



# YOUth Space Link

COMMUNICATION PLAN:  
Annex 1



URBACT



Co-funded by  
the European Union  
Interreg

# URBACT LOGO

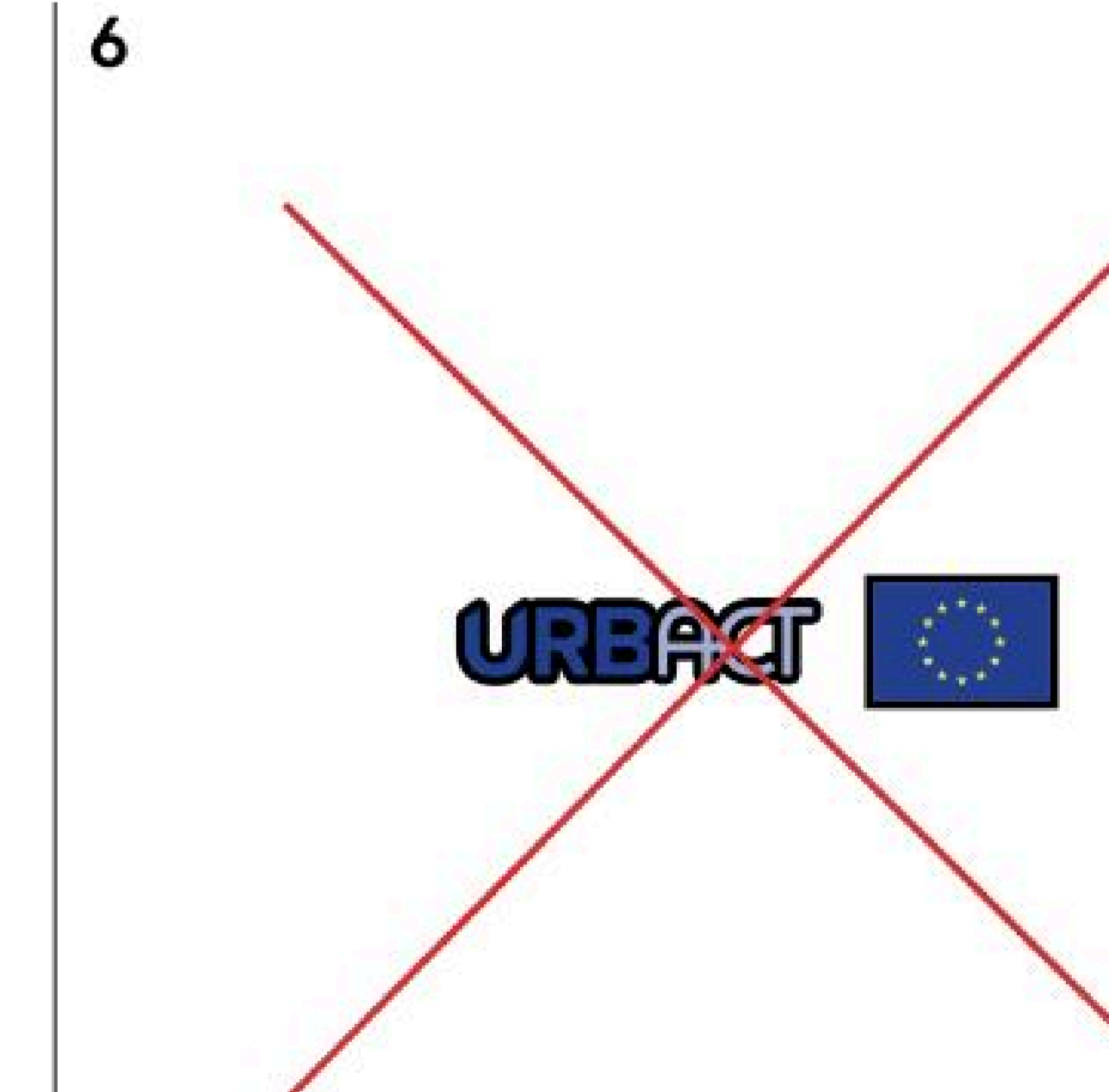
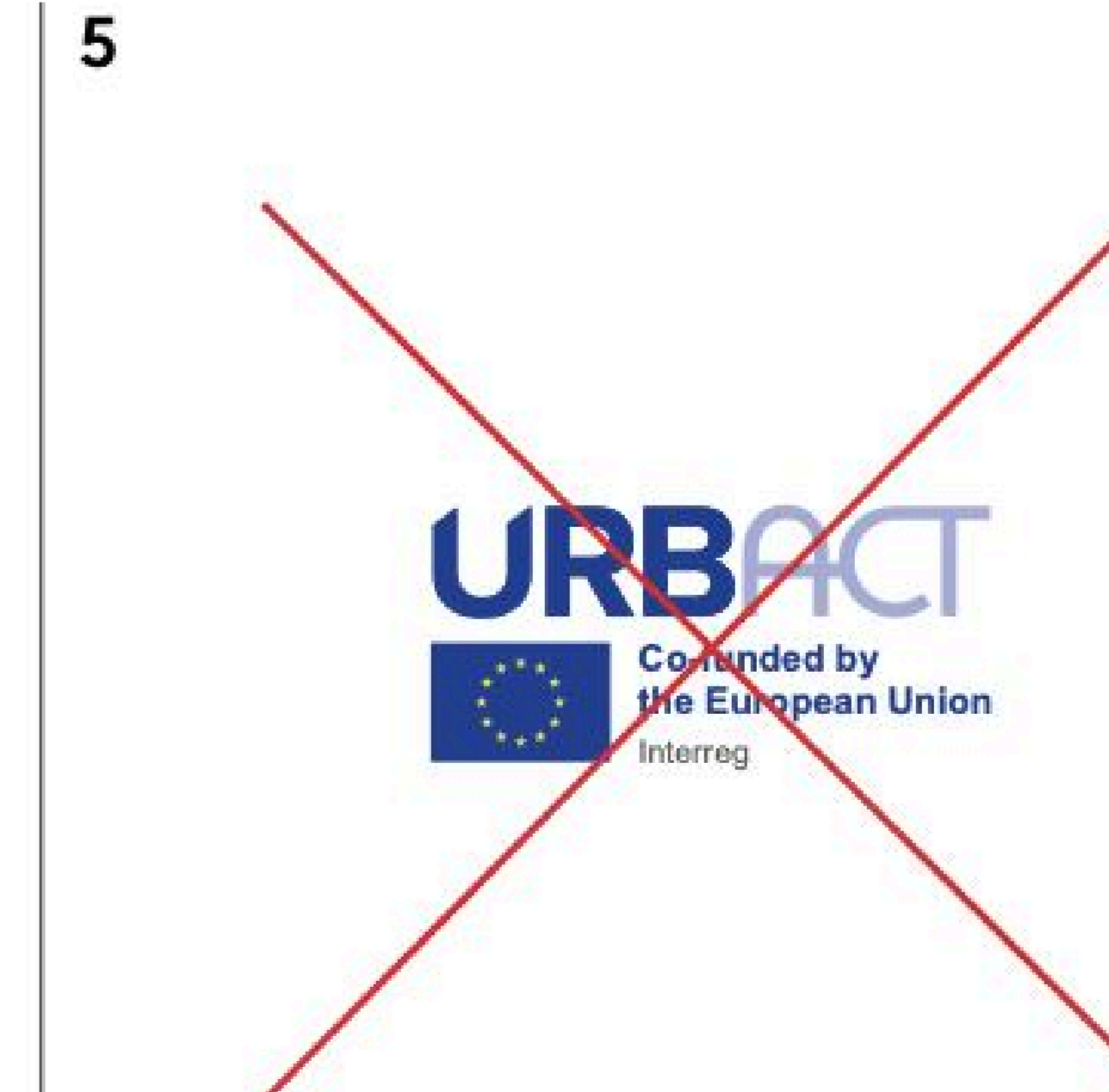
