VISUAL IDENTITY TOOLKIT AND COMMUNICATION MATERIAL

D.9.2: Visual identity toolkit and communication material

Date: **08/07/2020**

Author(s): **Matilde, Chinellato, Anne-Charlotte Trapp**

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No [875187]

Deliverable details

Project number	Project acronym	Project title
875187	USER-CHI	Innovative solutions for USER centric CHarging Infrastructure

Title	WP	Version
Communication and dissemination	WP9	0.1

Contractual delivery date	Actual delivery date	Delivery type*
31/07/2020		R

*Delivery type: **R**: Document, report; **DEM**: Demonstrator, pilot, prototype; **DEC**: Websites, patent fillings, videos, etc; **OTHER**; **ETHICS**: Ethics requirement; **ORDP**: Open Research Data Pilot.

Author(s)	Organisation
Matilde Chinellato	EUR
Anne-Charlotte Trapp	EUR

Document history

Version	Date	Person	Action	Status*	Dissemination level**
V0	08/07/2020	Anne-Charlotte Trapp		Draft	PU
V1	20/07/2020	Anne-Charlotte Trapp		Final	PU
V2	24/07/2020	María del Carmen Tomás		Approved	PU

*Status: Draft, Final, Approved, Submitted (to European Commission).

Dissemination Level: **PU: Public; **CO**: Confidential, only for members of the consortium (including the Commission Services); **EU-RES** Classified Information - restraint UE; **EU-CON**: Classified Information - confidential UE; **EU-SEC**: Classified Information - secret UE

Abstract

The main objective of this task it provided the project with a unique identity, that will make the main messages and rich information conveyed by the project readable, appealing and recognizable. All the material and related project actions will be based on the afterword provided graphic character.

Keywords

Communication, visual identity

Copyright statement

The work described in this document has been conducted within the USER-CHI project. This document reflects only the USER-CHI Consortium view and the European Union is not responsible for any use that may be made of the information it contains.

This document and its content are the property of the USER-CHI Consortium. All rights relevant to this document are determined by the applicable laws. Access to this document does not grant any right or license on the document or its contents. This document or its contents are not to be used or treated in any manner inconsistent with the rights or interests of the USER-CHI Consortium or the Partners detriment and are not to be disclosed externally without prior written consent from the USER-CHI Partners.

Each USER-CHI Partner may use this document in conformity with the USER-CHI Consortium Grant Agreement provisions.

Executive summary

EUROCITIES (EUR), network of major cities, is a partner in the USER-CHI project to lead on the communication and dissemination activities. In order to fulfil this commitment, this deliverable D9.2 "Visual identity toolkit and communication material" has been prepared to provide the partners with a graphic charter and all necessary visual and communication baselines and gears the project with a unique visual identity. This will allow the project outputs to be widely and effectively shared with experts as well as the wider public.

Table of contents

1. Introduction 9

1.1 Purpose of the document 9

1.2 Scope of the document 9

1.3 Structure of the document 9

2. Visual identity 9

2.1 Logos 9

2.2 Graphic charter 11

2.3 Templates 15

3. Communication material 22

3.1 Website 22

3.2 Leaflets 24

3.3 Roll-ups 28

4. Conclusions 30

List of figures

Figure 1: Principal horizontal logo 10
Figure 2: Horizontal logo with logotype with gradient overlay 10
Figure 3: Positive principal horizontal logo 10
Figure 4: Negative principal horizontal logo 10
Figure 5: Logo square 11
Figure 6: Logo square with gradient overlay 11
Figure 7: Positive squared logo 11
Figure 8: Negative squared logo 11
Figure 9: Four graphic elements 13
Figure 10: Nunutio Sans letters 14
Figure 11: Nunutio Sans figures 14
Figure 12: Bebas Neue letters 14
Figure 13: Bebas Neue figures 14
Figure 14: Powerpoint template 15
Figure 15: Report template 16
Figure 16: Memo template 17
Figure 17: Vertical banner templates 17
Figure 18: Horizontal banner templates 18
Figure 19: Web presentation templates 19
Figure 20: Instagram templates 20
Figure 21: Facebook and LinkedIn templates 21
Figure 22: Website pages 22
Figure 23: Paper leaflet 25

Figure 25: General roll-up 28

Figure 26: Roll-ups for Barcelona, Berlin, Budapest, Rome and Turku 29

1. Introduction

The following document provides the visual identity that serves the innovations and ideas developed within the USER-CHI project which is essential to ensure a great outreach of the project's outputs.

