

2018 
**EUROPEAN YEAR
OF CULTURAL
HERITAGE**
#EuropeForCulture

VISUAL IDENTITY TOOLKIT

Draft version updated in September 2017

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1. INTRODUCTION

2018 will be the **European Year of Cultural Heritage** (EYCH). This will be an opportunity to celebrate Europe's cultural heritage across the whole continent. To complement campaigns developed by EU Member States, the European Commission will launch an EU-wide communication campaign to promote Europe's diverse cultural heritage.

The **European Year of Cultural Heritage** (EYCH) aims to 'encourage the sharing and appreciation of Europe's cultural heritage as a shared resource, to raise awareness of common history and values, and to reinforce a sense of belonging to a common European space'.¹

1.1. Objectives of the campaign

The key objective of the campaign is to raise awareness of the positive contributions that Europe's cultural heritage has on the economy, society, tourism, employment, relations with third countries, cultural diversity, social inclusion and intercultural dialogue.

The main slogan of the campaign is 'Our Heritage. *Where the past meets the future*'.

The general objectives of the EYCH are to promote the role of Europe's cultural heritage and its importance to cultural diversity and intercultural dialogue as well as its importance to the relations between the European Union and third countries. Furthermore, the aim is also to enhance the contribution to society and the economy.

Specific communication objectives include:

1. Educate and boost knowledge around Europe's cultural heritage.
2. Create a sense of responsibility to enrich the heritage for future generations through preservation or creation.
3. Understand the social and economic opportunity of Europe's cultural heritage and stress it as an important common resource.

This document presents various available campaign materials and provides useful tips on how to successfully promote the campaign and on how to join the debate.

Campaign's promotional materials will be complemented throughout the campaign and further tips and ideas on how to engage and interact with your audience in an interactive way will also be provided.

Help us make the European Year of Cultural Heritage 2018 a success throughout Europe!

1.2. Important information about the European Year of Cultural Heritage

Learn more about the [European Year of Cultural Heritage campaign](#) and [subscribe to the EYCH 2018 newsletter](#) to receive regular updates about the campaign and available materials.

You can also follow our social media channels: [Facebook](#) and [Twitter](#) and join the conversation with [#EuropeForCulture](#)

You can contact us on eych2018@iservice-europa.eu for any kind of assistance or advice you may need with regards to promoting the campaign, information requests about the campaign or technical support for campaign materials, etc.

2. CAMPAIGN VISUALS AND PROMOTIONAL MATERIAL

A series of campaign and promotional materials will be developed prior to and throughout the campaign.

2.1. Visual identity/Logo

A. Main Logo

This is the main logo for the new European Year of Cultural Heritage.

The logo exists in different variants which are described in the following point 2.2.



