

D6.2

Visual materials of Urban Tech

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Deliverable 6.2

Visual materials of Urban Tech

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Peer Reviews

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Executive summary

This deliverable aims to present the visual materials developed in WP6 – Dissemination and sustainability until M8.

The leader of WP6 (LOBA) was responsible for the development of the materials while all Consortium contributed to the development of contents, where applicable.

The present document outlines:

- Brand identity
- Urban Tech Brand Manual;
- Urban Tech promotional kit
- Flyer
- Project presentation in editable and non-editable format
- Banners for social media

1. Brand identity

The visual identity of a project consists of a set of elements that forms its graphic individuality.

LOBA developed an initial visual identity for the URBAN TECH project at M1, having developed the brand manual (annex to this deliverable), deliverable and presentation's template and stationery.

Logo

The inspiration for the development of URBAN TECH logo stems from the concept of “city”, namely: when cities first started to emerge, they tended to converge from one particular point, crucial to the nourishment, well-being and wealth of its inhabitants: for example, the river.

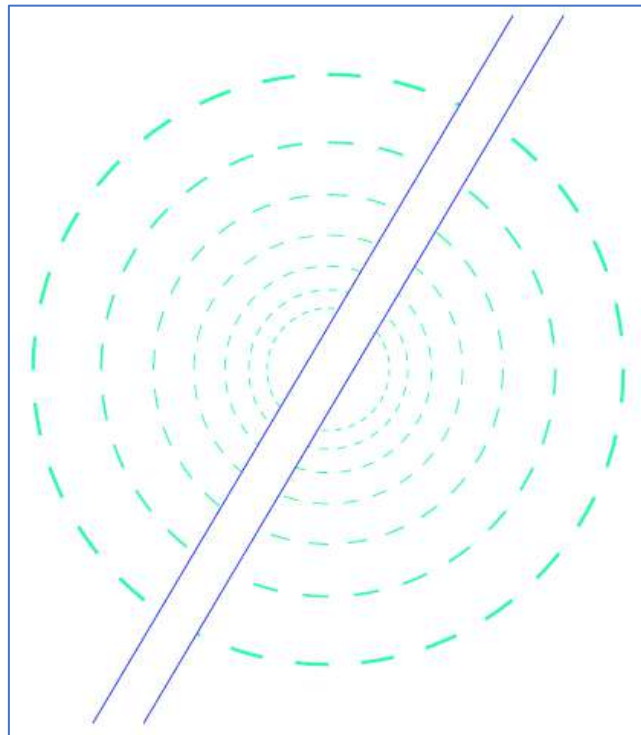


Figure 1 - URBAN TECH Logo - Concept of city

Nowadays, with the exponential growth of urban environments, the concept of city has become more complex and the challenges have evolved: from the need for Greentech, to smart city planning and health care efficiency. But one thing has remained the same: cities are built around one centre, one point which then expands like a web.

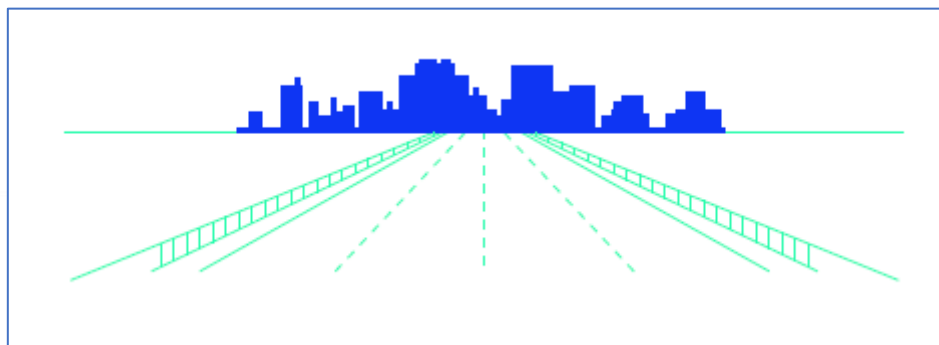


Figure 2 - URBAN TECH Logo - Concept of city (2)

URBAN TECH's logo mirrors this expansion concept through the use of the vanishing point technique.

