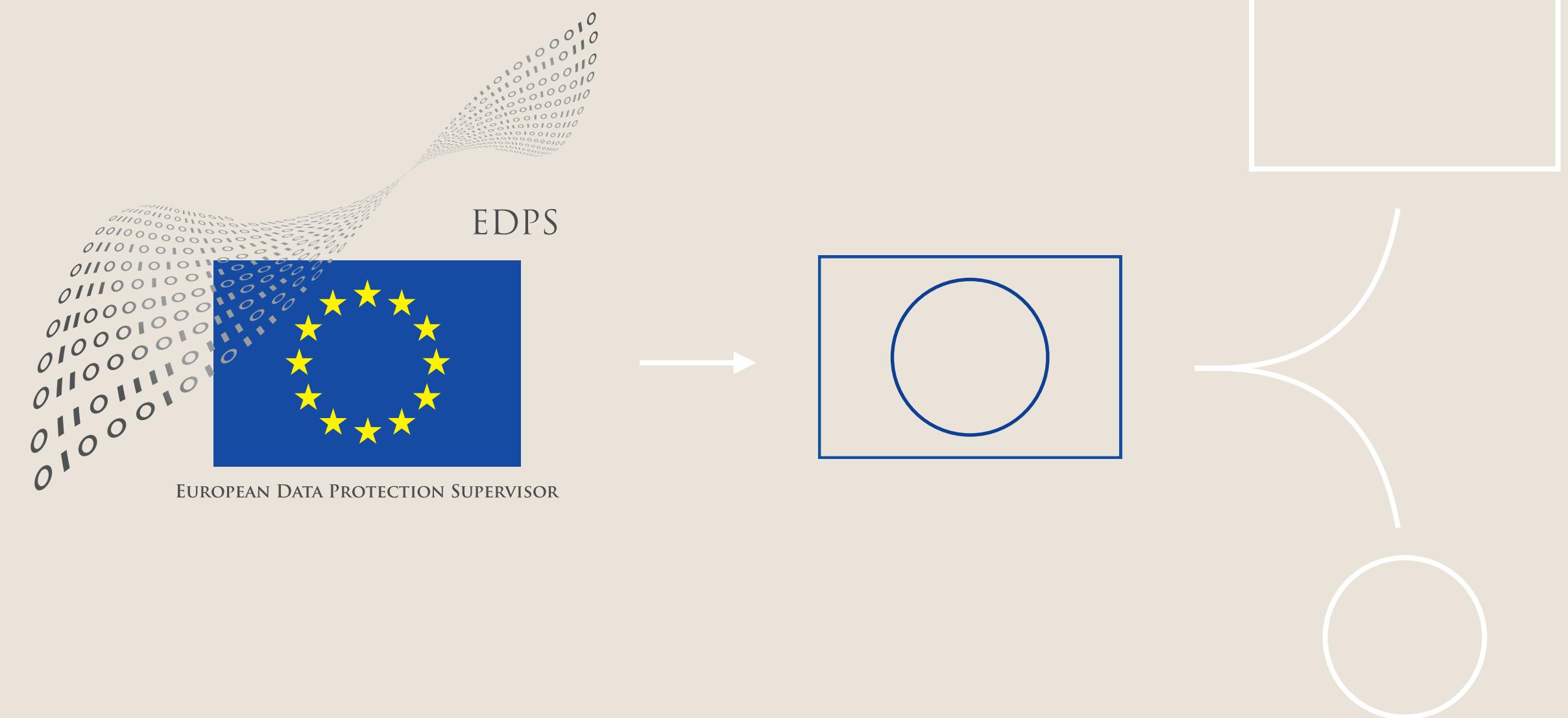


Concept

The first proposal is an effective and powerful simplification of the EDPS logotype. The European Flag turns into geometrical shapes, giving birth to a fresh, innovative and contemporary language. Thanks to a wide modularity, these graphic elements allow us to adapt the new identity in a very flexible way.

The new graphic concept brings the brand in a digital dimension. The binary code becomes a visual element, while the font recalls the coding, helping us to spread the idea of technology and expertise in data protection.





