



EYEN
YOUTH ENERGY



Brand Book

European Youth Energy Network (EYEN)



youthenergy.eu | info@youthenergy.eu | [#youthenergy](https://twitter.com/youthenergy)

Updated: January 2025



A reminder of what EYEN's brand stands for:

- **professional** (respectful, trustworthy)
- **bold, youthful** (energetic, full of ideas)
- **effective** (in taking action)
- **connecting** (connected)
- **inclusive** (integrated)

...+ in dialogue with the reader

solutions - +
results-oriented

- **approachable**, down-to-earth
- **relevant** (in content), consistent
- **community**; something to identify with
- **informal**, playful, humour
- **direct** ... in addressing target groups

...and generally in language. We get to the point.

The EYEN Brand Book | Table of contents

- Introduction to EYEN & its brand (p. 4)
- Visual Identity (p. 6)
- Colour Palette (p. 11)
- Typography (p. 16)
- Imagery (p. 19)
- European Youth Energy Forum (p. 28)
- Graphic Elements (p. 33)
- Templates & Graphic Designs (p. 37)
- Background info & Contact (p. 49)

Intro | The European Youth Energy Network

Here our official intro: The European Youth Energy Network (EYEN) is the think tank placing youth at the centre of the European energy transition. We believe in a future where the European youth is instrumental in shaping a just and sustainable energy transition. EYEN will achieve this by building intergenerational trust, equipping youth with adequate knowledge and skills and creating spaces for them to act.

EYEN is a **non-profit association** – build up by volunteers – uniting youth-led, energy-related initiatives (our Members) consisting of +2000 young professionals and students operating in more than 15 countries at European, national, and local levels. *(November 2024)*

More information about EYEN: [Our story](#), [Newsroom](#), [LinkedIn](#), [Website](#). [Linktree](#) with more helpful links.



Intro | Brand voice and brand book

- **Brand voice:** EYEN has a casual, funny, respectful and enthusiastic voice. At the same time, we have a professional look. We use bold colours, fluid shapes. Our designs are youthful, harmonious, creative. We're not afraid of being different. Instead, it's our aim.



-
- **All communication materials and channels** relating to EYEN, as well as EYEN-branded content shared by third parties, need to adhere to the branding guidelines contained in this document.
 - The guidelines enable the organisation to **communicate effectively — with one voice.**



Please note: the EYEN website (youthenergy.eu) may undergo a redesign. It is thus not especially included here. Brand guidelines apply, allowing for flexibility for the necessary web adaptations. For everyone internal to the organisation, please refer to the brand elements & guidelines in Canva as your **most updated and applied branding overview**.

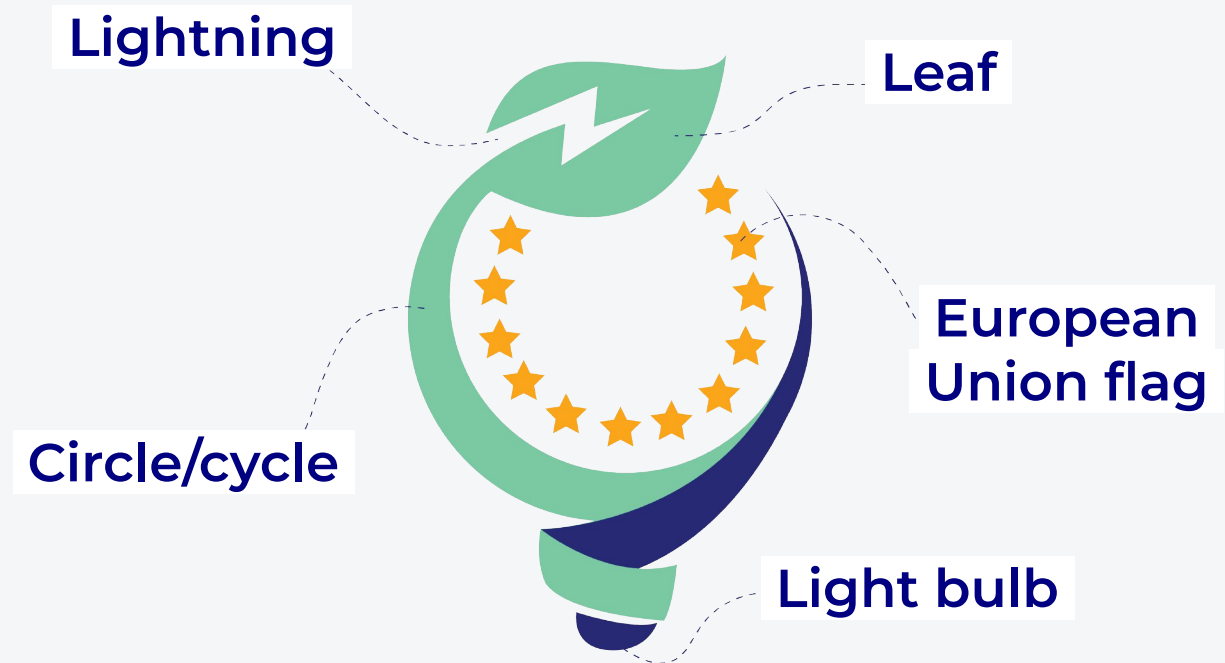
Visual identity

includes: brandmark explained, primary
logo, secondary logos, dos and don'ts



EYEN's Logo | The brand mark

This is the logo rationale explained. The brand mark is composed of five elements chosen to reflect the international **youth** non-profit organisation breaking new ground in the European **energy** space.



This explanation is taken from the first Brand Book of EYEN of March 2021. The brand mark can be used as a design element, yet doesn't replace the logo.

EYEN's Logo | Primary logo

All materials in the name of EYEN are requested to **display the logo**. When first introducing the organisation, the main full-colour logo is to be used. Good **readability** (contrast, size) is to be prioritized over other design goals.

The logo must only be used as provided and **cannot be altered** in any way.

The main logo:



A 15mm-border for a logo-size of 50mm. →



EYEN's Logo | Secondary logos and usage

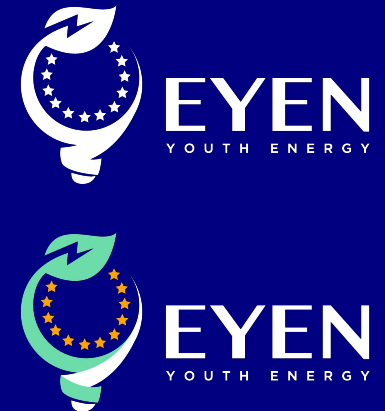
Specifications on the usage: The logo should be included **on all pages of documents** (footer, optional header), on social media designs, banners, videos, newsletters and any other communications. Exceptions for social media posts alone may apply.

