



Brand Guidelines





Brand Introduction

This brand book defines the visual identity of JA-SAFE. Built on a successful legacy of previous Joint Actions, our brand reinforces our collective mission: to champion EU regulatory compliance and secure a higher standard of public health protection.



EU funding and JA-SAFE disclaimer



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HaDEA). Neither the European Union nor the granting authority can be held responsible for them.



EU visibility guidelines

All recipients of EU funding have a legal obligation to explicitly acknowledge that they have received EU funding. The beneficiaries must follow the obligations set out in the Grant Agreement. Please note you must display both the European flag and funding statement and the disclaimer.



JA

Joint Action



Magnifying glass symbolizes the project's core mission of investigation, monitoring, and enforcement of tobacco regulations across Europe.

SAFE

The acronym:
Smoke- and **A**erosol-**F**ree
Environments



Origin of the Logo

Acknowledging its role as the organic successor, the JA-SAFE logo maintains a visual continuity that reinforces the ongoing, unified commitment to the successful goals and actions of the previous Joint Actions on Tobacco Control (JATC).



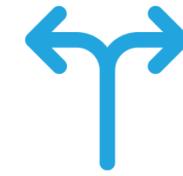
Logo with JA Title



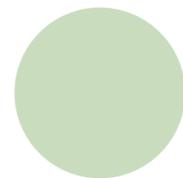
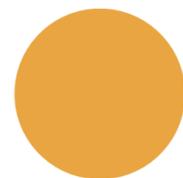
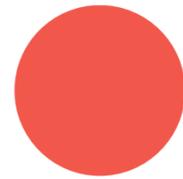
Logo



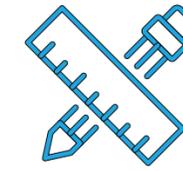
Logo negative



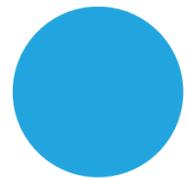
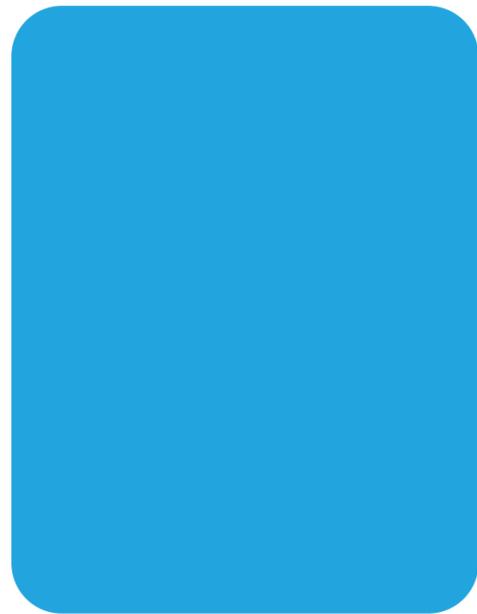
Logo variations



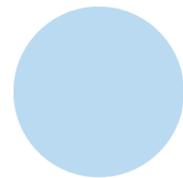
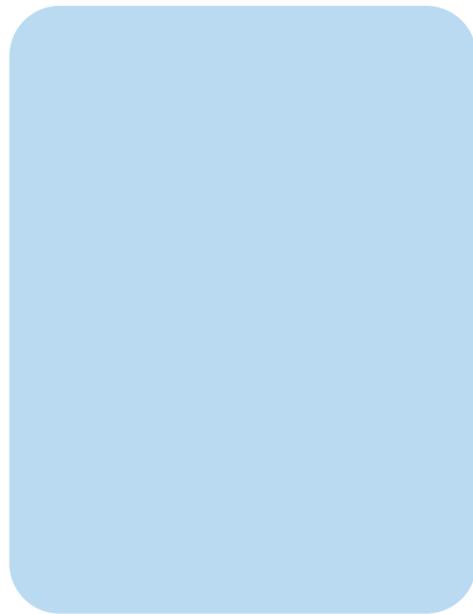
**Visual
elements**



