



# Dissemination package: basic set of dissemination material for the project

<b>Leading partner</b>	CES
<b>Type</b>	Report
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<b>Project</b>	Healthy corridor as drivers of social housing neighbourhoods for the co-creation of social, environmental and marketable NBS
<b>Acronym</b>	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

*The content of this report reflects only the authors' view and the European Commission is not responsible for any use that may be made of the information it contains.*

## List of Authors and Reviewers

Authors	Reviewers
Begoña Dorronsoro - CES	José Miguel Lameiras (CIBIO)
Gonçalo Canto Moniz - CES	Beatriz Truta (CIBIO)
Nathalie Nunes - CES	
Contributors	
Tom Mackenzie - ITEMS	

## Document history

Date	Version	Author	Summary of change
25 Nov. 2018	0.1	Begoña Dorronsoro Gonçalo Canto Moniz Nathalie Nunes	First draft
27 Nov. 2018	02	Begoña Dorronsoro Gonçalo Canto Moniz Nathalie Nunes	Prepared for revision

## Fonts

<a href="#">Montserrat</a>	by Julieta Ulanovsky
<a href="#">Source Sans Pro</a>	by Paul D. Hunt

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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.

This 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



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

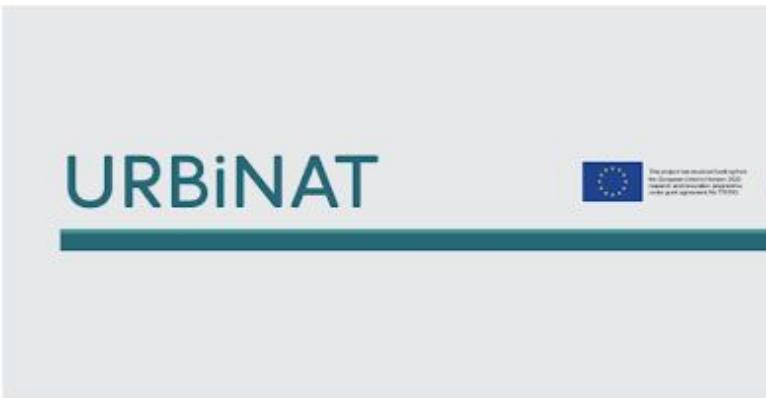
Secondary colors are complementary to our official colors, but are not recognizable identifiers for the brand. Secondary colors should be used sparingly (less than 10 % of the palette in one piece). They can be used to accentuate and support the primary color palette.



### 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.

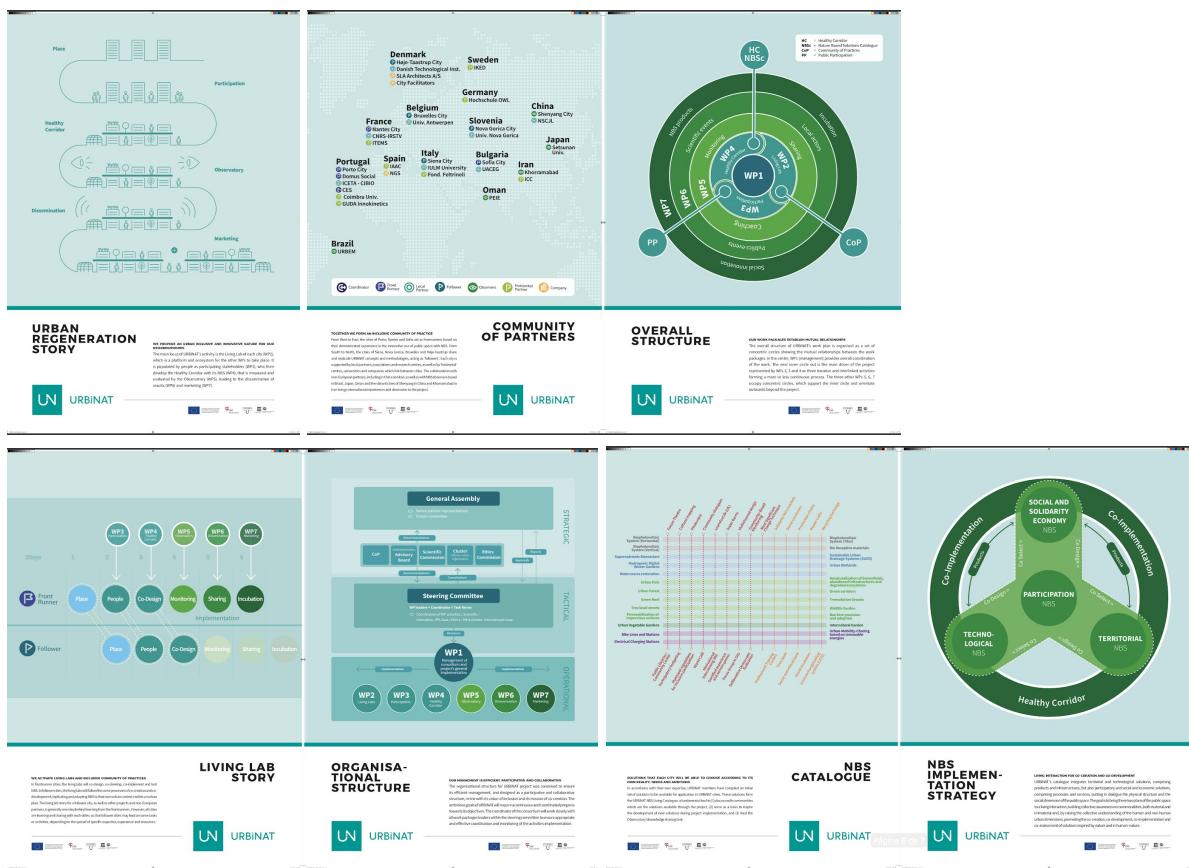
#### **3.3.1. Banner**

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.



### 3.3.3. Other Poster -Signage



### 3.3.4. Table Band



The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 770763.

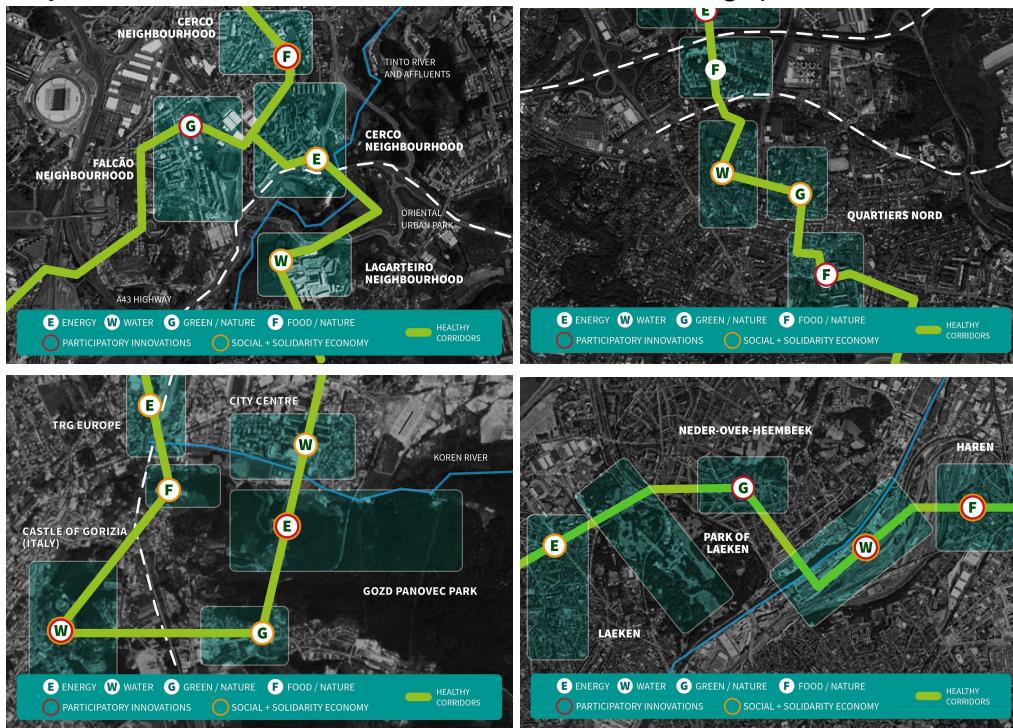
CBS  
CITY OF COIMBRA  
UNESCO

### 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, from Google maps, of each of the seven partner cities, with a previous hypothetical allocation of NBS. They are intended to simulate the final result of the co-design process.





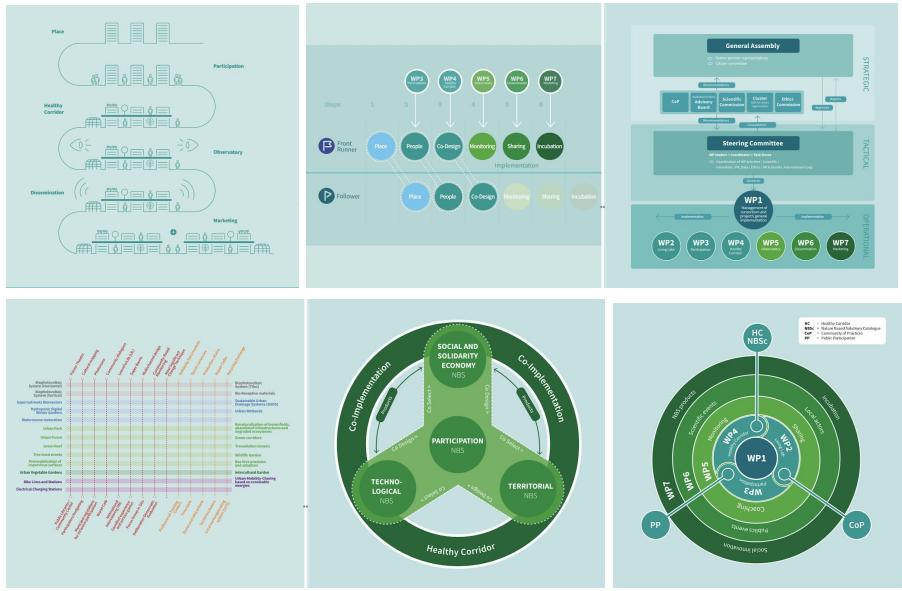
### 3.3.5.2. Partners Map

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

URBiNAT UN



### 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.

**N°1 - June to August 2018**

First of all, welcome back, from your holiday or just from the week-end. Maybe you've opened your mailbox and are happy to have some news from your favorite URBiNAT project.

**- Inside -**  
the internal newsletter

**N°1 - June to August 2018**

First of all, welcome back, from your holiday or just from the week-end. Maybe you've opened your mailbox and are happy to have some news from your favorite URBiNAT project.

**-:-: General Overview :-:-:**

Overall, the last 3 months have been spent launching the project and building the bases :

**Focus**

**Focus on Bascamp**

All partners are progressively added for access.  
Online training support is provided by Items : contact Tom Mackenzie (ITEMS) or Bergita Domonkos (CSES). If you need some support, you can also contact us via the following address : [urbinat@itemsmail.com](mailto:urbinat@itemsmail.com)

**D1.6 Guide/Manual on preliminary ethical guidelines**

Content : an analysis of the legal framework and a set of guidelines to be followed in order to comply with ethics.

