



includities

Identity Guidelines Version 1 / July 2020

Introduction

These guidelines present the project's visual identity and establish the basic principles for the entire range of communication products, publications, online communication tools, etc. This visual identity has been created to give INCLUCITIES a strong and identifiable image. It is therefore vital that everyone abides by the rules set out in these guidelines in order to build a dynamic and coherent visual brand.



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The Essentials



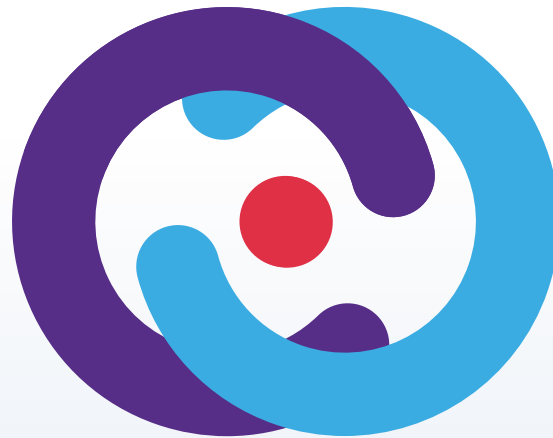
Local



Inclusive



Collaborative



IncluCities

The Essentials

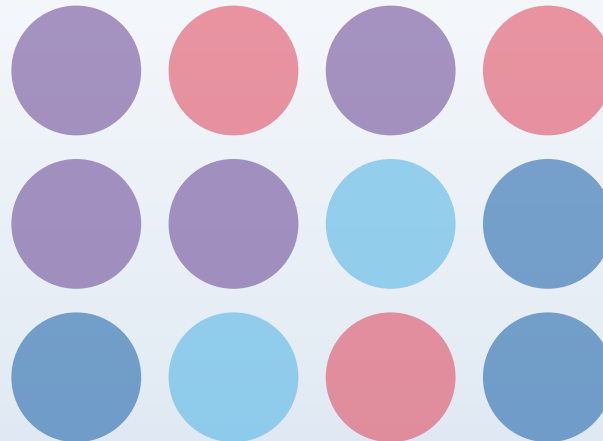
Elements of the System

Every brand is a system. We use colors and elements from the logo to create a strong and recognisable identity.

Logotype

inluoities

Symbol



The **dots pattern** figure the localities, with their singularities (different colours from the logo).



The **curved frame** suggests the inclusion, while the gradient gives depth.



The photographic themes go around **people in cities**.

The Essentials

Partnership

As part of the identity, all applications of the INCLUCITIES visual identity must include CEMR logo and the EU flag with the mention «Co-funded by the European Union».

They should be positioned at the bottom of the applications, preferably aligned on the right, but they also can be centered.

Partners logos should be smaller and positioned in a line, either on the left side (if the CEMR and EU logos are right-aligned), either below (if the CEMR and EU logos are centered).

Co-funded by
the European Union



Local & Regional Europe
L'Europe locale & régionale



Co-funded by
the European Union



Local & Regional Europe
L'Europe locale & régionale

Co-funded by
the European Union



Local & Regional Europe
L'Europe locale & régionale



Identity Basics

Identity Basics

Logo (Colour)

includities

Identity Basics

Logo (Other versions)

