



Visual Identity Guidelines

About LabGov

LabGov – the LABoratory for the GOVernance of the City as a Commons – is an international network of applied research platforms engaged in exploring and developing methods, policies, and projects which allow the shared and collaborative management of urban common goods towards the co-governance of the city as a commons.

The Visual Identity

The visual identity aims at enhancing the ownership and membership of all LabGovs around the world, thus media communications more impressive, recognizable and shareable by generating a more harmonized, significant, and attractive image.



To improve the
communication of
the co-city approach

To unify the voice of
all LabGovs around
the world

To promote the
activation of new
co-governance
projects

The Logo

The logo of LabGov represents the quintuple helix where each part and colour stands for one of the actors involved in the co-governance experimental process. The hands stress out the role of the civil society organization and social innovators representing the main innovation in the evolution from the triple helix (public authorities, business, and knowledge institutions) to the quintuple one.

The formula **.City** aims at promoting the website and refers to the vision of LabGov, based on the idea of the urban governance as the management of the city as a commons.

Different applications

The short version of the logo is meant to be applied when the extended version is not properly readable. Also an all-black or white version is provided for application on conflicting colours.

B/W versions



Short version



Full IT version



Full EN version



Full ES version



Clearance Area



Do Not



Do not change the colors



Do not move the elements



Do not stretch the
logo/squash/distort



Do not place the logo
over backgrounds that
affect readability



Do not change the font



Do not add drop shadows

LabGov + others

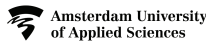
LabGov
+ University



LabGov
+ University
+ Partners



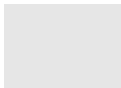
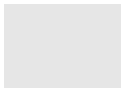
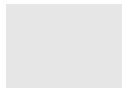
In partnerships with



Co-City
+ LabGov
+ University
+ Partners



In partnerships with



Co-City
+ LabGov
+ University



Example



Towards a Co-City

From the Urban
Commons to the City
as a commons



Fonts

Titles

Futura

qwertyuiopasdf
ghjklzxcvbnm
QWERTYUIOPAS
DFGHJKLZXCVBNM
1234567890

Body text

Intel Medium

qwertyuiopasdf
ghjklzxcvbnm
QWERTYUIOPAS
DFGHJKLZXCVBNM
1234567890

For main titles and text bodies, free and available fonts have been selected to be downloaded and used without any copyright limitation.

The sans serif fonts are clean and clear to balance the graphic style of the illustrations.

A handwriting font is used for special titles and illustrations, namely for printing editions, website pages, or applications on photos.

abcdefghijklmnopqrstuvwxyz
klmnopqrst
uvwxyz

Web Fonts

For the websites, the fonts can be replaced by this google fonts:

Futura > Questrial
Intel Medium > PT+ Sans
Handwriting > Sue Ellen Francisco



Colour Palette

Blue
#3BB2D2
C68 M10 Y12 K0



Purple
#5754A3
C77 M76 Y0 K0



Dark Blue
#184881
C99 M80 Y23 K8



Orange
#F48020
C0 M61 Y100 K0



Green
#37B37A
C74 M2 Y71 K0

Being five a recurring number (five actors, five design principles, $2+2=5$) in LabGov content, the colour palette is composed of five colours to make all elements distinguishable.

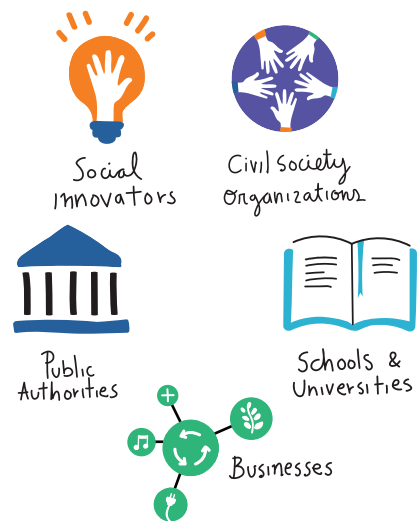
A user friendly, pleasant and catchy palette includes harmonized colours (like two tone of blue and the dark purple) to give a general tone mixed with contrasting hues (like the orange and the green) to break the uniformity highlighting details or words.

The two shades of blue have been chosen to mark the continuity with the previous palette and to keep the logo consistent with LUISS and Georgetown logos as well as with several other academic institutions and/or all United Nations logos. The green is given as a key option for elements symbolizing sustainability like green public spaces and environmental commons.