1.1 Purpose of the toolkit

The USER-CHI visual identity toolkit gives an overview of the developed graphical and communication baselines and gears the project with a unique visual identity.

1.2 Scope of the toolkit

The toolkit serves as rerference and baseline for the communication work throughout the entire project timeline. It provides the partners with all necessary baselines and templates which will allow the project outputs to be widely and effectively shared with experts as well as the wider public.

1.3 Structure of the toolkit

The toolkit is structured in two main sections. The first section is dedicated to the visual identity including the logo and the graphical charter. The second section, displays the communication material with a a series of templates, leaflets and roll-ups.

2.Visual identity

USER-CHI has a unique visual identity setting all necessary visual baselines and elements that will allow the project to be recognised and communicated homogenously over time.

The following paragraphs present the main elements of the visual identity, namely the logo, the graphic charter and the templates.

2.1 Logos

The USER-CHI logo is the key building block of the project identity, the primary visual element that identifies the project. The logo is presented through the use of colour as well as shape and

form. We have two options for the logo: square and horizontal. The rationale behind the logo design including the colour choice, the gradient as well as the lightening symbolises charging and sustainability.

2.1.1.1 Horizontal Logos

The horizontal logo is the principal logo, white logotype on a gradient background (Fig.1). A variation of the principal logo is logotype with gradient overlay (Fig. 2).

Figure 1: Principal horizontal logo

Figure 2: Horizontal logo with logotype with gradient overlay

There are positive and negative logos to be used for printing communication material or as partner logo in third party publications as well as for engraving.

Figure 3: Positive principal horizontal logo

Figure 4: Negative principal horizontal logo

Logos square

Another variation of the logo is the square logo, to be used when more convenient, e.g. on social media profile pictures, banners, web communication tools, etc.

Figure 5: Logo square

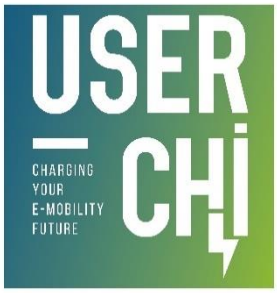


Figure 6: Logo square with gradient overlay

As for the horizontal logo, there are positive and negative logos to be used for printing communication material or as partner logo in third party publications as well as for engraving.

Figure 7: Positive squared logo

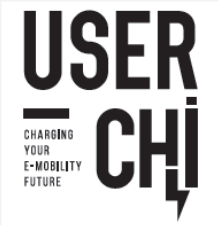
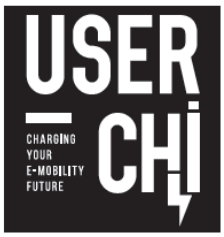


Figure 8: Negative squared logo



2.2 Graphic charter

The consistent use of colours, graphic elements and typography will contribute to the cohesive and harmonious look for the project identity across all relevant media. A USER-CHI graphic charter summarises all these elements and it is at the partners' disposal.

2.2.1 Colours

Two corporate colours are blue and green.

