

E L A B O R A T O R

Deliverable 8.1

Brand identity and guidelines

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Project duration	42 months
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0.4	28/08/2023	Maria Tsirigoti, ICCS	<i>Review</i>
1	28/08/2023	Andréia Lopes Azevedo and Carlotta Inserra, POLIS	<i>Final version</i>

Project Executive Summary

ELABORATOR stands for ‘The European Living Lab on designing sustainable urban mobility towards climate neutral cities’. The EU-funded project uses a holistic approach for planning, designing, implementing and deploying specific innovations and interventions towards safe, inclusive and sustainable urban mobility. These interventions consist of smart enforcement tools, space redesign and dynamic allocation, shared services, and integration of active and green modes of transportation.

They will be specifically co-designed and co-created with identified “vulnerable to exclusion” user groups, local authorities and relevant stakeholders. The interventions will be demonstrated in a number of cities across Europe, starting with six Lighthouse cities and six Follower cities with three principal aims:

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- II. to collect and share rich information sets made of real data, traces from dedicated toolkits, users’ and stakeholders’ opinions among the cities, so as to increase the take up of the innovations via a twinning approach;
- III. to generate detailed guidelines, policies, future roadmap and built capacity for service providers, planning authorities and urban designers for the optimum integration of such inclusive and safe mobility interventions into Sustainable Urban Mobility Plans (SUMP).

ELABORATOR Lighthouse cities

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Social Links:



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For further information please visit www.elaborator-project.eu

Project Partners

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INSTITUTE OF COMMUNICATION AND COMPUTER SYSTEMS	EL	ICCS
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STEFANO BOERI ARCHITETTI SRL	IT	SBA
THINGS SRL	IT	THIN
AGENZIA MOBILITA' AMBIENTE E TERRITORIO SRL	AMAT	AMAT
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ANALYSE & TAL F.M.B.A	DK	A&T
FORUM VIRIUM HELSINKI OY	FI	FVH
TEKNOLOGIAN TUTKIMUSKESKUS VTT OY	FI	VTT
SOCIETE D'ECONOMIE MIXTE ISSY – MEDIA (SEM ISSY MEDIA)	FR	ISSY
COLAS	FR	COLAS
IFP ENERGIES NOUVELLES	FR	IFPEN
URBAN RADAR	FR	URAD

AYUNTAMIENTO DE ZARAGOZA	ES	AYZG
FUNDACION CIRCE CENTRO DE INVESTIGACION DE RECURSOS Y CONSUMOS ENERGETICOS	ES	CIRCE
JOC RENTAL S.L	ES	MYR
ANAPTYXIAKI ETAIREIA DIMOU TRIKKAION ANAPTYXIAKI ANONYMI ETAIREIA OTA	EL	ETRIK
URBANA	EL	URB
LUNDS KOMMUN	SE	LUND
LINKOPINGS UNIVERSITET	SE	LIU
SENSATIVE AB	SE	SENS
STATUTARNI MESTO LIBEREC	CZ	LIBER
CESKE VYSOKE UCENI TECHNICKE V PRAZE	CZ	CVUT
MESTNA OBCINA VELENJE	SI	MOV
AV LIVING LAB, D.O.O.	SI	AVLL
INTERNET INSTITUTE, COMMUNICATIONS SOLUTIONS AND CONSULTING LTD	SI	ININ
GRAD SPLIT	HR	SPLIT
SVEUCILISTE U ZAGREBU FAKULTET PROMETNIH ZNANOSTI	HR	FPZ
CITY ADMINISTRATION OF THE CITY OF KRUSEVAC	RS	KRUS
MUNICIPALITY OF IOANNINA	EL	IOANN
PLATOMO GMBH	DE	PLAT

List of abbreviations and acronyms

Acronym	Meaning
ASAP	As Soon As Possible
B2B	Business-to-business
B2C	Business-to-Consumer
EC	European Commission
GA	Grant Agreement
KoM	Kick-off Meeting
KPI	Key Performance Indicator
WP	Work Package
MS	Milestone

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Deliverable executive summary

The '*Brand identity and guidelines*' document defines the branding of ELABORATOR, including the logo, colour palette, templates, and how to use them and other graphic elements to maintain a consistent image of the project. The logo, colours, templates and guidelines are to be used by all ELABORATOR partners for all project outputs, documents, deliverables and social media communications. The content presented in this deliverable is the first activity and part of the tools for communication, dissemination and outreach. It is a reference document for all project partners, and it will be complemented by the *D8.2 Dissemination and communication strategy, plan and tools* document.

The guidelines and templates can be updated as the project progresses and if any adjustments are deemed necessary.

1 ELABORATOR visual identity

Visual identities are a set of graphic elements representing a name, an idea, a product, a company, institution or service. A project visual identity is essential to create a recognisable visual brand and to strengthen the project's message. It should translate the key principles followed by the project and have appealing elements to catch the attention of different stakeholders. In an ever more digitalised world, this becomes even more relevant, as there is always too much diverse information available at all times. A consistent choice of logo and colours will allow the audience to recognise and connect more easily with the project work and outcomes.

ELABORATOR's visual identity was created from the logo concepts the project partner THINGS developed. Their concepts departed from the already conceptually strong project name and keywords that constitute the project's objectives.

