



European Week of Sport
**BRANDING
GUIDE 2024**



Sport

#BeActive

Typeface

Colours

Images and
photographs

Layout grids

The EC logo
or the EU flag?Themes &
Examples

Contact

WHY ISN'T THERE A LOGO FOR THE EUROPEAN WEEK OF SPORT?

The European Commission has its own logo as an institution. This logo is the predominant identifier of the Commission and its visibility ensures cohesion and consistency across all corporate communication. Creating a parallel visual identity would be confusing.

For this reason, the European Week of Sport does not have a logo; it is a verbal brand. This will give its users the freedom to apply the name across a wide range of communication tools, besides the European Commission logo.

The brand should appear on all communication products and tools which are developed for related initiatives and activities. The overarching campaign theme for the Week “#BeActive” should also become the reference framework for new and existing campaigns, events and activities throughout the year.

ELEMENTS OF THE CAMPAIGN IDENTITY

There should be a strong consistency across different communication tools when reference is made to the European Week of Sport.

This is achieved by:

- 1 Using the authorised name: European Week of Sport (not EU Sport Week, EWoS or Sport Week). The name has been officially translated;
- 2 Using the dates without mentioning the current year (23-30 September);
- 3 Using the hashtag: #BeActive. This will NOT be translated, as we need to be able to monitor and track it across social media platforms;
- 4 Using “an initiative of + EC logo” OR “co-funded by Erasmus+ + EU flag” (more information on page 7);

You are invited to incorporate these elements in your communication (poster, brochure, website, social media, event, etc.). There are no fixed places specified. The preferred option is to use them on the same page.

The elements must be visible in their entirety without distorting or modifying their components. When the elements are used with other logos or text, make sure all the visuals have equal and balanced visual weight.

These guidelines give concrete examples and ideas on how to apply the European Week of Sport - #BeActive as a brand name to different communication tools and products.

ELEMENTS OF THE CAMPAIGN

These Brand Guidelines explain the components of the visual identity for the European Week of Sport and how to use them.

You can download the campaign material from the repository at:

<https://beactive.blumm.it/>

#BeActive

The 2024 #BeActive campaign continues telling emotional human stories featuring real people from across Europe.

→ #BeActive fosters inclusion in all kinds of sport

→ #BeActive promotes involvement in physical activity for a healthy life

Typeface

→ #BeActive encourages Olympic and EU values such as sustainability, respect, kindness, solidarity and active citizenship.

Colours

OBJECTIVE FOR EWOS 2024

Sport can bring together individuals of all generations in a unique sense of community, build resilience and contribute to personal happiness and well-being as it is a powerful tool to improve our mental and physical health. Sport must continue reinforcing our bonds with each other; being used as a tool to envision and shape the future we want.

For the 10th edition of the European Week of Sport, we will achieve this objective by putting a particular focus on 3 aspects:

Images and photographs

Layout grids

The EC logo or the EU flag?

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1 INCLUSION

Sport is inclusion.

No matter the gender, age, abilities, religion, ethnicity, education, or sexual orientation: physical activity is for everyone.

So no excuses, **join in!**

2 WELL-BEING

Sport boosts self-esteem and promotes better health.

Practising physical activity facilitates personal improvement and enhances overall well-being.

When you play sport, you look good and feel good!

3 BELONGING

Sport allows for a safe environment where everyone feels welcome, overcoming social barriers, offering life opportunities and bridging one generation to the other.

Everyone maintains their individuality while **exercising shared EU and Olympic values such as kindness, respect and solidarity.**

#BeActive

The European Week of Sport has an established and recognised branding. This year, we are giving it a twist.

In order to effectively refresh the previous campaign, we maintained the established visual identity while incorporating new elements.

Typeface

To highlight the 3 main key values, we associated a specific shape with the related pillar.

The first one, the parallelogram, is suitable for general communication materials.

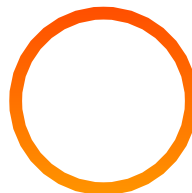
Colours

GRAPHIC ELEMENTS

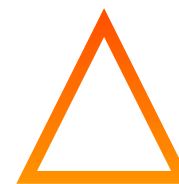
Images and photographs



General communication materials



INCLUSION



WELL-BEING



BELONGING

Layout grids

The EC logo or the EU flag?

Themes & Examples

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#BeActive

The assets

Typeface

Main asset

Colours

Images and photographs

Thematic assets

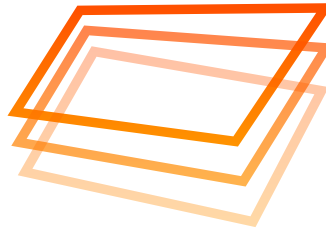
Layout grids

The EC logo or the EU flag?

Themes & Examples

Generic containers

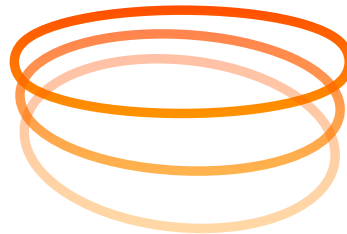
Contact



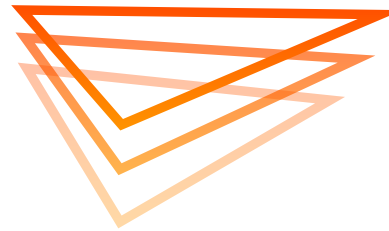
The key visual for the general communication materials follows the parallelogram of the main #BeActive slogan.

