EuroVelo
the European cycle route network

EuroVelo

Corporate Design Manual

European Cyclists' Federation

www.**eurovelo**.com

ECF
EUROPEAN CYCLISTS' FEDERATION

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

Table of **Contents**

I. Introduction 2

About EuroVelo 2
Purpose of this manual 2

II. Brand guidelines 3

Logo and trademark 3
- Examples and forbidden adaptations 3

Colour system 4
- Primary colours 4
- Secondary (route) colours 4

Additional elements 5
- EuroVelo ribbon and pattern 5
- EuroVelo schematic diagram 5

Typeface 6
- Primary font family 6
- Online or office suite font 6

Imagery 7
Signing 8
- Other variations of the route information panel 8
- Summary of use cases for route information panel 9
- Route information panel for EuroVelo routes 9
- Forbidden adaptations 9
- Examples of national signing across Europe 10

III. Templates and applications 11

Document styles and grid system 11
Guides for main templates 12
- Manual and reports (A4) 12
- Promotional flyers (A5) 13
- Digital presentations (16:9 ratio) 13

Examples of use 14

EuroVelo 10 - Baltic Sea Cycle Route
Germany

I. Introduction

About EuroVelo

Key messages

EuroVelo is the European cycle route network – a network of 17 long distance cycle routes that cross and connect the whole of Europe. The total length will be over 90,000 km when complete. The development of EuroVelo will lead to **safe**, **direct**, **coherent** and **connected** cycling infrastructure and cycle route networks that will benefit all categories of cyclists.

Route information, maps, guides and other resources are available at **www.eurovelo.com**. Information for professionals working on developing the network is available at **www.pro.eurovelo.com**.

The network is developed and coordinated on the European level by the European Cyclists' Federation (ECF), who also own the registered copyrights, in cooperation with a network of National EuroVelo Coordination Centres and Coordinators. The ECF's vision for EuroVelo is for a **fully developed** and **high quality** European cycle route network, which is well-connected to national, regional and local cycle route networks and other sustainable modes of transport, driving further increases in everyday cycling and cycling tourism.

Taglines

- **EuroVelo**, discover Europe by bike!
- **17** routes, **42** countries, over **90,000** km

Please note that the word "EuroVelo" should not be altered to reflect national or regional languages or alphabets in either the route information panels or the EuroVelo logo. If in doubt, please contact the ECF.

Purpose of this manual

In order to make the most of the benefits of developing the network, the EuroVelo brand should be communicated in a **uniform** and **coordinated** manner as widely as possible.

To achieve this goal, the ECF has developed this manual to describe **key messages**, **guidelines** and **templates** which can be used by partners (National EuroVelo Coordination Centres and Coordinators, touristic organisations, editors, service providers, etc.) to communicate about EuroVelo or EuroVelo routes. Using these elements allows the partners to enjoy the benefits of the growning awareness of EuroVelo across the continent and in turn, help to increase it further.

This manual 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 manual covers **route signing**, **printed** and **digital** material only. For information about the use of EuroVelo design elements in other contexts, please contact the ECF.

II. Brand guidelines

Logo and trademark

Main logo with gradient background

Alternative logo with flat background

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. The logo and its composition can not be altered unless autorised by the ECF. **It is recommended to use the relevant route information panel whenever communicating about a specific route.** Please refer to the **Signing** sub-section on page 8 of this manual for more information.

> **!** The ECF **must be informed** about the use of the logo in 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.**

Examples and forbidden adaptations

✓ Minimum 10% margin around the logo when placing near text or other objects

✓ Placed proportionally to other logos and objects

✓ For printed material, minimum height of 10 mm to ensure visibility

✗ Set dimensions of the logo can not be distorted

✗ Colours of the logo can not be altered

✗ Composition of the logo can not be altered

Colour system

Primary colours

50%
25%
10%

cmyk 100 80 0 0
rgb 0 51 153
web #003399

50%
25%
10%

cmyk 100 80 0 30
rgb 0 36 107
web #00246b

50%
25%
10%

cmyk 0 20 100 0
rgb 239 213 31
web #efd51f

50%
25%
10%

cmyk 0 0 0 40
rgb 167 169 172
web #a7a9ac

Secondary (route) **colours**

Each EuroVelo cycling route has a unique **name**, **theme** and **colour** associated with it. The latter form the secondary colours of the EuroVelo brand.

