



# Creative Europe 2021-2027



## PUSH BOUNDARIES

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### VISUAL GUIDELINES

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## MANIFESTO

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You challenge boundaries.

Not only physical boundaries,  
but state-of-mind boundaries  
and experience boundaries too.

You go beyond the boundaries  
of the status quo.

You think beyond gender,  
and beyond skin colour too.

You turn uniformity into diversity.

In 'sustainability', you see 'possibility'.

Yes.

You are an eye-opener for your audience

And together we can take it further.  
Much further.

Further than the borders of one country.

Further than one culture.

We can turn the limits of the individual  
into the power of collaboration.

Together we can spark growth,  
accelerate technology,  
create jobs  
and create togetherness.

Together we can reach more eyes,  
and more ears.

Together we connect unexpected dots,  
by using the richness of the entire sector.

Together we can break barriers  
and encourage positive change.

Together we have the power  
to push boundaries beyond the imaginable.

Creative Europe,  
**push boundaries.**

## CONCEPT

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Europe needs the cultural & creative sector, because culture is essential. Meaningful creativity allows us to rethink, reinvent and change the status quo.

The cultural & creative sector needs Europe, because Europe is able to strengthen the power of creativity even more. Creative Europe allows creativity to cross borders and sectors. We create connections for the entire sector. To have a bigger audience, to grow, to innovate, to have an even greater positive impact.

To convey this message, we will use the basic idea of creativity as our vehicle;

*“Creativity is thinking and expanding your ideas beyond the boundaries of what we know”.*

**Push boundaries** is an encouragement for artists and people active in the cultural & audiovisual sector to think outside the box and to challenge the boundaries of the status quo.

## HEADLINE

---

The creative and cultural sector is characterised by its endless facets and expressions, which makes it impossible to summarise the impact with one slogan. That is why we opt for a flexible headline that can be adapted to the target group, message or segment that is highlighted.

The first part of the headline focuses on intersectoral collaboration, after which we emphasise the impact on a particular theme.

When we  
create together,  
we...



## HEADLINE

---

The creative and cultural sector is characterised by its endless facets and expressions, which makes it impossible to summarise the impact with one slogan. That is why we opt for a flexible headline that can be adapted to the target group, message or segment that is highlighted.

The first part of the headline focuses on intersectional collaboration, after which we emphasise the impact on a particular theme.



When we  
create together,  
we create diversity.  
we encourage sustainability.  
we accelerate innovation.  
we embrace positive change.  
we push boundaries.

## TAGLINE

---

'Push boundaries'  
is an encouragement for artists  
and people active in the cultural &  
audiovisual sector to think outside  
the box and to challenge the  
boundaries of the status quo.

This tagline, combined with the  
headline, emphasises Creative  
Europe's focus on the power of  
collaborations and the impact this  
can create on us as a society.

# PUSH BOUNDARIES

## TAGLINE

---

'Push boundaries' is an encouragement for artists and people active in the cultural & audiovisual sector to think outside the box and to challenge the boundaries of the status quo.

This tagline, combined with the headline, emphasises Creative Europe's focus on the power of collaborations and the impact this can create on us as a society.

# PUSH BOUNDARIES



### PHYSICAL BOUNDARIES:

country borders,  
language borders,  
cultural borders,

...

### MENTAL BOUNDARIES:

status quo,  
equality,  
diversity,

...

### SECTORAL BOUNDARIES:

Co-creation,  
innovation,  
acceleration,

...



## TAGLINE

---

### TRANSLATIONS

Find aside a list of the official translations of the tagline.

**BG** • Отвъд границите

**CS** • Překonávat hranice

**DA** • Historier uden grænser

**DE** • Grenzen überwinden

**EL** • Δοκιμάζοντας τα όρια

**ET** • Avardades piire

**ES** • Desafía los límites

**FI** • Rikotaan rajoja

**FR** • Repousser les limites

**GA** • Teorainneacha á bhrú

**HR** • Pomaknimo granice

**HU** • Lépd át a határaidat

**IT** • Oltre i confini

**LT** • Plėsti ribas

**LV** • Robežu paplašināšana

**MT** • Wessa' l-konfini

**NL** • Verleg Grenzen

**PL** • Przekraczaj granice

**PT** • ultrapassar limites

**RO** • Depășește limitele

**SK** • Posúvať hranice

**SL** • Premikamo meje

**SV** • Vidga visionerna

**SR** • Превазиђимо границе

## TYPOGRAPHY

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When the layout follows the **graphic charter of the European Commission**, the use of *EC Square Sans Pro* is mandatory.

In our layouts, the main fonts that are used are the regular version for headlines and the bold version for the tagline 'Push Boundaries'.

However, the whole EC Square Sans Pro font family is available for other typographic needs.



EC Square Sans Pro Light  
*EC Square Sans Pro Light italic*

For headlines .....  
and body copy

EC Square Sans Pro Regular  
*EC Square Sans Pro Italic*

EC Square Sans Pro Medium  
*EC Square Sans Pro Medium Italic*

For the tagline .....

**EC Square Sans Pro Bold**  
***EC Square Sans Pro Bold Italic***

## TYPOGRAPHY

---

In our layouts, the main fonts that are used are the regular version for headlines and the bold version for the tagline 'Push Boundaries'.



EC Square Sans .....  
Pro Regular  
for headlines  
and body copy

When we  
create together,  
we encourage  
innovation.

EC Square Sans .....  
Pro Bold in caps  
for the tagline

**PUSH  
BOUNDARIES**

## TYPOGRAPHY

---

When the layout **doesn't follow the charter of the European Commission**, the use of *Roboto* is mandatory.

In our layouts, the main fonts that are used are the light version for headlines and the black version for the tagline 'Push Boundaries'.

*Roboto* is a google font and can be found at [fonts.google.com](https://fonts.google.com)

For headlines ..... Roboto Light  
*Roboto Light Italic*

For body copy ..... Roboto Regular  
*Roboto Regular Italic*

**Roboto Bold**  
***Roboto Bold Italic***

For the tagline ..... **Roboto Black**  
***Roboto Black Italic***

## TYPOGRAPHY

---

In our layouts, the main fonts that are used are the light version for headlines and the black version for the tagline 'Push Boundaries'.

Roboto Light .....  
for headlines

When we  
create together,  
we encourage  
innovation.

Roboto Black .....  
in caps for the  
tagline

**PUSH  
BOUNDARIES**

## COLOURS

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The **primary colour** is the purple of Creative Europe.

This colour is used for headlines and shapes in the layout and is also the colour that follows the **graphic charter of the European Commission** when communicating about Creative Europe.

PANTONE® 2665 C

CMYK: C 62 M 60 Y 0 K 0

RGB: 101 80 163

WEB: #65 50 A3

## COLOURS

---

The **secondary colours** are used as backgrounds when creating key visuals. These colours are soft pastel tones that provide a nice contrast with the eye-catching, inspiring and poppy visuals.

**PANTONE® 5875 C**

**CMYK:** C 5 M 2 Y 12 K 0  
**RGB:** 246 246 232  
**WEB:** #F5 F5 E7

**PANTONE® 7485 C**

**CMYK:** C 10 M 0 Y 13 K 0  
**RGB:** 236 244 231  
**WEB:** #EC F4 E7

**PANTONE® 545 C**

**CMYK:** C 10 M 0 Y 0 K 0  
**RGB:** 234 246 254  
**WEB:** #EA F6 FE

## COLOURS

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The **tertiary colours** are only used in the signature of EU flags. This for the European Commission chartered and non-chartered versions in layout.

### **PLEASE NOTE:**



For this campaign we use the European Commission logo with the purple stroke at the bottom at the logo. This as a reference to Creative Europe.

The colour reference for the purple primary colour can be found on the previous page.



			
<b>PANTONE:</b> Reflex Blue	<b>PANTONE:</b> Yellow C	<b>CMYK:</b> 0 0 0 30	<b>CMYK:</b> 0 0 0 75
<b>CMYK:</b> 100 80 0 0	<b>CMYK:</b> 0 0 100 0	<b>RGB:</b> 197 198 200	<b>RGB:</b> 100 101 103
<b>RGB:</b> 0 68 148	<b>RGB:</b> 255 237 0	<b>WEB:</b> #C5 C6 C8	<b>WEB:</b> #64 65 67
<b>WEB:</b> #00 44 94	<b>WEB:</b> #FF ED 00		



	
<b>PANTONE:</b> Reflex Blue	<b>PANTONE:</b> Yellow C
<b>CMYK:</b> 100 80 0 0	<b>CMYK:</b> 0 0 100 0
<b>RGB:</b> 0 68 148	<b>RGB:</b> 255 237 0
<b>WEB:</b> #00 44 94	<b>WEB:</b> #FF ED 00



## VISUAL APPROACH

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The creative and cultural sector is characterised by its endless facets and expressions, which makes it impossible to summarise the impact with just one aspect in the visual.

That is why we opt for a diverse and inspiring collage visual that can be adapted to the target group, message or segment that is highlighted.

On the following pages the key principles on how to create a keyvisual will be described.