Primary colours

CMYK 97C 65M 25Y 0K
RGB 0R 81G 129B

CMYK 50C 0M 100Y 0K
RGB 149R 193G 91B

Gradient Swatch

angel: -14,7

Secondary colours

CMYK 0C 52M 100Y 0K
RGB 92R 176G 186B

CMYK 3C 24M 99Y 0K
RGB 140R 189G 70B

CMYK 90C 50M 0Y 0K

Gradient Swatch

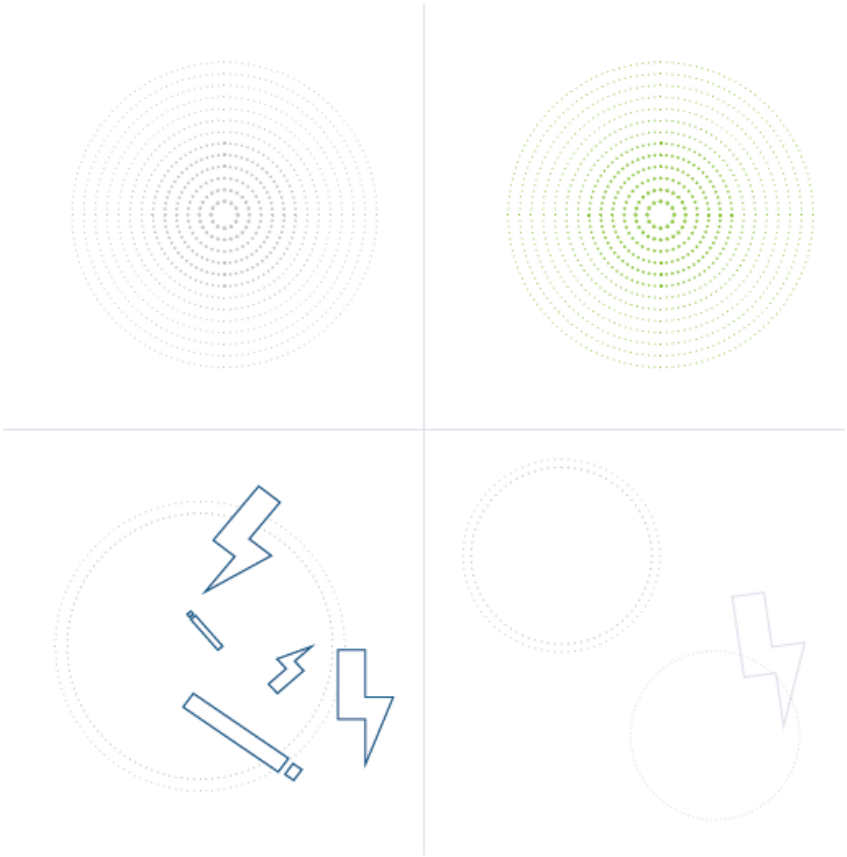
angel: -14,7

RGB 77R 77G 78B

2.2.2 Graphic elements

These are additional graphic elements to be used as part of different layout designs to raise the recognizability of project identity. These specific elements were chosen as a direct link to main topics of the project, communicating the energetic, futuristic and reliable aspects to the viewer. Graphic elements are responsible for complementing the communication visuals, enhancing various digital and print layouts. The graphic elements can be used with transparency.

Figure 9: Four graphic elements



2.2.3 Typography

Typography plays an important role in communicating the overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all USER-CHI communications.

Nunito Sans: Nunito is a well-balanced sans serif typeface superfamily. This family of the font is mainly used for the headline, body text and subheads.

Figure 10: Nunutio Sans letters

Figure 11: Nunutio Sans figures

Bebas Neue: Chosen for its feeling of modern and importance, Bebas Neue is mainly used for the title and for the quotes. It can also be used as a headline font if the document requires it.

