

EUROPEAN **MOBILITY** WEEK

VISUAL GUIDELINES



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1. INTRODUCTION

1.1. BACKGROUND INFORMATION

EUROPEAN**MOBILITY**WEEK (EMW) and DO THE RIGHT MIX are now merged into a wider European sustainable urban mobility campaign. Although the merged campaigns adopt the name and logo of the DO THE RIGHT MIX campaign, EUROPEAN**MOBILITY**WEEK remains the annual highlight and continues to take place each year from 16 to 22 September.

These visual guidelines present the basic elements of the main visual materials and should serve as a guide for public authorities making use of the toolkit.

The EMW toolkit contains the following elements:

- > **Campaign components:** Campaign stamp, EMW title and call-to-action.
- > **Illustrations:** Key characters of the campaign representing various modes of urban transport.
- > **Posters:** Two campaign posters conveying the 2015 call to action 'Choose. Change. Combine.' One template for your EMW poster.
- > **Leaflet:** Example of an A4 folded leaflet.
- > **Roll-up:** Example of a standard size roll-up.
- > **Publications:** Template for A4 or A5 publications.
- > **Letterhead:** Template for official communications.
- > **Slide show:** Template for official presentations.
- > **Social media banners:** The cover picture for a Facebook page and a Twitter account.

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 other question concerning one of the principles presented in these guidelines please contact Eurocities at: Juan.Caballero@eurocities.eu

2. TYPOGRAPHY

Please use Frutiger LT SD font for all communication materials.

FRUTIGER LT STD

> 45 Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FRUTIGER LT STD

> 55 Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FRUTIGER LT STD

> 56 Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FRUTIGER LT STD

> 65 Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FRUTIGER LT STD

> 75 Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

In case you do not have the licence to use Frutiger or the font does not have the required characters to apply in your national language, we suggest you to use **Arial** instead.

3. CAMPAIGN COMPONENTS

3.1. COMPOSITION OF CAMPAIGN STAMP

The campaign stamp is used as a visual representation of the DO THE RIGHT MIX campaign. It can only be used in the frame of campaign activities and on publications made by campaign partners. The campaign stamp is composed of the DO THE RIGHT MIX logo and the European Commission logo and should not be altered. The two logos should be positioned as shown below and always be used together in print or online publications.

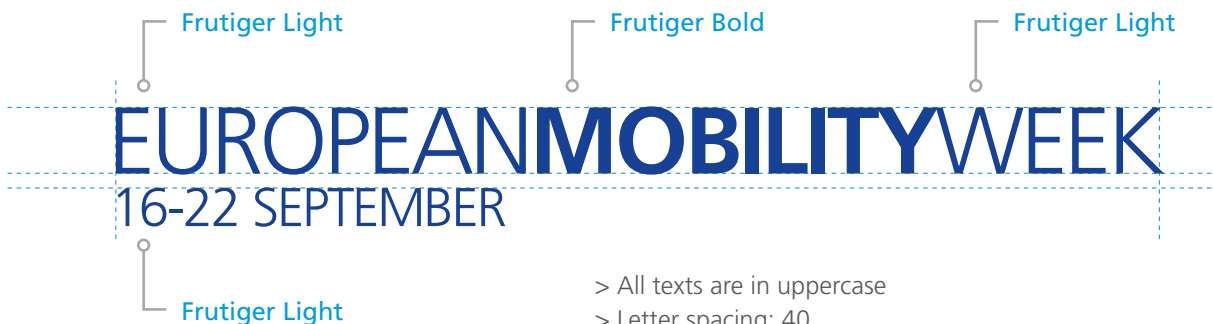
> ['Toolkit/LOGOS/logo-DTRM.ai'](#).



3.2. EUROPEAN**MOBILITY**WEEK

The EUROPEAN**MOBILITY**WEEK is the main action of DO THE RIGHT MIX campaign. The title should be laid out in one line, without spaces. The text font should follow the guidelines below for readability:

> '[Toolkit/LOGOS/logo-EuMobWeek.ai](#)'.



- > All texts are in uppercase
- > Letter spacing: 40
- > EUROPEAN**MOBILITY**WEEK in one line without spaces
- > **MOBILITY** is in bold to improve readability
- > Date is placed below the text box

3.3. CALL-TO-ACTION AND URL

The new European sustainable urban mobility campaign has the overall aim to promote multimodal travel. 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 call-to-action reflects the theme of each year's EUROPEAN**MOBILITY**WEEK. The theme will be chosen in collaboration with partners on a yearly basis.

To celebrate the launch of the merged campaign in 2015, it was decided to adopt the overall theme of inter-modality and the corresponding call-to-action 'Choose. Change. Combine.'. The idea is to encourage people to think about the range of transport options available, and to choose the right mode when travelling, inviting them to combine ways of getting around, which can often lead to a quicker and more pleasant journey.

