EUROPEAN**MOBILITY**WEEK
16-22 SEPTEMBER 2016

VISUAL GUIDELINES

Smart mobility. Strong economy.
www.mobilityweek.eu

TABLE OF CONTENTS

1. INTRODUCTION

1.1. BACKGROUND INFORMATION

We are glad to have you on board for EUROPEAN**MOBILITY**WEEK, the Europe-wide awareness-raising campaign on sustainable urban mobility. Together, we will be able to further the cause of sustainable urban mobility!

The objective of this campaign is to achieve a positive behavioural change towards smarter, cleaner and more intelligent urban mobility. Participation in citizen-led initiatives at the local level during the week of 16-22 September represents the highlight of the campaign. But actions are not limited to one week in the year: in addition to local authorities, other organisations that promote sustainable urban mobility at any time during the year gain valuable visibility and support thanks to the **MOBILITY**ACTIONS feature (see last chapter).

EUROPEAN**MOBILITY**WEEK is managed by the European Commission – Directorate-General for Mobility and Transport.

These **Visual Guidelines** present the basic elements of the main visual materials and should serve as a guide for local campaigners making use of the Communication Toolkit.

The Communication Toolkit contains the following elements:

> **Campaign components:** European flag (also known as EU emblem), EUROPEAN**MOBILITY**WEEK title (in EU official languages) and 2016 call-to-action.

> **Key visual elements:** Key characters of the campaign representing various modes of urban transport as well as the background elements related to this year's theme.

> **Posters:** Two campaign posters conveying the 2016 call-to-action 'Smart mobility. Strong economy.' One template for your local visual.

> **Publications:** Template for A4 or A5 publications, brochures, folders, banners.

> **Letterhead:** Template for official communications.

> **Slide show:** Template for official presentations.

> **Social media banners:** The cover picture for a Facebook page, Twitter account and YouTube channel.

> **Charter:** A copy of the Charter that must be submitted when applying for the EUROPEAN**MOBILITY**WEEK Award.

> **MOBILITY**ACTIONS **label** (only for activities registered on mobilityweek.eu/mobility-actions/).

1.2. HOW TO USE THE TOOLKIT

The visuals must never be altered in any way, with exception of texts, which can be translated and adapted to national or local realities.

If you have doubts or any questions concerning one of the principles presented in these guidelines please contact the EUROPEAN**MOBILITY**WEEK Secretariat at: Juan.Caballero@eurocities.eu

2. TYPOGRAPHY

Please use Arial for all communication materials.

ARIAL > Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ARIAL > Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ARIAL > Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ARIAL > Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ARIAL > Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

In case you do not have the required characters to apply in your national language, we suggest you use **Helvetica** instead.

3. CAMPAIGN COMPONENTS

3.1. EU EMBLEM

The European flag, also known as the EU emblem, features on all campaign materials as EUROPEAN**MOBILITY**WEEK is supported by the European Commission – Directorate-General for Mobility and Transport.

The rules for using the EU emblem are available here:
http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm

> Toolkit/LOGOS/EU-Flag.eps

C100-M80-Y00-K00
R22-G65-B148

C00-M00-Y100-K00
R255-G237-B0
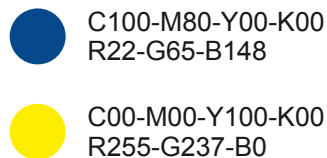
3.2. EUROPEAN**MOBILITY**WEEK

The title can be laid out in one line or in three lines. It must be always presented, without spaces, in capital letters and with the word **MOBILITY** in bold. This title is available in eps vectorised in the toolkit and in the different EU languages.

> Toolkit/LOGOS/EMW_logo_vector.eps

EUROPEAN**MOBILITY**WEEK
16-22 SEPTEMBER 2016

Arial Regular

> Date is placed below the text box in Arial

The use of the three-lined title is recommended for materials where the one-line version is not readable, i.e. social media banners, profile pictures, signatures from other campaigns, etc.

> *Toolkit/LOGOS/EMW_logo_vertical_vector.eps*

EUROPEAN
MOBILITY
WEEK
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3.3. CALL-TO-ACTION AND URL

Each edition of EUROPEAN**MOBILITY**WEEK will continue to have an annual thematic focus and call-to-action which is selected in close consultation with the European Commission and the network of National Coordinators.

The 2016 theme highlights that a smart and sustainable mobility is an investment for Europe, benefiting the societal level as well as the individual level. The corresponding call-to-action is 'Smart mobility. Strong economy'.

This call-to-action is translated to the EU official languages in close consultation with the EUROPEAN**MOBILITY**WEEK National Coordinators.

The URL 'www.mobilityweek.eu' will remain the same each year. You can add your national or local website URL, **but please remember that registration and promotion at European level remains via www.mobilityweek.eu**

> *Toolkit/LOGOS/logo-SmartMobility.eps*
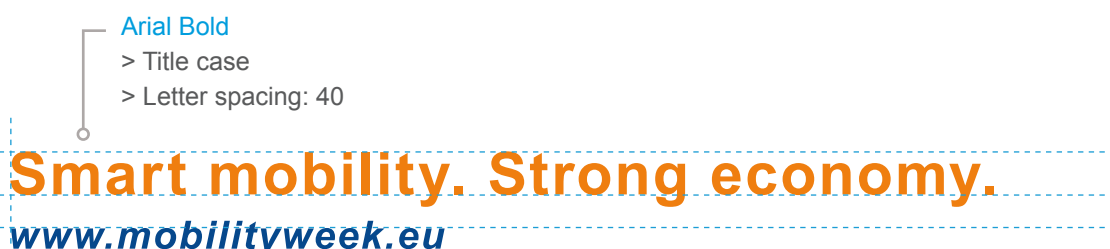
Arial Bold
> Title case
> Letter spacing: 40

Smart mobility. Strong economy.
www.mobilityweek.eu

Arial Bold Italic
> Lowercase
> Letter spacing: 50

4. COLOURS

The EUROPEAN**MOBILITY**WEEK title and date should be the same blue as the European flag when on a white background.

> Toolkit/LOGOS/EMW_logo_vector.eps

EUROPEAN**MOBILITY**WEEK
16-22 SEPTEMBER 2016

C100-M80-Y00-K00
R22-G65-B148

On the green background we recommend the blue from the poster.

> Toolkit/LOGOS/EMW_logo_vector_VisualBlue.eps

EUROPEAN**MOBILITY**WEEK
16-22 SEPTEMBER 2016

C86-M45-Y33-K18
R27-G103-B129

On any other dark background we recommend white.

The call-to-action should be in orange if the background is white.

> Toolkit/LOGOS/logo-SmartMobility.eps

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www.mobilityweek.eu

C0-M61-Y98-K00
R239-G123-B11

C100-M80-Y00-K00
R22-G65-B148

On the green background we recommend blue.

