

# euada | Visual Identity Guidelines



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Version 1.0 [December 2021]

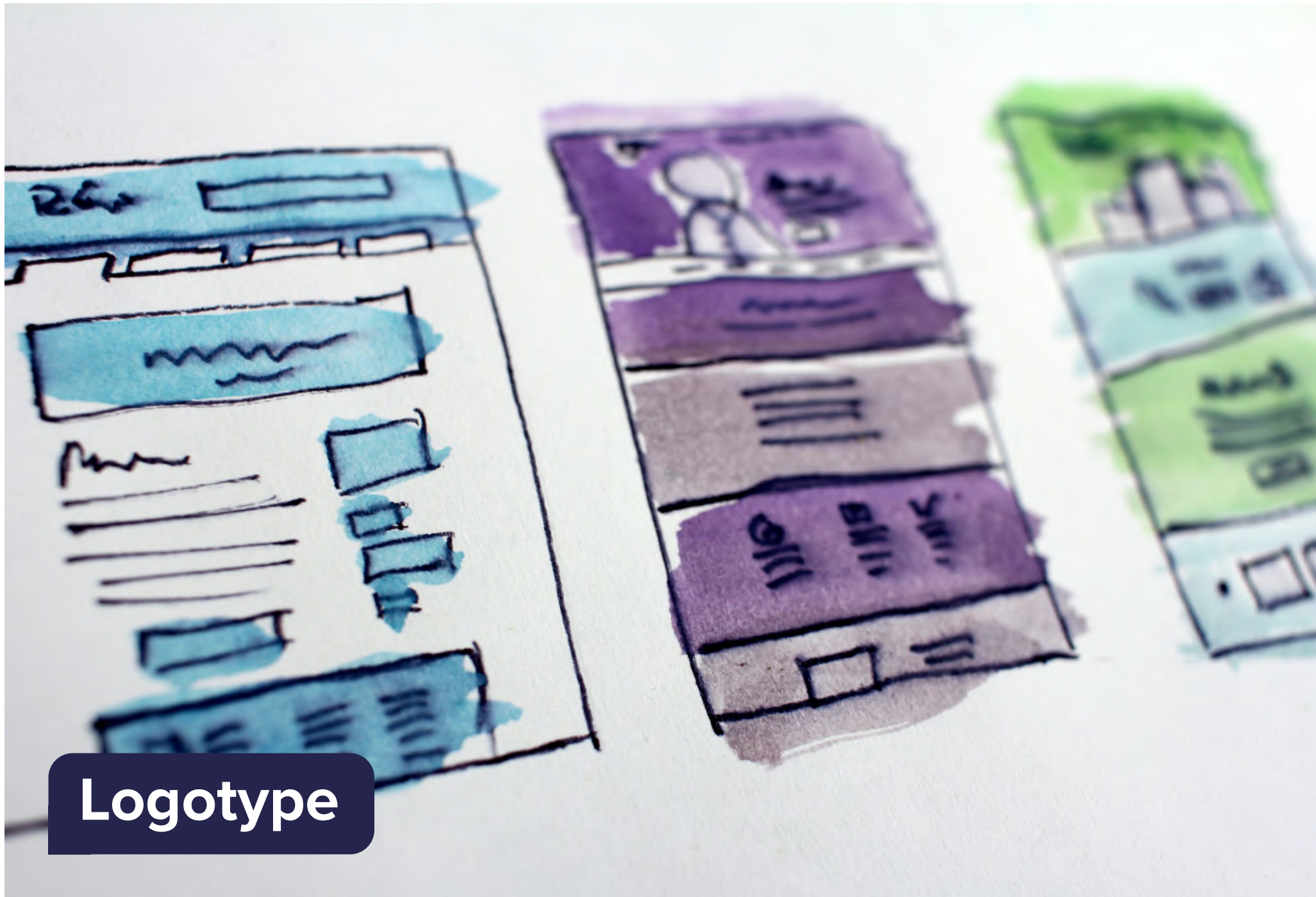




The European Union Agency for Asylum's (EUAA) identity is not just a logo. It is a design scheme composed of a number of core elements which come together to create a distinctive look and feel that makes the EUAA visual identity instantly recognisable.

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.





**Logotype**

## Official logo

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.

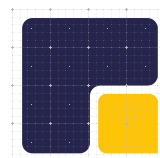
## Logotype narrative



- 01** ▶ 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.



- 02** ▶ 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.



- 03** ▶ 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.



- 04** ▶ 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.





**05** ➤ 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.



**06** ➤ 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.

**07** ➤ 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.

**08** ➤ 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.



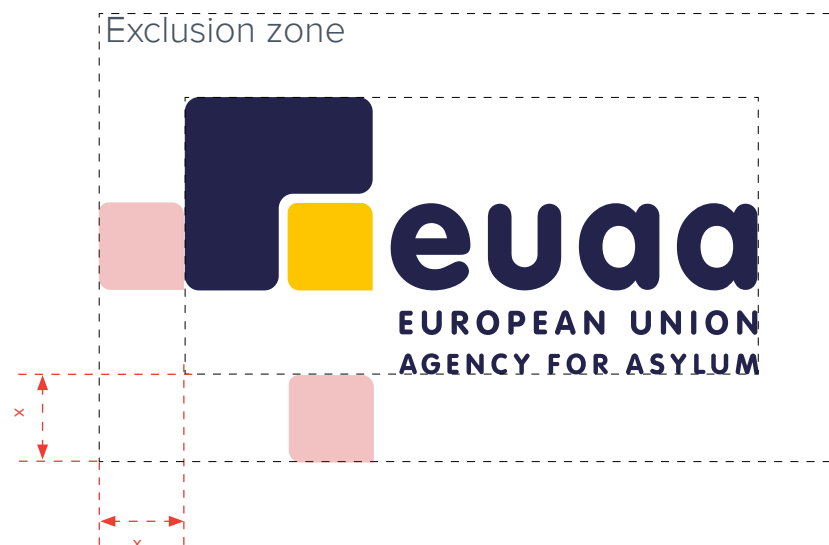
## Logotype proportions



## Exclusion zone

To protect the clarity and visual integrity of the logo, it has an exclusion zone. 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.europa.eu](mailto:graphic.design@euaa.europa.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.



Find the logo for digital or print use here.



## Standard black & white version



Find the logo for digital or print use here.



## Standard negative version



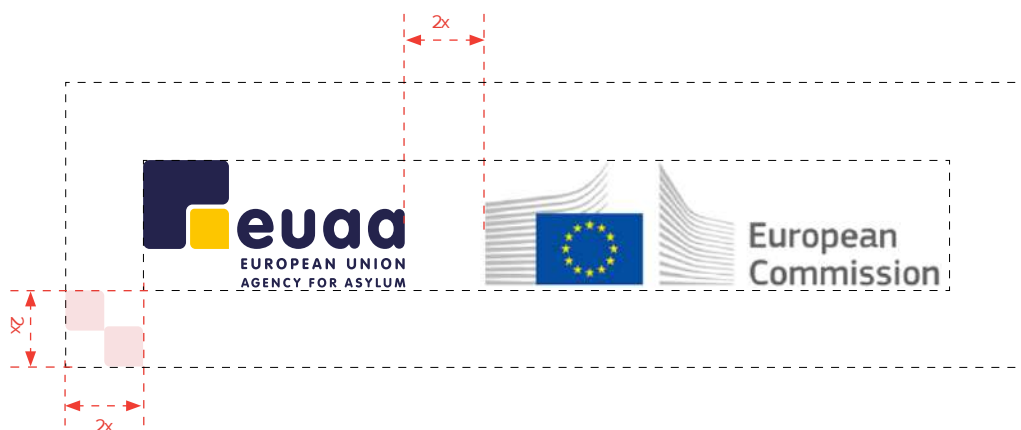
Find the logo for digital or print use here.



