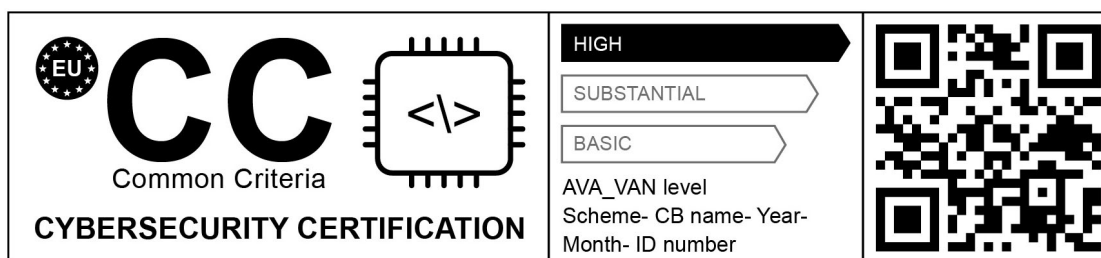


EUCC mark and label – Brand Book

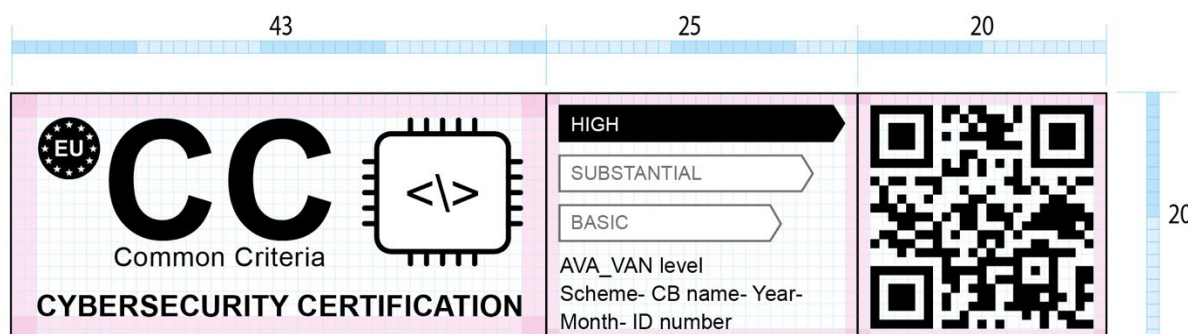
This brand book has been elaborated by the Commission services to provide guidance related to the design of the mark and label, in line with the EUCC Implementing Regulation Annex IX ([Implementing regulation - EU - 2024/482 - EN - EUR-Lex](#)). It can be complemented by further guidelines related to the use of the mark and label as well as the issuance of EUCC certificates.



PLEASE NOTE: The light red and light blue colours in the following examples are only visual guidelines to ensure the size ratios and safe areas are correct. **They do not appear in the actual design.**

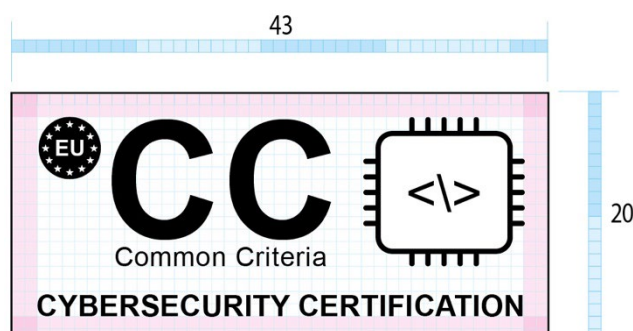
Reference for sizes

The reference for sizes is the height which is divided into 20 units.



The mark

The mark with the EU roundel and the pictogram will be displayed with a similar box with a height of 20 units and a width of 43 units. The content is aligned left with a safe area of 2 units all around (seen in light red in the template). This box is located on the left of the design.

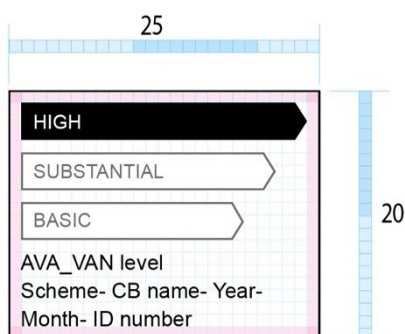


Sizes for the mark box

The EU roundel measures 5 x 5 units. The CC measures 10 units in height. Common Criteria measures a maximum of 1,75 units in height but can be smaller in order to fit in the box. CYBERSECURITY CERTIFICATION measures a maximum of 2 units in height, but the text size may be reduced in order to fit in the box.

