



European
Anti-Poverty
Network

Brand Guidelines

Logo

Main version



Secondary version



Logo

Safe zone



Logo

Main versions

Colour
#9D2F5F



Dark
#40385F



Light
#FCF8EF



Logo

Minimum size

To ensure legibility, the logo must always respect minimum size requirements and remain proportional to the asset. For print applications, particularly at large scales, use the EPS or SVG format. For digital applications, use the SVG or PNG format.

Digital

Main Logo

Logo



Min height
60 px

Secondary Logo

Logo



Min height
60 px

Favicon



24x24 px

Print

Main Logo



Min height
8 mm

Secondary Logo



Min height
8 mm

Logo

Improper use

This page shows examples of incorrect use of the logo. In general, do not use the logo in color schemes or graphic compositions other than the ones suggested in the ones suggested in this brand book.



DO NOT reposition elements of the logo



DO NOT add effects



DO NOT distort the logo



DO NOT place a frame around the logo, instead use a different version



DO NOT change the order of the acronym



DO NOT change the space between elements



DO NOT mix colours



DO NOT place the logo on top of a photograph without clear contrast.

Logo Networks

Spanish Network
Network



eS

European
Anti-Poverty
Network



ES

Portuguese Network
Network



PT

European
Anti-Poverty
Network



PT

French Network
Network



FR

European
Anti-Poverty
Network

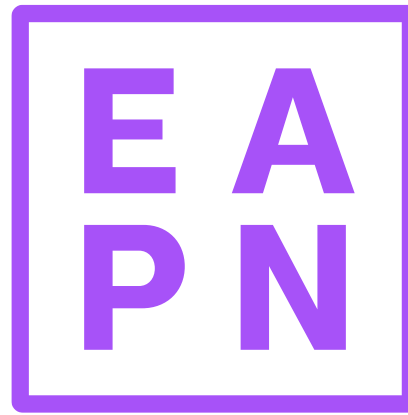


FR

Secondary Logo Colours



#96BF36



#A752F8



#96bf36



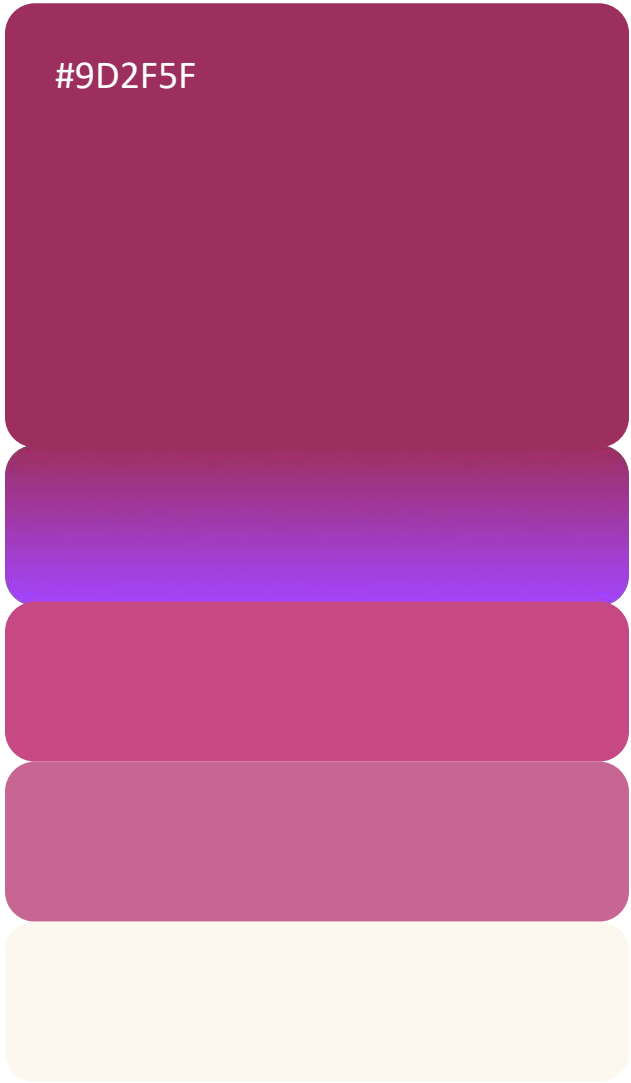
#3D4D17

Primary & Secondary Colours

Amaranth #9D2F5F R 157 G 47 B 95	Thulian #C86693 R 186 G 115 B 148	Metallic Violet #8714F4 R 135 G20 B244	Olive Green #263501 R 38 G 53 B 1	Dark Purple #362e47 R 54 G 46 B 71
	Dry Rose #C74983 R 199 G 73 B 131		Moss #3D4D17 R 61 G 77 B 23	Blue Gray #6199c4 R 97 G 153 B 196
		Vivid Violet #A445FF R 164 G 69 B 255	Apple #96bf36 R 150 G 191 B 54	Almond #e0d1ab R 224 G 209 B 171
Gradient Amaranth-Violet	Gradient Thulian- Metallic Violet		Gradient Apple-Olive Green	Bege #f5f2e0 R 245 G 242 B 224
				Gradient Bege-Almond

