



**Driving Urban Transitions
to a sustainable future**

Brand Guidelines

Introduction

This style guide is a reference for the internal design teams, vendors, and others who are authorized to work with the DUT brand. We strive for a coordinated, consistent, and effective brand presence in everything we create. If we make something, we want to make sure that people know where it came from. We believe that our style guide is a living document. It should evolve over time, just as our brand inevitably will. If you have any questions concerning the content of this guide, please don't hesitate to reach out.

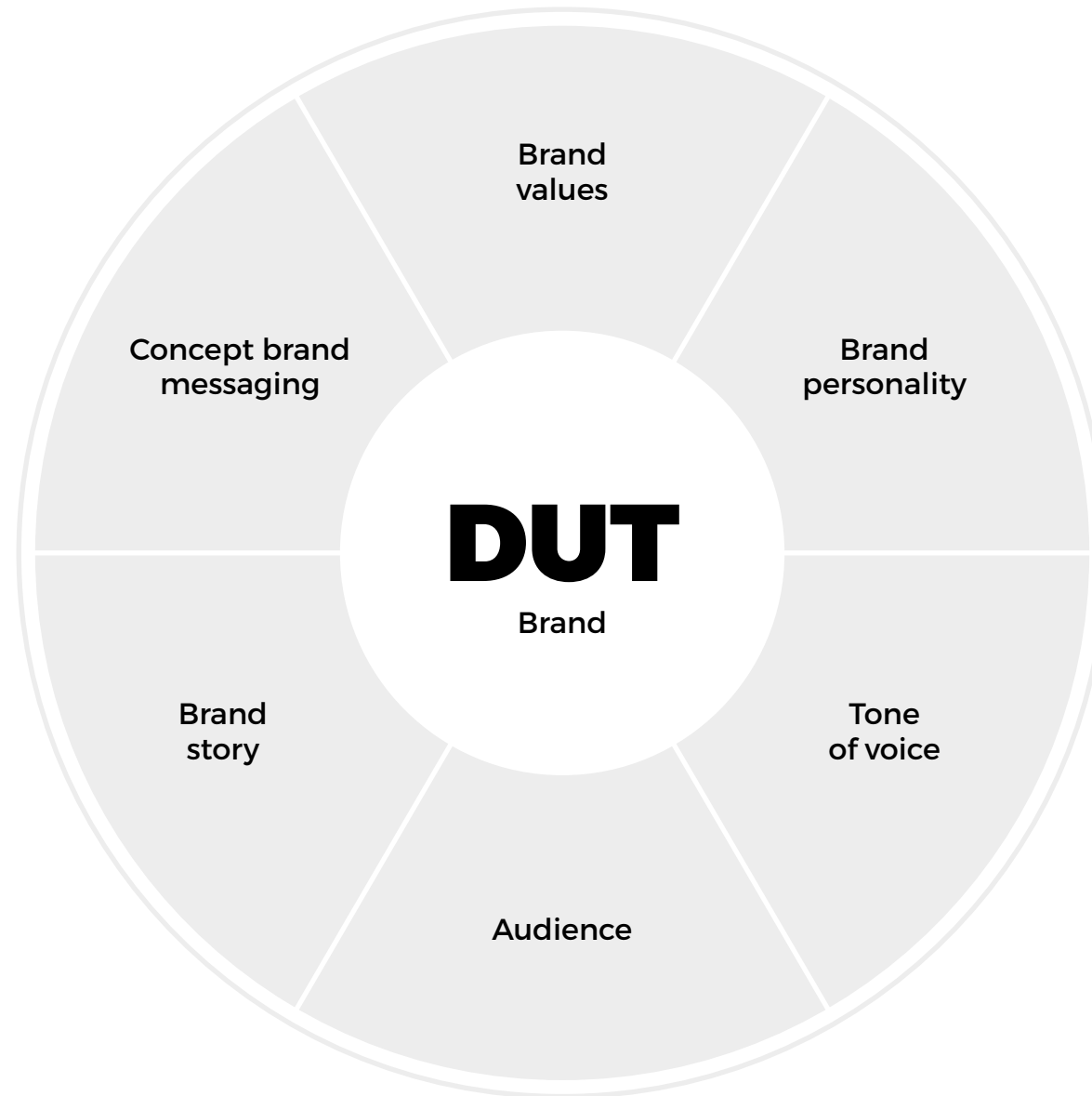
Contents

1. Brand strategy	3
1.1 Brand values	4
1.2 Brand personality	5
1.3 Tone of voice	6
1.4 Audience	7
1.5 Brand Strategy & mission	8
1.6 Concept messaging	9
2. Brand elements	10
2.1 Logo	10
2.2 Tagline	15
2.3 Typography	16
2.4 Colors	18
2.5 Graphic shapes	19
2.6 Illustrations	20
2.7 Photography	24
2.8 EU Elements	25
3. Indicative touchpoints	26
3.1 A4 Compositions	26
3.2 Online (digital) Compositions	28
3.3 Offline (print) Compositions	32

Version 1: October 2022

Brand strategy & design: Hart Voor De Zaak
(Marta Klement & Ramses Braakman)
hartvoordezaak.nl

1. Brand Strategy



1.1 Brand values

Change/transformation

Changing our cities for the better. Working in ever changing context - with almost archaic systems - towards positive transformation.

Innovation

Cooperation to make innovation happen. Providing funding instruments to develop innovative solutions for cities. To overcome bottlenecks and make ideas work under local circumstances.

Inspiration

Drive change by providing interesting and relevant evidence. Creating a sense of excitement to take actions. And introducing new ways of learning.

Sustainability

The ultimate goal of the partnership is to transform urban areas into sustainable places.

Sharing/community

Sharing values. Building relationships. Realizing European collaboration at all levels. Creating a welcoming feeling of connection, trust, and hope. Encouraging working together on a common goal.

1.2 Brand personality

DUT is extravert, approachable, humancentric, friendly, contemporary, bright, and youthful. It is also complex, but understandable and well balanced between being playful and serious. Although the brand characteristics tend to be feminine, the inclusivity, gender equality and authenticity are the basis.

Based on the values and personality, we like to align the DUT brand with the following Archetypes*:

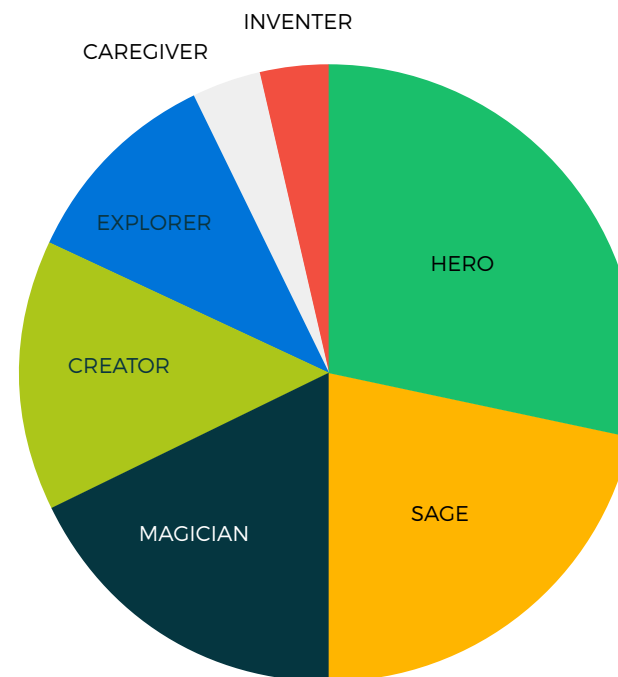
The Hero

The Hero's main motivation is to prove their worth through courage and determination. They work hard in order to have the skills they deem requirements and take pride that their work rate sets them apart from the rest. They need to meet challenges head-on and carry defeats or failures until they are corrected. The Hero wants to save the day to prove their worth to themselves but also so the world knows of their ability.

