B R A N D B O O K

2022-**2027**

EUROPEAN
U R B A N
INITIATIVE

TABLE **OF CONTENTS**

EUI LETTERING

01

1. LETTERING

EUROPEAN
URBAN
INITIATIVE

1.1 DESCRIPTION

EUROPEAN URBAN INITIATIVE

NAME OF THE INITIATIVE

The colour of the font is Reflex Blue (the same blue colour as the European flag) with an opacity of 50% on the words «european» and «initiative». The lettering should appear in the same blue color to maximise recognition, character and personality of the initiative's name. The distance between the letters should not be changed.

RULE OF USE

The EUI lettering is one of the key identity elements to represent and communicate on EUI. It must be used in a consistent and correct manner. The EUI lettering must always be accompanied by the EU Emblem to maximise EU recognition but both visual elements must not be used besides each other as this is not a logo of the initiative but rather a reprensation of the name of the initaitive.

The EU emblem, in conjunction with the funding statement, must be prominently featured on all communication material, (printed and/or digital), websites including the mobile version, intended for the public and/or for participants.

The placement of the EU emblem should not give the impression that the beneficiary or third party is associated in any way to the EU institutions. It is therefore recommended to place the EU emblem at a distance from the third-party organisation's logo. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

Only the lettering artwork provided should be used; it should not be manually recreated.

1.2 VERSIONS

PRIMARY VERSION

The official lettering of the EUI - European Urban Initiative. This version is to be used as a priority when printing techniques allow it.

EUROPEAN
U R B A N
INITIATIVE

MONOCHROME WHITE VERSION

The version of this lettering is to be used when the lettering is displayed on a full colour background. The legibility of the lettering is of utmost importance.

EUROPEAN
U R B A N
INITIATIVE

MONOCHROME BLACK VERSION

The version of this lettering is to be used only if black or white version not is available.

EUROPEAN
U R B A N
INITIATIVE

1.4. RULES OF USE FOR THE EUI LETTERING

PROTECTED AREAS

A clear space of at least 1 "x" in height and width must remain around the lettering. Within this area, no other graphic elements or logos may be placed.

■ = x

CORRECT USE

The preferred version is the coloured version, preferably on a white background. The legibility of the logo is essential.

UNAUTHORISED VERSIONS

The lettering should always retain its original proportions.

The lettering must always be readable.

The EUI lettering cannot be placed next to the EU Emblem.

1.4. RULES OF USE FOR THE EU EMBLEM

DESCRIPTION

The statement "Co-funded by the European Union" must always be spelled out in full, written in Arial Bold. The full statement must be positioned to the right of the EU emblem and separated into 2 lines with "Co-funded by" on the first line and "the European Union" on the second. The statement is vertically aligned to the middle of the flag.

CORRECT USE

All recipients of EUI funding have an obligation to communicate and raise EU visbility using the EU emblem and the correct funding reference, mentioning EU support at all stages of the project.

The European Union emblem must not be modified or merged with any other graphic element or text. If other logos are displayed in addition to the EU emblem, the latter must be at least the same size as the biggest of the other logos. Apart from the EU emblem, no other visual identity or logo can be used to highlight the EU support

The preferred version is the coloured version, preferably on a white background. The legibility of the logo is essential.

**Co-funded by
the European Union**

**Co-funded by
the European Union**
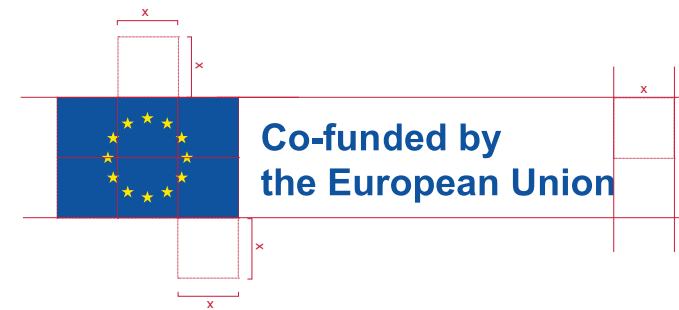
PROTECTED AREAS

The space between the logotype and the EU emblem equals 1 "x".

The space between the EU emblem and the statement equals ½ "x" - not including the white border.

UNAUTHORISED VERSIONS

The EU emblem should always retain its original proportions. The minimum height of the EU emblem must be 1 cm.

