



Tirana European Youth Capital

Welcome to Tirana, Albania On 21 November 2019, something amazing happened for the youth of our capital!

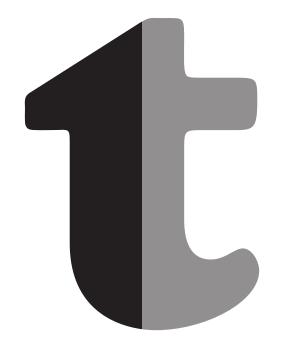
Tirana won the "European Youth Capital 2022" title, crowning several months of unremitting work and efforts of young people from the National Youth Congress, youth CSO's and the Municipality of Tirana, towards creating a rich program of activities for 2022 dedicated entirely to young people.

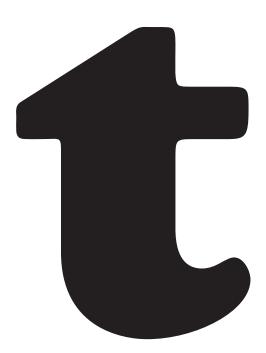
Youth is one of the most cherished assets of our city and our country, having one of the youngest populations in Europe. It is therefore obvious and inevitable that the most prominent driving force pushing Tirana and Albania towards a prosperous and sustainable future within the EU is its energetic and aspiring youth, joining energies and working together.

Tirana European Youth Capital

Inspiration & Concept

Tirana's inevitable vibrance and youthful spirit had to undoubtedly become the core of TEYC22's face. Buzzing through its continuously ongoing events, creative activities and dynamic young men and women, Albania's capital city never ceases to inspire and to spread its influence across the region and beyond.







The Number "1"

The capital city is usually marked with the number "1".

This is a common differentiation system for cities around the world.

This detail is embedded into TEYC22's key symbol.

The Letter "t"

In merging the first letter of "Tirana" with the number "1", the symbol transmutes into the lowercase letter "t". The use of the lowercase letter provides a welcoming sense of friendliness and kindness, associating with Tirana city's feel.

TEYC22 Symbol

Tirana's vibrance is visually portrayed through the dynamic waves emerging from the letter.

The buzz coming out of "t", uniquely influences each wave to take on a different shape and form, thereby indicating Tirana's ability to dictate trends on various levels and areas.



