

Visual Identity for Mistra Urban Futures

Edition 1: 20 January 2013



WHY A GRAPHICS MANUAL?

Mistra Urban Futures' graphics manual is designed to help the centre's employees create uniform communication. Communicating a uniform visual identity is strongly indicative of a professional business, and is also a part of the process of becoming a world leading centre for sustainable urban development.

The design of all printed and electronic communication from Mistra Urban Futures must have a uniform visual identity which clearly indicates that Mistra Urban Futures is the sender.

This manual presents the principles and examples that will help everyone representing Mistra Urban Futures to be able to communicate with Mistra Urban Futures as the obvious sender. The Mistra Urban Futures' projects should all communicate using the guidelines in this graphics manual.

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DESIGN ELEMENTS

MAIN LOGO

The logo, which is the most important graphic identification among the basic design elements, consists of the symbol in combination with the wordmark. The logo is used for identification of the sender in all contexts where possible. Examples of the usage are corporate stationery, information publications, advertisements, signage, roll-ups, etc.



LOCAL LOGOS

Mistra Urban Futures' local platforms use a locally adapted logo based on urban patterns of the particular city. This is in order to create a local identification and identity. The main logo is used when the headquarters and Urban Futures Arena are the senders.



SYMBOL

The symbol, which is the graphics part of the logo, may only be used without the wordmark when it is obvious from the context that Mistra Urban Futures is the sender. Examples of this could be as eye-catchers in an exhibition stand, where the logo and organisation name also appear simultaneously, or in various types of giveaways where the logo's text cannot be reproduced properly.



DECORATIVE ELEMENTS

Since the urban network plays a significant role in Mistra Urban Futures' activity, it is an integrated part of the graphic profile, a decorative element. The urban network can be used as decorative elements on items such as printed materials, advertising and promotional literature, presentations, etc. It can be used in a number of ways to work in different contexts.



DESIGN ELEMENTS

TYPEFACES

In order to strengthen the graphic profile, the typography should also be as uniform as possible. Specific typefaces should therefore be used in the production of printed information, wherever possible. For practical reasons, the use of the organisation's typeface is not a profile requirement, only a strong recommendation.

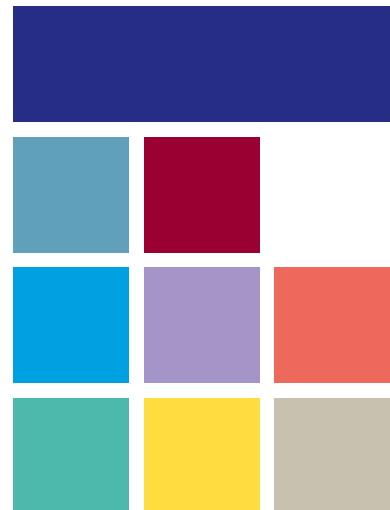
Instructions on the use of the typography are on page 10.

Aa

COLOURS

Mistra Urban Futures primarily uses three colours – a dark blue brand colour, two identification colours, and a set of complementary colours. The colours and their usage are defined on page 12.

The dark blue brand colour is taken from the image of the Earth as photographed from outer space. The illustrated symbol of a part of the dark blue globe covered in urban networks signifies that half of the Earth's population are now urbanites.



NAME AND LOGO

NAME

Our official name is Mistra Urban Futures. The abbreviation “Urban Futures” may be used in verbal communications but never in written communications. No abbreviations or shortenings are allowed in any official context. The abbreviation “Mistra” should not be used under any circumstances as this is the name of our financial sponsor.

MAIN LOGO

The logo, which is the primary graphic identification among the basic design elements, consists of the illustrated symbol and the wordmark. The main logo should, wherever technically possible, be used as the sender in any general context. It is used when the main office and UF Arena are the sender. Refer to the information on local logos on page 6. Typical applications are corporate stationery, printed information, advertisements, signage, roll-ups, etc.



Original design

The original design is used against a white or very even light background. Spot colours (PMS) or the primary colours (CMYK) are to be used for printing projects in accordance with the colour specifications on page 12.



White (negative) version

The white (negative) version is used against a black or other dark even background.



Black version

The black version is used against a white or very even, light background. In this version, the logo loses some of its character, as the different elements have the same weight, and should therefore only be used in exceptional instances.

