

ΕΥΡΩΠΑΪΚΟΤΗ

Toolbox + Spirit

Corporate identity

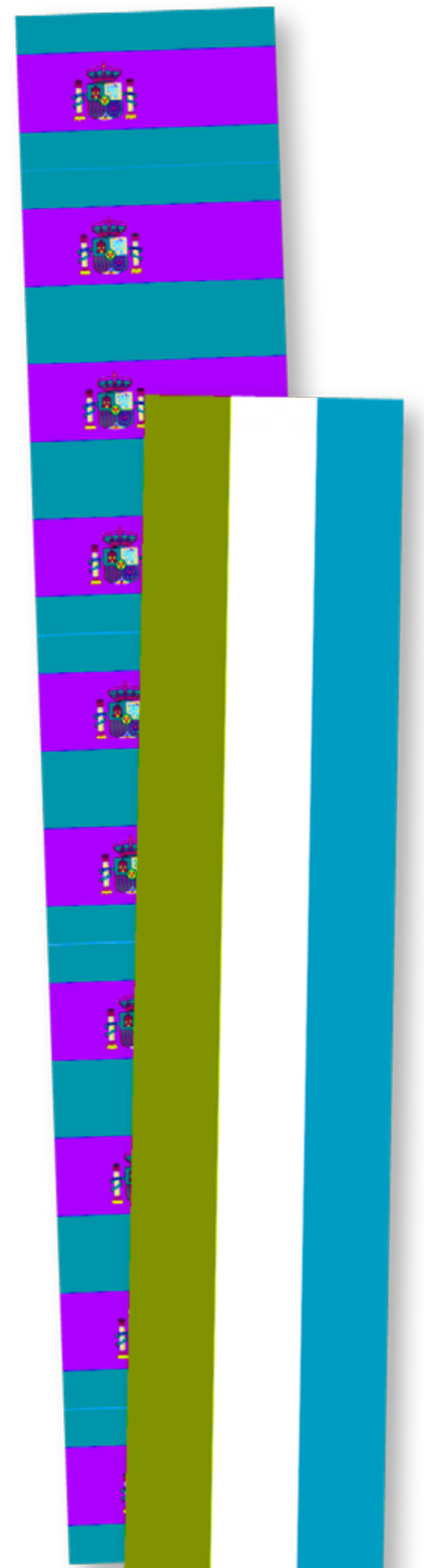
April 2024



You have just received the toolbox
to produce **EUROFABRIQUE**
promotional material.

Here are some background elements
in order to empower you.

❁ EuroFabrique is a network and a collection of variable events with students from European Art Schools. The main goal is to be, think, create, reinvent Europe together, in order to favour connections. Reactivate the European Dream, give a voice to the youth about Europe...

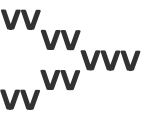


The events so far were :

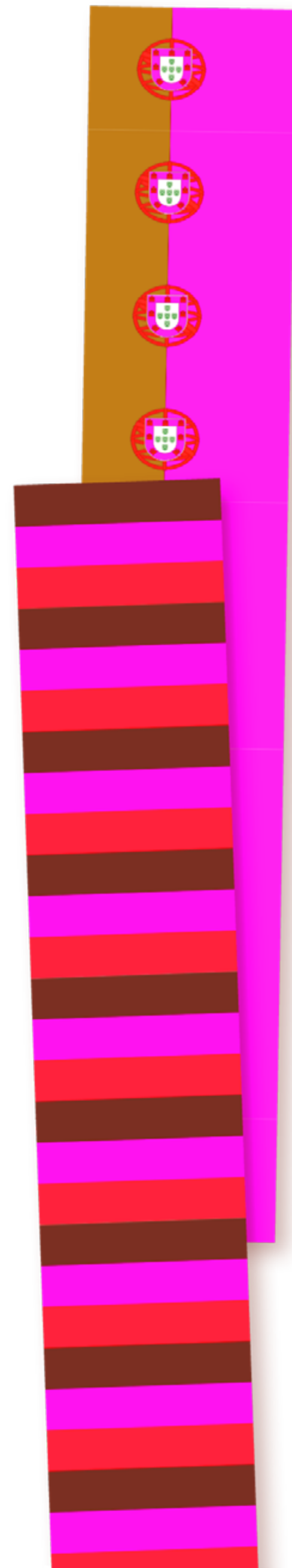
 PARIS (France), 400 students,
10 countries, 2022


