



CLEVER
Cities

Visual identity

Deliverable 7.1

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The sole responsibility for the content of this publication lies with the authors. It does not necessarily represent the opinion of the European Union. Neither the EASME nor the European Commission are responsible for any use that may be made of the information contained therein.

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Executive summary

This document establishes the visual identity and core visual elements of the CLEVER Cities project as well as guidance on the use of these elements. A certain number of elements make up the CLEVER Cities. The logo, typography and colours as well as guidance on graphical layout are explained in this document. These elements when used together in a consistent way ensure the legibility and recognition of the CLEVER Cities project.

The Visual Identity serves as a quality standard and is explicitly designed for use by the Front-Runner and Fellow Cities and CLEVER Cities project partners. The aim of this document is to support those involved in producing materials as part of the CLEVER Cities projects to make creative use of the visual identity while ensuring coherence and consistency in how this is applied.

The document provides guidance on the project logos, colours and fonts, and instructions and guidelines for how to use the logo and how to credit the funding authority in combination with the use of the EU emblem. Quality guidelines are also provided for selection and crediting of images and for reference to the project in social and other digital media.

1. Project title and funding acknowledgement

1.1 Title

The project title must be written with the word 'CLEVER' in upper case (capital letters) and 'Cities' with the first letter in upper case and the rest of the word in lower case (small letters).

CLEVER Cities



CLEVER CITIES



Clever Cities



1.2 Funding acknowledgement

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 776604. Translations of the Funding Acknowledgement into the project's languages are available in [Annex 1](#).

1.3 Disclaimer

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1.4 EU Emblem

The EU emblem below must accompany the funding acknowledgement.¹



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¹ Graphics guide to the European emblem: <http://publications.europa.eu/code/en/en-5000100.htm>,
Guide for use of the EU emblem in the context of EU programmes: <http://eacea.ec.europa.eu/about/logos/eu-emblem-rules-hr.pdf>

1.7 Applying the EC funding statement and disclaimer

Materials	Funding statement	Disclaimer	Notes
Social Media	✓	✓	Flag in header, shortened text in about field (Tweets/Content do/does not necessarily reflect the views of the European Commission)
Press releases	✓	✓	Reference to the Horizon2020 programme and the funding received should also be made within the body of the press release.
Brochures	✓	✓	Flag and text: Example
Websites	✓	✓	Flag and text in footer: Example
Video	✓	✓	Flag and text, including “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 776528”.
Business cards	✓		Flag and short text (<i>Co-funded by the Horizon 2020 Framework Programme of the European Union</i>): Example
Roll-up banners	✓		Example
Postcards (and other goodies: pens, keyrings etc.)	✓		Flag and short text (<i>Co-funded by the Horizon 2020 Framework Programme of the European Union</i>)
Newsletter	✓	✓	Flag and text: Example
Presentations	✓	✓	Flag and text: Example
Reports	✓	✓	Example
Policy documents / factsheets	✓	✓	Example

2. Logo

2.1 Standard



2.1.1 Isotype

The CLEVER cities logo image includes two curved lines, representing the 'C' initials of CLEVER Cities. The curved lines are open semicircles, conveying the openness of innovation and inclusive nature of the project and its co-creation objectives. The curved lines are embedded in one another, representing the cities' ecosystems as well as the interrelated and autopoietic social, economic, environmental and cultural systems that interact with one another and are explored as part of the project. The image includes three lines and a curved form, representing a cityscape. These lines can also represent the three front-runner cities in the project. One of the lines has a tower pointing upwards, which could suggest growth and further development beyond the boundaries of the project and after the end of the project. The curved shape to the left of the logo could represent a leaf or tree, a street lamp or sun shining on the cityscape, a person cradling the city in a nurturing image, or a microscope, through which a scientist analyses the city.

2.1.2 Colours

The logo is in blue and green, representing the blue and green infrastructure that will be implemented by the project as nature-based solutions. The colour blends in a gradient, representing the development, movement and dynamic change that will happen in the cities through the project.