# VISUAL APPROACH

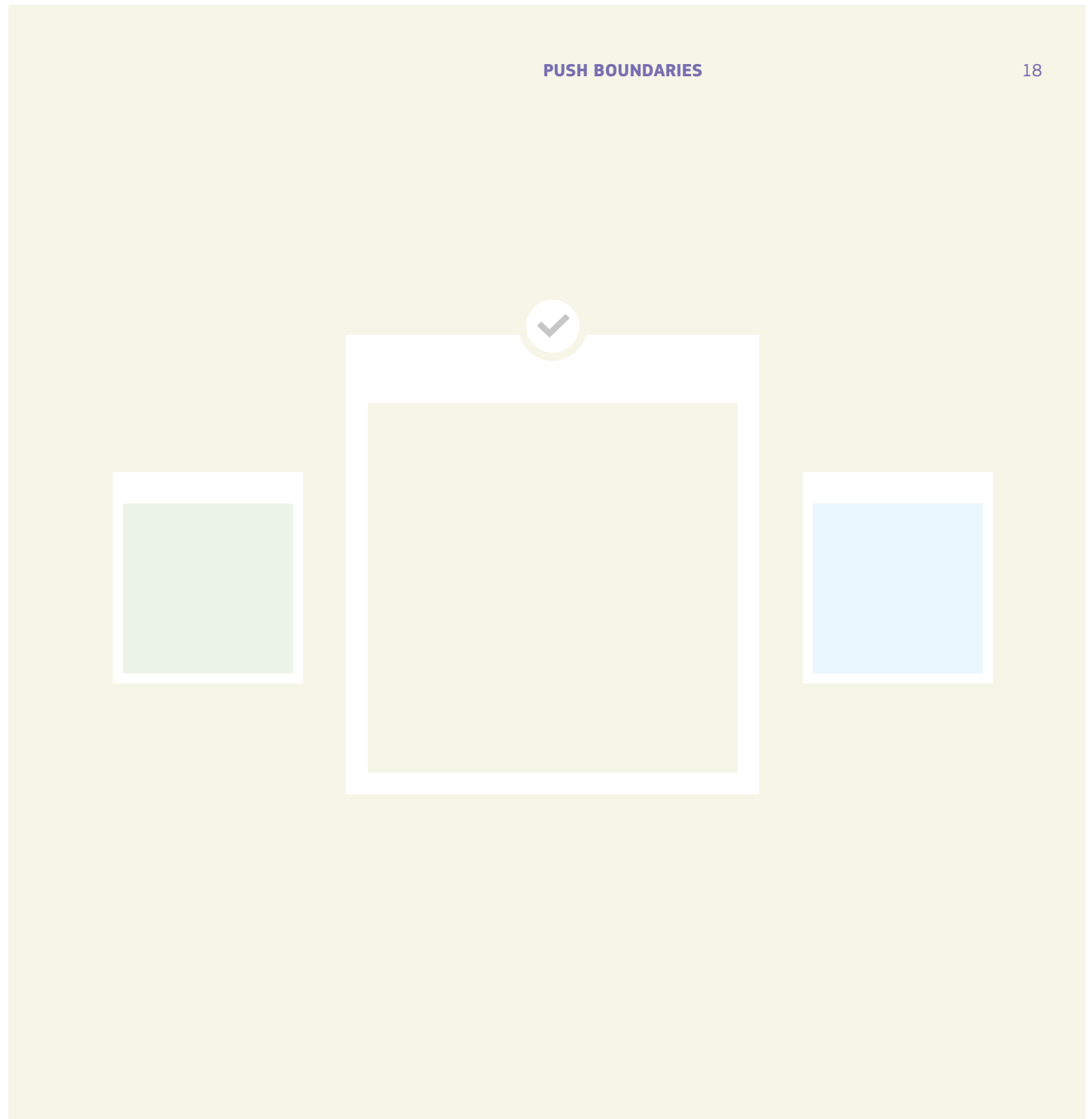
---

## 1. SELECT A BACKGROUND COLOUR

First, select a **soft colour** out of the secondary campaign colours. This colour will function as the background colour for the campaign.

For this visual we choose the soft beige tone.

Note: **Never use white** as a background colour.



## VISUAL APPROACH

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### 2. MAIN CHARACTERS

The starting point when creating a keyvisual are the people meaning artists, creators, cultural professionals and organisations staff.

Preferably 2 or 3 **people** are selected and placed in **black and white**. When selecting the images, consider diversity in gender, age and ethnicity. Try to find the right balance in positioning the models together. With **one of the models, the eyes are not visible** (preferable the middle one) as shown aside. This will function as the key element that will be combined with the art and inspiration of the characters. *(cfr. following pages)*

Models are cropped at an angle of 15°. Nevertheless other position may be possible. In general, the image cuttings should be organic and balanced in order to render a harmonised composition.

In this example, we remove part of the image of the artist/curator using a fluent clipping path.



# VISUAL APPROACH

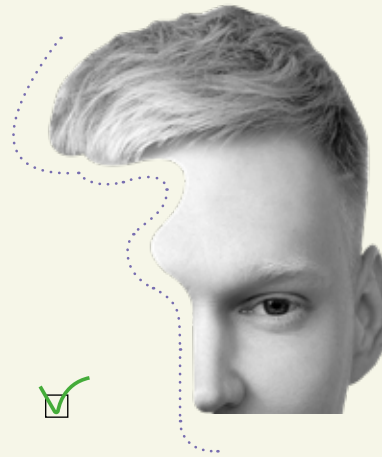
## 5. CREATING THE COLLAGE

To create the collage, please keep in mind to follow the natural curves of the bodies/faces to avoid any sharp angles or lines when cutting.

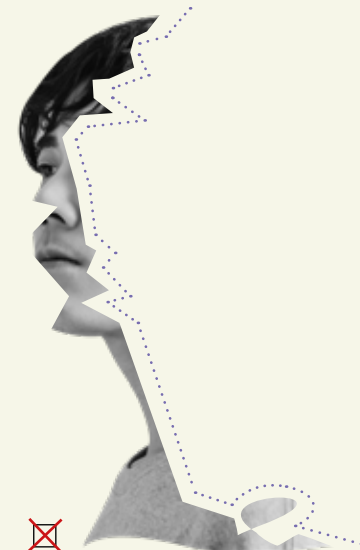
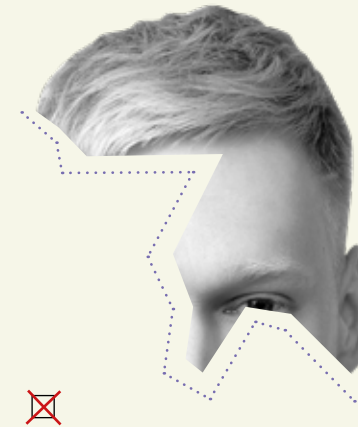
### Important rules on how to create:

- No aggressive cutting of the eyes for example, or lines that make the body seem strange or hurt.
- Make sure to respect political/ethical considerations.
- Always use smooth and soft angles
- In order to create harmonious and gentle transitions between the elements, please use colourful geometrical shapes.

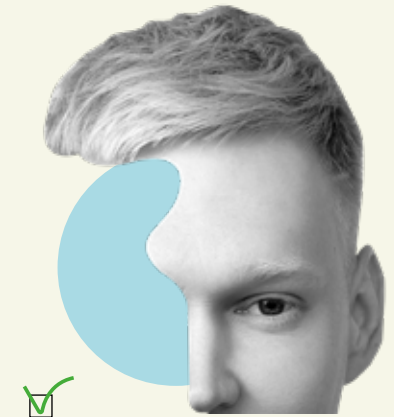
### ACCEPTABLE CUTTING



### NON-ACCEPTABLE CUTTING



### EXAMPLE with GEOMETRICAL SHAPES



## VISUAL APPROACH

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### 3. INSPIRATION THAT PUSHES THE BOUNDARIES

To have a **vibrant and colourful contrast** with the black and white faces, **creative and inspiring elements** are used to simulate what's going on in the creative mind.

These elements symbolise the creative process that pushes boundaries and will be the main visual expression in the keyvisual.





## VISUAL APPROACH

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### 4. RESULT OF THE ACTUAL ART/ INSTALLATION

Additional artwork should be added to portray the **actual creative work** that is created. This can be a performance, a painting, a sculpture, land art, etc.

Keep in mind creating a visually inspiring keyvisual, with a **vibrant but balanced colour palette** that pushes the boundaries of the artists, creators, cultural professionals and organisations staff.

**General remark:** all images should use **clean cut clipping path**, so the image contain clear edges. So **no fading** or paintbrush effects.



# VISUAL APPROACH

## 5. SELECTING THE IMAGES

To create the key visuals, choose between 5 to 7 images to visualise the theme or concept.

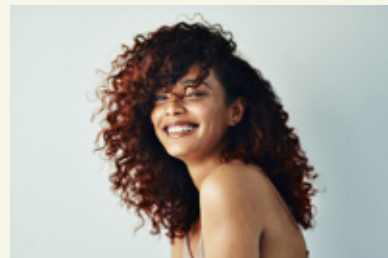
**Important information about the choice of stock images:**

- Character images to be selected from istock.com
- Other images to be selected from any stock image library, provided that they come with full licenses and can be shared with third parties.

Kindly, note that we are not allowed to use editorial pictures.

