

# European Quarter Brussels

Brandbook 2023

01

# Introduction

## **Why create a brandbook for the European Quarter?**

This charter is a didactic tool whose objective is to allow the effective and consistent use of the brand.

The first part, called the editorial charter, lays the strategic foundations and provides content and a narrative framework.

The second part presents the creation of the graphic and visual identity and states the rules of use. Concrete examples are presented as aspiration.

The last section presents the governance, i.e. who can use this brand and what the implementation process is.

## **What is a territory brand? What is a conversational brand?**

A brand allows a territory or district to be visible, stand out from its neighbours and competitors and be attractive. The district brand is a "flag-bearer" that symbolises the personality of the district concerned and gives it the "meaning" that customers/visitors are looking for today.

The brand allows its district to be identified, to arouse interest and, lastly, to be chosen, even preferred. In this sense, it is a real competitive advantage and strengthens the sense of belonging and cohesion of all stakeholders in the territory.

The European Quarter brand is also a conversational brand as a result of its construction. It involves engaging the relationship and the experience more than signing a declarative communication. The system, with multiple levels and components (two poly-coloured logos, multi-variant typography, shimmering colour palette, graphic windows to accommodate photos, etc.), allows a wide variety of expressions to meet the different stakeholders, various targets, many different places, experiences and meetings.

This charter therefore provides a framework while offering an open, adaptable and flexible system.

02

# Editorial Charter

## **Introduction**

- 1. The brand platform > Summary**
- 2. Strategic framework**
- 3. Territories of expression**
- 4. Tone of voice & elements of language**
- 5. Narrative**
- 6. Experiences**

# Introduction

## **What is an editorial charter?**

An editorial charter is a reference document that contains all the editorial rules to be applied to the communication of an organisation or project (tone, vocabulary, subjects to be addressed, etc.). It guarantees the quality of the content produced and ensures consistent and homogeneous communication across the various channels.

## **What is the purpose of an editorial charter?**

An editorial charter meets several objectives:

- reinforce the brand image of a project or organisation
- convey and communicate the correct written image of a project or organisation
- ensure ongoing consistency in the written communications of a project or organisation
- establish written communication rules/guidelines that will apply to all the teams involved in the process
- facilitate the written communication practices of a project or organisation

# 1. The brand platform

## THE DNA

Multiple identities, multiple spaces, multiple functions and multiple targets brought together in a living district imbued with a human and open European spirit.

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## VALUES

**OPEN:** a district that is open to others (the people of Brussels, Europeans, the world) and to the other districts of Brussels, that encourages curiosity and promotes encounters. Airier, greener, more sustainable infrastructures and developments, with a focus on proximity and soft mobility.

**INCLUSIVE:** a community of stakeholders and residents willing to act to include new groups (Brussels residents, families, etc.) in the experiences they set up (events, businesses, companies, etc.).

**AMBITIOUS:** a district and local stakeholders in tune with the times, able to respond in a concrete manner to societal aspirations and trends (environment, diversity, cultural activities, etc.).

**INNOVATIVE:** A field for experimentation and proposals (lifestyle, technology, mobility, events, etc.) that benefits the entire Brussels territory. The goal is to create a district that is lively all year round, with a mix of small one-off events and larger events in the district's central locations.

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## POSITIONING

A space for living, creating and meeting that is as varied and welcoming as Europe and the Brussels Region. A melting pot of languages, cultures and influences in the heart of the city, where all Europeans and Brussels residents can meet.

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## VISION

A district that must embody on a daily basis the European idea of being diverse, decompartmentalised, open, in resonance with its Brussels character.

The EQ is the seat of democracy for millions of people. A multicultural Europe as a common base. Placing ourselves on a human level rather than an institutional level.

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## PROMISE

The European Quarter Brussels offers you a unique, diverse and human experience. It encourages encounters and innovation whilst enabling all visitors and citizens to experience the richness that comes from combining Europe with the spirit of Brussels.



# 1. The brand platform: Brand values and attributes

**OPEN** Generous, Human, Convivial, Fluid, Sympathetic, Smiling, Optimistic, Inviting, Accessible, Close, Respectful

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**INCLUSIVE** Welcoming, Transversal, Mixed, Democratic Dialogue, Mutually Enriching, Cosmopolitan

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**AMBITIOUS** Contemporary Dynamics

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**INNOVATIVE** Creative, Original, Lively, Reallocation, Greener, Culturally committed

## 2. Strategic framework

### Targets

The targets cover all users of the area: citizens, workers and tourists. As well as companies, institutions and the media. In particular:

- tourists/visitors
- inhabitants
- the Brussels population
- the institutions
- employers
- companies
- the press and the media

### Objectives

The objectives are also those of general communication with an obviously particularly strong narrative dimension.

- express the positioning/identity of the European Quarter
- affirm a positive, attractive and coherent narrative.
- generate interest, curiosity and support.

### 3. Territories of expression

The territories of expression schematically identify the subjects on which written and narrative communication can and must be expressed. As such, the main territories of expression of the European Quarter are the following:

#### **A lively, animated and dynamic territory**

Contrary to old ideas, the European Quarter is a territory rich in humanity and activities in all its components. This richness is directly linked to its character as a mosaic of places and sites which, when joined together and integrated, form this unmissable district.

#### **The heart of Europe and Brussels**

If the European Quarter is the heart of the institutions of the capital of the European Union, this means that we can meet Europeans from all walks of life there. But it is not an ivory tower, it is a district connected to the city with a Brussels identity as strong, true and authentic as that of other more famous districts (Les Marolles, Saint-Gilles, the Place Sainte Catherine district, etc.).

#### **Culture**

As a result of its cosmopolitan, lively and multicultural character, the European Quarter is a cultural Mecca. There is always something going on.

### **3. Territories of expression**

#### **An innovative territory, a laboratory of coexistence**

Thanks to the diversity of influences and cultures that mix there, the youth of those who live and work there, and because it is the will of the Brussels institutions, the European Quarter is a laboratory for projects, initiatives and novelty. If you want to discover some of the most experimental and experiential activities in Brussels, you have to go to the European Quarter.

#### **Intimate and popular**

The European Quarter is obviously not only the main avenues of the institutions, it is a mosaic of intimate and secret places to discover, routes to follow and encounters that express European diversity as much as the deep-rooted traditions of Brussels.

#### **Nature in the city**

Thanks to its many gardens and parks, as well as the urban planning choices made by the Region, the European Quarter is becoming a district where nature and the city blend together effectively, and where the role of greenery has been reconsidered in terms of both ecology and the well-being and comfort of residents and visitors.

## 4. Tone of voice & elements of language

### **Tone of voice**

The tone of voice specifies the narrative approach to be taken.  
The elements of language identify the keywords and expressions to be used when talking about the European Quarter.

#### **Enthusiastic, relaxed and cheerful**

The European Quarter is a cheerful, festive and dynamic place. The narrative must express this enthusiasm.

#### **Curious and inspired**

There is always something going on and you can see things there that you can't find elsewhere and that you want to share. New things, new experiences, new places to discover...

#### **Open, welcoming, diverse and inclusive**

There is always a warm welcome in the European Quarter, which perfectly expresses the subtle mix between European/international cosmopolitanism and Brussels conviviality. An incomparable alchemy that cannot be found anywhere else. Whoever you are, you can thrive by being yourself.

#### **Cosmopolitan, global and multicultural**

Different cultures, languages from all over the world, styles, minds, ways of thinking... the European Quarter of Brussels is the happy, dynamic, festive and cool place where people from all over the world meet.

## 4. Tone of voice & elements of language

### Elements of language

The elements of language specify the expressions, vocabulary and narrative approaches to be promoted. In this, the elements of language help to define the key messages of the communication.

#### **A real Brussels district**

The European Quarter is not a territory or a zone, it is a real Brussels district with its own identity, its secret places, its spirit (which includes the positive features of the Brussels spirit).

