



**Covenant of Mayors**  
for Climate & Energy



# GRAPHIC GUIDELINES

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# Covenant of Mayors

## Logo



**Covenant of Mayors**  
for Climate & Energy



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The logo exists in two positions, vertical or horizontal, in order to fit well

every format. Each position is available in 24 different European languages.

# Covenant of Mayors

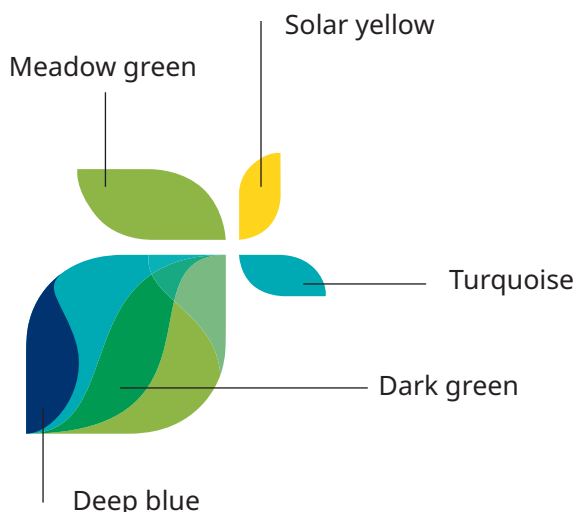
## Colour Palette

The colours used for the Covenant of Mayors represent the environment (green and turquoise) 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.



|           |                                 |     |   |     |
|-----------|---------------------------------|-----|---|-----|
| Deep blue | C                               | 100 | R | 0   |
|           | M                               | 70  | G | 48  |
|           | Y                               | 0   | B | 104 |
|           | K                               | 40  |   |     |
|           | Hex: 002F6A<br>Web-safe: 003366 |     |   |     |

|           |                                 |     |   |     |
|-----------|---------------------------------|-----|---|-----|
| Turquoise | C                               | 100 | R | 0   |
|           | M                               | 0   | G | 153 |
|           | Y                               | 35  | B | 153 |
|           | K                               | 0   |   |     |
|           | Hex: 009aa9<br>Web-safe: 009999 |     |   |     |

|            |                                 |     |   |     |
|------------|---------------------------------|-----|---|-----|
| Dark green | C                               | 100 | R | 0   |
|            | M                               | 10  | G | 136 |
|            | Y                               | 97  | B | 59  |
|            | K                               | 0   |   |     |
|            | Hex: 00883b<br>Web-safe: 009933 |     |   |     |

|       |                                 |    |   |     |
|-------|---------------------------------|----|---|-----|
| Black | C                               | 50 | R | 151 |
|       | M                               | 10 | G | 180 |
|       | Y                               | 95 | B | 42  |
|       | K                               | 0  |   |     |
|       | Hex: 8EB747<br>Web-safe: 99CC33 |    |   |     |

|       |                                 |    |   |     |
|-------|---------------------------------|----|---|-----|
| White | C                               | 0  | R | 255 |
|       | M                               | 15 | G | 213 |
|       | Y                               | 94 | B | 0   |
|       | K                               | 0  |   |     |
|       | Hex: FFD420<br>Web-safe: FFD420 |    |   |     |

# Covenant of Mayors

## Logo placed on a coloured background

If the logo needs to be placed on a coloured background (any colour but white), then the version with white shape should be used. Eight versions are available (one for each corner, in the two positions). 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).

### Examples:



# Covenant of Mayors

## Graphic toolbox

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

**1. Small petals** in Covenant colours: to be used for bullet points, page numbers illustrations etc.

They can be oriented in 4 different directions.

They exist in 2 different formats:

- EPS format (vector): 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: 15 cm wide**



**2. Big petals** in Covenant colours: to be used for bullet points, page numbers, illustrations etc.

They can be oriented in 4 different directions.

They exist in 2 different formats:

- EPS format (vector): 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: 11 cm wide**



**3. Leafs** in Covenant colours: to be used for bullet points, page numbers, illustrations etc.

They can be oriented in 4 different directions.

They exist in 2 different formats:

- EPS format (vector): 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: 13 cm wide**



**4. 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 (vector)
- PNG format (bitmap):

**Do not enlarge too much.**

**Maximal size : 60 cm wide**



# Covenant of Mayors Fonts

NOTO SANS font has been chosen as it was created to fit most languages and alphabets. It is a simple typeface with high legibility.

It is a Google font, this is why it can be used on the web too.

And it's free !

