



Integrated NBS-based Urban Planning Methodology
for Enhancing the Health and Well-being of Citizens

D9.1

Corporate identity and general templates for dissemination material

WP9 - Communication, Dissemination and Standardisation Activities





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Executive Summary

Under the task T9.1 - Corporate Identity and Branding, within the Work Package 9 -Communication, Dissemination and Standardisation Activities, a consistent and coherent visual identity has been developed for euPOLIS project, to enhance its visibility and recognition value. The Corporate and Branding deliverable is envisioned as the euPOLIS visual identity guide for partners, explaining the diverse usage of visual elements and templates, from logo variations and fonts used, via templates for memorandum, power point presentations, deliverables, business cards, to suggestions for the project's visual language and potential application to posters, newsletter, annual publication, and other outputs to be further developed in the later phases of the euPOLIS project.



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List of Acronyms / Abbreviations

Table 1. Abbreviations

	Explanation
b/w	Black and white (as per logo color versions)

Glossary of Terms

Table 2. Glossary of terms

Term	Explanation
Monochromatic	A monochrome logo is a black and white version of your logo . It is therefore made up of a single colour without tints/percentages. Monochrome should not be mistaken for greyscale. ... A true monochrome logo does not contain any tones or shades other than 100% black (or any other chosen colour).

1. Overall Visual Identity



Figure 1. euPOLIS Key Visual

The role of nature-based solutions in creating our cities a much better and healthier spaces to live in is reflected in the overall color schemes of the visual Identity, reflecting the synergy between the blue and green infrastructure embedded in the philosophy of the project. The recognizable visual appeal relying on the blue and green color palette is consistently applied across multitude of media and materials, from logo and project's illustrations and infographics to templates for letters, posters, Power Point presentations, deliverables, minutes, business cards, etc.

2. Logo Design / Variations

2.1 Full Color Logo



Figure 2. euPOLIS full color logo



The euPOLIS logo is derived from a circle symbolizing planet Earth and its natural resources, referring to "green" and "blue" infrastructure. The playful disposition of blue and green elements symbolizes their constant interaction in nature, which will be brought to cities by innovative euPOLIS approach to regenerative urban planning resulting in healthier and happier cities (euPOLIS) and smiling citizens (symbolic reference to a smiling icon). Detailed instructions on variations of logo use are described further in this euPOLIS Visual Identity Guide.

Vector and raster logo images available at the following link:

<https://bit.ly/euPOLIS-logo>

2.2 Full Color Logo with Tagline

Logo can be used in combination with the tagline (text), or as a graphic emblem only. Wording can be placed on the right-hand side from the graphic element - horizontal disposition, or below the graphic element – vertical disposition, both cases shown here:



Figure 3. Full color logo with tagline - horizontal disposition



Figure 4. Full color logo with tagline - vertical disposition



2.3 Monochromatic Logo

Apart from the original color version of the euPOLIS Logo, a monochromatic versions, -positive and negative b/w versions of the euPOLIS logo are created for situations when logo needs to be applied in a monochromatic, or black-and-white context due to limitations of a selected medium (xerox copies, duo-tone handouts), or specific branding requirements of a partner organization (conference, festival, journal, etc.) featuring euPOLIS in their programs and materials.



Figure 5. euPOLIS monochromatic logo

2.4 Monochromatic logo with Tagline

The same options for usage of the logo in combination with the tagline (text) are made for the black and white version of the logo in two variations – positive (on the white background) and negative (on the black background), shown bellow:

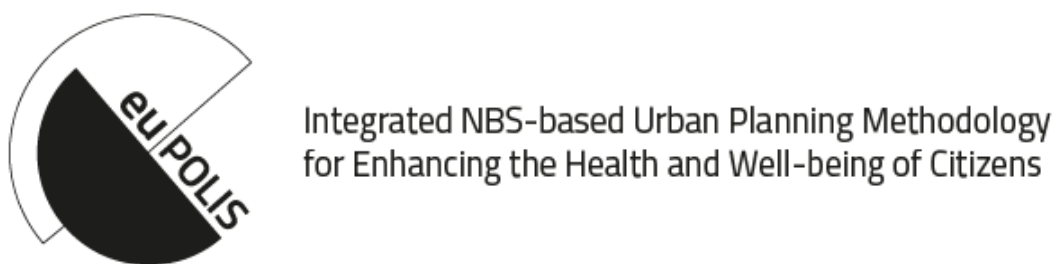


Figure 6. Monochromatic logo with tagline - horizontal disposition - positive



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Figure 7. Monochromatic logo with tagline - vertical disposition – positive



