Entry/Exit System (EES) Information Campaign Guidelines

for the Member States operating the EES

Updated in August 2025

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1. What are these guidelines about?

These guidelines aim to provide you with information and tools that will help you to inform the public about the Entry/Exit System (or EES). Below you can find key messages to help you in your communication efforts, in addition to a list of communication materials that you can easily access and use. If you wish to create your own communication materials, we provide you with a set of visual guidelines so you can align your communications materials with the graphic charter of the campaign. We also include a set of actions that we encourage you to take to make the EES information campaign a success and some KPIs to monitor your communication efforts.

The EES starts operations on 12 October 2025. The new Regulation on the progressive start of operations of the EES entered into force in July 2025, allowing Member States to gradually deploy the EES at their external borders for a period of 6 months, ending on 10 April 2026. Hence, not all travellers in the scope of the EES will be recorded from the first day at all border crossing points and not all their data will be recorded right away. Passport stamping will be maintained for 6 months and abolished as of 10 April 2026. For this reason, **several communication materials were adapted to reflect the situation between 12 October 2025 - 9 April 2026**.

2. Help us spread the word!

The new Entry/Exit System will affect millions of travellers. Once they reach a border crossing point, we want them to be aware of the new procedures awaiting them – scanning of fingerprints, taking a photograph, etc. – as well as about their rights related to the protection of their personal data. The goal of the campaign is to inform the public about the new EES and the benefits that the system will gradually bring.

With this in mind, we have prepared a number of communication materials that we are putting at your disposal so that you can inform the widest possible audience about the new requirements for travel to European countries using the EES and support the dissemination of accurate information about the system.

Your role in this information campaign is of the utmost importance. Border crossing points are the most relevant spot to inform travellers about the EES and we count on you to display campaign materials at these points in particular. In addition, it is essential that you use your online communication channels and reach out to the relevant stakeholders.

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3. Key messages

Our main target audience is non-EU-nationals travelling to Europe for a short stay – that is, for a stay of up to 90 days in any 180-day period. Key messages for our primary audience are:

✓ *A new **digital border management** system – the Entry/Exit System – is coming to make travelling to Europe easier and more efficient.*

✓ *As of 10 April 2026, passport stamping will be replaced by the **digital Entry/Exit System**, which – with some exceptions – will record non-EU nationals' biometric data, data from the travel document, & travel dates.*

Our secondary audience includes the general public in the EU and Schengen area, who are not directly affected by the EES. Key messages for this audience are:

✓ *The Entry/Exit System will **enhance the security of Europe**'s borders and **security in Europe in general**.*

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4. Communication materials

Below you can find a list of communication materials that you can use to communicate about progressive and full roll-out of the EES. Some of these materials, such as posters, leaflets and stickers, can be displayed at border crossing points, while others can be used for your online communications efforts, including on social media channels.

Per language:

- Animated videos;
- Carriers information pack (adapted to reflect the progressive roll-out);
- Guidelines (adapted to reflect the progressive roll-out);
- Infographics (adapted to reflect the progressive roll-out);
- Leaflet (adapted to reflect the progressive roll-out);
- Orientation signage;
- Posters and stickers;
- Social media copies (adapted to reflect the progressive roll-out).

Common deliverables (not language specific):

- Icons and key visual;
- Visual products for web & social media.

The materials are available in all EU languages as well as in four non-EU languages (Arabic, Chinese, Japanese and Turkish).

5. HOW to access and use the communication materials

Access is restricted to the Point of Contact designated by each Member State (maximum 2 representatives per Member State). DG HOME has granted access to the specified representatives.

In the repository it is clearly indicated which materials could be used for the progressive roll-out of the EES and which ones for the full roll-out. Please be carefull to download the correct ones.

Please use the link below to access all communication materials:

https://schengen-it-systems.ec.europa.eu/ees-information-campaign-materials

To support the EES information campaign, dynamic visual materials have been created and these will play an important role in understanding the importance of the system and its application.

