



**yepp**

Youth of the European People's Party

**BrandBook**

# Index

## **01— Mission** **03**

---

Brand Mission 03

Values 04

## **02 — Identity** **05**

---

Logo 06

Color 12

Simplified Version 14

Type 15

## **03 — Stationary** **15**

---

Business Card 16

Digital Business Card 17

Roll Up 18

## **04 — Social Media** **19**

---

## **05 — Newsletter** **22**

---

## **06 — YEPP Manifesto** **24**

---

## **07 — YEPP Events** **26**

---

## **08 — Merch** **28**

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# 01 Mission

YEPP is the youth organisation of the European People's Party. We bring together 63 Centre-Right youth political organisations from 39 countries all over Europe. Founded in 1997, YEPP has developed into the largest political youth organisation in Europe.

Apart from being active within the structures of our mother party the EPP, we are committed in a number of other international arenas. One of our main objectives is to maintain good contacts within our political family, provide ground for training, discussion and cooperation and prepare the younger generation to lead tomorrow's Europe. This runs parallel to our mission to stimulate further integration in Europe, to uphold our principles, policies and ideas in the European political debate.

# Values

## Human dignity

YEPP affirms the inalienable dignity of every human being. We regard every man and every woman as unique, irreplaceable, and free by nature.

## Economy and social policy

The concept of market economy and competition is central to our approach to the economic life. Together with democracy it makes it possible to achieve freedom through the decentralisation of power.

## Europe

We believe in the European Union, as it stands for a future of freedom and security, progress, prosperity and solidarity.

## Environment

Our concept of man calls for management of the earth with respect for the self-regenerating potential of nature.

## Society

Each human being within society depends on others. Because they are free, responsible and interdependent, people must take part in the construction of a pluralist society.

## Democracy

We consider that democracy is the only political system supporting and protecting the integral development of the individual.

## Peace and security

We believe in the need of a common security architecture for Europe to guarantee the peace, stability and freedom of the continent.

## Participation

It is the citizens of the European Union who by their support give it its legitimation. The European Union requires the active participation of European citizens. Europe is not – and cannot be – the affair of governments alone.



# 02

## Identity

- Logo
- Color
- Simplified Version
- Type

## Our Logo.



## Our Logo Elements.



Symbol

+ **yepp**

Logo

+ Youth of the European People's Party

Signature

**Variations.** Our logo also has three variations. A vertical version, a secondary version and a simplified version. Each variation should be used accordingly to the format in question.



Vertical Version

**yepp**

Secondary Version

**y**

Simplified Version

**Logo Clearspace.** When our logo is used, proper spatial margins ensure a strong presence and show confidence and respect for the brand.



