



# **GRAPHIC IDENTITY MANUAL**

This document explains core principles of URBACT's visual identify and how to use them. It is important to understand these guidelines before applying the graphic identity to the programme's visual communication.

The visual identity is a valuable part of the "brand". It helps people identify the programme and acts as a guarantee of seriousness and quality.

The visual identity is not just the logo, it is also the way the colours are used and how the text is written. The programme's identity is recognisable because it's appealing, distinctive and consistently applied.

These guidelines are designed to help apply the visual identity accurately. Please take the time to ensure you have read and understood how they should be used.

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**LOGO**

# LOGO

## MAIN VERSION

The logo is the most important identity element.

It must be presented in a consistent way.

URBACT's logo is an original artwork composed of the name of the programme and a star. The characters have been specially created, never try to recreate them using a font.

Wherever possible, the logo should appear in blue and yellow to maximise recognition.

Do not change the distance between the letters and between the letters and the star.

// Always use the artwork provided.

The logo should never be manually recreated.



# LOGO VERSIONS



## On black background

A special version of the logo was designed to work well on a black background.

Do not try to create this version as a digital effect but always use the master artwork of this version.



## Minimum size

Under 25mm, to remain readable, an other version of the logotype is used, with the star without nets.



## LOGO WITH BASELINE

The logo can be associated to the baseline "Driving change for better cities" as shown, depending on the format, the size, and the white space around the logo.

It should be composed in Core sans C bold, in the logo's dark blue color.

// Always use the artwork provided.  
The logo should never be manually recreated.



Another version in lenght



# LOGO

## MINIMUM SAFE SPACE

So that the URBACT logo can stand out clearly, it should have as much space around as possible. The minimum exclusion zone is defined by the grey stars as shown below.

This amount of clear space is designed to protect the URBACT logo from typography or other graphic element appearing too close to it.

The minimum exclusion zone should be equal to the half of the star shape.



# LOGO

## SPECIAL CASES

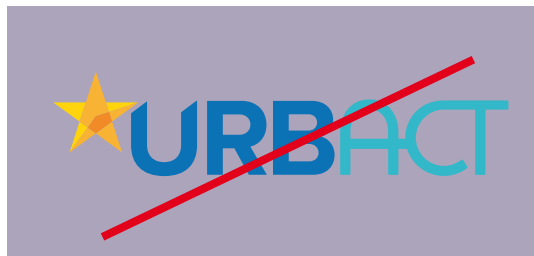
The logo should stand out clearly on the background. Avoid putting the logo on a background that obstructs its legibility. Use the version that will most suited.



# LOGO DON'TS

The list is endless.  
Here are some examples:

- Never use only part of the elements of the logo
- Never reduce the letters in the logo
- Never deform the logo or the star (beware of automatic deformations online!)
- Never use the letters of the logo without the star
- Never use a negative version of the logo
- Never tilt the logo
- Don't use the logo in colors that are not in the brand's palette, except in monochrome documents printed in only that color
- Don't use the logo on a background that does not allow good legibility
- Respect the minimum safe zones around the different versions of the logo
- Never deform the logo and don't use gradients

