



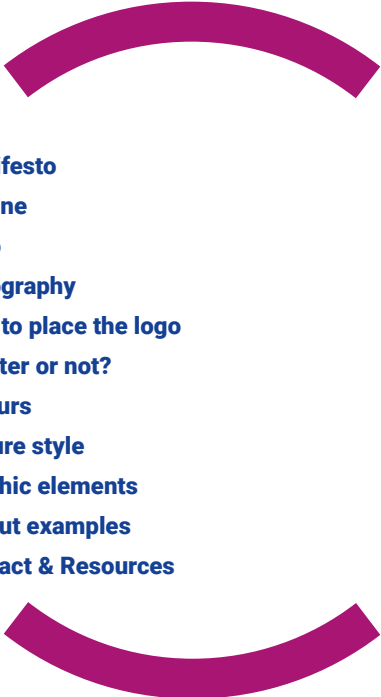
**EUROPEAN
SOLIDARITY
CORPS**

THE POWER OF TOGETHER.

VISUAL GUIDELINES

**EUROPEAN
SOLIDARITY
CORPS**

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MANIFESTO

We don't have superpowers.
But when we get together and help each other,
we can have a big impact on other people's lives.
Even by doing small things.

When we share our energy, our enthusiasm
and our skills, we really have the power to change the world.

Together we move forward.

Together we learn from each other.

Together we grow.

Together we feel empowered.

And together we enjoy the feeling.

At the European Solidarity Corps, you can experience the power of together.

Whatever the size of the project.

Whatever the length of the mission.

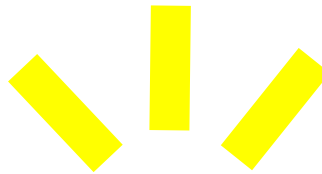
Wherever you are.

And whoever you are.

European Solidarity Corps. The Power of Together

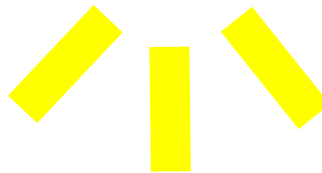


THE TAGLINE



“THE POWER OF TOGETHER”

is an elliptical tagline where ‘together’ is not used as an adverb but as a noun which means ‘being together and doing things together’. Just like the word ‘Now’ in ‘The Power of Now’, the famous book of Eckart Tolle. ‘The Power of Together’ stands for ‘The Power of Being / Working / Creating / Helping / Thinking / Building / Learning / Transforming / Moving / Growing... Together’.



LOGO

Always use the logo in colour and respect the protection area around it.
Depending on the type of document and communication, the use of the tagline is optional.



Proportion with tagline



Proportion without tagline

LOGO

Example of languages adaptations.



The tagline has the same width as the logo.



The size of the tagline cannot be higher than 0.5 'x'.
In this language version, the tagline is aligned on the left with a maximum height of 0.5 'x'.



TYPOGRAPHY

When the layout **doesn't follow the European Commission's charter**,
the use of ROBOTO is mandatory.
The font is free of use and can be downloaded [here](#).

If the communication comes from the European Commission,
the layout has to **respect the European Commission's charter**.
The use of EC Square Pro is mandatory.
The charter can be downloaded [here](#).

Roboto Light
Roboto Light italic

Roboto Regular
Roboto Italic

Roboto Bold
Roboto Bold italic

Roboto Black
Roboto Black italic

EC Square Sans Pro Light
EC Square Sans Pro Light italic

EC Square Sans Pro
EC Square Sans Pro italic

EC Square Sans Pro Bold
EC Square Sans Pro Bold Italic

TYPOGRAPHY

When the layout does not follow the European Commission's charter, the use of ROBOTO is mandatory.



Roboto Regular

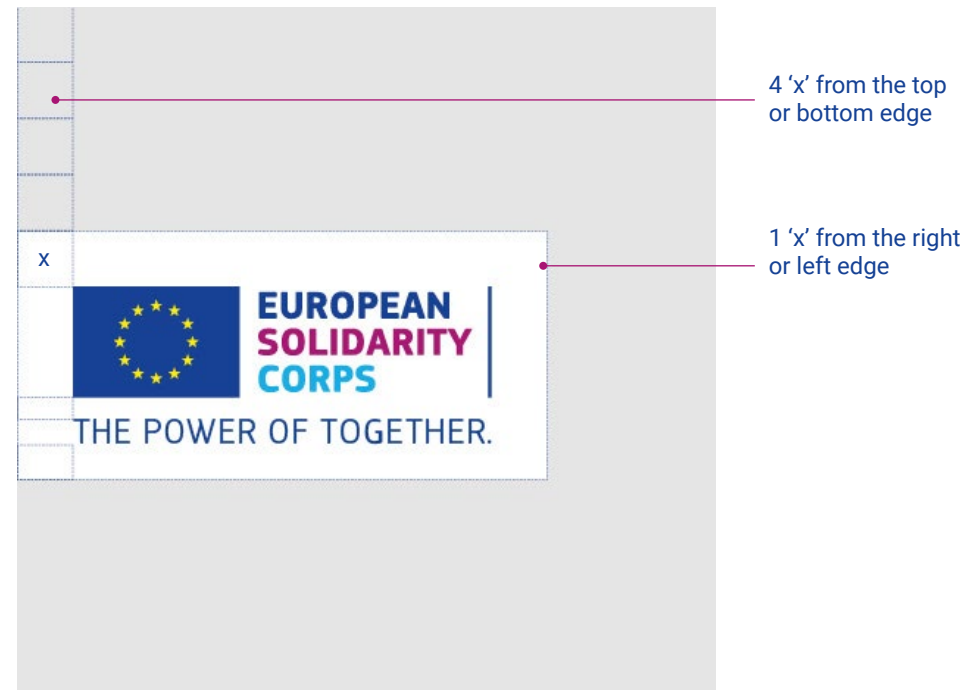
When the layout follows the European Commission's charter, the use of EC Square Sans Pro Regular is mandatory.



