

Brand Guidelines for Partners

2⁰23 **Timișoara 2023**
European Capital of Culture

Logo & placement



Main Logo

The Timisoara 2023 logo is always used together with the European Capital of Culture logo displaying the EU flag. The two logos form a single graphic element together (TM23 logo group) and can not be separated.

It is preferred that the two color Timisoara 2023 logo is used on white, yellow (Pantone 123) and black backgrounds but other color backgrounds are allowed as long as there is good contrast and visibility for the logo.

The TM23 logo group is available in English and Romanian language and should be used according to the language of the material. For any other languages, the English version is to be used.



For better visibility we recommend to use the logo version that has the highest contrast between the logo and the background it will be applied on.

Single Color Version

For applications where the two color Timisoara 2023 logo is inappropriate (due to color limitations or contrast issues), the single color version can be used instead. The single color version can be used in any color but black, white and yellow (Pantone 123) are preferred.

Please use a color that will provide maximum contrast against the background.



For better visibility we recommend to use the logo version that has the highest contrast between the logo and the background it will be applied on.

Lock-ups

The Timisoara 2023 logo and the ECoC logo form a unified graphic element and are to be used together (TM23 logo group).

In order to ensure the best possible visibility of the logo, an isolation area is to be enforced around the logo. No element other than the logo itself is permitted within this area. This area is proportional to the size of the logo as seen in this illustration. The minimum height of the main logo is 10mm. Any applications that require a logo below this height will require prior authorization from the TM2021 Association.



[Download Logo](#)



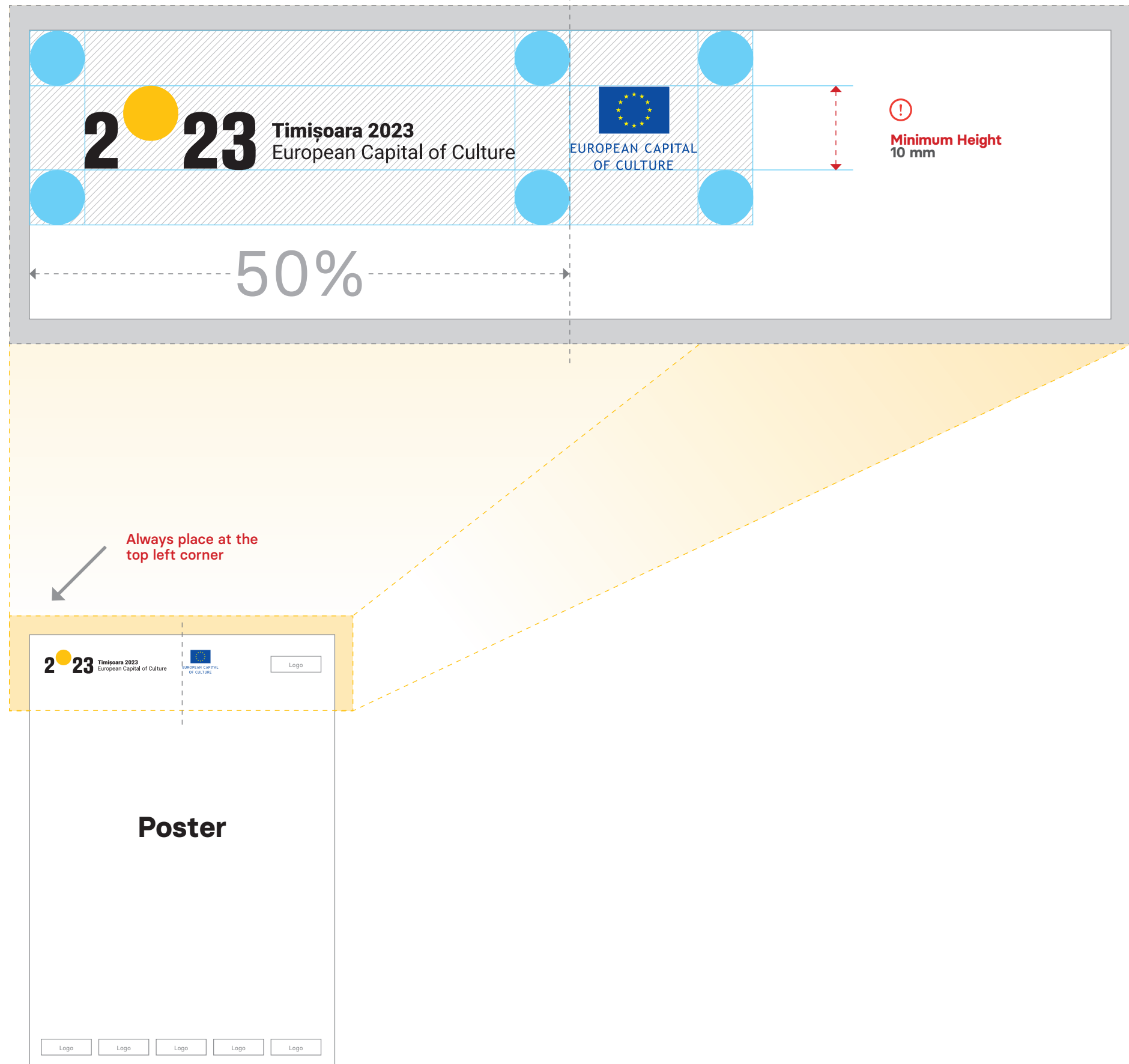
For legibility, the logo will always have a clear zone around it which is defined by the size of the circle symbol.

