

YOUTH OFFER - EYE

ABRIDGED VISUAL IDENTITY GUIDELINES



European Parliament

Contents

SIGNATURE 3

Positive
Negative
Flexible system
Colour palette
One colour
Clear space area and minimum size
Vertical

PHOTOGRAPHY 10

General tone
Use of Parliament images

COLOUR PALETTE 12

Overview
Contrast with text
Colour uses

TYPOGRAPHY 15

Primary fonts
Primary headline - highlight
Secondary headline - no highlight
Mixed headline
Do's and Don'ts
Titles and body of text

ACCESSIBILITY 22

Conveying information
Contrasts

NARRATIVE 24

Tone of voice
EYE (European Youth Event)

LOCAL EYES 26

Guidelines and narrative

Signature

POSITIVE

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.



Signature

FLEXIBLE SYSTEM

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.

EP logo and name as signature



EP logo and name as signature

The EYE (European Youth Event)

brings together thousands of young people in the European Parliament in Strasbourg and online to share and shape ideas on Europe's future.

Signature

COLOUR PALETTE

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



Signature colour palette



PMS: Pantone Reflex Blue
CMYK: C=100, M=80, Y=0, K=0
RGB: R=12, G=77, B=162
HEX: #0C4DA2



PMS: Pantone 430
CMYK: C=10, M=0, Y=0, K=55
RGB: R=122, G=134, B=142
HEX: #7A868E



PMS: Pantone Yellow
CMYK: C=0, M=0, Y=100, K=0
RGB: R=255, G=242, B=0
HEX: #FFF200

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.



1 colour black ■ K=100%



1 colour black ■ K=100%
■ K=55%



1 colour black ■ K=100%
□ White=100%



1 colour PMS ■ Reflex Blue=100%



1 colour PMS ■ Reflex Blue=100%
■ Reflex Blue=55%



1 colour PMS ■ Reflex Blue=100%
□ White=100%

Signature

CLEAR SPACE AREA AND MINIMUM SIZE

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.

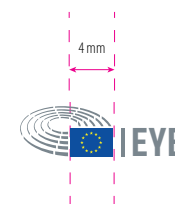
The minimum signature size is determined with reference to the width of the EU flag. This cannot be smaller than 4 mm to ensure readability.

The position of the signature on the visual is not predefined to ensure adaptability for different assets.

Clear space area



Minimum size



Signature

VERTICAL

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

To achieve this, image selection follows strict criteria:

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.



Colour palette

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.)





