SimpliCITY visual identity package, website and media channels

Version 1.0

Deliverable 8.2

Project title:	SimpliCITY – Marketplace for user-centered sustainability services
Project acronym:	SimpliCITY
Project duration:	10/2018–03/2021
Project number:	870739
Work package/Task:	WP8 / T8.2
Project website:	www.simplicity-project.eu

Authors:

Bernhard Schrempf, Salzburg Research

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V0.1	04.09.2019	Structure, first text blocks, layout	Bernhard Schrempf
V0.2	23.09.2019	SimpliCITY icons added, screenshots	Bernhard Schrempf
V1.0	30.09.2019	Layout, summary	Bernhard Schrempf

Table of content

1. Purpose of the document

The purpose of this document is to describe the realisation of the deliverable 8.2 (D8.2). This deliverable deals with the SimpliCITY visual identity package, website and media channels. It is one of the outcomes of task 8.1 (T8.1), which results in a commensurate external appearance of the project.

2. Executive summary

In order to create a strong and recognizable project identity for SimpliCITY, a visual identity package was designed. This package includes selected colours, logos and icons, project (business) cards, posters and slides for internal and external presentations. The package was made together with the communication department of Salzburg Research and was agreed on by the whole project team.

To communicate events, news, project results or other information for external parties, a SimpliCITY website was set up. It builds on the designed visual identity package and is updated on a regular basis. Additionally, all available media channels (Facebook, newsletters) are used to present the project externally.

3. Administrative Information

Basic information on the SimpliCITY project and the present deliverable:

Project title	SimpliCITY - Marketplace for user-centered sustainability services
Project coordinator	Salzburg Research Forschungsgesellschaft mbH (SRFG), Salzburg, Austria; project manager: Petra Stabauer BSc MSc
Project partners	Polycular OG, Hallein, Austria
	Stadt Salzburg (City of Salzburg), Austria
	Salzburger Institut für Raumordnung und Wohnen – SIR (Salzburg Institute for Regional Planning & Housing), Salzburg, Austria
	Uppsala Kommun (City of Uppsala), Sweden
	University of Uppsala, Sweden
Funding	JPI Urban Europe, Innovation Actions (Call: Making Cities Work)
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Project nr.	870739
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4. Introduction

Certain tasks of work package 8 (WP 8) were assigned to create a strong and recognizable project identity for SimpliCITY. By the presence of different visual elements, the project can be promoted easier and a delimitation to other projects is possible. To achieve this goal, more than just a logo is necessary, as there exists a variety of (marketing) materials. Creating a project or brand identity might be an elaborate task and primarily limited to commercial goods, although it can bring significant benefits in terms of popularity and autonomy for research projects.

The next chapter describes the first works done to create the visual identity package, including amongst others the logo, poster and presentation templates. After that, the SimpliCITY project website is presented and the main features explained. The final part of this document gives an overview of the different media channels, which the project team will make use of or already did.

5. SimpliCITY visual identity package

5.1   Colour Palette

Colour is often mentioned as a powerful communication tool and therefore preferably used by product, brand or service designers to encourage a determined action or to provoke certain emotions. The creation of the optimal colour palette for SimpliCITY started by having a basic understanding of colour psychology. The knowledge of relevant colour associations helped to find the appropriate colour for the project and after long internal discussion, the decision has been made to work with light green as major colour, with white and black as auxiliary colours. While green evokes stability, prosperity and growth, it also provides a connection to nature.

5.2   Logo and icons

The official SimpliCITY logo (*Figure 1*) is held in the above described colours and symbolizes the part of a city, by showing three different buildings on a green background. It should underline that cities are in the focus of our research project, also due to the chosen funding call with the slogan "Making Cities Work". In addition to that, the lettering "SimpliCITY" is stated, mainly to maintain the recognition value.

Figure 1: SimpliCITY logo

For the three thematic areas within SimpliCITY (bike mobility, local consumption and production and social inclusions), the SRFG communication department designed suitable icons (see Table 1). They will be used as to both illustrate the thematic areas and to recognize the project and its constituents as quickly as possible.