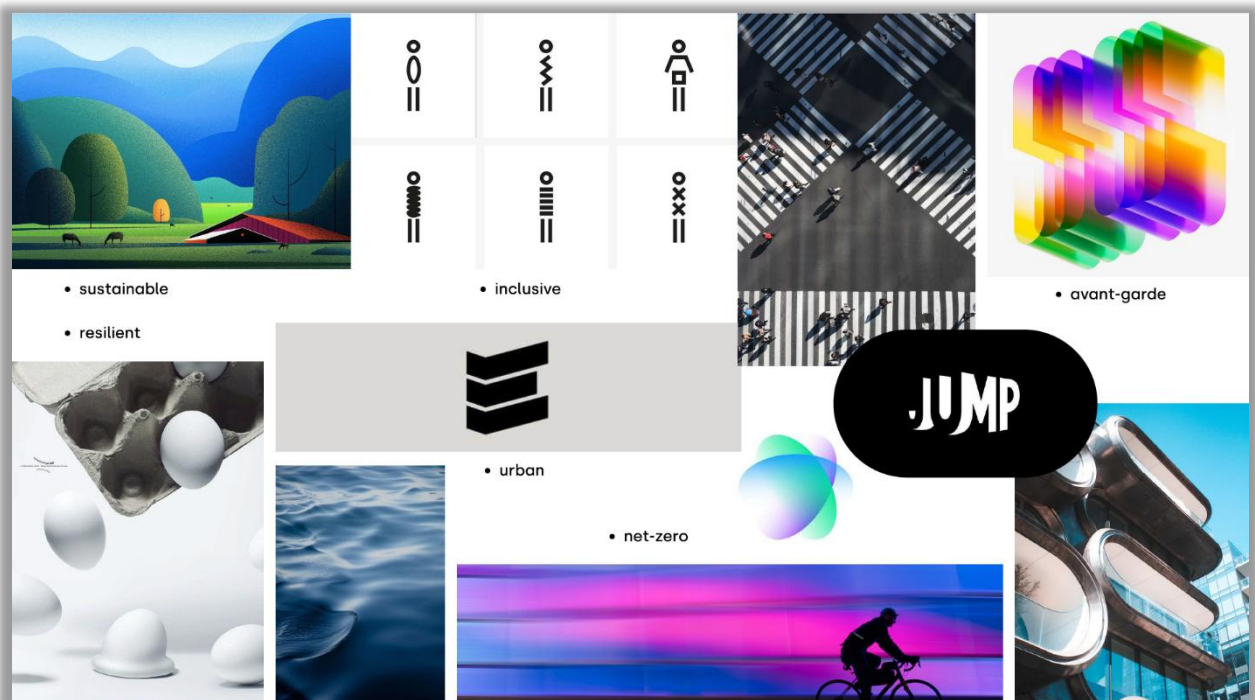


Figure 1 – ELABORATOR's logo concepts, keywords and reference images

Five logo variations were developed based on three different concepts:

- Concept of Connectivity & Unity
- Concept of Urban Context – Spatial Aspect
- Concept of Fluidity, Flexibility & Dynamism

The logo variations :

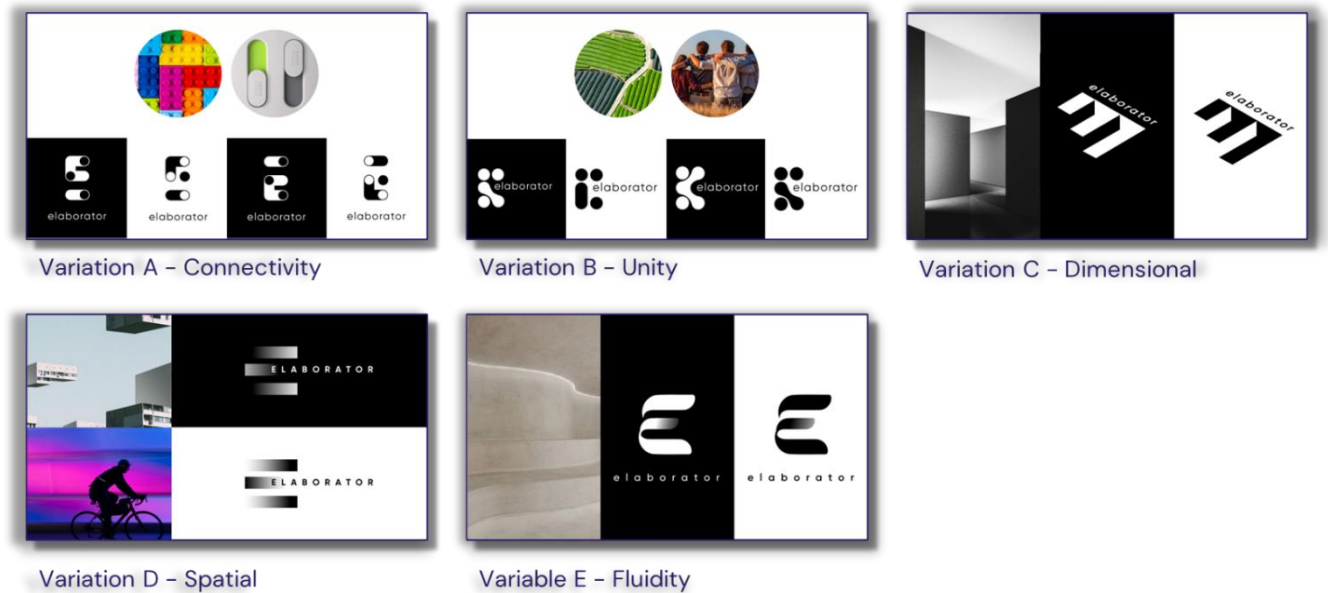


Figure 2 – ELABORATOR's five initial logo variations

The logo concepts and the five variations were shared with the partners, and online voting was set up to choose the final logo. After the voting period, the selected variation was **Variation D – Spatial**.

1.1 ELABORATOR final logo

With the voting, the whole consortium could agree on which logo would represent the project best. The selected Variation D – Spatial was then further developed into ELABORATOR's final logo.

According to THINGS:

"The selection of gradient colours is an important aspect that represents the integration of nature, water, and urban elements within the cityscape.

It aims to create visually engaging environments that foster a strong connection between humans and their surroundings while promoting sustainability and resilience."

The logo has the primary coloured variant and the black and white version. The logo is to be used on all DISCO communication and dissemination materials and must not be altered in any way.

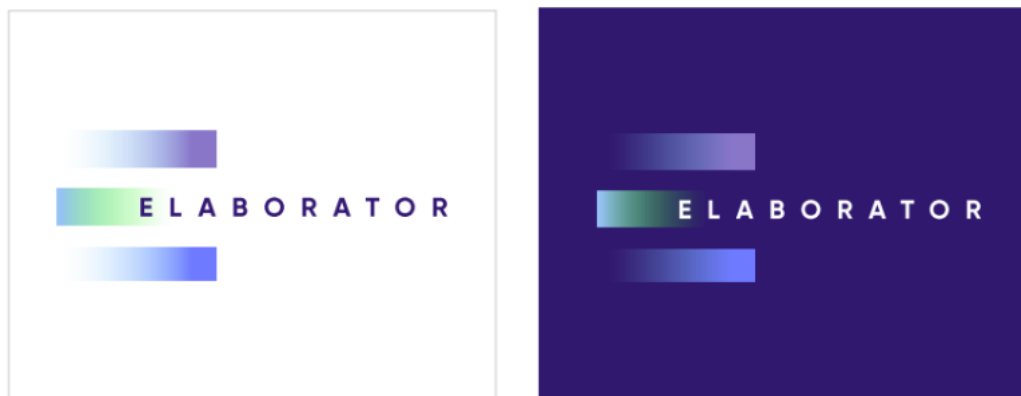


Figure 3 – Primary RGB logos on white and dark background.

