



ENISA logo

The original ENISA logo is retained throughout the new corporate identity. This manual proposal shows its application in all the new communication materials developed as a brand identity refresh and unification.



The ENISA logo is generally accompanied by two other elements: the EU flag and the tag-line (The EU Cybersecurity Agency). Together these 3 logo elements constitute the main marque of the ENISA brand for all communication materials.



THE EU CYBERSECURITY AGENCY

The ENISA logo may be used together with the tag-line and EU flag as a compact unit when providing the logo to a third party for placement on communication materials. Otherwise, when used by ENISA or ENISA's graphic design contractor, the 3 logo elements are applied to various materials according to the prescribed use.



THE EU CYBERSECURITY AGENCY

aligned center left

THE EU CYBERSECURITY AGENCY



aligned center right



THE EU CYBERSECURITY AGENCY

aligned bottom left



THE EU CYBERSECURITY AGENCY

aligned bottom right



THE EU
CYBERSECURITY
AGENCY

aligned bottom right in 3 lines

Placement of EU flag and tag-line

There are 5 different possible compositions of the EU flag and the tag-line as shown on this page. When applying these elements to various materials it is important to choose the most suitable composition and size in respect to the logo and space provided.

Logo construction

The ENISA logo is constructed in a specific way and is unalterable. The diagram on top indicates exact proportios of the logo.

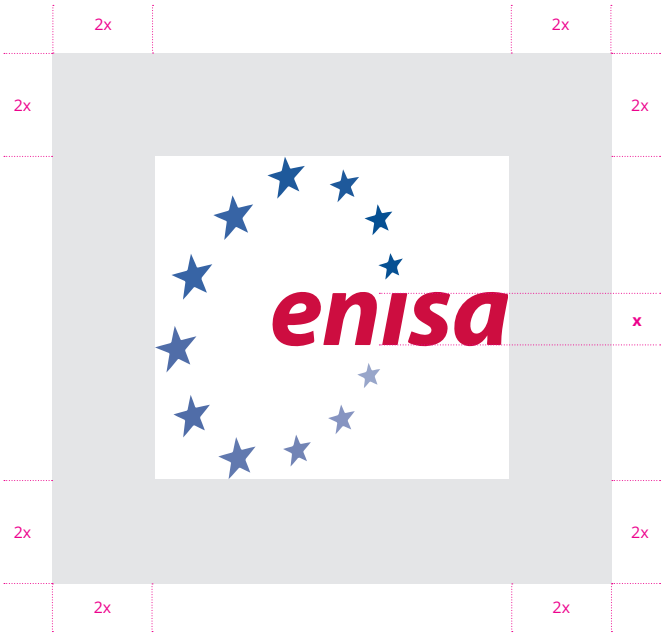


Logo safety zones

Shown here below the construction diagram is the specification of the ‘safety zones’ (protection areas) around the ENISA logo.

These zones show the amount of clear space required around the logo and upon which no other graphic element can infringe (e.g. typography, motif, photograph, page bleed).

The logo must be placed in such a way as to maintain an overall uncluttered and airy layout. The only exception to this rule relates to business cards. Due to the very limited space on these cards, the logo safety zones can be waived.



recommended safety zone



minimum safety zone



recommended size for A4 publications



recommended size for 210 × 210 mm publications



minimum size



minimum size

Logo size variations

The ENISA logo can be used in various sizes as shown in the course of this manual.

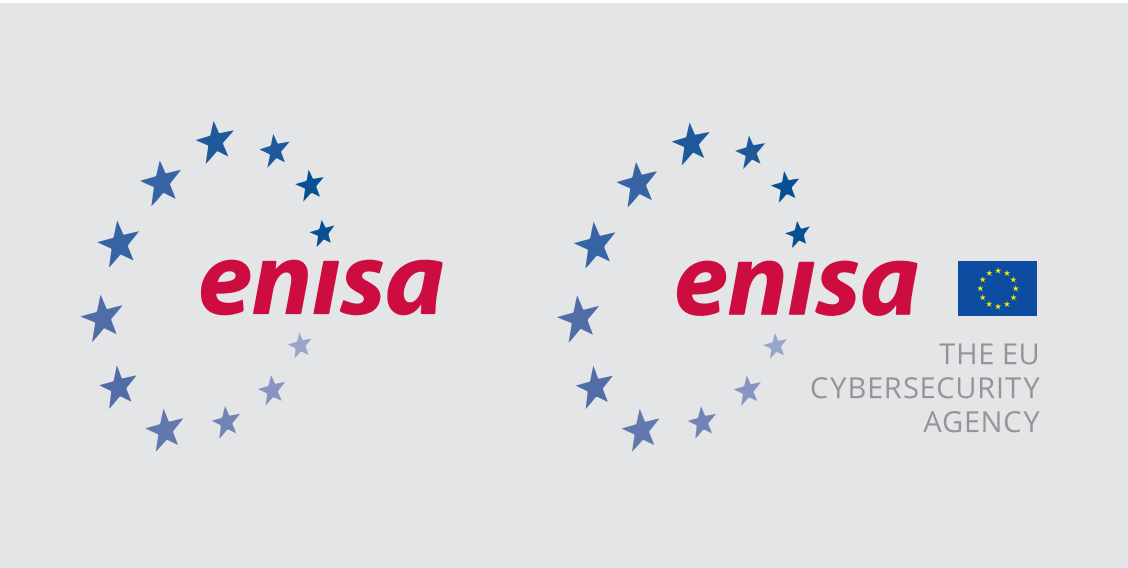
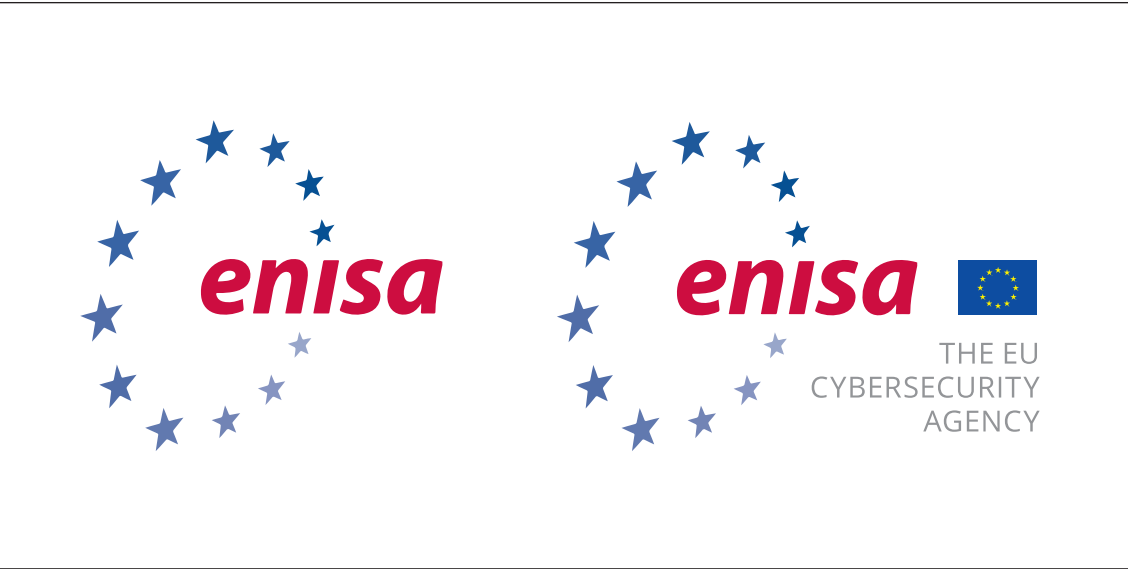
The standard recommended size for A4 publications is 30 mm in height, while for 210 × 210 mm publications it is 26 mm.

