



EUROCITIES

Graphic Guidelines

our logo

1





THE NETWORK
OF MAJOR
EUROPEAN
CITIES



THE NETWORK
OF MAJOR
EUROPEAN
CITIES

the logo
















EUROCITIES

In most cases the logo should be used with the tagline "The network of major European cities" except where the space available would not be sufficient for the tagline to be readable (under 15mm).





colours

EUROCITIES

OFFSET	PMS	C	M	Y	K	R	G	B	
cooperation		246	30	91	00	00	174	24	136
economy		152	51	100	00	00	255	125	0
social affairs		032	00	91	87	00	253	24	19
culture		212	00	72	06	00	245	74	153
...									
reserve		130	00	27	100	00	255	186	0
		325	60	00	27	00	102	194	170
		177	00	47	43	00	251	136	111
		109	00	08	94	00	255	235	18
		299	87	18	00	00	37	141	191
mobility		297	51	00	00	00	125	206	226
		2727	91	51	00	00	32	83	163
environment		329	100	00	47	47	0	79	69
knowledge society		3145	100	00	18	18	0	128	141
text		black	00	00	00	100	0	0	0
corporate		based on 622	20	00	20	00	195	227	201

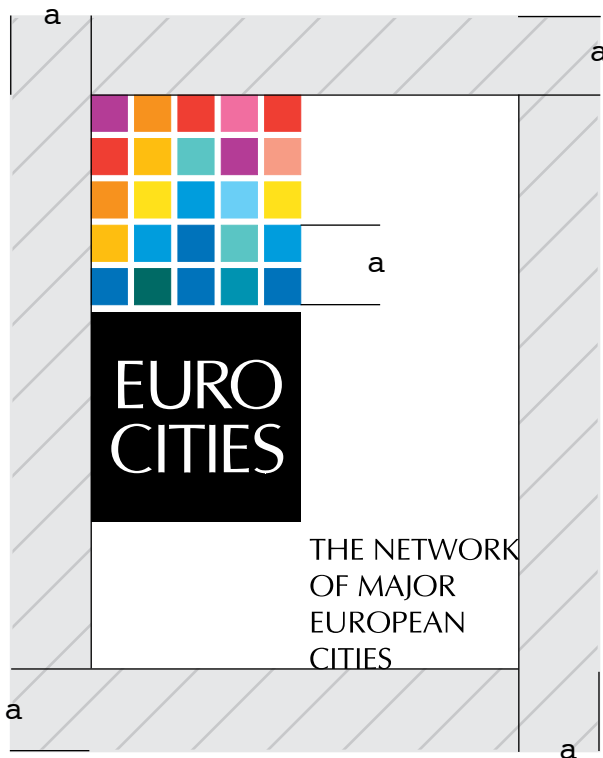
digital: EUROCITIES web, projections and printing

corporate	C	M	Y	K	R	G	B
 	25,13	2,11	31,25	00	182	213	172

The approach

The grey area around the logo in this example shows the “untouchable” zone.

No graphic element, text or illustration is permitted in this zone.



EURO CITIES

The font used is Optima bold,
but it has been completely
redrawn.
This means that it is essential
to use the original file

THE NETWORK
OF MAJOR
EUROPEAN
CITIES

The font used
for the tagline is Optima
with particular spacing.

graphic guidelines

EUROCITIES

The logos (with and without tagline) are available in different file formats.
The colour system CMYK (eps, jpg, tif and pdf) is suitable for 4-colour offset printing.
The colour of the corporate watergreen for digital applications, web, screen, public projections and printing, has been redesigned for a sharper visibility.
The resolution of these files is 300 dpi, again for offset printing.
A gif version in 72 dpi in RGB is available for all web and screen applications.

The logo is an original drawing.