ENGAGE

GRAPHICAL GUIDELINES

ENGAGE for energy & climate,
make the difference for Europe!

www.citiesengage.eu

energycities
WHERE ACTION & VISION MEET

Supported by
INTELLIGENT ENERGY
EUROPE

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1. The ENGAGE project

Local action is crucial for the successful implementation of EU energy and climate policies. But how can local administrations mobilise their different municipal departments, their stakeholders and citizens to jointly act towards the common EU "3x20" objectives and build a sustainable energy future?

ENGAGE is a pan-European communications initiative that seeks to engage citizens and stakeholders at a local level to play their part in building a sustainable energy future. Local authorities will use **ENGAGE** as a communication tool to share the Covenant of Mayors objectives within their territory.

Initially, a core group of 12 cities from 12 different European countries is pioneering the project; these are all signatories to the Covenant of Mayors. The cities' local administrations face the challenge of facilitating communications – which need to render participation both feasible and desirable – to mobilise its municipal departments and as many of its stakeholders and citizens as possible so that the objectives are jointly achieved through a grassroots bottom-up process. The resulting success of the cities' actions should serve to inspire an additional 150 European local authorities to participate in **ENGAGE**.
The approach of **ENGAGE** is to develop and implement an efficient participative communications campaign, which leads to tangible energy savings. The campaign needs to be ultimately measurable and deliver quantifiable results. Inspired by Heidelberg's "Klimasuchtschutz" local campaign, posters with visible **ENGAGE**ments have been chosen as the core communications channel to raise awareness of the campaign.

These posters will have a common European identity and will be produced via an online tool.
One key performance indicator to gauge the success of the campaign is the recruitment of at least 3,300 public servants, stakeholders and citizens to feature in the posters across the 12 cities.

The project will support collaborative work among local administrations, stakeholders and citizens facing similar challenges in different European countries.

2. Visual elements

NB: *The ENGAGE project does not have a logo, as its goals and identity are based on the Covenant of Mayors. The following visual elements make up this identity.*

2.1 The hot air balloon

The hot air balloon embodies energy savings and once the project has real proof of **CO_2 savings** this figure will be placed within the balloon on the project website www.citiesengage.eu. It will also be used as the icon for the website.

2.2 The cityscape

The cityscape represents a typical urban landscape where ENGAGE posters will be displayed. The advertising column, a common urban feature, is used to display ENGAGE posters on the project website.

> The project website (homepage)

The cityscape will also be used as a signature on different documents.

2.3 The poster

The posters of citizen and stakeholder pledges are the central communication means for city participants and provide the identity for the European ENGAGE Campaign. Posters are created thanks to an online tool accessible on www.citiesengage.eu.

The poster design is based on elements of the Covenant of Mayors graphical guidelines (logo, inverted commas and colours), as the ENGAGE project aims to contribute to achieve the Covenant of Mayors' objectives locally.

The logos of Energy Cities, project coordinator, and Intelligent Energy – Europe, who supports the project, are visible on the bottom right of the poster.

2.4 The slogan

The slogan of the project was chosen by the project partners. It reflects the core topic of ENGAGE, highlights its European dimension and relates to the "3x20" objectives.

"ENGAGE for energy can climate, make the difference for Europe!"

3. Specifications for project documents

3.1 Name of the project
The name of the project is always in capital letters: **ENGAGE**.

3.2 Logo & disclaimer
The logo of Intelligent Energy – Europe ("Supported by" version) and the disclaimer have to be used on any written information produced for ENGAGE or event (European but also local).

Logo:

http://ec.europa.eu/energy/intelligent/images/iee_logo_supportedby_72.jpg

Disclaimer:

The sole responsibility for the content of this (webpage, publication etc.) lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EACI nor the European Commission are responsible for any use that may be made of the information contained therein.

3.3 Font
Arial is the font used for all documents produced as it is one of the most easily adaptable to all European languages.

