



***EUROPEAN  
YEAR OF  
YOUTH***

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***VISUAL  
GUIDELINES***

***February 2022***

# ***INTRO***

*These visual guidelines have been developed to help implement communication assets around the European Year of Youth.*

*The visual identity includes a logo (available in 28 languages and 7 formats) and a visual concept for the preparation of communication materials.*

*It aims to create a coherent campaign across the European Union, speaking with one recognisable voice.*

# ***SUMMARY***

**01** ***TYPOGRAPHY***

**02** ***COLOURS***

**03** ***VISUAL ELEMENTS***

**01**

**TYPOGRAPHY**

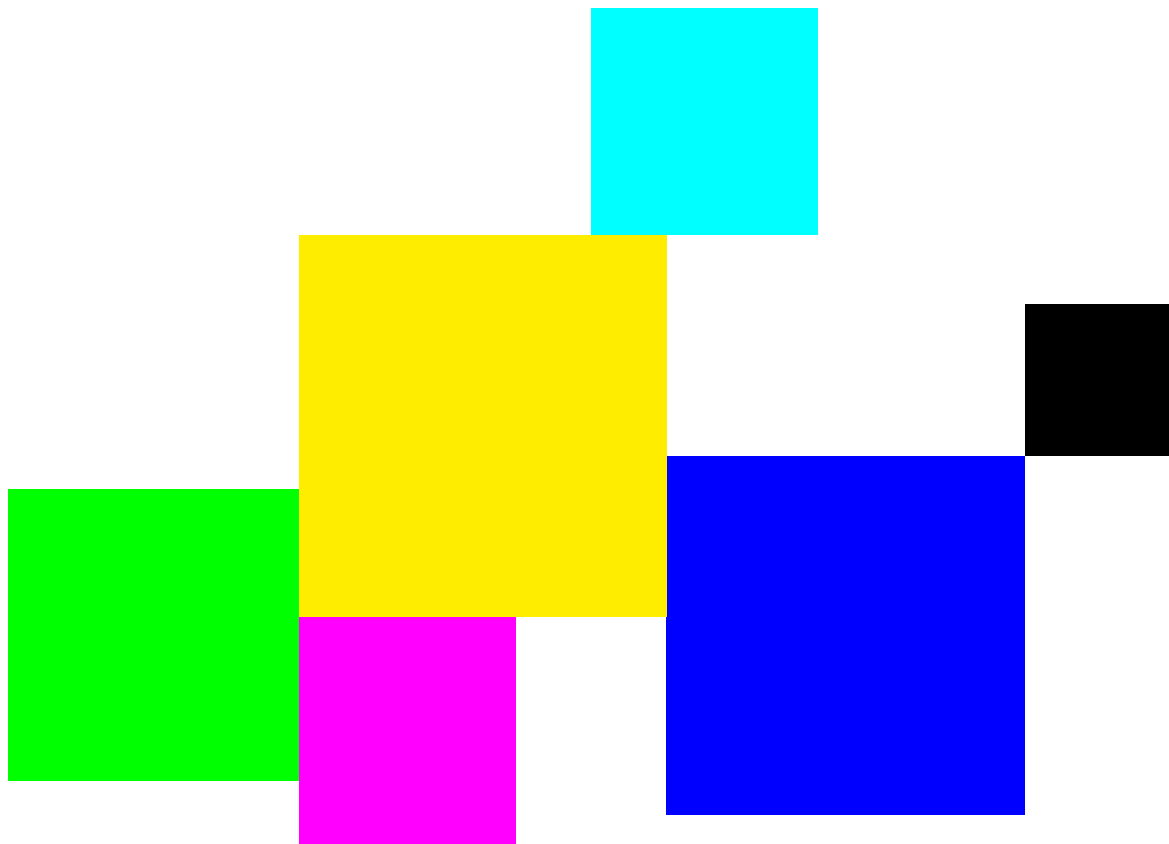
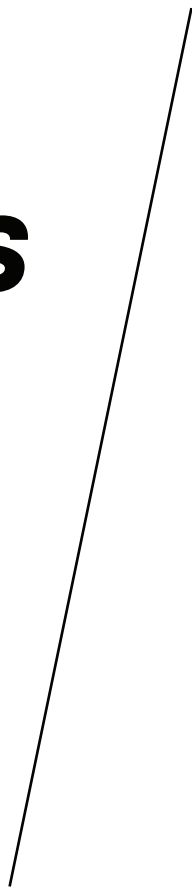
**A B C D**

**1 2 3 4 5**



# 02

**COLOURS**



# COLOURS

## PRIMARY COLOURS

*This is a digital colour scheme. There will be a clear colour difference in print as displayed below.*