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

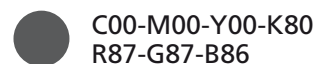
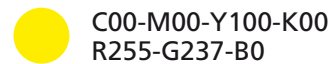
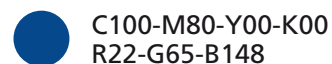
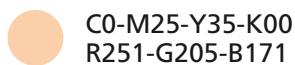
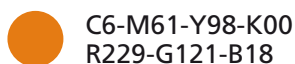
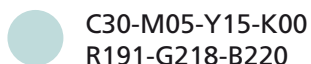
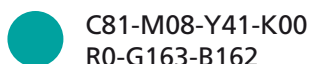
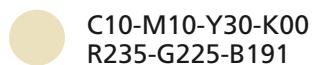
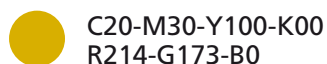
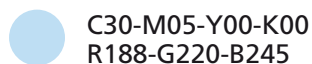
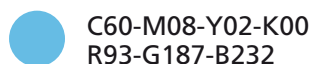
The URL 'www.dotherightmix.eu' will remain the same each year.

> '[Toolkit/LOGOS/logo-ChooseChangeCombine.ai](#)'.



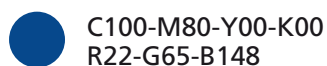
4. COLOURS

The choice of colours is adapted for communication with all generations. The colours chosen are bright, complementary colours which are positive and harmonious. The main colours must be used for the logo and the lighter colours can be used for the background of documents.



The EUROPEAN **MOBILITY** WEEK and date must always be the same blue as the European Commission flag.

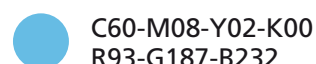
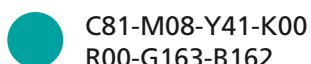
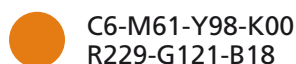
EUROPEAN **MOBILITY** WEEK 16-22 SEPTEMBER



The three main colours of the call-to-action are the same as the ones used for the DO THE RIGHT MIX logo.

Choose. Change. Combine.

www.dotherightmix.eu

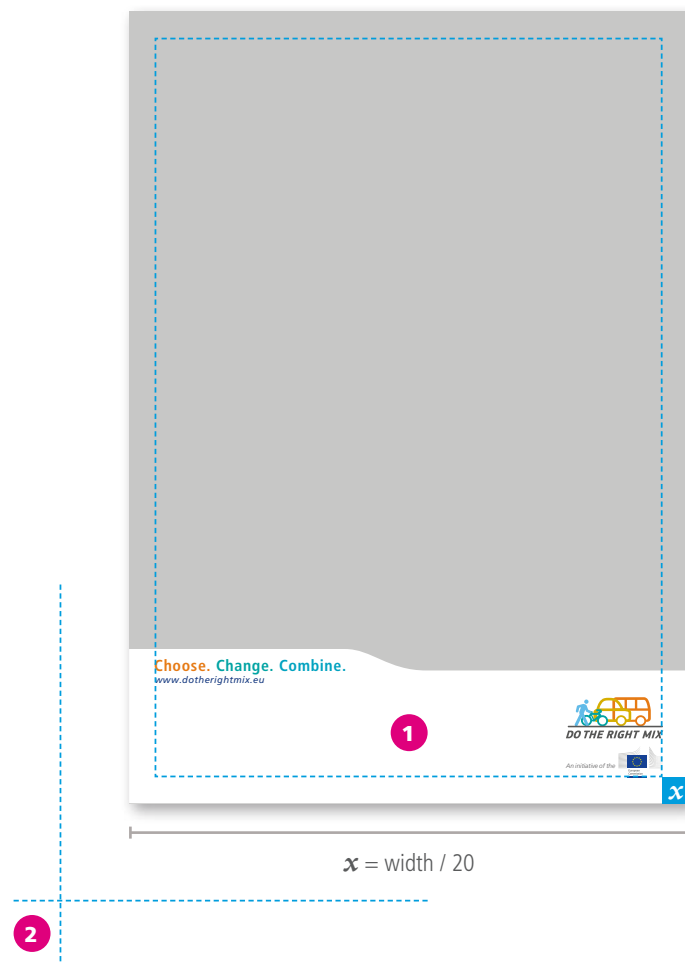


5. MARGINS

5.1. PORTRAIT LAYOUTS

The margins are defined by a number called 'x'. You can calculate it by dividing the width of the page by 20, the result is rounded down to the nearest one. 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/FOLDER'
A3	297 x 420	14.85 mm	14 mm	'Toolkit/POSTER'
Rollup	1000 x 2060	50 mm	50 mm	'Toolkit/ROLLUP'



