Visual Identity

European Agency for the operational management of large-scale IT systems in the area of freedom, security and justice
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1. Introduction

The European agency eu-LISA has been established to manage large scale information systems in the Area of freedom, security and justice.

eu-LISA pro-actively supports the implementation of the EU’s asylum, migration and border management policies.

The Agency’s mission is to be dedicated to continuously add value to the EU Member States, supporting through technology their efforts for safer Europe.

The main task of eu-LISA is to fulfill the operational management tasks for the second generation Schengen Information System (SIS II), the Visa Information System (VIS) and Eurodac.

The Visual Identity is constructed around the eu-LISA logo and its corporate colours and shapes.

This manual presents a set of graphic elements and guidelines to be used on all productions, digital and printed and for internal and external audiences.

The use of these guidelines will:

• present a consistent and professional visual message;
• give a recognisable and coherent image to eu-LISA;
• present eu-LISA as a strong, modern and cohesive organisation.
2. Visual Elements

2.1. Logo

eu-LISA logo is developed to be used mainly in full colour version. Despite this the logo has been also developed negative and monochrome versions.

The full colour version of eu-LISA logo

The files for the 4 colours version are:
- eu-LISA_cmyk.ai
- eu-LISA_cmyk.jpg
- eu-LISA_cmyk.png

The black and white version of eu-LISA logo

The files for the black and white version are:
- eu-LISA_bw.ai
- eu-LISA_bw.jpg
- eu-LISA_bw.png

The black and white version of eu-LISA logo

The files for the monochrome and white version are:
- eu-LISA_mono.ai
- eu-LISA_mono.jpg
- eu-LISA_mono.png

The negative version of eu-LISA logo

The files for the negative version are:
- eu-LISA_neg.ai
- eu-LISA_neg.png
2.2. Colours

The colour logo is composed by a gradient going from a 4 colour black to the European Blue and yellow.

The gradient

The gradient goes from:
- 100 % cyan
- 80 % magenta
- 100 % black

To:
- 100 % cyan
- 80 % magenta

Gradient slider on 25%

Yellow

- 20 % magenta
- 100 % yellow

The main brand colour is a dark blue, used for titles and as a background on the cover. It can be replaced or combined with one of colours listed on the next page.

Dark Blue

<table>
<thead>
<tr>
<th>CMYK</th>
<th>Pantone</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 % cyan</td>
<td>PMS 2955</td>
<td>0/56/105</td>
</tr>
<tr>
<td>60 % magenta</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50 % black</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In some titles value a tint of the Dark Blue is used as follows:

50 % of Dark Blue

<table>
<thead>
<tr>
<th>CMYK</th>
<th>Pantone</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 % cyan</td>
<td>50 % of</td>
<td>102/128/169</td>
</tr>
<tr>
<td>30 % magenta</td>
<td>PMS 2955</td>
<td></td>
</tr>
<tr>
<td>25 % black</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Supporting Brand Colours:

<table>
<thead>
<tr>
<th>Color Code</th>
<th>RGB Values</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>C100 M80 Y0 K25</td>
<td>#013b82</td>
</tr>
<tr>
<td>2</td>
<td>C100 M40 Y0 K0</td>
<td>#007dc5</td>
</tr>
<tr>
<td>3</td>
<td>C100 MoYoKoRoG34B239</td>
<td>#00aeef</td>
</tr>
<tr>
<td>4</td>
<td>C100 MoYoKoRoG109B249</td>
<td>#61c2ff</td>
</tr>
<tr>
<td>5</td>
<td>C100 MoYoKoRoG187B220</td>
<td>#b7ddf9</td>
</tr>
<tr>
<td>6</td>
<td>C100 M25 Y0 K0</td>
<td>#00a88e</td>
</tr>
<tr>
<td>7</td>
<td>C100 M50 Y0 K0</td>
<td>#00abbd</td>
</tr>
<tr>
<td>8</td>
<td>C100 M75 Y0 K0</td>
<td>#5bc4bf</td>
</tr>
<tr>
<td>9</td>
<td>C100 M100 Y0 K0</td>
<td>#00a651</td>
</tr>
<tr>
<td>10</td>
<td>C100 M100 Y0 K25</td>
<td>#c7eafb</td>
</tr>
<tr>
<td>11</td>
<td>C100 M120 Y0 K0</td>
<td>#6dcff6</td>
</tr>
<tr>
<td>12</td>
<td>C100 M140 Y0 K0</td>
<td>#c7eafb</td>
</tr>
<tr>
<td>13</td>
<td>C100 M160 Y0 K0</td>
<td>#cfe5ae</td>
</tr>
<tr>
<td>14</td>
<td>C100 M180 Y0 K0</td>
<td>#b9d989</td>
</tr>
<tr>
<td>15</td>
<td>C100 M200 Y0 K0</td>
<td>#bfd730</td>
</tr>
<tr>
<td>16</td>
<td>C100 M220 Y0 K0</td>
<td>#8dc63f</td>
</tr>
<tr>
<td>17</td>
<td>C100 M240 Y0 K0</td>
<td>#50b848</td>
</tr>
<tr>
<td>18</td>
<td>C100 M260 Y0 K0</td>
<td>#92278f</td>
</tr>
<tr>
<td>19</td>
<td>C100 M280 Y0 K0</td>
<td>#bd1a8d</td>
</tr>
<tr>
<td>20</td>
<td>C100 M300 Y0 K0</td>
<td>#ec008c</td>
</tr>
<tr>
<td>21</td>
<td>C100 M320 Y0 K0</td>
<td>#f49ac1</td>
</tr>
<tr>
<td>22</td>
<td>C100 M340 Y0 K0</td>
<td>#fad5e5</td>
</tr>
<tr>
<td>23</td>
<td>C100 M360 Y0 K0</td>
<td>#fbc8b4</td>
</tr>
<tr>
<td>24</td>
<td>C100 M380 Y0 K0</td>
<td>#f58466</td>
</tr>
<tr>
<td>25</td>
<td>C100 M400 Y0 K0</td>
<td>#f58220</td>
</tr>
<tr>
<td>26</td>
<td>C100 M420 Y0 K0</td>
<td>#f58466</td>
</tr>
<tr>
<td>27</td>
<td>C100 M440 Y0 K0</td>
<td>#f58220</td>
</tr>
<tr>
<td>28</td>
<td>C100 M460 Y0 K0</td>
<td>#f49ac1</td>
</tr>
<tr>
<td>29</td>
<td>C100 M480 Y0 K0</td>
<td>#fad5e5</td>
</tr>
<tr>
<td>30</td>
<td>C100 M500 Y0 K0</td>
<td>#fbc8b4</td>
</tr>
<tr>
<td>31</td>
<td>C100 M520 Y0 K0</td>
<td>#f58466</td>
</tr>
<tr>
<td>32</td>
<td>C100 M540 Y0 K0</td>
<td>#f58220</td>
</tr>
<tr>
<td>33</td>
<td>C100 M560 Y0 K0</td>
<td>#f49ac1</td>
</tr>
<tr>
<td>34</td>
<td>C100 M580 Y0 K0</td>
<td>#fad5e5</td>
</tr>
<tr>
<td>35</td>
<td>C100 M600 Y0 K0</td>
<td>#fbc8b4</td>
</tr>
<tr>
<td>36</td>
<td>C100 M620 Y0 K0</td>
<td>#f58466</td>
</tr>
<tr>
<td>37</td>
<td>C100 M640 Y0 K0</td>
<td>#f58220</td>
</tr>
<tr>
<td>38</td>
<td>C100 M660 Y0 K0</td>
<td>#f49ac1</td>
</tr>
<tr>
<td>39</td>
<td>C100 M680 Y0 K0</td>
<td>#fad5e5</td>
</tr>
<tr>
<td>40</td>
<td>C100 M700 Y0 K0</td>
<td>#fbc8b4</td>
</tr>
<tr>
<td>41</td>
<td>C100 M720 Y0 K0</td>
<td>#f58466</td>
</tr>
<tr>
<td>42</td>
<td>C100 M740 Y0 K0</td>
<td>#f58220</td>
</tr>
<tr>
<td>43</td>
<td>C100 M760 Y0 K0</td>
<td>#f49ac1</td>
</tr>
<tr>
<td>44</td>
<td>C100 M780 Y0 K0</td>
<td>#fad5e5</td>
</tr>
<tr>
<td>45</td>
<td>C100 M800 Y0 K0</td>
<td>#fbc8b4</td>
</tr>
<tr>
<td>46</td>
<td>C100 M820 Y0 K0</td>
<td>#f58466</td>
</tr>
<tr>
<td>47</td>
<td>C100 M840 Y0 K0</td>
<td>#f58220</td>
</tr>
<tr>
<td>48</td>
<td>C100 M860 Y0 K0</td>
<td>#f49ac1</td>
</tr>
<tr>
<td>49</td>
<td>C100 M880 Y0 K0</td>
<td>#fad5e5</td>
</tr>
<tr>
<td>50</td>
<td>C100 M900 Y0 K0</td>
<td>#fbc8b4</td>
</tr>
</tbody>
</table>
2.3. Fonts

The font used in the branding is named Corbel. This typography should be used for all documents, text and titles, PowerPoint presentations, letters, etc...

