

Communication and Branding Guide 2025

#BEACTIVE



European
Commission



TABLE OF

In this document, you will find all the information needed to apply our campaign identity consistently and effectively across Europe.

It provides clear guidance on communication and visual elements, ensuring that wherever our campaign appears, it communicates with a unified and recognisable presence.

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NC-01-25-099-EN-N ISBN 978-92-68-28433-9 ISSN: 2811-843X DOI:10.2766/8672856

PDF/X

NC-01-25-099-EN-C ISBN 978-92-68-28434-6 ISSN: 2812-1325 DOI:10.2766/6957655

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Sport is more than competition
it's connection.

Across Europe, movement brings us together. Through
#BeActive, we celebrate 10 years of empowering
people to move more and feel better.

From playgrounds to parks,
from families to friends .
This is our shared movement.
This is **#BeActive**.

#BeActive

[01.]

WHO WE ARE

MISSION

VISSION

VALUES

OUR STORY





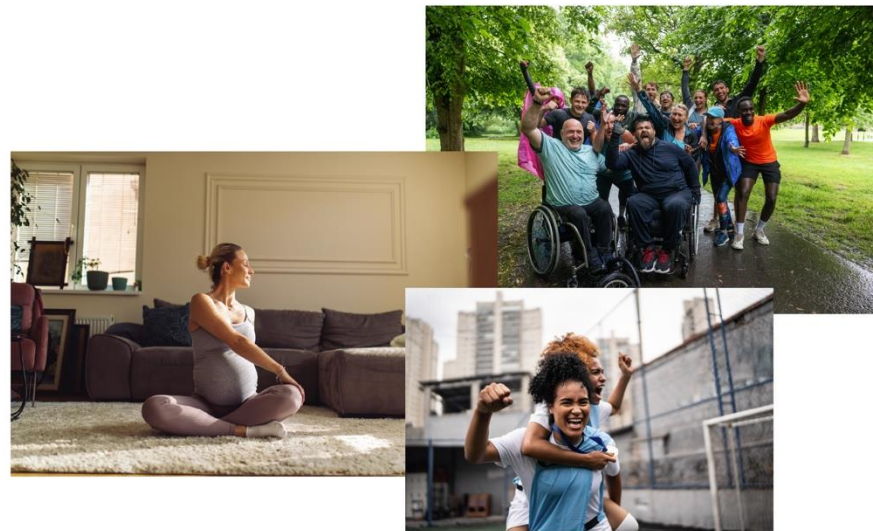
Who We Are



We are a Europe-wide movement committed to making physical activity a part of everyday life.

Launched by the European Commission, the European Week of Sport and #BeActive empowers people of all ages and backgrounds to move more, feel better, and connect through sport.

Celebrating ten years of impact in 2025, the campaign reaches across borders, generations, and communities from city streets to rural villages, schoolyards to workplace corridors uniting everyone around one simple idea: **that movement matters.**



↖ *Promoting
movement, health
and unity across all
generations and
communities.*



Mission & Vision



Our Mission

To inspire and empower people across Europe to embrace movement as a daily habit for better health, stronger communities, and greater well-being.

We use sport and physical activity as tools to foster inclusion, connection, and resilience.

Our Vision

A Europe where everyone has the opportunity to be active, regardless of age, ability, or background.

We envision a continent where physical activity is not a luxury, but a right: integrated into everyday life, supported by communities, and celebrated as a source of joy and unity.

✳ *Movement changes more than your body. It changes lives.*

✳ *From local walks to shared movements, we build a more active Europe.*



Our Values



At the heart of **the European Week of Sport and #BeActive** lies a clear set of values that guide everything we do. These values reflect our belief in sport as a tool for health, connection, and positive change and they shape how we communicate, collaborate, and grow.

We believe the campaign belongs to everyone, and that every step forward, no matter how small, brings us closer to a more active, united Europe.

Our core values are:

- **Inclusion**
Everyone deserves the opportunity to be active.
- **Well-being**
We care for both body and mind.
- **Empowerment**
Every person can inspire change.
- **Joy**
Movement should feel good and be fun.
- **Unity**

Inclusion**Well-being****Empowerment****Joy****Unity**

↖ *Our values are the energy behind the movement.*

We don't just move we move with purpose.



