europass

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Style
Guide

EU Flag

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Wordmark

Full Colour Brand Mark

The full colour brand mark is the preferred version on all materials and communications.

As a key component, the full colour brand mark is one of the most visible parts of our identity.

The brand mark must be used as provided and can not be altered in any way.

SIngle Colour Brand Mark

The single colour version of the brand mark should be used when the full colour version of the brand mark cannot be applied. The single colour logo can be used for merchandise or temporary signage, where printing restrictions may apply. The single colour version may be the preferred version if the background that the logo is placed on is dark or is conflicting in colour.

The brand mark must only be used as provided and can not be altered in any way.

Exclusion Zone

No text or other graphic is allowed in the exclusion area of the logo.

The exclusion zone is equivalent to the height of the flag in the Europass logo.

Wordmark

Noto Sans Semi-Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@£$%^&*()/\|_<>+`'''~,;:?!.

Typography

Noto Sans Semi-Bold is the mandatory font for the Europass logo.

Open Sans Light is the mandatory font for images incorporating texts and for professional publications.

Three main weights are used within the Open Sans Light font family.

AaBbCc

Body Copy

Open Sans Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@£$%^&*()/\|_<>+`'''~,;:?!.

Open Sans Semi-Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@£$%^&*()/\|_<>+`'''~,;:?!.

Open Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@£$%^&*()/\|_<>+`'''~,;:?!.

AaBbCc

Logo

CMYK: 100.80.0.0 **RGB:** 22.65.148 **HEX:** #164194	**CMYK:** 0.0.100.0 **RGB:** 255.237.0 **HEX:** #ffed00	**CMYK:** 0.0.0.80 **RGB:** 87.87.86 **HEX:** #575756

Colour Palette

Three main colours are used with the Europass logo: dark blue, yellow and dark grey.

The colour palette contains six colours, which together form two gradient variations.

The preference is to use these pure colours with a 100% hue, rather than tinted tones, however tints may be used to support the palette.

Palette

CMYK: 18.79.0.5 **RGB:** 198.80.148 **HEX:** #c65094	**CMYK:** 73.40.0.2 **RGB:** 72.132.195 **HEX:** #4884c3	**CMYK:** 71.93.0.1 **RGB:** 108.48.136 **HEX:** #6c3088
CMYK: 100.70.24.8 **RGB:** 0.75.128 **HEX:** #004b80	**CMYK:** 75.30.26.8 **RGB:** 58.136.163 **HEX:** #3a88a3	**CMYK:** 75.15.59.1 **RGB:** 59.158.128 **HEX:** #3b9e80
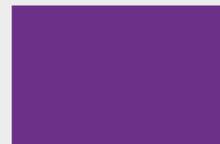
Primary Gradients

0% 50% 100%

RGB: 198.80.148
HEX: #c65094

RGB: 72.132.195
HEX: #4884c3

RGB: 108.48.136
HEX: #6c3088

0% 50% 100%

RGB: 0.75.128
HEX: #004b80

RGB: 58.136.163
HEX: #3a88a3

RGB: 59.158.128
HEX: #3b9e80
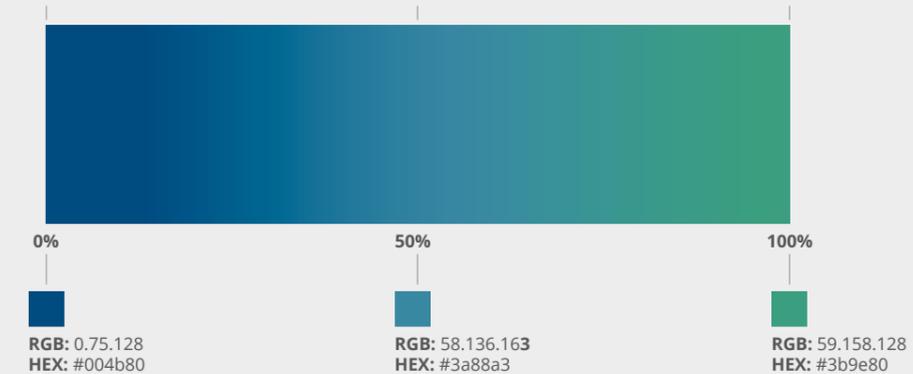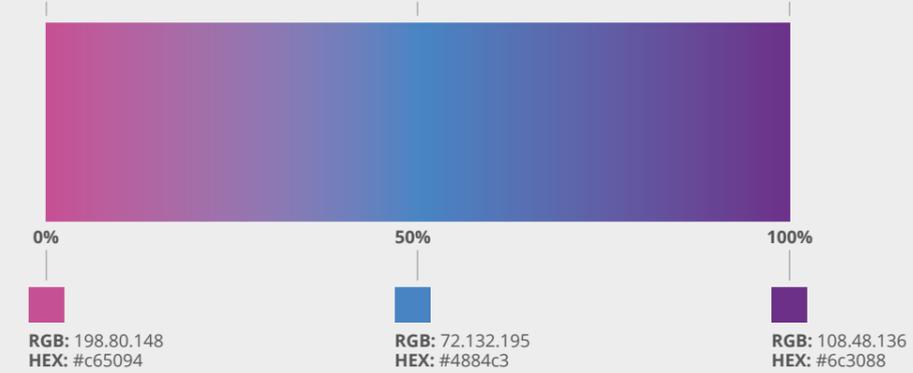
Colour Gradients