Placement

The main logo is always to be placed in the top left corner of any material, making sure that the size of the Timisoara 2023 logo is 50% of the width of the material, as shown in this example.

Other partners and sponsors logos can be placed in the lower part of the material or on the top right corner.

No other logos should be placed next to the TM23 logo group and the isolation area has to be maintained. Exceptions from this rule can be made with prior authorization from the TM2021 Association.

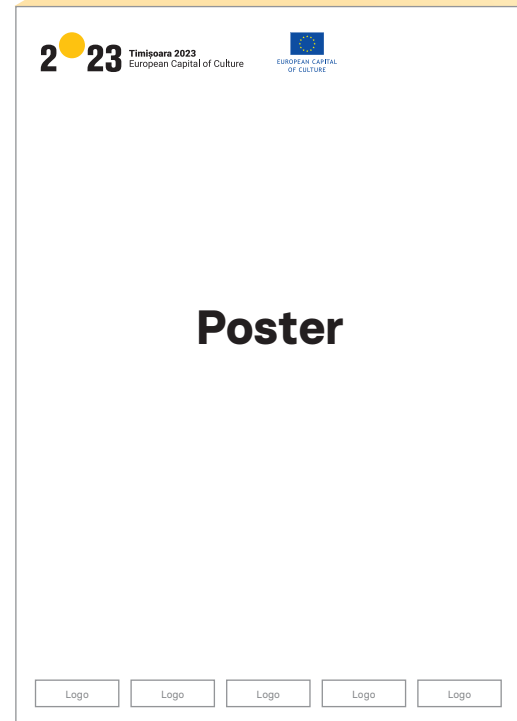


[Download Tempalte](#)

Usage example

In this example, the TM23 logo group is placed at the top left corner and the other partner logos are at the bottom of the poster.

Under the partner logos there is an area for the mandatory disclaimers required by any of the partners.



Vertical logo variant

A more compact alternative to the TM23 logo group is available and it uses the vertical version of the Timisoara 2023 logo. As in the previous case, the two logos form a group and they are to be used together.

Same color preferences apply. English and Romanian language versions are available and the English version is to be used for any other languages.



Use the logo in a way in which it's clear and legible. Always reproduce the logo from a master digital artwork. You must never modify it in any way, and never have additional elements added to it.

Single color vertical logo

A single color version is also available and it is to be used when the two color version is inappropriate or does not have enough contrast.

The single color version can be used in any color but black, white and yellow (Pantone 123) are preferred.



Use the logo in a way in which it's clear and legible. Always reproduce the logo from a master digital artwork. You must never modify it in any way, and never have additional elements added to it.

