



***EUROPEAN
YEAR OF
YOUTH***

***VISUAL
GUIDELINES***

February 2022

INTRO

These visual guidelines have been developed to help implement communication assets around the European Year of Youth.

The visual identity includes a logo (available in 28 languages and 7 formats) and a visual concept for the preparation of communication materials.

It aims to create a coherent campaign across the European Union, speaking with one recognisable voice.

SUMMARY

01 ***TYPOGRAPHY***

02 ***COLOURS***

03 ***VISUAL ELEMENTS***

01

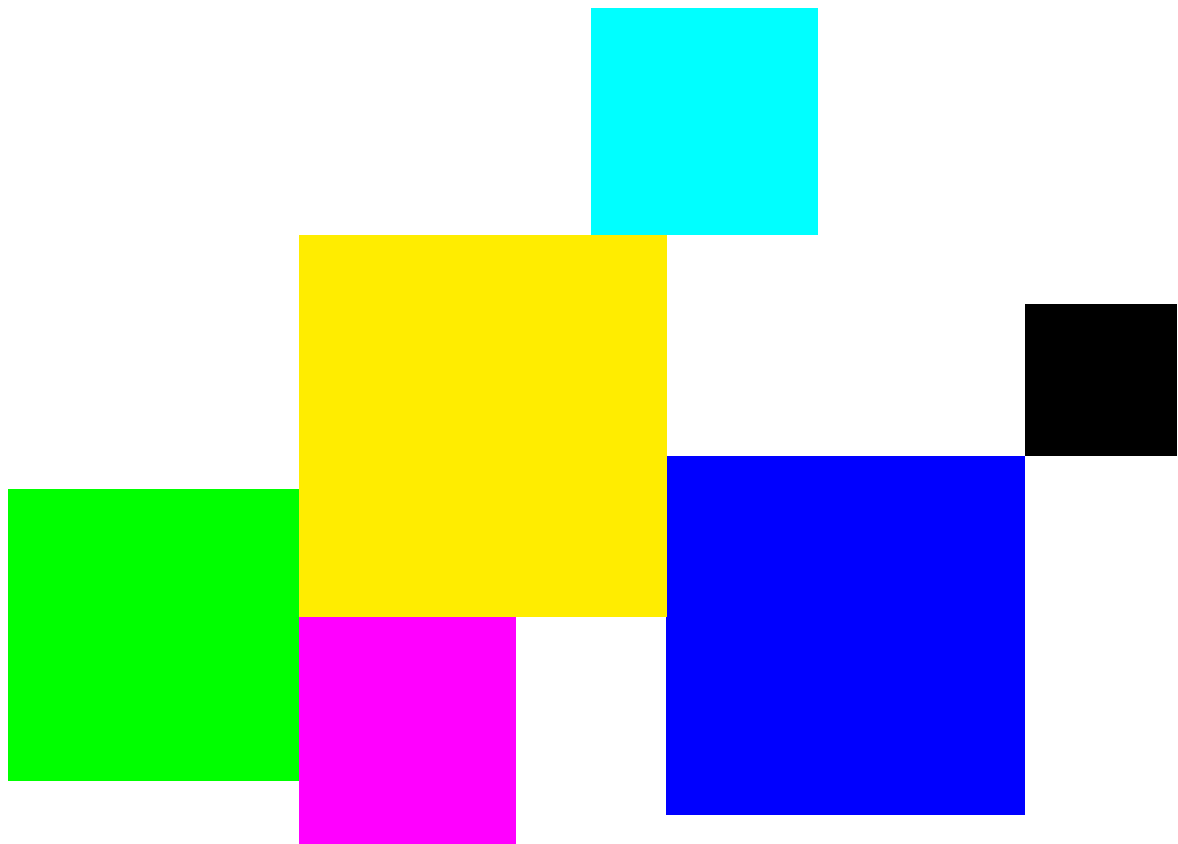
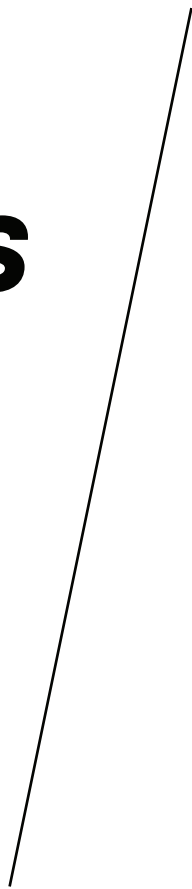
TYPOGRAPHY

A B C D

1 2 3 4 5

02

COLOURS



COLOURS

PRIMARY COLOURS

This is a digital colour scheme. There will be a clear colour difference in print as displayed below.

White

R255 G255 B255
C0 M0 Y0 K0
#ffffff



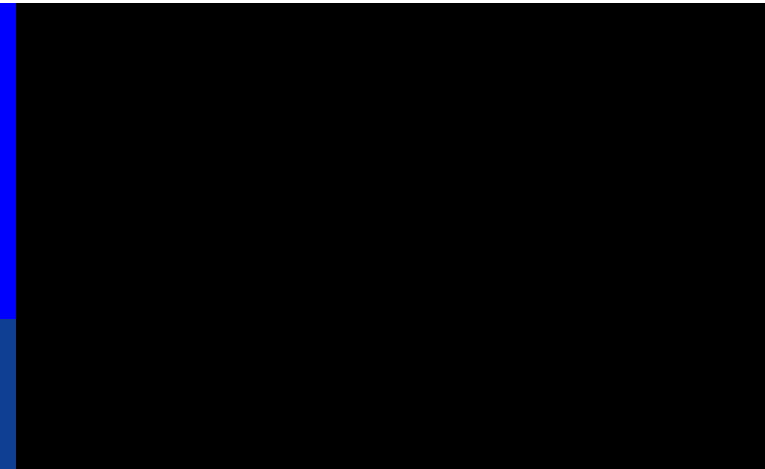
NextGenEU Blue

R0 G0 B255
C95 M75 Y0 K0
#0000ff
PANTONE 2728



Black

R0 G0 B0
C20 M30 Y40 K100
C0 M0 Y0 K100
#000000
PANTONE black



COLOURS

SECONDARY COLOURS

This is a digital colour scheme. There will be a clear colour difference in print as displayed below.

