

Brand guidelines

April 2026

Version 3.0



Summary

If you have any questions regarding the content in this guide, or you are unsure if your communication is aligned with the Euronext brand, please contact: brandcontent@euronext.com

To download the **Declaration on use of logo form** [click here](#)

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Euronext logo guidelines

The Euronext logo guidelines must be applied carefully whenever the Euronext logo and/or Euronext subsidiary logos are used. They cover key points such as logo components, colour versions, space around the logo, minimum size, and examples of correct and incorrect use.

Euronext partners and affiliates should obtain Euronext's agreement before the use of the Euronext logo and/or Euronext subsidiary logos and must sign the Euronext [Declaration on use of logo](#) form. The Euronext logo and/or Euronext subsidiary logos should not be combined with any other graphic or textual elements nor used as an element of any other logo in such a way as to suggest such materials have been produced by Euronext.

If you have any queries, please speak to your Euronext contact or email the Euronext Brand & Content team on brandcontent@euronext.com

Visual identity



Logo

The logo comprises the Pulse symbol and the Euronext wordmark.

The logo art has been carefully created and should not be altered in any way.

THE PULSE

The multi-coloured symbol is referred to as the Pulse or the Supergraphic. Multiple colour bars represent our broad array of product offerings, geographies and cultures, projecting a company and community in constant motion. The Pulse can be used as a separate graphic element.

WORDMARK

The typeface used in the wordmark is Akko. Akko is only used for logos. It should not be used for any other text setting.

New logos must not be created unless prior agreement has been obtained from the Brand & Content team.



full colour version - light background - **preferred**

reverse version - coloured background - ensure visibility of the Pulse



black version - light background

white version - picture background - **ensure visibility**

white version - dark background

Colour versions

Alternate versions of the logo have been developed to accommodate every potential usage and colour mode.

The full colour logo should be used whenever possible. The reverse logo makes a stronger impact on a dark background.

If it has to be placed on a black background or a dark photo, the white version of the logo is preferred. Please make sure to select a photo with enough contrast to ensure the logo stands out.

The black version of the logo should only be used for black and white printed documents and branded merchandise.



Logo spacing

To ensure the prominence of the logo, it must always have a set amount of space around it. This is called the logo spacing.

The clear space must be at least equal to the height of the 'X' in the wordmark. Do not place other elements or text within the spacing area or position the logo too near a page edge.

LOGO MINIMUM SIZE

Even at small sizes, the Euronext logo is legible. However, the brand is best represented when the logo is larger than 25 mm or 90 px wide.

The minimum size should only be used when absolutely necessary. For rare instances where an even smaller version is needed, switch to the appropriate simplified variation.





Vertical use

In some instances the horizontal orientation of the standard logo is not suitable. In these specific cases, a vertical logo can be used.

In particular, the vertical logo creates a strong impact on a hanging banner.

Don't mess with the logo

The logo should not be altered in any way.

Here are some examples of usage to be avoided.

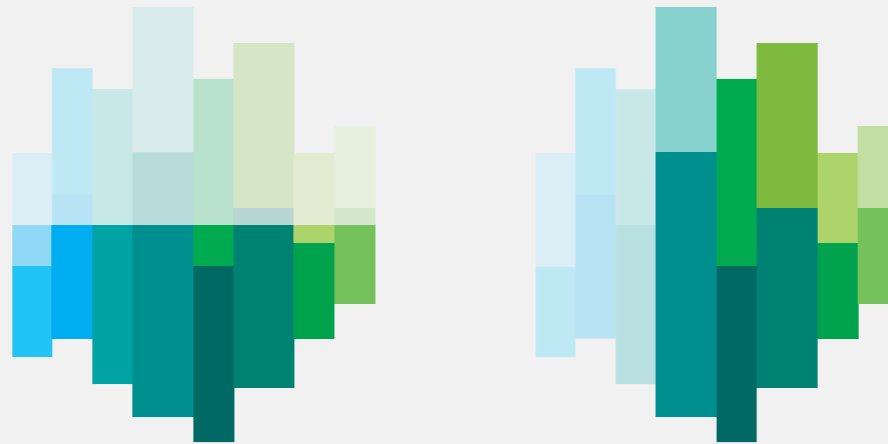
- Do not change the colour of the logo or use an incorrect colour combination
- Do not associate any tagline to the logo
- Do not modify the proportions or spacing
- Do not distort the logo
- Never use the wordmark without the Pulse



This is the preferred cropping area



You may crop in alternative ways (descending or vertically) for unusual shapes for extreme impact.