The shape will accompany all the deliverables that present the activity from a comprehensive perspective, **creating continuity among the design elements.**

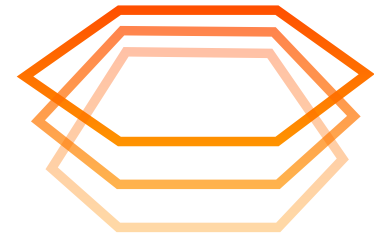
When the content evolves and explores #BeActive from a specific angle, **the shape will morph to better represent the key values of the campaign.**



INCLUSION



WELL-BEING

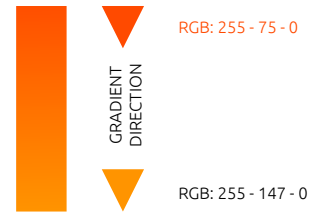


BELONGING

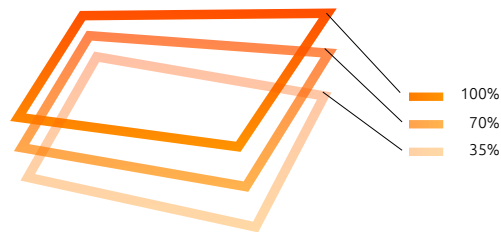


The general rules

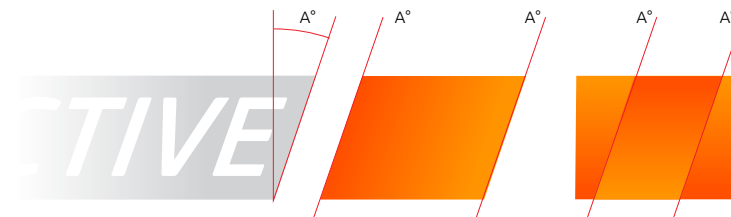
For all gradient shapes



Gradient between lines



Same BeActive logo angle



#BeActive

Typeface

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MINIMUM BRANDING

1 THEME: #BeActive + NAME OF THE WEEK

2 THEME: #BeActive + NAME OF THE WEEK + DATE OF THE WEEK

3 GRAPHIC ELEMENTS

4 EU emblem + co-financing or 'An initiative of the' + EC logo + Your Logo

LIGHT BACKGROUND Use dark version

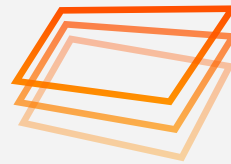
DARK BACKGROUND Use light version

#BEACTIVE
EUROPEAN WEEK OF SPORT
23 - 30 September

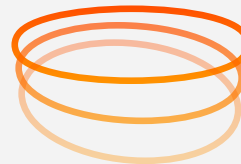
#BEACTIVE
EUROPEAN WEEK OF SPORT
23 - 30 September

EUROPEAN WEEK OF SPORT
#BEACTIVE
23 - 30 September

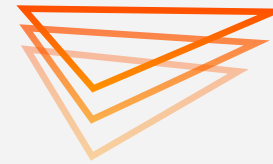
EUROPEAN WEEK OF SPORT
#BEACTIVE
23 - 30 September



MAIN



INCLUSION



WELL-BEING



BELONGING



Or



+



Your Logo

Logo Typeface: Ubuntu

The recommended open source font is UBUNTU. Free download here : <https://fonts.google.com/specimen/Ubuntu>

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @&%\$!***

Ubuntu Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @&%\$!*

Ubuntu Medium

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @&%\$!*

Ubuntu Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @&%\$!*

Ubuntu Light

Headline Typeface: Archivo Black

The recommended open source font is Archivo. Free download here : <https://fonts.google.com/specimen/Archivo>

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @&%\$!***

Archivo Black

PRIMARY COLOURS

#BEACTIVE

C	M	Y	K
0	37	85	0
<hr/>			
R	G	B	
251	186	0	
<hr/>			
WEB	#F2B03D		
<hr/>			
PANTONE			



C	M	Y	K
0	0	0	100
<hr/>			
R	G	B	
0	0	0	
<hr/>			
WEB	#000000		
<hr/>			
PANTONE			



C	M	Y	K
0	0	0	0
<hr/>			
R	G	B	
256	256	256	
<hr/>			
WEB	#FFFFFF		
<hr/>			
PANTONE			

SECONDARY COLOURS

#BEACTIVE**#BEACTIVE****#BEACTIVE****#BEACTIVE**

C	M	Y	K
25	100	0	0
<hr/>			
R	G	B	
192	32	132	
<hr/>			
WEB	#C01F83		
<hr/>			
PANTONE	241 C		



C	M	Y	K
55	0	100	0
<hr/>			
R	G	B	
134	188	37	
<hr/>			
WEB	#86BC24		
<hr/>			
PANTONE	360 C		

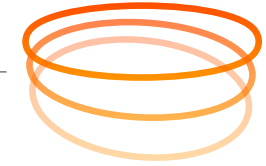


C	M	Y	K
75	25	0	0
<hr/>			
R	G	B	
38	153	214	
<hr/>			
WEB	#2598D5		
<hr/>			
PANTONE	2925 C		



C	M	Y	K
0	65	54	0
<hr/>			
R	G	B	
255	111	95	
<hr/>			
WEB	#FF6F61		
<hr/>			
PANTONE	170 C		

C	M	Y	K	C	M	Y	K
0	85	100	0	0	50	100	0
R	G	B		R	G	B	
255	75	0		255	147	0	
WEB #FF4B00				WEB #FF9300			
PANTONE Orange 021 C				PANTONE 137 C			



Inclusion is essential when choosing sport imagery. Be mindful to reflect diversity (age, gender, nationality, sexual orientation, disability, socio-economic backgrounds, etc.) throughout your content production. We also encourage you to use imagery featuring people of all ages doing accessible activities (running, biking, etc.)...