## 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

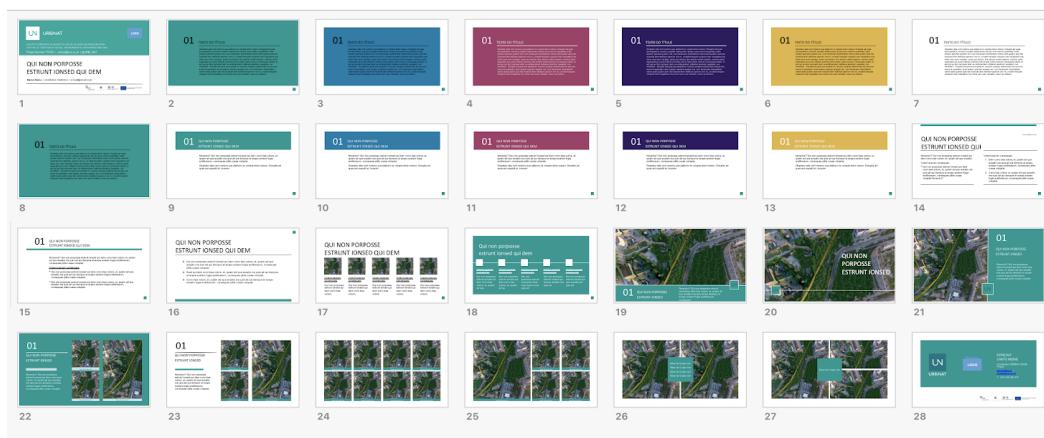
The URBiNAT project was already presented in several events giving the possibility to test the communication of the main topics according to different audiences. The Official PPT presentation described below is the large version. This presentation is also the support for a video that is accessible in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

[https://www.youtube.com/channel/UCB6pCRpzLEFVhEPOl0gITKg?view\\_as=subscriber](https://www.youtube.com/channel/UCB6pCRpzLEFVhEPOl0gITKg?view_as=subscriber)



## 3.4.2. URBiNAT PPT Template

The URBiNAT template offers the partners to develop presentation with the URBiNAT visual identity. Link for the [template](#)



### **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](http://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	<a href="https://www.linkedin.com/company/18794910/admin/updates/">https://www.linkedin.com/company/18794910/admin/updates/</a>
Slide Share	Sharing of slide presentations	<a href="https://www.slideshare.net/URBi_NAT">https://www.slideshare.net/URBi_NAT</a>

### **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

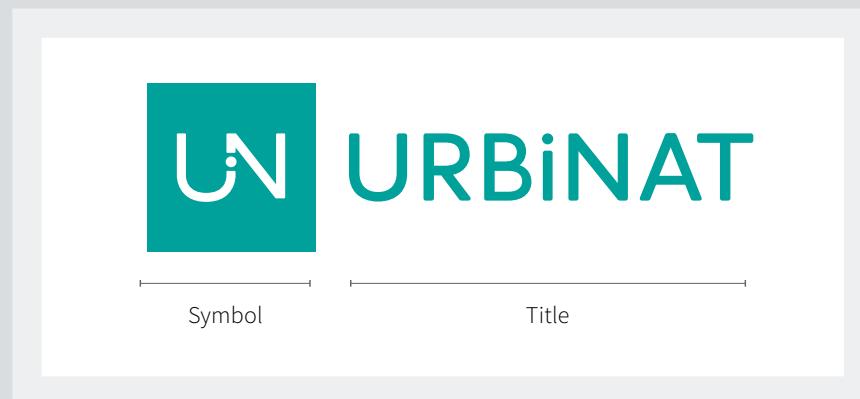


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776783.

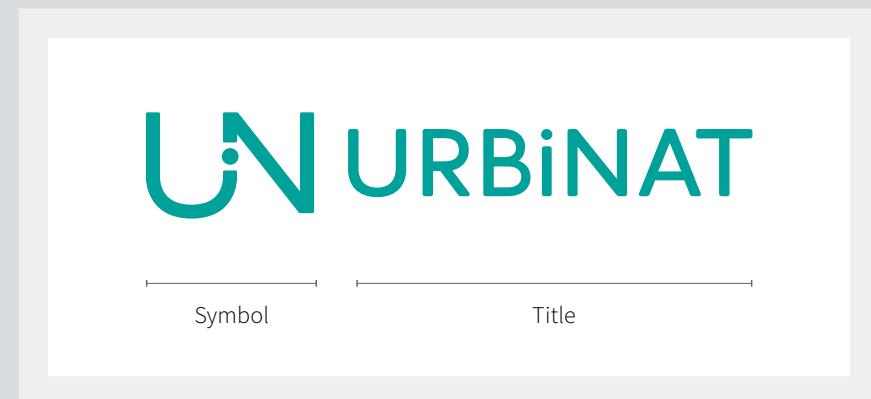


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## 1. LOGO



**LOGO - STANDARD VERSION 1**



**LOGO - STANDARD VERSION 2**

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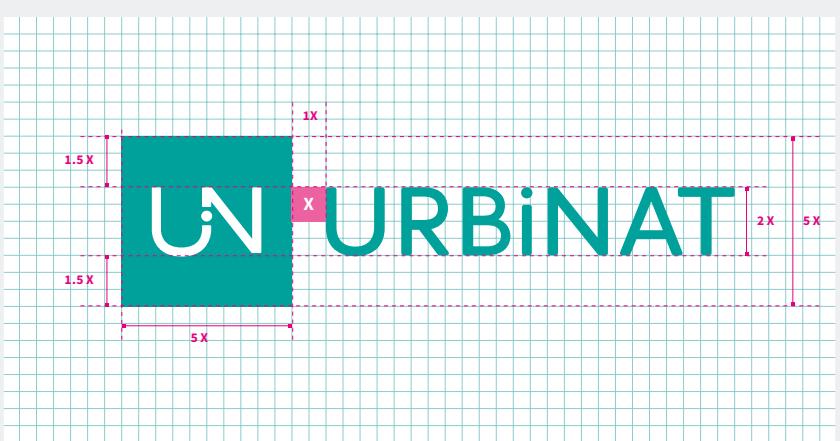
## 2. VERTICAL LOGO



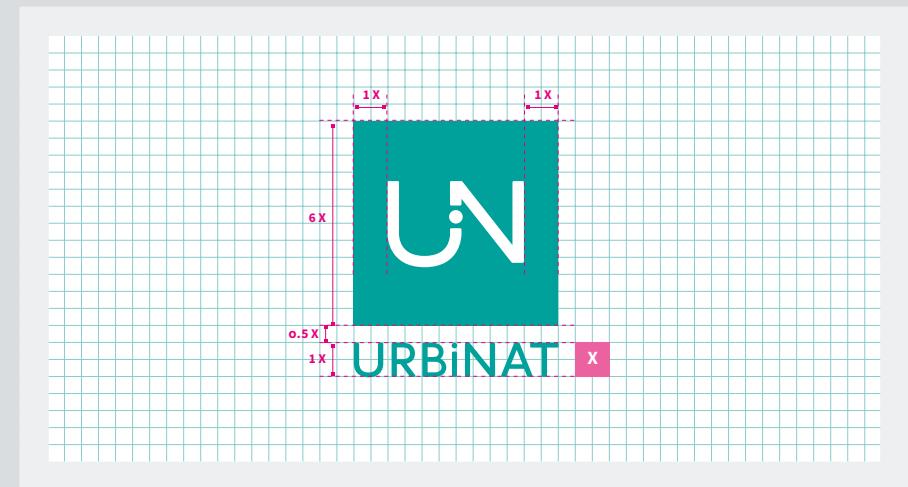
**LOGO - STANDARD  
VERTICAL VERSION**

### 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



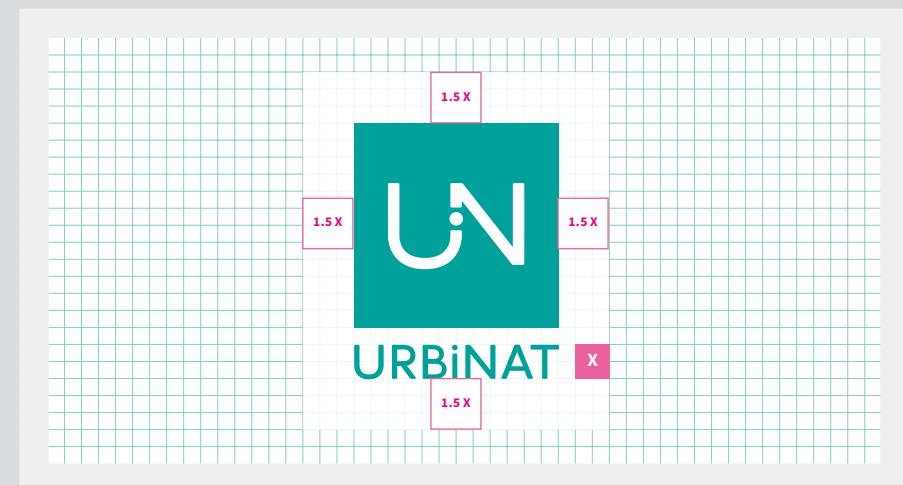
VERTICAL VERSION

## 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

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 ~ ! @ # \$ % ^ & \* ( ) \_ + } { " : ? > <

DOWNLOAD  
[WWW.FONTSCIRREL.COM/  
FONTS/MONTserrat](http://WWW.FONTSCIRREL.COM/FONTS/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.

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 ~ ! @ # \$ % ^ & \* ( ) \_ + } { " : ? > <

## 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 ~ ! @ # \$ % ^ & \* ( ) \_ + } { " : ? > <

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

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 ~ ! @ # \$ % ^ & \* ( ) \_ + } { " : ? > <

## 8. TYPOGRAPHY

### TEXT AND INTERNAL HIGHLIGHTS

#### Legend

Source Sans  
Pro Regular  
Size 7pt

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#### 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 asinete etur mo mo que nim qui dolor aliquae molum restium solorposam net volupta tuscit endaect ustruptature ventem natius rehenti anditia spitatur accaest ectatur, sincitate 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 UAECUS, 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

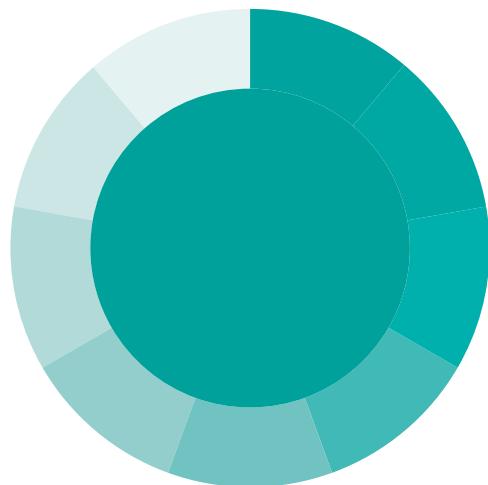
#### Big title

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.

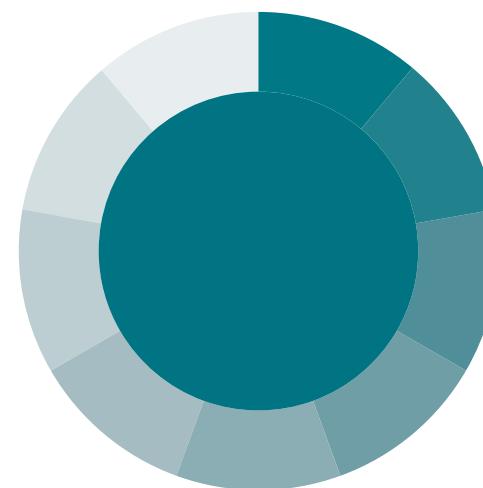


**LIGHT GREEN**

-

### 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



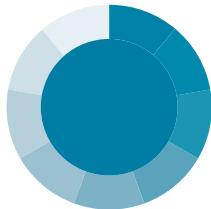
**GRADIENT**



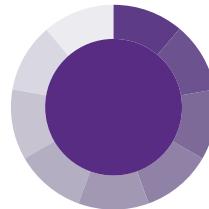
**GRADIENT**

## 10. SECONDARY COLOURS

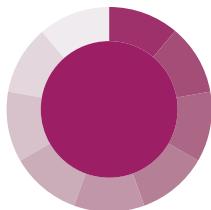
Secondary colors are complementary to our official colors, but are not recognizable identifiers for the brand. Secondary colors should be used sparingly (less than 10 % of the palette in one piece). They can be used to accentuate and support the primary color palette.



