Youth Goals

Guidelines for the use of the Youth Goals **Logo** & **Icons**

CONTENT
European Youth Goals

Vienna, August 2018

European Youth Goals Logo & Icons Guidlines for use

These guidelines must be provided along with the logo and icons.

Whenever the logo and/or icons are uploaded on the internet, these guidelines must be uploaded on the same page.

1 Youth Goals LOGO

11 Youth Goals ICONS

I. DESCRIPTION

In the frame of the Austrian Presidency of the Council of the European Union, the organisations Interkulturelles Zentrum (IZ) and the Austrian National Youth Council (BJV) have commissioned the Youth Goals logo and eleven (11) icons to graphically promote awareness of the European Youth Goals, which are the outcome of the Structured Dialogue with Youth 2017-18. They represent views of young people from all over Europe.

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

II. USE OF THE YOUTH GOALS LOGO AND 11 ICONS

The icons may be used together or as individual icons. The icons are one complete, integral visual. When including the text describing the related Youth Goals, use the provided versions.

European Youth Goals Logo & Icons Guidlines for use

Credits:
• *Using all icons:*
  Youth Goals / Mireille van Bremen / CC BY-NC-ND
• *Using one icon:*
  Youth Goal X / Mireille van Bremen / CC BY-NC-ND
• *Using the logo:*
  Youth Goals logo / Mireille van Bremen / CC BY-NC-ND

That means you are free to: Share - copy and redistribute the material in any medium or format - under the following terms:

• Attribution — You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.
• NonCommercial — You may not use the material for commercial purposes.
• NoDerivatives — If you remix, transform, or build upon the material, you may not distribute the modified material.

In any case where you want to use the icons in any altered way, written permission in advance by the Austrian National Youth Council needs to be requested. In questionable cases the originator will be consulted.

III. LENGTH OF USE OF THE LOGO AND 11 ICONS
The Youth Goals logo and icons may be used for an unlimited period and with no limits to the territory.

IV. LIABILITY
All entities wishing to use the Youth Goals logo, including the 11 icons for the purposes specified herein must agree to the following provisions:
• The entity confirms that it will use the Youth Goals logo, including the 11 icons only as permitted by these guidelines.
• The organisations IZ and BJV do not assume any responsibility for the activities of the entity.

V. DISCLAIMER
• The use of the Youth Goals logo, including the icons by an entity does not imply the endorsement of the organisations IZ and BJV of such entity, its products or services, or of its planned activities.
• The Youth Goals logo, including the icons may not be reproduced for the purpose of self-promotion, or for obtaining any commercial or personal financial gain.
• The organisations IZ and BJV will not assume any responsibility or liability arising from the translation of the text of the Youth Goals icons.
• The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

VI. INQUIRIES AND PERMISSIONS
Please send inquiries to: Austrian National Youth Council, Liechtensteinstraße 57/2, 1090 Vienna, Austria.
E-mail: office@bjv.at

LOGO

COLOR

BLACK & WHITE

PMS	Process Yellow C		**PMS**	Process Black C
CMYK	0/0/100/0		**CMYK**	0/0/0/100
RGB	255/242/45		**RGB**	39/36/37
HEX	# fff22d		**HEX**	#272425

LOGO

DON'TS

These examples of logo treatments are not permitted.

Format and colouring of the Youth Goal logo detailed within this document.

