

B R A N D B O O K

2022-2027

EUROPEAN  
U R B A N  
INITIATIVE



Co-funded by  
the European Union

# TABLE OF CONTENTS

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01	EUI LETTERING	03
02	EUI TAGLINE	10
03	EUI OFFICIAL COLORS	11
04	EUI TYPOGRAPHY	12
05	EUI VISUAL IDENTITY	13
06	EUI TEMPLATES	16

01

# EUI LETTERING

## 1. LETTERING

EUROPEAN  
**U R B A N**  
INITIATIVE

1.1 DESCRIPTION



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 representation of the name of the initiative.*

*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.*

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### 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.*

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### MONOCHROME BLACK VERSION

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

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## 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.*



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*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

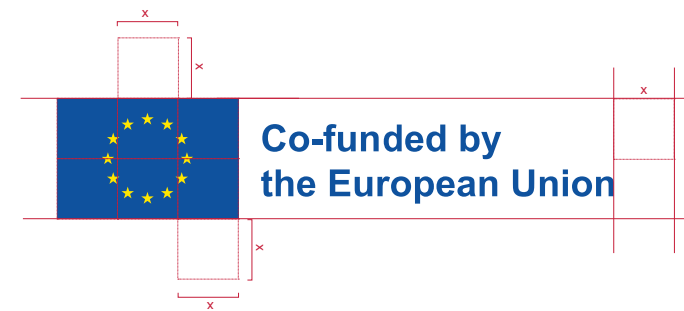
The statement “Co-funded by the European Union” must always be spelled out in full, written in Arial Bold. The full statement must be positioned to the right of the EU emblem and separated into 2 lines with “Co-funded by” on the first line and “the European Union” on the second. The statement is vertically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

### CORRECT USE

All recipients of EUI funding have an obligation to communicate and raise EU visibility 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.



### 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.*



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



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



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# EUI OFFICIAL COLORS

## 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 Urban 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 authorised 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 primary colors.*