#BeActive

Typeface

Colours

Images and photographs

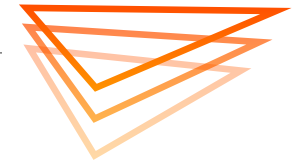
Layout grids

The EC logo or the EU flag?

Themes & Examples

Contact





#BeActive

...as well as shared moments around sport. Our message wants to invite everyone to join in, regardless of their fitness level. It is paramount to show sport as an open opportunity, unrelated to competition.

Typeface

Colours

Images and photographs

Layout grids

The EC logo or the EU flag?

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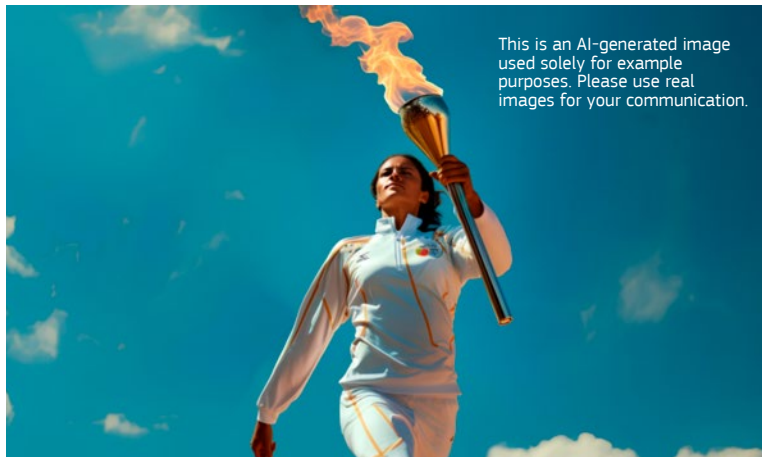




A collective imagery is also important to show how sport builds community and fosters teamwork.

Also, don't forget: 2024 is the is the Paris Olympic and Paralympic Games!

There are many events and international and world days throughout the summer and beyond that are perfect hooks to promote your own initiatives and the European Week of Sport.



#BeActive

Typeface

Colours


 Images and photographs

Layout grids

The EC logo or the EU flag?

Themes & Examples

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The images chosen to promote the European Week of Sport have as much impact as the verbal branding or the use of the EU flag.

For the 2024 edition, we have selected photos that want to inspire and encourage people to join the initiative for their mental and physical health.

We want to highlight that sport is inclusive at all levels, no matter the gender, age, socio-economic background, fitness level, sexual orientation, ethnicity and religion.

In line with this, the pictures of the European Week of Sport should link sporting activities with one of the 3 priority aspects of this year's campaign: inclusion, well-being and belonging, as well as a healthy lifestyle.

Some guidance on choosing images

Use real photographs as much as possible. Do not use cartoons, or stock image library 3D shapes.

Ensure you have all of the necessary rights / permissions / licenses to use the chosen images.

European Commission provides pictures with an extended license photos to use for European Week of Sport campaign. These images may be used only by the organisations in the frame of the European Week of Sport campaign.

The images must be customised with the 3 elements of the visual identity:

- ① #BeActive
- ② European Week of Sport
- ③ Clarify an initiative of + EC logo OR cofunded by + EU flag for any publication, both on paper and electronic media and especially for social media promotion.

Ensure you have added the credits for each chosen image:

© European Union, 2024

These images can be downloaded on:

<https://beactive.blumm.it/>

The General Data Protection Regulation (GDPR), agreed upon by the European Parliament, mandates a baseline set of standards for companies that handle EU citizens' data to better safeguard the processing and movement of citizens personal data.

Some of the key privacy and data protection requirements of the GDP include:

- Requiring the consent of subjects for data processing;
- Anonymising collected data to protect privacy;
- Providing data breach notifications;
- Safely handling the transfer of data across borders;
- Requiring certain companies to appoint a data protection officer to oversee GDPR compliance.

We remind that personal data are involved where individuals may be identified on photographs. This means that data protection laws must be observed if photographs are not taken and published exclusively in private areas. The GDPR definitely applies to photography.

We must always inform the potential subjects that we intend to photograph/film an event, for example, in the invitation and on signs at the entrance to the event. If possible, we should also provide photo- and film-free zones where people who do not want their picture taken can sit.

#BeActive

Example of poster format: A4 > A = 40 mm
 For larger formats, enlarge proportionally