You can download it here:

[https://www.google.com/  
fonts#UsePlace:use/  
Collection:Noto+Sans](https://www.google.com/fonts#UsePlace:use/Collection:Noto+Sans)

## Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## *Noto Sans Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz*

## Noto Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**abcdefghijklmnopqrstuvwxyz**

## *Noto Sans Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
***abcdefghijklmnopqrstuvwxyz***

In case Noto Sans is not available,  
Arial can be used to replace.  
It is simple and legible.

## Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**abcdefghijklmnopqrstuvwxyz**

# Covenant of Mayors Illustrations

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.

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 overlaid.

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

## Template for text documents

### Standard document template

This template should be used for reports, letters and other standard Covenant of Mayors documents.





# Covenant of Mayors

## Power Point Presentations - Master slides

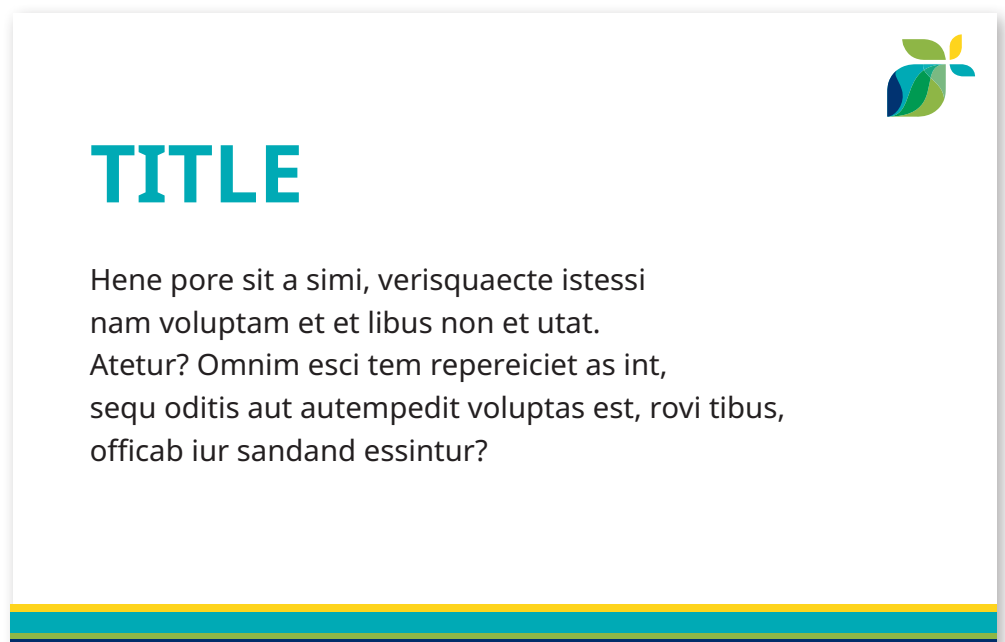
### 1. Cover

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



### 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

## Compulsory elements for all official Covenant communication materials

### 1. Elements to be added on all communication materials

#### A. Logo Covenant of Mayors



#### B. Website address [www.eumayors.eu](http://www.eumayors.eu)

#### C. Disclaimer

The following disclaimer for Covenant of Mayors materials developed by partners must be published next to the credits:

*"The Covenant of Mayors – Europe Office is funded by the European Commission. The sole responsibility for the contents of this newsletter lies with the Covenant of Mayors – Europe Office. It does not necessarily reflect the opinion of the European Union. The European Commission is not responsible for any use of the information contained therein."*

This should be completed with the logo of the European Commission that can be found ,along with its guidelines, at [https://commission.europa.eu/resources-partners/european-commission-visual-identity\\_en](https://commission.europa.eu/resources-partners/european-commission-visual-identity_en)



### 2. Limits of use

The Covenant of Mayors-Europe logo and its graphical elements can be used for promotional purposes by the Covenant of Mayors-Europe Office, EU institutions, and the EU Covenant of Mayors Community (signatories, coordinators, supporters,...).. **It cannot be used for political campaigning nor commercial purposes.**

### 3. Logo use for Covenant-related projects

The Covenant of Mayors-Europe 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 differs 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 xxx.

The sole responsibility for the content of the translation of this document lies with the project coordinator. It does not necessarily reflect the opinion of the EU. The European Commission, the Covenant of Mayors-Europe Office and the networks part of the Covenant of Mayors-Europe Office are not responsible for its translation."

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<https://eu-mayors.ec.europa.eu>

**Covenant of Mayors - Europe Office**

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*Part of the*

