**European Capital
of Democracy**

ECoD
Logo Usage Guidelines

Version 1.0 • 12/2021

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1. ECoD logo

1. ECoD logo

1.1 Composition

The European Capital of Democracy logo is
composed of a symbol and a wordmark.

symbol   wordmark

1. ECoD logo

1.1 Composition

The horizontal logo is the primary logo and should be used in most instances. If horizontal space is not available or if its use is inappropriate, the stacked version can be used.

Always use the logo files provided. Do not re-create or alter them.

Horizontal logo

Stacked logo

1. ECoD logo

1.2 Clear space

The amount of clear space around the European Capital of Democracy logo should be at least double the value of x, where x is the width of the letter E in the wordmark.

European Capital of Democracy

x = width of letter E

European Capital of Democracy

1. ECoD logo

1.3 Scale

The minimum size of the logo should be a height of 8mm/23px for the horizontal version and 26mm/74px for the stacked version.

European Capital
of Democracy

European Capital
of Democracy

minimum height
8mm/23px

European
Capital of
Democracy

European
Capital of
Democracy

minimum height
26mm/74px

1. ECoD logo

1.4 Colour

The full color logo is the principal logo version and should be used whenever possbile and when placed on white, black or dark blue backgrounds.

Use the logo files in the right color space.

For print: CMYK
For web: RGB

1. ECoD logo

1.4 Colour

The single-color logo should only be used on vividly coloured backgrounds, when placed on images or if certain print methods (e.g. stamp) require it.

1. ECoD logo
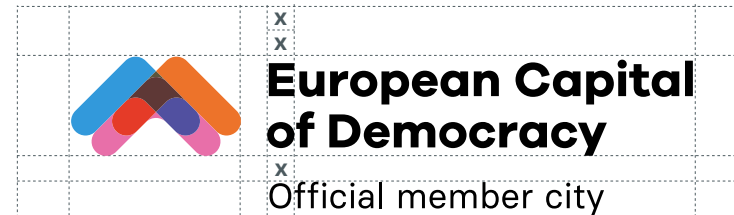
1.5 Logo with subline

There is a logo version with a subline that can be used by cities that are members of the ECoD network.

1. ECoD logo

1.5 Logo with subline

Between the European Capital of Democracy wordmark and the subline there is another clear space of value x.
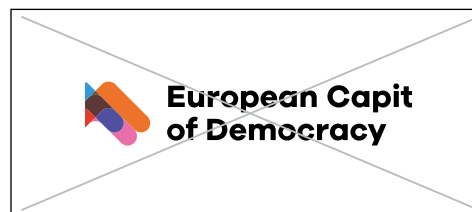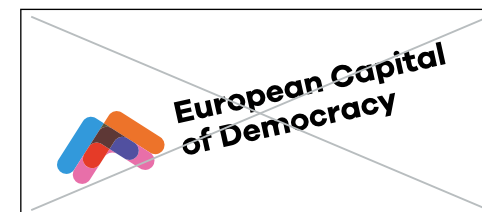

x = width of letter E

1. ECoD logo

1.6 Incorrect usage

01 Do not crop the logo.
02 Do not rotate the logo or any part of it.
03 Do not distort the logo.
04 Do not use drop shadows or other effects.
05 Do not place the logo on a busy image.
06 Do not alter the logo colours.
07 Do not change the size or position of the symbol or isolate either of the properties.
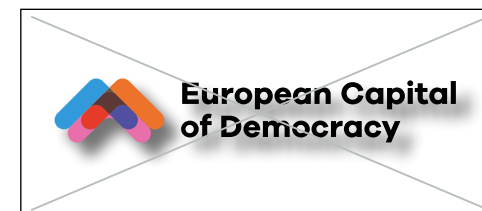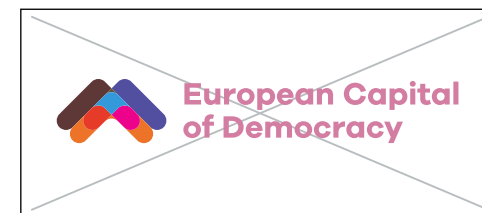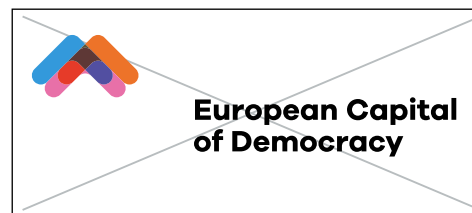08 Do not outline the logo.

