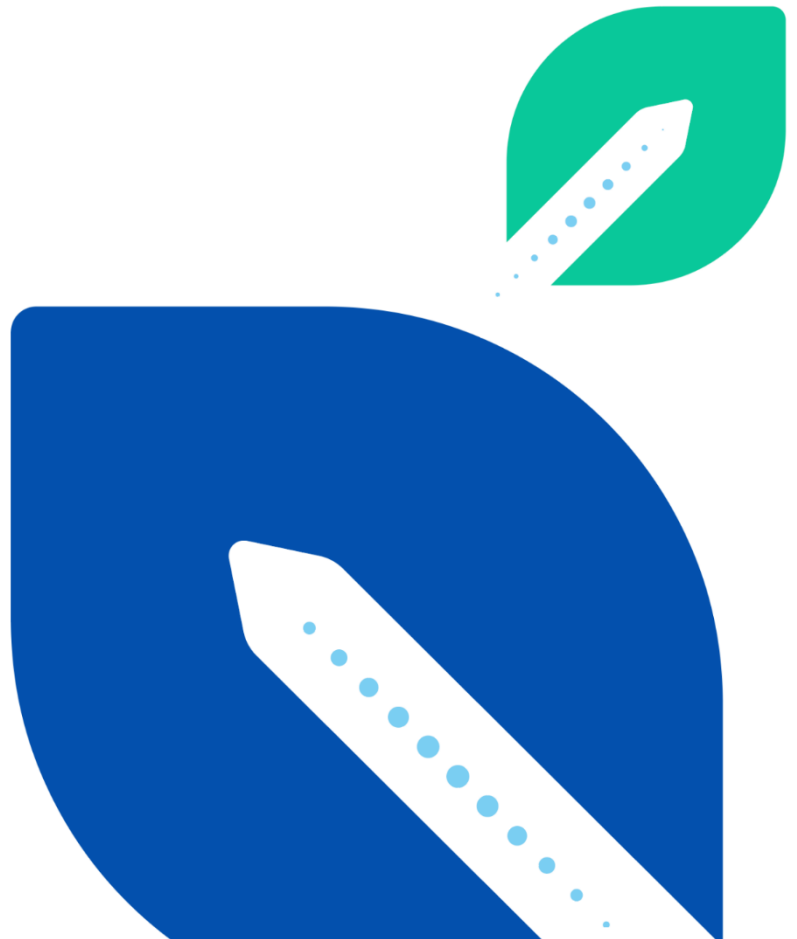




## D8.11 SPROUT Project Identity

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# 1 Executive Summary

This deliverable consists of SPROUT's visual identity, to ensure a common graphic line for all communications material produced and initiatives undertaken by the consortium.

## 2 Introduction

A professional designer has been contracted to create a visual identity for the SPROUT project to enable clear and easy recognition of the project.

All dissemination materials produced within the project will be designed in line with the visual identity. Logos, typography, graphic elements, branding guidelines and templates are available for partners to access and download from the internal area.

## 3 Project logo

The SPROUT logo builds on and reflects the acronym of the project.

