

Celebrating 60 years of the

European Social Fund



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Rationale

The ESF 60 years brand mark was developed using a simple but effective grid system. This allows the user to divide an area into equal squares to then display content or media in a wide variety of ways.

The use of squares enable us to show the graphic elements in a number of ways. This flexibility means the final graphic outputs could look diverse on different medias creating a wide range of outputs whilst maintaining the ESF60 identity.













This toolkit has been designed to demonstrate how the grid can be used across different types of media. We have provided a number of practical examples of its use to help you develop your own outputs.



Colour Palette

Primary Colour Palette

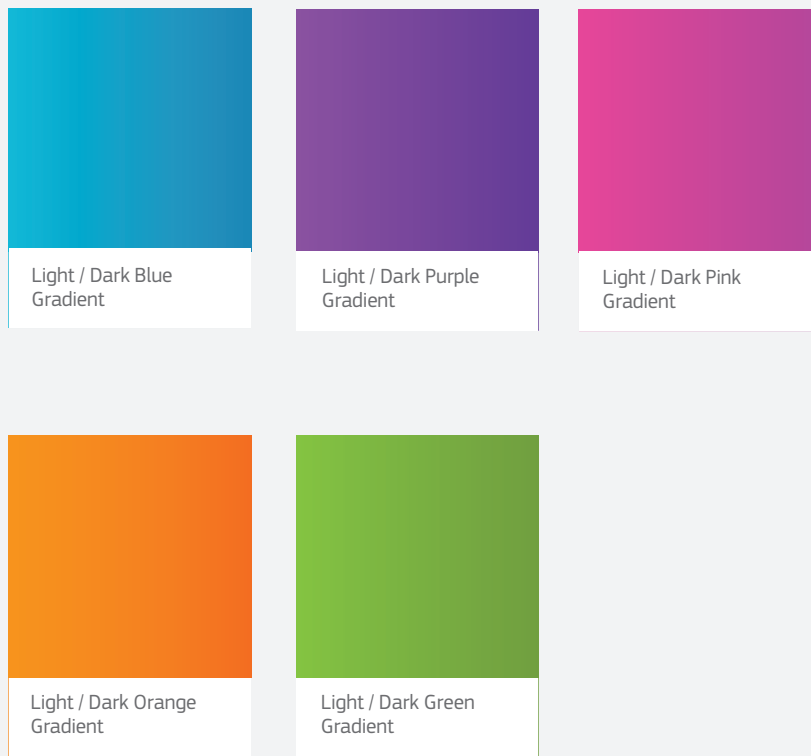
Vibrant primary colour palette for use on graphic and text elements. Colour should be used to highlight areas and draw attention to key features. All body text should remain grey.

		
Blue C:72 M:3 Y:13 K:0 R:0 G:184 B:214	Purple C:52 M:80 Y:0 K:0 R:139 G:82 B:161	Pink C:3 M:87 Y:0 K:0 R:230 G:71 B:153
		
Orange C:0 M:47 Y:86 K:0 R:248 G:154 B:60	Green C:53 M:0 Y:99 K:0 R:133 G:196 B:66	Grey C:0 M:0 Y:0 K:70 R:112 G:111 B:112
		
Dark Blue C:86 M:39 Y:27 K:2 R:9 G:127 B:158	Dark Purple C:52 M:80 Y:0 K:20 R:116 G:67 B:135	Dark Pink C:30 M:87 Y:0 K:0 R:180 G:70 B:154
		
Dark Orange C:11 M:70 Y:78 K:1 R:217 G:107 B:71	Dark Green C:62 M:19 Y:100 K:3 R:112 G:158 B:64	Grey C:57 M:49 Y:48 K:60 R:62 G:63 B:63

Colour Palette

Gradient Palette

Flexibility within the colour palette allows for gradient overlays to be used across printed and exhibition collateral.



Visual Concept

Working with cubes allows the concept to be multi-functional. Each box can be re-arranged to suit your working environment. Ensure the main lettering adheres to set layout. Positioning of 'Investing in people' is compulsory. However 'European Social Fund' can be removed if already mentioned in exhibition space or on collateral. The watermark should be placed on a white or light background.



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Ensure text is legible at all times. For example, if using the ESF ident on merchandise such as pens and lanyards, adjustments can be made to extend the text to the full width of the ESF boxes. Alternatively you can use the landscape option.