Typeface

Colours

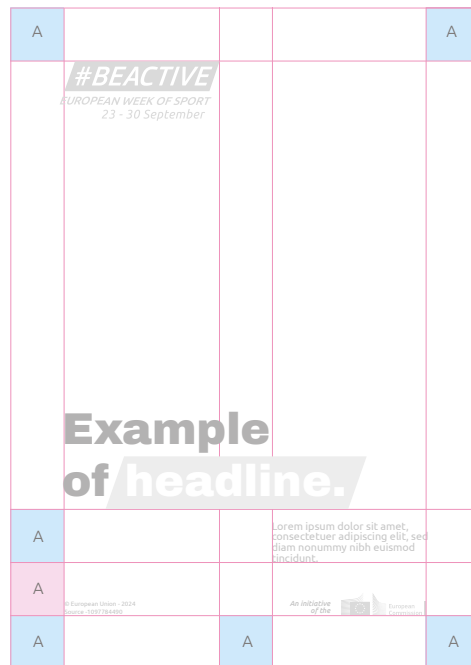
Images and photographs

Layout grid

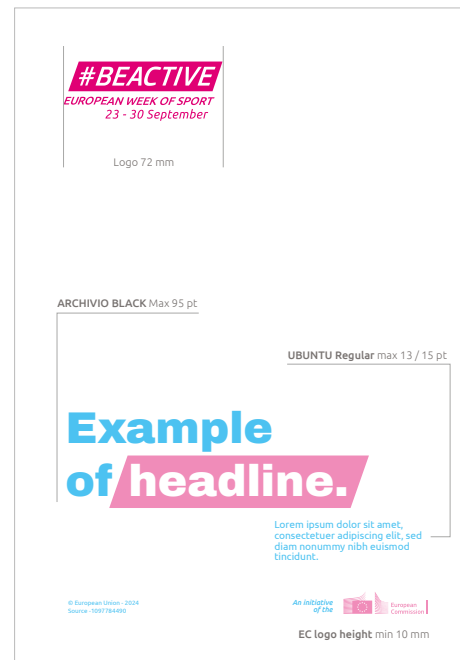
The EC logo or the EU flag?

Themes & Examples

Contact



The layout grid



Fonts dimensions



The result

#BeActive

Typeface

Colours

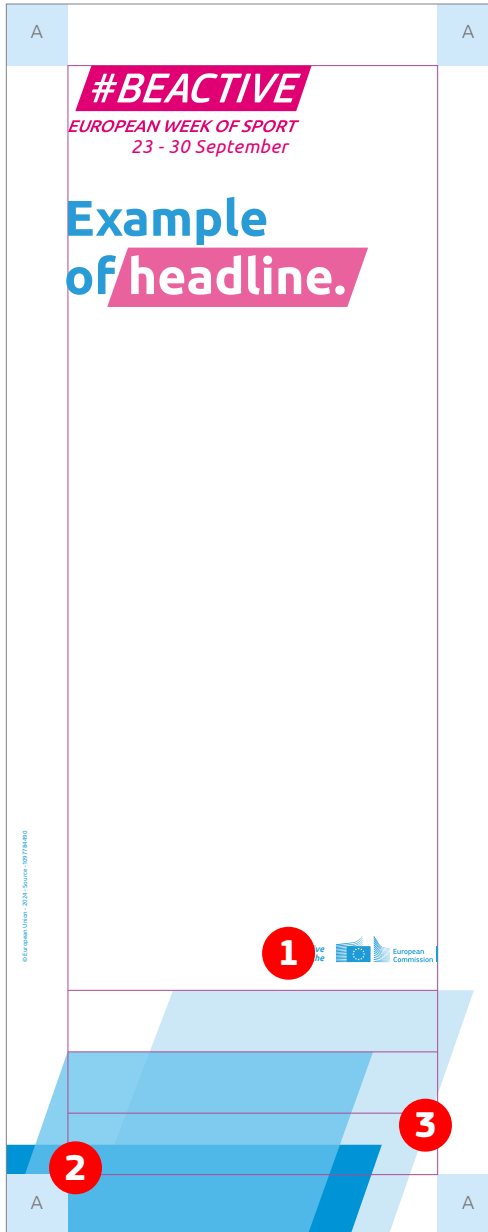
Images and photographs

Layout grids

The EC logo or the EU flag?

Themes & Examples

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Format 800 x 2000 mm

- 1 - European Commission logo defines the module A = 100 mm.
- 2 - Margins will be twice the module A.
- 3 - We firmly recommend you to follow the grid measurement. Do not insert any element under 40 cm from the bottom.

These graphic elements can be downloaded on:
<https://beactive.blumm.it/>

#BeActive

Typeface

Colours

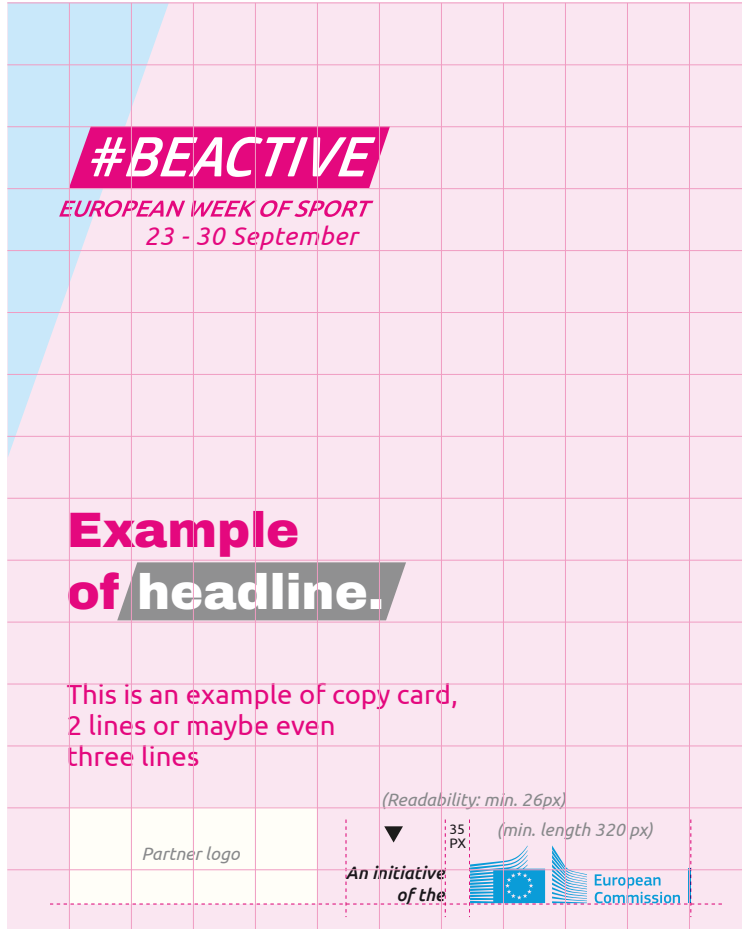
Images and photographs

Layout grids

The EC logo or the EU flag?