The minimum size is 10 mm in height when used on printed and digital materials (e.g. business cards).

The minimum size of the logo with EU flag and tag-line is 42 mm in height. This is due to the minimum size of the EU flag, which is limited to 10 mm width.

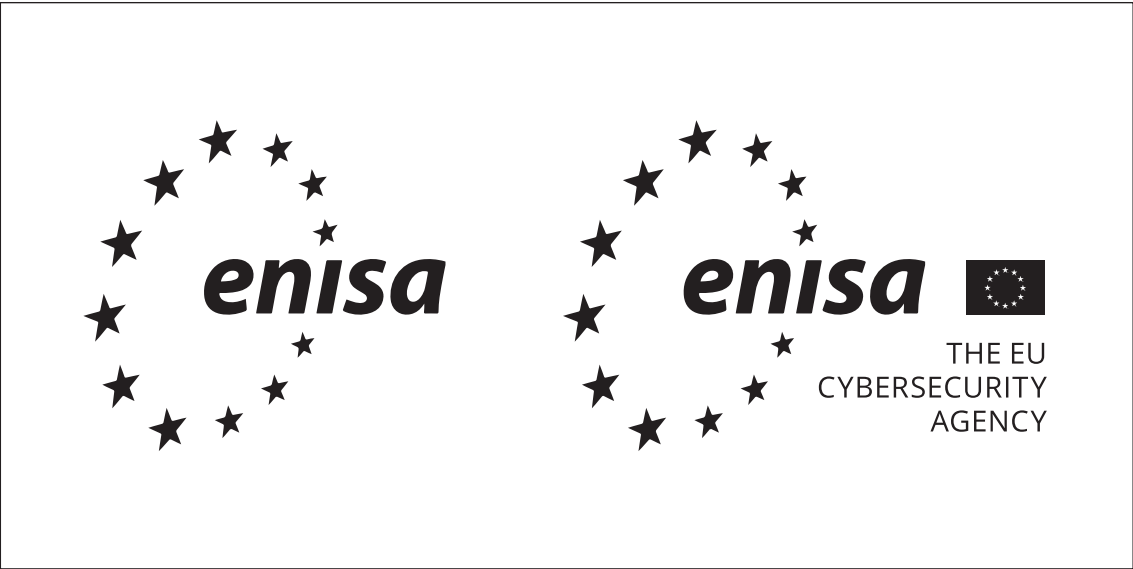
It is important that the logo won't be used below the recommended minimum sizes.

DO ✓



Colour positive version

The full-colour ENISA logo is placed primarily on a white background or ENISA Grey 11 background (see Corporate colours section).



Black



Black



ENISA Blue 2017

DO ✓

One colour versions

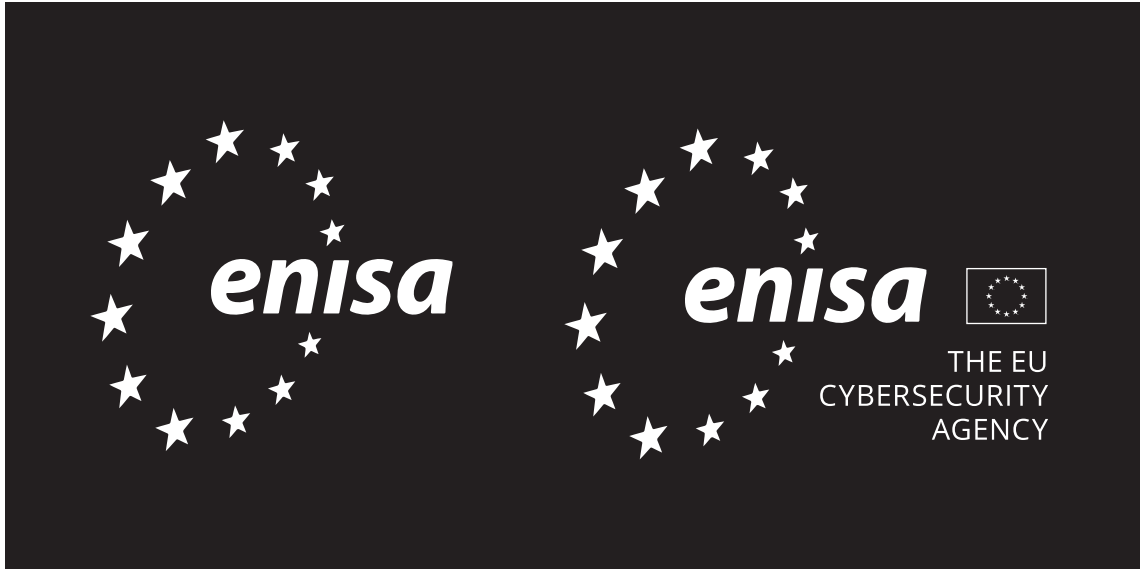
The one-colour versions are designed for use on white and a light backgrounds.

1.10 IDENTITY | Correct use of logo on backgrounds

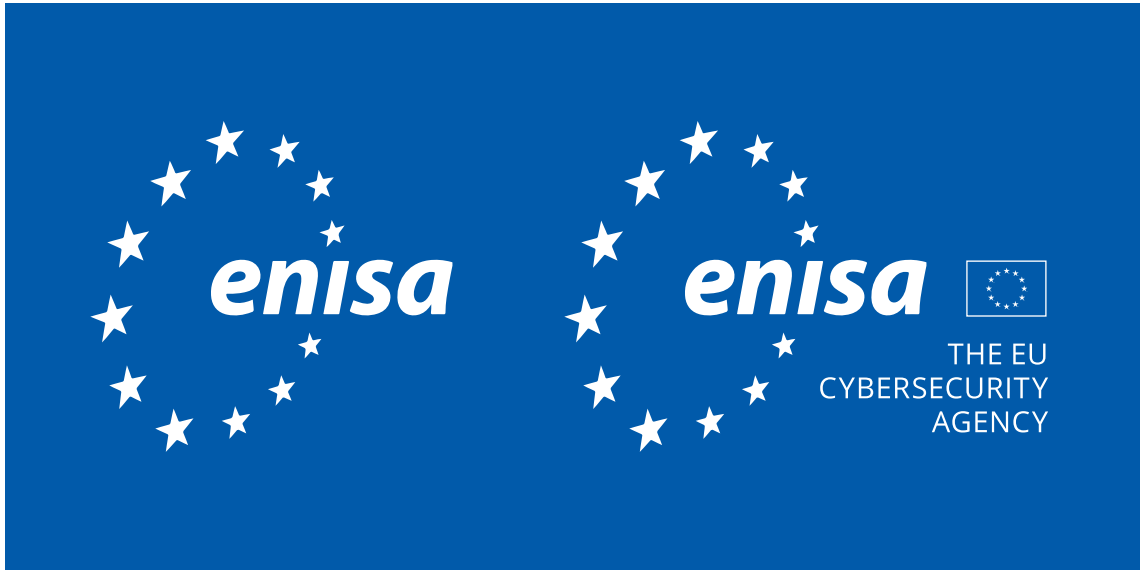


White version

The White version is designed for use on the ENISA corporate colours (see Corporate colours section).

