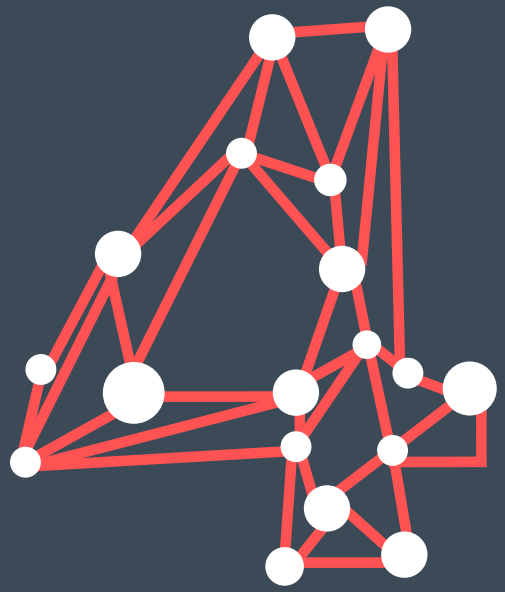

CAP4CITY

Strengthening Governance Capacity for Smart Sustainable Cities

Brand Guide

Guidelines: Visual and verbal elements from the corporate identity, logo and other elements such as color, type and graphics.

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, consitency 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.

1 .Introduction

2. Purpose

3.Brand personality traits

4. We are

5.Logo

Clear space

Symbol

Minimum size

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8. Color palette

9.Typography

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12. Photography

13. Other uses

2.Purpose

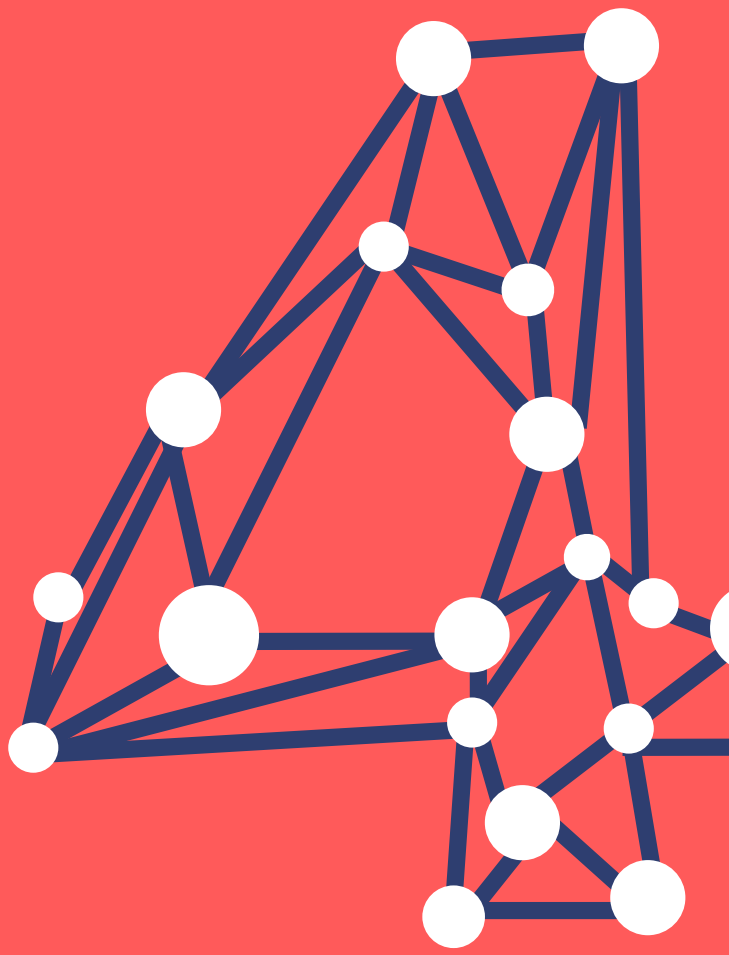
CAP4CITY is a project conducted in accordance with the European Commission rules, with the company of 12 Universities in Latin America and Europe of 8 countries: Austria, Estonia, the Netherlands, Poland, Brazil, Chile, Colombia and Argentina. Conforming the CAP4CITY consortium. It has a duration of 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.

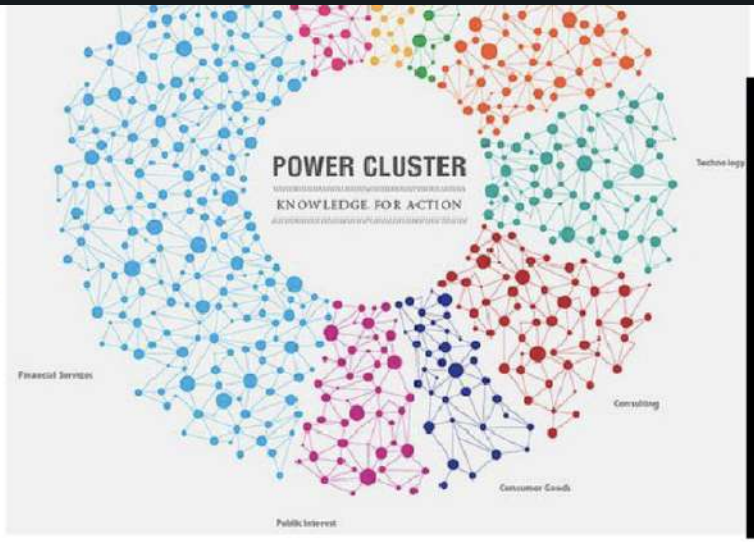


3. Brand personality traits

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.