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Visual Ident with accompanying logos

Examples showing use of the ESFY60 watermark with another ident

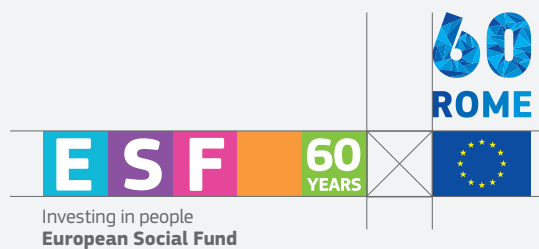
Primary use



When using the ESF watermark alongside another ident, ensure the height of both idents are the same size. Positioning it in the bottom left or right corner of document or screen

The distance between both logos should be the same as a singular ESF cube.

Secondary use



When using the ESF watermark alongside a vertical ident, ensure the boxes and the accompanying logo are aligned at the bottom.

The distance between both logos should be the same as a singular ESF cube.

When using the ESFY60 ident ensure the exclusion zone is maintained. This should be a clear area measuring the height and width of a singular ESF cube.

Artwork Area for content



Artwork Area for content



Posters Template

Poster template option allows for both internal and external printing opportunities. The following examples show different design solutions.

Designs can have edge to edge imagery if being printed commercially. If printed in-house, use a bordered layout to accomodate.

MAIN TITLE

Nimus est, que peraeet orumqui illibus nectesto blabo. Dam si cumet occupas unt quid utam ant in pls ut min nonsent restibe arunt.

Artwork Area for content



Poster design solutions for internal printing.
Images for demonstration purposes only.

POSTER THEME TITLE

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Name
Job title



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POSTER THEME TITLE

Venetur? Solum qui remolectur? Bo. Met aut facius aut aut expe quo il millia voles sit adi-atquae. Nequantia volores sequia ne vitem vent vendae quatur? Quia voluptat quo



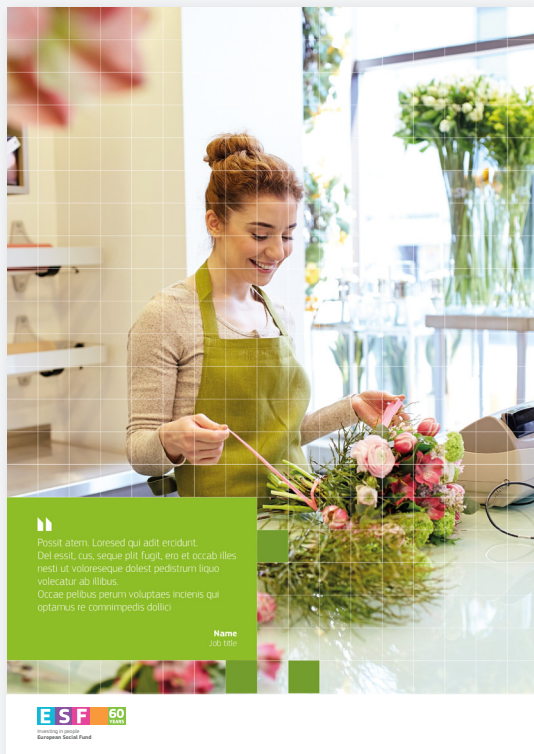
Possit atern. Lorem sed qui adit ercidunt. Del essit, cus, seque plit fugit, ero et occab illes nesi ut voloresque dolest pedistrum liquo volecatur ab illibus. Occae pelibus perum voluptaes incienis qui optarnus re coninmpedis dollici

Name
Job title



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Poster design solutions for commercial printing. Images for demonstration purposes only.

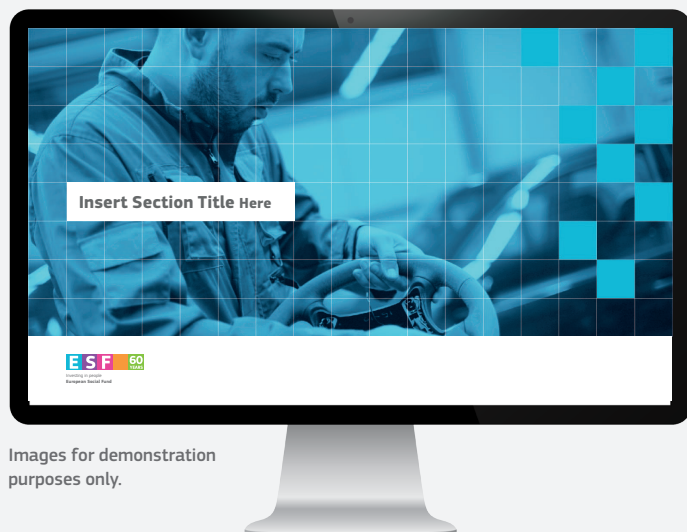
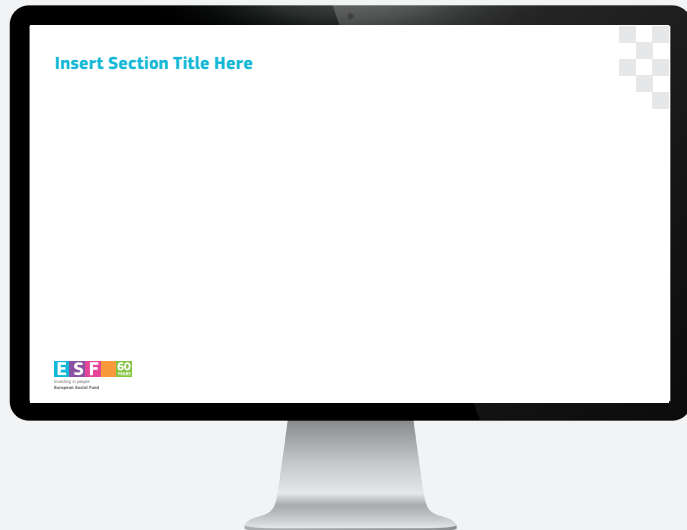


