

EUROPEAN MOBILITY WEEK

VISUAL GUIDELINES



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INTRODUCTION

ABOUT THE CAMPAIGN

EUROPEAN **MOBILITY WEEK**, which culminates in the trademark Car-Free Day, is the largest Europe-wide awareness-raising campaign on sustainable urban mobility. The campaign is an initiative of the European Commission - Directorate-General for Mobility and Transport¹.

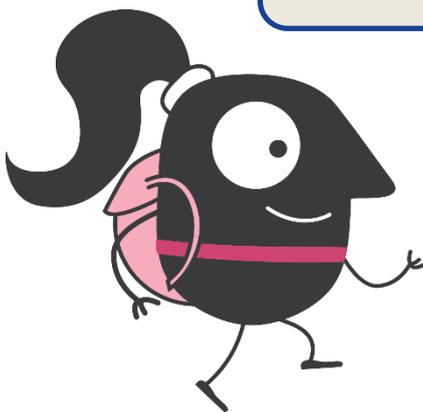
Every year from 16-22 September, towns and cities participate by organising activities, implementing permanent mobility measures, and holding a Car-Free Day.

Actions are not limited to one week. Local authorities and other organisations that promote sustainable urban mobility can take part by registering a **MOBILITY ACTION** at any time during the year.

The objective of the campaign is to achieve -positive behavioural change towards cleaner and more intelligent transport choices. It provides the perfect opportunity to present sustainable mobility alternatives to local residents.

The week represents an excellent occasion for local stakeholders to get together and discuss the different aspects of mobility and air quality, find innovative solutions to reduce car use and to test new technologies or planning measures.

Local authorities are strongly encouraged to use the campaign to test new transport measures and get feedback from the public.



¹ https://ec.europa.eu/transport/home_en

HOW TO USE THE COMMUNICATION TOOLKIT

These Visual Guidelines will help you to use the basic elements included in the Communication Toolkit, which you can download from <http://www.mobilityweek.eu/communication-toolkit/>

The European Secretariat requests all European towns and cities participating in the campaign to share a common branding. To this end, a set of graphic elements have been developed that can be easily integrated in the production of materials for local campaigners.

The Communication Toolkit includes the following basic elements:

- EUROPEAN**MOBILITYWEEK** Logo (in official EU languages)
- European Flag (also known as the EU Emblem)
- Images of the campaign's mascot using various modes of transport
- **MOBILITYACTIONS** label²

In addition, the Communication Toolkit includes templates for different materials:

- Template for A4 documents (Word)
- Template for presentations (PowerPoint)
- Template for a poster, brochure and banner
- Social media banners: Facebook, Twitter and YouTube

All the graphic material is free of charge and it is not protected by any copyright

Please note that this graphic material shouldn't be altered. If you have doubts concerning any aspect of the guidelines presented in this document, please contact the European Secretariat at info@mobilityweek.eu

Can I contribute to further expand the Communication Toolkit?

Yes! If you have created a new element that can be useful for other local campaigners or you have an idea to create a new one, please share it with your National Coordinator or with the European Secretariat via info@mobilityweek.eu

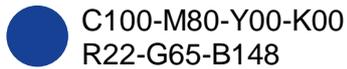
² Only for actions registered at www.mobilityweek.eu/about-mobilityactions/

BASIC ELEMENTS FOR A COMMON BRANDING

EUROPEANMOBILITYWEEK LOGO

As the EUROPEAN**MOBILITY**WEEK campaign logo is composed of letters only, it is very important to use the correct font, in order to maintain a consistent branding.

The correct font for the campaign title is Frutiger LT Std. The colour of the text is the same **blue** as the EU flag. There is also a version in white.



In case the logo appears on a dark background, the text colour can be changed to white.

The title may be presented in one line or in three lines. When laid out in one line, it must be always presented in this way:

- Without spaces
- In capital letters
- With the word **MOBILITY** (in the middle) in bold

Logo Blue 1-line:

EUROPEAN**MOBILITY**WEEK

The logo can also appear together with the fixed dates for the campaign (16-22 SEPTEMBER), which must then be aligned to the left, in Arial font, all capital letters, and in a smaller size than the title.

Logo Blue 1-line date:

EUROPEAN**MOBILITY**WEEK
16-22 SEPTEMBER

The three-lined version of the logo must be aligned to the left. The use of the three-lined title or logo is recommended for materials where the one-lined version is not readable, i.e. social media profile photos.

