YOUTH OFFER - EYE
ABRIDGED VISUAL IDENTITY GUIDELINES
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Guidelines and narrative
The EYE signature has been designed to respect the EP brand architecture whilst also containing a dynamic, youthful element that signals they are within the family of the youth offer.

This signature is made up of three different elements: the European Parliament mute logo and the name of the programme separated by a vertical line.

As part of the flexible system, the EYE signature has the option to include the year in vertical format after the letters to indicate the date of the event.
Signature

NEGATIVE

On dark backgrounds, the signature needs to be inverted. In this version the signature keeps the colours of the EU flag while the rest of the elements remain pure white.

As part of the flexible system, the EYE signature has the option to include the year in vertical format after the letters to indicate the date of the event.
The name has been adapted to create a signature:

European Youth Event
→ EYE

This new signature will be used as a shorthand to represent the programme in all interactions with citizens, to ensure a consistent portrayal of the new visual identity. However, the original programme name has not been formally changed, meaning that this longer, explanatory title can if needed be used in materials that are more formal or not aimed at citizens, as well as ensuring internal continuity within the Parliament. For example, in a press release the signature can read ‘EYE’ whilst in the body of the text the programme title can use first ‘EYE (European Youth Event)’, with the full title translated into any language, then continue using ‘EYE’ to ensure the event is clear in all languages.
**Signature**

**COLOUR PALETTE**

The full colour signature uses three different colours from the European Parliament logo (Reflex Blue, Yellow and Grey).

<table>
<thead>
<tr>
<th>Colour Palette</th>
<th>PMS:</th>
<th>CMYK:</th>
<th>RGB:</th>
<th>HEX:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reflex Blue</td>
<td>Pantone Reflex Blue</td>
<td>C=100, M=80, Y=0, K=0</td>
<td>R=12, G=77, B=162</td>
<td>#0C4DA2</td>
</tr>
<tr>
<td>Yellow</td>
<td>Pantone Yellow</td>
<td>C=0, M=0, Y=100, K=0</td>
<td>R=255, G=242, B=0</td>
<td>#FFE200</td>
</tr>
<tr>
<td>Grey</td>
<td>Pantone 430</td>
<td>C=10, M=0, Y=0, K=55</td>
<td>R=122, G=134, B=142</td>
<td>#7A868E</td>
</tr>
</tbody>
</table>
Signature

One Colour

For screen printing or for printing in a limited number of colours to keep the cost down, the signature has also been developed in one colour versions, using black or Reflex Blue ink.

There are two versions, one with 100% inking for all elements and another with 100% inking for the EU flag and a 55% tint of the colour for the hemicycle and the name.

Whenever possible, it is recommended to use the two-tone version both in black or in Reflex Blue ink.

On dark backgrounds the logo needs to be inverted using pure white.
The signature has been designed on the basis of certain rules of proportion which need to be obeyed at all times.

The basic unit of clear space surrounding the signature is half of the width of the EU flag.

The size of the clear space is variable and relative to the logo size. The signature should always be surrounded by clear space, which will ensure that its characteristics will be preserved.

The rule of clear space applies to the area between the signature and other elements as well as to the distance between the signature and the margin of the document.

Exceptions are permitted in web design and mobile application design.

The minimum signature size is determined with reference to the width of the EU flag. This cannot be smaller than 4 mm to ensure readability.

The position of the signature on the visual is not predefined to ensure adaptability for different assets.
Social media avatars are in mainly square or circle formats. A specific format has been developed for social media accounts. This format can also be used for specific squares or vertical visuals if needed for design considerations.
Photography

General Tone

Images should feel as authentic and human as possible, capturing the lives of young people in Europe today. These images should feel familiar to the audience – we want them to relate to what they see.

The content is extremely important. We are portraying a young person: their eyes, not their branded sunglasses; their genuine smiles with friends, not their staged laughter; their spontaneity and personality, not action-shot poses.

Our images should always aim to reflect diversity and inclusivity.

YOUTH OFFER IMAGES ARE:

• Distinctive and eye-catching
• Natural and un-staged, in a real environment (i.e. sitting around a kitchen table)
• Can be from an innovative perspective (i.e. a selfie)

YOUTH OFFER IMAGES ARE NOT:

• Obviously staged or posed (i.e. thumbs up, standing in a perfect circle around the camera)
• clichéd or unrealistic (i.e. people who look like fashion models)
• Overtly political banners/flags

Use photography to complement your text, not to repeat it.

Technical quality is also important. Are the important parts of the image exposed? Have you considered cropping the image to change emphasis?

The Parliament is creating an image bank of previously approved images in order to create an ever-widening collection for reference and use in the future.

Any image purchased within the offer will be put into this image bank.
Photography

USE OF PARLIAMENT IMAGES

Where possible, communication uses real images from the EYE and are matched to relevant content in the text. They are genuine and authentic, capturing the energy and essence of the moment depicted and giving an insight into the reality of the event.

The main component of the image is always the young people, not inanimate objects like buildings, flags or signs.

The EP needs to own the rights to use and copy these images. If someone in the image is recognisable, we need to have their agreement.
**Overview**

The EYE colour palette has nine colours that are carefully chosen to be bold, warm and timeless, working harmoniously with each other in every situation.

Our leading colour is the 'youth offer yellow'. This is the preferred colour to be used as it is youthful, dynamic and references the stars on the EU flag. This yellow is completed with the secondary seven colours and the neutral black. The neutral black can be used for text that rests over the other colours.

This palette can be used in a monochromatic scheme meaning their tints and tones can be changed to answer specific needs (contrast issue, subdued background, coloured text, etc.)

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**Lead colour**

<table>
<thead>
<tr>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>7406</td>
<td>C=4 M=20 Y=94 K=0</td>
<td>R=247 G=201 B=8</td>
<td>#FFC908</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Colour</th>
<th>Tint (%)</th>
<th>Tone (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth offer yellow</td>
<td>20% #fff4ce</td>
<td>40% #fcea9c</td>
</tr>
</tbody>
</table>

**Neutral/ Text**

<table>
<thead>
<tr>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>C=0 M=0 Y=0 K=100</td>
<td>R=0 G=0 B=0</td>
<td>#000000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Colour</th>
<th>Tint (%)</th>
<th>Tone (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>20% #cccccc</td>
<td>40% #999999</td>
</tr>
</tbody>
</table>

**Secondary colours**

<table>
<thead>
<tr>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>2192</td>
<td>C=73 M=29 Y=0 K=0</td>
<td>R=0 G=156 B=240</td>
<td>#009CF0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Colour</th>
<th>Tint (%)</th>
<th>Tone (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>C02</td>
<td>20% #ccebfc</td>
<td>40% #990a79</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>178</td>
<td>C=0 M=73 Y=68 K=0</td>
<td>R=255 G=96 B=71</td>
<td>#FF6047</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Colour</th>
<th>Tint (%)</th>
<th>Tone (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>C01</td>
<td>20% #ff60c</td>
<td>40% #ff60c9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>2339</td>
<td>C=64 M=0 Y=64 K=0</td>
<td>R=0 G=235 B=142</td>
<td>#00E8BE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Colour</th>
<th>Tint (%)</th>
<th>Tone (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>C04</td>
<td>20% #ccbe9</td>
<td>40% #9f76a2</td>
</tr>
</tbody>
</table>

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(1) Can be used for text on white background and inversely
Colour palette

Foreground text needs to have sufficient contrast in relation to background colours in order to meet accessibility requirements. This includes text on images, background gradients, buttons and other elements. This does not apply to logos or incidental text that happens to appear in a visual.

Contrast ratios can be tested on webaim.org/resources/contrastchecker.

This page shows black or white text that can be used on coloured backgrounds from a contrast and accessibility perspective.

This doesn’t concern the signatures as text that is part of a logo or brand name has no minimum contrast requirement. Consequently, the logotype can be used in its positive or negative version with consideration of visibility and aesthetic concerns.
**Colour palette**

**COLOUR USES**

Please limit colour use to the main yellow and 3 other colours (+ their respective tints). This excludes white, black & grey, as these are neutral colours.

This doesn't include infographics or other visuals where colours are conveying information.
# Typography

## Primary Fonts

Europea typeface is a sans serif font. The geometric shapes in the typeface represent the accessible, inclusive and connective nature of the European Parliament, while the humanist elements add a touch of warmth, elegance and approachability to the font.

The relaxed proportions based on the circle bring a sense of harmony and balance to the typeface. With four subfamilies and a range of weights, the typeface is versatile enough to be used in a wide range of situations, from body copy and headlines to print materials and social media posts.

Arial has been selected as a native system font that serves as a substitute when Europea has not been installed on a user’s computer. It becomes a necessary alternative when working with various software that uses Microsoft’s default system fonts.

Collaborators in the organisation of the EYE can request the files to brandsupport@ep.europa.eu and eye@ep.europa.eu.

<table>
<thead>
<tr>
<th>Europea</th>
<th>Arial</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Light</strong></td>
<td><strong>Regular</strong></td>
</tr>
<tr>
<td><strong>Light italic</strong></td>
<td><strong>Italic</strong></td>
</tr>
<tr>
<td><strong>Regular</strong></td>
<td><strong>Bold</strong></td>
</tr>
<tr>
<td><strong>Italic</strong></td>
<td><strong>Bold italic</strong></td>
</tr>
<tr>
<td><strong>Semibold</strong></td>
<td><strong>Narrow</strong></td>
</tr>
<tr>
<td><strong>Semibold italic</strong></td>
<td><strong>Narrow Italic</strong></td>
</tr>
<tr>
<td><strong>Bold</strong></td>
<td><strong>Narrow Bold</strong></td>
</tr>
<tr>
<td><strong>Bold italic</strong></td>
<td><strong>Narrow Bold italic</strong></td>
</tr>
</tbody>
</table>
Typography

A specific typographic layout has been designed for headlines within the youth offer. This conveys energy, power and youthfulness whilst remaining adaptable and is easy to use.

Highlight - Coloured frame
Margins - Font size/3
Frame colour - Colour palette or white when on a coloured background
Text colour - Black (≥ 90%)
No white text
Typography - Europea Narrow bold italic
Case – Uppercase

Colour background - white frame

Picture background - colour or white frame
Typography

Text colour – Black (≥ 90%) or white if on a dark picture background.
Typography – Europea Narrow bold italic
Case – Uppercase
Image background – Text must be sufficiently contrasted with the image.
Typography

**MIXED HEADLINE**

Highlight – Coloured frame
Margins – Font size/3
Frame colour – Colour palette or white when on a coloured background
Text colour – Black (≥ 90%) or white if on a dark picture background.
Typography – Europea Narrow bold italic
Case – Uppercase
Image background – Text must be sufficiently contrasted with the image.

**LEAD**

**LOREM IPSUM**

**LOREM IPSUM**

**SUBTITLE**

Colour background – no frame

Picture background – black (≥ 90%) or white text
Typography

**DO'S AND DON'TS**

The typographic layout was designed with certain rules and with careful consideration regarding colours, typeface and accessibility. To preserve its integrity, modifying the typography is not permitted.

**DO's**

**LOREM IPSUM**

- Write in black (≥ 90%) with coloured background/highlight

**LOREM IPSUM**

- Use only the colours from the palette

**LOREM IPSUM**

- Don't use another colour outside the palette

**DON'Ts**

**LOREM IPSUM**

- Don't write in white with coloured highlight

**LOREM IPSUM**

- Don't write in one of the palette colour with coloured background/highlight

**LOREM IPSUM**

- Don't use the palette colours in a gradient
Typography

DO’S AND DON’TS

The typographic layout was designed with certain rules and with careful consideration regarding colours, typeface and accessibility. To preserve its integrity, modifying the typography is not permitted.

**Do’s**

- Use **Europea Narrow bold italic** for headlines
- Use the secondary headline only when the contrast is sufficient

**Don’ts**

- Don’t use another style or weight (extended, bold,...) for headlines
- Don’t use another typeface, only Europea.
- Don’t use the secondary headline with insufficient contrast
- Don’t use the secondary headline with too complex pictures
Typography

Titles and Body of Text

Besides headlines, text layouts can be designed within the EP guidelines.

Titles - Europea Narrow bold italic
is preferred but not mandatory

Body - Full europea family

Case - Lowercase or uppercase
Accessibility

As a public sector organisation, the European Parliament looks to ensure equal access to information for all users, with or without disabilities, regardless of the device or software they are using and the environment they are working in so that they can use the information, services and tools we provide.

Part of this work involves ensuring we meet the current standards for our products and content, including those listed in the EU web accessibility directive (Official Journal of the EU), which entered into force in December 2016.

