



EUROPEAN WEEK OF SPORT 2020 BRANDING GUIDE

#BEACTIVE

Typeface

Colours

Images and
photographsThe EC logo
or the EU flag?

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**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 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 cofunded by Erasmus+ + EU flag (more information on pages 12 & 14);

- ⑤ Using ‘the Hug’ element designed exclusively for this sixth edition. This is encouraged for the 2020 edition, but visuals and items produced without it are still ok.

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 Communications Toolkit, which includes all EU language versions plus an editable version for EE and WB countries, as well as photos, here:

<https://fileshare-emea.bm.com/fl/5jGiWX6pFB>

#BEACTIVE

The 2020 #BeActive campaign continues telling emotional human stories featuring real people from across Europe.

Typeface

- #BeActive strengthens communities
- #BeActive promotes respect and fair play
- **#BeActive brings people together**

Colours

OBJECTIVE FOR EWOS 2020

Today more than ever sport can inspire, give courage and hope for the future as it is a powerful tool to improve our mental and physical health. Sport must continue reinforcing our bonds with each other; helping in the fight of the current crisis; being used as a tool to envision and shape the future we want.

Images and photographs

For the 6th edition of the European Week of Sport, we will achieve this objective by adapting the visual identity guidelines, focusing on 3 creative pillars:

① EMOTION

Humanizing the campaign and showing the emotions brought by sport for everyone.

② ACCESSIBILITY

From the youngest people to the oldest, regardless of their sex, skin color, national or social background, political affiliation we will celebrate everyone's sporting achievement.

③ DIVERSITY

Highlighting the diversity of sports and activities from the simplest move at home to sport competition: we will inspire people to experiment new sports.

The EC logo or the EU flag?

TRANSITION BETWEEN #BEACTIVEATHOME PHASE AND #BEACTIVE PHASE.

Examples

① PHASE 1

As long as #BeActiveAtHome campaign is on, we encourage to use sport imagery of people of all ages doing accessible activities (running, yoga, biking) rather than collective sport to be in compliance to governments' sanitary rules.

② PHASE 2



During the second phase of the campaign, we encourage to smoothly adapt the imagery with shared moments around sport and collective sports highlights.

