



# ***STYLE GUIDELINES***

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Ministerium für Kinder, Jugend, Familie,  
Gleichstellung, Flucht und Integration  
des Landes Nordrhein-Westfalen



European  
Cultural  
Foundation



Bundesministerium  
für Familie, Senioren, Frauen  
und Jugend



Schleswig-Holstein  
Ministerium für Soziales,  
Gesundheit, Jugend,  
Familie und Senioren



Ministerium  
für Bildung,  
Jugend und Sport

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# ***1. WHY YOU NEED THIS DOCUMENT***

**Generation Europe – The Academy** is a large and diverse network. However, we share a common vision, common goals and common methods. To make this visible to the public, it is important that we use a **common visual style** in our publications.

These guidelines will help you to do so. Please have a look at them before you create any publications within the framework of Generation Europe – The Academy. In our templates, these guidelines have already been implemented. You can download all templates on our website [www.generationeurope.org](http://www.generationeurope.org).

If you have any questions or problems, please contact our media and public relations officer Rolf van Raden ([vanraden@ibb-d.de](mailto:vanraden@ibb-d.de)).

Together, we will be a strong voice for the concerns of young people in Europe and for the field of youth work. **Thank you for being part of it!**



## 2. FONTS

All fonts we use are available for download in a font pack on our website. Please install them on your computer. Our fonts are:

### **BANGERS: TITLES AND TOP HEADLINES**

To improve readability of the Bangers font, the **space between the letters** should be increased slightly, if possible. If you use our templates for Microsoft Word, this is already implemented. If you are not using our templates, in some applications you can increase the letter spacing by yourself. In Microsoft Word, it works like this:

- Select text
- Press the right mouse button
- Click on "Font"
- Click on "Advanced"
- Increase the "Spacing" here. For headlines in font size 24 pt. we increase the spacing by 1 pt. For titles in font size 36 pt. we increase the spacing by 1.5 pt.

**Never use font styles like "Bold" or "Italic" with the Bangers font.** There are no bold or italic versions of Bangers, it will look crappy.

### **DM Sans Bold: Subtitles & second order headlines**

Different from Bangers, the font styles "Bold" and "Italic" can be used with DM Sans, if you have installed the corresponding font files.

We use DM Sans Regular for regular text.

In our templates, the font size for regular text usually is 11 pt.

Ми використовуємо Open Sans для тексту кирилицею та грецьким шрифтом.

We use the font Open Sans for text in Cyrillic and Greek script.

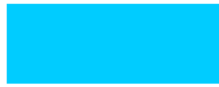
# 3. COLOURS

For all our publications, we use colours from this palette:

### Main Colours



CMYK 94 | 76 | 0 | 0  
 RGB 42 | 73 | 153  
 HEX # 2a4999



CMYK 65 | 0 | 0 | 0  
 RGB 0 | 204 | 255  
 HEX # 00ccff



CMYK 0 | 100 | 100 | 0  
 RGB 220 | 6 | 2  
 HEX # dc0602



CMYK 0 | 10 | 100 | 0  
 RGB 255 | 220 | 0  
 HEX # ffd000

### Extended Colours



CMYK 100 | 95 | 35 | 35  
 RGB 18 | 30 | 83  
 HEX # 121e53



CMYK 62 | 80 | 0 | 0  
 RGB 130 | 55 | 180  
 HEX # 8237b4



CMYK 25 | 100 | 100 | 45  
 RGB 124 | 21 | 12  
 HEX # 7c150c



CMYK 0 | 45 | 90 | 0  
 RGB 250 | 160 | 5  
 HEX # faa005

### Black and Grey



CMYK 60 | 40 | 20 | 100  
 RGB 0 | 0 | 0  
 HEX # 000000



CMYK 57 | 50 | 55 | 48  
 RGB 85 | 80 | 73  
 HEX # 555049



CMYK 32 | 26 | 29 | 6  
 RGB 178 | 174 | 169  
 HEX # b2aea9



CMYK 18 | 14 | 16 | 0  
 RGB 215 | 213 | 210  
 HEX # d7d5d2

## Colour Code:



In diagrams and graphics, where specific actors within Generation Europe – The Academy are to be distinguished by colour, we use the colours as follows:

<b>BLUE</b>	Everything regarding IBB
<b>RED</b>	Ambassador Network
<b>ORANGE</b>	Youth Leader Network & Trainings
<b>YELLOW</b>	Partner Organisations & Project Managers

We usually use our **main blue colour (RGB 42|73|153)** for titles and main headlines using the “Bangers” font. If you use our templates, this is already implemented.

