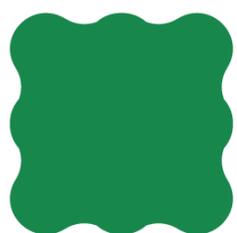
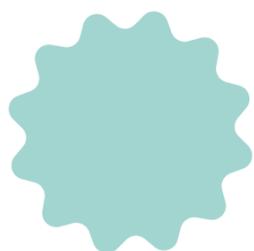


CrAFT

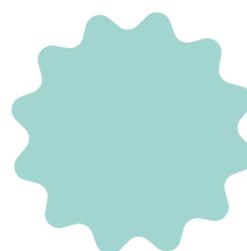
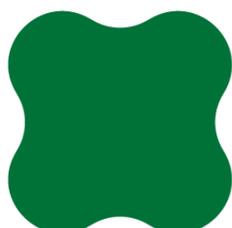


CrAFT Visual Identity and Website

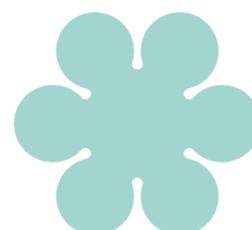
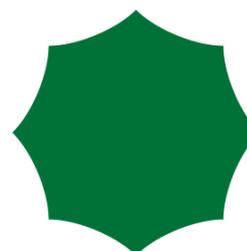


Deliverable 6.1

31.10.2022



Creating
Actionable
Futures



This project has received funding from the European Union's Horizon Europe Research and Innovation programme under Grant Agreement No. 101056946.

Document Information

Deliverable	D6.1 CrAft Visual Identity & Website
Authors	Marjolein Cremer, Ashley Thompson, Martijn van Schieveen (European Cultural Foundation)
Lead Beneficiary	European Cultural Foundation (ECF)
Contributing Beneficiaries	Amsterdam University of Applied Sciences (AUAS), Czech Technical University in Prague (CVUT), European League of Institutes of the Arts (ELIA), Norwegian University of Science and Technology (NTNU), University of Bologna (UNIBO)
Project	CrAft – Creating Actionable Futures
Work Package	WP 6 – Storytelling, dissemination & exploitation
Project Duration	1 May 2022 – 30 April 2025
Project Coordinator	Annemie Wyckmans, Norwegian University of Science and Technology
Dissemination Level	PU-Public
Deliverable version	v 0.3
Due Date	31.07.2022
Licence	CC-BY4.0 Creative Commons Attribution, except where otherwise noted. https://creativecommons.org/licenses/by/4.0/

Article 17.3 Disclaimer

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

Document History

Date	Version	Author	Substantive changes made
29.08.2022	v.01	Marjolein Cremer, Ashley Thompson, Martijn Schieveen (ECF)	Initial version
21.09.2022	v.02	Marjolein Cremer, Ashley Thompson, Martijn Schieveen (ECF)	New structure in chapters on process and design elements and integration of feedback
31.10.2022	v.03	Marjolein Cremer, Ashley Thompson, Martijn Schieveen (ECF)	Integration of final design elements and feedback

Table of Contents

Document Information	2
Document History	3
Table of Contents	4
Executive Summary	5
1 Introduction	6
2 Goals and target groups	7
2.1 Goals	7
2.2 Target groups & audience profiles	7
2.3 Inclusion and engagement	9
3 Process visual design and website	10
3.1 Phase 1: May – June 2022: A temporary design	10
3.2 Phase 2: July – September 2022: Collaborative exploration towards CrAFt’s identity	12
3.3 Phase 3 October 2022 onwards: More engagement and adding interactive elements	13
4 Design elements	15
4.1 Visual Identity	15
New logo	15
Graphic system of symbols	17
Colours	19
Brand character	20
4.2 Website	21
4.3 Social Media	23
Social media storytelling campaign	24
4.4 Templates	25
5 Conclusion and reflections	27
List of Acronyms	28
Annex 1	29

Executive Summary

Creating Actionable Futures (CrAft) will boost imagination and draw new connections through promoting inclusive conversations, creative and inspirational ideas, to achieve climate-neutral cities.

To frame and promote these ideas and conversations, CrAft developed a Visual Identity and Website. The goals for the Visual Identity and Website are to show creativity, openness and engagement to attract stakeholders; entice them with stories about our work; and, above all, to pull them into the project with their own experiences, when aligning with the values of the New European Bauhaus and the EU Cities Mission.

The development of the Visual Identity was divided in different stages: from a first phase temporary landing page website and templates, to secure immediate outreach and to fully support the project's unique target: to be a bridge between the Cities Mission and the New European Bauhaus (NEB); to a second phase in which the CrAft partners were engaged to capture CrAft's true identity. We collected all data and experimented with different interfaces, but we experienced challenges in incorporating the different views, while also showcasing that CrAft is part of the EU Missions and the NEB initiatives, which led to some delay in delivering the final visual profile.

The final developed Visual Identity and Website have a new fresh, engaging and green design that represents CrAft. The logo of CrAft had a make-over, a graphic system of symbols and icons was added, the blue and green colours aligning with the Cities Mission Visual Identity Guidelines provide a colourful palette and invite people to take action. The Visual Identity has been adapted to be more playful and accessible to a wider audience. The final design clearly shows that it comes from the Mission and NEB styles, but with a twist - making it our own.

The structure of the website contains: main info about the project, more detailed info, database of deliverables, event calendar, partners' profiles, news, how to connect to CrAft, partners and peers. The website will be further developed with CrAft delivering and growing over time to become a virtual space for citizens and other local stakeholders to tell their stories. The CrAft social media account supports the storytelling goals of the project by highlighting best practices and inspiring examples of cities, projects and initiatives that are working on making cities more climate-neutral, inclusive and beautiful. The templates - from deliverable templates to social media templates - will not only optimally reflect the Visual Identity principles, but also provide usability of them.

1 Introduction

This report on Deliverable 6.1, the CrAft Visual Identity and Website, is part of the overall Communications, Dissemination and Exploitation (CDE) Plan. The Visual Identity and Website were developed from the start of the project to secure immediate outreach.

The Visual Identity includes the overall look and feel and design elements of CrAft and templates, including templates for social media, presentations, reporting and videos.

The Website is built for flexibility and growth, to collect and disseminate main information, results and outcomes. The CrAft website will serve as a portal to disseminate content and to connect and integrate with websites of the New European Bauhaus initiatives and to related projects, initiatives or projects CrAft supports.

A dedicated social media account disseminates videos and podcasts hosted on the project website or open platforms, allowing effective outreach to targeted audiences.

In the following chapters the process and different stages of the design of the Visual Identity is explained, including learning points, choices of the different elements, templates and website, how they support CrAft and its target groups and how we intend to grow the website over time.

2 Goals and target groups

2.1 Goals

Creating Actionable Futures (CrAft) places the transition to climate neutrality at the heart of urban stakeholders. Achieving climate-neutral cities requires stakeholders to see their worlds in new ways: shift their priorities, draw new connections, build new alliances, and actively apply what they know and care about in innovative ways. We will boost imagination through promoting creative ideas and inspirational conversations.

These ideas and conversations also need a creative digital environment: a visual profile, website and social media that fully supports the project's unique target: to be a bridge between the Cities Mission and the New European Bauhaus (NEB). Cities, citizens, students, cultural stakeholders and other practitioners are driving this project using novel local collaborative governance to steer their cities' transition to climate neutrality. That is why CrAft needs a platform for both our partners to show our impact, stories, results and outcomes as well as for citizens and other local stakeholders to tell their stories that can empower others.

This means that our website and social media need to be good vehicles for showcasing CrAft activities towards our different types of stakeholders, including citizens.

The entire visual profile and structuring of the website, social media and other templates will have the goals to:

- engage stakeholders;
- entice them with stories about our work;
- and, above all, pull them into the project with their own feedback, their own stories and their own experiences.

2.2 Target groups & audience profiles

CrAft communication activities will inform a broad public audience about project activities, services and outcomes. The main target audience of the communication activities does not have a technical or scientific background and may or may not be engaged with or affected (willingly or unwillingly) by the project activities. It will thus be crucial to use accessible language, define specific messages and to use specific methods to reach those target groups.

The three main categories of CrAFt target groups and audiences are:

- cities, communities and regions;
- societal stakeholders and beneficiaries;
- European programmes, platforms & initiatives.

They can be further specified to:

The cities, communities and regions include local and regional authorities, policy and decision makers, city developers, SCC01 Smart Cities and Communities Lighthouse cities, NEB Lighthouse Demonstrators and the 112 cities linked to the Mission on Climate-Neutral and Smart Cities – and, of course, the 60 CrAFt Cities (cities and city clusters) announced on 29 September 2022¹.

The societal stakeholders and beneficiaries include citizens, property owners and tenants, cultural, artistic and creative sectors, universities and schools of arts and design.

The European programmes, platforms and initiatives that are relevant for CrAFt are amongst others the Mission on Climate-Neutral and Smart Cities, the NetZeroCities platform, European Green Deal strategy, 2030 Agenda for Sustainable Development, Renovation Wave for Europe Strategy, EU Strategy on Adaptation to Climate Change, European Climate Pact, 2030 Climate Target plan, Davos Declaration 'Towards a European vision of high-quality Baukultur', Sustainable and Smart Mobility Strategy, H2020 SCC01 Smart Cities and Communities Lighthouse projects, NEB Lighthouse demonstrators, and broader NEB and Cities Mission communities.

The website structure, further explained in chapter 4.2, includes specifically designed dedicated spaces that support these different groups to get access to information they need, for example, activities, reports or connections. The navigation structure of the website is set up such that target groups can quickly and understandably navigate to the specific information and stories useful to them. Each of these groups will be specifically targeted on the website with a dedicated space, informing them who are involved, what CrAFt can do for them and how to engage with our communities. For instance, for professionals working with cities, communities and regions, fact sheets, best practices reports and peer-to-peer connections are presented. Students can find surveys, best practices and stories. Citizens and communities will have active roles in co-creating the story-telling campaign on new narratives for more sustainable

¹ The [60 CrAFt cities](#) were announced at the European Research and Innovation Days on 29 September 2022 at the New European Bauhaus session at 10:00, organised by the European Commission.

and climate-friendly patterns and practices. Further details will be addressed in the CDE plan deliverable in M6.

2.3 Inclusion and engagement

In all our communication efforts and materials we strive to be open, accessible and use engaging language. The different groups need to feel they are part of the CrAft family. They should not only read about the project or receive information, but also be able to contribute to CrAft with their own ideas, stories and activities. A continuous critical look on our language, openness and engagement will be monitored leading to new improvements and developing our complete identity.

Crucial is that all groups are addressed in an inclusive way. Stories of Europe will be shared with an inclusive lens. For example the Storytelling Campaign needs to ensure to co-create positive and inclusive narratives towards climate-neutral futures, that is done for, with and by citizens and professional communities. The vision of CrAft is based on a climate-neutral future with a City as a Commons perspective combined with the New European Bauhaus values of an inclusive, sustainable and beautiful Europe. Culture is key to building European identities. European identities are not exclusive but made of many belongings, inclusive of national, regional and migrant belongings and identities. Culture is the field that engages people in experiencing, valuing, shaping and imagining Europe as their common public good. Further details on diversity and inclusiveness will be addressed in the CDE plan deliverable in M6.

