



Creative Europe 2021-2027



PUSH BOUNDARIES

VISUAL GUIDELINES

TABLE OF CONTENTS

Manifesto	03
Concept	04
Headline	05
Tagline	07
Typography	10
Colours	14
Visual approach	17
Charter	24
Not charter	28
Applications	32
Contact & Resources	52

MANIFESTO

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

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 intersectional 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

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

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

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

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.



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



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

VISUAL APPROACH

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.



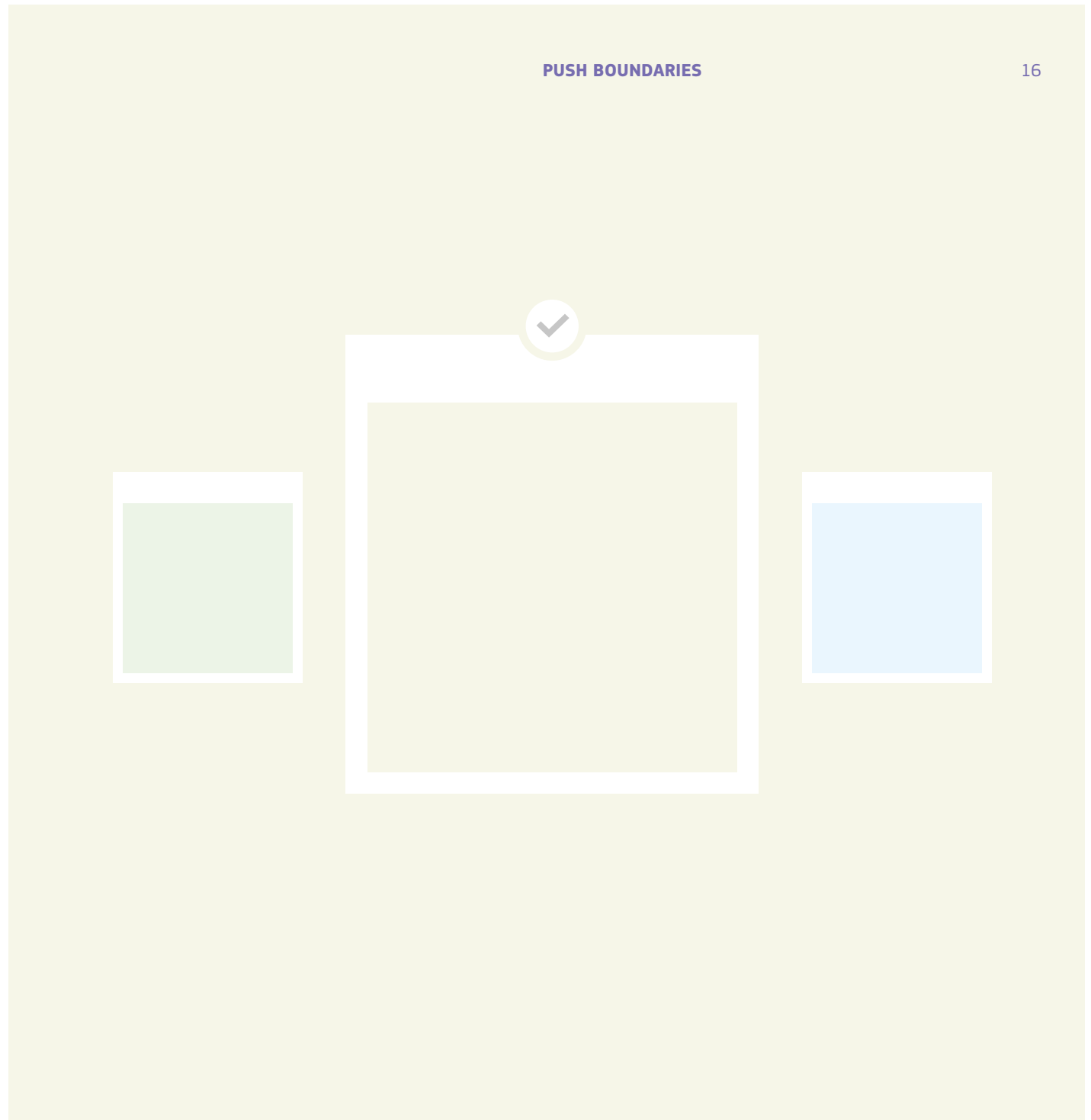
VISUAL APPROACH

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

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

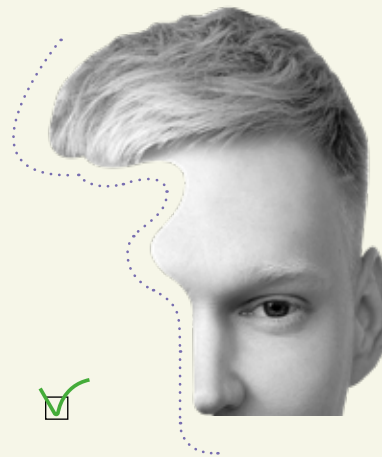
5. CREATING THE COLLAGE

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.

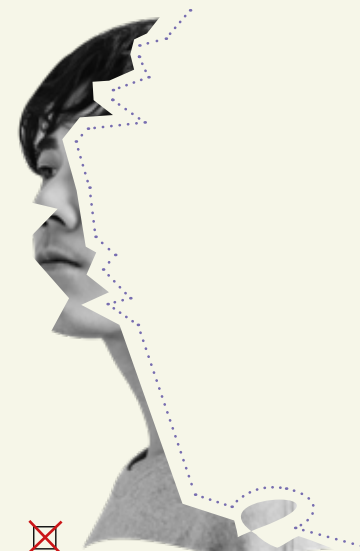
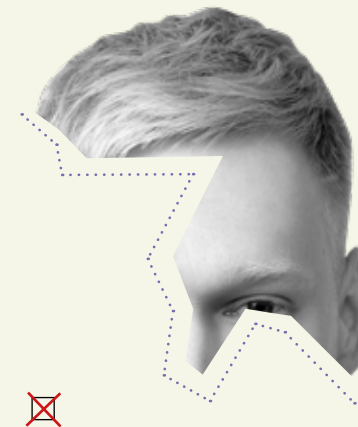
Important rules on how to create:

- 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.

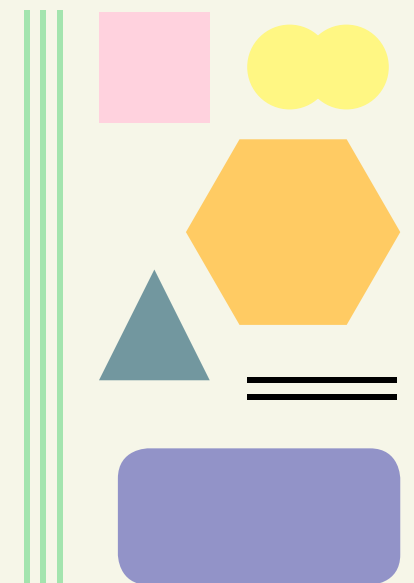
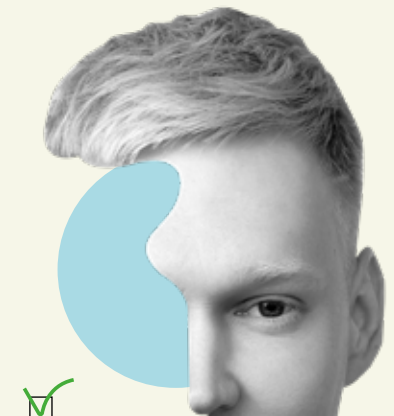
ACCEPTABLE CUTTING



NON-ACCEPTABLE CUTTING



EXAMPLE with GEOMETRICAL SHAPES



VISUAL APPROACH

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

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



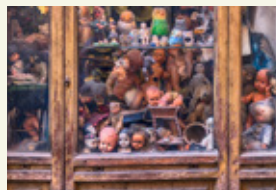
Main character (artist)