> Toolkit/LOGOS/logo-SmartMobility_VisualBlue.eps

Smart mobility. Strong economy.
www.mobilityweek.eu

C86-M45-Y33-K18
R27-G103-B129

5. MARGINS

5.1. PORTRAIT LAYOUTS

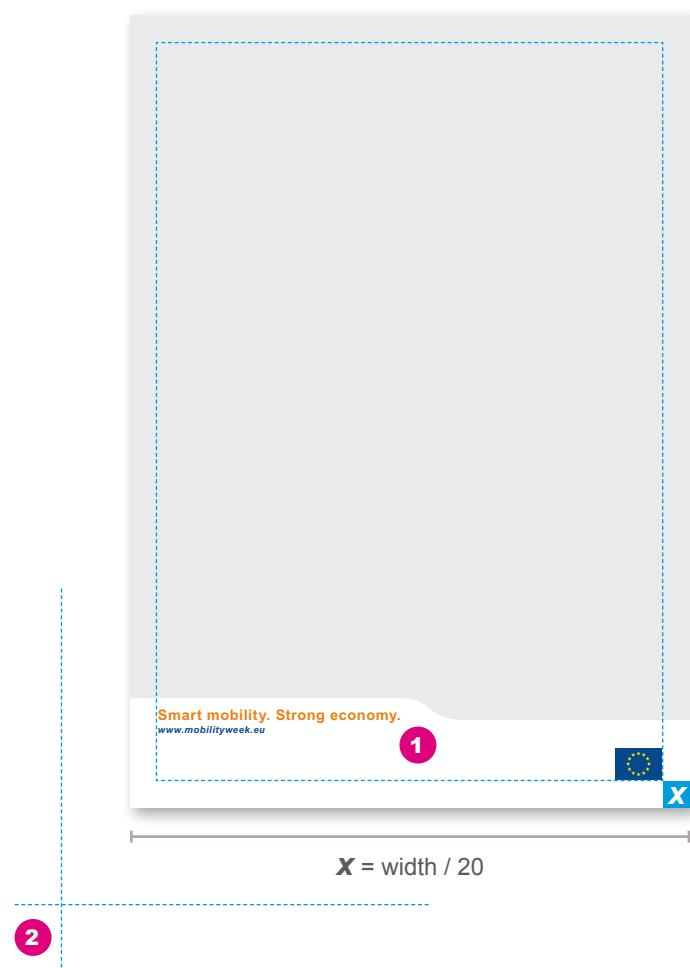The margins are defined by a number represented by 'X'. You can calculate it by dividing the width of the page by 20, the result is rounded down to the nearest millimetre. Throughout the guidelines, you will see 'X' in the examples to guide you in making the campaign materials uniform.

Support	Size (w x h)	Real value	X	Template
A4	210 x 297	10.5 mm	10 mm	*Toolkit/FOLDERS*
A3	297 x 420	14.85 mm	14 mm	*Toolkit/POSTERS*
Roll-up	1000 x 2060	50 mm	50 mm	*Toolkit/BANNERS*

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①

X

X = width / 20

②

PROCEDURE

> Use *Toolkit/LOGOS/Footer/footer-portrait-bleed.eps*

① Adapt the width of the entire footer to the margins of your new size.
② Add bleed sides.

5.2. LANDSCAPE LAYOUTS

The margins are defined by a number represented by 'X'. You can calculate it by dividing the height of the page by 20, the result is rounded down to the nearest millimetre.

Support	Size (w x h)	Real value	X
A4	297 x 210	10.5 mm	10 mm
A3	420 x 297	14.85 mm	14 mm
Roll-up	2060 x 1000	50 mm	50 mm

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X = height / 20

5X
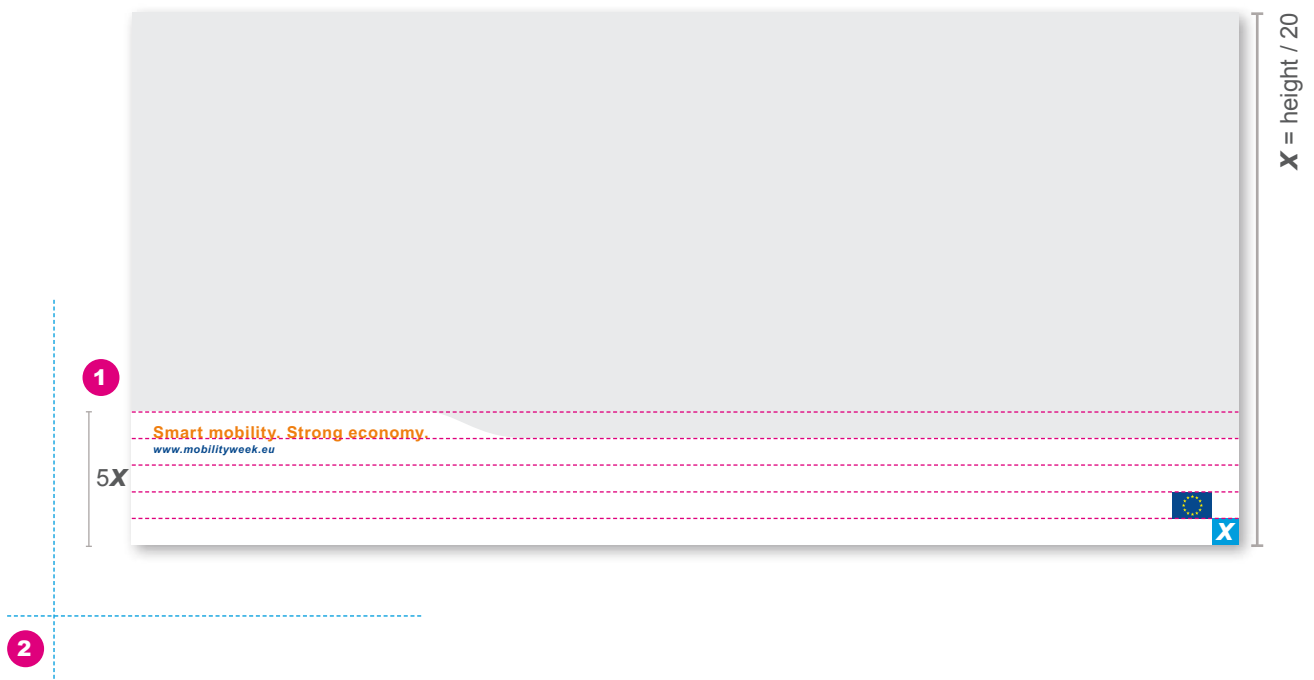
PROCEDURE

> Use **Toolkit/LOGOS/Footer/footer-landscape.eps**

1 The height of the footer equals 5X. Adapt the footer based on the height of its left side.

2 Add bleed sides.

6. KEY VISUAL ELEMENTS

These characters personify mobility by illustrating people of all ages in motion.
They can be used in your publications, however they may not be modified.

