New Challenges for Europe’s Cohesion

Branding guidelines 2022

#EURegionsWeek
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 colours and a new branding image.

In 2022, the European Week is held under the overall slogan ‘New Challenges for Europe’s Cohesion’.
Outline

- **Combination of colours**
  01. Background colours
  02. Text colours
  03. Event name
  04. Visual colours

- **Branding image**

- **Typography**

- **Social media templates**
  01. Facebook format
  02. Twitter format
  03. Instagram format
  04. PowerPoint format

- **Examples of declinations**
  01. Web banners
  02. Thematics
Combination of colours
01. Background colours

Pink and green are vibrant colours that can overwhelm when used excessively. It should be toned down by using it with shades. If you want to lighten the shade add white to your mixture.

- CMYK 0 28 13 0
- RGB 249 203 205
- #F9CBCD

- CMYK 48 0 89 0
- RGB 154 202 60
- #9ACA3C

Gradient
02. Text colours

On the white background, the headlines and the small titles will be displayed in one of the 5 visual colours and the body text in black.

Sed tempus cursus

Donec pellentesque


Sed tempus cursus

Donec pellentesque


Sed tempus cursus

Donec pellentesque


Sed tempus cursus

Donec pellentesque


Sed tempus cursus

Donec pellentesque

03. Event name

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

negative version

04. Visual colours

5 Main colours have been chosen (possibility to use shades)

- PANTONE 621C
  - CMYK 0 28 13 0
  - RGB 249 203 205
  - #F9BCBD

- PANTONE 306C
  - CMYK 0 51 69 0
  - RGB 243 147 86
  - #F39356

- PANTONE 15715C
  - CMYK 48 0 89 0
  - RGB 154 202 60
  - #9ACA3C

- PANTONE 14512C
  - CMYK 0 51 69 0
  - RGB 243 147 86
  - #F39356

- PANTONE 14715C
  - CMYK 87 33 97 25
  - RGB 129 193 132
  - #81C184

- PANTONE 14715C
  - CMYK 87 33 97 25
  - RGB 129 193 132
  - #81C184

- PANTONE 11813C
  - CMYK 64 8 8 0
  - RGB 70 182 217
  - #46B6D9
Branding image: vertical layout
Typed 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.

For any use or reproduction of photos or other material that is not under the copyright of the European Union, permission must be sought directly from the copyright holders. A copyright notice must be added near each element.

The EU logo should be placed in the lower right corner.

All templates presented in this manual are available and downloadable under: https://europa.eu/regions-and-cities/partners_en

It is possible to add partner logos in the places indicated for this purpose. The title of the event, the branding image, the EU logo and hashtag are fixed elements, while the rest can be adapted to suit individual communication needs.

01. Facebook format

(1024 px x 1024px)
Partner’s quote

The **name and the date of the event** is a fixed element of the branding which must be systematically placed at the top left and represents a non-editable element.

The **EU logo** should be placed in lower right corner and is a fixed element.

The **hashtag** should be placed in lower left corner and is a fixed element.

The **Photograph** of the speaker should be placed behind the image in order to appear in the white circle. This is an element that can be adapted to suit your needs.

The **quotation** is editable and must be placed on the right. The font is Myriad pro italic bold blue (#18baa8).

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**New Challenges for Europe’s Cohesion**

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Twitter format

Twitter template of 1200 x 628 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.
New Challenges for Europe's Cohesion

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Apostolos TZITZIKOSTAS
President of the European Committee of the Regions

President's quote
The name and the date of the event is a fixed element of the branding which must be systematically placed at the top left and represents a non-editable element.

The motto is a fixed element of the branding which must be systematically placed at the top left and represents a non-editable element.

The hashtag should be placed in lower left corner and is a fixed element.

The photograph of the speaker should be placed behind the image in order to appear in the white circle. This is an element that can be adapted to suit your needs.

The EU logo should be placed in lower right corner and is a fixed element.

The quotation is editable and must be placed on the right. The font is Myriad pro italic bold blue (#18baa8)

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03. Instagram format

Instagram stories: 1080 x 1920 px

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

PowerPoint template of 1920 x 1080.

Cover

Partner’s quote

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,
01. Web banners

Examples
02.
Thematics

One colour is assigned per thematic and is predominantly present in the illustration.

GREEN TRANSITION

YOUTH EMPOWERMENT

TERRITORIAL COHESION

DIGITAL TRANSITION