



Graphic Guideline & Communication Guide

Introduction

Good Job! was designed with a simple promise: when schools and employers speak the same language—visually and verbally—young people experience a clearer path from school to work. This guide is the companion to that promise. It doesn't ask you to become a designer or a marketing expert. It gives you a common way to show who we are, what we do, and how to get involved, so that every invitation, slide, poster, web page, or post points in the same direction: inclusion that works in practice.

In everyday life, communications are rarely neutral. A logo placed carelessly, colours with low contrast, captions that are missing, or a post without the right credit can slow down trust and confuse the message. For learners and families, clarity is not cosmetic—it is access. For colleagues and partners, consistency is not bureaucracy—it is coordination. For funders and the public, compliance is not red tape—it is accountability. This guide brings those threads together so that what you publish looks and reads like the same project wherever it appears: in a staff briefing, a classroom, a reception area, a company intranet, or a community feed. You will notice a visual language that is calm, legible, and generous with space. That is intentional. We want materials that speak across contexts—schools and companies alike—and that remain readable for people with different sensory needs and cognitive styles. You will also see a communication style that privileges plain English, concrete verbs, and short steps. That is because the audiences we care about most benefit from information that is easy to scan, easy to hear, and easy to act on. None of this limits your creativity; it channels it into a shape that supports inclusion rather than competing with it.

Because Good Job! is publicly funded, we carry responsibilities that are part of our story, not an afterthought: showing the EU emblem with the correct wording, using the official disclaimer, crediting sources, and sharing our outputs under an open licence when possible. These are not box-ticks; they are signals of transparency that make it easier for others to collaborate, adapt, and scale what works. When your materials follow these rules, you are helping the project travel further and last longer. The same applies to privacy. Many of our stories involve people who have a right to dignity and control over how they are represented. This guide encourages you to think first about consent, data minimisation, and safe alternatives. A strong communication culture protects people while still making progress visible: we can celebrate routines learned, partnerships formed, and next steps planned without exposing anyone's identity or circumstances.

You will also find practical advice for two common situations: speaking about the project in person and communicating online. Face-to-face, the focus is on being

brief, concrete, and invitational—naming the challenge, showing the path, and asking for a small next step. Online, the focus is on one message at a time, accessible visuals, and a clear route back to the website where details live. In both cases, the aim is confidence: you should be able to publish without second-guessing, knowing that your piece fits the larger whole.

Think of this guide as a shared toolkit. It gives you a stable baseline—visual cues, wording, and guardrails—so every team can move faster and coordinate better. Start small if you like: one slide adapted for your briefing, one post announcing a pilot, one notice on a staff board. As you repeat the patterns, they become effortless, and the project becomes easier to recognise and easier to join.

If at any point you're unsure, use the examples and ready text, and follow the same common sense that runs through the project: be clear, be consistent, be inclusive, and leave the door open for the next person to build on your work.

What you'll find here

This guide is a compact map for anyone who needs to represent Good Job! clearly and consistently. It explains what the brand looks like, how to show the project's public funding correctly, and how to make materials that people can actually use—at school, at work, and online. You'll also find practical tips for everyday communication and a final checklist so you can publish with confidence.

- **Brand essentials** you must keep at hand (logo, colours, fonts).
- **EU visibility & licensing** (emblem, wording, disclaimer, Creative Commons).
- **Accessibility quick guide** (sensory & intellectual disabilities in mind).
- **Privacy & consent** (photos, minors, data).
- **How to communicate the project** effectively (face-to-face & online).
- **Final pre-publish checklist** (so nothing gets missed).
- **Where to find assets** (logos, templates, ready text).

Keep at hand (brand kit)

Before you design anything, gather the essentials: the project logo, the colour palette, and the fonts. These are the anchors that make Good Job! recognisable across schools and employers, no matter who designs a slide or a poster. Think of this kit as your “home base”: start here every time and you'll avoid guesswork later.

- **Project logo**: transparent PNG/SVG. Keep clear space all around (\geq the width of the smallest square inside the logo).
- **Colour palette**

- Primary: #a11345
- Accent 1: #ad5458
- Accent 2: #701212
- Text/Dark: #0b0c0e
- Neutral: #3e3f41
- Background: #fefcfd
- **Fonts: Arial or Roboto** (titles bold/semi-bold; body regular/medium).
- **Icon/illustration style:** flat, outline/rounded, consistent stroke; avoid “overly corporate” stock.
- **Do/Don’t (logo):** don’t recolour, distort, add effects, or place on low-contrast backgrounds.