For more info:
www.w3.org/TR/2018/REC-WCAG21-20180605

Font size should be readable and hierarchy of information should be clear

Another visual mean of conveying information should always be added to colour codes
Accessibility

Contrasts

As a public sector organisation, the European Parliament looks to ensure equal access to information for all users, with or without disabilities, regardless of the device or software they are using and the environment they are working in so that they can use the information, services and tools we provide.

Part of this work involves ensuring we meet the current standards for our products and content, including those listed in the EU web accessibility directive (Official Journal of the EU), which entered into force in December 2016.

For more info:
www.w3.org/TR/2018/REC-WCAG21-20180605

When text is on solid colour: contrast should be tested (webaim.org/resources/contrastchecker)

When text is on picture: use a transparent gradient to ameliorate contrast if needed
Narrative

TONE OF VOICE

Young people will engage with or be motivated by text that is immediately easy to read and understand, and that offers them something they want or are interested in. Young people come to our offer with varying degrees of knowledge and with different perceptions of what the Parliament is, and it is important that we approach them with no pre-conceptions on our side and do not presume what they want from us or know about us. If this isn’t followed, we risk damaging their perception of the Parliament and switching them off to our activities. The four headings below capture our tone of voice when interacting with young people.

WE ARE RELATABLE
- This means: using language that young people understand and digest, giving agency to the reader and talking directly to them as equals, being excited to share opportunities with young people
- This does not mean: appearing distant and lofty, pre-supposing the reader has knowledge about the EU, using EU bubble jargon, technical terms or complex unnecessary detail beyond what readers need to know, using slang or overly informal language, trying to be funny or make jokes, being over-excited or over keen, playing up to stereotypes

WE ARE GENUINE
- This means: always emulating the brand identity of the Inclusive Decision Maker and remembering our core values and purpose as the Parliament
- This does not mean: denying our primary role as a legislative body or as the voice of Europe’s citizens and pretending to hold values or be someone we are not.

WE TAKE YOUNG PEOPLE SERIOUSLY
- This means: we respect young people, their intelligence and their viewpoints. We want to hear their ideas and include them in discussions about Europe and their democracy. We talk directly to them as equals and as the citizens and future voters they are, treating them as active members of our society
- This does not mean: talking down to young people or patronising them. It is not telling them what they want or should do, or as passive items to be ‘Europeanised’

WE PUT YOUNG PEOPLE FIRST
- This means: we always put first what young people want from the Parliament and shape our communication around their needs
- This doesn’t mean: we work from the position of what the Parliament thinks young people want – or what the Parliament wants young people to be (for example, thinking that all young people want most of all to ‘learn about the legislative process’ instead of ‘meet other people’).
Alongside retaining signature, the EYE has an individual narrative that sits within the wider narrative of the youth offer.

**EYE (EUROPEAN YOUTH EVENT)**

Join thousands of young people in the European Parliament in Strasbourg and online to share and shape your ideas on Europe's future. The EYE is a unique opportunity for 16 to 30 year olds to interact in-person and online, inspire each other and exchange their views with experts, activists, content creators and (EU) decision-makers, right in the heart of European democracy.

**WHAT’S IN IT FOR ME?**

- Visit to the European Parliament in Strasbourg
- Meet thousands of other young people
- Share your ideas and exchange your views on Europe’s future
- Learn more about how European democracy works
Local EYEs

Local EYEs are funded by the European Parliament and organised by third partners, who develop their own communication. The youth offer visual identity can be used either directly or as a reference.

We recommend using the EP logo. This logo should appear prominently.

In visuals, this logo will be accompanied by the tagline: ‘funded and supported by’.

When texts are included, the line “This project is co–financed by the European Parliament” will be added.

The logo graphic charter should always be respected: clear space area, minimum size, accessibility, colour palette and use of positive and negative versions as appropriate.

LOCAL EYES

Local EYEs bring the unique experience of the EYE (European Youth Event) to Europe’s cities and regions, offering young people across the continent the opportunity to meet other young people, inspire one another and exchange ideas with experts, activists and decision–makers.

Anyone between 16–30 years old can join the activities both in–person and online, discussing key issues and sharing ideas on the future of Europe.

Local EYEs are co–funded and supported by the European Parliament and are organised by youth organisations in order to bring Europe closer to young people, empowering them to become active citizens and to engage with the European Parliament.