European Commission

Guideline

2021 DiscoverEU
Communication
Campaign

EXPAND
YOUR
COMFORT
ZONE

#DiscoverEU

Youth

Erasmus+
Enriching lives, opening minds.

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.

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#DiscoverEU

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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+

Enriching lives, opening minds.

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▼

Erasmus+ logo is part of the visual identity.
It must be present in all communications.
The Eu flag must be represented only one time per layout.
When the logo of the European Commission is used, the
Erasmus+ logo is placed without the EU symbole.

EC Square Sans
Pro Extra Black

abcdefghijqul
mnopqrstuvwxyz
ABCDEFGHIJQUL
MNOPQRSTUVWXYZ
1234567890

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
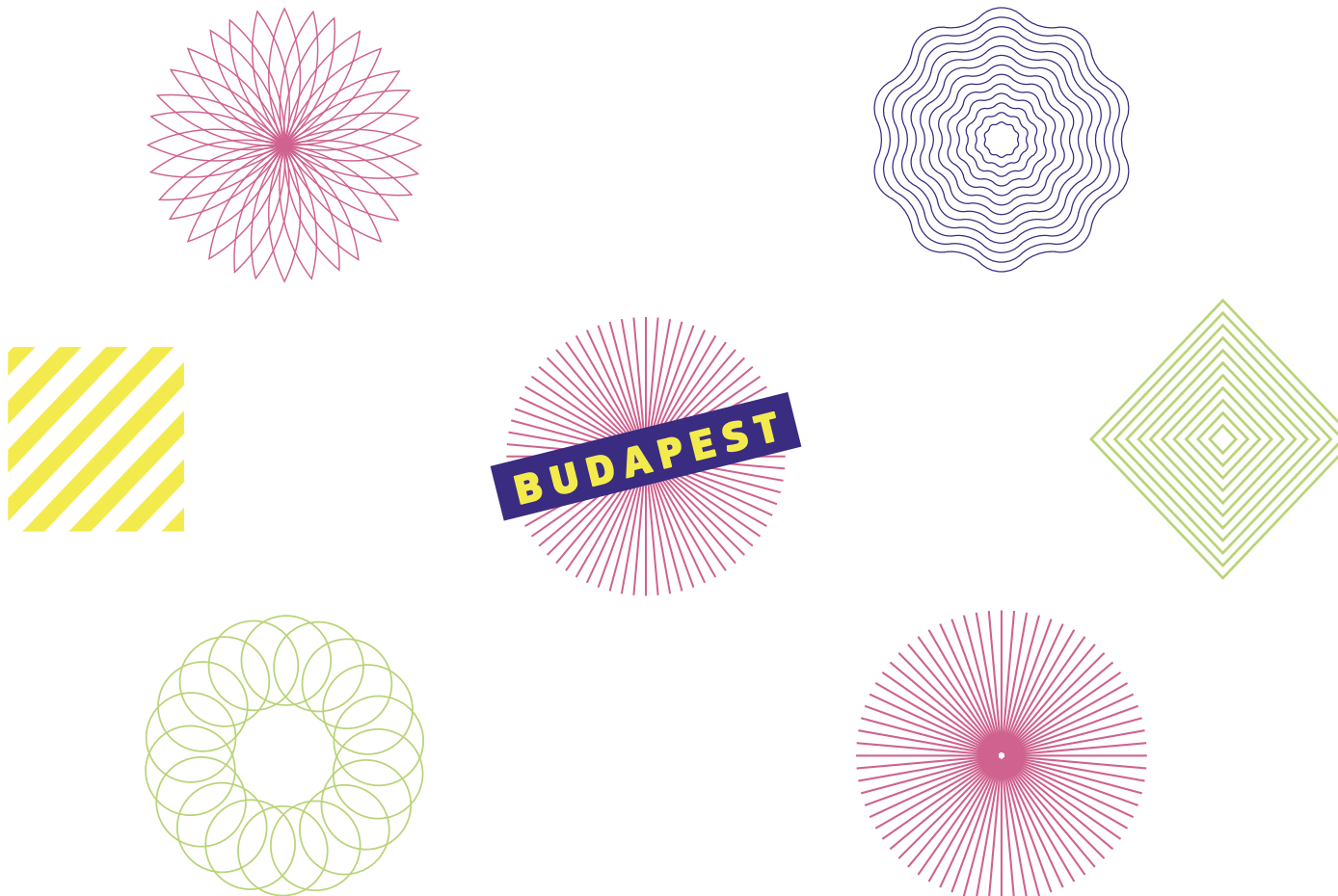
Thematic colours