EXAMPLE OF IMAGES USED IN THIS VISUAL BASED ON KEY WORD *SUSTAINABILITY*

From istock.com



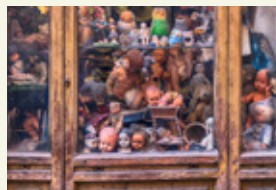
Main character (artist)



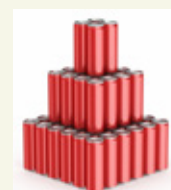
Another character (curator)



Other image banks



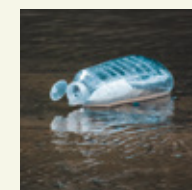
Creative process



Sculptur, Art object



Texture



Material, texture

# CHARTER

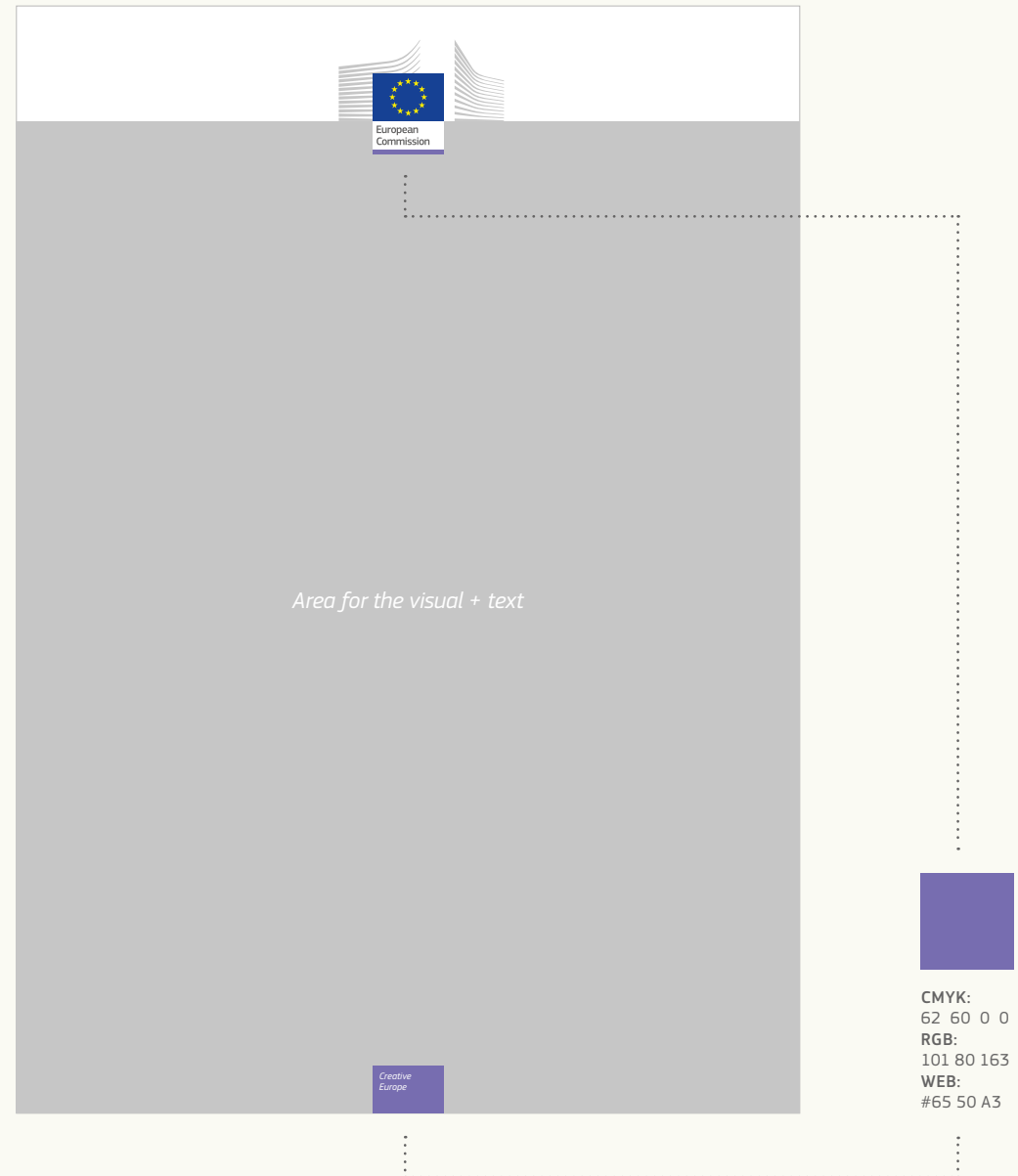
## EUROPEAN COMMISSION LAYOUT

### A4 FORMAT GRID

If the communication comes from the European Commission, the layout has to respect the European Commission's charter.

For technical specifications and measurements:

[https://ec.europa.eu/info/sites/info/files/graphic\\_charter\\_nov\\_2017.pdf](https://ec.europa.eu/info/sites/info/files/graphic_charter_nov_2017.pdf)





# CHARTER

## EUROPEAN COMMISSION LAYOUT

### HEADLINE & TAGLINE POSITIONING

The headline and tagline are positioned in function of the purple Creative Europe signature block at the edge of the page.

The headline is right-aligned, the tagline left-aligned. Both towards each other.

Measurements can found aside and how to position them accordingly.

HIGHLIGHT ON THE BOTTOM OF THE LAYOUT



# CHARTER

## EUROPEAN COMMISSION LAYOUT

### VISUAL + HEADLINE

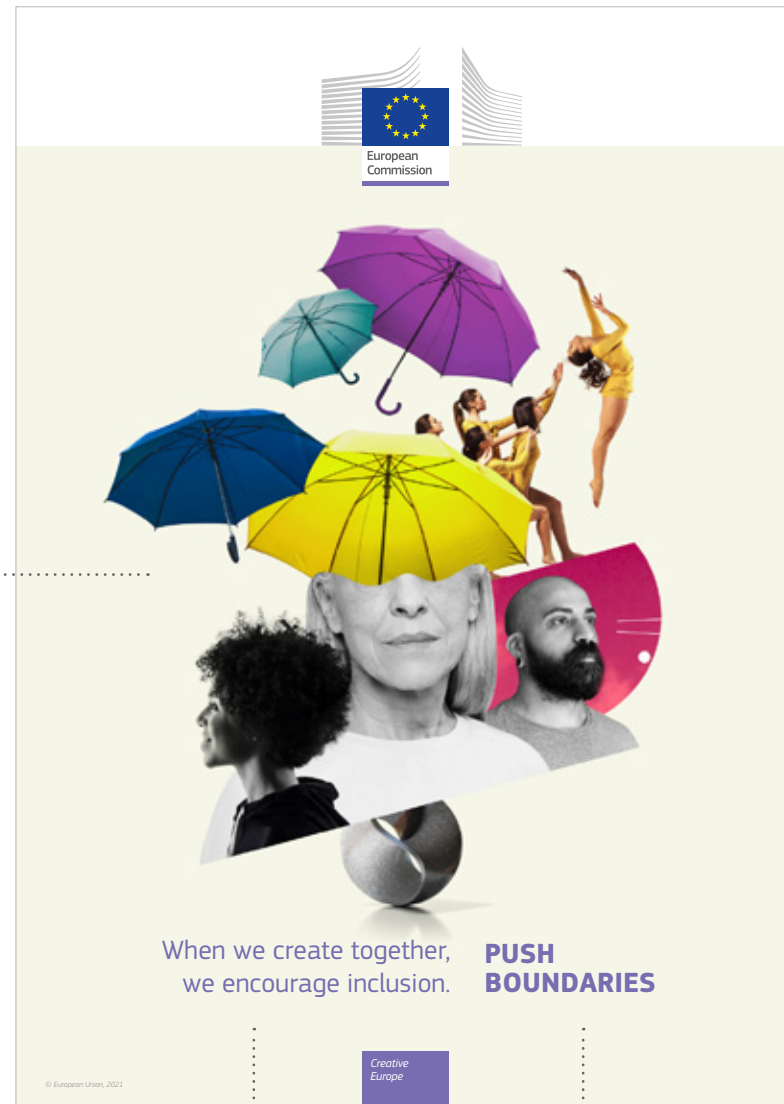
The inspiring visual is placed centred on your page on a light background, as described in the colour chapter.

Always search for the perfect size of your visual according to the size of your page.

Underneath the visual we sign off with the headline and tagline. For alignment with the logo, please see previous pages.

1

An inspiring and creative visual referring to the theme or subject.



2

Headline at the bottom.

3

Our tagline to sign off the visual.

# CHARTER

## EUROPEAN COMMISSION LAYOUT

### VISUAL + HEADLINE + BODY COPY

In some cases an additional body copy is needed to explain the visual and concept more in detail.

The body copy is then placed left aligned above the tagline.

1

An inspiring and creative visual referring to the theme or subject.



4

The body copy is left aligned on the tagline.

2

Headline at the bottom.

3

Our tagline to sign off the visual.

