

#BEACTIVE

Communication
and Branding
Guide 2026



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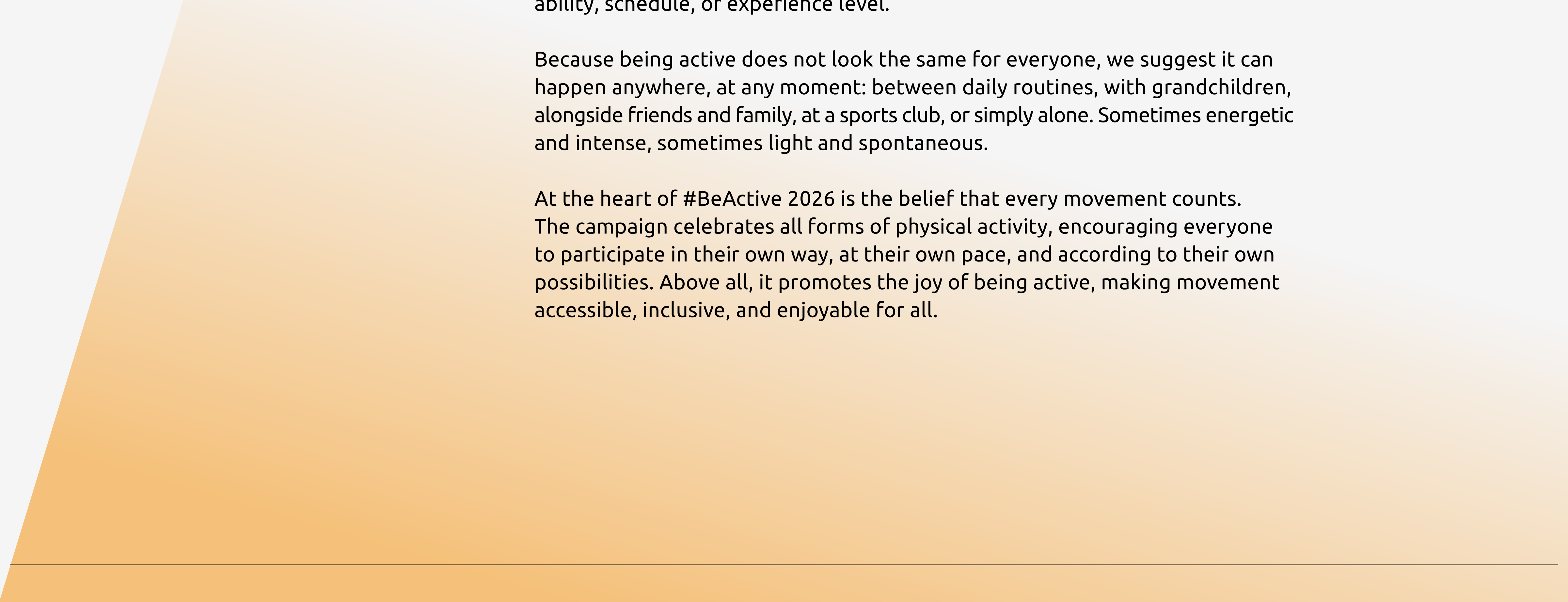
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#BeActive

*MOTIVATING PEOPLE
TO BE ACTIVE THEIR WAY*

About #BeActive

The logo for #BEACTIVE, featuring the text "#BEACTIVE" in a bold, sans-serif font. The "#BE" is in white and the "ACTIVE" is in yellow, both set against a black rectangular background. The entire logo is tilted slightly to the right.

#BeActive 2026 aims to inspire people across more than 40 countries to move more and embrace a more active lifestyle, regardless of age, physical condition, ability, schedule, or experience level.

Because being active does not look the same for everyone, we suggest it can happen anywhere, at any moment: between daily routines, with grandchildren, alongside friends and family, at a sports club, or simply alone. Sometimes energetic and intense, sometimes light and spontaneous.

At the heart of #BeActive 2026 is the belief that every movement counts. The campaign celebrates all forms of physical activity, encouraging everyone to participate in their own way, at their own pace, and according to their own possibilities. Above all, it promotes the joy of being active, making movement accessible, inclusive, and enjoyable for all.