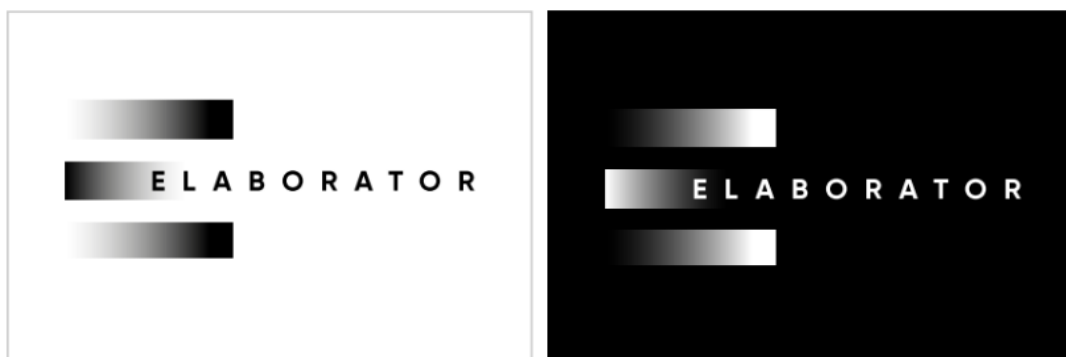


Figure 4 – Back up black and white logos on white and black background.

The proper way of applying the logo and other helpful information, such as the logo file formats, will be explained later in the [ELABORATOR Brand Guidelines](#) document.

1.2 ELABORATOR colour palette

ELABORATOR's colours were also chosen based on the logo variation and concept. It has a harmonious combination and refers to the project's goals related to the urban environment, sustainability and climate neutrality.

The palette also allows for colour-rich reports, publications and digital elements. Project partners should use only the colours presented here.

	RGB	HEX	CMYK
	133/120/195	#8578C3	56, 52, 00, 00
	211/227/255	#D3E3FF	20, 06, 00, 00
	101/125/245	#657DF5	72, 55, 00, 00
	47/27/109	#2f1b6d	97, 100, 00, 18
	150/194/239	#96C2EF	45, 14, 00, 00
	176/237/186	#BOEDBA	40, 00, 50, 00
	256/256/256	#ffffff	0, 0, 0, 0
	100, 100, 100	#000000	0, 0, 0, 100

Figure 5 – ELABORATOR's colour palette

Further information on the use of the colour palette is presented later in the document in the [ELABORATOR Brand Guidelines](#).

1.3 Project funding and requirements

1.3.1 EU funding acknowledgment

ELABORATOR is funded under the Horizon Europe programme, and as such, all dissemination and communication materials must display the EU emblem and funding statement. There are two versions, which are shown below.



Figure 6 – Positive version of EU funding statement for use on light backgrounds



Figure 7 – Negative version of EU funding statement for use on dark backgrounds

To view the full EU Grant Disclaimer usage guidelines click [here](#). The official EU-funded logos are also available in the project SharePoint. The disclaimer text should also be indicated on all print and digital material where appropriate.

Disclaimer

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1.3.2 CIVITAS and EU Missions disclaimer

ELABORATOR is also part of the CIVITAS Initiative and contributes to the goals of the EU Missions: Climate-Neutral and Smart Cities. Therefore, all dissemination and communication materials should have both the CIVITAS and EU MISSIONS logo with the statement shown below.



ELABORATOR contributes to achieving the aims of the CIVITAS Initiative and the goals of the EU Mission: Climate-Neutral and Smart Cities.

Figure 8 – Illustration of how to display CIVITAS and EU Mission logos and disclaimer.

Further information on the project funding and requirements is presented later in the document in the [ELABORATOR Brand Guidelines](#).

2 ELABORATOR's templates

Templates were created to ensure that documents, deliverables and presentations from ELABORATOR all follow the project identity. They are also set up to facilitate their use by partners.

They are available through the project shared drive so that all partners may access them. The templates must always be used to ensure consistency in the document repository and for internal and external presentations.

As the project progresses, templates can be updated and adjusted as needs arise. If additional templates are needed, they can be created.

ELABORATOR has templates for:

- Deliverables (Word file template)
- Presence lists (Word file template)
- Meeting minutes (Word file template)
- Meeting agenda (Word file template)
- Presentation (PowerPoint file template)

The templates are presented in [Annex](#) to **Error! Reference source not found.**