# NOT CHARTER

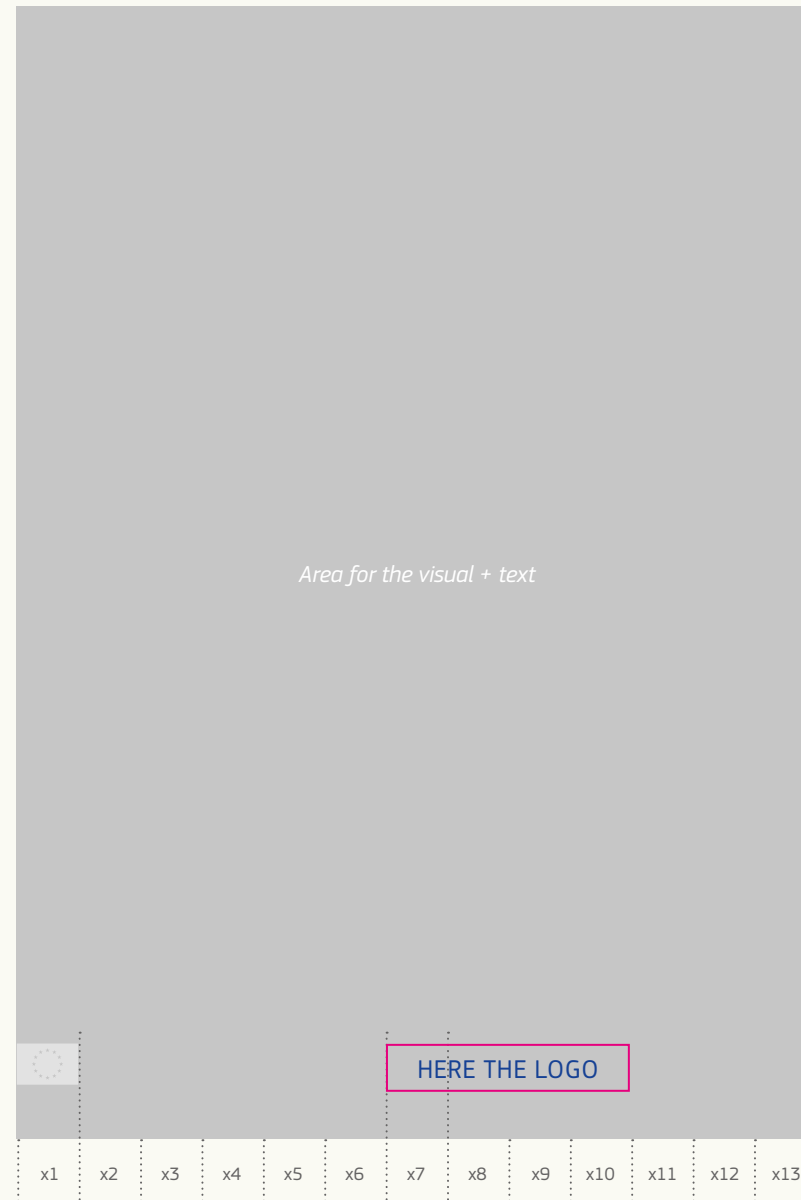
## THIRD PARTIES LAYOUT

### A4 FORMAT GRID

For the programme promotion by third parties we sign off with the Creative Europe flag logo at the bottom of the page.

To define the size of the flag of the logo, divide the width of smallest side of the page by 13.

The flag of the logo is positioned at the 7th division/block in the grid.



# NOT CHARTER

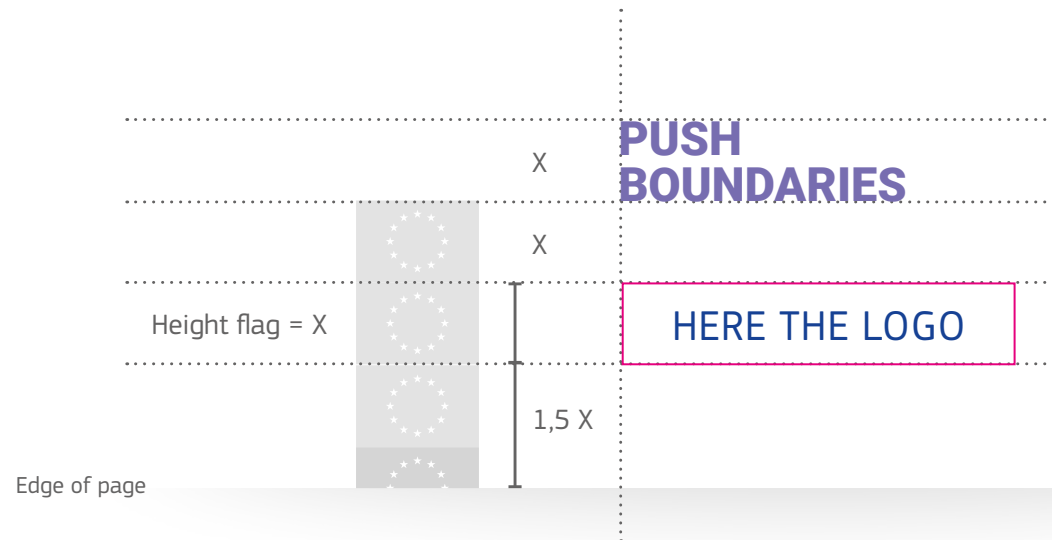
## THIRD PARTIES LAYOUT

### LOGO & TAGLINE POSITIONING

The logo and tagline are positioned in the middle at the bottom of the page. Both are left-aligned.

Measurements can be found aside and how to position them accordingly.

HIGHLIGHT ON THE BOTTOM OF THE LAYOUT - USE OF THE EU EMBLEM



# NOT CHARTER

## THIRD PARTIES LAYOUT

### POSITIONING OF ADDITIONAL ELEMENTS

For the layout of the non-charter version we define a white space area at the bottom of the page.

In this area the campaign hashtag, partner logo's and logo's of Creative Desks can be placed.

If appropriate, the body copy is aligned on the campaign hashtag.

Measurements can found aside and how to position them accordingly.



© European Union, 2021

**PUSH  
BOUNDARIES**

**Creative Europe  
2021-2027**  
aut facc ullaccum re  
nonsed ut ute enimeme  
prepro uco uciene  
iv prepro uciene vel  
idesiente v prepro uciene  
Bitasperae

HERE THE LOGO

#spaceforhashtag

Height flag = X

2 X

Logo area for  
Creative Desks & partners

Left alignment of body copy  
Right alignment of hashtag

# NOT CHARTER

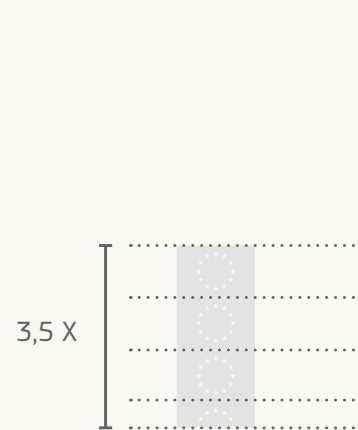
## THIRD PARTIES LAYOUT

### HEADLINE POSITIONING

For the layout of the non-charter version we define a white space area at the top of the page.

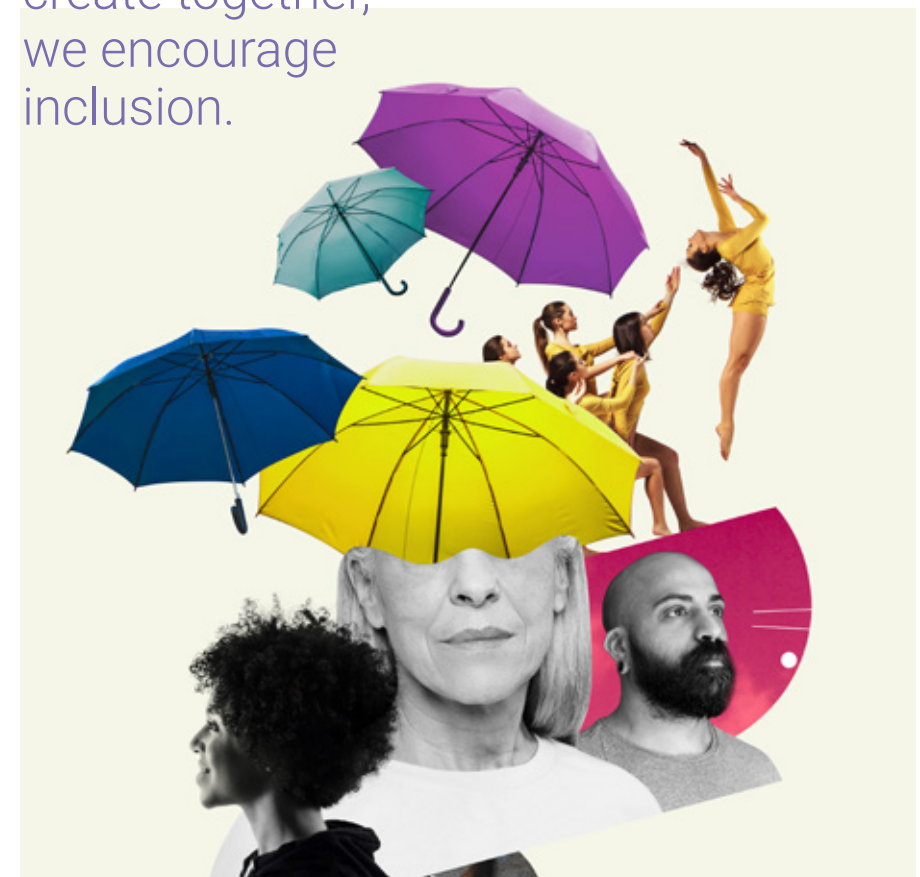
The second line of the headline is positioned on top of the visual.

Measurements can be found aside and how to position them accordingly.



Height flag = X

When we create together, we encourage inclusion.



Edge of page

## APPLICATIONS

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### ADS WITH BODY COPY

THIRD PARTIES  
LAYOUT VERSION

Example of advertising in A4  
format for the theme *'Inclusion'*.

When we  
create together,  
we encourage  
inclusion.



The advertisement features a central composition of colorful umbrellas (purple, teal, blue, yellow, and pink) and a group of people in yellow outfits performing a dance or acrobatic routine. Below this, three diverse faces (a woman with curly hair, an older woman, and a man with a beard) are shown in profile. A globe is positioned at the bottom center. The text 'Creative Europe 2021-2027' and 'The EU programme supporting cultural and creative sectors. ec.europa.eu/creative-europe' is located in the bottom right corner. The slogan 'PUSH BOUNDARIES' is prominently displayed in the bottom left of the ad area.

**Creative Europe  
2021-2027**  
The EU programme  
supporting cultural  
and creative sectors.  
[ec.europa.eu/creative-europe](http://ec.europa.eu/creative-europe)

**PUSH  
BOUNDARIES**

© European Union, 2021

HERE THE LOGO

#CreativeEurope



When we  
create together,  
we encourage  
inclusion.

HERE THE LOGO



When we  
create together,  
we encourage  
inclusion.

HERE THE LOGO



#CreativeEurope

#CreativeEurope

# APPLICATIONS

## ADS WITH THE TITLE CREATIVE EUROPE

THIRD PARTIES  
LAYOUT VERSION

Depending on the content,  
the number of ways of  
highlighting the title are  
almost infinite.