Colour Pairing

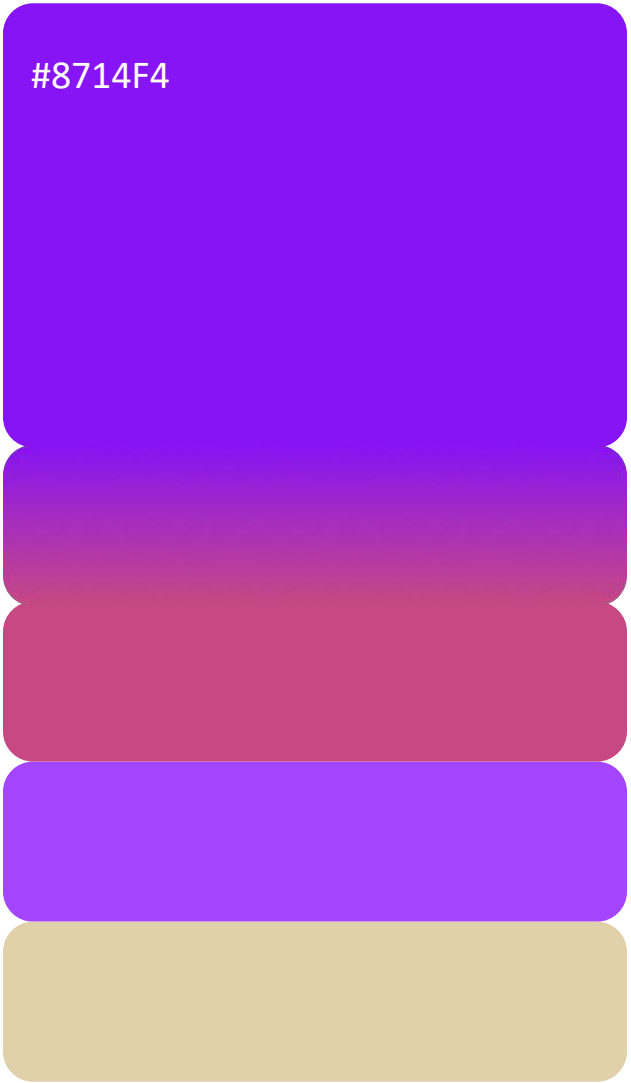
Main Colour Amaranth



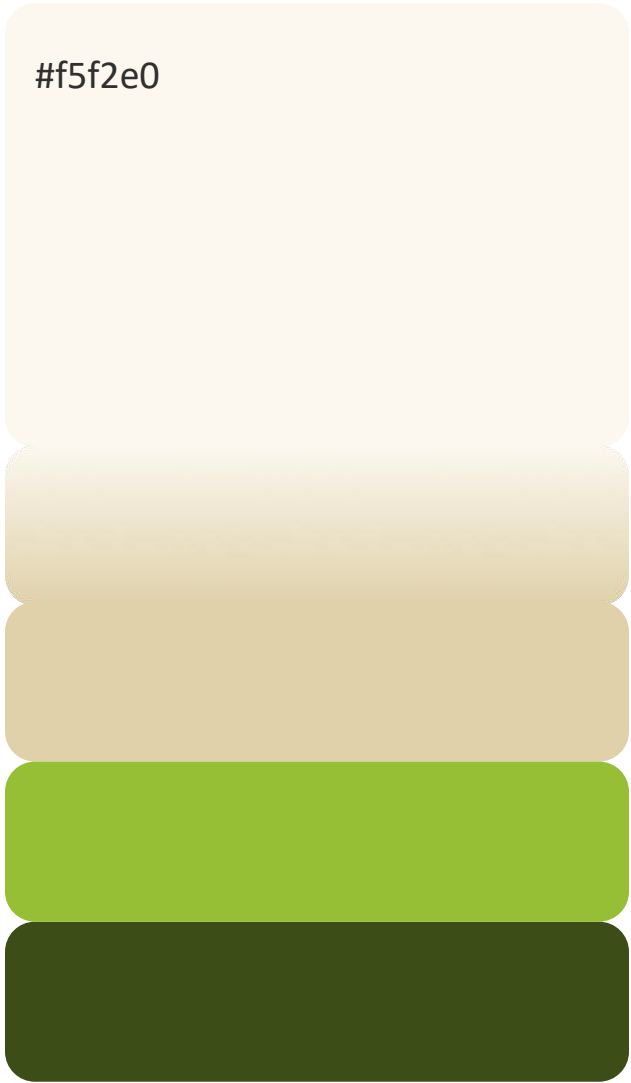
Main Colour Moss



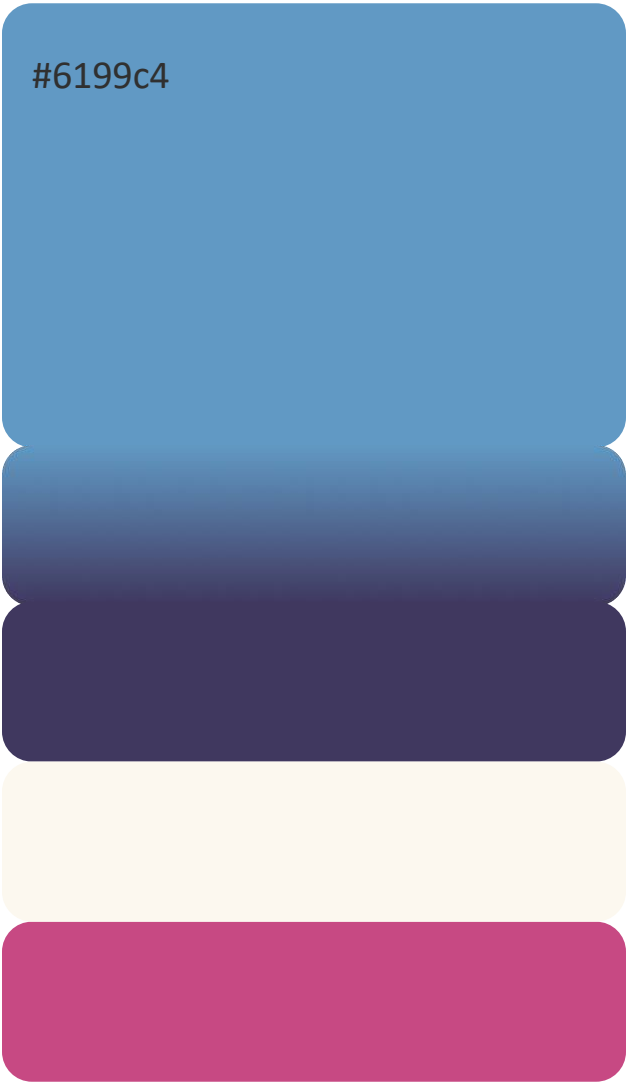
Main Colour Metallic Violet



Main Colour Beige



Main Colour Blue



Typography

A slightly contrasted bold font for headlines and impactful statements, conveying strength and authority. The “punched-out” version provides a bolder, more attention - grabbing option for large-scale displays and posters. For body text, use Manrope — also a grotesque font with multiple weights, but with a larger x-height and wider appearance, which improves legibility at smaller sizes.

Headlines and large paragraphs (P1)
Apfel Grotesk

Scale X

AaBbCc

Apfel Grotesk Regular

AaBbCc

Apfel Grotesk Mittel

AaBbCc

Apfel Grotesk Fett

Sub - Headings (P1)
Apfel Grotesk

Scale 1/2 or
1/3

AaBbCc

AaBbCc

AaBbCc

Small Body Text
Manrope

Scale 1/4

AaBbCc

Manrope Light

AaBbCc

Manrope Regular

AaBbCc

Manrope Medium

Signs of poverty include the lack of access to basic necessities like healthcare, education, and reliable transportation, often manifesting as limited opportunities and diminished social mobility.

Signs of poverty include the lack of access to basic necessities like healthcare, education, and reliable transportation, often manifesting as limited opportunities and diminished social mobility.

Signs of poverty include the lack of access to basic necessities like healthcare, education, and reliable transportation, often manifesting as limited opportunities and diminished social mobility.

