



# CORPORATE IDENTITY MANUAL



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Graphic concept: media consulta Advertising,  
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Information about the  
European Data Protection Board (EDPB)  
can be found at  
<http://www.edpb.europa.eu>

## THE EDPB LOGO

The main idea behind the concept of the logo is a shape composed by multiple cells forming a circle. It symbolizes cooperation between parties to form one single entity (the main circle). Its appearance is also a visual reference to data (data cells).

The small letters are an acronym for „European Data Protection Board“.



The European flag is not only the symbol of the European Union but also of Europe's unity and identity in a wider sense. The circle of gold stars represents solidarity and harmony between the people of Europe.

The number of stars has nothing to do with the number of Member States. There are 12 stars because the number 12 is traditionally the symbol of perfection, completeness and unity. The flag therefore remains unchanged regardless of EU enlargements.



# European Data Protection Board





The bubble swing symbolizes cooperation between parties to form one single entity (the main circle).

## COLOURS

The EDPB logo uses four colours. The standard colours of the European flag (blue and yellow) and light blue and grey for the logotype.

Always use the correct colour specifications:

- for printing (CMYK/PANTONE)
- for in-screen display (RGB) and
- for web (Hexadecimal).

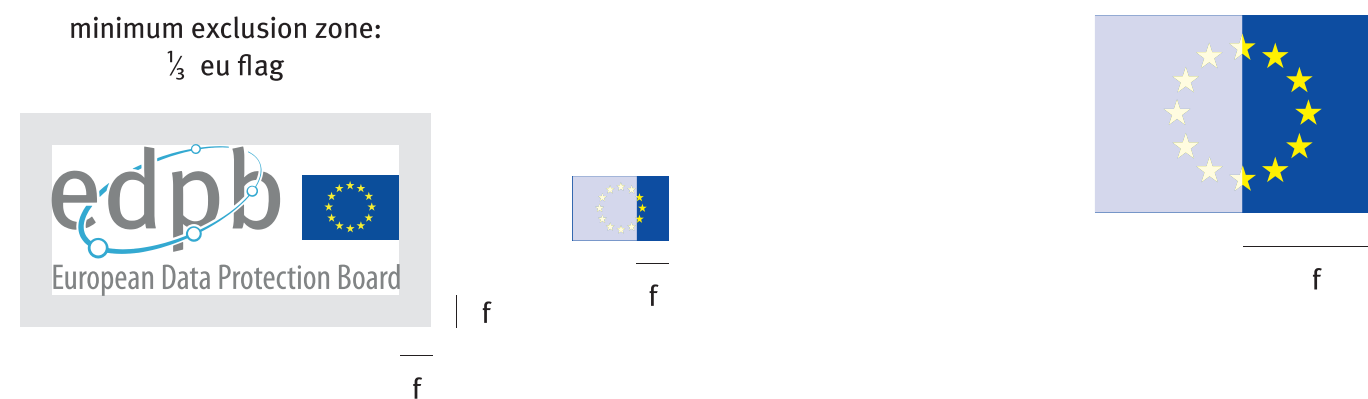
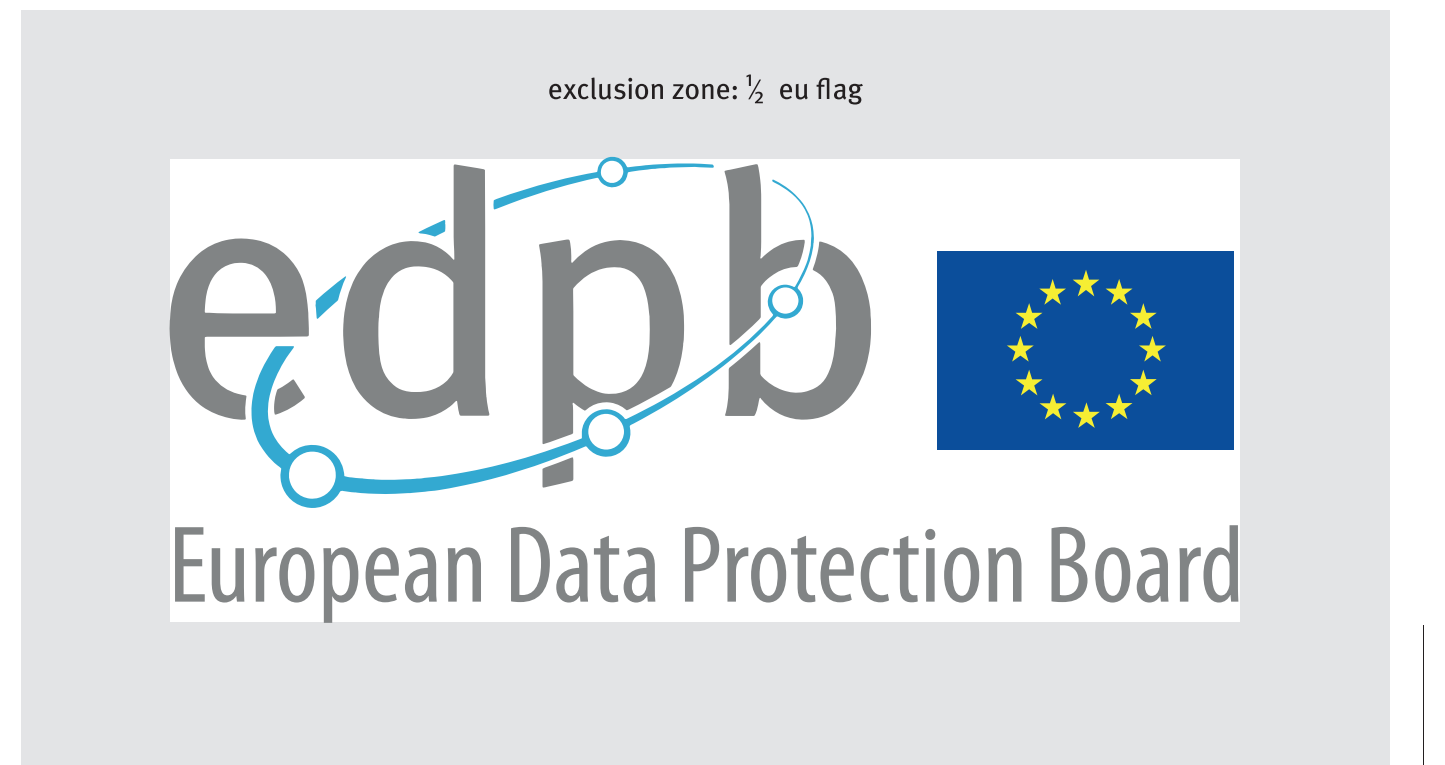
				
