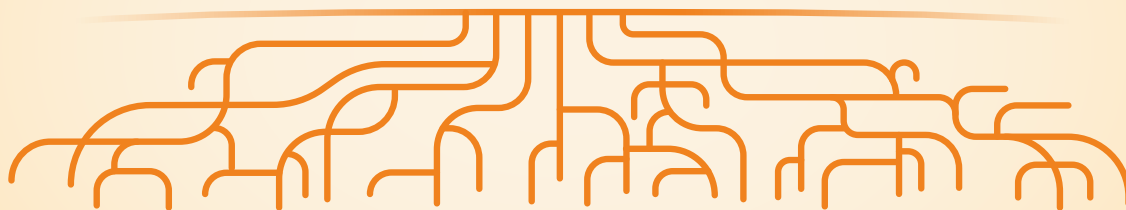




**European Committee
of the Regions**

Cohesion, our fundamental value

**#CohesionAlliance
rebranding proposal
2023**



New visual identity

Within this publication, you will find the updated visual identity for the #CohesionAlliance created by Directorate D, Communication on behalf of all partner associations.

The updated branding is built upon the previous branding used by the #CohesionAlliance since its inception in 2017. The main visual is the embodiment of roots; the part of the plant that are embedded in the ground, providing stability and nutrients to the whole. The roots represent the partner associations of the #CohesionAlliance and the regions of Europe in that we are making Europe fit for long-term challenges, «from the ground up!»

Further to this motif, we have included a number of operational samples of how the roots visual can be incorporated for web, publications and social media. We have included a mood board, with a number of elements that encompass what the #CohesionAlliance is all about.

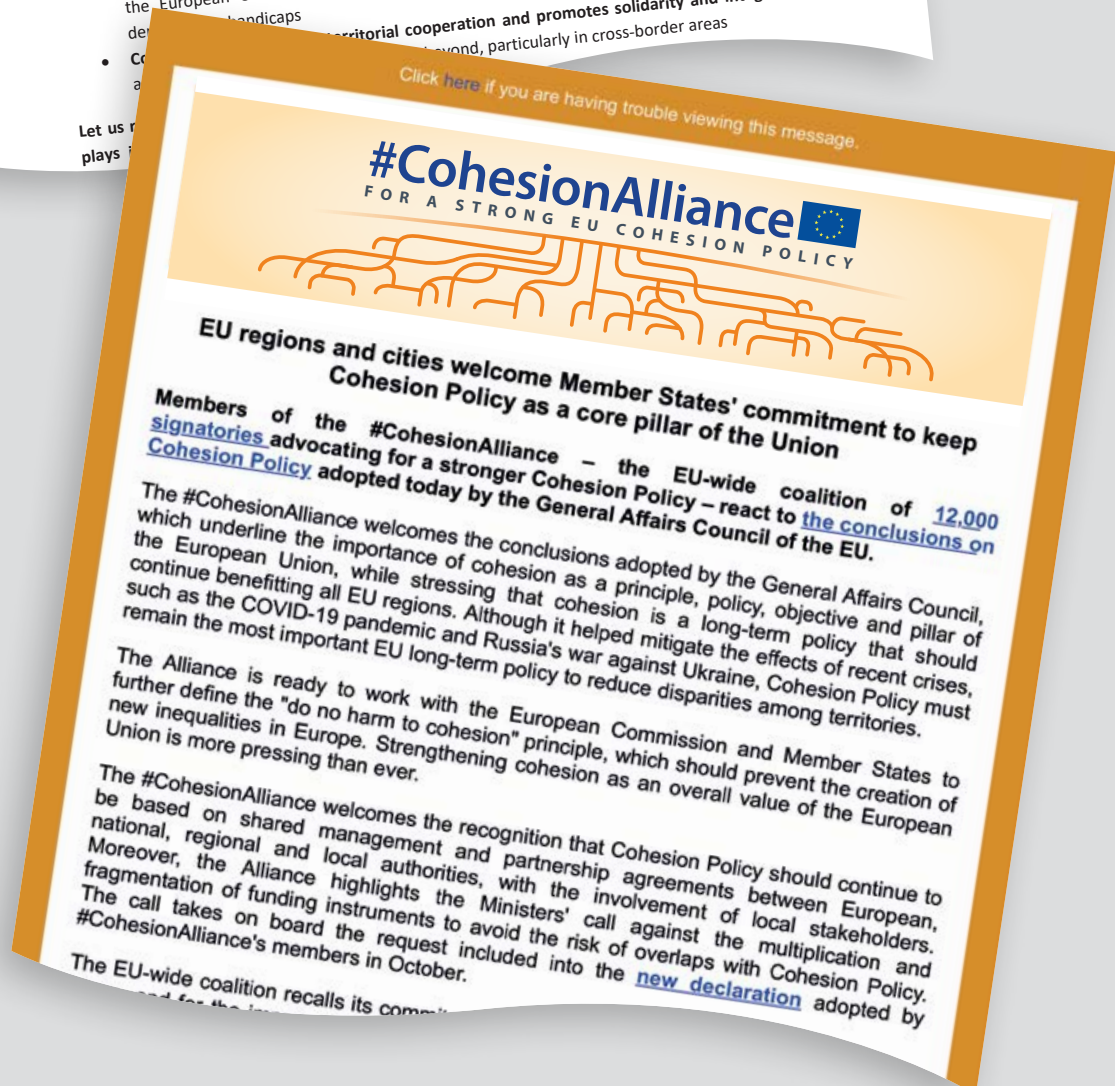
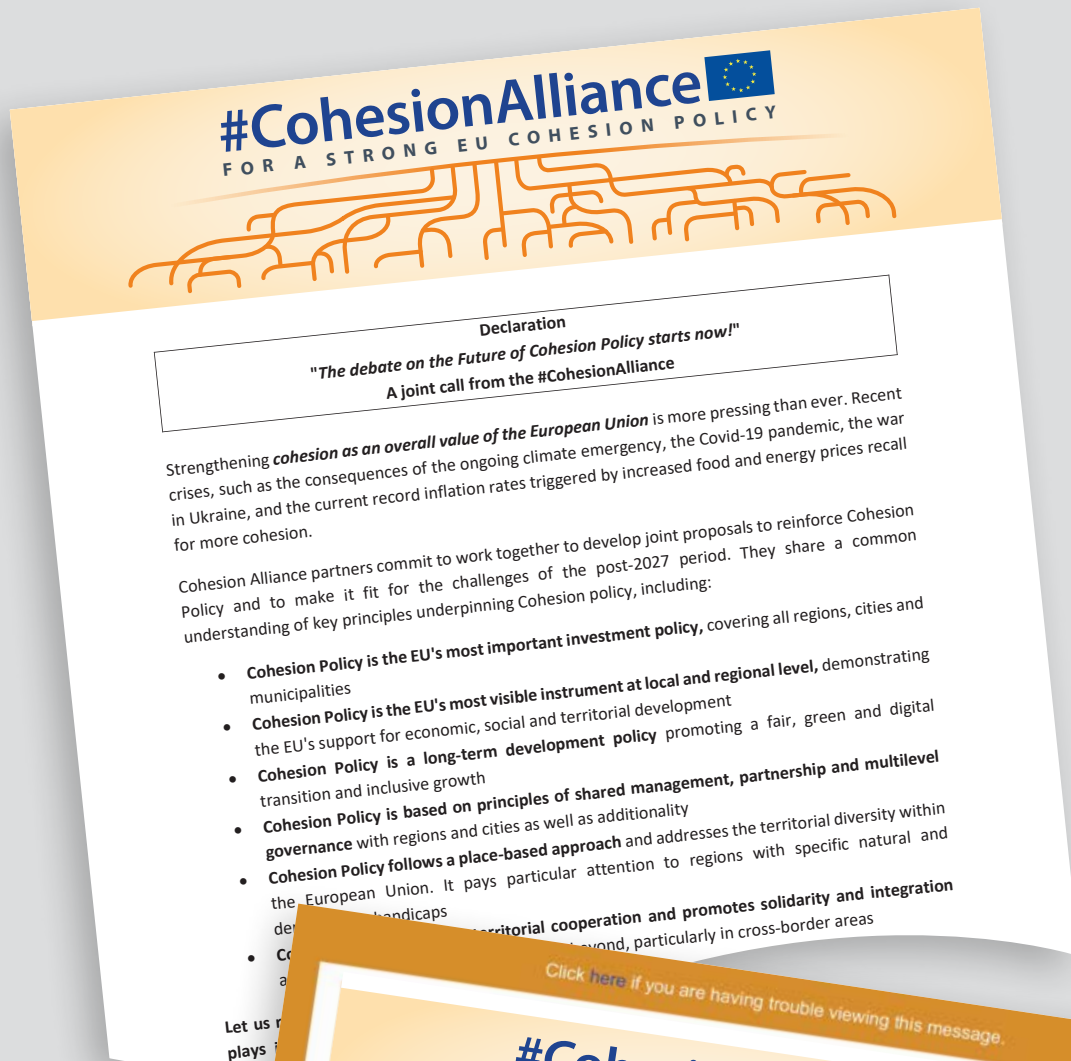
What is important to note

The colours used for the following visuals have been tested for display on various digital channels.

- The contrast ratio, in particular, has been tested against international accessibility standards which are mandatory for EU institutional communication (test results are available in the pack).

As per our regular «feasibility tests» of our visual communications, the design proposals have been adapted to fit across multiple channels.

- The various formats in each proposal show how each new identity would adapt to our online or analogue products, fit for multiple sizes and aimed at different target audiences.



Web and Social Media



Suggested social media carousel



Suggested social media visuals



Banners, roll-ups and publications



Colours accessibility test



CMYK: 0-60-100-0
RGB: 240-130-30
#F4821E

A Accessibility - Contrast Ratio = 8,1



CMYK: 100-87-10-0
RGB: 31-68-144
#1F4490

A Accessibility - Contrast Ratio = 9,1



CMYK: 90-80-65-0
RGB: 64-79-94
#404F5E

A Accessibility - Contrast Ratio = 9,1



CMYK: 0-12-35-0
RGB: 254-224-172
#FEE0AC

A A A Accessibility - Contrast Ratio = 7,1



CMYK: 40-100-20-0
RGB: 165-36-122
#A42479

A Accessibility - Contrast Ratio = 6,7



CMYK: 10-100-100-0
RGB: 218-33-40
#D92127

A Accessibility - Contrast Ratio = 5,1



CMYK: 35-100-90-0
RGB: 166-44-49
#A62C31

A Accessibility - Contrast Ratio = 6,9

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European Committee of the Regions

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