



European Union Agency for Fundamental Rights

# Visual Identity



EUROPEAN UNION AGENCY  
FOR FUNDAMENTAL RIGHTS







## 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



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# 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](mailto: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](mailto: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](mailto: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.



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

More information  
on the European  
emblem:  
[http://europa.eu/abc/  
symbols/emblem/  
index\\_en.htm](http://europa.eu/abc/symbols/emblem/index_en.htm)

# 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](http://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

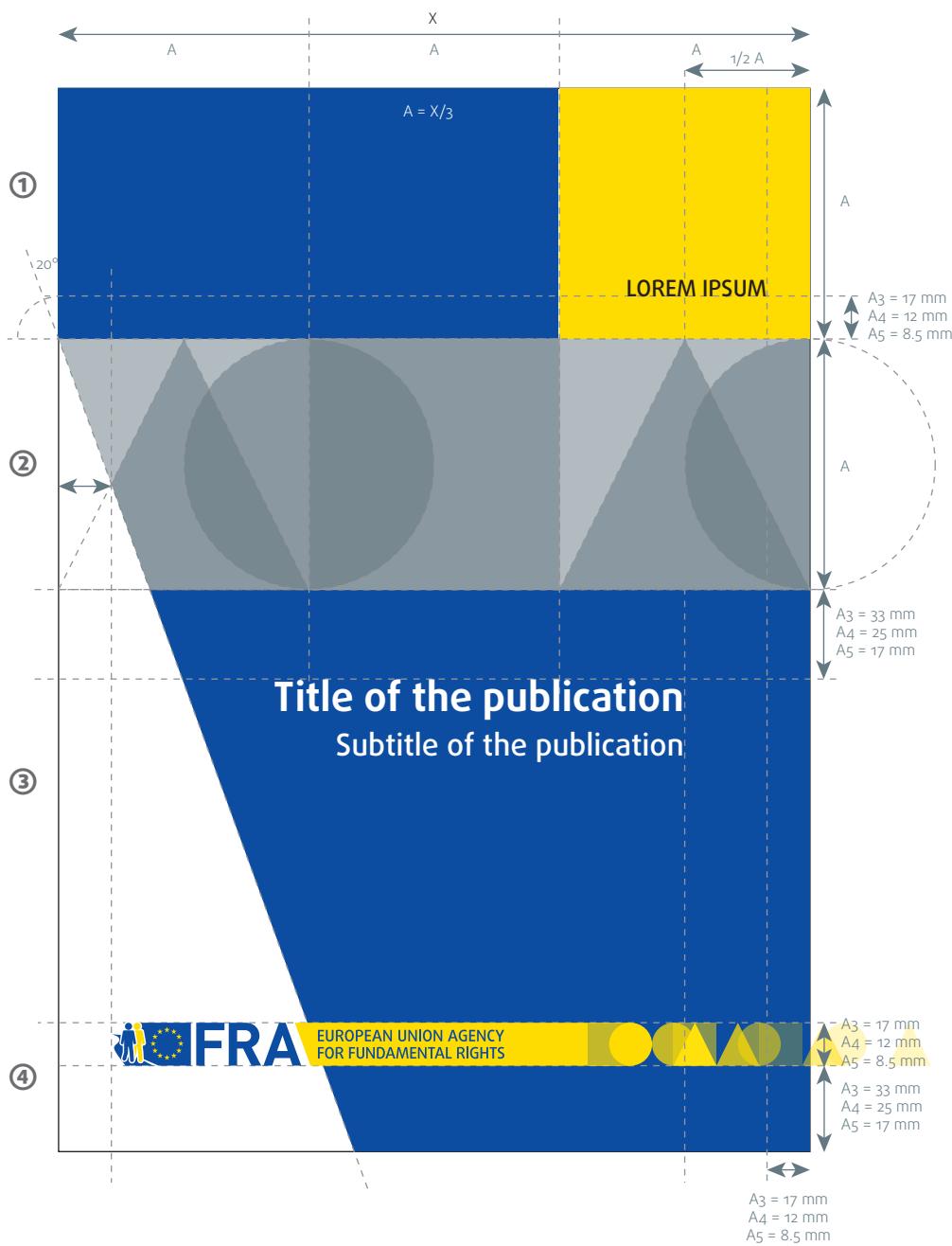
**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
1234567890!;:/?,.>@•%&\*()£\\'<+>"©

