

**DESIGN BRIEF FOR THE DESIGN OF A SERIES OF
EURO BANKNOTES**

- Ages and styles of Europe -

The European Monetary Institute wishes to launch a competition for the design of a series of banknotes which reflect Europe's cultural heritage.

1 Purpose of the Design Brief

The challenge of banknote design lies in the ingenious combination of security features and artistic interpretation.

When creating new European banknotes the same considerations apply as when planning, developing and producing national banknotes.

Banknotes should be:

- easy to recognise;
- secure against counterfeiting;
- aesthetically attractive.

The fulfilment of all these requirements influences and restricts the creative freedom of a banknote designer.

The banknotes must be clearly and identifiably European and should embody a cultural and political message that is readily acceptable to the citizens of Europe.

In order to achieve a balance between the technological and aesthetic requirements, this Design Brief is intended to prescribe all the elements influencing the design, while at the same time leaving the designers with as much freedom as possible.

2 Final product expected from the participants

Draft designs will be produced for all (seven) denominations according to a coherent design concept, clearly showing that the different banknotes belong to a single series of banknotes. Designers who do not produce draft designs for all seven denominations will not qualify for entry to the competition.

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The draft designs for the seven denominations should be produced as illustrative sketches; for the EURO 5 and 100 banknotes these sketches should be supported by a detailed list of features (see Appendix 1).

All draft designs should be made to the actual banknote size and should be presented as colour copies.

3 Broad outline of the banknote production process

The banknotes will be made of cotton fibres and will be produced by offset, intaglio (only on the front of the note), silk screen (only on the back of the note) and letterpress printing (only the banknote numbers, on the back of the note). Additionally, a foil will be applied to the front of the note.

4 Design features for the banknotes

Each banknote will show features - which could be portraits - representing a certain period in time ("age") and an architectural feature ("style") from the same period, thus depicting the "Ages and styles of Europe". The assignment of the ages to the denominations is in chronological ascending order, thus EURO 5 = Classical, EURO 10 = Romanesque, EURO 20 = Gothic, EURO 50 = Renaissance, EURO 100 = Baroque and Rococo, EURO 200 = Iron and glass, EURO 500 = modern architecture of the 20th century. A group of experts has selected examples of portraits and main architectural features which, in their view, can represent the relevant ages and styles (see Appendix 2). These pictures are to a certain extent nationally biased and should therefore be considered as examples only. Since the given examples are neither exhaustive nor obligatory, participants are free to choose other examples/features to be represented, provided the following requirements are met: it is imperative that the designs ensure a proper balance between men and women and that national bias is avoided. The latter requirement might best be met if features are depicted in a "stylised" way so that identification with a given country or region of Europe is avoided. Finally, the participant will have to explain the origin of all features used in his/her design and ensure that no copyright problems will arise.

Any portrait should appear on the front (A) side of the banknote and will be printed in intaglio. Both eyes should be visible on all portraits. The architectural features should be depicted on the back (B) side of the banknote.

The relative position and size of the security features should be consistent on all banknotes (see Appendix 3 for a description of the security features). The security features for public recognition should not be concentrated in one area alone but should be distributed over the whole surface of the banknote; they should be integrated into the general design; and they should be easy to recognise.

The offset design of the back of each banknote must include a specific “European feature” occupying no more than 20% of the surface of this side and created in such a way that it can be replaced by a (locally designed) “national feature”.

The “twelve stars” symbol of the EU must be included in the design on the front and could also appear on the back of the banknotes (see Appendix 4 for a description of the “twelve stars” symbol).

The position and size of the watermark and foil feature should be indicated on the banknote by a sketch for subsequent detailed design.

5 Dominant colours

The banknotes will be designed in different dominant colours which are specified in Appendix 3.

6 Location and size of words and numerals

The name of the single currency will appear once on each side of the banknotes, in both the “Latin” and “Greek” alphabets, i.e. EURO and ΕΥΡΩ.

The denomination numerals should appear at least twice on each side of the banknotes. They should be very distinct and clearly legible and should be presented against a contrasting (light) background for easy readability. The area surrounding the numerals should be designed in a way that makes it more difficult to upgrade the value of a banknote by adding one or more zeros, i.e. turning a EURO 5 banknote into a EURO 50 or 500. The numerals should be located in a standard position throughout the range of denominations on both the front and the back of the banknotes, in a position that aids the orientation of the banknotes for insertion into machines.

The initials of the issuing authority in their five variants (BCE, ECB, EZB, EKT, EKP) should appear on the front of the banknotes and should be clearly visible and legible. The signature of the President of the ECB should be positioned close to the initials.

The large numeral on the back of the higher denominations (EURO 50, 100, 200, 500) will be printed in OVI (optically variable ink).