01

02

03

04

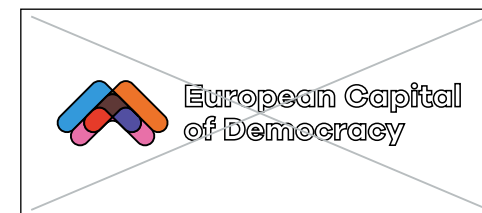
05

06

07

08

2. External usage

Example case: Demo city

2. External usage

2.1 Partner logo lockup

The logo is used together with member cities' logos for communications to do with approved ECoD member cities. The ECoD logo is locked up with the member city logo, placing the ECoD logo either to the left or top of the partner's logo. Partner logos should be aligned to the optical baseline of the ECoD logotype. The clear space between the logos should be twice the width of the letter E, and the space is divided in half by a vertical line.

Both logos should appear to be of equal size.

Please also adhere to the following:
• Do not pair the isolated ECoD symbol with partner logos – always use the full ECoD logo
• Do not use the ECoD name or mark as part of the partner logo
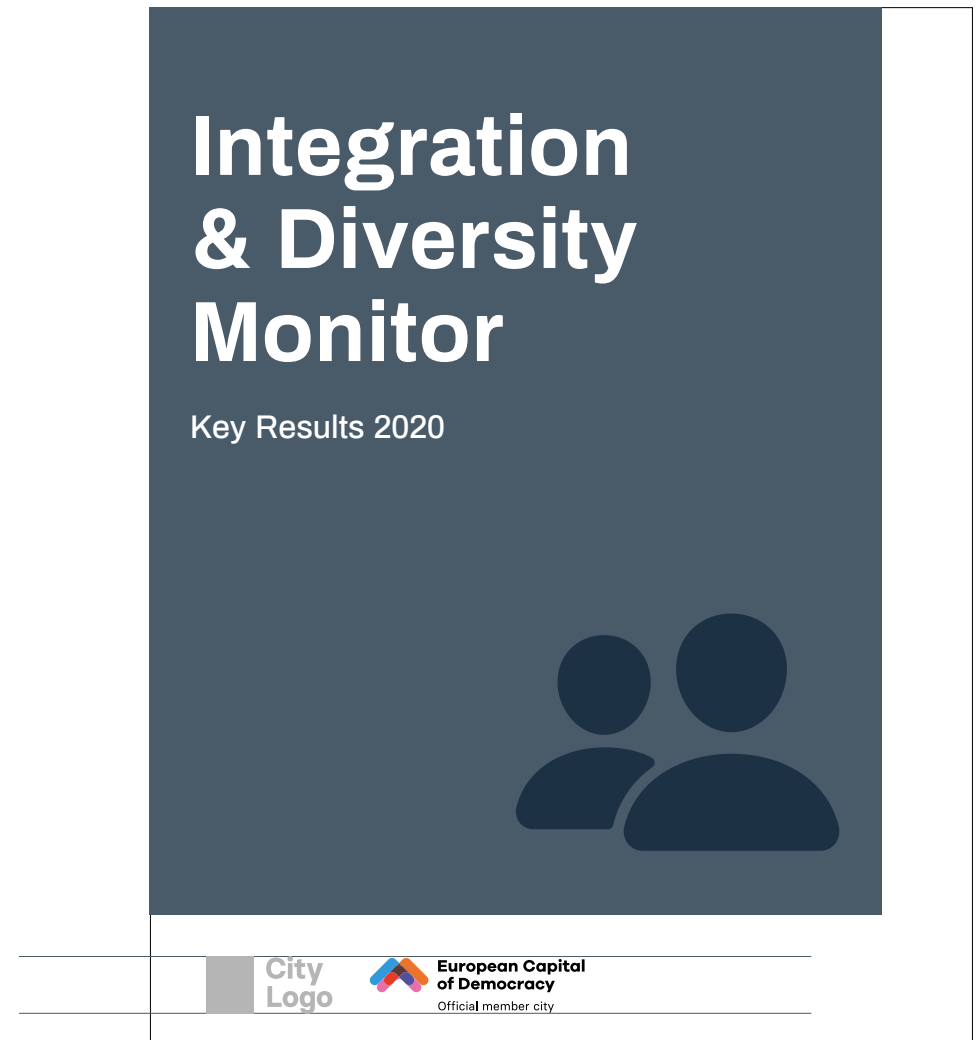

