

Brand Manual 2026

THIS
IS **ATHENS**
CITY
FESTIVAL



CITY OF
ATHENS



DEVELOP
ATHENS

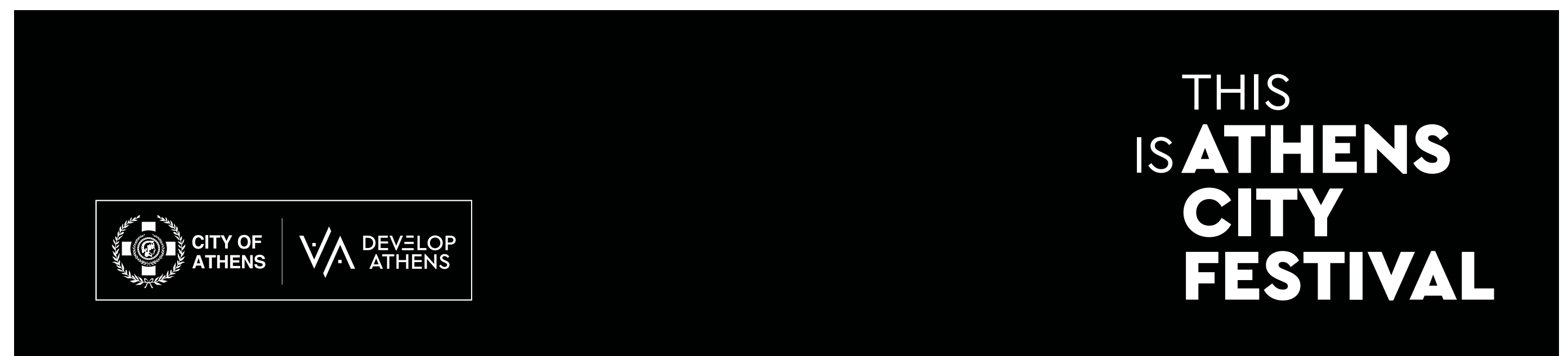
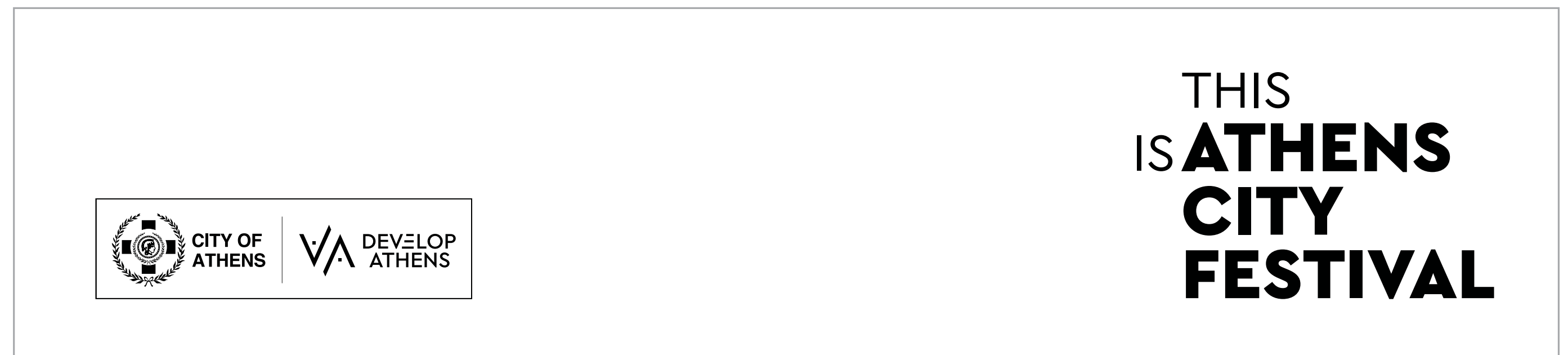
Banners

Instructions:

The banner should be positioned in the upper section of the creative.

Where the accompanying artwork features a rich or complex colour palette, we recommend using a monochrome (black & white) banner.

A yellow banner is preferred for creatives with a limited colour palette or where the overall layout is predominantly white.



Print | Posters



A3 / A4 Poster/ Portrait



A3 Poster/ Landscape

Digital | Socials



Facebook Post 1080 X 1350




Instagram Story / 1920 X 1080



Instagram Post / Vertical Portrait 1080 X 11350


Key Visuals ENG



THIS IS **ATHENS CITY FESTIVAL**

Your city.
Your festival.

MAY 2026



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Logo

THIS
IS **ATHENS**
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50 px



100 px

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Logo placement: City of Athens Athens, Develop Athens on the left,
The This is Athens City Festival on the right

About

This is Athens City Festival 2026: Where everyday becomes a celebration, with 300+ events taking over the city this May.

Athens moves once again to the rhythm of celebration. This May, streets, squares, parks and neighbourhoods fill with life, sound and colour as the This is Athens City Festival returns. This is the city's flagship spring event and an open invitation to experience Athens differently.

Guided by this year's motto, "Your city, your festival," the programme places Athenians and visitors alike at its heart, inviting everyone to engage with the city in their own way.