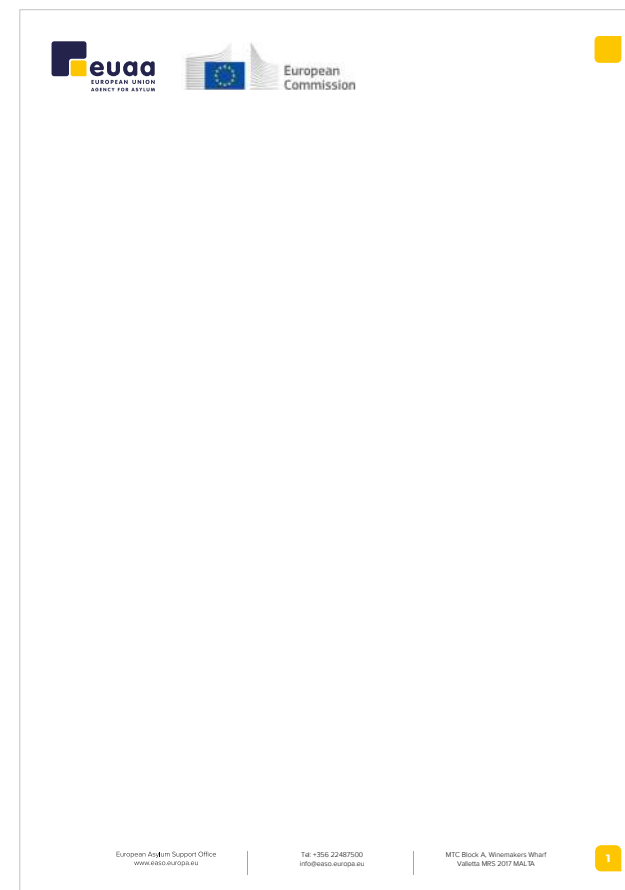
## Co-branding

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

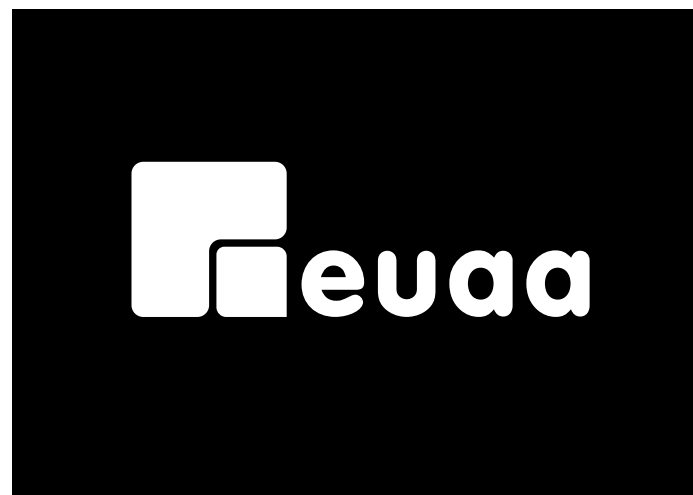
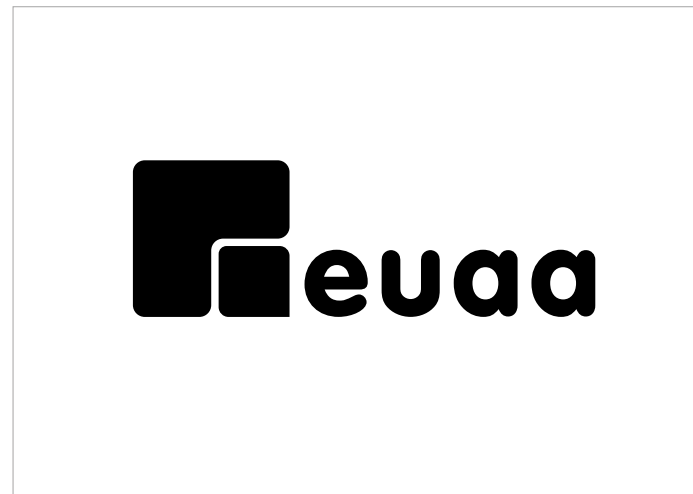
- Special case exceptions can be considered by contacting: [graphic.design@euaa.europa.eu](mailto:graphic.design@euaa.europa.eu)



Example:



# Visibility logo





## Not to do

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 distort the logo in any way!



Do not shade!



Do not outline!



Do not change the colour of the logo!



Do not reassemble!



Do not modify the proportions!



Do not change the font!



Do not change the opacity!



## Not to do with backgrounds

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



Not to do



To do





**Fonts**

## Logo font

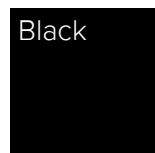
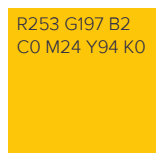
This font is limited to use in the logo, covers, applications and communication products produced and designed by the EUAA's Communication and Public Relations Unit (CPRU).

**VAG Rundschrift D**

**VAG Rundschrift D**

**VAG Rundschrift D**

Typography colour palette



VAG Rundschrift D Regular

**AaBb**

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 Light

**AaBb**

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.

### Title

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

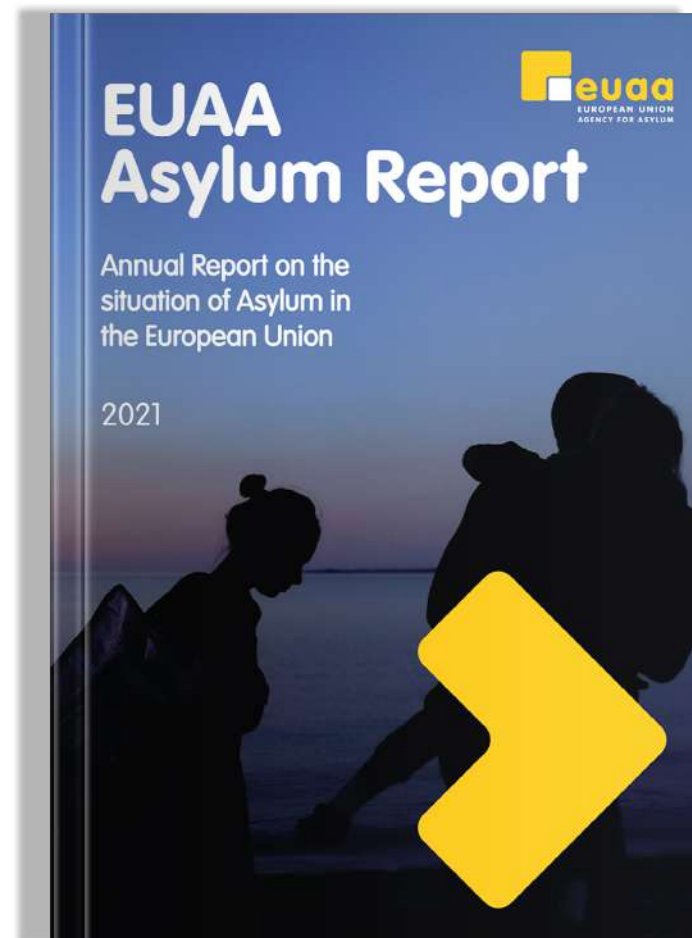
### SubTitle

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

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.

<b>Proxima Nova</b>	Black
<b>Proxima Nova</b>	ExtraBold
<b>Proxima Nova</b>	Bold
<b>Proxima Nova</b>	SemiBold
<b>Proxima Nova</b>	Medium
<b>Proxima Nova</b>	Regular
<b>Proxima Nova</b>	Light
<b>Proxima Nova</b>	Thin
<b>Proxima Nova</b>	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.

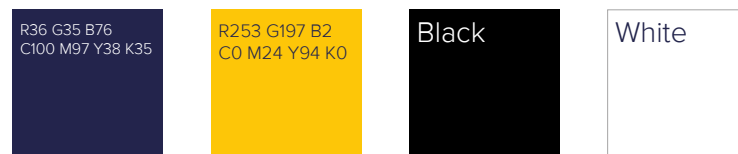
**Open Sans** should be used for web and digital applications.

Proxima Nova

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 £&@?!/+(.,:;)

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 £&@?!/+(.,:;)

Typography colour palette



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

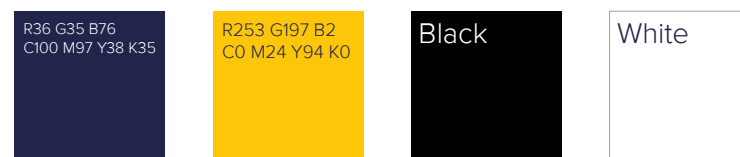
- Proxima Nova** ..... Black
- Proxima Nova** ..... ExtraBold
- Proxima Nova** ..... Bold
- Proxima Nova** ..... SemiBold
- Proxima Nova** ..... Medium
- Proxima Nova** ..... Regular
- Proxima Nova** ..... Light
- Proxima Nova** ..... Thin
- Proxima Nova*** ..... All of them are also available in italic

Proxima Nova Condensed

**Aa Bb**

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 £&@?!/+(.,:;)

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.

