

European Union Agency for Fundamental Rights

Visual Identity



Foreword

Dear Reader,

Imagine arriving in a new city for the first time. Among the vivid whirl of visual experiences, many things will be strange and new, while others will be familiar such as hotels, restaurants, banks and shops.

Not only do we recognise a familiar combination of shapes, colours and letters but we also feel comfortable with it – for us, it is a guarantee of reliability, credibility and quality. This is branding.

For the European Union Agency for Fundamental Rights (FRA), we need to establish a visual language that creates an image of what the Agency stands for: reliability, credibility and high quality of evidence-based advice. All of these features form a solid basis for our stakeholders. This corporate visual identity (CVI) manual is a key element in shaping the Agency's visual image.

Consistent use of the basic elements forming the foundation of FRA's visual branding will reinforce the image of the Agency that we are striving to create – the shapes symbolise the letters F, R and A; the logo colours emphasise our place within the EU institutions; and the modern typography reflects our belief in a future in which fundamental rights become a reality for all.

To do so, we need your help. Please familiarise yourself with the contents of the FRA CVI manual and apply the style elements consistently when communicating with stakeholders. In this way, we will, with time, achieve our goal of making the "FRA brand" as familiar and as respected as the top brands of today.

Michael O'Flaherty
Director

Contents

Foreword	3
Content	5
Introduction	6
Objectives.....	6
Target group.....	6
Use of the CVI guidelines.....	6
Concept.....	7
Elementary shapes	7
Logo	8
Permitted Logo versions.....	8
Mute logo versions	8
Minumum size	9
Logo clearance area.....	9
Incorrect use of the logo	10
Signature bar	12
Logo colours	13
Typefaces	14
Daxline Pro	14
Verdana.....	14
Publications	15
Covers grid	15
Some samples	16
Back cover	17
The cover.....	18
Other publications.....	19
Stationary	20
PowerPoint presentations.....	23
Some gadgets	24

Introduction

OBJECTIVES

These Corporate Visual Identity (CVI) guidelines define the rules to be respected when creating or producing a publication, internal or external, for the European Union Agency for Fundamental Rights (FRA). With these guidelines, FRA aims to ensure graphical consistency in its corporate communications and thereby strengthen the identity and visibility of FRA among its internal and external stakeholders as well as civil society and the general public.

TARGET GROUP

These CVI guidelines are intended for FRA contractors involved in the production of deliverables (graphic designers, layout designers, printers, exhibition organisers) as well as FRA employees contributing to the preparation, at any stage, of a FRA product. These guidelines further aim to provide guidance for third parties to a FRA project where collaboration is to be marked. In such cases, a licensing agreement may be required.

USE OF THE CVI GUIDELINES

These CVI guidelines constitute to impose a minimal set of design rules for the FRA target groups mentioned above. Anyone involved in the production of a FRA product must respect these basic rules in order to maximise FRA's visibility.

Concept

ELEMENTARY SHAPES

Fundamental (adj): basic, primary, original, essential, elementary, elemental, deep, deep-seated, underlying, structural treatment.

Elementary forms – square, circle and triangle – are the basis of the design concept. Simple and strong shapes provoke immediate visual recognition. Eye-catching and workable in a variety of ways, the shapes reflect the FRA acronym: the square represents the F, the circle the R, and the triangle the A. For this reason, the shapes can only be used in the following order: square, circle, triangle.

FRA



Logo

The logo is made up of the FRA acronym, the name of the organization and a pictogram of two people on a path, a symbol of solidarity, movement and protection.

The logo exists only in English, which has to be used on all language version.

The logo is available from the FRA Communication and Outreach Department at cvi@fra.europa.eu

For darker backgrounds, the use of a the “negative” version of the logo is required.

PERMITTED LOGO VERSIONS

Colour



Black and white (Monochrome)



Negative



MUTE LOGO VERSIONS

For promotional products and gadgets, the use of a very small and mute logo may be needed. Please ask for authorisation before using this from: cvi@fra.europa.eu

Colour



Black and white (Monochrome)



Negative



MINIMUM SIZE

The minimum size ensures that the logo remains clear and legible.
The minimum size of the standard logo is 25 mm.