Table 1: SimpliCITY icons (focus areas)

5.3   Project card

To increase the popularity of the project, project cards in form of business cards were designed. These cards are optimal for events like conferences, workshops, fairs or others, where SimpliCITY can be promoted. The design of the cards was kept short and simple (see *Figure 2* and *3*). On the front, next to the logo, is the name of the project and (roughly) the subject. On the back, you will find the three focus areas and a QR code to access directly the SimpliCITY website. It also shows the duration of the project and the funding programme.

Figure 2: SimpliCITY project card (front)

Figure 3: SimpliCITY project card (back)

5.4   Poster

Another form to increase the visibility at different kind of events is the SimpliCITY poster (see *Figure 4*). Compared to the project cards in business card form, the poster provided more information about the project and is - of course - much bigger. Designed in cooperation with the communication department of Salzburg Research, the poster shows the logo at the top, a slightly rephrased topic heading underneath it and a brief description to concretize the topic. The areas of focus (bike mobility, local consumption and social inclusion) are portrayed graphically. The same holds for the three target groups: service provider, citizens and smart city managers. Below the graphical illustration of a city, consisting of city-relevant icons (e.g. means of transport, buildings, nature), detailed information about the project is given. At the bottom, all project-relevant logos can be seen, including the funding agencies, the program, project coordinator and all project partners.

Besides the printed version in different sizes (e.g. A1, A2 or A3), roll-up out of sustainable materials is in planning.
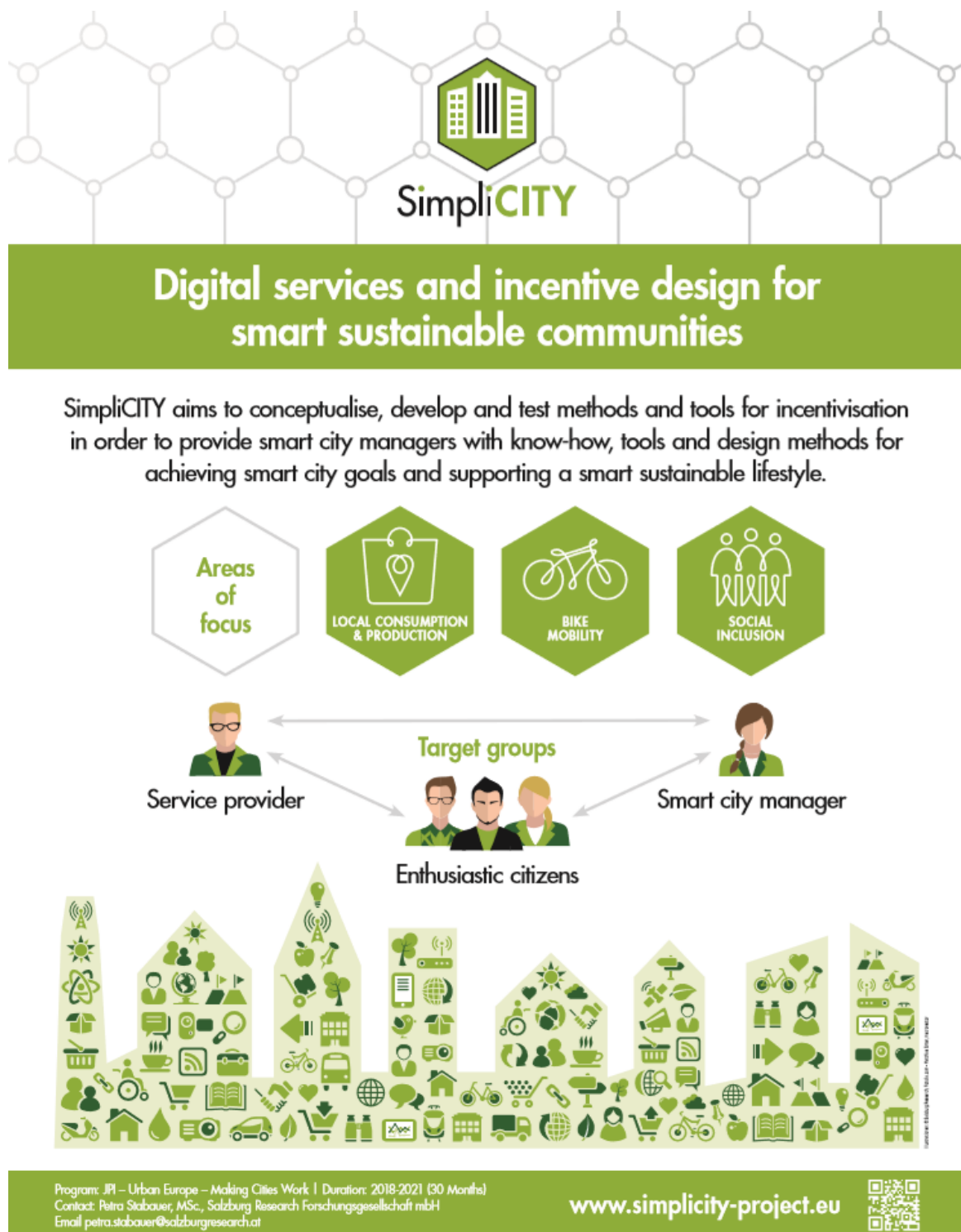
Figure 4: SimpliCITY poster