1

As a classic way of displaying a title...

2

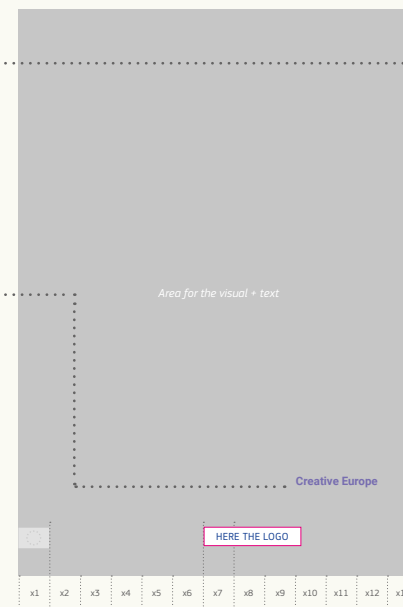
...or depending on the subject,  
the title could be made more  
prominent within the composition...

3

...or featured inside the collage...

4

...or as a (more discrete) sub-title.



## APPLICATIONS

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### ADS WITH BODY COPY

EUROPEAN COMMISSION  
CHARTER VERSION

Example of advertising in A4  
format for the theme 'Inclusion'.

No right to modify the collage  
(due to image licences)



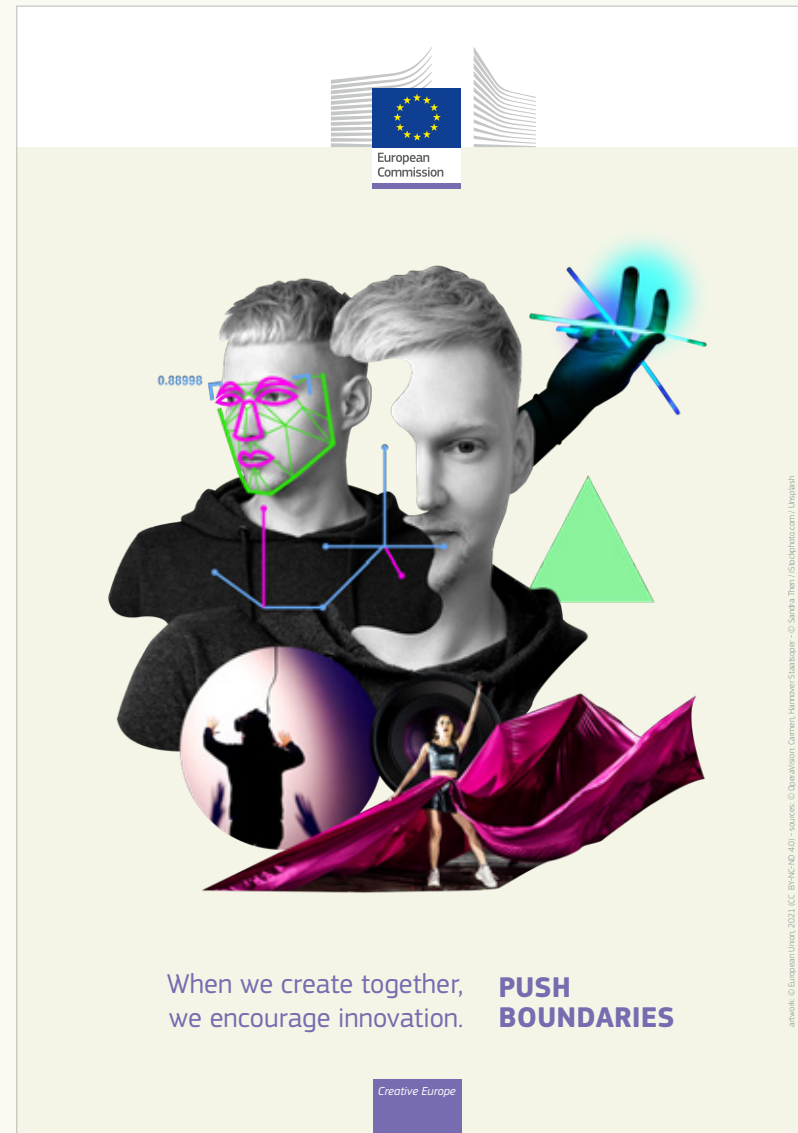
# APPLICATIONS

## ADS

EUROPEAN COMMISSION CHARTER  
VERSION

Example of advertising in A4  
format for the theme 'Innovation'.

No right to modify the collage  
(due to image licences)



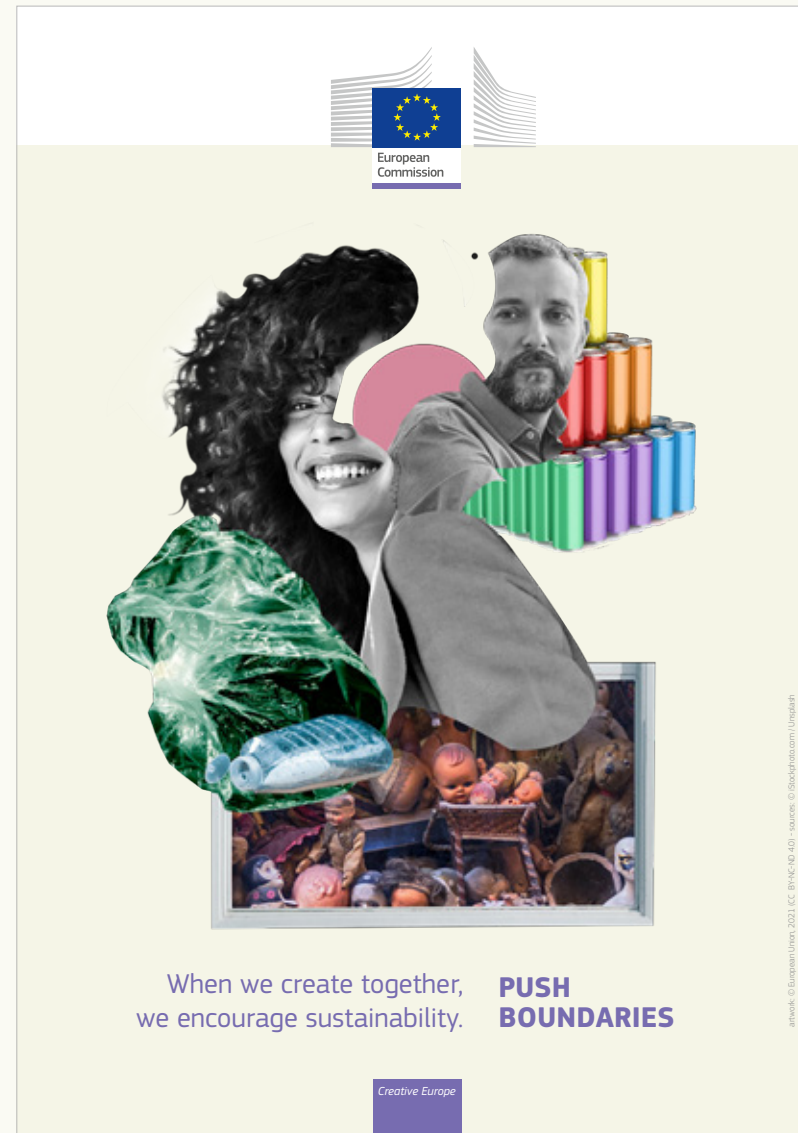
# APPLICATIONS

## ADS

EUROPEAN COMMISSION CHARTER  
VERSION

Example of advertising in A4  
format for the theme '*sustainability*'.

No right to modify the collage  
(due to image licences)



The advertisement is a vertical A4 collage on a light green background. At the top center is the European Commission logo, which includes the European Union flag and the text 'European Commission'. The main visual is a collage of images: a smiling woman with dark curly hair, a man with a beard, a recycling bin filled with various items, and a row of colorful cans (yellow, red, orange, green, purple, blue). The text 'When we create together, we encourage sustainability.' is written in a sans-serif font, followed by 'PUSH BOUNDARIES' in a larger, bold, blue font. At the bottom right, there is a small purple square with the text 'Creative Europe'. On the far right edge, there is a vertical line of small text: 'artwork © European Union 2021, E.C. B14VC-10-4-D1 - sources: © Shutterstock.com / Unsplash'.

