



European Week of sport

# BRANDING GUIDE 2022



**#BEACTIVE**  
EUROPEAN WEEK OF SPORT

## #BeActive

## Typeface

## Colours

Images and  
photographsThe 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 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 13-17);

- ⑤ Using the visual elements presented in this brandbook, with source files accessible [here](#).

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/gAIW39XlsL>

## #BeActive

**The 2022 #BeActive campaign continues telling emotional human stories featuring real people from across Europe.**

## Typeface

- #BeActive supports the youth
- #BeActive promotes inclusion and equality
- #BeActive helps people reach a healthier lifestyle

## Colours

**OBJECTIVE FOR EWOS 2022**

Sport can bring together individuals of all generations in a unique sense of community, build resilience and contribute to personal happiness and wellbeing 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.

## Images and photographs

For the 8th edition of the European Week of Sport, we will achieve this objective by putting a particular focus on 3 aspects:

## The EC logo or the EU flag?

## Themes &amp; Examples

## Contact

## ① YOUTH

2022 is the European Year of Youth, giving renewed positive perspectives and opportunities to young people is an essential aspect. Sport and physical activity have a role to play in supporting a better, healthier future for the European youth.

## ② INCLUSION &amp; EQUALITY

Sport and physical activity are vectors of inclusion across communities. Everyone should be encouraged to participate and thoroughly included, regardless of age, gender, nationality, sexual orientation, disability, socio-economic backgrounds, etc. A core value of the European Week of Sport campaign since its conception, inclusion is even more relevant today.

## ③ HEALTHY LIFESTYLE

Physical activity helps achieve a healthier lifestyle. Sport is not only good for physical health, but it is also beneficial for one's mental wellbeing. Its practice is not limited to one specific environment, offering many opportunities to exercise in our daily lives. Five non-exclusive areas have been defined: home, workplace, education (school), outdoors, sports clubs and fitness clubs.

#BeActive

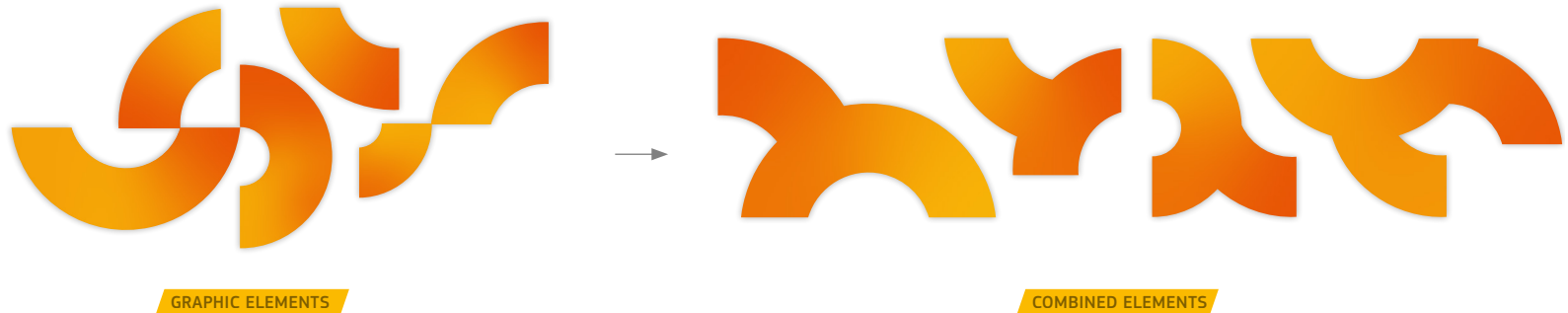
The European Week of Sport has an established and recognized branding. This year, we are giving it a twist.

With 2022 as the European year of Youth, the branding has been modified to reflect a more vibrant and straightforward approach, using gradients and by modifying the placement of visual elements.

Typeface

The result is a combination between dynamic graphic elements and your photo/video content.

Colours



Images and photographs

The EC logo or the EU flag?

Themes & Examples

Contact

#BeActive

Typeface

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Images and photographs

The EC logo or the EU flag?

