



European
Commission

Guidelines

2023 DiscoverEU
Communication
Campaign

**For external use
by third parties of the
European Commission**

**EXPAND
YOUR
COMFORT
ZONE**

#DiscoverEU

Erasmus+

Youth

Youth

Creative Rationale	3
Tone of voice	4
The visual identity DiscoverEU	5
The visual identity Erasmus+	6
Colours	7
Typography	8
Stickers	9
Theme signature	10
Copyrights	11
Examples	12
Social media post structure	13
Heading badges	14
Gif	15
Instagram story	16
1:1 proportion	17
16:9 proportion	18
E-mailing	19
Social media cover	20

Young people are often told to step out of their comfort zone.

Why?

They are cool in their comfort zone.

They are safe in their comfort zone.

They are comfortable in their comfort zone.

So DiscoverEU gives young people an unusual proposition:

To explore Europe, don't step out of your comfort zone!

Make it bigger!

Make it more exciting!

Make it cross borders!

Feel at home everywhere in the EU, because the EU is your home.

So our concept is...

Expand your comfort zone!

Tone of voice

Inspired by our target audience and the way they communicate on social media (the graphics they use, the GIFs/memes/stories they share), we create a strong colourful and recognisable visual identity with funny quirky and sharable images.



▼
We are proposing versatile visual identity elements that can be easily adapted to different formats. Our visual identity will be consistently used both online and offline, linking all the elements of our campaign and thus making it more recognisable.

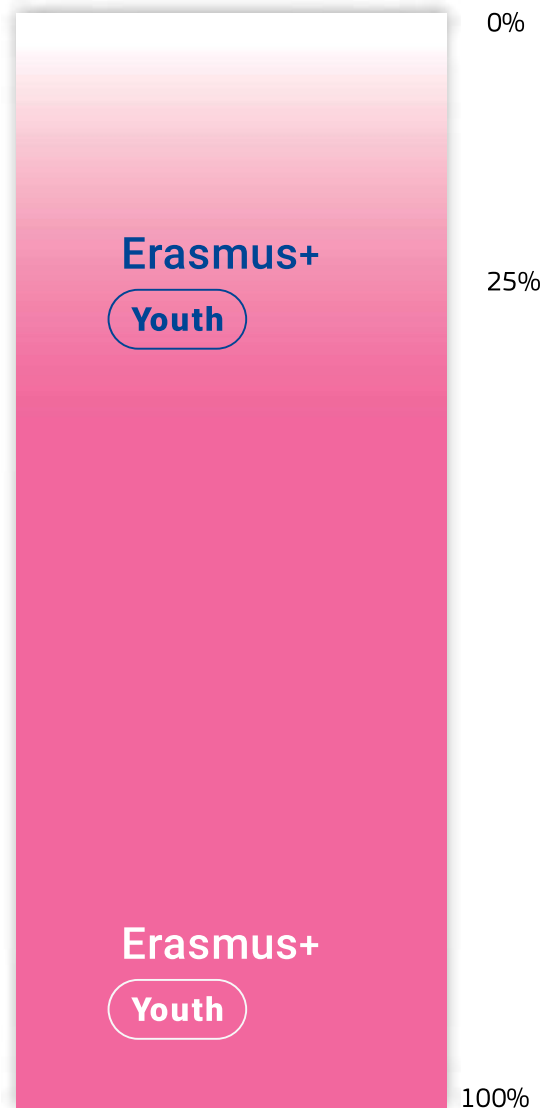
Erasmus+
Youth

+

EUROPEAN UNION



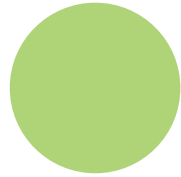
Erasmus+ signature is part of the visual identity.
(https://ec.europa.eu/assets/eac/promo/ErasmusPlus_2021_27-visual_guidelines_2023.pdf)
It must be present in all communications.
The EU emblem with "EUROPEAN UNION"
must be represented only one time per layout.