#BeActive Aim & Story

Empower people of all ages and backgrounds to move more, feel better, and connect through sport.

Celebrate how sports bring people together across borders, generations, and communities, uniting everyone around one simple idea: **#BeActive**.

INCLUSION

WELL-BEING

EMPOWERMENT

JOY

UNITY

11 years. 42 countries. 1 movement.

The European Week of Sport and #BeActive were launched in 2015 to tackle physical inactivity across Europe. Meanwhile, it has grown into a powerful movement present in up to 42 countries and regions, reaching millions of people of all ages and backgrounds.

We've inspired communities, supported healthy habits, and brought the joy of movement into everyday life. What started as a campaign has become a shared commitment to a healthier, more connected Europe.

- **2015-2025**
- **More than 137 million participants**
- **Over 416 000 events across Europe**

The European Week of Sport



Launched by the European Commission, **the European Week of Sport (EWoS)** is the corner stone of the campaign, taking place every year from 23-30 September.

Around **40 countries** (Erasmus+ Programme Countries and Western Balkan and Eastern Partnership countries) jointly participate in the campaign, where **thousands of events and activities** are organised for the Week.

The European Week of Sport is officially launched each year with a European-level opening ceremony; in 2026, this milestone event will take place in Dublin, Ireland, on 23 September.

<https://sport.ec.europa.eu/european-week-of-sport>

The #BeActive Night is the spotlight awareness moment of the Week, bringing together active enthusiasts and a sense of European unity around the European Week of Sport campaign.

- **When:** 26 September 2026
- **Where:** Throughout Europe
- **How:** Thousands of organisations hosting activities in all countries and regions in the European Week of Sport.

EU Sport Awards



The **#BeActive EU Sport Awards** recognise and celebrate the achievements of individuals, sport organisations and stakeholders that have successfully promoted sport and physical activity across Europe. Building on the former #BeActive Awards and #BeInclusive EU Sport Awards, they aim to highlight best practice initiatives and reward contributions to a Union based on equity and shared values.

On **23 June 2026** in **Brussels**, the European Commission will reveal the winners and distribute the prizes in five categories:

- **Physical activity:** For initiatives that encourage physical activity at all levels.
- **Inclusion:** For sport activities that use sport as powerful tool to promote social inclusion, gender equality, diversity and unity.
- **Volunteering:** For sport activities initiated by organisations and/or Individuals who have made contributions to sports through volunteering.
- **Across generations:** For sport activities run by organisations that have made a contribution to strengthening communities.
- **Peace:** For initiatives that have brought diverse communities, groups, and individuals together, transcending differences and encouraging dialogue, tolerance, and cooperation.

#BeActive Winter



#BeActive Winter encourages people across Europe to **stay active during the colder months and to counter seasonal inactivity**. Led by the European Commission, the initiative extends the spirit of #BeActive beyond the traditional campaign period, reinforcing the importance of movement and wellbeing throughout the entire year.

As a new chapter of the #BeActive campaign, #BeActive Winter will gradually be introduced starting in 2027. National Coordinating Bodies (NCBs) will organise activities during the first two weeks of February (1–14 February 2027), creating renewed momentum for the campaign during the winter season.

The initiative is designed to encourage broad participation and maximum flexibility in the organisation of activities and events.

Messaging

*MOTIVATING PEOPLE
TO BE ACTIVE THEIR WAY*

2026 Message

#BeActive your way

Today, we spend most of our time sitting at desks, in vehicles and on sofas, most of the time glued to our screens. The apps we use and the programmes we watch are designed to keep us there as long as possible. However, research proves time after time that we need movement for both our physical and mental health.

#BeActive is the trigger to change that. Not by telling people what not to do, but by encouraging baby steps that make a real difference. No matter who you are, how fit you are or how competitive you are. #BeActive 2026 avoids guilt. Instead, it invites everyone to #BeActive in your own way. Together or alone, with big goals or small steps. It doesn't matter.