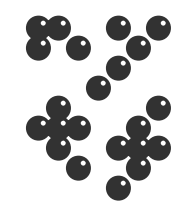
 CLUJ (Romania), 170 students,
8 countries, 2023

 CHALONNANT (France) , 42 students, 7 countries, 2024

 CERVEIRA (Portugal), 33 students, 7 countries, 2024





➤ The corporate identity elements have been produced collectively by 42 students from 7 European countries and 12 nationalities during a one week workshop in February 2024. The EuroFabrique commissioners have given the students the  to design and choose. This is one reason why the identity of EuroFabrique is not fixed and locked, on the contrary, EuroFabrique is open and constantly moving 



❖ The challenge is to use the core elements of the identity (font, ribbons of flags, colours, photos of previous events), so that your EuroFabrique event is highly recognisable, while adapting them somehow to inject a local flavour and be alive. As a result, EuroFabrique promotional materials are enriched by your local features. Needless to say, this task is delicate, it is a question of balance.

To do this well, you need to understand the spirit of EuroFabrique.
Here are some extract of the key words that should guide your design choices:

SERIOUS X FUN

CONNECTIONS

REFLECTIVE

MOVING

LEARNING TOGETHER

CONSTELLATION

SAFE STABLE X

BRICOLAGE DIY

DYNAMIC

ADVENTURE PLAYGROUND

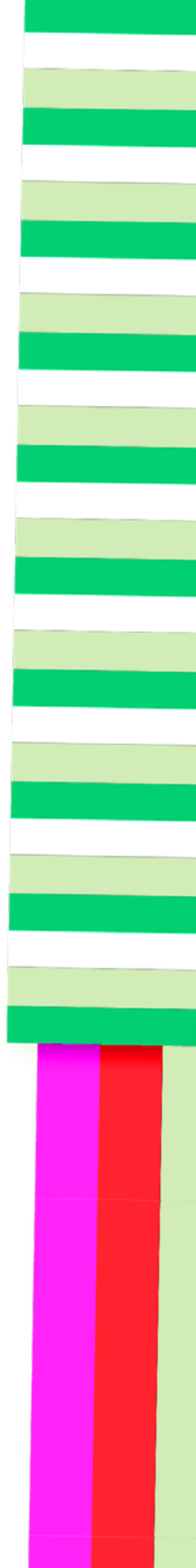
