

THE VISUAL IDENTITY MANUAL

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1. CORPORATE IDENTITY FRAMEWORK

1. CORPORATE IDENTITY FRAMEWORK

1.1 Logo

ECHA logo is the most prominent expression of the brand. It is therefore vitally important to use it correctly and consistently. Only approved artwork supplied by ECHA should be used.

The logo should always be used as a complete unit. Never alter or distort the logo graphically.

In order for the logo to stand out and create maximum impact, keep the space around the ECHA logo free from other text and graphics.

CLEAR SPACE



The minimum clear space around the logo is one X, as shown above. (1 X = 1/2 of the height of the symbol.)



MINIMUM SIZE



30 mm

The minimum width of the logo is 30 mm.
If the logo must be smaller, alternative logo versions should be used.

1. CORPORATE IDENTITY FRAMEWORK

1.1 Logo

As print processes, reproduction techniques, and individual project specifications vary, a selection of configurations of the logo has been created to optimize the quality of the reproduction.

Always use primary logo version when it is possible. Other versions of the ECHA logo can be used when it is not possible for technical reasons to use primary logo versions.

PRIMARY LOGOS



File name: ECHA_logo_4C



File name: ECHA_logo_4C_nega

SECONDARY LOGO (use only on yellow background)



File name: ECHA_logo_on_yellow

GRAYSCALE LOGOS



File name: ECHA_logo_grayscale



File name: ECHA_logo_grayscale_nega

B&W LOGO



File name: ECHA_logo_B&W

1. CORPORATE IDENTITY FRAMEWORK

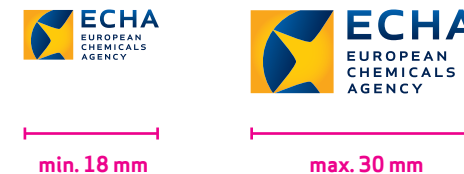
1.1 Logo

Alternative versions of the ECHA logo should consequently be used when the logo must be smaller than 30 mm.

Alternative logo should also be used when the space is vertically narrow and the full name must be clearly visible.



USAGE IN SMALL SIZES



PRIMARY LOGOS



File name: ECHA_ALTlogo_4C



File name: ECHA_ALTlogo_4C_nega

SECONDARY LOGO (use only on yellow background)



File name: ECHA_ALTlogo_on_yellow

GRAYSCALE LOGOS



File name: ECHA_ALTlogo_grayscale



File name: ECHA_ALTlogo_grayscale_nega

1. CORPORATE IDENTITY FRAMEWORK

1.1 Logo / co-branding

Co-branding is used for products and activities in which ECHA is involved as equal partner.

For both primary as well as alternative logo, the clear space should be respected. (Also the clear space of the partner logo should be taken into consideration.)

Color of the used logos should be in line, i.e. grayscale logos should be refrained from being used together with colored logos.

All logos should be equally balanced visually, and first and foremost they should be aligned horizontally. All logos should be proportionately the same size so none of them stands out individually. The order of the logos can be decided case by case as appropriate.

CLEAR SPACE



FOR EXAMPLE



1. CORPORATE IDENTITY FRAMEWORK

1.1 Other logos

HelpDesk
InfoDesk
Board of Appeal
Forum



1. CORPORATE IDENTITY FRAMEWORK

1.2 Visual elements

Symbols

Symbols and icons are used as illustrations in documents and on the website. They are divided in to 10 categories. They should be selected and used according to subject of a publication.

1. Business and planning
2. Communication
3. Computers and web
4. Environment
5. Financial transactions
6. Office
7. Science
8. Staff/people
9. Travelling and logistics
10. Miscellaneous

EXAMPLES OF SYMBOLS AS VISUAL ELEMENTS



Business and planning



Communication



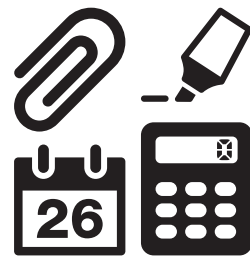
Computers and web



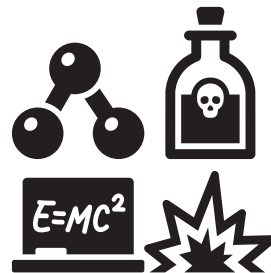
Environment



Financial transactions



Office



Science



Staff/people

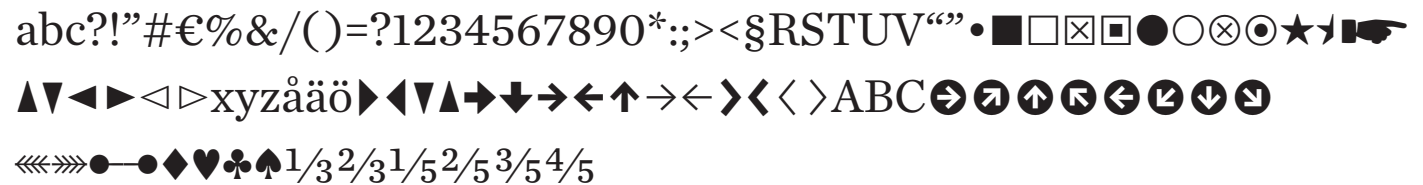


Travelling and logistics



Miscellaneous

Chronicle Text symbols can also be used to illustrate publications and the website.