Green

R0 G255 B0
C65 M0 Y100 K0
#00ff00
PANTONE 802 C



Pink

R255 G0 B255
C0 M100 Y0 K0
#ff00ff
PANTONE Rhod. Red C



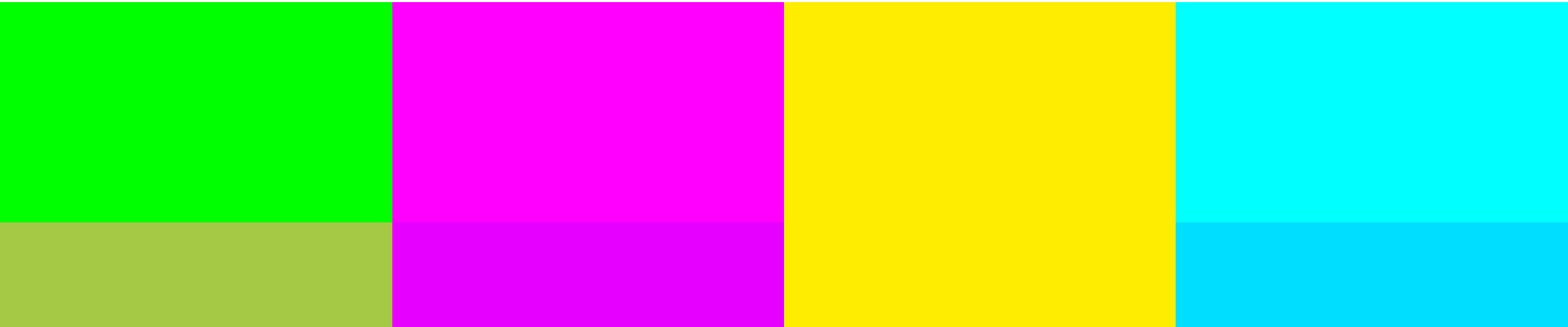
Yellow

R255 G237 B0
C5 M0 Y90 K0
#ffed00
PANTONE Process Yellow C



Blue

R0 G255 B255
C55 M0 Y15 K0
#00ffff
PANTONE 637 C



COLOURS

COLOUR USAGE

The contrast between fore- and background colours must be high enough to ensure readability. Visitors who are colour blind or have difficulty reading, often cannot perceive colours well. A strong colour contrast makes it easier.

You also help other visitors, for example people who print a web page in grayscale or who try to consult a website in the sun.



DO

DO

DO

DO

DO



DON'T

DON'T

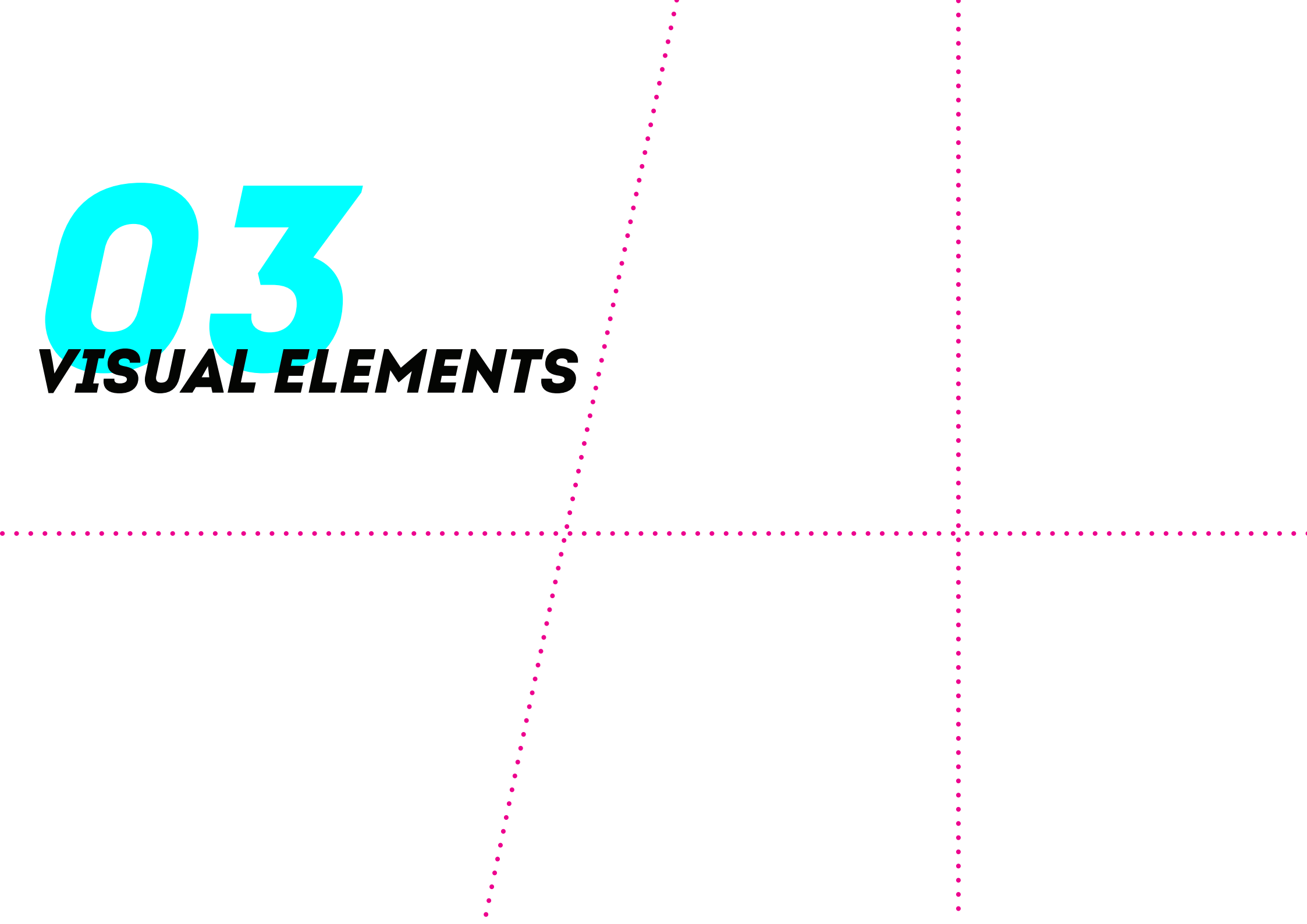
DON'T

DON'T

DON'T

03

VISUAL ELEMENTS



EU EMBLEM SIZE

Portrait format:

The width of the EU emblem is equal to 10% of the width of the document.*

Landscape format:

The width of the EU emblem is equal to 10% of the height of the document.*

When used on a coloured background, put a white border around the rectangle, with the width of this being equal to one twenty-fifth of the height of the rectangle.



THIS IMAGE IS A TEMPORARY PLACEHOLDER AND WILL BE REPLACED BY THE CAMPAIGN KEY VISUAL WHEN AVAILABLE.

