



CitiMeasure - using citizen measurements to create smart, sustainable, and inclusive cities

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101046124

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Topic: Citizens participation and green solutions in smart cities

Type of action: TSI-PJG

Deliverable 3.1: Brand and visual identity based on NL City Deal

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EU Project officer	Anastasia Roufou		
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Authors (Partner)	Eurocities		
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Partner	Eurocities		
Abstract (for dissemination)	This report summarizes the visual identity of the CitiMeasure project, including its logo, colour pallet, fonts, and templates		
Keywords	...		

Version Log

Version as date	Author	Partner	Change
2021_08_05	Mohammad Gharesifard	Eurocities	Initial document creation and outline
2021_08_10	Wilma Dragonetti	Eurocities	Development of visual identity and guidelines
2021_08_12	Irene Vivas Lalinde	Eurocities	Feedback on the visual identity and guidelines
2021_08_12	Mohammad Gharesifard	Eurocities	Feedback on the visual identity and guidelines
2021_08_16	Wilma Dragonetti	Eurocities	Revisions
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1 About CitiMeasure

CitiMeasure focuses on the application of citizen science (citizen measurement) initiatives in creating more smart, sustainable, and inclusive European cities. The specific objectives of the project include:

- **Objective 1:** Reinforce the City Deal execution and support the development of three City Deal instruments by involving European stakeholders
- **Objective 2:** Support city measurement capacity building through the establishment of a European Knowledge Centre
- **Objective 3:** Raise awareness and create engagement at European level on the potential of city measurement initiatives and tools

CitiMeasure builds upon the lessons learned from the Dutch City Deal Working Groups, a network of stakeholders working on the development of instruments to support smart cities, including citizen measurement initiatives in the Netherlands. The project aims to bring together the experiences and expertise of European cities and other relevant stakeholder in implementing citizen science initiatives and use those to support the establishment of three pan-European working groups that will develop three instruments; namely, (1) an instrument that allows the outputs of different city measurement initiatives to be compared, (2) an instrument that safeguards the digital inclusivity of city measurement initiatives (maximizing the opportunities for participation of interested individuals and communities), and (3) an instrument that connects information to behaviour change and policy. There will be a 4th working group that will focus on providing strategic direction and ensuring cohesion of activities across the three instrument groups and the project in general. In addition, CitiMeasure will raise awareness on the importance of citizen measurement initiatives and capitalise on the results and tools of similar citizen science projects by creating an online European Knowledge Centre with a repository of good practices.

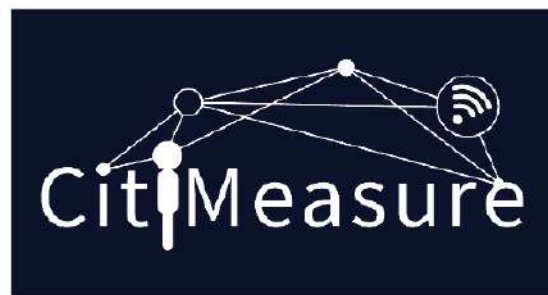
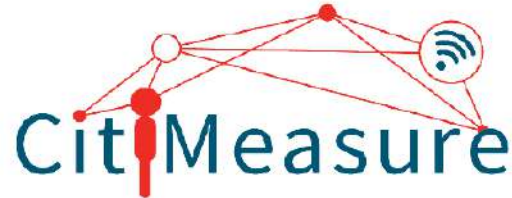
2 Visual identity

2.1 LOGO

Inspired by the City Deal logo, the CitiMeasure logo relies on several elements to represent the essence of the project. The network element represents the collaboration between different stakeholders. The connectivity icon represents the technological aspect of the project as well as the use of sensors more specifically. Finally, the stylised person represents the central role citizens have in this project.

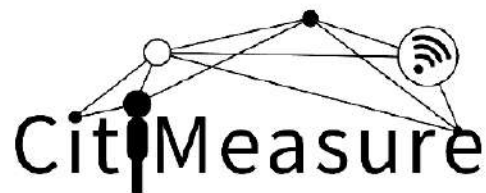
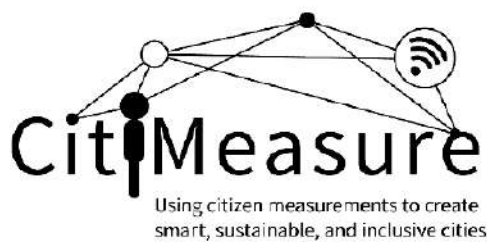
2.1.1 Primary logo

The primary logo is the preferred variant and should be used wherever possible. The logo is available both with its tagline and without. A positive version is available for light backgrounds and a negative version for dark backgrounds.



2.1.2 Backup logo

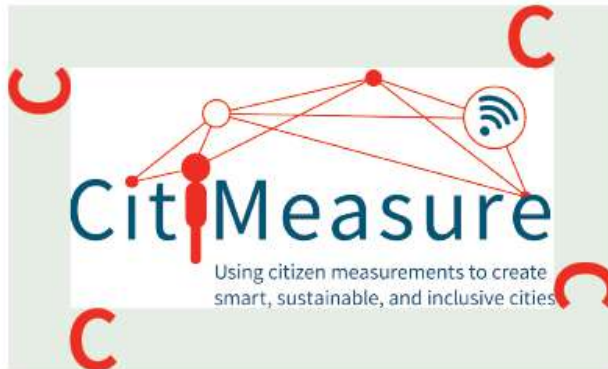
A black version of the logo is provided to be used only when black and white is the only option.



