APPROVAL AND COPYRIGHT

Information sheet: copyright and Climate Alliance’s approval procedure
CITY CYCLING
Information on copyright and Climate Alliance’s approval procedure

Please read this information sheet before you produce any print, online or other advertising materials for CITY CYCLING!

Strict copyright regulations apply for all materials and the logos are trademarks protected by law. No files (including all images and logos) may be passed on to third parties without the written consent of Climate Alliance. The usage and reproduction rights only extend to the registered municipalities and organisers for the respective campaign year.

All materials produced by municipalities must be approved by Climate Alliance in writing. Press releases are exempt from our regulations.

Approval procedure

- Submit your design to info@city-cycling.org (subject: “Approval”).
- Please only send us print-ready versions in a PDF format that have already been spellchecked.
- Allow for a review period of 2 working days. The approval procedure may take longer if more extensive changes are required.
- If you have a fixed deadline for printing or publishing your materials, please include this in the subject line.

Conditions for approval

- CITY CYCLING and Climate Alliance nomenclature
  - Always write the CITY CYCLING word mark in capital letters.
  - Be sure to spell Climate Alliance correctly: two words in English, with a dash (Klima-Bündnis) in German.

- Logos
  - Ensure you use the latest versions of logos – they’re available in our download area.
  - The logos are registered, legally protected word-image trademarks. Under no circumstances may they
be distorted, the colours changed or the spacing increased or decreased. The spacing and size of the logo font and image as well as the font height must always remain in proportion. Do not supplement the logos with any additions, remove any parts or display elements separately.

- CITY CYCLING is a campaign by Climate Alliance. Therefore, please always also include the Climate Alliance logo in materials.

- **Layout**
  - Do not use any outdated flyer/poster layouts from our collection. Check our website for the latest versions – ideally before start of the new campaign season.
  - You are very welcome to design your own layout (or to commission someone to do this on your behalf) – one that fits with your municipality's marketing design. You must still submit your designs to us for approval though!
  - Always include the copyrights for the photos you use. Pictures provided by us have the copyright "© Laura Nickel/Climate Alliance”.

- **Colour codes**

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- **Communication style**
  - Please write about avoiding rather than saving CO₂.
  - CITY CYCLING is an international campaign that municipalities around the world have also been able to participate in since 2017. Please therefore avoid using the word “national” when describing the campaign.
  - CITY CYCLING is a team effort. We therefore always name teams before individual cyclists – and invite you to do the same.
  - Please avoid presenting cycling as tiring or slower than driving by car, and do not speak of being “deprived” of a car.
  - The aim is to get people on their bikes all year round wherever possible. There’s no such thing as a “cycling season”.

- For legal reasons, the greeting in the flyer must either be used in full (including the name) or replaced entirely (including the initial quote).

- Please provide your contact details on flyers and other PR materials, not those of Climate Alliance.

- Information materials will not being printed by Climate Alliance. Rather, you must print them yourselves.

In case of questions, send us an email (info@city-cycling.org) or give us a call (+49 (0) 69 717 139-39).

**Thank you for your cooperation! We look forward to reviewing your designs!**