## Chromatic Variations.



**Misuse.** Our logo was carefully constructed for its intended purpose. Please avoid the following alterations:



Alteration of the scale and proportions of the elements



Alteration of the layout



Alteration of the official colors



Outlining the logo

**Color.** Our brand colors are in shades of blue, which reflect our values, such as trust, dignity and security.

### White

RGB 247, 247, 247    HEX f7f7f7

### Light Blue

RGB 87, 189, 237    HEX #57bde4

### Dark Blue

RGB 36, 46, 82    HEX #242e52

### Dark Grey

RGB 15, 15, 15    HEX #0f0f0f



**Gradient.** Our palette is blended together to create a colorful gradient to add depth to our brand.

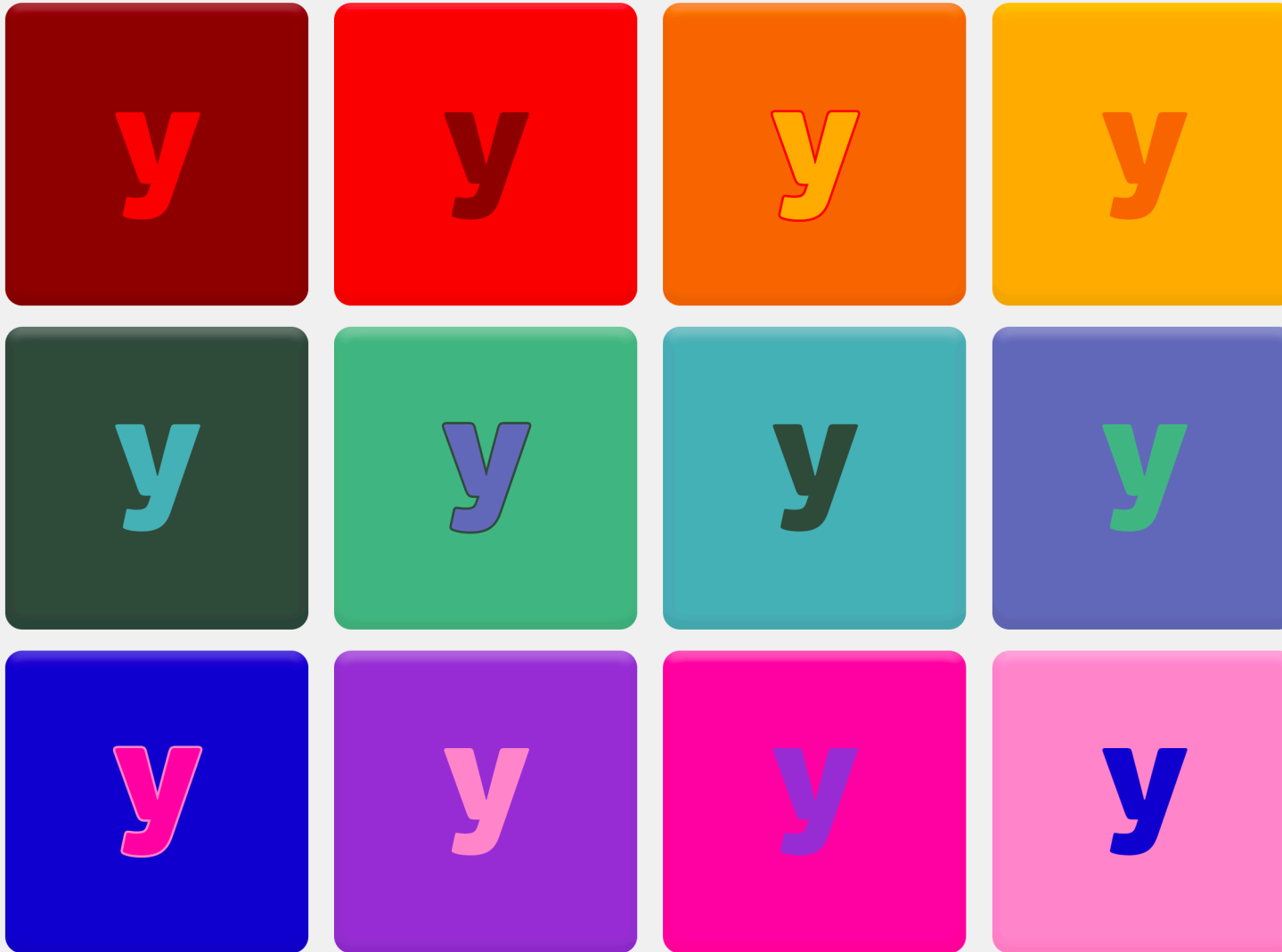
**Light Blue**

RGB 87, 189, 237    HEX #57bde5

**Dark Blue**

RGB 36, 46, 82    HEX #242e52

**Simplified Version.** Our simplified logo, which is mainly used for social media, can change colors freely to better adapt to different contexts. The colors should be in harmony with each other and ensure readability.



**Type.** Beau Sans Pro is a modern sans serif family of 16 fonts which includes true-italics. This typeface is totally recommended for titles and/or body text when you want to give a distinct and contemporary identity.

