



STYLE GUIDE



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement N° 691895

LOGO



DO

- Use our official, unmodified Serve the City logo.
- Make sure the logo is readable.
- Allow for at least the minimum buffer space around the logo.

CLEAR SPACE

The logo must be surrounded by a minimum amount of clear space equal to the size of the «E»
No visual elements may be placed in this area.



MISUSAGE OF THE LOGO

Don't add any element to the logo



Don't remove any element to the logo



Don't modify the proportions of the logo



Don't use effects on the logo



Don't change colors for the logo



Keep in mind the readability of the logo when on a dark background



COLOURS



Dark Green

C 100%
M 20%
Y 60%
K 0%

R 0
G 135
B 122

#00877a



Medium Green

C 53%
M 4%
Y 38%
K 0

R 131
G 195
B 174

#83c3ae



Dark Red

C 11%
M 82%
Y 69%
K 2%

R 214
G 74
B 69

#d64a45



Medium Red

C 0%
M 78%
Y 65%
K 0

R 234
G 86
B 78

#ea564e

TYPEFACE

BRANDON TEXT REGULAR

BRANDON TEXT BLACK

Brandon Text Regular

Brandon Text Black

Brandon Text Regular

Brandon Text Black

(a 10° angle will give you the italic version)

ICONES



LISBON



LONDON



MILAN



BORDEAUX



BURGAS



WARSAW



Sharing services layer



Citizen engagement



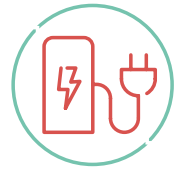
Digital bond scheme



Urban sharing platform



e-logistics



e-vehicle charger



Smart lamp posts



e-bike



e-car sharing



Building retrofit



Visitors



Energy supply



Private residences



Public services



WP3 sensor



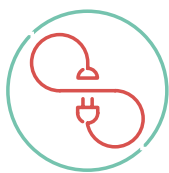
Data exploitation



Energy management



e-mobility



Energy management system



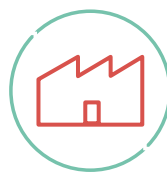
Academia & research



Cities & public bodies



Networks & NGOs

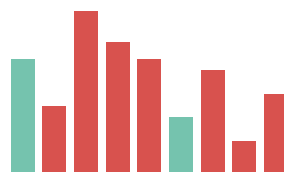
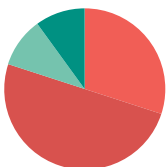


Industry & SMEs



And you?

