Covenant of Mayors
for Climate & Energy

GRAPHICAL GUIDELINES

February 2016

Covenant of Mayors
Logo

Covenant of Mayors
for Climate & Energy

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The logo exists in two positions, vertical or horizontal, in order to fit well every format.

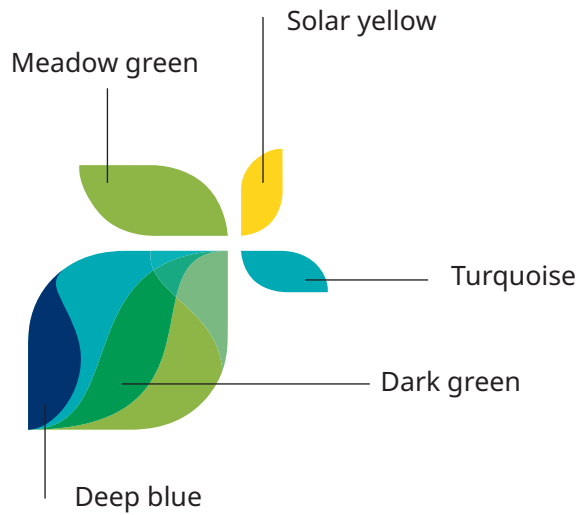Each position is available in 24 different European languages.

Covenant of Mayors
Colour Palette

The colours used for the Covenant of Mayors represent the environment (green and turquoise) and the European Commission (deep blue and yellow).

Black/white supplement this colour palette.

For screen use, hexadecimal colour values are given. These are to be used in preference to the closest web-safe colours.

No other colours should be used to create the logo.

Meadow green

Solar yellow

Turquoise

Dark green

Deep blue

Deep blue	C	100	R	0
	M	70	G	48
	Y	0	B	104
	K	40		

Hex: 002F6A
Web-safe: 003366

Turquoise	C	100	R	0
	M	0	G	153
	Y	35	B	153
	K	0		

Hex: 009aa9
Web-safe: 009999

Dark green	C	100	R	0
	M	10	G	136
	Y	97	B	59
	K	0		

Hex: 00883b
Web-safe: 009933

Black

Meadow green	C	50	R	151
	M	10	G	180
	Y	95	B	42
	K	0		

Hex: 8EB747
Web-safe: 99CC33

White

Solar yellow	C	0	R	255
	M	15	G	213
	Y	94	B	0
	K	0		

Hex: FFD420
Web-safe: FFD420

Covenant of Mayors
Logo placed on a coloured background

If the logo needs to be placed on a coloured background (any colour but white), then the version with white shape should be used. Eight versions are available (one for each corner, in the two positions). Each version is available in EPS (to be used in any size, with professional software) and PNG (to be used with any software, maximal size: 20 cm wide).

Examples:

Covenant of Mayors
Graphic toolbox

In order to display a coherent and esthetic communication whenever needed, you will have access to various graphical elements:

1. Small petals in Covenant colours: to be used for bullet

points, page numbers illustrations etc.

They can be oriented in 4 different directions.

They exist in 2 different formats:

• EPS format (vector): to be used with professional software,
in any size (very small to huge)
• PNG format (bitmap): to be used on all softwares,
on the web etc. It has a transparent background.
Do not enlarge too much. Maximal size: 15 cm wide

2. Big petals in Covenant colours: to be used for bullet

points, page numbers, illustrations etc.

They can be oriented in 4 different directions.

They exist in 2 different formats:

• EPS format (vector): to be used with professional software,
in any size (very small to huge)
• PNG format (bitmap): to be used on all softwares,
on the web etc. It has a transparent background.
Do not enlarge too much. Maximal size: 11 cm wide

3. Leafs in Covenant colours: to be used for bullet points,

page numbers, illustrations etc.

They can be oriented in 4 different directions.

They exist in 2 different formats:

• EPS format (vector): to be used with professional software,
in any size (very small to huge)
• PNG format (bitmap): to be used on all softwares,
on the web etc. It has a transparent background.
Do not enlarge too much. Maximal size: 13 cm wide

4. Flowers

They exist in 2 different formats:

• EPS format (vector): to be used with professional software,
in any size (very small to huge)
• PNG format (bitmap): to be used on all softwares,
on the web etc. It has a transparent background.

Do not enlarge too much. Maximal size: 9 cm wide

5. The Covenant stripes:

to be used as a signature,

to highlight a baseline or

the Covenant web address

They can be used horizontally

or vertically, short or long,

according to the document.

They exist in 2 different formats:

• EPS format (vector)
• PNG format (bitmap):
Do not enlarge too much.
Maximal size : 60 cm wide

www.eumayors.eu

www.eumayors.eu

Covenant of Mayors
Type

NOTO SANS font has been chosen as it was created to fit most languages and alphabets. It is a simple typeface with high legibility.

It is a Google font, this is why it can be used on the web too.

And it's free !
You can download it here:

Noto Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Noto Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Noto Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Noto Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

In case Noto Sans is not available, Arial can be used to replace.
It is simple and legible.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Covenant of Mayors
Photography

It is important to connect people with the benefits of the CoM pledge, and to give Local Authorities and their citizens a feeling of being part of a movement.