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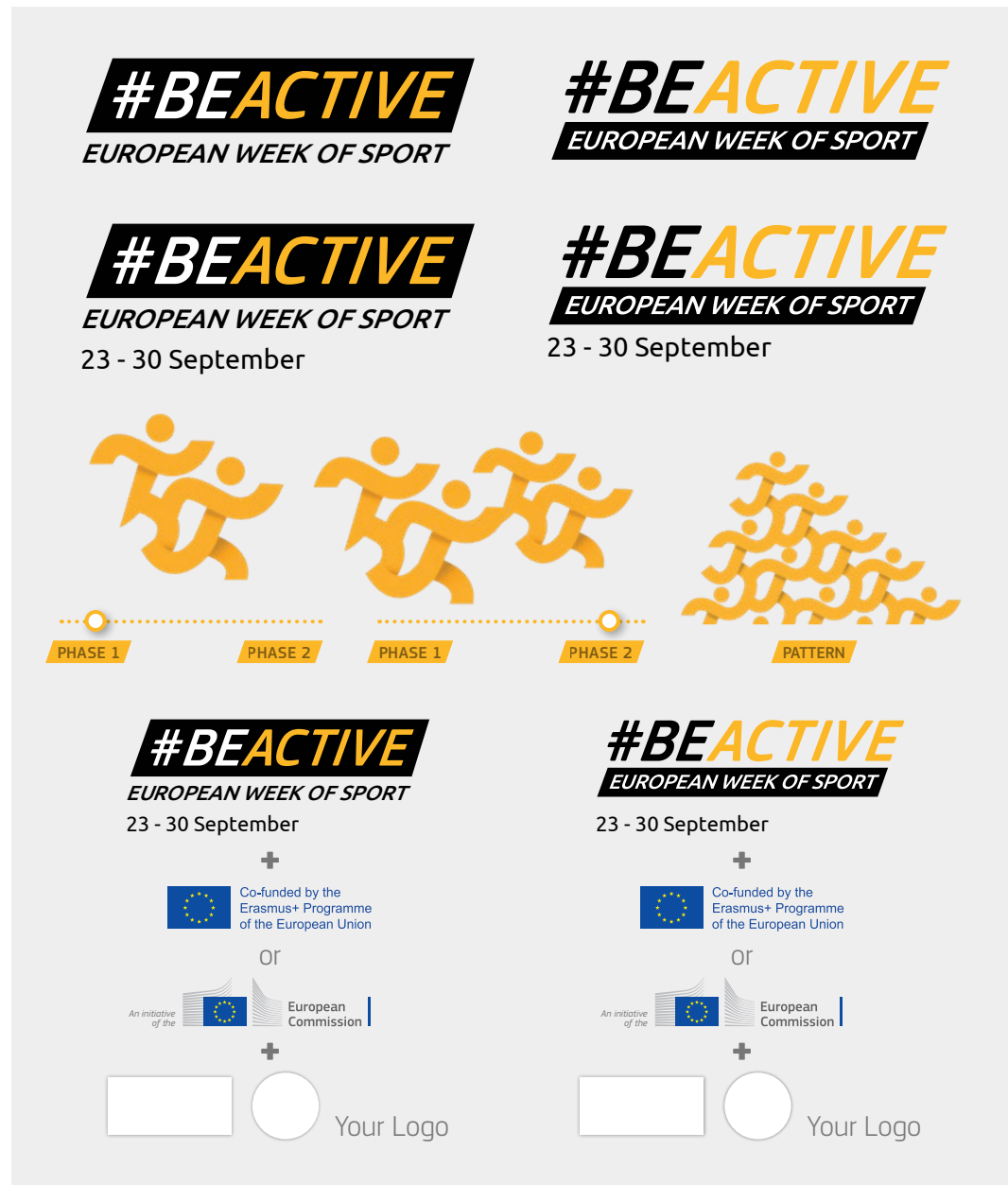
Contact

- ① THEME: #BeActive
+ NAME OF WEEK

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

- ③ 'THE HUG'
GRAPHIC ELEMENT

- ④ MINIMUM BRANDING:
#BeActive + European
Week of sport + Date +
European Commission
Logo/ EU flag + Erasmus
+ cofinancing + Your Logo



