EUROPEAN SOLIDARITY CORPS

GUIDELINES

SEPTEMBER 2018

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INTRODUCTION

Overview

This guide has been developed to help to implement communication activities aimed at young people and organisations and to create a well-known brand of the European Solidarity Corps.

In this guide you will find all key elements and guidance you need to develop a successful communication. It also provides answers to specific questions about using the proposed toolbox of assets. It aims to create a well-known brand across Europe and beyond, being recognisable for young people and organisations wishing to join the European Solidarity Corps.

On page 18, an appendix about templates and assets can be found, in case there would be a need to create communication elements locally. Any question regarding lay-outs can be emailed to eu-solidarity-corps@ec.europa.eu

Tone of Voice

The language is simple, human and easily accessible. The tone is optimistic but always realistic and objective. (e.g. Based on young people testimonials).

Three main elements

There should be a strong consistency across different communication tools when reference is made to the European Solidarity Corps.

This is achieved by:

- using the authorised name: European Solidarity Corps. The name has been officially translated (see page 4).
- using the three colours: EU blue, Cyan blue, Purple
- using the logo with the EU flag

You are invited to incorporate the three elements in your communication (poster, brochure, website, social media, event etc.). There are places specified.

The elements must be visible in their entirety without distorting or modifying their components. When the elements are used with other logos or text, make sure all the visuals have equal and balanced visual weight.

These guidelines give concrete examples and ideas on how to apply the European Solidarity Corps to different communication tools and products.

BASIC ELEMENTS: THE LOGO

The standard logo is the EU emblem with the name ESC aligned on the left.

Languages : Use the logo into the local language. They are available in 24 EU + 4 languages.

POSITIVE

BLACK (1 colour printing - e.g. goodies)

EU emblem

Administrative agreement with the Council of Europe reagrding the use of the European emblem by third parties (Official Journal of the European Union - 2012/C 271/04)

General principle

Any natural or legal person ('user') may use the European emblem or any of its elements, subject to the following conditions of use.

Conditions of use

The use of the European emblem and/or any of its elements is allowed, irrespective of whether the use is of a non-profit or commercial nature, unless:

- the use creates the incorrect impression or assumption that there is a connection between the user and any of the institutions, bodies, offices, agencies and organs of the European Union or the Council of Europe;
- the use leads the public to believe erroneously that the user benefits from the support, sponsorship, approval or consent of any of the institutions, bodies, offices, agencies and organs of the European Union or the Council of Europe;
- the use is in connection with any objective or activity which is incompatible with the aims and principles of the European Union or of the Council of Europe, or which would be otherwise unlawful.

Trade mark and related issues

The use of the European emblem in accordance with the conditions in the previous section does not mean consent to registration of the emblem or an imitation thereof as a trade mark or any other IP right. The European Commission and the Council of Europe will continue the monitoring of applications for registration of the European emblem or part thereof as (part of) IP rights, in accordance with the applicable legal provisions.

Legal responsibility

Any user that intends to use the European emblem or elements of it may do so on its own legal responsibility. The users will be liable for any abusive use and possible prejudice following from such use under the laws of the Member States or any third country applicable to them.

Right to pursue any abuse

The Commission reserves the right to pursue on its own initiative or on request by the Council of Europe:

- any use which does not comply with the conditions set out herein, or
- any use which the Commission or the Council of Europe deem abusive in the courts of the Member States or any third country.

