



#YouthGuarantee

Visual identity guide

March 2022, DG EMPL

A concept

- A concept for visual language of the communication efforts around the Youth Guarantee was developed.
- It includes a main colour pallet, provisional key visuals and hashtag.
- This concept will ensure an impactful communication with more coherent image of the Youth Guarantee policy that can be applied throughout the different communication actions.
- By default the guidelines don't cover all possible communication materials, just show the main principles by some examples.



About

- Youth Guarantee *is not* a separate brand therefore doesn't have a logo.
- When using a visual on the Youth Guarantee, the following elements would be used (depending on the assets):
 - The **hashtag**: #YouthGuarantee.
 - The **signature**: European flag.
- Recommendation:
 - The **headline**: without ready-made slogan we encourage to use well suited, clear messages, ready for young audience. It should complements the hashtag.
 - The **call-to-action**: it is part of contemporary campaigns to have call-to-actions. It means that we want people to do something and not only to learn. It should be easy to translate.



EU emblem

- Communication around the YG policy is signed with the **European flag**.



- Use the **EU emblem** correctly and prominently

The guidelines for use of the EU emblem:
[eu-emblem-rules_en.pdf](#)
([europa.eu](#))

- Display a simple **funding statement**, mentioning the European Union's support.



**Funded by
the European Union**



**Co-funded by
the European Union**

Visual style elements

The Youth Guarantee visual language uses one of banners (top or bottom) adapted to the different layouts – for digital and printed materials.

The banners use the shape appearing in all the European Pillar of Social Rights visual identity to highlight a strong link to this policy framework.

The characteristic element being the arc used in every layout.

The colour gradient is a combination two main colours.



C: 0	R: 193	C: 20	R: 221
M: 100	G: 0	M: 0	G: 219
Y: 9	B: 117	Y: 95	B: 46
K: 0		K: 0	

- Top banner



- Bottom banner



- Arc

Colour pallet



C: 100 R: 33
M: 93 G: 52
Y: 7 B: 128
K: 0

C: 0 R: 193
M: 100 G: 0
Y: 9 B: 117
K: 0

C: 20 R: 221
M: 0 G: 219
Y: 95 B: 46
K: 0



C: 75 R: 90
M: 20 G: 155
Y: 0 B: 213
K: 0

C: 75 R: 92
M: 10 G: 158
Y: 40 B: 154
K: 0

C: 0 R: 251
M: 0 G: 234
Y: 95 B: 30
K: 0

- There are 6 main colours for this policy.
- Some of the colours were taken from the past campaign (*3 Steps to Finding a Job*) – not to brake continuity with previous communication.
- We want these choices to speak to young audiences from different backgrounds.
- We hope to attract young people's attention and allow for a clear "recognition" of this visual identity.
- Colour pallet is ready for both: digital and analog display.

Examples of visuals



• poster

• leaflet

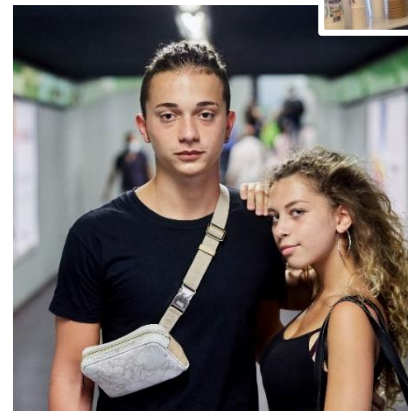
• roll-up

• social media posts

The best way to communicate is to visualize the information. You are free to use pictures, infographics, illustrations linked to your message. You can choose between 2 options: landscape or square format. The EU flag has to appear on your visual.

Photos – human connection

- The focus is on images that look authentic, close to people.
- People facing the camera or looking at the camera is not original idea but still it gives a strong message and brings a lot of attention.
- It is important to show images of diverse people acting, working, doing something – that helps in creating a message of action.



Additional guidelines



Home > Funding, Tenders > Managing your project > Communicating and raising EU visibility

Communicating and raising EU visibility

Find information and tips on how to communicate and raise visibility of your project and the European Union.

10 ways for recipients of EU funding to communicate and ensure EU visibility

Under the EU budget 2021-2027, communication and visibility are important parts of all EU programmes. When managing a EU-funded project, here is what is expected of you:



Download centre for visual elements

The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding.

All beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem in their communication to acknowledge the support received under EU programmes. An important obligation in this context is the correct and prominent display of the EU emblem, in combination with a simple funding statement, mentioning the EU support.

The ready-to-use EU emblem including the funding statement can be downloaded in all EU languages, Arabic, Icelandic, Norwegian, Turkish and Russian. For information about the correct use and placement of EU emblem and the funding statement can be found in the Operational guidelines for recipients of EU funding.

Funded by the European Union (horizontal and vertical)



EU Languages: [grid of language icons]
Non-EU Languages: [grid of language icons]