Themes & Examples

Contact



Portrait



Stories

#BeActive

1 Grid formula

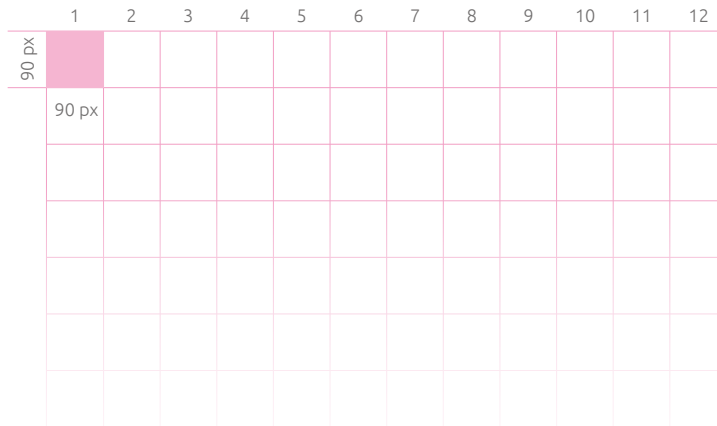
Formula = $\frac{\text{WIDTH (in px)}}{12}$

◀ The formula must be applied to all social cards.

Typeface

Colours

Images and photographs



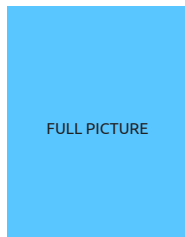
Layout grids

The EC logo or the EU flag?

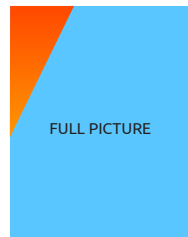
Themes & Examples

Contact

Design rules



- ✓ Headline
- ✓ Copy
- ✓ Geometrical shapes

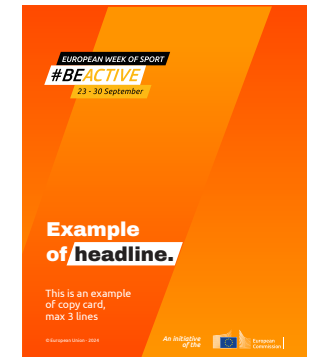


- ✓ Headline
- ✓ Copy
- ✗ Geometrical shapes

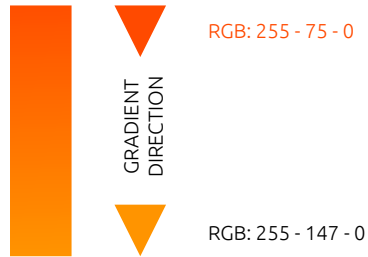


- ✓ Headline
- ✓ Copy

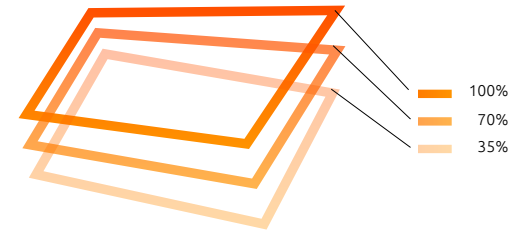
Examples



1 Gradient for all shapes



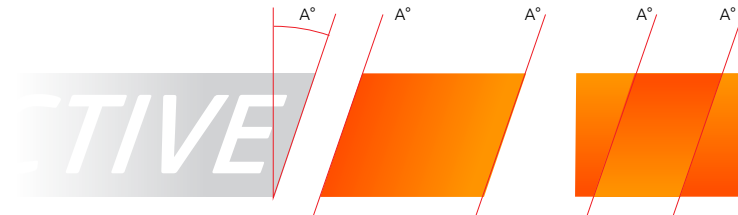
2 Gradient between lines



3 New: Bold Copy/Typography



4 Same BeActive logo angle



Three different typographic solutions to apply based on the graphic options.

#BeActive

Social Cards Portrait

On the left you can check how the elements should be placed, but not all of them are mandatory. Visuals must always include the campaign #BeActive official design, the European Commission logo and the copyright. On the right there is an example.

