

# MobiliseYourCity Branding Kit

Guidance document (last update November 2022)

## 1. What is this kit about?

We're excited to provide you with the first MobiliseYourCity Branding Kit! To deliver a consistent message as partners across the globe, we have created this simple kit.

### What we are trying to convey / What story we want to tell:

- MobiliseYourCity is a Partnership (emphasis on our partners)
- We are a recognised and leading Partnership for sustainable mobility
  - We have expert knowledge
  - We have demonstrated results
- We focus on mobility planning (SUMPs/NUMPs) as vehicles to help cities and countries access climate finance
- We have members across the world (geographic diversity)
- We focus on emerging economies
  - We develop tailored methodologies, adapted to the specific challenges of these regions: i.e. paratransit
  - We have experience working in complex political environments
- We are a dynamic, agile Partnership that keeps learning from the ground (updating our methodologies and tools regularly based on feedback from cities and countries)

### What you can find in this kit:

- Brand identity guidelines (including language guidelines)
- New MobiliseYourCity PowerPoint template
- New MobiliseYourCity Word Templates
- MobiliseYourCity logos and MobiliseYourCity Partners' logos
- MobiliseYourCity fonts
- Social media cards

# Table of contents

1. What is this kit about?.....	1
2. Brand identity guidelines.....	3
2.1. MobiliseYourCity Name.....	3
2.2. Fonts .....	3
2.3. Logos (MobiliseYourCity and Partners' logos).....	4
2.5. Imagery.....	7
2.6. Photos.....	7
2.7. Approved MobiliseYourCity Colours .....	7
3. MobiliseYourCity Brand Voice (incl. language guidelines and glossary).....	9
3.1. MobiliseYourCity official language.....	9
4. MobiliseYourCity standard intro text (short, medium and long version).....	10
5. Glossary of MobiliseYourCity basic terms in 3 languages.....	12

## 2. Brand identity guidelines

### 2.1. MobiliseYourCity Name

Mistakes happen

Here is the correct way to spell our name:

Mobilise Your City

MobilizeYourCity

Mobiliseyourcity

MYC

**MobiliseYourCity**

NB: Please **always spell out MobiliseYourCity** in all external communications. Only use MYC for internal communications.

### 2.2. Fonts

#### Gravur Condensed (size 12):

The quick brown fox jumps over the lazy dog.

AaBbCcDdEeFfGgHhIiJjKkLl

MmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789.,!@#\$%^&\*()

#### Roboto (size 12):

The quick brown fox jumps over the lazy dog.

AaBbCcDdEeFfGgHhIiJjKkLl

MmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789.,!@#\$%^&\*()

Gravur Condensed is mainly used for titles and may be used for emphasis text. Roboto is rather used for body text and text for official documents or reports.

We recommend you to download and install MobiliseYourCity fonts on your laptop to visualise our templates correctly. [Click here](#) to download them.

## 2.3. Logos (MobiliseYourCity and Partners' logos)

### How to use the MobiliseYourCity logo?

The MobiliseYourCity logo may be included in every document issued by the Partnership and its Partners. The logo is available in horizontal and vertical orientation, both always adjacent to the MobiliseYourCity name (left of it or above it, respectively).

The logo is provided in two formats; once on a transparent background and another version on a white background.

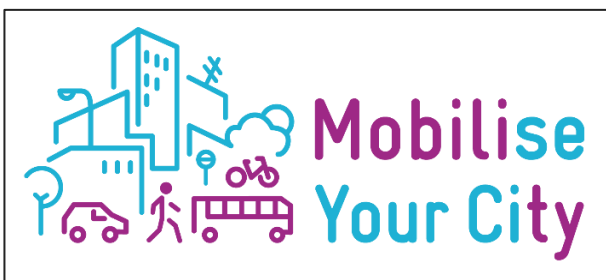


Image 1. MobiliseYourCity transparent logo in horizontal orientation.



Image 2. MobiliseYourCity transparent logo in vertical orientation



Image 3. MobiliseYourCity logo on white in horizontal orientation



Image 4. MobiliseYourCity logo on white in vertical orientation

MobiliseYourCity, in partnership with EUROCLIMA+, has also established its presence in the Latin American region under the programme name “**Plataforma de Movilidad Urbana Sostenible en Latinoamérica**” or “**PLATMUS**”. In line with this, MobiliseYourCity has also released a logo that may be used for materials pertaining to PLATMUS.