The EU emblem must always be readable and prominently displayed, ensuring that it can be easily seen in a given context or visual.

It is restricted to place the EUI lettering besides the EU Emblem as this is not a logo of the initiative
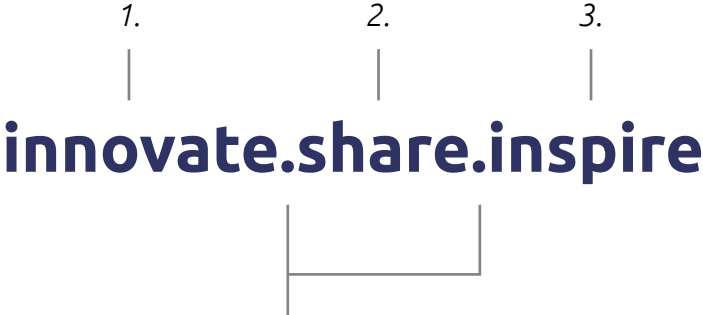
EUI TAGLINE

02

1.   2.   3.

innovate.share.inspire

Separated by a dot

EUI can be associated to the tagline «innovate. share.inspire.» as show above. The tagline is inspired by the different strands representing the initiative: innovative actions, capacity building, and knowledge, policy & communication

The keywords in the tagline should always be used in the same order and in a block, with each word separated by a dot. They are unique expressions of EUI to be used in their original form for most printed marketing and communication materials.

When the tagline is placed on the supports, it must be clearly readable and prominently displayed.

Only the tagline artwork provided should be used; it should not be manually recreated.

Co-funded by the European Union

Urban Challenge
Lorem ipsum
Lorem ipsum

Innovative solution
Lorem ipsum
Lorem ipsum

Budget
€XX Million ERDF received from European Urban Initiative
€XX Million total budget

Start date xx/xx/xxxx

innovate.share.inspire

www.urban-initiative.eu

EUI OFFICIAL COLORS

03

EU OFFICIAL COLORS

EU Corporate Blue
CMYK: 100-80-0-0
RGB: 0-68-148
HEX: #V
PMS: Pantone Reflex Blue

EU Yellow 100%
CMYK: 0-0-100-0
RGB: 255-237-0
HEX: #ffed00
PMS: Pantone Process Yellow

These are the official colours of the European Ur-ban Initiative lettering but also the official colours of the European Union.

PRIMARY COLORS

Dark Blue
CMYK: 100-99-32-43
RGB: 12- 17 -77
HEX: #0c114d
PMS: 2766 C

Green
CMYK: 74-00-50-00
RGB: 03-36-42
HEX: #1caf96
PMS: Bright Green C

Primary colors to communicate on EUI to be used as the priority, core colors of the initiative's graphical identity and to prominently display the innovative Actions strand. Colors must be flat; it is not autho-rised to use gradient colors.

SECONDARY COLORS

Red
CMYK: 0-94-21-0
RGB: 198-29-57
HEX: #c61d39

Orange
CMYK: 0-66-21-0
RGB: 198-29-57
HEX: #fd742a

Light grey
CMYK: 14-08-13-00
RGB: 253-116-42
HEX: #e1e1da

Grey
CMYK: 43-37-37-15
RGB: 139-135-151
HEX: #8b8783

These secondary, supporting colors are available alongside the primary colors for different EUI strands. These colours may not substitute the pri-mary colors.

EUI TYPOGRAPHY

04

PRIMARY FONT

Ubuntu

Ubuntu Regular
Ubuntu Light
Ubuntu Italic
Ubuntu Medium
Ubuntu Medium Italic
Ubuntu Bold
Ubuntu Bold Italic