NAME AND LOGO

LOCAL LOGOS

In addition to the main logo, there are five locally adapted versions of the logo. These are used in contexts where one of Mistra Urban Futures' local platforms is the sender. This is to create a local identification and identity. The symbol in the local logo is based on the urban patterns of the particular city.



Gothenburg



Cape Town



Manchester



Kisumu



Shanghai

LOGO POLICY

EXCLUSION ZONE

In order to protect the design feature of the logo, it is surrounded by a free zone. No other design elements such as text, lines, etc. may be positioned within the free zone. This ensures that the logo is always highly visible. The free zone should be the distance of the symbol's (semi-circle) width.



MINIMUM SIZE

The symbol and logo should never be reproduced in sizes that change their unique features. The greatest risk for this is when reproducing in small sizes, and therefore the height should never be less than 8 mm.



ADDITIONS AND CHANGES

No changes or additions may be made to the logo, only the size may be altered proportionally, as needed. Additions such as project names or slogans are not allowed.

LOGO POLICY

THE LOGO IN CONNECTION WITH THE CONSORTIUM, ASSOCIATED PARTNERS, FINANCIAL SPONSORS AND STRATEGIC PARTNERS

Mistra Urban Futures' logo is the only visible brand identity allowed when the centre is the sender. The consortium, associated partners and financial sponsors should instead be mentioned in the text (see below).

Similar solutions for the local platforms where local consortiums appear below each logo will be produced when the consortiums have been established.

There are exceptional cases in which Mistra Urban Futures has established cooperative ventures and where it is desirable and preferable for each party to figure with its respective organisation's logotype. This applies for instance to SURF in Manchester and ACC in Cape Town. Templates have been created for logo positioning and they will be distributed to platforms that already have this type of business cooperation.

The relevant cooperative ventures have been and will continue to be determined on a case by case basis.

Logo in conjunction with the consortium (Swedish)



Logo in conjunction with the consortium (English)



Logo in conjunction with the consortium and associated partners (Swedish)

MISTRA

URBAN
FUTURES



KONSORTIUM: CHALMERS | GÖTEBORGS STAD | GÖTEBORGS UNIVERSITET | GÖTEBORGSREGIONENS KOMMUNALFÖRBUND (GR) | IVL SVENSKA MILJÖINSTITUTET
LÄNSSTYRELSEN VÄSTRA GÖTALANDS LÄN | VÄSTRA GÖTALANDSREGIONEN

ASSOCIERADE PARTER: BOVERKET | SP SVERIGES TEKNISKA FORSKNINGINSTITUT | TRAFIKVERKET | WHITE

Logo in conjunction with the consortium and associated partners (English)

MISTRA

URBAN
FUTURES



CONSORTIUM: CHALMERS UNIVERSITY OF TECHNOLOGY | CITY OF GOTHENBURG | IVL SWEDISH ENVIRONMENTAL RESEARCH INSTITUTE | REGION VÄSTRA GÖTALAND
THE COUNTY ADMINISTRATIVE BOARD OF VÄSTRA GÖTALAND | THE GÖTEBORG REGION ASSOCIATION OF LOCAL AUTHORITIES (GR) | UNIVERSITY OF GOTHENBURG

ASSOCIATED PARTNERS: SP TECHNICAL RESEARCH INSTITUTE OF SWEDEN | SWEDISH NATIONAL BOARD OF HOUSING, BUILDING AND PLANNING | THE SWEDISH TRANSPORT ADMINISTRATION | WHITE

Logo in conjunction with the consortium, associated partners and financial sponsors (Swedish)

MISTRA

URBAN
FUTURES



KONSORTIUM: CHALMERS | GÖTEBORGS STAD | GÖTEBORGS UNIVERSITET | GÖTEBORGSREGIONENS KOMMUNALFÖRBUND (GR) | IVL SVENSKA MILJÖINSTITUTET
LÄNSSTYRELSEN VÄSTRA GÖTALANDS LÄN | VÄSTRA GÖTALANDSREGIONEN

ASSOCIERADE PARTER: BOVERKET | SP SVERIGES TEKNISKA FORSKNINGINSTITUT | TRAFIKVERKET | WHITE

FINANSIÄRER: MISTRA – STIFTELSEN FÖR MILJÖSTRATEGISK FORSKNING | SIDA – STYRELSEN FÖR INTERNATIONELLT UTVECKLINGSSAMARBETE

Logo in conjunction with the consortium, associated partners and financial sponsors (English)

