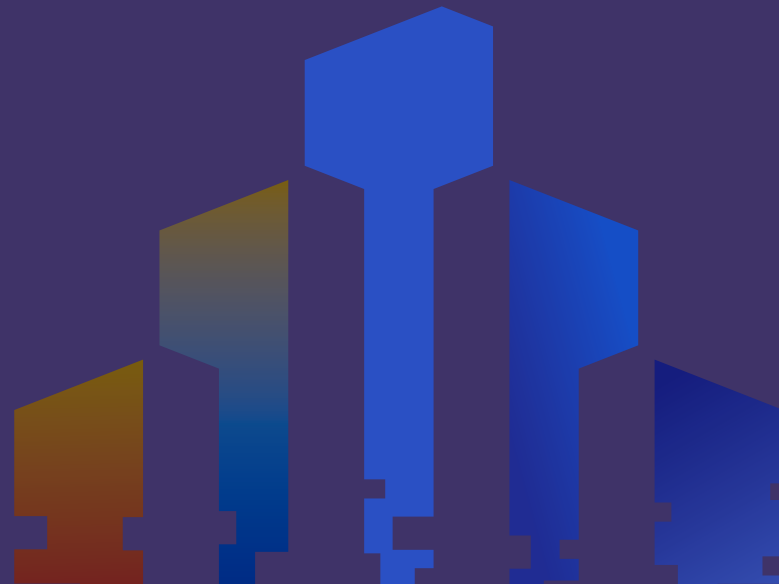


# BRAND GUIDELINES





# TABLE of Contents

- Who are we
- The Logo
- Color Scheme
- Logo Applications
- Brand Elements





# WHO are we

URBREATH is a groundbreaking initiative co-funded by the European Union, poised to revolutionise our urban landscapes. This project isn't just about adapting to climate change; it's about transforming our cities from the ground up, making them not only sustainable but resilient against the ever-growing threats of a warming world.

URBREATH is about reimagining urban living, where concrete jungles give way to lush green havens. By weaving nature into the fabric of our cities, from expansive green roofs to vibrant urban forests and thriving wetlands, we aim to combat the urban heat island effect, mitigate flood risks, and purify our air. But URBREATH goes beyond just planting trees and creating green spaces. It's a synergistic blend of nature's wisdom and cutting-edge technology.

**Coordinator:** The Lisbon Council

**RTOs and Universities:** Polytechnic University of Milan, Fraunhofer Institute for Industrial Engineering IAO, University of Stuttgart, Tallinn University of Technology, Institute of Communication and Computer Systems, VITO, Polytechnic University of Madrid, Kajaani University of Applied Sciences

**Public Agencies:** Digital Flanders Agency

**Large Enterprises:** Engineering, Municipia, Deda Next

**Small and Medium Enterprises:** Athens Technology Center, virtualcitySYSTEM, Urbasofia, Diadikasia Business Consultants, Latitudo 40, South Pole, Telesto, EXUS Software, Traza, Dark Matters Lab

**Non-profit Organisations and Networks:** Open and Agile Smart Cities, Climate Alliance, Climate Research Foundation, Basurama, BLOXHUB

**Frontrunner Cities:** Madrid, Leuven, Tallinn, Cluj-Napoca

**Follower Cities:** Parma, Athens, Aarhus, Kajaani, Pilsen



**URBREATH**



# LOGO anatomy

Graphic depicting digital buildings representing a smart city, in an ablative depiction.



# URBREATH

The project's short - coded name  
depicted in Cera GR Black font  
(#2BA5DE)



# COLOR scheme

**CMYK**

71,18,0,0

**HEX**

#2BA5DE

**RGB**

43-165-222

88,91,30,18

#3F3368

63-51-104

57,0,1,0

#56C9F2

86-201-242



# ALTERNATIVE applications



**URBREATH**



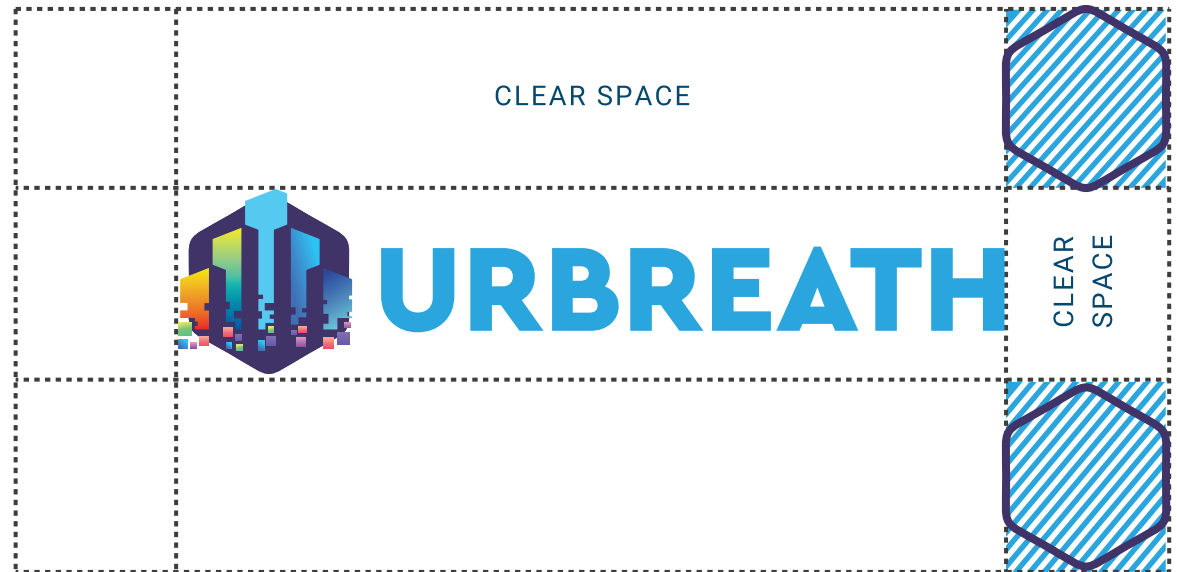
**URBREATH**



# SAFE space

Safe space is the minimum area around the logo which no other object should be placed.

The hexagon is used to determine this area around the logo.

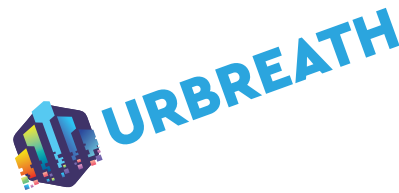




# DOs and DON'Ts



Don't change the colors.



Don't change the orientation.



Don't add shadow or any effects.



Don't resize the logo elements or alter the distances between them.



Don't crop the logo.



Don't use tint or opacity.



# FONT applications

FONT	Application
<b>AaBbCc123</b> <b>Cera GR Black</b>	logo and print
AaBbCc123 Open Sans	web and typography
AaBbCc123 Segoe UI	doc/ PPTX templates



# IMAGERY





# BRAND elements

presentation template



# **EU FUNDING** information

Any communication or dissemination material must display the following information on EU Funding:



**Co-funded by  
the European Union**

The URBREATH project is co-funded by the European Union under grant agreement ID 101139711. The information and views set out in this document are those of the URBREATH Consortium only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.



# CONTACT information

If you're ever in doubt, just refer back to this document.

If you need counseling, do not hesitate to ask for help.

**[info@urbreath.eu](mailto:info@urbreath.eu)**

**Thank you for keeping this project on brand!**