3 Process visual design and website

Identifying the visual profile and design of CrAft was all about the journey consulting the different partners. The process to develop the profile involved several stages and phases: from a 'quick fix' website to a fresh, colourful and inspiring visual identity including a new logo and a graphic system of symbols that gives personality to the final visual identity. The different phases of the visual design and website are explained in this chapter to conclude in the ways the website will grow over time.

3.1 Phase 1: May – June 2022: A temporary design

At the kick off meeting in Trondheim/online (12-13 May 2022), during the specific session on Communication, Storytelling, and Coordination, some initial ideas on the design were exchanged between the CrAft partners and the representatives of the European Commission. There was an agreement on aiming at a universal design for the website and visual identity, that is for example accessible, smart, easy to read, open, not culturally biased, more visual than textual and in compliance with the EU Mission Visual Identity guidelines. The partners' brainstorming in Trondheim and online was captured on a Miro Board, with ideas that have been used in the following months as a reference.



Image: Miro board screenshot developed at the kick off meeting in Trondheim in the session on Communication

From the early start there were several opportunities of engagement for CrAFt. A first important milestone was for example the New European Bauhaus Festival², including a poster exhibition, from 9 to 12 June 2022 . It was of great urgency to be present and to connect to other projects, especially as CrAFt supports the NEB initiative. ECF focused therefore on a simple design to make sure that the project’s basic needs regarding communication were met in showcasing and promoting CrAFt at the festival with a simple landing page website and a basic flyer.

The first version of the Visual Identity and Website was therefore intended to be temporary until a more full identity could be created. This resulted in a first phase visual design using the existing organically shaped CrAFt logo, EU Mission green and blue colours and 'blobs' and wavy lines as can be found on the New European Bauhaus website.

The landing page³ created in these first weeks was a single-page site with the main information on the project from activities, goals and partners to news items, events and the call for cities. ECF together with their designers delivered a basic

² <https://new-european-bauhaus-festival.eu/home>

³ <https://craft-cities.eu/> (viewed on 28 August 2022)

document template that was used for the Call for Cities and a template for our social media.



Image top left: CrAFt Creating Actionable Futures first logo

Image top right: Instagram template

Image bottom left: wavy lines

Image bottom right: blobs in blue

The Call for Cities was designed and launched at the end of June. This meant the development of the full visual design in participation with the partners could only take place as of July. Phase two of the design, the further development and enriching of the visual identity experienced therefore a short delay.

3.2 Phase 2: July – September 2022: Collaborative exploration towards CrAFt’s identity

In July ECF started on the phase 2 design: a final visual design but with a basic flexible website that over time would be enriched with more visual details, new pages for specific audiences with targeted content or more engaging items and texts.

In phase 2 ECF pro-actively engaged all CrAFt partners in the process, collecting their needs, expectations and wishes on the visual identity. This especially was aimed at getting a better understanding on what we collectively understand and mean with ‘CrAFtyness’ and ‘NEBbyness’ with respect to values of aesthetics, sustainability, and inclusiveness. What would this look like, what elements can we

visualise and how can we translate that understanding into images or visuals? Our partners suggested for example to use nice visuals on future scenarios or green cities like on the site of Pakhuis de Zwijger⁴; to have SDG Nederland as an example of how to communicate our governance models⁵ or use downloadable images or posters for stakeholders to share like on the WHO site⁶. ECF collected all the data and further studied, explored and collected examples for inspiration.

With this input – plus bearing in mind the Visual Identity Guidelines of the EU Missions and the NEB website – the designers experimented with different interfaces⁷. We experienced challenges in incorporating the different views, while also showcasing that CrAFt is part of the EU Missions and the NEB initiative. The temporary design and the limited time hampered the creation and development of a totally new design to capture CrAFt's true identity which led to some delay in delivering the final visual profile.

On 19 August a new fresh design was developed.⁸ The design elements are now more cohesive, have a focus on organic shapes and 'less is more' style. With the change of the logo, the designers were able to deliver a modern feel, but upholding the organic form and shape in the choice of colours. Backed with a graphic system of symbols and icons, the visual identity provides CrAFt a language to create its own personality referring back to nature, city life, sustainability, beauty and inclusivity. In the next chapter the different elements – visual identity, website, social media and templates – will be explained in more detail.

This new look showed much improvement from the previous version. The project partners were very enthusiastic about the new visual identity and appreciated all the efforts.

We continued building the structure of the website, adding content to it and designing the different templates for deliverable reports, power points, social media and other media and a factsheet.

3.3 Phase 3 October 2022 onwards: More engagement and adding interactive elements

The launch of the new-and-improved website – on 29 September 2022 when the CrAFt Cities were announced – contains the basic information of the project,

⁴ <https://dezwijger.nl/programma/dromen-over-een-duurzame-en-inclusieve-stad>

⁵ <https://www.sdgnederland.nl/de-17-sdgs/>

⁶ <https://apps.who.int/mediacentre/multimedia/photographs/corporate/en/index.html>

⁷ [Two options of interfaces for CrAFt: phase 2.1](#)

⁸ See Annex 1 for the presentation

partners, cities involved, sub-pages per target group; news and event items and contact information. A map of Europe presents all cities that are part of CrAft, from the Sandbox Cities Amsterdam, Bologna and Prague to the CrAft Cities (Reference Cities). To welcome all the new cities, an information package was designed in the new Visual Identity including a factsheet and short video.

From October 2022 onwards the Visual Identity was implemented in all our templates, from the deliverable (as for this report) to for example social media, videos and other items to be developed.

The website will be continuously enriched and approved. With on the one hand new information on the Sandbox and CrAft Cities, and activities, and on the other hand with new visual capabilities and interactive features. The website will also have a dynamic map of the cities that allows for users to click on each city with more information of the cities once you select it. The website will also showcase more interactive content such as videos and podcasts.

The Visual Identity and Website is one part of the wider CrAft Communication, Dissemination and Exploitation Plan, which will be delivered in October 2022. The plan includes communication towards the different target groups, campaign and dissemination strategy, policy engagement and briefs, and exploitation of project results. This first version includes mainly how to reach the different target groups, campaign and dissemination strategy. The developed visual identity will support this in reaching our different target groups, having a clear, engaging and organic style.

4 Design elements

4.1 Visual Identity

From the temporary design towards the final design there was a shift to a cohesive, organically shaped 'less is more' style. The logo of CrAft had a make-over in order to integrate and connect it better with the total design. The visual identity has been adapted to be more playful and accessible to a wider audience and less rigid by using the Mission guidelines as inspiration rather than sticking strictly to the visual identity of the EU Mission Guidelines. The final design clearly shows that it comes from the Mission and NEB styles, but with a twist - making it our own.

Main elements of the visual design are:

New logo

The designers encountered some difficulties with the logo as it was hard to apply in coherent graphic applications and the irregular shape of the letters prevented adequate legibility and visualisation in reduced sizes.

The new logo brings the playfulness of the original, by salvaging the wavy shapes and redrawing it to give it a more cohesive look. The effectiveness of the logo, in terms of accessibility and usability, is therefore improved, and moreover is more inclusive and aligned to the collection of opinions gathered from partners. The CRAFT acronym is rewritten with a more readable, modern typeface; it includes a contrast between the clean and functional form of the font - the form on the outside - and the organic and colourful forms on the inside where each syllable of the acronym has a different colour.

From the former logo



To the new logo

CrAft

First, the CRAFT acronym is rewritten in a more readable, modern typeface with personality gestures that differentiate it from other sans-serif typefaces such as Arial or Helvetica.

CrAft + 

The visual concept is based on the sum of the CRAFT typography plus the organic forms that we have included

CrAft **CrAft**

the base colour of the identity, blue to the background

use the organic forms that we extracted from the previous identity and embed them inside the new brand

CrAft **CrAft**

each syllable of the acronym is separated with a different colour, supporting the division into three parts of the logo with the shape.

this is the basic CRAFT logo. The concept behind it and what makes it work is the contrast between the clean and functional (readable) forms of the typeface - the form on the outside - and the organic and colourful forms on the inside.

CrAft

CrAft

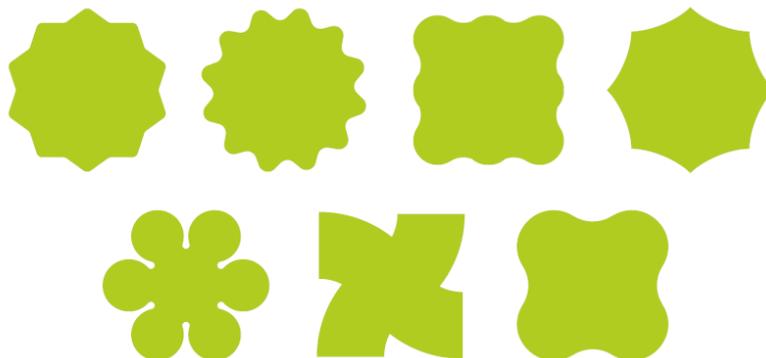
CrAft

CrAft Creating Actionable Futures

The logo can be animated in a very simple way, enhancing the idea of organic shapes and preserving the legibility of its letters.

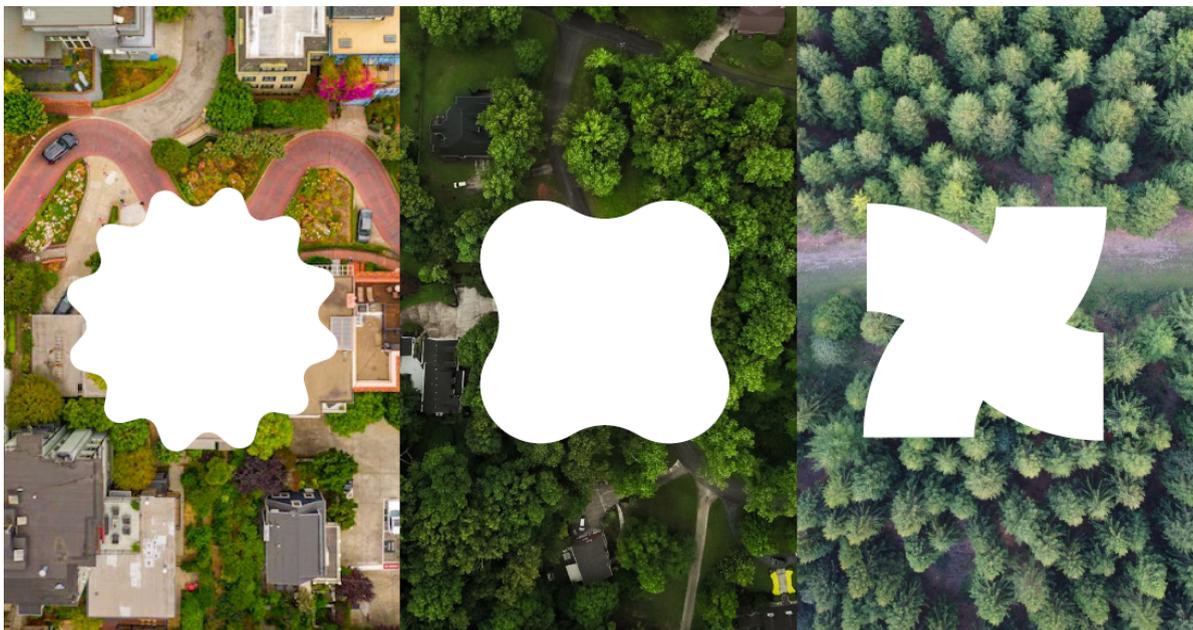
Graphic system of symbols

A graphic system of symbols or icons is added in two categories: 1. organic shapes coming from the plant world. Trees and vegetation simplified to the maximum, highlighting their symmetry, order and formal perfection. 2. the city, with its different problems and solutions. The forms of the symbols do not have any meaning in themselves, but as abstract forms they can be associated with complex ideas such as "beauty" or "inclusion" to create a visual language of CrAft. The symbols give colour and personality to the logo. They can be structured in a graphic system that will serve to expand the visual brand. These shapes can be used as symbols but also as graphic resources to support texts, hierarchise and control the reading order.

