



EDPS

EDPS NEW IDENTITY



A. LOGOTYPE



The words European Data Protection Supervisor have been translated into binary code then graphically transformed into a protective wave. Here enclosed is the sequenced code used in the wave. Reading is from left to right and from bottom to top.

```
0110111101110010
01110111001101001011110011
011100000110010101110010
010100000101010111010101
0110100101110111011101110
0110010101100010111010100
011101010111011101110100
011000010100000010100000
010001000110000010110100
011000010111110001000000
010111110111000001100101
010001010111010101110010
```



*sailboat protection
strength
movement
dynamism*



wind in the European flag



binary data

The logotype is a combination of the wave, the name of our institution and the European flag. The symbolic wave is the key element of our identity as it represents all of the values and attributes of the brand.

- > protection: Europe is protected by the sailboat
- > numerical data: binary numbers
- > surfing on a wave (Internet), wind in the European flag
- > movement, dynamism, strength

> **These three key elements must always be together and keep their original proportions** (except when the width is less than 15mm - see p5)

> **No alteration to the logo or its elements is permitted**

> **Once the identity has been well established, the symbol can be used separately as a graphic element to add dynamism to the message.**



There are currently two versions of the logotype: one with EDPS only and one with European Data Protection Supervisor as the baseline support.

> Always choose the version that best fits your media

> This logotype is also used in the 24 European languages. Use it only for specific documents.



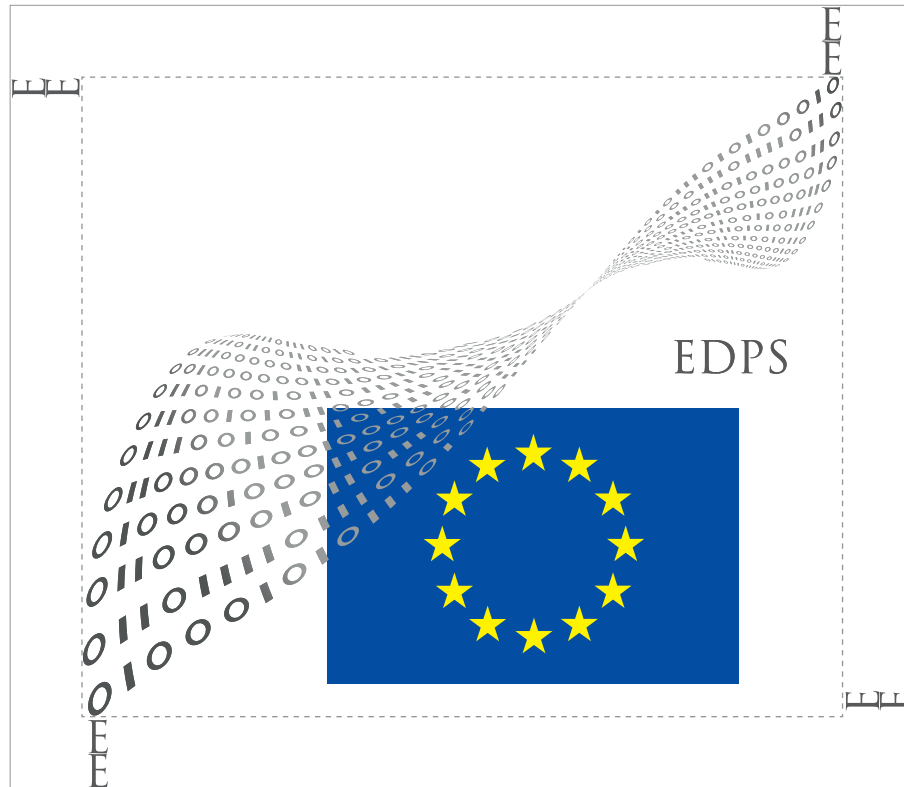
The colour options provide different possibilities for using the logotype in a consistent way. Use them carefully depending on the media or when there are certain limitations on applying colour or maintaining the gradient.

> **Always make the full colour version your first choice.**

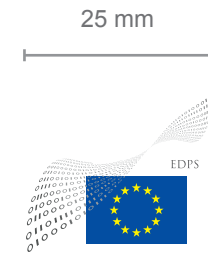
> Use the greyscale version when colours are limited but gradient can be kept (e.g.: office stationery, etc)

> Use the one-colour version when the use of colour is limited to a single ink and the gradient can't be kept (e.g: fax)

> These are the official logos and their colour options (no other versions are allowed)



Preferred minimum size



Adjusted minimum size

When it is really necessary to use a logo smaller than 25mm in width, then use this specific logo where EDPS has been adjusted to stay readable.

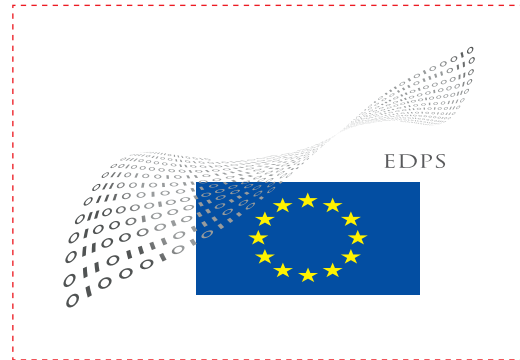
**Use this ONLY in this specific case.
Do not use it smaller than 15mm width.**



A clearspace and minimum size have been defined to ensure good visibility and use of our logotype.