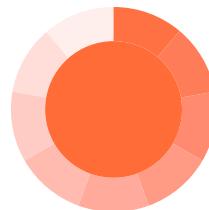
CMYK : C100 M023 Y025 K008  
Pantone : 314C  
RGB : R000 G128 B163  
Web : #0080A3



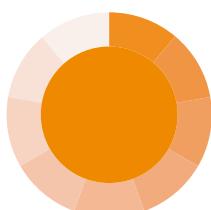
CMYK : C081 M096 Y005 K000  
Pantone : 268C  
RGB : R089 G044 B131  
Web : #592C83



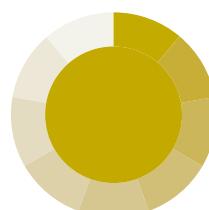
CMYK : C036 M097 Y023 K013  
Pantone : 7648C  
RGB : R158 G023 B102  
Web : #9E2166



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

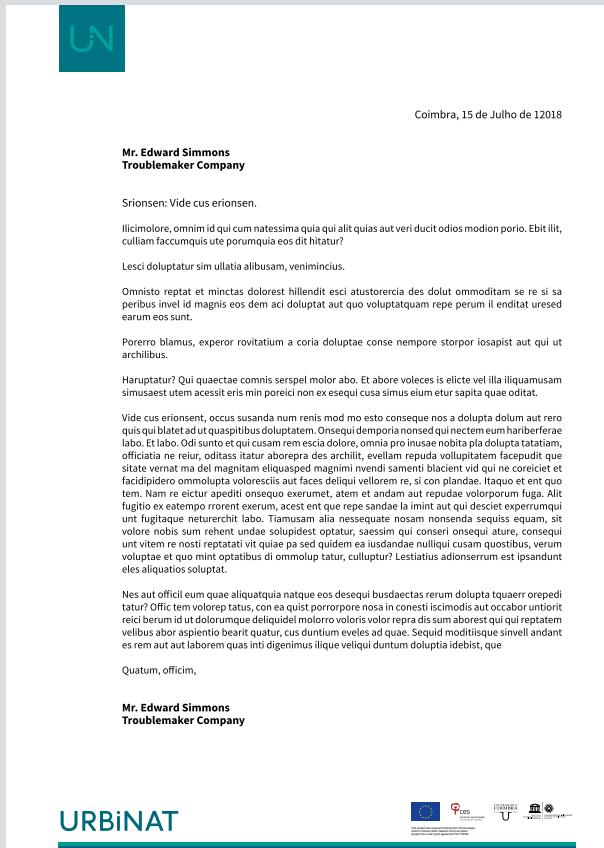
**Format**  
85 x 55 mm

**Paper**  
300g/m Uncoated  
white

**Print**  
CMYK



**BUSINESS CARD**



## SPECIFICATIONS

### Format

297 x 210mm - A4

### Paper

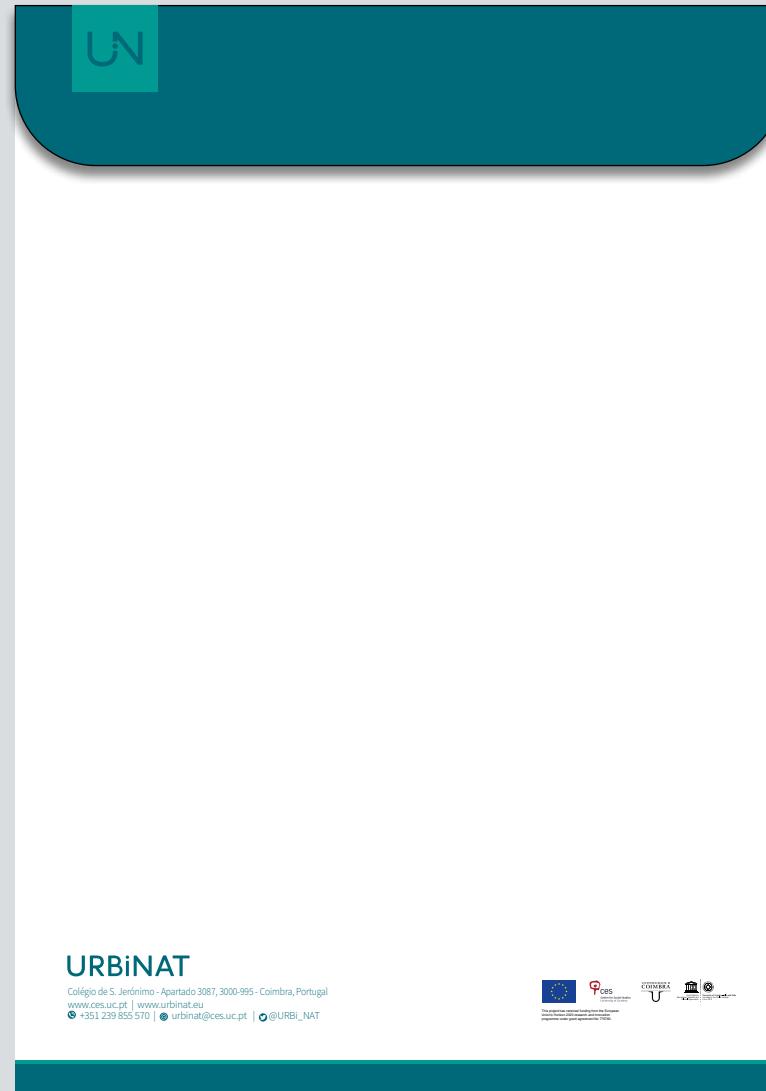
120g/m Uncoated  
white

### Print

Offset - CMYK



# STATIONERY

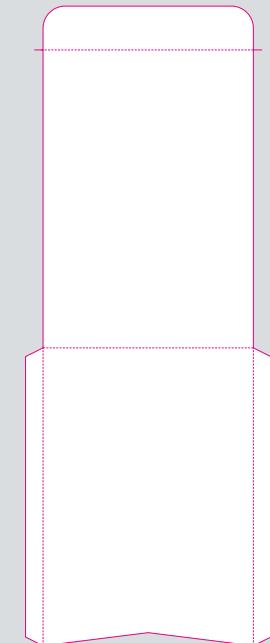


## SPECIFICATIONS

**Format**  
210 x110mm

**Paper**  
120g/m Uncoated  
white

**Print**  
Offset - CMYK



# BUSINESS ENVELOPE

## SPECIFICATIONS

### Format

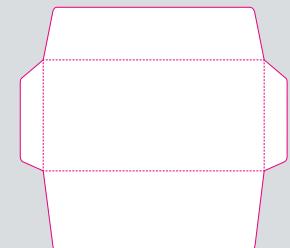
210 x110mm

### 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](http://www.ces.uc.pt) | [www.urbinat.eu](http://www.urbinat.eu)

📞 +351 239 855 570 | 📩 urbinat@ces.uc.pt | 📱 @URBi\_NAT



Centre for Social Studies  
University of Coimbra



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# 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

# 01

## TEXTO DO TÍTULO

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Oluptatur alia corit molorro que plaborro te volupta dolut volesci. Doluptis ad quas aut expedit et, inuscim uscipsa velesciuntur ad que eos event et quasitatur aciet autatur eperiant quatem est, cum facidusam dolendebist velent assit quatior aute lab inctectat dem debitum aperum non re, ut eatet haruptis volupicto tota voluptatios nos inime vero eum nectatur, exero qui dolorio. Em estrum nulleni aspere, volorem nobit experspid qui sunto millesti untiuntor sed et latet volent exerum consequas eatisit, ut aut qui qui tem remquisi dest, ex estibuscidem dollamet elestiost, quaspiet, cus vereritem. Doluptis ad quas aut expedit et, inuscim uscipsa velesciuntur ad que eos event et quasitatur aciet autatur eperiant quatem est, cum facidusam dolendebist velent assit quatior aute lab inctectat dem debitum aperum non re, ut eatet haruptis volupicto tota voluptatios nos inime vero eum nectatur, exero qui dolorio.

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

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Volent exerum consequas:

- Qui non porposse estrunt ionsed qui dem corro bea volore, et, quiam ad que aceatio ma quis ad qui dempos et acepe eostem fugia editiossum, consequae plitis cusae voluptat. Nonectur?

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  2. Corro bea volore, et, quiam ad que aceatio ma quis ad qui dempos et acepe eostem fugia editiossum, consequae plitis cusae voluptat.
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# 01 QUI NON PORPOSSE ESTRUNT IONSED QUI DEM

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

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- Qui non porposse estrunt ionsed qui dem 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 corro bea volore, et, quiam ad que aceatio ma quis ad qui dempos et acepe eostem fugia enditiossum, consequae plitis cusae voluptat.

