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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.

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 growing 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.

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.
II. Brand guidelines

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. The logo and its composition can not be altered unless authorised 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

<table>
<thead>
<tr>
<th>EuroVelo 1</th>
<th>Atlantic Coast Route</th>
<th>cmyk</th>
<th>rgb</th>
<th>web</th>
<th>100 0 0 0</th>
<th>0 51 153</th>
<th>#003399</th>
</tr>
</thead>
<tbody>
<tr>
<td>EuroVelo 2</td>
<td>Capitals Route</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>100 80 0 30</td>
<td>0 36 107</td>
<td>#00246b</td>
</tr>
<tr>
<td>EuroVelo 3</td>
<td>Pilgrims Route</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>0 20 100 0</td>
<td>239 213 31</td>
<td>#ef51f</td>
</tr>
<tr>
<td>EuroVelo 5</td>
<td>Via Romea (Francigena)</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>25 0 100 15</td>
<td>192 201 35</td>
<td>#e0923</td>
</tr>
<tr>
<td>EuroVelo 6</td>
<td>Atlantic - Black Sea</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>100 100 0</td>
<td>174 199 223</td>
<td>#ae7df</td>
</tr>
<tr>
<td>EuroVelo 7</td>
<td>Sun Route</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>100 0 0</td>
<td>147 191 60</td>
<td>#f9f5c</td>
</tr>
<tr>
<td>EuroVelo 9</td>
<td>Baltic - Adriatic</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>30 66 0 0</td>
<td>175 117 177</td>
<td>#af75b1</td>
</tr>
<tr>
<td>EuroVelo 10</td>
<td>Baltic Sea Cycle Route</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>0 20 100 0</td>
<td>239 213 31</td>
<td>#ef051f</td>
</tr>
<tr>
<td>EuroVelo 11</td>
<td>East Europe Route</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>0 46 100 0</td>
<td>222 166 37</td>
<td>#d6a625</td>
</tr>
<tr>
<td>EuroVelo 12</td>
<td>North Sea Cycle Route</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>0 100 0 0</td>
<td>251 243 18</td>
<td>#a6722c</td>
</tr>
<tr>
<td>EuroVelo 13</td>
<td>Iron Curtain Trail</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>0 85 85 0</td>
<td>202 76 57</td>
<td>#a4cc99</td>
</tr>
<tr>
<td>EuroVelo 14</td>
<td>Waters of Central Europe</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>60 30 0</td>
<td>91 196 191</td>
<td>#504d9f</td>
</tr>
<tr>
<td>EuroVelo 15</td>
<td>Rhine Cycle Route</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>100 80 0</td>
<td>49 60 153</td>
<td>#313c99</td>
</tr>
<tr>
<td>EuroVelo 16</td>
<td>Rhone Cycle Route</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>22 0 100 0</td>
<td>220 212 49</td>
<td>#d6d631</td>
</tr>
<tr>
<td>EuroVelo 17</td>
<td>Mouse Cycle Route</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>25 90 75 30</td>
<td>143 48 54</td>
<td>#8f3039</td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th>EuroVelo 1</th>
<th>Atlantic Coast Route</th>
<th>cmyk</th>
<th>rgb</th>
<th>web</th>
<th>100 0 0 0</th>
<th>0 51 153</th>
<th>#003399</th>
</tr>
</thead>
<tbody>
<tr>
<td>EuroVelo 2</td>
<td>Capitals Route</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
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<td>#00246b</td>
</tr>
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<td>EuroVelo 3</td>
<td>Pilgrims Route</td>
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<td>rgb</td>
<td>web</td>
<td>0 20 100 0</td>
<td>239 213 31</td>
<td>#ef51f</td>
</tr>
<tr>
<td>EuroVelo 5</td>
<td>Via Romea (Francigena)</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>25 0 100 15</td>
<td>192 201 35</td>
<td>#e0923</td>
</tr>
<tr>
<td>EuroVelo 6</td>
<td>Atlantic - Black Sea</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>100 100 0</td>
<td>174 199 223</td>
<td>#ae7df</td>
</tr>
<tr>
<td>EuroVelo 7</td>
<td>Sun Route</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>100 0 0</td>
<td>147 191 60</td>
<td>#f9f5c</td>
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<td>EuroVelo 9</td>
<td>Baltic - Adriatic</td>
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<td>30 66 0 0</td>
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</tr>
<tr>
<td>EuroVelo 10</td>
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<td>web</td>
<td>0 20 100 0</td>
<td>239 213 31</td>
<td>#ef051f</td>
</tr>
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<td>East Europe Route</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>0 46 100 0</td>
<td>222 166 37</td>
<td>#d6a625</td>
</tr>
<tr>
<td>EuroVelo 12</td>
<td>North Sea Cycle Route</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>0 100 0 0</td>
<td>251 243 18</td>
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<td>rgb</td>
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<td>rgb</td>
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<td>100 80 0</td>
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<td>#313c99</td>
</tr>
<tr>
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<td>Rhone Cycle Route</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>22 0 100 0</td>
<td>220 212 49</td>
<td>#d6d631</td>
</tr>
<tr>
<td>EuroVelo 17</td>
<td>Mouse Cycle Route</td>
<td>cmyk</td>
<td>rgb</td>
<td>web</td>
<td>25 90 75 30</td>
<td>143 48 54</td>
<td>#8f3039</td>
</tr>
</tbody>
</table>
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](image1)

![Repeating pattern with EuroVelo colour system](image2)

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 authorised 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.

