EASO
visual identity
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1. Introduction

The European Asylum Support Office (EASO) is an agency of the European Union set up by virtue of Regulation (EU) 439/2010 of the European Parliament and of the Council. The agency plays a key role in the concrete development of the Common European Asylum System. It was established with the aim of enhancing practical cooperation on asylum matters and helping Member States fulfil their European and international obligations to give protection to people in need. EASO acts as a centre of expertise on asylum. It also provides support to Member States whose asylum and reception systems are under particular pressure.

The aim of having a European Asylum Support Office visual identity is to:

— Improve the visibility and public recognition of EASO;
— Ensure consistence and coherence and give weight to all EASO communications;
— Improve internal and external communications.

This document presents EASO’s corporate identity and establishes the basic principles that should be applied to all EASO communication products. The identity is constructed around the EASO logo and the colours contained of this logo.
2. Visual Elements

2.1. Logo

The official EASO logo is built around EASO’s core European values. It consists of a circle of 12 golden stars on an azure background (as in the case of the EU Flag).

Moreover, ‘EASO’ is written in the middle right hand side of the circle. The number of stars on the flag is set to 12. The colours of the logo should not be altered. However, when necessary, the logo may appear in monotone (gadgets, etc.) and in black and white (letterheads, etc.).

The official EASO logo is the following:

These are the black and white versions:

The files for the 4 colours version are:
- easo_4c.ai
- easo_4c.jpg
- easo_4c.png

The files for this black and white version are:
- easo_bw.ai
- easo_bw.jpg
- easo_bw.png

The files for this black and white version are:
- easo_bw-light.ai
- easo_bw-light.jpg
- easo_bw-light.png
This is the monotone version:

The logo is unalterable in all its elements. When on a coloured background, the logo should always be surrounded by a white clear protection area, to ensure that it will be visible. For legibility and visibility reasons the logo should not be reproduced smaller than:

- 15 mm for the 4 colour version
- 15 mm for this black and white version
- 15 mm for this black and white version
- 10 mm for the monotone version

Some advices

The files for the monotone version are:
- easo_mono.ai
- easo_mono.jpg
- easo_mono.png
2.2. Colours

EASO has one primary brand colour namely: blue supported by white, black and yellow. The brand colours correspond to the colours found in the EASO logo. A number of other colours have been chosen to be used in graphs and illustrations, and help retain impact when used in black and white photocopy.

**Brand Colours:**

**Blue:**

- CMYK: 100% cyan, 80% magenta
- Pantone®: Reflex Blue
- RGB: 0/51/153
- Hexadecimal: 003399

**Supporting Brand Colours:**

**White:**

**Black:**

**Yellow:**

- CMYK: 100% yellow
- Pantone®: Process Yellow
- RGB: 255/204/0
- Hexadecimal: FFCC00
Other Colours

You can find some colour samples that can be used. If an image is used on the cover, the choice of the secondary colour should be made according to the dominant colour of the image. In offset printing, for texts, it is preferable to choose colors composed of only 2 colors of CMYK.