Colour type combinations

Text colour			Background colour
#FCF8EF	AaBbCc	Europe that puts people at the center of policy-making.	#9D2F5F F
#FFFFFF	AaBbCc	Europe that puts people at the center of policy-making.	#C74983
#FFFFFF	AaBbCc	Europe that puts people at the center of policy-making.	#8E24F2
#FCF8EF	AaBbCc	Europe that puts people at the center of policy-making.	#40385F
#FCF8EF	AaBbCc	Europe that puts people at the center of policy-making.	#3D4D17
#263501	AaBbCc	Europe that puts people at the center of policy-making.	#263501
#263501	AaBbCc	Europe that puts people at the center of policy-making.	#002D71
#263501	AaBbCc	Europe that puts people at the center of policy-making.	#002D71
#40385F	AaBbCc	Europe that puts people at the center of policy-making.	#6199C4

Typography

Scale system

Digital/Website

Headlines

H1

Font-size: 80px
Line-height: 68px
Letter-spacing: 0
0

Font-weight: SemiBold
SemiBold

Medium

H2

Font-size: 40px
Line-height: 48px
Letter-spacing: 0
48px

Font-weight: Medium

Medium

H3

Font-size: 32px
Line-height: 38px
Letter-spacing: 0
38px

Font-weight: Medium

Medium

H4

Font-size: 28px
Line-height: 36px
Letter-spacing: 0
36px

Font-weight: Regular
and Medium

Regular

H5

Font-size: 24px
Line-height: 32px
Letter-spacing: 0
32px

Font-weight: Regular

Regular

Paragraphs

S

P1 (main)

Font-size: 22px
Line-height: 28px
Letter-spacing: 0
28px

Font-weight: Regular
and Medium

Regular paragraph (main size)

P2 (secondary)

Font-size: 16px
Line-height: 26px
Letter-spacing: 0
26px

Font-weight: Regular
and Medium

Secondary paragraph

P3 (secondary)

Font-size: 14px
Line-height: 20px
Letter-spacing: 0
20px

Font-weight: Regular

Secondary paragraph

P-4

Font-size: 12px
Line-height: 18px
Letter-spacing: 0
18px

Font-weight: Regular
and Medium

Statement

C-1

Font-size: 16px
Line-height: 28px
Letter-spacing: 0
28px

Font-weight: Regular

SMALL SYSTEM TEXT (INPUTS)

Typography Misuse



EUROPE THAT PUTS
PEOPLE AT THE CENTER
OF POLICY-MAKING

Do NOT use uppercase in headings



Europe that puts
people at the center of
policy-making.

Use line-height according to the guidelines



Europe that puts
people at the center of
center of policy-
making.

Avoid justify text



Europe that puts
people at the center of
policy-making

Avoid SATT weight on headings.

Iconography



Poverty &
Fundamental Rights



Wealth & Inequalities



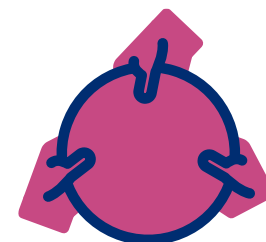
Employment



EU Funds



Acess to Public Services



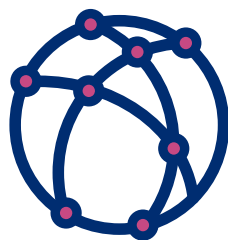
Participation of people
experiencing poverty



News



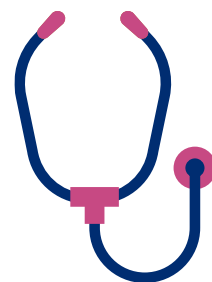
Advocacy



Network



Event



Health



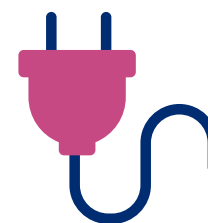
In work
poverty



House



Education



Energy



Coalition

Patterns

These examples demonstrate how patterns may be applied across brand assets. (1) Brushes can be masked within containers to create background patterns, background patterns, while (2) boxes may be used to form dynamic compositions, always following the colour pairing guidelines.

1



2



Boxes

Container shapes create a direct connection to the logo and can be used throughout the brand. These containers are a powerful tool for guiding the viewer’s guiding the viewer’s eye and capturing attention. They should always follow the color-pairing guidelines.

A minimum incomum that is adjusted to real life needs.

Living Wage

A minimum incomum that is adjusted to real life needs.