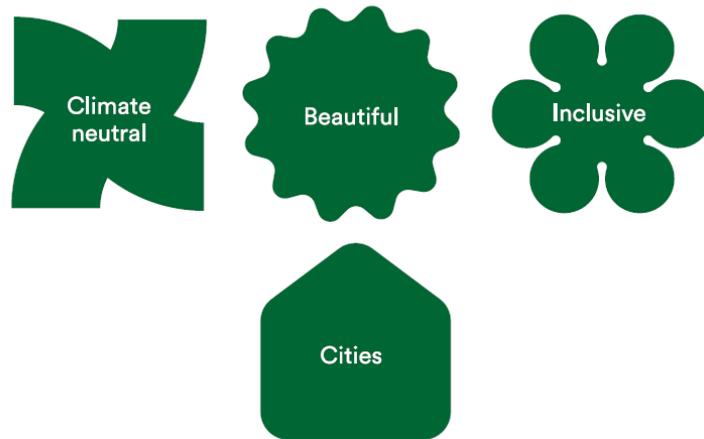




The inspiration for organic shapes comes from the plant world. Trees and vegetation simplified to the maximum and highlighted their symmetry, order and formal perfection.



Symbols that provide an organic and natural character while being orderly and playful



The forms do not have any meaning in themselves, but as abstract forms they can be associated with complex ideas such as "beauty" or "inclusion" to create a visual language of CrAFT.

Colours



A new palette of blues and greens is selected, based on the colours of the Cities Missions. The new colours invite people to action and are in sync with the values of the brand.

TEXT COLOURS		BACKGROUND COLOURS			
1	CMYK 100 80 0 0 RGB 0 51 153 #003399	4	CMYK 62 51 51 21 RGB 97 100 100 #616464	<ul style="list-style-type: none"> Primary colour from Missions guide background colours Secondary shade based on green from Missions guide - Adaptation to climate change Secondary shade based on green from Missions guide - Adaptation to climate change Primary colour from Missions guide Climate Neutral & Smart Cities Primary tint from Missions guide Climate Neutral & Smart Cities 	
2	CMYK 100 0 0 53 RGB 0 100 139 #00648b	5	CMYK 71 60 59 45 RGB 60 66 67 #3c4243		
3	CMYK 75 68 67 90 RGB 0 0 0 #000000	6	CMYK 36 3 1 0 RGB 155 212 240 #9bd4f0		
		7	CMYK 36 2 20 0 RGB 162 213 208 #a2d5d0		
		8	CMYK 37 0 100 0 RGB 176 200 10 #b0d10e		
MISSIONS COLOURS		BACKGROUND COLOURS			
ADAPTATION TO CLIMATE CHANGE		SMART CITIES			
01	CMYK 89 31 100 20 RGB 0 113 55 #007137	02	CMYK 46 52 0 0 RGB 144 128 188 #9080bc		03
	CMYK 40 4 100 0 RGB 145 192 26 #92c01a		100% of 02		CMYK 36 2 20 0 RGB 162 213 208 #a2d5d0
	CMYK 86 23 91 9 RGB 124 132 76 #79874c		CMYK 66 70 0 0 RGB 108 95 175 #6c3faf		70% of 03
	100% of 01		CMYK 81 77 16 3 RGB 80 80 140 #50508c		100% of 03

Brand character

Key words chosen are Challenging; Engaging; Playful; Collective; Organic; Green; Climate neutral; Aesthetic; Inclusive.

Other possible graphic material could include items as seen in the following images:

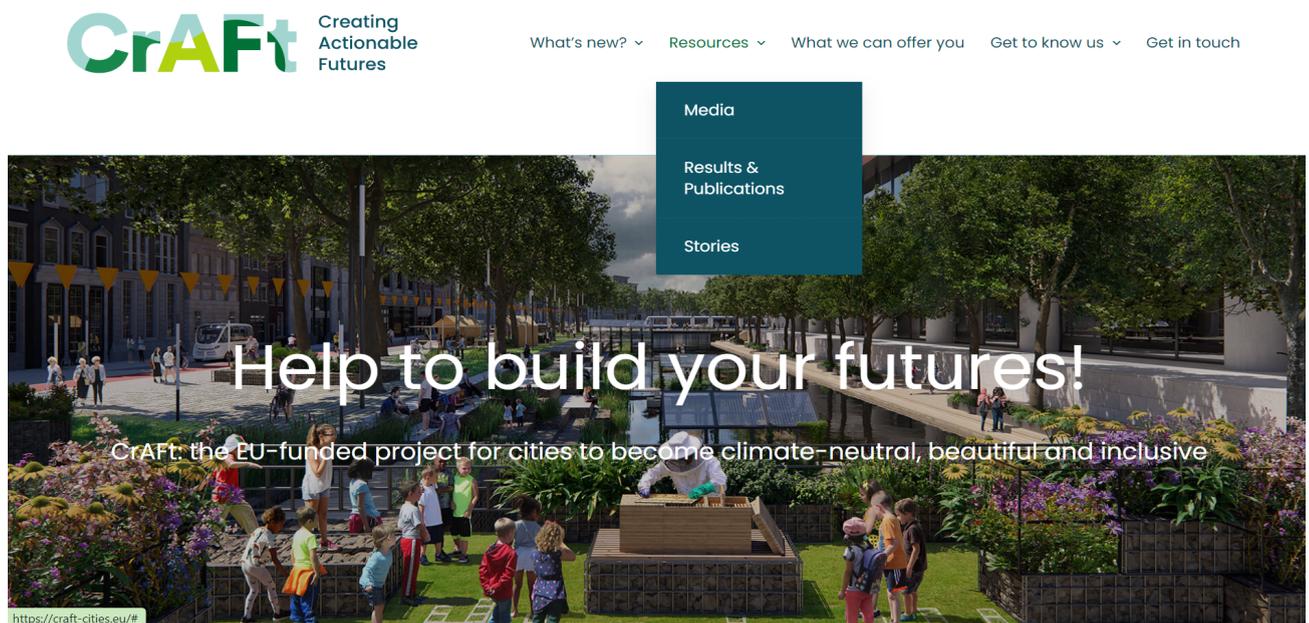


4.2 Website

The website⁹ is built to look and feel engaging, challenging and playful. Most of all it gives the feeling that you want to be part of a movement of cities and citizens working bottom-up.

The main goal is to pull the different stakeholders to our platform: to share their feedback, their stories and their experience. The website is there to make someone curious, wanting to know more and to keep reading. The audience would want to be part of it.

At the same time the website also targets the different audiences, from the next generation, cultural and creative sectors to property owners, citizens and our “family” of CrAFt Cities and students. Dedicated spaces, like ‘What we can offer you’, will be created for these audiences with specific clickable items for each audience.



Website screenshot

⁹ <https://craft-cities.eu/>

The website structure also includes: main info about the project, more detailed info, database of deliverables, event calendar, partners' profiles, news, how to connect to CrAft, partners and peers. The website structure will grow over time and include storytelling of the project including videos, podcast and audio/visual content. There will be additional pages or items to be built in the future such as a section where users can find resources per category such as publications, policy reports and methodologies. The website features a static map of the selected CrAft cities that will be developed into a dynamic map where users can learn more about the cities.



Map including all CrAft cities

The website will target each audience through the structure of the website. This will be done by having dedicated pages for each audience. The website will be built on the content management system, WordPress, which will allow us to easily edit and add to pages and also create new pages in the future.

We believe in bringing together cities and their citizens, policymakers, arts and academia to jointly shape the transition to climate neutrality.



'I cannot wait to see these New European Bauhaus projects come to life. They will show how the future can look and bring the European Green Deal to our daily lives and living spaces'.

Ursula von der Leyen
President of the European Commission



Screenshot from the website

After the launch, the website will be continuously enriched with updates and appealing stories of cities and partners. Vehicles of CrAFt messaging will include videos and podcasts, accessible for wide audiences and to be disseminated to all CrAFt and partners channels. Storytelling and imagination will be encouraged through promoting creative ideas and inspirational conversations via for example a series of podcasts, engaging key thinkers, writers, artists, scientists, environmentalists, activists etc. The European Pavilion podcasts (2020-2021)¹⁰ proved to be a successful virtual "prelude", an imaginative stories-14 scape, prior to the physical launch of the European Pavilion project¹¹ (part of ECF's Imagine cluster).

4.3 Social Media

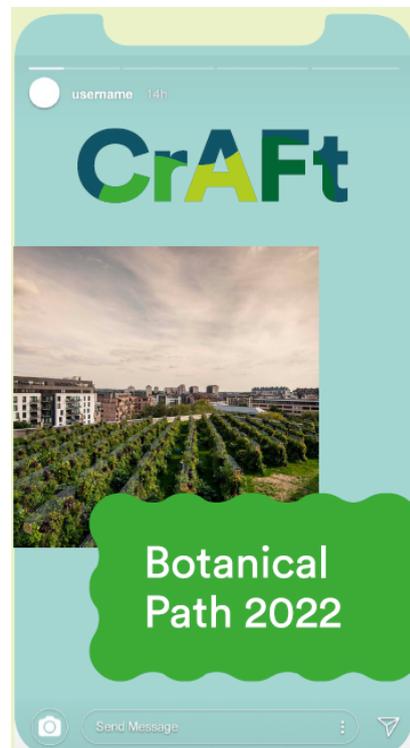
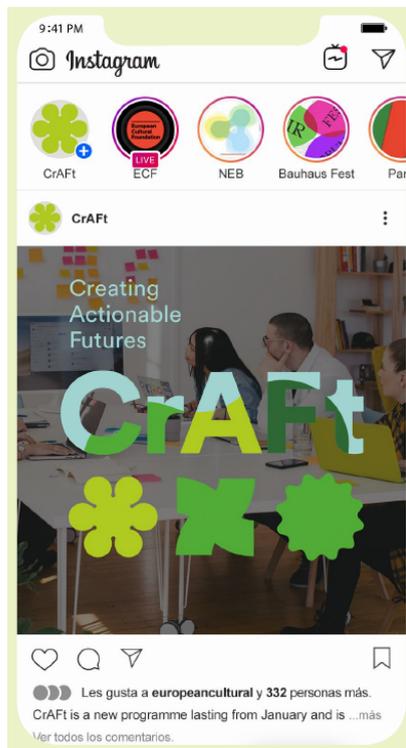
Social media are a permanent and important part of the communication strategy for CrAFt. Social media will be used to generate awareness for the project, but also to create engagement and (inter)connections with stakeholders including citizens.

¹⁰ <https://culturfoundation.eu/stories/the-european-pavilion-the-podcast/>
¹¹ <https://culturfoundation.eu/stories/european-pavillion/> (checked on 30-9-2022)

- Instagram to target a younger demographic of our online community, cultural professionals and citizens in general
- Twitter to target professionals and European institutions

Social media storytelling campaign

The CrAFt Storytelling Campaign in general will make the transition to climate neutrality more integral, cooperative, and actionable, by using digital storytelling and citizen science techniques to engage citizens and professional stakeholders. CrAFt's stories, practices and learnings will nurture visual stories to reach out to wider public.