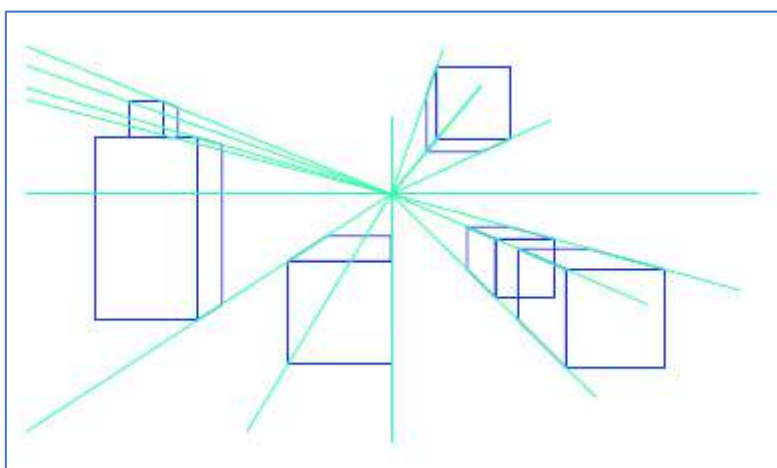


Figure 3 - URBAN TECH Logo concept

The amplification illusion of the logo also serves as a reference for the acceleration, innovation and incubation aspects of the project.

URBAN TECH will assist SMEs in scaling their success by supporting the market launch of innovative products, accelerating the competitiveness of European SMEs globally.

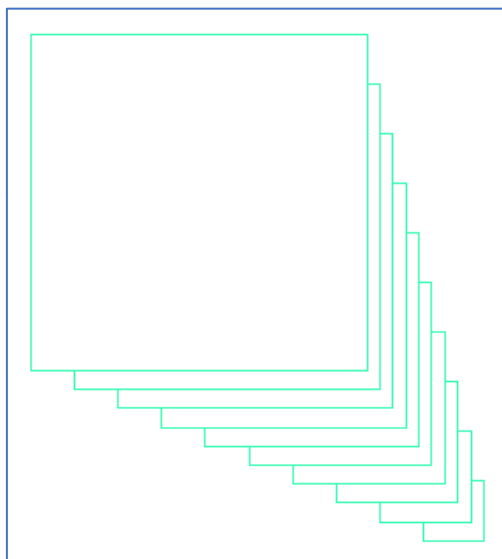


Figure 4 - URBAN TECH logo concept (2)

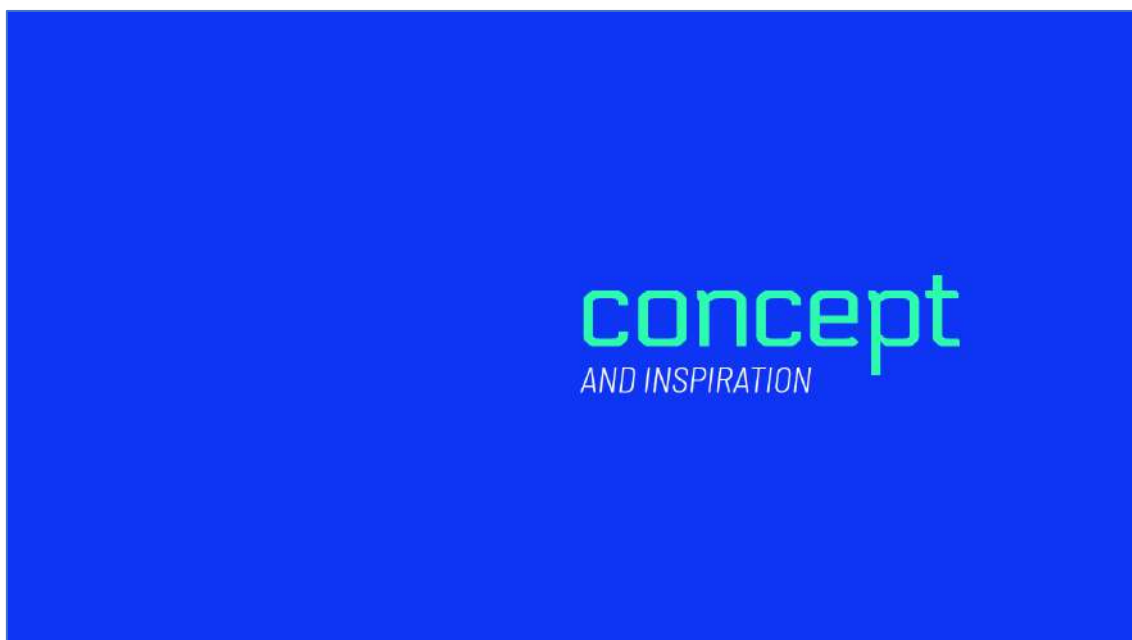
Resulting into URBAN TECH logo:



Figure 5 - URBAN TECH Logo

2. Brand manual

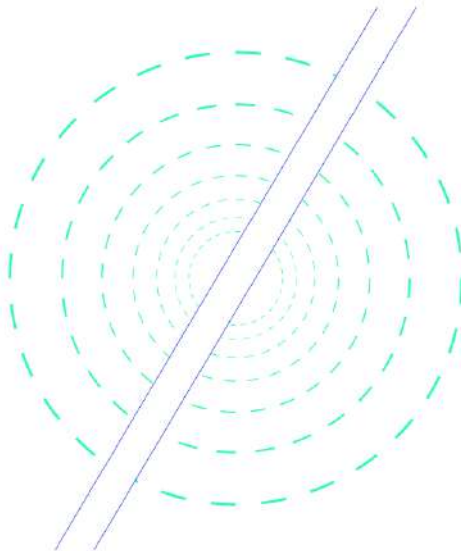
After the final logo was chosen, LOBA created a brand manual which was distributed to all partners with the aim of providing them with guidelines on how to best use the logo, the specific font, colours and dimensions, as well as examples of logo applications on various materials.



concept

concept


When cities first started to emerge, they tended to **converge from one particular point**, crucial to the nourishment, well-being and wealth of its inhabitants: for example, the river.



concept

concept

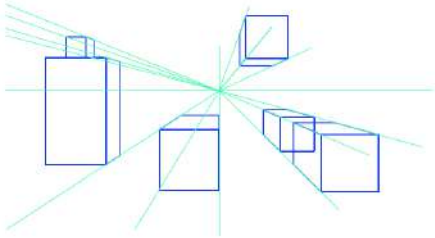
Nowadays, with the **exponential growth** of urban environments, the concept of city has become more complex and the challenges have evolved: from the need for greentech, to smart city planning and health care efficiency. But one thing has remained the same: **cities are built around one centre, one point which then expands like a web**.



concept

concept

URBAN TECH's logo mirrors this expansion concept through the use of the **vanishing point technique**.

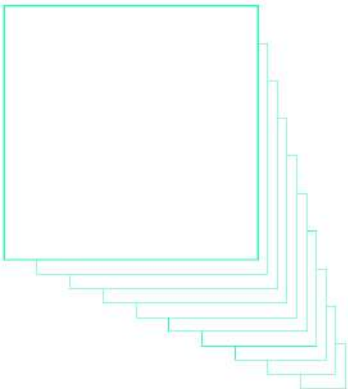


concept

concept

The amplification illusion of the logo also serves as a reference for the **acceleration, innovation and Incubation** aspects of the project.

URBAN TECH will assist SMEs in **scaling their success** by supporting the market launch of innovative products, accelerating the competitiveness of European SMEs globally.