BG

CS

DA

DE

EL

ES

ET

FI

FR

GA

HR

HU

IT

LT

LV

MT

NL

PL

PT

RO

SK

SL

SV

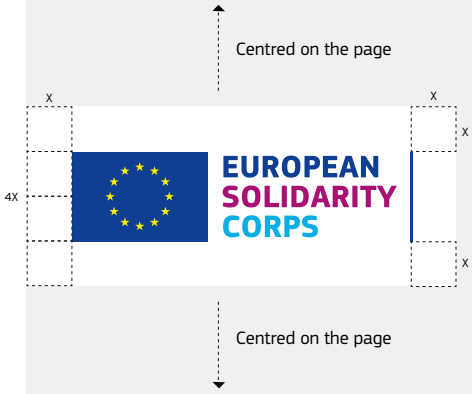
IC

MK

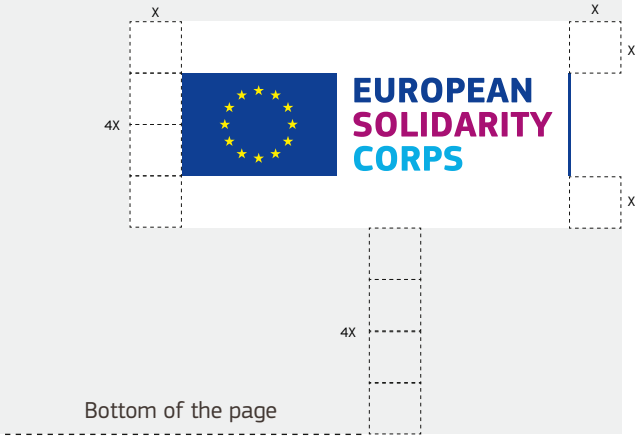
NO

TK

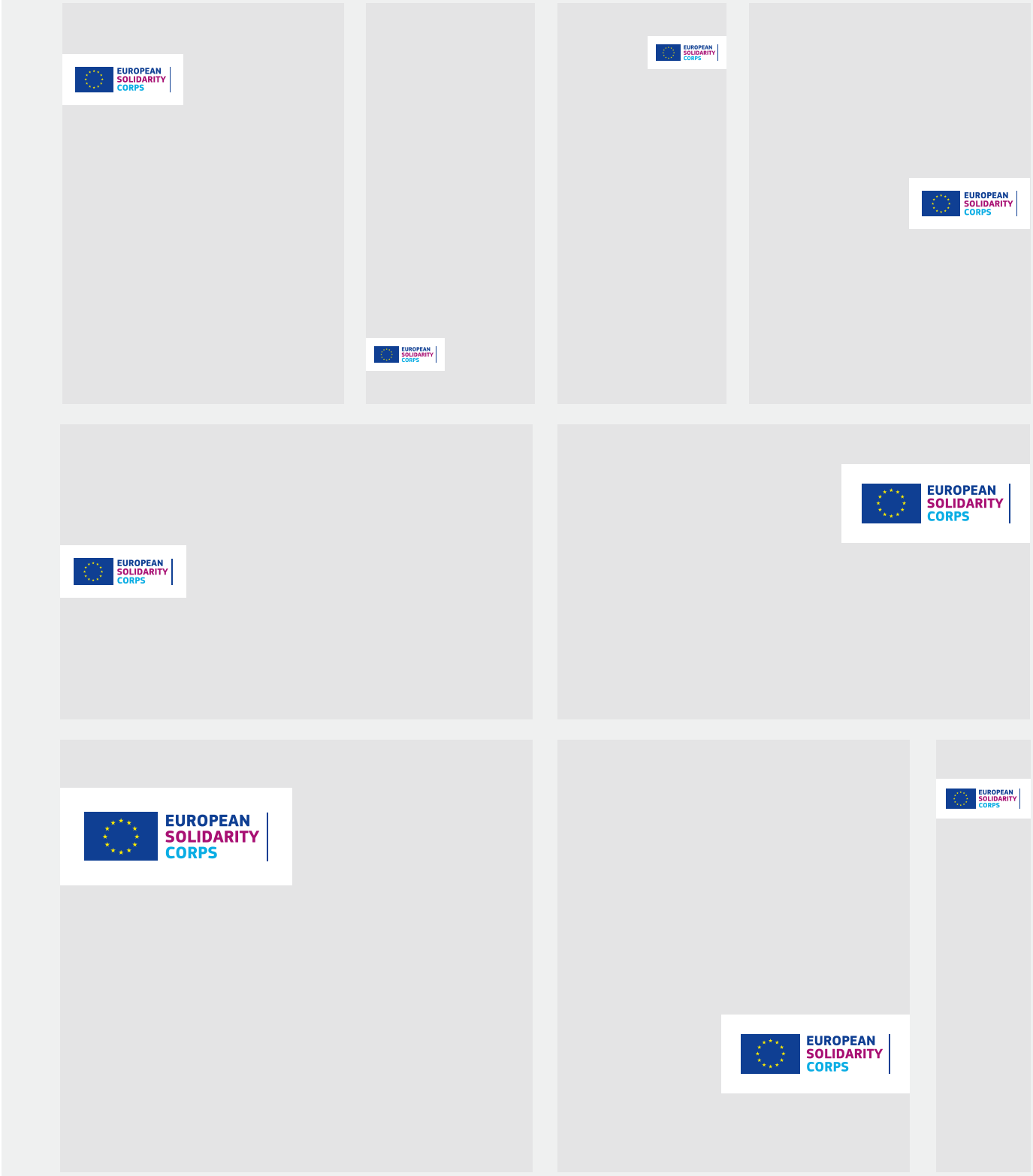
BASIC ELEMENTS: THE SIZE AND THE POSITION



- Minimum size of the EU emblem : 10 mm
- Always align the logo on **the left side** or on **the right side** of the page
- Use a **white box** behind the logo
- The **size of the white** box is defined by the size of the logo (see above)
- **Placement of the box** :
  - top: leave 2x or 4x above
  - centred
  - bottom: leave 2x or 4x below



EXAMPLES HOW TO PLACE THE LOGO



BASIC ELEMENTS: THE TYPEFACE

The typeface VERDANA should be used for the elements.

(availability of Verdana is 99.70% on Windows, 98.05% on Mac OS, and 67.91% on free operating systems like Linux. source: https://en.wikipedia.org/wiki/Verdana)

VERDANA REGULAR
ABCDEFG...
abcdefghij...
123456789...

VERDANA BOLD
ABCDEFG...
abcdefghij...
123456789...

VERDANA REGULAR ITALIC
ABCDEFG...
abcdefghij...
123456789...

CANTARELL BOLD ITALIQUE
ABCDEFG...
abcdefghij...
123456789...

TITLE: Verdana bold

BODY: Verdana regular

#: Verdana bold

BASIC ELEMENTS: THE COLOURS

C: 100	R: 21
M: 80	G: 65
Y: 0	B: 148
K: 0	

#154194

Pantone Reflex Blue

C: 36	R: 168
M: 100	G: 21
Y: 12	B: 115
K: 4	

#A81573

Pantone 7649 C

C: 72	R: 20
M: 10	G: 173
Y: 0	B: 229
K: 0	

#14ADE5

Pantone 299 C

Colours of the EU emblem

PANTONE REFLEX BLUE for the surface of the rectangle;

EU BLUE
C 100 M 80 Y 0 K 0
Pantone Reflex Blue
R 0 G 51 B 153
WEB: #00 33 99

PANTONE YELLOW for the stars.

EU YELLOW
C 0 M 0 Y 100 K 0
Pantone Yellow
R 225 G 204 B 0
WEB: #FF CC 00

BASIC ELEMENTS: IMAGES AND PHOTOGRAPHS