### White

R255 G255 B255  
C0 M0 Y0 K0  
#ffffff



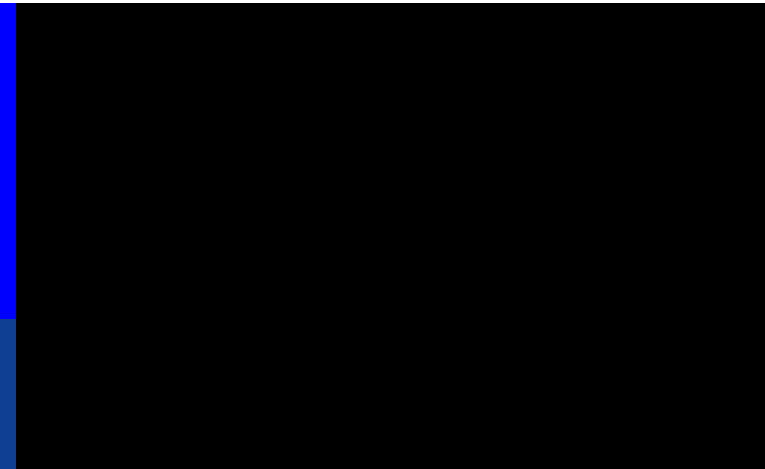
### NextGenEU Blue

R0 G0 B255  
C95 M75 Y0 K0  
#0000ff  
PANTONE 2728



### Black

R0 G0 B0  
C20 M30 Y40 K100  
C0 M0 Y0 K100  
#000000  
PANTONE black



# COLOURS

## SECONDARY COLOURS

*This is a digital colour scheme. There will be a clear colour difference in print as displayed below.*

### Green

R0 G255 B0  
C65 M0 Y100 K0  
#00ff00  
PANTONE 802 C



### Pink

R255 G0 B255  
C0 M100 Y0 K0  
#ff00ff  
PANTONE Rhod. Red C



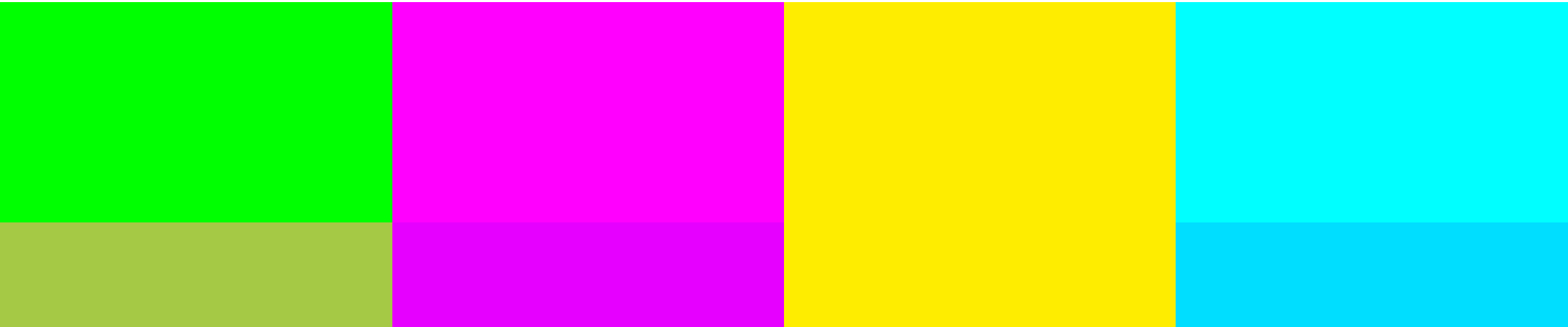
### Yellow

R255 G237 B0  
C5 M0 Y90 K0  
#ffed00  
PANTONE Process Yellow C



### Blue

R0 G255 B255  
C55 M0 Y15 K0  
#00ffff  
PANTONE 637 C





# COLOURS

## COLOUR USAGE

*The contrast between fore- and background colours must be high enough to ensure readability. Visitors who are colour blind or have difficulty reading, often cannot perceive colours well. A strong colour contrast makes it easier.*

*You also help other visitors, for example people who print a web page in grayscale or who try to consult a website in the sun.*



