



HM Government

# EU Entry Exit System

Transport Operators Communications Toolkit 2025



# 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 will therefore be vital in helping inform travellers about the introduction of EES and prepare them for these new checks at the border.

**What is it?** The toolkit provides collateral for you to use over your social media channels, online or in printed materials, as well as an FAQ document to help you address any traveller questions and concerns.

**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 \(www.gov.uk\)](#).

# What's changing

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

**What is EES?** From 12 October 2025 the EU will introduce 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 will automate border control checks to help Schengen member countries to prevent non-EU visitors from overstaying.

**What will British citizens need to do?** From 12 October, non-EU travellers including most British citizens entering the Schengen area will be required to register their biometric details, such as fingerprints and a photo, and could be asked questions about their visit to the EU on arrival, as well as a further biometric check on their departure. As EES is being implemented through a phased rollout, this experience may vary during the first six months. Travellers do not need to take any action prior to arriving at the border, and there is no cost for EES registration.

**What happens after implementation?** In late 2026, following 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?
<b>EES</b> (Entry Exit System)	The registration of <b>biometric data</b> , such as fingerprints and a photo, from non-EU citizens when they travel to the <b>Schengen area</b> .	<b>EU</b> 	From <b>12 October 2025</b> with 6 month phased implementation	<b>Non-EU travellers</b> including most British citizens travelling into the Schengen area	At the physical <b>Schengen border crossing</b>
<b>ETIAS</b> (Electronic Travel Information Authorisation System)	A <b>travel authorisation</b> for non-EU citizens visiting the Schengen area. Travellers will apply online and pay a fee.	<b>EU</b> 	From <b>Autumn 2026</b>	<b>Non-EU travellers</b> including most British citizens travelling into the Schengen area	ETIAS will be applied for in advance online and will be <b>fully remote</b> .
<b>ETA</b> (Electronic Travel Authorisation)	A <b>travel authorisation</b> for eligible visitors who do not need a visa for short stays in the UK. Visitors apply online and pay £16.	<b>UK</b> 	<b>Live</b>	<b>Eligible nationals</b> visiting the UK (Not British or Irish citizens)	ETA is applied for in advance online and <b>fully remote</b> .

# Messaging & Visuals

# Key messages

	Headline	Secondary
<b>General</b>	Travelling to Europe?	From 12 October 2025 the EU will introduce 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.
<b>Flying</b>	Flying to Europe?	Your fingerprints and photo may be taken at the EU border when you land.
<b>Juxtaposed ports</b>	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 may 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.
<b>Ferry travel from other ports</b>	Travelling to Europe by ferry?	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.
<b>Coach travel</b>	Travelling to Europe through Eurotunnel? (coach imagery) Travelling to Europe on a Ferry (coach imagery)	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.
<b>Cruise travel</b>	Travelling to Europe by cruise ship?	Travelling to Europe by cruise ship? From October 2025, the EU will introduce 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 <a href="https://gov.uk/entry-exit-system">GOV.UK/entry-exit-system</a>