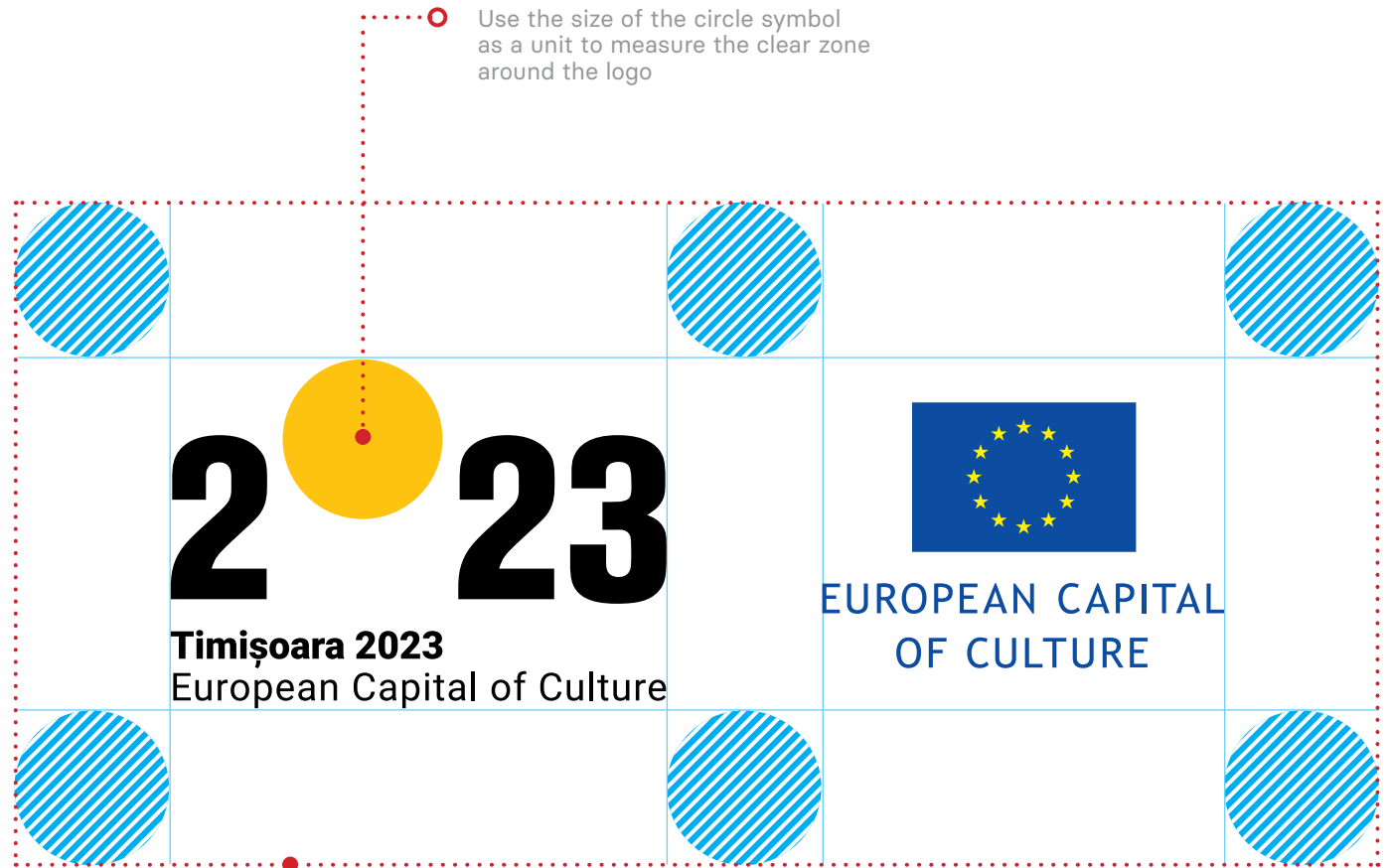
Lock-ups vertical logo

The isolation area is similarly defined as for the main logo version but due to the smaller font size on the Timisoara 2023 logo, the minimum height of the logo is 20mm. Any applications that require a logo below this height will require prior authorization from the TM2021 Association.

[Download Logo](#)



For legibility, the logo will always have a clear zone around it which is defined by the size of the circle symbol.



Use the size of the circle symbol as a unit to measure the clear zone around the logo



