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GREEN CAPITAL

*An initiative of the
European Commission*

www.europeangreencapital.eu

COMMUNICATIONS TOOLBOX

Support material for effective
implementation of the European
Green Capital Award

Green cities - fit for life

Communication ideas and production:
RPS & Loman Cusack Design

Congratulations! Your city has been awarded the title of European Green Capital. This toolbox aims to help you promote your city as one of the greenest cities in Europe. The toolbox provides you with ready-to-use promotional material particularly designed to assist you in marketing your city as a European Green Capital.

Contents:

Foreword

Quality of life is important for every European citizen and especially for the 70% or so who live in the European cities. Quality of life in those cities can be significantly enhanced by the choices and decisions made by city authorities. European cities are affected by a variety of societal challenges – many of them linked with the environment – which face society today. Dealing with those challenges requires vision and determination and those who are working hard to find innovative solutions so as to generate urban sustainability deserve to be recognised. The European Green Capital Award has been conceived as an initiative to promote and reward those efforts.

Since 2008, the Award recognises cities that are showing the path towards a way of city living that successfully balances the needs of the people with the need to care for their environment. With the support of the European Commission, this important initiative attracts increasingly wider attention, for the benefit not only of the winning cities, but also for the wider community.

It is with great pleasure that we offer this communication 'toolbox'. It contains a number of tips and ideas which we believe will be useful in helping to promote your year as the European Green Capital. Graphic design is a key feature of the toolbox: it ensures continuity of the EGCA 'brand' from year to year and by promoting the European Green Capital Award brand, the visibility for you as the winning city is increased.

Each successive Award winning city brings new vision, new ideas and also something unique to the European Green Capitals. By sharing those ideas and innovations with other cities – many experience the same problems but still seek suitable solutions – many more European citizens can also benefit: everyone is a winner.

Again, congratulations and I hope that the following pages will prove useful.

Nicholas Banfield
Head of Knowledge, Risks & Urban Environment Unit
Environment Directorate General
European Commission

Background

We all know that Europe's urban areas face a number of environmental challenges. Many cities are fighting a battle against poor air quality, high levels of traffic and congestion, noise pollution, urban sprawl, greenhouse gas emissions and the generation of waste and waste water. These challenges have adverse impacts on the environment in general. However, in addition to this they have significant consequences for human health, the quality of life of inhabitants and the economic performance and attractiveness of the cities.

Therefore, it is vital that urban environments are improved. This is why the European Green Capital Award has been launched. The aim of this campaign is to support and motivate European cities to improve their environment by awarding those that are making active and innovative efforts to achieve a sustainable and more healthy environment. No doubt, these cities are already rewarded through the progress they make and by the increased satisfaction of their citizens. However, the European Green Capital award formally recognises their work and will hopefully spur cities on to commit themselves to environmental initiatives.

The European Green Capital is a very special award in that it is the outcome of an initiative taken by cities with a green vision. The actual concept was devised at a meeting in Tallinn, Estonia, held on 15 May 2006, on the initiative of Tallinn's former mayor, Mr Jüri Ratas.

Once a year as of 2010 a European city will be awarded the title of European Green Capital by a panel of environmental experts. The experts award the title to a European city that has successfully introduced concrete and innovative improvements to its urban environment.

The objectives of the European Green Capital are:
- To reward cities that are able to demonstrate a well-established record of achieving high environmental standards
- To encourage cities to commit to ongoing and ambitious goals for further environmental improvement and sustainable development
- To provide role models – an ever growing group of cities that can inspire and promote best practices to all European cities.

Graphic identity

A strong and consistent graphic identity has been developed to promote the winning European Green Capital and the actual title itself. The graphic identity aims to give winning cities a dynamic and unique branding platform which at one and the same time benefits the cities and increases awareness of the title. In this way the winning cities are able to take advantage of a well-branded campaign suitable for international as well as local use. The identity is especially designed for application throughout Europe.