# 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.



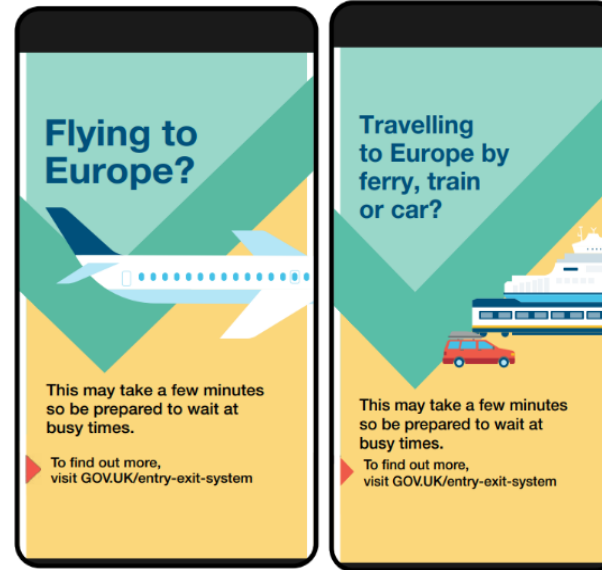
# Transport modes



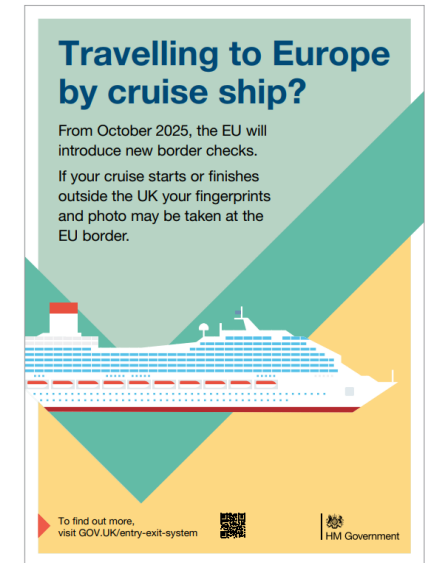
**Flying:** Ensure travellers are aware that EES checks will take place on arrival



**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 autumn?

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](https://gov.uk/entry-exit-system)

#EES


## Flying – Example:

Flying to Europe soon? 

Your next European trip just got a small update. The new EU Entry/Exit System means a simple digital check when you arrive and leave. Free and simple, but worth knowing [find out more]

#EES

## Juxtaposed ports – Example:

Crossing the channel soon? 

From 12 October, the EU is introducing EES digital checks at the border before you board. They'll record a photo and fingerprint. Check [link] for details.

#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](https://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](https://gov.uk/entry-exit-system) in a few taps.

