



VISUAL IDENTITY TOOLKIT AND COMMUNICATION MATERIAL

D.9.2: Visual identity toolkit and communication material

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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

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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.

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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 reference 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 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

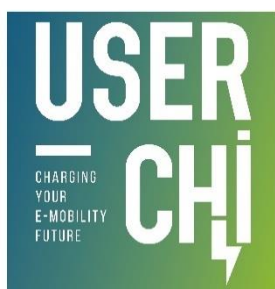


Figure 6: Logo square with gradient overlay

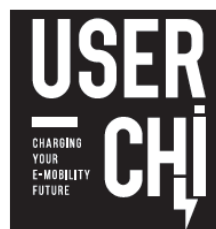


As for the horizontal logo, there are positive and negative logos to be used for printing communication material or as partner logo in third party publications as well as for engraving.

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



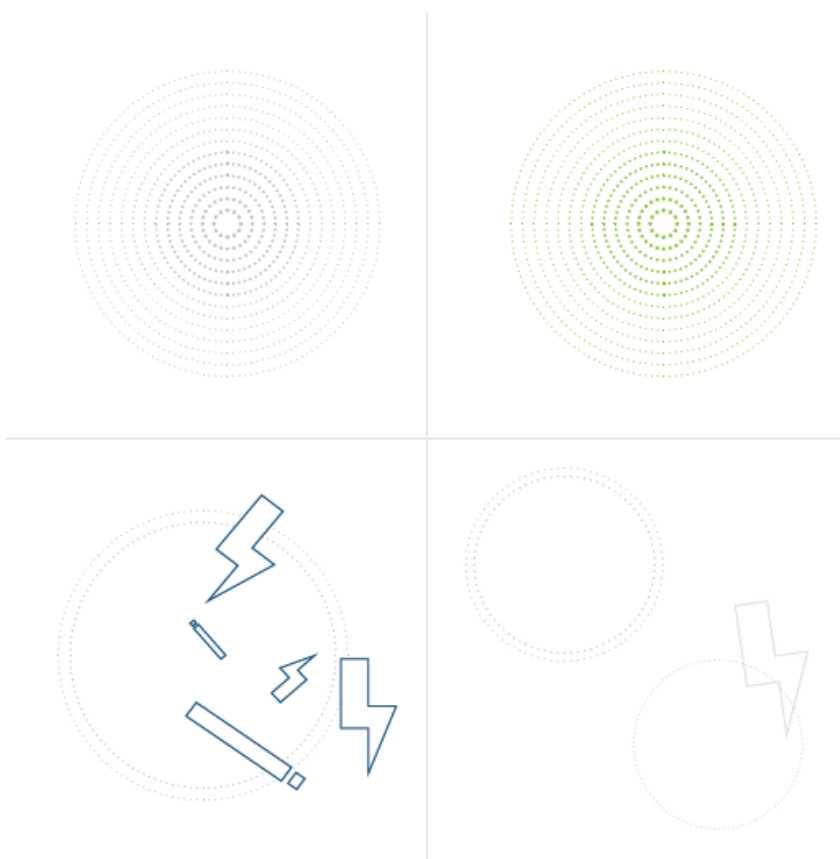
angel: -14,7

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: Nunitio Sans letters

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	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	x	y	z