The Pulse

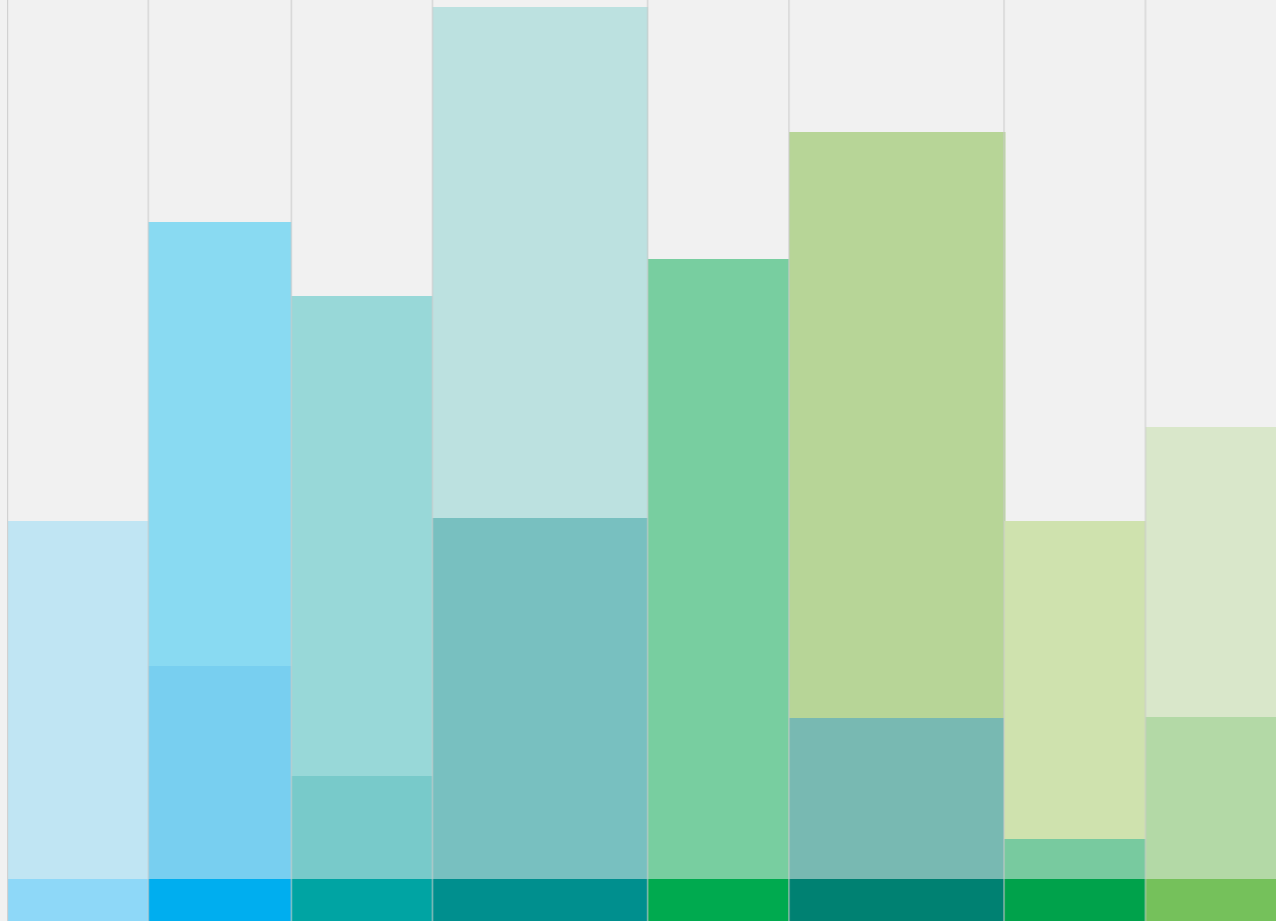
The Pulse supergraphic acts as the foundation for the visual system. The supergraphic can be used in a number of ways and is intended to have an extremely flexible expression.

