euda Visual Identity Guidelines



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Version 1.0 [December 2021]

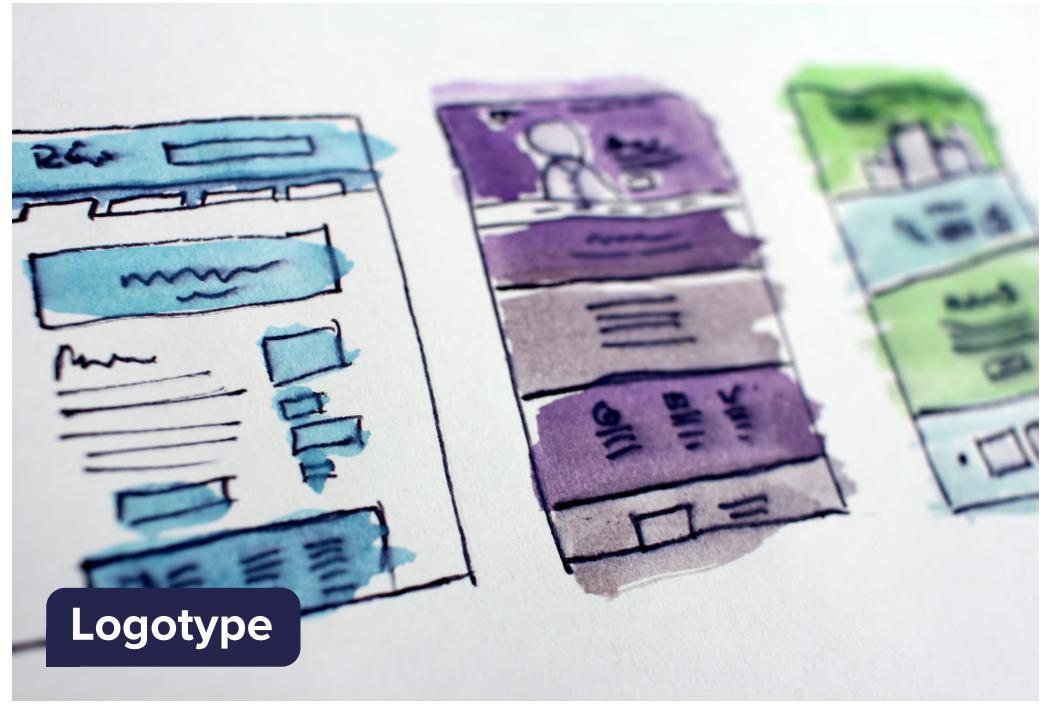
24





The European Union Agency for Asylum's (EUAA) identity is not just a logo. It is a design scheme composed of a number of core elements which come together to create a distinctive look and feel that makes the EUAA visual identity instantly recognisable.

The following pages guide you through the core elements. The rules will ensure coherence with the EUAA corporate identity, while assisting in the production of compelling materials.





The logo is the most visible element of the agency's identity; a universal signature across all EUAA communications and products.



Minimum Size



Use is obligatory in all official materials, documents or visibility items. All documents considered as official communication of the agency must therefore use the logo and adhere to the guidelines in this document.

The logotype is composed of:

- The acronym "EUAA"
- The complete name "European Union Agency for Asylum"
- The designed symbol

Colour palette:

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



Find the logo for digital or print use here.



Logotype narrative

EUROPEAN UNION

EUROPEAN UNION

AGENCY FOR ASYLUN

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.

EUROPEAN UNION

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

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

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.





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

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. 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 each individual application for international protection must be reviewed on its own individual merits, and that each decision must be tailored to that specific applicant's situation.



Logotype proportions





Exclusion zone

To protect the clarity and visual integrity of the logo, it has an <u>exclusion zone</u>. No items should appear in this zone. It must always appear legibly on a clear background.

Special case exceptions can be considered by contacting: graphic.design@euaa.europoa.eu





Dark background version

The logo has a version for dark backgrounds, to be used when the background on which it is placed makes the legibility worse due to the lack of contrast.









Standard black & white version

 \bigcirc Find the logo for digital or print use here.



Standard negative version

Find the logo for digital or print use here.

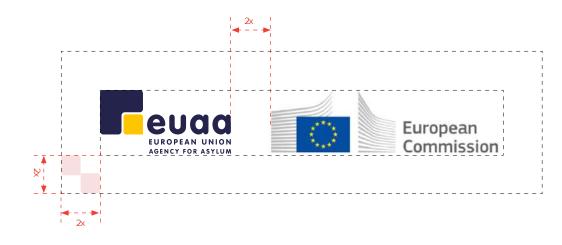




Co-branding

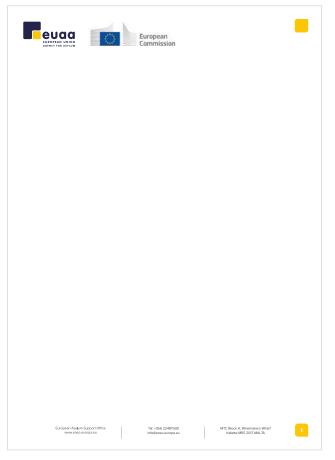
Make sure all logos have equal and balanced visual weight and are aligned with each other horizontally. Separate them with a 2x distance.