Typeface

Colours

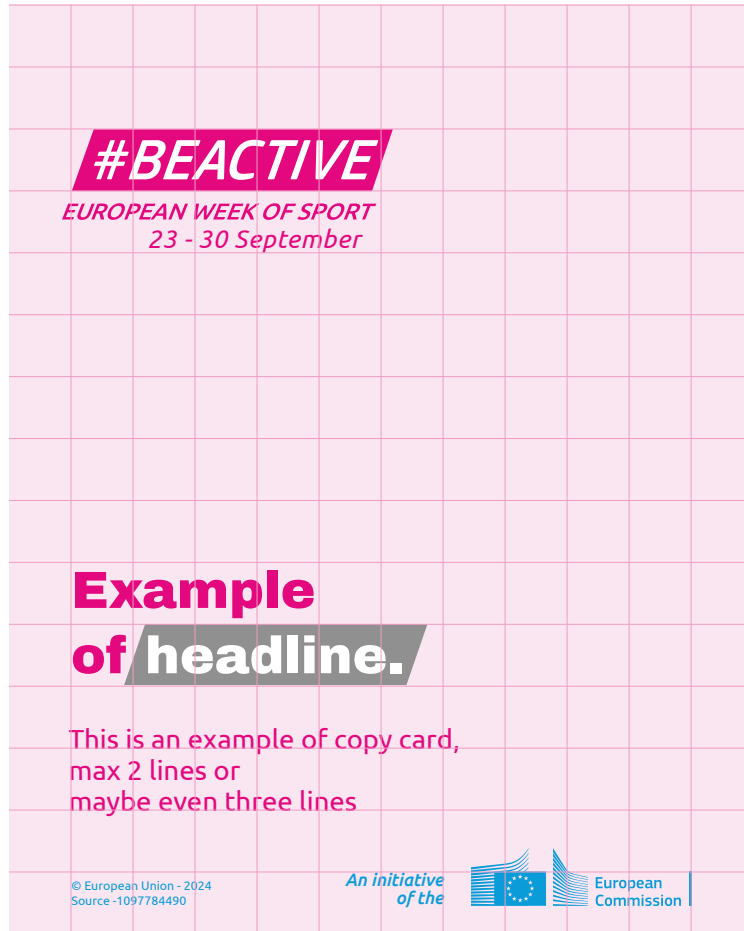
Images and photographs

Layout grids

The EC logo or the EU flag?

Themes & Examples

Contact



Social Cards Stories

On the left you can check how the elements should be placed, but not all of them are mandatory. Visuals must always include the campaign #BeActive official design, the European Commission logo and the copyright. On the right there is an example.

#BeActive

Typeface

Colours

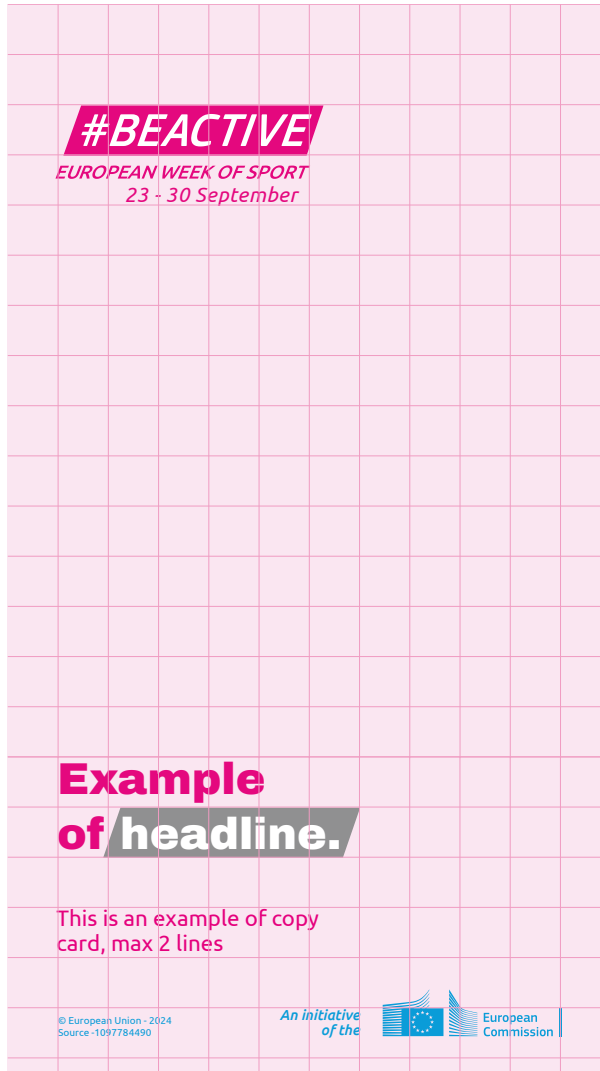
Images and photographs

Layout grids

The EC logo or the EU flag?