GENERAL RULES

The supergraphic is predominantly composed of midtones so it works well on both light and dark backgrounds. It can be broken apart and used as bands of solid colour.

Be mindful of where the horizontal crop occurs: a too small strip of colour near the horizon can be distracting.





Pulse flatline

The Pulse also provides the structure and colour of the Pulse flatline.

This colour bar is used in literature and email banners in order to structure and provide impact in communications.

PULSE FLATLINE CROP

The Pulse flatline is cropped from the supergraphic.

This crop produces a line with colour sections of different length. The coloured sections also provide structure for the page layout to align to.

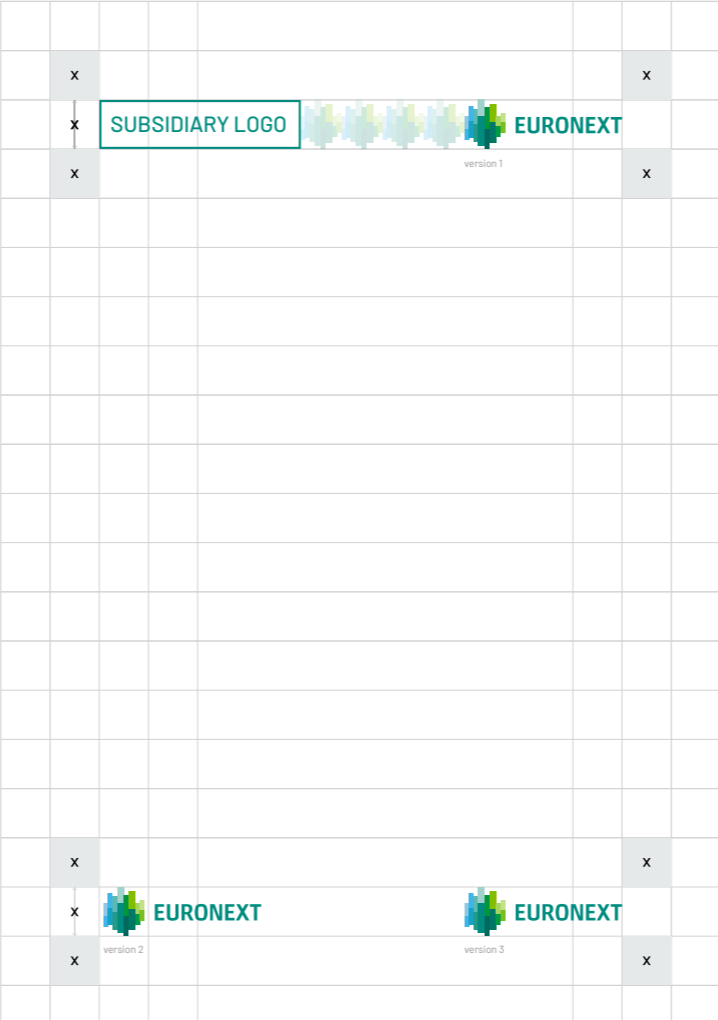


Subsidiaries co-branding

HORIZONTAL LAYOUT

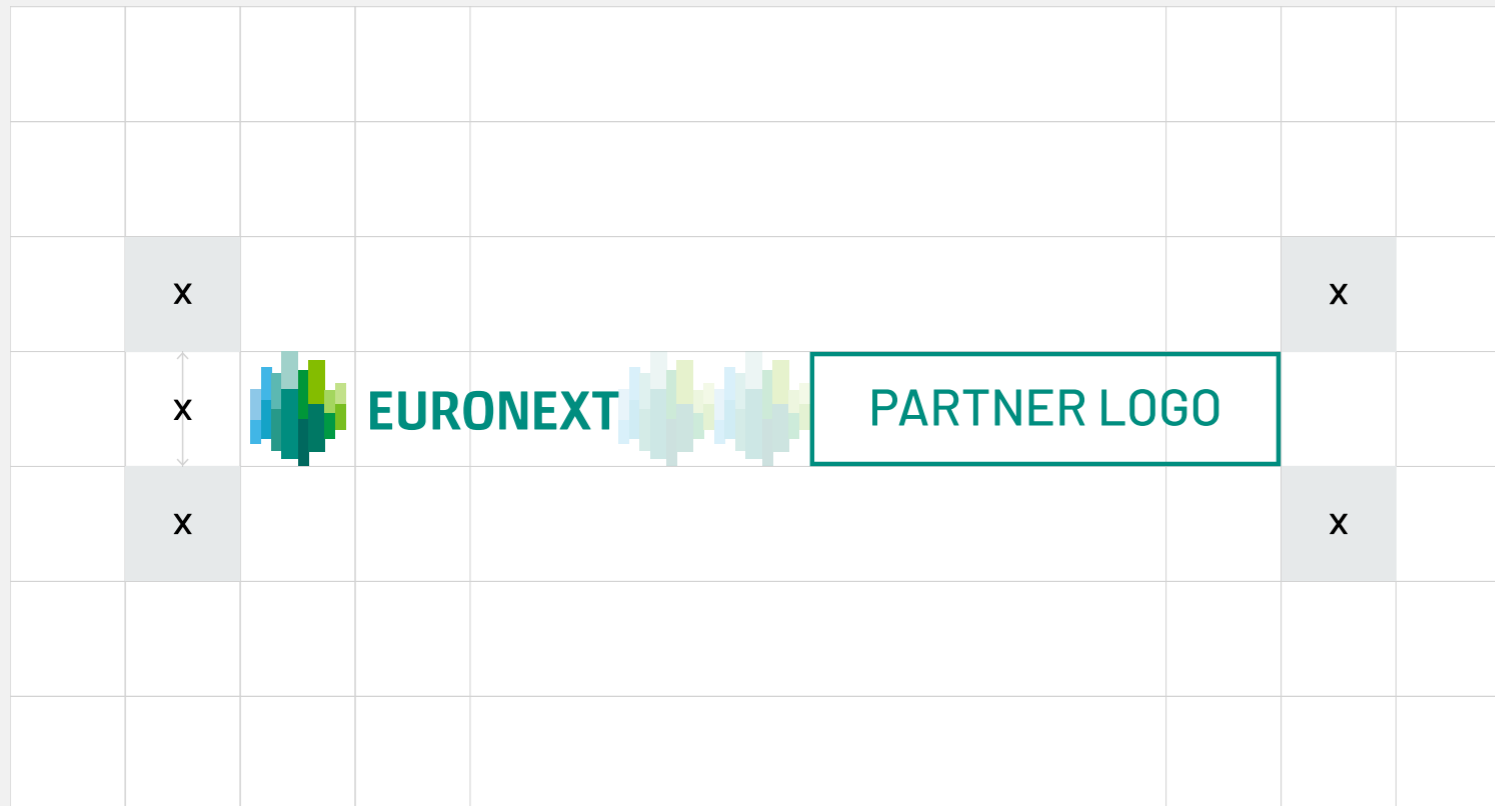


VERTICAL LAYOUT



- **Presence:** If a subsidiary logo does not include the word “Euronext”, the Euronext logo must also appear in the communication.
- **Clear space:** Maintain the required clear space around each logo. The minimum clear space is the height of one Pulse (the symbol element of the Euronext logo).
- **Placement:** Logos may be arranged in a horizontal (left/right) or vertical (top/bottom) layout.
- **Order:** The subsidiary logo always appears first – on the left for horizontal placement, at the top for vertical placement.
- **Separation:** For left/right placement, logos must be separated by a minimum space equal to the width of four Pulses.
- **Background:** Use the default full-colour logo on a white background. On dark backgrounds, use the reverse version.
- **Colour consistency:** Do not mix full-colour and reverse logo versions within the same application.