Logo Blue 3-line:

EUROPEAN
MOBILITY
WEEK

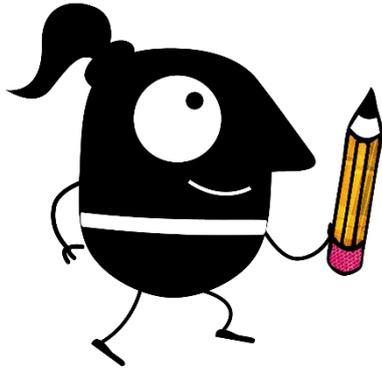
Logo Blue 3-line date:

EUROPEAN
MOBILITY
WEEK
16-22 SEPTEMBER

The logo in the Communication Toolkit does not include a reference to the year, but this can be easily inserted for each year.

The logo is available in the Communication Toolkit in each EU language in the following formats:

- .ai (one master file including different layers for each language)
- .png



When spelling the campaign title in your communication materials we suggest you keep the formula:

CAPITAL LETTERS + no spaces + **MOBILITY** in bold

Example: EUROPEAN**MOBILITY**WEEK

When bold text is not possible, you can add spaces between words, keeping the capital letters.

Example: EUROPEAN MOBILITY WEEK

In some languages there might be more than one bold word, and sometimes MOBILITY is not in the middle.

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 general rules for using the EU emblem are available here:

http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm



● C100-M80-Y00-K00
R22-G65-B148

● C00-M00-Y100-K00
R255-G237-B0

MARGINS AND SIZE OF THE EU EMBLEM IN A FOOTER

You can add your own logos in a white footer including the EU emblem. The size of the footer may vary depending on the type of publication you are producing (poster, landscape/portrait banner, flyer, etc.).

In order to maintain a common branding, the following simple rules apply:

- The EU Emblem should always be aligned to the right
- Your logos should be on the left, and their size should be no bigger than the EU emblem
- The margins within the footer should be half of the height of the EU emblem

As long as these rules are respected, the layout of the footer may vary. Here are some examples of correct usage:



HASHTAG AND WEBSITE URL

The hashtag **#MobilityWeek** is written in Arial font, lower case, and with capitalised 'M' and 'W' to facilitate reading it. Although social media platforms doesn't take this into account, we write the word **'Mobility'** in bold for other materials. It can be presented in any colour of the palette for harmonization with other elements in a specific context.

#MobilityWeek

#MobilityWeek

The official campaign website, www.mobilityweek.eu, is generally not promoted, as it is already quite well known. In case it must be added to communication materials, it should be written in Arial Bold or Arial Italic Bold font in the same blue as the logo and the EU emblem. You can also add your national or local website URL, but please remember that registration and promotion at the European level must remain via www.mobilityweek.eu

www.mobilityweek.eu

MASCOT

The EUROPEANMOBILITYWEEK mascot personifies urban mobility. They are available in:

- .ai (editable)
- .eps (vectorised)
- .jpg
- .png (with a transparent background)

Pedestrians



Accessibility



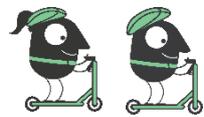
Skaters



Cyclists



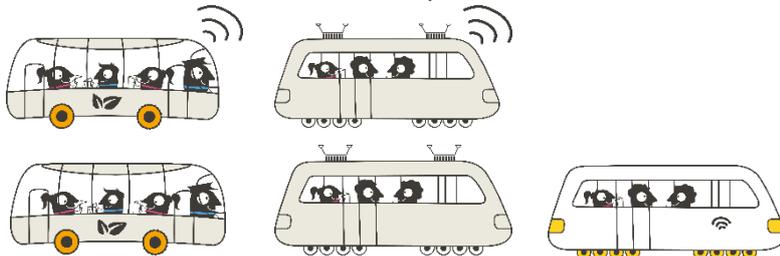
E-Scooter



Moped



Public Transport



Electric car



Car sharing



Taxi



Automated shuttle



Awards



MOBILITYACTION LABEL

Businesses, NGOs, schools and other actors, including towns and cities, who promote sustainable urban mobility at any time of the year, not only during EUROPEAN MOBILITY WEEK, can gain visibility at the European level by registering their promotional activity as a **MOBILITYACTION** (www.mobilityweek.eu/about-mobilityactions/)

Once you have registered your action, we encourage you to add the **MOBILITYACTION** label to your website, social media pages, posters, leaflets, flyers, etc.

