BRAND MANUAL
a conceptual and an emotional approach

thinking about brain

thinking about the heart
IT’S ALL ABOUT BRAIN
Hi. I’m Lisbon. But I could be Copenhagen, London, Lansing (Detroit). I could be any city and any urban space.

IT’S ALL ABOUT URBAN SPACE

thinking about city
IT’S ALL ABOUT CONNECTIVITY OF BRAIN AND URBAN SPACE.

I’m a brain.

I’m a pictogram
IT’S ALL ABOUT EMOTIONAL CITIES

This is the main logo that will be used across eMOTIONAL CITIES brand application.
2. construction

Vertical Form

Horizontal Form

Logo Slogan

eMOTIONAL Cities

eMOTIONAL Cities

Mapping the cities through the senses of those who make them
safety margins

To ensure legibility, always keep a minimum clearspace around the logo.

The minimum is defined as the height of the X

The safety margin is 0.2X

dimensions

The logo is designed to scale to small sizes

24 mm  90 px  
15 mm  56 px  
15 mm  56 px
The logo should be white on darker backgrounds and black on lighter backgrounds.

The words "eMOTIONAL Cities" are repeated with an added subtitle: "Mapping the cities through the senses of those who make them."
Gotham is our main typeface.

Gotham Bold Italic

Gotham Bold

Gotham Regular

eMOTIONAL Cities

WEB RGB (55, 102, 132)

PRINT C: 82 M: 52 Y: 30 K: 14
incorrect logo applications

- Do not change the colour of the logo
- Do not stretch or squash the logo and letters
- Do not change the space between the symbol and lettering
- Do not delete the logo elements
- Do not change the position of the elements
- Do not use blue logo on colored backgrounds

I AM THE CORRECT VERSION

I AM THE CORRECT VERSION
photography
eMOTIONAL Cities examples

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another examples

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