



Style Guidelines

2026-2028

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For more information visit generationeurope.org



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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) and the Federal Ministry for Education, Family Affairs, Senior Citizens, Women and Youth (BMBFSFJ).

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



Bundesministerium
für Bildung, Familie, Senioren,
Frauen und Jugend



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.

Naming Conventions & Wording

To help us build a strong and recognisable shared identity, we kindly ask you to use our name consistently across all publications. Please always write it as **Generation Europe – The Academy**, using an **en-dash (–) with spaces**, rather than a short hyphen (-) or a colon (:).

If you are ever unsure about specific terminology, we have put together a **Glossary** to support your work. It is designed as a helpful guide that provides definitions and translations for frequently used terms, making it easier for all of us to communicate clearly across the network. You can easily download the current version on our website.

Imagery & Photography

Visuals are a powerful way to share the spirit of our network. When choosing photos for your publications, we encourage you to **focus on authenticity**. Let's show real moments of young people taking action, taking ownership, and actively shaping their environment.

Generation Europe – The Academy is built on the diversity of its participants, and our visual communication should naturally reflect this. Finally, please always ensure you have the explicit consent of everyone pictured before publishing any photos, paying special attention to the legal requirements when working with minors.

On our website, at generationeurope.org/resources-for-network-partners, will find the section “Downloads for Your Work 2026-2028”, with a number of things mentioned in this document that will make your life easier.

Our Font: Open Sans

In the network of Generation Europe – The Academy, we are using the Open Sans font for both headings and body text from 2026 onwards. To install it on your computer, you can download it [here](#). Open Sans is available in various weights, from Light to **ExtraBold**.

Use Open Sans Bold for Headings

Introductory sentences can be set in **Open Sans SemiBold**. For normal text paragraphs we choose Open Sans Regular. The Open Sans font is very similar to the DM Sans font we used in the previous programme phase (2021-2025), but can also be used with the Greek and Ukrainian Cyrillic alphabets. This is a great advantage in reaching all target groups.

SemiBold can also be used for **highlighting words** in normal body text paragraphs. *An alternative to this is italic font*, but this often makes the paragraph appear more unsteady. That is why using **SemiBold for highlighting** is often the better choice.

For text in graphic elements, large headings, callouts and for violators (elements used to grab the reader's attention), there is another very elegant option:

Contrasting Bold and Light looks very nice.

In summary, the main font styles we use are

- Open Sans Light (for contrast to Bold in layouts & graphic elements)
- Open Sans Regular (for normal text)
- **Open Sans SemiBold (for highlighting of words and phrases)**
- **Open Sans Bold (for headings).**



Please note that in future we want to use our **logo font (Bangers) only in the logo, and not for headings or texts**. This increases the accessibility of our content, as Bangers is a barrier for people with dyslexia or visual impairments due to its condensed, stylised, and non-uniform letterforms.

Colours

We use the colours from the following palette. Each colour comes with a lighter shade that can be used as a background for better contrasts to text or other elements, for example.

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 #FFDC00
CMYK 38 27 0 15 RGB 135 158 217 HEX #879ED9	CMYK 53 13 0 0 RGB 120 221 255 HEX #78DDFF	CMYK 0 50 51 4 RGB 246 123 121 HEX #F67B79	CMYK 0 8 47 3 RGB 248 228 132 HEX #F8E484

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
CMYK 47 40 0 35 RGB 88 101 167 HEX #5865A7	CMYK 12 30 0 14 RGB 193 153 219 HEX #C199DB	CMYK 15 45 40 0 RGB 210 145 140 HEX #D2918C	CMYK 0 18 45 0 RGB 252 215 150 HEX #FCD796

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	CMYK: 2 3 4 0 RGB: 245 243 240 HEX: #F5F3F0
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Which colour code should I use?

- **CMYK:** Use this for **professional printing** at a print shop, usually when working with professional design software. Specifying CMYK (cyan, magenta, yellow, black) is the best choice for colour accuracy in four-colour printing.
- **RGB:** Use this for everything that is displayed on **screens (social media, videos, presentations)**. RGB (red, green, blue) is also the standard choice for office printers and simple design tools like Canva, Adobe Express, or Word. Many modern online printing services can convert RGB values to a four-colour (CMYK) setup. However, slight colour variations are possible when using RGB files as a source for four-colour printing.
- **HEX** is just a short code for the exact same RGB colours, mainly used in webdesign.



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 top left-hand corner.</p>
<p>Logo of your organisation</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 at the top right.</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 should usually be **placed in this order**:



Co-funded by
the European Union

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



Bundesministerium
für Bildung, Familie, Senioren,
Frauen und Jugend

The usual place for the funders' logos is **at the bottom of the page**. If you use our Google Docs templates, they are already implemented.

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) and the Federal Ministry for Education, Family Affairs, Senior Citizens, Women and Youth (BMBFSFJ). More information: generationeurope.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) und das Bundesministerium für Bildung, Familie, Senioren, Frauen und Jugend (BMBFSFJ). Mehr Informationen: generationeurope.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:

Generation Europe – The Academy is a programme by

The IBB logo consists of a stylized blue globe with white lines representing latitude and longitude.

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More information on the programme and our funders:
generationeurope.org

Templates

On our Website, you will find some Google Docs templates for your work. If you click on the link of a template, a new document will be created in your personal Google Docs folder. You can rename it and copy or move it to the Google Drive folder where you want it to be.

<p>Template for Google Slides</p>	<p>If you want to create presentations related to Generation Europe – The Academy, feel free to use this template.</p>
<p>Letter Template</p>	<p>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.</p>
<p>Document (Portrait Format)</p>	<p>Template for a blank A4 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.</p>
<p>Document (Landscape Format)</p>	<p>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.</p>
<p>Long Read</p>	<p>This is a template for longer publications and other papers, with a title page including a table of contents and a dedicated funders' notice page, where you can also add more information about your organisation or project within Generation Europe – The Academy.</p>

We often use a slightly increased line spacing of 1.1 in our documents to improve readability. If you use our templates, this is already implemented. In special cases you can vary from this.