

The image features a dark teal background with large, flowing, organic shapes in lighter shades of teal and grey. In the center, there is a white, pill-shaped graphic containing the text 'UIA | URBAN INNOVATIVE ACTIONS'.

UIA | URBAN
INNOVATIVE
ACTIONS



CONTENTS

1. THE UIA LOGOTYPE

1.1 / Logotype

1.2 / Typographies

1.3 / Use of the logotype

1.3.1 / Main colours

1.3.2 / Additional colours

1.3.3 / Excluded areas

1.3.4 / Associated versions

1.3.5 / Unauthorised versions

1.4 / Logotype for project partners

1.5 / Elements of the graphic setting

1.6 / Thematic elements

2. TEMPLATES

2.1 / Working documents

2.1.1 / PowerPoint

2.1.2 / Word document

2.1.3 / Writing paper & business cards

2.2 / Publication materials

2.2.1 / Roll-Up

2.2.2 / Publication model

2.3 / European statutory obligations for UIA projects

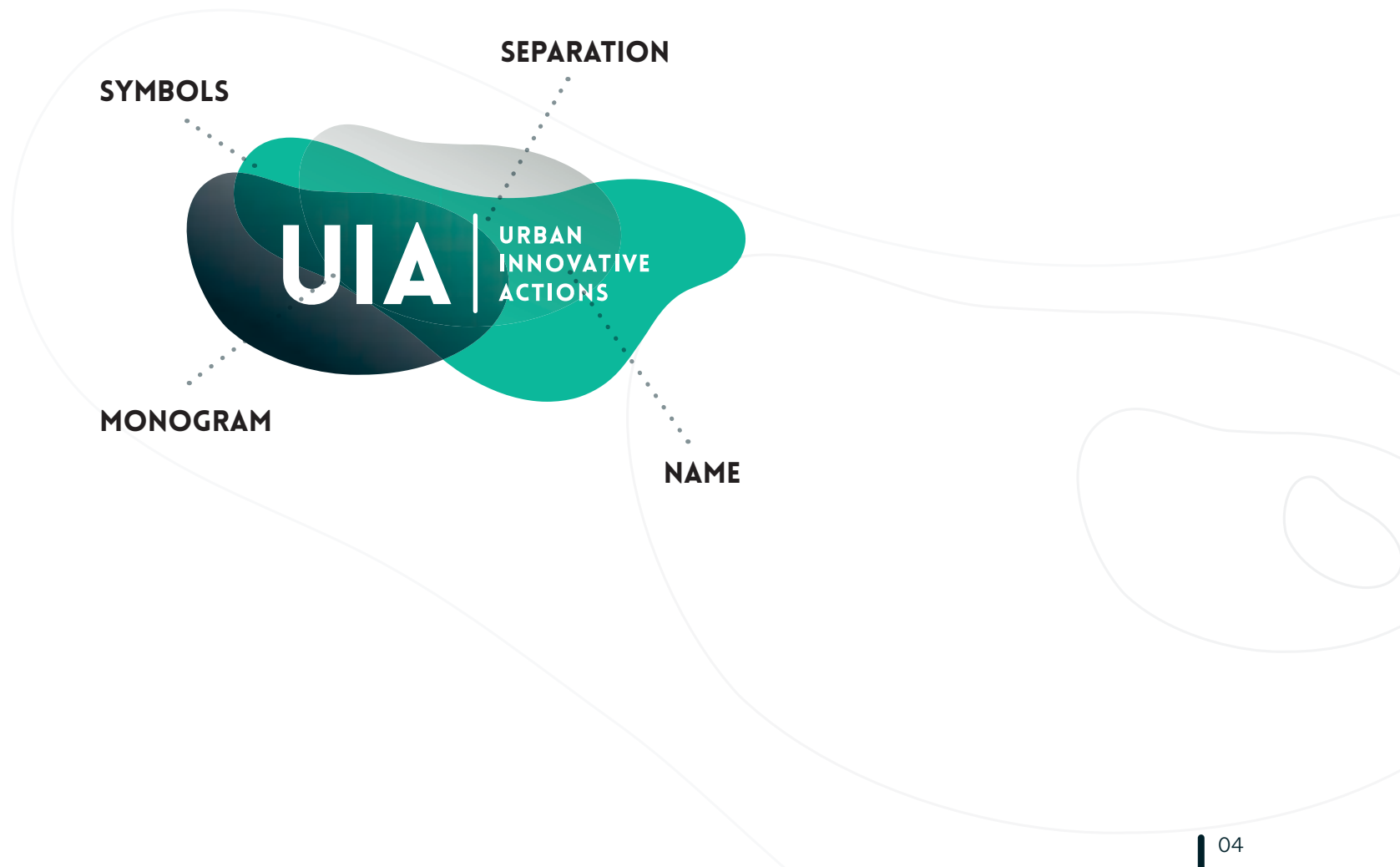
2.3.1 / Project poster

2.3.2 / Temporary billboard and permanent plaque



1. THE UIA LOGOTYPE

01 /
THE UIA LOGOTYPE
1.1 LOGOTYPE



01 / THE UIA LOGOTYPE

1.1 LOGOTYPE



GRADED VERSION (to be used as a priority)

This version is to be used as a priority when the printing techniques allow. No distortions or changes in colour are permitted.



SOLID COLOUR VERSION

