



Innovation Action
H2020-LC-SC3-SCC-1-2018

D7.3 - Project brand, flyer & roll-up

WP7 - Task 7.1
July 2019 [M8]

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Abbreviations and acronyms

Acronym	Description
D&C	Dissemination and Communication
PED	Positive Energy District
PC	Project Coordinator
WP	Work Package
WPL	Work Package Leader

Executive Summary

Visual identity manuals are important to ensure brand consistency, recognition and visibility of projects under the EU's Horizon 2020 programme. The main purpose of this deliverable D7.3 is to provide detailed information and guidelines on how to use, in an appropriate way, the various MAKING-CITY graphic elements (logo, official colours, fonts, templates...) in the materials produced to communicate about the project and to disseminate its results. As a reference document, it ensures **visual continuity and brand recognition** across all the project's promotional materials, as well as on the MAKING-CITY official public website and the project's social media platforms (Twitter and LinkedIn).

This document also presents the project's roll-up and flyer which have been designed and thought to match the image that the project wishes to convey. All these visual elements and materials will be mostly used by the project's partners when producing their branding materials to promote and present the MAKING-CITY at conferences, events, workshops, meetings with stakeholders...

In parallel to this document; and to ensure a coherent and common message about the project, LGI and CAP also produced a short handbook giving communication and dissemination guidelines and recommendations (D7.11 -Communication & Dissemination Plan (Initial Version) submitted in March 2019) which can be used by partners when promoting MAKING-CITY.

Keywords

MAKING-CITY, branding, logo, logotype, colour, typeface, template, roll-up, flyer, communication and dissemination.

1 Introduction

1.1 Purpose and target groups

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the EU's Horizon 2020 programme.

The main purpose of this deliverable D7.3 is to provide detailed information and guidelines on how to use, in an appropriate way, the various MAKING-CITY graphic elements (logo, official colours, fonts, templates...) in the materials produced to communicate about the project and to disseminate its results. The main objective is to **ensure visual continuity and brand recognition** across all the project's promotional materials, as well as on the MAKING-CITY official public website and the project's social media platforms (Twitter and LinkedIn) when used by the partners to promote and present the project at conferences, events, workshops, meetings with stakeholders...

1.2 Contribution partners

In WP 7, Cap Digital (CAP) and LGI lead the MAKING-CITY communication and dissemination activities: LGI focuses on the global communication of the project and its results, whilst CAP is in charge of disseminating the results and progress of work carried out in MAKING-CITY to key stakeholders (city representatives, policymakers, energy planners, large private and public companies, SMEs, start-ups, entrepreneurs, universities and research centres, NGOs...).

The design and the implementation of a strong and coherent visual identity (logo, templates...) and promotional materials (flyer, roll-up...) will be handled by LGI as described in the following table:

Partner	Contribution
31-LGI	<p>Task 7.1 – Public Communication:</p> <ul style="list-style-type: none"> • Communication & dissemination Plan • Visual identity: logo, presentation and document templates • Promotional materials: flyer, roll-up... • Digital tools and channels: website and social media accounts • Content: factsheets, videos, success stories and testimonials... <p>Task 7.3 – Events:</p> <ul style="list-style-type: none"> • Organisation of two workshops (Month 30 and Month 60). • Organisation of two Innovation Camps in the two “Lighthouse cities” of the project (production of a policy toolkit including the output of the camps).
34-CAP	<p>Task 7.2 – Dissemination:</p> <ul style="list-style-type: none"> • Identifying relevant events (conferences, fairs, forums...) and coordinating the consortium's participation. • Coordinating publications in specialised magazines and open access journals and online repositories. • Electronic newsletters. • Webinars to disseminate the results

	<ul style="list-style-type: none"> Strong cooperation with WP8 to collaborate with existing initiatives and related projects.
Lighthouse Cities	<p>Task 7.1 – Public communication:</p> <ul style="list-style-type: none"> Organisation of local actions to engage local actors: events, conferences... <p>All tasks</p> <ul style="list-style-type: none"> Support to translate in key European languages communication and dissemination content, promotional materials... when needed. Support to relay news and results produced in the MAKING-CITY project. Support to produce the project videos.
Other partners	<p>All tasks</p> <ul style="list-style-type: none"> Support to translate in key European languages communication and dissemination content, promotional materials... when needed. Support to relay news and results produced in the MAKING-CITY project. Support to produce the project videos.