BeauSans Thin

AaBb

BeauSans Light

AaBb

BeauSans Regular

AaBb

**BeauSans SemiBold**

**AaBb**

**BeauSans Bold**

**AaBb**

**BeauSans Black**

**AaBb**

**BeauSans Pro**

Beau  
Sans  
Pro

# 03

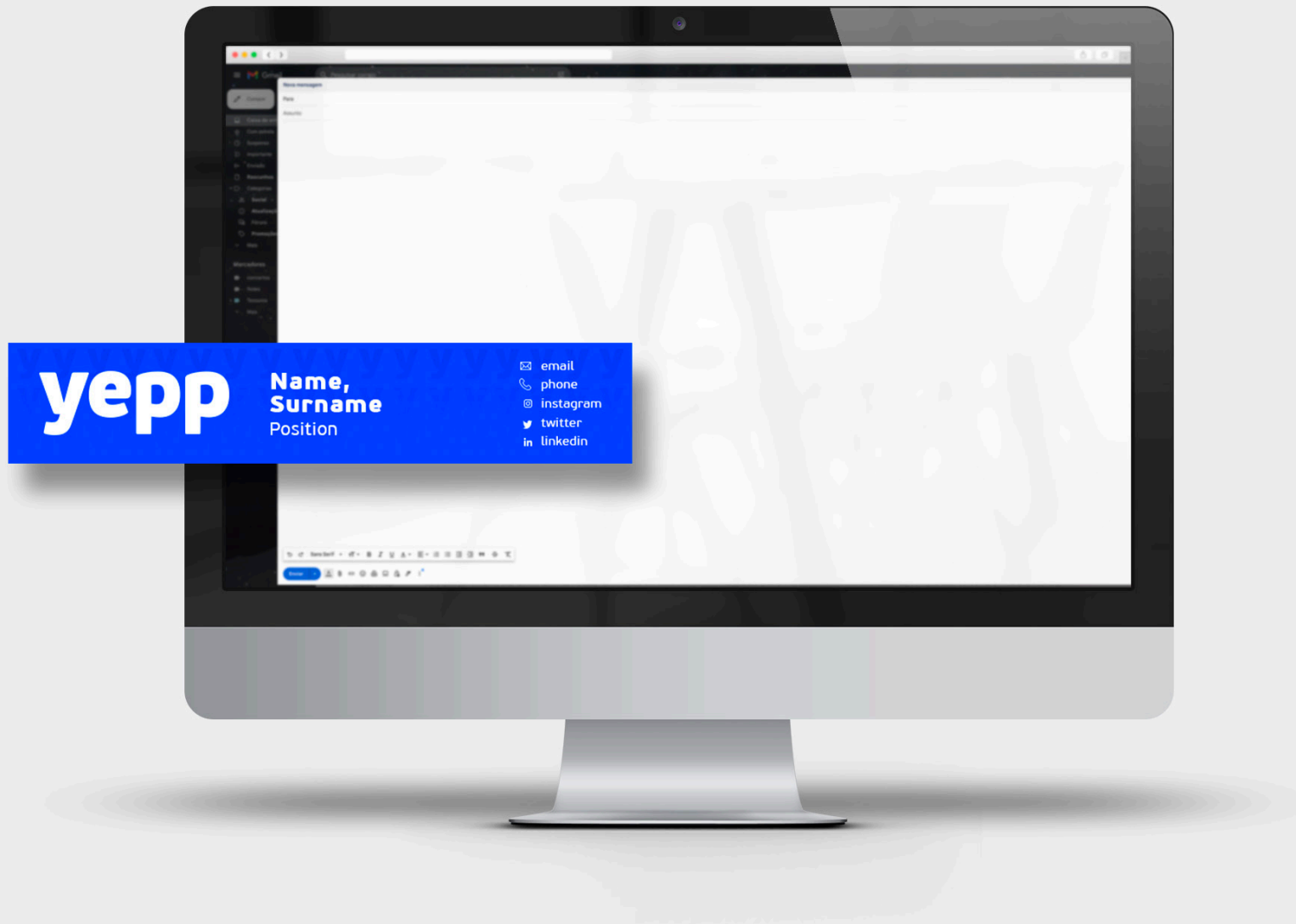
## **Stationary**

- **Business Card**
- **Digital Business Card**
- **Roll Up**

Business Card.