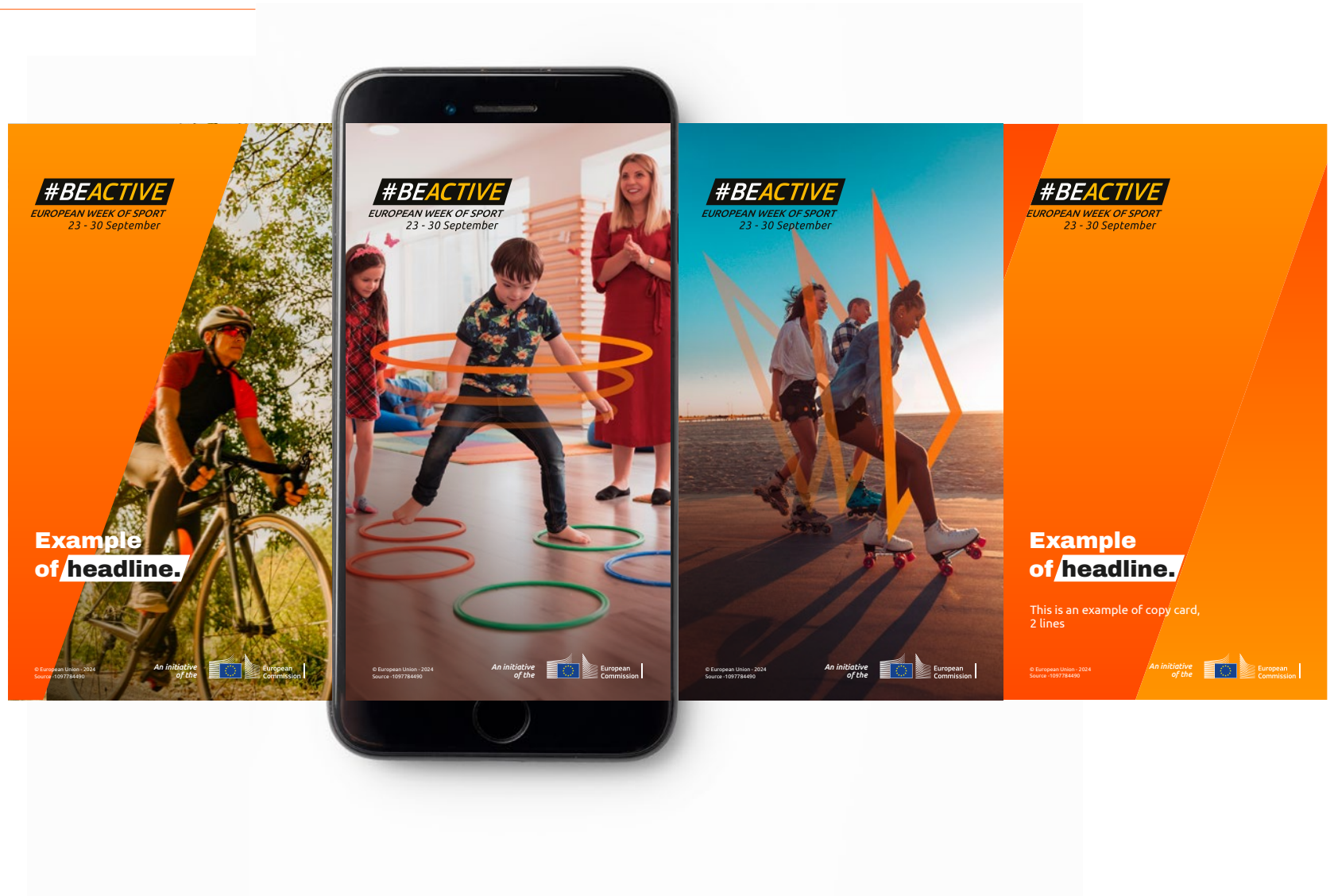
Themes & Examples

Contact



Portrait format cards





Storytelling: Stock imagery can be strategically leveraged to tell compelling stories which support the #BeActive campaign.