You will find two animated videos: one short video (of 30 seconds) which acts as a 'hook' or 'teaser' to spark the viewer's interest in finding out more about the EES, and one longer video (of 90 seconds) that presents more information about the EES, as well as about the rights and obligations of travellers who want to visit Europe for a short stay. **Please note that the longer version of the video can only be used for the full roll-out of the EES as from 10 April 2026 as it has references to passport stamping and the webservice for travelers.**

Excerpt from EES animated video

Folder 2: Carriers information pack

A dedicated info pack for carriers was created to inform them of their upcoming obligation to register with eu-LISA, check the carrier interface, and to assist them in communicating about the EES to their passengers before reaching a border crossing point.

Please be aware that the carriers info pack includes a link to a repository with campaign materials for carriers, which will only be populated before the launch of the information campaign.

The carriers' information pack is not targeted at travellers, it is meant to instruct carriers. It can be shared as an online attachment to relevant carriers you cooperate with. The Commission will share it with as much impacted carriers as many as possible before launching the campaign.
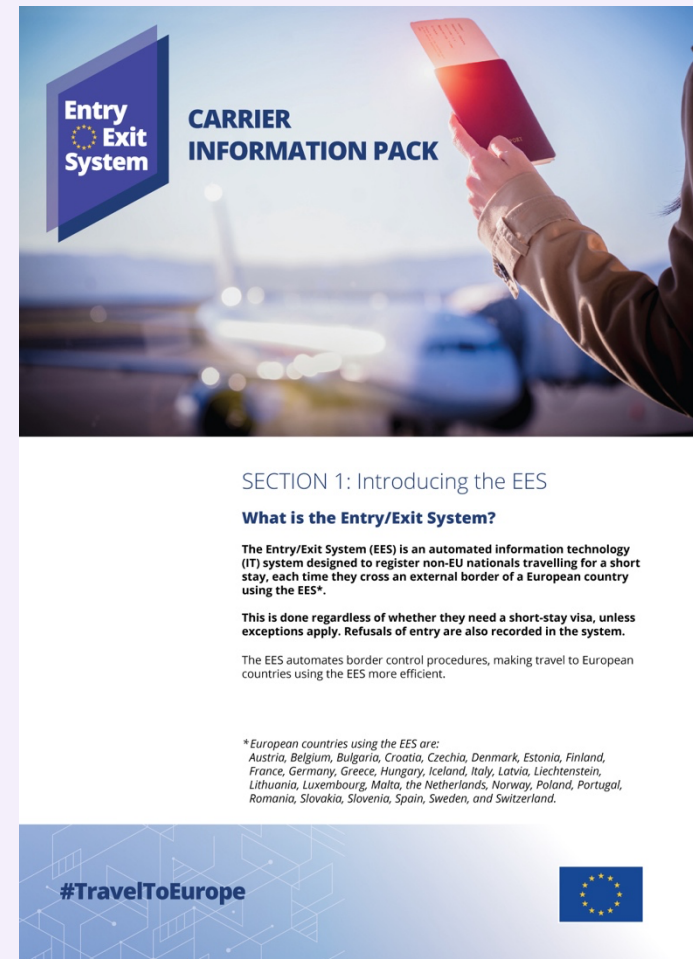
EES carrier information pack