Like the original MobiliseYourCity logo, the PLATMUS logo is also available in a horizontal format, on either a transparent or white background.

## MobiliseYourCity Branding Kit 2022



Image 5. MobiliseYourCity/PLATMUS transparent logo



Image 6. MobiliseYourCity/PLATMUS logo on white

Our Partners' logos are available in the [MobiliseYourCity and Partners' logos' folder](#) on GoogleDrive.

### Size and spacing

The standard to be observed is that the logo should always be:

- Imposed on white in full and original colour (e.g. without transparency and drop shadow effects);
- In white with a coloured background;
- Unobstructed by any design element;
- Top-aligned relative to adjacent logos or other design elements;
- In a reasonable size to allow readability.

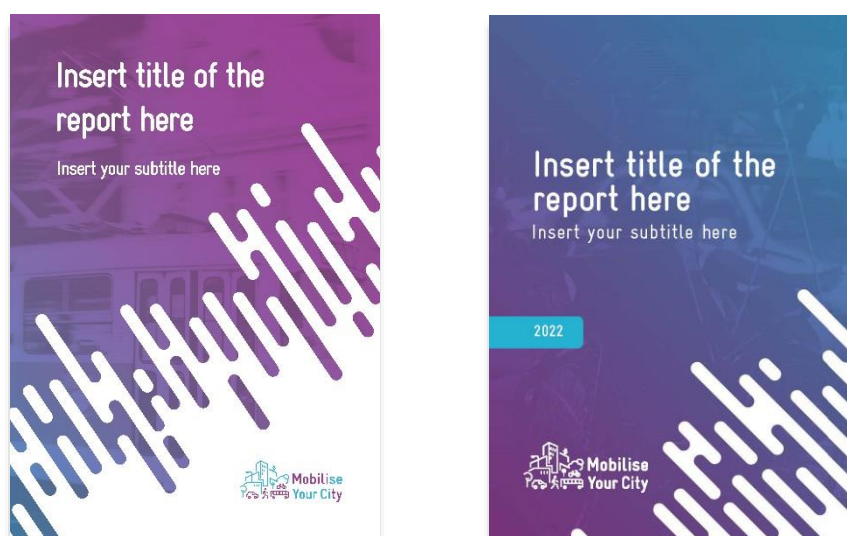


Image 7. Example of the correct use of MobiliseYourCity logo

## MobiliseYourCity Branding Kit 2022

### Please don't...

- X** Alter the shape of our logos
- X** Use the horizontal logo in a smaller dimension than 1.50 cm x 3.35 cm / 117 x 396 pixels
- X** Use the vertical logo in a smaller dimension than 2.5 cm x 1.8 cm / 71 x 51 pixels

### How to add partners' logos

#### → *On Word templates*

Because of the great number of MobiliseYourCity partners, the Branding Kit Word templates have been created so that all partners' logos are displayed on the second page after the cover. If absolutely necessary, it is possible to add one additional logo on top of the MobiliseYourCity logo, on the cover, as shown in the example below.



Image 8. Example of the correct use of MobiliseYourCity logo with one additional partner's logo

#### → *On PowerPoint templates*

On PowerPoint, please use the specific cover slide with a white stripe to add partners' logos.

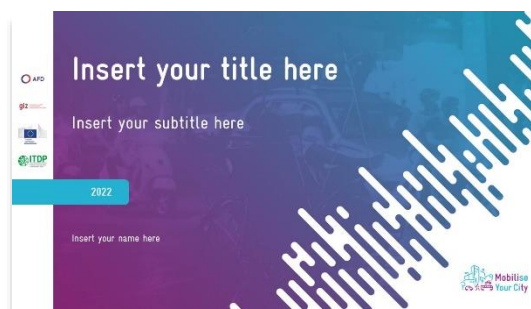


Image 9. Example of the correct use of MobiliseYourCity logo with partners' logos on PowerPoint

## 2.5. Imagery

### Icons, graphs, data visualisation

See PowerPoint template attached.

