Background

The European Committee of the Regions has a new logo. It is based on a redesign of its former logo, with its main features being a continuous sound wave in the form of arrows arranged around the European Union flag and its name.

Open communication through the visualisation of sound waves is the main imagery of this logo. It gives the feeling of motion and the sending and the receiving of information. The wave represents dialogue, the several voices of the cities and regions whose diverse opinions converge at a particular point along the current, as represented by the European Committee of the Regions, and then rebound as they take back the messages of the European Union to local communities.

The need to revamp the logo comes from the resolution made by the CoR Plenary in 2014 to incorporate “European” to its name. The former logo has been in use for the past 20 years, and notwithstanding the resolution, it was a highly opportune moment for the CoR, nevertheless, to update and revise its graphic chart to better correspond to the trends in visual communication and better reflect current trends in the EU institutions’ communication and branding.
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CHAPTER 1

Visual elements

Logo

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The European Committee of the Regions logo is comprised of three connected elements: 1. the continuous sound waves, 2. the European Union flag and 3. its name.

1. It has been designed around the concept of continuous sound waves, which represents both sending and receiving of information, from grassroots Europe at the local and regional level to the heart of the European Union, with the CoR playing a central role.

2. The CoR shares the same values and aspirations with the EU institutions, and the use of the EU flag strengthens the visual alignment with them.

3. The third element is its name: European Committee of the Regions.

The CoR logo exists in positive and negative, in which there further exists CMYK, black and pantone versions, all of which are available in 4 different formats:

- ai
- eps
- jpg
- png

All these formats are available on the Visual Identity webpage: cor.europa.eu/en/Pages/visual-identity.aspx
The logo has been adapted to the 24 official languages of the European Union. The language versions below appear in alphabetical order of the formal titles in their original written forms (according to the ISO codes 639-1).

For horizontal language versions or adaptation to other languages, please contact the CoR publication service publicationsCdR@cor.europa.eu.

<table>
<thead>
<tr>
<th>Language</th>
<th>Official Title</th>
<th>Language</th>
<th>Official Title</th>
<th>Language</th>
<th>Official Title</th>
<th>Language</th>
<th>Official Title</th>
<th>Language</th>
<th>Official Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BG</td>
<td>Европейски комитет на регионите</td>
<td>ES</td>
<td>Comité Europeo de las Regiones</td>
<td>CS</td>
<td>Evropský výbor regionů</td>
<td>DA</td>
<td>Det Europæiske Regionsudvalg</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DE</td>
<td>Europäischer Ausschuss der Regionen</td>
<td>ET</td>
<td>Euroopa Regionide Komitee</td>
<td>EL</td>
<td>Europäischer Komitee der Regionen</td>
<td>EN</td>
<td>European Committee of the Regions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FR</td>
<td>Comité européen des régions</td>
<td>GA</td>
<td>Coiste Earparach na Régiam</td>
<td>HR</td>
<td>European Committee of the Regions</td>
<td>IT</td>
<td>Comitato europeo delle regioni</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LV</td>
<td>Europas Regionu komiteja</td>
<td>LT</td>
<td>Europas regionų komitetas</td>
<td>HU</td>
<td>Komitat Europew tar-Regioni</td>
<td>MT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NL</td>
<td>Europees Comité van de Regio's</td>
<td>PL</td>
<td>Europejski Komitet Regionów</td>
<td>PT</td>
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<td></td>
</tr>
<tr>
<td>SK</td>
<td>Európsky výbor regionov</td>
<td>SL</td>
<td>Evropski odbor regij</td>
<td>FI</td>
<td></td>
<td></td>
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<td>SV</td>
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</tbody>
</table>
Logo

Proportion

The European Union flag is the defining element on which the grid system is based. The wordmark is precisely positioned, centred with the flag.

In order to see the different elements as a whole and to achieve balance, it is mandatory to respect these alignment and positioning specifications.

The horizontal logo is a substitute of the standard logo which is vertical in cases when the applicability of the standard logo is constrained due to space or aesthetic reasons. The cases identified so far for the use of the horizontal logo are: backdrops, signposting of buildings, e-mail newsletters, Facebook timeline among others.
Logo

Typography

The choice of typography is Myriad Pro, an OpenType® sans serif font.