CMYK	C 70 M 15 Y 9 K 0	C 0 M 0 Y 0 K 45	C 100 M 80 Y 0 K 0	C 0 M 0 Y 100 K 0
Pantone	Pantone 298 C	Pantone 877 C	Pantone Reflex Blue C	Pantone 102 C
RGB	R 60 G 168 B 211	R 140 G 140 B 140	R 0 G 68 B 148	R 255 G 237 B 0
Web	#3ca8d3	#8c8c8c	#004994	#ffed00

### EXCLUSION ZONE

It is important to leave a clear space (exclusion zone) around the logo so that it does not appear hemmed in by other content. To optimize the impact of the logo, a minimum space around the logo needs to remain blank. No text, image or graphic element may enter this exclusion space. The size of the minimum blank space equals half of the width of the EU flag (f).

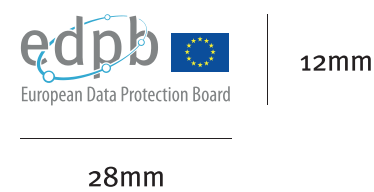
### FILE FORMATS

The logo should always be used in a format like Illustrator (ai), EPS, TIFF or high resolution JPG to guarantee the readability, recognisability and look of the logo.



### MINIMUM SIZE

The logo must never be reproduced at sizes less than 28mm in width. This is the absolute minimum necessary to ensure that the logo is readable.



**PERMITTED USE OF THE LOGO**

As a general rule, four-colour (CMYK) versions of the logo should be used for printed materials.

The coloured logo is allowed to be on coloured backgrounds, but the background is not allowed to be in one of the colours of the logo. A contrast between logo and background that makes the logo clearly visible must be guaranteed.

