EU Entry Exit System

Transport Operators Communications Toolkit 2026

OFFICIAL

Purpose of this toolkit

Why? Our research shows that travel operators, carriers and transport hubs are the first port of call for travellers looking for information about border changes. You have proved to be vital in helping inform travellers about the EU Entry/Exit system (EES) and preparing them for additional checks at the border.

What is it? This updated communications toolkit provides a refreshed set of assets to help you inform passengers that they should now expect checks as the Entry/Exit System (EES) is live. Incorporating the latest UK Government branding, the toolkit offers ready-to-use collateral for your social media channels, websites, and printed materials. It also includes an updated FAQ document designed to support you in addressing traveller questions and reassuring them about what to expect.

Call to action! Please share the content across your owned channels, including social media and direct comms channels, or to members and partners. Our assets signpost travellers to the UK Government's EES gov.uk page - EU Entry/Exit System - GOV.UK (www.gov.uk) but it could be relevant for you to signpost to your travel advice.

What’s changing

What is the EU Entry/Exit System (EES)?

What is EES? The EU has introduced new border checks known as the Entry/Exit System (EES), as part of its plans to modernise the border system. This will require British and non-EU citizens to provide biometric data at all Schengen area entry and exit points.

Why? EES is designed to improve border security within the EU and its neighbouring countries, and reduce illegal migration in the Schengen area. It automates border control checks to help Schengen member countries to prevent non-EU visitors from overstaying.

What will British citizens need to do? Non-EU travellers including most British citizens entering the Schengen area are required to register their passport and biometric details, which will be fingerprints and a photo. They could be asked questions about their visit to the EU on arrival. The EU began its phased implementation of EES checks on the 12 October, and full implementation is planned to be complete by 9 April 2026. Experiences may therefore vary during this 6-month period of the phased rollout. Travellers do not need to take any action prior to arriving at the border, and there is no cost for EES registration. Your digital EES record is valid for 3 years during which period, passengers only need to record either their fingerprints or photo (as well as their passport) when they enter and exit the Schengen area.

What happens after implementation? In late 2026, six months after the full implementation of EES, we expect the EU to introduce the ETIAS scheme. This will be a travel authorisation scheme like the UK's ETA. Further information on the differences between EES, ETIAS and ETA is on the next page.

Changes at the border

Border Scheme	What is it?	Who owns it?	When is it being introduced?	Who will it affect?	Where will the checks take place?
EES (Entry Exit System)	The registration of **biometric data**, such as fingerprints and a photo, from non-EU citizens when they travel to the **Schengen area**.	**EU**	Phased in from 12 October 2025 over 6 months, **EES is now live.**	**Non-EU travellers** including most British citizens travelling into the Schengen area	At the physical **Schengen border crossing**
ETIAS (Electronic Travel Information Authorisation System)	A **travel authorisation** for non-EU citizens visiting the Schengen area. Travellers will apply online and pay a fee.	**EU**	Planned for 6 months after full implementation of EES	**Non-EU travellers** including most British citizens travelling into the Schengen area	ETIAS will be applied for in advance online and will be **fully remote**.
ETA (Electronic Travel Authorisation)	A **travel authorisation** for eligible visitors who do not need a visa for short stays in the UK. Visitors apply online and pay £16.	**UK**	**Live**	**Eligible nationals** visiting the UK (Not British or Irish citizens)	ETA is applied for in advance online and **fully remote.**