The **MOBILITYACTION** label is integrated within a rectangle with a white background and a blue outline.



To ensure legibility, the smallest horizontal dimension recommended is 45mm.

Please note that the right to use the **MOBILITYACTION** label is given to individual actions and not to institutions or companies. In practice this means that the label can only be used on webpages 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 an endorsement of commercial advertisements, products or services.

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

FONTS AND COLOURS

FONTS

The font used for the EUROPEAN**MOBILITY**WEEK logo is Frutiger LT Std.

For all other text, only Arial should be used. Texts should not include Arial Narrow or **Arial Black**, but only Arial Regular and **Arial Bold** in a combination of lower case and capital letters, and very rarely in *Arial Italic*.

Arial Regular:

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

Arial Bold:

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
0123456789

Arial Italic:

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
0123456789

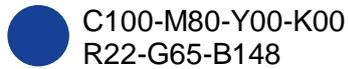
Arial Italic Bold:

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

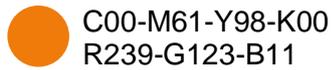
In case you do not have the required characters to apply in your national language, we suggest you use **Arial Narrow** or **Helvetica** instead.

COLOURS

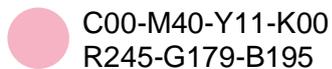
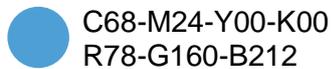
The main colour for EUROPEAN**MOBILITY**WEEK is the same blue as the EU emblem:



This is the orange used for the logo of the Award for Sustainable Urban Mobility Planning (**SUMP Award**):



The rest of the palette is comprised of the following colours that can be used at your own discretion in different communication and promotional materials (website, posters, gadgets, etc.):



TEMPLATES FOR PUBLICATIONS

TEMPLATE FOR DOCUMENTS (Word)

This template uses an A4 size (210mm x 297mm). Other DIN formats will be proportional to these values.

The annual call-to-action may appear in the footer above the hashtag.

You can insert your logo(s) on the left-hand side of the footer. Your logos must be aligned between the line of the EU emblem and the bottom margin of the page.

The EUROPEAN**MOBILITYWEEK** title should cover approximately half the width of the page.



TEMPLATE FOR PRESENTATIONS (Power Point)

