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1. INTRODUCTION

2018 will be the European Year of Cultural Heritage (EYCH). This will be an opportunity to celebrate Europe’s cultural heritage across the whole continent. To complement campaigns developed by national coordinators, the members of the stakeholders’ committee will launch an EU-wide communication campaign to promote Europe’s diverse cultural heritage.

The European Year of Cultural Heritage (EYCH) aims at ‘encouraging the sharing and appreciation of Europe’s cultural heritage as a shared resource, plans to raising awareness of common history and values, and reinforcing a sense of belonging to a common European space’.

1.1. Objectives of the campaign

The key objective of the campaign is to raise awareness of the positive contributions that Europe’s cultural heritage brings to the economy, society, tourism, employment, relations with third countries, cultural diversity, social inclusion and intercultural dialogue.

The main slogan of the campaign is ‘Our Heritage. Where the past meets the future’.

The main objectives of the EYCH are to promote the role of Europe’s cultural heritage in cultural diversity and intercultural dialogue as well as its importance to the relations between the European Union and third countries.

Specific communication objectives include:

1. Educate and boost knowledge around Europe’s cultural heritage.
2. Create a sense of responsibility to enrich the heritage for future generations through preservation or creation.
3. Understand the social and economic opportunities provided by Europe’s cultural heritage and stress its importance as a common resource.

This document presents the various campaign materials available and provides useful tips on how to successfully promote the campaign and on how to join the debate.

The campaign’s promotional materials will be complemented throughout the year and further tips and ideas on how to engage and interact with your audience in an interactive way will also be provided.

Thank you fore helping us make the European Year of Cultural Heritage 2018 a success throughout Europe!

1.2. Important information about the European Year of Cultural Heritage (EYCH)

Learn more about the European Year of Cultural Heritage campaign and subscribe to the EYCH 2018 newsletter to receive regular updates about the campaign and available materials.

You can also follow our social media channels: Facebook and Twitter and join the conversation with #EuropeForCulture

You can contact us on eych2018@iservice.europa.eu for any kind of assistance or advice you may need with regards to promoting the campaign, specific information about the campaign or technical support for campaign materials, etc.
2. CAMPAIGN VISUALS AND PROMOTIONAL MATERIAL

2.1. Templates

A series of campaign and promotional materials will be developed before the campaign’s launch and throughout the year. These can be found here: https://www.dropbox.com/sh/k458i1g64qrq8q59/AAB7E8PuW5Rt4mUnL1QAWkJ7a?dl=0

2.2. The visual identity/Logo

A. Main logo

This is the main logo for the new European Year of Cultural Heritage. The logo exists in several variants which are described in 2.3.

B. Logo + slogan

We encourage the use of the logo together with the slogan for any communication material. However, for certain formats (brochures, leaflets, etc.), the two elements can be separated and preference should be given to the logo itself as a hook in order to label activities and productions realized under the 2018 European Year of Cultural Heritage.

OUR HERITAGE: WHERE THE PAST MEETS THE FUTURE
C. Partners’ logos

This is how the logo should be used on publications with partners’ logos. All the logos should appear at the bottom of the visuals.
2.3. The colours

EYCH 2018 is all about diversity and the various aspects and fields of cultural heritage. Therefore, the visual identity is available in a variety of colours as well and stakeholders are free to choose the colour that best fits the visuals they are creating. There are 6 colours (5 colours + 1 monochrome version) available to you.
2.4. Minimum size

To comply with EU guidelines, the size of the EU flag should never be smaller than 10 mm.

2.5. Incorrect uses

- Do not remove the EU flag
- Do not add patterns to the visual hang
- Do not change the colours
- Do not change the font
- Do not change the transparency level
- Do not change the proportions
2.6. The campaign's key elements

A. The Logo

B. The icons

The icons refer to the different cultural sectors that form Europe's cultural heritage. You should highlight one or more icons that are relevant to the visual used for your poster (see 2.6.).

C. The copy line

The copy line plays a key role in the understanding of the concept. It needs to reflect what is happening in the image. It should always engage the viewer by ending with "What about you?" or a similar sentence.

Today I had a nice and unexpected family reunion. What about you?

D. The hashtag

#EuropeForCulture

E. The slogan

OUR HERITAGE: WHERE THE PAST MEETS THE FUTURE

F. The flag
2.7. How to use the key elements in the layout

Throughout the year National Coordinators are invited to produce their own versions of the main campaign visuals. You can change the photo and the copy line. Information on how to adapt the copy line can be found in 2.8, ‘The copy line’.

A. Fixed elements

The logo:
- The position and transparency are fixed.
- The colour can be changed to one of the colours shown in 2.3.

The icons:
- The position and order are fixed.
- Highlight the relevant icons.
- The colour can be changed to one of the colours shown in 2.3.