The graphic identity has a pleasant and friendly appeal with a touch of joy and vitality. It aims to reflect the quality of life experienced by citizens living in a city which ranks high a healthy and sustainable lifestyle. It combines city life and a clean environment.

The logo shows a row of city buildings in greens and blues. The logo is complemented by a strong decorative branding element, a frieze with different plants, to be used in all promotional material creating a strong and coherent feel.

The graphic identity and the logo are brought together in the campaign slogan: Green cities -fit for life

How to use the communication toolbox

The toolbox is divided into two main parts:

1. General Design Elements: These are the core elements such as the logo, typeface and colour.

2. Ready-to-use promotional material for the winning cities: Each item can be downloaded in JPEG or .eps format for professional printing use by winning cities. To assist winning cities with this, the toolbox also contains a selection of examples on how to use the various materials.

General design elements

This chapter gives you a thorough description of the core elements of the graphic identity, and guidelines on how to use them. In order to benefit as much as possible from the branding platform, please follow these guidelines carefully.

- Logo (main + winner)
- Typeface
- Colours

Logo

The logo consists of a symbol and a logotype. These objects should always be used together as one unit and may not be used separately.

The colours have a light and optimistic feel. They represent clean air, a green approach to the environment and encourage a positive attitude to living in a city. The leaf embracing the city symbolises that the candidate cities care for their citizens by striving to improve the environment in which they live. The stars refer to the European Union.

Option 1 - European Green Capital Logo (Normal Size)

Option 2 Small <25mm, must include the EU flag separately

The logo may not be stretched or distorted in any way.

Logo - construction

The illustration below outlines the construction of the logo.

The base of the leaf the 'G' and "E" are left aligned

The lower spike of the star, the 'N' and the 'L' align

Logo - versions

The logo can be used in both positive and negative versions. There is also a mono version of the logo.

Logo positive

Logo negative

Logo mono

Logo -winning city

When a City is awarded the European Green Capital title, the winning logo consists of the main logo , see **page 7**, combined with the name and the year of the winning city.

Here is an example of the 2016 logo:

Example of winning city logo

Winning city -logo construction

Refer to the illustration below on how to construct a logo for the winning city. Please refer to page 8 on how to make CMYK (for 4-colour printing), negative and other logo versions.

The name of the winning city is written in turquoise, in Scene Std Bold 23pt., 150pt. tracking - longer names may require less tracking (sizes based on downloadable file on the right)

To create a winning logo, you need the type-faces Scene std Bold which can be purchased at www.fonts.com, and Foxjump which can be downloaded free of charge at: www.fontspace.com/foxy-fonts/foxjump

The year of the award is written in green and set in the typeface Foxjump at 23pt. (sizes based on downloadable file on the right). It is set at a 4 degree angle.

Logo - exclusion zone

To ensure optimal conditions for the exposure of the logo, there must be an exclusion zone around the logo in which no other logos, text etc. may be placed. It also indicates the minimum distance the logo may be placed from the edge of a paper/screen/other media.

The URL is exempt from this rule.

1.5 times x-height

x-height

1.5 times x-height

Logo - scaling

The logo can be scaled up to any size. The minimum size is 25mm wide. If a smaller size is absolutely necessary, you can use the logo without the EU Flag and accompanying text, provided you include the flag separately.

25mm

< 25mm

Typography - Scene

The logotype is based on the font Scene Standard. This font is used throughout the visual identity as the main typeface.

THIS IS SCENE STD REGULAR USING UPPER-CASE LETTERS

This is Scene Std Regular using lower-case letters

A variety of upper and lower-case letters is used throughout the visual identity alongside the use of different weights of Scene Standard. It underlines the hierarchy of the messages communicated in the promotional material.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz
1234567890%&?!:;

Scene Standard Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz
1234567890%&?!:;

Scene Standard Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz
1234567890%&?!:;

Scene Standard Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz
1234567890%&?!:;

Scene Standard Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz
1234567890%&?!:;

Scene Standard Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz
1234567890%&?!:;

Scene Standard Black

Typography - Verdana

The font Verdana is used for web purposes, letterheads and other material which require a cross platform font available to virtually everyone.

