

Youth on the Move  
Graphic  
DESIGN

User guide

# DES

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# Youth on the Move

An initiative of the European Union

## The logo Concept

The "Youth on the Move" logo uses the simplest concept of a European initiative, by combining the European flag with a slogan.

By using different colours for each word, the logo becomes more dynamic.

It doesn't put forward a specific topic covered by the policies for young people. This initiative is linked to several different areas and should not focus on one aspect.

In the future, the logo could be more discreet (title in blue).

## Font and colour

The five colours are inspired from the DG EAC visuals elements which represent the key domains:

-  1. Blue from EU flag and *DG Education & Culture Bird Logo*
-  2. Red from youth *DG Education & Culture Icon*
-  3. Green from multilingualism *DG Education & Culture Icon*
-  4. Yellow from citizenship *DG Education & Culture now DG Comm Icon*
-  5. Light blue from education & training *DG Education & Culture*

Youth on  
the Move

# The logo size & typography

The logo size is determined by the type of media, and by the available space. It is recommended to use the long, horizontal logo in its minimum size as shown below (for example for publications where a small logo is placed on the back cover).

10 mm



**Horizontal Long version**

For the design of promotional material such as lanyards, USB keys, T-shirts and stickers, it is preferable to use a monochrome version (see positive unicolor in Reflex blue on the next page).

**USB Key**



The typeface used for the “Youth on the Move” name is DIN Bold

**ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890&©™**

# Logo: application of colours

In addition to a colour variation of 4 colours further variations can be used depending on the application.

## 1. Colour version

The colour version is used for all printing in 4 C or special colours (Pantone), e.g. for all business material and brochures.



## 2. "Negative" version

The negative version can be used for all printed material and merchandising using a unicolour background printing process.

See the section "Do's and Don'ts" for more information.



## 3. Unicolour version

The unicolour logo (positive version) can be used for unicolour printing.



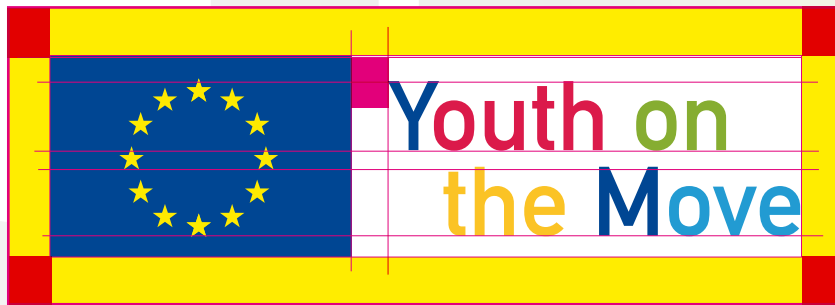
## 4. Black & white version



## Buffer zone

The buffer zone around the signet, rules out any visual competition with other design elements in the immediate proximity. This protective area is especially important for co-branding. It is mandatory for printed materials. The basic unit of the buffer zone is derived from the "e", its dimensions are determined as variables of the size of the letter "e".

The buffer zone is to be regarded as a minimum. If necessary, the zone can be extended, as required by the situation. Certain exceptions to this rule can be permitted in web design, where the protection zone can be changed and the signet can be smaller, due to limited space.



■ = e



# Logo language adaptations: colour version

The logo design works in all European languages.  
Language adaptations can be made in all defined colour variations.  
See the official website at <http://europa.eu/youthonthemove>