«Ubuntu» is the primary font. This font is to be used as a priority in the various media.
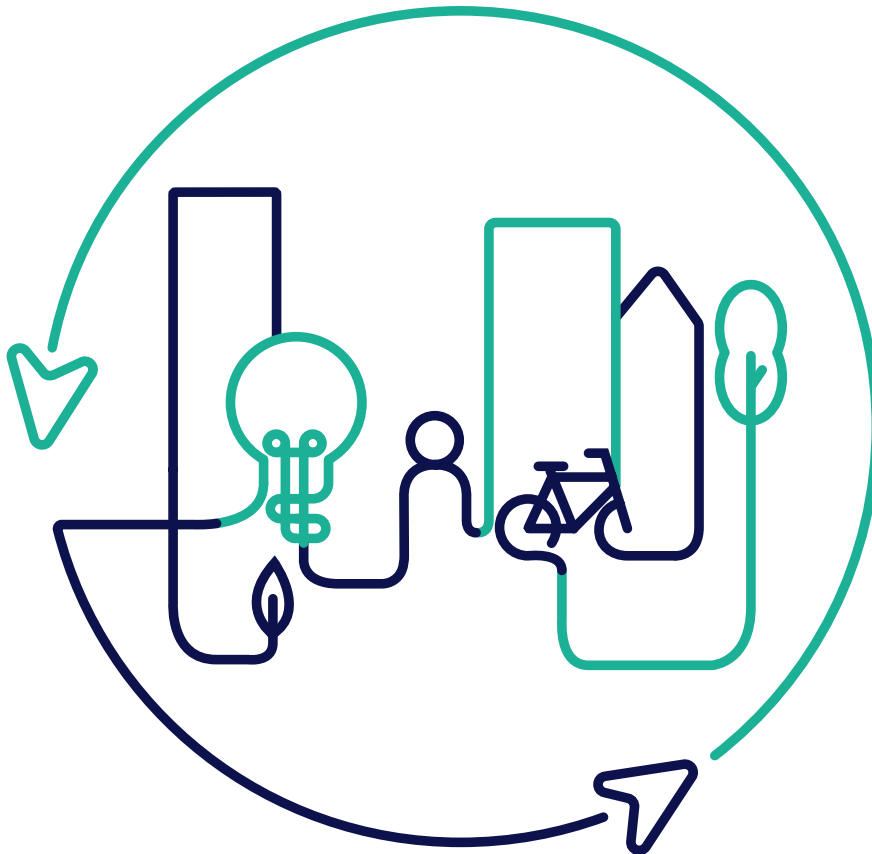
SUBSTITUTE FONT

TAHOMA

Tahoma Regular
Tahoma Bold

«Tahoma» is a substitute font. It is to be used in case the use of the Ubuntu font is not accessible.
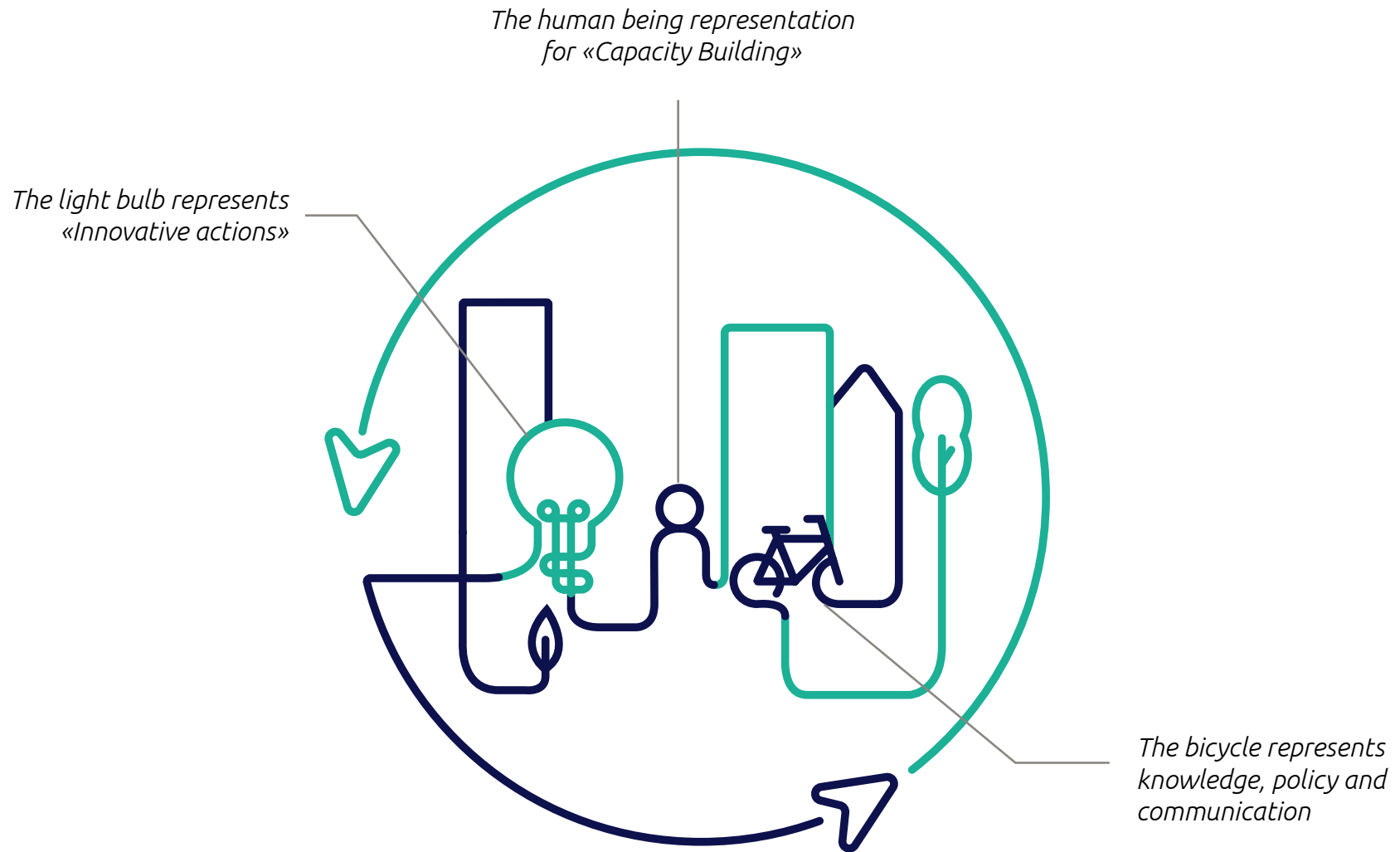
EUI VISUAL IDENTITY