EuroVelo 1
Atlantic Coast Route
cmyk 25 0 100 15
rgb 192 201 35
web #c0c923

EuroVelo 2
Capitals Route
cmyk 39 0 0 15
rgb 174 199 223
web #aec7df

EuroVelo 3
Pilgrims Route
cmyk 100 0 0 0
rgb 7 161 226
web #07a1e2

EuroVelo 4
Central Europe Route
cmyk 0 0 100 0
rgb 251 243 18
web #fbf312

EuroVelo 5
Via Romea (Francigena)
cmyk 0 41 0 0
rgb 229 185 213
web #e5b9d5

EuroVelo 6
Atlantic - Black Sea
cmyk 0 100 0 0
rgb 198 0 134
web #c60086

EuroVelo 7
Sun Route
cmyk 61 0 100 0
rgb 147 191 60
web #93bf3c

EuroVelo 8
Mediterranean Route
cmyk 30 66 100 0
rgb 171 114 44
web #ab722c

EuroVelo 9
Baltic - Adriatic
cmyk 30 66 0 0
rgb 175 117 177
web #af75b1

EuroVelo 10
Baltic Sea Cycle Route
cmyk 0 20 100 0
rgb 239 213 31
web #efd51f

EuroVelo 11
East Europe Route
cmyk 0 46 100 0
rgb 222 166 37
web #dea625

EuroVelo 12
North Sea Cycle Route
cmyk 100 0 100 0
rgb 47 159 72
web #2f9f48

EuroVelo 13
Iron Curtain Trail
cmyk 0 85 85 0
rgb 202 76 57
web #ca4c39

EuroVelo 14
Waters of Central Europe
cmyk 60 0 30 0
rgb 91 196 191
web #5bc4bf

EuroVelo 15
Rhine Cycle Route
cmyk 100 80 0 0
rgb 49 60 153
web #313c99

EuroVelo 17
Rhone Cycle Route
cmyk 22 0 100 0
rgb 220 212 49
web #dcd431

EuroVelo 19
Meuse Cycle Route
cmyk 25 90 75 30
rgb 143 48 54
web #8f3036

Additional elements

EuroVelo ribbon and pattern

Both of these serve as additional elements to enrich **printed** and **digital** communication material.

Adaptable ribbon representing EuroVelo routes

Repeating pattern with EuroVelo colour system

EuroVelo schematic diagram

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

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

- Title: EuroVelo, the European cycle route network*
- A reference 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 optionally be in the local language.

! Please consult the **Press** page on **www.pro.eurovelo.com** to download the Schematic Diagram. If required, please contact the ECF to request the ribbon and pattern master files.

Typeface

Primary font family

Official EuroVelo manuals and communication materials use the **Frutiger** typeface as primary fonts. The '45 Light' and '87 Extra Black Condensed' variations are most commonly used for printed and digital material.

Frutiger variations to use for **body text:**

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
& @ " (!) / : , * % €
ààâ éèê ô š µ
0 1 2 3 4 5 6 7 8 9

Frutiger 45 Light

Frutiger 47 Light Condensed
Frutiger 55 Roman
Frutiger 57 Condensed
Frutiger 65 Bold

Frutiger variations to use for **titles:**

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
& @ " (!) / : , * % €
ààâ éèê ô š µ
0 1 2 3 4 5 6 7 8 9

Frutiger 87 Extra Black Condensed

Frutiger 67 Bold Condensed
Frutiger 75 Black
Frutiger 77 Black Condensed
Frutiger 95 Ultra Black

Online or office suite font

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

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo
& @ " (!) / : , * % €
ààâ éèê ô š µ
0 1 2 3 4 5 6 7 8 9

Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo
& @ " (!) / : , * % €
ààâ éèê ô š µ
0 1 2 3 4 5 6 7 8 9

Arial Bold

Imagery

EuroVelo 1 - Atlantic Coast Route
Ireland

EuroVelo 15 - Rhine Cycle Route
The Netherlands

EuroVelo 8 - Mediterranean Route
Croatia

The most common form of images associated with the EuroVelo brand are **photos depicting cycling tourism** but they can also depict **daily mobility** depending on the context. These photos are sourced from route development projects and, in rare cases, users and stock photo agencies.

Other imagery includes **infographics** (and graphs) and **illustrations**.