<table>
<thead>
<tr>
<th>Sample</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample 1</td>
<td>C100 M80 Y0 K25 R1 G59 B130</td>
<td>#013b82</td>
<td></td>
</tr>
<tr>
<td>Sample 2</td>
<td>C100 M40 Y0 K0 R0 G125 B197</td>
<td>#007dc5</td>
<td></td>
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<tr>
<td>Sample 3</td>
<td>C100 MO Y0 K0 R0 G174 B239</td>
<td>#00a651</td>
<td></td>
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<tr>
<td>Sample 4</td>
<td>C50 MO Y0 K0 R109 G207 B249</td>
<td>#6dcff6</td>
<td></td>
</tr>
<tr>
<td>Sample 5</td>
<td>C20 MO Y0 K0 R199 G234 B251</td>
<td>#7eafbb</td>
<td></td>
</tr>
<tr>
<td>Sample 6</td>
<td>C25 M25 Y0 K0 R187 G184 B220</td>
<td>#bb8dc5</td>
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</tr>
<tr>
<td>Sample 7</td>
<td>C50 M50 Y0 K0 R135 G129 B289</td>
<td>#00aeef</td>
<td></td>
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<tr>
<td>Sample 8</td>
<td>C75 M75 Y0 K0 R91 G87 B166</td>
<td>#5b74a6</td>
<td></td>
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<tr>
<td>Sample 9</td>
<td>C75 MO Y0 K25 R81 G28 B116</td>
<td>#c7eafb</td>
<td></td>
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<tr>
<td>Sample 10</td>
<td>C25 M100 Y0 K0 R146 G39 B143</td>
<td>#2574a6</td>
<td></td>
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<tr>
<td>Sample 11</td>
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<td></td>
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<td>Sample 14</td>
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<tr>
<td>Sample 17</td>
<td>C0 M60 Y0 K100 R146 G39 B143</td>
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<tr>
<td>Sample 18</td>
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<td>Sample 20</td>
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<td></td>
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<td>C0 M0 Y20 K0 R255 G252 B213</td>
<td>#f9c700</td>
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<td>Sample 30</td>
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<td>Sample 48</td>
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<td>Sample 50</td>
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<td>#f58466</td>
<td></td>
</tr>
</tbody>
</table>
2.4. Fonts

To give EASO a consistent look and feel only the use of Calibri and Times New Roman are allowed.

Calibri

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ,;.:-_+”*%&/=?`!£$€

And as secondary font Times New Roman is foreseen. This font has to be used for more formal documents and only for the texts, never for titles!

Times New Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ,;.:-_+”*%&=/?`!£$€

The chosen typefaces include characters from Latin, Latin extended, Greek, Cyrillic and Thai scripts.
3. Products

3.1. Covers

The covers will have the same kind of structure in the various formats. Hereby you can find the instructions to rebuild them.

Covers without images

A4 format (21 x 29.7 cm)

---

The files for the cover A4 without image:
- cover1A4.ai
- cover1A4.doc
- cover1A4.indd

Font size:
- 1. Calibri Regular, 16 pt
- 2. Calibri Regular, 40/44 pt
- 3. Calibri Regular, 14 pt, CAPS
B5 format (17.6 x 25 cm)

The files for the cover B5 without image:
- cover1B5.ai
- cover1B5.doc
- cover1B5.indd

Font size:
- 1 Calibri Regular, 14 pt
- 2 Calibri Regular, 34/38 pt
- 3 Calibri Regular, 12.5 pt, CAPS
A5 format (14.8 x 21 cm)

The files for the cover A5 without image:
- cover1A5.ai
- cover1A5.doc
- cover1A5.indd

Font size:
- 1 Calibri Regular, 11 pt
- 2 Calibri Regular, 28/31 pt
- 3 Calibri Regular, 10 pt, CAPS

Some samples
Covers with images

A4 format (21 x 29.7 cm)

The files for the cover A4 without image:
• cover2A4.ai
• cover2A4.doc
• cover2A4.indd

Font size:
• 1 Calibri Regular, 16 pt
• 2 Calibri Regular, 40/44 pt
• 3 Calibri Regular, 14 pt, CAPS

* Visuals

In the case of covers with an image the choice of the color must be in harmony with the dominant color of the image

* Please also see page 15
B5 format (17.6 x 25 cm)

The files for the cover B5 without image:
- cover2B5.ai
- cover2B5.doc
- cover2B5.indd

Font size:
- 1 Calibri Regular, 14 pt
- 2 Calibri Regular, 34/38 pt
- 3 Calibri Regular, 12.5 pt, CAPS

* Visuals

The visuals used on cover pages should be subject related. You should limit your selection to a single photograph. When choosing a picture for a cover, keep in mind that the cover needs to be eye-catching and relates to the people it is being aimed at. Moreover, images on cover may directly illustrate the topic. It is recommended to use images without national symbols. Please take care of the copyright of the pictures you are using for the covers. Remember to choose which images from unknown sources and make sure you have the right to reproduce the image in question. Always indicate the copyright.

