



# Display® Corporate Design Guidelines

*The Display® Logo in digital format is at your disposal however, you need to consider and respect the following rules to ensure the consistency of the use of the logo and a clear branding of the Display® Campaign.*

## Corporate identity

Our corporate identity is a registered trademark and is one of the key elements that supports the campaign's originality. The ® symbol helps to uniquely identify Display® from other campaigns, products or services. **The use of the official logo is only allowed by members and associated partners of the campaign and is closely linked to the products and services that are provided in the framework of Display®.**

The logo is composed of a graphic element (the smiling house), the writing "Display®" below it and the title "European Municipal Buildings Climate Campaign".



The logo in digital format with, or without, the text 'European Municipal Buildings Climate Campaign' is available to members of the Campaign on the Display® website in the Cities section, "Project Documents" **and will be provided to sponsors once the agreement has been signed.**

The logo is to be recognisable throughout Europe. Therefore we ask you to strictly stick to this design, do not change its form or colour.

## Colour of the logo

Please respect the defined corporate colours for the logo and the Display background:

**CYMK (quadrichrome, i.e. for all kind of documents):**

80% Cyan, 30% Magenta, 0% Yellow, 0% Black

**Pantone (spot colours, for a more precise colour printing)**

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The **background** chosen decisively affects the impact of the logo. If possible, the background should be white.



Do not change the original colours of the logo.



In case the blue colour is unsuited to a specific background, white and black may also be used in order to keep a contrast between the Display® logo and the background.

### Size of the logo

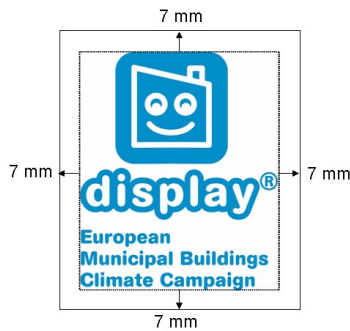
- When modifying the size, please keep the proportion. Try to avoid reproduction smaller than 25 mm in height.
- When changing the logo's size, please respect its proportions: do not incline, stretch or compress the logo.





## Space around the logo

Please give the logo a space of minimum 7 mm on electronic or other publications to be seen clearly. No other text or graphical elements should appear within this space.



If you want to publish the Display logo together with the logo of your **municipality/company/association**, please do not mix both. They should stay separate graphic elements.

## Contact

For further information or for clarification on the correct use of the graphical elements of the Display® campaign, please contact [iturner@energie-cites.org](mailto:iturner@energie-cites.org) or call at +33 381653793.