Content

- COLOUR PALETTE
- LOGOTYPE
- FONTS
- GRAPHIC ELEMENTS
- WEB & SOCIAL MEDIA
- WORD LAYOUTS
- POWERPOINT
COLOUR PALETTE

- THE MAIN COLOURS
- THE IT SYSTEMS’ COLOURS
The main colours

PANTONE 654C
C 100 M 80 Y 32 K 16
R 24 G 60 B 105
# 183C69

PANTONE REFLEX BLUE
C 100 M 80 Y 0 K 0
R 0 G 68 B 148
# 004494

PANTONE 877C
C 40 M 27 Y 15 K 6
R 160 G 169 B 190
# A0A9BE

PANTONE 110C
C 14 M 30 Y 100 K 4
R 218 G 169 B 0
# DAA900
<table>
<thead>
<tr>
<th>The IT systems' colours</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIS</td>
</tr>
<tr>
<td>Eurodac</td>
</tr>
<tr>
<td>SIS</td>
</tr>
<tr>
<td>EES</td>
</tr>
<tr>
<td>ETIAS</td>
</tr>
<tr>
<td>ECRIS-TCN</td>
</tr>
<tr>
<td>Interoperability</td>
</tr>
</tbody>
</table>

| VIS | C 75 M 100 Y 0 K 25  |
| Eurodac | C 0 M60 Y100 K0  |
| SIS | C 100 M0 Y100 K25  |
| EES | C 50 M100 Y0 K0  |
| ETIAS | C 100 M0 Y30 K0  |
| ECRIS-TCN | C 50 M0 Y0 K50  |
| Interoperability | C 100 M0 Y60 K0  |

<table>
<thead>
<tr>
<th>Colour Palette</th>
</tr>
</thead>
<tbody>
<tr>
<td>eu-LISA Visual Identity 5</td>
</tr>
</tbody>
</table>
The logotype is composed by:

- the acronym ‘eu-LISA’
- the EU flag

### Colour palette

- **Pantone Reflex Blue**
  
  C100 M80 Y0 K0 | R0 G68 B148 | #004494

- **Pantone 110C**
  
  C14 M30 Y100 K4 | R11 G22 B64 | #0B1640

### Minimum size

30 mm of length
Safety area

The role of the protection zone is to protect the logo from any disturbance which could make it difficult to read.

No items should appear in this zone.
Standard black&white version

Minimum size

30 mm of length
Standard negative version

Minimum size

30 mm of length
Customised versions

Minimum size

30 mm of length
Customised versions (in black&white)

Minimum size

30 mm of length
Customised versions (in negative)

Minimum size

30 mm of length
IT Systems' versions

Minimum size

3.25 mm of height
IT Systems’ versions (in black&white)