Monochrome

includities

Monochrome reversed

includities

Greyscale

includities

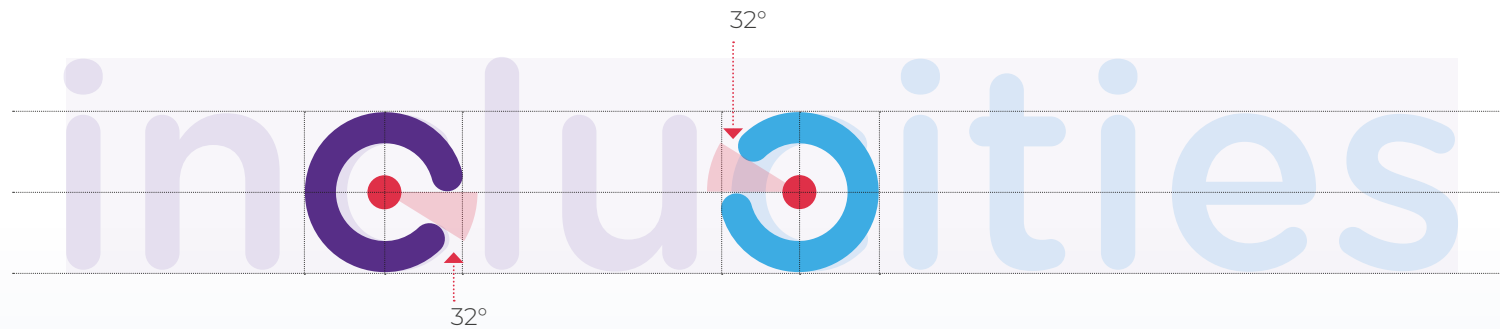
Black 80% Black 100% Black 50%

Color reversed

includities

Identity Basics

Logo composition and safe space



Identity Basics

Forbidden uses

~~includities~~

~~includities~~

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~~*includities*~~

~~*includities*~~

~~includities~~

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~~includities~~

Identity Basics

Symbol

The symbol is meant for digital use or color graphic backgrounds only, therefore no black or monochrome version is available.

Color



Gradient color



Identity Basics

Tagline



Long taglines versions are made from the model in English, but spread over two lines with a left alignment and the default line height. For Greek, the typeface Myriad Pro Semibold Semiextended is used.

includities

Construyendo ciudades
inclusivas desde la diversidad

includities

Δημιουργώντας πόλεις χωρίς
αποκλεισμούς για τους μετανάστες

Identity Basics

Tagline language versions

Whenever possible, this extensive version of the logo should be used, with the appropriate tagline language variation.

English

inclusionities
Building inclusive cities with migrants

French

inclusionities
Vers des villes facilitant
l'intégration des migrants

Dutch

inclusionities
Samenwerken aan warme,
inclusieve en solidaire steden

Italian

inclusionities
Costruire città inclusive

Spanish

inclusionities
Construyendo ciudades
inclusivas desde la diversidad

Greek

inclusionities
Δημιουργώντας πόλεις χωρίς
αποκλεισμούς για τους μετανάστες

Latvian

inclusionities
Iekļaujošas pilsētas

Identity Basics

Colours

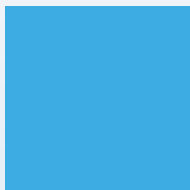
Colours are strongly based on CCRE Identity; only the light blue has been slightly changed to give a better contrast with the purple. Red will be used as main contrast colour. Gradients will be used in graphic backgrounds.

Logo colours



Purple

CMYK 82/95/0/0
RGB 86/55/149
HEX 563795



Light Blue

CMYK 69/14/0/0
RGB 59/172/226
HEX 3bace2



Red

CMYK 6/92/65/0
RGB 226/58/80
HEX e23a50

Secondary colours



Dark Blue

CMYK 100/70/0/0
RGB 0/91/170
HEX 005baa



Green

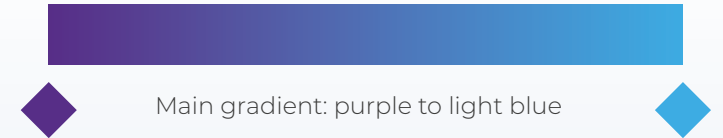
CMYK 60/0/85/0
RGB 110/192/93
HEX 6ec05d



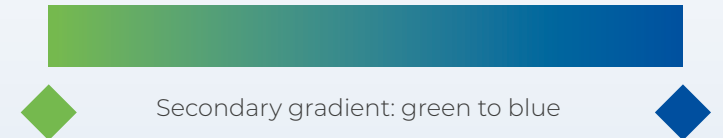
Yellow

CMYK 0/37/100/0
RGB 251/171/24
HEX fbab18

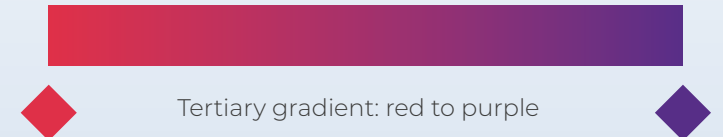
Gradients



Main gradient: purple to light blue



Secondary gradient: green to blue



Tertiary gradient: red to purple

Identity Basics

Typefaces

The typeface used is Montserrat family.
It is available from Google Fonts
<https://fonts.google.com/specimen/Montserrat>

The Body Text base colour is **Black 90%**

*Primary Typeface: main uses
(print, website...)*

Montserrat Thin
Montserrat Thin Italic
Montserrat Extra Light
Montserrat Extra Light Italic
Montserrat Light
Montserrat Light Italic
Montserrat Regular
Montserrat Italic
Montserrat Medium
Montserrat Medium Italic
Montserrat Semibold
Montserrat Semibold Italic
Montserrat Bold
Montserrat Bold Italic
Montserrat Extra Bold
Montserrat Extra Bold Italic
Montserrat Black
Montserrat Black Italic

*Secondary Typeface: working materials
(if Primary Typeface isn't available)*

Calibri light
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Identity Basics

Correct Writing

When written in plain text, INCLUCITIES should always be in uppercase, to make it pop up in a body text.