**Corbel**

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ,.:-_+üs%&/=)?'£€
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ,.:-_+üs%&/=)?'£€

And as secondary font Cambria is foreseen. This font has to be used for more formal documents and only for the texts, **never for titles!**

**Cambria**

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ,.:-_+üs%&/=)?'£€
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ,.:-_+üs%&/=)?'£€
3. Products

3.1. Covers

The design of all the covers is based on height of the document divided by 3. There are 4 different possibilities: 2 with the logo at the top, 2 with the logo at the lower side of the page. It is also foreseen the possibility to alternate between photos and color areas.

No title value is given as it depends on the format of the publication and on the length of the title but we suggest to use SHORT titles.

The back cover stays always in dark blue.

Hereby you can find the instructions for implementation.

**Front covers**

A4 format (210 x 197 mm)

---

The files for the cover A4 are:

* coverA4_{X}.ait
* coverA4_{X}.dotx
* coverA4_{X}.idml
* coverA4_{X}.indt

X = for each of the 4 modules a template is given.

* The text distance from the border of the area is 9 mm.

** On modules 3 and 4, when the upper part of the cover is white, the logo, of 18 mm height, has to be placed at 15 mm from the upper side and 30 mm from the right side.
The files for the cover B5 are:
- coverB5_X.ait
- coverB5_X.dotx
- coverB5_X.idml
- coverA4_X.indt

X = for each of the 4 modules a template is given.

* The text distance from the border of the area is 7.5 mm.

** On modules 3 and 4, when the upper part of the cover is white, the logo, of 15 mm height, has to be placed at 12.5 mm from the upper side and 25 mm from the right side.

The files for the cover A5 are:
- coverA5_X.ait
- coverA5_X.dotx
- coverA5_X.idml
- coverA4_X.indt

X = for each of the 4 modules a template is given.

* The text distance from the border of the area is 6.5 mm.

** On modules 3 and 4, when the upper part of the cover is white, the logo, of 13 mm height, has to be placed at 10.5 mm from the upper side and 21 mm from the right side.
Back covers

A4 format (210 x 197 mm)

The files for the back cover A4 are:
- back-coverA4.ai
- coverA4_\textit{X}.dotx
- coverA4_\textit{X}.idml
- coverA4_\textit{X}.indt

\textit{X} = for each of the 4 modules a template is given and the back cover is in the same file as the front cover except for the .ai.

1. Identifiers: Corbel 8 pt.
2. ISBN and its barcode should always be put on a white background.
3. The OP logo is mandatory when the production of the publication is managed by the Publications Office.

The files for the Publications office logo are in the folder ‘op negative logo’. The .ai logos are used in publishing professional applications such as Adobe Illustrator or Adobe InDesign. The .png logos are for Microsoft applications. It is important to use one of these logos as these maintain the transparency in the logo.

For clarification, information and meaning of the various identifiers please refer to this Internet site:
The files for the back cover B5 are:
- back-coverB5.ai
- coverB5_X.dotx
- coverB5_X.idml
- coverB5_X.indt

X = for each of the 4 modules a template is given and the back cover is in the same file as the front cover except for the .ai.

1. Identifiers: Corbel 8 pt.
2. ISBN and its barcode should always be put on a white background.
3. The OP logo is mandatory when the production of the publication is managed by the Publications Office.

The files for the back cover A5 are:
- back-coverA5.ai
- coverA5_X.dotx
- coverA5_X.idml
- coverA5_X.indt

X = for each of the 4 modules a template is given and the back cover is in the same file as the front cover except for the .ai.

1. Identifiers: Corbel 8 pt.
2. ISBN and its barcode should always be put on a white background.
3. The OP logo is mandatory when the production of the publication is managed by the Publications Office.
Visual Identity

European Agency for the operational management of large-scale IT systems in the area of freedom, security and justice
3.2. Posters

Posters are supposed to be used to convey a short and immediate message. It is strongly recommended to use only a few sentences or even only a slogan that any professional can layout for you.