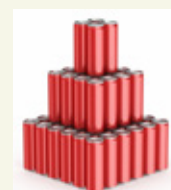
Another character (curator)



Other image banks



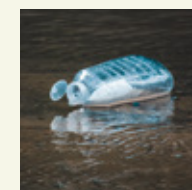
Creative process



Sculptur, Art object



Texture



Material, texture

NOT CHARTER

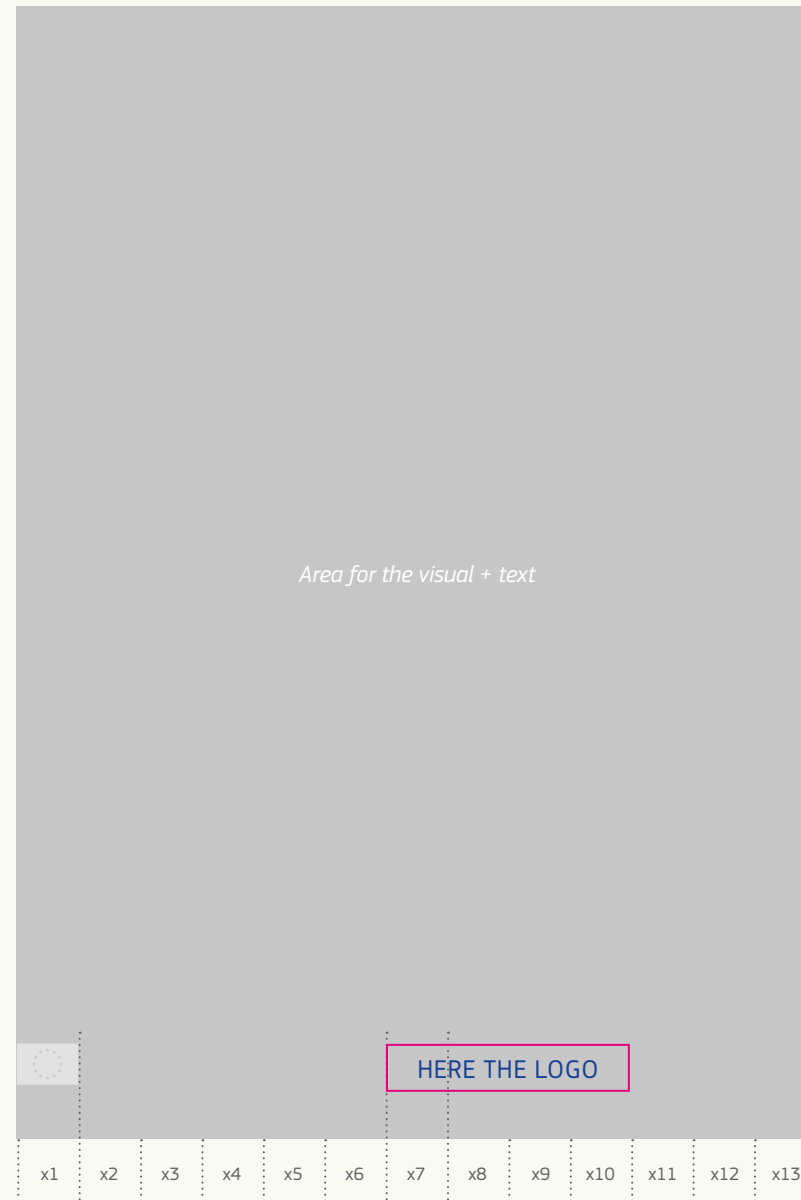
THIRD PARTIES LAYOUT

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

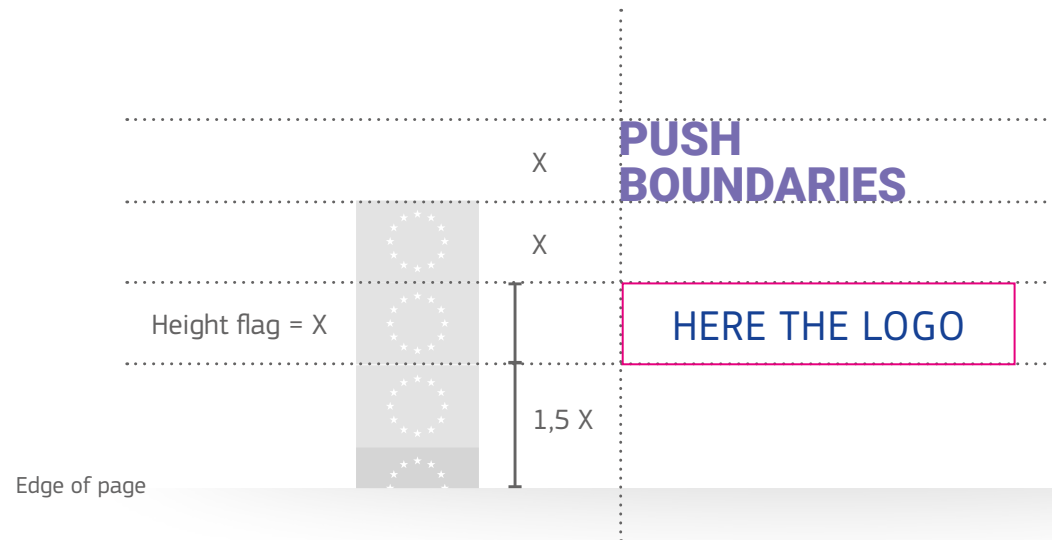
THIRD PARTIES LAYOUT

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

#spaceforhashtag

HERE THE LOGO

Height flag = X

2 X

Logo area for
Creative Desks & partners

Left alignment of body copy
Right alignment of hashtag

NOT CHARTER

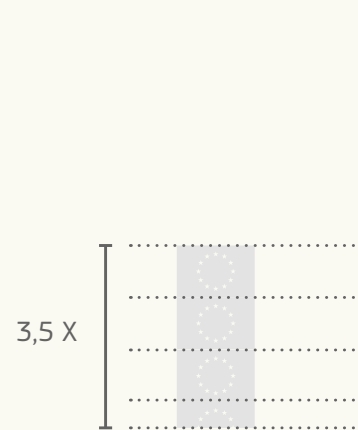
THIRD PARTIES LAYOUT

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