HERITAGE

ASTROLOGE

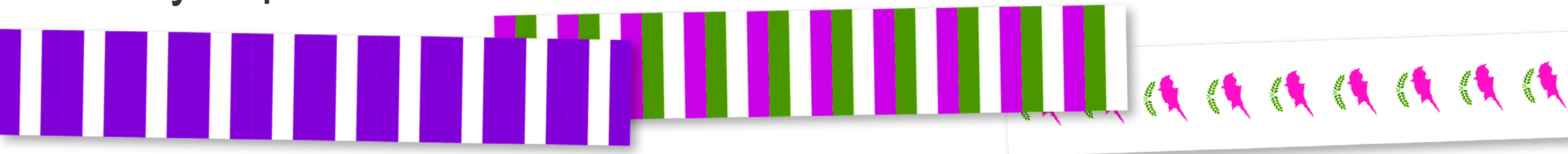
COOLING

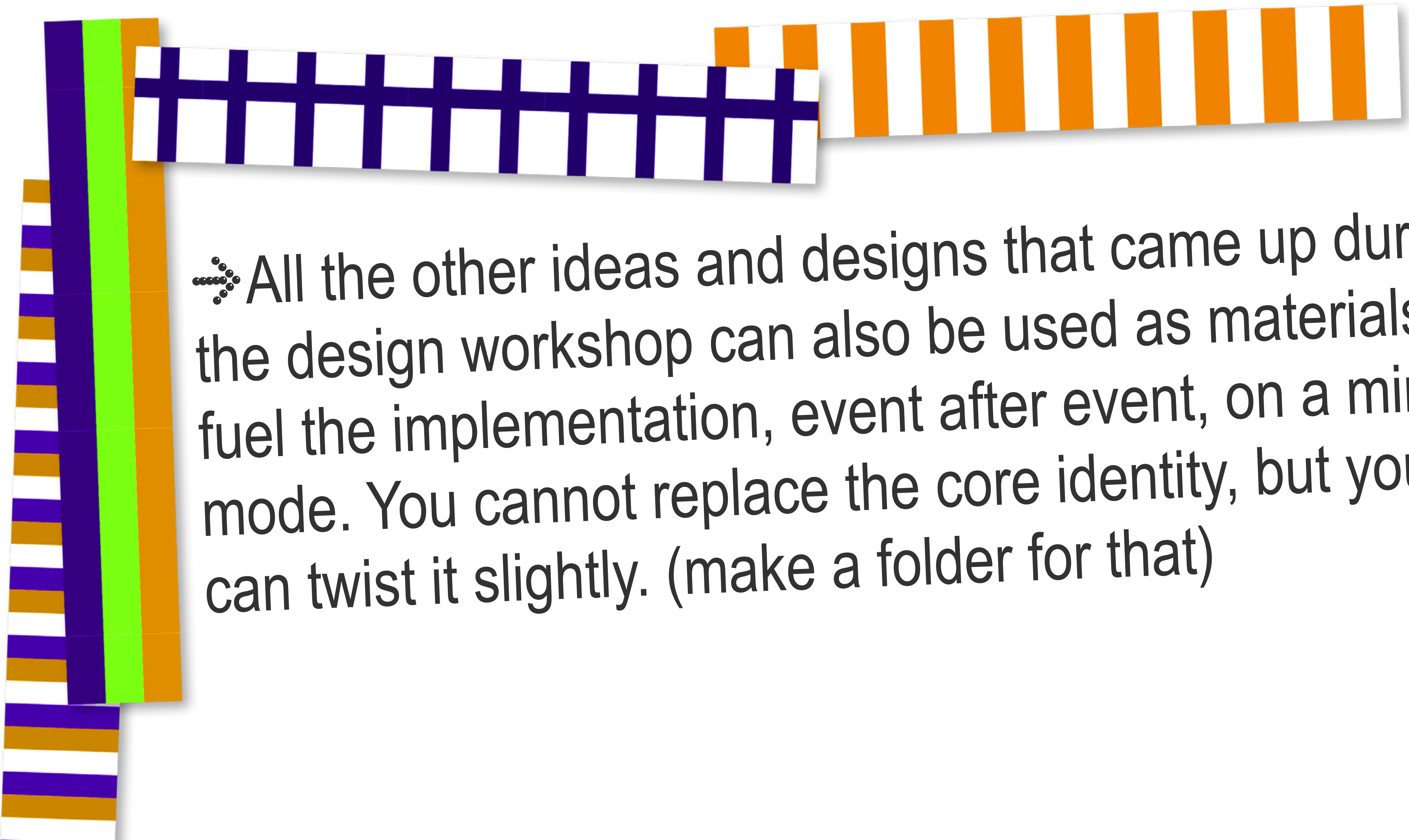
UNITY X DIVERSITY

EUROFABRIQUE IS JUST LIKE JAZZ OR A CLOWN:
A MIX OF VERY SERIOUS WORK AND IMPROVISATION.



➤ On Google drive, you have the source files and a guideline made by the students in March 2024. Every edition should add their source file on a folder (Name of the folder: Year, City). You can go through all the previous variations of the EuroFabrique identity implementation to get immersed in the project.





➤ All the other ideas and designs that came up during the design workshop can also be used as materials to fuel the implementation, event after event, on a minor mode. You cannot replace the core identity, but you can twist it slightly. (make a folder for that)



➤ Some simple rules to bear in mind :



The flags should never be used in their original colours (this would be too official and not alternative enough), you can even be daring with unexpected colours in flags like pink and purple or neons and pastels



Make your text as short and as clear as possible



You cannot change the font, you can twist the colours



You can adapt the layouts based on your format, yet, be cautious with the scale (especially the ribbons of flags), so that the overall look and feel remains