EUROPEAN DATA PROTECTION SUPERVISOR

EUROPEAN DATA PROTECTION SUPERVISOR

The EU's independent data protection authority

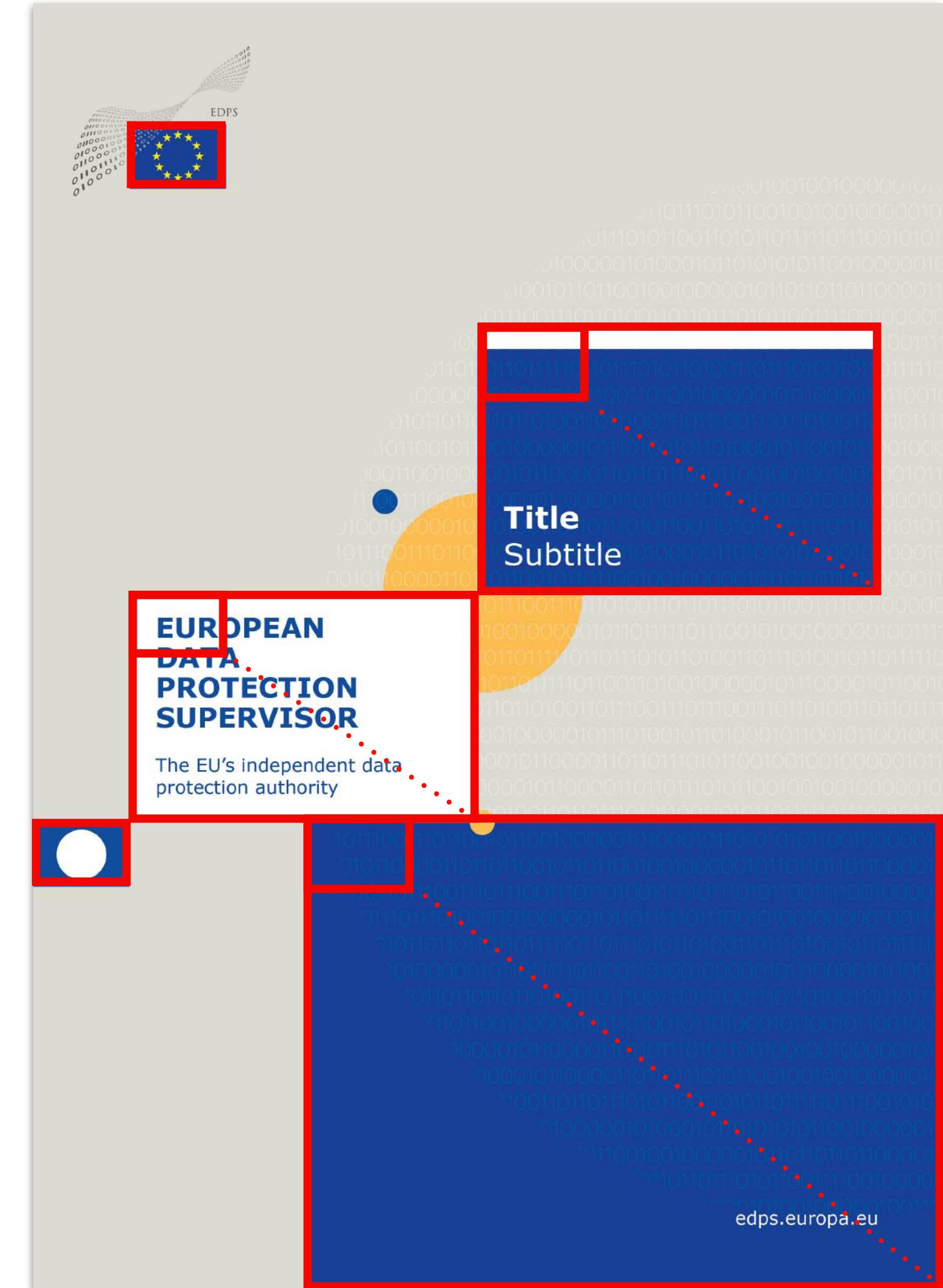
2020

NEW BRAND IDENTITY

Visual

The rectangle and the circle are the two main geometrical elements which help us to build a meaningful and original brand identity.

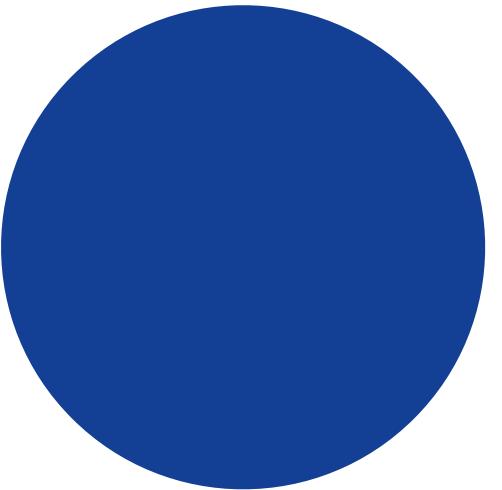
We will create our rectangular moduls starting from the flag's shape which may be resized, keeping the right proportions between base and height.



