

FinEst Centre
for Smart Cities

Brand Book



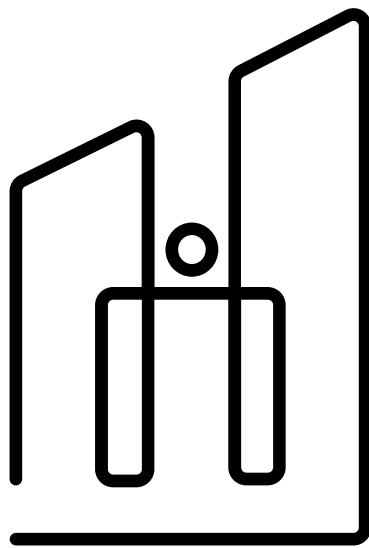
Funded by
the European Union

The setup of the FinEst Centre for Smart Cities is funded by two grants: the European Union's Horizon 2020 Research and Innovation Programme, under the grant agreement No. 856602, and the European Regional Development Fund, co-funded by the Estonian Ministry of Education and Research, under grant agreement No. 2014-2020.4.01.20-0289.

Logo

FinEst Centre for Smart Cities will bring innovation and growth, represented in the logo with buildings trending upward. The logo is an abstraction of a human, which symbolises the human-centred essence that is characteristic of the organisation. In FinEst Centre for Smart Cities, decision making lies in with the people, who are the embodiment of the city being developed.

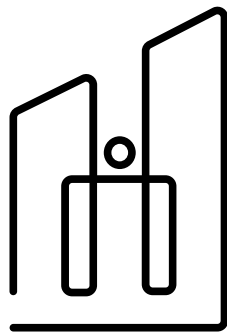
The continuous line that shapes the logo represents the intertwined nature of people and the city. This is also a reference to incompleteness and the work that still needs to be done.



FinEst Centre
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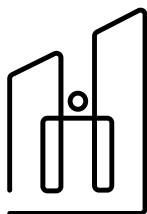


Versions of the Logo

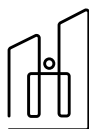


FinEst Centre
for Smart Cities

Logo for primary use



Icon for use as support
for lower thirds in video,
promotional materials,
stamps, etc.



FinEst Centre
for Smart Cities

Version for official
documents, articles
and other printed
materials



Colours

Dark purple

hex: #6B52A8
RGB: 107,82,168
CMYK: 64,79,0,0

Main purple

hex: #A78EED
RGB: 167,142,237
CMYK: 36,45,0,0

Dark blue

hex: #3F5099
RGB: 63,80,153
CMYK: 91,79,3,0

Main blue

hex: #7B8BDE
RGB: 122,139,222
CMYK: 5,42,0,0

Dark green

hex: #244F45
RGB: 36,79,69
CMYK: 96,44,71,41

Main green

hex: #1AB690
RGB: 26,182,144
CMYK: 98,0,63,0

Black

hex: #000000
RGB: 0,0,0
CMYK: 60,60,60,100

Gray

hex: #2D2D2D
RGB: 45,45,45
CMYK: 71,65,64,67



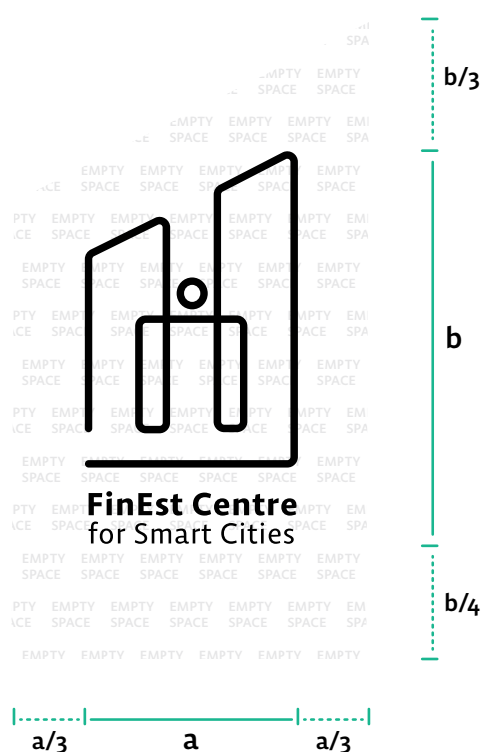
Margins & Backgrounds

Always leave a sufficient margin around the logo and ensure its separation from the background. A sufficient margin is generally $\frac{1}{3}$ of the logo's length or height of empty space around it.

A sufficient margin must be left in all directions as shown in below. This is applicable in all variations of the logo. The size of the logo must ensure its readability. As a general rule, measurement labeled b must be equal or higher than 2 cm.

The colours and textures of the background must allow proper contrast to distinguish the logo easily. Please refer to the examples on the next page. If in doubt, higher contrast is always preferred.