EC Square Sans Pro Regular

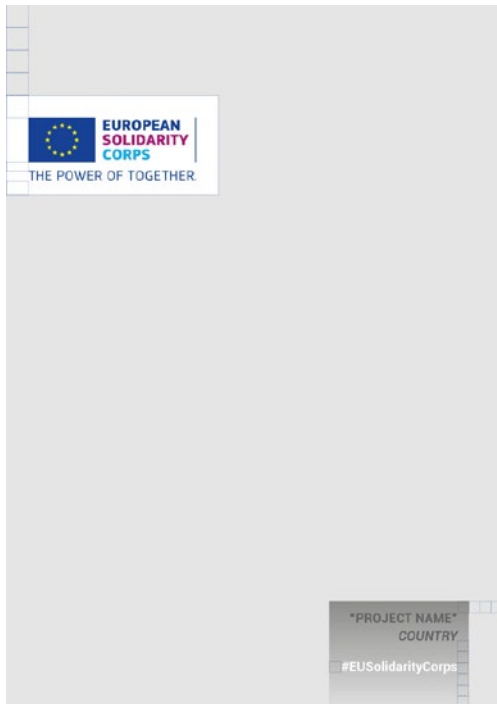
HOW TO PLACE THE LOGO

Logo with tagline



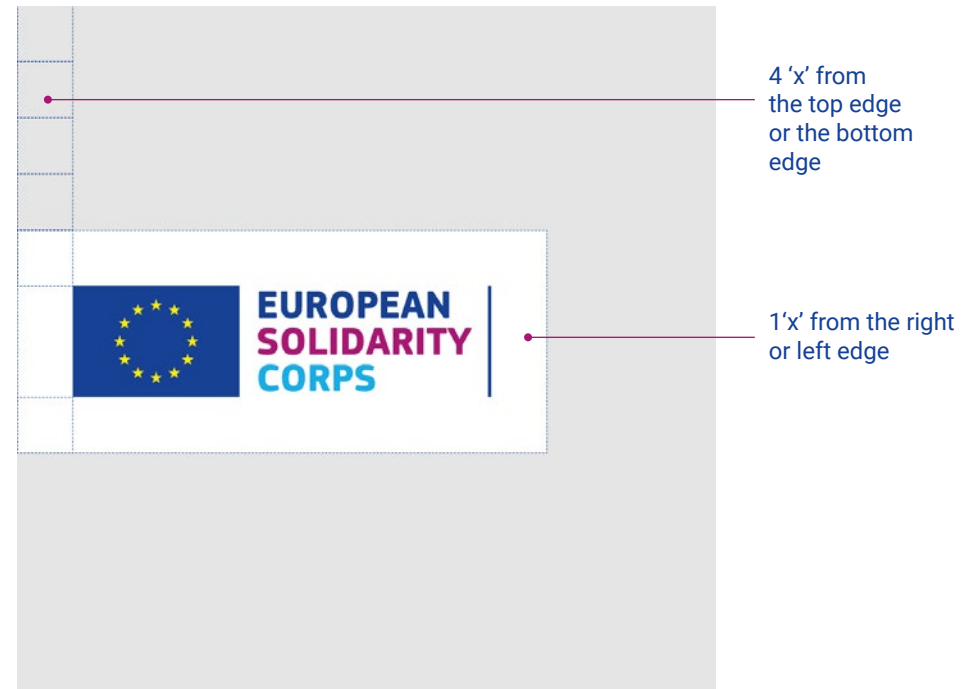
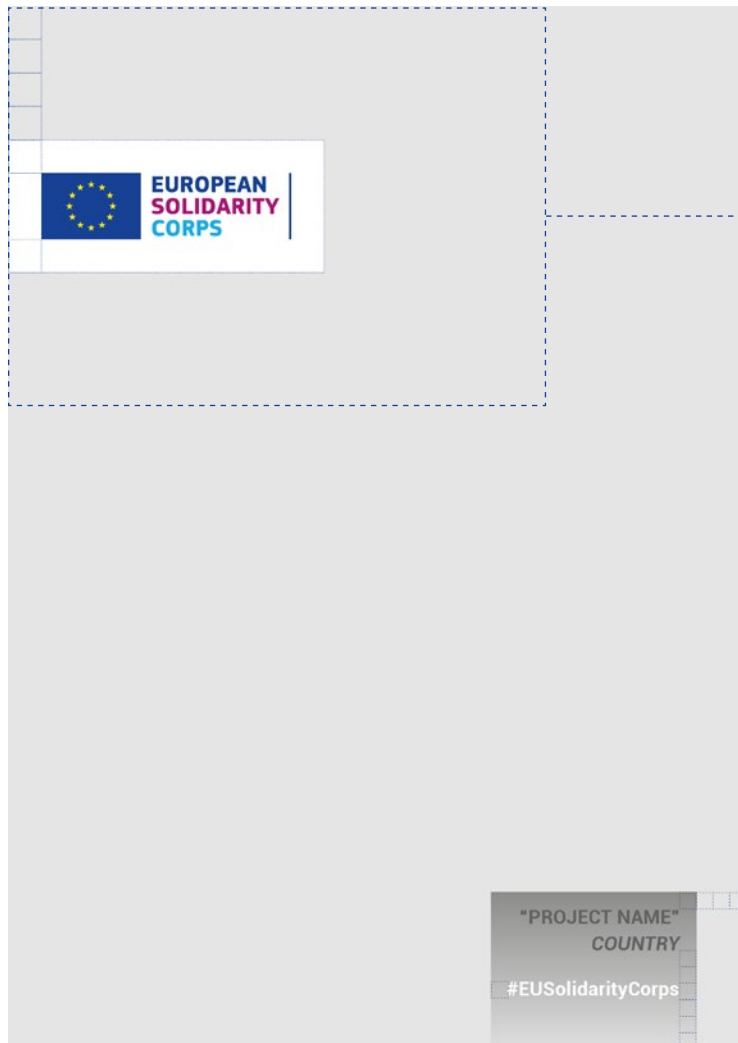
HOW TO PLACE THE LOGO

There are 4 main positions.