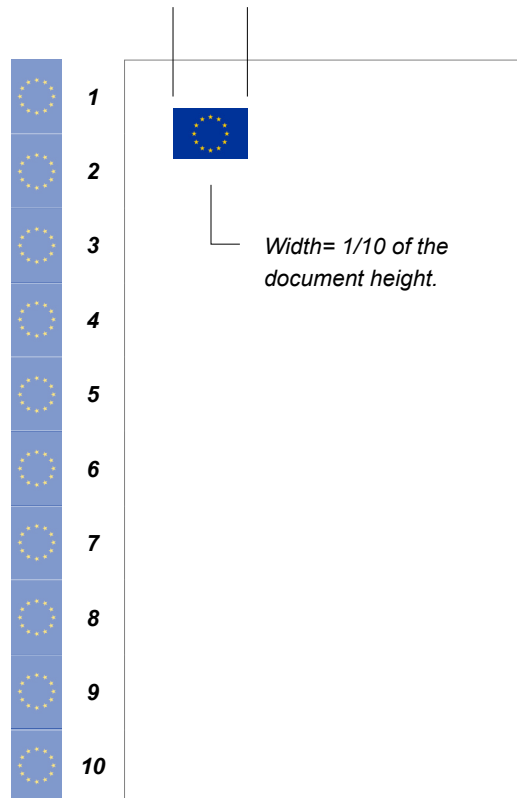


1 2 3 4 5 6 7 8 9 10



Width= 1/10 of the document width.

The minimum size of the EU emblem is 10 mm.



Width= 1/10 of the document height.

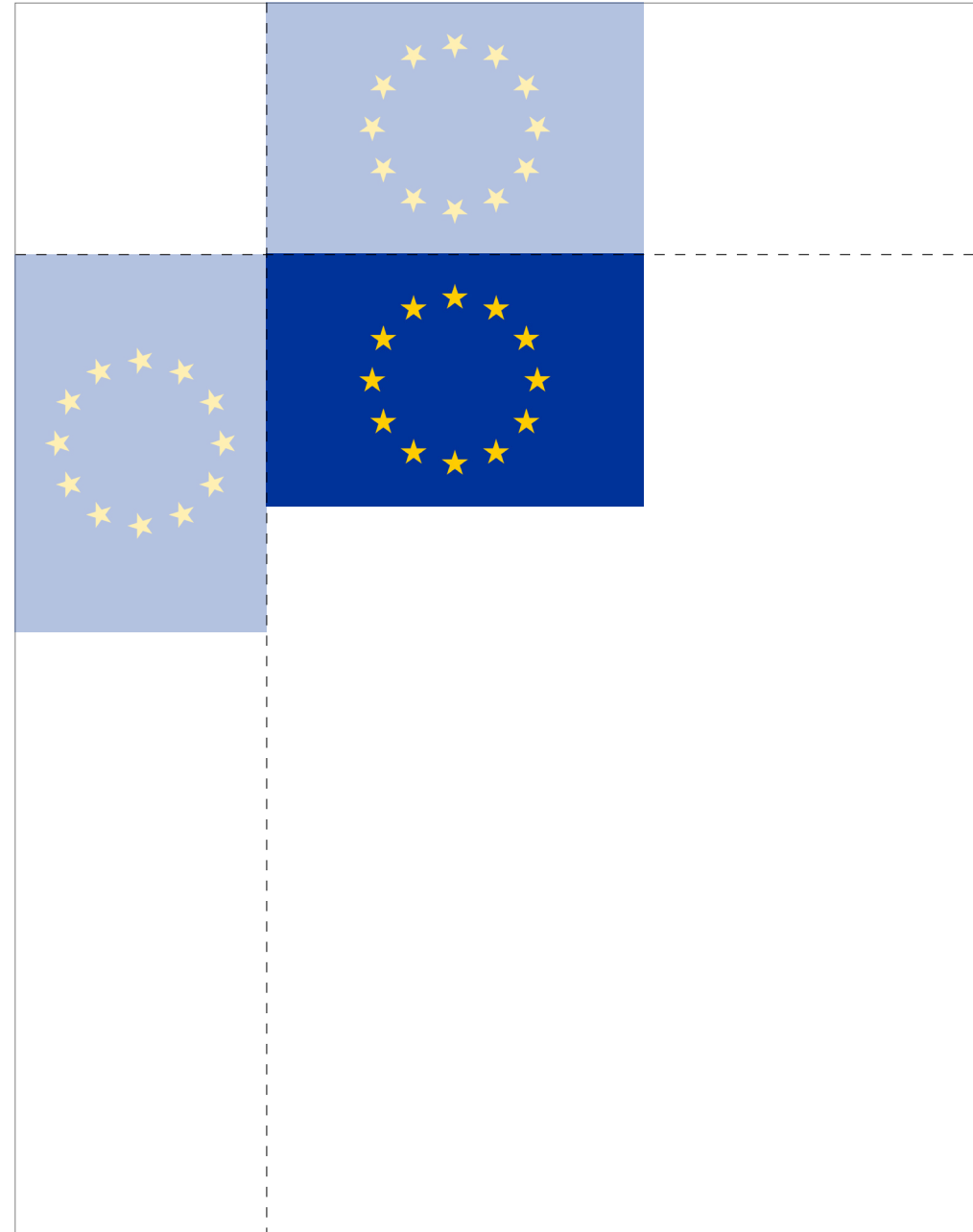
*Exceptions can be made for very narrow formats.

EU EMBLEM MARGINS & POSITION

In order to ensure maximum visibility of the EU emblem, a minimum amount of space around the emblem must be kept free of any text. This space is determined by adding the height of the emblem on each side.

The position of the emblem in print needs to be in the top left corner at all times.

The minimum size of the EU emblem is 10 mm.



EYY LOGO

The logo is available in all EU languages.

Some examples



EL



NO



LV



IT



NL



PL

EYY LOGO SIZE

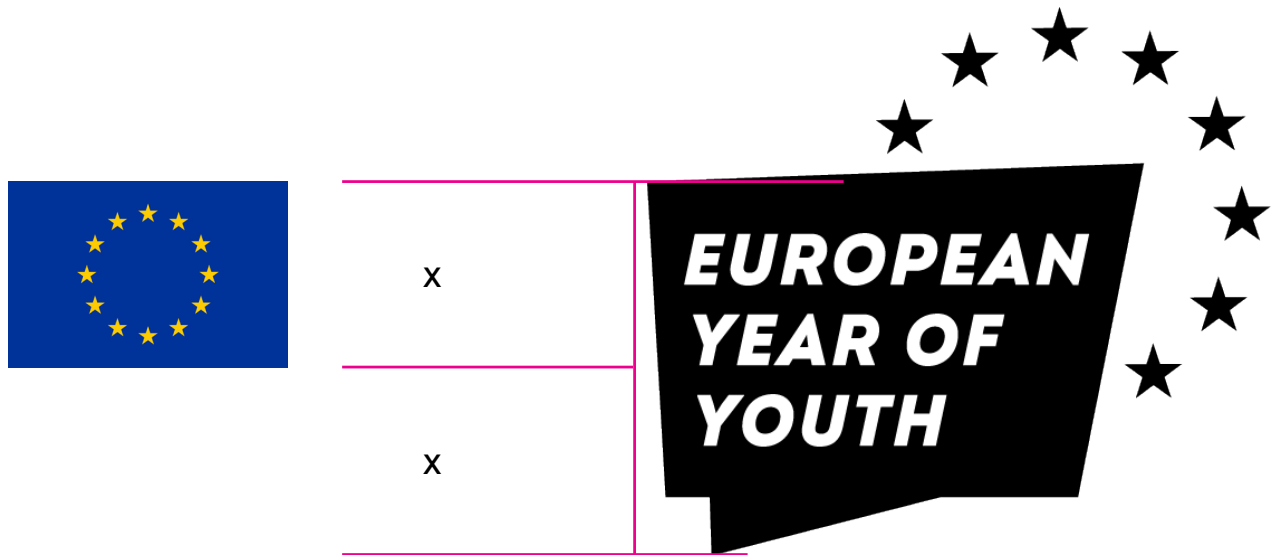
The size of the logo is determined by the EU emblem.

