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D5.1 - Brand & Implementation Plan



RiseUpWB

RAISING INNOVATION, SKILLS & EMPOWERMENT
FOR YOUTH IN THE WESTERN BALKANS

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ABOUT THE PROJECT

PROJECT NAME

RiseUp-WB (Raising Innovation, Skills & Empowerment for Youth in the Western Balkans)

PROJECT NUMBER

101243272

EU PROGRAMME

ERASMUS-YOUTH-2025-CB-WB

WHY THIS PROJECT?

RiseUp-WB is a 24-month capacity-building initiative aiming to bolster youth-focused NGOs and municipalities in Albania and Kosovo, especially those working with marginalized youth. It addresses the challenges of high youth unemployment, insufficient digital competencies, and limited civic involvement through innovative training, cross-border exchanges, and policy engagement.



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PROJECT CONSORTIUM



1. Digital Communication Channels

The RiseUp-WB project uses a multi-channel digital communication approach to ensure that information reaches diverse target groups, including youth, trainers, partner organizations, and institutional stakeholders.

1.1 Channels to be used

Facebook (<https://www.facebook.com/profile.php?id=61584950204564#>)

- Share project updates and events
- Engage youth workers, NGOs, and local communities

Instagram (<https://www.instagram.com/riseupwb?igsh=eXdkeWMxdzBrbmV1>)

- Showcase trainings, hackathons, and youth engagement
- Promote campaigns and key messages visually

LinkedIn (<https://www.linkedin.com/company/riseup-wb>)

- Share project results and milestones
- Engage policymakers, institutions, and professionals

Roles

- **Admin:** OBOTI (responsible for publishing, moderation, analytics review, and overall content oversight)
- **Editors:** All project partners (responsible for drafting content and submitting it for publication according to the agreed posting plan)

2. Posting plan and content strategy

In each of the channels, 4 posts per month shall be published, ensuring continuous communication even during periods without major events.

2.1 Content pillars linked to work packages

All content will be clearly linked to one or more work packages to ensure coherence and traceability.

WP2 - Training of trainers

Focus on capacity building and professional development.

- Training announcements and recaps
- Photos and videos from sessions
- Trainer and participant testimonials

WP3 - Innovation labs & hackathons

Highlight innovation, teamwork, and problem-solving.

- Hackathon highlights and results
- Teamwork and collaboration stories
- Innovative ideas and solutions

WP4 - Youth Advisory Board (YAB)

Amplify youth voices and participation.

- Youth-led messages and initiatives
- Advocacy and awareness posts
- Testimonials and reflections

WP5 - Sustainability, impact & dissemination

Ensure visibility of results and long-term impact.

- Project milestones and achievements
- Key results and lessons learned
- Policy-relevant messages

2.2 Types of content

A variety of content types should be used to maintain engagement and ensure comprehensive dissemination.

- Event announcements and recaps
- Project results and achievements
- Stories and testimonials
- Policy and advocacy messages

3. Hashtags, tagging rules & concrete examples

3.1 Hashtags

Official project and Erasmus+ and EU-related hashtags should be used consistently.

Official project hashtags:

- #RiseUpWB
- #RiseUpWesternBalkans
- #EmpoweringYouth
- #YouthInnovation

Erasmus+ and EU-related hashtags:

- #ErasmusPlus
- #EUfunded
- #EUprojects
- #EuropeanUnion

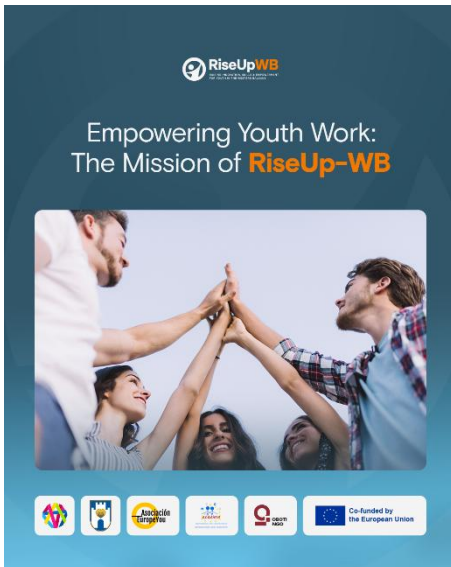
3.2 Tagging rules

- Tag project partners when they are involved or featured
- Tag institutions and stakeholders when relevant
- Always acknowledge EU funding:
 - EU emblem on visuals
 - “Funded by the European Union” in captions where applicable

3.3 Concrete templates

This section provides guidance on how RiseUp-WB content should be adapted across social media posts, materials and presentations.