# EUI TYPOGRAPHY

## 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

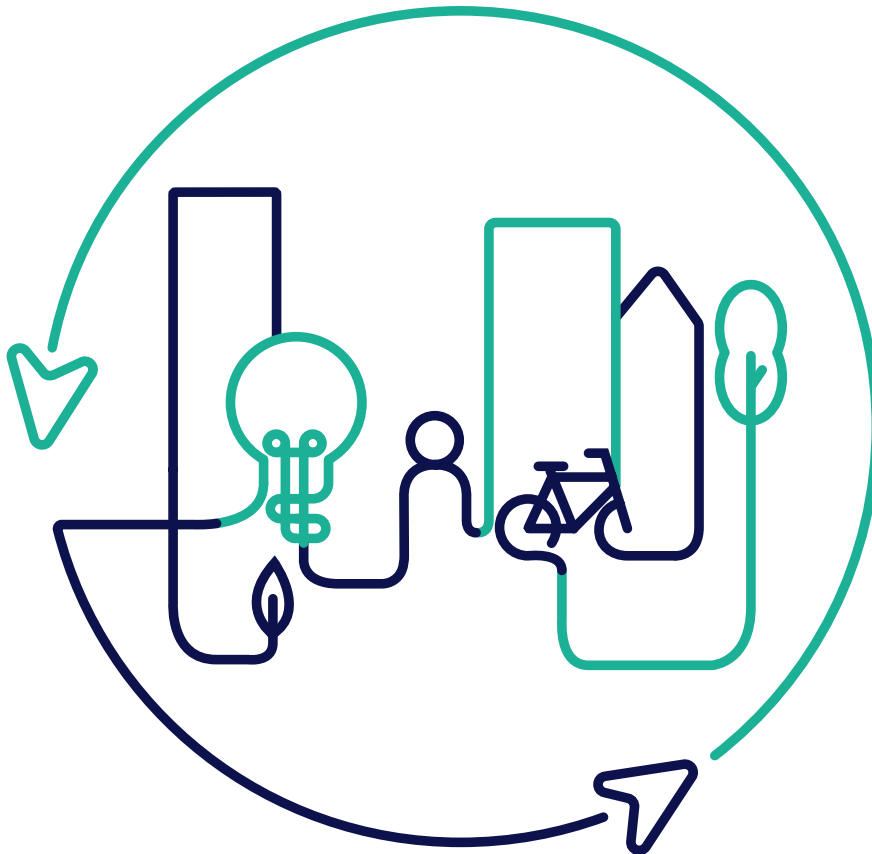
Tahoma Regular

**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

## 1. MAIN VISUAL

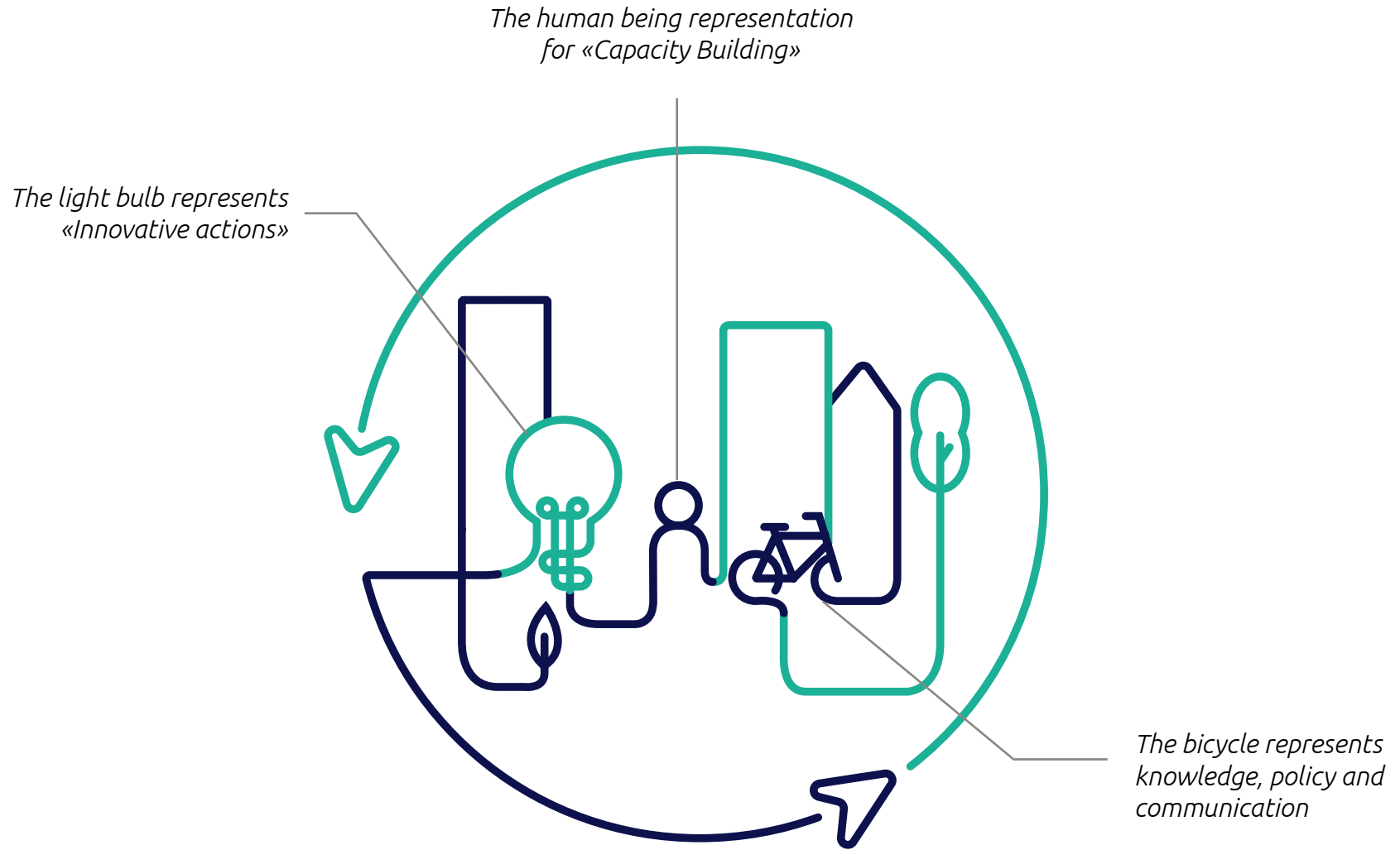


*The main EUI visual represents a path to sustainable urban development representing the core values of the initiative. It is a set of interconnecting elements, each representing an aspect of EUI in relation to innovative actions, capacity-building and communication & knowledge.*