PROCEDURE

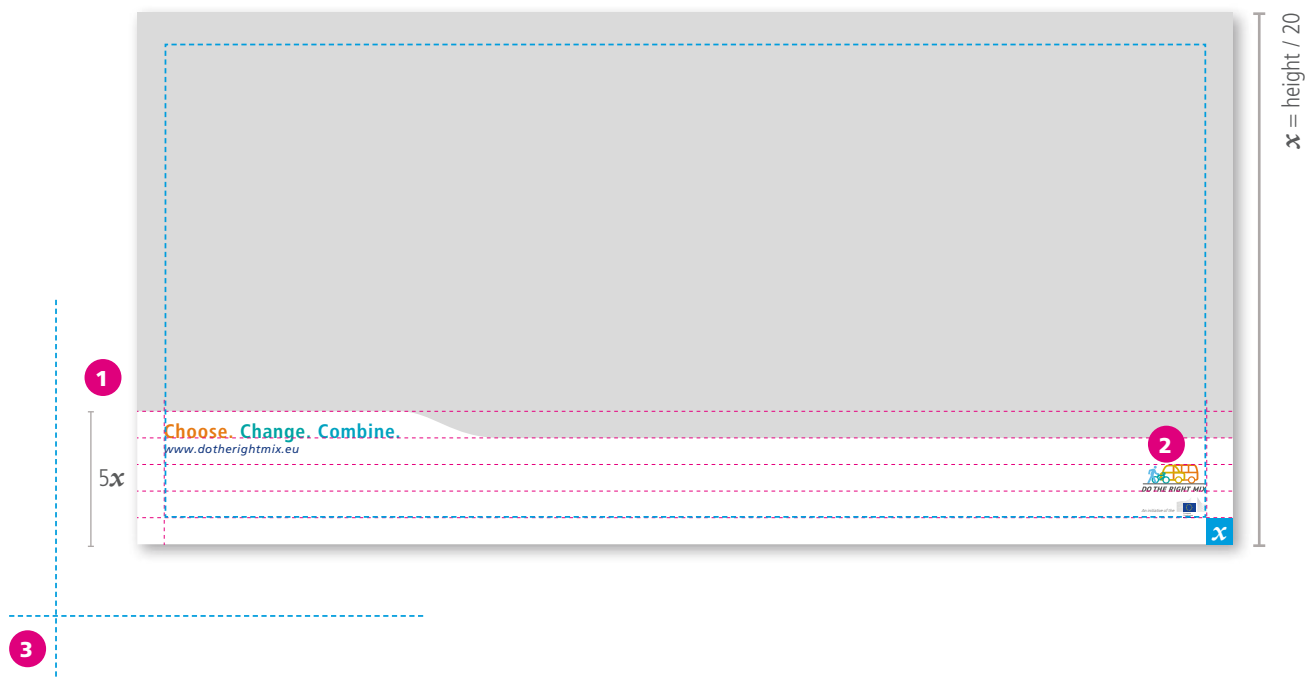
> Use 'Toolkit/LOGOS/Footer/footer-portrait.ai'.

- 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 called 'x'. You can calculate it by dividing the height of the page by 20, the result is rounded down to the nearest one.

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
Rollup	2060 x 1000	50 mm	50 mm



PROCEDURE

> Use '[Toolkit/LOGOS/Footer/footer-landscape.ai](#)'.

- 1 The height of the footer equals $5x$. Adapt the footer based on the height of its left side.
- 2 Move the DO THE RIGHT MIX stamp to the right margin of your new size.
- 3 Add bleed sides.