DIAGRAM STYLE



10 AUDACIOUS GOALS



1 Aggregate demand and deploy smart city solutions



2 Deliver common and replicable innovative models



3 Attract external investment



4 Accelerate take-up of smart city solutions



5 Pilot energy efficient districts



6 Shift thinking irreversibly to local renewable energy sources



7 Promote new models of e-mobility



8 Successfully engage with citizens



9 Exploit 'city data' to maximum effect



10 Foster local level innovation, creation of new businesses and jobs

MAP STYLE

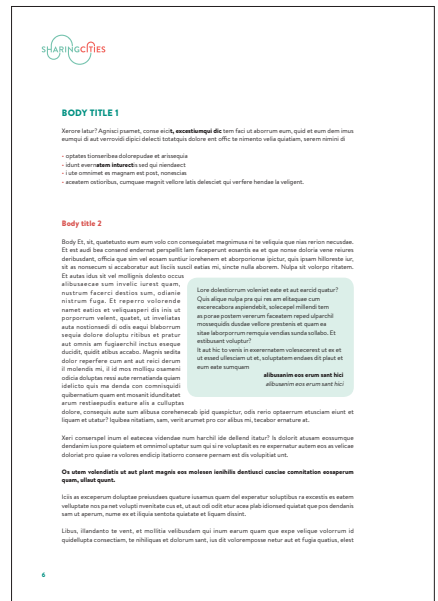
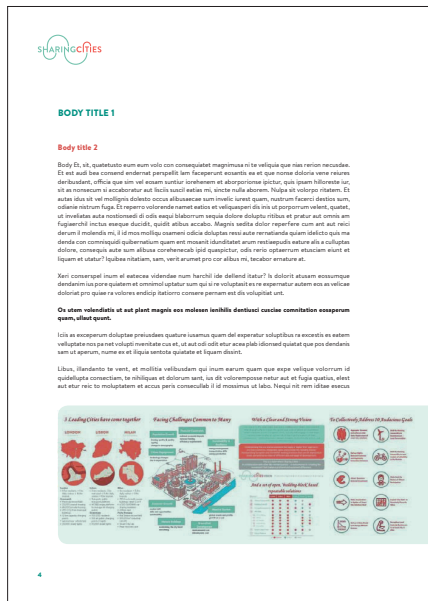
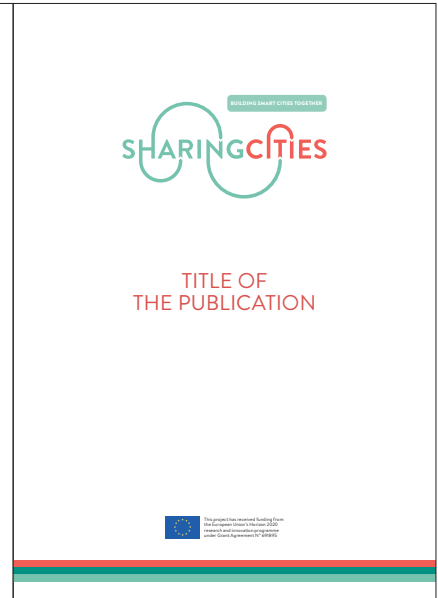
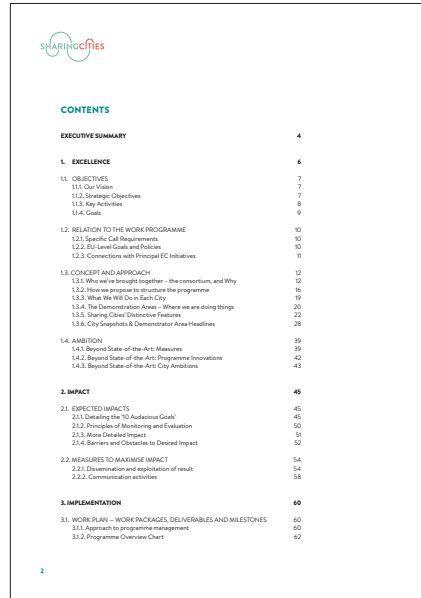


BROCHURE DESIGN

A4 Cover



A4 Inside pages



LEAFLET DESIGN

A4

WHAT IS SHARING CITIES?

The Sharing Cities SHAR-LLM 'lighthouse' programme is a proving ground for a better, common approach to making smart cities a reality. By fostering international collaboration between industry and cities, the project seeks to develop affordable smart city solutions. It will result in integrated commercial-scale smart city solutions with a high market potential. The project partners will work in close cooperation with the European Innovation Partnership on Smart Cities and Communities and with other 'lighthouse' consortia. Sharing Cities offers a framework for citizen engagement and collaboration at local level, thereby strengthening trust between cities and citizens. The project draws on €24 million in EU funding, and aims to trigger €500 million in investment; engage over 100 municipalities across Europe.

WHO WE ARE

35 partners from cities, industry representatives, NGOs and academia

- Coordinator: Greater London Authority
- 'Lighthouse' cities: Lisbon - London - Milan
- 'Fellow' cities: Bordeaux - Burgas - Warsaw

ARE YOU READY TO MAKE A DIFFERENCE? CONTACT US

COORDINATOR: Andrew Collinge
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CO-OWNERSHIP: Bernadett Köbales-Degrendele
Smart cities project coordinator, EUROCCITIES
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www.sharingcities.eu

BUILDING SMART CITIES TOGETHER

SHARINGCITIES

LISBON - LONDON - MILAN
BORDEAUX - BURGAS - WARSAW

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SHARING CITIES IN A NUTSHELL

The demonstration districts in 'lighthouse' cities Lisbon, London and Milan will implement replicable urban digital solutions and collaboration models. The Royal Borough of Greenwich in London, Porta Romana/Vettabbia in Milan and downtown Lisbon will retrofit buildings, introduce shared electric mobility services, and install energy management systems, smart lamp posts and an urban sharing platform through engaging with citizens. 'Fellow' cities Bordeaux, Burgas and Warsaw will co-develop, validate, or implement these solutions and models.

KEY ACTIVITIES

PLACE
Infrastructure solutions for low-energy districts, e-mobility, retrofitting of buildings, installation of sustainable energy management systems and smart lamp posts.

