



CCI

CUTTING CRIME
IMPACT

Cutting — Crime Impact

www.cuttingcrimeimpact.eu



University of
Salford
MANCHESTER



DSP



university of
 groningen



POLITIE



Greater Manchester
POLICE



Estonian Police and Border Guard Board



POLICIA
de CATALUNYA
LUSCA



LANDSPOLIZEI
KÄRNTEN

Contact Us . info@cuttingcrimeimpact.eu



Generalitat de Catalunya
Departament
d'Interior



DPT-i
Institut für angewandte
Präventionsforschung



Logo with interconnected nodes



LOBA
© CUSTOMER
EXPERIENCE
DESIGN



This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 787100



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CUTTING CRIME
IMPACT

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DELIVERABLE 10.2

Visual Identity

Deliverable Type
Public

Month and Date of Delivery
Month 2, November

Work Package
WP10

Leader
LOBA

Dissemination Level
Public

Authors
Catarina Pereira

Programme

H2020

Contract Number

787100

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36 Months

Start

October 2018

CONTRIBUTORS

NAME	ORGANISATION
ALEXANDRE ALMEIDA	LOBA
PIETRO RIGONAT	LOBA

PEER REVIEWS

NAME	ORGANISATION
JOÃO GASPAR	LOBA
CANDELA BRAVO	LOBA

REVISION HISTORY

VERSION	DATE	REVIEWER	MODIFICATIONS
0.1	19/11/2018	-	INITIAL VERSION

Partners

The University of Salford; DSP-Groep BV; Rijksuniversiteit Groningen; The National Police of The Netherlands; Greater Manchester Police; Politsei- ja Piirivalveamet; Câmara Municipal de Lisboa; Landeskriminalamt Niedersachsen; Departament d'Interior - Generalitat de Catalunya; DPT - Deutscher Präventionstag; Forum Europeen pour la Sécurité Urbaine; LOBA

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1. Executive Summary

Petty crime has a significant negative impact on European citizens' quality of life, community cohesion and the safety and security of the urban environment.

The aim of the Cutting Crime Impact (CCI) project is to enable Law Enforcement Agencies (LEAs) and security policymakers to adopt a preventative, evidence-based and sustainable approach to tackling high-impact petty crime. Tailored to the needs of end-users, CCI will design, develop and demonstrate four Toolkits covering:

- Predictive policing;
- Community policing;
- Crime prevention through urban design and planning; and
- Measuring and mitigating citizens' feelings of insecurity.

Using social science methods and innovation tools from the design industry, CCI will support LEAs in researching and innovating practical, evidence-based tools that meet end-users needs and operational contexts. In delivering CCI, LEAs will gain valuable experience in requirements capture, problem framing, ideation, concept generation, solution design and prototyping that is transferable to other areas.

Practical consideration of ethical, legal and social issues throughout the project's research and innovation activities will ensure developed Toolkits help promote safe and secure towns and cities, without compromising fundamental human rights.

All toolkits will be demonstrated in an operational setting to assess performance, and materials developed to support integration into LEA operations and foster wider implementation. CCI aims to encourage wider EU adoption of effective approaches to safety and security and will develop an extended European Security Model that includes high-impact petty crime and citizens' feelings of insecurity.

CCI will result in greater openness to innovation and design approaches amongst LEAs and security policymakers across Europe, as well as demonstrate the value of practitioner-led approaches to EU-funded research and innovation projects.

For the success of the communication of the CCI Project a strong brand and visual identity must be created. This document aims to describe CCI's visual identity.

Partners

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Partners

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2. Introduction

To kick-start the communication and dissemination activities under WP10, LOBA created the visual identity of the CCI Project. The brand will be used in the different materials produced under the frame of the project namely templates (Word, PowerPoint, letterhead paper, etc.), brochures, website, posters, roll-up banners and videos, etc.

This deliverable aims to present the visual identity developed for the CCI Project. We will also provide some print screens of its usage on different materials that will be produced for the project in the future.

The logos and brand guidelines to all the partners in an online repository.