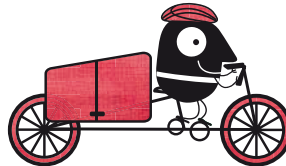## 6.1. KEY CHARACTERS

> Toolkit/ILLUSTRATIONS

01-BIKER

01-BIKERNOHELMET

02-CARGOBIKER

03-MOPED

04-BUS
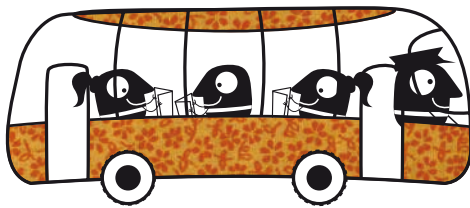
05-TRAM/TRAIN
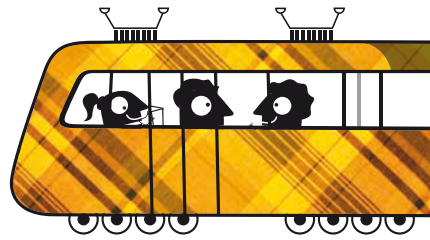
06-ELECTRICCAR

07-TAXI

08-CARSHARING
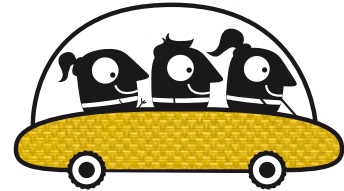
09-SHOPPER

010-PEDESTRIAN
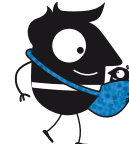
011-WHEELCHAIR

012-SKATER

6.2. BACKGROUND

The euro sign symbolizes the European economy which is fuelled by the movement of people and goods using different transport modes.

You will find this background in the toolkit of ready-made templates.
> *Toolkit/ILLUSTRATIONS/00-PostersBackgrounds*

C48-M00-Y73-K00
R154-G197-B100

You will find the cogwheels in the toolkit. > *Toolkit/ILLUSTRATIONS/01-Cogwheels*

C86-M45-Y33-K18
R27-G103-B129
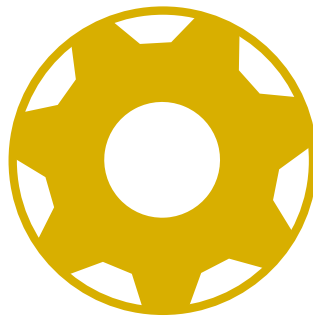
C20-M30-Y100-K00
R214-G173-B000
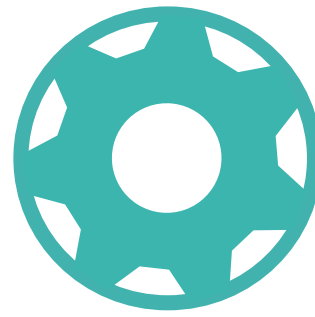
C70-M00-Y35-K00
R53-G182-B180

7. PUBLICATIONS

7.1. CONSTRUCTION OF POSTERS

These two campaign posters can be used during EUROPEAN**MOBILITY**WEEK as well as all year long. You can customise them with your logos in the footer, as long as they have the same visual weight as the EU emblem. The illustrations and texts cannot be modified on both posters and alternative formats (e.g. roll-up, banner, etc.).

> *Toolkit/POSTERS*

A3 POSTER version 1   x = 14 mm

A3 POSTER version 2

PROCEDURE

1 Insert your logo(s) on the left side of the footer.
Your logos must have the same visual weight as the EU emblem.

These posters are available in EU official languages.

7.2. SUGGESTED CONSTRUCTION OF POSTERS

This poster template can be used for the EUROPEAN**MOBILITY**WEEK promotion in your city.
You can insert your announcement in the blank section.

> *Toolkit/POSTERS*

A3 POSTER   *x* = 14 mm
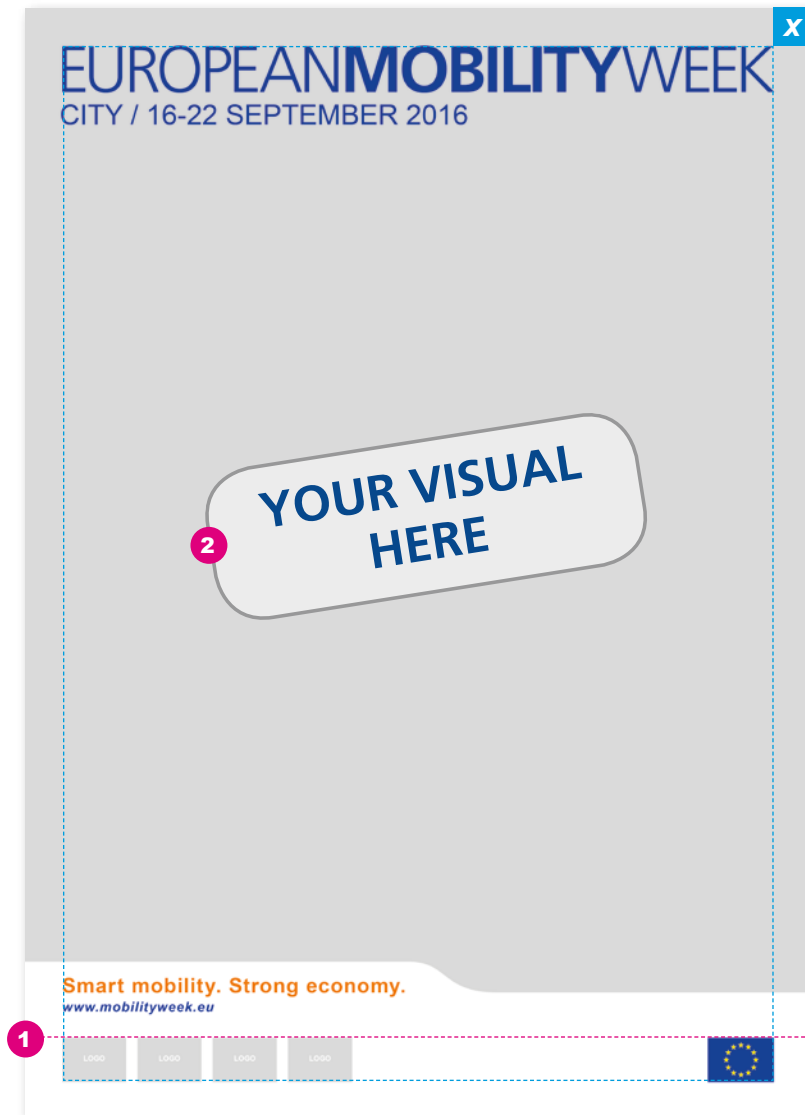
PROCEDURE

❶ Insert your logo(s) on the left side of the footer.
  Your logos must be aligned between the line of the EU emblem and the bottom margin of the page.
❷ Place your own visual here. You can find royalty-free pictures through this link:
  http://www.eltis.org/resources/photos

7.3. SUGGESTED CONSTRUCTION OF BROCHURES

This is an example of an A4 folded leaflet. In the case of a brochure, your logo has to be inserted at the bottom of the back cover. These rules apply to any publications within the campaign (e.g. Handbook, Thematic guidelines, Best practice guide).
N.B. The photographs used below are examples and should be replaced with images of or relevant to your city.