The palette of six colours together form two primary gradients.

These gradients are the primary formation of the Europass palette.

Shape Overlay

Shape Overlay

The geometric shape overlay provides an optional alternative to the gradient in its base form. This can be used to add visual interest when the gradient is used in large areas with little/no photographic imagery. The shape is distinctive to the Europass style guide and must be used throughout outputs to promote Europass.

Primary Gradients with Shape Overlay

## Iceberg Shape - Angle
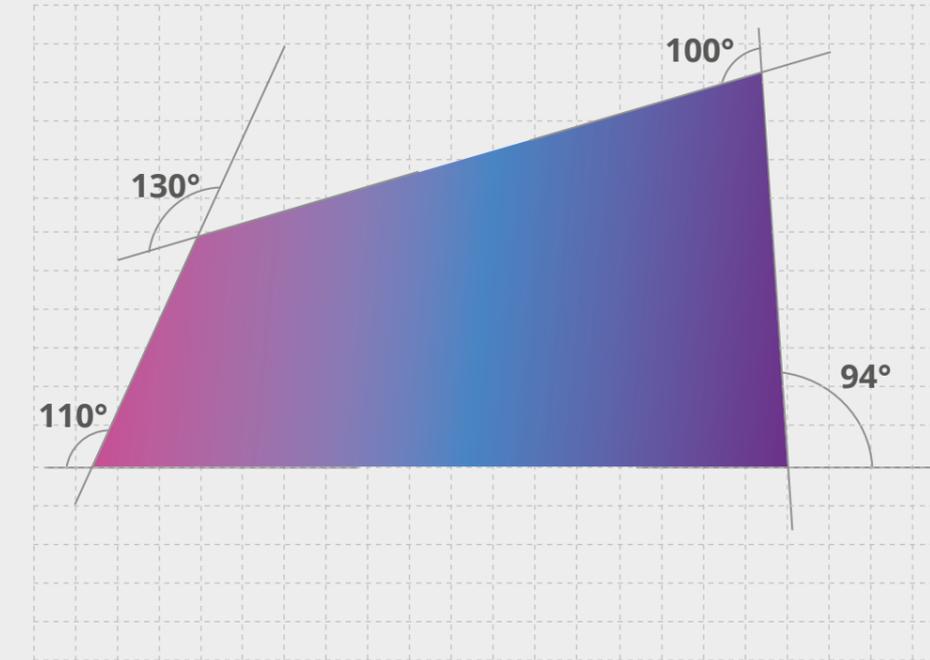
Iceberg Shape

The iceberg shape can be used to add visual interest over the top of photographic imagery and gradients. The shape can be used as an area to display text within the graphic. The angle of the shape must stay the same throughout all artwork. The shape has four points, two along the straight line at the bottom and two points at the top of the shape.