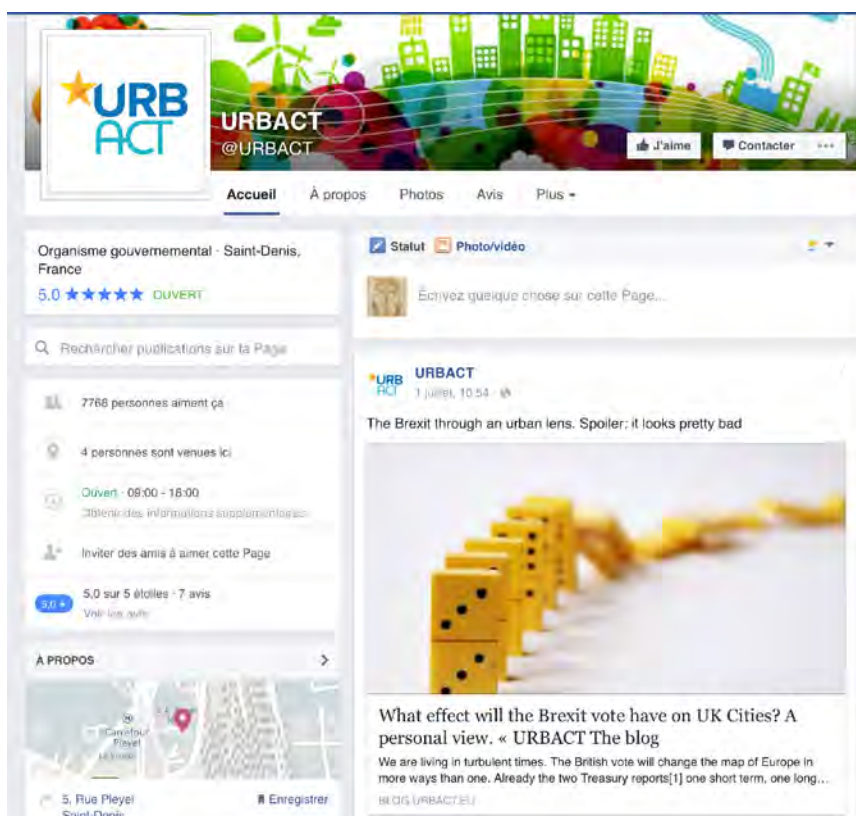


# LOGO

## ONLINE PROFILES

A special version of the logo is adapted for the use in online profiles.  
A round version for the URBACT website, a square version for social media (facebook, twitter, etc.).

Special “profile”: square version for Social Media



Special “profile”: round version for Urbact website



# LOGO

## NUPS ONLINE PROFILES

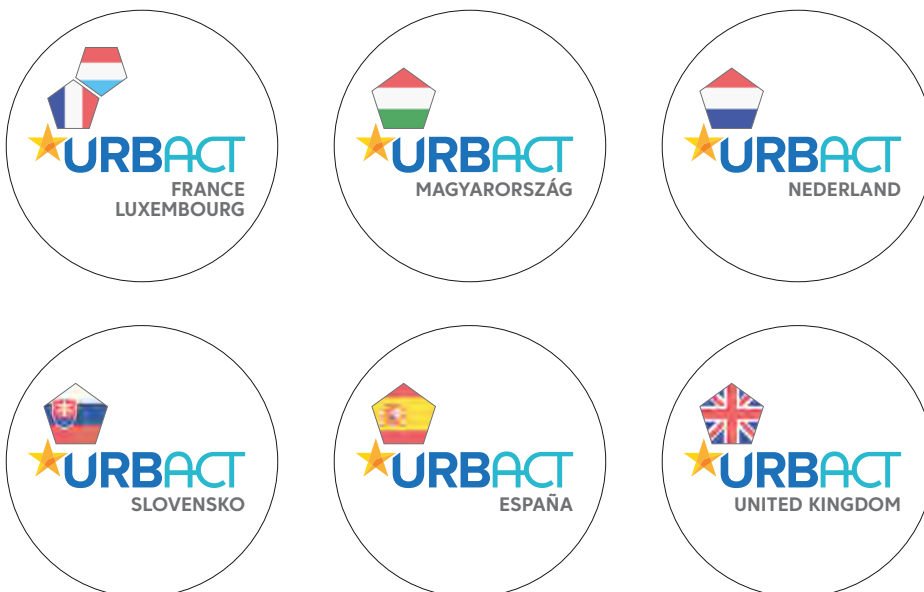
The National Urbact Points individual version of the profile have the country's flag appearing in the pentagon at the center of the star. The country name is written in the country's language.

Below are a few examples (short country names may appear in a slightly larger font size)

Square version (a few examples)



Round version (some examples)