* Please see page 13
A5 format (14.8 x 21 cm)

The files for the cover A5 without image:

- cover2A5.ai
- cover2A5.doc
- cover2A5.indd

* Please see pages 13 and 14

Font size:

1. Calibri Regular, 11 pt
2. Calibri Regular, 28/31 pt
3. Calibri Regular, 10 pt, CAPS

Some samples

A small technical memo. Images, in order to be printed, must be in high resolution (at least 300 dpi) in the final size in which you want to print.
Back covers
A4 format (21 x 29.7 cm)

The files for the cover A4 without image:
- cover1A4.indd
- cover1A4.doc

Mandatory items when identifiers are foreseen:
- 1 Catalogue number: Calibri Regular, 8 pt
- 2 Publications Office logo (for the files see OP negative logo in publications office logos folder)
- 3 ISBN (when applicable)
- 4 doi and selling price (when applicable): Calibri Regular, 8 pt
3.2. Posters

Posters are composed generally by textual and graphic elements which communicate the message you will give, which any professional can prepare for you. The posters are build in the same grid as covers. Hereby you can find the instructions to rebuild them.

Posters without images
70 x 100 cm format

The files for the poster without image:
- poster1-70x100.ai
- poster1-70x100.indd

Font size:
- 1 Calibri Regular, 52 pt
- 2 Calibri Regular, 136/148 pt
- 3 Calibri Regular, 48 pt, CAPS
Posters with images

70 x 100 cm format

The files for the poster with image:
- poster2-70x100.ai
- poster2-70x100.indd

Font size:
- 1 Calibri Regular, 52 pt
- 2 Calibri Regular, 136/148 pt
- 3 Calibri Regular, 48 pt, CAPS
3.3 CD and DVD

CDs and DVDs without images

The files for the CD/DVD without image:
- cd-dvd_carton1.ai
- cd-dvd_carton1.doc
- cd-dvd_carton1.indd
- cd-dvd_label1.ai
- cd-dvd_label1.doc
- cd-dvd_label1.indd

Cartonsleeve:
1. Catalogue number: Calibri Regular, 7 pt
2. Publications Office logo (for the files see OP negative logo in publications office logos folder)
3. doi and selling price (when applicable): Calibri Regular, 7 pt
4. Calibri Regular, 10 pt
5. Calibri Regular, 24/26 pt
6. Calibri Regular, 9 pt

Label
7. Calibri Regular, 11 pt
8. Calibri Regular, 8 pt
9. Calibri Bold and Regular, 6 pt
10. Calibri Regular, 16 pt

Some samples
CDs and DVDs without images

The files for the CD/DVD without image:
- cd-dvd_carton2.ai
- cd-dvd_carton2.doc
- cd-dvd_carton2.indd
- cd-dvd_label2.ai
- cd-dvd_label2.doc
- cd-dvd_label2.indd

Cartonsleeve:
1. Catalogue number: Calibri Regular, 7 pt
2. Publications Office logo (for the files see OP negative logo in publications office logos folder)
3. doi and selling price (when applicable): Calibri Regular, 7 pt
4. Calibri Regular, 10 pt
5. Calibri Regular, 24/26 pt
6. Calibri Regular, 9 pt

Label
7. Calibri Regular, 11 pt
8. Calibri Regular, 8 pt
9. Calibri bold and Regular, 6 pt
10. Calibri Regular, 13 pt

Some samples
3.4. Margins for inside pages

<table>
<thead>
<tr>
<th>Format</th>
<th>Top</th>
<th>Bottom</th>
<th>Inside</th>
<th>Outside</th>
<th>Folio + running title</th>
<th>Gutter</th>
</tr>
</thead>
<tbody>
<tr>
<td>A4</td>
<td>25 mm</td>
<td>20 mm</td>
<td>25 mm</td>
<td>25 mm</td>
<td>15 mm</td>
<td>6 mm</td>
</tr>
<tr>
<td>B5</td>
<td>25 mm</td>
<td>18 mm</td>
<td>22 mm</td>
<td>22 mm</td>
<td>15 mm</td>
<td>-</td>
</tr>
<tr>
<td>A5</td>
<td>25 mm</td>
<td>15 mm</td>
<td>18 mm</td>
<td>18 mm</td>
<td>15 mm</td>
<td></td>
</tr>
</tbody>
</table>