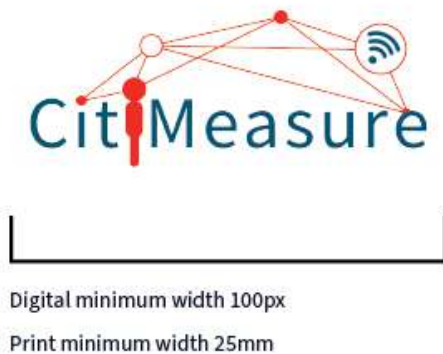
2.1.3 Space and size

The logo requires a 'clear space' to maintain the clarity and impact of the logo. This is to ensure that no text, imagery or colours encroach on the logo affecting its legibility.

The clear space is determined by the height of the 'CitiMeasure' C within the logo.



To ensure clear readability of the logo, a recommended minimum size has been provided for both print and screen.

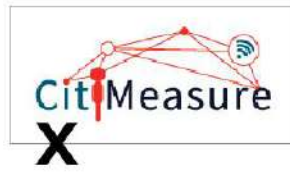


2.1.4 Things to avoid

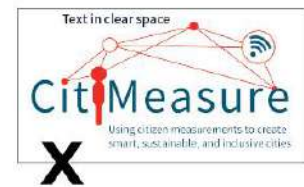
The logo should be used as is and not be modified in any way or circumstance.



DO NOT rotate



DO NOT re-colour any element



DO NOT break the 'clear space'



DO NOT skew or distort



DO NOT scale any element



DO NOT use effects

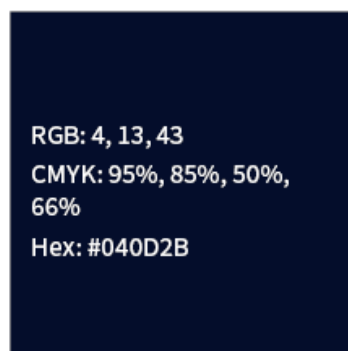
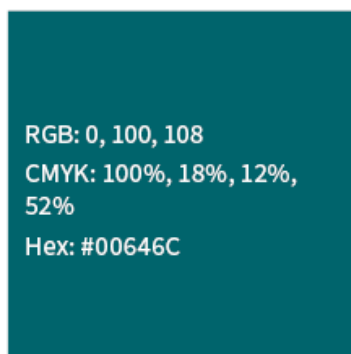


DO NOT use on a background that causes legibility issues.

2.2 COLOUR PALETTE

Colour references are provided in CMYK, RGB and Hex.

Take care to ensure the correct values are used.



2.3 FONTS

Main design font is Source Sans Pro, this will be used for all designed, public audience material, such as printed promotional tools.

For project deliverables, simple documents or data sheets the backup font is Calibri (available on all Microsoft software).

2.3.1 Example on how to use Source Sans Pro for headings and titles

H 1: Source Sans Pro

H 2: SOURCE SANS PRO

Always use Source Sans Pro Regular for body text

2.3.2 Backup font

Calibri Bold
(for titles and headings)

Calibri Regular
(for body text)

Download Source Sans Pro on Adobe Fonts (<https://fonts.adobe.com/fonts/source-sans#fonts-section>). Calibri is automatically installed on all Microsoft Windows software, e.g. Word and Power Point.


2.4 TEMPLATES

Templates with integrated visual identity, like the ones below, are provided for easy use.

2.4.1 Presentations



2.4.2 Deliverables



Using citizen measurements to create smart, sustainable, and inclusive cities

CitiMeasure - using citizen measurements to create smart, sustainable, and inclusive cities

EC Technical Support Instrument Grant Agreement number 101046124


Call: TS1-2021-SMARTCITIES-IBA

Topic: [Citizens participation](#) and green solutions in smart cities


Type of action: TS1-P1G

Deliverable X.X: Title

Delivery Year: 20XX



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DOCUMENT INFORMATION

Project Number	101046124	Acronym	CitiMeasure
Full title	CitiMeasure - using citizen measurements to create smart, sustainable, and inclusive cities		
Project URL	[...]		
EU Project officer	Anastasia Boufou		
Deliverable Number	DXX	Title	XX e.g. A general project description giving a general overview of the project
Work package Number	X	Title	XX e.g. Project management and coordination
Date of delivery	Contractual	Month XX (Month Year e.g. July 2021)	Actual Month XX (Month Year e.g. July 2021)
Dissemination Level	Public		
Authors (Partner)	Eusocieties		
Responsible Author	Name	Email	Email address
Partner	Eusocieties		
Abstract (for dissemination)	Deliverable description		
Keywords	XX e.g. project description, citizen science		

Version Log

Version as date	Author	Partner	Change
XXXX-XX-XX-01	Name	Eusocieties	XX e.g. Initial document creation and intermediary version for internal reviews
XXXX-XX-XX-02	Name	Org Name	XX e.g. Review
XXXX-XX-XX-03	Name	Org Name	XX e.g.
XXXX-XX-XX-04	Mohammad Ghassini	Eusocieties	Final review

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 Document Name e.g. CitiMeasure_D4.3_A general project description (2021) 2 of 6