



Citizens  
Reinventing  
Democracy

# INCITE-DEM Visual Identity

## Guidebook

28-05-2023



Co-funded by  
the European Union

Funded by the European Union (INCITE-DEM, GA n° 101094258). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or of the European Research Executive Agency (REA). Neither the European Union nor the granting authority (REA) can be held responsible for them.

## Basic Logotype

a) colour version



b) monochromatic version



### Note:

The text in logo is transparent, not white.

Monochromatic logo can be used in black or white version or, if used at some non Incite-Dem project, in any appropriate colour.

## Logotype with a Tagline

a) colour version



b) monochromatic version

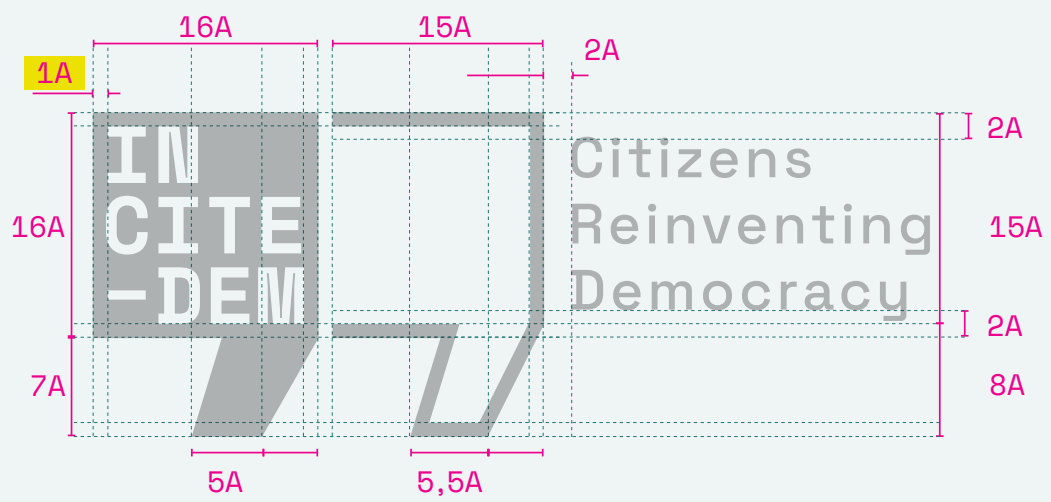


### Note:

The text in logo is transparent, not white.

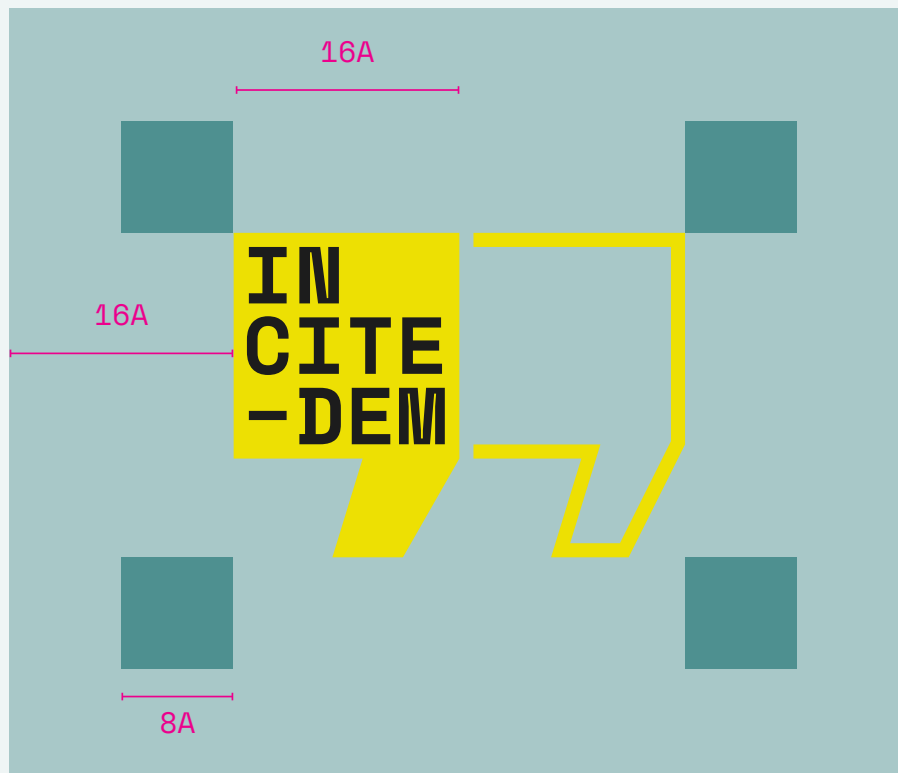
Monochromatic logo can be used in black or white version or, if used at some non Incite-Dem project, in any appropriate colour.