the 1050

Logo Design Primary Logo/Icon & Safe Space





Logo Design

Primary Logotype & Safe Space





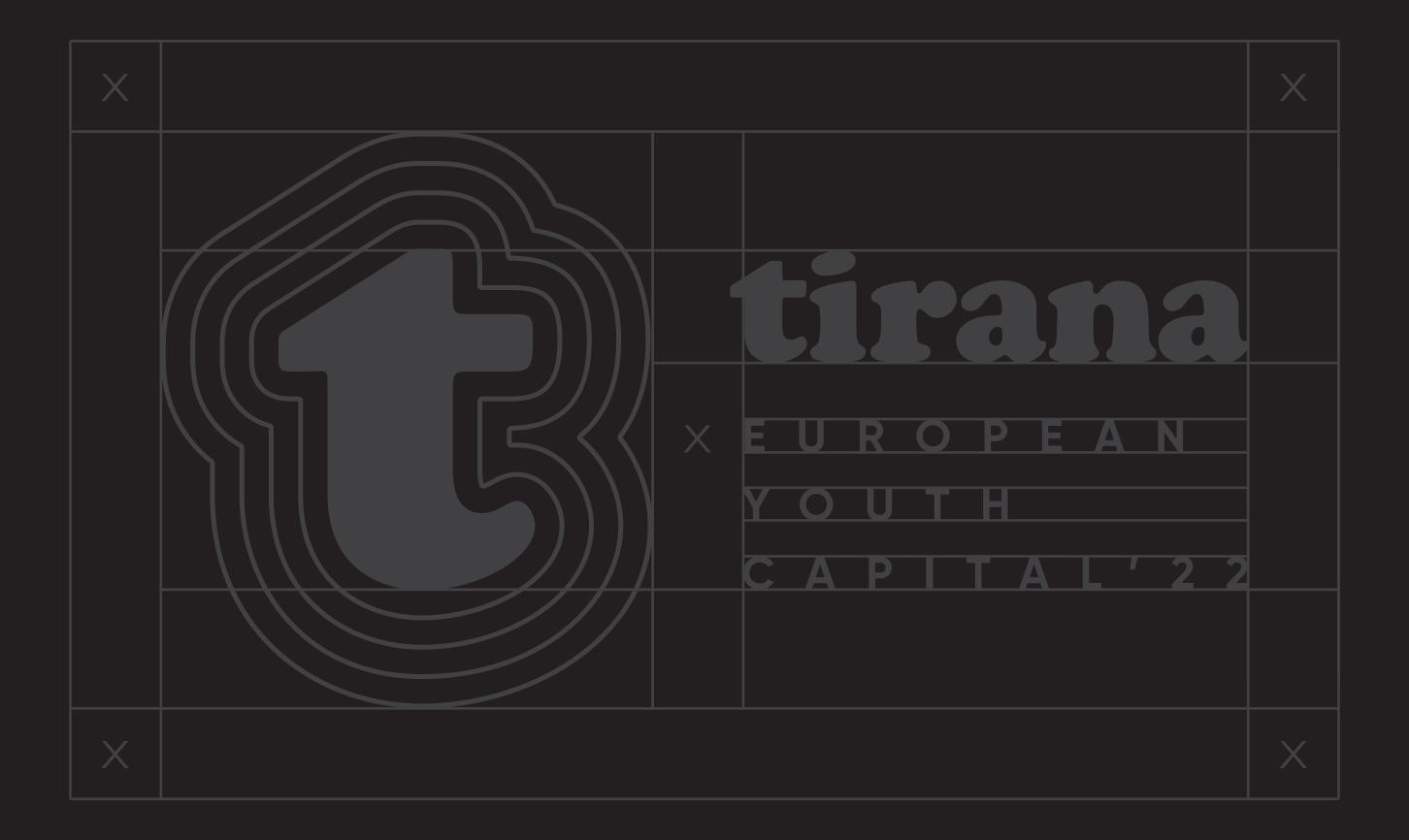
Logo Design The Logo White Version



Logo Design

The Logo Black Version





logo Variations

Logo VariationsPrimary Logo

*Both the symbol and the logotype can be used individualy in various cases

v1.1





Logo VariationsVibrating Logo

*Both the symbol and the logotype can be used individualy in various cases

v2.1

v2.2 tirana
EUROPEAN
YOUTH



Logo VariationsSecondary Logo

*Both the symbol and the logotype can be used individualy in various cases

v1.1



v1.2 tirana
EUROPEAN
YOUTH



tirana

E U R O P E A N
Y O U T H
C A P I T A L ' 2 2



tirana

E U R O P E A N
Y O U T H
C A P I T A L ' 2 2

Logo VariationsSymbols

*Both the symbol and the logotype can be used individualy in various cases













Logo Variations

TEYC22 Mark

The TEYC22 mark can be used in different occasions & various materials