#### **Human, lively, popular and surprising**

The European Quarter is home to several European institutions, hence its name, but also to museums, businesses, housing, parks and squares. It is first and foremost the district of a human community that shares living spaces, activities and experiences.

#### **A community identity (open)**

What defines a district is also the sense of shared community of those who live there and that defines a spirit. This spirit of an open, joyful and welcoming community must be expressed by those who create it. This can be expressed by the use of "we" for example.

## 4. Tone of voice & elements of language

### Elements of language

#### Positive, emotional and sensory

The European Quarter is a place of pleasure, well-being of mind and body, discovery, experiences, stimulation of the senses and the soul. This will be conveyed by words or expressions that express these sensations and describe experiences (including food and aesthetics, for example).

#### Surprising and trendy

There are always surprising and astonishing things in the European Quarter (on which the narrative focuses) that have to be discovered. If you want to discover the new places to see in Brussels, you have to go to the European Quarter.

#### Professional new way of being

The European Quarter is, of course, also a district of activity and work, but in cultural conditions of modernity. Working there is interesting, relaxed (cool), welcoming, open to the world and committed (what we do is creates a positive direction for the world).

#### Embodiment of the European idea

By becoming all this, the European Quarter truly expresses the European spirit, the spirit of Europeans, of all those who love this community of nations and cultures, who love to meet and exchange, who love to share, have a drink and have fun together.

## 5. Narrative and key messages

### The narrative

The aim here is to describe the European Quarter in a few words/sentences so as to have a reference text (pitch) which could be this.

*Once (in the old world) a district of business and institutions, the European Quarter is now becoming one of the most dynamic and amazing districts of Brussels. It offers an opportunity to discover and experience the special alchemy between a unique multicultural intensity and the famous Brussels spirit that is joyful, friendly and festive.*

*A mosaic of secret places, remarkable architectures, little lost corners, gardens, terraces and museums, the European Quarter is an experience in itself, a surprising journey between hypermodernities, a surprising mix of horizons, creative innovations and Brussels traditions.*



## 6. Experiences

The objective here is to render/express (real and fictional) testimonies of experiences in the European Quarter to highlight the salient points of the narrative.

### **Workmates**

*"When Ana, our new Romanian colleague, joined us, we obviously wanted her to discover the district, her new world. Where to have a drink, where to shop, buy books, relax, enjoy different cuisines, etc. At the same time, we all discovered new corners of the European Quarter, which we were able to add to our address books of new shops, new gourmet venues and businesses that we had not spotted. Habit had made us forget that we have an incredible amount of facilities, and how lucky we are to live in a district that is open to everyone and so open to the world. We were proud and happy to share it with Ana."*

## 6. Experiences

### Friends

*"Julie, Penelope, Arthur and I have been friends since childhood. And even though we have different academic backgrounds in Brussels, all four of us dream of working for the European institutions. This is one of the reasons, but not the only one, why we regularly meet at the European Quarter, one of our favourites in Brussels.*

*This was the case last weekend. The weather was wonderful and the district really becomes more colourful and full of activity every time we come here. We did Experience Europe, which we had not seen before (very good), then ate traditional fries from Place Jourdan (which are still some of the best in the world) before going to sit in Cinquantenaire Park to enjoy the sun and the sweetness of spring.*

*And to complete this truly beautiful day, we found ourselves on Place du Luxembourg for a spot of bar-hopping. We love this place, we meet people from all over Europe, we speak all kinds of languages... It's really special and that's what we like."*

## 6. Experiences

### Family/Tourists

*"Max, Victor and their two children, Lara and Noé, arrive in Brussels on the night train from Geneva. This is their first visit to the capital of Europe and they are excited to discover this city they have heard so much about. They have each made a list of what they want to see and their desires lead them first to the European Quarter, the beating heart of this exceptional historical adventure that is the construction of Europe.*

*The district is very green, how wonderful! And the atmosphere is fantastic, the diversity, the dynamism, the museums, the cafes and restaurants. Both architects by profession, Max and Victor have a passion for the architectural richness of the facades, this particular mix of modernity, classicism, tradition and originality. It could be awful but the alchemy works perfectly and creates an atmosphere, an aesthetic, a world that is very special.*

*But of course, they are not just there to admire the houses and monuments that the children are less interested in. So, off they go to the natural science museum, then the legendary fries with mayo and then to let of steam in the park.*

*They discover a district they had never imagined to be so cosmopolitan, so lively, accessible, welcoming and intense. Contemporary rubs shoulders with traditional, ties with T-shirts, different languages blend together, seriousness and good-naturedness have never gone together so well, and they definitely won't take the train home without a touch of nostalgia. But they know that they will always be welcome here."*

## 6. Experiences

### Inhabitants

*"Camille and Jean, both 55 years old, have lived in the European Quarter for almost 20 years and are delighted with everything that has been happening there in recent years. Their respective professional activities (Camille's medical practice and Jean's flower shop) are located a few hundred metres from their home and that's quite a comfort.*

*And the district is so lively that, as soon as the good weather appears, they have acquired the habit of meeting at the end of the day for a walk in the Parc du Cinquantenaire before visiting their favourite café on Place du Luxembourg. Then the evening is theirs... Jazz on Place Jean Rey or a retrospective of 1950s cinema in Leopold Park.*

*Music, culture, creativity, conviviality, green spaces... all the riches that this district offers that they would not leave for anything in the world."*

03

# Graphic chart

03.1

# The logo

## The full logo

The logo consists of two elements: the initial "Q" and the name.

The initial is the letter "Q" for Quarter.

The round shape is a symbolic representation of the centre of the European Quarter and has an open aspect that reflects the welcoming and friendly aspect.

The colour of the initial can vary.

The name consists of three words: "EUROPEAN QUARTER BRUSSELS".

It appears in a fixed colour (see p.33) which is a blue, inspired by the main colour of Europe and the Brussels Capital Region.



EUROPEAN  
QUARTER  
BRUSSELS



EUROPEAN  
QUARTER  
BRUSSELS



EUROPEAN  
QUARTER  
BRUSSELS



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BRUSSELS

**The full logo  
in positive and  
negative versions**

The "EUROPEAN QUARTER BRUSSELS" logo exists in two versions: a positive and a negative version.

Logo in colour, positive version



Logo in colour, negative version





## The full logo in black and white

When the medium or the method of reproduction does not allow the use of the logo in colour, only then will we use the black and white logos.

In this case, the name of the positive version will be put in 100% black and the logo in 40% black.

However, the name of the negative version will be in white with the initial also in 40% black.

Black and white logo, positive version

**EUROPEAN  
QUARTER  
BRUSSELS**

Black and white logo, negative version

**EUROPEAN  
QUARTER  
BRUSSELS**

## The compact logos

In some cases, the initials of the name "EUROPEAN QUARTER BRUSSELS" (and the initial) may be used separately and in variable proportions/widths of letters.

The choice between option A or B will depend on the format of the medium. Option A for square or round formats (see pages 54, 60 and 61). Option B for more vertical formats (see page 48).

A



B



## Safety zone and minimum size

To preserve the clarity and impact of the logo, a safety zone and a minimum size must be respected.  
For better brand visibility, it is important to respect this rule.