Versions are also available for when the printing process to be used is limited to one or two colours.

Reversed-out versions exist for use in materials where the logo appears on a dark-coloured background or a background that contains imagery.

**POSITIVE LOGO-VERSION**

The monochrome version should be applied to blank or light coloured backgrounds.

**NEGATIVE LOGO-VERSION**

The negative versions should be applied to black or dark coloured backgrounds.



## PROHIBITED USE OF THE LOGO

To ensure proper and consistent application of the logo, always use an original, agency-approved logo file and respect the following rules to avoid misuse:

- Do not use the logo on a mixed-tone background
- Do not use the logo on a colour background that mismatches the colours of the logo
- Do not use the logo on a background with a similar tone/shade/hue to the colours of the logo
- Do not change the shading/tone/hues of the colour logo or the monochromatic colour logo
- Do not use the logo on a complex photo background
- It is forbidden to edit any part of the logo or resize individual parts of the logo



### PRIMARY FONT

#### Myriad Pro Condensed

The typography used in the agency's communications materials is an essential component of its visual identity. Correct and consistent application of the typographic conventions set out here helps to improve the coherence of the agency's materials.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 # ! \$ % & / ( ) ?

### SECONDARY FONT

#### Calibri

Calibri is designated as the typeface to be used in electronic media, since it is part of virtually every operating system.

Calibri is a humanist sans-serif typeface designed by Lucas de Groot for Microsoft.

In Microsoft Office 2007, it replaced Times New Roman as the default typeface in Word and replaced Arial as the default typeface in PowerPoint, Excel, Outlook, and WordPad. It is the default typeface in Microsoft Office 2010.

The typeface includes characters from the Latin, Latin Extended, Greek and Cyrillic scripts.

#### Calibri Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 # ! \$ % & / ( ) ?

#### Calibri Regular Italic

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 0 # ! \$ % & / ( ) ?*

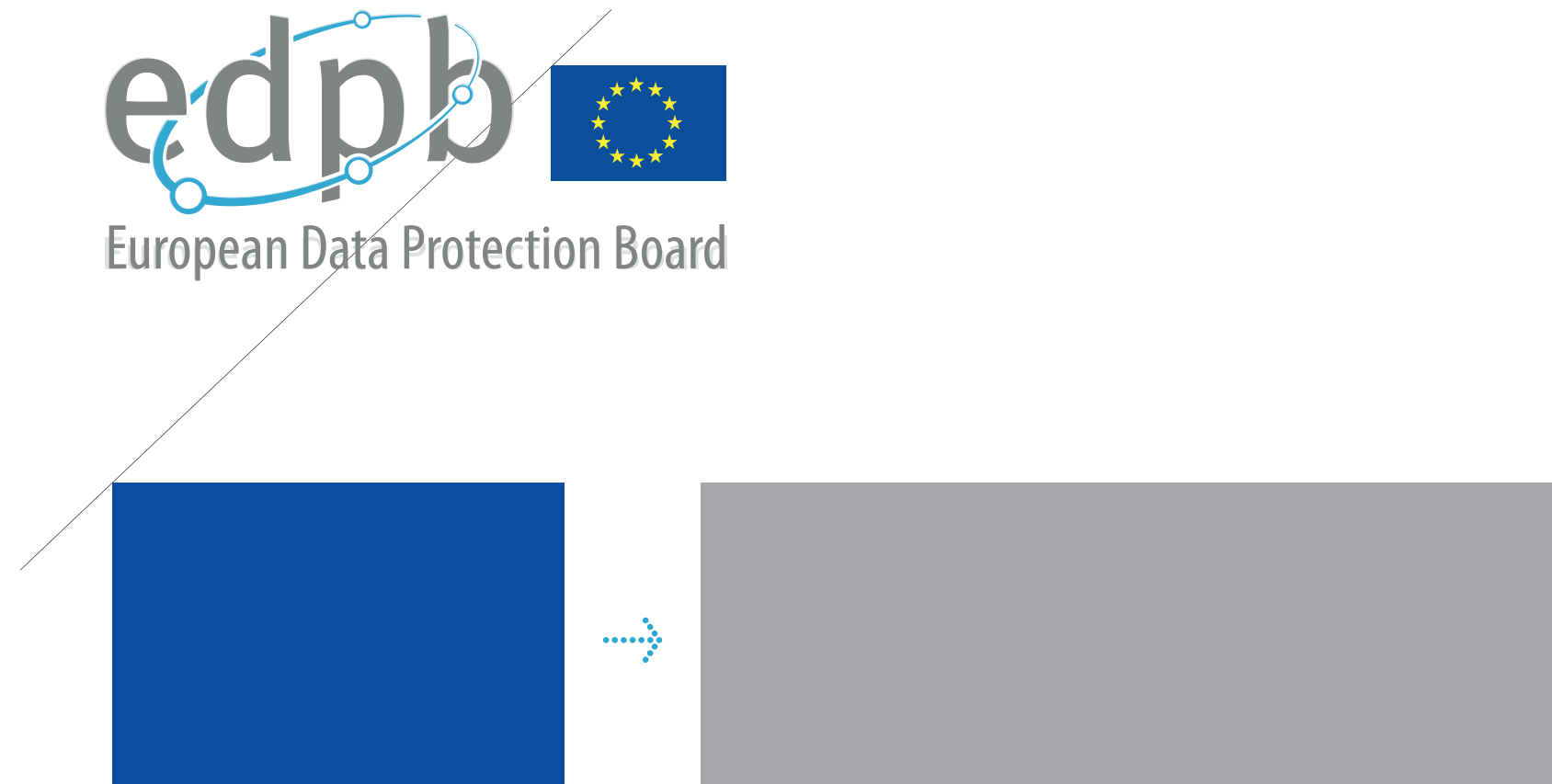
#### Calibri Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 # ! \$ % & / ( ) ?**