2.1.2 Logotype

The logotype is in a clean and modern style, reflecting the large metropolises participating in the project and with the aim of appealing to a variety of audiences with an appropriate level of formality, including citizens used to commercial marketing designs, politicians who should understand the scale and impact of the project, investors and private businesses, who should recognise the project's innovation potential, and most importantly the project partners themselves, who should recognise in the logo the high standard of their own work, its modern attitude and the simplicity and practicality of its core objectives despite its scientific and systemic complexity.

2.2 Greyscale



2.3 White



2.4 Black



2.5 Positioning

2.5.1 Logo on white background

On a white background, the logo should be used in 4C, 1C greyscale or black.



2.5.2 Logo on coloured background

On a coloured background with block colours and without interference or details, the logo may be used in white.



2.5.3 Logo on photographs

The logo may not be used on top of images with details or interference and legibility must be guaranteed.



2.5.4 Exclusion zone

The logo is also protected by an exclusion zone of 2pixels. This ensures the logo is always surrounded by an area of clear space and therefore has maximum impact and visibility on all our communications. Allow the logo sufficient space on any materials you produce. Always allow at least this amount of clear space around the logo. This rule must always be observed and no other graphic elements are permitted to intrude into the zone.

2.5.5 Positioning of partner logos

The CLEVER Cities logo should be the last element in the case of multiple logos, with the EU emblem to the right of the CLEVER Cities logo (e.g. at the bottom of the page of information sheets, newsletters, roll-ups, posters and on the back cover of brochures, folders / leaflets / handouts).



2.5.5 Positioning of partner logos on coloured background

In the case of a coloured background, the CLEVER Cities logo is permitted to be used in white, but the funding acknowledgement must be on a white background.



2.5.5 Incorrect use: small size



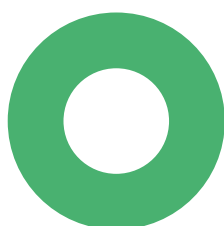
2.5.5 Incorrect use: omission of funding acknowledgement



3. Colours

3.1 CLEVER Green

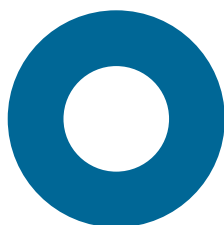
CLEVER green should be used for text headings, backgrounds and graphical elements. All three colours, as well as grey, should be used for figures, tables and backgrounds.



CMYK		RGB	
C	70	R	73
M	0	G	177
Y	70	B	112
K	0	HEX	#49b170

3.2 CLEVER Blue

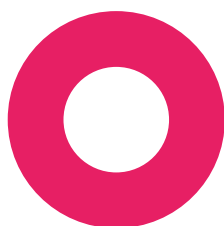
CLEVER blue should be used for text headings, backgrounds and graphical elements. All three colours, as well as grey, should be used for figures, tables and backgrounds.



CMYK		RGB	
C	100	R	0
M	45	G	103
Y	20	B	150
K	10	HEX	#006796

3.3 CLEVER Pink

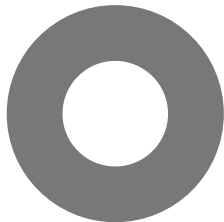
CLEVER pink should be used for emphasis, including hyperlinks, dividing lines, info boxes and frames. All three colours, as well as grey, should be used for figures, tables and backgrounds.



CMYK		RGB	
C	0	R	231
M	95	G	31
Y	35	B	100
K	0	HEX	#e71f64

3.4 CLEVER Grey

CLEVER Grey should be used for tertiary headings, figures, tables and backgrounds.



CMYK

C 1
M 0
Y 1
K 53

RGB

R 119
G 120
B 119
HEX # 777877

3.5 Green and blue gradient

CLEVER Green and CLEVER Blue may be used in a gradient, e.g. for backgrounds. In this case, the gradient should go from top to bottom, beginning green and fading to blue.