Themes & Examples

Contact

MINIMUM BRANDING

1 THEME: #BeActive + NAME OF WEEK

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

3 GRAPHIC ELEMENTS

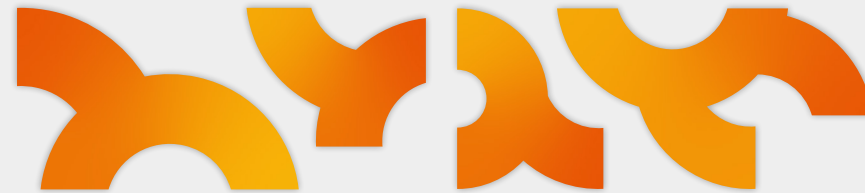
4 EU emblem + cofinancing or 'An initiative of the' + European Commission Logo + Your Logo

**#BEACTIVE**  
EUROPEAN WEEK OF SPORT

**#BEACTIVE**  
EUROPEAN WEEK OF SPORT

**#BEACTIVE**  
EUROPEAN WEEK OF SPORT  
23 - 30 September

**#BEACTIVE**  
EUROPEAN WEEK OF SPORT  
23 - 30 September



THE JOURNEY

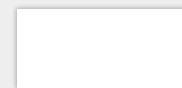
THE TARGET

 Co-funded by the European Union

or

An initiative of the  European Commission

+



Your Logo

#BeActive

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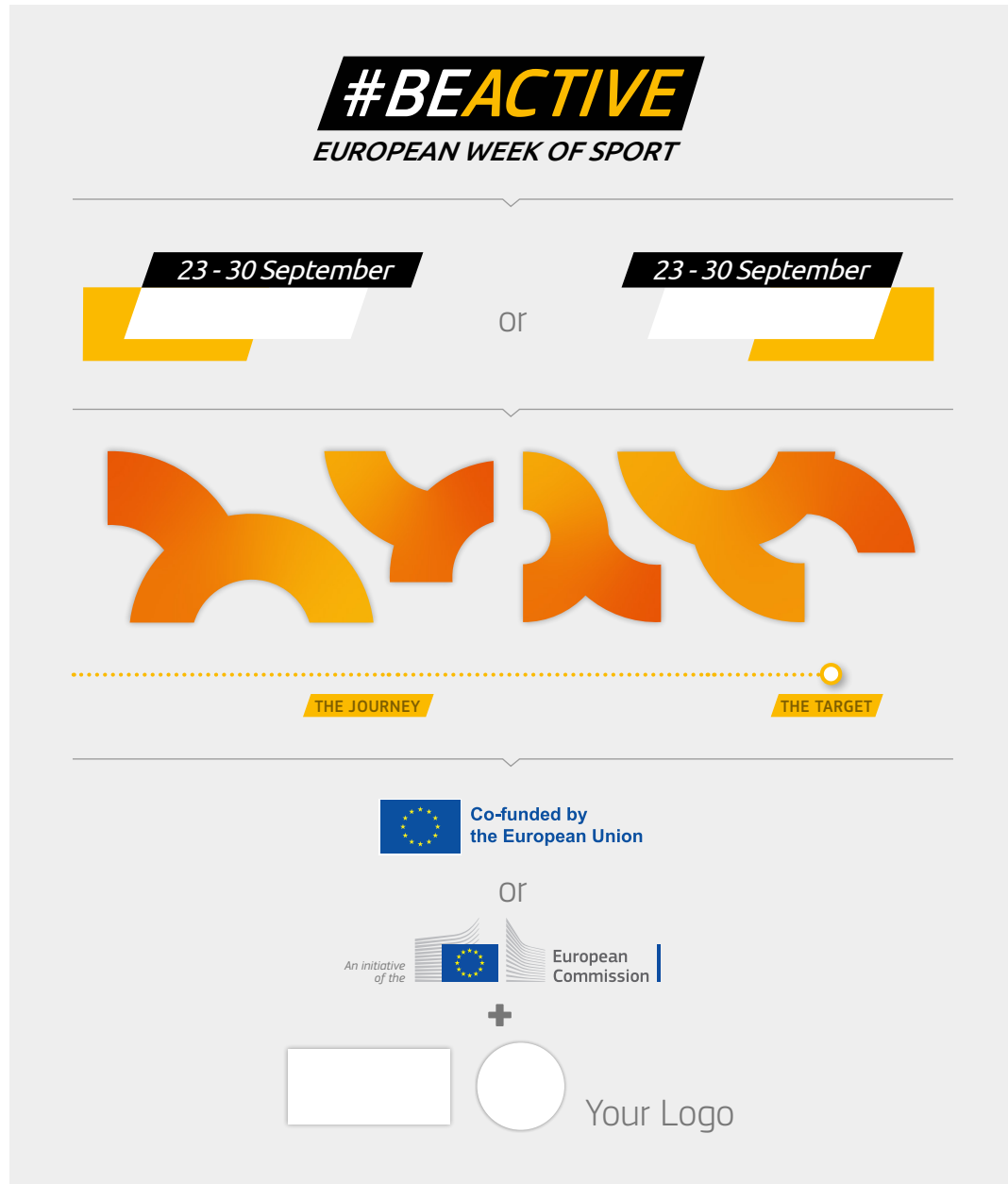
MINIMUM BRANDING