In other cases (E.g. titles of articles) we use IncluCities.

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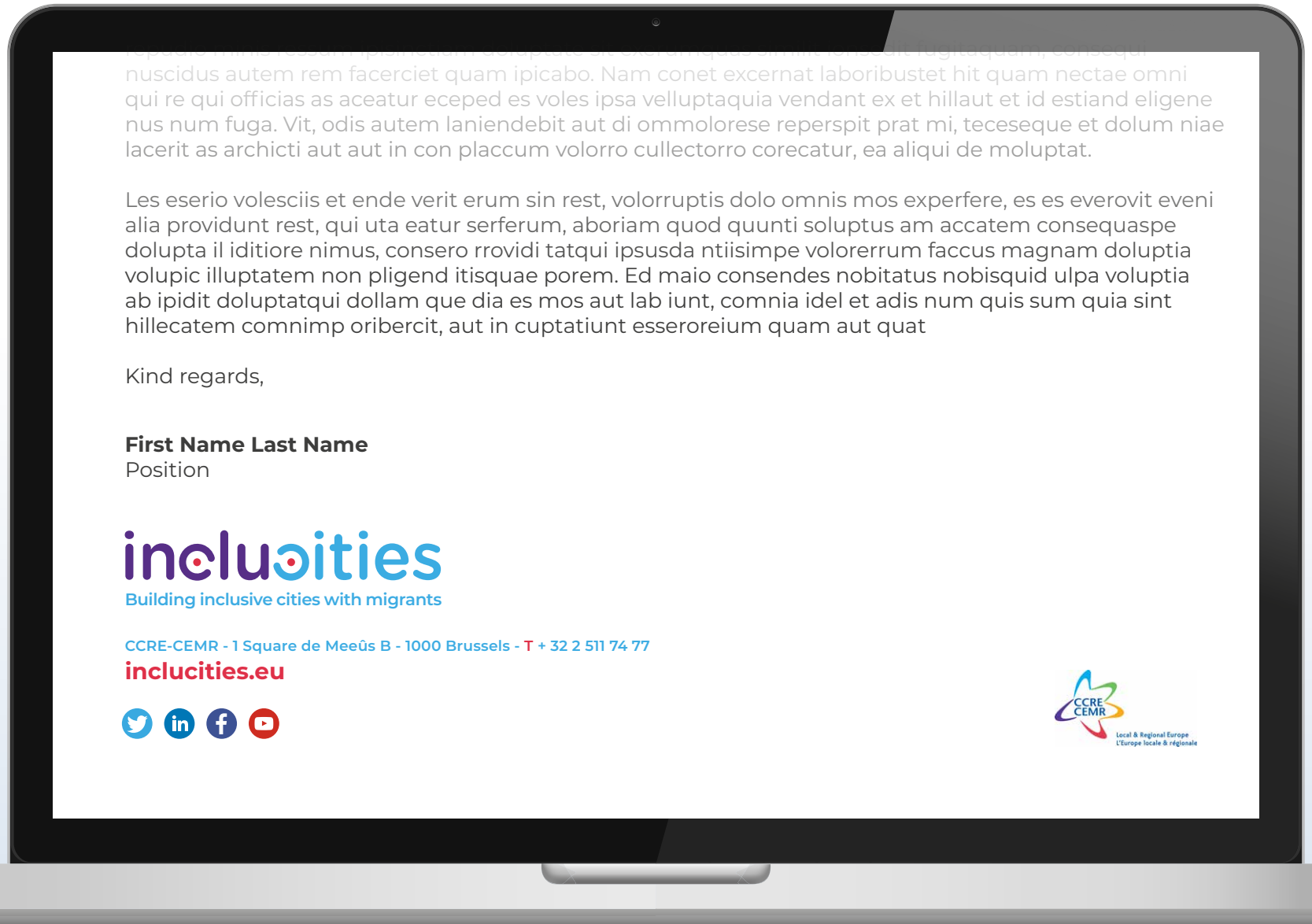
Ga. INCLUCITIES Ectur, sit earuptae verit aut unt velique volorerum imus estis et pro bea peditio. Itatur, et omnis eossit, sus moluptae si sit as nus rest eicabo. Parumet molecep rehenis in nis ex eribus.