For posters the modular system will be exactly the same as for the covers with 4 different possibilities: 2 with the logo at the top, 2 with the logo at the lower side of the page, plus the possibility to switch between photos and color areas.

If you use pictures, please avoid photomontage and use only ONE picture to have a clear and immediate message.

Hereby you can find the instructions to rebuild the poster in A1 format which is one of the most used. If you need to provide A0 or A2 format you need only to increase or decrease the dimensions proportionally.

Posters without images

A1 format (594 x 841 mm)

The files for the cover A1 are:

- posterA1_ X.ait
- posterA1_ X.idml
- posterA1_ X.indt

X = for each of the 4 modules a template is given.

No template .dotx is given as Word is not an appropriate application for posters.

* The text distance from the border of the area is 25 mm.

** On modules 3 and 4, when the upper part of the poster is white, the logo, of 50 mm height, has to be placed at 42.5 mm from the upper side and 85 mm from the right side.
IT systems for your security!

Join us!

Where? In Tallinn
When? 25 August 2014
3.3 CD and DVD

**CDs and DVDs without images**

**Carton sleeve (125 x 125 mm)**

The files for the CD/DVD carton sleeves are:

- cd-dvd_carton_125x125_X.ai
- cd-dvd_carton_125x125_X.idml
- cd-dvd_carton_125x125_X.indt

X = for each of the 4 modules a template is given

No template .dotx is given

1. Identifiers: Corbel 8 pt.
2. ISBN and its barcode should always be put on a white background.
3. The OP logo is mandatory when the production of the publication is managed by the Publications Office.

* The text distance from the border of the area is 5.5 mm.

** On modules 3 and 4, when the upper part of the carton sleeve cover is white, the logo, of 11 mm height, has to be placed at 9 mm from the upper side and 18 mm from the right side.
The files for the DVD case inserts are:
• dvd_insert_130x184_.ait
• dvd_insert_130x184_.idml
• dvd_insert_130x184_.indt

X = for each of the 4 modules a template is given
No template .dotx is given

1. Identifiers: Corbel 8 pt.
2. ISBN and its barcode should always be put on a white background.
3. The OP logo is mandatory when the production of the publication is managed by the Publications Office.

* The text distance from the border of the area is 5.5 mm.

** On modules 3 and 4, when the upper part of the cover is white, the logo, of 11 mm height, has to be placed at 9 mm from the upper side and 18.75 mm from the right side.
The files for the CD/DVD inlay are:
- cd-dvd_inlay.ai
- cd-dvd_inlay.idml
- cd-dvd_inlay.indt

No template .dotx is given.

1. Identifiers: Corbel 8 pt.
2. ISBN and its barcode should always be put on a white background.
3. The OP logo is mandatory when the production of the publication is managed by the Publications Office.

The files for the CD/DVD leaflet are:
- cd-dvd_leaflet_120x120_\(X\).ai
- cd-dvd_leaflet_120x120_\(X\).idml
- cd-dvd_leaflet_120x120_\(X\).indt

\(X\) = for each of the 4 modules a template is given
No template .dotx is given.

* The text distance from the border of the area is 5.5 mm.
** On modules 3 and 4, when the upper part of the leaflet cover is white, the logo, of 10 mm height, has to be placed at 8 mm from the upper side and 17.25 mm from the right side.

The files for the CD/DVD label are:
- cd-dvd_label_\(X\).ai
- cd-dvd_label_\(X\).idml
- cd-dvd_label_\(X\).indt

\(X\) = for each of the 4 modules a template is given
No template .dotx is given.

* Text distance from the border of the area (3 mm)
** On module 1 and 2, when the lower part of the label is white, the logo, of 8 mm height, has to be placed 3 mm from the upper border of the white area, but on module 3 and 4, when the upper part of the label is white, the logo, of 8 mm height, has to be placed 3 mm from the lower border of the white area.

