

SOTEU 2026

Visual Identity

COMM A1 | Social Media & Visual Communication



Europe,
our choice
#SOTEU2026



Dynamic



Competitive



Engaged

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Colour palette

R:240 G:240 B:240
C:4 M:4 Y:4 K:0
#f0f0f0

R:0 G:0 B:254
C:88 M:77 Y:0 K:0
#0000fe

MAIN COLOURS

R:150 G:0 B:240
C:61 M:82 Y:0 K:0
#9600f0

R:17 G:30 B:86
C:100 M:96 Y:35 K:32
#111e56

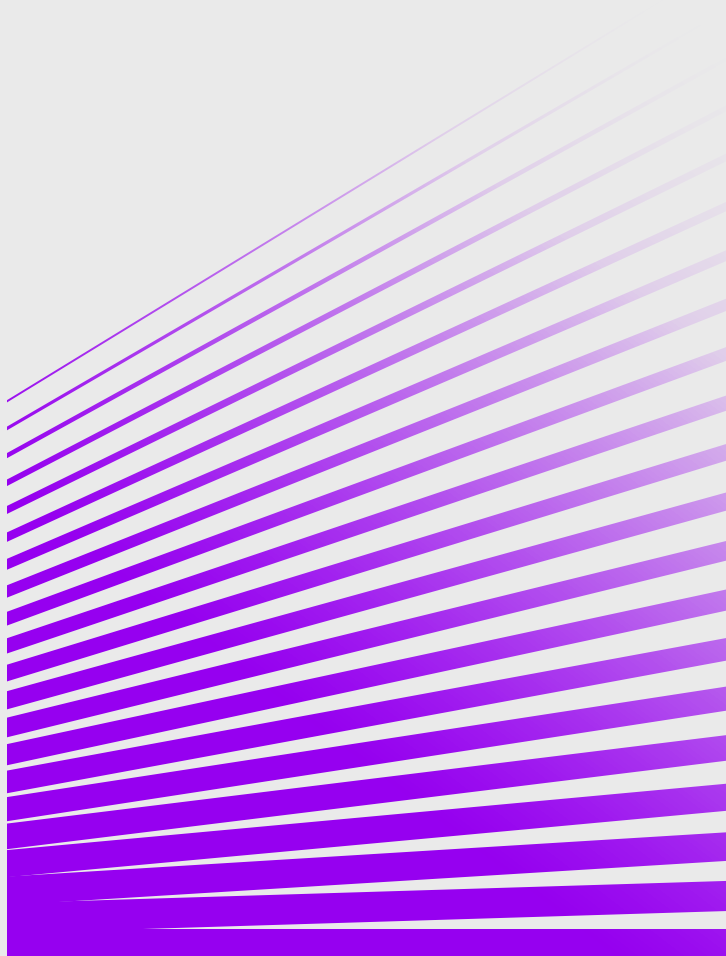
ALTERNATIVE COLOURS

R:128 G:187 B:216
C:48 M:12 Y:7 K:0
#80bbd8

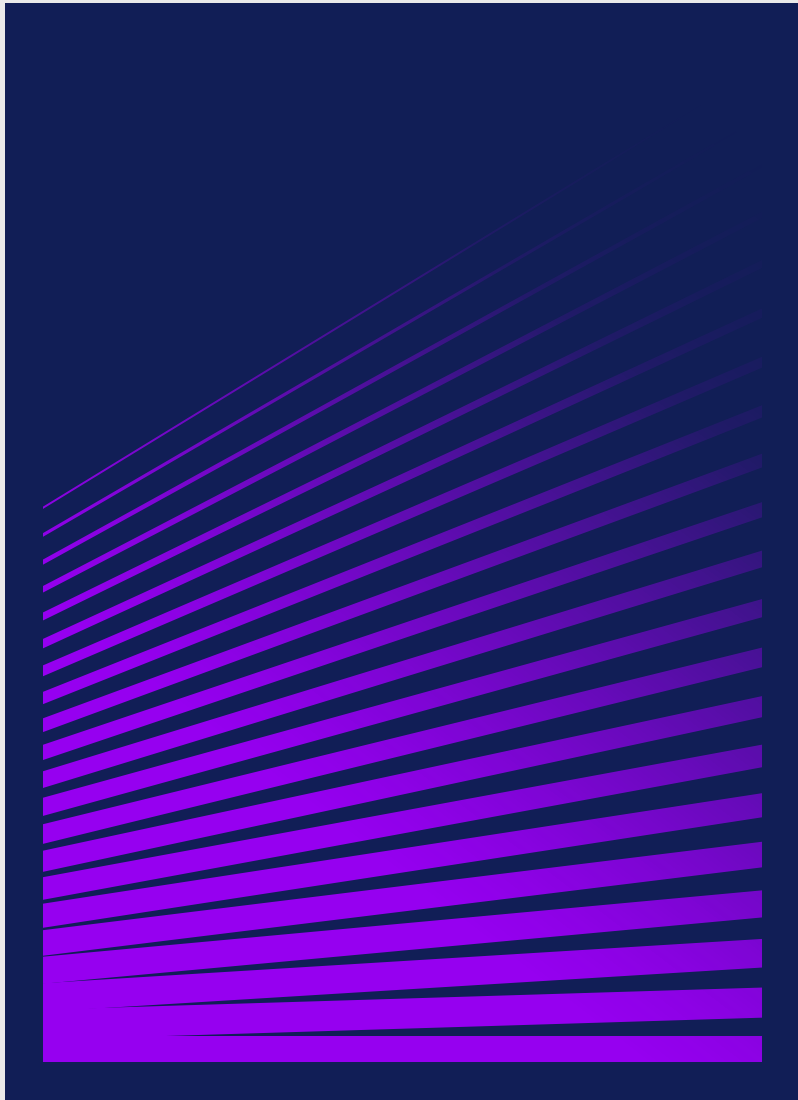
R:210 G:155 B:255
C:25 M:40 Y:0 K:0
#d29bff

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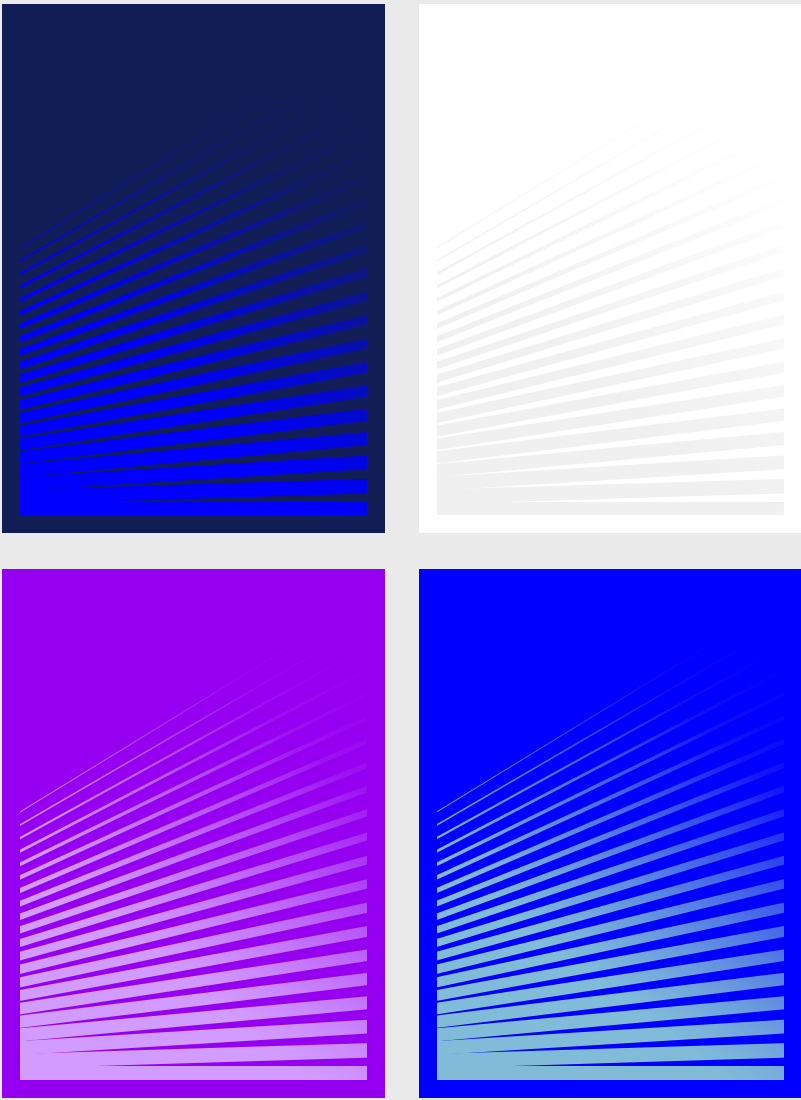
Graphic element