Table 1: Contribution of partners in WP7

1.3 Relation to other activities in the project

The MAKING-CITY visual identity plus the project's promotional materials will provide a key support to WP8 – Collaboration with other SCC-1 projects and networks, as this WP aims at maximising knowledge exchange, impact and replication through cooperation activities and events. In addition, all the partners involved in MAKING-CITY will make use of the guidelines on how to use the MAKING-CITY graphic elements and the promotional materials described in this deliverable when participating in conferences, events, workshops, and/or meetings with stakeholders.

2 Project branding

One of the first actions to start building the MAKING-CITY brand was the design of the overall project's visual identity, which includes an official logo, a colour palette, typefaces and templates adapted to each type of support material.

2.1 Project logo



Figure 1: MAKING-CITY logo

To build the project's 'brand recognition', a logo was designed on time for the kick-off meeting of the project. (task 7.1). It is, and will be associated and included, in all documentation (paper or electronic), and promotional materials.

The logo guarantees the identity of the project. To achieve this, several logo versions were designed and examined, with the aim to represent as best as possible the project in the simplest and clearest way.

To illustrate low-carbon cities and the concept of PED, the MAKING-CITY logo was designed with a series of buildings representing the large city's diversity infrastructure (residential, industrial, public buildings...). Moreover, green was selected to represent the sustainability aspects in the project and blue as an implied reference to the energy and renewable sources.

In text, the proper form to refer to the name of the project is '**MAKING-CITY**'.

Rules when using the MAKING-CITY logo:

It can't be modified and must be used on all promotional materials (paper or electronic) related to or produced during the project.



Figure 2: MAKING-CITY logo with a transparent background



Figure 3: MAKING-CITY logo with a black background

- ▶ The MAKING-CITY logo must be used in PNG (with transparent background) or EPS format (vector option, high definition for printed documents, goodies...).
- ▶ All versions of the logo are available for download on the project digital workplace: <https://app.lgi-consulting.org/mso/ecm/makingcity-ecm-folder-6216>
- ▶ When used with other logos, the MAKING-CITY logo size must be proportionate to the other logos' dimensions.
- ▶ For a better visibility and readability, the logo must be surrounded by a proportionate blank space zone.

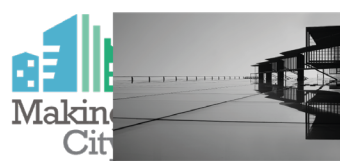


Good practices:



Lorem ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nos

Forbidden practices:



Lorem ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed



Lorem ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

Figure 4: Good and forbidden practices when using the MAKING-CITY logo

2.2 Logotype

Only one typeface was selected for the project logo. The choice was made based on its readability, universality and overall structure which provides a sleek, clean, serious but friendly image.

- ▶ The project title 'MAKING-CITY' uses **Rockwell Nova regular**:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Abcdefghijklmnopqrstuvwxyz

123456789?,:/+-@

- This font can't be modified and must be used for the MAKING-CITY logo. Although it is the logotype font, it does not have to be used in cover, body copy, or official correspondence.

2.3 Colour palette

As mentioned previously, a palette of four primary colours was defined to stress the diversity of renewable energy sources that MAKING-CITY covers.

To illustrate low-carbon cities and the concept of PED, the MAKING-CITY logo was designed with a series of buildings representing the large city's diversity infrastructure (residential, industrial, public buildings...). Moreover, green was selected to represent the sustainability aspects in the project and blue as an implied reference to the energy and renewable sources.