DO NOT stretch/squash/distort

DO NOT rearrange elements

DO NOT enlarge the visual

DO NOT place in other shapes

DO NOT crop

DO NOT add drop shadows

DO NOT emboss/bevel/extrude

DO NOT add gradients

DO NOT change color

DO NOT alter the typeface

ICONS COLOR

#1 CONNECTING EU WITH YOUTH

#2 EQUALITY OF ALL GENDERS

#3 INCLUSIVE SOCIETIES

#4 INFORMATION AND CONSTRUCTIVE DIALOGUE

#5 MENTAL HEALTH & WELLBEING

#6 MOVING RURAL YOUTH FORWARD

#7 QUALITY EMPLOYMENT FOR ALL

#8 QUALITY LEARNING

#9 SPACE & PARTICIPATION FOR ALL
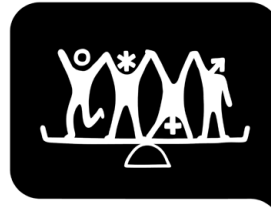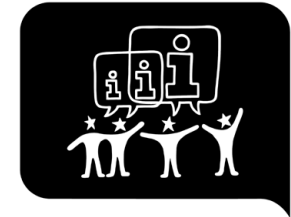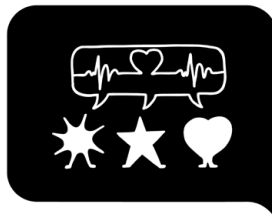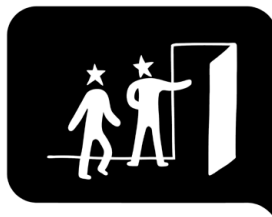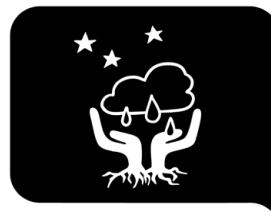
#10 SUSTAINABLE GREEN EUROPE

#11 YOUTH ORGANISATIONS & EUROPEAN PROGRAMMES

ICONS

COLOR reverse

#1 CONNECTING EU
WITH YOUTH

#2 EQUALITY OF ALL
GENDERS

#3 INCLUSIVE
SOCIETIES

#4 INFORMATION AND
CONSTRUCTIVE DIALOGUE

#5 MENTAL HEALTH &
WELLBEING

#6 MOVING RURAL
YOUTH FORWARD

#7 QUALITY EMPLOYMENT
FOR ALL

#8 QUALITY
LEARNING

#9 SPACE & PARTICIPATION
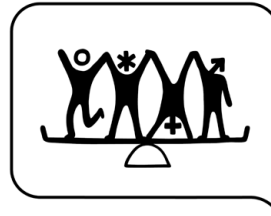FOR ALL

#10 SUSTAINABLE GREEN
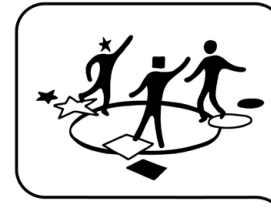EUROPE

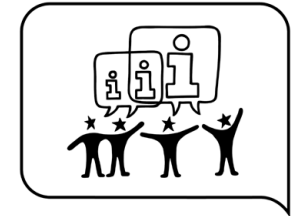**#11** YOUTH ORGANISATIONS
& EUROPEAN PROGRAMMES

ICONS

BLACK & WHITE

#1 CONNECTING EU
WITH YOUTH

#2 EQUALITY OF ALL
GENDERS

#3 INCLUSIVE
SOCIETIES

#4 INFORMATION AND
CONSTRUCTIVE DIALOGUE

#5 MENTAL HEALTH &
WELLBEING

#6 MOVING RURAL
YOUTH FORWARD

#7 QUALITY EMPLOYMENT
FOR ALL

#8 QUALITY
LEARNING

#9 SPACE & PARTICIPATION
FOR ALL

#10 SUSTAINABLE GREEN
EUROPE

#11 YOUTH ORGANISATIONS
& EUROPEAN PROGRAMMES

ICONS

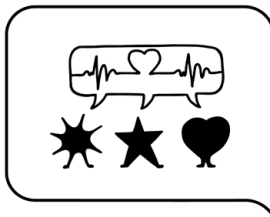## BLACK & WHITE reverse

#1 CONNECTING EU WITH YOUTH
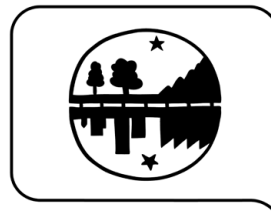
#2 EQUALITY OF ALL GENDERS

#3 INCLUSIVE SOCIETIES

#4 INFORMATION AND CONSTRUCTIVE DIALOGUE
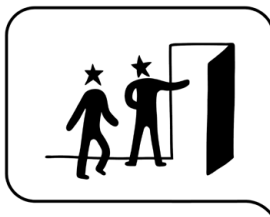
#5 MENTAL HEALTH & WELLBEING
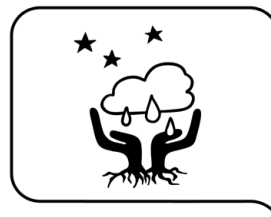
#6 MOVING RURAL YOUTH FORWARD

#7 QUALITY EMPLOYMENT FOR ALL

#8 QUALITY LEARNING

#9 SPACE & PARTICIPATION FOR ALL

#10 SUSTAINABLE GREEN EUROPE

#11 YOUTH ORGANISATIONS & EUROPEAN PROGRAMMES

Vienna, August 2018

DON'TS

These examples of icon treatments are <u>not</u> permitted.

Format and colouring of the Youth Goal icons are detailed within this document.