EU visibility & licensing (must-dos)

Good Job! is publicly funded, and that’s part of our story. This section shows how to correctly display the EU emblem with the official wording, where to place the standard disclaimer, and how to choose a Creative Commons licence so others can safely reuse what you publish. Clear visibility and open licensing help partners trust, adapt, and scale the work.

Always include the EU emblem with the wording “**Co-funded by the European Union**” placed next to it, in a clean system font (e.g., Arial/Roboto).

- **Minimum size (print):** emblem height ≥ 10 mm (bilingual layouts: ≥ 20 mm).
- **Digital:** ensure clear readability on all screens.
- **Where to get the official emblem & wording:** use the **European Commission official files** (horizontal/vertical/mono).
- **Mandatory disclaimer** (put in print/web footers and video descriptions):

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the **European Education and Culture Executive Agency (EACEA)**. Neither the European Union nor EACEA can be held responsible for them.

Creative Commons (recommended for open resources)

- Default recommendation: **CC BY 4.0** (credit required; reuse allowed).
- Put an **attribution line** where materials are published:

“© [Year] Good Job! Consortium — Licensed under **CC BY 4.0**. Title: “[Resource name]”. Source: goodjob-project.eu. Changes: [if any].”

- If your organisation needs a different CC licence, keep it consistent across similar materials and **state it clearly**.

Where to find things

- **Good Job! brand pack:** project logo(s), colour sheet, templates.
- **EU emblem & wording:** European Commission **Download Centre** (official files).

- **CC licences:** creativecommons.org (licence text & badges).

Accessibility quick guide (design & content)

Inclusion is not a style choice—it's the product. These pages translate accessibility basics into everyday design moves that work for people with sensory and intellectual disabilities: readable contrast and text, captions and alt text, simple language, and layouts that don't overwhelm. Start with these quick wins; they make a real difference.

Design for **everyone**, especially people with **sensory disabilities** (vision/hearing) and **intellectual disabilities**.

A. Visual & layout

- **Contrast:** meet WCAG **AA** (4.5:1 for body text).
 - Safe combos: white #fefcf4 on #0b0c0e/#3e3f41/#701212/#a11345; black #0b0c0e on white.
- **Text size:** digital body ≥ 16 px; captions/subtitles ≥ 44 px.
- **Hierarchy:** short headings, 3–6 bullets max, generous spacing.
- **Don't rely on colour alone** (use icons, labels, patterns).
- **Alt text:** describe purpose ("Icon: mentor offering guidance").

B. For people with vision impairments

- Keep headings literal ("Assessment", "Mentoring steps"), avoid decorative text.
- Ensure keyboard focus order (for webpages/PDFs).
- Provide downloadable **accessible PDFs** (tagged, proper reading order).

C. For people who are deaf/hard of hearing

- **Always provide captions** for videos (not auto-generated only).
- Summarise audio-only content in text; avoid "voice-over only" visuals.
- Provide contact options **beyond phone** (email, form, messaging).

D. For people with intellectual disabilities

- Use **plain language**: short sentences, concrete verbs, one idea per line.
- Add **step-by-step** lists and **pictograms** for processes (e.g., onboarding).
- Repeat key terms consistently (Assessment / Training / Toolkit).

Privacy & consent (publish safely)

Good communication protects people. This section helps you decide what to show, what to blur or omit, and when to use illustrations instead of faces. It explains consent in plain terms, reminds you to collect only the data you truly need, and offers safe defaults for photos, minors, and sensitive contexts.

- **Images/video of people:** obtain **written consent**; for **minors**, consent from parents/guardians + school.
- **Data minimisation:** share only what's necessary; avoid publishing personal details (names, faces, school IDs) unless consented.
- **Vulnerable contexts:** prefer silhouettes, back-of-head shots, or **illustrations**.
- **Storage:** keep signed consent forms securely; set a review date for media (e.g., 24 months).
- **Rights:** verify you have the right to use all photos/graphics (prefer project assets or CC-licensed resources with attribution).

How to communicate the project (practical tips)

Whether you're briefing colleagues or posting online, the aim is the same: one clear message, one practical next step. Here you'll learn a simple narrative that works in any setting—name the challenge, show the path, invite a small action—and how to adapt that narrative for in-person moments and for digital channels without losing clarity.

