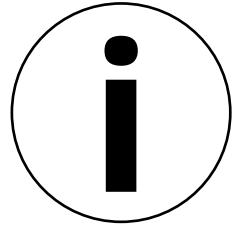


# EMSA THE EUROPEAN UNION AGENCY REBRANDING

CASE STUDY  
MISSING ELEMENT  
2023



## ABOUT THE CLIENT

EMSA's mission is to serve EU maritime interests for a safe, secure, green and competitive maritime sector and act as a reliable and respected point of reference in the maritime sector in Europe and worldwide.

EMSA capitalises on its unique know-how to position itself as an essential player in the maritime cluster in Europe and beyond.

EMSA works on maritime safety, security, climate, environment and single market issues and tasks, first as a service provider to Member States and the Commission, but also as an innovative and reliable partner and knowledge hub for the European maritime cluster and potentially beyond as a reference internationally.

—————→ **WEB**



The agency's original logo was used until rebranding in 2013

1

# INITIAL WORK



# 1 FIRST MEETING AND DISCUSSION WITH CLIENT

# 2 ANALYSIS OF CLIENT'S PREVIOUS VISUAL COMMUNICATION

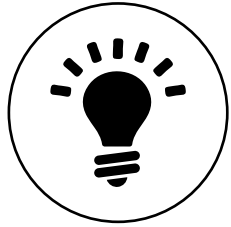
# 3 DEFINING THE MAIN GOALS, PROVIDING THE BACKGROUND & TIME PLAN



2 DAYS

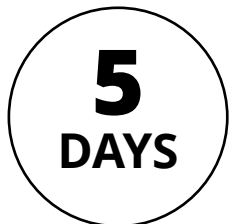
The agency's original communication materials >





## KEY ELEMENTS OF THE ORIGINAL IDENTITY WILL REMAIN

After a thorough analysis of the original visual communication of the agency, together with the client we decided to maintain 3 key elements within the framework of continuity.



1) DIAGONAL

2) SHADES OF BLUE

3) BUILT ON PHOTOS



# RESEARCH: EU BODIES & EU DECENTRALISED AGENCIES

Studying the relevant manual of visual identities  
from recent years

Studying of communication campaigns

Studying relevant web portals

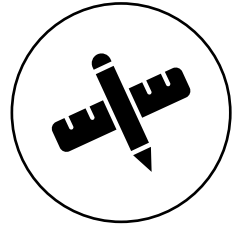
**2**  
WEEKS



Research from 2013

2

**WE PRESENTED  
FOUR DIFFERENT  
DESIGN CONCEPTS**



## LOGO REDESIGNS

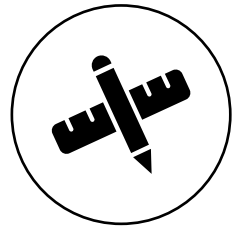
Based on the established approach, we presented 4 concepts of the next visual identity; in three we redesigned the logo and in fourth we kept the original logo.



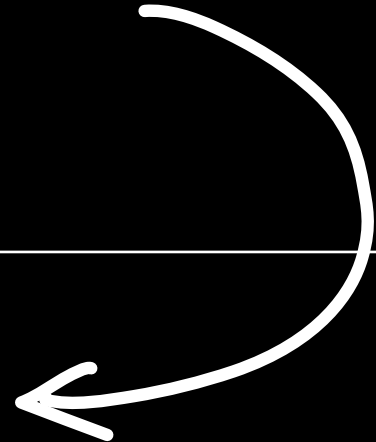
**LINK TO ALL  
4 CONCEPTS**





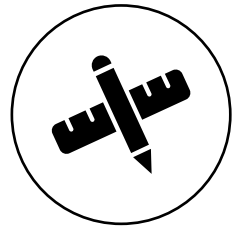


**ALL CONCEPTS  
RESPOND TO THE  
KEY ELEMENTS  
OF THE EMSA  
ORIGINAL LOGO**



DIAGONAL SYMBOL REMAINS





## THE CHOSEN FONT MEETS DEMANDING CRITERIA

THE CHOICE OF THE FONT WAS ESSENTIAL  
THAT'S WHY WE HAD TO PAY HER DUE ATTENTION

Font drawing suitable for large applications and good readability of text in small sizes, suitable for online and offline implementations, sufficient range of character set and language mutations for an international agency with a broad agenda, suitable styles for typesetting and infographics.