## Digital Business Card.



## Roll Up.







# 04

## **Social Media**

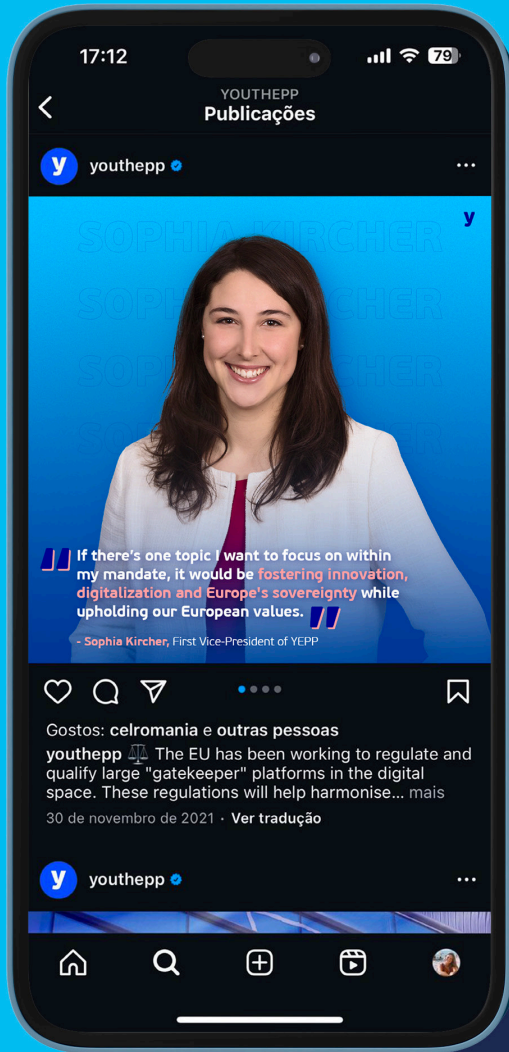


**Social Media.** Our social media content focuses on important political affairs, yepp news and commemorative dates, as well as up and coming events or council meetings.



-  **youthpepp**
-  **youthpepp**
-  **YouthEPP**
-  **YEPP**

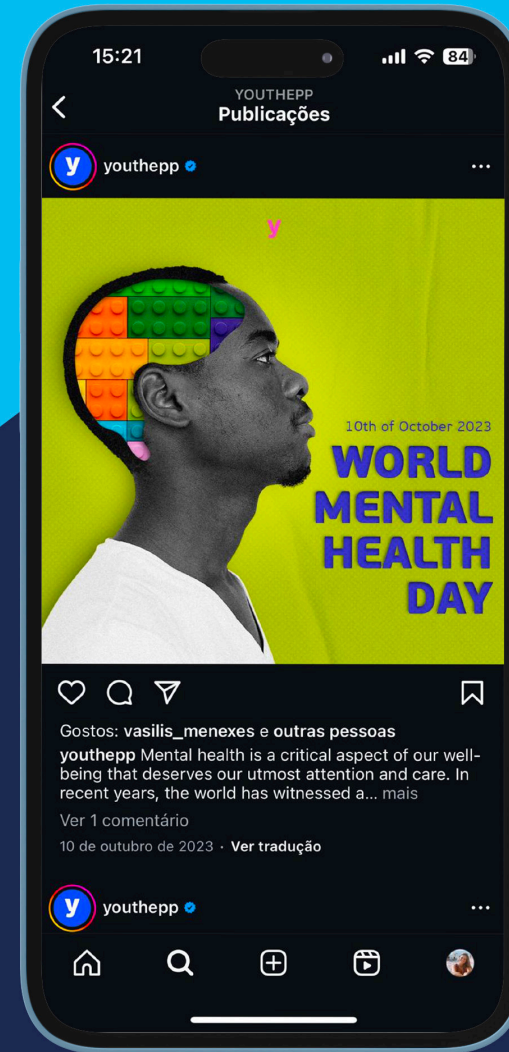
# Social Media.