Figure 11: Nunitio Sans figures

1	2	3	4	5	6	7	8	9	0
---	---	---	---	---	---	---	---	---	---

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

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

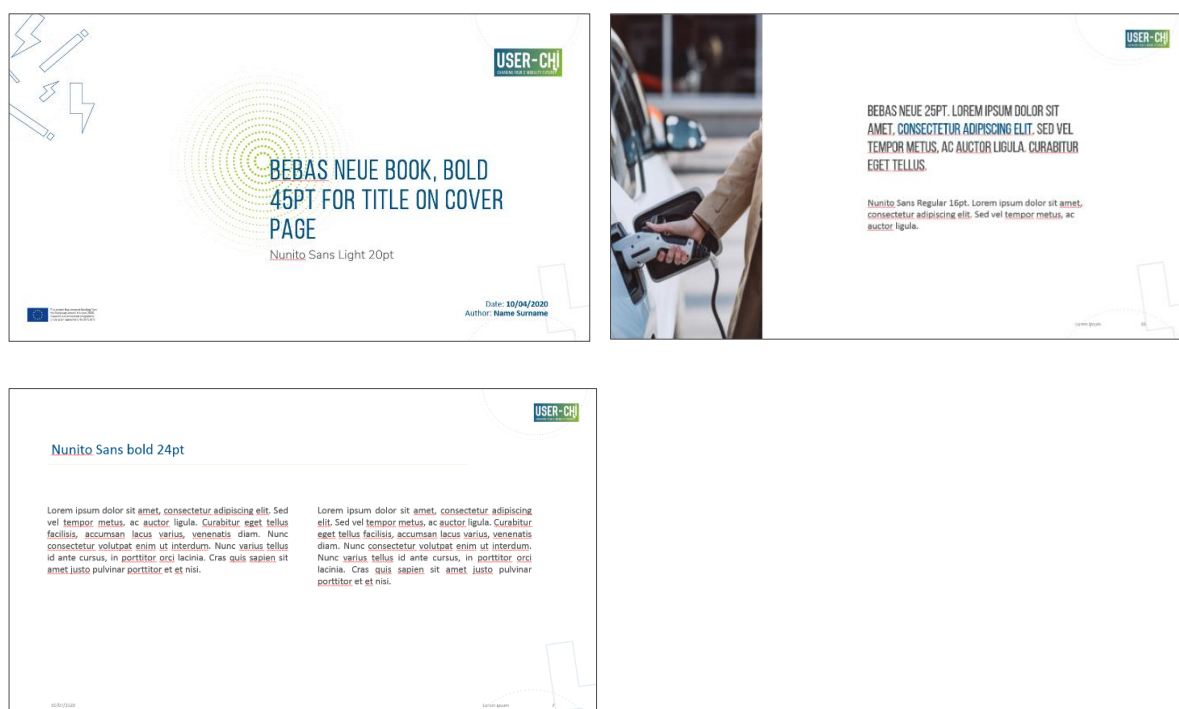
Figure 13: Bebas Neue figures

1	2	3	4	5	6	7	8	9	0
---	---	---	---	---	---	---	---	---	---

2.3 Templates

2.3.1 Powerpoint template

Figure 14: Powerpoint template

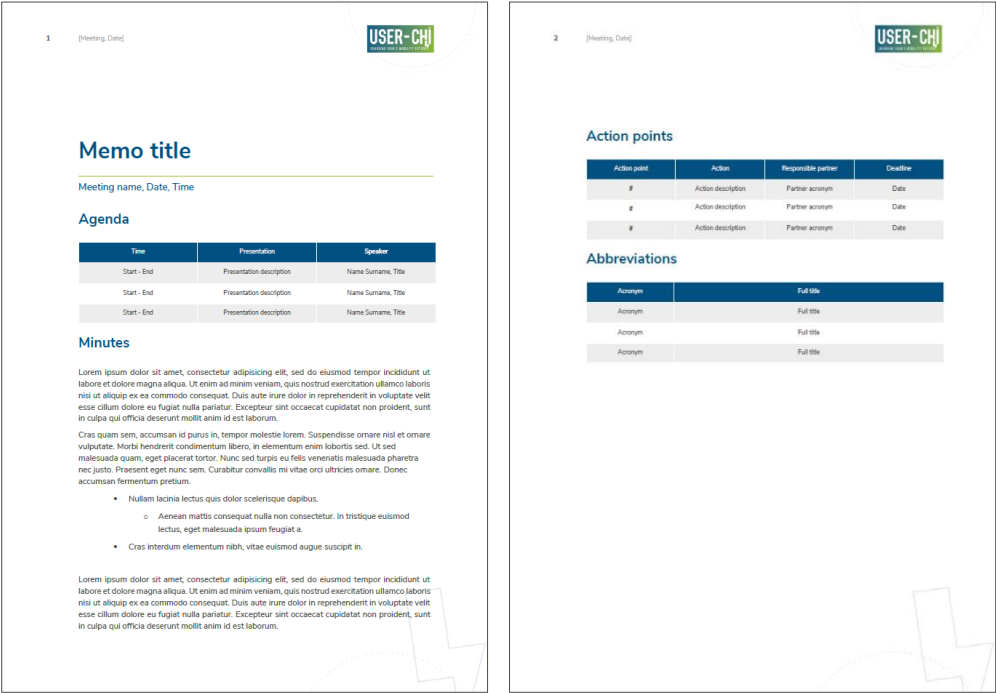


2.3.2 Word - Reports – Memos templates

Figure 15: Report template



Figure 16: Memo template



2.3.3 InDesign templates

Figure 17: Vertical banner templates





Figure 18: Horizontal banner templates

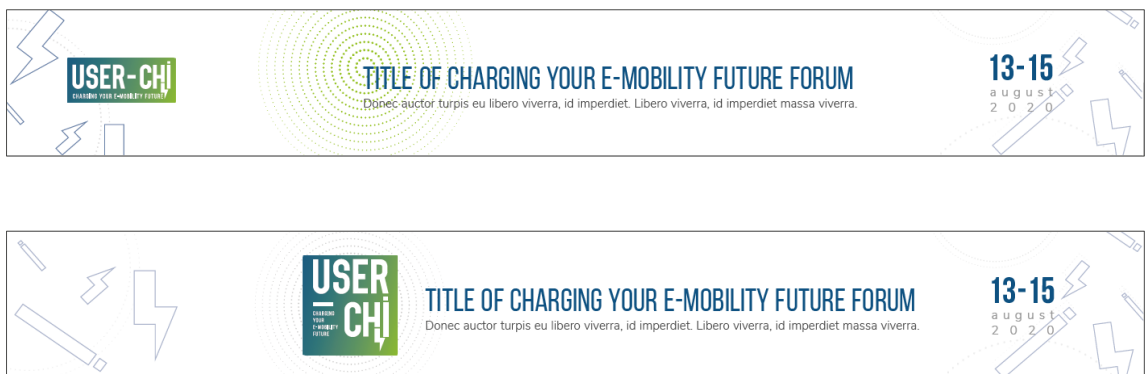


Figure 19: Web presentation templates



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!

USER-CHI brand new website: visit us at www.userchi.eu! News, events, and integrated social media channels, all the things you need to know in one place.

07/07/2020

Diversity in transport

USER-CHI is committed to bring the diversity of users at its centre and therefore explore and implement the gender dimension of e-mobility.

07/07/2020

Our future is charging

The post-COVID 19 mobility future is one where the e-mobility transition is central, this goes hand in hand with the development of recharging.

06/07/2020

The USER-CHI journey has started!

One of the latest electromobility projects to join the CIVITAS family on 1st of February 2020. Stay tuned and follow us into this USER-CHI journey!

02/06/2020

Tweets

USER-CHI (@userchi_2020) · 08.07.2020

What is the transport of the future you like? Have your say on the #EU Sustainable and Smart #Mobility strategy! https://ec.europa.eu/transport/docs/transport_strategy_en.pdf

13 · 1

USER-CHI (@userchi_2020) · 01.07.2020