## 2.6. Photos

We encourage our partners to use professional-looking pictures from MobiliseYourCity geographies. Unless we address a specific issue, we try to select pictures that show sustainable transport (avoid polluting vehicles and individual cars and roads). Pictures can be downloaded for free at <http://www.unsplash.com/>. By accessing [this link](#), you can find some photos that we have already selected and that you can use when communicating about MobiliseYourCity.

**Please always check copyrights.**

## 2.7. Approved MobiliseYourCity Colours

Primary colours of the MobiliseYourCity Partnership are deep purple and neon blue.

These two colours may also be mixed to form a gradient. To keep a uniform gradient pattern, the designer is encouraged to slant the gradient to a 45/-45° angle, in a linear type rather than radial. Below RGB, CMYK and HEX colour codes for:

- Primary colour palette



R: 158 G: 42 B: 134  
C :47 M: 84 Y: 12 N: 1  
#A2217C



R: 38 G: 180 B: 212  
C: 71 M: 7 Y:12 N:0  
#2CB1D5

- Extended colour palette



R: 57 G: 70 B: 162  
C: 90 M: 84 Y: 0 N: 0  
#3946A2



R: 158 G: 166 B: 221  
C: 37 M: 31 Y: 0 N: 0  
#9EA6DD

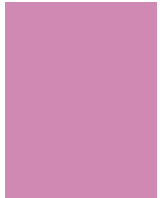
## MobiliseYourCity Branding Kit 2022



R: 85 G: 163 B: 182  
C: 67 M: 21 Y: 24 N: 0  
#55A3B6



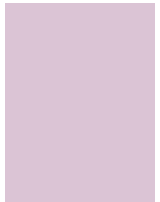
R: 190 G: 220 B: 227  
C: 24 M: 4 Y: 8 N: 0  
#BEDCE3



R: 207 G: 137 B: 179  
C: 16 M: 55 Y: 5 N: 0  
#CF89B3



R: 202 G: 166 B: 192  
C: 19 M: 36 Y: 8 N: 0  
#CAA6C0



R: 219 G: 196 B: 213  
C: 13 M: 23 Y: 5 N: 0  
#DBC4D5



R: 217 G: 217 B: 217  
C: 14 M: 10 Y: 11 N: 0  
#D9D9D9



### 3. MobiliseYourCity Brand Voice (incl. language guidelines and glossary)

Our voice should communicate trust and expertise and be consistent across our channels. It should be smart and professional as we represent a sum of partners. While we have clearly stated values, we try to remain politically neutral to respect our member cities and countries.

#### 3.1. MobiliseYourCity official language

Avoid using...	Rather use...
Beneficiary partners	Member cities and countries
MobiliseYourCity network/initiative	MobiliseYourCity Partnership
SUMPs/NUMPs	Mobility planning or Sustainable Urban Mobility Plans/National Urban Mobility Policies or Investment Programmes
12.500	12,500
KM	km
Bouaké (Ivory Coast)	Bouaké, Ivory Coast
M€	million euros
	Spell out numbers from zero to ten, then use 11, 12, etc.

**MobiliseYourCity Partners approved during the November 2020 Steering Committee Meeting a revised language for MobiliseYourCity.**

From now on we talk about *member cities and countries* rather than *beneficiary partners* to emphasise the role of cities and countries as critical agents of change.

To avoid confusion as to what we are and clarify that we are not trying to duplicate or compete with existing and established city networks, we refer to **MobiliseYourCity as a 'Partnership' and not a 'network' or 'initiative'**.

Generally speaking, we try to **adopt a 'service narrative'** to better communicate our intention to support members in achieving the ambitious objectives of the declaration.

To speak to a broader audience, we try to avoid technical language and abbreviations such SUMPs and NUMPs and rather use **'mobility planning'** or spell the full name.

**The Steering Committee also approved the following language for the vision and mission of MobiliseYourCity:**

**Our vision:** We work together as partners to shape low-carbon mobility systems that contribute to efficient, safe, and just cities for all urban residents of today and the future.

**Our mission:** Our mission is to incubate solutions, accelerate the adoption of proven approaches, and facilitate complex change processes to transform urban mobility.

## 4. MobiliseYourCity standard intro text (short, medium and long version)

**N.B. Please update the figures in the texts below with the latest figures available in the table called [‘MobiliseYourCity key figures’](#) in the Branding Kit folder on Google Drive.**

### **Short version:**

MobiliseYourCity is a leading global partnership empowering cities to improve mobility for their citizens and to fight the global climate crisis.