Special case exceptions can be considered by contacting: graphic.design@euaa.europa.eu





Example:













Modifying the logo in any way is absolutely prohibited. There should be no reason to do so under any circumstance. Only use the official logo, or official versions and formats, found in these guidelines.



Do not distort the logo in any way!



Do not shade!



EUROPEAN UNION AGENCY FOR ASYLUM Do not change the colour of the logo!



Do not reassemble!



Do not modify the proportions!





Do not change the opacity!



Not to do with backgrounds

For best legibility make sure the logo has sufficient contrast when overlayed on a background.

















Logo font

This font is limited to use in the logo, covers, applications and communication products produced and designed by the EUAA's Communication and Public Relations Unit (CPRU).

VAG Rundschrift D VAG Rundschrift D VAG Rundschrift D

Typography colour palette



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 £&@?!/+(.,:;)

VAG Rundschrift D Regula

/AG Rundschrift D Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 £&@?!/+(.,;;)



Font style for publications

The covers of published reports need to be elaborated and finalised by the graphic designers at CPRU following the indications of the authors who will suggest the background picture, the title and subtitle.



Titles for the covers of the publications will always be in <u>Vag Rundschrift D Regular</u> font and at a size between 60 and 70 pt depending on the publication.

SubTitle

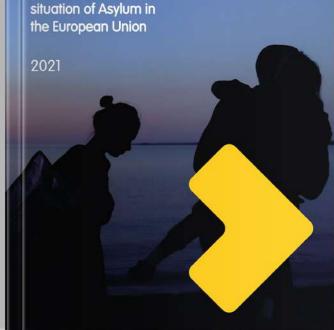
Subtitles for the covers of the publications will always be in <u>Vag Rundschrift D Light</u> font and at a size between 20 and 30 pt depending on the publication.

Date

Date for the covers of the publications will always be in <u>Vag Rundschrift D Light</u> font and at a size between 20 and 30 pt depending on the publication.

EUAA Asylum Report Annual Report on the

Example:





Body font in publications and administrative documents

The EUAA typeface for publications is **Proxima Nova**. Clean, distinctive and legible, it is available in a variety of weights to express both contemporary and timeless qualities.

This typeface should be used for all high-level or official EUAA materials and publications.

- Proxima Nova Black Proxima Nova ExtraBold Proxima Nova Bold Proxima Nova SemiBold
- Proxima Nova Medium
- Proxima Nova Regular
- Proxima Nova
- Proxima Nova

Proxima Nova

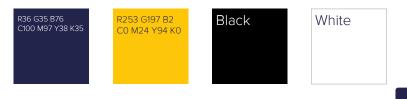
All of them are also available in italic

Calibri font should be used for internal documents (including governance documents), correspondence and all e-mail communication only.

Open Sans should be used for web and digital applications.



Typography colour palette





For products that have limited space, and where a lot of information has to fit, the condensed version should be used.

Proxima Nova Black **Proxima Nova** ExtraBold **Proxima Nova** Bold **Proxima Nova** SemiBold Proxima Nova Medium Proxima Nova Regular Proxima Nova Light Proxima Nova Thin

Proxima Nova All of them are also available in italic



Typography colour palette





Font style in publications and administrative documents

Each typographic element contributes to the successful rendition of the overall style. Consider the text arrangement, line spacing and letter spacing carefully, together with methods of emphasis and hierarchy.

Title	_22pt Bold, Blue**
Heading 1	_18pt Regular, Blue**
Heading 2	_14pt Bold, Yellow or Blue**
Heading 3	_14pt SemiBold, Blue**
Body Style	_11pt Regular, Black
Quote	_11pt Italic
Footnote	_9pt, Regular, Black*
Figure x - title Note and source text	Figure number 8pt Cond - Bold Figure Title 8pt Cond - Regular
Graph value Axis and legend	

* Footnote should always be -2pts than body text.

** Black for administrative documents.

When a variety of type sizes and weights are used, the differences between them must be clearly recognisable. The contrast creates clear, strong and consistent designs.

Example:





For more details consult the EUAA Writing Guide



Arrangement of text

Text typography is always aligned left. This provides the eye with a consistent starting point for each line, making text easier to read. Also, use sentence case and never set sentences solely in capitals.

Justified alignment should be used for governance documents.

Line spacing

Line spacing has a major effect on legibility and influences the look of the final piece.

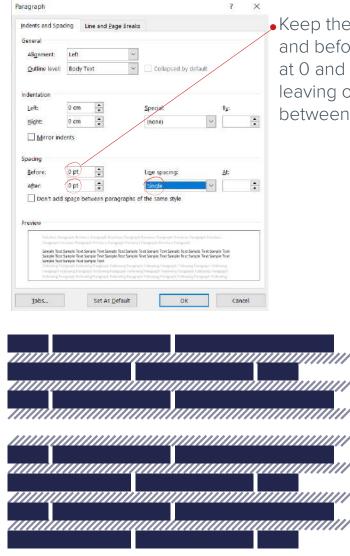
It should be carefully considered and well executed to achieve a clean result.