Building bridges across #EU projects on #dohubility. Looking forward to explore more onroads and in person. #challenges together @ESF15L_2020 @GreenCharging @EV100 @EVCharging #YourFutureIsCharging

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Events

Webinar 27/05

Cities approaches to EV charging infrastructure deployment

WEBINAR

Webinar 07/05

Diversity in transport

WEBINAR

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[Get in touch!](#)

About

The Project
The Partners
Linked projects and initiatives

Resources

Media library
Communication material

Funding

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 8710187

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The project

What is USER-CHI?

Looking for a Europe where electric vehicle charging is widespread, efficient and works for users? Look no further than USER-CHI. Industry powered, city driven and user-centric, USER-CHI will co-create and demonstrate smart solutions around 7 connecting nodes of the Mediterranean and Scandinavian-Mediterranean Trans-European Network-Transport (TEN-T) corridors between February 2020 – January 2024 to boost a massive e-mobility market take-up in Europe.

Objectives

USER-CHI will unlock the massive potential of electromobility in Europe by:

1. Designing electric charging networks around user needs
2. Deploying an interoperability framework and platform
3. Enhancing scalable infrastructure roll-out by means of smart grid integration
4. Developing marketable, innovative and highly convenient charging systems
5. Co-designing and demonstrating novel and sustainable business and market models
6. Making legal and regulatory recommendations for a massive deployment of electric vehicles

Contact Us

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info@userchi.eu

[Get in touch!](#)

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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.