x = width of letter E

2. External usage

2.2 Logo usage offline

On official print material of the member city, the ECoD logo can be used as a reference.

In this fictive example, the ECoD member logo is placed next to the city department logo. The heights of both logos correspond to each other. The ECoD member logo is ideally placed on a white background.

Integration & Diversity Monitor

Key Results 2020

City
Logo

European Capital of Democracy

Official member city

2. External usage

2.2 Logo usage offline

Wherever possible, use the partner logo lockup specifications described in section 2.1 above.
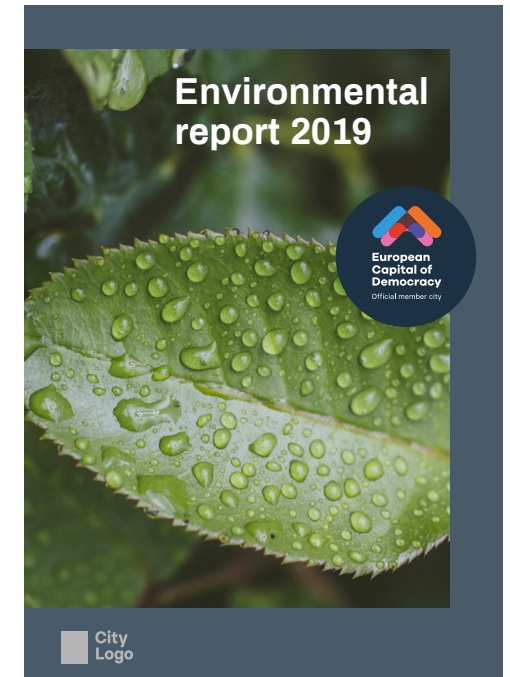
2. External usage

2.2 Logo usage offline

When no white space is available for the placing of the logo, use the single-colour outlined version to best incorporate the ECoD logo into the composition.

Environmental report 2019

City Logo

European Capital of Democracy
Official member city

2. External usage

2.2 Logo usage offline

If the background allows it, the "eye-catcher" version of the ECoD member logo can be used.

2. External usage

2.2 Logo usage offline

The specifications for offline logo usage described above also apply to presentation slides.

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2. External usage

2.3 Logo usage online

The "eye-catcher" version of the logo can also be used for social media content, e.g. in pre-prepared Instagram stories