DO NOT stretch/squash/distort

DO NOT rearrange elements

DO NOT enlarge the visual

DO NOT cut off parts from the visual

DO NOT combine icon elements

DO NOT place in other shapes

DO NOT crop

DO NOT add drop shadows

DO NOT emboss/bevel/extrude

DO NOT add gradients

DO NOT swap colours between icons or change to other color

DO NOT change to other colors

DO NOT alter the border

DO NOT alter the typeface

#1 *CONNECTING EU WITH YOUTH*

DO NOT alter typeface sizes

#1 *CONNECTING EU WITH YOUTH*

DO NOT multiply color

Vienna, August 2018

ICONS

DO'S

These examples of icon treatments are permitted - <u>only</u> in case icons are used as back-ground illustrations

Note: ALL don'ts described on page 11 apply for illustrations, except for multiplying color.

take the frame away - <u>only</u> in case of visuals being used as background illustrations

lower percentage of color - <u>only</u> in case of visuals being used as background illustrations
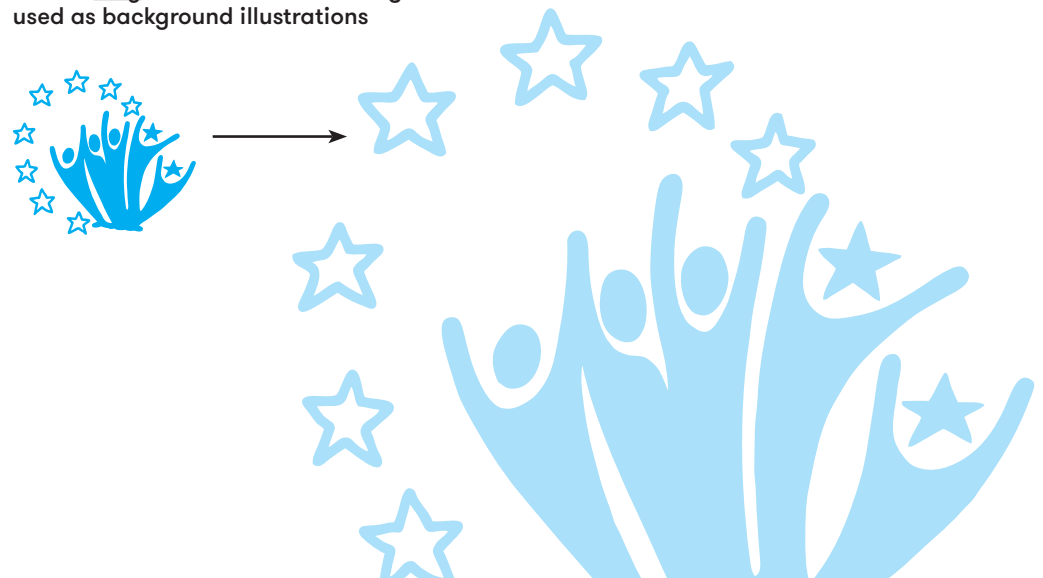

multiply color - <u>only</u> in case of visuals being used as background illustrations

flip - <u>only</u> in case of visuals being used as background illustrations

scale - <u>only</u> in case of visuals being used as background illustrations

ICONS

Connecting EU with Youth

Foster the sense of youth belonging to the European project and build a bridge between the EU and young people to regain trust and increase participation.
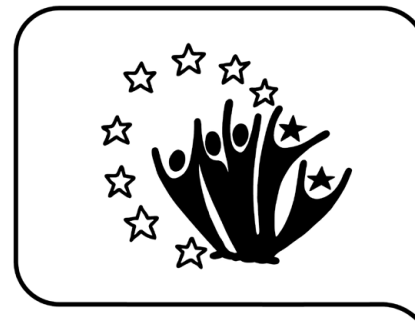

#1 CONNECTING EU
WITH YOUTH

#1 CONNECTING EU
WITH YOUTH

#1 CONNECTING EU
WITH YOUTH

#1 CONNECTING EU
WITH YOUTH

PMS Process Cyan C
CMYK 100/0/0/0
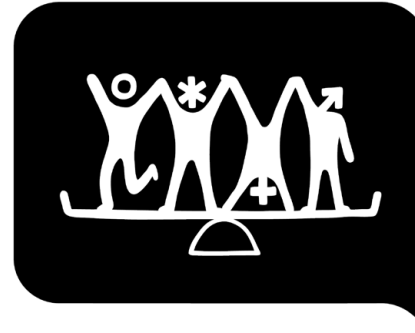**RGB** 0/172/236
HEX #00acec