05

1. MAIN VISUAL

The main EUI visual represents a path to sustainable urban development representing the core values of the initiative. It is a set of interconnecting elements, each representing an aspect of EUI in relation to innovative actions, capacity-building and communication & knowledge.

This type of linear drawing is used to specifically illustrate the idea of continuity and evolution.

The colors of the main visual are from the brand's color palette (primary colors). No other colors should be used to represent the visual.

2. DESCRIPTION

The human being representation for «Capacity Building»

The light bulb represents «Innovative actions»

The bicycle represents knowledge, policy and communication

VERSIONS

Colored versions
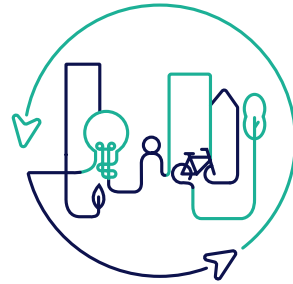
Grey version
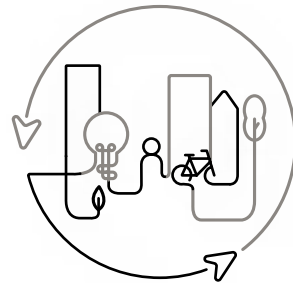
EUI DESIGN TEMPLATES

06

**STATUTORY OBLIGATIONS FOR
EUI PROJECTS**

*Projects funded by the European Regional De-
velopment (ERDF) fund must acknowledge the
source of their funding. In this context, they
must fulfill the statutory obligations of Appendix
XII of the 1303/2013 ERDF regulation, which
highlights the obligations of ERDF beneficiaries
with regards to information and communication
measures intended for the general public.*

*It is recommended that projects use the tem-
plates provided by EUI for the poster and the
plaque, which fulfill the statutory obligations
indicated, whilst adapting the
text and illustrations to their project.*

*For all communication material, projects must
highlight the support from the Funds in a visible
manner intended for the public or for partici-
pants. The display of the EU emblem on plaques,
billboards or other promotional material is obli-
gatory as soon as the physical implementation of
operations involving physical investment starts
or purchased equipement is installed.*

POWERPOINT

The powerpoint presentation contains the essential elements of the visual identity developed. The file consists of several files to help optimise the layout of the content whilst abiding by the graphic and visual guidelines.

The primary color palette is used to illustrate the visual elements but also as the official font color of the text. The headings include both colours to have a dynamism of green prevailing over the blue.

The font used in the document is the secondary font, Tahoma.

The correct and appropriate use of the powerpoint template will demonstrate a consistent brand and representation of the initiative.

The powerpoint template can be customised according to the specific content. However, it is not permitted to distort any of the graphics or visual elements.