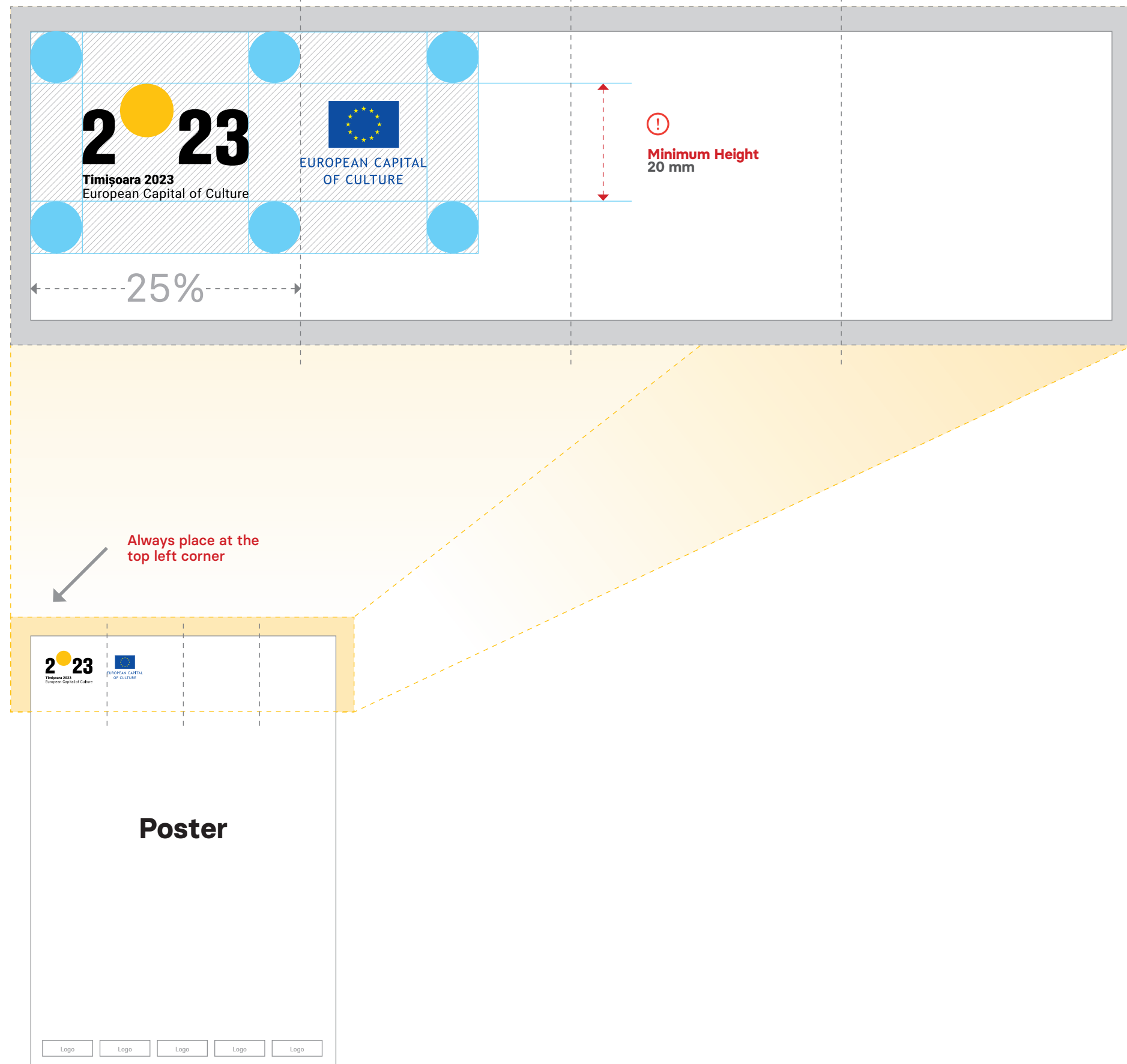
Clear zone

No matter the size of the logo, the clear zone should be at least the size defined in this image.

Vertical logo placement

Placement of the vertical version of the TM23 logo group will also always be in the top left corner, making sure that the size of the Timisoara 2023 logo takes up 25% of the width of the material that is being created.

Other partner logos can be placed in the lower part or in the top right corner.



[Download Template](#)

Vertical logo example

In this example the TM23 logo group using the vertical logo is placed in the top left corner while the partner logos are placed in the bottom left. The single color version could be used in this case but the fact that the image is black and white makes the color version of the logo stand out.



Poster



Supporter logo

The 2023 supporter logo is to be used with any event that is not directly affiliated with the Timisoara 2023 program. This logo can be used by anyone with no prior authorization.

The logo is provided in two color version as well as single color version.