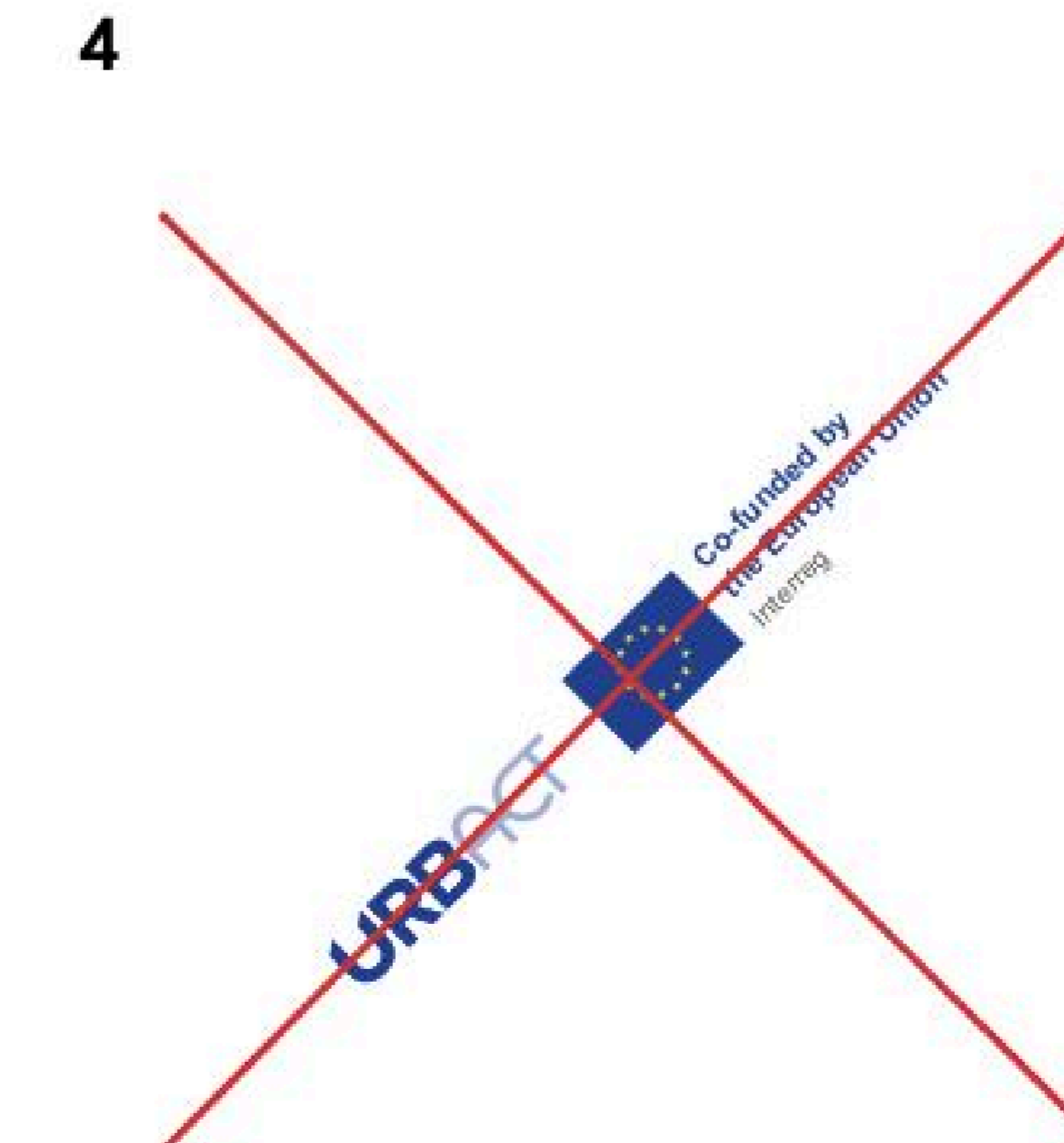
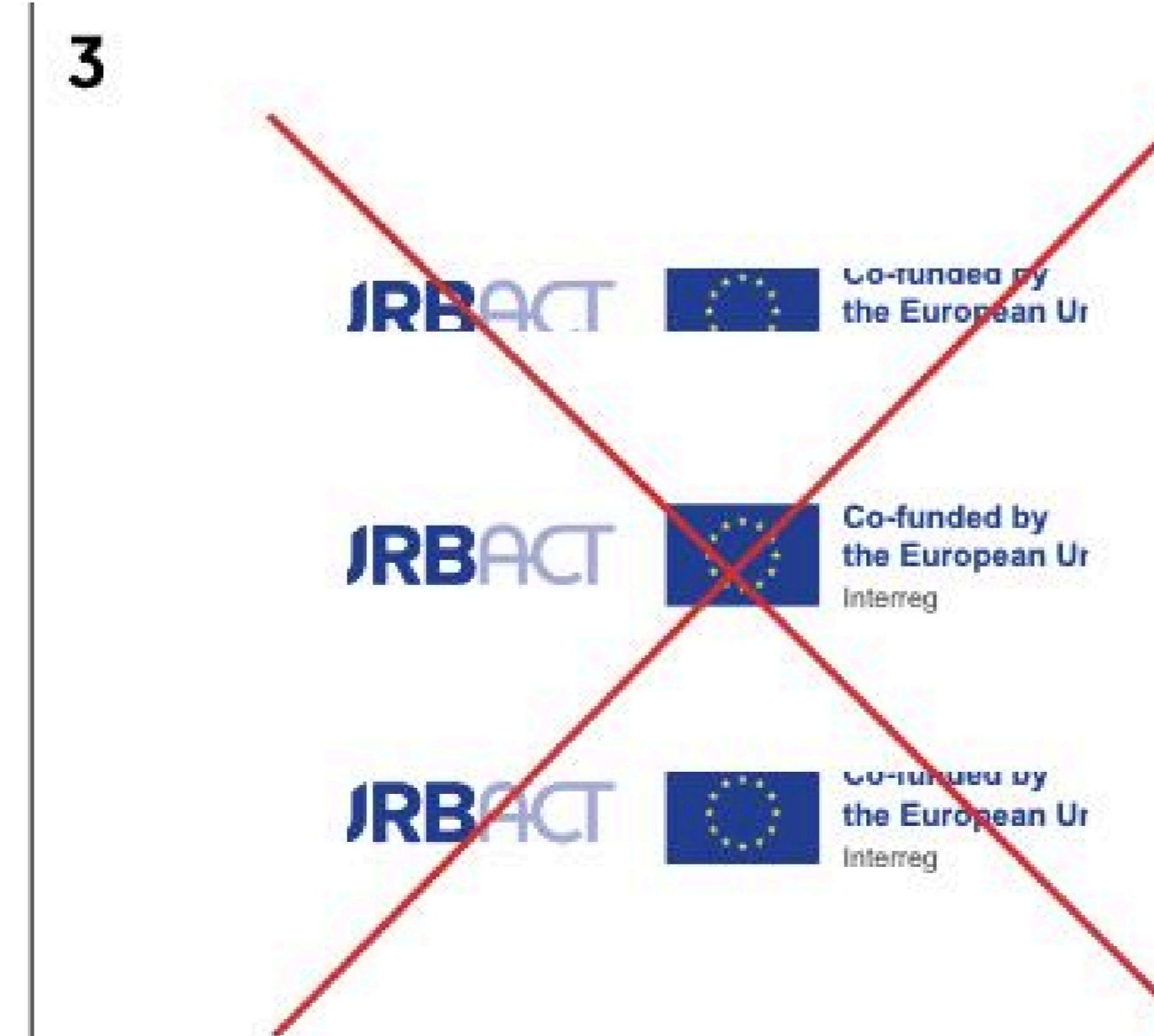
