



European  
Commission

# EUROPEAN VOCATIONAL SKILLS WEEK 2022

## VISUAL STYLE HANDBOOK 2022

[#EUVocationalSkills](#)

[#DiscoverYourTalent](#)

*Employment  
Social Affairs  
and Inclusion*

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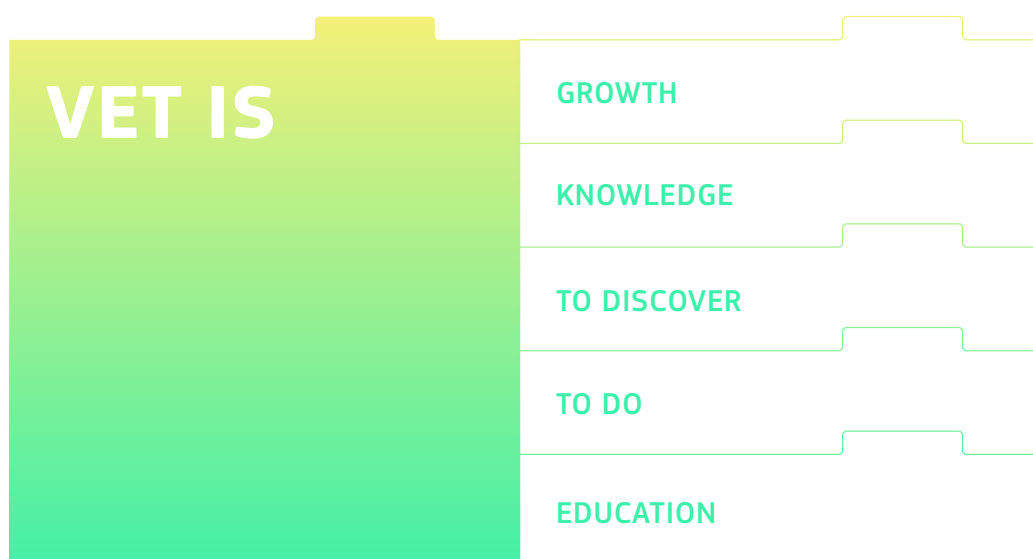


## THE 2020 VISUAL STYLE

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.





## The campaign title

The colour of the 2022 signature can be adapted according to the needs of the piece.

### Portrait:

EUROPEAN  
VOCATIONAL  
SKILLS WEEK  
2022

EUROPEAN  
VOCATIONAL  
SKILLS WEEK  
2022

EUROPEAN  
VOCATIONAL  
SKILLS WEEK  
2022

EUROPEAN  
VOCATIONAL  
SKILLS WEEK  
2022

EUROPEAN  
VOCATIONAL  
SKILLS WEEK  
2022

EUROPEAN  
VOCATIONAL  
SKILLS WEEK  
2022

### Landscape:

EUROPEAN VOCATIONAL  
SKILLS WEEK 2022

EUROPEAN VOCATIONAL  
SKILLS WEEK 2022

EUROPEAN VOCATIONAL  
SKILLS WEEK 2022

EUROPEAN VOCATIONAL  
SKILLS WEEK 2022

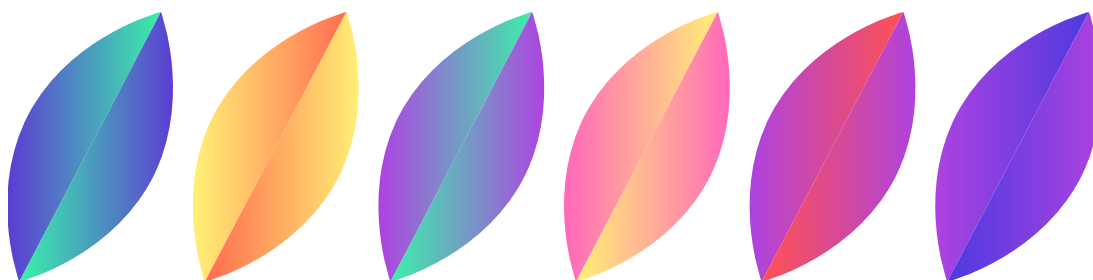
EUROPEAN VOCATIONAL  
SKILLS WEEK 2022

EUROPEAN VOCATIONAL  
SKILLS WEEK 2022



## The leaf

The leaf is an important element that represents the brand and is aligned with the current visual style. In order to diversify from last year, we give more emphasis on the leaf by cutting in half and thus creating a 3D version. In this way, leaf is strengthened and brought into the fore ground. Also, this icon can be represented in several gradient combinations 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.