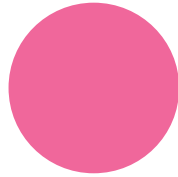
When used on a coloured background, use Erasmus+ signature:
in white from 0% to 25% of the colour's gradient (see example p13),
in blue under 25% of the colour's gradient (see example p16).

COLORS

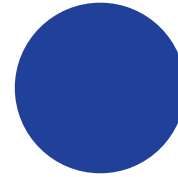
Generic colours



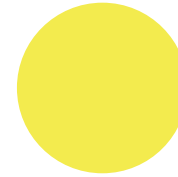
C 35 M 0 J 70 N 0
R 174 G 212 B 119
#aed477



C 0 M 75 J 8 N 0
R 240 G 103 B 155
#f0679b

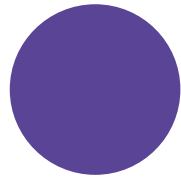


C 100 M 90 J 0 N 0
R 33 G 64 B 164
#21409a



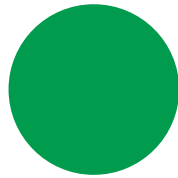
C 2 M 5 J 85 N 0
R 254 G 229 B 66
#fee542

A DIGITAL EUROPE



C 80 M 77 J 0 N 0
R 90 G 68 B 149
#5a4495

A GREEN EUROPE



C 98 M 0 J 90 N 0
R 0 G 155 B 77
#009bd

Thematic colours

Roboto Black
for the DiscoverEU
slogan and hashtag

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Bold
for the headlines

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

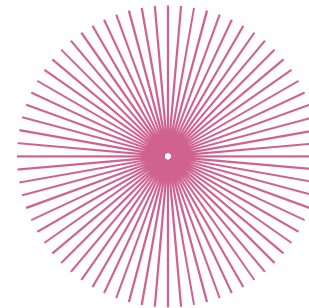
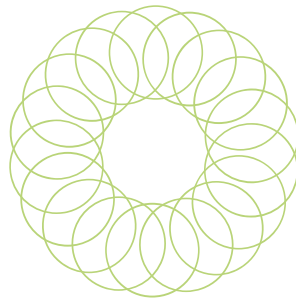
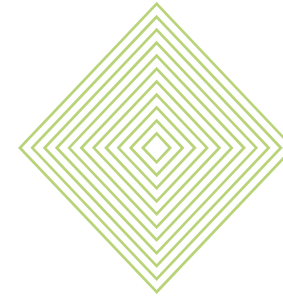
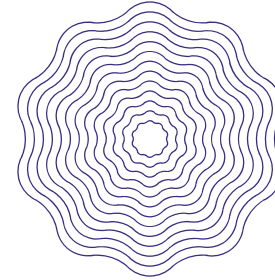
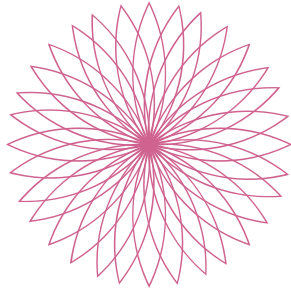


When the layout doesn't follow the charter of the European Commission, the use of Roboto is mandatory.

Roboto can be downloaded on google font website (<https://fonts.google.com/specimen/Roboto>).

For Powerpoint, Word documents, use Arial or Calibri.

STICKERS



A pool of stickers has been developed to complement the visual identity. It can be used in different ways to show destinations, tips, competitions and other elements of our story. They will be made available for download on Instagram stories for our travellers to use and write their own destinations and thoughts.