**Младешта  
в движение**  
Инициатива на Европейския съюз  
**BULGARIAN (BG)**

**Jugend in  
Bewegung**  
Eine Initiative der Europäischen Union  
**GERMAN (DE)**

**Juventude em  
Movimento**  
Uma iniciativa da União Europeia  
**PORTUGUESE (PT)**

**Mládež  
v pohybu**  
Iniciativa Evropské unie  
**CZECH (CS)**

**Νεολαία  
σε κίνηση**  
Μια πρωτοβουλία της Ευρωπαϊκής Ένωσης  
**GREEK (EL)**

**Tineretul în  
mişcare**  
O inițiativă a Uniunii Europene  
**ROMANIAN (RO)**

**Unge  
på vej**  
Et EU-initiativ  
**DANISH (DA)**

**Mozgásban  
az ifjúság**  
Európai unió kezdeményés  
**HUNGARIAN (HU)**

**Juventud  
en Movimiento**  
Una iniciativa de la Unión Europea  
**SPANISH (ES)**

**Jeugd in  
beweging**  
Een initiatief van de Europese Unie  
**DUTCH (NL)**

**Gioventù in  
movimento**  
Un'iniziativa dell'Unione europea  
**ITALIAN (IT)**

**Mládež v  
pohybe**  
Iniciatíva Európskej únie  
**SLOVAK (SK)**

**Youth on  
the Move**  
An initiative of the European Union  
**ENGLISH (EN)**

**Jaunatne  
kustībā**  
Eiropas Savienības iniciatīva  
**LATVIAN (LV)**

**Mladi in  
mobilnost**  
Pobuda Evropske unije  
**SLOVENIAN (SL)**

**Noorte  
liikuvuse**  
Euroopa Liidu algatus  
**ESTONIAN (ET)**

**Judus  
jaunimas**  
Europos Sąjungos iniciatyva  
**LITHUANIAN (LT)**

**Unga  
på väg**  
Ett initiativ från Europeiska unionen  
**SWEDISH (SV)**

**Nuoret  
liikkeellä**  
Euroopan unionin aloite  
**FINNISH (FI)**

**Żgħażaġh  
Attivi**  
Inizjattiva tal-Unjoni Ewropea  
**MALTESE (MT)**

**Jeunesse en  
mouvement**  
Une initiative de l'Union européenne  
**FRENCH (FR)**

**Mobilna  
młodzież**  
Inicjatywa Unii Europejskiej  
**POLISH (PL)**

# Do's and Don'ts

The logo may not be changed.

- The logo may not be scaled, distorted or rotated.
- The use of other typefaces is not permitted  
( In the future the logo may change but not without EU permission )
- No colour versions may be used apart from those defined here
- The position of the logo elements may not be altered
- The omission of elements is not permitted except with the authorisation from Commission services



WRONG APPLICATION



CORRECT APPLICATION



## Concept 2011

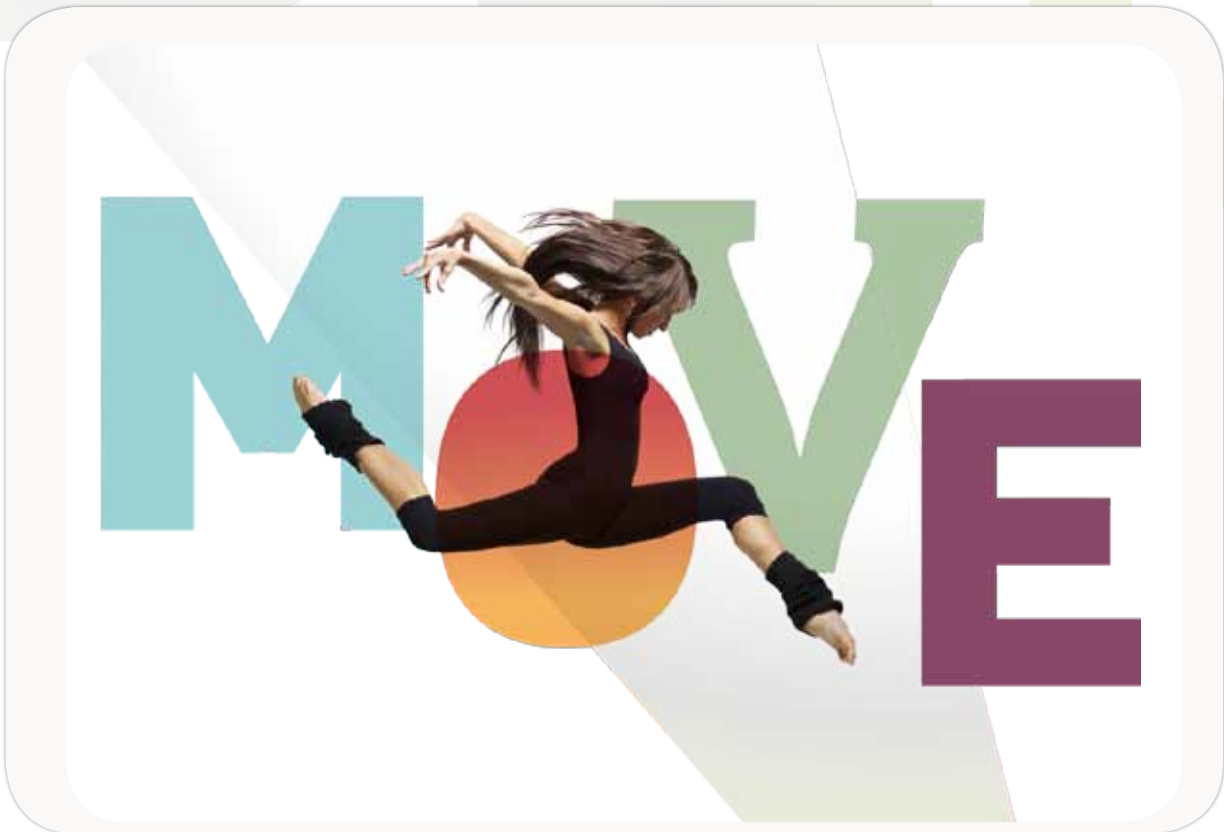
The concept of the 2011 campaign is a simple word concept inspired by internet "Tags" and "clouds" search applications.