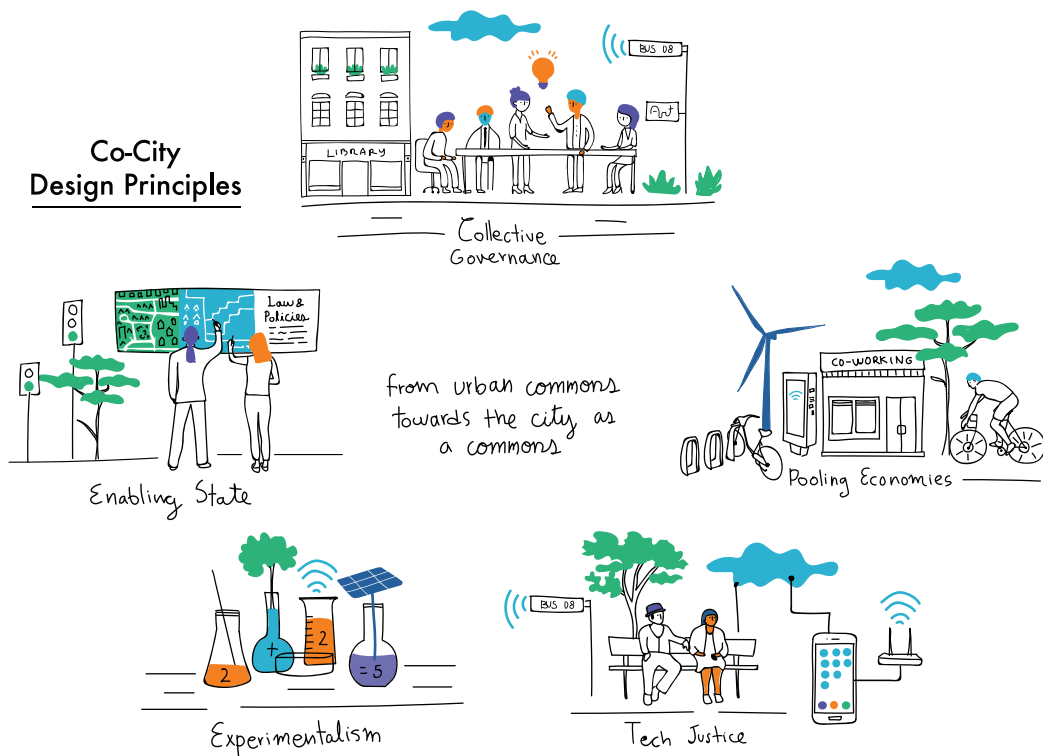
Graphic Line

Expressing the complexity with empathy will give LabGov a more unite, inclusive, and bold voice

The drawing graphic line aims at communicating creativity and professionalism, being impressive and memorable without overshadowing the content. The drawing visual simplification looks for a clear, pleasant, and organic image explaining and expressing concepts and data. The drawing line – recalling live working notes open to the collaboration and contribution of partners starting from clear and consolidated substantive points – symbolises the ongoing, open, and always adaptable work of research-in-action run by LabGov.