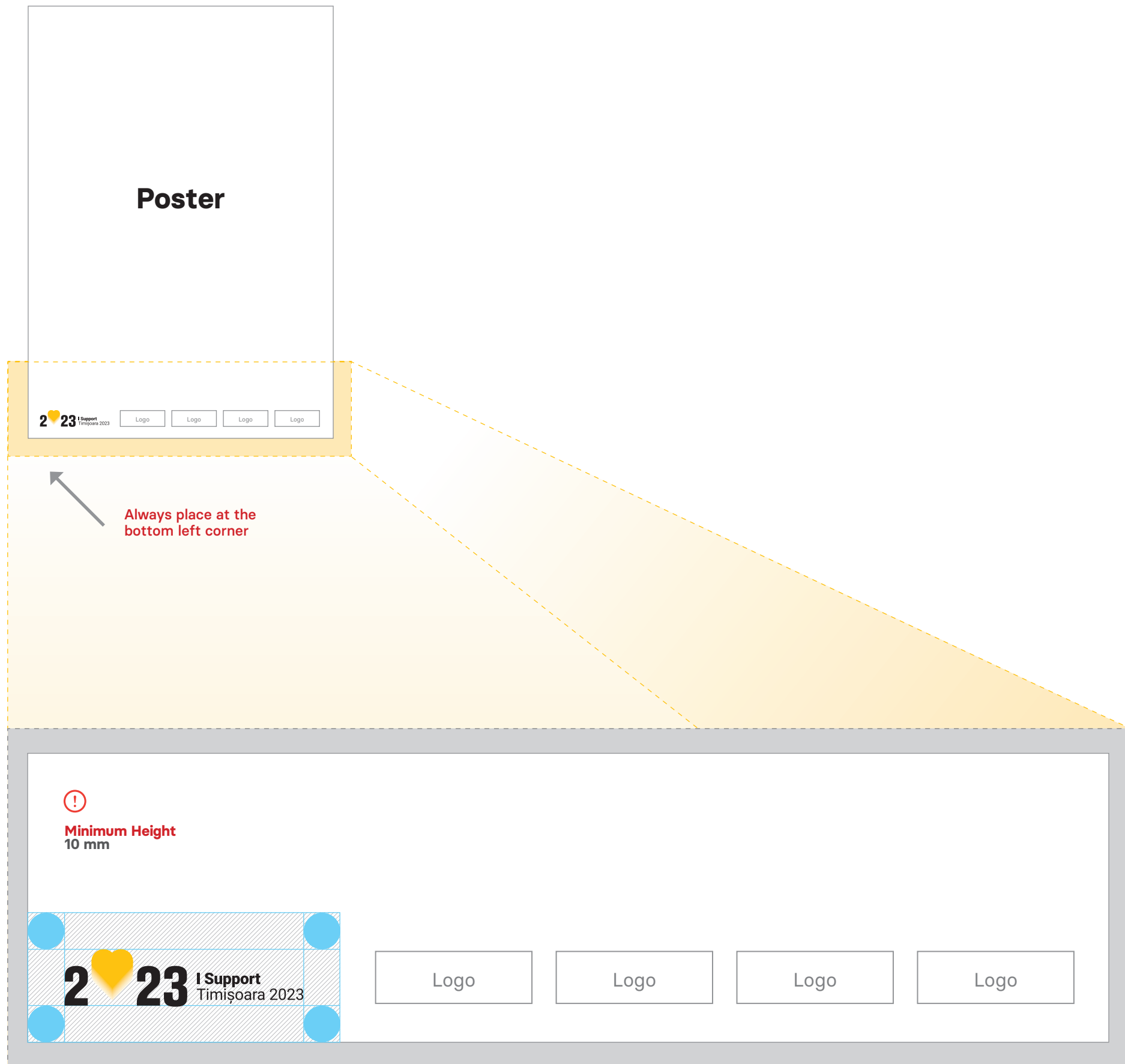
[Download Logo](#)



For better visibility we recommend to use the logo version that has the highest contrast between the logo and the background it will be applied on.