To this end, photography should feature people going about an activity or a landmark image from a member region wherever possible. These images may be supplemented with library photographs suggesting modernity, sustainability, public transport, environmental action and vibrancy.

Where a message will appear over an image, a clear area or a solid hue that will not interfere with the copy is preferable. Copy should remain legible at all times. If a suitable photograph cannot be found, a transparent colour block in harmony with the image may be used, and text overlayed.
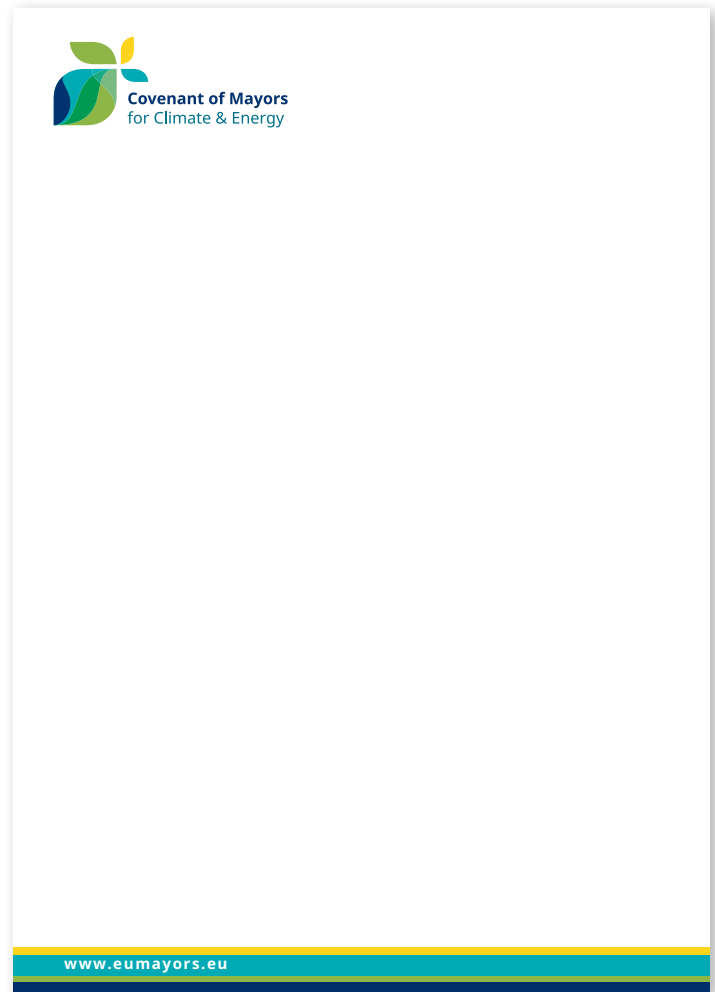
For advertising purposes, a white band should appear beneath or above the image. This area will contain the full logo and supporting information.
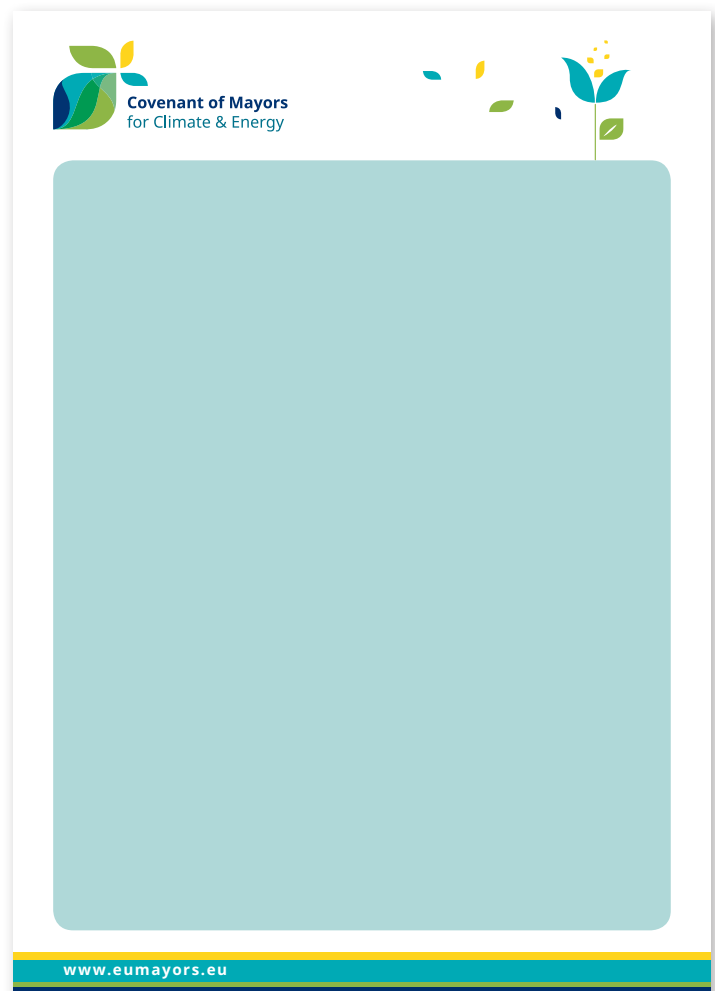
Covenant of Mayors
Stationery - Text documents

Covenant of Mayors
for Climate & Energy

www.eumayors.eu

1. Standard document template
This template should be used for reports, letters and other standard Covenant of Mayors documents.

