COMMUNICATION REQUIREMENTS
A visual identity guide for networks

This document explains **core principles** of **URBACT's visual identity** and how to use them.

When applying URBACT's visual identity, you benefit from the programme's wider communication and visibility and your outputs are associated with a bigger family of projects and knowledge tools. Applying URBACT's graphic identity and following publicity requirements will also keep your costs from being ineligible.

To respect the present guidelines is to acknowledge URBACT's 'brand' value. It helps people to identify the programme, but also acts as a guarantee of seriousness and quality. The programme's identity is recognisable because it is appealing, distinctive and consistently applied.

THE URBACT LOGO

THE ERDF LOGO

GRAPHIC IDENTITY

APPLICATION

GOOD EXAMPLES

THE URBACT LOGO

OFFICIAL LOGO

The logo is the most important identity element, it must be presented in a consistent way.

URBACT's logo is an original artwork composed of the name of the programme and a star. The characters have been specially created, never try to recreate them using a font. The baseline is composed in Core sans C bold, in the logo's dark blue colour.

Should you need to print or use the logo in small proportions and people might be unable to read the baseline, you can use the version without it (see page 4). Whenever possible the logo must be kept in its original colours, but some exceptions can be made (see page 5). The logo should never be manually recreated.

URBACT official logo

ALTERNATIVE VERSIONS

You should try to use the logo official version with the baseline whenever possible, still...

Different layouts might require you to reconsider how the URBACT logo can be more visible and understandable. So aternatively to the official version, you are welcome to use one of the following options:

Logo version without the baseline

Logo version with baseline in length

This version is exclusively used by the URBACT Secretariat for social media profile pictures

ALTERNATIVE COLOURS

The logo should stand out clearly on the background.

To do so you must take in consideration the background colour, but also the nature of the material you are producing. Is it a digital or is it a printed document? Please keep in mind that you are welcome to use the logo colourless versions if you are printing a black and white document.

Gray palette logo version

One single colour logo version

Different background colours simulations

SIZE SPECIFICATIONS

The URBACT logo must be clearly visible, so proportions and size specifications are essential.

So that the URBACT logo can stand out clearly, a margin must be respected. This amount of clear space is designed to protect the URBACT logo from any typography or other graphic element appearing too close to it. The considered margin should take at least half of the logo's star, as shown below.

Other than that, a minimum size to use the logo has been established. As it is indicated in the image to the right, should you need to use it in very small proportions you are welcome to use the version without the baseline, nonetheless its width must not be less than 25 centimeters.

25 mm

★URBACT

★URBACT

★URBACT

This aspect will be easier to be respected when using image editing softwares. Still, if you are using more ordinary softwares, you should use as a reference the width of the word URBACT written with the Arial font, size 18:

25 mm

URBACT
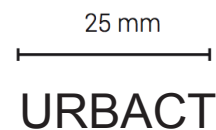
Always use the desired proportions of the logo to estimate the empty margins, the half stars next to the bleed lines are merely illustrative

WHAT YOU MUST NOT DO

This list is endless and here are some main examples:

⬠ Never deform the logo and beware of automatic deformations, always press 'shift' to scale the logo proportionally.

⬠ Never use only a part of the elements of the logo.

⬠ Never reduce a specific element of the logo.

⬠ Never change the colour of the official and the alternative logo versions.

⬠ Never use gradient or other effects on the logo.

⬠ Never place a another element next to the logo without considering the margins distance.

⬠ Never use the URBACT logo without the ERDF logo (see the next section).

THE ERDF LOGO

ERDF OFFICIAL LOGO

Using the URBACT logo next to the European Regional Development Fund (ERDF) logo is a requirement for funding eligibility.

Each network develops its own communication strategy for ensuring that its own objectives are met. At the same time, networks are financed by the URBACT programme and the ERDF and, thus, are a part of a bigger picture when it comes to communicating the effectiveness of transnational learning for integrated urban development.

When displayed next to the URBACT and the network logos, the ERDF logo must have at least the same size - measured in height or width - as the biggest of the other logos. In short, it must either be bigger than the others or have the same proportions. This shall ensure great visibility for it and, in addition, it shall always be placed in a prominent position.