An important aspect was the aesthetic character reflecting/complementing the required technical appearance of the agency.

EMSA 23°

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# CONCEPT N° 1

This concept was built on the EU blue and grey colour combination, the diagonal grid used in the background and in photos. Stars simplified into dots appear symbolically in the logo. Typography and composition assume a standard very simple solution.





# CONCEPT N° 2

The concept features a blue gradient and bold graphic elements – diagonally ended stripes, blue stripes for typography and a diagonal tile pattern. The diagonal is also used when working with photographs.





# CONCEPT N° 3

Concept 3 is based on concept 2, but uses a grid of thin diagonal lines instead of a tile pattern.



**EU STATES CLAIMS MANAGEMENT GUIDELINES**

Claims arising due to maritime pollution incidents

**INTRODUCTION AND BACKGROUND**

The Environment is a resource common to all. It is a primary task of both the polluter and the national authorities to avoid, limit and to reinstate any damaged environment as deemed necessary. In addition, the European Union (EU) Member States<sup>2</sup> recognise that their citizens should not have to pay for the costs of dealing with marine pollution incidents, and that the persons or bodies responsible for causing the incident should meet all the costs reasonably incurred, in accordance with the "polluter pays" principle. Most maritime Member States have a policy of using their best endeavours to recover all of the costs that they reasonably incur in dealing with an actual, or threatened, pollution incident.

**PURPOSE**

These Guidelines seek to assist Member States with the processes necessary to achieve a successful claim or cost recovery. There are many procedural and national legal instruments in place providing a framework for the resolution of such recovery, however, the prime objective of these Guidelines is to seek to expand and clarify the provisions of the relevant instruments. It should be borne in mind that the international regime currently in place does not seek to cover compensation damaged parties following a pollution incident at sea, however, they do seek to compensate those that have suffered actual loss as a result of the incident itself. It is a cost recovery process.

**EXAMPLE**

At the end of 2003, in The Netherlands Exclusive Economic Zone (EEZ) but outside the territorial waters, a ship lost three containers overboard. The containers immediately initiated response measures consisting of marking a safe zone around the position where the containers were lost, based on original satellite data before on the level of loss of the product if released into the marine environment, advised liability not to enter a specific area, samples of fish catches were analysed frequently, a survey was conducted to locate the lost containers, the owners were given the opportunity to contract a salvage company for the removal of the containers.

Inspections and checks on board the vessel by the neighbouring authorities when the vessel arrived in port resulted in accurate information on the cargo and the route the ship had sailed. Very good communications, close cooperation between representatives of the owners and the authorities was awarded with a reasonably swift survey and removal operation. In the same spirit the claim was settled.

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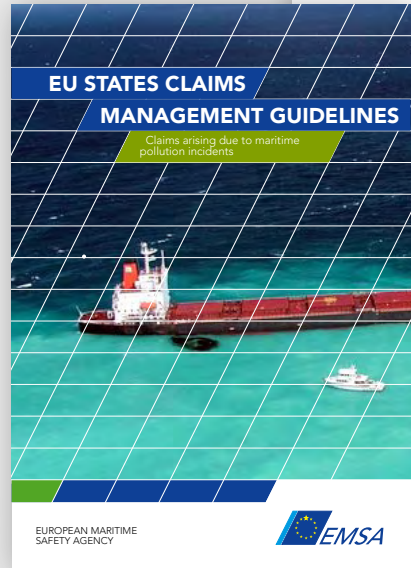
# CONCEPT Nº 4 WITH ORIGINAL LOGO

In this concept, we tried to come up with a style for a visual identity to complement the original logo.



