



ESCAPE To Your
FUTURE

ESCAPE TO YOUR **FUTURE**

Visual Identity and
Communications **Manual**

Introduction

Project Summary

This is a European project funded by the Erasmus+ program. This project intends to promote actions, to build contents, digital and physical instruments, educational resources and to analyse the impact of innovative methodologies in the target groups (youth workers and young people with ages between 18 and 30 years old) and stakeholders, rooted in a process of civilisational change (social, political, economic and cultural). Always taking leverage of the individual skills and competences of each partner and each individual, anchored by the best research and state of the art practices.

The reason for this guide

In this guide you will find specific instructions in order to properly apply the visual identity of "Escape to your future" brand. This document will guide you through different resources available in order to leverage the brand and make it consistently, no matter the channel, audience or context you are applying it.

For any doubts related to this information, do not hesitate on getting in touch with the project team.

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Visual Identity Elements

Logotype

This is the primary logotype of the project.



ESCAPE TO YOUR **FUTURE**

Visual Identity Elements

Logotype Variations

Depending on the place where you want to use the logotype, you might need to use a logo variations in order to properly communicate the brand.

Black



ESCAPE TO YOUR **FUTURE**

Logotype_Complete_Black



Logotype_Favicon_Black



Logotype_Upper_Black

ESCAPE TO YOUR **FUTURE**

Logotype_Baseline_Black



To Your
FUTURE

ESCAPE TO YOUR **FUTURE**

Logotype_Black_Complete_Vertical

Visual Identity Elements

Logotype Variations

Depending on the place where you want to use the logotype, you might need to use a logo variations in order to properly communicate the brand.

White



Logotype_Complete_White



Logotype_Favicon_White



Logotype_Upper_White



Logotype_Baseline_White



Logotype_White_Complete_Vertical

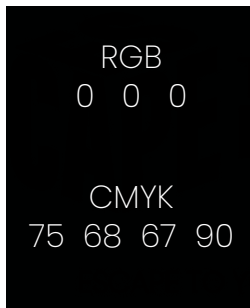
Visual Identity Elements

Colours

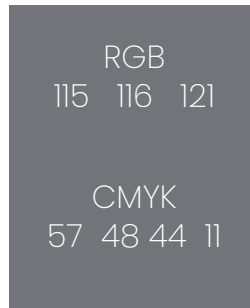
This is the colour palette suitable to use. Depending on the type of content you are creating you will need a specific values: RGB for digital content and CMYK for printed materials.

Primary colours

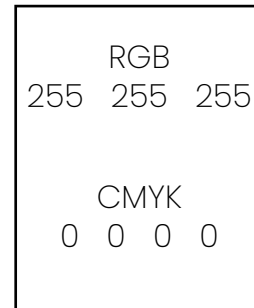
Black



Grey

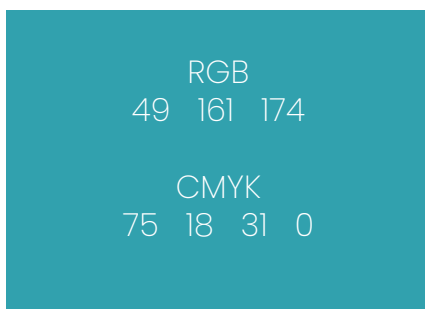


White

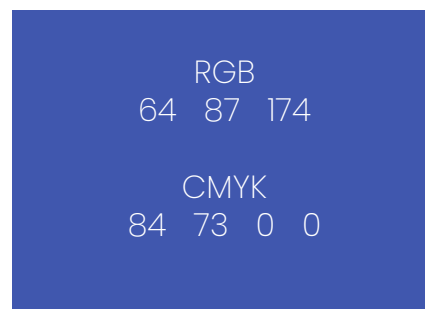


Secondary colours

Greenie



Bowline



Visual Identity Elements

Typography

The following is the main typography of the project and its variations.