The text is half as high as the icon, the adapted website-version may NOT be used for other uses. Please ensure sufficient **white space** - also towards the document borders - and keep the logo in a **readable size**.

The secondary logos:

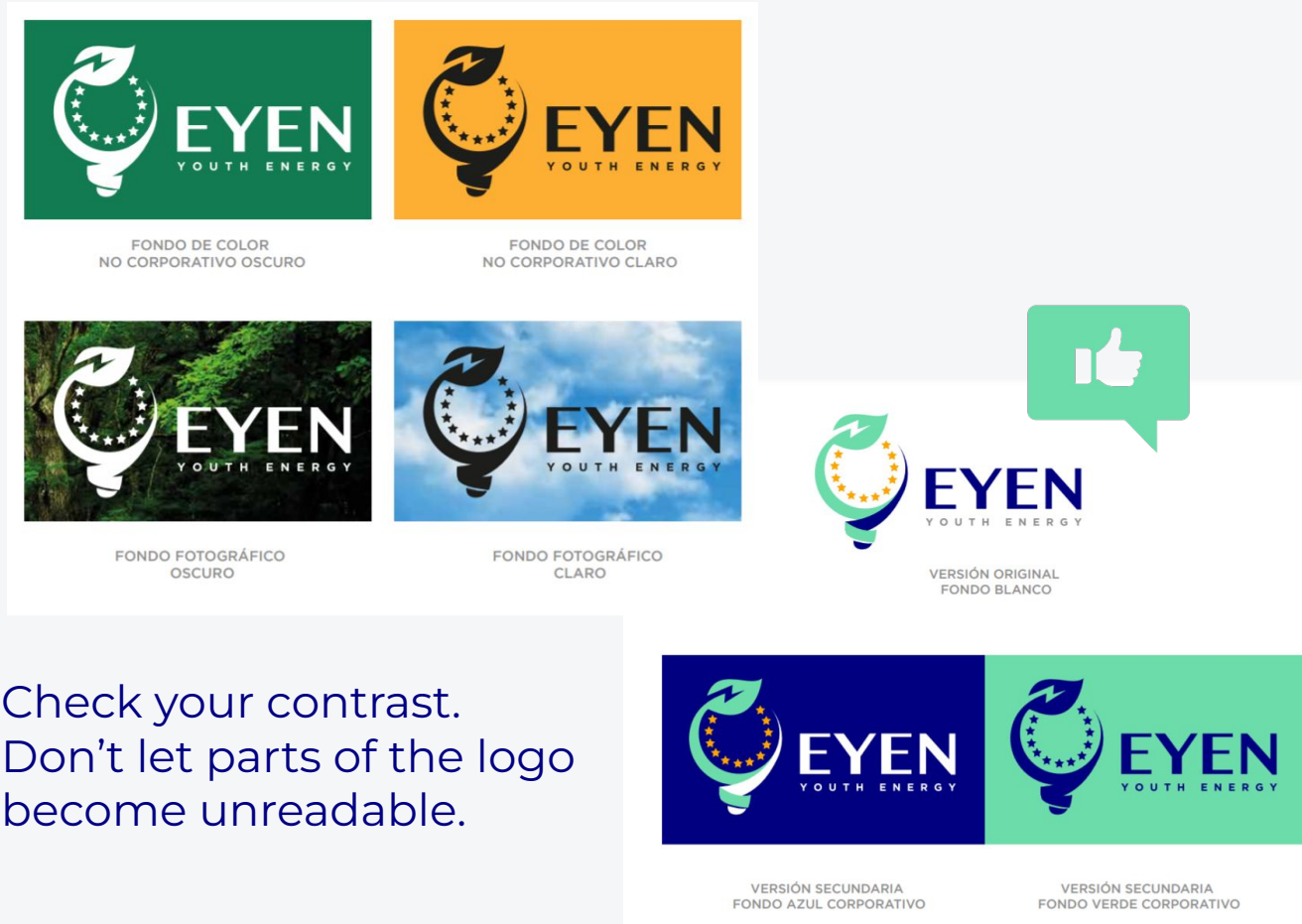


The single colour version of the logo should only be used when the full color version of the logo cannot be applied.

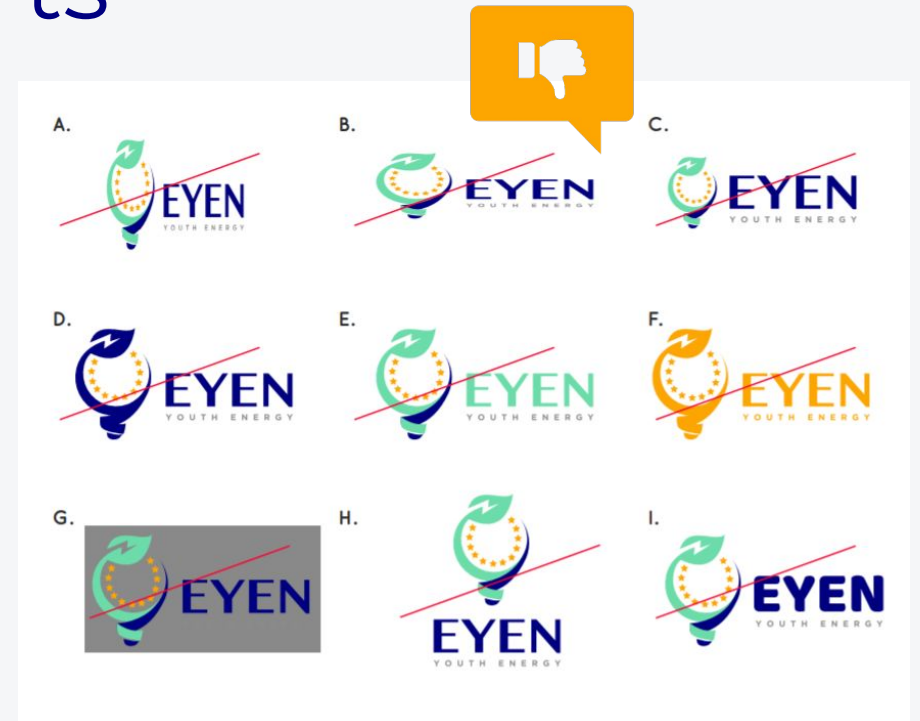


EYEN's Logo | Dos and Don'ts

Taken from the first Brand Book, March 2021.



Check your contrast.
Don't let parts of the logo
become unreadable.



DON'T

Do not modify the logo in any way.

