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Videos

- **#GetitRight campaign**
- **The EUAA is working towards fair & equal treatment of all asylum seekers.**
- **EUAA Operations Stock Footage**

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Photos



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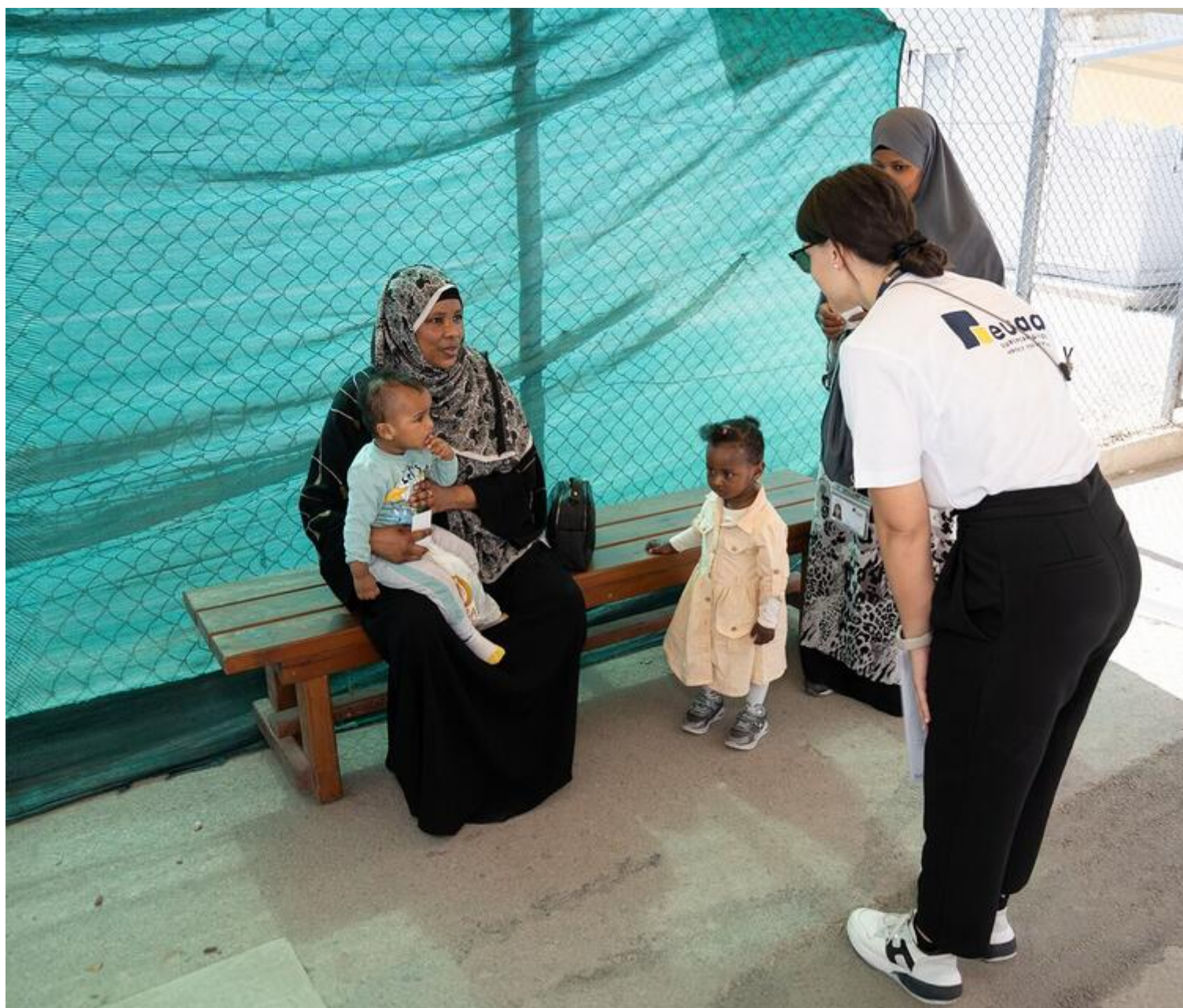
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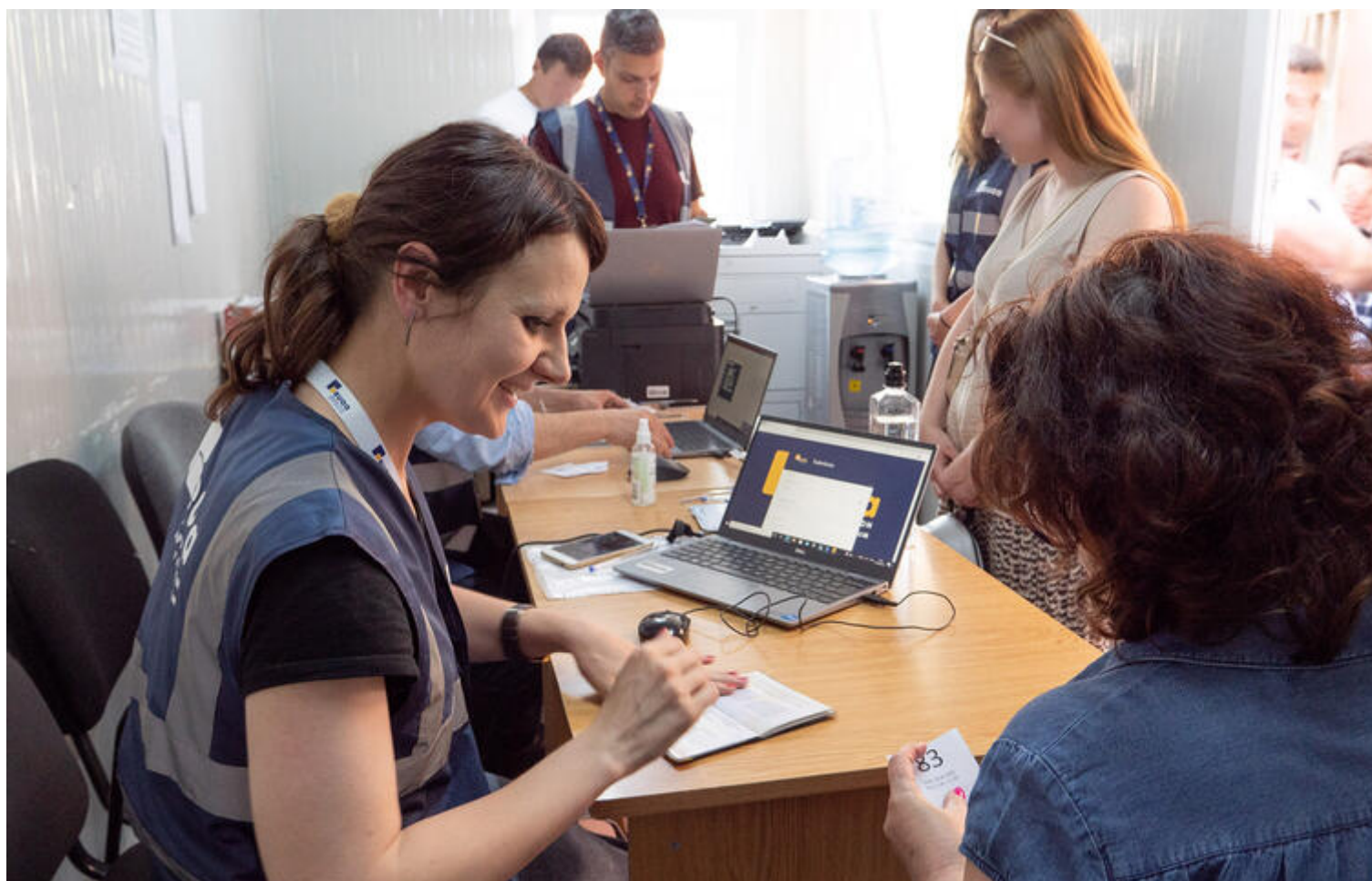
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Visual Identity



