



23<sup>rd</sup>

# EUROPEAN WEEK of REGIONS and CITIES

13-15  
OCT  
2025

Shaping Tomorrow, Together

#EURegionsWeek





## Why yearly-specific branding guidelines for the European Week of Regions and Cities?

To mark each new edition of the European Week of Regions and Cities, its new focus and priorities, the organisers yearly define a new branding scheme, i.e. a new combination colours and a new branding image.

In 2025, the European Week is held under the overall slogan **‘Shaping Tomorrow, Together’**.



# Outline

## ■ **Combination of colours**

- 01. Background colours
- 02. Text colours
- 03. Event name
- 04. Visual colours

## ■ **Branding image**

## ■ **Typography**

## ■ **Social media templates**

- 01. Facebook format
  - 02. Twitter format
  - 03. Instagram format
  - 04. PowerPoint format
- 

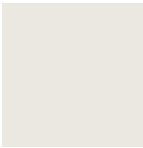
## ■ **Examples of declinations**

- 01. Web banners
- 02. Thematics

# Combination of colours



01.  
Background colours



Hex #D9D5C7  
RGB 217, 213, 199  
CMYK 17, 13, 23, 1

Beige is a popular color in graphic design. It can be used alone as a calm neutral background. It will take on some of the attributes of stronger warm colors or cool colors it accompanies. Beige share the warmth that brown exudes as well as the cooling effect of white.

## 02.

# Text colours

On the white background, the headlines and the small titles will be displayed in one of the 5 visual colours and the body text in black.

### Sed tempus cursus

*Donec pellentesque*

Mauris ut malesuada sem. Praesent porttitor euismod interdum. Curabitur pretium rhoncus enim, in ultrices nibh iaculis sit amet. Vivamus enim ligula, hendrerit sit amet faucibus quis, sollicitudin ut massa. Vivamus et tortor tortor, vel pretium lacus. Vestibulum felis elit, venenatis in faucibus id, pulvinar id ligula.

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03.

Event name

In general (on the majority of the materials), the coloured version on a beige background will be used.



negative version



04.

Visual colours

5 Main colours have been chosen (possibility to use shades)



Hex #004492  
RGB 0, 68, 146  
CMYK 100, 77, 9, 1



Hex #5EB8D4  
RGB 94, 184, 212  
CMYK 62, 8, 14, 0



Hex #F2E638  
RGB 242, 230, 56  
CMYK 11, 0, 84, 0



Hex #493DA1  
RGB 73, 61, 161  
CMYK 86, 82, 0, 0



Hex #CA8D44  
RGB 202, 141, 68  
CMYK 18, 46, 79, 7



Hex #D9D5C7  
RGB 217, 213, 199  
CMYK 17, 13, 23, 1

Branding  
image



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# Typography

## Printed material (offset)

**Myriad Pro** should be used in all printed communication for a consistent image (promotional material, publications, events tools...).

As a general rule, **Myriad Pro Regular** or **Light** is used for body text and **Myriad Pro Semibold, Bold** or **Black** for headings and subheadings.

**Italic** may also be used according to the rules set in the European Week of Regions and Cities' style guide.

## Other written material

**Verdana** should also be used for memoranda, fax transmittals, letters, speeches, presentations (i.e. material which is not necessary meant for offset printing).

## On the web

**Verdana** is the font for html.

Headline 1 is invisible for web users and serves only the purpose of search engines (for web reference).

Headline 2 designs the main titles, displayed in bold size 17 (17 px or 17 pt for Photoshop or word).

Headline 3 designs the sub-headings, displayed in size 15.

The main text body is displayed in size 12.

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Myriad Pro Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Myriad Pro Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Myriad Pro Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Myriad Pro Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Myriad Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Myriad Pro Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Verdana Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Verdana Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Verdana Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***



# 01.

## Facebook format

(1024 px x 1024px)

The best way to communicate on social media is to visualise the information. You are free to use pictures, infographics, illustrations linked to your message.