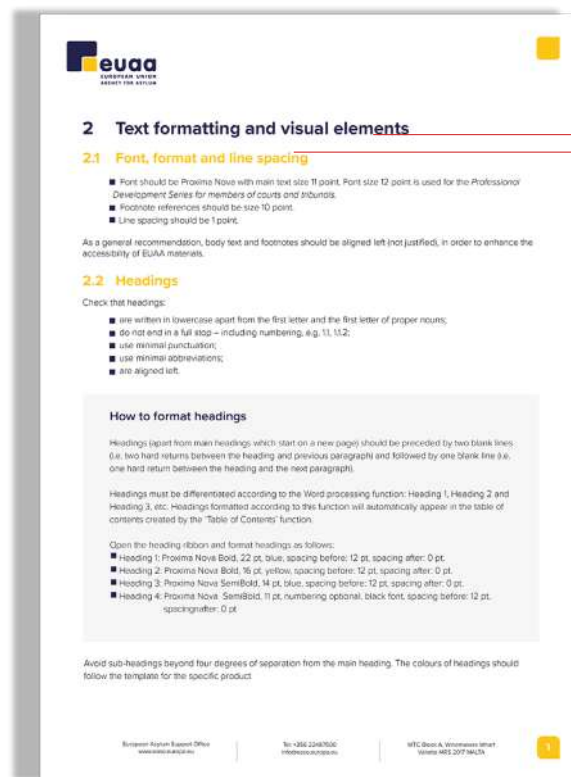
<b>Title</b> .....	22pt Bold, Blue**
<b>Heading 1</b> .....	18pt Regular, Blue**
<b>Heading 2</b> .....	14pt Bold, Yellow or Blue**
<b>Heading 3</b> .....	14pt SemiBold, Blue**
<b>Body Style</b> .....	11pt Regular, Black
<b>Quote</b> .....	11pt Italic
<b>Footnote</b> .....	9pt, Regular, Black*
<b>Figure x - title</b> .....	Figure number 8pt Cond - Bold Figure Title 8pt Cond - Regular
<b>Note and source text</b> .....	8pt Regular
<b>Graph value Axis and legend</b> .....	8pt Condensed Regular

\* 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:



Respect two spaces between headings and one space between paragraphs.



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.

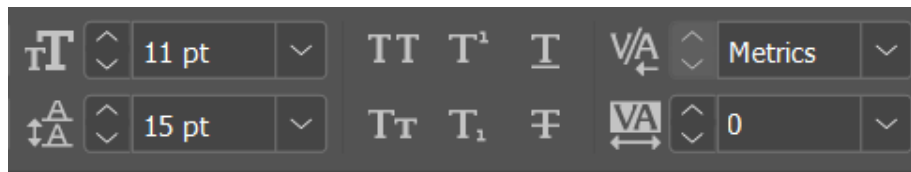
## Line spacing

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

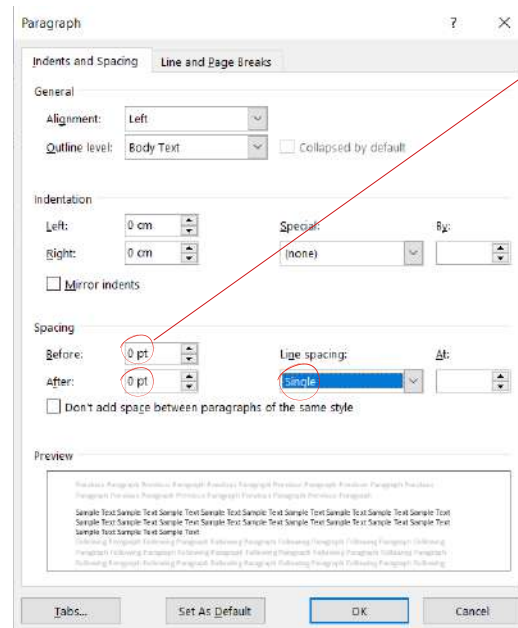
It should be carefully considered and well executed to achieve a clean result.

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

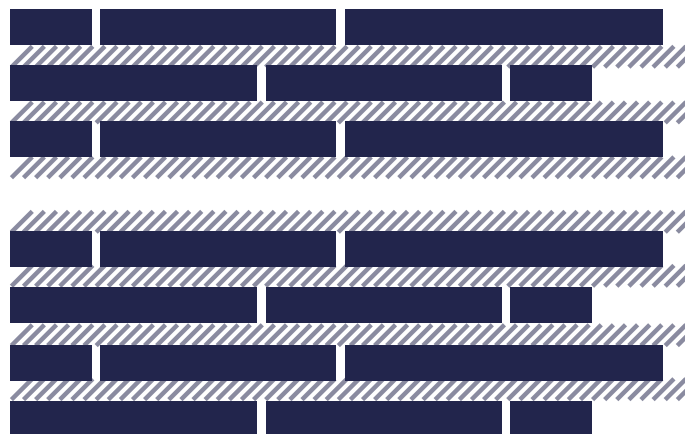
Recommended leading in Indesign:



Recommended leading in MS Word:



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



# 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

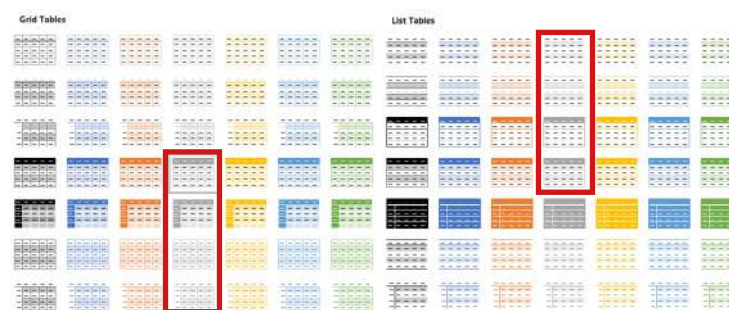
 Find templates here



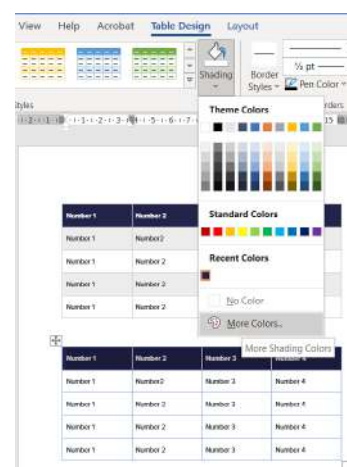
## Steps to follow to properly customise boards

### 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.



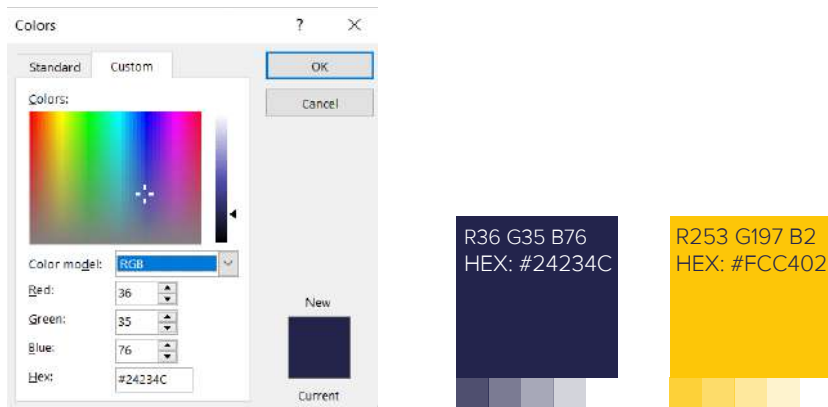
### Step number 2



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'.

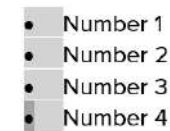
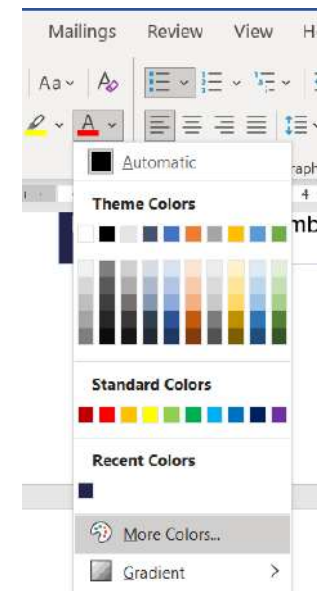


## Recommended bullets style

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.