![Schematic diagram](image3)

Please consult the **Press** page on [www.pro.eurovelo.com](http://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 li Jj Kk Li Mm Nn Oo
& @ “ ( ! ) / : , * % €
ààâ éêë ô ş 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 li Jj Kk Li Mm Nn Oo
& @ “ ( ! ) / : , * % €
ààâ éêë ô ş 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 li Jj Kk Li
Mm Nn Oo
& @ “ ( ! ) / : , * % €
ààâ éêë ô ş µ
0 1 2 3 4 5 6 7 8 9

Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk
Li Mm Nn Oo
& @ “ ( ! ) / : , * % €
ààâ éêë ô ş µ
0 1 2 3 4 5 6 7 8 9

Arial Bold
Imagery

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.

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

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
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:

**Route number (3)**

- Essential for quick route identification
- Font: Frutiger 87 Extra Black Condensed

**Network name (4)**

- Confirmation of EuroVelo route status
- Font: Frutiger 87 Extra Black Condensed

**Route name (5)**

- Optionally, the name can be in the local language
- Font: Frutiger 87 Extra Black Condensed

**Background (1)**

- Pantone: Reflex Blue
- cmyk: 100 80 0 0
- rgb: 0 51 153
- web: #003399

**Council of Europe stars (2)**

- Pantone: Yellow
- cmyk: 0 100 0
- rgb: 255 204 0
- web: #FFCC00

**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

<table>
<thead>
<tr>
<th>Uses for each version</th>
<th>Text version (with website)</th>
<th>Text version (route name only)</th>
<th>No text version</th>
<th>Frame version</th>
</tr>
</thead>
<tbody>
<tr>
<td>Route signing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signing combined with existing route*</td>
<td></td>
<td></td>
<td></td>
<td>Yellow</td>
</tr>
<tr>
<td>Logo of the route</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printed material</td>
<td></td>
<td></td>
<td>Yellow</td>
<td></td>
</tr>
<tr>
<td>Digital communication</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* 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

- Wrong composition
- Incorrect colours
- Incorrect proportions
- Incorrect font character style
- Incorrect font
- Wrong composition
### Examples of national signing across Europe

<table>
<thead>
<tr>
<th>Country</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Austria</strong></td>
<td><img src="image" alt="Sign" /></td>
</tr>
<tr>
<td><strong>Greece</strong></td>
<td><img src="image" alt="Sign" /></td>
</tr>
<tr>
<td><strong>Poland</strong></td>
<td><img src="image" alt="Sign" /></td>
</tr>
<tr>
<td><strong>Croatia</strong></td>
<td><img src="image" alt="Sign" /></td>
</tr>
<tr>
<td><strong>Hungary</strong></td>
<td><img src="image" alt="Sign" /></td>
</tr>
<tr>
<td><strong>Serbia</strong></td>
<td><img src="image" alt="Sign" /></td>
</tr>
<tr>
<td><strong>Czechia</strong></td>
<td><img src="image" alt="Sign" /></td>
</tr>
<tr>
<td><strong>Italy (Friuli-Venezia Giulia)</strong></td>
<td><img src="image" alt="Sign" /></td>
</tr>
<tr>
<td><strong>Switzerland</strong></td>
<td><img src="image" alt="Sign" /></td>
</tr>
<tr>
<td><strong>France</strong></td>
<td><img src="image" alt="Sign" /></td>
</tr>
<tr>
<td><strong>The Netherlands</strong></td>
<td><img src="image" alt="Sign" /></td>
</tr>
<tr>
<td><strong>Spain (Valencia)</strong></td>
<td><img src="image" alt="Sign" /></td>
</tr>
<tr>
<td><strong>Germany</strong></td>
<td><img src="image" alt="Sign" /></td>
</tr>
<tr>
<td><strong>Slovenia</strong></td>
<td><img src="image" alt="Sign" /></td>
</tr>
<tr>
<td><strong>The United Kingdom</strong></td>
<td><img src="image" alt="Sign" /></td>
</tr>
</tbody>
</table>
### 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. Additionally, 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 other graphic design elements. For digital documents, a **30 x 30 pixel grid** is used.

<table>
<thead>
<tr>
<th>Document styles</th>
<th>Official EuroVelo manual or report</th>
<th>Donation and other certificate</th>
<th>Route, project or event flyer</th>
<th>Short digital report (Word)</th>
<th>Digital presentation (PowerPoint)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Imprint with trademark mention</td>
<td>Yes</td>
<td></td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colour space: cmyk</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colour space: rgb/web</td>
<td></td>
<td></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Additional element: ribbon</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Additional element: pattern</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional element: schematic diagram</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Typeface: Frutiger</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Typeface: Arial</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Imagery: photography</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Imagery: infographics</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Imagery: illustrations</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| 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)

Front cover

- Design area
  - Can include graphics and images overlaid with text (titles, dates, authors, website), and logos
  - Main elements should be placed inside the margins

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

Back cover

- Imprint
  - Should include copyright and publishing information

- (Optional) Descriptions

- (Optional) Design area
  - Can include graphics and images

Inside spread

- Header
  - Should include document title and (optional) logos

- Design and content area
  - Can include images and infographics separated with text paragraphs
  - The layout can be one or two column (gutter: 7.5 mm)

- Footer
  - Should include page number and section title
Promotional flyers (A5)

**Front**
- Design area
  - Can include graphics and images overlaid with text (titles, dates, contact information), and logos
  - Main elements should be placed inside the margins

**Back**
- Design area
  - Can include graphics and images overlaid with text (titles, dates, contact information), and logos
  - Main elements should be placed inside the margins

Digital presentations (16:9 ratio)

**Cover slide**
- Design area
  - Can include graphics and images overlaid with text (titles, dates, speakers, website), and logos

**Content slide**
- Design area
  - Can include graphics and images overlaid with text (titles, dates, speakers, website), and logos

For further design inspiration, examples and best practices, please consult the Resources page on our website for professionals at [www.pro.eurovelo.com](http://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)