+



+





© European Union 2023 - Pexels

Roboto Regular



Add a copyright at the bottom right of the visual:

© European Union [year] - Image source - Photographer's name if available

Examples

SOCIAL MEDIA POST STRUCTURE

0%

Roboto Black

Roboto Medium

Yellow only

Erasmus+ Youth

EUROPEAN UNION

APPLICATIONS OPEN ON 15/03

Roboto Black

Feeling at home everywhere starts here

Roboto Regular

EXPAND YOUR COMFORT ZONE

#DiscoverEU

© European Union 2023 - Pexels

100%

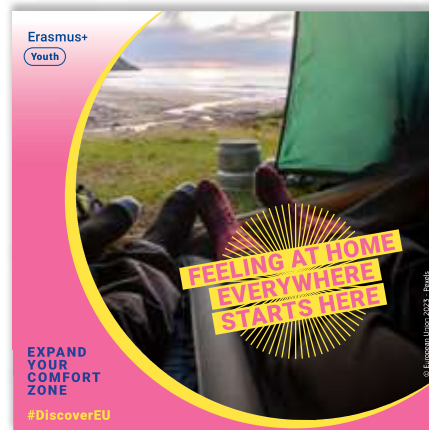
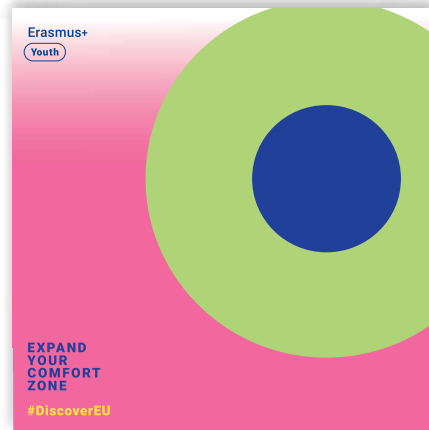
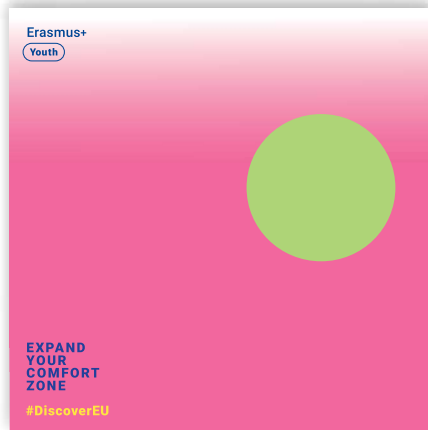
● ● ● ● Gradient color