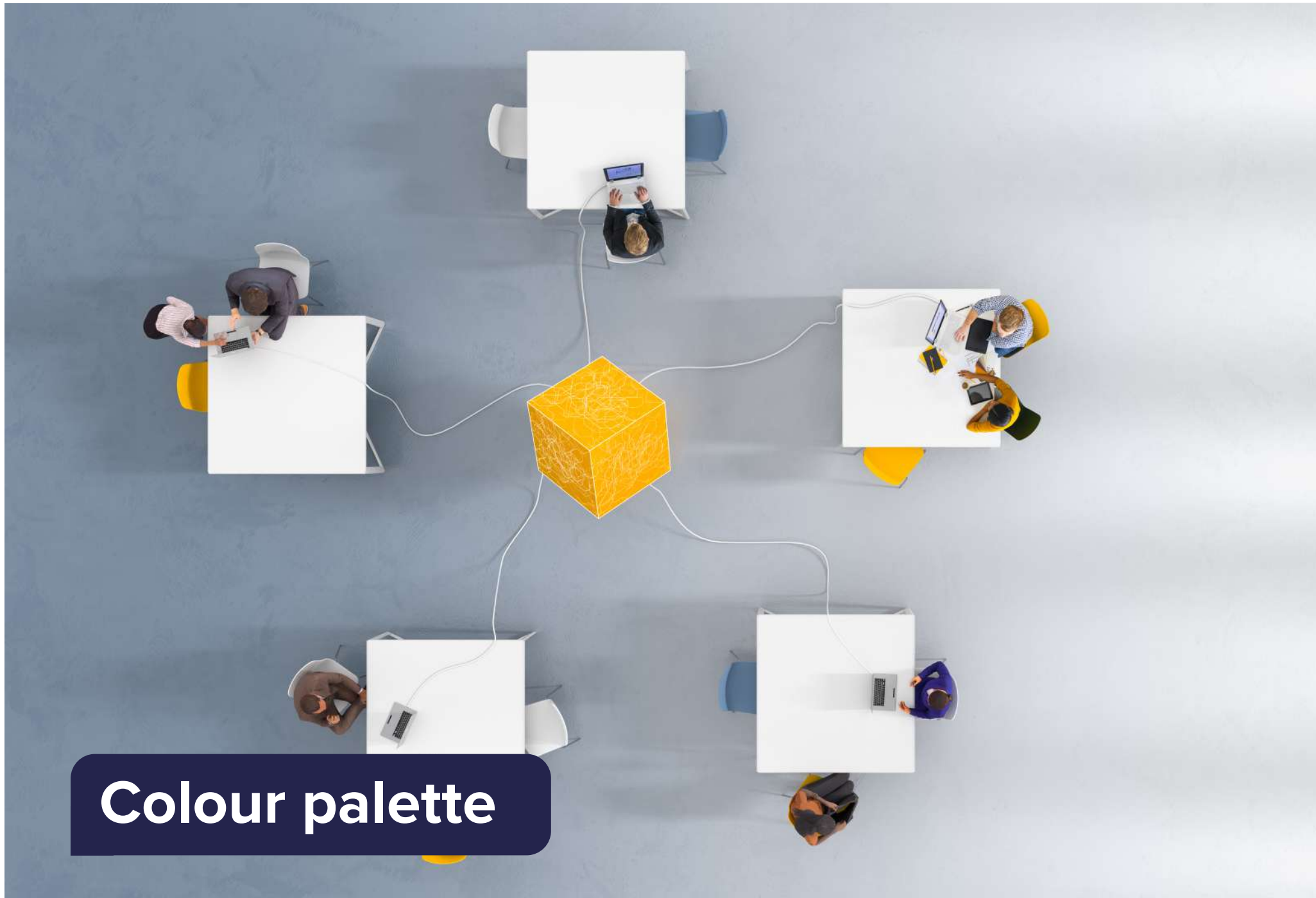


### To do:

- Number 1
- Number 2
- Number 3
- Number 4
- **Number One:**  
Lorem Ipsum
- **Number two:**  
Lorem Ipsum
- **Number three:**  
Lorem Ipsum

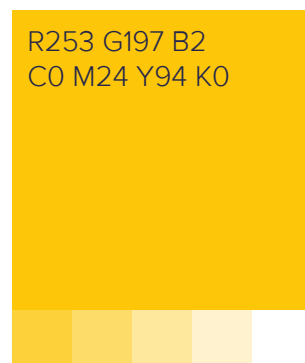
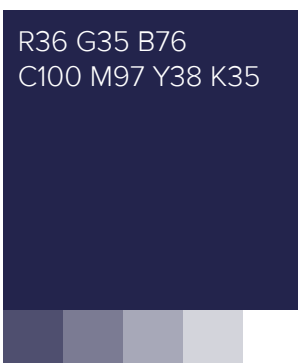
### Not to do:

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



# Colour palette

## Main colours

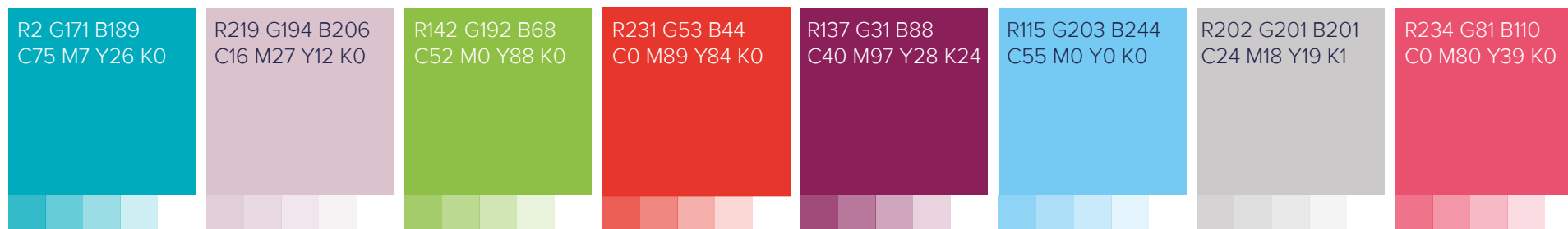


The official EUAA colours are Blue ( R:36 G:35 B:76) and Yellow (R:252 G:196 B:2).

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

➤ Colour Code

These publications will be designed and customised by CPRU.

Major reports <small>(Asylum Report, Special Reports, etc.)</small>		R2 G171 B189	C75 M7 Y26 K0
Governance documents <small>(Single Programming Document, Annual Activity Reports, etc.)</small>		R219 G194 B206	C16 M27 Y12 K0
Operations		R182 G156 B202	C33 M43 Y0 K0
External relations		R142 G192 B68	C52 M0 Y88 K0
Training and professional development		R231 G53 B44	C0 M89 Y84 K0
Country of origin information reports		R234 G81 B110	C0 M80 Y39 K0
Country guidance		R137 G31 B88	C40 M97 Y28 K24
Practical guides and tools		R115 G203 B244	C55 M0 Y0 K0
Courts and tribunals		R202 G201 B201	C24 M18 Y19 K1
Data and analytical reports		R253 G197 B2	C0 M24 Y94 K0
Others			





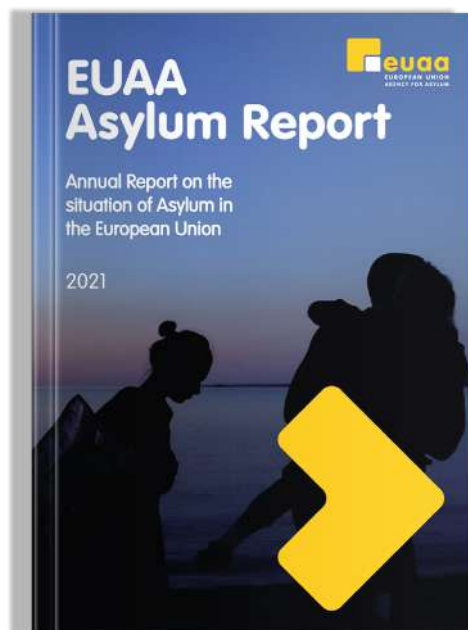
# Publications

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:



Major Reports



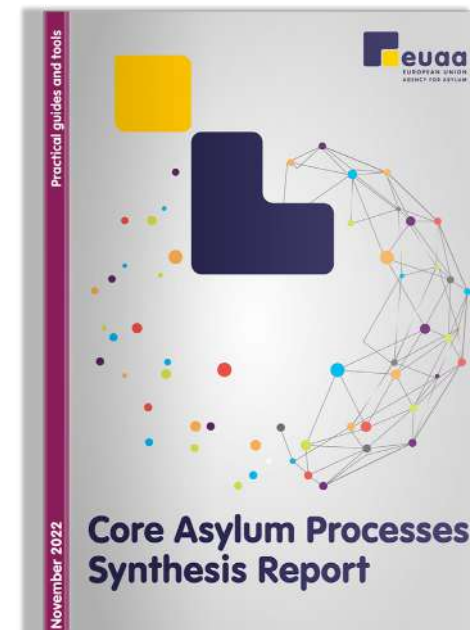
Training Reports

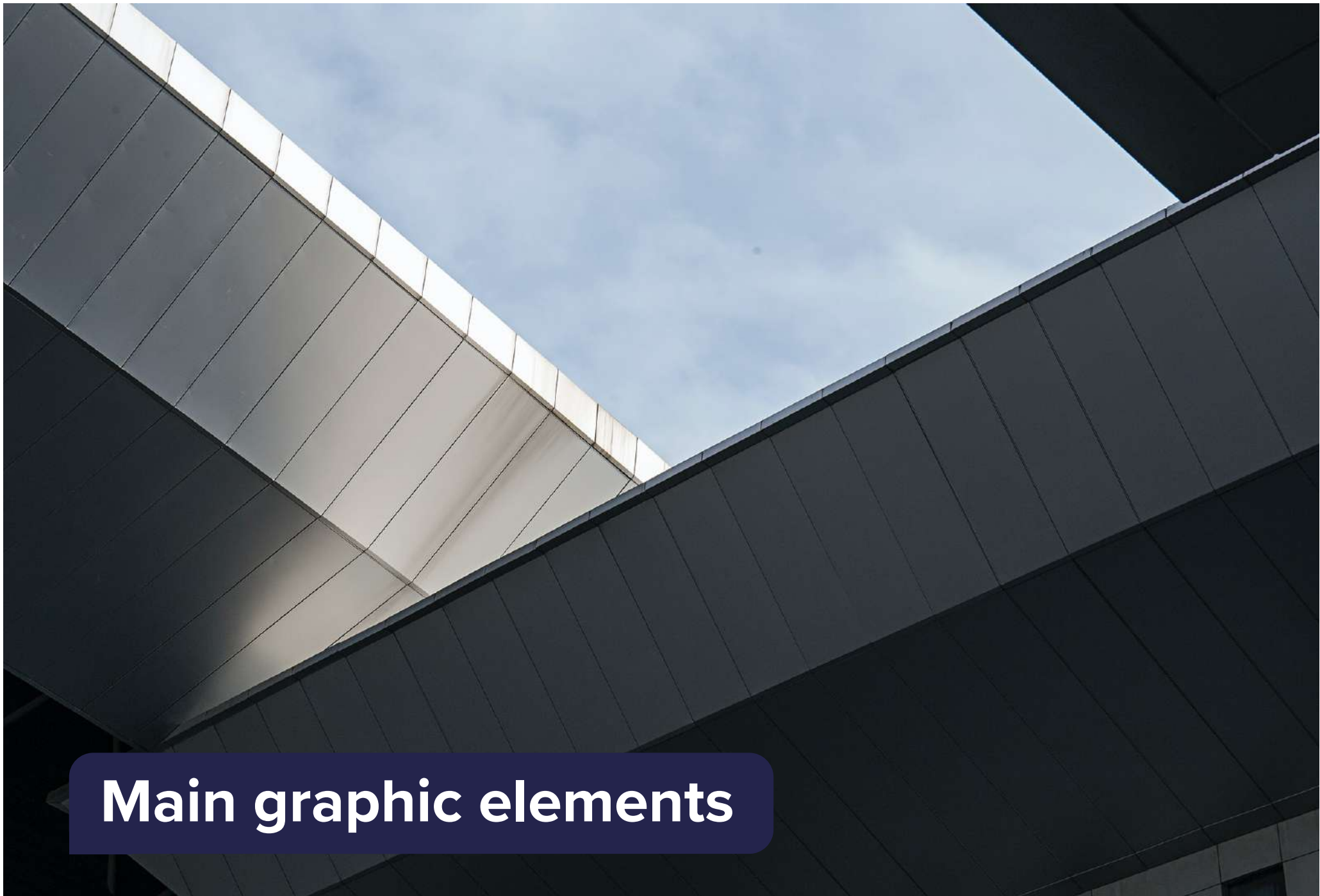


COI Reports



Practical Guide Series





# Main graphic elements

## 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.



## Not to do



Do not distort the logo in any way!



Do not shade!



Do not change the colour of the logo!



Do not change the opacity!



Do not outline!

# Graphic elements for templates

Text Box



Text Box



Graphic icons and other elements



Text Box



Graphs & charts



Graphic elements



Graphic elements



# Graphic elements for covers

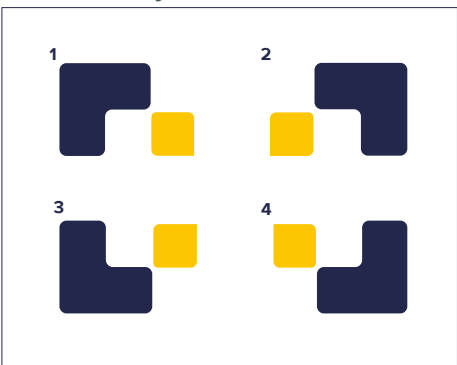
The layout of the two graphic elements can be arranged on the cover pages in different configurations as predetermined below.

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.

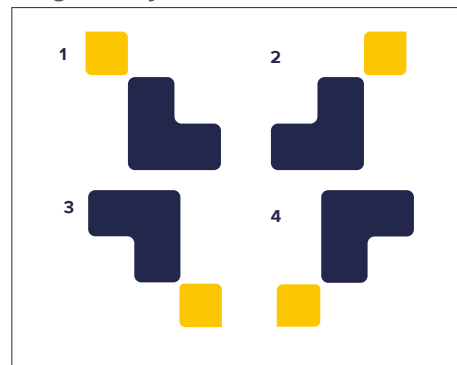
## Arrow



## Horizontal layout

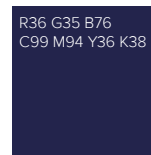


## Diagonal layout



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.



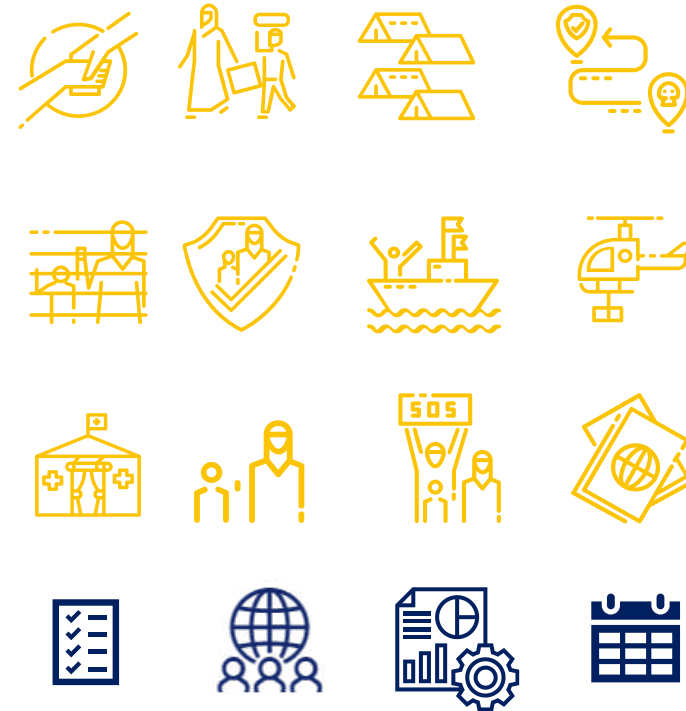
Other possible colours.



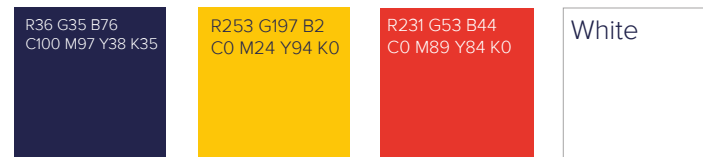
To use icons in other applications (not ppt) just select and copy-paste the icon or select and save it as an image.

 Find the icon sets here

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



Colour palette.