B. Logo + Slogan

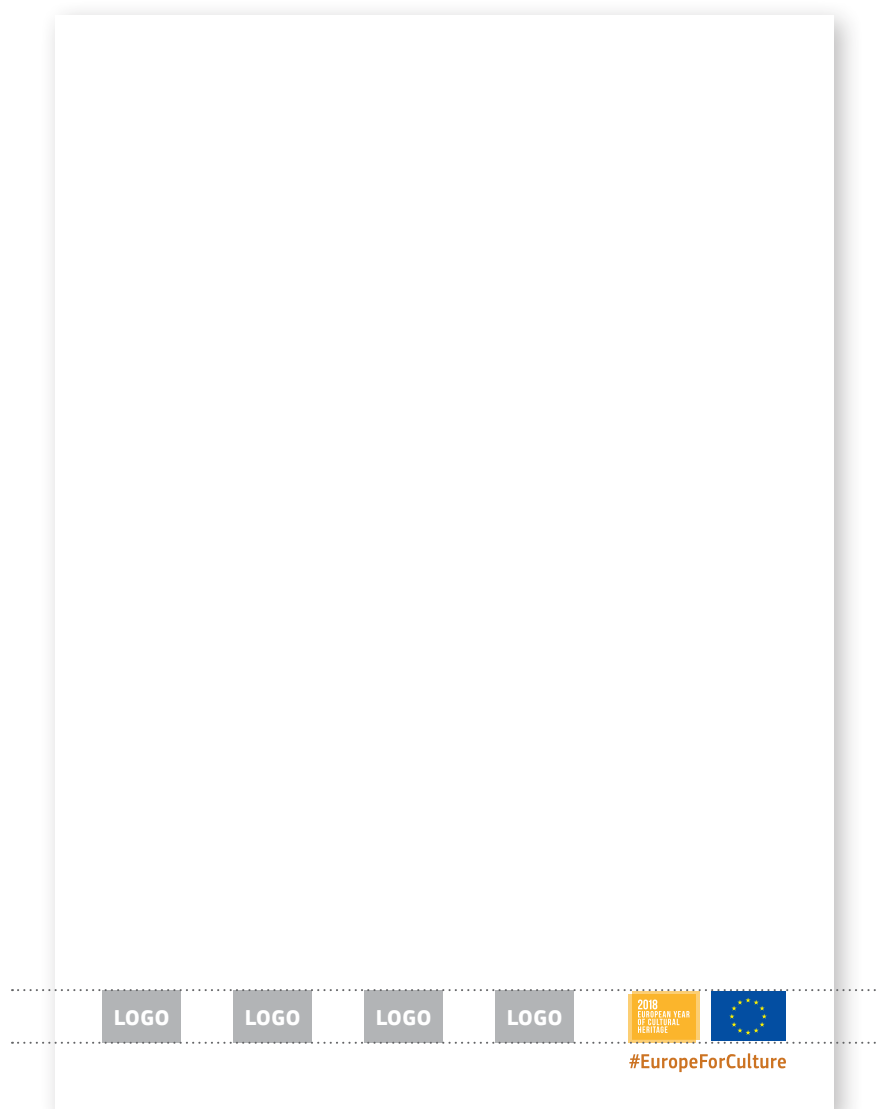
We encourage to use the logo together with the slogan for any communication material. However, for certain formats (brochures, leaflets, etc.), the two elements can be separated giving a preference to the logo itself as a hook in order to label activities and productions realized under the 2018 European Year of Cultural Heritage.

OUR HERITAGE:
WHERE THE PAST
MEETS THE FUTURE



C. Logo partners

This is how the logo should be used on publications with partners' logos.
All the logos should appear at the bottom of the visuals and should have the same visual weight.



2.2. Colours

EYCH 2018 is all about diversity and the various aspects and disciplines of heritage. Therefore, the visual identity is available in a variety of colours as well and stakeholders are free to choose the colour that best fits the visuals they are creating. There are 6 colours (5 colours + 1 monochrome version) available to you.



C0 • M33 • Y90 • K0
R250 • G182 • B33
Web #fab621



C2 • M74 • Y9 • K0
R234 • G100 • B152
Web #ea6498



C48 • M0 • Y75 • K0
R153 • G198 • B98
Web #99c662



C55 • M0 • Y26 • K0
R119 • G199 • B199
Web #77c7c7



C43 • M43 • Y0 • K0
R160 • G150 • B201
Web #a096c9



C0 • M0 • Y0 • K53
R152 • G151 • B151
Web #989797

2.3. Minimum size

To comply with EU guidelines, the size of the EU flag should never be smaller than 10 mm.