Supporter logo usage

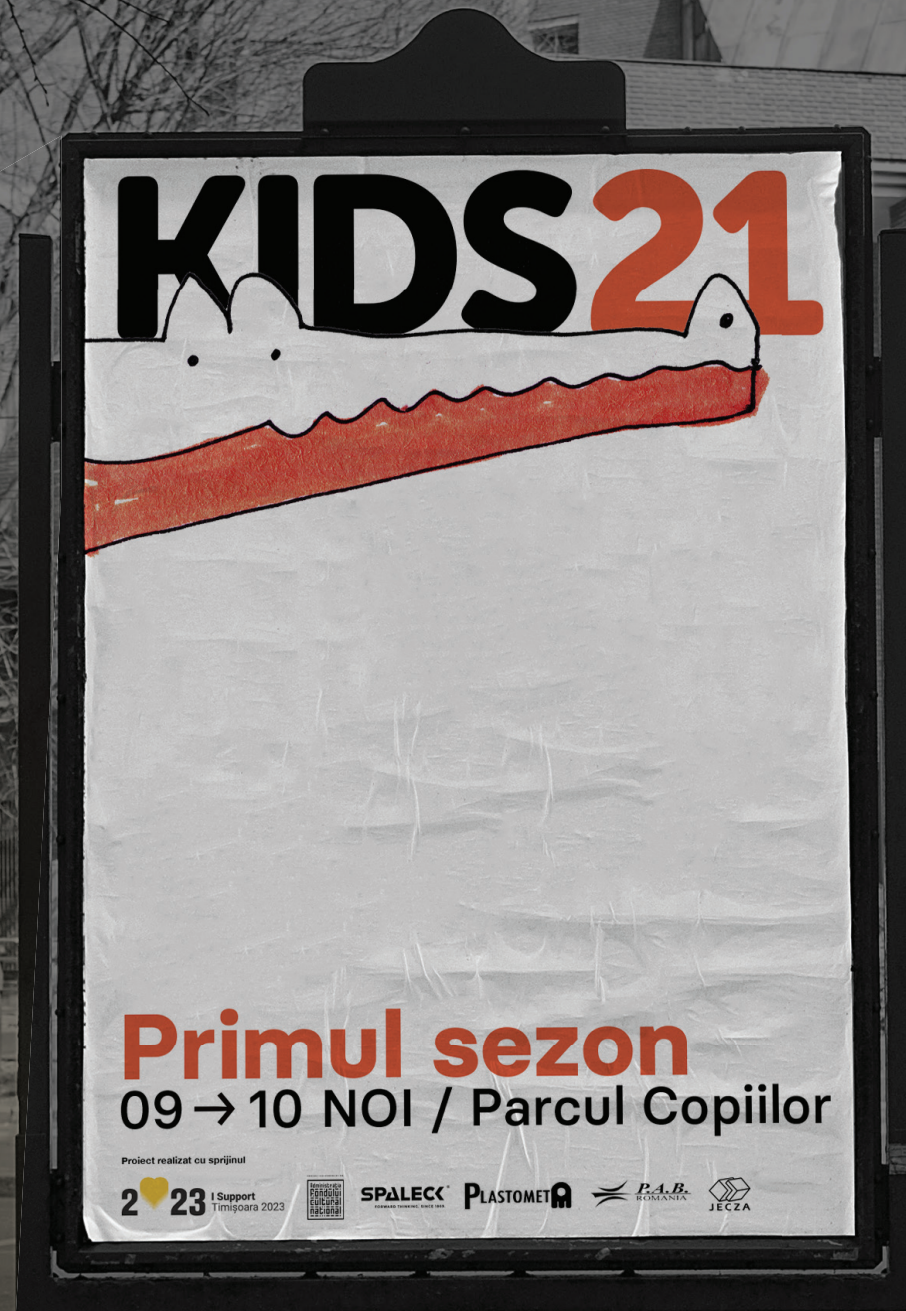
While there are no strict limitations in regards to the supporter logo, for consistency, we recommend to place the logo in the lower left corner of any material. The logo can be accompanied by other partner logos. The isolation area has to be maintained, as shown in this example.