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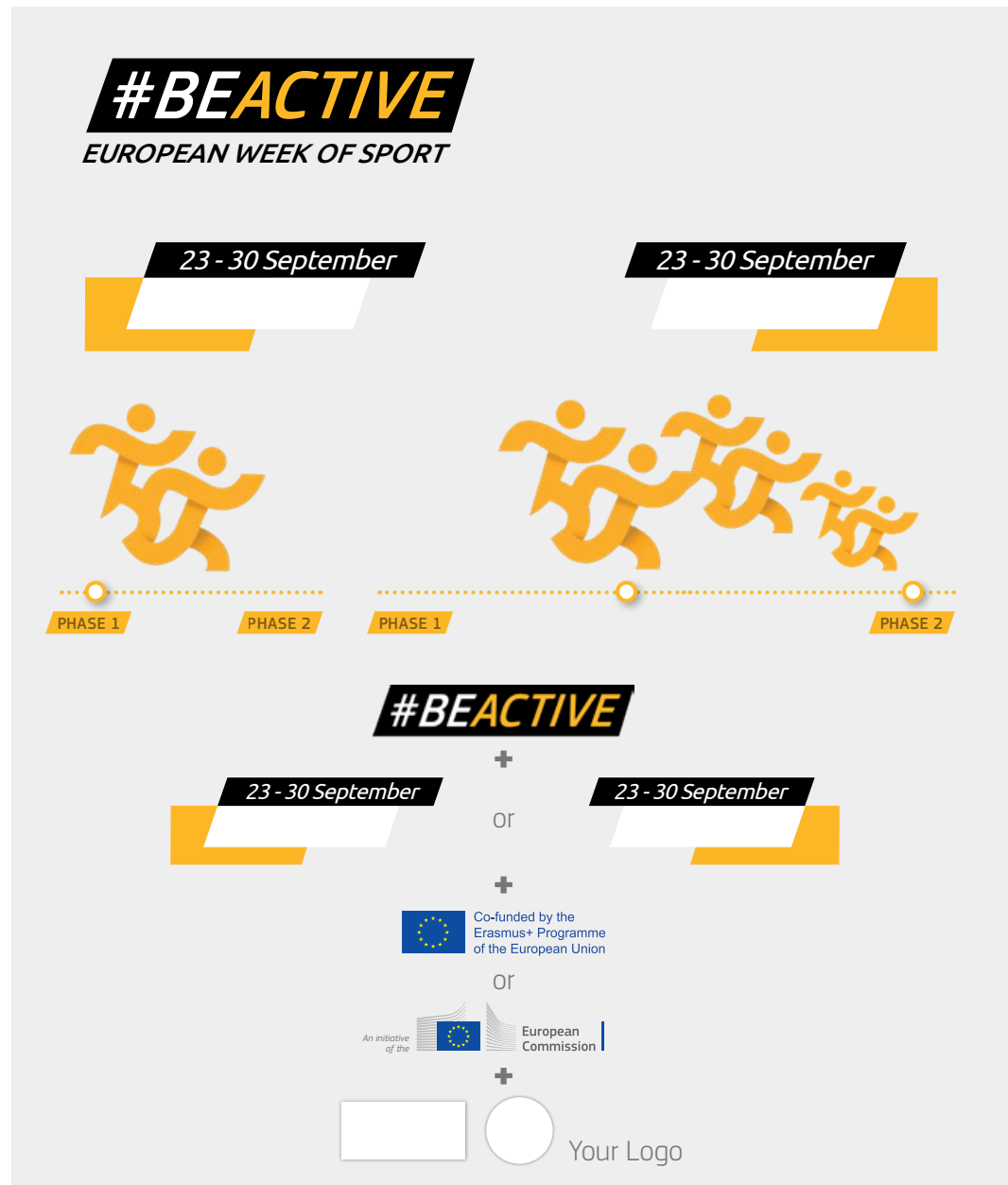
Contact

① THEME: #BeActive
+ NAME OF THE WEEK

② DATE OF THE WEEK

② 'THE HUG'
GRAPHIC ELEMENT

③ MINIMUM BRANDING:
#BeActive + Date of the
week + European Week
of sport + European
Commission Logo/ EU flag
+ Erasmus + cofinancing
+ Your Logo



#BEACTIVE

Typeface

PRINT MATERIAL

- ① LIGHT BACKGROUND
Use dark version



#BEACTIVE
EUROPEAN WEEK OF SPORT
23 - 30 September

#BEACTIVE
EUROPEAN WEEK OF SPORT
23 - 30 September

Colours

- ② DARK BACKGROUND
Use light version



#BEACTIVE
EUROPEAN WEEK OF SPORT
23 - 30 September

#BEACTIVE
EUROPEAN WEEK OF SPORT
23 - 30 September

Images and
photographs

SOCIAL MEDIA

The EC logo
or the EU flag?

- ① LIGHT BACKGROUND
Use dark version



#BEACTIVE
EUROPEAN WEEK OF SPORT



Examples

- ② DARK BACKGROUND
Use light version



#BEACTIVE
EUROPEAN WEEK OF SPORT



Contact

UBUNTU

The recommended open source font is UBUNTU.