Sample 1: Social media post



- Use clear, high-quality photos (group photos, training sessions, youth activities)
- Place the project logo at the bottom of the visual
- Place the EU emblem visibly at the bottom (left or right), respecting clear space
- Include partner logos only when relevant and in a secondary position
- Apply brand colors and fonts consistently
- Avoid overcrowding the visual with text

Sample 2: Landscape post



- Landscape (recommended for Facebook and LinkedIn)
- Project logo and EU emblem placed in opposite corners and clearly visible
- Keep the central area clean; avoid overcrowding with text or logos
- Use official brand colors, fonts, and visual style

Sample 3: Certificate of participation



- Project logo and EU emblem will appear in the certificate header, respecting visibility and spacing rules
- The full project name Rise Up Western Balkans (RiseUp-WB) will be clearly stated in the text
- The training title, location, and dates will be included
- Official fonts, colors, and branding elements from the brandbook will be used consistently
- Signature fields for the WP Leader and Project Coordinator will be included

4. Monthly analytics and follow-up

Indicators such as reach, impressions, engagement, click-through rates, and audience growth will be monitored into how content is performing and how stakeholders interact with it.

Indicators to be monitored:

- Reach and impressions
- Engagement (likes, comments, shares)
- Click-throughs (where applicable)
- Audience growth

Use of analytics:

Analytics data will be reviewed on a monthly basis by OBOTI to assess content effectiveness and inform adjustments to the communication strategy. Insights gained from analytics will guide decisions on content formats, posting times, messaging focus, and audience targeting

- Adjust content type and format
- Improve posting timing and frequency
- Strengthen visibility among key stakeholders

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Brand Guidelines

Complete Logo

This is the complete version
of the RiseUpWB logo.



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Logo Construction



Logo design Overview

The Human Figure: Positioned within the circle with an uplifted arm, it symbolizes personal growth, success, and the proactive spirit of youth.

The Enclosing Circle: Represents a unified community and a supportive ecosystem for regional development.

Dynamic Slant: The forward-leaning posture of the icon conveys energy, progress, and a future-oriented mindset.

Deep Blue Gradient: Used in the icon to signify depth, trust, and institutional strength.

Vibrant Orange: Represents creativity, optimism, and the energetic potential of the youth.

Monochrome Variants: White and black versions are provided for high-contrast environments and official documentation.

Typography

Basier Circle
Aa

RiseUpWB

H1 34pt Basier Circle ExtraBold

RiseUpWB

H2 22pt Basier Circle Bold

RiseUpWB

H3 18pt Basier Circle SemiBold

RiseUpWB

Body Text 14pt Basier Circle Medium

Color scheme - Palette

Primary Colors



Negative Application



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Icon



Minimum Size Logo



Gradient

Secondary Colors



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THIS DUO



Slate/Navy Application



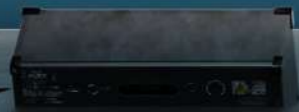
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Orange Application



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Light Blue Application



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Black Monochrome Version



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Black Monochrome Version Icon



Logo Size



Small Version



Medium Version

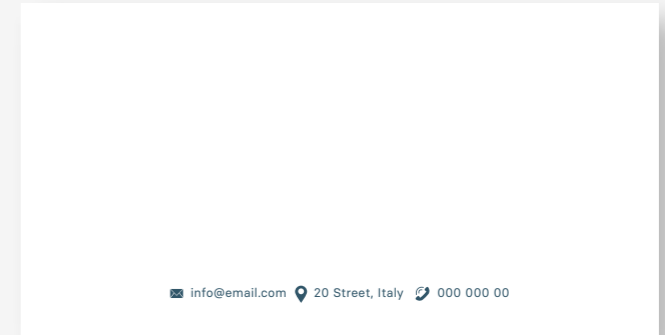


Large Version

Slate/Navy Application









Secondary Logo - No Tagline



Empowering Minds, Elevating the Future!