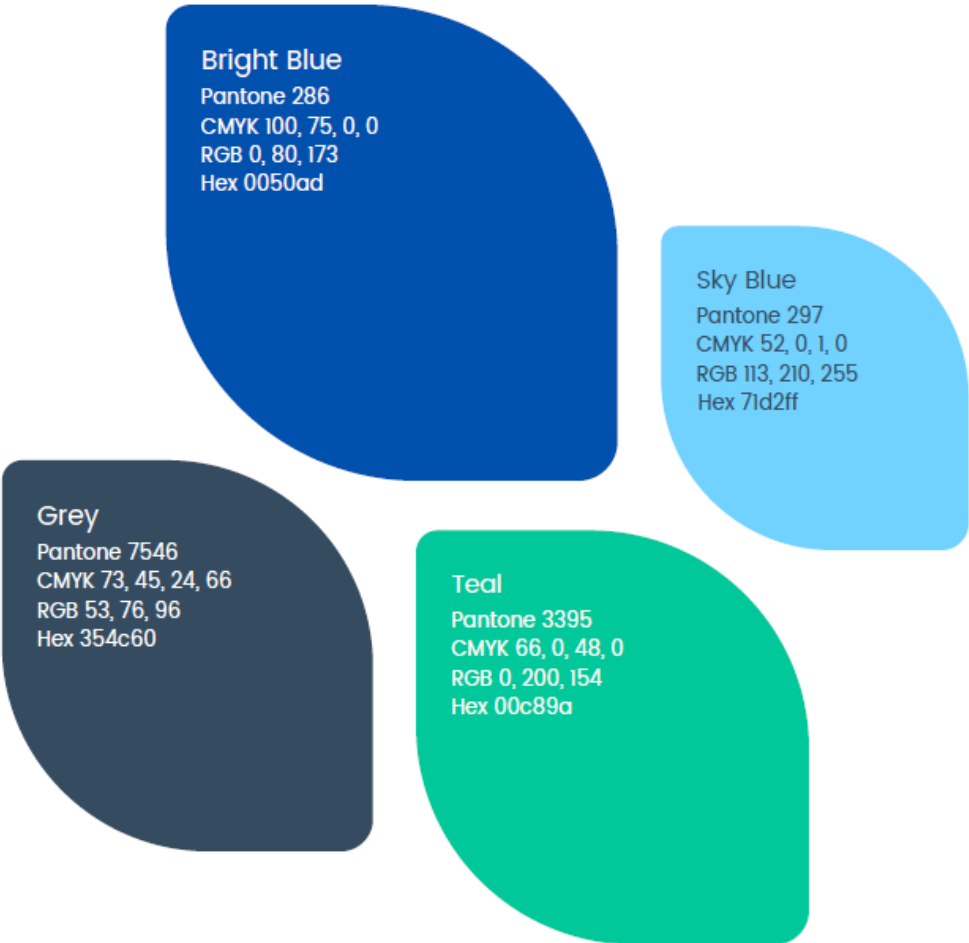


# Sprout

# 4 Colour scheme

To represent the SPROUT project, a palette of colours was selected. No other colours are permitted, except for black and white.

## 4.1 SPROUT colour codes (Pantone, CYMK, RGB, Hex)



# 5 Typography

Distinctive and powerful typography reinforces the projects visual identity, adds character to key messages and enables communication with target groups more effectively.

For the SPROUT project the following fonts were selected and used for the print of design elements and the logo:

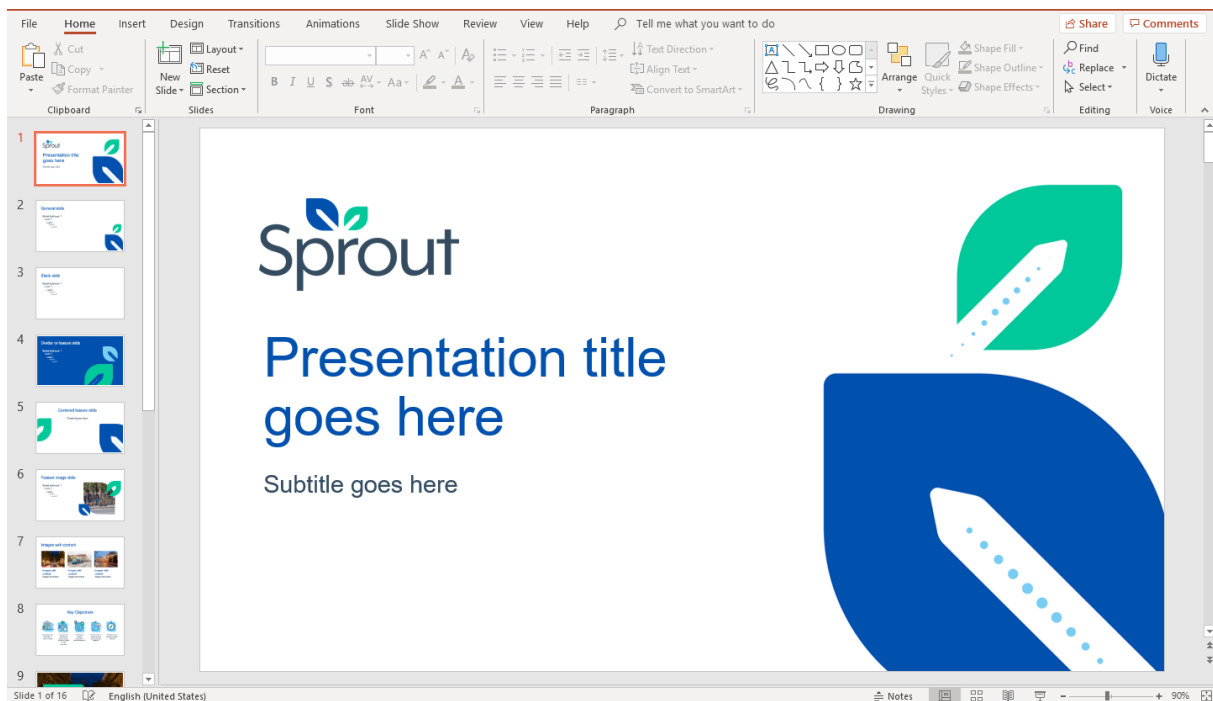
- Primary font: Poppins Font as the core typeface for all headings, subheadings and pull-outs. The Poppins font is free to license through Google Fonts.
- Backup font: The primary font is not a default system font. As a backup typeface Arial should be used. Arial should only be used in unavoidable circumstances when the primary fonts are unavailable, for example, when sharing Word Documents or Presentations with users who don't have the font installed on their computers.