## 4. LOGOS

You can download the Logos of Generation Europe – The Academy, of IBB and of our funders on our website.

	<p>Our main logo. Use it in all publications regarding Generation Europe – The Academy.</p> <p>In letterheads and similar uses, this logo belongs in the <b>top left-hand corner</b>.</p>
<p><b>Logo of your organisation</b></p>	<p>For your own use, feel free to include the logo of your organisation in the templates provided on our website. Usually the place for your logo is <b>at the top right</b>.</p>
	<p>Use the IBB logo in order to indicate that Generation Europe – The Academy is a programme by the International Association for Education and Exchange (IBB e.V.). Don't use it in your own letterheads.</p>

The logos of our funders can be also downloaded on our website. They should be **placed in this order**:



The usual place for the funders' logos is **at the bottom of the page**. Look on the title page of this Style Guidelines and on the last page how it should look like. If you use our templates, this is already implemented.

## 5. FUNDERS NOTICE

Where it makes sense to write a detailed sentence in addition to the funder's logos, this can be used:

**Generation Europe – The Academy** is a programme by the International Association for Education and Exchange (IBB e.V.), funded by Stiftung Mercator, the European Union, the Ministry for Children, Youth, Family, Equality, Refugees and Integration of the State of North Rhine–Westphalia (MKJFGFI), the European Cultural Foundation (ECF), the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ), the Thuringian Ministry of Education, Youth and Sports (TMBJS) and the Ministry of Education, Youth and Sports Baden–Württemberg. More information: [generationeuope.org](http://generationeuope.org)

In German the wording is:

**Generation Europe – The Academy** ist ein Programm des Internationalen Bildungs- und Begegnungswerks (IBB e.V.), gefördert durch die Stiftung Mercator, die Europäische Union, das Ministerium für Kinder, Jugend, Familie, Gleichstellung, Flucht und Integration des Landes Nordrhein–Westfalen (MKJFGFI), die European Cultural Foundation (ECF), das Bundesministerium für Familie, Senioren, Frauen und Jugend (BMFSFJ), das Thüringer Ministerium für Bildung, Jugend und Sport (TMBJS) und das Ministerium für Kultus, Jugend und Sport Baden–Württemberg. Mehr Informationen: [generationeuope.org](http://generationeuope.org)

For longer publications that contain an imprint, contact or background information page, we recommend to include this sentence.

In small-format publications where this is not possible you may also combine a short version with the IBB logo, for example like this:



## 6. TEMPLATES

On our Website, you can download the following templates for your work:

<b>Letter</b>	Use this letter template for your correspondence regarding Generation Europe – The Academy. You can insert the Logo of your organisation in the upper right corner.
<b>Document</b>	Template for a blank page with the Generation Europe – The Academy logo in the top left corner and the funders logos at the bottom. You can add your organisation's logo in the top right corner. The template is available in portrait and landscape format.
<b>Presentation</b>	This is a template for a PowerPoint presentation in the visual layout of Generation Europe – The Academy in 16:9 format. You can add your organisation's logo in the top right corner.
<b>Long Read</b>	This will be a Microsoft Word template for longer papers with a title page, a table of contents, an abstract page and the option for a list of sources or bibliography. (Not yet finished, will be added later).

**As a general rule, we use a line spacing of 1.1 in our documents.** If you use our templates, this is already implemented. In special cases you can vary from this.



## 7. VIDEO CONTENT

If you produce shorter videos for social media and want to include the Generation Europe – The Academy logo and/or a title, this arrangement is a good option:





Web:

[generationeurope.org](http://generationeurope.org)

Instagram:

[instagram.com/generationeurope\\_network](https://www.instagram.com/generationeurope_network)

Facebook:

[facebook.com/GenerationEuropeNetwork](https://www.facebook.com/GenerationEuropeNetwork)



**IBB**

Internationales  
Bildungs- und  
Begegnungswerk

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European  
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Bundesministerium  
für Familie, Senioren, Frauen  
und Jugend

Freistaat  
Thüringen



Ministerium  
für Bildung,  
Jugend und Sport



Baden-Württemberg  
MINISTERIUM FÜR KULTUS, JUGEND UND SPORT