

Integrated and Replicable Solutions for Co-Creation in Sustainable Cities

Project Acronym:	IRIS
Project Full Name:	Integrated and Replicable Solutions for Co-Creation in Sustainable Cities
Grant Agreement:	No 774199
Project Duration:	5 years (starting 1 st October 2017)

Deliverable 10.2

Corporate identity and design guide

Work Package:	WP 10: Communication and Dissemination			
Task:	T10.1 Communication and Dissemination Plan and Secretariat			
Lead Beneficiary:	ESCI			
Due Date:	31 December 2017 (M3)			
Submission Date:	22 December 2017 (M3)			
Deliverable Status:	Final			
Deliverable Style:	R			
Dissemination Level:	PU			
File Name:	D10.2 Corporate identity and design guide.pdf			



This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 774199



Authors

Surname	First Name	Beneficiary
Walker-Love	Alec	ESCI

In case you want any additional information or you want to consult with the authors of this document, please send your inquiries to: <u>irissmartcities@gmail.com</u>.

Reviewers

Surname	First Name	Beneficiary
Tryferidis	Athanasios	CERTH

Version History

Version	Date	Modifications made by
0.1	15/12/2017	First draft version
0.2	18/12/2017	Quality Review
1.0	22/12/2017	Submitted to EC

Disclaimer

This document reflects only the author's view. Responsibility for the information and views expressed therein lies entirely with the authors. The Innovation and Networks Executive Agency (INEA) and the European Commission are not responsible for any use that may be made of the information it contains.



Executive Summary

The present document is the deliverable "D10.2 – Corporate identity and design guide" of the IRIS project (Grant Agreement No. 774199), funded by the European Commission's Horizon 2020 Research and Innovation Program (H2020), and presents the visual identity and elements of the project developed in the first three months.

An attractive and consistent visual identity for IRIS will facilitate meeting communication and dissemination objectives and reflect project values and goals. This includes logos, info graphics and standard templates such as PowerPoint presentations, Word report styles and letterheads. It also advises the consortium on correct acknowledgements of EU funding and EU flag.

Elements presented in this deliverable are basis for all further visuals of the project and govern future communications and dissemination collateral in print and online. Notable expected additions include two postcard flyers, an A1 poster and locally branded content in lighthouse and follower cities as their communication and dissemination needs dictate.



Table of Contents

Exe	cutive Summary3
Tab	le of Contents4
1.	Introduction
1.1.	Relation to other tasks and deliverables6
1.2.	Deliverable Structure
2.	The IRIS visual identity7
2.1.	IRIS project logo7
2.2.	IRIS city ecosystem logos7
2.3.	PowerPoint [®] templates9
2.4.	Word® Documents11
2.5.	IRISsmartcities.eu12
2.6.	Social media13
2.7.	Additional graphic developments15
3.	Visual identity management and guidance16
4.	European Funding17
4.1.	European funding acknowledgements17
5.	Conclusions
Ann	ex 1 – Design Guide



List of Figures

Figure 1 Project Logo full acronym	7
Figure 2 Project Logo concise	7
Figure 3 Project city ecosystem logos – lighthouse cities	7
Figure 4 Project city ecosystem logos – follower cities	8
Figure 5 Example of city colour inspiration	8
Figure 6 IRIS Smart Cities project presentation	
Figure 7 IRIS city ecosystem presentations	.10
Figure 8 IRIS deliverable template	.11
Figure 8 IRISsmartcities.eu	
Figure 9 IRIS twitter account	.13
Figure 10 IRIS social media banner	
Figure 11 IRIS LinkedIn page	
Figure 12 Map of IRIS lighthouse and follower cities	.16
Figure 13 EU funding acknowledgement for print and visual materials	
Figure 14 EU funding acknowledgement for scientific and technical papers	.17

Abbreviations and Acronyms (in alphabetical order)

Abbreviation	Definition
EU	European Union
WP	Work Package



1. Introduction

This deliverable constitutes a description of the IRIS corporate identity design and guide. IRIS activities and demonstrated results are expected to influence citizens and policy and decision makers at local, national and European level to adopt a positive attitude towards the proposed smart-city solutions and technologies.