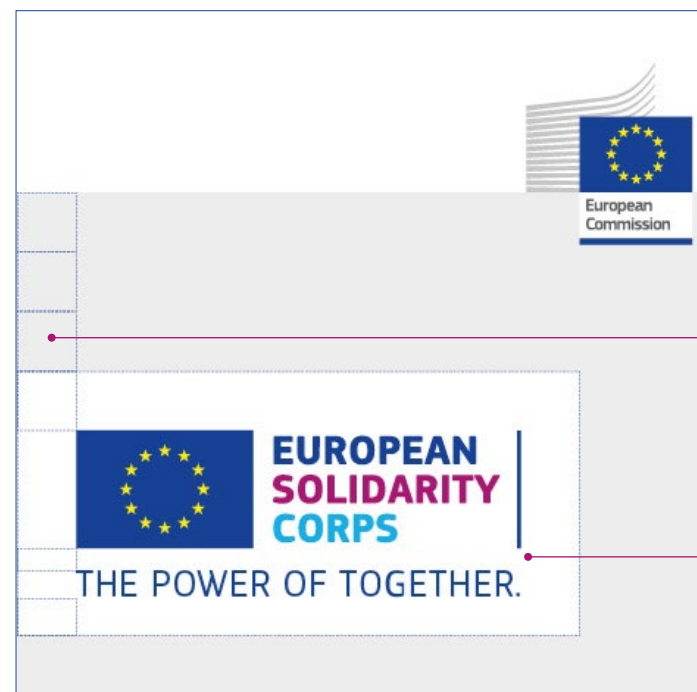
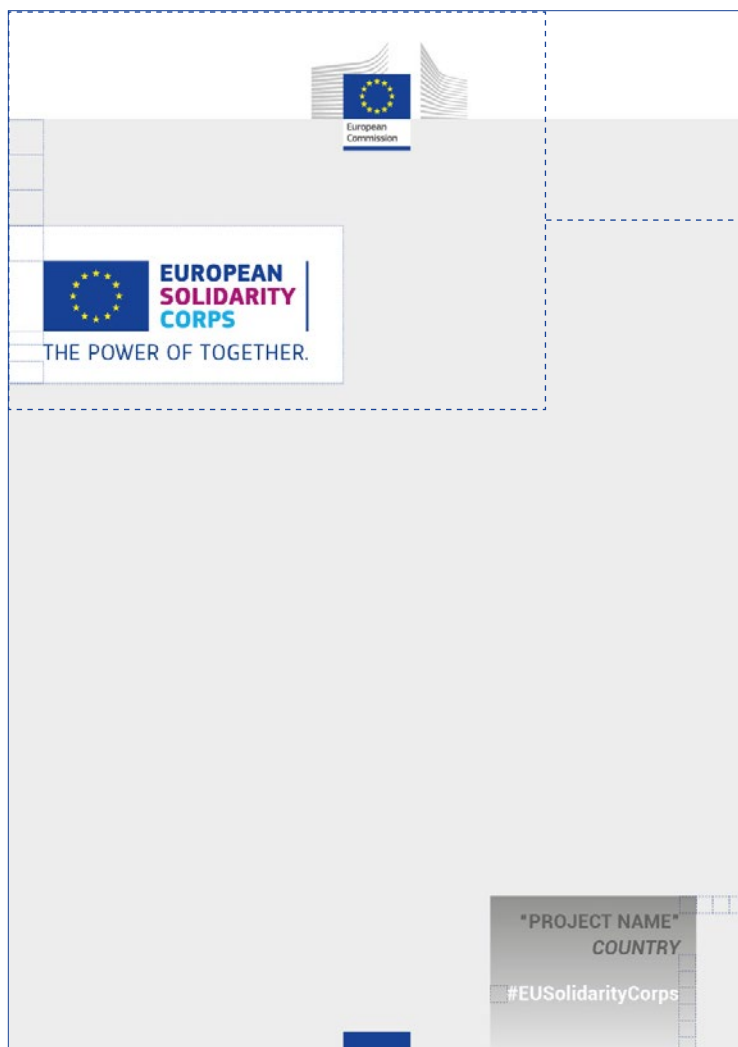
HOW TO PLACE THE LOGO

Logo without tagline



HOW TO PLACE THE LOGO

Logo with tagline and European Commission's charter



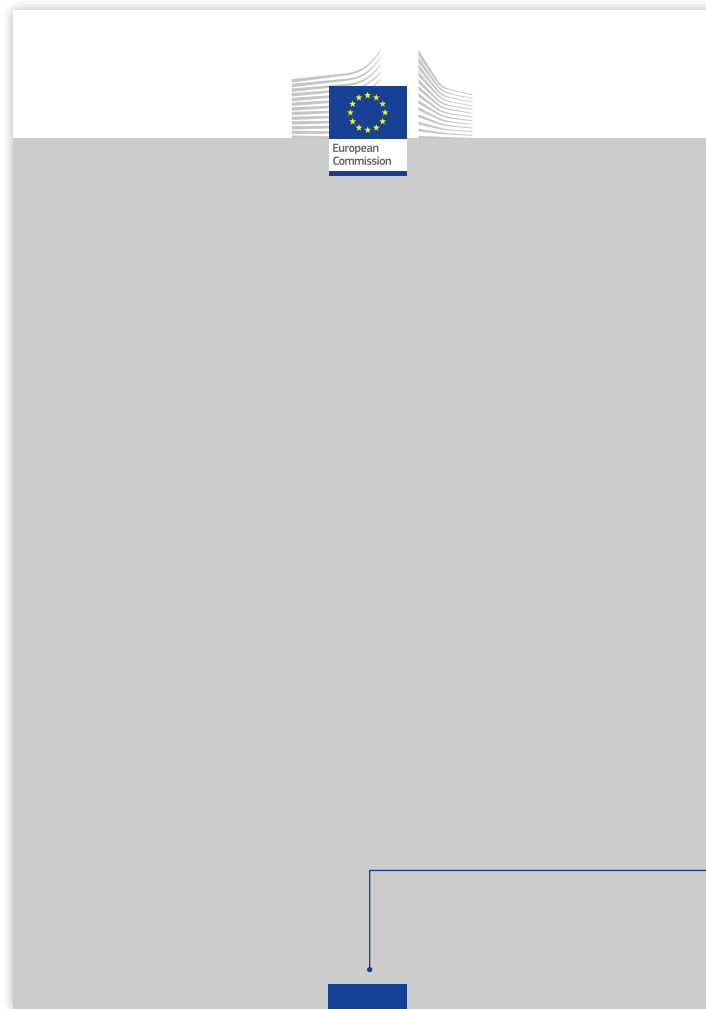
3 'x' from
the top edge
or the bottom
edge

1 'x' from the right
or left edge

CHARTER OR NOT?