### **Medium version (focused on Partners):**

Launched at COP21 in Paris, the MobiliseYourCity Partnership is a leading global Partnership for sustainable mobility of nearly 100 partners, including 65 member cities and 15 member countries. It is jointly co-financed by the European Commission’s Directorate-General for International Partnerships (DG INTPA), the German Federal Ministry for Economic Cooperation and Development (BMZ), the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV), the Agence Française de Développement (AFD), the French Facility for Global Environment (FFEM), and the French Ministry of Ecological Transition (MTE). The Partnership is implemented by AFD, GIZ, ADEME, Cerema, CODATU, EBRD, KFW, and Wuppertal Institute.

### **Medium version (focused on numbers):**

Launched at COP21 in Paris, the MobiliseYourCity Partnership is a leading global partnership for sustainable mobility of nearly 100 partners, including 65 member cities and 15 member countries. With 40 million euros to support technical assistance and project preparation in 39 cities and 8 countries, the first projects completed in 2019 have mobilised 1,296 million euros for concrete sustainable mobility projects.

### **Long version:**

Launched at COP21 in Paris, the MobiliseYourCity Partnership is a leading global Partnership for sustainable mobility of nearly 100 partners, including 65 member cities and 15 member countries.

Thanks to the generous contributions of the European Union, the Agence Française de Développement (AFD), the French Ministry of Ecological Transition (MTE), the German Federal Ministry for Economic Cooperation and Development (BMZ), the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV), and the French Facility for Global Environment (FFEM), as of February 2022, our Implementing Partners have raised 40 million euros in grants to support 39 member cities and 8 member countries with technical assistance and project preparation.

The Partnership is implemented by AFD, GIZ, ADEME, Cerema, CODATU, EBRD, KFW, and Wuppertal Institute. Our Implementing Partners are working with cities and countries all over the world to develop scalable solutions to improve mobility in complex environments.

We are a Partnership dedicated to enabling transformative change in urban mobility. By leveraging the unique core competencies of a wide range of organizations, we act as a knowledge hub and collaborate to generate solutions that exceed what we could do alone, helping make lasting positive change possible.

We support our members through four service areas:

**Mobility planning:** We support our member cities and countries to shift from road-centric transport planning to mobility planning that focuses on meeting the needs of all people while balancing the needs of our planet.

**Capacity building:** To facilitate lasting change at a global level, we focus on developing, deploying and scaling tested solutions that lead to real results. The Partnership works as a knowledge hub to create, disseminate and scale knowledge. By bringing together global experts with local practitioners we can generate solutions that are ambitious, adaptable and achievable. Our partners work together to add value to each other's contributions.

**Advocacy:** We inspire our members to take bold, ambitious actions toward decarbonised and just mobility systems, and we animate others to support them to do so. We gain their trust by collecting and communicating results that will improve the lives of their people.

**Implementation support:** While full implementation of mobility plans and investment programmes remains the responsibility of our member cities and countries, we secure results by accompanying our member cities from planning to implementation, through policy and regulatory reforms, small scale investments and digital technologies.

## 5. Glossary of MobiliseYourCity basic terms in 3 languages

We communicate in three languages: British English, Spanish and French.

English (UK)	French	Spanish
MobiliseYourCity Partnership	Partenariat MobiliseYourCity	Alianza MobiliseYourCity
Donor	Baillleur de fonds	Donante
Implementing Partners	Partenaire de mise en oeuvre	Socio ejecutor
Knowledge & Network Partners	Partenaire de connaissance	Socio de conocimiento
Member city	Ville membre	Ciudad miembro
Member country	Pays membre	País miembro
Sustainable Urban Mobility Plan (SUMP)	Plan de Mobilité Urbaine Durable (PMUD)	Plan de Movilidad Urbana Sostenible (PMUS)
National Urban Mobility Policy or Investment Programme (NUMP)	Programme National d'Investissement et Politique Nationale de mobilité urbaine (un PNMU)  Politiques et Programmes d'Investissement Nationaux de Mobilité Urbaine	Programa de Inversión Nacional y Política Nacional de Movilidad Urbana (un PNMU)  Programas de Inversión y Políticas Nacionales de Movilidad Urbana

Access the complete glossary [here](#).