Urban Agenda for the EU

Brandbook

September 2025

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LOGOTYPE

Protected area
= size of orange letter «U» in the logotype

When using the logotype, it is essential to follow a few key rules to maintain its integrity and clarity.

1 Ensure the logo is displayed at a **reasonable size** to keep it legible and recognisable.

2 Keep the **original proportions**, and avoid stretching or compressing the logotype.

3 Respect the **protected area** around the logotype, keeping it free from other elements to ensure visibility and impact.

Adhering to these guidelines helps maintain a consistent and professional brand identity.

TYPOGRAPHY

UBUNTU bold
ABCDEF
abcdef
01234567

UBUNTU medium
ABCDEF
abcdef
01234567

UBUNTU regular
ABCDEF
abcdef
01234567

UBUNTU light
ABCDEF
abcdef
01234567

TAHOMA bold
ABCDEF
abcdef
01234567

TAHOMA regular
ABCDEF
abcdef
01234567

PRIMARY TYPOGRAPHY :
UBUNTU

The generic typeface for all applications, from body text to headlines, is Ubuntu. It has a neutral yet friendly appearance suitable for all applications, while its wide variety of weights and styles makes it very versatile.

It was optimised for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter forms.

The use of the Ubuntu font applies for digital, print publications and stationery applications.

SECONDARY TYPOGRAPHY :
TAHOMA

The Tahoma font was chosen as an alternative typeface to Ubuntu.

Tahoma can only be used if Ubuntu is not available.

The following rules apply for all digital, print publications and stationery applications.

COLOURS

PRIMARY COLOURS

#E94E1A	R 233 G 78 B 26	C 0 M 80 Y 95 K 0
#52BFD2	R 82 G 191 B 210	C 63 M 0 Y 18 K 0

SECONDARY COLOURS

#274662	R 39 G 70 B 98	C 90 M 65 Y 38 K 29
#227CC0	R 29 G 124 B 192	C 82 M 43 Y 0 K 0
#8BC96C	R 140 G 194 B 108	C 52 M 0 Y 71 K 0

URBAN
AGENDA
FOR THE EU

ADDITIONAL ELEMENTS
Pillar icons

Better regulation

Better funding

Better knowledge

The Urban Agenda for the EU focuses on three pillars of EU policy making and implementation. These icons symbolise the pillars and can be used to illustrate them more easily.

ADDITIONAL ELEMENTS
Thematic Partnership icons

Greening Cities

Sustainable Tourism

Cities of Equality

Food

Building Decarbonisation

Water Sensitive City

Thematic Partnerships are at the center of the UAEU and act as key delivery mechanisms. These pictograms are used to identify the Thematic Partnerships. They have been designed to work together in a series, using the same type of iconography, shapes and line weights.

ADDITIONAL ELEMENTS
Skyline

The skyline is used very frequently in all UAEU communication documents.
It is a reminder that the Agenda is an Urban Agenda.

ADDITIONAL ELEMENTS
Personae

These characters have been used in an animated video introducing the Urban Agenda. Their shapes and colors are reminiscent of the UAEU colours, ensuring continuity of this visual identity.

EUROPEAN URBAN INITIATIVE

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