

EMSA CORPORATE **LOGO GUIDELINES**

This section contains detailed information on the construction of the EMSA logo and its applications. It is specifically relevant to graphic designers and printers or anyone needing to reproduce the image.

Also explained here are rules on how and where to use the logo. Please adhere to these guidelines on colour, typography and construction to ensure full visual consistency of the EMSA identity. Artwork data files are available on the accompanying flash disc.

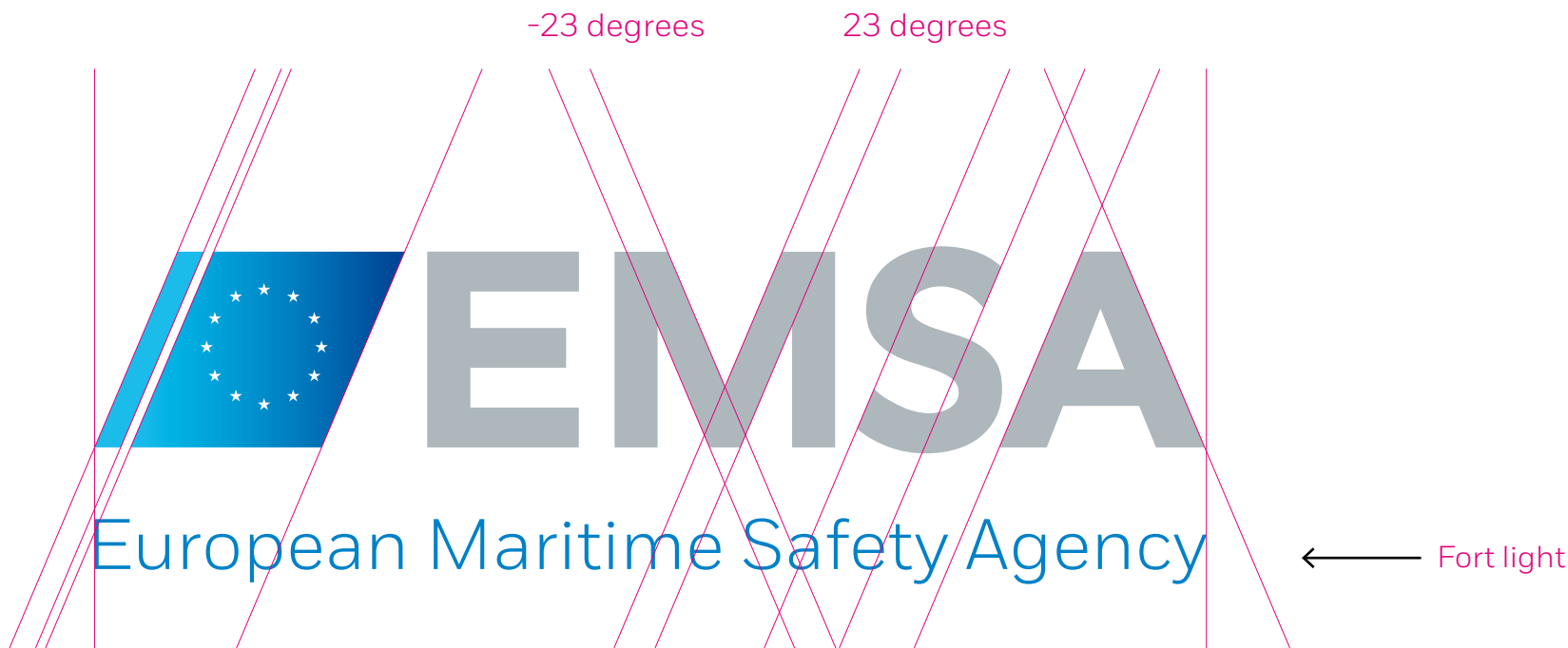


European Maritime Safety Agency



The EMSA logo is comprised of three elements: the symbol, acronym in large letters and the full name. In some cases, only the symbol with the acronym is used.