The size of the EU emblem and the logo must always remain in proportion.

Height X is measured from the top left edge of the bubble to the bottom tip of the bubble.

The logo is equal to 200% of the height of the EU Emblem.

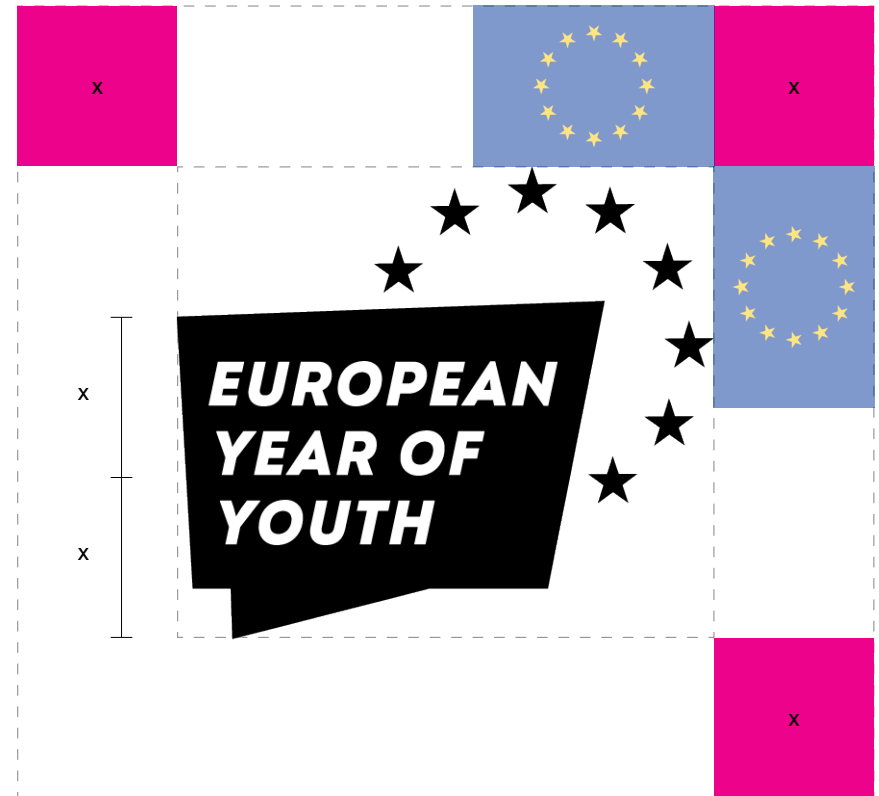
The minimum size of the logo is 20 mm.



EYY LOGO MARGINS

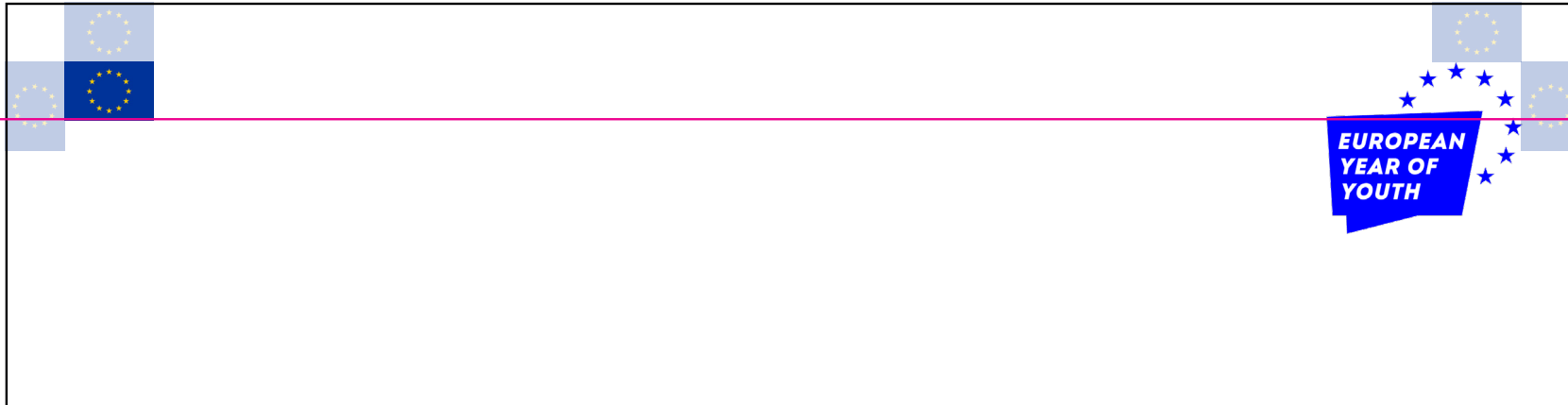
*In order to show the logo to its full advantage,
a minimum amount of space around the logo
must be kept free of any text.*

This space is determined by adding the height of the emblem on each side.



EU EMBLEM AND EYY LOGO ALIGNMENT

The logo is generally positioned with the EU emblem in the lower half of the image. However, exceptions make the rule – so, in some cases, the combination of flag and logo may also be positioned in the upper half.