tirana euro
pean
TOULTI
TOULTI
capital 2022



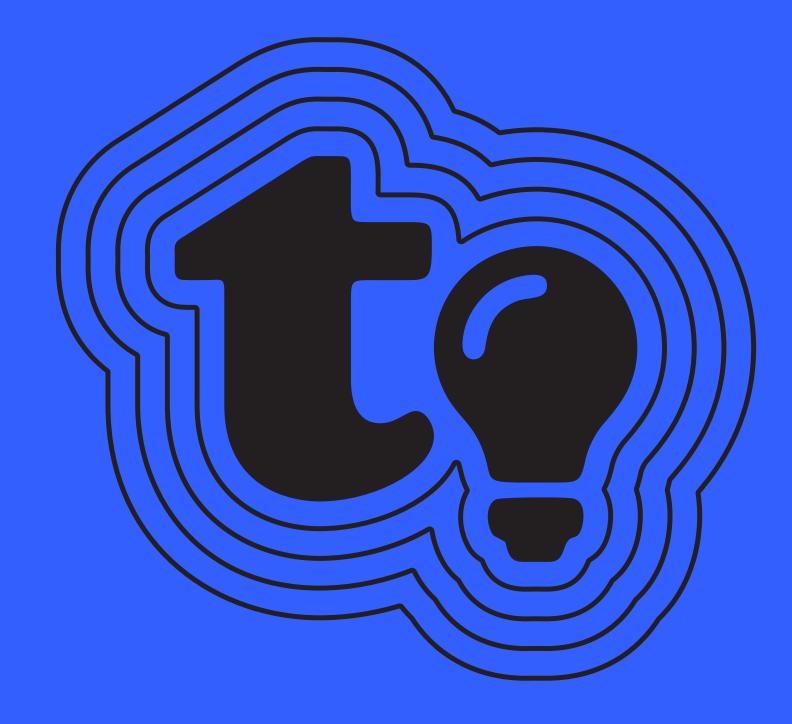
1080S



Youth Makes Creative Economy & Innovation



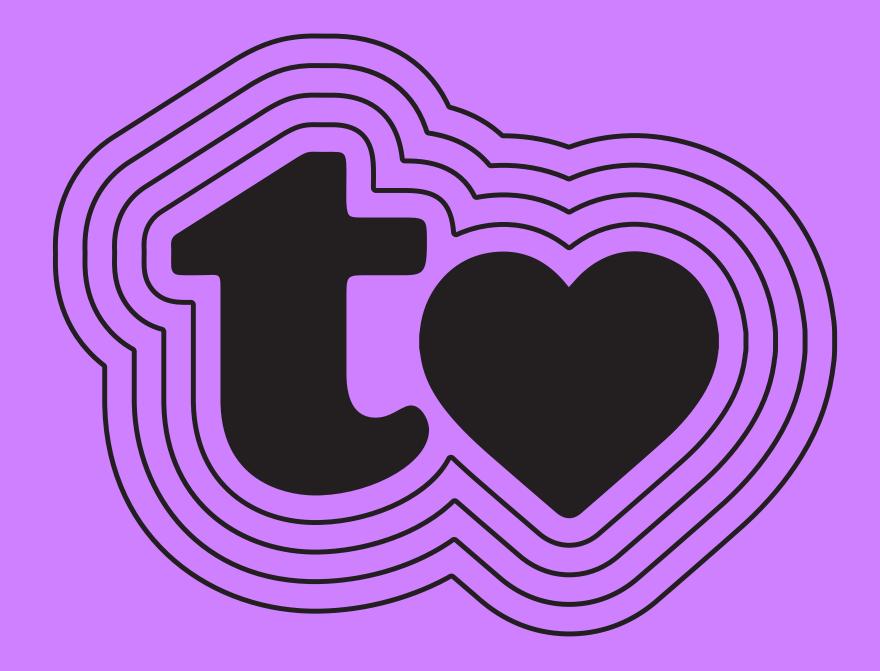
Youth Creates Culture



Youth Develops Capacity



Youth Participates



Youth Diversity



Youth are Europeans

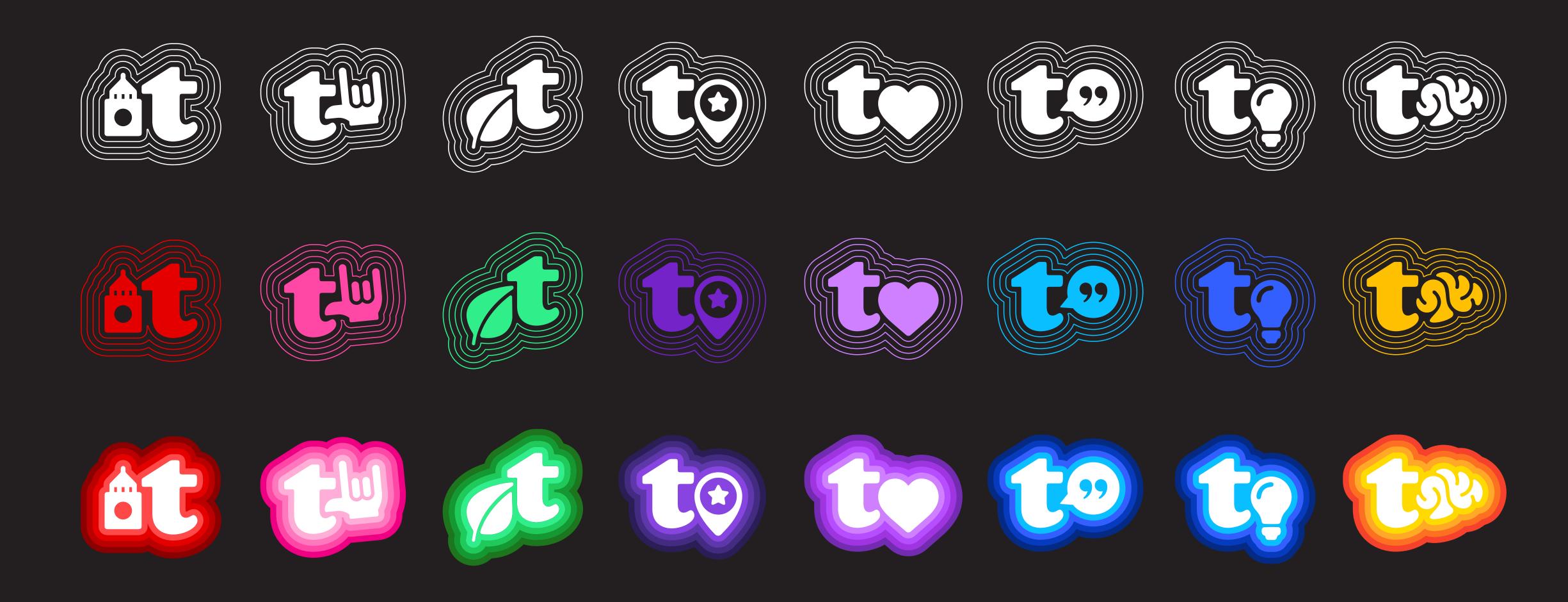


Youth Eco-Health



Youth Spaces

Theme Logo Variations



typography

- Headlines Cooper Black
- 2. Sub headlines Cooper Black
- 3. Body Text Gilroy Family

Typography (2)



There's a typeface that has made a resurgence in the past couple of years. It's appeared on hip-hop album covers, food packaging, and advertising. Perhaps you know it from the Garfield comics, Tootsie Roll logo, or the Pet Sounds album cover by the Beach Boys. It's called Cooper Black, and its popularity and ubiquity have never waned in the 100 years since it was first designed.



