Covenant of Mayors
Committed to local sustainable energy

' Graphical Guidelines '

INDEX

Covenant of Mayors
Logo

Covenant
of **Mayors**
Committed to local
sustainable energy

The words of the covenant record
the intentions of those involved.

Covenant of Mayors

A binding commitment.

To reduce greenhouse emissions and
promote sustainable growth.

Building a stronger Europe.
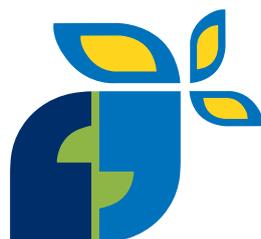
Covenant of Mayors
Colour Palette

Consistent with the Sustainable Energy Europe identity, the colours used for the Covenant of Mayors represent the environment (green and mid blue) 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.
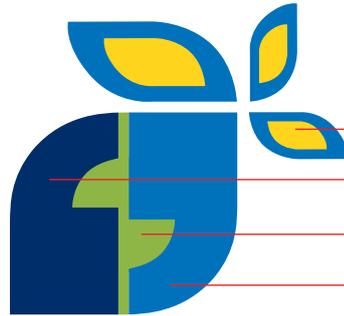
Solar yellow

Deep blue

Meadow green

Mid blue

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

Hex: 002F6A
Web-safe: 003366

Mid blue	C	100	R	0
	M	75	G	106
	Y	0	B	179
	K	0		

Hex: 0071BB
Web-safe: 0066cc

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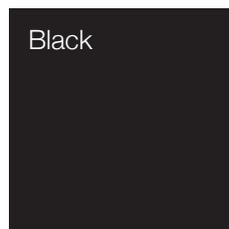
Meadow green	C	50	R	151
	M	10	G	180
	Y	95	B	42
	K	0		

Hex: 8EB747
Web-safe: 99CC33

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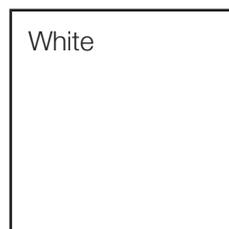
| Solar yellow	C	0	R	255
	M	15	G	213
	Y	94	B	0
	K	0		

Hex: FFD420
Web-safe: FFD420

Covenant of Mayors
Logo use and safe area

A safe area should be allowed around the logo whether used for print or electronic purposes.
The safe area is drawn from within the logo design.

For single colour printing/faxing purposes, an alternative logo is available.

White
75% Black
100% Black
50% Black
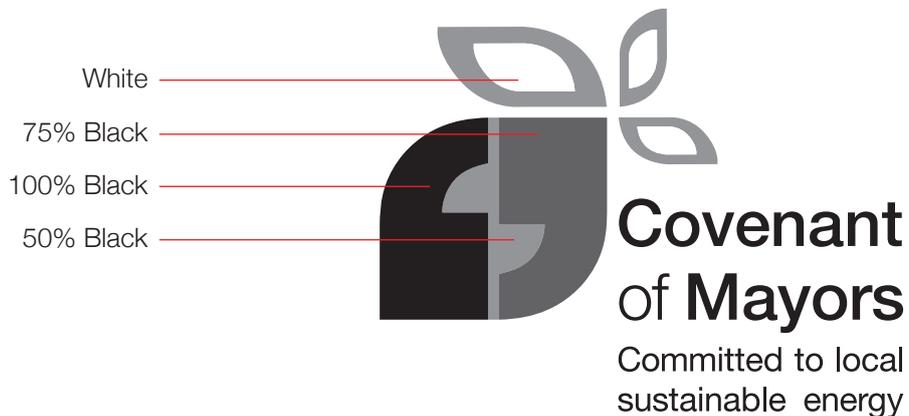
Logo language versions

The Covenant of Mayors logo is available in several languages,
all accessible in the Media / Communication Materials section of the website.
The safe area should be respected regardless of the version used.

Covenant of Mayors
Minimum logo size

In order for the tagline to be legible, the logo should be no smaller than indicated (with the width of the block area of the logo at 14mm).
The tagline should not be resized disproportionately to the logo.

For screen use, the minimum logo size is 120 pixels.