2.4. Incorrect uses

Never remove the EU flag



Never add patterns to the hook



Never change colours



Never change the font



Never change transparency



Never change proportions



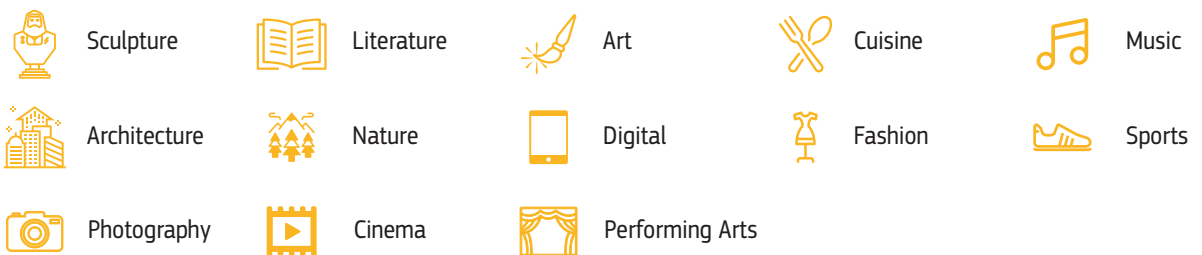
2.5. Campaign Key Elements

A. The Logo



B. The Icons

The icons refer to the different cultural sectors that form Europe's cultural heritage. You should highlight one or more icons that are relevant to the visual used for your poster.



C. The Copy Line

The copy line plays a key role in the understanding of the concept. It needs to reflect what is happening in the image. It should always engage the viewer by ending with **'What about you?'** or a similar sentence.

Today I had a nice and unexpected family reunion. What about you?

D. The Hashtag

#EuropeForCulture

E. The Slogan

**OUR HERITAGE:
WHERE THE PAST MEETS THE FUTURE**

F. The Flag



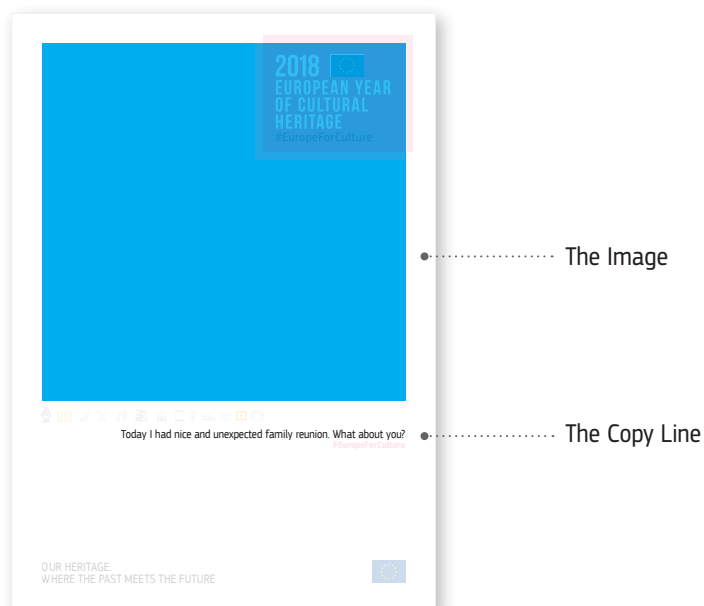
2.6. How to use the Key Elements in the layout

Throughout the year National Coordinators are invited to produce their own versions of the main campaign visuals. You can change the photo and the copy line. Information on how to adapt the copy line can be found in point 2.5, 'The copy line'.

A. Fixed elements



B. Changeable elements



C. Colour matching

This visual is for explanation purposes only. The colour used for the Logo should be reflected in the hashtag below, the copy line and in the highlighted icons. Please note that the elements will be provided in all official European languages.

2018
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture



#EuropeForCulture



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Today I had nice and unexpected family reunion. What about you?
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D. Logo Transparency

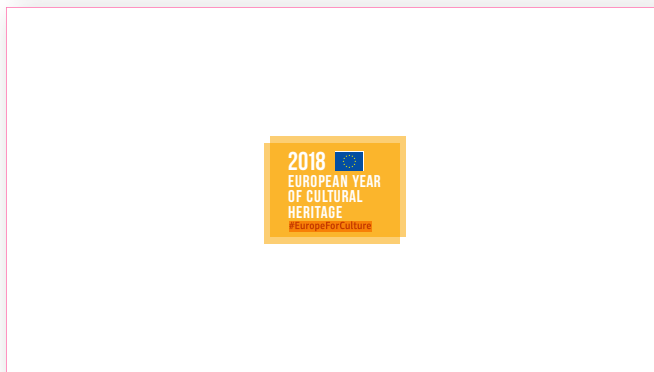
There should always be an aspect of the image visible in the logo in order to reveal its transparency.