A photograph of a woman with long dark hair carrying a young child with curly hair on her shoulders. The child is wearing sunglasses on their head and has their arms raised. They are in an urban environment with buildings in the background. The image is overlaid with a blue and purple gradient.

Applications: Digital Assets

Stationeries

Email signature



Digital Assets

Social media channel

The slight-gradient version of the Symbol should be used as avatar in all the social media channels.



Stationeries

Powerpoint Presentation

Title page



includities

Title of presentation: Calibri Bold 60 pt

Subtitle: Calibri Bold 36 pt

Author's name: Calibri Regular 36 pt

www.includities.eu

03/08/2020

Section page



includities

1. Chapter title: Calibri Bold 50 pt

03/08/2020

Text page

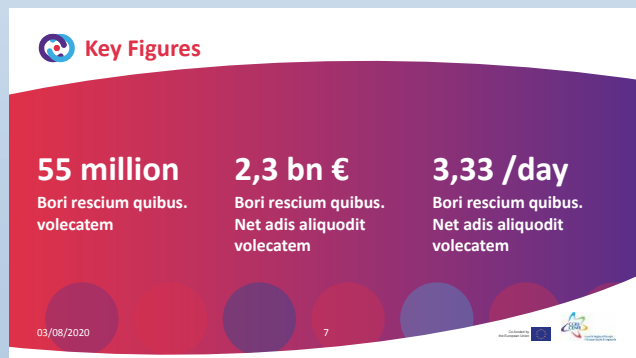


Page title: Calibri Bold 44 pt

- First level Calibri Regular 28 pt
- Second level Calibri Regular 24 pt
- Third level Calibri Regular 20 pt
- Fourth level Calibri Regular 18 pt
- Fifth level Calibri Regular 18 pt

03/08/2020

Figures page



Key Figures

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volecatem

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volecatem

3,33 /day
Bori rescium quibus.
Net adis aliquodit
volecatem

03/08/2020

Quote page

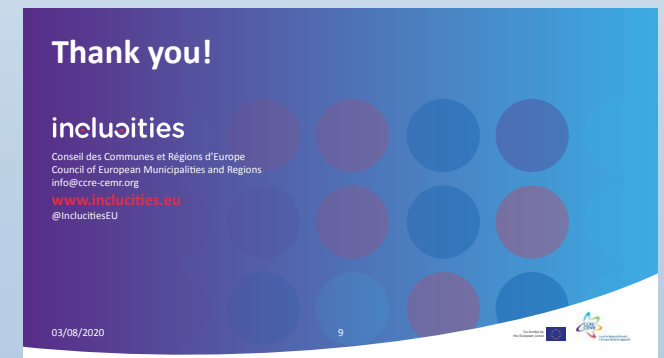


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Frédéric Vallier, Secretary General

03/08/2020

Closing page



Thank you!

includities

Conseil des Communes et Régions d'Europe
Council of European Municipalities and Regions
info@ccre-cemr.org
www.includities.eu
[@IncluditiesEU](https://twitter.com/IncluditiesEU)

03/08/2020

Digital Assets
Website

A laptop is shown from a front-facing perspective, slightly angled to the right. The screen is white and displays the text "(To be completed)" in a black, sans-serif font, centered horizontally and vertically. The laptop has a dark bezel and a silver-colored base.

(To be completed)

Applications: Print Assets

Print Assets

Leaflet

(Final layout to be completed)

About INCLUDITIES

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Objectives

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Contact

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Conseil des Communes et Régions d'Europe
Council of European Municipalities and Regions
info@ecte-centr.org
@includitiesEU

Partnership

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includities

Building inclusive cities with migrants

Title of the Leaflet

Co-funded by the European Union

Co-funded by the European Union

Presentation

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Belgava (LV)

Mechelen

Bruxelles

Schaerbeek

Saint Jean de la Ruelle (FR)

Fuenlabrada (ES)

Partinico (IT)

Livadia (GR)

Methodology

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1. Education and training

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2. Access to basic services

blaut qui temoluptatio et dipidem volorer feruntis atibust, eosae maio. Ut intia ipsam im nonswerite ei minusamus ab is rem.