The template includes several slides with various tools to use for different purposes:

- Cover slide (available with different titles)
- A table of contents
- An events/meeting agenda
- Title slides (various versions available)
- Content slides with:
- transition slides for quotes/particular text
- timeline
- images
- Closing slide

Title slide example
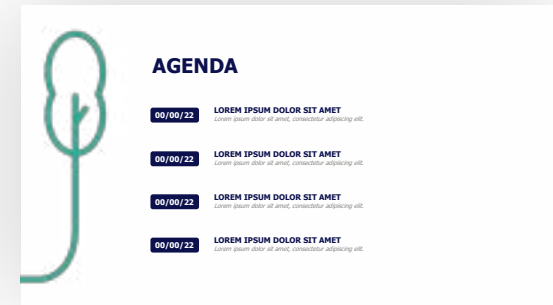
Agenda slide
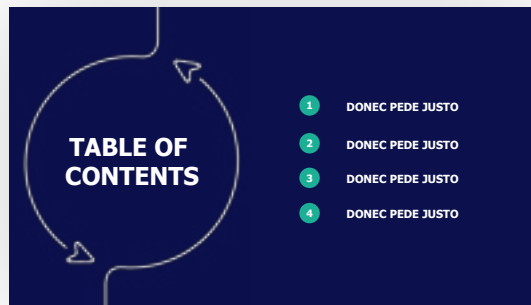
Table of contents slide example
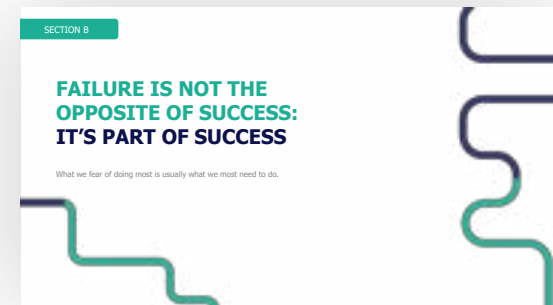
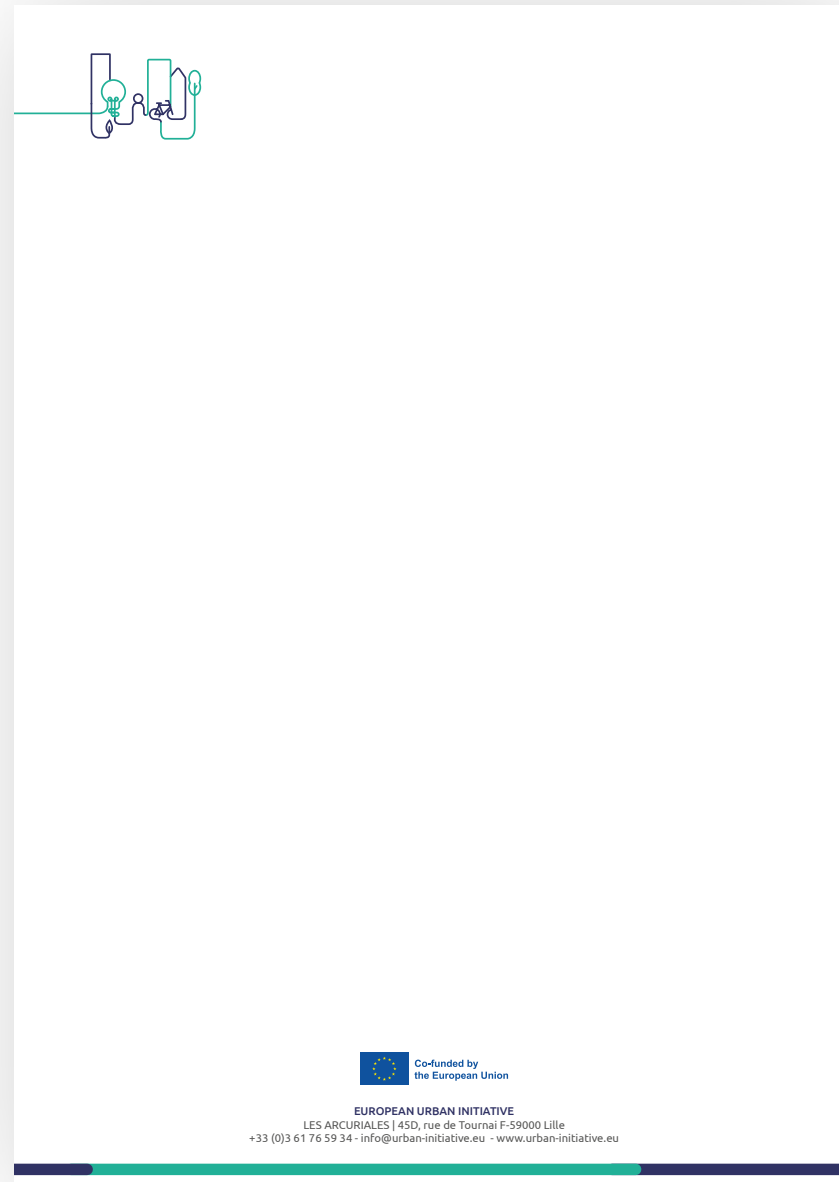*Slide for intermediate titles*
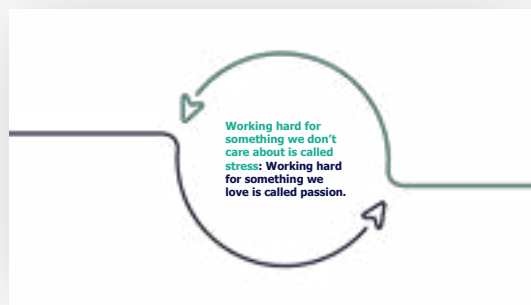
Transition slide with quote

