



Building Europe with  
Local Councillors

**Visual Signature**

**Quick Guide**

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Having a strong visual signature is an important aspect of any project, and BELC could not be an exception. It serves as the visual representation of who we are, creates recognition and recall, and fosters a sense of trust and familiarity. We have created a dedicated BELC Visual Signature for you to use in any materials and/or activities you wish to organise in the framework of your BELC membership.

This quick guide aims to help you use the BELC Visual Signature in the most common files and applications. The BELC Visual Signature can be downloaded from the Communication Materials section on the BELC website and is provided to you in four different formats: JPG, PDF, PNG, and SVG.

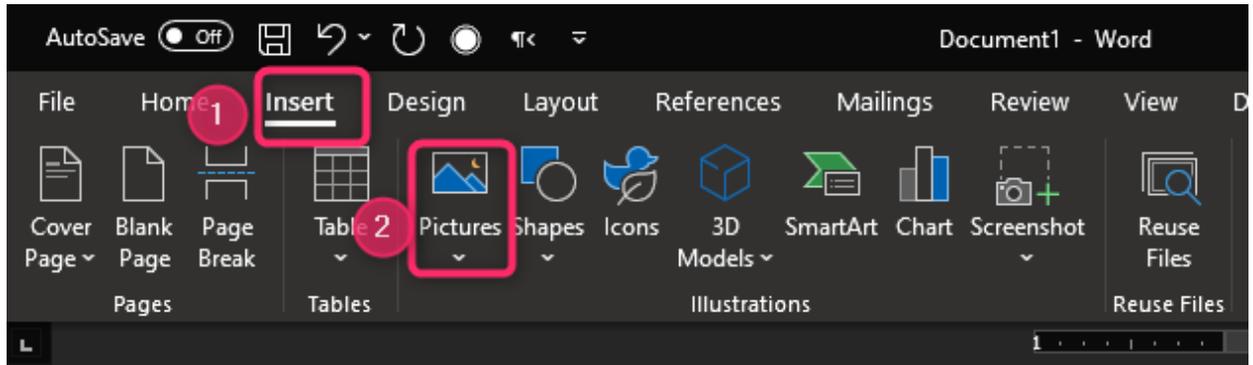
All file formats can be used following the steps described on the next pages of this document. The only exception is the PDF file format, which can be used as a standalone file.

Please note that .svg is the lightest and most versatile file format, and its use is recommended. However, you may equally use .jpg and .png file formats.

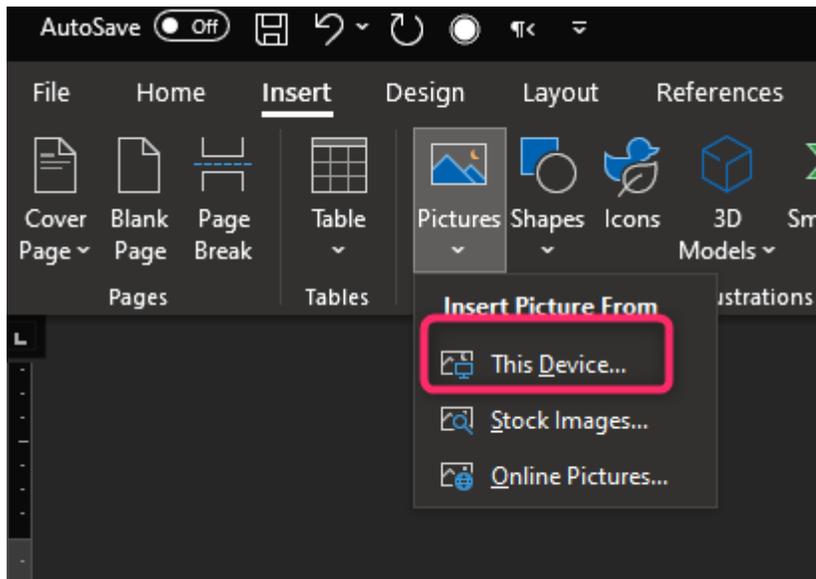
## BELC Visual Signature in MS Word/Excel/PowerPoint

If you want to use the BELC Visual Signature in any of your **MS Word/Excel/PowerPoint** documents, please follow the steps below:

1. Open a new file (Word/Excel/PowerPoint)
2. Go to the **Insert** tab in the menu and press on **Pictures**



3. Choose **This Device...**



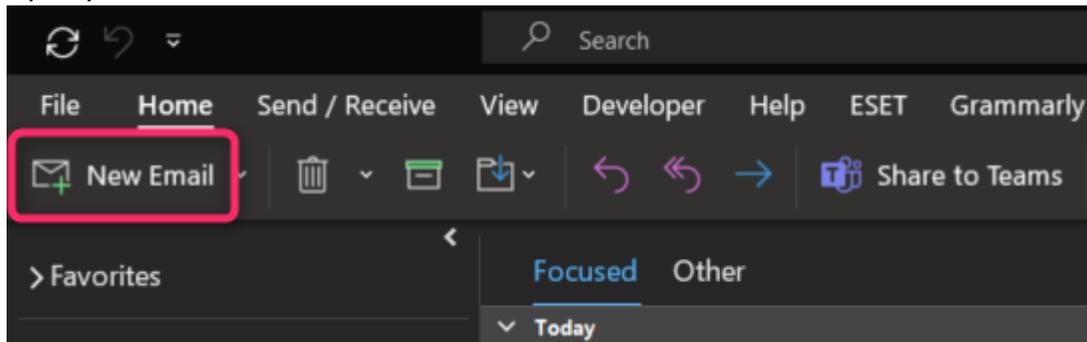
4. From the window that opens, navigate to the folder where you have stored the BELC Visual Signature files, when you downloaded them from the BELC website.
5. Choose the file of your preference (JPG, PNG, or SVG), and click on it.
6. This will import the Visual Signature file in your document

To see an example of the process described above, you may refer on the first page (cover page) of this document.

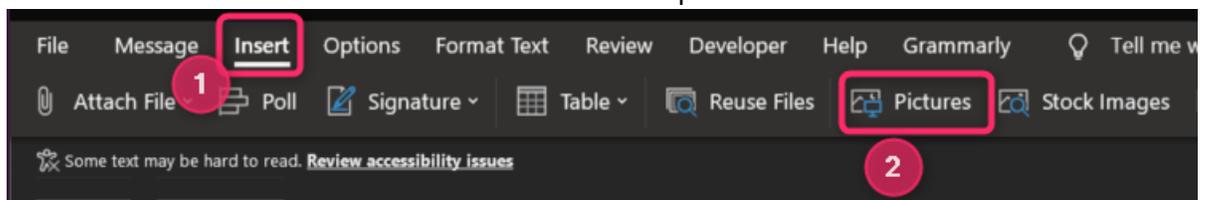
## BELC Visual Signature in MS Outlook

If you want to use the BELC Visual Signature in your MS Outlook email body (desktop client or online), please follow the steps below:

1. Open your Outlook and select **New Email**



2. Go to the **Insert** tab in the Outlook email menu and press on **Pictures**

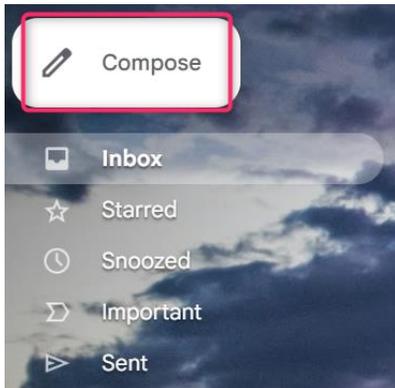


3. From the window that opens, navigate to the folder where you have stored the BELC Visual Signature files, when you downloaded them from the BELC website.
4. Choose the file of your preference (JPG, PNG, or SVG), and click on it.
5. This will import the Visual Signature file in your email.

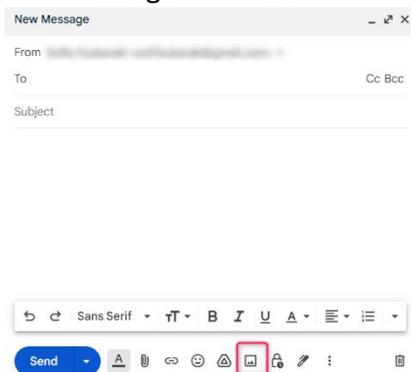
## BELC Visual Signature in Gmail

If you want to use the BELC Visual Signature in your GMail email body, please follow the steps below:

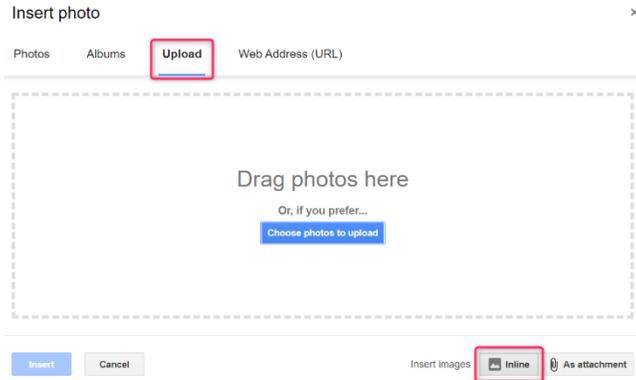
1. Open your Gmail account and select **Compose**



2. A message window will open, click on the insert photo button.



3. A new window will open. Choose the Upload button and navigate to the folder where you have stored the BELC Visual Signature files, when you downloaded them from the BELC website.