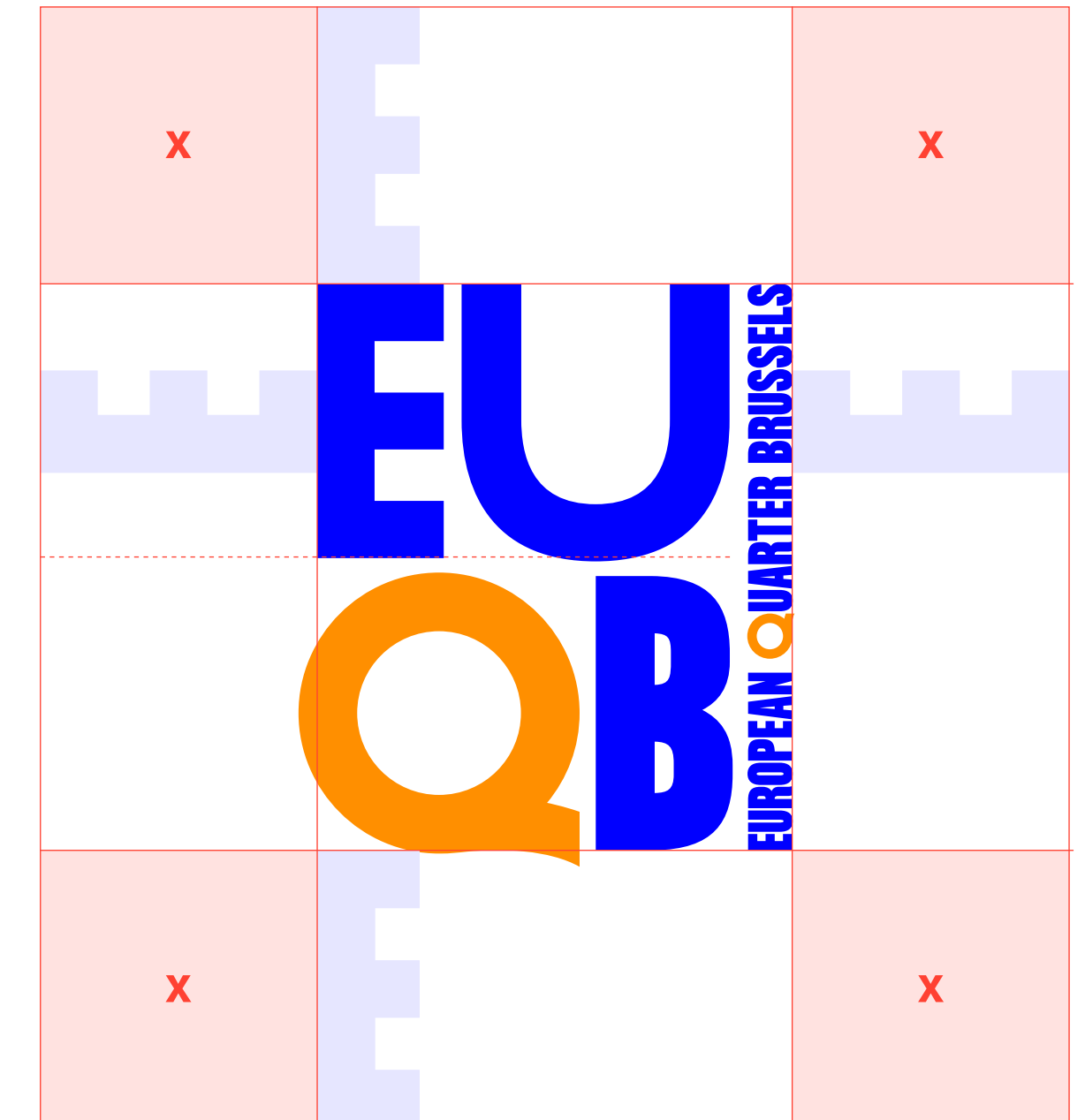
The minimum protection zone of the logo is defined by a square (x) formed by the height of the body of the letters "EUROPEAN QUARTER BRUSSELS".

The height of the logo cannot be less than 25 mm.

### Safety zone - full logo



### Safety zone - compact logo



### Minimum size



## Unauthorised versions

The logo may not under any circumstances be distorted or modified.

The few examples presented here are all prohibited versions.

**E.G. 1** Do not put the name and the initial in the same colour.

~~EUROPEAN  
Q  
QUARTER  
BRUSSELS~~

**E.G. 2** Respect the hierarchy of institutional colours

~~EUROPEAN  
Q  
QUARTER  
BRUSSELS~~

**E.G. 3** Do not condense and/or expand the logo.

~~EUROPEAN  
Q  
QUARTER  
BRUSSELS~~

**E.G. 4** Do not shade behind the logo

~~EUROPEAN  
Q  
QUARTER  
BRUSSELS~~

**E.G. 5** Do not change the colours of the logo for any other colour(s).

~~EUROPEAN  
Q  
QUARTER  
BRUSSELS~~

**E.G. 6** The minimum size must be respected.

~~EUROPEAN  
Q  
QUARTER  
BRUSSELS~~

03.2

# The basic elements

03.2.1.

# The typography

## Institutional typography

The font chosen for the "EUROPEAN QUARTER BRUSSELS" is "Knockout". It should, therefore, be used on all communication media. The "Knockout" typography is available in several weights and shapes, whose entire "family" can be used, making communication more dynamic. It should be noted that this purchase is only necessary in case partners create their own visuals based on this branding and using the font. However, the use of the logo does not require a separate license and is included in the license visit.brussels has acquired.

It can be purchased [here](#).

Knockout  
JuniorFeathererweight

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Knockout  
FullFeathererweight

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**

Knockout  
JuniorHeviweight

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Knockout  
FullHeviweight

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**

Knockout  
Sumo

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Knockout  
FullSumo

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**

03.2.2.

# The colourful universe



## Base colour

Blue, inspired by the main colour of Europe and the Brussels Capital Region, is the basic colour of the logo. It is important that its presence recurs in all communication media.