Timeline slide

WORD

The Word document has the following structure:
1. A front cover
2. A table of contents
3. Contents pages
4. A back cover

The font used in the document is the secondary font, Tahoma.

The use of lines on the cover and at the bottom of the inside pages recalls the design created for the EUI.

The word document template can be customised according to the specific content. However, it is not permitted to distort any of the graphics or visual elements.
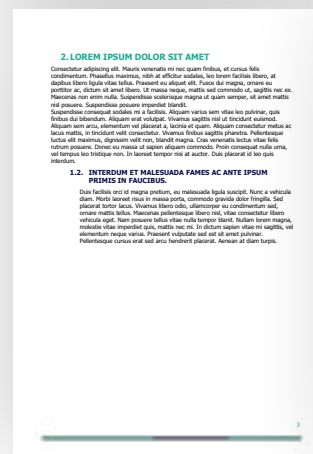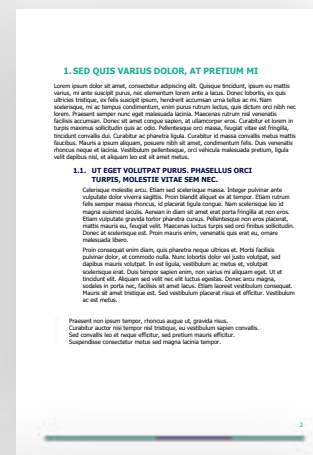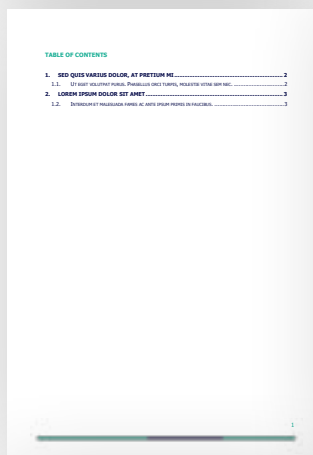
LETTER PAPER

The letterhead is in A4 format (210 x 297mm). It is editable via word document format. It is possible to write in one or two columns depending on the content and layout requirements.

The letterhead template can be customised according to the specific content. However, it is not permitted to distort any of the graphics or visual elements.

Please note that working documents must have a plain background.

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the European Union

EUROPEAN URBAN INITIATIVE
LES ARCURIALES | 45D, rue de Tournai F-59000 Lille
+33 (0)3 61 76 59 34 - info@urban-initiative.eu - www.urban-initiative.eu

BUSINESS CARDS

The business cards are in the classic format (85 x 55 mm).

The front cover has the EU emblem and the obligatory mention of the funding in addition to the the name of the initiative.

The reverse side contains a visual representation of the initative including the main contact information of the member of the secretariat.

**Co-funded by
the European Union**

EUROPEAN URBAN INITIATIVE

**TIMOTHY
CAULFIELD**
DIRECTOR

+ 33 (0)3 61 76 59 31

t.caulfield@urban-initiative.eu

www.urban-initiative.eu
LES ARCURIALES | 45D, rue de Tournai - F-59000 Lille

PUBLICATION LAYOUT

A publication model of landscape and portrait format have been developed as templates.

