



THIS BRAND GUIDELIGNE BOOK SUBMIT ESSENTIAL ELEMENTS TO APPLY VISUAL IDENTITY OF EUROPEAN YOUTH PRESS. ITS PURPOSE IS TO CREATE A COHERENCE BETWEEN EACH PRINT COMMUNICATION SUPPORTS.

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1 | THE LOGO EUROPEAN YOUTH PRESS



1 | THE LOGO > A- LOGO EUROPEAN YOUTH FESTIVAL



THE LOGOTYPE CAN BY NO MEANS BE MODIFIED. IT IS USED UNALTERED ON ALL COMMUNICATION SUPPORTS.



PROTECTION AREA

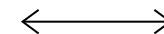
THE LOGOTYPE CAN BE FREELY INSERTED RESPECTING PROTECTION ZONE.

MINIMUM SPACING IS SHOWN BY GREY SHAPES WIDTH, STAND FOR SPACE BETWEEN THE DOTTED FRAME AND THE LOGO.

1 | THE LOGO > A- LOGO EUROPEAN YOUTH PRESS



MINIMUM WIDTH OF LOGO



20MM

1 | THE LOGO > B- DO & DON'T



DON'T



DON'T CHANGE THE SIZE
OF QUOTATION MARKS



DON'T CHANGE
THE SIZE OF WORDS



DON'T BEND THE LOGOTYPE



DON'T CLENCH THE LOGO



DON'T STRETCH THE LOGO

2 | COLORS > A- CORPORATE COLORS

BLACK & BLUE



IT IS RECOMMENDED TO USE THE BLACK AND BLUE LOGO FOR ALL CORPORATE DOCUMENTS.



THE LOGOTYPE WITH WHITE TYPOGRAPHY IN THE ABOVE CAN BE USED ONLY WHEN BLACK LOGO USAGE IS NOT POSSIBLE (LISIBILITY, DARK BACKGROUND, CONTRAST)



THE LOGOTYPE WITH WHITE TYPOGRAPHY AND GREY QUOTATION MARKS IN THE ABOVE CAN BE USED ONLY WHEN BLACK LOGO USAGE IS NOT POSSIBLE (LISIBILITY, COLOURFUL BACKGROUND, CONTRAST)



CMJN | N100
RVB | R30 V30 B30
#1E1E1E



CMJN | C0 M0 J0 N100
RVB | R29 V29 B27
#1D1D1B



CMJN | C61 M0 J4 N0
RVB | R31 V217 B255
#58C4EB

2 | COLORS > B- SECONDARY COLORS



CMJN | C4 M28 J87 N0
RVB | R244 V188 B46
#F4BC2E



CMJN | C95 M100 J11 N3
RVB | R61 V12 B129
#3D0C81

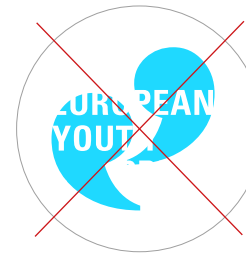


CMJN | C14 M88 J75 N4
RVB | R204 V58 B58
#CC3A3A

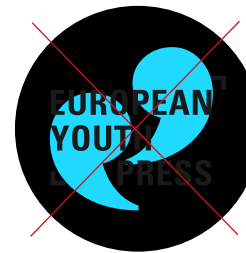
THAT COLORS CAN BE USED FOR YOUR PRINT AND DIGITAL COMMUNICATION,
SPECIAL EVENTS OR GOODIES VISUAL

2 | COLORS > C- COLORS & COMMUNICATION

FOR USE ON WHITE
BACKGROUND



FOR USE ON BLACK
BACKGROUND



FOR USE ON COLOR
GRADIENTS BACKGROUND



FOR USE ON PICTURE
BACKGROUND



3 | TYPOGRAPHY & COMMUNICATION > A- SUPPORT TYPOGRAPHY

THE TYPOGRAPHY USED FOR EUROPEAN YOUTH PRESS IS :

Biko

BIKO IS A GEOMETRIC SANS SERIF WITH A FRIENDLY AND YET STRONG CHARACTER.
THE NAME IS A TRIBUTE TO STEVE BIKO: A SOUTH AFRICAN ANTI-APARTHEID ACTIVIST.