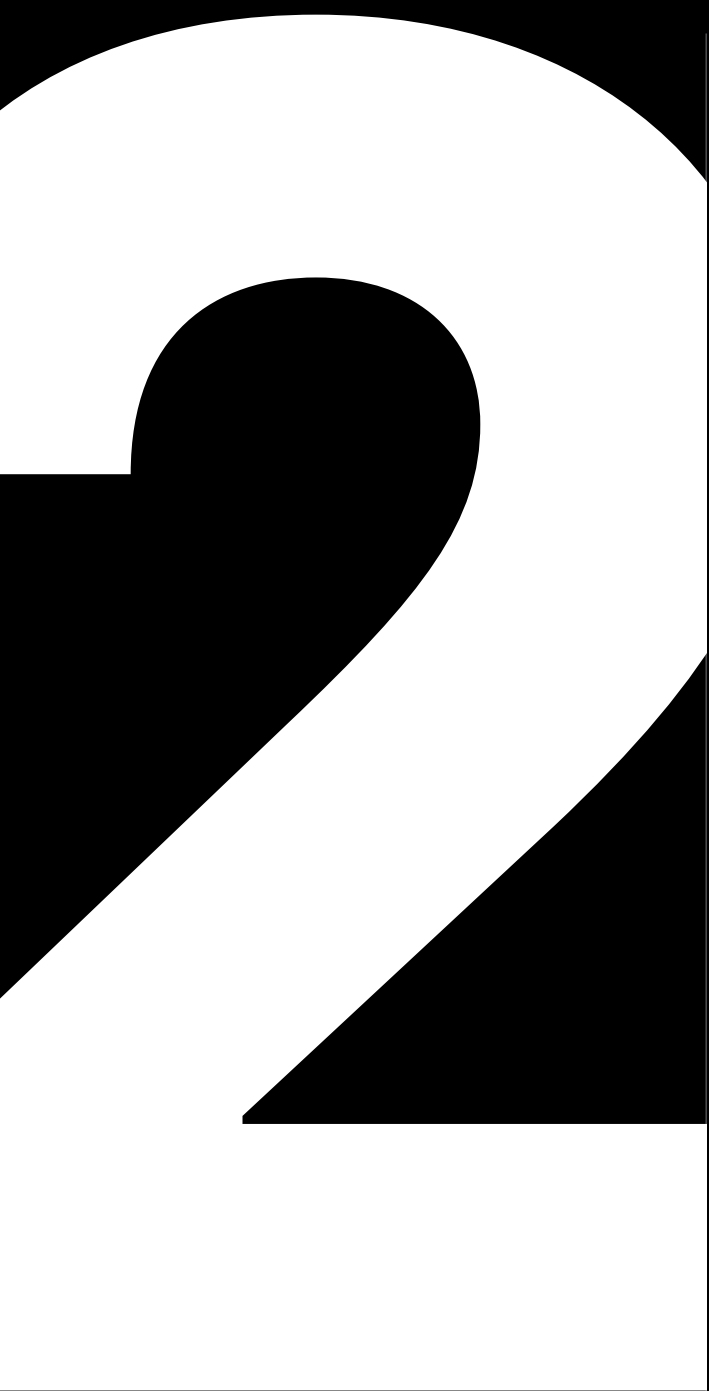
Supporter logo in use

Poster example showing the supporter logo in the lower left corner followed by other partner logos.

Poster



Recommended Typefaces



Recommended Typefaces

While there is no specific font to be used on partner materials, we do recommend and provide the following font families.

Please note that some fonts might not have the diacritics required in certain languages. In that case another font family should be used as proper spelling and grammar should always be enforced.

