Brand Book
European Youth Energy Network (EYEN)
The EYEN Brand Book | Table of contents

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Who is EYEN: The European Youth Energy Network (EYEN) is the federation of energy-focused youth organisations in Europe. We unite organisations from across Europe and reshape youth engagement towards a just, empowered and collaborative energy transition. Our mission: coordinate and empower our members, advocate for a meaningful and effective inclusion of youth in the energy transition, connect by closing the gap between institutions and energy-focused youth organisations, and educate. (Oct 2022)

More information about EYEN: Our story, Newsroom, LinkedIn, Website. Linktree with more helpful links.
**Brand voice:** EYEN has a young, informal, catchy, not boring voice. At the same time, we have a professional look. We use bold colours, fluid shapes. 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 federation 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.
Visual identity includes: brandmark explained, primary logo, secondary logos, dos and don’ts
This is the logo rationale explained. The brandmark is composed of five elements chosen to reflect the youth federation breaking new ground in the European energy space.

Originally defined in March 2021, in the first Brand Book of EYEN.
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.
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.

**DON'T**
Do not modify the logo in any way.

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

Check your contrast. Don’t let parts of the logo become unreadable.
Colour palette

includes: core colour palette, supporting colour palette, colour combinations dos & don’ts
EYEN’s Colours | Core colour palette

<table>
<thead>
<tr>
<th>Colour Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>#FDA500</td>
<td>Strongest colour, H1: main top headings, key brand element: gradient with #6CDDAA</td>
</tr>
<tr>
<td>#FDD267</td>
<td>For highlights, and secondary gradients of elements, no backgrounds</td>
</tr>
<tr>
<td>#6CDDAA</td>
<td>mainly used in gradients for backgrounds with #FDA500</td>
</tr>
<tr>
<td>#FBF3E4</td>
<td>main background colour for light backgrounds</td>
</tr>
<tr>
<td>#000080</td>
<td>main text colour, can be used for headings (not H1), use in moderation = fewer elements and backgrounds</td>
</tr>
<tr>
<td>#02C0A0</td>
<td>Green is the second strongest colour, can be used for headings (not H1)</td>
</tr>
</tbody>
</table>

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. Use of colours not specified in this brand book is forbidden. More specifics for the use of colours are shared in best practices with the design team & upon request.
EYEN’s Colours | Supporting colour palette

<table>
<thead>
<tr>
<th>Colour Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>#E19001</td>
<td>Dark orange-brown for shadows, sub-headlines/light text, combine with #FDA500</td>
</tr>
<tr>
<td>#4444FF</td>
<td>Used for hyperlinks, can be used for gradients or similar, limited applications</td>
</tr>
<tr>
<td>#FF7200</td>
<td>Signal colour instead of red, for single elements, use in moderation</td>
</tr>
<tr>
<td>#F9ECFE</td>
<td>Signal colour when a brighter yellow is needed, for highlights or text, NO bigger elements</td>
</tr>
<tr>
<td>#0000BB</td>
<td>Lighter blue used to light up the design when #000080 is too dark</td>
</tr>
<tr>
<td>#00A488</td>
<td>Dark green for shadows, design elements with multiple shades of green/light occasional text, combine with #02C0A0</td>
</tr>
</tbody>
</table>

In addition to the core colours, a supporting palette of harmonious colors has been developed to sit alongside the core colours. **Limit the number of support colors** used in a single piece, make sure that the core colours orange & green dominate at all times. White, instead of beige, can be used on top of colour/gradients when needed.
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.

Let’s do this!

Join the team

Volunteer with young energy changemakers across Europe.
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).

Please remember the difference between primary and secondary colours. Secondary colours should NOT be used for larger elements, and never for backgrounds. Basic text highlights are done with text in #000080 and background 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 (beige/white, blue).
Typography

includes: introduction, primary typefaces
Roboto is our primary typeface for the main body text of documents and presentations, while Montserrat is used for headings as a contrast (not for texts! also due to legibility, for introparagraphs ok). The Roboto typeface includes the Roboto Light fonts.

Social media follows more flexible guidelines. While Cooper Hewitt was previously the main font, this is now Montserrat. It is combined with the Radcliffe typeface (Radcliffe, Radcliffe Heavy, Radcliffe Light) for headings or keywords/highlights, as well as Roboto where it is needed. Additional fonts are permitted in moderation as long as they don’t replace the main fonts mentioned.
Typography | Primary & Altern. Typefaces

Hi, I’m Roboto. Here I’m bold. Here I’m light.

Hi, I’m Montserrat. I’m used in all the different weights. Here I’m semi-bold. Here I’m extra-bold.

Hi, I’m Radcliffe. Light, normal, and sometimes heavy. I’m mostly used in Italics fonts. [this font is currently used in the design program 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 and Montserrat installed on their device; this exception does not apply to online documents.
Typography | Mind the special effects

We use special effects like outlines and shadows with caution. Many effects are NOT possible because they don’t fit our style and standard as an international federation and/or because they hinder readability.