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) floating above a group of diverse people. In the foreground, the faces of a woman with curly hair, an older woman, and a man with a beard are shown in profile. In the background, a group of people is gathered around a large yellow umbrella, with one person in a yellow outfit performing a handstand. The overall aesthetic is bright and inclusive.

**Creative Europe
2021-2027**
The EU programme
supporting cultural
and creative sectors.
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

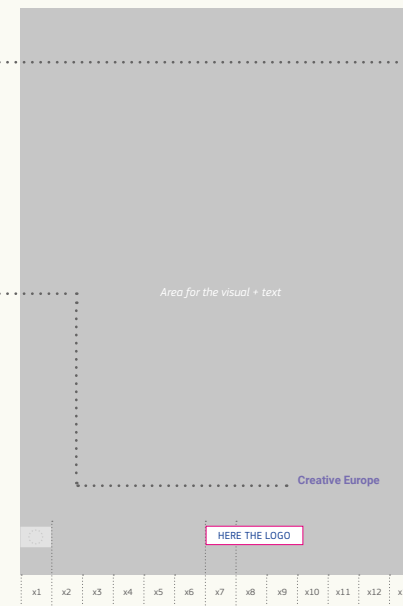
...or depending on the subject,
the title could be made more
prominent within the composition...

3

...or featured inside the collage...