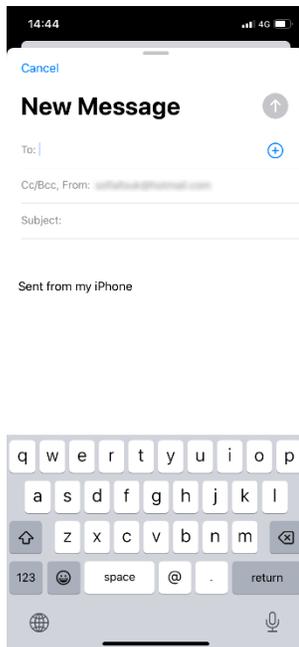


4. Choose the file of your preference (JPG, PNG, or SVG), and click on it.
5. Choose the Inline Option in the Insert Images option.
6. This will import the Visual Signature file in your email.

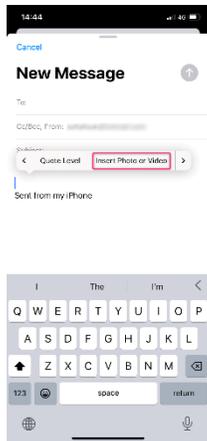
## BELC Visual Signature on iPhone

If you want to use the BELC Visual Signature while using your iPhone to send an email, please follow the steps below:

1. Open your mail account and select **New email**



2. Tap on the screen to open the options Menu. Select Insert Photo or Video

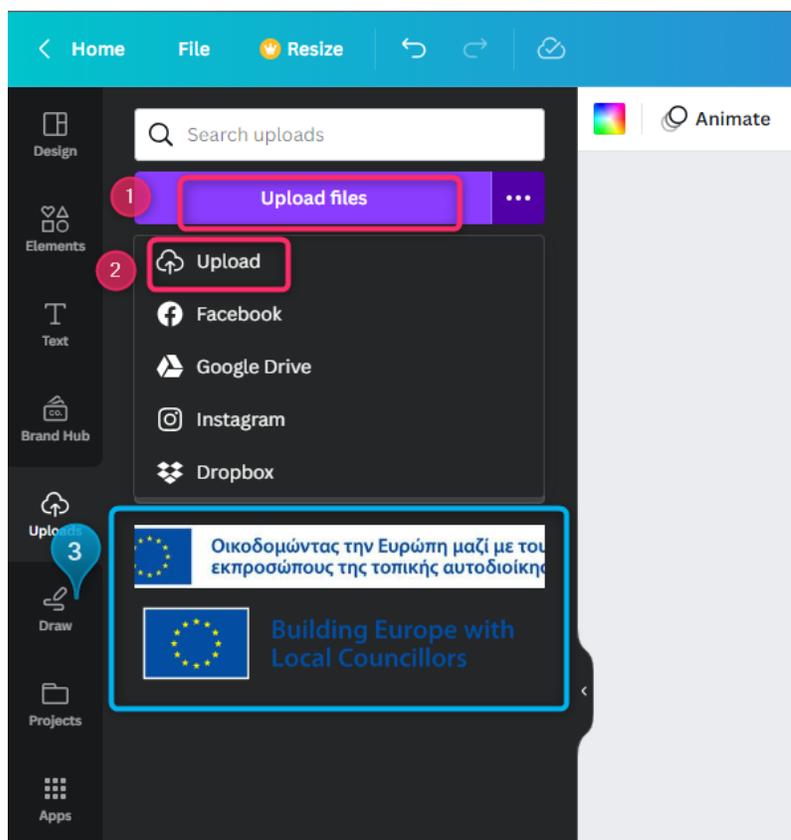


3. Save the BELC Visual Signature files, from the BELC website to your phone.
4. Choose the file from your camera roll.
5. This will import the Visual Signature file in your email.

## BELC Visual Signature in Canva

If you wish to create a design for any BELC activities, and do so in Canva, here is how you can upload any of these files and use them in your designs.