A strong and dynamic visual identity is important in many ways and spheres. Notably:

Professionally, to:

- Provide an easily identifiable and attractive design to facilitate dialogue and recognition with key stakeholders and influencers
- Give a brand platform for improved market knowledge of IRIS smart city solutions to support replication and take up – possibly including continued commercial development, exploitation and investment well beyond the lifetime of the project
- Enhance exploitation potential for IRIS research, business models and innovations
- Support collaboration activities with relevant projects and initiatives at a local, nation and European or international level

Publicly, to

- Support local initiatives and engagement particularly at demonstration site and interventions
- Develop an identifier of investment, change and progress for local stakeholders, citizens and residents to be proud of
- Give a visual identity for lighthouse and follower cities to use as appropriate in their local communications

1.1. Relation to other tasks and deliverables

This deliverable is part of the WP10 "Communication and Dissemination" and the Task "T10.1 Communication and Dissemination Plan and Secretariat" and is not directly dependent on any other deliverable.

1.2. Deliverable Structure

This document is organized in the following sections:

- **Section 1 Introduction**: expectations and implications of IRIS visual identity.
- Section 2 The IRIS visual identity: an overview of the visual identity and its various forms and uses
- Section 3 IRIS branding references: management, guidance and European funding references
- Section 4 Conclusions: plotting a course for continued success



2. The IRIS visual identity

2.1. IRIS project logo

The project logo is available with a full or concise acronym in both vertical and horizontal formats. It is imagined the project lead with the concise logo for professional and public audiences and full acronym for internal and reporting documents. This is designed to give a more accessible and understandable immediate perception of the project and its aims.





Figure 2 Project Logo concise

2.2. IRIS city ecosystem logos

The authenticity and effectiveness of local communications and dissemination – delivered locally – are at the heart of IRIS and encapsulated by the provision of a logo for each city 'ecosystem'. That is all partners connected to the city. It is designed to increase local appropriation and pride in the project and strengthen regional and national impact. They are available in vertical and horizontal formats.

Colour ways are inspired by the colours of each city to accent local pride and attachment; yet gently softened to create a harmonious colour palette.



Figure 3 Project city ecosystem logos – lighthouse cities

GA #774199





Figure 4 Project city ecosystem logos – follower cities



Figure 5 Example of city colour inspiration



2.3. PowerPoint[®] templates

This is an essential support for sharing information relative to the project. These are designed for use in a range of possible scenarios - from innovation launches to academic conferences and project meetings. They follow the same visual logic as the project and city ecosystem logos. A variety of formats and layouts are provided in the Master Slides and acknowledgement of European funding embedded in the slides.



Figure 6 IRIS Smart Cities project presentation



GA #774199



Figure 7 IRIS city ecosystem presentations





2.4. Word[®] Documents

Microsoft Word[®] is a primary tool for documenting and sharing information from the IRIS project. It is essential then that the graphic universe and IRIS visual identity extends to this format as well. Primary in this is the completion of project deliverables, shown in figure 8.