Folder 3: Guidelines

The guidelines are the document you are reading right now. This document is meant to help you understand the role of each element of the campaign materials and provide instructions for use so that you can easily apply them in your country. Please be aware that this document will be translated into all EU languages.
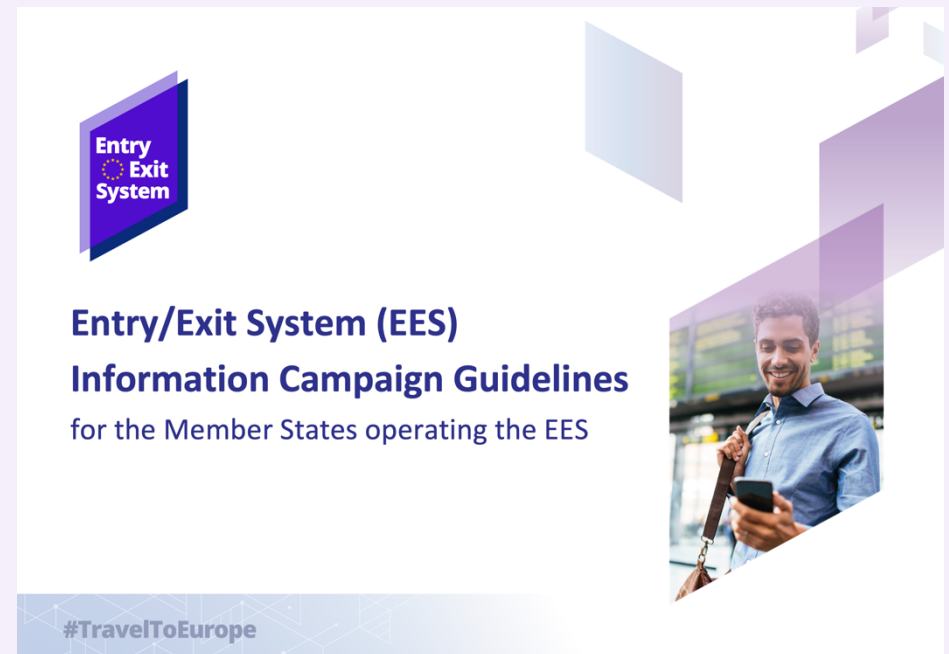
Excerpt from EES guidelines

Folder 4: Infographic

The infographic is designed as a simple step-by-step guide explaining the new border procedure from the perspective of travellers. Two versions have been created to showcase the border check process for a first-time traveller: **1. at a border control booth;** and **2. at the self-service system**.

The infographic displaying the process at the self-service system should only be displayed at those border crossing points where self-service systems are available.

The infographics are created in digital and print format. The digital format can be used online while the print version can be printed at your convenience and used in physical locations.
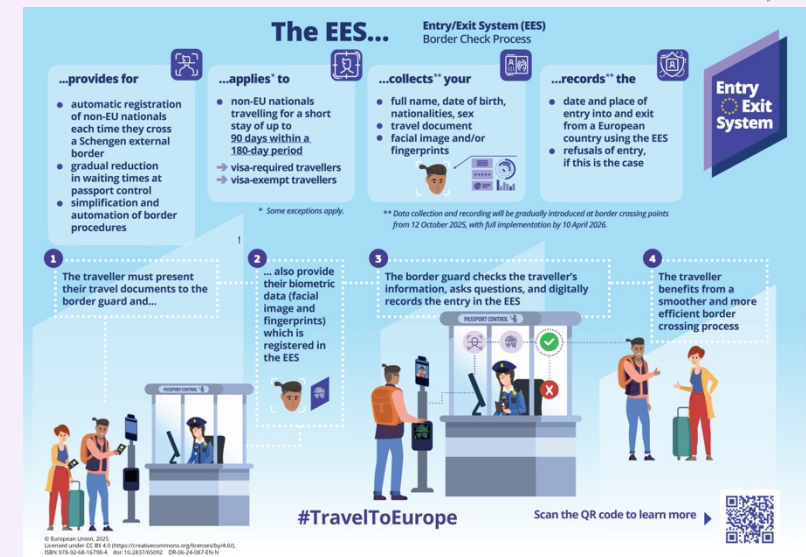
Infographic 1 "EES Border Check Process"
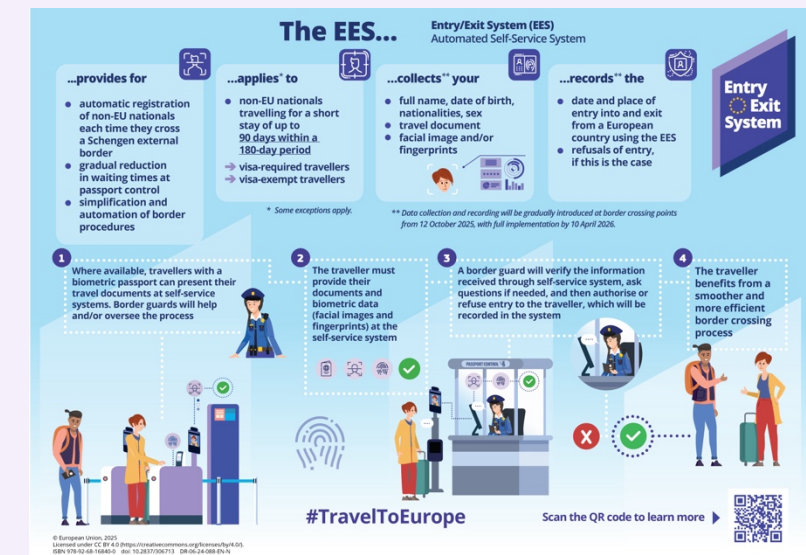
Infographic 2 "EES Automated Self-Service System"

