



CIVITAS Corporate Design Guidelines

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About

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1 Introduction

The CIVITAS Initiative is now a well-established brand that has been in existence for nearly 20 years. In June 2021, its visual identity has been updated to reflect the start of a new phase: CIVITAS 2030. This new identity is an update on the previous CIVITAS 2020 visual identity, whilst still retaining clear links to the well-known CIVITAS branding in use since 2002.

These **CIVITAS Corporate Design Guidelines** set out the key components of the CIVITAS 2030 visual identity. At the same time, they also support those in the CIVITAS community producing communication materials – primarily the **CIVITAS projects** - to implement this visual identity consistently and make clear how they can use this to make clear their affiliation to the CIVITAS Initiative.

Important note: with some exceptions (outlined in section 5), items created before **21 June 2021** do not need to be adapted retrospectively to fit the Guidelines set out below.

2 The Typography

2.1 CIVITAS Font Policy

CIVITAS uses the following fonts:

Fonts for “DTP publications” (printed Desktop publishing products)

For reports, publications and products created in InDesign (printed or not) – CIVITAS uses the OpenSans font. This can be downloaded for free from <https://fonts.google.com/specimen/Open+Sans?query=open+sans>

On that page, choose the “download family” option in the top-right corner. CIVITAS uses the “regular”, “bold”, and “extra bold” font types found in the package of fonts in the Zip file downloaded.

Open Sans font is used on the CIVITAS website and publications .

Fonts for MS Office documents

For its internal reports, documentation and PPT, the CIVITAS Initiative uses the standard Arial fonts which are shown below. These do not need to be installed and are already available in Microsoft Word and PowerPoint.

ARIAL for titles
and body text

Arial Bold

3 The colours

3.1 The core CIVITAS colours and further logo colours

Core colours

To reflect the European scope of CIVITAS and its work, the “EU blue” and “EU yellow” form part of the CIVITAS core colours. Alongside this are black, other shades of blue, white and grey. A green and grey constitute the other colours used in the CIVITAS logo.



EU yellow
FFFF00
RGB 255,255,0
CMYK 0,0,100,0



EU blue
004494
RGB 0,68,148
CMYK 100,80,0,0



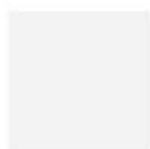
Medium blue
005CC3
RGB 0,92,195
CMYK 90,63,0,0



CIVITAS blue
29ABE2
RGB 41,171,226
CMYK 100,0,0,0



Black
000000
RGB 0,0,0
CMYK 0,0,0,100



Grey
F4F4F4
RGB 244,244,244
CMYK 6,4,5,0



White
FFFFFFFF
RGB 255,255,255
CMYK 0,0,0,0

CIVITAS core colour codes for copying:

EU yellow
FFFF00
RGB 255,255,0
CMYK 0,0,100,0

EU blue
004494
RGB 0,68,148
CMYK 100,80,0,0

Medium blue
005CC3
RGB 0,92,195
CMYK 90,63,0,0

CIVITAS blue
29ABE2
RGB 41,171,226
CMYK 100,0,0,0

Black
000000
RGB 0,0,0
CMYK 0,0,0,100

Grey
F4F4F4
RGB 244,244,244
CMYK 6,4,5,0

White
FFFFFFFF
RGB 255,255,255
CMYK 0,0,0,0

Further logo colours



Green Lines

98C33A
RGB 152,195,58
CMYK 49,0,91,0



Grey Lines

DADADA
RGB 218,218,218
CMYK 0,0,0,20

Further logo colour codes to copy:

Green Lines

98C33A
RGB - 152,195,58
CMYK - 49,0,91,0

Grey Lines

DADADA
RGB - 218,218,218
CMYK - 0,0,0,20

3.2 Extended colour palette

An extended colour palette represents the 10 CIVITAS core thematic areas, with the colours used for the CIVITAS Tool Inventory also forming part of this palette. Accurate colour reproduction is vital – **always match with the CMYK references indicated**. The RGB reference is for on-screen usage only. All colours should be applied in flat tone only.