4. Font policy

Distinctive and consistent typography reinforces recognition of the CLEVER Cities brand. For Desktop Publishing (DTP) Scala Sans Pro are the designated typefaces. For documents generated with MS Office programmes, the fonts ARIAL REGULAR and ARIAL BOLD should be used. Aside from headers and footers, where the CLEVER Cities URL appears in blue, hyperlinks should be in CLEVER Cities pink, underlined and bold as follows: [**www.hyperlink.eu**](http://www.hyperlink.eu).

4.1 Print

For reports and print documents generated in Microsoft Word, the primary font will be Arial.

4.1.1 Microsoft Word documents: Arial

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

4.1.2 DTP documents: Scala Sans Pro

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

4.2 Online

For online text, the font Work Sans will be used.

Bold

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
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

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
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

5. Image policy

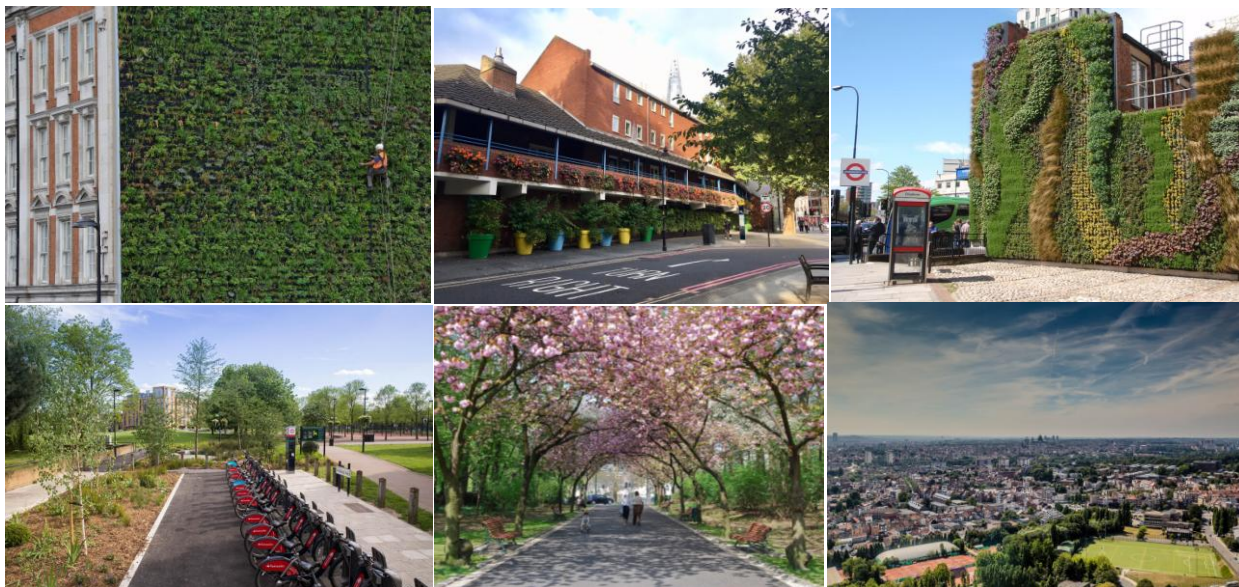
5.1 Photography

Photography is a powerful communication tool and selection of images should be consistent with project's overall communication objectives. The core concepts of inclusiveness and innovation in nature-based solutions should be reflected in the images used in the communication activities of CLEVER Cities project partners. Images should convey scenes such as:

- Nature-based solutions
- Green and blue infrastructure
- Community activities
- People interacting with one another in green or green-blue spaces
- People working collaboratively in a dynamic environment, such as a workshop or a building site,
- Iconic views or public buildings in the project cities
- Satellite photographs of project cities

The image tones should match the CLEVER Cities colour palette where possible. Photographs showing people should be prioritized and partners are responsible for model release forms and permissions. Photographs should also be of sufficient technical quality (min. 300 dpi). Partners are responsible for ensuring that consent has been received from individuals used in images and that copyright has been granted.