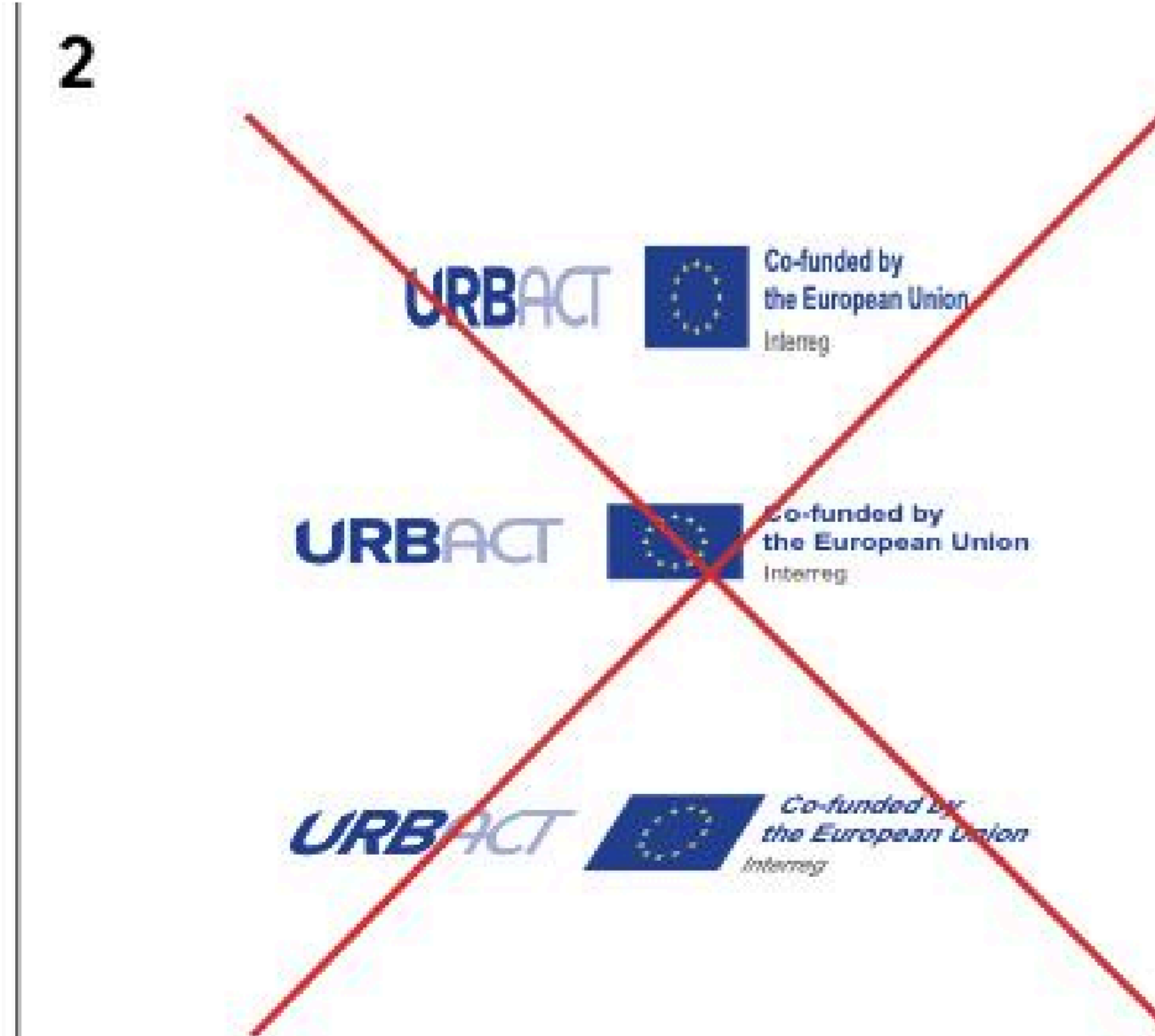
The new URBACT brand is designed to provide a robust and easily-recognizable identity that favors an easy combination with other logos in co-branding situations.