It is clean and modern, fitting easily with the design of the visual aspect of the logo. It is also technically sound, in that it can be used for all of the official languages of the European Union as it supports a wide range of characters.

Colour palette

There are three main colours used as key elements in the design of this logotype. For consistency, please refer to the colours presented on this page. The colours which make up the CoR logo are:

› Blue and yellow as the original colours of the EU flag
› Black, used for the symbol at 40% and for the wordmark at 100%

Typography of the wordmark “European Committee of the Regions”:

Myriad Pro Bold SemiCondensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

European Committee of the Regions

PMS: Pantone Reflex Blue
CMYK: C100 M80 Y0 K0
RGB: R44 G67 B144
HEX: #2c4390

PMS: Pantone Yellow
CMYK: C0 M0 Y100 K0
RGB: R255 G237 B0
HEX: #ffed00

PMS: Pantone Black 40%
CMYK: C0 M0 Y0 K40
RGB: R177 G177 B176
HEX: #b1b1b0

PMS: Pantone Black 100%
CMYK: C0 M0 Y0 K100
RGB: R0 G0 B0
HEX: #000000
Logo

Clear Space area

A minimum clear space requirement has been established to ensure the integrity and clarity of the CoR logo. It is essential that it remains free of all graphics, taglines, identities, photography, and typography.

The clear space equals 4X
(X=1/8 of the height of the EU flag).

Always reduce or increase the logo proportionally and make sure that its original proportions are respected.
Alternative colour versions – negative version

**Background rules**

When working on coloured backgrounds, determining which version of the logo to use is a decision based on common sense.

The goal is to have all the elements of the logo visible and the name of the institution clearly legible.

**Alternative colour versions - negative version**

On dark backgrounds the logo needs to be inverted. In this version the logo keeps only the colours of the EU flag while the rest of the elements are pure white.

Around the EU flag a thin white line has been inserted to delimit the flag from the background.

In one colour printing the logo is converted to pure white only.

---

**Full colour printing - CMYK**

---

**One colour printing - black**

---

**One colour printing - pantone**

---

**Full colour printing - CMYK**

---

**One colour printing - Black, Pantone Reflex Blue**
Minimum size

Minimum size refers to the smallest size at which the logo may be reproduced on a variety of products or supports such as pens.

This is to ensure its legibility. The minimum reproduction size of the standard logo is 10 mm in width in reference to the EU flag (1). (Please refer to section “proportion” on page 10 to get information on the use of the substitute of the standard logo).

However, in case the logo must be reproduced in a smaller size, it is recommended to use the logo horizontal with the wordmark justified on the EU flag’s height (2). In this case, the minimum size of the logo is 10 mm in height.

Mute logo

For very special situations where the rules set up in these guidelines might not allow the use of the complete logo, an alternative mute logo has been developed. It comprises only the sound waves and the EU flag.

The mute logo can be used for situations where there is not enough space to use the complete logo or the name of the institution is already present.
Logo
Misuses of the logo

The logo was designed with certain rules of proportion and with careful consideration regarding colours and typeface. To preserve the integrity of the logo, modifying it in any way is not permitted.

DON’T DISTORT THE LOGO
DON’T CAPITALIZE THE TEXT
DON’T USE SPECIAL EFFECTS

DON’T CHANGE TEXT ALIGNEMENT
DON’T CHANGE TEXT POSITION
DON’T CHANGE THE TYPEFACE

DON’T OUTLINE THE LOGO
DON’T CHANGE THE COLOURS
DON’T CHANGE PROPORTIONS

DON’T USE THE NEGATIVE VERSION WITHOUT THE WHITE BORDER AROUND THE FLAG
The European Committee of the Regions has also developed multilingual versions of its logo.

When dictated, a version with two languages can be used. In such cases, the languages would appear one on top of the other as the third element of logo with the text in alphabetical order of the formal title in their original written forms (according to the ISO codes 639-1).
An exception applies for the bilingual logo that would be used exclusively on the exterior of all European Committee of the Regions’ buildings. In this case, the texts would be side by side in French and Dutch as according to Brussels regulations on exterior signage.