> Toolkit/BROCHURES

BACK COVER x = 10 mm

5x

EUROPEAN**MOBILITY**WEEK
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4x *4x*

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Smart mobility. Strong economy.
www.mobilityweek.eu

x

INSIDE PAGES

2 3

5x

QUISQUE EUISMOD PURUS IN LIBERO

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4x *4x*

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Aenean pharetra dapibus magna, eget viverra nisl porta a. Curabitur sit amet risus pretium sem vehicula faucibus vel quis ipsum justo vel molestie. Sed sit amet eros lectus Donec fringilla arcu, sit amet velit accumsan, et vehicula leo aliquam.

AM UT URNA CONSEQUA
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> Mi lorem dignissim mi, quis feugiat sapien orci ac risus. Suspend.
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> Vulputate id vestibulum eu, dignissim eget sem.
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> Vulputate id vestibulum eu, dignissim eget sem.
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5x

Title: Arial Bold 13pt
Body: Arial Regular 9pt

The background for brochures is blue gradation starting at the top of the page,
together with the cogwheels at the bottom of the page and some of the key characters.

You will find the background in the toolkit of ready-made templates. e.g. *Toolkit/BROCHURES*
You will find the cogwheels and key characters in the toolkit. > *Toolkit/ILLUSTRATIONS*

Gradation

Blue

Grey

White

x = 10 mm

Value of the gradient:

Place: 45%

Place: 50%

Place: 0%

Place: 25%

Place: 100%

Blue

Grey

White

C70-M00-Y35-K00
R53-G182-B180

C3-M3-Y3-K3
R233-G233-B233

C0-M0-Y0-K0
R255-G255-B255
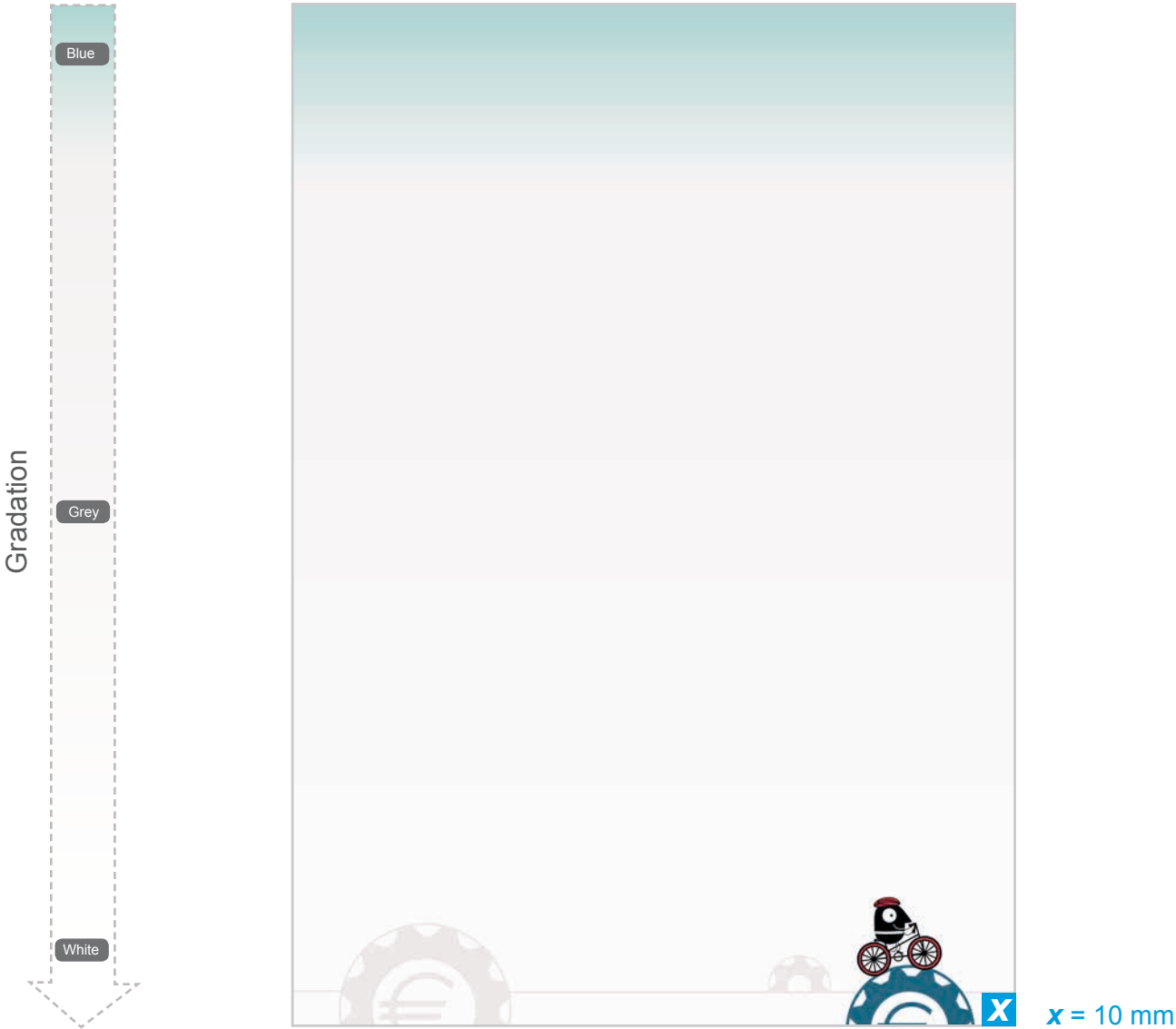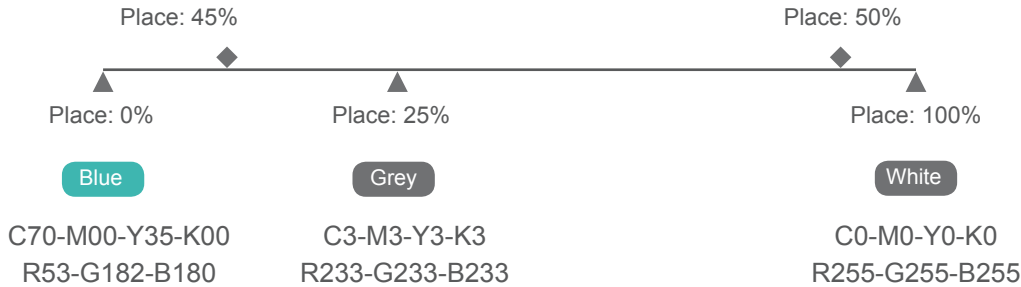
Gradient angle: -90°

7.4. FOLDERS

> Toolkit/FOLDERS

BACK   COVER   **x** = 10 mm

2x

NET MI, OMNIMODI NOBIT

2x   **7x**

NET MI, OMNIMODI NOBIT

EUROPEAN**MOBILITY**WEEK
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CHOOSE MOBILITY THAT MOVES
OUR ECONOMY FORWARD