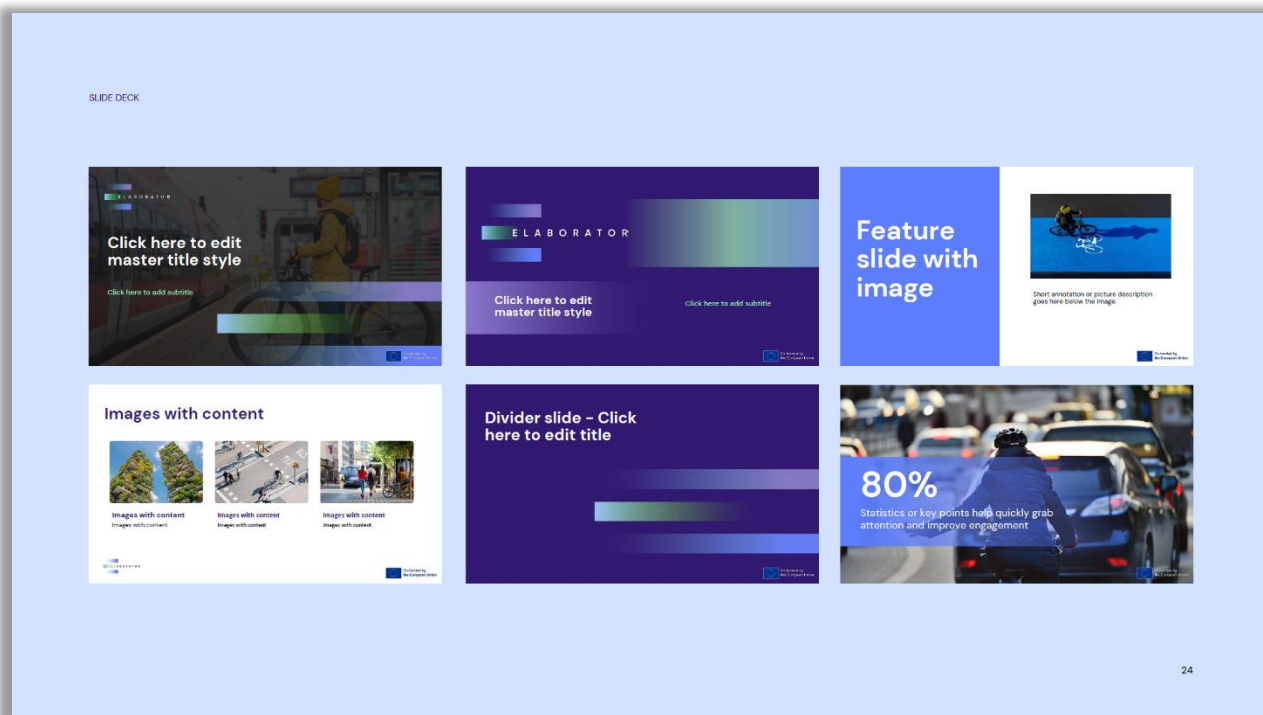


Figure 9 – ELABORATOR presentation template

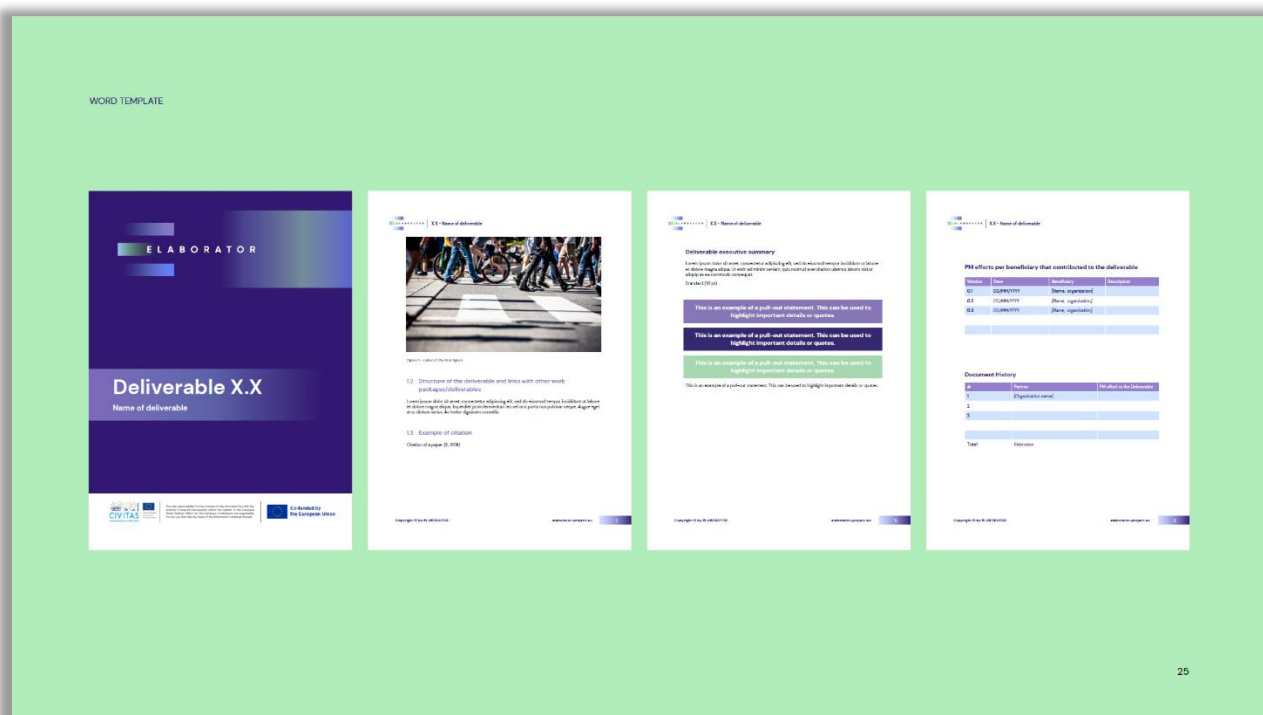


Figure 10 – ELABORATOR deliverable template

3 ELABORATOR landing page and social media

The ELABORATOR landing page is currently live at <https://www.elaborator-project.eu/>. As the rest of the website is undergoing construction, the landing page is the main page visitors see when first accessing the website. It is meant to portray the project at a glance, featuring catchy writing and visually appealing content to get visitors interested in learning more. Once the website is complete, the landing page will serve as the central hub to redirect to relevant pages featuring additional information on all things ELABORATOR.

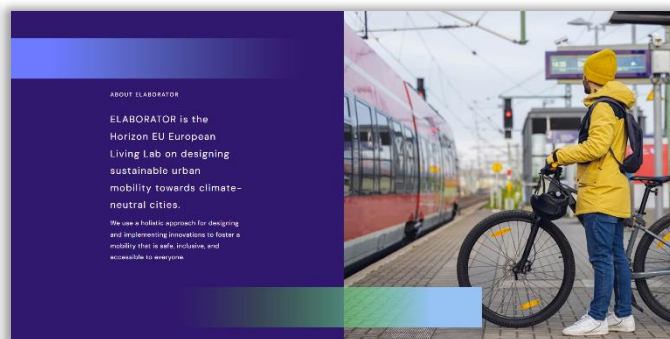
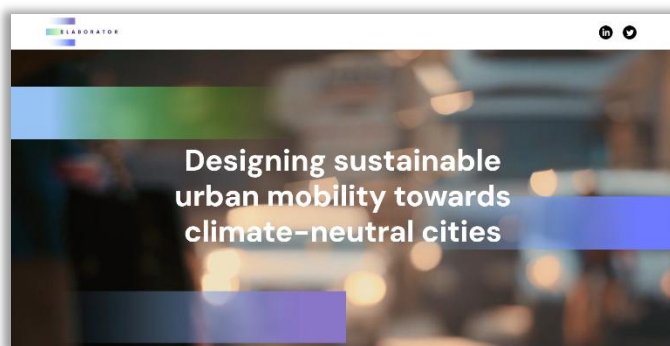


Figure 11 – ELABORATOR landing page: hero section (left) and about section (right)

ELABORATOR social media accounts have been opened for the X/Twitter and LinkedIn platforms and can be found at the following links:

- X/Twitter: [@ELABORATOR_EU](#)
- LinkedIn: [ELABORATOR project](#)

The role of each platform is to disseminate key news and events from the project in an accessible, catchy, yet still informative way to reach our target audiences. Once the website is officially live, social media will be central to redirecting audiences to the website, driving traffic to the web platform where more detailed information can be gained about the project.