#BeActive your way

That is, at home or outside, in jeans or overdressed, on a call or on a couch, with zero rhythm or with a sigh, wobbly or on the train, with a beanie or stepping on toes.

The key message is consistent “#BeActive” but adaptable to audiences, sports, situations and places. Informative or funny. As long as we not only involve all people but also **trigger them by lowering the mental thresholds.**

Guidelines for NCBs & partners

*MOTIVATING PEOPLE
TO BE ACTIVE THEIR WAY*

National Coordinating Bodies

How can National Coordinating Bodies support the campaign?

The success of #BeActive relies on you. National Coordinating Bodies (NCBs) communicate about the week and the campaign, organise events, and involve networks of stakeholders.

Furthermore, you can:

- share stories and campaign highlights
- involve and activate your ambassadors
- identify and activate influencers and opinion leaders
- ensure your website information is up-to-date

Partners

How can you support as a Partner?

Partners are invited to actively promote **the BeActive campaign and the European Week of Sport** and to **contribute to the organisation of events**. Thanks to the #BeActive your way message, you can organise any event **from low threshold activities up to real sport challenges**.

Just keep in mind that #BeActive is about **inclusion, well-being, joy and unity**. We want to see smiles at the end of the effort! This can be the first step to a new activity habit for many people.

Furthermore, you can:

- Help us engage with your community
- Include the #BeActive hashtag in all your key events and activities
- Brief your representatives/athletes/partners about the #BeActive campaign
- Proactively suggest new initiatives and opportunities for cooperation
- Encourage your members to get in touch with National Coordinating Bodies in their respective countries – we salute cooperation between NCBs and partners, especially at national level
- Share stories and your campaign highlight(s) with us

Social media

How can you promote #BeActive on social media?

#BEACTIVE ON INSTAGRAM



Use **#BeActive** hashtags, filters and stickers. Instagram is a very hashtag-friendly network. By using **#BeActive** and **#EuropeanWeekofSport**



Release Instagram Stories regularly as the format is very popular, and create Highlights collections with the most interesting ones



Create Reels, to express your **#BeActive** creativity and to reach users outside your community, in 90-sec maximum



Use the live format and invite your community, partners, and Ambassadors to share the **#BeActive** message.



Prefer carousels to single photos, as they create more engagement than the latter



Make sure to tag `european_youth_eu` in all relevant posts and stories. Don't forget to also tag other partners, national coordinators, and Ambassadors!

#BEACTIVE ON FACEBOOK



Share, comment and like posts from the campaign channels via your own or your organization's page



Post frequently using the **#BeActive** hashtag



Create Facebook event pages for your own initiatives to invite people to participate on-site and share relevant information



Tag other partners, national coordinators, and Ambassadors



Make use of the **campaign content**



Participate in conversations or live audio rooms by commenting or replying to other users on **#BeActive** posts

#BEACTIVE ON X



Share, comment and like posts from the campaign channels via your own or your organization's page



Post frequently using the **#BeActive** hashtag



Follow and tag **@EuSport** account in your posts



Tag other partners, national coordinators, and Ambassadors



Make use of the **campaign content**



Participate in conversations or live audio rooms by commenting or replying to other users on **#BeActive** posts

Visual identity

*MOTIVATING PEOPLE
TO BE ACTIVE THEIR WAY*

Campaign Signature

The campaign signature is the core of our message. It represents **movement, energy, and unity**, as well as the **inclusion** that you don't need to be a top sports person to **#BeActive**. Our campaign invites everyone to be active, to their own stamina, possibilities and physical condition.

All campaign communication must align with the #BeActive visual identity to ensure a consistent and coherent campaign across organisations, audiences, channels and borders. The name **#BeActive** can be applied across a wide range of formats always in conjunction with the correct signature and visual identity.



Campaign Signature

The **European Week of Sport**, the **BeActive EU Sport Awards** and the **Winter** themes are built on the **#BeActive** visual identity, each with each a custom colour from the secondary colour palette.
[See colour range on page 18.](#)



Colours

Colour is a fundamental element of the #BeActive identity. It brings energy, contrast, and instant recognition to the campaign. Our palette is designed to be bold, accessible, and flexible. Suitable for digital, print, and on-site applications.