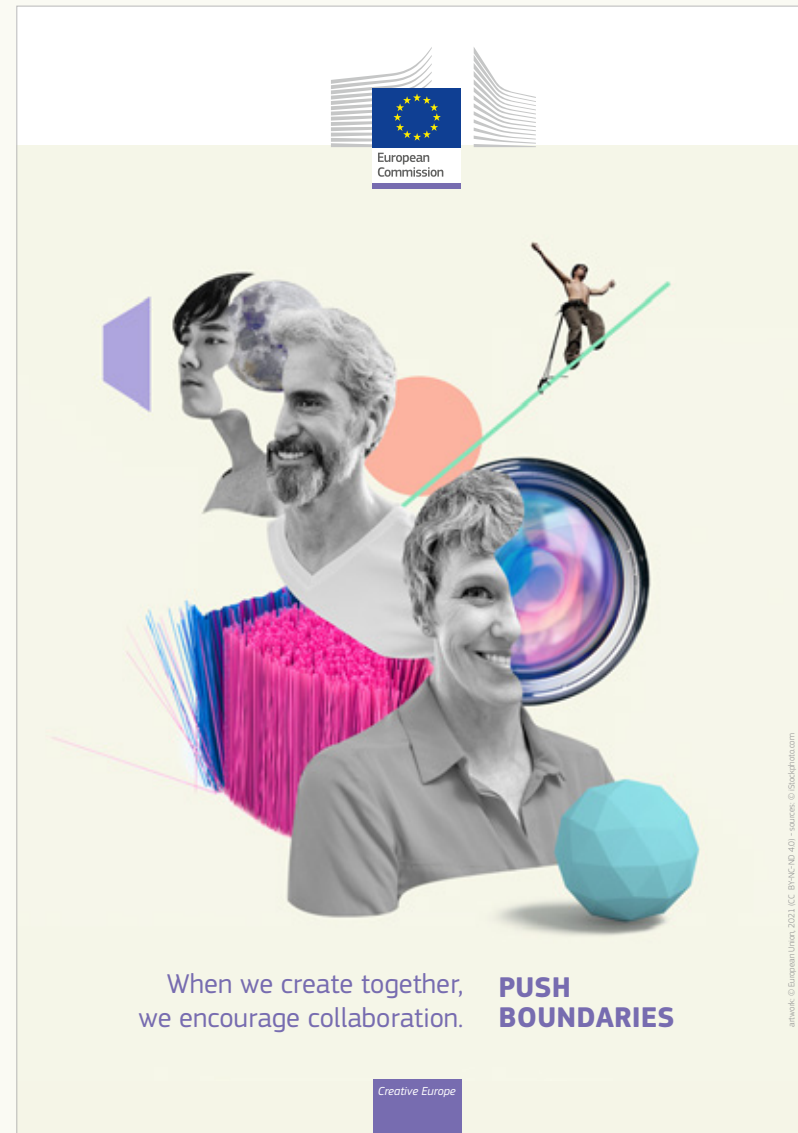
# APPLICATIONS

## ADS

EUROPEAN COMMISSION CHARTER  
VERSION

Example of advertising in A4  
format for the theme '*collaboration*'.

No right to modify the collage  
(due to image licences)



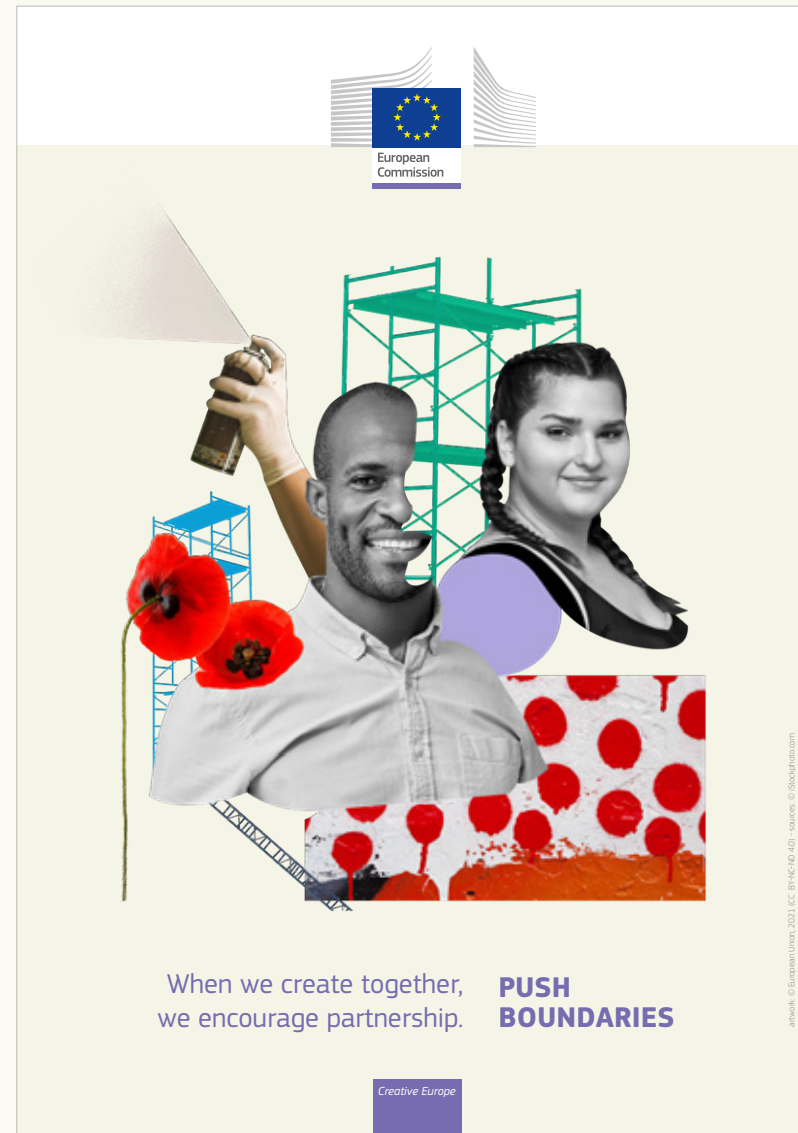
# APPLICATIONS

## ADS

EUROPEAN COMMISSION CHARTER  
VERSION

Example of advertising in A4  
format for the theme '*partnership*'.

No right to modify the collage  
(due to image licences)



# APPLICATIONS

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## POSTER

EUROPEAN COMMISSION CHARTER  
VERSION

Example of a poster in A3 format  
for the theme *'Inclusion'*.





# APPLICATIONS

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## POSTER

THIRD PARTIES  
LAYOUT VERSION

Example of a poster in A3 format  
for the theme 'Inclusion'.



# APPLICATIONS

## ROLL UP

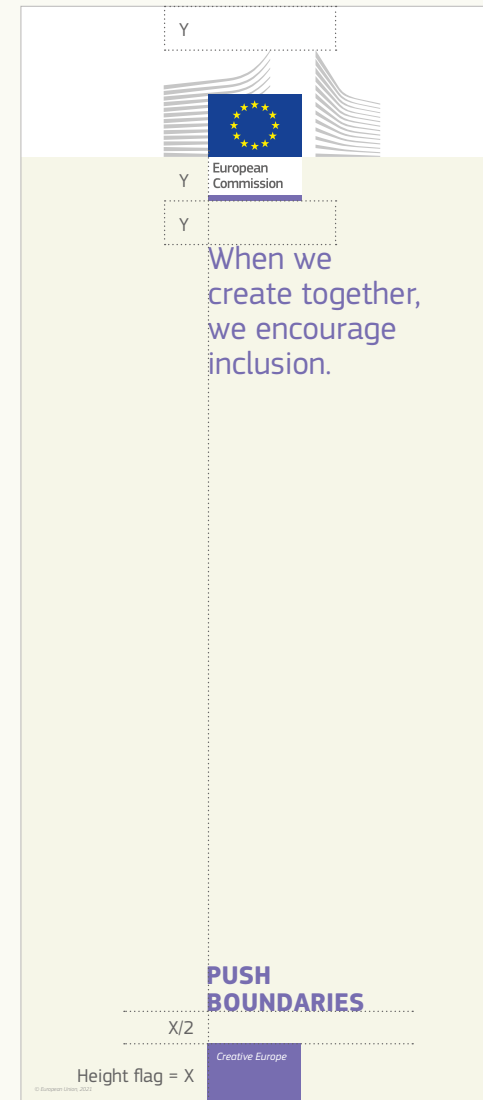
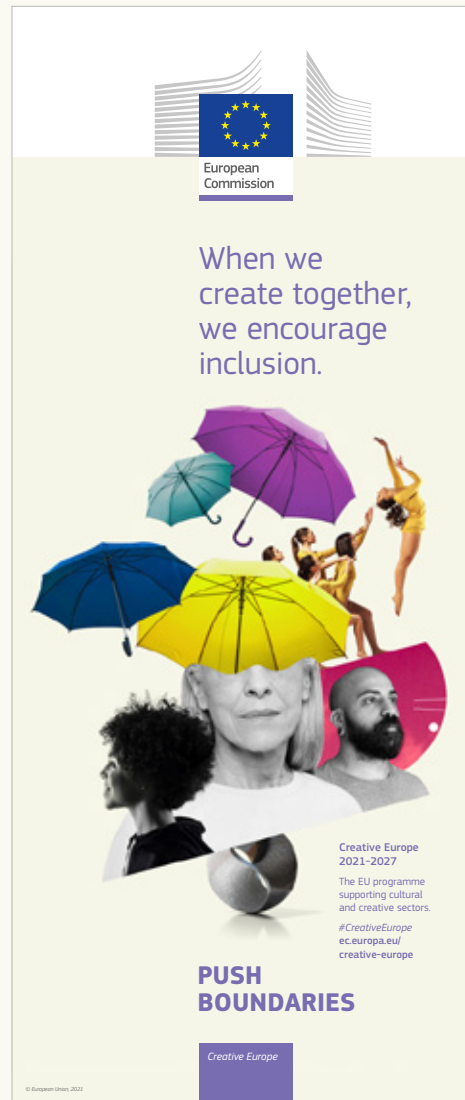
EUROPEAN COMMISSION  
CHARTER VERSION

For event material it is appropriate to place headlines at the top part of the communication if you want it to be read.

On events, lots of people walk in front of it.

