



ENQA
European Association for Quality Assurance in Higher Education

VISUAL IDENTITY GUIDELINES

ENQA LOGO



The logo

The three blocks in the ENQA logo symbolise the three cycles of higher education defined in the Bologna Declaration and the three structural entities of ENQA: General Assembly, Board and secretariat. The logo can also be seen as a chart - the aim being in the right upper end, in the higher quality of higher education.

The ENQA logo can be used with or without the "European Association for Quality Assurance in Higher Education" text. In small sizes (width less than 20mm) it is recommended to use the logo without the text.

The logo should always be reproduced from original digital files. Logo is available in .eps and .ai for print use and .jpg and .gif for online and office use. Dimensions or colours of the logo should not be altered.



Possible variations

When applied to dark background the logo should appear white. If necessary, the logo can also be used in 100% black. Note that when used in black or white the logo is in one colour. Other variations should not be used.



Protection area

Protection area is the minimum area around the logo that should remain clear of text and other graphic elements. This makes the logo visible and prevents it getting mixed with other visual elements. The size of the protection area is based on the width of one block element- marked with x in the example.

BRAND COLOURS

ENQA DARK BLUE

PMS 280
CMYK 100/72/0/18
RGB 0/39/118
002776

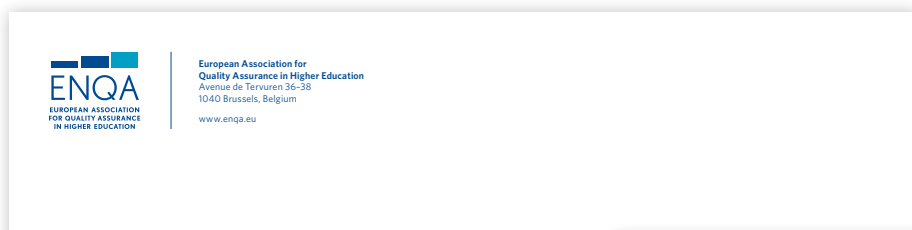
The main brand colours of ENQA are dark blue and turquoise of ENQA logo.

These colours should always be present ENQA brand is on display. Other colours can be used to complement these two.

ENQA TURQUOISE

PMS 3135
CMYK 100/0/20/0
RGB 0/148/179
0094B3

STATIONERY



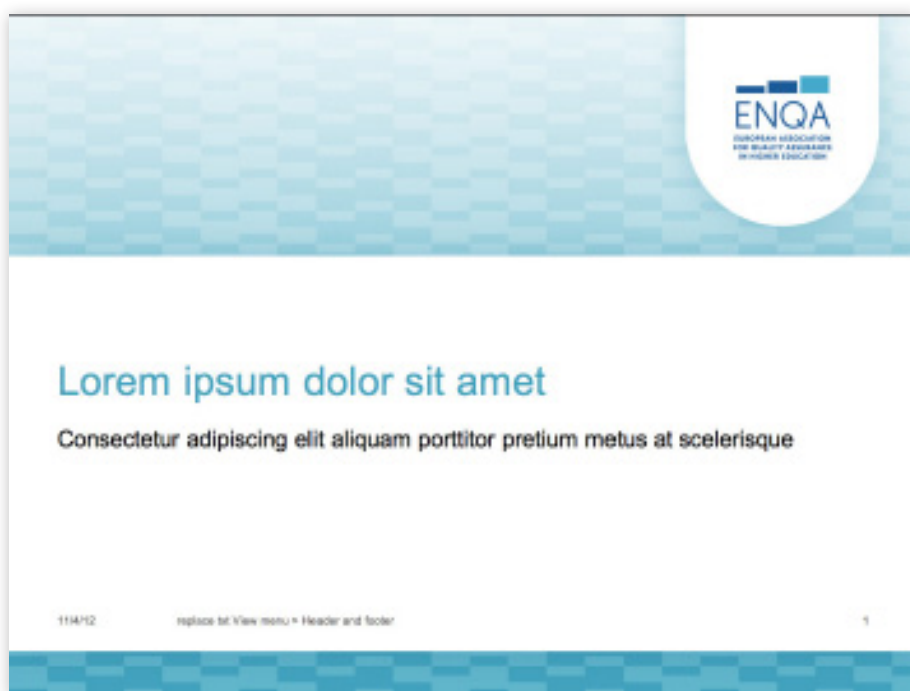
Envelope



Business card



With compliments card



Powerpoint template

PUBLICATIONS



Workshop reports and Occasional papers

ENQA publishes reports and papers regularly, mostly two types of publications; workshop reports and occasional papers. These two publication types are visually differentiated with different cover patterns and colours. The colour of the cover is different in each publication.

Other publications

Other publications can be designed more freely but considering that they should still represent ENQA visual image.



ENQA AFFILIATE LOGO

AFFILIATE OF
ENQA

ENQA Affiliate logo

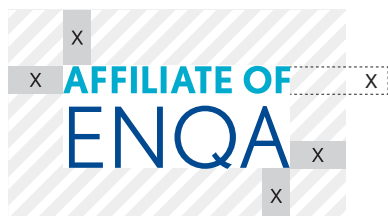
The use of the ENQA Affiliate logo is limited to bodies that have been granted affiliate status in ENQA. Affiliates can use this logo on their website, documents and communication media in relation to their affiliation in ENQA.

AFFILIATE OF
ENQA



Possible variations

If necessary, ENQA Affiliate logo can also be used in one color, either 100% black or white on a dark background. Note that when used in black or white the logo is in one solid colour. Other variations should not be used.



Protection area

Protection area is the minimum area around the logo that should remain clear of text and other graphic elements. The size of the protection area is based on the height of 'Affiliate of' text - marked with x in the example.