EuroVelo 13 - Iron Curtain Trail
Germany

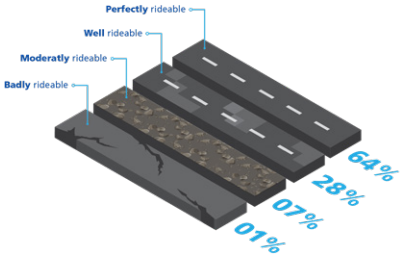
Photography

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

EuroVelo 3 - Pilgrims Route
Belgium

Infographics and illustrations

- Original, to depict or breakdown certain concepts
- Summary of network and route statistics (maps and/or graphs)
- Featuring EuroVelo colour system
- Mixed media and use of gradients



Surface quality
EuroVelo 8 - Mediterranean Route

Signing

In order to identify EuroVelo routes, an easily recognisable EuroVelo **route information panel**, added to the existing signage system, should be used. The United Nations Economic Commission for Europe (UNECE) in cooperation with the ECF has produced a recommendation for the signing of EuroVelo routes. The recommendation is included in the **Consolidated resolution on road signs and signals** (R.E.2), accessible on www.unece.org.

This route information panel is a signing element already widely used in a number of European countries to sign cycle routes. It comprises the following **5 components**:

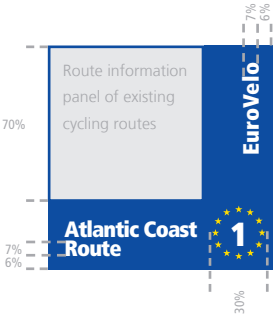
Text version

Other variations of the route information panel

Text version
(with website)

Text version
(route name only)

No text version



Frame version

Summary of use cases for route information panel

Uses for each version	Text version	Text version (with website)	Text version (route name only)	No text version	Frame version
Route signing					
Signing combined with existing route*					
Logo of the route					
Printed material					
Digital communication					

Version to be prioritised for this use

Version suitable for this use

* The frame version could be used as an interim solution on existing route signs where space for an additional panel is lacking.

The route information panel should be integrated into route signs in the same manner as other route information panels and according to national or regional standards. Designs for new route signs that incorporate EuroVelo route information panels should be **submitted to the ECF for approval** before they are installed on the ground. Only the options for the route information panels included in this manual can be used. **Please contact the ECF to request existing templates and master files.**

Route information panel for EuroVelo routes

Forbidden adaptations

(x) Wrong composition

(x) Incorrect font character style

(x) Incorrect colours

(x) Incorrect font

(x) Incorrect proportions

(x) Wrong composition

Examples of national signing across Europe

Austria

Greece

Poland

Croatia

Hungary

Serbia

Czechia

Italy (Friuli-Venezia Giulia)

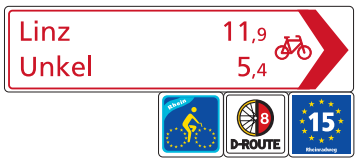
Switzerland

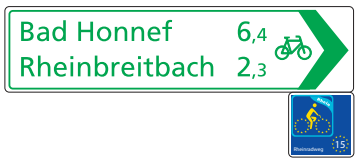
France

The Netherlands

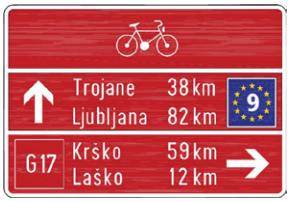
Spain (Valencia)

Germany





Slovenia



The United Kingdom

III. Templates and applications

Document styles and grid system

Official EuroVelo documents are published by the ECF using the graphic design elements described in **Section II** of this manual. Additonally, there are many other types of documents associated with the EuroVelo brand that differ based on their **usage** and the **type of medium**. The table below gives an overview of these document styles.

When applicable, for printed materials, EuroVelo documents and templates use a **7.5 x 7.5 mm design grid** of intersecting vertical and horizontal lines to structure page content and and other graphic design elements. For digital documents, a **30 x 30 pixel grid** is used.