If the communication comes from the European Commission, the layout has to respect the European Commission's charter.

https://ec.europa.eu/info/sites/info/files/graphic_charter_nov_2017.pdf



Footer colour: C100 - M80 - Y0 - K0
R 21 - G 65 - B 148
#154194

COLOURS

C100 - M80 - Y0 - K0

R21 - V65 - B148

#154194

C36 - M100 - Y12 - K4

R168 - V21 - B115

#A81573

C72 - M10 - Y0 - K0

R20 - V173 - B229

#14ADE5

C60 - M0 - Y100 - K0

R118 - V184 - B42

#76B82A

C100 - M0 - Y0 - K0

R255 - V237 - B0

#FFED00

C10 - M100 - Y70 - K0

R218 - V30 - B72

#DA1E48

PICTURE STYLE

The choice of the pictures has to reflect the values of Solidarity Corps.

Favour pictures from real projects and coloured imagery with people together, to reinforce the core idea of “The Power of Together”.



PICTURE STYLE

For some communications, as for example press release,
the pictures can also be used in black and white.
Choose positive and modern imagery to avoid possible negative connotations.

Pictures are processed with a high contrast black & white filter.



Not enough contrasted



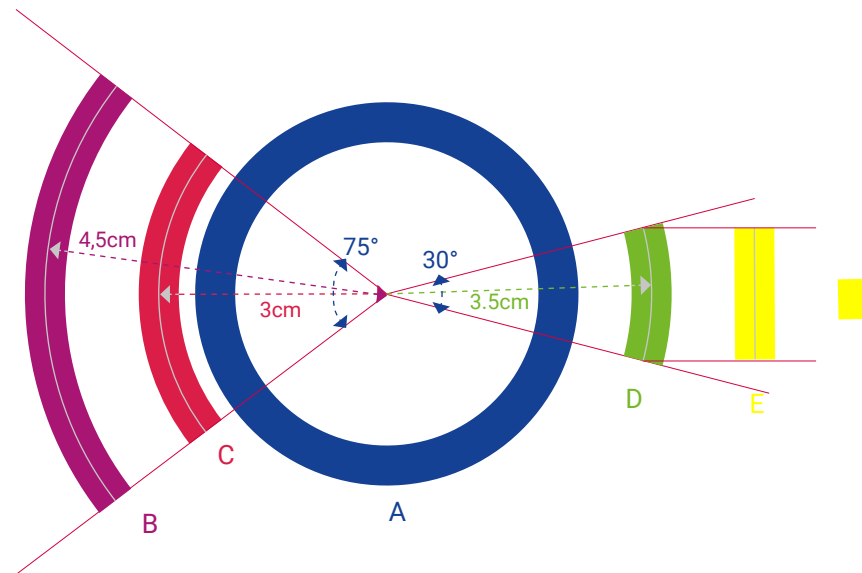
Too contrasted






GRAPHIC ELEMENTS

The construction of the graphic elements starts from a simple circle (A), symbol of inclusion and togetherness.

By cutting this circle, different elements are created, and the combination of these elements creates illustrative shapes representing the values and actions of European Solidarity Corps.

To allow more possibilities, a simple straight line and a dot are added to the graphic elements.



	$X / 20$
	$X / 25$
	$X / 35$
	$X / 45$
	$X / 55$

The thickness of the graphic elements is calculated with the page width. There are 5 possible thicknesses. Use a maximum of 2 thicknesses per layout.

> See examples in section "LAYOUT"

GRAPHIC ELEMENTS

FIGURATIVES

Graphic elements are combined to create meaningful shapes.

Here below some examples of combinations. More combinations can be created depending on the message to be conveyed.

The shapes are not linked to a specific colour, but when the theme is naturally linked to a colour, use that colour.

When the shapes are placed on a colourful picture, choose a colour that stands out.

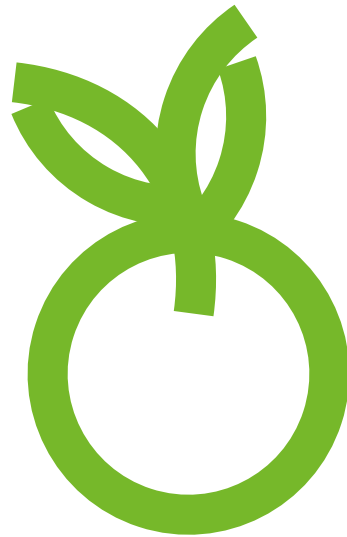
One colour per combination.



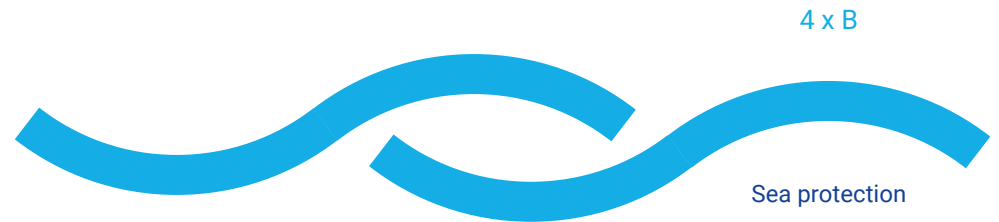
3 x B

Nature protection
Climate issues

Green is recommended



1 x A
1 x B
3 x C



4 x B

Sea protection

Blue is recommended

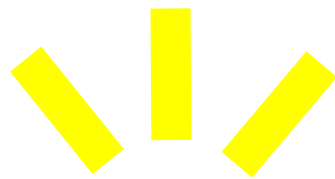


Recycling

3 x C
3 x D

GRAPHIC ELEMENTS

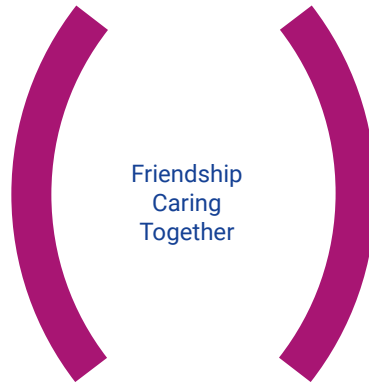
NON-FIGURATIVE



Enthusiasm
Joy
Actions
Reactions

3 x E

This graphic
element will be
used to highlight
the call to ac-
tions



Friendship
Caring
Together

2 x B



Inclusion
Solidarity

1 x A



Action
Movement

2 x C

GRAPHIC ELEMENTS AND PICTURES

The graphic elements make the campaign more easily identifiable by giving a “family resemblance” and a positive energy to all the visuals. They should reinforce the meaning of the pictures and highlight the European Solidarity Corps values.



