

# EXECUTIVE GROUP

INTEGRATED COMMUNICATIONS AGENCY

annex

creative work

bringing Europe closer to the people of South Serbia

31.10.2012.

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main visual identity  
campaign name and logo



EUROPE, it is You!

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# visual elements

## poster

EU vrednosti: ljudsko dostojanstvo,  
sloboda, demokratija, enakost,  
vladavina prava, ljudska prava manjine,  
pluralizam, itd...

\  
EU values: human dignity, freedom,  
democracy, equality, rule of law,  
minority rights, pluralism, etc...

**Ljudsko dostojanstvo**  
**sloboda**  
**demokratija**  
**jednakost**  
**vladavina prava**  
**ljudska prava**  
**manjine**  
**pluralizam**  
**nediskriminacija**

**Èvröpä, tø ši TI**

**tolerancija**  
**pravda**  
**ravnopravnost**  
**jednake šanse**  
**sloboda govora**  
**efikasnost**  
**transparentnost**  
**odgovornost**  
**razvoj**

**progres** >>  
Program evropskega partnerstva za opipljive

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# visual elements

## leaflets

leaflets will be designed by target groups:

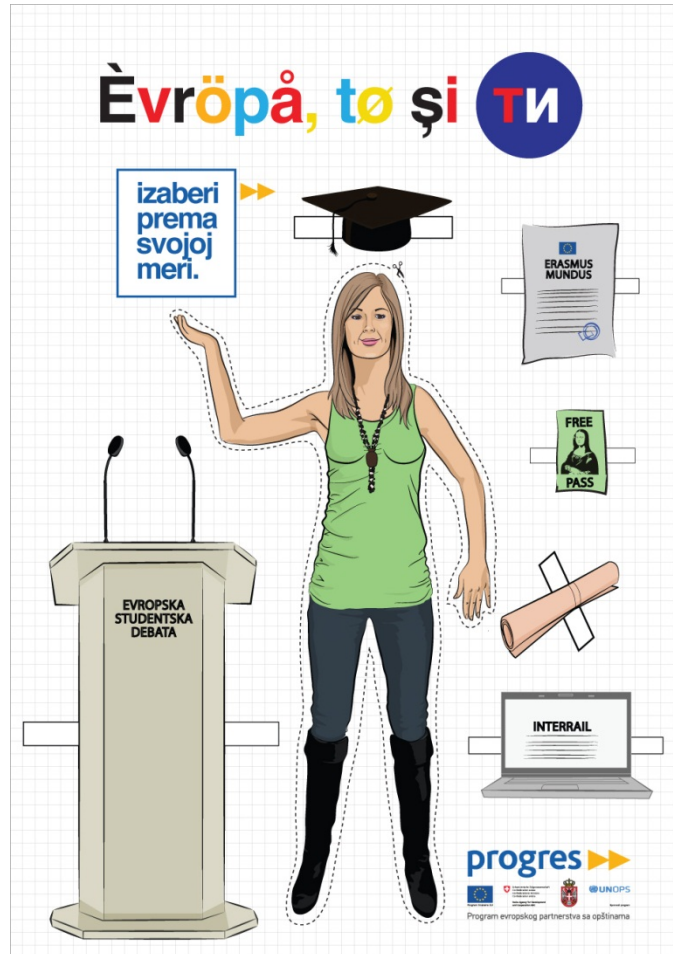
- municipal administration
- youth and students
- media
- business community
- agricultural producers



# visual elements

## leaflet 1: youth and students

Izaberi prema svojoj meri  
/  
Choose tailor-made



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# visual elements

## leaflet 2:

### agricultural producers

Izaberi prema svojoj meri

/

Choose tailor-made



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# visual elements

## brochure





# visuals of outdoor and indoor promotion

## roll-ups





# visuals of outdoor and indoor promotion

mirror sticker



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# visuals of outdoor and indoor promotion

t-shirts



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visuals of outdoor and indoor  
pin



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