5.5   Presentation slides

For internal and external project presentations, a set of PowerPoint slides were designed (see *Figures 5-8*). They are available for every project partner and guarantee a consistent and clear backup to the written project reports.

Figure 5: Cover slide in SimpliCITY design

Figure 6: Content-related slide in SimpliCITY design

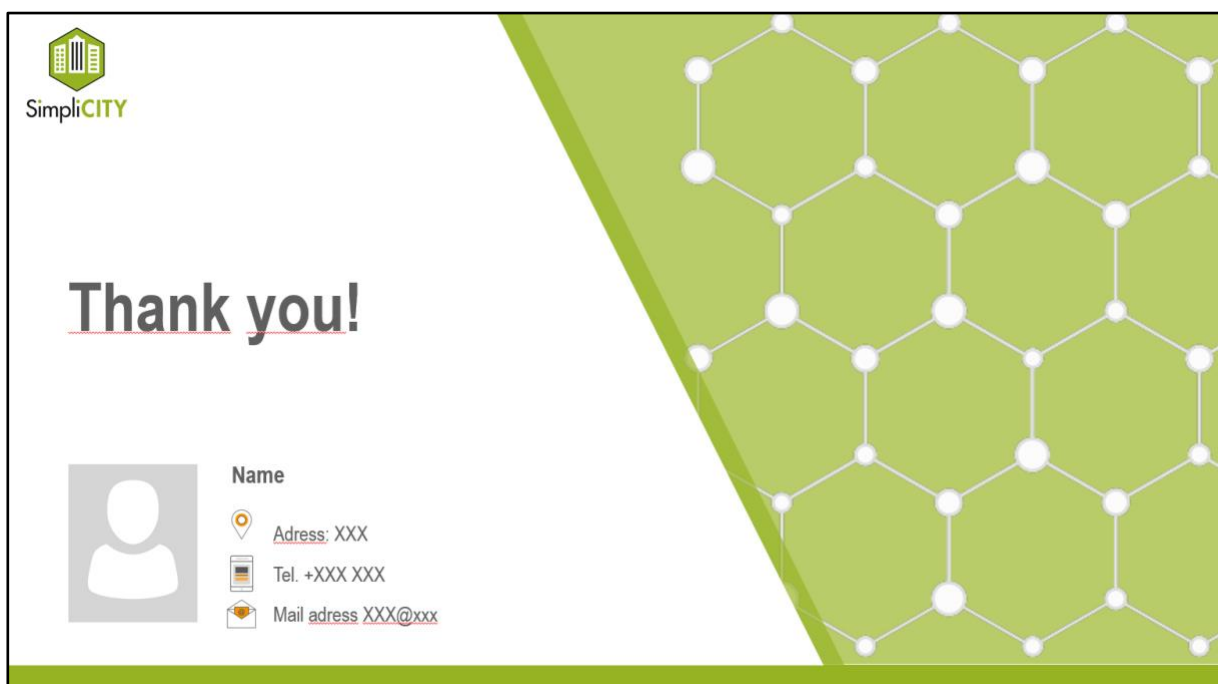**Figure 7:** Introduction slide in SimpliCITY design