MISTRA

URBAN
FUTURES



CONSORTIUM: CHALMERS UNIVERSITY OF TECHNOLOGY | CITY OF GOTHENBURG | IVL SWEDISH ENVIRONMENTAL RESEARCH INSTITUTE | REGION VÄSTRA GÖTALAND
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ASSOCIATED PARTNERS: SP TECHNICAL RESEARCH INSTITUTE OF SWEDEN | SWEDISH NATIONAL BOARD OF HOUSING, BUILDING AND PLANNING | THE SWEDISH TRANSPORT ADMINISTRATION | WHITE

FUNDERS: MISTRA – THE FOUNDATION FOR STRATEGIC ENVIRONMENTAL RESEARCH | SIDA – THE SWEDISH INTERNATIONAL DEVELOPMENT COOPERATION AGENCY

LOGO POLICY

FILE FORMATS FOR DIFFERENT PURPOSES

Mistra Urban Futures' logo is available in two formats suitable for use in different contexts. The format is in the file extension (the last letters after the full stop).

<i>Image format</i>	<i>File extension</i>	<i>Used for</i>	<i>Comment</i>
EPS	.eps	InDesign, Illustrator for layout of printed materials. EPS can also be used for Word, where it may look blurred on the screen, but looks good when printed. PowerPoint.	High quality. The EPS format is vector based and therefore continuously scalable without quality loss.
PNG	.png	Printouts on office printers, from Word, PowerPoint etc. For use on the internet.	Poorer quality than EPS. The PNG format is used for printouts on office printers, but not for high-quality printed materials.

TYPEFACES

Consistently using uniform typography in printed materials, advertisements and other productions strengthens the graphic profile. The instructions in this manual should therefore be used wherever possible to create recognition.

The main typeface for Mistra Urban Futures' productions is Interstate. The typeface, designed by Tobias Frere-Jones during the period 1993–1999, is a digital typeface that is closely related to the FHWA Series Font.

APPLICATION

In promotional materials, such as printed materials and advertisements, Interstate should be used in the headings and short body texts. For longer body texts, where Interstate becomes difficult to read, Times New Roman is to be used instead.

In internal documents, such as PowerPoint and Word, those who have Interstate installed should use it, but then the document must be saved as a PDF if it is to be used externally. Otherwise, Arial is suitable as a replacement for Interstate in headings and short body texts.

Mistra Urban Futures' typography is set in black, white or the turquoise identification colour, depending on the background and usage. Note that legibility is of the utmost importance when it comes to the choice of colour on texts. Always try to create as much contrast as possible between the background and the text. For longer texts, such as the body in reports and similar documents, black against a white background is always used. Only the headings and subheadings may be in a different colour.

INTERSTATE LIGHT CONDENSED IS USED IN HEADLINES.

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 Å Ä Ö
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 å ä ö 1 2 3 4 5 6 7 8 9 0

INTERSTATE LIGHT IS USED IN BODY TEXT.

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 Å Ä Ö
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 å ä ö 1 2 3 4 5 6 7 8 9 0

INTERSTATE BOLD IS USED IN MIDDLE AND SUBHEADINGS.

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 Å Ä Ö
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 å ä ö 1 2 3 4 5 6 7 8 9 0

TIMES NEW ROMAN IS USED IN LONGER TEXTS.

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 Å Ä Ö
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 å ä ö 1 2 3 4 5 6 7 8 9 0

ARIAL IS USED ON THE WEB, FOR POWERPOINT AND WORD, ETC.

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 Å Ä Ö
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 å ä ö 1 2 3 4 5 6 7 8 9 0

Light
condensed →

The typeface is Interstate

Light
condensed →

Heading

Light →

Interstate is a digital typeface designed by Tobias Frere-Jones in the period 1993-1999, and licensed by Font Bureau. The typeface is closely related to the FHWA Series fonts, a signage alphabet drawn for the United States Federal highway Administration in 1949.

Bold →

The terminals of ascending and descending strokes are cut at an angle to the stroke (see lowercase t, and l), and on curved strokes (see lowercase e and s), terminals are drawn at a 90° angle to the stroke, positioning them at an angle to the baseline. Counters are open, even in the bold and bold condensed weights, further contributing to legibility.