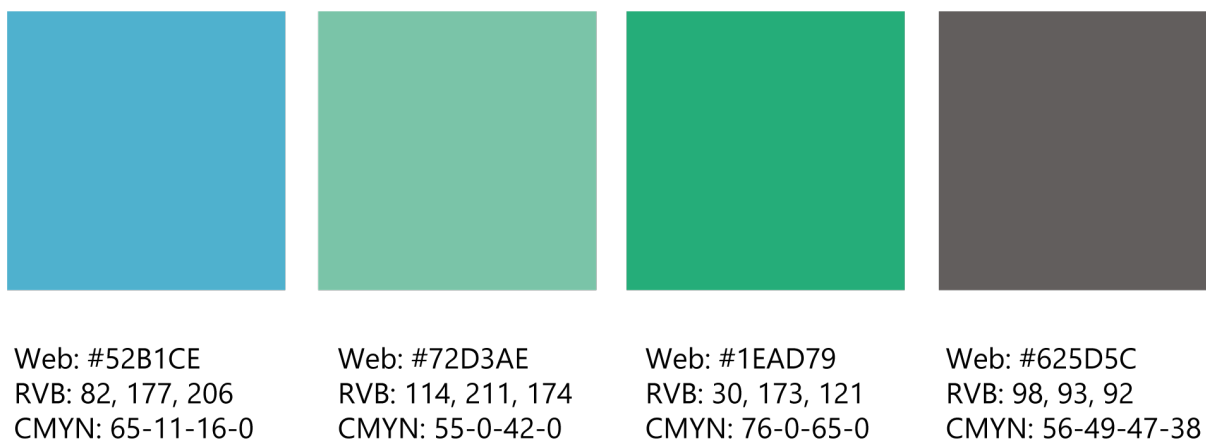


Figure 5: MAKING-CITY colour palette

2.4 Typefaces

2.4.1 Communication material

The typefaces to be used in documents such as Word, PowerPoint and other desktop applications should be:

- Trebuchet MS in bold for headers and titles:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Abcdefghijklmnopqrstuvwxyz
123456789?,:/+-@

► Calibri Light for body text:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
123456789?,:/+-@

2.4.2 Website

On the MAKING-CITY website, the typefaces used are **Amiko bold** for headers and titles, and **Source Sans Pro** for the body text (both typefaces are not available under the Pack Office Microsoft):

ABCČĆDĎEFGHIJKLMNOPQR
SŠTUVWXYZŽabcčćdďefghijk
lmnopqrsštuvwxyzžआईऊऋऌ
ॠॡऐऔँऐअँअँकखगघङचछजझञटठ
डढणतथदधनपफबभयरवळशषसह1
234567890०१२३४५६७८९'?''"(%)[#]{@}/&\<-+÷×=>®©\$€£¥¢:
;,. * ₹

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽa
bcčćdďefghijklmnopqrsštuvwxyzžАБВГГД
ЂЕЁЄЖЗСИІЙЈКЛЉМНЊОПРСТЋУЎФХЦЧ
ЏШЩЪЫЬЭЮЯабвггдђеёєжзсииійјкљмн
њопрстћуўфхцчџшщъыьэюяАВГДЕЗΗΘΙΚ
ΛΜΝΞΟΠΡΣΤΥΦΧΨΩαβγδεζηθικλμνξοπρσ
τυφχψωάΑέΕέΗίϊίόΌούϋϋΥϋάάέέήήίίόόύύώ
ώ'Ω'ĂĈÊÔŮŹăâêôŮ1234567890'?''"(%)[#]
{@}/&\<-+÷×=>®©\$€£¥¢:;,. *

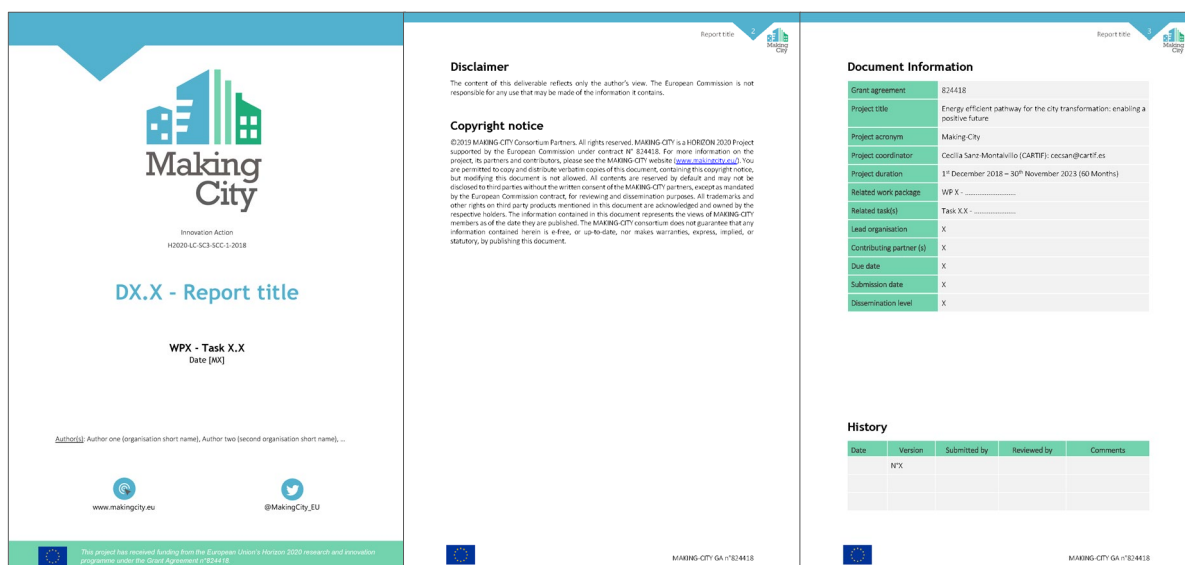
Figure 6: Amiko and Source Sans Pro characters