For technical specifications and measurements:

[https://ec.europa.eu/info/sites/info/files/graphic\\_charter\\_nov\\_2017.pdf](https://ec.europa.eu/info/sites/info/files/graphic_charter_nov_2017.pdf)



# APPLICATIONS

## ROLL UP

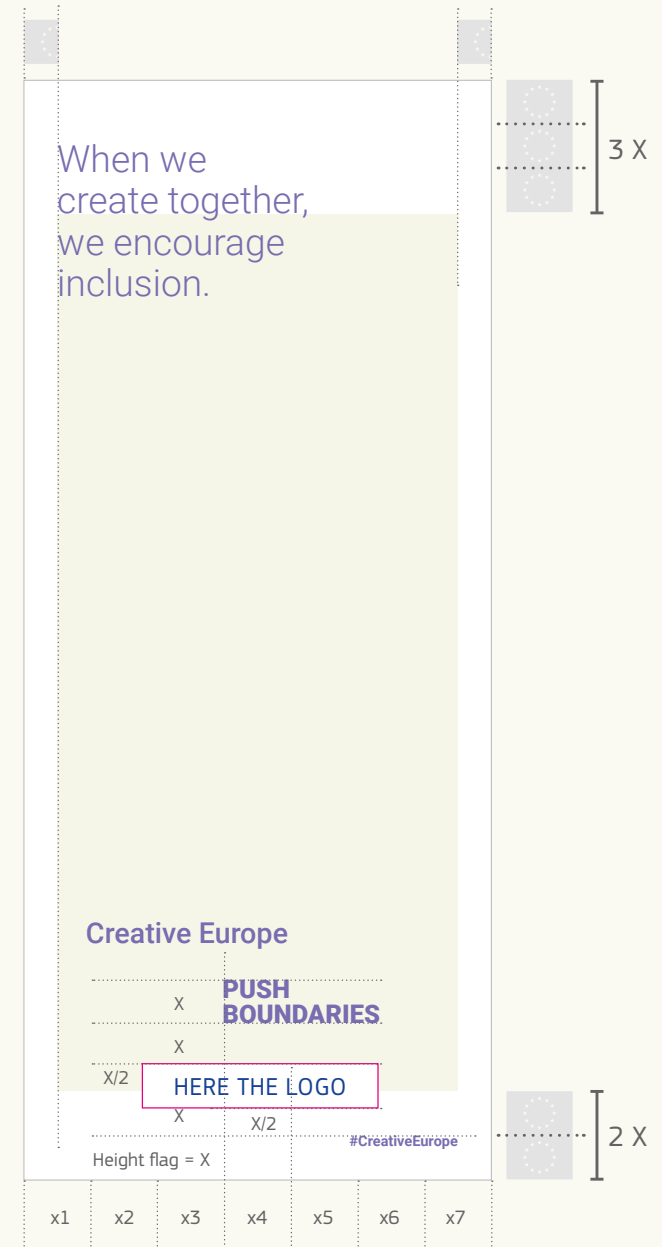
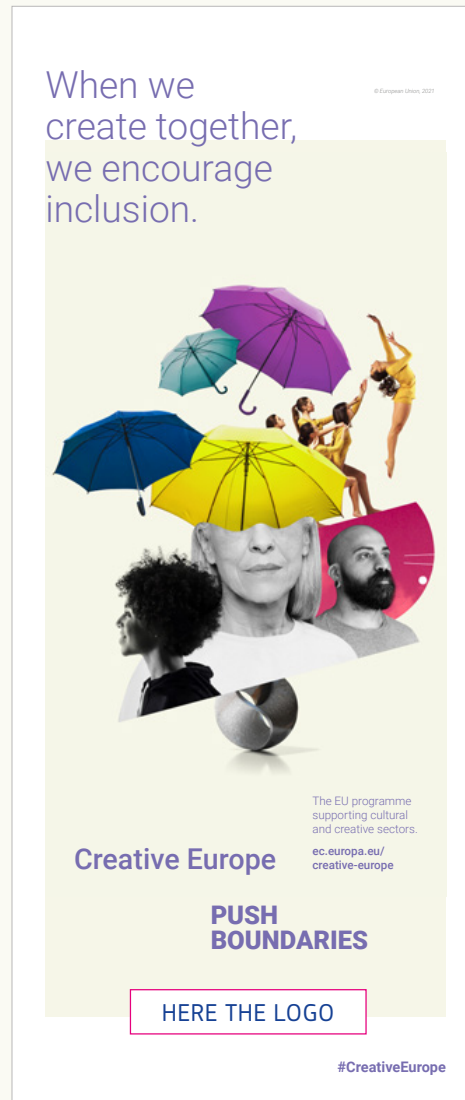
THIRD PARTIES  
LAYOUT VERSION

For the non-chartered version we sign off with the Creative Europe flag logo at the bottom of the roll up banner.

To define the size of the flag of the logo, divide the width of smallest side of the banner by 7.

The placement of the logo is at the 4th division/block in the grid.

All items are aligned accordingly.



# APPLICATIONS

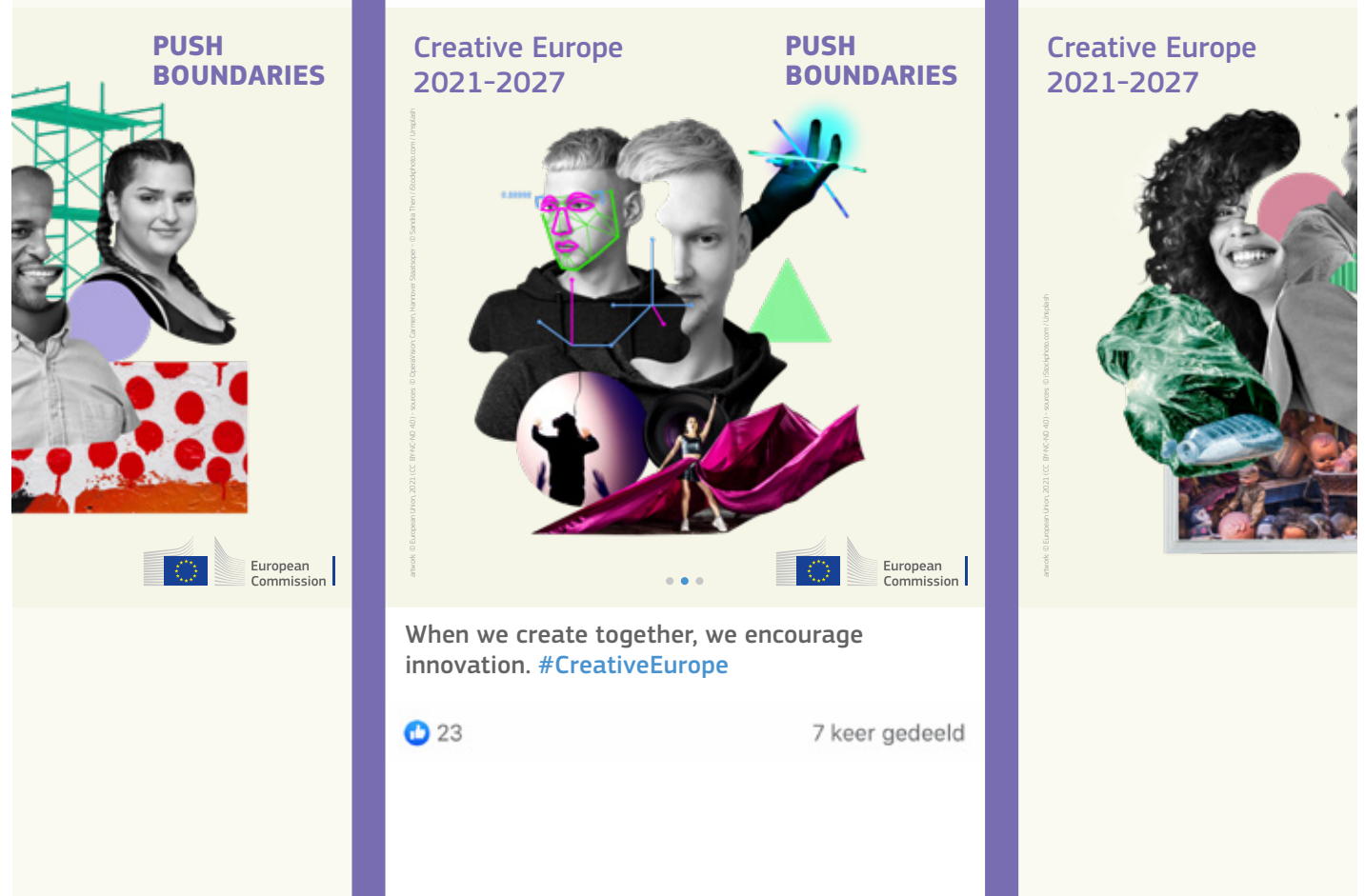
## SOCIAL MEDIA POST (carousel)

EUROPEAN COMMISSION  
CHARTER VERSION

In social media posts such as Facebook or Instagram we place our headline or text underneath the visual in the description. This way we can give our visual the maximum space.

We sign off with the horizontal version of the European Commission logo at the right bottom corner.

Extra hashtags or emojis can be added when needed.