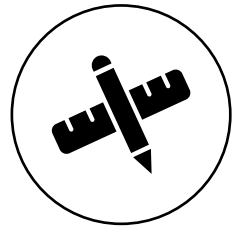
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EUROPEAN MARITIME SAFETY AGENCY



3

DESIGN  
CONCEPT  
FINALIZATION



# CLIENT DECIDED TO COMBINE GRAPHIC ELEMENTS FROM CONCEPTS N° 1 AND N° 3







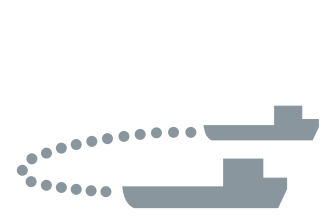
## THE SUBBRAND SYSTEM

A system was developed for sub-brands with an open architecture to allow additional projects to be added.

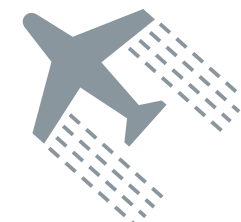




**AN IMPORTANT PART OF THE WORK WAS THE CREATION OF VERY SPECIFIC ICONS FOR THE PURPOSES OF INFOGRAPHICS**



Booms and skimmers



Dispersant spraying operation for aircraft



Tiller



Server



Control centre



Lifesaver



Lifesaver (alternative)