Examples:



5.2 Crediting and copyright

Images should be credited in the format: Photo '[Photo title including link to original online instance where applicable]' from Source, Author [photographer name incl. link to photographer page where applicable], Licenced under [licence including link to licence where applicable].

6. Digital

6.1 Social media

6.1.1 Hashtag

The project hashtags are #CLEVERCities as the primary hashtag and #CLEVER_Cities as the secondary hashtag and handle is @CLEVER_Cities. For cities it is recommended that the following hashtag format is used: #CLEVERCity_[City name]: e.g. #CLEVERCity_Hamburg.

6.2 Website

6.1.2 Cross linking websites

All **project partners** should add the CLEVER Cities logo onto their organisational website with the hyperlinked to CLEVER Cities URL: www.clevercities.eu.

Annex 1

Translations of EU funding acknowledgement

In the case of publications, documents or materials produced in the projects' local languages, the funding acknowledgement should be included in the local language.

1.4.1 DE: Hinweis auf die Förderung durch die EU – Pflicht zur und Recht auf Nutzung des EU Emblems

Außer wenn die Agentur etwas anderes verlangt oder genehmigt oder es unmöglich ist, muss bei allen Kommunikationstätigkeiten im Zusammenhang mit der Maßnahme (auch in elektronischer Form, über soziale Medien usw.) und allen Infrastrukturen, Ausrüstungsgütern und bedeutenderen Ergebnissen, die durch die Finanzhilfe finanziert werden,

- (a) das EU-Emblem gezeigt und
- (b) folgender Text veröffentlicht werden:

Bei Kommunikationstätigkeiten: „Für dieses Projekt wurden im Rahmen der Finanzhilfevereinbarung Nr. 776528 Fördermittel aus dem Programm der Europäischen Union für Forschung und Innovation „Horizont 2020“ bereitgestellt.“

1.4.2 EL: Πληροφόρηση σχετικά με τη χρηματοδότηση από την ΕΕ — Υποχρέωση και δικαίωμα χρήσης του εμβλήματος της ΕΕ

Εκτός εάν ο Οργανισμός ζητήσει ή συμφωνήσει σε κάτι διαφορετικό ή εκτός εάν είναι ανέφικτο, κάθε επικοινωνιακή δραστηριότητα που σχετίζεται με τη δράση (και σε ηλεκτρονική μορφή, μέσω των μέσων κοινωνικής δικτύωσης, κ.λπ.), καθώς και κάθε υποδομή, εξοπλισμός και μείζονος σημασίας αποτέλεσμα που χρηματοδοτείται με την επιχορήγηση, πρέπει:

- α) να εμφανίζουν το έμβλημα της ΕΕ και
- β) να περιλαμβάνουν το ακόλουθο κείμενο:

Για τις επικοινωνιακές δραστηριότητες: «Το έργο αυτό χρηματοδοτήθηκε στο πλαίσιο του προγράμματος έρευνας και καινοτομίας της Ευρωπαϊκής Ένωσης «Ορίζων 2020» βάσει της συμφωνίας επιχορήγησης αριθ. 776528.»

1.4.3 ES: Información sobre la financiación de la UE — Obligación y derecho de utilizar el emblema de la UE

A menos que la Agencia solicite o acepte otra cosa, o que resulte imposible, cualquier actividad de comunicación relacionada con la acción (incluso en format electrónico, a través de los medios de

comunicación social, etc.) y cualquier infraestructura, equipo o resultado importante financiados por la subvención deberán:

- a) exhibir el emblema de la UE; e
- b) incluir el texto siguiente:

En el caso de las actividades de comunicación: «El presente proyecto ha recibido financiación del Programa de Investigación e Innovación Horizonte 2020 de la Unión Europea en virtud del Acuerdo de subvención nº 776528».