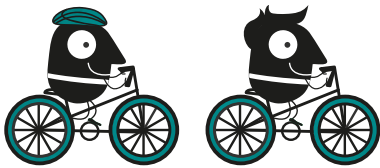
6. KEY VISUAL ELEMENTS

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'*

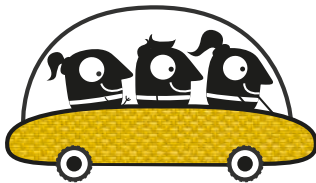
VISUAL 1



VISUAL 6



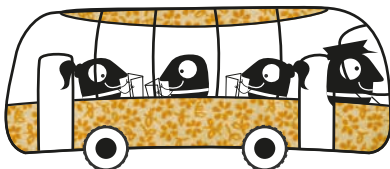
VISUAL 2



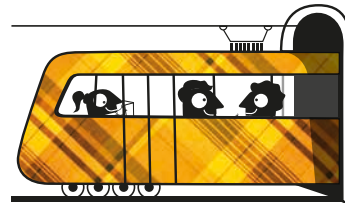
VISUAL 7



VISUAL 3



VISUAL 8



VISUAL 4



VISUAL 9



VISUAL 5



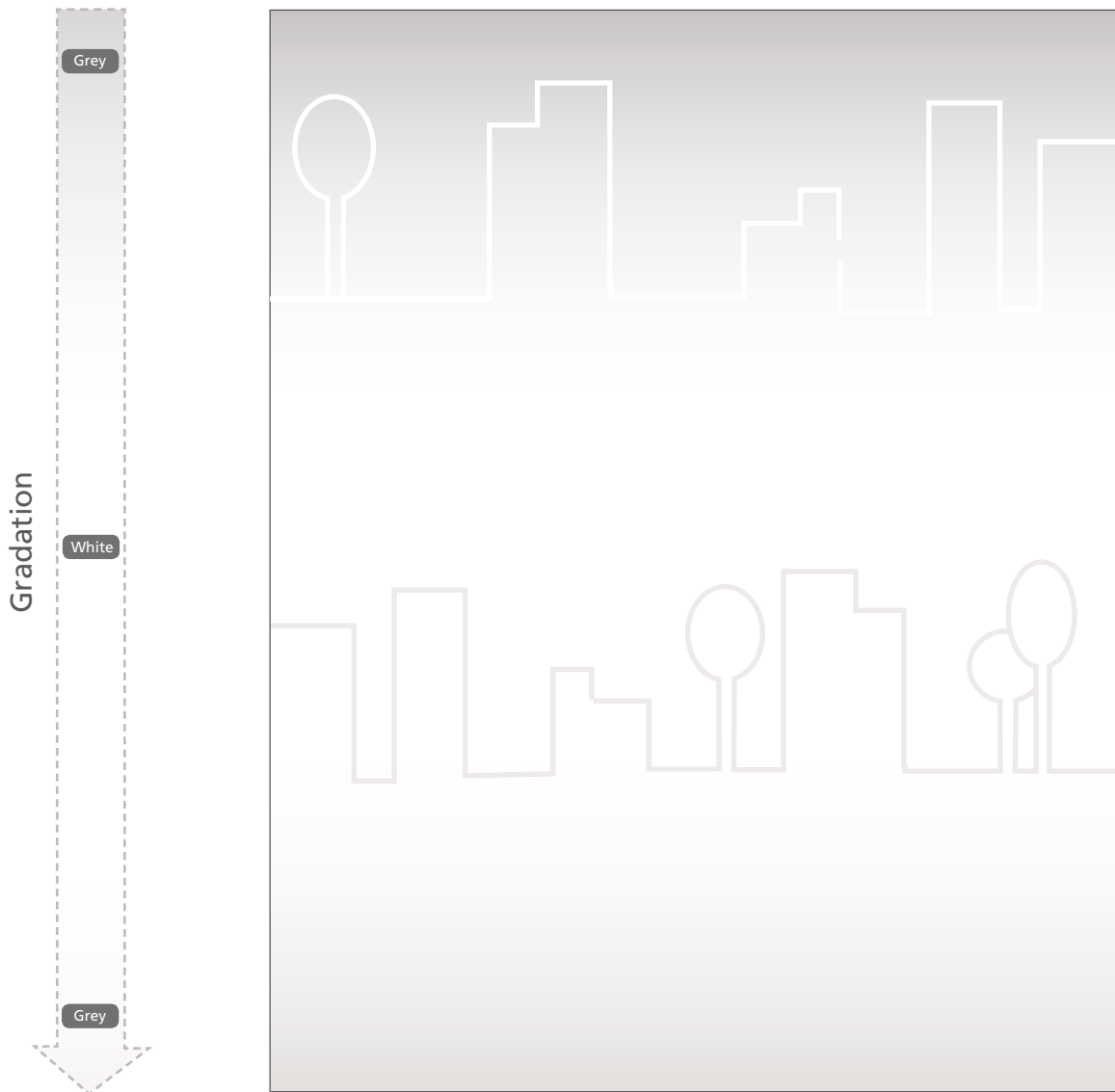
VISUAL 10



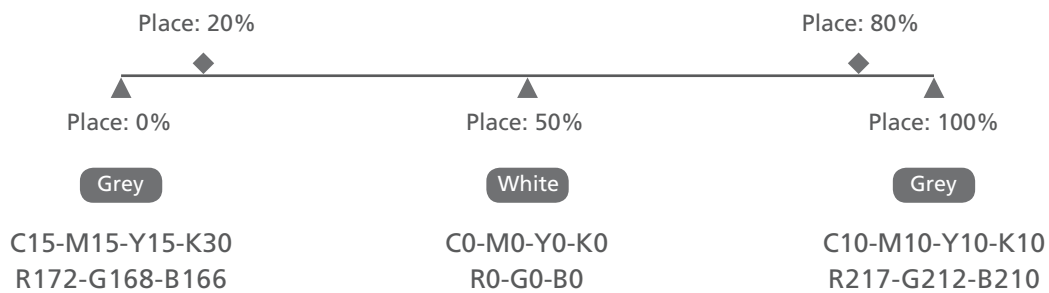
6.2. BACKGROUND

The background for all documents is a city represented with lines that form buildings and trees.

