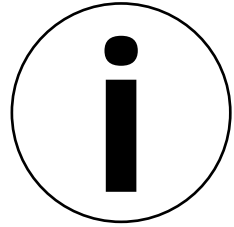


ENISA VISUAL IDENTITY REDESIGN

CASE STUDY
MISSING ELEMENT
2023

THE BACKGROUND

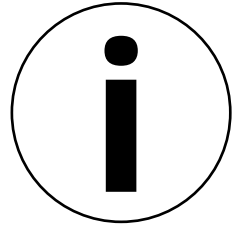


ABOUT THE CLIENT

The European Union Agency for Cybersecurity, ENISA, is the Union's agency dedicated to achieving a high common level of cybersecurity across Europe. Established in 2004 and strengthened by the EU Cybersecurity Act, the European Union Agency for Cybersecurity contributes to EU cyber policy, enhances the trustworthiness of ICT products, services and processes with cybersecurity certification schemes, cooperates with Member States and EU bodies, and helps Europe prepare for the cyber challenges of tomorrow.

————→ **WEB**





REQUEST FOR A NEW VISUAL IDENTITY

**DOES THE CLIENT
NEED A NEW
LOGO TOO?**



A) KEEP EXISTING
LOGO WITHOUT
ANY CHANGES

B) MAKE A REDESIGN
OF THE EXISTING LOGO

C) MAKE A COMPLETELY
NEW LOGO – FROM
A SCRATCH



INITIAL WORK




1 FIRST MEETING AND DISCUSSION WITH CLIENT

2 OUR RESEARCH AND ANALYSIS OF CLIENT'S PREVIOUS VISUAL COMMUNICATION

3 CREATIVE BRAINSTORMING WITH THE CLIENT





Please address correspondence to:
ENISA
Finance Unit
P.O.Box 1309
71001 Heraklion, Crete, Greece
Tel:(+30) 2814 409710

EUROPEAN UNION AGENCY FOR NETWORK AND INFORMATION SECURITY

PURCHASE ORDER

No: ENISA / 2016 / 204

Contractor code:

Country of origin : CZ

Currency of payment: EUR

Code country of origin/currency

Contract No (if applicable): F-COD-15-C28

Sheet No 1 of 1

Date and reference of contractor quotation 5 Sep 2016 ENISA_2016_12

MISSING ELEMENT SPOL SRO

KLOKOCNA 15

This purchase contract is governed by the current 'ENISA General Conditions' published at http://www.enisa.europa.eu/procurement/related/procurement_gen_terms_conditions. This Purchase Order constitutes acceptance of the contractor's quotation submitted, and/or performance dates stipulated below are complied with (unless an extension is agreed that he is familiar with and accepts the 'ENISA General Conditions' and waives any other claims).


| DESCRIPTION OF THE GOODS OR SERVICES | UNIT |
|---|------|
| Meeting with graphic design contractor in Athens | |
| - Cost for tickets and hotel accommodation for two days meeting for 3 people. | 1 |

*No other charge from the contractor. ENISA will cover tickets and accommodation against the actual price of the invoice and up to the amount specified in the purchase order.

Pursuant to the provisions of Articles 3 and 4 of the Protocol on the Privileges and Immunities of the European Communities, ENISA is exempt from all taxes and duties, including value added tax, on payment of this Contract. In Greece, use of this Contract constitutes a request for VAT exemption. The invoice must be accompanied by the following statement: "Purchase Order addressed to the official use of the European Communities". The request for payment shall be admissible only if the Contractor returns a signed copy of the Purchase Order and the invoice. This Contract is governed by Greek law and any disputes shall be referred to the courts of Athens, Greece.