This version is used when the printing techniques do not allow for the use of the graded version. (E.g.: screen printing)



GREY SCALE VERSION

This version may also be converted into a monochrome version with the colours of the graphic guidelines.

01 / THE UIA LOGOTYPE

1.2 TYPOGRAPHIES (TITLING)

The typography used for the titling of UIA documents must always be **Lovelo**. This typography may also be used to highlight certain words in texts.

Recommended size: 10pt

Minimum size: 6pt

Helvetica Neue Bold may substitute **Lovelo** for services which are not authorised to install a new typography.

I
LOVELO (TITRAGE)
A B C D E F
0 1 2 3

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 - ' . / ?

01 / THE UIA LOGOTYPE

1.2 TYPOGRAPHIES (WRITING)

The typography used for the texts of UIA documents must always be **Karbon**. This typography may be used with the different levels of boldness available in order to vary the emphasis given to the texts. The boldness levels available are: Light, regular & semi-bold.

Recommended size: 10pt

Minimum size: 6pt

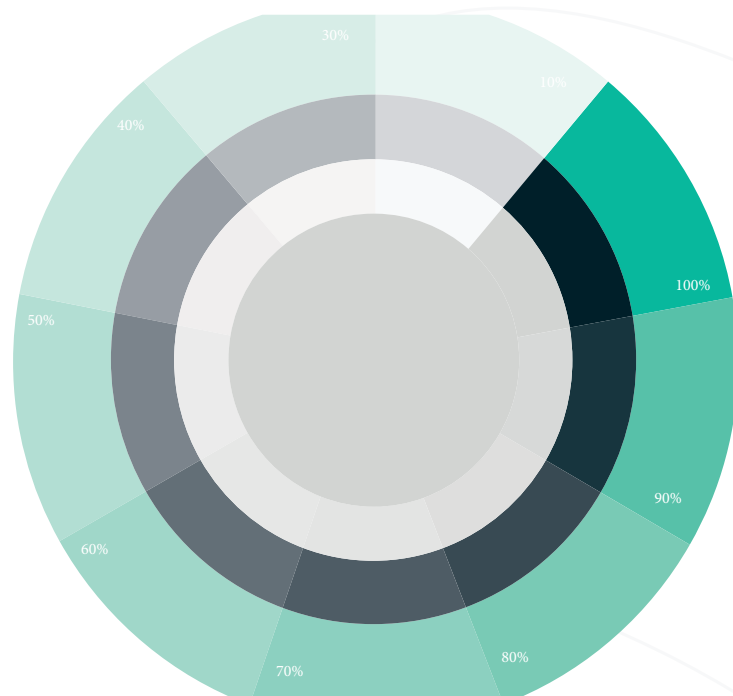
Helvetica Neue Bold may substitute **Karbon** for services which are not authorised to install a new typography.