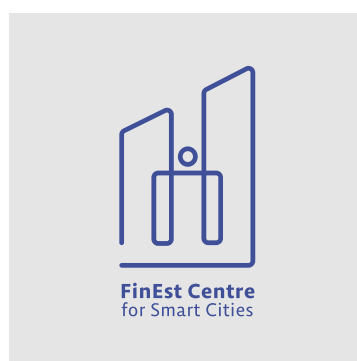
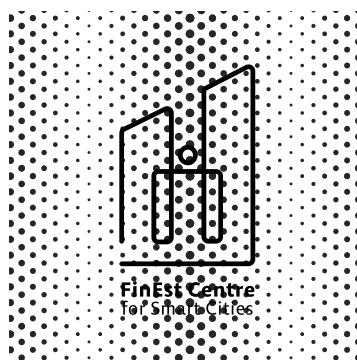
The logo will always be used in black or white, never coloured. The background can have different colours or textures.



Correct



Incorrect

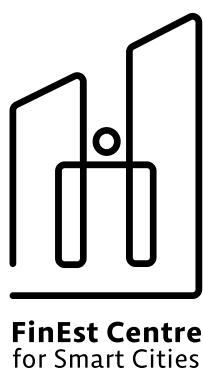


Other Considerations

The logo in all its forms represents the FinEst Centre for Smart Cities, a renowned organisation focused on research excellence.

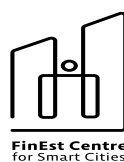
It is important to support the growth of FinEst Centre's community by using the logo complete and unchanged. Please do not modify or change the proportions of the logo in any of its versions.

Correct



Incorrect

FinEst Centre
for Smart Cities



Typographies

For printed materials and communications we will use the font family **Bespoke Sans**.

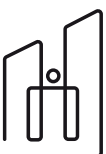
To do so, you must install the font family.

For other materials or if Bespoke Sans is unavailable in your computer use **Arial**.

**For Titles
extrabold**

**For Subtitles
bold**

For Text
regular



Support Icons

Research Streams



Icons for Social Media

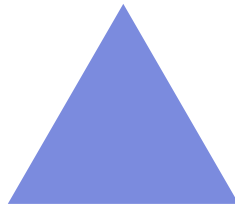
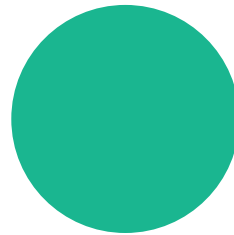
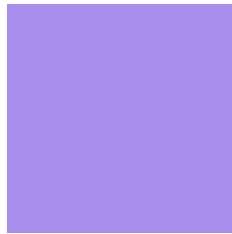
For social media profile images, we will use the icon of FinEst Centre in the form below.

The icon embedded in a circle with colour is not for use in printed materials, presentations or documents. This is exclusively for FinEst Centre's social media.

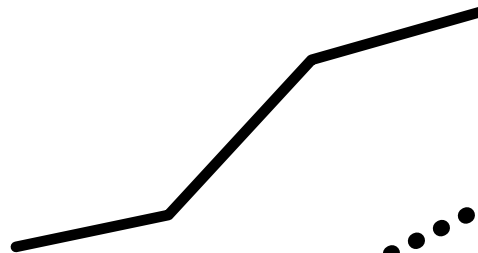


Other Graphic Elements

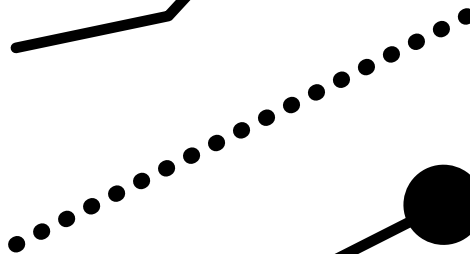
Use single colour shapes.



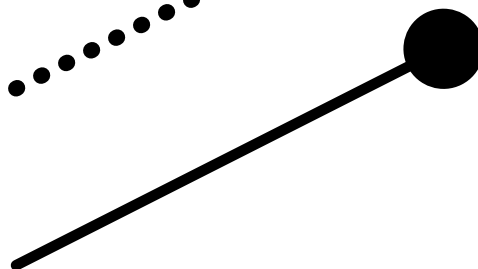
Use rounded
line caps and
corners,



dotted lines,



circled end lines.

