THIS IS

MUV

D9.2 MUV Brand Analysis, Visual Identity, Style Guide and Template Set

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Index

MUV

PREMISE

People are reluctant in changing their habits. Digital Decision Support Systems (DDSS) are proven to be often ineffective because people react emotionally when they discover that the problem is not only outside (the city accessibility, the transportation infrastructure, the bus hours, the lack of information, etc.) but also inside (our laziness, our status symbols, our culture, etc.). People rarely recognize that to improve the quality of their life (and by doing so contributing to improve the quality of their neighborhood / city / region / planet) they need to change their habits. And even when they know it, they hardly start doing it.

MUV has the ambition of proposing a cultural-shift, of starting a counterculture movement able to change how people think, feel and behave in urban environments.

That's why we need to build a strong brand able to show clearly who we are and what we stand for.

The starting point

The development of the identity concept of MUV is driven by the goal of responding to two specific challenges:

- the need to create an identity for an applied research project with many different target users in six different European neighborhoods;
- the need to conceive its scalability in a global context.

This two-fold status, more than an obstacle, becomes an opportunity to try to map out the possible path that MUV shall undertake and what steps are necessary to achieve these goals.
The first necessary stepping-stone in this process of charting MUV's identity goals is the definition of the current state - the research project - and the long-term objective - the global dissemination of the service. By setting those goals, we clarify what direction our brand should take and then we are able to define what steps we should take in order to get there.

| Where we are now	Where we want to go
A research consortium funded by the EU	MUV will become a newco with a sustainable business model
Most of the citizens are not enjoying sustainable and active mobility	Citizens will be happy to move in a sustainable way
MUV will be available only in some selected cities	MUV will be available at least on a european scale
MUV is a tech blueprint with our design assumption	MUV will have a fully functioning suite of digital services co-designed with citizens
Car owners are the dominant data source to design mobility policies	Active "muvers" will be among the main data providers for urban mobility policies
Citizens are increasingly tending to buy online and globally	Citizens will have a direct engagement channel with local shops and a greater incentive to shop smart and local.

The above table outlines the main objectives that MUV aims to achieve and reveals some of the most important components for building a solid brand identity: what are the values that distinguish MUV; what is the audience and stakeholders it is targeting; and the spatial vocation to which it refers.

Our values

In the framework of a broader analysis on the future objectives of the digital ecosystem and the characteristics of the vision of the research project, some of the fundamental values that MUV intends to embody have been identified and how to determine its proximity to the values of those who will be considered the main users and stakeholders to be involved. The MUV aims are to use the dynamics of the gamification to design a game that encourages a positive change in citizens' mobility behaviours. In order to achieve this change of habits, it is necessary that the proposed alternative to unsustainable habits be enjoyable and that they fit into a wider ecosystem that involves the various stakeholders of urban mobility: the local community, local businesses and municipalities.

The objective of transforming mobility into an enjoyable experience for citizens that will increase the environmental and social sustainability of cities by maximizing the involvement of citizens and all urban stakeholders has led to the selection of three key values that could identify the character of MUV and guide the identity and future choices of the brand: playfulness, sustainability and commitment.