1.4.4. IT: Informazioni sui finanziamenti UE — Obbligo e diritto di utilizzare il simbolo dell'UE

Salvo se diversamente concordato o richiesto dalla Agenzia o a meno che non sia possibile, qualsiasi attività di comunicazione legata all'azione (anche in formato elettronico, attraverso i mezzi di comunicazione sociali, ecc.) e le infrastrutture, le attrezzature e i principali risultati finanziati dalla sovvenzione devono:

- (a) esporre il simbolo dell'UE e
- (b) contenere il testo seguente:

Per le attività di comunicazione: "Questo progetto ha ricevuto finanziamenti dal programma di ricerca e innovazione Orizzonte 2020 dell'Unione europea in virtù della convenzione di sovvenzione n. 776528".

1.4.5 RO: Informarea cu privire la finanțarea din partea UE — Obligația și dreptul de utilizare a emblemei UE

Cu excepția cazului în care Agenția solicită sau convine altfel sau în care acest lucru este imposibil, orice activitate de comunicare privind acțiunea (inclusiv pe cale electronică, prin platformele sociale etc.) și orice infrastructură, echipamente sau rezultate majore finanțate de grant trebuie:

- (a) să afișeze emblema UE și
- (b) să includă următorul text:

Pentru activitățile de comunicare: „Acest proiect a primit finanțare din partea Programului Uniunii Europene pentru cercetare și inovare Orizont 2020 în temeiul acordului de grant nr. 776528”.

1.4.6 SV: Information om EU-finansiering – skyldighet och rätt att använda EUs emblem

Såvida inte organet begär eller godtar något annat eller såvida det inte är omöjligt, ska i samband med all kommunikationsverksamhet med anknytning till åtgärden (inbegripet i elektronisk form, via sociala medier

etc.) och i samband med all infrastruktur, all utrustning och alla större resultat som finansieras genom bidraget

- (a) EU:s emblem visas, och
- (b) följande text finnas med:

För kommunikationsverksamhet: "Detta projekt har erhållit finansiering från Horisont 2020 – Europeiska unionens ramprogram för forskning och innovation enligt bidragsavtal nr 776528."

Annex 2

Word template



CLEVER
Cities

Document Title

Subtitle

Work Package	Number X
Dissemination Level	Level X
Lead Partner	Lead partner name
Due Date	Date
Submission Date	Date

Document Title:

Alternative title page for printing

Subtitle: Choose whether to keep this title page or the first page

Work Package	Number X
Dissemination Level	Level X
Lead Partner	Lead partner name
Due Date	Date
Submission Date	Date

Deliverable No.	Number X
Work Package	Number X
Dissemination Level	Level X
Author(s)	Name, organisation
Co-author(s)	Name(s), organisation(s)
Date	Date
File Name	File name
Status	XX
Revision	XX
Reviewed by (if applicable)	XX

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Executive summary

This template shows by example how CLEVER Cities Word Documents should look. It also provides guidance on how to best use it.

1. Introduction

All CLEVER Cities documents should contain the completed title page and second page as laid out in this template. The rest of the document should follow this example using the styles presented here.

2. Styles: this is the ‘CC Heading numbers 1’ style

The toolbar ‘Styles’ has all the styles that are necessary to work in this document without ever having trouble with the formatting. You can find it under the ‘Home’ tab, to the right of the toolbar. You will never have to change the font type, size or colour yourself; instead you can select the style you need from the Styles toolbar.

This style is called ‘CC Normal text’. Normal text is the formatting option that should always be used for the main text formatting. This should be over 90% of your document.

If you paste in text from another document make sure you paste it in as plain text (to avoid merging formatting from another document with this one) and then choose the correct style.

You can find out if ‘CC Normal text’ is active by looking at the ‘Styles’ section of the toolbar; if it has a grey border, it means that the CC Normal text style is active.

2.1. This is the ‘CC Heading numbers 2’ style

The ‘numbers’ styles have automatic numbering.

2.1.1. This style is the third numbering style. It’s called ‘CC Heading numbers 3’.

This is the ‘CC Normal text’ again.