DO

Use the logo in versions shown here
(including on top of images).

Colour palette

includes: core colour palette, supporting colour palette, colour combinations dos & don'ts



EYEN's Colours | Core colour palette

Main colours
for key texts
and elements –
orange and
green. Body
text – blue.



#FDA500 <i>Strongest colour, H1: main top headings, key brand element: gradient with #6CDDAA</i>	#6CDDAA <i>mainly used in gradients for backgrounds with #FDA500</i>
#F5F6F8 <i>main background colour for light backgrounds</i>	#000080 <i>main text colour, can be used for headings (not H1), use in moderation</i>

Our colours are a crucial part of our identity. They make our brand **instantly recognisable** and represent a bright, exciting look at the intersection of youth and energy. More about the application below.



EYEN's Colours | Supporting colour palette

#FDA500 <i>in combination with or instead of #6CDDAA in elements (representing the energy transition)</i>	#00A488 <i>dark green for shadows, design elements with multiple shades of green, combine with #02C0A0</i>	
#4444FF <i>Used for hyperlinks, can be used for gradients or similar, limited applications</i>	#0000BB <i>Lighter blue used to light up when #000080 is too dark or create distinction</i>	#FDD267 <i>For highlights to underline important text bits and small elements to light up the design</i>

These harmonious colours complement the brand, allowing for flexible applications (contrast, readability). **Limit the number of supporting colors** used in a single piece, make sure that the gradient based on a combination of our core colours orange & green is present.



Colour combinations | Use this 😊

Not all colours can be combined with each other (also simply cause of contrast: is a bit stupid if you can't read the text, right?) and we have chosen a **set of combinations** that work well and that we want to stick to.

#youthenergy

This or similar **gradient** is the key defining background of EYEN, besides a beige or textured one. The plain colours to the right are only used for parts of the design.

Ensure white space & hierarchies in all designs. →

EYEN

We **reshape** youth engagement in the European energy transition.

Est. 2022

For a just, empowered and collaborative **energy transition**.

Call to Action!

Volunteer with young energy changemakers — across Europe.



Colour combinations | Avoid this ☹️

The use of the following colour combinations is **strictly forbidden** on all materials and channels. They have proven not to work (and our readers will thank us).

#youthenergy	#youthenergy	#youthenergy	#youthenergy	#youthenergy
#youthenergy	#youthenergy	#youthenergy	#youthenergy	#youthenergy
#youthenergy	#youthenergy	#youthenergy	#youthenergy	#youthenergy
#youthenergy	#youthenergy	#youthenergy	#youthenergy	#youthenergy

Instead, ensure **readability** and use colours and the EYEN gradient with moderation, keeping most of the text in blue (short word groups can be highlighted in #FDD267). **Consistency** is important. For light text (e.g. photo credits) the transparency is to be increased and font weight decreased, using a neutral colour (grey/white).

Typo- graphy

includes: introduction, primary typefaces



Typography | Introduction

After a few past experiments that featured Roboto as the primary typeface and additional alternative fonts, we have settled with **Montserrat as our primary typeface for all applications** – from headlines to the text body, across channels.

EYEN is bold, it takes up space, creates and holds it. Montserrat is our ally in that through its clean look, high width and variability in font weights.

Our font & brand help us in being clear & professional.

example >>>

Additional fonts – on social media and for special campaigns – are permitted in moderation as long as they don't replace the main fonts.

BE 
BOLD.



Typography | Primary & Altern. Typefaces

Hi, I'm Montserrat. I'm used in all the different weights.

Here I'm semi-bold. Here I'm bold, here extra-bold.

Our favourite Montserrat application is **Montserrat Semi Bold** here - especially to highlight words without breaking the text flow - and Montserrat Classic in Canva.



And this is what Calibri Light looks like.

Calibri Light is our **alternative typeface**. It should only be used where the document being worked on will eventually be sent to an end user unlikely to have Roboto or Montserrat installed on their device; this exception does not apply to online documents.

Imagery

includes: image overview, hero images,
narrative/action images, reflection images



Imagery | Image overview

Photography helps us convey our **personality**, reinforce our branding (bright images, EYEN colours where possible), show tangible **dynamics** and ultimately add **impact** to our communications.

We **use own photos** for our social media designs and other channels. These are complemented by **stock photos**, mostly as backgrounds.

In our imagery we focus on: people/youth, locations, renewables and sustainable energy. We show youth informed, connected and / or taking action; we give behind-the-scenes insights. We keep an eye on diversity of people (ethnic, age, disability etc.), spaces and situations. Take a look →

Hero images

Narrative images

Reflection images

Imagery | Hero images

Hero Images are a core part of our brand – they deliver **our brand personality and values** at the beginning of the audience journey through close crops, shallow depth of field and a shift in focus. The photos have to **reflect our mission and brand voice** and contain elements that stand for EYEN, to help our audiences connect to us.

stock photos, to be expanded ↓



own EYEN pictures, to be expanded ↓



Hero images (continued) - Stock Photos

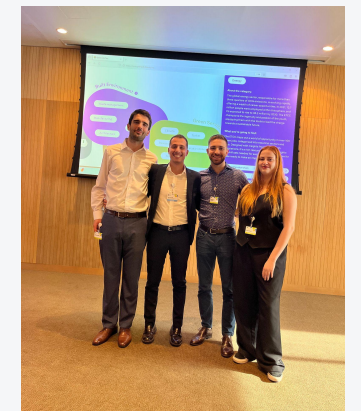
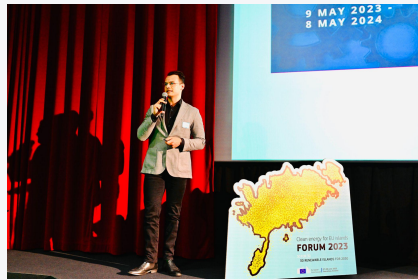
Stock photos are mainly used for project presentations, and for call to actions on social media. We choose **clear, expressive, human images**.

see Canva (please note: Canva photos can only be exported inside a design) ↓



Imagery | Narrative/Action images

Narrative images continue the audience journey. They help tell a story and provide visual context, allowing the audience to pause for consideration. These shots, mostly of medium focus, show EYEN and its network in action. Incl. events.



