GO! 2025
NOVA GORICA
GORIZIA

European
Capital
of Culture

Brand
guidelines

The visual identity of the project GO! 2025 European Capital of Culture Nova Gorica - Gorizia introduces and strengthens the values and objectives of the project. Therefore the correct use of the logo and identity elements is of fundamental importance. This is the only way to coherently introduce the project and all those involved.

The logo of the project GO! 2025 should be well separated from any other logos used by the promoting bodies, institutions, sponsors, and partners. On a page, it should be placed in a prominent position and at the highest hierarchical level of the layout.

It is allowed to use the logo GO! 2025 on all paper or digital supports in case of all communication activities connected to the European Capital of Culture promoted by institutions, organizations, legal entities and individuals who have requested its use.

When using any version of the GO! 2025 project logo, it is necessary to comply with the regulations on the use.

Further information:
marketing@go2025.eu

The visual identity, including the logotypes presented in this manual, is built on the institutional wording of the European Capital of Culture, designed by Studio But Maybe and based on the "Seagal Semibold" font by G. Murolo (2018).

GO! 2025

The logo is a graphic comprised of the wordmark
"GO! 2025" and the territorial reference
"Nova Gorica-Gorizia".
The size ratio between the elements of the logo
is fixed. 40 mm (length) is the minimum size for the
printed version and 94 px for web.

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The logotype is exported in vector format (CMYK)
for print usage and in raster format (RGB) for web.
Go the summary (pag.13) to see all the file.

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The primary colour is the "Isonzo Turquoise".
Below you can find the colour conversion codes.

Isonzo Turquoise

RGB: 41, 204, 177
CMYK: 80, 0, 45, 0
Pantone: 929C
Ral: Tender Turquoise

Starting with the institutional fonts, the Studio
has developed a derived logotype, easier to read,
mainly to be used when it is necessary to
go below the minimum dimension of the outline
logotype (4 cm in width).

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All the variants of the institutional headers have been derived from the solid version. Such variants are allowed only in three languages (English, Italian, and Slovene) or only in English (Italian only or Slovene only must never be used).

GO! 2025
NOVA GORICA
GORIZIA

Evropska prestolnica kulture
Capitale europea della cultura
European Capital of Culture

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GORIZIA

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As stated in the previous pages, using the solid variant of the logo is highly recommended if the logotype width is smaller than 4 cm. We recall that the minimum width size for printing is 1,5 cm.

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Length: 4 cm

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GO! 2025   Evropska prestolnica kulture
NOVA GORICA   Capitale europea della cultura
GORIZIA   European Capital of Culture

GO! 2025
NOVA GORICA
GORIZIA

GO! 2025   Evropska prestolnica kulture
NOVA GORICA   Capitale europea della cultura
GORIZIA   European Capital of Culture

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NOVA GORICA
GORIZIA

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NOVA GORICA   Capitale europea della cultura
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GO! 2025
NOVA GORICA
GORIZIA

GO! 2025   Evropska prestolnica kulture
NOVA GORICA   Capitale europea della cultura
GORIZIA   European Capital of Culture

The coloured logotype must only be used on white background or on a background that makes it clear to read. Use the black (positive) version on light backgrounds and white (negative) version on dark ones. If the background picture is too complex, and it is difficult to read the logo, we strongly recommended using a different image. When choosing between the positive and the negative, select the version that is easier to read.

It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo (outline and solid version).
The only exception to this rule is the "GO!" institutional heading, which can be used separately only when it is used as a decorative element.

Logo version	File name	File format
Outline version		
Print		
Colour (CMYK)	GO2025-Logo-Outline-Color-cmyk-Print	.pdf
Black (K)	GO2025-Logo-Outline-Black-k-Print	.pdf
White (W)	GO2025-Logo-Outline-White-w-Print	.pdf
Web		
Colour (RGB)	GO2025-Logo-Outline-Color-rgb-Web	.png
Black (RGB)	GO2025-Logo-Outline-Black-k-Web	.png
White (RGB)	GO2025-Logo-Outline-White-w-Web	.png
Solid version		
Print		
Black (K)	GO2025-Logo-Solid-Black-k-Print	.pdf
White (W)	GO2025-Logo-Solid-White-w-Print	.pdf
Web		
Black (RGB)	GO2025-Logo-Solid-Black-k-Web	.png
White (RGB)	GO2025-Logo-Solid-White-w-Web	.png
ECoC solid version		
Stampa		
Black (K)	GO2025ECoC-Logo-Solid-Black-k-Print	.pdf
White (W)	GO2025ECoC-Logo-Solid-White-w-Print	.pdf
Web		
Black (RGB)	GO2025ECoC-Logo-Solid-Black-k-Web	.png
White (RGB)	GO2025ECoC-Logo-Solid-White-w-Web	.png

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Contacts

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Nova Gorica

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Slovenia

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www.go2025.eu

EGTC GO
European Grouping
of Territorial Cooperation

Territory of municipalities:
Comune di Gorizia (I),
Mestna občina Nova Gorica (Slo)
and Občina Šempeter-Vrtojba (Slo)

Via Cadorna, 36
34170 Gorizia
Italy

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www.euro-go.eu