2.5 Templates


A series of templates was designed for partners to ensure brand consistency, recognition and visibility of MAKING-CITY and its key outputs.

2.5.1 Deliverable template

A Word template was designed for the project's deliverables. It is available for download on the MAKING-CITY digital workplace:



Front cover:


 Innovation Action
 H2020-LC-SC1-SCC-1-2018
DX.X - Report title
 WPX - Task X.X
 Date [XX]
 Author(s): Author one (organisation short name), Author two (second organisation short name), ...
 www.makingcity.eu @MakingCity_EU
 This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Grant Agreement n°824418

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Project duration	1 st December 2018 – 30 th November 2023 (60 Months)
Related work package	WP X -
Related tasks	Task X.X -
Lead organisation	X
Contributing partner (s)	X
Due date	X
Submission date	X
Dissemination level	X

History:

Date	Version	Submitted by	Reviewed by	Comments
	N°X			

Figure 7: MAKING-CITY deliverable template

The colour palette defined for the MAKING-CITY logo and project was kept in this document and can't be modified.

Fonts:

First level heading (use style: Trebuchet MS, 18 pt, bold)

Body text: Calibri Light, 11 pt

Second level heading (use style: Trebuchet MS, 16 pt, bold)

Body text: Calibri Light, 11 pt

Third level heading (use style: Trebuchet MS, 14 pt, bold)

Body text: Calibri Light, 11 pt

Fourth level heading (use style: Trebuchet MS, 12 pt, bold)

Body text: Calibri Light, 11 pt

For bullet list, use:



► Bullet 1

For number list, use:

Number 1

For figures and tables:



Figure 1: Example of a figure

Heading 1	Heading 2		

Table 2: Example of a table

2.5.2 PowerPoint presentation template

A PowerPoint presentation template was designed to be used by all partners for internal meetings, and when presenting the project at external events (conferences, workshops, meetings with stakeholders...). It is available for download on the MAKING-CITY digital workplace:



Figure 8: MAKING-CITY PowerPoint presentation template

The colour palette defined for the MAKING-CITY logo and the project was kept in this presentation and can't be modified.

2.6 EU emblem

According to the European Commission Horizon 2020 rules, all materials, including scientific papers and publications produced by the project, must contain the mandatory EU emblem with the following funding acknowledgement and required disclaimer with the sentences below (article 29). Moreover, it is important to note that “when displayed together with another logo, the EU emblem must have appropriate prominence” (article 38):



This project has received funding from the European H2020 Research and Innovation programme under the Grant Agreement n°824418.

Figure 9: EU emblem and acknowledgement

In material that disseminate the project's results (publications), the acknowledgement must also include a disclaimer excluding the European Commission's responsibility (article 29.5).

This project has received funding from the European H2020 Research and Innovation programme under the Grant Agreement n°824418. The content of this document reflects only the author's view. The European Commission is not responsible for any use that may be made of the information it contains.