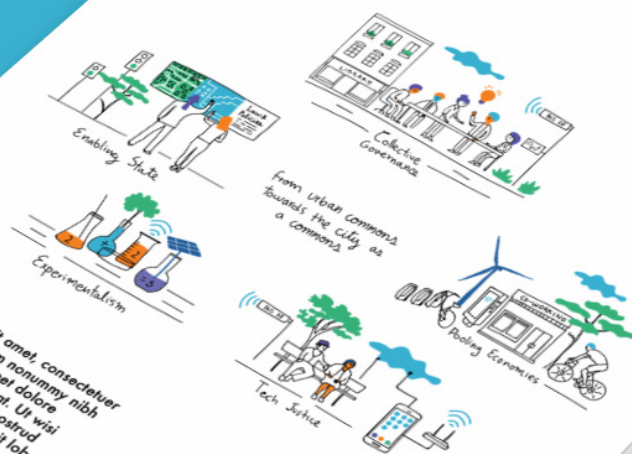


Co-City Design Principles



Example

LABORATORIO per la GOVERNANCE della città come un bene comune



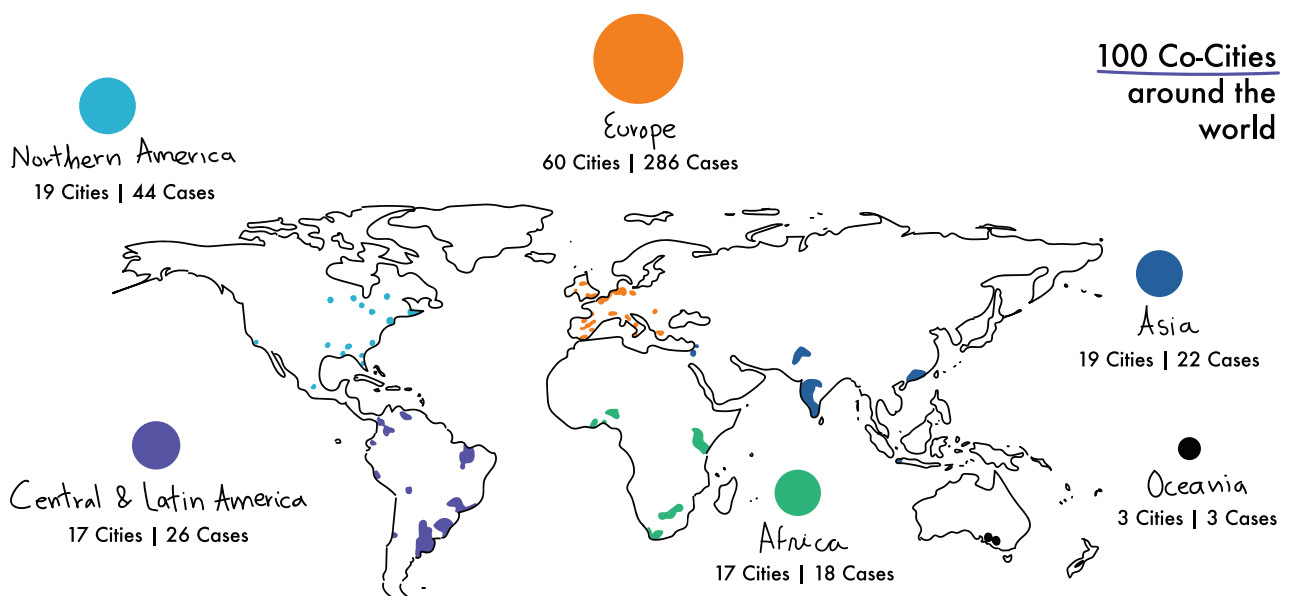
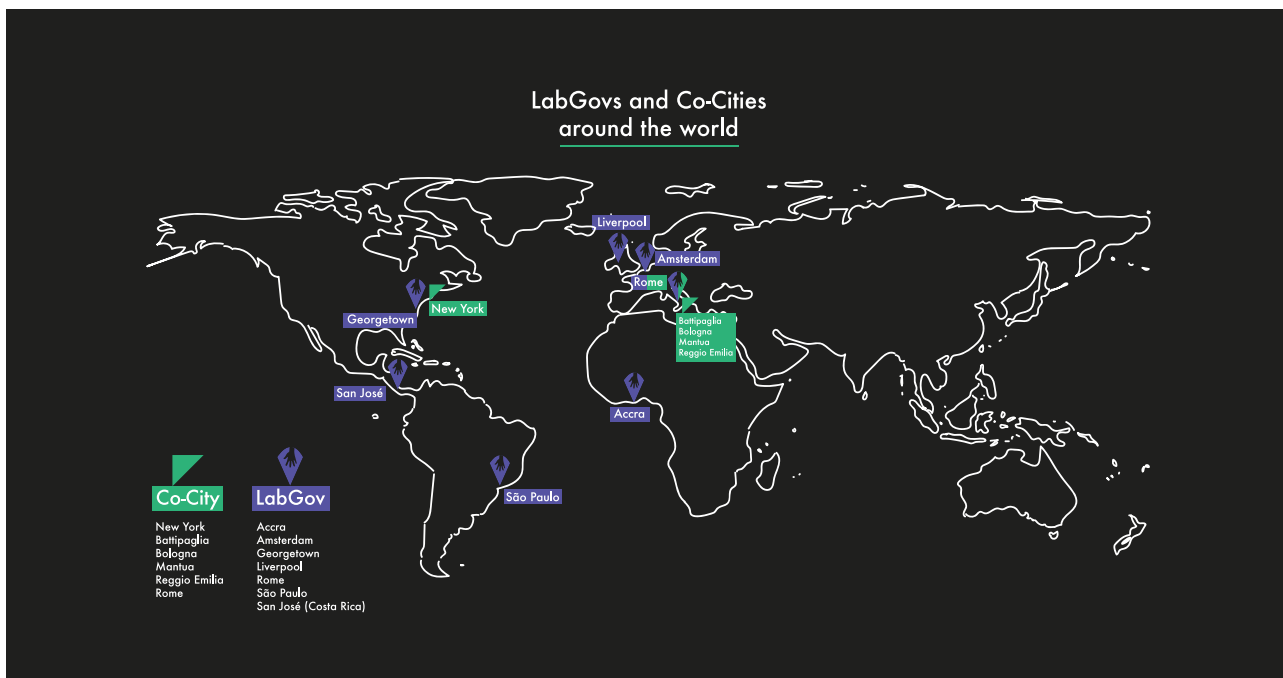
Lorem ipsum dolor sit amet, consectetur
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euismod tincidunt ut laoreet dolore
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malesie consequat, vel