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

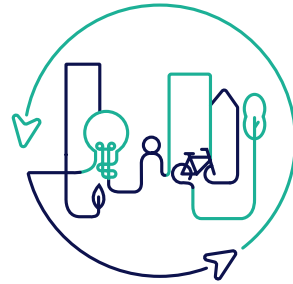
*The colors of the main visual are from the brand's color palette (primary colors). No other colors should be used to represent the visual.*

2. DESCRIPTION

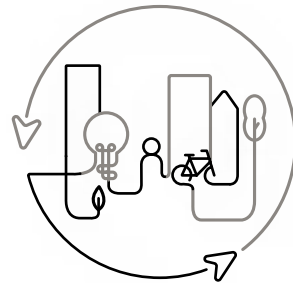


**VERSIONS**

*Colored versions*



*Grey version*



# EUI DESIGN TEMPLATES

## STATUTORY OBLIGATIONS FOR EUI PROJECTS

*Projects funded by the European Regional Development (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 templates provided by EUI, 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 participants. The display of the EU emblem on plaques, billboards or other promotional material is obligatory as soon as the physical implementation of operations involving physical investment starts or purchased equipment 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.

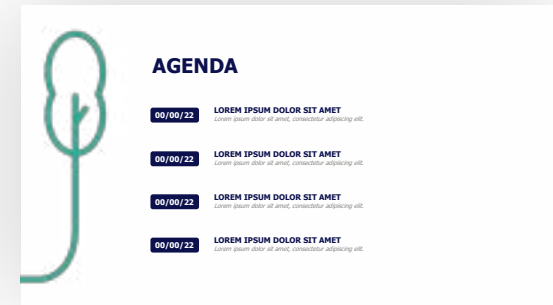


The template includes several slides with various tools to use for different purposes:

- 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

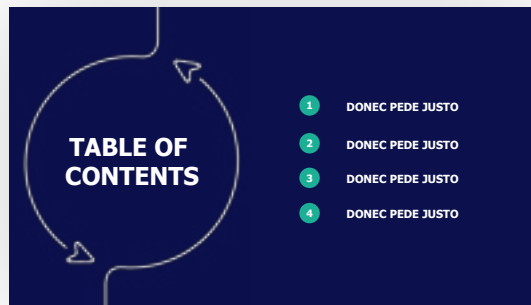
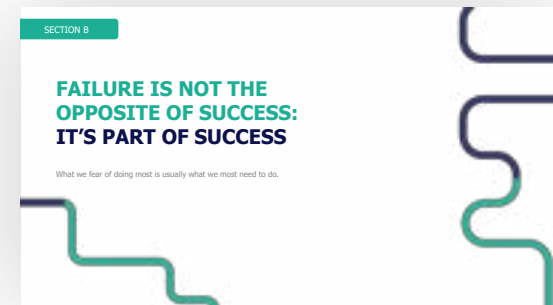
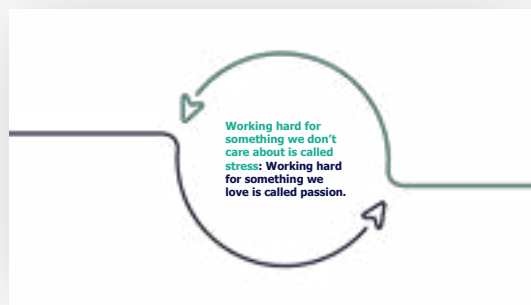