For a full month, the capital is transformed into a vibrant, open-air stage for culture and creativity. With more than 300 events delivered by the City of Athens through Develop Athens, the programme extends across every corner of the city, encouraging audiences to rediscover Athens from a fresh perspective.

Here, the city is not simply the backdrop, it becomes an open and inviting stage.

A festival for everyone

Diverse, dynamic and deeply rooted in the city, the programme brings together sounds, images and experiences in a way that animates Athens in all its richness.

From live music and DJ sets to traditional fests, from contemporary art exhibitions and creative interventions to performances, themed walks and historical routes, from wellness activities and family-friendly events to educational workshops, and from curated food experiences to open gatherings across the city.

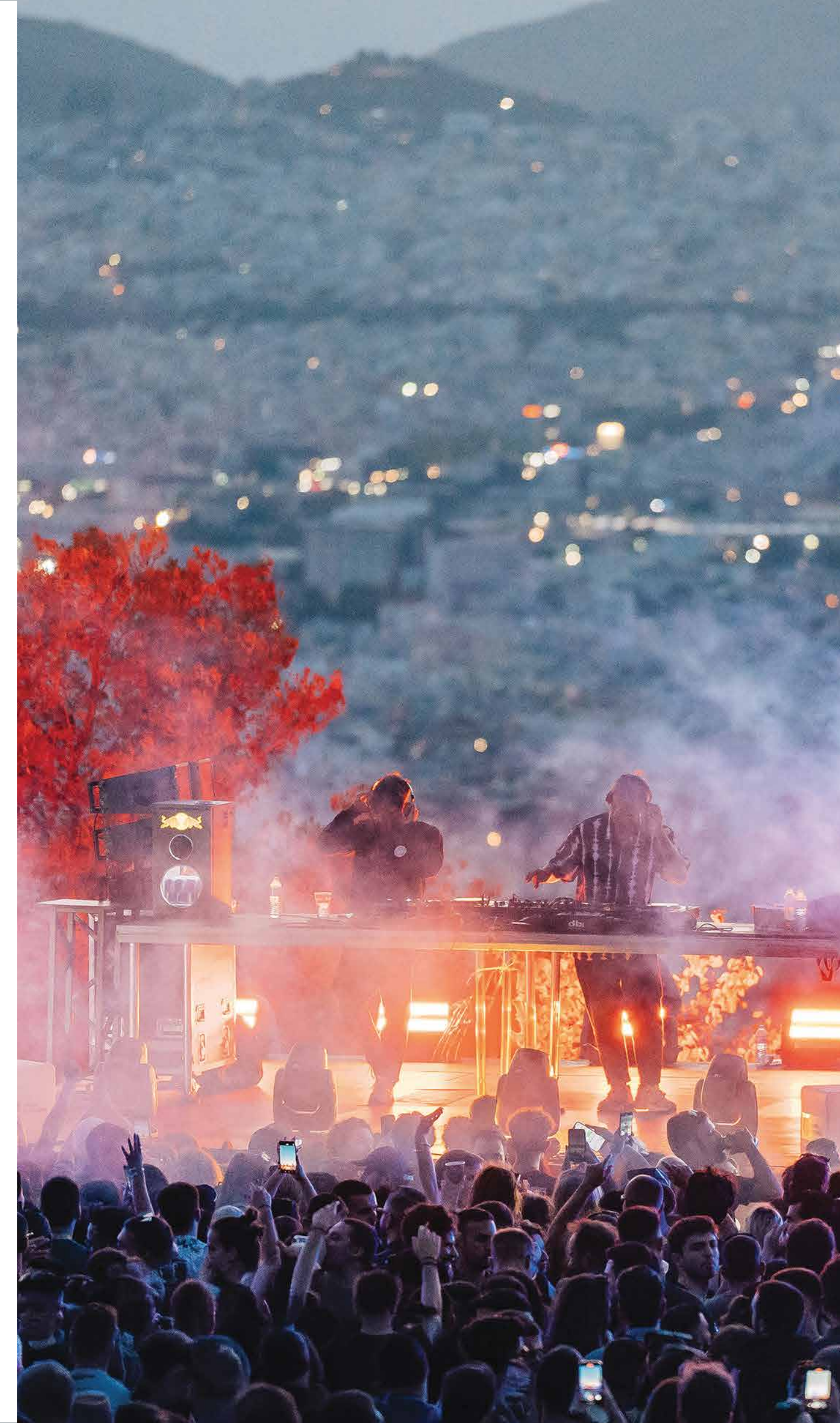
The festival unfolds as a multi-layered cultural journey shaped by the people who experience it.

From the historic centre to the city's lesser-known neighbourhoods, Athens reveals its many identities through a programme that balances the contemporary with the timeless.

The This is Athens City Festival is an open invitation to reconnect with public space, to see the city anew, and to share moments, rhythms and stories together.

With free events for all, an inclusive ethos, and a strong commitment to sustainability, the festival creates a shared meeting ground, where everyday life becomes celebration.

This May, Athens celebrates. Your city. Your festival.



#CityofAthens

#ThisisAthensCityFestival

#YourcityYourfestival

#DevelopAthens

Thank you!

More info:

kpapapostolou@developathens.gr
dpapagalanis@developathens.gr

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