Messaging & Visuals

Key messages

	Headline	Secondary
General	Travelling to Europe?	The EU has introduced new border checks. Your fingerprints and photo may be taken at the EU border. This may take a few minutes so be prepared to wait at busy times.
Flying	Flying to Europe?	Your fingerprints and photo will be taken at the EU border when you land.
Juxtaposed ports	Travelling to Europe by ferry, train or car? Travelling to Europe by Eurostar? Travelling to Europe through the Port of Dover? Travelling to Europe via the Eurotunnel, Eurostar or Port of Dover? Travelling to Europe through the Eurotunnel?	Your fingerprints and photo will be taken at the at the border in the UK before boarding. This may take a few minutes so be prepared to wait at busy times.
Ferry travel from other ports	Travelling to Europe by ferry?	The EU has introduced new border checks. Your fingerprints and photo will be taken at the EU border. This may take a few minutes so be prepared to wait at busy times.
Coach travel	Travelling to Europe through Eurotunnel? (coach imagery) Travelling to Europe on a Ferry (coach imagery)	Your fingerprints and photo will be taken at the EU border. This may take a few minutes so be prepared to wait at busy times.
Cruise travel	Travelling to Europe by cruise ship?	Travelling to Europe by cruise ship? The EU has introduced new border checks. If your cruise starts or finishes outside the UK your fingerprints and photo may be taken at the EU border. To find out more, visit GOV.UK/entry-exit-system

Key visuals

We have produced a mixture of visuals and key messages to help you tailor communication to your audiences.

These are available in a variety of formats to suit your channels, including social media, web and online banners and printable posters, with co-branding options available for some assets.

Biometrics: Raise awareness of new photo and fingerprint processes at the EU border.

Transport modes: Tailor visual comms to vehicle or mode of transport used by travellers.

Transport modes

Flying: Ensure travellers are aware that EES checks will take place on arrival

Juxtaposed borders: Ensure travellers are aware that checks will take place in the UK before departure

Disruption: Ensure passengers are prepared that border checks may take slightly longer than they are used to, particularly at peak times

Cruises: Provide reassurance that most passengers should be unaffected by changes

Social Media Copy

Think about your audience, how you usually speak to them, and what EES information is most relevant to their travel needs.

Social media is where we can build awareness and provide bite-sized information that is shareable.

General – Example:

Heading to Europe this Summer?

The new digital EU Entry/Exit System means you'll need to register your fingerprints and photo at the border. It's free and only takes a few minutes.

For more info: GOV.UK/entry-exit-system

#EES

Flying – Example:

First trip to Europe since EES launched?

As a non-EU citizen, you'll complete a one-time digital registration (photo + fingerprints). Simple, secure, and part of new EU border rules.

#TravelTips #EES

Juxtaposed ports – Example:

Crossing the channel soon?

EES is now live across many EU borders as part of a phased rollout. Some crossings may still use manual passport stamps while systems are introduced. We'll keep you updated along the way

#EES

Juxtaposed ports – Holiday travel

Travelling across the channel soon?

EES is now live across many EU borders. This means you'll need to record your fingerprints and photo each time you cross the border. Some crossings may still use manual passport stamps.

#EES

Web / Online Copy

Think about information that your users will likely search for, and how to optimise your long-form content for search results.

Long form content is ideal to provide valuable advice tailored to your services and unique user needs.

Use our FAQs to tailor consumer-facing advice to your services. Examples of content that could be produced include an EES advice page, long-form articles, blogs or newsletters in your own style and tone of voice.

Examples of FAQs

What is EES?

Do I need to pay for EES?

What countries are included in the Schengen area?

Will I need to do this every time I travel?

Is there anything I can do to prepare for EES?

Will I be delayed?

What about children?

What if I have more than one passport?

What is the difference between EES, ETIAS and ETA

Access and download our FAQ

Call to Action / Links

Think about your user journey, where you would like visitors to go next after interacting with EES content.

We have supplied assets with and without the Primary CTA for you to adapt to your needs.

Primary

Direct travellers to official advice on gov.uk/entry-exit-system

Secondary

If you have a dedicated EES advice page on your website, you may choose to link to tailored information.

Out of home and print

You may opt for visual materials with a QR code to ensure visitors can get to the information on gov.uk/entry-exit-system in a few taps.