The symbol is constructed from a parallelogram containing the EU stars and a parallel line on the left. The shape is derived from the bow(?) of a ship, a sail and a flag upon a mast, creating an overall symbol of ships and sailing. The blue gradient is a connotation of the deep sea waters of the maritime environment.



The logo is carefully constructed as an original and unique artwork. The acronym is derived from the corporate font (Fort), but has been redrawn for the purpose of the logo shape harmony, using a leitmotif of the 23° angle throughout its construction. The full name uses the EMSA corporate font Fort Light.

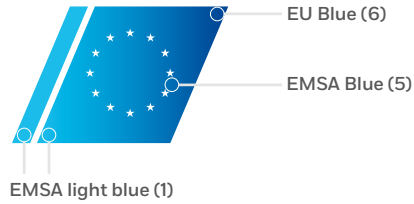


The full colour EMSA logo exists only in positive version. This page shows the main colour of the logo. It is important to use the correct values for maintaining consistency of the visual identity.

The colours are defined as CMYK for printing and RGB for on-line materials. Do not use this reproduction to adjust colours. Reference colours are available in Pantone® book. Always perform a colour test before the approval of printing.

- 1/ EMSA Light blue
CMYK: 70/0/0/0
RGB: 32/174/230
- 2/ EMSA Gradient (see below)
Raging left to right
from EMSA Light Blue
via EMSA Blue
to EU Blue
- 3/ EMSA Grey
CMYK: 10/0/0/35
RGB: 158/168/175
- 4/ EMSA Typography blue
CMYK: 100/30/0/0
RGB: 0/110/188
- 5/ EMSA Blue
CMYK: 100/60/0/0
RGB: 0/75/155
- 6/ EU Blue
CMYK: 100/80/0/0
RGB: 0/75/155

EMSA Gradient Scheme



A4 – Publication Title
Acronym Version



A4 – Stationary
Full Version



Minimum Size
Full Version



Minimum Size
Acronym Version



This page shows the typical sizes for most frequent use and minimum logo size usage.

The logo should always maintain a “safety zone” around it, defined here with the help of the capital letter E. No graphic elements or typography or edge should come within this safety zone. If it is possible, the space should be even larger to maintain an airy manner of the overall composition of all layouts.



The EMSA logo is constructed in a specific way which is not to be altered. Please refer to the artwork provided and if reproducing the logo by analogue method use the grid to maintain correct proportions.

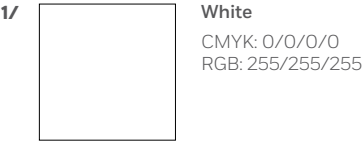
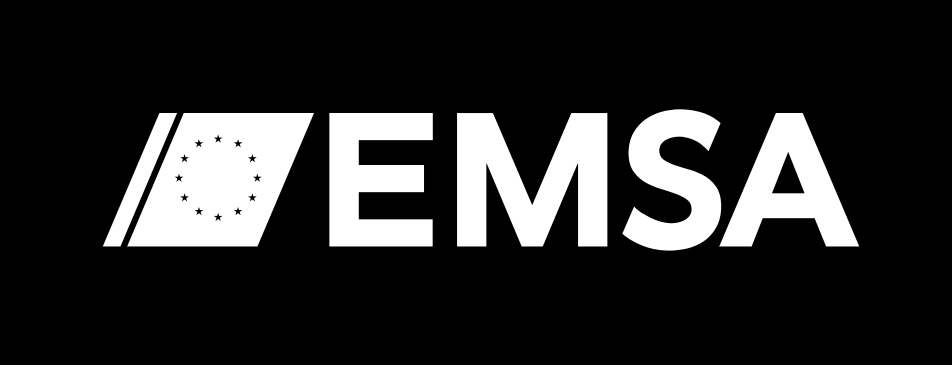


The full colour positive EMSA logo can be placed only on white or light grey background or the diagonal striped background which is defined by this manual. The black&white version of the logo in positive or negative should be used on any other backgrounds if necessary.