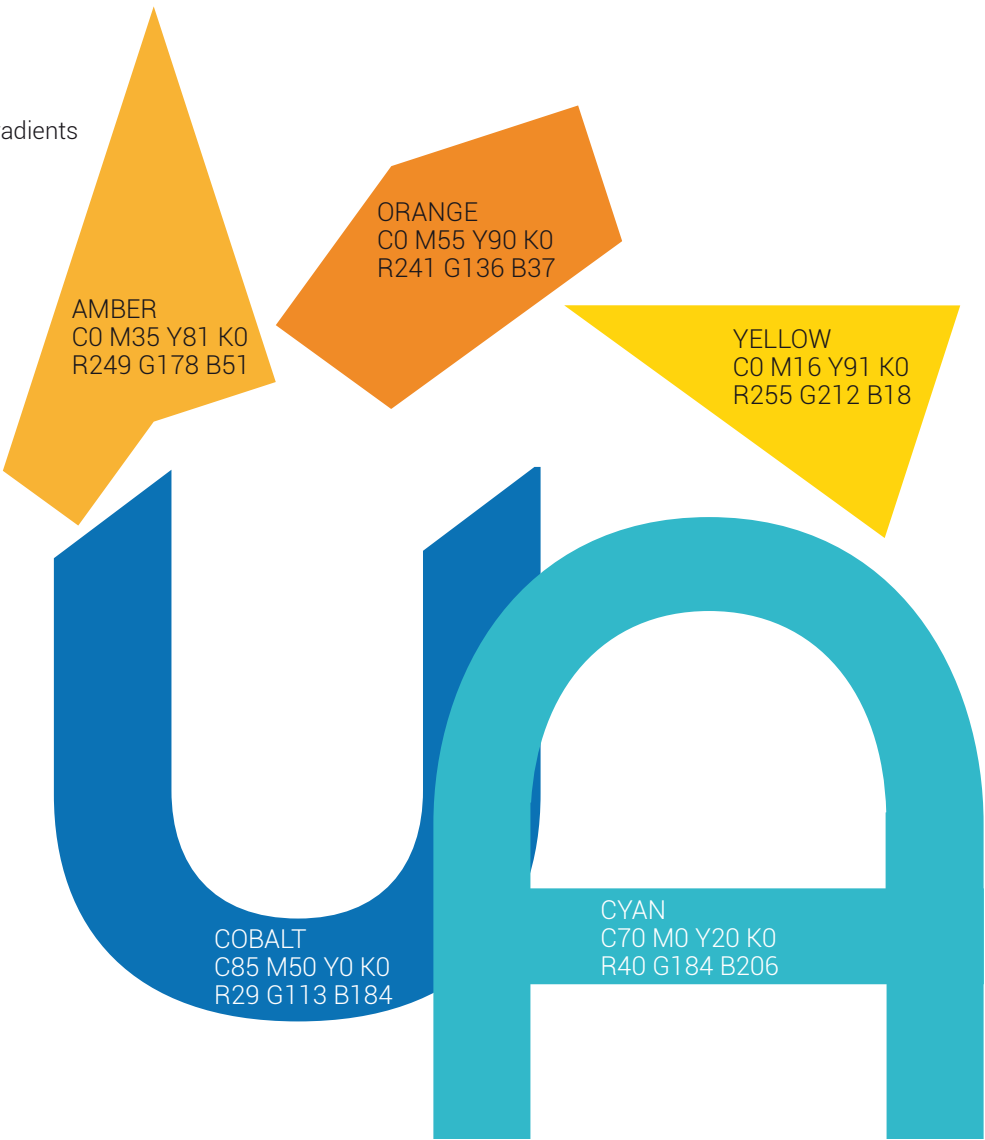
# GRAPHIC IDENTITY

# GRAPHIC IDENTITY

## COLORS

### Core colors




Core colors are the five colors of the logo.  
Colors should be flat, please do not use gradients







### Secondary colors

In addition to the core colors above use  
the supporting colors shown here and  
their tints (trasparancies).

#### Tints of black

|  |          |
|--|----------|
|  | 0 0 0 70 |
|  | 0 0 0 50 |
|  | 0 0 0 30 |

#### One color for each URBACT topic

|                     |  |                                 |
|---------------------|--|---------------------------------|
| Governance - PURPLE |  | C50 M60 Y0 K0<br>R146 G115 B176 |
| Environment - LIME  |  | C50 M0 Y100 K0<br>R148 G193 B31 |
| Inclusion - MAGENTA |  | C20 M100 Y0 K0<br>R199 G1 B127  |
| Economy - TEAL      |  | C80 M13 Y50 K0<br>R0 G156 B143  |

# GRAPHIC IDENTITY

## GRAPHIC SCHEME

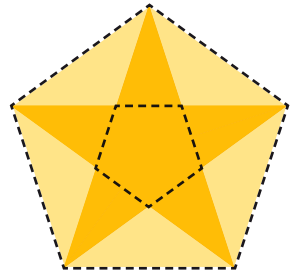
The star shape of the logo can be used alone as a graphic element. In addition to the star, a pentagon shape was chosen to play an important role in the brand's visual identity.

The regular pentagone (which defines the star) has 5 sides of equal length, but this shape may be put in perspective to form irregular pentagon shapes, add variety, dynamics and allow a rich graphic vocabulary.

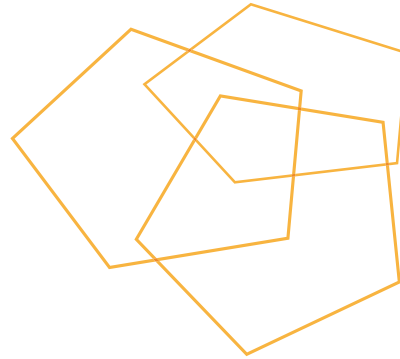
Each pentagon shape represents an entity, a territory, or a home. Several pentagon shapes overlap to represent the collaboration of various entites.