LAB
GOV.CITY

LUISS

Graphic Supports

Maps, icons, and infographics will provide the basis for symbols and visual tools to be used for a variety of both online and offline communication materials.



Co-City

In order to harmonize the Co-City project logo with the new LabGov logo, the colours will be taken from the LabGov palette, choosing the most symbolic and harmonic three: the two shades of blue and the green. Co-City project will feature a minimal version of the elements from LabGov's visual identity a simplified graphic line with colour blocks, icons or single illustrations.



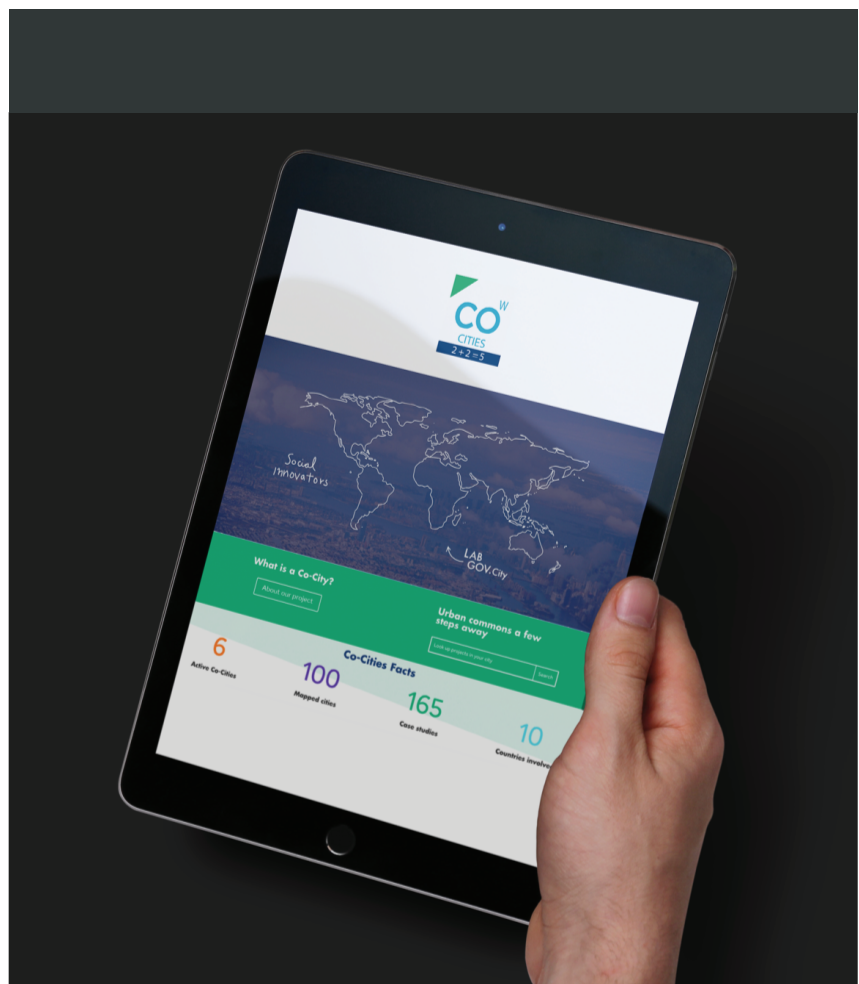
Blue
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C68 M10 Y12 K0



Green
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C74 M2 Y71 K0



Dark Blue
#184881
C99 M80 Y23 K8





www.labgov.city
www.commoning.city

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@LabGov on Twitter

Contact us to have more information and to
get LabGov logo and illustrations at
comm@labgov.it