I
KARBON (TYPEFACE)
AaBbCc
0123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 -)&'(&./?=<

01 / THE UIA LOGOTYPE

1.3.1 MAIN COLOURS



Dark blue (Dark blue)

PANTONE: 547 C
CMJN: 98/67/57/71
RVB: 03/36/42
HEXA: #03242a

Light blue (Ocea)

PANTONE: 3272 C
CMJN: 74/00/50/00
RVB: 28/175/150
HEXA: #1caf96

Grey

PANTONE: 427 C
CMJN: 17/12/14/00
RVB: 218/218/217
HEXA: #dadad9

01 / THE UIA LOGOTYPE

1.3.2 ADDITIONAL COLOURS



VIOLET

CMJN: 57/90/08/01
RVB: 137/54/132
HEXA: #893684



ORANGE

CMJN: 00/48/97/00
RVB: 244/150/00
HEXA: #f49600



GREEN

CMJN: 40/00/89/00
RVB: 175/209/52
HEXA: #afd134

ADDITIONAL COLOURS

A range of additional colours are available alongside the main colour code for the different users of the graphic guidelines.

These colours may be used with the agreement of the UIA Initiative depending on the nature and objectives of projects.

NB:

These colours may not under any circumstances substitute the main colour code.

01 / THE UIA LOGOTYPE

1.3.3 EXCLUDED AREAS



PROTECTED AREAS

It is essential to respect the minimum size and the protected area. These two elements will preserve the integrity and clarity of the logotype.

MINIMUM REDUCTION

The minimum size is 20 mm high.
The logo must never be smaller than this height.

01 / THE UIA LOGOTYPE

1.3.4 ASSOCIATED VERSIONS



WHITE LOGO

This version of the logo may only be used with the colours provided in the graphic guidelines: Dark Blue & Ocea.

The white version of the logotype may only be used with dark blue characters. The colour of the monogram, the separating line and the name must not be changed.

The minimum height to be used for this version is 25 mm in order to maintain clarity.

01 / THE UIA LOGOTYPE

1.3.5 UNAUTHORISED VERSIONS



| UNAUTHORISED VERSIONS

Several layouts are not compatible with the logotype such as:

- Use of the main version on a coloured background
- Use of the main version on a coloured background which is not provided for in the graphic guidelines

NB:

If you wish to use the logotype on a coloured background (regardless of whether the colour is provided for in the graphic guidelines) the white version of the logotype should be used as a priority.

01 / THE UIA LOGOTYPE

1.4 LOGOTYPE FOR PROJECT



| PROJECT

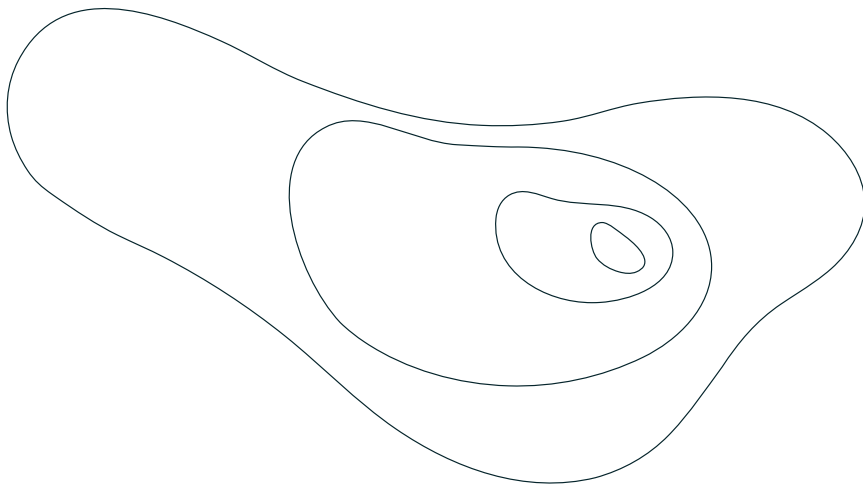
A specific version has been created to enable projects to make use of the graphic guidelines. This version is referred to as “Logo_project” and is to be used by all project and adapted according to their names.

NB:

The name of the project must not extend beyond the protected area created around the logotype. Two lines should be used if the name is too long.

01 / THE UIA LOGOTYPE

1.5 ELEMENTS OF THE GRAPHIC SETTING



| TOPOGRAPHIC SYMBOL

This symbol representing the topographic plans is an element which may be used to illustrate all the communication media.

It is mainly used to brighten up document backgrounds. (Cf. headed paper)

NB:

This symbol may be used with different levels of boldness and opacity.