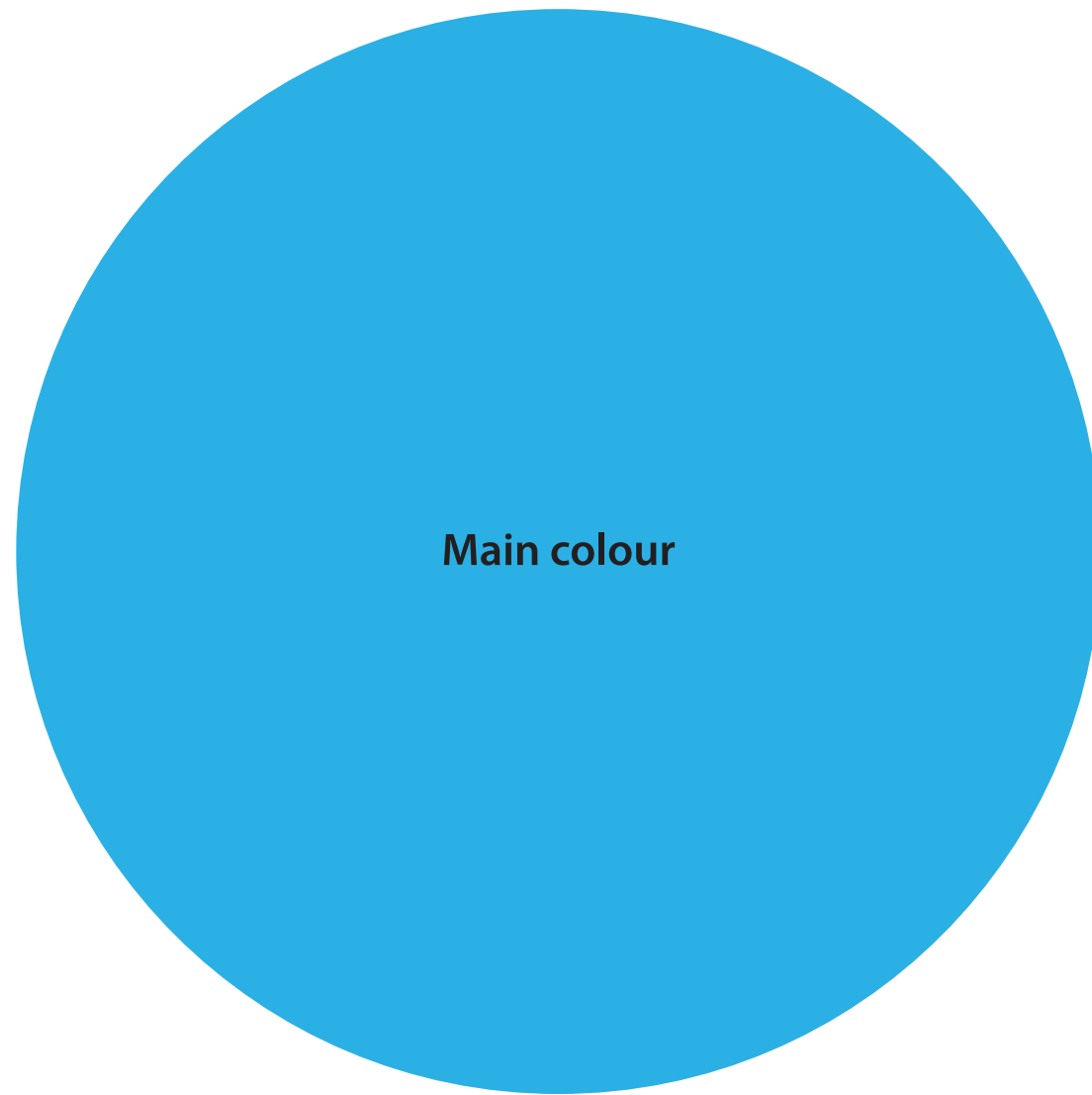
### TITLE BOX

The form of the title box is based on the format of the EU-flag and is used to emphasise headlines, sub-headlines and titles. The text box is used to guarantee a contrast between the background and the text box. The texts always have a exclusion zone, which is  $\frac{1}{8}$  th of the height of the box. The headline is always centered vertically between the texts.

The colour of the title box must always show a sufficient contrast with the background using the primary colours of the logo. Therefore, the colour of the font in the box should be adapted depending on the background to guarantee readability.