In order not to interfere with other pictorial design elements and to give the EU emblem a graceful presence, a purely typographic solution without any other graphic elements was chosen.



 THE URBACT LOGO MUST BE VISIBLE ON ALL DESIGNS

– URBACT IV Graphic Charter – The logo and its frame, p. 4



# NETWORK BRANDING

NETWORK TITLE

**YOUth Space Link**




TAGLINE


**Connecting cities to empower  
youth participation**

BOILERPLATE

YOUth SPACE LINK connects 7 European cities that believe youth spaces can be more than just places – they can be platforms for participation, dialogue and real influence on local policies. By sharing experience and learning from each other, cities adapt proven solutions to empower young people in their own local contexts.

# COLOUR PALETTE

 <b>BACKGROUND</b>	 <b>ACCENT</b>	 <b>SUB-ACCENT</b>
HEX: #FAFAFA RGB: 250, 250, 250 PANTONE: 11-0601 TCX	HEX: #164194 RGB: 22, 65, 148 PANTONE: 286 C	HEX: #C70075 RGB: 199, 0, 117 PANTONE: 233 C

 <b>GRADIENT</b>	#164194    RGB: 22, 65, 148 #C70075    RGB: 199, 0, 117 #FF9180    RGB: 255, 145, 128
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The colour palette should be used mindfully to ensure visual consistency, readability, and accessibility across all communication materials.