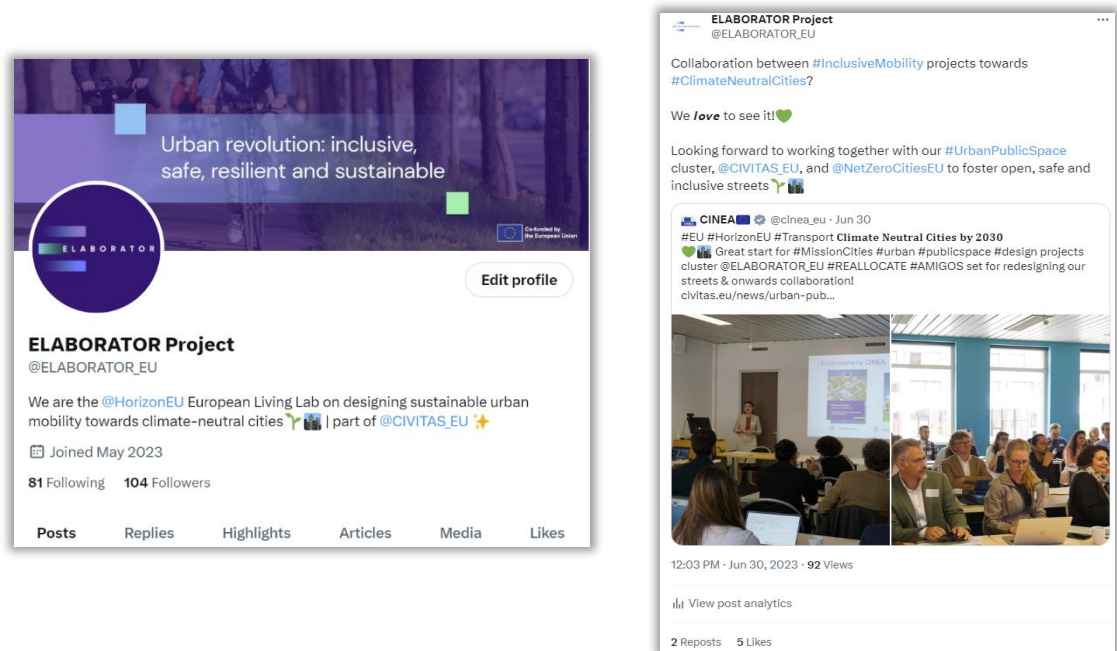


Figure 12 – ELABORATOR's X/Twitter profile (left) and example tweet from ELABORATOR X/Twitter account (right)

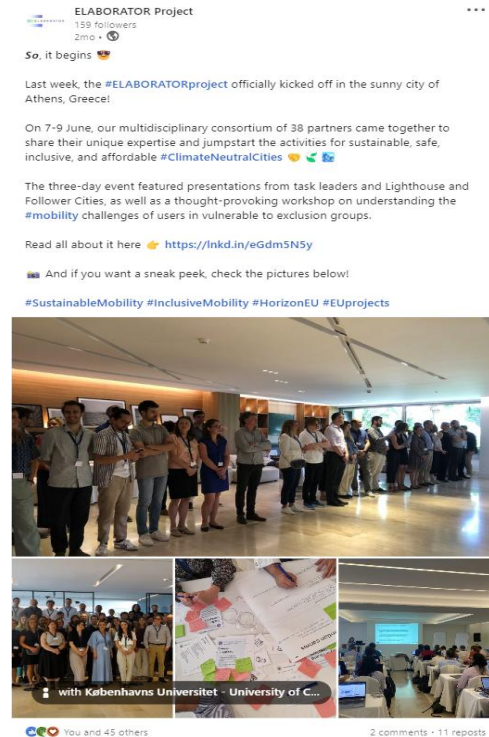


Figure 13 – ELABORATOR LinkedIn profile banner (left) and example post from ELABORATOR LinkedIn account (right)

4 ELABORATOR Brand Guidelines

The *ELABORATOR Brand Guidelines* is a detailed document explaining how to apply and use all the elements of the project's visual identity.

The document explains the use of the funding disclaimer, the different logo variants, the types of file formats, what to avoid, typography, the use of the colour palette, gradient usage, photographs and various examples of the brand in use.

It is an easy-to-use guide that all partners should check and have as a reference throughout the project. The [ELABORATOR Brand Guidelines](#) is an independent pdf file and is presented here in [Error! Reference source not found.](#)

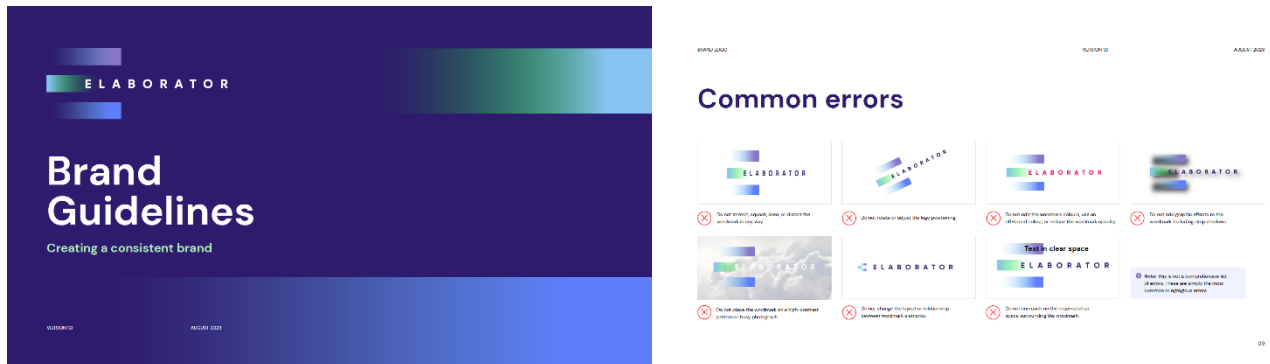


Figure 12 – ELABORATOR Brand Guidelines example

5 Conclusion

This deliverable presents the first step in the efforts to disseminate and communicate ELABORATOR as part of the work planned under WP8. The logo, colours, guidelines, templates and examples illustrated throughout the document are part of the tools the project will use to reach its target stakeholders and a larger audience and create a consistent and recognisable image. As a European-level project that will act in many different cities and countries, having this strong image and brand will support the project goals and message.