Figure 10: EU disclaimer

For more information on how to use the EU emblem for H2020 projects:

- ▶ https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf
- ▶ http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding_en.htm

2.7 Partners' logos

To facilitate the use of partners' logos and avoid incorrect practices when using multiple logos, a banner was designed to be used in relevant documentation (paper or electronic), and promotional materials produced by the project. It is available for download in PNG format on the MAKING-CITY digital workplace: <https://app.lgi-consulting.org/mso/ecm/makingcity-ecm-folder-6216>



Figure 11: MAKING-CITY partners' logos banner



Figure 12: MAKING-CITY partners' logos banner (horizontal version)

3 Roll-up

Two special versions of the project roll-up were designed for the kick-off meeting of the project. The first one presents the logo, the Twitter account and the public website whilst the second includes pictures of the 2 “Lighthouse cities” and the 6 “Follower cities” involved in MAKING-CITY. Another version of the roll-up will be designed to be used at events or conferences in function of the partners’ needs and local actions of the “Lighthouse cities” and “Follower cities” (Task 7.1).

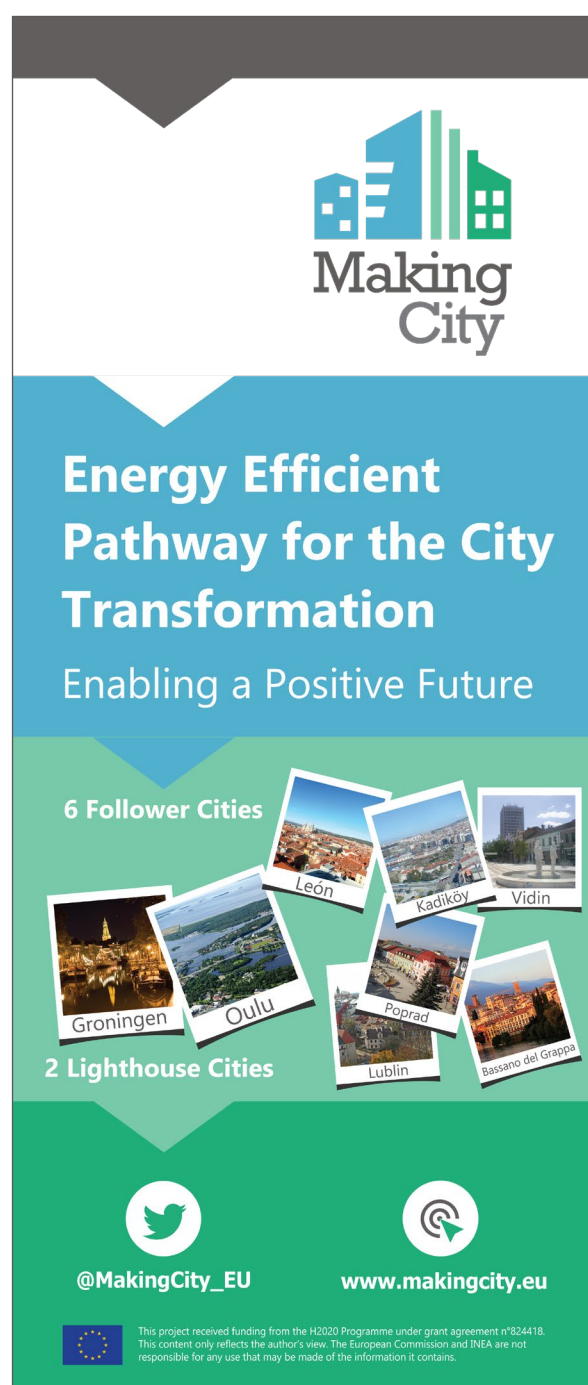


Figure 13: The two versions of the MAKING-CITY roll-up designed for the kick-off meeting

4 Flyer

A flyer (Task 7.1) was designed and will be distributed at workshops and events organised by MAKING-CITY, as well as at external events. It included the main message, keywords, consortium members, and the results of the project.

In addition to English, the flyer can also be translated in key European languages with the support of local partners (Italian, Polish, Spanish, Turkish, and so on).



Figure 14: Two-sided MAKING-CITY flyer

5 Conclusion

The MAKING-CITY visual identity (logo, templates...) and promotional materials (flyer and roll-up) have been prepared during the first semester of the project, according to specific needs of the project's partners and key events scheduled (kick-off meeting, project meetings, conferences...). Partners are strongly encouraged to have a look at this deliverable when preparing any communication and dissemination material to promote MAKING-CITY and its results, and/or present the project at conferences, events, workshops, meetings with stakeholders... The main guidelines of this document will also be included in a short handbook produced by LGI and CAP, and available on the digital workplace (D7.11 -Communication & Dissemination Plan (Initial Version) submitted in March 2019).