EURES

Graphic Guidelines

2022

Introduction

About the graphic guideline

This graphic guideline has been developed to reflect the ever evolving EURES network. The guideline has been created to be flexible enough to allow users to express their creativity and show the diversity across the EURES Network, whilst still projecting a strong and uniform image. The graphic guidelines have been designed for use by professional designers and printers as well as managers and administrators. There is a wide variety of templates that can be used by anyone in the Network.

Using the graphic guidelines

The EURES logo should be used by all internal and external organisations participating in activities relating to the EURES network.

Organisations participating in the EURES network (EURES Members and EURES Partners) should ensure that the information and promotional material they provide is coherent with the overall communication activities, the common quality standards of the EURES network and the information coming from the European Coordination Office. Individuals should inform the European Coordination Office without delay of any abuse of the EURES service mark or logo by a third party or third country of which they become aware. [1]

Only the European Coordination Office has the authority to grant third parties permission to use the EURES logo in accordance with Council Regulation (EC) No 207/2009 [2]. The European Coordination Office should inform the organisations concerned accordingly. [3]

The EURES Members and Partners shall ensure that the EURES portal is clearly visible and easily searchable through all the job-search portals that they manage, whether at central, regional or local level, and that those portals are linked to the EURES portal. The PES shall ensure that the organisations acting under their responsibility have a clearly visible link to the EURES portal on any web portals that they manage. [4]

1. Article 15 - REGULATION (EU) 2016/589
2. Council Regulation (EC) No 207/2009 of 26 February 2009 on the European Union trade mark (OJ L 78, 24.3.2009, p. 1).
3. Preamble (24) - REGULATION (EU) 2016/589 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of on a European network of employment services (EURES), workers' access to mobility services and the further integration of labour markets and amending Regulations (EU) No 492/2011 and (EU) No 1296/2013.
4. Article 18 - REGULATION (EU) 2016/589

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Fundamentals

- Logo
- Font
- Colour Palette
- Graphical Elements
- Photography

Standard Logo

The standard, full colour version of the logo should be used wherever possible. The logo is composed of two core elements: the title and the graphic symbol.



Colour Variation of Standard Logo

EURES white and monochrome versions of the logo. In specific cases, such as in printed products where only one colour is permitted, the white or monochrome version of the EURES logo may be used.

White logo



Monochrome logo



Protection Area Guidance

The protection area around the logo is equal to the spacing between the letters. There should be no infringement of this space by any element.

Protection area



In order to achieve maximum visual impact, the EURES logo should not go below a size of 16 mm for printed material and 20px for digital outputs. The EURES logo should always appear against a white or light background.

