INTERCULTURAL CITIES
BUILDING BRIDGES, BREAKING WALLS

#ICCities

# BRAND PACK

## INTERCULTURAL CITIES PROGRAMME

Every year, the intercultural cities implement policies, strategies and projects and produce good practices that deserve to be seen and heard.

When it comes to welcoming migrants and refugees, cities are confronted with the need to also take immediate action (short term), in addition to shaping good integration policies (long term).

Still, actions and policies are strongly interlinked: policies reply to exising needs and actions; actions are guided and framed by policies. At the centre, there are people, communities, residents and citizens.

# HEAD AND HEART

The ICC programme is part of an intergovernmental organisation which serves states and uses institutional language. But we are also an innovation programme that works on topics and actions that touch upon people's daily life.

Our collective identity strives to consistently communicate a balance between head and heart.

# WHY A COMMON IDENTITY?

With 140 member cities working toward effective equality, diversity advantage, and positive interaction in diverse societies, cities are invited to use the common ICC/CoE identity to allow for a stronger and internationally legitimate voice.

The collective ICC brand aims to support cities in communicating on local policies for diversity management, human rights, and intercultural stories through a common and shared identity that fosters a sense of belonging.

# VISIBILITY TOOLS

1. Customisable template for electronic signature
2. #ICCITIES
3. ICC logos
4. ICC Facebook frame
5. Facebook and Twitter campaign covers
6. Awareness raising graphics
7. Customisable Fast Fact visual
8. Customisable digital frame
9. PowerPoint and Word Doc branding
10. Your city page on the ICC website

# ELECTRONIC SIGNATURE

**MEMBER CITIES CAN RAISE VISIBILITY OF THEIR BELONGING TO THE ICC PROGRAMME BY CUSTOMISING AND USING THE FOLLOWING E-SIGNATURE. LINK, HERE!**

CITY LOGO HERE

Name & Title for City Coordinator

Address:
Email:
Phone:
Link to city profile:
https://www.coe.int/en/web/interculturalcities/manchester

CITY WEBSITE HERE
https://www.coe.int/en/web/interculturalcities

# #ICCITIES

Cities are invited to use the ICC hashtag on social media when they communicate about policies, activities, projects, events related to their intercultural commitment.

We are pleased to increase the visibility of your activities through our Council of Europe channels, by reposting, liking, sharing your posts.

We would be grateful if you could brief your communication department about ICC visibility and use #ICCities @coe.

# THE LOGO

Member cities can use the ICC programme logo for visuals to promote projects, actions and events implemented under the intercultural commitment taken by the city within the ICC programme.

The ICC team shall be notified of the use made of the ICC logo (by email at intercultural.cities@coe.int). The ICC logo may be associated to member cities' logos on their websites and official correspondence as long as they are part of the ICC programme.

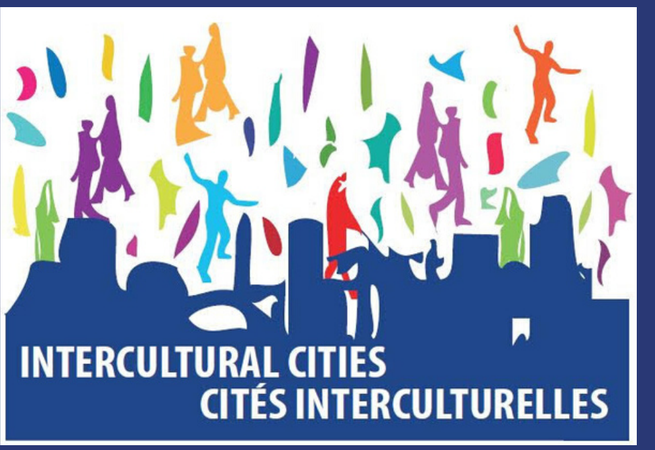
You can find downloadable versions of the ICC logo in different languages, in colour or in b/n, here.

# ICC BANNERS

Download English, here!

Download French, here!

**The logo should be placed in the right hand corner:**



# FACEBOOK PROFILE PICTURE FRAME

To add the banner below to your profile photo, please follow the link, here!

# FB & TWITTER HEADERS

Cities can also share visuals proposed by the Intercultural Cities programme, for instance by participating in joint international campaigns or by sharing ICC posts about cities' projects and initiatives.

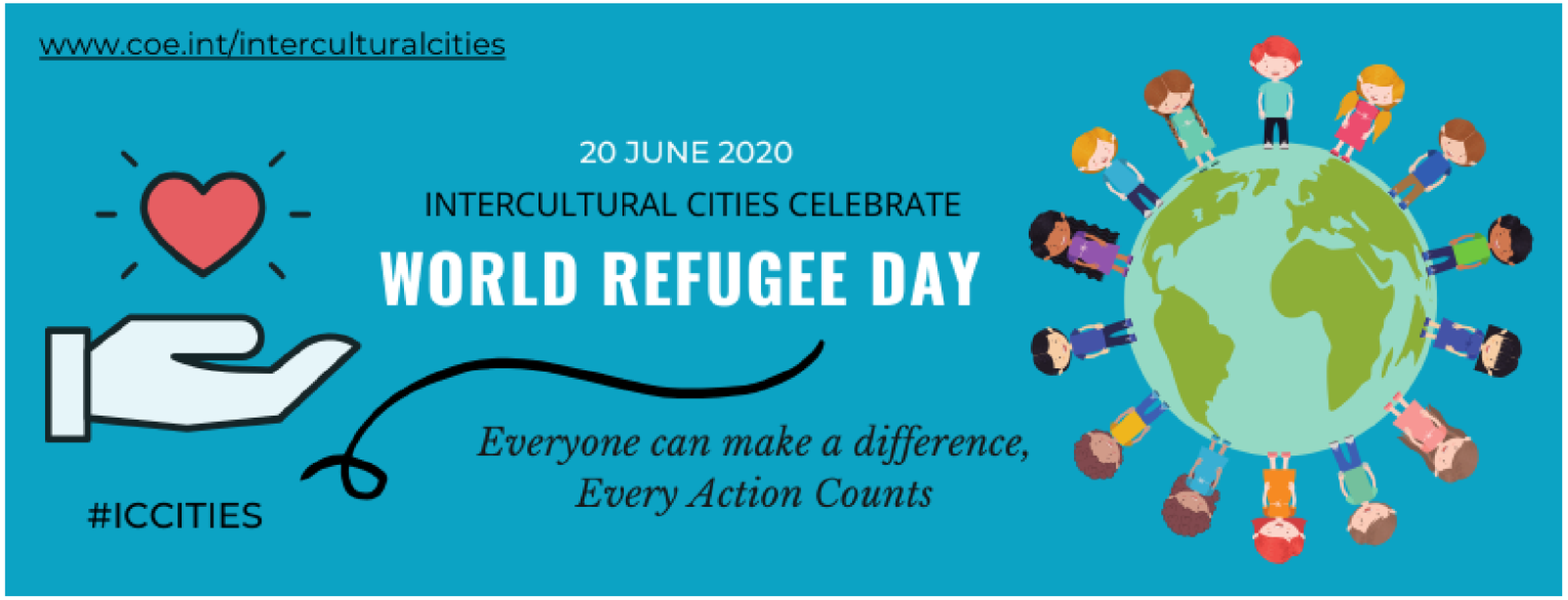
Also, cities can temporarily brand their Facebook and Twitter covers with during dedicated campaigns (e.g. World Refugee Day), by using ad-hoc banners prepared by the ICC team.

In the next slides, we provide a useful example of the type of cover picture cities can upload in their profile to mark their participation in a particular campaign.

# WORLD REFUGEE DAY 2020

#CitiesWithRefugees

**LINK TO TWITTER AND FACEBOOK HEADERS, HERE!**



# AWARENESS RAISING VISUALS

**MEMBER CITIES CAN RAISE VISIBILITY OF THEIR BELONGING TO THE ICC PROGRAMME BY USING THE FOLLOWING VISUALS ON THEIR SOCIAL MEDIA CHANNELS. ACCESS LINK TO ALL SEVEN GRAPHICS, HERE!**

# CUSTOMISABLE FAST FACT

**ACCESS TO CUSTOMISABLE FAST FACT VISUAL, HERE!**

# CUSTOMISABLE DIGITAL FRAME

**FOLLOW LINK TO, HERE!**

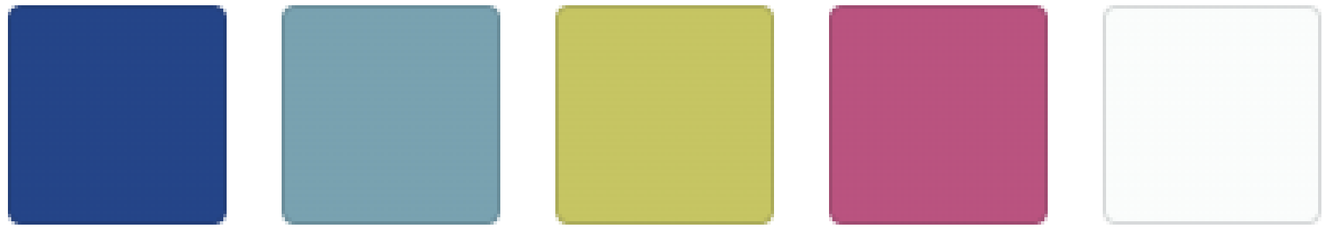
The Intercultural Cities commitment implies that cities "mention their belonging to the Intercultural Cities' programme whenever opportunities arise". The customisable digital frame here will help cities in complying with their commitment and increase citizens' awareness about their city's international dimension.

# FONT & COLOUR PALETTE FROM THE ICC LOGO

**Fonts:**

**Open Sans Extra Bold - headings**

**Open Sans Light - text**



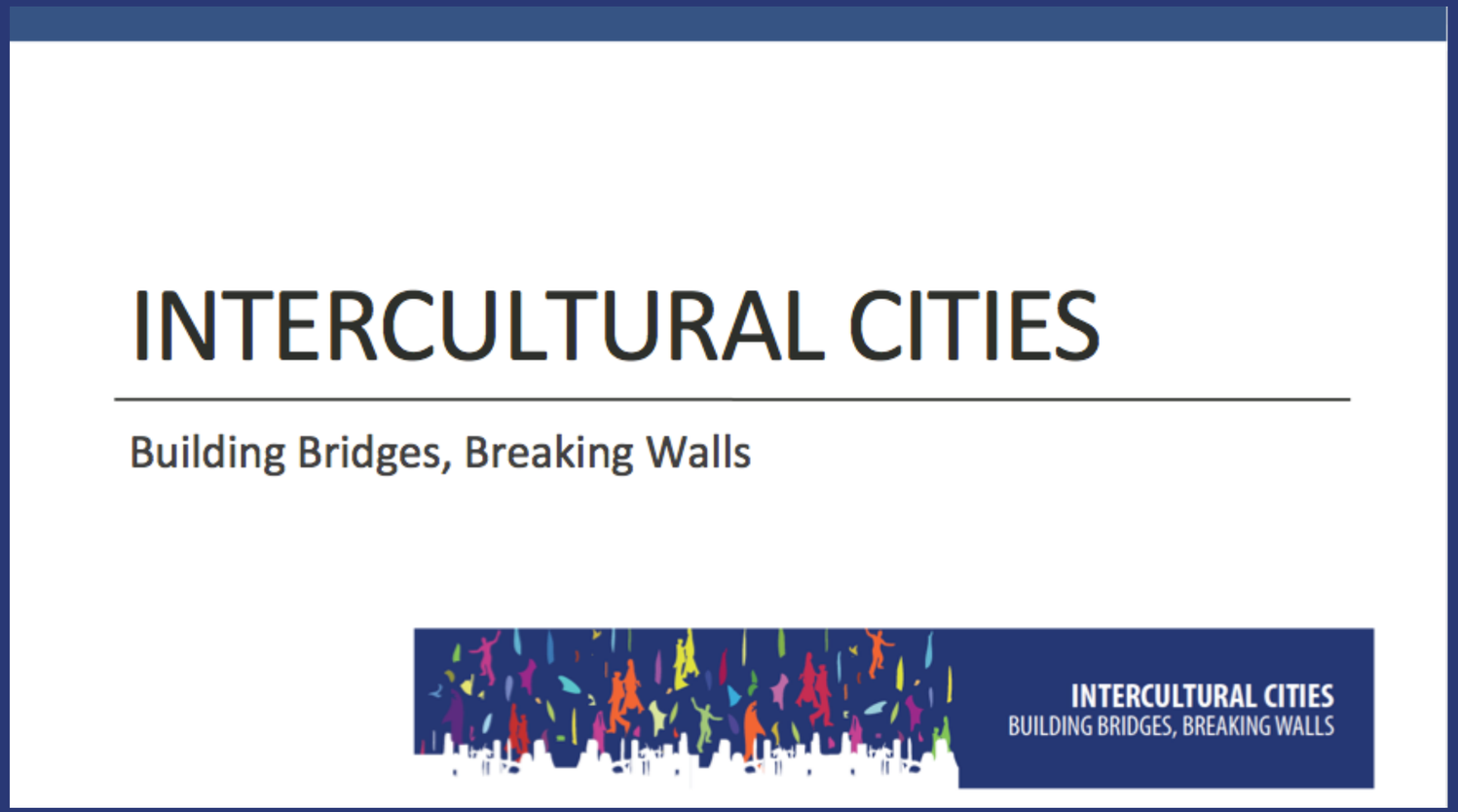
**Colour codes from left to right:**

#244488, #78a1b0, #c5c462, #b9537f, #fafcfb

# POWERPOINT & DOCUMENT BRANDING

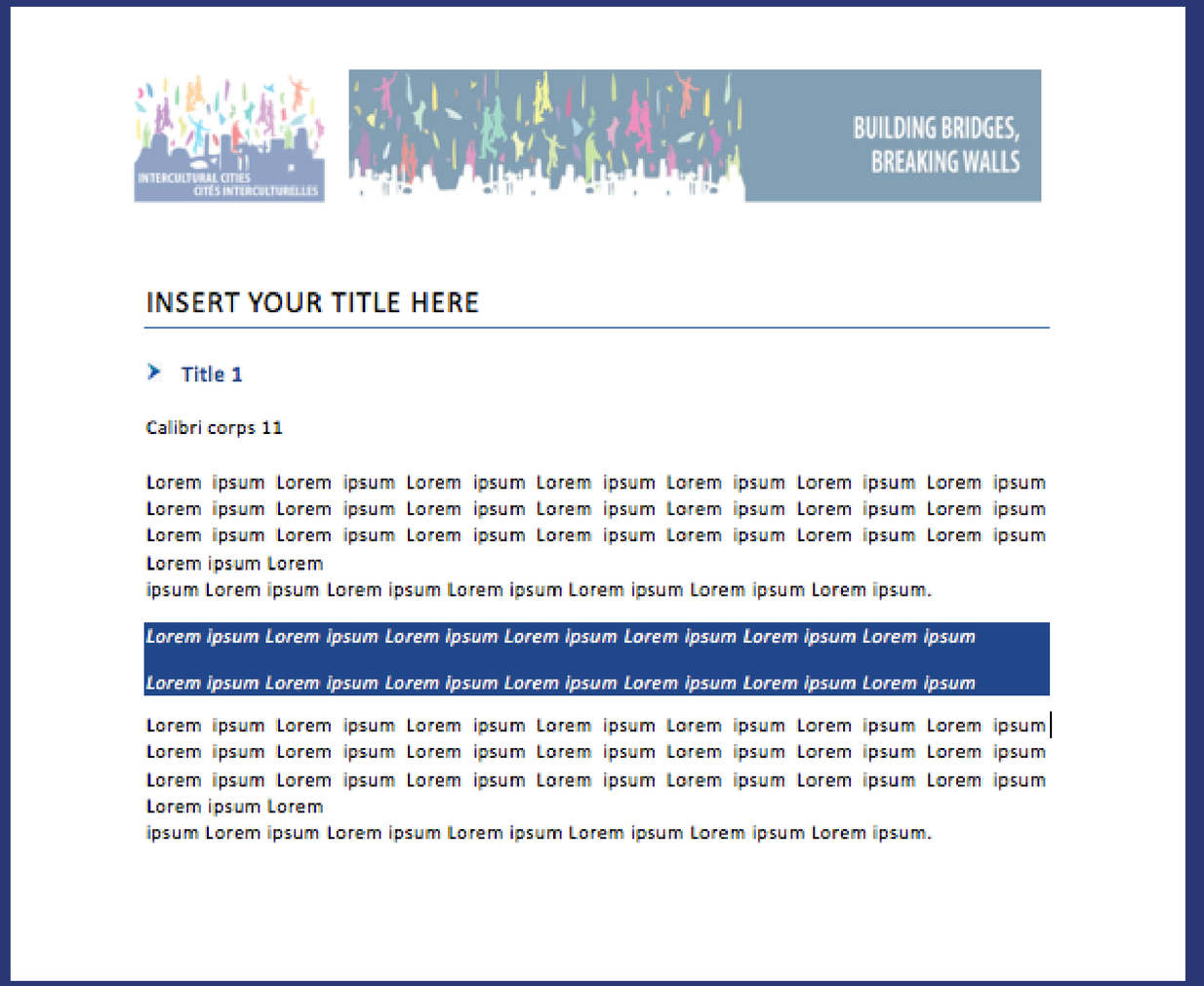
**MEMBER CITIES CAN RAISE VISIBILITY OF THEIR BELONGING TO THE ICC PROGRAMME BY ADOPTING THE FOLLOWING TEMPLATE FOR ICC RELATED POWERPOINTS, HERE!**

1. Page set up – 16.9
2. Colours – Office for PowerPoint
3. Font – Calibri
4. View – Slide Master – Insert banner (bottom right corner) – close master view – ICC banner will appear in every slide
5. Apply to future presentations with respective city/organisation logos.



# CUSTOMISABLE ONE PAGER: BRIEF/LETTER

**FOLLOW LINK TO THE WORD TEMPLATE, HERE!**


INTERCULTURAL CITIES
CITÉS INTERCULTURELLES
BUILDING BRIDGES,
BREAKING WALLS
INSERT YOUR TITLE HERE
Title 1
Calibri corps 11
Lorem ipsum Lorem ipsum Lorem ipsum

# INCLUDE ICC MEMBERSHIP ON YOUR CITY WEBSITE

Research brings evidence that cities' intercultural policies and political commitment are the most determining factor of public opinion on immigrants and diversity. Therefore, member cities shall strive to publicly highlight their commitment towards inclusive integration and diversity as an advantage.

Setting-up a dedicated web-page on their city website is a good starting point. This will allow them to widely communicate on activities and projects they are implementing on intercultural issue, and on the related policies.

The dedicated webpage could be composed by: an introduction stating the mission of the city towards their intercultural commitment and the reason why the city wants to make diversity an advantage for all its inhabitants. Also, cities may put in their main projects and outputs, linking their page to the ICC offical website (www.coe.int/interculturalcities).

# YOUR CITY PAGE ON THE ICC WEBSITE

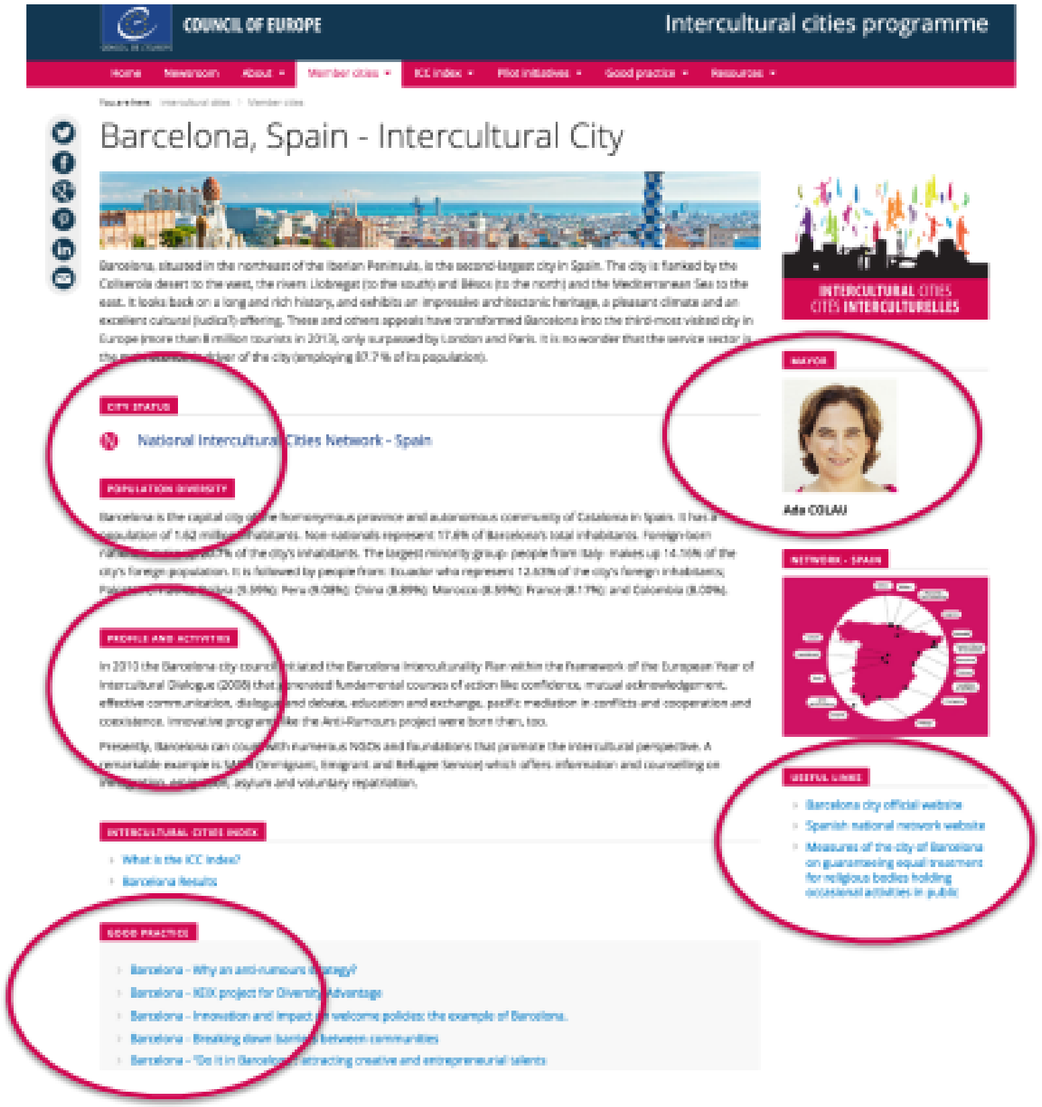
The ICC website provides a short profile of the municipality, including its demographic composition, its administrative structure (with information on the elected Mayor), the results of the intercultural index good practices.

Cities are strongly invited to check their dedicated page on the ICC website and inform the ICC team of any changes/relevant news so that to keep your space always up-to-date.

In the next slide, we provide a useful example of a city profile on the ICC website.

The Intercultural Cities team can help member cities design the content for their Intercultural City's webpage.

**The page of the City of Barcelona on the ICC website: it is possible to see demographic information, profile and activities, good practices, useful links, information about the Mayor and the administration. We want to keep this digital space updated regularly.**



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# TOGETHER WE ARE STRONGER!

#ICCITIES