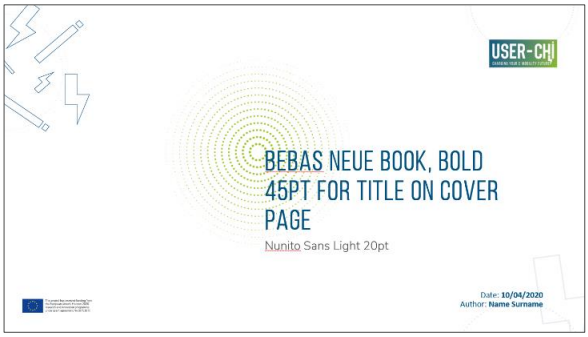
Figure 12: Bebas Neue letters

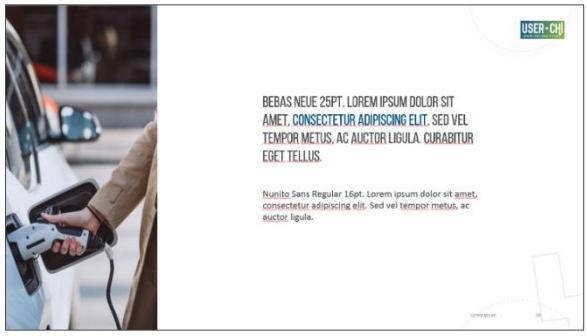
Figure 13: Bebas Neue figures

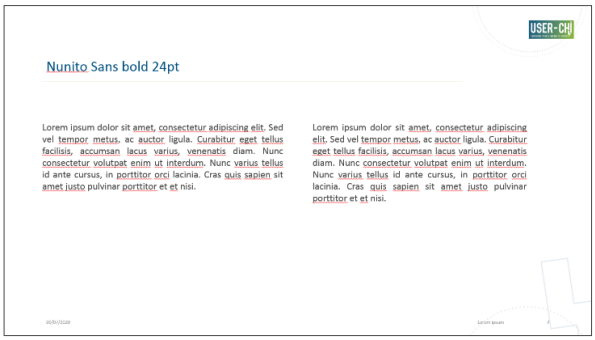
2.3 Templates

2.3.1 Powerpoint template

Figure 14: Powerpoint template







2.3.2 Word - Reports – Memos templates

Figure 15: Report template

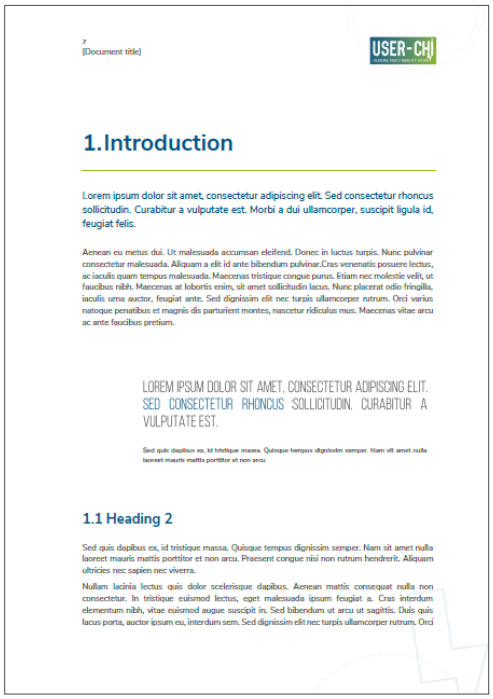
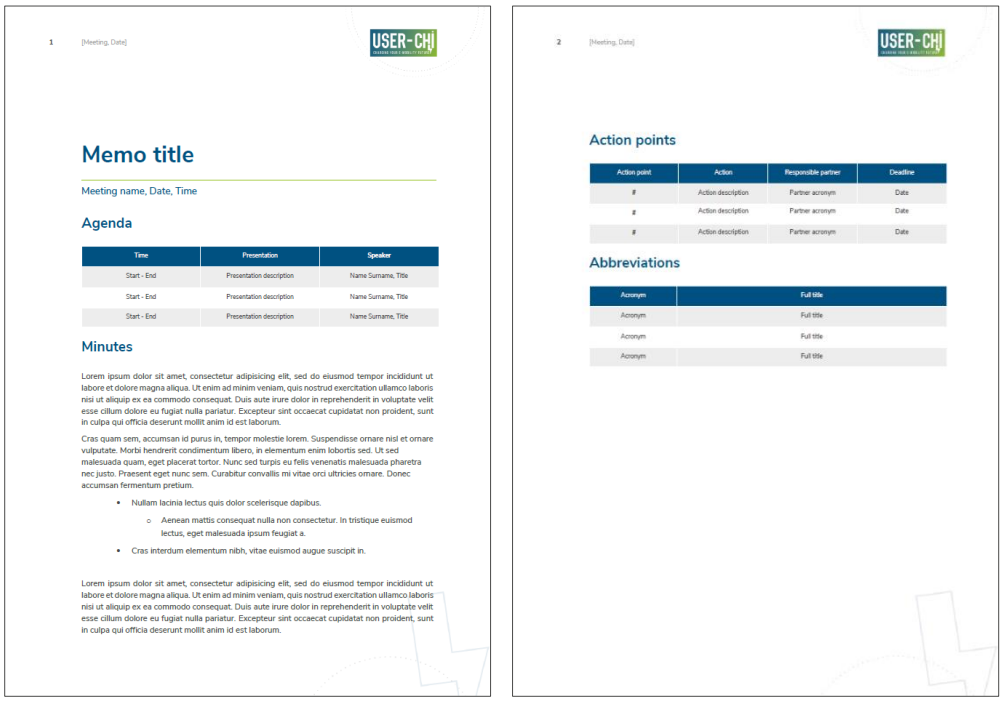