When placing the logo on the diagonal striped background, please maintain correct placement as defined on this page.



The monochrome positive logo is black and is designed for use over more complicated backgrounds (e.g. photographs, video...) or on materials printed in Black&white (e.g. fax). All other rules, such as the safety zone and forbidden uses, apply. Please see the following pages for usage examples.



The monochrome negative logo is white and is designed for use over more complicated backgrounds (e.g. photographs, video...). All other rules, such as the safety zone and forbidden uses, apply. Please see the following pages for usage examples.



The use of the full colour logo version is always to be preferred, whenever possible. This page shows examples of certain backgrounds when the monochrome black

or white logo should be chosen over the full colour version. This is also the correct solution when placing the logo into a video format with dynamic background.



This page shows incorrect placement of the EMSA logo variations over various backgrounds.



When placing the EMSA logo over photographs or other visuals, use the black or white monochrome version. The logo must be placed over a clean and uncluttered area respecting the minimal safety zone distance from any potentially disturbing visual element in the image.



This spread shows examples of correct and wrong logo placement over photographic background.





In case it is not possible to print the full colour version of the EMSA logo in CMYK and Spot colours are to be used, a special version of the logo has been created without the blue gradient. Please use only the defined Pantone® colours on this page. This situation can occur when producing promotional items, such as pens, mugs, etc.



1/ EMSA Light blue
PANTONE 298 C

2/ EMSA Typographic blue
PANTONE 3005 C

3/ EMSA Grey
PANTONE 429 C

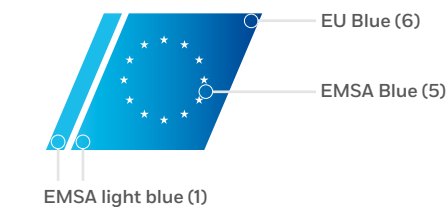


1/ EMSA Light blue
CMYK: 70/0/0/0
RGB: 0/0/0

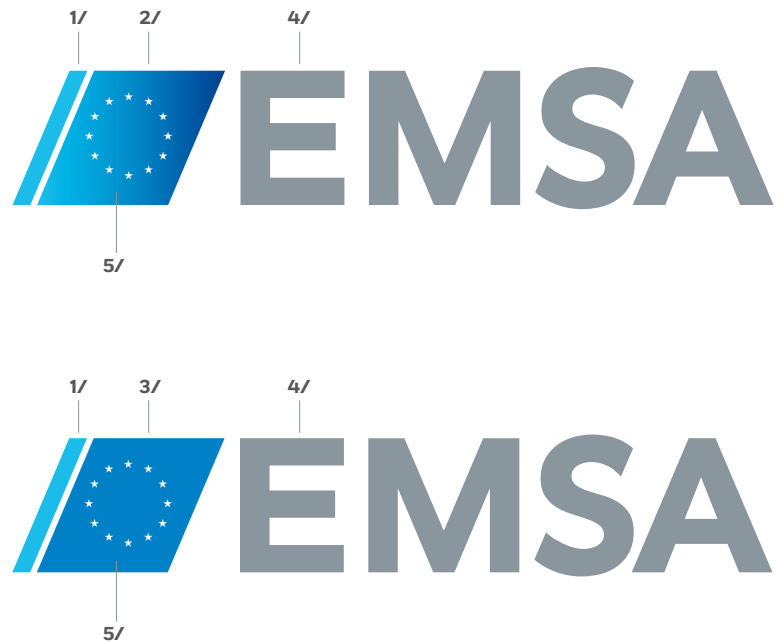
2/ EMSA Gradient (see below)
Raging left to right
from EMSA Light Blue
via EMSA Blue
to EU Blue