Light →

Xeribus inis consequi oditanti onsequatur, omniam dolorep reritiam, corendunt assus plibus estiat molenis re perum qui as et as reperch icienim oditat. Am is quodipsae necatiusDa de qui as sero que comnihit, sapero et es dollestibusa voluptatis et, quiae sed moloruptae pa consequat dolupta tempore mpedisquia prae nimodia quaspic turibus et resed quis mo dia dusapicae sinverisque volorrovidus et dolutaeri te et molest, quunt derio. Elibeates maxim

Bold →

ABOUT MISTRA URBAN FUTURES

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SUSTAINABLE URBAN DEVELOPMENT

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LOREM IPSUM

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COLOURS

In the symbol and the logo, a dark blue colour is used. This is Mistra Urban Futures' brand colour. This colour is only used in the symbol and logo – never in any other context.

In addition to the brand colour two identification colours, turquoise and red, are used. These may be used as strengthening profile elements. Examples of this are the header colour and decorative elements in printed materials, walls in exhibition stands, etc.

Furthermore, a set of complementary colours are defined, primarily for web usage.

The colours are defined as spot colours in the Pantone Matching System (PMS). The same colour number is used for printing on coated and uncoated paper ("C" and "U" respectively).

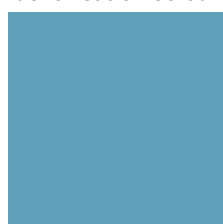
For 4-colour process printing colour are designated in CMYK, i.e. the printing colours cyan, magenta, yellow and black (K). For usage with Word, Powerpoint etc, the colours can be designated in CMYK or RGB and for internet usage RGB or HEX is used.

	<i>Spot colour</i>	<i>CMYK</i>	<i>RGB</i>	<i>HEX (web)</i>
Brand colour	Pantone 2738	C100-M92-Y0-K1	R0-G35-B146	002392
Identification colours				
Turquoise	Pantone 549	C56-M8-Y9-K21	R116-G153-B173	7499AD
Red	Pantone 194	C8-M100-Y55-K37	R133-G40-B63	85283F
Complementary colours				
Blue	Pantone 299	C86-M8-Y0-K0	R73-G170-B238	49AAEE
Purple	Pantone 2645	C40-M44-Y0-K0	R167-G144-B210	A790D2
Bright red	Pantone 178	C0-M70-Y58-K0	R246-G108-B106	F66C6A
Green	Pantone 3265	C66-M0-Y39-K0	R99-G198-B174	63C6AE
Yellow	Pantone 122	C0-M11-Y80-K0	R255-G212-B87	FFD457
Grey	Pantone 7535	C10-M11-Y23-K19	R192-G181-B161	C0B5A3

