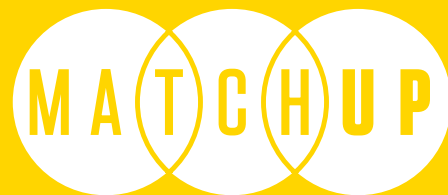


# BRAND IDENTITY GUIDELINES

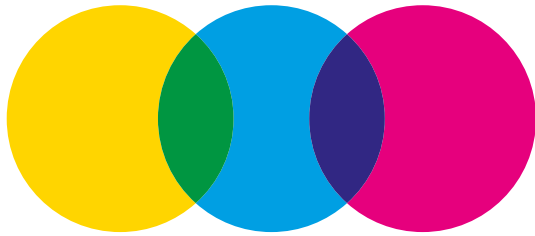
v.1.5

PART 1

# PROJECT IDENTITY



# CONCEPT

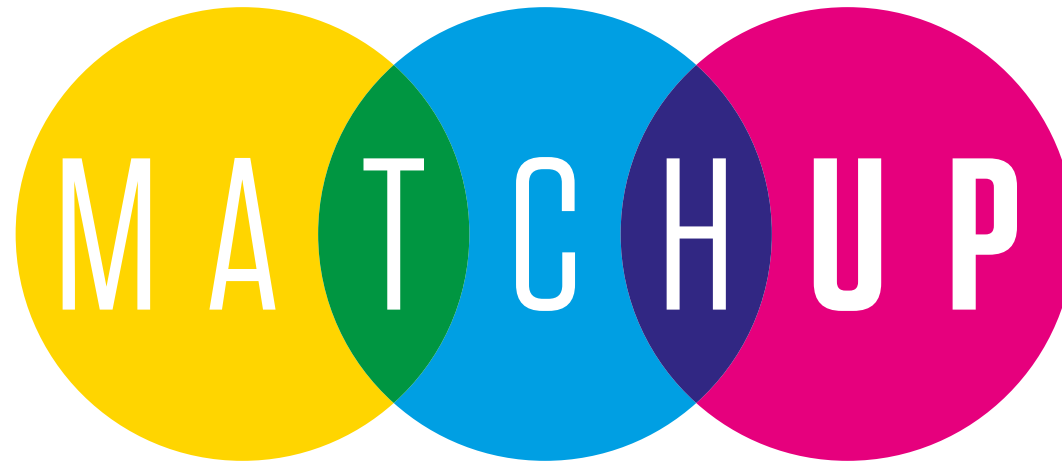


The project's target audience is extremely wide, going from policy makers to citizens. The choice for MAtchUP personality was to privilege a **clear, personable and sincere** relationship with common people, so that our message can be heard and **understood by everybody**.