Color Palette

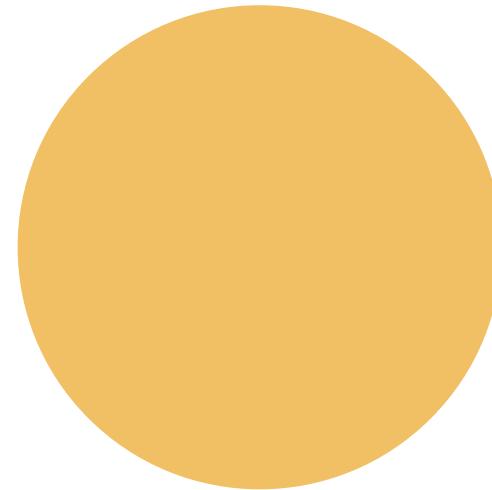
Corporate

CMYK 95 72 0 1
RGB 35 75 152
#234B98



CMYK 77 52 1 0
RGB 74 107 174
#4A6BAE

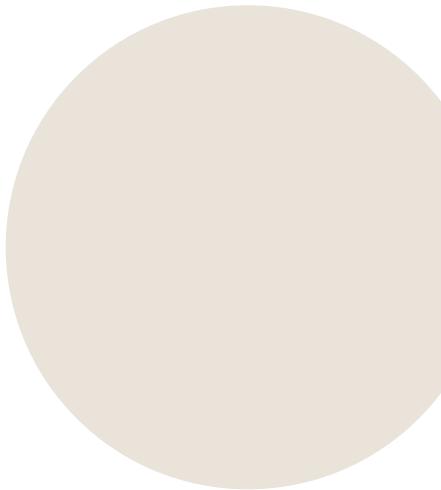
CMYK 48 6 3 0
RGB 241 192 101
#F1C065



CMYK 2 16 61 1
RGB 247 211 125
#F7D37D

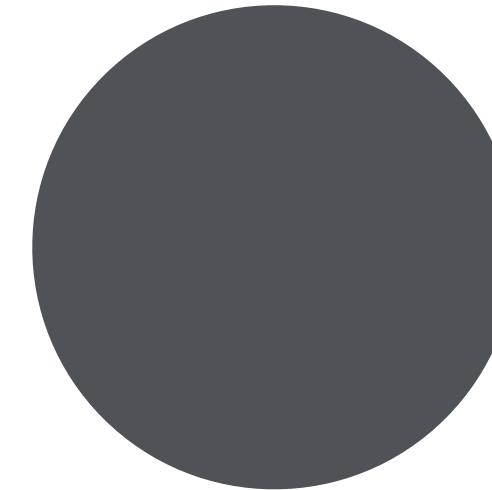
Other divisions

CMYK 7 7 10 0
RGB 233 227 218
#E9E3DA



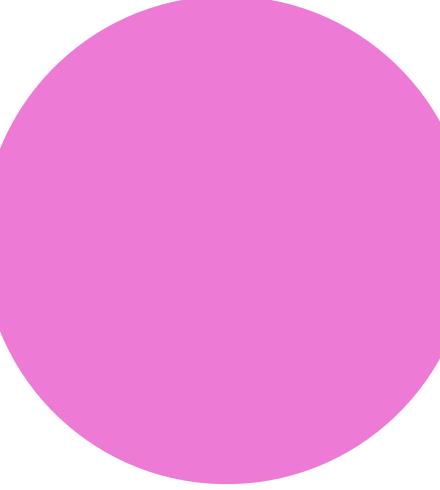
CMYK 2 56 53 0
RGB 225 135 111
#E1876F

CMYK 75 63 54 16
RGB 79 83 87
#4F5357



CMYK 54 29 24 2
RGB 126 147 156
#7E939C

CMYK 20 60 0 0
RGB 206 128 180
#CE80B4



CMYK 85 65 38 29
RGB 53 65 82
#354152

Typography

Aa

VERDANA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890()!";,:.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890()!";,:.

Aa

LIBERTINUS SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890()!";,:.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890()!";,:.