Minimum size

```eu-LISA® | Eurodac ⊳ 3.25 mm of height```
**IT Systems' versions** (in negative)

Minimum size

3.25 mm of height
Co-branding

Make sure all logos have equal and balanced visual weight and align with each other horizontally.
Separate them with a black line 1 pt.
Not to do...

Modifying the logo in any way is absolutely prohibited. There should be no reason to do so under any circumstances, as it is provided in all its different versions and formats.
The eu-LISA logo is best used on a white background. To apply it to other types of backgrounds, use a black and white (B&W) or negative (NEG) version, so as not to diminish its readability. A background can be in a solid colour or a photo.

Not to do...

- The B&W version cannot be used on a too dark part of a photo.
- The white version cannot be used on a too light part of a photo.
eu-LISA

FONTS

ARIAL
→ THE FONT STYLES IN REPORTS AND PUBLICATIONS

ROBOTO
→ THE FONT STYLES IN SOCIAL MEDIA
Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГҐДЂЕЁЄЖЗЅИІЇЙЈКЛЉМНЊОПРСТЋУЎФХЦЧЏШЩЪЫЬЭЮЯабвгґдђеёєжзѕиіїйјклљмнњопрстћуўфхцчџшщъыьэюяΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩάΆέΈέΉίϊΐΊόΌύΰϋΎΫΏĂÂÊÔƠƯăâêôơư1234567890'“”(%)#}@/\-+++=>©$€¥¢:,.*

Arial is used for emails, letters, reports and publications

DESIGNER: ROBIN NICHOLAS AND PATRICIA SAUNDERS, FOR MONOTYPE TYPOGRAPHY.
The font styles in letters, reports and publications

Title is always in Arial regular
Size 33 pt

Subtitle is always in Arial regular
Size 30 pt

T1 is always in Arial bold
Size 18 pt

T2 is always in Arial bold
Size 13 pt

T3 is always in Arial bold
Size 10,5 pt

Text is always in Arial Regular
Size 10 pt

Quote is always in Arial bold
Size 11 pt (author in Arial regular 10 pt)

Footnote is always in Arial Regular
Size 8,5 pt

Figure title is always in Arial bold,
Size 10 pt

Figure text and value is always in Arial Regular,
Size 8.5 pt

Note and source text are always in Arial Italic
Size 8,5 pt

Graph value axis and legend are always in Arial Regular
Size 10 pt

Title box is always in Arial bold
Size 16 pt

Text box is always in Arial Regular
Size 10 pt

Title note box is always in Arial bold
Size 14 pt

Text note box is always in Arial Regular
Size 10 pt
It is a free Google font.
This is the regular family which can be used alongside
the Roboto Condensed family.

**DESIGNER : CHRISTIAN ROBERTSON**

These fonts are licensed under the Apache License, Version 2.0. You can use them freely in your products & projects - print or digital, commercial or otherwise. However, you can't sell the fonts on their own.

**First of all, download the font families.**

**In case it is technically not possible to use Roboto, Arial family can be used as an alternative.**
## The font styles in social media

<table>
<thead>
<tr>
<th>Styles</th>
<th>Title</th>
<th>Subtitle</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thin</td>
<td>Roboto Condensed bold</td>
<td>Roboto Condensed bold</td>
<td>Roboto Condensed regular</td>
</tr>
<tr>
<td>Thin Italic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Light</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Light Italic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regular</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Italic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medium</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medium italic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bold</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bold italic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black italic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Condensed light</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Condensed regular</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Condensed italic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Condensed bold</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Condensed bold italic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Condensed light</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Condensed regular</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Condensed italic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Condensed bold</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Condensed bold italic</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Example</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Title is always in Roboto Condensed bold, in CAPS</td>
<td>Size TITLE</td>
<td>Example 130px</td>
<td></td>
</tr>
<tr>
<td>Subtitle is always in Roboto Condensed bold, in CAPS</td>
<td>Size Title ÷ 2</td>
<td>Example 130px ÷ 2 = 65px</td>
<td></td>
</tr>
<tr>
<td>Text is always in Roboto Condensed regular</td>
<td>Size Title ÷ 4</td>
<td>Example 130px ÷ 3.25 = 32.5px</td>
<td></td>
</tr>
</tbody>
</table>
New illustrations should be created by a graphic designer.
Ready-made elements can be used by anybody.

- GRAPHIC ELEMENTS GRID
- GRAPHIC ELEMENTS
  - SET OF COMPLEMENTARY ICONS
- PHOTO PRINCIPLES FOR GRAPHIC DESIGNERS
  - CROPPED PHOTOS
  - ENHANCED PHOTOS
All graphic elements are built on a grid.

New illustrations should be created by a graphic designer. From this grid, a designer can play and add more lines and diagonals to create illustrations.
Illustrations are built on the grid and use a common design structure.

⚠️ All illustrations are available in blue and in white.
Example of how to use the graphic elements as illustrations

You can use them as an illustration for an opening chapter page of a report, for social media, roll-ups, posters.

