



LOGO GUIDELINES  
SHAPING FAIR CITIES

## Shaping fair cities: the project and the logo

The cube can be considered the basic module for the construction of a new society, inspired by the values of the project, reflecting the United Nations goals for Sustainable development (SDGs) – Agenda 2030.

The project is focused on the new goals addressing the migration challenges and the related local policies with a strong gender approach (SDG5), promoting a peaceful and inclusive society (SDG16), making cities inclusive, safe, resilient and sustainable (SDG11) and acting to combat climate change and its impacts (SDG13).

The logo has an iconic style: it recalls the UN SDGs pictures, which are very symbolic and iconic.

In its surfaces the main priorities of the project are summarized: people representing the idea of citizenship, the city in its multiple shapes, the tree that indicates environmental sustainability.





## The elements of the logo

**People:** stick people indicate any gender or origin, women as men, different ethnic groups, with no references to family because the project is addressed to every kind of people, individually or in groups. Many people are represented because the project wants to embrace all the inhabitants of the areas involved.

**Cities:** this element recalls the complexity of different realities, cities with different levels of development and dimensions, geographical and cultural characteristics.

**Tree:** it's the simplest symbol for nature and environment and it's very immediate.

**Colors:** are very bright, not specifically related to single SDGs, but all together they form a balanced combination. The connection between green and environment is kept because it is very symbolic and immediate.

**The cube:** is a basic element which can be used in many ways for creativity and in campaign concepts. It is for example suitable for implementation of cube gadgets or installations in city squares for info point. Moreover, it recalls the idea of the game which can be exploited in many ways during the local campaigns planned in the project, for example with photo contests, gaming apps, other kind of contests.

**Lettering:** the logotipo – with the name of the project – is integrated within the iconic pictogram. The font and the letter placement recalls the idea of game and it's playful.





# COLORS

## CMYK

(Four-colour process)



0/80/0/0



0/50/100/0



80/0/40/0



30/100/60/0



20/30/50/30

## RGB

(web palette)



233/82/150



242/145/0



0/171/168



182/29/74



164/141/109

## Pantone

(solid uncoated)



Red Rhoadmine



7408 U



326 U



1935 U



872 U

## Hexadecimal

Soft pink

ea5297

Pure orange

f39200

Dark cyan

00aca9

Strong pink

b71d4a

Mostly desaturated  
dark orange

a58e6d

## BLACK AND WHITE

In black and white printing the logo must be used in grayscale both on white and black background.





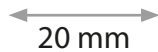
# Minimum dimensions



European Union



European Union



20 mm

## Font

Myriad Pro Regular

# SUGGESTED USES WITH COLORED BACKGROUND, IN FOUR-COLOR PRINTING



CMYK: 100/80/40/35



CMYK: 20/30/50/30



CMYK: 60/100/20/40



CMYK: 77/42/100/40



CMYK: 0/15/30/0



CMYK: 80/0/40/0



CMYK: 0/100/10/0



CMYK: 0/30/0/0



CMYK: 98/70/10/0

WITH THESE COLORS, OR SIMILAR, IT IS SUGGESTED THE USE OF THE GRAYSCALE LOGO



CMYK: 3/85/87/0



CMYK: 40/80/15/7



CMYK: 22/100/90/16



CMYK: 0/50/100/0



CMYK: 0/50/50/0



CMYK: 20/100/40/0



CMYK: 0/80/0/0



CMYK: 45/0/94/0



CMYK: 10/90/0/0

# EXAMPLE OF GADGET MODEL CREATION







European Union

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Lead partner: Regione Emilia-Romagna

### Project partners

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- Università di Bologna
- Ayuntamiento de Alicante
- Bashkia Shkoder
- Grad Split
- Falkopings Kommun
- Fundacja Centrum Badan Migracyjnych
- Judetul Iasi
- Regionalny Osrodek Polityki Społecznej W Poznaniu
- Asociația Biroul Regional Pentru Cooperare Transfrontaliera Iasi Pentru Granita Romania – Republica Moldova
- Comune di Forlì and Women of Mediterranean association
- Comune di Modena
- Comune di Reggio Emilia
- Conselho Municipal da Cidade de Pemba
- Conselleria d'Igualtat I Politiques Inclusives Generalitat Valenciana
- Gruppo di Volontariato Civile (GVC) association
- Dimos Patreón
- Vejle Kommune

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