Table of contents slide example



Slide for intermediate titles



Transition slide with quote



Timeline slide

WORD

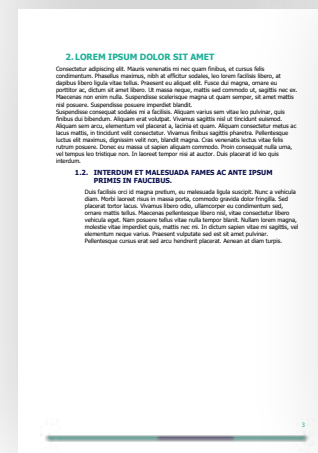
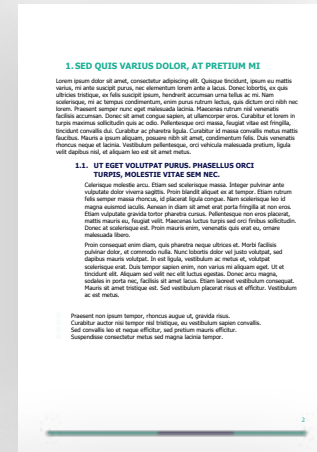
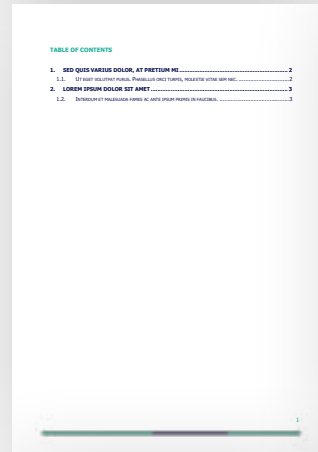
The Word document has the following structure:

- 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.