Figure 16: Memo template



2.3.3 InDesign templates

Figure 17: Vertical banner templates

Figure 18: Horizontal banner templates

Figure 19: Web presentation templates

Figure 20: Instagram templates

Figure 21: Facebook and LinkedIn templates

3. Communication material

USER-CHI has developed a coherent set of communication material to put forth its main messages, objectives, and results.

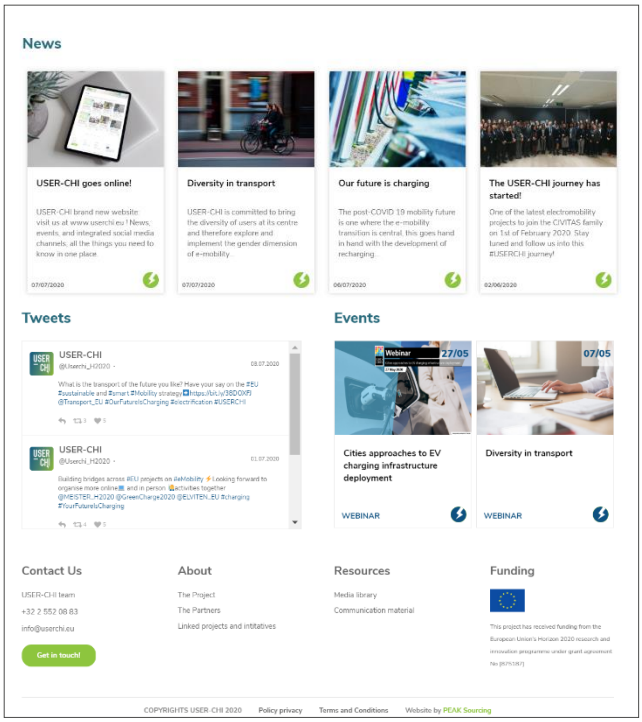
The following paragraphs present the USER-CHI communication material, namely the project website, the leaflets (printed and online versions), and the roll-ups.

3.1 Website

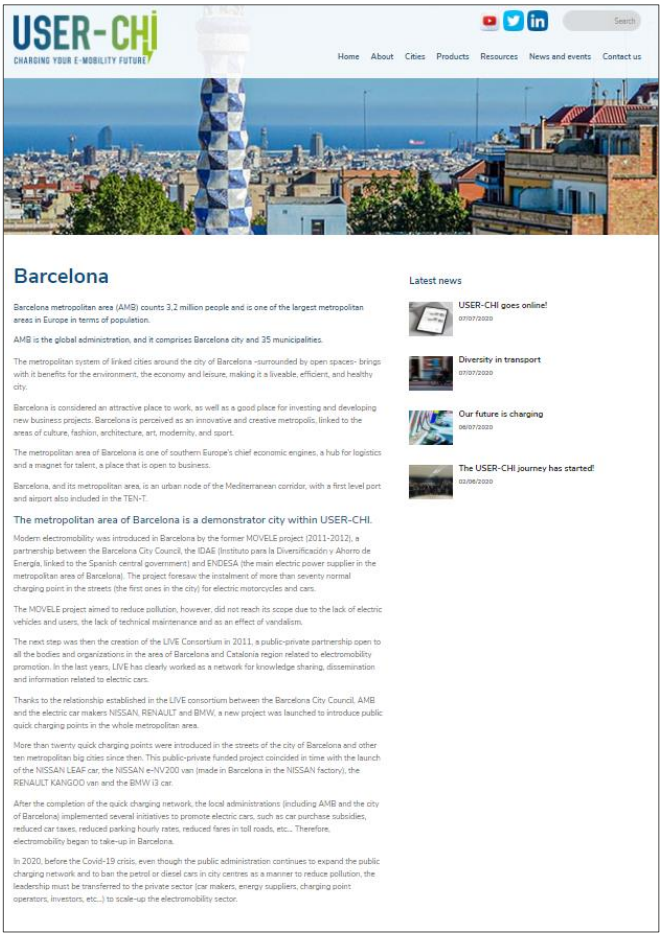
The website informs the public, and all the other project's target audiences about the aims, outcomes, and products of the project. It is the project's first window for external stakeholders, providing information on USER-CHI objectives, partners, products, publications, news and success stories. It features the demonstrator and replication cities in detail, including stories for inspiration in other cities across Europe.