Main colour of Europe



Blue

Pantone 293 C

C 100 M 75 Y 0 K 0

R 0 G 0 B 255

#0000ff

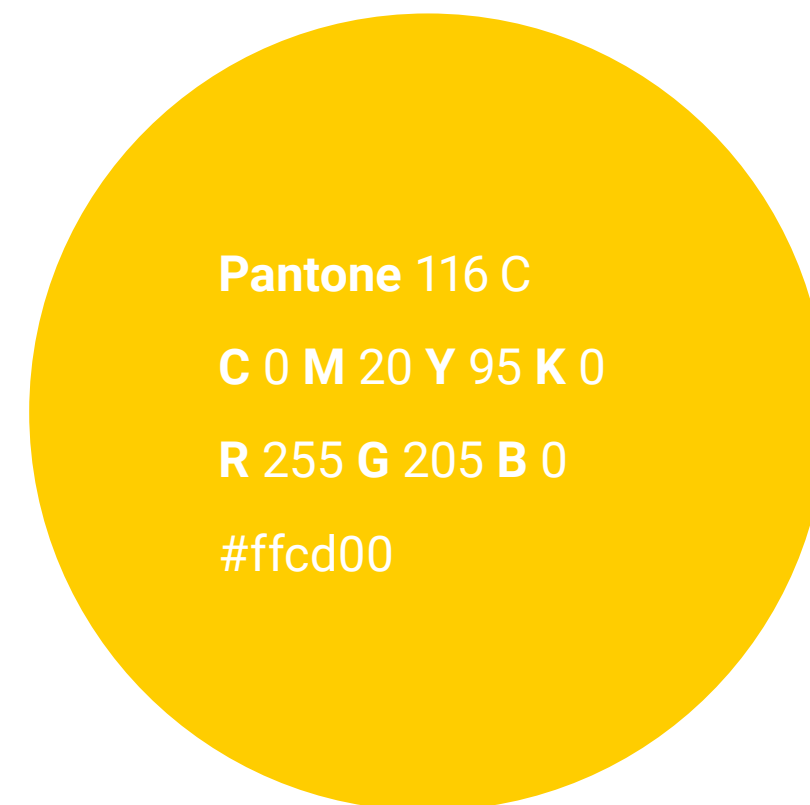
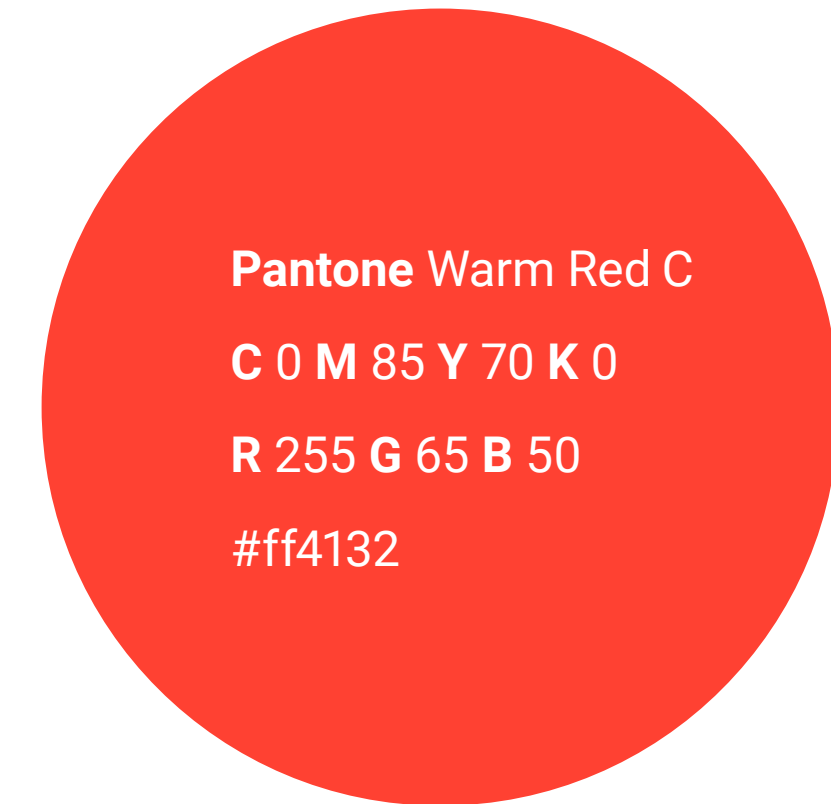
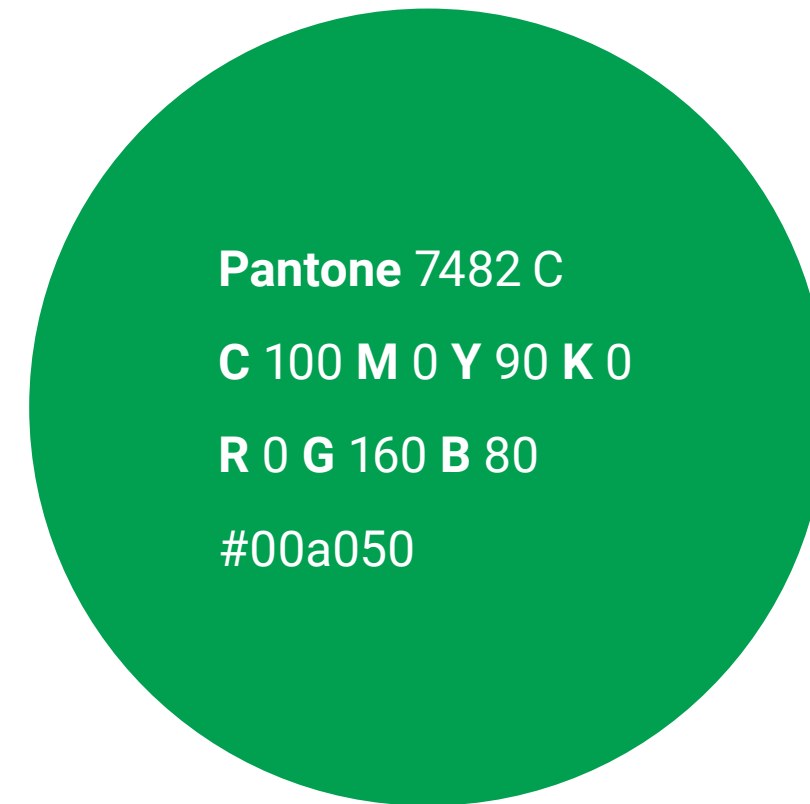


Main colour of  
the Brussels-Capital Region

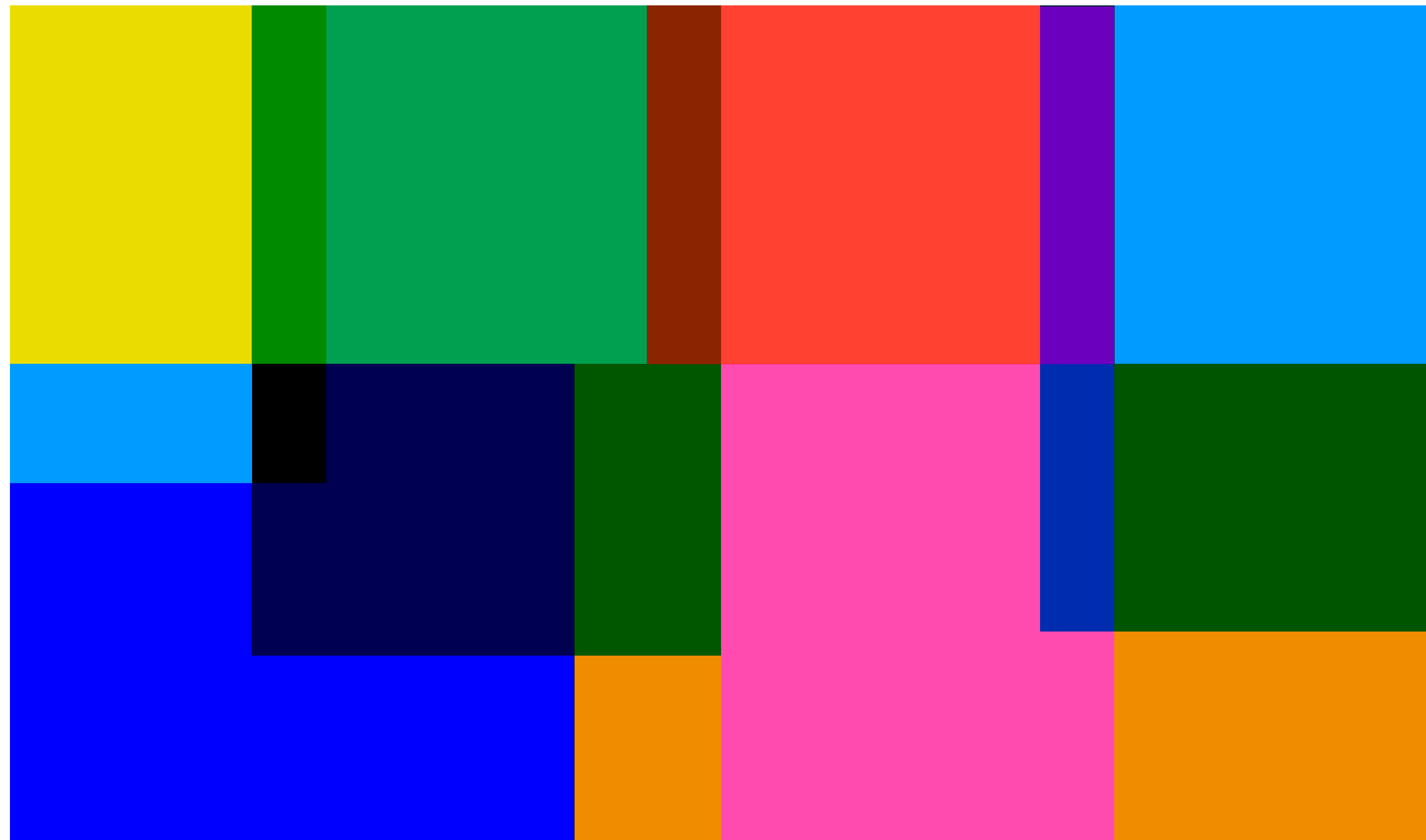
## Range of main colours

The main blue will always be accompanied by a lively colour.