Minimum height

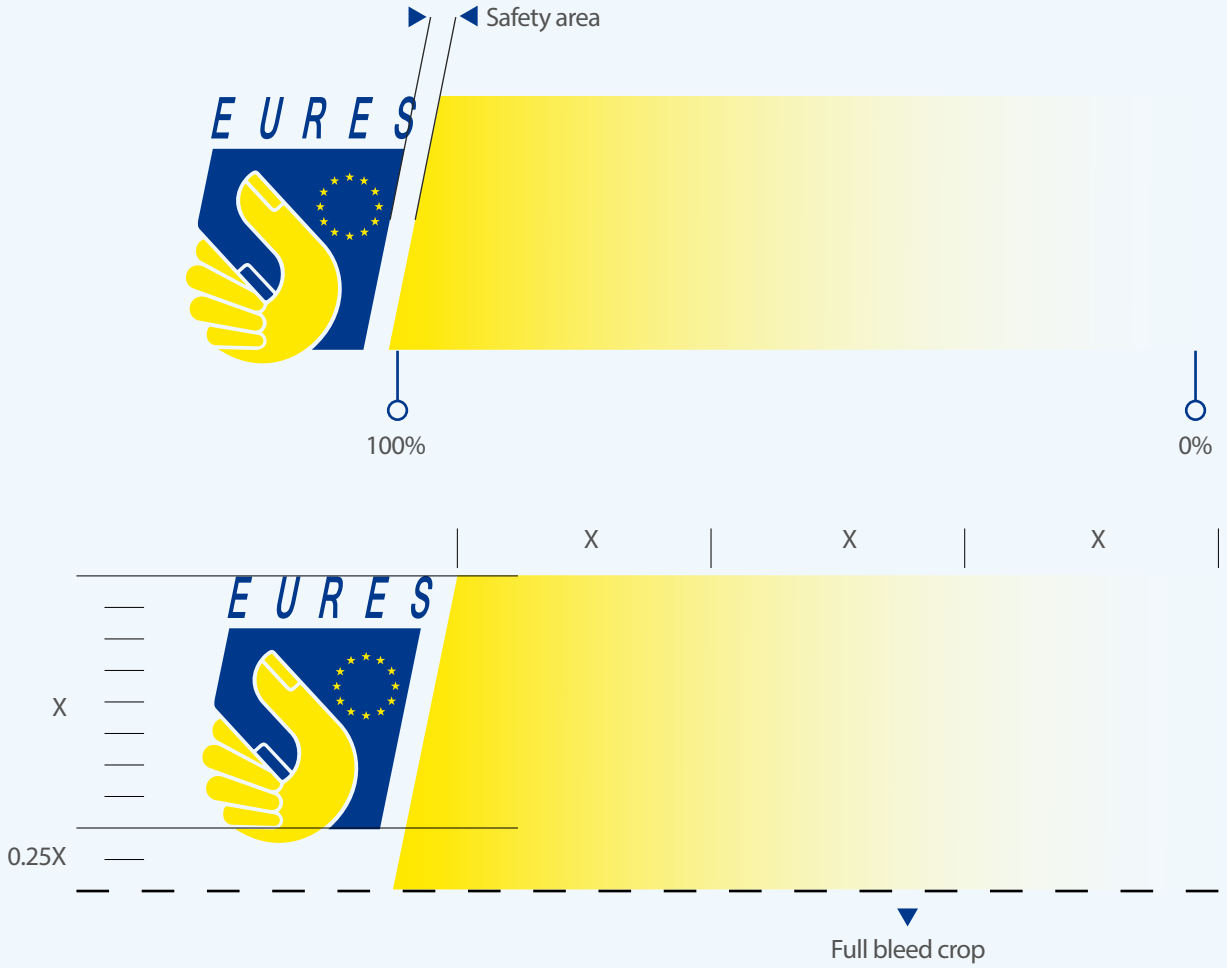


Logo on white or light backgrounds



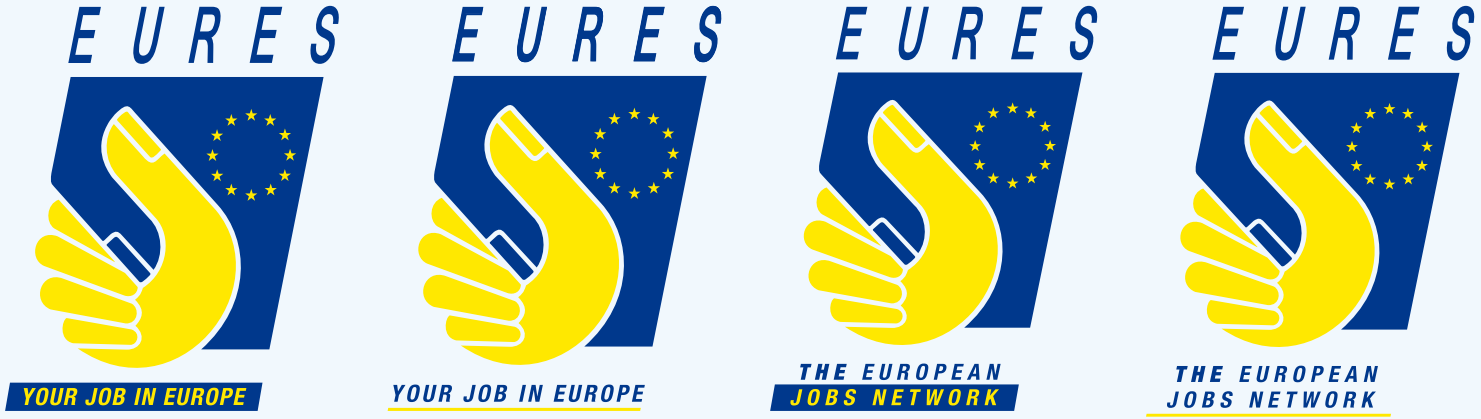
Gradient Logo

The EURES logo with yellow gradient bar can be used as an alternative to the standard logo on any graphic output. For the safety area of the gradient logo, the ratio of width must always be equal to 3 X the height of the EURES logo. The X value is the value of the height of the logotype. For a full bleed usage, add 0.25 X height.



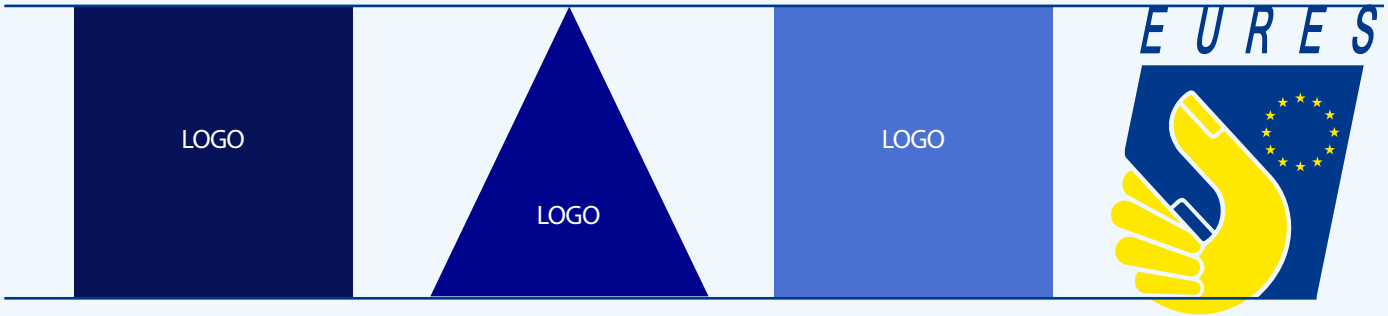
Slogan Logo

There are two variants of styles for the logo with a slogan: one including the slogan in a blue box and the other with a yellow highlight. Feel free to use whichever you think is most appropriate, while remaining consistent in its use and following the safety area guidance.