The leaflet provides travellers with more in-depth information about the EES, including on exempted groups who will not be affected by the EES.

The leaflet is created in both digital and print formats. The digital format can be used online while the print version can be printed at your convenience and used in physical locations.

EES leaflet

Folder 6: Orientation signage

At the request of the Member States, to support better management of passenger flow at border crossing points, signage has been developed that could be used to direct and guide travellers.

The signage can be printed at your convenience and used in physical locations at the borders.

Excerpt from EES orientation signage

There are **seven posters** in total, in two versions (using a mix of photos and illustrations) – with and without the EES' entry into operation date.

All posters are available in 3 different sizes:
- Billboard format;
- A2 format;
- A4 format.

Only the A4 format has been translated into all campaign languages. Should you wish to use other formats of the posters, please use the source files from the EN language folder and adapt accordingly.

EES poster

EES poster with date

Stickers are miniature posters that can be attached to border guards' booths or placed in other areas where there is not enough space to display a poster. Stickers are available in 3 different formats depending on your needs – see the dimensions on the right:
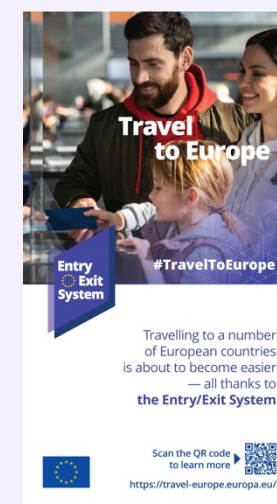
The posters, stickers and the other EES communication materials are followed by a **QR code** that travellers can scan with their mobile phones 'on the go' to access the official Entry/Exit System website where all information on the system can be found.

EES stickers: Dimensions: 200x80mm

EES stickers: Dimensions: 200x110mm

**EES stickers: Dimensions: 110x200mm**

Folder 8: Social media copies

Different social media copies have been prepared to address non-EU nationals and EU audience.Please keep in mind there are different versions for progressive and full roll-out.

Please remember to use the campaign hashtag **#TravelToEurope**, which will help boost the visibility of the campaign and ultimately raise awareness of the EES.

EES Info Campaign: Social Media Launch Messages
Awareness phase

Layer 1	
Primary Target Audience	**Proposed copy (Facebook, LinkedIn, and Twitter)**
Non-EU Nationals (SoM copy_1)	Planning on travelling to Europe? A new border management system — the **Entry/Exit System** — will soon make it easier and more efficient. Learn about the EES ☞ https://travel-europe.europa.eu #TravelToEurope
General Travelling Public (SoM copy_2)	A new border management system — the **Entry/Exit System** — is coming soon to make travelling to Europe easier and more efficient. Learn about the EES ☞ https://travel-europe.europa.eu #TravelToEurope