*Some indications for texts

Please DON’T change and try to use only the styles that you find in the templates. Edit your text to fit as much as you can with the styles and with the templates that are provided.
3.5. Inside pages sample

A4 format (21 x 29.7 cm)

Inside pages:
- **1** Title 1 (T1): Calibri Regular, 24 pt, choose colour
- **2** Title 2 (T2): Calibri Regular, 16 pt, PMS Reflex Blue
- **3** Title 3 (T3): Calibri Regular, 12 pt, choose colour
- **4** Body: Calibri Regular, 10/12 pt, black
- **5** Body indent 1: Calibri Regular, 10/12 pt, black, left indent 3 mm, first line left indent - 3 mm
- **6** Body indent 1: Calibri Regular, 10/12 pt, black, left indent 7 mm, first line left indent -4 mm
- **7** Title box (T Box): Calibri Regular, 12 pt, white
- **8** Body: Calibri Regular, 10/12 pt, white
- **9** Footnotes: Calibri Regular, 7/8.5 pt, Black
- **10** Running title: Calibri Regular, 7/8.5 pt, Black

The files for the inside pages:
- insidepp_A4.indd
- insidepp_A4.doc
- insidepp_B5.indd
- insidepp_B5.doc
- insidepp_A5.indd
- insidepp_A5.doc
To this end, EASO will cooperate closely with and procedures for granting and withdrawing international protection status (12). The EU has also included the strengthening of the quality of asylum procedures in its Lisbon Programme through Article 13 of Council Decision 2007/1019/EC and in the Commission’s communication of 23 February 2010, on the EU strategy for the integration of third-country nationals and the assessment of its implementation (13), which developed the methodologies and common principles for assessing the quality of asylum procedures. EASO has established contact with UNHCR and IOM, which operate in the field of asylum. To further develop its work, EASO has created a consultative forum: a ‘consultative forum’ has been a ‘consultative forum’ has been established by the European Parliament and the EU agencies such as Frontex, FRA and CEPOL.

In 2011 EASO started developing its Country of Origin Information capacity under the country of origin information produced by EASO. In addition, EASO has also contributed to the implementation of the Common Asylum Country of Origin Information (Austria, Belgium, Germany, Netherlands, Sweden) and the availability of this information to asylum officials throughout the EU. The EAC covers core services and tools.

EASO contribution to the Mechanism for Early Warning, Preparedness and Crisis Management
In order to enable Member States to be better prepared for sudden or unexpected events, a Network for Early Warning, Preparedness and Crisis Management (the Mechanism) is being developed.

Early warning
EASO provides, on an ongoing basis, a regional Country of Origin Information (Austria, Belgium, Germany, Netherlands, Sweden). This enables the Mechanism to ensure that Member States are informed on the specific needs and priorities of refugees, asylum seekers and other third-country nationals who originate from a specific country of origin. The Mechanism also provides information on the situation of refugees, asylum seekers and other third-country nationals in the EU Member States for whom EASO has information.

EASO training
EASO provides training and training materials for staff of national and regional authorities involved in the management of international protection procedures throughout the European Union. The aim of EASO training is to contribute to the development of common European standards on the management of international protection procedures and to strengthen the overall trust in EU asylum procedures. The training will be provided on the basis of the instruments of the Common Asylum Country of Origin Information (Austria, Belgium, Germany, Netherlands, Sweden) and the availability of this information to asylum officials throughout the EU. The EAC covers core services and tools.

What we do
The European Union is facing today a serious and unprecedented migration crisis which requires a coherent and effective response. The EU must take action to ensure that the rights of asylum seekers and refugees are fully respected, and that the borders of the Union are respected. EASO has a crucial role to play in this context.