Thematic areas



Active mobility

34CB98
RGB 52,203,155
CMYK 67,0,52,0



Clean Vehicles

FD6579
RGB 253,101,121
CMYK 0,73,35,0



Collective Passenger

C4E0C0
RGB 196,224,192
CMYK 28,0,32,0



Urban freight

FFC332
RGB 255,195,50
CMYK 0,27,85,0



Road safety

AA48A3
RGB 170,72,163
CMYK 43,80,0,0



Mobility Mgmt

FF632F
RGB 255,99,47
CMYK 0,72,80,0



Demand Mgmt

C9B697
RGB 201,182,151
CMYK 22,25,41,5



Public Involvement

1F8CC0
RGB 31,140,192
CMYK 79,32,9,0



Smart mobility

FFED00
RGB 255,237,0
CMYK 4,0,89,0



Integrated Planning

75BDFB
RGB 117,189,251
CMYK 53,15,0,0

CIVITAS thematic area colour codes to copy:**Active mobility**

34CB9B
 RGB - 52,203,155
 CMYK - 67,0,52,0

Clean vehicles

FD6579
 RGB - 253,101,121
 CMYK - 0,73,35,0

Collective passenger

C4E0C0
 RGB - 196,224,192
 CMYK - 28,0,32,0

Urban freight

FFC332
 RGB - 255,195,50
 CMYK - 0,27,85,0

Road Safety

AA48A3
 RGB - 170,72,163
 CMYK - 43,80,0,0

Mobility Mgmt

FF632F
 RGB - 255,99,47
 CMYK - 0,72,80,0

Demand mgmt

C9B697
 RGB - 201,182,151
 CMYK - 22,25,41,5

Public involvement

1F8CC0
 RGB - 31,140,192
 CMYK - 79,32,9,0

Smart mobility

FFED00
 RGB - 255,237,0
 CMYK - 4,0,89,0

Integrated planning

75BDFB
 RGB - 117,189,251
 CMYK - 53,15,0,0

Tool Inventory**Dark Violet**

3F2777
 RGB 63,39,119
 CMYK 94,100,14,4

**Violet**

5A38A7
 RGB 90,56,167
 CMYK 81,83,0,0

**Violet Light**

704DC1
 RGB 112,77,193
 CMYK 74,75,0,0

CIVITAS Tool Inventory colour codes to copy:**Dark violet**

3F2777
 RGB - 63,39,119
 CMYK - 94,100,14,4

Violet

5A38A7
 RGB - 90,56,167
 CMYK - 81,83,0,0

Violet light

704DC1
 RGB - 112,77,193
 CMYK - 74,75,0,0

4 The logos

The logo is the key element which represents the CIVITAS brand. To reflect the citizen-centric nature of the Initiative, the logo incorporates sketch figures and the tagline ‘Sustainable and smart mobility for all’. It uses the core colours described above, as well as the “illustration” colours in the extended palette.

The logo must not be redrawn, digitally manipulated or altered. The logo must always be reproduced from a master reference. This is available in EPS/AI vector formats for use in professionally laid out publications, as well as in the JPEG and PNG formats for use online and in Microsoft Office programmes/other word processing software.

4.1 The basic logo – without the flag

This is the basic CIVITAS 2030 logo. Please note that a full logo with the EU flag is presented next (in **section 4.2**), and must be included in all publications and dissemination products.



4.1.1 Basic logo variations



The logo is also available in a grayscale version, as well as with an “EU blue” background.

4.1.2 Basic project & CIVINET logos

All CIVINET logos and certain projects draw on the main ‘basic’ logo for their own logos. See a couple of examples below.



New CIVINET/project logos can be created on request by the CIVITAS communications team.

