

# Peace4Youth

### Introduction

Peace4Youth is the brand name which has been specifically developed for the Children and Young People Objective 2 (Action 2.1) of the European Union's PEACE IV Programme.

The funding will be used in terms of good relations, personal development and citizenship, which will bring about a positive change in the form of clear, meaningful and sustainable 'distance travelled' for those young people who participate within it.

Peace4Youth will target young people aged between 14-24 years who are disadvantaged, excluded or marginalised, have deep social and emotional needs and are at risk of becoming involved in anti-social behaviour, violence or dissident activity.

It will enhance the capacity of children and young people to form positive and effective relationships with others of a different background and make a positive contribution to building a cohesive society.

The brand name and logo chosen for this objective of the EU's PEACE IV Programme has been developed in partnership with young people.

### **Purpose of Guidelines**

A brand is more than just a 'logo'. It is also about portraying a positive and consistent personality and image. A logo does play a big part in this and it is important to have clear guidance on logo dimensions, placement and usage. But a strong brand portrays an instantly recognisable visual image through other brand elements such as:

- Colours and pantones
- Typefaces
- Graphics / icons / patterns
- A structure to advise on layout - the grid

These elements define the brand style and set the tone for all relevant branded material. Only the combination of all these elements will result in optimum brand recognition.

Brand Guidelines are a tool to protect the strength of the brand ensuring consistency and creating value; they are critical to helping the brand work effectively. These Guidelines put rules in place not to limit creativity, but to keep the brand identity consistent and recognisable. Correct use of the Guidelines will ensure the brand elements are used effectively and look professional at all times, thus enabling a powerful and successful brand.

## Peace4Youth Logo

The logo is the central visual element of the brand. For visual consistency, the logo must never be adjusted, redrawn or modified in any way. It must always be reproduced from the master originals.

### Versions

The Peace4Youth logo can be used in the following ways. When choosing which version of the logo to use this should be based on the contrast with the background and selecting the option which will give the logo the most prominence.

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The image shows the brand name "Peace4Youth" in a bold, blue, sans-serif font. The "4" is a simple numeral. The text is centered horizontally.

### Standard logo

The standard logo is the full colour version. This version should be used whenever possible. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.

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The image shows the brand name "Peace4Youth" in a bold, black, sans-serif font. The "4" is a simple numeral. The text is centered horizontally.

### Black and white logo

The black and white logo should only be used if there is no possibility to use full colour.

## Colours

The Peace4Youth logo colour is derived from the PEACE IV brand.

The colours are defined for all colour systems.

### Explanation:

Pantone - Spot colours

CMYK - Process-colour printing,  
100 colour gradations per channel  
C = cyan, M = magenta, Y = yellow, K = black

RGB - Colour sample for monitor  
display with 256 gradations per channel  
R = red, G = green, B = blue

Hex - System similar to RGB, however with  
gradations from "00" to "FF" (hexadecimal)  
per channel. This system is preferably  
employed for designing websites.

Colour	Pantone	CMYK	HEX	RGB
 Reflex Blue	Reflex Blue	100/80/0/0	003399	0/51/153

## Logo Specification

### Size

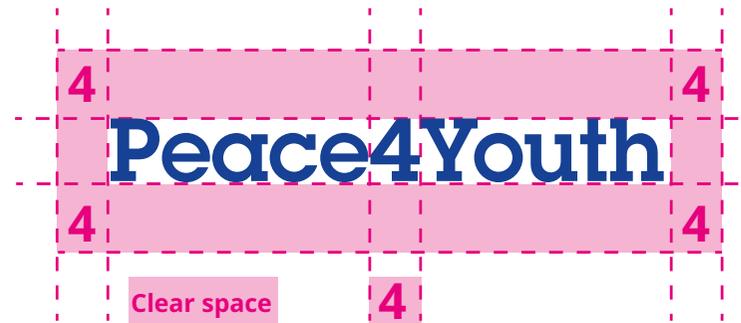
The appearance of the Peace4Youth logo will vary according to the medium it is used in. Therefore, minimum logo sizes for print, screen and video are specified. The logo should not be used in any size smaller than the smallest logo size specified.