# Social Media Visuals

## Sizes Available

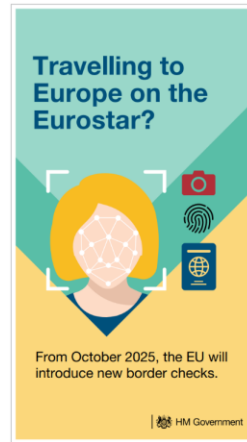
1:1 / 4:5 / 9:16

## Applications

Statics & reels

Carousels

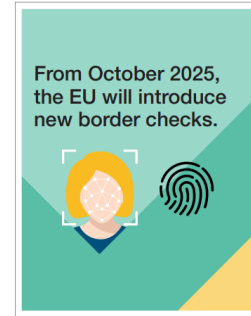
Static story 9:16



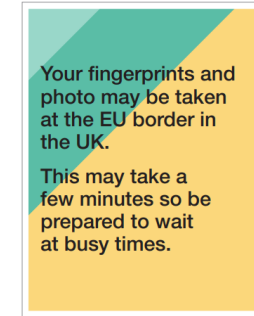
Carousel 4:5



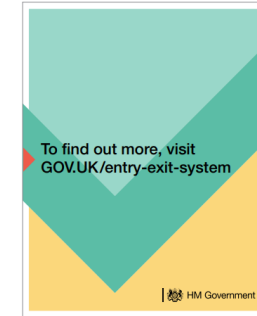
Frame 1



Frame 2

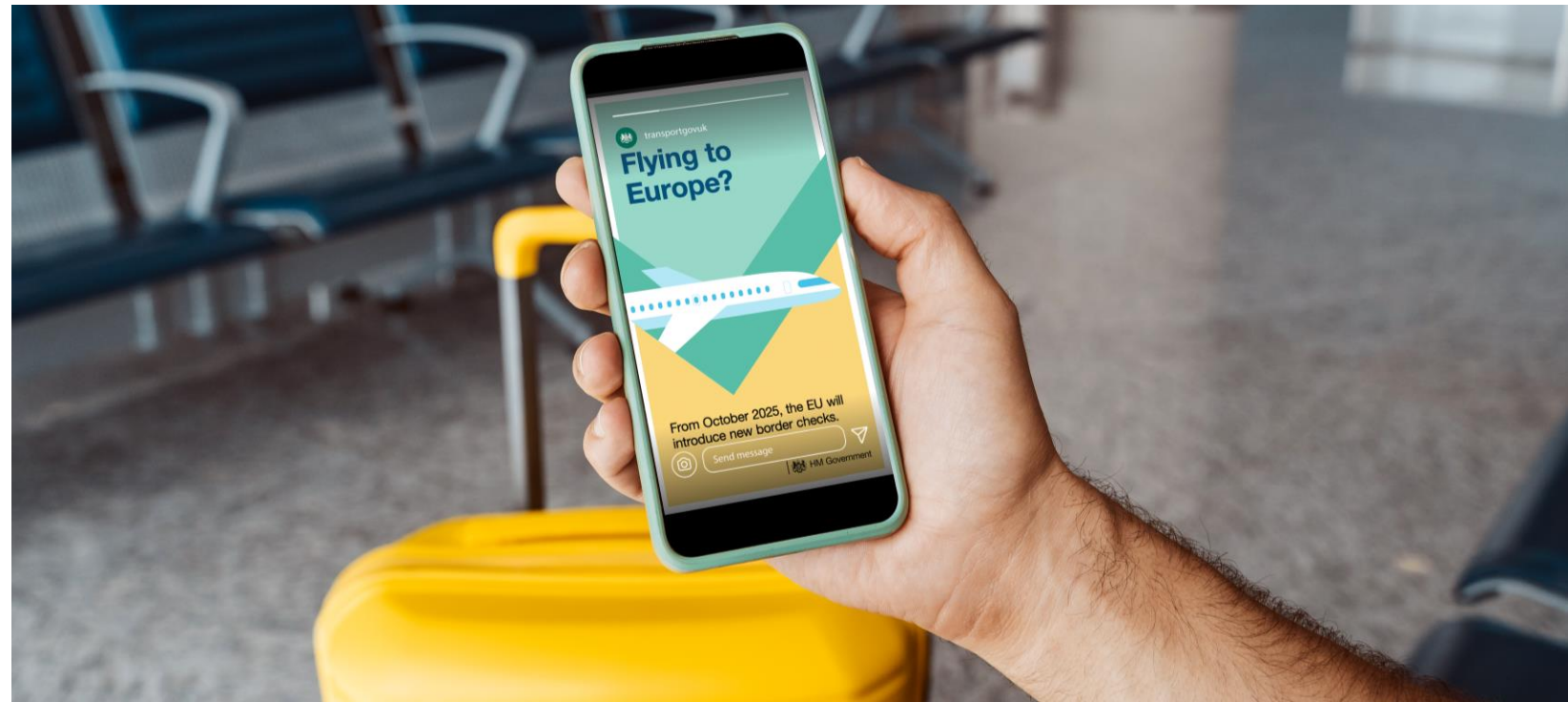


Frame 3



Frame 4

Static graphic 1:1





# Web / Digital Visuals

## Sizes Available

900 x 600

1920 x 1080 - 16:9

1080 x 1920 - 9:16

## Applications

Click-through  
graphics

Newsletter / email  
headers

Website banners

Digital screens