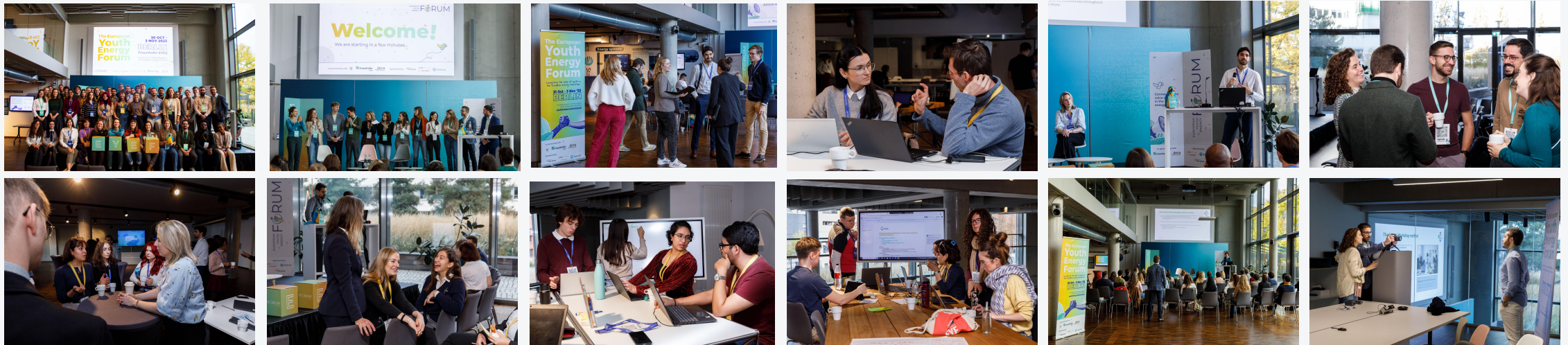
Some more narrative images from the archives ...



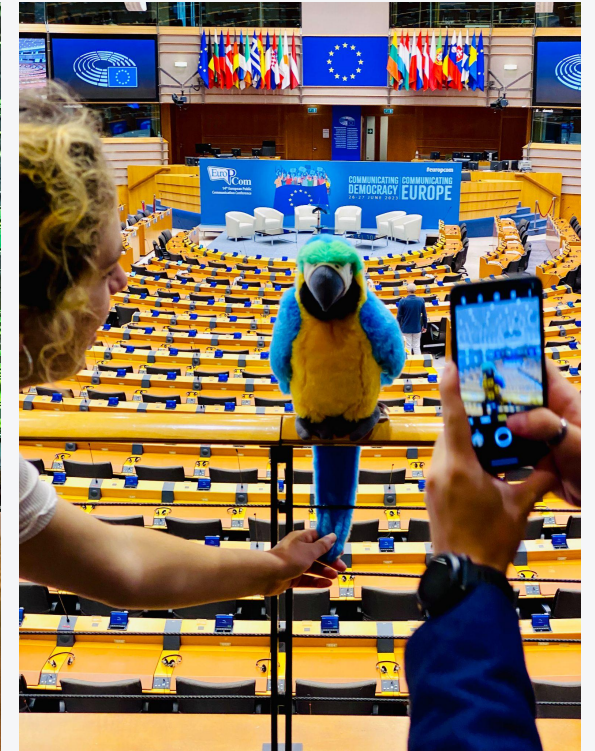
These images date from between 2021 and 2022, the early days of the set-up of the organisation, its first team gathering and earlier team meeting in summer 2021, the first EYEN COP presence, the use of the #youthenergy hashtag to unite a young international team during the pandemic etc.

EYEF | A representative selection

Pictures from the second European Youth Energy Forum in Berlin. It is very important to us to position EYEF as a professional event **bringing youth and stakeholders** together & creating a well-thought **space for solutions**. We are not a youth gathering, while we do care about fun & networking :)



Test: example of vertical image gallery to represent the team & the experience of being part of EYEN



Imagery | Reflection images

Reflection images are the concluding piece in the journey. They provide a moment of reflection through the use of wide angled content. They focus on renewable energy & landscapes as well institutional settings to remind what's at stake. Reflection images can help to reimagine how we use spaces in society and policy, or connect them to a(n innovative) topic that we're proposing.

EYEF22 example (Lisbon) ↓



European institutions ↓



Setting (here: Brussels) ↓



own
photos
from
events:



All image categories will be added to and adapted, in consistence with the current style, along with the upcoming activities of the organisation.

European Youth Energy Forum (EYEF)

includes: intro and primary logo, logo versions and icons, *for application of designs see next section*



EYEF | Intro and primary logo

The **European Youth Energy Forum** is the **flagship event of EYEN**, creating the space for youth to voice its opinion and connecting them with energy stakeholders towards concrete action.

It has always been more than a forum, and its proposals more than a paper. EYEF has been a continuous effort across the years, taking the extra steps it takes to turn proposals into realistic and actionable plans. All while bridging the gap between youth — 🤝 and political decision-makers, corporates from the sustainable energy sector, associations and more.

For this bold project, EYEN developed a **new logo** and communications materials aligned with the brand of EYEN (since 2022). The **parrot** is the mascot of EYEN, draws attention and stands for youth **speaking up**.

The main logo:



EYEF | Logo versions and icons

Slogan (2022): Connecting the voice of youth
in the European energy transition

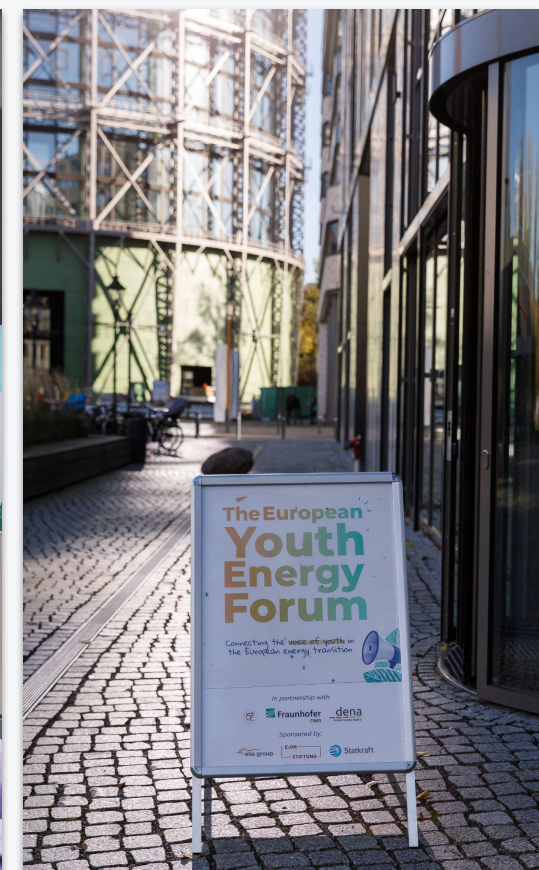
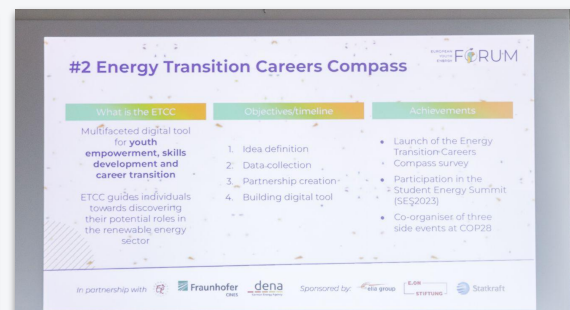
The parrot brandmark is the key element to brand the design. It shall not replace the full logo. The EYEF brand was developed in 2022 and can be adapted.