Our Story

10 years. 42 countries. One movement.

The European Week of Sport and #BeActive was launched in 2015 as an initiative by the European Commission to tackle physical inactivity across Europe.

Over the past 10 years, it has grown into a powerful movement present in up to 42 countries and regions, reaching millions of people of all ages and backgrounds.

We've inspired communities, supported healthy habits, and brought the joy of movement into everyday life. What started as a campaign has become a shared commitment to a healthier, more connected Europe.

In 2025, we proudly celebrate a decade of energy, inclusion, and impact. — and we're only just getting started.

2015-2024
**The European Week
of Sport** *in numbers*



Up to 42
Countries & Regions



More than 103
million Participants



More than 353
Thousand Events

↖ *From one step to a
movement and from
a moment to a
legacy.*

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Messaging

[02.]

CONTEXT

RATIONALE

MESSAGING






Con- text



Today, most of us spend too much time online. We jump from one app to another, scroll endlessly, and stay glued to our screens often without even noticing how much time has passed.

At the same time, our lifestyles have become more and more sedentary. We sit at desks, travel by car or public transport, and when we finally get home, we relax... by going straight back to our screens. This lack of movement isn't helping our health: physical or mental.

The **#BeActive 2025** campaign wants to change that. Not by telling people to quit their phones, but by encouraging small steps that make a real difference. It's not about doing more than you can handle. It's about finding balance. Moving a bit more. Scrolling a bit less.

 *From one step to a movement and from a moment to a legacy.*



Ratio- nale




Over the past ten years, **the European Week of Sport and #BeActive** has grown from a campaign into a real community, a movement of people from every corner of Europe who decided to take that first step. To get moving. To feel better. And to do it together.

Because movement isn't just about physical health. It's about connection. Confidence. Belonging. From local running groups to dance classes, lunchtime walks to community workouts, every step has brought people closer.

Today, in a world where digital connection is constant but real connection feels rare, **#BeActive** is a reminder that we are not alone. That we move further and feel stronger, when we move together.

We're not just promoting activity. We're growing a community. One where everyone is welcome, everyone has a place, and every effort counts.

 *From one step to a movement and from a moment to a legacy.*



Messa- ging



The messaging for the **#BeActive 2025** is built around **a dual objective:**

- Celebrating a **decade of positive impact**
- Use this momentum to **reinforce the benefits** of physical activity for individuals and communities.

The key messages should remain consistent but adaptable, reflecting the tone and interests of each audience segment.

Core slogan : #BeActive - Move more, scroll less - 10 years

Content Pillars



↖ *Promoting movement, health and unity across all generations and communities.*



Messa- ging




Messages Adaptation

While our core identity remains unified under #BeActive, the messages can be adapted depending on the target audience and the specific key pillar being addressed — whether it's education, inclusion, intergenerational activity, or community engagement.

This flexible approach allows us to speak more directly to each audience segment while remaining true to the overall spirit of the campaign.

By doing so, we continue to build and expand our verbal brand in a coherent and strategic way, always anchored in the values of movement, unity, and participation.

All adaptations should remain positive, inclusive, and clearly linked to the core message of **#BeActive and the European Week of Sport.**

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Communication Guidelines

[03]

SOCIAL MEDIA

NCB'S AND PARTNERS

#BeACTIVE NIGHT

#BeACTIVE AWARDS





Social Media



More than ever, the European Week of Sport and #BeActive campaign gains visibility online through social networks.

The European Commission uses social media channels to disseminate the European Week of Sport campaign messages and communication materials, so please keep an eye out and make sure you like and share the content!

The main channels are:



↖ *Promoting movement, health and unity across all generations and communities.*



Social Media



What do we encourage you to do on social media?

#BEACTIVE ON INSTAGRAM



Use **#BeActive** hashtags, filters and stickers. Instagram is a very hashtag-friendly network. By using **#BeActive** and **#EuropeanWeekofSport**



Release Instagram Stories regularly as the format is very popular, and create Highlights collections with the most interesting ones



Create Reels, to express your **#BeActive** creativity and to reach users outside your community, in 90-sec maximum



Use the live format and invite your community, partners, and Ambassadors to share the **#BeActive** message.