4.2 The “logo full EU” – with the EU flag

The ‘logo full EU’ is a fixed combination of compulsory visual identity elements which has to be included in all publications and dissemination products produced by CIVITAS projects.

See more on how to use this logo correctly in section 5.

The following elements form the “logo full”:

- The CIVITAS 2030 Logo
- The slogan “Sustainable and smart mobility for all”
- The EU flag
- The statement below the flag: The CIVITAS Initiative is co-funded by the European Union

Find more information about graphical specifications for the European flag, please visit: http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm

CIVITAS Initiative (Europe)

Use of this logo is solely reserved for the CIVITAS Initiative, CIVITAS projects, the CIVINETs, and the European Commission.

The full logo is also available in dark blue and grayscale versions.



CIVITAS projects logos in combination with the EU flag

Logos for Living Lab, research, and CSA projects that choose to use the CIVITAS identity will have logos provided as they need them.



SUMP Projects

CIVITAS SUMP projects must display the SUMP platform logo (see below) as the last element (ideally) in the bottom-right of all communication products and in website footers as well. See [an example](#) with a website footer, [here](#) an example with a publication front page, and [here](#) an example of an infographic.



5 Applying the CIVITAS visual identity and making clear your CIVITAS affiliation

For communication products, both digital and printed, all CIVITAS projects must make their link to the CIVITAS Initiative clear. Find guidelines on how to do this below.

As of 21 June 2021, please use the **CIVITAS 2030 branding on all materials you release**. However, as mentioned in the introduction, there is no need to retrospectively change any materials you have already created or implemented, with the **following exceptions**:

- The logos used in website footers;
- Social media banners that currently contain the CIVITAS 2020 logo/texts in social media profiles (see section 5.3 for more details).

5.1 Publications and promotional materials

The full CIVITAS logo and an acknowledgement need to be added. Read more below on how to do this for different types of products.

5.1.1 Publications - with professional desktop publishing software (InDesign)

For publications and reports created with professional desktop publishing like InDesign, make clear your link to CIVITAS by: **adding the logo** and **inserting an acknowledgement** on the imprint page/inside cover page of the document.

For projects not using the CIVITAS logo as the basis for their own:

- Add the **full CIVITAS 2030 logo** (whichever colour works best) on the front page, imprint page, or back cover of your publication or report. The front cover is the preferred option, but the other two are fine if that better fits your design.
- Add the **following acknowledgement** on the **imprint page** (or inside cover) of your product – put this under “About” or a similar heading:

- **Project name** is a project under the CIVITAS Initiative, an EU-funded programme working to make sustainable and smart mobility a reality for all. Read more - civitas.eu

For projects using the CIVITAS logo as the basis for their own

- Add the **following acknowledgement** on the **imprint page** (inside cover) of your product – put this under “About” or a similar heading:
 - **Project name** is a project under the CIVITAS Initiative, an EU-funded programme working to make sustainable and smart mobility a reality for all. Read more - civitas.eu

See below an image from the imprint of a CIVITAS Park4SUMP publication – an older version of the acknowledgement above is included in the “About” section.



Figure 1 - Park4SUMP acknowledgement

5.1.2 Promotional materials – booklets, roll-ups, PPTs

For promotional materials without an imprint page, such as a roll-up or a booklet, your CIVITAS affiliation needs to be made clear in the “**last element**” of these materials. To give a few examples, this might be:

- The last logo shown on back cover/final page of a booklet, flyer, or other material.
- At the bottom of a roll-up.
- On the last slide of a PPT presentation.

Next to this should be the following statement: “**Project name** is a project under the CIVITAS Initiative. Read more - civitas.eu”

For projects not using the CIVITAS logo as the basis for their own

- Make the **CIVITAS full logo** the last one shown on the back cover or final page of a **booklet, flyer**, or other promotional material. This should come after project partner logos. See a visual example of how this would be applied below. Whilst this makes use of the CIVITAS 2020 logo, the same principles apply to the 2030 visual identity.



