

Deliverable 6.1 – Logo and visual identity development



Logotype on white background



**Digital
Water
.City**

Logotype on an image background



**Digital
Water
.City**



**Digital
Water
.City**

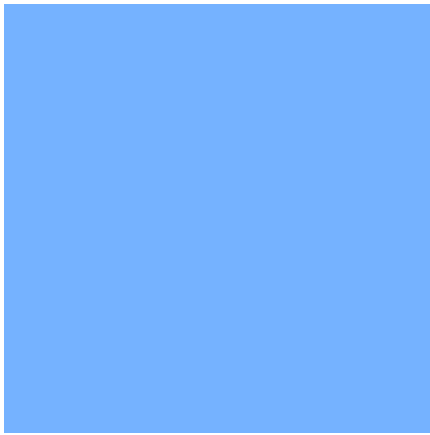
Logotype - black & white



Logotype protected aera



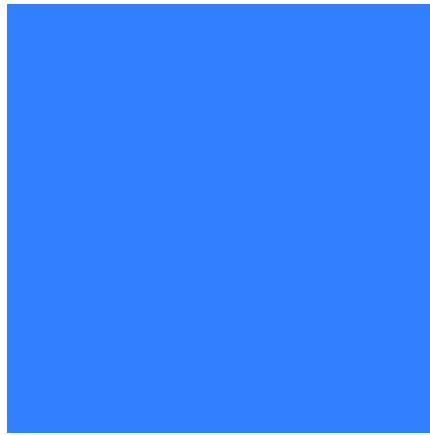
Logotype colours



#75C3FF

CMWK: 53/12/0/0

RGB: 117/195/255



#3185FF

CMWK: 75/48/0/0

RGB: 49/133/255



#212C52

CMWK: 98/86/37/35

RGB: 33/44/82

CERA PRO - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

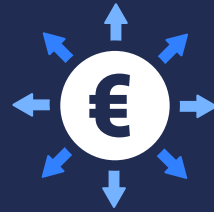
abcdefghijklmnopqrstuvwxyz

0123456789.,?8&%+*

Objectives



Health
Protection



Performance and
return on investment



Public
involvement

Filters



Cities



Digital
solutions



Sectoral
activities

Pictures - water



Word template



Cover



Others



Leading urban water management to its digital future.

- ➔ Lorem ipsum dolor
- ➔ Sit amet consectetur
- ➔ Adipiscing elit sed diam

Leading urban water management to its **digital future.**

Objectives:

- ➔ the protection of human health
- ➔ the increase of performance and return on investment of water infrastructures
- ➔ the involvement of citizens in urban water



**Health
Protection**



**Performance and
return on investment**



**Public
involvement**

Font to be used in powerpoint and word documents

For titles

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?8&%+*

For long text

Gill sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?8&%+*