Social Media Visuals

Sizes Available

4:5

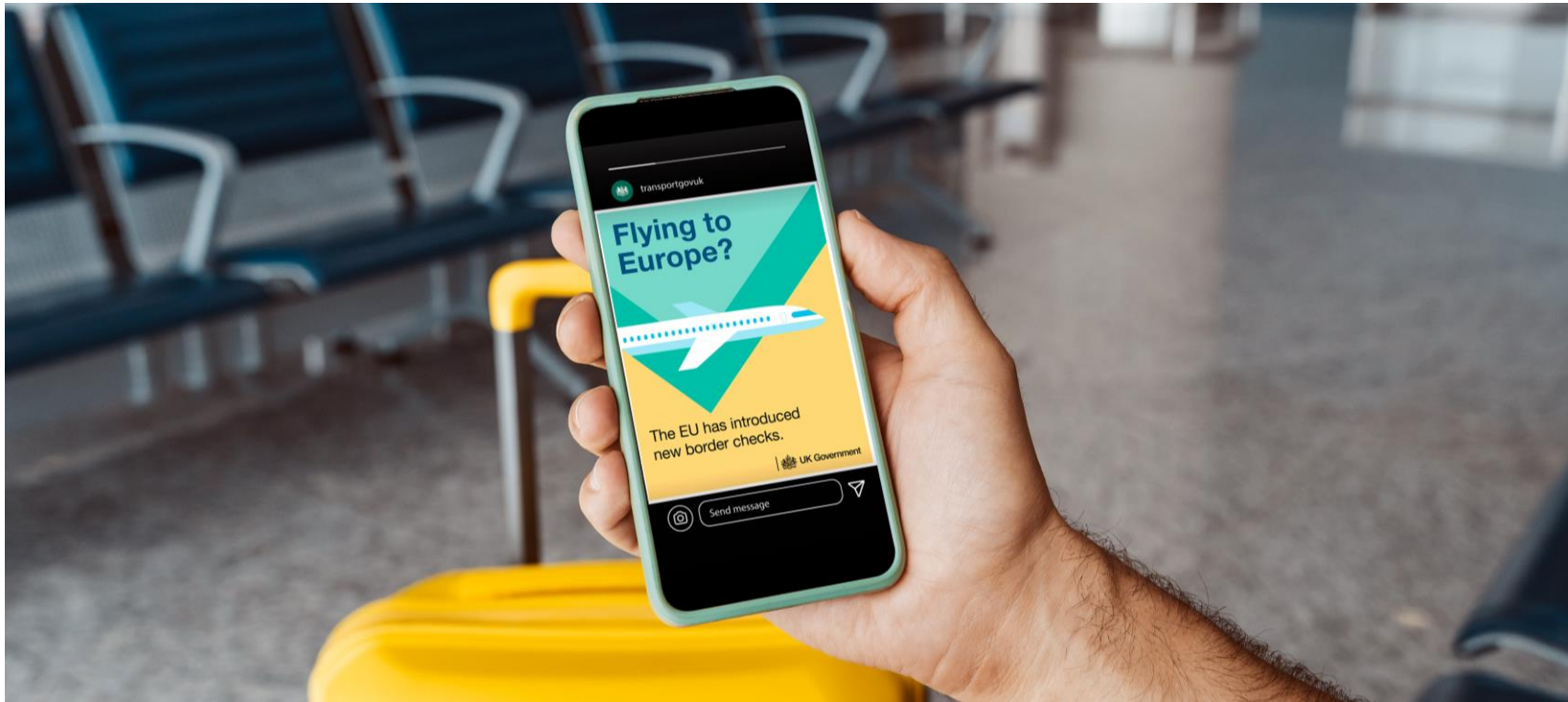
Applications

Statics

Carousels

Static 4:5

Carousel 4:5



Web / Digital Visuals

Sizes Available

900 x 600

1920 x 1080 - 16:9

Applications

Click-through graphics

Newsletter / email headers

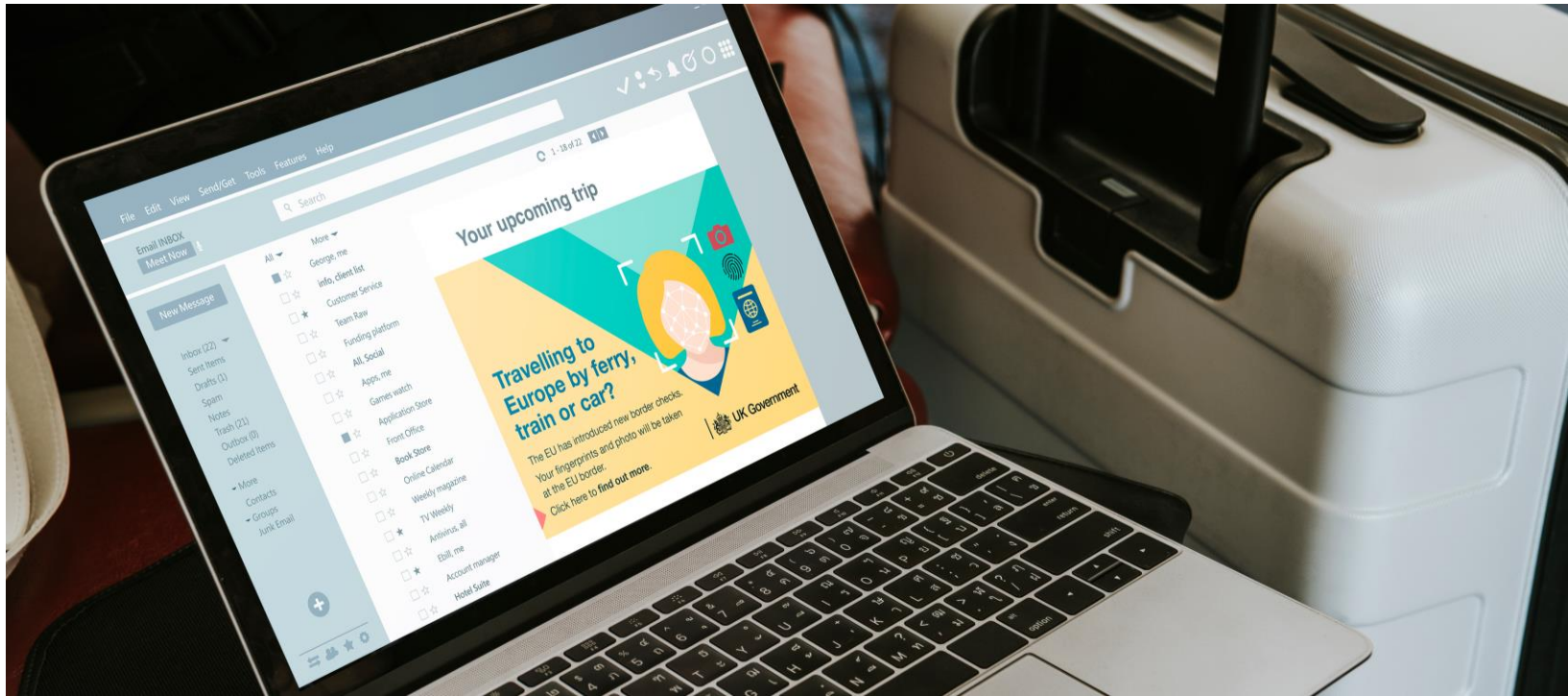
Website banners

Digital screens

Banner 900x600

Click-through Banner 900x600

Digital Banner 16:9



Print Visuals

Sizes Available

A3 & A4

With or without bleed marks

Applications

Travel magazines

Posters

Poster - A4

Poster - A3

Co-branded Visuals

You may choose to use co-branding on selected assets for your channels, to demonstrate alignment with UK GOV messaging.

