




Dissemination package: basic set of dissemination material for the project

Leading partner	CES
Type	Report
Dissemination level	PU - Public
Work package	WP1
Deliverable	D1.7
Due date	November 2018
Version	Draft structure

Project	Healthy corridor as drivers of social housing neighbourhoods for the co-creation of social, environmental and marketable NBS
Acronym	URBiNAT - Urban inclusive and innovative nature
	This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776783

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List of acronyms

Acronym	Description
EC	European Commission
CoP	Community of Practice
NBS	Nature-Based Solutions
WP	Work Packages
UC	University of Coimbra
CDP	Communication and Dissemination Plan

1. Introduction:

URBiNAT Project was conceived from its very beginning as a consortium of partners where the institutions (academic, municipal and business partners) will work at different moments in conjunction with the inhabitants of the cities and neighbourhoods where the actions of regeneration and integration will be thought through an innovative and inclusive catalogue of Nature-Based Solutions (NBS).

Such a complex worldwide consortium with 7 cities (Porto, Nantes, Sofia as “frontrunners”, Siena, Nova Gorica, Brussels and Hoje-Taastrup as “followers”) from 7 european countries involved plus other “observer” cities from Iran, China, Oman, Brazil and Japan implies a big concern on the communication and dissemination issues not only among all partners, but especially among them and the local neighbours.

Specific communication and dissemination issues regarding partners and the EC are also contemplated with an special attention throughout the project, the Grant Agreement and some deliverables.

But communication and dissemination issues do not finish there as URBiNAT wants to show the development of its process, the innovations, the results and the impacts to a bigger audience both placed in the institutions and cities involved, as to other interested people from sister H2020 projects, other academic and municipal institutions and people in general.

his project will ensure the efficient and participative dissemination of the project results, to reach and to influence segmented audiences through tools and strategies adapted to identified targets and groups: policy-makers, international scientific communities, relevant international, corporate actors, including a disrupter group, as well as citizens and local communities.

2. Summary of the Dissemination Strategy (link to D1.6, D1.1, D6.1 and D6.2)

The complexity of actors and audiences involved in the URBiNAT project makes of communication and dissemination strategies and tools a fundamental aspect for the day-to-day correct management and organization but also, and especially, for the best interaction possible among the institutions and the local inhabitants involved. For that reason there are different deliverables involving these tasks related to communication and dissemination, that complement themselves, being the most important ones:

- **D1.6 : Preliminary ethical guidelines, and communication and reporting procedures.** This first document issued by the project and already sent to the EC, was composed by a set of preliminary ethical guidelines that should guide the whole project's development, and the general communication and reporting procedures between consortium members/partners, including their frequency and a list of all contacts.
- **D1.1 : Handbook on workflow and standard quality procedures,** a publication that will include the definition of the project's workflow and standard quality procedures, including regulations, documentation, methods and tools that will ensure activity coordination and monitoring.
- **D6.1 : Dissemination and communication plan.** This deliverable will describe the planned agenda for the communication and dissemination activities, including segmented audiences, specific target groups, corresponding messages and tools, as well as prepared dissemination materials and expected publications. This planned agenda will be reviewed monthly, during meetings of the communication panel of steering committee.
- **D6.2 : Website and newsletter.** This deliverable is the implementation of the website. Besides spreading information about the project using the website, a newsletter will be used both to target interested researchers and to serve as basis for communications with the public at large.
- And the present **D1.7 : Dissemination package: basic set of dissemination material for the project.** This deliverable will include all the public documents generated by the project's team, a dissemination database and other dissemination materials updated subsequently by the day-to-day point of contact, at least, annually.

All of them involving different tasks from Work Packages 1 and 6, and with impacts on other tasks and WP as well, since one of its main objectives is the effective communication and dissemination regarding the mission, specific aims and main outcome of the URBiNAT project as a key strategic component of the overall management plan for the project, defining target audiences, selecting appropriate communication channels, and setting priorities for the communication and/or dissemination activities.

3. Planned Dissemination Tools and Channels

The Dissemination Tools and Channels were developed according to the the Communication and Dissemination Plan, presented in D.6.1, by ITEMS, as task leader, and CES, as task participant. Both teams have been working closely in the construction of these tools and channels, in order to support URBiNAT to achieve its goals and also to support the URBiNAT's activities.

Some of these tools (3.1 Visual Identity and 3.3 Internal transfer so information and preparation of URBiNAT events) were developed during the application stage to better communicate the project proposal, namely the relation between the healthy corridor concept, the NBS catalogue, the urban regeneration strategy and the citizen engagement challenge. Others, like the website (3.5) and the media channels (3.6), were developed after the kick-off emerging from the first actions of the project.

3.1. General Visual Identity

The visual identity answers to URBiNAT key challenge - the implementation of an Healthy Corridor through the co-creation of NBS. It was designed by Lúcio Oliveira, in collaboration with CES. The visual identity explores the idea of a line with dots, as a pathway that links people, objects and places. The visual identity is based in the fonts, the logo and the colours.

The complete PDF file of [Brand Guidelines](#) is attached at the end of this document.

3.1.1. Fonts URBiNAT

URBiNAT will work with two fonts. The main one is Montserrat because it has a relation with housing neighbourhoods, as the description of the font states: "The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century. The Montserrat Project began with the idea to rescue what is in Montserrat and set it free under a libre license, the SIL Open Font License". Montserrat is complemented by Source® Sans Pro, Adobe's first open source typeface family, was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces, in both graphic materials and digital media.

The complete [Fonts URBiNAT](#) is attached at the end of this document as part of the Brand Guidelines.

3.1.2. Logo URBiNAT

URBiNAT's logo is composed by the symbol and the word URBiNAT, using Montserrat font. The word URBiNAT is the short word for Urban innovative and inclusive Nature - URB(an) i(nnovative) and i(nclusive) NAT(ure), where the double "i" becomes a small "i", to emphasize the innovative and inclusive character of the project. The symbol represents the letters "U" and "N" of the words "Urban" and "Nature" connected with the "i", from the words "innovative" and "inclusive". The merging of the three letters recall the "Healthy Corridor" concept, with a continuous line that has dots integrated in its development - the line is the corridor and the dot is a place, where people meet and develop a Nature Based Solution (NBS).



URBiNAT Logo Green



URBiNAT Logo GreenLight



Horizontal Logo URBiNAT



URBiNAT



URBiNAT

Vertical URBiNAT Logo

3.1.2.1 Symbol URBiNAT



Symbol URBiNAT

3.1.3. Colours

The colours are key elements for the rapid identification of URBiNAT identity. Therefore, they should be reproduced consistently. Whenever possible, the reproduction should be done with standard Pantone inks, thus ensuring the highest quality and reliability in the reproduction of the brand.

3.1.3.1. Primary Colours



3.1.3.2. Secondary Colours

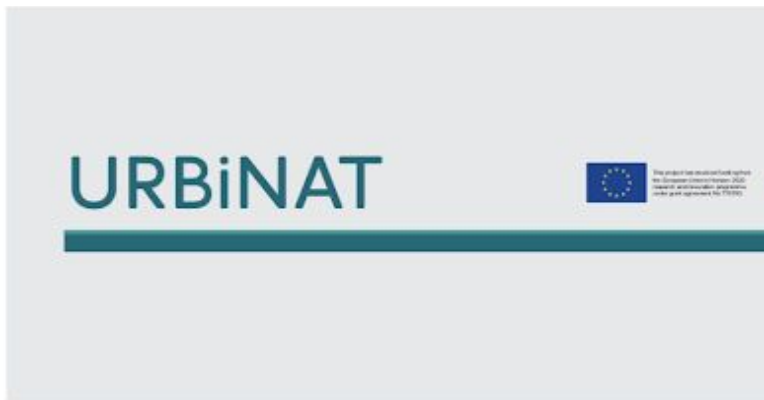
Secondary colors are complementary to our official colors, but are not recognizable identifiers for the brand. Secondary colors should be used sparingly (less than 10 % of the palette in one piece). They can be used to accentuate and support the primary color palette.



3.1.4. Other Logos

URBiNAT logo will be used associated to other logos, namely the EU, that is mandatory, CES, as URBiNAT coordinator, or any other partner that needs to produce material for communication and dissemination. The organization and application of the URBiNAT brand may vary depending on the space and visual elements associated with. Below are three application templates that can respond to almost every case. It's mandatory to give relevance to the EU flag and add the sentence "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776783".

URBiNAT + EU (including sentence with project reference)



URBiNAT + EU (including sentence with project reference) CES (including UC + UNESCO, according to CES rules)



URBiNAT + EU (including sentence with project reference) + Partners



3.2. Paper dissemination material

The stationary materials were developed in order to face the project communication needs at an administrative level, as Business Cards, Envelope A4, Paper, Regular Envelope, Wallpaper and Sticker.

3.2.1. Business Card

The business card will complement the existing business cards of the partners. In this sense, we develop the business with two faces, one for the partner and the other for URBiNAT. The last one is composed with the URBiNAT logo, the EU logo, the website, the twitter account, the email address and the position in the project.



3.2.2. Envelope A4 / Regular envelope



3.2.3. Paper A4



3.2.4. Wallpaper



3.2.5. Sticker

The Sticker will be used for informal labeling. It was firstly developed to use by the kick-off participants to write their name and use it in the clothes, as an identification card.



3.3. Internal transfer of information and preparation of URBiNAT events

Communication materials, as the Banner, the posters and the table band, were prepared for URBiNAT events, in order to sign them in conference rooms. Other material were developed in order to disseminate the project through diagrams that reflect into an image the written information, as the Partners Map, the Work Packages structure, management structure.

3.3.1. Banner

Vertical poster that identifies URBiNAT events, integrated in a mobile structure to transport easily



3.3.2. Poster Exhibition

The poster with the main topics of the project were presented in A1 panels during the kick-off to communicate the project among the participants.

URBAN REGENERATION STORY
 The regeneration story is presented as a series of four stages: Plan, Healthy Corridor, Observatory, and Marketing. Each stage is illustrated with icons representing different aspects of urban development.

COMMUNITY OF PARTNERS
 A map showing the geographical distribution of partner organizations across various European countries, including Denmark, Sweden, Germany, France, Belgium, Slovenia, China, Portugal, Spain, Italy, Bulgaria, Iran, and Oman. Each country is accompanied by the names of its respective partner organizations.

OVERALL STRUCTURE
 A circular diagram illustrating the project's organizational structure. At the center is 'Wp1 EDM'. Surrounding it are 'Wp2', 'Wp3', 'Wp4', 'Wp5', and 'Wp6'. The outer ring includes 'HC NBS', 'CoP', and 'PP'.

LIVING LAB STORY
 A diagram showing the progression from 'Plan' to 'People' to 'Co-Design' to 'Marketing' to 'Start-up' to 'Incubation'. It also includes a 'Living Lab' section with 'Plan', 'People', 'Co-Design', 'Marketing', 'Start-up', and 'Incubation'.

ORGANISATIONAL STRUCTURE
 A hierarchical chart showing the 'General Assembly' at the top, followed by the 'Steering Committee', and then various working groups (Wp1 to Wp7) and support functions like 'Legal', 'Finance', and 'HR'.

CATALOGUE
 A grid of colored squares representing different NBS (Nature-Based Solutions) types, categorized by 'Co-implementation' and 'Implementation'.

NBS IMPLEMENTATION STRATEGY
 A circular diagram showing the relationship between 'SOCIAL AND SOLIDARITY ECONOMY NBS', 'PARTICIPATION NBS', 'TECHNOLOGICAL NBS', and 'TERRITORIAL NBS' within a 'Healthy Corridor'.