BEING ACTIVE
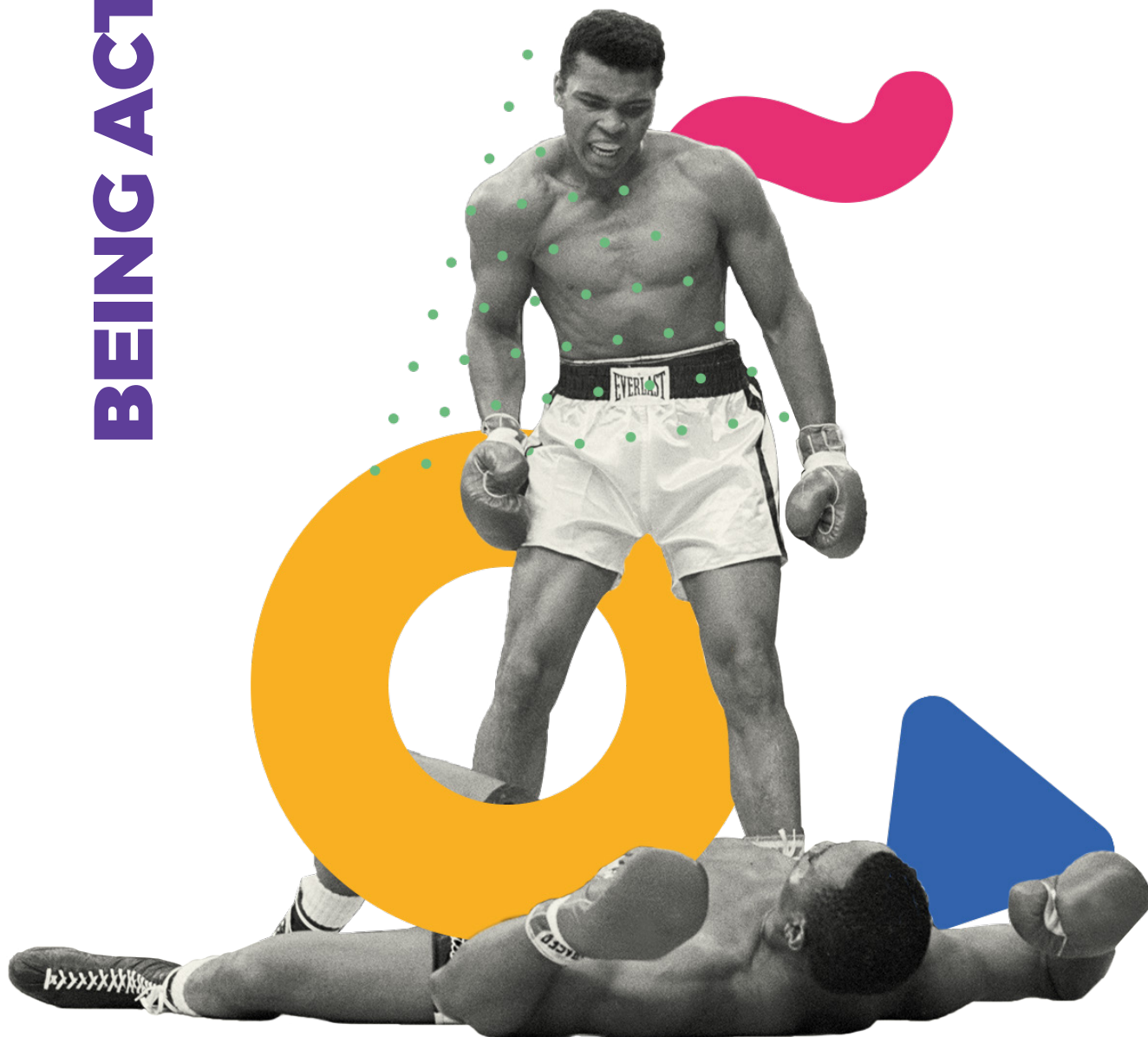
We all know we need a change, but only few of us are ready to change.
Changing unsustainable lifestyles and bad habits could be painful until we perceive it as a new rewarding experience.

MUV makes change achievable and desirable to anyone.
MUV nurtures the will of being part of the solution.

Champions aren't made in gyms. Champions are made from something they have deep inside them – a desire, a dream, a vision. They have to have the skill and the will. But the will must be stronger than the skill.