Explore the Programs

Learn More

Our Mission

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Our Three Pillars

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Your Vision, Our Mission

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- 2 Sample text here
- 3 Your text space here
- 4 Other text space

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📍 20 Street, Italy

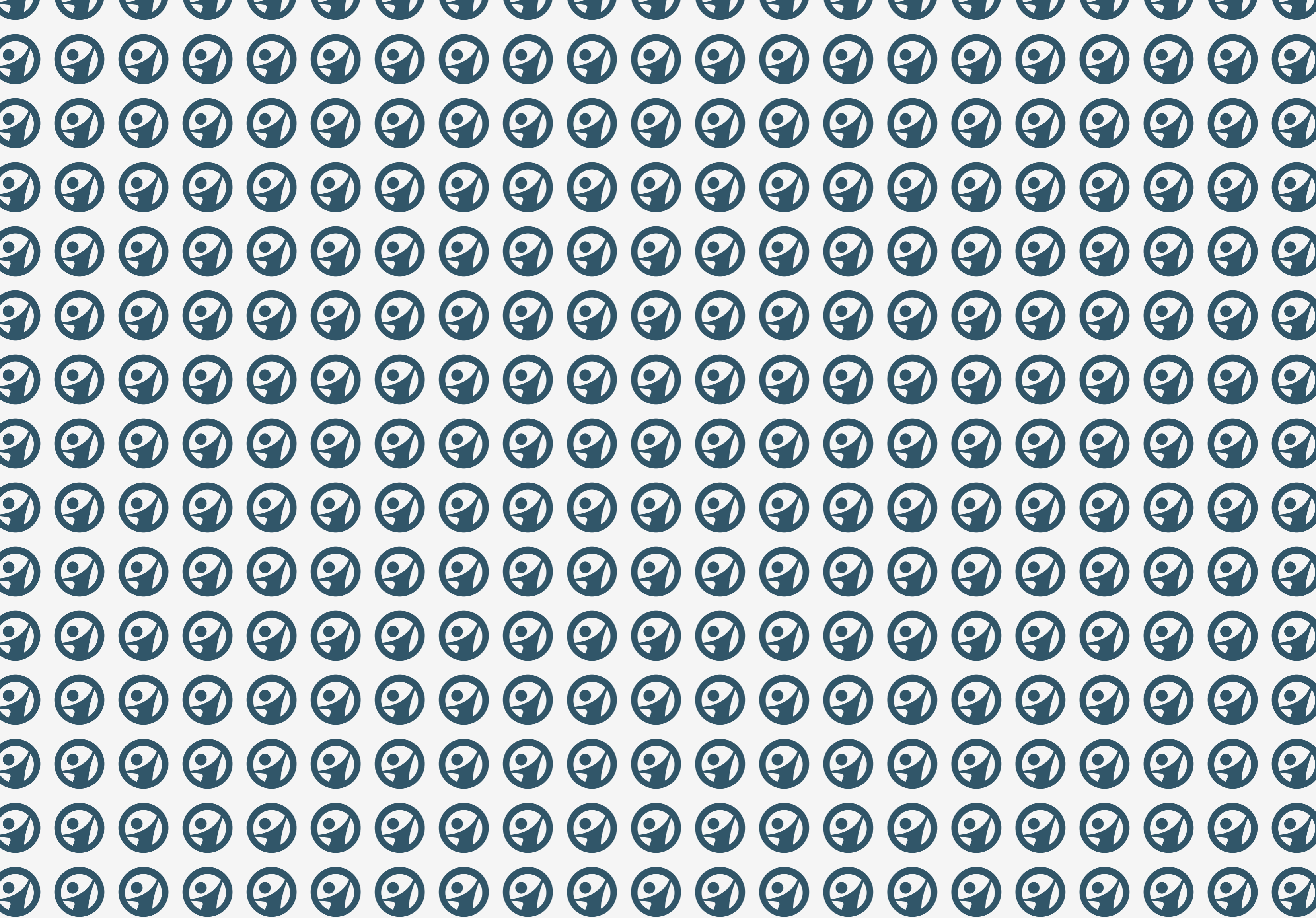
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Thank you