It is consultable at: www.userchi.eu

Figure 22: Website pages


News
USER-CHI goes online!
Diversity in transport
Our future is charging
The USER-CHI journey has started!
Tweets
Events
Webinar
27/05
07/05
Cities approaches to EV charging infrastructure deployment
Diversity in transport
WEBINAR
WEBINAR
Contact Us
About
Resources
Funding
Get in touch!
COPYRIGHTS USER-CHI 2020
Policy privacy
Terms and Conditions

USER-CHI
CHARGING YOUR E-MOBILITY FUTURE
Home
About
Cities
Products
Resources
News and events
Contact us
The project
What is USER-CHI?
Objectives
Contact Us
About
Resources
Funding
Get in touch!
COPYRIGHTS USER-CHI 2020
Policy privacy
Terms and Conditions



3.2 Leaflets

3.2.1 Paper leaflet

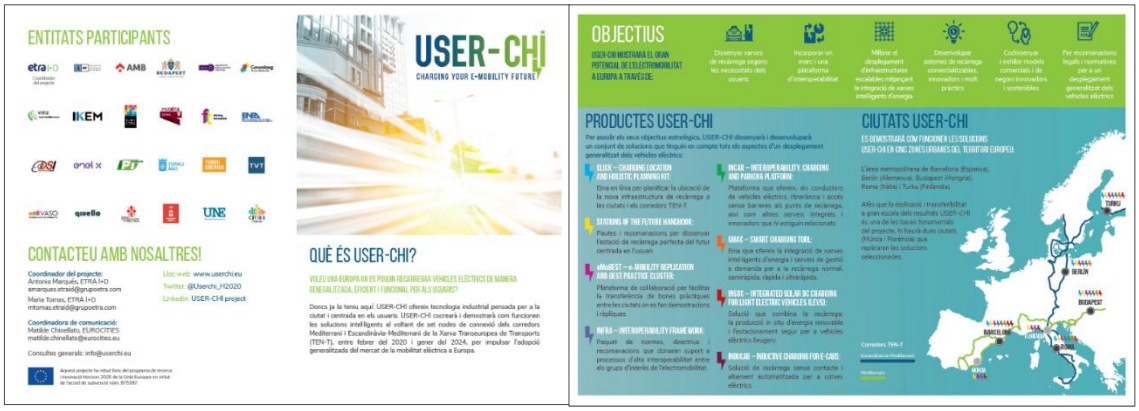
The project leaflet is produced and used as the project's business card towards the external stakeholders, presenting the USER-CHI objectives, city partners, products and expected results at a glance. It is in English and printed in approximately 5000 copies.