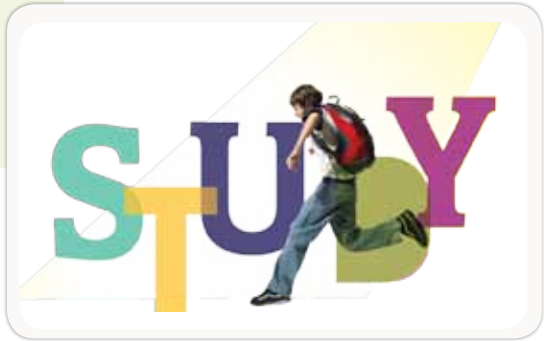
It highlights certain aspects of the "Youth on the Move" initiative initiative.

The nine keywords are:

- MOVE
- TRAIN
- LEARN
- STUDY
- WORK
- CREATE
- TAKE PART
- YOUR RIGHTS
- VOLUNTEER

The conjunction of a keyword and a character in movement is the key element. The image of a young dancer gives an idea of movement.





# Elements of the 2011 Campaign

Each keyword is connected to a slogan ( see p 20 ). The slogan is written in white on a black rectangle which should be positioned on the left top corner of the visual, left side touching the border. Its position may vary vertically depending on the needs of the overall visual identity. The width of the rectangle depends on the length of the slogan.

Slogan in white on Black cartridge ( Font: B congress or Museo )

Logo Area



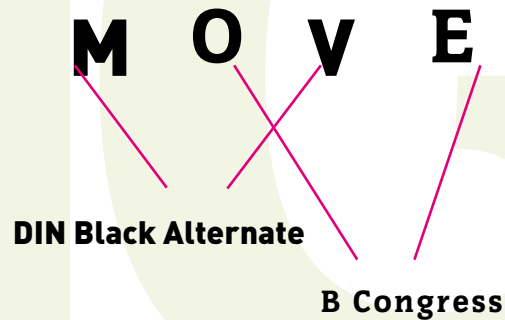
Sub Headline in black alternate fonts ( B congress and DIN bold )

Address of the website

Visual campaign element used to create a transition zone

# Keyword typography

The “keywords” use different fonts DIN Bold, B congress (Museo or Myriad Pro for special languages)



## Multi coloured keywords

For the design, some of the letters may be filled with colour (O, D, R etc)

### Position

Text size depends on the length of the word. The letters that compose it are distributed throughout the unstructured document width. The composition of the word can be used out of context, regardless of the image.

### Image

The images are embedded in words and cannot be used alone. They must be considered as a single logical entity with the composition of the keyword.

### Background

The document background is white and crossed by a beam gradient. This beam must touch both sides of the document.

### Colors

The colour set for each keyword for each language is invariable.

### Typography

The characters of the keyword is an alternation of two fonts: Din Regular Black and Congress. (All capital)  
For esthetic reason some letters can be filled in.