**DO**

**DO**

**DO**

**DO**

**DO**



**DON'T**

**DON'T**

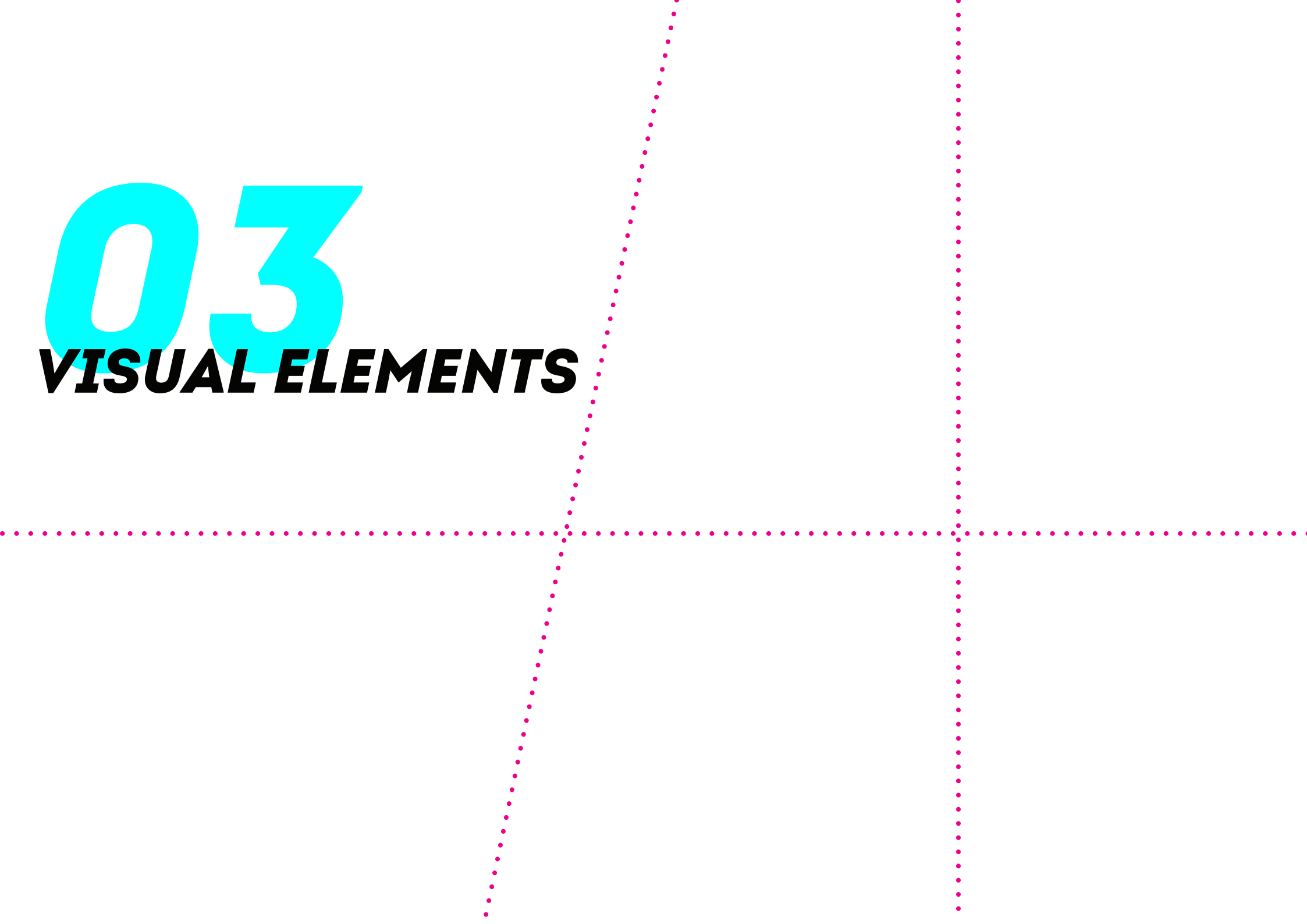
**DON'T**

**DON'T**

**DON'T**

**03**

***VISUAL ELEMENTS***



# EU EMBLEM SIZE

## Portrait format:

The width of the EU emblem is equal to 10% of the width of the document.\*

## Landscape format:

The width of the EU emblem is equal to 10% of the height of the document.\*

When used on a coloured background, put a white border around the rectangle, with the width of this being equal to one twenty-fifth of the height of the rectangle.



**THIS IMAGE IS A TEMPORARY PLACEHOLDER AND WILL BE REPLACED BY THE CAMPAIGN KEY VISUAL WHEN AVAILABLE.**

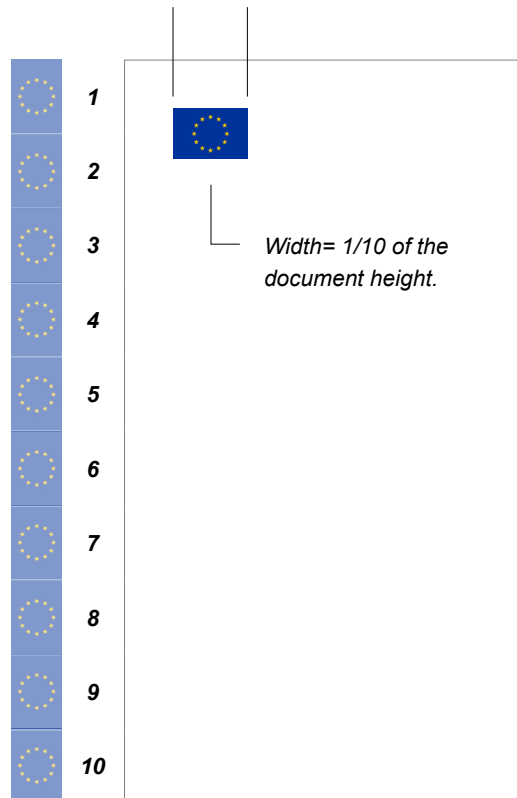


1 2 3 4 5 6 7 8 9 10



Width= 1/10 of the document width.

The minimum size of the EU emblem is 10 mm.



Width= 1/10 of the document height.