BUBBLE

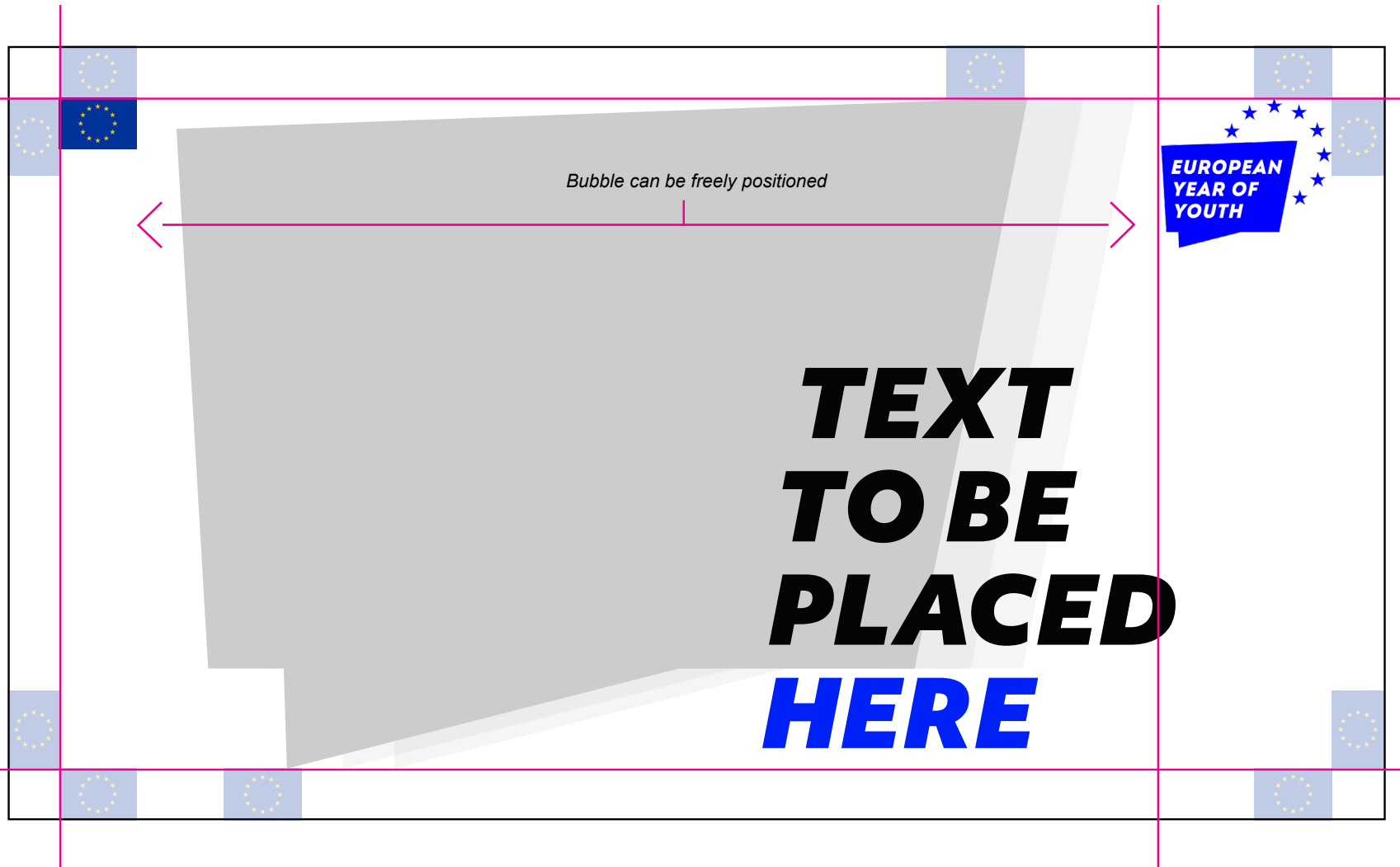
*The visual concept is to replicate the shape of the logo with a bubble-shaped overlay on the photo.
The effect is created by taking a bubble-shaped cutaway of the selected image and placing it on top of the original photo (no transparency/changes in colour needed).*

The bubble may be placed freely within the format.

The bubble must have a distance of one flag to the edge.

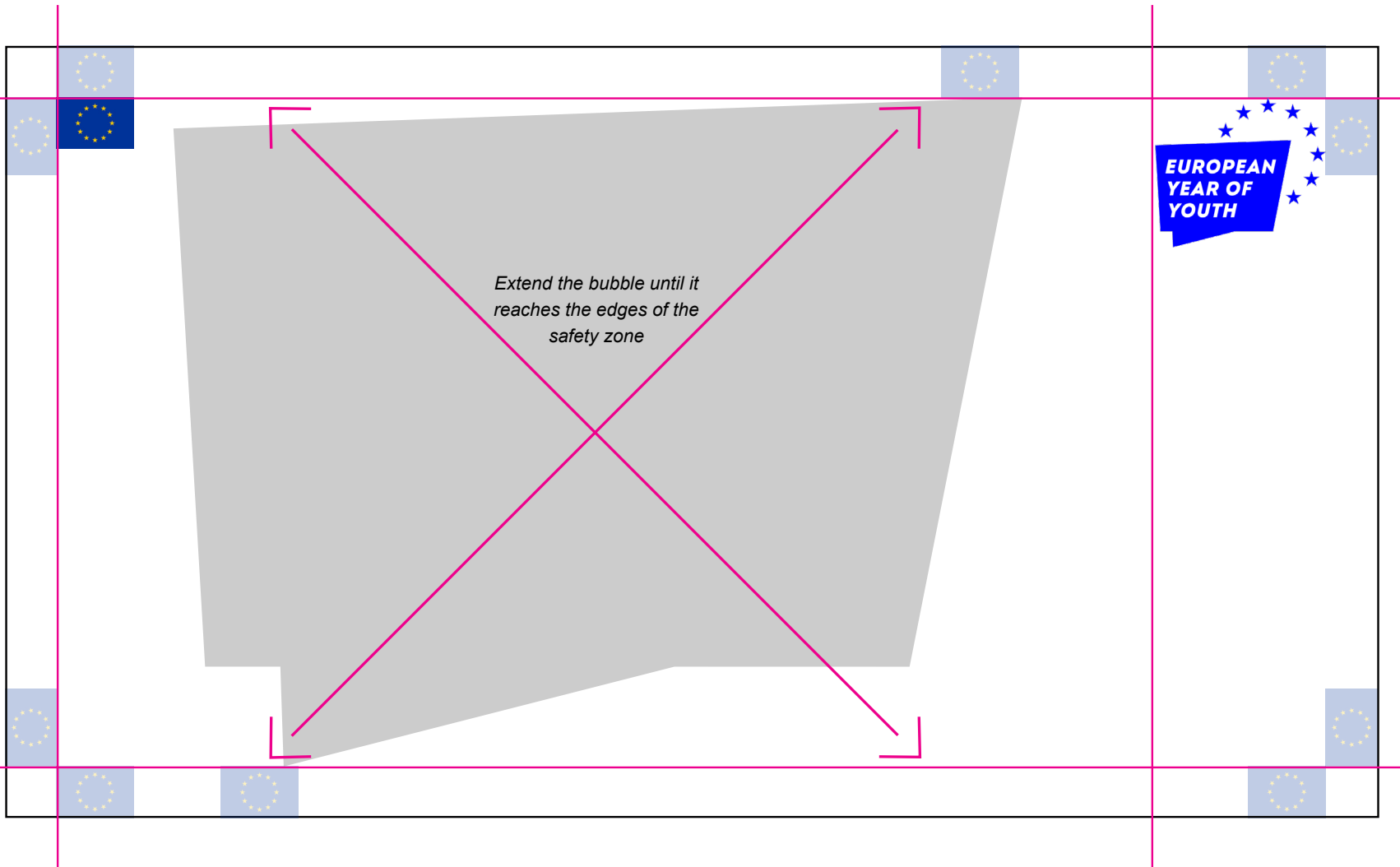
This applies to both length and width, and is the same for both vertical and horizontal formats.