Free download here: <https://fonts.google.com/specimen/Ubuntu>

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @&%\$!*

Ubuntu bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @&%\$!*

Ubuntu medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @&%\$!*

Ubuntu regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @&%\$!*

Ubuntu light

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PRIMARY COLOUR

#BEACTIVE



C	M	Y	K
0	30	100	0
R	G	B	
251	186	0	
WEB #FB B9 00			
PANTONE 7408 C			

SECONDARY COLOURS

#BEACTIVE



C	M	Y	K
25	100	0	0
R	G	B	
192	32	132	
WEB #C0 1F 83			
PANTONE 241 C			

#BEACTIVE



C	M	Y	K
55	0	100	0
R	G	B	
134	188	37	
WEB #86 BC 24			
PANTONE 360 C			

#BEACTIVE



C	M	Y	K
75	25	0	0
R	G	B	
38	153	214	
WEB #25 98 D5			
PANTONE 2925 C			

#BEACTIVE



C	M	Y	K
0	65	54	0
R	G	B	
255	111	95	
WEB #FF 6F 61			
PANTONE 170 C			

#BEACTIVE

PHASE 1

As long as #BeActiveAtHome campaign is on, we encourage to use sport imagery of people of all ages doing accessible activities (running, yoga, biking) rather than collective sport to be in compliance to governments' sanitary rules.

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The EC logo or the EU flag?

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#BEACTIVE

PHASE 2

During the second phase of the campaign, we encourage to smoothly adapt the imagery with shared moments around sport and collective sports highlights.

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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 this new edition, we have selected photos that inspire, give courage and hope for the future as sport is a powerful tool to improve our mental and physical health.

With this new imagery, we want to express that sport must continue reinforcing our bonds with each other; helping in the fight of the current crisis; being used as a tool to envision and shape the future we want.

The pictures of the European Week of Sport must illustrate sporting activities linked to the five Focus themes: Education, Workplace, Outdoors, and Sport Clubs and Fitness Centres.

The pictures need to convey the overall message of the European Week of Sport that: “A #BeActive society is a healthy, happy and inclusive one.”

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 customized 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, 2019.

These images can be downloaded on:

<https://fileshare-emea.bm.com/fl/5jGiWX6pFB>

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 GDPR include:

- Requiring the consent of subjects for data processing;
- Anonymizing 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.

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The EC logo or the EU flag?

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For the promotion of the European Week of Sport 2020, 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.



The text line “An initiative of” (or the national language translation(s) 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.

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.

/ 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:

http://ec.europa.eu/dgs/communication/services/visual_identity/index_en.htm

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'THE HUG'
GRAPHIC ELEMENT

'THE HUG'
GRAPHIC ELEMENT

EUROPEAN COMMISSION
LOGO (SIGN-OFF)



THEME: #BeActive +
NAME OF WEEK +
DATE

+ YOUR LOGOS

These graphic elements can be downloaded on:
<https://fileshare-emea.bm.com/fl/5jGiWX6pFB>

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If the products (brochure, poster,...) of your event are co-funded by the Erasmus+ programme, use the EU emblem

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.



Co-funded by the
Erasmus+ Programme
of the European Union

or

Co-funded by the
Erasmus+ Programme
of the European Union



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.

/ 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://eacea.ec.europa.eu/about-eacea/visual-identity_en

#BEACTIVE

THEME: #BeActive +
NAME OF WEEK +
DATE

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'THE HUG'
GRAPHIC ELEMENT

EU EMBLEM



'THE HUG'
GRAPHIC ELEMENT

'THE HUG'
GRAPHIC ELEMENT

+ YOUR LOGOS

These graphic elements can be downloaded on:
<https://fileshare-emea.bm.com/fl/5jGiWX6pFB>

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/ COLOURS**PANTONE REFLEX BLUE**

for the surface of the rectangle



EU BLUE
 CMYK 100 80 0 0
 Pantone Reflex Blue
 RGB 0 51 153
 WEB #003399

PANTONE YELLOW

for the stars



EU YELLOW
 CMYK 0 0 100 0
 Pantone Yellow
 RGB 225 204 0
 WEB #FFCC00

Reproduction on coloured background

The emblem preferably should be reproduced on a white background. Avoid a background of varied colours, and especially one which does not go with blue. If there is no alternative to a coloured background, put a white border around the rectangle, with the width of this being equal to 1/25 of the height of the rectangle.