Lead colour

	Pantone	7406
	CMYK	C=4 M=20 Y=94 K=0
	RGB	R=247 G=201 B=8
	HEX	#F7C908


			
20%	40%	60%	Darker tone ⁽¹⁾
#fdf4ce	#fcea9c	#fadf6b	#8b7007





Neutral/ Text


	Pantone	Black
	CMYK	C=0 M=0 Y=0 K=100
	RGB	R=0 G=0 B=0
	HEX	#000000





			
20%	40%	60%	90%
#cccccc	#999999	#666666	#191919


Secondary colours





	Pantone	2192
	CMYK	C=73 M=29 Y=0 K=0
	RGB	R=0 G=156 B=240
	HEX	#009CF0


			
20%	40%	60%	Darker tone ⁽¹⁾
#ccebfc	#99d7f9	#66c3f6	#007cbf





	Pantone	2086
	CMYK	C=41 M=51 Y=0 K=0
	RGB	R=200 G=133 B=255
	HEX	#C885FF


			
20%	40%	60%	Darker tone ⁽¹⁾
#f4e7ff	#e9ceff	#e9ceff	#9e32fd





	Pantone	352
	CMYK	C=46 M=0 Y=63 K=0
	RGB	R=143 G=245 B=138
	HEX	#8FF58A


			
20%	40%	60%	Darker tone ⁽¹⁾
#e9fde8	#d2fbd0	#bcf9b9	#0b8a0d





	Pantone	178
	CMYK	C=0 M=73 Y=68 K=0
	RGB	R=255 G=96 B=71
	HEX	#FF6047


			
20%	40%	60%	Darker tone ⁽¹⁾
#ffdfda	#ffc0b6	#ffa091	#de2101





	Pantone	143
	CMYK	C=0 M=38 Y=94 K=0
	RGB	R=255 G=173 B=0
	HEX	#FFAD00

			
20%	40%	60%	Darker tone ⁽¹⁾
#ffeccc	#ffde99	#ffce66	#9d6c02

	Pantone	305
	CMYK	C=62 M=0 Y=4 K=0
	RGB	R=0 G=215 B=255
	HEX	#00D7FF

			
20%	40%	60%	Darker tone ⁽¹⁾
#ccf7ff	#99efff	#66e7ff	#00809a

	Pantone	2239 C
	CMYK	C=64 M=0 Y=64 K=0
	RGB	R=0 G=235 B=142
	HEX	#00EB8E

			
20%	40%	60%	Darker tone ⁽¹⁾
#ccfbe9	#99f7d2	#66f3bc	#008553

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

Colour palette

CONTRAST WITH TEXT

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.