## Logotype Structure



## Logotype Safe Zone

Minimum logo safe zone is equal to 8 basic units (8A). Desired safe zone is 16 basic units, that is equal to left speech square width.



## Avatar

Avatar can be used for social media profile picture. It can only be used as a full yellow speech square.

Avatar can be placed on white background or on ICD green background.



## Logo (and avatar)

Examples of use.

### White and light background

Both kind (with or without a tagline) of color logo and black logo can be used.



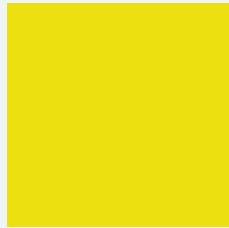
### Dark background

Only basic colour logo (without a tagline) can be used

+ white versions of both kind of logo can be used.



## Colours



### **ICD Yellow**

can only be used in 100% tint

#### **RGB**

237/224/3

#ede003

#### **CMYK**

10/4/100/0



### **ICD Green**

can be used in all tints

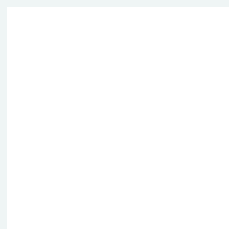
#### **RGB**

30/115/114

#1e7372

#### **CMYK**

85/38/52/14



### **White**

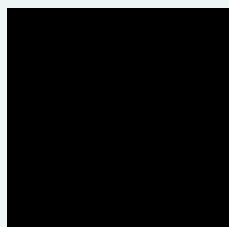
#### **RGB**

255/255/255

#ffffff

#### **CMYK**

0/0/0/0



### **Black**

#### **RGB**

0/0/0

#000000

#### **CMYK**

0/0/0/100



## Typography

### Space Grotesk

#### Primary all-purpose font

##### Light

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##### Regular

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##### Medium

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<https://fonts.google.com/specimen/Space+Grotesk>

### Space Mono

Headings font, to be used for short headings in digital media or in print by professional designer