**ABCDEFGHIJKLMNO**  
**PQRSTUVWXYZ**  
**abcdefghijklmno**  
**pqrstuvwxyz**  
**1234567890&©™**

### DIN Black Alternate

**ABCDEFGHIJKLMNO**  
**PQRSTUVWXYZ**  
**abcdefghijklmno**  
**pqrstuvwxyz**  
**1234567890&©™**

### B Congress



### Keyword Colours

# Slogan

For the slogan, use B congress except for ET, LV, MT, PL, RO, SK, SL where the font Museo is recommended. Myriad Pro Bold for BG,EL

**Share your talent**

EN (B congress Bold)

**Сподели своя талант**

BG (Myriad Pro Bold)

**Μοιράσου το ταλέντο σου**

EL (Myriad Pro Bold)

**Pokaz talent**

PL (Museo 700)

## "In Europe" typography

**in**  
**EUROPE**

<http://europa.eu/youthonthemove>

'In Europe' also uses two fonts Din Black and Congress Regular. "in" is written in smaller font than "Europe", which is always written in capital letters. The two words can be aligned or not depending on the needs of the overall design.

"In Europe" is positioned at the bottom of the design, left or right, again depending on the overall design, but aligned with the url.

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890&©™

Myriad Pro Bold

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890&©™

Museo 700

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890&©™

Myriad Pro Bold



# Texts and elements of a brochure typography

## Figure A

Different types of fonts can be used.

1. Top of chapter:

You can use for example MUSEO 700

Size: 24pt

Leading: 28pt

1.1. Big Titles

You can use for example MUSEO 700

Size: 20pt

Leading: 22pt

1.1.1. Titles

You can use for example MUSEO 700

Size: 12 pt

Leading: 14 pt

Body text:

You can use for example Myriad Pro regular

Minimum Size: 9 pt (depending on the medium)

Leading: 11 pt

## Highlighting

### Figure B

Headlines

You can use for example MUSEO 700

with different Size: 30 pt and 19pt

for example if you want to highlight an element.

Introduction

MUSEO 700

Size: 9 pt

Leading: 11 pt

Quote text:

You can use for example Myriad Pro Bold

but also Museo in color

Minimum Size: 9 pt (depending on the medium)

Leading: 11 pt

## Alignment

All body copy is subject to flush-left alignment or Justify with last line aligned on left.

## 1.INTRODUCTION

### 1.1. Context and objecti

#### A European Union policy to promote learning mobility

Travelling to another EU country to study ('learning mobility') is one of the fundamental ways in which young people can boost their personal and professional development as well as their future job opportunities. Learning mobility benefits the EU as a whole: it fosters a sense of European identity, encourages knowledge to circulate more freely and it contributes to the

Figure A

## Why Youth on the Move?

The EU has fixed the goal of developing an economy based on knowledge and innovation by the year 2020. Young people are vital to achieve this. Youth on the Move aims to increase their qualifications by raising the quality of education and training opportunities, and to improve their job prospects.

José Manuel Durão Barroso, President of the European Commission: "By 2020 all young people in Europe must have the possibility to spend a part of their educational pathway in other Member States."

Androulla Vassiliou, Commissioner for Education, Culture, Multilingualism and Youth: "Young people increasingly

Figure B

# Colours

The 2011 Graphic Keywords campaign is made up of a large scope of different colours. The print colour references are described here in their respective CMYK reference levels.

The RGB can be used for digital versions (video, image editing).

The web colours are useful for the attribution of css title colours and are defined here with their Hexachromic references. The use and combination of colours should respect chromatics rules and contrast.