2. External usage

2.3 Logo usage online

Providing official Instagram story Stickers is a way of enabling cities and citizens to show their support for the ECoD.
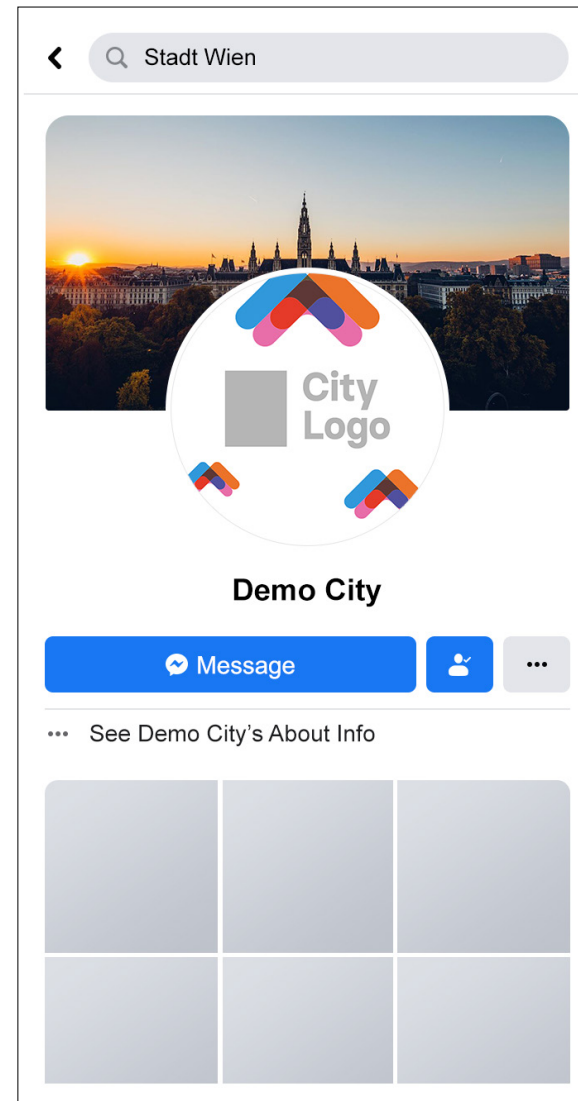

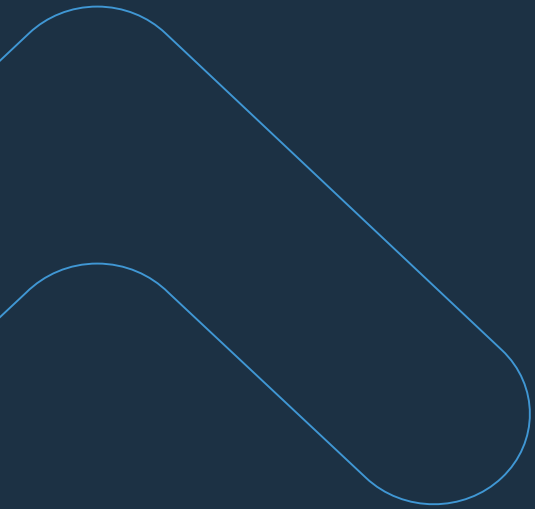
2. External usage

2.3 Logo usage online

Facebook Frame Studio can be used to create a special profile frame. Every member city can show their partnership with ECoD through adapting their profile pictures to incorporate the ECoD logo.

3. Legal

3. Legal

3.1 Communication and Dissemination

The parties commit to coordinate and cooperate closely in all matters related to the communication of this agreement and the ECoD Call. Both Nominees and Designate / Titleholder must promote the prize and its results, by providing targeted information to multiple audiences, including media and the public. It is expected that all Member Cities will support the communication matters regarding the ECoD to the best of their ability.

A communication plan and ECoD Initiative logo to be used in all communication matters related to the Call will be provided for the confirmed Member Cities. All merchandise needs to be approved by ECoD Non-Profit Organisation (herinafter ECoD NPO).

Members and Call materials will be made available to the public in a suitable format and disseminated by ECoD NPO, the Innovation in Politics Institute and partners of the Initiative.

3. Legal

3.2 Intellectual Property

The title European Capital of Democracy is licensed and awarded by the ECoD NPO. The City can use the Programme's logo(s) as defined in their CI/CD Guidelines (see Annexes of the call document) after the submission has been made public solely for the purpose of communicating and marketing the ECoD Initiative.

All Call-related content, information and material submitted by the Cities can be used by the ECoD NPO without restriction. Photos and videos taken by the ECoD NPO, The Innovation in Politics Institute or their partners are the property of the ECoD NPO.

Any questions?

For enquiries about theECoD logo and logo usage, please contact:

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