Cooper Black is probably most strongly associated with the advertising of the mid-1960s and 1970s, but it was actually first released by a Chicago designer named Oswald Cooper around 1920. Originally intended to fit the needs of advertisers in newspapers and magazines, Cooper Black became one of the most popular typefaces of the 1920s. Its versatility and adaptability to changing technology, though, is what made it relevant for the latter half of the 20th century.

Cooper Black

AaBbCc AaBbCc

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopq stuvwxyz 0123456789 !?@#%**&(:*.,)**+=

Gilroy Family

ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmnop qstuvwxyz 0123456789 !?@#%&(:*.,)+=

Gilroy Bold **Gilroy Extrabold** Gilroy Black **Gilroy Heavy**

Gilroy Semibold Gilroy Bold **Gilroy Extrabold** Gilroy Black **Gilroy Heavy**

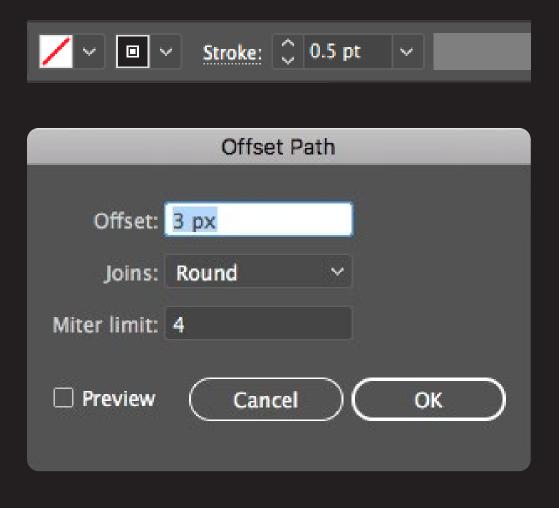
CLIENI WIRONA WIROS TIRANA EUROPEAN YOUTH CAPITAL 2022 Sin Sood Misic music) (european) (ereativity) Dealth (eco) (Spaces) (culture