Primary & Secondary colours

#01 C 0 M 37 Y 85 K 0 R 251 G 186 B 0 HEX #F2B03D	C 0 M 0 Y 0 K 100 R 0 G 0 B 0 HEX #000000	C 0 M 0 Y 0 K 0 R 256 G 256 B 256 HEX #FFFFFF	#02 C 25 M 100 Y 0 K 0 R 192 G 32 B 132 HEX #C01F83 PMS 241C	C 55 M 0 Y 100 K 0 R 134 G 188 B 37 HEX #86BC24 PMS 360C	C 75 M 25 Y 0 K 0 R 38 G 153 B 214 HEX #2598D5 PMS 2925C	C 0 M 65 Y 54 K 0 R 255 G 111 B 95 HEX #FF6F61 PMS 170C
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Colours

Gradient

The **#BeActive** gradient blends orange and yellow, creating a vibrant transition that reflects the campaign’s energy, movement and warmth.

Use the gradient consistently across backgrounds, graphics and layouts to strengthen the recognisability and cohesion of the campaign.

This dynamic visual device is unique to our identity. It brings rhythm, depth and a celebratory feel to our materials.



Typography

Ubuntu

Aa

The recommended open source font is **UBUNTU**.
Free download here : <https://fonts.google.com/specimen/Ubuntu>

Ubuntu Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+?%\$"!&

Ubuntu Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+?%\$"!&*

Ubuntu Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+?%\$"!&

Ubuntu Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+?%\$"!&*

Ubuntu Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+?%\$"!&

Ubuntu Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+?%\$"!&*

Ubuntu Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+?%\$"!&

Ubuntu Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+?%\$"!&*

Visual system

Split-screen

The European Week of Sport is built on a **consistent and widely recognised visual identity**. In 2026, the campaign evolves further while maintaining its established colour palette and core visual recognisability.

This year’s creative direction is inspired by the ambition to encourage as many people as possible to be active in ways that suit their body, mindset, lifestyle, or personal situation. The campaign embraces an inclusive understanding of physical activity, focusing not only on movement itself, but also on the positive emotions and sense of enjoyment it creates.



Visual system

Split-screen

The 2026 visual system is characterised by a **sloping split-screen composition**. This dynamic device combines two complementary perspectives: the activity itself and the emotional response it generates.

The emotional dimension takes visual priority, reinforcing the campaign’s human-centred approach, while the treatment of the activity imagery emphasises energy, rhythm, and movement.



Visual system

Generic split-screen template

PLACEMENT AND DIMENSIONS

#BeActive

The signature being the main communication message, it is displayed as large as possible. In this instance, it fill the whole width of the format, with a border whose width is defined by the width of the EU Emblem.

The gradient

In this layout, its base is about half the width of the format. And its height is about 1/3 of the content surface.