Roboto

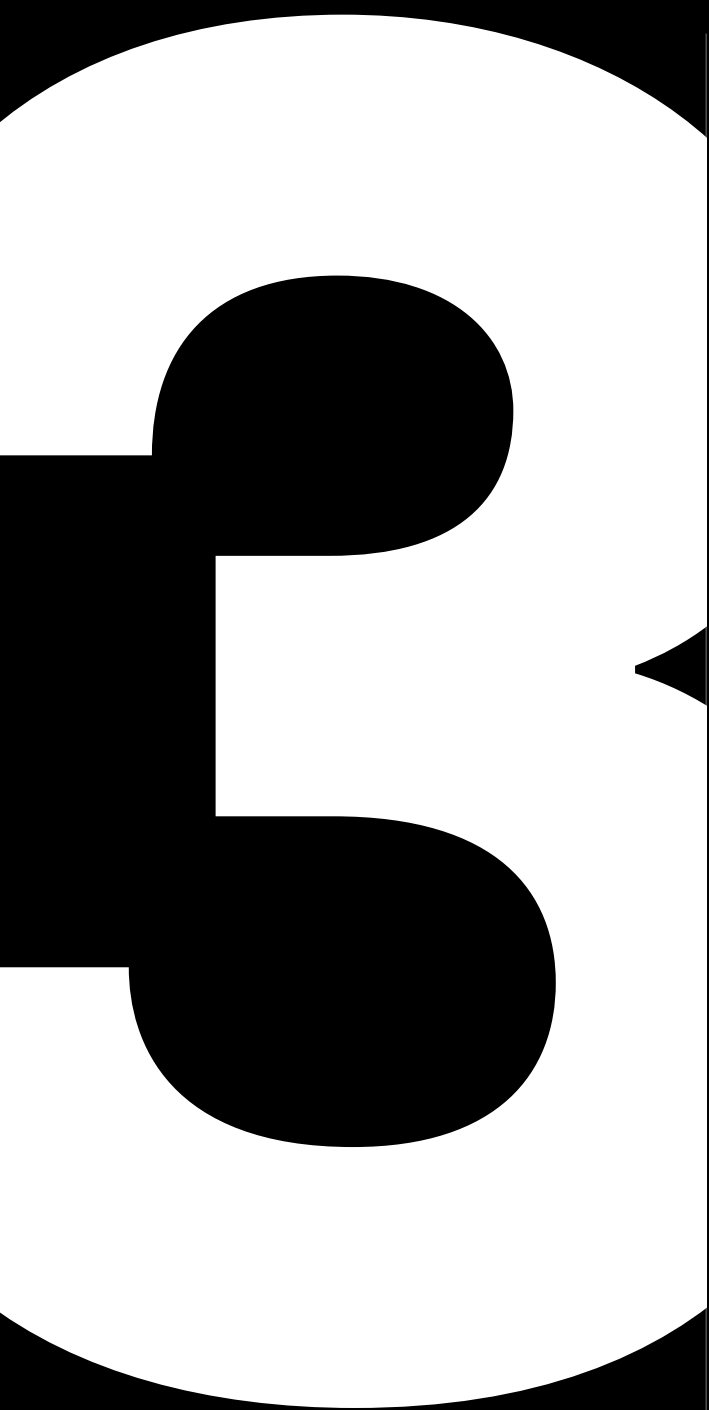
Noway

Helvetica

Lato

Montserrat

Layouts & templates



Available templates

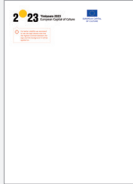
Print

Brochures

A4



A5

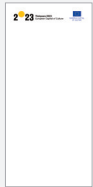


Flyers

A5



21x9.9cm



Trifold



Posters

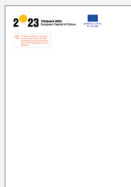
A5



A4



A3



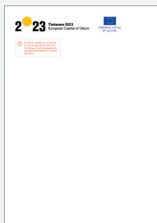
A2



A1



A0



Digital

Banners

336x280



600x500



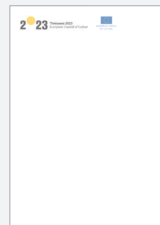
700x90



Powerpoint Presentation



Word Document



Social

Facebook

Banner



Event

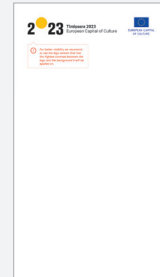


Instagram

Post



Story



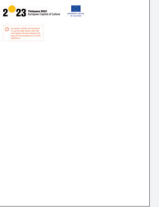
Outdoor

Banners

500x100



170x230



326x246



What to avoid



What to avoid

Here are some examples of improper use of the TM2023 logos.

While the rules are not absolute, these examples are not approved for use under any circumstances. Prior authorization is required for any application that does not adhere the guidelines set within this document.

Do not separate the logos forming the TM23 logo group



Don't stretch the logo in any way.



Don't use stroke on the logo.



Don't rotate the logo to any angle



What to avoid

Here are some examples of improper use of the TM2023 logos.

While the rules are not absolute, these examples are not approved for use under any circumstances. Prior authorization is required for any application that does not adhere the guidelines set within this document.

The isolation area around the logo has to be enforced at all times.



Do not use backgrounds that diminish the visibility of the logo



Do not use drop shadows or any other effects on the logo



Do not recreate or resize any elements from the logo



What to avoid

Here are some examples of improper use of the TM2023 logos.

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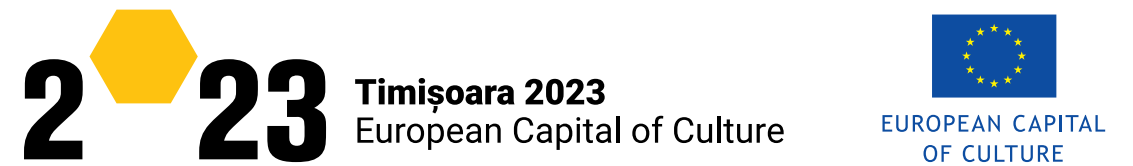
Don't reduce the size of the logo more than it is allowed



Don't bring close to the logo any other shapes or colors.



Do not replace the symbol within the logo with any other symbol.



Brand Guidelines for Partners
Timișoara 2023 European
Capital of Culture