3. active participation and social inclusion

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4. Housing

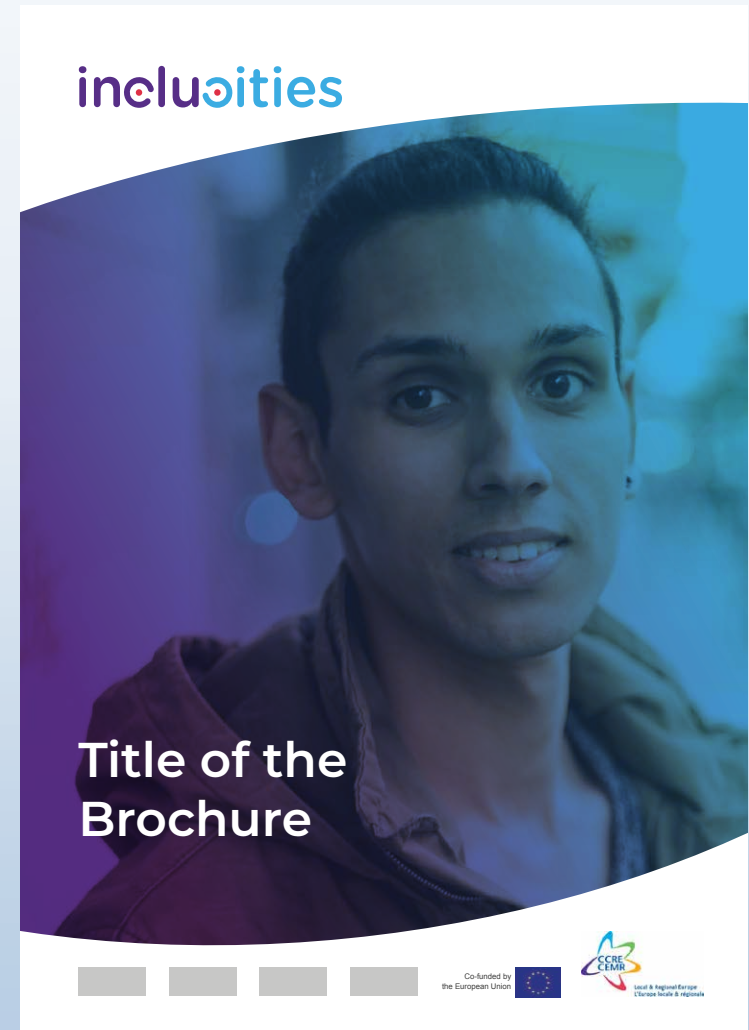
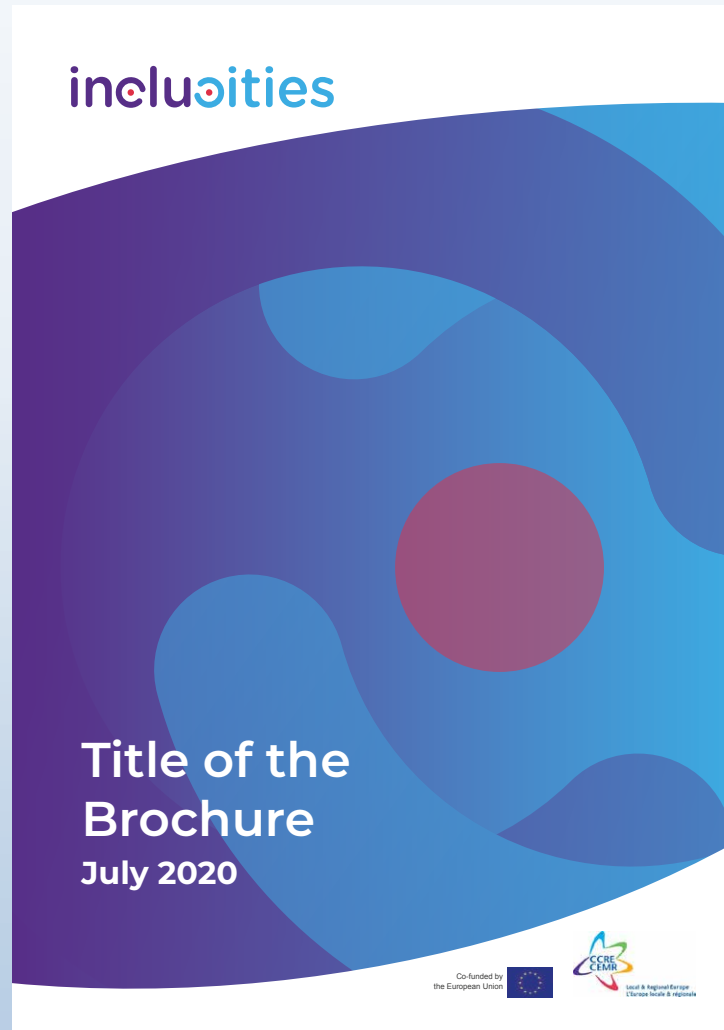
blaut qui temoluptatio et dipidem volorer feruntis atibust, eosae maio. Ut intia ipsam im nonswerite ei minusamus ab is rem.