They may appear in flat color or just contour line. When used as a contour it represents a plan, a project or a vision. The overlapping shapes may add either density or brightness to each other's color.

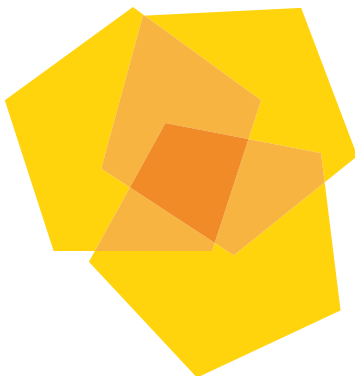
Pentagons may create patterns.



Two regular pentagons define the star's construction



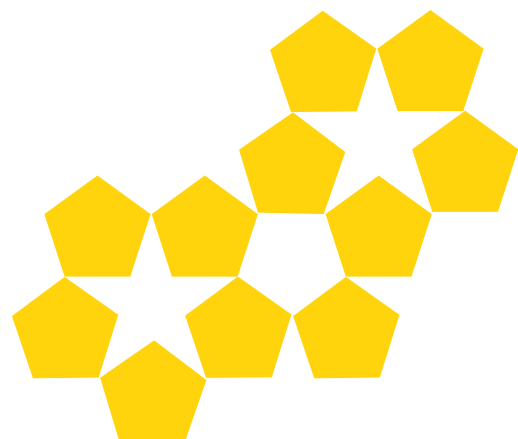
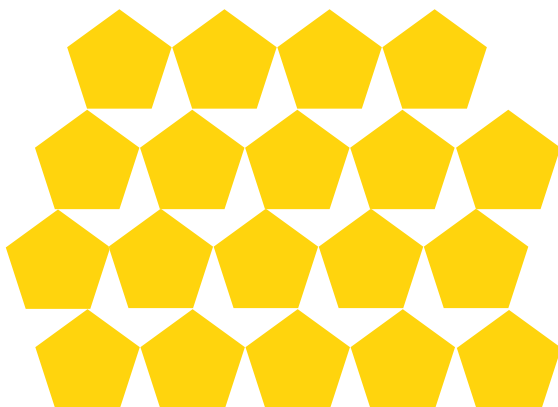
Pentagons in perspective (as contours)



Core colors adding density



Core colors adding brightness



# GRAPHIC IDENTITY

## GRAPHIC SCHEME

The overlapping pentagons form new shapes in their intersections. These new shapes thus created represent the added value of the collaboration between two entities.

The colors should be taken from the brand's color palette (core and secondary colors) but new colors may appear in the intersections.

The overlapping shapes can add density to each other's color, or brightness, according to the desired effect. The colors should remain flat.



Core colors



Core colors



Pure core and secondary colors



Core and secondary colors with transparencies adding brightness



Secondary colors with transparencies adding density

# GRAPHIC IDENTITY

## TYPOGRAPHY FONTS

### Printed documents

The font recommended for headlines is **CORE SANS C** (<https://www.myfonts.com/fonts/s-core/core-sans-c/>)

The font recommended for running text is **Roboto** (<https://fonts.google.com/specimen/Roboto>)

**// Fonts are software, so whoever is using the software needs to buy a license for it.**

Core sans C Thin

Core sans C Extra light

Core sans C Light

Core sans C Regular

Core sans C Medium

Core sans C Bold

Core sans C Extra Bold

Core sans C Heavy

Core sans C Black

*Core sans C Thin ital*

*Core sans C Extra light ital*

*Core sans C Light ital*

*Core sans C Regular ital*

*Core sans C Medium ital*

*Core sans C Bold ital*

*Core sans C Extra Bold ital*

*Core sans C Heavy ital*

*Core sans C Black ital*

Roboto Light

Roboto Regular

Roboto Medium

Roboto Bold

Roboto Black

*Roboto Light ital*

*Roboto Regular ital*

*Roboto Medium ital*

*Roboto Bold ital*

*Roboto Black ital*

# GRAPHIC IDENTITY

## TYPOGRAPHY FONTS

### Office software

Fonts recommended for office software (Word, PowerPoint...) and newsletters are Century gothic for the headlines and Arial for running texts.

Century Gothic  
**Century Gothic**

Arial  
**Arial bold**

### Web

Fonts recommended for the web are the same as for printed documents.

For Core Sans S font, a web license should be acquired.

Roboto is a Google font.