Muhammad Ali, boxing champion

BEING GREEN

Saving natural resources and facing social and economic inequality is the most ambitious challenge our generation have to face.
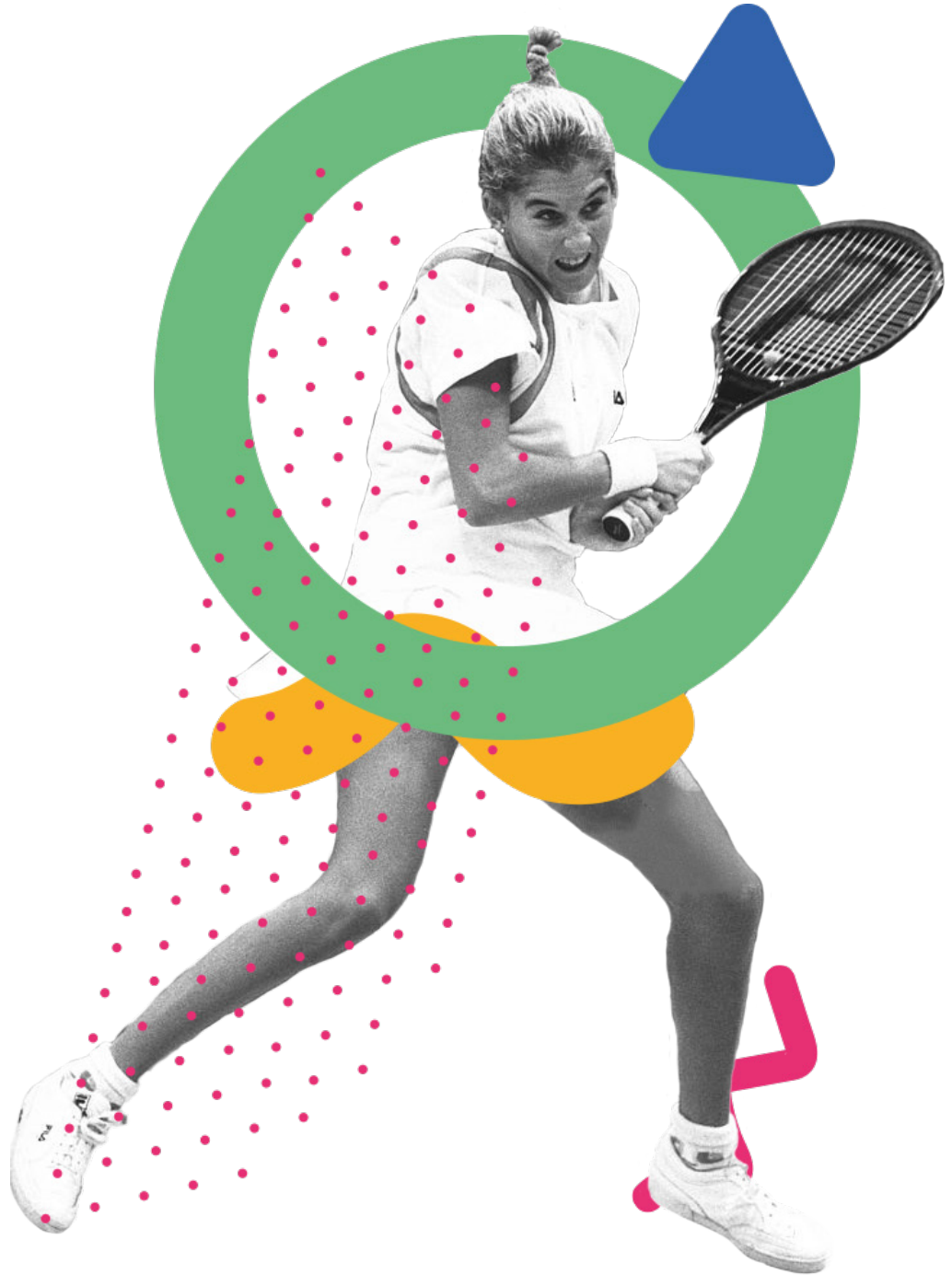
MUV expresses local values, triggers vibrant economies and saves the environment. MUV roots "sustainable development culture" in citizens individual behaviours and social relationships.

"The greatest threat to our planet is the belief that someone else will save it.
Robert Swan, the first man to walk to both the North and South poles

BEING HAPPY

Twentythree centuries ago Aristotle concluded that men and women seek happiness more than anything else. While happiness itself is sought for its own sake, every other goal—health, beauty, money, or power—is valued only because we expect that it will make us happy.

MUV turns "sustainable urban mobility" in an intrinsically rewarding habit.
With MUV cities are playgrounds and citizens make everyday the world a better place while living enjoyable, fulfilling and fun experiences.

> **That's the key to success, isn't it? It has to be fun.**
> Monica Seles, tennis champion

**BEING ACTIVE
BEING GREEN
BEING HAPPY**

All three key values, together with other representative values of the MUV concept (fairness, teambuilding, equality, inclusion, inclusion, respect, perseverance, healthy lifestyles, value of practice and preparation), are common values used in storytelling and brand identity representations in the world of sport.