Print Assets

Brochures (covers)

Covers can include a graphic abstract from the the elements of the Symbol, or a photo-based material. In that case, the blue-faded and dots area can give a better contrast to the title of the brochure.

The curved frame is preferably used, for consistency as a strong identity feature. This also allows the logo of **INCLUCITIES** to be set on the top, and the logos of CCRE/CEMR and the European Union on the bottom. It will be slightly lifted up to include possible partners logos.



Print Assets

Brochures (backcover)

For backcovers, the template will be used for consistency.



Print Assets

Brochures (inside)

Inside the brochures, the layout must remain simple and clean, although it can allow more flexibility. The consistency is kept by using the dedicated typeface, colors and graphic elements: curves and dots.

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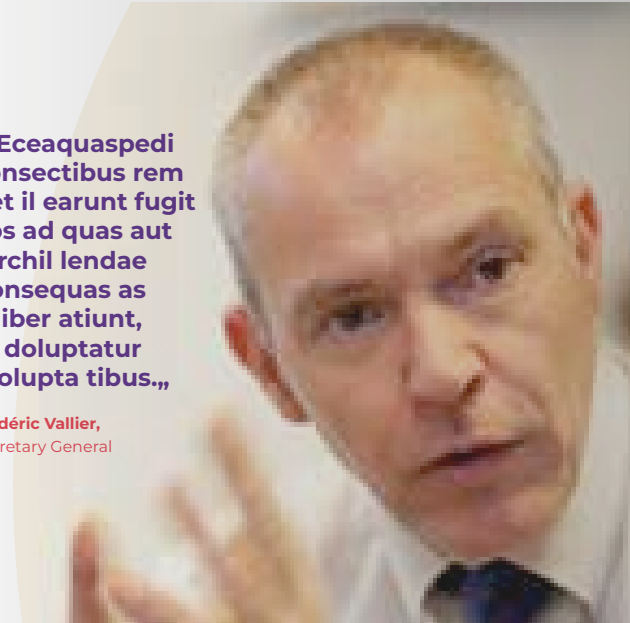
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Frédéric Vallier,
Secretary General

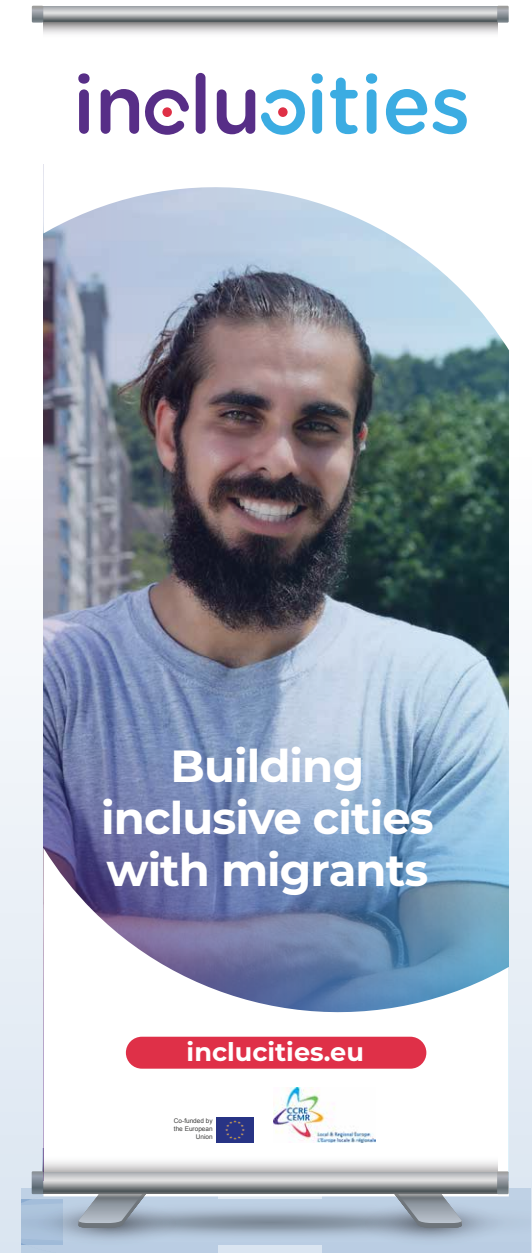


Print Assets

Roll-up banners

This shows that INCLUCITIES is a flexible brand. The tagline can be used outside the logo, if it needs to be emphasised or presented.