3/ White
CMYK: 0/0/0/0
RGB: 255/255/255





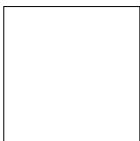
EMSA Gradient Scheme

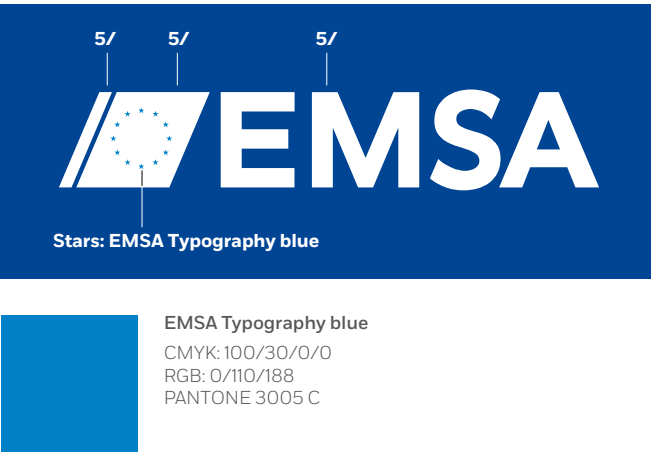


A full colour negative special version logo has been created to be used on the EMSA video-wall over a dark grey background. This is the sole use of this special logo version and any other uses are not allowed.



This special version of the full colour EMSA positive logo is to be used for placement on ships and port equipment. The logo is used in its acronym version (without the full name of the agency) with a darker shade of grey in the lettering to provide stronger contrast and recognition. This logo version is to be used over white or light grey backgrounds. The version with the blue gradient is preferred, but the non-gradient version can be used when necessary due to production technology limitations.

- 1/  **EMSA Light blue**
CMYK: 70/0/0/0
RGB: 32/174/230
PANTONE 298 C
- 2/  **EMSA Gradient (see p. 20)**
Raging left to right
from EMSA Light Blue
via EMSA Blue
to EU Blue
- 3/  **EMSA Typography blue**
CMYK: 100/30/0/0
RGB: 0/110/188
PANTONE 3005 C
- 4/  **Dark grey**
CMYK: 15/0/0/50
RGB: 120/130/140
PANTONE 430 C
- 5/  **White**
CMYK: 0/0/0/0
RGB: 255/255/255



In cases of logo placement on equipment with dark background, this special negative version with blue stars is to be used.



The EMSA flag is the only application of the logo symbol without typography. Please use data provided.



X DO NOT

It is forbidden to re-create, deform or modify the EMSA logo in any way, to use only a part of the logo or to change any of its elements including colours or typography. Please use only the provided vector formats of the logo in accordance with the prescribed usage by this manual.



EMSA Light Blue
CMYK: 70/0/0/0
RGB: 32/174/230
Pantone® 298 C

EMSA Typo Blue
CMYK: 100/30/0/0
RGB: 0/110/188
Pantone® 3005 C

EMSA Blue
CMYK: 100/60/0/0
RGB: 0/75/155
Pantone® 2935 C

EU Blue CMYK:
CMYK: 100/80/0/0
RGB: 0/51/153
Pantone® Reflex Blue



EMSA Stripes
CMYK: 0/0/0/15
RGB: 220/220/220
Pantone® 420 C

EMSA Stripes
CMYK: 0/0/0/15
RGB: 220/220/220
Pantone® 420 C

EMSA Grey
CMYK: 10/0/0/35
RGB: 158/168/175
Pantone® 429 C

Dark grey
CMYK: 15/0/0/50
RGB: 120/130/140
Pantone® 430 C



White
CMYK: 0/0/0/0
RGB: 255/255/255

Black
CMYK: 0/0/0/100
RGB: 0/0/0

The Marine-blue gradient:
ranging left to right from EMSA Light blue through EMSA blue to EU blue



EMSA Light Blue
CMYK: 70/0/0/0
RGB: 32/174/230
Pantone® 298 C

EMSA Blue
CMYK: 100/60/0/0
RGB: 0/75/155
Pantone® 2935 C

EU Blue CMYK:
CMYK: 100/80/0/0
RGB: 0/51/153
Pantone® Reflex Blue

Colours and their consistent application are vital for the strong visual identity. The colours are defined as CMYK or Pantone® Spot for printing and RGB for on-line materials. Use only the correct colour values for providing identical colours in all media. This page shows the primary colours that constitute the EMSA visual identity.