All eletronic or printed materials must respect the publicity requirements. Thus, on the first pages of any communication document - produced at network or partner level - must have both the URBACT and the ERDF logos. If your outputs include a website, when landing on the home page, those logos should be visible without requiring a user to scroll down the page.

EUROPEAN UNION
European Regional Development Fund

ERDF official logo

ALTERNATIVE VERSIONS

You should try to use the logo official version with the baseline whenever possible, still...

The monochrome version may be used in justified cases. Nonetheless, in websites the ERDF logo must always be displayed with its official colours. Should you need to use a black background, please use the alternative logo version.

The position and size of the logo shall be appropriate to the scale of the material or document you are producing. For small promotional objects - and only for this purpose - the logo may be used without its baseline, with just the flag.

Also in justified cases, you are welcome to use the version with the baseline in length. As it is displayed in the example below in the URBACT website header.
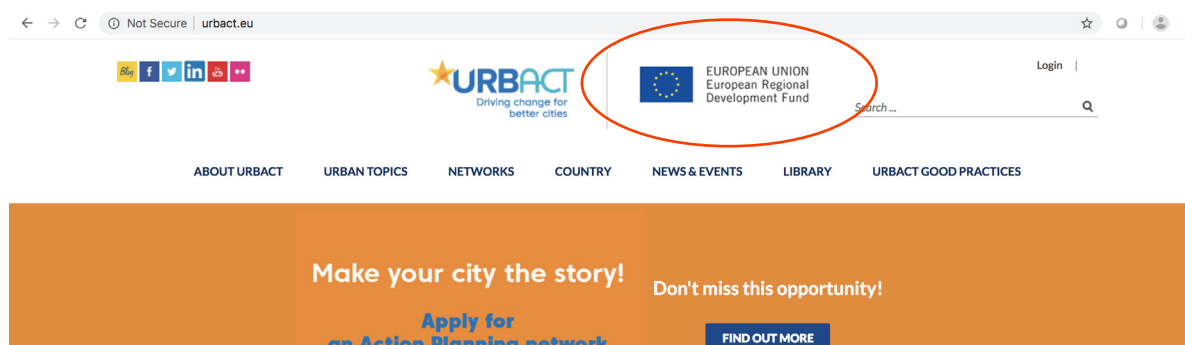