1. CORPORATE IDENTITY FRAMEWORK

1.2 Visual elements

ECHA star shape

ECHA star shape is a strong corporate visual element, and can be used widely as background for various visual applications.

Use strong dynamic cropping, never show the whole star.

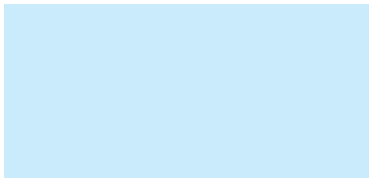



ECHA star shape can be used *for example* in backgrounds and document headers. As a general rule no text should be placed on the actual shape (*in these given examples the yellow or the lighter blue area*).



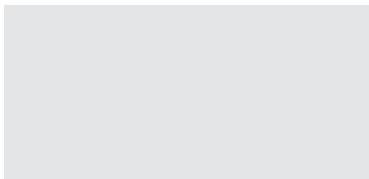

1. CORPORATE IDENTITY FRAMEWORK

1.3 Corporate colour palette

Color reflects ECHA's personality and promotes brand recognition. Colours are defined to Pantone, CMYK and RGB colour codes.

			
<p>PROCESS CYAN 19 % CMYK 19,0,0,0 RGB 215,239,250 # d7effa</p>	<p>PANTONE 307 CMYK 100,10,0,15 RGB 0,139,200 #008bc8</p>	<p>PANTONE 293 CMYK 100,65,0,0 RGB 0,70,173 # 0046ad</p>	<p>GRADIENT EXAMPLE CMYK 100,65,0,0 → CMYK 100,65,0,65</p>

		
<p>PANTONE 7404 CMYK 0,20,100,0 RGB 255,204,0 # ffcc00</p>	<p>PANTONE 129 CMYK 0,40,100,0 RGB 255,153,0 # ff9900</p>	<p>GRADIENT EXAMPLE CMYK 0,40,100,0 → CMYK 0,20,100,0</p>

	
<p>PANTONE COOL GRAY 1 CMYK 0,0,0,11 RGB 235,235,235 # ebebeb</p>	<p>PANTONE COOL GRAY 10 CMYK 0,0,0,76 RGB 88,88,88 # 585858</p>

1. CORPORATE IDENTITY FRAMEWORK

1.3 Additional colours for specific publications

Additional colours are used for specific subjects in publications, as fact sheets, guidance documents or legislation covers.

SUBSTANCES

CMYK
0,74,100,0
RGB
228,94,36



GRADIENT EXAMPLE

CMYK
0,74,100,0 → 0,10,30,0
RGB
228,94,36 → 255,233,192

REACH

CMYK
89,45,31,6
RGB
0,112,138



GRADIENT EXAMPLE

CMYK
89,45,31,6 → 19,0,0,0
RGB
0,112,138 → 214,238,253

CLASSIFICATION & LABELLING

CMYK
75,100,0,0
RGB
98,36,126



GRADIENT EXAMPLE

CMYK
75,100,0,0 → 14,19,0,0
RGB
98,36,126 → 223,212,234

BIOCIDES

CMYK
100,0,80,16
RGB
0,134,84



GRADIENT EXAMPLE

CMYK
100,0,80,16 → 57,0,71,0
RGB
0,134,84 → 124,190,109

PIC

CMYK
25,0,0,15
RGB
180,208,224



GRADIENT EXAMPLE

CMYK
25,0,0,15 → 10,0,0,0
RGB
180,208,224 → 234,246,254

1. CORPORATE IDENTITY FRAMEWORK

1.4 Typographical chart

PROFESSIONAL PRINTING

The **Apex Sans** and **Chronicle Text** font families are used in ECHA's professional printing, for example brochures and advertising.

Both font families are very usable in various situations. Apex Sans has a modern and clear character. As a general rule, use Apex Sans for body text, small titles and sub-headings, numbers and tables. Chronicle Text has a more traditional and prestigious flavour. As a general rule, use Chronicle Text for main titles and headings, as well as lead texts. Avoid using Chronicle Text in very small sizes, for example in small table cells.

For Russian, Greek and Bulgarian alphabets, use Myriad Pro & Minion Pro font families. In these languages replace Apex Sans with Myriad Pro and Chronicle Text with Minion Pro.

ECHA typeface 1
Apex sans

AaBbCc0123

abcdefghijklmnopqrstuvwxyzääö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
?!"#€%&/()=?

ECHA typeface 2
Chronicle Text

AaBbCc0123

abcdefghijklmnopqrstuvwxyzääö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
?!"#€%&/()=?

Myriad Pro

ΠΡΣΤΥΦΧΨΩ
ЉЊЋЌЎЎЏАБЂЀ

ьЭЮЯабвгдежзийкл

Minion Pro

ΠΡΣΤΥΦΧΨΩ
ЉЊЋЌЎЎЏАБЂЀ

ьЭЮЯабвгдежзийкл

1. CORPORATE IDENTITY FRAMEWORK

1.4 Typographical chart

MS OFFICE & WEB USE

Verdana and Georgia are the substitute fonts for office and web use, for example in PowerPoint and Word documents. Use Verdana font in MS Office applications. Georgia will be only applied in certain applications; for example web headings.

As a general rule, use Verdana for all titles and sub-headings, body text, numbers and tables, and Georgia for lead texts only. It may be used also in main titles, but consideration is advised. Avoid using Georgia in very small sizes.

Both of the selected fonts work also with Greek, Russian and Bulgarian alphabets.

Primary font for web & Ms Office

Verdana

The quick brown fox jumps over the lazy dog. Foxy parsons quiz and cajole the lovably dim wiki-girl. Watch “Jeopardy!”, Alex Trebek’s fun TV quiz game. How razorback-jumping frogs can level six piqued gymnasts! All questions asked by five watched experts — amaze the judge.

Secondary font for web & Ms Office

Georgia

The quick brown fox jumps over the lazy dog. Foxy parsons quiz and cajole the lovably dim wiki-girl. Watch “Jeopardy!”, Alex Trebek’s fun TV quiz game. How razorback-jumping frogs can level six piqued gymnasts! All questions asked by five watched experts — amaze the judge.

1. CORPORATE IDENTITY FRAMEWORK

1.5 Master layout grid

The example shows positions of the ECHA logo, text elements and image/artwork. Though, the actual positions always depends on the application as defined in separate guidelines.

PRINTED PUBLICATIONS, COVER DEMO



ELECTRONIC DOCUMENTS, HEADER DEMO



1. CORPORATE IDENTITY FRAMEWORK

1.6 Layout grid for signage

Outdoor

Use B&W version of the ECHA logo for signage that are presented on the right hand side. Signage sizes should always be adjusted according to place where the signage is used.

COPPER SIGNAGE



MAIN ENTRANCE SIGNAGE



NOTE!

Contact communication unit for valid file.
File name: Entrance_window

Use 3M Scotchcal Opaque film:
50-97 Nimbus Grey if possible

1. CORPORATE IDENTITY FRAMEWORK

1.6 Layout grid for signage

Indoor

Apply these guidelines to all custom indoor signage.

FILM SIGNAGE ON THE WALL



1. CORPORATE IDENTITY FRAMEWORK

1.7 Guidelines on use of the imagery

Mood board for images to be photographed featuring personnel and working environment

General

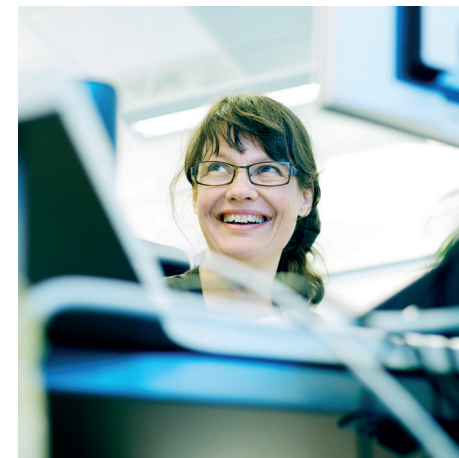
- soft & warm ambient light
- strong contrast
- appropriate play with depth of focus; background or objects on the foreground can be blurred
- dynamic composition

People

- real employees doing real things
- presence through shooting at close range
- happy & straightforward attitude

NOT

- fake posing
- over polished generic image bank style



▲ Mood board for personnel and working environment

▼ Mood board for miscellaneous image needs from commercial image banks



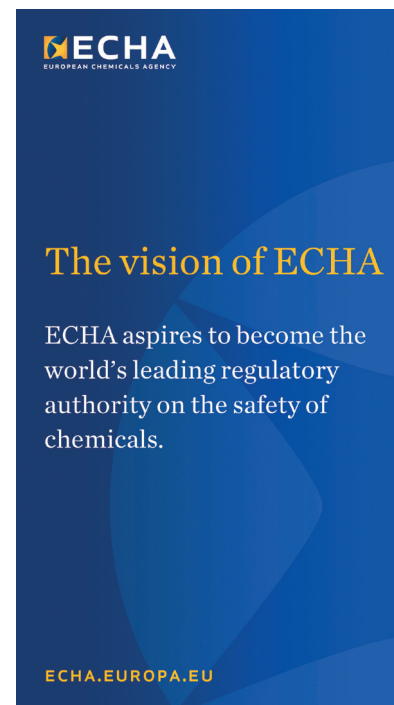
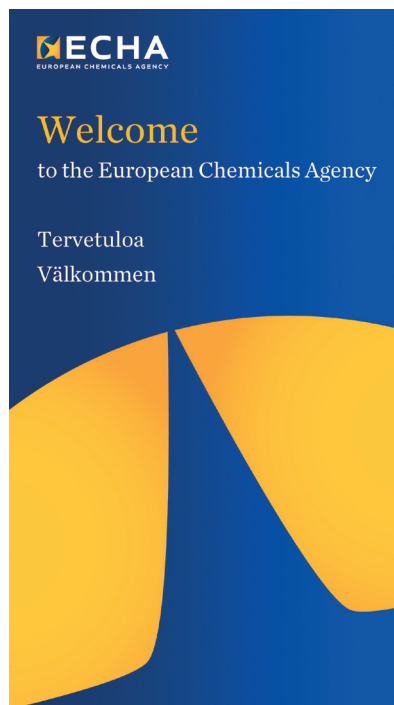
1. CORPORATE IDENTITY FRAMEWORK

1.8 Guidelines on visual identity for ECHA Digital communication products

Layout for info screens

1440 x 2560 pixels, 96 dpi

(See original .psd file for details)



2. TEMPLATES

2. TEMPLATES

2.1 General document template for Word

portrait A4

(See original Word template for details)

Document Title

1. Heading level 1

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³ Sed non leo vehicular neque



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2. Heading level 1


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Figure/Table 1

TITLE OF TABLE		
Lorem	Ipsum	Dolor
Body	text	lorem
Body	text	lorem
Body	text	lorem
Body	text	lorem

Annex

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2. TEMPLATES


2.1 Document template for Word (short)

Letter template for Word


portrait A4

(See original Word template for details)

Document template for Word (short)

 <p>ECHA EUROPEAN CHEMICALS AGENCY</p>	[Document title]	1 (1)
	Internal/Restricted/Confidential	XX/xx
	dd Month yyyy	
Document title		
General		
General description of the subject and the topics this paper points to. [Delete redundant classification.]		
Summary		
Text.		
Annexes		
<small>Annankatu 18, P.O. Box 400, FI-00121 Helsinki, Finland Tel. +358 9 686180 Fax +358 9 68618210 echa.europa.eu</small>		

Letter template for Word

 <p>ECHA EUROPEAN CHEMICALS AGENCY</p>	Helsinki	1 (1)
		D(201x)xxxx XX/xx
Name Title Company Address/email address		
Subject: Add text		
Your ref: [delete if not applicable]		
Dear Ms/Mr,		
Text of the letter.		
Yours sincerely,		
Name Title		
Encls.	Name of enclosed document(s)	
Cc:	Forename Surname, [title], [company]	
<small>Annankatu 18, P.O. Box 400, FI-00121 Helsinki, Finland Tel. +358 9 686180 Fax +358 9 68618210 echa.europa.eu</small>		

2. TEMPLATES

2.2 Global spreadsheet template for Excel

portrait A4

(See original Excel template for details)



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Nonummy	6	8	11	12	3	3	3			3
Amet	15	12	4	10	4	4	4			4
Sit	5	2	9	7	5	5	5			5
Dolor	7	13	6	6	6	6	6			6
Ipsum	10	7	3	5	7	7	7			7
Lorem	8	4	8	8	8	8	8			8
Lorem	9	9	9	9	9	9	9			9
Lorem	10	10	10	10	10	10	10			10
Lorem	11	11	11	11	11	11	11			11
Lorem	12	12	12	12	12	12	12			12
Lorem	13	13	13	13	13	13	13			13
Lorem	14	14	14	14	14	14	14			14
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Lorem	16	16	16	16	16	16	16			16
Lorem	17	17	17	17	17	17	17			17
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Lorem	44	44	44	44	44	44	44			44
Lorem	45	45	45	45	45	45	45			45
Lorem	46	46	46	46	46	46	46			46
Lorem	47	47	47	47	47	47	47			47
Lorem	48	48	48	48	48	48	48			48
Lorem	49	49	49	49	49	49	49			49
Lorem	50	50	50	50	50	50	50			50

2. TEMPLATES

2.3 Global presentation template for PowerPoint

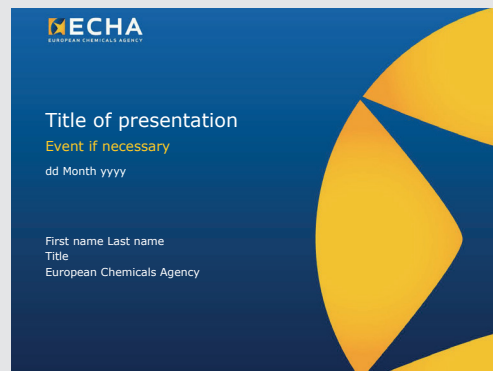
See original PowerPoint template for details

FOR EXAMPLE

ECHA
EUROPEAN CHEMICALS AGENCY

Title of presentation
Event if necessary
dd Month yyyy

First name Last name
Title
European Chemicals Agency



ECHA
EUROPEAN CHEMICALS AGENCY

Dolor in hendrerit in vulputate
Velit esse molestie

Consequat, vel illum dolore eu feugiat nulla facilisis at vero



ECHA
EUROPEAN CHEMICALS AGENCY

Nam liber tempor cum
Soluta nobis eleifend option

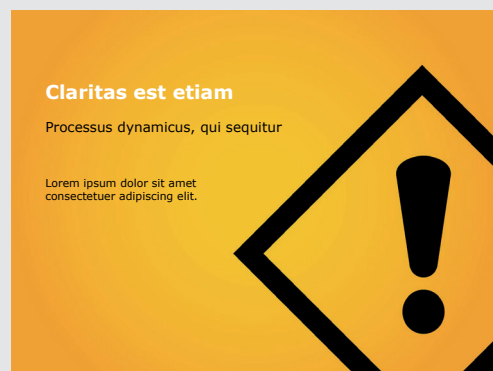
Conque nihil imperdiet doming id quod mazim placerat facer possim assum



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Claritas est etiam
Processus dynamicus, qui sequitur

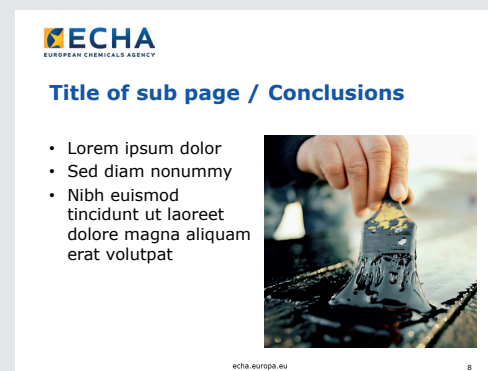
Lorem ipsum dolor sit amet consectetur adipiscing elit.



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Title of sub page / Conclusions

- Lorem ipsum dolor
- Sed diam nonummy
- Nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat



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Title of sub page / Conclusions

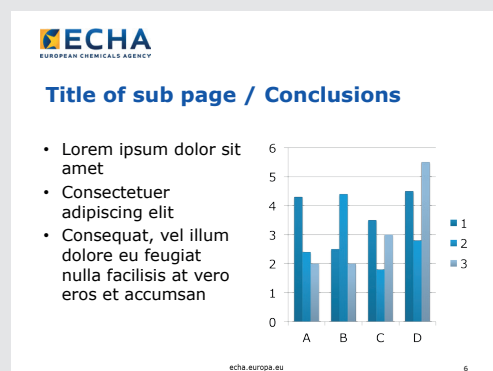
Title	Title	Title	Title	Title
Lorem	Ipsum	Dolor	Velit	Claritas
Lorem	Ipsum	Dolor	Velit	Claritas
Lorem	Ipsum	Dolor	Velit	Claritas
Lorem	Ipsum	Dolor	Velit	Claritas
Lorem	Ipsum	Dolor	Velit	Claritas
Lorem	Ipsum	Dolor	Velit	Claritas
Lorem	Ipsum	Dolor	Velit	Claritas
Lorem	Ipsum	Dolor	Velit	Claritas
Lorem	Ipsum	Dolor	Velit	Claritas
Lorem	Ipsum	Dolor	Velit	Claritas

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Title of sub page / Conclusions

- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit
- Consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan



Category	1	2	3
A	4.2	2.5	2.1
B	4.5	2.8	2.2
C	3.8	3.1	2.4
D	4.6	3.3	2.6

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Title of sub page / Conclusions

- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit
- Dolor in hendrerit in vulputate
- Velit esse molestie

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Thank you!
name.surname@echa.europa.eu



2. TEMPLATES

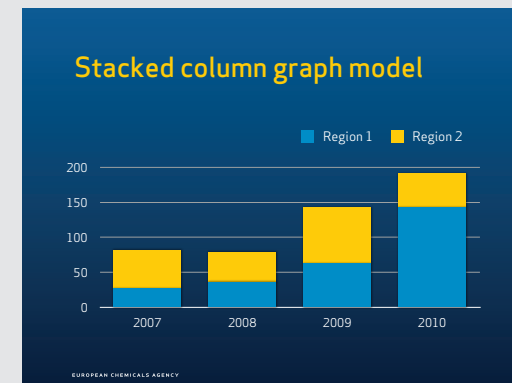
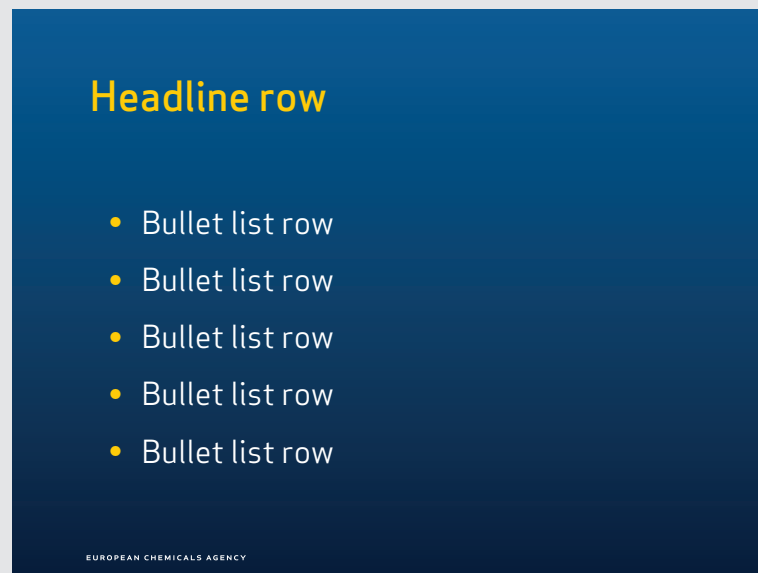
2.3 Global presentation template for Apple Keynote presentation

(See original Keynote file for details)

Use Keynote template in special presentations, not to printed on a day to day basis.

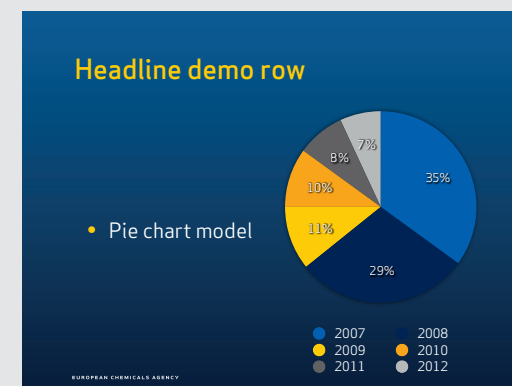
Place **“ECHA_keynote” theme file** in the Apple computer in order to use the ECHA theme as default:

Click right-click on the Keynote icon in the Applications folder and select “show package contents,” and place the file under /Resources/Themes.



A table model with a header row and five data rows. The header row contains the years 2007, 2008, 2009, and 2010. All data cells contain the value 0.25.

2007	2008	2009	2010
0.25	0.25	0.25	0.25
0.25	0.25	0.25	0.25
0.25	0.25	0.25	0.25
0.25	0.25	0.25	0.25
0.25	0.25	0.25	0.25



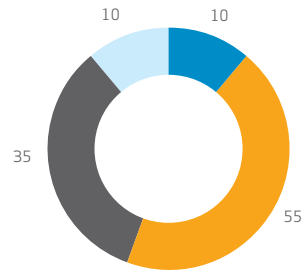
2. TEMPLATES

2.4 Global template for charts, diagrams and tables

Examples of diagrams in professionally printed material, created in InDesign and/or Illustrator.

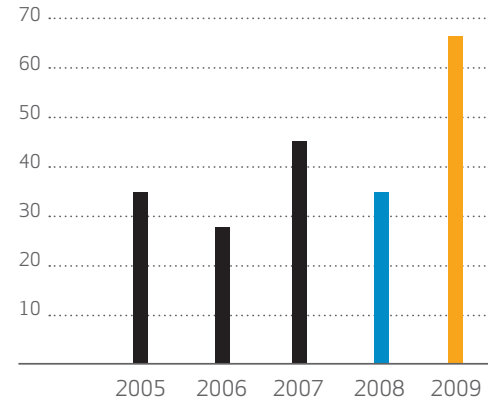
(See original InDesign file for details)

Graph Headline style
millions euro

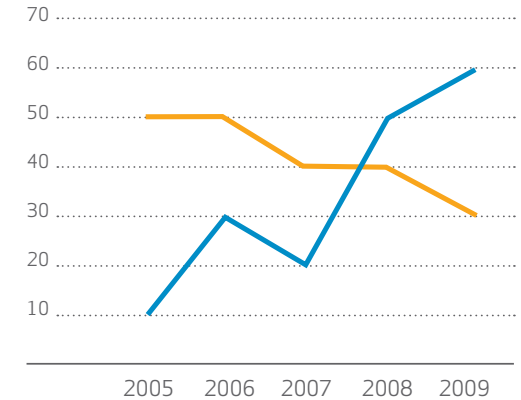


- Colour code 1
- Colour code 2
- Colour code 3
- Colour code 4

Graph Headline style
%



Graph Headline style
%



- Colour code 1
- Colour code 2

HEADER STYLE EXAMPLE 1

Lorem ipsum	Lorem ipsum	Lorem ipsum
Lorem ipsum	Lorem ipsum	Lorem ipsum
Lorem ipsum	Lorem ipsum	Lorem ipsum
Lorem ipsum	Lorem ipsum	Lorem ipsum
Lorem ipsum	Lorem ipsum	Lorem ipsum
Lorem ipsum	Lorem ipsum	Lorem ipsum

HEADER STYLE EXAMPLE 2

Lorem ipsum	Lorem ipsum	Lorem ipsum
Lorem ipsum	Lorem ipsum	Lorem ipsum
Lorem ipsum	Lorem ipsum	Lorem ipsum
Lorem ipsum	Lorem ipsum	Lorem ipsum
Lorem ipsum	Lorem ipsum	Lorem ipsum
Lorem ipsum	Lorem ipsum	Lorem ipsum

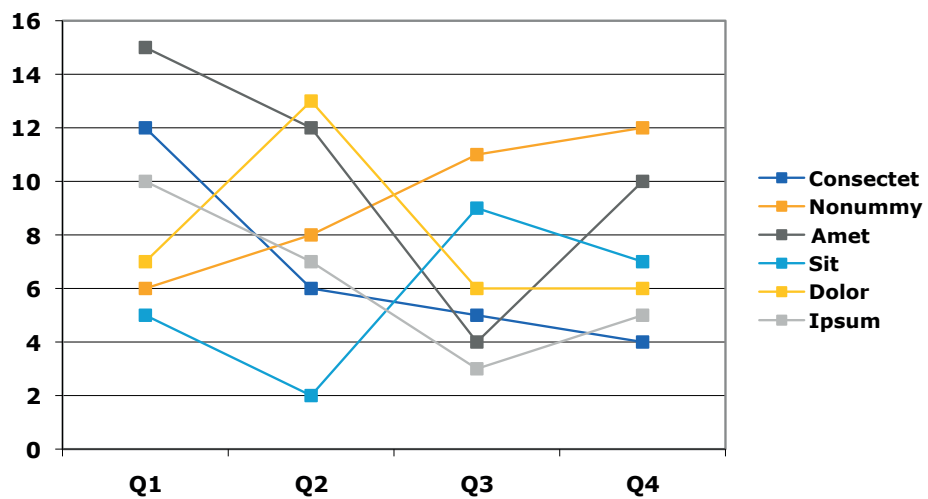
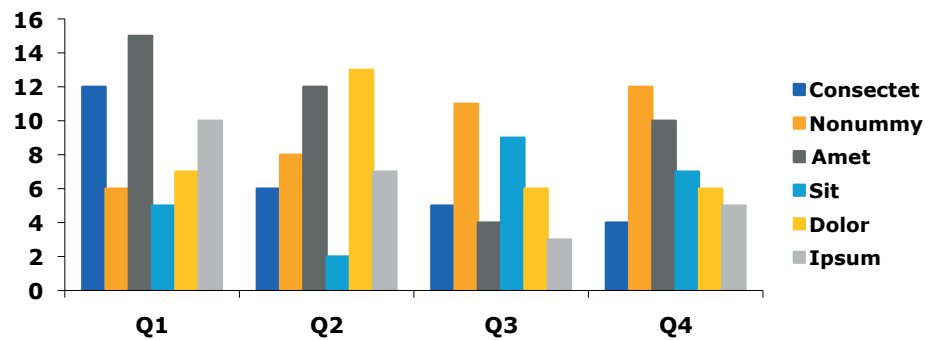
2. TEMPLATES

2.4 Global template for charts, diagrams and tables

Examples of diagrams created in MS Office .

(See original MS Office files for details)

TITLE OF TABLE		
Lorem	Ipsum	Dolor
Body	text	lorem
Body	text	lorem
Body	text	lorem
Body	text	lorem




2. TEMPLATES

2.5 Guidelines on visual identity for ECHA Digital communication products

Layout for e-news and press release

(See original .psd files for details)



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Press release

Croatian accession to the European Union brings new duties for companies

When Croatia joins the European Union on 1 July, the EU chemicals legislation REACH and CLP apply immediately to Croatian companies.

ECHA/NA/13/23

Helsinki, 10 June 2013 – Croatian companies should pay particular attention to pre-registering chemical substances. Croatian companies manufacturing or importing substances in quantities of more than one tonne per year need to pre-register them with the European Chemicals Agency (ECHA) by 1 January 2014. Companies will then need to make full REACH registrations for substances manufactured or imported at levels over 100 tonnes together with those that are carcinogenic, mutagenic or toxic to reproduction by 1 July 2014. In addition, they need to classify and label substances on the market according to the CLP Regulation and submit the C&L notification to ECHA by 1 August 2013.

There is a Croatian national helpdesk which companies can use as their first point of contact for questions on how to comply with the REACH and CLP Regulations.

To ensure that companies are aware of their new duties under the EU chemicals legislation and that they understand their rights and responsibilities, ECHA has translated its website and support documents into Croatian. Companies can find this material easily via a Croatian accession page. It contains news and events relevant to Croatian companies, a list of important dates, guidance and tools that are critical for complying with the EU chemicals legislation. The page will be updated regularly.

Companies are also encouraged to sign up for ECHA's news as a way of keeping up to date on developments.


Further information

- [Contact information of national helpdesks](#)
- [Croatian accession page](#)
- [Subscribe to ECHA news](#)

Press enquiries


- press@echa.europa.eu

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E-NEWS

21 August

ECHA publishes Guidance on applications for technical equivalence concerning biocides

This guidance document is intended to inform potential applicants about how and when they need to apply for an assessment of technical equivalence of an active substance and on the procedural steps in making such an application under Article 54 of the Biocidal Products Regulation.

[More information](#)

ECHA next week

Biocidal Products Regulation enters into operation
1 September 2013

Job opportunities

Open positions
Seconded national experts

New CLH public consultation launched on chlorobenzene

Chlorobenzene already has a harmonised entry in Annex VI of the CLP Regulation covering flammable liquid, acute toxicity and environmental hazards. The dossier submitter, Poland, proposes classification for skin irritation and confirmation of the minimum classification for acute toxicity.

Chlorobenzene is used as an intermediate and solvent in several industrial processes and in analytical laboratories in non-industrial uses. The public consultation is open from 21 August 2013 to 7 October 2013. The CLH report and the web form to post the comments are available on ECHA's website. The comments received will be regularly published on ECHA's website during the consultation.

[Consultation](#)

ECHA Newsletter

Getting ready for the Biocidal Products Regulation

In the August Newsletter, we focus on the Biocidal Products Regulation introducing the main elements and the roles of different actors. Stakeholders tell us what they think of the regulation and a couple of national helpdesks let us in on how they are building up their service to the biocides industry.

Besides biocides, we write about dossier evaluation, the CSR/ES Roadmap and the public consultation on applications for authorisation. Our guest columnist is from Eurometaux and she reflects on the review of REACH from the non-ferrous metals sector point of view. Guest contributors from Borealis explain how they handle extended safety data sheets.

[Go to Newsletter](#)

New video tutorials for working with IUCLID on biocides dossiers

Three new video tutorials are available to support mainly Member State competent authorities to work with IUCLID on BPR dossiers:

- How to browse the content of a BPR Dossier
- Draft SPC generated using the IUCLID report generator
- How to use annotations in IUCLID

[More information](#)

Events

Webinar registration open: How to bring your registration dossier in compliance with REACH – Tips and Hints (part 4)

11 September 2013, 11:00-13:00 EEST, GMT +3

The webinar provides feedback to registrants on how to submit information on chemical substances in the technical dossier to ECHA in compliance with REACH. The webinar is open for all and free of charge.


[Register](#) | Programme

Consultations

Testing proposals	Identification of substances of very high concern	Draft recommendation of substances for the Authorisation List
Deadline: 2 September 16 testing proposals Deadline: 30 September 1 testing proposal	No ongoing consultations	Deadline: 23 September 5 substances on draft 5th recommendation

Harmonised classification and labelling	Restrictions	Applications for authorisation
Deadline: 7 October 1 consultation	Deadline: 29 August 1 call for evidence Deadline: 21 September 1 restriction proposal	Deadline: 9 October 1 consultation

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7. VISUAL ELEMENTS

7. VISUAL ELEMENTS

7.1 Audio-visual products

Example screenshots for animations and web seminars (16:9 ratio)

The language used on ECHA audiovisual products is always clear and simple. Especially when talking to the general public, professional terms or complex phrases should be avoided, because the recipient does not necessarily speak English as their mother tongue. ECHA's tone of voice is always stable, convincing and inspiring.

If music is used, it is on the background, and thus not distracting the delivery of our message. The tone of the music is tranquil and calming.

Keywords: *simple, clear, respected, passionate, straightforward, confident, friendly*



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