Colorus should provide sufficient contrast between text and background elements to make content easy to read and inclusive for diverse audiences, including people with visual impairments

*“Accessibility and Inclusivity” – YOUth Space Link Communication Plan, p. 5)*

# TYPOGRAPHY

Core sans C remains the main font used in the programme. It should be used for headings, chapters, headings and all first-level text.

All weights should be used to create dynamism and variation in the media. It becomes a central element of the charter.

– URBACT IV Graphic Charter – Main typography, p. 24

The font IBM Plex Sans, the font complimentary to Core Sans C, shall be used for majority of the main text in the designs for the YOUTH Space Link Network

For the specific colour reference of the Title, Subtitle, and Text, see page *Colour Palette*

**Core Sans C**

**Core Sans C**

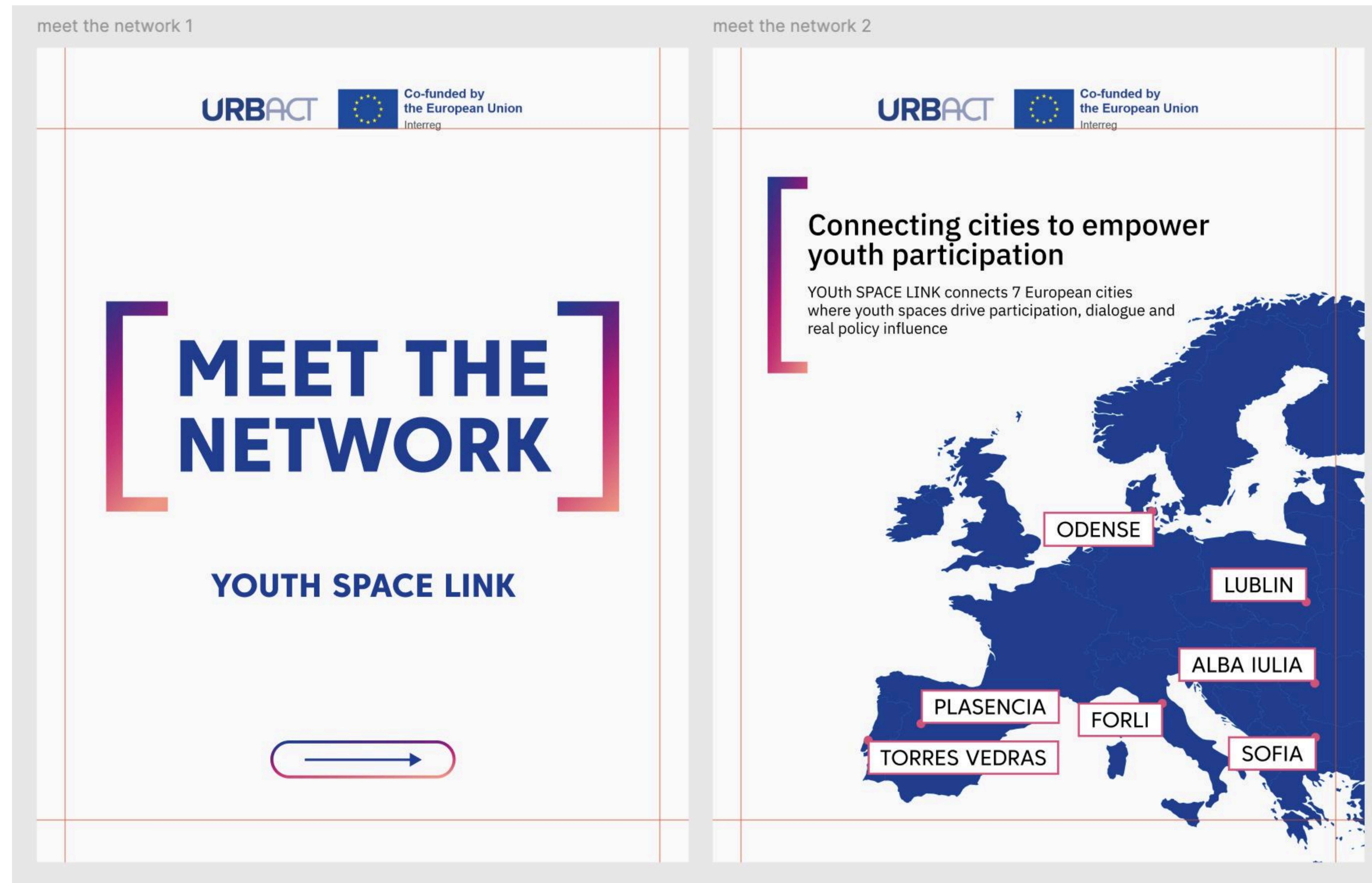
**Core Sans C**

**IBM Plex Sans**

**IBM Plex Sans**

**IBM Plex Sans**

# SOCIAL MEDIA



Posts in the carousel type shall feature a frame with rounded corners with a gradient stroke and an arrow in the middle:



Other important notions include:

- text on graphics should be minimal, yet visible and easy to read from the mobile devices,
- minimal amount of colours shall be used on the graphic design,
- icons should be of either the Accent colour, or Gradient

All posts must feature the URBACT logo on aligned to the horizontal centre on top of the graphic. If the background does not allow using the main logo, auxiliary versions shall be used.

According to the EU Regulation 2021/1060, annex IX (“Communication and visibility”): “If there is no alternative to a coloured background, put a white border around the rectangle, the width of the border being 1/25th of the height of the rectangle”.