Electronic submission of invoice: Contractors already registered with ENISA may upload their invoices to the "e-Invoicing Web Portal" upon delivery and acceptance by ENISA.

| | | | | | |
|---------------------------|--|----|------|-----|----------------------|
| Commitment No | 4162 | BL | 3212 | WPK | Place of delivery |
| Contractor's IBAN: | CZ48 0300 0000 0002 5205 9156 | | | | Delivery/performance |
| ENISA Authorising Officer | Paulo EMPADINHAS | | | | Payment terms |
| Signature and date: | (either by hand or using 'qualified electronic signature') | | | | Contract |



Paulo Empadinhas
Head of Administration

Name: HAA

Position: A

Date: 9/9/2016

Signature:

Meeting in Athens

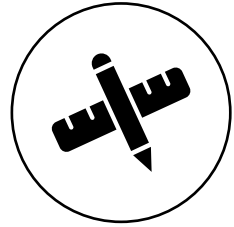
26-27/09/2016

MONDAY

- Introduction of MISSING ELEMENT (presentation by ME)
- New or updated logo
 - presentation of other EU Agency logos (by ME)
 - discussion
- Corporate identity and brand building presentation – case study (by ME)
- Presentation of Corporate Identity manuals (by ME)
 - EMSA
 - EMCDDA
 - General discussion on ENISA’s brand: What do we want to achieve- what needs to change and how

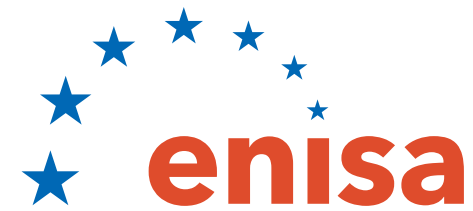
TUESDAY

- General cooperation evaluation - discussion
- Meeting with project managers at ENISA on particular projects.
 - ENISA newsletter, etc.
- ENISA brand building discussion continues
 - Brand manual: What will be the strategy to be used and which steps should we take?
 - ENISA tag line – how to include it in all materials
- Conclusion, planning, next steps