#2 Equality of All Genders

Ensure equality of all genders and gendersensitive approaches in all areas of life of a young person.
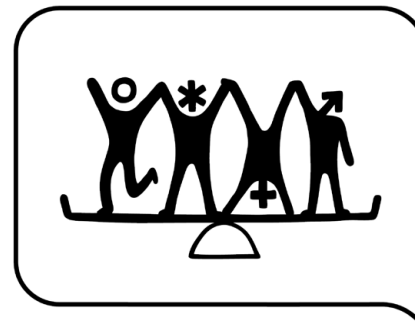

#2 EQUALITY OF ALL GENDERS

#2 EQUALITY OF ALL GENDERS

#2 EQUALITY OF ALL GENDERS

#2 EQUALITY OF ALL GENDERS

PMS 266C
CMYK 62/81/9/0
RGB 112/81/146
HEX #705192

#3 Inclusive Societies

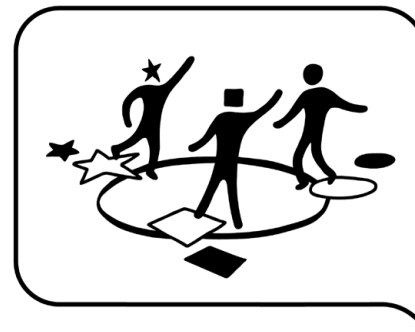Enable and ensure the inclusion of all young people in society.

#3 INCLUSIVE SOCIETIES

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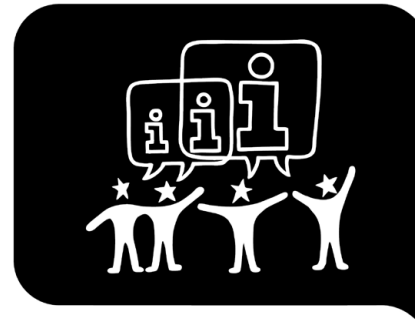

#3 INCLUSIVE SOCIETIES

#3 INCLUSIVE SOCIETIES

PMS 137C
CMYK 0/40/100/0
RGB 229/164/48
HEX #e5a430

#4 Information and Constructive Dialogue

Ensure young people have better access to reliable information, support their ability to evaluate information critically and engage in participatory and constructive dialogue.
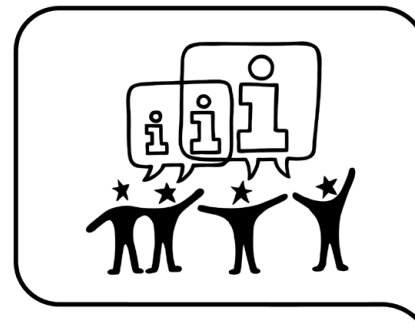

#4 INFORMATION AND CONSTRUCTIVE DIALOGUE

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PMS 2244C
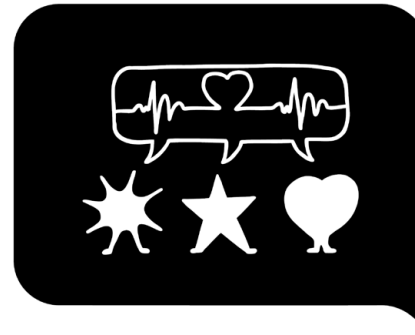**CMYK** 85/43/51/20
RGB 67/104/107
HEX #43686b

#5   Mental Health and Wellbeing

Achieve better mental wellbeing and end stigmatisationof mental health issues, thus promoting social inclusion of all young people.
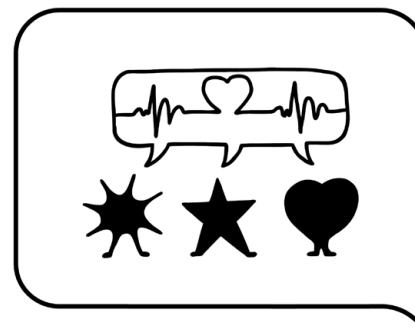

#5 MENTAL HEALTH & WELLBEING

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PMS 206C
CMYK 15/100/68/0
RGB 179/38/75
HEX #b3264b

ICONS

Create conditions which enable young people to fulfill their potential in rural areas.