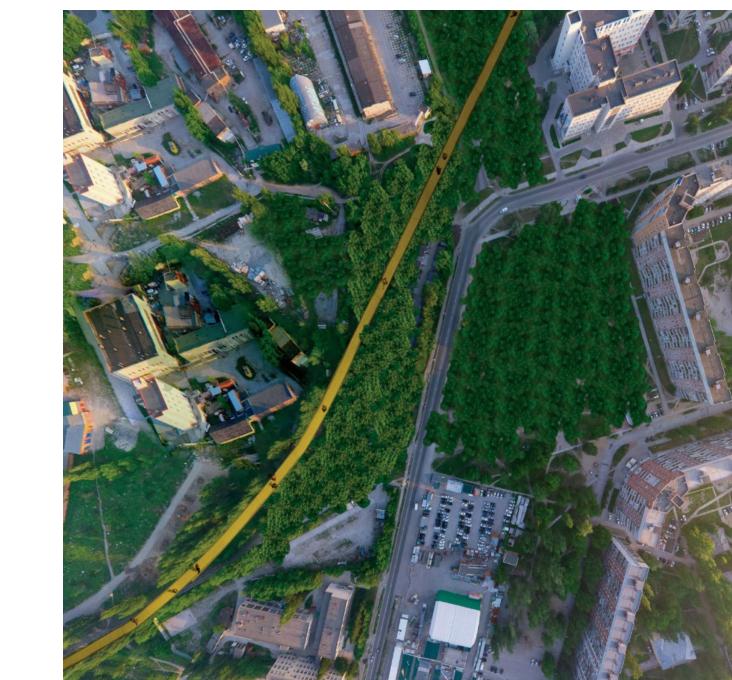
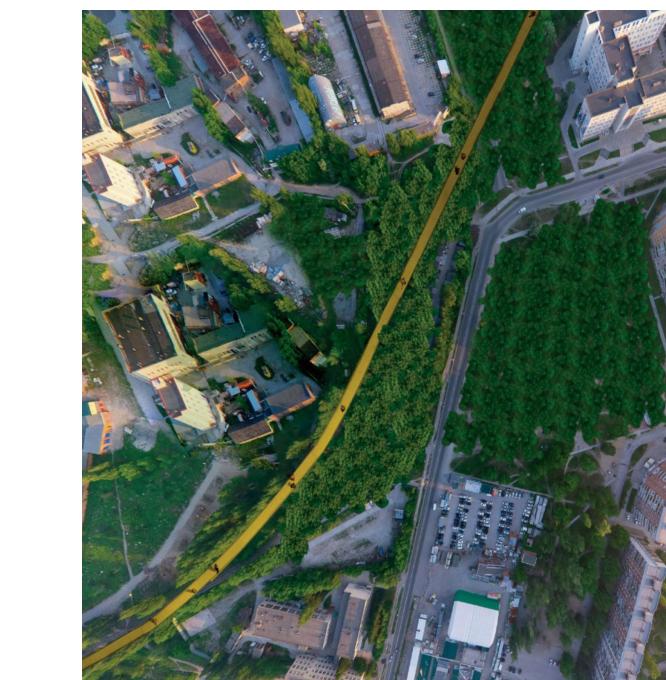
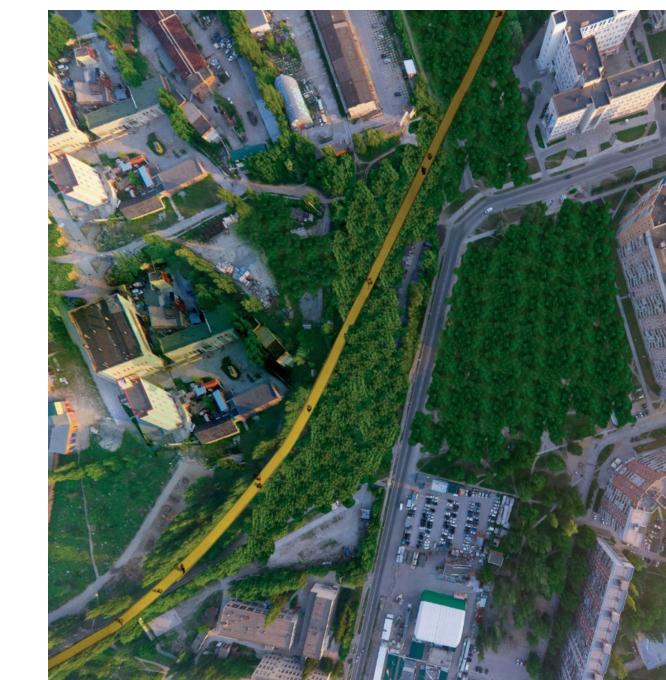
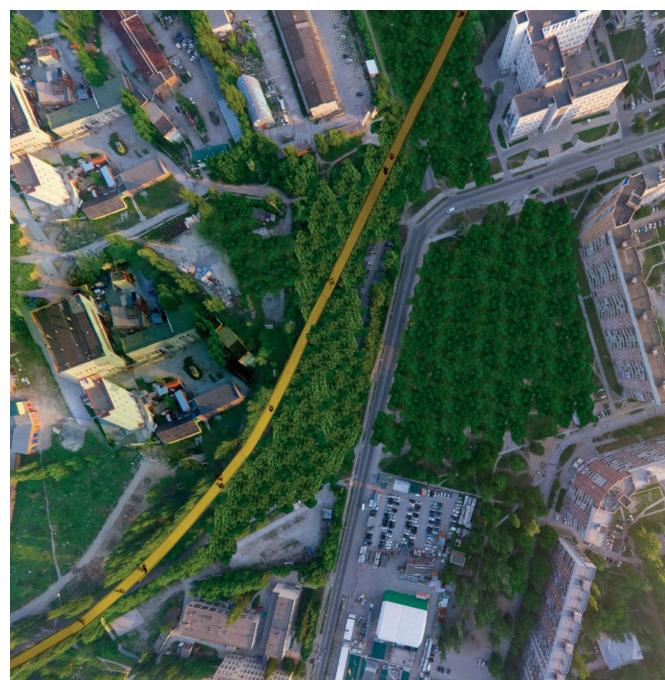
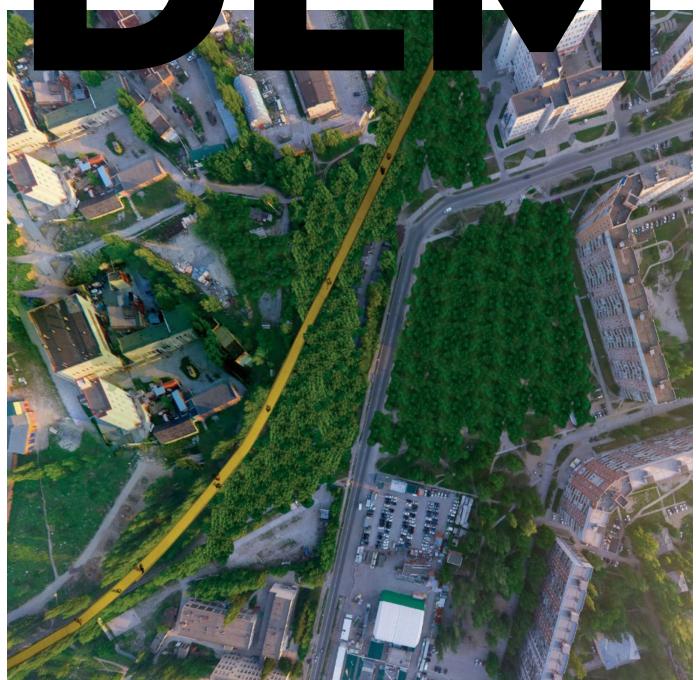
# QUI NON PORPOSSE ESTRUNT IONSED QUI

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## DEM

- Qui non porposse estrunt ionsed qui dem corro bea volore, et, quam ad que aceatio ma quis ad qui dempos et acepe eostem fugia enditiossum, consequae plitis cusae voluptat.
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- Corro bea volore, et, quam ad que aceatio ma quis ad qui dempos et acepe eostem fugia enditiossum, consequae plitis cusae voluptat.

# QUI NON PORPOSSE ESTRUNT IONSED QUI DEM



## **Volent exerum consequas:**

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## **Volent exerum consequas:**

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estrunt ionsed qui  
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vodore,

## **Volent exerum consequas:**

Qui non porposse  
estrunt ionsed qui  
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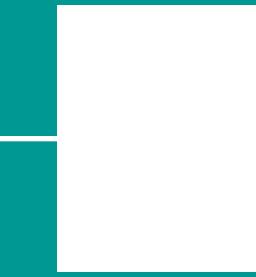
## **Volent exerum consequas:**

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## **Volent exerum consequas:**

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## Volent exerum consequas:

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volore, et, quiam  
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## Volent exerum consequas:

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estrunt ionsed qui  
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## Volent exerum consequas:

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estrunt ionsed qui  
que aceatio ma quis  
ad

An aerial photograph of a city during sunset or sunrise, showing a mix of urban development and green spaces. In the center, there is a large, dense area of green trees and bushes. To the left, several modern buildings with flat roofs are visible, along with some smaller structures and parking lots. To the right, there are more buildings, including a prominent one with a blue roof and a long, low-profile building. The overall scene is a blend of nature and urban architecture.

01

## QUI NON PORPOSSE ESTRUNT IONSED

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



Qui non  
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# 01

## QUI NON PORPOSSE ESTRUNT IONSED

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estrunt ionsed qui dem corro bea  
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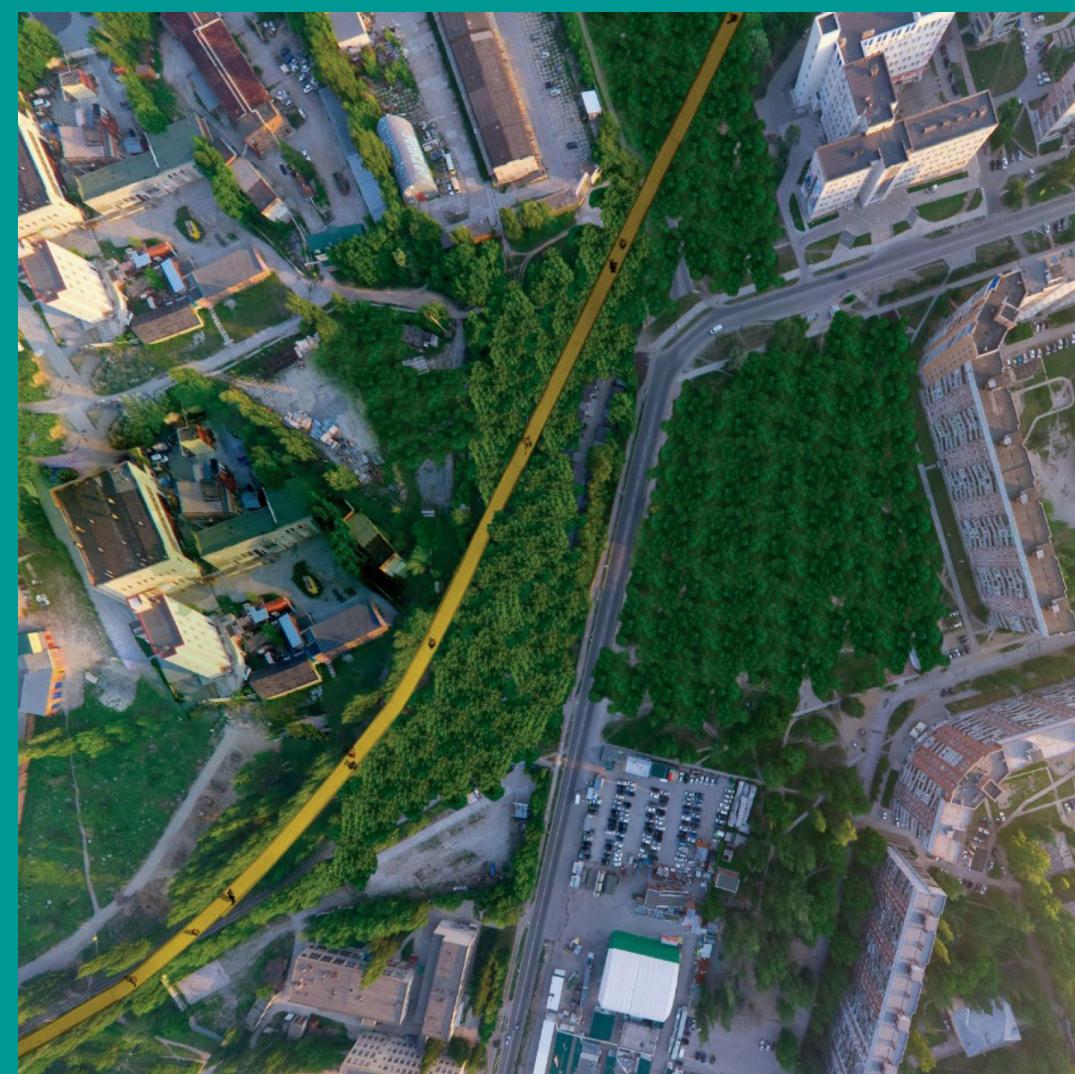
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## QUI NON PORPOSSE ESTRUNT IONSED

