

EU Aid Volunteers User's Guideline ^{v2}



Guidelines for organisations

Like all EU-funded humanitarian projects, **projects under the EU Aid Volunteers initiative (EUAV) are subject to visibility obligations** at project sites as well as in verbal and written communication by the partner organisation (including digital communication).

Given the particular nature of EUAV and in order to create a shared identity on the part of volunteers and participating organisations, **a distinct EUAV visual** has been developed. The present guidelines establish the basic principles for the use of the EUAV visual, provide the technical specifications and give practical examples of how it can be applied. The guidelines shall be observed whenever partners communicate in the context of the EU Aid Volunteers initiative.

The EUAV visual shall be used in the context of the implementation of communication actions complying with the [EU Aid Volunteers communication plan](#). You may also consult the general [manual](#) for EU-funded humanitarian actions for guidance on possible communication actions. In the case of EUAV projects, the dedicated EUAV visual *replaces* the standard visual identity.

The distinct EUAV visual applies alone to EUAV projects. Communication actions for all other EU-funded humanitarian projects must adhere to the general [manual](#) for EU-funded humanitarian actions.

The
EUAV visual

EU Aid Volunteers

We Care, We Act



EUAV visual Usage

EU Aid Volunteers

We Care, We Act



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We Care, We Act



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We Care, We Act



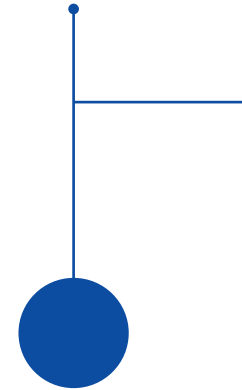
EUAV visual Colors

EU Aid Volunteers

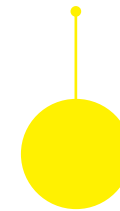
We Care, We Act



C: 0/M: 40/Y: 100/B: 0
R: 246/G: 168/B: 0
PANTONE 123C



C: 100/M: 80/Y: 0/B: 0
R: 0/G: 51/B: 153
PANTONE REFLEX BLUE



C: 0/M: 0/Y: 100/B: 0
R: 255/G: 204/B: 0
PANTONE YELLOW



EUAV visual Typography

EU Aid Volunteers

We Care, We Act



Arial Black

Arial Bold

EUAV visual Clearspace



EUAV visual Don't

EU Aid Volunteers

We Care, We Act



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We Care, We Act



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EU Aid Volunteers

We Care, We Act



EU Aid Volunteers

We Care, We Act

EUAV visual Co-branding



Partner's logo

EU Aid Volunteers

We Care, We Act



Partner's logo

EU Aid Volunteers

We Care, We Act



Cap & T-shirt Branding



T-shirt front/back Branding

