

# COMMUNICATION MANUAL

**TRENČÍN**  
**2026**  
**European Capital of Culture**

# INTRODUCTION

## **What is the Communications Manual for?**

This manual contains rules for all those who communicate the brand of the European Capital of Culture Trenčín 2026.

We believe it will help us build a strong, dynamic, and memorable brand that will resonate not only in Trenčín but also across Europe.

## **About the Trenčín 2026 project**

The Trenčín 2026 project was created with the ambition to change the city and the region through culture and art.

From our beginnings, through our candidacy, winning the title of European Capital of Culture 2026, to today, our journey is a story of determination. We believe that culture and creativity are powerful tools to bring about lasting positive change for the city and its people.

It is an opportunity for us to have a better life in this place in 10 years' time.

# COMMUNICATION MINIMUM

The communication minimum is the very basics. It contains the binding rules of brand communication for all those who work with the brand. The exact wording of the binding rules for programme projects is always set out in the relevant contract.

## Basic rules

### Polite language without vulgarisms

Our communication is always polite. Vulgarisms and disrespectful language have no place in it.



**The right way:** *Fancy an evening full of great music? We invite you to a concert under the stars, where classical music gets a whole new dimension. Forget the stereotypes – this will be something you'll remember.*



**The wrong way:** Come to hear the classic, it's going to be mega tight. Don't give up on it again, because you'll miss out on another experience.

### Standard language

We use the standard Slovak language. However, if it helps clarity, we also use foreign language or slang expressions with sensitivity.



**The right way:** We invite you to a film festival where we will screen a selection of the best independent films from around the world. Be inspired by stories that cross borders and connect cultures.



**The wrong way:** Check out our film festival, where we'll be presenting top indie films. Get inspired by stories with a real vibe and connecting cultures.

## Language versions

### There are two rules for the use of languages:

All public communication outputs (texts, visuals and audiovisual outputs, communications at events, etc.) are in Slovak. Either Slovak is their primary language, or they are translated into Slovak.

Selected public communication outputs include an English version. These are mainly textual content on social networks, subtitles in videos, textual content on the [trencin2026.eu](http://trencin2026.eu) website. Exceptions to the rule can only be made in agreement with the Trenčín 2026 marketing team.

## Classification of programme projects

In the online environment, we tag the communication of programme projects with relevant hashtags, depending on which group the programme project belongs to:

- in Slovak **#naprirodezalezi** **#nakulturezalezi** **#naludochzalezi** **#namestezalezi** **#naeuropezalezi** **#nakomunitiezalezi**
- in English version **#naturematters** **#culturematters** **#peoplematter** **#citymatters** **#europematters** **#communitymatters**

When communicating programme projects on social networks, we tag Trenčín 2026 in the main outputs.

**HOW WE TALK  
ABOUT US**

## **The guidelines for how we talk about the European Capital of Culture Trenčín 2026 project:**

1. We use the full name European Capital of Culture Trenčín 2026 or the abbreviated version Trenčín 2026. For longer communication outputs (interview, article, brochure) we also use the full name at least once.
2. When we talk about the team, in the form of the Trenčín 2026 team.
3. We don't use the abbreviation ECOC because that would be another thing we would have to explain.
4. The official name of the organisation, i.e. the Creative Institute Trenčín and the abbreviations KIT or CIT are used only in necessary cases, for example in official documents.
5. Individual programme projects are referred to as part of the European Capital of Culture Trenčín 2026.



WHAT  
WE DO

## What we do and how curiosity relates to it

It is not easy to understand what the European Capital of Culture will bring. To help people understand the value of Trenčín 2026 and get interested in the activities in Trenčín, we have divided all the programme projects into 4 groups according to how they improve the quality of life.



EXPERIENCES  
MULTIPLY



PLACES  
COME  
TO LIFE



CONNECTING  
WITH  
EUROPE



OPPORTUNITIES  
ARISE

# AWAKENING CURIOSITY

Our narrative should always approach change for the better through new places, opportunities, experiences, and connections with Europe. This structure helps us explain the content of the project where it is needed.

