EuroVelo
The European cycle route network

Brand Guide

EuroVelo® is a registered trademark of the European Cyclists' Federation.

EuroVelo the European cycle route network

ECF EUROPEAN CYCLISTS' FEDERATION

ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

EuroVelo.com

Discover Europe
e by bicycle! Discover
cover Europe by bicyc
icycle! Discover Europ
by bicycle!

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Purpose of this guide

EuroVelo is a registered trade mark of the European Cyclists' Federation (ECF), and only routes approved by ECF can be called EuroVelo.

In order to establish a recognisable identity, engage and build credibility with target audiences, the EuroVelo brand should be communicated in a **uniform** and **coordinated** manner as widely as possible.

To achieve this goal, ECF has developed this guide to describe **the brand**, **design guidelines** and **templates** which can be used by partners (National EuroVelo Coordination Centres, touristic organisations, editors, service providers, etc.) to better communicate about EuroVelo or EuroVelo routes.

This guide details the recommended use of the main EuroVelo design elements. It has been designed so that these elements can be used in the frame of your own corporate design requirements. This guide covers **route signing**, **printed** and **digital** material only. For information about the use of EuroVelo design elements in other contexts, please contact ECF at eurovelo@ecf.com.

Using the EuroVelo Brand Guide and Kit allows partners to enjoy the benefits of the growing awareness of EuroVelo across the continent and, in turn, help to increase it further.

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About EuroVelo, the European cycle route network

SLOGAN

Discover Europe by bicycle!

KEY FIGURES (AS OF 2023)

17 routes
38 countries
90,000+ km

Short description
EuroVelo is a network of long-distance cycle routes that cross and connect Europe. The routes can be used by cycle tourists, as well as by local people making daily journeys. EuroVelo is an initiative of the European Cyclists' Federation developed by national and regional partners. Discover Europe by bicycle at EuroVelo.com!

The word "EuroVelo" should be consistent across all media. It should not be altered to reflect national or regional languages or alphabets.

Long description
EuroVelo is the European cycle route network – 17 long-distance cycle routes that cross and connect the continent. It is the largest cycle route network in the world, spanning over 90,000 km when completed. The development of EuroVelo leads to safe and continuous cycle routes, serving as the backbone for national and regional cycle networks. It can be used by long-distance cycle tourists, as well as by local people making daily journeys. EuroVelo is developed and coordinated on the transnational level by the European Cyclists' Federation (ECF) in cooperation with a network of National EuroVelo Coordination Centres (NECCs). It is an initiative that fosters sustainable transport and tourism policies. Discover Europe by bicycle at EuroVelo.com!

Writing "EuroVelo, the European cycle route network" in different languages:

French: EuroVelo, le réseau des véloroutes européennes

German: EuroVelo, das europäische Radroutennetz

Dutch: EuroVelo, het Europese fietsroutenetwerk

Italian: EuroVelo, la rete delle ciclovie europee

Spanish: EuroVelo, la red europea de rutas ciclistas

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About EuroVelo, the European cycle route network

WHAT IS A EUROVELO ROUTE?

A EuroVelo route is an international cycle route that crosses at least two countries and covers a minimum of 1,000 km, combining various infrastructure types. When developed and signposted, it creates a continuous, safe, and enjoyable cycling experience for tourists and locals. A EuroVelo route forms part of the European cycle route network and other cycle route networks. It is assigned a unique number and is associated with a specific cultural or geographical theme, which are reflected in the full route name. Only routes approved by ECF can be called EuroVelo.

The full name of each route is composed of two shorter parts.
Both the full and short names are used in communication. The following guidelines apply when writing them:

FULL NAME
EuroVelo 1 – Atlantic Coast Route
EuroVelo 2 – Capitals Route
EuroVelo 3 – Pilgrims Route
…

EuroVelo [#] – [Theme]

SHORT NAME (#)
EuroVelo 1
EuroVelo 2
EuroVelo 3
…

EN (SHORT) DASH SYMBOL

SHORT NAME (THEME)
Atlantic Coast Route
Capitals Route
Pilgrims Route
…

EuroVelo, the European cycle route network (2025)

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Voice and tone

To better promote the EuroVelo brand, ECF is working on new marketing strategies and concepts. This work is still developing, however, you can find more about the brand's voice and tone dimensions in this section.

Brand voice is the consistent manner in which a brand communicates its message.

EuroVelo's voice helps to shape a unified brand experience across various media. It reflects the brand's personality in written and spoken content, and enables end users and cycling professionals to have a meaningful EuroVelo experience.

With a clear brand voice, EuroVelo demonstrates expertise and a commitment to providing valuable information and resources for its audiences.

EUROVELO BRAND PERSONALITY

Authentic

We are a passionate human-sized collective and we are confident in who we are.

Caring

We listen to our stakeholders and make sure to consider all viewpoints.

Informative

We share knowledge using simple and direct communication.

Inspirational

We make adventure accessible to all and encourage alternative ways of travel.

Professional

We want to be authoritative in our sector while operating with integrity.

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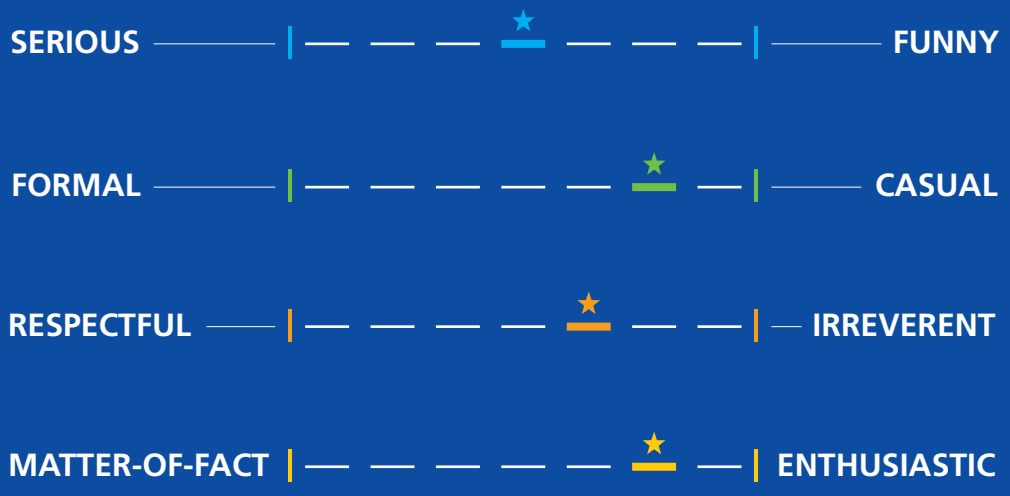
Voice and tone

Brand tone is closely tied to brand voice. It narrows down the nuances of how the brand communicates beyond the overall personality.