14mm

At smaller sizes, the logo may be used without the tagline. However, this is unlikely to print well when the block area of the logo is less than 8mm in width

8mm

Where repetition of the logo is required (backdrops for conferences/photo opportunities) the spacing should be governed by the logo width, whether the tagline is included or not and regardless of which language version is employed.
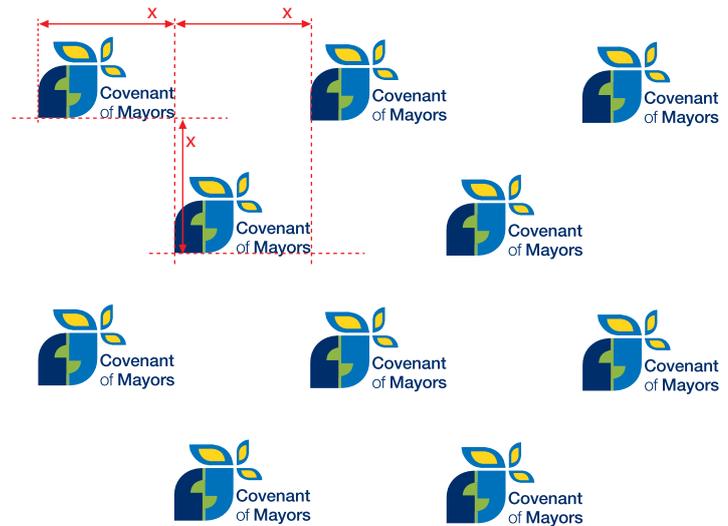
Covenant of Mayors
Logo placed on a coloured background

If the logo must be placed on a coloured background (any colour but white), then the version with white shape should be used. Four versions are available. 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). In case of a lack of space to feature the Covenant website address in your communication materials, please use the second version that includes the web address. Otherwise, always use the version with the tag line.

1. White shape with lower rounded corner: to be placed up on the document.

2. White shape with lower rounded corner: **and web address** to be placed up on the document.

3. White shape with upper rounded corner: to be placed down on the document.

3. White shape with upper rounded corner, and web address: to be placed down on the document.

20 cm wide: maximal size in PNG to avoid loosing quality
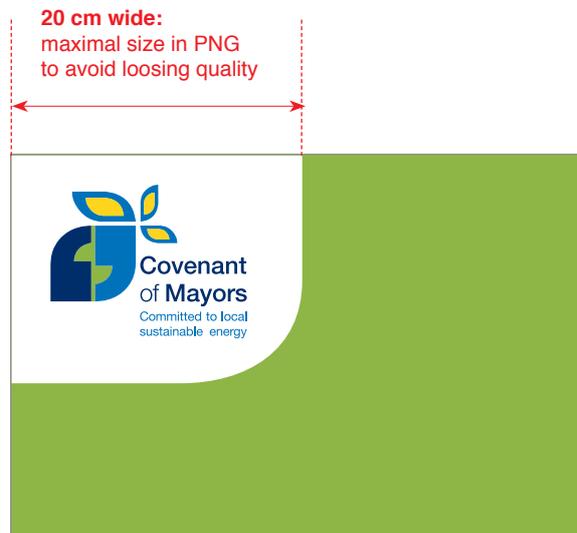
Covenant of Mayors
Graphic toolbox

The inverted comma device provides a method of carrying a message through print or screen media.
Quotes should be realistic or aspirational, depending upon the context.

The leading and type size should be adjusted so that the font aligns with the top horizontal of the inverted comma.
The safe area unit of measurement is used for text positioning.

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

1. Quotation marks in Covenant colours: to be used to highlight a title or a quotation. They exist in 2 different formats:

• EPS format (vectoriel): 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 : 3,5 cm wide**

3,5 cm wide:
maximal size in PNG
to avoid loosing quality
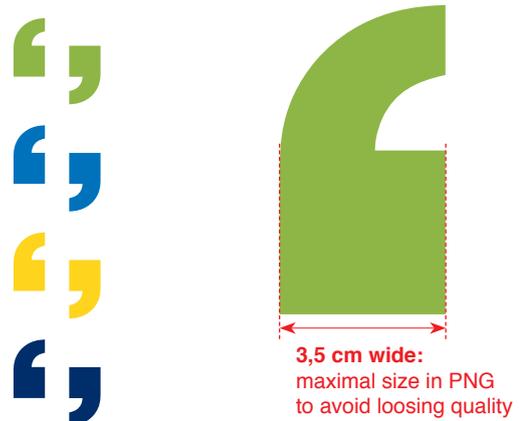
2. Leafs in Covenant colours: to be used for bullet points, page numbers etc. They can be oriented in 4 different directions. They exist in 2 different formats:

• EPS format (vectoriel): 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 : 4,5 cm wide**