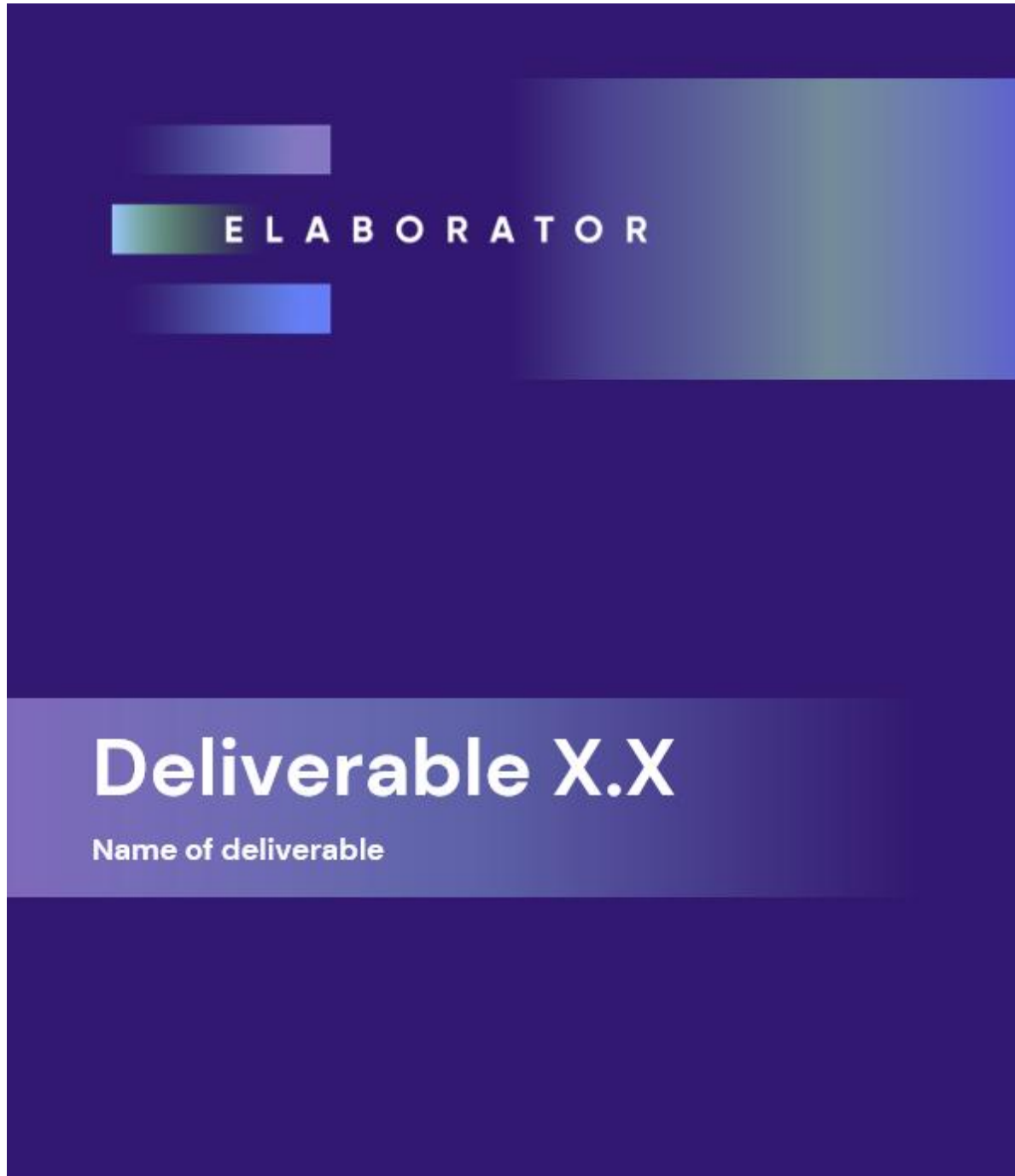
All partners have access to the tools presented here in all the formats needed (e.g. .png, .jpg, .pdf, .dotx), and are encouraged to use them as instructed. The ELABORATOR Brand Guidelines document

presented here is meant to be an easy-to-use guide for all the other elements, thus allowing ELABORATOR brand consistency to become a natural process during the project work.

The document should be a reference for all project partners and used in combination *with D8.2 Dissemination and communication strategy, plan and tools*, due on M6. Updates and adjustments are foreseen and expected as the project progresses and will be recorded and reported accordingly.

6 Annexes

6.1 Annex I – Deliverable Template



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FUNDACION CIRCE CENTRO DE INVESTIGACION DE RECURSOS Y CONSUMOS ENERGETICOS	ES	CIRCE
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URBANA	EL	URB
LUNDS KOMMUN	SE	LUND
LINKOPINGS UNIVERSITET	SE	LIU
SENSATIVE AB	SE	SENS
STATUTARNI MESTO LIBEREC	CZ	LIBER
CESKE VYSOKE UCENI TECHNICKE V PRAZE	CZ	CVUT
MESTNA OBCINA VELENJE	SI	MOV
AV LIVING LAB, D.O.O.	SI	AVLL
INTERNET INSTITUTE, COMMUNICATIONS SOLUTIONS AND CONSULTING LTD	SI	ININ
GRAD SPLIT	HR	SPLIT
SVEUCILISTE U ZAGREBU FAKULTET PROMETNIH ZNANOSTI	HR	FPZ
CITY ADMINISTRATION OF THE CITY OF KRUSEVAC	RS	KRUS
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Deliverable executive summary

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This is an example of a pull-out statement. This can be used to highlight important details or quotes.



1 Header one

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- Sed arcu non odio euismod lacinia. Massa enim nec dui nunc mattis.
- Nunc pulvinar sapien et ligula ullamcorper malesuada proin libero nunc.
- Dictum fusce ut placerat orci nulla pellentesque. Suspendisse faucibus interdum posuere lorem ipsum.
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1.1.1.1 Header 4

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Figure 1 – Label of the first figure

1.2 Structure of the deliverable and links with other work packages/deliverables

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Imperdiet proin fermentum leo vel orci porta non pulvinar neque. Augue eget arcu dictum varius. Ac tortor dignissim convallis.

1.3 Example of citation

Citation of a paper (X, 2018)



2 Header 1 (18 pt)

2.1 Header 2 (14 pt)

2.1.1 Header 3 (12 pt)

2.1.1.1 Header 4 (12 pt)

2.1.1.1.1 Header 5 (10 pt)

Standard (10 pt)

Emphasis

Intense emphasis

List style examples

Bullet list style example

- Bullet
- Bullet
- Bullet

2.2 Numbered list style example

1. Numbered list
2. Numbered list



Table Column title
Table Column body

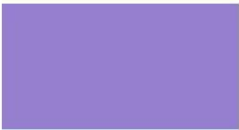



Table Column body

Table 1 – Label of the first table

Below is an alternate table example taken from the 'Table Design' tab, all the preset tables' use the brand colours so any can be used.

Table 2: insert new table

For tables and graphs pick colours and related shades included in the palette of the theme.

	RGB	HEX
	133/120/195	#8578C3
	211/227/255	#D3E3FF
	101/125/245	#657DF5
	47/27/109	#2f1b6d



150/194/239

#96C2EF

176/237/186

#BOEDBA

3 Conclusions

Donec sociis scelerisque nec neque curae; class. Tincidunt ultrices eget purus cum nunc sagittis. Bibendum curae; ligula nullam ullamcorper sapien tempus mauris fames sollicitudin, turpis proin tempus. Feugiat potenti odio egestas pulvinar etiam aliquet Lacinia luctus mauris turpis nunc. Suspendisse non aliquam Eros cum, senectus primis convallis egestas commodo quis eleifend non turpis adipiscing elementum elementum sollicitudin sed dui tristique, tempor aptent sapien ridiculus ad maecenas.