4

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



APPLICATIONS

POSTER

THIRD PARTIES
LAYOUT VERSION

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



APPLICATIONS

ROLL UP

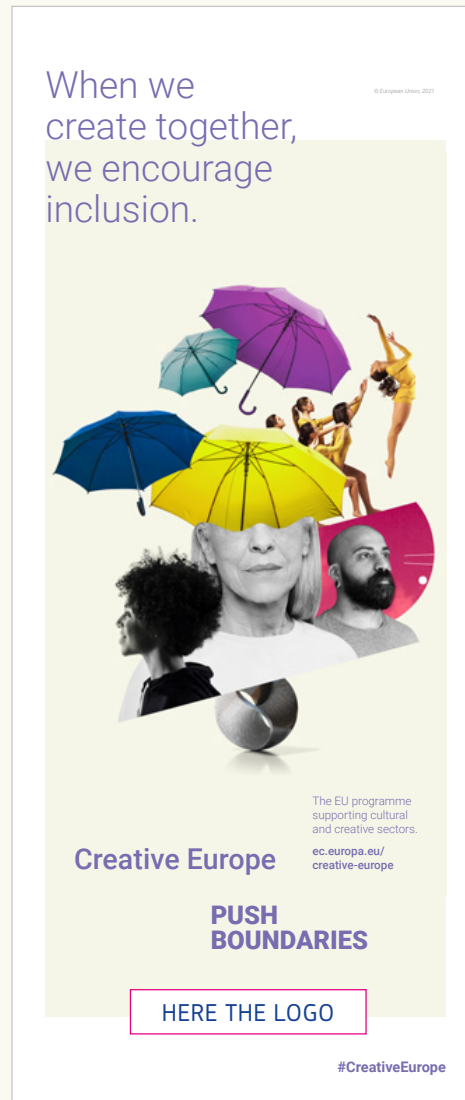
THIRD PARTIES
LAYOUT VERSION

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.

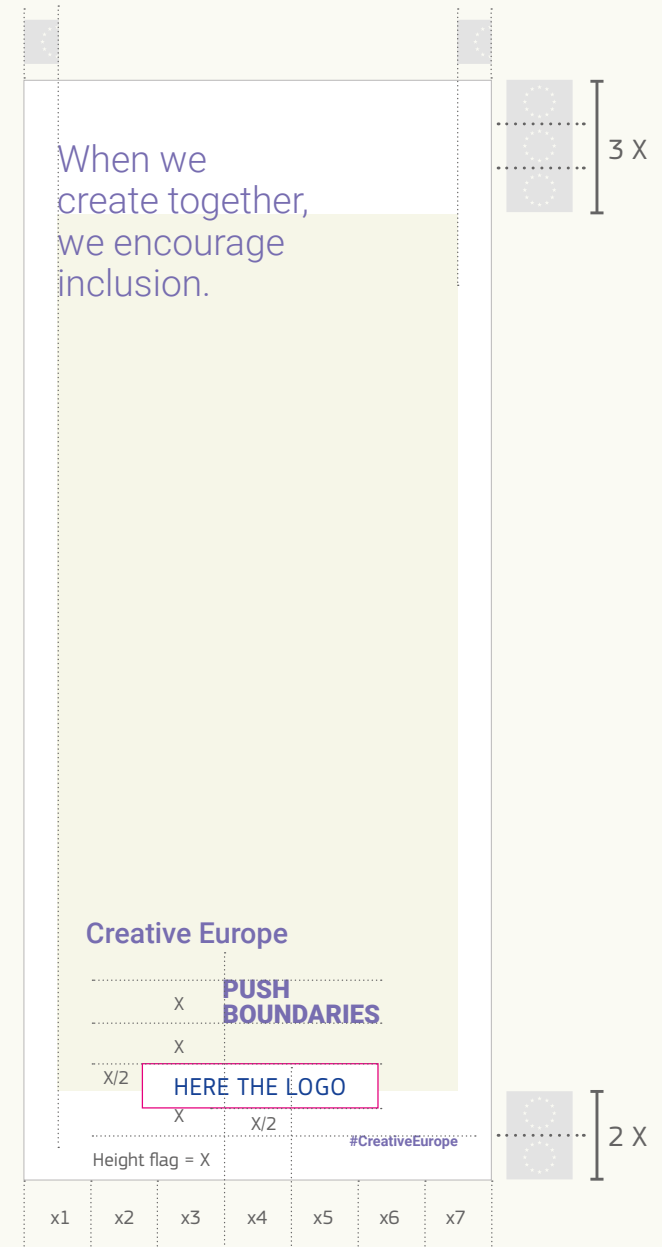
The placement of the logo is at the 4th division/block in the grid.