There are posters and social posts available for co-branding.

PowerPoint templates have been created for use with a partner logo so that you can update this in-house.

The partner logo should be aligned to the top margin and centred directly above the UK Government logo.

It should be no wider than the UK Government logo as indicated by the letter 'x'. The text height should be no greater than the letter 'U' in the UK Government logo.

[Insert partner logo here]

Poster – A4 and A3

Brand Guidelines

Colour palette

The campaign colour palette is made up of three primary colours and four secondary colours. Always use the correct CMYK, RGB or web hex equivalents shown here. Green and yellow should be the dominant colours, with navy blue used for headings.

Generally limit the use of tints to 65%, 40% or 20%. Additional tints can be added for graphics. The secondary colours are intended for illustrations, graphics and icons.

Primary colour palette

Green
65% 40% 20%
C84 M15 Y68 K1
R0 G149 B110
#00956e

Yellow
65% 40% 20%
C2 M27 Y96 K0
R248 G191 B0
#f8bf00

Navy blue
C100 M69 Y29 K14
R G72 B119
#004877

Secondary colour palette

C21 M94 Y80 K13
R178 G41 B46
#b2292e

C1 M80 Y74 K0
R232 G80 B62
#e8503e

C62 M2 Y4 K0
R85 G193 B233
#55cfe9

C54 M42 Y43 K27
R112 G114 B113
#707271

Typeface

The typeface is Helvetica Neue in the weights shown opposite. A 12pt minimum is recommended for accessibility in print.

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
12345678910 ()!@£$%&

Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
12345678910 ()!@£$%&

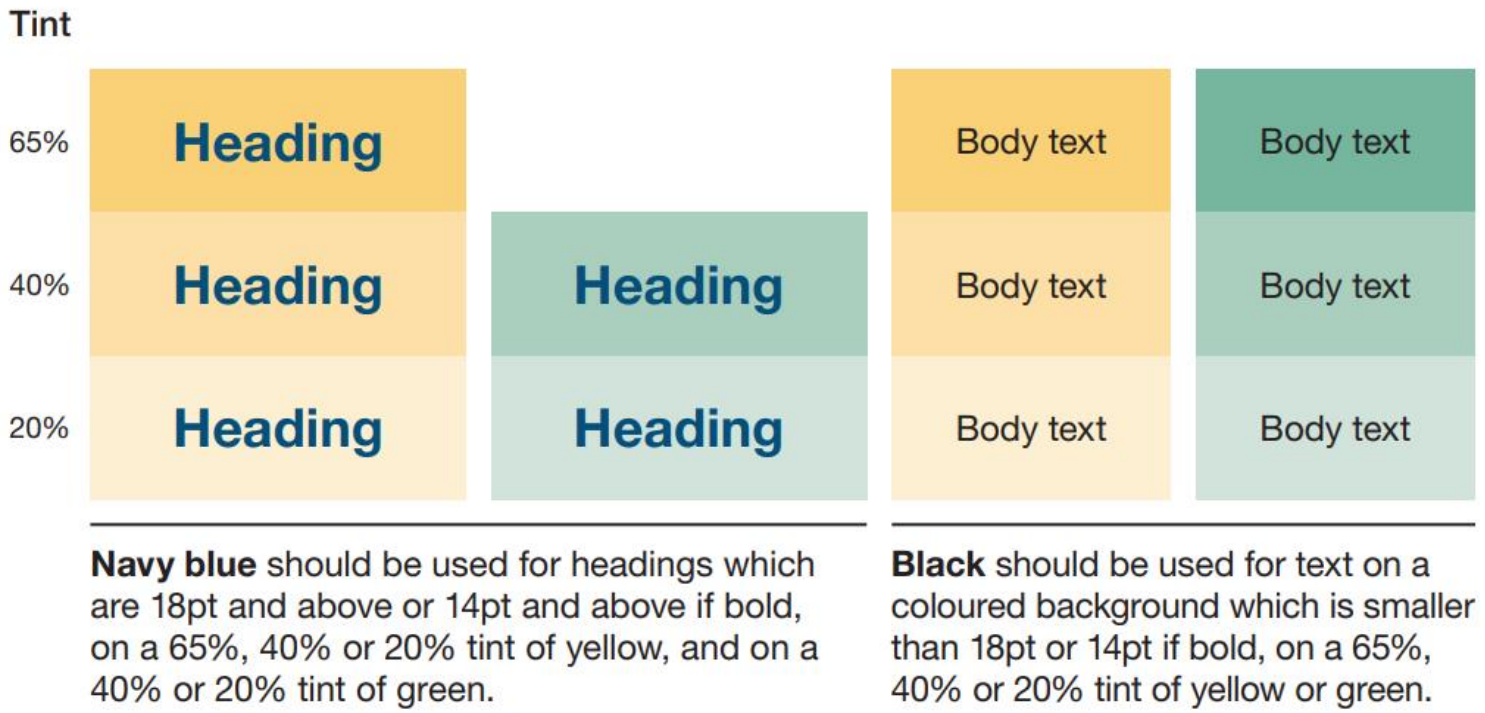
Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
12345678910 ()!@£$%&