Typography: Poppins

Open source

abcdefghijklmnopqrstu**vwxyz**

abcdefghijklmnopqrstu
vwxyz

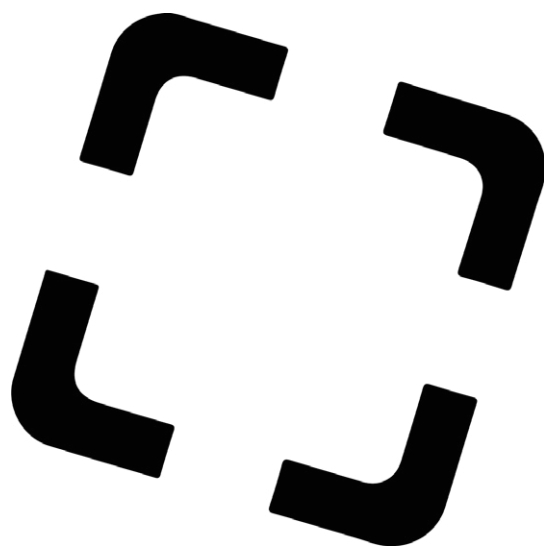
**BLACK for
Titles and headlines**

EXTRALight for
body text

Visual Identity Elements

Custom elements

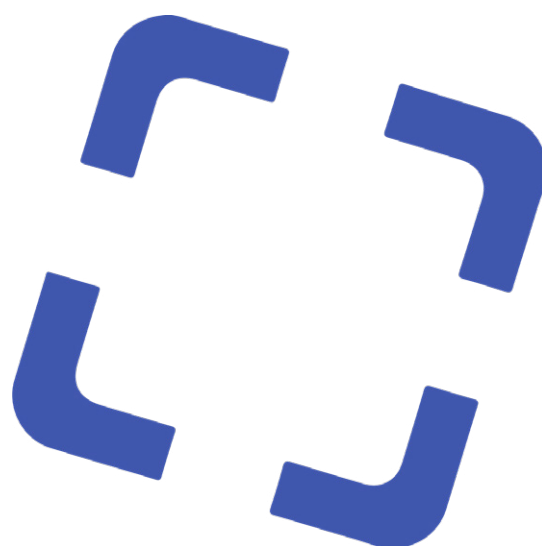
The following is a custom element and it can be used to emphasize the values and design of the project. It can be used in the different official colours of the project and in different angles. We call it CUBEX.



CUBEX



GREENIE CUBEX



BOWLINE CUBEX

Visual Identity Elements

How to use the visual identity elements

These instructions aim to provide specific insight about how to use the visual identity elements in order to maintain and expand the core values of the brand.

Safe zones

Always assure this minimum gap between the logotype and the rest of the composition.

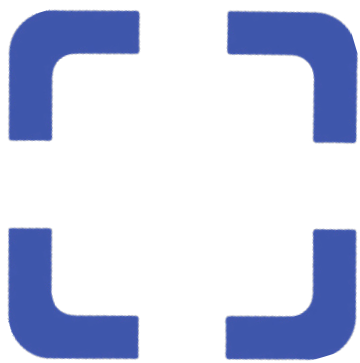


Visual Identity Elements

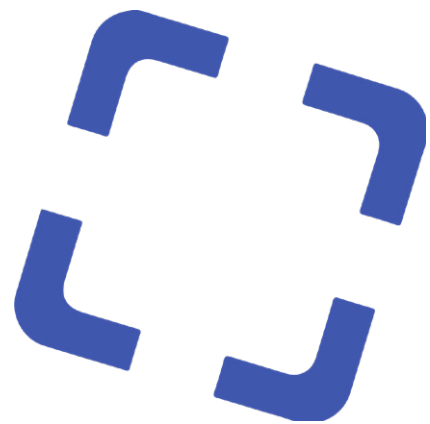
How to use the visual identity elements

These instructions aim to provide specific insight about how to use the visual identity elements in order to maintain and expand the core values of the brand.