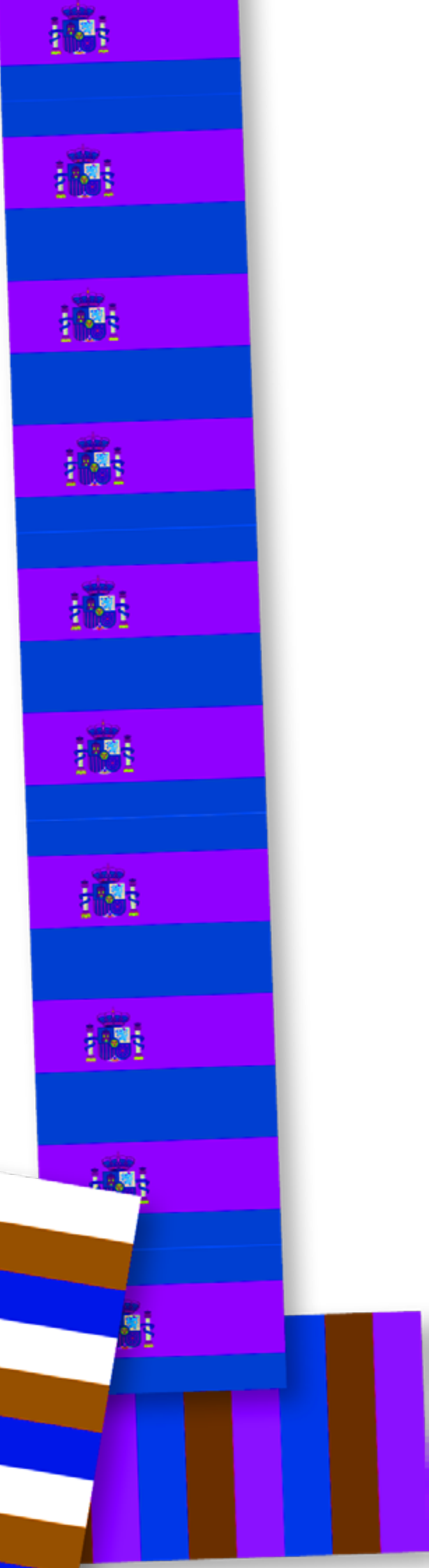
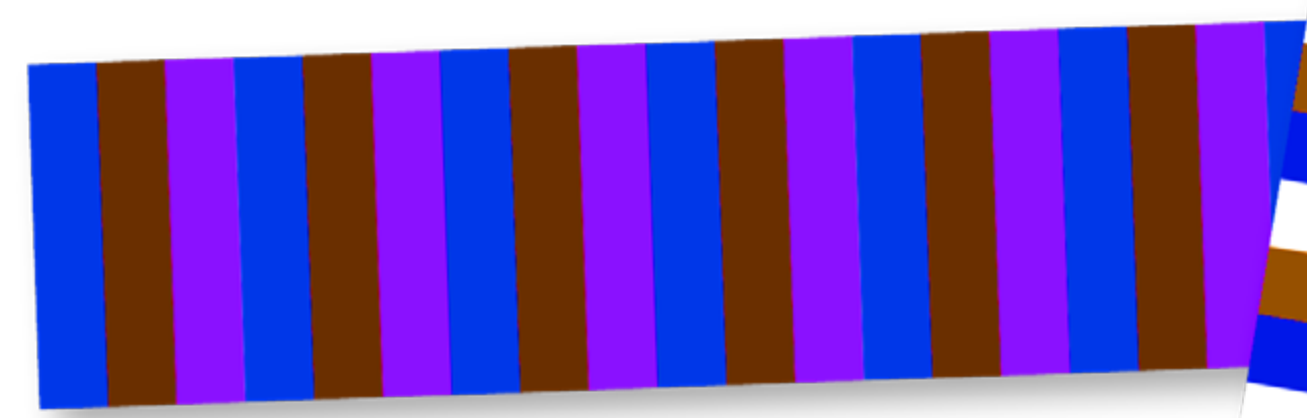
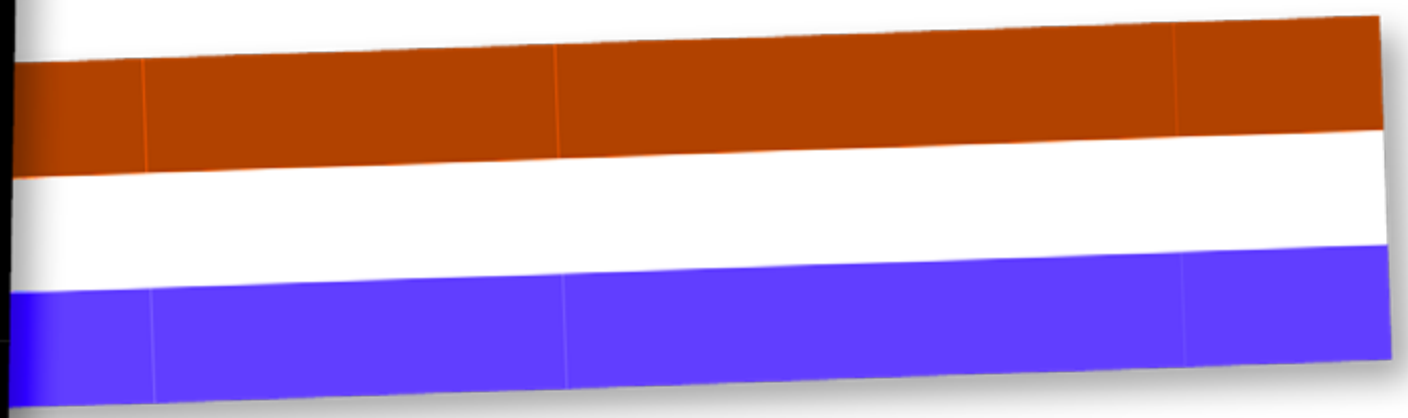
The object must be legible