EuroVelo understands its audience's interests, preferences, and motivations and carefully adapts the tone to craft content that speaks directly to them. This adaptability to different contexts ensures EuroVelo can connect with individuals looking to learn about the network, plan a cycling holiday, share their experiences, engage with events, or even advocate for alternative ways of travel.

GENERAL EUROVELO TONE DIMENSIONS



For national partners: please consult the upcoming (internal) EuroVelo Style Guide to learn more about the standard communication requirements and marketing concepts.

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Logo and trademark

The current iteration of the EuroVelo logo was developed in 2006. The design is composed of the **EuroVelo icon** and text layered upon a blue (gradient) background.

It is recommended to use the relevant route logo whenever communicating about a specific route. Please refer to the **ROUTE LOGOS AND SIGNING** section of this guide for more information.

ECF must be informed about the use of the logo in notable publications and other related works, and the following phrase must appear in the impressum/imprint or legal statement of the document:
EuroVelo® is a registered trademark of the European Cyclists' Federation

BRAND KIT PATH

.../EuroVelo logo/...

The EuroVelo Brand Kit is an online tool which includes design and marketing resources only made available to ECF partners.

Recommended version of the logo to use (with flat blue background)

Logo construction and elements

Registered visual trademark

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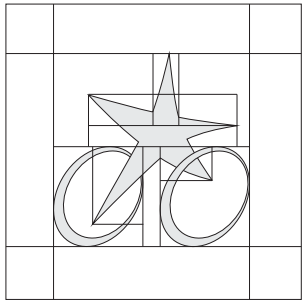
Logo and trademark: EuroVelo icon

Derived from the main logo, the **EuroVelo icon** is composed of a square with the EuroVelo symbol.

The composition of the icon can not be altered, however, it can be presented in different colour combinations. These colours are limited to the ones found in the **COLOUR SYSTEM** section of this guide.

The icon should not be used as a substitute for the trademarked EuroVelo logo. It only serves as an additional graphic element to help identify the brand.

EuroVelo icon



Icon construction and elements

Example of colour variations

BRAND KIT PATH

.../EuroVelo icon/...

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Examples, do's and don'ts: Correct use of the logo

To strengthen the brand and its trademark, ECF and associated partners should **ensure consistent use** of the EuroVelo logo and icon across all media and touchpoints.

Do use a one pixel white stroke (on the inside) around the logo only when placed on the same blue background as the logo

Do keep a safe zone equal to the width of the "E" unit around the logo and icon when placing near text or other objects

Do keep a minimum height of 10 mm (38 pixels) to ensure visibility of the logo and icon for print and digital use

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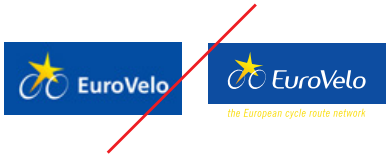
Examples, do's and don'ts: Incorrect use of the logo

As the EuroVelo logo is a registered trademark, its general composition **cannot be altered** other than as described in this guide.

ECF owns all the registered copyrights to EuroVelo. Please contact ECF if you spot any clear infringement upon the existing trademark.

Do not alter the colours of the logo



Do not alter the composition of the logo by detaching elements or using a different font

Do not distort or skew the set proportions of the logo or icon

Do not rotate the logo

Do not add new elements next to the logo unless authorised

Do not place the logo or icon on busy backdrops or bold patterns

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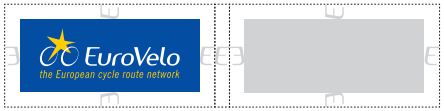
Co-branding

For cases where ECF has agreed to co-brand with external partners, it is important to uphold the integrity of the EuroVelo trademark when **jointly communicating and promoting** about the network with their own brands.

The following defines the **appropriate co-brand use** across different media and applications:

- Alignments A and B show how to position, size and space the logos
- Preferable to use coloured versions of logos together (and not black/white)
- No visible separator lines appearing between the logos

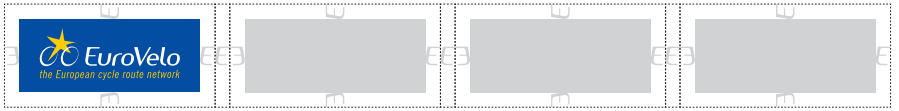
A1



A2

Alignment A: when pairing with typographic and/or horizontal logos and ensure adequate spacing using the "E" unit from the EuroVelo logo

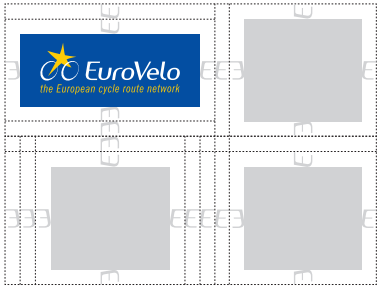
A3



B1

B2

B3



Alignment B: when pairing with emblems and/or vertical logos and ensure adequate spacing using the "E" unit from the EuroVelo logo

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Co-branding: Selected examples

This page illustrates, through selected examples and good practices, how to co-brand with EuroVelo, the European cycle route network.

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National logos and use

National EuroVelo Coordination Centres, or NECCs for short, play a vital role in the development of the network. The national logos are an extension of the EuroVelo brand.

ECF recommends that all NECCs make use of the national logos when representing EuroVelo in their territories. These logos can be adopted as the **sole identity** or be used alongside any **existing logo and branding**.

Logo **variations** are provided for different use cases, such as websites, social media platforms, printed material, and email signatures amongst others.

BRAND KIT PATH

.../National logos/...

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Logo variation with flag

Logo variation for compact use

Logo variation with country mention

Example on blue background

Logo variation with NECC status mention

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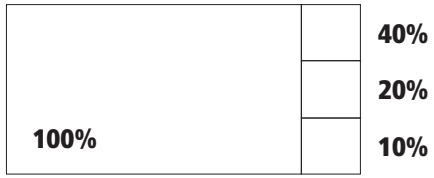
Colour system

As an attractive cycling tourism product, EuroVelo has an expansive colour palette comprised of a set of **primary colours** (including black and white) and a set of **secondary colours** derived from each route.

Each colour has **three additional tones** based on the tint transparency levels.

