



IcARUS

INNOVATIVE APPROACHES TO URBAN SECURITY

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Deliverable 5.1

Visual Identity



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 882749

Deliverable 5.1

Visual Identity

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Peer Reviews

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Revision History

VERSION	DATE	REVIEWER	MODIFICATIONS
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1	30/10/2020	-	Final version

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1. Executive Summary

This deliverable presents the visual identity of the IcARUS project, which will be used for all forms of communication and promotional purposes.

The identity created aims to connect all the elements that serve as a basis for the project: urban security, technology, innovation and social cohesion.

This deliverable includes:

- The IcARUS logo as well as a presentation of the versions prior to the final result and their meaning;
- The process behind the definition of IcARUS' claim;
- The IcARUS templates to support the communication, dissemination and reporting of the project.

Additional support materials will be created if necessary.

2. IcARUS project overview

The project's main objective is to rethink and adapt existing tools and methods to help security actors better respond to security challenges in the context of:

- The decline of citizens' trust in institutions, local elected officials and other security and prevention actors;
- The consequences of drastic budgetary cuts affecting local and national authorities as well as various contemporary crises;
- The development of smart cities, which requires local authorities to become more efficient in their crime prevention policies, notably through the use of technological innovations.

The specific objectives of the project are to:

- Develop and deliver a global strategy for an integrated approach to urban security, that addresses the lack of a coordinated approach and that promotes a multi-level decision making process;
- Consolidate the knowledge and learning of the last 30 years and design modes of innovative delivery and stakeholder engagement that will unblock the traditional barriers to the implementation of urban security policies;
- Equip local practitioners with forward thinking solutions to understand mutations of delinquency and crime and better anticipate emerging security challenges.

IcARUS will focus on four areas that have been identified by local and regional authorities as their main security challenges:

- Preventing Juvenile Delinquency;
- Preventing Radicalisation;
- Preventing and Reducing Organised Crime and Trafficking;
- Managing and Securing Public Spaces.

They will also be examined in the light of 4 cross-thematic issues: governance and diversification of actors, cyber/tech, gender approaches and internalisation and cross border issues.

3. IcARUS: Visual Identity

The visual identity of a project consists of a set of elements that forms its graphic individuality.

For the IcARUS project, LOBA worked closely with the project's coordinator, in order to achieve an identity which aims at representing the project's complexity and various dimensions

3.1. Logo

Firstly, LOBA introduced the project to its internal team, and as a result the designer thought out different versions of the project's logo, that can be seen in figure 1.



Figure 1

- First Version

As a team, LOBA decided that the logo that should be presented to the project's coordinator was the one on the last line of the fourth column.

The inspiration behind this logo (up close on figure 2) was the connection between security (represented by the shield in the centre of the logo), the city (represented by the geometric contours of a city seen from above that surround the shield) and shared information (represented by the round shape of the logo – in the sense that everything is connected).



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Figure 2

We have chosen the colours of the logo for the following reasons:

- Blue for security
- Purple for the logo's connection to technology.
- Second Version

While Efus, the project's coordinator, approved of the logo presented, they suggested that it could be made more visually similar to Efus' own logo. Indeed, as the coordinator aims at continuing the project's activities after its end, they wanted to have a proposal for a logo that could be associated with their organisation. Taking this into account, a new version of the logo was designed (Figure 3).



Figure 3

The coordinator opted for the first version of the logo (Figure 2). Moreover, Efus suggested to replace the shield in the middle of the logo with another shape, which could more clearly represent the social cohesion aspect of the project.



- Third Version

We presented 4 versions of the logo (Figure 4), each of them focusing on specific colours present on the Efus logo.



Figure 4

LOBA also changed the shape in the middle of the logo, replacing the shield with a circle, to symbolize interconnectivity and team work, which is also reminiscent of the myth of IcARUS.

- Final Version



Figure 5

Based on all the options presented above (figure 4), it was decided that figure 5 would be the final logo of the project. This logo encompasses the urban (represented by the city), technological (represented by the colour gradient), and social cohesion (represented by the circle) dimensions of the project

This final logo was presented during the project's KoM. The consortium had a positive reaction to the logo and despite some discussion, there was a consensus around it.

3.1.1. Brand Manual

After the final logo was chosen, LOBA created a brand manual, which was distributed to all partners, with the aim of providing them with guidelines on how to best use the logo, the specific font, colours and dimensions, as well as examples of logo applications in various materials.



Figure 6



Figure 7



Figure 8



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horizontal version



Brand Manual 2020



Figure 9

horizontal without claim version



Brand Manual 2020



Figure 10

selected font

This project must use only two fonts: **Nexa Demo** or, in some cases, you may need to use a system font, please choose: **Helvetica**

light bold
NEXA DEMO

Lorem ipsum dolor sit amet sed, consectetur adipiscing elit.