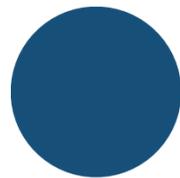
Application of the visual elements



#22a5de



#b9daf4

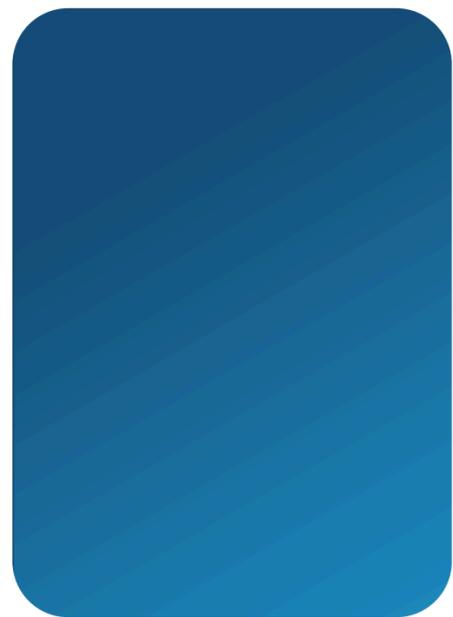


#164F78

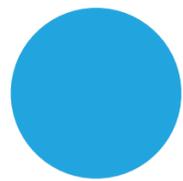


Brand colors

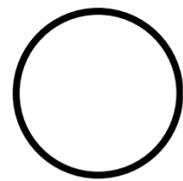
Main colors of JA-SAFE



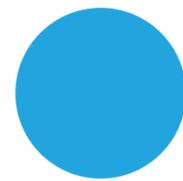
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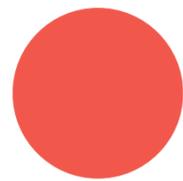
#22a5de



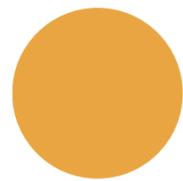
#FFFFFF



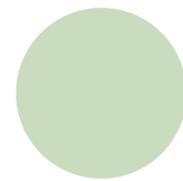
#22a5de



#f1584b



#e9a541



#c9dcbd



Brand colors

Expressive colors of JA-SAFE



Primary Typefaces (Documents)

Aa

ABCDEFGHIJKLMNO
PQRSTUVWXYZ1234
567890#@!~{ }

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ12
34567890#@!~{ }

Aptos	Regular Bold	Arial	Regular Bold
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Headers, Titles, and Key Figures
Used for all headings to establish a clear structural hierarchy and a professional, modern tone in reports and official documents.

Body Text and Captions
Used for the main body of text to guarantee optimal readability and accessibility across all operating systems and print outputs.

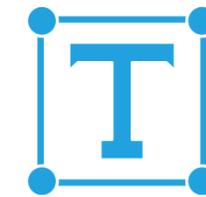
Secondary Typefaces (Digital assets, website headlines)

Aa

ABCDEFGHIJKLMNO
PQRSTUVWXYZ12345
67890#@!~{ }

Lora	Regular Bold
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Used exclusively for digital applications to enhance visual appeal, improve on-screen hierarchy, and project a cohesive, contemporary image for JA-SAFE across digital channels.



Typography



Do's



Use Official Color Palette

Ensure you use the brand's specified colours in all assets.



Typography Consistency

Use the specified fonts and styles in the brand guidelines for all written communications.



Follow Imagery Style

Use photography and illustrations that match the brand's aesthetic.

Don'ts



Modify the Logo

Do not alter, distort, or change the logo colors without permission.



Misuse Design Elements

Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.