The Sage

The Sage is a seeker of truth, knowledge, and wisdom. Their drive comes from the desire to not only understand the world, but to then share that understanding with others. They are life-long learners and enjoy expressing their knowledge with philosophical conversations. They are more likely to pass on their wisdom to someone who can use it to change the world, rather than change the world with it themselves.

*Archetypes are fully formed personalities with an outlook on life, an opinion on the world and firm beliefs that allow brands to connect as though they were human. In other words, if you want your audience to know who you are as a brand, your brand needs to know who it is. Aligning your brand as tightly as possible to a single archetype will allow your brand personality feel all the more familiar to your audience and allow you to communicate with the consistency and humanity of a real person.



1.3 Tone of voice

Professional

Calm, reassuring language, responsible tone, security focus

Enthusiastic

Energetic, positive, forwards-looking, engaging, motivational, addressing “you”

Candid

Short, sharp sentences to create an urgent tone that reflects time-saving and convenience

1.4 Audience

Target groups

1. European policy makers
2. National and regional programme managers and owners
3. Multipliers incl. international networks, initiatives and other European partnerships

- 
4. Researchers
 5. City authorities and urban infrastructure providers
 6. Local civil society initiatives and communities
 7. Businesses
 - > Real estate
 - > Utilities
 - > Mobility providers, service providers, IT...

8. National/Regional policy makers

Common Characteristics

- Want (to make a) change
- Enthusiastic, idealistic, young, innovative, engaged
- Intrinsic motivated to make the world a better place
- Thinking outside the (academic) box
- Actors, taking part in transformation
- Leaving the comfort zone
- Combine an interest in the local context with a concern for global issues
- Working across and beyond administrative boundaries
- Open Minded
- Holistic thinkers
- Acting cross border
- Looking for common ground rather than differences
- Interested in the common good
- Transdisciplinary
- Internationally oriented and experienced

1.5 Brand story & Mission

The DUT (Driving Urban Transitions) is a long term programme that originates from the JPI Urban Europe - the knowledge hub for urban transitions. It's been introduced as an approachable and transparent European partnership and network that enables local authorities and municipalities, service and infrastructure providers and citizens to translate global strategies into local action.

The DUT mission is to create a strong community around urban transitions and to establish a well-known research and innovation platform that will help cities become more sustainable, inclusive and liveable.

DUT aims to become the network that enabled people to achieve urban climate neutrality and sustainability. For us and our children – in the next years and the coming decade.

WHAT

Providing funding for transnational Research & Innovation projects.
Communicating strategies and results. Empowering sustainable transformation and enforce circularity in products and services. Distribute evidence-based policy recommendations to local, European, and global policy agendas.

HOW

Bringing diverse partners and diverse country conditions together. Connect people and give them the tools, they need for change. By implementing joint calls, enabling co-creation, sharing results, supporting capacity building, organizing inspiring activities and building communities.

WHY

Caring for the future of our children. Empowering cities to protect the livability of the urban space for the next generations.

1.6 Concept Messaging



2. Brand Elements

2.1 Logo

2.1.1 Introduction

General note

Our logo is how our customers tell us apart from a crowded industry. It's a promise of quality, consistency, and reliability. As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail. Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

The origin

Rounded shapes tend to lean towards feelings of community and the more social aspects of life – hence 'circle of friends' or 'social circle'.

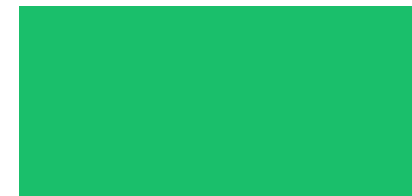
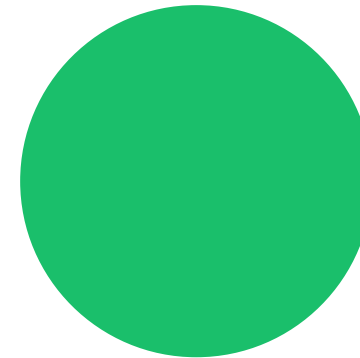
Rectangular shapes are well suited to evoke connotations of organised expertise. Hence the word 'cadre'.

A platform is a place where –ideally– community mingles with expertise.

A cartouche represents both aspects:

- the local feelings of belonging and responsibility
- vision and international expertise.

The colour green stands for circularity, the common ground for both the inhabitants and their decision making representatives.



2.1.2 Standard Logo versions

Our identity system is designed for flexibility, consistency, and brand recognition. We have provided different logo lockups that should cover every space imaginable. Instead of trying to fit a logo into a space that is too small or crowded, simply use a different version for maximum visual impact and clarity.

Primary logo - Horizontal lockup

This version of the logo will be used more than any other.



Lettermark

When space is at an ultimate premium, the Lettermark can be used in place of a full brand logo lockup.



Secondary logo - Vertical lockup

While the horizontal lockup is our primary logo, we expect this lockup to be used often in spaces that are horizontally challenged.



Icon

Typography based representative icon is designed for square or circular areas where symmetry is desired and the primary logo is not a good fit.



2.1.4 Diapositive Logo versions

Each brand logo lockup has several color variations for use on different background types, tones, and colors. When in doubt, use the most legible version of the logo for the available background.

Primary logo - Horizontal lockup

This version of the logo will be used more than any other.



Lettermark

When space is at an ultimate premium, the Lettermark can be used in place of a full brand logo lockup.



Secondary logo - Vertical lockup

While the horizontal lockup is our primary logo, we expect this lockup to be used often in spaces that are horizontally challenged.



Icon

Typography based representative icon is designed for square or circular areas where symmetry is desired and the primary logo is not a good fit.



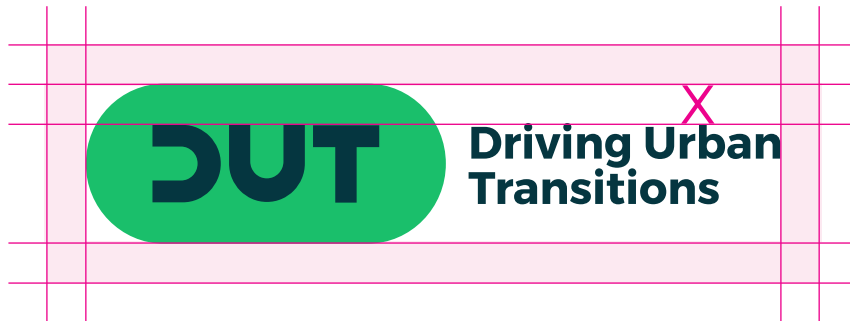
2.1.3 Grayscale Logo versions



2.1.4 Limitations

Logo exclusion zone

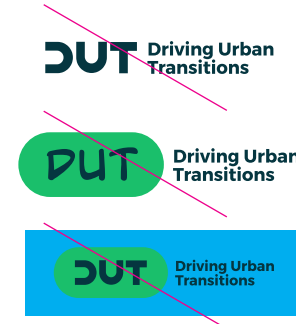
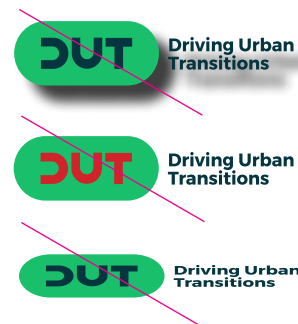
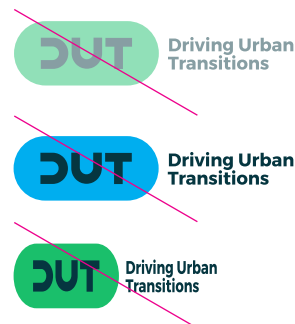
The exclusion zone ensures the legibility and impact of the DUT logo by isolating them from any competing visual elements.