Do not use this reproduction to adjust colours. Reference colours are available in Pantone® book.

It is recommended to always create certified print-proofs before printing.



EMSA Yellow
CMYK: 0/35/85/0
RGB: 243/163/28

EMSA Red
CMYK: 0/66/50/0
RGB: 225/94/87

EMSA Green
CMYK: 65/0/75/0
RGB: 89/166/75

EMSA Violet
CMYK: 48/52/0/0
RGB: 129/110/170

EMSA Kiwi
CMYK: 37/0/100/0
RGB: 174/195/0



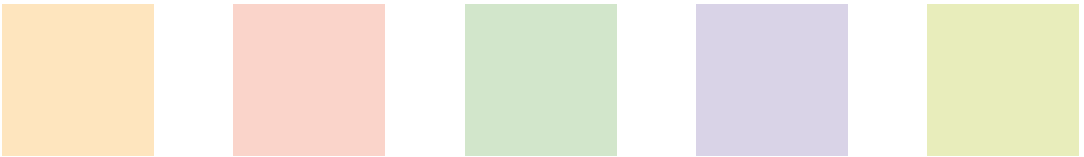
EMSA Yellow 65%
65%: 0/35/85/0
RGB: 249/195/107

EMSA Red 65%
65%: 0/66/50/0
RGB: 237/153/139

EMSA Green 65%
65% 65/0/75/0
RGB: 152/198/134

EMSA Violet 65%
65% 48/52/0/0
RGB: 169/157/201

EMSA Kiwi 65%
65% 37/0/100/0
RGB: 204/215/93



EMSA Yellow 35%
35%: 0/35/85/0
RGB: 252/223/175

EMSA Red 35%
35%: 0/66/50/0
RGB: 246/201/189

EMSA Green 35%
35% 65/0/75/0
RGB: 202/225/190

EMSA Violet 35%
35% 48/52/0/0
RGB: 208/201/226

EMSA Kiwi 35%
35% 37/0/100/0
RGB: 228/234/171

Horizontal tasks

Visits and inspections

Pollution preparedness, detection and response

Maritime Services

Technical and scientific assistance

These secondary colours are used mainly when graphic differentiation is needed for providing a better orientation or fresh look. They are used to mark different sections or chapters in EMSA publications or for EMSA sub-branded products.

The secondary colours are also used for creating complex graphs and tables that need high levels of differentiation of various data fields and elements.

Fort Light
Fort Light Italic

Fort Medium
Fort Medium Italic

Fort Bold
Fort Bold Italic

FORT is a contemporary sans serif with slightly squared shoulders; neutral enough to stay discreet where necessary, yet warm and friendly to avoid being impersonal. It has been chosen as EMSA's corporate identity font and is to be preferred wherever possible.

FORT was designed by Jeremy Mickel of the American type foundry Village, and was voted one of top 10 fonts for 2012 by magazine Typefacts (<http://typefacts.com/news/die-besten-fonts-2012>)

Fort Light
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Fort Light Italic
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A B C D E F G H I J K L M N O P R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 @ \$ & % ' , " . : ;

Fort Medium
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Fort Medium Italic
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A B C D E F G H I J K L M N O P R S T U V W X Y Z
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Fort Bold
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Fort Bold Italic
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FORT BOLD 15/18 PT
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FORT BOLD 9/13 PT
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FORT BOLD 7/9 PT
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rehendit, quae nis eum eatia volor amus.

FORT is multilingual OpenType font family supporting all Latin based languages, with extensive typographic features.