

EMSA Website Templates

Communication Guidelines

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Document History

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1.0	21/07/2016	xxx	ILO	

Document Summary

This manual contains approved standard graphic elements of the European Maritime Safety Agency web templates based on its visual identity. It has been prepared and distributed to ensure the success of this identity. Please use and adhere to these guidelines, which are fundamental yet flexible enough to allow for individual expression in specific projects.

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1. Introduction

EMSA's mission is defined by Regulation (EC) 1406/2002 (as amended), the EMSA 5-Year Strategy, and the Multiannual financial framework.

The EMSA website, intranet and extranet are essential platforms to obtain the main objective of the EMSA Communication Strategy 2014-2020 "delivering objective, reliable and easy to understand information to the public and any interested party".

The Communication Cell (Bureau of the Executive Director), uses Joomla (joomla.org), the open source Web Content Management (WCM) to collaboratively create, edit, review, index, search, publish and archive various kinds of material.

2. Visual Identity

The Communication cell in EMSA, is responsible for the guidelines and for ensuring that the visual identity is preserved and enhanced through effective, well-designed solutions. It manages and monitors the use of the guidelines and makes them available to Agency staff and other authorized parties.

The communication cell provides specific guidelines and standards for all forms of agency products. Adherence to these guidelines is vital to obtain a uniform and consistent representation.

To maximize the benefits of the visual identity, it must be used in a consistent fashion. It is the Agency's policy that the signatures, logos, type fonts, and marks described in the guidelines are the only authorized marks to be used in all communications products. Within the framework of the guidelines there is flexibility to accommodate the needs of units throughout the Agency.

The Communication cell in EMSA, is responsible for the guidelines and for ensuring that the visual identity is preserved and enhanced through effective, well-designed communications. It manages and monitors the use of the guidelines and makes them available to Agency staff and other authorized parties.

Questions concerning the visual identity guidelines or need to obtain visual elements can be addressed to information@emsa.europa.eu

3. Web Logo

The EMSA logo is the key element in the visual identity and must appear on all official Agency websites. It may not be modified in any way.

The EMSA primary logo palette is defined as follows:



A unique configuration of the EMSA logo and the words "European Maritime Safety Agency" is reserved solely for use in the banner at the top of the Web site. It was developed for maximum legibility of the Agency name in this medium and may not be used on other applications.

The following homepage web signature is used in the main header area of our site.



3.1 Size & Spacing

The minimum size used should guarantee at any time the legibility of EMSA signatures both logo and text. The EMSA logo has its own typographic spacing that needs to be respected. When using the signature in other areas of the web layout, placement of surrounding elements should respect the clear space guideline shown below.



For web usage, however, the left space could be slightly adapted (aligned to the left) if necessary.

Only one of the primary configurations of the logo is shown here as an example. These principles also apply to the secondary signatures, if any.

3.2 Logo Sub-branding

There are some basic rules for sub-branding logos when used in EMSA websites. The sub-branding logo area is composed by two elements: the sub-branding logo itself and the EMSA signature colour gradient.

The logo area may occupy up to two thirds of the banner in length. Typically on a 960 grid the sub-branding logo will cover 640 pixels (or equivalent based on adopted resolution).



The logo sub-branding area may have transparent (if combined with the thin grey stripes as in the normal web logo) or white background. The gradient will not include the “European Maritime Safety Agency” signature phrase.

4. Web Colours

The primary and supplementary colour palette for EMSA visual identity and digital media are provided here. The elements in the supplementary colour palette are provided as an aid to web designing and web communications that reflect EMSA’s brand in tone and style through consistent use of colour. Experienced web designers may

extend the supplementary palette further with the application of good judgement and skill, preserving the EMSA tone.

4.1 Primary and Supplementary Web Colours

#20AEE6	#006EBC	#003384	#9EA8AF	#DCDCDC	#000000	#F3A31C	#F9C36B	#FCDFAF
								
EMSA Light Blue CMYK: 70/0/0/0 RGB: 32/174/230	EMSA Typo Blue CMYK: 100/30/0/0 RGB: 0/110/188	EU Blue CMYK: CMYK: 100/80/0/0 RGB: 0/51/132	EMSA Grey CMYK: 10/0/0/35 RGB: 158/168/175	EMSA Stripes CMYK: 0/0/0/15 RGB: 220/220/220	Black CMYK: 0/0/0/100 RGB: 0/0/0	EMSA Yellow CMYK: 0/35/85/0 RGB: 243/163/28	EMSA Yellow 65% 65%: 0/35/85/0 RGB: 249/195/107	EMSA Yellow 35% 35%: 0/35/85/0 RGB: 252/223/175
#E15E57	#ED998B	#F6C9BD						
								