3.3.3. Other Poster -Signage

KICK-OFF MEETING CHANGING STORY
 18 - 19 - 20 JUNE 2018

UN
URBINAT

↑



3.3.4. Table Band

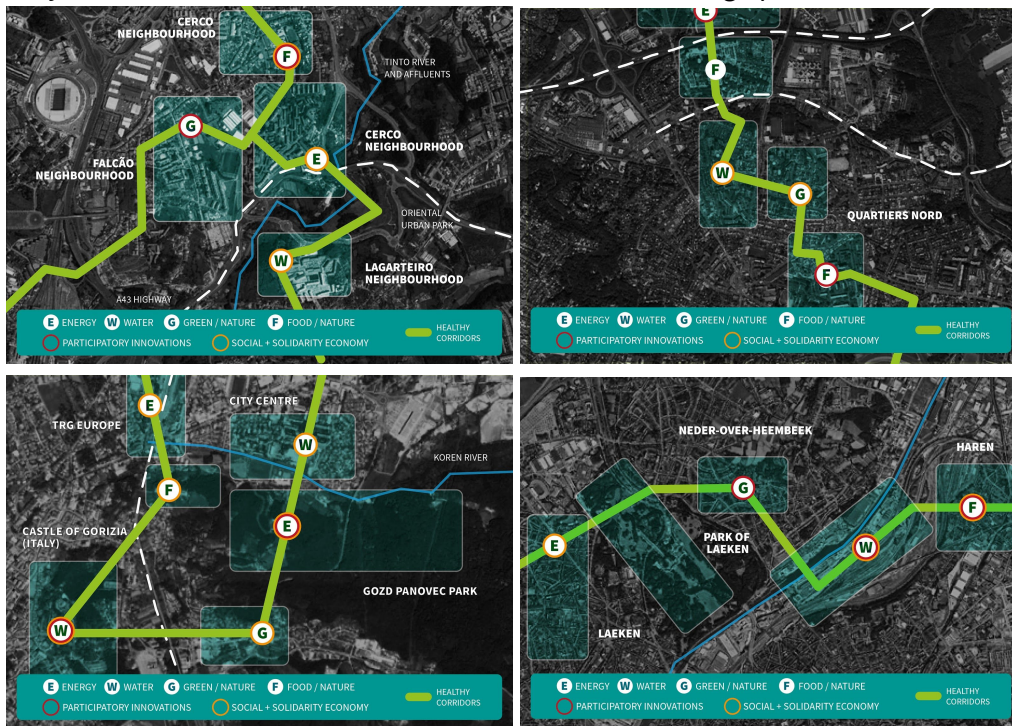


3.3.5. Diagrams

The URBiNAT diagrams were developed to prepare the proposal in order to clarify the topics of the project.

3.3.5.1. Cities Maps

The Cities' maps represent a simulation of the healthy corridor based on aerial views, with a previous hypothetical allocation of NBS. They are intended to simulate the final result of the co-design process.





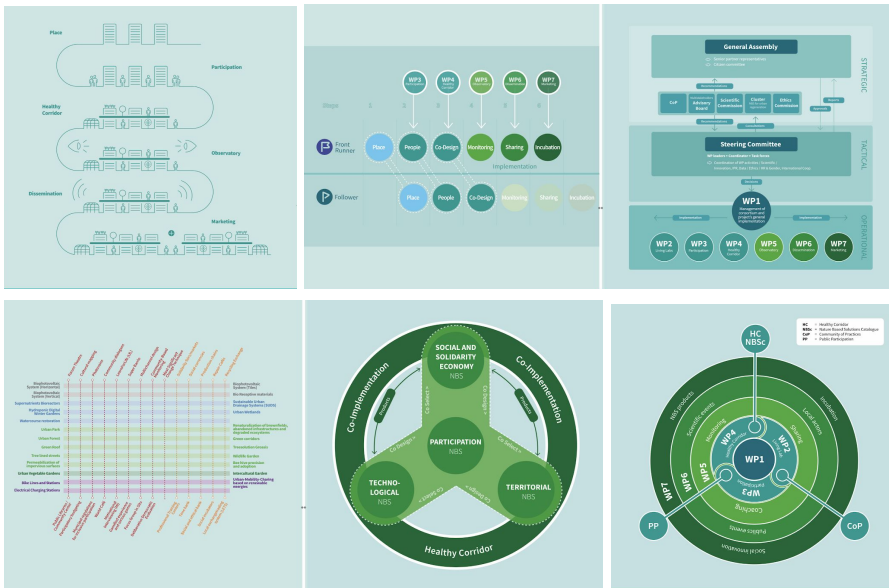
3.3.5.2. Partners Map

The Partners' Map represent their distribution in the world map, according to their role in the project and organised by country.



3.3.5.3. Other diagrams

A set of diagrams were developed in order to communicate the main challenges of the project, namely: URBiNAT Story, Living Lab Story, Management Structure, NBS Catalogue, NBS Implementation Strategy and Overall Structure.



3.3.6. Booklet A5

The booklet was, firstly, developed as a preparatory document to support the Kick-off meeting but aiming to become a reference for the everyday life of the first months of the project. It integrates the summary, the work packages' structure, the list of deliverables, the NBS catalogue, as well as other practical informations.



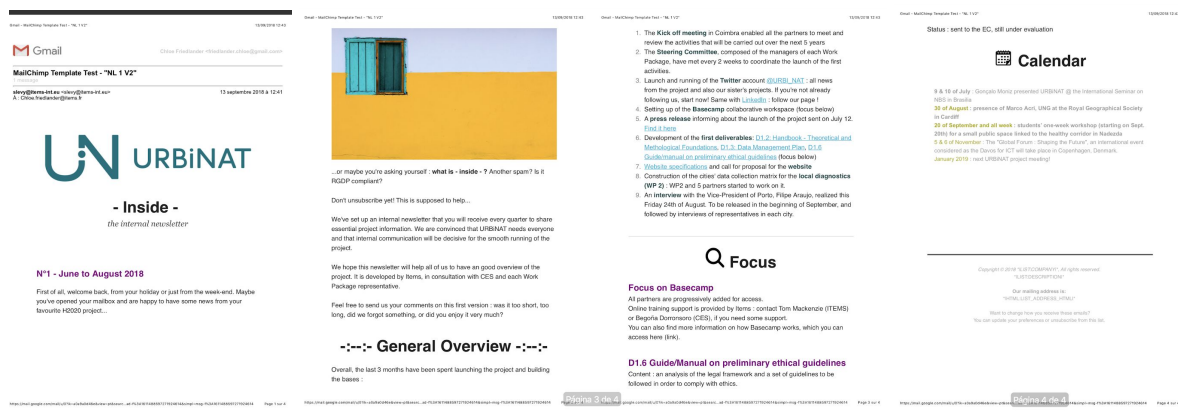
HEALTHY CORRIDORS AS DRIVERS OF SOCIAL HOUSING NEIGHBOURHOODS
for the co-creation of social, environmental and marketable NBS





3.3.7. Internal Newsletter

The Internal Newsletter is being published every 3 months, in order to report the main activities of the project by promoting the internal communication and dissemination of news, activities and results between the 28 partners. It will use the mailchimp template.



3.4. Participation in other key conferences and events

Taking in consideration that URBINAT project, its methodologies and results, will be presented in several public and academic events, an official presentation model, a video and a presentation template were developed to support the partners.

3.4.1. URBINAT PPT and Video Model

The URBINAT project was already presented in several events giving the possibility to test the communication of the main topics according to different audiences. The Official PPT presentation described below is the large version. This presentation is also the support for a video that is accessible in the URBINAT Youtube account here

https://www.youtube.com/channel/UCB6pCRpzLEFVhEP0l0gITKq?view_as=subscriber

3.5. Project Website and Newsletter (link to D6.2)

As previously mentioned one of the other deliverables directly related to this present D1.7 is the deliverable **D6.2 Website and Newsletter**. It includes the design, elaboration and launch of a website platform to support the implementation of the dissemination plan and the communication of URBiNAT's process, results and impacts. It is intended to all partners involved as well as to larger audiences even the ones not previously related or involved with the project.

Link to the www.urbinat.eu

3.6. Scientific paper publications

The scientific papers will be published in the academic journals of the different areas, namely the ones that have a interdisciplinary profile. To test the relevance of the proposals, working papers will be submitted to academic conferences where results will be discuss with the scientific community. URBiNAT will privilege the journal and conference rated as A level by Thomson Reuters and by SCOPUS.

The publications of URBiNAT results and methodologies, in scientific papers, will be developed in tasks 6.3.

3.7. Contribution to Social networks

URBiNAT is registered in several social media accounts, chosen according to their potential to reach a wide audience, namely in the academic and generalistic public levels, as well as in the citizens of the URBiNAT cities, maximising the impact and successful exploitation of research and implementation of results.

3.7.1. Publications in Social networks

The social media networks are important tools to support the construction of a Community of Practice, composed by e partners, stakeholders and citizens, and where ideas, activities and proposals are shared among a group that grows everyday.

In this sense, URBiNAT identified Twitter, Youtube, Linkedin, Facebook and Slideshare as the most relevant channels, due to its capacity of communicating strong messages with text and images.

Social media platform	Content type / main function	URL
Twitter	Micro messaging	@URBi_NAT
YouTube	Video sharing	goo.gl/ZJizLK
Facebook	Story telling	To be created
LinkedIn Page LinkedIn Group	Professional networking	https://www.linkedin.com/company/18794910/admin/updates/
Slide Share	Sharing of slide presentations	https://www.slideshare.net/URBiNAT

3.7.2. Publications and Interviews in newspapers and TV programmes

URBiNAT is a implementation project strongly connected with the citizens of the 7 european cities, where the Healthy Corridor will be co-created. This challenge will be achieved with a simple and direct communication, that will use the most popular channels, such as magazines, newspapers, TV programs and blogs.

The project coordinator has already presented the project on Portuguese national TV, [RTP2](#), and he has a monthly column in the main national newspaper Público, where URBiNAT themes are addressed, as [Smart Cities](#), [The right to the City](#), or the [Social Housing Neighbourhoods](#)



URBiNAT interview in Portuguese National TV, [RTP2](#), 10 DEZ 2017

The URBiNAT Communication and Dissemination Plan (CDP) details how the WP leader for Communication and Dissemination and other consortium partners will coordinate with Frontrunner and Follower cities to ensure that communication materials that are produced locally are relayed via the projects social media and the project website.

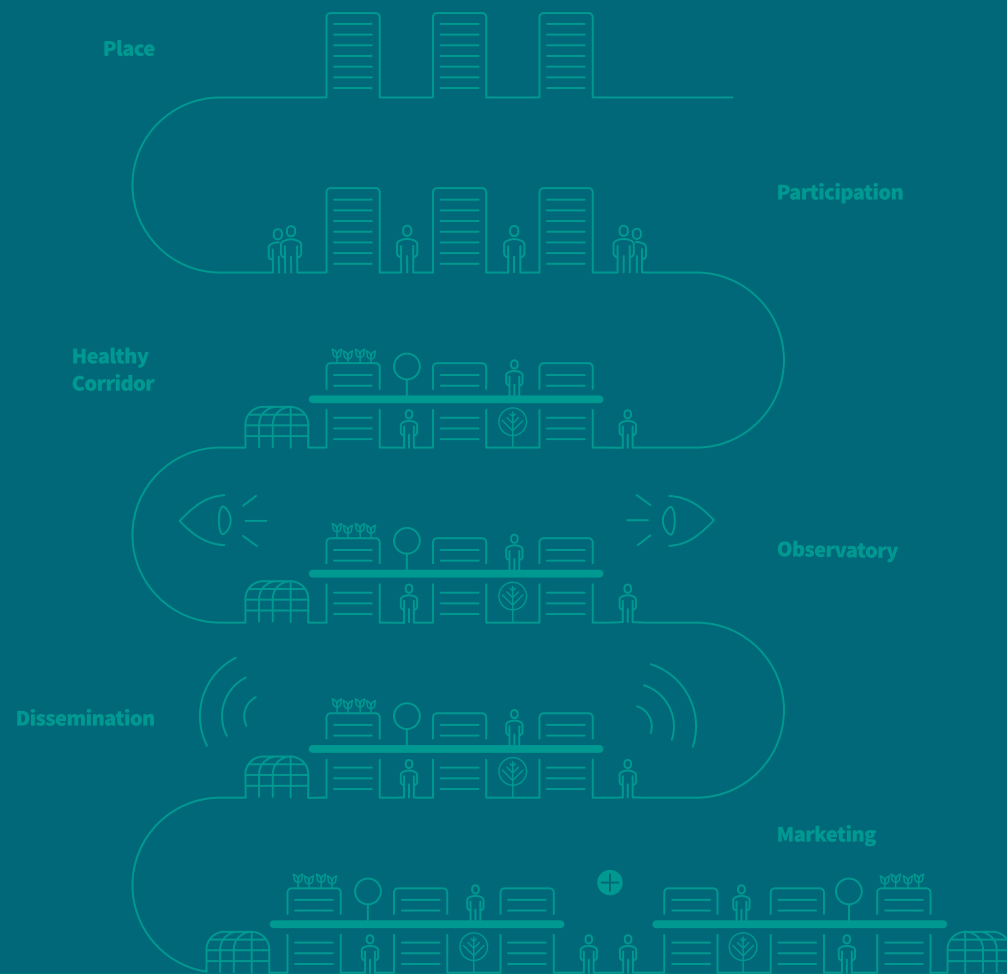
Newspaper articles will be promoted and made accessible via the project website and, where possible, videos will be archived and widely promoted via social media.

3.8. Communication and Dissemination Contact Database

As specified on deliverable **D6.1 on Communication and Dissemination Plan**, a Communication and Dissemination contact database has been created consisting of a list of target media, including academic journals, dedicated EU online platforms for the exchange of information, mainstream media, social media etc. A live and growing tool that will include a calendar section to record which types of media were targeted for specific communication activities, and will also serve to maintain a record of publications regarding the project produced by consortium members and third parties.