4,5 cm wide:
maximal size in PNG
to avoid loosing quality
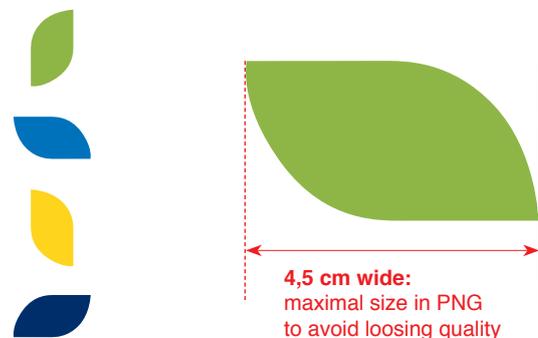
3. The Covenant stripes:
to be used as a signature,
to highlight a baseline or
the Covenant web address
They can be used horizontally
or vertically, short or long,
according to the document.

They exist in 2 different formats:

• EPS format (vectoriel)

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

www.eumayors.eu

60 cm wide:
maximal size in PNG
to avoid loosing quality

www.eumayors.eu

Covenant of Mayors
Type

Helvetica is a modernist typeface with high legibility. It provides a clear, business-like messaging consistent with the Covenant of Mayors image.

Helvetica Neue 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

For online purposes (email, websites, electronic newsletters) to ensure consistent delivery it is preferable to use a standard system font. Arial is the one that closest resembles Helvetica.

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. Examples are given over the next 3 pages.

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

1. Standard document template
This template should be used for reports, letters and other standard Covenant of Mayors documents.
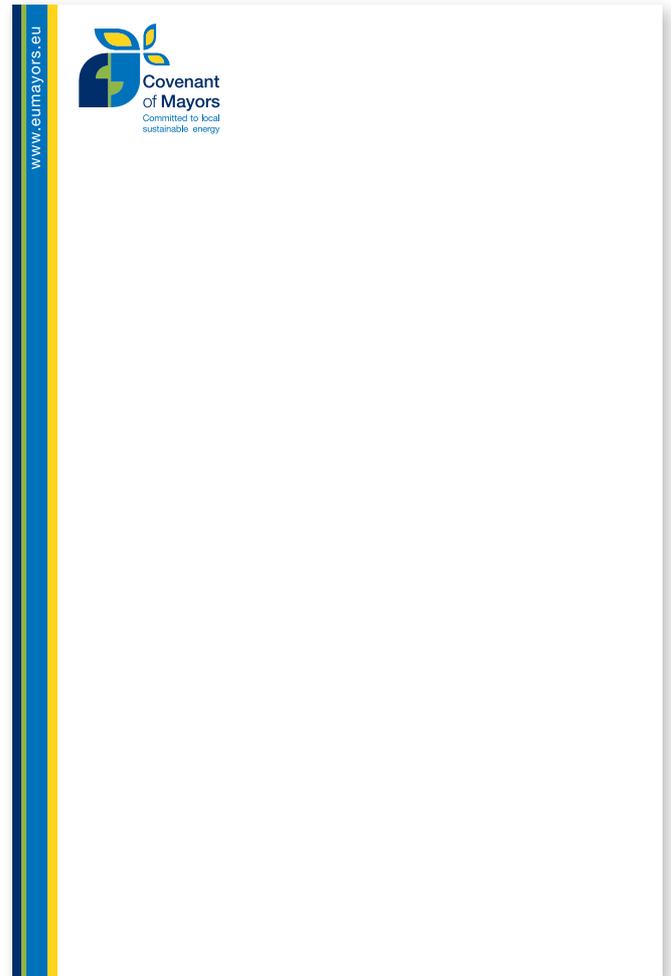
2. Creative document template
This template should be used for promotional activities and wider communication purposes.
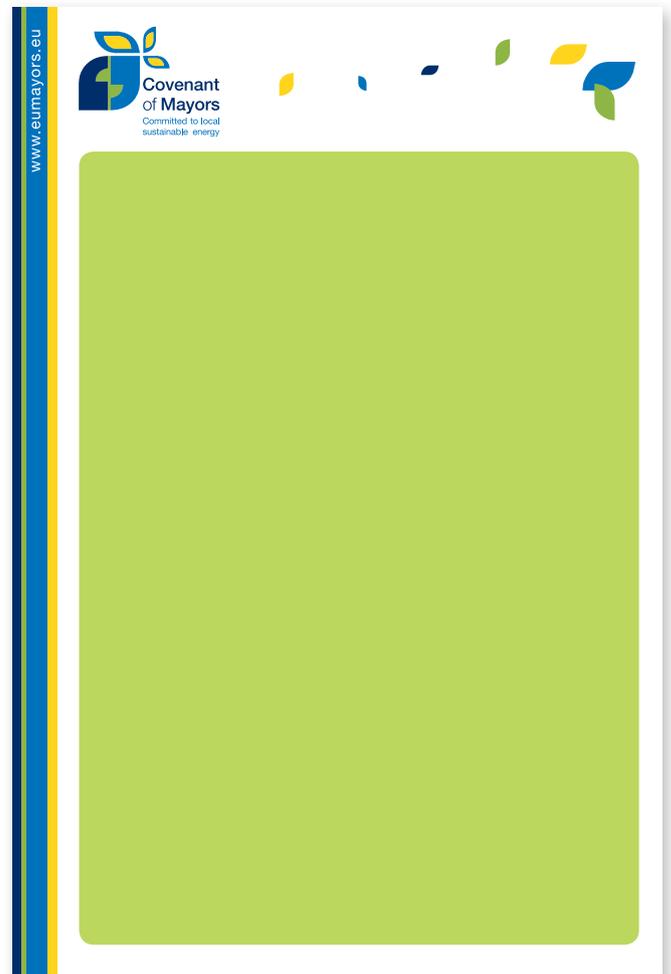
Covenant of Mayors
## Power Point Presentations - Master slides