100°

130°

110°

94°

Use Example

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Vertical Graphic Slice

80°
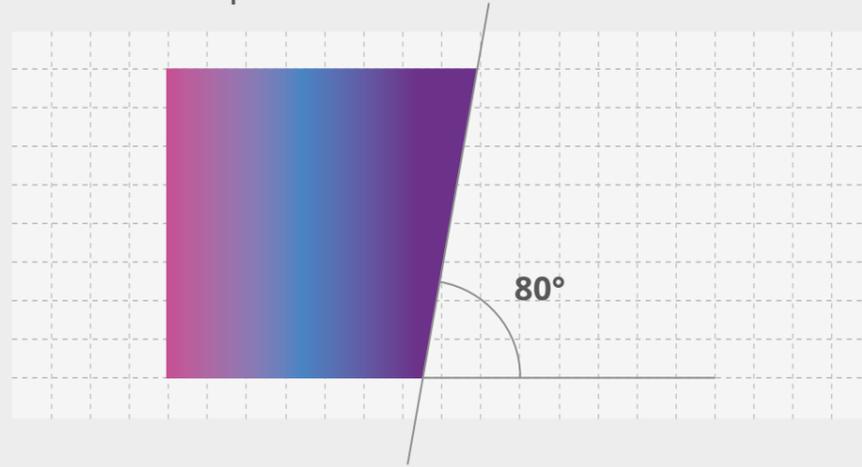
Graphic Slice

The 'slice' is a graphic device that can be used in combination with the colour gradients, to add visual interest. The addition of this clean and consistent graphic mark will also support the vision of Europass as consistent, reliable and trustworthy.

For this reason the slice must be consistently applied across all imagery and publications at an 80° angle.

Use Example

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Take the next step

Use With Gradient

Horizontal Graphic Slice
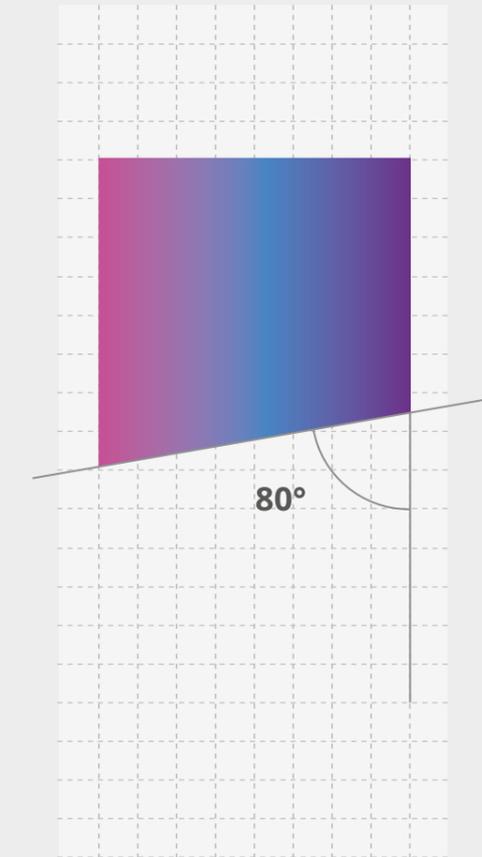
80°

## Use Example

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Take the next step

Use with Gradient

Reverse Slant Graphic Slice

92°
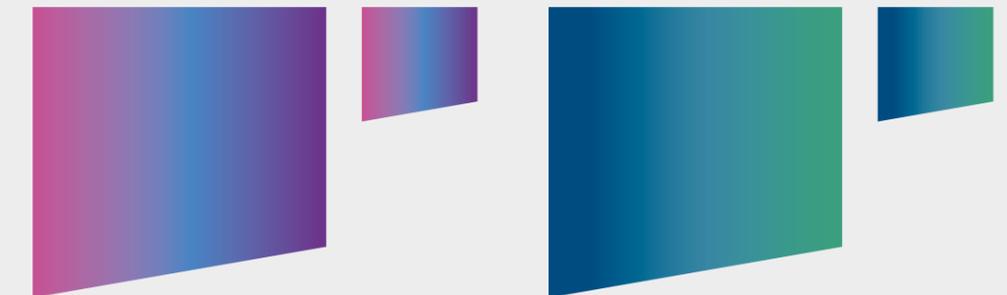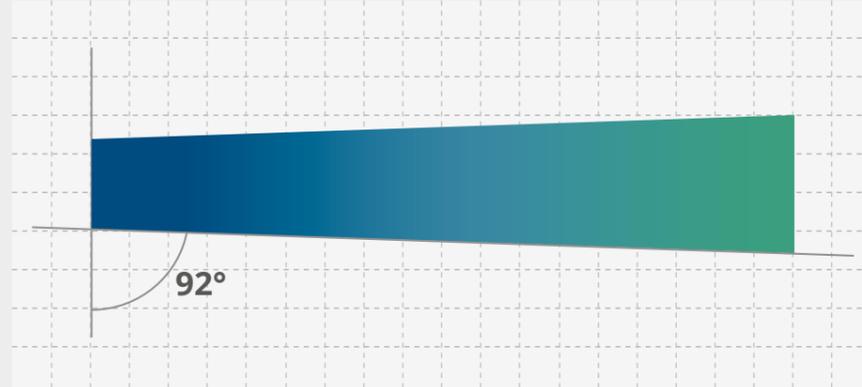
Reverse Slant Graphic Slice

This additional graphic slice provides a dual angle to each end of the gradient. This provides an alternative to the 80° slice, and is better applied to layouts with taller height dimensions than width dimensions.