The availability of Verdana is 95.7% on Windows

and 92.8% on Macintosh OS

(wikipedia.org, March 2008)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz
1234567890%&?!:;

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz
1234567890%&?!:;

Verdana Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz
1234567890%&?!:;

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz
1234567890%&?!:;

Verdana Bold Italic

Colours

The colours chosen for the European Green Capital identity are clean, light and serene. The green symbolises the environment and the turquoise connotes an uplifting and clean feeling.

The colours can be used as a tint. They may also be used as a gradient, blended from full colour to white.

Pantone: 354 C
CMYK: 75,0,100,0
RGB: 64,165,43
Hexadecimal: #339900

80%

50%

20%

Pantone: 3272 C
CMYK: 80,10,45,0
RGB: 0,159,149
Hexadecimal: #009999

80%

50%

20%

Branding device

The branding device is a decorative element which is used across the promotional material creating a strong and coherent feel. It is used either as a whole or in part on a coloured or white background.

Branding device

Branding device, section on coloured background

Branding device, section on white background

Campaign slogan

The branding platform becomes doubly powerful by combining the logo with a text. This is why a slogan has been developed for the European Green Capital award.

Green cities - fit for life

Promotional material for the winning cities

This section contains the promotional material developed for the winning cities, and provides examples and guidelines on how to use them.

The 2016 winner Ljubljana is pictured in the examples.

In order to benefit as much as possible from the branding platform, these guidelines must be followed carefully.

- Branding on existing stationery
- Postcard
- Poster
- Banners
- Flyer
- T-shirt
- Flag

Branding on existing stationery

The winning city may wish to promote their status as winner of the European Green Capital award using their existing stationery. There are two proposals for positioning the branding as illustrated on this and the next page.

Ref no.
Date

Company name
Address-line one
Address-line two
Postcode
Country
Att: Name Surname   Page 1 of 6

City logo and
address area

Header, Verdana 10 pt. bold

Verdana 10 pt on 14 pt. Rilla atum iniscid uismolor susciliquat. Feuis alit iusto ex exerili sciduis non hendre moloreet iure del dolesto delit, vel del dolore faccum am in ulluptat adipis eliquat. Ommolut ationul putpat dolutet ad et alis alit, sumsan eu feum dolorer ostrud do od dolendreet nullam alisisc iliquam dolummod etue tetum ip euissendre tem il eugiamet, corem vullan exer si tis num et atio dolut am adipit nullandre dolor sis eugue vero odolortissi.

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Na faccumsan eum alit, quat, sum vel ip ea feugait accumsan utpat lortis exerit nos alit nos eummy num doloborperci ex et prat. Ut lore commodo lortie dolortisl eu facidui tatie min vulla feugait, velenisci bla feugiat, vullaor inim ametuercilla coreet incil ex erosto conullam, consequis alisl dolorem vullute duiscil dit accum ipismol oboreet aliquisl eum dolore feuipisl utat.

Kind regards,

Name Surname
Title

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Letters come in virtually any type of layout, and it is therefore nearly impossible to make a template for use of the European Green Capital branding on existing stationery. However, on this and the next page, we propose how the branding may be used on two common types of letter layouts. In other instances, you may wish to download the file: EGC_branding_for_letters.eps, on this page. Replace the logo in the file with the relevant winning logo and position it where suitable.

If the existing stationery has a similar layout to the above illustration, the branding elements should be placed in the lower right-hand-side corner. You can find the file containing the branding elements above: EGC_branding_for_letters.eps. Replace the logo in the file with the relevant winning logo.