Partner Logos

The EURES logo may be used alone or in combination with the logos of partner organisations. If applicable, the EURES logo is positioned either left, right, above, below but in identical proportions to the logos of the partner organisations. Please see page 35 for further guidance on co-branded material.



Primary Font

The main typeface of EURES is sans serif font Myriad Pro for its modernity and legibility. Myriad Pro contains a large complement of glyphs, including Central European, Cyrillic and Greek characters. The font offers a wide range of weights ranging from light to black.

Myriad Pro Light

Should be used on the body text throughout all outputs.

Myriad Pro Regular

Should be used to enhance body text.

Myriad Pro Semi-bold

Should be used to highlight key words.

Myriad Pro Bold

Should be used on main headings.

Myriad Pro Black

Should be used to enhance main headings and titles.

Light

Regular

Semi-bold

Bold

Black

Secondary Font

Arial is the secondary font for EURES and should be used on outputs created in the Microsoft Office suite or when Myriad Pro is not available.

Arial Regular

Should be used on the body text throughout all outputs.

Arial Italic

Should be used to enhance regular body text.

Arial Bold

Should be used to highlight key words and on headings.

Arial Bold Italic

Should be used to highlight key words and quotes.

Arial Black

Should be used on main headings and titles.

Regular

Italic

Bold

Bold Italic

Black

Primary Colour Palette

It is important to check the text readability on every output. WCAG2* offers a set of rules to help increase accessibility for digital visual products and outputs for web design. EURES aims to be AA compliant following WCAG2*. AA has a contrast ratio of at least 4.5 for text against the background. While WCAG usually refers to on-screen digital content, the principle – with regards to contrast – also applies to prints. We therefore recommend you use an accessibility checker such as Adobe Colour to check the ratio.

The EURES blue and yellow are the fundamental colours to the EURES branding. They should be incorporated into every artwork.

Pantone Reflex blue

CMYK: 100/89/0/0
RGB: 0/56/140
Hex: 00388C

Pantone yellow 2C

CMYK: 0/3/100/0
RGB: 255/232/0
Hex: FFE800

Secondary Colour Palette

There are a range of complimentary colours that can be used in conjunction with the EURES blue and yellow, ensure you check the accessibility ratio in each combination created. There are also two sets of colours to be used across mainly jobseeker and employer outputs to define these categories, the colours can be used independently or together.



ELA Purple

CMYK: 51/100/20/14
RGB: 115/10/98
Hex: 730a62



EURES Dark blue

CMYK: 100/93/36/34
RGB: 8/18/89
Hex: 081259



EURES Mid Blue

CMYK: 77/56/0/0
RGB: 74/112/209
Hex: 4a70d1

EURES Light blue

CMYK: 22/2/2/0
RGB: 209/232/247
Hex: d1e8f7



EURES Grey

CMYK: 29/17/19/1
RGB: 191/199/201
Hex: bfc7c9

Jobseekers



EURES Purple

CMYK: 47/67/0/0
RGB: 187/98/214
Hex: bb62d6



EURES Orange

CMYK: 6/49/86/0
RGB: 234/147/52
Hex: ea9334

Employers



EURES Bright blue

CMYK: 100/92/23/9
RGB: 0/3/140
Hex: 00038C



EURES Green

CMYK: 72/0/89/0
RGB: 45/186/71
Hex: 2dba47

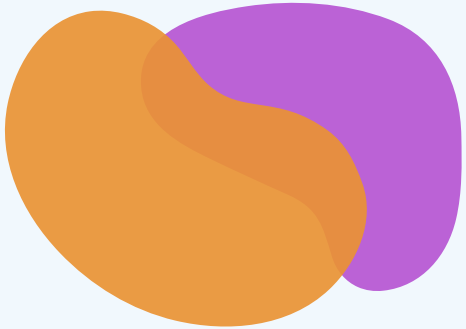
Graphical Elements

Two connected graphical elements are the main shapes that must be used across all outputs to ensure consistency across the brand. The elements represent the bringing together of jobseekers and employers and allow for a versatile holder shape for every output. The two elements can be rearranged, rotated and scaled but the shape of the graphical element must not be edited. The mock-ups below are examples of arrangements but they can be adapted accordingly to best fit the artwork.