the logo

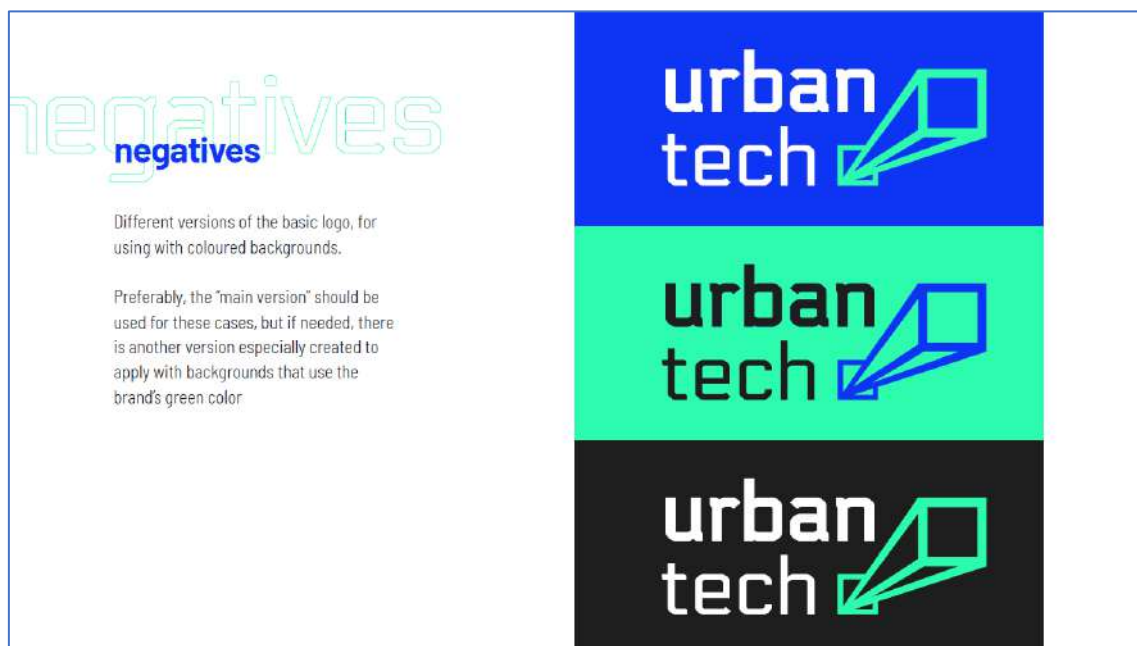
VERSIONS

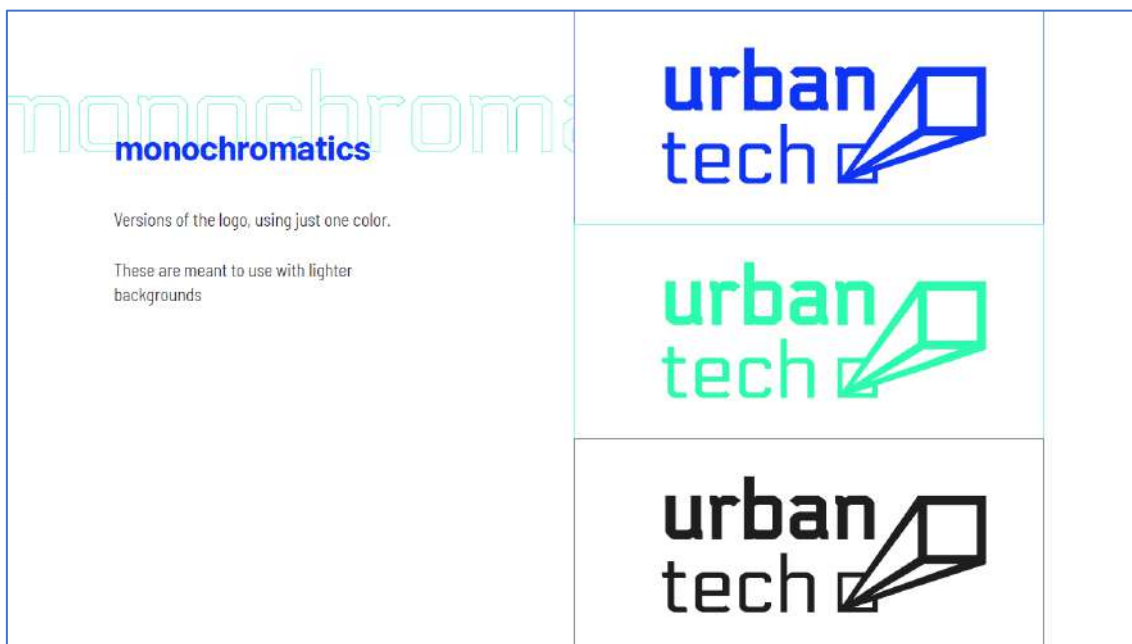
basic version

This is the basic version of the logotype for Urban Tech.

Best for using on white backgrounds.







with the claim

with the claim

Accelerating Innovation in HealthTech, Smart city and GreenTech is the claim for the project. When needed, it will accompany the logo.

This is how it must be presented with the basic version of the logo.

urban
tech 

ACCELERATING INNOVATION IN
HEALTHTECH, SMART CITY
AND GREENTECH

with the claim

with the claim

Accelerating Innovation in HealthTech, Smart city and GreenTech is the claim for the project. When needed, it will accompany the logo.

This is how it must be presented with the main version of the logo.

urban
tech 

ACCELERATING INNOVATION IN
HEALTHTECH, SMART CITY
AND GREENTECH

colors

AND TYPOGRAPHY

colors

The colours that were chosen to take part in the visual identity of the project are green and blue.