Exclusion zone = X

Common Errors

Do not stretch, squash, skew, or distort the logo in any way. Do not edit the logo color, use an off-brand color, or reduce the logo opacity. Do not add graphic effects to the logo, including drop shadows. Do not place the logo on a high-contrast pattern or busy photograph. Do not change the layout or relationship between logo elements. Do not encroach on the required clear space surrounding the logo.



Minimum size

Establishing a minimum size ensures that the impact and legibility of the DUT primary logo and/or icon is not compromised in any print/screen applications.



2.2 Tagline

The tagline articulates:

Driving Urban Transitions to a sustainable future

Separate usage

The tagline is a supporting evidence to the DUT corporate logo. It is not ment to be used in combination with the logo, but may be placed on the different position within the same touchpoint. For examples please see the chapter 3 - Indicative touchpoints.

Recommended font is Trueno Bold.

Depending on the background color it may be used in all primary brand colors, however the sufficient contrast is vital to ensure an accessible execution.

Driving Urban Transitions to a sustainable future

Driving Urban Transitions to a sustainable future

Driving Urban Transitions to a sustainable future

Driving Urban Transitions to a sustainable future

Usage with the lettermark lockup

The tagline may be used together with the Lettermark lockup of the logo in the situations when mission of the DUT Partnership should be expressed and the space is limited. This is a fixed lockup and should not be modified.



**Driving Urban Transitions
to a sustainable future**

2.3.2 Hyerarchy

Trueno is a variable-weight typeface, which means you are able to customize weights and angles to create an infinite number of weights. That being said, we typically stay within these six weights:

Example H1 Trueno 34/36 pt Black

Example H2 Trueno 22/24pt Light

Example H3 Trueno 12/12 pt Black

Example H4 Trueno 9/12 pt Black

PARAGRAPH TRUENO 9/12pt Light · Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

FINEPRINT TRUENO 7/10 pt Light · Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

2.4 Corporate Colors

The consistent use of color is vital to effective brand recognition. The DUT brand should always be represented in one of the primary colors on this page, aside from specific recommendations within this guide.

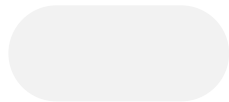
Primary colors



DUT Green
#1abf6b
R26 G191 B107
C70 M0 Y73 K0



Dark Blue
#053640
R7 G54 B65
C95 M60 Y51 K55



Light Grey
#f2f2f2
R242 G242 B242
C6 M4 Y5 K0



Accessible Blue
#0074d9
R0 G116 B217
C84 M52 Y0 K0



Yellow
#ffb500
R250 G180 B18
C0 M33 Y93 K0

Secondary colors



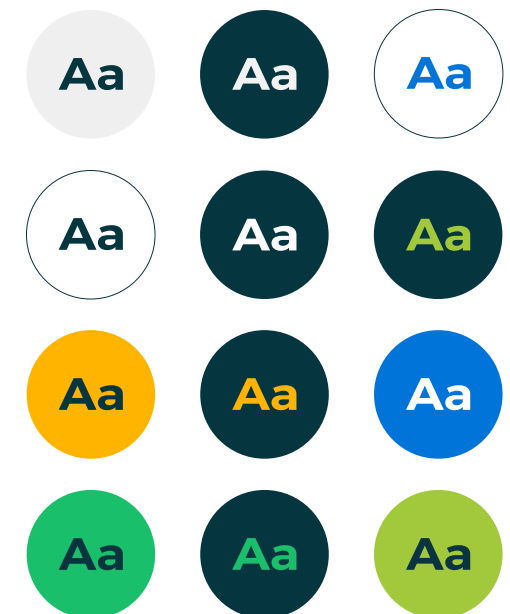
Light Green
#acc618
R172 G198 B25
C41 M3 Y99 K0