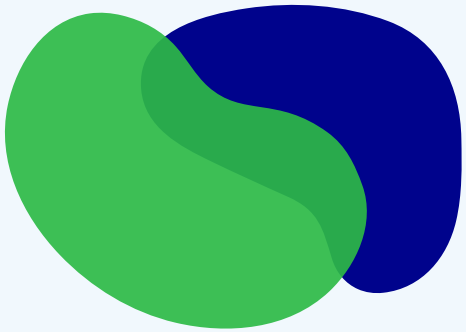
General EURES



Jobseekers

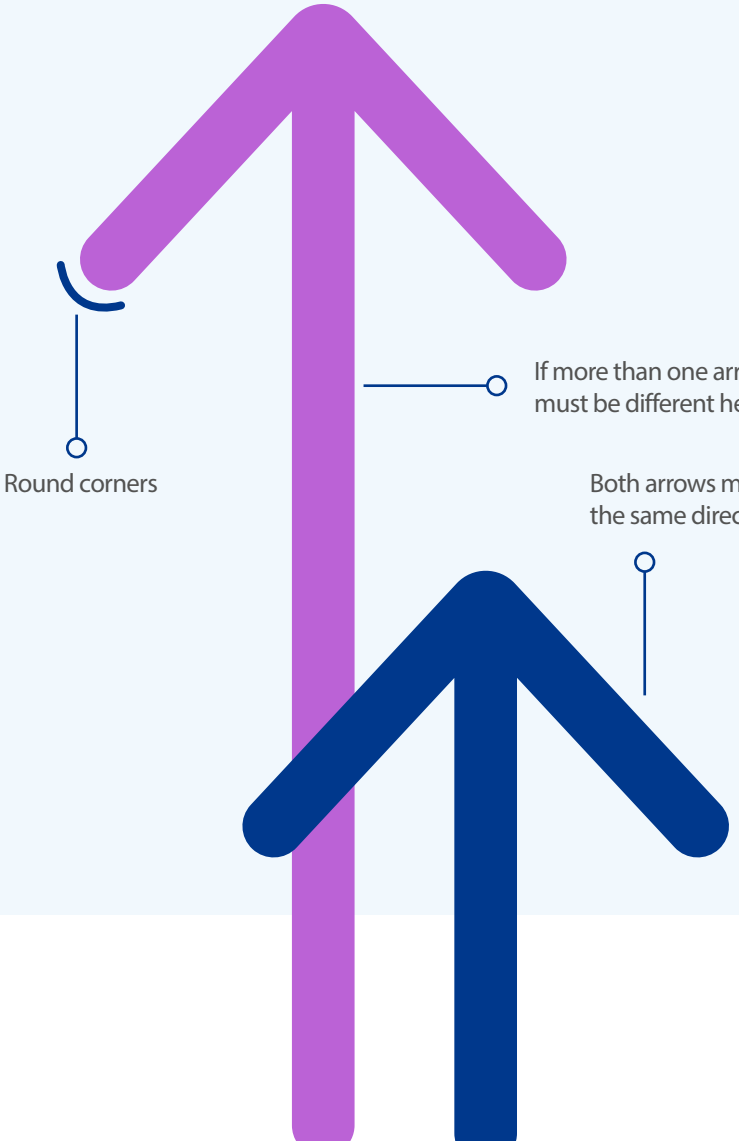


Employers



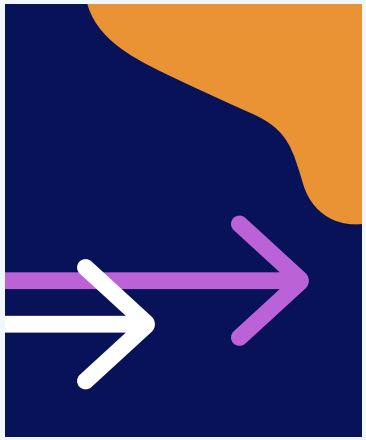
Graphical Elements

Rounded arrows are a complimentary element that **can** be used across many outputs to show movement. These arrows can be scaled, re-coloured and adjusted to fit best with each design, one or more arrows can be used together. They must be either facing 0, 90, 180 or 270 degree angle and can not be rotated outside of this.



Examples of graphic shapes & arrows





Photography Examples

Stock photography will be used across all EURES outputs, below are examples of photography that can be chosen. The photography selected should be close-up, high contrast photography which will give an authentic look to the images. Diversity should be reflected throughout all photography with characters representing the EURES network.

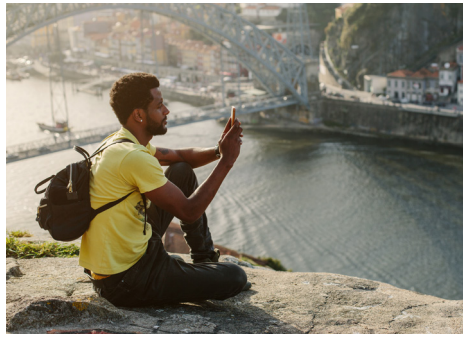










Photography Examples

Unsplash images are allowed to be downloaded if free photography can only be used. High-contrast and close-up photography should be selected that showcases a variety of jobs and skills represented across the EURES network. For accessibility purposes, every image **must** have a description of the photo which should be tailored for each EURES output.