Living Wage

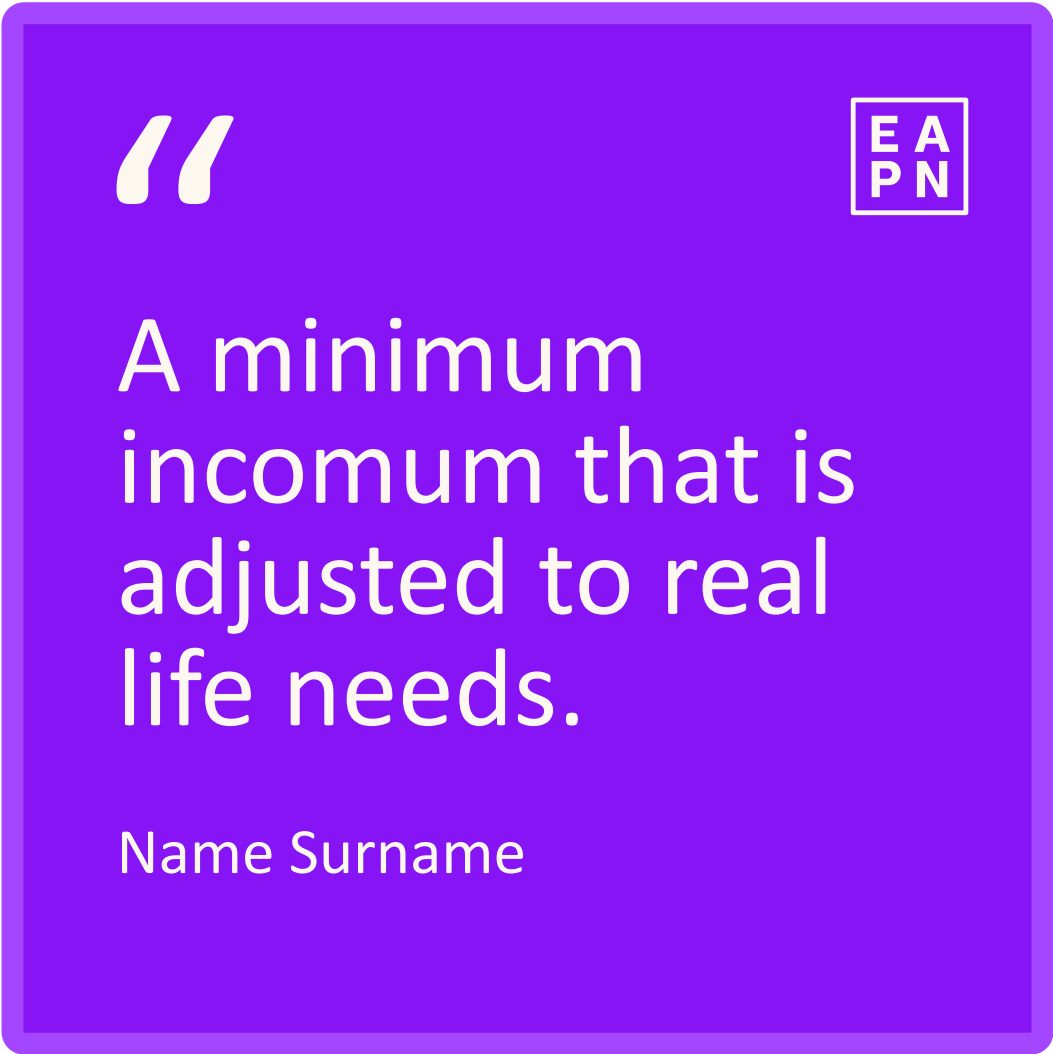
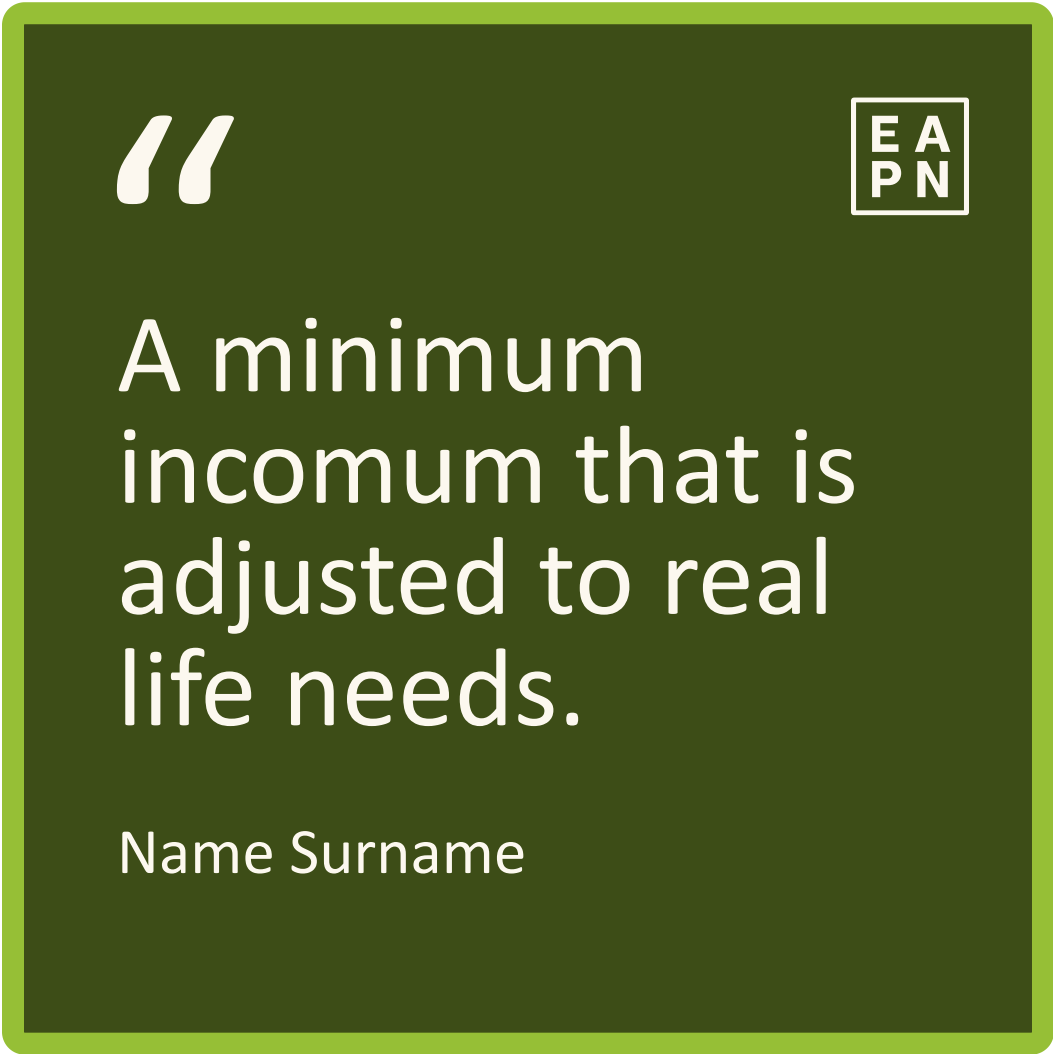
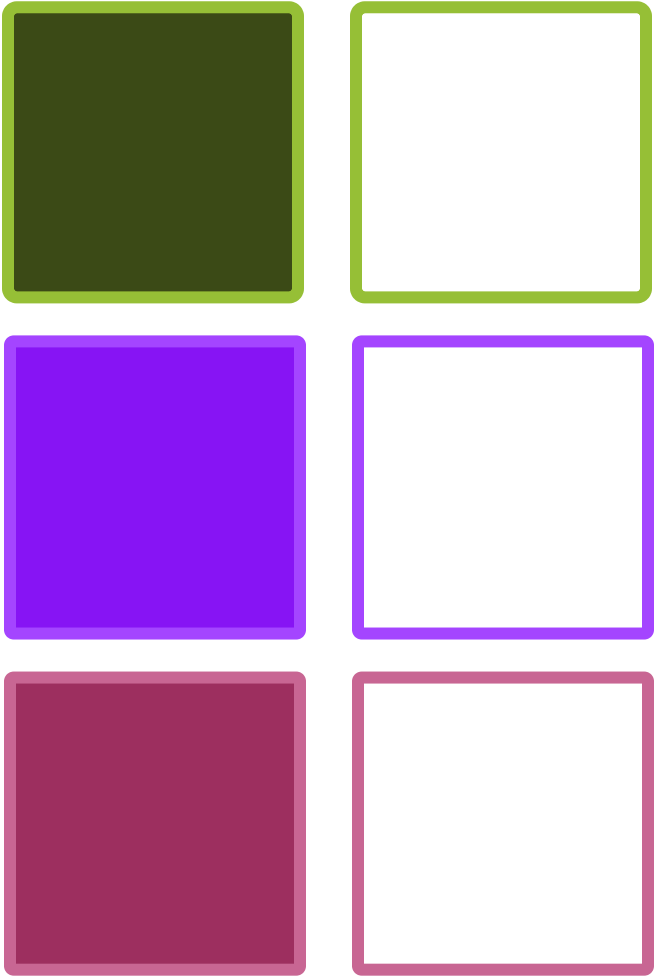
A minimum incomum that is adjusted to real life needs.

Living Wage

Square Outline

Outline

The square outline can be also be used to highlight and a create a clean and yet bold visual language.



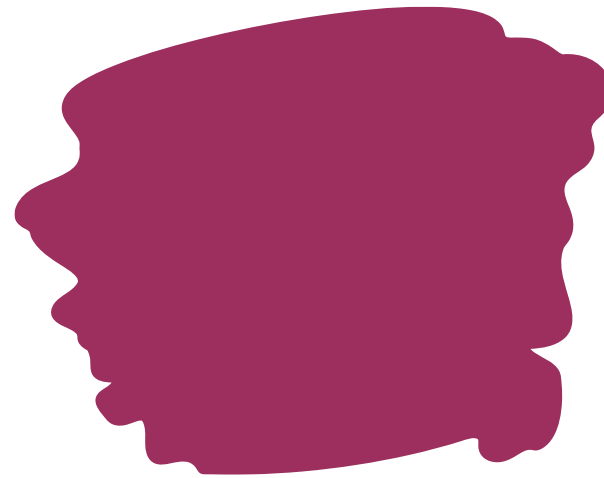
Brush

Solid colour

colour

Brushes bring warmth and a human touch to the brand. They are primarily used to mask photographs, and can occasionally enhance asset backgrounds. Any asset backgrounds. Any additional brushes should remain graphic in nature, avoiding excessive detail, to maintain a clear and cohesive visual language. visual language. Brushes can also be rotated or flipped to create variations.

