

April 2021

# EUSPA Visual Identity Kit





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# The logo

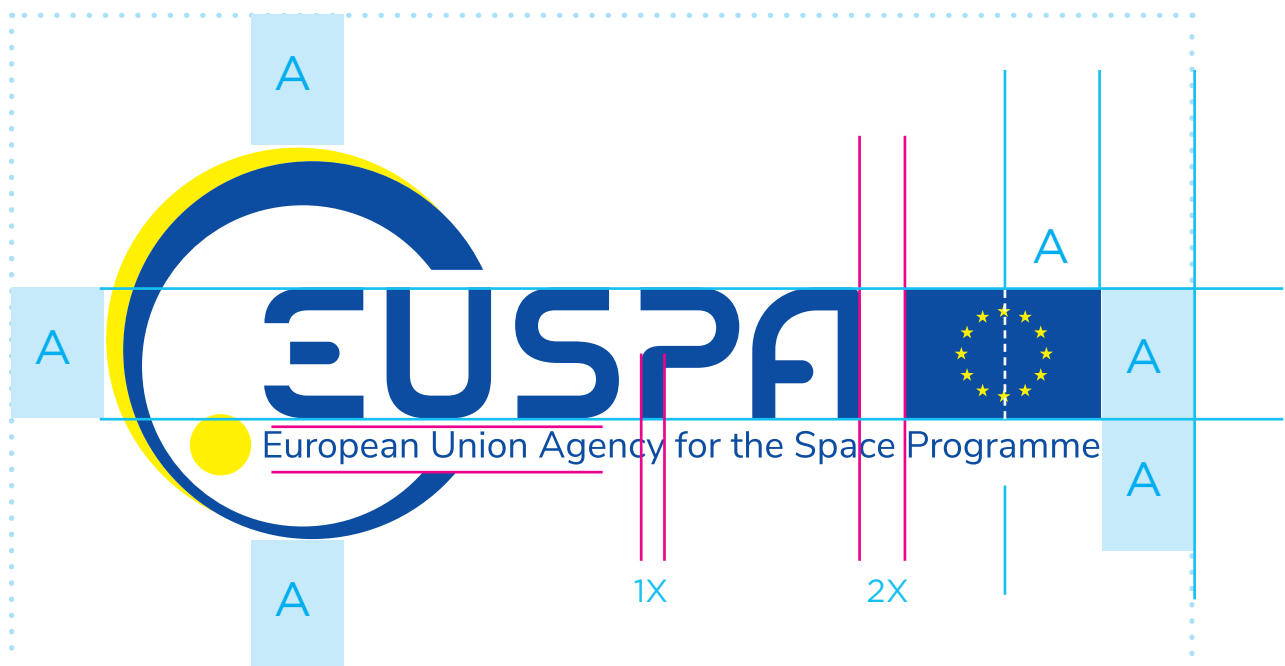
A

## The Concept


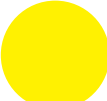
- 1) The acronym uses a unique font exclusive to EUSPA, inspired by modern fonts related to technology and space. EUSPA is innovation.
- 2) The EU flag is part of the logo, underlining the European nature of the institution. The colours of the logo correspond to the colours of the EU flag. EUSPA is European.
- 3) The colours of the new design have been adapted to harmonize with the logos of the other European institutions.
- 4) The acronym is preceded by circular shapes of different sizes that reference our planet, sunrise, orbits, movement, perspective, etc. EUSPA is dynamic.
- 5) The logo is configured as a solid horizontal bloc that denotes strength and lightness. EUSPA is reliable.



## B | LOGO composition and colours

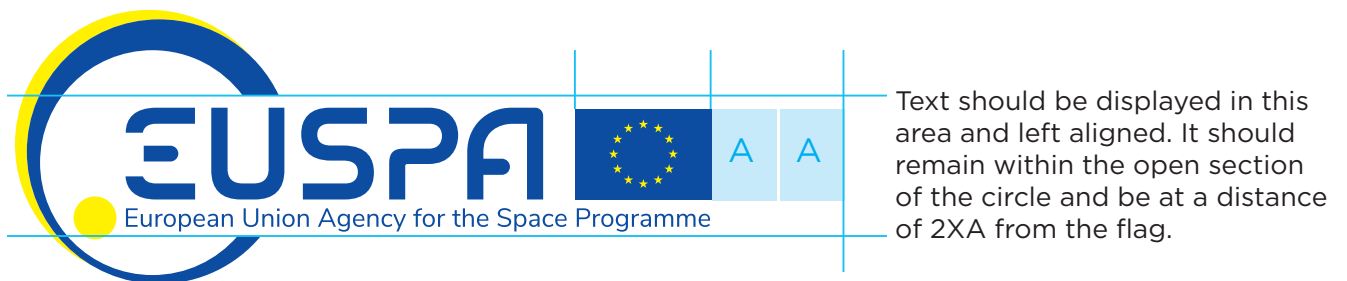


The dotted line refers to the protection area where no text can be displayed.

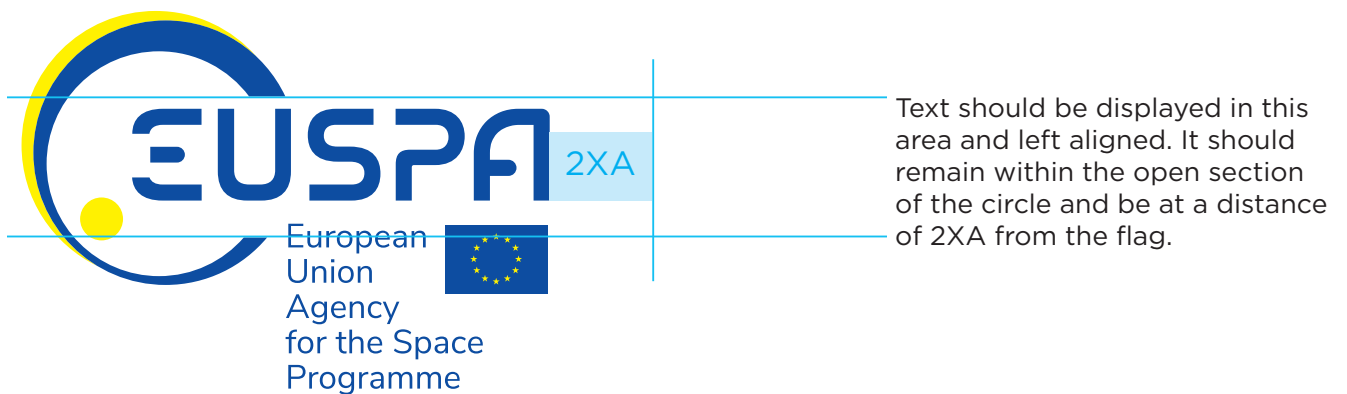
	C	M	Y	B	PMS	R	G	B	hexadecimal
	100	80	0	0	Reflex Blue	0	58	148	#004494
	0	0	100	0	Yellow	255	237	0	#FFF100

If you want to add text on the right-hand side of the logo it should follow this rule:

#### THE HORIZONTAL VERSION



#### THE VERTICAL VERSION



## c | Versions

The logo should be displayed preferably on a monochrome background.

BASIC VERSION  
Full colour positive



BASIC VERSION  
Full colour negative



Note that the stroke is inside the rectangle!





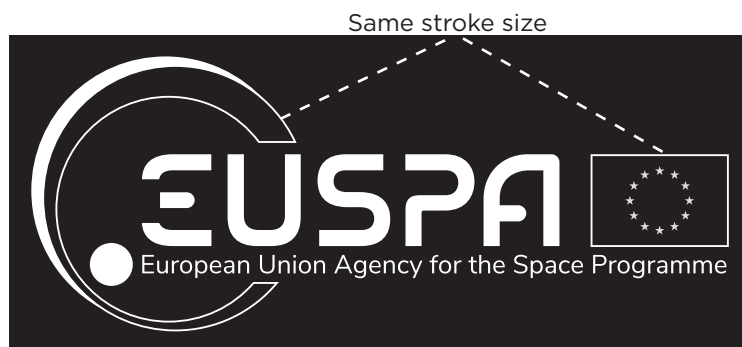
BASIC VERSION  
Monochrome positive



This monochrome version can be displayed either in

- Black
  - Reflex Blue
  - Cool Grey
- on a light background

BASIC VERSION  
Monochrome negative



## THE VERTICAL VERSION

A more square version is available to be displayed on spaces that favor square or vertical representations of images.

This version has been created to meet specific architectures, web, etc...

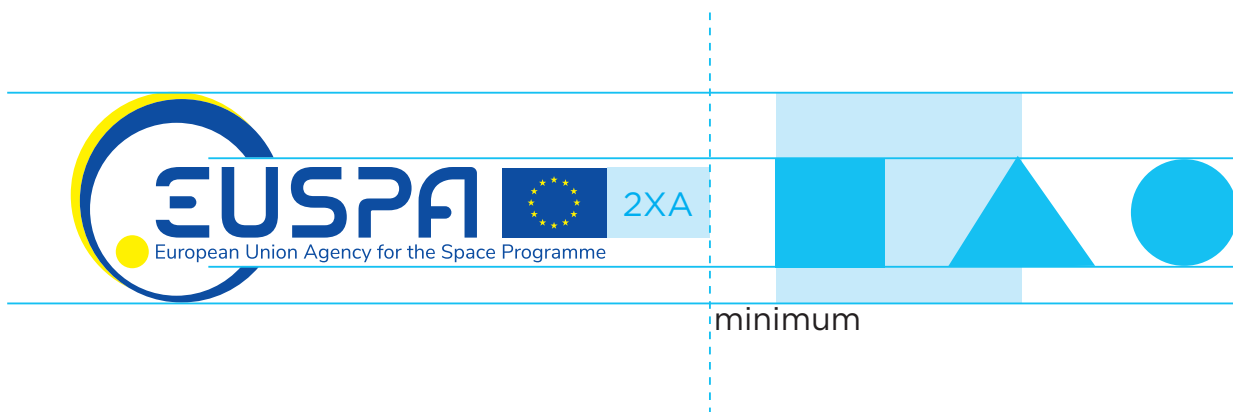


Nunito Sans Regular

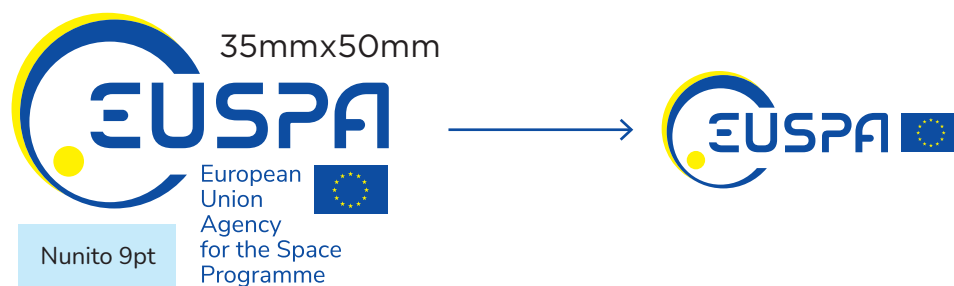


## CO-EDITION

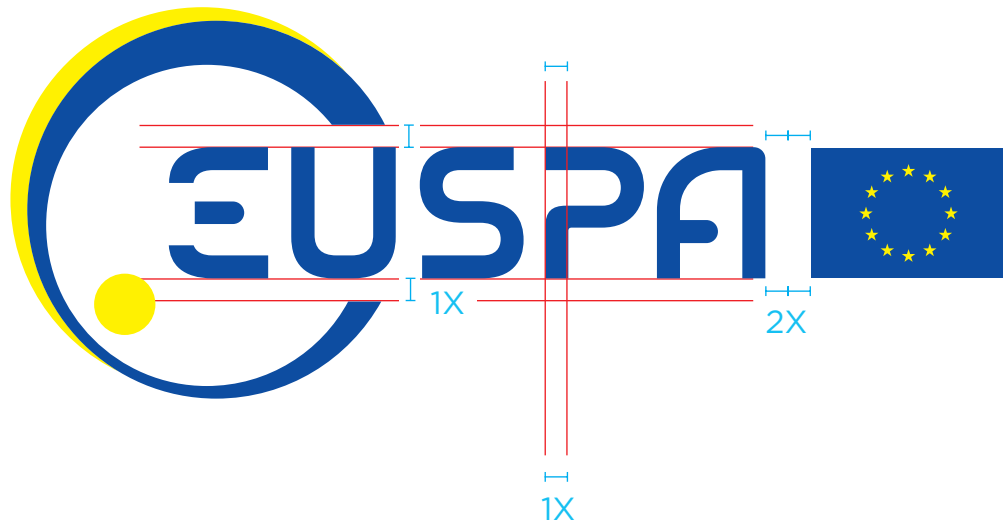
When publishing a co-edition, other logos may need to be displayed next to the EUSPA logo. If this is the case, the EUSPA logo keeps its original position to remain compliant with the graphical style guide. The logos to be added will be aligned and vertically centred with the EUSPA logo.



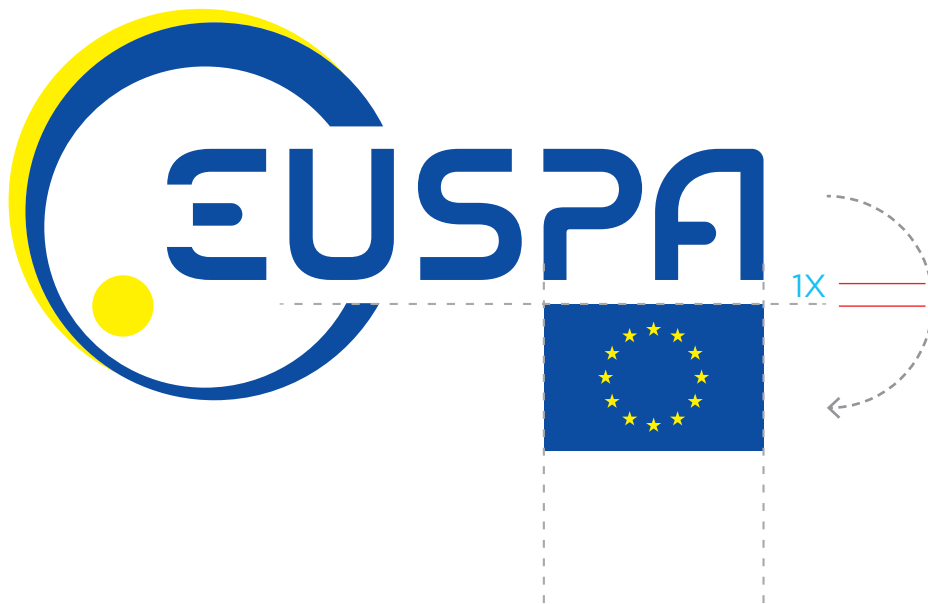
## Minimum size with text



WITHOUT TAGLINE  
Horizontal



WITHOUT TAGLINE  
Vertical



## D | Don'ts

Don't change the colours.



Don't change the flag's position.



Don't write text in the protection area.



Don't change the flag size.