Roboto Light  
Roboto Regular  
**Roboto Medium**  
**Roboto Bold**  
**Roboto Black**

*Roboto Light ital*  
*Roboto Regular ital*  
*Roboto Medium ital*  
*Roboto Bold ital*  
*Roboto Black ital*

# GRAPHIC IDENTITY

## ICONS

### Topic Icons

An icon represents each topic in the topic's color from the brand's secondary colors



### Other Icons

Other icons can be created according to needs with flat color and minimalistic graphics



### Bullets



# GRAPHIC IDENTITY

## ICONS (OTHER VERSIONS)

### Topic Icons

The icons can also be used without the pentagon shape and as white versions.



### Other Icons



### White Icons

# APPLICATION

# APPLICATION STATIONARY

## Business cards



Front

850 x 550 mm



Back



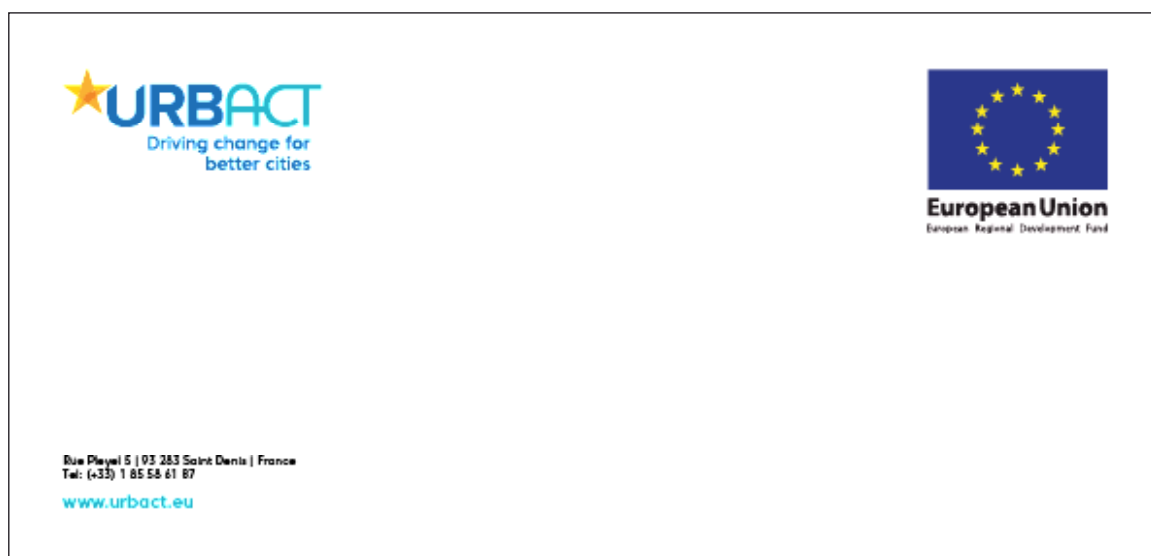
Front

275 x 650 mm



Back

## Note card



Front

210 x 100 mm

Back



# APPLICATION STATIONARY

Letterheaded paper

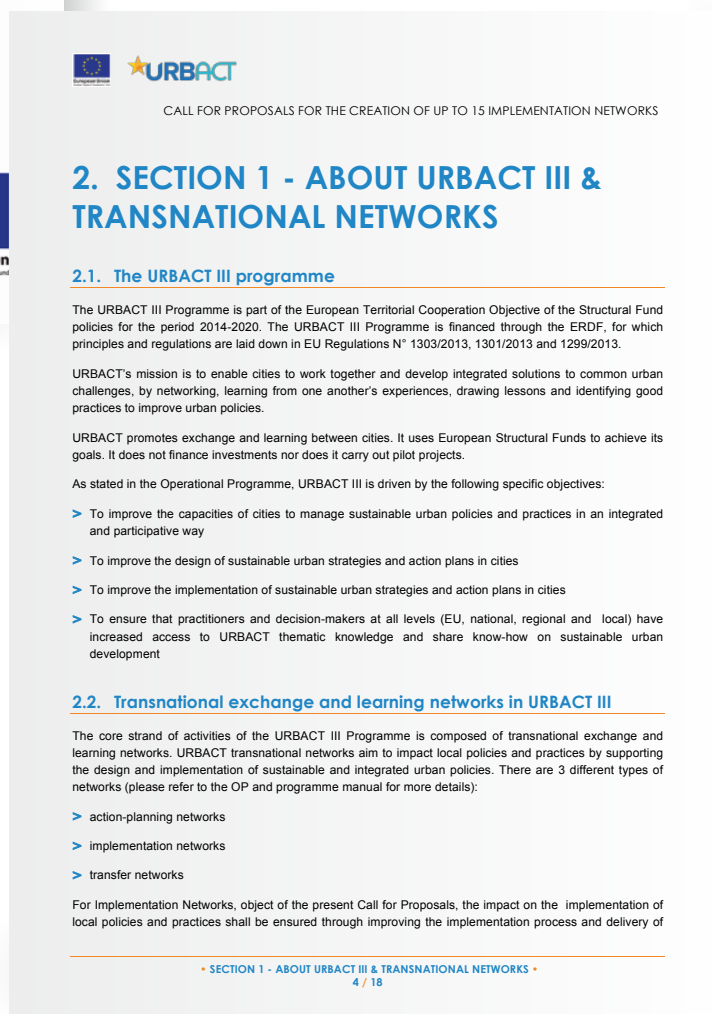
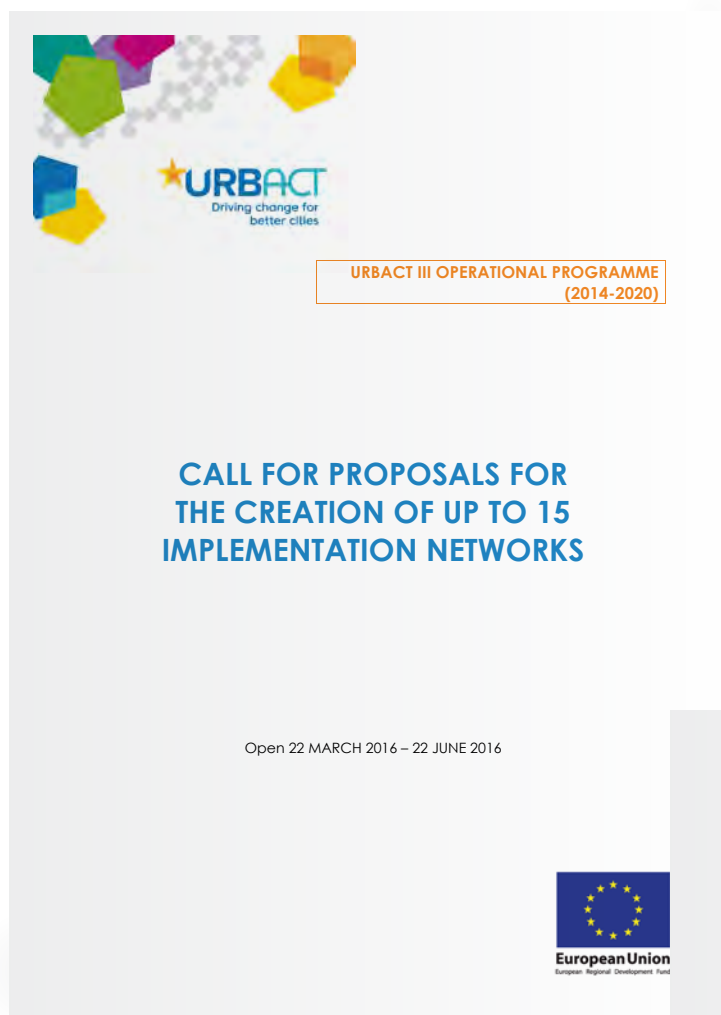


Rue Pleyel 5 | 93 283 Saint Denis | France  
Tel: (+33) 1 85 58 61 87

[www.urbact.eu](http://www.urbact.eu)

# APPLICATION STATIONARY

Word template



# APPLICATION

## INSTITUTIONAL BOOKLET

- Square shape
- The pentagon shapes, create new areas, symbolizing the collaborative work from different countries and the emulation that comes from it.



Variation with a photography



Variation without the logo in the title

# APPLICATION STUDIES

- A4 format
- A large black and white visual
- Slightly transparent overlapping pentagons evoke territories that collaborate
- The intersections show a coloured detail of the visual
- The publication's main color is the one of the URBACT topic it focuses on
- The additional colours are the core colors
- The topic color is applied on the pentagon shape behind the title, on the thread around URBACT III and on some of the shapes.

Variations of a cover for a publication about a subject related to **governance**



Variations of a cover for a publication about a subject related to **environment**



# APPLICATION STUDIES

Variations of a cover for a publication about a subject related to **inclusion**



Variations of a cover for a publication about a subject related to **economy**



# APPLICATION

## STUDIES (FRONT COVER)

Association of overlapping pentagones.  
The main color used depends on the topic of the publication.  
The other colors used are the brand's core colors (the logo colors). Some of the shapes are transparent and the others are opaque.