TO USE WITH BELOW VERSIONS LOWER CASE OR CAPITAL LETTERS

BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 ?,:/ # @ &
abcdefghijklmnopqrstuvwxyz1234567890 ?,:/ # @ &**

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 ?,:/ # @ &
abcdefghijklmnopqrstuvwxyz1234567890 ?,:/ # @ &**

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 ?,:/ # @ &
abcdefghijklmnopqrstuvwxyz1234567890 ?,:/ # @ &

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

THIS FACETYPE MUST BE USED FOR TITLE AND SUBTITLE ON THAT TYPES COMMUNICATION SUPPORTS : BUSINESS CARD,
NEWSLETTER VISUAL, INVITATION, KIT PRESSE, DIGITAL APPLICATION, ETC.

For commercial use, you can purchase the License at: <https://www.jesuismonreve.org/biko-font-family/>

3 | TYPOGRAPHY & COMMUNICATION > A- SUPPORT TYPOGRAPHY

THE TYPOGRAPHY USED FOR EUROPEAN YOUTH PRESS IS :

GOTHAM

GOTHAM IS A SANS SERIF DIGITAL AND GEOMÉTRIC TYPEFACE DESIGNED BY THE TYPOGRAPHER TOBIAS FRERE-JONES IN 2000. FRERE-JONES IS INSPIRED OF URBAIN PANELS OF THE MIDDLE OF 20ST CENTURY, IN PARTICULAR IN NEW YORK CITY.

TO USE WITH BELOW VERSIONS PREFERABLY LOWER CASE LETTERS

—

BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 ?,:;/#@&
abcdefghijklmnopqrstuvwxyz1234567890 ?,:;/#@&**

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 ?,:;/#@&
abcdefghijklmnopqrstuvwxyz1234567890 ?,:;/#@&**

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 ?,:;/#@&
abcdefghijklmnopqrstuvwxyz1234567890 ?,:;/#@&

ROUNDED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 ?,:;/#@&
abcdefghijklmnopqrstuvwxyz1234567890 ?,:;/#@&

THIS FACETYPE MUST BE USED FOR PARAGRAPH TEXT AND DESCRIPTION OR LEGEND TEXT ON THAT TYPES COMMUNICATION
SUPPORTS : BUSINESS CARD, NEWSLETTER VISUAL, INVITATION, KIT PRESSE, DIGITAL APPLICATION, ETC.

3 | TYPOGRAPHY & COMMUNICATION > B- EXEMPLE OF COMBINED WORD

THE TYPOGRAPHY USED FOR EUROPEAN YOUTH PRESS IS :
YOU CAN USE BIKO WITH BELOW VERSIONS LOWER CASE OR CAPITAL LETTERS.
YOU CAN USE GOTHAM WITH BELOW VERSIONS PREFERABLY LOWER CASE LETTERS.

SUBTITLE

TITLE EXEMPLE

lorem ipsum publicaperi se fin pro in nem ad diurend amquit?
quonsul icenatimum comaximum sealicae,
voenatea comnicam esciaediemus prarit hortidici.

Videm supimis, fore in num cae erricer feresic aperim viverum ocupiem incul, nos omantrum
consum in re, vo, consultus mante, nihilis imulabus loc, nonstrei sin dum in diusque convertis.
Etrum Romnequa res haet invocum specte pra more teatudet pubi impopte rureste atimusquem
et vivilicus vignatus huit, quo Cat, sulabessuam omnium concuperfit, que consus foriviverum
estis, ut vignone mius, concul venihic aturox spios.

Etrum Romnequa res haet invocum specte pra more
teatudet pubi impopte rureste atimusquem.

THIS FACETYPE MUST BE USED FOR TITLE AND SUBTITLE ON THAT TYPES COMMUNICATION SUPPORTS : BUSINESS CARD,
NEWSLETTER VISUAL, INVITATION, KIT PRESSE, DIGITAL APPLICATION, ETC.

4 | COMMUNICATION'S SUPPORTS > A- SPECIAL EVENTS / GOODIES



AS FOR EXEMPLE THIS GOODIE IS APPLYING GRAPHIC CODES OF YOUR CHARTE, WITH ONE ILLUSTRATION IS USING QUOTATION MARKS LIKE A GRAPHIC MOTIF, CORPORATE AND SECONDARY COLORS...