It is a colourful universe derived from the colours of the flags of the 27 Member States of the European Union.



Range of secondary colours



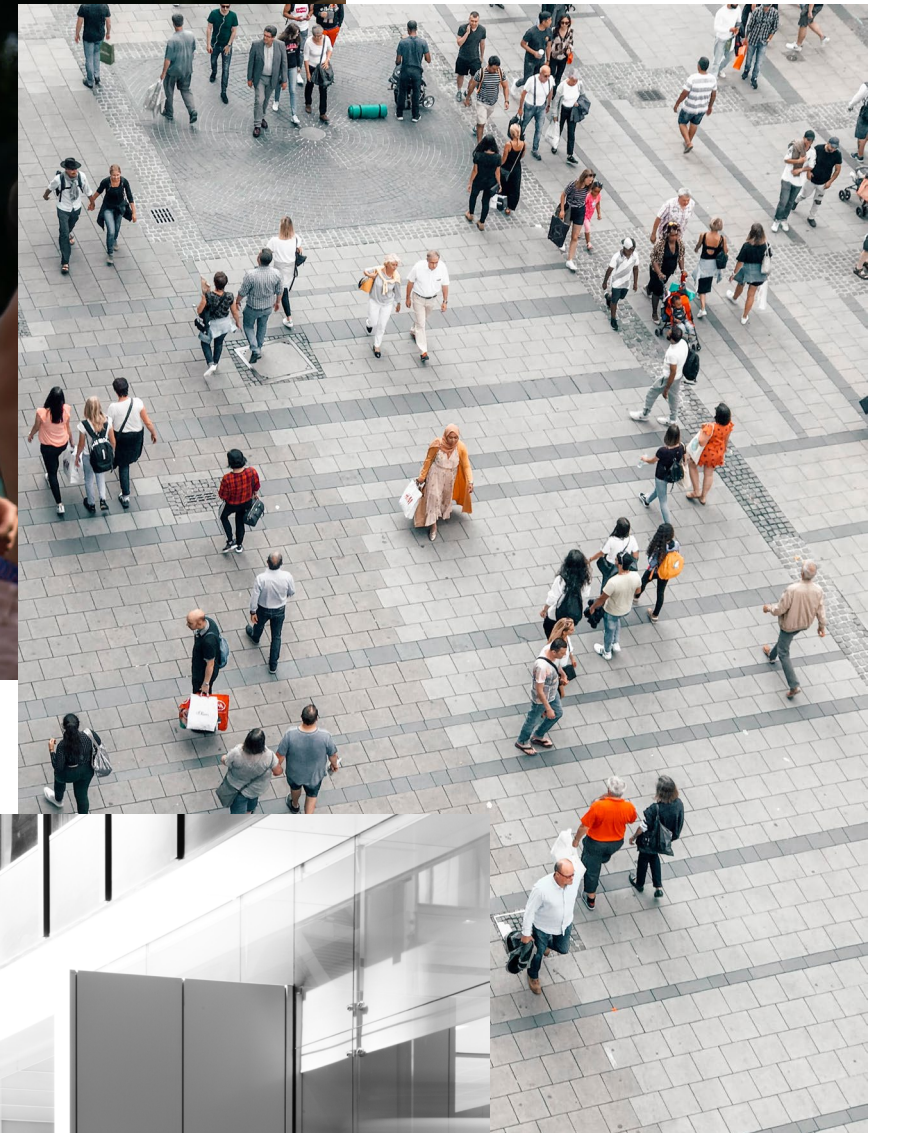
03.2.3.

# The photographic universe

## Photographic universe (1)

Choice of natural, spontaneous images without artifice, highlighting instants, moments of life through many different situations.

**Example visuals #1**  
Multiple identities and multiple targets brought together in a living district.

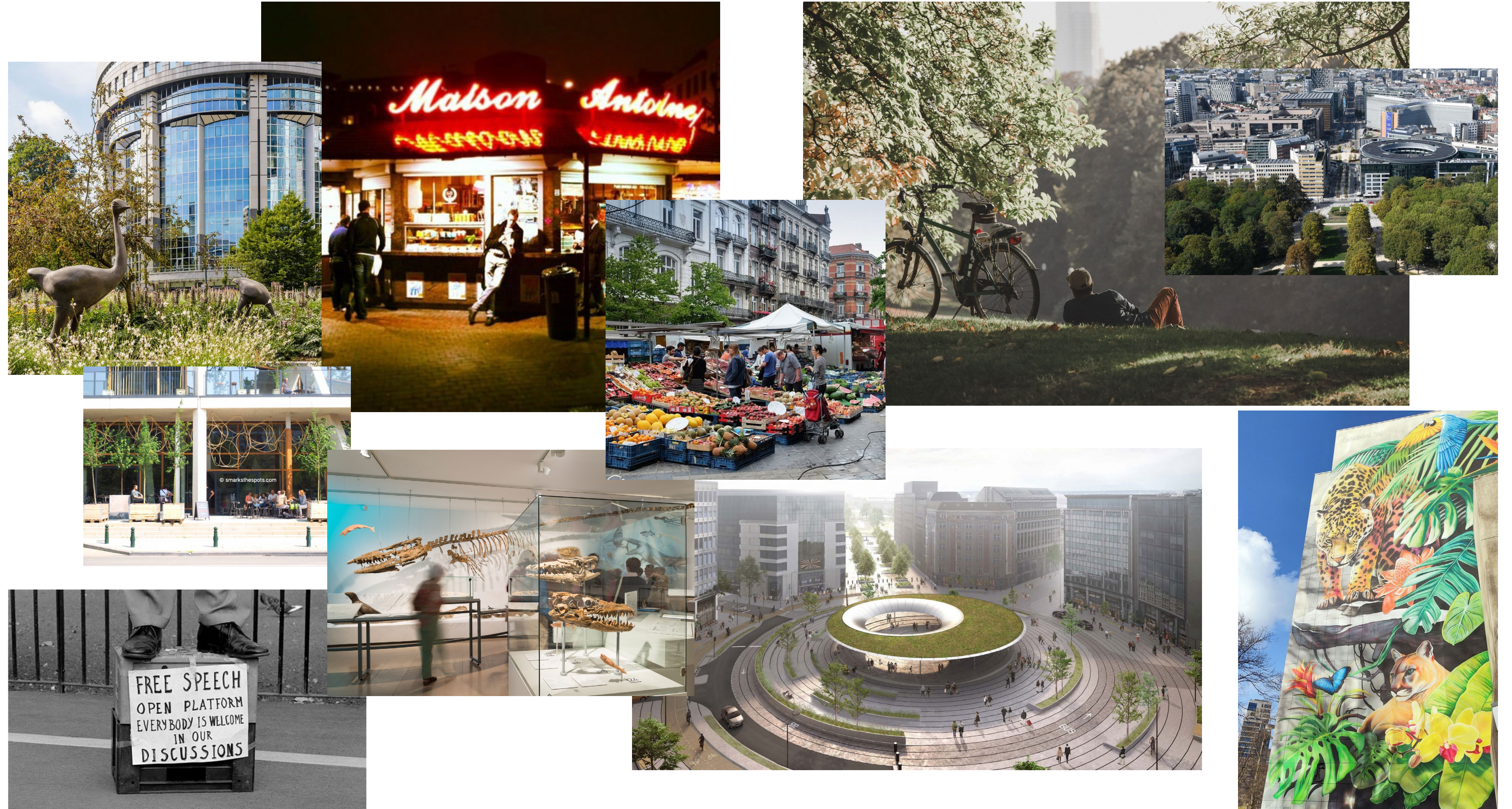


## Photographic universe (2)

Choice of natural, spontaneous images without artifice, highlighting instants, moments of life through many different situations.

### Example visuals #2

The many different sub-districts, urban aspects - squares, parks, architectural heritage, museums, institutions...