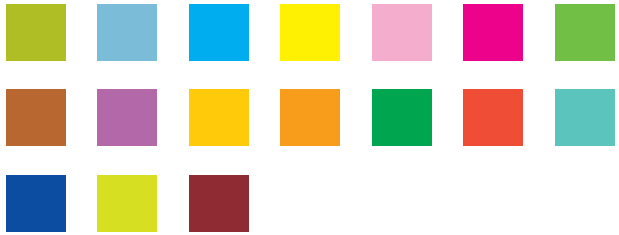
Swatches and tones per colour are shown in the next two pages of this section.

Colour swatch and transparency tones



Primary set of colours

Secondary set of colours



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Primary colours

There are **eight primary brand colours** complemented by black and white to complete the set.

These colours are used for any general EuroVelo related materials.

CMYK **100 80 0 0**
RGB **3 78 162**
WEB **#034ea2**

CMYK **0 20 100 0**
RGB **255 203 5**
WEB **#ffcb05**

CMYK **100 80 0 40**
RGB **0 46 110**
WEB **#002e6e**

CMYK **0 0 0 60**
RGB **128 130 133**
WEB **#808285**

CMYK **100 0 0 0**
RGB **0 174 239**
WEB **#00aeef**

CMYK **0 60 100 0**
RGB **114 191 68**
WEB **#6fbe44**

CMYK **0 45 100 0**
RGB **249 157 28**
WEB **#f99d1c**

CMYK **0 85 85 0**
RGB **240 78 55**
WEB **#f04e37**

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Secondary colours

There are **17 secondary colours** for the brand which correspond to the colours of each route in the EuroVelo network.

These colours should be used for specific route and partnership materials. They are part of the individual route identity at the European level.

When creating national route identities, these colours can form part of the sub-brands. They should also be used in any co-branding or route projects.

EuroVelo 1
CMYK **25 0 100 15**
RGB **175 190 36**
WEB **#afbe24**

EuroVelo 2
CMYK **40 0 0 15**
RGB **124 188 217**
WEB **#7cbcd9**

EuroVelo 3
CMYK **100 0 0 0**
RGB **0 174 239**
WEB **#00aeef**

EuroVelo 4
CMYK **0 0 100 0**
RGB **255 242 0**
WEB **#fff200**

EuroVelo 5
CMYK **0 0 40 0**
RGB **246 173 205**
WEB **#f6adcd**

EuroVelo 6
CMYK **0 100 0 0**
RGB **236 0 140**
WEB **#ec008c**

EuroVelo 7
CMYK **0 60 100 0**
RGB **114 191 68**
WEB **#6fbe44**

EuroVelo 8
CMYK **30 70 100 0**
RGB **186 104 49**
WEB **#ba6831**

EuroVelo 9
CMYK **0 30 70 0**
RGB **179 105 171**
WEB **#b369ab**

EuroVelo 10
CMYK **0 20 100 0**
RGB **255 203 5**
WEB **#ffcb05**

EuroVelo 11
CMYK **0 45 100 0**
RGB **249 157 28**
WEB **#f99d1c**

EuroVelo 12
CMYK **100 0 100 0**
RGB **0 166 81**
WEB **#00a651**

EuroVelo 13
CMYK **0 85 85 0**
RGB **240 78 55**
WEB **#f04e37**

EuroVelo 14
CMYK **60 0 30 0**
RGB **91 196 191**
WEB **#5bc4bf**

EuroVelo 15
CMYK **100 80 0 0**
RGB **3 78 162**
WEB **#034ea2**

EuroVelo 17
CMYK **20 0 100 0**
RGB **215 223 35**
WEB **#d7df23**

EuroVelo 19
CMYK **25 90 75 30**
RGB **144 46 51**
WEB **#902e33**

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EuroVelo ribbon

The ribbon is a design element composed of **EuroVelo route colours (secondary brand colours) in sequence**. It serves as a recognisable, often repeated, brand element that visually represents the network and each of its individual routes.

It is easy to adapt and expand, and it should be used as an accent and/or additional graphic element for any EuroVelo digital and print materials.

BRAND KIT PATH

.../EuroVelo ribbon/...

The EuroVelo Brand Kit is an online tool which includes design and marketing resources only made available to ECF partners.

Unique colour assigned to a EuroVelo route

Subsequent route colours in sequence

Example Full ribbon, equal width colour blocks and in sequence (most common use)

Easily adaptable in composition and size of each colour block as long as it features all routes

Example EuroVelo 2 colour is expanded while the rest have the same width

Can be composed of two or more sequences next to each other as long as all the colour blocks are featured

Example Starts with EuroVelo 5 and loops back to EuroVelo 1 in sequence

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EuroVelo ribbon: Examples of use

You can find some examples of how the EuroVelo ribbon has been used in different types of materials promoting the network.

On the cover of the EuroVelo Overview Map (colours in sequence)

On the cover of the EuroVelo 19 flyer (two sequences and expanded colour block)

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Typography

Official EuroVelo documents and communication materials use the **Frutiger** typeface family as primary fonts.

For certain digital (Office) documents and presentations, the widely available system typeface **Arial** is used.

BRAND KIT PATH

.../EuroVelo fonts/...

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Frutiger Frutiger Frutiger
Frutiger EuroVelo **Frutiger**
Cycle Frutiger Frutiger
Frutiger Route **Frutiger**
Frutiger Frutiger Network
Arial ECF Arial
Tourism **Arial Arial**
NECC Arial Arial

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Typefaces

The primary EuroVelo font family is **Frutiger**.

'45 Light' and '87 Extra Black Condensed' styles are most commonly used for both print and digital material.

See **FONT STYLES** for more information.

Frutiger

87 Extra Black Condensed

Aa
ABCDEFGHI
abcdefghi
0123456789

67 Bold Condensed

Aa
ABCDEFGHI
abcdefghi
0123456789

65 Bold

Aa
ABCDEFGHI
abcdefghi
0123456789

45 Light

Aa
ABCDEFGHI
abcdefghi
0123456789

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Typefaces

The secondary EuroVelo font family is **Arial**.