Figure 8: Closing slide in SimpliCITY design

6. SimpliCITY website

6.1   General

The SimpliCITY website was developed based on WordPress, which allows a flexible and modular construction of websites. The rights to edit the website (e.g. add news and information, change design elements or update events) are with Salzburg Research and the Uppsala Kommun.

The main URL is www.simplicity-project.eu and is the same for Austria and Sweden. On the website, it is possible to choose between the languages German, Swedish and English.

6.2   Design

In line with the selected colour palette, the SimpliCITY website is designed in green, white and black, with some shades of grey rounding of this choice. Every page of the website displays the SimpliCITY logo, which brings the visitor of the website directly back to the welcome page when clicking on it. Figure 9 and 10 below give an overview of the exact design. It was selected by the project partners in cooperation with the communication department of Salzburg research.

6.3   Structure

The general structure of the SimpliCITY website includes the following:

- **Header**

  The header includes the logo on the left side and the navigation menu on the right one. The navigation menu consists the following items:

  - **Project**
    - Project information
    - Project objectives
    - Project results (desired)
    - Target groups
  - **Events/News**
    - Ordered chronologically
  - **Research**
    - Research methods
    - Benefit for research
    - Research objectives
  - **Network**

- Possibility to join newsletter as follower city/smart city, service provider or platform user
    - o **Partners**
        - Project coordinator
        - Project partner
        - Pilot cities
    - o **Change language**
        - Change to German, English or Swedish

- **Main content (welcome page)**
    - o **SimpliCITY project information**

      On the welcome page, visitors can learn more about the project by pressing the designated button. As the website is built primarily to provide information, an easily found position to obtain it was important.
    - o **SimpliCITY focus areas**

      The three project areas (bike mobility, local consumption and social inclusion) are described briefly and some targets named for the two pilot cities.

- **Footer**

  The footer contains the following elements:
    - o **Privacy Statement**
        - General
        - Email newsletter
        - Access data and log files
        - Incorporation of third party services and content
        - Cookies
        - Internet audience measurement
        - Rights
    - o **Legal Notices**
    - o **Copyright information**