Main Brushes



Variations
examples



Brush Gradient

Brushes bring warmth and a human touch to the brand. They are primarily used to mask photographs, and can occasionally enhance asset backgrounds. Any asset backgrounds. Any additional brushes should remain graphic in nature, avoiding excessive detail, to maintain a clear and cohesive visual language. Brushes can also be rotated or flipped to create variations.

Main Brushes



Variations
examples



Photography Style

Photograph should represented authentically, respectfully, and diversity. When using people, avoid using AI-generated imagery.



When representing concepts such as networks, use use natural photography combined with minimal minimal graphic elements. Avoid hyper-technical or technical or overly futuristic imagery.



Photographs of people should feature minimal backgrounds to keep the subject as the primary focus.



Photographs should be natural, and capture genuine expressions.

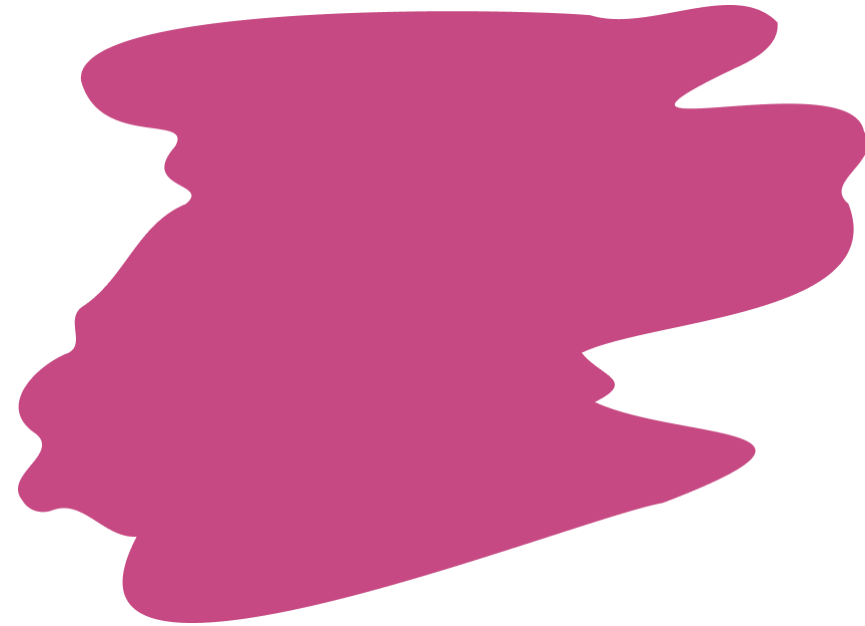


Bright photographs with blurred background to keep keep the subject as the primary focus.

Photography Use Instructions

To maintain an organic feel, photographs should preferably be masked within a brush. Images do not need to fill the entire brush; the main subject should remain centered, as shown in the example above.

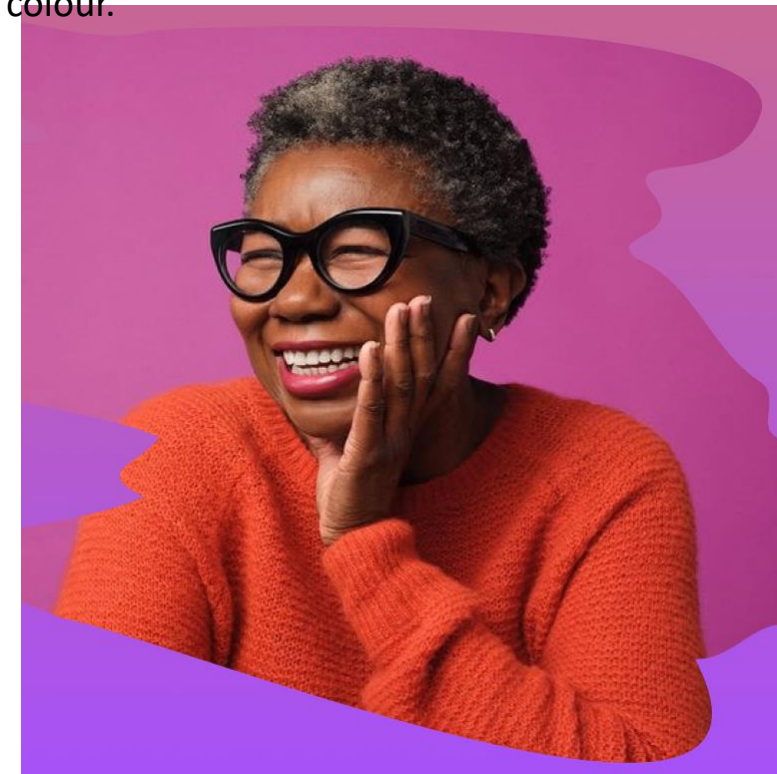
Pick a Brush.



Mask the photograph.