Preparatory: EASO provides tools and support for national and regional authorities involved in the management of presence, including EASO’s tools, which provide a comprehensive picture of the situation of refugees, asylum seekers and other third-country nationals in the EU Member States for whom EASO has information. The Mechanism also provides information on the situation of refugees, asylum seekers and other third-country nationals in the EU Member States for whom EASO has information.

In addition to the permanent support activities, EASO will also provide additional support to Member States facing particular pressures. This is done through the provision of additional training and support.

EASO and Countries of Origin Information
An important task in the EASO toolbox is the effective management of the EAC, with respect to the development and implementation of Common Asylum Country of Origin Information (Austria, Belgium, Germany, Netherlands, Sweden). This is crucial for the overall implementation of the Common Asylum procedures in the EU. EASO supports Member States in the implementation of the Common Asylum Country of Origin Information (Austria, Belgium, Germany, Netherlands, Sweden), and the availability of this information to asylum officials throughout the EU. The EAC covers core services and tools.

What we do
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EASO provides training and training materials for staff of national and regional authorities involved in the management of presence, including EASO’s tools, which provide a comprehensive picture of the situation of refugees, asylum seekers and other third-country nationals in the EU Member States for whom EASO has information. The Mechanism also provides information on the situation of refugees, asylum seekers and other third-country nationals in the EU Member States for whom EASO has information.

What we do
The European Union is facing today a serious and unprecedented migration crisis which requires a coherent and effective response. The EU must take action to ensure that the rights of asylum seekers and refugees are fully respected, and that the borders of the Union are respected. EASO has a crucial role to play in this context.

Preparatory: EASO provides tools and support for national and regional authorities involved in the management of presence, including EASO’s tools, which provide a comprehensive picture of the situation of refugees, asylum seekers and other third-country nationals in the EU Member States for whom EASO has information. The Mechanism also provides information on the situation of refugees, asylum seekers and other third-country nationals in the EU Member States for whom EASO has information.

In addition to the permanent support activities, EASO will also provide additional support to Member States facing particular pressures. This is done through the provision of additional training and support.

EASO training
EASO provides training and training materials for staff of national and regional authorities involved in the management of presence, including EASO’s tools, which provide a comprehensive picture of the situation of refugees, asylum seekers and other third-country nationals in the EU Member States for whom EASO has information. The Mechanism also provides information on the situation of refugees, asylum seekers and other third-country nationals in the EU Member States for whom EASO has information.
3.6. Newsletter sample

A4 format (21 x 29.7 cm)

Newsletter:
- These titles don’t change
- Body text: Calibri Regular, 10/12 pt, black, white
- Body indent 1: Calibri Regular, 10/12 pt, indent 5 mm, black, white
- Date: Calibri Bold, 18 pt, yellow (RGB 255/204/0)
- Title 1 (T1): Calibri Bold, 16 pt, black, white, blue (RGB 0/51/153), yellow (RGB 255/204/0), orange (RGB 245/130/32)
- Title 2 (T2): Calibri Bold, 12 pt, black, white, blue, yellow, orange
- Title 3 (T3): Calibri Bold, 10 pt, white, blue
- Captions: Calibri Regular, 8 pt
- Subscription: Calibri Regular, 12 pt, white
- Catalogue number, doi or number or price: Calibri Regular, 8 pt, White
Welcome to the July/August edition of the European Asylum Support Office's (EASO) newsletter. This issue focuses on various topics, such as international developments, the involvement of EASO in different areas, and the publication of its 2011 Annual Report on the activities of the European Asylum Support Office (EASO).

The report provides a comprehensive description of the EASO's activities and contributions over the course of 2011. It highlights the role of EASO in supporting Member States and stakeholders, particularly in the areas of refugee status determination, the development of qualification standards, and the delivery of training to decision and policy makers.

Participation to the continuous support in the field of COI is an important tool for ensuring the accurate and consistent interpretation and use of the 1951 Geneva Convention. The third module within the EAC learning path is the COI Report entitled 'Afghanistan: Taliban command'.