**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

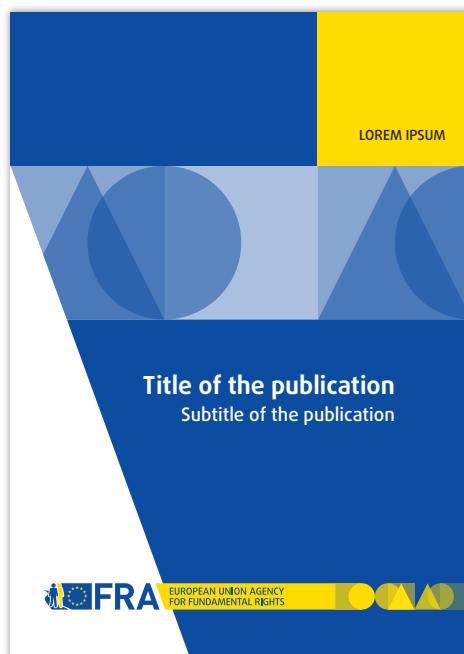
The area allocated for the visual elements must always include the three elementary geometric shapes. However, it can also include up to three photos. In this case, the shapes must be superimposed transparently on the photos or illustrations in the defined order.

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

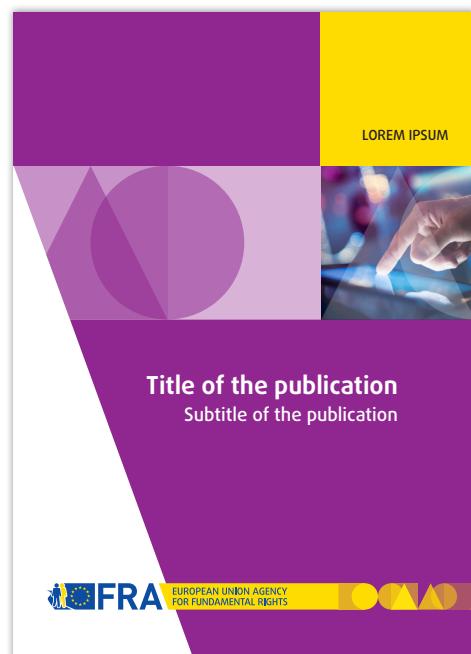
When you use a picture, you should replace the blue by a colour in harmony with the chosen image.

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

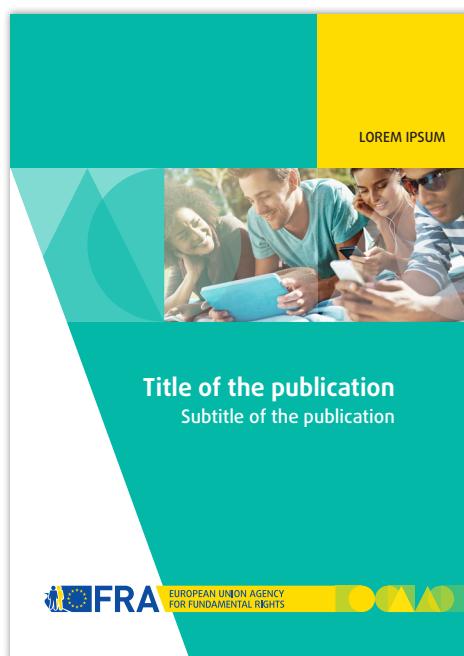
The picture(s) should fit in one, two, or all three, of the squares in which this part is divided. This also means that you may use one, two or three pictures