7 Technical specifications and security features

The technical specifications and the security features that have an influence on the design are listed in Appendix 3. They are obligatory. The designs depicted in the drawings are only intended to illustrate the special requirements of the different security features. Therefore, they should only be taken as examples for the allocation of the security features. These may be allocated in any other suitable way on condition that the technical restrictions are taken into account.

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EUROPEAN MONETARY INSTITUTE

ANNEX

Part 2

12th February 1996

**DESIGN BRIEF FOR THE DESIGN OF A SERIES OF
EURO BANKNOTES**

- Abstract/modern design -

The European Monetary Institute wishes to launch a competition for the design of a series of abstract/modern-style banknotes without a special theme.

1 Purpose of the Design Brief

The challenge of banknote design lies in the ingenious combination of security features and artistic interpretation.

When creating new European banknotes the same considerations apply as when planning, developing and producing national banknotes.

Banknotes should be:

- easy to recognise;
- secure against counterfeiting;
- aesthetically attractive.

To the extent possible, the banknotes should be clearly and identifiably European, and should embody a cultural and political message that is readily acceptable to the citizens of Europe.

The fulfilment of all these requirements influences and restricts the creative freedom of a banknote designer.

In order to achieve a balance between the technological and aesthetic requirements, this Design Brief is intended to prescribe all the elements influencing the design, while at the same time leaving the designers with as much freedom as possible.

2 Final product expected from the participants

Draft designs will be produced for all (seven) denominations according to a coherent design concept, clearly showing that the different banknotes belong to a single series of

banknotes. Designers who do not produce draft designs for all seven denominations will not qualify for entry to the competition.

The draft designs for the seven denominations should be produced as illustrative sketches; for the EURO 5 and 100 banknotes these sketches should be supported by a detailed list of features (see Appendix 1).

All draft designs should be made to the actual banknote size and should be presented as colour copies.

3 Broad outline of the banknote production process

The banknotes will be made of cotton fibres and will be produced by offset, intaglio (only on the front of the note), silk screen (only on the back of the note) and letterpress printing (only the banknote numbers, on the back of the note). Additionally, a foil will be applied to the front of the note.

4 Design features for the banknotes

Each banknote must display a modern/contemporary-style design depicting abstract or figurative elements.

It is imperative that any gender and national bias is avoided.

The relative position and size of the security features should be consistent on all banknotes (see Appendix 3 for a description of the security features). The security features for public recognition should not be concentrated in one area alone but should be distributed over the whole surface of the banknote; they should be integrated into the general design; and they should be easy to recognise.

The offset design of the back of each banknote must include a specific “European feature” occupying no more than 20% of the surface of this side and created in such a way that it can be replaced by a (locally designed) “national feature”.

The “twelve stars” symbol of the EU must be included in the design on the front - and, if possible, also on the back of the banknotes (see Appendix 4 for a description of the “twelve stars” symbol).

The position and size of the watermark and foil feature should be indicated on the banknote by a sketch for subsequent detailed design.

5 Dominant colours

The banknotes will be designed in different dominant colours which are specified in Appendix 3.

6 Location and size of words and numerals

The name of the single currency will appear once on each side of the banknotes, in both the “Latin” and “Greek” alphabets, i.e. EURO and ΕΥΡΩ.

The denomination numerals should appear at least twice on each side of the banknotes. They should be very distinct and clearly legible and should be presented against a contrasting (light) background for easy readability. The area surrounding the numerals should be designed in a way that makes it more difficult to upgrade the value of a banknote by adding one or more zeros, i.e. turning a EURO 5 banknote into a EURO 50 or 500. The numerals should be located in a standard position throughout the range of denominations on both the front and the back of the banknotes, in a position that aids the orientation of the banknotes for insertion into machines.

The initials of the issuing authority in their five variants (BCE, ECB, EZB, EKT, EKP) should appear on the front of the banknotes and should be clearly visible and legible. The signature of the President of the ECB should be positioned close to the initials.

The large numeral on the back of the higher denominations (EURO 50, 100, 200, 500) will be printed in OVI (optically variable ink).

7 Technical specifications and security features

The technical specifications and the security features that have an influence on the design are listed in Appendix 3. They are obligatory. The designs depicted in the drawings are only intended to illustrate the special requirements of the different security features. Therefore, they should only be taken as examples for the allocation of the security features. These may be allocated in any other suitable way on condition that the technical restrictions are taken into account.

SELECTION OF PORTRAITS AND ARCHITECTURAL FEATURES

A group of experts (the Feature Selection Advisory Group) has selected the attached examples of portraits, main architectural features and secondary architectural features which, in their view, could represent the relevant ages and styles.