LOGO CLEARANCE AREA

The logo must be surrounded by a blank area. No visual elements, such as a pattern or text, can be placed within this area. The size of the area is a blank area with a minimum width of the letter **F** in the logo at any given point.



Incorrect use of the logo

The logo must not be superimposed on pictures, photographs, illustrations or other patterned backgrounds. The impact of the FRA logo is maximised by always placing it against a white background to achieve a clear contrast. A clear contrast is necessary to ensure maximum visibility for the logo. If there is no other option use the negative version.



The logo may only be used in the permitted versions as defined on pages 8 and 9 in these guidelines, the logo (or any part of it) may not be altered.

All forms of modification are unacceptable

Don't distort, rotate, squeeze the logo!



The use of other typefaces is not permitted!



No colour versions other than those defined in these guidelines!



The position of the logo elements *cannot* be altered!



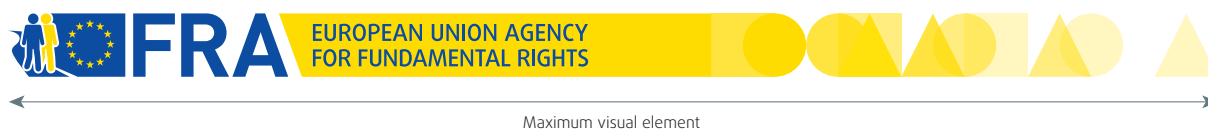
If there is a need to rebuild the logo please contact
FRA's Communication and Outreach Department:
cvi@fra.europa.eu

The files are available in .ai, .eps, .pdf, .jpg, .svg, .png



Signature bar

- The signature bar conveys the visual concept of the elementary shapes that echo the shapes of the letters in “FRA” – square, circle, triangle;
- Enables better visibility of the abbreviated name of the organisation (FRA);
- For clarity of the concept message, a minimum visual part is obligatory for use.



Logo colours

These two colours are the only ones which can be used for the full colour logo.

Reflex Blue is also the official colour of the European Union flag and, as such, it can also be used as a background colour.

To ensure maximum visibility for the logo, however, the FRA has opted for a darker shade of the official EU yellow.

To be able to ensure maximum accuracy with regard to the desired corporate colour palette and in order to establish a strong link between the FRA as an EU institution and the official EU colour scheme, the colour codes are defined as numeric values present in the following referencing systems:

- PMS (as spot colour code in Pantone® Matching System) and CMYK for printed stock;
- as RGB and Hex values for interactive and online media.

More information on the European emblem:
http://europa.eu/abc/symbols/emblem/index_en.htm



Reflex Blue

CMYK 100 80 0 0
RGB 0 51 153
HEX #003399



Pantone 109

CMYK 0 10 100 0
RGB 255 209 0
HEX #FFD100

Typefaces

The FRA corporate typeface is Daxline Pro, a clean, contemporary font family with many weights, providing a progressive yet consistent typographical style.

Daxline Pro is an OpenType version of the original Daxline. It includes expanded character sets and thus supports the languages of the European Union Member States. Daxline Pro is used in all professionally printed media and is available from FontShop (www.fontshop.com).

For in-house production (digital and print), Verdana will be used.

DAXLINE PRO

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!;:/?.,@•%&*()£\’<+>”©
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!;:/?.,@•%&()£\’<+>”©*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!;:/?.,@•%&*()£\’<+>”©
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!;:/?.,@•%&*()£\’<+>”©

VERDANA

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!;:/?.,@•%&*()£\’<+>”©
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!;:/?.,@•%&()£\’<+>”©*