1 THEME: #BeActive + NAME OF WEEK

2 DATE OF THE WEEK

3 GRAPHIC ELEMENTS

4 EU emblem + cofinancing or 'An initiative of the' + European Commission Logo + Your Logo



#BeActive

Typeface

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PRINT MATERIAL

- ① LIGHT BACKGROUND  
Use dark version



- ② DARK BACKGROUND  
Use light version



SOCIAL MEDIA

- ① LIGHT BACKGROUND  
Use dark version



- ② DARK BACKGROUND  
Use light version



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



PRIMARY COLOUR



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

SECONDARY COLOURS



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



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



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



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

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



The EC logo or the EU flag?

Themes & Examples



Contact

#BeActive

... as well as shared moments around sport and collective sports highlights.

Typeface

Colours

Images and photographs

The EC logo or the EU flag?

Themes & Examples

Contact



#BeActive

Typeface

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photographsThe EC logo  
or the EU flag?Themes &  
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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 year's imagery, we want to express that sport supports a better future for the youth, promotes inclusion and equality and helps people reach a healthier lifestyle.

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: youth, inclusion and equality, 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 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, 2022.

These images can be downloaded on:

<https://fileshare-emea.bm.com/fl/gAIW39XlsL>

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.

## #BeActive

**For the promotion of the European Week of Sport 2022, 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(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](http://ec.europa.eu/dgs/communication/services/visual_identity/index_en.htm)

**The EC logo or the EU flag?**

## Themes &amp; Examples

## Contact

#BeActive

Typeface

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Images and photographs

The EC logo or the EU flag?

Themes & Examples

Contact

COMBINED GRAPHIC ELEMENTS

RECOMMENDED TO MENTION THE WEBSITE IF SPACE ALLOWS IT

EUROPEAN COMMISSION LOGO (SIGN-OFF)



THEME: #BeActive + NAME OF WEEK + DATE

COMBINED GRAPHIC ELEMENTS

+ COPYRIGHTS

+ YOUR LOGOS

These graphic elements can be downloaded on: <https://fileshare-emea.bm.com/fl/gAIW39XlsL>

## #BeActive

**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.

## Typeface

## Colours



**Co-funded by  
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.

Images and  
photographs**/ 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/en/information/logos\\_downloadcenter](https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter)

**The EC logo  
or the EU flag?****Themes &  
Examples**

## Contact

#BeActive

THEME: #BeActive +  
NAME OF WEEK +  
DATE

Typeface

Colours

Images and  
photographs

COMBINED GRAPHIC  
ELEMENTS

The EC logo  
or the EU flag?

Themes &  
Examples

RECOMMENDED TO  
MENTION THE WEBSITE  
IF SPACE ALLOWS IT

EU EMBLEM

Contact



COMBINED GRAPHIC  
ELEMENTS

+ COPYRIGHTS

+ YOUR LOGOS

These graphic elements can be downloaded on:  
<https://fileshare-emea.bm.com/fl/gAIW39XlsL>



## #BeActive

## Typeface

## Colours

## Images and photographs

## The EC logo or the EU flag?

## Themes &amp; Examples

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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.

The 2022 #BeActive campaign focuses on 3 priority themes

#BeActive

Typeface

① → #Youth

Colours

Images and photographs

② → #Inclusion & Equality

The EC logo or the EU flag?

Themes & Examples

③ → #Healthy Lifestyle

Contact



## The 2022 #BeActive campaign other themes

#BeActive

Typeface

Colours

Images and photographs

The EC logo or the EU flag?

Themes & Examples

Contact



#Education



#Home



#Workplace



#Outdoors



#Sports clubs and fitness centres

#BeActive

EXAMPLE: Poster 1

Typeface

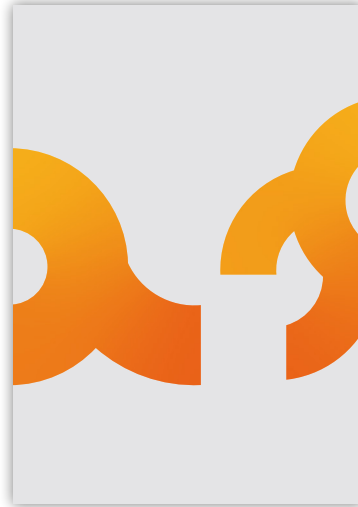
Colours

Images and photographs

The EC logo or the EU flag?