- > The clearspace area should always remain clear of texts, logos, images and other visual elements that might interfere with legibility
- > The clearspace is equal to two «E's» on top of each other as shown in the illustration
- > Always reduce the logo proportionally

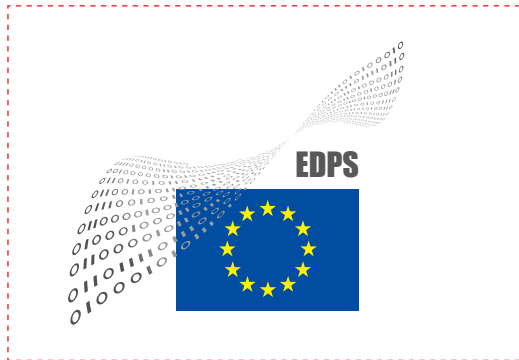
A. LOGOTYPE > 5. MISUSE



DON'T stretch the logo or modify its proportions



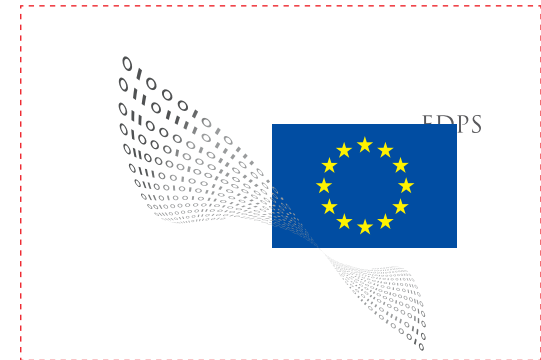
DON'T modify elements or their position



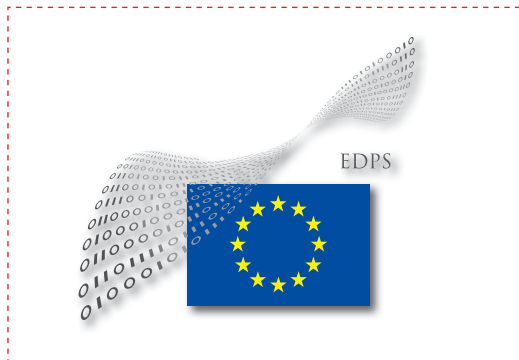
DON'T change the typography of the wordmark



DON'T alter gradient values or wordmark colour



DON'T change the symbol



DON'T add any effects



DON'T apply over gradient or colored backgrounds



DON'T apply over photographic backgrounds

The components of the logotype are placed in a fixed relationship and should never be altered or modified in any way.



B. GRAPHIC ELEMENTS



Gradient between



C0 • M0 • Y0 • K80
C0 • M0 • Y0 • K50



IMPORTANT: use the delivered logo in JPG or PNG, DO NOT change the colours or balance of the gradient



PMS Pantone 425
CMYK C0 • M0 • Y0 • K80
RGB R88 • G89 • B91
HEX #54585A



PMS Pantone 422
CMYK C0 • M0 • Y0 • K50
RGB R146 • G148 • B151
HEX #9EA2A2



PMS Pantone Yellow
CMYK C0 • M0 • Y100 • K0
RGB R255 • G242 • B0
HEX #FFF200







PMS Pantone Reflex Blue
CMYK C100 • M80 • Y0 • K0
RGB R12 • G77 • B162
HEX #0C4DA2


The Primary colours that define the EDPS visual identity are :

> GRAY > YELLOW > BLUE

The secondary colours used in the communication are :