graphic element
isolated



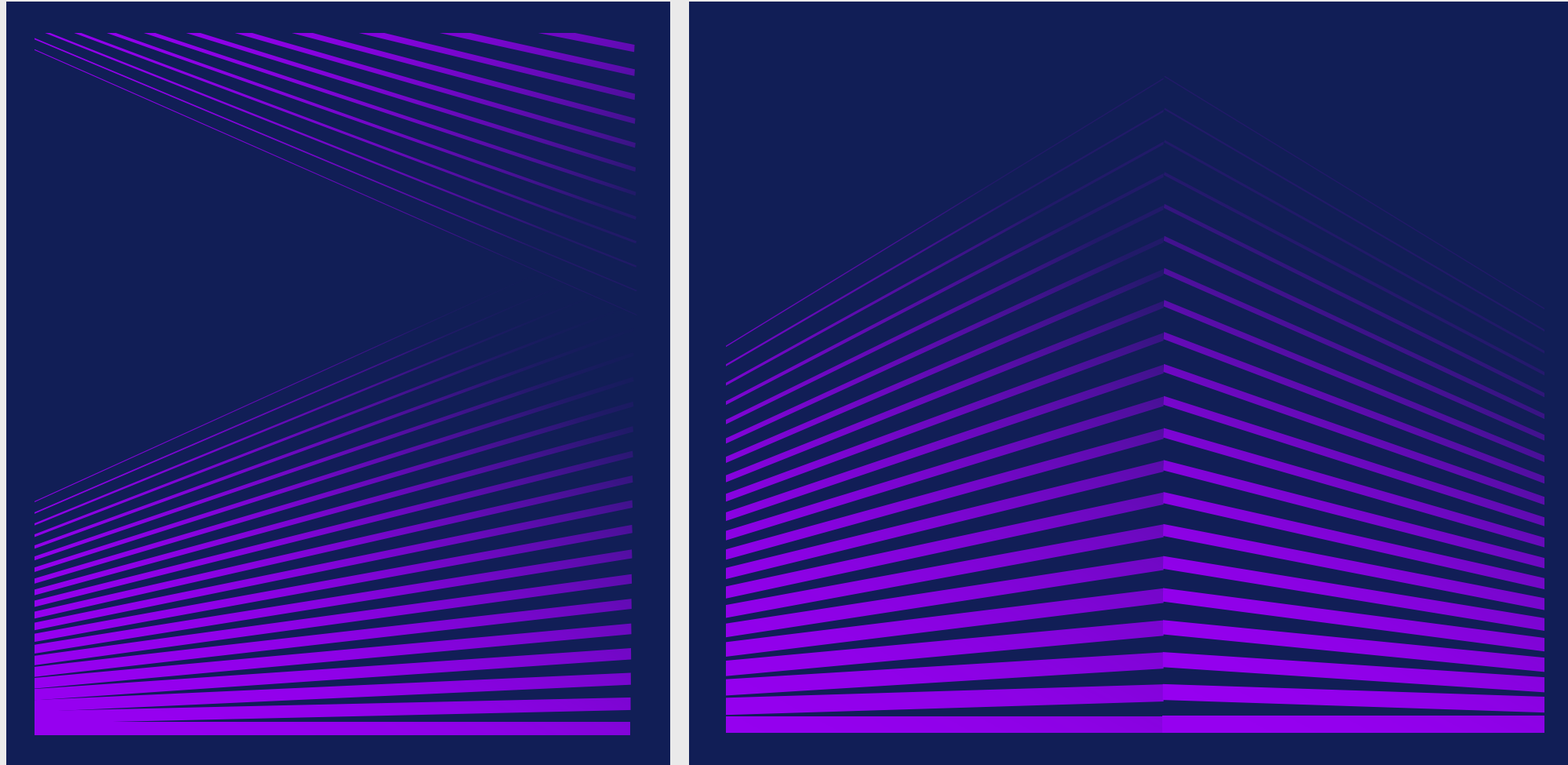
use of graphic elements
with **coloured backgrounds**