6.4   Analytics

As stated on the website, we use internet audience management tools on the basis of our legitimate interests (analysis and optimisation of our online content). With the help of the WordPress analytics tool called Piwik, website visitors up to the last 30 days can be analysed. This is highly relevant for situations, when advertisement campaigns are implemented or the popularity of individual events need to be evaluated.
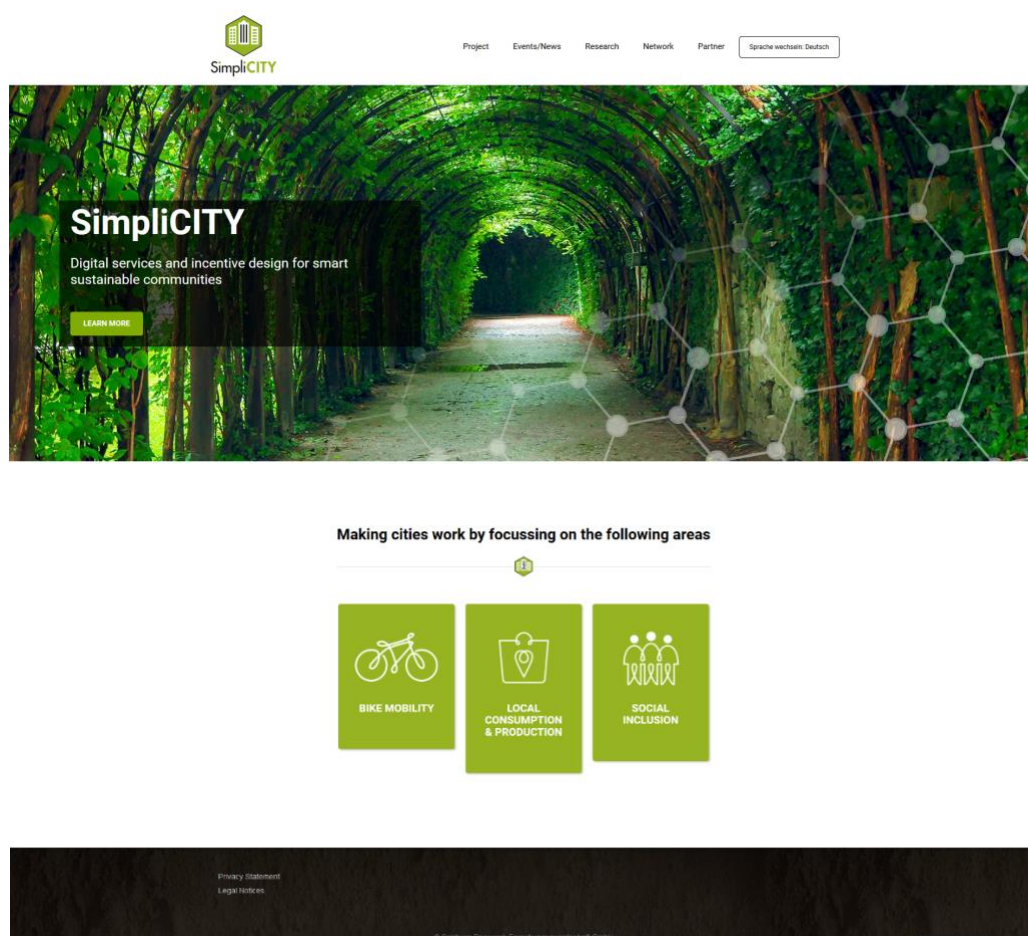
6.5   Screenshots
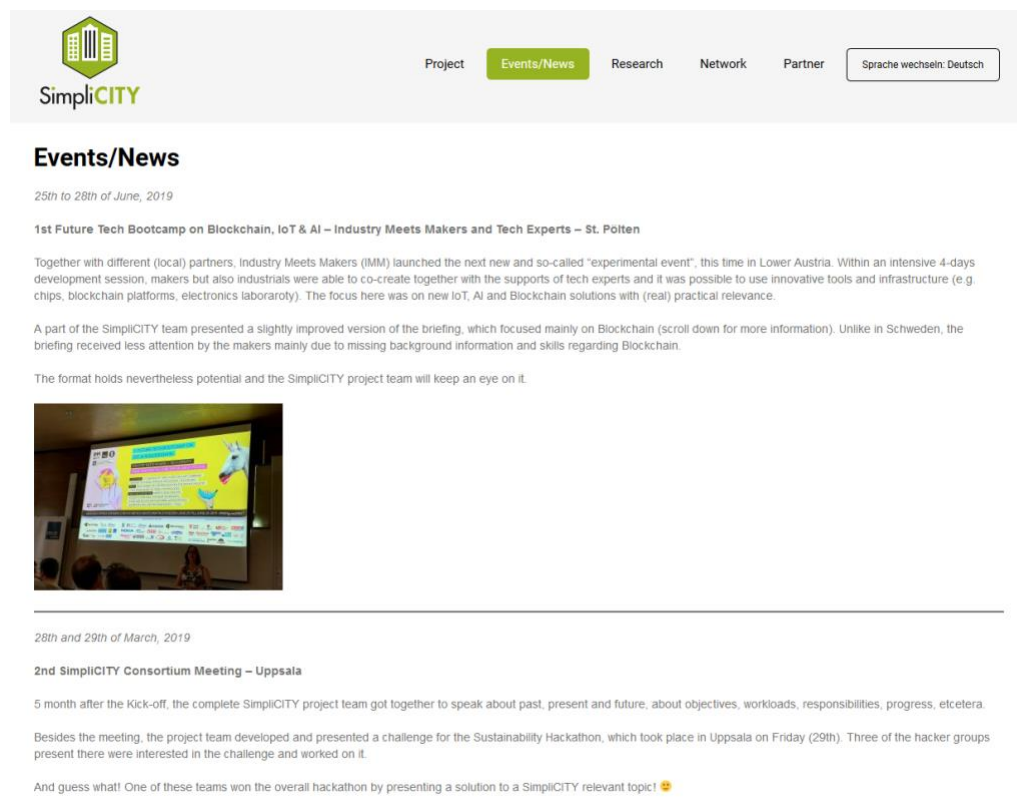