# 6 Templates

To ensure a consistent look and feel across the project, a series of Word and Powerpoint templates have been designed.

## 6.1 PowerPoint template

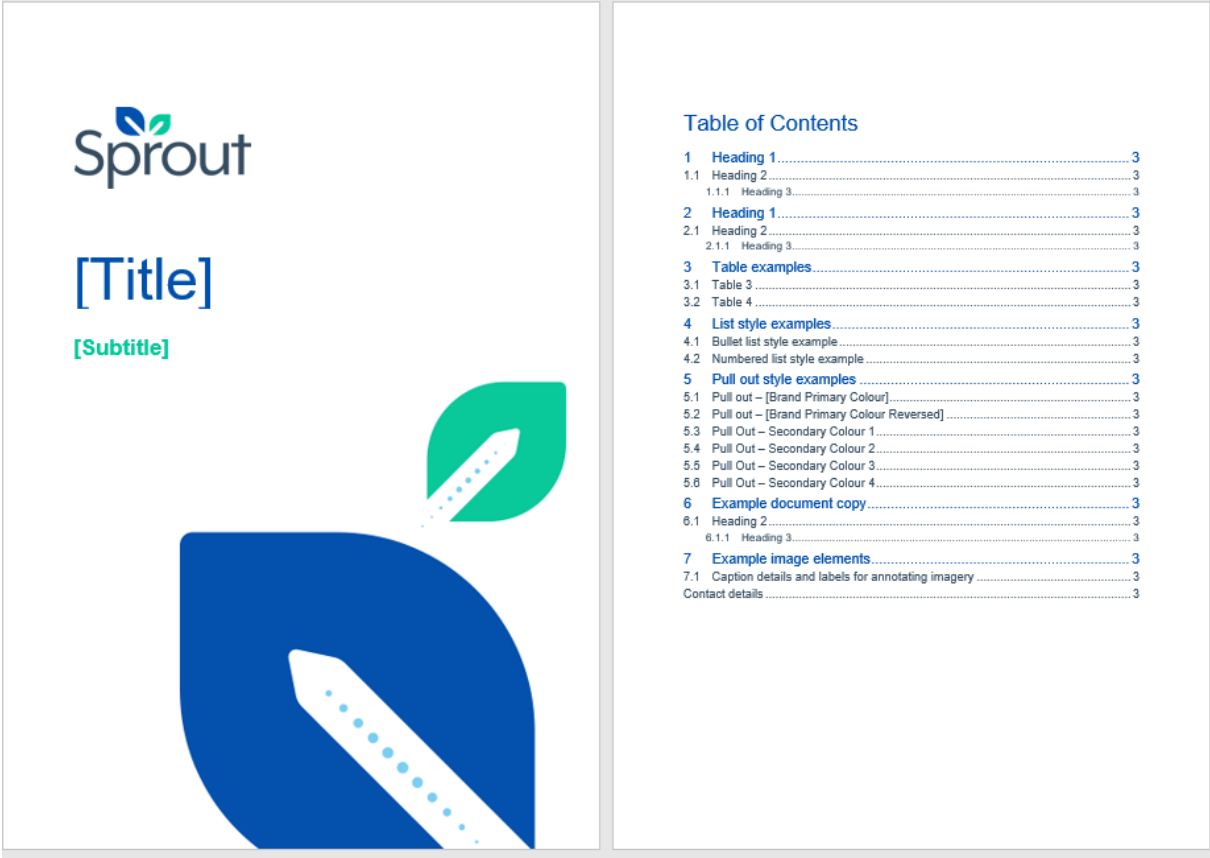
The SPROUT PowerPoint template will be used to present deliverables at internal/external events, shared project information and for internal communication.





## 6.2 Word template

A Word template was developed for project’s deliverable and reports.



## 7 About SPROUT

SPROUT stands for Sustainable Policy RespOnse to Urban mobility Transition.

The work of the project will focus on producing new and practice-based knowledge and tools, with relation to urban mobility challenges experienced by the pilot cities in both passenger transport and urban freight logistics. Such knowledge and tools will contribute to an evidence-based and innovative policy response to disruptive innovations in mobility.

## 7.1 Partners' logos



## 7.2 Contact details

Visit the project website: [www.SPROUT-CIVITAS.eu](http://www.SPROUT-CIVITAS.eu)

Follow SPROUT on Twitter: [@H2020\\_SPROUT](https://twitter.com/H2020_SPROUT)

Follow SPROUT on LinkedIn: [H2020 SPROUT](https://www.linkedin.com/company/h2020-sprout)

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