Figure 8. Monochromatic logo with tagline, horizontal disposition - negative

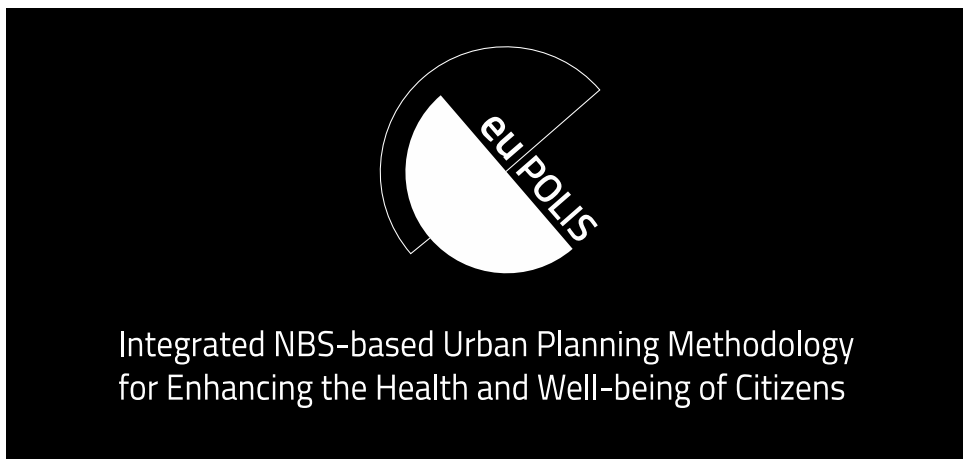


Figure 9. Monochromatic logo with tagline - vertical disposition - negative

Vector versions of all the logo variations shown above, available to be downloaded at this link:
<https://bit.ly/euPOLIS-logo>



2.5 Logo as an Emblem - Colormark, Monomark and Whitemark

The most common use of the euPOLIS logo on dissemination materials, deliverables, etc. will be the application of its **isolated graphic element, as an emblem**, without the tagline. Three color variations are available depending on the color regime of the document and its background: standard color, b/w on white background, b/w negative for black and dark backgrounds.

Colormark



Monomark



Whitemark



Figure 10. Logo as an emblem

2.6 Social Media Icon

Following the need to intensely promote the project through various digital communication channels and social networks, the graphic element of the logo is handy as a profile picture for euPOLIS social media accounts.



Figure 11. Logo for social media profiles

2.7 Clear Space

In cases when euPOLIS logo is used within a logo box together with a number of other logos, it is required to provide equal clear space around the logo rectangle, as shown in the diagrams:



Figure 12. Clear space around logo

3. The Project's Color Palette

Building on its Blue Green Solutions legacy, the euPOLIS projects' color scheme relies on primary and secondary set of blue and green tones (plus functional white and black). The primary combination of blue and green is used in the euPOLIS logo graphic emblem, while the full project's palette including primary and secondary shades of blue and green is applied in the illustrations, graphs, infographics, etc.

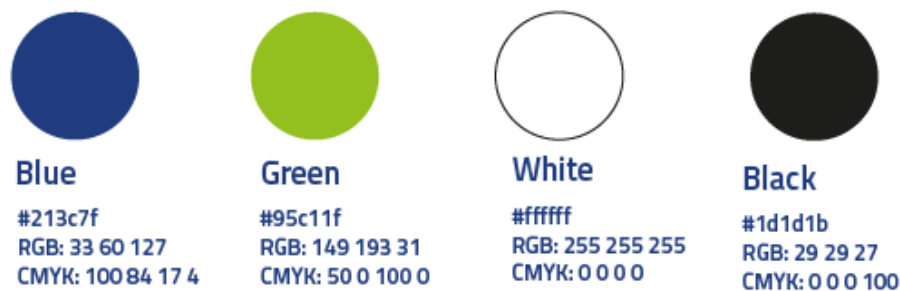


Figure 13. Primary color palette



Figure 14. Project's secondary palette - greens



Figure 15. Project's secondary palette - blues

The entire palette can be found in the following vector file: <https://bit.ly/euPOLIS-logo>