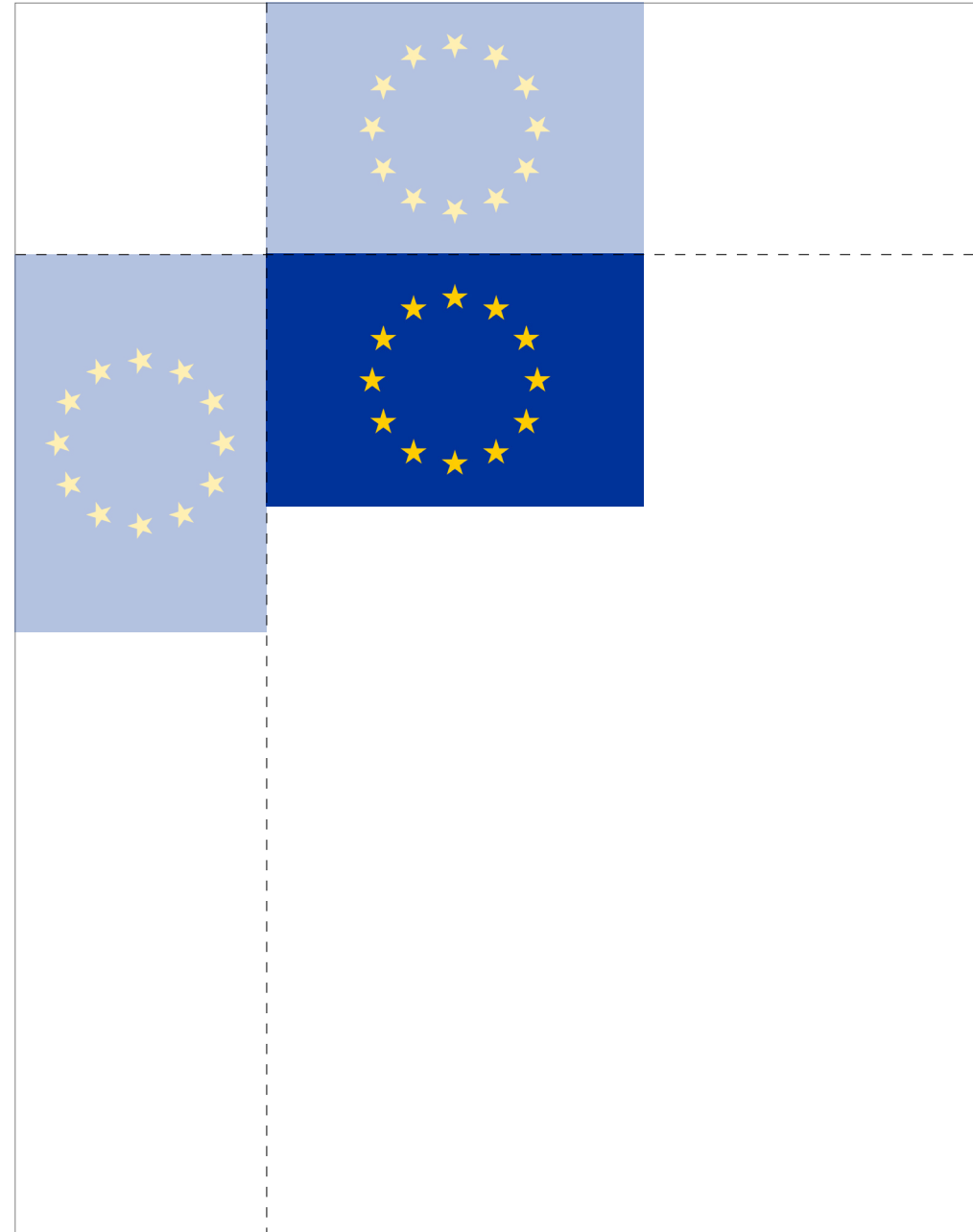
\*Exceptions can be made for very narrow formats.

# ***EU EMBLEM MARGINS & POSITION***

*In order to ensure maximum visibility of the EU emblem, a minimum amount of space around the emblem must be kept free of any text. This space is determined by adding the height of the emblem on each side.*

*The position of the emblem in print needs to be in the top left corner at all times.*

*The minimum size of the EU emblem is 10 mm.*



# EYY LOGO

The logo is available in all EU languages.

Some examples



**EL**



**NO**



**LV**



**IT**



**NL**



**PL**

# EYY LOGO SIZE

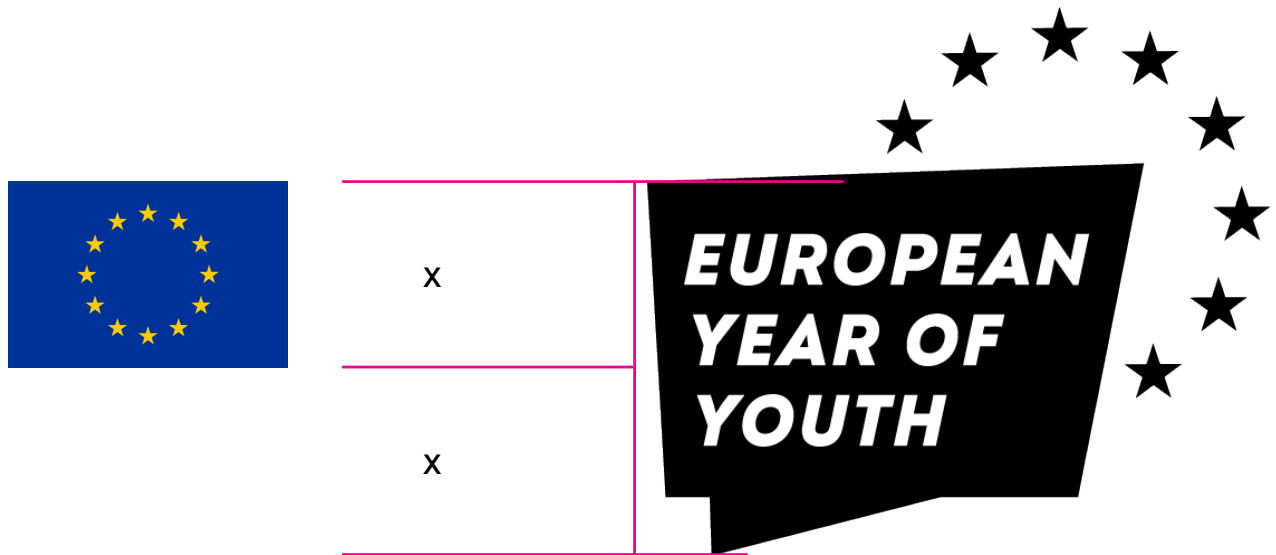
*The size of the logo is determined by the EU emblem.*