You will find the background in the toolkit of ready-made templates. e.g. *'Toolkit/BROCHURE/'*



Value of the gradient:



Gradient angle: -90°

7. PUBLICATIONS

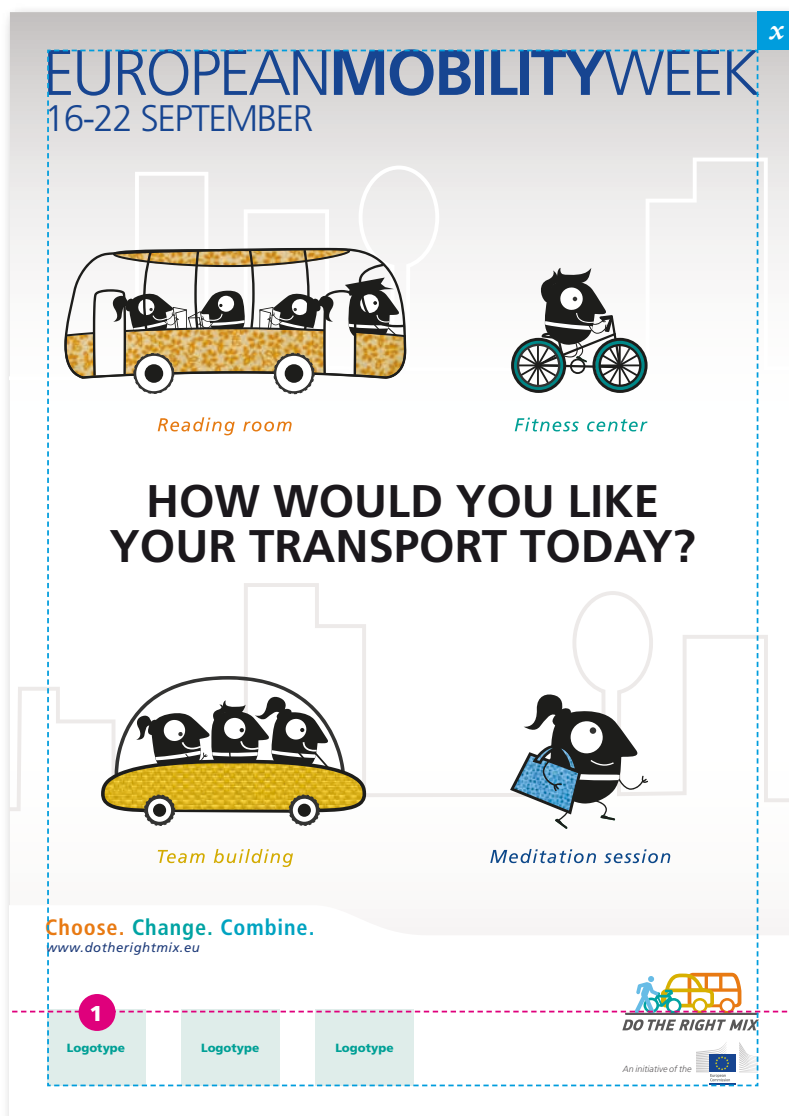
7.1. CONSTRUCTION OF POSTER (DO THE RIGHT MIX CAMPAIGN)

These two campaign posters can be used all year long and convey the 2015 call-to-action. You can customise it with your logos in the footer, as long as they have the same visual weight as the European Commission logo. The illustrations and texts cannot be modified on both posters and alternative formats (e.g. rollup, banner, etc.).

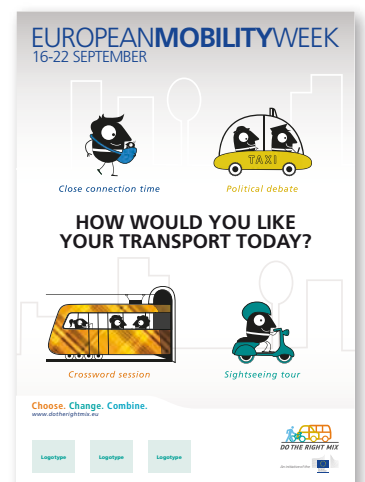
> 'Toolkit/POSTER'

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 half of the campaign stamp.