This system font should be used:

- When the Frutiger font is not available
- When working in MS Office apps

Arial

Regular

Aa
ABCDEFGHI
abcdefghi
0123456789

Bold

Aa
ABCDEFGHI
abcdefghi
0123456789

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Font styles

The following styles should be used for headlines and **main titles**:

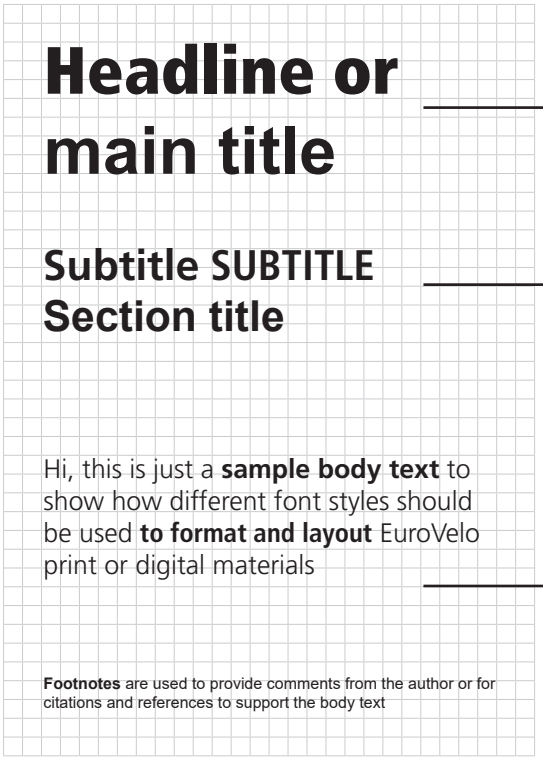
- Frutiger 87 Extra Black Condensed
- Arial Bold

The following styles should be used for **subtitles** or to bring emphasis to key words:

- Frutiger 67 Bold Condensed
- Frutiger 65 Bold
- Arial Bold

The following styles should be used for the majority of **body text** and footnotes:

- Frutiger 45 Light
- Arial Regular



Frutiger 87 Extra Black Condensed (Arial Bold)
10 to 100 pt, sentence case

Frutiger 67 Bold Condensed
Frutiger 65 Bold
(Arial Bold)
20 to 60 pt, upper or sentence case

Frutiger 45 Light
(Arial Regular)
6 to 20 pt, sentence case

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Imagery

Images associated with the EuroVelo brand should mainly depict **cyclists**, but they can also focus on long-distance **cycling tourists** depending on the context.

The most common form of images are **maps**, **photos**, **illustrations** and **infographics**. All these images are also used to create social media visuals and cards.

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.../Imagery/...

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Maps: Schematic diagrams

The **EuroVelo schematic diagram** is a vector map with a simplified overview of the route itineraries in Europe. It can not be altered unless authorised.

ECF must be informed about the use of the schematic diagram **in major publications and press related works**, and the following information must appear alongside its use:

- Title: EuroVelo, the European cycle route network*
- A hyperlink to www.eurovelo.com
- A reference to the year of publication

* Please note that the word "EuroVelo" should not be altered to reflect national/regional languages or alphabets. The wording for "the European cycle route network" can be in the local language if desired.

The EuroVelo schematic diagram evolves over time depending on EuroVelo network changes:

- **NECCs can find the latest files in the Brand Kit.**
- **Media and other partners can contact ECF or NECCs to get the most recent version.**

EuroVelo, the European cycle route network (2025)

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Maps: Schematic diagrams

Derived from the EuroVelo schematic diagram are two other vector maps:

- EuroVelo **route schematic diagram**
- EuroVelo **country schematic diagram**

Like the main diagram, these can not be altered unless authorised and ECF should be informed of their use in major publications and press related works.

The EuroVelo route/country schematic diagram evolves over time depending on EuroVelo network changes:

- **NECCs can find the latest files in the Brand Kit.**
- **Media and other partners can contact ECF or NECCs to get the most recent version.**

EuroVelo 3 - Pilgrims Route (2025)

The following information **must appear** alongside its use:

- Title: [EuroVelo # - Full name]*
- A hyperlink to the route website
- A reference to the year of publication

* Please note that the word "EuroVelo" should not be altered. The route name can optionally be in the local language.

EuroVelo routes in Italy (2025)

The following information **must appear** alongside its use:

- Title: EuroVelo routes in [country]*
- A hyperlink to the country page
- A reference to the year of publication

* Please note that the word "EuroVelo" should not be altered. The rest of the title can optionally be in the local language.

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Maps: EuroVelo Overview Map

The printed **EuroVelo Overview Map** is a high-quality map (scale 1: 5,000,000) covering the entire European network and providing inspiration for people deciding where to explore next.

It is distributed across Europe:

- as a donation reward
- by NECCs for free and/or as a shop item
- at major conferences and other events (e.g. ITB, Eurobike, Velo-city, EuroVelo & Cycling Tourism Conference, etc.)

The map is updated every three years. To find out about advertising opportunities on the next edition of the map, please consult **EuroVelo Business Opportunities**.

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Photos

Photos depicting **cycling** are the common form of EuroVelo imagery and can focus on **cycling tourism**, especially long-distance cycling tourists with panniers and bags. These photos are sourced from route development projects and, in rare cases, users and stock photo agencies.

Their **main characteristics** are:

- Authentic, taken on EuroVelo routes with signs often visible
- Highlighing route theme, points of interest and landmarks
- Showing an active, adventurous and happy lifestyle

EuroVelo 1 - Atlantic Coast Route (Ireland)

EuroVelo 15 - Rhine Cycle Route (The Netherlands)

EuroVelo 8 - Mediterranean Route (Croatia)

EuroVelo 3 - Pilgrims Route (Belgium)

EuroVelo 19 - Meuse Cycle Route (France)

EuroVelo 14 - Waters of Central Europe (Austria)

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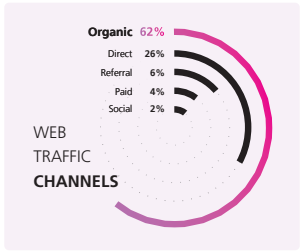
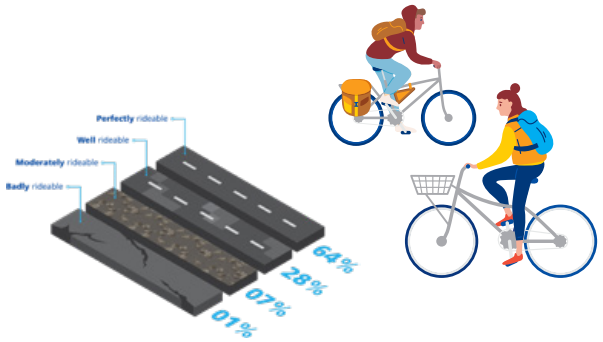
Illustrations and infographics

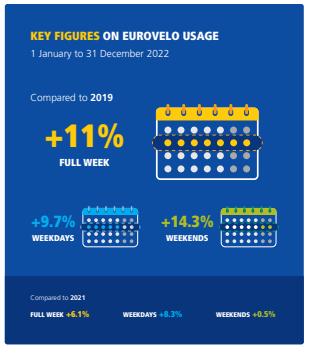
Illustrations are used mostly in audio-visual materials, printed brochures, and for events and exhibitions. These assets are mainly created in-house and on occasion with a third-party agency or studio as part of a route project or partnership.

