The European Week of Regions and Cities 2020 branding guidelines

Specific rules and applications in 2020
Why yearly-specific branding guidelines for the European Week of Regions and Cities?

To mark each new edition of the European Week of Regions and Cities, its new focus and priorities, the organisers yearly define a new branding scheme, i.e. a new combination of two colours and, if relevant, a new branding image.

In 2020, the European Week is held under the overall slogan ‘Restart Europe together.’
Outline

**Combination of colours in 2020**

01. Background colours
02. Text colours
03. Colour of the logo
04. Visual colours

**Branding image**

**Typography**

**Social media templates**

01. Facebook format
02. Twitter format
03. Instagram format
Combination of colours in 2020
01.
Background colours

- PANTONE P 142-5
- CMYK 60 63 0
- RGB 104 193 135
- # 70BC7E

- CMYK 0 0 0 0
- RGB 255 255 255
- # ff ff ff

Protection area
02. Text colours

When used on the green background, the text will be displayed in white. On the white background, the headlines and the small titles will be displayed in green and the body text in black.

Sed tempus cursus

Donec pellentesque


Sed tempus cursus

Donec pellentesque

03. Colour of the logo

In general (on the majority of the materials), the white logo on the green background will be used. Only in cases that the green background cannot be used, then the black logo should be displayed (such as over an image, video, etc.).

negative version

04. Visual colours

Main colour (possibility to use shades)

- PANTONE P 142-5C
- CMYK 60 0 63 0
- RGB 112 188 126
- # 70BC7E

Secondary colours

- PANTONE P52-14C
- CMYK 0 78 65 8
- RGB 220 81 73
- # DC5149

- PANTONE 17-6C
- CMYK 0 30 71 0
- RGB 251 190 91
- # FBBE5B

- PANTONE 104-8C
- CMYK 100 68 0 0
- RGB 0 82 161
- # 0052A1
Branding image with slogan: vertical layout
Printed material (offset)

**Myriad Pro** should be used in all printed communication for a consistent image (promotional material, publications, events tools…).

As a general rule, **Myriad Pro Regular** or **Light** is used for body text and **Myriad Pro Semibold, Bold** or **Black** for headings and subheadings.

**Italic** may also be used according to the rules set in the European Week of Regions and Cities’ style guide.

Other written material

**Verdana** should also be used for memoranda, fax transmittals, letters, speeches, presentations (i.e. material which is not necessary meant for offset printing).

On the web

**Verdana** is the font for html.

Headline 1 is invisible for web users and serves only the purpose of search engines (for web reference).

Headline 2 designs the main titles, displayed in bold size 17 (17 px or 17 pt for Photoshop or word).

Headline 3 designs the subheadings, displayed in size 15.

The main text body is displayed in size 12.
The best way to communicate on social media is to visualise the information. You are free to use pictures, infographics, illustrations linked to your message.

Separate elements from the branding picture can be used for promotion.

The EC logo should be placed on the right side and the CoR logo on the left and should have the same visual weight. The partner logos can be integrated at the bottom of the page and should be aligned in the center of the footer box.

01. Facebook format
(1024 px x 1024px)
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02. Twitter format

Twitter template of 1024 x 512 is good for paid campaign but it appears cut on a phone when used as a normal post. Twitter template of 1200 x 675 fits better for non-paid posts.
Lorem ipsum dolor sit amet, consecetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hen-
03. Instagram format

Instagram stories: 1080 x 1920 px

Dead area approx.: 1080 x 1542 (no text or other important elements)