Audio-Visual

Web Video

Social Media Video

Podcasts

Web **Video**

16:9 video is a universal format that can be viewed across multiple channels. When uploading onto the European Commission's Audio-visual library or Youtube, check directly with the specifications that they require.



AV Outro clip

Minimum and maximum time for the signature: 5 seconds

Animated outro must be used across all outputs.

Formats of outro 16:9, 1080x1080 and 9:16.

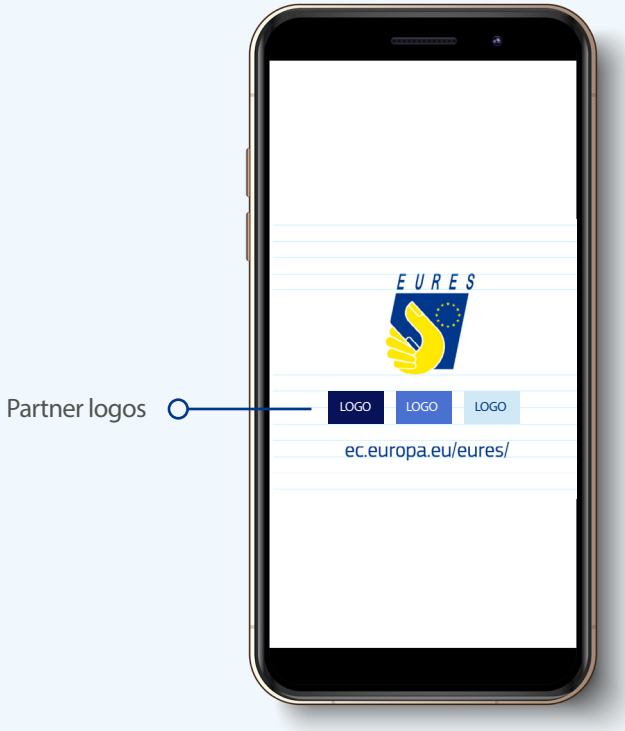
Text must follow the grid which is the height of the EURES text. Myriad Pro must be used.

Social Media **Video**

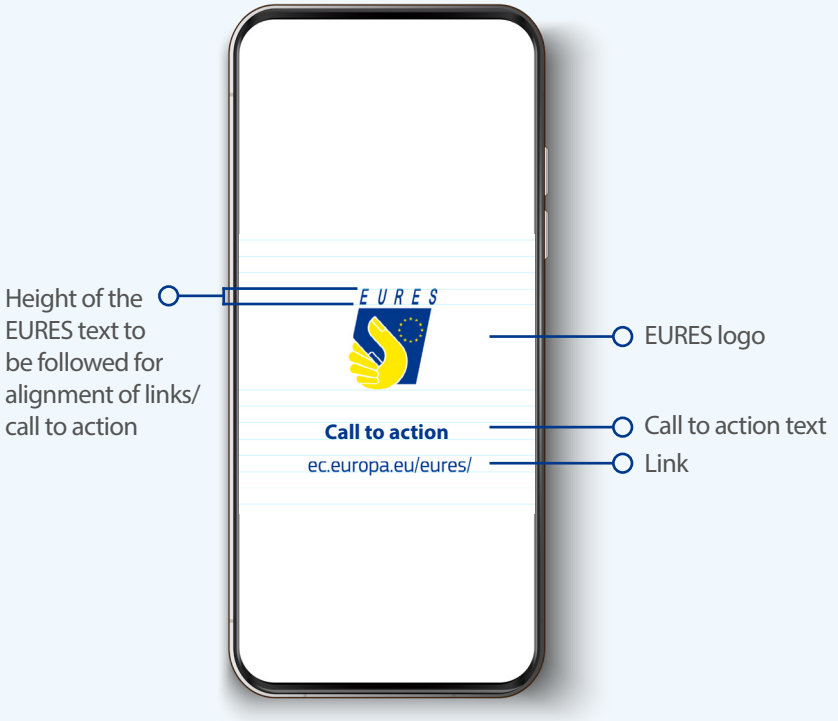
It is recommended to work with a 1:1 square 1080 x 1080 pxl sized video using a 30fps frame rate. This will ensure anything created can be used on Facebook and Twitter with no issues. The use of MP4 video using the H.264 video codec is recommended and captions should be used when able to do so.