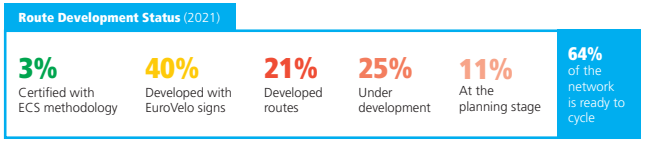
Their **main characteristics** are:

- Original, to depict or break down certain concepts
- Summary of network and route statistics (stylised maps and/or graphs)
- Featuring EuroVelo colour system
- Mixed media, mostly flat design with subtle gradients









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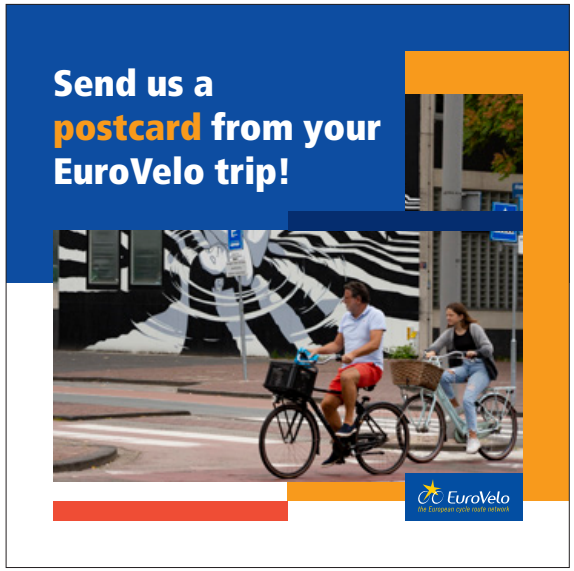
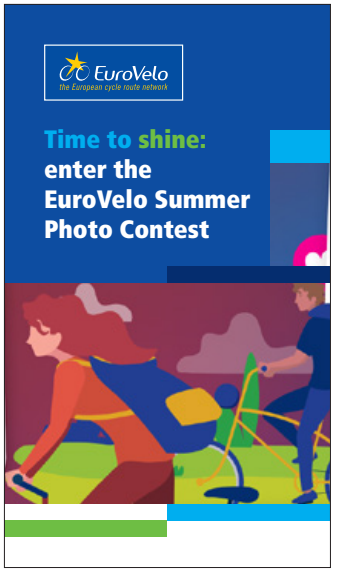
Social media

The EuroVelo brand is actively promoted on prominent social media channels by ECF and its partners.

To enhance communications and strengthen the brand presence, visuals for posts, story cards and banners are created following the **LAYOUT PRINCIPLES** set out in this guide.





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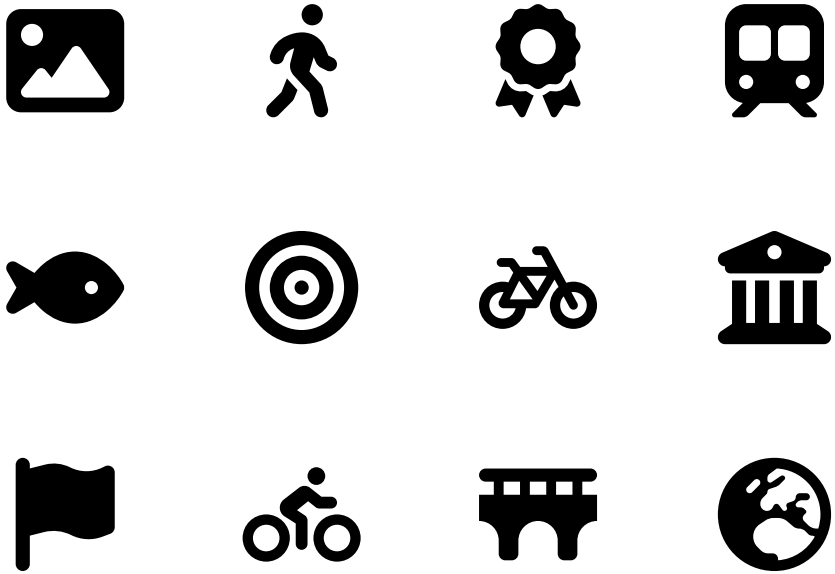
Iconography

In general, free icons from **FontAwesome** can be used to convey a meaning or represent a concept, idea, or action.

For specific cases, ECF creates **distinctive icons** in-house that are recognisable and serve as a visual shorthand across different EuroVelo print and digital media.



EuroVelo Business Opportunities icon set

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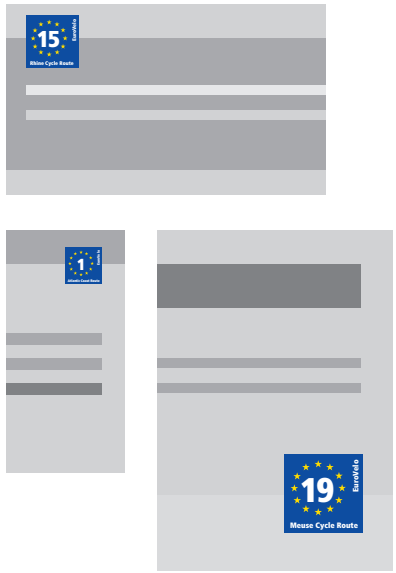
Route logos and signing

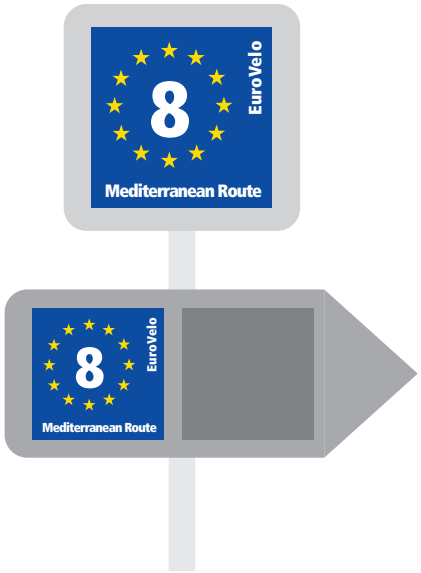
Each EuroVelo route has a **unique number and name** associated with it.