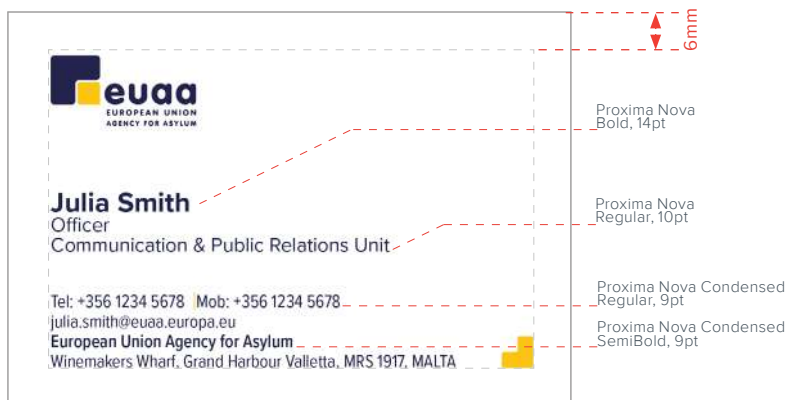




# Templates

# Business cards

## Business Card grids



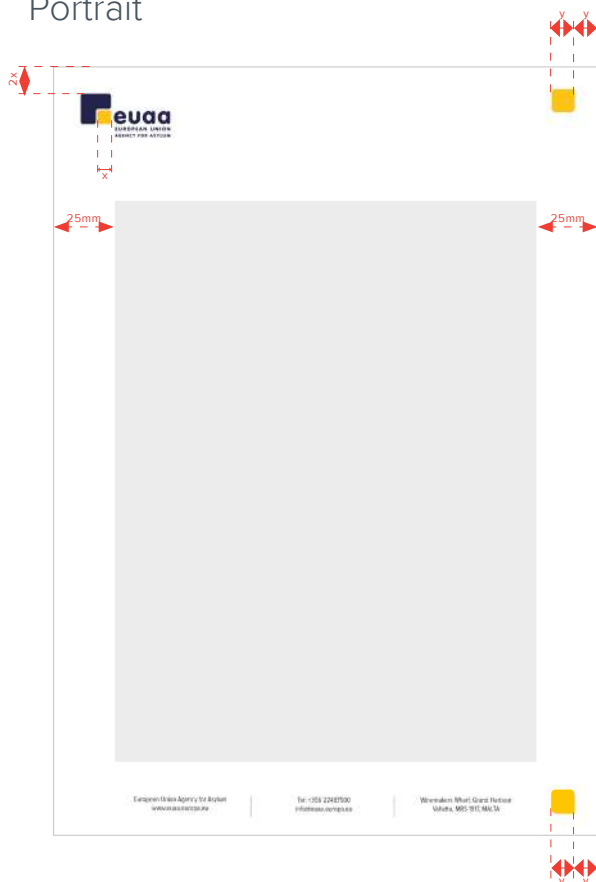
## Business card example



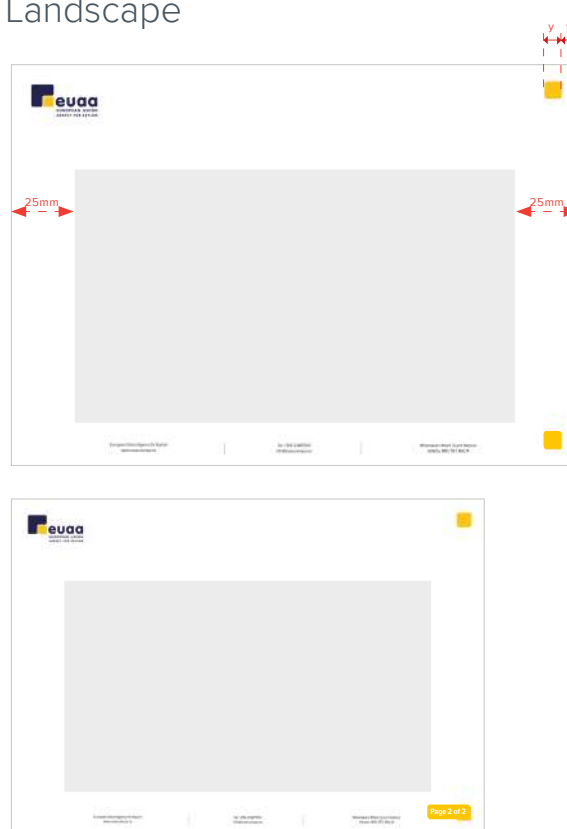
# Letterheads

## Letterhead grids

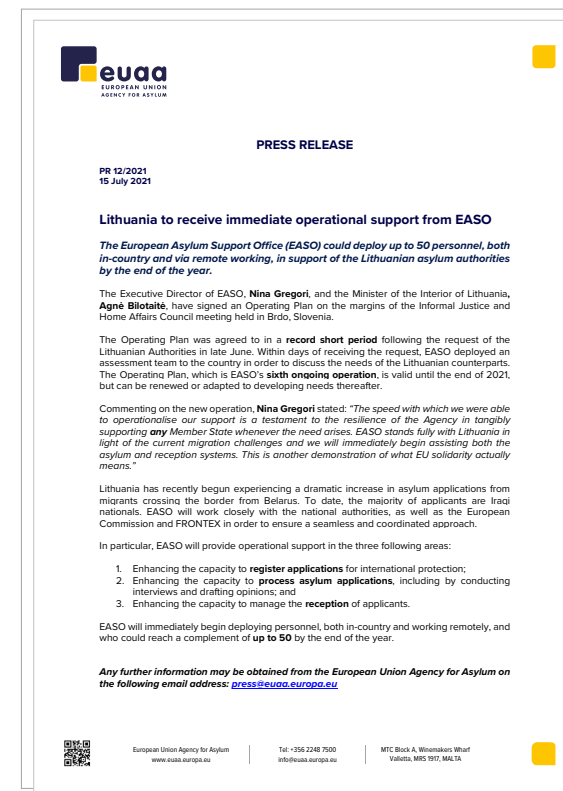
### Portrait



### Landscape



## Letterhead example



Find the general templates here

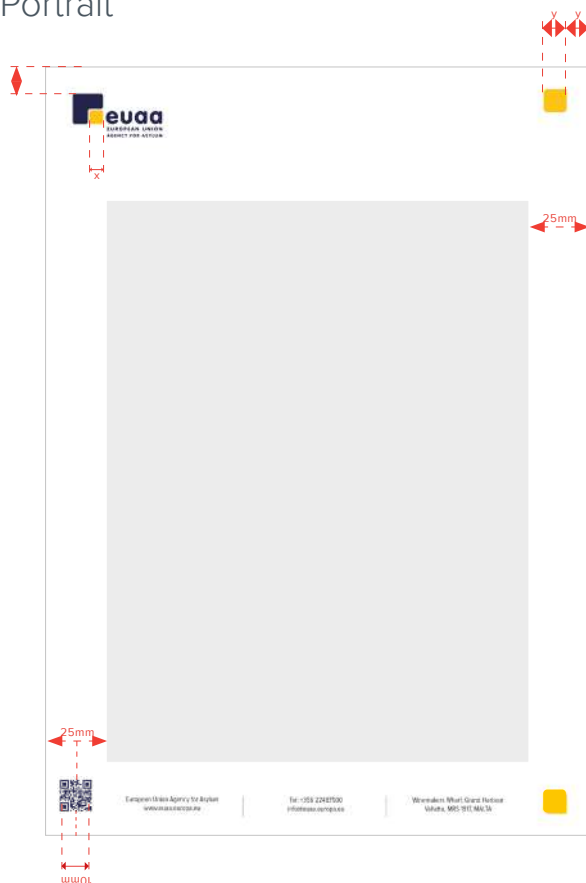


Find specific EUAA working templates and forms here

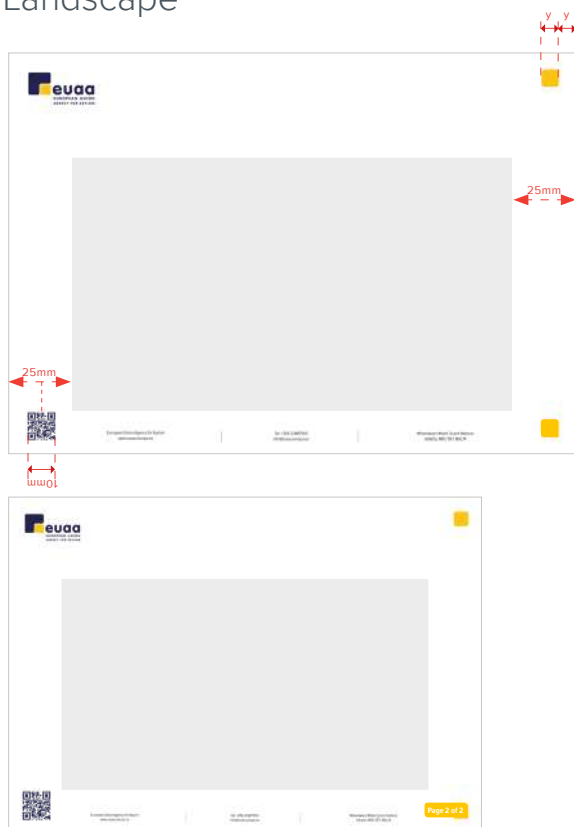
# Letterheads-QR version

## Letterhead grids

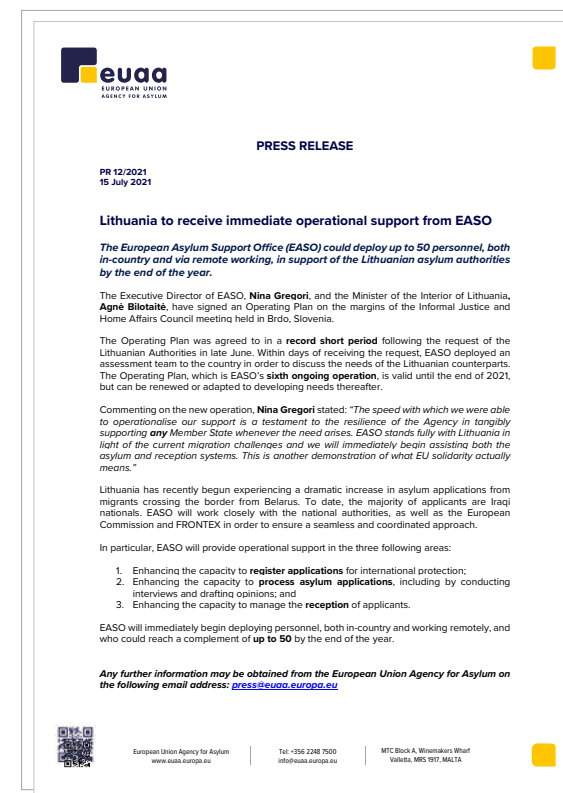
### Portrait




### Landscape



## Letterhead example

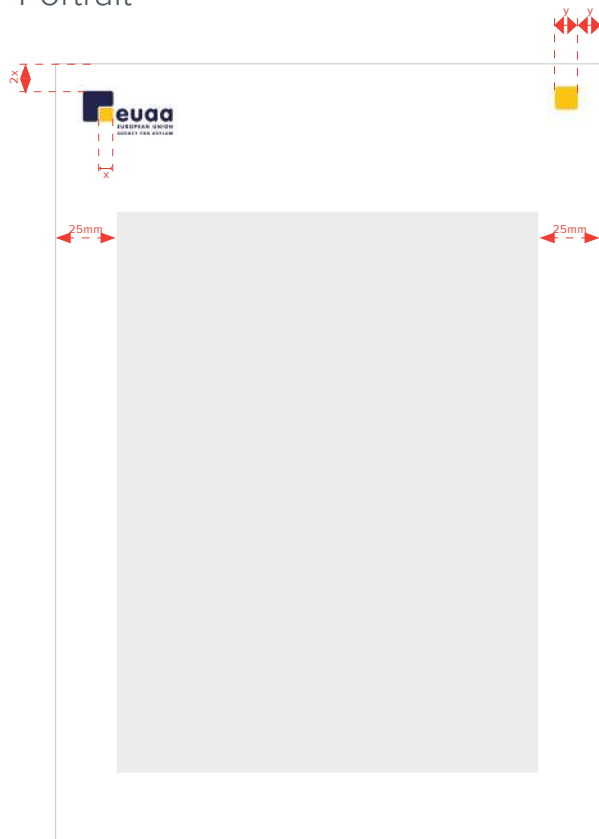


 Find the templates and QR code here

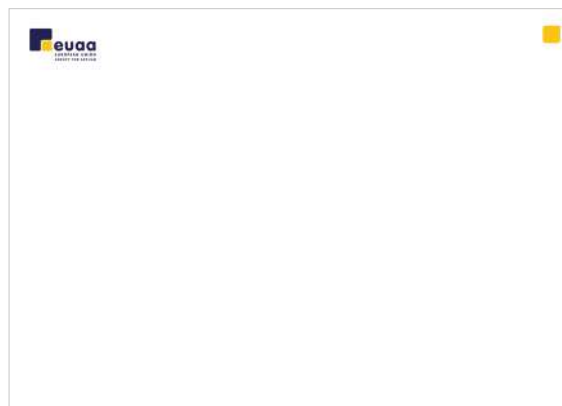
# Factsheets

## Factsheet grids

### Portrait



### Landscape



## Factsheet example



Find the templates here



