EUROPEAN
VOCATIONAL
SKILLS WEEK
2020

VISUAL STYLE
HANDBOOK
2020
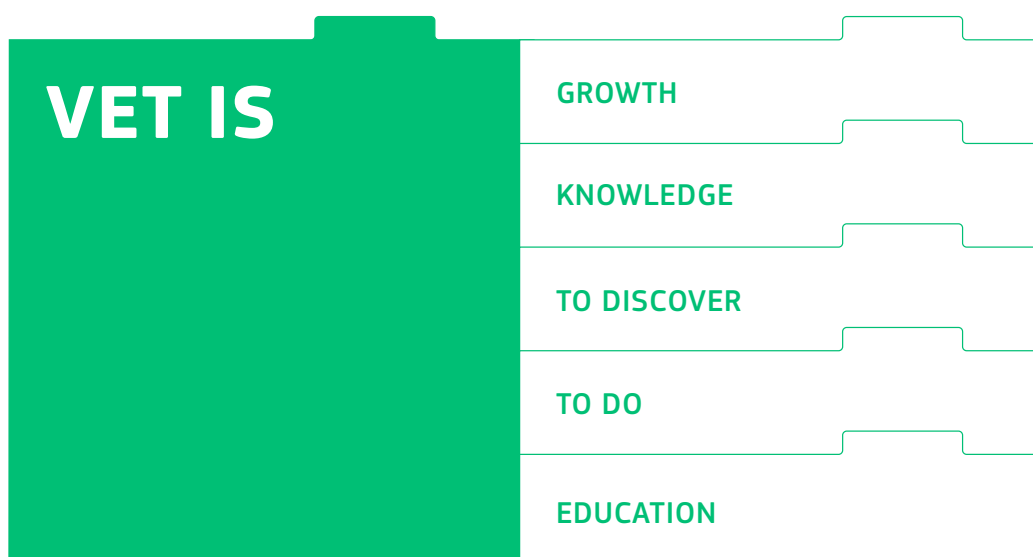
#DiscoverYourTalent

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THE 2020 VISUAL STYLE

Vocational education and training (VET) has the capacity to empower all people with the skills they need for a satisfying personal and professional life. VET is related to education, learning and creating networks that allow people to grow as individuals and professionals.

For this reason, the refreshed visual style highlights the idea of growing knowledge. To convey this idea visually the folder tab has been used as a graphic element.

The folder is an object in which information is stored and can be organised by themes. Also, it is socially related to education and work environments. VET provides people with initial qualifications for the labour market and provides adults with the means to upskill /reskill throughout their lives. These two pillars are unified in the form of folders. Each of the folders that represent VET refers to different information inputs. Each tab is a folder with new information that we can discover.

VET IS

- GROWTH
- KNOWLEDGE
- TO DISCOVER
- TO DO
- EDUCATION

The campaign title

The colour of the 2020 signature can be adapted according to the needs of the piece.

Portrait:

EUROPEAN **VOCATIONAL SKILLS WEEK** 2020

EUROPEAN **VOCATIONAL SKILLS WEEK** 2020

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Landscape:

EUROPEAN **VOCATIONAL SKILLS WEEK** 2020

EUROPEAN **VOCATIONAL SKILLS WEEK** 2020

EUROPEAN **VOCATIONAL SKILLS WEEK** 2020
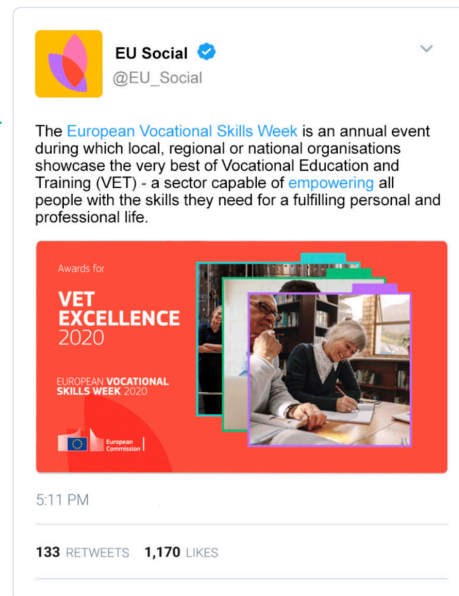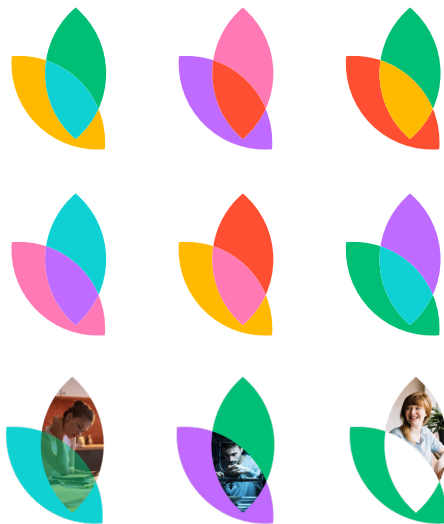
EUROPEAN **VOCATIONAL SKILLS WEEK** 2020

EUROPEAN **VOCATIONAL SKILLS WEEK** 2020

EUROPEAN **VOCATIONAL SKILLS WEEK** 2020

The leaf icon

The leaf is an icon that represents the brand and that is aligned with the current visual style. Also, this icon can be represented in several forms and colours to create a heterogeneous and fresh look. The leaf can include other elements, like images that represent the values of the European Vocational Skills Week.