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

Covenant of Mayors

www.eumayors.eu

TITLE

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

Covenant of Mayors
Committed to local sustainable energy

www.eumayors.eu

TITLE OF THE SLIDE

- Text
- Text
- Text
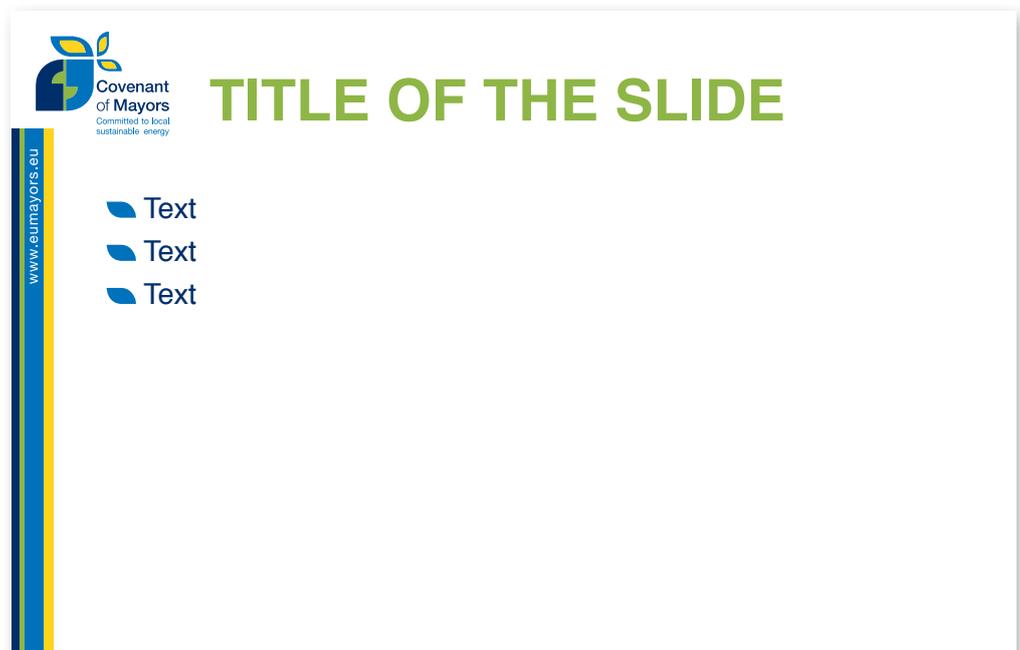
Covenant of Mayors
Combined elements

For use in posters, brochure covers etc, the logo and tagline should appear within a white area made up of 25% the height of the media.


0,25 height

To further emphasise the Covenant of Mayors branding and provide a more distinct appearance, the white band can include a curve of the same proportions as that of the quotes that form the logo.

0,25 height

Covenant of Mayors
Combined elements - curve vertical format

Regardless of format, the white area should be 25% of the full print height. Where supplementary information is to be included, a further band in any of the corporate colours may be included at the base. This should be 10% of the full print height.