Quotes



Political Affairs

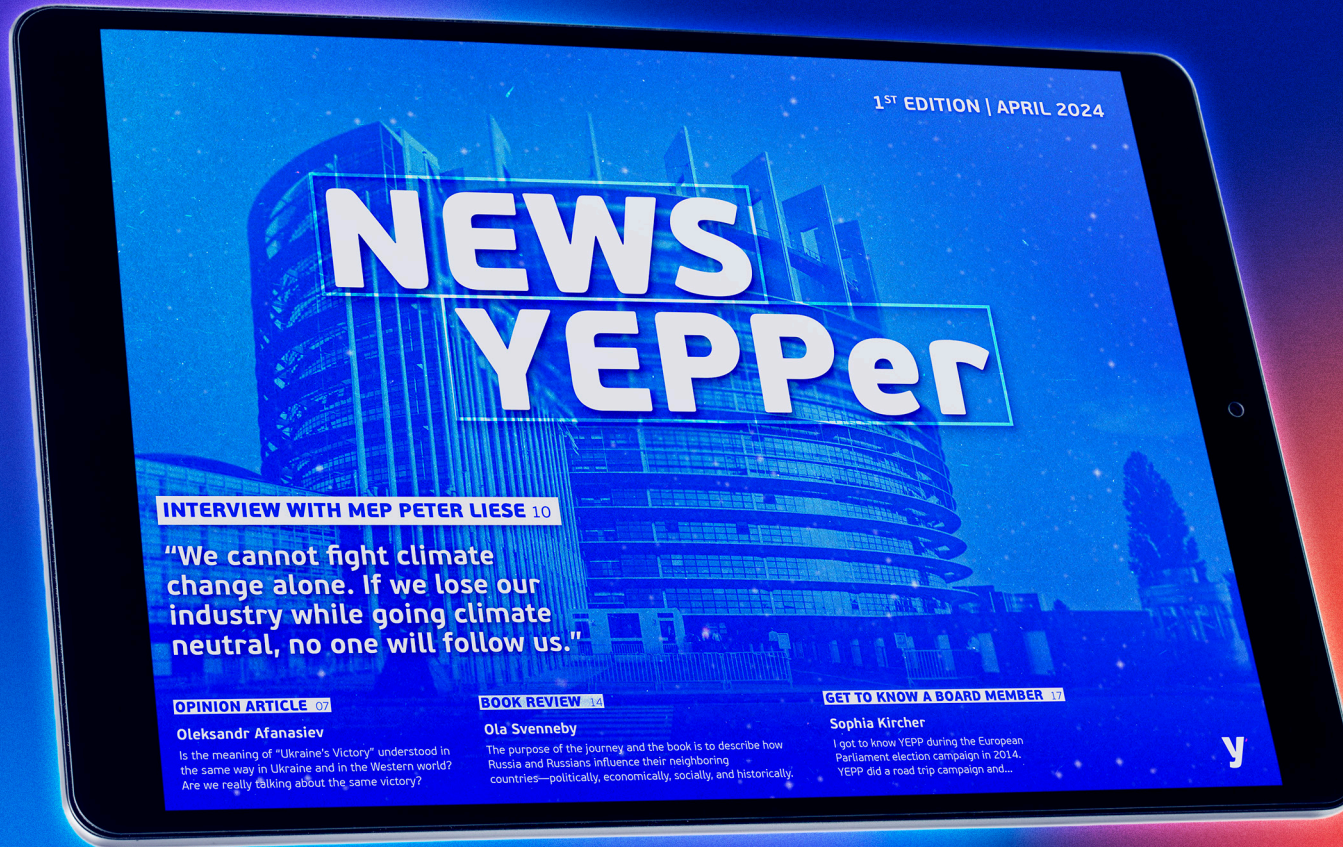


Comemorative dates

# 05 Newsletter



**Newsletter.** Yepp has its own Newsletter in digital format. It includes articles and highlights from previous council meetings.





# Newsletter.

**Strategic Autonomy and Modern Sovereignty**

Diving into Europe's perspective on these critical aspects, recently re-elected YEPP President Lidia Pereira set the tone for the event. In her speech, she emphasized the role of Member States in Europe and increasing geopolitical pressure. The key concept that pervaded the entire event was that of modern sovereignty, which implies the promotion of national interests within the European framework, remembering that, unlike other main actors on the world stage, Europe is built from different nations. Redressing the importance of sovereignty was reflected on how Europe

**Engaging with Political Figures and Parliament**

Prime Minister Andrej Plenković shared insights into the history of the Republic of Croatia and the process that led to it being the youngest member of the EU. Plenković, who participated in the accession negotiations, looked back on the successful process of a country that was progressively integrated into the Schengen Area and, finally, into the Eurozone on the 1st of January 2023. Croatia, being an example for new EU candidates, is now at the forefront in its support of European enlargement.