Line spacing (also called leading) refers to the spaces between lines of type. It is set in points and sometimes half points.

Recommended leading in Indesign:

${}_{\mathbf{T}}\mathbf{T}$ $\hat{\mathbf{T}}$ 11 pt	~	ΤT	T¹	T	V∕Ą		Metrics	~
$A \stackrel{A}{\sim} 15 \text{ pt}$	~	Тт	T.	Ŧ	₩A	Ŷ	0	~

Recommended leading in MS Word:



 Keep the spaces after and before each line at 0 and press tab, leaving one line free between paragraphs.

EUROPEAN UNION AGENCY FOR ASYLUA

Recommended table style

Some flexibility is allowed when designing tables, but the colours, typography and general rules of the visual identity must be respected.

Some templates of tables are available for use, while the following minimum guidelines should be respected:

Number 1	Number 2	Number 3	Number 4
Number 1	Number2	Number 3	Number 4
Number 1	Number 2	Number 3	Number 4
Number 1	Number 2	Number 3	Number 4
Number 1	Number 2	Number 3	Number 4

Number 1	Number 2	Number 3	Number 4
Number 1	Number2	Number 3	Number 4
Number 1	Number 2	Number 3	Number 4
Number 1	Number 2	Number 3	Number 4
Number 1	Number 2	Number 3	Number 4

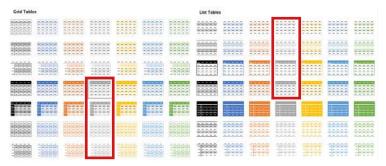
Number 1	Number 2	Number 3	Number 4
Number 1	Number2	Number 3	Number 4
Number 1	Number 2	Number 3	Number 4
Number 1	Number 2	Number 3	Number 4
Number 1	Number 2	Number 3	Number 4



Steps to follow to properly customise boards

Step number 1

Select one of the recommended tables below by choosing one of the boards in MS Word. Make sure that the shades of the boards are light grey.



Step number 2

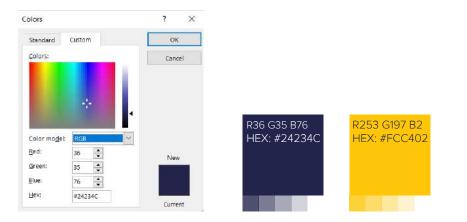
2 2 2 2 2 2			S Theme Co	
)-2-()1		3-141-1-5-1-6-1	71	
	Norther 1	Planther 2	Standard	Colors
	Number 1	Number2		
	Number 1	Number 2	Recent Co	lors
	Number 1	Number 2		
	Number 1	Number 2	No Co	lor.
	1.1		D More	Solors.,
		Master 2	Hander 3	ore Shading Colors
	Number 1	Number 2	Number 3	Number 4
	Number 1	Number 2	Manber 3	Hamber 4
	Number 1	Number 2	Number 3	Number 4
	Number 1	Number 2	Number 3	Number 4

Change the first line or column to 'the EUAA blue', selecting the entire row or column, clicking on "Table Design"- "Shading" -"More colours"



Step number 3

The colour settings window will open. Fill in the 'EUAA Blue' RGB or HEX colour code.



Step number 4

Make sure that the typography, alignment and other parameters are also in line with the guidelines.

Reminder:

- Text should be aligned left, including in tables.
- The first row(s) in a table that include(s) column headers should be repeated at the top of each page whenever a long table extends across multiple pages.
 - Step 1: In MS Word, highlight the first (header) row(s).
 - Step 2: Select Layout menu from the menu bar at the top.
 - Step 3: Click on 'Repeat Header Rows'.

Recommended bullets style

It is recommended that simple black or blue bullet points are used.

Bullet points should be indented by 0.63cm from the body text/paragraph (this is generally standard on MS applications) and text should always be aligned with where it starts on the first line.

To change colour, select the bullets, click on colour font, open the "more colours" panel and enter the RGB or HEX colour code.

To do:

- Number 1
- Number 2
- Number 2
 Number 3
- Number 4
- Number three: Lorem Ipsum

Number One:

Lorem Ipsum

Number two:

Lorem Ipsum



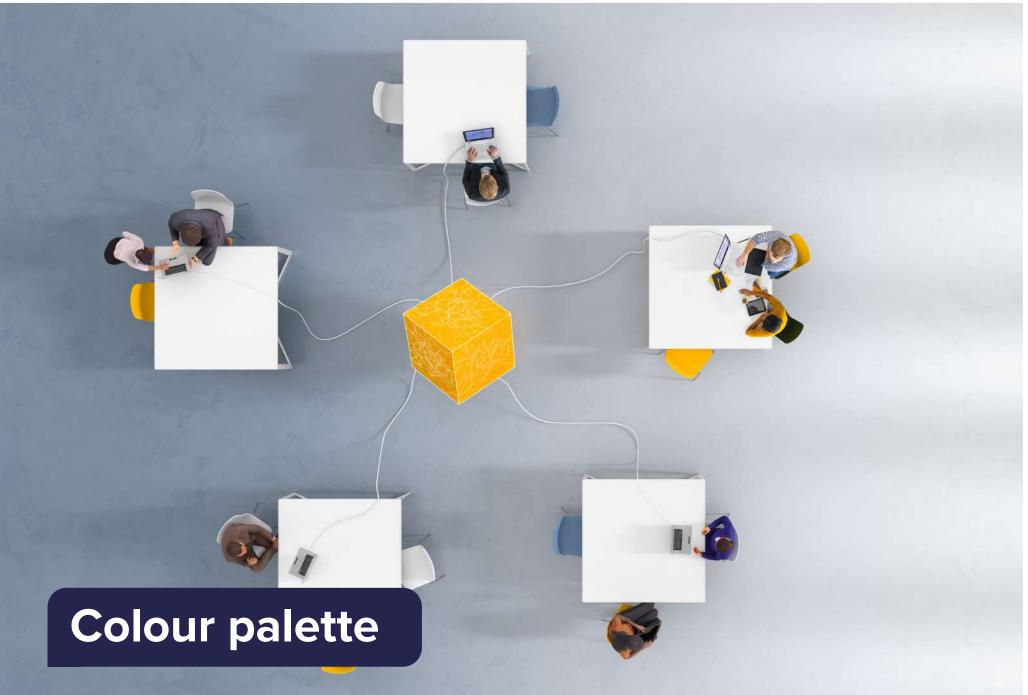
•	Number 1
•	Number 2
•	Number 3

Number 4

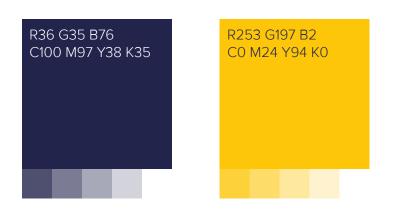
Not to do:

- Number One: Lorem Ipsum
- Number two: Lorem lpsum
- Number three: Lorem lpsum





Main colours



The official EUAA colours are Blue (R:36 G:35 B:76) and Yellow (R:252 G:196 B:2).

These colours should be used for all publications and external communications. For office printing and digital displays, these colours have to be converted to Blue: CMYK (99/94/36/38) or HEX (#24234C) and Yellow: CMYK (1/25/94/0) or HEX (#FCC402).

Complementary colours

EUAA secondary colours should be used only in association with the primary EUAA blue and yellow. A secondary colour should cover less surface than the blue and yellow. For example, when using these colours in graphics, blue and yellow should be the most dominant.





Publication colour codes

Theme



Major reports (Asylum Report, Special Reports, etc.)	- The	se publications will b	e designed and customised by CPRU.
Governance documents (Single Programming Document, Annual Activity Reports, etc.)	_	R2 G171 B189	C75 M7 Y26 K0
Operations		R219 G194 B206	C16 M27 Y12 K0
External relations	_	R182 G156 B202	СЗЗ М4З ҮО КО
Training and professional development	-	R142 G192 B68	C52 M0 Y88 K0
Country of origin information reports	-	R231 G53 B44	C0 M89 Y84 K0
Country guidance	-	R234 G81 B110	СО М80 ҮЗ9 КО
Practical guides and tools	-	R137 G31 B88	C40 M97 Y28 K24
Courts and tribunals	-	R115 G203 B244	С55 МО ҮО КО
Data and analytical reports	-	R202 G201 B201	C24 M18 Y19 K1
Others	-	R253 G197 B2	СО М24 Ү94 КО



Publications

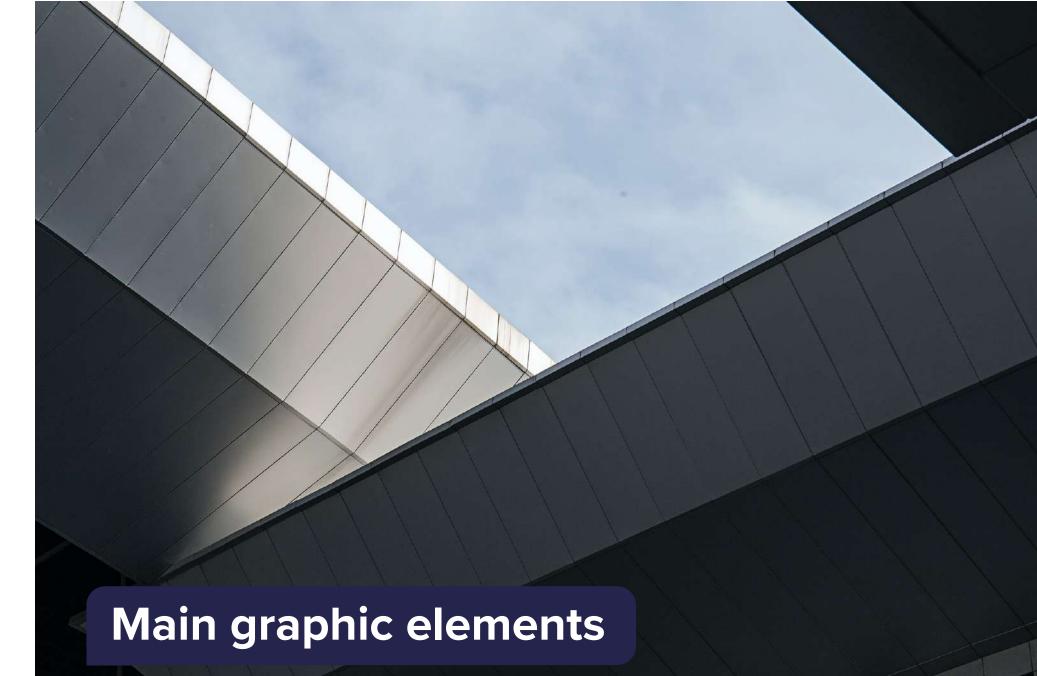
The differentiation of each type of report shall be made with a side band in the colour that identifies it, family or type of publication at the top and the date (month + year) at the bottom.