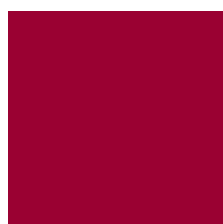
Brand colour



Identification colours

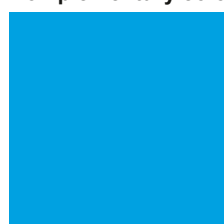


Turquoise

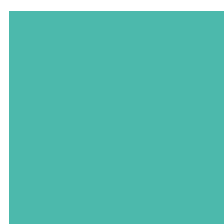


Red

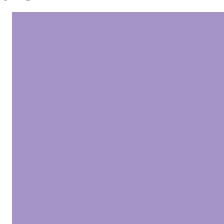
Complementary colours



Blue



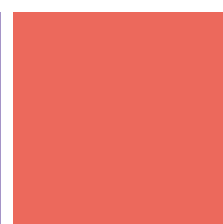
Green



Purple



Yellow



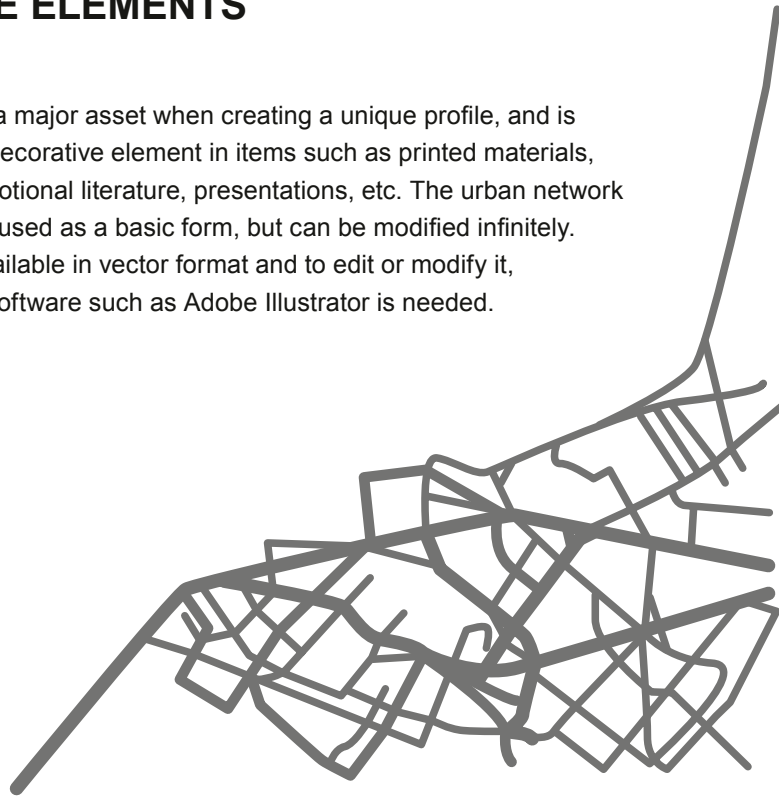
Bright red



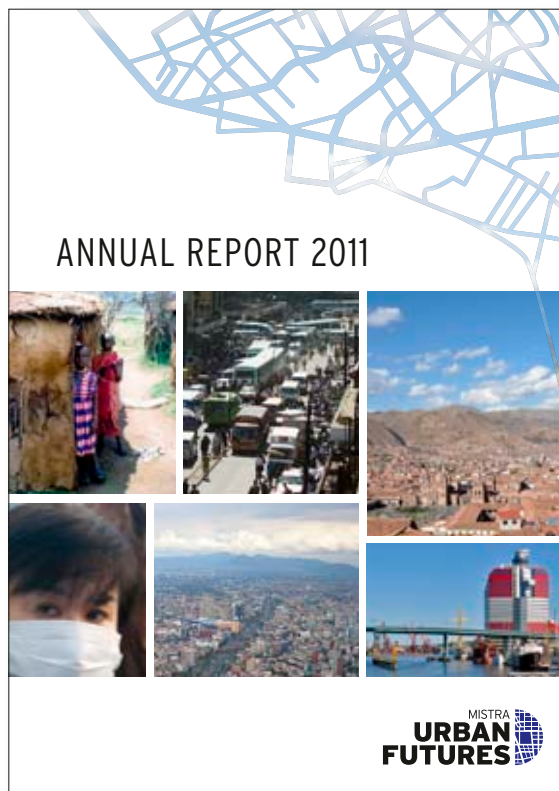
Grey

DECORATIVE ELEMENTS

An urban network is a major asset when creating a unique profile, and is therefore used as a decorative element in items such as printed materials, advertising and promotional literature, presentations, etc. The urban network shown below can be used as a basic form, but can be modified infinitely. This basic form is available in vector format and to edit or modify it, access to illustration software such as Adobe Illustrator is needed.