## Ukraine's Victory: Do We Understand It in the Same Way?

by Oleksandr Anasiev



"2 years ago, everyone thought that Ukraine would be occupied in just a few days."

Today, many people say that Ukraine can win this war."

Russia's full-scale invasion of Ukraine has been ongoing for more than two years now. During this time, Ukraine and the Western world have gone through different stages of perception of this war. At first, everyone thought that Ukraine would be occupied in just a few days. They even saw that the heroic Ukrainian people could resist and successfully liberate the territories occupied by Russia. Today, many people say that Ukraine can win this war, which sounds logical at least to the beginning of the Russian invasion in February 2022. More and more European leaders are not afraid to say so. The phrase "Ukraine's Victory" increasingly has internal political content in EU countries and European policy depends on the success of the Ukrainian military at the front. But is the meaning of "Ukraine's Victory" understood in the same way in Ukraine and in the Western world? Are we really talking about the same victory?

Isaiah Henry Liddell Hart, a classic of twentieth-century strategy, reminds us what victory in war is. It is not a "victory" because the loser than the previous one. "Victory" is the position, the idea that is sometimes involved in the political environment to preserve Ukrainian state-

hood by negotiating with Russia, stopping hostilities and freezing the war so obviously not a victory. It will only be a short-lived pause before the next stage of Russian aggression, which, in a few years may indeed be the last for the independence of the Ukrainian state. Another idea that is more palatable to the Ukrainian people is the limitation of occupied territories and the restoration of Ukraine's territorial integrity. Most European leaders also support this strategic goal of Ukraine, but can this be considered a real victory for Ukraine? Most likely not, because even after losing all the conquered territories, Russia will not stop trying to destroy Ukraine with constant missile attacks and new attempts to occupy Ukrainian territories. The current regime of the Russian Federation has not recognized and will not recognize the existence of an independent Ukraine, even after suffering a total defeat in the war with Ukraine. There is also no option that the destruction of Russia as it exists today and the dismantling of the current Putin regime, which is dangerous for Ukraine, Europe, and the world, will be considered a victory for Ukraine, but this development makes most Western leaders blood run cold. But what would be a real victory for Ukraine and what kind of peace would be better than the previous one for Ukraine?

## News from EU Bubble

**Highlights from past weeks**

- Once a PVA strategist, now he fights for One of Coet. Wilders' top strategists converted to Islam after being for years Wilders' right-hand and advisor of radical rhetoric for the PVV. Of party of the Netherlands, Jordan van der Meer left Wilders in 2024, the last month, amid Dutch elections, he wanted to retract messages that he himself helped craft.
- EU Commission Investigates Chinese companies. In June, the Commission launched a probe into whether Chinese companies illegally benefited from subsidies for the construction of a solar park in Romania. The Commission will have approximately 100 days to write the Chinese companies with the bid thanks to unfair foreign subsidies.
- Mark Rutte closer to NATO leadership? The Dutch Prime Minister has gathered support from four NATO countries in his quest to become the alliance's next Secretary-General, with officials expressing confidence that he could secure unanimous backing before the summit in July. Despite having good chances, Rutte faces objections raised by Turkey, Slovakia, and Hungary. Also, Romania has put forward its own candidate, president Klaus Iohannis.

**Legislative pipeline**

- At the end of February, the EU Parliament adopted the **Nature Restoration Law**. The new legislation sets a target for the EU to restore at least 20% of the EU's land and seas areas by 2030, and at least 40% in need of restoration by 2050. The content of the initiative was among the points contested by farmers in last month's protests. The text is now in the hands of the Council of the EU for the first reading.
- In the **last January Session**, from 10th to 14th of March, important dossiers were voted on by the Parliament. The most important was the **AI Act**, the first in the world to regulate the use of AI generated content and to describe the use of data to train models. In parallel, the **EU Commission** established a **European AI Office** within the DG CONNECT, with the purpose of supporting the development and use of trustworthy AI and monitoring risks.
- The **European Commission** is proposing a **Directive to regulate businesses**. The proposal first needs to be discussed by the **European Parliament** and the **Member States**. The Commission also adopted a **substantive** to create in the upcoming years a common **European digital law** in its various missions, we will closely follow any development.