The image displays the new visual identity of the European Union Agency for Asylum (EUAA). In the top left corner is the official EUAA logo, consisting of a stylized 'E' made of blue and yellow squares, followed by the text 'euaa' in blue, 'EUROPEAN UNION' in smaller blue letters, and 'AGENCY FOR ASYLUM' in even smaller blue letters. The main headline reads 'New mandate – New Visual Identity. Communicating in a fresh, dynamic and honest way.' Below this, several white panels are shown, each representing a different part of the brand guidelines: 'Logotype positions', 'Set of icons' (featuring various yellow and blue icons), and 'Graphic elements for covers' (showing different layout options for document covers). To the right of these panels is a laptop displaying the EUAA website, which features a world map and various service icons. Further to the right is a tablet displaying the EUAA logo and the slogan 'Support is our mission'. At the bottom right, the hashtag '#EUAsylum' is displayed in a large, bold, blue font.

euaa
EUROPEAN UNION
AGENCY FOR ASYLUM

New mandate – New Visual Identity.

Communicating in a fresh, dynamic and honest way.

Logotype positions

Set of icons

Graphic elements for covers

Support is our mission

#EUAsylum

- Official EUAA logo



Download [EUAA logo / transparent background](#)



Download [EUAA logo / blue background](#)

- **Logo Narrative**

01



Main brand colours

The Blue and Yellow colour components represent the colours of the European Union.

02



The Blue shape, representing Europe and its values, arches over the Yellow square, representing beneficiaries of international protection, thus symbolising the protection and refuge which the EU provides to those in need.

03



The Blue shape doubles as representation of shelter and high-quality reception conditions for asylum applicants in line with EU law.

04



Both individual shapes together form a whole square, signifying that beneficiaries of international protection are an essential part of European society, and that the EU considers them to be an inalienable part of the Union.

05



The Yellow square also exemplifies an essential part of the legislative instruments forming the Common European Asylum System (CEAS). Without any of these instruments, the CEAS is not complete and cannot function.



06



The Yellow square also symbolises the EUAA acting to support Member States (Blue shape) in order to ensure the harmonised proper implementation of the CEAS.

07



The overall complete square also signifies the CEAS as a system of applications for international protection, which is equally based on harmonised standards and in line with the CEAS legal obligations.

08



At the same time, the rounded corners and edges (save for the lower-right corner of the Yellow square) symbolise that each applicant is different and that the CEAS protects different and varying vulnerabilities or profiles of applicants.

09

Finally, the sharp (right-angle) lower-right corner of the Yellow square stands in contrast to the other rounded edges in order to symbolise that all applicants have a different individual and unique reason for fleeing their country of origin, that each individual applications for international protection must therefore be reviewed on its own individual merits, and that each decision must be tailored to that specific applicant's situation.



Download the [narrative of the logo](#)

- Official EUAA Grants logo(s)

[Download all formats.](#)

- **EUAA / Visual Identity Guidelines**

Document

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Related content

- [EUAA Visual Identity Guidelines](#)
- [EU Asylum Agency - YouTube Channel](#)
- [The EUAA is working towards fair & equal treatment of all asylum seekers](#)
- [EUAA Visual Identity - Promo video](#)

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