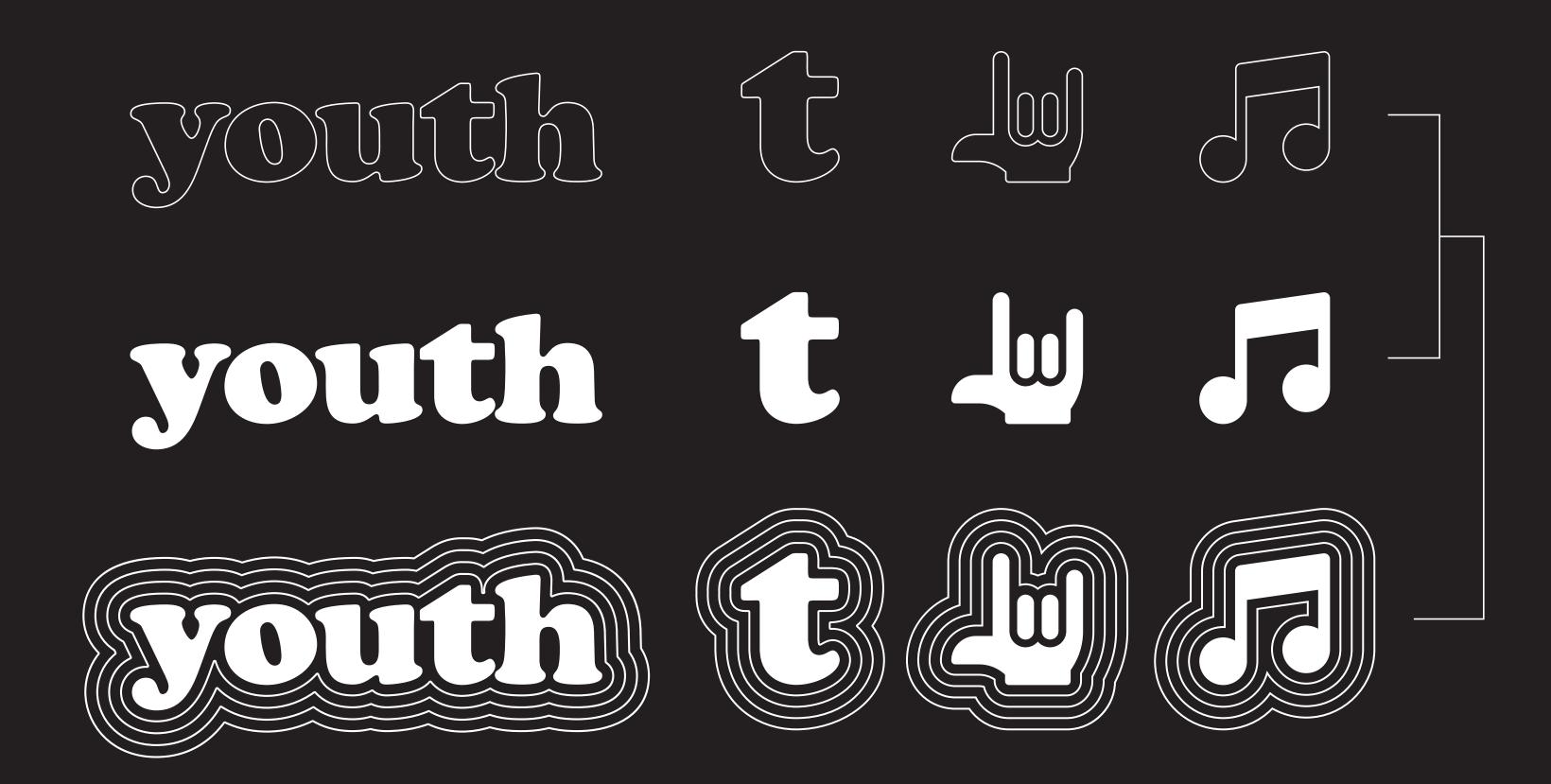
Vibrating Effect Symbols, Icons & Marks

Step 1. Make a compound path out of the shape that you want to make a vibrating effect.

Step 2. Copy and paste the shape in place and give an inside stroke.

Step 3. Select the stroke and go to Object - Path - Offset Path.