4 | COMMUNICATION SUPPORTS > B- BUSINESS CARD - PROPOSITION 1



QUOTATION MARKS BECOME A GRAPHIC ELEMENT AND ILLUSTRATE YOUR IDENTITY ON YOUR BUSINESS CARD.

4 | COMMUNICATION SUPPORTS > B- BUSINESS CARD - PROPOSITION 2



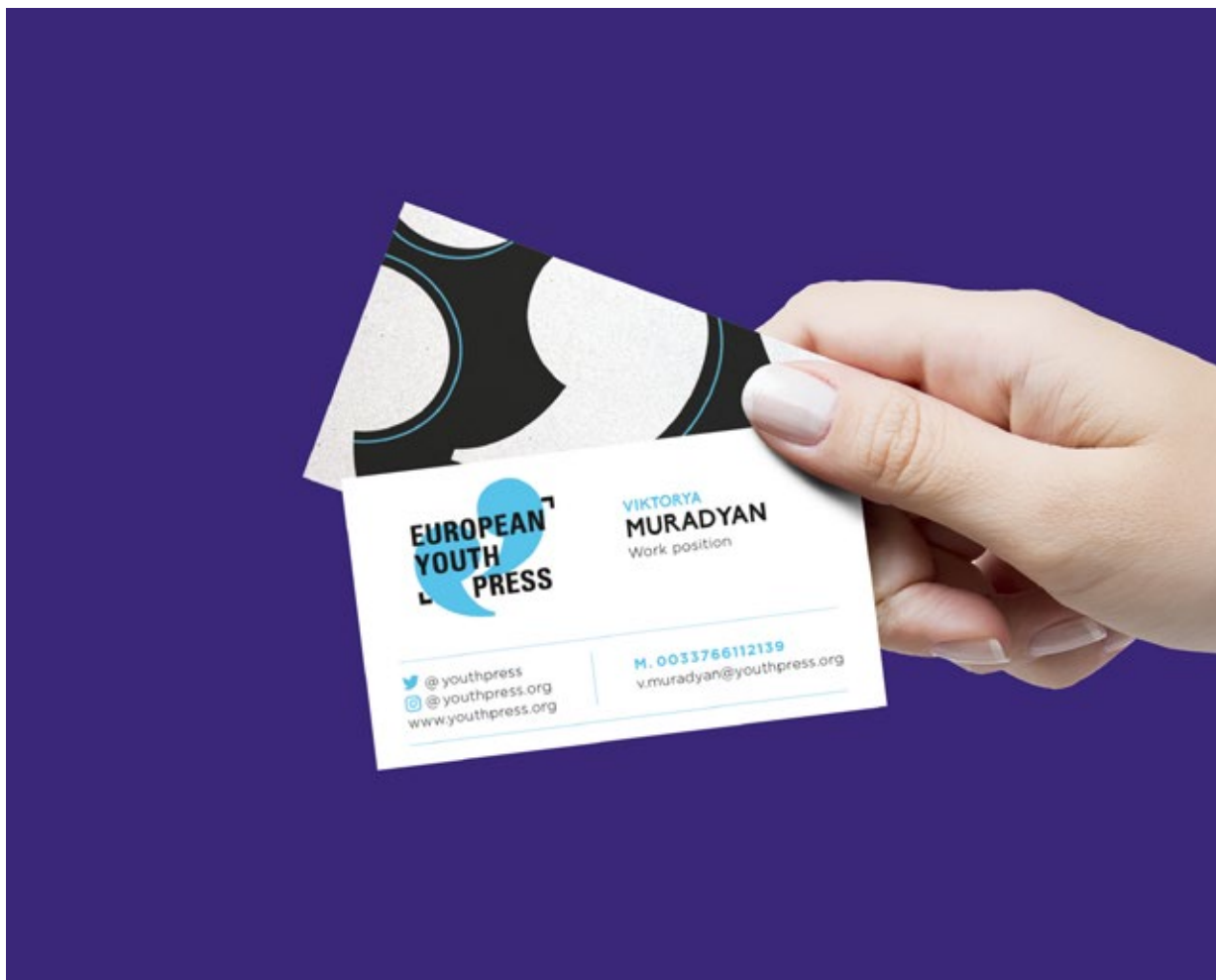
QUOTATION MARKS BECOME A GRAPHIC ELEMENT AND ILLUSTRATE YOUR IDENTITY ON YOUR BUSINESS CARD.