The routes can be identified by their logos in **digital and print communications**. They are also used for **road signage**.

The route logos come in a standard version that is recommended by ECF. However, some variations are shown further in this section to fit other use cases and exceptions.



Example
Standard version of the route logo on print and digital materials



Example
Standard version of the route logo on signs

BRAND KIT PATH

.../Route logos and signing/...

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Standard route logo

The United Nations Economic Commission for Europe (UNECE) in cooperation with ECF has produced a recommendation for the signing of EuroVelo routes which is included in the Consolidated resolution on road signs and signals (R.E.2), accessible on www.unece.org. The mandatory elements comprise the blue background, EU emblem stars and route number.

ECF has created a **standard version of the route logo** by adding the network and route names to this recommendation.

The standard version of the logo, also referred to as the route information panel, should be used in a consistent manner to allow users to easily identify EuroVelo routes across different media. They are also a recognisable signing element widely used in a number of European countries.

Please consult the detailed EuroVelo Transnational Signing Manual for more information on how to use the route logo on road signs.

First priority:
Standard version

(1)
Background

Colour

Pantone Reflex Blue
cmyk 100 80 0 0
rgb 3 78 162
web #034ea2

(2)
EU emblem

Colour

Pantone Yellow
cmyk 0 20 100 0
rgb 255 203 5
web #ffcb05

(3)
Route number

Essential for quick route identification

(4)
Network name

Confirmation of EuroVelo route status

(5)
Route name

Optionally, the name can be in the local language

Colour White
Font Frutiger 87 Extra Black Condensed

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Other variations, signing and priority

Only the variations for the route logos included in this guide can be used for communications and signing.

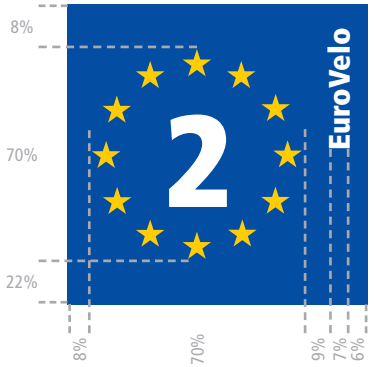
In terms of priority, the following applies:

- **Digital and print media:** the priority should be based on ensuring the maximum visibility for the route name.
- **Signs:** The standard version should be prioritised, however, other variations exist to meet any specific needs and legal requirements.

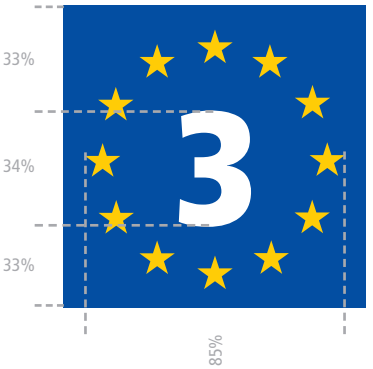
Please consult the detailed **EuroVelo Transnational Signing Manual** to find general principles for signing long-distance cycle routes and for incorporating EuroVelo logos on route signs in the same manner as other logo panels and according to national or regional standards.

Designs for new route signs that incorporate EuroVelo logos should be submitted to ECF and the corresponding National EuroVelo Coordination Centre for approval before they are installed on the ground. Existing templates can be provided on request.

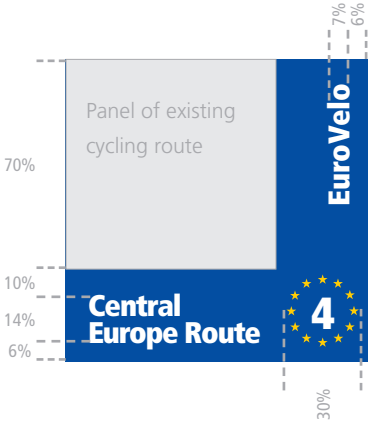
Second priority:
Without network name



Second priority:
Without route name



Third priority:
Without route and network name



Frame versions (for signing only): for combined usage. The three priorities are also applicable for the frame versions

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Examples of national signing across Europe

Austria

Slovenia

Netherlands

France

Hungary

Serbia

Poland

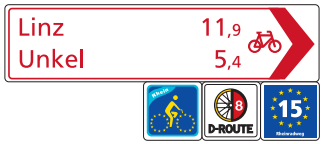
Czechia

Croatia

Italy (Friuli-Venezia Giulia)

Greece

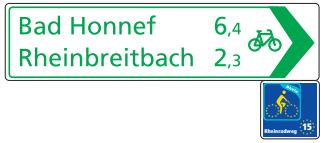
Germany



Spain (Valencia)

United Kingdom

Switzerland



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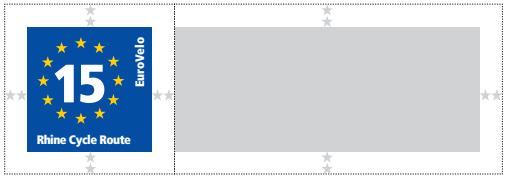
Route logos and co-branding

Partners can integrate the route logos to **jointly communicate and promote EuroVelo routes** with their own brands.

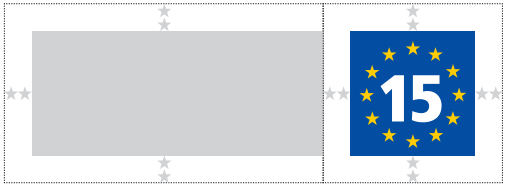
Appropriate co-brand use across different media and applications is defined by:

- Alignments A and B showing how to position, size and space the logos
- Use of coloured versions of the logos together and not black/white
- No visible dividers lines appearing between logos
- No vertical stacking of logos

A1

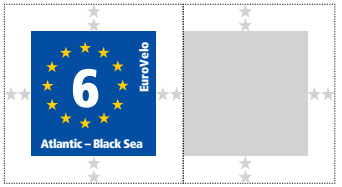


A2

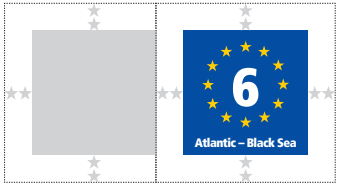


Alignment A: when pairing with typographic and/or horizontal logos. ensure adequate spacing using two star units from the route logo

B1



B2



Alignment B: when pairing with emblems and/ or vertical logos and ensure adequate spacing using two star units from the route logo

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Route logos and co-branding: Selected examples

This page illustrates, through selected examples and good practices, how to co-brand with EuroVelo routes.