Smart mobility. Strong economy.
www.mobilityweek.eu

x

INSIDE PAGES

EUROPEAN**MOBILITY**WEEK
16-22 SEPTEMBER 2016

Smart mobility. Strong economy.
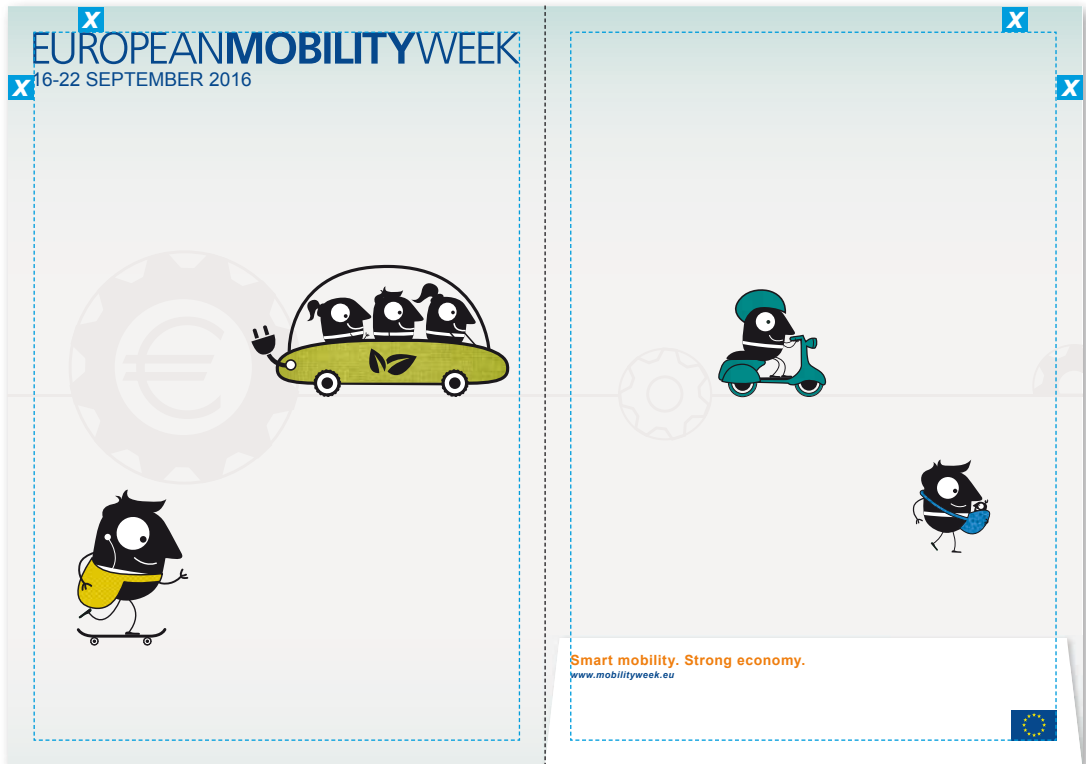*www.mobilityweek.eu*
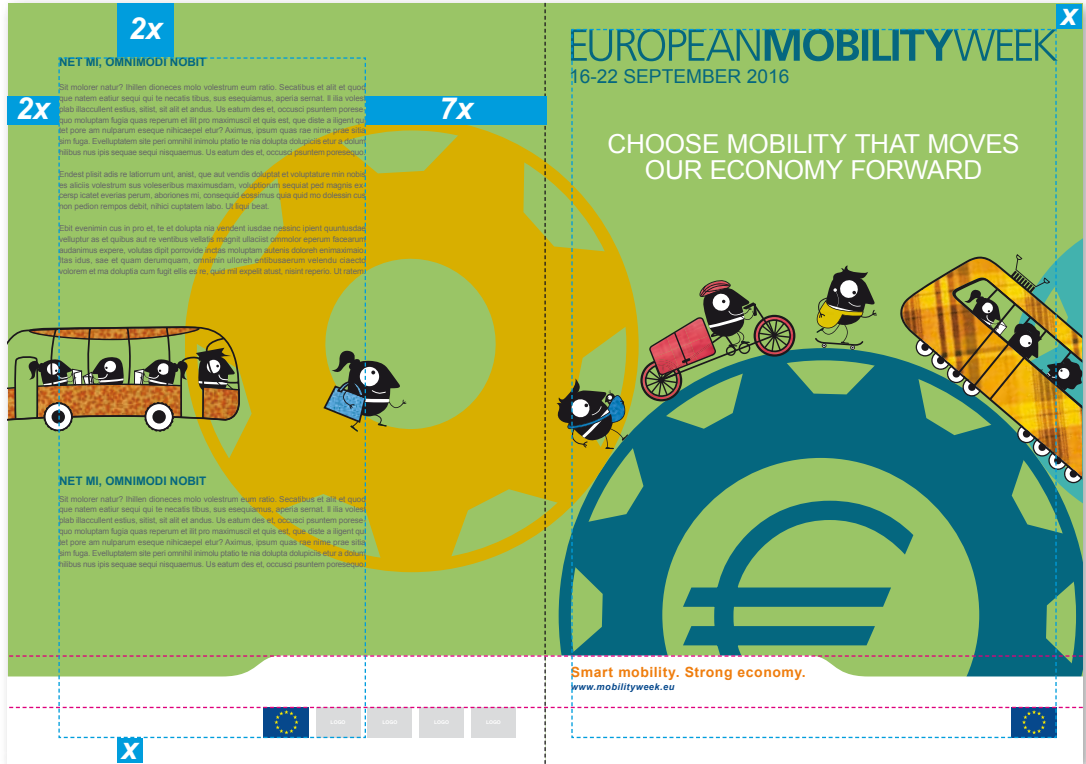
Title: Arial Bold 13pt
Body: Arial Regular 9pt

7.5. SUGGESTED CONSTRUCTION OF VERTICAL BANNERS

This roll-up is an example of the standard vertical banner.
You can adapt your layout according to the size of your product.

