A Guide to the CIRIIS Brand
Branding Guidelines for All Communication, Outreach and Advocacy Materials Developed under the CIRIIS Program

March 2021
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Introduction
Introduction

Rooted in a participatory planning approach, the ‘City Investments to Innovate, Integrate and Sustain’ (CITIIS) program has initiated the creation of an enabling environment that would effectively and efficiently reflect upon citizens’ aspirations. These aspirations often rely on access to accurate and timely information through easily recognisable sources, powering the need to share a consistent brand image and message.

Projects under the CITIIS program are developing innovative and long-lasting solutions to pressing urban challenges. The solution to these challenges engages local government, community champions and partner organizations in creating a positive transformation.

All SPVs under CITIIS have a multitude of stories to share. These stories form the foundation to inspire urban innovation. A cohesive brand communication is crucial to strengthening brand recognition and visibility amidst the series of transformation our cities will go through.

This guideline is meant to assist the Public Engagement and Partnerships Officers (PEPO) of the SPVs to share their stories, interconnected through CITIIS perspective and values. The guideline is divided into the following sections:
Brand Voice
BRAND VOICE

At any given moment, CITIIS project teams across the country engage with multiple stakeholders every day. These stakeholders include local elected representatives, State Government officials, peer champions, implementing partner agencies, civil society organisations, and most importantly, the local communities.

This section describes the singular brand voice that is vital to maintaining the consistency required for achieving maximum effectiveness in our everyday work.

Voice and Message

Whenever CITIIS is mentioned, it is imperative to maintain a consistent voice with the four core values of the program:

- **Relevance & Feasibility**: Ensuring the message shared is relevant, timely and is feasible for the project
- **Innovation**: Applying innovative solutions for communicating with each stakeholder for individualised attention and lasting impression
- **Adopting Participatory Approaches**: Leveraging a two-way interaction method for appraising the true impact of the project
- **Integration**: Utilising the response from various communication methods to integrate brand identity and trusted messaging to make the communities and stakeholders feel empowered and proud to be associated with the project
Brand Identity
BRAND IDENTITY

The Citiis identity consists of expressing what it best embodies – ensuring innovative solutions to urban challenges integrated within project systems to ensure long-term sustainability of the solution.

This is why the full form of Citiis – City Investments to Innovate, Integrate and Sustain - has been placed at the very heart of the acronym.

The Citiis logo is not only a branding element, but also a powerful tool to connect various projects to a multitude of solutions that are being developed on the same platform for impacts to last and communities to thrive.

The stylised version of the Citiis logo provides a flair to the Citiis solutions – to truly reflect the diversity and distinctiveness each project has.

The flair, designed in the form of digital leaves growing to reach heights, highlight the confluence of technology and environmental & social sustainability; symbolising the proactive commitment to choose innovation.
Brand Visual Language
BRAND VISUAL LANGUAGE

The CITIIS logo has two lock-up configurations – the first a simple embodiment of CITIIS, and the second with a flair to highlight the diversity and distinctiveness of each project. Both logo options are correct and maybe used as per the need.

COLOUR VARIATIONS IN CITIIS LOGO

The full colour variation is preferred and should be used in all communication, outreach and advocacy materials.

The grayscale logo should be used when a document is supposed to be a cost-effective, one-colour material for printing in a low-resource setting.

The black and white (monochrome) logo may be used for laser engravings, 3D-printing or machinery which does not support coloured files such as scanning or need high contrast for text legibility.

A white logo may be used when the space has a dark background to increase legibility of the logo.
CLEAR SPACE AROUND CITIIS LOGO

The quarter segment in green should be used as a guide for minimum clear space. To protect the logo from visual interference, this space is required around all of its sides, including background field edges, trim and rules.

When the CITIIS logo is used in conjunction with the logos of its partner logos, it is imperative to ensure that all logos appear equal in size as much as possible.

USE OF PARTNER AGENCY LOGOS

Conceptualised through an esteemed partnership between the Ministry of Housing and Urban Affairs (MoHUA), Government of India, the Agence Française de Développement (AFD), the European Union (EU), and the National Institute of Urban Affairs (NIUA), the CITIIS program prides itself on honouring all its partners to maximise impact.

To highlight this sentiment, CITIIS uses a logo band that includes the logos for MoHUA, AFD, EU, the French Embassy in India, the Smart City Mission and NIUA. Please refer to the logo band below:

The logos for each of the partner is always in the sequence highlighted in the band to protect their existing equity towards CITIIS. The logo band is:

- Always used as it is, without changing the sequence of the logos
- Always placed on top quarter of any document or collateral
- In certain situations, the CITIIS logo may be added after NIUA’s logo. These situations include:
  - Workshop banners
  - Social media graphics
  - Hoardings
  - Posters
  - IEC material for the communities
  - For project reports and presentations:
    - If **CITIIS logo is placed on top with the partner logo band**: The cities may add their logo/s either after CITIIS or in a second row immediately after the partner logo band
    - If **CITIIS logo is placed as a highlight point after the partner logo band**: The cities may add their logo/s at the bottom in a white background band
Always placed on top of a white background to ensure maximum legibility
Always be increased in size proportionately to ensure no distortion in size
Always has a gap of at least a 6pt space around it
Never recoloured for print or electronic materials. However, for engraving on mementos, a black or white version of the band may be used.
Never stylised as a visual element or a watermark
Never incorporated into another logo
Never animated or has any 3-d effects