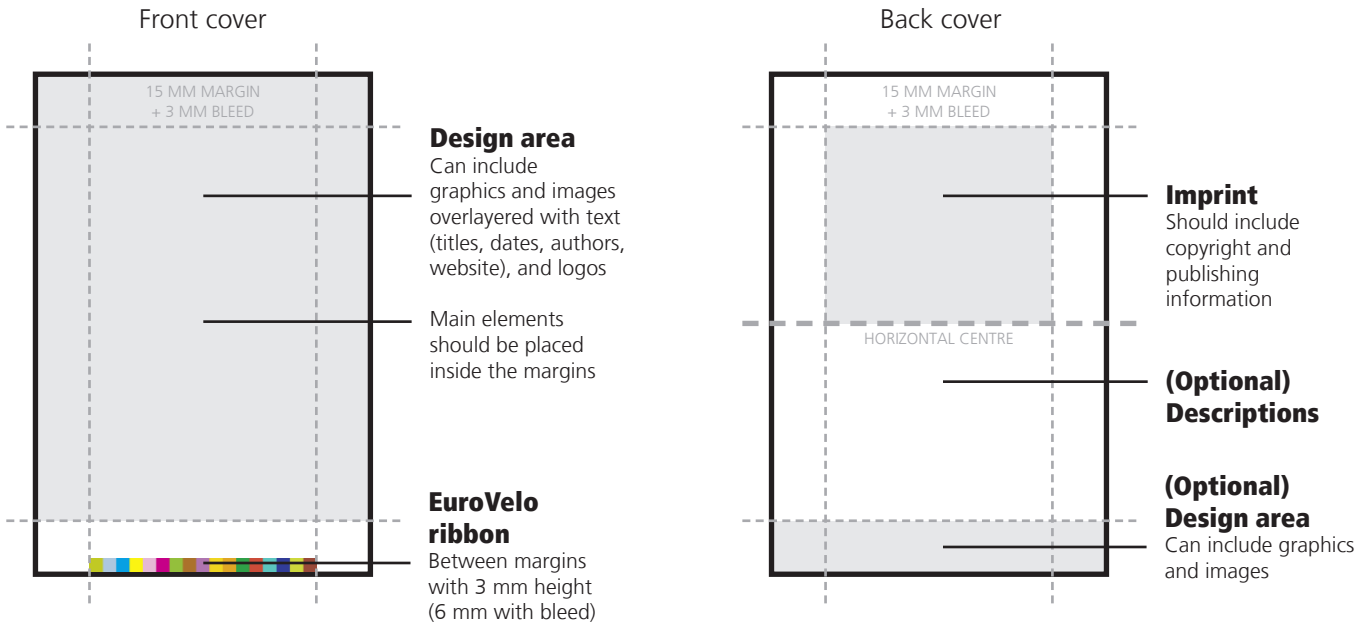
Document styles	Official EuroVelo manual or report	Donation and other certificate	Route, project or event flyer	Short digital report (Word)	Digital presentation (PowerPoint)
Imprint with trademark mention	Yes			Yes	
Colour space: cmyk	Yes	Yes	Yes		
Colour space: rgb/web				Yes	Yes
Additional element: ribbon	Yes	Yes	Yes	Yes	Yes
Additional element: pattern	Yes	Yes	Yes		Yes
Additional element: schematic diagram	Yes	Yes	Yes		Yes
Typeface: Frutiger	Yes	Yes	Yes		
Typeface: Arial				Yes	Yes
Imagery: photography	Yes	Yes	Yes	Yes	Yes
Imagery: infographics	Yes			Yes	Yes
Imagery: illustrations	Yes		Yes		Yes
Grid or guides system	7.5mm	7.5mm	7.5mm	30px	30px

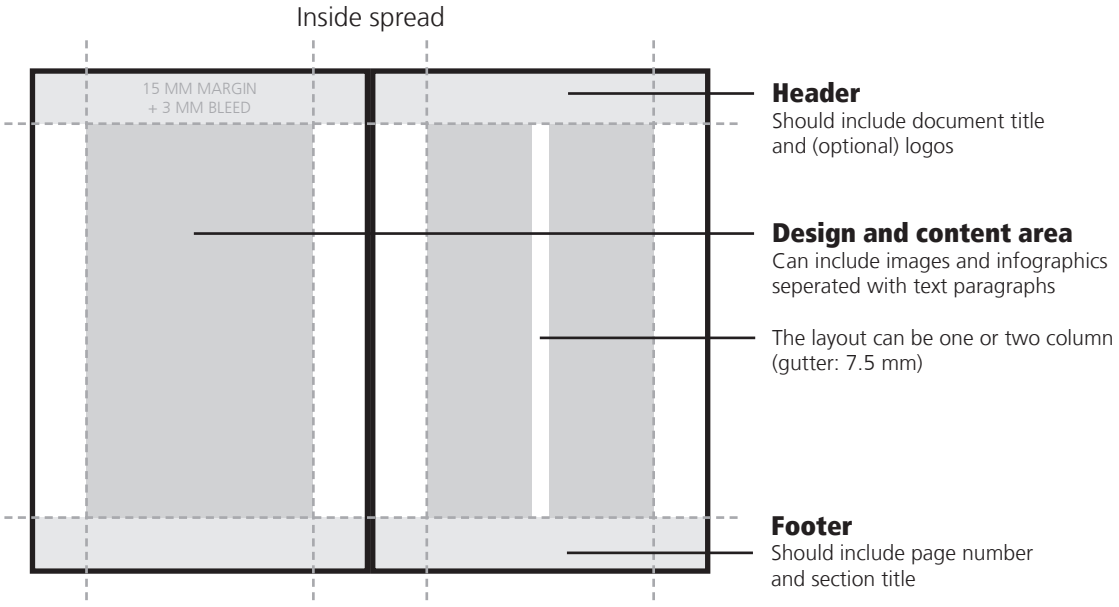
The ECF has prepared **ready-to-use templates** for these different types of documents that can be used by project partners and National EuroVelo Coordination Centres and Coordinators, who can also consult with the ECF for additional support. **Please contact the ECF to request existing templates and master files.**