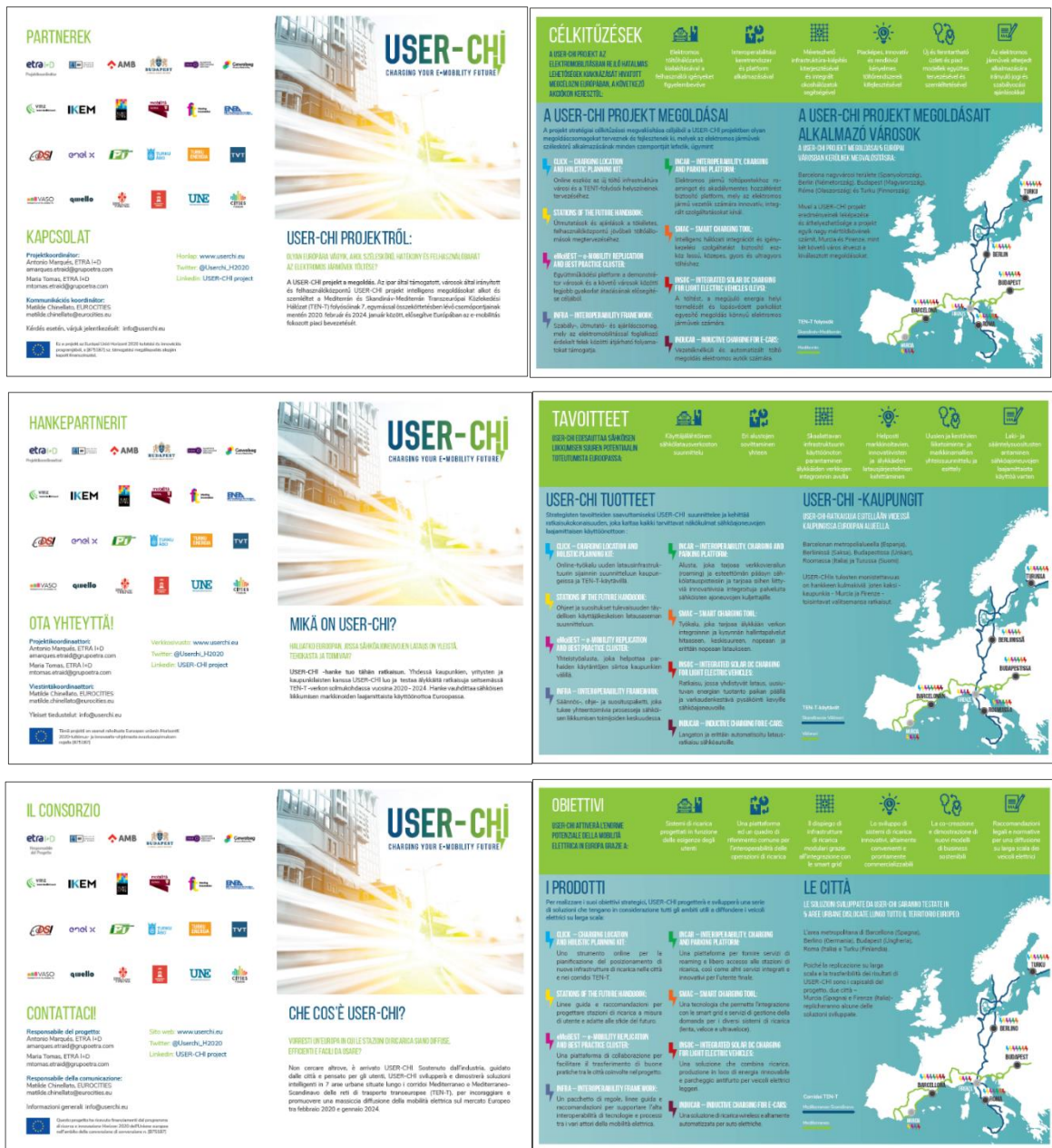
Figure 23: Paper leaflet



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




[illegible][illegible]

PARTNERS









USER-CHI

CHANGING YOUR E-MOBILITY FUTURE?

OBJECTIVES

USER-CHI ONLINE
THE DIGITAL PORTAL OF ELECTRICITY & USER-CHI

- Designing electric charging infrastructure around user needs
- Developing an information framework and platform

GET IN TOUCH

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WHAT IS USER-CHI?

LOOKING FOR A SIMPLE, EFFECTIVE, EASY-TO-USE WEBSITE, APP AND MOBILE APP FOR ELECTRIC VEHICLES?

Look no further than USER-CHI. Industry-powered, city-driven and user-centric, USER-CHI will co-create and demonstrate smart solutions around 7 connecting nodes of the Netherlands and Scandinavian-Mediterranean Trans-European Transport Network (TEN-T) corridor between February 2020 – January 2024 to boost a massive e-mobility market take-up in Europe.