Company name
Address-line one
Address-line two
Postcode
Country
Att: Name Surname

10. Januar 2013

Page 1 of 6

Header, Verdana 10 pt. bold

Verdana 10 pt on 14 pt. Rilla atum iniscid uismolor susciliquat. Feuis alit iusto ex exerili sciduis non hendre moloreet iure del dolesto delit, vel del dolore faccum am in ulluptat adipis eliquat. Ommolut ationul putpat dolutet ad et alis alit, sumsan eu feum dolorer ostrud do od dolendreet nullam alisisc iliquam dolummod etue tetum ip euissendre tem il eugiamet, corem vullan exer si tis num et atio dolut am adipit nullandre dolor sis eugue vero odolortissi.

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Kind regards,

Name Surname
Title

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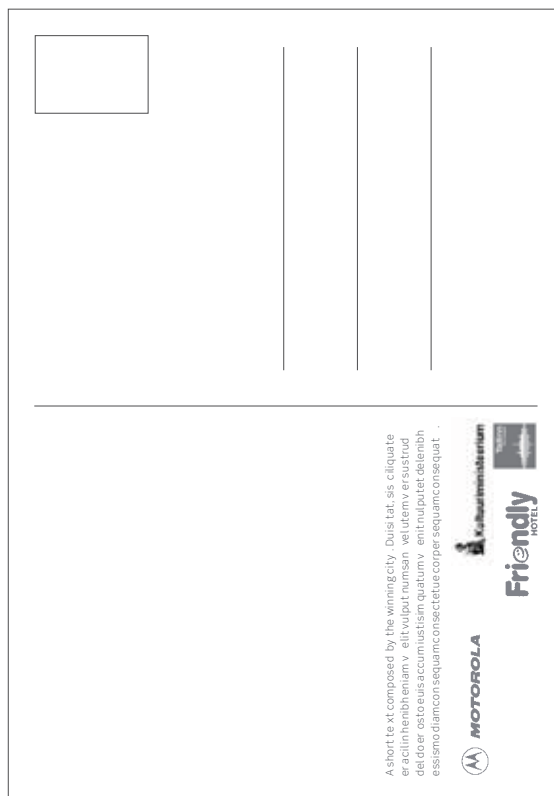
www.europeangreencapital.eu

City address area

If the existing stationery has a similar layout to the above illustration, the branding elements should be placed in the lower right-hand-side corner, above the address area. You can find the file containing the branding elements on the previous page: EGC_branding_for_letters.eps. Re-place the logo in the file with the relevant winning logo.

Winning city postcard

Below is an illustration of what the file contains as well as an example
of how a winning city may use the template.

Winning logo here

www.europeangreencapital.eu

Photograph field

Text field

Logo field
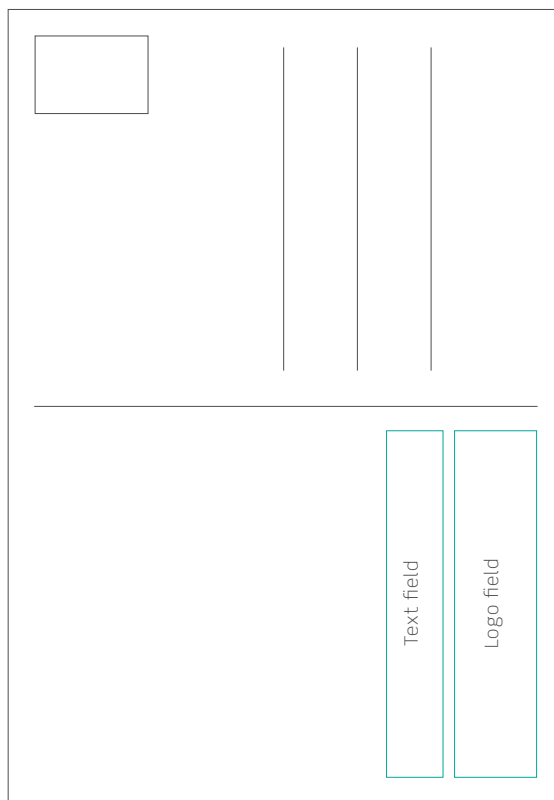
Postcard, front and back. Shown at 73%. Actual size: 105x150mm