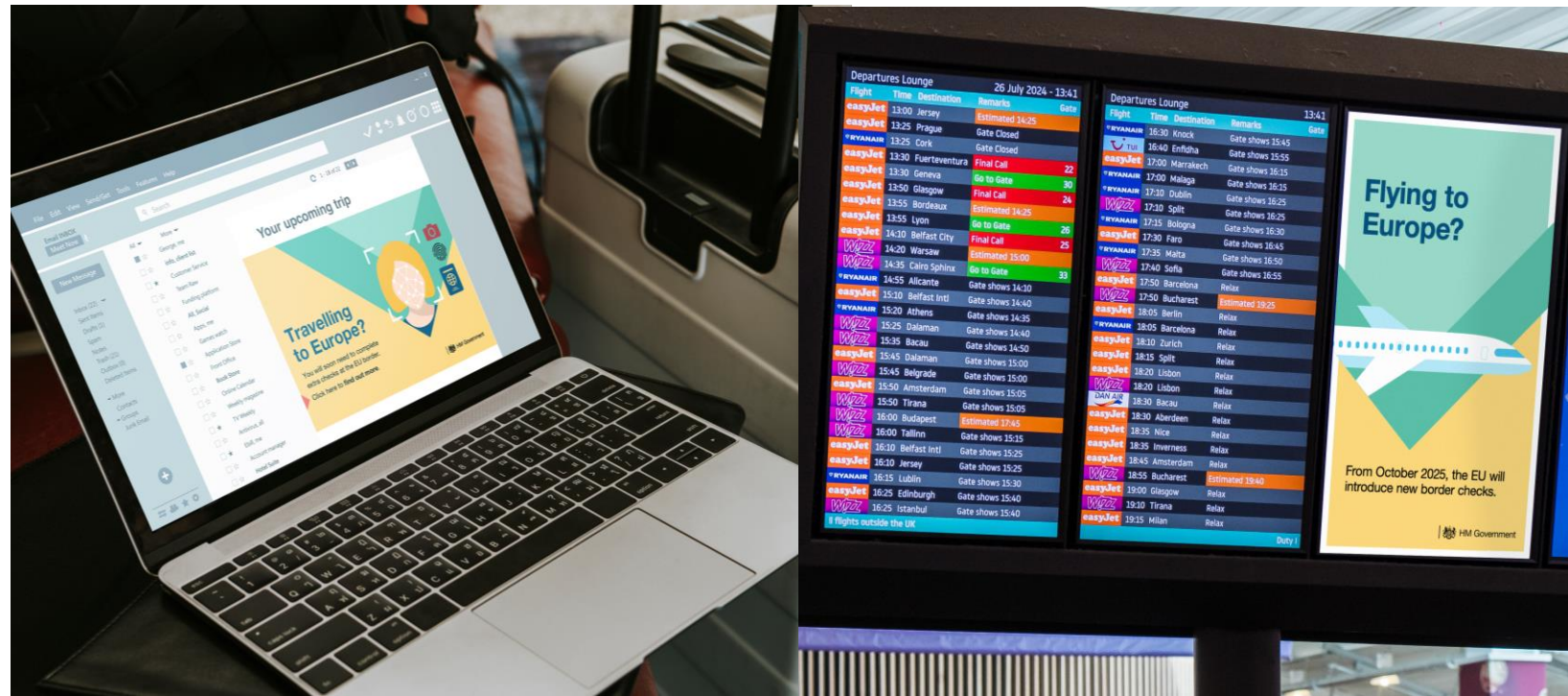
Banner 900x600



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 HMG messaging.

## Selected assets available

Posters

Social media assets

Online banners

## Applications

Industry social media channels and webpages

Posters

Poster – A4 and A3



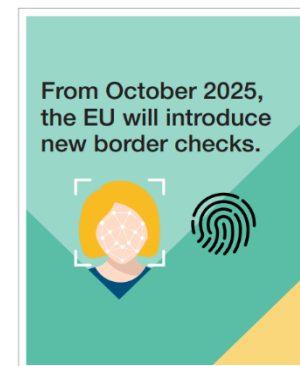
General online banner



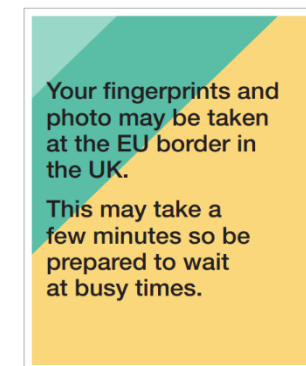
Social media carousel



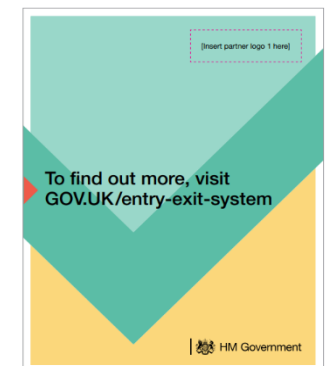
Frame 1



Frame 2



Frame 3



Frame 4



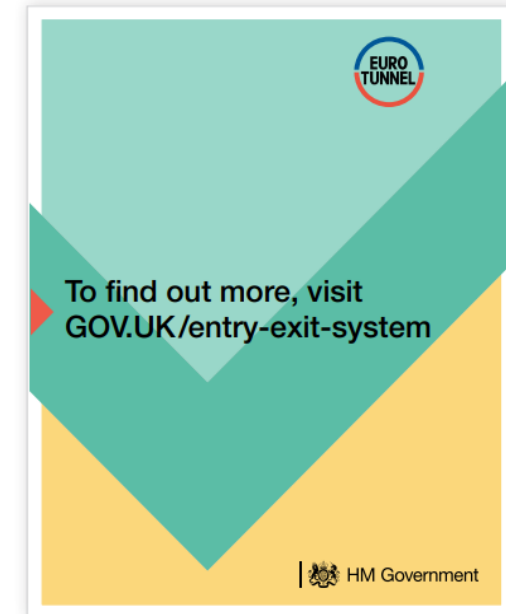
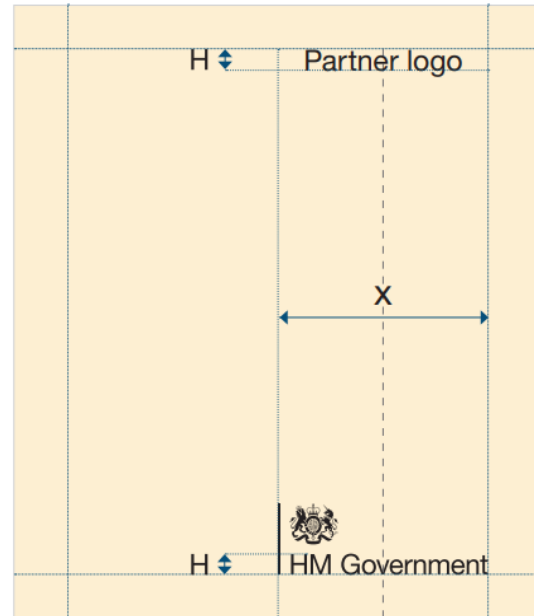
# Brand Guidelines