Annexes

- 1. BRAND GUIDELINES**
- 2. URBiNAT PPT Template**

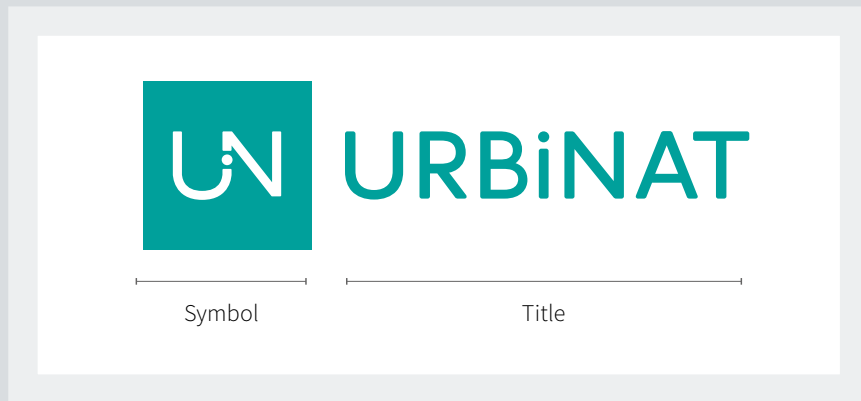


BRAND GUIDELINES

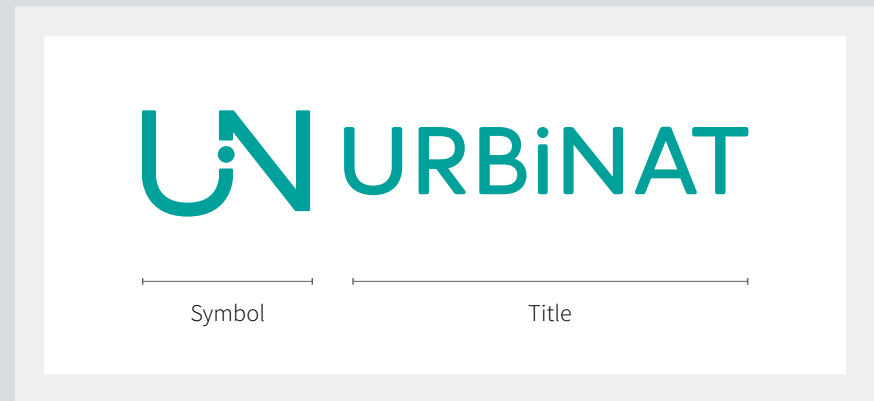


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776783.

1. LOGO



LOGO - STANDARD VERSION 1



LOGO - STANDARD VERSION 2

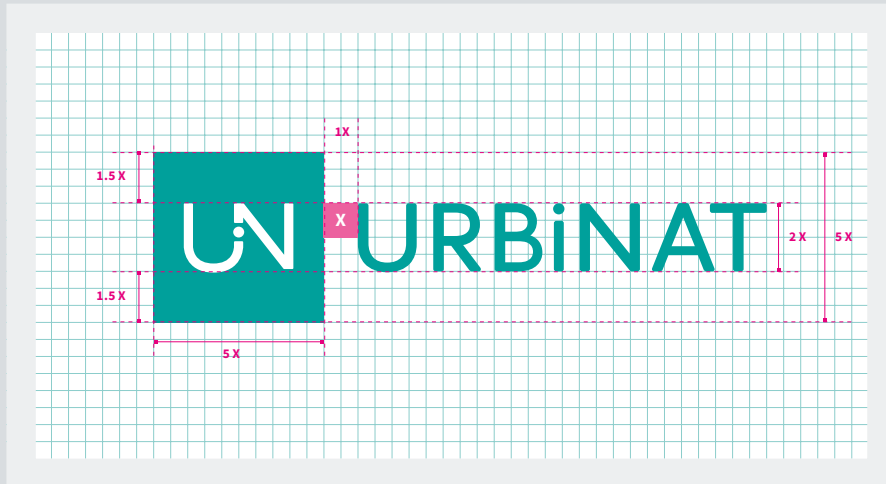
2. VERTICAL LOGO



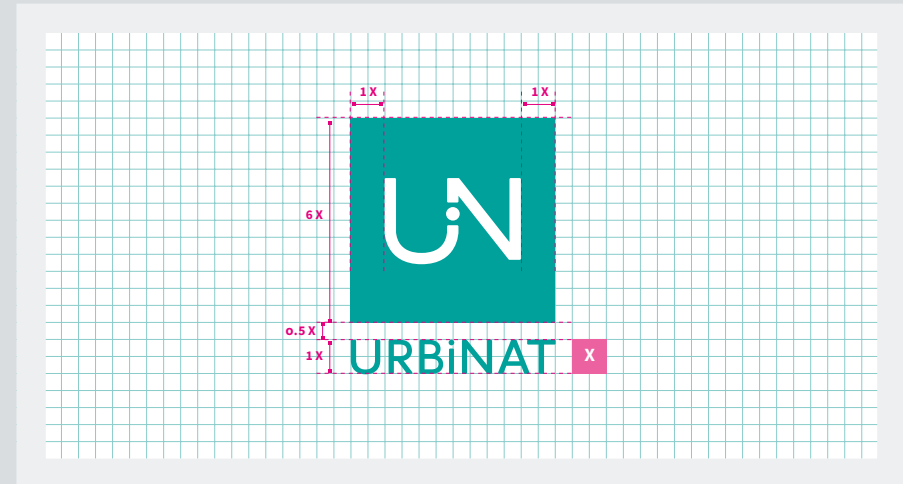
**LOGO - STANDARD
VERTICAL VERSION**

3. LOGO CONSTRUCTION

It is determined by a grid that allows to clearly perceive the proportions and alignments of the logo elements. The possible manual reproduction of the symbol should follow the perspective outlined in the geometric construction shown on the side, designed to ensure the reproduction and application of the logo on any type of support. Depending on the application of the logo, the



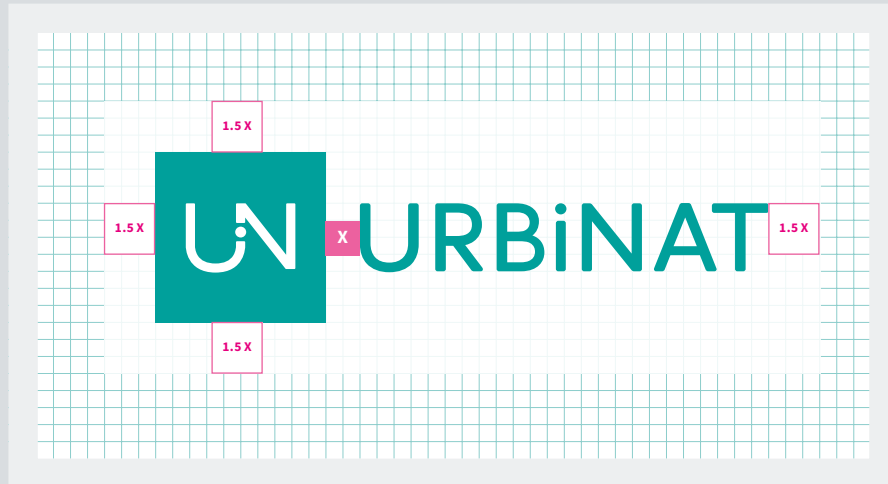
HORIZONTAL VERSION



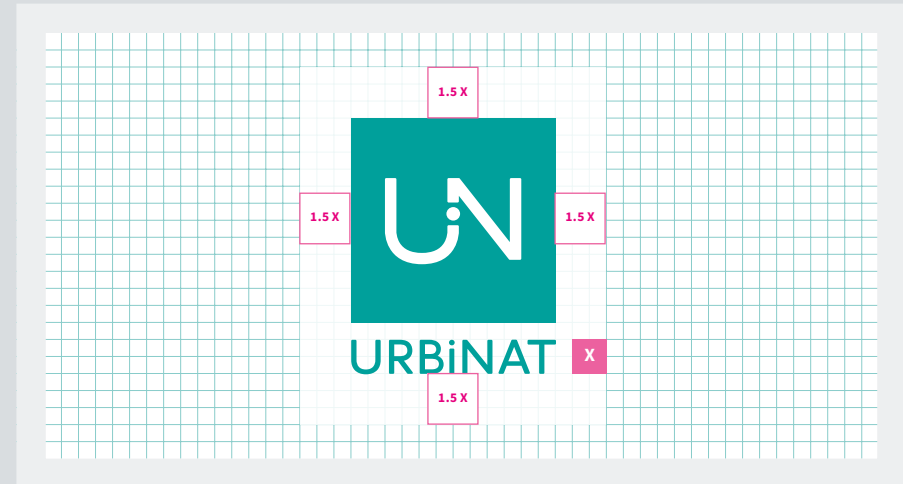
VERTICAL VERSION

4. AREA OF ISOLATION

A space to guarantee the visibility and impact of the brand URBiNAT must be preserved whenever the logo is used. No graphic element of any kind should invade this zone. To calculate the area of isolation, follow the rules of the two versions below.



HORIZONTAL VERSION



VERTICAL VERSION

5. MINIMUM SIZE

When it is necessary to apply the logo in a small area, all precautions must be taken to ensure accurate reproduction of the logo. When the reproduction is in a four-color process, the correct juxtaposition of the colors must be ensured.

Minimum application in four-color process:
30mm x 8.33 mm



Minimum application in pantone:
20mm x 5.55 mm



Minimum application in four-color process:
16mm x 20 mm



Minimum application in pantone:
12mm x 15 mm



6. COLORFUL BACKGROUNDS

For application on other colors, the logo must be used, when in good contrast, with the institutional colors. When there is no contrast or difficult readability, use the White version.



7A. TYPOGRAPHY

MONTSERRAT

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century. The Montserrat Project began with the idea to rescue what is in Montserrat and set it free under a libre license, the SIL Open Font License.

PRIMARY FONT
MONTSERRAT

DESIGNER
JULIETA ULANOVSKY

Black **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
\ 1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & * () _ + } { " : ? > <

Bold **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
\ 1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & * () _ + } { " : ? > <

Regular 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
\ 1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & * () _ + } { " : ? > <

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
\ 1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & * () _ + } { " : ? > <

DOWNLOAD
[WWW.FONTSSQUIRREL.COM/
FONTS/MONTSERRAT](http://WWW.FONTSSQUIRREL.COM/FONTS/MONTSERRAT)

7B. TYPOGRAPHY

Source® Sans Pro, Adobe's first open source typeface family, was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces, in both graphic materials and digital media.

SOURCE SANS PRO

PRIMARY FONT
SOURCE SANS PRO

DESIGNER
PAUL D. HUNT

Black
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
\ 1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & * () _ + } { " : ? > <

Bold
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
\ 1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & * () _ + } { " : ? > <

Regular
 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
 \ 1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & * () _ + } { " : ? > <

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
 \ 1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & * () _ + } { " : ? > <

DOWNLOAD
[WWW.FONTSQUIRREL.COM/
 FONTS/SOURCE-SANS-PRO](http://WWW.FONTSQUIRREL.COM/FONTS/SOURCE-SANS-PRO)

8. TYPOGRAPHY

TEXT AND INTERNAL HIGHLIGHTS

Legend

Source Sans
Pro Regular
Size 7pt

Igento vel modi volorepro esciisseria dendigent estrum res ut ad quia idicilit es ium qui ut adissitatqui asincte etur mo mo que nim qui dolor aliquae molum restium solorposam net volupta tuscit endaect ustruptature ventem natus rehentia anditia spitatur accaest ectatur, sinctate peribus experit aepuda net, qui occae volupta tibus, ist arum re volo voles modissit aperferi oditio. Ebitem ut volut que lacius quod que porit laut et assint veris alis et renis doluptat.

Running text

Source Sans
Pro Regular
Size 10pt

Igento vel modi volorepro esciisseria dendigent estrum res ut ad quia idicilit es ium qui ut adissitatqui asincte etur mo mo que nim qui dolor aliquae molum restium solorposam net volupta tuscit endaect ustruptature ventem natus rehentia anditia spitatur accaest ectatur, sinctate peribus experit aepuda net, qui occae volupta tibus, ist arum re volo voles modissit aperferi oditio. Ebitem ut volut que lacius quod que porit laut et assint veris alis et renis doluptat.