Themes & Examples

Contact



#BeActive

EXAMPLE: Poster 2

Typeface

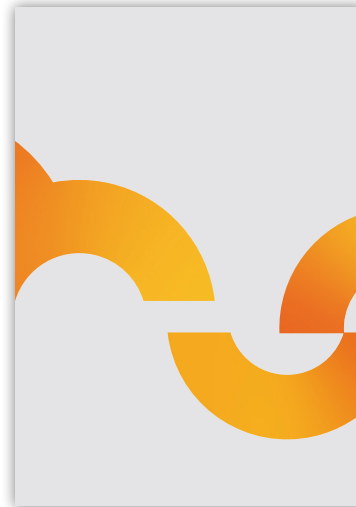
Colours

Images and photographs

The EC logo or the EU flag?

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#BeActive

EXAMPLE: Post 1

Typeface

Colours

Images and photographs

The EC logo or the EU flag?

Themes & Examples

Contact



LANDSCAPE: LIGHT BACKGROUND



#BeActive

EXAMPLE: Post 2

Typeface

Colours

Images and photographs

The EC logo or the EU flag?

Themes & Examples

Contact



SQUARE: DARK BACKGROUND



#BeActive

EXAMPLE: Post 3

Typeface

Colours

Images and photographs

The EC logo or the EU flag?

Themes & Examples

Contact



LANDSCAPE: DARK BACKGROUND





#BeActive

EXAMPLE: Post 4

Typeface

Colours

Images and photographs

The EC logo or the EU flag?

Themes & Examples

Contact



SQUARE: LIGHT 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.