Peace4Youth

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30mm  
Smallest Logo width

### Exclusion Zone

A clear space of at least one basic unit (4) in height and width must remain around the logo. Within this area no other graphic elements or logos must be placed. Likewise, this zone has to be observed for the positioning distance to the page margins. This clear space area shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.



## Co-branding

The Peace4Youth initiative is a sub-brand of PEACE IV. Match-funding for this part of the Programme has been provided by the Department of Children and Youth Affairs in Ireland and the Northern Ireland Executive in Northern Ireland.

The Peace4Youth logo must be used in partnership with the PEACE IV logo, the Northern Ireland Executive logo, and the Department of Children and Youth Affairs logo.

Projects funded under the Children & Young People objective (2.1) of the PEACE IV Programme can use their own project name and logo, but this must be in conjunction with the other logos detailed on this page.

## Logo Positioning

To keep proportions and layouts consistent throughout the visual identity, we suggest the use of a unified grid system. Using this grid, it is possible to easily create layouts for all applications and document sizes.

## Textual Reference

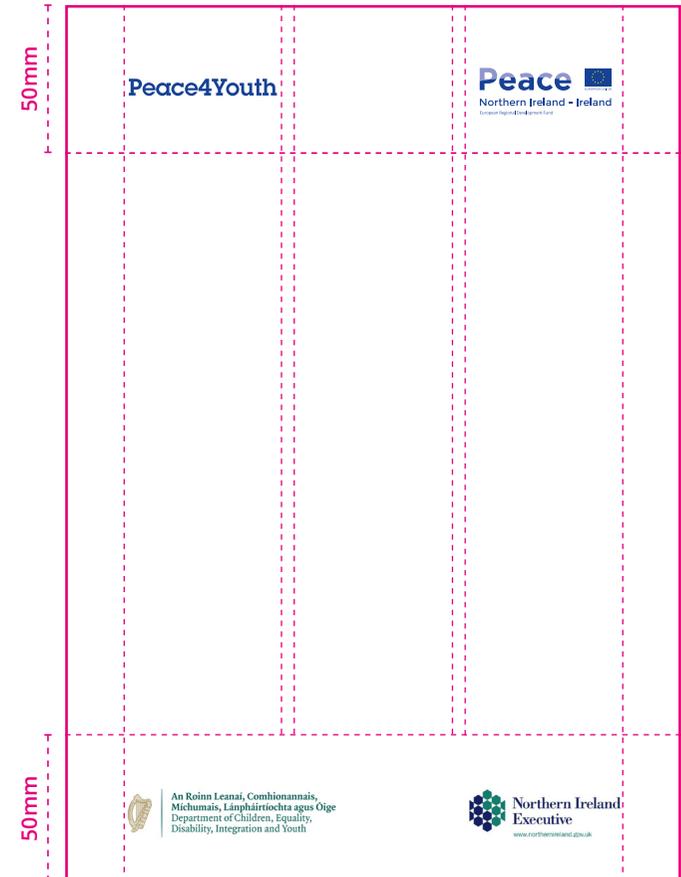
The following textual reference must also be included within all marketing materials created under the Peace4Youth brand:

**This project is supported by the European Union's PEACE IV Programme, managed by the Special EU Programmes Body (SEUPB).**

## Other Marketing Materials

For smaller marketing materials such as pens, business cards etc (where space is limited) the Peace4Youth and PEACE IV Programme logo must be used for the item to be deemed eligible for funding.

## A4 Portrait



## Contact details

If you have any queries in relation to the Peace4Youth logo please contact:

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To access different versions of the logo please go to [www.seupb.eu](http://www.seupb.eu)