The cover design includes the title of the publication, the EUI lettering, the EU emblem and various elements of the EUI visual identity.

The colours of the primary palette are used.

The primary font, ubuntu, is recommend to be used to for the publication layout. In case this font is not accessible, the secondary font, tahoma, should be prioritised.

Please respect the size of the columns used when inserting different visuals (graphs, charts, etc)

The publication template can be customised according to the specific content. However, it is not permitted to distort any of the graphics or visual elements.

LANDSCAPE LAYOUT

PORTRAIT LAYOUT

BANNER STAND

Banner stand templates have been developed in «roll up» style to present each of the strands and the initiative. The banners are distinguished by the use of color and graphic illustrations.

The banners contain different pictograms and elements of the visual identity to represent the initiative. It also contains the lettering of the initiative at the top header and the logos of the entrusted entity, Haut-de-France and the EU emblem at the bottom.

The banner stand size is 1000 x 2000 mm.

The banner stand template can be customised according to the specific content. However, it is not permitted to distort any of the graphics or visual elements.

PERMANENT PLAQUE

The permanent plaque consists of the EU emblem logo, the project description (urban challenge and solution) the funding provided by EUI, and the start date of the project centered on the plaque.

The bottom of the plaque consists of the tagline, the web address of the initiative for promotional purposes for the project and initiative.

For all infrastructure or construction operations for which the total public contribution (including the ERDF funds received from EUI) exceeds 50,000 Euros, the beneficiary must display a permanent plaque in an area which is clearly visible to the public during the implementation of the project. The project partners are invited to use the plaque model proposed by EUI, which is available in .ai format, replacing the project name and the text according to the characteristics of the project.

Co-funded by
the European Union

Urban Challenge
Lorem ipsum
Lorem ipsum

Innovative solution
Lorem ipsum
Lorem ipsum

Budget
€XX Million ERDF received from European Urban Initiative
€XX Million total budget

Start date xx/xx/xxxx

innovate.share.inspire

www.urban-initiative.eu
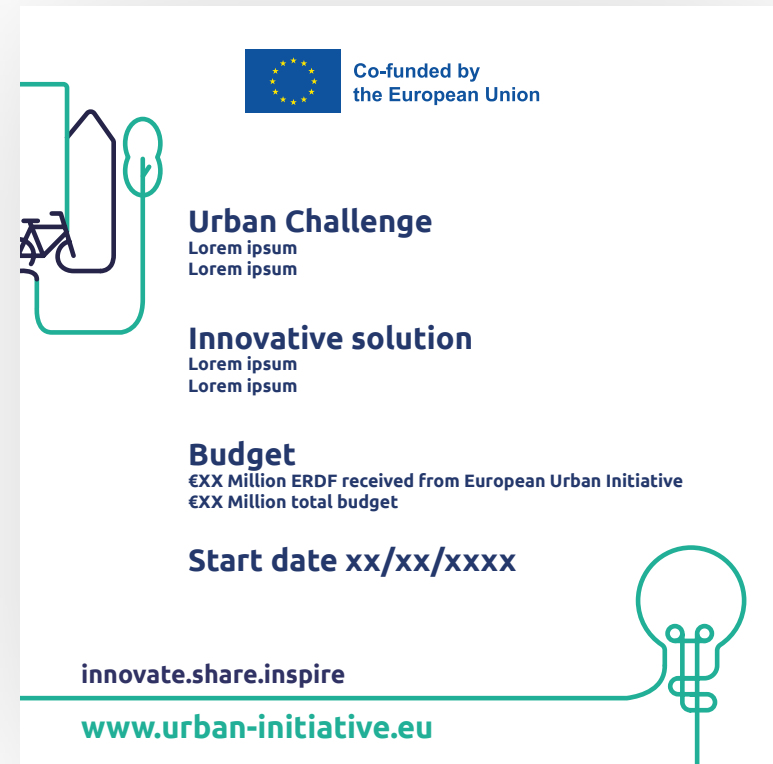
POSTERS

In the context of the implementation of an operation supported by the ERDF, the beneficiary informs the public of the support obtained from the ERDF by displaying at least one poster presenting information on the project (minimum dimensions A3), including the financial support granted by the Union, in a location which is visible to the public.