Lead colour

Black Text (>90%)	White text
#F7C908	#8b7007
20%	
40%	
60%	

Secondary colours

Black Text (>90%)	White text
#009CF0	#007cbf
20%	
40%	
60%	

Black Text (>90%)	White text
#C885FF	#9e32fd
20%	
40%	
60%	

Black Text (>90%)	White text
#8FF58A	#0c8a0d
20%	
40%	
60%	

Black Text (>90%)	White text
#FF6047	#de2101
20%	
40%	
60%	

Black Text (>90%)	White text
#FFAD00	#9d6c02
20%	
40%	
60%	

Black Text (>90%)	White text
#00D7FF	#00809a
20%	
40%	
60%	

Black Text (>90%)	White text
#00EB8E	#008553
20%	
40%	
60%	

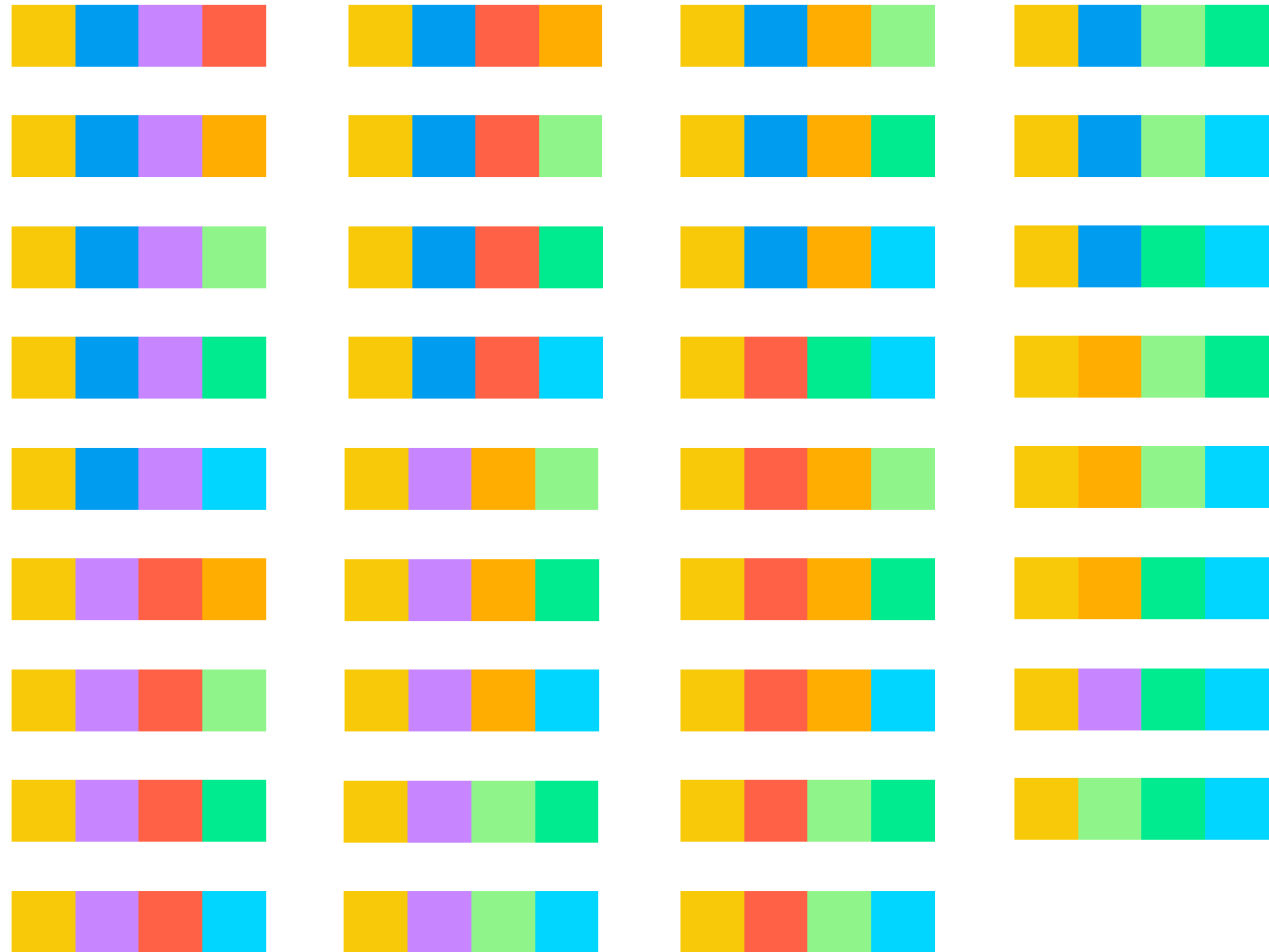
Colour palette

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.

Combinations



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.

Europea

Light

Light italic

Regular

Italic

Semibold

Semibold italic

Bold

Bold italic

Narrow Light

Narrow Light Italic

Narrow

Narrow Italic

Narrow Semibold

Narrow Semibold Italic

Narrow Bold

Narrow Bold Italic

Arial

Regular

Italic

Bold

Bold italic

Narrow

Narrow Italic

Narrow Bold

Narrow Bold italic

Typography

PRIMARY HEADLINE - HIGHLIGHT

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 ($\geq 90\%$)

No white text

Typography – Europa Narrow bold italic

Case – Uppercase



Colour background - white frame



Picture background - colour or white frame



Typography

SECONDARY HEADLINE - NO HIGHLIGHT

Text colour – Black ($\geq 90\%$) or white if on a dark picture background.

Typography – Europa Narrow bold italic

Case – Uppercase

Image background – Text must be sufficiently contrasted with the image.

LOREM IPSUM

Colour background - no frame



Picture background - black ($\geq 90\%$) or white text



Typography

MIXED HEADLINE

Highlight – Coloured frame

Margins – Font size/3

Frame colour – Colour palette or white when on a coloured background

Text colour – Black ($\geq 90\%$) or white if on a dark picture background.

Typography – Europa Narrow bold italic

Case – Uppercase

Image background – Text must be sufficiently contrasted with the image.

LEAD

LOREM IPSUM

Colour background - no frame

LEAD

LOREM IPSUM

LOREM IPSUM

SUBTITLE

Picture background - black ($\geq 90\%$) 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 it is not permitted.

Do's

LOREM IPSUM

Write in black ($\geq 90\%$) with coloured background/highlight

LOREM IPSUM

Use only the colours from the palette

Don'ts



LOREM IPSUM

Don't write in white with coloured highlight



LOREM IPSUM

Don't use another colour outside the palette



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 it is not permitted.

Do's



Use Europea Narrow bold italic for headlines

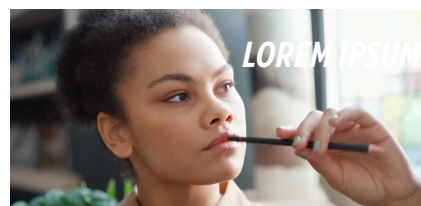


Use the secondary headline only when the contrast is sufficient

Don'ts



Don't use another style or weight (extended, bold,...) for headlines



Don't use the secondary headline with insufficient contrast



Don't use another typeface, only Europea.



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

Example

Lorem ipsum

Ecepu di ut aut experum lat iur

Ucil mo corioribus cum vollest mos dollis. Sequi blam volut laborpore volupta consecus dolutem ullesciis endi sum voluptbus, tesequi atiusci doloris acestem vellessi culles ent acestem vellessi culles ent. Temporep eriatur. Rae. Accus, odio. Et acestem vellessi culles ent aperihe ndipsunt laboreium que solum aut earchil intem eatus exerendis int, corecul pario. Itatem fugia coreria temped expedig indignatur, et quassen dionseria commolorum ut offictemolla seque volende voluptis aut offic tem volor molupta doluptatem vitiati orendit.