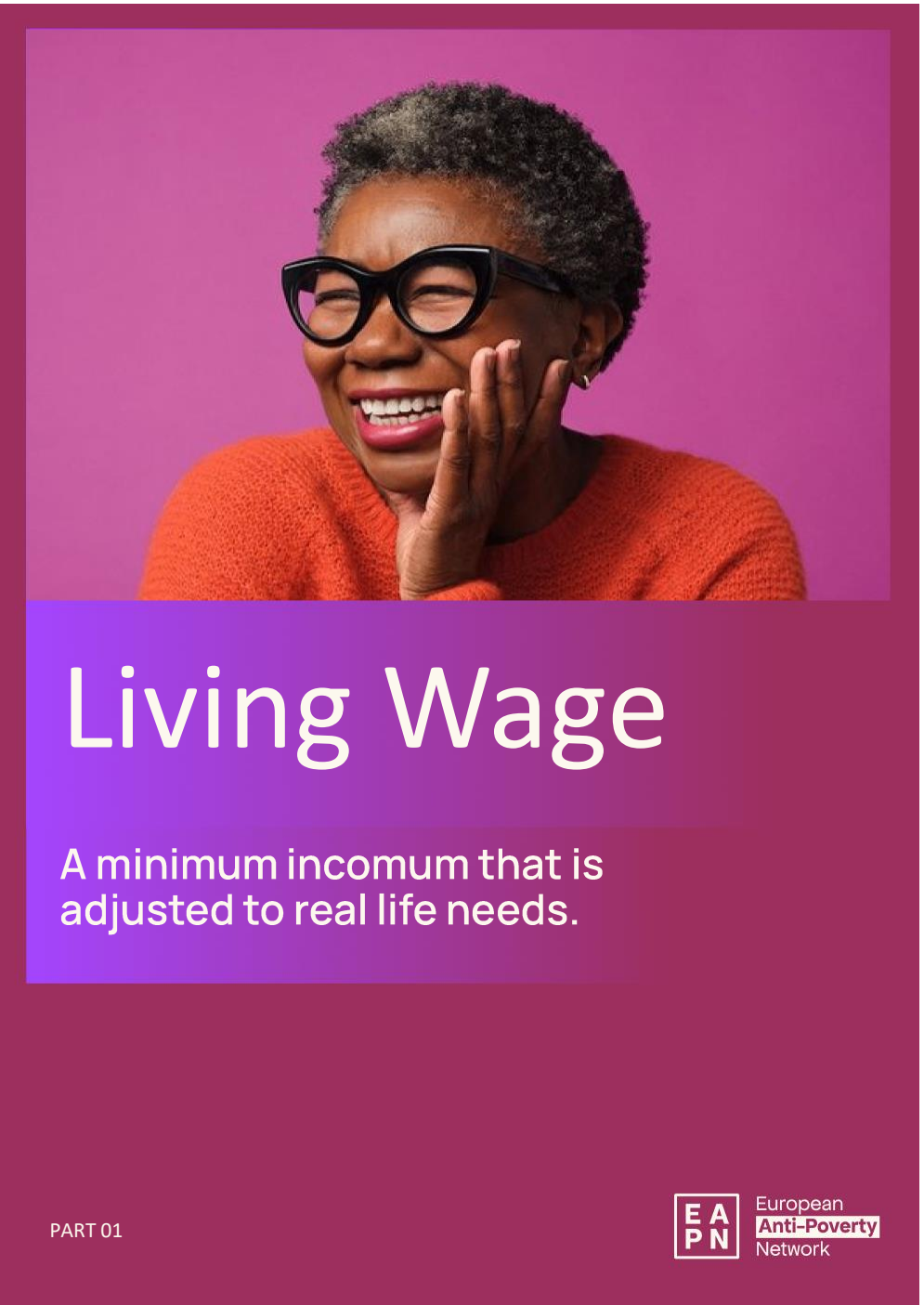
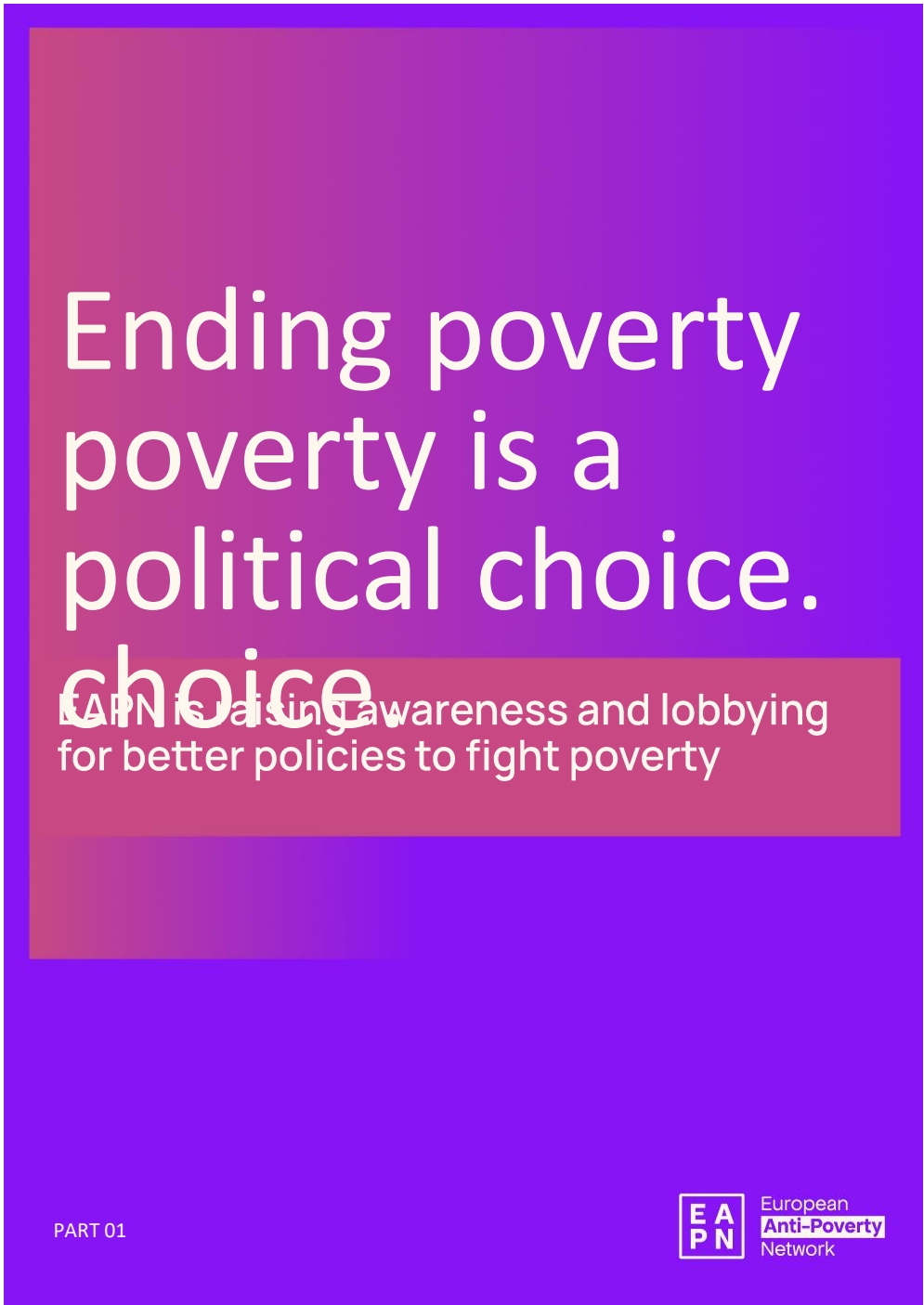
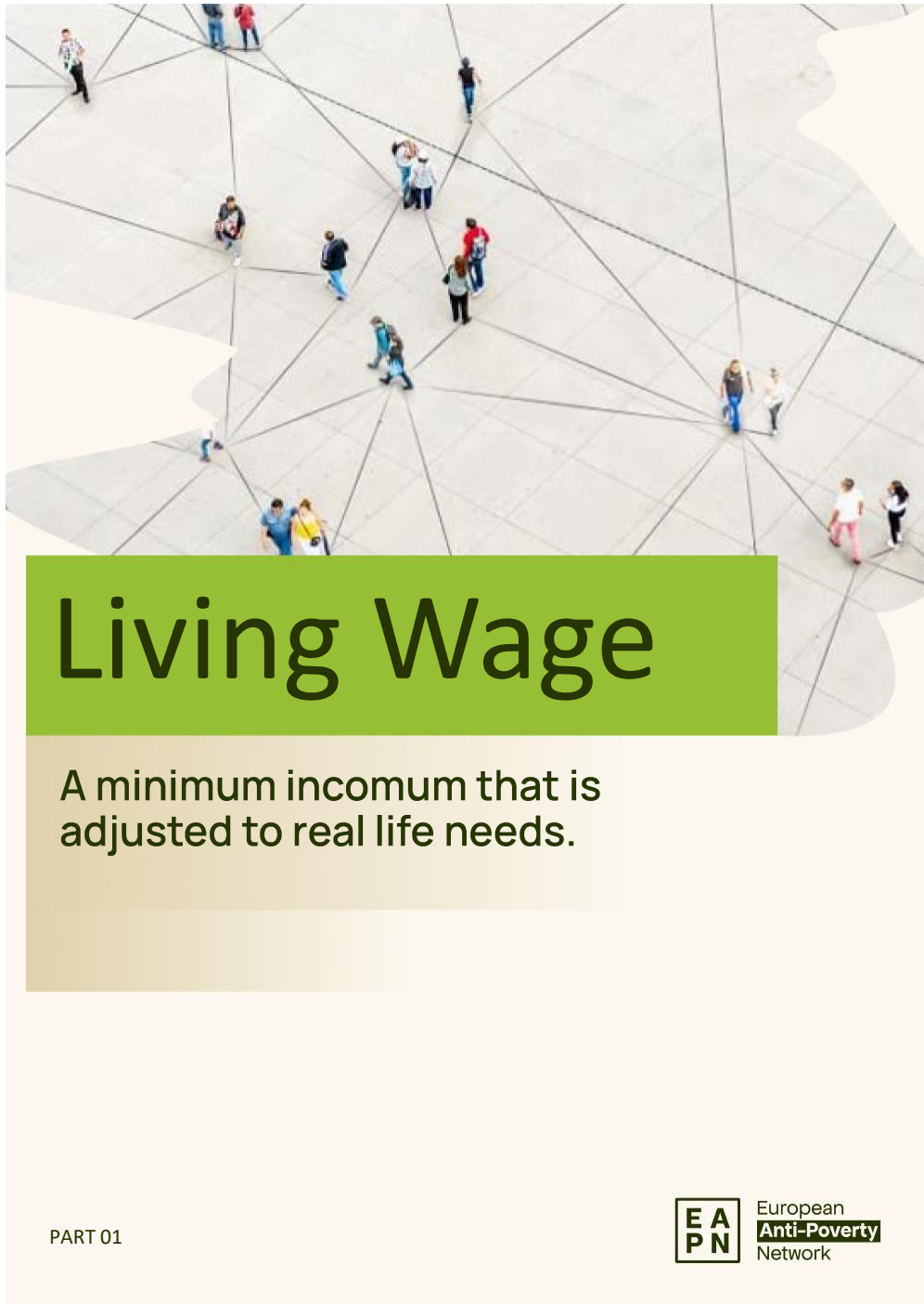


