



SMART CITIES MARKETPLACE



VISUAL IDENTITY
GUIDELINES 2020

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The visual guidelines of the EC are here :

https://ec.europa.eu/info/sites/info/files/graphic_charter_nov_2017.pdf

To download the logo of the EC :

https://ec.europa.eu/info/resources-partners/european-commission-visual-identity_en

Please note that the graphical element of the Smart Cities Marketplace can only be used in connection with the EC logo

First Version



**SMART CITIES
MARKETPLACE**

The full-color horizontal version of the EIP-SCC visual identity is the primary version of the identity system. It is strongly recommended that this version be used in branded applications whenever possible.

Vertical adaption



**SMART CITIES
MARKETPLACE**

Please note that the graphical element of the Smart Cities Marketplace can only be used in connection with the EC logo



used as icon



Grayscale adaptation

**SMART CITIES
MARKETPLACE**



Black & White adaptation

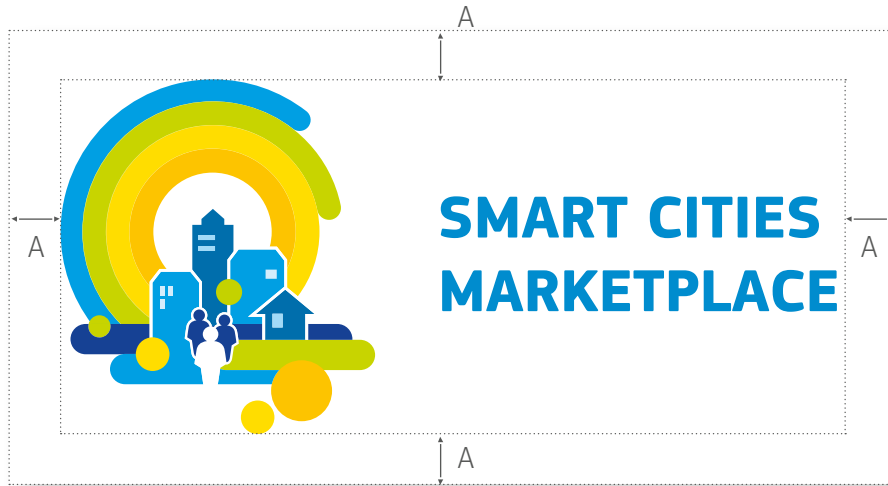
**SMART CITIES
MARKETPLACE**



Reversed for dark backgrounds

VISUAL IDENTITY CONFIGURATIONS

Please note that the graphical element of the Smart Cities Marketplace can only be used in connection with the EC logo



Clear space

Usage:	Format:	Colour mode	Visual identity format usage
Print	.ai	cmyk	
Word Doc (Print)	.png	rgb	
PowerPoint	.png	rgb	
Digital: Web/Email/Tablet/Mobile	.png	rgb	



**SMART CITIES
MARKETPLACE**

←→ 44 mm

minimal size

VISUAL IDENTITY CONFIGURATIONS

Use of the Smart Cities Marketplace-visual identity in connection with the EC-visual identity

Please note that with whatever usage of the new visual identity, the EC logo must always be present as presented below

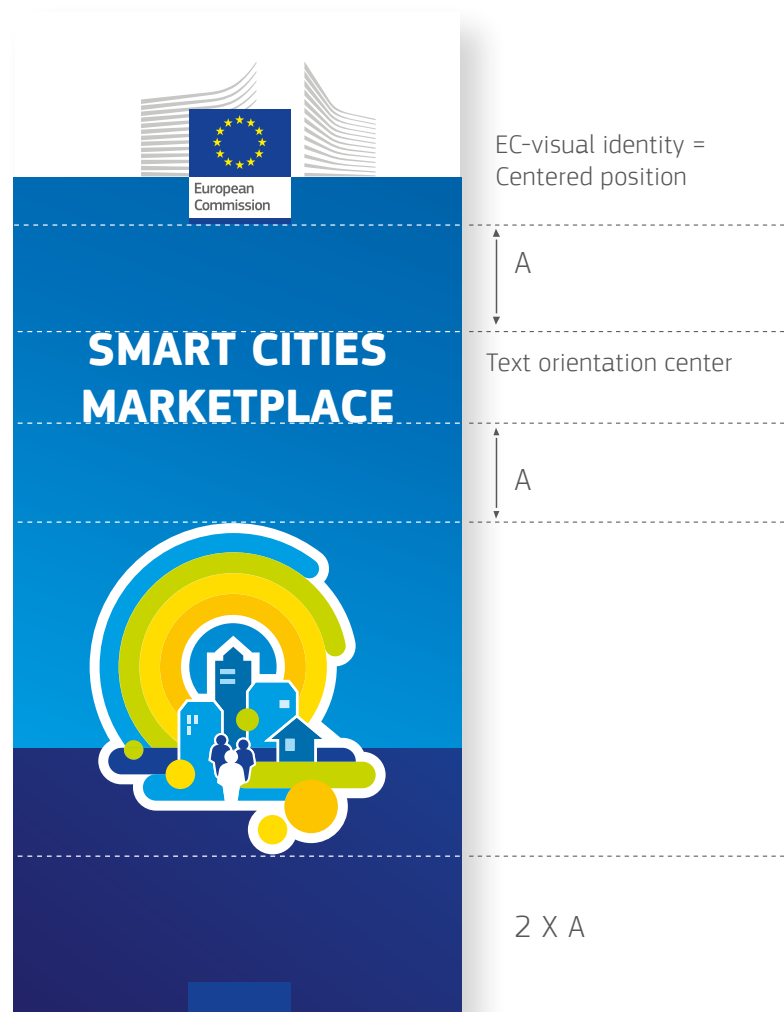
**vertical layout
for example brochure, poster, flyer, ect.**



VISUAL IDENTITY CONFIGURATIONS

Use of the Smart Cities Marketplace-visual identity
in connection with the EC-visual identity

**small vertical layout
for example rollup, small flyer, ect.**










VISUAL IDENTITY CONFIGURATIONS

Use of the Smart Cities Marketplace-visual identity
in connection with the EC-visual identity

**Horizontal layout
for example business card, postcard, ppt title, ect.**



COLOURS


	CMYB	RGB	Hexydecimal	Leadership Colours
	100 0 0 0	0 174 239	00AEEF	
	100 10 0 9	0 140 205	008CCD	
	100 30 0 20	0 115 174	0073AE	
	100 80 0 0	0 51 153	003399	
	30 0 100 0	191 215 48	BFD730	
	0 10 100 0	255 221 0	FFDD00	
	0 25 100 0	255 194 14	FFC20E	

Background colour



Light gradient

•
CMYK: 100 | 0 | 0 | 0

•
CMYK: 100 | 52 | 0 | 12  62°



Dark gradient

•
CMYK: 100 | 96 | 0 | 39

•
CMYK: 100 | 80 | 0 | 0  210°

TYPOGRAPHY

EC Square Sans Pro is the mandatory font for the Smart Cities Marketplace logo, images incorporating texts and for professional publications.
[Download link: Acceptance form for use of the „EC Square Sans Pro“ font](#)

EC Square
bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Main typography

EC Square
medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

EC Square
regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Long copy

Open sans
bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

typography
for web

Open sans
regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**