If the formats are too small or too narrow, such as a banner format, the layout can be built without.



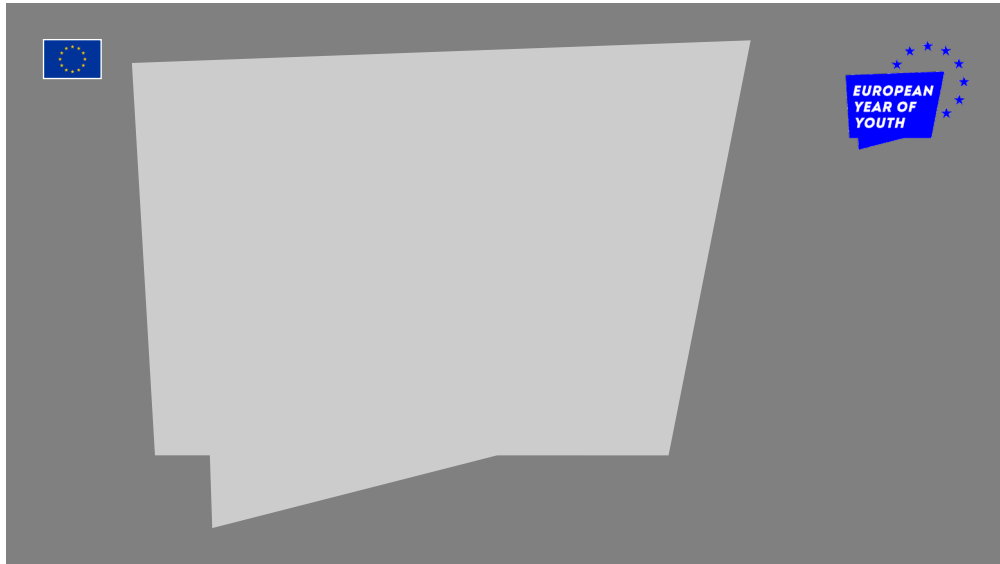
BUBBLE

The bubble should be raised as far as possible to fill the format without exceeding the safety distance.



BUBBLE IMAGE

The bubble contains only one image. Opacity is 100% and no effects.



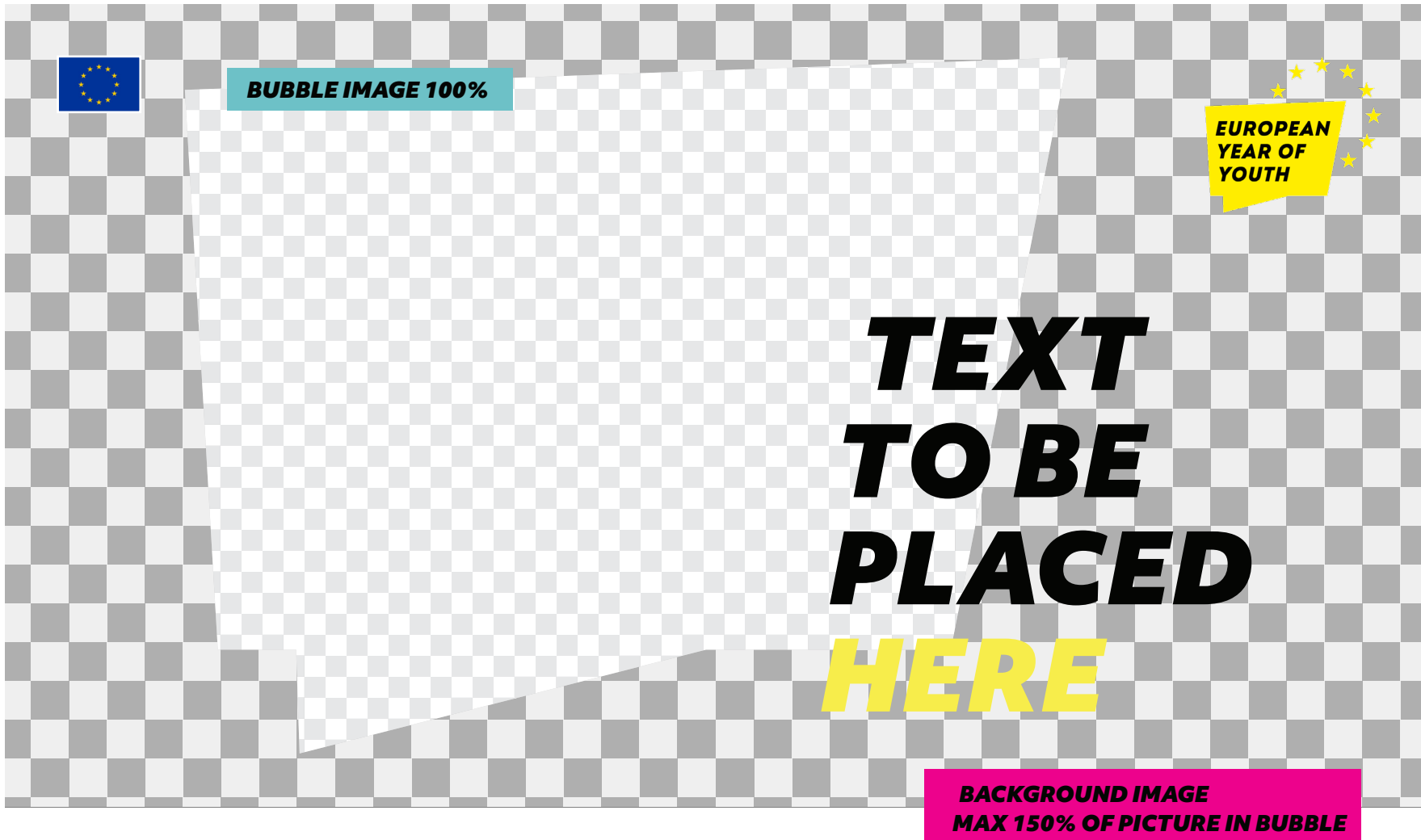
THIS IMAGE IS A TEMPORARY PLACEHOLDER AND WILL BE REPLACED BY THE CAMPAIGN KEY VISUAL WHEN AVAILABLE.