Recycling projects



Growing together



Care

GRAPHIC ELEMENTS AND PICTURES



Ocean protection



Nature protection

LAYOUT

Poster A3



LAYOUT

Poster

Layouts are flexible in terms of content.
Here are some examples for inspiration.



Logo & tagline



Logo without tagline



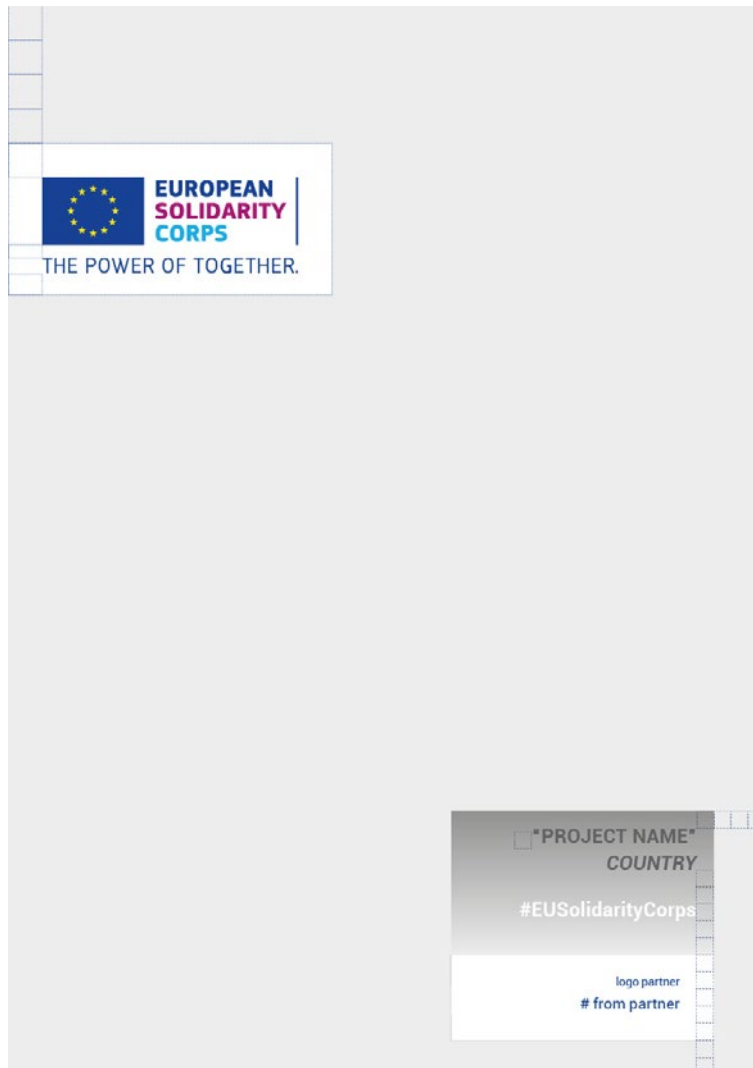
Headline placement



With placeholder for
logo & hashtag of
partner

LAYOUT

Poster with placeholder for stakeholder's logo and #



Logo with tagline

Graphic element.
Here the thickness
is 1/25 of the page
width.

Name of the project
& country.
Roboto bold & bold italic.
Colour of the graphic element