The colour green points to the **greentech** and **healthcare** aspects of URBAN TECH, and the colour blue is reminiscent of **tech** and **finance** dimensions of the project.

Together they allude to the innovation side of URBAN TECH

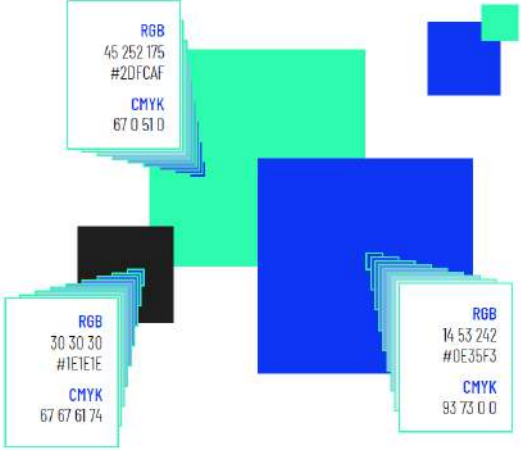
GREENTECH
HEALTHTECH

TECHNOLOGY
FINANCE

colors

Since one of the main focuses of the project is innovation, the brand was created to have maximum impact on a digital form, by using strong and vibrant colors.

For printing, there were defined approximated colors that could convey the same meaning, despite the different media.



Color	RGB	CMYK
Green	45 252 175 #2DFCAF	67 0 51 0
Blue	14 53 242 #0E35F3	93 73 0 0
Black	30 30 30 #1E1E1E	67 67 61 74

typography

For the logo, it was used the font **Electrolize**, which brings to the identity a futuristic look, enhancing the **technology** aesthetic of the logo.

For the secondary font, to be used throughout the communication, **Barlow** should be used, on it's original, semi-condensed and condensed forms.

When a "web safe" font is required, **Arial** should be used.

The quick brown fox jumps over the lazy dog.

BARLOW - SECONDARY FONT

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

sizes

AND MARGINS

sizes

To ensure that the logo is always readable, there were defined minimum allowed sizes.

for screens

for printing

WITH CLAIM



30 px



32 mm

WITHOUT CLAIM

10 px

7 mm



photos

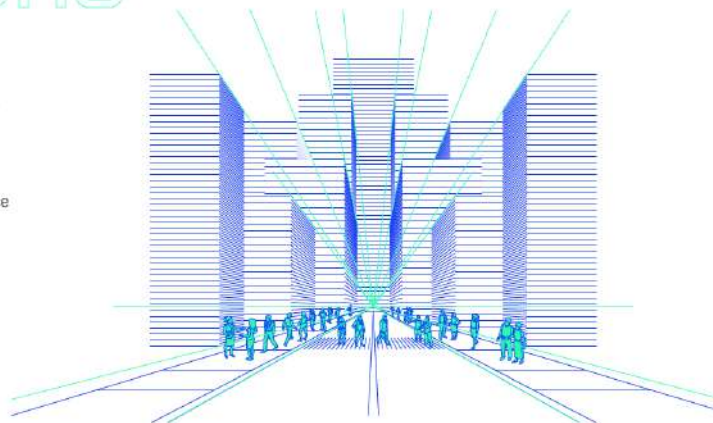
When possible, photos where the concept of the vanishing point perspective is visible should be used.



illustrations

When possible, illustrations must be drawn with vanishing point perspective techniques. These illustrations may use one, two or three points for the perspective.

In terms of visuals, the illustrations should use the effect seen on the right, using lines and the "blend effect".