EMSA Red CMYK: 0/66/50/0 RGB: 225/94/87	EMSA Red 65% 65%: 0/66/50/0 RGB: 237/53/139	EMSA Red 35% 35%: 0/66/50/0 RGB: 246/201/189						
#59A64B	#98C866	#CAE1BE						
								
EMSA Green CMYK: 65/0/75/0 RGB: 89/166/75	EMSA Green 65% 65%: 65/0/75/0 RGB: 152/198/134	EMSA Green 35% 35%: 65/0/75/0 RGB: 202/225/190						
#816EAA	#A99DC9	#D0C9E2						
								
EMSA Violet CMYK: 48/52/0/0 RGB: 129/110/170	EMSA Violet 65% 65%: 48/52/0/0 RGB: 169/157/201	EMSA Violet 35% 35%: 48/52/0/0 RGB: 208/201/226						
#AEC300	#CCD75D	#E4EAAB						
								
EMSA Kiwi CMYK: 37/0/100/0 RGB: 174/195/0	EMSA Kiwi 65% 65%: 37/0/100/0 RGB: 204/215/93	EMSA Kiwi 35% 35%: 37/0/100/0 RGB: 228/234/171						

5. Fonts

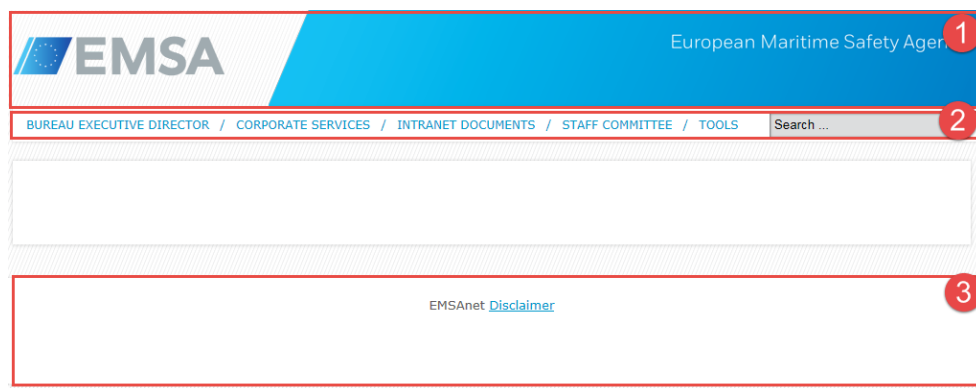
The primary Web font used for the majority of visible type on the Agency's Web pages is Verdana. When Verdana is not available, Arial should be used. Refer to the template CSS file to determine exact font-sizing for different page elements.

6. Layouts and grids

Our templates are designed using cross platform design concepts. The goal is to reach and adapt our website to the largest possible audience. We have adopted the "mobile first" concept, creating the main template for mobile devices and adapting it to optimal visualisation on tablet and large screens through responsive design.

For example, the main website, extranet, and intranet are optimised for most common resolutions (1024x768 and 1366x768) and use responsive CSS, where pages adapt to the needs of service.

The grid is built around well-defined layouts. There are two fixed Header and Footer Regions (1, and 3) to be used for the logo header and page footer respectively. Additionally there is a fixed navigation bar region (2), common to all our designs, which is reserved for the main navigation menu and search modules.



Attempts should be made to keep the height of the header and footer regions the same as the one that appears on the top-tier Web site.

The following layouts provide simple examples of web page layouts using the header and footer, as well as other possible module or portlets areas.