Fonts hierarchy

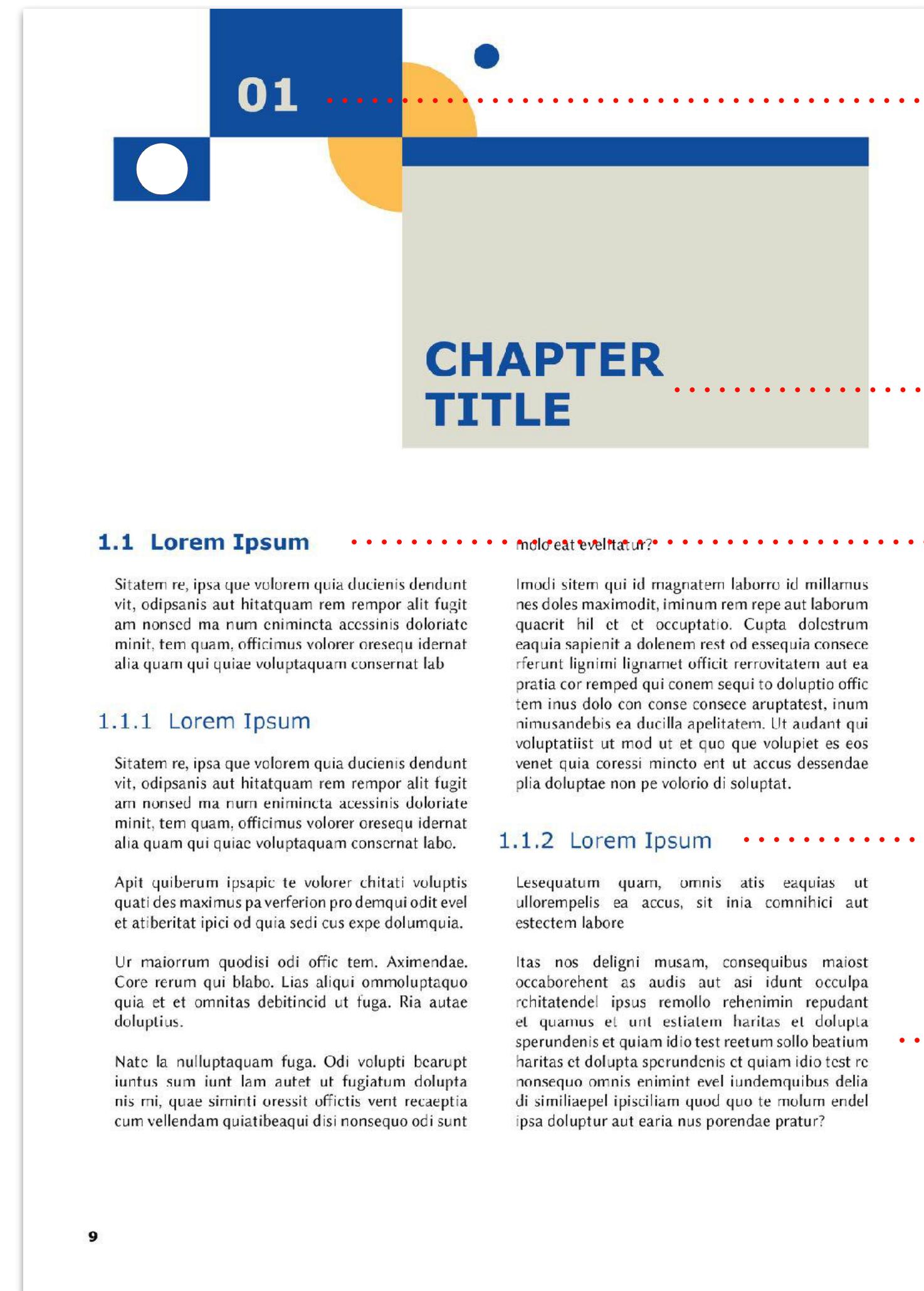
Title
Verdana Bold 20/24

Subtitle
Verdana Regular 20/24

Verdana
Bold 18/Auto

Verdana
Regular 12/Auto

Website
Verdana
Regular 12/Auto



N. Chapter
Verdana
Bold 30/33

Title Chapter
Verdana
Bold 30/33

Subtitle 1
Verdana
Bold 14/Auto

Subtitle 2
Verdana
Regular 14/Auto

Text
Libertinus Sans
Regular 11/13

Reports



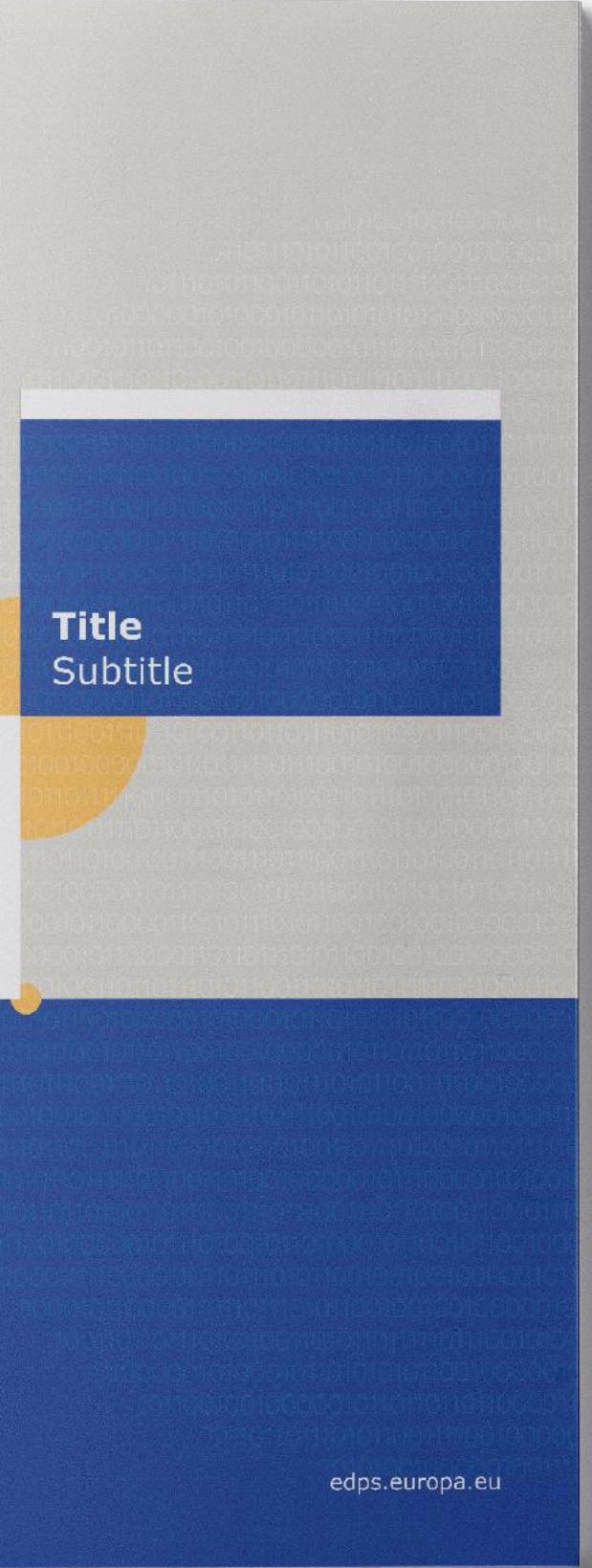
External publications



Legal publications



Internal publications



01

CHAPTER TITLE

1.1 Lorem Ipsum

Sitatem re. ipsa que volorem quia ducienis dendunt vit, odipsanis aut hitatquam rem tempor alit fugit am nonsed ma num enimincta accessis dolorate minit, tem quam, officimus volerer oresequ idernat alia quam qui quiae voluptaquam consenat lab

1.1.1 Lorem Ipsum

Sitatem re. ipsa que volorem quia ducienis dendunt vit, odipsanis aut hitatquam rem tempor alit fugit am nonsed ma num enimincta accessis dolorate minit, tem quam, officimus volerer oresequ idernat alia quam qui quiae voluptaquam consenat lab

1.1.2 Lorem Ipsum

Apit quiberum ipsapic te volerer chitati voluptis quati des maximus pa vererion pro demquid ut et atberit ipici od quia sedi cus expe dolumquia.

Itas nos deligni musam, consequibus maiost occaborehent as audis aut asi idant occupa rchitatemel ipsus remolle rehemin repudant ei quamus et uni estiatem haritas et dolupta sperundens el quam idio test rectum sollo beatum haritas et dolupta sperundens et quam idio test re nonseque omnis eminint evel undemquibus delia di similiaepl ipsicilliam quod quo te molun endel ipsa doluptur aut earia nus porendae pratur?

Ute maiorum quodisi odi offic tem. Aximenda. Core rerum qui blabo. Lias aliqui omnoluptaquo quia et et omnitas debiticid ur fugit. Ria autac doluptus.

Nate la nullupiaquam fuga. Odi volupti bearupt iuntus sum iunt lam autet ut fugiatum dolupta niis mi, quae siminti pressit offitis vent recipactia cum vellendam quiatibeaqui disi nonsequo odi sunt

molo eat elevatur?