##### Regular

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##### Bold

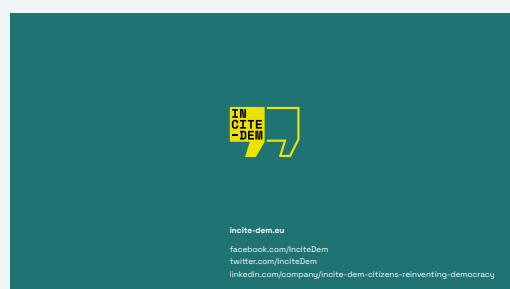
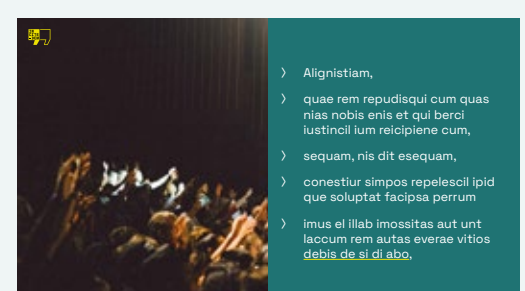
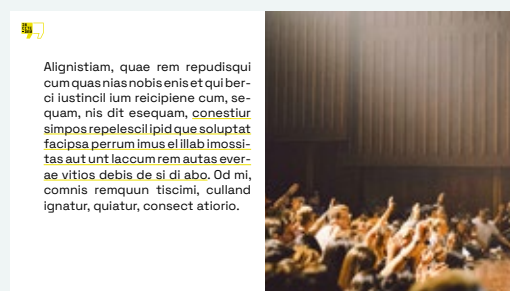
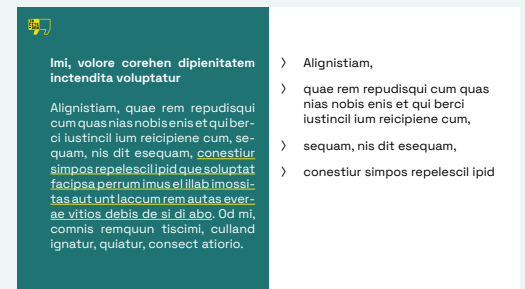
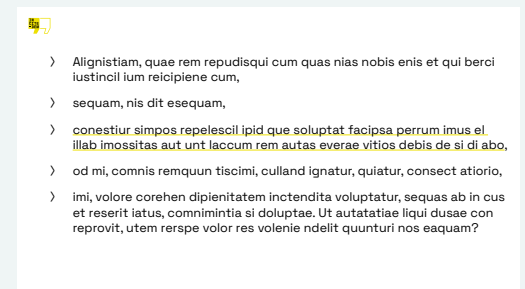
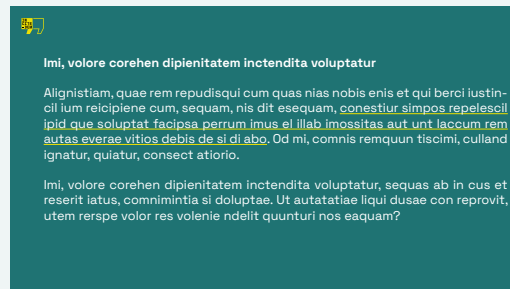
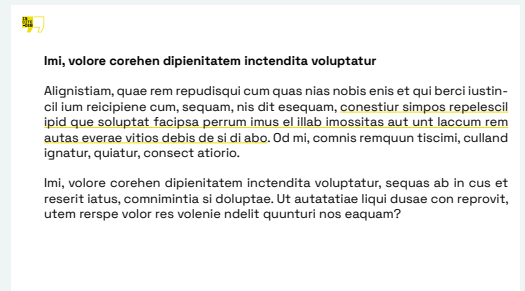
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<https://fonts.google.com/specimen/Space+Mono>