The slice must be consistently applied across all imagery and publications at an 92° angle.

Use With Gradient

Use Examples

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Text Boxes

Text Boxes

Text has the option to be displayed in a geometric text box.

Unlike the graphic slice, the dimensions of the text box may be altered slightly to best accommodate the shape and quantity of the text.
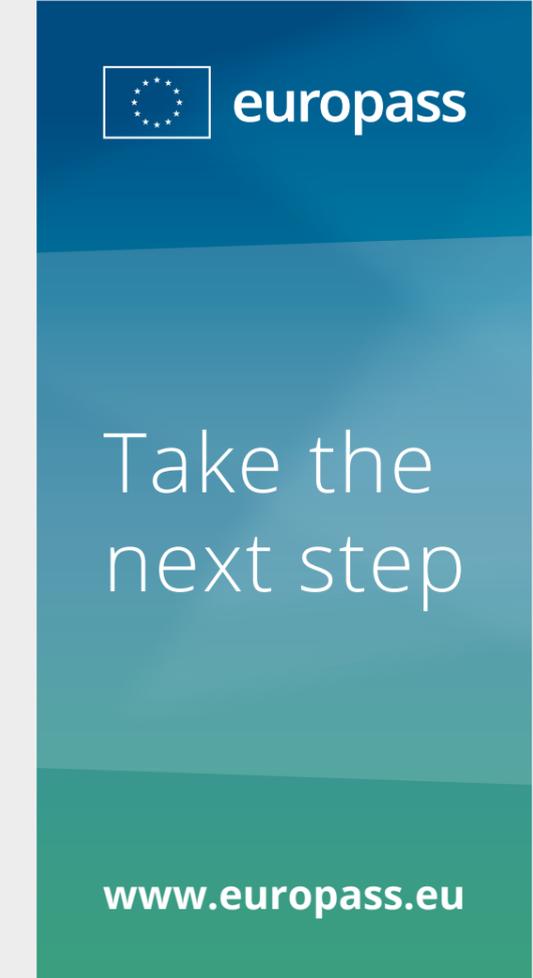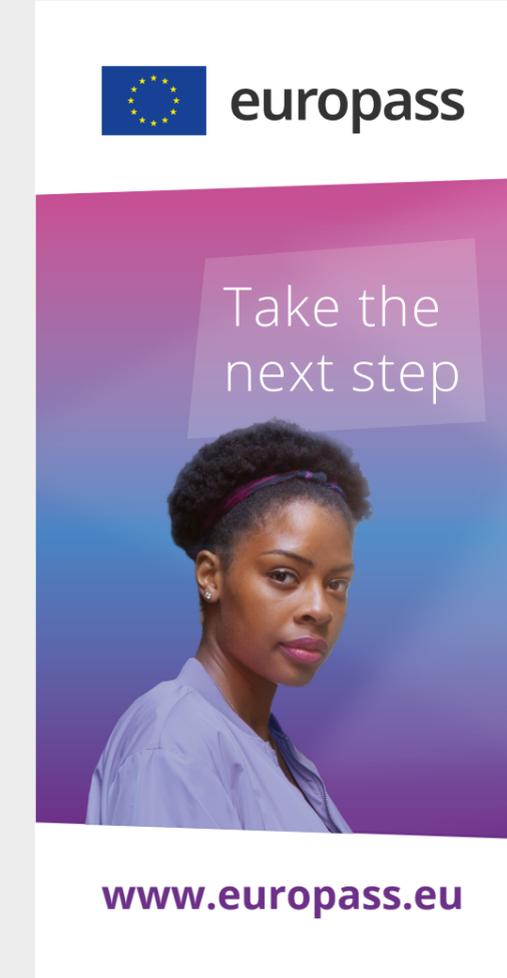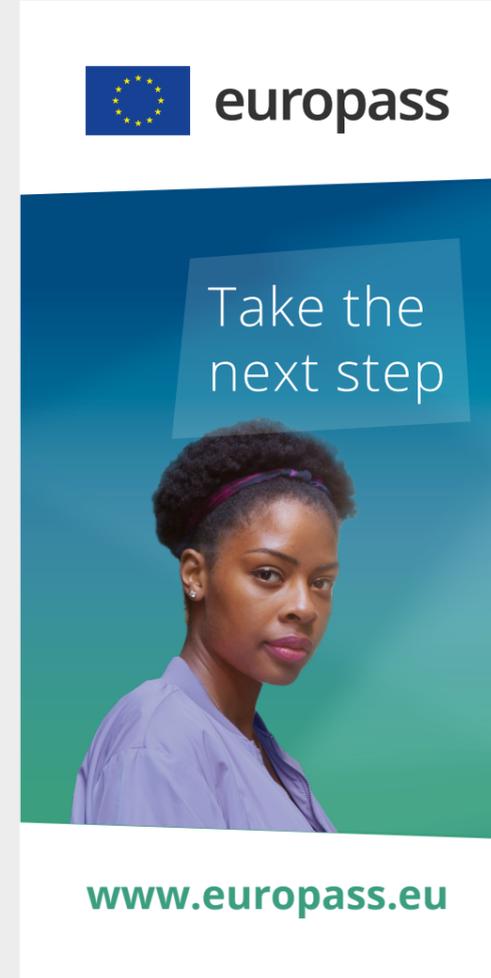
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Sed quis nonsequis que nobiste quos nonse dolorep ovitisi torrorent

