Shaping

fair cities

Shaping fair cities: the project and the logo

The cube can be considered the basic module for the construction of a new society, inspired by the values of the project, reflecting the United Nations goals for Sustainable development (SDGs) – Agenda 2030.

The project is focused on the new goals addressing the migration challenges and the related local policies with a strong gender approach (SDG5), promoting a peaceful and inclusive society (SDG16), making cities inclusive, safe, resilient and sustainable (SDG11) and acting to combat climate change and its impacts (SDG13).

The logo has an iconic style: it recalls the UN SDGs pictures, which are very symbolic and iconic.

In its surfaces the main priorities of the project are summarized: people representing the idea of citizenship, the city in its multiple shapes, the tree that indicates environmental sustainability.

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

SUSTAINABLE DEVELOPMENT GOALS

The elements of the logo

People: stick people indicate any gender or origin, women as men, different ethnic groups, with no references to family because the project is addressed to every kind of people, individually or in groups. Many people are represented because the project wants to embrace all the inhabitants of the areas involved.

Cities: this element recalls the complexity of different realities, cities with different levels of development and dimensions, geographical and cultural characteristics.

Tree: it's the simplest symbol for nature and environment and it's very immediate.

Colors: are very bright, not specifically related to single SDGs, but all together they form a balanced combination. The connection between green and environment is kept because it is very symbolic and immediate.

The cube: is a basic element which can be used in many ways for creativity and in campaign concepts. It is for example suitable for implementation of cube gadgets or installations in city squares for info point. Moreover, it recalls the idea of the game which can be exploited in many ways during local campaigns planned in the project, for example with photo contests, gaming apps, other kind of contests.

Lettering: the logotipo – with the name of the project – is integrated within the iconic pictogram. The font and the letter placement recalls the idea of game and it's playful.

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CMYK (Four-colour process)	RGB (web palette)	Pantone (solid uncoated)	Hexadecimal
0/80/0/0	233/82/150	Red Rhoadmine	Soft pink e95296
0/50/100/0	242/145/0	7408 U	Pure orange f29100
80/0/40/0	0/171/168	326 U	Dark cyan 00aba8
30/100/60/0	182/29/74	1935 U	Strong pink b61d4a
20/30/50/30	164/141/109	872 U	Mostly desaturated dark orange a48d6d

In black and white printing the logo must be used in grayscale both on white and black background.
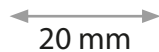
Minimum dimensions

European Union

European Union

20 mm

Font

Myriad Pro Regular

SUGGESTED USES WITH COLORED BACKGROUND, IN FOUR-COLOR PRINTING

CMYK: 100/80/40/35

CMYK: 20/30/50/30

CMYK: 60/100/20/40

CMYK: 77/42/100/40

CMYK: 0/15/30/0

CMYK: 80/0/40/0

CMYK: 0/100/10/0

CMYK: 0/30/0/0

CMYK: 98/70/10/0

CMYK: 3/85/87/0

CMYK: 40/80/15/7

CMYK: 22/100/90/16

CMYK: 0/50/100/0

CMYK: 0/50/50/0

CMYK: 20/100/40/0

CMYK: 0/80/0/0

CMYK: 45/0/94/0

CMYK: 10/90/0/0

EXAMPLE OF GADGET MODEL CREATION

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Lead partner: Regione Emilia-Romagna

Project partners

- Università di Bologna
- Ayuntamiento de Alicante
- Bashkia Shkoder
- Grad Split
- Falkoping Kommun
- Fundacja Centrum Badan Migracyjnych
- Judetul Iasi
- Regionalny Osrodek Polityki Spolecznej W Poznaniu
- Asociatia Biroul Regional Pentru Cooperare Transfrontaliera Iasi Pentru Granita Romania – Republica Moldova

- Comune di Forlì and Women of Mediterranean association
- Comune di Modena
- Comune di Reggio Emilia
- Conselho Municipal da Cidade de Pemba
- Conselleria d'Igualtat I Politiques Inclusives Generalitat Valenciana
- Gruppo di Volontariato Civile (GVC) association
- Dimos Patreon
- Vejle Kommune

This document was implemented by Regione Emilia-Romagna
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www.regione.emilia-romagna.it

www.shapingfaircities.eu