## GRADIENT



CMYK	RGB	Hexachromic
C 0 M 20 Y 70 K 0	R 254 G 208 B 96	#FED15E
C 0 M 55 Y 20 K 0	R 240 G 150 B 162	#EF8F9D
C 0 M 66 Y 56 K 0	R 236 G 117 B 98	#EE7665
C 0 M 82 Y 43 K 0	R 231 G 77 B 102	#E45068
C 10 M 100 Y 65 K 0	R 211 G 0 B 64	#D30142
C 15 M 20 Y 80 K 0	R 227 G 196 B 72	#E3C348
C 0 M 82 Y 44 K 0	R 209 G 80 B 101	#E94D65
C 18 M 65 Y 60 K 0	R 208 G 113 B 93	#D1705D
C 30 M 70 Y 42 K 38	R 133 G 71 B 82	#844B52
C 35 M 30 Y 35 K 0	R 180 G 173 B 161	#B6ACA2
C 35 M 88 Y 10 K 0	R 174 G 57 B 129	#B13983
C 38 M 11 Y 39 K 0	R 175 G 198 B 168	#B0C4A8
C 40 M 0 Y 12 K 0	R 165 G 216 B 224	#AFD7E3
C 40 M 20 Y 45 K 0	R 170 G 183 B 150	#AAB897
C 60 M 0 Y 25 K 0	R 104 G 193 B 196	#60C8CB
C 60 M 90 Y 80 K 0	R 128 G 57 B 68	#7E3A3B
C 5 M 25 Y 95 K 0	R 244 G 193 B 0	#F3C102
C 65 M 0 Y 85 K 0	R 103 G 178 B 76	#68B450
C 70 M 0 Y 25 K 0	R 54 G 183 B 193	#37B7C4
C 70 M 80 Y 25 K 0	R 105 G 73 B 123	#654F76
C 70 M 0 Y 40 K 0	R 64 G 180 B 166	#43B6A7
C 78 M 78 Y 20 K 20	R 72 G 63 B 112	#483E70
C 80 M 0 Y 35 K 0	R 0 G 171 B 173	#00ABB2
C 80 M 100 Y 45 K 5	R 84 G 39 B 86	#552755
C 80 M 60 Y 0 K 0	R 64 G 102 B 170	#3D65A3
C 85 M 95 Y 30 K 20	R 63 G 42 B 92	#45295A
C 45 M 13 Y 47 K 0	R 158 G 188 B 150	#9FBD97
C 85 M 80 Y 30 K 20	R 56 G 60 B 102	#373A65
C 95 M 0 Y 40 K 0	R 0 G 157 B 62	#239CD3
C 75 M 25 Y 0 K 0	R 38 G 153 B 209	#79C2C9
C 28 M 76 Y 27 K 0	R 188 G 88 B 125	#BA3DBD

# Colours application

Some examples of colour variations in the keywords



# Typography and colours

It is recommended to use the black bloc behind the text in white with the nine slogan:

Slogan **Go abroad** + Keyword "MOVE"

Slogan **Make dreams come true** + Keyword "CREATE"

Slogan **Share your experience** + Keyword "LEARN"

Slogan **Broaden your knowledge** + Keyword "STUDY"

Slogan **Share your talent** + Keyword "TAKE PART"

Slogan **Boost your skills** + Keyword "TRAIN"

Slogan **Make a difference** + Keyword "VOLUNTEER"

Slogan **Achieve your goals** + Keyword "WORK"

Slogan **Get informed** + Keyword "YOUR RIGHTS"

It is recommended to use white text on a black block for the nine slogans. If the text is too long, however, it is better to omit the black block. You can use a simple font such as Museo ( Except for EL & BG use Myriad Pro Bold ), especially for large banners.

Hereunder a solution for a combination with the Keyword visuals for a stand.



Headlines in Museo 700 Fonts in different sizes to highlight some elements

Ray of light of the same colour as in the keyword visuals

**EURES:**  
milion  
internetowych  
ofert pracy  
każdego  
dnia

Zdobądź informacje

Mobilna młodzież  
Inicjatywa Unii Europejskiej

TU JEST PRACA  
W EUROPIE

<http://europa.eu/youthonthemove>

The colours of the headline can be inspired by the colours of the letters

In this case it is important to respect a good balance of colours

Here on the left are some of the colours used in the keywords

# Adapting the campaign to different media

## Powerpoint

Title in Trebuchets  
size: Max 48



Subtitle in Trebuchets  
size: Max 32

## Leaflet

**The EU's instruments supporting learning mobility**

- Comenius**  
Education at school
- Youth in Action**  
Learning activities outside school
- Leonardo da Vinci**  
Vocational education and training
- Erasmus**  
Higher education in Europe
- Erasmus Mundus**  
Student mobility worldwide
- Erasmus for young entrepreneurs**  
Mobility of young businessmen and women
- Marie Curie Actions**  
Opportunities for research careers
- European Social Fund**  
Support for education and jobs creation
- EURES**  
Information on jobs and learning opportunities

**Every year the EU supports around 400,000 citizens (students, teachers, researchers, trainers etc.) to learn and work abroad. Why not you?**