Powerpoint Template

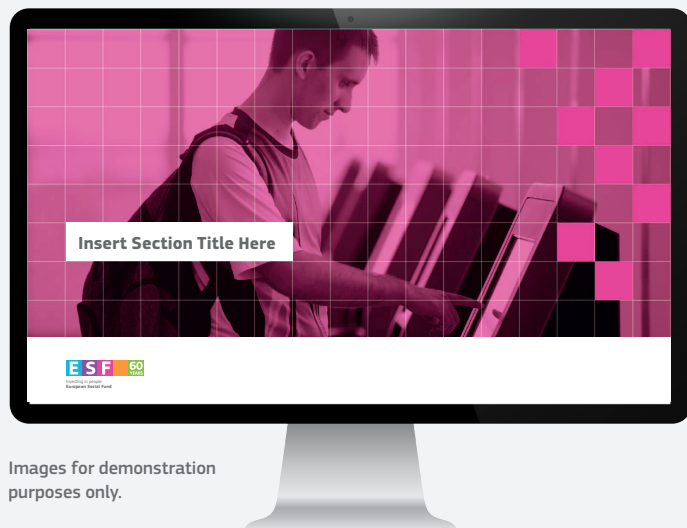
The powerpoint template uses imagery and colours from the ESF brand mark to create dynamic introductory slides to different sections. Alternatively these can be used as the front slide.

Slide title colours can be changed to accommodate palette.

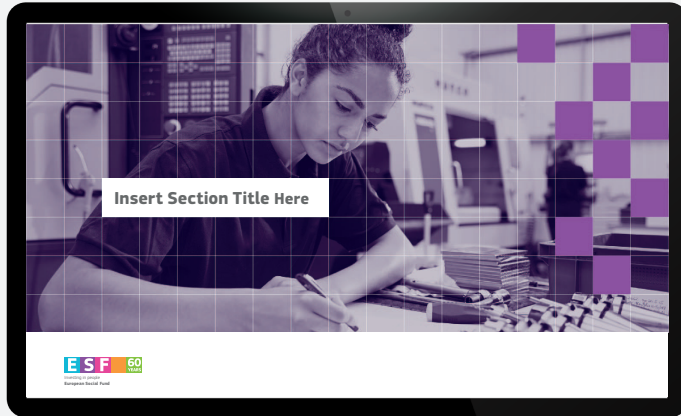
Optional white grid overlay has been supplied within the toolkit.



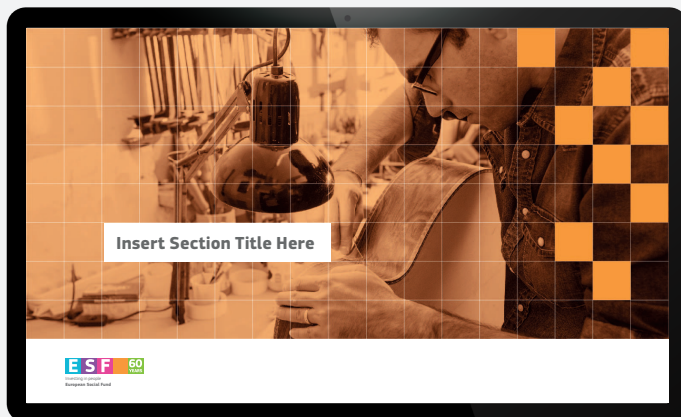
Images for demonstration purposes only.



