

#EURES4Youth

EURES

YOUTH CAMPAIGN

Campaign identity



EURES 2022 - Youth Campaign

The concept includes the use of photography to capture youthful jobseekers and employers. In this concept the addition of patterns and typography give a fresh look and feel and adds the youthful element. The concept includes variations of colour and pattern, including the addition of two new colours to the palette to add interest and different options for outputs.

Graphic Elements

Typography Pattern

All outputs should include this pattern featuring the words 'EURES YOUTH' in the background. The colours can be adapted to suit the output.



Text lock-up

All outputs should include this pattern featuring the words 'EURES YOUTH' in the background. The colours can be adapted to suit the output.



Logos

EURES

The safety area around the logo is equal to the spacing between the letters.



ELA

The safety area is the height of the logo without the signature.



Typography

All other material - Myriad Pro

abcdefghijklmnop-
 nopqrstuvwxyz
 ABCDEFGHIJKLM-
 NOPQRSTUVWXYZ
 0123456789

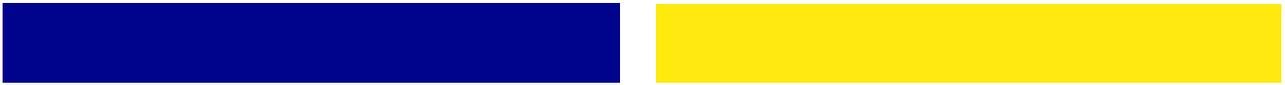
Editable templates - Arial

abcdefghijklmnop-
 nopqrstuvwxyz
 ABCDEFGHIJKLM-
 NOPQRSTUVWXYZ
 0123456789

Colour

The original colours from the ELA and EURES branding remain to keep the familiarity of the brands but additions of the two new youth colours helps to keep the campaign fresh, bright and distinguishable.

Primary



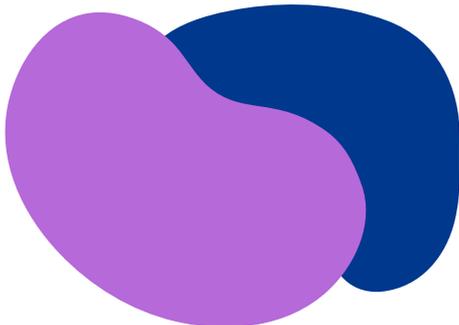
Secondary



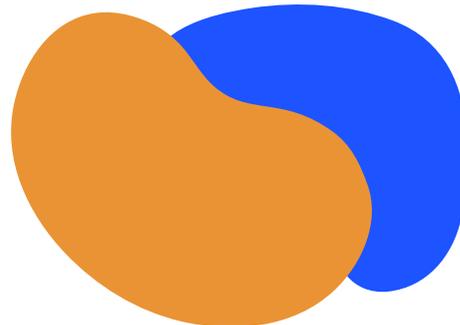
Youth Campaign added colours



Jobseekers



Employers



Photography

High-quality photography should be selected that reflects young professionals in action. The campaign features a wide variety of workers from different sectors that can be mixed and matched.

Education



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Vocational



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Health



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Gastronomy



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Office



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Other



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In use

Some examples of campaign visuals.

Social posts



Social banners





Posters



Instagram stories