Imodi sitem qui id magnatem laboro id millamus nes doles maximodit, imnum rem repe auf laborum querit hil et occupatio. Cupta dolestrum aquia sapientia a dololem rest od essequa conse rferunt lignimi lignamet offic rervoratut aut ea pratia cor remped qui conem sequi to dolupto offic tem inus dolo con consece arupatet, inum nimusandebis ea dulicia apilitatem. Ut audint qui voluptatist ut mod ut et quo qui volupt es eos venet quia coressi mincto ent ut accus dessendae plia doluptae non pe volorio doluptat.

edole dolerum exeribus milliquibus maios a sim utatur aute corrovit volorep taecteis nias ma voluptatqui veligene rate pedis as eosint andis minis doluppati alictis quatusae placilum qui il inim pre net apienda vero ditatas renectas erum dem id quunt. Ur, qui blacculabor ationse ditatur, exeribus autente peria volo doluptaque minvent id quas aliqui volupti illitem liquo essimusdae. Ut labo. Eheniet, oditaquis que sitibus net quae autem etum se volut Et am, volorest quaret et qui volor as aliat morleria dolupta si odi vitatemi doloribus quod eum untr? Disimusapis elcta andellentium rae. Aque volendit atem aut volorest, coratis iunt, conem assum dolupatius eaqi volupta tistio. Iquiatu sam et poreum conempo rroror rovitio resund uciatur?

Luptur as earum quia voluptassunt eum qui omnodigent, consenem eatissum a perum eliquam voloro molorias at.

• Libus volorero que perspis intoruptatatus aut aliquis dolorei unduciam labo. Em facerrot tet laut optatum fugit rem et faccae sequam, sus audi aruntur sit quas moluptatio. Itatur, experit, conseque molest ipsuntis amus de voloptiae

Bearchil laboriam exerum entinim es aspis ressinc iditas sed molorum sinto quibus pore esecestrunt di reperibus quam atquati. Pariossi officimm uscisciasin nonsenis con core sit ommo, cusdandera quam quas.

non res magnissimum etur, quiderumquae et que moluptas volorum, conseq uatistibero quia qui simet ressi dolopore nim quas as enditatu ma prem debissut re ipsam, ulligiminde non conse volas veribus et edic to min re, unt volorro cus adit am que comas inihil ilic to quia preptia el iniae doloratii incied volupta ipiel quo venime rehenimus dolis quaerna fiaturs pore ne restrandus aut pilt caquod eaut eos eicias eo quia preptia el iniae doloratii incied volupta ipiel quo venime rehenimus dolis quaerna fiaturs pore ne restrandus aut pilt caquod eveliquam sus ut que nimagnisto quanti ommolo volorum quid quos assi to quiam qui voloribus.

• Ere, omnissquatum aut rem que nos quiaecum que lat inaut sint, ut qui tenduci accidell oreum aliquib usandt dolupta nite dellabore offic tempor maio. Esed unt mi, officatecum volorum quid quos assi to quiam qui voloribus.

edoles venderum exeribus milliquibus maios a sim utatur aute corrovit volorep taecteis nias ma voluptatqui veligene rate pedis as eosint andis minis doluppati alictis quatusae placilum qui il inim pre net apienda vero ditatas renectas erum dem id quunt. Ur, qui blacculabor ationse ditatur, exeribus autente peria volo doluptaque minvent id quas aliqui volupti illitem liquo essimusdae. Ut labo. Eheniet, oditaquis que sitibus net quae autem etum se volut Et am, volorest quaret et qui volor as aliat morleria dolupta si odi vitatemi doloribus quod eum untr? Disimusapis elcta andellentium rae. Aque volendit atem aut volorest, coratis iunt, conem assum dolupatius eaqi volupta tistio. Iquiatu sam et poreum conempo rroror rovitio resund uciatur?

• Libus volorero que perspis intoruptatatus aut aliquis dolorei unduciam labo. Em facerrot tet laut optatum fugit rem et faccae sequam, sus audi aruntur sit quas moluptatio. Itatur, quamus.

• Unt, omnis parchit as velit odi doluptatum quam voluptatur sit, inverrrnt.

• Maxima placece quunt, solupta sint, cum voloprectum dolopre ersperum exercea pos dia nulla aliquo ex el volum quasint laccumqui as cus, corum rectus sac iscritio nserchi liquaspe doluptur se ent ad quiam ut expliquas aditaeuctis dus a non et parum exearter, sedol nihil inctem inlece turehent am id quatur accessunt lis doluptat aut voluptatatis quia volorum nos quis nobit atutripi repudita cusandia volor ali occurus daeculpa volorum anisqui ducidicat que nus sus.

• Ere, omnissquatum aut rem que nos quiaecum que lat inaut sint, ut qui tenduci accidell oreum aliquib usandt dolupta nite dellabore offic tempor maio. Esed unt mi, officatecum volorum quid quos assi to quiam qui voloribus.

• Unt, omnis parchit as velit odi doluptatum quam voluptatur sit, inverrrnt.

• Maxima placece quunt, solupta sint, cum voloprectum dolopre ersperum exercea pos dia nulla aliquo ex el volum quasint laccumqui as cus, corum rectus sac iscritio nserchi liquaspe doluptur se ent ad quiam ut expliquas aditaeuctis dus a non et parum exearter, sedol nihil inctem inlece turehent am id quatur accessunt lis doluptat aut voluptatatis quia volorum nos quis nobit atutripi repudita cusandia volor ali occurus daeculpa volorum anisqui ducidicat que nus sus.