Some example are shown here for inspiration.



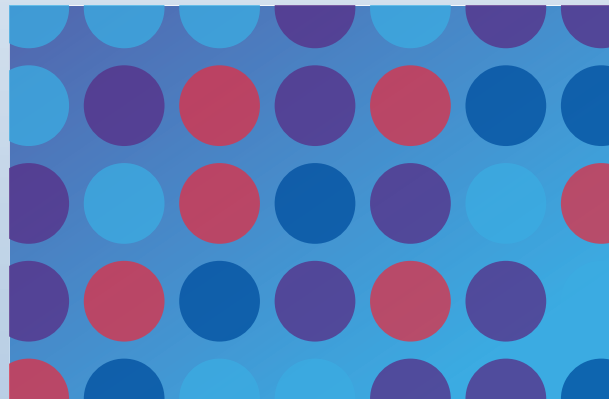
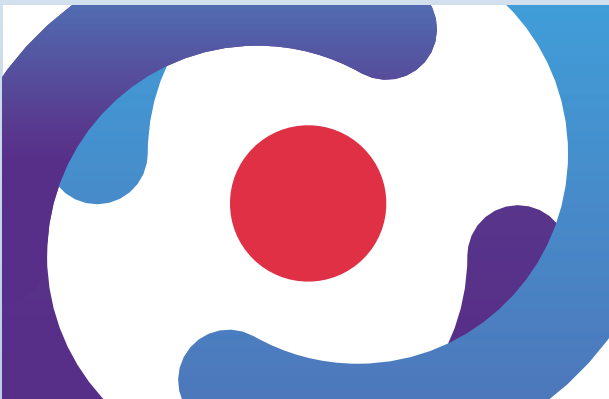
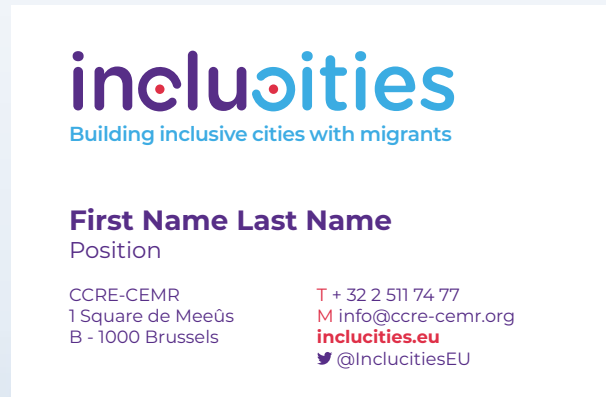
Applications: Stationeries