DOs and DON'Ts



✘ Do not use CUBEX with square orientation



✔ Use a diamond shape to transmit dynamism.



✘ Do not use logo with colours



✔ Use colours in other elements

Visual Identity Elements

How to use the visual identity elements

This project has been cofounded by several stakeholders and there are some requirements that we need to apply in all our communications.

Compulsory logotypes

· The Erasmus+ program states that In any information or promotional material (brochures, leaflets, posters, presentations, etc.) or in any communication or publication, whatever the format or the channel, including the internet, Erasmus+ program support must be clearly recognized. In order to do so, we will always include the following logotype in every communication made. You can download different versions of this logotype on [this link](#).



· INJUVE is a Spanish national agency that cofounds the project and also has to appear in every communication. The following is the logotype, with no other alternative. You can download different versions of this logotype on [this link](#).



Compulsory statement

· The Erasmus+ program indicates that every communication must be accompanied by the following disclaimer of responsibilities disclaimer:

“The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein”.

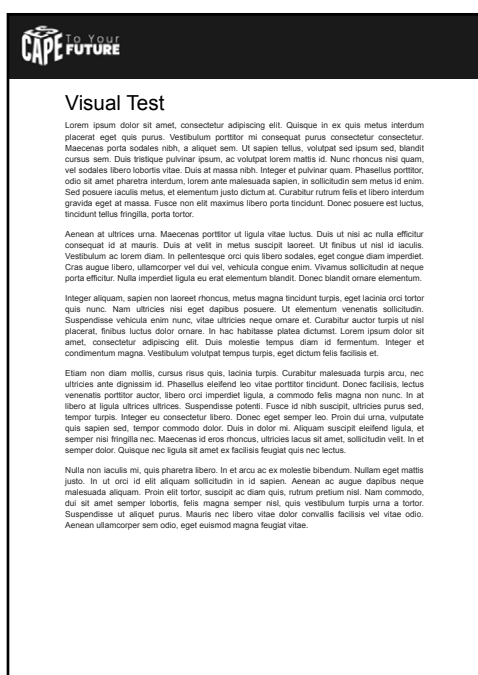
When the communication is made in other language different from English, this statement will need to be translated.

Visual Identity Elements

How to use the visual identity elements

These instructions aim to provide specific insight about how to use the visual identity elements in order to maintain and expand the core values of the brand.

Application examples



Communications & media channels

Webpage, mail and social media profiles

In the following document you can find the URL's, usernames and passwords in order to edit and publish content in the official channels of the brand. The document is updated when necessary. Only granted users are able to access this information.

The website of the brand has been created with:



The official social media profiles of the brand are:



Click on the icon to enter

Communications & media channels

Publications checklist and media channels

Here you can find all the communication outputs that we aim to achieve during the development of this project.

Publications checklist

- Visual identity and communications [manual](#).
- [Database](#) of users in order to directly disseminate future actions.
- [Videos](#) (≥3, Open Day Portugal, LTT2 (C2) and E3).
- [Images](#) and photographic reports (at least one album per ME and LTT).
- [Infographics](#) (≥3, one per IO)
- [Newsletters](#) (≥6, to inform about the project progress and highlights).
- [Brochure](#) of the project to be physically and digitally disseminated.

Media channels

- [Project website](#): containing all the relevant information of the project:
 - Summary, outputs, materials... (fully open and free to access).
 - Link to the project's social networks.
 - Online form to get the contact information of the visitors interested in the project results.
 - Discussion forum for youth educators and rest of society.
- [Social media](#) profiles: Facebook, Twitter and Instagram.
 - The number of posts in the social media will vary, but they are intended to be ≥18, at least 1 per month.
- [Participant organizations'](#) webpages and social media.
- [Events](#): streamed or online accessible.
- [Radio](#).
- [Newspapers](#).
- [Podcast](#).