USER-CHI PRODUCTS

- USER-CHI CHARGING LOCATION AND TRAVEL PLANNING**
An online tool for the location planning of new charging infrastructure in cities and TEN-T corridors
- USER-CHI INFORMATION**
Guidelines and recommendations to design the perfect user-centric charging point of the future
- USER-CHI e-MOBILITY NETWORK AND APP PRACTICE CLUSTER**
A collaboration platform to facilitate the transfer of best practices among the demonstration and replication cities
- USER-CHI INTERPRETING FRAMEWORK**
A package of rules, guidelines and recommendations that will support highly interpretable processes among the electrification stakeholders
- USER-CHI INFORMATION CHARGING**
Designing electric charging infrastructure around user needs
- USER-CHI INFORMATION FRAMEWORK AND PLATFORM**
Developing an information framework and platform
- USER-CHI CHARGING LOCATION AND TRAVEL PLANNING**
An online tool for the location planning of new charging infrastructure in cities and TEN-T corridors
- USER-CHI INFORMATION**
Guidelines and recommendations to design the perfect user-centric charging point of the future
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A package of rules, guidelines and recommendations that will support highly interpretable processes among the electrification stakeholders
- USER-CHI INFORMATION CHARGING**
Designing electric charging infrastructure around user needs

EL CONSORCIO

etra **ENEL** **AMBA** **BOGOTÁ** **CEMUNICACIONES**

IKEM **OTOLUX** **UNES** **QUELLO** **TELECOMUNICACIONES**

USER-CHI

CHANGING YOUR «MOBILITY FUTURE»



OBJETIVOS

USER-CHI ACTIVA EL MUNDO POTENCIAL DE LA MOVILIDAD ELÉCTRICA EN UNA CIUDAD.

Sistemas de energía alternativos descentralizados que integren las necesidades de la movilidad eléctrica.

Un marco conceptual de desarrollo de la movilidad eléctrica que garantice la interoperabilidad, la interoperabilidad, la integración con otros servicios de movilidad.

El desarrollo de soluciones de movilidad eléctrica que permitan la integración con otros servicios de movilidad.

La integración de soluciones de movilidad eléctrica que permitan la integración con otros servicios de movilidad.

La implementación de soluciones de movilidad eléctrica que permitan la integración con otros servicios de movilidad.

LOS PRODUCTOS

Para cumplir sus objetivos estratégicos, USER-CHI diseñará y desarrollará un conjunto de soluciones que integren o conecten todos los ámbitos necesarios para el despliegue del vehículo eléctrico a gran escala.

1. CARGA - CHARGING LOCATION
PLATAFORMA DE CARGA

Una herramienta on line para planificar el posicionamiento de nuevas infraestructuras de carga en cualquier servicio integrado en movilidad con los estándares de la industria.

2. PLATAFORMA DE CARGA - CHARGING LOCATION
PLATAFORMA DE CARGA

Plataforma de recomendación para diseñar estaciones de recarga locales de uso público y privado, así como estaciones de recarga de uso público y privado.

3. PLATAFORMA DE CARGA - CHARGING LOCATION
PLATAFORMA DE CARGA

Plataforma de recomendación para diseñar estaciones de recarga locales de uso público y privado, así como estaciones de recarga de uso público y privado.

2. RECARGA - CHARGING LOCATION
PLATAFORMA DE CARGA

Una plataforma que proporcione servicios de gestión y control en tiempo real de las estaciones de recarga, así como servicios de gestión y control en tiempo real de las estaciones de recarga.

3. RECARGA - CHARGING LOCATION
PLATAFORMA DE CARGA

Una plataforma que proporcione servicios de gestión y control en tiempo real de las estaciones de recarga, así como servicios de gestión y control en tiempo real de las estaciones de recarga.

LAS CIUDADES

Las soluciones desarrolladas por USER-CHI SE DEMOSTRARÁN EN ÁREAS URBANAS A LO LARGO DEL TERRITORIO EUROPEO.

El área metropolitana de Barcelona (España) será el primer caso de estudio (Barcelona, Girona, Lloret de Mar, Mataró, Sabadell, Terrassa, Vilanova i la Geltrú).

Además, dado que la movilidad eléctrica es un fenómeno global, se seleccionará una ciudad de cada uno de los países de la Unión Europea para demostrar las soluciones de movilidad eléctrica.

¿QUÉ ES USER-CHI?