# APPLICATIONS

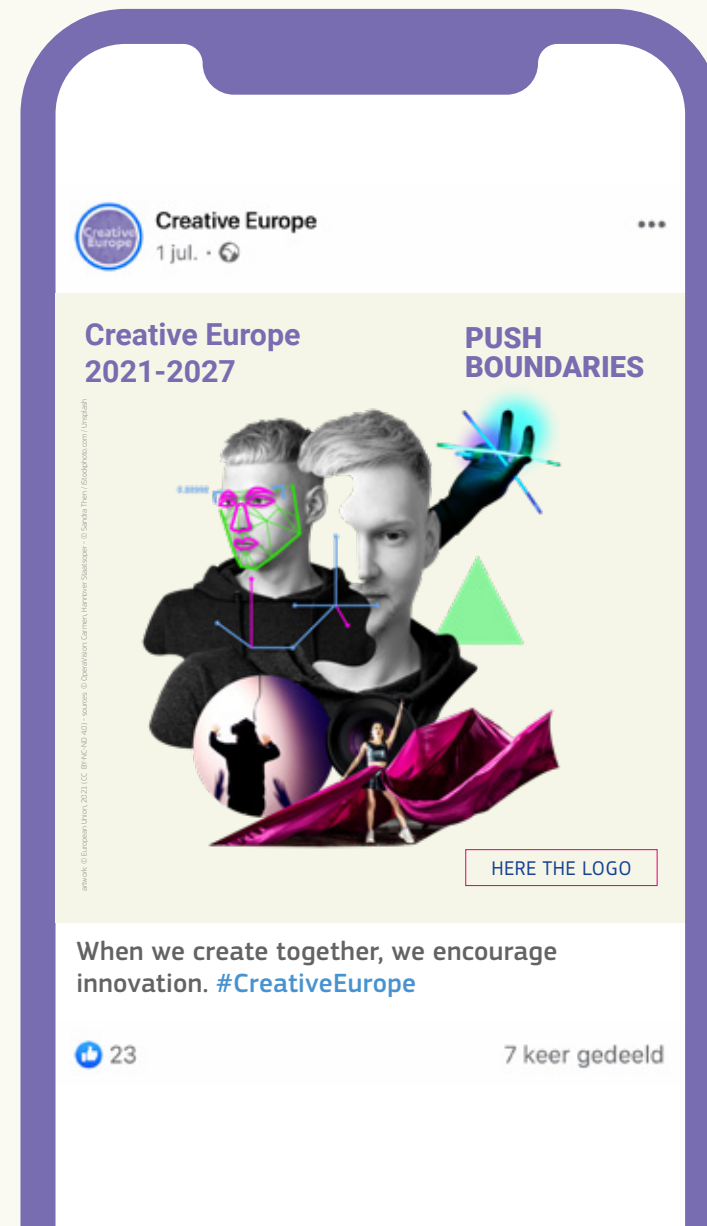
## SOCIAL MEDIA POST

THIRD PARTIES  
LAYOUT VERSION

In social media posts such as Facebook or Instagram we place our headline or text underneath the visual in the description. This way we can give our visual the maximum space.

We sign off with the Creative Europe logo at the right bottom corner.

Extra hashtags or emojis can be added when needed.



# APPLICATIONS

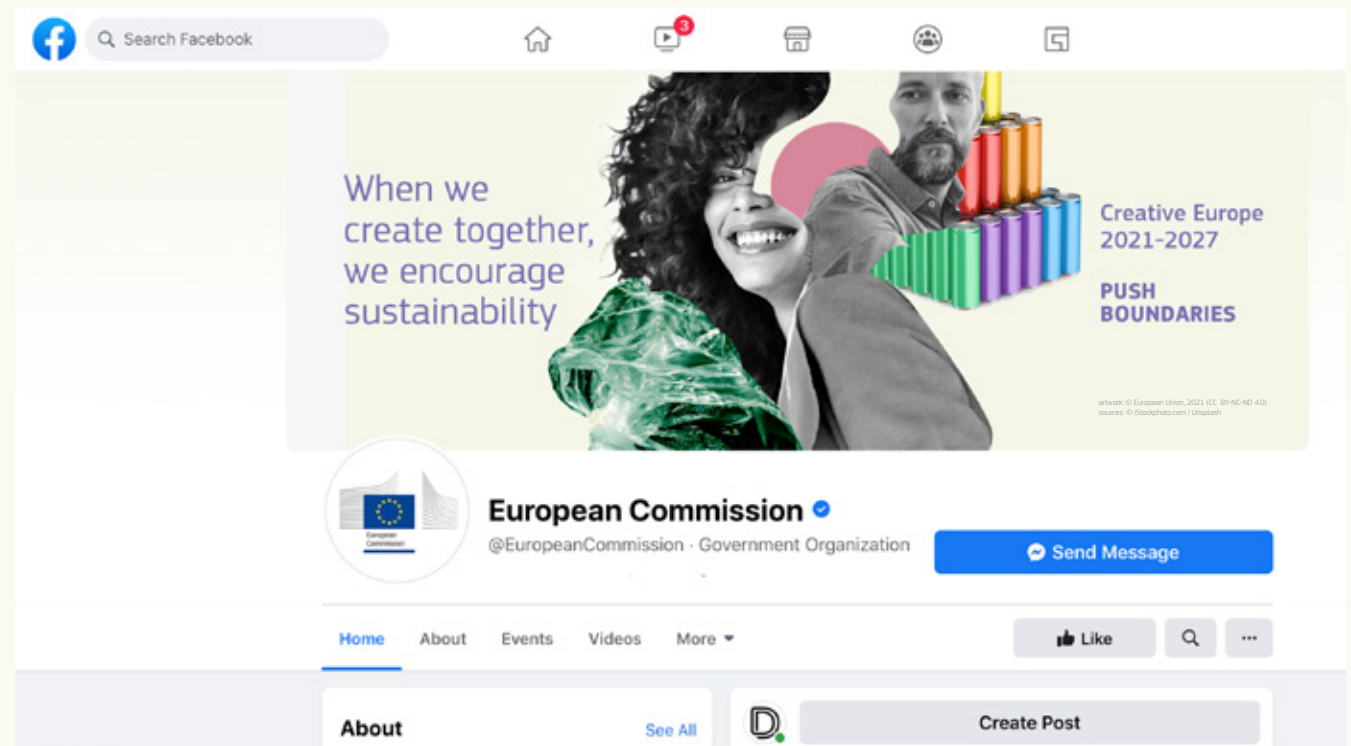
## SOCIAL MEDIA COVER PHOTO

EUROPEAN COMMISSION  
CHARTER VERSION

In social media cover photos such as Facebook we place our headline and tagline next to the visual.

This way we can give our visual the maximum space. The visual can be cropped when needed.

We don't sign off with the logo here. The logo is already in the profile picture.



# APPLICATIONS

## SOCIAL MEDIA COVER PHOTO

THIRD PARTIES  
LAYOUT VERSION

In social media cover photos such as Facebook we place our headline and tagline next to the visual. For the non-charter version, the headline is placed on the soft background colour.

This way we can give our visual the maximum space. The visual can be cropped when needed.

We don't sign off with the logo here. The logo is already in the profile picture.



# APPLICATIONS

## SOCIAL MEDIA STORY

### EUROPEAN COMMISSION CHARTER VERSION

For social media 'story' posts, animations can be added to the visuals to make them more interesting and engaging to look at when holding your phone.

Note that the headline will pop up according to the animation.





# APPLICATIONS

## SOCIAL MEDIA STORY

### THIRD PARTIES LAYOUT VERSION

For social media 'story' posts, animations can be added to the visuals to make them more interesting and engaging to look at when holding your phone.

Note that the headline will pop up according to the animation.



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## APPLICATIONS

### VIDEO

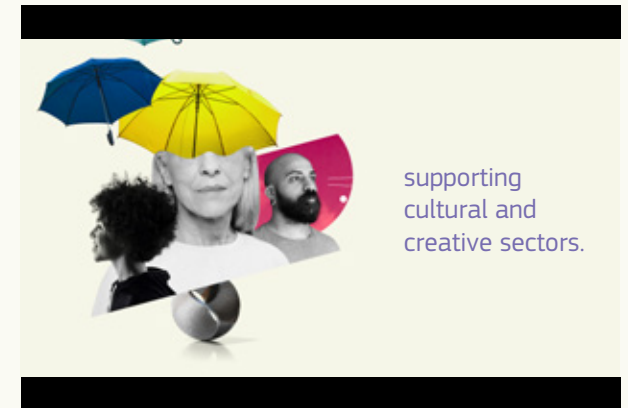
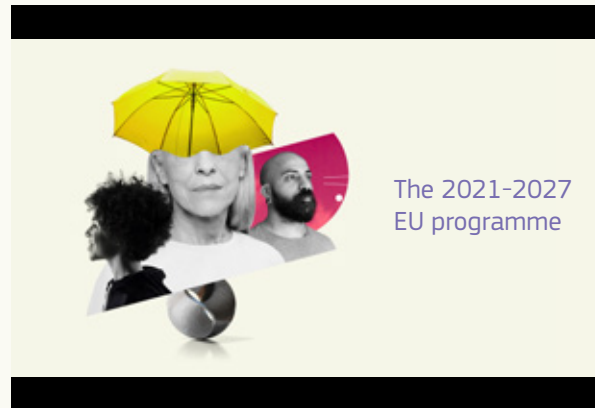
For video files, animations can be added to the visuals to make them more interesting and engaging to look at.

Note that the headline will pop up according the animation.

We sign off with the European Union logo or European Commission audio-visual signature.

For technical specifications and measurements:

[https://ec.europa.eu/info/sites/info/files/graphic\\_charter\\_nov\\_2017.pdf](https://ec.europa.eu/info/sites/info/files/graphic_charter_nov_2017.pdf)



# APPLICATIONS

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## SUGGESTIONS

For the campaign branding of our goodies and merchandising, we can choose to use our headline and hashtag to make our message clear.

This always in combination with the European Union or European Commission logo.

For technical specifications and measurements:  
[https://ec.europa.eu/info/sites/info/files/graphic\\_charter\\_nov\\_2017.pdf](https://ec.europa.eu/info/sites/info/files/graphic_charter_nov_2017.pdf)

- 1 General concept headline

When we create together, we push boundaries.

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- 2 Campaign hashtags

**#CreativeEurope**  
**#EuropeforCulture**

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- 3 European Union or European Commission Logo

HERE THE LOGO

or



## CONTACT & RESOURCES

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For further information about these Creative Europe visual guidelines, please contact:

Team channel link: [here](#)

To find this charter and download resources, go to:

[EAC-CREATIVE-EUROPE-DESKS@ec.europa.eu](mailto:EAC-CREATIVE-EUROPE-DESKS@ec.europa.eu)