Sample:





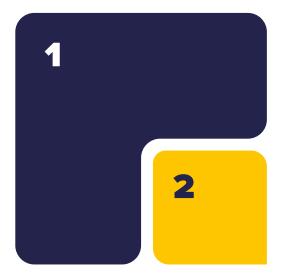
EUAA Visual Identity Guidelines



Main graphic elements

The main graphic elements of the visual identity are those that make up the symbol of the logo (1=arrow and 2=square).

These two elements are one of the main axes of the visual identity and are used in different ways, whether together or separately.



Although these elements offer some flexibility for different graphic uses, the uses are set out in the various templates designed by CPRU and any new applications must be designed and approved by the graphic designers.





Do not distort the logo in any way!



Do not shade!



Do not change the colour of the logo!



Do not change the opacity!



Graphic elements for templates

Europeurs Union Agency for Auguan www.auen.europeure	Tell +356 22487500 reb@wass.eutopc.eu	Whomekers Wheel, Seand Heitscur Valena, Mils 2917, VALTA	

Text Box Graphic icons and other elements -Header in one line, Font: Proxima Nova, 24pt Lorem ipsum dolor sit amet, consectetur adipiscing elit. Peuaa Peuaa Text Box Graphs & charts Header in one line, Font: Proxima Nova, 24pt Lorem ipsum dolor sit amet Key Element Title Here Q Lorem ipsum dolor sit amet Pevaa Peuaa 100 Graphic elements Graphic elements Simple Text, Header, Font: Proxima Nova, 24pt Support is our mission revaa www.eusa.europa.eu Feuaa



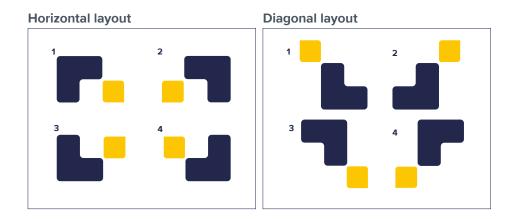
Graphic elements for covers

The layout of the two graphic elements can be arranged on the cover pages in different configurations as predetermined below.

The layout will be decided according to the background image so as not to interfere with the main elements of the photo, such as faces or others.

Arrow





The logo shapes can also vary according to the image and different configurations can be used, always using the blue, yellow and white set.

Colours:



Samples:







Set of Icons

Type 1: Icons with a solid background, within a circle and always respecting the colour palette.



Other possible colours.



To use icons in other applications (not ppt) just select and copy-paste the icon or select and save it as an image.



Type 2: Linear and simple icons always respecting the colour palette.



Colour pallete.





EUAA Visual Identity Guidelines

-

Templates

Business cards

Business Card grids

Julia Smith Proxima Nova Bold, 14pt Julia Smith Proxima Nova Bold, 14pt Officer Proxima Nova Regular, 10pt Communication & Public Relations Unit Proxima Nova Condensed Regular, 9pt Tel: +356 1234 5678 Mob: +356 1234 5678_______ julia.smith@euaa.europa.eu Proxima Nova Condensed Regular, 9pt European Union Agency for Asylum Proxima Nova Condensed SemiBold, 9pt