Communication materials will be proposed for dissemination in these media, reaching at least a number ≥12 publications, 1 per format and participating country.

- [Salto-Youth](#).
- [Erasmus+ Project Results Platform](#).
- [School Education Gateway](#).

Communications & media channels

Recommendations to improve dissemination

These tips are meant to spark ideas to elaborate publications during the whole life of the project.

When creating new content, think about the goals of the dissemination:

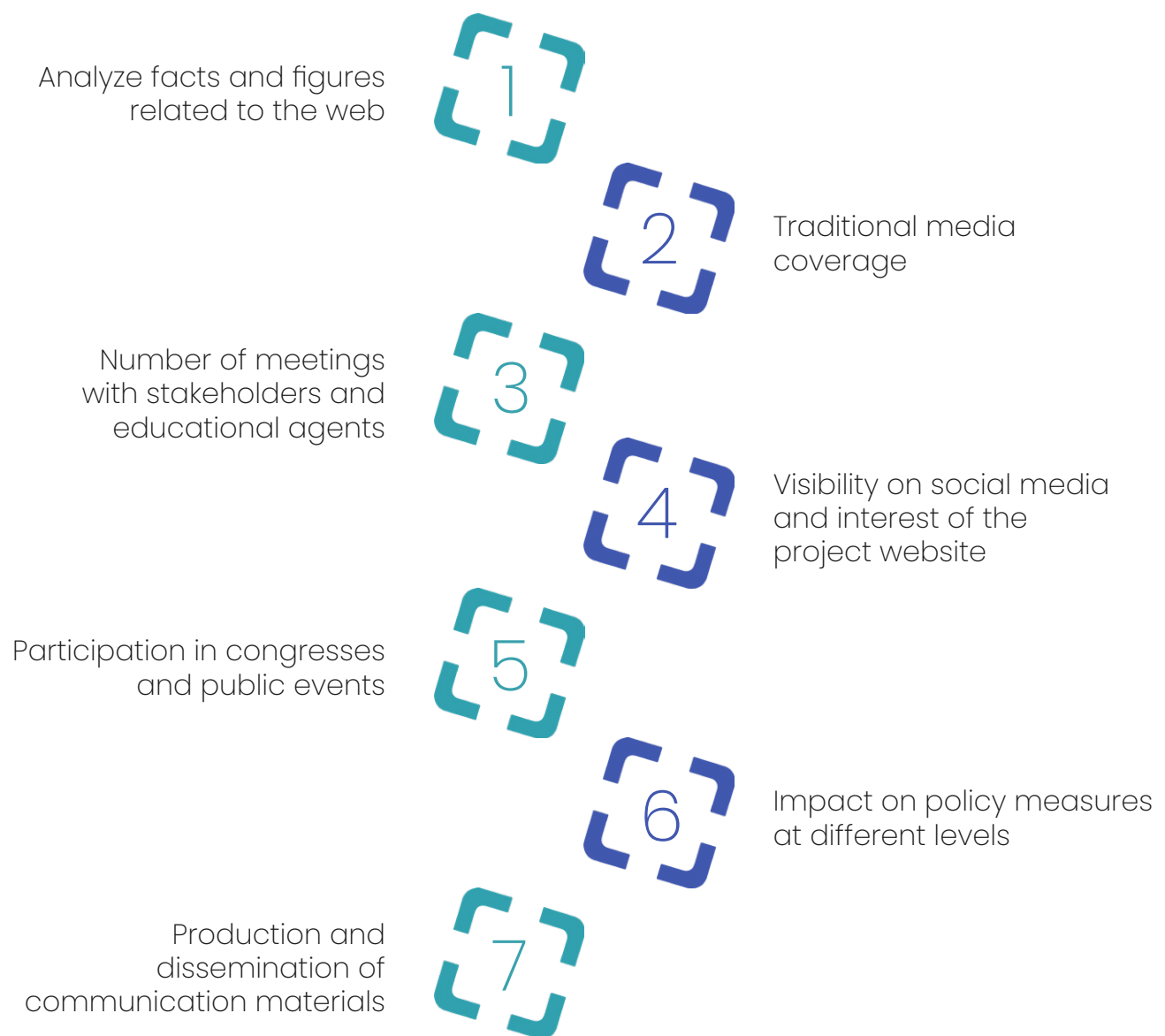


Communications & media channels

Recommendations to improve dissemination

These tips are meant to spark ideas to elaborate publications during the whole life of the project.