⚠️ All illustrations are available in blue and in white.
Example of how to use the icons

You can use them to illustrate text or you can include them in infographics.

They are available in CMYK and in four RGB formats: 48px, 96px, 256px and in high resolution format.
Set of complementary icons

Add labels in Roboto condensed bold or in Arial Bold if needed.
Cropped photos (to do in Illustrator)

FOR GRAPHIC DESIGNERS

Four defined structures have already been created. Download the Illustrator file and insert your photo. Change the colours of blocks according to the colour palette. Hide the layer containing the guides and save your file.
Enhanced photos (to do in Illustrator)

Graphic designers can build photos and add effects based on the grid.

- Play around and add more lines and diagonals to create more colour blocks.
- Play with a colour block in transparency.
- Play with coloured blocks, some of them in transparency, and add white lines of 0,3 pt following the grid.

FOR GRAPHIC DESIGNERS

Those three kinds of effects are already created.
Use the Illustrator file and insert your photo.
Change the colours of blocks.
Hide the layer containing the guides and save your file.
eu-LISA

WEB & SOCIAL MEDIA

- SOCIAL MEDIA
  - SQUARE FORMAT
  - RECTANGULAR FORMAT
- WEB BANNER
Square format (to do in Illustrator)

You can use a solid colour or a photo as a background.

**LAYOUT**

- A blank space of 20px all around the format is mandatory + special area shapes for the logo and the website.
- Use the correct colours: the main colour palette for eu-LISA / the IT systems’ colours for eu-LISA + IT systems.
- Titles must be in **ROBOTO BOLD CONDENSED, CAPS**, size 130px.
- Baseline must be in **ROBOTO BOLD CONDENSED, CAPS**, size 65px.
- Text must be in Roboto condensed Regular, size 32.5px.

⚠️

Play with the position of the logo and the website. But always keep the shape and proportion as defined.
eu-LISA + IT System

Alternative
You can separate the special logo area with a line.

Use the correct colours of the IT systems
Rectangular format
(to do in Illustrator)

You can use a solid colour or a photo as a background.

**LAYOUT**

- A blank space of 8px all around the format is mandatory + special area shapes for the logo and the website address.
- Use the correct colours: the main colours palette for eu-LISA / the IT systems’ colours for eu-LISA + IT systems.
- Titles must be in **Roboto bold condensed, CAPS**, size 60px.
- Baseline must be in **Roboto bold condensed, CAPS**, size 30px.
- Text must be in Roboto condensed Regular, size 15px.

⚠️ Play with the position of the logo and the website. But always keep the shape and proportion defined.
eu-LISA + IT System

---

**Alternative**

You can separate the special logo area with a line.

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LAYOUT

- The website address is always above the logo.

- Use the correct colours: the main colour palette for eu-LISA / the IT systems colours’ for eu-LISA + IT systems.

- Titles must be in Roboto bold condensed, CAPS, size 40px.

- Baseline must be in Roboto bold condensed, CAPS, size 20px.
There is a Word template for eu-LISA as well as a template for each IT system.

- **WORD A4 PUBLICATION TEMPLATES**
  - COVER
  - BACK COVER
  - INTERIOR LAYOUT
  - CHARTS
  - TABLES
  - SMART ARTS, FLOW CHARTS AND ICONS
  - DIFFERENT KINDS OF BOXES
  - LANDSCAPE VERSION

- **WORD A4 INTERNAL REPORTS TEMPLATES**
  - COVERS
  - INTERIOR LAYOUT

- **WORD FACTSHEET A4 TEMPLATES**

- **WORD NOTE A4 TEMPLATE**

- **WORD EXECUTIVE DIRECTOR DECISION A4 TEMPLATE**

- **WORD LETTERHEAD A4 TEMPLATE**
eu-LISA

WORD A4 PUBLICATION TEMPLATES

Cover

Standard Cover for eu-LISA

The header can contain the security marking and the ARES number.

You can change the background photo.

The footer contains the full name of the Agency, the address, the website and the logo.

LAYOUT
All covers are based on the same structure.
— Margins are all 1 cm.
To change the photo on the cover

Step 1

1. Click on the header of the page.
   - Click to select the photo.
   - Go to Picture format tab.
   - Select Selection pane in the ribbon.
   - The Selection pane appears. Here you can find all the elements on the page. (You can also find the Selection pane on the layout tab).
   - Select the correct element.

Step 2

- Select Photo background in the Selection pane.
- Be sure to be on the Picture format tab, click on Change Picture.
- Click on From a file and select your photo.
Printed at [Loc] in [Country]
Manuscript completed on [Month] [Year]
[Revised/Corrected/copyrighted] edition

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Luxembourg: Publications Office of the European Union. [Year]
Print: ISBN x.x-xx-xx-x-x-x-x-x-x-x-d doc:10.x-x-x-x-x-x-x-x-x-x-x-x
EPUB: ISBN x.x-xx-xx-x-x-x-x-x-x-d doc:10.x-x-x-x-x-x-x-x-x-x-x-x
HTML: ISBN x.x-xx-xx-x-x-x-x-x-x-d doc:10.x-x-x-x-x-x-x-x-x-x-x-x

© eu-LISA [Year]

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- [author][element concerned][source: e.g. Fotolia.com]
- [page XX][element by XX][source: e.g. Unsplash.com]

Fill in the legal and copyright notice and, if applicable, the publication identifiers.

The header can contain the security marking and a print catalogue number (identifier).

The footer contains the logo, the address and the website.
Interior Layout

1. Title (T1)


1.1. Heading (T2)

Nam liber tempor cum scuta nobis eleifend options congue nihil imperdiet doming sed ea cucurpur memoriam placerat auctor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

1.1.1. Heading (T3)