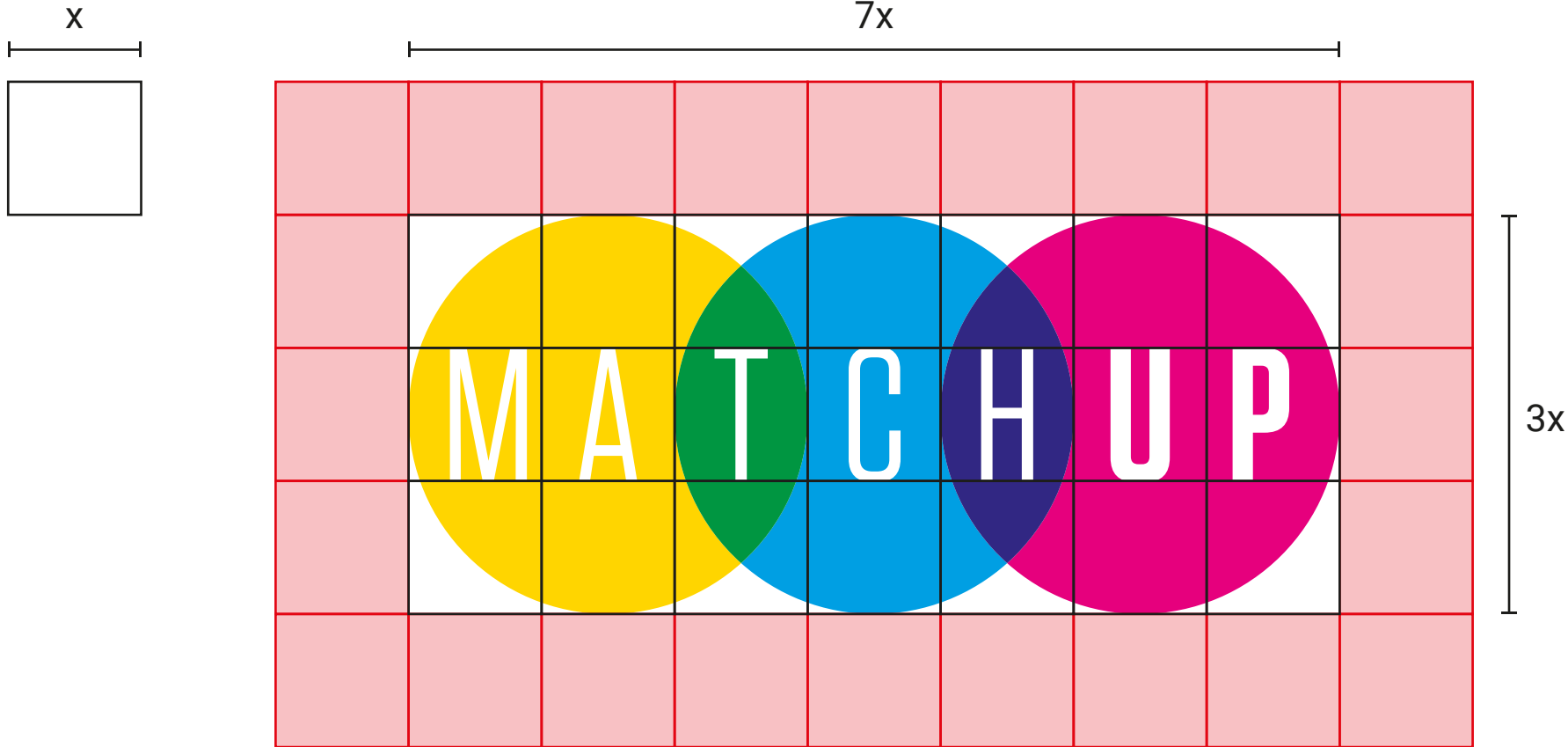
Designing MAtchUP visual identity, we took also care to craft a **modern and cutting edge system** of graphic elements, to convey the sense of innovation of the project both in **institutional and local** communications.

The visual concept in the brandmark express the **combination** of different elements (solutions, cities) which decide to form a team and **join forces to achieve greater results**.