EYEF | Application of the design (1)

(beyond social media, for that see below)

Designs on site at EYEF2023 in Berlin ↓



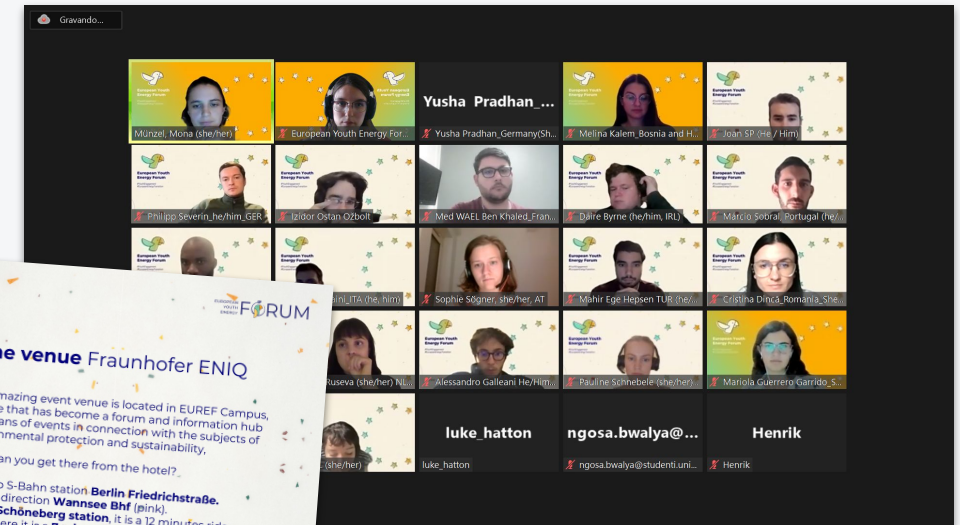
EYEF | Application of the design (2)

(beyond social media, for that see below)

Light background as used till EYEF
(then changed to grey) ↓



Screen backgrounds (online sessions
with team & participants) ↓



Graphic elements

includes: elements that you can use directly in your
own powerpoints :)



Graphic elements | Key elements

EYEN has a distinct brand that doesn't depend on single elements (illustrations will be developed in the future) but rather on their interplay. We use **gradients in ALL designs** (exceptions for social media may apply), as elements like footers or as background. The typical gradient includes light green & orange (optional: yellow or blue). Texture is possible.

We use **rounded shapes** where possible. A few key elements, which can still be adapted in their details and are not codified here:



Graphic elements | The gradient

The gradient (merging orange #FDA500 and green #6CDDAA) is the main graphic element of EYEN that makes us **recognisable** across channels; it is present in every visual content piece and is not optional, differently from any other elements shown here.

We avoid full-screen gradients (exceptions apply for slides in presentations, swipe posts, videos etc.) and use **gradient text or text highlights*** to stay on brand while letting the design breathe.



I am a gradient behind text :)

*Custom gradient text is imported from Photoshop / Illustrator The simpler alternative is always the highlight instead.



Examples of gradient text ↓

Join us here >>>

COP28

LIVE 

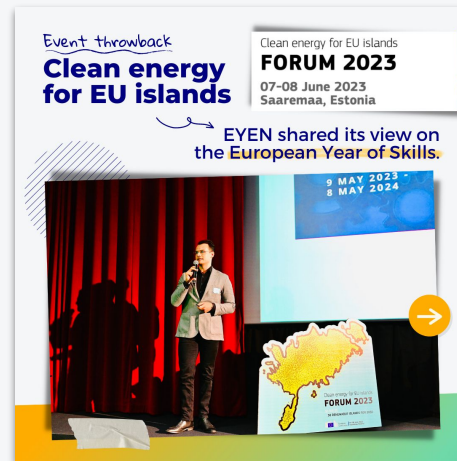
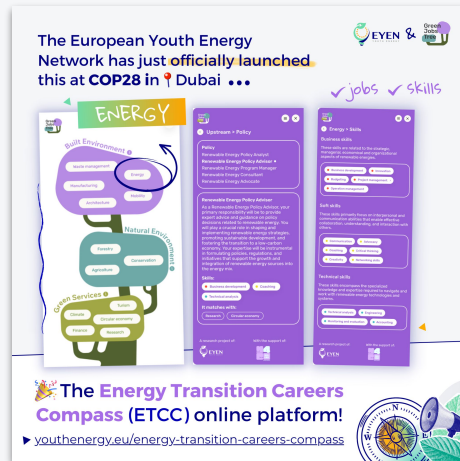
Templates & Graphic Designs

includes: social media, documents..



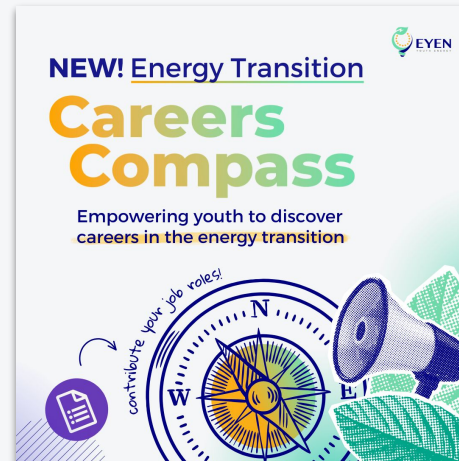
Designs | Social Media (1)

EYEN social media designs are versatile, featuring representative images, bold text & gradients ↓