EUROPEAN **MOBILITYWEEK**
16-22 SEPTEMBER

EVENT NAME
CITY, XX MONTH YEAR

EVENT NAME

XX MONTH YEAR
CITY

Call-to-action
#MobilityWeek



EUROPEAN **MOBILITYWEEK**
16-22 SEPTEMBER

EVENT NAME
CITY, XX MONTH YEAR

CHAPTER 1

Speaker's name
ORGANISATION



Call-to-action
#MobilityWeek



EUROPEAN **MOBILITYWEEK**
16-22 SEPTEMBER

EVENT NAME
CITY, XX MONTH YEAR

Click to add text

- Click to add text

Call-to-action
#MobilityWeek

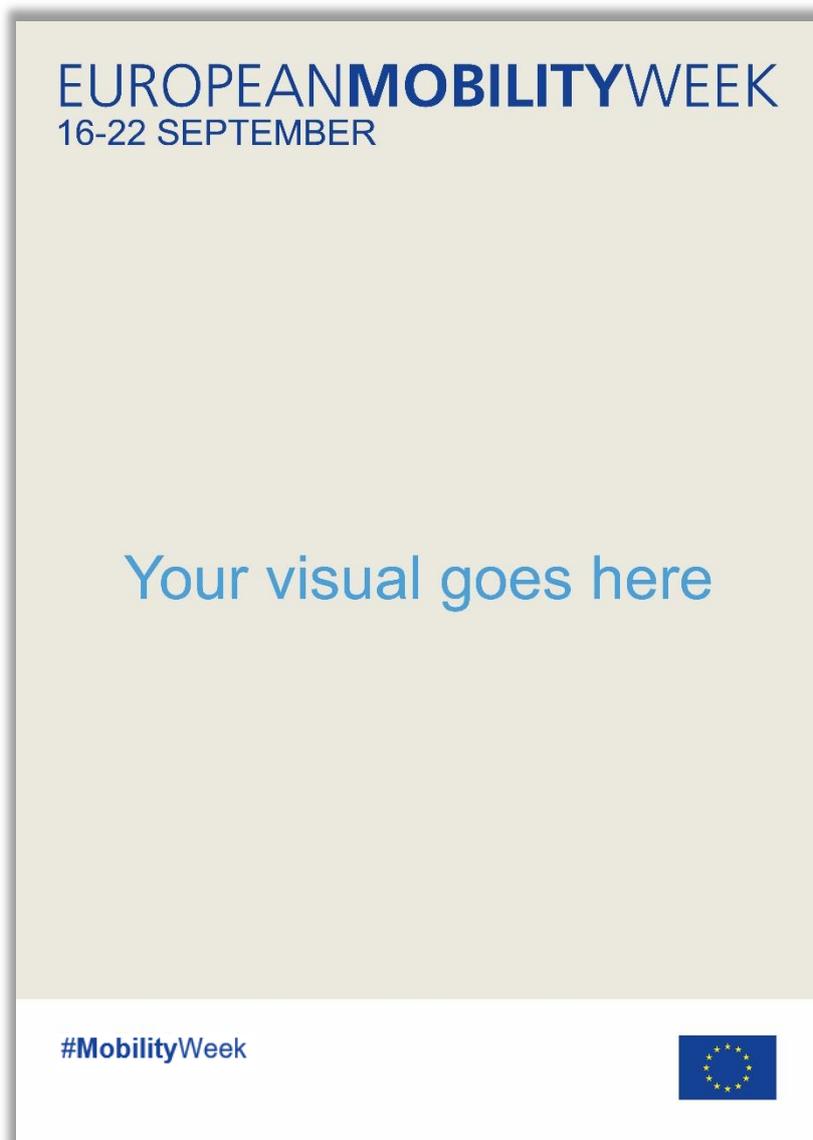


TEMPLATE FOR POSTERS

This template can be used to produce posters promoting EUROPEAN**MOBILITY**WEEK in your town or city.

The idea is to keep the common branding elements including the campaign logo and the footer with the EU emblem, and to respect the fonts and colours as mentioned in previous sections.

You can find royalty-free pictures at the following link: <http://www.eltis.org/resources/photos>



TEMPLATE FOR BROCHURES

This is an example of a folded brochure or leaflet. The images below are intended to illustrate the minimum elements for a common branding. Please feel free to add other elements, such as the various versions of the mascot, at your own discretion. For more extensive publications, additional logos should be inserted at the bottom of the back cover.

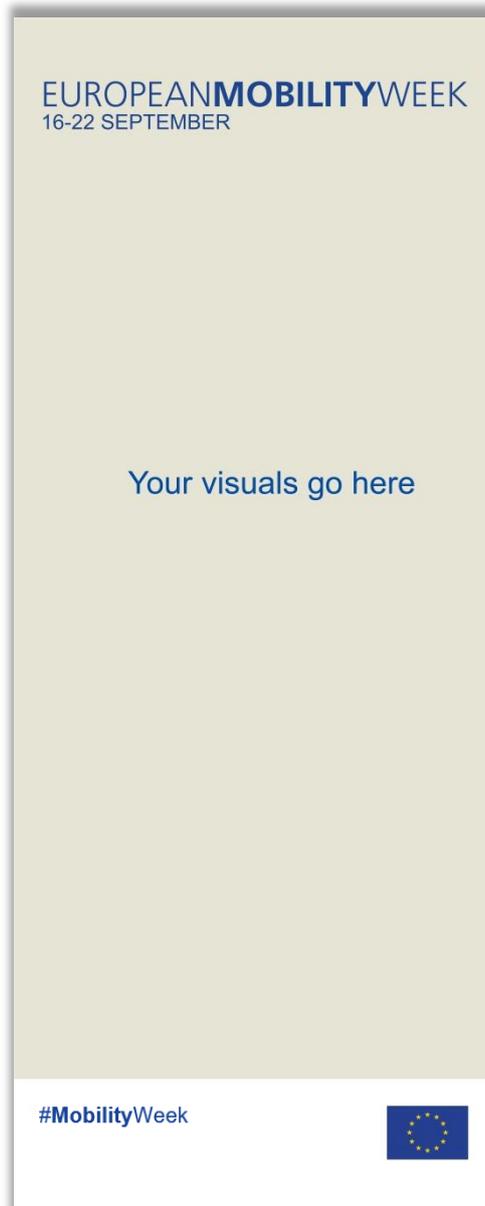


TEMPLATE FOR ROLL-UP BANNERS

Here you can find a suggested structure of a vertical roll-up banner. You can adapt the layout according to the size of your product.