4 | COMMUNICATION SUPPORTS > B- BUSINESS CARD - PROPOSITION 3



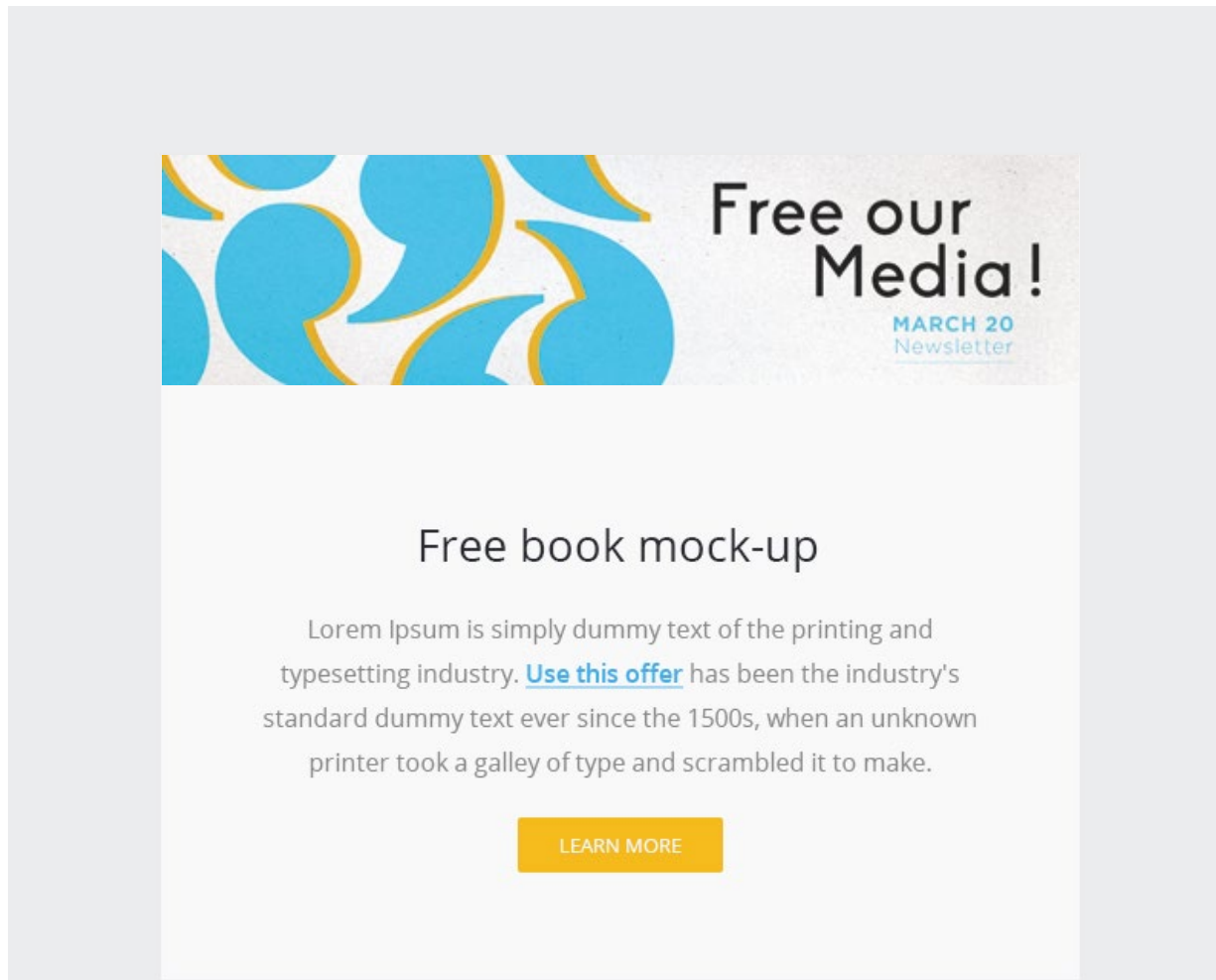
QUOTATION MARKS BECOME A GRAPHIC ELEMENT AND ILLUSTRATE YOUR IDENTITY ON YOUR BUSINESS CARD.

