

Ver. 1.0/22

REGULATIONS ON THE USE OF THE VISUAL IDENTITY GO! 2025

I. Definition of the regulatory area

Article 1

These Regulations define the use of the graphic and content elements originating in the project GO! 2025 European Capital of Culture, Nova Gorica – Gorizia. They apply both to the elements currently developed and in force and to those which will be developed and validated in the context of the project after the adoption of these Regulations.

A more detailed explanation of the elements of the GO! 2025 Visual Identity is set out in the GO! 2025 Brand Guidelines, which are annexed to these Regulations.

II. Terminology

Article 2

GO! 2025 – is the name and short title of the project GO! 2025, European Capital of Culture 2025, Nova Gorica – Gorizia.

Project owner – two project owners acting independently under a cooperation agreement:

- Public Institute GO! 2025, European Capital of Culture, Nova Gorica (hereinafter: the Institute)
- European Grouping for Territorial Cooperation “Area of the Municipalities: Comune di Gorizia (I), Municipality of Nova Gorica (Slo) and Municipality of Šempeter-Vrtojba (Slo)” (hereinafter referred to as “EGTC”)

GO! Borderless – is the slogan of the project GO! 2025 and the wording of the project's main objective, used in its basic version and derivatives.

User – means any person who uses the graphic elements or slogan of the project GO! 2025 publicly and on their own account in their promotional materials, publications and any other form of public communication or information.

Brand Guidelines – is the mandatory annex to these Regulations, which sets out the prescribed elements and compliance with the regulations for the use of the graphic design of the project GO! 2025.

Final bid book – is the publicly published text of the application for the title of European Capital of Culture 2025.

Prijavna knjiga – is the Slovenian version of the title of the bid book.

Featured area – is the territory consisting of 13 municipalities in the Republic of Slovenia and 27 municipalities in the Republic of Italy, as defined in the bid book. The featured area may be extended on the basis of mutual agreements with the local authorities during the period following the adoption of these Regulations.

Graphic elements – are all graphic solutions developed and used within the GO! 2025 project, including the short form of the title, logotype, pictograms, typography, colour scheme and all graphic applications.

III. Consistency with the objectives and values

Article 3

Notwithstanding the provisions of these Regulations, it is the responsibility of each user of the graphic elements and the slogan to verify and guarantee the consistency of the content they are presenting with the fundamental objectives of the GO! 2025 and the core values of the GO! Borderless slogan, as established in the bid book.

It is the responsibility of every user to ensure that the graphic elements and the slogan do not appear alongside any content that is in violation of the law, and to comply with the regulations that are in place to verify whether the content is in breach of any moral or ethical principles.

IV. Use of the GO! 2025 graphic elements

Article 4

The use of the graphic elements is a matter for each project owner to decide on autonomously and to give written consent to the user for the use of the graphic design. The two owners shall keep each other informed. In the event of a conflict, the final decision shall be taken by the Institute.

If in doubt as to the appropriateness and compliance of the use, the project owner has the exclusive right to decide on the appropriateness or otherwise of the use, and the project owner has the autonomy to assess any inconsistency of the content with the objectives and values as laid down in Article 3.

Article 5

Through the use of the graphic elements, the link between the activities and the content and objectives of the GO! 2025 project is demonstrated, however, the use of the elements does not in itself establish a co-organisational or collaborative relationship.

The project owner does not assume any material or moral responsibility for the activities presented through the GO! 2025 graphic elements.

Neither are users allowed to affix to the graphic elements expressions such as "event supported by", "in cooperation with" or any other wording that would imply or could suggest to the public that the GO! 2025 project owners are co-organising the event.

Article 6

The project owner may, at its sole discretion, seek prior access from users to the content in which the graphic elements of GO! 2025 are to be included and may request changes be made should it deem them necessary.

Article 7

The project owner may reject or revoke a written consent in situations where:

- the proposed content is not in line with the objectives of GO! 2025;
- the user's usual activity is incompatible with the values of GO! 2025, in particular the values of cross-border cooperation, the coexistence of diversity and cultures and the principle of inclusion;

- the graphic design is used in a profit-generating activity (with the exception of proceeds from the marketing of cultural content, as detailed in points 8.1. and 8.3.);
- the user is in breach of the provisions of Article 9 by modifying elements of the graphic design;
- the user uses the graphic design for content not covered by the written consent of the project owner;
- the user refuses prior access to the content or refuses to make proposed changes.

Article 8

The Regulations hereinafter establish the procedures and limitations for the use of graphic elements by different groups of users, namely:

1. public institutions within the featured area operating in the field of culture;
2. public institutions within the featured area operating in the fields of local governance, science and research, sport, education and social activities;
3. non-governmental organisations within the featured area operating in the field of culture;
4. non-governmental organisations within the featured area operating in the fields of science and research, sport, education, humanitarian and other non-profit activities (hereafter: other fields);
5. commercial legal entities, legal entities established in or outside the GO!2025 featured area, other legal entities and individuals.

8.1. Public institutions within the featured area operating in the field of culture

Public institutions based in the featured area whose core activity is in the field of culture may use the GO! 2025 graphic design, subject to a one-off written consent by the project owner, without restriction and for an indefinite period of time, in all their analogue and digital content (brochures, leaflets, posters, websites, social networking sites), at their events and in direct communication (letters, correspondence, e-mails).

Institutions within this group may also use the graphic design for profit-generating events and content (admission to events, sales of publications, etc.), provided that the use of the graphic design itself does not have a direct impact on the size of the profit.

The written consent shall be granted by the project owner following a written request submitted by the user.