ERDF logo with black background

ERDF logo with baseline in legth
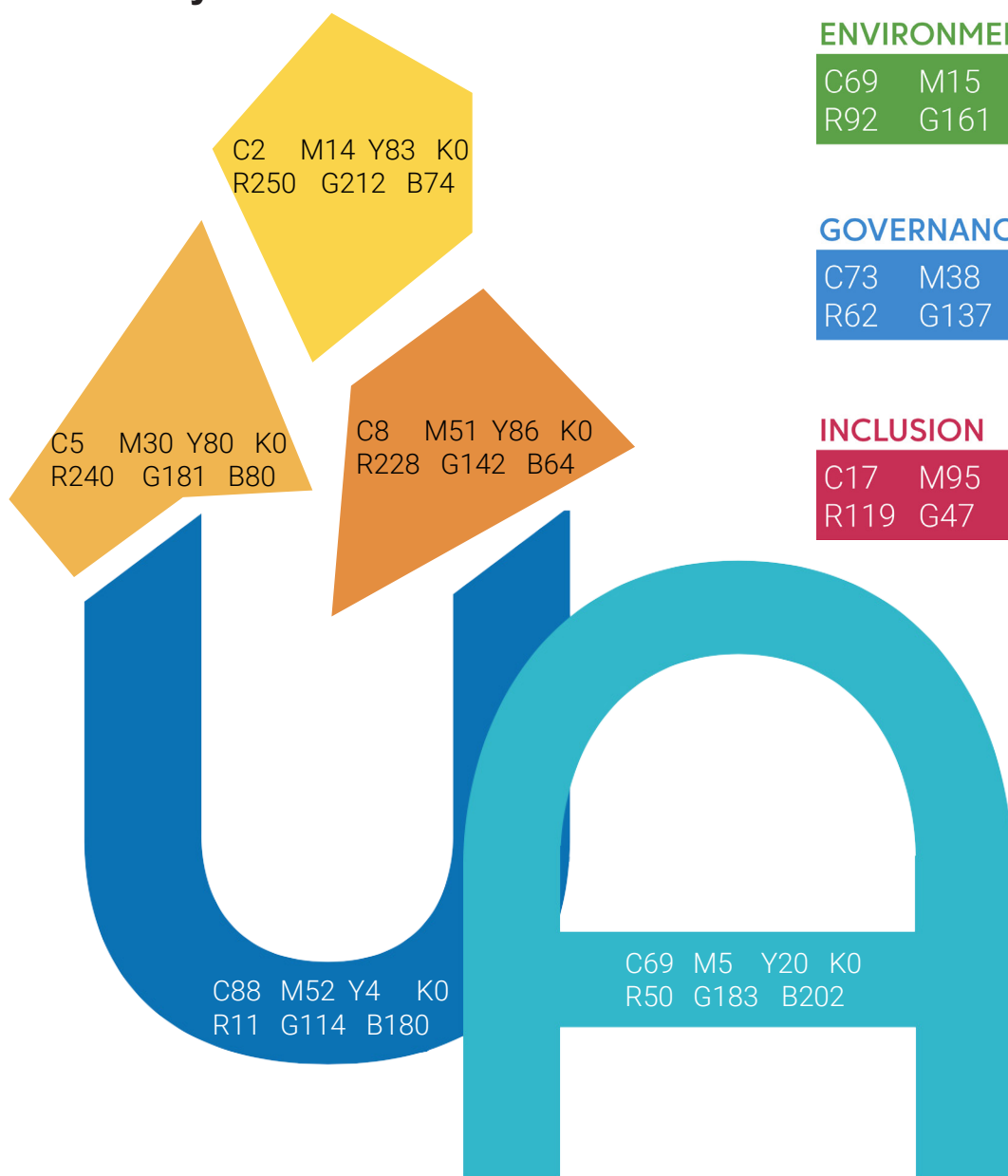

ERDF logo with baseline in legth and black background

URBACT website header.

GRAPHIC IDENTITY

COLOUR PALETTE

The logo has five core colours, but other secondary colours are used, in particular when referring to the URBACT topics of work. But, of course, you are welcome to develop your own palette, alongside your graphic identity.

URBAN DEVELOPMENT

C95	M92	Y35	K28
R42	G44	B91	

ECONOMY

C10	M52	Y87	K0
R224	G140	B63	

ENVIRONMENT

C69	M15	Y97	K2
R92	G161	B72	

GOVERNANCE

C73	M38	Y0	K0
R62	G137	B207	

INCLUSION

C17	M95	Y57	K3
R119	G47	B85	

C2   M14 Y83 K0
R250 G212 B74

C5   M30 Y80 K0
R240   G181 B80

C8   M51 Y86 K0
R228 G142 B64

C88 M52 Y4   K0
R11 G114 B180

C69 M5   Y20 K0
R50 G183 B202

OFFICIAL FONTS

URBACT uses specific fonts for printed materials or graphic productions, such as logos and pictograms.

Naturally, you are welcome to the URBACT standard fonts as well. Still, please bear in mind that not all of them are freely available on standard softwares font libraries', coming from open sources. Some fonts need to be online purchased.

Core sans C
Core sans C
Core sans C

Available at: www.myfonts.com/s-core/core-sans-c/

Roboto
Roboto
Roboto

Available at: fonts.google.com/specimen/Roboto

Century Gothic
Century Gothic
Century Gothic

Open source font

Arial
Arial
Arial

Open source font

APPLICATION

PUTTING IT INTO PRACTICE

The following principles must always be respected:

⬠ If you are not part of the URBACT Secretariat, the Managing Authority, the National URBACT Points or an URBACT network, the use of the logo should be approved by one of the above institutions.

⬠ The URBACT and the ERDF logos must be used whenever an event or an activity that has been financed by the URBACT programme takes place.

⬠ The logos should appear on all the documents related to the event or to any other kind of publication or output that has been financed by the programme.