Square video

AV Outro clip with partner logos



AV Outro clip

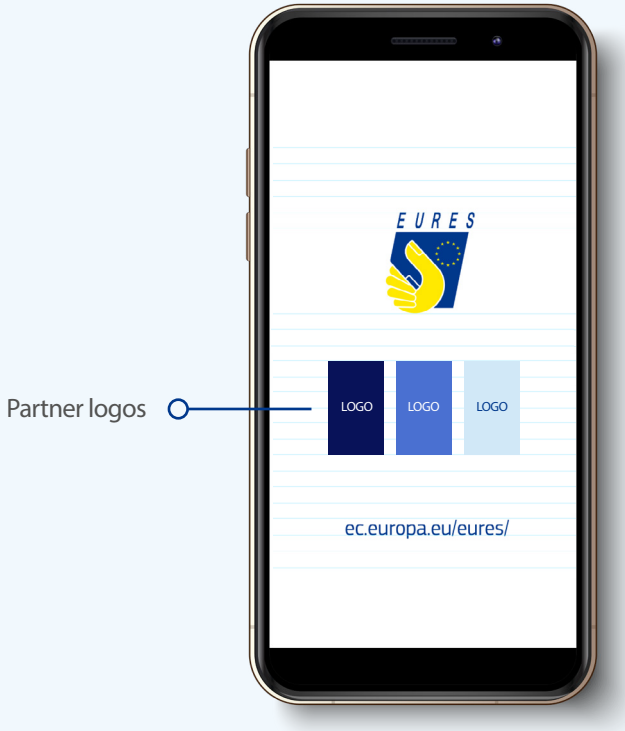


Social Media **Video**

It is recommended to work with a 9:16 vertical 1080 x 1920px sized video using a 30fps frame rate. Again the use of MP4 video using the H.264 video codec and AAC audio where applicable is recommended.

Vertical video

AV Outro clip with partner logos



AV Outro clip



Podcasts

Podcasts are a great way to share stories and content with the network on a variety of platforms.



Tips

- Prepare equipment to ensure they are fully charged before recording.
- At the start and end of the podcast, mention clearly "EURES network Work anywhere in Europe".
- When writing the script, decide upon a single clear message, use easy language, short sentences and speak slowly at a conversational pace.
- Prepare what you are going to say and practice!
- Once the podcast has been recorded ensure that you download the audio file at the highest quality.

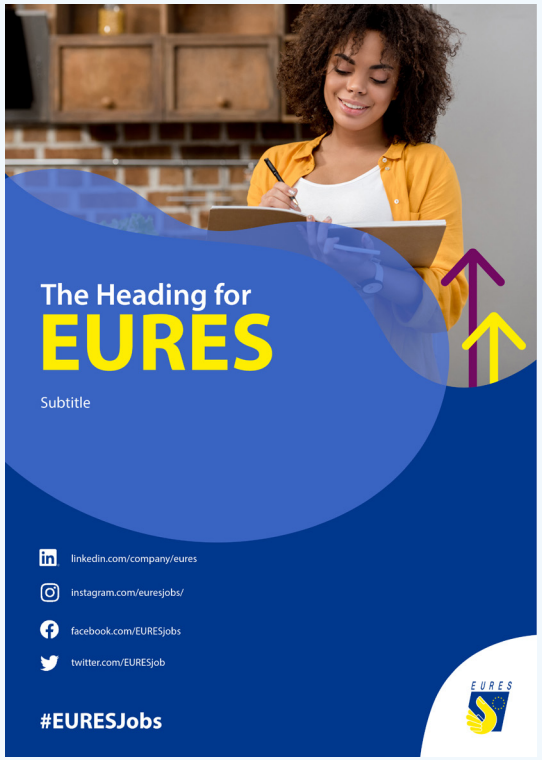
Application

- Publication Cover
- Word Template
- PowerPoint
- Leaflet
- Event Merchandise
- Social Media

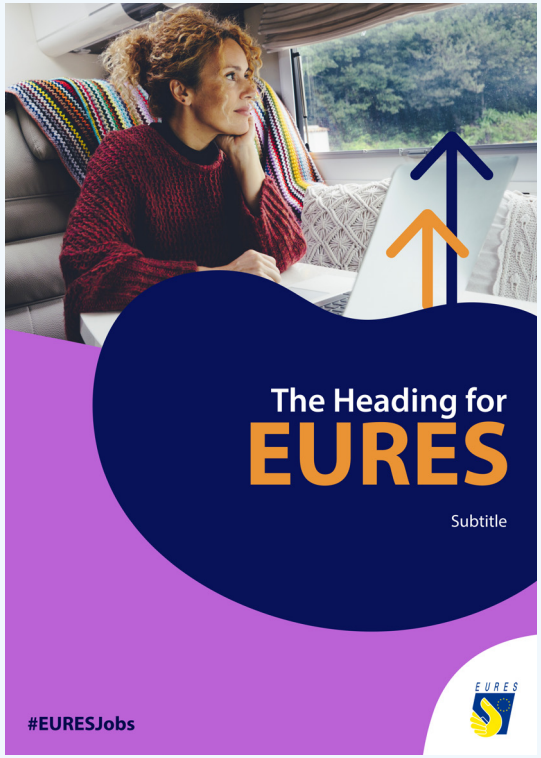
Publication Cover

Example of EURES publication covers.