Facebook Ads

Twitter Ads

Web Ads

Printed Bookmarks
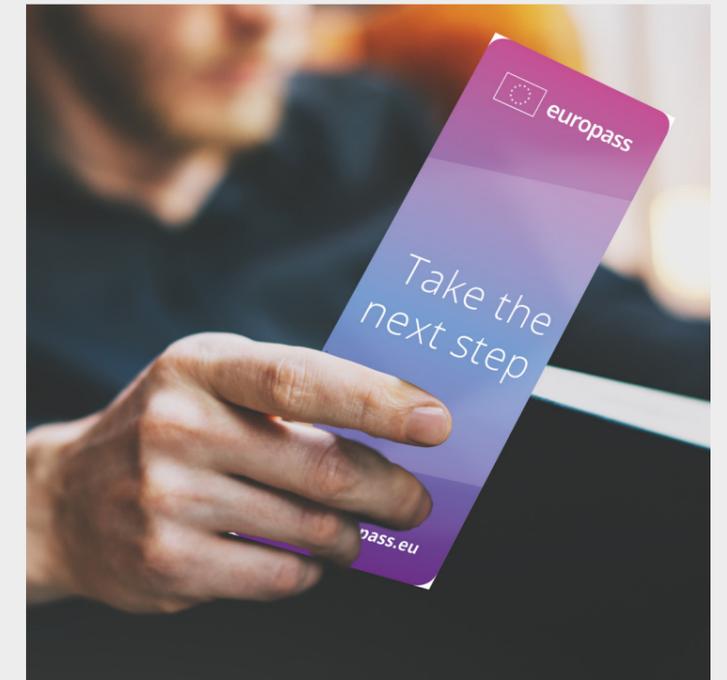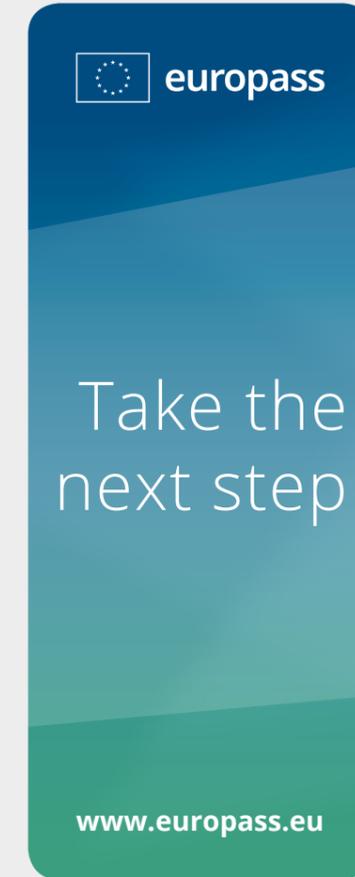
Promotional Items

Promotional Items

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