Prefer carousels to single photos, as they create more engagement than the latter



Make sure to tag [european_youth_eu](#) in all relevant posts and stories. Don't forget to also tag other partners, national coordinators, and Ambassadors!

#BEACTIVE ON FACEBOOK



Share, comment and like posts from the campaign channels via your own or your organization's page



Post frequently using the **#BeActive** hashtag



Create Facebook event pages for your own initiatives to invite people to participate on-site and share relevant information



Tag other partners, national coordinators, and Ambassadors



Make use of the **campaign content**



Participate in conversations or live audio rooms by commenting or replying to other users on **#BeActive** posts

#BEACTIVE ON X



Share, comment and like posts from the campaign channels via your own or your organization's page



Post frequently using the **#BeActive** hashtag



Follow and tag **@EuSport** and tag **@EuSport** account in your posts




Tag other partners, national coordinators, and Ambassadors



Make use of the **campaign content**



Participate in conversations or live audio rooms by commenting or replying to other users on **#BeActive** posts

 *Promoting movement, health and unity across all generations and communities.*



NCB's and Partners



If you are a European Week of Sport National Coordinating Body you can help campaign grow by:

1. Sharing stories and your campaign highlight(s) with us
2. Involving your Ambassadors
3. Identifying and activating influencers
4. Keeping the information on your website up-to-date

If you are a European Week of Sport PARTNER, you can help campaign grow by:

1. Helping us engage with your community
2. Including the #BeActive hashtag in all your key events and activities
3. Briefing your representatives/athletes/partners about the #BeActive campaign
4. Proactively suggesting new initiatives and opportunities for cooperation
5. Encouraging your members to get in touch with national coordinating bodies in their respective countries – we salute cooperation between NCBs and partners, especially at national level
6. Sharing stories and your campaign highlight(s) with us

↖ Our values are the energy behind the movement.

*We don't just move
we move with
purpose.*



The new “**#BeActive EU Sport Awards**” launched in 2025 as a single call will build on the efforts of the past #BeActive Awards and #BeInclusive EU Sport Awards, which celebrated outstanding initiatives and commitments to promote inclusive participation in sport and physical activity and encouraged people to stay active between 2015 and 2024.

The #BeActive EU Sport Awards have 5 categories.

Physical activity - recognising initiatives that have successfully encouraged physical activity at all levels.

Inclusion - celebrating sport activities that meet social challenges and successfully use sport as powerful tool to promote social inclusion, gender equality, diversity and unity.

Volunteering - recognising sport activities initiated by organisations and/or Individuals who have made outstanding contributions to sports through volunteering.

Across generations - recognising sport activities run by organisations that have made a significant contribution to strengthening communities.

Peace – recognising initiatives that have brought diverse communities groups, and individuals together, transcending differences and encouraging dialogue, tolerance, and cooperation.

Call opening: 11 June 2025

Deadline for submission: 24 September 2025

Information on evaluation results / award: March 2026

Awards Ceremony: May 2026 (TBC).


PLEASE NOTE:

#BEACTIVE AWARDS

<https://sport.ec.europa.eu/initiatives/beactive-awards/roll-of-honour>

#BEINCLUSIVE EU SPORT AWARDS

<https://sport.ec.europa.eu/initiatives/beinclusive-eu-sport-awards>

 *From one step to a movement and from a moment to a legacy.*



#BEACTIVE Night

*Join us on the most exciting
#BeActive event!*



WHEN

27 September



WHERE

All over Europe



HOW

Thousands of activities in
all countries and regions
participating in the European
Week of Sport.

About

Launched in 2018, **the #BeActive Night** is paramount to increasing awareness of the Week and a key means **to generating enthusiasm and a sense of European unity around the European Week of Sport campaign.** #BeActive Night is the only compulsory event for the NCBs across Europe.

↖ *From one step to a
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Visual identity

[04.]

CAMPAIGN SIGNATURE

PHOTOGRAPHY

GRAPHIC ELEMENTS

EC LOGO OR EU FLAG

COLOURS

TYPEFACE



Campaign Signature


The #BeActive Campaign signature is the core visual symbol of our campaign identity. It represents movement, energy, and unity, the spirit of a Europe that moves together.