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Example of how the template may be used

Winning city poster

Below is an illustration of what the file contains. On the next page is an example of how a winning city may use the template.
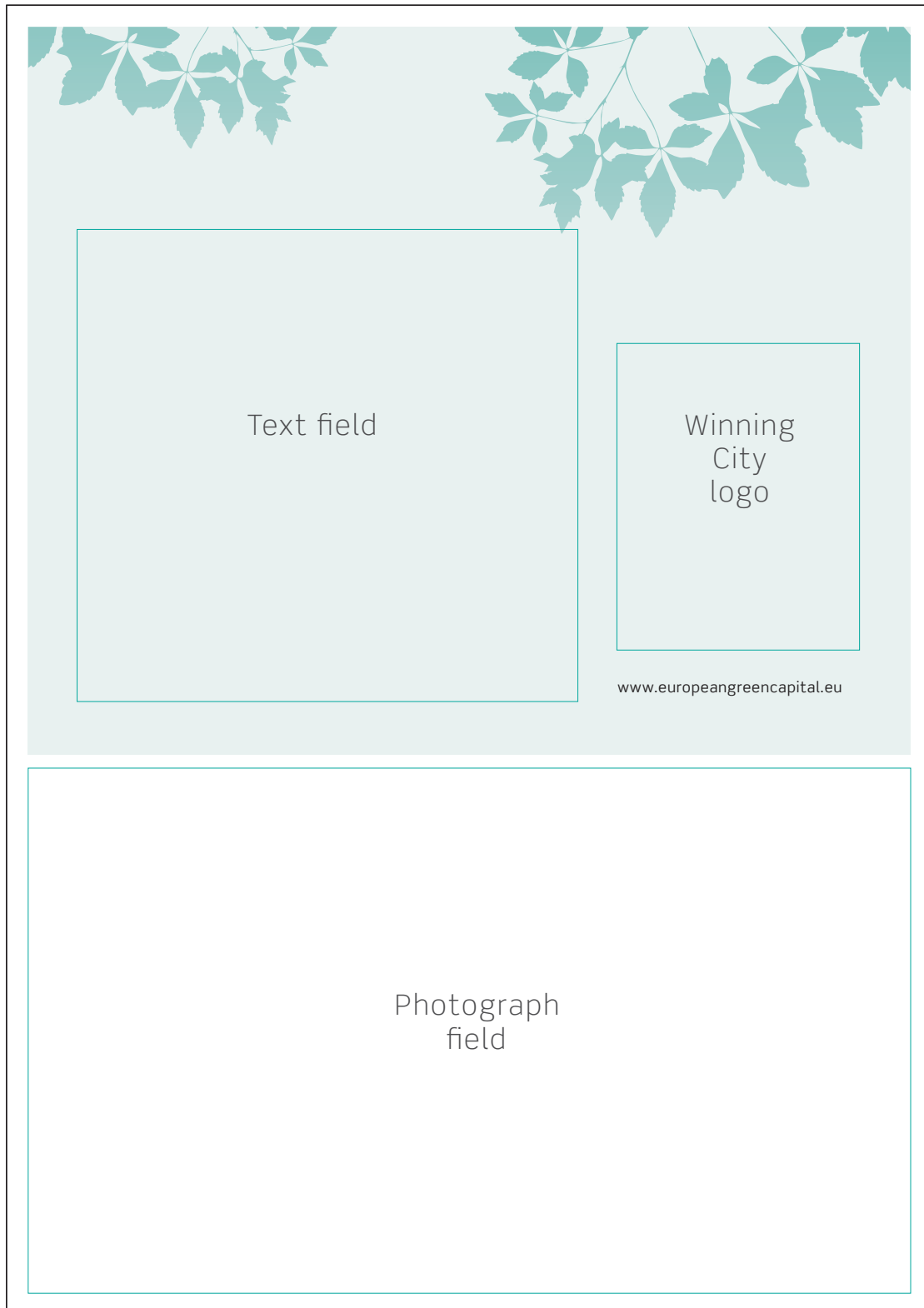
Text field

Winning
City
logo

www.europeangreencapital.eu

Photograph
field

Poster shown at 35%. Actual size is A2. The poster can be scaled up and down to any standard A-size

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Hendre eugue del doluptat, ver ipsum moluptat. Etum delit, consequat.