All items are aligned accordingly.



PUSH BOUNDARIES

30



APPLICATIONS

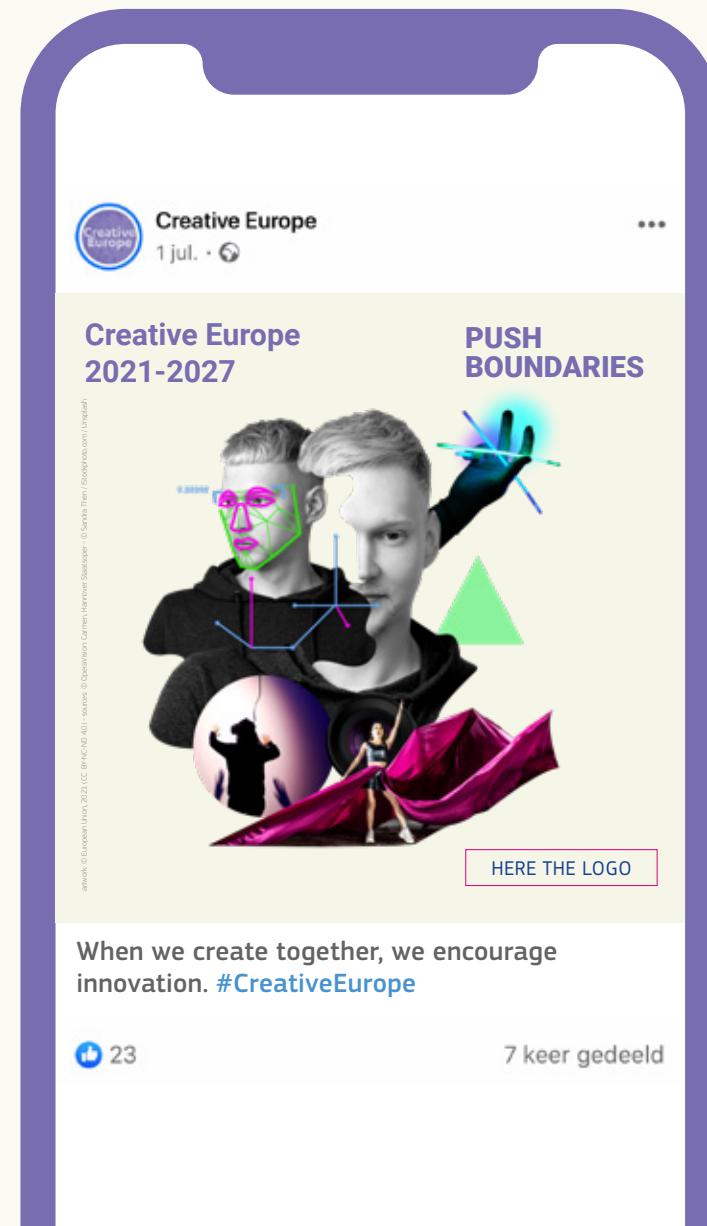
SOCIAL MEDIA POST

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

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

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.



© European Union, 2021

APPLICATIONS

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

- 1 General concept headline

When we create together, we push boundaries.

- 2 Campaign hashtags

#CreativeEurope
#EuropeforCulture

- 3 Your logo

CONTACT & RESOURCES

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

