



European  
Commission

#DiscoverYourTalent



#EUVocationalSkills

# EUROPEAN VOCATIONAL SKILLS WEEK



2019



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 Arial font family should be used for all promotional material for events that **are not** organised/co-organised by the European Commission. There are three types of Arial font weights and each has a specific use:

- Arial Regular: All body text
- Arial Bold: Any key information that needs to be highlighted
- Arial Black: All titles

The EC Square Sans Pro font family should only be used for promotional material for events that **are** organised/co-organised by the European Commission. There are four types of EC Square Sans Pro font weights and each has a specific use:

- EC Square Sans Pro Light and Regular: All body text
- EC Square Sans Pro Medium: Any key information that needs to be highlighted
- EC Square Sans Pro Bold: All titles

For promotional materials created using programmes from the Microsoft Office Suite such as Word or PowerPoint, Arial should be used even if the materials are produced for events that are organised/co-organised by the European Commission.

### PROMOTIONAL MATERIALS FOR EVENTS THAT ARE NOT ORGANISED/CO-ORGANISED BY THE EUROPEAN COMMISSION:

Arial Regular

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

Arial Bold

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

Arial Black

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

### PROMOTIONAL MATERIALS FOR EVENTS THAT ARE ORGANISED/CO-ORGANISED BY THE EUROPEAN COMMISSION:

EC Square Sans Pro Light

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

EC Square Sans Pro Regular

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

EC Square Sans Pro Medium

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

EC Square Sans Pro Bold

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

## The 2019 visual style

The visual style consists of the main branding elements of the campaign to promote the Week. 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, hashtags and coloured petal frames for the images. The three elements are intended to be versatile and therefore can be used independently or collectively.

#### THE CAMPAIGN TITLE

The campaign title bar for 2019 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. This title bar should not be used or treated as a logo.

#### HOW THE CAMPAIGN TITLE SHOULD BE USED

The campaign title bar has two colour variations that can be used: white and dark blue. The bars are available in all EU languages and can be downloaded [here](#).

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.

#### Campaign title bars – white and dark blue



### THE CAMPAIGN MESSAGE (HASHTAGS)

The campaign hashtags are #EUVocationalSkills and #DiscoverYourTalent. These hashtags, either individually or together, must be present on all outputs associated with the Week.

### HOW THE HASHTAGS SHOULD BE USED

The hashtags can be used in two ways: either accompanied by a curved line, as shown below, or on their own in a straight line. In cases where hashtags don't follow the curved line of the petal shape, they should be displayed in a straight line. The hashtag can be downloaded [here](#).