4. Typography

The euPOLIS typeface is Titillium. It is an Open Type font and is available for both Mac and PC. It is the first choice for print, web and on-screen displays. Titillium was created by students at the Accademia di Belle Arti di Urbino¹ in Italy, where new students each year select typography to continue to work on and upgrade it as a part of their final year project. The choice of font is made based on its simplicity and contemporary feel, but also because of its link to perpetual education and the fact that the academia is releasing it under the SIL open font license allowing others to freely use, distribute and contribute to the font's evolution, which perfectly connects to euPOLIS mission of enhancing co-creation and participation in city making.



Figure 16. euPOLIS font - Titillium

The Font is available at this link: <https://bit.ly/euPOLIS-font>
When not available, the alternative font is Arial.

5. Power Point Presentation Template

Taking into account the diversity of information and materials to be disseminated throughout the course of the euPOLIS project, the project documents and PowerPoint presentation templates feature simplicity and minimalism, yet applying the euPOLIS striking visual identity, to perpetuate the brand's recognition with each dissemination opportunity.

For easier navigation, the euPOLIS branding guide presents the mock-up of the title and end slides, as well as multiple layout options for the presentation slides, depending on the amount of text and visuals.

¹ <https://www.accademiadiurbino.it/en/>



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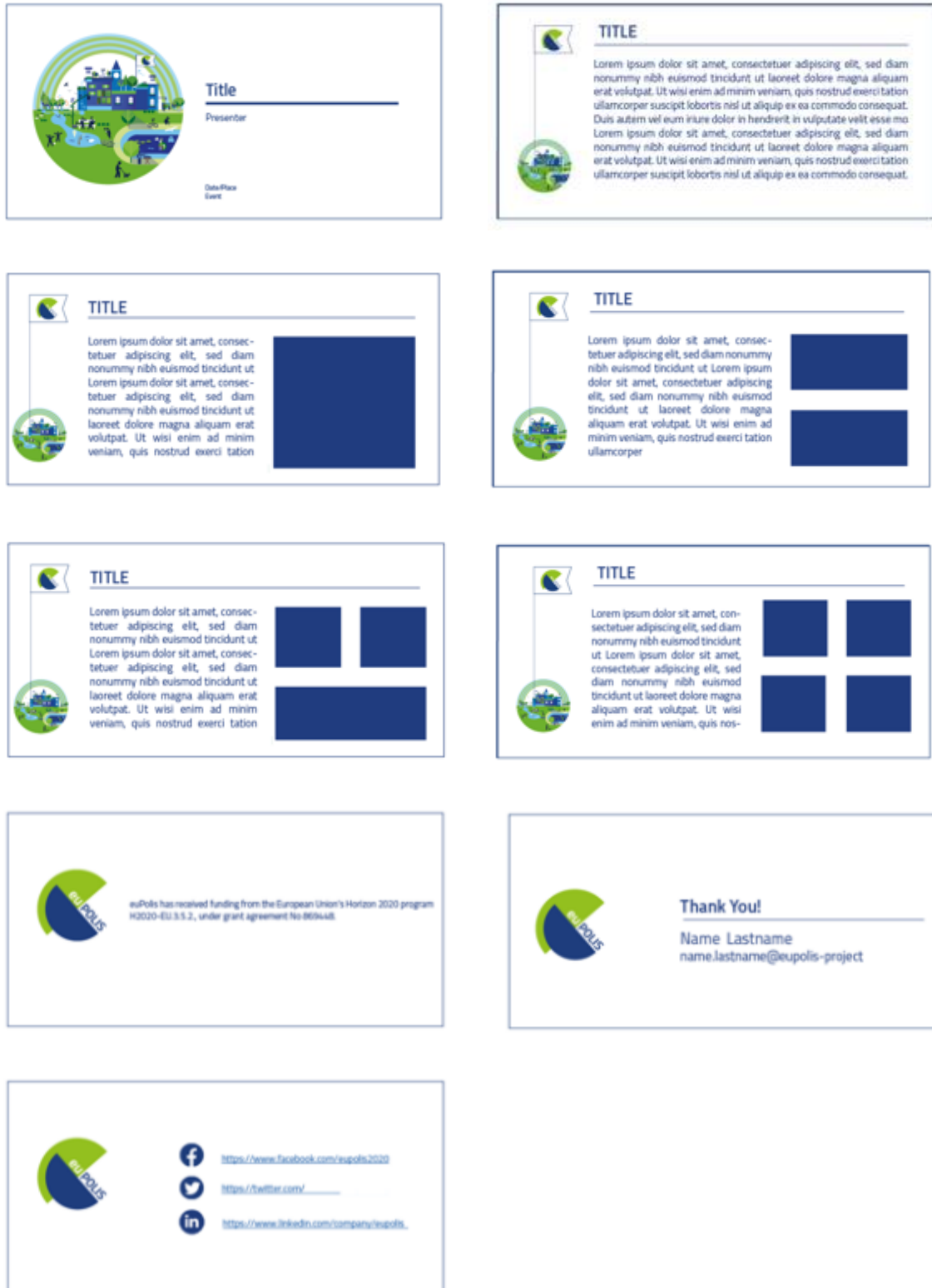