# MAIN BRANDMARK

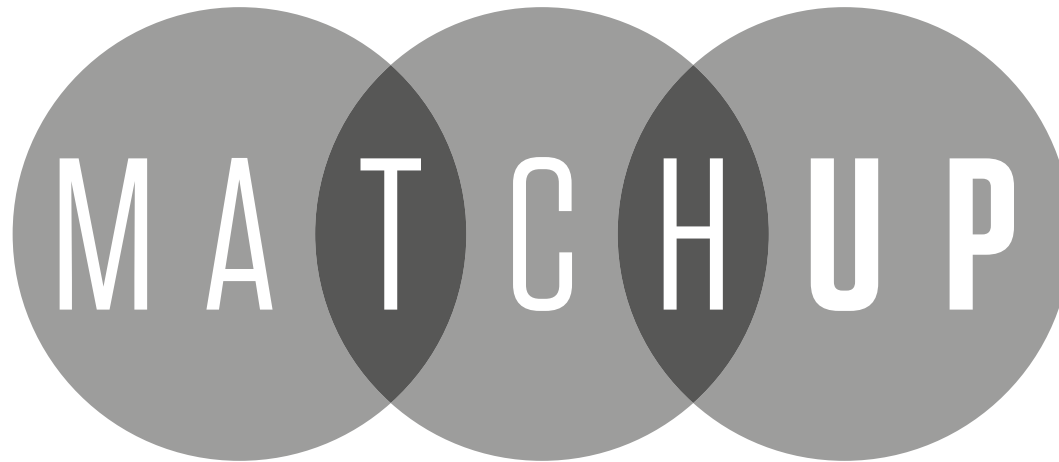


# MAIN BRANDMARK CONSTRUCTION



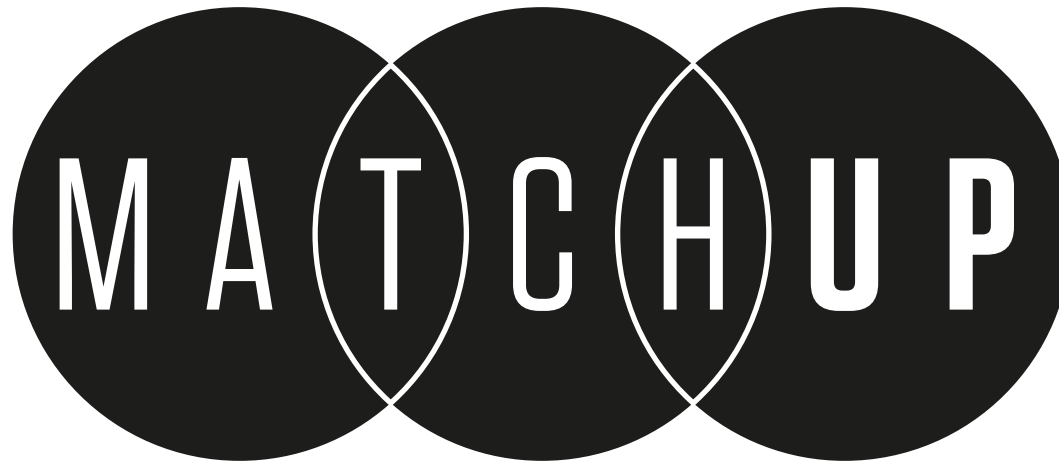
Minimum safety area: 1x all around the brandmark

# GREYSCALE BRANDMARK



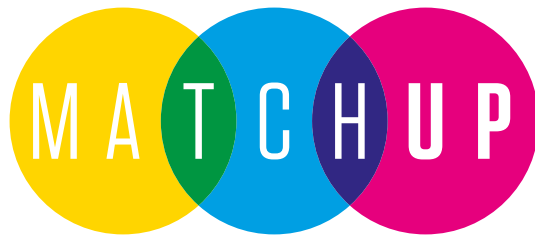
N.B.: use this version only if technical limitations are imposed.

# MONOCHROME BRANDMARK



N.B.: use this versions only if technical limitations are imposed.

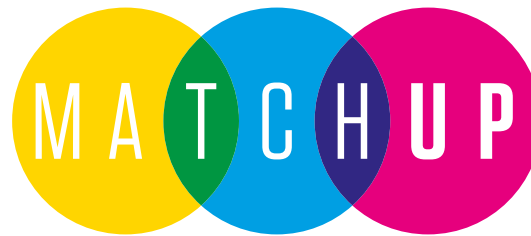
# MAIN BRANDMARK + PAYOFF



AN INNOVATIVE PALETTE  
OF SOLUTIONS FOR YOUR CITY



A. Stacked



AN INNOVATIVE PALETTE  
OF SOLUTIONS FOR YOUR CITY

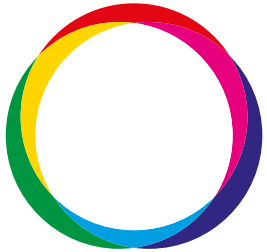


B. Side by side

The payoff is a strong communication element. You are free to use these versions of the brandmark on every public communication to express the main goal of the project. Please avoid them whenever the brandmark has a mere identification purpose and/or the payoff is too small to be legible.