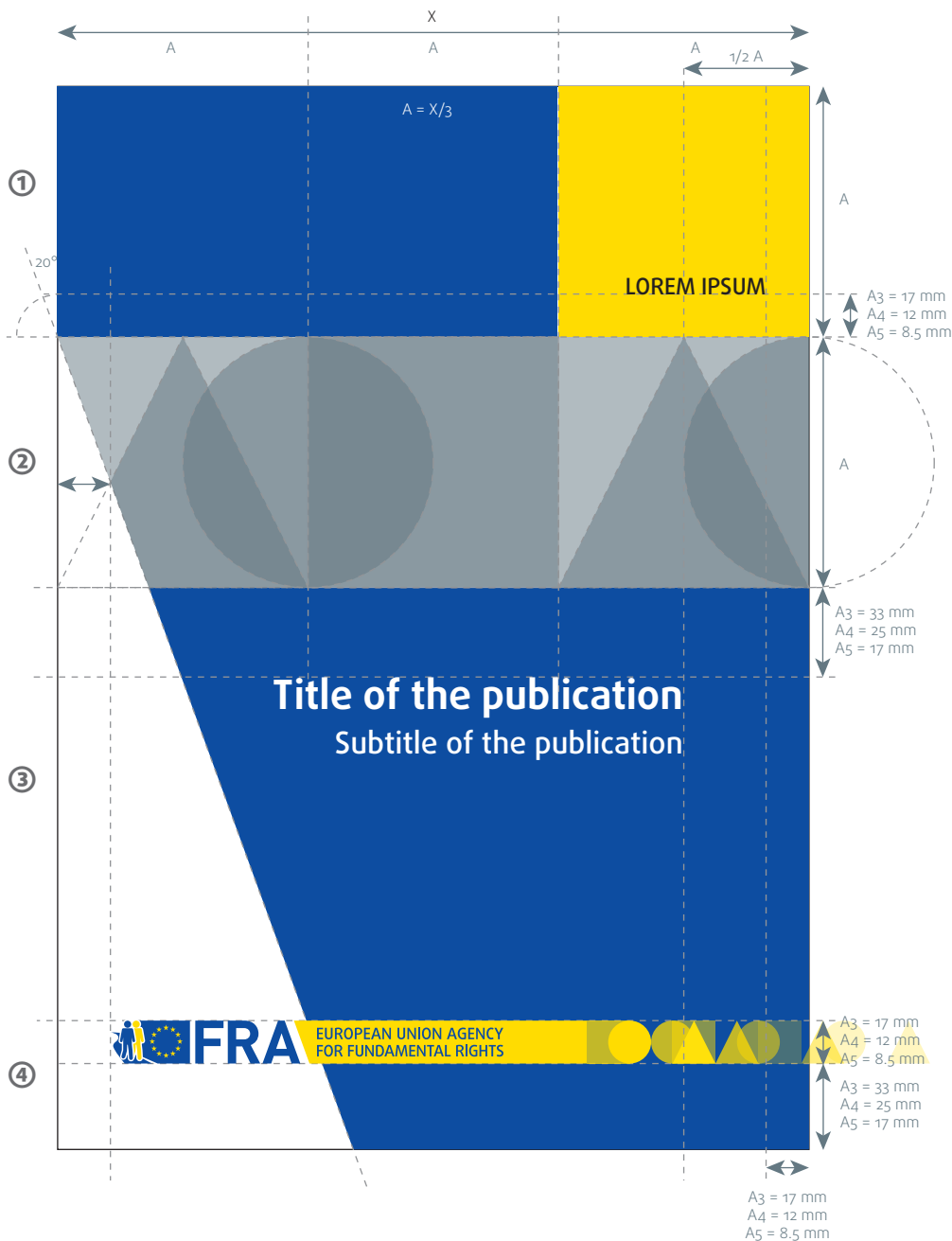
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!;:/?.,@•%&*()£\’<+>”©
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!;:/?.,@•%&*()£\’<+>”©

Publications

COVERS GRID

The proportions and cover design for the FRA printed publications are based on the same grid. Only the attributed theme, visual element, title/subtitle and cover colour may vary.