Generic



Jobseekers

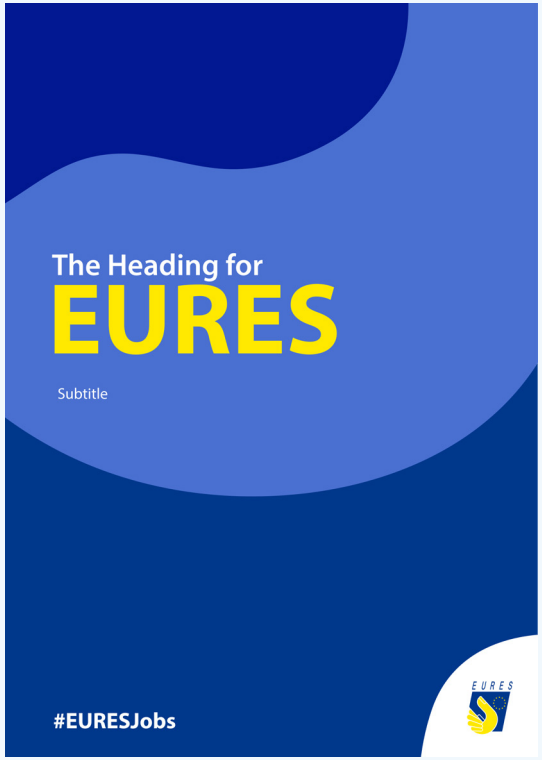


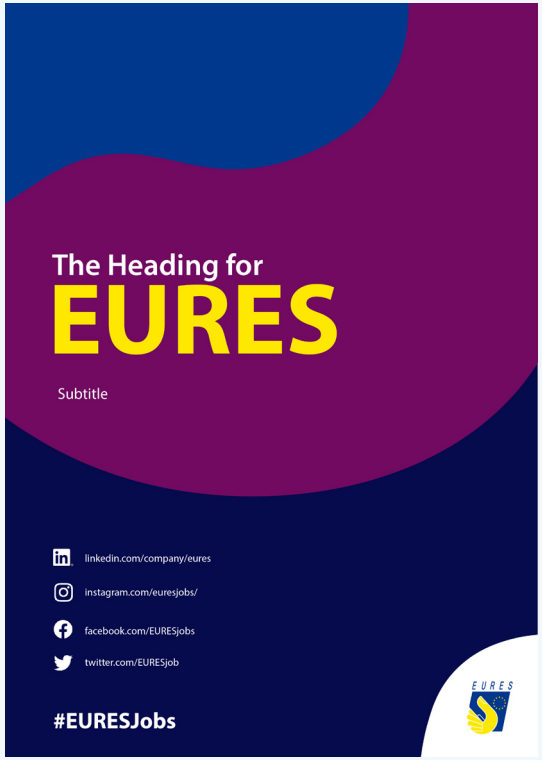
Employers



Word Template

Example of a EURES word template with inner spread and cover options in EURES and ELA colours.







PowerPoint

Example of EURES PowerPoint including options with and without photography.

Cover examples

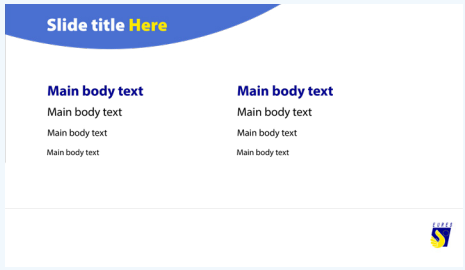




Section cover



Inner slide



Inner slide with graph



Leaflet

Example of EURES A5 & Tri-fold leaflet.



Event Merchandise

Examples of generic EURES Merchandise.

Roll-up banner





Large Format Poster

Event Merchandise

Examples of generic EURES Merchandise.



Large Format Banner

Recommendation
Always check with the print supplier before starting any artwork and request a print proof.

Social Media

Examples of general EURES social media images.











Social Media

Examples of jobseeker and employer specific social media images.

Jobseekers



Employers



Quote example



Co-Branded Material

Logos

Application

Co-branded Logos

EURES logo with European Online Job Days (EOJD) and NCOs.

European Online Job Days

The EOJD identifier can be combined with the EURES logo by always positioning the EURES logo to the left and ensuring that it complies with the protection zone guidelines.