PEOPLE
User-centric smart city services co-designed with citizens.

PLATFORM
Urban sharing platform based on open data.

OUR TEN AUDACIOUS GOALS

- 1 Aggregate demand and deploy smart city solutions
- 2 Deliver common and replicable innovative models
- 3 Attract external investment
- 4 Accelerate take-up of smart city solutions
- 5 Pilot energy efficient districts
- 6 Shift thinking irreversibly to local renewable energy sources
- 7 Promote new models of e-mobility
- 8 Successfully engage with citizens
- 9 Exploit 'city data' to maximum effect
- 10 Foster local level innovation, creation of new businesses and jobs

NEWSLETTER DESIGN

NEWSLETTER #1 – DATE



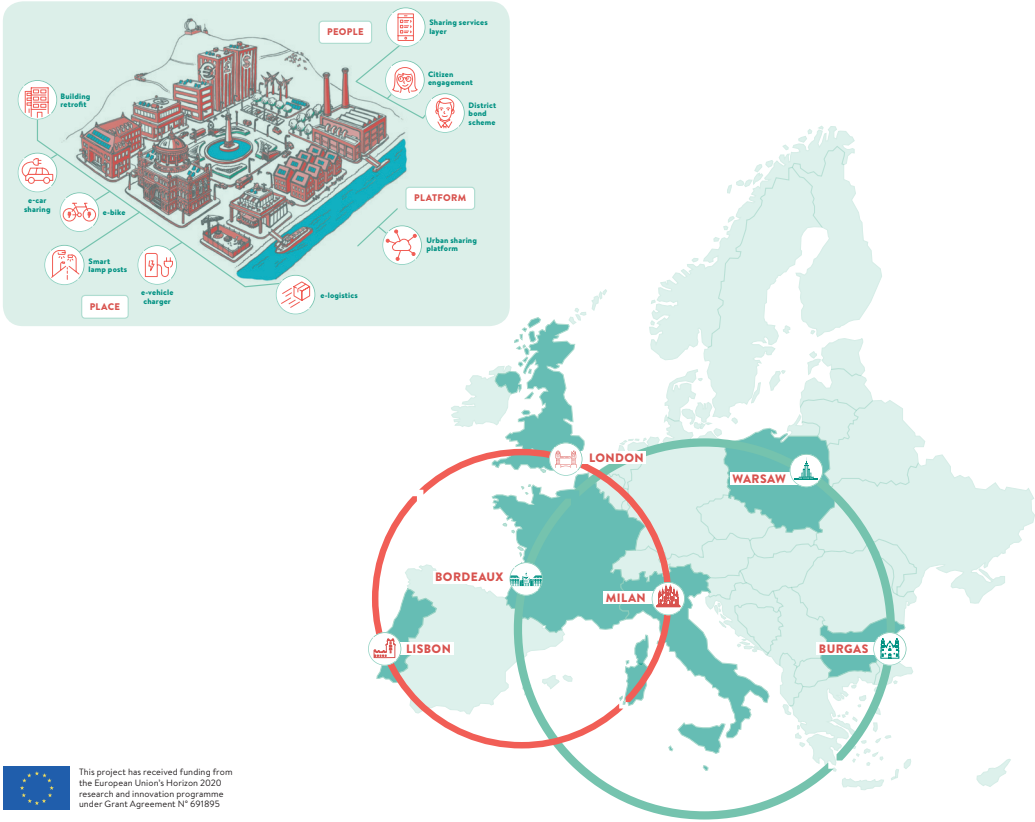
BUILDING SMART CITIES TOGETHER

MAIN TITLE

Second title

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The diagram illustrates the components of smart cities, categorized into three main areas: PEOPLE, PLACE, and PLATFORM. PEOPLE includes Building retrofit, e-car sharing, e-bike, Smart lamp posts, e-vehicle charger, Sharing services layer, Citizen engagement, and District bond scheme. PLACE includes e-logistics. PLATFORM includes Urban sharing platform. Below the diagram is a map of Europe with nodes for LONDON, BORDEAUX, LISBON, MILAN, BURGAS, and WARSAW, connected by a circular path.



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BUILDING SMART CITIES TOGETHER

SHARINGCITIES

LONDON

WARSAW

MILAN

BURGAS

LISBON

BORDEAUX

PARIS

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POWERPOINT TEMPLATE