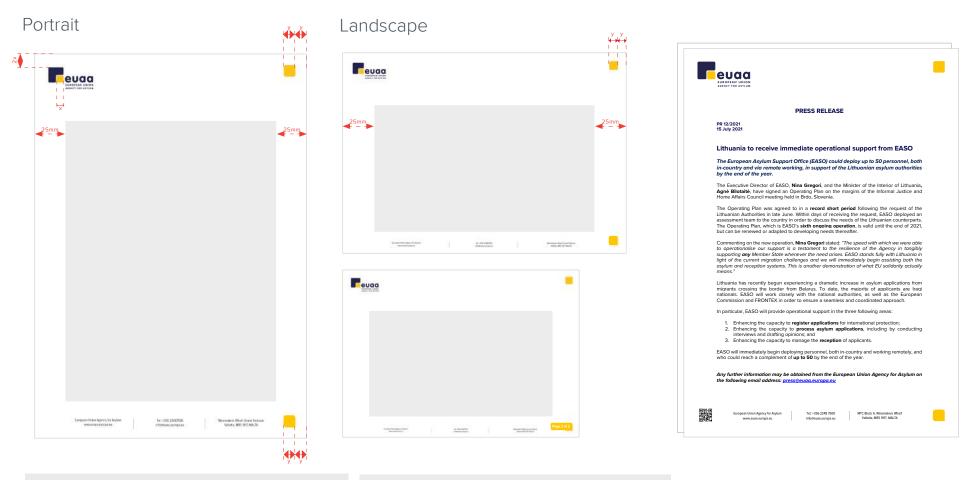
Business card example





Letterheads

Letterhead grids





Find specific EUAA working templates and forms here

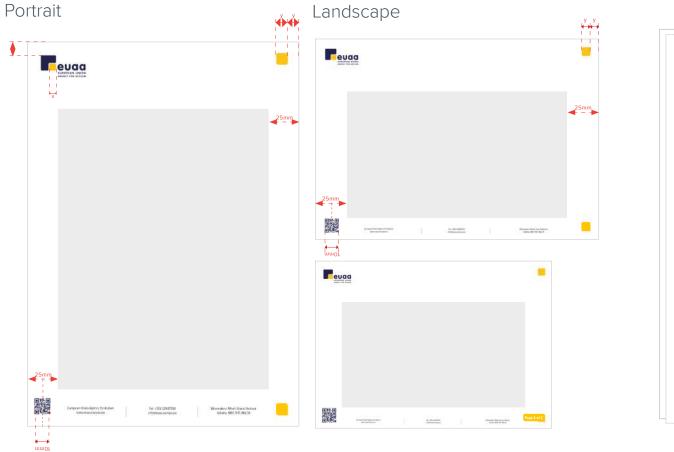
Letterhead example

CTC .

Letterheads-QR version

Find the templates and QR code here

Letterhead grids



Letterhead example

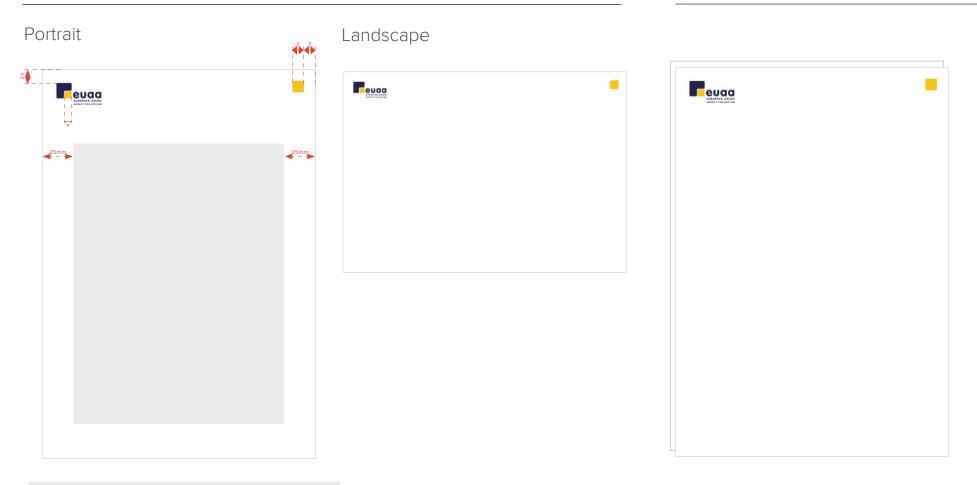
,	
	PRESS RELEASE
	PR 12/2021 15 July 2021
	Lithuania to receive immediate operational support from EASO
	The European Asylum Support Office (EASO) could deploy up to 50 personnel, both in-country and via remote working, in support of the Lithuanian asylum authorities by the end of the year.
	The Executive Director of EASO, Nina Gregori, and the Minister of the Interior of Lithuania, Agné Bilotathé, have signed an Operating Plan on the margins of the Informal Justice and Home Aflatis Council meeting held in Brdo, Slovenia.
	The Operating Plan was agreed to in a record short period following the request of the Lithuanian Authorities in late June. Within days of receiving the request, EASO deloyed an assessment team to be country in order to discuss the needs of the Lithuanian counterparts. The Operating Plan, which is EASO's sixth ongoing operation, is valid until the end of 2021, but can be renewed or adapted to developing needs thereafter.
	Commenting on the new operation, Nins Gregori stated: "The speed with which we were able to operationalize our support is a lestoment to the resilience of the Agency in trapibly supporting any Member State whenever the need orises. EASO stands fully with Lithurana in light of the current mixedian challenges and we will immediately beain assisting both the asylum and reception systems. This is another demonstration of what EU solidarity actually means."
	Lithuania has recently begun experiencing a dramatic increase in asylum applications from migrants crossing the border from Belarus. To date, the majority of applicants are Iraqi nationals. EASO will work closely with the national authorities, as well as the European Commission and FRONTEX in order to ensure a seamless and coordinated approach.
	In particular, EASO will provide operational support in the three following areas:
	 Enhancing the capacity to register applications for international protection; Enhancing the capacity to process asylum applications, including by conducting interviews and drafting opinions; and Enhancing the capacity to manage the reception of applicants.
	EASO will immediately begin deploying personnel, both in-country and working remotely, and who could reach a complement of up to 50 by the end of the year.
	Any further information may be obtained from the European Union Agency for Asylum on the following email address: <u>press@euaa.europa.eu</u>
	Eurosean Usion Assects for Applym 161-156-2280 7500 MTC Block A. Wunmakers Waver