FORMAT > 1000mm x 2060mm

> *Toolkit/BANNERS*
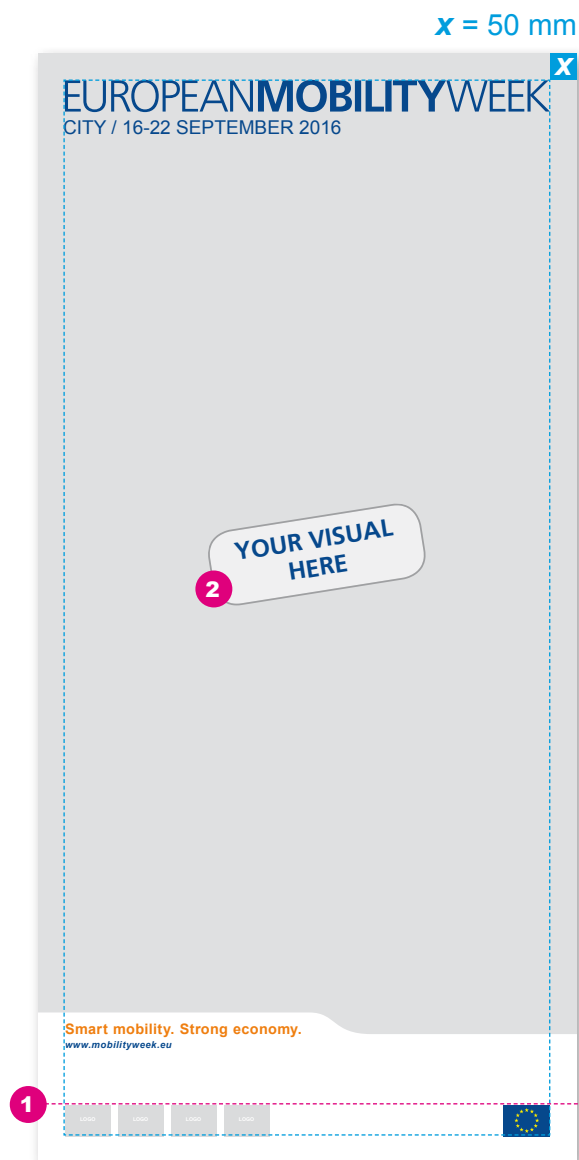
PROCEDURE

1 Insert your logo(s) on the left side of the footer.
Your logos must be aligned between the line of the EU emblem and the bottom margin of the page.
2 Place your own visual here. You can find royalty-free pictures through this link:
http://www.eltis.org/resources/photos

8. CHARTER

FORMAT A4 > 210mm x 297mm

The Charter must be signed by local authorities that want to apply for the EUROPEAN**MOBILITY**WEEK Award. Signature of the Charter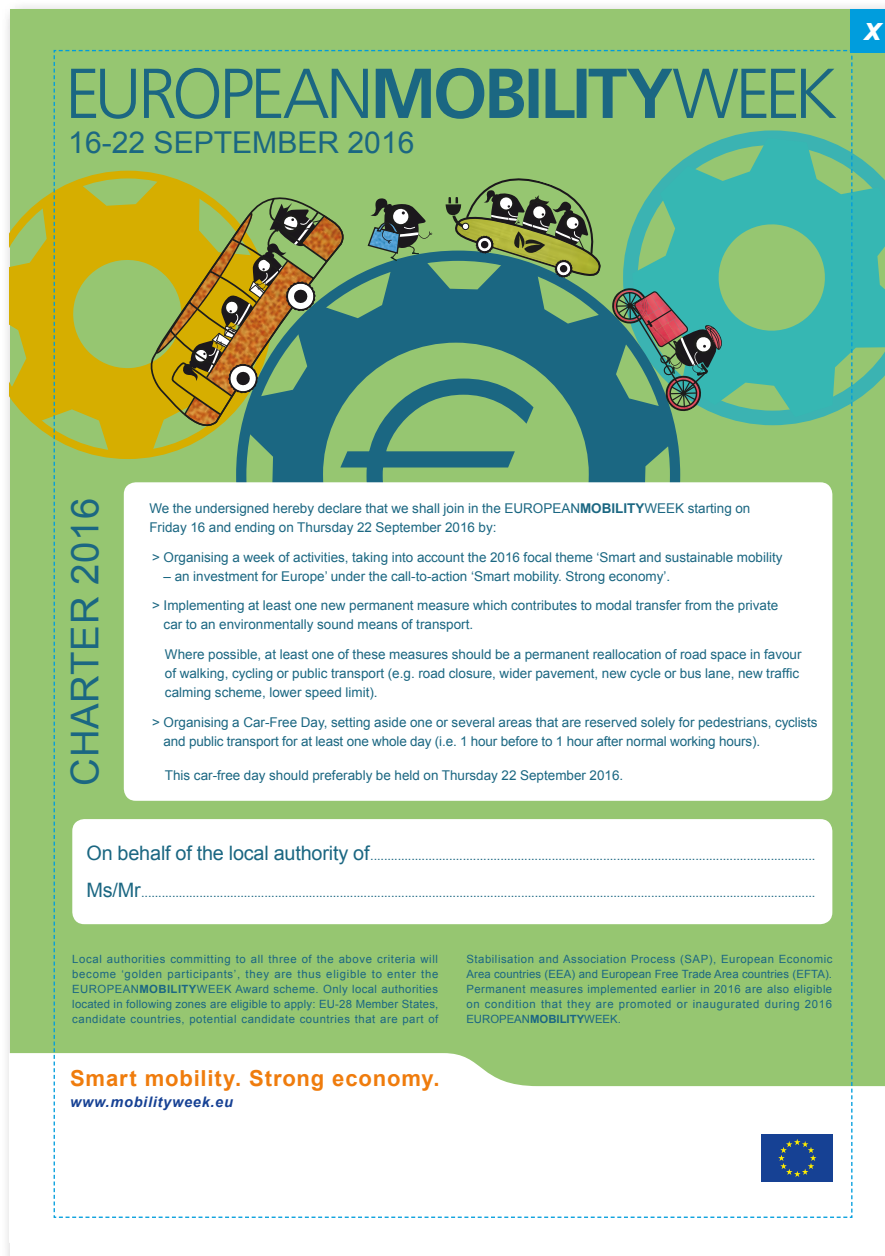 is not compulsory to participate in the campaign. However, in some countries participation requires that the Charter is signed; please check with you National Coordinator.

> *Toolkit/CHARTER*

x = 10 mm

EUROPEANMOBILITYWEEK
16-22 SEPTEMBER 2016

CHARTER 2016

We the undersigned hereby declare that we shall join in the EUROPEAN**MOBILITY**WEEK starting on Friday 16 and ending on Thursday 22 September 2016 by:

> Organising a week of activities, taking into account the 2016 focal theme 'Smart and sustainable mobility – an investment for Europe' under the call-to-action 'Smart mobility. Strong economy'.

> Implementing at least one new permanent measure which contributes to modal transfer from the private car to an environmentally sound means of transport.

Where possible, at least one of these measures should be a permanent reallocation of road space in favour of walking, cycling or public transport (e.g. road closure, wider pavement, new cycle or bus lane, new traffic calming scheme, lower speed limit).

> Organising a Car-Free Day, setting aside one or several areas that are reserved solely for pedestrians, cyclists and public transport for at least one whole day (i.e. 1 hour before to 1 hour after normal working hours).

This car-free day should preferably be held on Thursday 22 September 2016.

On behalf of the local authority of...

Ms/Mr...

Local authorities committing to all three of the above criteria will become 'golden participants', they are thus eligible to enter the EUROPEAN**MOBILITY**WEEK Award scheme. Only local authorities located in following zones are eligible to apply: EU-28 Member States, candidate countries, potential candidate countries that are part of Stabilisation and Association Process (SAP), European Economic Area countries (EEA) and European Free Trade Area countries (EFTA). Permanent measures implemented earlier in 2016 are also eligible on condition that they are promoted or inaugurated during 2016 EUROPEAN**MOBILITY**WEEK.