18	IRIS Irray-thead and Phasician for Co-Orandon in South		A utili ona Surname Trefantila karni da Visi Bani ava Rief vietnie na Surname Pala	Pro Name Orionasias Div comeris Orac Pro Name Muriel	BanaRclary GRTH GRTH ESO BanaRclary UTR	enal sofree Guardichter, Gandichter, Labricerectorunteran au enal sofree Castuforeston
Polass Accomyne Polass Daf Namos Grans Agraemans Polass Dunskin: Filmst Veen VorkPackage Tails Laad Banktany Dak Package Tails Cau Dava: Sabminian Dava Dah washa Segue	Integrad and Bolitable Solutions for GeGreation in Integrad and Bolitable Solutions for GeGreation in Season an onig (** Oediae 3011) Deliverable 10.3 relion of Website and Key social media cha We for Generalization and Bissovier ken Til 64 (cen of Website) and Bissovier ken Til 64 (cen of Website) and Bissovier ken GRTh Si General 2017 (kil) Si General 2017 (kil) Si General 2017 (kil) Si General 2017 (kil)		Verskod Host Version 41 43 43 43 14	00/7 00/0 12/10/0017 32/10/0017 32/10/0017 31/10/0017	lapdared versio available online Final version fo	an booled on bero veibline version In booled on Hran public version of the veibbine
	Rid (2) (14.3) Finar tandan de finalatine, and jeury activ yr Acture gaerhaar new dwad tanding trans r Na Dura pasin Lindon 3 kantoa lan grag sar under ganer sgeweren na TTP (36		tias		Olszav hofan lava	11 (Public Pige 2 & 25 Co #1741 30
Agara 3 Wabip as Agara 5 Wabina Is Agara 4 Wabina Is Agara 6 His Garra Agara 6 His Maa, 1 Agara 6 His Maa, 1 Agara 6 His Caras Agara 1 His Agara Agara 6 His Agara Agara 6 His Agara Agara 6 His Agara	war ine grif	2 2 2 2 2 2 2 3 3 3 3 3 3 3 3 3 3 3 3 3	This dailysamble a read to a so route dapt the clines, and the uppertur- router the state of the rearwar, the tur related as bahdid of the offse a geolgar and she a geolgar and she a geolgar and she atte a so route geolds us as bard the she tur geolgar and she atte a so route geolgar and she geolgar and she atte a so route geolga at the tur other tur geolga at the tur other tur geolga at the tur other tur geolga at the	It i a' the grajeer. In functionalities. It ge developments of d in this version of d an this version of data and entrance. Argroups and gubbi revention than the grajeerism. It vy, the consortium of an the grajeerism. It will be above and an table and another calores and reasons.	prion of the 1855 web the size is no present unthermone, the curr of decursor of the curr of the docursor rela- tion of the docursor rela- tion of the channels can decide for the do- but head for the do- but head for the size of the of a contraction of the channels of the documents of the size of the size of the size of the or contraction of the size of the or contraction of the size of the size of the of the size of the or contraction of the size of the siz	lse>peared robe rhe baab har rhe cooperanton gantrartana. Moneover, rheir comenrativa ar consamture revenders and no bridge rhe gap
Abbravistian Cu WP Od 5 MT 5 KCT	Centralan Urangaan Uran Wash 5:33 ga Canrant Nis nagar an Sviraar Banavahia Cinneg vi Garkas Infartvarian Canro unicarian Tachnalagy		The areas I object - Days bidd - Cana re- - Days bidd - Cana re- - Days bidd - Cana re- - and bitm - Cana re- - and bitm - Cana re- - and bitm - Cana re- - Cana	two of the current	docurventrom be brie well-focused distant & of avariants and a calibra-sailabra for a or- good antine road to a special state instants and antiberative distant is call and related to an advantage and distance related and advantage and advantage and distance related and advantage and distance related and advantage and distance and dist	who addesseed by the hall-onling poless 1 mandman and conversions and on covering sacial summlined engregeware. In 1985 scrivities and ear-lacial theory converse takes and converse coverse and the region means than and converse tools and the region polese and scrivities tools read and the region of the and the region of the region of the and the region of the region of the analysis and the table. Thus, if the organized of the additionable.

Figure 8 IRIS deliverable template



A standard format of fonts, referencing, tables, headers and footers are embedded in the word file, giving users the possibility to easily produce complementary documents, such as meeting agendas or minutes.

2.5. IRISsmartcities.eu

The project website applies and echo's the same visual identity – completing the coherence and improving the impact of the IRIS 'brand' whether on or offline.



Figure 9 IRISsmartcities.eu

The visual identity is adopted throughout the website and further detailed in 'D10.3 First version of website and key social media channels'.



2.6. Social media

From month one of the project, IRIS has been very active on social media and values the huge potential reach it gives to both professional and public audiences. Here, the visual identity continues to use all the key identifiers and logos but also introduces some more informal visuals to reflect the nature and use of this media.





Figure 10 IRIS twitter account



A social media banner in suitable dimensions for twitter, YouTube, LinkedIn and Facebook is the lead graphic. It accentuates some of the key themes and geographical reference points of the project to bring the headline banners to life. To keep things fresh, IRIS will review these periodically and also consider developing banners especially for a headline event or activity.



