Covenant of Mayors
Logo

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.
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.
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. Flowers
   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: 9 cm wide*

5. 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*
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

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

Noto Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Noto Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Noto Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Noto Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Covenant of Mayors
Photography

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 overlayed.

For advertising purposes, a white band should appear beneath or above the image. This area will contain the full logo and supporting information.
1. Standard document template
This template should be used for reports, letters and other standard Covenant of Mayors documents.

2. Creative document template
This template should be used for promotional activities and wider communication purposes.
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 supports

1. Elements to be added on all communication materials

A. Logo Covenant of Mayors

B. Website address  www.eumayors.eu

C. Disclaimer

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

“The Covenant of Mayors Office is supported by the Intelligent Energy – Europe Programme and implemented by a consortium of local and regional authorities’ networks, led by Energy Cities, composed of CEMR, Climate Alliance, EUROCITIES and Fedarene.”

This should be completed with the European flag and the logo of the Intelligent Energy - Europe programme, to be found on http://ec.europa.eu/energy/intelligent/implementation/communication_en.htm

2. Limits of use

The Covenant of Mayors logo and its graphical elements can be used for promotional purposes by the Covenant of Mayors Office and the Covenant of Mayors Community (signatories, coordinators, supporters,...). It cannot be used for political campaigning and commercial purposes.

3. Logo use for Covenant-related projects

The Covenant of Mayors 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 is graphically distinguishable 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 Office and the networks constituting the Covenant of Mayors Office are not responsible for its translation.”
For further information, please visit www.eumayors.eu or contact:

Covenant of Mayors Office
63-65 rue d’Arlon
1040-Brussels
BELGIUM
Tel: +32 2 400 10 67