*The size of the EU emblem and the logo must always remain in proportion.*

*Height X is measured from the top left edge of the bubble to the bottom tip of the bubble.*

*The logo is equal to 200% of the height of the EU Emblem.*

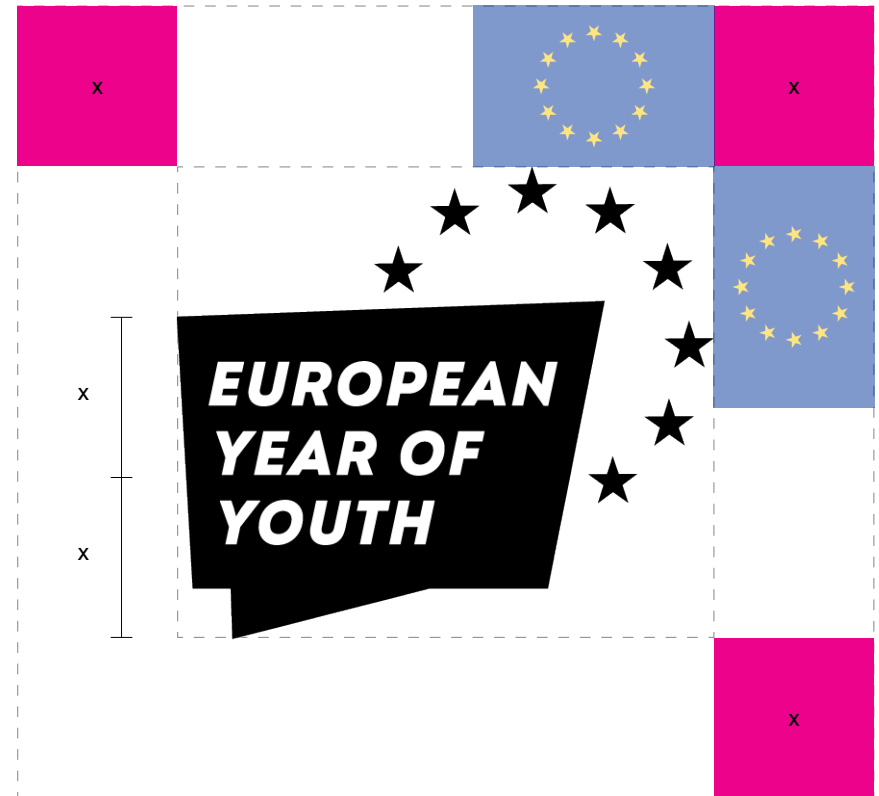
*The minimum size of the logo is 20 mm.*



# EYY LOGO MARGINS

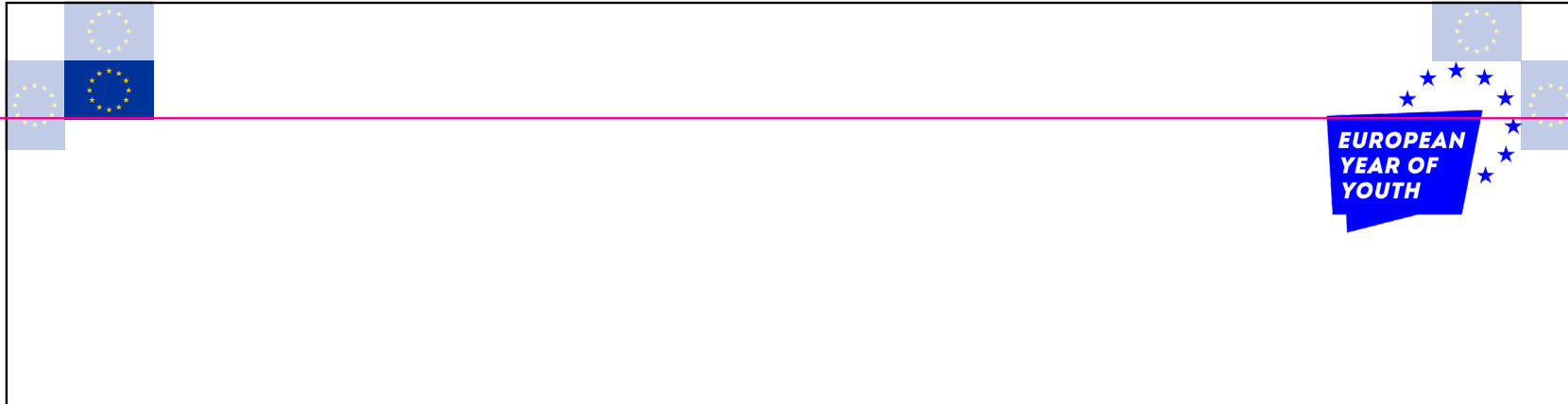
*In order to show the logo to its full advantage,  
a minimum amount of space around the logo  
must be kept free of any text.*

*This space is determined by adding the height of the emblem on each side.*



# ***EU EMBLEM AND EYY LOGO ALIGNMENT***

*The logo is generally positioned with the EU emblem in the lower half of the image. However, exceptions make the rule – so, in some cases, the combination of flag and logo may also be positioned in the upper half.*