We have covered Trenčín 2026 with the concept of **Awakening Curiosity**, which is also our main slogan. Curiosity for us means interest in people and the world around us, perceptiveness, empathy, and activity. The entire content of the project, including new experiences, places, opportunities, and connections with Europe, aims to awaken this curiosity in people.

We use the word curiosity in our communication, but it is not always necessary. More importantly, we strive to maximize curiosity and interest across all our communication outputs. We always ask, “Does this communication awaken curiosity?”

## What does communication that awakens curiosity look like?

We have specified several elements:

### Unexpected connections

We emphasize the connections of things that are not common but are united in the Trenčín 2026 project and its activities, for example:

- A car-free street
- A bridge as the city center
- Neighbors picnicking in front of an apartment building
- Garage bands on stage

### Questions

We attract attention and interest by asking questions that people would like to know the answers to, for example:

- How is it possible that Trenčín will be the European Capital of Culture?
- Can neighbors collaborate and revitalize their neighborhood?
- Can a street be pleasant for people and still contain advertisements?
- Is it realistic for a garage band to perform at Pohoda?

### Interactive communication

### Surprising facts

# TO NE AND STYLE

## **Optimistic tone**

We radiate optimism and enthusiasm for upcoming changes. We use positive phrases such as “Trenčín is changing for the better” and “we are bringing new opportunities”, indicating an expectation of positive change and arousing curiosity.

## **Encouraging style**

Communication is friendly and encouraging, creating a sense of belonging. We use phrases such as ‘our city’, ‘shared experiences’ and ‘be there with us’, underlining a shared identity. Hravý a obrazný jazyk

## **Playful and figurative language**

We use playful language and figurative expressions, such as “fresh wind” and “tasting the city”, which simplifies complex concepts and makes them more accessible and interesting.

## **Simplicity**

We express ourselves simply and concisely, with an emphasis on easy comprehensibility of the text. We use inclusive language, i.e. we address everyone in a way that they can understand us.

**INCLUSION  
AND RESPECT**

Inclusion ensures equal opportunities and the inclusion of all people in society, regardless of their personal characteristics and circumstances. The rules of inclusion are regulated by the Inclusion Manual. We select a few topics here that also relate to communication.

## **Inclusive language**

We are sensitive to cultural and contextual nuances to ensure that our communications are inclusive and respectful of diversity. We avoid the use of derogatory language such as sarcasm, inappropriate similes and generalising stereotypes. We strive to use gender-neutral language, utilizing both masculine and feminine forms, as well as neutral terms (e.g., reading community, teaching staff, etc.) to achieve this.

## **Labelling of events**

At events, we inform attendees about strobe effects or other specific elements that could endanger the health of some attendees.

Information about events, for example on the web or on social media, is updated by indicating whether they are suitable for a specific audience. For example, we indicate whether events are accessible for wheelchair users, families with children, interpreted into another language and sign language, suitable for pets, etc.

**PARTNERS**



Across all communications, we acknowledge the partners who support the project as follows.

**For programme projects:**

“The project is organised by Trenčín 2026 and financially supported by the City of Trenčín, the Trenčín Self-Governing Region and the Ministry of Culture of the Slovak Republic. The project partner is the European Union.”

**For general project communication:**

“Trenčín 2026 is financially supported by the City of Trenčín, the Trenčín Self-Governing Region and the Ministry of Culture of the Slovak Republic. The partner of Trenčín 2026 is the European Union.”



The specific rules on when and where to say thank you are always governed by the relevant contract.

# TRENČÍN 2026

European Capital of Culture



TRENČIANSKY  
SAMOSPRAVNÝ  
K • R • A • J



MINISTERSTVO  
KULTÚRY  
SLOVENSKEJ REPUBLIKY



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