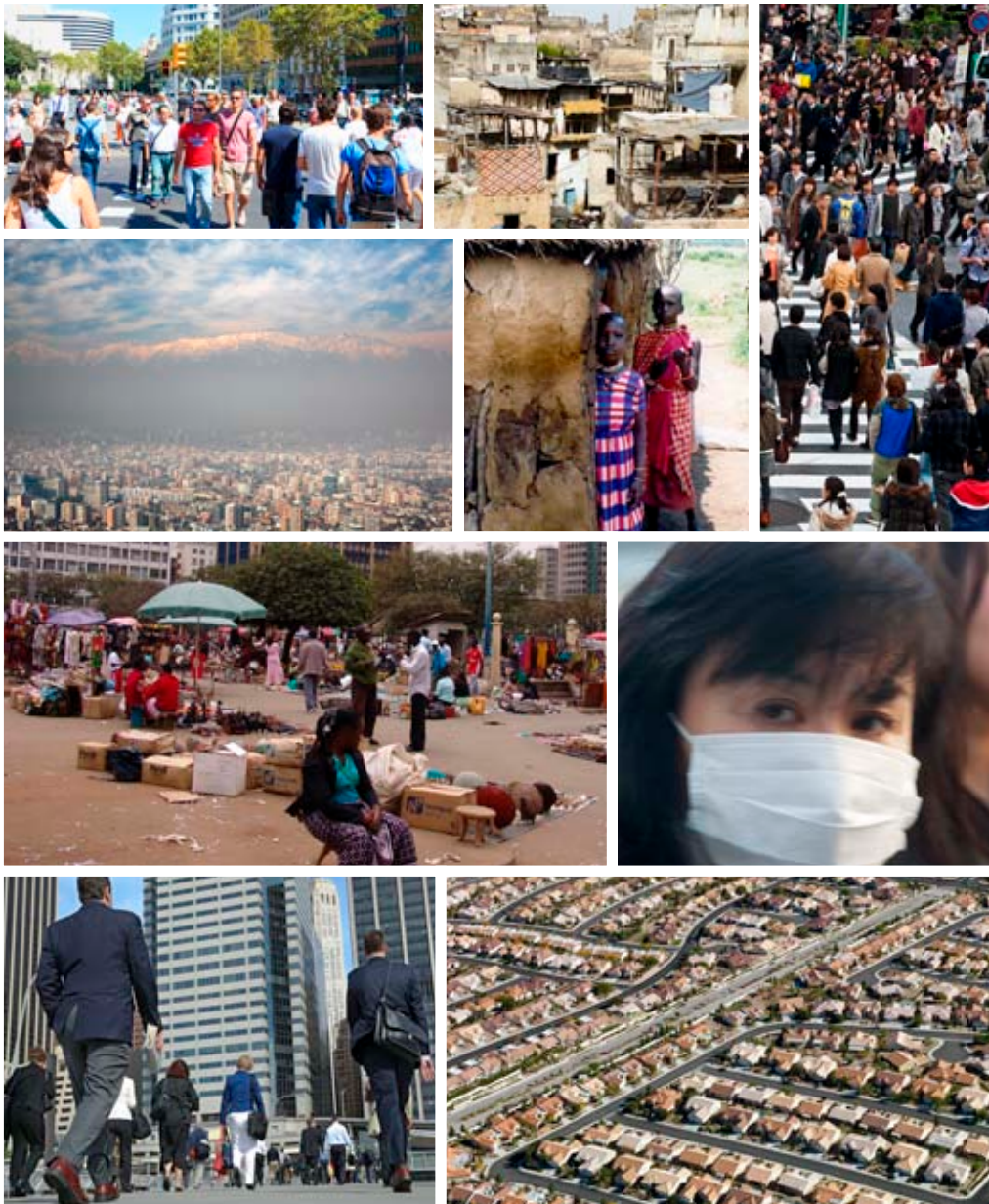
Examples of usage of the urban network



IMAGES

Mistra Urban Futures' imagery focuses on urban environments with the hustle and bustle that either depict different problems to be solved or excellent examples of sustainable urban development, depending on the context. Remember to select images with a colour palette that complements the logo. Below are some examples.

Examples of images



TEMPLATES

BUSINESS CARDS

The business card has two sides, one English side and one with the local language.
In cases where the local language is English, one side only contains graphical elements.
The business cards follow the example shown below.