**ADMINISTRATIVE AGREEMENT WITH THE
COUNCIL OF EUROPE REGARDING THE USE
OF THE EUROPEAN EMBLEM BY THIRD PARTIES**

(Official Journal of the European Union - 2012/C 271/04)

General principle

Any natural or legal person ('user') may use the European emblem or any of its elements, subject to the following conditions of use.

Conditions of use

The use of the European emblem and/or any of its elements is allowed, irrespective of whether the use is of a non-profit or commercial nature, unless:

- ① the use creates the incorrect impression or assumption that there is a connection between the user and any of the institutions,

bodies, offices, agencies and organs of the European Union or the Council of Europe;

- ② the use leads the public to believe erroneously that the user benefits from the support, sponsorship, approval or consent of any of the institutions, bodies, offices, agencies and organs of the European Union or the Council of Europe;
- ③ the use is in connection with any objective or activity which is incompatible with the aims and principles of the European Union or of the Council of Europe, or which would be otherwise unlawful.

Trade mark and related issues

The use of the European emblem in accordance with the conditions in the previous section does not mean consent to registration of the emblem or an imitation thereof as a trade mark or any other IP right. The European Commission and the Council of Europe will continue the monitoring of applications for registration of the European emblem or part thereof as (part of) IP rights, in accordance with the applicable legal provisions.

Legal responsibility

Any user that intends to use the European emblem or elements of it may do so on its own legal responsibility. The users will be liable for any abusive use and possible prejudice following from such use under the laws of the Member States or any third country applicable to them.

Right to pursue any abuse

The Commission reserves the right to pursue on its own initiative or on request by the Council of Europe:

- ① any use which does not comply with the conditions set out herein or
- ② any use which the Commission or the Council of Europe deem abusive in the courts of the Member States or any third country.

#BEACTIVE

EXAMPLE: Poster 1

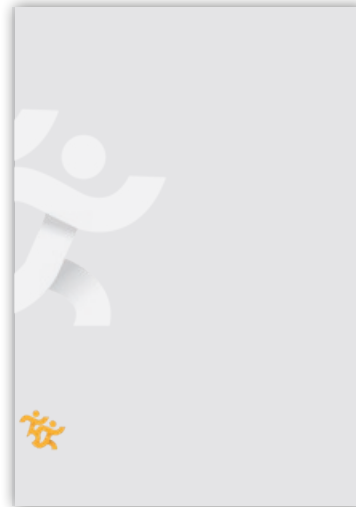
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#BEACTIVE

EXAMPLE: Poster 2

Typeface

Colours

Images and
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or the EU flag?

Examples

Contact



#BEACTIVE

EXAMPLE: Post 1

Typeface

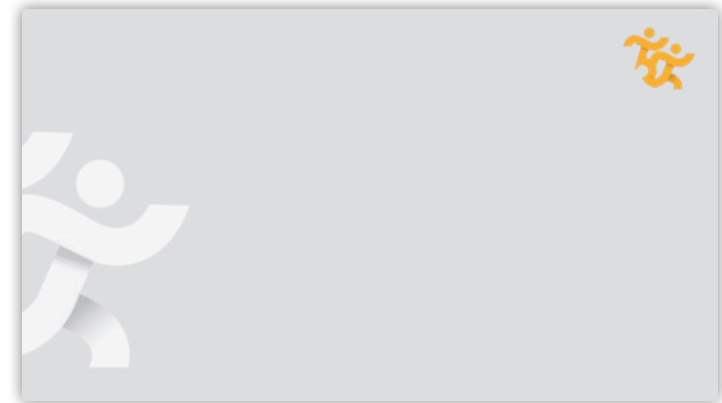
Colours

Images and
photographs

The EC logo
or the EU flag?

