The first proposal is an effective and powerful simplification of the EDPS logotype. The European Flag turns into geometrical shapes, giving birth to a fresh, innovative and contemporary language. Thanks to a wide modularity, these graphic elements allow us to adapt the new identity in a very flexible way.

The new graphic concept brings the brand in a digital dimension. The binary code becomes a visual element, while the font recalls the coding, helping us to spread the idea of technology and expertise in data protection.
The rectangle and the circle are the two main geometrical elements which help us to build a meaningful and original brand identity.

We will create our rectangular moduls starting from the flag’s shape which may be resized, keeping the right proportions between base and height.
Color Palette

**Corporate**
- **CMYK** 95 72 0 1
- **RGB** 35 75 152
- #234B98

- **CMYK** 48 6 3 0
- **RGB** 241 192 101
- #FIC065

- **CMYK** 77 52 1 0
- **RGB** 74 107 174
- #4A6BAE

**Other divisions**
- **CMYK** 7 7 10 0
- **RGB** 233 227 218
- #E9E3DA

- **CMYK** 75 63 54 16
- **RGB** 79 83 87
- #4F5357

- **CMYK** 20 60 0 0
- **RGB** 206 128 180
- #CE80B4

- **CMYK** 2 56 53 0
- **RGB** 225 135 111
- #E1876F

- **CMYK** 54 29 24 2
- **RGB** 126 147 156
- #7E939C

- **CMYK** 85 65 38 29
- **RGB** 53 65 82
- #354152
Reports

External publications

Legal publications

Internal publications
1.1 Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed euismod, risus ac venenatis aliquam, tellus felis faucibus augue, vel eleifend justo libero eu nibh.

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Table 1: Lorem Ipsum in action.

<table>
<thead>
<tr>
<th>Column 1</th>
<th>Column 2</th>
<th>Column 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value 1</td>
<td>Value 2</td>
<td>Value 3</td>
</tr>
</tbody>
</table>

Legend:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed euismod, risus ac venenatis aliquam, tellus felis faucibus augue, vel eleifend justo libero eu nibh.
Monitor and ensure the protection of personal data

Sharing informations

Advise EU institutions and bodies
Corporate materials
Promotional materials
Social media assets
Characters and illustrations
Characters and illustrations