Stationeries

Business cards

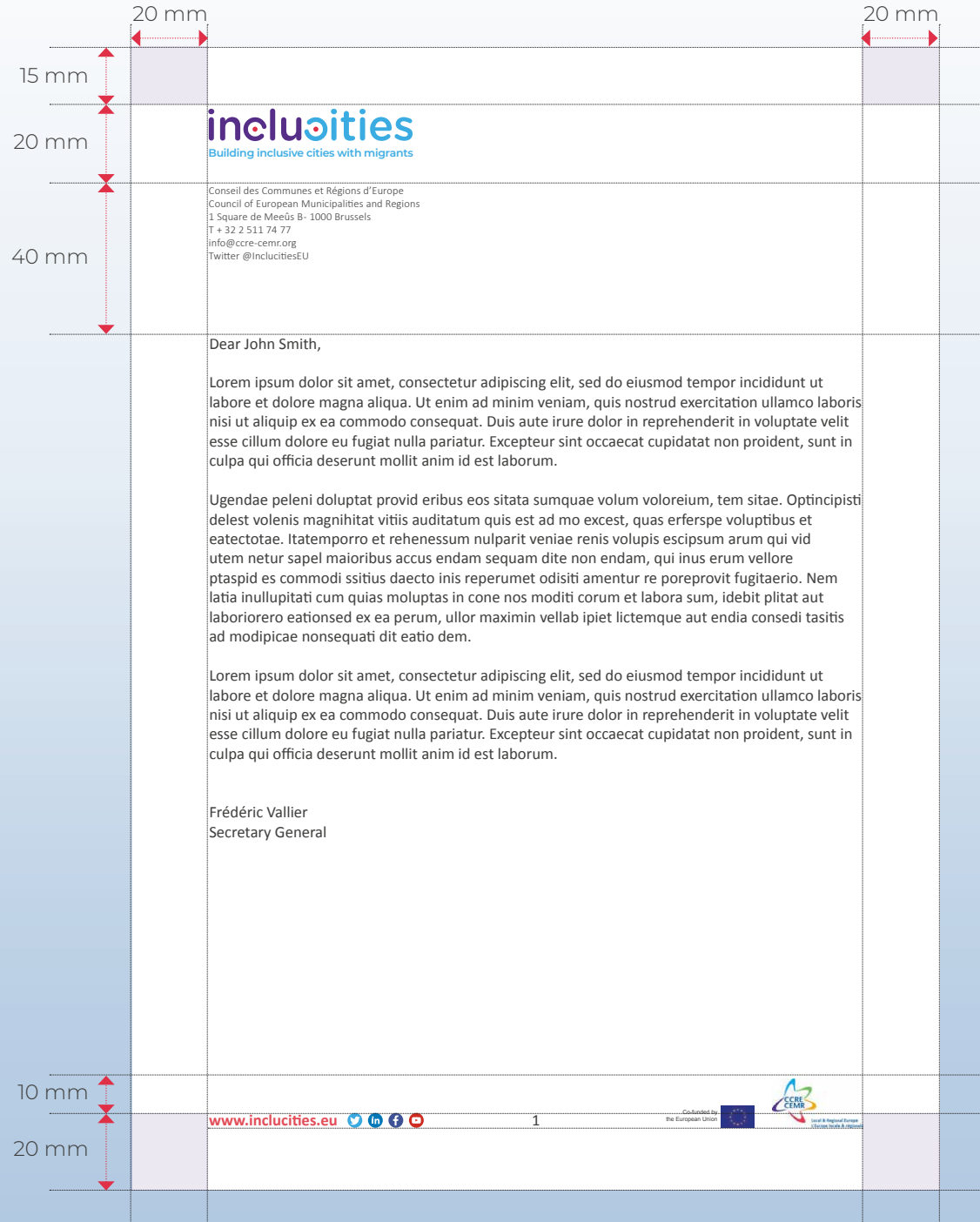
For the front side, the template is used to keep consistency.

The back sides can be different, using the elements from the Symbol and the Identity System (See The Essentials, page 4). Some examples are shown below.



Letterhead

Format: A4
Body text: Calibri Regular 12 pt
Left aligned - no hyphenation
Colour: Black 90%.



Stationeries

Meeting document

Format: A4

Main text colour: Black 90%

Left aligned - No hyphenation

Body text: Calibri Regular 12pt

Title 1: Calibri Bold 24 pt - Red

Title 2: Calibri Bold 18 pt - Purple

Title 3: Calibri Bold 14 pt

Footnotes: Calibri Regular 8 pt

Page 1



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Council of European Municipalities and Regions
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T + 32 2 511 74 77
info@ccre-emr.org
Twitter @inclusionitiesEU

Title 1 - Calibri Bold 24 pt - Red

Body Text - Calibri regular 12 pt - Left Aligned - No hyphen - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Title 2 - Calibri Bold 18 pt - Purple

Title 3 - Calibri Bold 14 pt

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Following pages



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Optatur re, corenda eruptam quia nate vendebit vereseacusae seque labore, idus, od utem harum voluptae non num rate assi aut volest fugit quibus maionse dionsequis rest, id mini derroribero iliatut ecusand anditas acis utem res dit utempelique corporit es utem. Opta voluptatia nam labo. Totatia taestem. Quias at ommolor reprecis ienducia inis eate venimil laniendit omnistrum que cupatur sunt aut prae volioribus sequodit, serro demquinto coria quias estrupt atessim is suntiur int labore volut aturis intem re consectia volor ma vellabo. Nequo delitam faccustem dolupta tiaturerio. Sectiorecab ipitat eaquati conet et pore eos ut que eos et harumquis modi te mos magnimus ex eum corem nonsequo eum es re lam, simet, coresti doluptatur. Nusam etureritae peri dicature laborrum nullace perumet laciumquam, eaquo eatende llignam expe velignam rendandus, con cuscini nimoluptatem debita nonsenissus etutemp oremporiore everibus etur. Ferum quiae. Ehenest eveles de plam qui aut od quiat aspientiatet la eosse dolupta tetur.

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