Highlights of running text

Montserrat
Bold
Upper case
Size 10pt

**OPTIAM QUI IL IM EATIUR MAIO. TEMQUATUR?
RORUM ID QUO VENDIS PRATQUAT HIT
VOLESEQ UAECUST, SIM VOLORI BERUM RES
ACCAB INISCIATUR, OFFICATE NES COREST**

TITLES AND HIGHLIGHTS

Subtitle

Montserrat
Bold
Upper case
Size 24pt

**HEALTHY CORRIDOR
WITH ITS NBS**

Title

Montserrat
Bold
Upper case
Size 34pt

**HEALTHY
CORRIDOR**

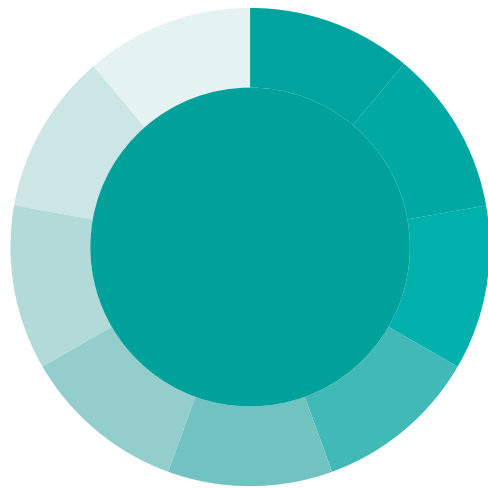
Big title

Montserrat
Bold
Upper case
Size 48pt

**HEALTHY
CORRIDOR**

9. PRIMARY COLORS

They are a key element for their rapid identification. Therefore, they should be reproduced consistently. Whenever possible, the reproduction should be done with standard Pantone inks, thus ensuring the highest quality and reliability in the reproduction of the brand. If you use another system, such as four-colour reproduction or trimming vinyls, you will need an accurate check of the color matching in order to get the tone closest to the corresponding Pantone. The colors illustrated in this manual are only representative and can not be used to verify the exact match between them.

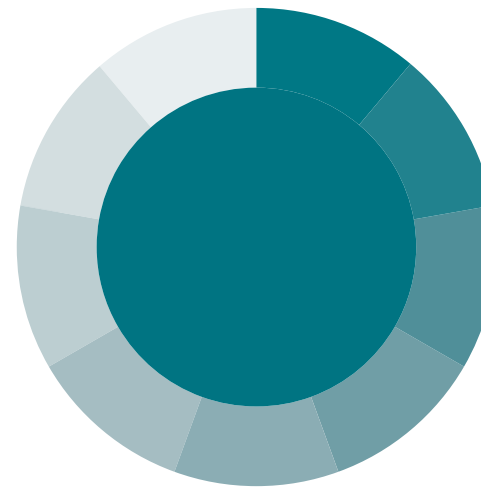


LIGHT GREEN

-

COLOR CODES

CMYK : C100 M000 Y050 K000
Pantone : 3272C
RGB : R000 G169 B157
Web : #00A99D



DARK GREEN

-

COLOR CODES

CMYK : C100 M049 Y050 K000
Pantone : 7474C
RGB : R000 G113 B127
Web : #00717E



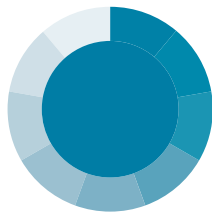
GRADIENT



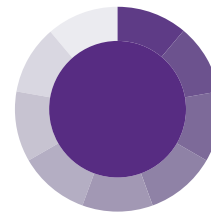
GRADIENT

10. SECONDARY COLOURS

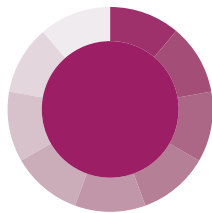
Secondary colors are complementary to our official colors, but are not recognizable identifiers for the brand. Secondary colors should be used sparingly (less than 10 % of the palette in one piece). They can be used to accentuate and support the primary color palette.



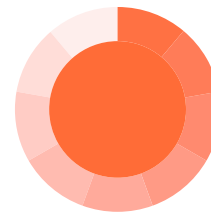
CMYK : C100 M023 Y025 K008
Pantone : 314C
RGB : R000 G128 B163
Web : #0080A3



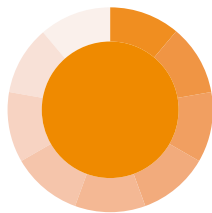
CMYK : C081 M096 Y005 K000
Pantone : 268C
RGB : R089 G044 B131
Web : #592C83



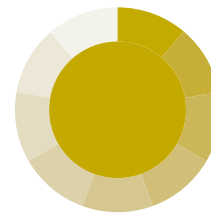
CMYK : C036 M097 Y023 K013
Pantone : 7648C
RGB : R158 G023 B102
Web : #9E2166



CMYK : C000 M069 Y076 K000
Pantone : 1645C
RGB : R237 G107 B065
Web : #ED6B41



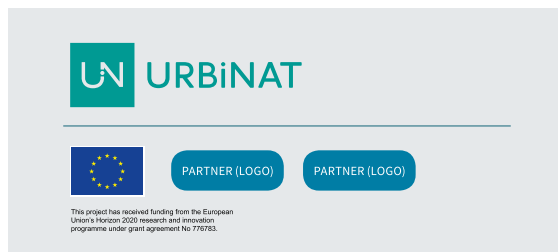
CMYK : C000 M054 Y100 K000
Pantone : 114C
RGB : R241 G138 B000
Web : #F18A00



CMYK : C024 M025 Y100 K008
Pantone : 103C
RGB : R195 G169 B000
Web : #C3A900

11. CO-BRANDING

The organization and application of the URBiNAT brand may vary depending on the space and visual elements associated with. Below are three application templates that can respond to almost every case.





CORPORATE STATIONERY



SPECIFICATIONS

Format
85 x 55 mm

Paper
300g/m Uncoated
white

Print
CMYK



BUSINESS CARD



Coimbra, 15 de Julho de 12018

Mr. Edward Simmons
Troublemaker Company

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Mr. Edward Simmons
Troublemaker Company

URBiNAT

Colégio de S. Jerónimo - Apartado 3087, 3000-955 - Coimbra, Portugal
www.urbinat.pt | www.urbinat.eu
+351 239 855 570 | urbinat@ines.ucp.pt | @URBI_NAT



Coimbra, 15 de Julho de 12018

Mr. Edward Simmons
Troublemaker Company

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Quatum, officim,

Mr. Edward Simmons
Troublemaker Company

URBiNAT



SPECIFICATIONS

Format
297 x 210mm - A4

Paper
120g/m Uncoated
white

Print
Offset - CMYK



STATIONERY



URBINAT

Colégio de S. Jerónimo - Apartado 3087, 3000-995 - Coimbra, Portugal
www.ces.uc.pt | www.urbinat.eu
☎ +351 239 835 570 | ✉ urbinat@ces.uc.pt | 🌐 @URBINAT

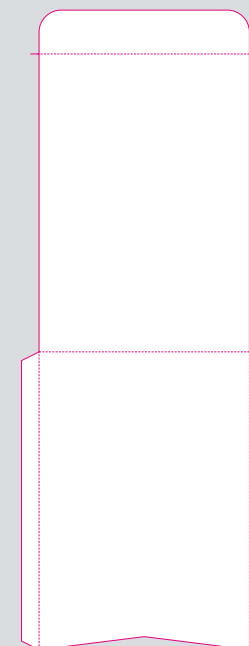


SPECIFICATIONS

Format
210 x110mm

Paper
120g/m Uncoated
white

Print
Offset - CMYK



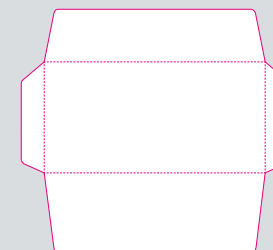
BUSINESS ENVELOPE

SPECIFICATIONS

Format
210 x110mm

Paper
120g/m Uncoated
white

Print
Offset - CMYK



BUSINESS ENVELOPE



URBiNAT

Colégio de S. Jerónimo - Apartado 3087, 3000-995 - Coimbra, Portugal

www.ces.uc.pt | www.urbinat.eu

+351 239 855 570 | urbinat@ces.uc.pt | [@URBi_NAT](https://www.instagram.com/URBi_NAT)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776783.



URBiNAT

Partner

LOGO

HEALTHY CORRIDORS AS DRIVERS OF SOCIAL HOUSING NEIGHBOURHOODS
FOR THE CO- CREATION OF SOCIAL, ENVIRONMENTAL AND MARKETABLE NBS

Project Number 776783 | urbinat@ces.uc.pt | @URBi_NAT

QUI NON PORPOSSE ESTRUNT IONSED QUI DEM

Name Name | *Institution Institution* | e-mail@email.com



Co-funded by the Horizon 2020 programme of the European Union

01

TEXTO DO TÍTULO

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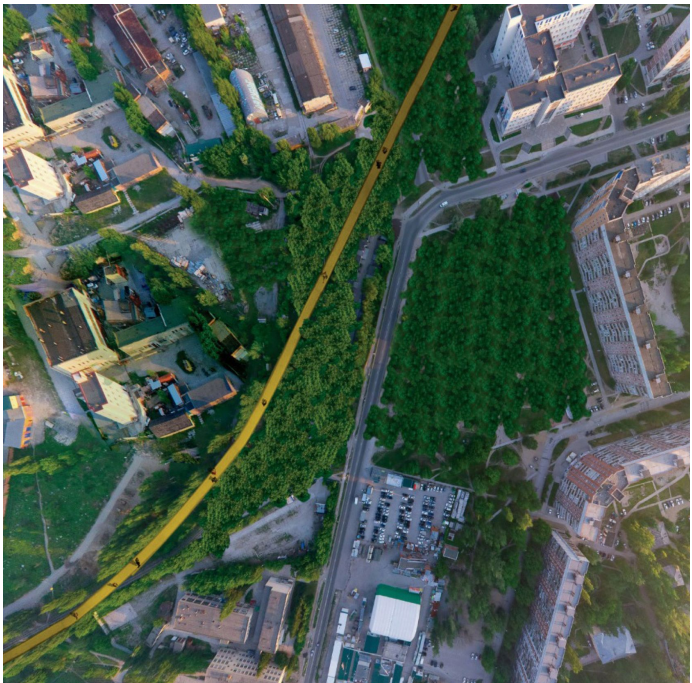
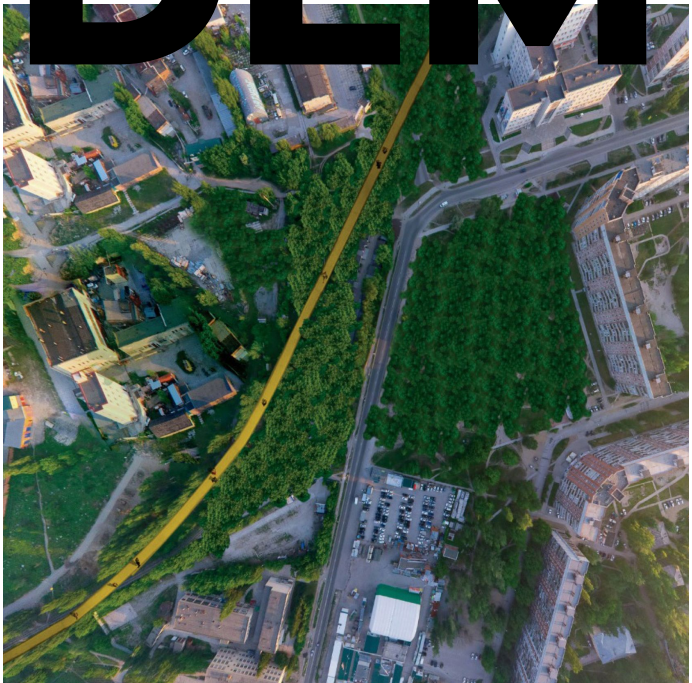
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QUI NON PORPOSSE ESTRUNT IONSED QUI

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- ◉ Corro bea volore, et, quiam ad que aceatio ma quis ad qui dempos et acepe eostem fugia enditiossum, consequae plitis cusae voluptat.

QUI NON PORPOSSE ESTRUNT IONSED QUI DEM



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Volent exerum
consequas:

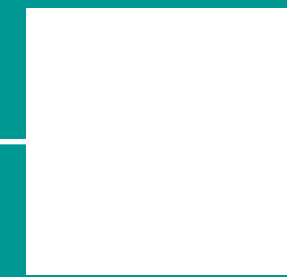
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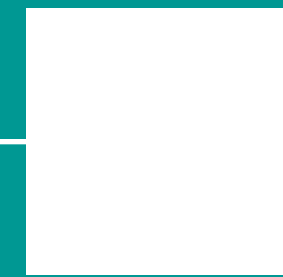
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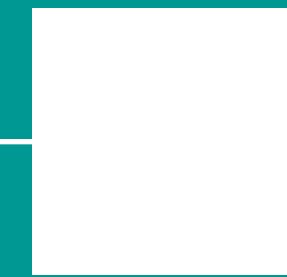
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estrunt ionsted qui
dem corro bea
volore, et, quiam
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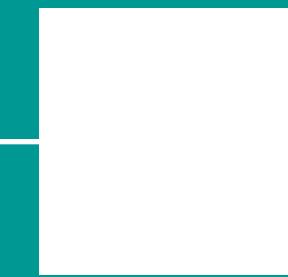
Volent exerum consequas:

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Volent exerum consequas:

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Volent exerum consequas:

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01 QUI NON PORPOSSE ESTRUNT IONSED

Nonectur? Qui non porposse estrunt ionsed
qui dem bea volore, et, quiam ad que aceatio
ma quis ad qui dempos et acepe eostem fugia
enditiossum, consequae .

