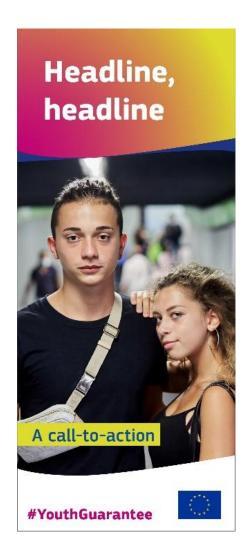# #YouthGuarantee

Visual identity guide

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.

Headline, headline

A call-to-action

#YouthGuarantee

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.

#YouthGuarantee

European Commission

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

European Commission
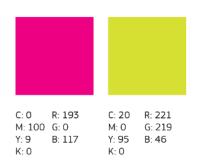
Visual style elements

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.

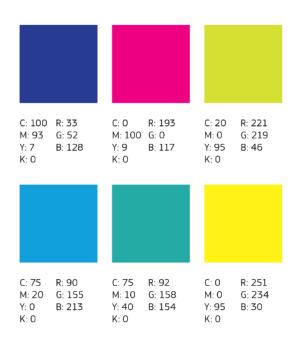The colour gradient is a combination two main colours.

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.

European Commission

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.

European Commission

Additional guidelines