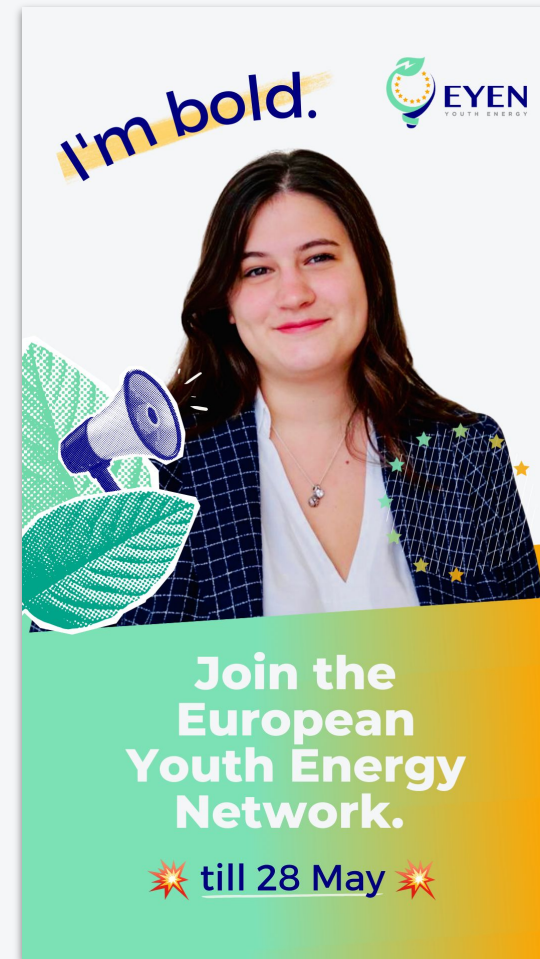
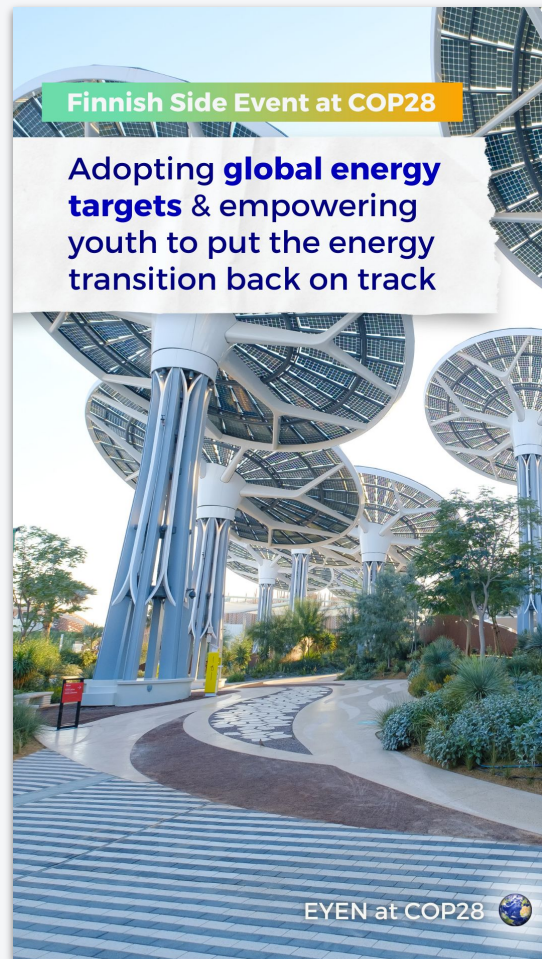
Designs | Social Media (2)

We prioritise clear messages, getting to the point (+ gradient text is imported from Adobe Photoshop) ↓



Designs | Instagram Stories (1)

Instagram stories are designed in Canva for key campaigns & events ↓

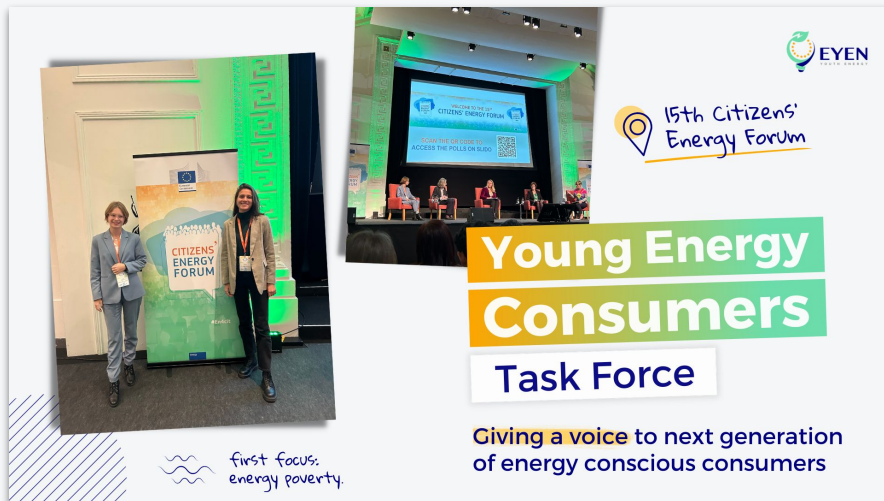


Designs | Instagram Stories (2)

We select key pictures (animations possible) & reuse Linkedin content / screenshots where necessary ↓



Designs | Banners (1)



These banner examples are taken from the **EYEN newsletter** (between 2023 and 2024). They combine images, bold text / key info and graphic elements of EYEN.

Designs | Banners (2)



EUROPEAN YOUTH ENERGY **FÓRUM**

Connecting the voice of youth in the European energy transition

(photos from Berlin, Nov 2023)

Partners bridging the 2022 and 2023 event editions ...