EU Social ✔
@EU_Social

The European Vocational Skills Week is an annual event during which local, regional or national organisations showcase the very best of Vocational Education and Training (VET) - a sector capable of empowering all people with the skills they need for a fulfilling personal and professional life.

Awards for
VET EXCELLENCE 2020
EUROPEAN **VOCATIONAL SKILLS WEEK** 2020

European Commission

5:11 PM

133 RETWEETS **1,170** LIKES

• This leaf icon will be used as a profile image or as a favicon.

This icon coexists with other representations of the leaf that are included in the visual style. Therefore, the proposal maintains these symbols to create continuity in the refreshed graphic proposal.

Art direction for photography

The European Vocational Skills Week images show the **discovery** of the learning process. In addition, they include a new vision in which people are **working**, **striving** and **learning** to convey the idea of growth and to visualise contexts in which VET generates **change** and **improvement**.

COLOUR PALETTE

The current palette of European Vocational Skills Week is colourful. This proposal aims to maintain this vibrancy in the updated colour palette.

The refreshed Week colour palette aims to create a range of colours that distinguish the brand. For this reason, the previous palette has been revised to create an updated one that creates a more **recognisable identity**.

The colours have therefore been reduced to six different and heterogeneous tones that create a **contemporary**, **fresh** and **bright** palette.

Updated colour palette

RED

#FF503C
C0 M79 Y72 K0
R255 G80 B60

YELLOW

#FFB900
C0 M31 Y93 K0
R255 G185 B0

PURPLE

#BF70FF
C40 M55 Y0 K0
R191 G112 B255

PINK

#FF7DB4
C0 M65 Y0 K0
R255 G125 B180

BLUE

#28D2D2
C65 M0 Y26 K0
R40 G210 B210

GREEN

#00BE78
C73 M0 Y67 K0
R0 G190 B120

Colour application

Colour differentiates the elements that make up the European Vocational Skills Week campaign. Each of these colours relates to an element of the campaign:

EVENT ORGANISERS

PINK

EMPLOYERS' DAY EVENTS & ACTIVITIES

PURPLE

AWARDS PROMOTION

COMPANIES AND LEARNERS AWARDS

VOCATIONAL EDUCATION & TRAINING INNOVATORS AWARDS

EUROPEAN FUNDING FOR EXCELLENCE AWARDS

EUROPEAN AGENCIES AWARDS

RED

NATIONAL OPENING EVENTS & ACTIVITIES

BLUE

WEEK EVENT

GREEN

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.

(T) Typographies

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

Arial Regular

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

Arial Bold

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

Arial Black

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

(T)