This version is not to be used in any other circumstance.
The different logotypes should always respect the same visual balance when used together with the European Committee of the Regions’ logo.

If possible, align the different logotypes to the EU flag as shown on the illustration below.

The minimum space between logotypes is the same width of the EU flag.

For co-branding with CoR political groups logos, ensure that all logos have equal and balanced visual weight and align them with each other horizontally.
Graphic Line
Main and secondary typography

Main typography
Myriad Pro font family must be used for all the communication materials. It was chosen for its visual and technical characteristics.

Moreover, it covers the Latin, Cyrillic and Greek alphabets.

It comes in a wide variety of weights and widths providing generous creative palette to use across all communication supports.

Secondary typography
The serif Minion Pro font used in association with the sans serif Myriad Pro font will bring contrast and rhythm to the layouts and provide greater legibility. This typography will only be used on the inside pages of publications.

MAIN TYPOGRAPHY

Myriad Pro light / light italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro regular / regular italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro semibold / semibold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro bold / bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY TYPOGRAPHY

Minion Pro regular / regular italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Pro medium / medium italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Pro semibold / semibold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Pro bold / bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Alternative typography for Office/system fonts

Arial and Times fonts are used for office applications (e-mail, Word documents, Powerpoint presentations), HTML content or other applications. It will be used as a substitute for those cases where the Myriad Pro or the Minion Pro cannot be implemented.

Titles system and rules

The Myriad Pro Semibold Semicondensed is the typography selected for titles on covers, posters, banners among others. Together with the white diamond shape placed behind the logo (see facing page), this font reflects another common visual element on all publications of the European Committee of the Regions.

The contrast of size between the headline and the subtitle follows a ratio of 50%. It is important for the visual effect and distinctiveness. It can be achieved rather easily using the following method:

“2” is the reference figure used to divide or multiply the size of the text to achieve the proper contrast between the headline and the subtitle.

### ALTERNATIVE TYPOGRAPHY FOR OFFICE/SYSTEM FONTS

**Arial regular / italic**

```
ABCDEFHJKLmnopqrstuvwxyz
```

**Arial bold / bold italic**

```
ABCDEFHJKLmnopqrstuvwxyz
```

**Times New Roman regular / italic**

```
ABCDEFHJKLmnopqrstuvwxyz
```

**Times New Roman bold / bold italic**

```
ABCDEFHJKLmnopqrstuvwxyz
```
Graphic Line
Graphic elements – white diamond shape

White diamond shape is established in five steps:

1. In Adobe Illustrator, a square of 100 mm x 100 mm is drawn
2. This square is rotated 45 degrees to obtain a diamond shape
3. The new dimensions of the diamond shape are changed to:
   width = 120 mm and height = 100 mm in order to elongate the shape.
4. The corner values are changed to:
   top and bottom angles = 10 mm
   left and right angles = 8,5 mm.
   The white diamond shape is set up.
5. The width of the white diamond shape is equal to 10x the width in reference to the EU flag of the European Committee of the Regions logo.

This shape can also be used as a decoration element on covers and inside pages.
The size of the logo is proportional to the width of the publication.

1 $x =$ the width in reference to the EU flag of the European Committee of the Regions logo.

The table below specifies the proportion of the European Committee of the Regions logo on standard formats.

The logo of the European Committee of the Regions is always placed on a proportional white diamond shape. (Please refer to section Graphic elements - white diamond shape on page 21 to get information how to build this specific shape).

The white diamond shape is the main visual element that defines the graphic line of the European Committee of the Regions together with the title system defined on page 20.

While creating a dedicated and recognisable branding image for the publications of the European Committee of the Regions, this shape enhances the logo by bringing a clear area around it and ensuring its visibility.
The size of the European Committee of the Regions logo is proportional to the width of the publication. Please refer to the table on page 22 to select the correct proportion.

If the format is not available in the table, the closest format of the table will be used as a base. It will be reduced or increased proportionally based on the width for vertical layout, or the height for horizontal layout.

