DO
- Use our official, unmodified Serve the City logo.
- Make sure the logo is readable.
- Allow for at least the minimum buffer space around the logo.

CLEAR SPACE
The logo must be surrounded by a minimum amount of clear space equal to the size of the «E»
No visual elements may be placed in this area.
MISUSAGE OF THE LOGO

Don’t add any element to the logo

Don’t remove any element to the logo

Don’t modify the proportions of the logo

Don’t use effects on the logo

Don’t change colors for the logo

Keep in mind the readability of the logo when on a dark background
COLOURS

<table>
<thead>
<tr>
<th>COLOUR</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Green</td>
<td>C 100%</td>
<td>M 20%</td>
<td>Y 60%</td>
</tr>
<tr>
<td></td>
<td>R 0</td>
<td>G 135</td>
<td>B 122</td>
</tr>
<tr>
<td>Medium Green</td>
<td>C 53%</td>
<td>M 4%</td>
<td>Y 38%</td>
</tr>
<tr>
<td></td>
<td>R 131</td>
<td>G 195</td>
<td>B 174</td>
</tr>
<tr>
<td>Dark Red</td>
<td>C 11%</td>
<td>M 82%</td>
<td>Y 69%</td>
</tr>
<tr>
<td></td>
<td>R 214</td>
<td>G 74</td>
<td>B 69</td>
</tr>
<tr>
<td>Medium Red</td>
<td>C 0%</td>
<td>M 78%</td>
<td>Y 65%</td>
</tr>
<tr>
<td></td>
<td>R 234</td>
<td>G 86</td>
<td>B 78</td>
</tr>
</tbody>
</table>

TYPEFACE

BRANDON TEXT REGULAR

Brandon Text Regular

BRANDON TEXT BLACK

Brandon Text Black

(a 10° angle will give you the italic version)
ICONEs

LISBON  LONDON  MILAN  BORDEAUX  BURGAS  WARSAW

Sharing services layer  Citizen engagement  Digital bond scheme  Urban sharing platform  e-logistics  e-vehicle charger

Smart lamp posts  e-bike  e-car sharing  Building retrofit  Visitors  Energy supply

Private residences  Public services  WP3 sensor  Data exploitation  Energy management  e-mobility

Energy management system  Academia & research  Cities & public bodies  Networks & NGOs  Industry & SMEs  And you?

DIAGRAM STYLE
10 AUDACIOUS GOALS

1. Aggregate demand and deploy smart city solutions
2. Deliver common and replicable innovative models
3. Attract external investment
4. Accelerate take-up of smart city solutions
5. Pilot energy efficient districts
6. Shift thinking irreversibly to local renewable energy sources
7. Promote new models of e-mobility
8. Successfully engage with citizens
9. Exploit ‘city data’ to maximum effect
10. Foster local level innovation, creation of new businesses and jobs
MAP STYLE
WHAT IS SHARING CITIES?

The Sharing Cities SHAR-LLM ‘lighthouse’ programme is a proving ground for a better, common approach to making smart cities a reality. By fostering international collaboration between industry and cities, the project seeks to develop integrated commercial-scale smart city solutions with high market potential. The project partners will work in close cooperation with the European Innovation Partnership on Smart Cities and Communities and with other ‘lighthouse’ consortia Sharing Cities offers a framework for cities to learn from each other in developing and testing solutions, strengthening social and economic partnerships, and aims to trigger €240 million in investment, engage over 100 municipalities across Europe.

WHO WE ARE

35 partners from cities, industry representatives, NGOs and academia
- Coordinator: Greater London Authority
- ‘Fellow’ cities: Bordeaux – Burgas – Warsaw

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement N° 691895.

ARE YOU READY TO MAKE A DIFFERENCE? CONTACT US

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www.sharingcities.eu

BUILDING SMART CITIES TOGETHER

LISBON - LONDON - MILAN
BORDEAUX - BURGAS - WARSAW

CONSORTIUM PARTNERS

società di reabilitazione urbana
DIGITAL
ENERGETYKI
INSTYTUT

OUR TEN AUDACIOUS GOALS

1. Aggregate demand and deploy smart city solutions
2. Call on investors and accelerate innovation models
3. Address external environment
4. Accelerate take-up of smart city solutions
5. Pilot energy efficient districts
6. Shift thinking irreversibly to local renewable energy sources
7. Promote new models of e-mobility
8. Successfully engage with citizens
9. Exploit ‘city data’ to maximum effect
10. Foster local level innovation, creation of new businesses and jobs

SHARING CITIES IN A NUTSHELL

The demonstration districts in ‘lighthouse’ member cities Lisbon, London and Milan will implement replicable urban digital solutions and collaboration models. The Royal Borough of Greenwich in London, Porta Romana/Vettabbia in Milan and downtown Lisbon will retro-fit buildings, introduce shared electric mobility services, and install energy management systems, smart lamp posts and an urban sharing platform through engagement with citizens. Further cities Bordeaux, Burgas and Warsaw will co-develop, validate or implement these solutions and models.

KEY ACTIVITIES

PLACE
Infrastructure solutions for low-energy districts, e-mobility, retrofitting of buildings, installation of sustainable energy management systems and smart lamp posts.

PEOPLE
User-centric smart city services co-designed with citizens.

PLATFORM
Urban sharing platform based on open data.
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 691895.