How to measure results?



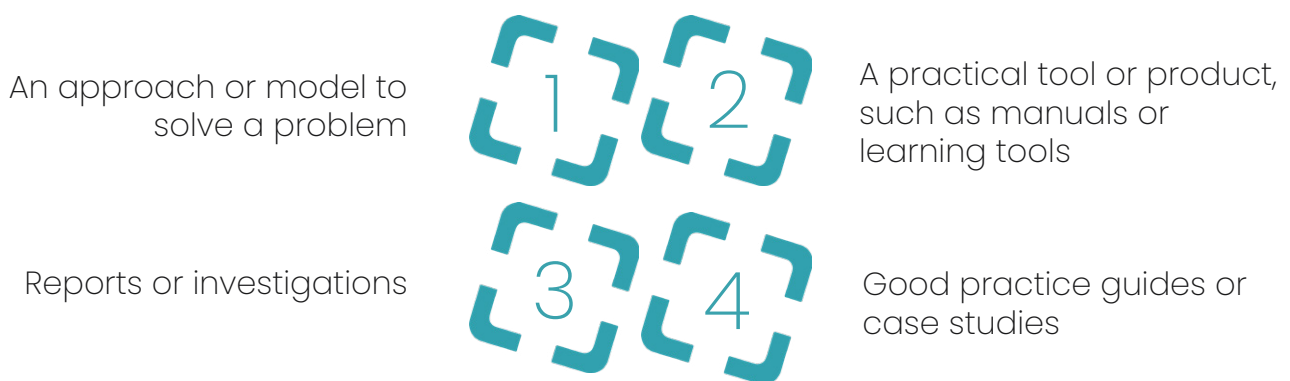
Communications & media channels

Recommendations to improve dissemination

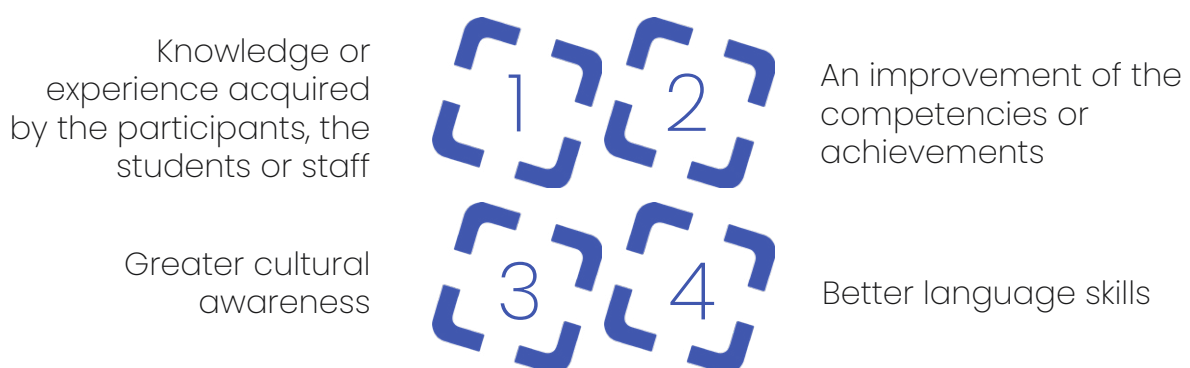
These tips are meant to spark ideas to elaborate publications during the whole life of the project.

What results can be disseminated and transferred?