Once adapted to the correct proportion, the logo is placed in the top left corner of the layout based on following alignment rules:

1. Top alignment: the EU flag of the logo is aligned on 1x the width of the EU flag.
2. Left alignment: the EU flag of the logo is aligned on 2x the height of the EU flag.
3. The white diamond shape* is centred vertically on the logo and aligned on 3x the height of the EU flag.

*Please refer to section “Graphic elements - white diamond shape” on page 21 for information on how to build this specific shape.
The grid system of the portrait format applies the same for the landscape format.
Co-branding with partners and for events

When a publication is co-produced, the logos of the co-authors will be displayed on the cover.

There are 3 ways to display the co-branding:

If the publication is produced by the European Committee of the Regions, the logo will be placed on the publication and the other logos will be placed next to it 1, or on a white stripe at the bottom of the layout 2.

If the publication is produced by the European Committee of the Regions, but a dedicated logo has been created for the event (such as Summits, European Week of Regions and Cities, EuroPCom…), the logo of the European Committee of the Regions will be placed at the bottom of the page with the logos of the other organisers 3.
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› Factsheet – examples ................................................... 59
› CoR identity on political groups publications ............. 60
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social media icons: 2.5 mm

Myriad Pro
light semicondensed, 8.5pt, leading 11.5pt, black 100%

arial bold, 12pt, leading 14.4pt, black 100%

arial regular, 10pt, leading 12pt, black 100%

arial regular, 10pt, leading 12pt, black 100%

arial regular, 10pt, leading 12pt, black 100%

arial bold, 12pt, leading 14.4pt, black 100%

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Dual language versions are available. Please indicate on the order form a second language along with the default language (English or French).
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Name Surname

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Stationery
Envelopes

1. 229 x 114 mm
2. 229 x 169 mm

Myriad Pro
light semicondensed, 8.5pt,
leading 11.5pt, black 100%
Good morning,

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Kind regards,

Name Surname

Unit and/or Directorate

European Committee of the Regions
Rue Belliard/Belliardstraat 101
1040 Bruxelles/Brussel
BELGIQUE/BELGIÉ

JDE xxxx
Tel. +32 2282xxxx
Mobile +32 4xxxxxxx
name.surname@cor.europa.eu
www.cor.europa.eu

Follow us

mute CoR logo
67 x 54 pixels

Social media icons:
11 x 11 pixels
Stationery
Notepads
148 x 210 mm (A5)
Stationery
Promotional items

USB key

Pen

Bag

Lanyard
The following system applies to the creation of covers and backcovers for European Committee of the Regions’ brochures.

Please refer to the grid system of the graphic line on pages 22, 23 and 24 to find the proportion of the European Committee of the Regions logo related to the format of the brochure, and on page 21 for information on how to build the diamond shape and to define its proportion and placement behind the logo.
1 For co-branded brochures, the illustrations are based on the diamond shaped which is used as a graphic element and the title is written in negative on a dark background (please refer to title system on page 20 and co-branding layout proposals on page 25).

2 For co-branded brochures, photos are used in place of the graphic element (please refer to title system on page 20 and co-branding layout proposals on page 25).
For a brochure edited by the European Committee of the Regions, the images on the covers are framed within the diamond shape that is used as a graphic element. A drop shadow is used to allow the logo on the white diamond shape to stand out (please refer to drop shadow specifications on page 30 and title system on page 20).

For a brochure edited by the European Committee of the Regions, photos are framed within the diamond shape that is used as a graphic element. The use of a strong colour allows for the diamond shape to stand out, giving higher visibility to the logo. The logo is depicted in the negative version (please refer to negative version of the logo/background rules on page 13 and title system on page 20).
For a brochure edited by the European Committee of the Regions, the focus on a strong image is created through the use of light tones and the diamond shape as a graphic element (please refer to title system on page 20).
CoR Publications
Leaflet – grid system for cover

This system applies to all covers and backcovers of leaflets. See grid system of the graphic line on pages 22, 23 and 24 to find the proportion of the European Committee of the Regions logo related to the format of the leaflet, and on page 21 for information on how to build the diamond shape and to define its proportion and placement behind the logo.
For a co-branded leaflet, illustrations are based on the diamond shape that is used as graphic element, and the title is written in negative on a dark background (please refer to title system on page 20 and co-branding layout proposals on page 25).