1. Identifiers and Copyright mention: Corbel 6 pt
3.4. Margins for inside pages

<table>
<thead>
<tr>
<th>Format</th>
<th>Top</th>
<th>Bottom</th>
<th>Inside</th>
<th>Outside</th>
<th>Folio + running title</th>
<th>Gutter</th>
</tr>
</thead>
<tbody>
<tr>
<td>A4</td>
<td>25 mm</td>
<td>20 mm</td>
<td>25 mm</td>
<td>25 mm</td>
<td>15 mm</td>
<td>6 mm</td>
</tr>
<tr>
<td>B5</td>
<td>25 mm</td>
<td>18 mm</td>
<td>22 mm</td>
<td>22 mm</td>
<td>15 mm</td>
<td>-</td>
</tr>
<tr>
<td>A5</td>
<td>25 mm</td>
<td>15 mm</td>
<td>18 mm</td>
<td>18 mm</td>
<td>15 mm</td>
<td></td>
</tr>
</tbody>
</table>

**A4 format (210 x 197 mm)**

**B5 format (176 x 250 mm)**

**A5 format (148 x 210 mm)**
3.5. Inside pages sample

A4 format (21 x 29.7 cm)

Please find hereby a list of styles that you find also in the templates.

When you prepare a publication in Word edit your text with the styles and with the templates that are provided.

If your publication is a more complex one than a general public communication item, ask a professional to prepare it.

The names in dark blue are the names they appear in the templates.

The files for the inside pages are:
- textpp_A4.dotx
- textpp_A4.idml
- textpp_A4.indt
- textpp_B5.dotx
- textpp_B5.idml
- textpp_B5.indt
- textpp_A5.dotx
- textpp_A5.idml
Cus ullam as nistesseque aestem volosatus sim andamand voloset

Un core quest, ur gilt; id esse distincti. Europ. ut distincti id esse distincti. Europ. em, on distincti id esse distincti. Europ. conv, on distincti id esse distincti. Europ. conv.


Lentian imolari alimi aut in et officimos.

Et voluptatem, per alius esse distincti. Europ. sequo non esse distincti. Europ. est, on distincti id esse distincti. Europ. conv. conv. id esse distincti. Europ. conv.

Further preparations needed before the Agency can enter into operations

Audit a rehentie, omnis mod ad et rem qua as voluptate, explicit.}

Pra iniam, quas ait et as, volentes esse distincti. Europ. sint, on distincti id esse distincti. Europ. conv. conv. id esse distincti. Europ. conv.
3.6. Folders

Folder Format (215 x 300 cm)

The files for the CD/DVD carton sleeves are:
- cd-dvd_carton 125x125_X.ait
- cd-dvd_carton 125x125_X.idml
- cd-dvd_carton 125x125_X.indt

X = for each of the 4 modules a template is given

No template .dotx is given

1. Identifiers: Corbel 8 pt.
2. ISBN and its barcode should always be put on a white background.
3. The OP logo is mandatory when the production of the publication is managed by the Publications Office.
4. Signature of the agency: Corbel 8 pt

* The text distance from the border of the area is 5.5 mm.
** On modules 3 and 4, when the upper part of the carton sleeve cover is white, the logo, of 18 mm heightt, has to be placed at 15 mm from the upper side and 30 mm from the right side.
Visual Identity

European Agency for the operational management of large-scale IT systems in the area of freedom, security and justice

EU Agency for large-scale IT systems
4. PowerPoints

The typeface used for the PowerPoint presentation is always Corbel, please respect the styles given in the templates.

Make sure that the text is easily readable once projected, so try to avoid too much text on one slide. Use some effective and short sentences and give explanations orally. Don’t give the impression that you are simply reading the slide.

Avoid animations. They are funny but usually too long and cutting the concentration.

You can find templates for 2 types of slides:
1. with dark background,
2. with white background.

Slides with dark background are much more readable when projected than the ones on a light background especially if the room is not completely dark.

The files for the PowerPoint presentations are:
• pp_whiteback.potx
• pp_bluebackw.pptx
5. Stationery

For the letterheads 2 different versions are provided. One, more formal, in colour and one in black and white, more suited to simple desktop printer.

The typeface is always Corbel, please respect the styles given in the templates.

For the business card only an Indesign file is prepared as they require professional printing.

The files for the letters are:
- eu-LISA_letterhead_bw.dotx
- eu-LISA_letterhead_4c.dotx

The files for the Business cards:
- eu-LISA_business card.indt
- eu-LISA_business card.idml
6. Gadgets

These are some samples for gadgets. No template is prepared for them as they should be adapted to the chosen form and prepared by professionals.
7. Don’ts

Don’t use the colour version of the logo on a background.

Don’t distort the logo! Reduce it or increase it proportionally.

Use only Corbel, or in formal letter also Cambria!

Verdana
Times New Roman
Arial