**What's next?**

- The **Middle East** is set to maintain a significant presence in newspapers and the political landscape. Highlighted tensions between Israel and Hamas, along with neighboring countries, pose an ongoing risk of escalation, particularly amidst unstable negotiations for the release of hostages. Additionally, there is a discernible shift in Israeli's moral support due to evolving geopolitical dynamics, challenging traditional perspectives on the conflict.
- US support for Ukraine** still remains a topic of discussion. In the US Congress, there has been a complicated American military support for Ukraine in the upcoming months, the supply of weapons and ammunition will have some pending issues in the US as well. As YEPP, we continue to emphasize how financial and military aid to Kyiv is critical to prevent an escalation of the conflict within the Ukrainian borders.
- AI and geopolitical tensions** and the increasing role of NATO. Europe itself confronting a **shortfall in military personnel**. Germany recently decided to address this issue, and the government is currently working on a blueprint for local able military service model. Across Europe, mandatory military service is being to become a pressing topic of debate in the coming years.



Index

- 3) **2024: Embrace The Youth, Empower Change!**
- 4) **Past Council Meetings**  
Zagreb  
Skojpe  
Brno
- 7) **Opinion Article**  
Ukraine's victory: do we understand it in the same way?
- 9) **News from EU Bubble**
- 12) **Interview with MEP Peter Liese**
- 13) **Get to Know Nuevas Generaciones**
- 14) **Book Review**
- 17) **Social Media Highlights**
- 18) **Get to Know our Candidate for the EU Elections**
- 19) **YEPP in the Future**  
Next CMI - The Hague
- 19) **EPP Congress**

### 2024: Embrace The Youth, Empower Change!

In the pivotal year of European elections in 2024, it's time to welcome fresh perspectives and youthful energy into political leadership. As the voices of the next generation, Young Candidates must also forward to shape Europe's future, aiming for #GenerationChange.

It is the youth who will be the leading role in reaffirming the EPP's role as Europe's firmest political force. To make this happen, we can't afford to make choices we need to forward our message for the youth to come.

**Start caring, Start voting!**

**Lidia Pereira**  
YEPP President

**A message from the Secretary General**



The months ahead will be intense, we already know it. Something is intense when it is studied and deliberated with passion, with the perception of being able to achieve milestones for the generations to come. We, as members of YouthEPP, see the European elections this year as our opportunity to amplify our voices and to gain more prominence within conservative European politics, and more broadly, in all political institutions. Our country's members in increasing the impact of the EPP's research on policies and ultimately in shaping a better future for all young people. If you are as passionate as we are, follow us on this journey to see what has been done and what we are working on to reach our goals.

**Heldi Hamblis**

**Editorial Note**



In today's world, we must attend ourselves of the true meaning of political diversity: the struggle against conforming to a single thought or ideology. In this YEPP magazine, we strive to reach an audience weary of the old rhetoric portraying the youth as solely focused on demanding ever-expanding rights, being entitled to the fulfilment of ideologies with hidden political agendas. No, the youth embraces the complexity of reality beyond mere ideology and therefore seeks solutions that shape all facets of its future.

**Tomás Cruz**  
Executive Officer

## Past Council Meeting

Zagreb

can stand united, respecting all Member States' differences, and facing the challenges of the present.

**Exploring Key Issues Shaping Europe's Future**

The Council Meeting continued with a panel on the transformative force of AI and its implications for Europe's future. The discussion touched on the difficulty of regulating a technology that exponentially is following discussion, that included among the speakers Zorana Jurić, Fiala Hradec, Head of the Prime Minister's Office, supported the effects of decarbonization, digitalization and democracy in the society and economy. Particularly important was the latter point, on which Croatia has played a decisive role at the European level pushing for more attention on the worrying effects of population decline.



