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Videos

- **#GetitRight campaign**

- **The EUAA is working towards fair & equal treatment of all asylum seekers.**

- **EUAA Operations Stock Footage**

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Visual Identity



New mandate – New Visual Identity.
Communicating in a fresh, dynamic and honest way.



#EUAsylumAgency

- **Official EUAA logo**



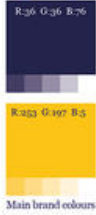
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- **Logo Narrative**

01



The Blue and Yellow colour components represent the colours of the European Union.

02



The Blue shape, representing Europe and its values, arches over the Yellow square, representing beneficiaries of international protection, thus symbolising the protection and refuge which the EU provides to those in need.

03



The Blue shape doubles as representing the provision of shelter and high-quality reception conditions required for asylum applicants in line with EU law and values.



04



Both individual shapes together form a whole square, signifying that beneficiaries of international protection are an essential part of European society, and that the EU considers them to be an inalienable part of the Union.

05



The Yellow square also exemplifies any one of the legislative instruments forming the Common European Asylum System (CEAS). Without any one of these, the CEAS is not complete and cannot function properly.



06



The Yellow square also symbolises the EUAA acting to support Member States (Blue shape) in order to ensure the harmonised proper implementation of the CEAS.

07



The overall complete square also signifies that all applications for international protection should be treated equally based on harmonised standards and practices, and in line with the CEAS legal obligations.

08



At the same time, the rounded corners and edges (save for the lower-right corner of the Yellow square) symbolise that each applicant is different and that the CEAS protects different and varying vulnerabilities or profiles of applicants.

09

Finally, the sharp (right-angle) lower-right corner of the Yellow square stands in contrast to the other rounded edges in order to symbolise that all applicants have a different individual and unique reason for fleeing their country of origin, that each individual applications for international protection must therefore be reviewed on its own individual merits, and that each decision must be tailored to that specific applicant's situation.



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Document

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