Instagram posts examples

The CrAFt social media account supports the storytelling goals of the project by highlighting best practices and inspiring examples of cities, projects and initiatives that are working on making cities more climate-neutral, inclusive and beautiful. In the run-up to the announcement of the cities selected for CrAFt, the social media accounts of CrAFt shared the NEB festival stories. All social media content is pre-planned into the social media calendar.

Hashtags:

#CrAFt

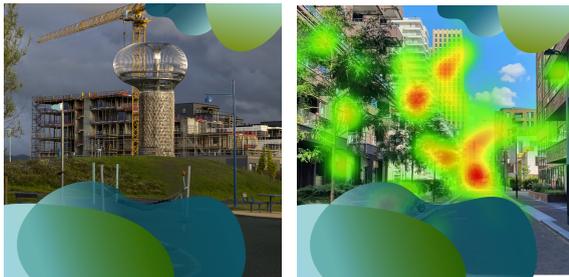
#buildyourfuture

#NewEuropeanBauhaus

#MissionCities

#SmartCities

#EUMissions



Social media posts

In the run up to the European Research and Innovation Days on 29 September – when our selection of CrAFt cities was announced – the CrAFt social media channels showcased and highlighted inspiring New European Bauhaus stories from the cities sharing what their NEB-proof city, project, or initiative is.

After the announcement of the CrAFt Cities, we shared content in the run up to the European Week of Regions and Cities from 10–13 October, the 4th Public Participation and Deliberative Democracy Festival on 21 October, and the kick-off for the CrAFt Cities in Prague taking place 8–9 November, preceded by the first cluster meeting of the NEB Lighthouse Coordinators.

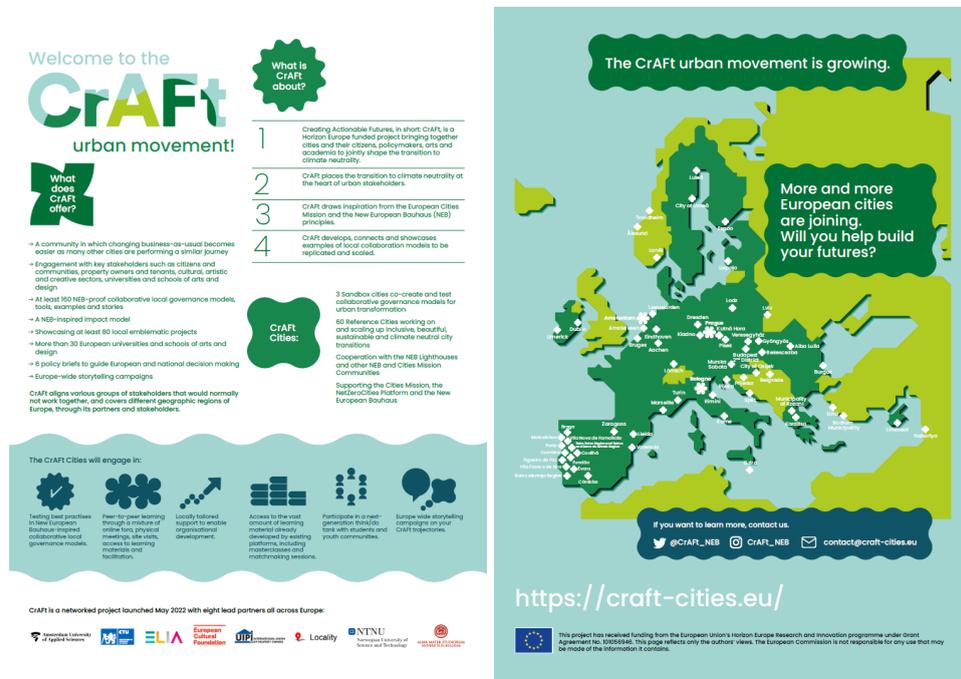
We highlight weekly a cluster of cities working on certain topics during this time period to continue supporting the storytelling goals of CrAFt.

4.4 Templates

For use by CrAFt partners and Cities, a pack of material is produced, including:

- Factsheet
- Powerpoint template
- Business cards

- Social media templates and headers and footers
- Flyers
- Reporting template
- Video template: [CrAft video](#)



CrAft Factsheet: welcoming the CrAft cities explaining what CrAft is about, offers and will be working on

The designers made an effort not only to optimally reflect the Visual Identity principles in the templates, but also to provide usability of them. The new colours of blue and greens invite people to action and are in sync with the values of the EU Missions brand. The templates answer to the NEB principles of sustainability, inclusiveness and aesthetics and add a CrAfty playfulness.

Some templates will be further developed and tested, like the powerpoint template to have all the necessary information on the project and data covered or the deliverable template that should be as user-friendly as possible, have a clean overview of the metadata and has good readability. New templates are also being developed to have for example a standard design for event invitations, letters or other supporting event materials like booklets or flyers.

5 Conclusion and reflections

The process to create and experiment with the Visual Identity and Website of CrAft was a useful learning experience, a co-creation journey. We explored via different pathways our profile. We took different routes: from a temporary solution with a basic design- to be able to be visually present right from the start of the project - to a fully developed creative, playful but most of all beautiful, sustainable and inclusive design. On this journey ECF engaged all CrAft partners, in the spirit of co-creation which lies at the heart of the project, collecting their needs, expectations and wishes on the visual identity.

The visual identity is now inspiring, engaging and cohesive, in line with the expectations of all partners, and at the same time undeniably part of the Cities Mission and NEB family. But still has its own clear and recognisable identity. From the new logo with a more modern look and feel, that at the same time is more inclusive as it improves the legibility. Both the logo and the symbols refer to organic forms, but can be structured in a systematic way. Referring to sustainability, aesthetics and inclusivity in colourful greens, aligning with both the EU Missions and the NEB principles. As such, the attractiveness of the visual profile will help us engage with our target groups in all templates, website and the upcoming materials.

The website is and will be further developed to be even more attractive, informative and accessible for the key target audiences, as well as for the wider public. The website provides all the basic information on the project, partners, calls and includes news items and events. In order to engage and involve our different stakeholders and audiences, it will be further developed into a platform that includes stories, ideas and that will be able to share those.

With the development of the Communication, Dissemination and Exploitation Plan including the storytelling campaign, this will take step by step more and more shape. Expanding the website with detailed information in dedicated spaces for the different target groups and showcasing all activities. We will grow an urban movement, to make them able to co-create positive and inclusive narratives towards a climate-neutral future.

List of Acronyms

CDE	Communication, Dissemination and Exploitation Plan
CrAft	Creating Actionable Futures
ECF	European Cultural Foundation
NEB	New European Bauhaus
NTNU	Norwegian University of Science and Technology

Annex 1

CrAft visual identity presentation

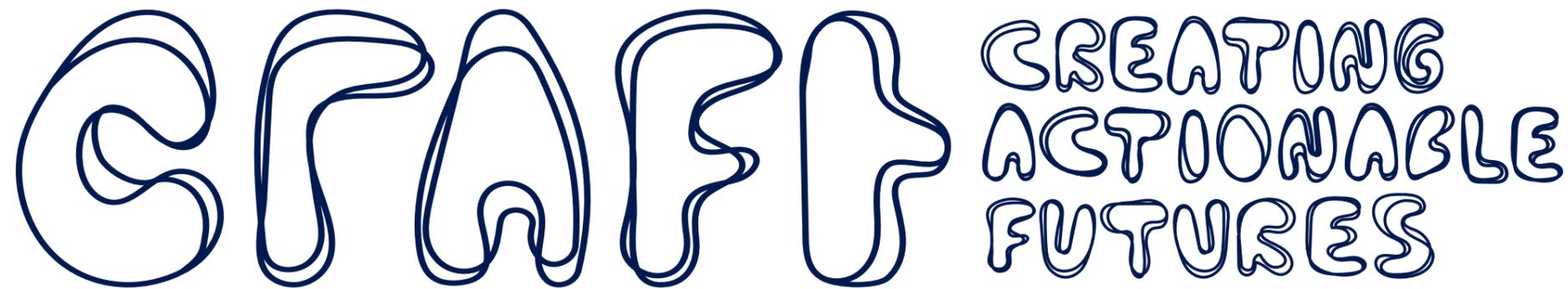
CrAFt

August—22

**Creating
Actionable Futures**

Visual identity

1. Starting point



This is the old CrAFt logo. The logo has several problems:

The chaotic strokes of the logo generate a language that is difficult to apply in coherent graphic applications. The very irregular shape of the letters prevent adequate legibility of the brand. In addition, the fact of using a contour line reduces its strength and prevents its visualization in reduced sizes.

2. Brand character keywords

Challenging

Engaging

Playful

Collective

Organic

Green

Climate neutral

Aesthetic

Inclusive

3. Colour

To avoid the gray color of the previous identity, which does not move to action nor does it pursue the values of the brand, we have selected a palette based on the colors of the Cities Missions.

TEXT COLOURS

1	CMYK 100 80 0 0 RGB 0 51 153 #003399	4	CMYK 62 51 51 21 RGB 97 100 100 #616464
2	CMYK 100 0 0 53 RGB 0 100 139 #00648b	5	CMYK 71 60 59 45 RGB 60 66 67 #3c4243
3	CMYK 75 68 67 90 RGB 0 0 0 #000000		

BACKGROUND COLOURS

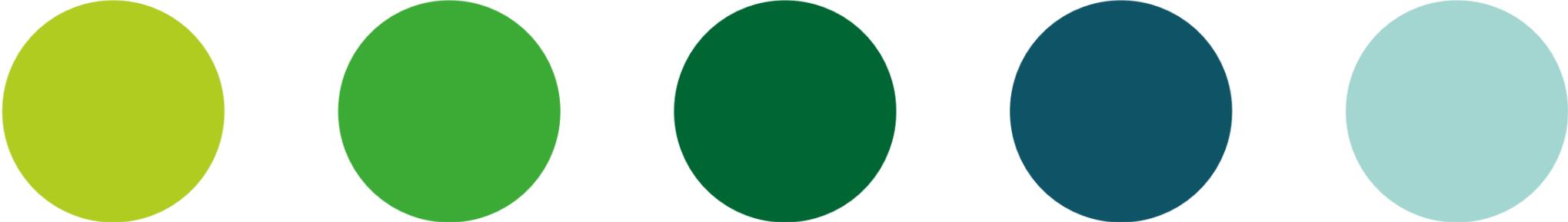
6	CMYK 36 3 1 0 RGB 155 212 240 #9bd4f0
7	CMYK 36 2 20 0 RGB 162 213 208 #a2d5d0
8	CMYK 37 0 100 0 RGB 176 209 14 #b0d10e

MISSIONS COLOURS

ADAPTATION TO CLIMATE CHANGE	CANCER	CLIMATE-NEUTRAL & SMART CITIES
01	02	03
CMYK 89 31 100 20 RGB 0 113 55 #007137	CMYK 46 52 0 0 RGB 144 128 188 #9080bc	CMYK 92 57 46 26 RGB 13 83 100 #0d5364
CMYK 49 4 100 0 RGB 146 192 26 #92c01a	100% of 02	CMYK 36 2 20 0 RGB 162 213 208 #a2d5d0
CMYK 86 23 91 9 RGB 24 135 76 #18874c	CMYK 66 70 0 0 RGB 108 95 175 #6c5faf	70% of 03
100% of 01	CMYK 81 77 16 3 RGB 80 80 140 #50508c	100% of 03