A DIGILATL EUROPE

A GREEN EUROPE

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

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

BUDAPEST

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 storys for our travellers to use and write their own destinations and thoughts.
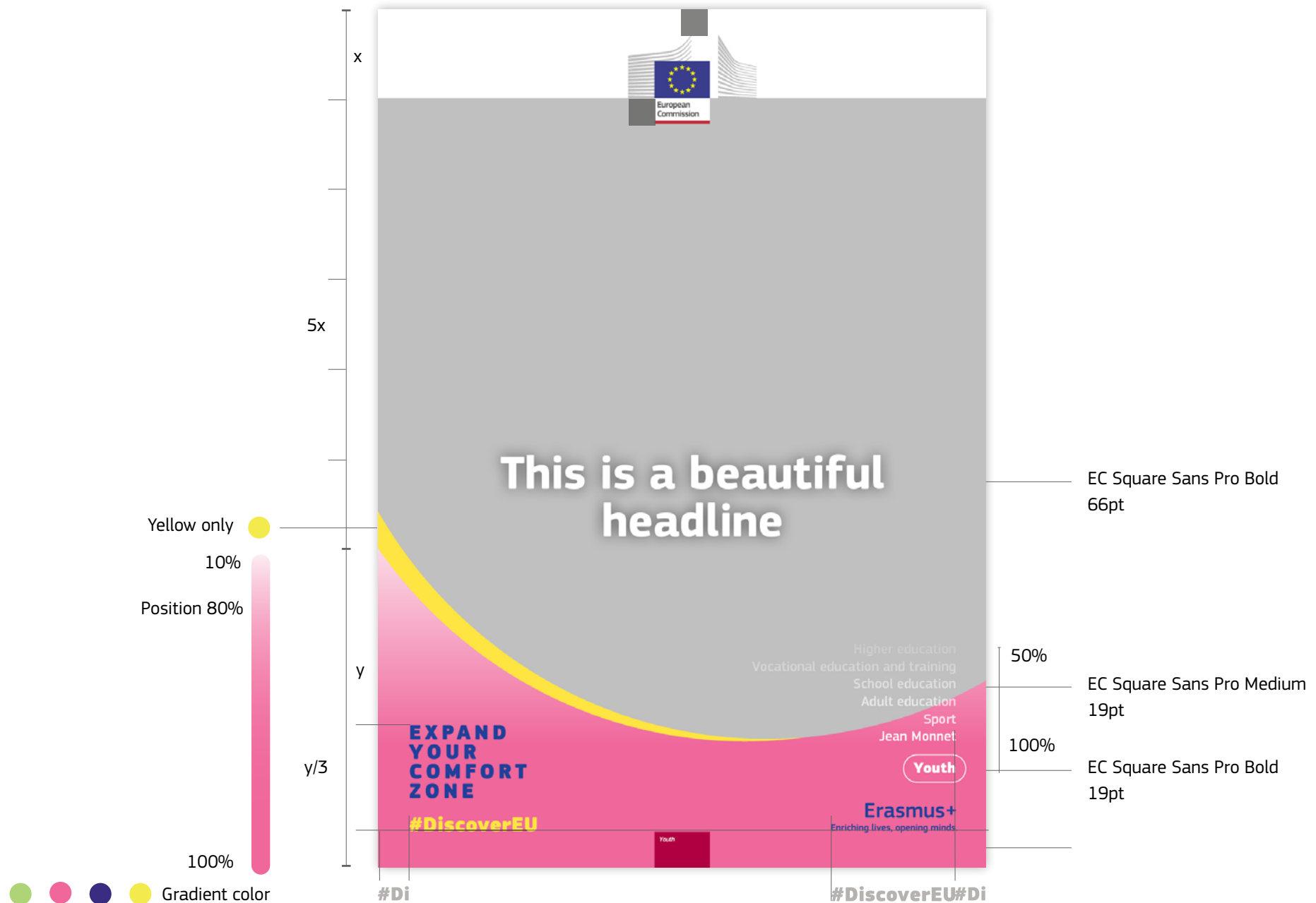
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+

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A DIGITAL EUROPE

A specific colour code and design add-on will allow to adapt the visual identity according to the year's theme.

Examples

x

5x

Yellow only

10%

Position 80%

y

y/3

100%

Gradient color

This is a beautiful headline

EC Square Sans Pro Bold
66pt

Higher education
Vocational education and training
School education
Adult education
Sport
Jean Monnet

50%

EC Square Sans Pro Medium
19pt

Youth

100%

EC Square Sans Pro Bold
19pt

European Commission

EXPAND
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#DiscoverEU

Erasmus+
Enriching lives, opening minds

Youth

#Di

#DiscoverEU#Di

GENERIC

A DIGITAL EUROPE

A GREEN EUROPE

Congratulation!
you have been selected to take part in the DiscoverEU adventure!

Am, et velibus, ant ommolorrorat que volo tem lit exped ma apis et dusapit volenis re conseque laut quam cusantiis sus ad magnis estis necus et re doluptati untis ant millatque esed est volendio odit incium quaturia dolutem escimodis dolesequi veliquam fuga. Itat quuntiam fugia volorit re, aut dolorepudit, cum aut renda qui doluptae comni nost, untium quis arissit, quatur simporem volut quostotaecat laut que incimillene elestis sitatur, sequiandamus quibusda ipsam, consequ istionse eatur simpero tendae. Tiunt molorib eriae. Era doluptus alita provid quaspel et vit, cores quatiorit, quidenissint laut as dolore od et odicid qui con remporeius susci ium nullorescium et mo te net et alique sim doluptatus quo dolore, quam quuntionem vel inus, sequis dit denissunt maxim rese cum re que nos conseque maiorrum nus, conseque invel eiunt utatia veliqui doluptat.
Oremporpora doles mil mil el exceria conse volorum verisitibeat volori nusdae re