#BeActive

Typeface

Colours

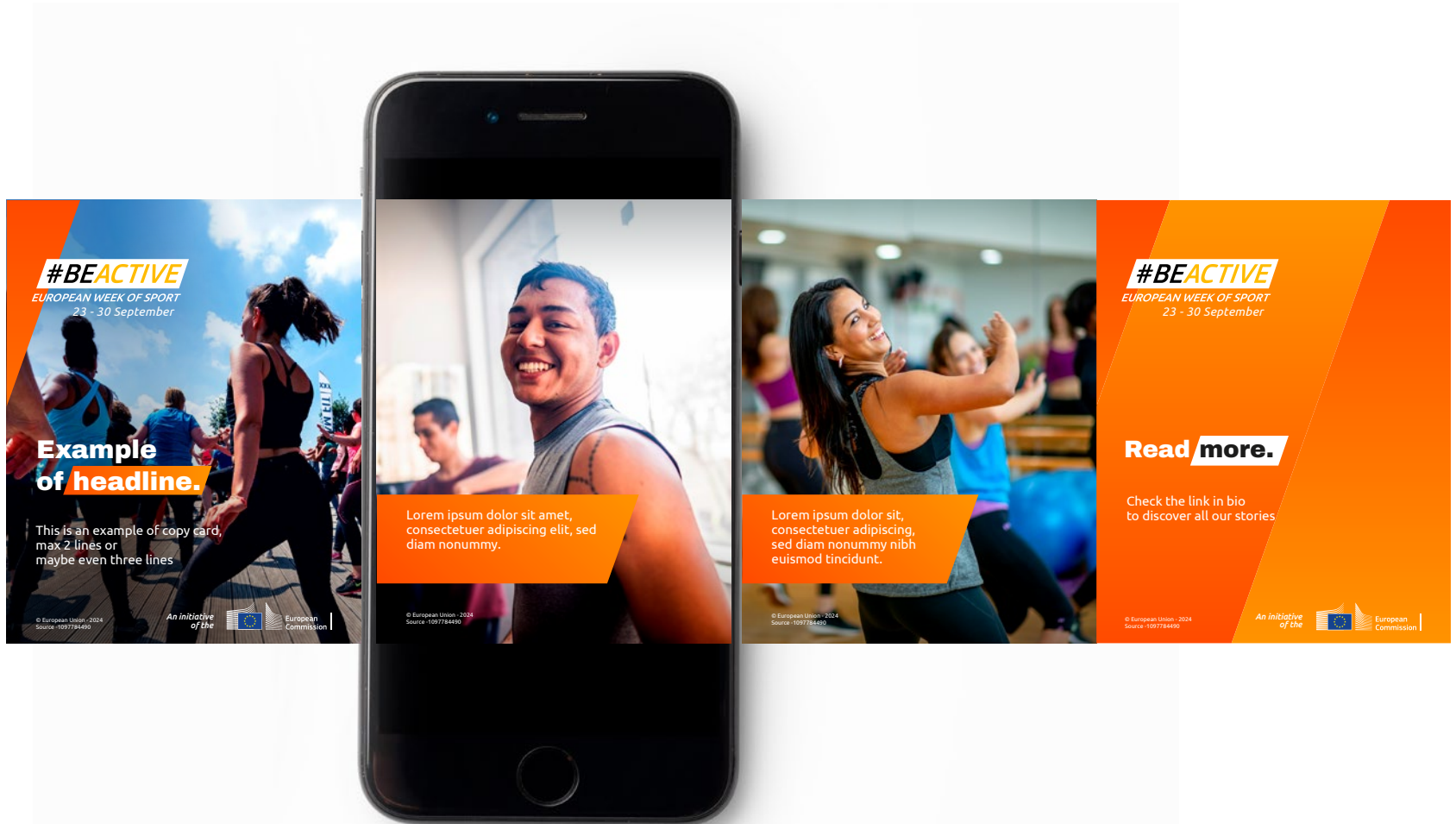
Images and photographs

Layout grids

The EC logo or the EU flag?

Themes & Examples

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#BeActive

For the promotion of the European Week of Sport 2024, use the European Commission logo as sign-off

To acknowledge that European Week of Sport is an initiative of the European Commission, the visual identity has to include the European Commission logo with the mention “an initiative of” as sign-off.

Typeface

Colours



Images and photographs

The text line “An initiative of” (or the national language translation⁽⁵⁾ of this phrase) and the EC logo shall be placed together at a distinctive but not necessarily prominent place and well apart from any other logos.

The preferred option for the typeface is Verdana.

Layout grids

Italic and underlined variations and the use of font effects are not allowed.

The logo of the European Commission is a protected trademark. The European Commission will pursue cases of abuse and fraudulent use of the logo.

The EC logo or the UE flag?

Themes & Examples

Contact

/ TERMS AND CONDITIONS OF USE

The logo of the European Commission may be used by third parties subject to the following terms and conditions:

The European Commission logo may be used only if:

- ① Permission is requested and granted before the logo is used;
- ② There is no likelihood of the user of the logo being confused with the European Commission;
- ③ It is not used in connection with objectives or activities which are incompatible with the aims and principles of the European Commission;
- ④ It is not used to imply or suggest unintended endorsement or promotion of the objectives and activities of the user of the logo by the European Commission.

The logo shall be used in its entirety without distorting, modifying or separating its component elements.

Permission to use the European Commission logo does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the logo, either by registration or any other means. Each case will be examined individually to ascertain whether it satisfies the criteria set out above. This will be unlikely in a commercial context if the logo of the European Commission is used in conjunction.

The Directorate-General of Education and Culture is authorised to give permission to third parties to use the EC logo subject to the terms and conditions as described above.

/ DOWNLOADING THE EC LOGO

Third parties can download, copy and store the European Commission logo in all its formats and linguistic versions from the Visual Identity Resource page of the European Commission’s website.

These logos can be downloaded on:

https://commission.europa.eu/resources-partners/european-commission-visual-identity_en

If the event being promoted is co-funded by the Erasmus+ programme, use the EU emblem on promotional material

Beneficiaries of European Union (EU) funding are obliged to display the EU flag and to acknowledge the support received under the relevant EU programmes in all communication and promotional material.

The name of the EU programme can appear with the EU emblem. However, no graphical mark (i.e. logo) shall be created using the EU emblem and name of the programme.



**Co-funded by
the European Union**

/ BASIC RULES

The minimum height of the EU emblem shall be 1 cm.

The name of the European Union shall always be used in conjunction with the name of the programme or fund and it shall be spelled out in full.

The preferred option for the typeface is Verdana.

Italic and underlined variations and the use of font effects are not allowed.

The positioning of the text in relation to the EU emblem is not prescribed in any particular way but the text should not interfere with the emblem in any way.

The font size used should be proportionate to the size of the emblem.

The colour of the font should be reflex blue (same blue colour as the EU flag), black or white depending on the background.

The proportions of the flag must not be changed, ie, do not crop, stretch or squash the flag in any direction.

The flag must not be rotated in any direction.

The EU emblem logo, the translations “Co-funded by...” and the guidelines for third parties can be downloaded on:

https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

#BeActive

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THE GRID



EXAMPLES



#BeActive

The 2024 #BeActive campaign focuses on 3 priority themes

Typeface

① → #Inclusion

Colours



Images and photographs

② → #Well-Being

Layout grids



The EC logo or the EU flag?

③ → #Belonging

Themes & Examples



Contact

#BeActive

The 2024 #BeActive campaign other themes

Typeface

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Layout grids

The EC logo or the EU flag?

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#Sport Education



#Outdoors Sport



#Sports clubs and fitness centres



#Children Outdoors recreation



#BeActive

/ CHECK THE MATERIAL REPOSITORY AT:

<https://beactive.blumm.it/>

Typeface

/ WHERE CAN I GET FURTHER INFORMATION?

European Week of Sport website:

<https://sport.ec.europa.eu/european-week-of-sport>

Colours

**/ FOR ADVICE AND SPECIFIC QUESTIONS,
PLEASE CONTACT:**

European Week of Sport e-mail:

eac-sport-ewos@ec.europa.eu

beactive2024@pomilio.com

Images and
photographs

European Commission
Directorate-General for Education, Youth, Sport and Culture
Directorate D - Sport Unit
B-1049 Brussels

Layout grids

© European Union, 2024

The EC logo
or the EU flag?

Themes &
Examples



Publications Office
of the European Union