Figure 17. Power Point Prestantion Slides Templates

PowerPoint Presentation Template available at this link: <https://bit.ly/euPOLIS-PPT>

6. Illustrations and Graphs

6.1 Preferred Style of Illustration

euPOLIS has developed a recognizable style of visual narrative and illustrations, which communicate well with the project's diverse audiences. It is recommended to apply the project's illustration style consistently throughout the project in order to secure clarity of the project's messages and distinction of the euPOLIS brand.



Figure 18. euPOLIS key Visuals

euPOLIS key images are available at this link: <https://bit.ly/euPOLIS-Visuals>

6.2 Preferred Style of Infographics

It is recommended to use the project's color palette to create diagrams and graphs which present the project's data, processes and results.

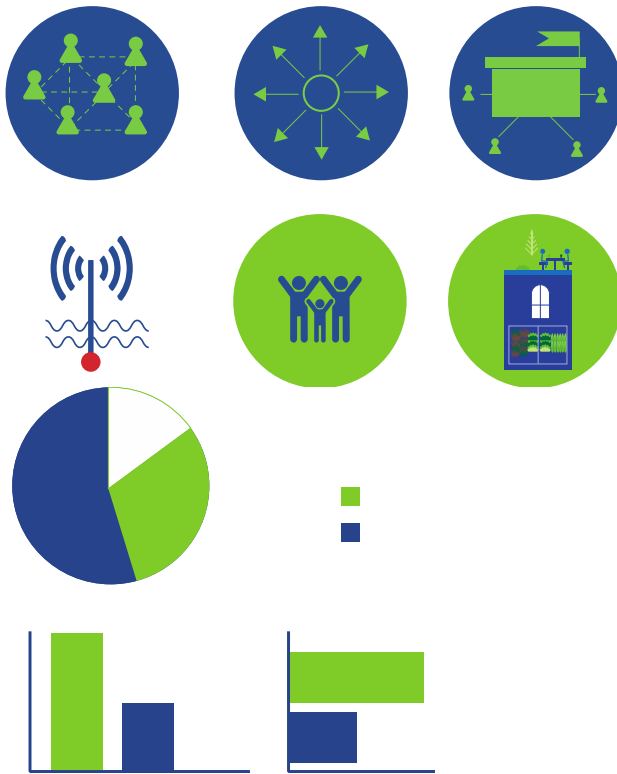


Figure 19. Pictograms Style

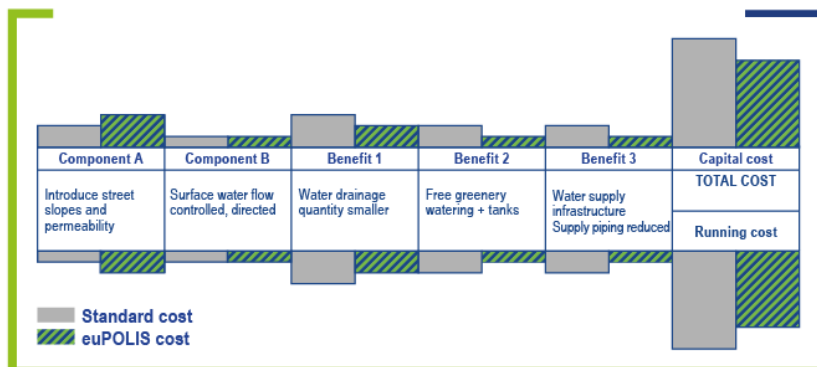
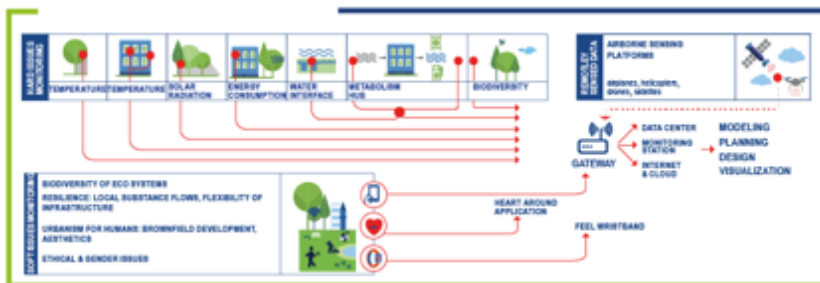


Figure 20. Tables and Graphs Style

7. Stationary Branding

The project document templates feature simplicity and minimalism, yet applying where appropriate the euPOLIS recognizable visuals to perpetuate the brand's recognition with each dissemination opportunity.



Figure 21. Proposal for euPOLIS stationary

8. Memorandum

Download PDF Memo file at this link:
<https://bit.ly/euPOLIS-memo-pdf>

Download Word Memo file at this link:
<https://bit.ly/euPOLIS-memo-word>



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Figure 22. euPOLIS memo

9. Business Card

Download Business Cards Option 1 PDF file at this link:

<https://bit.ly/businesscard-option1>

Download Business Cards vector file at this link:

<https://bit.ly/businesscard-option2>



Figure 23. euPOLIS business card - option 1 and 2



10. Online Publications and Promotion - Newsletter

It is recommended that euPOLIS monthly newsletter, as a vital promotional and informative tool, reflects the overall euPOLIS brand language - minimal basis and recognizable graphics.