Figure 11 IRIS social media banner



IRIS	IRIS Smart Cities Civic & Social Organization - Utreche, Randstad Manage page See jobs
About us	
resources mor identified at th	cities are accelerating their transformation towards cleaner, friendlier places able to respect and use efficiently. IRIS - Integrated and Replicable solutions for co-creation in Sustainable cities - Is proud to b e forefront of this change and announce itself as the newest addition to the European Commission d Communities (SCC) lighthouse projects
mobility servic	ctober 2017, IRIS, a five-year European funded project, will harness user-demand driven energy and ex; encourage more collaborative and effective urban planning and governance; as well as validate I and technical innovations to fuel smart sustainable city aspirations across the continent.
d'Azur (FR) and city will draw t	s will be lead by lighthouse cities of Utrecht (NL, Project Coordinator), Gothenburg (SE) and Nice Côte their follower cities Vaasa (FI), Alexandroupolis (GR), Santa Cruz de Tenerife (ES), and Pocsani (RO). Eac pon a mix of universities and research organisations, local authorities, innovation agencies and private celerate entire communities to adopt ambitious energy, mobility and ICT initiatives.
management a - with a mix of lighthouse and	the project, IRIS is organised around five key challenges – energy positive districts, smart energy end a smart e-mobility sector, a digital city innovation platform, plus citizen engagement and co-creation 16 targeted solutions supporting their delivery. Priorities in implementing these in each of the follower cities have been made after extensive analysis and capitalise on a selection of regional, aropean initiatives that have been building towards this landmark funding opportunity.
Company	details
Website http://irissma	tcities.eu/irissmartcities/
Headquarters	
Year founded	
Company type Partnership	

Figure 12 IRIS LinkedIn page

2.7. Additional graphic developments

A range of complementary graphics and info graphics will be developed during the course of the project. As these arise, the colour chart and graphic design element will be respected to ensure visual and brand consistency. For example, Figure 13 – a map of IRIS lighthouse and follower cities that features on <u>www.irissmartcitiess.eu</u>.





Figure 13 Map of IRIS lighthouse and follower cities

3. Visual identity management and guidance

The IRIS communication and dissemination acts as the sponsor and guardian of the project's visual identity. ESCI communication staff and graphic designers will work with CERTH and additional relevant partners to continue the coherence and creativity established in the first three months of the project.

Expected future outputs include two postcard flyers, an A1 poster, video portraits and locally branded content in lighthouse and follower cities as their communication and dissemination needs dictate.

All contact on visual identity matters and professional graphic design needs can be addressed to:

- ESCI: Alec Walker-Love, <u>awl@esci.eu</u>
- **CERTH**: Athanasios Tryferidis, <u>thanasic@iti.gr</u>



4. European Funding

4.1. European funding acknowledgements

IRIS is proud to be part of a European funded research and innovation program. Proper reference to this funding is obligatory and enforced by the project communication and dissemination secretariat.

All consortium members have been given advice and resources about proper referencing and the publication **'The use of the EU emblem in the context of EU programmes: Guidelines for beneficiaries and other third parties'** has been provided to them. The IRIS shared workspace also includes examples in addition to low and high-resolution EU logos.



This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 774199

Figure 14 EU funding acknowledgement for print and visual materials

Proper reference is provided in all official IRIS document templates and specific further advice about acknowledging EU funding in the dissemination in scientific and research papers and communications actions – such as local press releases – made available to all project partners:

The result in this paper is part of the IRIS project (<u>www.irissmartcities.eu</u>). This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 774199

Figure 15 EU funding acknowledgement for scientific and technical papers



5. Conclusions

From day one, IRIS visual identity has provided a key communication and dissemination asset. It is a vital tool to create awareness among target audiences and support a broad range of activities and objectives across the project. A mix of discipline in its application and creativity in each communication and disseminations collateral will be required throughout the project.

To support the development of locally significant branding in each city ecosystem, the communication and dissemination secretariat will have to work closely with a network of 'core communication contacts' that meet regularly to discuss these issues.

In replication and exploitation terms, IRIS has considerable ambitions to attract a network of cities and promote continued business growth across the consortium. A strong IRIS 'brand' will combine visual identity with a range of video and textual content and the actions of each of the partners. The communication and dissemination secretariat will need to stay in close coordination with IMCG and VASSA to ensure the visual identity resources continue to meet their needs.



Annex 1 – Design Guide

A basic design guide is made available to the entire consortium for reference. All major IRIS graphic developments are to be done in coordination with ESCI and CERTH.

TYPOGRAPHY
Rubicia Rubicia a free sans-serif typeface available on cogle fonts. DuvLoaD RUBIC Material Fonts google sons between the base to sol soci soci soci soci soci soci soci soci
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz



GA #774199