Guides for main templates

In addition to the existing templates made available to partners, the ECF seeks to inspire the development of new publications comprised of elements shown in the **basic guides** below and in accordance with the EuroVelo brand **guidelines** and **document styles** found in **Sections II** and **III**.

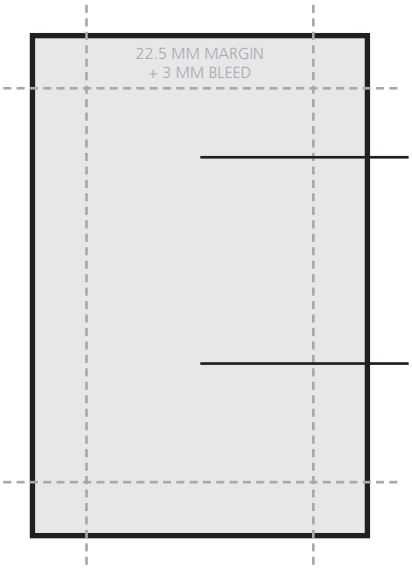
Manuals and reports (A4)





Promotional flyers (A5)

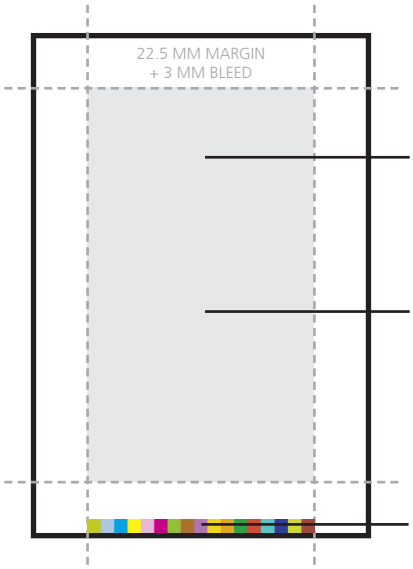
Front



Design area
Can include graphics and images overlayered with text (titles, dates, contact information), and logos

Main elements should be placed inside the margins

Back



Content area
Can include images seperated with text paragraphs or agenda.

The layout can be one or two column (gutter: 7.5 mm)

EuroVelo ribbon
Between margins with 3 mm height (6 mm with bleed)

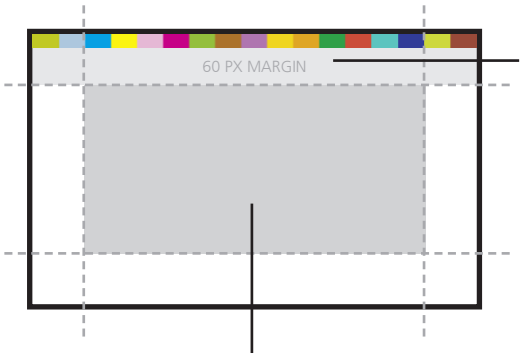
Digital presentations (16:9 ratio)

Cover slide

Main elements should be placed inside the margins

Design area
Can include graphics and images overlayered with text (titles, dates, speakers, website), and logos

Content slide



Header
Should include EuroVelo ribbon (at 20 px height) and logos

Content area
Can include images and infographics seperated with text blocks and other types of content

