

#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.



Declaration

"The debate on the Future of Cohesion Policy starts now!" A joint call from the #CohesionAlliance

Strengthening cohesion as an overall value of the European Union is more pressing than ever. Recent crises, such as the consequences of the ongoing climate emergency, the Covid-19 pandemic, the war in Ukraine, and the current record inflation rates triggered by increased food and energy prices recall

Cohesion Alliance partners commit to work together to develop joint proposals to reinforce Cohesion Policy and to make it fit for the challenges of the post-2027 period. They share a common understanding of key principles underpinning Cohesion policy, including:

- Cohesion Policy is the EU's most important investment policy, covering all regions, cities and Cohesion Policy is the EU's most visible instrument at local and regional level, demonstrating
- the EU's support for economic, social and territorial development Cohesion Policy is a long-term development policy promoting a fair, green and digital
- Cohesion Policy is based on principles of shared management, partnership and multilevel Cohesion Policy follows a place-based approach and addresses the territorial diversity within
- the European Union. It pays particular attention to regions with specific natural and witorial cooperation and promotes solidarity and integration ond, particularly in cross-border areas andicaps

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Let us r plays



EU regions and cities welcome Member States' commitment to keep Cohesion Policy as a core pillar of the Union Members of the #CohesionAlliance

Members of the #CohesionAlliance – the EU-wide coalition of 12,000 signatories advocating for a stronger Cohesion Policy – react to the conclusions on Cohesion Policy adopted today by the Coneral Affaire Council of the EU Cohesion Policy, adopted today by the General Affairs Council of the EU. - the EU-wide coalition of 12,000

The #CohesionAlliance welcomes the conclusions adopted by the General Affairs Council, which underline the importance of cohesion as a principle policy chiestive and pillar of The #ConesionAlliance weicomes the conclusions adopted by the General Affairs Council, which underline the importance of cohesion as a principle, policy, objective and pillar of the cohesion is a long-term policy that should the European Union, while stressing that cohesion is a long-term policy that should the European Union, while stressing that conesion is a long-term policy that should continue benefitting all EU regions. Although it helped mitigate the effects of recent crises, as the COVID-10 pandamic and Russia's true against I likraine. Cohesion Policy must continue benefitting all EU regions. Although it neiped mitigate the effects of recent crises, such as the COVID-19 pandemic and Russia's war against Ukraine, Cohesion Policy must require disparities among territories. remain the most important EU long-term policy to reduce disparities among territories.

The Alliance is ready to work with the European Commission and Member States to The Alliance is ready to work with the European Commission and Member States to further define the "do no harm to cohesion" principle, which should prevent the creation of the European Turriner define the "do no narm to conesion" principle, which should prevent the creation of new inequalities in Europe. Strengthening cohesion as an overall value of the European Union is more pressing than ever.

The #CohesionAlliance welcomes the recognition that Cohesion Policy should continue to The #ConesionAlliance weicomes the recognition that Conesion Policy should continue to be based on shared management and partnership agreements between European, with the involvement of local stakeholders. De based on snared management and partnership agreements between European, national, regional and local authorities, with the involvement of local stakeholders. national, regional and local authorities, with the involvement of local stakeholders.

Moreover, the Alliance highlights the Ministers' call against the multiplication and funding inetriments to avoid the risk of overlane with Cohesian Policy. Moreover, the Alliance nignlights the Ministers call against the multiplication and fragmentation of funding instruments to avoid the risk of overlaps with Cohesion Policy. Tragmentation or funding instruments to avoid the risk of overlaps with Conesion Policy.

The call takes on board the request included into the new declaration adopted by #CohesionAlliance's members in October. The EU-wide coalition recalls its come

Web and Social Media



Suggested social media carousel



Suggested social media visuals





















Colours accessibility test



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Rue Belliard/Belliardstraat 101 | 1040 Bruxelles/Brussel | BELGIQUE/BELGIË Tel. +32 22822211 | e-mail: PublicationsCdR@cor.europa.eu | www.cor.europa.eu