Partnership co-branding



- **Order & placement:** For partnerships, display partner logo(s) side by side with the Euronext logo. The Euronext logo always appears first, on the left.
- **Clear space:** Maintain the required clear space around each logo. The minimum clear space is the height of one Pulse (the symbol element of the Euronext logo).
- **Separation:** Maintain a minimum separation between logos equal to the width of two Pulses.
- **Size:** Display all logos at a comparable size.
- **Alignment:** Horizontally centre-align all logos for visual balance.
- **Orientation:** Use horizontal logo versions where possible.
- **Background:** Use the default full-colour logo on a white background. On dark backgrounds, use the reverse version.
- **Colour consistency:** Do not mix full-colour and reverse logo versions within the same application.

Brand architecture



SUBSIDIARY

EURONEXT GROWTH

MARKET



PROGRAMME

CAC 40
by EURONEXT

INDEX

EMPOWERING 
SUSTAINABLE GROWTH

OTHER



LABEL

Overview

The brand architecture comprises a set of rules for creation of new logos.

There are several categories and each has clear and distinctive rules for new creations.

The creation of new logos without the approval of the Euronext Brand & Content team is strictly forbidden.



Colour Architecture

LIGHT MODE

Light Neutral

Primary light structural tone

Hex: #E8FFFD

RGB: 232.255.253

CMYK: 4.0.2.0

Teal Core

Brand signal on light backgrounds

Hex: #008080

RGB: 0.128.128

CMYK: 83.27.47.11

DARK MODE

Dark Neutral

Primary dark structural tone

Hex: #011D25

RGB: 1.29.37

CMYK: 98.71.57.74

Teal Bright

Brand signal on dark backgrounds

Hex: #00AAAA

RGB: 0.170.170

CMYK: 76.5.38.0

Core Palette

Structural Foundation of the Brand

The Core Palette defines layout, hierarchy and brand presence.

It is neutral-led and anchored by Euronext Teal.

Usage Logic

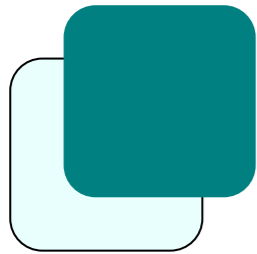
The Core Palette is used for:

- Layout
- Backgrounds
- Typography
- Key figures
- Section titles
- Dividers
- Editorial markers

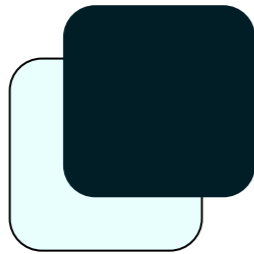


Core Palette

LIGHT MODE



✓ Light Neutral
+ Teal Core

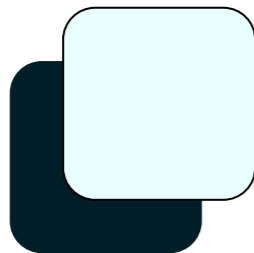


✓ Light Neutral
+ Dark Neutral

DARK MODE



✓ Dark Neutral
+ Teal Bright



✓ Dark Neutral
+ Light Neutral

Pairing Logic

The Core Palette follows strict contrast rules:

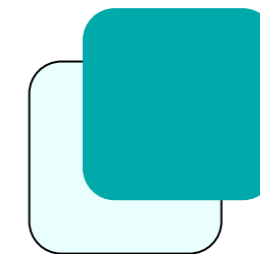
- Neutrals may be paired for text and structural contrast.
- Both modes may coexist within the same layout.
- Core colours are never interchanged between modes.

Accessibility

All Core pairings are validated to meet WCAG AA contrast standards. No alternative combinations are permitted.