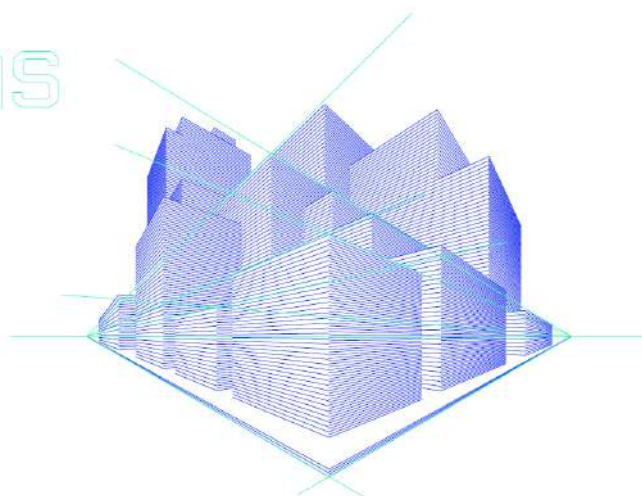


Illustrations

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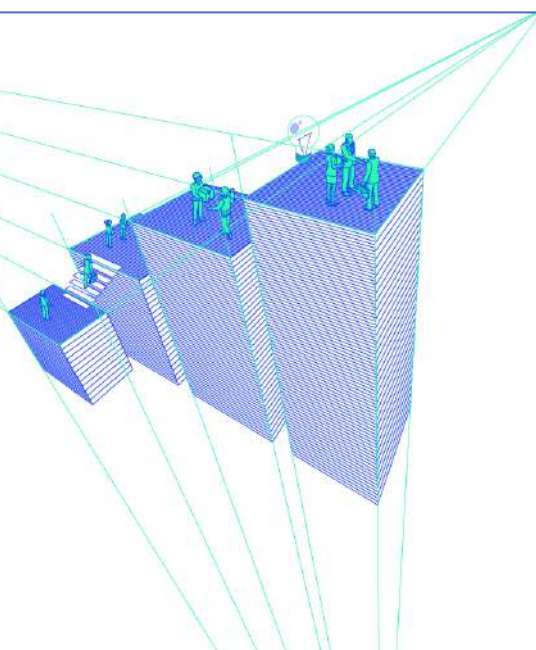