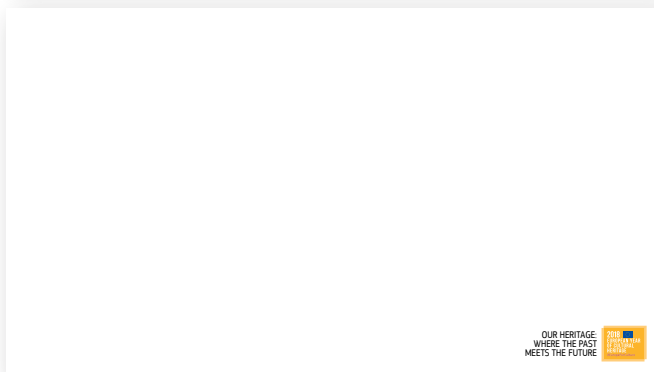
2.7. Powerpoint template



•..... Title page with image



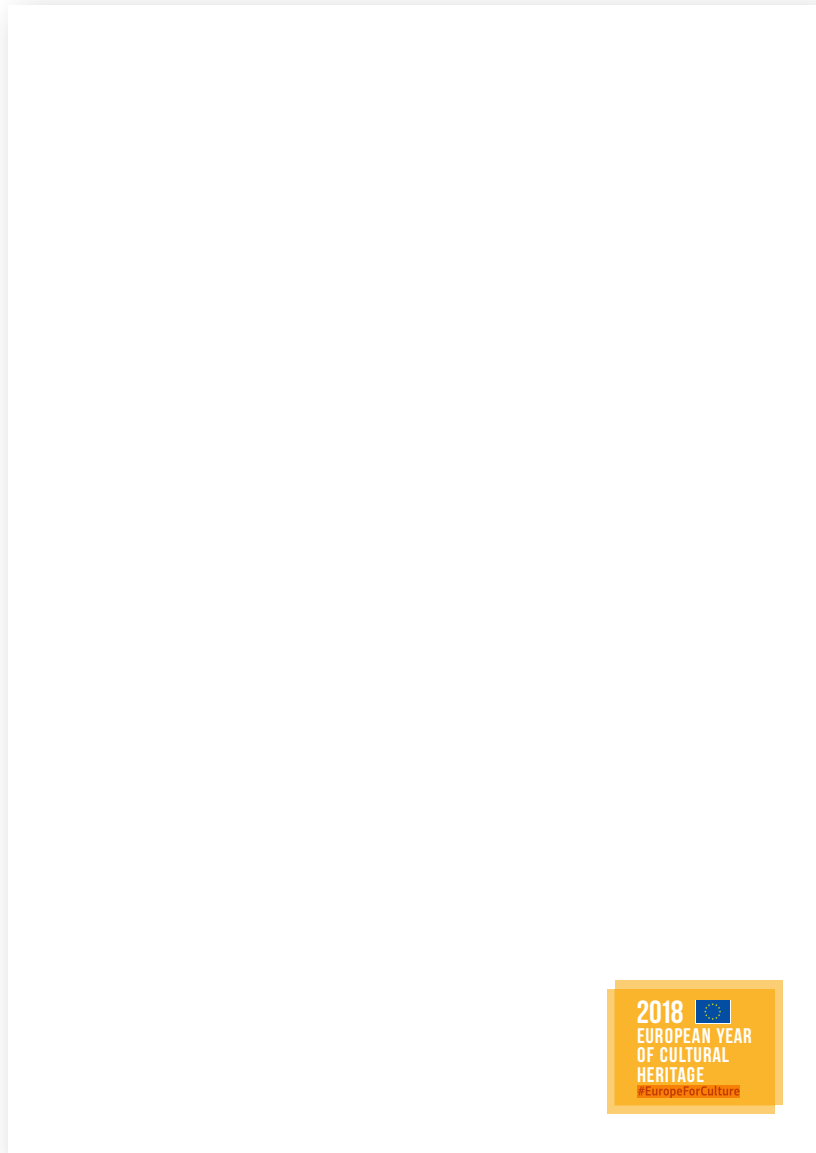
•..... Title page without image



•..... Content slide

2.8. Word template

A4 letter



2.9. Promotional material

All the following materials will be available end of November and can be used free of charge for any promotional and informational activities you will run.