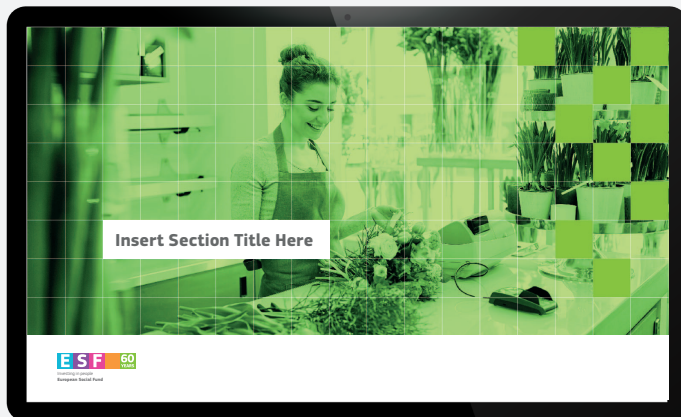
Images for demonstration purposes only.



Images for demonstration
purposes only.



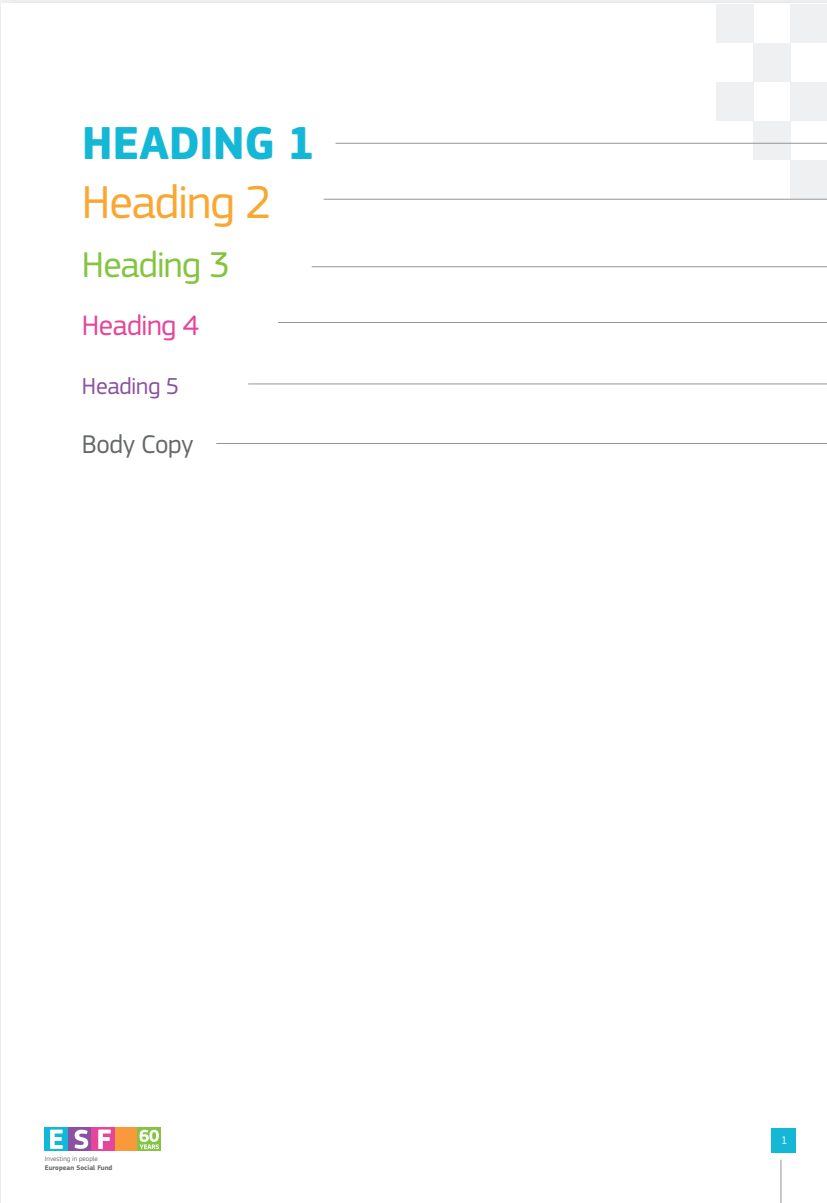
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Word Template

The word template incorporates the cube design with colour use across headings.



HEADING 1 — EC Square Sans - Bold - 20pt

Heading 2 — EC Square Sans - Medium - 18pt

Heading 3 — EC Square Sans - Regular - 16pt

Heading 4 — EC Square Sans - Light - 14pt

Heading 5 — EC Square Sans - Light - 12pt

Body Copy — EC Square Sans - Light - 10pt

ESF 60 YEARS
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1

Page Numbers

Email Signature

Email signature using the ESF ident.