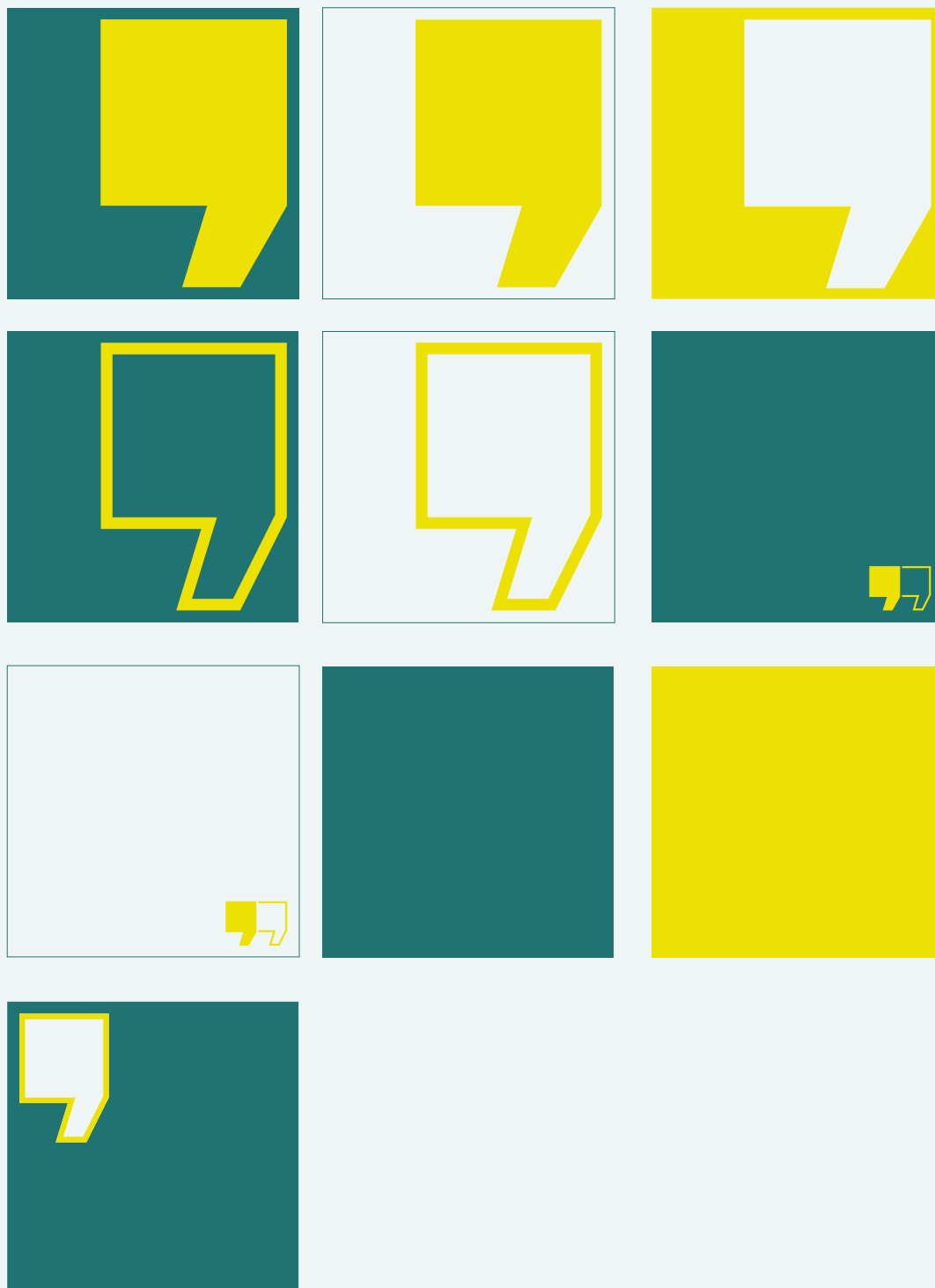


# Typical Presentation

## Preview



## Social media graphics and frames



## Social media graphics and frames

### Examples of use





Appendix A

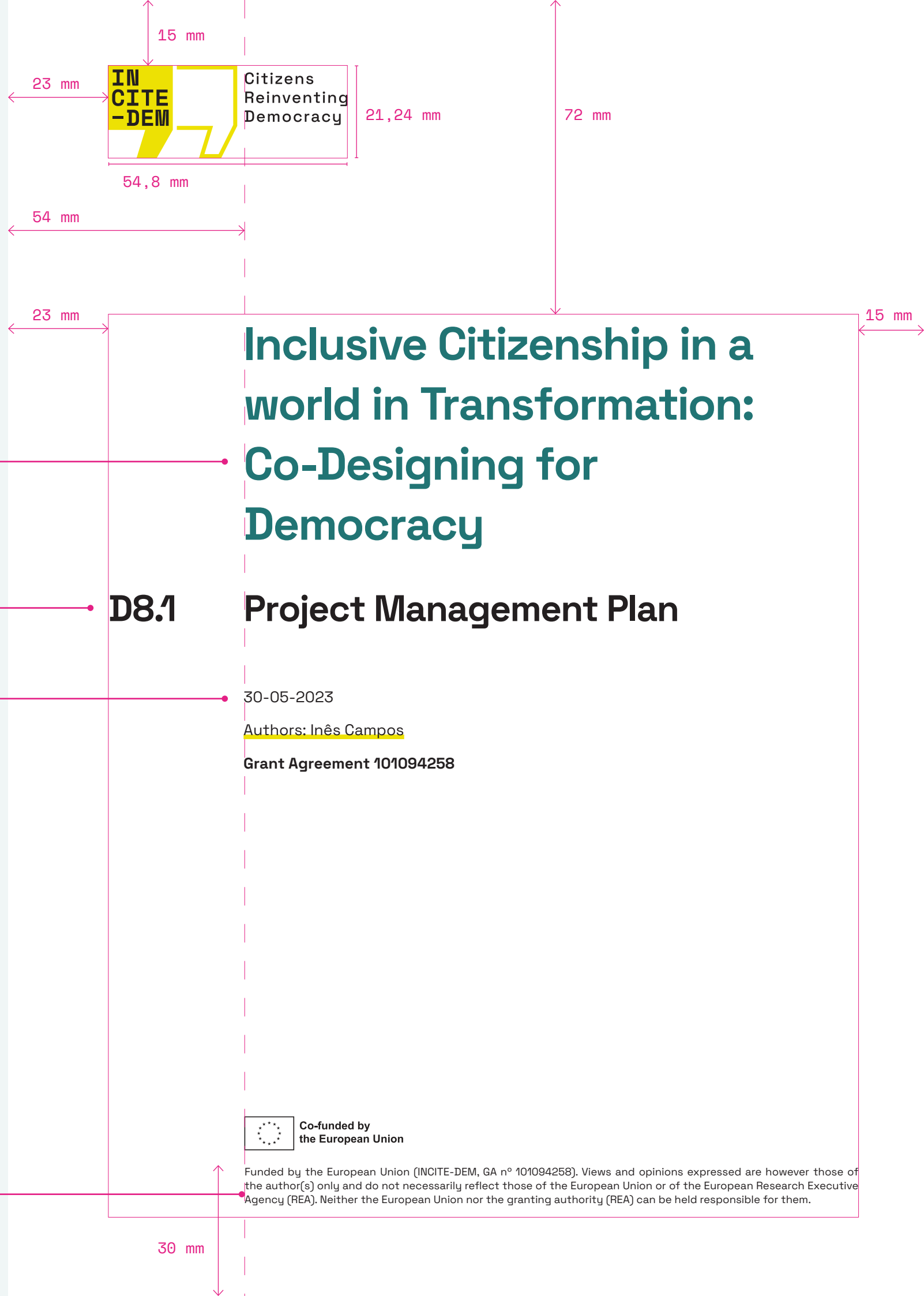
Typical document  
- front cover

ICD Heading 0: + yellow





- inside cover



**ICD Heading 0:**

ICD Basic Paragraph + next: [Same style] + Bold + size: 30 pt + leading: 39 pt + tracking: -25 + color: r30g115b114 + align: flush left + pair kern method: Optical + left indent: 31 mm + right ident 10 mm first indent: 0 mm - hyphenation + space after: 0 mm

**ICD Sub-Heading 0:**

ICD Heading 0 + next: [Same style] + Bold + size: 24 pt + leading: 33 pt + color: [Black] + first indent: -31 mm + tabs: count = 1, [position: 31 mm, alignment: left] + space before: 7 mm + space after: 14 mm

**ICD Basic Paragraph:**

Space Grotesk + Regular + size: 10 pt + leading: 13 pt + align: justified, last left + first indent: 31 mm + autoleading: 115% + hyphenation zone: 7.408 mm + space after: 3 mm

ICD Basic Paragraph + size: 7 pt + leading: 9 pt - hyphenation

- basic page margins and footers

Deliverable	Data			
Lead Beneficiary	FC.ID			
Deliverable Number	D8.1			
Deliverable Name	Project Management Plan			
Work Package and Task	WP8, Task 8.1			
Document type:	Report			
Due date of deliverable:	30/05/2023			
Dissemination level:	Sensitive			
Number of Pages	51			
Key words	Project management, project schedule, breakdown structure, cost, risk, quality, documents, communication, clustering			
Author:	Inês Campos (FC.ID)			
Contributors	Mariana Santos; Pedro Brás			
Planned submission date	31-05-2023			
Actual submission date	31-05-2023			
Reviewer	Carla Marques			
Document History				
Version number	date	authors	reviewers	description
1	08/04/2023	Inês Campos	Mariana Santos Pedro Brás, and Carla Marques	Review of first full draft, adding information on section 3.2. Production of spreadsheet financial reporting template files
2	17/05/2023	Mariana Santos	Inês Campos	Updated and file version of the spreadsheet templates for financial reporting
3	30/05/2023	Inês Campos	Mariana Santos	Full draft of deliverable finalised and ready to submit