To mark the 10th anniversary, the **Campaign signature** remains unchanged, reinforcing the consistency and recognisability of the brand across all editions. **A special anniversary badge has been created to accompany the Campaign signature throughout 2025**, which will be presented in the next section.

All campaign communication must align with the #BeActive visual identity.

The European Commission logo is the primary identifier and must always be present. Creating a separate or parallel identity would lead to confusion and weaken institutional coherence.

For this reason, the European Week of Sport does not have its own logo. It is a verbal brand, allowing for greater flexibility in communication. The name can be applied freely across a wide range of formats always in conjunction with the European Commission logo.

 *Promoting movement, health and unity across all generations and communities.*



Campaign Signature

#BeActive Campaign Signature



#BeActive + European Week of Sport Campaign Signature





Campaign Signature



10 Years Anniversary Badge

To mark the 10th edition of the European Week of Sport, a special **#BeActive 10 Years badge has been created**. This commemorative element is not a replacement for the official logo, but an add-on to celebrate a decade of movement, inclusion, and impact.

The badge design draws inspiration from the spiral, the new visual symbol of the campaign. Just like the spiral, it conveys energy, momentum, and continuity. Reinforcing the sense of movement at the heart of #BeActive. This ensures full visual coherence with the rest of the identity system.

The badge can be used alongside the #BeActive logo across digital and print materials, social media content, and event signage. **Its purpose is to enhance the visibility of the anniversary** and ensure a recognisable, unified look for all 2025 campaign assets.

We **strongly recommend** using the **#BeActive signature with the 10 Years badge on all communication materials throughout 2025**, to strengthen campaign recognition and celebrate this milestone consistently across Europe.

PLEASE NOTE:

• The badge should not be used on its own.

• It should always appear in support of the core visual identity, never as a standalone mark.

Whenever possible, the campaign signature should be used together with the 10 Years anniversary badge to ensure consistency and reinforce the visibility of this special edition.

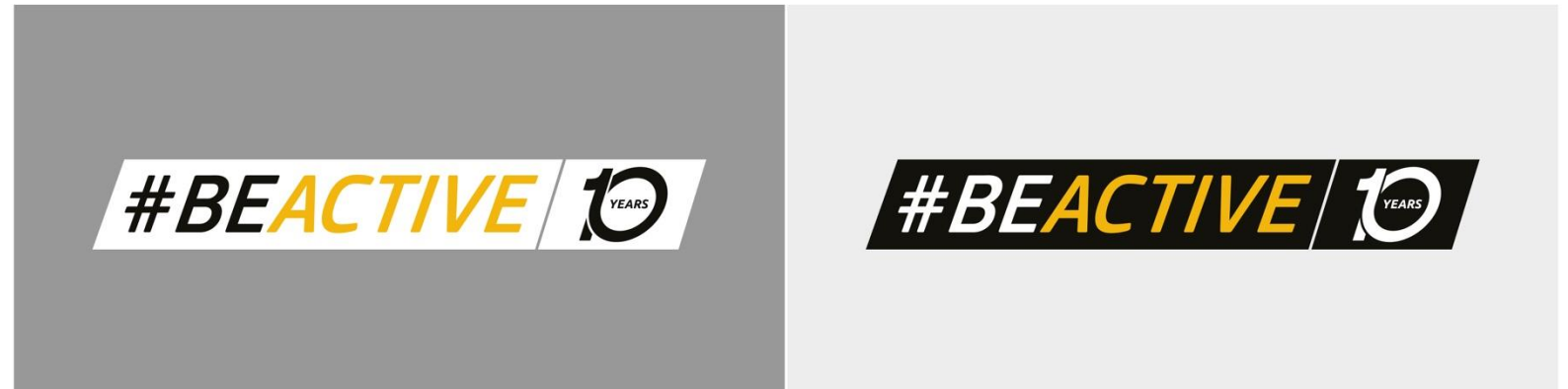


Promoting movement, health and unity across all generations and communities.



Campaign Signature for 2025

#BeActive + 10 years Campaign Signature



#BeActive + European Week of Sport + 10 years Campaign Signature





Graphic Elements





Graphic Elements

Our Main Graphic Element

The European Week of Sport has an established and widely recognised visual identity. In 2025, to mark its **10th anniversary**, we are giving it a subtle yet meaningful twist.