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



Nível de Corpo Um



Nível de Corpo Um

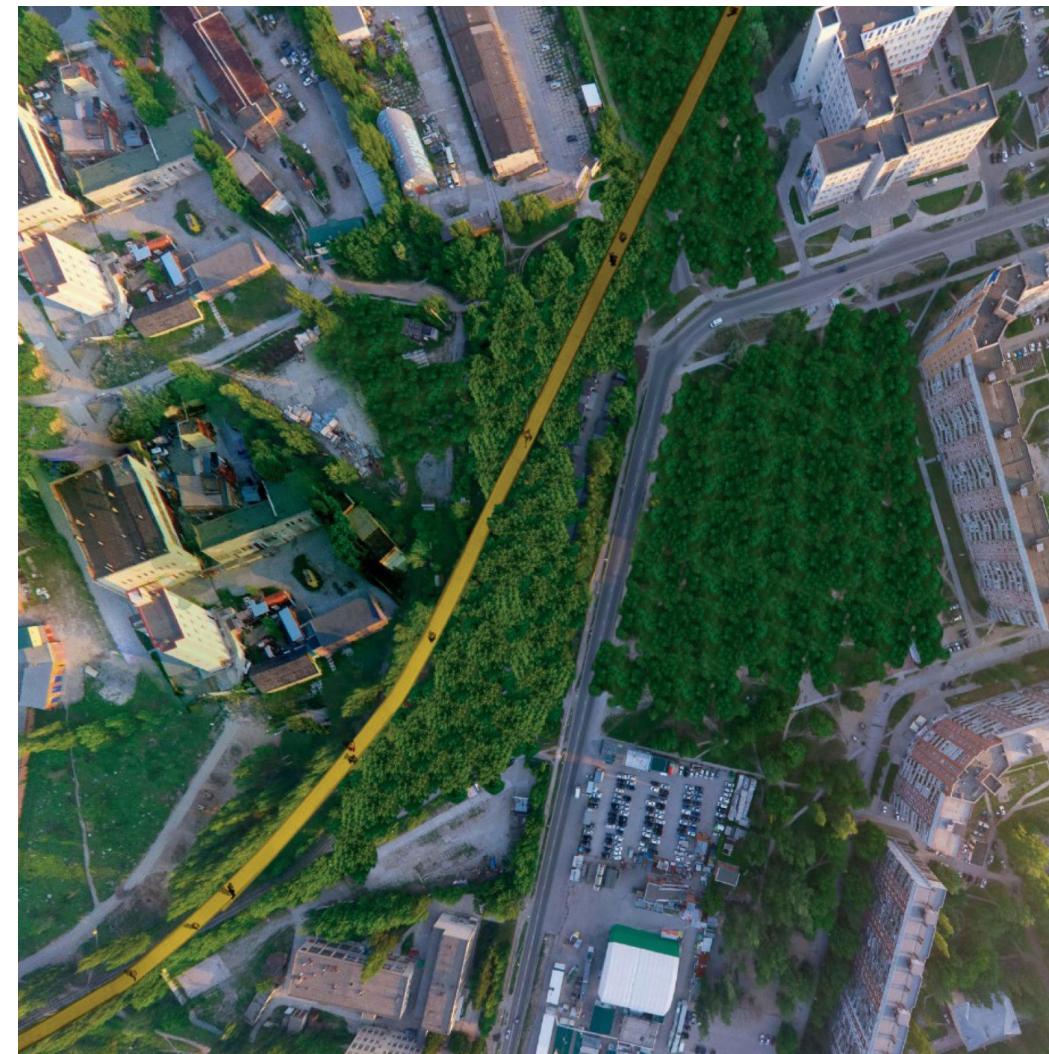


Nível de Corpo Um

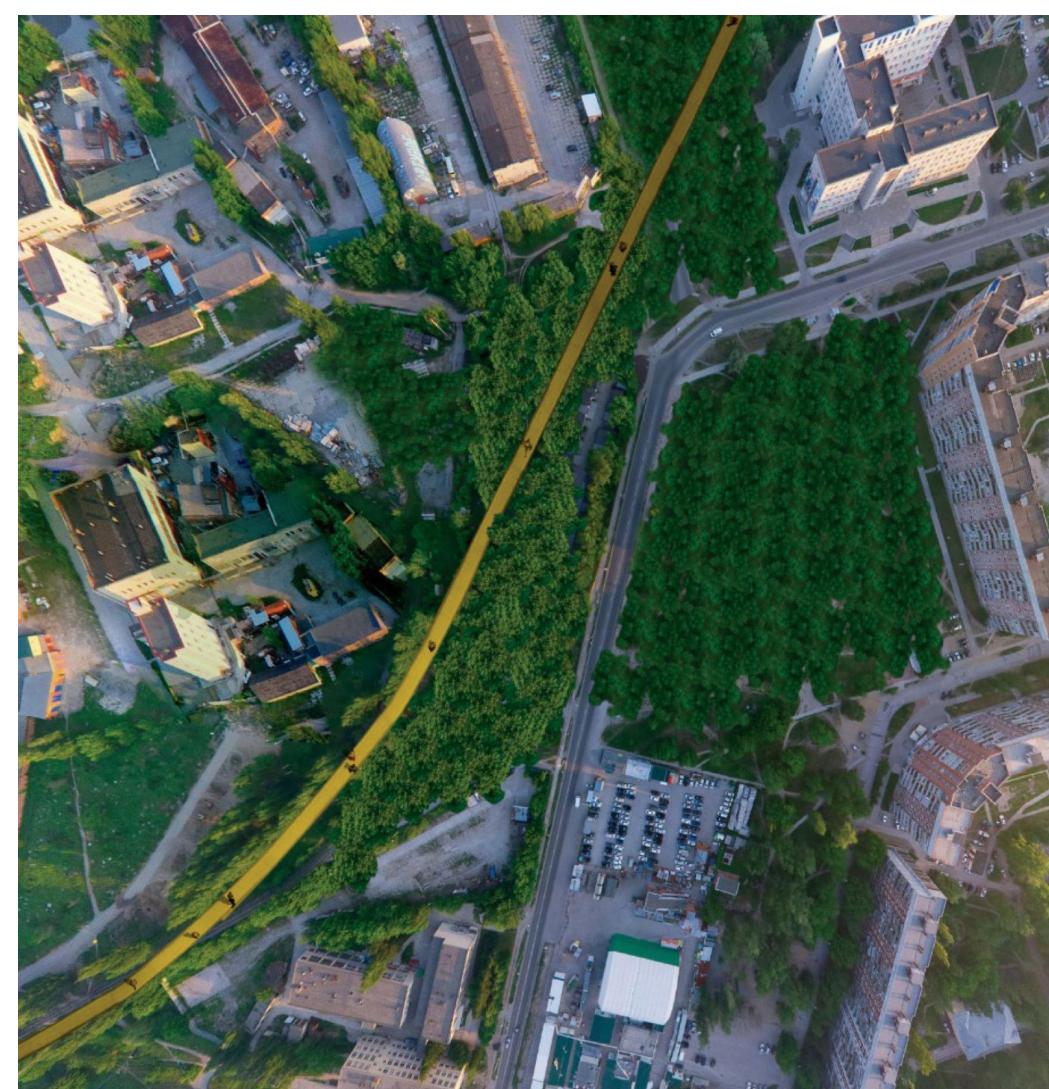
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## QUI NON PORPOSSE ESTRUNT IONSED