EMPOREP ERIATUR
RAE. ACCUS, ODI
ETUS ACESTEM
LUPTIORUM REM.
UT REPUDAE VENI
HIL LACERIB USAN
DAE SEQUISINT

Expelit aut maion nis volupti volupie nihiciatur magna debis maximetur, omnitibus rem. Ces volorehendi volores abo. Ut quatem iminusa nturit volo millis et ommolup idendis dem eost, sam quatur? Tem doluptatur modita se repudant mi, officit es iundit omnihilias ex eicimenda sum a cus, odit ut quos est verit ipit fuga. Itatur arum eos ma volorum vella quo dolupit quidescium quae nos sam dis seque non rere experem fugia volo consequod ut elendi aut omnit ea sit, senient vendipsaest ea as aut quam que venient deliquiam dollam, velia dolo exerupta nobissit ventione magnim ilignim aximet dolore, sectas quosandae. Volupid ut que nonsed ullaborem coribus.

Agnime andae porrum erfereperi ditio esecae nihitia ndebis essi quae is nienimo lorerum quiscil libusdan impore quas cuptasp ediorehent ex excea cum enimillupit lia as id quam qui aut re verumquam aut aut laborro connim et ima voluptaquia doluptur ut exerunt ionsed quamet expel et et laboribus ut exerunt ionsed quamet expel et et lab Pudam sit faceped mo volo odit, siminvellut unt.

Ribus ad quissent, samusda nus aut rehent eos ne ilit, est de nimperum idelent enissit emporum ut ipsa quibus et od maximodiscit dollenda veliquos pra quam, tet ape simporro blandigenis delendio. Aboruptatem facest quae qui sitatur mi, untus doluptatia con nam, voluptatia sundaernam rest volor suntet ea ipsuntem. Nem quam reptas con et omni cum abo. Ebit, simaxim enecatatur, quaeptio doluptibusam quam re so lore perum de volupta tioreperum ipsapiderum cusamus adio enimint ab ipsam qui ut volestota quibusapedi dolest, nossinctum repenam, qui ut voluptatur, nusam, suntis estibustem reperro imus exces neculpa rci et, sim eossunt iasperum aut quat porum.

VISITOR CENTER
European Parliament

Accessibility

CONVEYING INFORMATION

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.

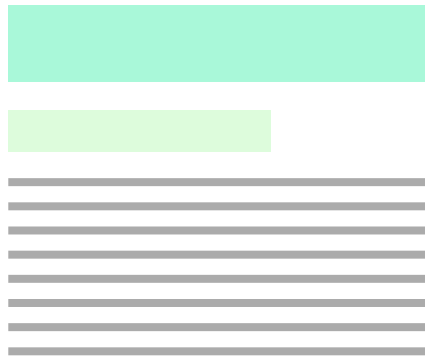
Part of this work involves ensuring we meet the current standards for our products and content, including those listed in the EU web accessibility directive (Official Journal of the EU), which entered into force in December 2016.

For more info:

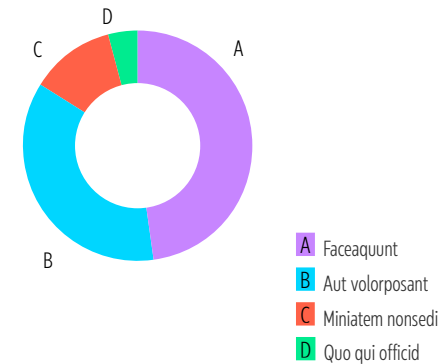
www.europarl.europa.eu/portal/en/accessibility

eur-lex.europa.eu/legal-content/en/TXT/?uri=CELEX:32016L2102

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.europarl.europa.eu/portal/en/accessibility

eur-lex.europa.eu/legal-content/en/TXT/?uri=CELEX:32016L2102

www.w3.org/TR/2018/REC-WCAG21-20180605

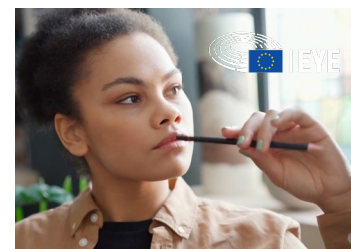


LOREM IPSUM

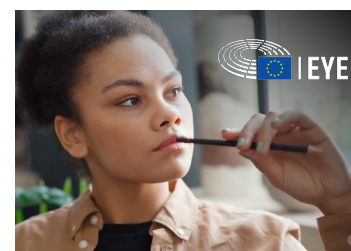


LOREM IPSUM

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

TO NE 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 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 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 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')

Narrative

EYE (EUROPEAN YOUTH EVENT)

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

GUIDELINES AND NARRATIVE

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.