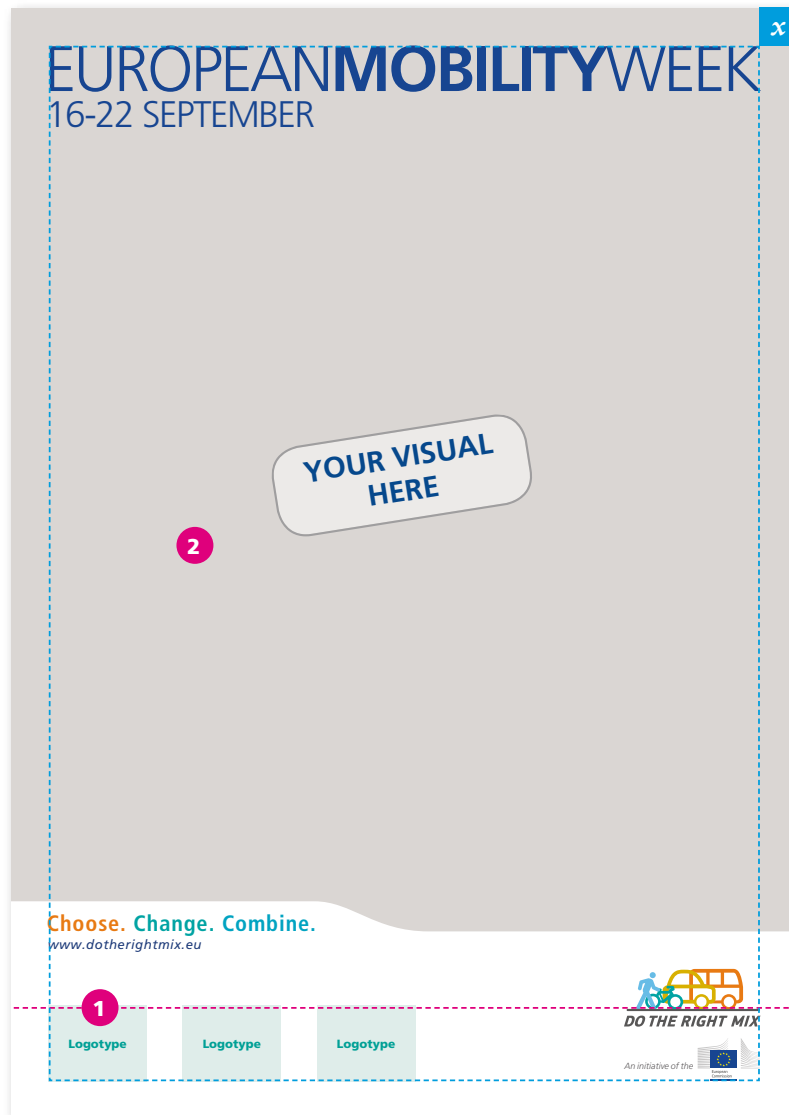
7.2. CONSTRUCTION OF POSTER (EUROPEANMOBILITYWEEK)

This poster template should be used for the EUROPEANMOBILITYWEEK promotion in your city. You can insert your announcement in the blank section.

> 'Toolkit/POSTER'

A3 POSTER

x = 14 mm



PROCEDURE

- 1 Insert your logo(s) on the left side of the footer. Your logos must be aligned between the line of the DO THE RIGHT MIX logotype and the bottom margin of the page.
- 2 Place here your own EMW poster. You can find royalty-free pictures through this link: <http://www.eltis.org/resources/photos>

7.3. CONSTRUCTION OF BROCHURES

This is an example of an A4 folded leaflet. In a 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 DO THE RIGHT MIX campaign (e.g. handbook, thematic guidelines, best practice guide).

> 'Toolkit/BROCHURES/'