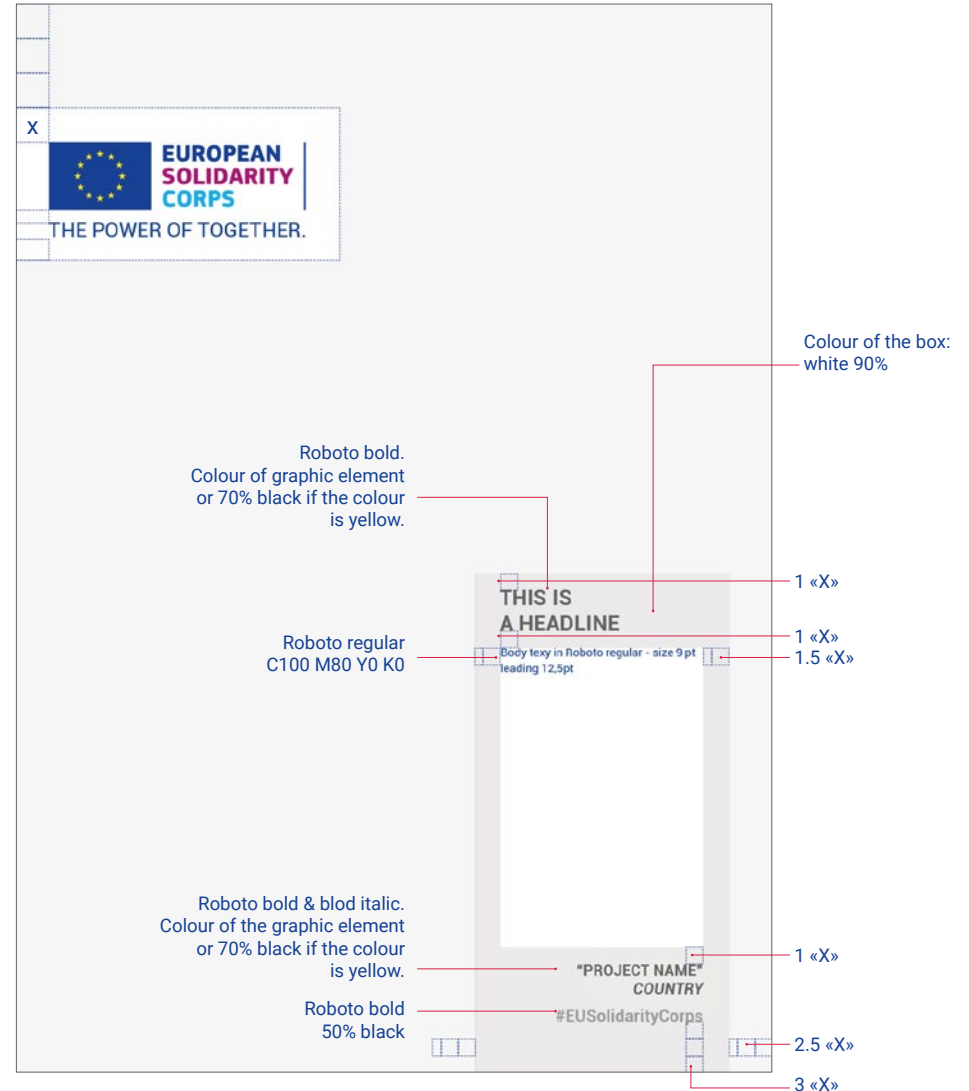
Roboto bold

Placeholder for
name & stakeholder's
logo

LAYOUT

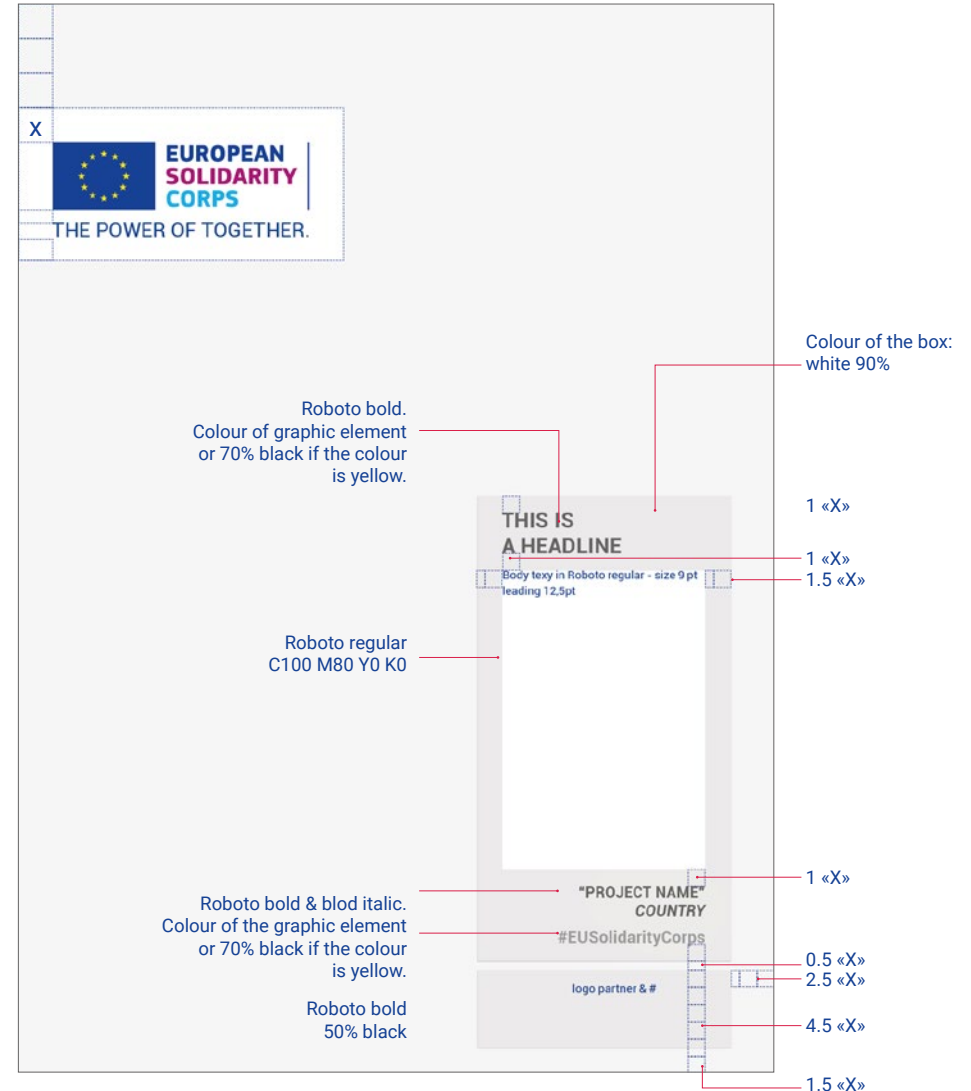
Ads

Width of
the graphic
element:
page width / 25



LAYOUT

Ads with placeholder for stakeholder's logo and #



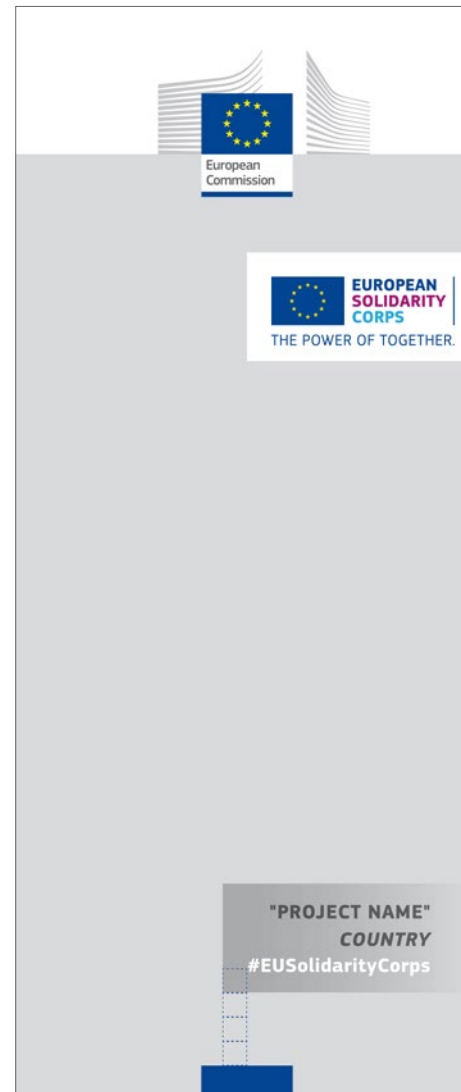
EXAMPLE WITH EUROPEAN COMMISSION'S CHARTER.