TEMPLATES

LETTERS AND PUBLICATIONS/REPORTS

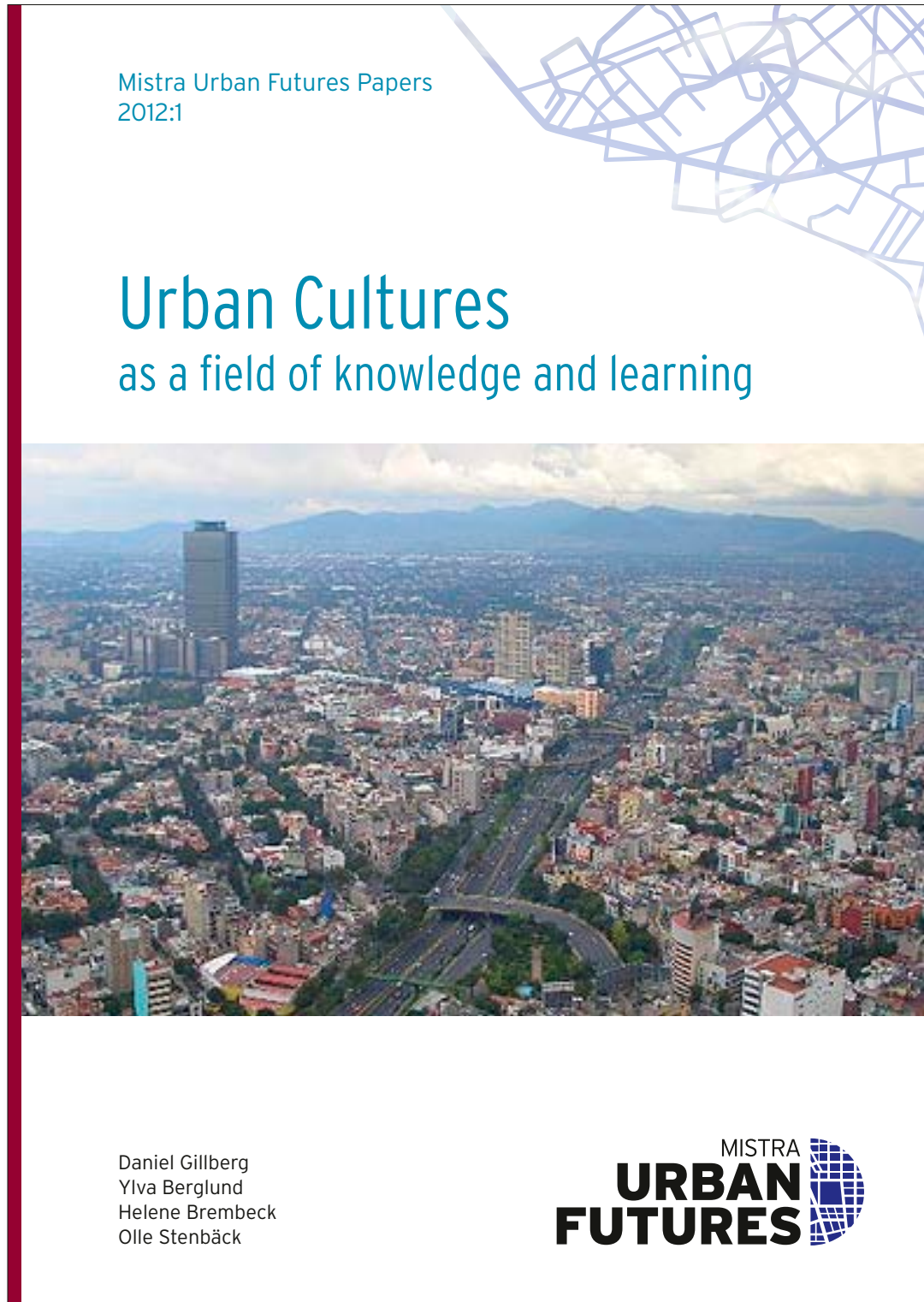
Letter and publication/report templates for the respective city are available for InDesign and Microsoft Word.

Below is an example of a letter template.



TEMPLATES

Example of a publication/report.



TEMPLATES

PRESENTATIONS

For presentations produced in PowerPoint, there are ready made templates with basic design elements, such as logos and decorative elements. Other contents are added by the user. Sub-pages can be designed relatively freely, but the front page should always retain its basic form. The image of the semicircle can be replaced.

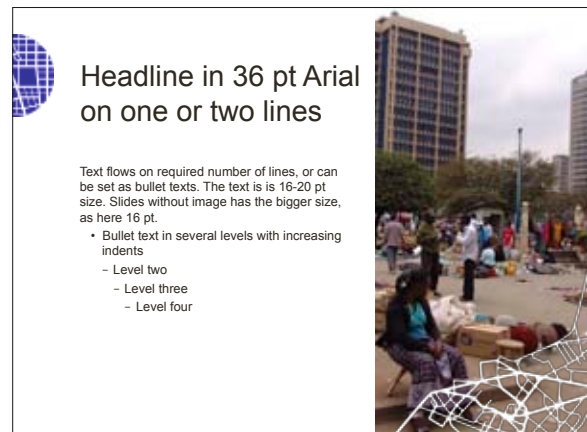
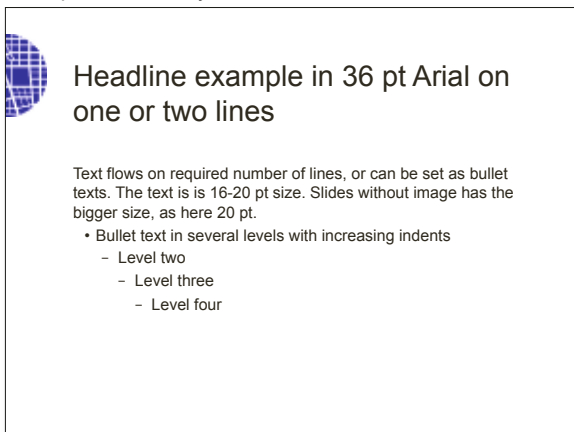
Instructions on how to replace images are in the notes inside the PowerPoint document.