Factsheet grids

Factsheet example







Stationery

Envelope grids

AGENCY FOR A		
	:-f- @	
	info@euaa.europa.eu TEL: +356 22487500 www.euaa.europa.eu	European Union Agency for Asylum Winemakers Wharf, Grand Harbour Valletta, MRS 1917, MALTA
 	www.euaa.europa.eu	/alletta, MRS 1917, MALTA
 	pe	ck of the envelo

Stationery example









Folder Grid



Folder example







Certificate grid





Certificate example





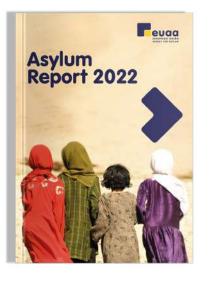




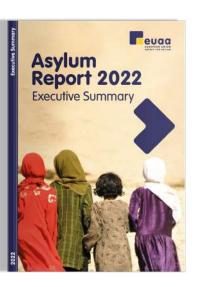
All EUAA covers must be designed and approved by the graphic designers of CPRU or by the Publication Office.

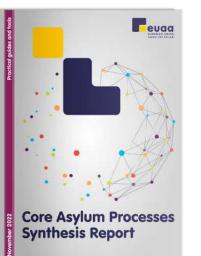
Please keep in copy graphic.design@euaa.europa.eu

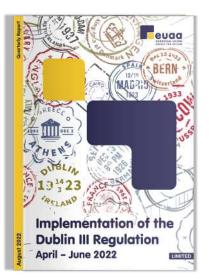
in all communications about publications with the Publication Office.













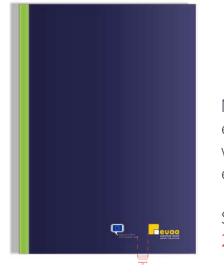
42

Back cover



The EUAA logo must always be in the same position in the lower-right corner.

Co-branded back cover



Make sure all logos have equal and balanced visual weight and are aligned with each other horizontally.

Separate them with a 2x distance.

QR Golden Rules for publications



- Make use of free online platforms for QR 1 code generation.
- Place it on the inside page or information 2 page. It can be replicated on the back cover.
- 3 Link it to the EUAA homepage or to the EUAA page related to the publication.

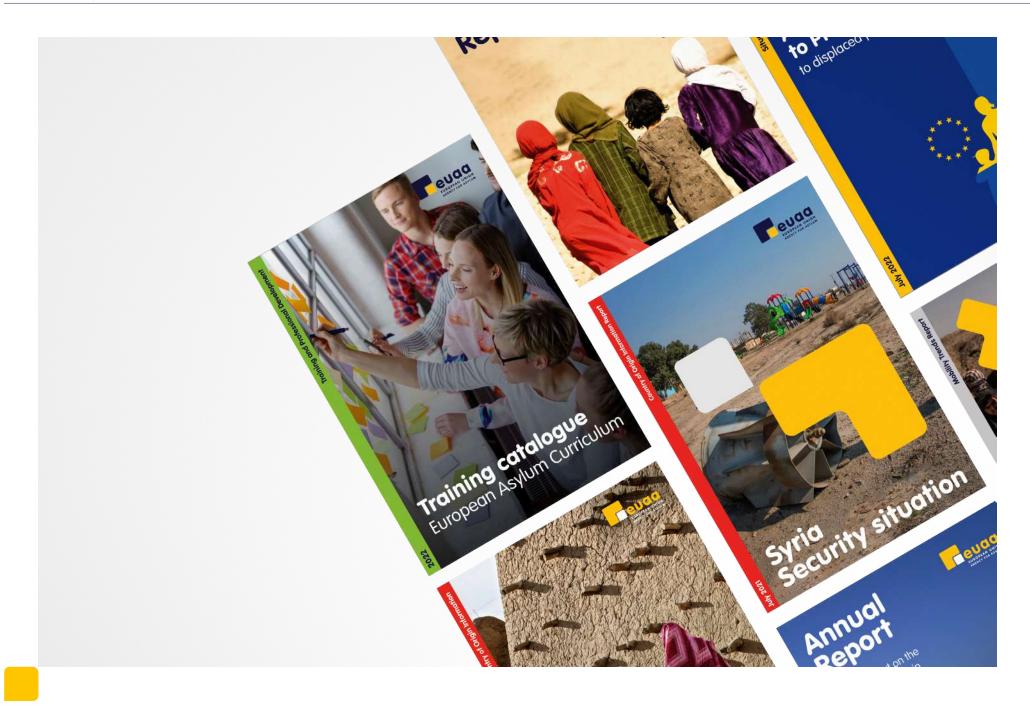
Not to do:

- Link it to third parties 1
- 2 Link it to a .pdf publication









Email signature

To ensure consistency and adherence to the brand guidelines, all email signatures should follow this template format.