03.2.4.

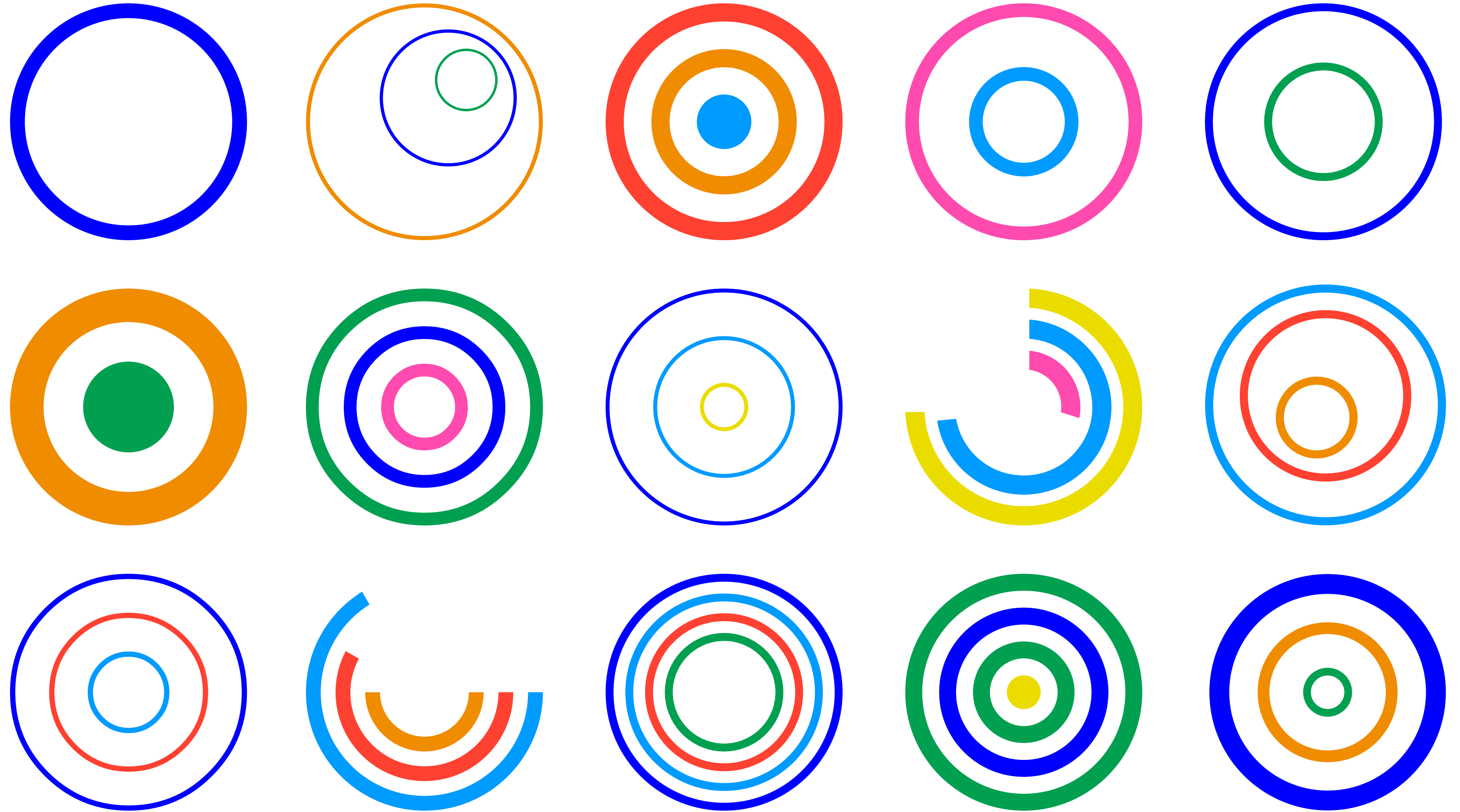
# The graphic forms

## Graphic forms

A variety of concentric circles that symbolise a diverse district with an international influence.

These shapes will always be used in the main and secondary colours (p.34 and 35) and presented in a more or less present way depending on the topics and media.

They constitute one of the essential graphic bases of the identity.





03.2.5.

# A modular system

## A modular typographic system

A graphic system - based on the initials of the name EUROPEAN QUARTER BRUSSELS and built from letters of variable widths - creates the possibility for creativity and personalisation.

The play on letter widths and the placement of the second colour allow the expression of multiplicity within the body of the compact logo.

Only the colours red, orange and green, from the main range, can be used.

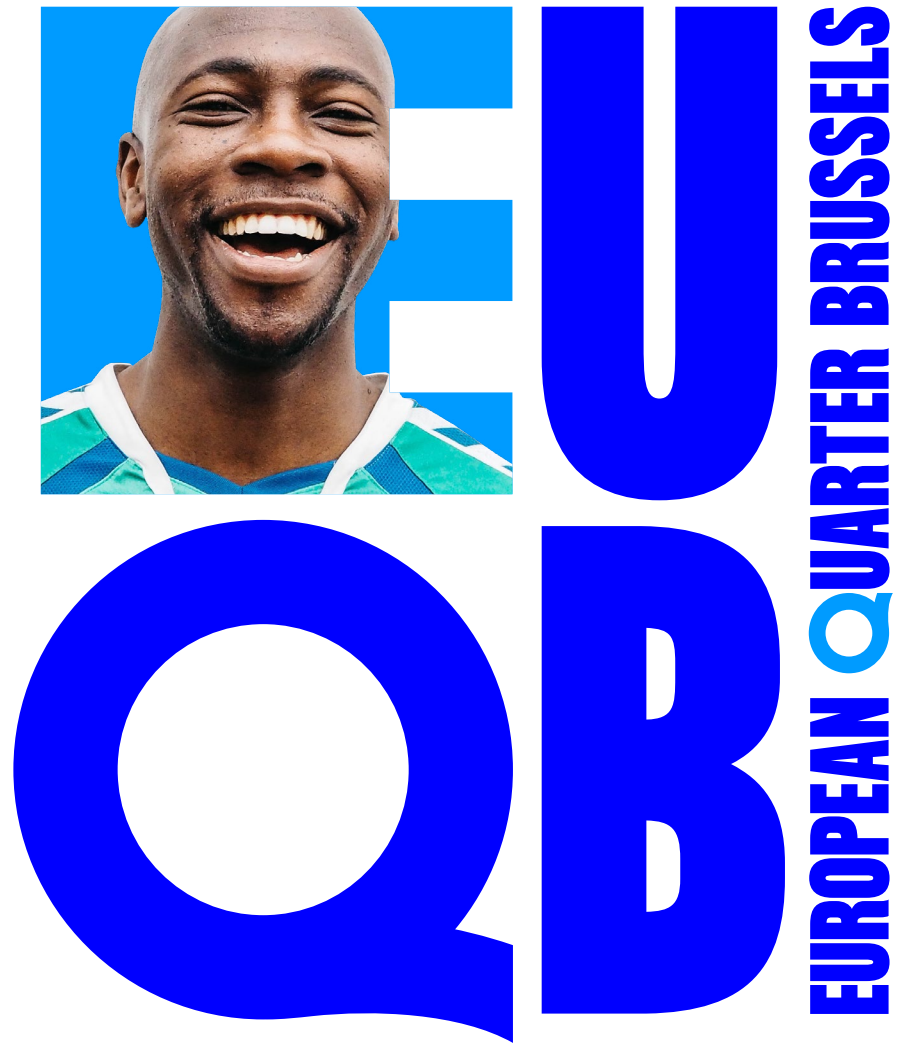


## A graphic modular system

Here, the letters become windows. They open literally onto images expressing the dimension of experience... alive, exciting, friendly and kind.

Only the letters E, Q and B can be used as windows. Depending on the use, it is possible to insert images into two letters, as shown on the next page.