Typeface

Colours

Images and photographs

The EC logo or the EU flag

Themes & Examples

Contact



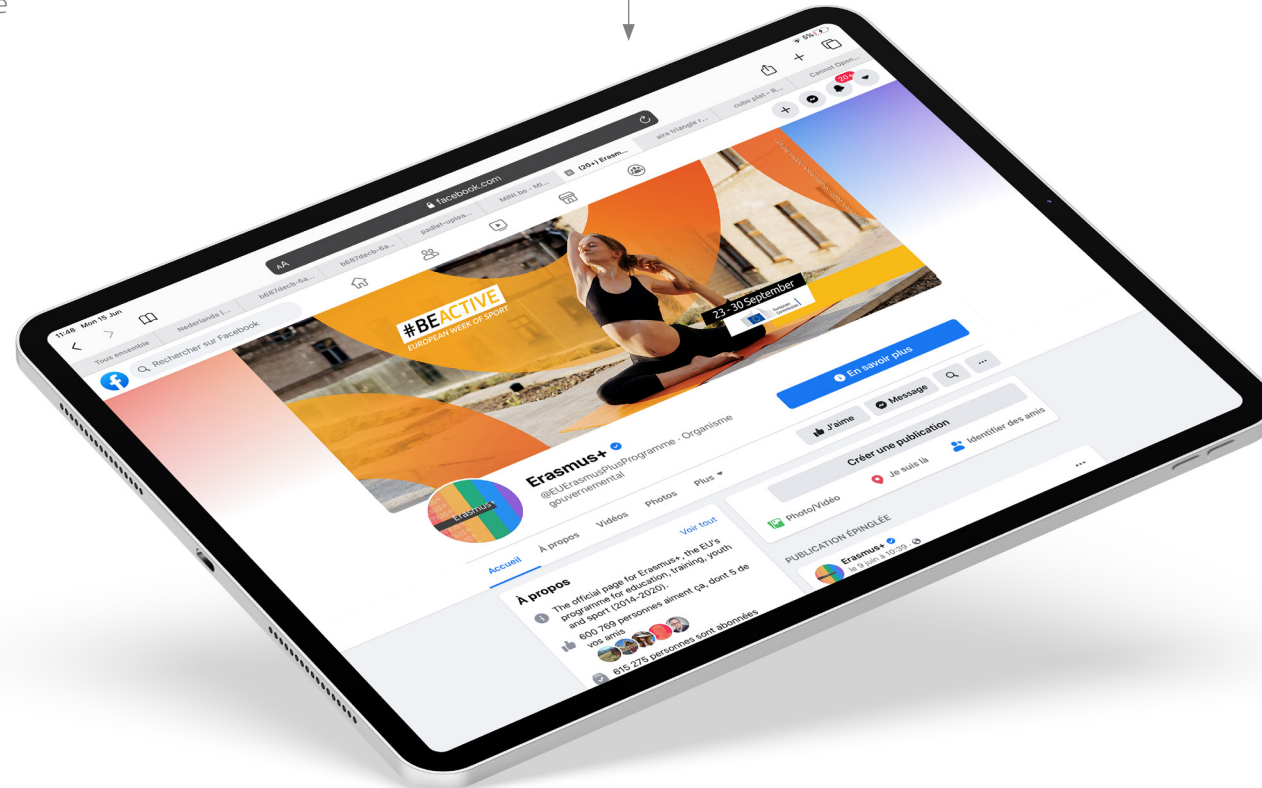
Facebook event cover page



Facebook cover page



Twitter cover page



#BeActive

EXAMPLE: Videos Elements

Typeface

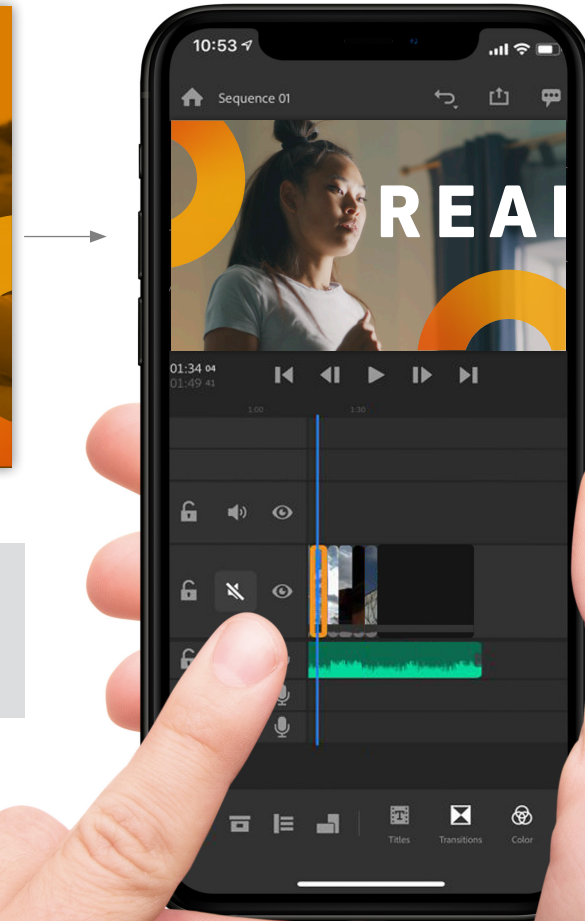
Colours

Images and photographs

The EC logo or the EU flag?



Video dynamic elements



Themes & Examples

Contact

#BeActive

EXAMPLE: Signatures

Typeface

Colours

Images and photographs

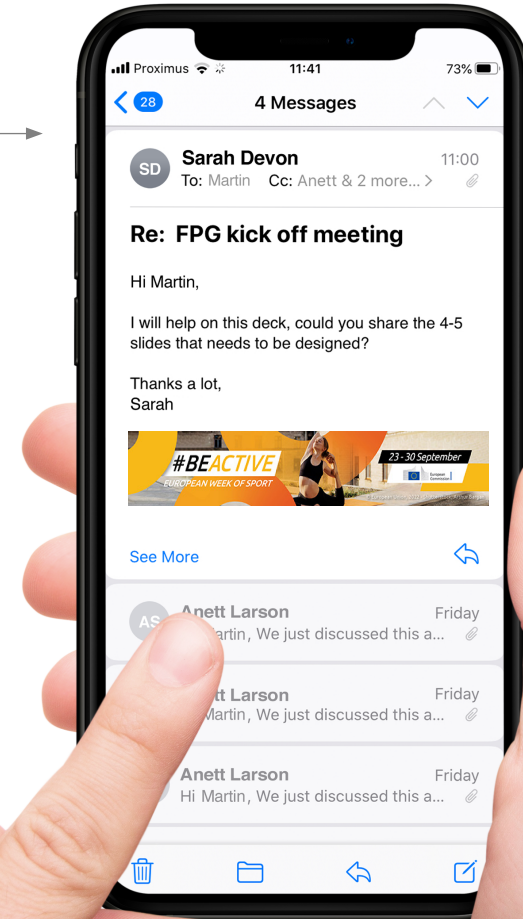
The EC logo or the EU flag?

Themes & Examples

Contact



Use the signature in your e-mails.



#BeActive

**// WHERE CAN I GET FURTHER INFORMATION?**

European Week of Sport website:

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

Typeface

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

European Week of Sport e-mail:

[eac-sport-ewos@ec.europa.eu](mailto:eac-sport-ewos@ec.europa.eu)

[beactive-info@bcw-global.com](mailto:beactive-info@bcw-global.com)

Colours

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

Images and  
photographs

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The EC logo  
or the EU flag?

Themes &  
Examples