Partners

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3. Logo

Following a thorough background analysis of the project, LOBA created the brand for the CCI Project. The attractiveness, usability, ergonomics and functionality needs of the logo were discussed with the coordinator USAL. This conversation also included an early identification of the target as well as an identification of the brand values, attributes, positioning and language.

The brand created for the CCI Project aims to provide a cohesive visual identity for the project. Brand identity comprises the noticeable elements of a brand (for instance - trademark colour, logo, name, symbol). It is what identifies and differentiates a brand in the target audience's mind. The brand will be used in the different materials produced under the frame of the project, namely templates, brochures, website, posters, roll-up banners and videos, etc.

3.1. Initial Versions

For the CCI logo we took into account the topics of #prevention, #investigation, #security, #crime that the project aims to tackle. Therefore, at a first stage the logo was composed of three elements:

- **Shield:** Symbol of protection, security and defence.
- **Magnifying Glass:** Linking to a fundamental phase of the project investigation/research and analysis.
- **Eye:** Linking to a premeditated look with a hostile feel which symbolises crime/criminals. But it also has a double meaning to people that might look at it in a "justice" perspective as it can be linked to the attentive look of the authorities that are observing/ monitoring/ preventing possible crimes.

Two main colours were chosen. Aside from their symbolism, they would make the brand stand out and be unique. The colours blue and salmon/red fuse the senses of security and protection as well as energy and action.

LOBA developed a presentation ([annex 1](#)) to showcase the initial version of the logo to the coordinator (the first LOGO discussions involved only the WP10 leader and the project's coordinator due to the size of the consortium). Two options were presented. We have also provided some mock-ups with the logos being used on different materials for a better understanding of its versatility.

3.2. Final Version

LOBA and USAL agreed that the option with the filled-in shield was the best one design. It was also agreed to redesign that second option with the third element substituted. The eye could generate an

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impression of fear or surveillance and the project wants to have a positive and safety-oriented approach. Therefore, the third element should enhance the innovative aspect of the project. To do that, the CCI logo was redesigned to include a light bulb with the shape of question mark.

The logo agreed between LOBA and USAL was then presented to the consortium during the kick-off meeting of the project for further feedback. For that, LOBA developed a presentation. Print screens of the slides are provided in [annex 2](#).

For a correct usage of the logo, LOBA has developed a brand manual. It can be viewed on [annex 3](#). All partners have been provided with the brand manual where they can also download the project's logo in different formats.

4. Identity

The CCI Project overall aim is to enable Law Enforcement Agencies (LEAs) and security policymakers to adopt a preventative, evidence-based and sustainable approach to tackling high-impact petty crime. Therefore, it is a project with a serious aim and message. Also, combatting crime is not a job undertaken by a single person—it's something that involves teams and engagement with a whole community. As a result, it is important that the project can be communicated in an approachable, accessible and clear way.

Although combatting crime is a serious topic, it involves the whole community. With that in mind, LOBA is already developing the project's website that presents the project in that manner.

5. Dissemination Materials

Templates for reporting and for presentations have been produced for the project. The deliverable template (annex 1) shall be used for submitting official deliverables. The document includes specific formatting and instructions that shall be followed. The template presents the following structure:

- The front page of the deliverable includes:
 - A section for the official document title
 - The document identifier (i.e. number of deliverable)
 - The due date and delivery date of the deliverable
 - The dissemination level (i.e. public, restricted or confidential)
 - The Authors
 - Information about the project (i.e. grant agreement n^o, contract start date and duration)

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- A section for an executive summary
- A section for tracking contributions and revisions which includes a list of contributors and reviewers of the deliverable, and the revision history (including a reference to the document's version, date, author/organisation and modification).
- A section for the table of contents page developed with an automatic index actualization according to the different types of styles (appendix, sections, etc.).
- The rest of the sections of the document include the respective title and subtitles, bullet points, tables and figures.

This deliverable is already using the reporting template.

A PowerPoint template has also been designed. It shall be used for internal purposes such as consortium meetings and for external purposes such as workshops and events. The template follows the visual identity of the project and includes different slides to be used for different types of content (i.e. free text, bullet points, table, figures/images, etc.). Print screens of some slides are provided in [annex 4](#).