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Example of how the poster template may be used

Winning city banners

This page and the next show what the files contain as well as examples of how a winning city may use the templates.
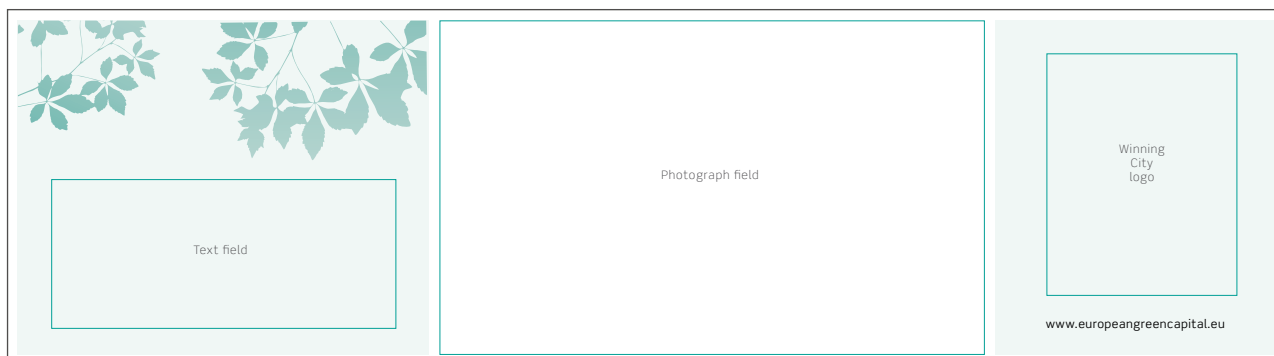
Banner template shown at 4,7%. Actual size 100x360cm

Example of how the template may be used

Winning
City
logo

www.europeangreencapital.eu

Text field

Photograph field
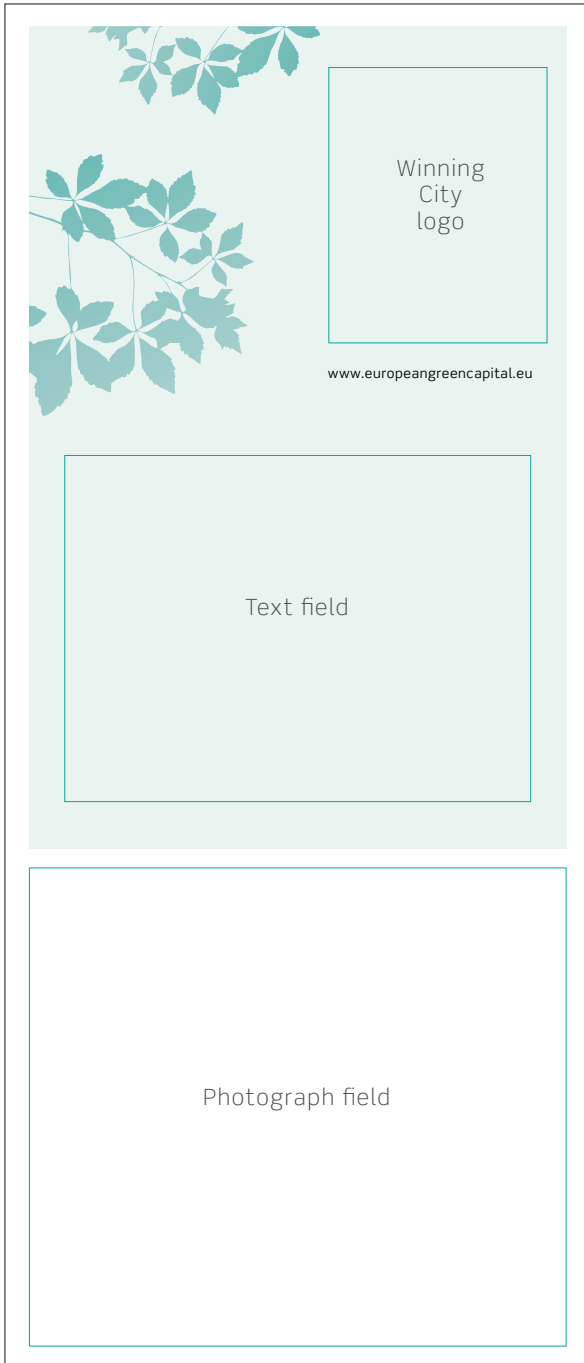
Banner template shown at 9%. Actual size 85x200cm