**More information**

- Youth on the Move  
► <http://europa.eu/youthonthemove>
- Youth Information  
► <http://europa.eu/youth>
- European Job Mobility Portal  
► <http://ec.europa.eu/eures>
- Help and advice on life, work and travel in the EU  
► <http://ec.europa.eu/youthonmove>
- European Commission: Education and Training  
► <http://ec.europa.eu/education>
- European Commission: Employment, Social Affairs and Inclusion  
► <http://ec.europa.eu/social>

**Contact**

**Why Youth on the Move?**

The EU has fixed the goal of developing an economy based on knowledge and innovation by the year 2020. Young people are vital to achieve this. Youth on the Move aims to increase their qualifications by raising the quality of education and training opportunities, and to improve their job prospects.

Jose Manuel Durão Barroso, President of the European Commission: "By 2020 all young people in Europe must have the possibility to spend a part of their educational pathway in other Member States."

Androulla Vassiliou, Commissioner for Education, Culture, Multilingualism and Youth: "Young people increasingly require higher qualifications and up-to-date skills for success in today's world. They need to be more adaptable and more mobile."

László Andor, Commissioner for Employment, Social Affairs and Inclusion: "Finding a job is what millions of young Europeans are most concerned about. Youth on the Move will improve support for them so that they can find a job, make a living and pursue their plans."

**Youth on the Move aims to**

- enhance the quality and attractiveness of higher education in Europe
- encourage higher levels of qualifications and skills
- give more opportunities to learn and get training abroad
- provide better job prospects for young people

**Top 10 actions of Youth on the Move**

- "Your first EURES job," providing advice, a job search engine and financial support to young jobseekers who want to work abroad, as well as to companies.
- A mobility scoreboard, to set benchmarks and measure progress in removing legal and technical obstacles to learning mobility.
- Creation of a European student lending facility to support students who wish to study or train abroad.
- A multi-dimensional global university ranking system to provide a more complete and realistic picture of higher education performance than existing rankings.
- Development of a Youth on the Move card, which would provide benefits and discounts for young people.
- European Vacancy Monitor to provide an intelligence system tracking labour market demand across Europe for jobseekers and employment advisers.
- European Progress Micro-finance Facility to provide financial support to help young entrepreneurs set up or develop their businesses.
- Youth guarantee to ensure all young people are in a job, training or work experience within four months of leaving school.
- European skills passport, based on Europass (the European online CV), to allow skills to be recorded in a transparent and comparable way.
- Creation of a dedicated Youth on the Move website, to provide a single point of access to information about opportunities to study or gain work experience abroad.

**By 2020 the number of early school leavers should fall from 15 to 10%. 40% of young people should attain a university degree compared to 33% today.**



# Adapting the campaign for an Event

## BADGE



## FOLDER



## PROGRAMME A4



## BANNER 300X120 CM





Poster 70X100 CM



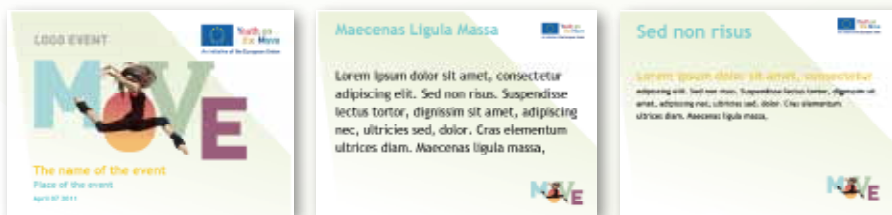
REGISTRATION PANELS



DECORATION PANNEL



Powerpoint



# Web Templates

Here are some examples of variations on the graphics for the web





# Promotional material

USB Key



CAP



PEN



T-shirt



# Graphic variations



# Vocational training



## Study abroad



## Work abroad



**EURES:**  
million  
internetowych  
ofert pracy  
każdego  
dnia





# Minimal use of the logo

In the future the logo could be used in a very sober and discreet way.  
The colour could be also very discreet



**Youth on  
the Move**

An initiative of the European Union



**Youth on the Move**  
[europa.eu/youthonthemove](http://europa.eu/youthonthemove)



**Youth on the Move**  
An initiative of the European Union

Youth on the move  
Graphic  
**DESIGN**  
User Guide