CONSORCIO PARA DESARROLLAR LA MOVILIDAD DE VEHÍCULOS ELÉCTRICOS EN LA CIUDAD DE BARCELONA Y EN EL TERRITORIO EUROPEO.

No basta con tener un vehículo eléctrico, se necesita un ecosistema de empresas (líneas de transporte, compañías de electricidad, desarrollo de software, etc.) que permitan la movilidad eléctrica a gran escala.

El consorcio de instituciones, empresas y administraciones que participan en USER-CHI, está formado por 2022 socios entre los que se encuentran los ayuntamientos de Barcelona, Girona, Lloret de Mar, Mataró, Sabadell, Terrassa, Vilanova i la Geltrú, así como las compañías de electricidad, desarrollo de software, etc.



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.

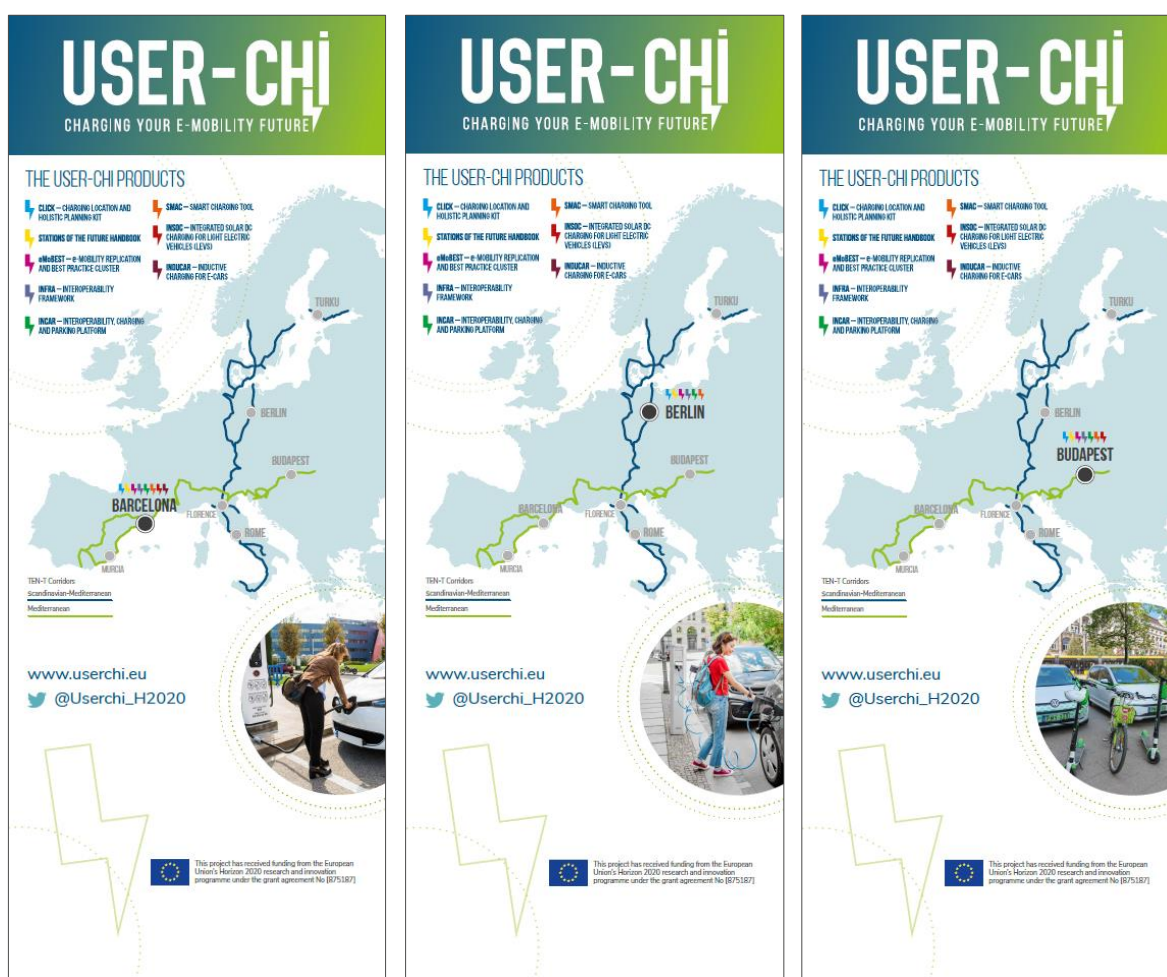
Figure 25: General roll-up



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.