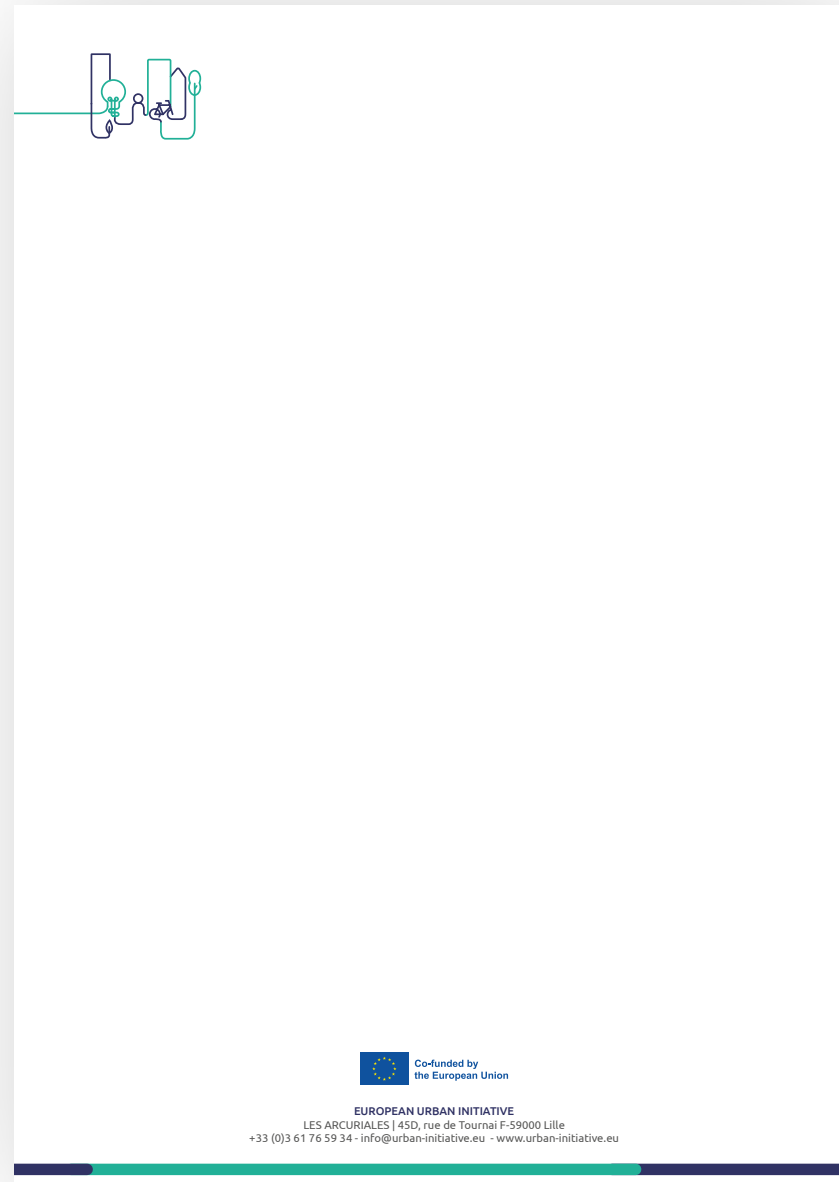


## LETTER PAPER

*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.*



## 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 name of the initiative.*

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



## 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

EUROPEAN URBAN INITIATIVE

**ANNUAL REPORT 2022**

Reportul anual al inițiativei europene de inițiativă urbană din anul 2022

**Foreword**

Amplează text de introducere...



**TABLE OF CONTENTS**

- 01 Isnenaturisum lostri, confere
- 02 Isnenaturisum lostri, confere

**TABLE OF CONTENTS**

- 01 Isnenaturisum lostri, confere
- 02 Isnenaturisum lostri, confere

**01**

Isnenaturisum lostri, confere

**ON NULLORUM EST UT MAGNATUS.**

Amplează text de introducere...

Amplează text de introducere...



Amplează text de introducere...



**02**

Isnenaturisum lostri, confere

**OLLUTUM HALINT RET ORSULUSQUEM**

Amplează text de introducere...

Amplează text de introducere...



Ferum Rogi, tordaeaequum aliois tiquo modopate doluptare sit omahihil.

Por minim cor soluptatis sim conem coreiur re, que et, quia.

- 01/
- 02/
- 03/
- 04/

Amplează text de introducere...





PORTRAIT LAYOUT

EUROPEAN URBAN INITIATIVE

**ANNUAL REPORT 2022**

Supplemento conținutul inițiativii și fișele. Alăturat ve-  
sus sunt vitale les publicații, qua fiodus.



**Foreword**

Foreword text in Latin placeholder format.

LEADER NAME  
Title of position

**TABLE OF CONTENTS**

- 01 FOREWORD
- 02 PART I ON NULLORUM EST UT MAGNATUS.
- 03 PART II ON NULLORUM EST UT MAGNATUS.
- 04 PART III ON NULLORUM EST UT MAGNATUS.
- 05 PART IV ON NULLORUM EST UT MAGNATUS.
- 06 PART V ON NULLORUM EST UT MAGNATUS.
- 07 PART VI ON NULLORUM EST UT MAGNATUS.
- 08 PART VII ON NULLORUM EST UT MAGNATUS.
- 09 PART VIII ON NULLORUM EST UT MAGNATUS.
- 10 PART IX ON NULLORUM EST UT MAGNATUS.
- 11 PART X ON NULLORUM EST UT MAGNATUS.
- 12 PART XI ON NULLORUM EST UT MAGNATUS.
- 13 PART XII ON NULLORUM EST UT MAGNATUS.
- 14 PART XIII ON NULLORUM EST UT MAGNATUS.
- 15 PART XIV ON NULLORUM EST UT MAGNATUS.
- 16 PART XV ON NULLORUM EST UT MAGNATUS.
- 17 PART XVI ON NULLORUM EST UT MAGNATUS.
- 18 PART XVII ON NULLORUM EST UT MAGNATUS.
- 19 PART XVIII ON NULLORUM EST UT MAGNATUS.
- 20 PART XIX ON NULLORUM EST UT MAGNATUS.
- 21 PART XX ON NULLORUM EST UT MAGNATUS.
- 22 PART XXI ON NULLORUM EST UT MAGNATUS.
- 23 PART XXII ON NULLORUM EST UT MAGNATUS.
- 24 PART XXIII ON NULLORUM EST UT MAGNATUS.
- 25 PART XXIV ON NULLORUM EST UT MAGNATUS.
- 26 PART XXV ON NULLORUM EST UT MAGNATUS.
- 27 PART XXVI ON NULLORUM EST UT MAGNATUS.
- 28 PART XXVII ON NULLORUM EST UT MAGNATUS.
- 29 PART XXVIII ON NULLORUM EST UT MAGNATUS.
- 30 PART XXIX ON NULLORUM EST UT MAGNATUS.
- 31 PART XXX ON NULLORUM EST UT MAGNATUS.