Figure 9: Welcome page of SimpliCITY website

Figure 10: Events and news section of SimpliCITY website

7. Media channels of SimpliCITY

While the SimpliCITY website serves primary source for the information provisions, other channels are also important to communicate and engage with stakeholders. In the first project phase, communication via the website was enough to reach the set goals. Although, the second phase, within which the first pilot demonstration takes place, requires additional channels to reach as many potential users as possible. In the following, the essential channels for the project are introduced.

7.1   Facebook

Facebook is an optimal medium to share information, communicate, and spread events or groups. The SimpliCITY Facebook presence is similar to the website (see *Figure 11*), although not that information-intensive, but more focused on communicative and interactive. Up to now, the page was liked by 56 people. It is planned to increase this share significantly, especially before the first pilot demonstrations starts.

The first real benefit was to visualize the project in the form of a video, which should provide a decent insight into what the consortium has planned. The second social media action was together with the Smart City Salzburg to promote the survey concerning the user requirements of bike mobility was published and distributed on the Facebook page.

In addition to that, cooperation with other existing Facebook pages (e.g. Stadt Salzburg.at, Uppsala Kommun, etc.) is aspired, because they can offer a broad base of active users.

7.2   SimpliCITY newsletter

Interesting parties of SimpliCITY can subscribe on the SimpliCITY website for the SimpliCITY newsletter. This newsletter is sent out via email and on a quarterly basis. It informs about the current status of the project, interim results, events, etc. Similar to the Facebook page, the newsletter will get more important during the pilot phases.

7.3   Smart City Salzburg Newsletter

In order to reach an existing pool of subscribers, we have the opportunity to send out Salzburg-related information via the Smart City Salzburg Newsletter. Interested citizens can subscribe for the newsletter online. After selecting Smart City Salzburg topics of interest and confirming the verification e-mail, they will receive the Smart City Newsletter on a monthly basis (German only). In the January edition, SimpliCITY is named besides other projects as international research project within the area people and lifestyle (Mensch und Lebensstil). More of such mentions will follow.

Figure 11: Facebook profile of SimpliCITY

7.4 Stadt Salzburg Newsletter

The newsletter of the City of Salzburg reaches a (much) bigger subscriber base, but is more difficult to place a topic relevant to the project. It keeps citizens up to date on urban projects and services. There is also a "City News" weekly edition, however newsletters on specific topics (municipal, social, integration, transport, urban planning, nature, environment, sport) appear irregularly. Subscription happens also online.

7.5   Uppsala Kommun Newsletter

Similar to the newsletter sent out by the City of Salzburg, Uppsala Kommun informs its citizens on a regular basis. In order to share project-relevant information or to reach participants for surveys in Sweden, this newsletter will be very helpful.

7.5   Uppsala Kommun Newsletter