# BRAND COLOURS

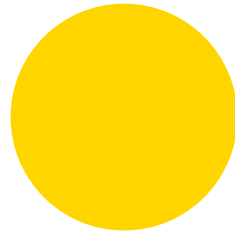


**WHITE**

CMYK: 0-0-0-0

RGB: 255-255-255

#FFFFFF

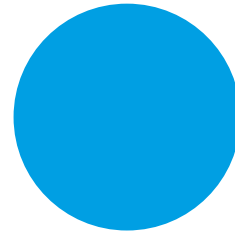


**PRIMARY YELLOW\***

CMYK: 0-15-100-0

RGB: 255-213-0

#FFD500

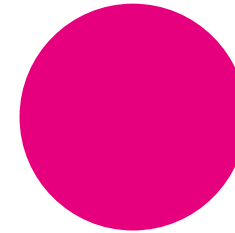


**PRIMARY CYAN**

CMYK: 100-0-0-0

RGB: 0-159-227

#009FE3

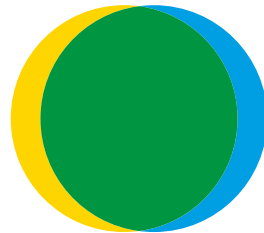


**PRIMARY MAGENTA**

CMYK: 0-100-0-0

RGB: 230-0-126

#E6007E

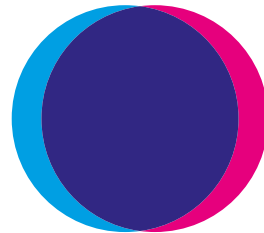


**SECONDARY GREEN**

CMYK: 100-0-100-0

RGB: 0-150-64

#009640

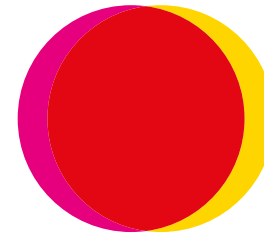


**SECONDARY BLUE**

CMYK: 100-100-0-0

RGB: 49-39-131

#312783

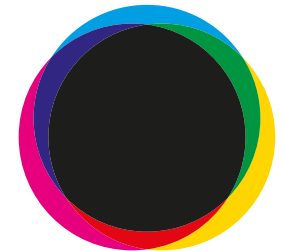


**SECONDARY RED**

CMYK: 0-100-100-0

RGB: 227-6-19

#E30613



**BLACK**

CMYK: 0-0-0-100

RGB: 0-0-0

#000000

\* CMYK values for yellow are slightly altered to ensure legibility on white backgrounds.

# TYPOGRAPHY

H1 IS SET IN OSWALD  
EXTRALIGHT 60/60 PX

┌ 20px  
baseline  
grid

HEADING 2. This subtitle is set in Oswald Light 32/40px

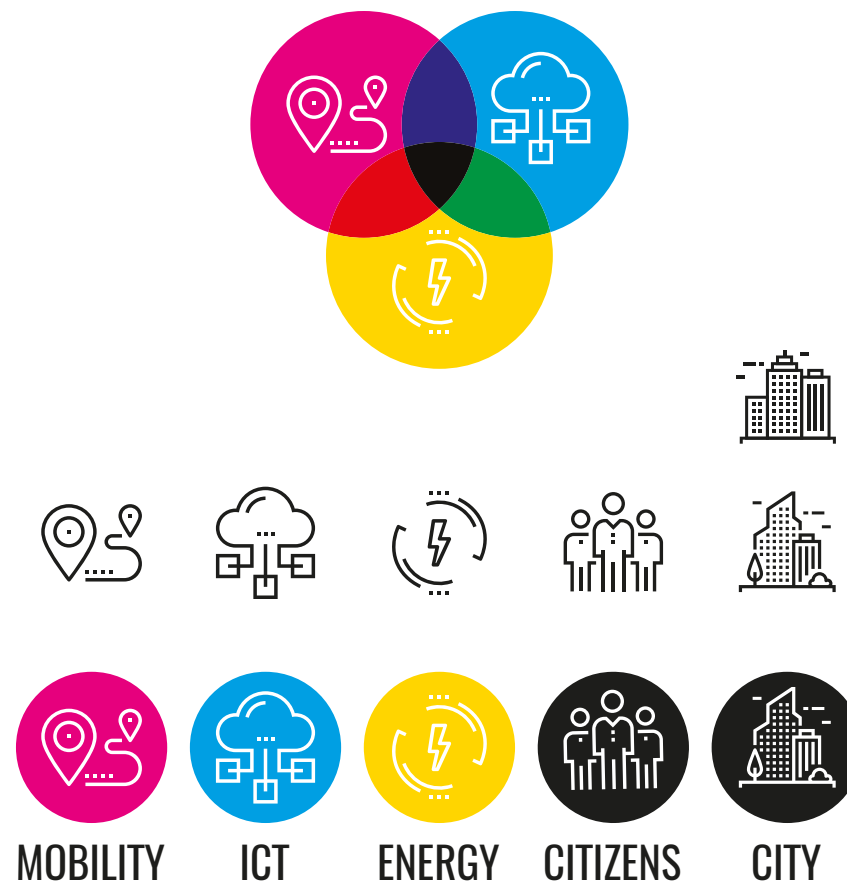
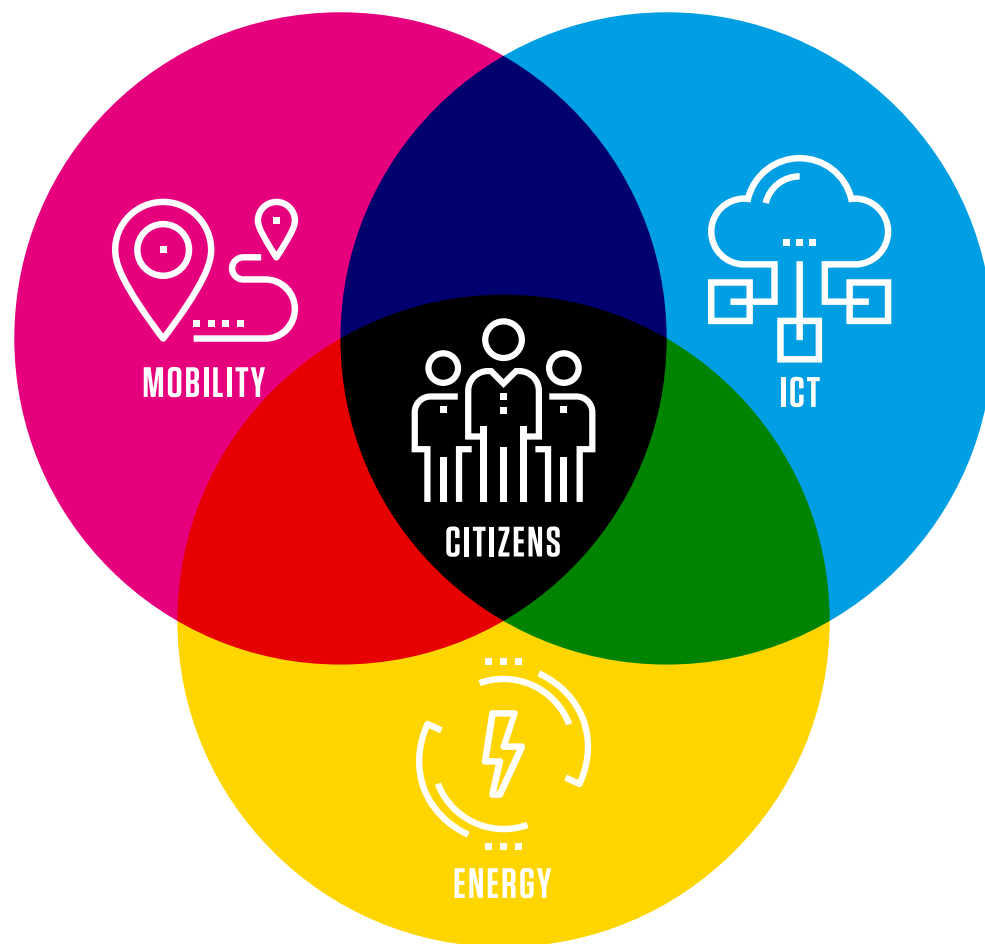
H3. OSWALD REGULAR 20/20PX