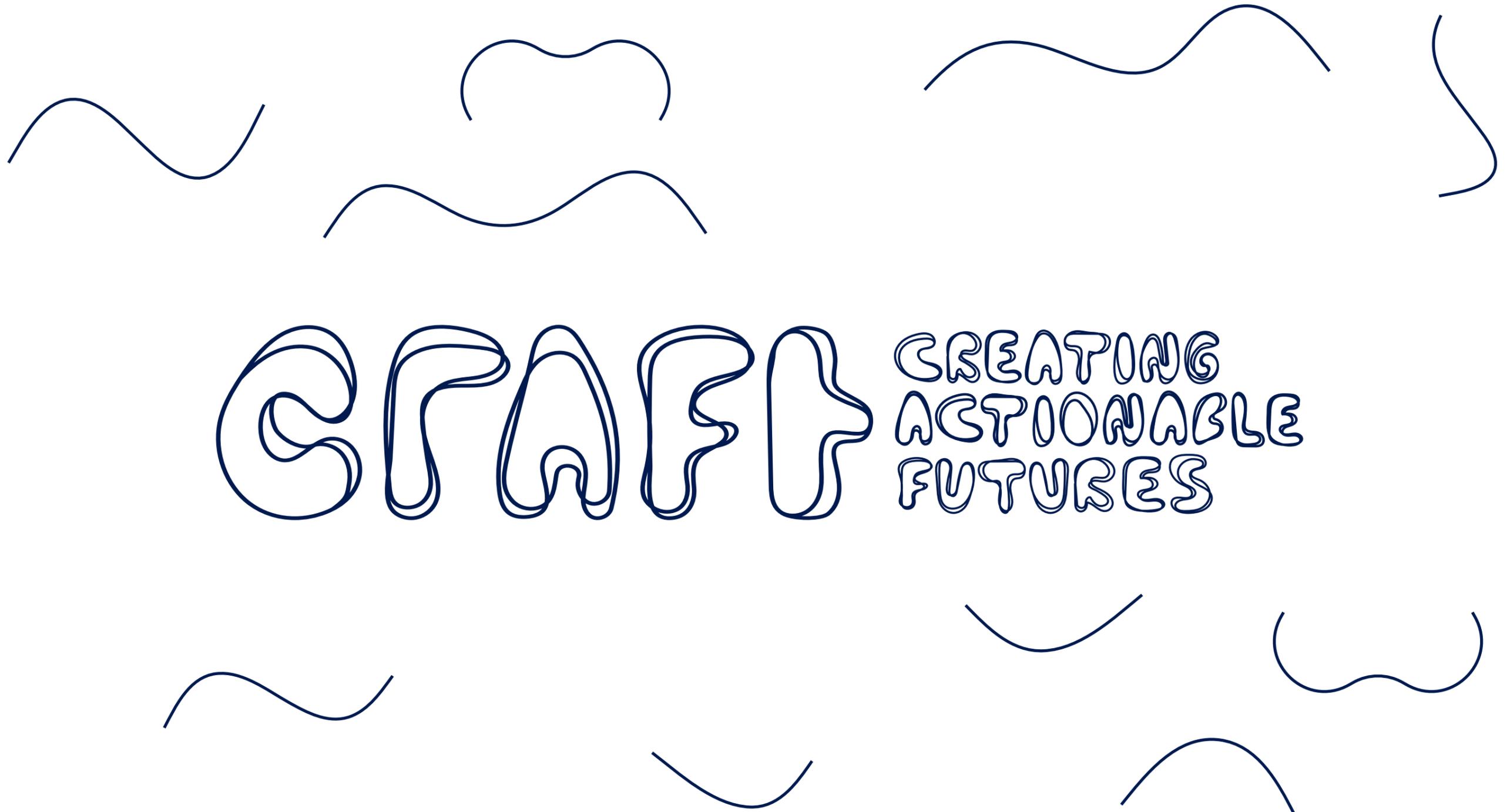
-  **Primary** colour from Missions guide background colours
-  **Secondary** shade based on green from Missions guide - Adaptation to climate change
-  **Secondary** shade based on green from Missions guide - Adaptation to climate change
-  **Primary** colour from Missions guide Climate Neutral & Smart Cities
-  **Primary** tint from Missions guide Climate Neutral & Smart Cities

3. Colour



The idea behind these colors is to contrast the vibrant greens with an accent to the more passive and calm blues.

4. Logotype



As the basis for the new identity, we salvaged the wavy shapes from the old logo and redrew them to give it a more cohesive look.

4. Logotype

CrAFT

First, we took the CRAFT acronym and rewritten it with a more readable, modern typeface with personality gestures that differentiate it from other sans-serif typefaces such as Arial or Helvetica.

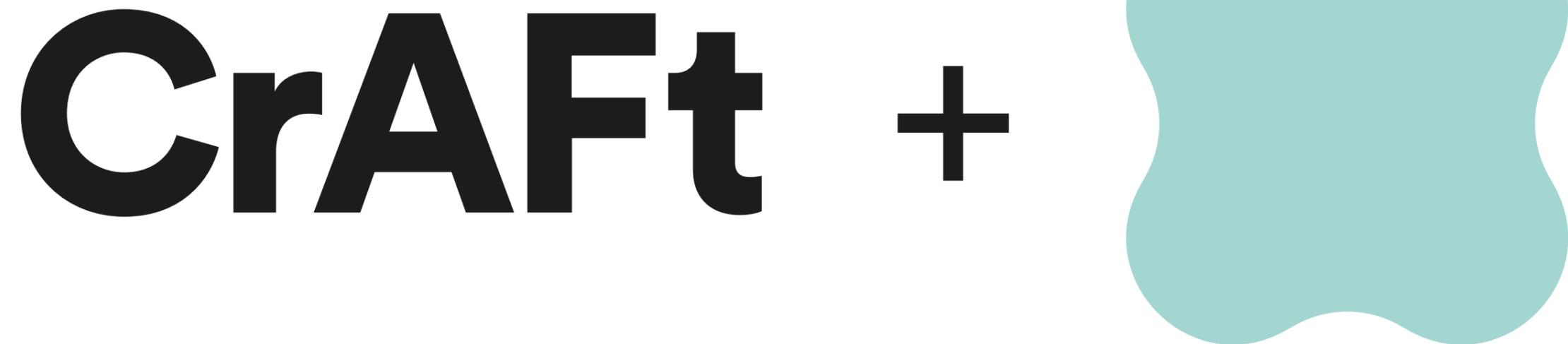
4. Logotype



The image displays the logotype 'CrAFt' in a bold, black, sans-serif typeface. The letters are arranged horizontally. Four red circles are overlaid on the text to highlight specific design features: one circle around the 'C' in 'Cr', one around the 'r', one around the 't' in 'AFt', and one around the 't' in 't'. The 'A' is a simple, bold, sans-serif capital letter. The 'F' is a bold, sans-serif capital letter. The 't' is a bold, sans-serif lowercase letter with a thick vertical stem and a horizontal crossbar.

First, we took the CRAFT acronym and rewritten it with a more readable, modern typeface with personality gestures that differentiate it from other sans-serif typefaces such as Arial or Helvetica.

4. Logotype concept



The visual concept is based on the sum of the CRAFT typography plus the organic forms that we have rescued.

4. Logotype

CrAFt

Then, we apply the base color of the identity, blue to the background of the typography.

4. Logotype

The logotype for 'CrAFt' is presented in a clean, sans-serif typeface. The letters 'C', 'A', 'F', and 't' are rendered in a light teal color. The lowercase letters 'r' and 'a' are a vibrant green. The 'r' and 'a' are stylized with organic, flowing shapes that extend into the teal letters, creating a sense of movement and connection between the two color schemes. The overall design is modern and visually appealing.

Third, we use the organic forms that we extracted from the previous identity and embed them inside the new brand.

4. Logotype



We separate each syllable of the acronym with a different color, supporting the division into three parts of the logo with the shape.

4. Logotype



This is the basic CRAFt logo. The concept behind it and what makes it work is the contrast between the clean and functional (readable) forms of the typeface - the form on the outside - and the organic and colorful forms on the inside.

4. Logotype animation



CrAFt



CrAFt



CrAFt

The logo can be animated in a very simple way, enhancing the idea of organic shapes and preserving the legibility of its letters.

4. Logotype



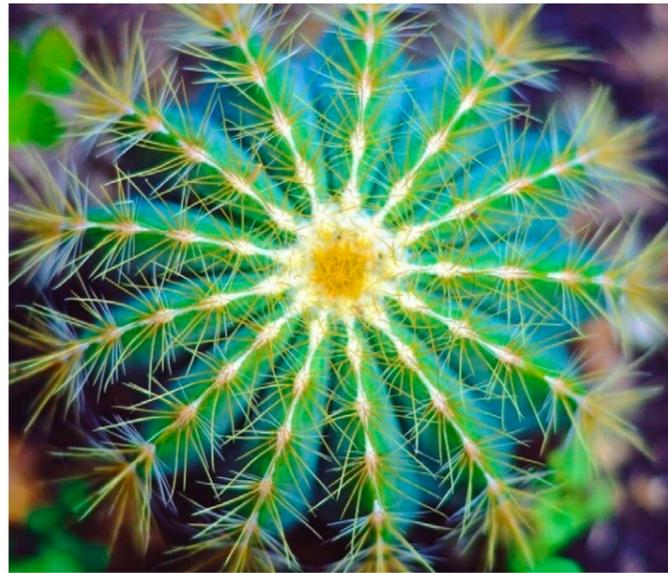
CrAFt

Creating
Actionable
Futures

The difficulty of reading the subtitle at small sizes is solved by writing it with a more efficient font.