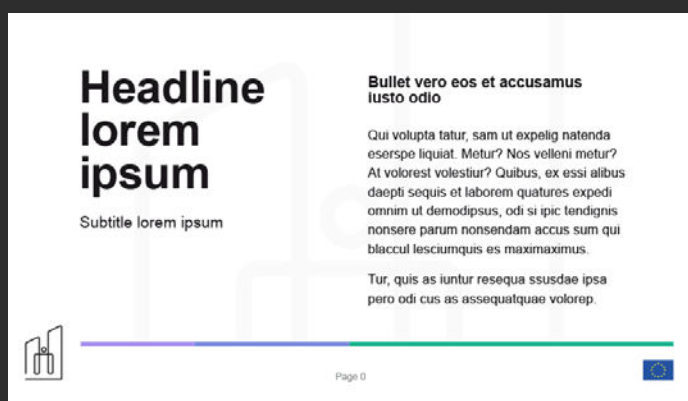
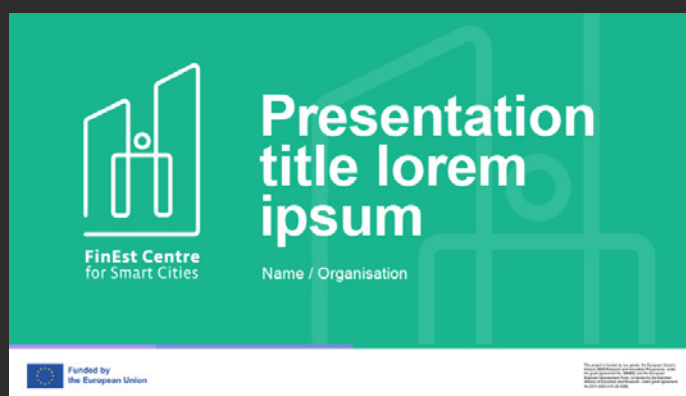


Examples of use

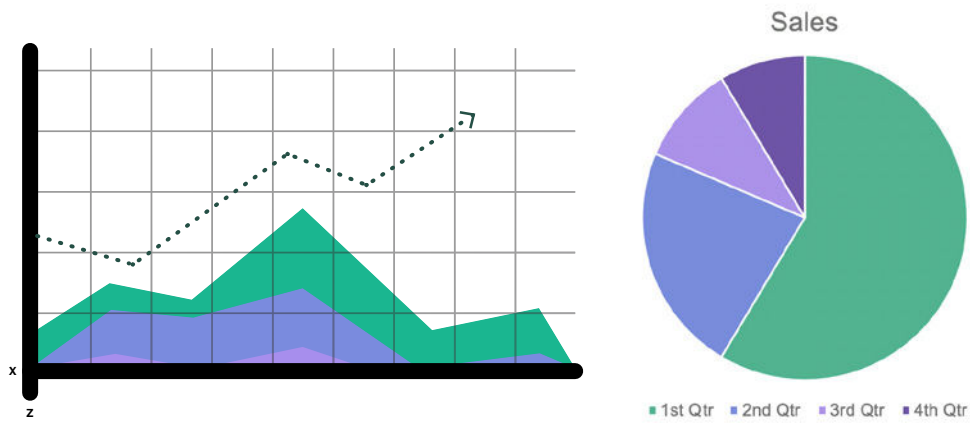
Presentation slides

You will find presentation templates for PowerPoint, document templates for Word and other templates and tools online in the finestcentre.eu website, as well as the the Bespoke Sans font family. This way you can easily follow the guidelines from this Brand Book.

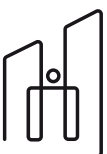
Make sure to always utilise good quality and high resolution imagery and videos for your presentations.



Graphs and tables



Printed materials



Merchandise



Brand Name Versions

The name for our organisation and community is FinEst Centre for Smart Cities, which in short can be referred to as FinEst Centre.

In written form, FinEst Centre for Smart Cities can be translated to Estonian as FinEst Targa Linna Tippkeskus and shortened as Targa Linna Tippkeskus. We encourage the use of the name in English for international audiences.

We guide our use of English according to the European Commission English Style Guide, Eighth Edition (2016, reviewed in 2021).



Funder and Supporter Logos

Our project funders require the presence European Union logo. It is important to always utilise this logo when we communicate the activities of the FinEst Centre for Smart Cities following the document titled: The Use of the EU Emblem in the Context of EU Programmes 2021-2027

It is also important to place logos of other project partners in all of our communication materials. The required logos are listed below.

All of these logos must be placed over white background or using a full width white band crossing a page horizontally if there is a different colour background. None of these logos can be modified or distorted in any way.

The legend **"FinEst Twins project is funded by two grants: the European Union's Horizon 2020 Research and Innovation Programme, under the grant agreement No. 856602, and the European Regional Development Fund, co-funded by the Estonian Ministry of Education and Research, under grant agreement No 2014-2020.4.01.20-0289."** must be placed (with Arial) next to the logos in all communication material of FinEst Centre.



REPUBLIC OF ESTONIA
MINISTRY OF ECONOMIC AFFAIRS
AND COMMUNICATIONS



REPUBLIC OF ESTONIA
MINISTRY OF EDUCATION
AND RESEARCH



Funded by
the European Union



European Union
European Regional
Development Fund



Investing
in your future

FORUM
VIRIUM
HELSINKI

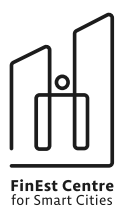
TAL
TECH

A!

Aalto University

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**This document is the Brand Book for FinEst Centre for Smart Cities
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