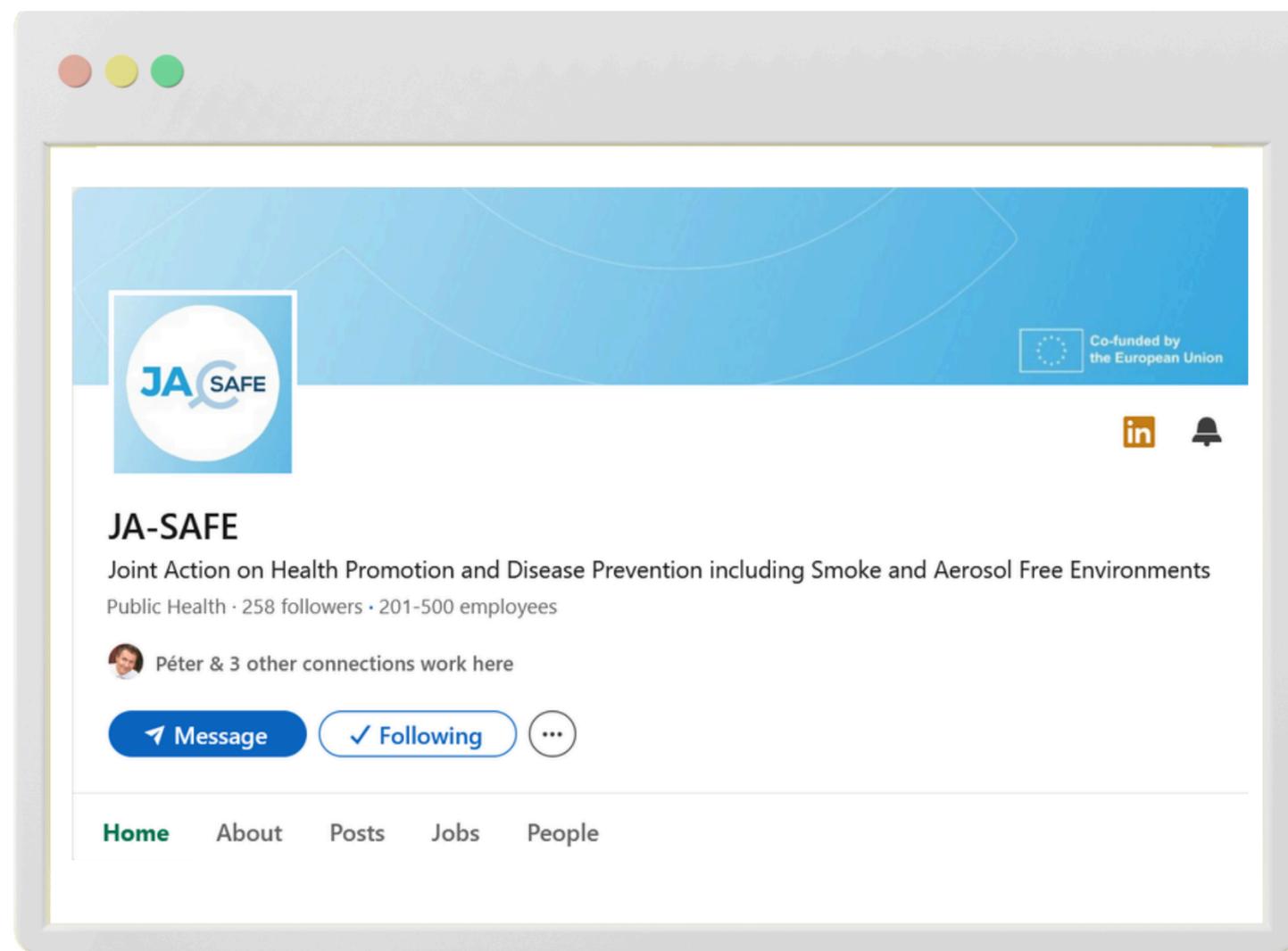


Inappropriate Color Usage

Do not use colours that are not included in the brand's official palette for brand representation.



Do's and Don'ts



Application examples



**Application
examples**



 **Contact**
jasafe@tobcontrol.eu

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