Brand Manual 2020

Figure 11



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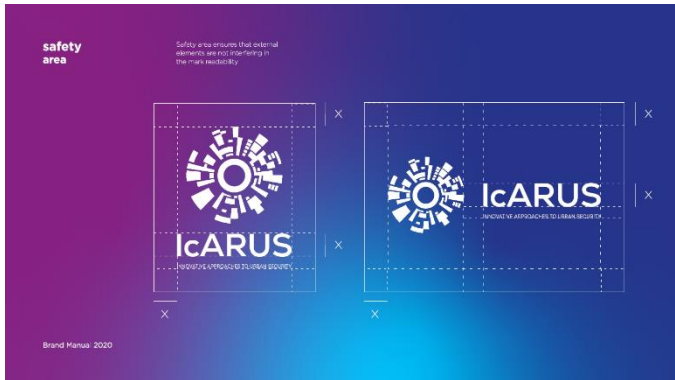


Figure 12



Figure 13



Figure 14



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print colors

Pantone colors have to be tested and adjusted with your job.



Brand Manual 2020

Figure 15



Figure 16



Figure 17



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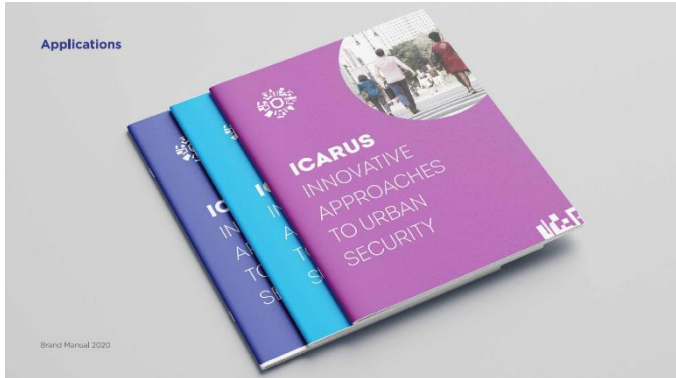


Figure 18



Figure 19

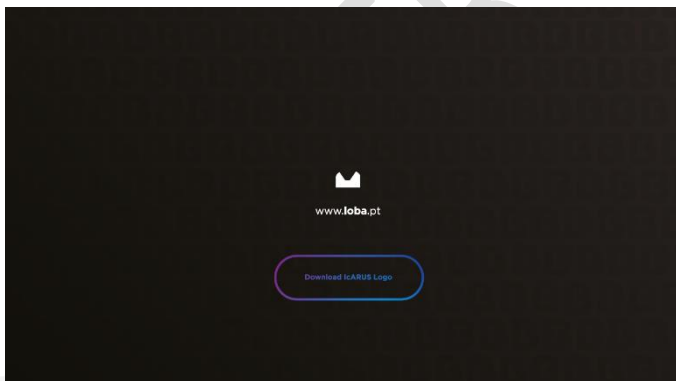


Figure 20

3.2. Claim

The initial claim of the project (featured below the logo) “Innovating Urban Security” was replaced by “Innovative AppRoaches to Urban Security” which we thought was a better fit.

3.3. Templates

The templates that will support the communication of the IcARUS project include a:

- Deliverable template;
- Presentation template.

3.3.1. Deliverable Template

This template will be used by consortium partners when preparing and submitting official deliverables. It has the following structure:

- A section to present all the information regarding the deliverable;
- A section with tables to list the contributors, peer reviews and present the revision history;
- An index;
- The structure of the text which is divided into titles, subtitles, bullet points, tables and figures;
- The final page with the consortium logos.