BUBBLE ZOOM FACTOR

It is always necessary to zoom in on the picture in order to achieve the bubble effect and ensure good visibility.

The maximum zoom factor for the background image is 150% of the subject in the bubble.

The minimum zoom factor is 120%.



ZOOM FACTOR EXAMPLE

The maximum zoom factor for the background image is 150% of the subject in the bubble.
The minimum zoom factor is 120%.



THIS IMAGE IS A TEMPORARY PLACEHOLDER AND WILL BE REPLACED BY THE CAMPAIGN KEY VISUAL WHEN AVAILABLE.

BUBBLE DONT'S

Bubble cuts another logo

Bubble in safety zone



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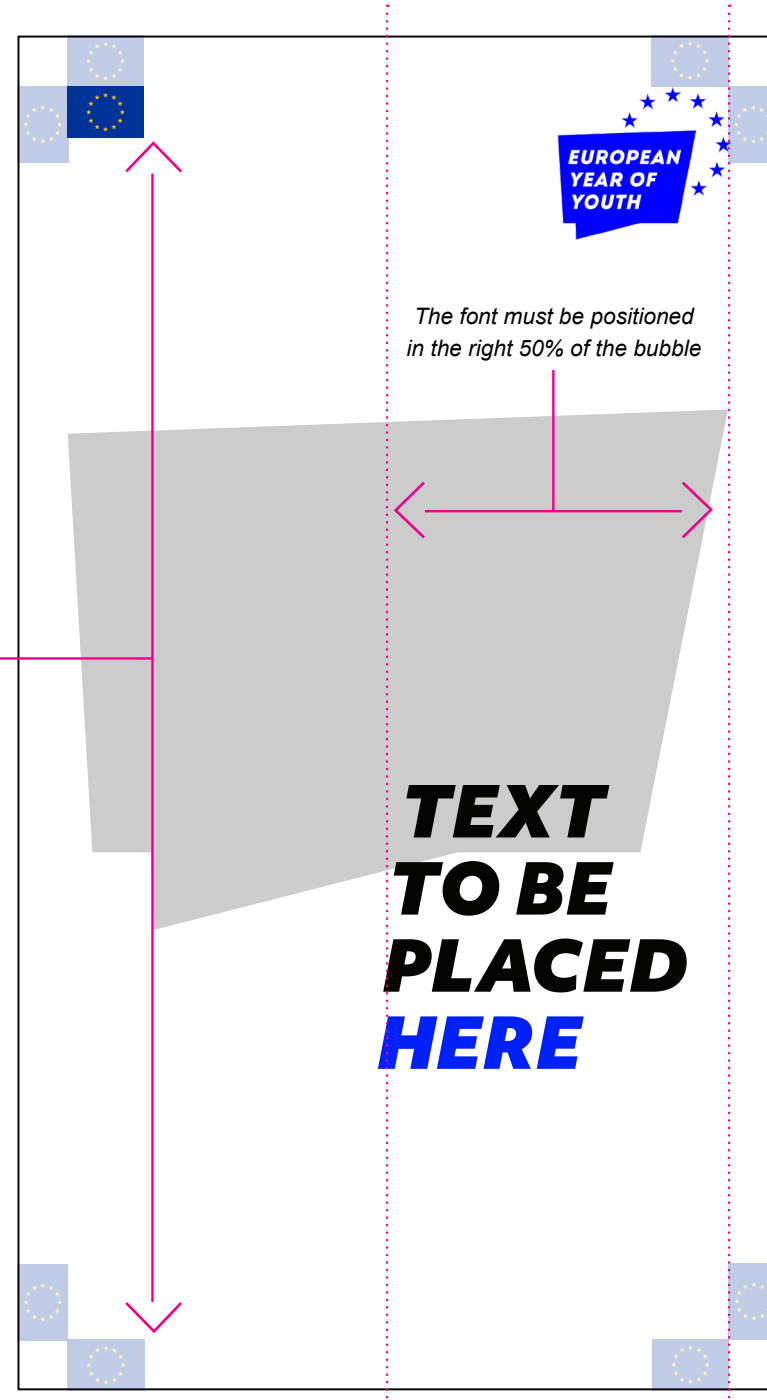
Not enough contrast between the two images

The shape of the bubble cannot be rotated or distorted

BUBBLE POSITION - 9:16 FORMAT

*The bubble can be freely positioned vertically.
The bubble must have a distance of one flag to the edge.
This applies to both length and width.
If the formats are too small, such as a banner format,
the layout can be built without.*