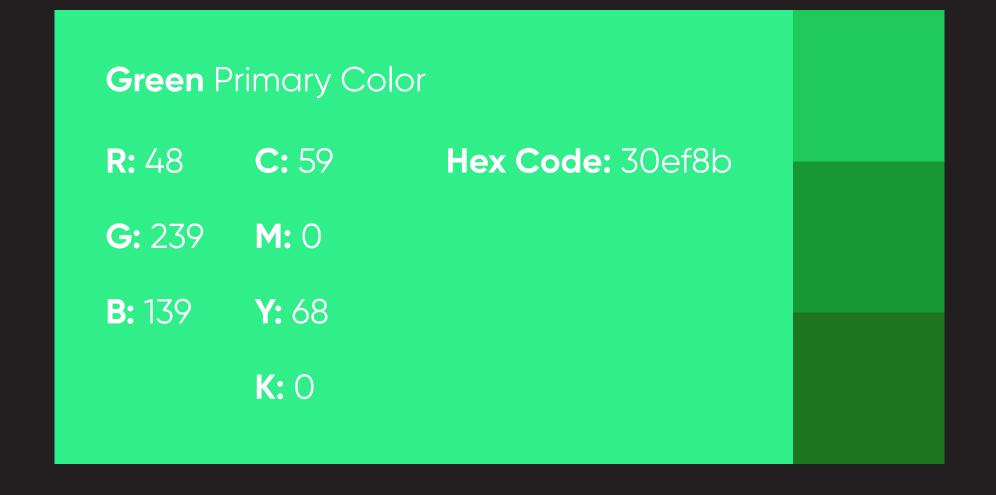


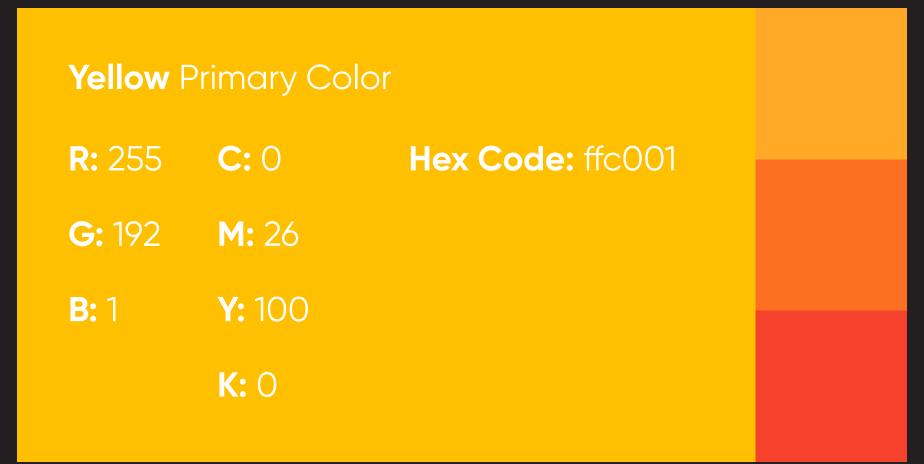
Keep in mind

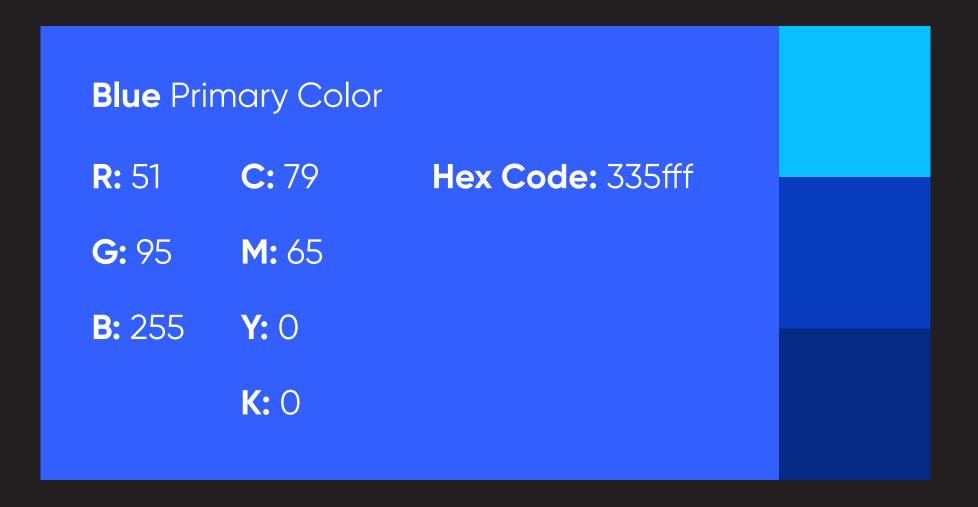
*You have to adjust the stroke width and the distance between them according to the logo.