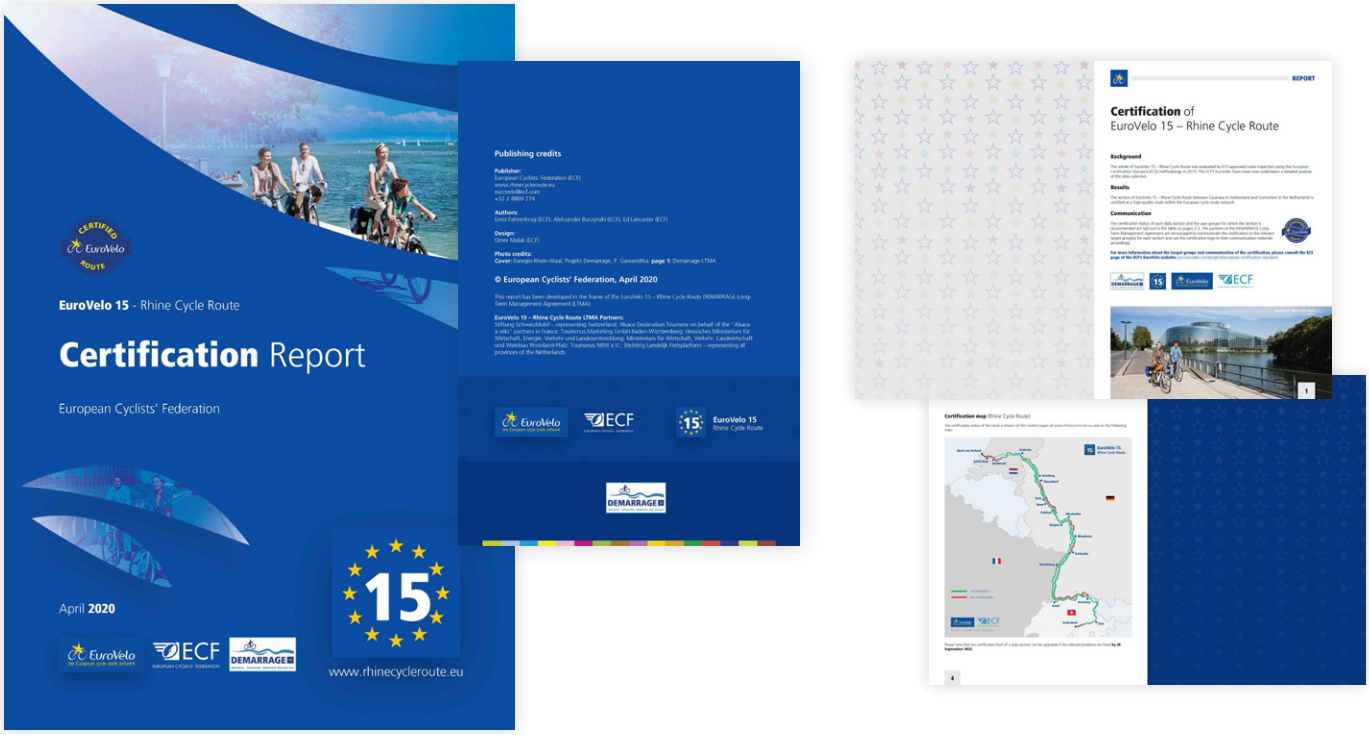
! For further design inspiration, examples and best practices, please consult the **Resources** page on our website for professionals at **www.pro.eurovelo.com** where you can download existing EuroVelo **publications**, **guides** and other materials.

Examples of use

EuroVelo Overview Map (2020)

EuroVelo 19 - Meuse Cycle Route flyer (2021)

EuroVelo 15 - Rhine Cycle Route Recertification report (2020)



EuroVelo cycling jersey (2019-2020)

National signing with EuroVelo route information panel (Switzerland)

National signing with EuroVelo route information panel (Andalusia, Spain)

Publishing credits

Publisher:
European Cyclists' Federation (ECF)
www.eurovelo.com
eurovelo@ecf.com
+32 2 329 03 80

Authors:
Omer Malak (ECF), Ed Lancaster (ECF), Lukas Stadtherr (SwitzerlandMobility)

Design:
Omer Malak

Photo credits:
Page 1: TMV/Gaensicke; **page 7:** Jimmy O'Brien, Demarrage LTMA, Ivan Šardi/CNTB, WBT-Denis Erroyaux; **page 14:** EuroVelo/ECF; **page 16:** SwitzerlandMobility, Agency of Public Works of Andalusia

© European Cyclists' Federation, January 2021

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