



EUROPEAN BANKING AUTHORITY

VISUAL STYLE GUIDE

THE NEW LOGO

The new logo builds on the previous logo. The proportions have been revised and the type has been capitalised for a much higher readability of the text elements. The overall appearance of the logo has been streamlined.

The rigorous yet transparent character of the EBA is thus communicated more directly. The new EBA logo is the visual expression of the Authority’s main objective of harmonising and raising the quality of the rules and practices related to the European banking sector.

The logo consists of several elements. The acronym ‘EBA’ positioned against a background resembling a European banknote, the text ‘EUROPEAN BANKING AUTHORITY’ placed on a solid blue background after the orange coloured separator.

All the elements of the logo are in a precisely defined relationship to one another to form the logo.



old logo



new logo

SIMPLIFIED VERSION



Because of the very complex background of the logo there was a need to develop a simplified version of the logo. This version of the logo will be used when the full colour logo cannot be reproduced on different media due to technological limitations (ex. screen printing or printing with a limited number of colours).



simplified version – two colour logo

COLOURS OF THE LOGO

The relationship between the colours blue, white and orange makes the logo appear serious and trustworthy, but still lively. Blue stands for calm, balance and professionalism, while orange is a fresh, active colour.

	<p>PMS: Pantone 5405 C CMYK: C=58, M=17, Y=0, K=46 RGB: R=73, G=118, B=147</p>
	<p>PMS: Pantone 1375 C CMYK: C=0, M=40, Y=90, K=0 RGB: R=247, G=168, B=36</p>

In addition to the simplified version, a black and white version is also available.

For the black and white version, the blue of the simplified version is replaced by black and the orange by white.

The black and white version is to be used when it is not possible to reproduce the colour logo (e.g. when printing with one colour, faxing, etc.).

The negative version is to be used on a black background.



black and white version — positive



black and white version — negative

BACKGROUND RULES

Wherever possible, it is recommended to use the full colour logo on a solid colour background. However, the logo can also be used on backgrounds representing images, provided that the colours in those images do not interfere with the visibility of the logo. It is important that all components of the logo are always clearly visible.

The black and white version of the logo is recommended when the background colour is too close to the colours of the logo. It is mandatory to ensure sufficient contrast between the logo and the background.



RECOMMENDED MINIMUM LOGO SIZE

The optimum logo size is determined according to individual media and it depends on the area of application.

Exceptions are only permitted in specific cases (e.g. items such as pens, key straps, or USB sticks).

The minimum logo width is 25 mm. No smaller size is permitted, so as to ensure that the text is clearly readable.



For brochure and report covers in A4 format, A4 letterhead.
min width = 53 mm



For business cards, compliment slips.
min width = 45 mm



Minimum size.
width = 25 mm

PROPORTION AND CLEAR SPACE

The logo was designed on the basis of certain rules of proportion which have to be respected at any time.

The basic unit for the clear space is derived from the width of the capital 'E' in the acronym. The dimension is variable and relative to the logo size.

The logo should always be surrounded by clear space. The clear space rule applies to the space between the logo and other elements as well as to the distance between the logo and the margin of the document.

Exceptions are permitted in web design and mobile application design.



WHAT NOT TO DO

→ The logo may not be distorted in any way.



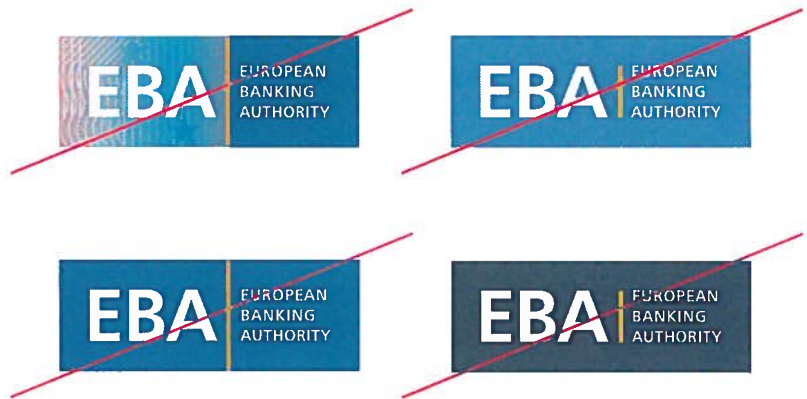
→ The components of the logo may not be separated and their position may not be changed.



→ The use of other typefaces or type treatments is not permitted.



→ The colours of the logo may not be changed or altered



→ Positioning the logo on a background colour similar to the colours of the logo is not permitted.

On such background colours, the black and white version of the logo shall be used (see Background Rules).