The leaf is adapted in various compositions by creating forms and shapes to serve the image or the text. As a result, we maintain the visual identity, but give a more dynamic and flexible expression.





## 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 enhance this vibrancy by inserting also gradient combinations.

The refreshed Week colour palette aims to create a range of colours that distinguish the brand even more and create a **contemporary, fresh** and **bright** palette.

### Updated colour palette



#### RED

#FF5150  
C0 M83 Y65 K0  
R255 G81 B80



#### YELLOW

#FFF075  
C2 M0 Y66 K0  
R255 G240 B117



#### PURPLE

#AE42E0  
C50 M78 Y0 K0  
R174 G66 B224



#### PINK

#FF67BB  
C1 M72 Y0 K0  
R255 G10 B187



#### BLUE

#4C3AE0  
C80 M76 Y0 K0  
R76 G58 B224



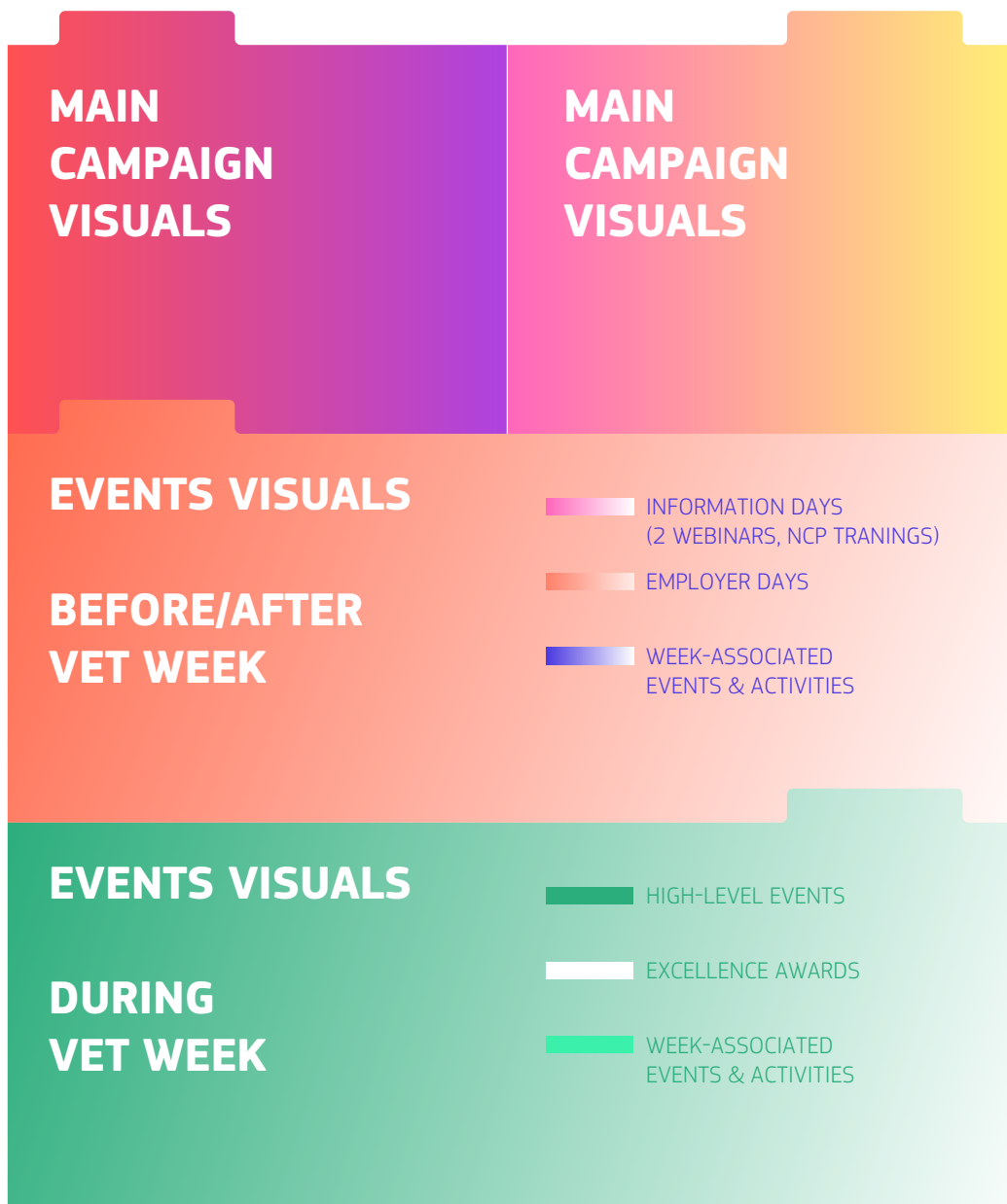
#### GREEN

#3BF0AA  
C56 M0 Y51 K0  
R59 G240 B170



## Colour application

**Main campaign** visuals are multicolored, whereas the **events** visuals are monochromatic. Colour differentiates the sections that make up the EVSW campaign, from the period before and after. **During the Week**, all material will be in green colours, whereas the rest events are one-coloured.







## 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.



## Typographies

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

### Arial Regular

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