The front cover is divided into four parts. From top to bottom, these parts are:

- ① publication identifier
- ② visual element (geometric shapes and/or pictures)
- ③ the title and subtitle of the publication
- ④ FRA logo/signature

The grid ensures that all cover pages of FRA publications are virtually identical in structure and appearance. This creates a clear visual identity for FRA that help to distinguish its products from those of other organisations on the market and makes them easily recognisable among stakeholders.

SOME SAMPLES

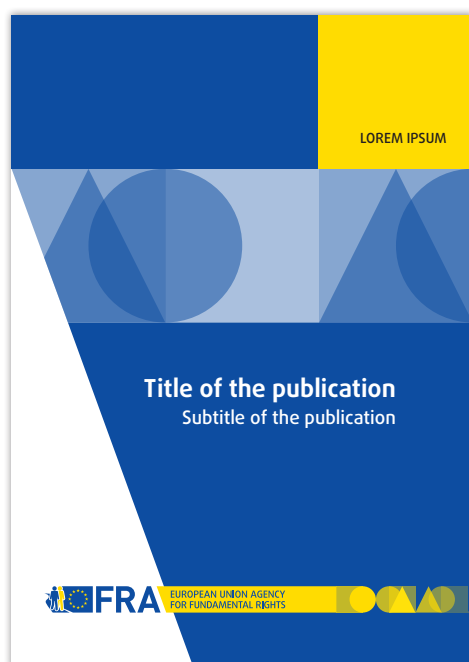
The area allocated for the visual elements must always include the three elementary geometric shapes. However, it can also include up to three photos. In this case, the shapes must be superimposed transparently on the photos or illustrations in the defined order.

The cover's colours are based on FRA's blue and yellow.

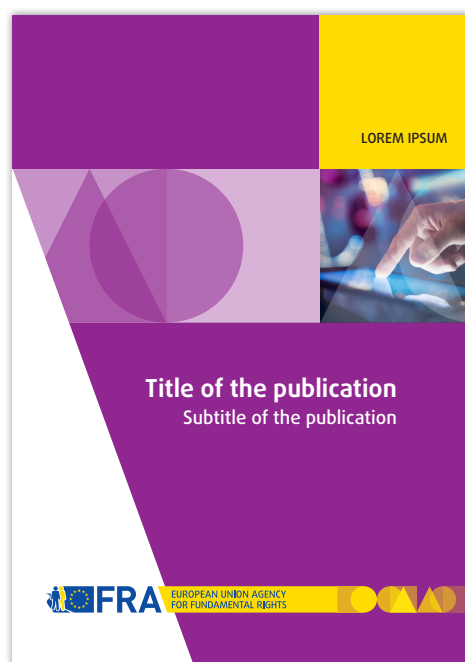
When you use a picture, you should replace the blue by a colour in harmony with the chosen image.

The visual elements (square, circle and triangle) should always be visible on the image. Please adapt the shade to it.

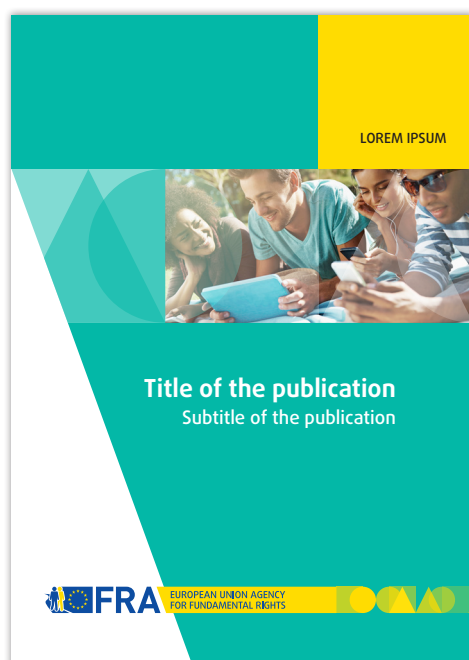
The picture(s) should fit in one, two, or all three, of the squares in which this part is divided. This also means that you may use one, two or three pictures