For any use or reproduction of photos or other material that is not under the copyright of the European Union, permission must be sought directly from the copyright holders. A copyright notice must be added near each element.

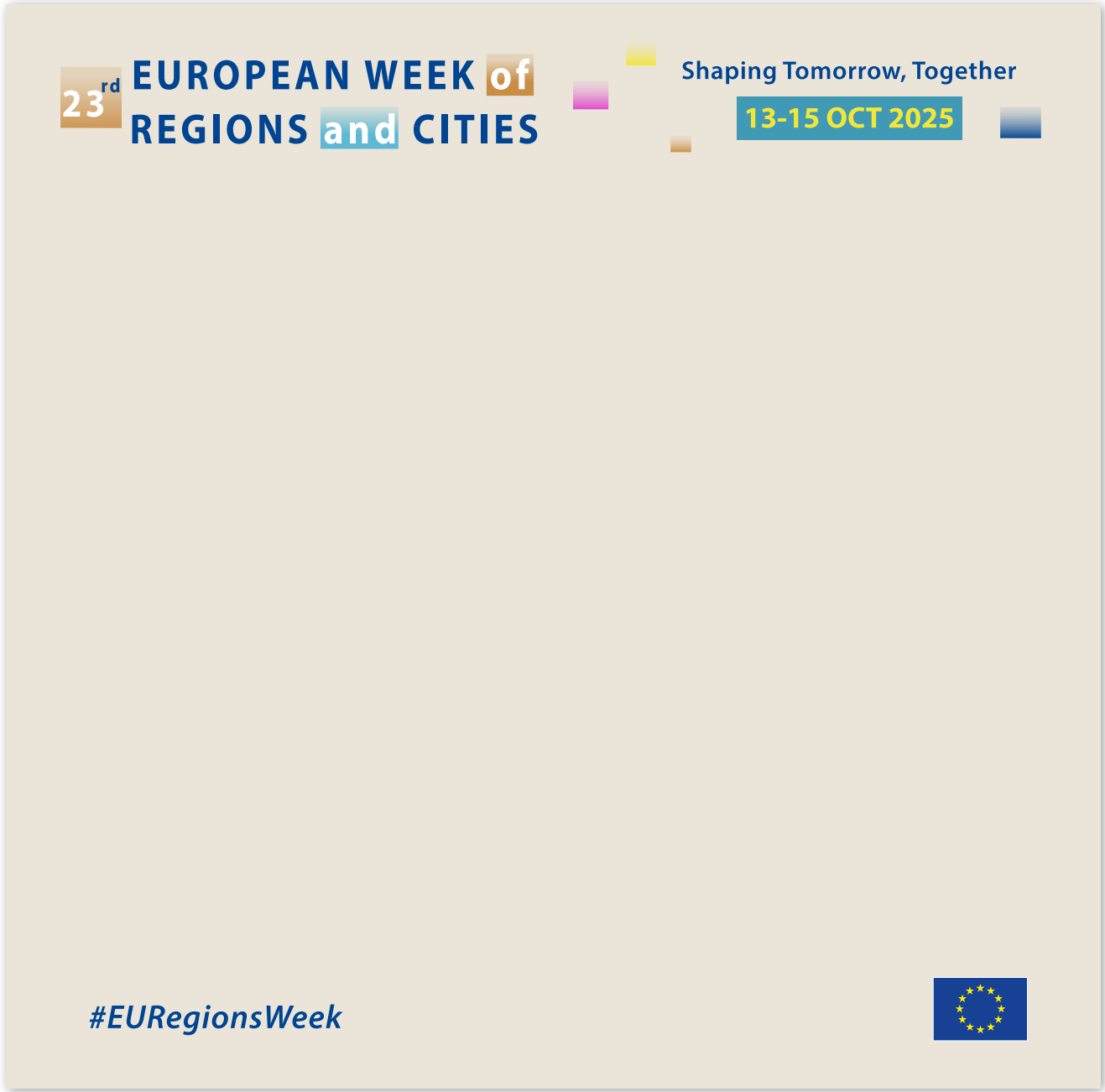
The EU logo should be placed in the lower right corner.