**Strategic Autonomy and Modern Sovereignty**

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**Engaging with Political Figures and Parliament**

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# 06

## **YEPP Manifesto**

**BRIDGING GENERATIONS  
BUILDING EUROPE**

**THE YOUTH EMPLOYMENT PACT**

# OUR MISSION

## WHAT WE FIGHT FOR, IN BRIEF

- ▶ **A FUTURE OF FINANCIAL STABILITY:** support to housing, fighting youth unemployment and easing access to the labour market. We fight for improving financial support to Young entrepreneurs and implementing labour market reforms to adapt to the evolving needs of the job market.
- ▶ **AN EQUALLY ACCESSIBLE EDUCATION THAT PROMOTES EXCELLENCE:** quality education should be a priority for political institutions. European exchange programmes must be strengthened and no Young European should leave studies due to economic or social constraints.
- ▶ **A CLEAR PATH TO PHASE-OUT OF FOSSIL FUELS FOR A GREENER EUROPE:** we foster a new regulatory framework to incentivize innovation, research, and development towards an ambitious climate agenda. We encourage the implementation of all clean energy sources, including nuclear, with policies that put people over ideology.
- ▶ **MENTAL HEALTH CARE SHOULD NOT BE A LUXURY:** the Youth needs accessible mental health services, such as psychotherapy, counselling and helplines. Cyberbullying must not be tolerated and awareness must be raised to destigmatize Mental Health.
- ▶ **A CYBERSECURITY THAT PROTECTS, A TRANSPARENT USE OF AI:** more innovation and research on AI will expand its potential, while extreme attention must be drawn to the effects of its misuse. Further collaboration is needed among Member States to increase cybersecurity while ensuring that privacy is protected.
- ▶ **REBUILD UKRAINE, PROTECT FREEDOM AND SUPPORT ENLARGEMENT:** YEPP urges institutions to speed up the preparation of Ukraine and Western Balkan's admission to the Union, and the necessary recovery plan to rebuild Kyiv. Enlargement will establish new partnerships to defend democracy, peace and spread EU values.

# 1. YOUTH PRIORITIES 2025

## (EDUCATION, GREEN TRANSITION AND EUROPEAN RESEARCH AREA)

### 1.1 EDUCATION AND FORMATION – EUROPEAN RESEARCH AREA

A better future is built on good choices, especially those that invest in skills, R&D and innovation are paramount. YEPP believes that an enduring knowledge and methods, coupled with a strong sense of European identity and citizenship among Young Europeans, and to continue to push the boundaries of knowledge through research, but also lay the groundwork for a knowledge-based economy. DiscoverEU, Youth in Action or European Solidarity Corps experiences but also deepen their understanding of Europe and on the UK and the US as key partners for advancing knowledge together. European is deprived of studying due to economic or social conditions alongside promoting traditional hard skills, financial and political literacy serve as the most effective social elevator and must never be condoned with the tools to navigate through the digital world, fostering an entrepreneurial today's world calls for an educational paradigm that embraces lifelong learning.

#### WE STRIVE FOR:

- Expanding and removing barriers for learning abroad programmes, such as mobility schemes by providing adequate funding and salaries, information and cooperation between vocational education, companies, and social partners.
- Exchange opportunities with partners outside Europe, particularly the UK and Ireland, to increase scholarship programmes based on merit and academic excellence within the education system.
- Strengthening social support mechanisms; providing digitalization and accessible online education and digital skills training.
- A balance between digitalization and digital skills training; ensuring flexibility in education, including implementing the diversification of study plans that cater to the diverse needs of students.
- Member States to strengthen digital skills training and digital literacy, providing accommodations for students with disabilities.
- Building a digital infrastructure that supports digital skills training and digital literacy, sharing resources, and providing digital skills training and digital literacy.

# 07 YEPP Events





Braga  
Congress



Brno  
Council Meeting



Croatia  
Council Meeting



Skopje  
Council Meeting

# 08

## Merch



Merch.





**yepp**

Youth of the European People's Party