Body copy is set at 16/20px Roboto regular or **Roboto bold** on digital communication.  
On print it is set between 9 and 12px and the baseline grid follows accordingly.

As alternatives when using MS OFFICE programs (Word, Powerpoint, etc.), you can use  
**Impact** for titles and **Arial** for body copy.

N.B.: MATCHUP brandmark is set in Tungsten Book & Tungsten Semibold.

# ICONOGRAPHY



A specific color can be associated with a technical area: please use colours in a consistent way.

N.B.: MATCHUP icons are designed by Maxim Basinki and released under a Creative Commons licence.

You can find more icons from the same series on [www.thenounproject.com](http://www.thenounproject.com)

# PHOTOGRAPHY - KEY VISUALS



MATCHUP photographic key visuals use a technique called “double exposure”, which involves two overlapping photos that merge into a single image. The visual concept is the same that underlies the landmark design. These photographic compositions show urban environments and people, highlighting the intersection between the main elements that make up each city, both technologic and human.



# H2020 GRANT AGREEMENT BLOCK

H2020 grant agreement block examples:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 774477.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 774477.



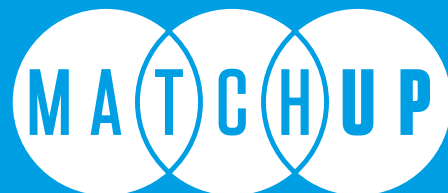
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 774477.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 774477.

The H2020 Grant Agreement block includes the EU flag and information on EU funding. It is mandatory on every public communication material produced by MATCHUP project. High-resolution EU flag and further graphic guides can be found here:  
<http://europa.eu/about-eu/basic-information/symbols/flag/>