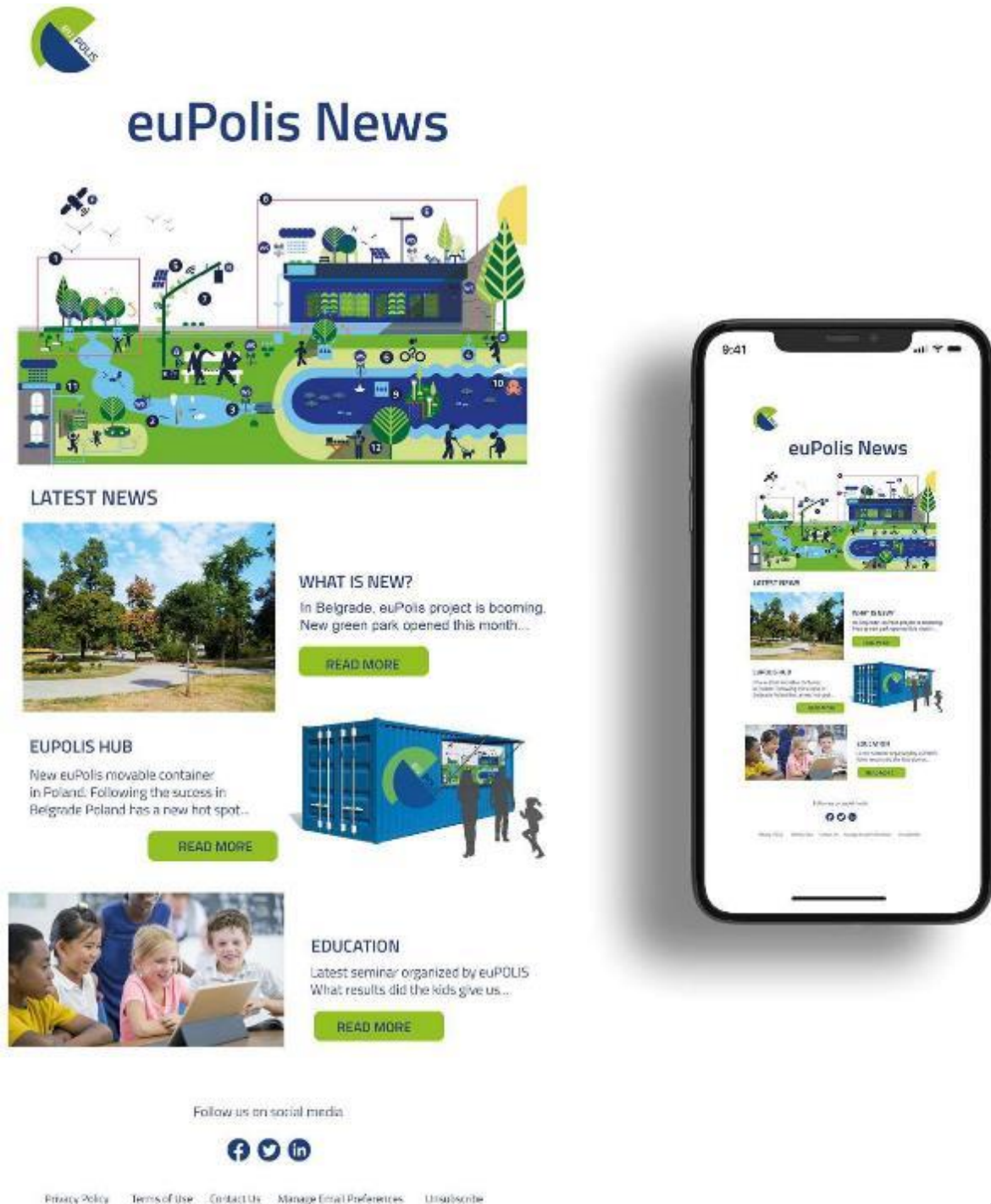


Figure 24. Newsletter example

11. Print Publications

Within the special dissemination efforts, the euPOLIS Annual Magazine should follow on the overall project's visual identity with elegant, minimalistic layout in combination with informative, recognizable graphics, focusing on the presentation of content in such a manner so that it is equally appealing to professionals and general public.



Figure 25. euPOLIS annual magazine example

12. Posters and Billboards





13. Conclusion

Proper use of visual and branding elements defined in the Deliverable D9.1 - Corporate identity and general templates for dissemination material will ensure the project's strong awareness among diverse target groups and achieve its full potential impact. This deliverable supports the communication and dissemination strategies and procedures provided in Deliverable D9.3 – Dissemination and Communication Plan, securing recognizable identity of deliverables adjusted to diverse audiences with diverse dissemination paths.

Based on the branding developed in T9.1, a set of dissemination and communication tools will be developed to ensure effective implementation of the DCP, including: a Project website (PLEG) with an open area for general information and news about the project and a repository of its public outcomes, complemented by a restricted internal area for safe exchange of documents and information between the partners, and material and information for project management; In-paper dissemination materials such as leaflets, brochures, posters, roll-ups and other materials relevant for targeting euPOLIS stakeholders (through the Communities of Practice group as defined in Task 2.1, and Online and web-based dissemination tools for social networks (LinkedIn, Facebook and Twitter), which will be used to reach different stakeholder groups. Additionally, an on-line tool for community building will be used to support the stakeholders' groups.

The content of the Deliverable 9.1 – Corporate identity and general templates for dissemination material will be upgraded during the course of the project with new applications of visual elements, to include new opportunities for the project's promotion and branding, identified during the project implementation (branding of the euPOLIS communication hubs, diverse forms of interaction with the stakeholders, euPOLIS participation at creative and cultural events and festivals, etc.).



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