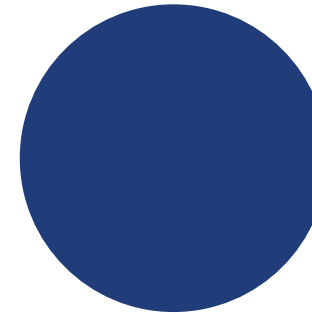




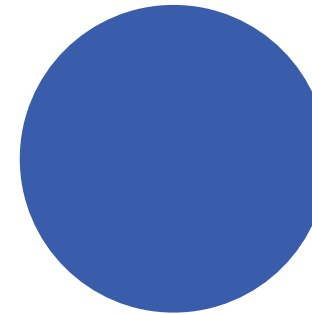


CMYK 68 11 0 0  
RGB 64 176 229  
#40B0E5

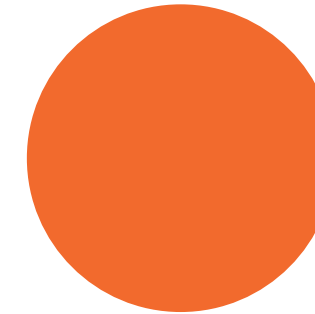
CMYK 100 88 24 9  
RGB 36 53 114  
#243572



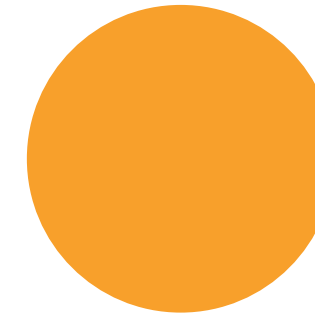
CMYK 84 69 0 0  
RGB 67 85 162  
#4355A2



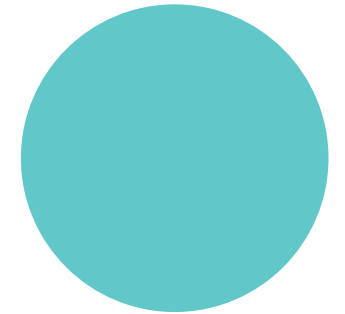
CMYK 0 72 92 0  
RGB 235 98 33  
#E86221



CMYK 0 43 93 0  
RGB 246 161 25  
#F6A119



CMYK 57 0 24 0  
RGB 112 197 202  
#70C5CA



CMYK 1 17 51 0  
RGB 253 217 145  
#FDD991

