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# Urban Transitions Mission Centre: Style guide

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Design: LGI sustainable innovation

Date: March 2023



Funded by the  
European Union

# UTMC Style guide

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# Logo specifics

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This logo represents UTMC as a hub for sharing know-how and resources. The circular C shape evokes an embrace of common knowledge, with the "MI" reflecting the parent-brand's mission. This creates a sense of cohesion while still representing the unique identity of UTMC.

The emphasis on "CENTRE" in the logo reflects the platform's mission to serve as a hub for the "urban transitions mission" to enable sharing and exchanging ideas, knowledge, and resources.



# Clear space

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The clear space around the UTM logo is an essential aspect of its design and should be respected whenever possible. This clear space ensures that the logo is not crowded by other elements, respecting its design, allows it to stand out and be easily recognized.

The minimum clear space is indicated by the orange rectangle and is already integrated into the logo files. The recommended clear space is indicated by the blue rectangle.

# Logo variation

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The UTMC logo has different variations for versatility.

Monochrome versions (light/dark green and white) are ideal for limited colour options, such as goodies. While the two greyscale versions are suitable for black and white printing. The white version with transparency is flexible for various backgrounds, making it perfect for digital media or presentations. All variations maintain the same design and clear space requirements.



# Dos

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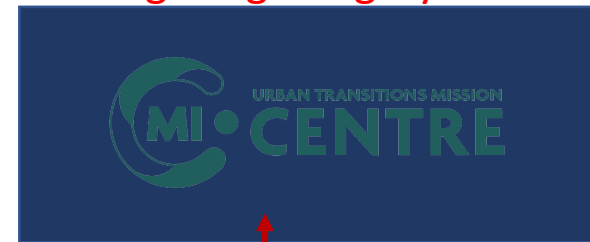
# Don'ts



Wrong spacing



Wrong usage of greyscale



Monochromes are for goodies!



# Colour specifications

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## Main logo colours

#275d5d

rgb(39, 93, 93)

#95c565

rgb(149, 197, 101)

## Secondary colours

#25c0e4

rgb(37, 192, 228)

#052e59

rgb(39, 93, 93)

The UTMCM project uses two shades of green - light green and dark green - as the main colours. These colours were chosen as they are closely related to the primary colours of the Mission Innovation branding, which we are affiliated with through the Urban Transitions Mission.

These colours are both versatile that complement each other well and work effectively in digital and print media.

In addition, we have also incorporated two shades of blue as our secondary colours, which also have been inspired by the Mission Innovation branding.

By using these colours, we ensure a cohesive and recognizable visual identity for our brand, while maintaining our connection to the parent organization.

# Typography in use

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In addition to being used in the UTM logo, we use Agenda bold as the primary font for titles due to its bold and striking appearance.

It complements the clean and modern design of the UTM brand, and as it is used in the Urban Transitions Mission logo, it helps to maintain a consistent link between UTM and UTM.

For the main body text, we use Arial, a classic sans-serif font that is easily legible and widely available on most devices. In cases where Agenda bold is not available, Arial bold can be used as a substitute for titles to maintain visual consistency (but with an adapted font size).

**Agenda Bold** (font size: 18)  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Agenda (font size: 18)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Arial (font size: 16)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Arial bold** (font size: 16)  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**



# UTMC deliverables

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The UTMC word and PowerPoint templates play a crucial role in communicating the identity and purpose of the project to stakeholders, partners and possibly the general public.

The UTMC word document ensures a unified and professional look for all the written deliverables and reporting of the project. Whereas, the PowerPoint presentation is a tool for presenting the project and progress in a clear and concise manner.

All partners should use these templates to keep consistency and clarity in all project-related communication.

# EU logo reminder

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We are required to display the EU emblem, along with the funding statement, on all communication materials, including printed or digital products, and websites, that are intended for the public or for participants.

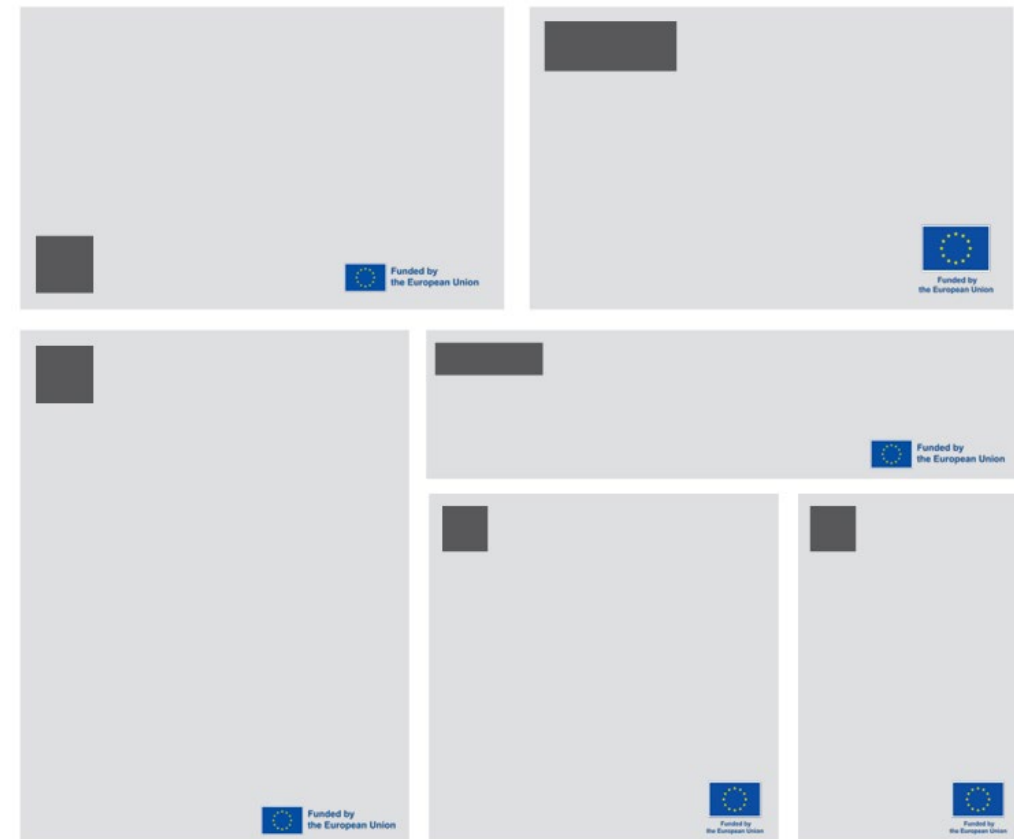
The placement of the EU emblem should not give the impression that the beneficiary or third party is connected in any way to the EU institutions. It is therefore recommended to place the EU emblem at a distance from the third-party organisation's logo. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

As a Horizon Europe project, it is crucial that we adhere to [these guidelines](#).

Additionally, due to the change in name of the project at its start, the following statement is required as well:

UTMC has received funding from the European Union's Horizon Europe programme under the Grant Agreement n°101095976 — Call: HORIZON-MISS-2021-CIT-02 — Project name: Global Knowledge Exchange Centre (GKEC) for Urban Climate Neutrality

## Example of EU emblem and statement placement



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# Thank you!

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