PART 2  
**CITIES IDENTITY**



# CITY BRANDMARKS SYSTEM

## MATCHUP BRAND SYSTEM FEATURES A SPECIFIC SUB-BRANDMARK FOR THE THREE LIGHTHOUSE CITY INVOLVED IN THE PROJECT.

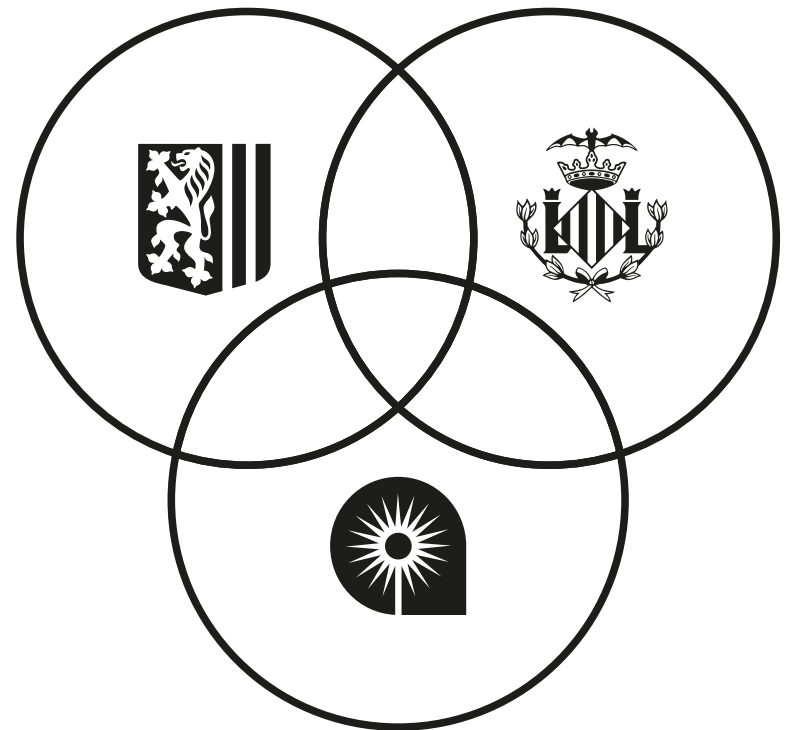
The aim is to increase the sense of trust and credibility of the project by associating it with the city emblems. Some special rules apply to these city brandmarks:

- they are meant to be used by project's partners only when producing city-specific communication materials;
- do not use two or more city brandmarks together, or a city brandmark side by side with the main project brandmark;
- do not associate each of the three cities with a specific color: all colors should be used in harmony in every local communication;
- the payoff is always detached from the city brandmark and it's translated in the proper national language, so that every citizen can understand its meaning.

Unless otherwise specified, use the rules and guidelines valid for the main brandmark.

DRESDEN

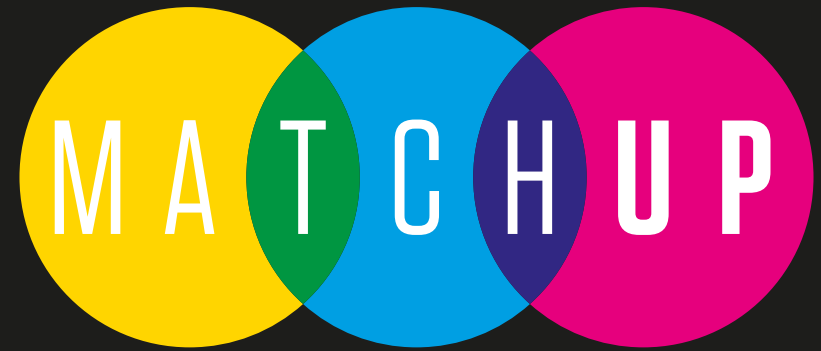
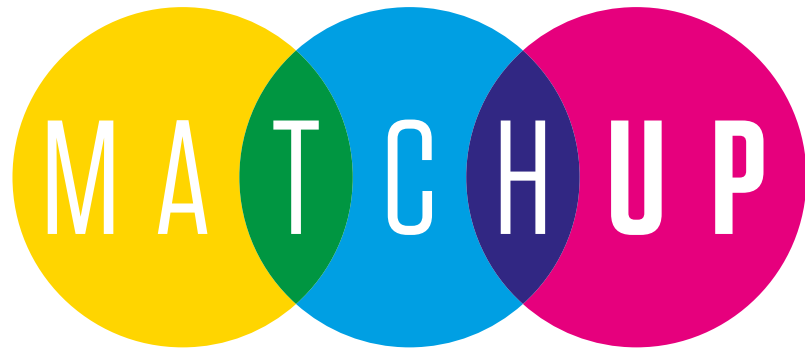
VALENCIA



