

## Competition call for Designers'Prize: Shape the Future Brand of the Young European Ambassadors Network in the Western Balkans

### Calling all creative and fashion-forward young minds in the Western Balkans,

We are thrilled to announce an exciting opportunity for creative minds within our YEAs network and other vibrant young designers communities in Western Balkans! As we continue to grow and evolve, it is essential that our brand and visuals reflect the dynamism, diversity, and forward-thinking spirit that define the YEAs respecting the EC visual identity guidelines.

As part of the new call for YEAs this year, we are expecting around 100 new young people from our region to join our network by the end of 2024!

An award in the amount of **1500 euros** and additional perks, such as participation in various YEAs activities, along with cross-promotion opportunities (i.e. including the name of the winner in the tags for clothing) are awaiting the selected candidate(s).

### Can you help us craft a fresh brand identity for the Young European Ambassadors network?

#### What we are looking for:

- **New Brand Visual identity:** A fresh, modern and sustainable visual identity that encapsulates the mission and values of YEAs, where the **EU emblem** is relevant and network name: **Young European Ambassadors** is quite visible. The new visual identity shall include the tagline: **Celebrating diversity to inspire change** and hashtag: **#YESToYEA**
- **Visual Identity Guidelines:** A cohesive set of guidelines that include colour schemes, typography, and other design elements to ensure consistency across all our platforms and materials, based on EC visibility guidelines<sup>1</sup>.
- **Promotional Materials:** Designs for banners, posters, social media graphics, and other promotional items as per Annex I (Pollo shirts, hats, tote bags, backpack, jacket, lanyards, water bottle etc.).

#### How to Participate\*

1. **Submit Your Portfolio:** Send us examples of your previous work that demonstrate your design capabilities and creativity.

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<sup>1</sup> [EC visual identity](#)  
[Graphic guide to EU emblem](#)  
[EU emblem rules](#)  
[Download centre for visual elements](#)

2. **Share Your Vision:** Write a brief proposal outlining your ideas for the new YEAs brand and how it can reflect our identity and mission.
3. **Submit your proposal for the new branding,** including branded mock-ups and design examples as for the list (see Annex I) in line with EC visibility guidelines.
4. **Collaborate:** Be prepared to work closely with the YEA team, the WeBalkans team and other selected designers to refine and implement your concepts, if selected.

### **Why Participate?**

- **Showcase Your Talent:** Your designs will be at the forefront of our communications, representing YEAs across Europe.
- **Professional Experience:** Gain valuable experience in branding and design, which can enhance your portfolio.
- **Represent the Network' goal:** Your design will represent the mission and values of YEAs' Network of the Western Balkans and the collaboration between the youth of the Western Balkans and the EU at large.
- **Make an Impact:** Your creative vision will help shape the image of YEAs, influencing how we are perceived by audiences worldwide.

**Submission Deadline:** Please submit your portfolio and proposal by **31<sup>st</sup> of July**. After the first selection by the Entity Coordinators, WeBalkans team and DG NEAR representatives, 3 selected proposals will be open for YEAs vote from **12<sup>th</sup> of August– 17<sup>th</sup> of August**. **The winner will be announced by the 26<sup>th</sup> of August**.

**How to Submit:** Send your materials to [yea@webalkans.eu](mailto:yea@webalkans.eu) and [dane.maricic@weglobal.org](mailto:dane.maricic@weglobal.org) with the subject line "YEAs Visual Identity Design Submission - [Your Name]".

### **Selection criteria:**

Creativity: 40 points

Compliance with EC visual requirements: 30 points

YEA votes: 30 points

Submission of proposals from YEAs' individuals and groups (max 4 persons) are strongly encouraged and will be given special consideration!

We are excited to see the innovative and inspiring designs you will bring to life. This is a unique chance to contribute to the visual legacy of the Young European Ambassadors and leave a lasting mark on our community.

Together, let's create something extraordinary!

**Annex I**  
**Samples of Young European Ambassadors Merch**

T shirt



Backpack



Notebook



Hoodie



Water bottle



Tote bag



Pencil





Pin



Lanyard



Hat



Rain coat