Tangible results may include, but are not limited to:



Intangible results may include, but are not limited to:



Communications & media channels

What to say, how to write in social media

When communicating on social media, try to focus on four drivers of attention:

- Purpose
- Kindness
- Action
- Europe

Tweet example:



Purpose Kindness Action Europe

Use specific sentences that help understand why the brand and the project were created.

Use emojis and simple animations that help attract audience attention without being annoying.

Use sentences to announce specific outcomes of the project in order to increase interest and value.

Make sure to specify this is a European project, related to Erasmus+ Program and funded by the European Union.

Communications & media channels

What to say, how to write in social media

You can find specific sentences in the original project documents that might help you put some **purpose** to the message. The following are literal sentences from the project's documents:

“The European context is pretty clear, the school dropout rates are still very high in a great number of countries and the school (the so called traditional school) isn't accompanying the advent of new technologies and new ways of learning that the studies have already shown.”

“The knowledge on the project subjects is common between the partners as well as the interest in promoting the upskilling of the youth workers and youth.”

“This project intends to promote actions, to build contents, digital and physical instruments, educational resources and to analyse the impact of innovative methodologies.”

“The problematic is common in all European countries, the number of NEET (Not in Education, Employment or Training) young people is still very high (16.5% in 2019 according to Eurostat). These numbers lead to higher rates of unemployment, lower incomes and greater social exclusion.”

“In terms of intangible results (sum of benefits and achievements) the project expects to have:

- Greater knowledge on the context of young people motivation strategies in different countries/regions in Europe.
- Better understanding of the needs of youth workers and what motivates them towards learning (using non-formal methodologies).
- New competences and perspectives for youth workers, educators and researchers.
- Higher training skills (pedagogical, methodological, professional and technological) of the youth workers and young people, especially in
- Entrepreneurship, Employment, ICT and soft-skills.
- Increasing the awareness of the social exclusion related to early school leaving in society and among Policy makers.”

Communications & media channels

What to say, how to write in social media

Available tools:

Find:

You can find no charge resources to add some content to your social network posts. Good examples of this would be:

- [Flaticon](#) for icons. ([LINK](#))
- [Pexels](#) for image and video. ([LINK](#))

Create:

You can use a lot of different tools to create your social network posts. These are some tools used in this project:

- [Canva](#) for designs. ([LINK](#))
- [Over](#) for designs. ([LINK](#))
- [Keynote](#) to add movement effects. ([LINK](#))

Publish:

There are different tools that allow you to publish your social network posts, the easiest and free way to do it though, is managing everything from the official website of the social network. Also, you can use:

- [Facebook Business](#) to manage publications in Facebook and Instagram at the same time. ([LINK](#))

Communications & media channels

Resources for online events

Jitsi:

We have all experienced different tools for video meetings in recent times. In this guide we will recommend only Jitsi for different reasons:

- It is an open source service.
- No account is needed to host or enter a meeting.
- It has all the basic tools needed in virtual meetings.
- You can personalized the URL of the meeting.
- You can personalized the background of the host and others.
- It cares about privacy.



Branded backgrounds for video meetings, available in the brand package, at the end of this document.

Communications & media channels

Target audience database

Participant organization's web pages & social media:

In this document you can find the online details regarding all the associates of the project. This document is public to everyone with the link.



Click on the
icon to enter

Communications & media channels

Target audience database

Target audience database:

In order to effectively spread the word about the project, we have created a document to register all the potential audiences and stakeholders that might be interested in hearing from us. Only granted users are able to access this information.



Click on the
icon to enter

Communications & media channels

Communications team

In the following document you can find information regarding the communications team of this project. Do not hesitate to contact us for any inquires related to Escape to your future.



Click on the
icon to enter

Brand package

In the following icon, you can find all the communication resources made to elaborate this document and different social network posts. Only granted users are able to access this information.

Here you will find:

- Logotypes
- Icons
- Merchandising
- Examples
- Other assets



Click on the
icon to enter

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