LOBA is also working on the freebies to be produced for the CCI project. Some suggestions have been presented to the consortium during the kick-off meeting: a pen with a flash light and RFID-blocking card holders with the project's logo. A mock-up has been provided in [annex 5](#).

Other dissemination and communication materials will also be developed throughout the live-span of the project. The first steps will be producing the project's stationary (email signature, letterhead paper, folder, etc) and promotional materials (institutional brochure, roll-up, posters, etc.). They will be presented in Deliverable 10.4 – Communication Materials.

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6. Conclusions

The project's visual identity is a crucial step to kick-start the project and to define its communication approach. The CCI Project, communication-wise, will be approachable, practitioner-led, community-oriented, responsible and decorous.

Next steps will be to produce the CCI promotional materials and merchandising to be distributed at events. After completing the design of the materials, they will be produced and sent from LOBA to all partners, to be distributed by them in the CCI dissemination activities.

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7. Annex

7.1. Presentation of the initial versions of the logo

LOBA CUSTOMER EXPERIENCE DESIGN

CCI BRANDING

01
CONCEPT AND INSPIRATION

KEYWORDS

Security
Research
Crime
Police
Help
Safe
Foresight

CONCEPT

We based the visual identity of CCI - Cutting Crime Impact on the concept that is on the genesis of the project: **achieving a higher level and sense of security and protection**. With that in mind, we developed a symbol that embodies these three key ideas: **safety, investigation/observation and crime**.

This symbol is composed of a symbiosis of three elements:

- **Shield:** Symbol of protection, security and defence;
- **Magnifying Glass:** Linking to a fundamental phase of the project: investigation/research and analysis;
- **Eye:** Linking to a criminalized look with a hostile feel which symbolises crime/criminals. But it also has a double meaning to people that might look at it in a "judicial" perspective as it can be linked to the attentive look of the authorities that are observing/monitoring/preventing possible crimes.

Two main colours were chosen. Aside from their symbolism they will make the brand stand out and be unique. The colour blue and salmon red fuse the senses of security and protection as well as energy and action.

02
COLORS

Blue
c 85 | m 77 | y 0 | k 0
Security
Trust
Peace

Salmon Red
c 61 | m 56 | y 0 | k 0
Positivity
Energy
Action

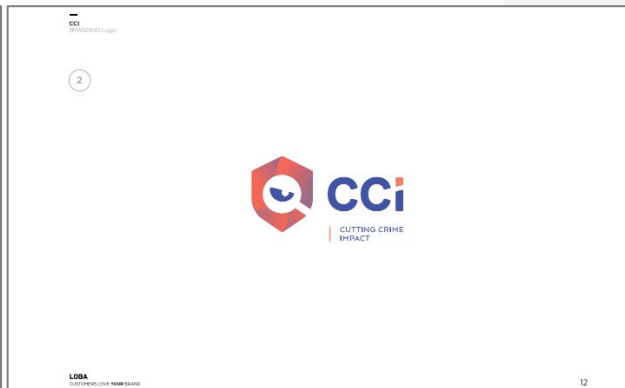
Partners

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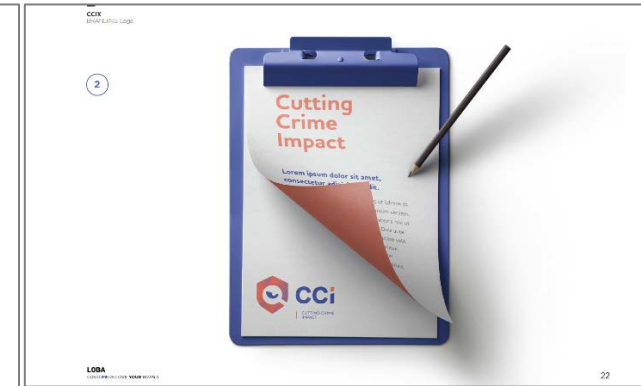
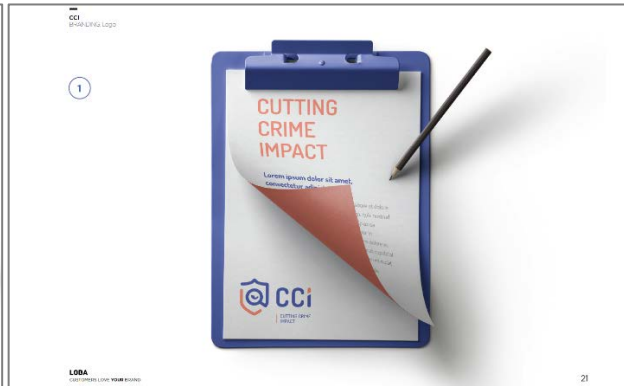
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7.2. Logo Presentation to the Consortium