# Stationery

## Envelope grids



## Back of the envelope



## Stationery example





# Folder

## Folder Grid



## Folder example



# Certificate

## Certificate grid



## Certificate example



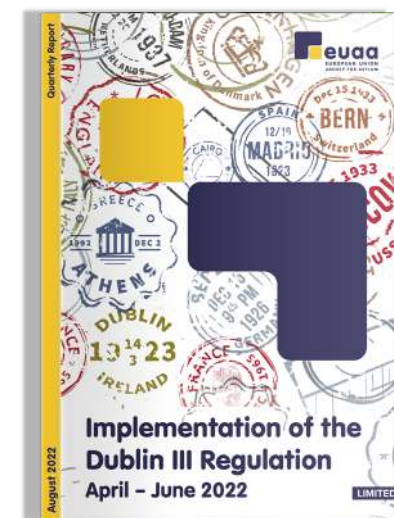
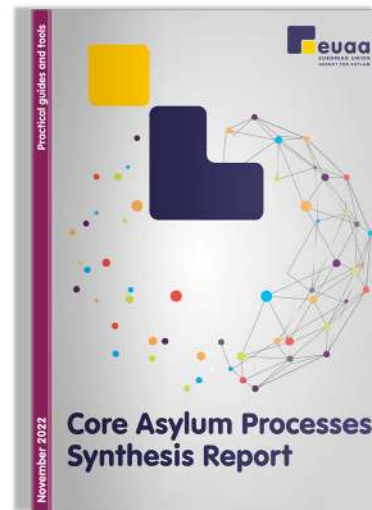
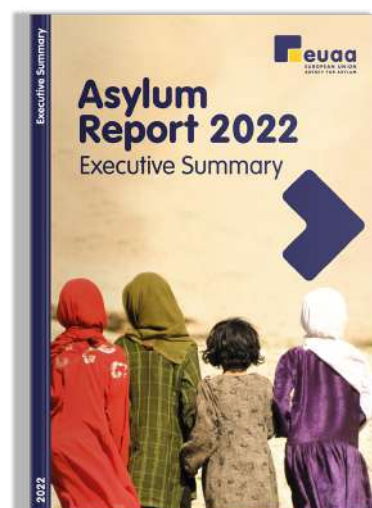
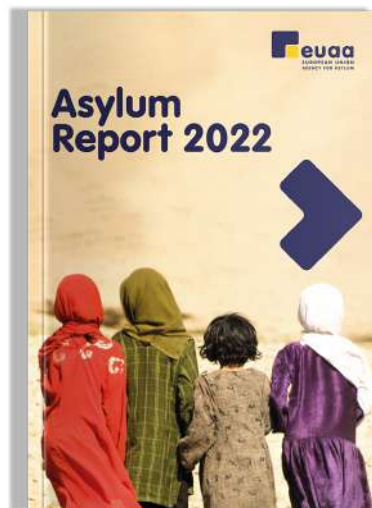
# Covers

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](mailto:graphic.design@euaa.europa.eu)

in all communications about publications with the Publication Office.



## 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



- 1 Make use of free online platforms for QR code generation.
- 2 Place it on the inside page or information 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:

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



Find the QR code here



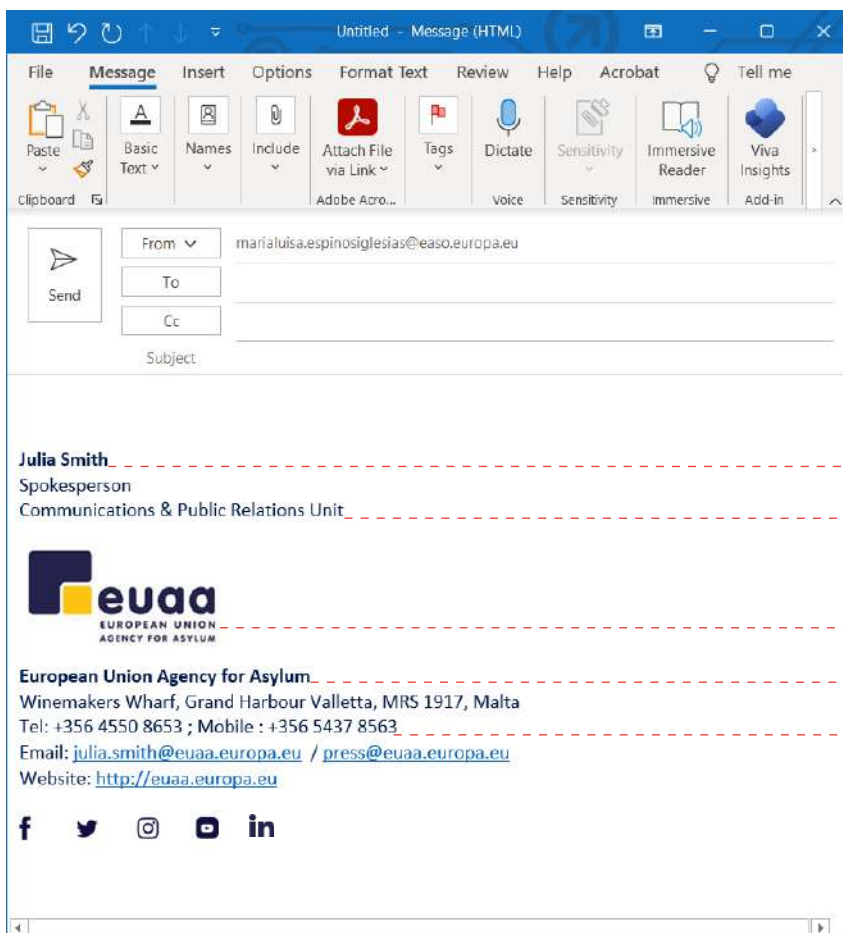


# Email signature


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

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

Simply copy-paste the template from the link below onto MS Outlook and replace your professional details.