Make something solid but don't be too strict, EuroFabrique is a joyful alternative voice with a beautiful energy

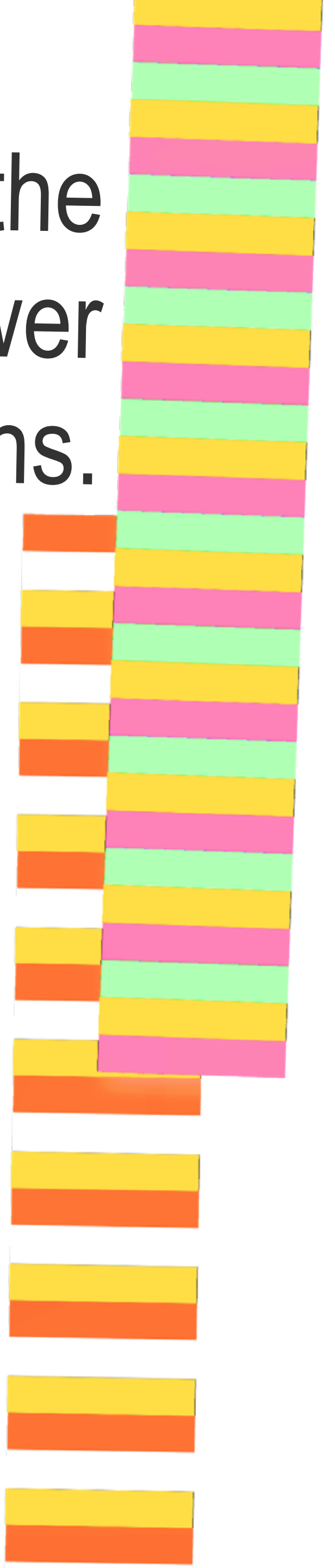


Pay a tribute to the process, use the photographs of students searching, thinking, working together



The designers, the previous cities and the commissioners will always be there to answer your questions.

In summary, surprise us while you implement EuroFabrique identity so that it is both highly recognisable and renewed, refreshed, every time with your local features.





CONTACTS → → →

→ etudiants@cndg.fr

→ elodie@elodieboyer.com

EuroFabrique Identity
in the Making

password:
Eurofabrique202402 → Miro^{o2402}

→ Google Drive^{o2402}

A collection of various colorful paper strips with different patterns (stripes, grids, geometric shapes, and logos) scattered on a dark, textured surface. The strips are arranged in a roughly circular pattern around the central text.

ΕΥΡΩΠΑΪΚΟΤΗ is
a tribute to European diversity

ÉUROFABRIQUE

EuroFabrique is a nomad and international program initiated in 2022 by ANdEA - French National Association of Higher Schools of Art & Design, GrandPalaisRmn and the École des Arts Décoratifs Paris.

This visual toolbox has been developed as part of EuroFabrique Camps



**Co-funded by
the European Union**

Corporate identity

April 2024