Illustrations

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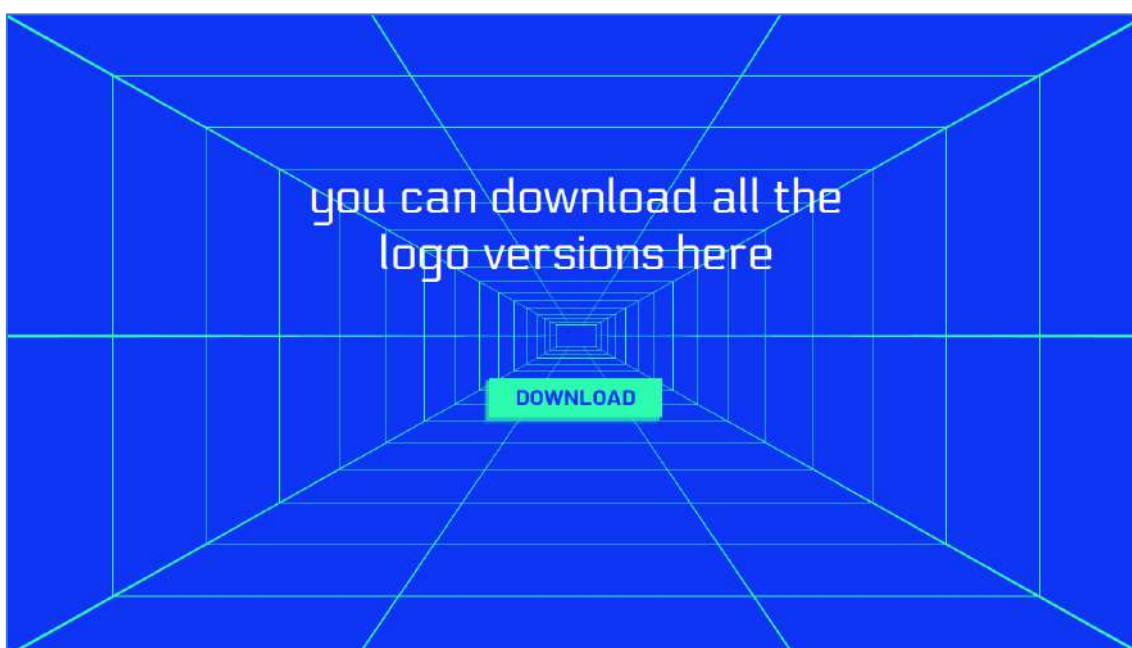
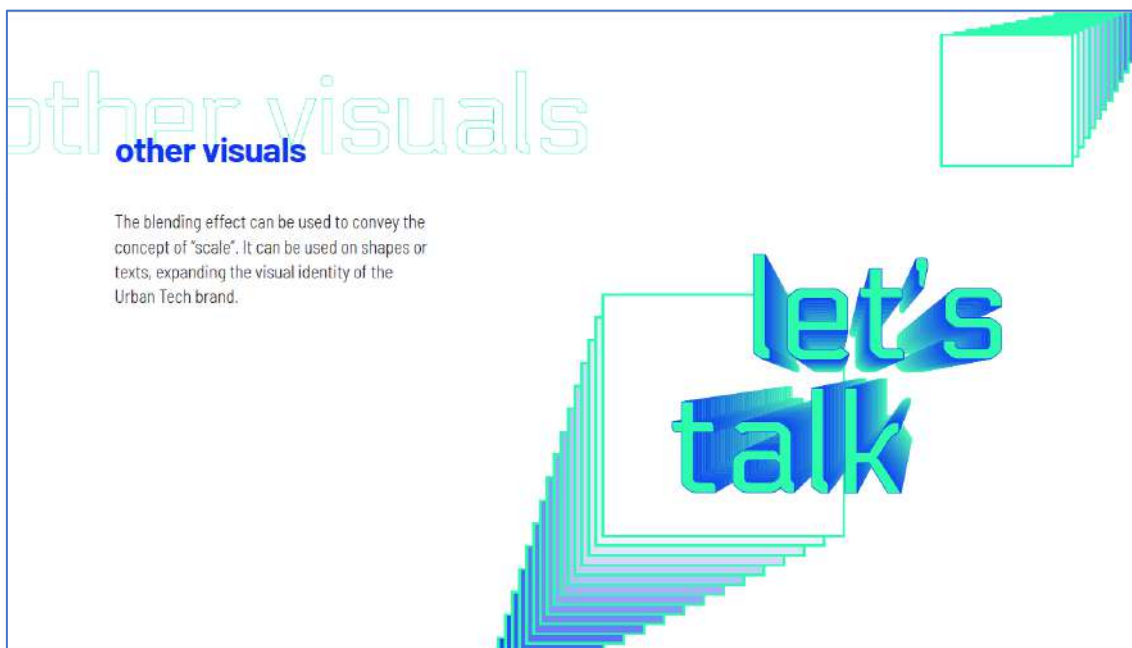