⬠ Specifically in publications, the logos must always be used on the cover page.

⬠ Other communication materials - such as posters, agendas of events and any other form of material - should have both logos and meet the publicity requirements.

⬠ The publicity requirements for URBACT beneficiaries (including the the Managing Authoriry as a beneficiary) must respect the EU Regulation 1303/2013 Annex XII[1] and the Commission Implementing Regulation (EU) n° 821 2014 chapter III on use of the European flag and specifics of poster[2].

⬠ Please note that if the visibility and publicity requirements are not observed or only partly observed, *the related costs incurred may be considered ineligible for ERDF funding*.

EUROPEAN UNION
European Regional Development Fund

YOUR LOGO HERE

[1] *http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32013R1303*
[2] *http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.L_.2014.223.01.0007.01.ENG*

PUBLICITY REQUIREMENTS CHECKLIST

The listed materials must be produced by all networks, taking into account the visual requirements:

☑ INSTITUTIONAL WEBSITE

All partners must publish information about the network in their official website, alongside the logo set and the link to network's URBACT webpage (for more information, check page 19).

☑ A3 POSTER

All partners must place within their institutions, at a location readily visible to the public, at least one poster with information of the project and the logo set (minimun size A3) through the whole duration of the project (see page 20 for an example).

☑ PRODUCED MATERIALS

All electronic or printed material (such as publications, booklets, leaflets, newsletters, studies, good practice guides, videos, or presentations) must follow the publicity guidelines and make a clear reference to the ERDF funding (to see some examples, check pages 21-23).

☑ EVENTS

Every material all content which is created for the event must respect the visual and publicity requirements, thus, they must have the logo set. This includes promotional items, but also the official agenda and invitation (for further information, please check the '*URBACT Events Guide*').

GOOD EXAMPLES

INSTITUTIONAL WEBSITE

All network partners have to follow the requirements laid down in the Regulation (EU) No 1303/2013 (Annex XII Article 2.2 paragraph 2.a)[1] and publish information about the network on their institutional website (where such a website exists). Project partners should provide a short description of the project, its aims and results, partnership details, and highlight the financial support from the European Union (URBACT/ERDF). The information about the network has to include the programme logo set in a visible place, meeting the general visibility and publicity requirements of the programme. A link to the project website[2] should be added for more information about the project activities.

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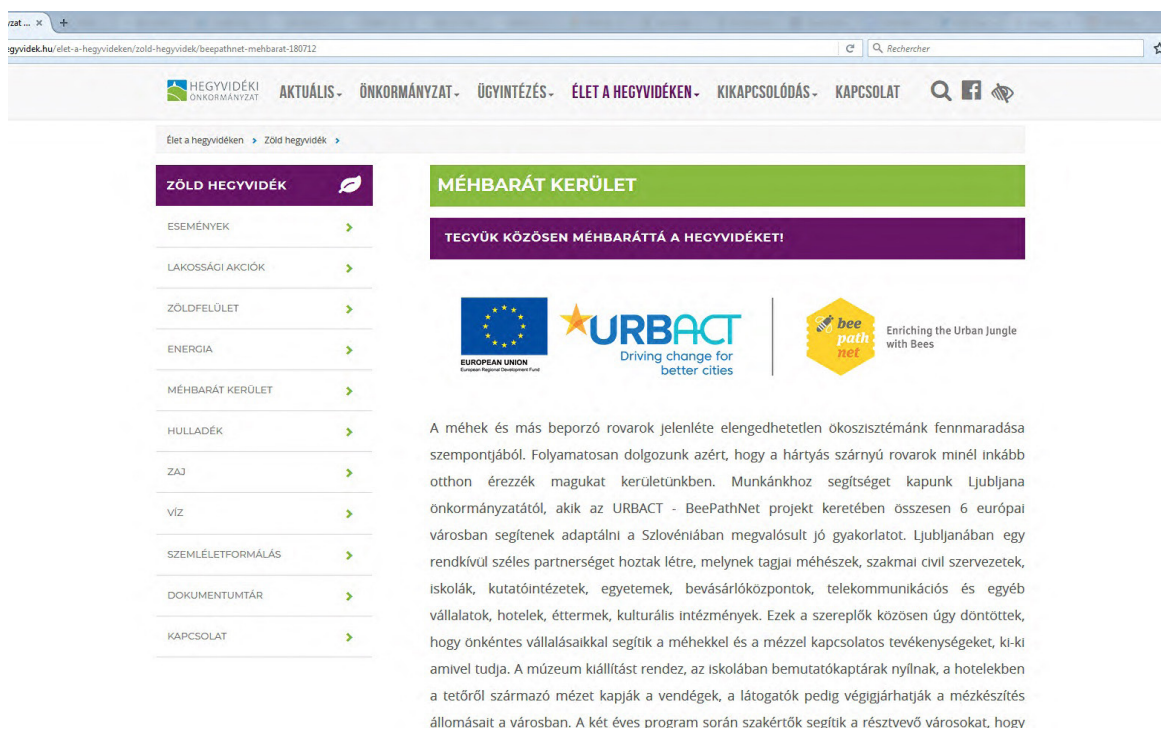
[1] *http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32013R1303*
[2] *The netwrok's page on the URBACT website, as in: urbact.eu/networkname*