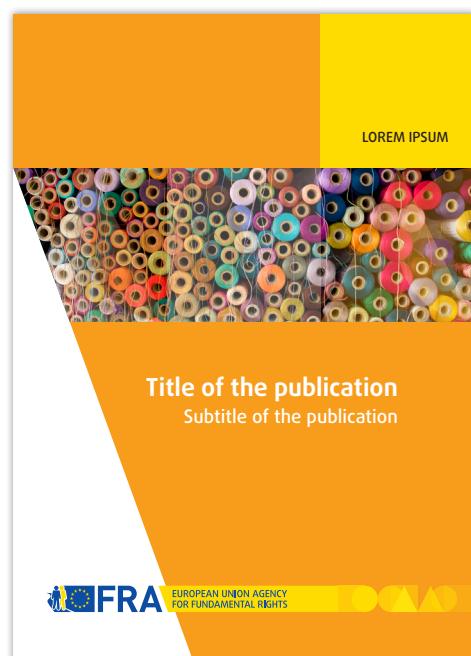
no picture



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



A3 = mm  
A4 = 20 mm  
A5 = mm

## 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.

**FRA**  
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09/2016

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

**Fundamental rights at airports: border checks at five international airports in the European Union**

**Summary**

The Charter of Fundamental Rights of the European Union sets out minimum requirements for the protection of fundamental rights in the context of border checks, the most important of which are human dignity (Article 1), the prohibition of torture and inhuman or degrading treatment or punishment (Article 3), the right to respect for private and family life (Article 7), the protection of personal data (Article 8); the right to asylum and protection in the event of persecution (Article 16), the right to a good administration (Article 41) and non-discrimination (Article 21); the right to a good administration (Article 24); and the right to an effective remedy (Article 47).

International airports are the biggest entry point for third-country nationals into the European Union. In 2014, more than 100 million third-country nationals arrive annually at five of the EU's largest international airports: Charles de Gaulle-Roissy Airport in Paris (France), Rome Fiumicino (Italy), Frankfurt Airport in Frankfurt am Main (Germany), Manchester Airport in Manchester (United Kingdom) and Schiphol Airport in Amsterdam (Netherlands). The European Union Agency for Fundamental Rights (FRA) report on Fundamental rights at airports examines the treatment of third-country nationals during entry checks to the EU at those airports. They focus on the tasks of border guards and aim to give visibility to the fundamental rights issues that emerge in the context of entry checks, which are often based on stereotypes and negative reports result from the FRA project on the treatment of third-country nationals at the EU's external borders (see [FRA Focus 2015](#)).

The majority of the third-country nationals, who are admitted to the EU, although some only after undergoing extended second checks. Others may be in need of international protection and are granted refugee status. Some third-country nationals are rejected after a detailed check of the entry requirements. They may be held in transit or deported. Until all issues are verified, the decision to refuse entry is final and a return flight is available.

**EU Charter of Fundamental Rights**

The EU Charter of Fundamental Rights sets out several rights that are relevant during various stages of entry into the EU, including the right to human dignity, the prohibition of torture and inhuman or degrading treatment or punishment, the right to respect for private and family life, the protection of personal data, the right to asylum and protection in the event of persecution, the right to a good administration, the rights of the child, the right to a good administration, and the right to an effective remedy. Many of these rights are also to be found in the European Convention on Human Rights.

with 1 picture

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05/2016

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

**Implementing the United Nations Convention on the Rights of Persons with Disabilities (CRPD)**

**FRA FOCUS**

An overview of legal reforms in EU Member States

Many people with disabilities often face legal and societal barriers that prevent them from taking part in society fully and fully. The UN Convention on the Rights of Persons with Disabilities (CRPD) has helped galvanise efforts to advance the rights of people with disabilities across the EU since it entered into force in 2008.

A new Focus paper by the EU Agency of Fundamental Rights (FRA) examines how Member States are taking steps to reform their laws and policies to meet their obligations under the CRPD. By bringing together examples of such reforms, it also highlights the adoption of international conventions can drive wide-ranging processes of change at the national level.

**Key facts**

- To date, the CRPD has been ratified by 25 EU Member States and the EU itself.
- The CRPD is driving wide-ranging legislative changes in and across the EU, and this momentum is likely to continue thanks to the convention's in-built monitoring mechanism.
- Despite the lack of EU-wide legislation on equal treatment Directive, some EU countries have extended protection against discrimination on the grounds of disability beyond employment and occupation, the areas already covered by EU law.
- Legal capacity remains one of the areas with the largest number of reforms at the national level linked to CRPD ratification.
- Many Member States are taking steps towards modernising their education systems.
- Legal reforms have also affected legislation on involuntary placement and involuntary treatment with most Member States reforming their legal frameworks before, and after, the CRPD entered into force.
- European and national jurisprudence is increasingly drawing on the CRPD, acting as an additional driver of reform.

**Introduction**

The UN Convention on the Rights of Persons with Disabilities (CRPD) was adopted in December 2006 and entered into force in May 2008.

The convention reaffirms a number of substantive rights for people with disabilities and marks a paradigm shift in how disability is seen as a medical condition to one that sees disability as the effect of the interaction between an individual's impairment and the barriers society creates.