Red
#f24f40
R234 G81 B67
C0 M80 Y72 K0

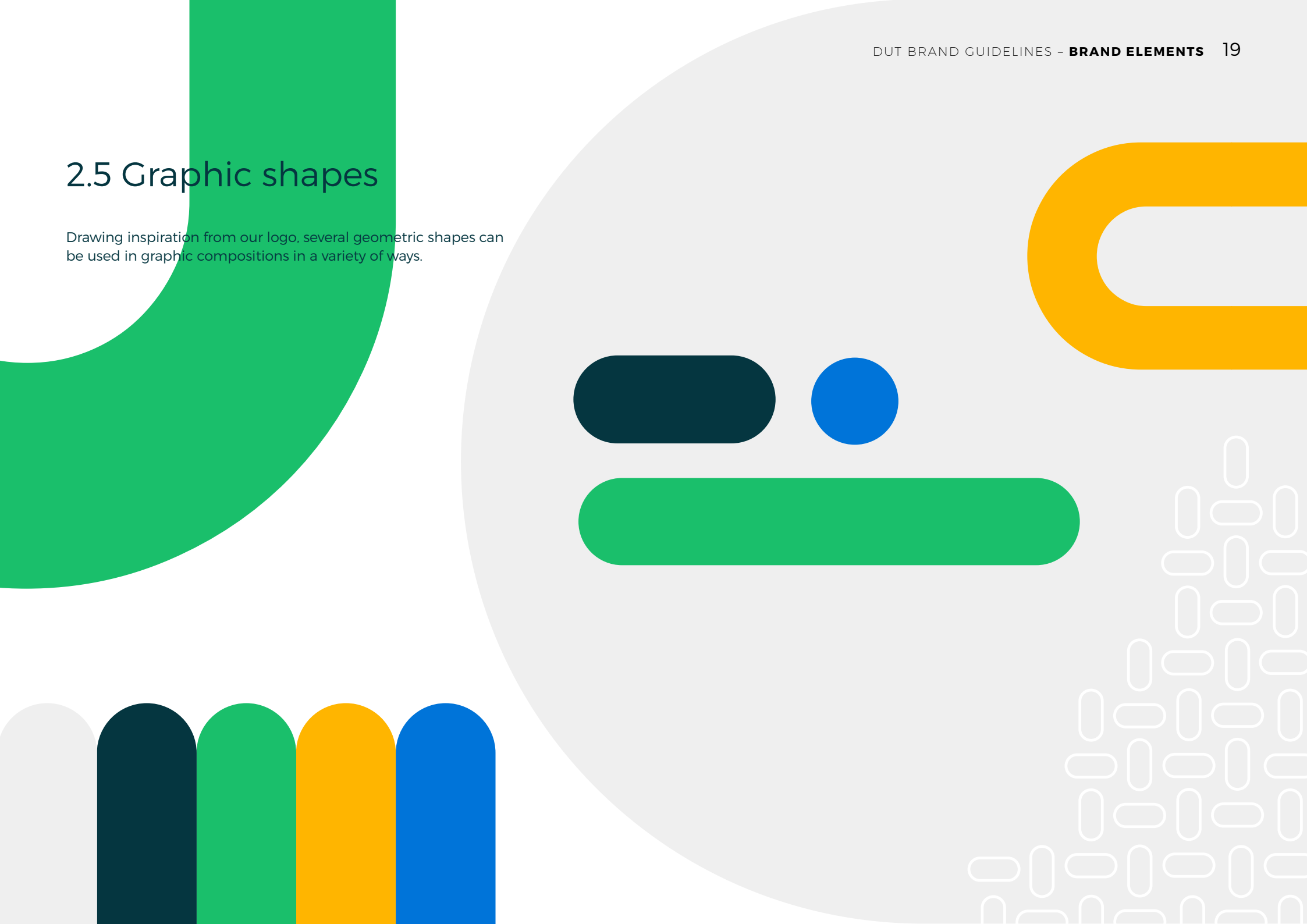
2.4.1 Accessibility

To meet the color contrast ratio of 4.5:1, please use only the following color combination.



2.5 Graphic shapes

Drawing inspiration from our logo, several geometric shapes can be used in graphic compositions in a variety of ways.



2.6 Illustrations

2.6.1 General illustrations

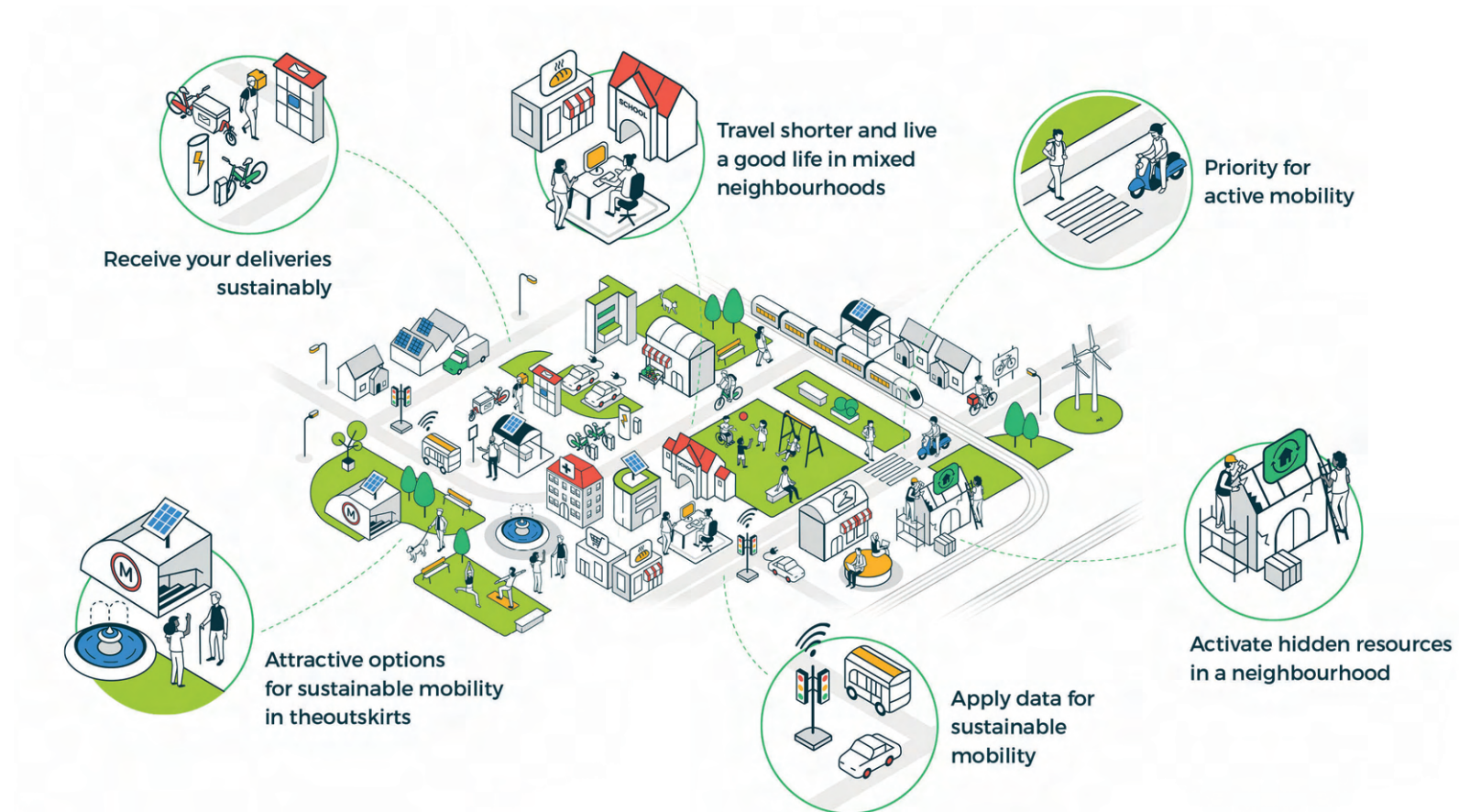
Guidelines:

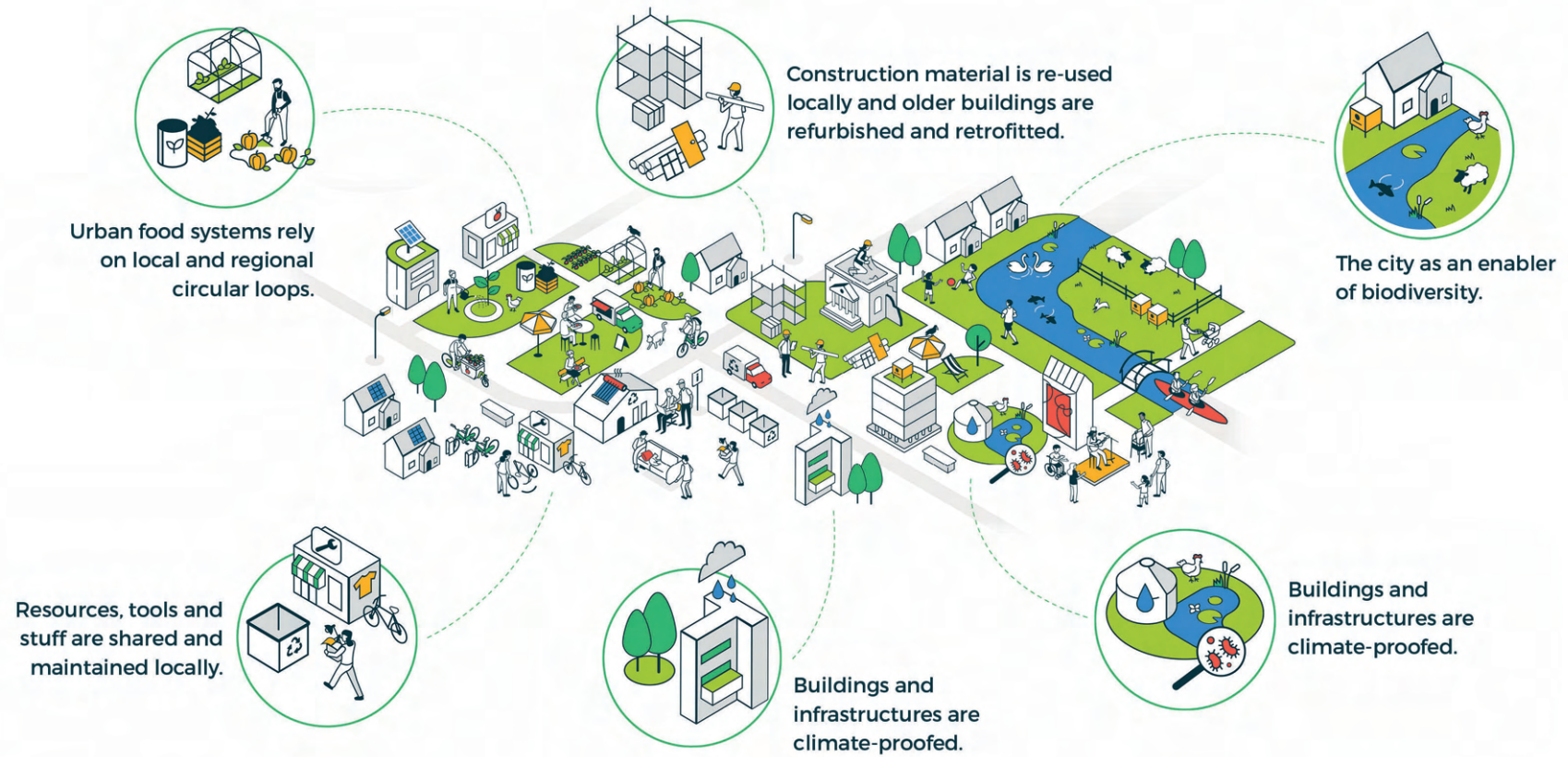
- The DUT illustration is a modular vector-based line-illustration with line thickness of 0,6 pt for the people and 0,8 for the buildings
- The grid is based on an isometric perspective with 45 degrees
- Scaling of the elements (out of the mutual proportion) is not recommended
- The illustrated elements or groups of elements can be used separately or rearranged to new groups or situations as needed
- Next to the DUT primary colors there are 3 secondary colors, that may be used for the illustrations
- Illustration may be cropped or masked (to show a desired part or fit in a given space)

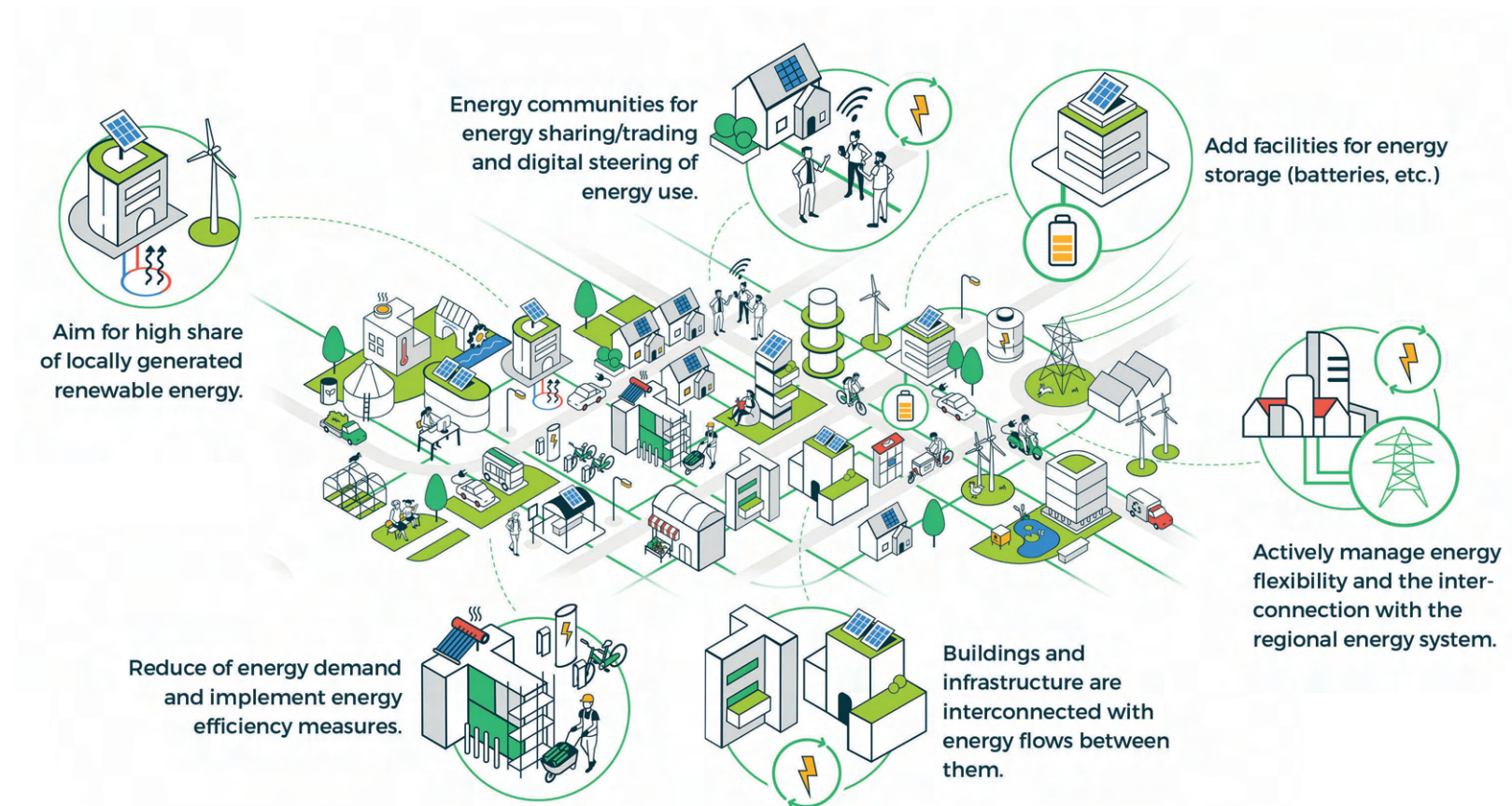


2.6.2 Pathway illustrations

15-minute City (15mC)



Circular Urban Economies (CUE)

Positive Energy Districts (PED)

2.7 Photography

In this section, you will find guidelines on photographic composition, content, tone, and usage. Standardizing these facets of photography will ensure a consistent look and feel across our entire image library.

General guidelines:

- Strive for a broad representation of cities and situations
- Pictures including people, streets being lively but not overloaded (frequented by different groups of people) – avoid empty streets, wastelands, squares
- Everyday situations in small and medium cities – avoid typical big city skylines
- Urban Living labs – portray people interacting rather than laboratory settings
- Not only city centre and neighbourhoods but also pictures of urban fringes and city outskirts, productive land etc.
- People busy with maintaining stuff (gardens, buildings, etc.)
- For inspiration – also look at the specific situations identified and illustrated in the impact pathway illustrations

Moodboard:



2.8 EU Elements

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars and information material such as brochures, leaflets, posters, presentations, etc. in electronic form via traditional or social media), as well as any infrastructure, equipment, vehicles, supplies or major result funded by the grant, must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).