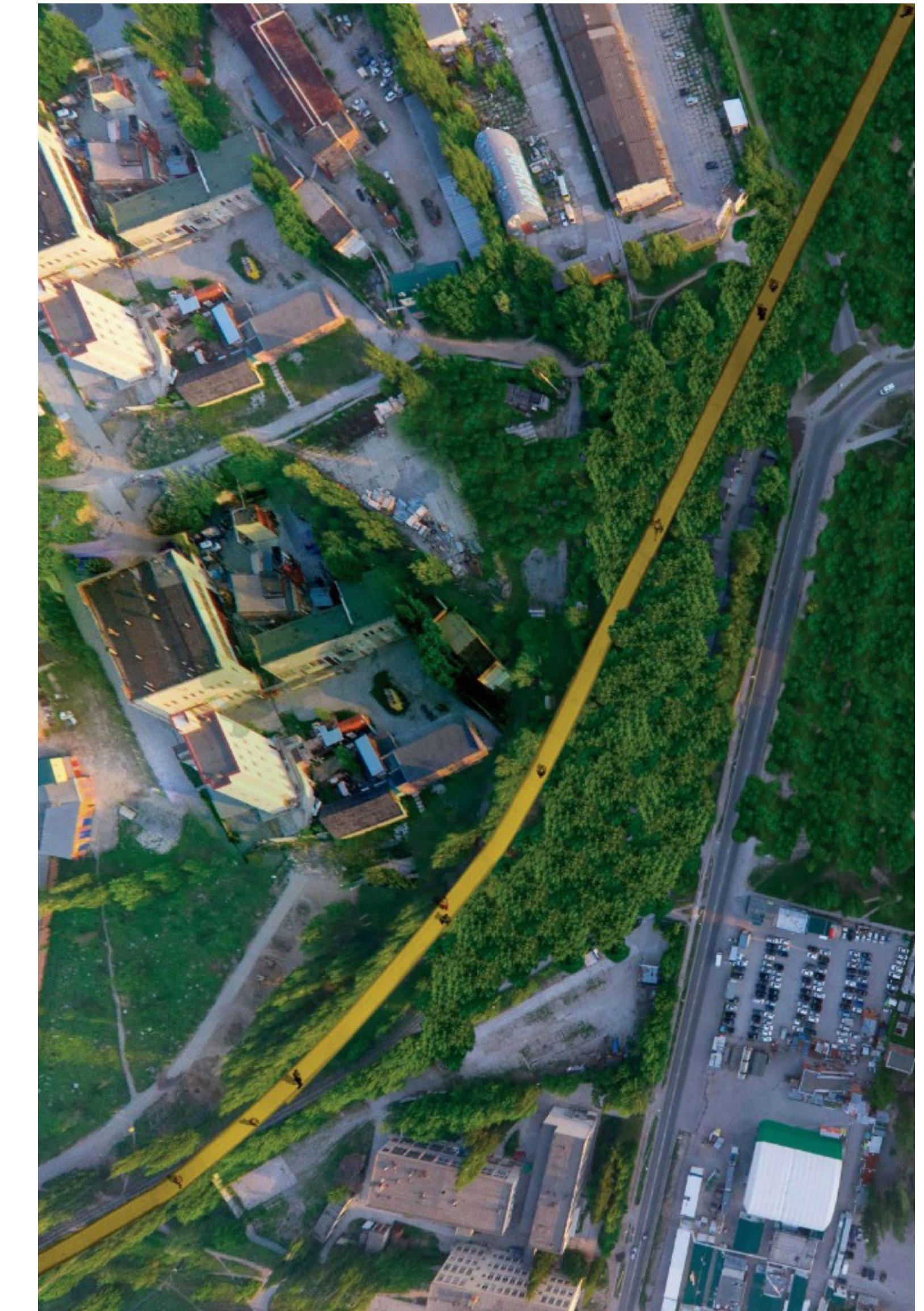
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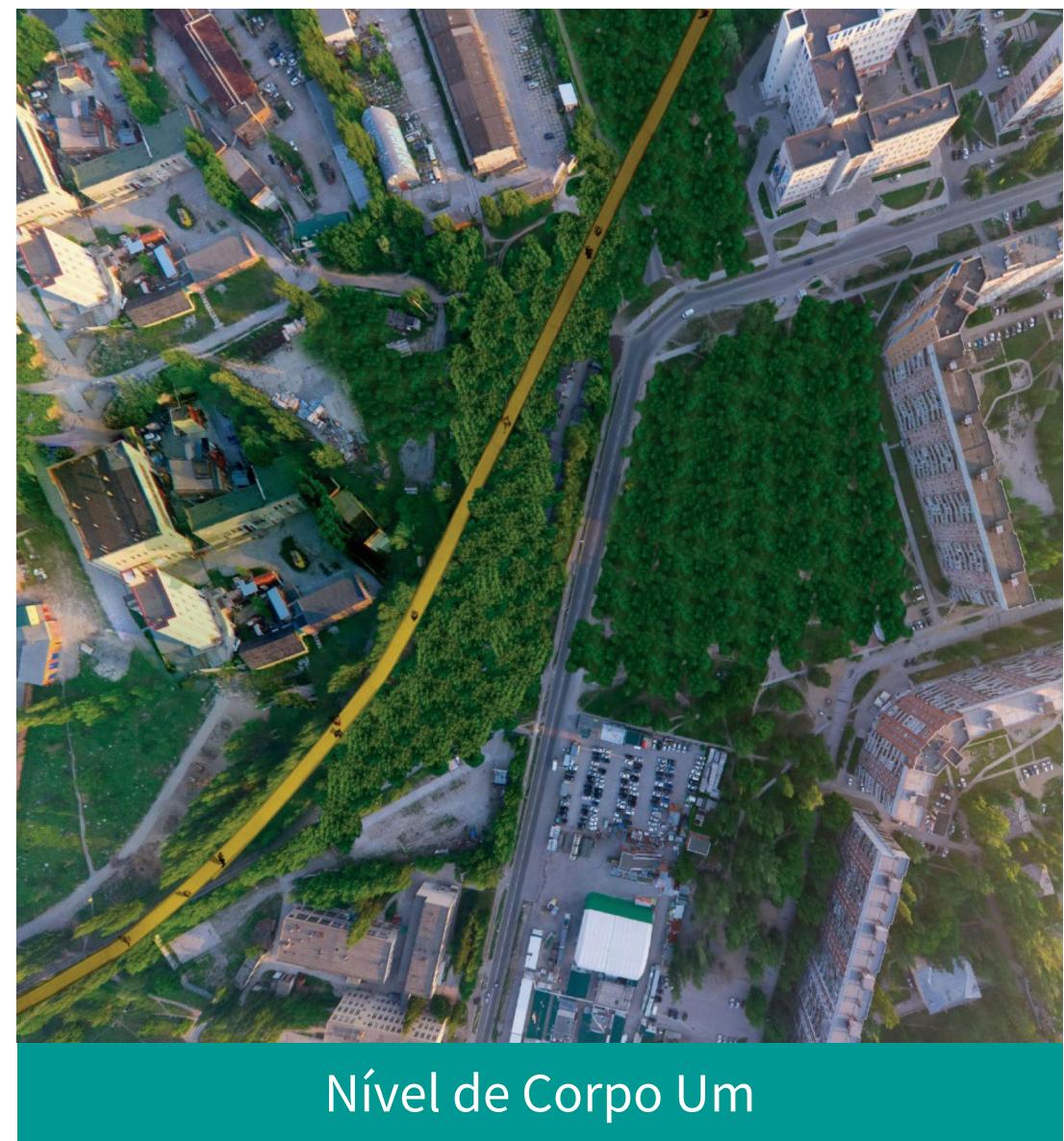
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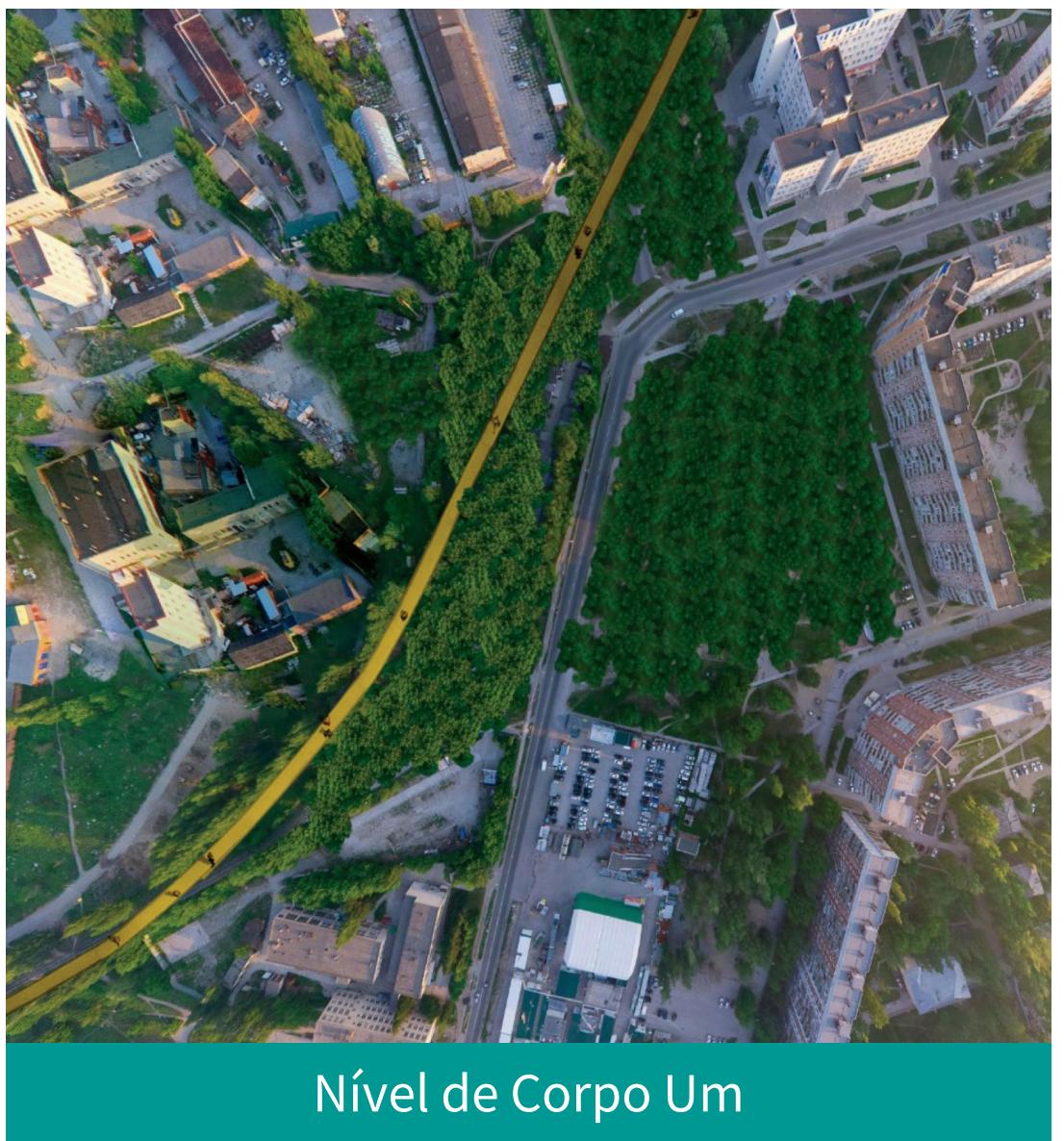
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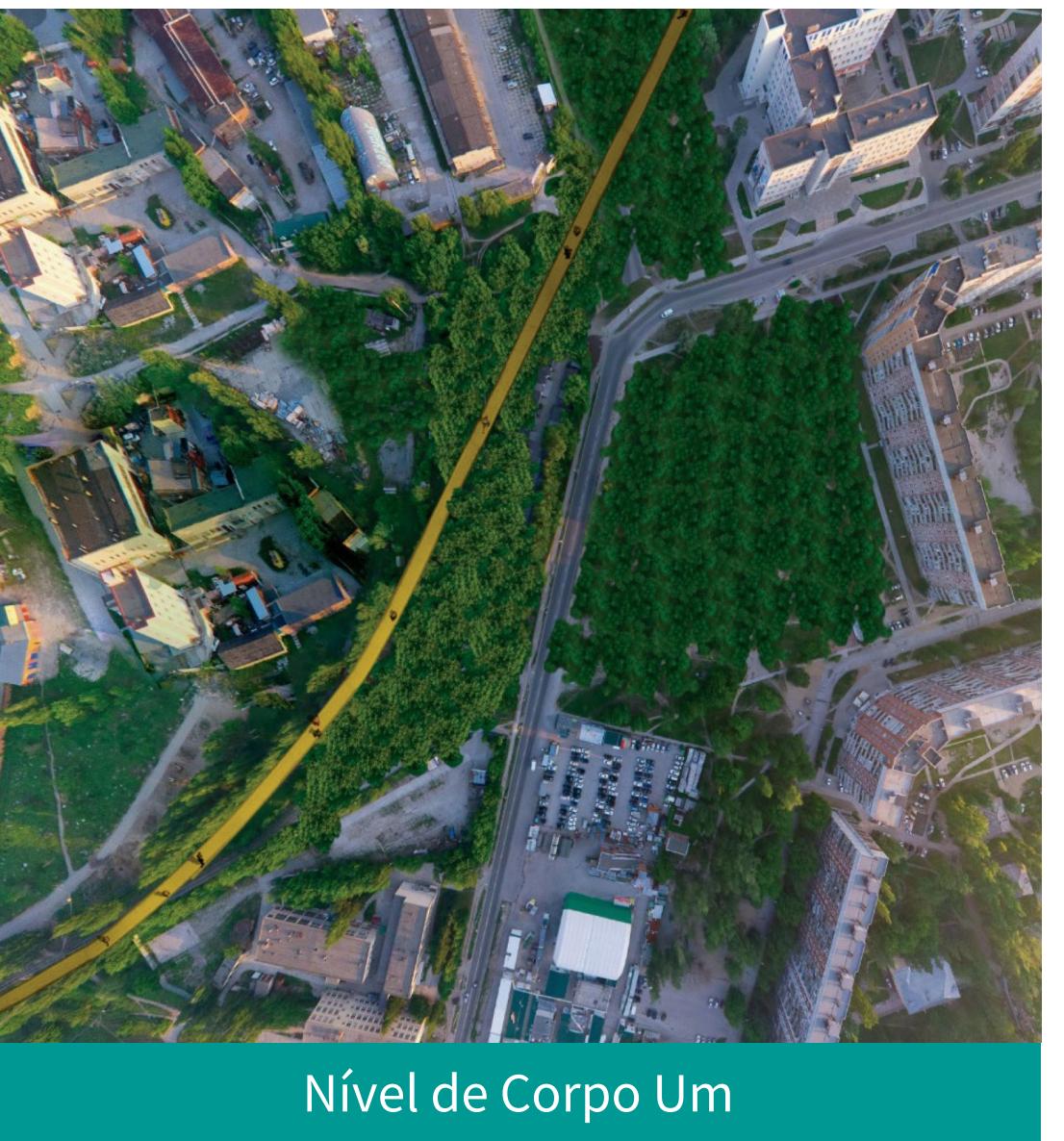
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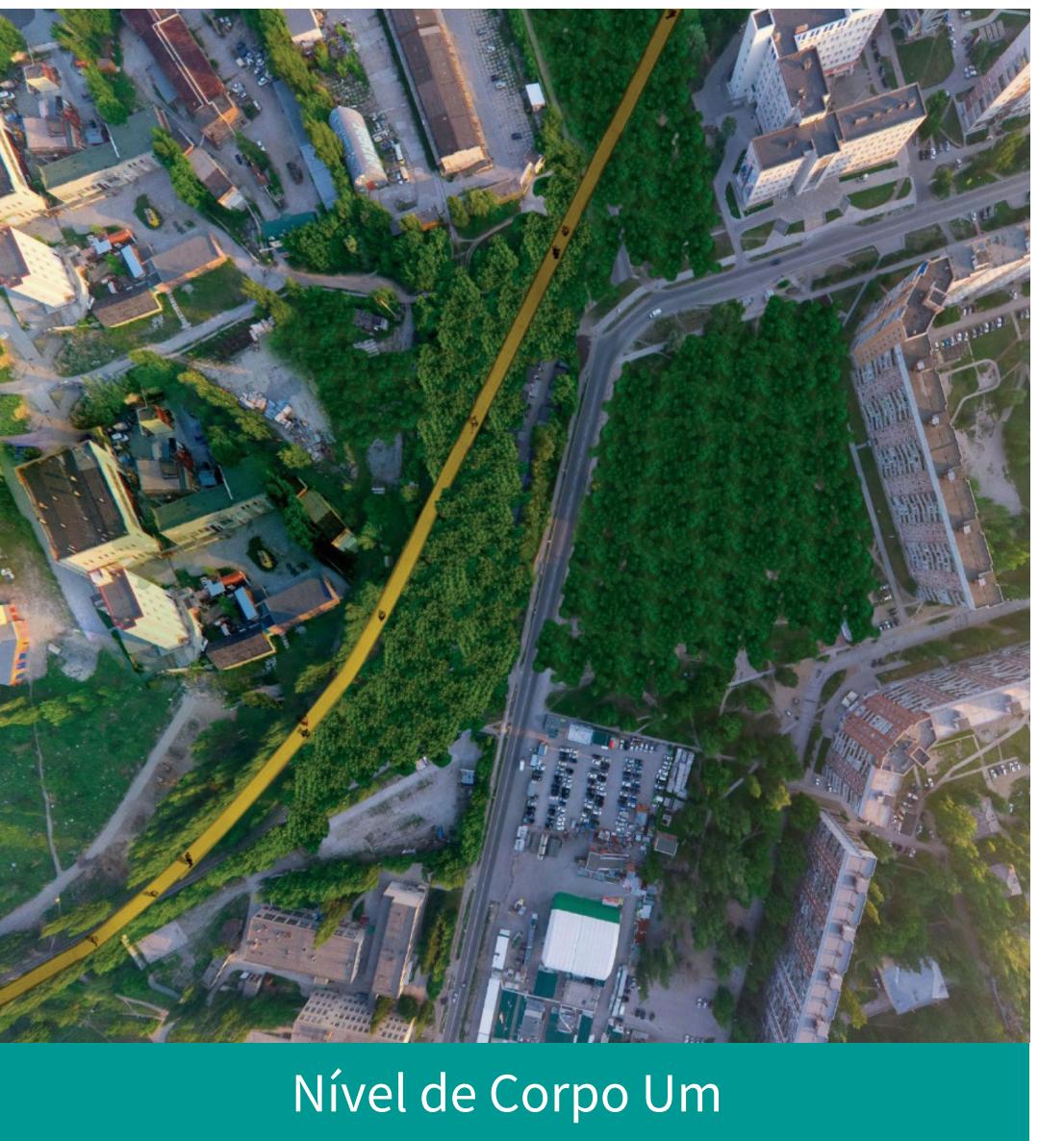
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Nível de Corpo Um