Scrubber



Ship database



Satellite



Airplane



Dron



Puzzle piece



Hazmat - Chemical / Chemical analysis



Hazmat - Solid



Reef knot



Crane / Harbour



Folder



Hazmat - Gas



Hazmat - Bulk

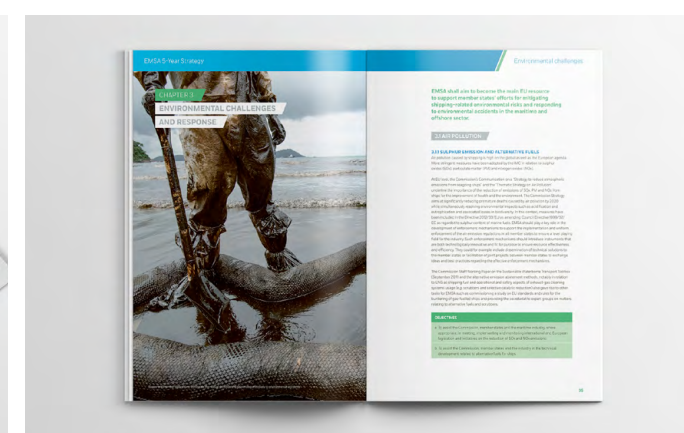
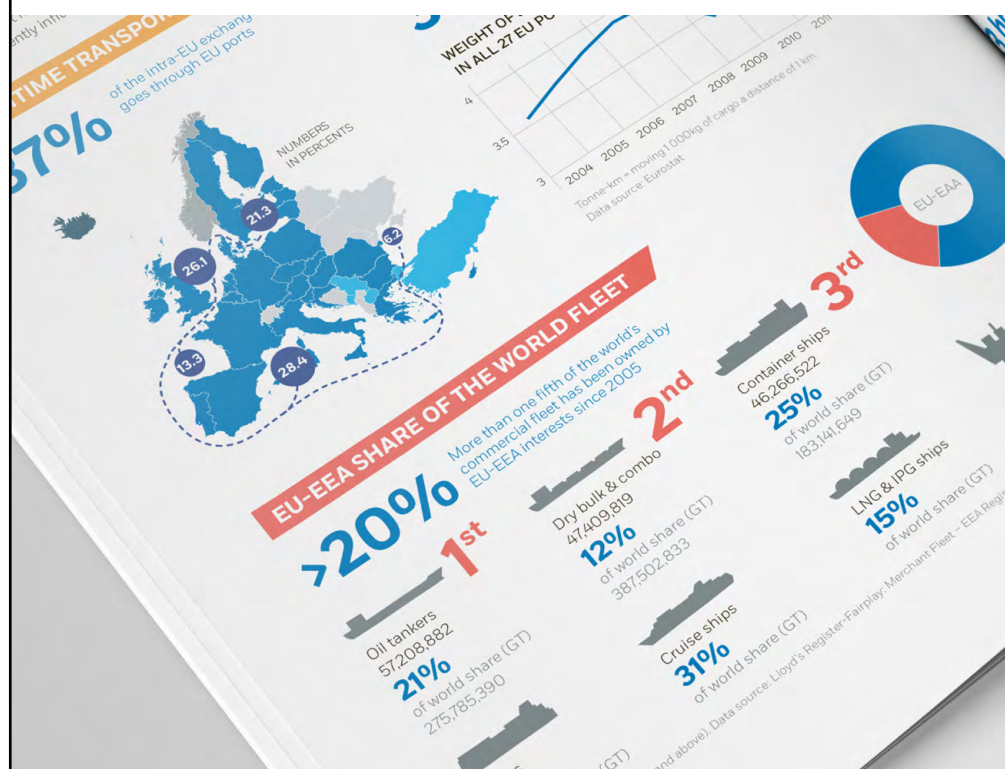
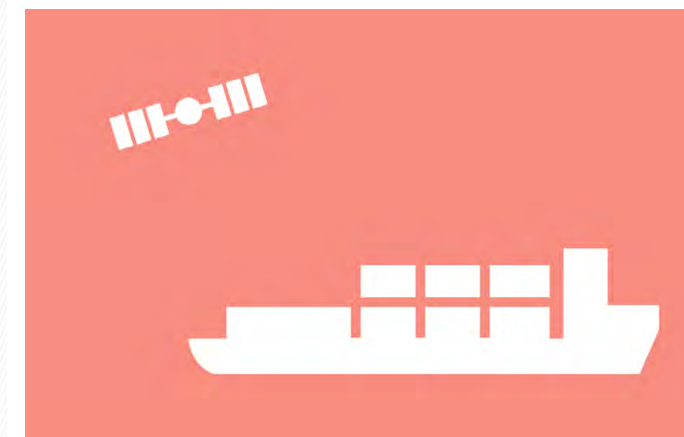
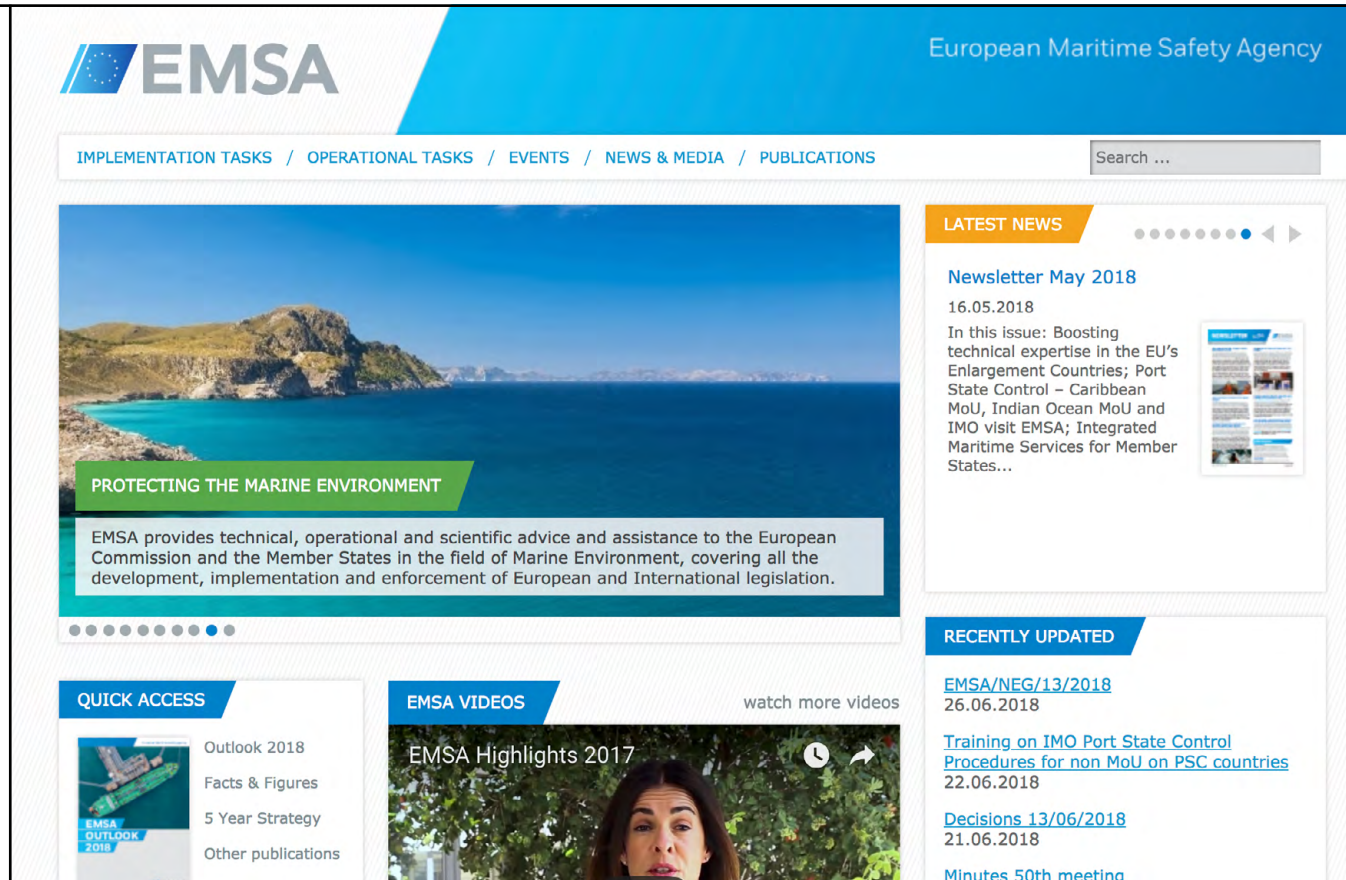