1) Face-to-face (presentations, briefings, meetings)

In the room, attention is scarce and goodwill is precious. This part helps you open strong, keep language concrete, and use a small number of artefacts—one slide, one handout, one ask—to make it easy for your audience to say “yes.” You'll also see how to handle questions while keeping the focus on the next step.

- **Open with the outcome:** “Good Job! helps learners transition into inclusive work.”
- **Message triangle** (keep it visible on a slide/handout):
 1. **Assessment** (map strengths & needs)
 2. **Training** (equip staff as mentors)
 3. **Toolkit** (align learner–school–employer)
- **3 proof points:** simple examples (a routine, a feedback form, a monthly check-in).
- **One clear ask:** “Pilot this with two learners next term” or “Join our mentor list”.
- **Handouts:** QR to goodjob-project.eu + short URL; include emblem/wording + disclaimer.

Micro-script (60 seconds)

“Good Job! is a practical way to make school-to-work transitions inclusive. We start with an assessment that maps strengths and support needs. We train staff to coach and mentor effectively. Then we align learners, schools and employers with a simple toolkit—plans, registers and monthly check-ins. Start small with a pilot, then replicate. Details and templates are on our website.”

2) Online (social, web updates, newsletters)

Online, simplicity wins. This section shows how to shape a post around a single idea, pair it with an accessible visual, and point people back to the website where details live. You'll get light-touch guidance on captions, alt text, calls to action, and a cadence you can sustain with limited time.

- **One message per post**; first line = hook ("Start small, then replicate").
- **Visual**: one strong icon/illustration, 6–10 words max on image.
- **Caption structure**: problem → solution → practical next step → link.
- **Hashtags (2–4)**: keep them purposeful (#InclusiveTransition #Employability #Mentoring).
- **CTA**: "Explore the Toolkit → goodjob-project.eu".
- **EU visibility**: add emblem + wording in the graphic **only if legible**; otherwise put it in the caption/footer or final carousel card.
- **Alt text**: always add a concise description.

Reusable caption templates

- **Pilot**: "We're piloting the Good Job! approach with [School/Company]. Assessment → Training → Toolkit. Small steps, shared routines, real progress. Start here: goodjob-project.eu #InclusiveTransition #Employability"
- **Resource drop**: "New: Transition Mentor Toolkit—plans, registers, monthly check-ins for schools & employers. Download: goodjob-project.eu #Mentoring #Inclusion"
- **Story (anonymised)**: "Two weeks after onboarding, we see stronger routines and communication. That's the power of structured mentoring. Learn how: goodjob-project.eu"

Final pre-publish checklist

The checklist is your safety net. Run through it just before exporting or posting: brand elements in place, EU visibility correct, accessibility covered, privacy respected, links working. It takes a minute and prevents the kind of small mistakes that create support tickets later.

Brand

- Correct **logo** (clear space, no distortion).
- **Colours** from palette; strong contrast (AA).
- **Fonts** Arial/Roboto; headings clear, body ≥ 16 px.

EU & licences

- **EU emblem + "Co-funded by the European Union"** present & legible (print ≥ 10 mm).
- **Disclaimer** included (footer, web, or video description).

- **Creative Commons** licence shown (e.g., CC BY EU 4.0) + attribution line.

Accessibility

- Alt text; captions/subtitles; simple language; no colour-only meaning.
- Files exported accessibly (tagged PDFs, readable text in images kept minimal).

Privacy

- Consents collected (esp. minors).
- No unnecessary personal data in copy or metadata.

Content quality

- Single clear message + concrete next step (CTA).
- Links/QR tested; spelling & partner names verified.
- Assets from the official **brand pack** / EC Download Centre.

Where to find assets & ready text

No need to hunt. Here you'll find the official logo files, colour references, downloadable EU emblem and wording, boilerplate text, and links to the project website. Treat this as your single source of truth—if in doubt, copy from here and you'll stay aligned with everyone else.

- **Good Job! brand pack:** project logo (PNG/SVG), colour sheet, Canva/PPT templates.
- **EU emblem & wording:** European Commission **official files** (horizontal/vertical/monochrome).
- **Disclaimer & boilerplates:** this guide (copy/paste).
- **Creative Commons:** CC BY 4.0 text & badges on creativecommons.org.
- **Website:** goodjob-project.eu (Assessment Tool, Training Modules, Transition Mentor Toolkit).