All templates presented in this manual are available and downloadable under:  
[https://europa.eu/regions-and-cities/partners\\_en](https://europa.eu/regions-and-cities/partners_en)

It is possible to add partner logos in the places indicated for this purpose. The title of the event, the branding image, the EU logo and hashtag are fixed elements, while the rest can be adapted to suit individual communication needs.

## Social media templates





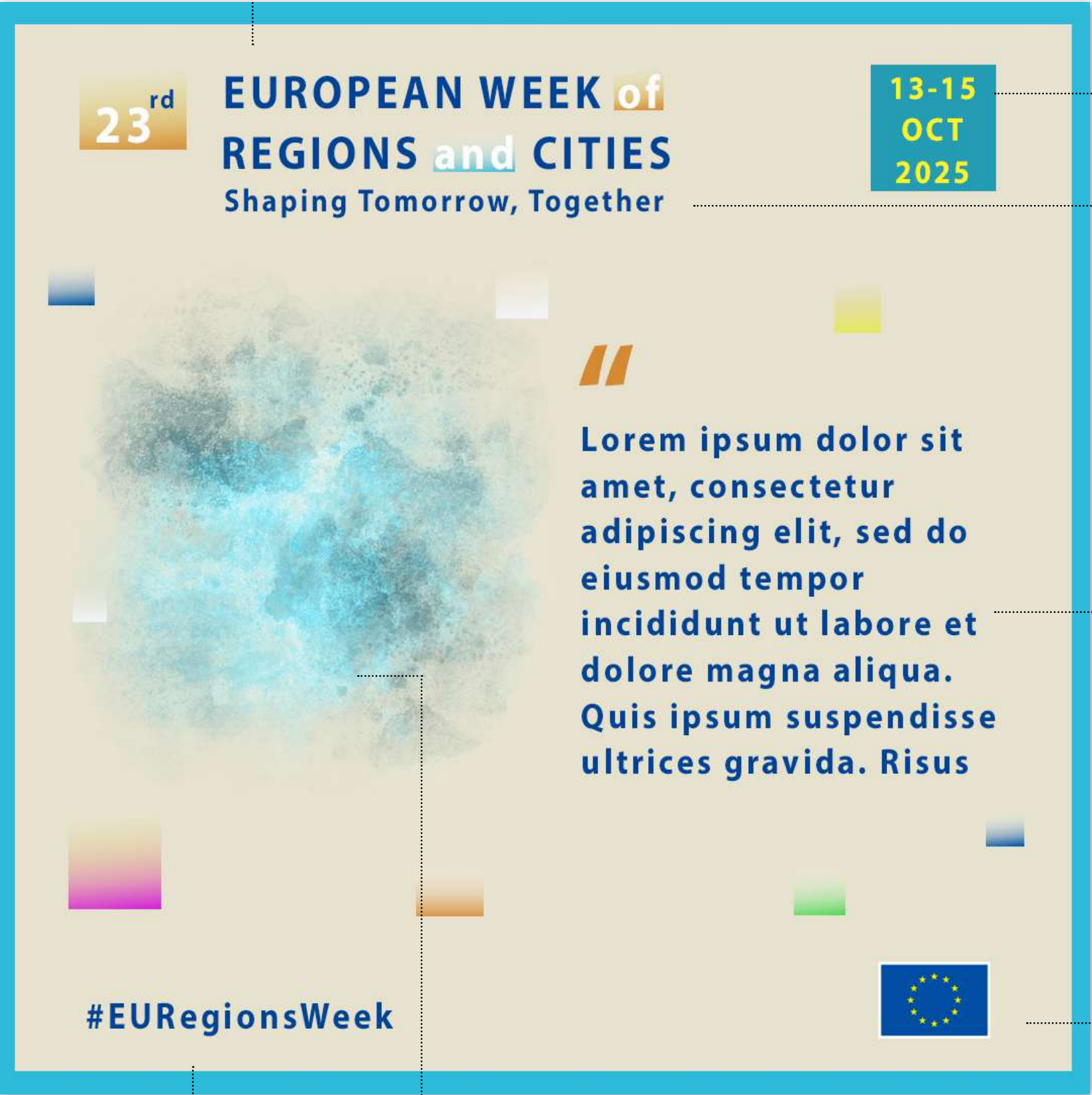
Commissioner's quote



Partner's quote

Partner's quote

The **name and edition of the event** are a fixed element of the branding which must be systematically placed at the top left and represents a non-editable element.



The **date** should be place in the upper right corner and is a fixed element.

The **motto** is fixed element and must be placed below the name.

The **quotation** is editable and must be placed on the right. The font is Myriad pro italic black

The **EU logo** should be place in lower right corner and is a fixed element.