#EUVocationalSkills

Hashtag accompanied by a curved line

#DiscoverYourTalent

Hashtag in a straight line

### THE PETAL ARRANGEMENT FRAME

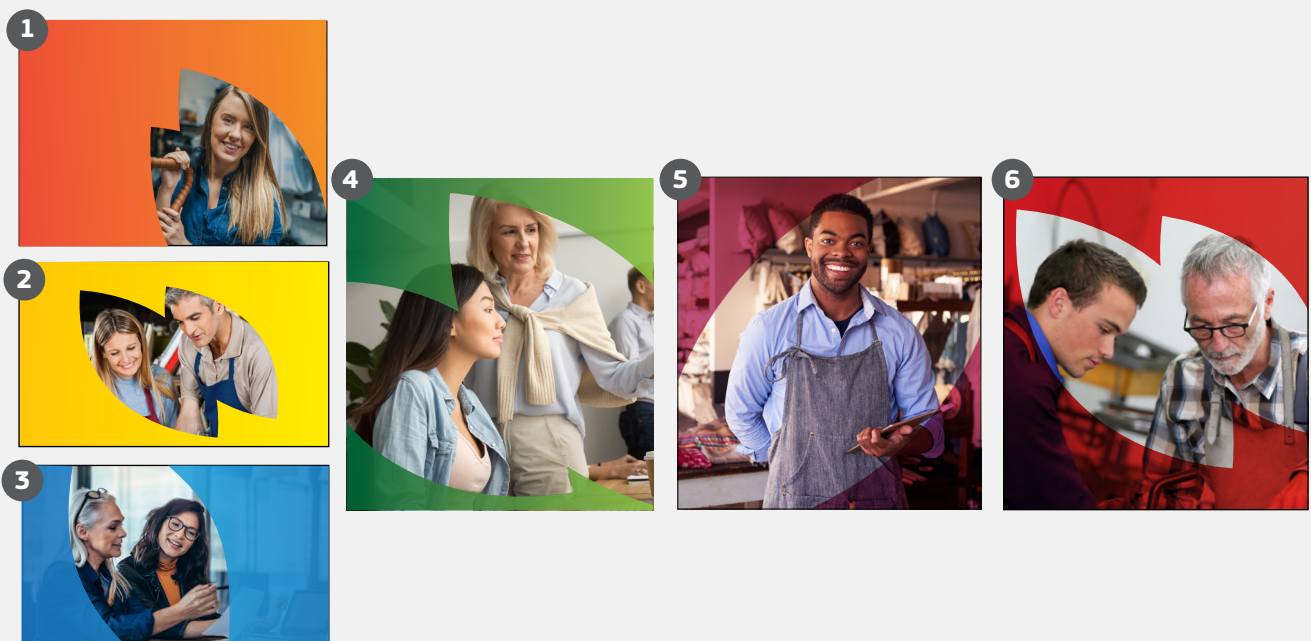
Petal arrangement frames should be used to emphasise and highlight the main focus of an image. They can be used on a variety of materials including social media posts, publications and presentations.

### HOW THE PETAL ARRANGEMENT FRAME SHOULD BE USED

There are six frame layout options, which can be adapted to fit the chosen image as long as the petal shape of the frame remains intact. These options fall into three categories:

- **Solid colour:** The first two options use a solid colour frame (examples 1 and 2).
- **90% opacity:** The second two options use an overlay filter set at 90% opacity (examples 3 and 4).
- **Multiply effect:** The final two options use an overlay filter with a multiply effect (examples 5 and 6). You can find out how to create a multiply effect by following the tutorial [here](#).

All petal arrangement frame options can be downloaded [here](#).



## The identity in practice:

Promotional materials for events not organised/co-organised by the European Commission

### POSTERS AND WEB BANNERS

The white campaign title bar with the coloured petals should be used on the majority of the designs, while colourised petal arrangement frames should be used to bring focus to the people in the photograph.

The photos should show real-life situations and settings. As this year's theme is 'VET for All – Skills for Life', a wide range of high-quality images should be used to reflect this, with a mix of individuals and groups within the selection.

#EUVocationalSkills and #DiscoverYourTalent are the main hashtags for the campaign. When adding other hashtags to the artwork, they should be smaller and less prominent than the main campaign ones.

### WORD DOCUMENTS AND POWERPOINT PRESENTATIONS

For Word documents and PowerPoint presentations for events that are not organised/co-organised by the European Commission, the following elements must be used to keep the branding consistent: a front cover containing the petal frame, a campaign title bar and a consistent colour palette. All pages/slides that follow must maintain a colour palette that matches what is used on the front cover. For publications, text should generally be kept to a one-column structure with plenty of white space in the margins and the size of the text should not go below 9 points for body text.



## The identity in practice:

Promotional materials for events organised/co-organised by the European Commission

### ALL MATERIALS

The examples below feature materials produced by the European Commission for its own promotion of the Week. For events which are organised/co-organised by the European Commission, external organisers should use the poster and social media options as shown below. If specific event information is required to be added, this can be positioned in the grey area. The poster has been translated into all EU languages, which can be downloaded [here](#).

The logo of the European Commission should appear with the following phrase: 'The European Vocational Skills Week is an initiative of the European Commission' when the event is organised/co-organised by the European Commission. The logos and language equivalents, as well as guidelines on how to use the logo, can be downloaded [here](#).

### WORD DOCUMENTS AND POWERPOINT PRESENTATIONS

For Word documents and PowerPoint presentations for events that are organised/co-organised by the European Commission, bespoke templates have been created that contain established colour palettes and graphics.