This year, we're inspired by a simple truth: **becoming more active often begins with a single step**, but that step can spark something much bigger.




The spiral represents this idea perfectly. **Once you move, energy builds, confidence grows, and momentum follows.** What starts as a small action becomes a continuous flow **a journey of movement, balance, and transformation.**



As the new visual symbol of the #BeActive campaign, **the spiral** captures this evolution **dynamic, open, and always in motion**, just like the lives we aim to inspire. **It also looks like the "0" in the 10 Years** badge, helping to visually connect all elements of the campaign and bring **extra unity to this special edition**

After ten years of encouraging Europe to move, the spiral reminds us: **every journey begins with one step and every step counts.**

 *Promoting movement, health and unity across all generations and communities.*



Graphic Elements

ELEMENTS OF THE CAMPAIGN IDENTITY


To ensure consistency, always follow these principles when referring to the European Week of Sport:

1. **Use the full authorised name: European Week of Sport (not EWoS or EU Sport Week).**
2. **Use the fixed dates without the year.**
3. **Use the hashtag: #BeActive — it must remain untranslated with badge in 2025.**
4. **Include: “An initiative of” + EC logo or “Co-funded by Erasmus+” + EU flag.**

These elements should be included across all communication tools (posters, social media, websites, etc.), preferably on the same page and always clearly visible without distortion.

The elements must be visible in their entirety without distorting or modifying their components. When the elements are used with other logos or text, make sure all the visuals have equal and balanced visual weight.

These guidelines give concrete examples and ideas on how to apply the European Week of Sport - #BeActive as a brand name to different communication tools and products.

 *Promoting movement, health and unity across all generations and communities.*



Colours



Colour is a fundamental element of the #BeActive identity. It brings energy, contrast, and instant recognition to the campaign. Our palette is designed to be bold, accessible, and flexible. Suitable for digital, print, and on-site applications.

Primary colours



C	M	Y	K
0	37	85	0
R	G	B	
251	186	0	
HEX	#F2B03D		

C	M	Y	K
0	0	0	100
R	G	B	
0	0	0	
HEX	#000000		

C	M	Y	K
0	0	0	0
R	G	B	
256	256	256	
HEX	#FFFFFF		

PLEASE NOTE:

Whenever possible, primary colours should be prioritised. They form the foundation of our visual identity and ensure a strong, consistent brand presence across all platforms and languages. Use secondary colours only when needed to support visual diversity or meet specific content goals.

Secondary colours



C	M	Y	K
25	100	0	0
R	G	B	
192	32	132	
HEX	#C01F83		
PANTONE	241 C		

C	M	Y	K
55	0	100	0
R	G	B	
134	188	37	
HEX	#86BC24		
PANTONE	360 C		

C	M	Y	K
75	25	0	0
R	G	B	
38	153	214	
HEX	#2598D5		
PANTONE	2925 C		

C	M	Y	K
0	65	54	0
R	G	B	
255	111	95	
HEX	#FF6F61		
PANTONE	170 C		

Promoting movement, health and unity across all generations and communities.





Colours

The **#BeActive** gradient blends Orange and Yellow, creating a vibrant transition that reflects the campaign’s energy, movement and warmth.


This dynamic visual device is unique to our identity. It brings rhythm, depth and a celebratory feel to our materials, especially in this 10th anniversary year.

Use the gradient consistently across backgrounds, graphics and layouts to strengthen the recognisability and cohesion of the campaign.






C	M	Y	K
0	85	100	0
R	G	B	
255	75	0	
HEX	#FF4B00		
PANTONE	Orange 021 C		



C	M	Y	K
0	50	100	0
R	G	B	
255	147	0	
HEX	#FF9300		
PANTONE	137 C		

PLEASE NOTE:

- Don't rotate, reverse or recolour the gradient
- Don't apply it to text or small logos — it reduces legibility
- Don't use it with low-contrast or clashing elements
- Don't stretch or distort the gradient area
- Don't use unofficial colour values or create custom versions

 Promoting movement, health and unity across all generations and communities.