# BUBBLE

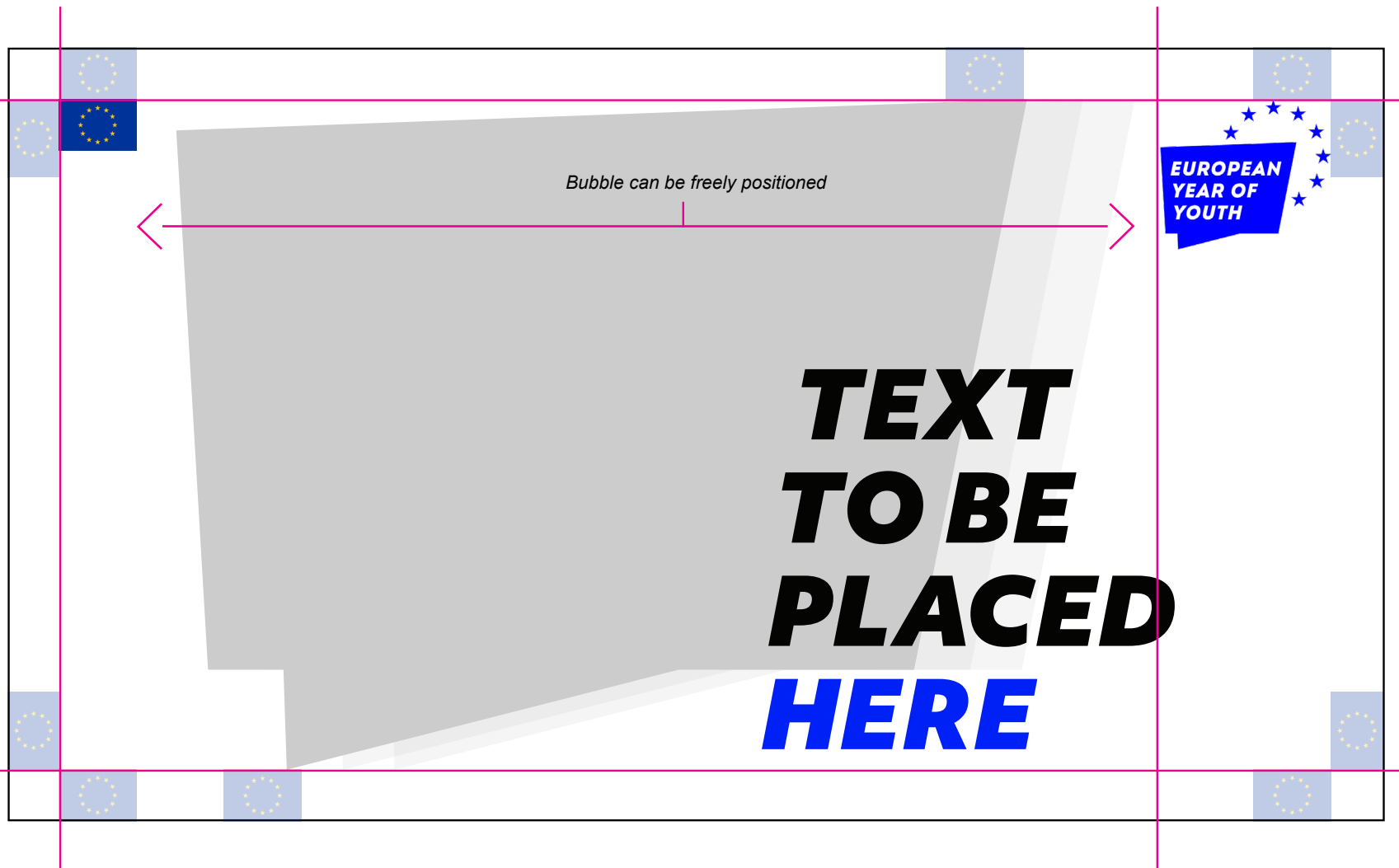
*The visual concept is to replicate the shape of the logo with a bubble-shaped overlay on the photo.  
The effect is created by taking a bubble-shaped cutaway of the selected image and placing it on top of the original photo (no transparency/changes in colour needed).*