 **Fraunhofer**
CINES

 **dena**
German Energy Agency

 **PAVILHÃO DO CONHECIMENTO**
CENTRO CIÊNCIA VIVA

 **elia group**

 **E.ON**
STIFTUNG

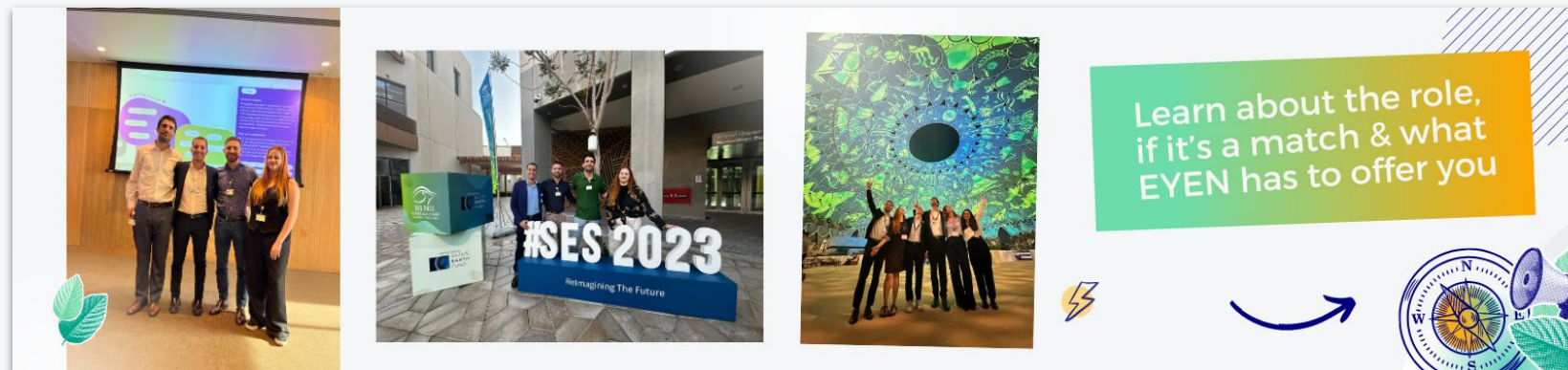
 **Statkraft**

 **adene**
Agência para a Energia

 **galp**

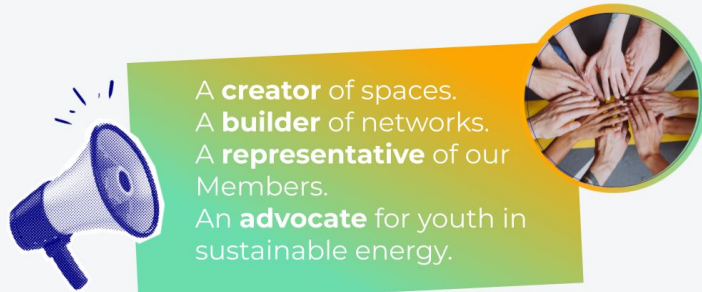
This banner is an example of **EYEN's style** bridging the playful and the professional, while containing **relevant info** selected to represent the event.

Designs | Banners (3)



Designs | PowerPoints & Pitch Decks (1)

At **EYEN**, we are...



A European non-profit organisation unlike any other.
We're serious in what we do, we're fun in how we do it.



The Energy Transition Careers Compass (ETCC)



OPPORTUNITY

By 2030, the renewable energy sector is projected to create **8 million jobs** globally.

CHALLENGE

Many young people **face uncertainty** in identifying their role within this landscape.



Main goals of the Energy Transition Careers Compass:

Empowering the next generation

Bridging the skills gap

Facilitation transition for professionals

Promoting inclusivity

Fostering global collaboration



Team composition

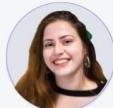
Energy Transition Careers Compass – COP28 Task Force



Marco Gervasi
Task Force Coordinator



Federica Matone
Communications and Event Manager



Aretina Stefani
Content and Logistics Officer



Laura Melo Amaro
Content Officer



Pedro Sereno
Content Manager



Aylin Yildiran*
Content and Communications Officer

*not at COP28



reach the team at
careerscompass@youthenergy.eu

The Energy Transition Careers Compass (ETCC)



1.

OPPORTUNITY

By 2050, the renewable energy sector is projected to create 40 million jobs globally.

2.

CHALLENGE

Many young people face uncertainty in identifying their role within this landscape.

3.

INCLUSIVITY

Many people think that Energy Transition jobs are just for engineers, we will prove that's not correct.

The Energy Transition Careers Compass (ETCC) digital tool **empowers youth to discover careers** in the energy transition, and grows the energy transition workforce. We invite everyone working in sustainable energy to contribute their job roles to the questionnaire.

→ youthenergy.eu/energy-transition-careers-compass/



Our PowerPoint templates offer different opportunities to break the text flow, give an overview over **key pillars**, show cause & effect or **problem and solution**, key features, timelines & more.

Designs | PowerPoints & Pitch Decks (2)

SOON: The third European Youth Energy Forum (EYEF)

Our flagship event, also this year: [meet EYEF2024!](#)



The problem →

Lack of youth engagement at a decision-making level in the European energy sector.



The solution →

An event that connects youth, granting them a unified voice and bringing them together with stakeholders of the energy sector.



EYEF2023 | The live event

This is what the week will look like for participants of the third European Youth Energy Forum in Berlin →

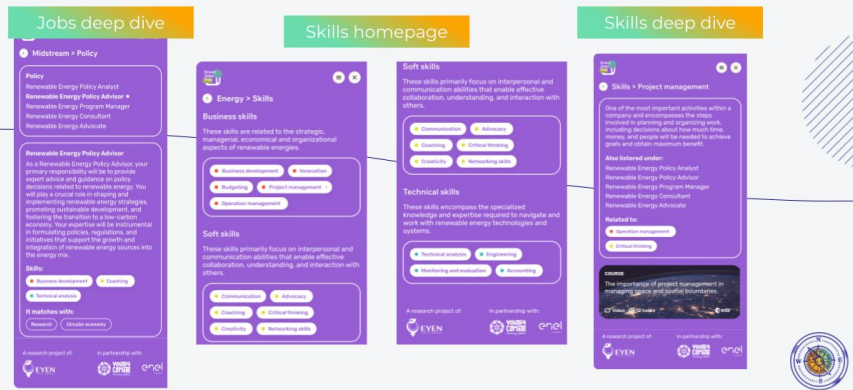
30/10	31/10	01/11	02/11
Participants reception	Discussion panels	Discussion panels	Discussion panels
Opening session	Working sessions (position paper)	Working sessions (position paper)	Working sessions (position paper)
On-site visits, and much more to come!			



Timeline of the ETCC



ETCC Platform - Mobile



Designs | Videos



European Youth Energy Forum \ 'EYEF \

1. (event) the yearly flagship event of the European Youth Energy Network - EYEN



As a professional organisation, EYEN creates videos to support its projects incl. events (here the European Youth Energy Forum) and get **messages** across. We use text and music.

Designs | Documents

EYEN documents are designed to be clean while carrying a strong brand ↓



tech partner:

The Energy Transition Careers Compass

A project of the European Youth Energy Network

Grow the energy transition workforce and help us empower youth to discover careers in the sector



[Meet the online tool building more energy transition careers]



youtheenergy.eu/
energy-transition-
careers-compass/
careers-compass/
@youthenergy.eu

Date: November 2023

13

Chapter 7 Get Involved! Your Input Matters

We recognize the importance of collaboration and **welcome feedback and suggestions** from our community. If you have ideas, whether they are improvements to our existing plans or entirely new concepts, we are open to hearing them. Your input is invaluable as we strive to create a dynamic and comprehensive resource for the energy transition sector. Feel free to share your thoughts and suggestions with us.