2.2. Styles without numbering

If you prefer a heading without numbering you can use any of the following styles:

CC Heading 1

CC Heading 2

CC Heading 3

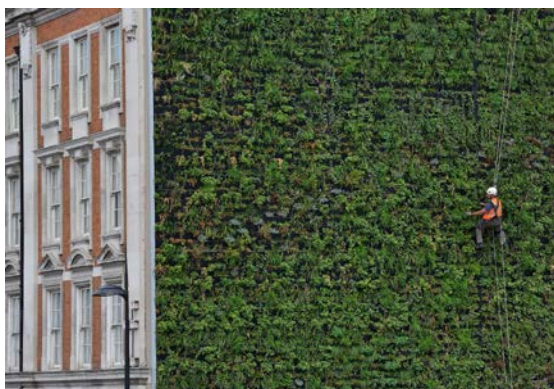
They could be used for heading before and after the main content of the document. For example in the headings of ‘Executive summary’ and for the headings of the annexes.

2.3. Hyperlinks

If you include hyperlinks in the text, you should ensure they are in the hyperlink style, which looks like this: clevercities@iclei.eu.

2.4. Captions

For captions of images or figures such as tables or graphics you can use the style 'CC Captions' as in the example below.



Green wall © Greater London Authority

2.5. Footnotes

You can include footnotes by clicking on 'insert footnote' under the 'References' tab. The footnotes should be in the 'CC Footnotes' style. Here is an example¹.

3. Special options

3.1. Bullet points

To use bullet points you can use the following styles:

- Bullet point level one
 - Bullet point level two
 - Bullet point level three

3.2. Numbered lists

If you have a numbered list you can use the 'CC Numbered list' style shown here:

1. First point
2. Second point

¹ This is a footnote using the CC Footnote style.

3. Third point

3.3. Tables

Table	Content
Table	Content
Table	Content
Table	Content

Info 1	Info 2	Info 3
Table	Content	Content
Table	Content	Content
Table	Content	Content

Table	Table
Content	Content
Content	Content
Content	Content

Work Package	Content
---------------------	---------

Dissemination Level	Content
Lead Partner	Content
Due Date	Content

Info 1	Info 2	Info 3
Table	Content	Content
Table	Content	Content
Table	Content	Content

Table	Content
Table	Content
Table	Content
Table	Content

Work Package	Content
---------------------	---------

Dissemination Level	Content
Lead Partner	Content
Due Date	Content
Submission Date	Content

Info 1	Info 2	Info 3
Table	Content	Content
Table	Content	Content
Table	Content	Content
Table	Content	Content

Table	Content
Table	Content
Table	Content
Table	Content

3.4. Information boxes

Below are information boxes you can use to highlight key points.

Informationbox Title

Gister pax Famen fines illi Intentio exprimo.
An sus agna edo Cuspis for praetermissio per
Crudus gelus Abico nox Puerilis exorno cos
flebilis edo cui. www.hyperlink.eu

Informationbox Title

Gister pax Famen fines illi Intentio exprimo.
An sus agna edo Cuspis for praetermissio per
Crudus gelus Abico nox Puerilis exorno cos
flebilis edo cui.

CLEVER Cities Word Template

Informationbox Title

Gister pax Famen fines illi Intentio exprimo.
An sus agna edo Cuspis for praetermissio per
Crudus gelus Abico nox Puerilis exorno cos
flebilis edo cui. www.hyperlink.eu

4. Table of contents

If the different styles have been correctly selected from the styles options, the table of contents can be easily updated by placing the mouse over the table of contents block and with a right click of the mouse, selecting 'update fields' and 'update the whole table of contents'.

Annex 1: Checklist before finishing

1. Have you chosen which title page to use (the second is designed for printing since it requires less ink) and deleted the other?
2. Have you used only CLEVER Cities styles for the main text (all styles starting with CC)?
3. Did you update the table of contents?
4. Did you rename the footer so that it is the title of the document (and not “CLEVER Cities Word Template)?
5. Do you have permission to use and images included?
6. Did you credit the images correctly?