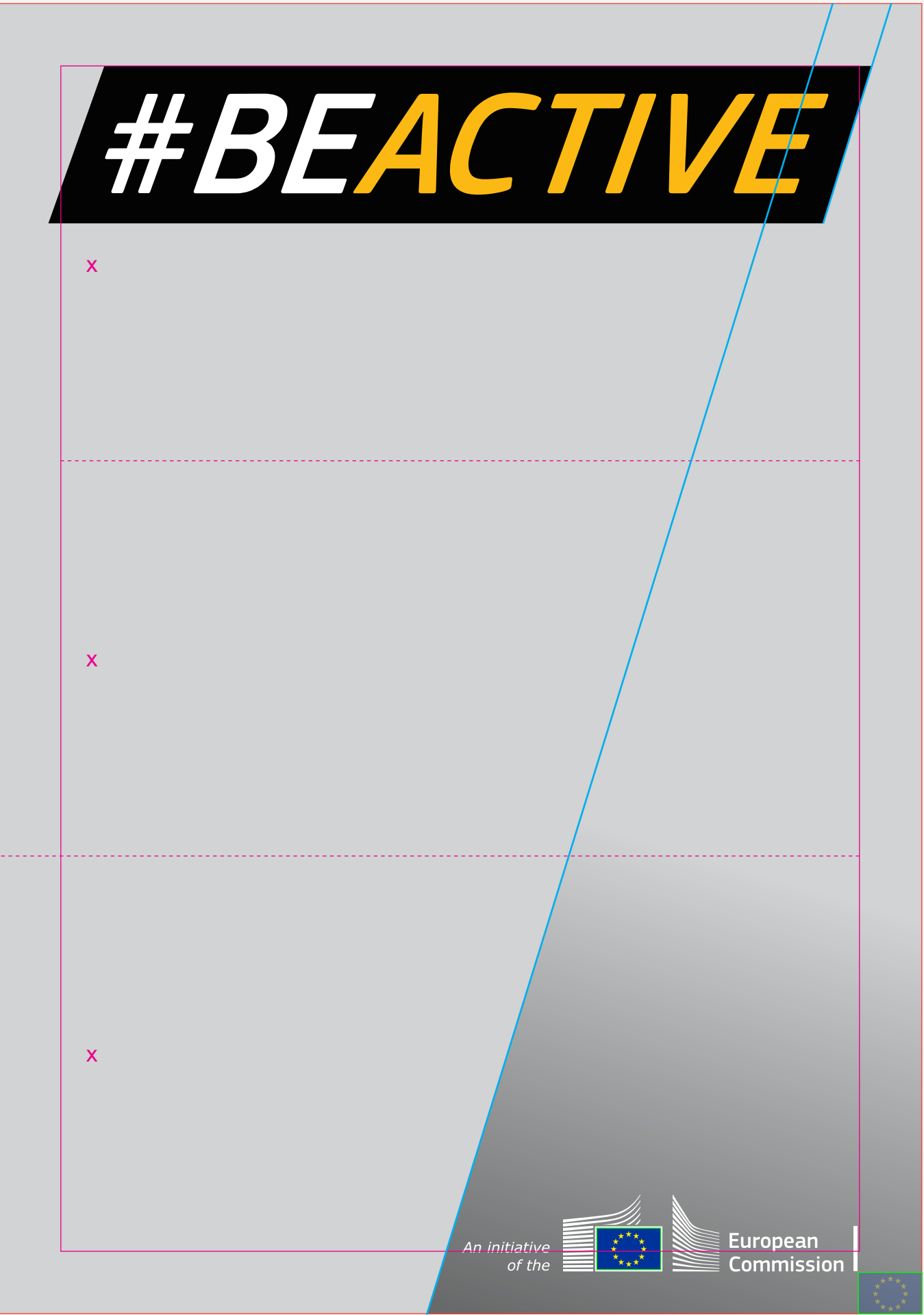
Points of attention:

- there should always be a border to make the content breathe. Its width & height cannot be inferior to the width of the EU Emblem.
- the slope of the gradient is parallel to the slope of the diagonal side of the campaign signature.
- the position of the split-screen slope will depend on the content.

See examples in Section 5.

The campaign signature **#BeActive** must always be the core element on each visual communication support. Depending of the image it can be placed at the bottom or at the top of the visual. For it's exact placement we kindly refer to the templates below, who are to be followed securely to the extent possible.

In order to guarantee the legibility and visibility to the EC logo, a 'Gradient Feather', has been added underneath the EC logo in the right corner at the bottom of the page. This gradient fade follows the angle of the screen-split, which is based on the diagonal side of the campaign signature **#BeActive**.



Visual system

The slogan *'your way'*

PLACEMENT AND DIMENSIONS

Placement

The campaign slogan should always appear below the campaign signature, right-aligned with it. The slogan should be positioned at half the distance between the #BeActive copy and the border.

Dimensions

The campaign slogan must not take visual precedence over the campaign signature. In this layout, its width is about 1/3 of the width of the campaign signature.