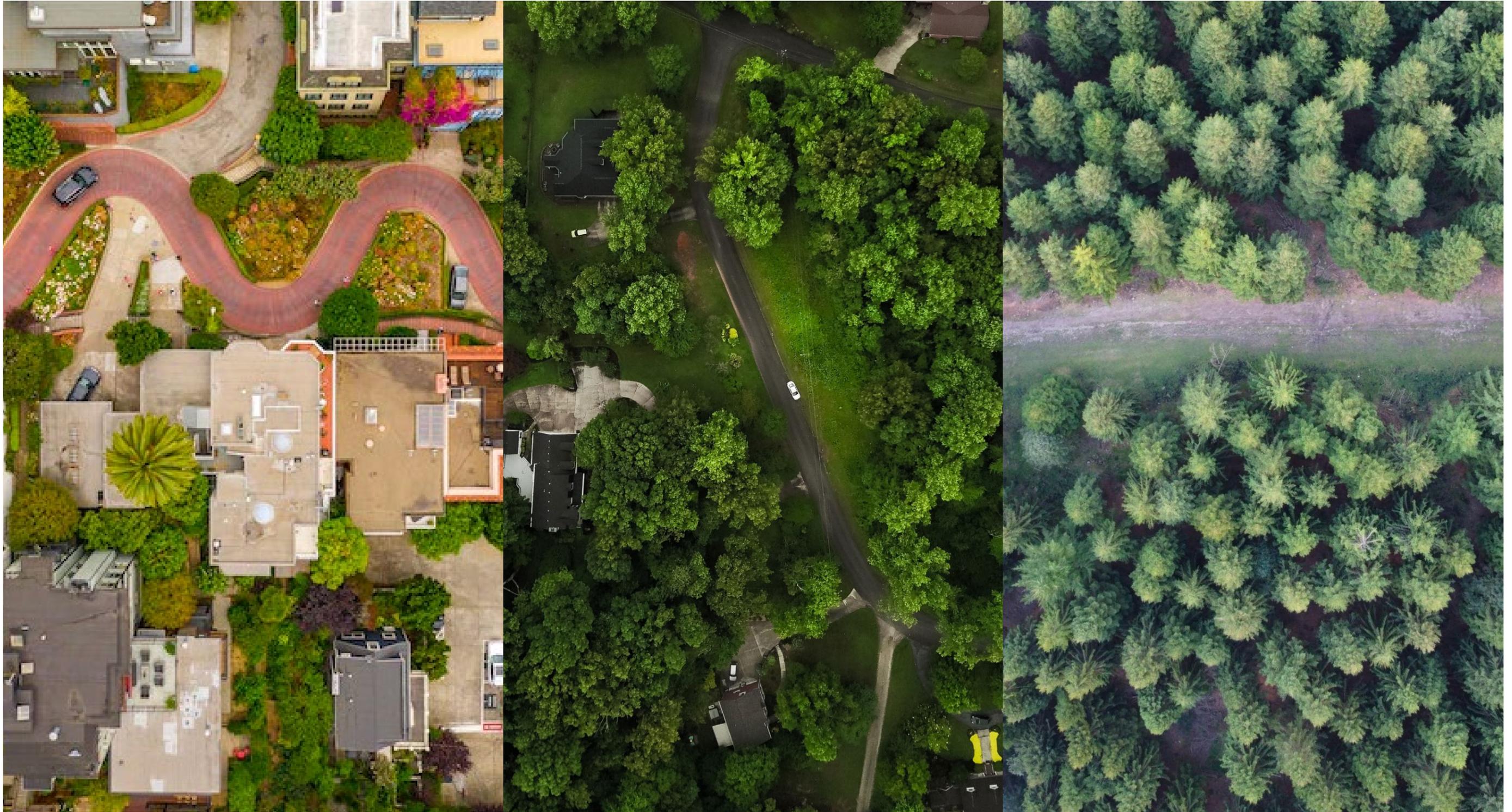
5. Graphic system

The inspiration for organic shapes comes from the plant world. Trees and vegetation simplified to the maximum and highlighting their symmetry, order and formal perfection.



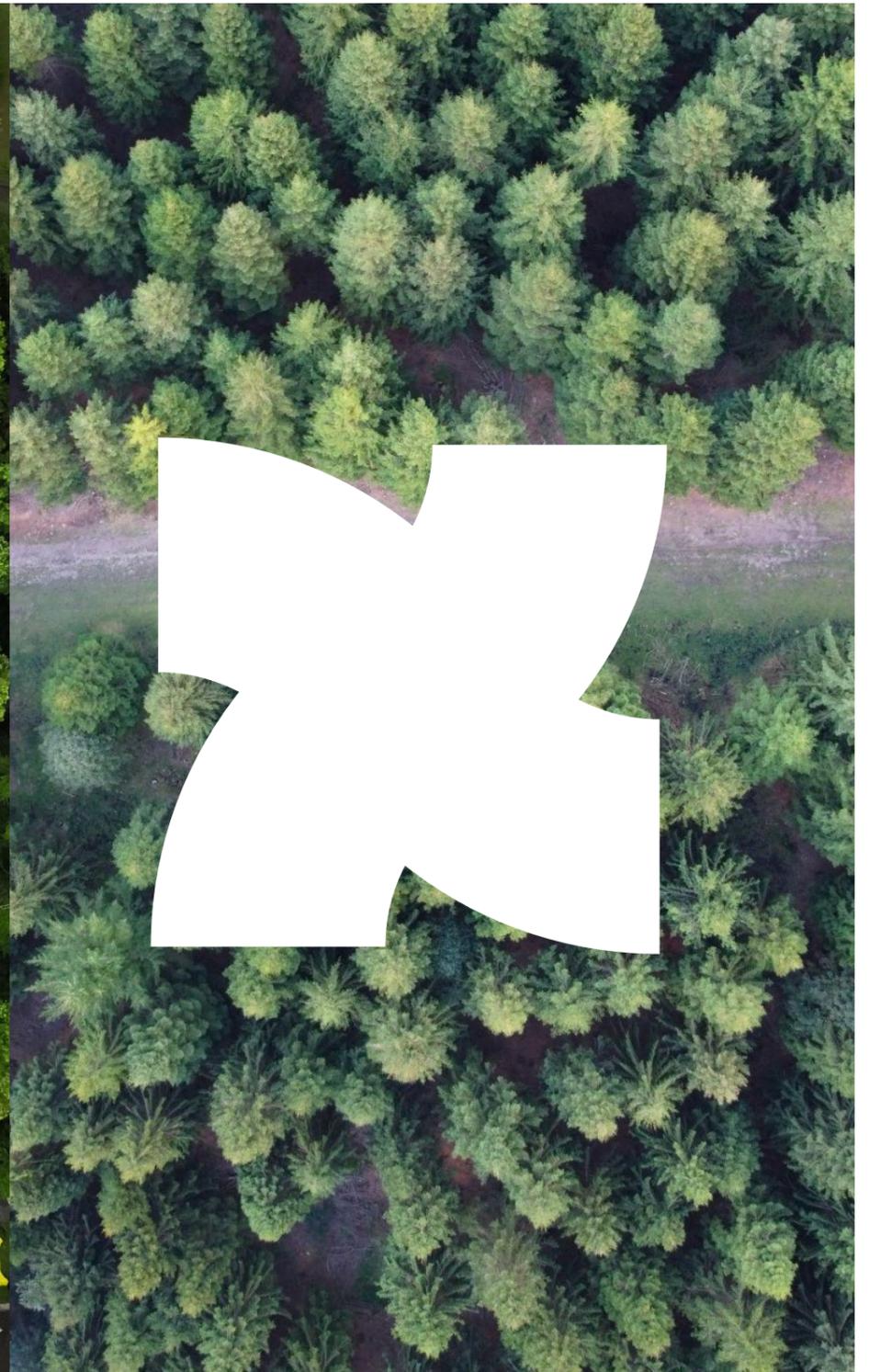
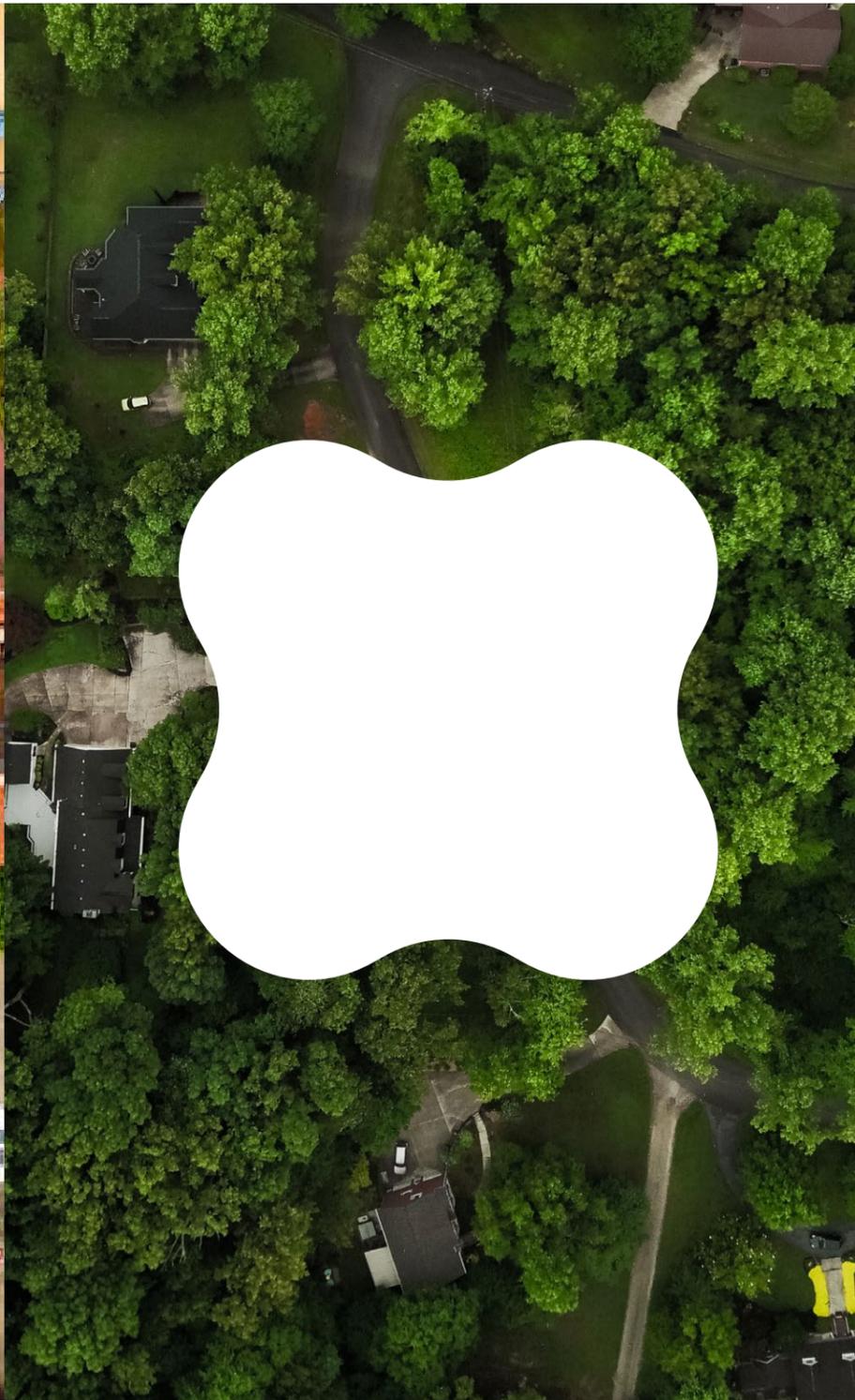
5. Graphic system

These forms will populate the cities, sometimes following a planned and orderly growth and other times with organic and random dispositions.