The PowerPoint templates are created with the typeface Arial. Users with Interstate installed can obviously use it instead. Remember not to share presentations created with Interstate, because it is not a standard typeface and might not be installed on other computers.

Front slide



Examples of slide layouts



TEMPLATES

INTRODUCTION

A brief introductory text about the centre which is to be used, for example, in email signatures:

Mistra Urban Futures is an international center for sustainable urban development. The headquarters is located in Gothenburg, Sweden and the center operates in five cities around the world including Cape Town, Gothenburg, Greater Manchester, Kisumu and Shanghai. Co-production of knowledge as well as creating Fair, Green and Dense cities is a winning concept for a successful sustainable urban future. A global Arena provides for interaction with external actors and between the five cities.

EMAIL SIGNATURE

Email signatures should be used when sending emails where your role in Mistra Urban Futures is that of the sender. The local language, in combination with English, is used for the platforms and Urban Futures Arena. The head office uses English in combination with Swedish. Below is a version of the signature containing English and Swedish text.

First namn Last name
Title

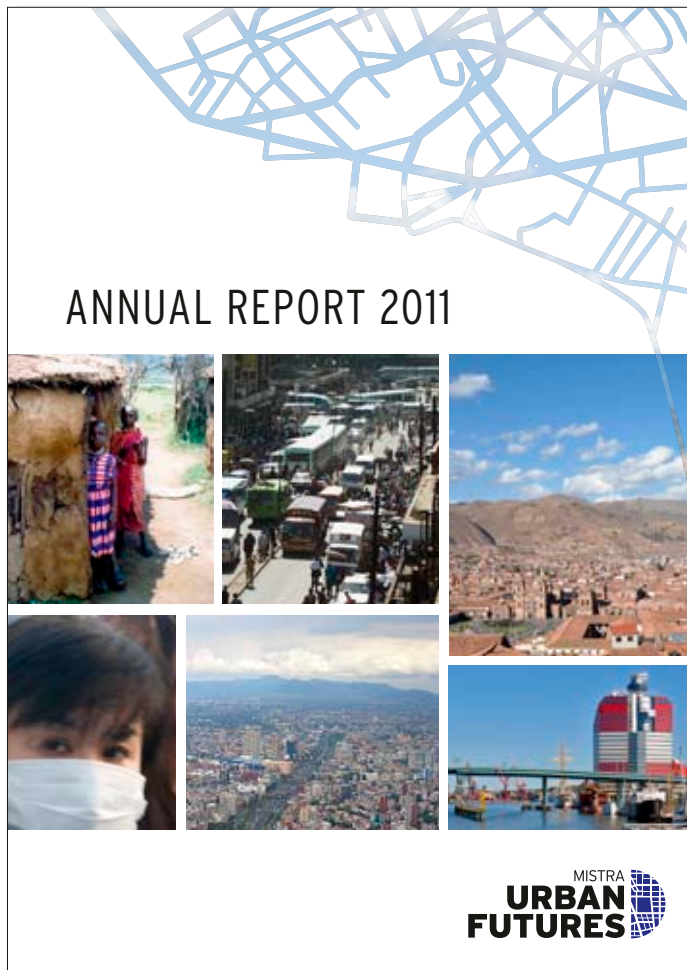
Mistra Urban Futures
Chalmers
SE-412 96 Göteborg
Office: +46 (0) 00 00 00 00
Mobile: +46 (0)70 00 00 00
E-mail: name@organisation.com
Web: www.mistraurbanfutures.org
Twitter: @mistraurbanfut

Mistra Urban Futures is an international center for sustainable urban development. The headquarters is located in Gothenburg, Sweden and the center operates in five cities around the world including Cape Town, Gothenburg, Greater Manchester, Kisumu and Shanghai. Co-production of knowledge as well as creating Fair, Green and Dense cities is a winning concept for a successful sustainable urban future. A global Arena provides for interaction with external actors and between the five cities.



GRAPHIC DESIGN APPLICATIONS – EXAMPLES

Examples of graphic design applications:



Annual report



Advertisement

GRAPHIC DESIGN APPLICATIONS – EXAMPLES

Example of roll-up:

