



**INTERCULTURAL CITIES**  
BUILDING BRIDGES, BREAKING WALLS



# BRAND PACK

INTERCULTURAL CITIES PROGRAMME

#ICCCities



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 existing 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. #ICCCITIES
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



CITY WEBSITE HERE

<https://www.coe.int/en/web/interculturalcities>

Name & Title for City Coordinator

Address:

Email:

Phone:

Link to city profile:

<https://www.coe.int/en/web/interculturalcities/manchester>



# #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 #ICCCities @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](mailto: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!](#)

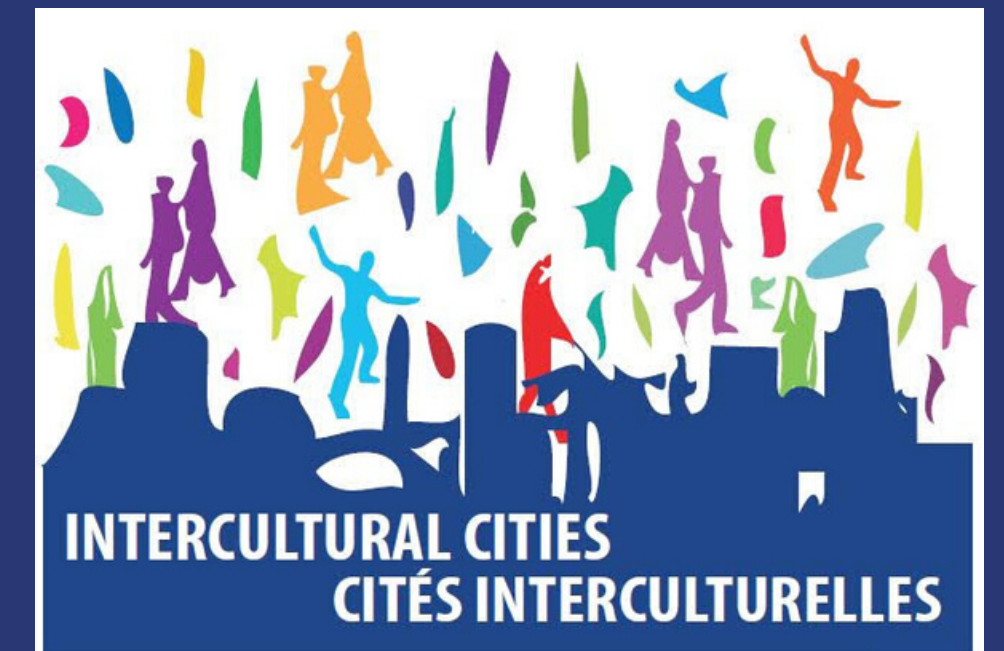


Download French, [here!](#)

**INTERCULTURAL CITIES**  
BUILDING BRIDGES, BREAKING WALLS

**CITÉS INTERCULTURELLES**  
CONSTRUIRE DES PONTS,  
ABATTRE LES MURS

**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.

## TOGETHER WE ARE STRONGER!

*(City) is proud to be an intercultural city!*

INSERT PHOTO HERE

Insert City Logo Here



# 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.

## INTERCULTURAL CITIES

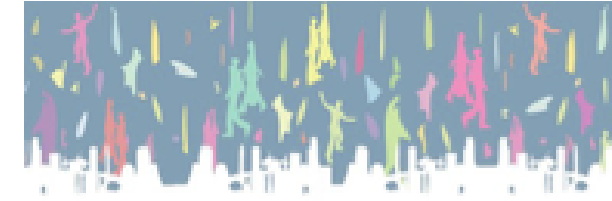
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Building Bridges, Breaking Walls



# CUSTOMISABLE ONE PAGER: BRIEF/LETTER

FOLLOW LINK TO THE WORD  
TEMPLATE, [HERE!](#)



BUILDING BRIDGES,  
BREAKING WALLS

INSERT YOUR TITLE HERE

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# 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 official website ([www.coe.int/interculturalcities](http://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.

**COUNCIL OF EUROPE** Intercultural cities programme

Home | Newsroom | About | Member cities | ICC Index | Pilot initiatives | Good practice | Resources

Barcelona, Spain - Intercultural City

Barcelona, situated in the northeast of the Iberian Peninsula, is the second-largest city in Spain. The city is flanked by the Collserola desert to the west, the rivers Llobregat (to the south) and Besòs (to the north) and the Mediterranean Sea to the east. It looks back on a long and rich history, and exhibits an impressive archaic heritage, a pleasant climate and an excellent cultural (judicial) offering. These and others appeals have transformed Barcelona into the third-most visited city in Europe (more than 8 million tourists in 2013), only surpassed by London and Paris. It is no wonder that the service sector is the main economic pillar of the city (employing 87.7% of its population).

**CITY STATUS**

National Intercultural Cities Network - Spain

**POPULATION DIVERSITY**

Barcelona is the capital city of the homonymous province and autonomous community of Catalonia in Spain. It has a population of 1.62 million inhabitants. Non-nationals represent 17.6% of Barcelona's total inhabitants. Foreign born nationals represent 10.7% of the city's inhabitants. The largest minority group- people from Italy- makes up 14.5% of the city's foreign population. It is followed by people from Ecuador who represent 12.63% of the city's foreign inhabitants; Poland (8.89%), Bolivia (8.89%), Peru (8.08%), China (8.89%), Morocco (8.89%), France (8.17%) and Colombia (8.08%).

**PEOPLE AND ACTIVITIES**

In 2010 the Barcelona city council initiated the Barcelona Interculturality Plan within the framework of the European Year of Intercultural Dialogue (2008) that promoted fundamental courses of action like conferences, mutual acknowledgement, effective communication, dialogue and debate, education and exchange, pacific mediation in conflicts and cooperation and coexistence. Innovative programs like the Anti-Racism project were born then, too.

Presently, Barcelona can count with numerous NGOs and foundations that promote the intercultural perspective. A remarkable example is MARE (Migrant, Immigrant and Refugee Service) which offers information and counselling on immigration, asylum, asylum and voluntary repatriation.

**INTERCULTURAL CITIES INDEX**

- What is the ICC Index?
- Barcelona Results

**GOOD PRACTICES**

- Barcelona - Why an anti-racism strategy?
- Barcelona - RDX project for Diversity Advantage
- Barcelona - Innovation and Impact: welcome policies: the example of Barcelona.
- Barcelona - Breaking down barriers between communities
- Barcelona - 'Do it in Barcelona' attracting creative and entrepreneurial talents

**MAYOR**

Ada COLAU

**NETWORK - SPAIN**

**USEFUL LINKS**

- Barcelona city official website
- Spanish national network website
- Measures of the city of Barcelona on guaranteeing equal treatment for religious bodies holding occasional activities in public





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