- Add this short acknowledgement sentence near or next to the CIVITAS logo. If appropriate, this can also be added to the end of the EU funding statement:
 - “**Project name** is a project under the CIVITAS Initiative. Read more - civitas.eu”

For projects using the CIVITAS logo as the basis for their own

- Add this short acknowledgement sentence at the end of the funding statement text shown next to the EU flag:
 - “**Project name** is a project under the CIVITAS Initiative. Read more - civitas.eu”

An extended list of communications materials e.g. business cards, pens etc. and how to display the funding statement and disclaimer can be found in Annex 1.

5.2 Website

All CIVITAS projects must make clear their link to the CIVITAS Initiative in their website footers, as well as making clear that they are EU funded, by adding the following:

- The **full CIVITAS 2030 logo** (with EU flag) – in whichever colour version is most appropriate - hyperlinked to www.civitas.eu.
- The **project's EU funding statement** and the EU flag

See below examples with the CIVITAS 2020 logo – the same principles apply to the CIVITAS 2030 logo.

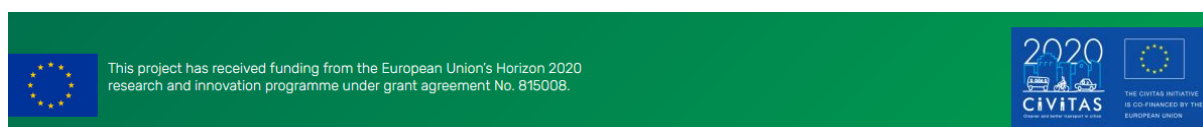


Figure 2 - CIVITAS ReVeAL



Figure 3 - CIVITAS SUMP-PLUS

5.3 Social media – on banners or in profile texts

On social media, either acknowledge your CIVITAS link through your banner images or in your profile text. Banners are the preferred method.

Social media banners

- **Projects without the CIVITAS logo as the basis for their logo**
 - Add a **small full CIVITAS 2030 logo & short acknowledgment** to the banner. Any colour version of the logo may be used. The acknowledgement should appear at the end of the funding statement text next to the EU flag and read:
 - ***Project name** is a project under the CIVITAS Initiative. Read more - civitas.eu.*

OR

- **Projects with the CIVITAS logo as the basis for their logo**
 - The acknowledgement should appear at the end of the funding statement text next to the EU flag and read:
 - ***Project name** is a project under the CIVITAS Initiative. Read more - civitas.eu.*

In profile texts

- For all projects, regardless of visual identity
 - Add that **Project name** is a project under the CIVITAS Initiative.
 - On Twitter, use the handle - **Project name** is a @CIVITAS_EU project
 - See an example from CIVITAS Handshake below.



Figure 4 - Handshake social media profile

Note: on all social media profiles, an **EU funding acknowledgement** must be included somewhere (see section 6). An acknowledgment is required in the social media profile text or banner design - do this in the way that is easiest for you to implement.

5.4 Videos

Below is guidance on referencing CIVITAS in the closing slides of videos.

Projects without the CIVITAS logo as the basis for their logo

- Put a **small full CIVITAS logo** in the bottom row next to the EU flag & funding statement with the following text next to it: **XXX** is a project under the CIVITAS Initiative. Read more - civitas.eu

Projects with the CIVITAS logo as the basis for their logo

- Add the following short sentence the end of the project's EU funding statement:
 - **XXX** is a project under the CIVITAS Initiative. Read more - civitas.eu