Issue frame



Topic Icon

Publication date

Topic color

Publication title

# APPLICATION

## STUDIES (BACK COVER)

Logo placement



White background

contact  
information

**SECRÉTARIAT URBACT**  
Kristijan Radojčić  
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**POINT DE CONTACT NATIONAL URBACT**  
Urbact-France@cget.gouv.fr

**CGET** (Responsable-Coordinateur)  
Valérie Lapenne  
valerie.lapenne@cget.gouv.fr

**DHUP**  
Delphine Gaudart  
delphine.gaudart@developpement-durable.gouv.fr



european  
logo

website

[www.urbact.eu](http://www.urbact.eu)

# APPLICATION

## SIGNATURE SYSTEMS

The white signature zone is at the bottom of the format.  
A rectangular tab overlaps part of the center of the image.  
If the background is white, a gray line (1 point) defines the signature tab zone.

Document signed  
by URBACT only  
(the signature zone  
is white and its tab  
overlaps the center  
of the image)



Document signed  
by URBACT and  
additional partners.  
A gray vertical  
line separates the  
Urbact logo and the  
european flag from  
other logos.



Document signed  
by URBACT only (a  
gray line separates  
the signature zone  
from the white  
background)



Document signed  
by URBACT and  
additional partners



# APPLICATION POWERPOINT MASK

## Presentation (general)

The powerpoint mask for a general presentation uses one of the logo colors as a main color for all the slides: the logo's dark orange.

The fonts used are Century Gothic (for the titles) and Arial (for the text)



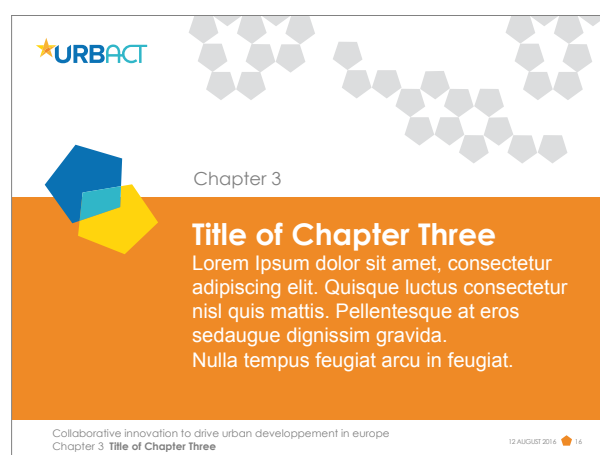
Cover - 1



Cover - 2



Title Page Chapter



Chapter Page



Content Page

# APPLICATION

## POWERPOINT MASK

### Presentation cover (general & topics)

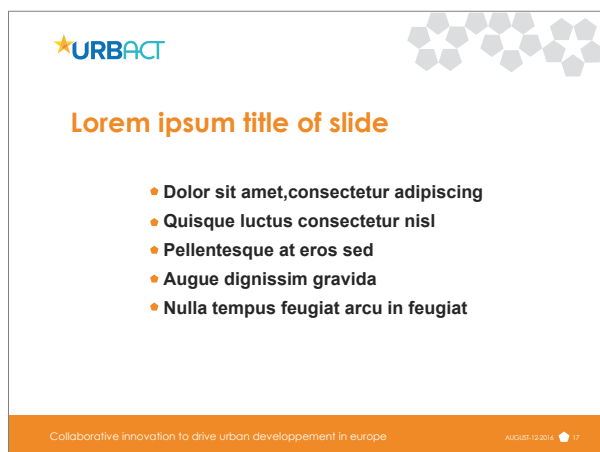
The powerpoint cover for a topic presentation uses a photo behind a large pentagon in the topic's color. For a general subjects the color used is one of the logo's colors. The shape contains the title. The fonts used for the title are Century Gothic bold (white) and regular (black). The topic's icon can also be placed on the above the title.



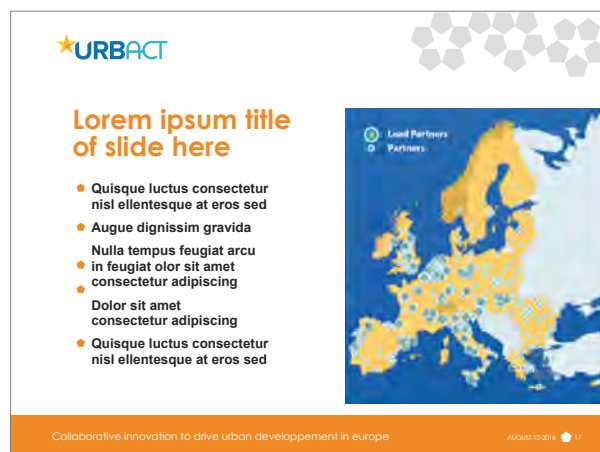
# APPLICATION POWERPOINT MASK

## Presentation (content slides 1)

These are some examples of content slides for the powerpoint presentation.



text only



text and image



image and legend

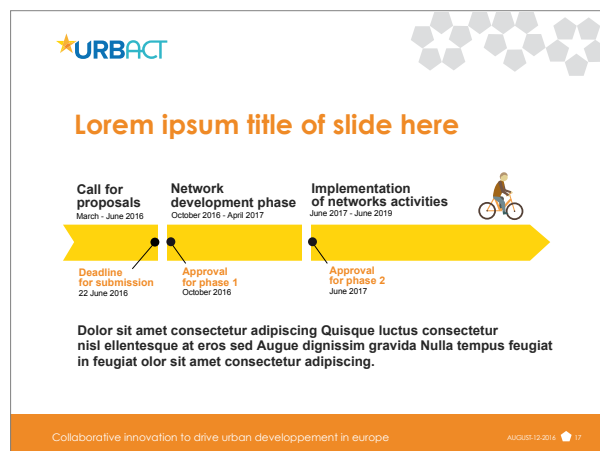


image and text

## Presentation (content slides 2)

URBACT

>Lorem ipsum  
title comes here

- Quisque luctus consectetur nisi ellentesque at eros sed
- Augue dignissim gravida
- Nulla tempus feugiat arcu in feugiat olor
- Sit amet consectetur

>Lorem ipsum

- Quisque luctus consectetur nisi ellentesque at eros sed
- Augue dignissim gravida
- Nulla tempus feugiat arcu in feugiat olor
- Sit amet consectetur

..Ipsum lorem comes here

- Augue dignissim gravida
- Nulla tempus feugiat arcu in feugiat olor
- Sit amet consectetur

Collaborative innovation to drive urban development in europe

AUGUST 12-2016 17



**Medium title comes here**

Dolor sit amet consectetur adipiscing  
 Quisque luctus consectetur nisi  
 ellentesque at eros sed Augue  
 dignissim gravida Nulla tempus feugiat  
 in feugiat olor sit amet consectetur.





Adipiscing Quisque luctus consectetur  
 nisi ellentesque at eros sed Augue  
 dignissim gravida Nulla tempus feugiat



Collaborative innovation to drive urban development in europe

AUGUST 12 2016  

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# APPLICATION

## POWERPOINT MASK

### Presentation (topic)

The powerpoint mask for a general presentation about a specific topic uses the topic's color as the main color for all the slides (in this example, the environment topic's green).

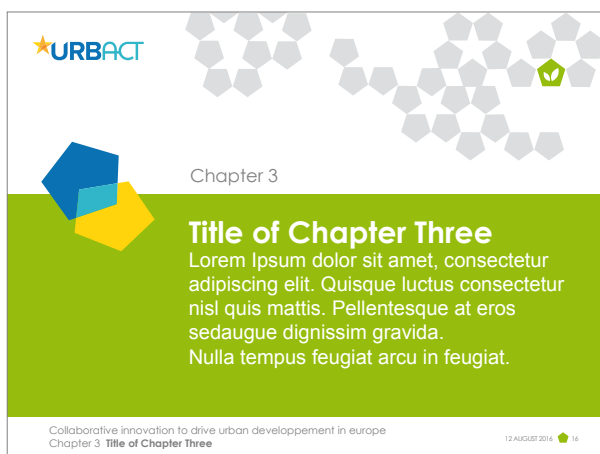
The fonts used are Century Gothic (for the titles) and Arial (for the text)



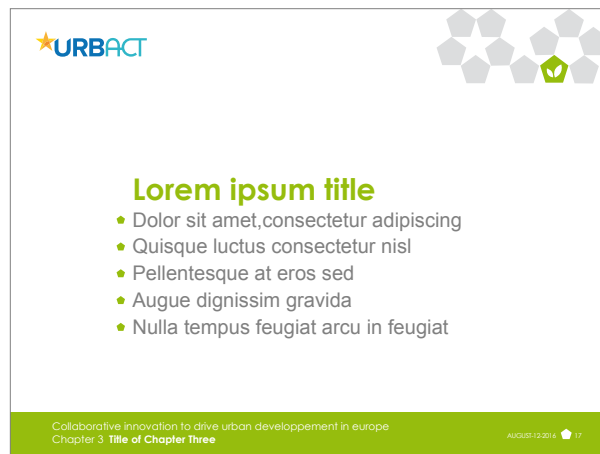
Cover



Title Page



Chapter Title



Content Page

# APPLICATION

## EVENTS ROLL-UP BANNER



# CREDITS

For any questions about the use of the  
Urbact Brand identity please contact :

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