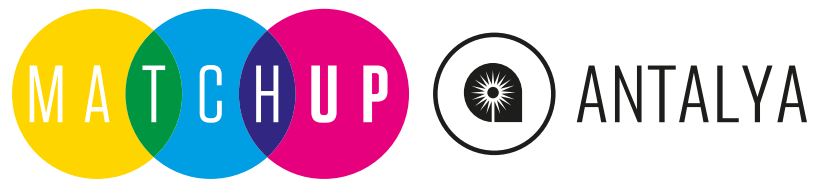
ANTALYA

# ANTALYA BRANDMARK

## A. Stacked



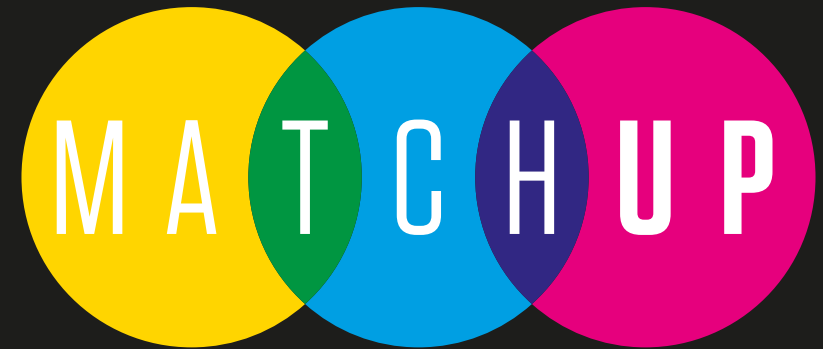
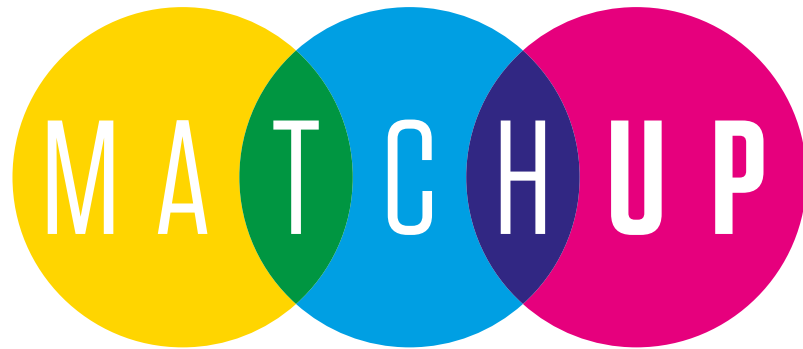
## B. Side by side



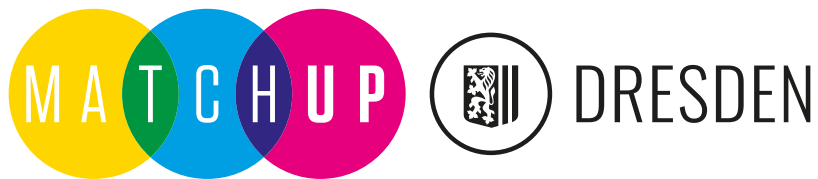


# DRESDEN BRANDMARK

## A. Stacked

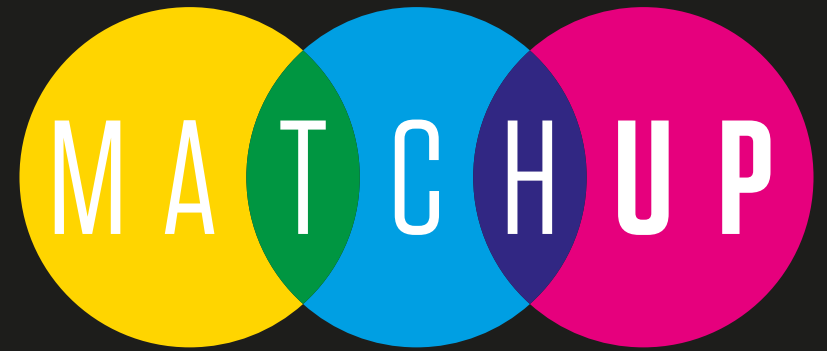
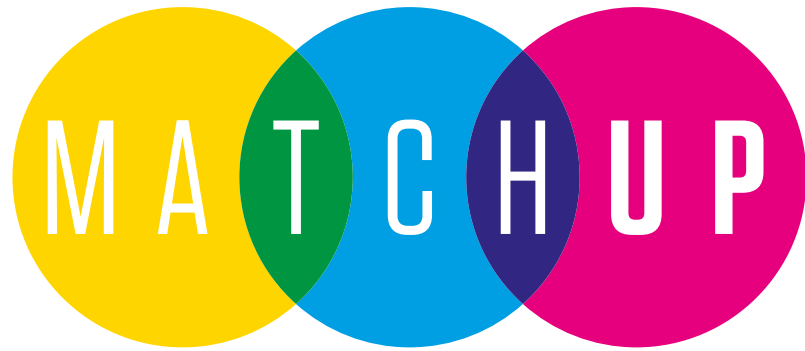