A3 POSTER

Within six months of the approval of the project, each project partner has to place at least one poster with information about the project (minimum size A3), including the financial support from the ERDF, at a location readily visible to the public, such as the entrance area of a building (Regulation (EU) No 1303/2013, Annex XII Article 2.2 paragraph 2.b)[1]. The poster needs to stay visible for the whole duration of the project. The printing costs of the poster, and any eventual modifications, should be budgeted in the project application.

It is not acceptable to substitute the poster with a roll-up banner or digital screen.

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[1] *http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32013R1303*
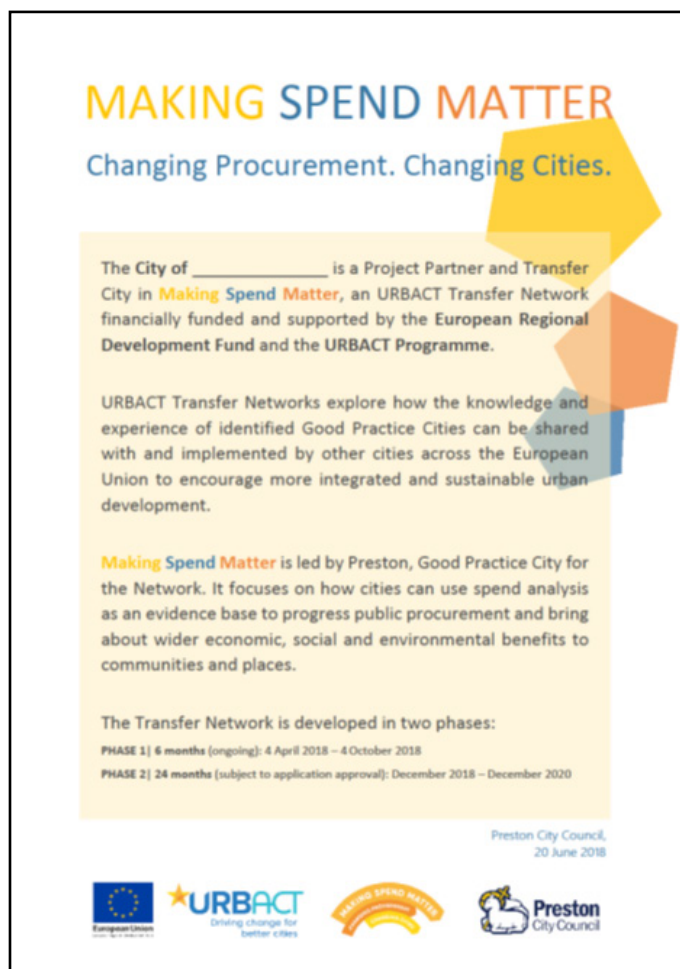
PUBLICATION COVER