WE FINALIZED ALL THE MAIN ASPECTS OF THE NEW VISUAL IDENTITY SYSTEM

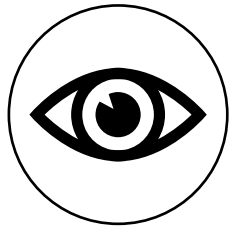
WE WORK ON KEY COMMUNICATION PRODUCTS AND THEIR TEMPLATES



LINK TO THE PUBLICATION



CASE STUDY

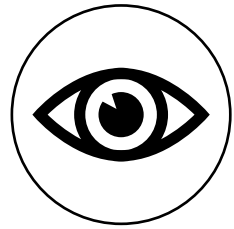


**WE SUMMARISED  
ALL WORK INTO  
MEDIUM-SIZED  
MANUAL OF THE  
VISUAL IDENTITY**



**2  
MONTHS**

**LINK TO THE  
MANUAL**



# AFTER MORE THAN 10 YEARS STILL MODERN AND EYE-CATCHING!

Since 2013, many decentralized EU agencies have undergone rebranding, but the identity we created for EMSA remains one of the best.





# THANK YOU AND WE LOOK FORWARD TO YOUR FEEDBACK

IF YOU HAVE ANY  
QUESTIONS, DO NOT  
HESITATE TO CONTACT US