03.3

# Applications

**03.3.1.**

**On behalf of the District**

**Here you'll find some examples of communication media 'on behalf of the district'. This means that it is the neighbourhood itself that is sending the message.**

**The choice of the different possibilities offered by the identity system will depend on the messages to be communicated. When communicating the actual identity of the neighbourhood with the objective of branding, building the brand, the compact version of the logo may be preferable, containing, within the letters themselves, visuals conveying meaning and constituting the identity. When communicating on a specific topic, on a particular offer, such as a concert for example, the typography and colour codes will be followed, with the full logo as a signature.**

**We encourage all partners to submit all communication media 'on behalf of the neighborhood' to [visit.brussels](http://visit.brussels) in order to assure overall consistence.**



**EU**

**Q**

**B**

**EUROPEAN QUARTER BRUSSELS**



**EU**

**Q**




**EUROPEAN QUARTER BRUSSELS**



514601



**EUROPEAN  
QUARTER  
BRUSSELS**



**EUROPEAN  
QUARTER  
BRUSSELS**



**EUROPEAN  
QUARTER  
BRUSSELS**

JCDecaux



JCDecaux

# JAZZ MUSIC

The soul of poets



**20.09.22**  
8PM → FREE  
Parc Léopoldpark,  
Brussels

Jean-Louis RASSINFOSSE  
Double bass  
Pierre VAIANA  
Saxophone  
Fabien DEGRYSE  
Acoustic guitar

**EUROPEAN  
QUARTER  
BRUSSELS**

europaquarter.brussels

# JAZZ MUSIC

The soul of poets



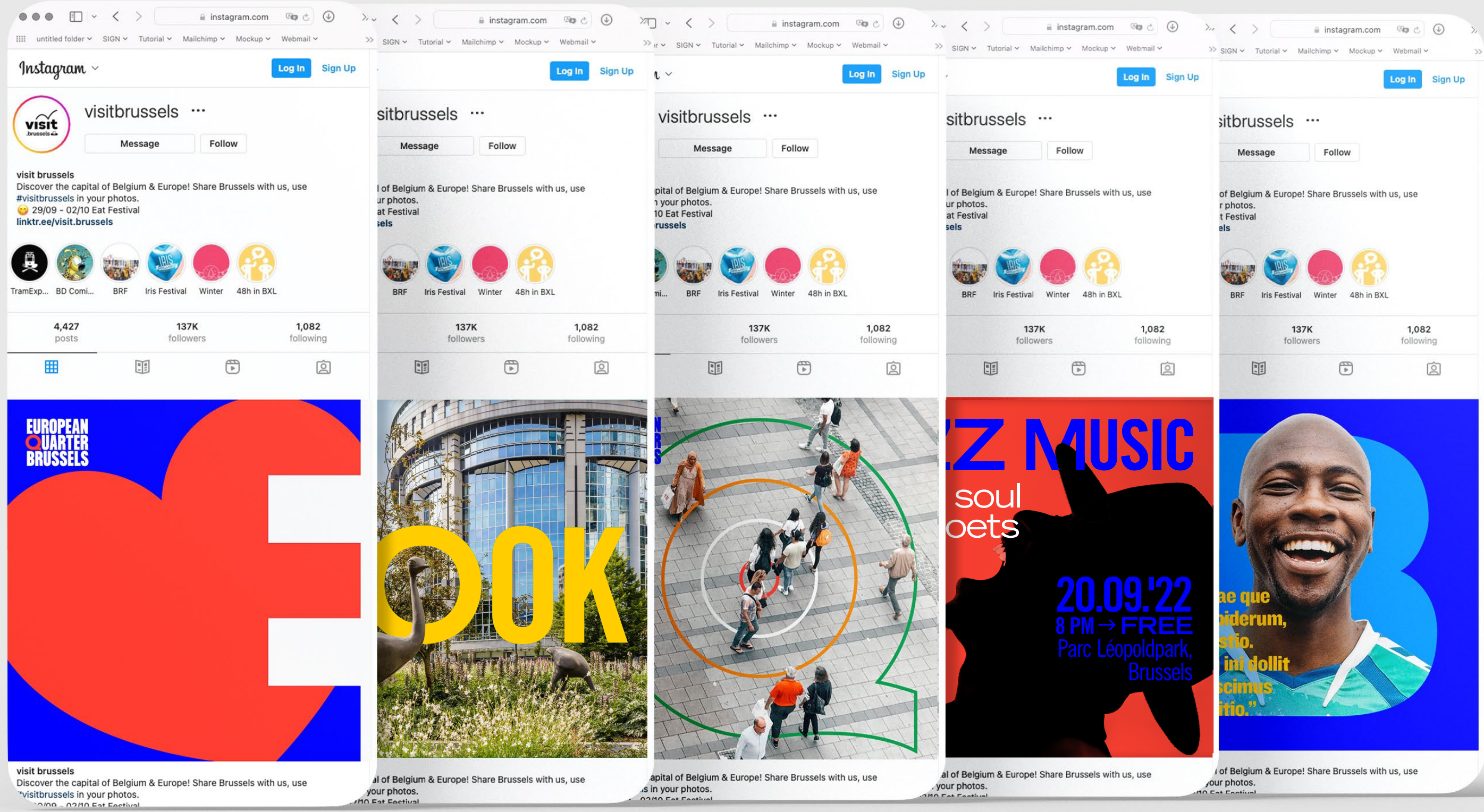
**20.09.22**  
8PM → FREE  
Parc Léopoldpark,  
Brussels

Jean-Louis RASSINFOSSE  
Double bass  
Pierre VAIANA  
Saxophone  
Fabien DEGRYSE  
Acoustic guitar

**EUROPEAN  
QUARTER  
BRUSSELS**

europaquarter.brussels





03.3.2.

# Branding and partnerships

**The goal of this shared brand, European Quarter Brussels, is to be adopted and used by as many partners and stakeholders in the district as possible.**

**There are two possible scenarios:**

- 1. Branding: each stakeholder in the district can add the QE logo to their communication. It takes the form of the compact logo with the name of the district spelt out. The choice of the second colour of one of the letters is left to the discretion of the user, in compliance with the possibilities offered in this charter (see page 34).**
- 2. The district is a partner alongside other supporters. In this case, the full logo should be used.**


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# ATELIERS KULTX

## Ouverture Opening



**28/08/2021 - 11:00-18:00**

- Expo 28/08-26/09
- Visites guidées / Geleide bezoeken / Guided tours
- Ateliers d'artistes / Kunstenaarsateliers / Artist studios
- Concert Noa Moon

[culture.ixelles.be](http://culture.ixelles.be)  
[cultuur.elsene.be](http://cultuur.elsene.be)



A l'initiative de Christos Doukeridis, Bourgmestre, Ken Ndiaye, Echevin de la Culture et du Musée, Els Cossé, Echevine de la Culture néerlandophone et de la Vie de quartier, Nevruz Unal, Echevine de la Rénovation urbaine et des membres du Collège des Bourgmestre et Echevins d'Ixelles. | Op initiatief van Christos Doukeridis, burgemeester, Ken Ndiaye, Schepen van Cultuur en het Museum, Els Cossé, schepen van Nederlandstalige cultuur en Wijkleven, Nevruz Unal, schepen van Stadsvernieuwing én de leden van het college van burgemeester en schepenen van Elsene.



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[culture.ixelles.be](http://culture.ixelles.be)  
[cultuur.elsene.be](http://cultuur.elsene.be)




A l'initiative de Christos Doukeridis, Bourgmestre, Ken Ndiaye, Echevin de la Culture et du Musée, Els Cossé, Echevine de la Culture néerlandophone et de la Vie de quartier, Nevruz Unal, Echevine de la Rénovation urbaine et des membres du Collège des Bourgmestre et Echevins d'Ixelles. | Op initiatief van Christos Doukeridis, burgemeester, Ken Ndiaye, Schepen van Cultuur en het Museum, Els Cossé, schepen van Nederlandstalige cultuur en Wijklevens, Nevruz Unal, schepen van Stadsvernieuwing en de leden van het college van burgemeester en schepenen van Elsene.



