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EFSA

Trusted science for safe food

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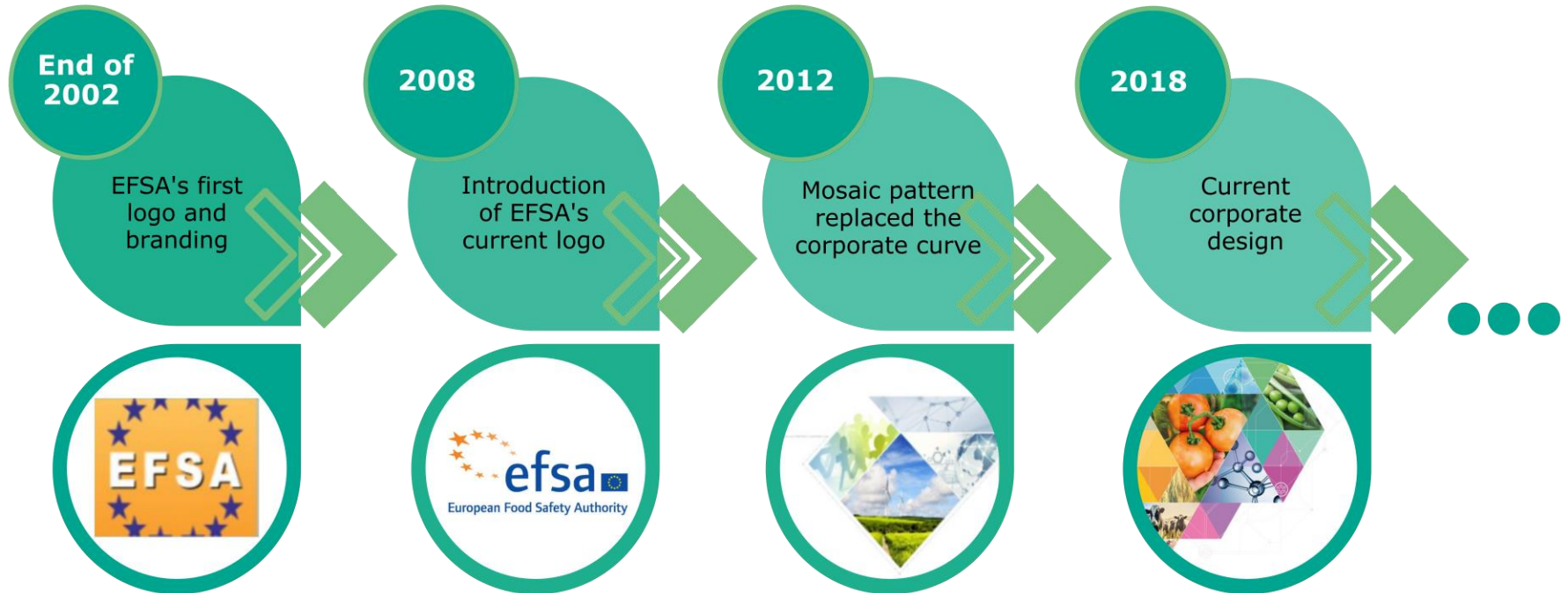
Workshop on EFSA logo redesign

Trusted science for safe food



A brief history

EFSA logo and branding went through several changes and internal reviews since EFSA set up in 2002:



Explaining the EFSA logo

- The ring of stars recalls the European dimension
- It captures the idea of network and cooperation of EFSA with institutional and stakeholders partners

- The EU flag as reference of EFSA belonging to the EU institutions

- The orange and blue colours to keep consistency with the previous EFSA logo



- The lower case style to convey the spirit of EFSA as a young, dynamic and accessible organization

Why do we need a new logo?



New 'Transparency Regulation'



The new EFSA Strategy 2022-27



20th anniversary of EFSA's foundation

The EU flag visualising a strong idea

Against the blue sky of the Western world, the stars represent the people of Europe in a circle, the sign of unity.

Who are we? We are the people of Europe.
What is our key message? We are united.



The new EFSA Logo



Who is EFSA? EFSA is _____.
What are EFSA's key messages? _____.



Break-out groups composition

Group 1



What is EFSA

Group 2



EFSA's key messages

Group 3



EFSA's key messages

***Each group needs to select a reporting speaker**