01 / THE UIA LOGOTYPE

1.5 ELEMENTS OF THE GRAPHIC SETTING



| HIGHLIGHTING BAR

This form is an element which highlights titles or layout elements.

NB:

The level of boldness is to be adapted according to the size of the document. However, it is essential to round off the ends of this element.

01 / THE UIA LOGOTYPE

1.5 ELEMENTS OF THE GRAPHIC SETTING



| MAP OF EUROPE

In order to illustrate the scope of the UIA Initiative, a map has been created which will be used in the Initiative's communication media.

This map may be used partially or fully depending on requirements.

NB:

However, it is essential to maintain the shading for this visual.

01 / THE UIA LOGOTYPE

1.5 ELEMENTS OF THE GRAPHIC SETTING



| THE SYMBOL

This graphic element is a key element in the graphic guidelines and may fulfill several functions.

Firstly, it may be used as an insert to emphasise the text, a title or quotations.

This element may also be used on Dark Blue and Ocea backgrounds with an opacity of 10% to 40% depending on the type of medium used.

NB:

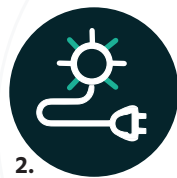
This symbol may be cut, distorted or dissociated. The terms of use must be validated in consultation with the programme management.

01 / THE UIA LOGOTYPE

1.6 THEMATIC ELEMENTS



1.



2.



3.



4.



5.



6.



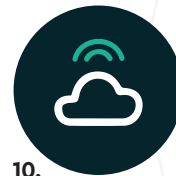
7.



8.



9.



10.



11.



12.

1. Inclusion of migrants & refugees 2. Energy transition 3. Jobs & skills in the local economy 4. Housing 5. Urban poverty 6. Air quality
7. Circular economy 8. Climate adaptation 9. Urban mobility 10. Digital transition 11. Sustainable use of land and nature based solutions
12. Innovation & responsible public procurement

01 / THE UIA LOGOTYPE

1.6 THEMATIC ELEMENTS



USE OF PICTOGRAMS

The pictograms may be used in different colours in order to enhance impact and clarity.

In order to achieve this aim, they must be created as follows:

- DARK BLUE background = white visual + one OCEA blue element
- OCEA background = white visual + one DARK BLUE element
- Light grey background = DARK BLUE visual + one OCEA element

NB:

No other colours are permitted for these pictograms.



2. TEMPLATES

02 / TEMPLATES

2.1.1 POWERPOINT



USE OF POWERPOINT

A Powerpoint reference file has been created.

This file consists of several files which will help you to optimise the layout of your content whilst maintaining the identity created in these graphic guidelines.

The file contains the following slides:

- A cover page: Available in 3 versions (Grey background, Ocea background & Dark Blue)
- A table of contents
- A title slide: Available in 3 versions (Grey background, Ocea background & Dark Blue)
- A contents slide:
- Two transition slides intended to highlight a particular text, quotation, etc.

In order to maintain unity and a certain sobriety, the transition slides should be in the same colour as the slide chosen for the cover page.

A series of graphic elements as suggested in section “1.5 Graphic elements” are available in order to make your presentations more dynamic.

NB:

If the Powerpoint document is likely to be printed, it is advisable to use the “Cover page” and “Transition” slides on a white background in order to save ink.

02 / TEMPLATES

2.1.1 POWERPOINT



Cover page slide

Available in 3 colours:
Dark Blue, Ocea & Blanc

NB:

The white version is recommended if the file is likely to be printed.



Title slide

Available in 3 colours:
Dark Blue, Ocea & Blanc

NB:

The white version is recommended if the file is likely to be printed.