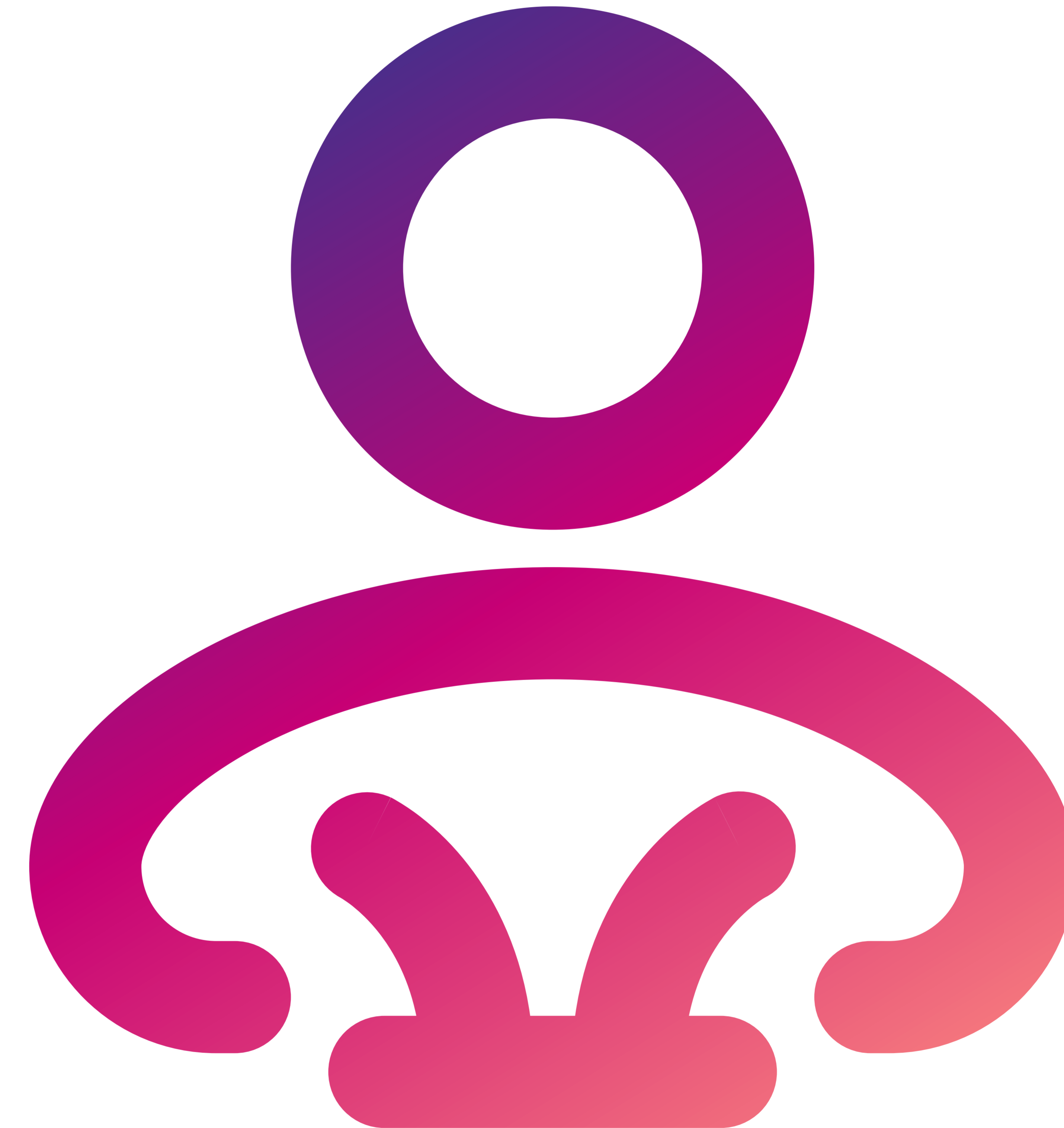
# TONE OF VOICE

The tone of voice of the network should remain clear, human, and accessible, while still maintaining a professional and trustworthy character. Communication should avoid overly formal language, jargon, and excessive use of acronyms in order to stay understandable for diverse audiences and young people.

Content should focus on storytelling, practical examples, and real experiences rather than institutional or technical language. Messages should feel engaging, relatable, and solution-oriented, helping audiences quickly understand why a topic matters and how it impacts people and communities.

The communication style should also be inclusive and positive, encouraging participation, collaboration, and dialogue between partners, stakeholders, and local communities. Whenever possible, communication should “show, not tell” by using concrete examples, visuals, and human-centered narratives.

— URBACT, *URBACT Guide: Writing about Integrated Urban Development*, updated January 2025.



# PHOTOGRAPHY

Photography used in the network's communication should feel authentic, dynamic, and people-oriented. Visual materials should prioritise real moments of interaction, participation, collaboration, and community engagement rather than overly staged or corporate-looking imagery.

Whenever possible, photographs should reflect diversity, inclusion, international cooperation, and active youth participation.

**!** AI-generated visual content should be avoided at all cost.



# VISIBILITY



The visual hierarchy should ensure that no single partner logo dominates the others unless required by official guidelines.

All communication materials should clearly acknowledge the contribution of the project partners and the support of the URBACT programme.

Communication outputs should also include a short disclaimer where appropriate:

The URBACT transfer network known as YOUTH SPACE LINK is funded by the European Regional Development Fund.

For social media communication, consistent hashtags should be used to strengthen visibility, discoverability, and network identity across platforms. Recommended examples include:

#URBACT  
#YouthSpaces  
#YouthParticipation  
#UrbanYouth  
#YouthEngagement

Hashtags should remain relevant and limited in number to maintain readability and avoid overwhelming audiences. Communication should prioritise clarity, accessibility, and audience engagement over institutional formality.

# TEMPLATES



## Good practices for posters:

- one main message per poster,
- large, readable headline,
- limited amount of text,
- strong visual element or photograph,
- visible call-to-action (Register, Join, Learn More, etc.),
- consistent placement of logos and partner acknowledgements.

Presentations should be based on the official URBACT template provided by the Secretariat. Depending on the context, the template may be supplemented with the logo of the presenting city or the logos of participating cities, while preserving the original URBACT branding, visibility requirements, and network branding.

 Each presentation or poster should include the network lettering and URBACT logo, together with any required EU/URBACT visibility elements.

Visual consistency with the network's branding should be maintained through the use of approved colours, fonts, and graphic elements. Logos and mandatory acknowledgements (like source of funding) should be positioned clearly without overwhelming the main content.

# FINAL REMARKS

For clarification or further explanation of any matters connected to communication of the YOUTH Space Link URBACT IV Transfer Network, please address the Communication Officer.



Volodymyr Vityk

Communication Officer of YOUTH Space Link Network

volodymyrvityk4@gmail.com

+48 570 350 947

Lublin, Poland

Thank you for attention, and have fun!