The main objective of this group of experts was set out in their mandate in the following terms:

“The task of the Feature Selection Advisory Group is to make proposals concerning a set of features for the future European banknotes based on the theme “Ages and Styles of Europe”. The features should be chosen to symbolise Europe and to contribute to the acceptability of the banknotes among the population by ensuring both a balance in the portraits between men and women, and an avoidance of national bias. The features chosen should be compatible with both the CNF and C appearance options: in the former the “N” feature would be left to national choice; in the latter the whole of the banknote would be common.”

Different banknote formats

Size:

EURO 5: 120 mm x 62 mm

EURO 10: 127 mm x 66 mm

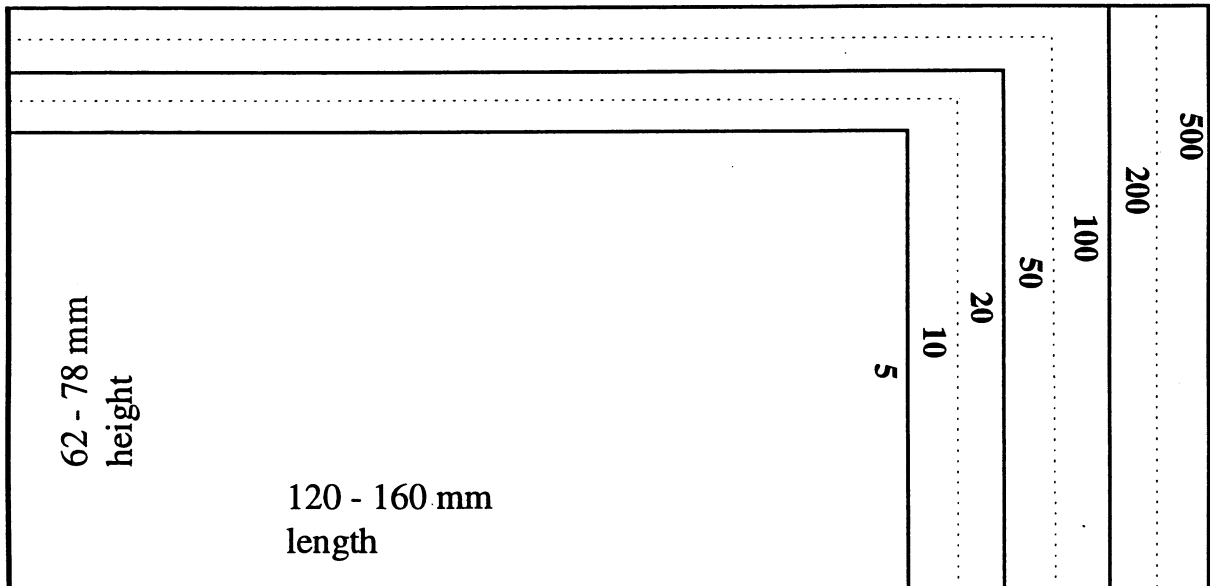
EURO 20: 133 mm x 70 mm

EURO 50: 140 mm x 74 mm

EURO 100: 147 mm x 78 mm

EURO 200: 153 mm x 78 mm

EURO 500: 160 mm x 78 mm



Main colour of the banknotes

Description

It is customary in banknote design in Europe for each denomination to have a single, predominant colour.

The colours of the various denominations are recommended to ensure that they differ from each other as clearly as possible. Each denomination of Euro banknotes will therefore be recognisable on the basis of a unique colour that dominates on both sides of the note. The intaglio colours chosen should not be too light or too bright.

The choice of particular colours for different denominations appears necessary from the point of view of security considerations.

Proposal

EURO 5	Grey
EURO 10	Red
EURO 20	Blue
EURO 50	Orange
EURO 100	Green
EURO 200	Yellow-brown
EURO 500	Purple

This allocation of colours will be a convenient aid for the normally sighted - as well as for the visually handicapped - to identify the denomination of the banknotes.

GUIDE FOR REPRODUCING THE EUROPEAN FLAG

The aim of this guide is to co-ordinate the graphics of the European Union flag so as to obtain a more unified image, thus making it easier to identify. In this guide one will find the basis instructions for the making of the flag as well as the standard colours to be used.

Symbolic description: The normal colour depiction is that twelve golden stars form a circle against the blue sky, representing the union of the peoples of Europe. **The number of stars is invariable, twelve being the symbol of perfection.**

The “flag” can, however, be designed in other colour combinations.

Heraldic description: On a field azure a circle of twelve mullets or, their points not touching.

Geometric description: The flag is a rectangle, of which the breadth is one and a half times the height. The twelve stars are placed regularly, like the hours on a clock face, along the circumference of an (invisible) circle in the middle of the flag. The radius of the circle is equal to one-third the height of the flag. All stars have five points, the top point of each being upright. If you drew a circle round a star, its radius would be one-eighteenth of the flag’s height.