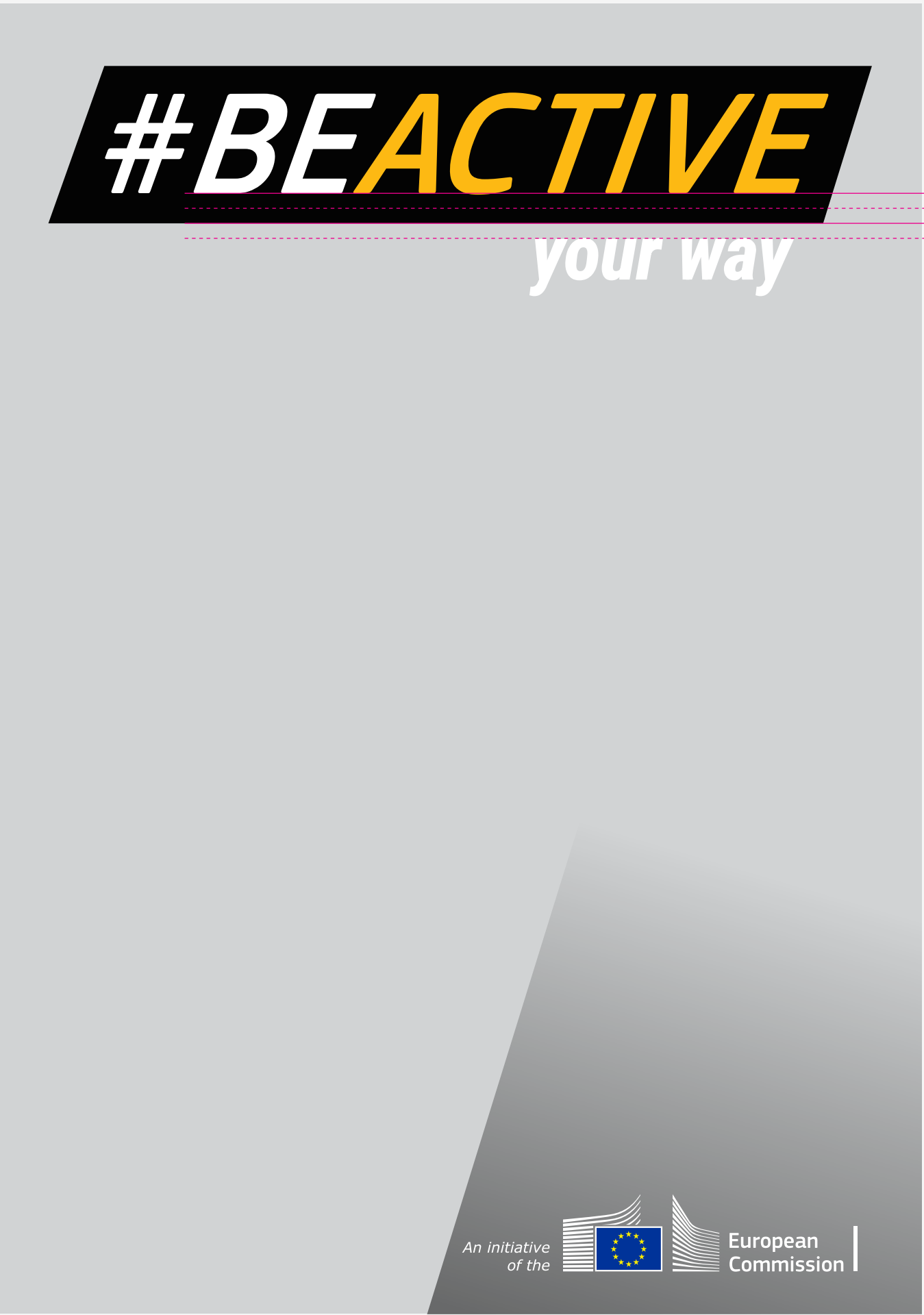
Points of attention:

- the slogan should always be set in lowercase and italics.
- the slogan must not appear larger than the campaign signature in proportion.
- to ensure sufficient contrast with the visual, the slogan may be set in one of the primary colours.

See colour range on page 18.

The campaign signature baseline is made personal, adding an emotional touch and emphasizing that each individual is different. There is not one single way to be active. **#BeActive** wants as many people as people to engage, independent of their abilities, possibilities and fitness.