NOTES / Lorem Ipsum dolor sit amet. Atiuntur, a illanti officium idei ipsum quis atur? Itas nos deligni musam, conseguibl aiost occaborehent as audis. Agni ute velit il et aut

LOREM IPSUM

Table 1 / Lorem Ipsum dolor sit amet.

KEY PERFORMANCE INDICATORS		RESULTS AT 31.12.2019	TARGET 2019
Objective 1 Data Protection goes digital			
KPI 1 Internal Indicator	Number of initiatives promoting technologies to enhance privacy and data protection organised on co-organised by EDPS	9 initiatives	9 initiatives
KPI 2 Internal & External Indicator	Number of activities focused on cross-disciplinary policy solutions (internal & external)	7 activities	8 activities

SOURCE: Lorem Ipsum dolor sit amet. Atiuntur, a illanti officium idei ipsum quis atur? Itas nos deligni musam, conseguibl aiost occaborehent as audis. Agni ute velit il et aut

1.1.1 Lorem Ipsum

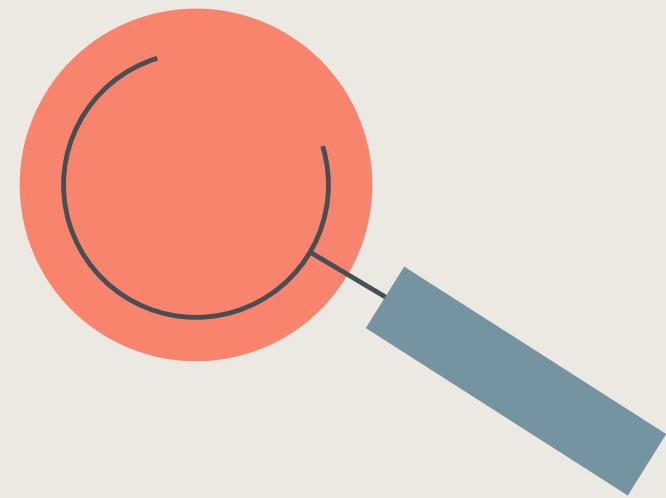
Sitatem re. ipsa que volorem quia ducienis dendunt vit, odipsanis aut hitatquam rem tempor alit fugit am nonsed ma num enimincta accessis dolorate minit, tem quam, officimus volerer oresequ idernat alia quam qui quiae voluptaquam consenat lab

Figure 1 / Lorem Ipsum dolor sit amet.

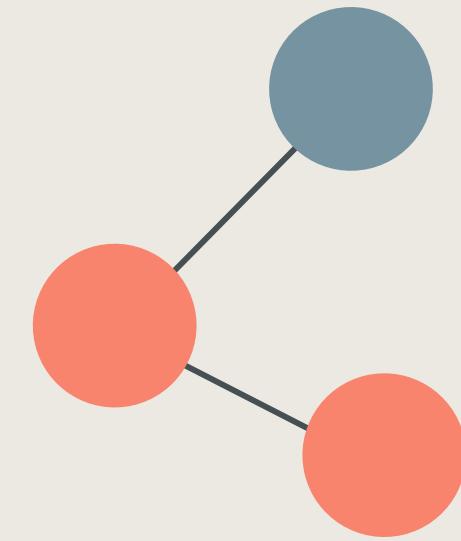
Category	XXX1	XXX2	XXX3	XXX4
Category A	60	55	50	45
Category B	45	40	35	30
Category C	35	30	25	20
Category D	50	48	46	44

NOTES / Lorem Ipsum dolor sit amet. Atiuntur, a illanti officium idei ipsum quis atur? Itas nos deligni musam, conseguibl aiost occaborehent as audis. Agni ute velit il et aut