A. Visual material

- **Video material:** The official campaign video (short and long versions) will be launched at the beginning of December on the occasion of the European Cultural Forum. It will be produced in English and subtitled in all EU languages.
- **Photo Bank:** Database of free-of-copyright pictures to be used for your promotional activities.

B. Graphic material

The following graphic materials are mainly suitable for offline environment such as when you organise events, meetings, etc.

- **Posters** (available in two electronic formats and in all EU languages): a total of eight posters will be produced, each of them focusing on different aspect of cultural heritage.
- **Roll-up** (available in electronic format and in all EU languages) with key campaign visual.

C. Editorial/Content material

- **10 factsheets on European Initiatives.**
- **Brochure 'Creative Europe'** presenting a selection of 15 projects focusing on cultural heritage.

3. IDEAS ON HOW TO PROMOTE THE CAMPAIGN

Please find below some useful tips on how to promote the EYCH 2018 campaign via your own communication channels and disseminate the information widely within your network.

3.1. Using your online communication channels

A. Publishing information on your website

Publish information about the EYCH 2018 on your website. Make good use of the campaign visual guidelines, where possible, in order to ensure proper alignment to the campaign.

B. Including information in your newsletter

Include information about the campaign and its updates in the newsletter you usually disseminate to your network. Use this opportunity to encourage your networks to share the information further to ensure the highest possible reach.

C. Generating awareness via your social media channels

Make sure to spread information about the European Year of Cultural Heritage on a regular basis while using the EYCH 2018 calendar for inspiration (a 'living' map of events will be updated with your support).

Follow the official [Facebook](#) and [Twitter](#) accounts where you can find more inspiration, like and share the posts as well as engage in a fruitful discussion with wider audiences and stakeholders.

And make sure to use your own social media channels (Facebook, Twitter and Instagram) to spread the word even further!

Join the debate using [#EuropeForCulture](#)

D. Social media channels (Facebook, Twitter, Instagram, etc.)

The campaign toolkit will offer you useful materials for your own social media channels while ensuring consistency with the campaign's visual identity.

When posting on Facebook and Twitter, make sure to keep your posts short and include questions, photos, infographics, gifs or videos – this drives more engagement from the audience.

3.2. Promoting the EYCH offline

A. Organising events on the occasion of the EYCH

You can make use of the thematic calendar (see below for further information) for your event and meeting organisation. In case you organise an event, please make sure to have it registered in our 'living' map of events. This will ensure that the information reaches the right people as well as it might inspire other event organisers. A range of campaign materials can be used while organising your event (posters, roll-up, etc.).

B. Including relevant information in your print publications

When publishing print publications, you can also make use of various available tools.

3.3. Promoting the EYCH with the help of multipliers and media contacts

Take advantage of your stakeholder and media contacts as they can help raise awareness about the campaign. You can set up cooperation and partnerships with stakeholder organisations and media.

4. INFORMATION ABOUT THE EYCH HELPDESK

The Helpdesk is the campaign secretariat and main point of contact for all communication and promotional activities. The role of the helpdesk is to **inform** you about the campaign developments and updates (via email alerts, newsletter and phone calls); **provide you with campaign materials** (including toolkits) and **collect information** for the purpose of the 'living' mapping of the EYCH events as well as for the reporting purposes.

Do not hesitate to contact us for any communication/promotional advice and technical assistance on: eych2018@iservice-europa.eu



EYCH2018@ISERVICE-EUROPA.EU