Figure 23: Paper leaflet

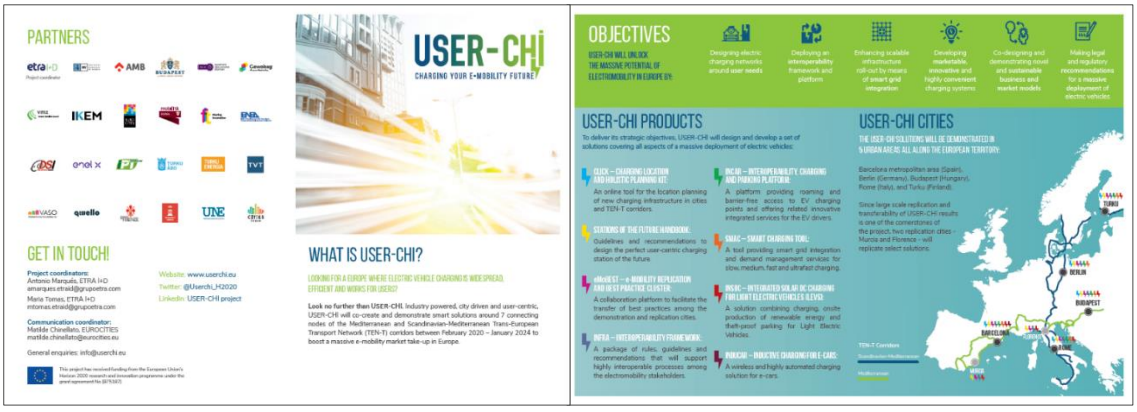
3.2.2 Online leaflet

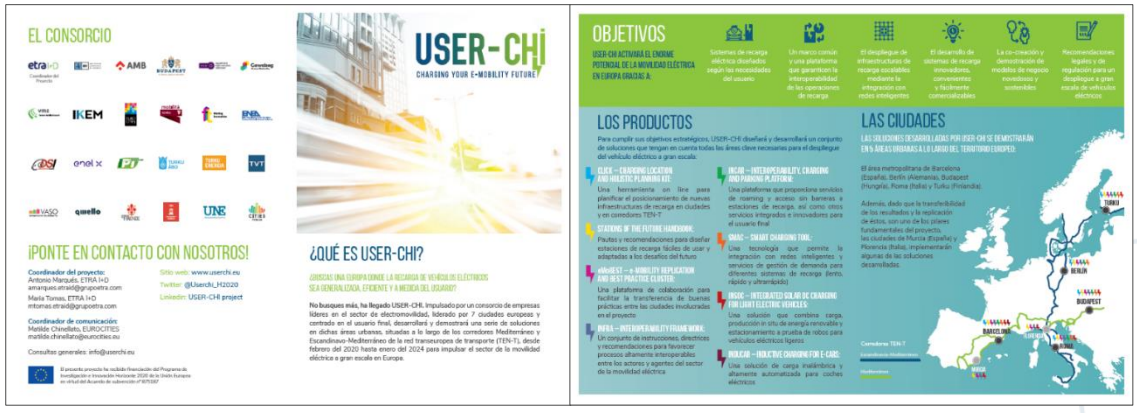
A downloadable version of the leaflet is available on the project website in the languages of the consortium (English, Spanish, Catalan, German, Hungarian, Italian and Finnish).

Figure 24: Online leaflets


ENTITATS PARTICIPANTS
CONTACTEU AMB NOSALTRES!
USER-CHI
CHARGING YOUR E-MOBILITY FUTURE
QUÈ ÉS USER-CHI?
OBJECTIUS
PRODUCTES USER-CHI
CIUTATS USER-CHI

PARTNER
KONTAKTIEREN SIE UNS!
USER-CHI
CHARGING YOUR E-MOBILITY FUTURE
WAS IST USER-CHI?
ZIELE:
USER-CHI PRODUKTE
USER-CHI PARTNERSTÄDTE


PARTNERS
GET IN TOUCH!
USER-CHI
CHARGING YOUR E-MOBILITY FUTURE
WHAT IS USER-CHI?
OBJECTIVES
USER-CHI PRODUCTS
USER-CHI CITIES


EL CONSORCIO
¡PONTE EN CONTACTO CON NOSOTROS!
USER-CHI
CHARGING YOUR E-MOBILITY FUTURE
¿QUÉ ES USER-CHI?
OBJETIVOS
LOS PRODUCTOS
LAS CIUDADES

3.3 Roll-ups

7 roll-up banners are produced for promoting the project at events. One roll-up banner per demonstrator city, one for the coordinator and one for the communication and dissemination leader. They form a coherent identity with other communication elements in the USER-CHI brand.