alternative uses

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Graphic element



graphic element alternatives :
to be used only with goodies



Example of a tote bag

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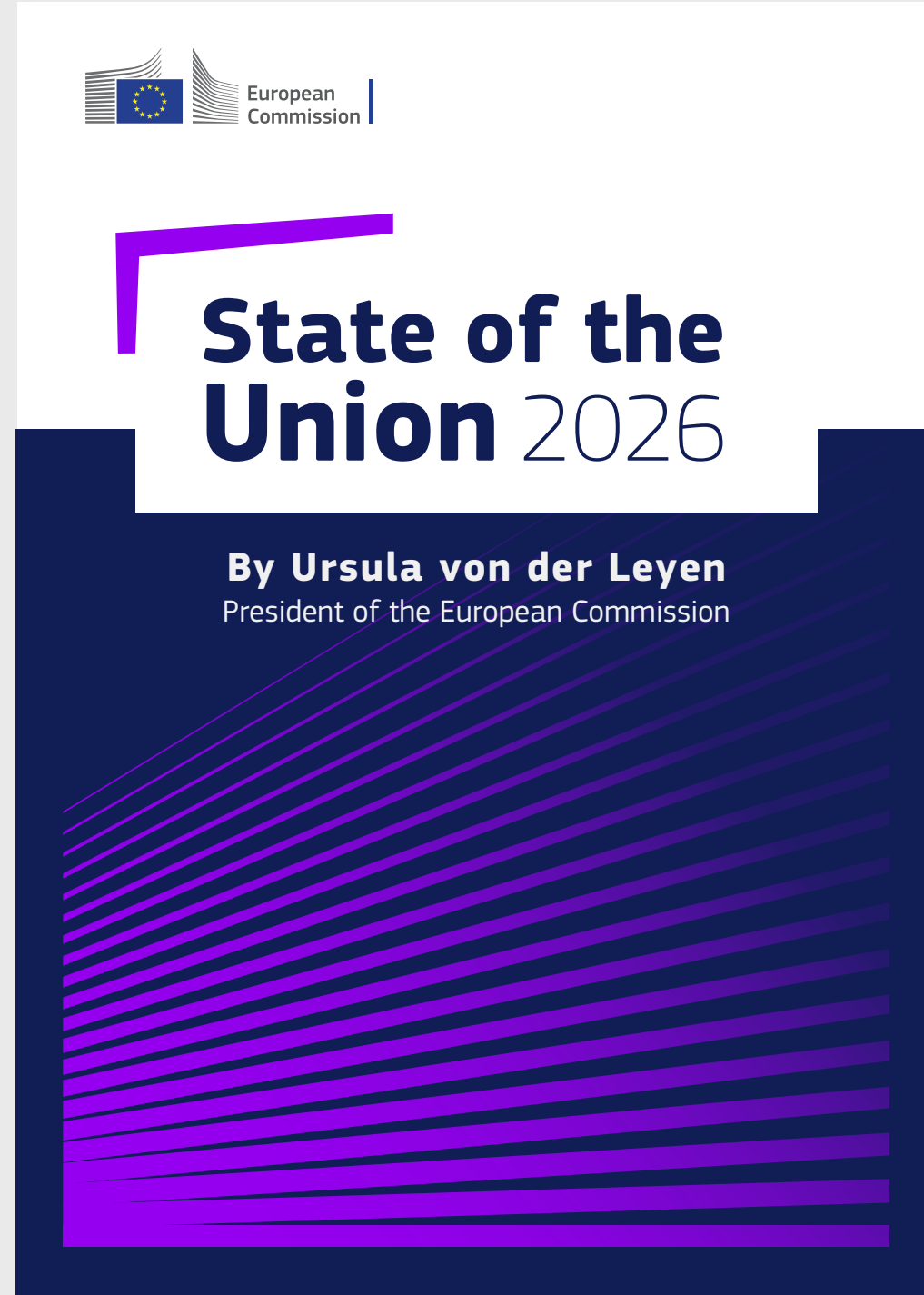
Graphic element

application with pictures



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Report cover



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Report opening pages



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Social media - Save the date



facebook post 1080 x 1080px



youtube banner 2560 x 1440px

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Social media - Instagram post examples



instagram post 1080 x 1350px

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Quotes



“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed **diam nonummy nibh** euismod tincidunt ut laoreet dolore **magna aliquam.**”

Ursula von der Leyen
President of the European Commission





“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed **diam nonummy nibh** euismod tincidunt ut laoreet dolore **magna aliquam.**”

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Website banners

1920 x 480px



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Report opening pages

