



European
Commission

#DiscoverYourTalent



EUROPEAN VOCATIONAL SKILLS WEEK



2018 | Handbook

*Employment,
Social Affairs
and Inclusion*

Colour Palette

SINGLE



CMYK 0 50 100 0
RGB 243 146 0
HEX #f39200



CMYK 100 95 25 13
RGB 41 44 105
HEX #292c68



CMYK 85 50 0 0
RGB 29 113 184
HEX #1d70b7



CMYK 70 15 0 0
RGB 54 169 225
HEX #36a9e0



CMYK 35 100 35 10
RGB 163 25 91
HEX #a2195b



CMYK 0 95 20 20
RGB 196 27 98
HEX #c31b61



CMYK 15 100 90 10
RGB 190 22 34
HEX #be1621



CMYK 0 100 100 0
RGB 227 6 19
HEX #e30513



CMYK 90 30 95 30
RGB 0 102 51
HEX #006532



CMYK 50 0 100 0
RGB 149 193 31
HEX #95c11e



CMYK 0 48 100 0
RGB 244 150 0
HEX #f39600



CMYK 0 0 100 0
RGB 255 237 0
HEX #ffed00



CMYK 0 0 0 60
RGB 135 135 135
HEX #878786



CMYK 100 84 8 0
RGB 0 51 153
HEX #203c89

GRADIENTS



Typography

The EC Square Sans Pro font family should only be used by events organised or co-organised by the European Commission. Any events where the European Commission is not directly involved should use an alternative font. The EC Square Sans Pro can be used to promote the campaign around the week, but not specific events

Print publications: EC Square Sans Pro Light

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!"£\$%^&*()-+=|\<>?/

Web: Arial Regular

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!"£\$%^&*()-+=|\<>?/

Print publications: EC Square Sans Pro Medium

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"£\$%^&*()-+=|\<>?/

Web: Arial Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"£\$%^&*()-+=|\<>?/

Print publications: EC Square Sans Pro Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"£\$%^&*()-+=|\<>?/

Web: Verdana

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!"£\$%^&*()-+=|\<>?/

The visual style in detail

The visual style consists of the main branding elements of the campaign to promote European Vocational Skills Week 2018. It will be present across all communications and media, and you can also use the style elements in your promotional activities. This document explains how you should use the visual elements.

How will it work?

The visual style has three key elements, the campaign title bar, hashtag and coloured petal frames for the images. These can all be used independently or together.

THE CAMPAIGN TITLE

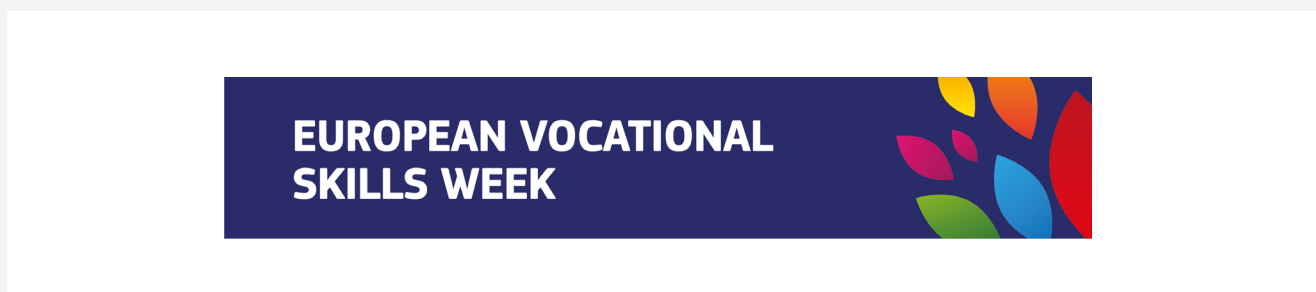
The campaign title for 2018 uses the petal arrangement from previous years, which has been cut into on the right hand side of the bar to create an identifiable graphic element.

HOW THE CAMPAIGN TITLE SHOULD BE USED

The campaign title bar has two colour variations to use, the white and dark blue.

There should be an exclusion zone around the bar of half the bar's height. This ensures that the campaign title can be clearly seen and avoids making designs look cluttered.

Main Campaign Bars - White and Blue



THE CAMPAIGN MESSAGE (HASHTAG)

The campaign message 'Discover Your Talent' is present in the hashtag, and should sit along the curved path which mimics the shape of the petal.

HOW THE HASHTAG SHOULD BE USED

The hashtag can be used in two ways: either accompanied by the curved line, shown below, or on its own in a straight line. The curved hashtag should be used either with the curved shape when used with the petal frame (shown below). In cases where the hashtag doesn't follow a petal shape, the hashtag should be displayed in a straight line.

#DiscoverYourTalent

Hashtag accompanied by curved line

#DiscoverYourTalent

Hashtag in a straight line

THE PETAL ARRANGEMENT FRAME

Select petal arrangements should be used to emphasize people in the images by placing them in large petals shapes, creating a frame around the main focus of the image.

The colour filter of the frame is an overlay, this can be created by either using the multiply effect in Adobe software or reducing the opacity to 80%. You can find out how to create this effect by following this tutorial: <https://helpx.adobe.com/uk/illustrator/using/transparency-blending-modes.html>.

HOW THE CAMPAIGN TITLE SHOULD BE USED

The coloured frames should be used to emphasis the main subjects of the image. There are four types of frame layouts but these can be adapted to fit the image subject, as long as the petal shape in the frame is kept intact, as seen below.

Image frames with coloured filters



The identity in practice

WEB BANNERS

Following the European Commission guidelines, the horizontal logo must either be positioned on the bottom right or top left of the artwork. When there is plenty of white space in the background of the image the coloured petals on the bar should be used. The coloured petal frame brings focus to the people in the photograph.

Photographs must be high-quality and reflect the target audience. The portraits should reflect real-life situations and settings. The characters should be happy, confident and reflect European Vocational Skills.



The identity in practice

POSTERS

The first poster shows the arrangement of the bar, colourized frame and hashtag used together.

As per the second option when there is a lot of flat colours such as the grey and orange, the white bar with the coloured petals should be used.

The '#DiscoverYourTalent' is the main hashtag for the campaign. When adding other hashtags to the artwork they should be smaller and less prominent than 'DiscoverYourTalent'. The additional hashtags should be placed in areas of the artwork which don't interfere with the European Commission logo or any photos.