🖽 🤊 🕐 🕴 🤤 Untitled - Message (HTML) 🗖 - 🗆 🗙	Simply copy pacto the template
File Message Insert Options Format Text Review Help Acrobat © Tell me Paste Image: Comparison of the text Image: Comparison of text <th>Simply copy-paste the template MS Outlook and replace your p</th>	Simply copy-paste the template MS Outlook and replace your p
From v marialuisa.espinosiglesias@easo.europa.eu To	
Julia Smith Spokesperson Communications & Public Relations Unit	Calibri – – – – – – Bold, 11pt, Blue Calibri – – – – – Regular, 11pt, Blue
Winemakers Wharf, Grand Harbour Valletta, MRS 1917, Malta	Logo .jpg: 362mm X 180mm Calibri Bold, 11pt, Blue Calibri
Tel: +356 4550 8653 ; Mobile : +356 5437 8563 Email: julia.smith@euaa.europa.eu / press@euaa.europa.eu Website: http://euaa.europa.eu f ♥ ◎ ■ in	Regular, 11pt, Blue
[4] [b]	Find the email signature templates here

The email signature template should not be altered in any way whatsoever. Do not chage the font, sizes or spacing of any element.

y-paste the template from the link below onto k and replace your professional details.



Powerpoint templates

EUAA presentations should have a similar look and feel to help audiences understand who is communicating with them. A large suite of corporate EUAA PowerPoint templates, which have also been developed with accessibility in mind, are available and must be used for all presentations. While these can be tailored to specific needs, creating *ad hoc* templates or slides is not allowed.

The template suite contains some instructions on the second slide that must be deleted before use.

The template is available in landscape (16:9) and standard versions (4:3).





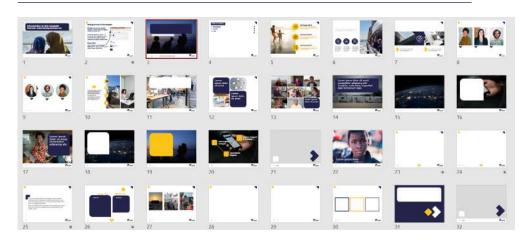


Find the Powerpoint templates here



The first part of the template consists of slides to introduce content with different layouts, while the second part groups the graphics and maps. If you need a specific graphic or map, please contact the graphic designers in CPRU at graphic.design@euaa.europa.eu

Slides for text content



Slides for graphs and maps





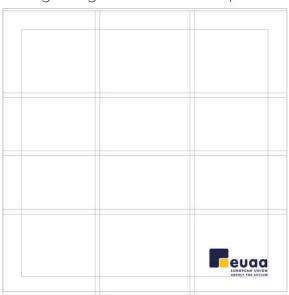




Social media banners

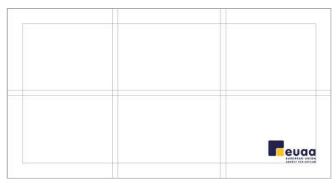
The primary logo should be positioned in a corner, dependent on the chosen application and content used, the bottom right position being preferable.

The size of the logo should be appropriate to the application and sit within a design grid, observing the minimum font size (p.5)

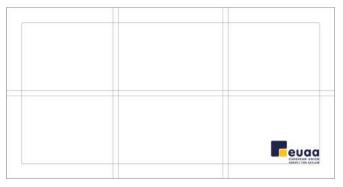


Instagram grid: 1080 x 1080 px

Facebook grid: 1200 x 630 px



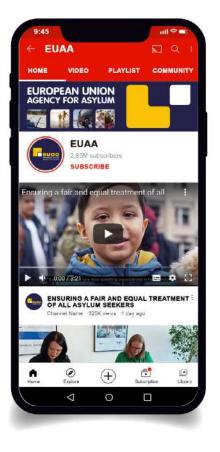
Linkdin grid: 1200 x 627 px



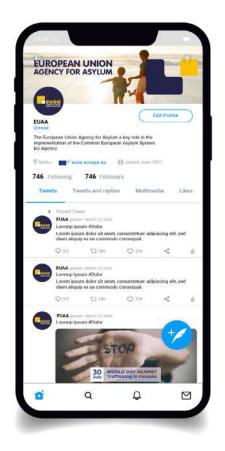
Twitter grid: $1024 \times 512 \text{ px}$

















Branded products

The EUAA visibility logo is designed to be well-suited for branded material.

The images portray options as to how the logo can be placed on various branded products.























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