Covenant
of Mayors
Committed to local
sustainable energy

0,25 height

'' Committed
to urban
sustainable
energy ''

www.eumayors.eu

0,10 height
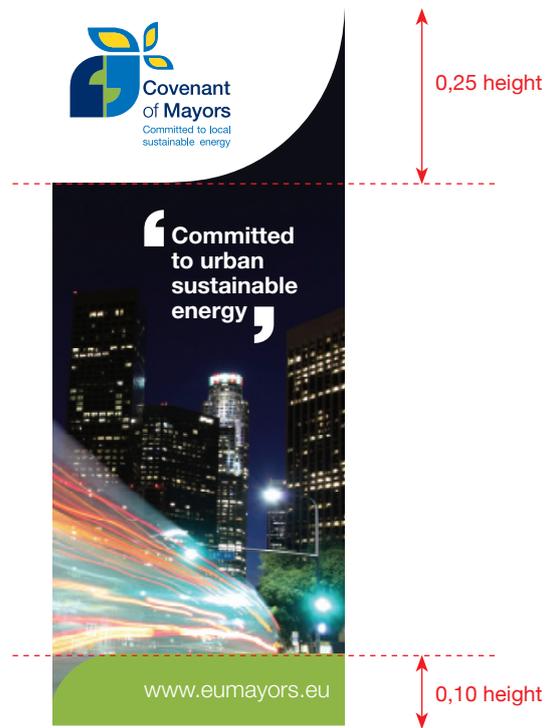
Covenant of Mayors
Compulsory elements for all official Covenant communication supports

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 Covenant Signatories, Coordinators and 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 xy.
The sole responsibility for the content of this translation of the 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."

Covenant of Mayors
Examples

# Covenant of Mayors
Examples (Print)


Covenant of Mayors Thematic Leaflet
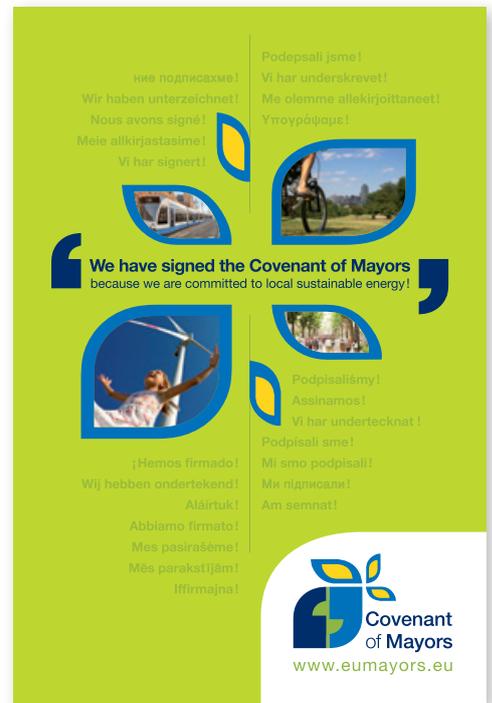
Covenant of Mayors Poster
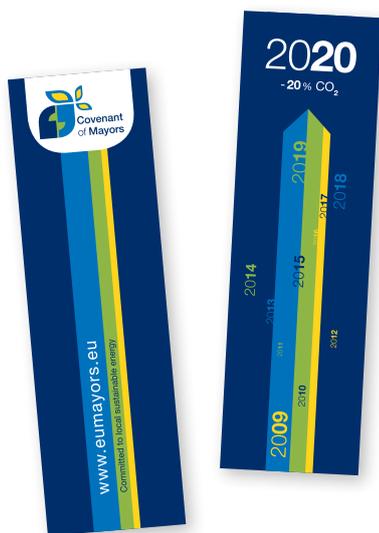
Covenant of Mayors
Bookmark

Covenant of Mayors
Certificates
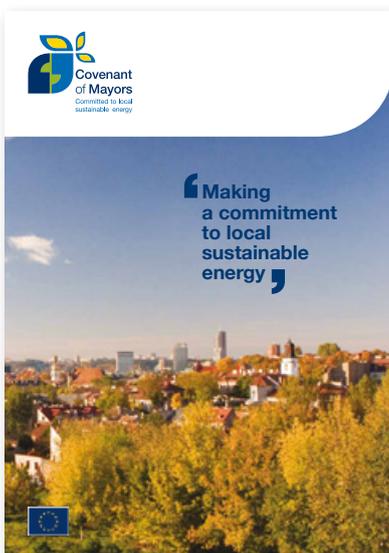
Covenant of Mayors Brochure

Covenant of Mayors
Examples (Electronic)

Covenant of Mayors Website

Covenant of Mayors Newsletter

Covenant Coordinators and Supporters Newsletter

Covenant of Mayors
Further Information