States parties to the convention are obliged to bring their legal frameworks in line with the CRPD's core concepts of self-determination, equality and non-discrimination.

no picture

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09/2016

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

**Violence against women: an EU-wide survey**

**Factsheet**

**Context**

Article 1 of the Charter of Fundamental Rights of the European Union states that human dignity is inviolable; it must be respected and protected. Article 1 guarantees the right to life and Article 3 prohibits torture and of torture and inhuman or degrading treatment or punishment. Article 21 recognises the right to be free from discrimination on grounds of sex, race, ethnicity and Article 47 secures the right to access justice.

**Violence against women** encompasses crimes that disproportionately impact on women, such as sexual assault, rape and domestic violence. It is a violation of women's fundamental rights with regard to life, health and equality. The issue of violence against women stretches beyond those women who are themselves victims, since it affects family members, friends and society. It calls for a critical look at how society and the state respond to this abuse. Measures to fight and prevent violence against women are therefore required at both European Union (EU) and national levels.

Measures at European level that can serve to address violence against women include the EU's Victims' Directive (2012/29/EU) and the Council of Europe Convention on preventing and combating violence against women and their children (Beijing Convention). The EU Victims' Directive (Beijing Convention) is the first legally binding instrument in Europe that requires Member States to take measures to prevent and combat violence against women and their children.

adopted in 2012, establishes minimum standards on the rights, protection and support of victims of crime in the EU, and makes specifically reference to the protection of women and girls. The Convention of sexual violence and victims of violence in a close relationship. The Istanbul Convention, which the Council of Europe adopted in 2011, is the first legally binding instrument in Europe that requires Member States to take measures to prevent and combat violence against women and their children.

**Figure 1: Women experiencing physical and/or sexual violence since the age of 15 and in the 12 months before the interview, EU-28 (%)**

**Figure 1: Women experiencing physical and/or sexual violence since the age of 15 and in the 12 months before the interview, EU-28 (%)**

Category	Percentage
No physical and/or sexual violence since the age of 15	67 %
No violence, but more than 12 months ago	33 %
Yes, experienced in the past 12 months	8 %

Note: Based on all respondents (N = 40 000).  
Source: FRA gender-based violence against women survey data as at 2012.

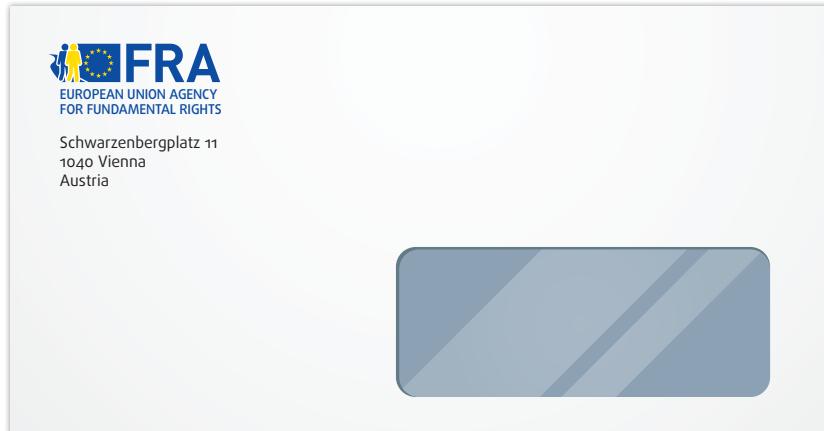
with 1 picture

# Stationary

The letterhead



The envelope



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-PRIC-008-02 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**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.  
Nunc viverra imperdibil enim. Fusce est. Vivamus a tellus.

**CGAM 345**

**1. *Lorem ipsum***  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

**2. *Nunc viverra imperdibil enim.***  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

**3. *Fusce est. Vivamus a tellus.***  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Signed

 MISSION REPORT — European Union Agency for Fundamental Rights

The mission report



The business card



The visitor badge

# PowerPoint presentations



## Some gadgets









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

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[facebook.com/fundamentalrights](http://facebook.com/fundamentalrights)  
[linkedin.com/company/eu-fundamental-rights-agency](http://linkedin.com/company/eu-fundamental-rights-agency)  
[twitter.com/EURightsAgency](http://twitter.com/EURightsAgency)



Publications Office