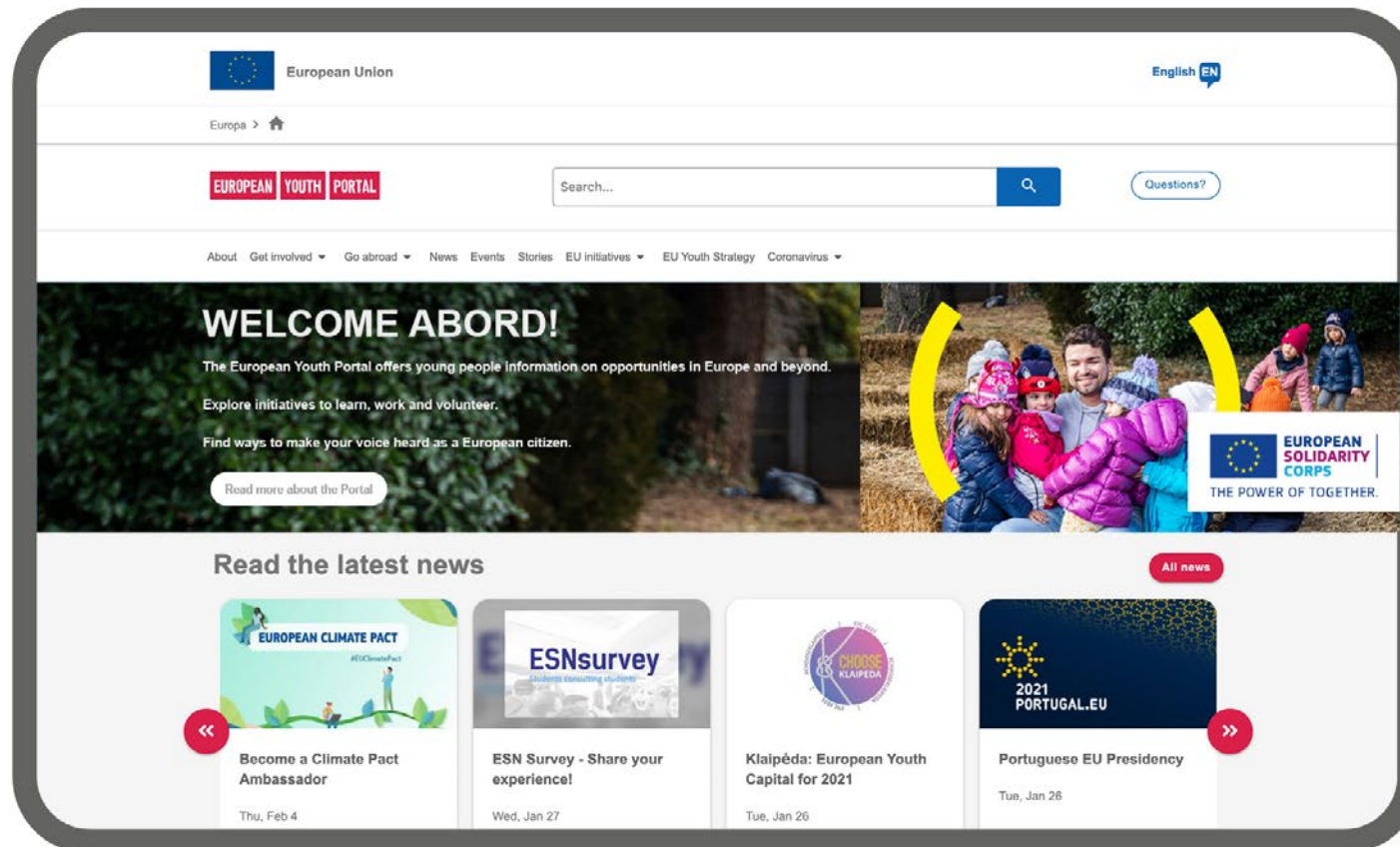
LAYOUT

Roll ups

Width of the graphic element:
page width / 20



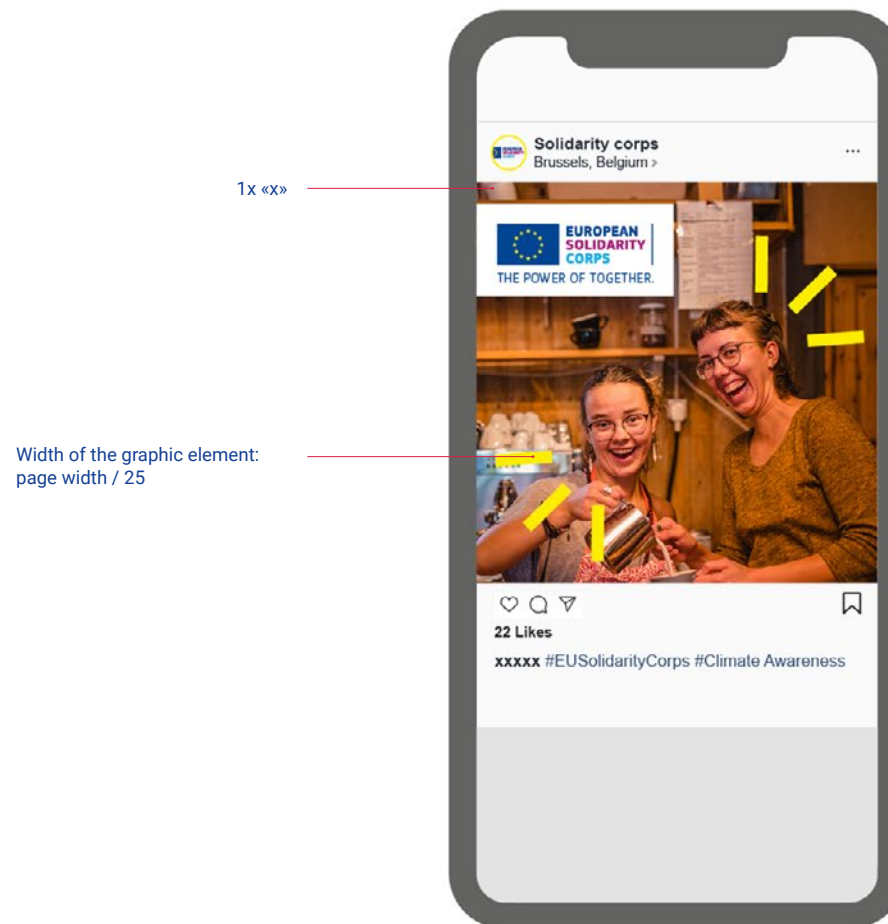
WEB BANNER



LAYOUT

Social media

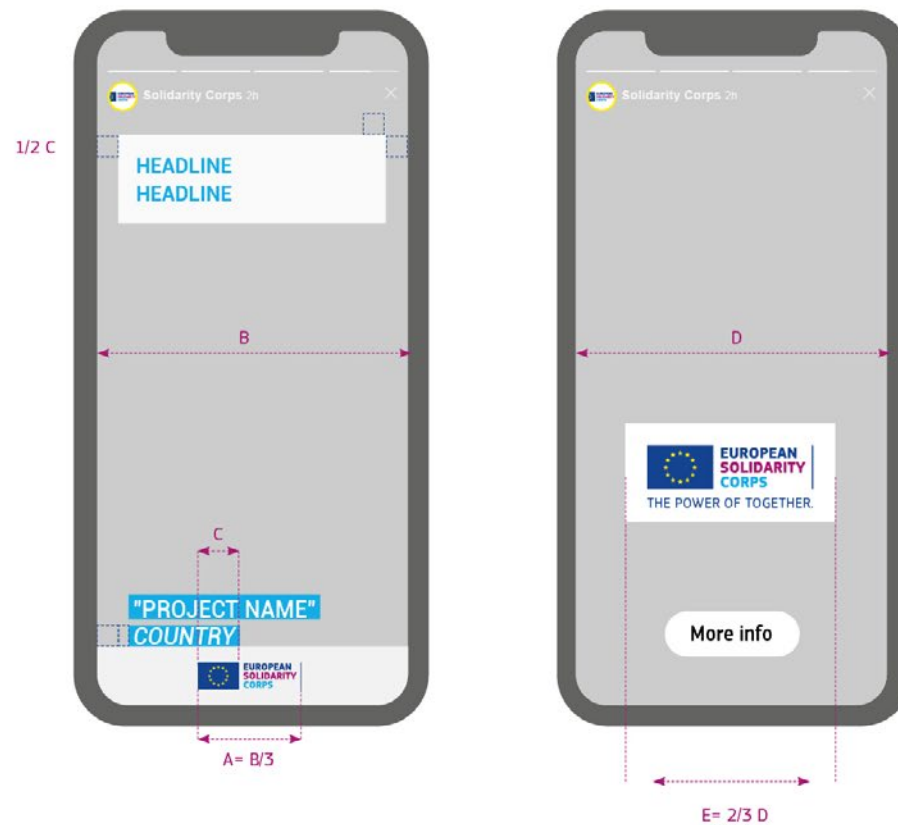
Post



LAYOUT

Social media

Story - structure



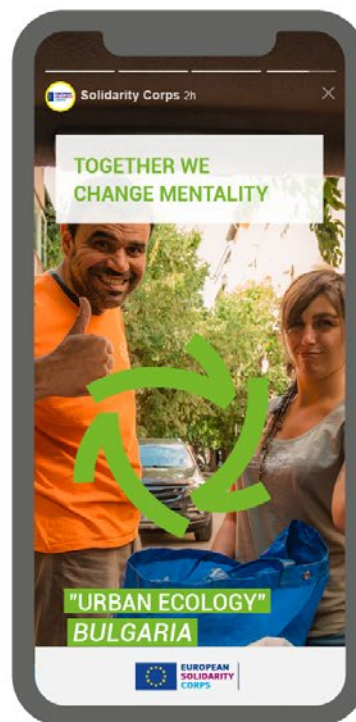
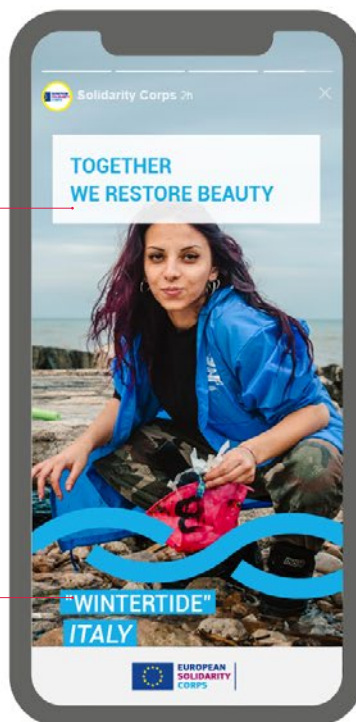
LAYOUT

Social media

Story

Always use only one white box and one colour per layout.

Highlight the text with a coloured background

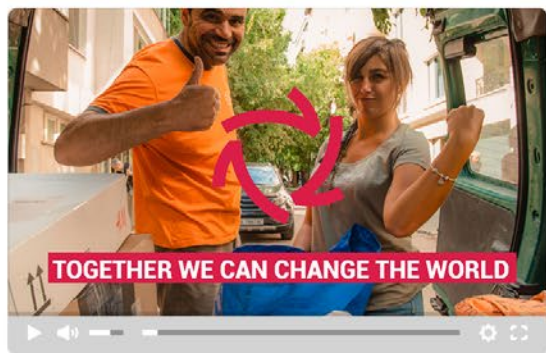
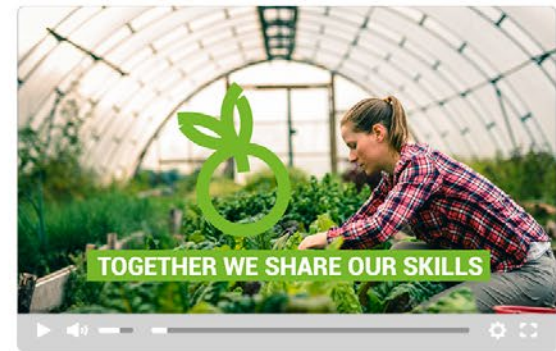


CALL TO ACTION