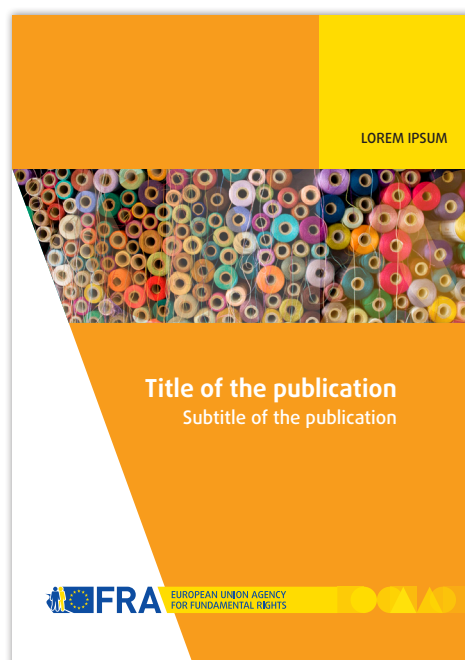
no picture



with 1 picture in 1 square



with a picture in 2 squares



with a picture in all 3 squares

BACK COVER

On the back cover, space is allocated for the following elements:

- ① FRA logo (negative version)
- ② FRA strapline with mission statement
- ③ Key findings
- ④ FRA address
- ⑤ Publications Office Logo and identifiers



THE COVER

SPINE: When the publication is placed face up, the text on the spine should be readable from top to bottom.



OTHER PUBLICATIONS

This kind of cover should be used for factsheets, summaries and papers.

The layout remains the same, but the colour on the side band changes. This will help to easily recognise the belonging series.

As for the covers, when you use a picture you should replace the blue by a colour in harmony with the chosen image.

This new colour should also be used than for some titles level.



with 1 picture



no picture



with 1 picture

Stationary

The letterhead



EUROPEAN UNION AGENCY
FOR FUNDAMENTAL RIGHTS

To the attention of:

Jean-Baptiste Nicolas Robert Schuman
European Commission
Rue de la Loi, 200
1049 Brussels
Belgium

Vienna, 25 August 2016
References

Subject: New Logo

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Tum sedita occiam publibe resigit.


First Name Last Name
Position

Annex(es): Logo
Copy(ies): Ms
Mr




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The envelope



EUROPEAN UNION AGENCY
FOR FUNDAMENTAL RIGHTS

Schwarzenbergplatz 11
1040 Vienna
Austria



The routing slip



ROUTING SLIP

REQUEST CALL FOR TENDER

DEPARTEMENT: XXX

DESTINATAIRE: XXX

SUBJECT: XXX

CONTRACT VALUE: XXX

MESSAGE (Approval and launching of the tender procedure)


CIRCULATION ORDER	NAME	ACTION	DATE
PM – from involved dpt.	Xxx	Preparation	25/12/2016
HoD – from involved dpt.	Xxx	Approval and Submission	
HoD – ADMIN	Xxx	Endorsement	
Head of Sector Finance/Procurement	Xxx	Financial verification and endorsement	
Senior Procurement Officer		Legal verification and endorsement	
Procurement Assistant		Launching procedure	
Back to sender			

Add rows as needed



FD-PROC-2008-02 European Union Agency for Fundamental Rights

The mission report



MISSION REPORT

EVENT: Xxx

PLACE: Xxx

DATE: Xxx

PERSON RESPONSIBLE: Xxx

LINK TO FRA ACTIVITIES: Xxx

PURPOSE: Xxx

ATTACHEMENTS: Xxx

CIRCULATION: Xxx

GENERAL

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Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

CGAM 345

1. Lorem ipsum

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2. Nunc viverra imperdiet enim.

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3. Fusce est. Vivamus a tellus.

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Signed



MISSION REPORT – European Union Agency for Fundamental Rights



The business card



The visitor badge

PowerPoint presentations



Some gadgets



HELPING TO MAKE FUNDAMENTAL RIGHTS A REALITY FOR EVERYONE IN THE EUROPEAN UNION

FRA — EUROPEAN UNION AGENCY FOR FUNDAMENTAL RIGHTS

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Publications Office