For the DUT Partnership materials we are using two EU Elements:

EUROPEAN PARTNERSHIP



**Co-funded by
the European Union**

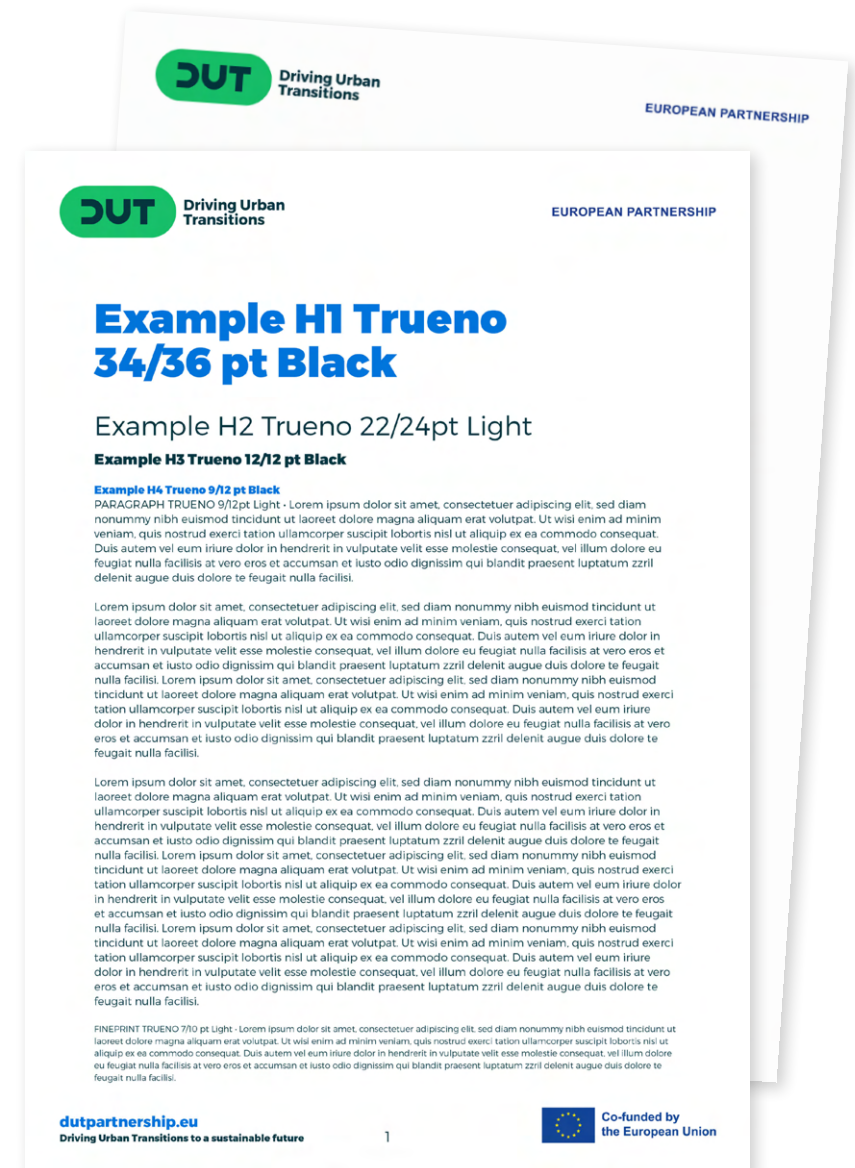
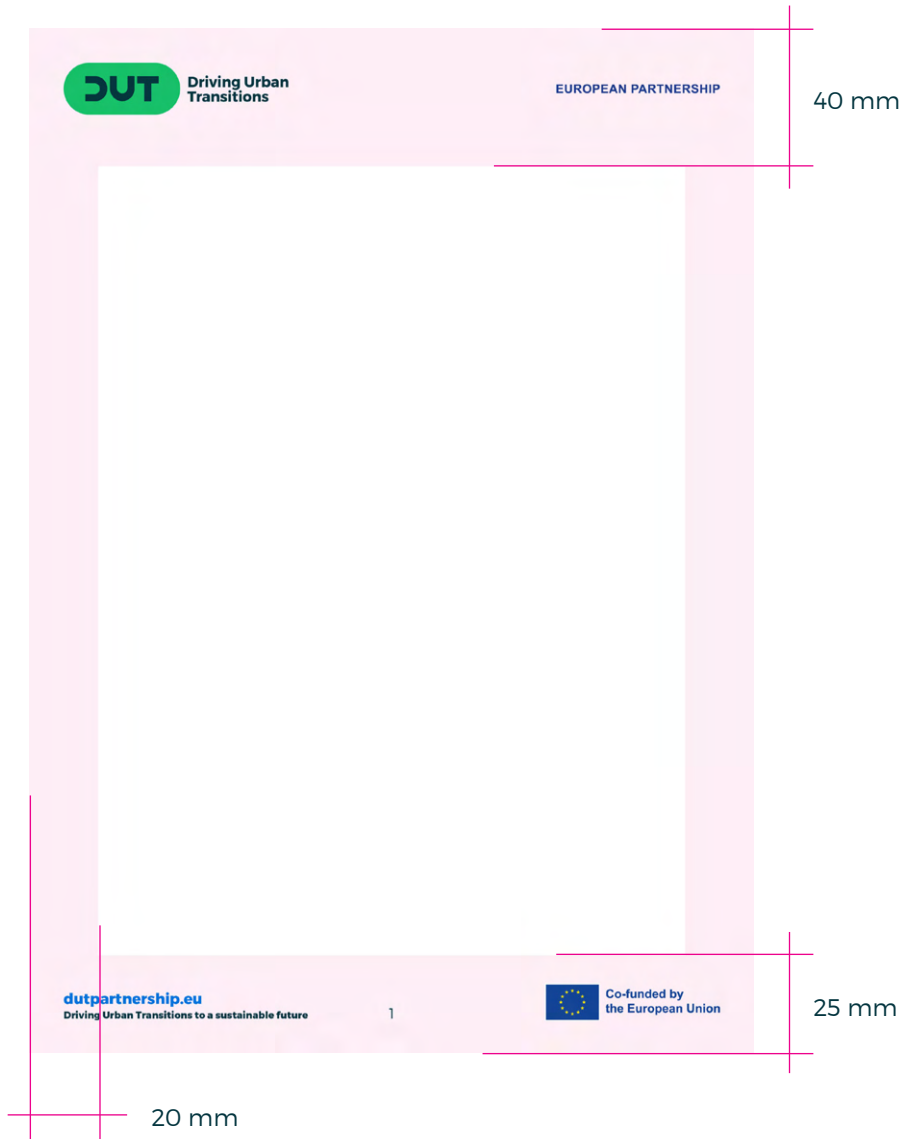
Please get in touch via **dutupartnership.eu** for the element files and complete guidelines in the context of EU partnerships.