The hashtag:
- The position is fixed.
- No other hashtag is to be used.
- The colour should match the one used for the visual hang.

The EU flag:
- No changes allowed.

The slogan
- The content should never be changed.

B. Elements that can be modified

The image

The copy line:
- PF Square is used in our templates. If not available to you, please use Arial Regular, ideally with a horizontal scale of 85%.

The slogan:
- When used with a single partner logo, the position of the slogan should be placed near the EU flag.
- The content should never be changed.

Single partner logo:
- The visual weight should correspond to the EU flag’s.
- Its placement should always be in the bottom left corner within the margins.
C. Colour matching

The example below is presented for explanation purposes only. The colour used for the logo should be reflected in the hashtag underneath and in the highlighted icons. Please note that the elements will be provided in all official European languages.
D. Logo Transparency

There should always be an aspect of the image visible in the logo in order to reveal its transparency. The image behind the logo should always be slightly visible to reveal the logo’s transparency.
2.8. Powerpoint template

- Title page with image
- Title page without image
- Content slide
2.9. Word template

A4 letter

LOGO

Partner's logo
2.10. Email signature

This is how the logo should be placed in an email signature.

National coordinators and the members of the stakeholders’ committee are invited to add the EYCH logo to their signature. They are free to decide how they want to do it. The following option is however recommended:

2.11. Promotional material

All the following materials will be available in December 2017 to be used free of charge for any promotional and informational activities you will run.

A. Visual material

- **Video material**: the official campaign video (short and long versions) will be launched at the beginning of December on the occasion of the European Cultural Forum. It will be produced in English and subtitled in all EU languages.
- **Photo bank**: a database of free-of-copyright pictures to be used for your promotional activities.

B. Graphic material

The following graphic materials are mainly suitable for offline environments such as:

- **Posters** (available in two electronic formats and in all EU languages): a total of eight posters will be produced, each of them focusing on different aspects of cultural heritage.
- **Roll-up** (available in electronic format and in all EU languages) with key campaign visual.

C. Editorial/Content material

- **10 factsheets on European Initiatives**.
- **Brochure ‘Creative Europe’** presenting a selection of 15 projects focusing on cultural heritage.
3. IDEAS ON HOW TO PROMOTE THE CAMPAIGN

Please find below some useful tips on how to promote the EYCH 2018 campaign via your own communication channels and to disseminate the information widely within your network.

3.1. Using your online communication channels

A. Publishing information on your website

Publish information about the EYCH 2018 on your website. Make good use of the campaign visual guidelines, where possible, in order to ensure proper alignment with the campaign.

B. Including information in your newsletter

Include information about the campaign and its updates in the newsletter that you disseminate within network. Use this opportunity to encourage members of your networks to share the information further to ensure the largest possible reach.

C. Generating awareness via your social media channels

Make sure to spread information about the European Year of Cultural Heritage on a regular basis while using the EYCH 2018 calendar for inspiration (a ‘living’ map of events will be updated with your support).

Follow the official Facebook and Twitter accounts where you can find more inspiration. Like and share the posts as well as engage in fruitful discussions with wider audiences and stakeholders.

And make sure to use your own social media channels (Facebook, Twitter and Instagram) to spread the word even further!

Join the debate using #EuropeForCulture.

D. Social media channels (Facebook, Twitter, Instagram, etc.)

The campaign toolkit will offer useful materials for your own social media channels while ensuring consistency with the campaign’s visual identity.

When posting on Facebook and Twitter, make sure to keep your posts short and to include questions, photos, infographics, gifs or videos – this drives more engagement from the audience.

3.2. Promoting the EYCH offline

A. Organising events on the occasion of the EYCH

In case you organise an event, please make sure to have it registered in our ‘living’ map of events. This will ensure that the information reaches the right people but might inspire other event organisers as well. A range of campaign materials can be used while organising your event (posters, roll-up, etc.).
B. Including relevant information in printed publications

Various tools are available for your publications, which can be found via this link: https://www.dropbox.com/sh/k458ijg64rq8q59/AAB7EBRuWSRt4mUin1QAWkJ8a?dl=0

3.3. Promoting the EYCH with the help of multipliers and media contacts

Take advantage of your stakeholder and media contacts as they can help raise awareness about the campaign. You can set up cooperation and partnerships with stakeholder organisations and media.

4. INFORMATION ABOUT THE EYCH HELPDESK

The helpdesk is the campaign’s secretariat and main point of contact for all communication and promotional activities. The role of the helpdesk is to inform you about the campaign developments and updates (via email alerts, newsletter and phone calls), to provide you with campaign materials (including toolkits) and to collect information for the purpose of the ‘living’ mapping of the EYCH events as well as for reporting purposes.

Do not hesitate to contact us for any communication/promotional advice and technical assistance at: eych2018@iservice-europa.eu