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European Green Capital 2016

- Lower emissions
- Recycle and reuse
- Cleaner air
- Green Industry

Web address here

Example of how the template may be used

Winning city flyer

Below is an illustration of the contents of the the file. The next page shows an example of how a winning city may use the template.

Insert winning city logo here

photograph field

Flyer, front. Shown at 50%. Actual size: A5

photograph field

header

body copy

photograph field
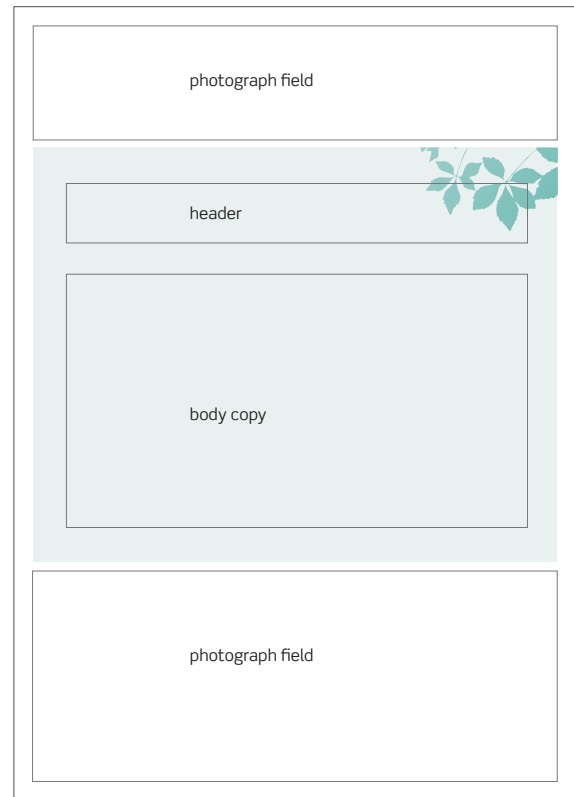
Flyer, back. Option one, with two areas for photographs

photograph field

header

body copy

Flyer, back. Option two, with one area for a photograph

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Ex exero commolobor ip et vulla feugiam conullam, si blan exer ad molobor alissenim dolent aliquam er in hent pratem zzrit iliquis nos ad et at at irillum zzril dolorem vendrem zzrit incilla core con ero.

Digniscidunt loreetue
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Winning city T-shirt

Making a T-shirt for the winning city, you will need the winning city logo
(as described on page 9) and the slogan as described on page 14.
The elements should be placed on the T-shirt as illustrated below.

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Green cities - fit for life

Front of T-shirt

Green cities - fit for life

Sleeve

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Reverse of T-shirt

Winning city flag

The flag for the winning city simply consists of the winning city logo (as described on page 9) on a white background. Refer to illustration below for positioning.

The winning logo should be positioned in the centre of the flag, both vertically and horizontally.