The images chosen to promote the European Solidarity Corps have as much impact as the use of the EU flag. The pictures illustrate volunteering activities, jobs and traineeships.

Some guidance on choosing images:

Pictures will have to tell the human side of each story, so opt for visual with a human presence. We aim to share inspiration in the photos as well as appear attractive and engaging.

Use real photographs as much as possible. Ensure you have all of the necessary rights / permissions / licenses to use the chosen images. You can use normal colored pictures in the background. You can also use one or two colors pictures using the colors of the logo.

European Commission provides pictures with an EU license. These images may be used only by the organisations in the frame of the European Solidarity Corps. Do not forget to add the credits. Mention in the file name.

The images must be customized with the #EUSOLIDARITYCORPS and the logo for any publication, both on paper and electronic media and especially for social media promotion.

Ensure you have added the **credits** for each chosen image.
For the pictures to download, the credits are available in the name of the file:
either © European Union, 2016 or © European Union, (year)_photographer

These images can be downloaded: https://europa.eu/youth/solidarity/communication

You can use normal colored pictures, in the background.

You can also use one or two colors pictures using the colors of the logo.

PRINT: PRINT ADS

For your print materials, follow the guidelines to ensure clean design, relevant visuals specific to the subject and correct use of the colour palette.

Body Copy

Use simple, human and concise language, explain the purpose of the European Solidarity Corps and the opportunities.
Illustrate with testimonials and inspiring experiences made by young people.