An aerial photograph of a city street. A prominent yellow-painted bike lane runs diagonally from the bottom left towards the top right. To the right of the bike lane is a multi-lane road with several cars. The surrounding area is filled with green trees and various buildings, including some taller structures on the right side. The lighting suggests it might be late afternoon or early morning.

**QUI NON
PORPOSSE
ESTRUNT
IONSED**



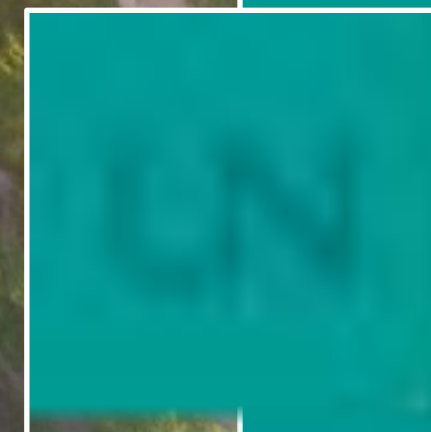


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QUI NON
PORPOSSE

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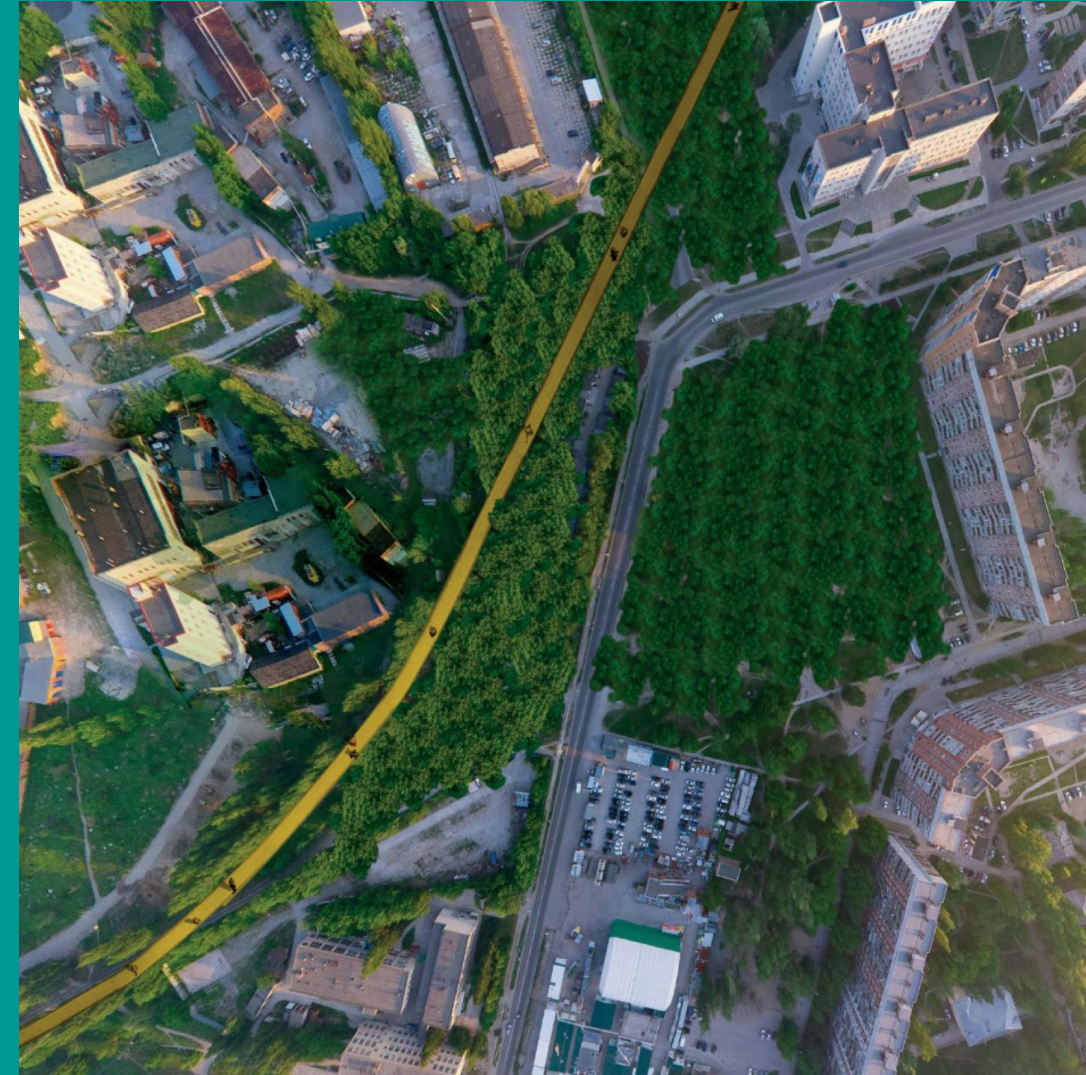
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consequae plitis cusae voluptat.



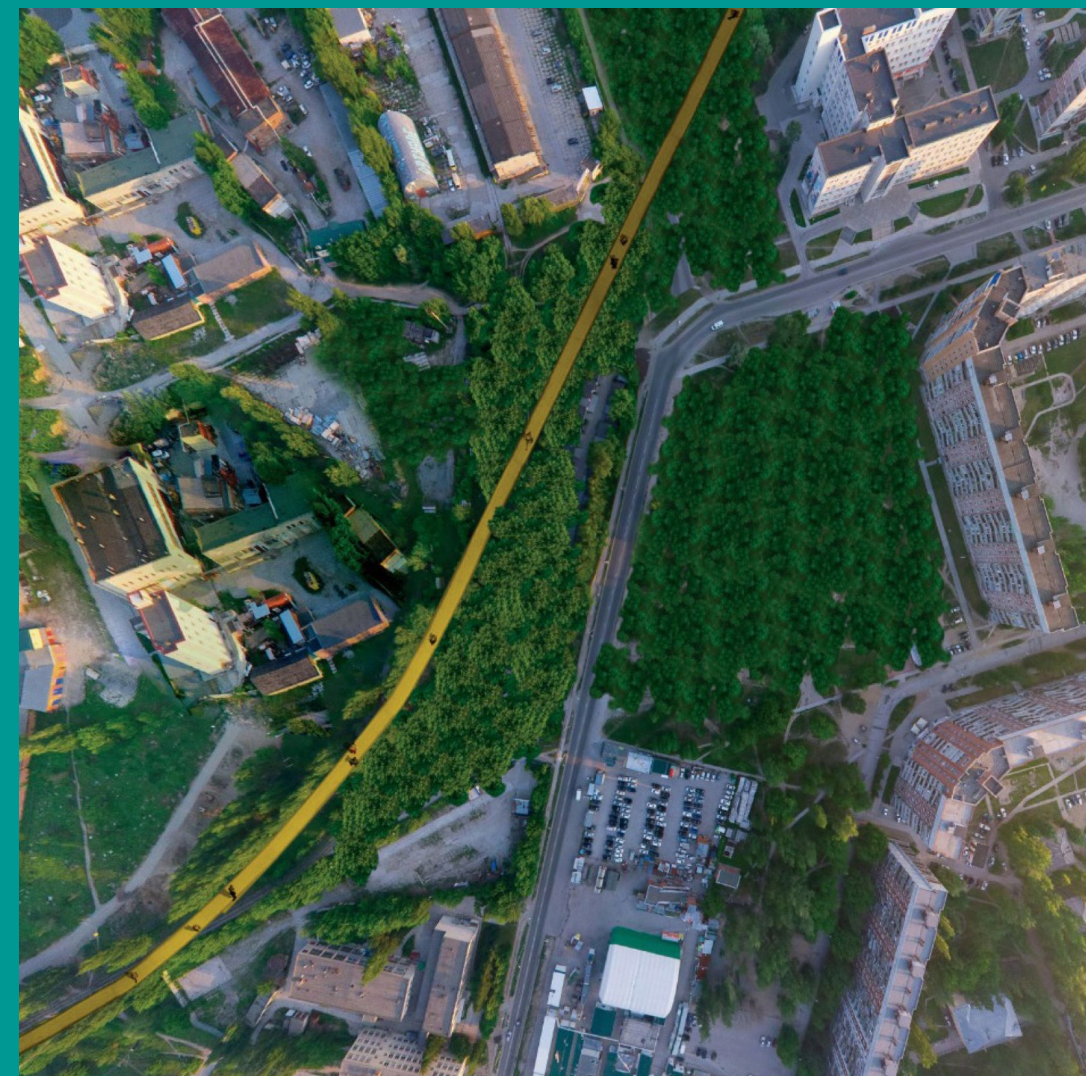
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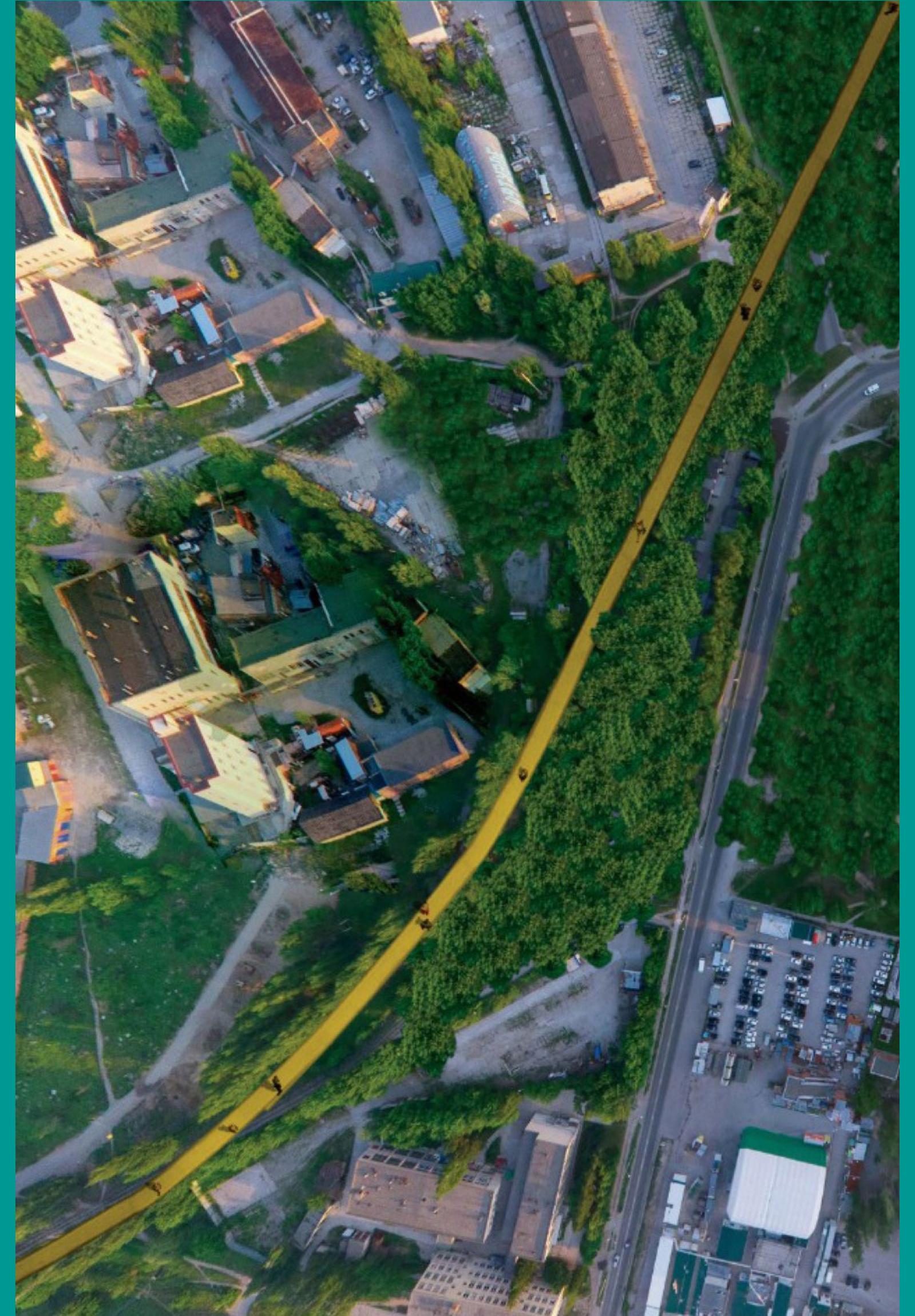
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consequae plitis cusae voluptat.