To put more focus on the call to action, use this graphic element. Text and graphic element must be the same colour.

LAYOUT

Video intro

For a better lisibility, use balck 50% when the text is on a yellow colour



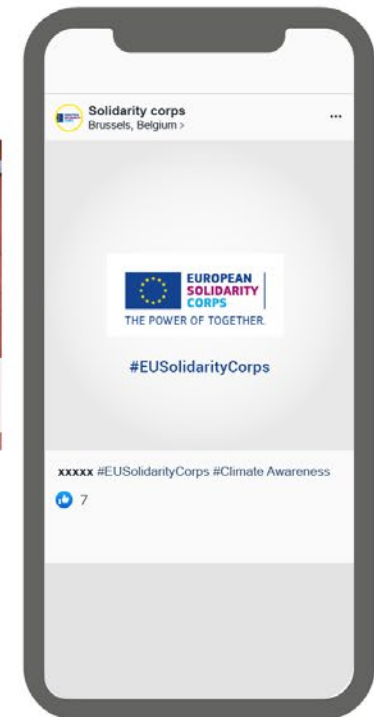
LAYOUT

Social media

Facebook carousel



When the graphic element is in yellow,
the text on the white background must be in black 50%



CONTACT & RESOURCES

For further information about these European Solidarity Corps visual guidelines,
please contact:

E-mail: eac-na-communication@ec.europa.eu
or eac-graphic@ec.europa.eu