Website

It is absolutely essential to end the body copy with a call to action driving people to the website. Your are free to add the website of your National Agency
>> europe.eu/solidarity-corps

Portrait A4

1/2 portrait A4

Landscape A5

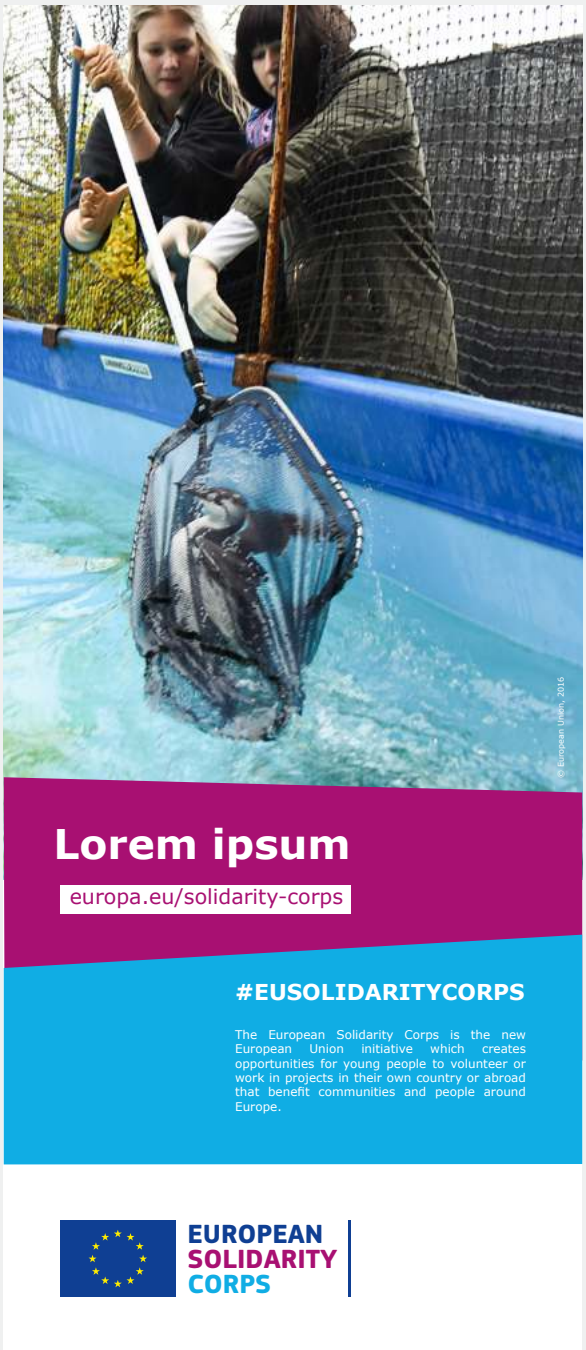
PRINT: POST-CARDS AND POSTER

Postcards

Posters A2

PRINT: ROLL-UP

Even for narrow skycraper or scroll format, you can adapt the look & feel to get your message across.



PRINT: GOODIES EXAMPLES

WEB: BANNERS EXAMPLES

Place a link to the European Solidarity Corps wherever and whenever appropriate.
The banners can be included on homepage or related web pages.

As no standards exist, to create your own banner Photoshop and PowerPoint matrices are available in the toolbox available here: https://europa.eu/youth/solidarity/communication

Landscape

Square

SOCIAL MEDIA: FACEBOOK - TWITTER

Facebook Profile - cover photo 851 x 315 px

Facebook Fan page - cover photo 820 x 312

Twitter Profile - cover photo 1500 x 500 px

CONTACT

FOR ADVICE AND SPECIFIC QUESTIONS, PLEASE CONTACT:

eu-solidarity-corps@ec.europa.eu

Files are downloadable on this page:
https://europa.eu/youth/solidarity/communication

DOWNLOAD FILE CONTENT

Logo (full color and black: formats AI, PDF, PNG, JPG for each language)

Print Ads (portrait A4
Post-cards (pdf)
Poster (portrait A2)
Roll-up (85x200 cm) (template indd/idml)

Web banner (Reps format jpg/ template psd 719 x 265 px // 342 x 272 px)
Backdrop (format 16:9)
Videos (mp4)

Facebook Profile cover (png + template psd)
Facebook Fan page cover (png + template psd)
Twitter Profile covers (available png + template psd)

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Directorate-General for Education, Youth, Sport and Culture
Directorate B - Youth Unit
B-1049 Brussels

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