# Co-branding Guidance

PowerPoint templates have been created for use with a partner logo. Here are a couple of examples showing how this works on the assets.

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

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

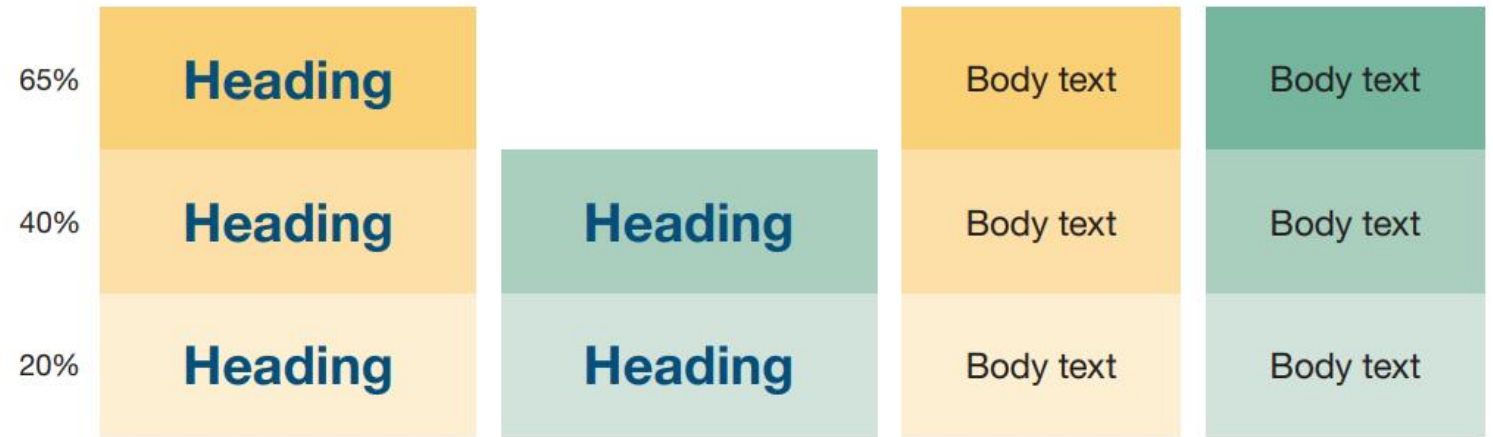


# Accessibility Guidance

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/>

Tint



**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, by transport mode:

Cruise ship assets - <https://homeoffice.brandworkz.com/bms/?link=BL4xpzxv>

Juxtaposed assets - <https://homeoffice.brandworkz.com/bms/?link=RfYOK5gd>

Other ports assets - <https://homeoffice.brandworkz.com/bms/?link=xfzGmLj0>

General assets - <https://homeoffice.brandworkz.com/bms/?link=hDATRuTs>

Flying assets - <https://homeoffice.brandworkz.com/bms/?link=OdA8tKK9>

Co-branded assets - <https://homeoffice.brandworkz.com/bms/?link=lgKBn1fN>

# 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 [EU Entry/Exit system – GOV.UK](#)
- [Travelaware page](#)
- [EU EES website](#)

## Passenger understanding and preparedness:

- [FAQ document for customer facing staff](#)
- EES explainer video [to be amplified from UK GOV social channels]
- EES / ETIAS / ETA explainer video [to be amplified from UK GOV social channels]

# How we can help

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

[IndustryLiaison@dft.gov.uk](mailto:IndustryLiaison@dft.gov.uk)