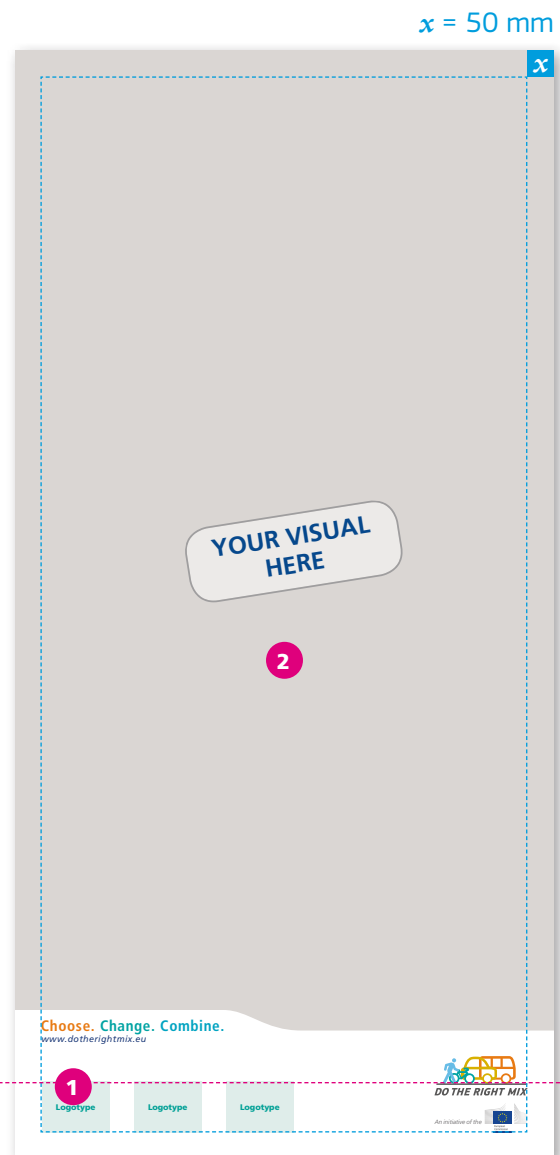
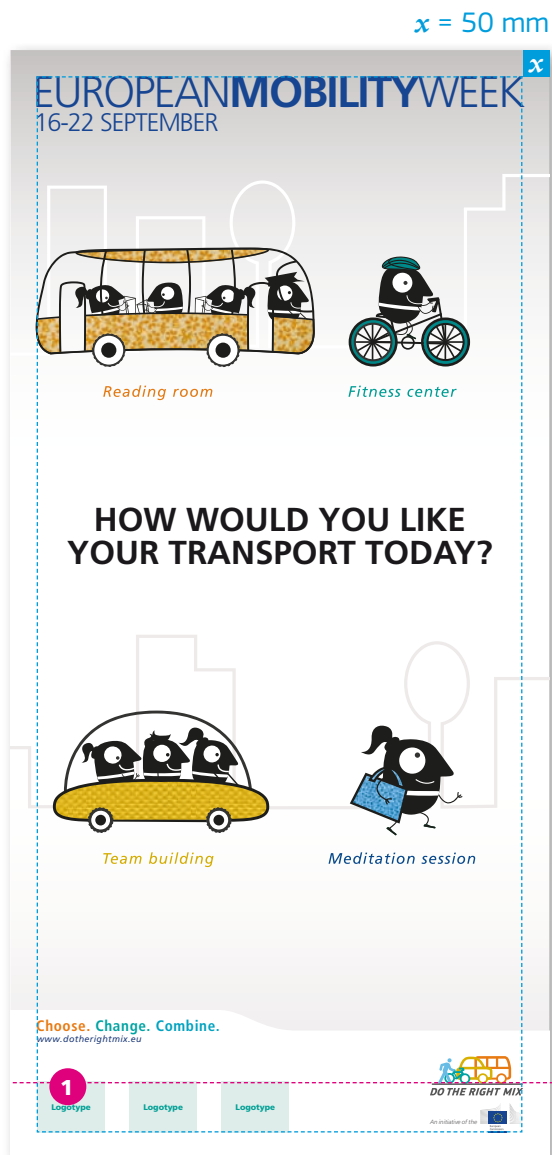
BACK
COVER
x = 10 mm

INSIDE PAGES

7.4. CONSTRUCTION OF VERTICAL ROLL-UPS

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 DO THE RIGHT MIX logotype and the bottom margin of the page.
- 2 Place here your own EMW poster. You can find royalty-free pictures through this link: <http://www.eltis.org/resources/photos>

8. FOLDER

Title: Frutiger Bold 14pt
Body: Frutiger Regular 9pt

BACK

COVER

x = 10 mm

2x

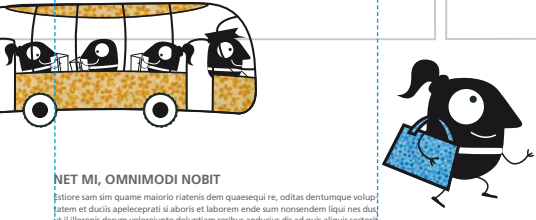
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NET MI, OMNIMODI NOBIT


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EUROPEAN MOBILITY WEEK
16-22 SEPTEMBER





Choose. Change. Combine.
www.dotherightmix.eu

DO THE RIGHT MIX
An initiative of the 


INSIDE PAGES

EUROPEAN MOBILITY WEEK
16-22 SEPTEMBER





Choose. Change. Combine.
www.dotherightmix.eu

DO THE RIGHT MIX
An initiative of the 

9. CHARTER

FORMAT A4 > 210mm x 297mm

This charter needs to be signed by the cities taking part in the EMW. You can translate the charter in your own language but the layout and campaign stamp cannot be modified.