Smart mobility. Strong economy.
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9. LETTERHEAD: WORD TEMPLATE

FORMAT A4 > 210mm x 297mm
Other DIN formats will be proportional to these values.

> *Toolkit/LETTERHEAD*
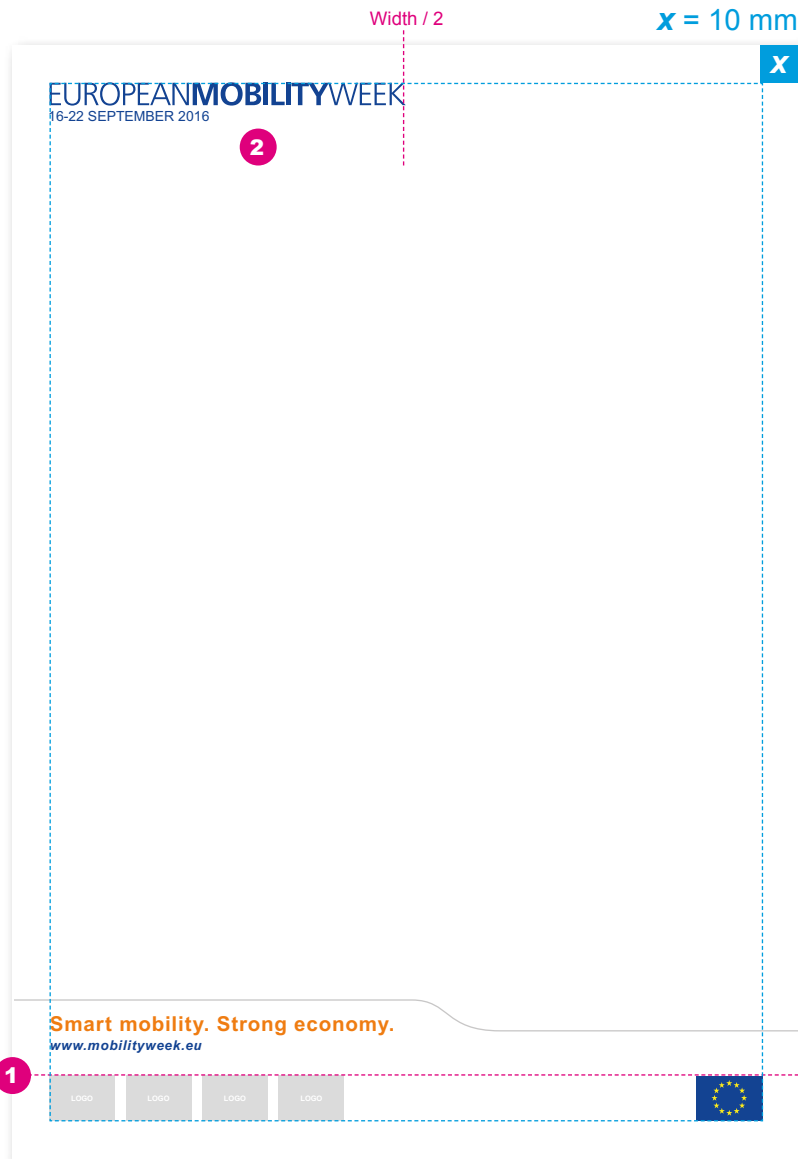
PROCEDURE

1 Insert your logo(s) on the left side of the footer.
Your logos must be aligned between the line of the EU emblem
and the bottom margin of the page.

2 The EUROPEAN**MOBILITY**WEEK header should cover half the width of the page,
within the defined margins.

10. POWERPOINT

x = 10 mm

X

EUROPEAN**MOBILITY**WEEK
16-22 SEPTEMBER 2016

Height / 2

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Width / 2

X

EUROPEAN**MOBILITY**WEEK
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Smart mobility. Strong economy.
www.mobilityweek.eu
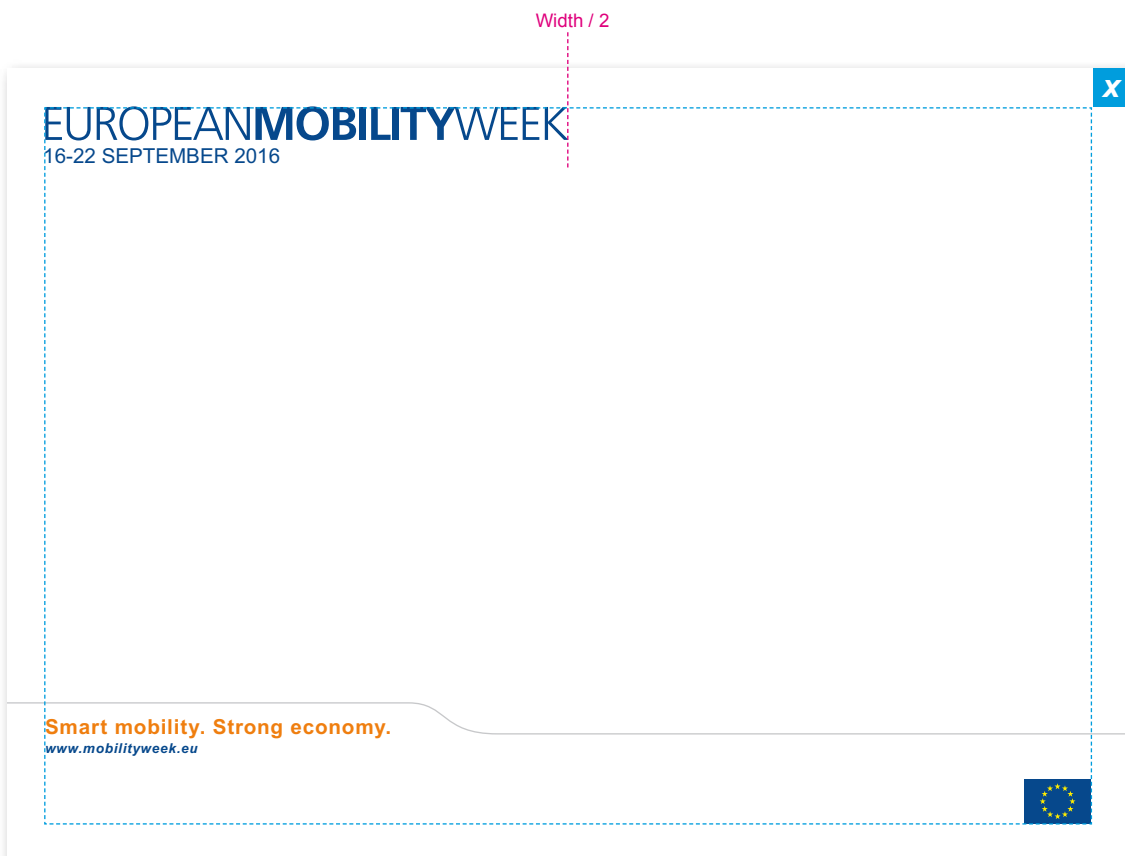
11. SOCIAL MEDIA BANNERS

For web banners, the URL of the campaign website does not need to feature in the image (to increase readability).