Accessibility Guidance

It is important that the font and background colour combinations meet AAA accessibility standards. White text should not be used on brand colours at all.

You should use a contrast checker to make sure there is enough contrast, such as https://webaim.org/resources/contrastchecker/



Navy blue should be used for headings which are 18pt and above or 14pt and above if bold, on a 65%, 40% or 20% tint of yellow, and on a 40% or 20% tint of green.

Black should be used for text on a coloured background which is smaller than 18pt or 14pt if bold, on a 65%, 40% or 20% tint of yellow or green.

Accessibility Guidance

Think about…

Making your content accessible to as many visitors as possible on social media and web pages.

EES will affect all people travelling to Europe.

Social copy:

Use simple language.

Limit number of emojis to 3, ensure hashtags are in #CamelCase and #EES is in caps for screen readers.

Alt text:

Describe the visuals and add on-screen copy in alt text.

E.g.: Illustration of a Eurostar train. “Travelling to Europe on the Eurostar? You will soon need to complete extra checks at the EU border.”

Social copy:

Use simple language. Limit number of emojis to 3, ensure hashtags are in #CamelCase and #EES is in caps for screen readers.

Resources

EES Transport Operator Toolkit Assets

Please click through to access the asset files:

EES Posters - https://homeoffice.brandworkz.com/bms/?link=lgKBn1fN

EES Social assets - https://homeoffice.brandworkz.com/bms/?link=hDATRuTs

EES Banner assets - https://homeoffice.brandworkz.com/bms/?link=OdA8tKK9

EES Haulier assets - https://homeoffice.brandworkz.com/bms/albums/?albumShare=pGvLe7sH

Additional EES Comms Products

These additional links to government owned communications products can help you prepare passengers for the launch of EES

Up to date information on EES (live now):

- Primary call to action - EES Guidance on GOV.UK: https://www.gov.uk/guidance/eu-entryexit-system
- Travel Aware page on GOV.UK: https://travelaware.campaign.gov.uk/european-entry-exit-scheme/
- EU EES website: https://travel-europe.europa.eu/en/ees

Passenger understanding and preparedness:

- FAQ document for customer facing staff: https://homeoffice.brandworkz.com/bms/albums/?albumShare=LznKxoP4
- EES explainer video [to be amplified from UK GOV social channels] https://www.youtube.com/watch?v=FSgioYsUo8o
- EES / ETIAS / ETA explainer video [to be amplified from UK GOV social channels]: https://www.instagram.com/p/DOnhOfvCEXa/

How we can help

If you have questions, feedback or performance statistics on materials used, please contact

IndustryLiaison@dft.gov.uk