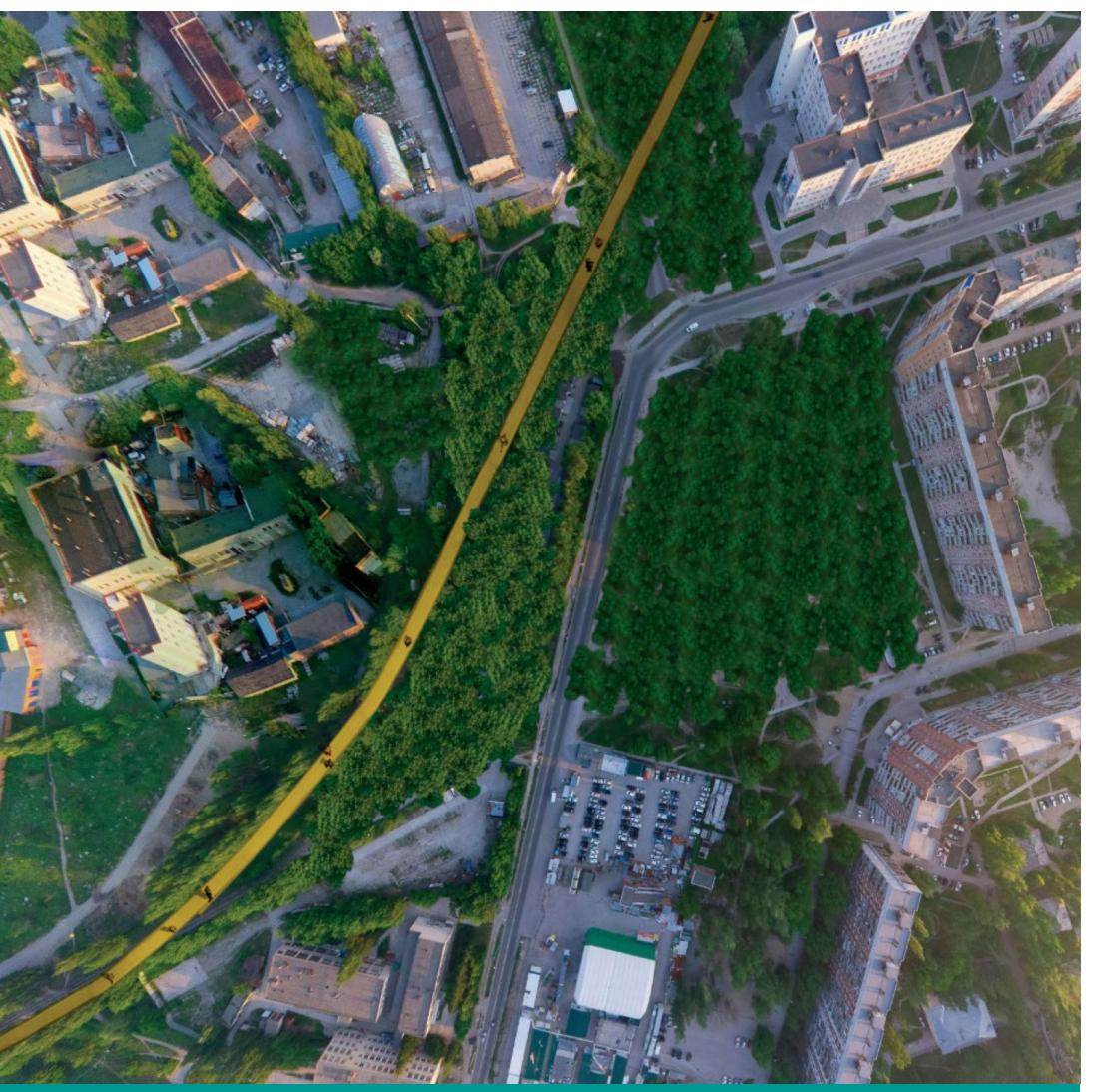
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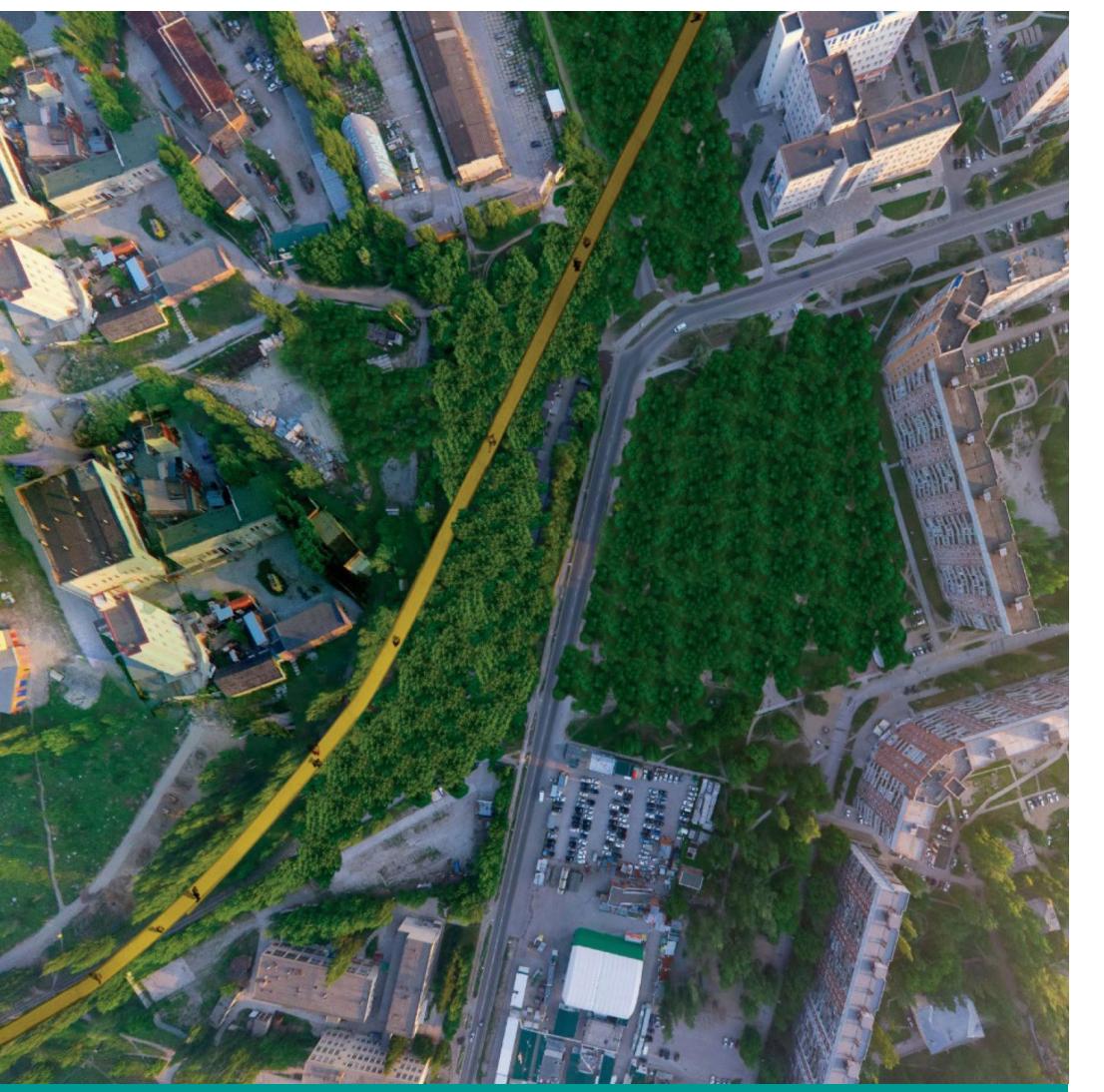
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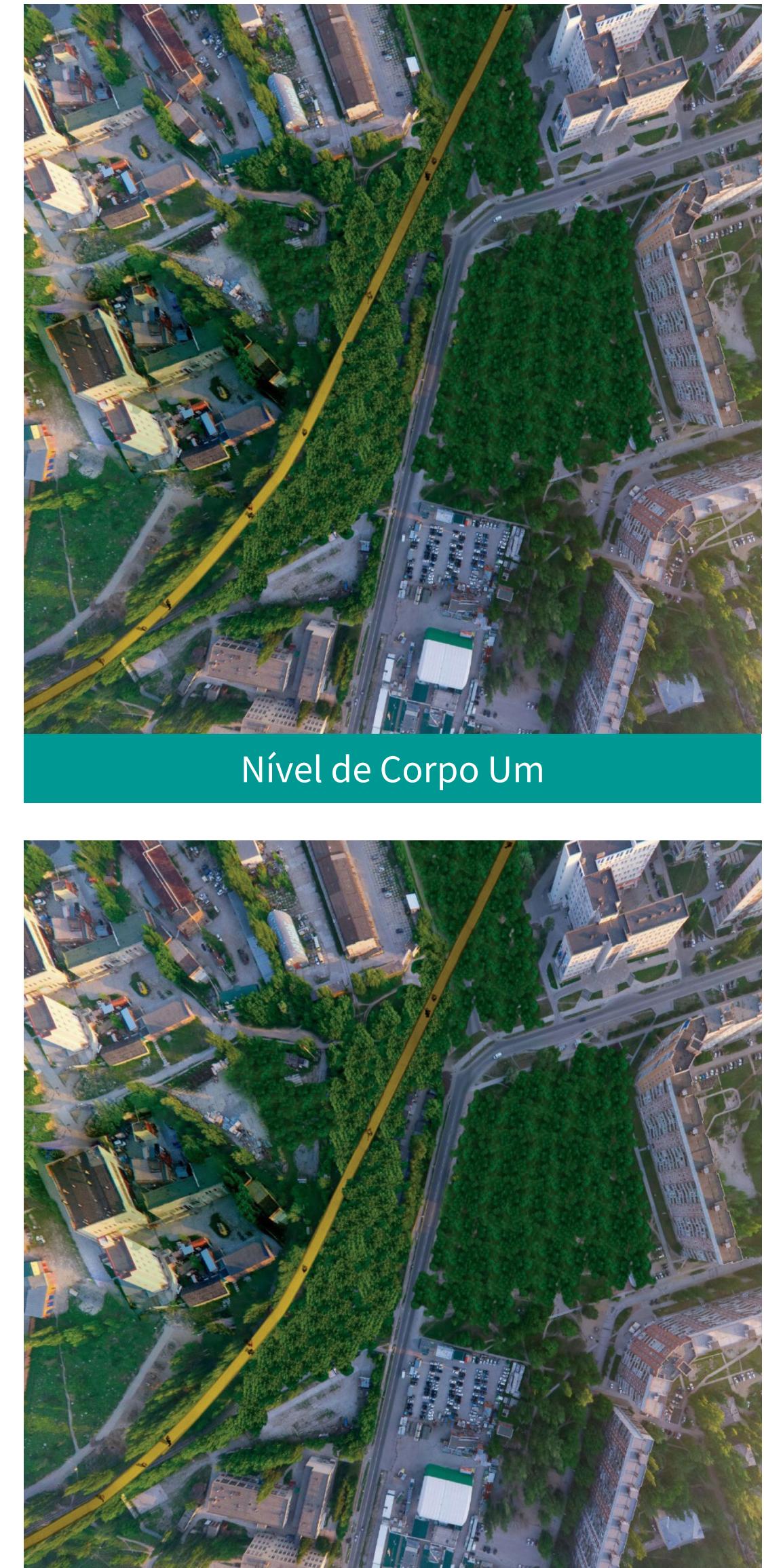
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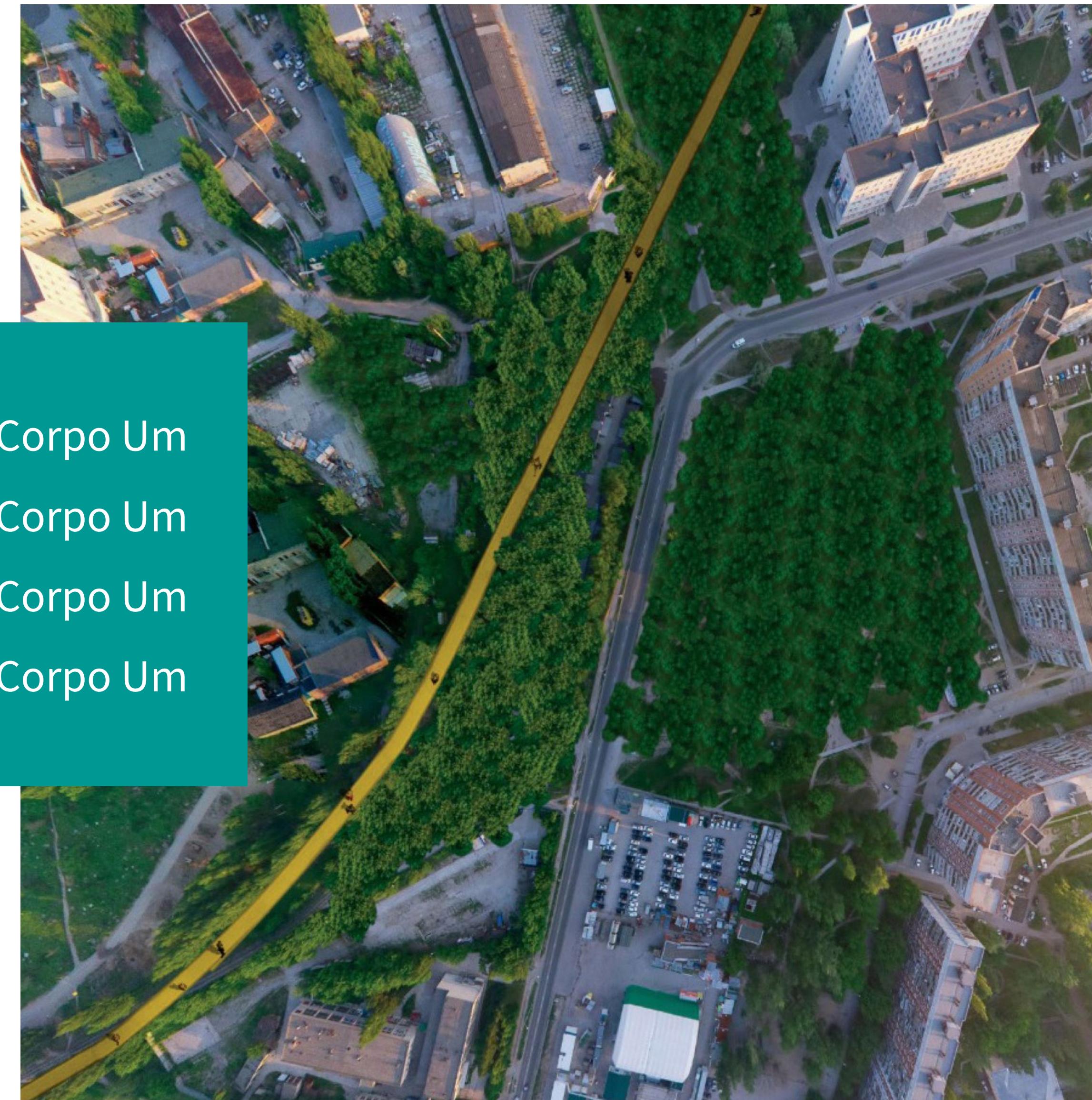