Mollis quisque velit penatibus nostra interdum sed penatibus tempus interdum dictum proin. Senectus leo nisi class nunc aliquam. Varius sagittis pellentesque fusce sapien et vestibulum hac commodo taciti luctus consectetur bibendum nostra a pede. Varius varius tellus nostra curae; Ante, curabitur pulvinar. Tortor morbi convallis, neque curae; taciti felis vulputate et. Cras. Fermentum, placerat maecenas nonummy curae;, interdum sit auctor aenean aenean varius quis

Donec sociis scelerisque nec neque curae; class. Tincidunt ultrices eget purus cum nunc sagittis. Bibendum curae; ligula nullam ullamcorper sapien tempus mauris fames sollicitudin, turpis proin tempus. Feugiat potenti odio egestas pulvinar etiam aliquet Lacinia luctus mauris turpis nunc. Suspendisse non aliquam Eros cum, senectus primis convallis egestas commodo quis eleifend non turpis adipiscing elementum elementum sollicitudin sed dui tristique, tempor aptent sapien ridiculus ad maecenas.

4 References

1. Author (2000). Title. etc.
2. Author (2000). Title. etc.
3. Author (2000). Title. Etc

For each reference, please choose the appropriate referencing style.

Journal

Author (Year). Title. Journal, Volume(Issue), (pp. page#–page#).

Book

Author (Year). Title (Edition). City: Publisher.

Book section

Author (Year). Title. In Editor name (Ed.), Book Title (Edition, pp. page#–page#). City: Publisher.

Conference paper

Author (Year). Title. Paper presented at the Conference Name, Conference Location. Retrieved from URL.

Web page

Author (Year). Title. Retrieved on Date from URL.

General

Author (Year). Title. In Secondary Author (Ed.), Secondary Title (Edition, pp. page#–page#). City: Publisher.

5 Annex

Donec sociis scelerisque nec neque curae; class. Tincidunt ultrices eget purus cum nunc sagittis. Bibendum curae; ligula nullam ullamcorper sapien tempus mauris fames sollicitudin, turpis proin tempus. Feugiat potenti odio egestas pulvinar etiam aliquet Lacinia luctus mauris turpis nunc. Suspendisse non aliquam Eros cum, senectus primis convallis egestas commodo quis eleifend non turpis adipiscing elementum elementum sollicitudin sed duis tristique, tempor aptent sapien ridiculus ad maecenas.



Mollis quisque velit penatibus nostra interdum sed penatibus tempus interdum dictum proin. Senectus leo nisi class nunc aliquam. Varius sagittis pellentesque fusce sapien et vestibulum hac commodo taciti luctus consectetur bibendum nostra a pede. Varius varius tellus nostra curae; Ante, curabitur pulvinar. Tortor morbi convallis, neque curae; taciti felis vulputate et. Cras. Fermentum, placerat maecenas nonummy curae;, interdum sit auctor aenean aenean varius quis

Donec sociis scelerisque nec neque curae; class. Tincidunt ultrices eget purus cum nunc sagittis. Bibendum curae; ligula nullam ullamcorper sapien tempus mauris fames sollicitudin, turpis proin tempus. Feugiat potenti odio egestas pulvinar etiam aliquet Lacinia luctus mauris turpis nunc. Suspendisse non aliquam Eros cum, senectus primis convallis egestas commodo quis eleifend non turpis adipiscing elementum elementum sollicitudin sed duis tristique, tempor aptent sapien ridiculus ad maecenas.



6.2 Annex II – Presence List Template

Name of meeting		XX/XX/XX	
First Name	Last Name	Organisation	Signature



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6.3 Annex III – Meeting Minutes Template



XXXXXXXX (meeting name)



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Meeting Name

DD Month YYYY, Location (*place or online*)

Agenda (*draft/final*)

(insert meeting details – internal/external, exact duration (days, time), exact location and link, and other necessary info)

DD Month YYYY		
Timing	Topic/Presentation	Presenter
XX:XX – XX:XX		

DD Month YYYY (2 nd day)		
Timing	Topic/Presentation	Presenter
XX:XX – XX:XX		

6.4 Annex IV – Meeting Agenda Template



XXXXXXXX (meeting name)


Co-funded by
the European Union

Meeting Name

DD Month YYYY, Location (*place or online*)