The **hashtag** should be place in lower left corner and is a fixed element.

The **Photograph** of the speaker should be placed in front of the color area and must be cut out with no background (transparent).



## 02. X format

Twitter template of 1200 x 628 is good for paid campaign but it appears cut on a phone when used as a normal post. Twitter template of 1200 x 675 fits better for non-paid posts.



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Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua. Quis  
ipsum suspendisse ultrices  
gravida. Risus commodo  
viverra maecenas accumsan

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Commissioner's quote

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Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua. Quis  
ipsum suspendisse ultrices  
gravida. Risus commodo  
viverra maecenas accumsan

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## 03. Instagram format

Instagram stories: 1080 x 1350 px



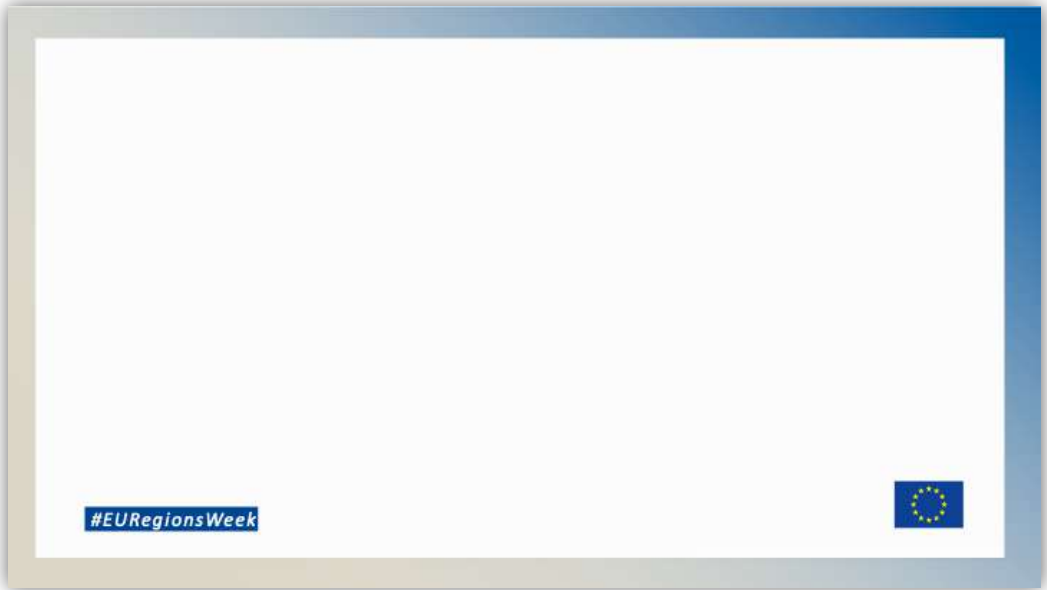
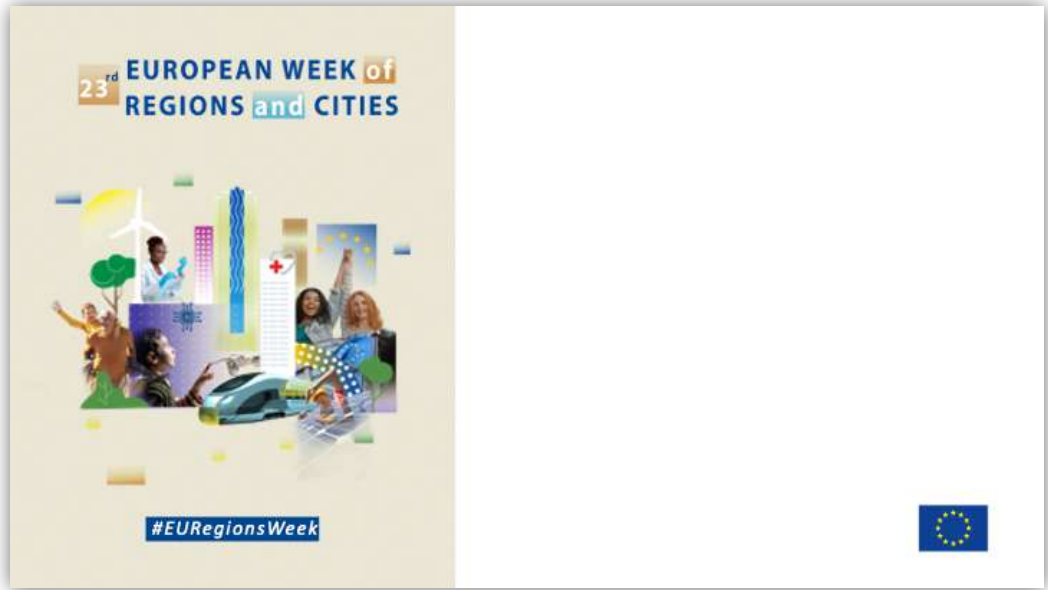
Instagram image: 1080 x 1080