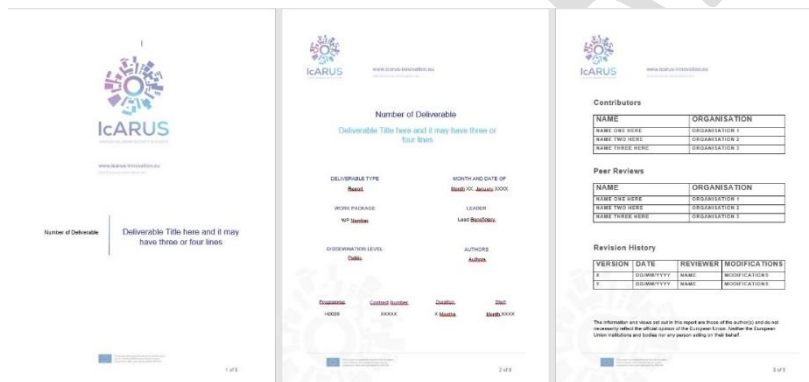


Figure 21

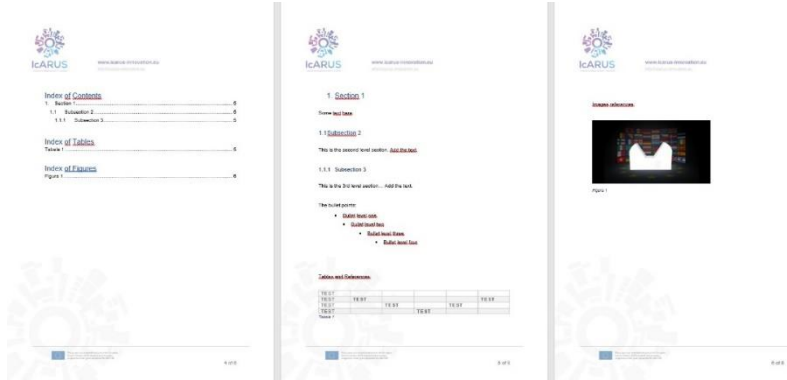


Figure 22

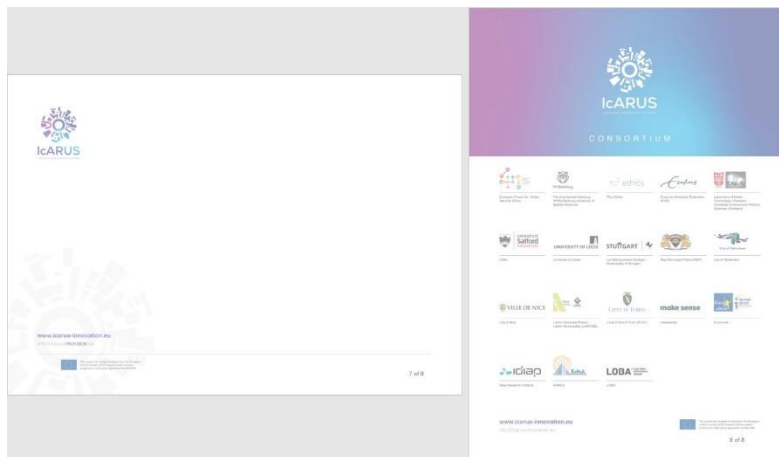


Figure 23

3.3.2. Presentation Template

The PowerPoint template will be used for internal purposes such as consortium meetings, or external purposes such as workshops and events. It includes different types of slides, such as free text, bullet points, images, tables, a 'Thank You' slide and a slide with all the logos of the whole consortium. The template is available in two different formats (4x3 and 19x6).



Title of the presentation

Subtitle here, if needed



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Date/ event info



Figure 24

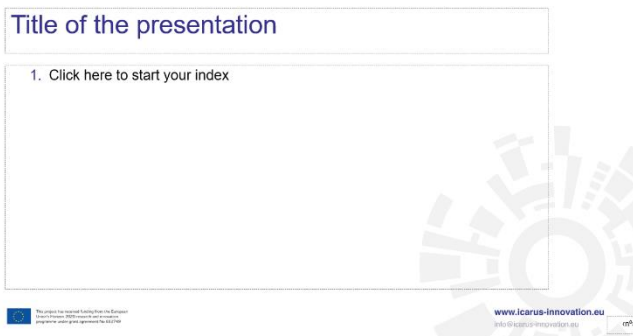


Figure 25

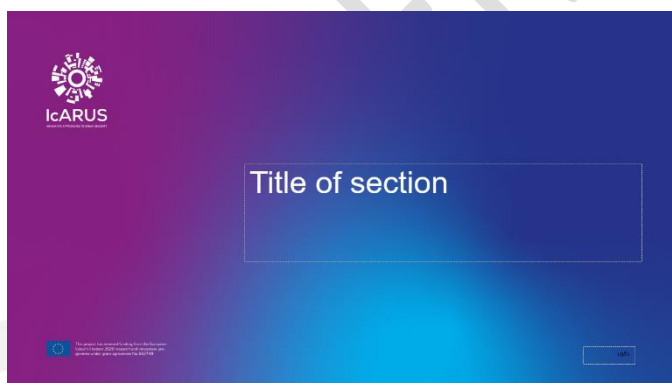


Figure 26


“Highlight phrase lorem ipsum dolor set amet
consectetur adipiscing”

Author name

Figure 27

Write the title here

- Write here your text with bullets
 - Write here your text with bullets
 - Write here your text with bullets



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Figure 28

Write a sentence here

- Image



Description of image

Figure 29

4. Conclusion

The visual identity of the IcARUS project aims to encompass all the project's dimensions: security, innovation, inclusiveness, cooperation, transnationality.

The logo's purpose is to become memorable and instantly associated with the IcARUS project. Its materialization into other formats (such as the deliverable and presentation templates), targets the project's practicality with the intent of assisting the consortium with producing the best outcomes for the project.



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INNOVATIVE APPROACHES TO URBAN SECURITY

CONSORTIUM



European Forum for Urban Security (Efus)



FH Salzburg

Fachhochschule Salzburg (FHS) Salzburg University of Applied Sciences



Plus Ethics



Erasmus University Rotterdam (EUR)



Laboratory of Urban Criminology / Panteion University of Social and Political Sciences (Panteion)



University of Salford



University of Leeds



Landeshauptstadt Stuttgart Municipality of Stuttgart



Riga Municipal Police (RMP)



City of Rotterdam



City of Nice



Lisbon Municipal Police / Lisbon Municipality (LMP/CML)



Local Police of Turin (PLTO)



makesense



Eurocircle



Idiap Research Institute



KEMEA



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