1 Atlantic Coast Route

La Vélo dyssée

3 Pilgrims Route

Co-funded by the COSME Programme of the European Union

Interreg Mediterranean

MEDCYCLETOUR

8 Mediterranean Route

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Examples, do's and don'ts: Correct use of the route logo

ECF and associated partners should ensure correct use of the EuroVelo route logos across all media and relevant touchpoints as outlined in this guide.

Do use a one pixel white stroke (on the outside) around the route logo only when placed on the same blue background as the route logo

Do keep a safe zone equal to the width of two star units around the route logo when placing near text or other objects

Do keep a minimum height of 15 mm (57 pixels) to ensure visibility of the route logo for print and digital use

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Examples, do's and don'ts: Incorrect use of the route logo

The composition of the EuroVelo route logos should not be altered other than as described in this guide.

For traffic signs, consult the **EuroVelo Transnational Signing Manual** for practical details on the infrastructure and signing aspects including the minimum requirements to place the route logos.

Do not alter the colours or the font of the route logo

Do not alter the composition of the route logo by adding or detaching elements or by using a different font style

Do not distort or skew the set proportions of the route logo

Do not rotate the route logo

Do not place the route logo on busy backdrops or bold patterns

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Examples, do's and don'ts: Special case

What?
Logo variation without the network and route name (third priority)

How to ensure correct use?
Ensure the route name is visible next to it or discernible by looking at the supporting elements that compose the design or layout.

If the route name has good visibility, this variation can be placed differently in the design than shown in this guide.

Using this variation by itself, without a clear reference to the route, is not advisable as it can be confusing for audiences not familiar with the EuroVelo network.

EuroVelo 1
Atlantic Coast Route

Example on how to use the third priority variation - without network and route name (EuroVelo 1)

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Document styles and grid system

Documents associated with the EuroVelo brand **differ based on their usage and the type of medium.**

Where applicable, for digital and printed materials, EuroVelo documents and templates use design grids of intersecting vertical and horizontal lines to structure page content and other graphic design elements. See summary table for grid system according to different document styles.

Type of document	Manual Report Guide	Flyer Booklet	Short report (Word)	Presentation (PowerPoint)	Poster
Medium	Print Digital	Print	Print Digital	Digital	Print
Size	A4	A5	A4	16:9 layout	A3 A2 A1 A0
Orientation	Portrait Landscape	Portrait	Portrait	Landscape	Portrait Landscape
Margins	Double the grid WxH	Double the grid WxH	60 px	60 px	Double the grid WxH
Bleed	3 mm	3 mm	—	—	3 mm
Colour space	CMYK RGB	CMYK	CMYK RGB	RGB	CMYK
Font family	Frutiger	Frutiger	Arial	Arial	Frutiger
Grid	PORTRAIT W: 7.5 mm H: 7.425 mm LANDSCAPE W: 7.815 mm H: 7.5 mm	PORTRAIT W: 3,713 mm H: 3,75 mm	30 px	30 px	PORTRAIT Multiply from A4 size LANDSCAPE Multiply from A4 size

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Layout previews

The different types of EuroVelo documents start with a basic grid (see table on the previous page) and either a **full bleed** layout or a **75-25** layout defining the creative area (zone where to use design elements)

See next section on how to use EuroVelo brand elements together in such layouts.

Full bleed layout
Flyer
Booklet
Poster
Social media

75-25 layout
Manual
Report
Guide
Presentation

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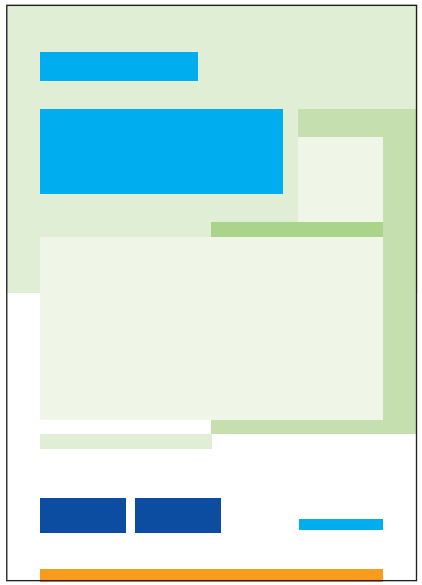
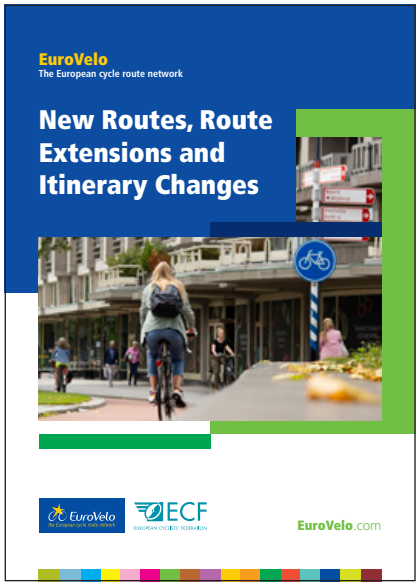
Using EuroVelo brand elements together

Official EuroVelo documents are published by ECF using the base layouts, guidelines and design elements.

ECF seeks to inspire the development of new publications in accordance with the use of EuroVelo brand elements shown in the guide.

A4 report (front cover)
75-25 layout





- Typography
- Imagery and design
- Logos (EuroVelo and partners)
- EuroVelo ribbon

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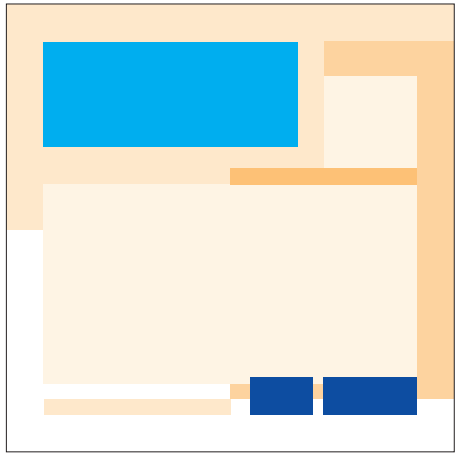
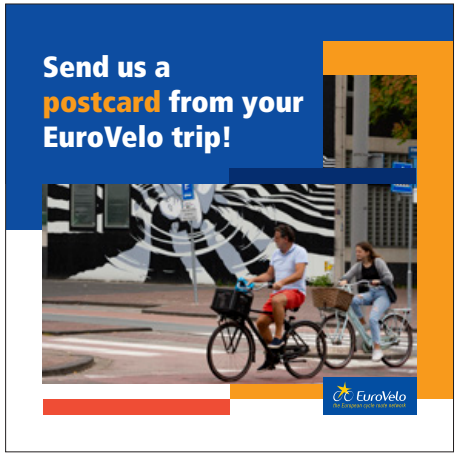
For further design inspiration, examples and best practices, please consult the **Resources** page on our website for professionals at **www.pro.eurovelo.com** where you can download existing EuroVelo publications, guides and other materials.