The bubble can be freely positioned vertically



*The font must be positioned
in the right 50% of the bubble*

**TEXT
TO BE
PLACED
HERE**

BUBBLE POSITION - 1:1 FORMAT



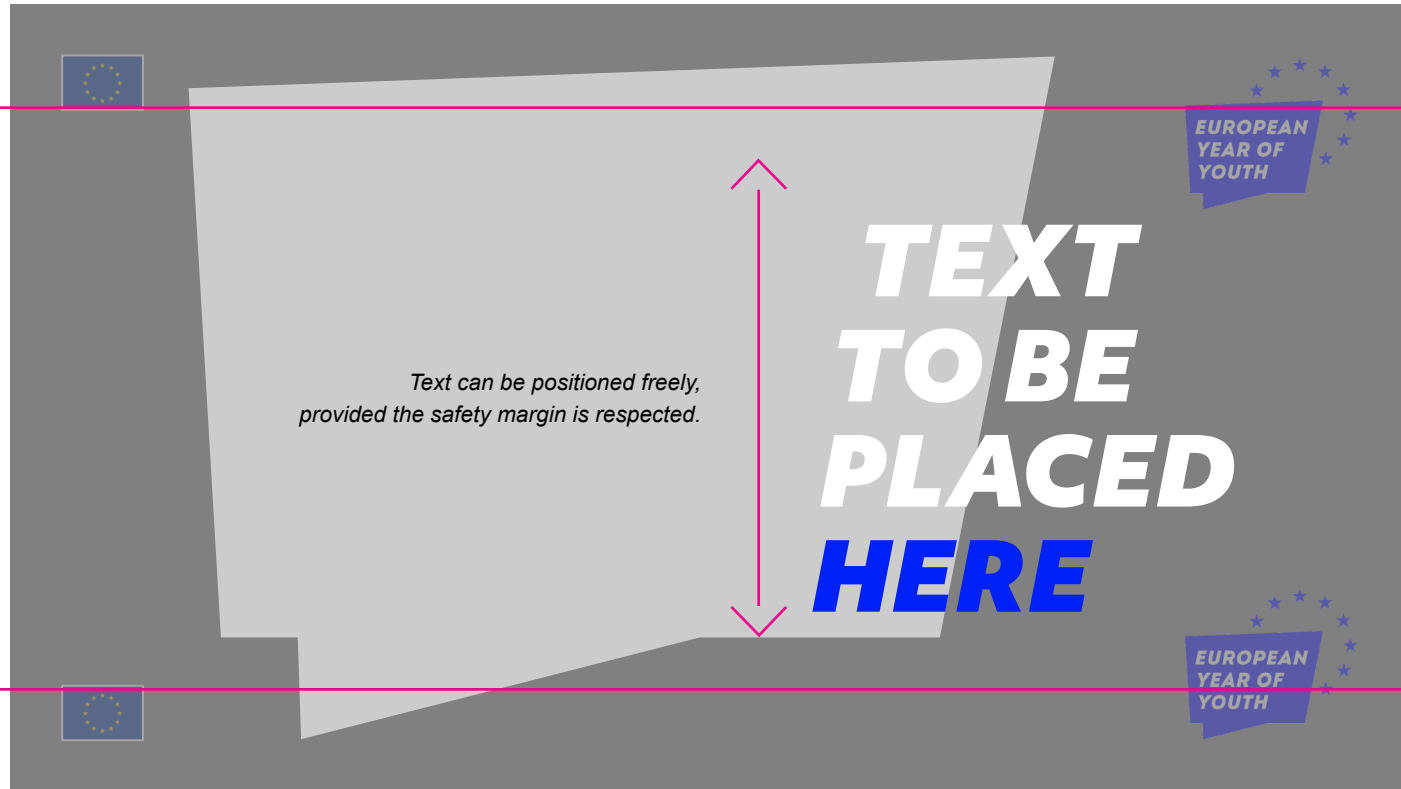
TEXT POSITION

Text may be used as a graphic element.

When used, the text should overlap the bubble and be aligned to the shape of the bubble (which cannot be altered).

The text can be positioned freely, provided the safety margin is respected.

The colour of the most important word of the sentence should be the same as the EYY logo.



TEXT POSITION

*The font must be positioned
in the right 50% of the bubble*



**TEXT
TO BE
PLACED
HERE**

TEXT SIZE

The text size should not be smaller than 1 EU emblem and no larger than 1.5 EU emblem.

The text size should not be smaller than one flag.

The line spacing is 45% of the selected font size.

While capital letters are preferred, in instances where there is a lot of body copy, lower case letters may also be used.



TEXT SIZE

***TEXT
TO BE
PLACED
HERE***



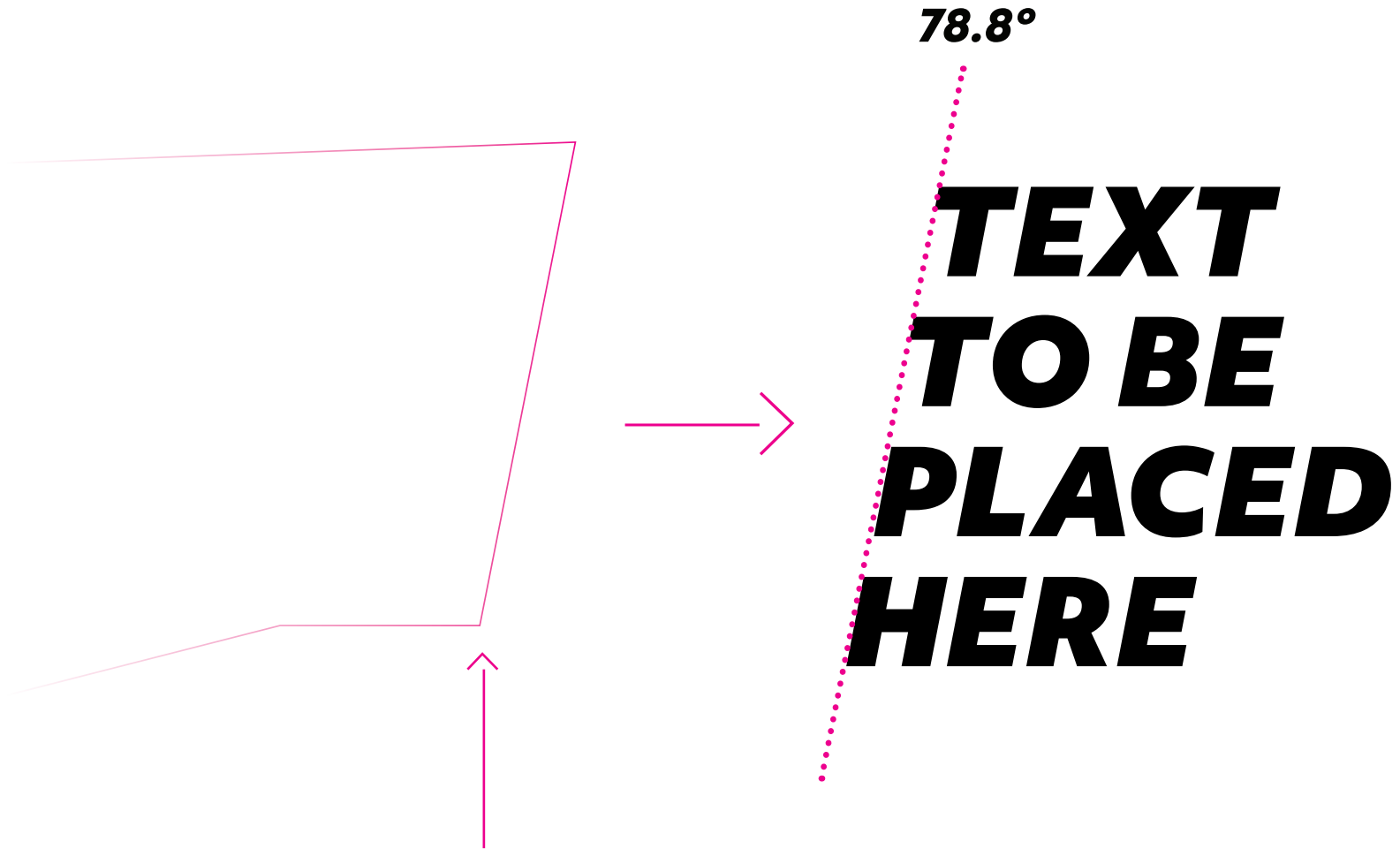
Min. size of the EU emblem, and thus the font, is 10 mm.

***TEXT
TO BE
PLACED
HERE***



Max. text size no larger than 1 1/2 emblems.

BUBBLE AND TEXT ARRANGEMENT



*Use the same gradient as the right edge
of the bubble for the text alignment.*

TEXT POSITION WITHOUT BUBBLE

*Text can be positioned freely
in the layout*



***TEXT
TO BE
PLACED
HERE***



BUBBLE EXCEPTION

If the formats are too small, such as a banner format, the layout can be built up without the bubble.



Example layout without the bubble.