*The bubble may be placed freely within the format.*

*The bubble must have a distance of one flag to the edge.*

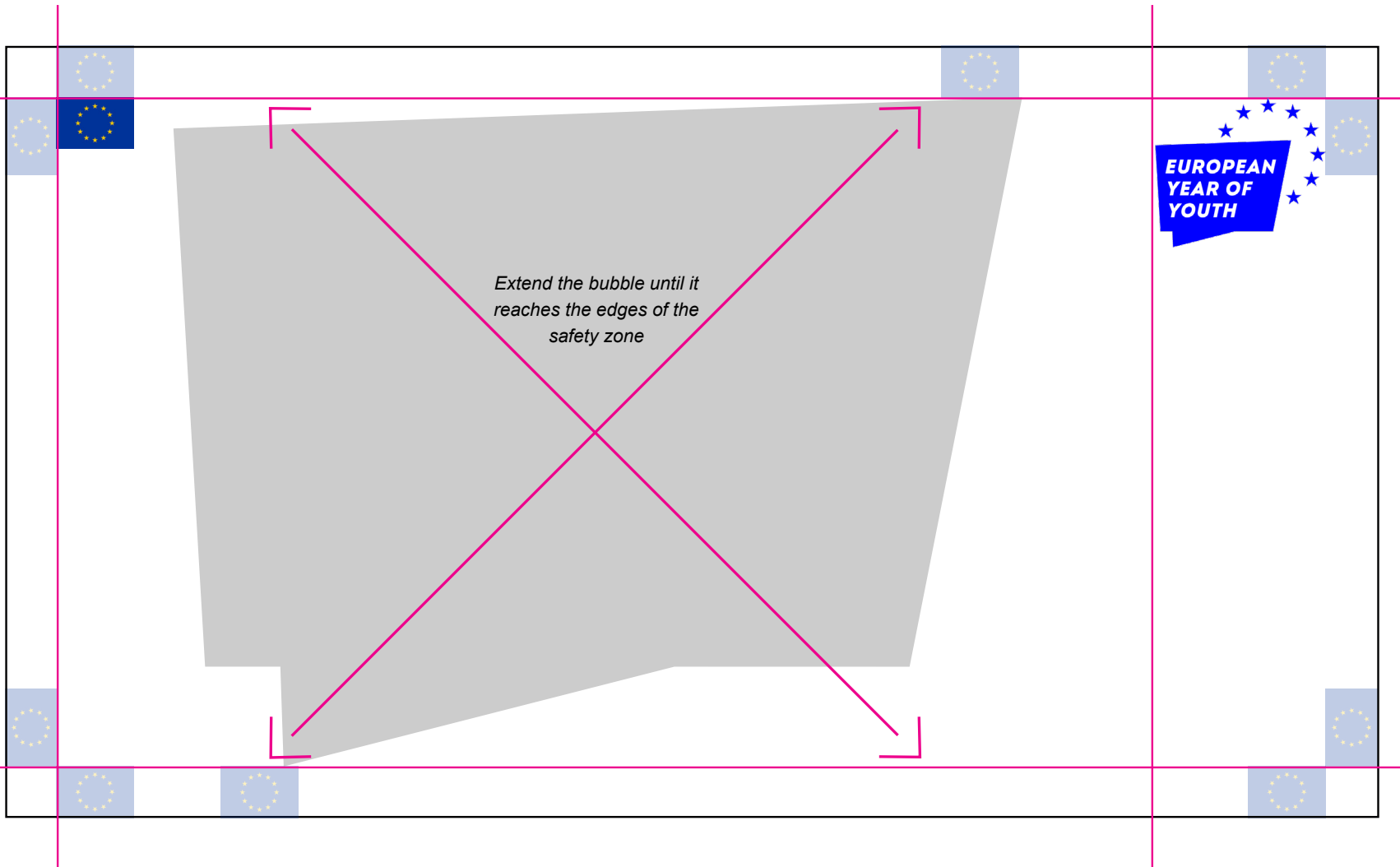
*This applies to both length and width, and is the same for both vertical and horizontal formats.*

*If the formats are too small or too narrow, such as a banner format, the layout can be built without.*



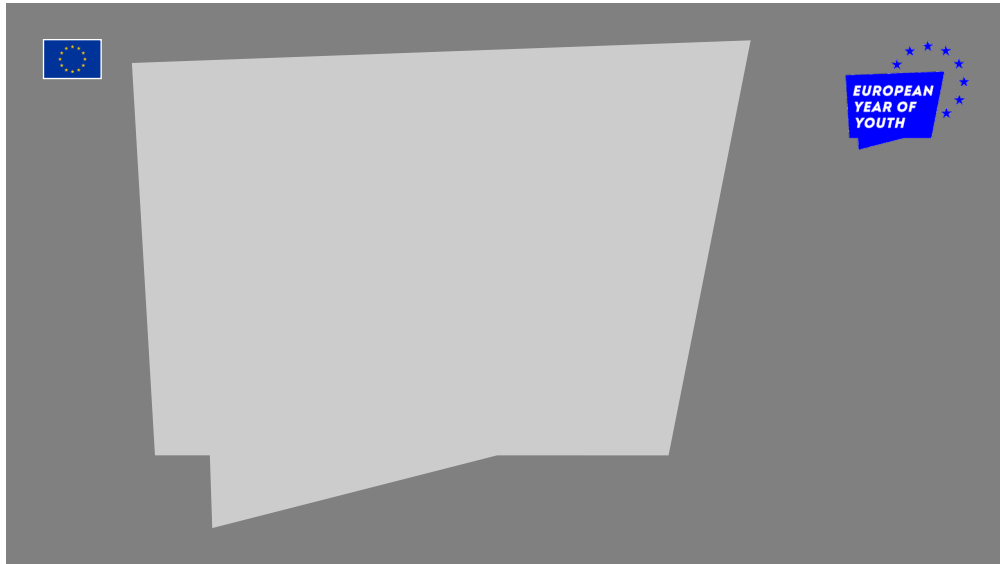
# BUBBLE

The bubble should be raised as far as possible to fill the format without exceeding the safety distance.



# BUBBLE IMAGE

The bubble contains only one image. Opacity is 100% and no effects.



**THIS IMAGE IS A TEMPORARY PLACEHOLDER AND WILL BE REPLACED BY THE CAMPAIGN KEY VISUAL WHEN AVAILABLE.**

# **BUBBLE ZOOM FACTOR**

*It is always necessary to zoom in on the picture in order to achieve the bubble effect and ensure good visibility.*

*The maximum zoom factor for the background image is 150% of the subject in the bubble.*

*The minimum zoom factor is 120%.*



# ZOOM FACTOR EXAMPLE

The maximum zoom factor for the background image is 150% of the subject in the bubble.  
The minimum zoom factor is 120%.