3. Indicative touchpoints

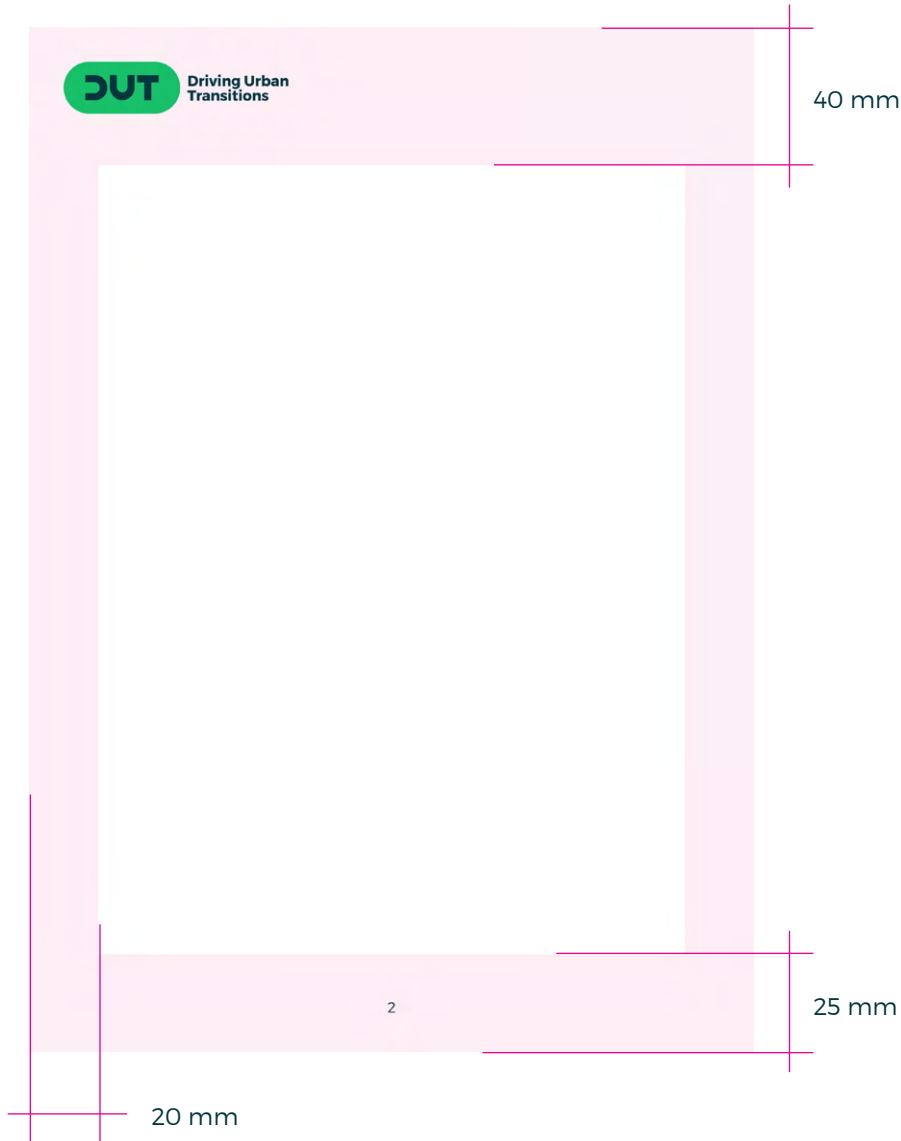
3.1 Standard A4 compositions

This composition demonstrates how all of the brand elements outlined previously in this document can come together to create a standard A4 document.

Single sheet:



Follow sheet:



3.2 Online (digital) compositions

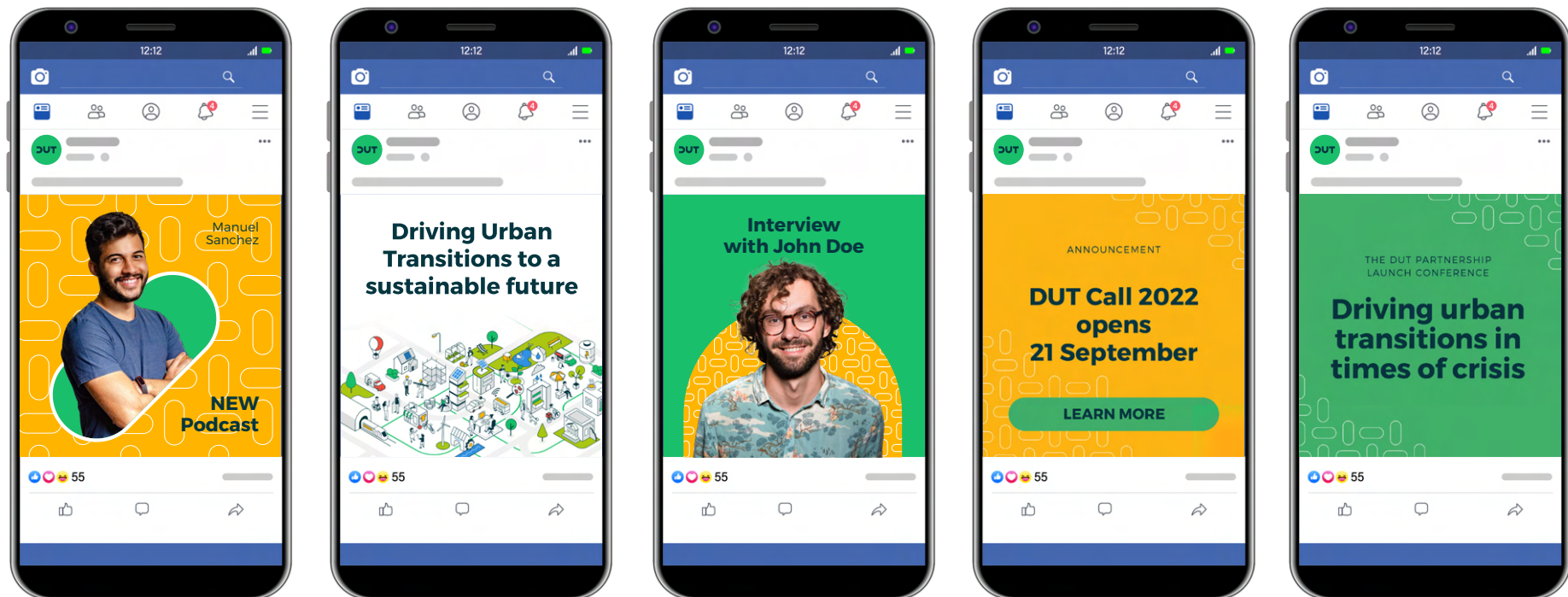
3.2.1 Website

This digital composition demonstrates how all of the brand elements outlined previously in this document can come together to create a custom homepage.