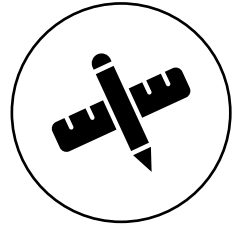
INITIAL SKETCHES OF THE NEW LOGO – SEVERAL DIFFERENT APPROACHES

3
WEEKS



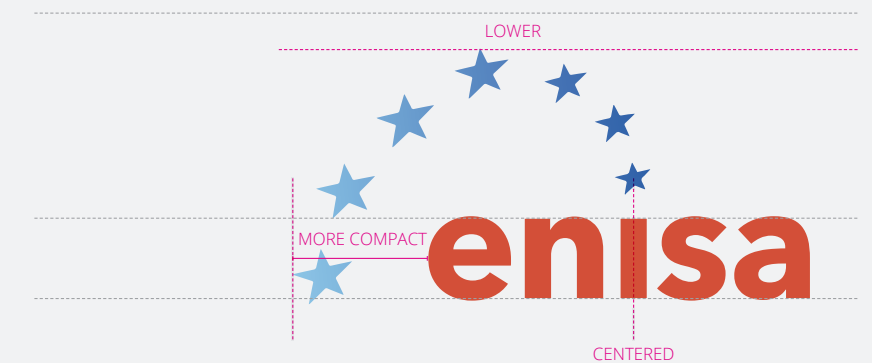
2

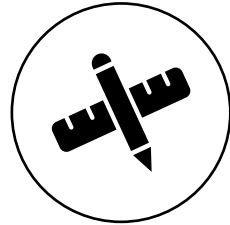
**WE PRESENTED
FOUR DIFFERENT
DESIGN CONCEPTS**



CONCEPT N° 1

REDESIGN OF THE EXISTING LOGO





CONCEPT N° 1

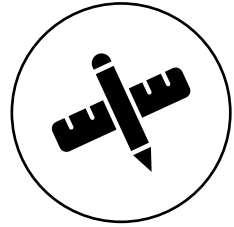
PREVIEW



1
WEEK

→ **LINK TO FULL
PRESENTATION**





CONCEPT N° 2

CYBER LABYRINTH IDEA



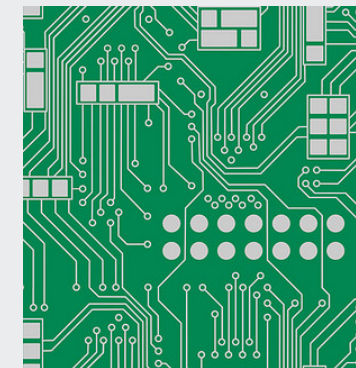
enisa

THE EU CYBER
SECURITY AGENCY



Greek Knossos

+

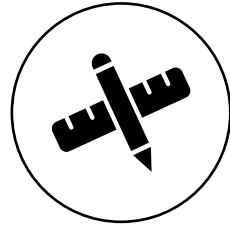


Circuits

+



Fingerprint



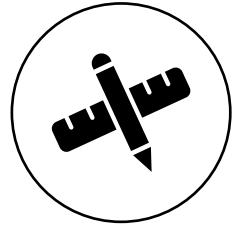
CONCEPT N° 2

PREVIEW