Apply to asset and add background colour.
colour.



Assets

Report
Covers



Report
Interior Pages

Chapter title01

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros...



Subtitle

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

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

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Chapter title02

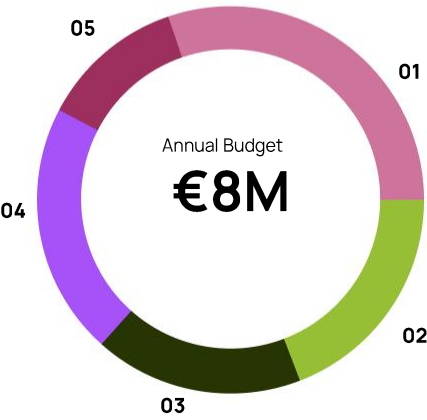
Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Graph Title



01. EU Funds	XX€
02. Poverty & Fundamental Rights	XX€
03. Employment	XX€
04. Wealth & Inequalities	XX€
05. Wealth & Inequalities	XX€

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros...

Summary Report Template



The unbearable cost of living

21st European Meeting of People experiencing Poverty

The unbearable cost of living 01

The European Anti-Poverty Network (EAPN) is an independent network of non-governmental organisations (NGOs) and groups involved in the fight against poverty and social exclusion in the Member States of the European Union, established in 1990.



1 EAPN 2022 EU Poverty Watch: "To the surprise of many, the current energy crisis did not start with the war in Ukraine. Back in 2019, almost 80 million people in the EU were late or unable to pay their utility bills. The energy crisis was already driven by a fossil fuel supply crisis (particularly fossil natural gas), weather extremes, speculation in the energy market and Europe's dependency on fossil gas (including for electricity). Additionally, the wholesale electricity pricing mechanism, meaning that all suppliers - including cheaper renewables such as wind or solar - receive the same price of the last plant used to meet consumers' demand, which is often gas. Since gas is expensive, this means that final electricity prices soar in periods of high demand and that the market is exposed to volatile prices.

2 These data are derived from European Union Statistics on Income and living conditions (EU-SILC). The 'at risk of poverty and social exclusion' index (AROPE) is computed as the sum of people whose equivalized disposable income is below the at-risk-of-poverty threshold (60% of the national median equivalized disposable income after social transfers), those who cannot afford at least 7 out of 13 deprivation items (severe material deprivation) and the number of people from 0 to 64 years living in households with a low work intensity (equal or less 20% of their total combined work-time potential during the previous year). More information.

3 These data are derived from European Union Statistics on Income and living conditions (EU-SILC). The 'at risk of poverty and social exclusion' index (AROPE) is computed as the sum of people whose equivalized disposable income is below the at-risk-of-poverty threshold (60% of the national median equivalized disposable income after social transfers), those who cannot afford at least 7 out of 13 deprivation items (severe material deprivation) and the number of people from 0 to 64 years living in households with a low work intensity (equal or less 20% of their total combined work-time potential during the previous year). More information.

4 The Europe 2020 strategy was the political agenda for the last decade (2010-2020) which aimed at promoting smart, sustainable, and inclusive growth. The strategy set out five targets: employment; research and innovation; climate change and energy; education; and combating poverty. The latter stated that by 2020 at least 20 million people should have been lifted out of poverty. However, this target was missed by about 14 million.