<p>LOBA CUSTOMER EXPERIENCE DESIGN</p> <hr/> <p>CCI project branding & communication</p> <p>CCI Kick-off meeting – Salford 24 – 25 October 2018 Alexandre Almeida</p>		<p>WELCOME TO CCI</p> <p>#Security #LawEnforcement #Research #Innovation #Shield #MagnifyingGlass #LightBulb #Blue #Red #Strong</p>
		<p>HOUSCHKA PRO</p> <p>MAIN TYPOGRAPHY</p> <p>The main corporate typography brand is the Houschka Pro. By its formal and functional characteristics, that allows the creation of effective and readable messages. The consistency of all communication material, recommended the use of this typography as well as their own styles.</p> <p>ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</p>

Partners

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Logo Download

<http://drive.loba.pt/CCI/LOGO.zip>

PROPOSED MERCHANDISING



7.3. Brand Manual

LOBA ® CUSTOMER
EXPERIENCE
DESIGN

CCI

Brand Guidelines

Behaviors and functions of brand identity

Partners

The University of Salford; DSP-Groep BV; Rijksuniversiteit Groningen; The National Police of The Netherlands; Greater Manchester Police; Politsei - ja Piirivalveamet; Câmara Municipal de Lisboa; Landeskriminalamt Niedersachsen; Departament d'Interior - Generalitat de Catalunya; DPT - Deutscher Präventionstag; Forum Europeen pour la Sécurité Urbaine; LOBA

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Main Typography	15

To build a strong brand is needed consistency in the way of communicating in all media.

This manual guides the various uses of CCI brand in order to obtain a cohesive communication, creative and distinctive.



THE BRAND

The brand CCI has three structural elements: The symbol, typography and color.

The elements, proportions and position thereof were studied to create a strong brand and well designed, with and integrity. Any change can affect severely its identity.

In the following pages the necessary rules are presented for correct use of the mark, essential for ensuring the consistency of corporate identity.

Partners

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The Brand, Logo Version | CCI

The Brand, Logo Version | CCI



LOGO WITH CLAIM

This is original version of the brand and should to be used in circumstances or visual compositions that favor its application in this format.

LOBA |

Logo, Color Version | CCI



COLOR VERSION

This is the original version of the brand and should to be used for printing on any media, when there are no limitations on the use of color and/or reproducing.

GRAYSCALE VERSION

This is the version in grayscale. The brand should be used when there are limitations of, for example, color printing.

LOBA |

LOGO WITHOUT CLAIM

This is the logo version without claim, and this should be considered when the claim becomes unreadable.

LOBA |

Logo, Color Version | AGILE



DARK BACKGROUND

This is the version to be applied when there are dark backgrounds, without the need to use the negative version of the logo.

NEGATIVE VERSION

The monochromatic versions include the use in positive (e.g. black) or negative (open to white on a background). These versions should be applied only when there are limitations in the use of color or when the reproductive technology has low quality.

LOBA |

Partners

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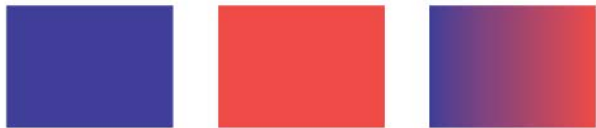


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Logo Colors Versions | CCI



COLOR 1

CMYK 90 / 90 / 0 / 0
RGB 65 / 64 / 153

COLOR 2

CMYK 0 / 96 / 74 / 0
RGB 240 / 75 / 71

GRADIENT

CMYK 90 / 90 / 0 / 0 CMYK 0 / 96 / 74 / 0
RGB 65 / 64 / 153 RGB 240 / 75 / 71

COLORS

The brand colors must be carefully used, always following the directions here provided. Any deviation from these guidelines may cause serious damage to the brand communication.

