



# Visual Identity Manual

## Introduction

The European Voluntary Service (EVS) turns 20 years in 2016. The anniversary promotes and celebrates the success of the European Voluntary Service as a core actor in the field of transnational volunteering.

The European Voluntary Service gives young people the opportunity to volunteer abroad, contributing with their efforts to a cause they believe in – be it solidarity with refugees and migrants, work on environmental issues, activities for children or the elderly, support for non-governmental organisations, work for cultural events or a number of other topics. Anyone between 17 and 30 years old can join and every volunteer receives support to cover travel and living costs, as well as pocket money and insurance.

As an organisation you can get financial support to run a project involving an international volunteer in your activities. EVS volunteers can contribute with their enthusiasm, efforts and background to the work the organisation is doing and add a truly inspiring international dimension organisation's environment.

To strengthen the visibility of the action we invite all stakeholders to promote the initiative as widely as possible

It is essential that a consistent visual identity is provided through whichever channel.

This document details the visual identity for EVS20 , and how it should be applied in different circumstances, both electronically and in print.

## EVS20 visual identity

### *Verbal branding*

The verbal branding is based only on the words "European Voluntary Service 20 years!" or the national language translation(s) of this phrase.

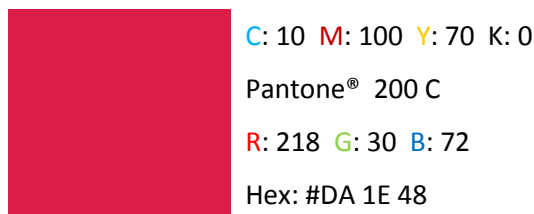
These words are rendered in the font "Refuse Pro" to produce a verbal branding which is contemporary but which should also have a long lifespan. Aside from being a visually attractive and modern font, it was also chosen because it contains all of the necessary character-sets to deal with the 27 official languages.



All translations can be found in a zip file on [europa.eu/youth/evs20](http://europa.eu/youth/evs20)

## Colour

In order for the verbal branding to stand out against most backgrounds, it must always be presented as white text against the standard shade of red which continues to represent the Youth sector within the European Commission. This is represented as:



Where it is absolutely not possible to use the red colour, for instance in black and white documents, or on promotional materials, then **pure black** and **pure white** must be used instead. In exceptional circumstances, and only if working in one colour, it is permitted to reverse the colours to make them appear against a black or dark background.

Apart from this, it is not permitted to amend the colour of the verbal branding, or reverse the colours (eg, red text against a white background.)

## Size and shape

All of the individual words in the verbal branding must be the original font size. The proportion of the letters must also not be changed, eg, do not crop, stretch or squash the letters in any direction.

The words must remain horizontal, and cannot be rotated in any direction.

For instance:



**x** - do not rotate, and do not change the proportions – do not stretch or squash or deform in any way.

## ***European Union flag and Erasmus+***

To acknowledge that European Voluntary Service is an initiative of the European Union and part of Erasmus+ programme, the visual identity has to include the European Union flag and name of the programme "Erasmus+".



### **EU flag**

The official EU flag can be downloaded in print and online versions (.JPG and .EPS) from [http://europa.eu/about-eu/basic-information/symbols/flag/index\\_en.htm](http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm) Graphic version of the flag and Erasmus+ is provided on europa.eu/youth/evs20 for downloading.

Wherever possible, the blue and yellow version of the flag must be used, complete with its white border. If this is not feasible, the blue and white or black and white versions may be used instead.



The flag colours are:

	Pantone® Reflex Blue R: 0 G: 51 B: 153 Hex: #003399
	Pantone® Yellow R: 255 G: 204 B: 0 Hex: #FFCC00

The proportions of the flag must not be changed, ie, do not crop, stretch or squash the flag in any direction. The flag must not be rotated in any direction.



**x** - the flag must not be pinched, stretched, squashed or altered in any other way.

## Erasmus+

The preferred font for the name of the programme is "Verdana" font. Italic and underlined variations and the use of font effects are not allowed. The text colour should be reflex blue (same blue as the EU flag), black or white depending on the background.

The minimum height of the EU emblem shall be 1cm.

The font size used for Erasmus+ should be proportionate to the size of the emblem.

The flag and the name of the programme must be shown together. The text should not interfere with the EU emblem in any way.

Example below:



### **Conditions of use** (*official Journal of the European Union – 2012/C 271/04*)

The use of the European emblem and/or any of its elements is allowed, irrespective of whether the use is of a non-profit or commercial nature, unless:

- the use creates the incorrect impression or assumption that there is a connection between the user and any of the institutions, bodies, offices, agencies and organs of the European Union or the Council of Europe;
- the use leads the public to believe erroneously that the user benefits from the support, sponsorship, approval or consent of any of the institutions, bodies, offices, agencies and organs of the European Union or the Council of Europe;
- the use is in connection with any objective or activity which is incompatible with the aims and principles of the European Union or of the Council of Europe, or which would be otherwise unlawful.

#### **Trade mark and related issues**

The use of the European emblem in accordance with the conditions in the previous section does not mean consent to registration of the emblem or an imitation thereof as a trade mark or any other IP right. The European Commission and the Council of Europe will continue the monitoring of applications for registration of the European emblem or part thereof as (part of) IP rights, in accordance with the applicable legal provisions.

#### **Legal responsibility**

Any user that intends to use the European emblem or elements of it may do so on its own legal responsibility. The users will be liable for any abusive use and possible prejudice following from such use under the laws of the Member States or any third country applicable to them.

### ***Additional graphics***

It is **not permitted** to use any additional graphics such as boxes, lines, swooshes, symbols, etc, alongside the EVS20 verbal branding and flag/ Erasmus+ combination.

There are no technical restrictions on the colours and images that may be used behind the branding and flag/Erasmus+, but they must not be combined with the elements to form a "logo".

### ***Images and photographs***

The images chosen to promote the EVS20 have as much impact as the verbal branding or the use of the EU flag.

The images associated with the EVS20 must contribute to putting across the messages of volunteering.

Some guidance on choosing images:

- Use real photographs as much as possible. Do not use cartoons, or stock image library 3D shapes. However, it is possible to use stock image photos which combine real person images with graphics, if this helps to explain a topic or enhance the meaning of the image.
- Where possible, use pictures with real EVS volunteers.
- Ensure you have all of the necessary rights / permissions / licenses to use the chosen images.

**European Commission has selected and bought with an extended license 3 photos (page 6) to use for EVS20 campaign. These 3 images may be used only by the National Agencies and organisations in the frame of the EVS20 campaign in 2016. The images must be customized with the EVS20 and Erasmus+ logos for any publication, both on paper and electronic media and especially for social media promotion.**

These images can be downloaded from [europa.eu/youth/evs20](http://europa.eu/youth/evs20) page.

## Combining the different elements

The following are some examples of how the different elements can be combined to form a visual identity for EVS20





### ***Other suggested elements***

Whenever appropriate in promotion, we suggest using the website address (EVS national website or <http://europa.eu/youth/evs20>) and links to social media channels (national or European Youth and Erasmus+ Facebook, Twitter and Instagram). **The hashtag is #EVS20.**

### **Additional information and support**

Further information and assistance on the visual identity can be obtained from the European Commission's unit C2 in DG Education and Culture.