IRIS
Integrated and Replicable Solutions for Co-Creation in Sustainable Cities

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Deliverable 10.2

Corporate identity and design guide

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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.

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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 1 Project Logo full acronym

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

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

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.

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
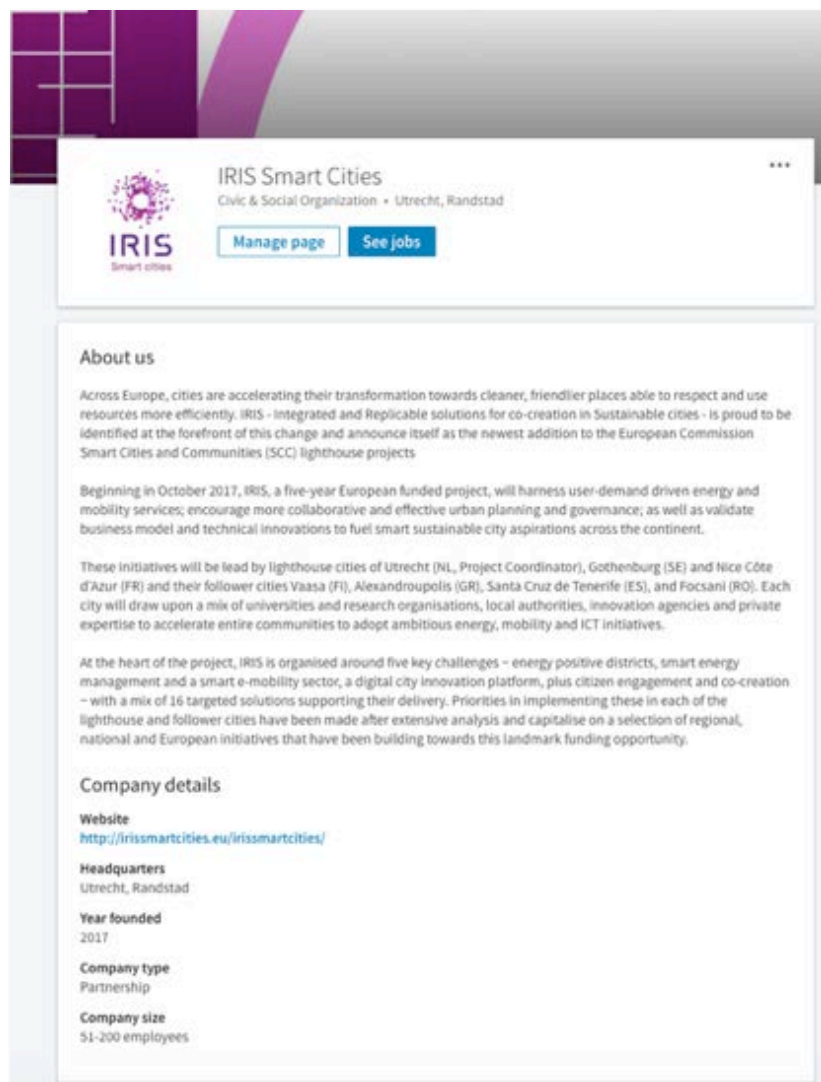
Figure 12 IRIS LinkedIn page

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 www.irissmartcitiess.eu.
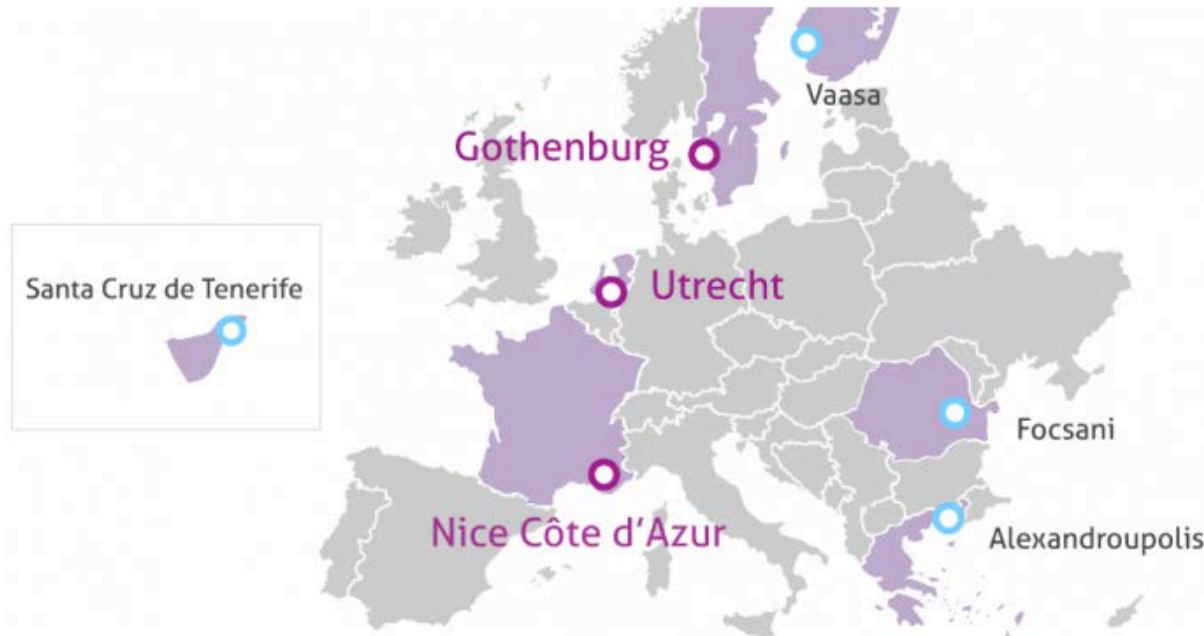
Figure 13 Map of IRIS lighthouse and follower cities

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, awl@esci.eu
- **CERTH**: Athanasios Tryferidis, thanasic@iti.gr

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 (www.irissmartcities.eu). 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.

MARGINS

COLORS