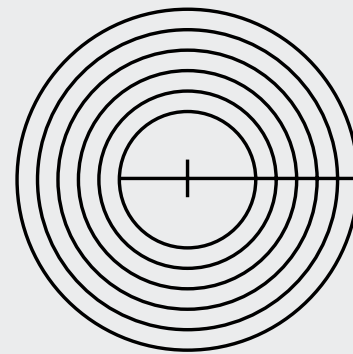
→ **LINK TO FULL
PRESENTATION**





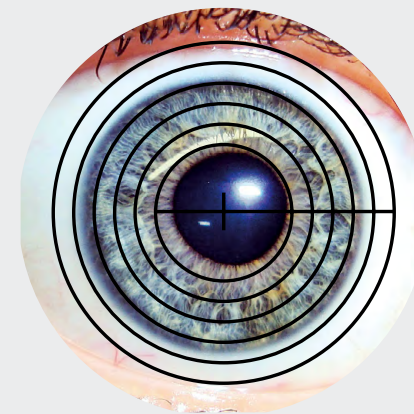
CONCEPT N° 3

MATRIX LETTER E IDEA



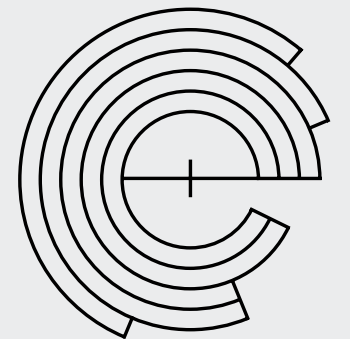
Circular matrix

+

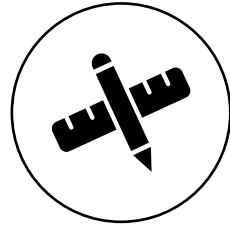


Eye

+



Knossos



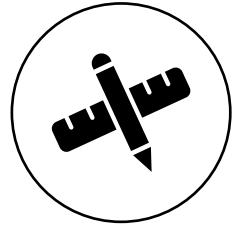
CONCEPT N° 3

PREVIEW



→ **LINK TO FULL
PRESENTATION**



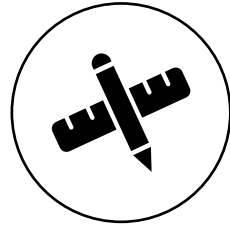


CONCEPT N° 4

LOGO AS A CODE IDEA

(<< enisa * > "] The EU
Cyber Security
Agency



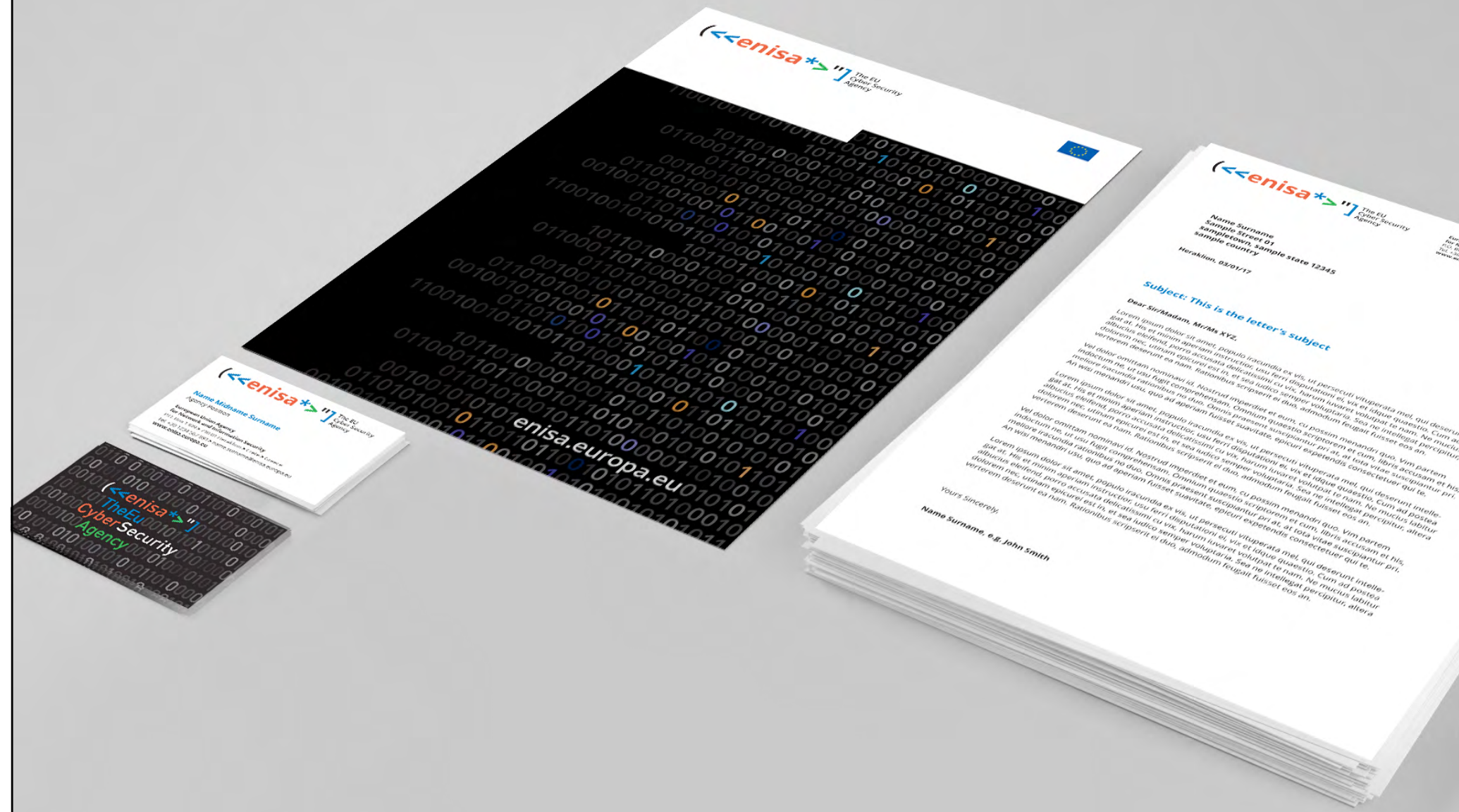


CONCEPT N° 4

PREVIEW



→ **LINK TO FULL
PRESENTATION**



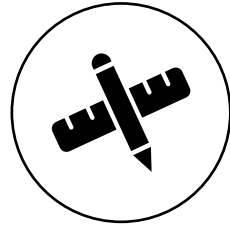
3

ONE DESIGN
CONCEPT SELECTED
FOR FINALIZATION



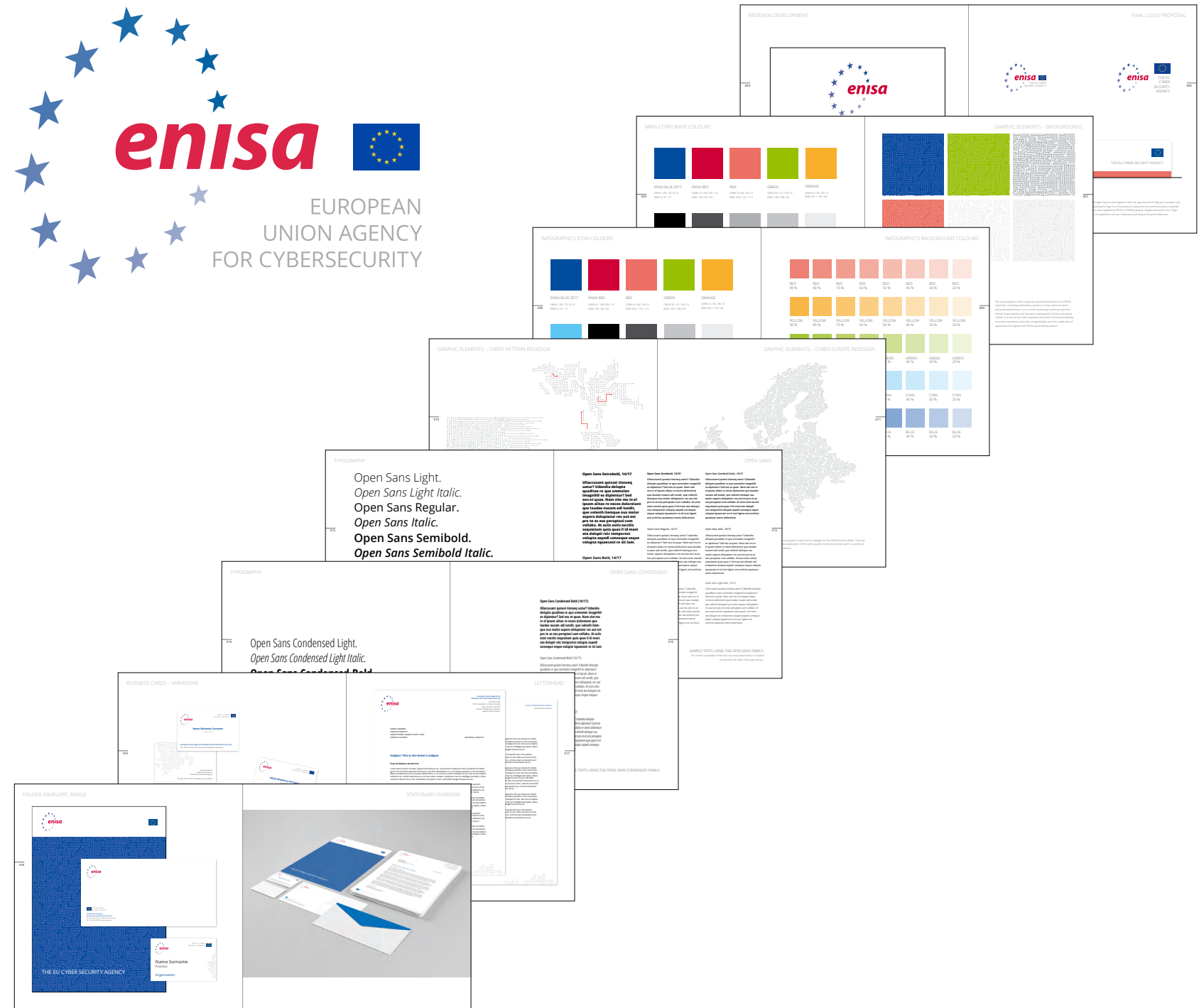