Examples

Contact



PHASE 1: LIGHT BACKGROUND



#BEACTIVE

EXAMPLE: Post 2

Typeface

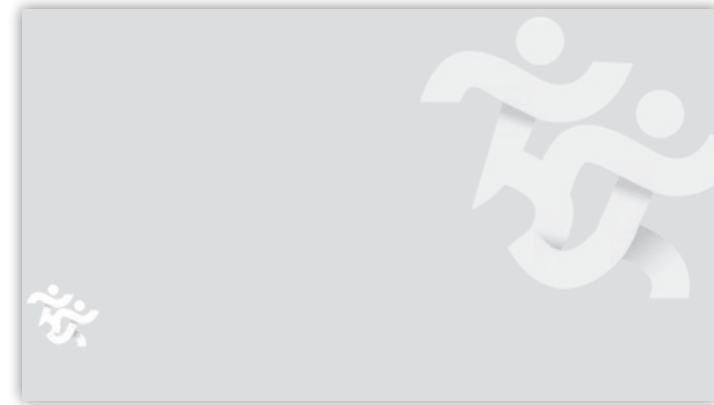
Colours

Images and
photographs

The EC logo
or the EU flag?

Examples

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PHASE 1: DARK BACKGROUND



#BEACTIVE

EXAMPLE: Post 3

Typeface

Colours

Images and
photographs

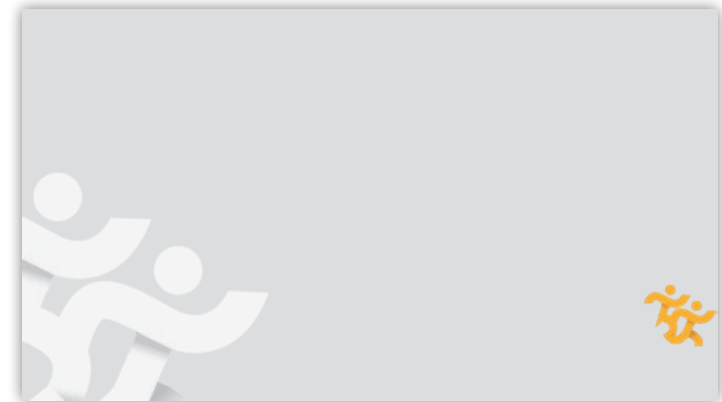
The EC logo
or the EU flag?

Examples

Contact



PHASE 1: LIGHT BACKGROUND



#BEACTIVE

EXAMPLE: Post 4

Typeface

Colours

Images and
photographs

The EC logo
or the EU flag?

Examples

Contact



PHASE 2: LIGHT BACKGROUND



#BEACTIVE

EXAMPLE: Post 5

Typeface

Colours

Images and
photographs

The EC logo
or the EU flag?

Examples

Contact



PHASE 2: DARK BACKGROUND



#BEACTIVE

EXAMPLE: Post 6

Typeface

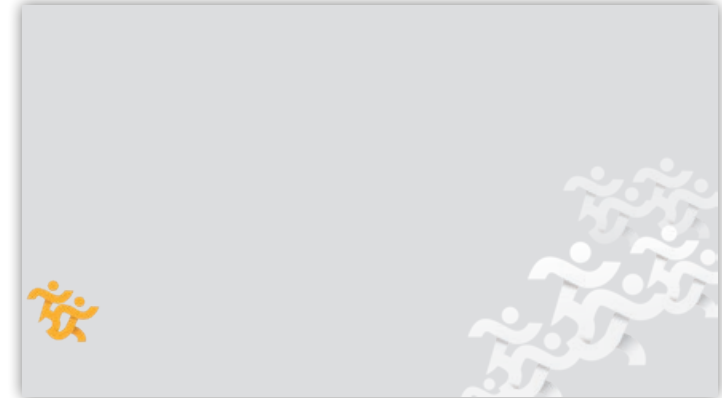
Colours

Images and
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The EC logo
or the EU flag?

