

# CORPORATE IDENTITY MANUAL

## THE EUROPEAN ENVIRONMENT AGENCY



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# INTRODUCTION

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The European Environment Agency is the EU body dedicated to providing sound, independent information on the environment. We are a major information source for those involved in developing, adopting, implementing and evaluating environmental policy, and also the general public.

EEA has operated since 1994 and the first design guidelines for its publications and stationery were adopted in 1997.

In 2004, the EEA initiated an update and broadening of these guidelines, resulting in this version of a corporate identity manual. The design concept is built around the EEA core values that were also adopted in 2004. It covers all products described in the EEA communications strategy as well stationery and conference material.

In close cooperation with the team behind this manual, the EEA Web group has redesigned the EEA website which was launched in August 2006.

The design style has changed in most aspects since the 1997 version, apart from the logo which has remained unchanged. The descriptions of the logo colours, proportions and scaling are therefore the same as in the original guidelines.

Sigfús Bjarnason  
Head of Programme  
Information and data services

# Design concept

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The design concept is built around the EEA's core values. The design is simple and spacious, and focus is placed on clear messages. The spacious design also reflects the need for producing many language versions of the EEA's products.

The unifying theme that runs through all products is simplicity. The overriding design is based on coloured boxes with matching images and lines, either thin grey or coloured. The colour scheme conveys a contemporary and dynamic design line.

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<b>Client focused</b>	<b>Effective</b>	<b>Targeted</b>
<p>By listening and responding to the needs of our clients</p> <p><i>We are open to change</i></p>	<p>By bringing environmental issues into everyday thinking</p> <p><i>We make a difference</i></p>	<p>By delivering timely and relevant information about Europe</p> <p><i>We have a good sense of direction</i></p>
<b>Reliable</b>	<b>Authoritative</b>	<b>European</b>
<p>By providing consistent and comparable knowledge in a transparent way</p> <p><i>We are trustworthy</i></p>	<p>By being an independent source of environmental information</p> <p><i>We are firm, fair and professional</i></p>	<p>By building networks, appreciating cultural diversity and serving the European citizens</p> <p><i>We benefit from each other</i></p>

# Communication strategy

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Main products	Purpose	Audience
EEA Report	To support policy-making, usually comprising environmental analysis, assessment or scenarios, e.g. <i>Air pollution in Europe 1990–2004</i>	Specialists, e.g. EU and national policy-makers
EEA Technical report	To address technical aspects of environmental monitoring and assessments. Usually narrow in scope, e.g. <i>Air pollution by ozone in Europe 2007</i>	Specialists, e.g. environment experts
EEA Briefing	To give brief, timely, condensed and easy-to-read accounts of current environmental issues or reports, e.g. Vulnerability and adaptation to climate change in Europe	Generalists, politicians and civil servants
Book	To inform the general public about environmental issues, and raise awareness about the threats to environment	General public

Supporting products	Purpose	Audience
Promotional brochure, leaflet and flyer	To promote, raise interest in and awareness about the Agency, its work and products (especially electronic products), e.g. <i>Corine land cover 2000</i> . To communicate environmental messages and information using a wider range of tools	Various
Multimedia		Various