LOGO DO’S AND DON’TS

Although the CITIIS logo has been designed to be flexible with the design of a material, here are some examples of how NOT to use the logo:

× Do not change the font of the logo

× Do not rotate or skew the logo

× Do not stretch the logo in one direction

× Do not change the colour of the logo
COLOUR PALETTE

Primary Colour Palette

Primary Green
RGB: 0, 153, 51
CMYK: 77, 1, 93, 3
Pantone: 355C

Green
RGB: 146, 208, 80
CMYK: 41, 0, 80, 0
Pantone: 2285C

Light Green
RGB: 168, 180, 0
CMYK: 25, 100, 14
Pantone: 583C

Light Teal
RGB: 75, 182, 195
CMYK: 64, 4, 16, 1
Pantone: 2227C

Primary Accent Colour Palette

Rust
RGB: 197, 80, 53
CMYK: 1, 83, 89, 4
Pantone: 7597C

Secondary Colour Palette

Sky Blue
RGB: 0, 163, 224
CMYK: 79, 7, 0, 0
Pantone: 299C

Teal
RGB: 0, 129, 166
CMYK: 85, 21, 11, 13
Pantone: 2391C

Mustard
RGB: 224, 165, 38
CMYK: 1, 31, 91, 5
Pantone: 2007C

Plum
RGB: 172, 20, 90
CMYK: 2, 100, 14, 21
Pantone: 215C

Grey
RGB: 173, 164, 174
CMYK: 29, 30, 15, 2
Pantone: 2358C

Tertiary (Logo-Based) Colour Palette

RGB: 11, 149, 68
CMYK: 81, 4, 94, 8
Hex: 0B9544

RGB: 0, 51, 153
CMYK: 98, 80, 2, 7
Hex: 003399

RGB: 255, 204, 0
CMYK: 1, 15, 90, 2
Hex: FFCC00

RGB: 38, 14, 98
CMYK: 96, 93, 9, 27
Hex: 260E62

RGB: 220, 39, 27
CMYK: 1, 89, 96, 4
Hex: DC271B

RGB: 0, 137, 207
CMYK: 100, 30, 0, 0
Hex: 0089CF
GRAPHIC ELEMENTS IN USE

This growing leaf pattern may be used as part of the CITIIS brand expression. This pattern complements the CITIIS logo and may be used in conjunction with and/or using the brand colour palette. This will help in emphasising a stronger brand identity with the flexibility of utilising it as a design element in a lighter colour tone when required.

TYPOGRAPHY

After the choice of colour in branding, the type of font used for communications is equally important. A consistent typography helps in evoking the brand spirit and association along with easing readability, efficiently conveying information and brand recognition in few simple steps.

To ensure that every project under CITIIS has easy access to the CITIIS fonts, the typography has been selected based on their ‘Open Source Licence’ status (to be downloaded and installed from the links below) and default options available in Microsoft Word. All fonts have variations for customising the style of font that is suitable for a particular resource. The CITIIS typography includes:

Open Source License Fonts

- Montserrat
  City Investments to Innovate, Integrate and Sustain
- Noto Sans
  City Investments to Innovate, Integrate and Sustain
- Roboto Condensed
  City Investments to Innovate, Integrate and Sustain
- Lato
  City Investments to Innovate, Integrate and Sustain

Microsoft Word Default Fonts

- Calibri
  City Investments to Innovate, Integrate and Sustain
- Arial
  City Investments to Innovate, Integrate and Sustain
- Verdana
  City Investments to Innovate, Integrate and Sustain
Brand Applications
BRAND APPLICATIONS

A program is said to have successful branding when its visual usage is consistent across all platforms and entities. However, sometimes brand applications may appear to be surprisingly cohesive in an innovative setting.

The best brands stick in our minds because their mere appearance is part of a system that reminds them of similar colour, visuals, and styles. They are recognisable due to their sense of reliability and security.

Some of the platforms you can use your CITIIS identity include:

- Email Signatures
- Visiting Cards
- Letterheads
- Envelopes
- Presentation Templates
- Document Templates
- Websites, Microsites and Applications
- Social and Mass Media
- Visibility Collaterals Such as Lanyards, T-Shirts, Caps, Coffee Mugs etc.
- Outreach Materials Such as Brochures, Applications etc.
- Signages
- Banner/Pulpits
About CITIIS

City Investments To Innovate, Integrate, and Sustain (CITIIS) is the main component of the ‘Supporting Smart Cities Mission for a more Inclusive and Sustainable Urban Development in India Initiative’ launched by the Ministry of Housing and Urban Affairs (MoHUA), Government of India in 2018. The program is supported by the Agence Française de Développement (AFD) and the European Union (EU), and is being coordinated and managed by the Program Management Unit (PMU) at the National Institute of Urban Affairs (NIUA). External aid to the tune of EUR 100 million has been provided to twelve Smart City SPVs in the form of loan, and EUR 6 million has been made available for technical support to the program.