## B. Side by side



# VALENCIA BRANDMARK

## A. Stacked



## B. Side by side



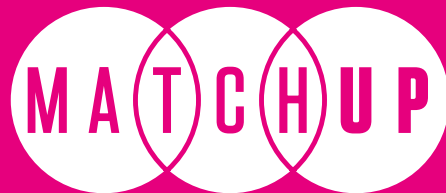
# PHOTOGRAPHY - CITIES



When choosing photos for local communication, always prefer shots where people are present in recognizable urban environments, not in artificial poses but simply by living their daily lives. Photos should have vivid, vibrant colours and natural bright lights to convey positive feelings.



PART 3  
**APPLICATIONS**





# KICK-OFF MEETING ROLL-UP

## NOVEMBER 2017





## AN INNOVATIVE PALETTE OF SOLUTIONS FOR YOUR CITY

**3 LIGHTHOUSE CITIES**  
Demonstrating and validating the integrated MATCHUP smart city innovative solutions through large-scale interventions and co-creation with citizens and stakeholders.



**VALENCIA**  
(SPAIN)



**DRESDEN**  
(GERMANY)



**ANTALYA**  
(TURKEY)

**4 FOLLOWER CITIES**  
Maximising the replication and upscaling potential of the MATCHUP urban transformation model and accelerating the smart cities revolution in Europe and beyond.



**OSTEND**  
(BELGIUM)



**HERZLIYA**  
(ISRAEL)



**SKOPIE**  
(FYROM)



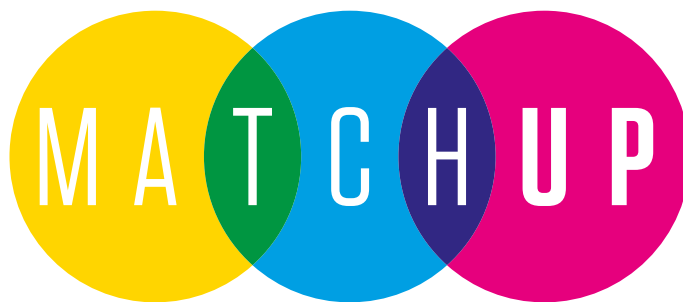
**KERAVA**  
(FINLAND)

[www.matchup-project.eu](http://www.matchup-project.eu)  [@matchupEU](https://twitter.com/matchupEU)

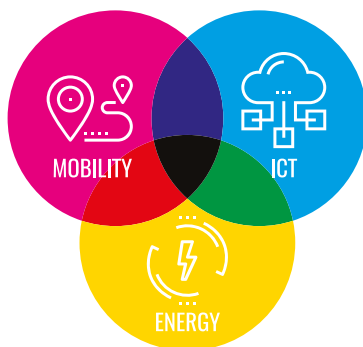
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 719421.

# KICK-OFF MEETING BOOKMARK

NOVEMBER 2017



AN INNOVATIVE PALETTE  
OF SOLUTIONS FOR YOUR CITY



## MATCHUP OBJECTIVES:

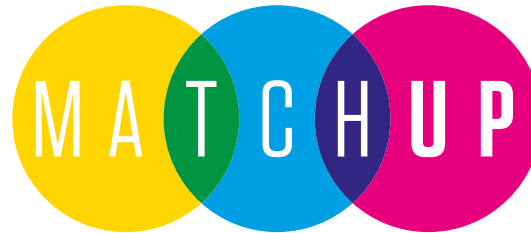
- maximize the cities' transformation process in the energy, mobility and ICT areas;
- involve citizens and stakeholders in the co-design of their future smart cities;
- demonstrate and validate its urban regeneration model in 3 Lighthouse cities: Valencia (ES), Dresden (DE) and Antalya (TR) and support replication plans in 4 Follower cities.



[www.matchup-project.eu](http://www.matchup-project.eu)  [@matchupEU](https://twitter.com/matchupEU)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 774477.



The rules specified in this Brandbook are to be considered guidelines to better understand the project and to look at when designing something new, evolving the identity, or even when breaking the rules.

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Design Director

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MATCHUP Brand Identity Guidelines v.1.5

Latest update: December 2017



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 774477.