How You Can Help:

Students Shape the future by sharing your perspectives, aspirations, and needs in the clean energy sector. Your insights fuel the platform's relevance for the next generation.	Professionals Contribute your expertise to enhance the platform's accuracy and effectiveness. Share your experiences and insights to guide aspiring individuals in their career journeys.
Companies Explore collaborative opportunities to support the platform's growth. Your engagement can help ensure the resource remains accessible and beneficial to a wider audience. Also, consider contributing valuable industry insights and job opportunities to enrich the platform's content.	NGOs & Associations Join us in empowering the youth. Collaborate to ensure the platform reflects the diverse and inclusive nature of sustainable energy initiatives. We also seek partners for knowledge validation and information verification. → Want to be our knowledge partner?

Connect with Us: careerscompass@youthenergy.eu

Let's Stay in Touch

Because the European Youth Energy Network has more to offer.

- LinkedIn is the place to receive the most frequent updates on activities, positions & wider developments on the topic of **youth in the energy transition**.
- Send us a mail at info@youthenergy.eu in case of questions, requests or offers of collaboration.
- NEW!** EYEN has a monthly newsletter...You can subscribe via the website at: youthenergy.eu/newsletter-eyen/

European Youth Energy Network
80 Boulevard Auguste Reyers, 1030 Bruxelles

tech partner:  **EYEN** Energy Transition Careers Compass
a project of the European Youth Energy Network

9

Chapter 5 Presenting the Energy Transition Careers Compass

How to add information on your job roles?

We want to **hear your voice** in shaping the **future of the sustainable energy sector**. Your perspective is crucial for creating an up to date Energy Transition Careers Compass!

Invest 5min of your time in our online survey:

→ bit.ly/46eENIL

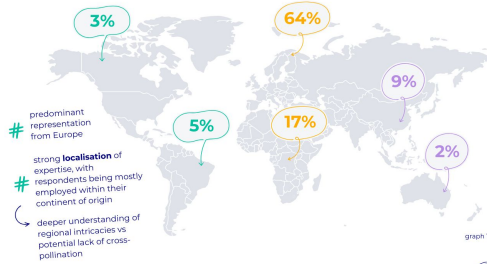


Scan to get to the survey

Your experience and insights are fundamental to **keeping the platform updated, comprehensive, and aligned** with the ever-evolving challenges, as well as with innovations and emerging opportunities in renewable energy and energy transition.

Data analysis from the ETCC questionnaire

As a first step building block of the Energy Transition Careers Compass, the team launched a survey disseminated through EYEN's channels, network and various partners. This section includes key insights based on a sample of **162 responses from professionals worldwide** who generously contributed their perspectives to enrich the data on our platform. They allow us to extract **meaningful trends and patterns to guide the development** of a more inclusive and effective resource for navigating careers in the energy transition. An overview of the responses will be included on the ECC website: **the survey remains open**.



Region	Percentage
predominant representation from Europe	3%
strong localisation of expertise, with respondents being mostly employed within their continent of origin	5%
deeper understanding of regional intricacies vs potential lack of cross-pollination	64%
	17%
	9%
	2%

graph 1

tech partner:  **EYEN** Energy Transition Careers Compass
a project of the European Youth Energy Network

tech partner: 

UNESCO Side Event at COP28

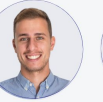
Energy Transition Careers Compass: How Young People Can Find Their Role

5 December, 5-6 PM UAE time, Al Ferjan Room, Greening Education Hub, Mobility Pavilion, Green Zone, EXPO City, Dubai*

*Please make sure you enter from Mobility Gate.

More about the project



 Agostino Inguscio Coordinator at UNDP Rome Centre for Energy Transition	 Ute Collier Acting Director - Knowledge, Policy and Finance Centre at International Renewable Energy Agency (IRENA)	 Marco Gervasi EYEN Representative and Youth/Climate Champion - Youth Representative of Europe	 Mohamed Maray Elshikhi Youth Engagement and Climate Action Mentor at the Arab Youth for COP - Youth Representative of the MENA region
 Joyce Mendez United Nations Secretary General's Youth Climate Advisor - Coordinator - Youth Representative of Latin America	 Jitsai Santaputra Co-Founder of Youth for Energy Southeast Asia (Y4E SEA) and SDG7 Global Youth Ambassador for Southeast Asia	 Milena Megre Researcher at the Observatory of Energy Geopolitics of Latin America	 Pedro Sereno EYEN COP28 Task Force - Content Manager
 Federica Matone EYEN COP28 Task Force - Communications and Event Manager			

The Energy Transition Careers Compass (ETCC) is EYEN's new **online tool** mapping job roles across the energy transition job ecosystem. It **empowers youth to discover careers** in the sector, closes skills gaps and **grows the energy transition workforce**.

Learn more & contribute 5min to the survey!



European Youth Energy Network
80 Boulevard Auguste Reyers, 1030 Bruxelles

We also have a Word template, certificate designs & more.

Background info & contact

includes: history of EYEN's brand &
design, where to find us and contact



Little history of EYEN's brand & design

- **Logo:** design in winter 2020/21 through an external designer
- **Branding process:** January-April 2021, with branding workshops in-house to do research and define visual branding & messaging
- **Social Media Launch** in May 2021, first graphic designs in the run-up to it, expansion of colour palette (additional greens, blues, yellow) in the same month, further development of brand in the following months
- **Update of branding** from spring & summer 2022 while working on new templates, pitch deck, materials for social media. Expansion of the brand element libraries and demonstration of the branding in practice. Additions to the branding, simplification, gradient as the main consistent element. Brand as used for the ETCC / COP28 is now the final version.

A little history: Here is what the designs looked and felt like back in 2022 . . .



Where and when to reach us

- EYEN is active on **social media** (key channel: LinkedIn) and sends out an approx. monthly **newsletter** with updates from the network.
- **If you are featuring EYEN** in written communication materials and/or using the mediakit on the website, then please **let us know** by reaching out to the e-mail addresses indicated below!



www.youthenergy.eu



info@youthenergy.eu
media@youthenergy.eu



[@eyen_youthenergy](https://www.instagram.com/eyen_youthenergy)



[@EYENYouthEnergy](https://www.linkedin.com/company/EYENYouthEnergy)



EYEN
Y O U T H E N E R G Y

Connect with EYEN



youthenergy.eu



info@youthenergy.eu



[@eyen_youthenergy](https://www.instagram.com/eyen_youthenergy)



[@EYENYouthEnergy](https://www.linkedin.com/company/EYENYouthEnergy)



International non-profit association - Association Internationale Sans But Lucratif (AISBL)

European Youth Energy Network
25 Rue d'Arlon, 1050 Brussels, Belgium

© 2025 European Youth Energy Network. All rights reserved.