

Brand guidelines

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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 94px for web.

GO! 2025
NOVA GORICA - GORIZIA

GO! 2025
NOVA GORICA - GORIZIA

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.

GO! 2025
NOVA GORICA-GORIZIA

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GO! 2025
NOVA GORICA-GORIZIA

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).

GO! 2025
NOVA GORIZIA
GORIZIA

GO! 2025
NOVA GORIZIA
GORIZIA

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).

GŃ! 2025
NOVA GŃRICA
GŃRIZIA

Evropska prestolnica kulture
Capitale europea della cultura
European Capital of Culture

GŃ! 2025
NOVA GŃRICA
GŃRIZIA

Evropska prestolnica kulture
Capitale europea della cultura
European Capital of Culture

GŃ! 2025
NOVA GŃRICA
GŃRIZIA

European
Capital
of Culture

GŃ! 2025
NOVA GŃRICA
GŃRIZIA

European
Capital
of Culture

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.

GO! 2025

GO! 2025
NOVA GORICA - GORIZIA

GO! 2025
NOVA GORICA - GORIZIA

GO! 2025
NOVA GORICA - GORIZIA

Length: 4 cm

GO! 2025
NOVA GORICA
GORIZIA

GO! 2025
NOVA GORICA
GORIZIA

Evropska prestolnica kulture
Capitale europea della cultura
European Capital of Culture

GO! 2025
NOVA GORICA
GORIZIA

GO! 2025
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GORIZIA

Evropska prestolnica kulture
Capitale europea della cultura
European Capital of Culture

GO! 2025
NOVA GORICA
GORIZIA

GO! 2025
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GORIZIA

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Capitale europea della cultura
European Capital of Culture

GO! 2025
NOVA GORICA
GORIZIA

GO! 2025
NOVA GORICA
GORIZIA

Evropska prestolnica kulture
Capitale europea della cultura
European Capital of Culture

GO! 2025
NOVA GORICA - GORIZIA



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.

~~GO!
2025~~

~~GO! 2025 NOVA GORIZIA
GORIZIA~~

~~GO! 2025 NOVA GORIZIA
GORIZIA~~

~~GO! 2025
NOVA GORIZIA - GORIZIA~~

~~GO! 2025
NOVA GORIZIA - GORIZIA~~

~~GO! 2025
NOVA GORIZIA
GORIZIA~~

~~GO! 2025
NOVA GORIZIA
GORIZIA~~

~~GO! 2025~~

~~GO! 25~~

~~GO!~~

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

GO! 2025
NOVA GORICA
GORIZIA

Contacts

Javni zavod GO! 2025
Evropska prestolnica kulture,
Nova Gorica

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5000 Nova Gorica
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)

Corso Italia, 55
34170 Gorizia
Italy

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www.euro-go.eu