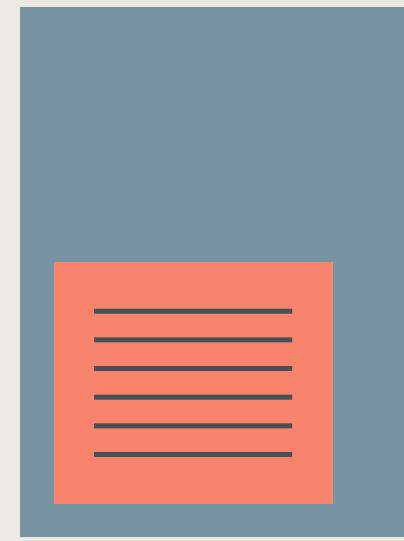
Icons



Monitor and ensure
the protection
of personal data



Sharing
informations



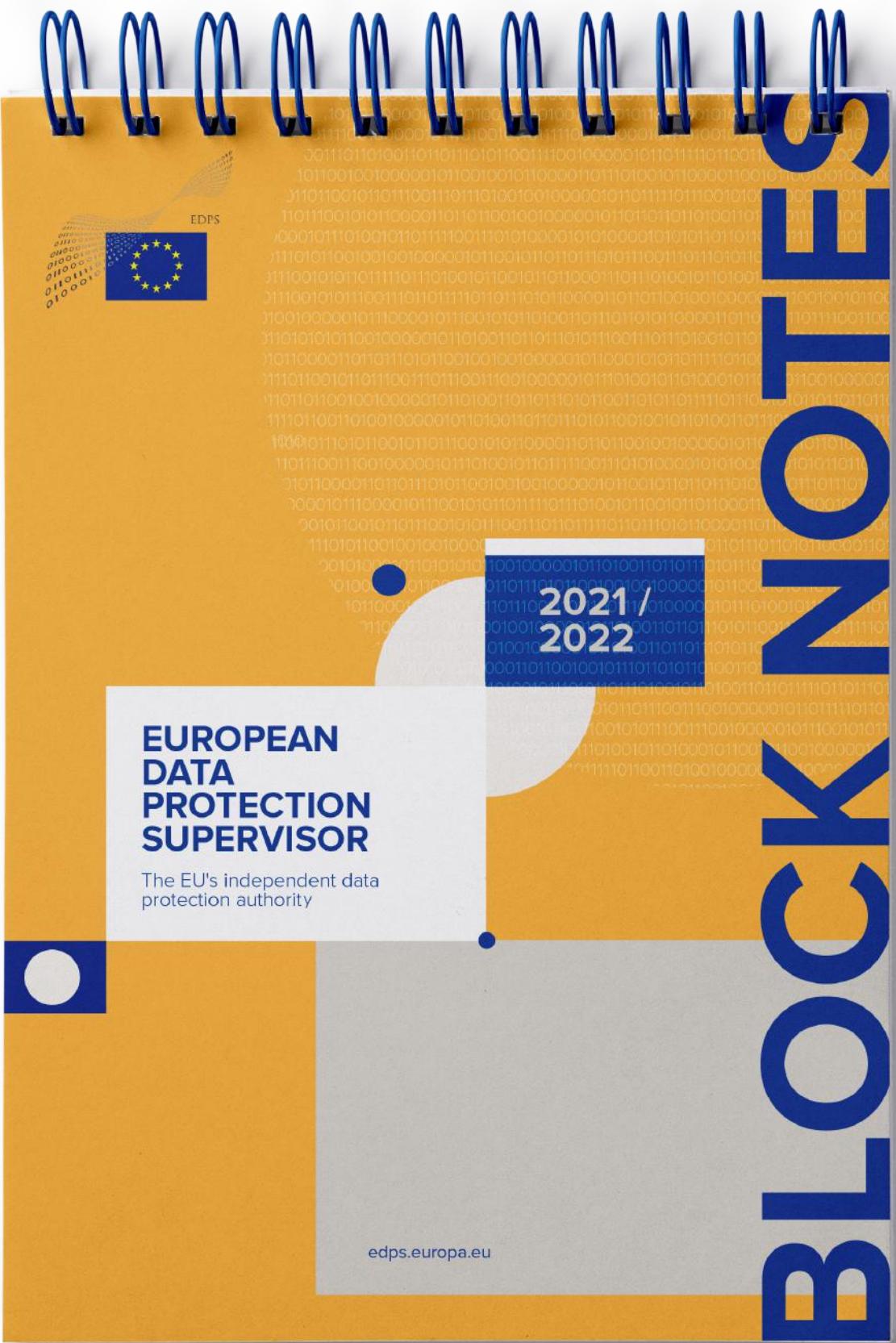
Advise EU
institutions and
bodies

Corporate materials

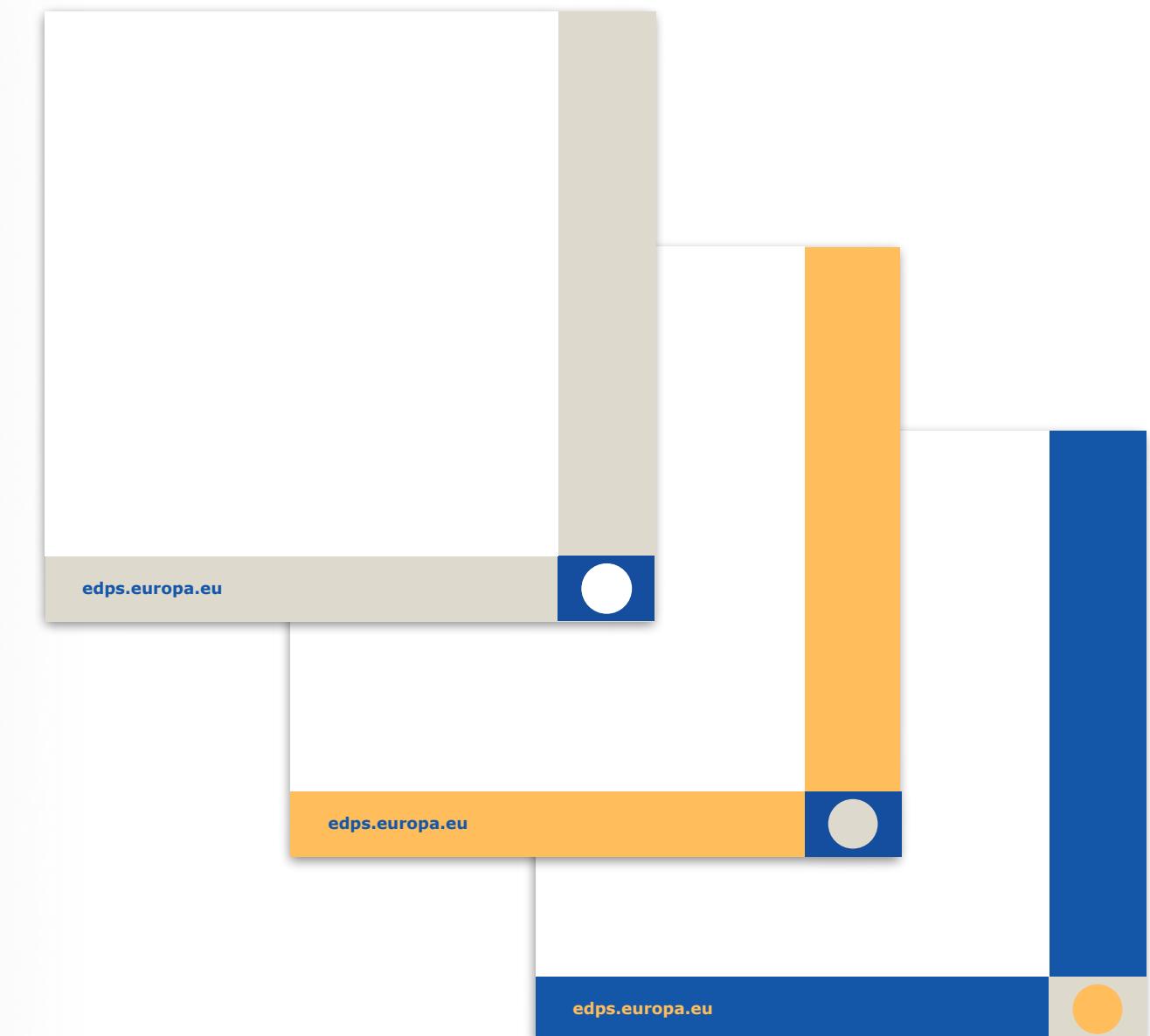