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# BUBBLE DONT'S



**THIS IMAGE IS A TEMPORARY  
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KEY VISUAL WHEN AVAILABLE.**

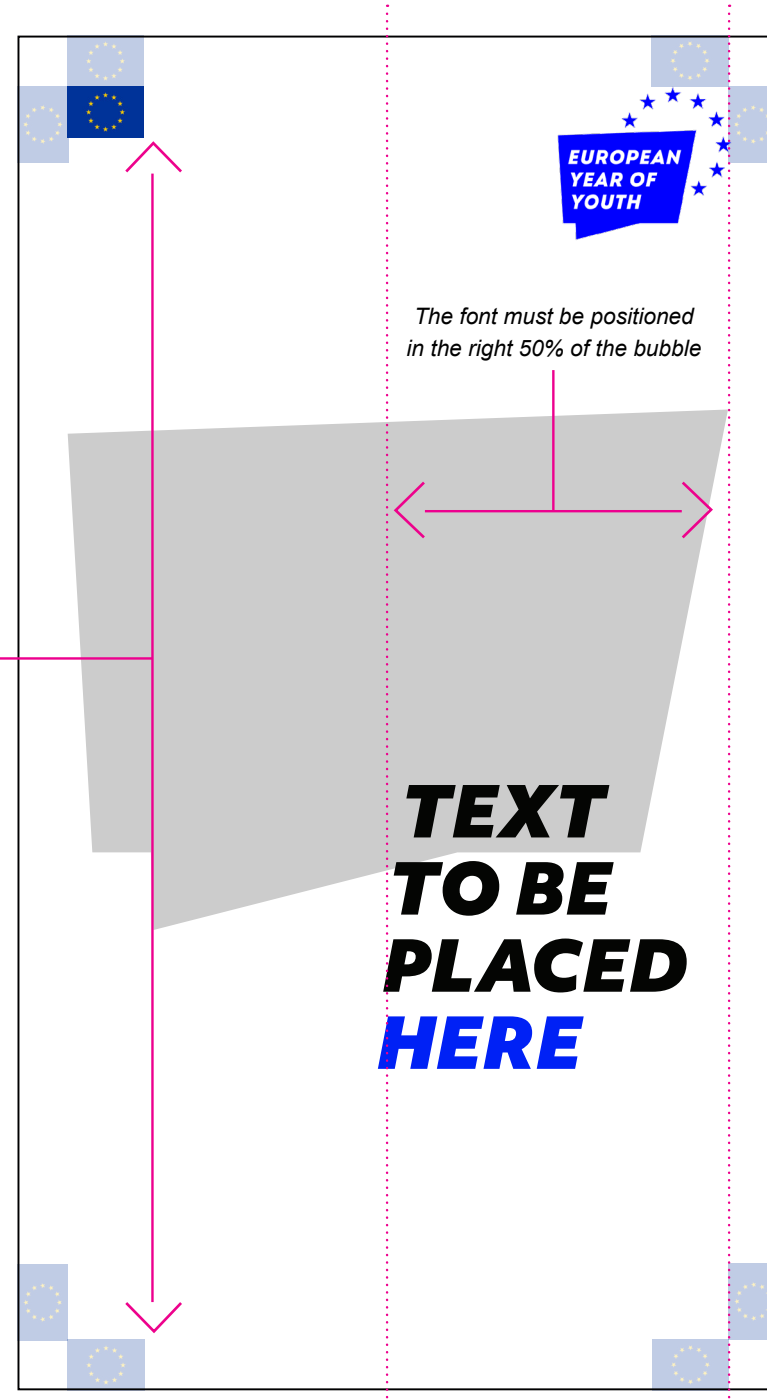
*Not enough contrast between the two images*

*The shape of the bubble cannot be rotated or distorted*

# BUBBLE POSITION - 9:16 FORMAT

*The bubble can be freely positioned vertically.  
The bubble must have a distance of one flag to the edge.  
This applies to both length and width.  
If the formats are too small, such as a banner format,  
the layout can be built without.*

*The bubble can be freely positioned vertically*



*The font must be positioned  
in the right 50% of the bubble*

**TEXT  
TO BE  
PLACED  
HERE**

# ***BUBBLE POSITION - 1:1 FORMAT***





# TEXT POSITION

*Text may be used as a graphic element.*

*When used, the text should overlap the bubble and be aligned to the shape of the bubble (which cannot be altered).*

*The text can be positioned freely, provided the safety margin is respected.*

*The colour of the most important word of the sentence should be the same as the EYY logo.*



# TEXT POSITION

*The font must be positioned  
in the right 50% of the bubble*



**TEXT  
TO BE  
PLACED  
HERE**

# ***TEXT SIZE***

*The text size should not be smaller than 1 EU emblem and no larger than 1.5 EU emblem.*

*The text size should not be smaller than one flag.*

*The line spacing is 45% of the selected font size.*

*While capital letters are preferred, in instances where there is a lot of body copy, lower case letters may also be used.*



# ***TEXT SIZE***

***TEXT  
TO BE  
PLACED  
HERE***



*Min. size of the EU emblem, and thus the font, is 10 mm.*

***TEXT  
TO BE  
PLACED  
HERE***



*Max. text size no larger than 1 1/2 emblems.*

# ***BUBBLE AND TEXT ARRANGEMENT***



*Use the same gradient as the right edge  
of the bubble for the text alignment.*

# ***TEXT POSITION WITHOUT BUBBLE***

*Text can be positioned freely  
in the layout*



***TEXT  
TO BE  
PLACED  
HERE***



# ***BUBBLE EXCEPTION***

*If the formats are too small, such as a banner format, the layout can be built up without the bubble.*



*Example layout without the bubble.*