5. Graphic system

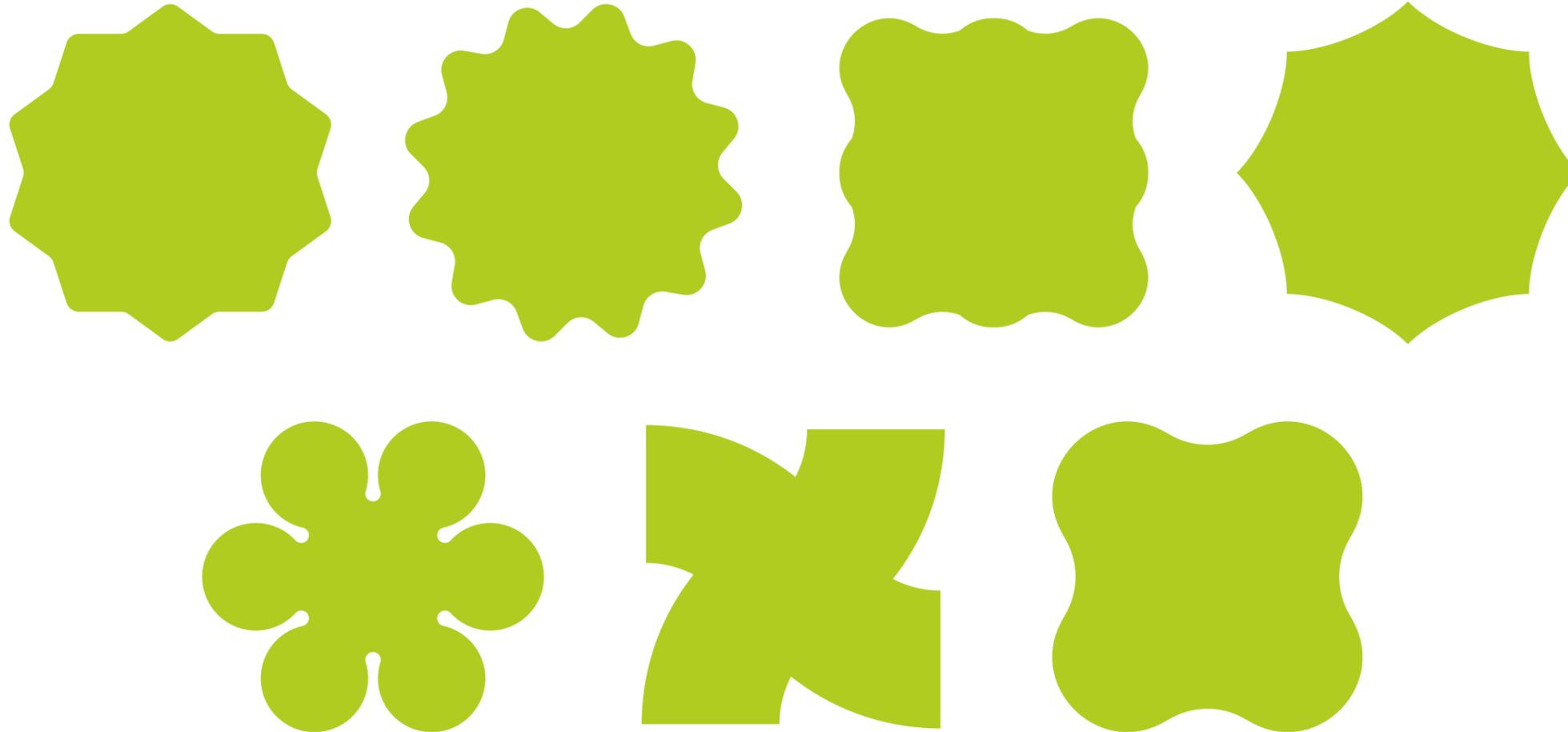
Symbols that provide an organic and natural character while being orderly and playful.



5. Graphic system

These symbols will give color and personality to the logo while at the same time they will serve to expand the visual universe of the brand in a graphic system.

These shapes can be used as symbols but also as graphic resources to support texts, hierarchize and control the reading order.



5. Graphic system

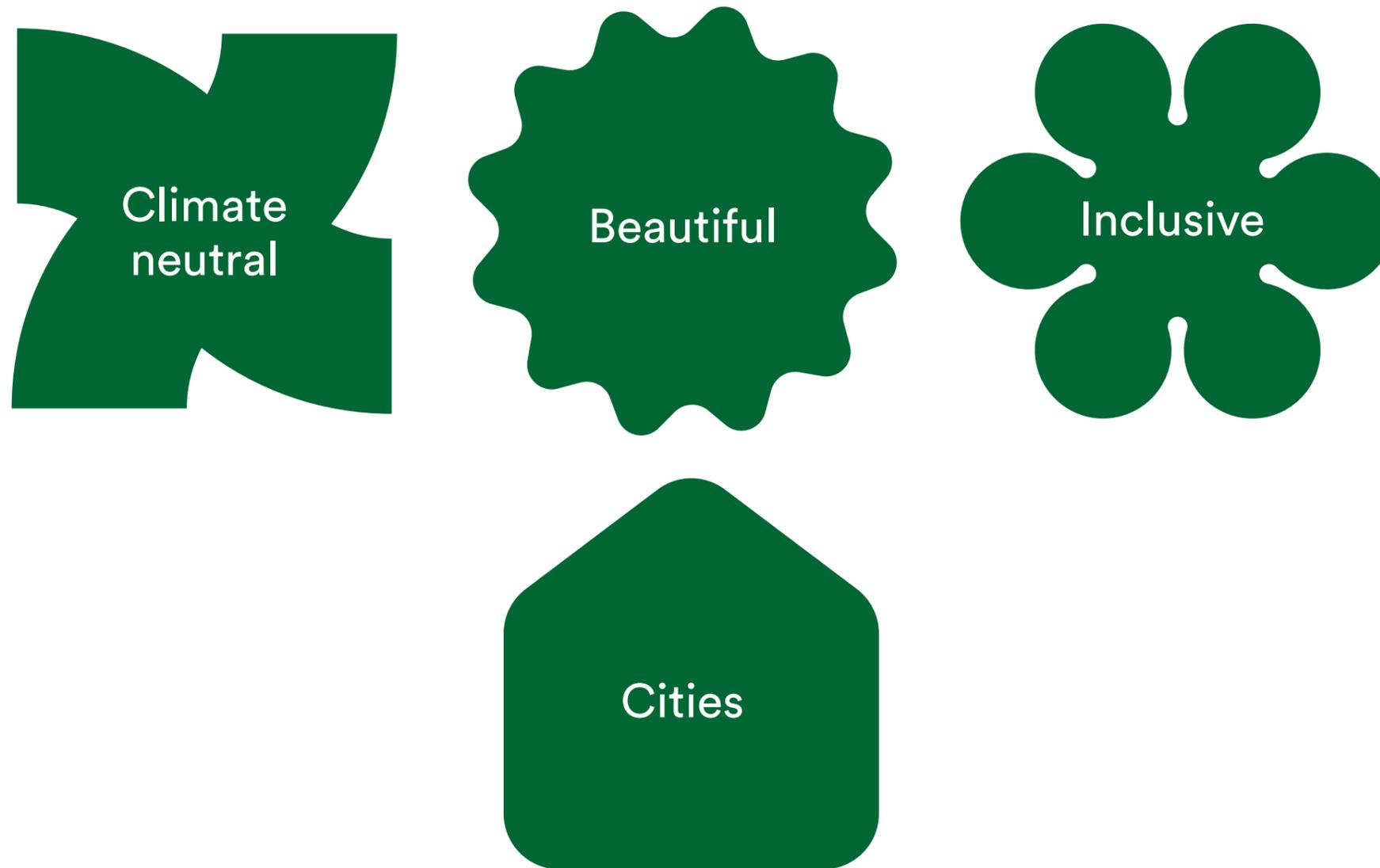
We also created a second kit of icons to represent the city and its different problems and solutions. These icons will serve to complement the communication in certain graphic pieces and will only be used when deemed necessary.

This kit is under construction, so it will be necessary to incorporate new icons depending on the communication needs.



5. Graphic system

The forms do not have any meaning in themselves, but as abstract forms they can be associated with complex ideas such as "beauty" or "inclusion" to create a visual language of CrAFt.



