Visual Identity
Guideline

December 2018

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01.
Introduction

This style guide explains how ERRIN wants to present its brand identity and contains advice and guidance on how to apply brand identity elements such as logos, colours, graphic patterns and fonts when developing its products.

The rules presented in this guide must be followed and respected by anyone concerned to maintain a consistent brand and to ensure more effective internal and external communication.

These guidelines are intended for use by ERRIN staff, and contractors invloved in the design and production of ERRIN materials and they should always be provided to requesters.

02.
ERRIN Logo

02.01 ERRIN Logo description

The ERRIN Logo consists of three elements, the acronym "ERRIN", the full name and a visual which is the stars.

The acronym letters have been specifically and simply designed for ERRIN to give it a unique identity, and so that it can be clear, recognizable and readable even when used on a small scale.

The stars have been inspired from the EU emblem to give the logo its European identity. The stars that gradually increase in size and their placement are meant to give the logo a dynamic touch, one that symbolizes movement and progress.

02.02 Correct use of the logo

The ERRIN logo may only be used either in its original full-colour version or in grey scale as shown below.

The logo placement should always be at the top of any document or designed materials. Although it is preferable to place it on the left side, placing it on the right or even the middle is also acceptable if doing so enhances the design and looks of deliverables.

All common versions and file formats of the logo can be found here.

On designed materials, the logo may also be placed on photographs and coloured backgrounds:

01.	When placed against a plain coloured background, the logo should be in the form of an inverse, only in white.

02.	When placed against a bright background or a photograph, the logo should either be used in its original four-colour version making sure that it is contrasting enough to be clear or in the form of an inverse in case of a dark background.

02.03 Recommended logo sizes

The ERRIN logo will be most commonly used on MS Word documents (letters, agendas, etc.) and PowerPoint presentations. It will also be used on various designed materials such as folders, business cards, banners and others.

It is highly recommended that the minimal size would not go below 3.3 cm in width to ensure that the full name stays readable. With a size that small, it can be used on business cards. Ideal sizes for various deliverables are 4.5 cm and 6 cm in width.

02.04 Misuse of the logo

It is highly important to use the versions of the logo as mentioned in 02.02, and no other colour variations, distortions or altered elements position are allowed. It is also unacceptable to place the logo on a coloured background that would not ensure proper contrasting.

3.3 cm

4.5 cm

6 cm

03.
EU Emblem

03.01 Introduction

Since ERRIN is financed by the European Union, its visual identity has to comply with the European regulations governing publicity in European funded initiatives. In line with this regulation, all ERRIN materials must include the European emblem.

Information on the EU regulations and the use of its emblem can be found here:

https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32014R1049&from=EN

https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf

03.02 EU emblem description

The EU emblem is in the form of a blue rectangular flag with 12 gold stars forming a circle in the centre. The stars are arranged so they appear in the position of the hours on the face of the clock, and the number is invariable.

The official colours of the flag are Pantone Reflex Blue and Pantone Process Yellow. If four-colour process (CMYK) or web colour (RGB) is used, the recreation of these colours can be obtained by using the following:

Pantone Reflex Blue

CMYK
100 80 0 0

RGB
0 0 153

HEX
#000099

Pantone Process Yellow

CMYK
0 0 100 0

RGB
255 204 0

HEX
#FFCC00

03.03 Use of the emblem

All ERRIN materials must include the European emblem, and it should always be accompanied by "Co-funded by the Asylum, Migration and Integration fund of the European Union" and a bilinguial slogan, English and Dutch "Migration in Action/ Migratie in Beweging". The text is in Calibri and Canaro which are both ERRIN's corporate fonts.

The emblem must always be placed at the bottom of all materials, and it is recommended to be in the middle when in normal use. The emblem can at times be placed at either side only when the layout of the designed materials dictates it.

It is preferable to use the flag on a white background and to avoid multicolour ones especially those with colours that clash with the EU blue. In the event of placing the emblem on a coloured background or on a photograph, a white border should be added to the flag. It is also acceptable to change the text colour to white.

All common versions and file formats of the logo can be found here.

03.04 Misuse of the emblem

Several ways of text application to the EU flag are permitted according to EU guidelines, but it is very important to maintain consistency when using it on all ERRIN's documents and designed materials; therefore, it is highly recommended to use only one version which is the one displayed on this page.

The emblem should never be placed on top of any document and no colour or logo elements deletion or alteration is allowed even if the alteration complies with EU guidelines. Only one version should be used at all times for consistency.

Co-funded by the Asylum, Migration and Integration Fund of the European Union

Migration in Action Migratie in Beweging

Co-funded by the Asylum, Migration and Integration Fund of the European Union

Migration in Action Migratie in Beweging

Colours are very important for a strong visual identity and their application should always be consistent. Three colours are used for ERRIN's visibility and all its communication products. They are defined in numeric values in CMYK, RGB and HEX referencing systems as well as Pantone colours and these specifications should be followed precisely. Lighter shades of these colours are also available to use when needed.

04.
Colours

Blue

CMYK
77 27 23 5

RGB
42 142 173

HEX
#298DAC

Pantone
100% 7459 C

75%

CMYK
58 20 17 4

RGB
113 167 192

HEX
#70A7C0

Pantone
75% 7459 C

50%

CMYK
39 13 11 3

RGB
164 195 213

HEX
#A4C2D5

Pantone
50% 7459 C

25%

CMYK
19 7 6 1

RGB
213 225 234

HEX
#D4E0EA

Pantone
25% 7459 C

Orange

CMYK
0 36 98 0

RGB
249 175 0

HEX
#F8AE00

Pantone
100% 130 C

75%

CMYK
0 27 74 0

RGB
252 195 84

HEX
#FBC255

Pantone
75% 130 C

50%

CMYK
0 18 49 0

RGB
254 216 148

HEX
#FED793

Pantone
50% 130 C

25%

CMYK
0 9 25 0

RGB
255 235 204

HEX
#FFEBCB

Pantone
25% 130 C

Grey

CMYK
40 31 20 70

RGB
97 99 101

HEX
#494B52

Pantone
100% 7540 C

75%

CMYK
30 23 15 52

RGB
114 116 123

HEX
#72737A

Pantone
75% 7540 C

50%

CMYK
20 15 10 35

RGB
156 158 164

HEX
#9C9DA4

Pantone
50% 7540 C

25%

CMYK
10 8 5 18

RGB
204 204 208

HEX
#CBCBD0

Pantone
25% 7540 C

05.01 Introduction

A part of a visual identification system is determined by graphic elements. For ERRIN, a simple graphic pattern has been designed to use on all deliverables. It consists of overlapping geometric shapes having the same round radius size of the ERRIN letters designed for the logo, as well as ERRIN's corporate colour combination. The use of these elements is meant to add a simple, colourful, optimistic and dynamic touch to ERRIN's visibility.
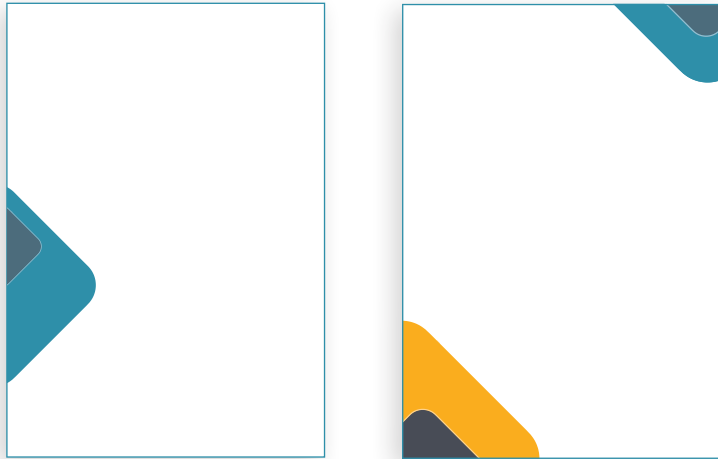
05.02 Use of graphic elements

This graphic should be primarely used as one entity specifically on the general materials such as banners, folders, business cards and on covers of other deliverables such as MS Office files and publications. It may either be placed vertically on the bottom right side of a document or horizontally on the top right as shown below:

05.
Graphic Elements

Parts of this graphic may also be used as separate elements with varying sizes and colours depending on design needs. The use of these elements should be on inside pages or back covers of deliverables.

05.03 Misuse of graphic elements

The graphic elements should never be placed in a position that inteferes with the content of documents and cause any miscomfort for readers such as placing them as backgrounds for instance. They should also not be used in their full shape but always bleeding out the edges. Fading the colours out by using light tints or transparancies is not allowed; they must always be kept in their full-colour specification.

06.
Typography

06.01 Primary font: Calibri

Calibri is a sans serif font that is easy to read on screen and when printed and can be found installed on almost every operating system. The Calibri font family is the primary font used for all ERRIN communications and written materials, and it is highly recommended to use the following guidelines for a consistent typographical style.

01.   For MS Word dcouments:

Font	Style	Size/Line Spacing	Font Colour	Position
Main Heading	Calibri Bold	30 or 32 pt. / 1.0	ERRIN Blue	Centered
Subheading	Calibri Bold	20 or 22 pt. / 1.0	ERRIN Orange	Centered
Paragraph Title	Calibri Bold	12 or 14 pt. / 1.0	ERRIN Blue	Aligned left
Body of Text	Calibri Regular	10, 11 or 12 pt. / 1.0 depending on type of publication and space by number of pages	Black	Fully justified
Bullet Points	Calibri Regular	10, 11 or 12 pt. /1.0	Black	Fully justified
Footnotes	Calibri Regular	8 pt.	Black	Fully justified

02. For MS PowerPoint presentations:

Font	Style	Size/Line Spacing	Font Colour	Position
Cover Main Heading	Calibri Bold	48 pt.	ERRIN Blue	Centered
Cover Subheading	Calibri Bold	32 pt.	ERRIN Orange	Centered
Inside Main Heading	Calibri Bold	40 pt.	ERRIN Blue	Aligned left
Inside Subheading	Calibri Bold	28 pt.	ERRIN Orange	Aligned left
Body of Text	Calibri Regular	24 pt.	ERRIN Grey	Fully justified
Bullet Points	Calibri Regular	24 pt.	ERRIN Blue	Fully justified

06.02 Calibri font

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

Calibri 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

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

Calibri Bold 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

06.03 Secondary font: Canaro

Canaro is a sans serif font with a modern appearance known for its legibility and functionality. It is available in a range of weights and matching italics. It is a font that is not commonly found installed on systems and is not to be used on day-to-day operations and communications, but only on Adobe CS by professionals when designing materials (publications, newsletters, factsheets and others) and visuals for ERRIN. It is highly recommended to use the following guidelines for a consistent typographical style when using Canaro.

Font	Style	Size / Leading	Font Colour	Position
Main Cover Heading	Canaro Medium	32 pt. / 34 pt.	ERRIN Blue	Design/Layout Specific
Main Cover Subheading	Canaro Medium	22 pt. /24 pt.	ERRIN Orange	Design/Layout Specific
Inside Section/ Chapter Heading	Canaro Medium	32 pt. / 34 pt.	ERRIN Blue	Design/Layout Specific
Inside subheading	Canaro Medium	22 pt. / 24 pt.	ERRIN Orange	Design/Layout Specific
Small Title	Canaro Medium	16 pt. / 18 pt.	ERRIN Blue or Orange	Aligned left
Body of text*	Canaro Light	11 pt. / 15 pt.	ERRIN Grey	Fully justified
Footnotes**	Canaro Light	9 pt. / 10 pt.	ERRIN Grey	Fully justified

* The use of hyphenation is not recommended.
  Spacing before or after paragraphs should be 4 mm.
** Spacing between footnotes should be 0.75 mm.
  Do not allow split footnotes.

06.04 Canaro font

Canaro Thin

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

Canaro Thin 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

Canaro Light

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

Canaro Light 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

Canaro Medium

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

Canaro Medium 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

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