Contents slide



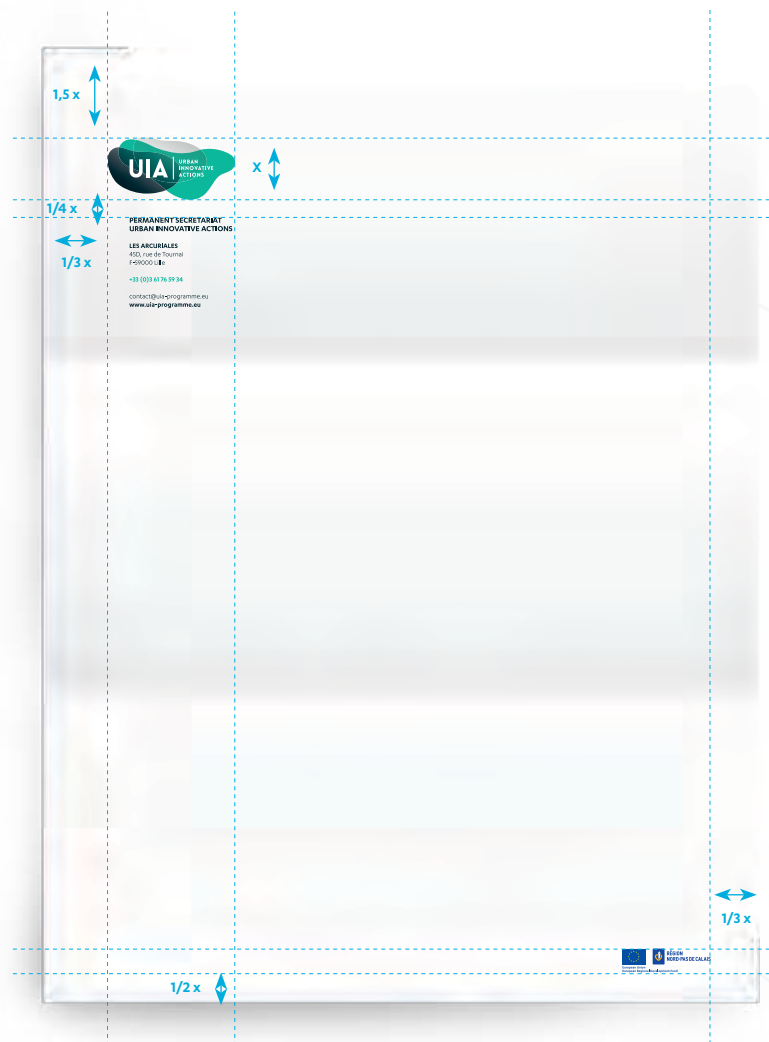
Highlighting slide

This slide highlights the texts, quotations or titles.

A “zoom” version is available to vary and create a pattern for the presentations.

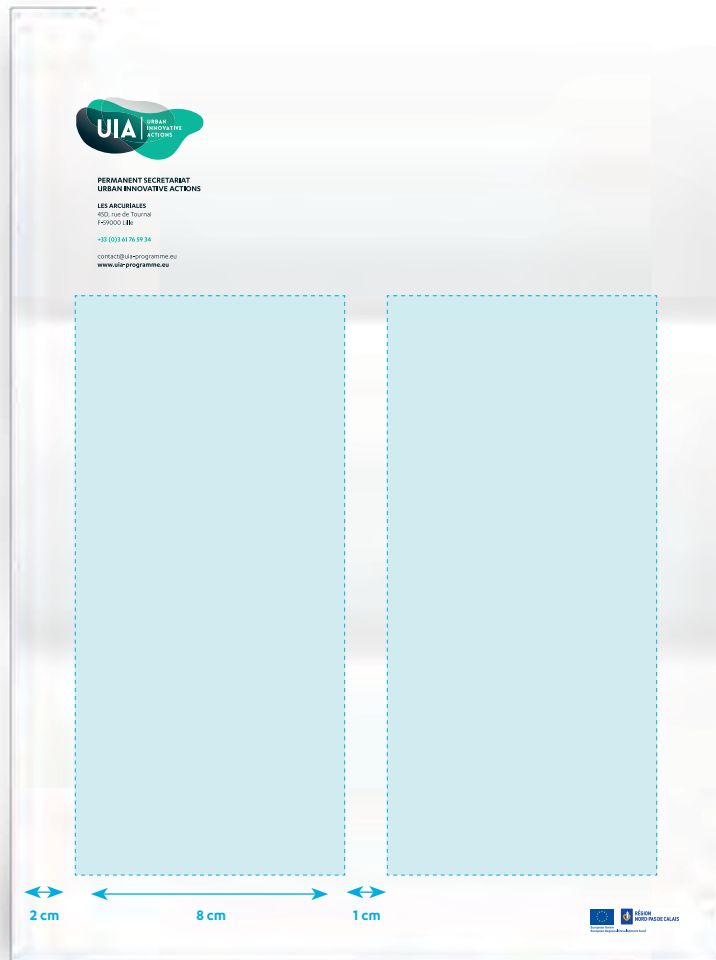
02 / TEMPLATES

2.1.3 WRITING PAPER AND BUSINESS CARDS



02 / TEMPLATES

2.1.2 WRITING PAPER



LAYOUT

We recommend using 2 cm margins around working documents and headed paper to be used for letters. It is also possible to write in one or two columns depending on the layout requirements.