Examples

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PHASE 2: DARK BACKGROUND



#BEACTIVE

EXAMPLE: Cover Pages

Place a banner on your facebook page or your event page. Add #BEACTIVE to any message you post on related activities.

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Facebook
event cover pageFacebook
cover pageTwitter
cover page

#BEACTIVE

EXAMPLE: Videos Elements

Typeface

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The EC logo
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Examples

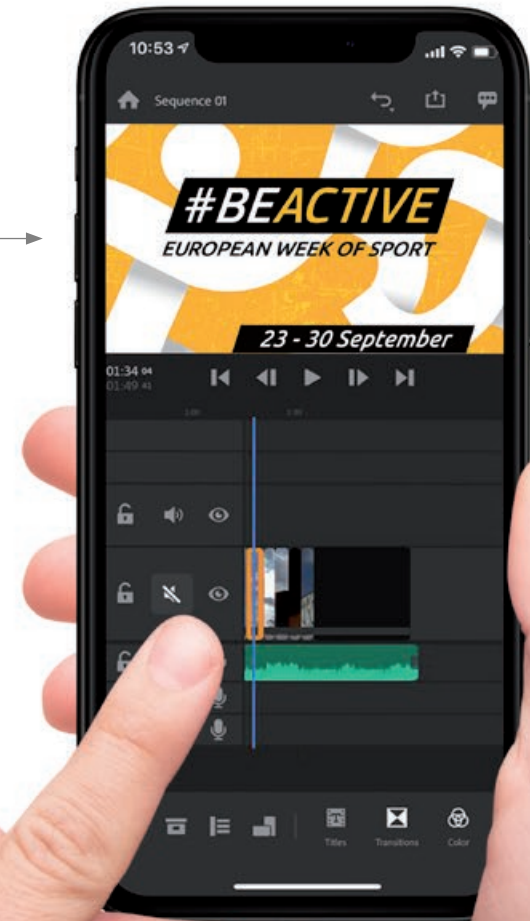
Contact



Video intro



Video outro



#BEACTIVE

EXAMPLE: Signatures

Use the signature in your e-mails.

Typeface

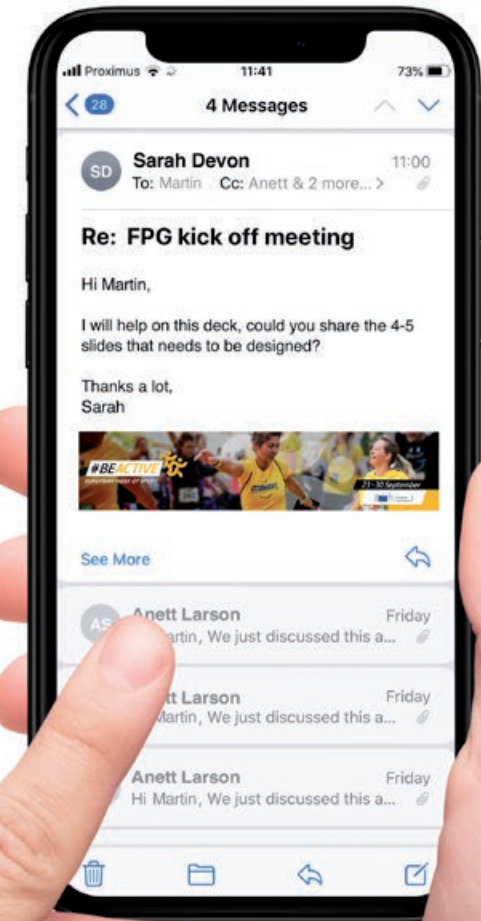
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// WHERE CAN I GET FURTHER INFORMATION?

European Week of Sport website:

<http://ec.europa.eu/sport/week>

Typeface

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

European Week of Sport e-mail:

eac-sport-ewos@ec.europa.eu

info@bcw-global.com

Colours

Images and
photographs

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

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The EC logo
or the EU flag?

Examples