Type- faces

Ubuntu

Aa
Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
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Typography

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Bold
Bold Italic
Medium
Medium Italic
Regular
Italic
Light
Light Italic

↖ ***Promoting
movement, health
and unity across all
generations and
communities.***



Photo- graphy

Our photography captures the energy, diversity, and everyday reality of being active in Europe. Images should reflect real people in real moments: walking, dancing, cycling, stretching, moving across cities, parks, schools, homes, and clubs.

A key focus of our visual language is community. We want to show people connecting through movement — training together, cheering each other on, laughing after a game. This human connection is at the heart of the #BeActive message.

The visual tone must be:

- **Authentic**
Avoid overly posed or polished stock photos
- **Inclusive**
Represent all ages, body types, ethnicities, genders, and abilities
- **Dynamic**
Show motion, interaction, and emotion
- **Natural**
Use soft lighting, candid angles, and minimal retouching

Photos can be used full-bleed, with overlays, or integrated with graphic elements such as the #BeActive gradient or circular forms.

PLEASE NOTE:

We don't highlight elite sport, we celebrate everyday activity and the joy of moving together.



Promoting movement, health and unity across all generations and communities.



Photo- graphy





Photo- graphy





The EC Logo or the EU Flag?



For the promotion of the European Week of Sport 2025, use the European Commission logo as sign-off

To acknowledge that European Week of Sport is an initiative of the European Commission, the visual identity has to include the European Commission logo with the mention “an initiative of” as sign-off.



The text line “An initiative of the” (or the national language translation of this phrase) and the EC logo shall be placed together at a distinctive but not necessarily prominent place and well apart from any other logos.

The preferred option for the typeface is Verdana.

Italic and underlined variations and the use of font effects are not allowed. The logo of the European Commission is a protected trademark. The European Commission will pursue cases of abuse and fraudulent use of the logo.


PLEASE NOTE:

Third parties can download, copy and store the European Commission logo in all its formats and linguistic versions from the Visual Identity Resource page of the European Commission's website.

Please note that there is a slight colour update to the logo.

The new version can be downloaded here:

https://commission.europa.eu/resources/european-commission-visual-identity_en

 **Promoting movement, health and unity across all generations and communities.**



The EC Logo or the EU Flag?



If the event being promoted is co-funded by the Erasmus+ programme, use the EU emblem on promotional material

Beneficiaries of European Union (EU) funding are obliged to display the EU flag and to acknowledge the support received under the relevant EU programmes in all communication and promotional material.




**Co-funded by
the European Union**

The name of the EU programme can appear with the EU emblem. However, no graphical mark (i.e. logo) shall be created using the EU emblem and name of the programme.

PLEASE NOTE:

The EU emblem logo, the translations "Co-funded by..." and the guidelines for third parties can be downloaded on:

https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

 **Promoting movement, health and unity across all generations and communities.**

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Examples

[05]





