## VISUAL GUIDELINES <br> $-000$

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EUROPEAN
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SKILLS

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## BASIC ELEMMENTS

The main font is Eurostile．
Eurostile can be used correctly in any language．
It can be downloaded at
https：／／fonts．adobe．com／fonts／eurostile
Alternatively，Arial font can be used on the website or for PowerPoint．


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PRIMARY COLOURS

CMYK
1000310

RVB
0156179
HEX
\#009BE?
CMYK
441960

RVB
24016311
HEX
\#EFAROB

CMYK

100923627

## RVB

354386

HEX
232A56

For consistancy reason, secondary colours must only be used when the communication is exclusively about European Year of Skills.

| CMYK | CMYK | CMYK |
| :---: | :---: | :---: |
| 779400 | 700860 | 084940 |
| RVB | RVB | RVB |
| 9747136 | 7917679 | 2326729 |
| HEX | HEX | HEX |
| \#612F88 | \#4F304F | \#E8431D |
| CMYK | CMYK | CMYK |
| 460180 | 435790 | 03750 |
| RVB | RVB | RVB |
| 148209215 | 16519586 | 246186207 |
| HEX | HEX | HEX |
| \#94D107 | \#A6C356 | \#F6BACF |




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## GRAPHIG ELIFNENTS AND cONSTRUGTION

## Portrait format

The width of the EU emblem is equal to $1 / 10$ of the width of the document.*

Landscape format:
The width of the EU emblem is equal to $1 / 10$ of the height of the document.*

*When used on a coloured background, put a white border around the rectangle, with the width of this being equal to one $1 / 25$ of the height of the rectangle.


## Narrow landscape format:

The width of the EU emblem is equal to 1/14 of the width of the document.


## Narrow portrait format:

The width of the EU emblem is equal to $1 / 6$ of the width of the document.


## EU EMBLEM

## MARGINS \& POSITION

A minimum amount of space around
the emblem must be kept free of any text.
This space is determined by the height of the emblem.

The position of the emblem in print needs to be in the top left corner at all times.
The minimum width of the EU emblem is 10 mm .


The size of the logo is determined by the EU emblem.
The size of the EU emblem and the logo must always remain in proportion.
The logo is equal to 300\% of the height of the EU emblem.


A minimum amount of space around the logo must be kept free of any text.
This space is determined by adding the height of the emblem on left, right and bottom sides. The top space is $1 / 2$ height of the emblem.


## EU EMBLEM \&

## EYS LOGO ALIGNMENT

Logo and emblem can be placed either at the top
or bottom of the document. They must remain inline.


## EU EMBLEM \&

EYS LOGO ALIGNMENT

Logo and emblem can be placed either at the top or bottom of the document. They must remain inline.



## EU EMBLEM \&

EYS LOGO ALIGNMENT

Logo and emblem can be placed either at the top
or bottom of the document. They must remain inline.


## EU EMBLEM \&

EYS LOGO ALIGNMENT

Logo and emblem can be placed either at the top
or bottom of the document. They must remain inline.


## EU EMBLEM \&

## EYS LOGO ASSOCIATION

When the emblem and the logo need to be grouped for a specific use, the space between them is one height of the emblem.

The proportion needs to remain the same:
the logo height is $300 \%$ the height of the emblem.


## EYS LOGO \&

## EUROPEAN COMMISSION LOGO

For the communication of European Year of Skills throughout the European commission visual identiy, the rule remains the same:

The logo height is $300 \%$ of the height of the emblem.
 image library as been set.
Images need to reflect real-life action with different profiles.


EXAMPLES