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

You can find royalty-free pictures through this link: <http://www.eltis.org/resources/photos>



SOCIAL MEDIA BANNERS



A Facebook banner for European Mobility Week. The banner features a blue background with a white ground line. On the left, a white bus with a green leaf logo and a Wi-Fi symbol is shown. In the center, a black character on a bicycle with a blue cargo box is shown. To the right, a black character holding a smartphone with a Wi-Fi symbol is shown. On the far right, a yellow car with a green leaf logo and a Wi-Fi symbol is shown. A small European Union flag is in the bottom right corner. Below the banner, the text 'EUROPEAN MOBILITY WEEK' is displayed in a white circle. To the right, the text 'European Mobility Week' is followed by 'Organización sin ánimo de lucro' and a blue button with 'Más información'.



A Twitter profile card for EUROPEANMOBILITYWEEK. The card features a blue header with a back arrow, the name 'EUROPEANMOBILITYWEEK', and '3.551 Tweets'. Below the header is a banner image identical to the Facebook banner. The profile picture is a white circle with 'EUROPEAN MOBILITY WEEK' text. To the right of the profile picture are three icons: a menu, a notification bell, and a blue 'Siguiendo' button. Below the banner, the name 'EUROPEANMOBILITYWEEK' and handle '@mobilityweek' are shown. The bio reads: 'Each year from 16-22 September, the EUROPEAN MOBILITY WEEK is the most widespread event to raise awareness of sustainable mobility'. Below the bio is a link to 'Traducir la biografía'. The location is 'Brussels', the website is 'mobilityweek.eu', and it says 'Se unió el marzo de 2010'. The number of followers is '1.567 Siguiendo' and '9.121 seguidores'. At the bottom, it says 'EU Public Affairs, Piotr Rapacz y 40 más de las cuentas que sigues siguen a este usuario'.

Overview of existing campaign accounts

EUROPEAN**MOBILITYWEEK** is active on Facebook and Twitter. We encourage you to use the official hashtag in English: **#MobilityWeek**. The campaign's approach is to highlight campaign activities through short and direct messages, and to provide news related to sustainable transport and planning within urban areas.



<http://www.facebook.com/EuropeanMobilityWeek>



<https://twitter.com/mobilityweek>



<https://www.youtube.com/user/europeanmobilityweek>



<https://www.instagram.com/europeanmobilityweek/>



<http://www.flickr.com/photos/europeanmobilityweek>

Guidelines on the relationship between local social media accounts and the central EUROPEAN**MOBILITYWEEK** campaign account

You are strongly encouraged to use your own social media presence and interact with the central EUROPEAN**MOBILITYWEEK** accounts (Facebook and Twitter) and with the accounts belonging to other participants and initiatives across Europe. This can be done by liking/following posts, using the hashtag **#MobilityWeek**, sharing posts, and tagging others on social media to help spread awareness 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 EUROPEAN**MOBILITYWEEK** accounts.

The policy of these accounts is to post primarily in English. Nonetheless, the central EUROPEAN**MOBILITYWEEK** accounts are valuable tools which can highlight your actions, so if you are communicating on a major action in your native language, please notify us ahead of time by sending a private message to the EUROPEAN**MOBILITYWEEK** accounts. The European Secretariat team is happy to support you and help share your information.

How you post and conduct yourself is entirely dependent on your own social media strategy. Nonetheless, please bear in mind that you will be linked with a European Commission campaign. Therefore, we strongly 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 or Twitter.

Tips on how to cross-promote on social media

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

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

If Twitter is part of your communications strategy, it would be highly beneficial for the EUROPEAN**MOBILITY**WEEK campaign and your action if you would use the official hashtag in English **#MobilityWeek** to highlight your association with the campaign and be part of the overarching conversation and promotion

You may also wish 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, the campaign's European Secretariat is looking forward to interacting with you and highlighting your actions.



EUROPEAN MOBILITY WEEK