Not Permitted

- Do not use Teal as a full background
- Do not apply Teal Bright on Light Neutral
- Do not apply Teal Core on Dark Neutral
- Do not create additional tints
- Do not introduce gradients
- Do not use Core colours for decorative effect
- Do not replace Neutrals with Secondary colours



✗ Light Neutral
+ Teal Bright



✗ Dark Neutral
+ Teal Core

Colour Architecture – Layers in Development

The Euronext colour architecture is built across four layers. The Core Palette is published and in active use as of February 2026. The remaining three layers are currently in development. No guidance has been issued for these layers. Until formal guidelines are published, the following interim positions apply.

Secondary Palette

Accent colours derive from the Pulse ecosystem – the tonal range present in the Euronext symbol. Their use is restricted to graphic motifs. Application requires specialist design knowledge of the Pulse ecosystem. Non-design teams should not apply these colours independently – consult the Brand & Content team.

Data Visualisation Palette

A dedicated colour system for charts and analytical representation is in development. In the interim, data visualisation should use the colour swatches available in the Euronext Microsoft 365 templates (Word, PowerPoint, Excel).

Physical Palette

A dedicated system for office environments and merchandise is in development. Pending publication, physical applications must be coordinated with the Brand & Content team.

Typography

EURONEXT BRAND TYPEFACE

Barlow

[DOWNLOAD →](#)

PRIMARY TYPEFACE

Barlow Extra Bold-

Barlow Bold

Barlow Medium

Barlow Regular

Barlow Light

MICROSOFT OFFICE TYPEFACE

Verdana Bold

Verdana Regular

Typeface

The Barlow typeface should be primarily set in sentence case. For a clear visual hierarchy, different font weights and colours can be carefully combined.

Use Verdana for Microsoft Office applications.

Barlow should be used only by agencies and in-house designers.



SUBTITLE

Hello, I'm a big title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ac odio tempor orci dapibus.

Libero nunc consequat interdum varius. Ac feugiat sed lectus vestibulum mattis ullamcorper. A diam maecenas sed enim ut sem. Ut faucibus pulvinar elementum integer enim. Pellentesque diam volutpat commodo sed egestas egestas fringilla phasellus faucibus. Phasellus faucibus scelerisque eleifend donec pretium vulputate sapien nec sagittis. A diam maecenas sed enim.

I am a level 2 title

Enim sit amet venenatis urna. Nulla facilisi nullam vehicula ipsum. Risus sed vulputate odio ut enim blandit volutpat. Amet luctus venenatis lectus magna fringilla urna porttitor. Netus et malesuada fames ac turpis egestas maecenas. Vel facilisis volutpat est velit egestas dui id. Viverra ipsum nunc aliquet bibendum enim.

- Phasellus faucibus scelerisque
 - Phasellus faucibus scelerisque
 - Phasellus faucibus scelerisque
- Phasellus faucibus scelerisque

Subtitle
Barlow Bold
upper case, 14pt, tracking 50

Introduction text
Barlow Medium
lower case, 12pt

Level 2 title
Barlow Bold
lower case, 14pt

Title
Barlow Black
lower case, 60pt

Body text
Barlow Regular
lower case, 9pt

**Example of
text hierarchy**

We use
UK English
or Irish English.

We do not use
~~ALL CAPITALS~~
for main headers.

We use
left alignment.

For documents in Microsoft Word, justified alignment is needed.

Visit us:
euronext.com

Typesetting rules

Our official written language is UK English or Irish English.

We avoid capitalisation as it reduces readability. With capitalisation all words have a uniform rectangular shape, meaning readers can't identify words by their shape.

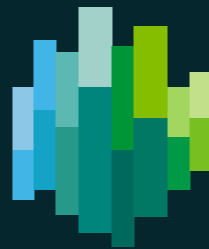
Left alignment makes reading easier.

URLs are always written without www (unless the link would not work without it).

For more information please consult Euronext writing style guide:

[Writing style guide →](#)





brandcontent@euronext.com