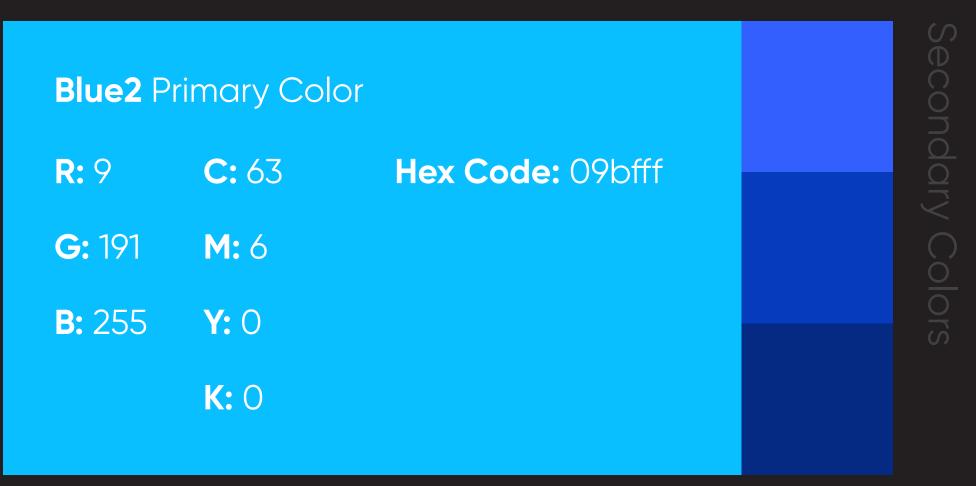
Colors

Primary Theme Colors & Shades









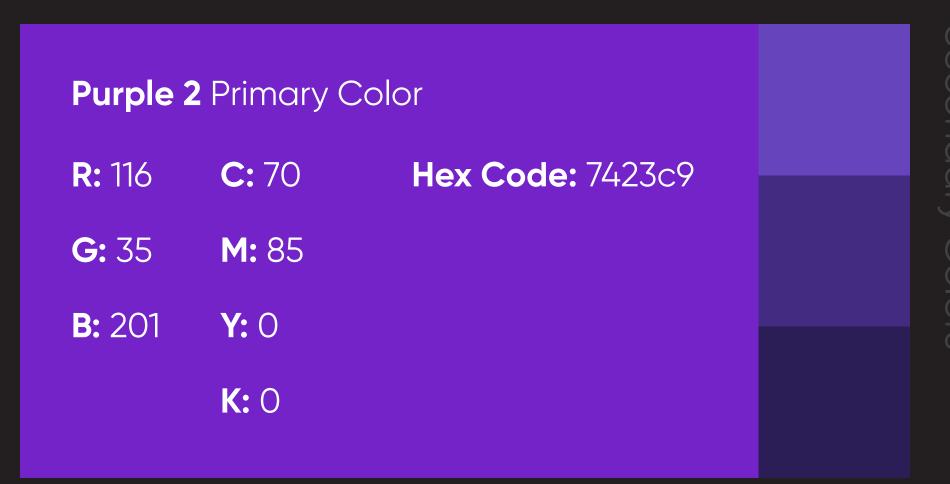
BRAND IDENTITY

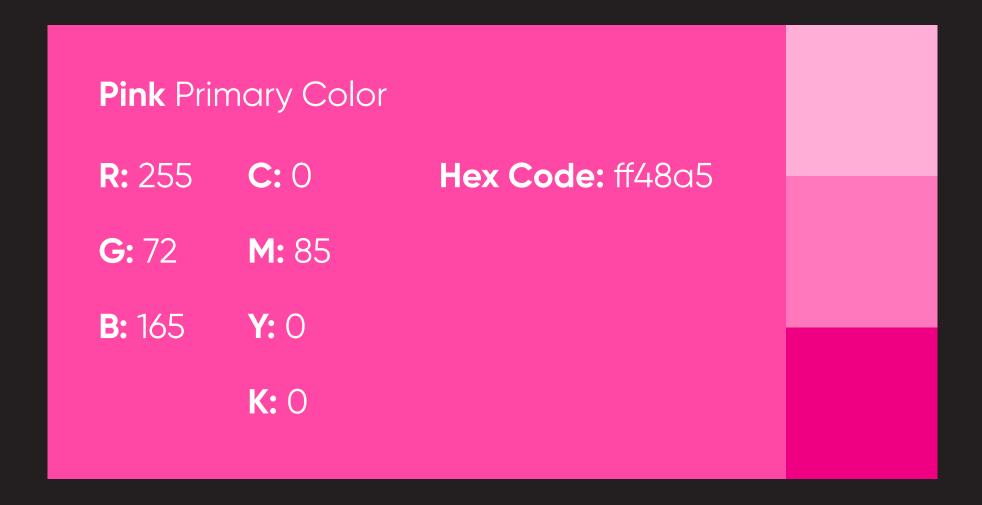
DEDITELIKA TV

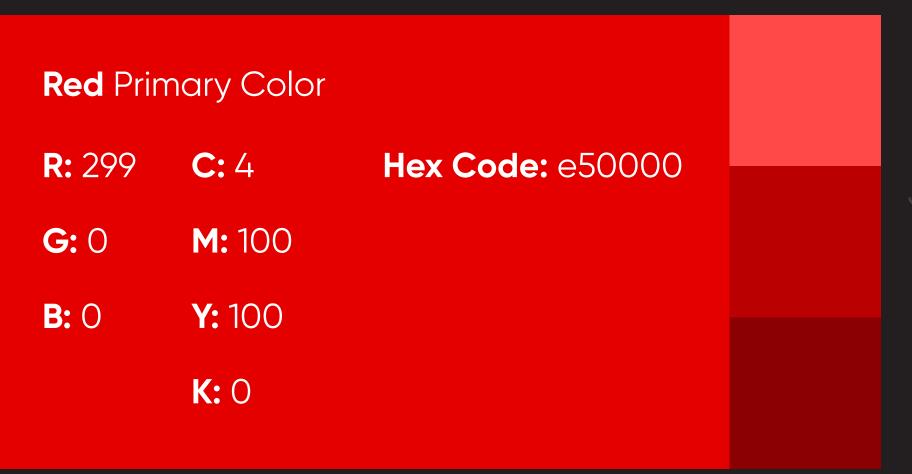
Colors

Primary Theme
Colors & Shades









Colors Secondary Colo

RDAND IDENTITY

DEDITE IKA TV







White Logo

Where you cannot use the logo with colors or the black logo you can use the all white logo. This is the primary version and is advised to be used more oftenly.

Black Logo

Where you cannot use the logo with colors or the white logo you can use the all black logo. This is the primary version and is advised to be used more oftenly.

Color Logo

Where we can we use our color logo.
This and other color logos are used based on the design, background and should me in harmony with the overall design.