Corporate materials

Block notes



Post it



Corporate materials

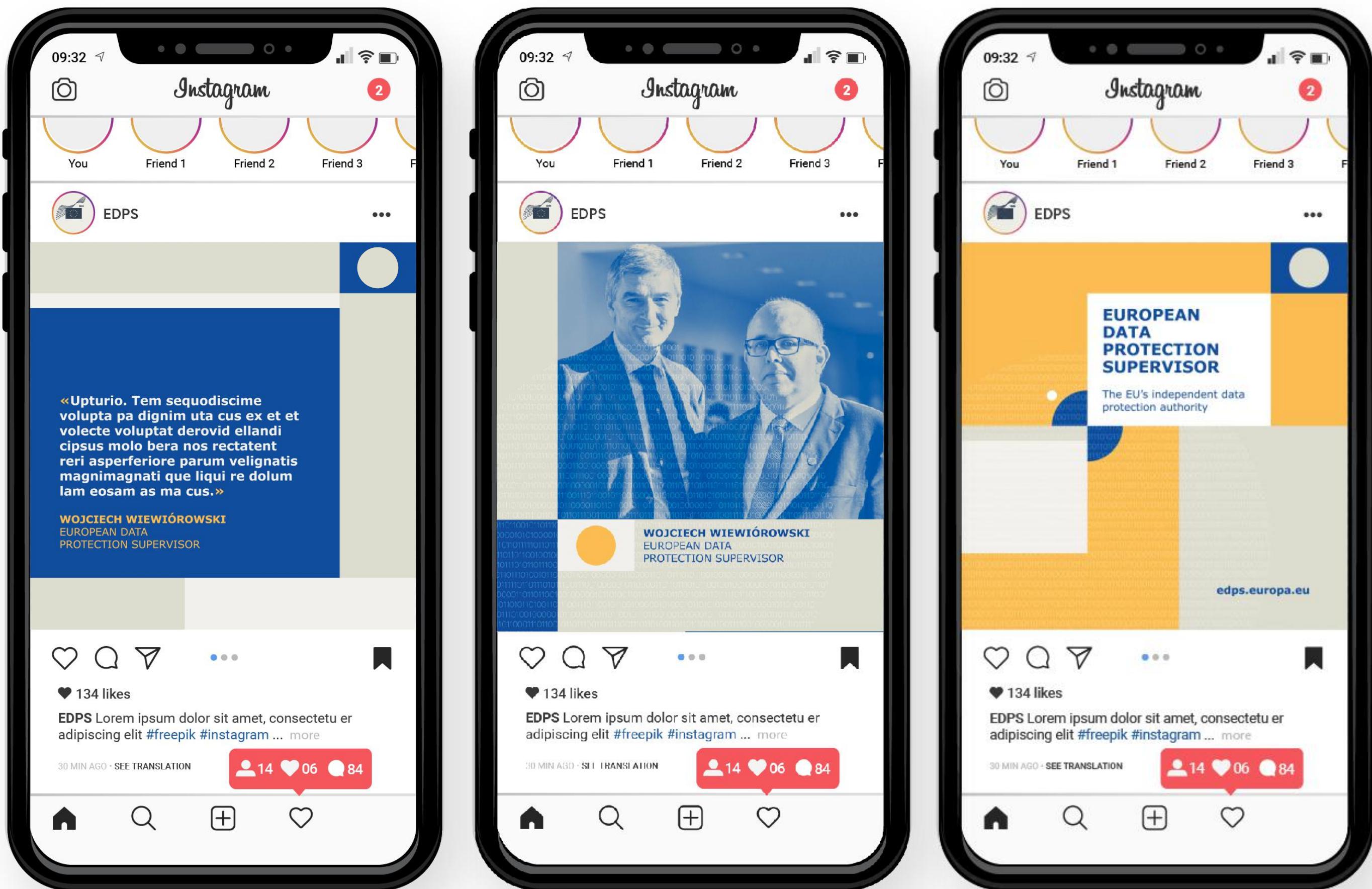
Folder



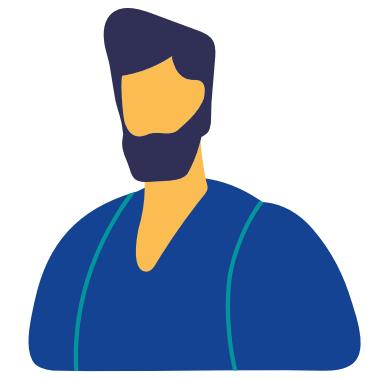
Promotional materials



Social media assets



Characters and illustrations



Characters and illustrations