> GRAY C0 • M0 • J0 • N80  85%  65%  35%

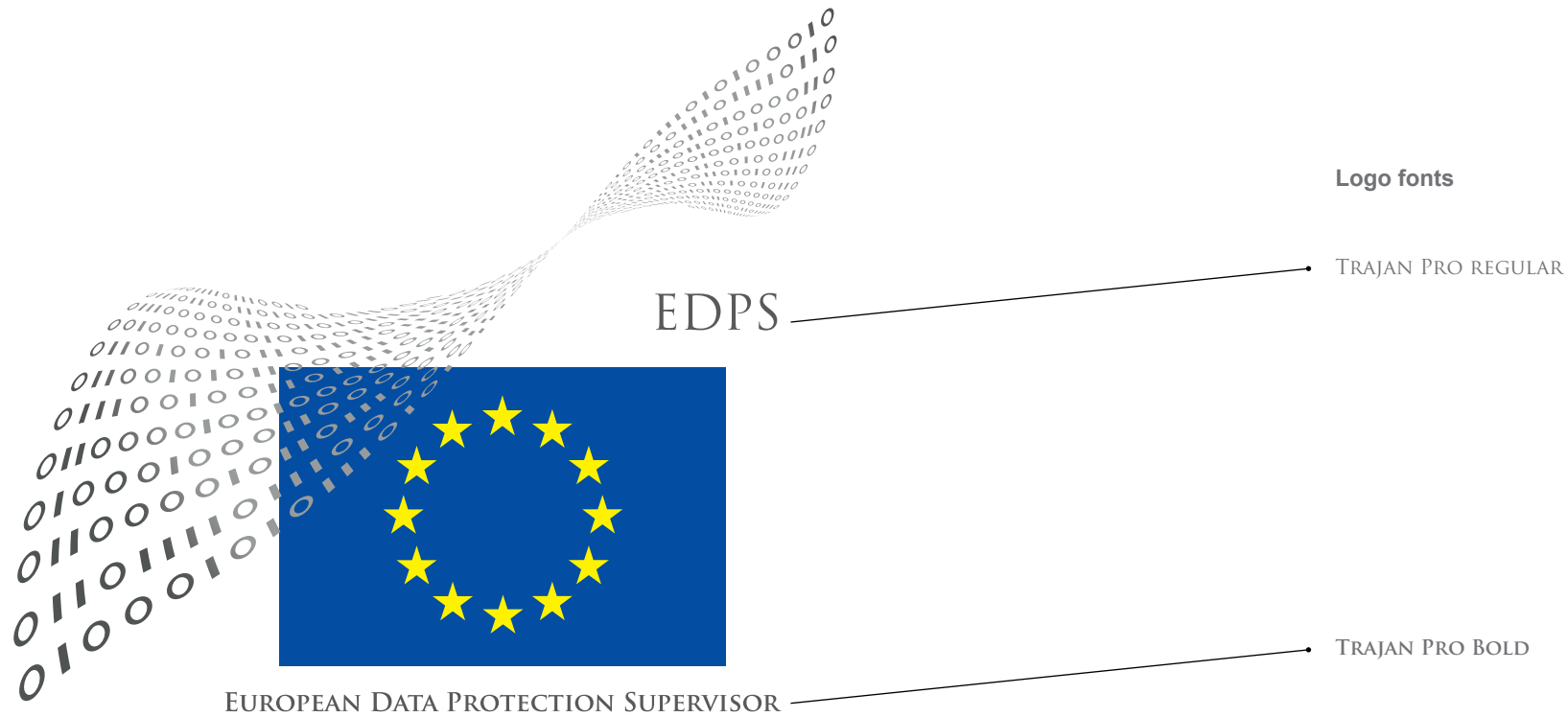
> YELLOW soutenu  C2 • M7 • Y91 • K0

> BLUE flash  C69 • M16 • Y0 • K0

> Never modify the densities (%) of the base colours as this may distort the logo. Use the logo as delivered.

> Please follow the CMYK references for all logo uses & declination.

> Use the secondary colours palette gradually. First use the primary colours, then, by small touches, use the secondary colours.



The typography choice is an integral part of the EDPS visual identity.

> The Trajan font is used for the logo only.

> The font for all documents, letters and other EDPS publications is : **FRUTIGER**

Frutiger 45 Light Frutiger 55 Roman *Frutiger 56 Italic*
Frutiger 65 Bold *Frutiger 66 Bold Italic* **Frutiger 75 Black**

ex: Latest news conecte cuptamaribusamo

Luptaepraem aut ped mod **molorep** eliquis aut estorum repta conecab
oremoditiae volupta tissitatur arumendis re ped quate sitaten.



OPINION of the EDPS

on the Communication from the Commission to the European Parliament and the Council on "A new era for aviation - Opening the aviation market to the civil use of remotely piloted aircraft systems in a safe and sustainable manner"

THE EUROPEAN DATA PROTECTION SUPERVISOR,

Having regard to the Treaty on the Functioning of the European Union, and in particular Article 16 thereof,

Having regard to the Charter of Fundamental Rights of the European Union, and in particular Articles 7 and 8 thereof,

Having regard to Directive 95/46/EC of the European Parliament and of the Council of 24 October 1995 on the protection of individuals with regard to the processing of personal data and on the free movement of such data,¹

Having regard to Regulation (EC) No 45/2001 of the European Parliament and of the Council of 18 December 2000 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data, and in particular Article 28 (2) thereof,²

Having regard to Council Framework Decision 2008/977/JHA of 27 November 2008 on the protection of personal data processed in the framework of police and judicial cooperation in criminal matters,

HAS ADOPTED THE FOLLOWING OPINION:

I. INTRODUCTION

I.1 Consultation of the EDPS

1. On 8 April 2014, the Commission adopted a Communication to the European Parliament and the Council on 'A new era for aviation - Opening the aviation market to the civil use of remotely piloted aircraft systems in a safe and sustainable manner' (hereinafter "the Communication").

¹ OJ L281, 23.11.1995, p. 31.
² OJ L8, 12.1.2001, p. 1.
³ OJ L350, 30.12.2008, p. 66.
⁴ COM(2014) 207 final, 8.4.2014.

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