It is recommended that projects use the poster template proposed by EUI, which is available in .ai format, replacing the project name, text, topic and illustration according to the characteristics of the project.

It is therefore essential for each publication element to respect the following constraints and elements:

- *White background for optimum impact and clarity*
- *A picture to illustrate the project*
- *The project name and the name of the urban authority*
- *Description of the «Urban challenge» and the «Innovative solution»*
- *The start and end date*
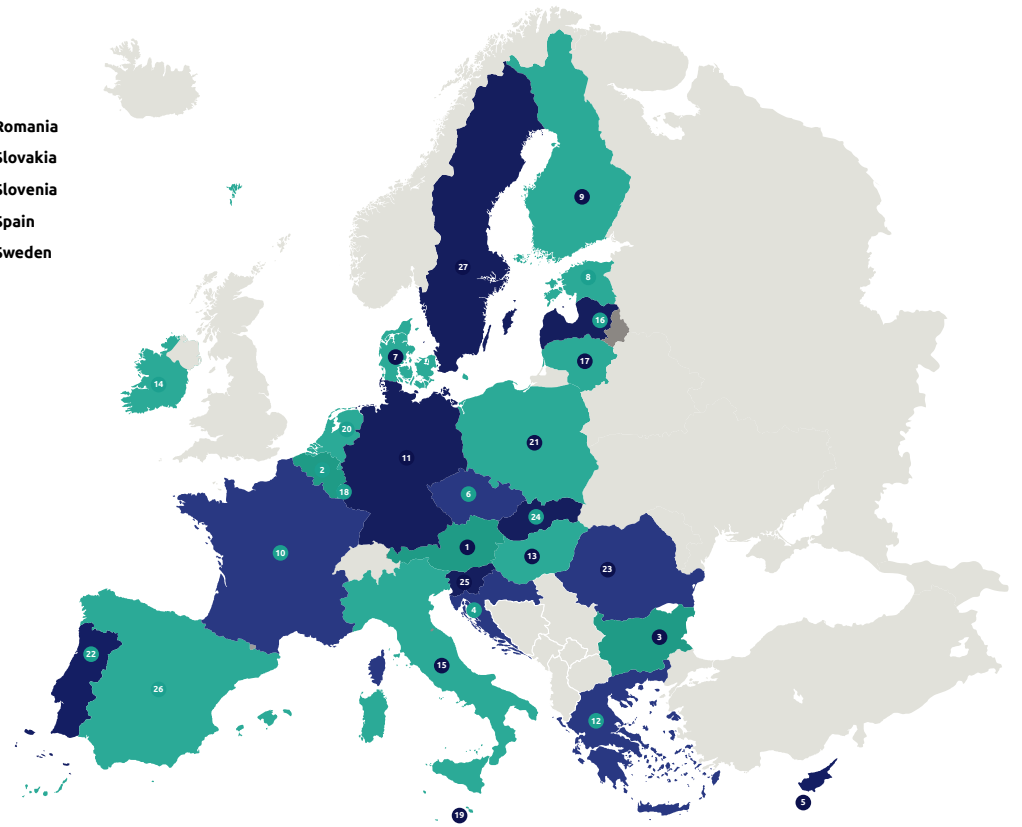- *Budget information*
- *EU emblem*

European Urban Initiative

Project name
Name of the urban authority

Urban challenge
Lorem ipsum dolor sit amet, consectetuer 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

Innovative solution
Lorem ipsum dolor sit amet, consectetuer 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

Start date
XX/XX/XX
End date
XX/XX/XX

Budget
XX€ Millions ...
XX€ Millions total budget
Total budget received from European Urban Initiative

www.urban-initiative.eu

Co-funded by
the European Union

MAP

An EU map is available in various versions to showcase EUI's geographical coverage in Europe.

The map displays all EU member states in the primary colors described in this graphic charter.

1 Austria
2 Belgium
3 Bulgaria
4 Croatia
5 Cyprus
6 Czech Republic
7 Denmark
8 Estonia
9 Finland
10 France
11 Germany
12 Greece
13 Hungary
14 Ireland
15 Italy
16 Latvia
17 Lithuania
18 Luxembourg
19 Malta
20 Netherlands
21 Poland
22 Portugal

23 Romania
24 Slovakia
25 Slovenia
26 Spain
27 Sweden

EUROPEAN
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