**CLIENT DECIDED
TO KEEP THE
OLD LOGO IN
COMBINATION
WITH THE NEW
VISUAL IDENTITY
CONCEPT N° 2**

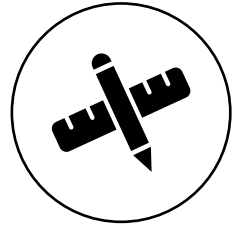




WE FINALIZED ALL THE MAIN ASPECTS AND BUILDING ELEMENTS FOR THE NEW VISUAL IDENTITY SYSTEM

5
WEEKS

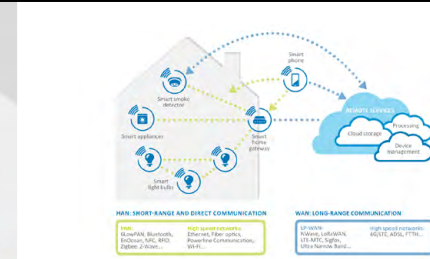




WORK ON THE COMPLETE VISUAL IDENTITY INCLUDING ALL POSSIBLE COMMUNICATION PRODUCTS AND THEIR TEMPLATES

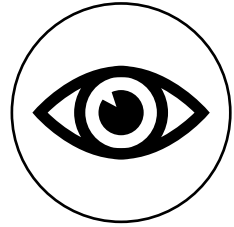
5
MONTHS

→ **LINK**



4

VISUAL IDENTITY MANUAL



**WE SUMMARISED
ALL WORK INTO
EXTENSIVE
MANUAL OF THE
VISUAL IDENTITY**



**LINK TO THE
MANUAL**





THANK YOU AND WE LOOK FORWARD TO YOUR FEEDBACK

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