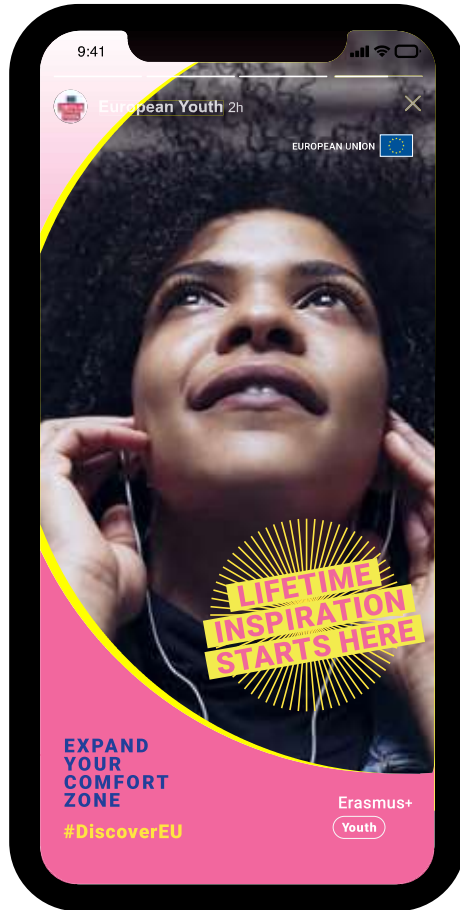
NN

Roboto Black

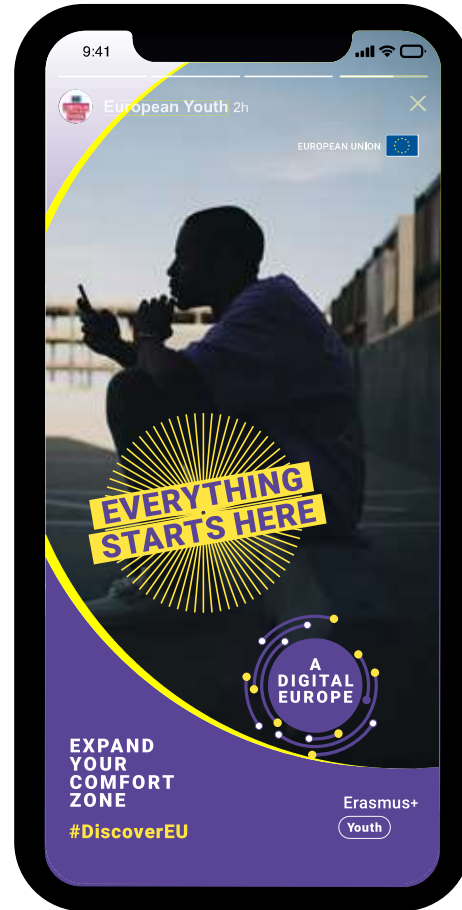
Roboto Bold



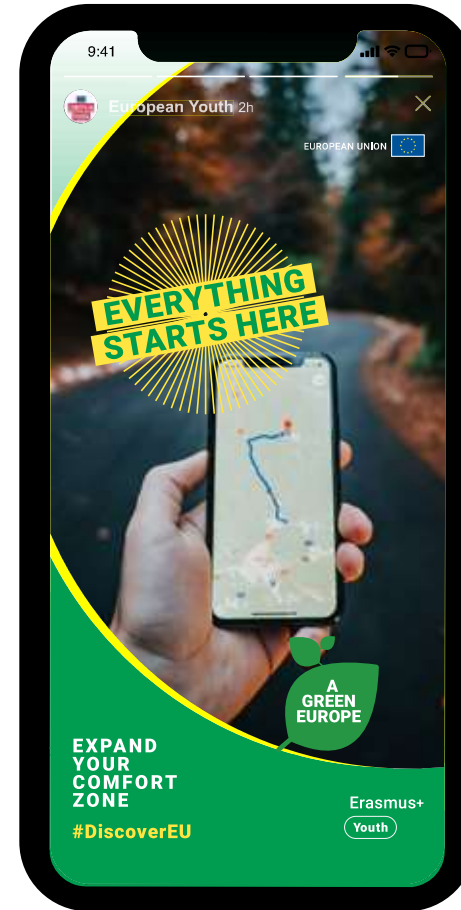




GENERIC



A DIGITAL EUROPE



A GREEN EUROPE



Erasmus+
Youth

EUROPEAN UNION 

**FEELING AT HOME
EVERYWHERE
STARTS HERE**

EXPAND
YOUR
COMFORT
ZONE

#DiscoverEU

© European Union 2023 - Pexels

The image is a promotional graphic for the Erasmus+ Youth program. It features a circular frame containing a photograph of a person's legs in dark pants and red socks, sitting in a green tent. The tent is pitched on a grassy area overlooking a wide, sandy beach and the ocean under a clear sky. A white cooler sits on the ground near the tent. The text 'FEELING AT HOME EVERYWHERE STARTS HERE' is overlaid on the person's legs in a bold, yellow, sans-serif font, with a sunburst effect behind it. In the top left corner of the graphic, the 'Erasmus+ Youth' logo is displayed. In the top right corner, the 'EUROPEAN UNION' text is accompanied by the European Union flag logo. On the left side, the text 'EXPAND YOUR COMFORT ZONE' and the hashtag '#DiscoverEU' are written in a blue, sans-serif font. At the bottom right, a small vertical copyright notice reads '© European Union 2023 - Pexels'.