**PART I ON NULLORUM EST UT MAGNATUS.**



Text in Latin placeholder format.





Text in Latin placeholder format.

**Por minim cor soluptatis sim conem coreur re, que et, quia.**



Text in Latin placeholder format.

**ON NULLORUM EST UT MAGNATUS.**

**01/**



Text in Latin placeholder format.

**02/**



Text in Latin placeholder format.

**Optis utem-  
pos quam, Int**

Text in Latin placeholder format.

**03/**



Text in Latin placeholder format.

**04/**



Text in Latin placeholder format.

**Dolor sit  
amet**

Text in Latin placeholder format.



**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.*



## 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*

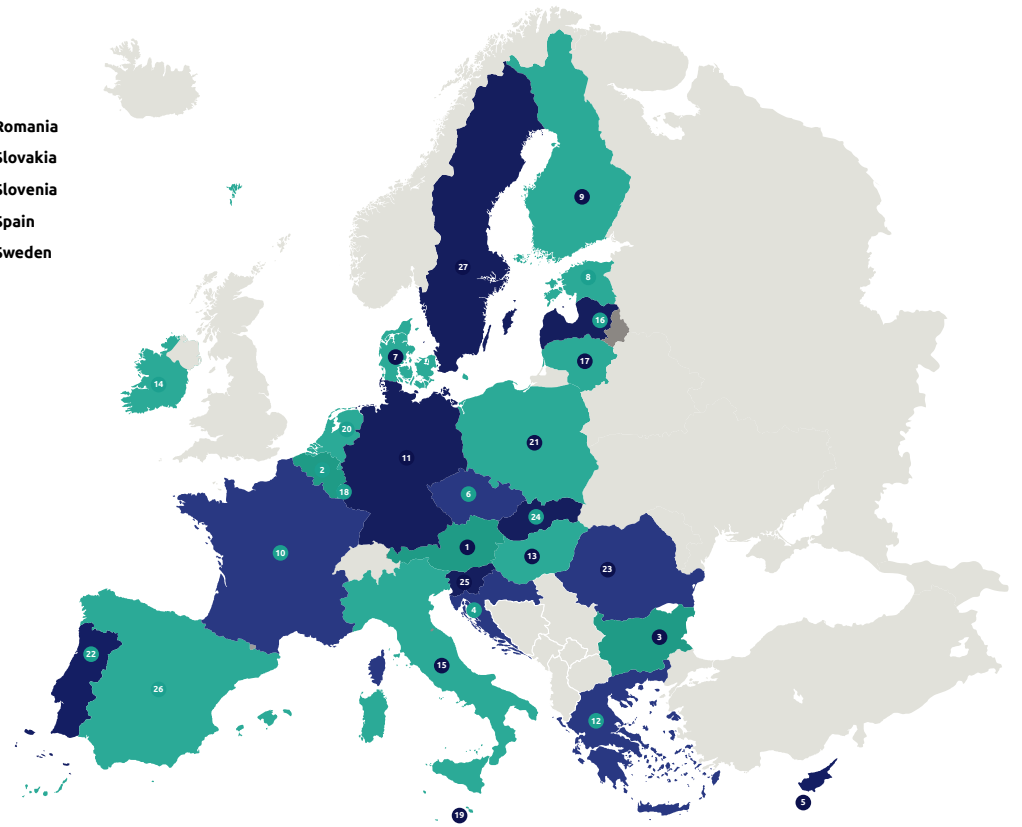


MAP

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 U R B A N INITIATIVE



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