- Three Column Layout.
- Two Column Layout (two variants: left or right column)
- Single Column Layout

6.1 Layout Samples

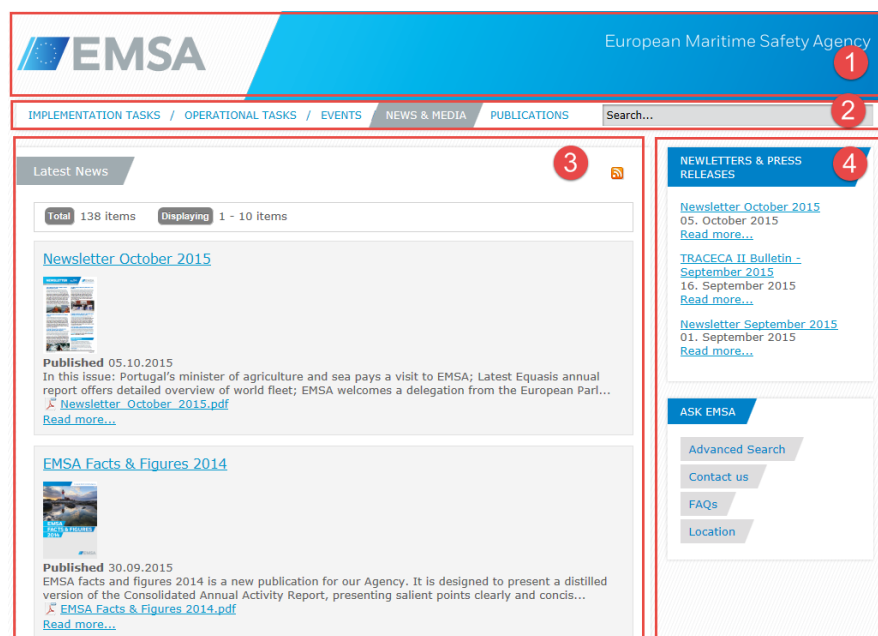
6.1.1 Three column layout sample



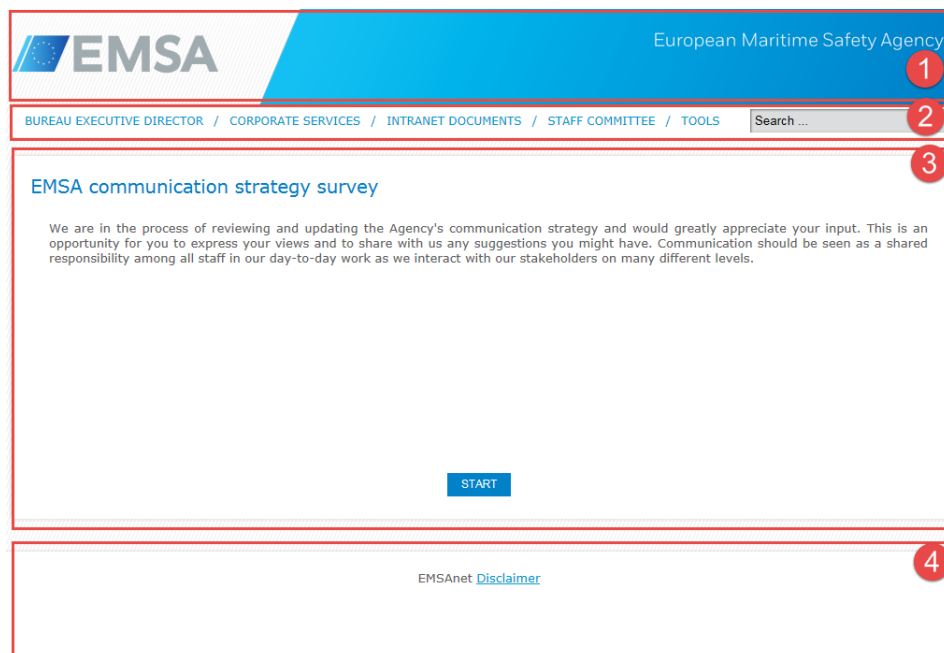
6.1.2 Two column layout samples (left menu variant)



6.1.3 Two column layout samples (right menu variant)



6.1.4 Single column layout samples (right menu variant)



7. Page Elements Styles

Individuals with little or no HTML experience are encouraged to edit and manage standard pages using simple web-based styles correctly.

Header Style 1 and Header Style 2 are interchangeable options for standard body-level content headers. Header Style 1 is preferred for most uses.

Header Style 3 and 4 can be used to provide added emphasis in cases where there is a large amount of text or images on a page. It should not be used to replace Header 1 or 2, but rather as an emphasis header further down in page content. **This header should never appear at the top of a page.**

Header Style 1 <H1>

Header Style 2 <H2>

Header Style 3 <H3>

Header Style 4 <H4>

European Maritime Safety Agency

Praça Europa 4
1249-206 Lisbon, Portugal
Tel +351 21 1209 200
Fax +351 21 1209 210
emsa.europa.eu