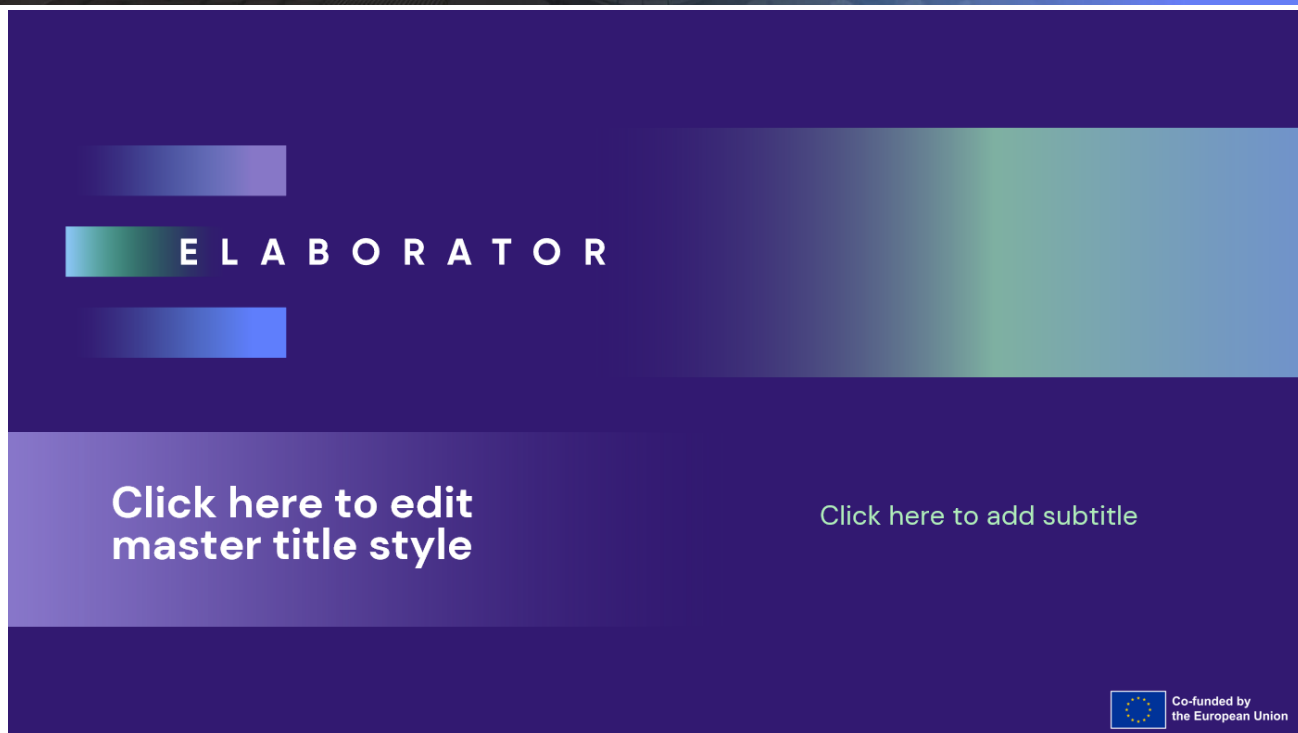
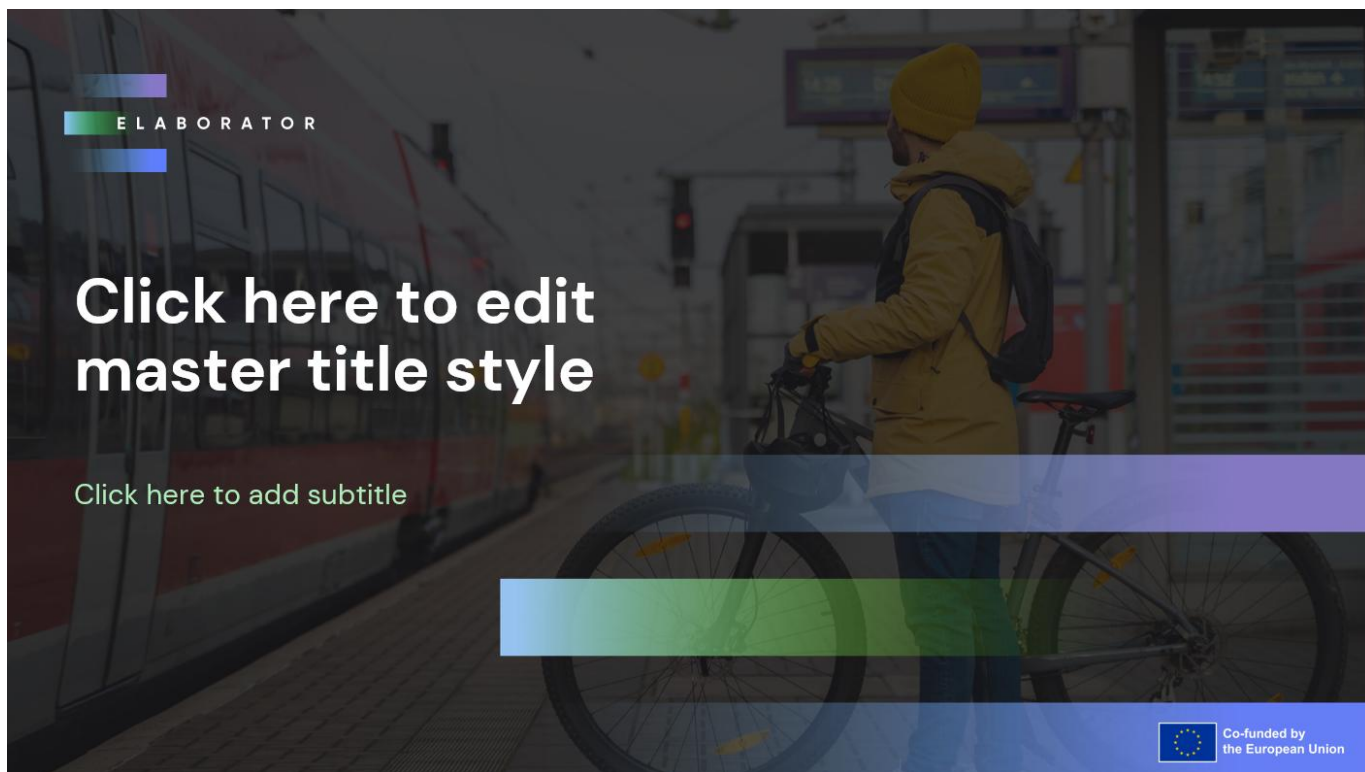
Agenda (*draft/final*)


(insert meeting details – internal/external, exact duration (days, time), exact location and link, and other necessary info)

DD Month YYYY		
Timing	Topic/Presentation	Presenter
XX:XX – XX:XX		

DD Month YYYY (2 nd day)		
Timing	Topic/Presentation	Presenter
XX:XX – XX:XX		

6.5 Annex V – Presentation Template






Click here to edit master title style

Click here to add subtitle

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Divider slide – Click here to edit title



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General slide

- Bullet List level 1
 - Level 2
 - Level 3
 - Level 4
 - » Level 5

Blank slide

- Bullet List level 1
 - Level 2
 - Level 3
 - Level 4
 - » Level 5

Blank slide

- Bullet List level 1
 - Level 2
 - Level 3
 - Level 4
 - » Level 5

Centered feature slide

Content goes here

Feature slide

- Bulletpoints 1
 - Bulletpoints 2
 - Bulletpoints 3
 - Bulletpoints 4

Images with content



Images with content
Images with content



Images with content
Images with content



Images with content
Images with content

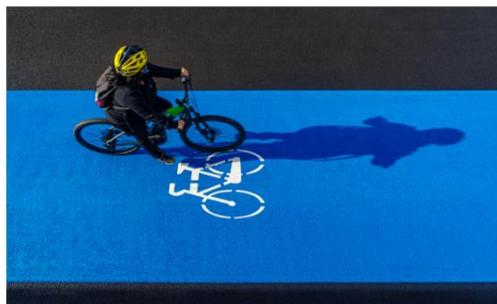


80%

Statistics or key points help quickly grab attention and improve engagement



Feature slide with image



Short annotation or picture description goes here below the image.



Feature slide with image



Short annotation or picture description goes here below the image.

Three panels

Pull out box

Statistics or key points help quickly grab attention and improve engagement

Pull out box

Statistics or key points help quickly grab attention and improve engagement

Pull out box

Statistics or key points help quickly grab attention and improve engagement



Thank you

Name:

Organization:

Contact details:



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Thank you

Name:

Organization:

Contact details:



ELABORATOR contributes to achieving the aim of CIVITAS initiatives and the goals of the EU Mission: Climate-Neutral and Smart Cities



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