6. Graphic materials



Tote bag





Poster

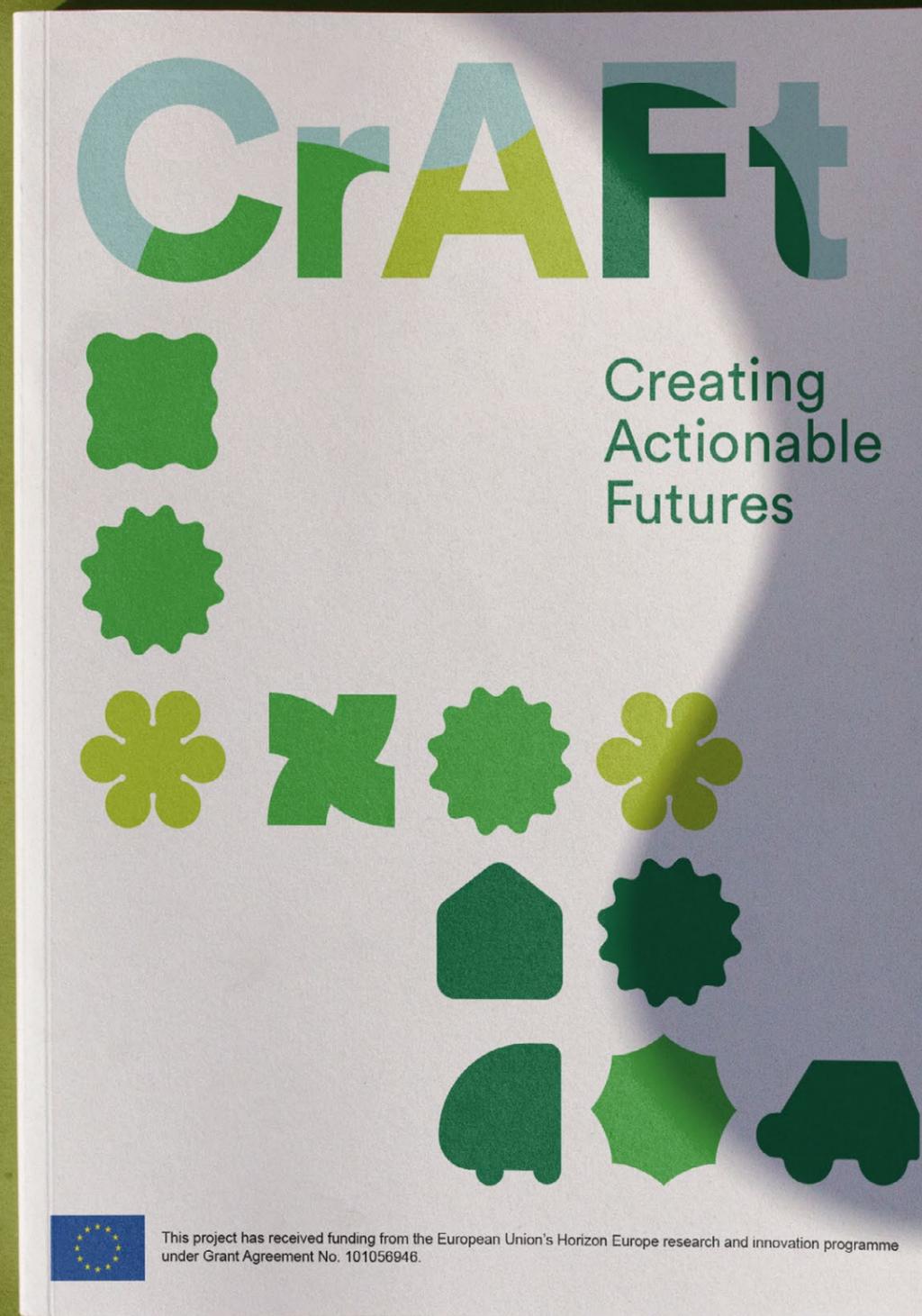
6. Graphic materials



Poster detail



Urban sign



Editorial cover



Poster



Instagram post

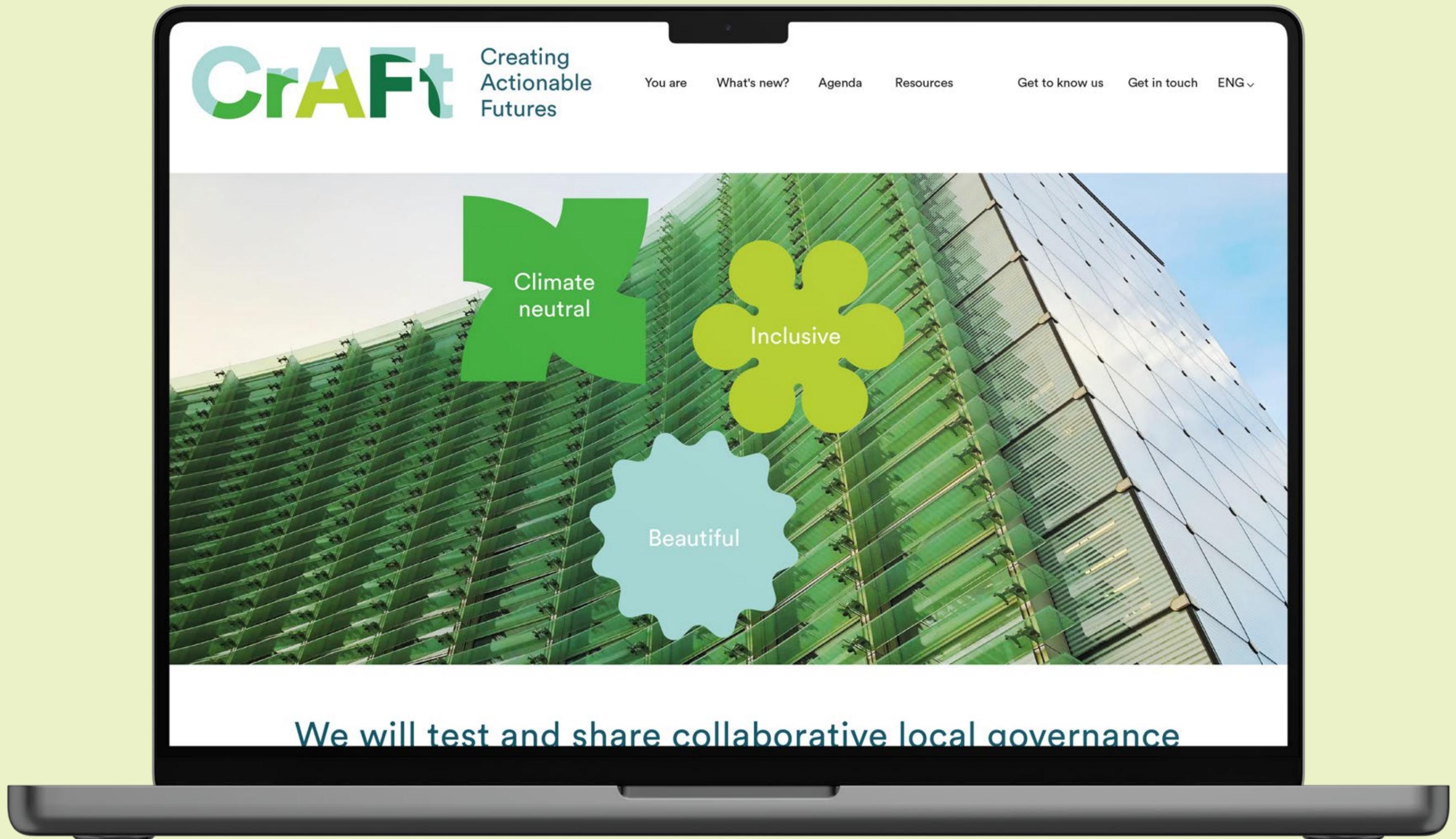


Instagram stories

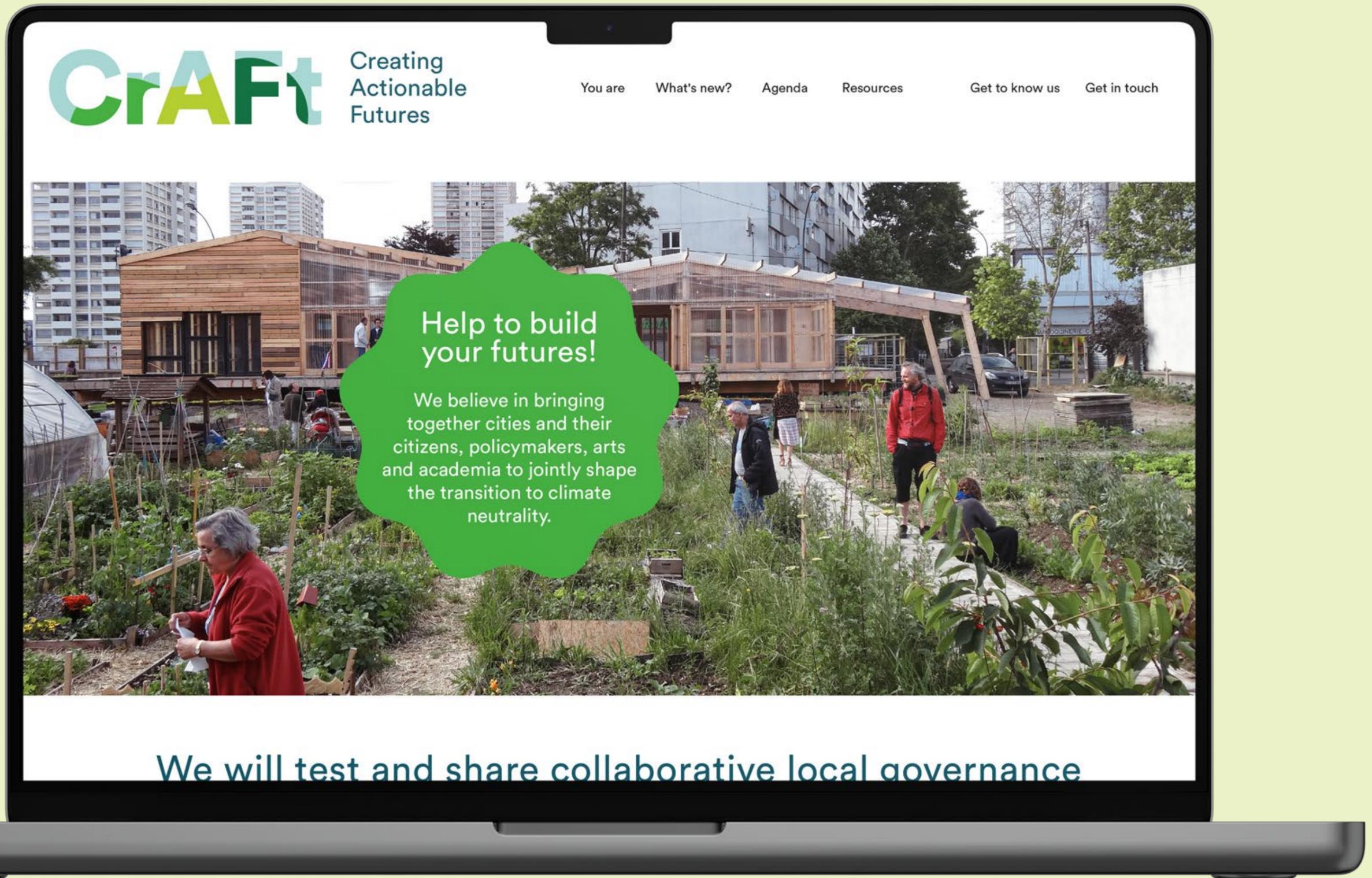


Powerpoint cover

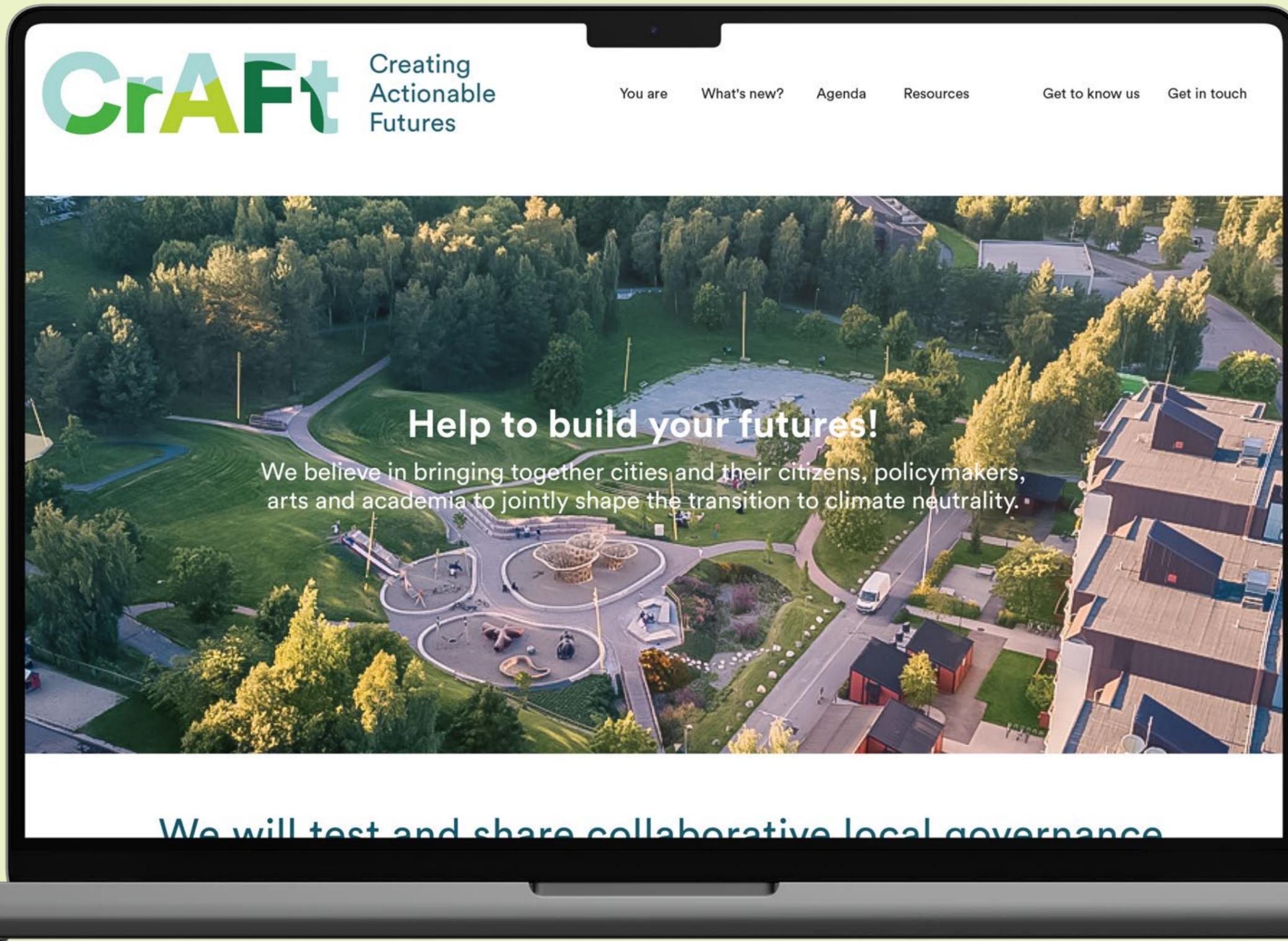
7. Website



Homepage #1



Homepage #2



Homepage #3

Thanks!

www.craft-cities.eu

CrAft Creating
Actionable
Futures