4. Templates

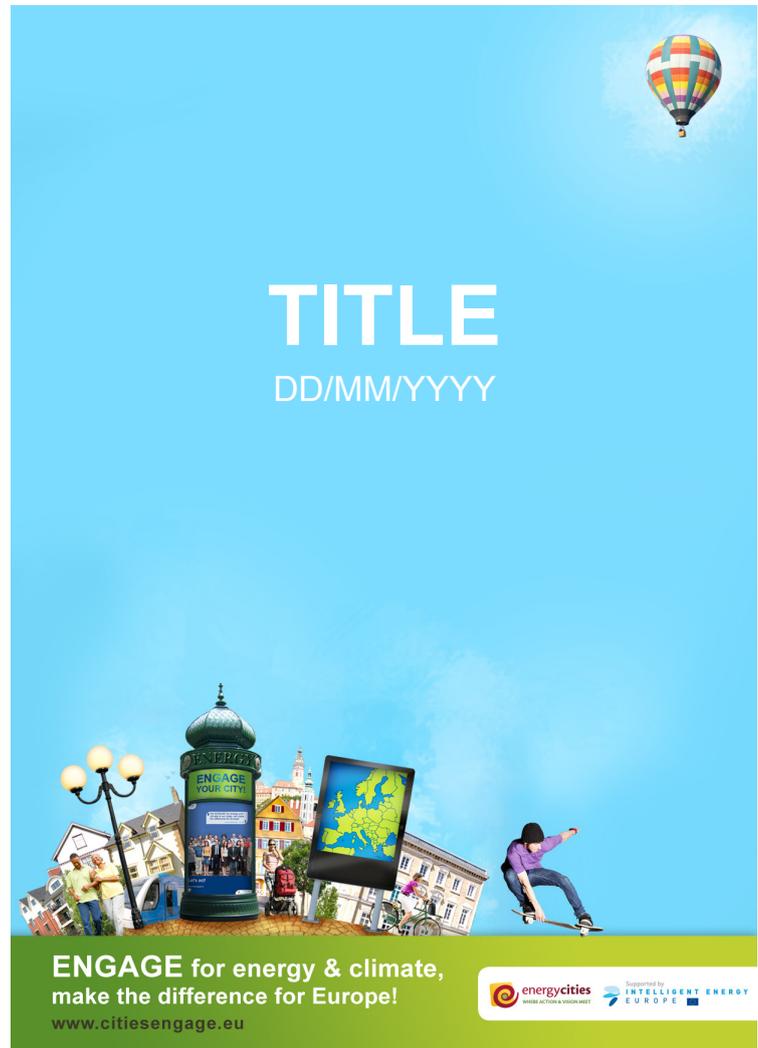## 4.1 Reports/Text documents

> Cover page

For general publications please insert:
• the title
• the date of publication on the cover page

For project deliverables please insert:
• Status: Final/In progress
• Date of preparation
• Author
• Contributions from
• Grant Agreement number:
   IEE/09/774/SI2.558357

TITLE
DD/MM/YYYY

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> Inside pages

On inside pages, use the ENGAGE Footer. **As it is done on this document**, please insert the title of the document and the page number in this footer, on the left of the balloon.

NB: Those templates are made to be used for small office documents like reports, slide presentation, letter etc. (max A4). There are not meant to become big posters (40 x 60 cm for example). Respect pictures' size, if you double their size, you will loose quality (pixels will appear very distincty).

4.2 Slides presentations

>First slide

You can insert in this page:
• the title of the presentation, written in bold caps, in white
• your name, organisation, the date

TITLE OF PAGE

🎈 **Text text**

🎈 **Text text**

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You can insert in this page:
- the title of the page, written in bold caps, in white
- the text
- if needed, small balloons (balloon_alone.png) can be used as bullet points

4.3 Other communication tools

The following elements have to be visible on other communication tools such as leaflets or booklets:

The name of the project (not translated!)	ENGAGE
Logos	• **Intelligent Energy-Europe** logo with the mention "Supported by" • **Energy Cities' logo**
IEE legal disclaimer	*The sole responsibility for the content of this (webpage, publication etc.) lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EACI nor the European Commission are responsible for any use that may be made of the information contained therein.*
ENGAGE identity	• Cityscape & hot air balloon • Project website url: www.citiesengage.eu >> It is suggested to use the visual for insides pages (cityscape, hot air balloon and project website url)
Date of publication	

5. Download information

Templates are available on the project website (<u>Download section in «About the project»</u>**).**

Please find in this section:
• the present document: ENGAGE graphical guidelines (.pdf);
• the IEE logo with the mention "Supported by" (.jpg);
• the Energy Cities' logo:
  - on transparent background (.png);
  - on white block with rounded corner (.png);
• a text template for report/text document (.doc);
• the coverpage background (.jpg);
• the ENGAGE footer (.jpg);
• a slide presentation template with the required mask (.ppt) (as well as the jpg files used);
• the hot air balloon with transparent background (.png).