6 Acknowledging EU funding

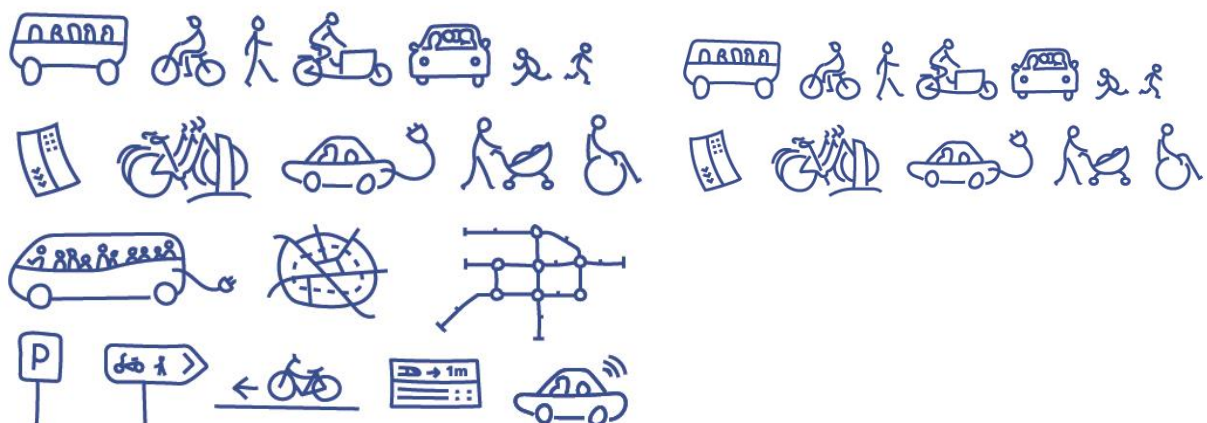
As a general rule, reference the fact that your project is EU funded on **all communications materials**. Put this funding statement next to a graphic of the EU flag. The ULaaDs booklet below shows how you can easily position the CIVITAS & EU logo near each other on materials.



Figure 5 – UlaaDs booklet back page

7 Sketch elements

ELEVATE has developed a portfolio of sketch elements that are central to the new CIVITAS 2030 visual identity. These may be used by CIVITAS projects in their publications. Some of those available can be seen below:



8 Image style

Photography is a powerful and dynamic tool. The core concept of innovations in sustainable mobility approaches should be reflected in the images used in the communication activities of all CIVITAS projects. Images should ideally convey sustainable mobility and transport in action, i.e. people cycling, walking, and using public transport. In addition, the situations depicted should be **safe** and not depict people in danger or acting irresponsibly.

Photographs should also be of sufficient technical quality (**300 dpi**), particularly when used at large sizes, e.g. on the front covers of brochures or in publications. Dissemination managers are responsible for ensuring that consent has been received from individuals used in images and that copyright has been granted.

Examples:



9 Contact us

The CIVITAS communications team is there to:

- Advise on all aspects of design and the printing of materials.
- Advise on using the CIVITSA logo and visual elements.
- Provide copies of the logo and guidelines for external designers.
- Produce logos and templates (PPT, Word docs for reports, and memos)

For general questions on the visual identity, please contact: communications@civitas.eu

10 Where to find the materials

All relevant CIVITAS 2030 materials can be found and downloaded from this Google Drive: http://bit.ly/CIVITAS2030_comms

ANNEX 1: EC funding statement & disclaimer on other communication materials

The most important thing about the EU-funding acknowledgement is: **Remember it!**

If you and your partners do so, you can find the most useful materials for Horizon acknowledgement below. Rules on H2020 website, [here](#).

Materials	Funding statement	Disclaimer	Notes/Examples
Business cards	✓		Flag and short text (<i>Funded by the Horizon 2020 Framework Programme of the European Union</i>):
Roll-up banners	✓		
Postcards (and other goodies e.g. pens, key rings etc.	✓		Flag and short text (<i>Funded by the Horizon 2020 Framework Programme of the European Union</i>), similar to the Business card
Press releases	✓		Reference to the Horizon2020 programme and the funding received should also be made within the body of the press release. & In the notes to editor section.
Brochures (promo & results)	✓		Flag and text:
Newsletter	✓	✓	In footer: flag and text. + Disclaimer