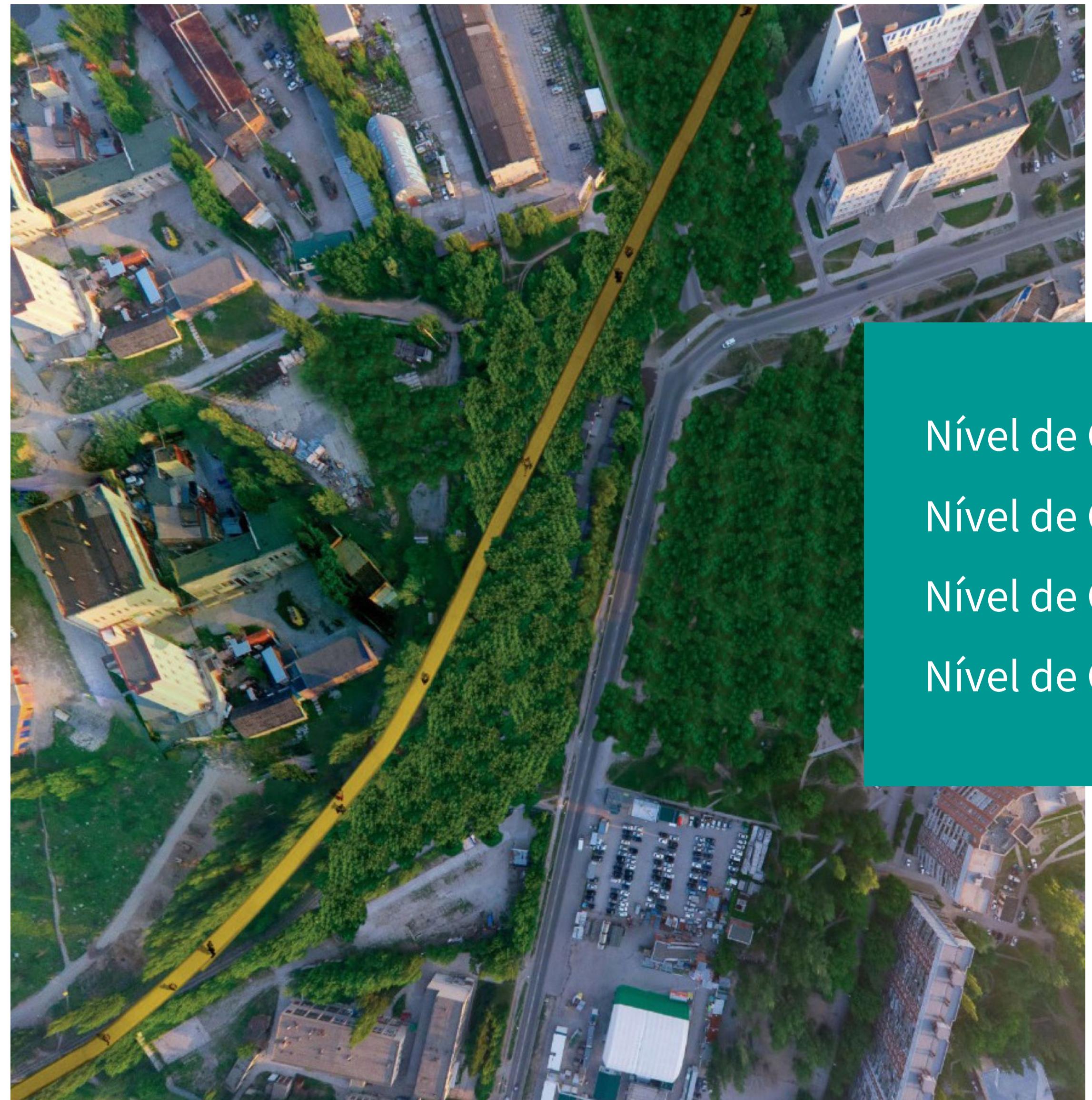
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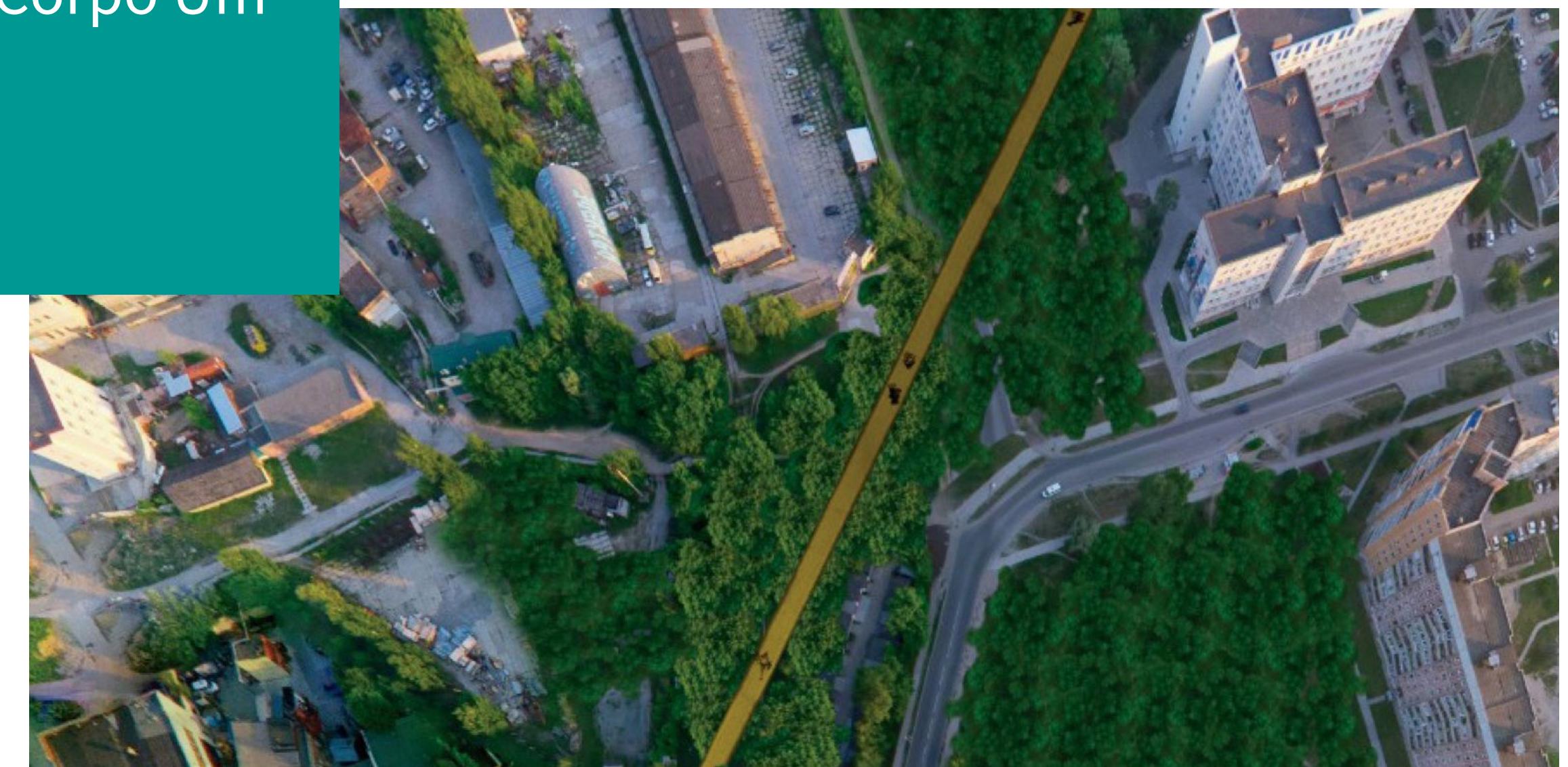
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URBiNAT



# GONÇALO CANTO MONIZ

Coordinator URBiNAT H2020 Project

[gmoniz@uc.pt](mailto:gmoniz@uc.pt) /  
[urbinat@ces.uc.pt](mailto:urbinat@ces.uc.pt)

T. +351 938 380 274