The overall negative decision rate in the EU (Figure 3) in 2011 was 55% compared to 60% in 2010 and 85% in 2009. The use of direct force or coercion for recruitment by Taliban commanders or fighters is exceptional. The principles of non-refoulement under Article 31 of the 1951 Geneva Convention reasons (such as race, religion, and membership of a particular social group) are not fulfilled and therefore IFA is not applicable.

The third module within the EAC learning path is the COI Report entitled 'Afghanistan: Taliban command'. The overall negative decision rate in the EU (Figure 3) in 2011 was 55% compared to 60% in 2010 and 85% in 2009. The use of direct force or coercion for recruitment by Taliban commanders or fighters is exceptional. The principles of non-refoulement under Article 31 of the 1951 Geneva Convention reasons (such as race, religion, and membership of a particular social group) are not fulfilled and therefore IFA is not applicable.

Furthermore, EASO will focus on preparing countries to engage in the Decision and Policy Makers Active in the Refugee Status Determination (DPMR) process, which is designed to provide clear guidance on the application of the international refugee definition in the context of the EU's Common Asylum Procedure.

The newsletter also includes updates on the development of the module on interviewing children, which features an interview with a child who is considered to be a minor. The module is designed to provide training on interviewing children to increase the quality and accuracy of COI reports. The new version of the module should be ready by the next newsletter.

In response to the emerging situation in Syria and its neighbours, EASO has published the 2011 Annual Report on the activities of the European Asylum Support Office (EASO) and is working closely with Member States and stakeholders to develop and implement effective strategies to support refugees and asylum seekers in the region.


The name of the agency, one next to the logo and the main title, in addition to the mission in the cover down, remain fixed so they do not need to be formatted.
3.7. Folders

Folder without images
Format (215 x 300 cm)

The files for the folder without image:
• EASO folder1-215x300.ai
• EASO folder1-215x300.indd

Font size:
• Calibri Regular, 16 pt
• Calibri Regular, 40/44 pt
• Calibri Regular, 14 pt, CAPS
• Catalogue number: Calibri Regular, 8 pt
• doi and selling price (when applicable): Calibri Regular, 8 pt
• ISBN (when applicable)
• Publications Office logo (for the files see OP negative logo in publications office logos folder)
• Calibri Regular, 24 pt
Folder with images
Format (215 x 300 cm)

Font size:
1. Calibri Regular, 16 pt
2. Calibri Regular, 40/44 pt
3. Calibri Regular, 14 pt, CAPS
4. Catalogue number: Calibri Regular, 8 pt
5. doi and selling price (when applicable): Calibri Regular, 8 pt
6. ISBN (when applicable)
7. Publications Office logo (for the files see OP negative logo in publications office logos folder)
8. Calibri Regular, 24 pt

The files for the folder with image:
- EASO folder2-215x300.ai
- EASO folder2-215x300.indd
4. Gadgets
5. PowerPoints

For PowerPoints you can choose between 2 presentations, one with a white background on the master pages and the second one with a blue background on the master page.

The typeface is always Calibri, please respect the styles given in the templates.

Try to avoid too much text on one slide. Use some effective and short sentences and give explanations orally.

The files for the PowerPoint presentations:
- EASO_PP_white_EN_16-10.pptx
- EASO_PP_blue_EN_16-10.pptx
- EASO_PP_blue.pptx
- EASO_PP_white.pptx

Some samples
6. Stationery

For the letterheads 2 different versions are provided. One in colour and one in black and white, more suited to simple desktop printer and also to save ink.

The typeface is always Calibri, please respect the styles given in the templates.

For the business card only an Indesign file is prepared as they require a professional printing.

• EASO_business card.indd
• EASO_letterhead_BW.doc
• EASO_letterhead_4c.doc

The files for the letters:
• EASO_letterhead_BW.doc
• EASO_letterhead_4c.doc

The files for the Business cards:
• EASO_business card.indd