Publication covers must always have the logo set. Please bear in mind that if you wish to add the URBACT logo in the footer or the header of the publication text, the ERDF logo must be added as well.
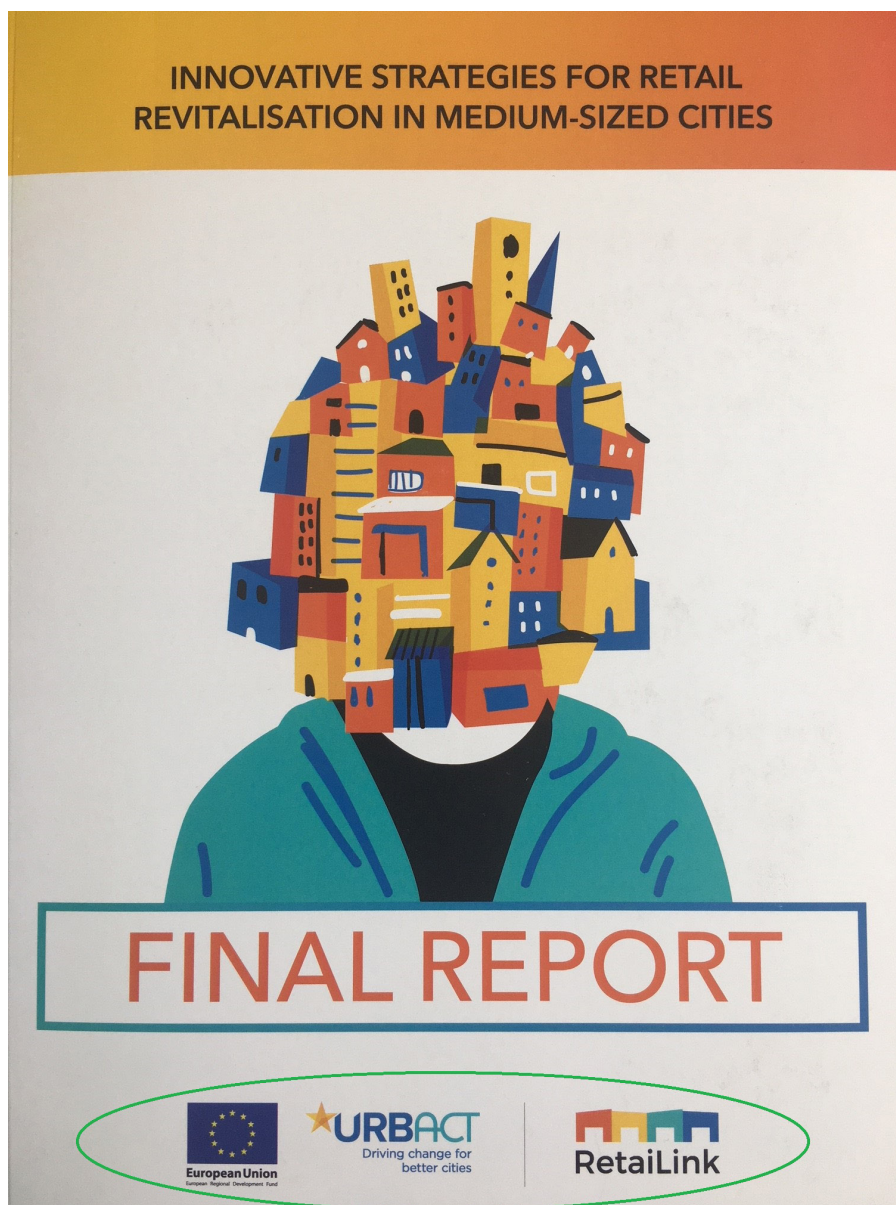
MONTHLY NEWSLETTER

If a network monthly newsletters is a product foreseen in your communication plan, you must add the logo set in the top of it, alongside the first image. You are also welcome to send the network news in an existing newsletter of your institution - in this case, the logo set must be added everytime next to the news, alternatively, it must be integrated in the picture that will illustrate the news.

YOUTUBE VIDEO

If your communication plan foresees the production of videos, bear in mind that at least one frame from the video - either in the begining or in the ending - must display the logo set. In addition, when it comes to videos, do not forget to reference it well with proper hashtags that are relevant to your network.

Still have any questions left?
Send an e-mail to
communication@urbact.eu