ICD Basic Paragraph + size: 8 pt  
+ leading: 11 pt - hyphenation +  
align: flush left

ICD Basic Paragraph + align: flush  
right + color: r30g115b114

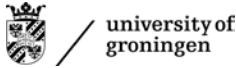


ICD Table Title:

ICD Basic Paragraph + next: [Same style] + Bold + size: 9 pt + color: r30g 115b114 + align: flush left + left indent: 1,7 mm + first indent: 0 mm + space before: 4 mm + space after: 2 mm

INCITE-DEM Consortium Partners

Organization	Type	Country
FCiências.ID - Associação para a Investigação e Desenvolvimento de Ciências (FC.ID)	Private Non-profit Association	Portugal
University of Muenster (WWU)	University	Germany
Norwegian University of Science and Technology (NTNU)	University	Norway
University of Groningen (UG)	University	Netherlands
University of Helsinki (UH)	University	Finland
Tallinn University (TLU)	University	Estonia
Instituto de Ciências Sociais -University of Lisbon (ICS)	University	Portugal
Asociacion Eco-Union (ECOU)	Non-Governmental Organization	Spain
Focus Association for Sustainable Development (FOCUS)	Non-Governmental Organization	Slovenia
Kyoto Club (KC)	Non-Governmental Organization	Italy



Head Cell:

Basic cell + Text Top Inset: 2 mm + Text Bottom Inset: 6 mm +Bottom Stroke Weight: 2 pt + Bottom Stroke Type: Thin - Thin + text: medium

Basic Cell:

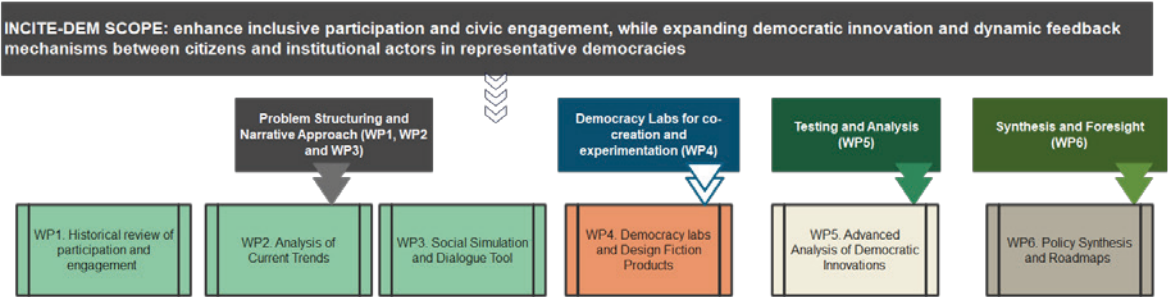
[None] + Paragraph Style: ICD table txt + Text Top Inset: 0.7 mm + Text Bottom Inset: 3 mm + Text Right Inset: 3 mm + Vertical Justification: Top + First Baseline Offset: Ascent + Cell Direction Runs Against Story Direction: Off + Top Stroke Weight: 0.25 pt + Bottom Stroke Weight: 0.25 pt + Stroke Color: Green + Left Stroke Weight: 0 pt + Right Stroke Weight: 0 pt

ICD Table TXT:

ICD Basic Paragraph + next: [Same style] + Light + size: 9 pt + leading: 10 pt + tracking: -5 + align: flush left + first indent: 0 mm - hyphenation