> '[Toolkit/CHARTER/](#)'

x = 10 mm

x

EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER



CHARTER 2015

We the undersigned hereby declare that we shall join in the EUROPEAN MOBILITY WEEK starting on Wednesday 16 and ending on Tuesday 22 September 2015 by:

- > Organising a week of activities, taking into account the 2015 focal theme multimodality, under the call-to-action 'Choose. Change. Combine.'
- > 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 Tuesday 22 September 2015.


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 2015 are also eligible on condition that they are promoted or inaugurated during 2015 EUROPEAN MOBILITY WEEK.

Choose. Change. Combine.
www.dotherightmix.eu



DO THE RIGHT MIX

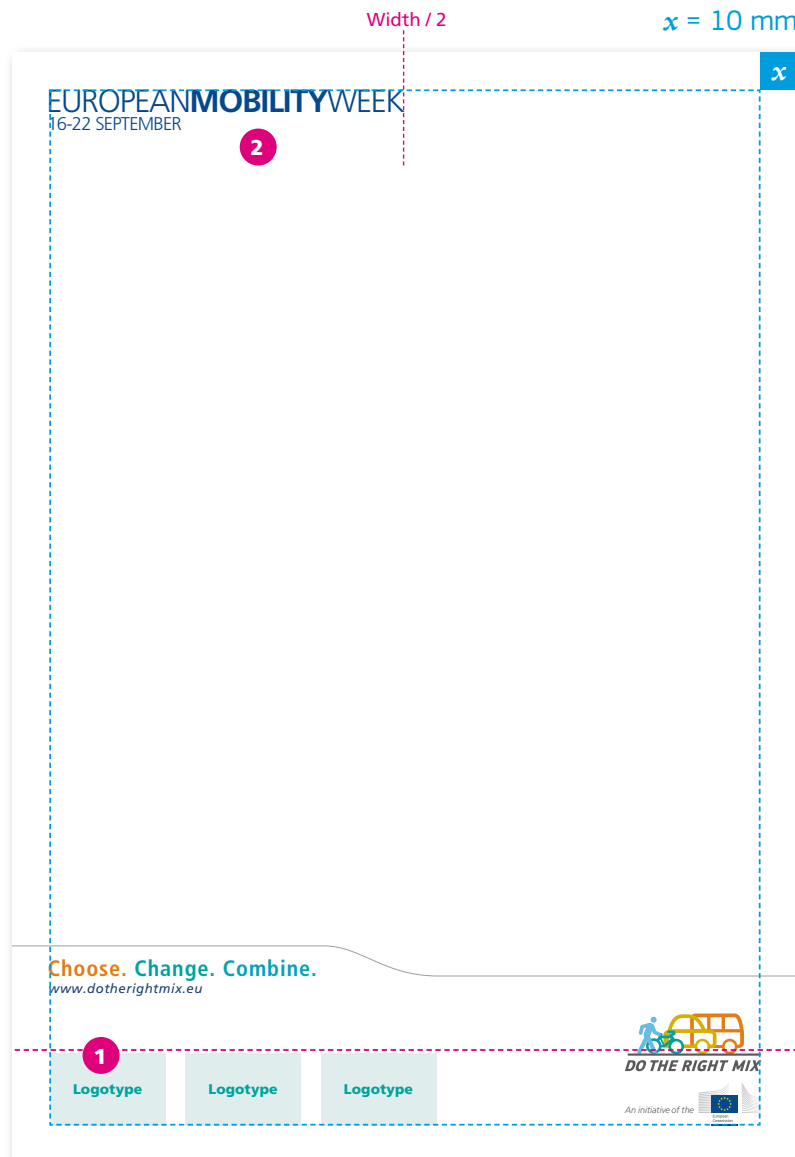
An initiative of the 

10. LETTERHEAD

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 DO THE RIGHT MIX logotype and the bottom margin of the page.
- 2 The EMW logo should cover half the width of the page, within the defined margins.

11. POWERPOINT

> 'Toolkit/POWERPOINT'

x = 10 mm

Slide thumbnail showing the full slide content. The main text area is highlighted with a red dashed line labeled "Height / 2". The slide content includes:

- EUROPEAN **MOBILITY** WEEK
- 16-22 SEPTEMBER
- Choose. Change. Combine.
www.dotherightmix.eu
- DO THE RIGHT MIX logo (An initiative of the European Union)

Slide thumbnail showing the slide content with a red dashed line indicating the width of the main text area, labeled "Width / 2". The slide content includes:

- EUROPEAN **MOBILITY** WEEK
- Choose. Change. Combine.
www.dotherightmix.eu
- DO THE RIGHT MIX logo (An initiative of the European Union)

12. SOCIAL MEDIA BANNERS

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

12.1. FACEBOOK

> *'Toolkit/SOCIAL MEDIA/Facebook-header'*



12.2. TWITTER BANNER

> *'Toolkit/SOCIAL MEDIA/Twitter-header'*