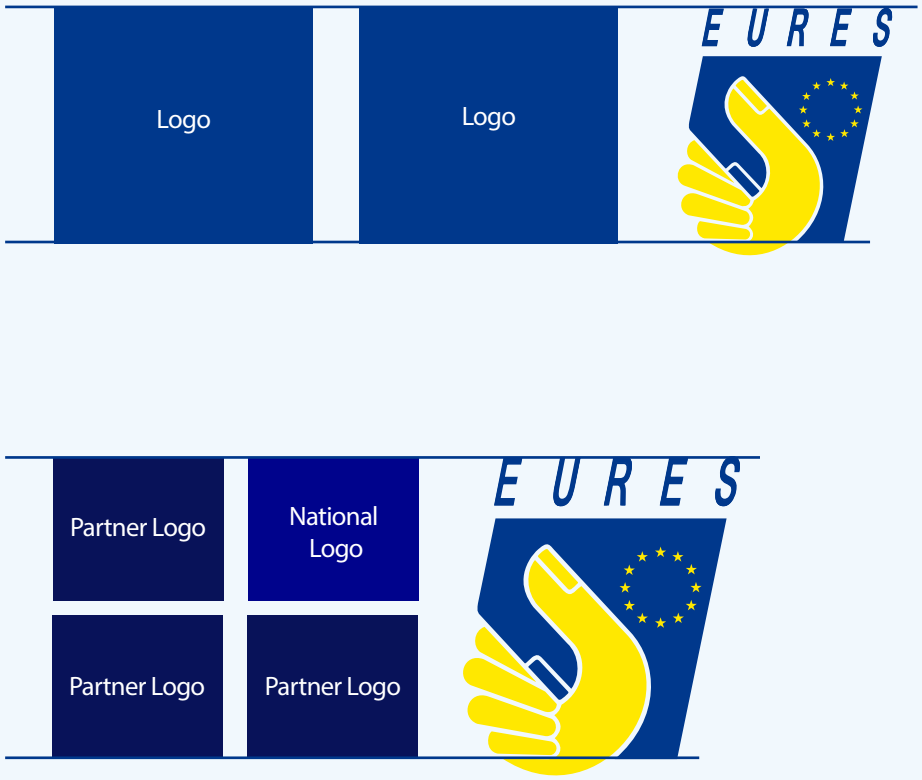
NCO

NCO and Members & Partners materials should use the EURES logo + local logo (e.g. in case of joint activities with PES or partners).



Co-branded Logos

EURES logo with EURES offices and services.



EURES Services

When EURES services participate only (not organising) in joint activities at any level (national, cross border, or transnational), the EURES logo should be featured instead of partner or local logos.

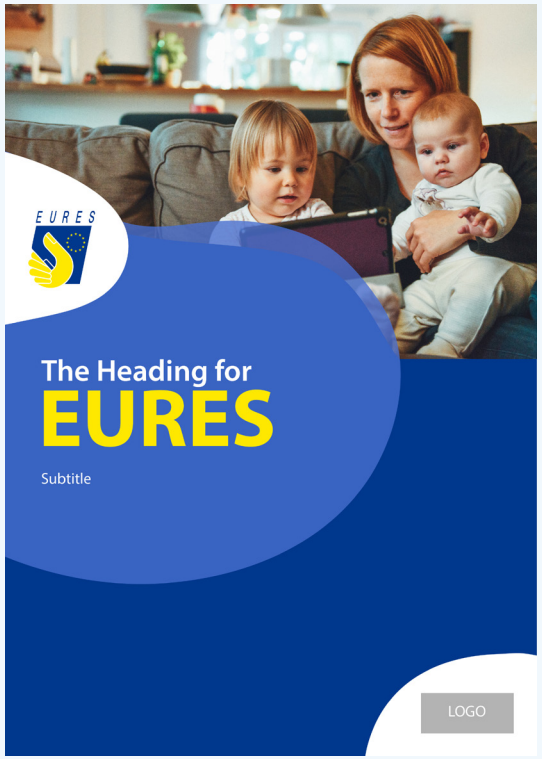
EURES Offices

If several EURES offices (of the same or different country) organise joint activities, they should use the EURES Logo in prominence + national logos/ partners logos if applicable

Co-branded Application

Examples of the EURES logo including EOJD and partner logos. The EURES logo **must be** displayed with prominence over the partner logo, either on the left or top of the document.

EURES logo positioned in left of the document.



White curve with partner logo

EURES logo positioned at the top of the document with light coloured background

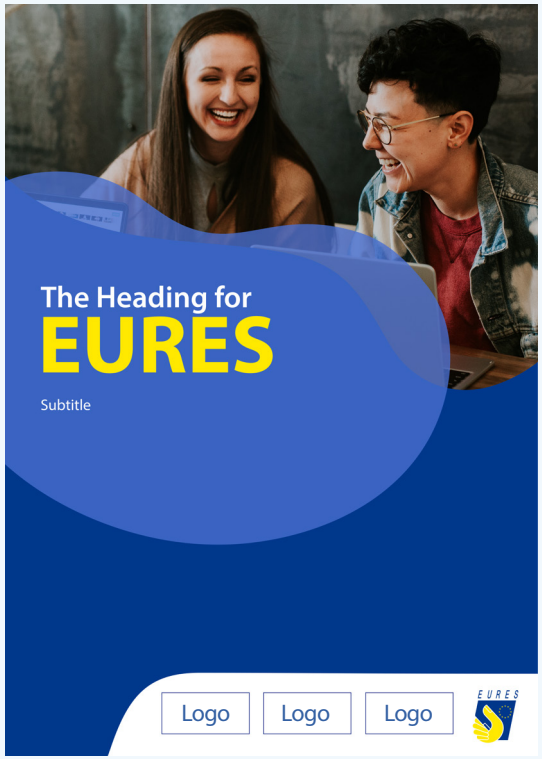


White curve with EOJD logo

Co-branded Application

Example of the EURES logo with other partner logos. You must ensure that each logo includes the required protection zone space.

Photography representing EURES network



White bar with EURES logo and other logos on same line

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HELP DESK For all questions on how to ensure your work is consistent with the EURES graphic guidelines, contact: **eures@ela.europa.eu**