Figure 6 - Urban Tech Brand Manual

3. Urban Tech promotional kit

The following materials and templates were developed and distributed to partners to implement dissemination activities and develop official documents of the project:

- Deliverable template



Figure 7 - Deliverable Template

- Presentation template

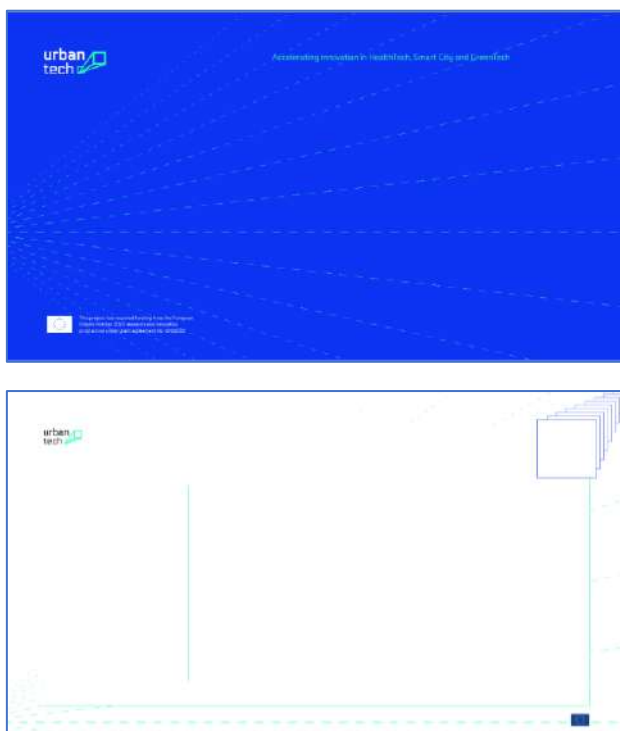


Figure 8 - Presentation Template

- Email signature



Figure 9 - Email Signature

- Business card



Figure 10 - Business Card

- Folder



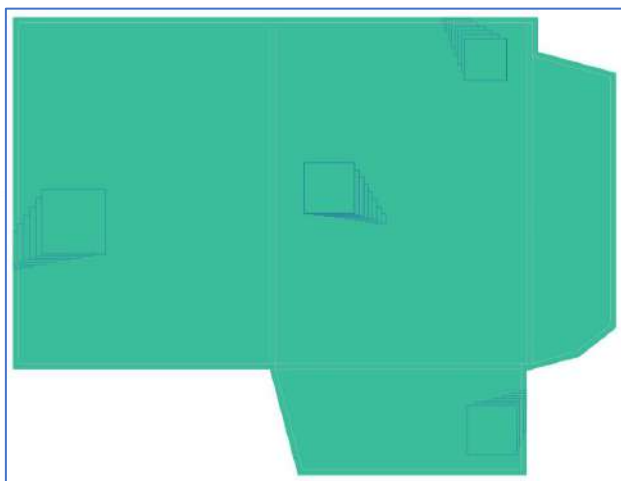


Figure 11 - Folder

- Letterhead paper



Figure 12 - Letterhead Paper

- Background for teleconferences



Figure 13 - Background for teleconferences

4. Flyer

A flyer was developed with the purpose of presenting Urban Tech objectives in a nutshell, the challenge collection process (mapping, identification and collection of 300 challenges from organisation working in the fields of Healthcare, Greentech and Smart City) and advantages for challenge owners for collaborating with Urban Tech.

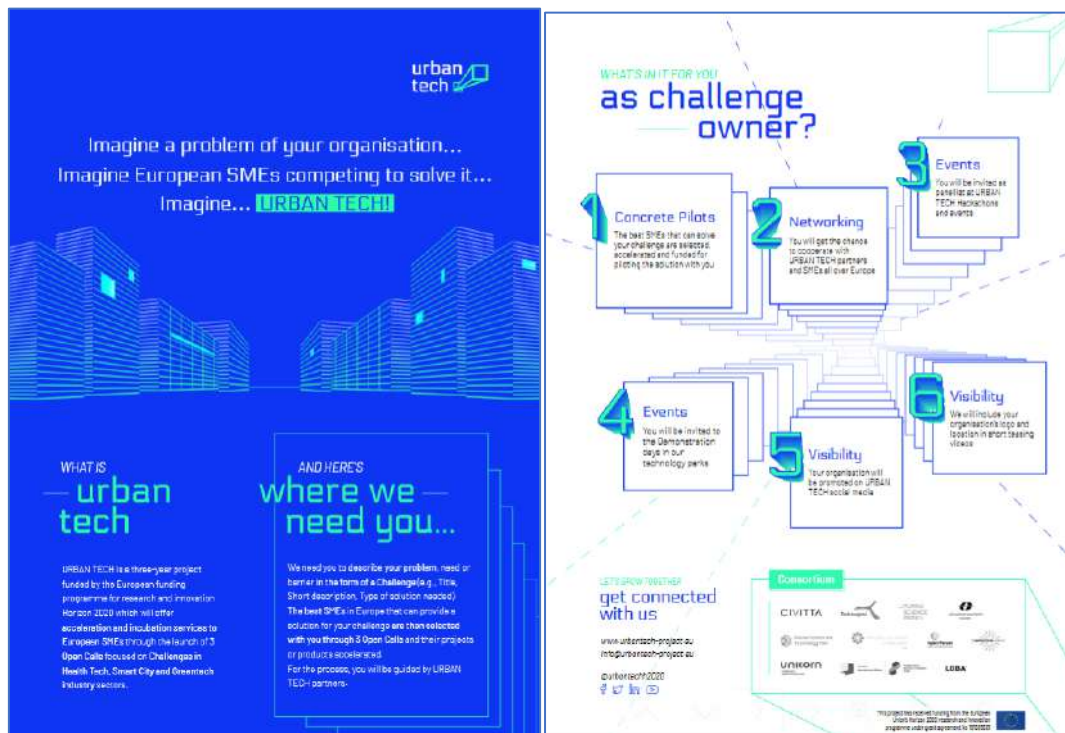


Figure 14 - Flyer

5. Project presentation in editable and non-editable format

With a view to supporting the challenge collection process mentioned in section 4, a project presentation in editable and non-editable format was developed.



Figure 15 - Project presentation

6. Banners for social media

General banners for social media were developed, focused on the challenge collection process and mission statement of the Urban Tech project.



Figure 16 - Banners for social media



ACCELERATING INNOVATION IN
HEALTH TECH, SMART CITY
AND GREENTECH

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Consortium

CIVITTA



TURKU
SCIENCE
PARK



Kaunas Science and
Technology Park



UNICORN
START-UP &
INNOVATION HUB



LOBA®



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