Nam liber tempor cum scuta nobis eleifend options congue nihil imperdiet doming sed ea cucurpur memoriam placerat auctor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Large tables may use the entire width of the page.

LAYOUT

- **Margins**: top, bottom 2,5 cm / left and right 2 cm.

The header can contain the security marking.

The footer ALWAYS contains the page number.
You can sometimes highlight a specific paragraph with a grey background.

Chapter Opening Page

The chapter opening page may be in the main colour of the palette (except the header and the footer).

You can include an illustration.
Charts

2. Title T1

Bar charts

Doughnuts

Pie chart

3. Title T1

Lines

Bar series

Bar charts

Highlight the highest

Column graphs

Column series
IT Systems - Versions

EES

ETIAS

E-DGN TCN

Eurodac
To change the colour(s) of charts

Click to select the chart and click again on a particular element of the chart to change its colour.
- The Format data point pane appears.
- Change the colour.

To change the content of the graphs, right click on the chart and select 'Edit Data' - an Excel window will open.
Tables

1. Title (T1)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

1.1. Heading (T2)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

![Image of a table with columns titled 'Location', 'Value', 'Value', 'Value', and 'Value']

**Table Styles**

Use the Table Styles.

![Image of a computer interface with a selected table style]
Smart Arts, Flow Charts and Icons

Different kinds of boxes

[Diagrams and examples of different styles of boxes, including colored backgrounds and light borders.]
Landscape Version

The landscape version uses the same principles as the portrait format.

**LAYOUT**

- **Margins**: top, bottom 2 cm / left 2,5 cm and right 2 cm.
Covers

With Cover Visual

The header can contain the security marking and the ARES number.

You can change the background.

The footer contains the full name of the Agency, the address, the website and the logo.
IT Systems - Covers - Variations

- Eurodac
- SIS
- EES
- ETIAS
- ECRIS-TCN
- VIS
- Interoperability
Without Cover Visual

IT Systems - Covers - Variations
Interior Layout

1. Title (T1)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

1.1. Heading (T2)

Nam id tempor nullam sed et dolore ex dolorum tempor eu auctor. Nullam metus nulla, auctor at dui ac, viverra commodo erat. Ut hac sed sit amet, euismod eu nibh.

![Figure 1 — Title](image)

---

Example for IT Systems

<table>
<thead>
<tr>
<th>EES</th>
<th>ETIAS</th>
<th>ECRIS-TCN</th>
<th>Eurodac</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="EES" /></td>
<td><img src="image" alt="ETIAS" /></td>
<td><img src="image" alt="ECRIS-TCN" /></td>
<td><img src="image" alt="Eurodac" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SIS</th>
<th>VIS</th>
<th>Interoperability</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="SIS" /></td>
<td><img src="image" alt="VIS" /></td>
<td><img src="image" alt="Interoperability" /></td>
</tr>
</tbody>
</table>
All factsheets are based on the same structure with 2 columns of text.

- **Margins**: top 2.5 cm / bottom, left and right 2.5 cm.
eu-LISA

WORD NOTE A4 TEMPLATE

The header contains the logo.

The footer contains the full name of the Agency, the website, the address and the page number.

LAYOUT

Margins: top 2,3 cm / bottom, left and right 2 cm.

1. Title, Arial bold, 16 pt
2. Subject, Arial bold, 14 pt
3. Text, Arial regular, 10 pt
4. Footnote, Arial regular, 8,5 pt
5. #Number, location, date, Arial regular, 10 pt
LAYOUT

Margins: top 2 cm / bottom, left and right 2,5 cm.
LAYOUT

1. Margins are all 2 cm.

2. Title, Arial bold, 14 pt
3. Subject, Arial bold, 14 pt
4. Text, Arial regular, 10 pt
5. Footnote, Arial regular, 8.5 pt
6. #Number, location, date, Arial regular, 10 pt

The header contains the logo.

The footer contains the full name of the Agency, the website, the address and the page number.


HAVING REGARD to the Decision No. 12 of 2016 of the Management Board of eu-LISA on “3IEEAS;

WHEREAS:
The (3IEEAS) shall contain the justification of the decision. They shall order the legal framework established above and explain the reasons why a decision is reached. This part is the annex interactive form.

The whereas shall be numbered and they shall not be a list.)

THE EXECUTIVE DIRECTOR HAS DECIDED AS FOLLOWS:

Art. 1
This decision shall enter into force on the date of its signature on the day following the date of its signature

Done in Tallinn

Karel SARROV
Executive Director
eu-LISA

WORD LETTERHEAD A4 TEMPLATE

The header contains the logo.

The footer contains the full name of the Agency, the website, the address and the page number.

LAYOUT

- Margins are all 2 cm.

1. **Address**, Arial regular, 10 pt
2. **Subject**, Arial bold, 12 pt
3. **Text**, Arial regular, 10 pt
4. **Location, date**, Arial regular, 10 pt
There is a Powerpoint template for eu-LISA as well as a template for each IT system.

- MASTER SLIDES
- IT SYSTEMS VARIATIONS
eu-LISA
MASTER SLIDES

LAYOUT
All PowerPoint presentations are based on the same structure.

You can change the photo in the background.

The footer contains the security marking.
To change the photo in the background

Go to the Slide Master tab (View>Slide Master).

- In the Format Background pane (available under the Background Styles menu), select Picture or texture fill.
- In the Picture source section, click Insert and select your photo.

To insert new slides

Switch to normal mode.

- Click New Slide.
- Choose a slide master.

- Fill in the different elements.
eu-LISA
IT SYSTEMS - VARIATIONS

EES
Interoperability