For a co-branded leaflet, an image is used (please refer to title system on page 20 and co-branding layout proposals on page 25).

For a leaflet edited by the European Committee of the Regions, the focus is created on the image, which appears on light tones, through the use of the diamond shape as a graphic element (please refer to title system on page 20).
For a leaflet edited by the European Committee of the Regions, the images on the covers are framed within the diamond shape that is used as graphic element. A drop shadow is used to allow the logo on the white diamond shape to stand out (please refer to drop shadow specifications on page 30 and title system on page 20).

For a leaflet edited by the European Committee of the Regions, photos are framed within the diamond shape that is used as a graphic element. The use of a strong colour allows for the diamond shape to stand out, giving higher visibility to the logo. The logo is depicted in the negative version (please refer to negative version of the logo/background rules on page 13 and title system on page 20).
This system applies to all posters.

See the *grid system of the graphic line* on pages 22, 23 and 24 to find the proportion of the European Committee of the Regions logo related to the format of the poster, and on page 21 for information on *how to build the diamond shape* and to define *its proportion and placement behind the logo.*
For a co-branded poster, the illustration is based on the diamond shape that is used as graphic element, with the title written in negative on a dark background (please refer to title system on page 20 and co-branding layout proposals on page 25).

For co-branded posters, images are used in place of the graphic element (please refer to title system on page 20 and co-branding layout proposals on page 25).

Photo in light tones on which a focus is created by the use of the diamond shape as graphic element (please refer to title system on page 20).

Several photos are framed in the diamond shape used as graphic element. The white diamond shape behind the logo stands out on the white background thanks to a drop shadow (please refer to drop shadow specifications on page 30 and title system on page 20).

Several photos are framed in the diamond shape used as graphic element. The diamond shape behind the logo stands out on the white background thanks to a strong colour. The logo is depicted in the negative version (please refer to negative version of the logo/background rules on page 13 and title system on page 20).
1 Signpost grid for an event (co-)organised by the European Committee of the Regions.

Please refer to the grid system of the graphic line on pages 22, 23 and 24 in order to find the proportion of the European Committee of the Regions logo related to the format of the signpost, the information on how to build the diamond shape and to define its proportion and placement behind the logo on page 21, and the title system on page 20.

2 Signpost grid for an event hosted by the European Committee of the Regions.

Please refer to the grid system of the graphic line on pages 22, 23 and 24 in order to find the proportion of the European Committee of the Regions logo related to the format of the signpost, the information on how to build the diamond shape and to define its proportion and placement behind the logo on page 21, the title system on page 20, and co-branding layout proposals on page 25.
Signposts of an event organised by the European Committee of the Regions

Signposts of an event hosted by the European Committee of the Regions
The badges, produced together with signposts, are reduced proportionally.

Please refer to the section signpost - grid system on pages 52 and 53.
CoR Publications
Infographics – grid system

210 x 297 mm (A4)

portrait layout

landscape layout

Myriad Pro:
- semibold semicondensed, 20pt
- semibold semicondensed, 40pt
- regular semicondensed, 9.5pt

footer area for informations about the European Committee of the Regions

header area for the infographic title, it can be coloured to make the title stand out

header area for the infographic title, it can be coloured to make the title stand out

Myriad Pro:
- semibold semicondensed, 20pt
- semibold semicondensed, 40pt
- regular semicondensed, 9.5pt

footer area for informations about the European Committee of the Regions

Myriad Pro:
- semibold semicondensed, 20pt
- semibold semicondensed, 40pt
- regular semicondensed, 9.5pt

footer area for informations about the European Committee of the Regions
CoR Publications
CoR identity on political groups publications

As a means of identifying all publications edited by the European Committee of the Regions, the logo will be placed as a signature on the back cover of the political groups’ publications, as depicted below.

For the size and placement of the white diamond shape, please refer to Graphic elements – white diamond shape on page 21.

148 x 210 mm (A5)
CoR Publications
CoR identity on political groups publications

100 x 210 mm (leaflet)
CHAPTER 3

Electronic media

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Electronic media
Website – desktop version – Home page

The main container has a maximum width of 1170 px, with the content displayed in three columns and a gutter of 30 px.
On other webpages, the content is displayed in two columns, based on the three column structure of the home page.
Electronic media
Website – tablet and smartphone versions

On the tablet, the content will be displayed in two columns with a gutter of 30p. On a smartphone, the content will be displayed in one column.
Social media – Facebook

The negative version of the logo on a blue background is used for social media. The next pages are examples of the graphic line for social media channels, including the logo placement on web banners and posts (please refer to CoR logo on web banners and posts on page 72).
Electronic media

Social media – LinkedIn
Electronic media
Social media – Flickr
Electronic media
Social media – YouTube
**Electronic media**

**Social media – CoR logo on web banners, posts**

There are 2 types of visual templates for social media purposes. All social media visuals shall fall into one or the other and bear the CoR logo.

**"Quote-visuals" where text is in focus**

Being a communication enhanced by the CoR, the CoR logo on the diamond shape is placed in the top left corner to introduce and sign the message.

Different type of "Quote-visuals" templates have been created for the cabinet of the CoR and the CoR commissions (please refer to Social media – web banners and posts on page 94).

For the cabinet of the CoR, the quotes can be written on a light background with black text or a dark background with white text. Below are 2 sets of neutral colours dedicated to the cabinet of the CoR*. No other colour can be used to avoid interfering with colours of the political groups and CoR commissions.

"Quote-visuals" templates are for Facebook and Twitter newsfeed posts.
2 "Image-visuals" where image(s) are in focus

To allow maximum visibility to the image of a CoR campaign, the CoR will use a signature style logo which will be placed on the bottom of the banner/post. In this case, the logo will not be placed on the diamond shape and will behave accordingly to the background rules defined on page 13.

These templates are principally for Facebook and Twitter newsfeed posts following the dimensional requirements of these platforms. If used on other social media platforms the dimensional requirements shall be adapted accordingly.
Electronic media
Social media – teasing banners for infographics

These are web banners which are dedicated to advertise CoR infographics on social media. Users are invited to click on the banner to open the complete infographic on a new webpage.
Natquiamus es de minotatem erit, tem imolupt
spellitati totam rerati qui aut liquam
Most aute cus exeribu scilliquasi nonseddit vella

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aut mod que voluptate volesti omnis imoluptatium sinverbix dolupta nient, ommost aute cus exeribu scilliquasi
nonseddit vella nobit ut magnis digenis et harcissape porepex ector, utem laborrorat volorem sequate laborum
facace cus mos est quo molecum quia corempe rovid te volumn as difat.

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quae volore sin pereperi sum illes et as exerent doloratur, ad ealtant qui bliaboreo tent provid que illetor abitus autas
un. Odipsum solupta del ius

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Contact:
Lauri Ouvinen
Tel. +32 22822063
lauri.ouvinen@cor.europa.eu

The European Committee of the Regions
The European Committee of the Regions is the EU’s assembly of regional and local representatives from all 28 Member States. Created in 1994
following the signing of the Maastricht Treaty, its mission is to involve regional and local authorities in the EU’s decision-making process and to inform
them about EU policies. The European Parliament, the Council and the European Commission consult the Committee in policy areas affecting regions
and cities. To sit on the European Committee of the Regions, all of its 350 members and 350 alternates must either hold an electoral mandate or be
politically accountable to an elected assembly in their home regions and cities.

Click here for more details on your national delegation.

Your personal data are processed in accordance with the requirements of Regulation (CE) 45/2001 on the protection of individuals with regard to the
processing of personal data by EU institutions and bodies. You may, upon request, obtain the details of your personal data, rectify any inaccurate or
incomplete personal data, or ask for your data to be removed from our mailing list.

Should you have any queries concerning the processing of your personal data, please address them to
data.protection@cor.europa.eu. As regards the processing of your personal data, you have a right to recourse at any time to the European Data
Protection Supervisor, who can be contacted at dataprotection@cor.europa.eu.
The CoR logo must always be placed on the left-hand side of the press release.

Press Release

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Should you have any queries concerning the processing of your personal data, please address them to: PresseCdr@cor.europa.eu. You can also send an email to the CoR Data protection officer: data.protection@cor.europa.eu. As regards the processing of your personal data, you have a right to recourse at any time to the European Data Protection Supervisor: www.edps.europa.eu/EDPSWEB/.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ac quam auctor, consectetur nisi id

Fusce quis odio vitae lorem imperdiet vestibulum. Nam hendrerit porta tincidunt. Quisque eu dui eu nisi varius orante. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Phasellus id neque eget tortor fermentum.

Read more...

Country

Phasellus ligula elit, molestie eget faucibus at, faucibus at turpis. Donec ultrices, mi vitae convallis vestibulum, lorem nulla hendrerit risus, id porta urna odio tempus nulla.

Donec aliquam nisi ac felis pretium, tincidunt finibus quam commodo. Sed non arcu eget felis mattis pretium ut quis est. Phasellus non convallis nunc; eu iaculis arcu. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac.

Read more...

The European Committee of the Regions

The European Committee of the Regions is the EU’s assembly of regional and local representatives from all 28 Member States. Created in 1994 following the signing of the Maastricht Treaty, its mission is to involve regional and local authorities in the EU’s decision-making process and to inform them about EU policies. The European Parliament, the Council and the European Commission consult the Committee in policy areas affecting regions and cities. To sit on the European Committee of the Regions, all of its 350 members and 350 alternates must either hold an electoral mandate or be politically accountable to an elected assembly in their home regions and cities. Click here for more details on your national delegation.

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Should you have any queries concerning the processing of your personal data, please address them to PressCdr@cor.europa.eu. You can also send an email to the CoR Data protection officer data.protection@cor.europa.eu. As regards the processing of your personal data, you have a right to recourse at any time to the European Data Protection Supervisor www.edps.europa.eu/EDPSWEB/.
CHAPTER 4

Commissions of the CoR

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Commissions of the CoR
Visual identity of CoR commissions

In order to improve the impact of our communication and association to the institution, the European Committee of the Regions has developed a series of visual identities for the six specialised commissions, who draft and propose opinions and resolutions for discussion and adoption at every Plenary Assembly.

The CoR visual identity guideline provides each commission – which has its own branding and target audience – a separate identity that allows for it to have a distinct appearance from the other commissions, while at the same time maintain a solid connection to the visual identity of the CoR.

It also allows for a distinction to be drawn between the general publications each commission produces and the material developed by them for the external conferences that they organise (please refer to Conferences on page 96).

This is achieved through the use of the CoR logo, the selected colours for each commission and the use of a branding image in publications and visual supports that is tied to the commission’s remit.

All these factors together help to reinforce what the commissions are, what they do, and what their impact is.
Commissions of the CoR

Layout structure for commissions' visual identity

The structure of the Commissions layout is established in six steps:

1. In Adobe Illustrator, the white diamond shape behind the CoR logo is duplicated, scaled at 62%, and placed on the left side of the logo (as seen below).
2. This new diamond shape (depicted in green) is then horizontally and symmetrically duplicated.
3. The corner values of the third diamond shape created on 2 are changed to 0 mm.

4. This diamond shape is then scaled at 480%, and the corner values are changed to:
   - top and bottom angles = value of top and bottom angles of the white diamond shape
   - left and right angles = value of left and right angles of the little green diamond shape

5. Big green diamond shape is placed on the right side of the logo (as per below settings).

The structure for the Commissions layouts is set up.
Created in 1994 following the signing of the Maastricht Treaty, the European Committee of the Regions is the EU’s assembly of 350 regional and local representatives from all 28 Member States, representing over 507 million Europeans. Its mission is to involve regional and local authorities and the communities they represent in the EU’s decision-making process and to inform them about EU policies. The European Commission, the European Parliament and the Council are obliged to consult the Committee in policy areas affecting regions and cities. It can appeal to the Court of Justice of the European Union if its rights are infringed or it believes that EU law infringes the subsidiarity principle or fails to respect regional or local powers.
Stationery
Document folder – examples
Stationery
Roll up – grid system

Myriad Pro:
- Bold SemiCondensed, 125pt

- Bold SemiCondensed, 75pt

- commission colour, opacity 80%

- commission colour, 100%

- Bold SemiCondensed, 168pt

European Committee of the Regions

weblink.com
Stationery
Roll-up – examples
Created in 1994 following the signing of the Maastricht Treaty, the European Committee of the Regions is the EU’s assembly of 350 regional and local representatives from all 28 Member States, representing over 507 million Europeans. Its mission is to involve regional and local authorities and the communities they represent in the EU’s decision-making process and to inform them about EU policies. The European Commission, the European Parliament and the Council are obliged to consult the Committee in policy areas affecting regions and cities. It can appeal to the Court of Justice of the European Union if its rights are infringed or if it believes that EU law infringes the subsidiarity principle or fails to respect regional or local powers.

**Commission Colour:**
- **Opacity 80%**

**Co-Branding Area:**
- **Opacity 100%**
Publications

Brochure – example for each commission
Created in 1994 following the signing of the Maastricht Treaty, the European Committee of the Regions is the EU’s assembly of 350 regional and local representatives from all 28 Member States, representing over 507 million Europeans.
Publications
Studies – examples
The CoR considers it essential to strike a reasonable balance between the free movement of services and protection for posted workers against wage and social dumping, in order to achieve public acceptance for the functioning of the internal market in the EU.
Electronic media
Social media – web banners and posts

There are 2 types of visual templates for social media purposes. All social media visuals of the Commissions shall bear the CoR logo and the name of the Commission.

On both templates, the CoR logo on the diamond shape and the name of the Commission are placed in the top left corner to introduce and sign the message (please refer to layout structure for commissions’ visual identity on p.81)

1 “Quote-visuals” templates are for Facebook and Twitter newsfeed posts.

Twitter 1024x611 pixels
Facebook 1024x1024 pixels
Electronic media
Social media – web banners and posts

2. “Image-visuals” where image(s) are in focus

4. For general publications, the image will follow the visual identity created for each CoR commission (please refer to Visual identity of CoR commissions - Publications on page 80) and the grid system fully described on page 81.

8. For external conferences organised by the CoR commissions, the image will focus on the city or region hosting the event. In that regard, specific photographs which will enhance the region are used instead of the commissions branding images (please refer to Conferences on pages 96 and 97).
Conferences
Poster – examples

For conferences, the focus is on the city or region hosting the event. In that regard, specific photographs enhancing the region are used instead of the commissions branding images (please refer to Visual identity of CoR commissions - Publications on page 80).

It allows for a distinction to be made between the general publications each commission produces and the material developed by them for the external conferences that they organise.
Conferences
Programme – examples

inside pages for A3 folded in 2

backcover for A4 R/V only
Conferences
Power Point slides – grid system

Title of Power Point presentation
Subtitle of Power Point presentation

Commission written in full letters on 2 or 3 lines

Arial Bold, 20pt
Myriad Pro Bold
SemiCondensed, 20pt
commission colour, 100%

Arial Bold, 55pt
commission colour, 100%

Arial Bold, 27.5pt
commission colour, opacity 85%

commission colour, 100%

Myriad Pro Bold
SemiCondensed, 13pt

commission colour, 15%

16 x

1024 x 768 px (4:3)
Conferences
Signpost – examples
Conferences
Badges – grid system and examples

standard badges

nominative badges
Created in 1994, after the entry into force of the Maastricht Treaty, the European Committee of the Regions is the EU’s assembly of 350 regional and local representatives from all 28 Member States, representing over 507 million Europeans. Its mission is to involve regional and local authorities and the communities they represent in the EU’s decision-making process and to inform them about EU policies. The European Commission, the European Parliament and the Council consult the Committee in policy areas affecting regions and cities. It can appeal to the Court of Justice of the European Union if its rights are infringed or it believes that EU law infringes the subsidiarity principle or fails to respect regional or local powers.