

On the basis of the explanation of the expert jury the EU Institutions have been recommended to use the



as birthday logo:

In line with Plan D this logo gives a graphic interpretation to the voice of all Europeans, especially the new generations. These Europeans look for peace, stability and prosperity without taking anything away from their rights of individuality and diversity. The word “together” expresses in a simple and immediate way what was originally bound to the idea of Europe: not only politics, or money, or geographic boundaries, but most of all co-operation and solidarity. And furthermore it aims to stress that despite all of our differences, we are celebrating 50 years of peace as one community. The different letters, using different typefaces, express the diversity in European history and culture and are kept “together” by the meaning of the word itself. Also, being based on one word, the logo can easily be adapted to every language and still keep its power as a sign, as a symbol because of the different typefaces used. The irony inspired by fashion labels is well suited to a single outstanding activity such as the celebration of the 50th anniversary. The sub-line “SINCE 1957” is an essential part of this irony, and most importantly the main link to the Treaty of Rome. The logo can be adapted to a wide variety of media and can be used effectively both in colour and in monochromatic versions. For a better usability however, the expert jury recommends that particular attention be paid to the sequence and shades of colours and to the use of specific phonetic symbols. For the sub-line “SINCE 1957” the use of a European typeface is advised. But this is general advice for all the 3 best proposals considering Europe’s rich tradition in type design and excellence in this field. A further recommendation is to provide an application manual for the logo, in order to ensure its correct application in every situation and to give specific rules on how the logo should interact properly with the EU identity.