4 | COMMUNICATION SUPPORTS > B- BUSINESS CARD - PROPOSITION 4

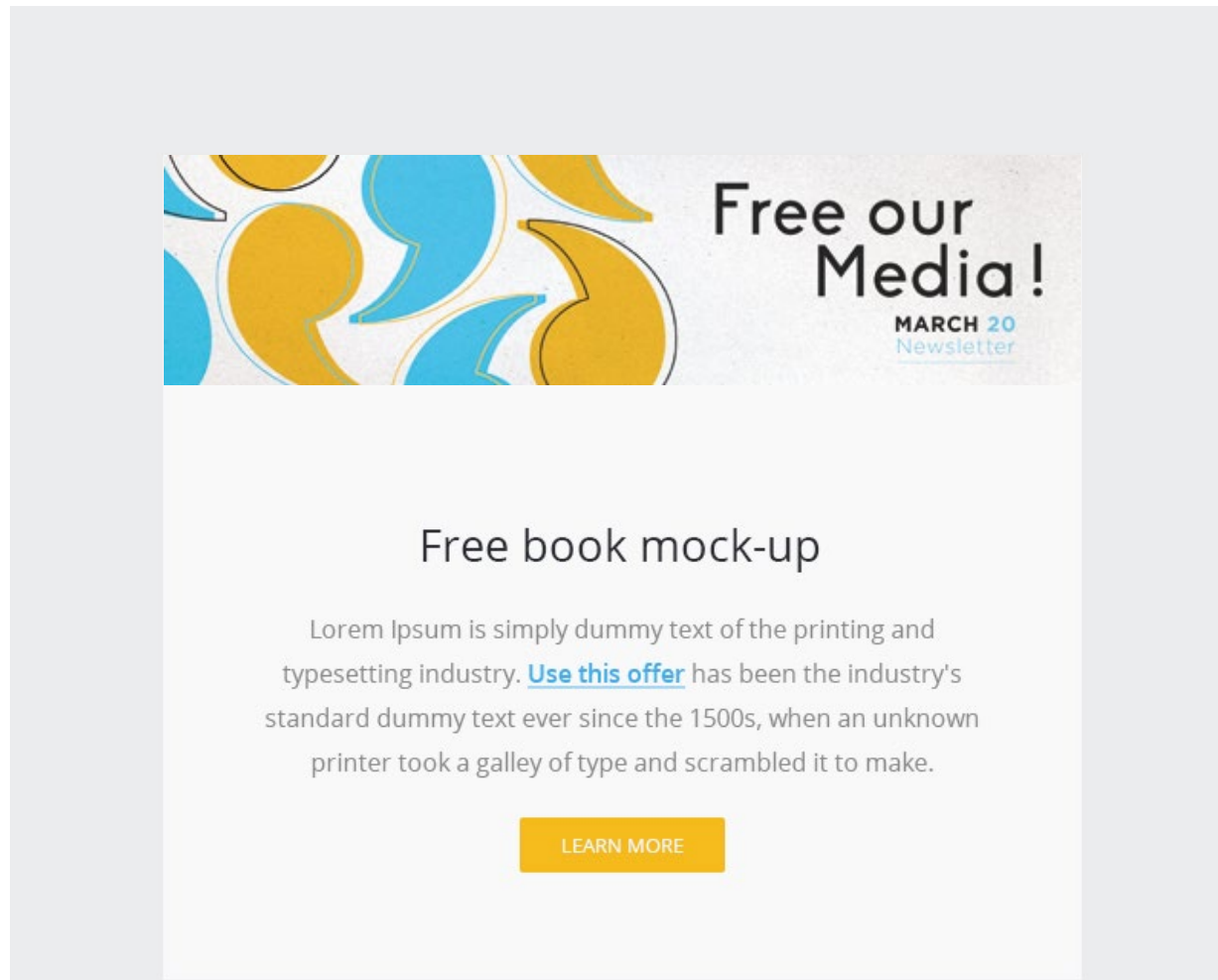


QUOTATION MARKS BECOME A GRAPHIC ELEMENT AND ILLUSTRATE YOUR IDENTITY ON YOUR BUSINESS CARD.

4 | COMMUNICATION SUPPORTS > C- NEWSLETTER - PROPOSITION 1



4 | COMMUNICATION SUPPORTS > C- NEWSLETTER - PROPOSITION 2



QUOTATION MARKS BECOME A GRAPHIC ELEMENT AND ILLUSTRATE YOUR IDENTITY ON YOUR NEWSLETTER.