LOGO | 01

Logo Safety Margin | CCI



SAFETY MARGIN

To preserve the good reading of the logo was defined a safety area around which corresponds to as "x". The minimum clearance applies to all versions of the mark and is intended to protect the logotype any other element that is near and can interfere or prevent their reading and visibility.

LOGO | 01

Partners

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Logo Minimum Size | CCI



MINIMUM SIZE

To ensure the readability of the mark we've defined minimum dimensions. For **printed media**, the minimum size for the logo with claim is 25mm wide. Sizes below 20mm resulting in the lifting of the brand signature, this can go up to the 15mm. For **digital**, the minimum size for the logo with claim is 160px. The minimum size, without claim is 80px.

LOGO | 01



LOGO | 01

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Logo Typography | CCI

HOUSCHKA PRO

TYPOGRAPHY

Typography of CCI's brand should always convey the values and principles inherent to its purposes, without ever compromising functionality and / or readability.

MAIN TYPOGRAPHY

The main corporate typography brand is the **Houschka Pro**, by its formal and functional characteristics, that allows the creation of effective and readable messages. The consistency of all communication material, recommended the use of this typography as well as their their styles

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LOBA | IS

CUSTOMERS
LOVE YOUR BRAND

Logo Download

<http://drive.loba.pt/CCI/LOGO.zip>

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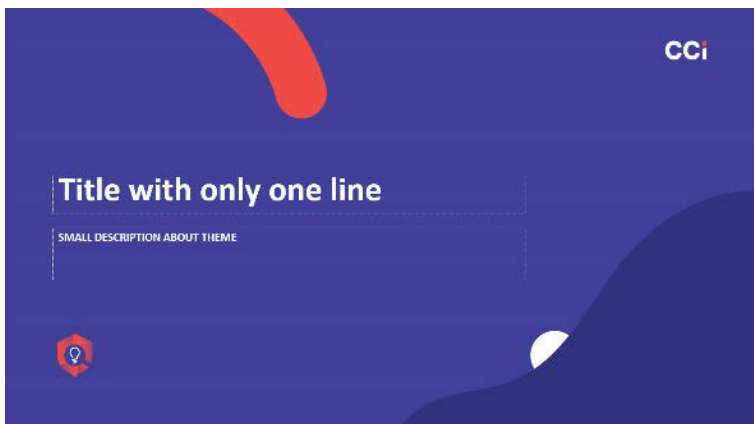
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7.4. PowerPoint Template



D1	LOREM IPSUM DOLOR SIT AMET, CONSECTETUER IPSUM DOLOR SIT CONSECTETUER
D2	LOREM IPSUM DOLOR SIT AMET, CONSECTETUER IPSUM DOLOR SIT CONSECTETUER
D3	LOREM IPSUM DOLOR SIT AMET, CONSECTETUER IPSUM DOLOR SIT CONSECTETUER
D4	LOREM IPSUM DOLOR SIT AMET, CONSECTETUER IPSUM DOLOR SIT CONSECTETUER
D5	LOREM IPSUM DOLOR SIT AMET, CONSECTETUER IPSUM DOLOR SIT CONSECTETUER



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Small Title with necessarily

- Clique no ícone para adicionar uma imagem




“Highlight phrase lorem ipsum dolor set amet consectetur adipiscing”

AUTHOR NAME

THANK YOU ALL

NAME OF PERSON email@person	NAME OF PERSON email@person
NAME OF PERSON email@person	NAME OF PERSON email@person

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7.5. Freebies



Partners

The University of Salford; DSP-Groep BV; Rijksuniversiteit Groningen; The National Police of The Netherlands; Greater Manchester Police; Politsei- ja Piirivalveamet; Câmara Municipal de Lisboa; Landeskriminalamt Niedersachsen; Departament d'Interior - Generalitat de Catalunya; DPT - Deutscher Präventionstag; Forum Européen pour la Sécurité Urbaine; LOBA

Contact Us . info@cuttingcrimeimpact.eu



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