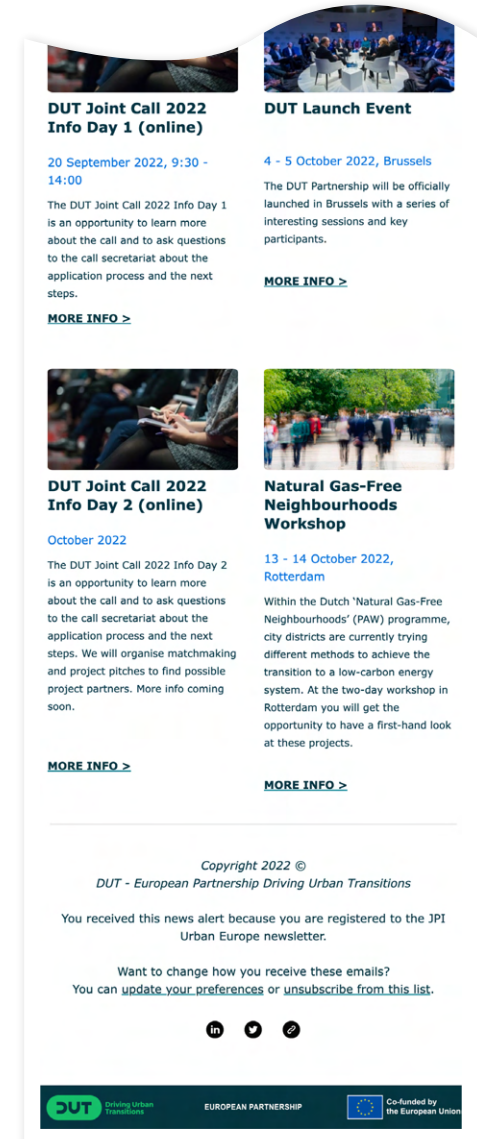
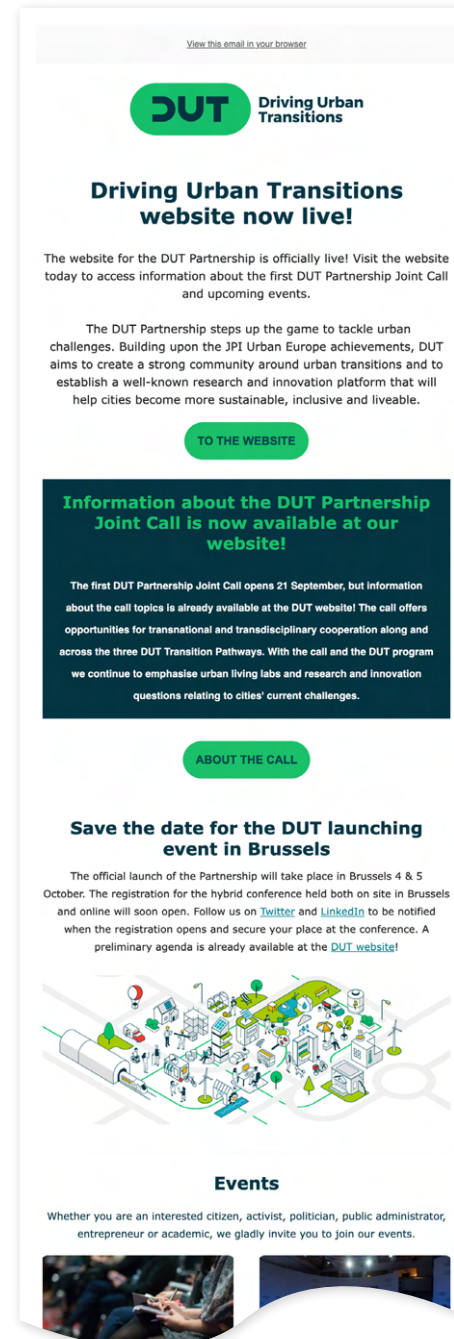
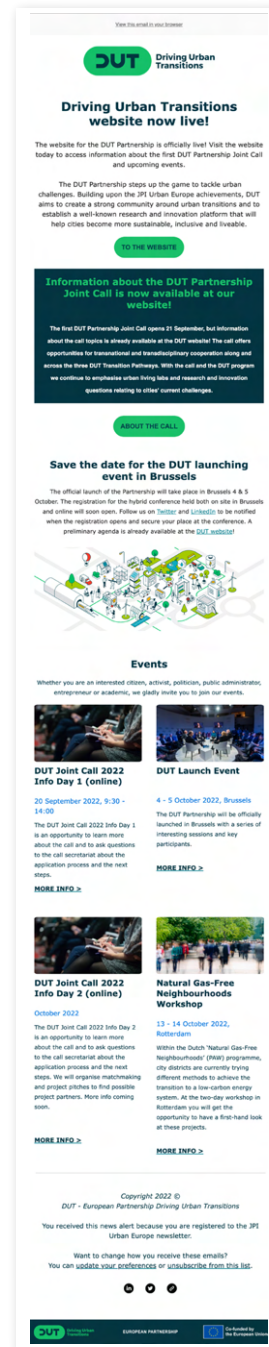
3.2.2 Social media and online banners

This digital composition demonstrates how all of the brand elements outlined previously in this document can come together to create social media and online banners artwork.



3.2.3 Newsletter

This digital composition demonstrates how all of the brand elements outlined previously in this document can come together to create a regular newsletter in Mailchimp.



Notities Opmerkingen 172%

117%

3.3 Offline (print) compositions

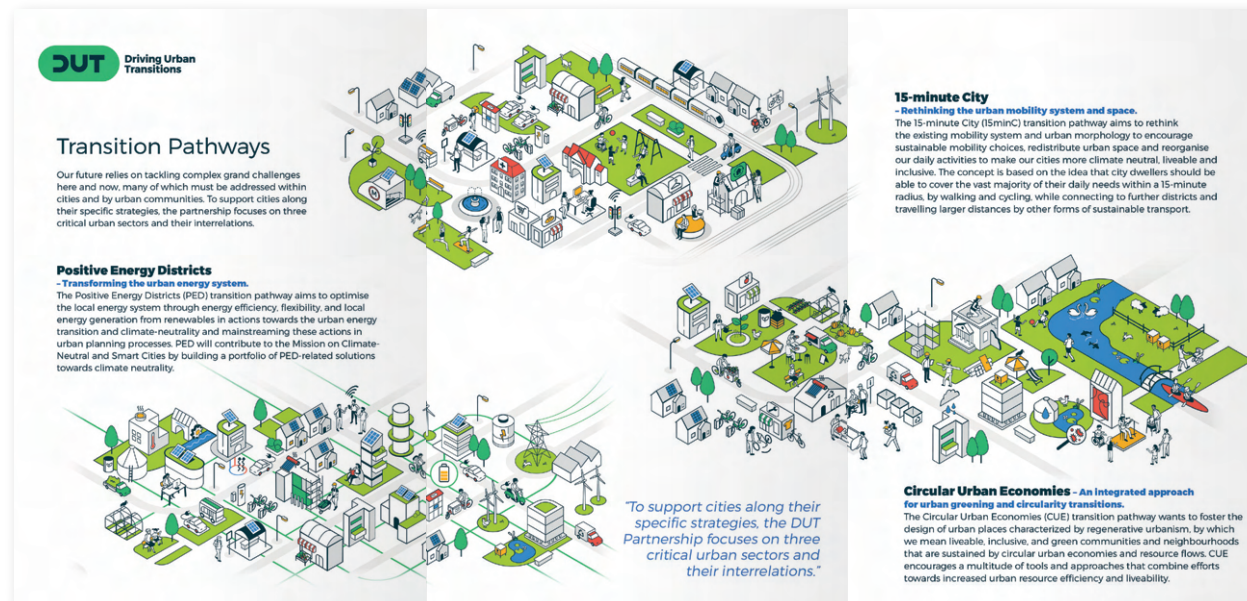
3.3.1 Roll-up banners

This offline composition demonstrates how all of the brand elements outlined previously in this document can come together to create roll-up banners.



3.3.2 Information folder

This offline composition demonstrates how all of the brand elements outlined previously in this document can come together to create an A5 information folder.



3.3.3 Roadmap

This offline composition demonstrates how all of the brand elements outlined previously in this document can come together to create an A4 publication.