Table 1 Interlinkages between Objectives, Work Packages and Deliverables

Objectives	Related WPs	Related Deliverables
O1 To produce a systematic historical review of participation and engagement in democratic life.	WP1. Historical review of participation and engagement.	D1.1 Report and timeline of (e-) participation and engagement practices  D1.2 Database and timeline on the history of participation and engagement
O2 To understand key conditions for inclusive political participation and civic engagement in democratic life, based on a comparison of current trends in Europe.	WP2. Analysis of Current Trends	D2.1 Report on perceptions and attitudes toward democracy  D2.2 Case study narratives
O3 To model the dynamics of trust, polarisation, and consensus-building and co-design an agent-based policy tool for reflexive dialogue	WP3. Social Simulation and Dialogue Tool	D3.1: Dialogue Tool based on the HUMAT framework, with instructions (written and video)  D3.2: Report on social simulations of the quality and inclusiveness of the democracy process
O4 To experiment with inclusive design processes for democratic innovation	WP4. Democracy Labs	D4.1 Generative Design Toolkit for the DLabs  D4.2 Provotypes as a contribution to generative design processes for democratic innovations  D4.3 Report on the collection of individual and collective narrated imaginaries  D4.4 Design Fiction Products
O5 To evaluate democratic innovations via advanced analysis, choice experiments and interactive fora.	WP5. Advanced Analysis of Democratic Innovations	D5.1. Opportunities and requirements for inclusive participation and engagement  D5.2 Perspectives on democratic innovation from the “Inside”, Results of the Fora  D5.3 Generalising and foreseeing the plausibility and feasibility of democracy reform ideas
O6 To develop concrete policy guidance and strategic policy roadmaps for a sustainable, inclusive, and innovative democracy in a world in transformation.	WP6. Policy Synthesis and Roadmaps	D6.1 Policy Brief  D6.2 Policy syntheses and fact sheets  D6.3 Policy roadmaps and policy briefs for a sustainable, inclusive, and innovative democracy
O7 To support a Community of Practice (CoP) and the uptake of inclusive democratic innovations for participation and engagement through a state-of-the-art dissemination and exploitation strategy.	WP7 Dissemination, Exploitation and Community Building	D7.1 Project Website and Logo  D7.2 Plan for the Dissemination and Exploitation of Results  D7.3 Strategic Plan for the Exploitation of Results  D7.4 Final Plan for the Dissemination and Exploitation of Results



ICD Picture Sub:

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Figure 1 INCITE-DEM’s project Scope, Four-Step multi-method approach and realted WPs

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14 mm

ICD txt FIRST:

(should be used after each  
heading)

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txt

ICD txt:

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color: r30g115b114 + align: flush  
left + left indent: 31 mm + space  
before: 3 mm + space after: 6 mm

ICD underline:

[None] + underline + underline  
color: r237g224b3 + underline  
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ICD Heading 2:

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# 10.       References

**ICD References TXT:**

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Berkun, S., & Berkun, S. (2008). Making things happen: mastering project management (1st ed). Beijing ; Sebastopol [CA]: O'Reilly.

Munns, A. K., & Bjeirmi, B. F. (1996). The role of project management in achieving project success. International journal of project management, 14(2), 81-87.

Santos, V. R., Soares, A. L., & Carvalho, J. Á. (2012). Knowledge Sharing Barriers in Complex Research and Development Projects: an Exploratory Study on the Perceptions of Project Managers: Knowledge Sharing Barriers in Complex R&D Projects. Knowledge and Process Management, 19(1), 27–38.

Kerth, N. (2013). Project retrospectives: a handbook for team reviews. Addison-Wesley.

- back cover

logo vertically centered on the page, same vertical size as logo on inner cover.



ICD Basic Paragraph + color: white

[incite-dem.eu](http://incite-dem.eu)

ICD Basic Paragraph + color: white + space after: 1 mm

[facebook.com/InciteDem](https://facebook.com/InciteDem)

[twitter.com/InciteDem](https://twitter.com/InciteDem)

[linkedin.com/company/incite-dem-citizens-reinventing-democracy](https://linkedin.com/company/incite-dem-citizens-reinventing-democracy)