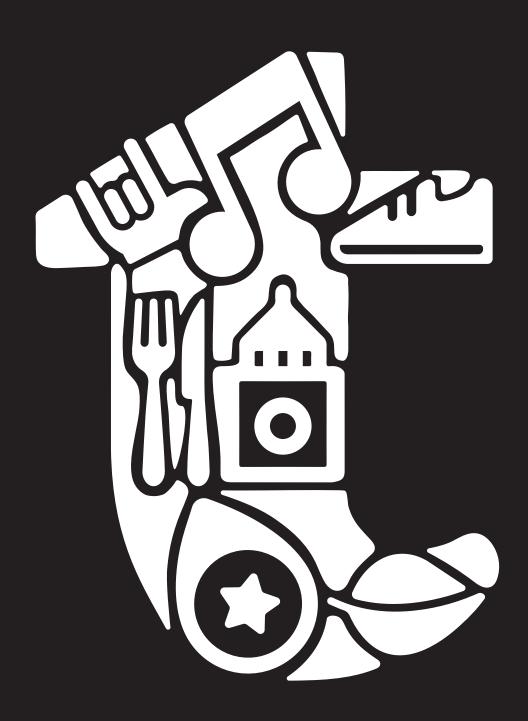


REPUBLIKA.TV

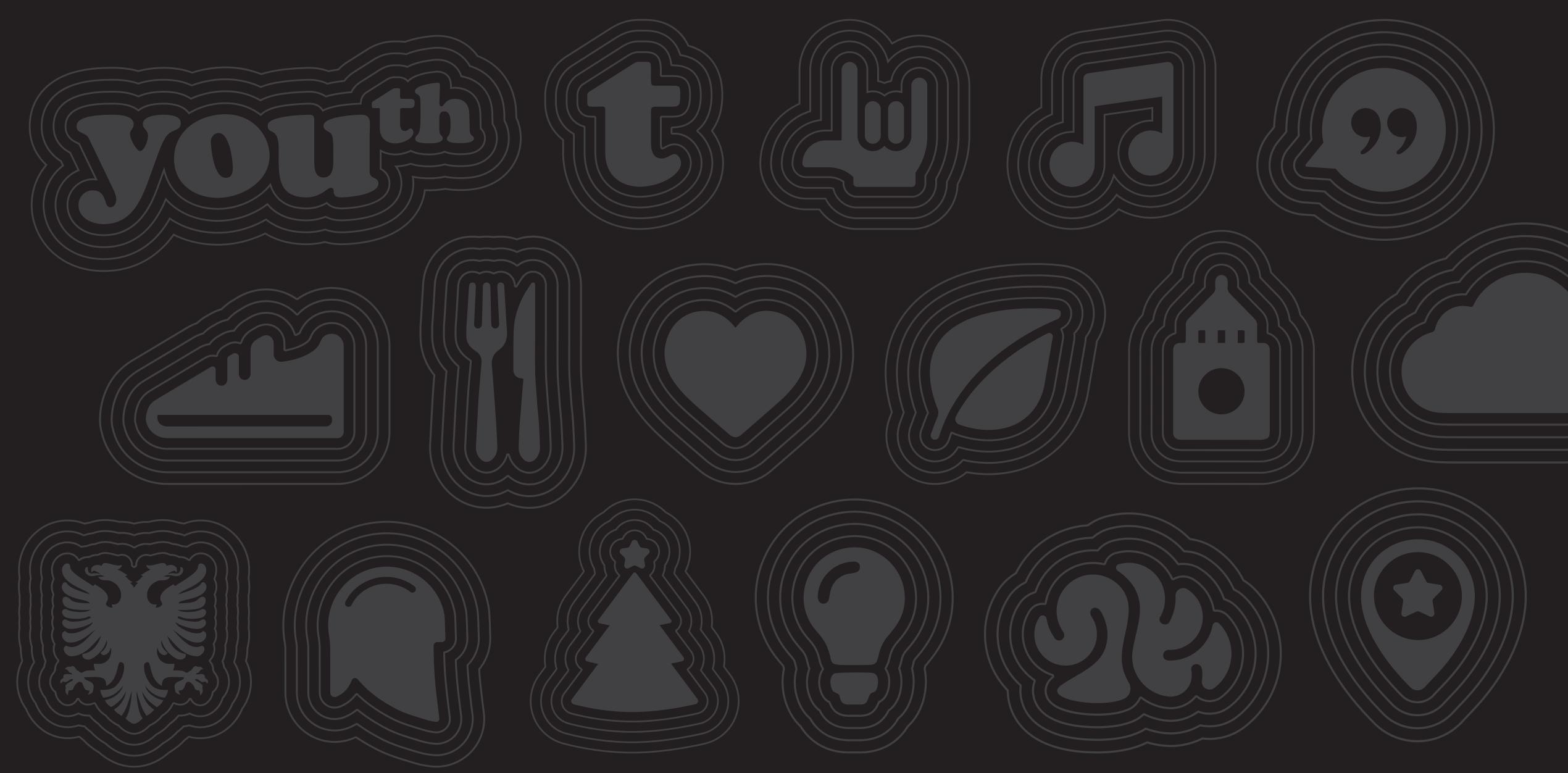
Icon Logo







DEAM CI graphics



BRAND IDENTITY

REPUBLIKA.TV