- Calibri  
Bold, 11pt, Blue
- Calibri  
Regular, 11pt, Blue
- Logo .jpg: 362mm X 180mm
- Calibri  
Bold, 11pt, Blue
- Calibri  
Regular, 11pt, Blue

 Find the email signature templates here





## Powerpoint templates

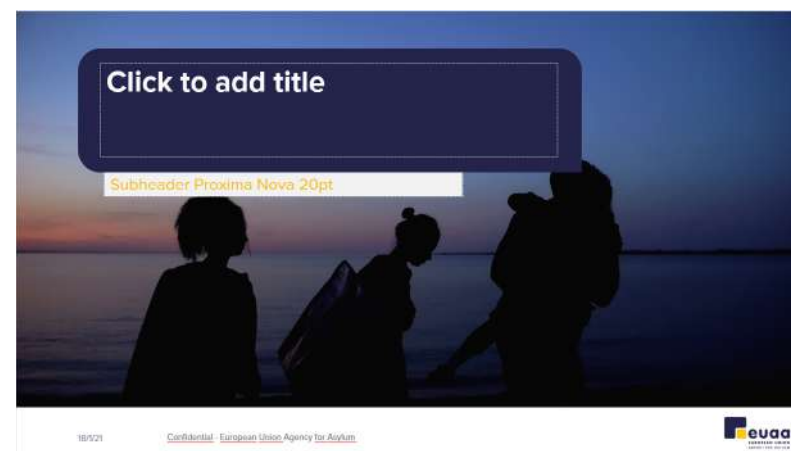
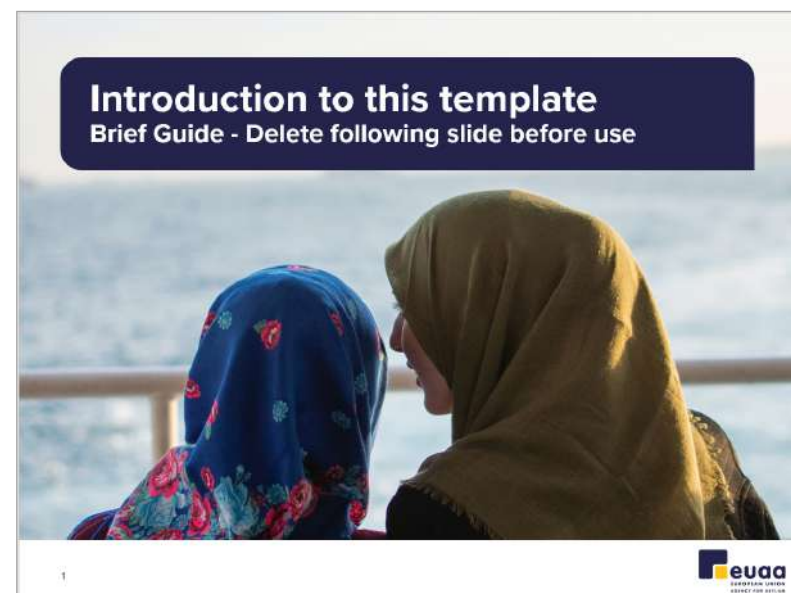
EUAA presentations should have a similar look and feel to help audiences understand who is communicating with them. A large suite of corporate EUAA PowerPoint templates, which have also been developed with accessibility in mind, are available and must be used for all presentations. While these can be 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).

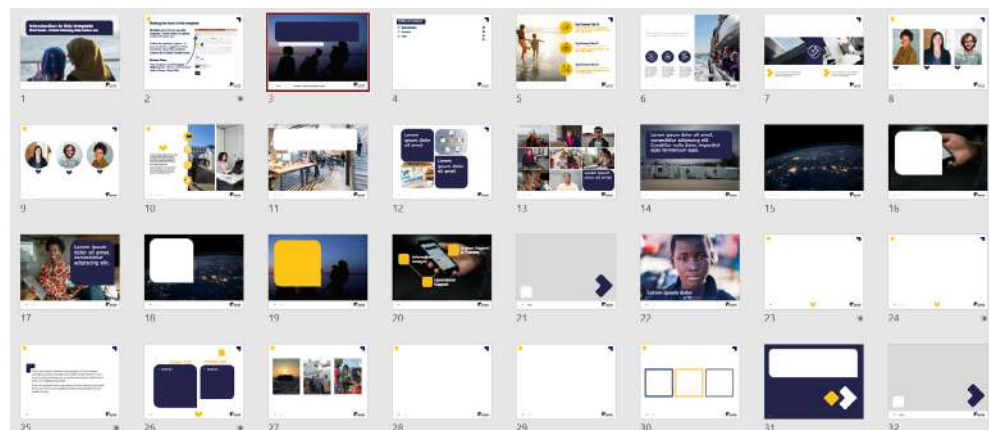


Find the Powerpoint templates here



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](mailto:graphic.design@euaa.europa.eu)

### Slides for text content



### Slides for graphs and maps



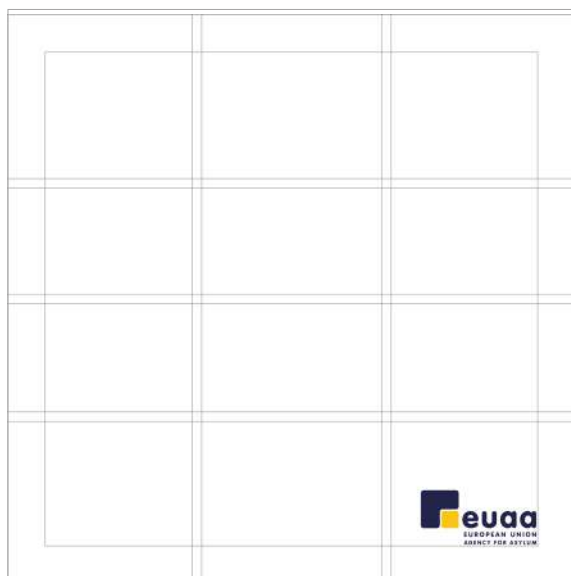


## Social media banners

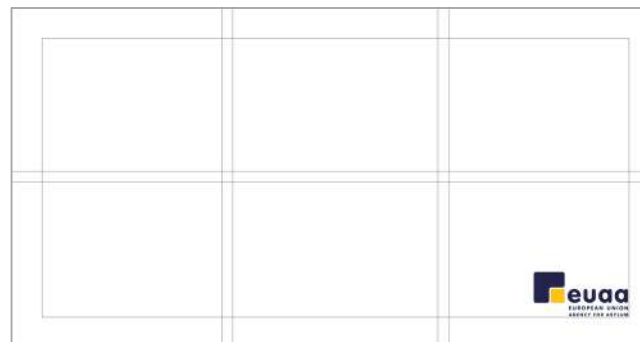
The primary logo should be positioned in a corner, dependent on the chosen application and content used, the bottom right position being preferable.

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

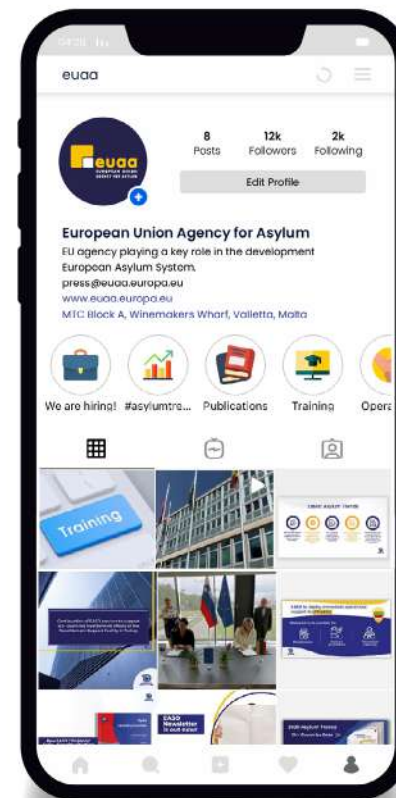
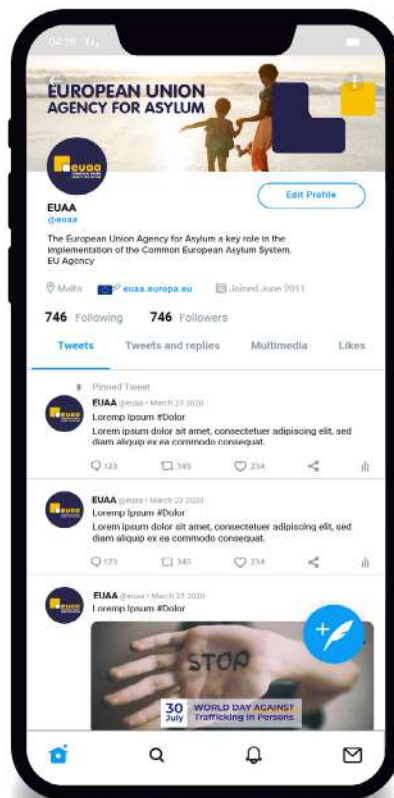


Linkdin grid: 1200 x 627 px



Twitter grid: 1024 x 512 px









**Branding**



## 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.