11.1. TWITTER BANNER

> *Toolkit/SOCIAL MEDIA BANNERS/Twitter-Header*

11.2. FACEBOOK

> *Toolkit/SOCIAL MEDIA BANNERS/Facebook-Header*

11.3. YOUTUBE BANNER

> *Toolkit/SOCIAL MEDIA BANNERS/Youtube-Header*

Safe zone: this area will show up on all devices.

Overview of existing campaign accounts

EUROPEAN**MOBILITY**WEEK is active on Facebook and Twitter. We encourage you to use the hashtag #mobilityweek. The campaign's approach is to highlight, through short direct messages, the campaign activities, as well as to provide news related to sustainable transport and planning within urban areas.

> **Facebook:**
http://www.facebook.com/EuropeanMobilityWeek

> **Twitter:**
https://twitter.com/mobilityweek
Search for and feel free to use the #mobilityweek hashtags on Twitter.

> **YouTube:**
http://www.youtube.com/user/europeanmobilityweek

> **Flickr:**
http://www.flickr.com/photos/europeanmobilityweek

Guidelines on the relationship between actions' social media accounts and the central EUROPEANMOBILITYWEEK campaign account

You are highly encouraged to use your own social media presence and interact with both the central EUROPEANMOBILITYWEEK accounts (Facebook and Twitter) and the accounts belonging to other actions across Europe. This can be done through liking/following items, using the hashtag #mobilityweek, sharing posts, and tagging others on social media to help spread the knowledge that you and your participants are part of a Europe-wide campaign. If you would like advice on how to post, or how to best post within the framework of the campaign, please send a private message to either of the central accounts.

The policy of these accounts is currently to post in English, however to reach all of your target groups this may not be appropriate/sufficient. Nonetheless, the central EUROPEANMOBILITYWEEK accounts are valuable tools which can highlight your actions, so if you are communicating a major action in your native language, please notify us ahead of time by sending a private message to the EUROPEANMOBILITYWEEK accounts. A communication team can lend their support to you and share your information.

While how you post and conduct yourself is entirely dependent on your own social media strategy, please bear in mind that you will be linked with a European Commission campaign, therefore we highly recommend that you avoid defamatory remarks, inappropriate images, etc. Should you require any assistance or advice with formulating social media guidelines to regulate your accounts, please feel free to contact us via our social media accounts on Facebook/Twitter.

Explanations on how to best cross-promote on social media

To best highlight your web and social media presence, you might consider fully cross-linking the platforms you use. For example, you can fill in a bio or information page on social media with details about your campaign and web addresses to your website or the EUROPEANMOBILITYWEEK campaign website.

You can also include links to the social media pages on your website.

#mobilityweek

If Twitter is part of your communications strategy, it would be highly beneficial for the EUROPEANMOBILITYWEEK campaign and your action if you would use the hashtag #mobilityweek to highlight your association with the campaign and be part of the overarching EUROPEANMOBILITYWEEK conversation and promotion.

You may also want to consider a comments policy on Facebook whereby participants in your campaign are free to post but any inappropriate or defamatory remarks could be removed. Twitter has its own automatic policy, and if you feel your account is subject to any inappropriate comments, you can report this directly to Twitter.

In any case, EUROPEANMOBILITYWEEK social media team is looking forward to interacting with you and highlighting your actions.

12. MOBILITYACTIONS

Thank you for registering your awareness-raising **MOBILITY**ACTION promoting sustainable urban mobility on www.mobilityweek.eu!

Now that your action has been registered and is an official part of the campaign, the **MOBILITY**ACTION label can be included on your web pages, blogs and social media pages, and promotional materials (posters, leaflets, flyers, etc.).

Please note that the right to use the **MOBILITY**ACTION label is given to actions (as entities themselves) and not to institutions or companies. In practice this means that the campaign materials can only be used on web pages promoting the registered action and not on every page of an organisation's website. Affiliation with the campaign is in no way intended to serve as endorsement of commercial advertisements, products or services.

Please also note that the **MOBILITY**ACTION label cannot be used beyond the duration of the action in question.

12.1. HOW TO PLACE THE MOBILITYACTION LABEL ON YOUR MATERIALS AND WEB AND SOCIAL MEDIA PAGES

The **MOBILITY**ACTION label is integrated into a protection zone equal in height and width to the square shaped space '*x*'. The rectangle is white and is surrounded by a blue outline.
To ensure legibility, the second logo dimension presented here is the smallest one allowed.

> *Toolkit/MOBILITYLABEL*

13. RESOURCES & FAQ

The Resources page is the ideal place to find best practices and to benefit from the experience of other actors in the field of sustainable urban mobility.

Visit the campaign Resources page to view materials of interest to other campaigners or website visitors. From documents, to videos, photos, and more, the resources section is full of high-quality items that could be useful and interesting for campaigners.

Where can I learn more about the EU's policy on sustainable urban mobility?

You can learn more about the EU's policy on sustainable urban mobility on the website of the European Commission's Directorate-General for Mobility and Transport.

In addition, take a look at the following websites for more detailed information:

> Urban Mobility Package:
http://ec.europa.eu/transport/themes/urban/urban_mobility/ump_en.htm

> White Paper on Transport: 'Roadmap to a Single European Transport Area – Towards a competitive and resource efficient transport system'. Brussels, European Commission, 2011
ec.europa.eu/transport/strategies/2011_white_paper_en.htm
Link to language versions:
eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:52011DC0144:EN:NOT

> Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions – **Action Plan on Urban Mobility**. Brussels, Commission of the European Communities, 2009
ec.europa.eu/transport/urban/urban_mobility/urban_mobility_en.htm
Link to language versions:
eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:52009DC0490:EN:NOT

> European Commission urban mobility actions
ec.europa.eu/transport/urban/urban_mobility/urban_mobility_actions/urban_mobility_actions_en.htm

> Cleaner and better transport in cities – the CIVITAS initiative
http://www.civitas.eu/index.php?id=4

> Sustainable Urban Mobility Plans
http://www.mobilityplans.eu/

Can I contribute to the EUROPEAN**MOBILITY**WEEK website?

You have already contributed to the EUROPEAN**MOBILITY**WEEK website by registering your action on the Mobility Map, however as a **MOBILITY**ACTION, you are invited to suggest your own (or relevant third party materials) to be included in the resources section, e.g. an audio-visual summary of your action, a promotional video on YouTube, etc. If you have suggestions, please contact us via our social media accounts on Facebook/Twitter (see section on social media).

Important note: participants must have full ownership of the rights to any materials they upload here. The European Commission reserves the right to use the uploaded materials and content for reproduction in any form for the purpose of promoting the EUROPEAN**MOBILITY**WEEK campaign.

EUROPEAN**MOBILITY**WEEK

16-22 SEPTEMBER 2016