Nível de Corpo Um



Nível de Corpo Um

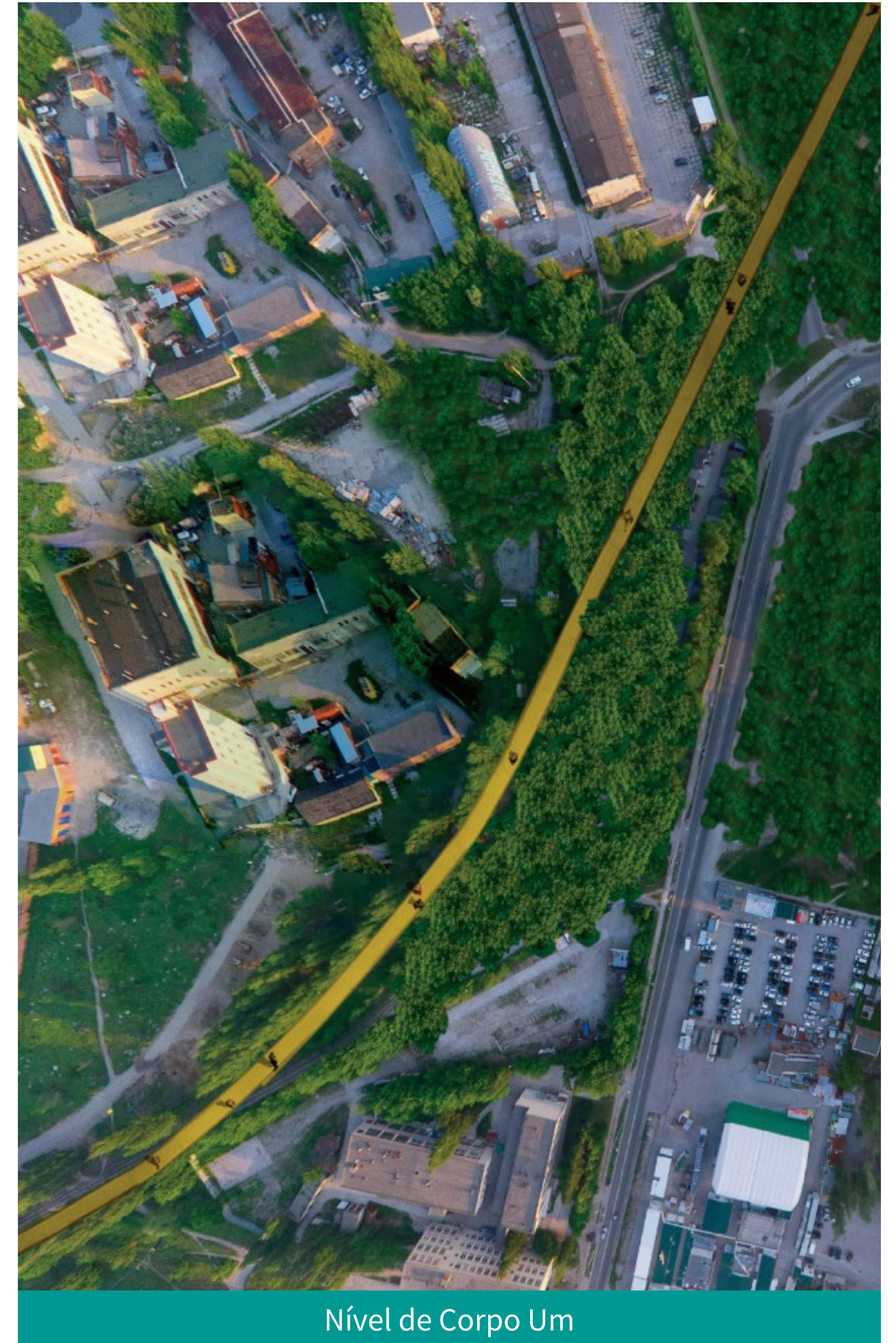
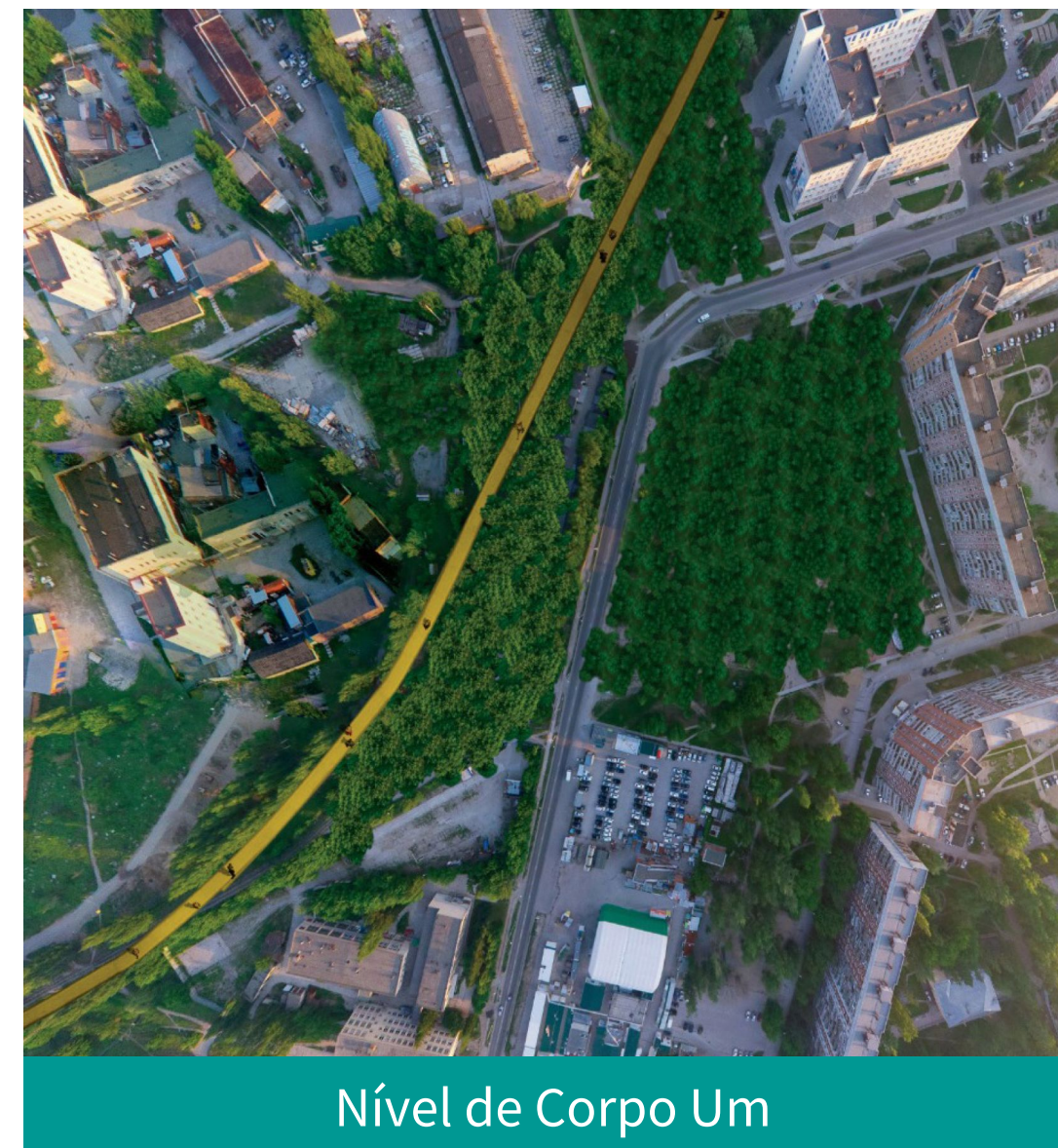
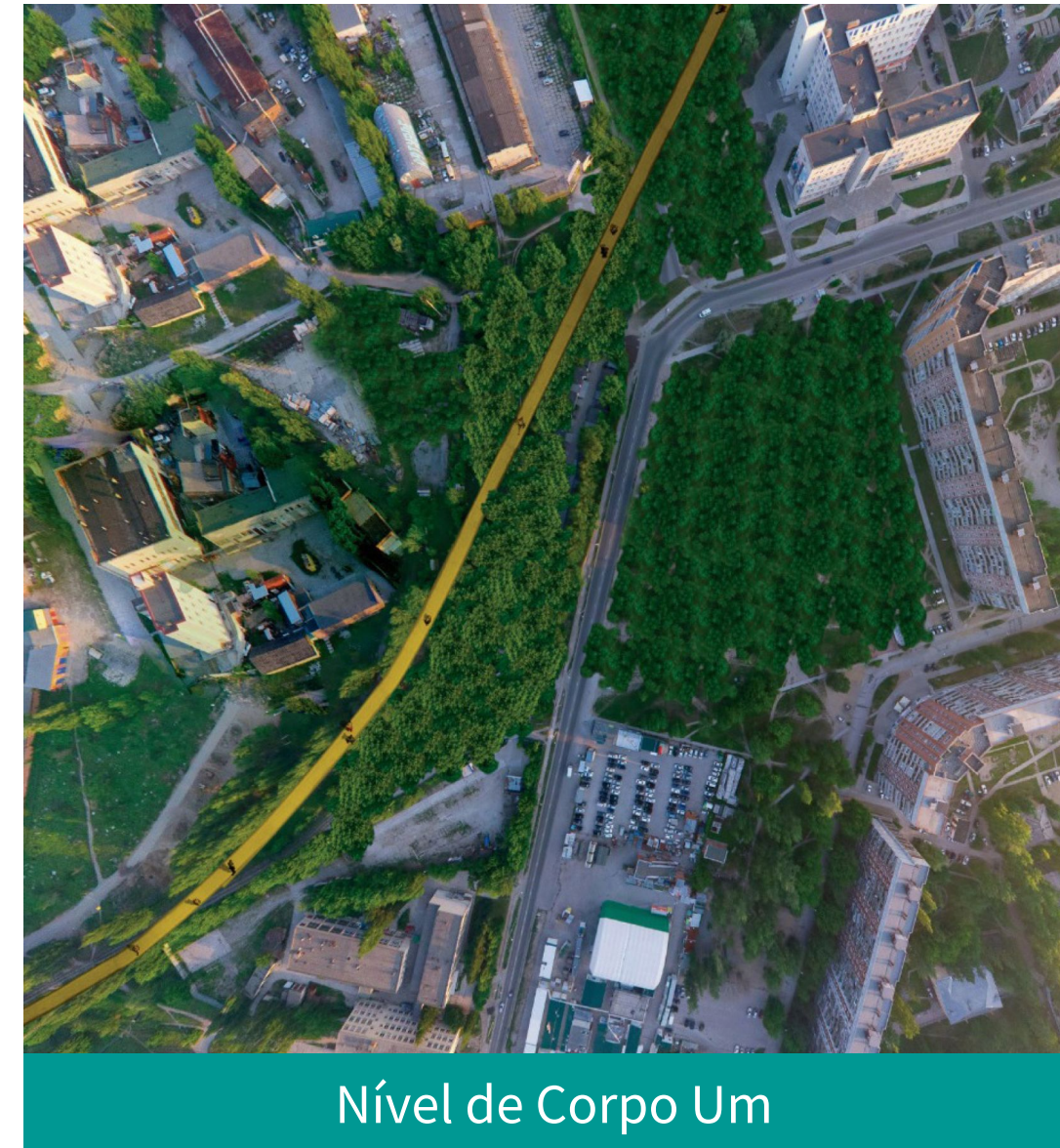


Nível de Corpo Um

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QUI NON PORPOSSE ESTRUNT IONSED

Nonectur? Qui non porposse
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consequae plitis cusae voluptat.