### Arial Bold

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

### Arial Black

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



## Typographies

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!"£\$%^&\*()-+=|\<>?/

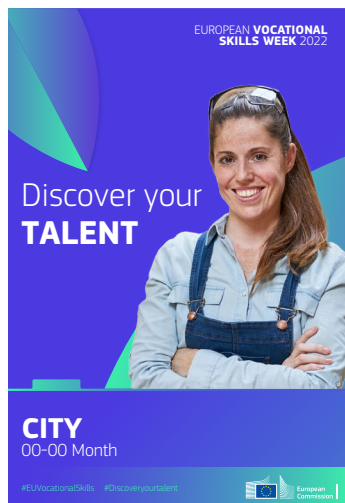
### EC Square Sans Pro Bold

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



## THE VISUAL STYLE IN PRACTICE

### Main campaign visuals



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



## Events visuals

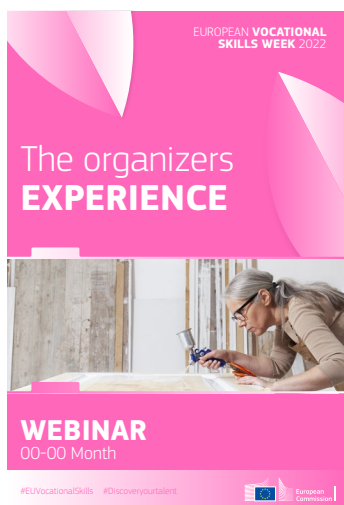
All visuals before during and after the Week, will have one single distinctive colour, to differentiate from the main campaign. Particularly, during the week, all visuals will be in green.

### Information Days

### Employers' Days

### Week-associated Events and Activities (before/after)

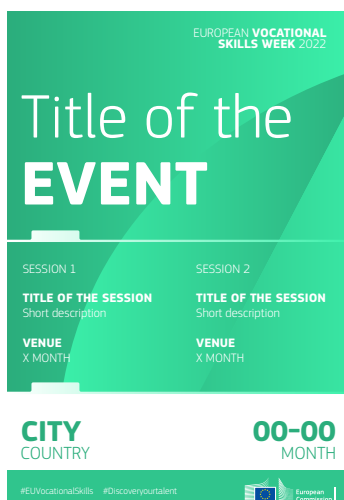
2



### High-level Events (during)

### Excellence Awards (during)

### Week-associated Events and Activities (during)





## Events campaign social media

Awards for  
**VET  
EXCELLENCE  
2022**

EUROPEAN VOCATIONAL  
SKILLS WEEK 2022

#EUVocationalSkills #Discoveryourtalent

**TITLE**  
of the event

EUROPEAN VOCATIONAL  
SKILLS WEEK 2022

**CITY**  
Country

**00-00**  
Month

#EUVocationalSkills #Discoveryourtalent



## Main campaign social media



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