NB:

The “topographic symbol” may be used in the background mainly in correspondence letters. Working documents must have a plain background.

02 / TEMPLATES

2.2.2 PUBLICATIONS



PUBLICATION

A publication model has been created as an example. This model includes:

- A cover page;
- A table of contents
- A single column contents page
- A double column contents page
- Examples for the insertion of quotations
- Example for the insertion of illustrations

NB:

You may use all the graphic elements stipulated in section 1.5 of these graphic guidelines in this document.

It is important to respect the size of the column used when inserting visuals (photos, models, etc.).

02 / TEMPLATES

2.2.1 ROLL-UP



ROLL UP

A **template** has been created relating to the creation of a “Roll Up” style presentation medium. It consists of the following elements:

- Grey background for optimum impact and clarity.
- An opacified map of Europe
- A title highlighted with the “highlighting bar”
- The use of pictograms according to the subjects concerned
- The logotypes of the EU + Nord-Pas-de-Calais region

NB:

A “negative” version on a dark blue background may be created in cooperation with the programme communication department.

02 / TEMPLATES

2.3 STATUTORY OBLIGATIONS FOR UIA PROJECTS

| STATUTORY OBLIGATIONS FOR UIA PROJECTS

Projects funded by the ERDF must acknowledge the source of their funding. In this context, they must fulfill the statutory obligations of Appendix XII of the 1303/2013 **ERDF** regulation, which highlights the obligations of ERDF beneficiaries with regard to information and communication measures intended for the general public.

It is recommended that projects use the **templates** proposed by UIA, which fulfill the statutory obligations indicated, whilst adapting the text and illustrations to their project.

02 / TEMPLATES

2.3.1 PROJECT POSTER



PROJECT POSTER

In the context of the implementation of an operation supported by the ERDF, the beneficiary informs the public of the support obtained from the ERDF by displaying at least one poster presenting information on the project (minimum dimensions A3), including the financial support granted by the Union, in a location which is visible to the public such as the entrance to the building.

It is recommended that projects use the poster template proposed by UIA, which is available in .ai format, replacing the project name, text, topic and illustration according to the characteristics of the project.

It is therefore essential for each publication element to respect the following constraints and elements:

- Grey background for optimum impact and clarity
- An opacified map of Europe
- A title highlighted with the “highlighting bar”
- The use of pictograms according to the subjects concerned
- The logotypes of the EU + Nord-Pas-de-Calais region

NB:

A “negative” version on a dark blue background may be created in cooperation with the programme communication department.

02 / TEMPLATES

2.3.2 TEMPORARY BILLBOARD AND PERMANENT PLAQUE



The Urban Lab of Europe !

Urban Challenge
Lorem Ipsum
Lorem Ipsum

Innovative solution
Lorem Ipsum
Lorem Ipsum

Budget /
€ XX Million ERDF received from UIA
€ XX Million total budget

Start date xx/xx/xxxx

www.uia-initiative.eu



European Union
European Regional
Development Fund

TEMPORARY BILLBOARD

For all infrastructure or construction operations for which the total public contribution (including the ERDF funds received from UIA) exceeds 500,000 Euros, the beneficiary must display a large temporary billboard in an area which is clearly visible to the public during the implementation of the project. This temporary billboard must be replaced by a permanent plaque or board no later than three months after the completion of the operation.

The project partners are invited to use the plaque model proposed by UIA, which is available in .ai format, replacing the project name and the text according to the characteristics of the project.



URBAN INNOVATIVE ACTIONS

Les Arcuriales,
45D, rue de Tournai
F-59000 Lille, France

+33 (0)3 61 76 59 32

A question on communication issues?

knowledge_communication@uia-initiative.eu