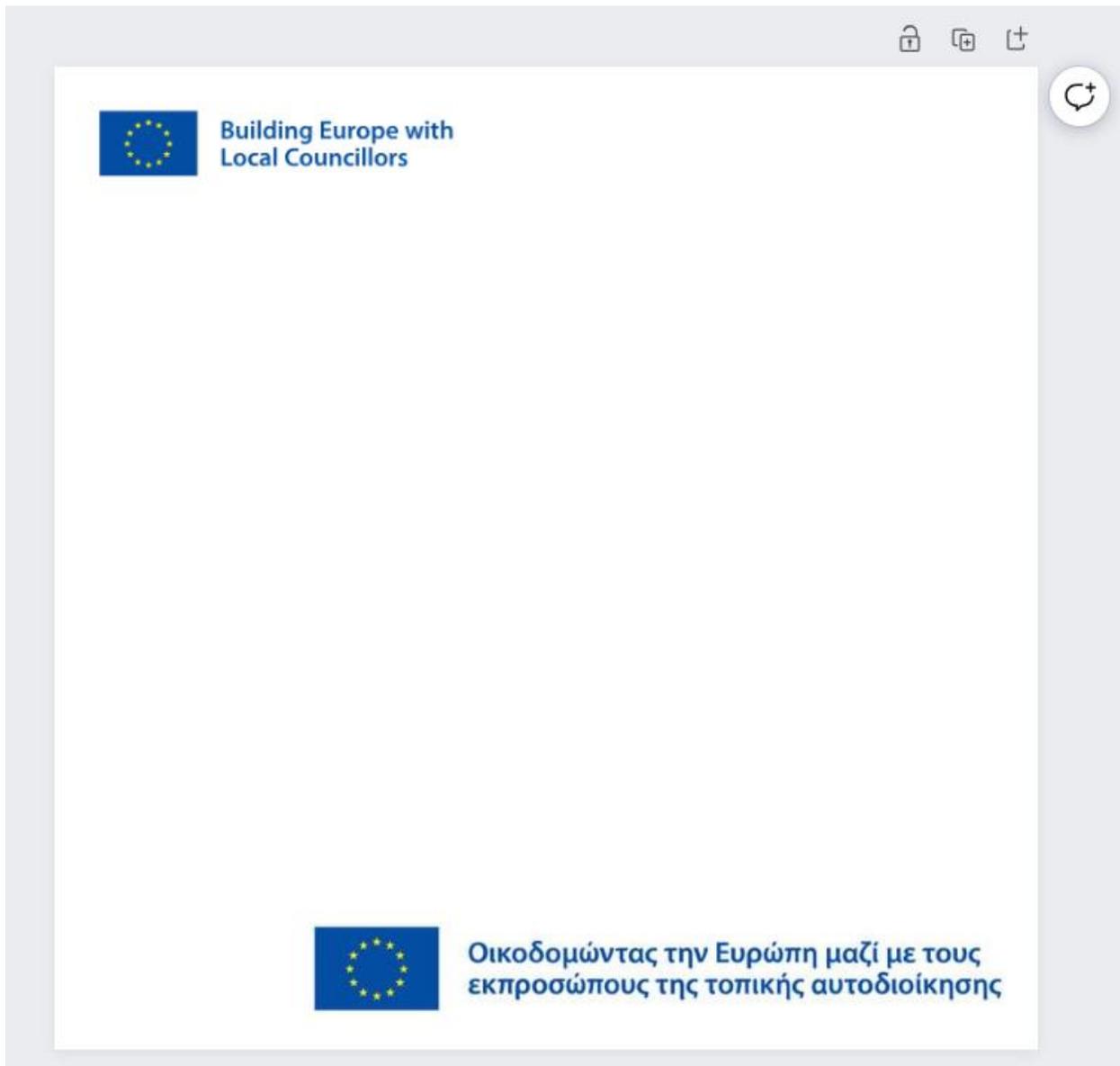
1. Create or connect to your account on Canva and create a new design of your preference.
2. Upload any of the BELC Visual Signature files you wish to use, as follows:



Once the files are uploaded, they will be displayed below (as illustrated under number 3 in the screenshot above). You may click on any of the uploaded files, and they will be added to your design.

You may then move them in your design to any location you wish.

Please see an example below:



### **A practical example**

Please see below an example of a potential invitation you want to send to your citizens in the framework of the BELC Network and use the BELC Visual Signature



Building Europe with  
Local Councillors

# Students Day

**You are invited to our event**

on Wednesday, xx 2023

**TALK TO US**

(0123) 123 456 789  
[info@eu-councillors.eu](mailto:info@eu-councillors.eu)

Applying BELC Visual Signature to your digital or physical materials can help show your belonging to the first European network of locally elected representatives.  
Thank you!