Etterbeek

# MARCHÉ DU SPORT

à l'occasion de  
*Tervueren en Fête*  
15/05/2022

AVENUE DE TERVUEREN (entre Merode et Montgomery)  
Stands d'information et initiations sportives  
Brocante de matériel sportif ouverte aux Etterbeekois

INFO  
02 627 25 81 – sport@etterbeek.brussels

EUROPEAN QUARTER BRUSSELS  
RÉGION DE BRUXELLES-CAPITALE BRUSSELS HOOFDSTEDELIJK GEWEST  
European Commission

22.10 → 29.05.2022

# BEFORE TIME BEGAN

ABORIGINAL ART FROM AUSTRALIA

## LIVE THE DREAM TIME

ART & HISTORY MUSEUM

EUROPEAN QUARTER BRUSSELS  
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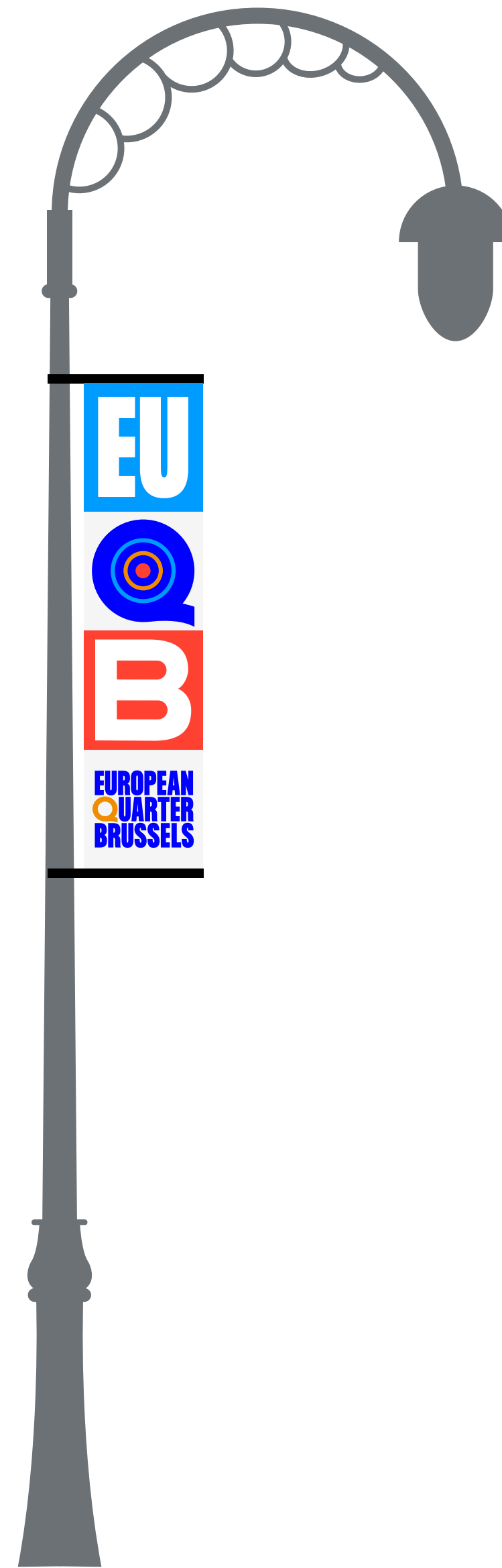
EUROPEAN QUARTER BRUSSELS



**03.3.3.**

# **Flags and lamp posts**



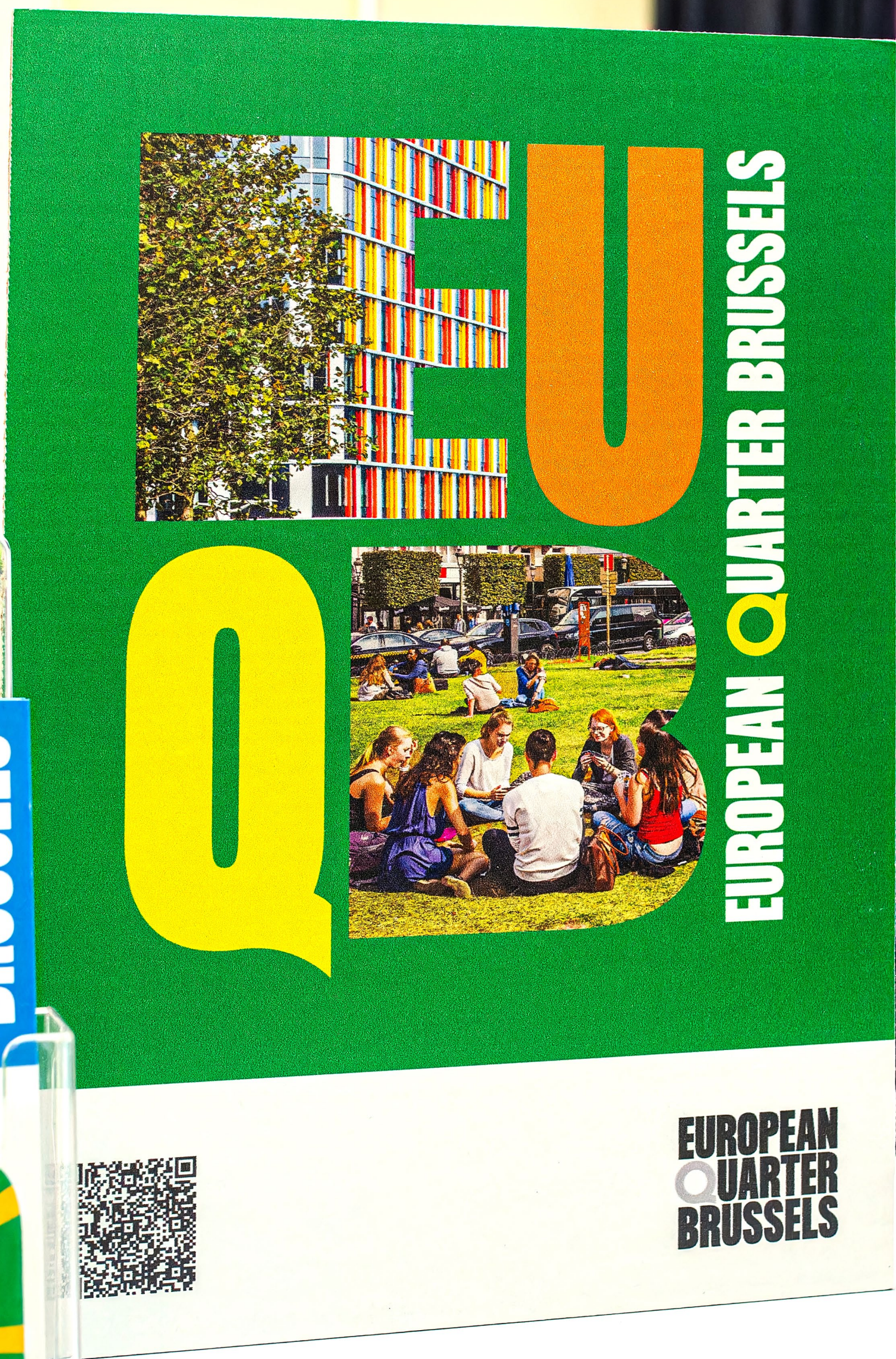


03.3.4.

# Communication by object







This guide outlines  
the "House Style" of the European  
Quarter Brussels.

For any further information,  
please contact the manager of the  
Communication Service:

<https://www.euqbbrand.brussels>  
[info@euqbbrand.brussels](mailto:info@euqbbrand.brussels)