A4 Format





Billboard





Wall Billboard





Banner



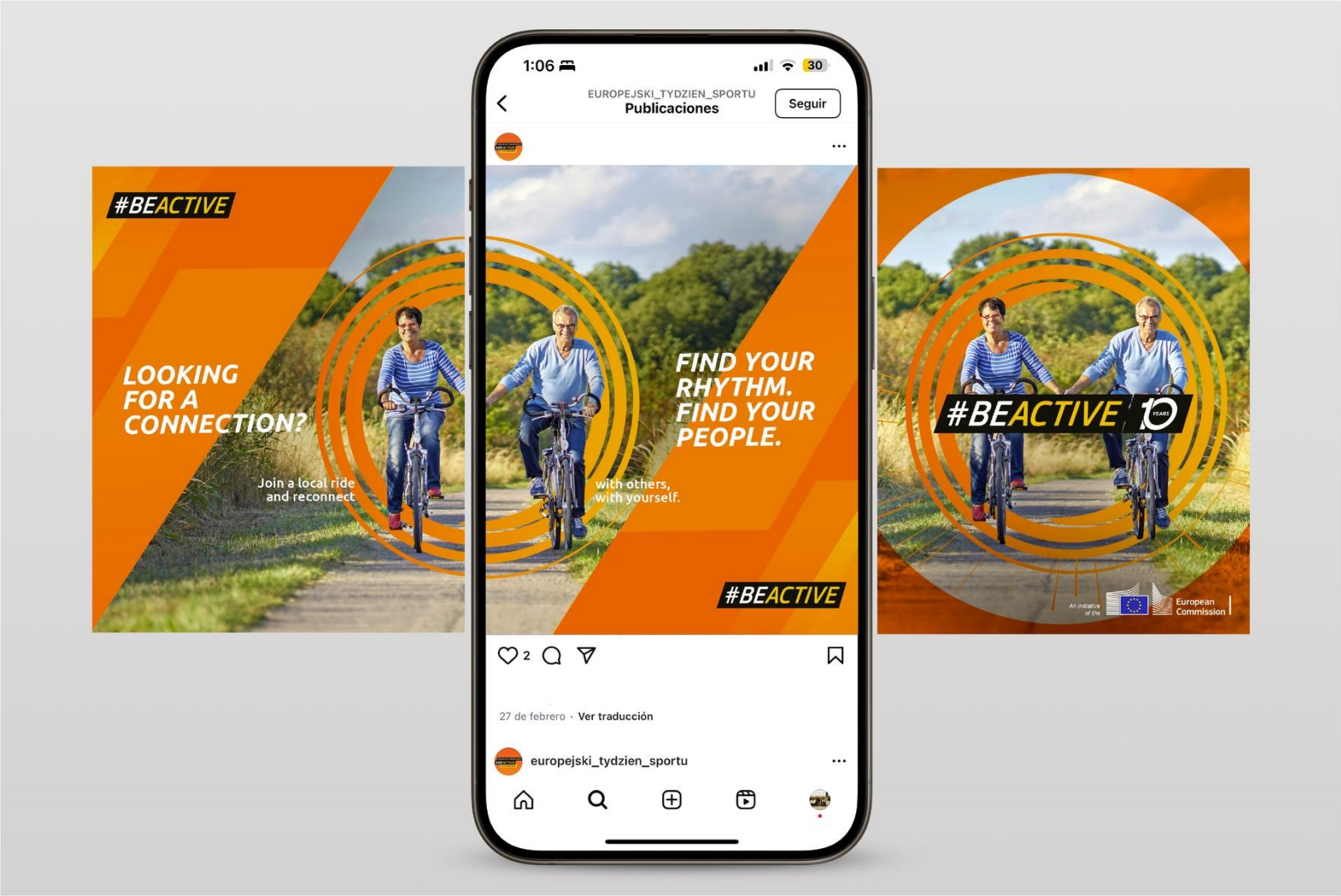


Roll-Up





Narrative Carrousel





Social Cards Portrait





Social Cards Stories



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Resources & Contact

[05.]





Resources



All you need to have to promote the European Week of Sport

Communications Toolkit

This Communication and brand guide 2025 is your go-to reference for all communication and branding related to the campaign. It brings together key messages, visual guidelines, and timing to help you create consistent, high-impact materials across Europe.

Whether you're planning local activities or producing digital content, this guide ensures that all elements stay aligned under a single, recognisable identity — strengthening the visibility and coherence of the #BeActive movement.

Data & Statistics

Eurobarometer for Sport (Special Eurobarometer 525)

<https://europa.eu/eurobarometer/surveys/detail/2668>

WHO Global action plan on physical activity 2018-2030

<https://www.ccacoalition.org/resources/global-action-plan-physical-activity-2018-2030-more-active-people-healthier-world>

WHO Physical activity country factsheets (2024)

<https://www.who.int/europe/publications/m>

#BeActive repository

[BeActive 2025 repository](#)

↖ *Our values are the energy behind the movement.*

We don't just move we move with purpose.



Let's Keep In touch



We are here to support you!

If you have any questions about the European Week of Sport, the #BeActive communication campaign and related activities, please contact us at:

beactive2025-com@gopa.eu

We are more than happy to watch and read about your #BeActive success stories!

If you have any best practice examples on what works well in your respective countries, share them with the #BeActive community and/or tag EU Sport social media channels.

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Thanks!



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NC-01-25-099-EN-N ISBN 978-92-68-28433-9 ISSN: 2811-843X DOI:10.2766/8672856

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