BRAND GUIDELINES · VERSION 1.0

Génération Maastricht

Federation of Young European Policymakers
The European Youth Engagement Laboratory



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01 · WHO WE ARE

About Génération Maastricht

These guidelines set out how to present Génération Maastricht in print, on screen and in partner communications. They are written for the press, partner institutions, chapters and volunteers.

APPROVED DESCRIPTION · ENGLISH

Génération Maastricht, the Federation of Young European Policymakers, brings together young Europeans to contribute to United Nations and European Union decision-making and to strengthen youth participation in public life. Founded in Paris in 2019 by Pierre-Jean Clausse, it takes its name from the treaty whose debates divided Europe, as a reminder that listening comes first. More than 750 people have volunteered with or joined the federation.

DESCRIPTION VALIDÉE · FRANÇAIS

Génération Maastricht, Federation of Young European Policymakers, rassemble de jeunes Européens pour contribuer aux décisions des Nations unies et de l'Union européenne et renforcer la participation des jeunes à la vie publique. Fondée à Paris en 2019 par Pierre-Jean Clausse, elle tient son nom d'un traité dont les débats ont divisé l'Europe, pour rappeler que l'écoute vient en premier. Plus de 750 personnes s'y sont engagées comme bénévoles ou membres.

MISSION

Make young Europeans full stakeholders in global and regional governance, at the United Nations, the European Union and national institutions.

RECOGNITION

Giverny 50, Le Point 2025, Associations category. Founder listed in Forbes 30 Under 30.

CONTENTS

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The light bulb

The logo is a light bulb carrying the name, under eleven rays in red, yellow, green and blue: the laboratory where young Europeans' ideas take shape. The wordmark is drawn, not typed. Always use the master files.



Colour

The primary version. White and light grounds, and photographs when the bulb stays legible.



Colour on dark

The white bulb carries the name, so the colour version also works on Deep Midnight.



One colour, blue

Single-colour printing, embossing, letterheads and official forms.



White

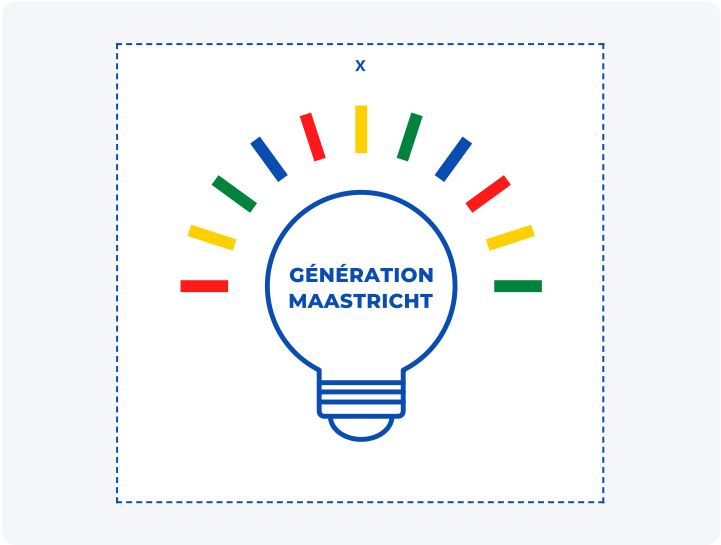
On Maastricht Blue, Deep Midnight or dark photographs.



The symbol

The bulb without the name, for favicons, app icons and any use under the minimum size of the full logo. It never replaces the full logo where the full logo fits. Social profile pictures use the square avatar file, which keeps the name.

Space, size and misuse



Clear space

Keep a free margin at least **x** on every side, where x is the length of one ray. No text, edge or other logo enters that space.

Minimum size

VERSION	SCREEN	PRINT
Full logo	160 px wide	35 mm wide
Symbol	24 px wide	8 mm wide

Please do not



✕ Stretch or squash it



✕ Change its colours



✕ Rotate or tilt it



✕ Add shadows or effects



✕ Use the blue version on dark grounds

Génération
Maastricht

✕ Retype the name as a logo

04 · COLOUR

Colours taken from the logo

Maastricht Blue leads. The three ray colours are accents: use one at a time in layouts, and show all four together only in the logo and the four-colour rule.

Maastricht Blue

`#0A4DB0 · RGB 10 77 176`

Primary. Logo, headings, links, buttons. Text on white passes (7.8:1).

Ray Red

`#FF1A1A · RGB 255 26 26`

Accent for shapes and rules only. Too light for text on white (3.9:1).

Ray Yellow

`#FFD000 · RGB 255 208 0`

Highlights and buttons on dark grounds. Ink text on yellow passes (12.1:1). Never text on white.

Ray Green

`#00843D · RGB 0 132 61`

Accent; usable for text on white (4.8:1) and white text on green.

Deep Midnight

`#0B1F3A · RGB 11 31 58`

Dark grounds: hero bands, footer, cover.

Ink

`#0F172A · RGB 15 23 42`

Body text on white and Clean Slate.

Clean Slate

`#F4F6F9 · RGB 244 246 249`

Page ground for long reading content.

White

`#FFFFFF · RGB 255 255 255`

The logo's bulb, cards and print paper.

Lora and Inter

A serif for authority, a sans for clarity. Both are free and open source on Google Fonts, so chapters and partners can use them without a licence.

DISPLAY · LORA

Aa

Listening is where every treaty begins.

Headlines, pull quotes, authority statements. Weights 500 and 600; italic 500 for quotations. fonts.google.com/specimen/Lora

TEXT AND INTERFACE · INTER

Aa

Body copy, navigation, buttons, forms, data and captions. Clear at every size.

Weights 400, 500 and 600; uppercase labels tracked at 0.2em. fonts.google.com/specimen/Inter

STYLE	TYPEFACE	WEB SIZE / LINE HEIGHT	PRINT	SAMPLE
Display	Lora 600	64 / 70 px	32 pt	Multilateral
Heading 1	Lora 600	40 / 46 px	22 pt	Our chapters
Body	Inter 400	17 / 28 px	10 pt	Join a chapter near you.
Label	Inter 600, uppercase	12 / 16 px, tracking 0.2em	8 pt	PRESS RELEASE

How we sound

Listen first

The name recalls a treaty whose debates divided Europe. We describe positions fairly before we take one.

Institutional, never stiff

We write for ministries and for students in the same sentence: exact on facts, plain in wording.

Precise over loud

Figures are sourced and dated. No superlative we cannot prove.

Writing the name

CONTEXT	WRITE	AVOID
Running text, every language	✓ Génération Maastricht	✕ Generation Maastricht, Gen Maastricht
Full title, first mention	✓ Génération Maastricht, the Federation of Young European Policymakers	✕ GM in running text
Tagline	✓ The European Youth Engagement Laboratory	✕ Translated or shortened taglines
Social handles and URLs	✓ generationmaastricht.org	✕ Accents in web addresses

07 · FILES AND CONTACT

Files in the brand kit

FILE	FORMATS
Logo, colour	SVG · PNG
Logo, one colour blue	SVG · PNG
Logo, white	SVG · PNG
Symbol, colour	SVG · PNG
Social avatar, square	SVG · PNG 2000 and 512 px
Colour tokens for the web	CSS
These guidelines	PDF

DOWNLOAD

generationmaastricht.org/brand-kit

PRESS AND PARTNERSHIPS

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