The unbearable cost of living 02

As part of the AP, the Council finally adopted the Council Recommendation on Adequate Minimum Income ensuring active inclusion on December 8, 2022.⁵ This Council Recommendation aims to further implement Principle 14 of the EPSR, regarding Minimum Income (MI) and should support Member States in reforming policies to alleviate poverty, preventing social exclusion, and modernising the existing EU framework to factor in the new economic and social realities.⁶ by providing guidelines and building consensus on the coverage, level of adequacy, on accessibility and the importance of the enabling characteristics. The Council's Recommendation on adequate minimum income ensuring active inclusion, once adopted, will replace the Council Recommendation 92/441/EEC. Although EAPN welcomes the adoption of the Council Recommendation as an important milestone toward adequate Minimum Income, it remains that only a Framework Directive would guarantee minimum standard of MIS across the EU, especially against national reforms to restrict access and conditions.⁷

In this context, this present toolkit is designed to help EAPN members and any organisation striving for social inclusion to advocate for better Minimum Income Scheme using the implementation of the Council Recommendation on Adequate minimum income schemes in the EU as a starting point. The political context to deliver on Europe 2030 social targets, especially the poverty target will also act as additional dynamics to support advocacy and mobilisation efforts.

This toolkit aims to provide members with brief, clear information about the content of the Council Recommendation (Part I), the processes, and the opportunities for engagement at EU and national level (Part II). It also contains hints and examples of good practices, useful to build a strong and effective advocacy strategy toward the implementation of the Council Recommendation on Adequate Minimum Income at the national level (Part III).



5 The recommendation was formally adopted as A-item at the Council of the European Union on 30 January 2023.

6 The current EU framework on Minimum Income Protection is composed of Council Recommendation 92/441/EEC on common criteria concerning sufficient resources and social assistance in social protection systems, the Commission Recommendation 2008/687/EC on the active inclusion of the people excluded from the labour market, and relevant monitoring and policy coordination activities within the European Semester.

7 <https://www.eapn.eu/no-social-progress-with-the-far-right-the-case-of-minimum-income-in-italy/>

Agenda Template

Porto Edition 2025 People's Summit

The EU Anti-Poverty Strategy: From Intention To Action

Agenda



Agenda

PortoEdition2025People'sSummit

Day1 28 March 2026 Place

10:00-11:00	Registration and Welcome Coffee
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11:30-13:00	Welcome Session
-------------	------------------------

Maria Joaquina Madeira, President, EAPN Portugal

Carlos Susias Rodado, President, EAPN Europe

Fernando Paulo, City Councilor, Dep. Education & Social Cohesion, CIM Porto

Carla Teixeira, Representative of EAPN Oporto Local Citizens' Council

10:30-12:45

Plenary Session

Delivering on the European Pillar of Social Rights & the path towards an EU Anti-Poverty Strategy

Katarina Ivanović-Knežević, Director for Social Rights and Inclusion, DGE Employment, European Commission

João Oliveira, Member of the European Parliament (The Left, Portugal)

Olivier DeSchutter, UN Special Rapporteur on Extreme Poverty and Human Rights

Reactions from:

Jessica Machacova, Senior Policy & Advocacy Officer, EAPN Europe

Lesley O'Reilly, Person Experiencing Poverty, EAPNIreland

Moderation: Kahina Rabahi, Policy & Advocacy Coordinator, EAPN Europe

12:45-14:00	Lunch
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Lunch

14:00-16:00

Thematic Workshops

Stepping up the European Pillar of Social Rights with the EU Anti-Poverty Strategy

WorkshopA

Universal Access to Social Protection of Workers

Facilitator: Kahina Pabehi, Policy & Advocacy Coordinator, EAPN Europe

WorkshopB

Non-Take Up of Minimum Income Scheme and other Social Schemes

Facilitator: Fátima Veiga, Research & Projects Department, EAPN Portugal

WorkshopC

Housing and Homelessness

Facilitator: Jessica Machadova, Senior Policy & Advocacy Officer, EAPN Europe

16:00-16:30 Coffee Break

CoffeeBreak

16:30-17:30

Roundtable Discussion

Involving Persons Experiencing Poverty in the National Anti-Poverty Strategies

Sandra Araújo, National Coordinator of the National Strategy, Portugal

Cidália Barriga, Persons experiencing Poverty, National Citizens' Councils, EAPN Portugal

Sarah Lampen, Person experiencing Poverty, BAPN

Lou-Jayne, Person experiencing Poverty, EAPN France

Moderation: Inês Amaro, Institute of Social Security, Portugal

Roll up Banner



Social Media Templates

Templates



Social Media Templates



Slides Templates

25 June 2025

EAPN Recommendations for an EU Anti-Poverty Strategy

EAPN Recommendations for an EU Anti-Poverty Strategy

European Parliament hearing on the EU Anti-Poverty Strategy

EAPN

European Anti-Poverty Network

EAPN

01

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About EAPN

Advocacy for poverty eradication in Europe.

Ensuring people experiencing poverty are included in EU decision-making.

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People experiencing poverty

EAPN

EAPN

01

EAPN advocates for

Ensuring people experiencing poverty are included in EU decision-making

EAPN

EAPN

01

An ambitious strategy

strategy

Effects of EU initiatives so far.

2012	24,8%
2013	24,6%
2014	24,4%
2015	23,8%
2016	23,5%
2017	22,4%
2018	21,7%
2019	21,1%
2020	21,6%
2021	21,7%
2022	21,6%
2023	21,4%

The evolution of the at-risk-of-poverty or social exclusion (AROPE) rate in the EU since 2010.

EAPN

EAPN

01

An ambitious strategy

strategy

So far the EU's ambition in fighting poverty has been limited and did not lead to concrete results.

Current progress on the Porto targets on poverty reduction.

In theory

At least 15 Million fewer people at risk of poverty or social exclusion by 2030, including at least 5 Million children

In practice

Between 2019 and 2023, poverty has only declined by 1.6 Million people

2025 Joint Employment Report of the European Commission

EAPN

EAPN

01

A comprehensive strategy

Stepping up (the European Pillar of Social Rights)

Beyond (the European Pillar of Social Rights)

Priority 1

Ensuring an adequate, accessible, and enabling income for all.

Priority 2

Addressing in-work poverty.

Active inclusion approach

Priority 3

Ensuring access to adequate essential services and universal social protection at all stages of life.

Priority 4

Addressing homelessness and severe material deprivation.

Priority 5

Addressing the intersectional aspects of poverty.

Priority 6

Exploring pathways for the legal recognition of socio-economic discrimination;

Priority 7

Protecting migrants, asylum seekers and undocumented people;

Priority 8

Ensure the right to healthy and affordable food.

Priority 9

A green but also just transition for people living in poverty;

Priority 10

Enshrining the digital rights of people living in poverty.

Priority 11

Addressing criminalisation of poverty in the EU;

Priority 12

Protecting civil society organisations and activists.

EAPN

EAPN

01

An inclusive strategy

Werecommend:

the creation of a Committee of People experiencing poverty(PeP) involved in all stages of the EU Anti-Poverty Strategy,

a clear methodology to ensure the meaningful participation of people experiencing poverty to ensure safeguards to avoid an extractivist approach of the experience of people living in poverty.

EAPN

25 June 2025

EAPN Recommendations for an EU Anti-Poverty Strategy

Thank you!

Jessica Machacova

EAPN Senior Policy & Advocacy Officer

jessica.machacova@eapn.eu

EAPN

European Anti-Poverty Network



European
Anti-Poverty
Network