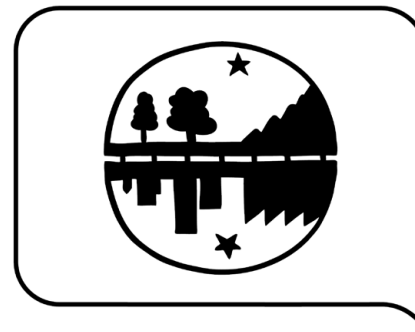**#6 MOVING RURAL YOUTH FORWARD**

#6 MOVING RURAL YOUTH FORWARD

#6 MOVING RURAL YOUTH FORWARD

#6 MOVING RURAL YOUTH FORWARD

PMS	2291C
CMYK	42/0/100/5
RGB	153/194/55
HEX	#99c237

ICONS

Guarantee an accessible labourmarket with opportunities that lead to quality jobs for all young people.
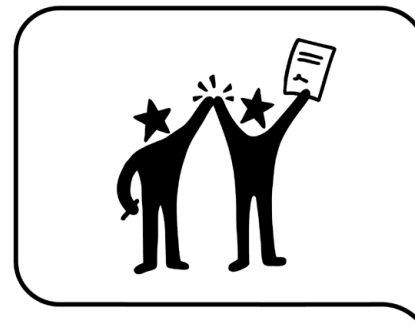

#7 QUALITY EMPLOYMENT FOR ALL

#7 QUALITY EMPLOYMENT FOR ALL

#7 QUALITY EMPLOYMENT FOR ALL

#7 QUALITY EMPLOYMENT FOR ALL

PMS 5483C
CMYK 71/11/46/6
RGB 217/204/147
HEX #68a092

ICONS

Integrate and improve different forms of learning, equipping young people for the challenges of an ever-changing life in the 21st century.

#8 QUALITY LEARNING

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PMS   145C
CMYK   14/55/100/5
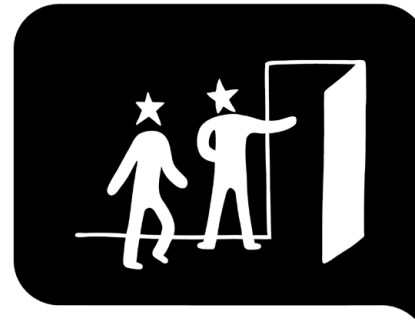**RGB**   186/126/50
HEX   #ba7e32
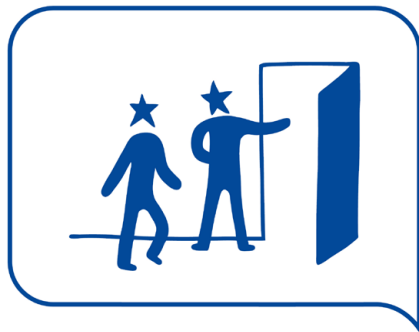
#9 Space and Participation for All

Strengthen young people's democratic participation and autonomy as well as provide dedicated youth spaces in all areas of society.
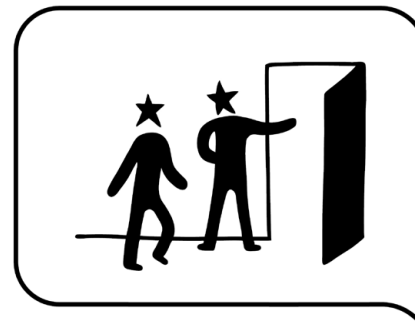

#9 SPACE & PARTICIPATION FOR ALL

#9 SPACE & PARTICIPATION FOR ALL

#9 SPACE & PARTICIPATION FOR ALL

#9 SPACE & PARTICIPATION FOR ALL

PMS 286C
CMYK 100/80/0/5
RGB 43/75/150
HEX #2b4b96

#10 Sustainable Green Europe

Achieve a society in which all young people are environmentally active, educated and able to make a difference in their everyday lives.
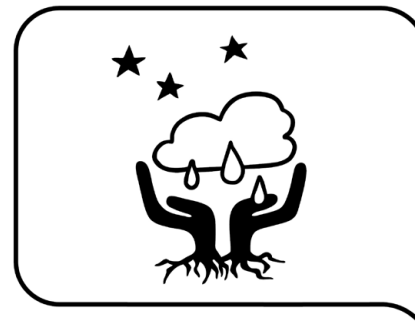

#10 SUSTAINABLE GREEN EUROPE

#10 SUSTAINABLE GREEN EUROPE

#10 SUSTAINABLE GREEN EUROPE

#10 SUSTAINABLE GREEN EUROPE

PMS	362C
CMYK	85/16/100/0
RGB	88/153/80
HEX	#589950

ICONS

#11 Youth Organisations and European Programmes

Ensure equal access for all young people to youth organisationsand European youth programmes, building a society based on European values and identity.

#11 YOUTH ORGANISATIONS & EUROPEAN PROGRAMMES

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PMS 605C
CMYK 13/10/100/6
RGB 221/200/23
HEX #d6c61c