It is not mandatory to use the **'your way'** slogan. However, we invite NCBs and partners to incorporate it wherever possible throughout the campaign as the phrase captures the core spirit of #BeActive: enjoyment should always be at the centre of the experience.



Visual system

Split-screen template / event topic

In order to differentiate the event topics, a specific colour has been assigned to each theme.

More detailed information about the colour values you can find on page 18 of this Brandbook.



Photography

Our photography captures the enjoyment, energy and diversity. Images should reflect real people in real moments when being active without glorifying sport. People must be able to relate and identify with the reality of being active.

A key focus of our visual language is community. We want to show people connecting through movement, training together, cheering each other on, laughing after an activity. This human connection is at the heart of the **#BeActive** message.

The visual tone must be:

- **Authentic:** Avoid overly posed or polished pictures.
- **Inclusive:** Represent all ages, body types, ethnicities, genders, abilities, and types of activities.
- **Dynamic:** Show movement, interaction, and emotion.
- **Natural:** Use soft lighting, candid angles, and minimal retouching.

Photography

Left-side images: Close-up of real people **expressing a positive emotion during or after the activity.**

Real people



Photography

Right-side images: (sport) activities performed by the person(s) on the left-side image, treated with a **motion blur filter** to emphasize the action.

Real moments when being active



The EC Logo or the EU Flag

The sign-off must be well apart from any other logos.
The preferred option for the typeface is Verdana.
Italic and underlined variations and the use of font effects are not allowed.

The logo of the European Commission is a protected trademark. The European Commission will pursue cases of abuse and fraudulent use of the logo.

The European Commission logo in all its formats and linguistic versions can be downloaded here:
https://commission.europa.eu/resources/european-commission-visual-identity_en

The EU emblem logo, the translations “Co-funded by...” and the guidelines for third parties can be downloaded on:
https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

CO-FUNDING

National Coordinating Bodies and events being co-funded by the Erasmus+ programme must use “*Co-funded by the European Union*”.



NO EU FUNDING

Organisations without EU funding must use “*An initiative of the European Commission*”.



EUROPEAN COMMISSION

Communication by European Commission must use the EU flag sign-off.

Please note that this sign-off variant is used exclusively by the Commission itself.



Examples

*MOTIVATING PEOPLE
TO BE ACTIVE THEIR WAY*

Posters



A4, 210 x 297 mm

Banners



1920 x 1080 px



1050 x 320 px

Social Media posts



Instagram, carousel, 1080 x 1350 px



Social Media posts



Facebook, post, 1080 x 1080 px

Resources & Contact

*MOTIVATING PEOPLE
TO BE ACTIVE THEIR WAY*

Resources

Communications Toolkit

This **Communication and Brand Guide 2026** is your go-to reference for all communication and branding related to the campaign. It brings together key messages, visual guidelines, and timing to help you create consistent, high-impact materials across Europe.

Whether you're planning local activities or producing digital content, this guide ensures that all elements stay aligned under a single, recognisable identity, strengthening the visibility and coherence of the **#BeActive movement**.

DATA & STATISTICS

Eurobarometer for Sport (Special Eurobarometer 525)

<https://europa.eu/eurobarometer/surveys/detail/2668>

WHO Global action plan on physical activity 2018-2030

<https://www.ccacoalition.org/resources/global-action-plan-physical-activity-2018-2030-more-active-people-healthier-world>

WHO Physical activity country factsheets (2025)

<https://gateway.euro.who.int/en/datasets/hepa/>

#BEACTIVE

BeActive landingpage <https://sport.ec.europa.eu/european-week-of-sport>

BeActive 2026 repository [BeActive - Stakeholders Content](#)

Let's keep in touch

We are here to support you!

If you have any questions about the European Week of Sport, the #BeActive communication campaign and related activities, please contact us at:

BeActive@vo-europe.eu

We are more than happy to watch and read about your #BeActive success stories!

If you have any best practice examples in your country, share them with the #BeActive community and/or tag #EUSport in social media channels.

Thank you!

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TO BE ACTIVE THEIR WAY*