If in doubt as to whether an institution fulfils the criteria set out in this Article, the project owner shall consult the local community in whose territory the institution is established.

8.2. Public institutions within the featured area operating in other fields

Public institutions within the featured area operating in the fields of local governance, science and research, sport, education and social activities may use the GO! 2025 graphic design for their individual activities, subject each time to a written consent by the project owner.

The written consent shall be granted by the project owner following a request submitted by the user.

Consent may be granted for a single use (e.g. a single event, a single publication) or for a set of activities (e.g. a research project, a humanitarian action) covering a large number of activities over a longer period of time.

The project owner shall assess the eligibility of the use of the graphic design on the basis of the compliance of the proposed activity or set of activities with the GO! 2025 objectives and values. For this purpose, the public institution shall provide the project owner with a description of the activity in which compliance with the GO! 2025 objectives and values is clearly established.

8.3. Non-governmental organisations within the featured area operating in the field of culture

Non-governmental organisations (institutes, associations, societies, foundations) based in the featured area whose core activity is in the field of culture may use the GO! 2025 graphic design subject to an annual written consent by the project owner.

The written consent shall be granted following a request by the user, which shall include an extract from the NGO's annual programme of activities.

The consent granted by the project owner allows the NGO to use the graphic design for a period of one year in all analogue and digital content (brochures, leaflets, posters, websites, social networking sites), at events and in direct communication (letters, correspondence, e-mails).

Non-governmental organizations within this group may also use the graphic design for profit-generating events and content (admission to events, sales of publications, etc.), provided that the use of the graphic design itself does not have a direct impact on the size of the profit.

If in doubt as to whether a non-governmental organization fulfils the criteria set out in this Article, the project owner shall consult the local community in whose territory the organization is established.

8.4. Non-governmental organisations within the featured area operating in other fields

Non-governmental organisations within the featured area operating in the fields of governance, science and research, sport, education and other non-profit activities may use the GO! 2025 graphic design for their individual activities, subject each time to a written consent by the project owner.

The written consent shall be granted by the project owner following a request submitted by the user.

Consent shall only be granted for a single use (e.g. a single event, a single publication).

The project owner shall assess the eligibility of the use of the graphic design on the basis of the compliance of the proposed activity with the objectives and values of the GO! 2025 project. For this purpose, the non-governmental organization shall provide the project owner with a description of the activity in which compliance with the GO! 2025 objectives and values is clearly established.

8.5. Other legal entities and individuals

Companies, legal entities established inside or outside the featured area, business associations and individuals may use the graphic design of the GO! 2025 project solely on the basis of a contract concluded with the project owner.

Notwithstanding the above, these entities may use the graphic elements provided that this demonstrates their mutual cooperation with the project owner. The consent must be given in writing and in advance by the project owner.

V. The different logotypes

Article 9

The primary logotype of the GO! 2025 project is the logotype intended for general use and is to be used in the manner set out in the Brand Guidelines and for the situations set out in Chapter IV of these Regulations.

The exclusive programme logotype indicates and is only granted to events or projects which are included in the bid book **or** which are part of the GO! 2025 official programme. Granting consent for the use of the programme logotype and the holders of the programme logotype shall be established by the GO! 2025 Programme Manager.

The ECoC area logotype is a logotype that highlights an activity or operation within a featured area. The logotype may be used by entities belonging to different sectors (e.g. tourist accommodation, restaurants, tourist information centres, etc.) subject to a written consent of the project owner as stipulated in point 4.5 of these Regulations.

VI. Integrity and consistency of graphic elements

Article 10

The Brand Guidelines (establishing the use of the graphic design) is available at www.go2025.eu and www.euro-go.eu.

The project owner shall send users access information to the cloud where all graphic variants are available, together with a written consent for their use.

Users may choose only and exclusively from the graphic variants provided by the project owner.

Article 11

Users shall not:

- alter the design;
- alter the size ratios;
- alter the colour tones;
- alter the orientation or arrangement of elements;
- crop the graphic elements;
- translate, insert or remove text;
- make any other changes to the graphic elements.

The title of the **GO! 2025** project comprises:

1. GO! – the letters 'g' and 'o' must be capitalised, followed by an exclamation mark (and with no space in between).
2. There must be a space between GO! and the number 2025.

The **GO! Borderless** project slogan comprises:

1. GO! – the letters 'g' and 'o' must be capitalised, followed by an exclamation mark (and with no space in between).
2. Borderless – the word must be capitalised. The same applies to all derivations of the slogan.
3. There must be a space between GO! and Borderless. The same applies to all derivations in which to the first part, i.e. GO!, a second word is added.

The user shall not alter the order of the elements in the project slogan or title.

VII. Use of the GO! Borderless slogan

Article 12

The project owner reserves the exclusive right to use the GO! Borderless slogan and all its derivations.

Any use of the GO! Borderless slogan in the context of activities not directly organised by the project owner must be agreed in advance by contract.

VIII. Use of hashtags

Article 13

The hashtags #go2025 and #GoBorderless are used by private and business users of social media, freely and without the need for consent, however, the project owner reserves the right to give warnings to users and to request that users stop using the hashtags should they violate the principles set out in Article 3.

IX. Final provisions

Article 14

These Regulations are drawn up in Slovenian and Italian. In the event of any substantive discrepancy between the Slovenian and Italian versions, the Slovenian version shall prevail.

These Regulations shall enter into force upon acceptance by both signatories and shall be published on the websites www.go2025.eu and www.euro-go.eu.

Until the Brand Guidelines are finalised and published, users shall receive all necessary information from the project owners.

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