Information

Smart cities

Data

Brand personality traits

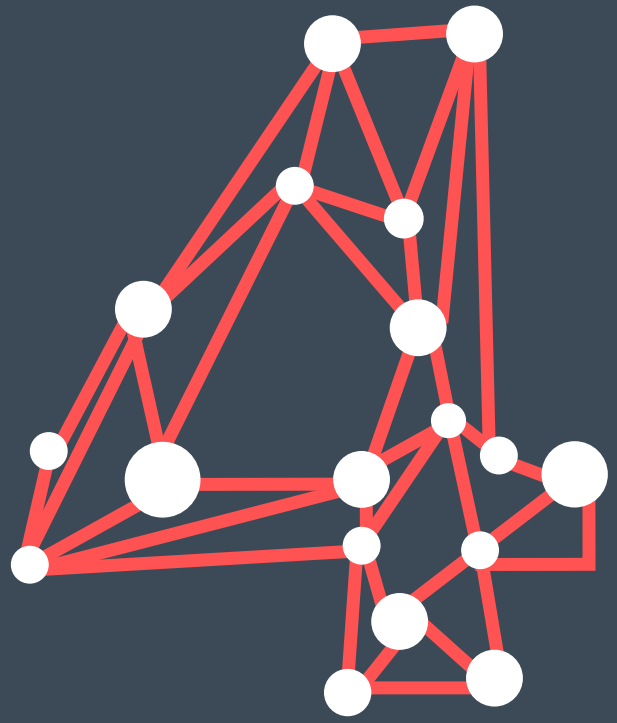
Innovation

Governance

Sustainable

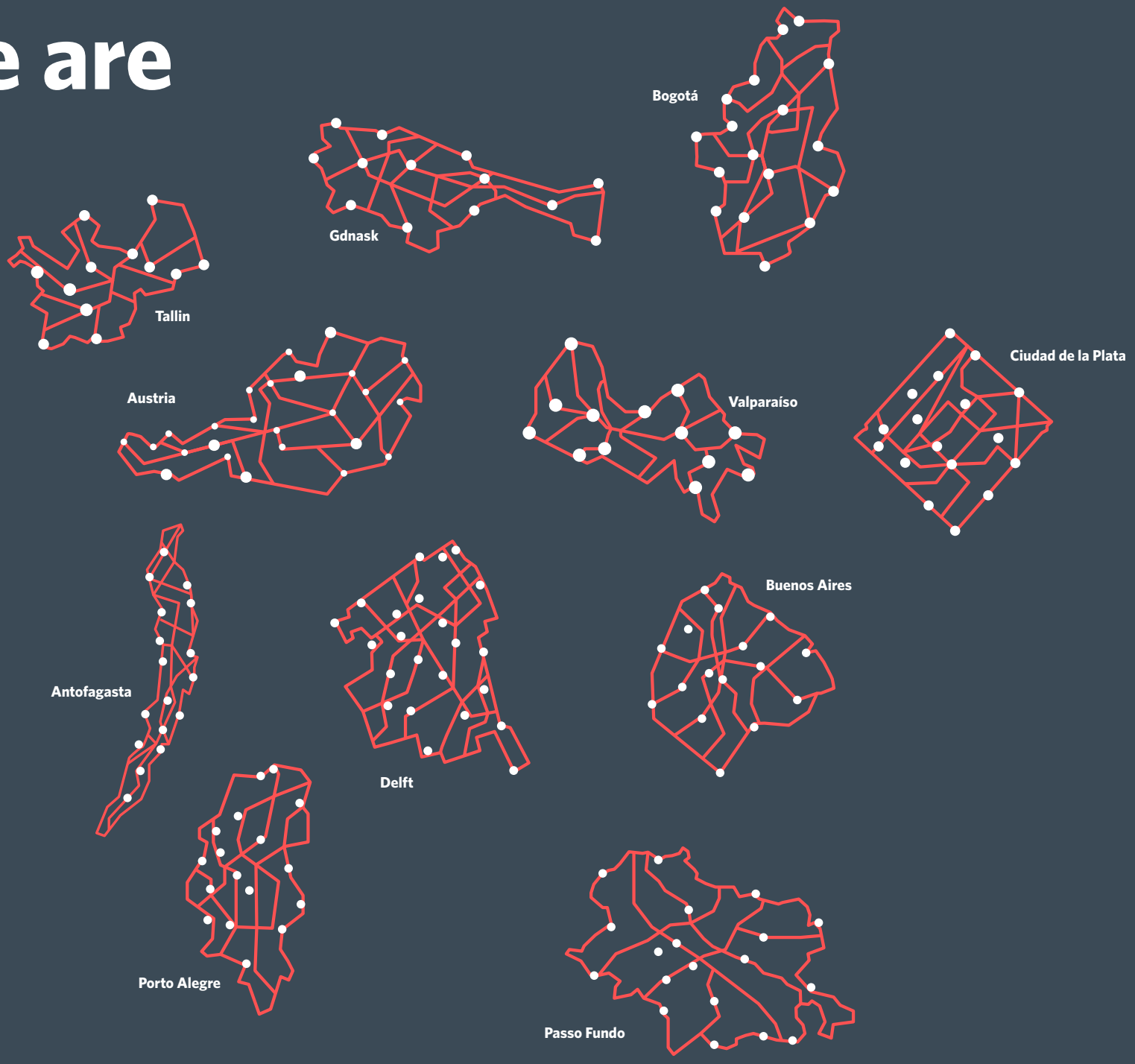
4. Who we are...