3.3.1 General roll-up

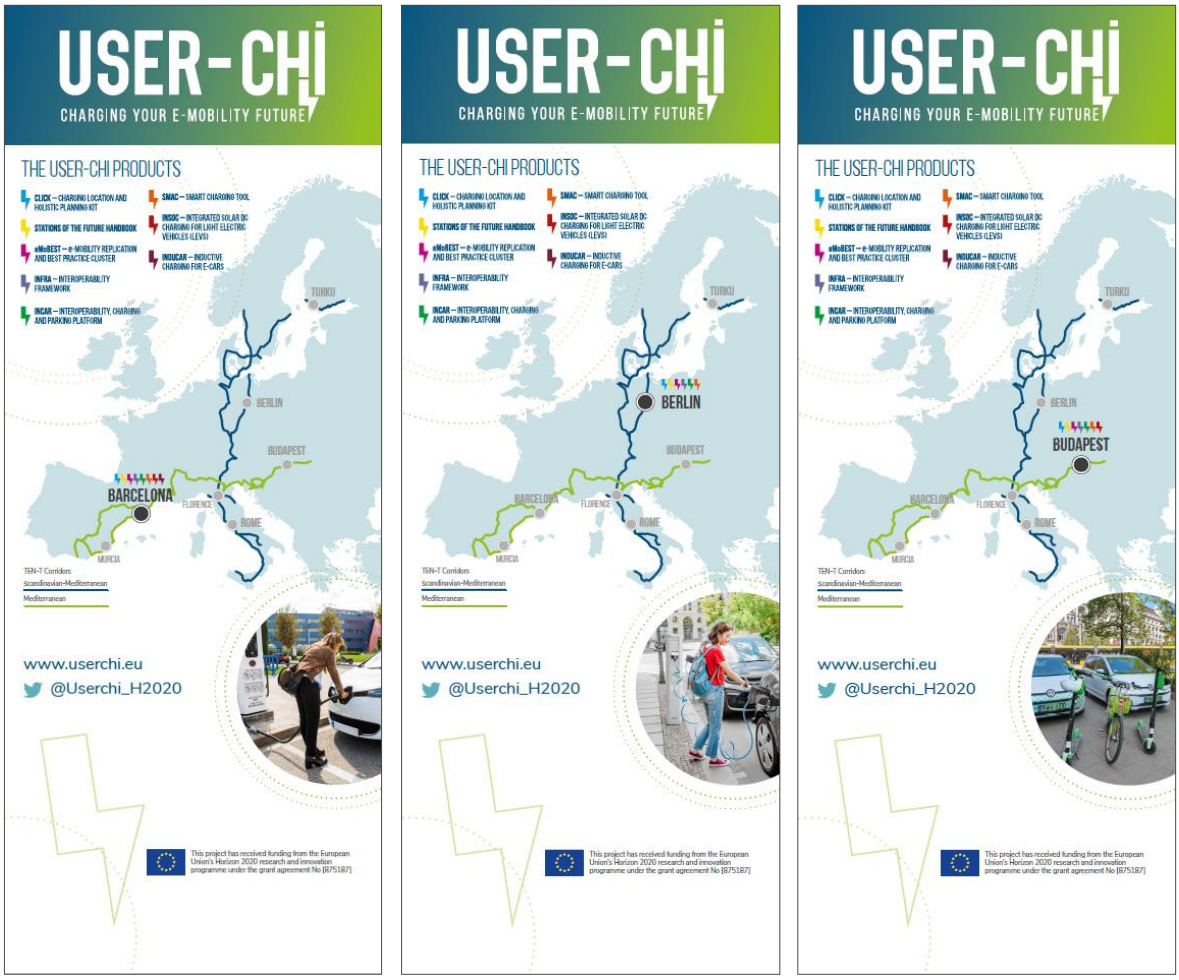
The roll-ups for the coordinator and the communication and dissemination leader convey the project's key message and promote the website as a source for more information.

Figure 25: General roll-up

3.3.2 City-specific roll-ups

The roll-ups for cities convey more city-specific information such as attractive city-specific images and project content.

Figure 26: Roll-ups for Barcelona, Berlin, Budapest, Rome and Turku



4. Conclusions

This toolkit summarised the main visual identity and graphical elements specifically developed for the USER-CHI project and provided an overview of the main communicational material that shall be used whenever there is an opportunity to present the project and its outputs.