1. Introduction

These guidelines describe the visual and verbal elements that represent CAP4CITY corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect CAP4CITY commitment to quality, consistency and style. The CAP4CITY brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the CAP4CITY name and marks.
CAP4CITY is a project conducted in accordance with the European Commission rules, with the company of 12 Universities in Latin America and Europe of 8 countries: Austria, Estonia, the Netherlands, Poland, Brazil, Chile, Colombia and Argentina. Conforming the CAP4CITY consortium. It has a duration of 3 years.

The main aim will be to help public and social actors to the different cities articulated to the project. Governance, urbanism, energy, the use of ICT, mobility, urban planning and the role of citizens are among the research topics.

On the other hand, the specific aims of this project are:

• Improve the quality in the higher education about Smart Sustainable Cities (SSC).
• Increase the competences in developing countries in Latin America.
• Develop a network for cooperation among the partners from different regions in the world.
• To share knowledge, experience and good practices to achieves SSC and in general smart ecosystems.

The nature of this project is the intermultidisciplinarity, for this reason there are experts in Business Administration, Computer Science, Engineering, Architecture and Urbanism, Urban Planning, Political Science, among others. In the Education sector is important Highlight the training, research and analysis are all core businesses of the academic institutions.
This project aims into using the great attention the concept of Smart Sustainable Cities (SSC) has reached in Latin America, and integrating it into various university courses using new teaching and learning tools, as well as developing new curricula in all levels of education process. Given the increasing number of competencies needed and its interdisciplinary characteristic, the curricula for SSC will be implemented in areas such as Business Administration, Computer Science, Engineering, Architecture and Urbanism, Urban Planning, Political Science, among others through a collaborative and international network of selected academic institutions in Latin America and Europe, supporting the modernization and internationalisation of the higher education field in the Partner Countries.

In line with this aim, the main objectives of the project are to strengthening and building capacity of selected academic institutions located in cities in Latin America and Europe for:

1. improving the quality of higher education in the field of SSC, enhancing its relevance for the labor market and society at large;
2. increasing the competencies in developing countries in Latin America to address the challenges of the digital world;
3. continued development of competencies in SSC through training and education programmes;
4. multidisciplinary problem-oriented education and teaching on SSC;
5. developing a network for cooperation among the partners from different regions of the world;
6. collaboration with associate partners, city administration, businesses and other SSC stakeholders; and
7. knowledge, experience and good practices sharing and joint initiatives on SSC between academic partners located in different cities and countries and across Europe and Latin America, all supported by their local SSC ecosystem.

3. Brand personality traits

...
Information
Smart cities
Data
Brand personality traits
Innovation
Governance
Sustainable
4. Who we are...
we are
we have the cap4city to change the world
5. Logo

The design of this logo is based on smart cities that use the possibilities of technology and dialogue between government (open government) and citizens to solve their daily life and think about the city in a global and local way. The symbol is based on the visual representation of Big data (circles and points that join, information that connects, measures and is useful) and how this information forms a 4, a symbol that is used to make a set of words: CAPACITY and CAP 4 CITY

CAPACITY
Strengthening Governance Capacity for Smart Sustainable Cities
Clear space

Symbol

The symbol can be presented in this way but always next to the logo.

Avoid using the symbol alone. But if necessary look for high contrast and that is located on flat color.

Minimum size

50 px | C A P 4 C I T Y
6. Co branding

keep the accompanying brands in the same guide line of the CAP4CITY logo.
7. Versions

Main Version

CAPACITY

Alternative Versions

CAPACITY

CAPACITY

CAPACITY
8. Color palette

- **Main Colors**
  - C 80
  - M 64
  - Y 50
  - K 55
  - # 2E3741

- **C 0**
  - M 75
  - Y 55
  - K 0
  - # FF5A5A
9. Typography

Whitney is our custom font. It is modern, friendly and versatile. Provide contrast, legibility and hierarchy. Whitney Bold is used for headlines and subheads. Whitney Regular is used for body copy, legal information and captions. Whitney Black is only for emphasis at small scale. Typographic clarity and hierarchy are extremely important.

The Whitney type family has more than 15 variations, here only some examples are shown.

Whitney Regular

<table>
<thead>
<tr>
<th>abcdefghijklmñopqrstuvwxyz</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>1234567890()*+,{}Äfifl@</td>
<td>1234567890()*+,{}Äfifl@</td>
</tr>
</tbody>
</table>

Whitney Light

<table>
<thead>
<tr>
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<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>1234567890()*+,{}Äfifl@</td>
<td>1234567890()*+,{}Äfifl@</td>
</tr>
</tbody>
</table>

Whitney Semibold Italic

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<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>1234567890()*+,{}Äfifl@</td>
<td>1234567890()*+,{}Äfifl@</td>
</tr>
</tbody>
</table>

Whitney Black

<table>
<thead>
<tr>
<th>abcdefghijklmñopqrstuvwxyz</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
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<td>1234567890()*+,{}Äfifl@</td>
</tr>
</tbody>
</table>
10. Iconography

For function, not decoration

Icons provide a shorthand communication to ease the consumer experience. Our icons follow simple geometric rules to create cohesion. The small-scale icons are highly functional and simplified. They only use one color.
11. Incorrect uses
12. Photography

Photography must be modern and evoke technology and progress in the city but with a human character. We engage our audience by being inspirational yet attainable.
13. Other uses

Let's see some examples of how to use the brand so you'll have an idea when you have to use the brand in a different context.
we have the capacity to change the world
CAPACITY

Strengthening Governance Capacity for Smart Sustainable Cities