we are



- people - environment - government- technology - countries - smart cities -

we are


Bogotá
Gdnask
Tallin
Austria
Valparaíso
Ciudad de la Plata
Antofagasta
Delft
Buenos Aires
Porto Alegre
Passo Fundo

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

CAP 4 CITY

Strengthening Governance Capacity for Smart Sustainable Cities

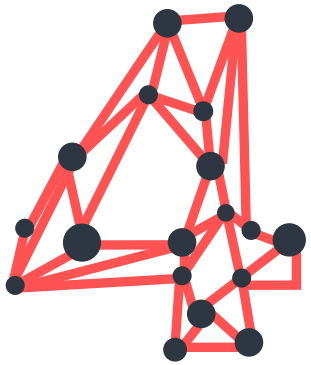
Clear space

CAP4CITY

Strengthening Governance Capacity for Smart Sustainable Cities

Symbol

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

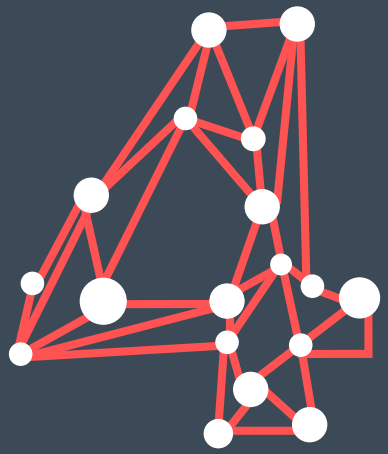


Minimum size

50 px | CAP4CITY

Symbol

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



CAP4CITY

6. Co branding

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

European Union

Web page

www.CAP4CITY.eu

7. Versions

Main Version

Alternative Versions

8.Color palette

Main Colors

C 80

M 64

Y 50

K 55

R 46

G 55

B 65

2E3741

C 0

M 75

Y 55

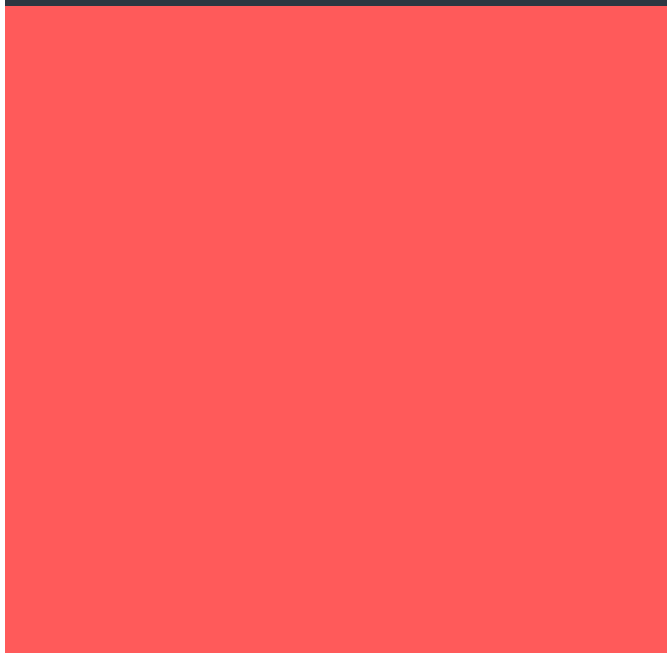
K 0

R 255

G90

B 90

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.

Whitney Regular

abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890()*+,{}ÄfiflI&@

Whitney Light

abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890()*+,{}ÄfiflI&@

Whitney Semibold Italic

abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890()*+,{}ÄfiflI&@

Whitney Black

abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890()*+,{}ÄfiflI&@

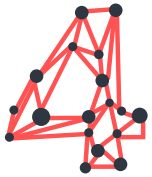
The Whitney type family has more than 15 variations, here only some examples are shown.

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



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CAP4CITY

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

#PWThink
IBM
CAP4CITY

tson IoT Center
CAP4CITY

CAP4CITY
The Project
Partners
MOOCs
Community
Smart cities Talk
Governance Capacity for Smart Cities
MacBook Pro

CAP4CITY
Username
Password

CAP4CITY

CAP4CITY

CAP4CITY

we have the
cap4city to
change the
world

CAP4CITY

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