Typographies

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

EC Square Sans Pro Light

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

EC Square Sans Pro Regular

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

EC Square Sans Pro Medium

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

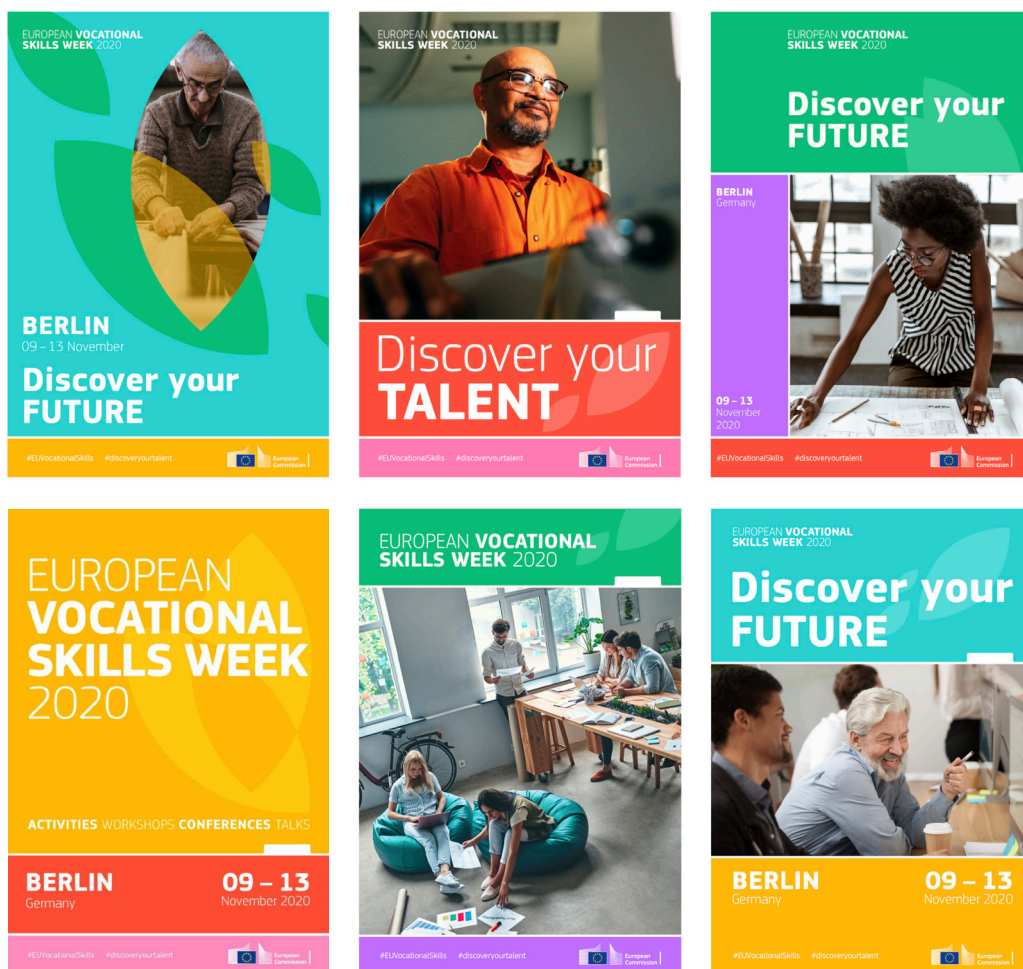### EC Square Sans Pro Bold

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

THE VISUAL STYLE IN PRACTICE

Main campaign visuals

1

These visuals have different colours and are related
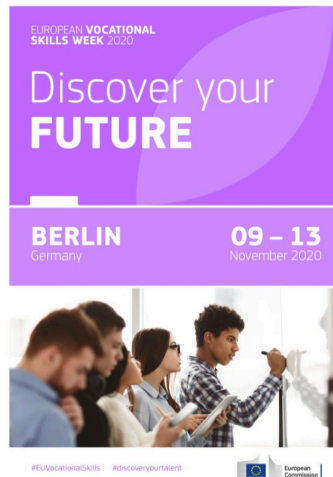to the generic European Vocational Skills Week visual style.

Events visuals

Event organisers

Employers' Day events & activities

National opening events & activities

2

Awards promotion

Week event

Main campaign social media

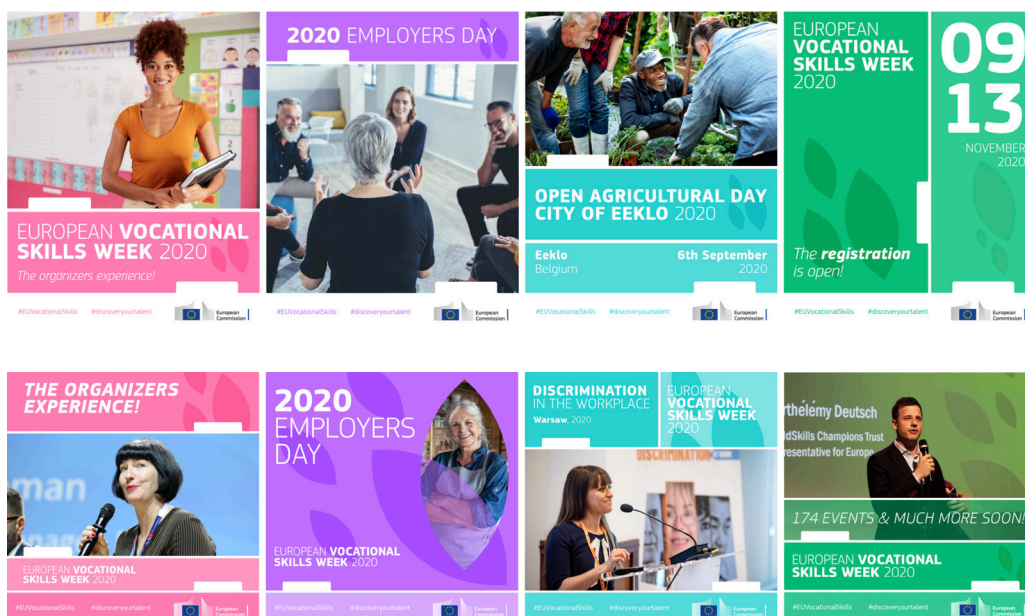Use of the tab in digital communication.

These visuals have different colours and are related to
the generic European Vocational Skills Week visual style.

Main campaign social media

These visuals have different colours and are related to the generic
European Vocational Skills Week visual style.

These visuals are for different elements
of the European Vocational Skills Week campaign.

Awards post

The **Awards for VET Excellence 2020** will be represented in red. However, all visuals incorporate tabs from other folders: blue, green, purple and yellow represent each of the categories of the awards.