Covenant of Mayors
for Climate & Energy

2. Creative document template
This template should be used for promotional activities and wider communication purposes.

Covenant of Mayors

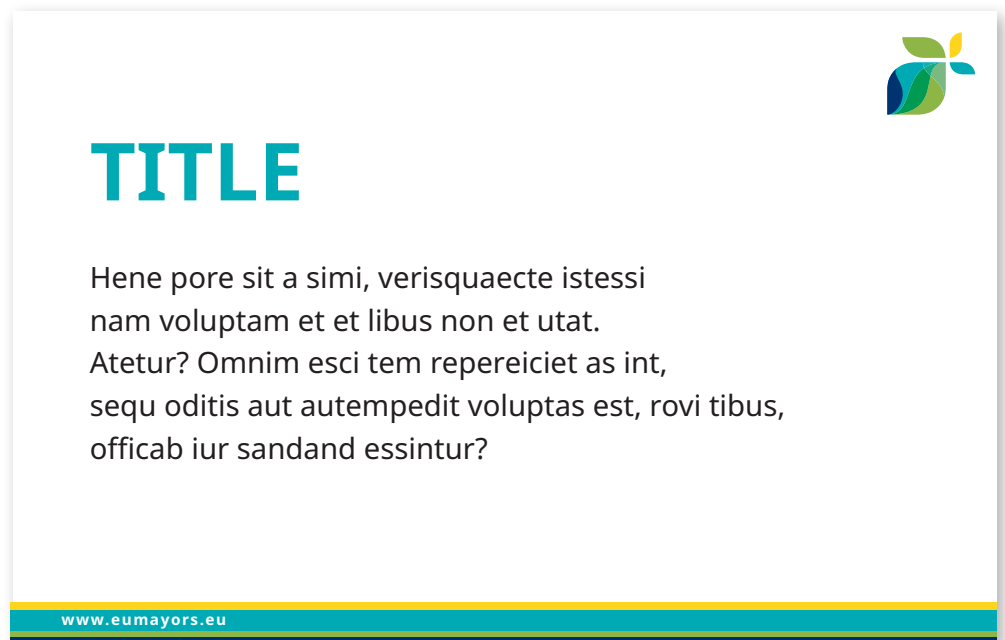www.eumayors.eu

Covenant of Mayors
Power Point Presentations - Master slides

1. Cover
Use this model for the title.
Please insert this JPEG
picture as a background in your
slide presentation software.

Covenant of Mayors
for Climate & Energy

TITLE

www.eumayors.eu

2. Interior pages
Use this model for the
presentation. Please insert
this JPEG picture as a
background in your slide
presentation software.

TITLE

Hene pore sit a simi, verisquaecte istessi
nam voluptam et et libus non et utat.
Atetur? Omnim esci tem repereiciet as int,
sequ oditis aut autempedit voluptas est, rovi tibus,
officab iur sandand essintur?

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Covenant of Mayors
Compulsory elements for all official Covenant communication supports

1. Elements to be added on all communication materials

A. Logo Covenant of Mayors

B. Website address www.eumayors.eu

C. Disclaimer

The following disclaimer for Covenant of Mayors Office materials translated by other partners must be published next to the credits:

> *"The Covenant of Mayors Office is supported by the Intelligent Energy – Europe Programme and implemented by a consortium of local and regional authorities' networks, led by Energy Cities, composed of CEMR, Climate Alliance, EUROCITIES and Fedarene."*

This should be completed with the European flag and the logo of the Intelligent Energy - Europe programme, to be found on **http://ec.europa.eu/energy/intelligent/implementation/communication_en.htm**

2. Limits of use

The Covenant of Mayors logo and its graphical elements can be used for promotional purposes by the Covenant of Mayors Office and the Covenant of Mayors Community (signatories, coordinators, supporters,...).. It cannot be used for political campaigning and commercial purposes.

3. Logo use for Covenant-related projects

The Covenant of Mayors Office would like to make sure that the corporate identity and logo are consistent across multiple platforms. In order to avoid a multiplication of similar logos and confusion between the Covenant initiative and other initiatives, we recommend Covenant-related projects to develop a proper logo that is graphically distinguishable from the Covenant logo and which does not integrate any of the official Covenant elements, such as the leaves.

4. Compulsory disclaimer for Covenant documents translated and published by third parties

"Translated as part of the project *xxx* by *xxx*.
The sole responsibility for the content of the translation of this document lies with the project coordinator. It does not necessarily reflect the opinion of the EU. The European Commission, the Covenant of Mayors Office and the networks constituting the Covenant of Mayors Office are not responsible for its translation."

For further information, please visit
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