This depiction is not exhaustive but showcases which standards we go by. We keep text light and high contrast, and shadows of the same colour family.
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, abstract images (mostly nature), renewables and sustainable energy. We show youth connected and taking action, we give behind-the-scenes insights.

- Hero images
- Narrative images
- Reflection 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. Please note that the images featured are just examples.
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. Events are part of it.
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 reimage how we use spaces in society and policy, or connect them to a(n innovative) topic that we’re proposing.

All image categories will be added to and adapted, in consistence with the current style, along with the upcoming activities of the federation.
European Youth Energy Forum (EYEF)

includes: intro and primary logo, logo versions and icons, for application of designs see next section
The European Youth Energy Forum is the flagship event of EYEN, taking place for the first time on 19-23 Nov 2022 in Lisbon in partnership with the European Energy Network (EnR), the Portuguese Energy Agency (ADENE) and further partners. A space for youth and key stakeholders to connect. The key output: a position paper on the role of youth in the European energy transition.

EYEN developed a new logo and all communications materials aligned with the brand of EYEN. The parrot is the mascot of EYEN, draws attention and stands for youth speaking up.
EYEF | Logo versions and icons

The parrot brandmark is the key element to brand the design. It shall not replace the full logo. This is the EYEF 2022 brand, it can be adapted by EYEN in the future.
EYEF | Application of the design
Graphic elements

includes: key elements, digital media + social media + documents & materials examples
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 ligt 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:
We have included a few examples of social media posts for the purpose of fixating EYEN’s unique combination of brand elements.
Examples of social media designs, EYEF. Mind the use of fonts, colours hierarchies.
Graphic elements | Digital media designs

Banners:

Join us in Lisbon!
19-23 November
the first ever European Youth Energy Forum
#YouthEngagement #EuropeanEnergyTransition

Powerpoint/Pitchdeck:

EYEN’s story (part 1)

From Jun 2019
Back to Europe

May 2019
Three Europeans in Canada and a big idea
As youth delegates of the 10th Clean Energy Ministerial, they attended the youth programme but couldn’t enter the main ministerial meetings. It was time for real youth engagement.

May 2020
Representing European Youth
Our co-founder joined the coordination team of the SE4EU Youth Constituency as Regional Focal Points for Europe.

Youthenergy.eu/
eyen-story

Our strategic objectives

1. Advocate for the meaningful and effective inclusion of youth in the energy transition
2. Coordinate youth energy-focused organizations through cross-organizational youth cooperation
3. Act as a catalyst to connect youth organizations and relevant stakeholders to the energy transition
4. Educate students, young professionals, and other citizens, being an open source of related knowledge
5. Empower youth energy-focused organizations in Europe and become a key source of support for them
Join our first ever European Youth Energy Forum: Connecting the voice of youth in the European energy transition.

**What?**
The European Youth Energy Network (EYEN), in partnership with the European Energy Network (ENiR), is organising the very first European Youth Energy Forum. An event that connects youth, giving them a unified voice and bringing them together with the different stakeholders of the energy sector.

**Why?**
Because there is a lack of youth engagement at a decision-making level in the European energy sector, and we want to fix that.

**How?**
We will gather 45 young Europeans from EYEN, ENiR and externals for a full week to interact with energy experts, build a position paper on the role of youth in the European energy transition, and present it at the Portuguese Parliament. You can also expect some important networking moments, including a field trip to a place of interest (to be defined, but energy related of course). We’re aiming at making this an annual event, each time in a different European city, raising the voice of youth in energy more and more each year.

**When?**
19th to 23rd November, 2022

**Where?**
Lisbon, Portugal - Pavilhão do Conhecimento

Interested? Register at [www.youthenergy.eu/EYEN](http://www.youthenergy.eu/EYEN). We would love to host you in sunny Lisbon (yes, it’s sunny even in November!)

So that you can plan ahead and coordinate your calendar, we have included a full breakdown of dates below. In essence, we require your commitment each Tuesday between 13th September and the live event:

<table>
<thead>
<tr>
<th>September</th>
<th>October</th>
</tr>
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<tbody>
<tr>
<td>1 2 3 4</td>
<td>1 2</td>
</tr>
<tr>
<td>5 6 7 8 9 10 11</td>
<td>12 13 14 15 16</td>
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<td>17 18</td>
<td>19 20</td>
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<tr>
<td>21 22 23 24 25</td>
<td>26 27 28 29 30</td>
</tr>
<tr>
<td>31</td>
<td></td>
</tr>
</tbody>
</table>

**November**

| 1 2 3 4 5 6 |
| 7 8 9 10 11 12 13 |
| 14 15 16 17 18 19 20 |
| 21 22 23 24 25 26 27 |
| 28 29 30 |

These days we will finally meet physically in Lisbon!
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 colours to current colour palette 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. While additions to the branding are work-in-progress, the style as of here is to be preserved for the future of EYEN.
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
@EYENYouthEnergy
European Youth Energy Network