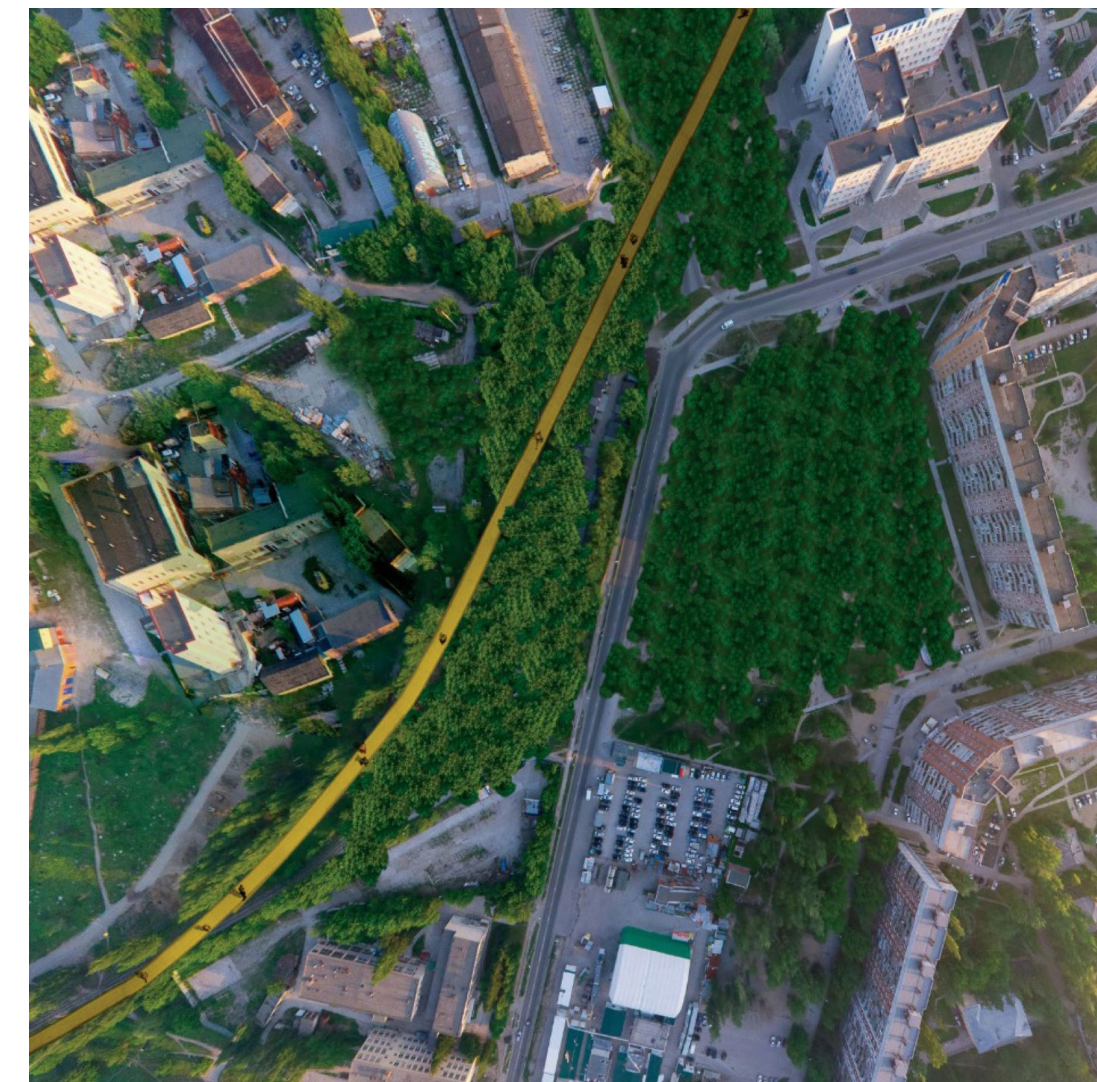
Nível de Corpo Um



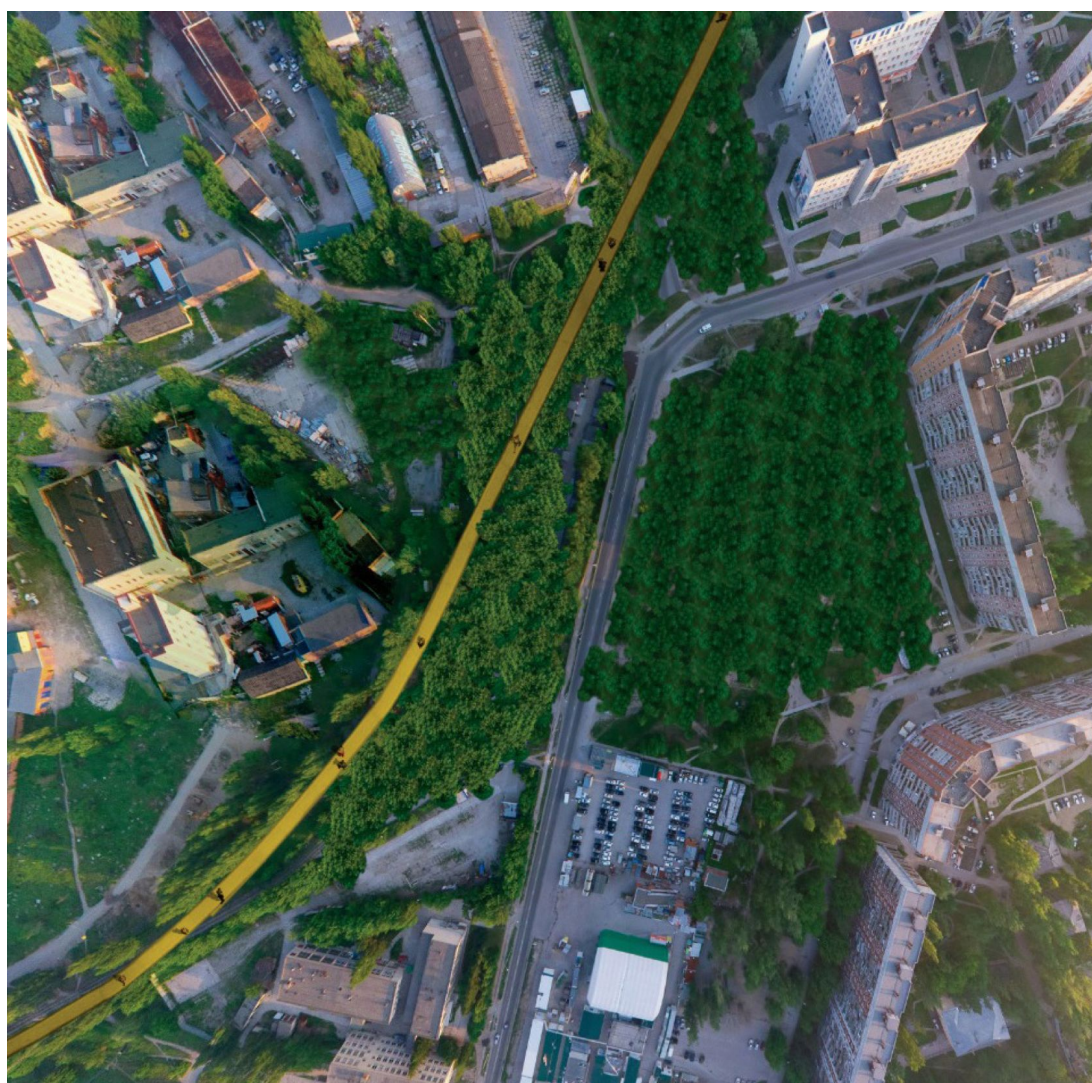
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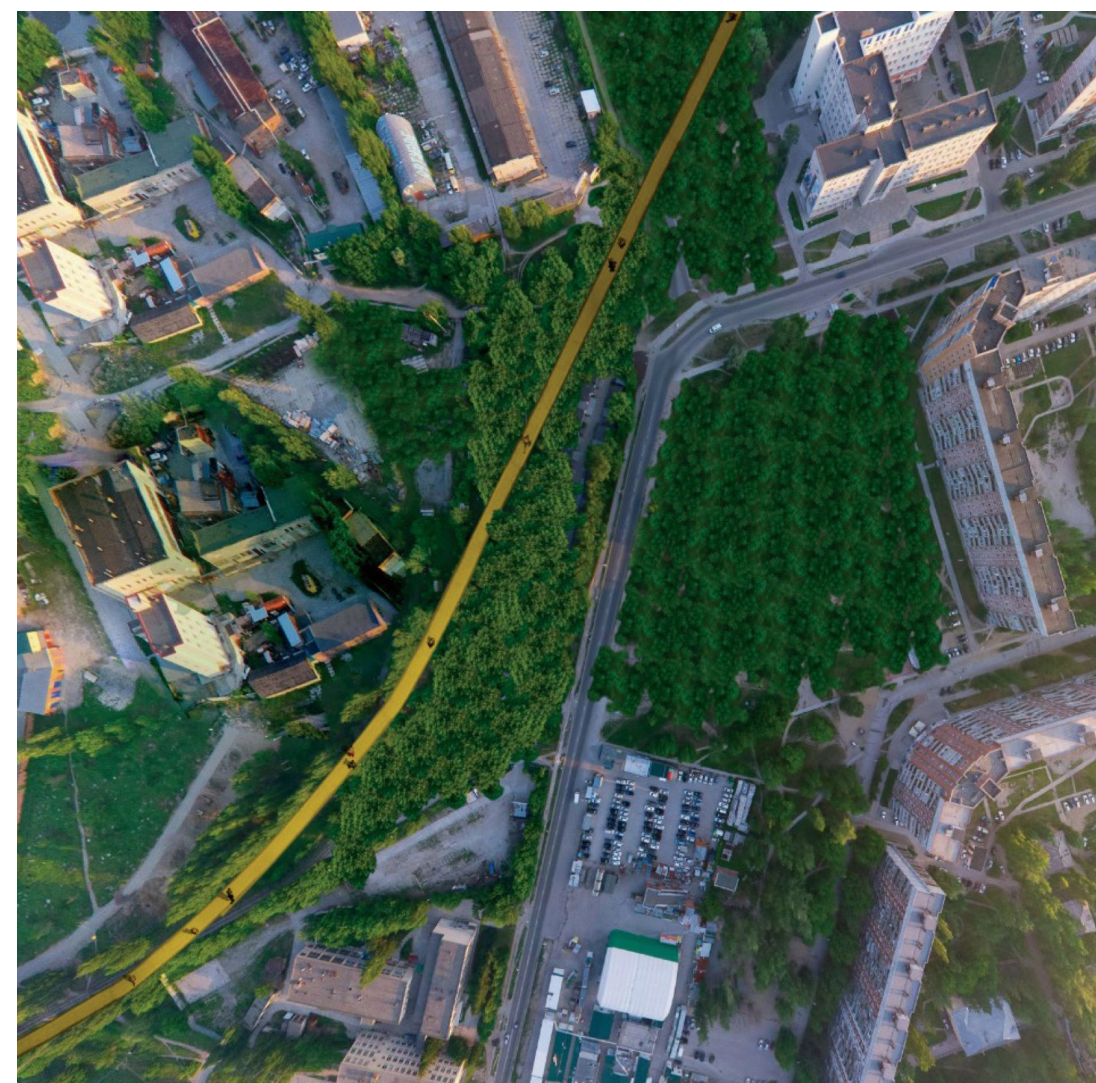
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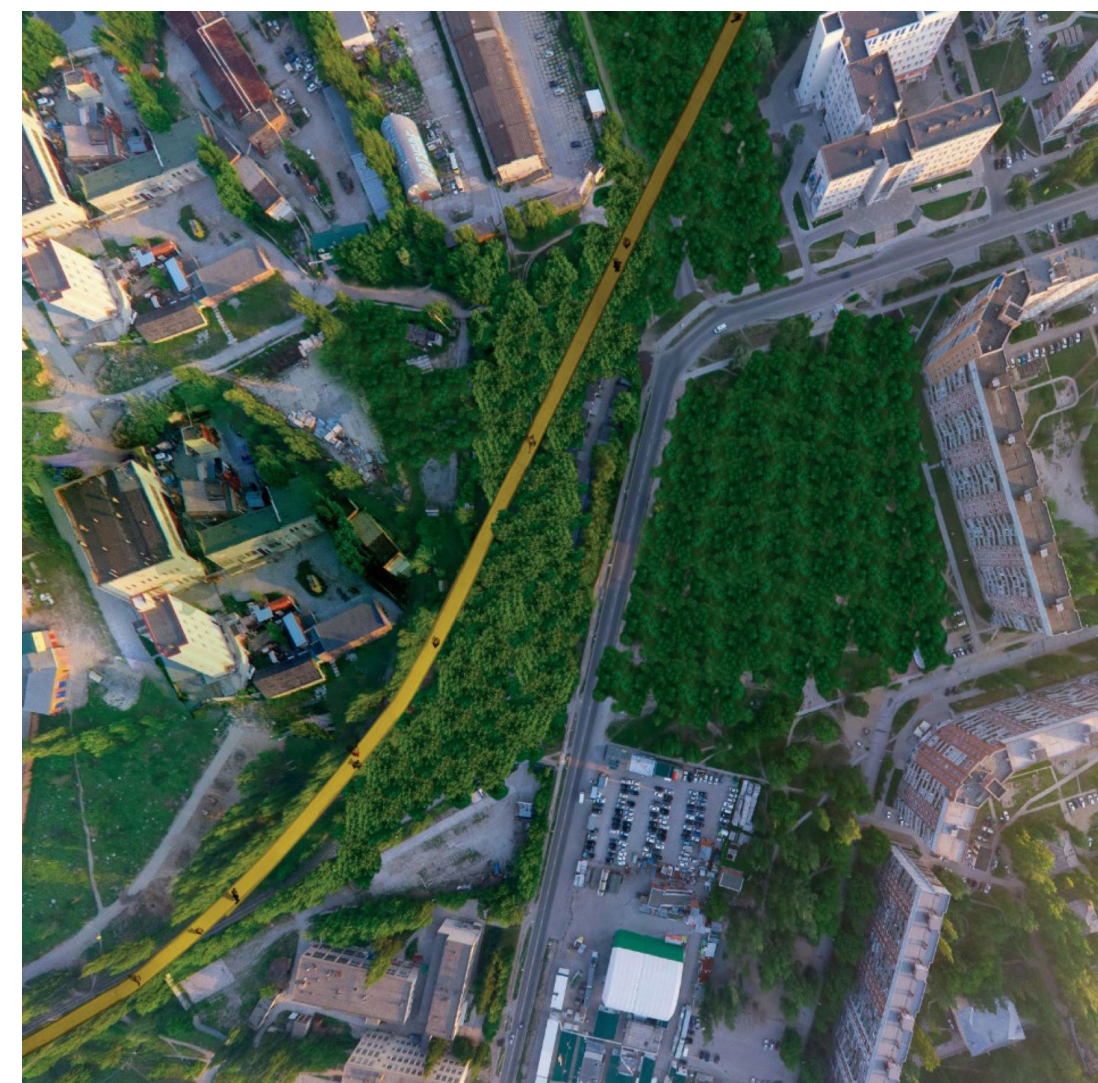
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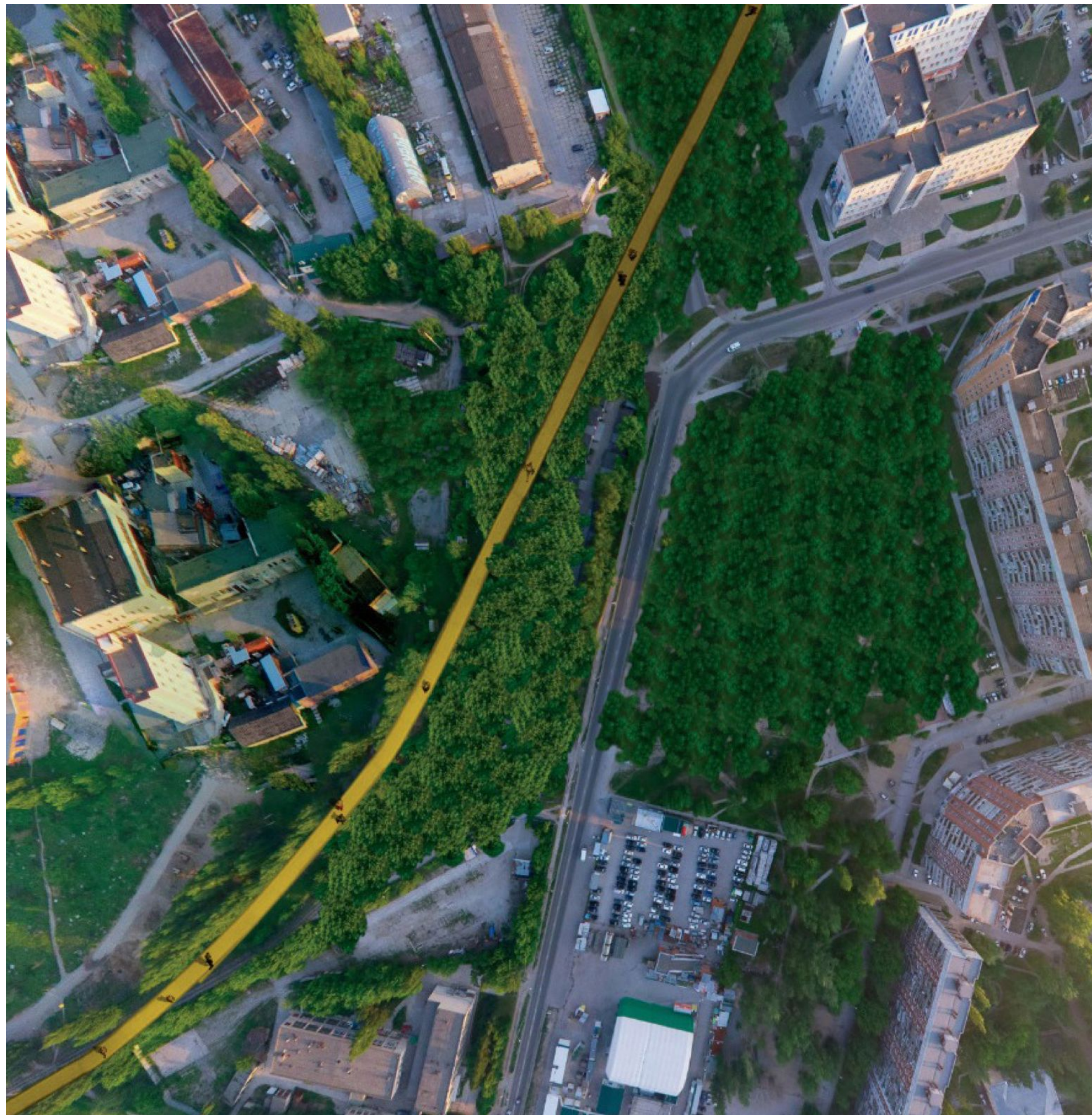
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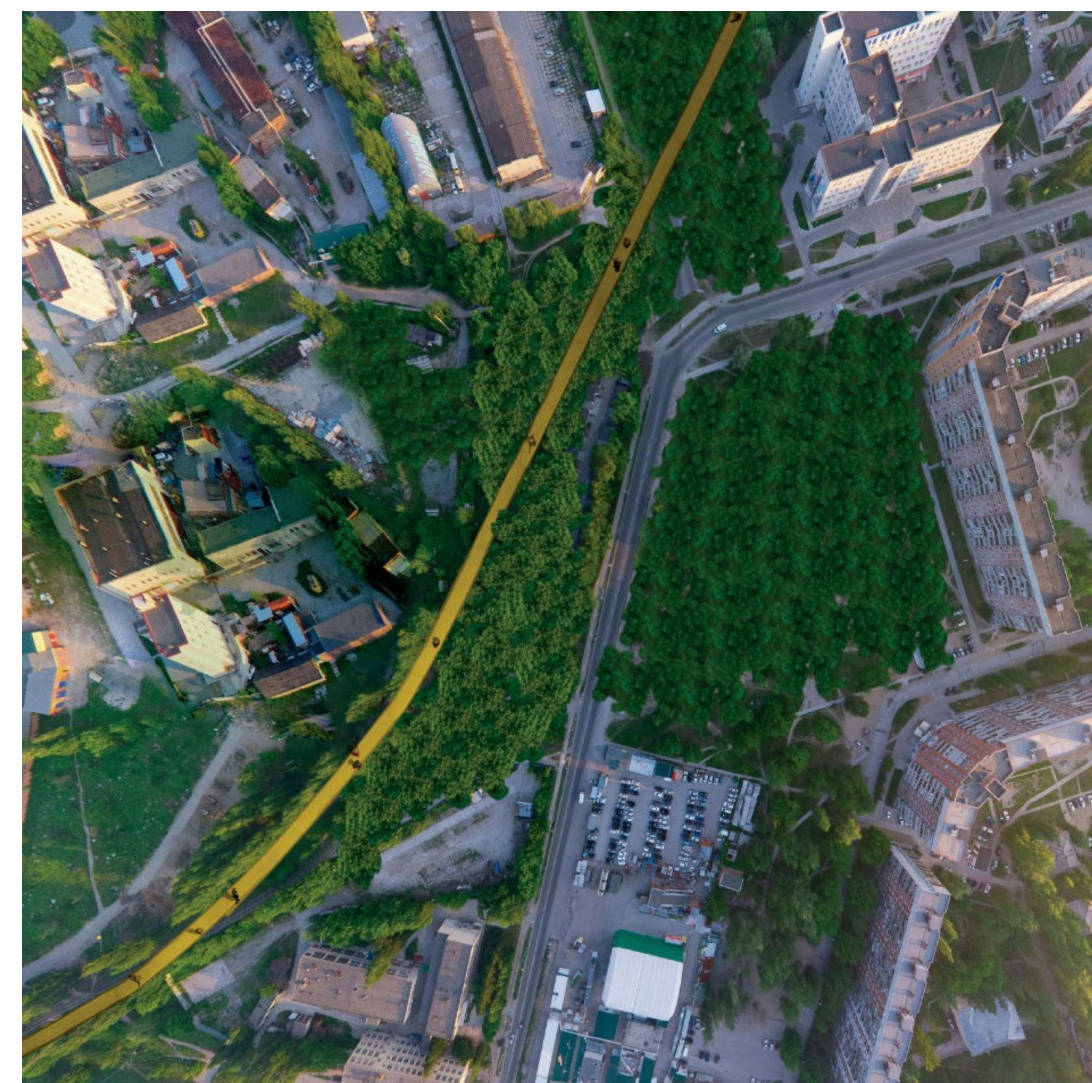
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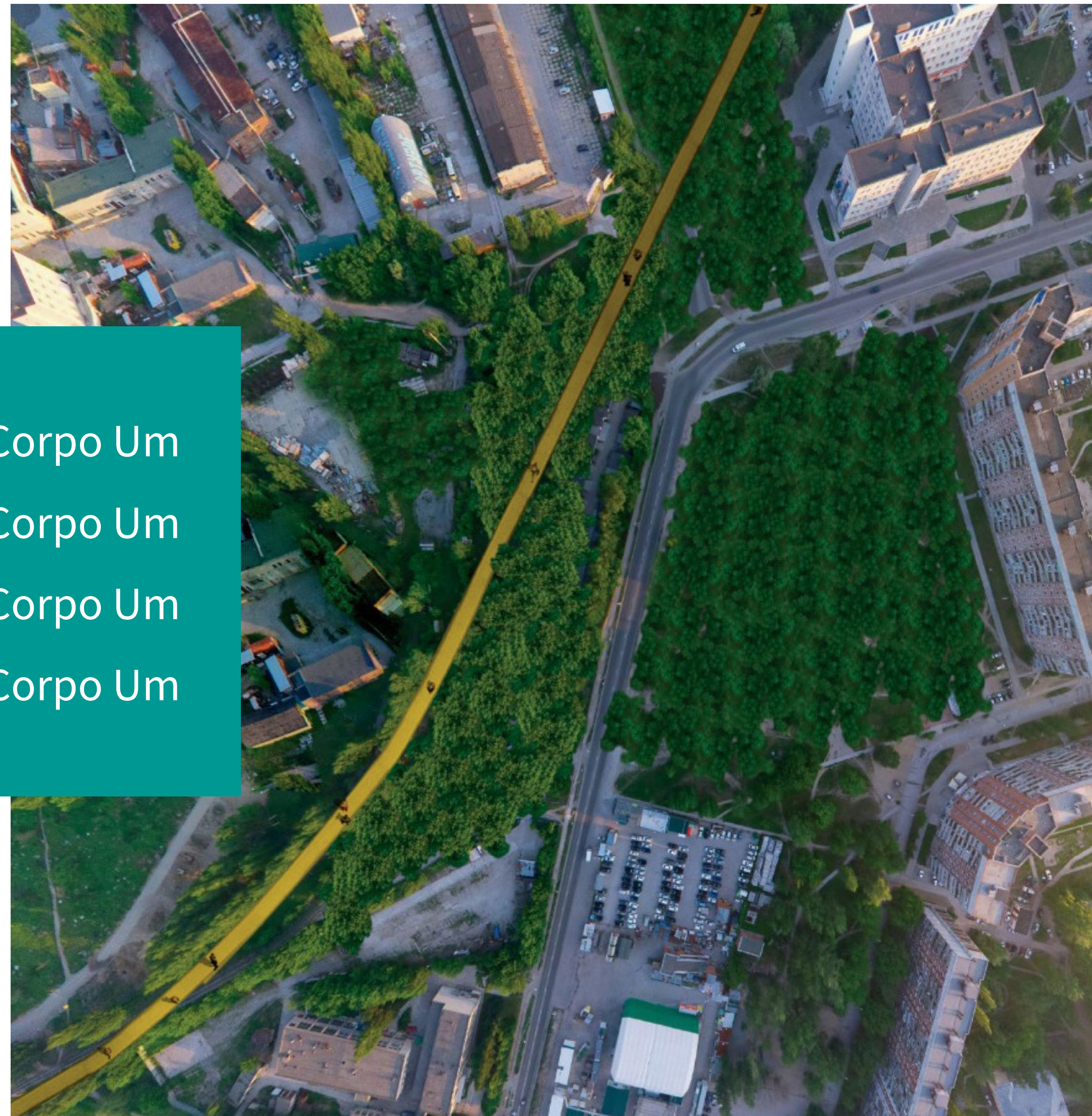
Nível de Corpo Um



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Nível de Corpo Um
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Nível de Corpo Um



An aerial photograph of a city street scene. A yellow path is highlighted along the left side of the road. The scene includes buildings, trees, and a road intersection. A central teal box contains the text "Nível de Corpo Um".

Nível de Corpo Um



URBiNAT

Partner



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