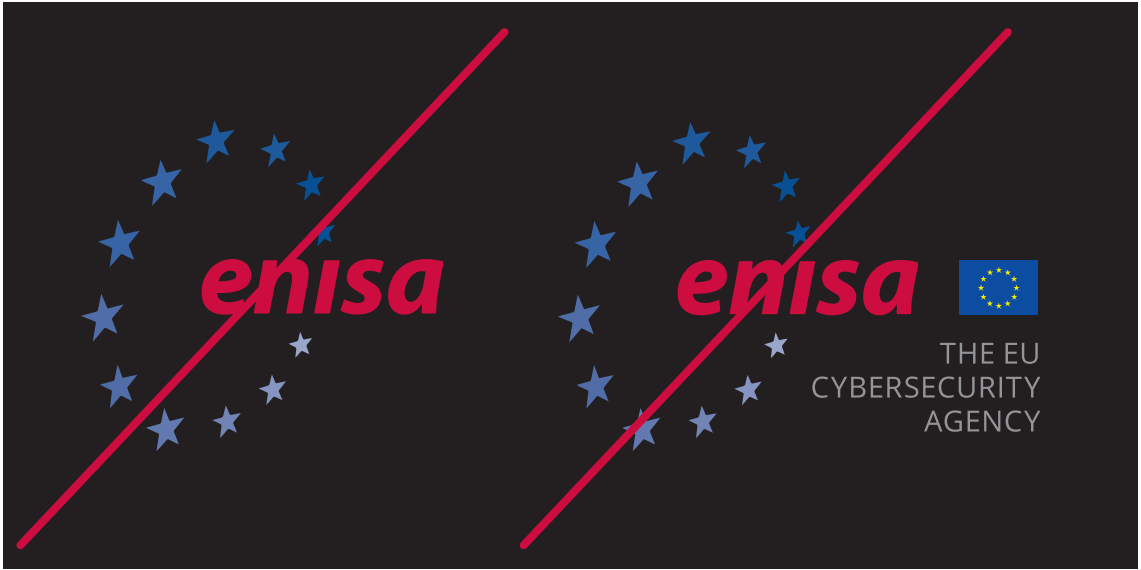


Black

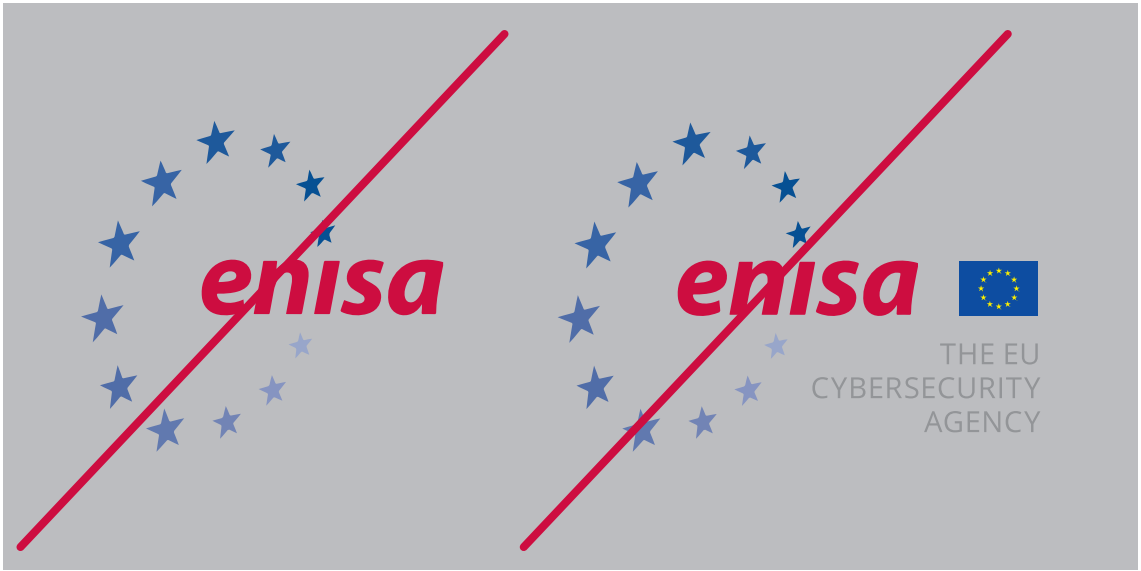


ENISA Blue 2017

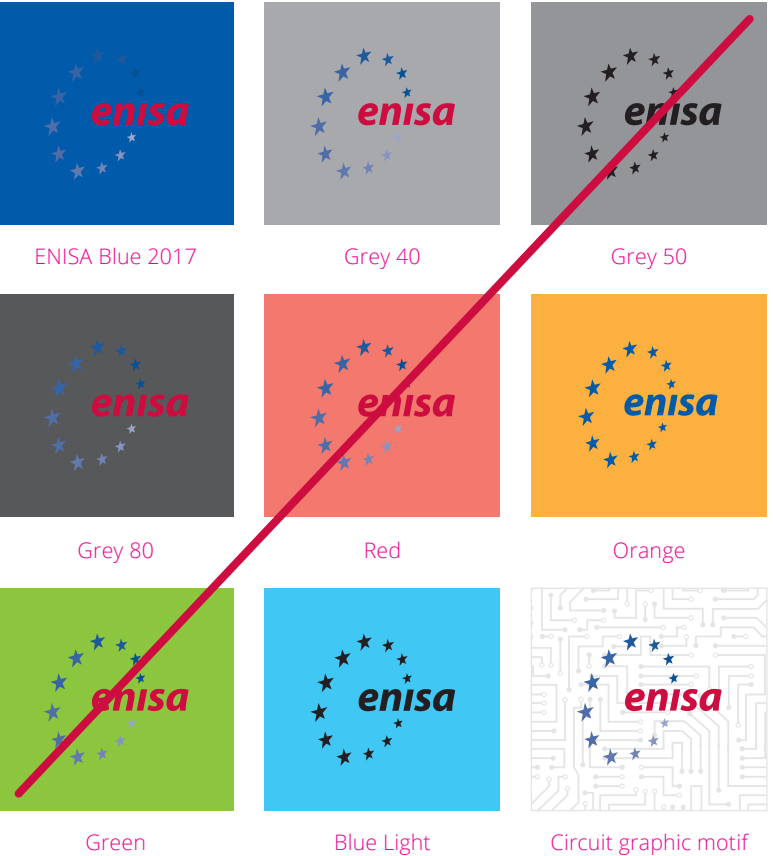
Incorrect use of logo on backgrounds | IDENTITY 1.11



Black



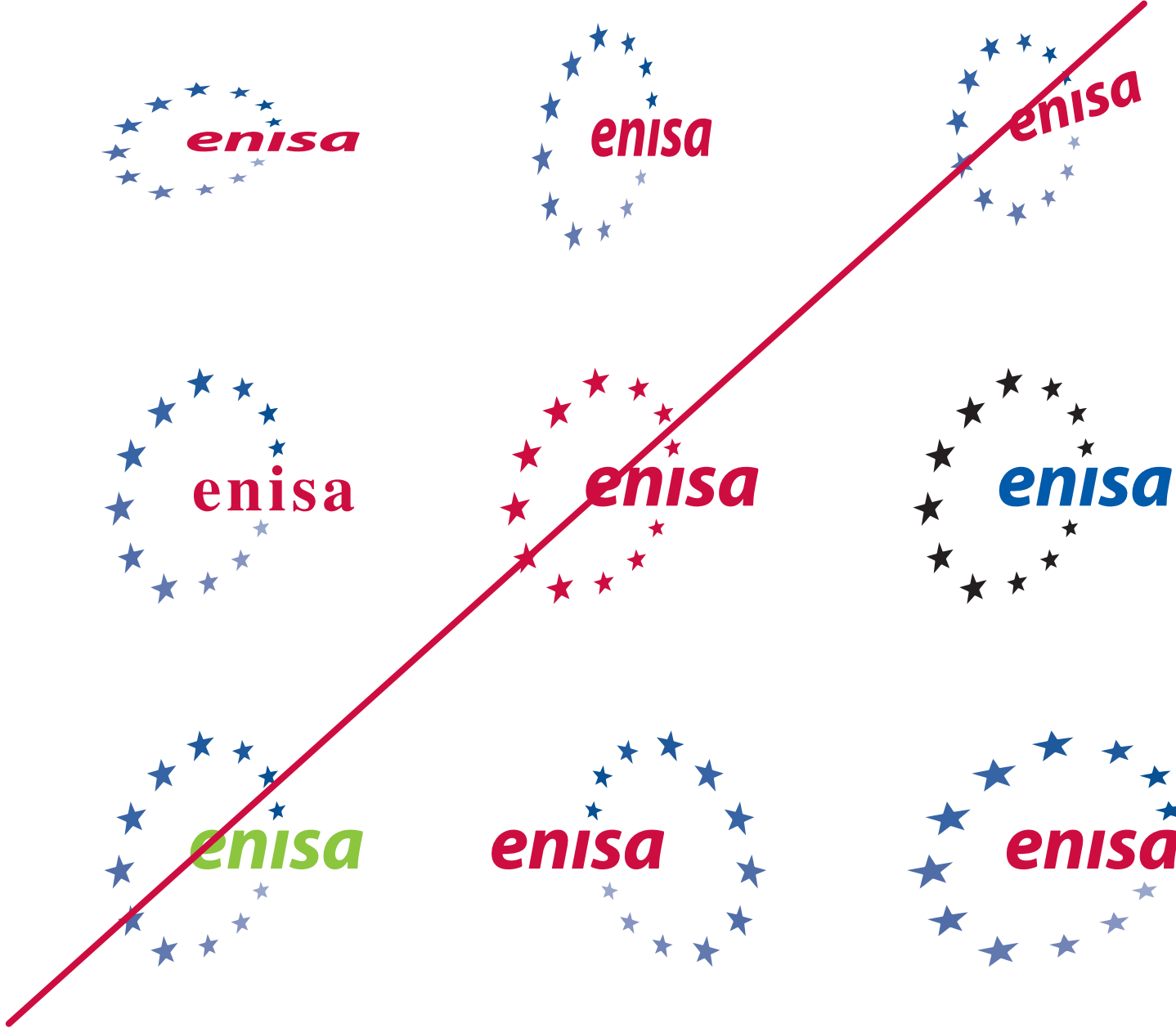
Grey 30



Incorrect use of logo on backgrounds

Placement of the full-colour logo (or the one-colour versions) on any colour background than prescribed (i.e. white, Grey 11) and on any graphic pattern or background is prohibited.

DON'T ✗

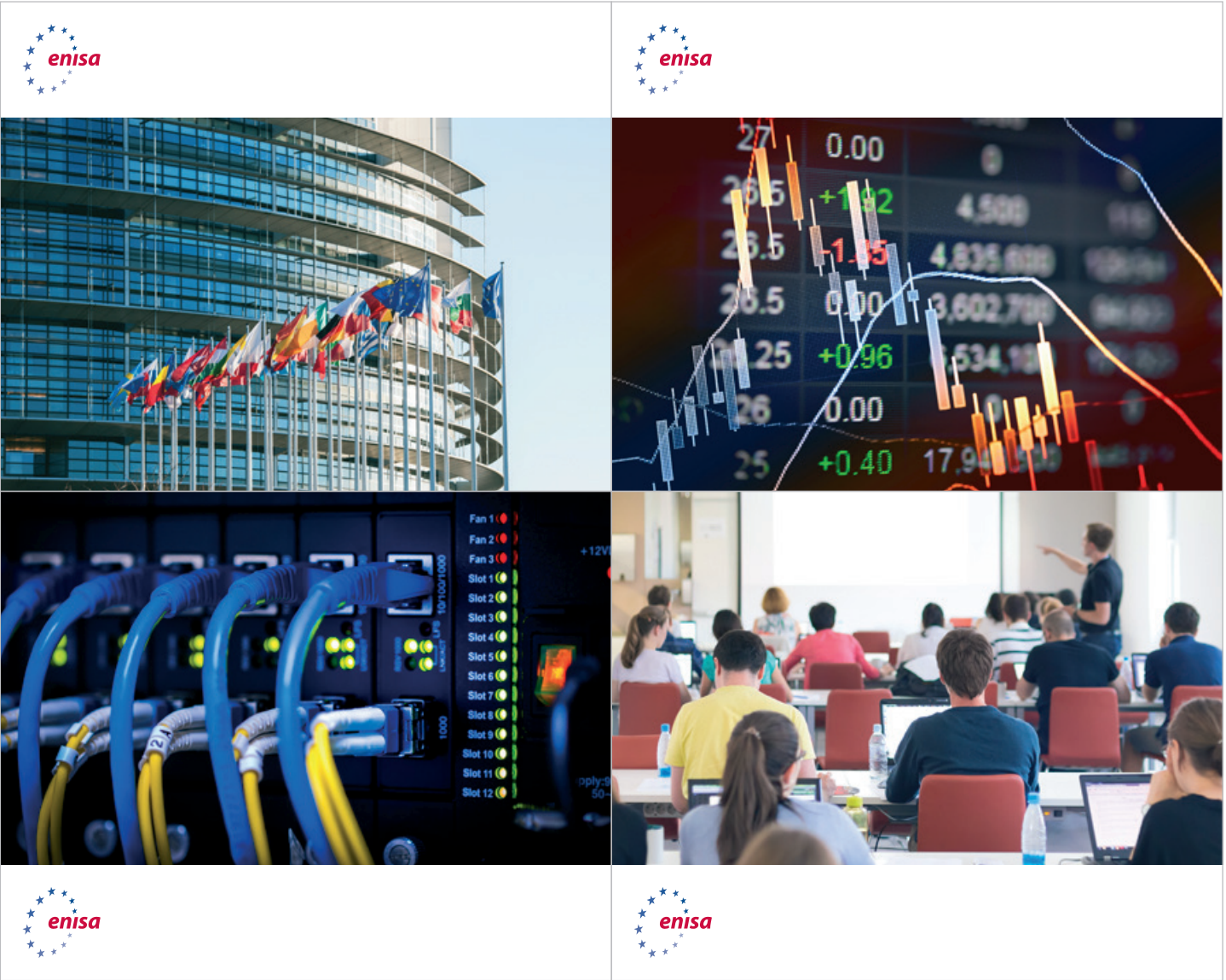


Incorrect treatment of logo

The logo should not be modified or deformed in any way.

Please respect the guidelines described in this manual and refrain from creating your own versions of the logo.

DO ✓



Correct use of logo with images (primary placement)

The ENISA logo should be placed in a white space above or below the photograph, paying attention to the required safety zone around the logo.

DO ✓



**Correct use of logo on images
(secondary placement)**

On rare occasions, and when necessary,
the logo may be placed onto a photo.

In this case, only the positive or negative
Black or White versions can be used.
In such instances, the logo should be
placed into a calm and uncluttered space
of the image, paying attention to the
required safety zone around the logo.

DON'T ✗



Incorrect use of logo on images

The logo in all its versions cannot be
placed onto a photograph or graphic
background in any other way than
prescribed previously. This page shows
examples of the incorrect use of the logo
on different backgrounds.

Main Corporate colours

The main colours used throughout the corporate identity are ENISA Blue 2017, ENISA Red, accompanied by 4 accent colours with complimentary black and greys. This slide shows the colour palette.




















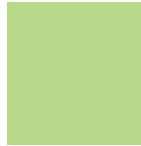
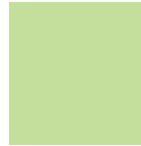





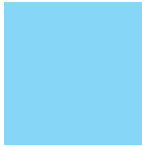
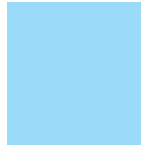
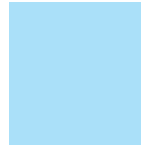
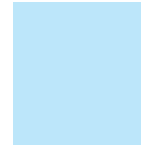

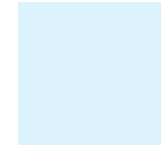
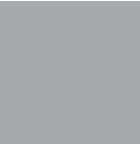
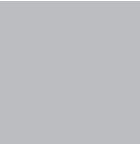
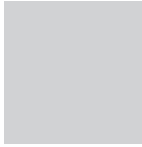
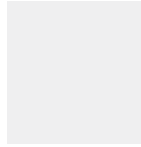


In addition to the previously used blue and red, the 4 other accent colours have been chosen to provide a fresh contemporary look. These are complimentary to the primary colours and are used for differentiation between separate product lines and can be applied to different departments or used as accents for complicated communication materials (e.g. graphs and charts).

			
ENISA BLUE 2017 CMYK: 100 / 70 / 0 / 0 RGB: 0 / 79 / 159 PANTONE: 7687 C	ENISA RED CMYK: 0 / 100 / 65 / 15 RGB: 203 / 5 / 56 PANTONE: 200 C	RED CMYK: 0 / 66 / 50 / 0 RGB: 238 / 117 / 109	GREEN CMYK: 50 / 0 / 100 / 0 RGB: 149 / 193 / 31
			
ORANGE CMYK: 0 / 35 / 85 / 0 RGB: 249 / 178 / 51	BLUE-LIGHT CMYK: 60 / 0 / 0 / 0 RGB: 91 / 197 / 242	BLACK CMYK: 0 / 0 / 0 / 100 RGB: 29 / 29 / 27	GREY 80 CMYK: 0 / 0 / 0 / 80 RGB: 87 / 87 / 86
			
GREY 50 CMYK: 0 / 0 / 0 / 50 RGB: 157 / 156 / 156	GREY 40 CMYK: 0 / 0 / 0 / 40 RGB: 178 / 178 / 178	GREY 30 CMYK: 0 / 0 / 0 / 30 RGB: 198 / 198 / 198	GREY 11 CMYK: 0 / 0 / 0 / 11 RGB: 235 / 235 / 235

			
ENISA BLUE 2017 CMYK: 100 / 70 / 0 / 0 RGB: 0 / 79 / 159 PANTONE: 7687 C	ENISA RED CMYK: 0 / 100 / 65 / 15 RGB: 203 / 5 / 56 PANTONE: 200 C	RED CMYK: 0 / 66 / 50 / 0 RGB: 238 / 117 / 109	GREEN CMYK: 50 / 0 / 100 / 0 RGB: 149 / 193 / 31
			
ORANGE CMYK: 0 / 35 / 85 / 0 RGB: 249 / 178 / 51	BLUE-LIGHT CMYK: 60 / 0 / 0 / 0 RGB: 91 / 197 / 242	BLUE-GRAPHIC CMYK: 60 / 35 / 0 / 0 RGB: 113 / 151 / 207	BLUE-GRAPHIC-LIGHT CMYK: 30 / 10 / 0 / 0 RGB: 188 / 212 / 240
			
BLACK CMYK: 0 / 0 / 0 / 100 RGB: 29 / 29 / 27	GREY 80 CMYK: 0 / 0 / 0 / 80 RGB: 87 / 87 / 86	GREY 30 CMYK: 0 / 0 / 0 / 30 RGB: 198 / 198 / 198	GREY 11 CMYK: 0 / 0 / 0 / 11 RGB: 235 / 235 / 235

Colour scheme for data visualisation

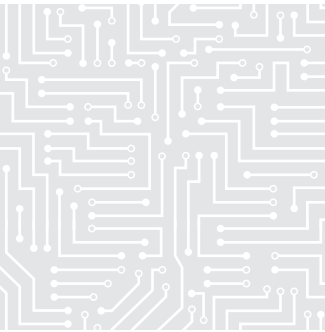
For application of the colour scheme to the creation of infographics, the main corporate colours are used with an addition of Blue-graphic and Blue-graphic-light. The icons always employ the 100% colour value. For backgrounds, fields and other graphic elements, it is possible to use lighter shades of these colours, always in full decimal % value. These are shown on the next slide.

							
Red 90 %	Red 80 %	Red 70 %	Red 60 %	Red 50 %	Red 40 %	Red 30 %	Red 20 %
							
Yellow 90 %	Yellow 80 %	Yellow 70 %	Yellow 60 %	Yellow 50 %	Yellow 40 %	Yellow 30 %	Yellow 20 %
							
Green 90 %	Green 80 %	Green 70 %	Green 60 %	Green 50 %	Green 40 %	Green 30 %	Green 20 %
							
Blue light 90 %	Blue light 80 %	Blue light 70 %	Blue light 60 %	Blue light 50 %	Blue light 40 %	Blue light 30 %	Blue light 20 %
							
Grey 40 %	Grey 30 %	Grey 20 %	Grey 11 %		Blue graphic 100 %	Blue graphic light 100 %	

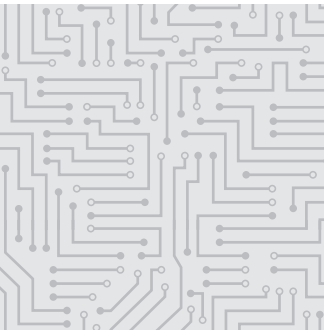
Infographics background colours

It is encouraged to design infographics as simple as possible using fewer colours and in 100% if possible. Sometimes, however, the data required visualisation is more complicated and the infographics and/or graphs require the use of shades of colours, always in full decimal % value, as shown here.

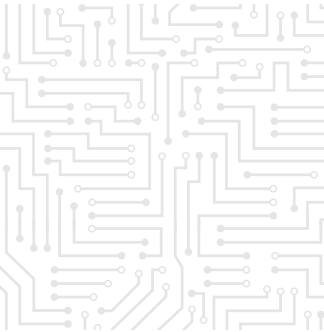
The Blue graphic and Blue graphic light colours are not to be used in shades, but only in 100% as shown here.



Background: Grey 11
Circuits: White



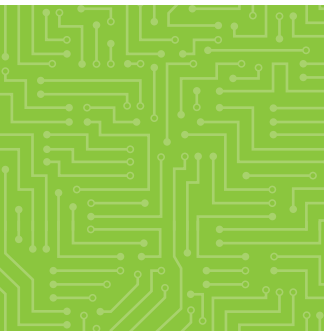
Background: Grey 11
Circuits: Grey 30



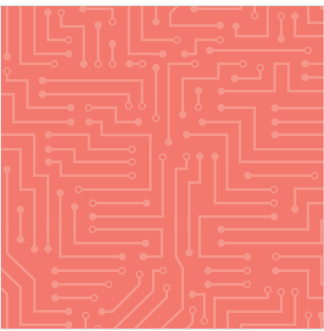
Background: White
Circuits: Grey 11



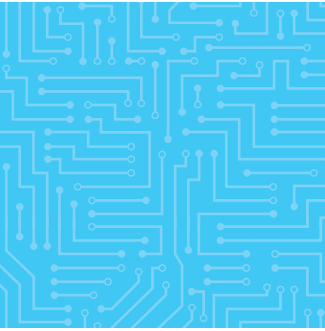
Background: Orange
Circuits: 75% Orange



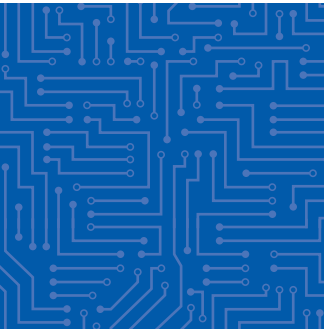
Background: Green
Circuits: 75% Green



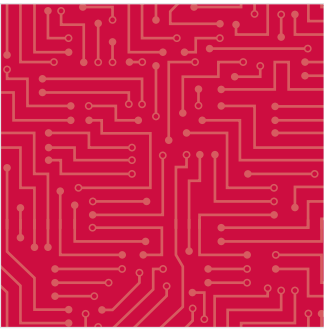
Background: Red
Circuits: 75% Red



Background: Blue light
Circuits: 75% Blue light



Background: ENISA Blue2017
Circuits: 75% ENISA Blue2017

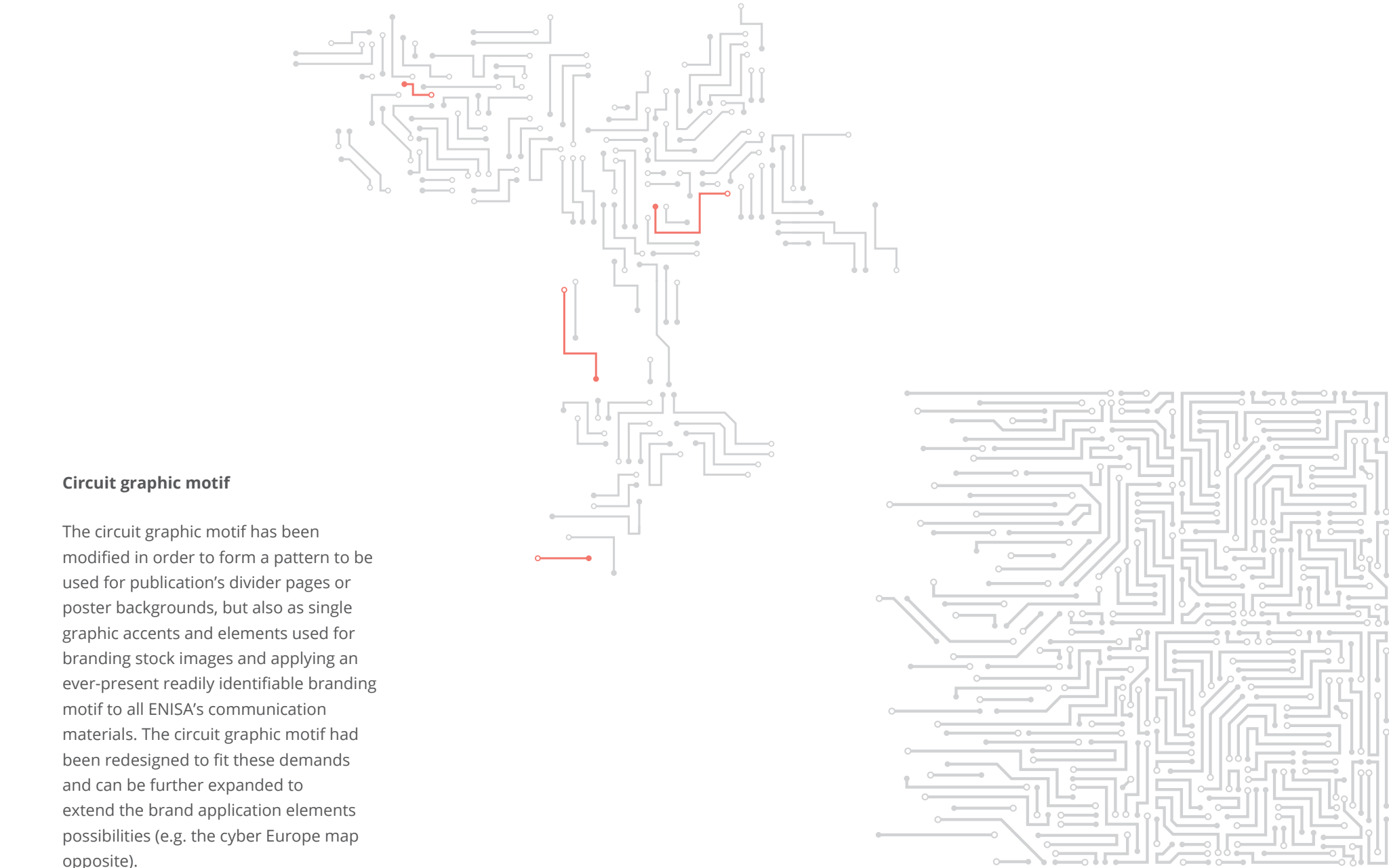


Background: ENISA Red
Circuits: 75% ENISA Red

Graphic backgrounds

The circuit graphic motif (see Graphic motifs section) is used as a dominant element in all ENISA materials, including publications, posters, on-line communication and promotional items. It is a motif manifesting continuity with the former brand identity and has been redesigned to fit the new brand refresh. It is one of the most important leitmotifs of the brand identity ensuring consistency and clear recognizability and has a wide area of application throughout the ENISA visual identity system.

The backgrounds are always in 100% ENISA corporate colours with the circuit motif placed in 75% value of the same colour. Grey backgrounds are also used and are specified on this page.



Circuit graphic motif

The circuit graphic motif has been modified in order to form a pattern to be used for publication's divider pages or poster backgrounds, but also as single graphic accents and elements used for branding stock images and applying an ever-present readily identifiable branding motif to all ENISA's communication materials. The circuit graphic motif had been redesigned to fit these demands and can be further expanded to extend the brand application elements possibilities (e.g. the cyber Europe map opposite).



Cyber Europe map redesign

This is an example of the application of the circuit graphic motif and its redesign for the ENISA brand refresh. The new cyber Europe graphic is consistent with the new application of the cyber graphic motif and can be used in a variety of applications throughout the refreshed visual identity.

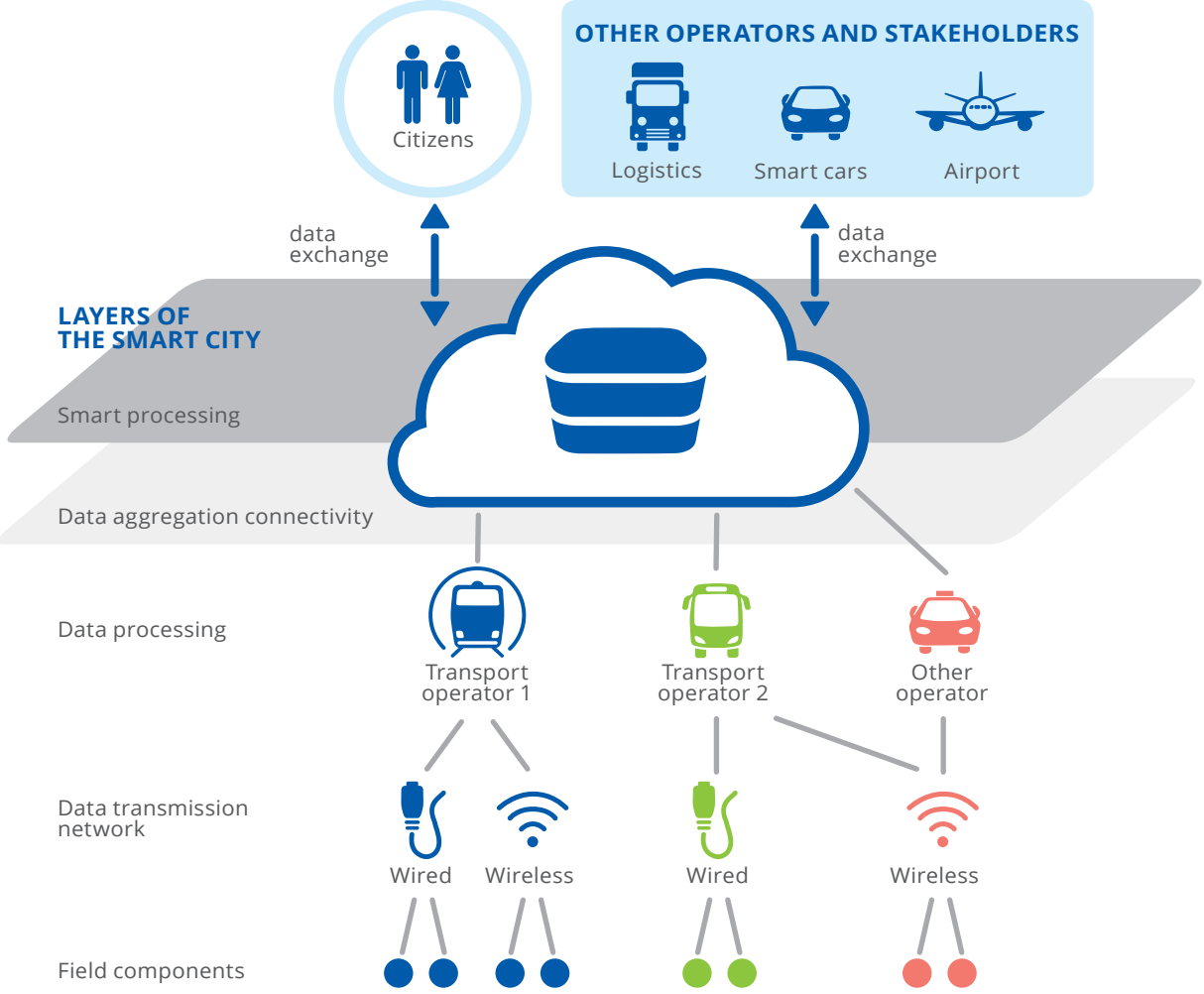


Icons and their development

An extensive set of icons had been developed for the use on all ENISA communication materials. New icons may be created when needed and added to the set.

These new icons must be developed in the same style as the existing icons, paying close attention to details such as curved corners, thickness of lines and overall simplicity.

The existing set of icons is available in vector format of Adobe Illustrator.



INFOGRAPHIC HEADLINE
Open Sans Bold, 9 pt / 9 pt, All Caps

INFOGRAPHIC TEXT
Open Sans Regular, 8 pt / 8 pt, Grey 80

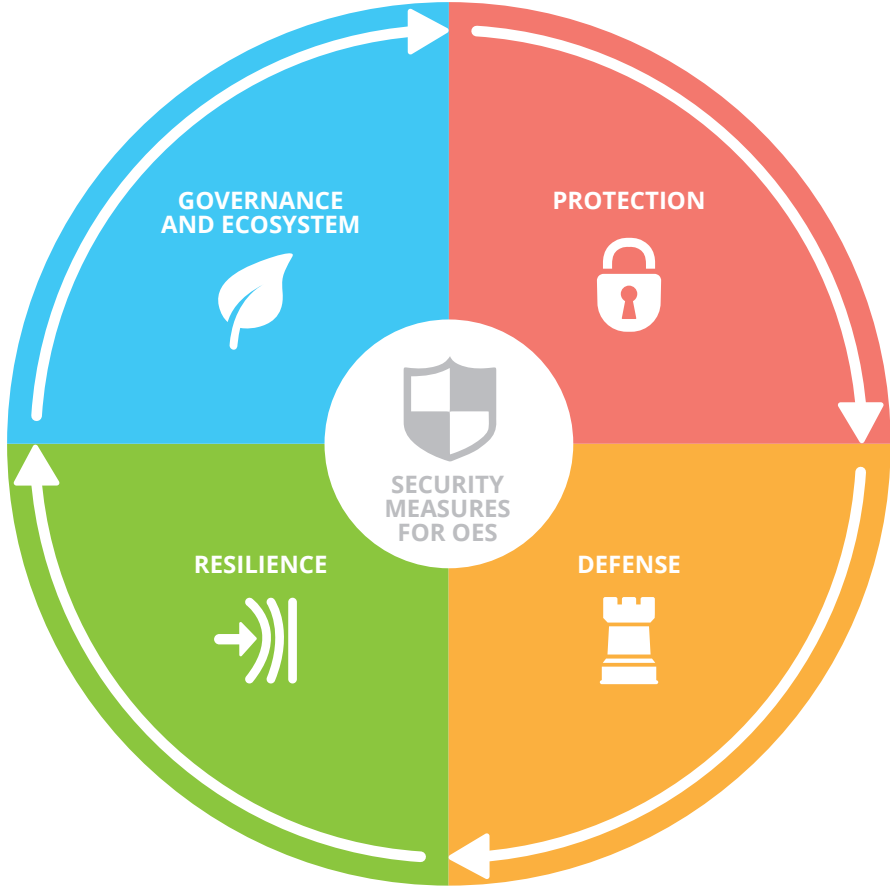
Infographics

Infographics must be created simple and as easy to understand as possible. The use of special effects, gradients or shading is not allowed. Use the ENISA set of icons to construct new infographics.

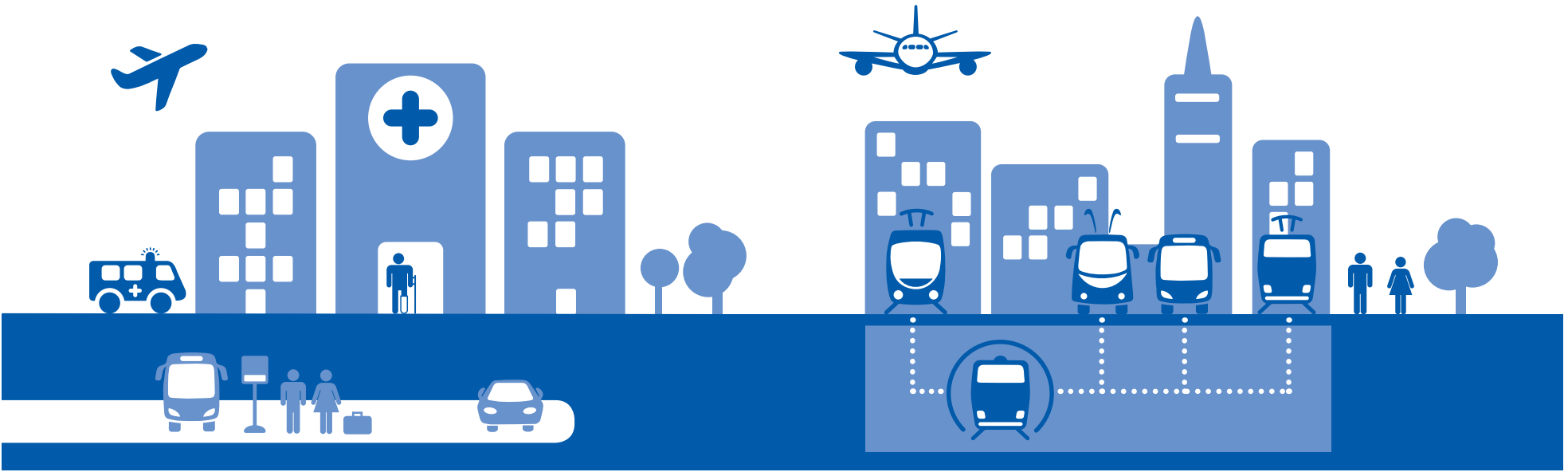
When developing infographics for the use in A4 Word publications, the overall width should be no more than 166 mm.

The font size is set (shown and defined on this page) in order to maintain visual consistency in all ENISA data visualisations.

For colour use see previous sections.



This page shows other examples of data visualisation and colour use.



Illustrations

Part of the ENISA corporate identity is a specific style of illustrations, created with the help of the ENISA icon set. As in the case of data visualisation, the illustrations do not use special effects, gradients or shading and their construction should be simple and well balanced.

For more information on icons and colours, see previous sections.

DO ✓



DON'T ✗

Correct use of images

The use of photos in the ENISA publication and communication materials is limited, often making use of illustrations and typography instead. When images are to be used, it is important to select simple, clear and uncluttered ones, with the illustrated content in focus. Images should be of a documentary nature and should not contain embedded messages or obvious emotional commentary. Full colour and Black & White images are permissible.



Incorrect use of images

Certain styles of images are not permissible due to inappropriate content style or tonality. The following should be avoided:

- images that illustrate concepts with words or overused symbols
- images that spell out concepts with staged scenes
- 3D illustrations
- Cliché images

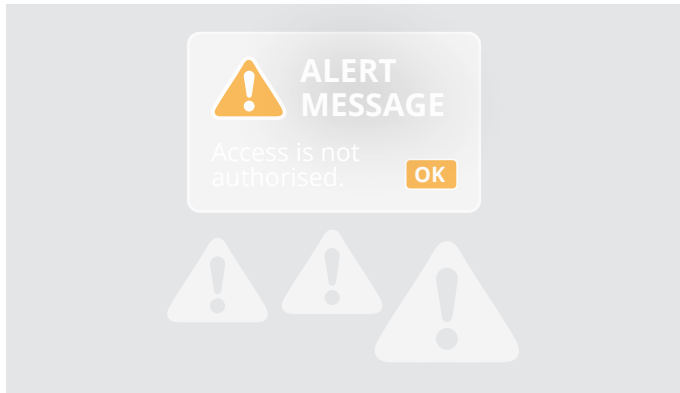
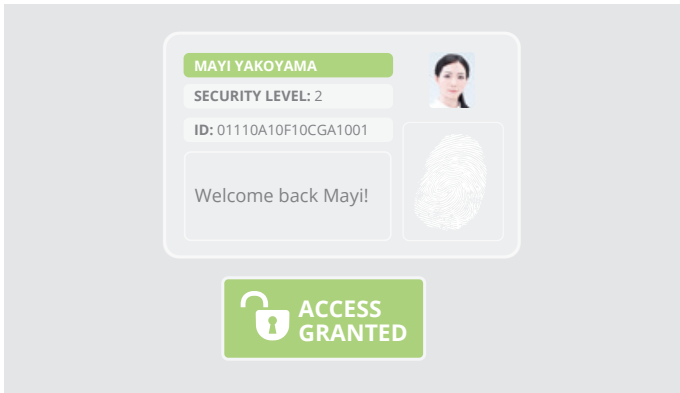


Image use and modification with graphic elements

Since the cyber security world is mainly virtual in character, images used to illustrate and explain addressed issues on ENISA communication materials are modified to reflect these virtual aspects. Graphic motifs such as user interface windows or icon symbols of on-line concepts or activities are imbedded into selected stock photographs. This adds a unique character to the ENISA images and enables more direct reflection of cyber security issues.



Tone and image

The choice of stock photography should also be carefully made in order to achieve consistency and to convey the desired image of ENISA's communication materials. The tone of photos should be in lighter grey-blue tones without vibrant colours. The effect can also be achieved through post-production. The choice of image content should be appropriate, but also must convey a natural atmosphere and stay clear of clichés, pompous or didactic “conceptual” photographs or otherwise artificially fabricated photo content. In general, the images should show a human aspect in interaction with natural and/or cyber environment, based on the theme that it is to illustrate.

Open Sans Light.
Open Sans Light Italic.
Open Sans Regular.
Open Sans Italic.
Open Sans Semibold.
Open Sans Semibold Italic.
Open Sans Bold.
Open Sans Bold Italic.
Open Sans Extrabold.
Open Sans Extrabold Italic.

Open Sans – primary corporate identity type family

The font family Open Sans is used in all ENISA corporate materials. It is a widely available and compatible type family which is well suited for its modern and elegant look as well as for its variability and free license from the Google family. It is an “open type” font and can be used on all software platforms.

Open Sans Extrabold, 14/17

Ullaccusant quiassi tionseq uatur? Udandia dolupta quoditae re que ommolen magnihil es dipientur? Sed eos et quae. Nam site mo in el ipsam alitas re neces doloreiunt que laudae nusam adi iundit, que velenih itemque.

Open Sans Bold, 14/17

Ullaccusant quiassi tionseq uatur? Udandia dolupta quoditae re que ommolen magnihil es dipientur? Sed eos et quae. Nam site mo in el ipsam alitas re neces doloreiunt que laudae nusam adi iundit, que velenih itemque.

Open Sans Semibold, 10/15

Ullaccusant quiassi tionseq uatur? Udandia dolupta quoditae re que ommolen magnihil es dipientur? Sed eos et quae.

Open Sans Regular, 10/15

Ullaccusant quiassi tionseq uatur? Udandia dolupta quoditae re que ommolen magnihil es dipientur? Sed eos et quae.

Open Sans Light, 10/15

Ullaccusant quiassi tionseq uatur? Udandia dolupta quoditae re que ommolen magnihil es dipientur? Sed eos et quae.

Open Sans Semibold Italic, 10/15

Ullaccusant quiassi tionseq uatur? Udandia dolupta quoditae re que ommolen magnihil es dipientur? Sed eos et quae.

Open Sans Italic, 10/15

Ullaccusant quiassi tionseq uatur? Udandia dolupta quoditae re que ommolen magnihil es dipientur? Sed eos et quae.

Open Sans Light Italic, 10/15

Ullaccusant quiassi tionseq uatur? Udandia dolupta quoditae re que ommolen magnihil es dipientur? Sed eos et quae.

Sample texts in different font styles of the Open Sans family shown in different sizes.

Open Sans Condensed Light.
Open Sans Condensed Light Italic.
Open Sans Condensed Bold.

Open Sans Condensed – secondary corporate identity type family

Open Sans Condensed is the secondary type family used in cases where space needs to be conserved to fit lengthy texts. It can be used together with Open Sans as it is part of the same family and is well compatible.

Open Sans Condensed Bold (14/17)
Ullaccusant quiassi tionseq uatur?
Udandia dolupta quoditae re que
ommolen imagnihil es dipientur? Sed
eos et quae.

Open Sans Condensed Light (14/17)

Ullaccusant quiassi tionseq uatur? Udandia
dolupta quoditae re que ommolen imagnihil es
dipientur? Sed eos et quae.

Open Sans Condensed Light Italic (14/17)

*Ullaccusant quiassi tionseq uatur? Udandia dolupta
quoditae re que ommolen imagnihil es dipientur?
Sed eos et quae.*

Arial Regular.
Arial Italic.
Arial Bold.
Arial Bold Italic.

Arial Regular (14/17)

Ullaccusant quiassi tionseq uatur?
Udandia dolupta quoditae re que
ommolen imagnihil es dipientur?
Sed eos et quae.

Arial Bold (14/17)

Ullaccusant quiassi tionseq
uatur? Udandia dolupta quoditae
re que ommolen imagnihil es
dipientur? Sed eos et quae.

Arial Italic (14/17)

*Ullaccusant quiassi tionseq uatur?
Udandia dolupta quoditae re que
ommolen imagnihil es dipientur?
Sed eos et quae.*

Arial Bold (14/17)

*Ullaccusant quiassi tionseq
uatur? Udandia dolupta quoditae
re que ommolen imagnihil es
dipientur? Sed eos et quae.*

Arial – MS Office type alternative

Open Sans is the standard typeface for all print applications. For all digital applications, PowerPoint® and certain Microsoft Word® templates, Arial is the standard replacement when Open Sans cannot be used.