Layer 2	
Primary Target Audience	**Proposed copy (Facebook, LinkedIn, and Twitter)**
Non-EU Nationals (SoM copy_3)	Travelling to Europe for a short stay is about to become easier. Passport stamping will be largely replaced by the digital and fully automated **Entry/Exit System**, which – with some exceptions - will record non-EU nationals' biometric data, data from the travel document & travel dates. Learn more about the EES ☞ https://travel-europe.europa.eu #TravelToEurope

Common deliverables: Icons and key visuals

The following 'key visuals' **must be used exactly as they appear, with no modifications of any kind.** They may only be resized if necessary. Both key visuals can be copy-pasted from below:

Entry/Exit System	European Union flag
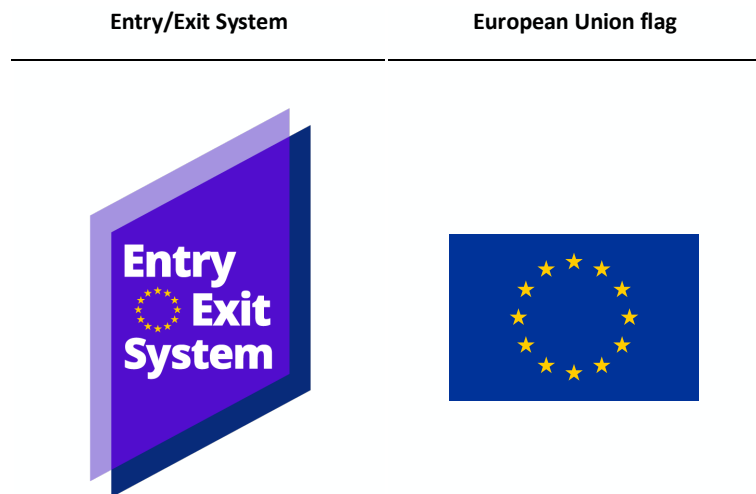
The icons on the right may only be taken from the official selection provided by the European Commission. They can all be downloaded from the folder Common Deliverables.

Excerpt EES icons

	Facial image scan
	Focused facial image scan
	Biometric data feature
	Fingerprint scan – four fingerprints taken
	Traveller provides biometric data
	Biometric data is collected in full compliance with data protection rules
	Single fingerprint scan

	Fingerprint scan successful
	Border guards check traveller's data
	Biometric passport
	Fingerprint scan
	Fingerprint scan complete
	Entry/refusal of entry recorded electronically
	Enhanced security of Europe's borders

Common deliverables: Visual products for web & social media

We included additional visual and editable products such as different web banners that you can use on your website, and visuals (including photos) that can be used on social media platforms (Facebook, LinkedIn, X).

EES web banner
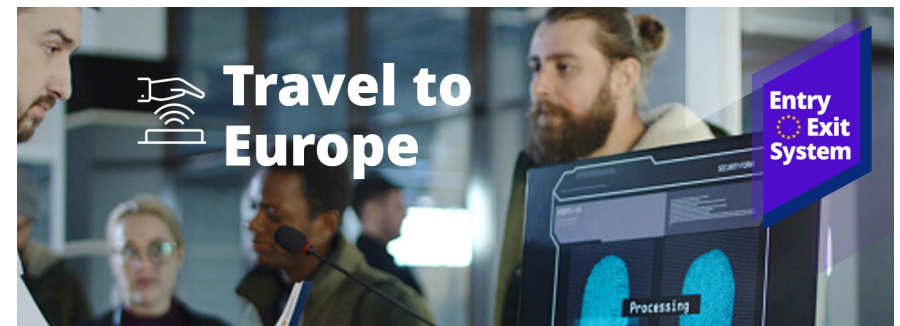
EES social media visual

6. Visual requirements

This section is primarily targeted at graphic designers. If you decide to prepare your own graphic elements to inform about the EES, it is crucial to **follow the graphic charter of this campaign**. This way we will ensure that the campaign is consistent and easily recognisable across the EU. Please find all the key details below:

Colours

Aside from pure black (#000000) and pure white (#FFFFFF), only the following colours may be used in the campaign's visual assets:

Main Colours

	EU Blue 140	EU Purple 100	EU Yellow (Yellow Star)
RGB	R:8 G:43 B:122	R:81 G:13 B:205	R:255 G:204 B:0
CMYK	C:100 M:88 Y:28 K:9	C:87 M:84 Y:0 K:0	C:0 M:21 Y:100 K:0
HEX	#082B7A	#510DCD	#FFCC00

Supporting Colours

	Purple #1	Purple #2	Purple #3
HEX	#662D8A	#513E91	#6F53C6

EU Flag Colours

	Blue	Yellow
RGB	R:0 G:51 B:153	R:255 G:204 B:0
CMYK	C:100 M:80 Y:0 K:0	C:0 M:21 Y:100 K:0
HEX	#003399	#FFCC00

Photograph Gradation Filter Colours

These colours can be used to create transparent layers over approved pictures. The opacity of these layers may be adjusted as necessary.

	Blue	Purple
HEX	#2E318B	#662D8A

Fonts

Only the 'Open Sans' font, in either regular or extra bold, may be used in the campaign's visual assets. The Open Sans font family can be downloaded here:
https://fonts.google.com/specimen/Open+Sans

Open Sans — Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans — Extra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

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7. HOW to contribute to making the EES campaign successful

As a Member State authority, you are a valuable multiplier of the EES information campaign. To support its implementation, here are some concrete actions we encourage you to take:

Download the campaign materials here: https://schengen-it-systems.ec.europa.eu/ees-information-campaign-materials

Add your national logos to campaign materials, if you have them.

Print and display campaign materials at the border crossing points and other locations you consider necessary within the territory of your country and at your consulates and embassies abroad, to reach the widest relevant audience possible. The new requirements put in place at the external borders of the Schengen area have important data protection implications for third-country nationals travelling for a short stay which need to be communicated as widely as possible.

Include information on the EES on your websites and link it to the official EES website https://travel-europe.europa.eu

Cooperate closely and align with the border crossing point operators about where to display the communication materials.

Reach out to carriers. In addition to the European Commission's efforts to share information materials with the main carriers via associations or individually, it is of utmost importance that you contact as many carriers as possible directly.

Set up a social media campaign – running online or offline advertisements over the same period is a plus!

Inform local partners and other stakeholders about the EES and share materials with them **(only the non-editable versions).**

Get in touch with your local media.

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REMEMBER!

- Do not modify the key messages on the materials.
- Do not replace the current QR codes, which lead to the EES official website https://travel-europe.europa.eu/. Multiple QR codes might confuse travellers. Adding a second QR code on some deliverables (other than posters) would only be acceptable if does not mislead the travellers and has a different purpose (not providing the same information available on the official EES website).
- If you decide to produce some new communication materials, please adhere to the visual guidelines of the campaign.
- Follow the same timeline as the European Commission by starting the campaign around three months before the entry into operation and continuing four months after.
- Do not share the source files with stakeholders other than the national authorities of your Member State responsible for editing the materials before being used.

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8. Monitoring and evaluation

To follow the progress of the information campaign, we ask you to track a few simple KPIs and report them back to us.

The table below has been divided according to the different deliverables and corresponding indicators to measure their success and impact.

Activity /Material	Output = exposure
Printed materials	# nr of posters printed # nr of booth stickers printed # nr of leaflets printed # nr of locations where posters were distributed # nr of locations where leaflets were distributed # nr of locations where booth stickers were used
Social media material	# nr of people reached by organic post # nr of total views and clicks
Online advertisement & social media (incl. the use of infographics, digital posters, leaflets, etc.)	# nr of people reached by paid post # nr of impression # CPM (cost-per-mille) (reach)
Audiovisual materials	# nr of global views per used channel

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