04.

PowerPoint format

PowerPoint template of 1920 x 1080



01.

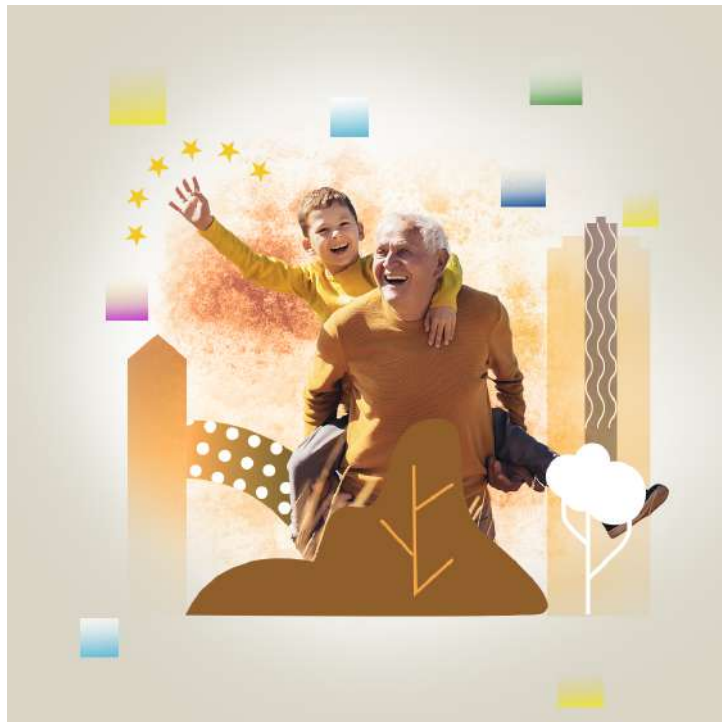
# Web banners



# Examples



## 02. Thematics



**Cohesion and Growth for the Future**



**Cities building tomorrow**



**The Right to Stay: unlocking the potential of every territory**