Social media card (square)
Full bleed layout





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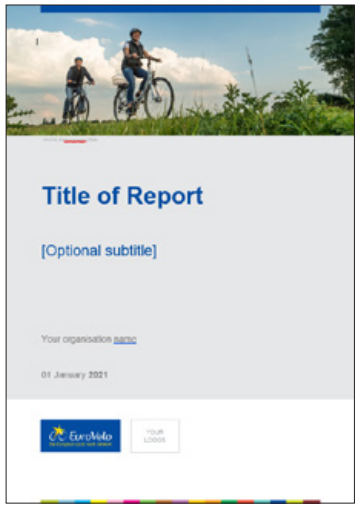
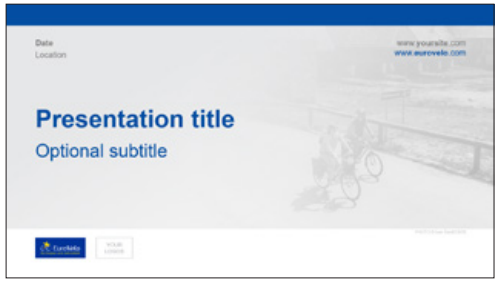
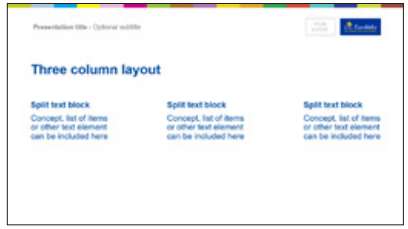
Templates for use

ECF has prepared a set of **ready-to-use templates** for different types of documents that can be used by project partners and NECCs, who can also consult with ECF for additional support.

Partners can also create their own designs by following the main brand guidelines and layout principles.







BRAND KIT PATH

.../Templates for partners/...

The EuroVelo Brand Kit is an online tool which includes design and marketing resources only made available to ECF partners.

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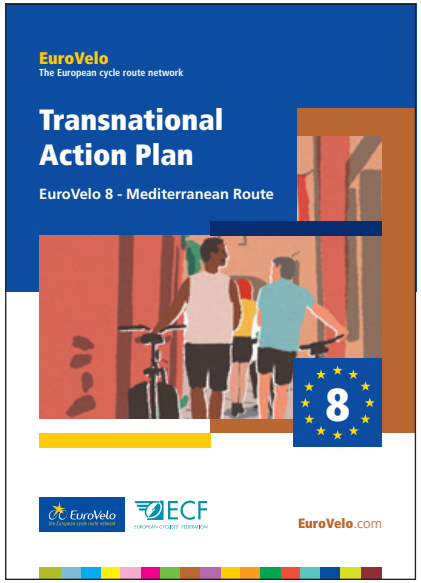

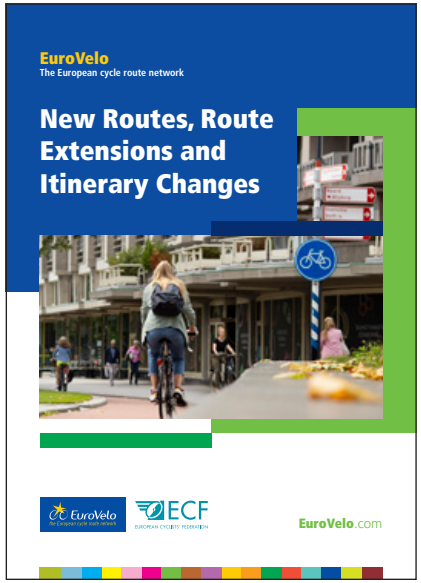

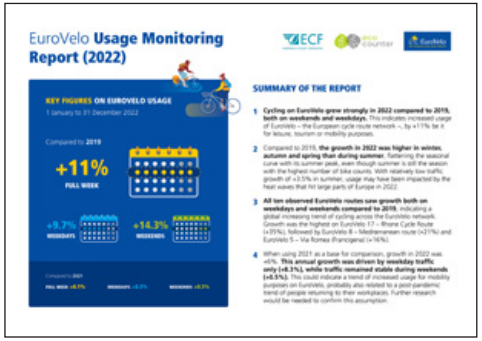

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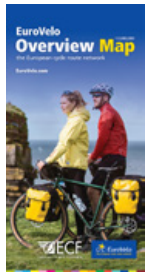

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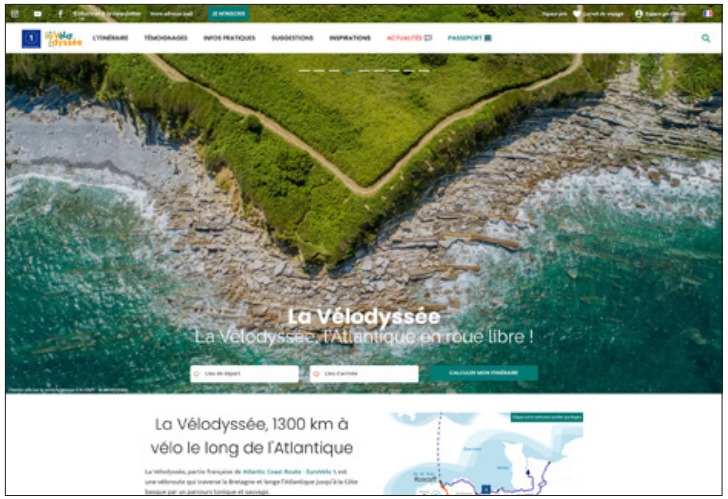
Route identity

Case study of **La Vélodyssée** - the French section of EuroVelo 1

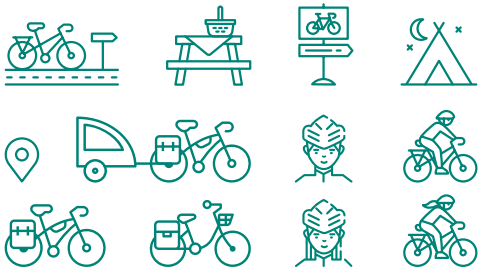
National route logo (co-branding)



Route website

Compact logo

Route logo for signs



Route icon set

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