Ratings and reference numbers

The box with the rating and reference numbers will have a height of 20 units and a width of 25 units. This box is located in the centre of the design. The default colour of the arrows is white with a thin black stroke and black text. The colour of the arrow corresponding to the HIGH or SUBSTANTIAL levels of the product is black with white text, while the basic level remains white with a thin black stroke with black text.



The size of the texts may vary be reduced in order to fit into the arrows and/or the box.

The arrows and reference numbers are aligned left with a safe area of 1 unit around the content (seen in light red in the template).

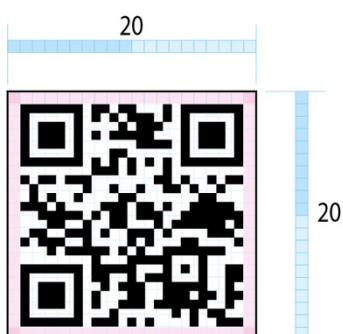
Sizes for the rating box

The height of each arrow is 3 units in height. The texts High, Substantial and Basic will fit in their respective arrows.

The ID info will measure 5 to 6 units in height, the text size might be reduced in order to fit in the box.

The QR code

The QR code sits in a square box of 20 x 20 units and measures 18 units with a safe area of 1 unit around it (seen in light red in the template). This box is located on the right of the design.

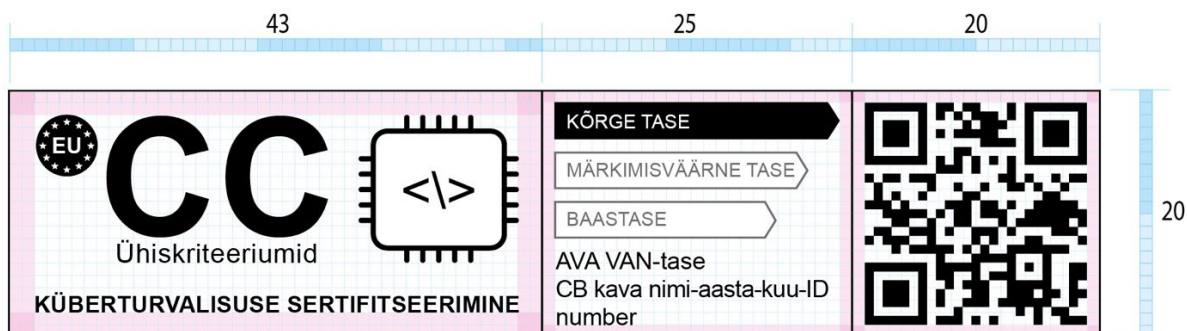


Box sizes cannot be resized, but text sizes can vary

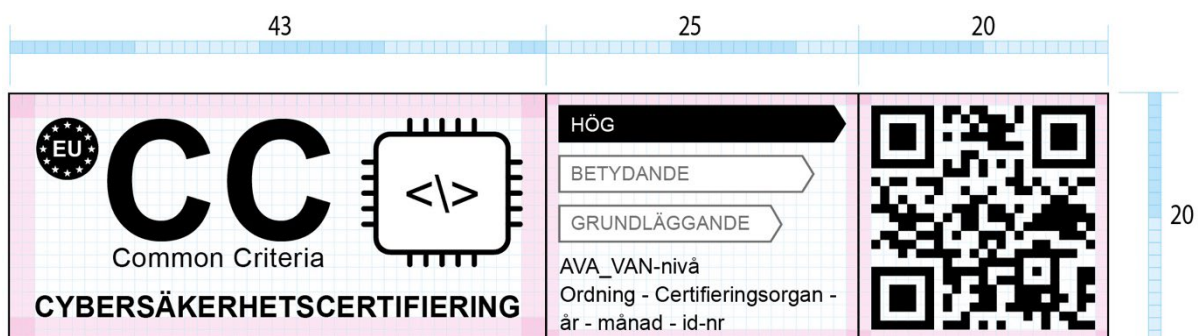
The size of the boxes cannot be changed but the size of the texts may vary in order to fit.

Here are a few examples:

In the Estonian version, the scheme text is slightly smaller.



In the Swedish version, the rating text is slightly smaller.



Typeface

The typeface used in the mark is Arial.