Brand Narrative

MUV, from this perspective, encompasses the rationale of all sports, which is to do something better than it has ever been done before. The purest form of athletics, and sports in general, is to break through the limitations of what the body can accomplish in given circumstances.

"Faster! Higher! Stronger!", the Olympic Motto, inspires MUV Motto:

"HEALTHIER! GREENER! HAPPIER!"

Muvers, as Olympians, do not have an exclusive gift in finding enjoyment in pushing performance beyond existing boundaries. Every person, no matter how unfit he or she is, can rise a little higher, go a little faster, and grow to be a little stronger. And he or she can also be a little more active, moving using greener mobility means and, at the end of the day, be also happier for the choices that he or she makes for his or her life, neighborhood, city.

The joy of surpassing the limits of our body, or of our habits, is open to all.

Quoting Mihály Csíkszentmihályi from Flow:

Even the simplest physical act becomes enjoyable when it is transformed so as to produce flow. The essential steps in this process are: (a) to set an overall goal, and as many subgoals as are realistically feasible; (b) to find ways of measuring progress in terms of the goals chosen; (c) to keep concentrating on what one is doing, and to keep making finer and finer distinctions in the challenges involved in the activity; (d) to develop the skills necessary to interact with the opportunities available; and (e) to keep raising the stakes if the activity becomes boring.

A good example of this method is the act of walking, which is as simple a use of the body as one can imagine, yet which can become a complex flow activity, almost an art form. A great number of different goals might be set for a walk. For instance, the choice of the itinerary: where one wishes to go, and by what route. Within the overall route, one might select places to stop, or certain landmarks to see. Another goal may be to develop a personal style, a way to move the body easily and efficiently. An economy of motion that maximizes physical well-being is another obvious goal. For measuring progress, the feedback may include how fast and how easily the intended distance was covered; how many interesting sights one has seen; and how many new ideas or feelings were entertained along the way.

The challenges of the activity are what force us to concentrate.

The challenges of a walk will vary greatly, depending on the environment. For those who live in large cities, flat sidewalks and right-angle layouts make the physical act of walking easy. [...]

In the city the terrain itself is not challenging, but there are other opportunities for developing skills. The social stimulation of the crowds, the historical and architectural references of the urban milieu can add enormous variety to a walk. There are store windows to see, people to observe, patterns of human interaction to reflect on. Some walkers specialize in choosing the shortest routes, others the most interesting ones; some pride themselves in walking the same route with chronometric precision, others like to mix and match their itinerary. In winter some aim to walk as long as possible on the sunny stretches of the sidewalk, and to walk as much in the shade as possible in the summer. There are those who time their crossings exactly for when the traffic lights change

to green. Of course these chances for enjoyment must be cultivated; they don't just happen automatically to those who do not control their itinerary. Unless one sets goals and develops skills, walking is just featureless drudgery.

Walking is the most trivial physical activity imaginable, yet it can be profoundly enjoyable if a person sets goals and takes control of the process.

MUV the imaginary of Sport is reinforced:

◆ by the different sustainable modes of transport can be equated to the experience of different sports disciplines:

> WALKING
> BIKING
> USING LOCAL PUBLIC TRANSPORTATION
> VEHICLE-POOLING

◆ because citizens can be considered athletes and the structures of relations with other urban stakeholders are similar to those typical of the organizational dynamics of sports association:

> CITIZENS are PLAYERS, or **MUVERS**, they are the athletes of a new sport that revolves around moving within the city as sustainably and healthy as possible.

> LOCAL ACTIVE COMMUNITIES represent **LOCAL MUV COMMITTEES** where game dynamics and other formal elements are discussed and designed.

> MUNICIPALITIES represent **MUV FEDERATIONS**, the entities responsible for the correct application of the rules defined by the COMMITTEES and the creation of local **LEAGUES** and **CHALLENGES**.

> LOCAL BUSINESSES are **SPONSORS**, in order to get attention they offer gifts to the best MUVERS.

The development of a game esthetic linked to the typical sport-related challenges allows to use a set of benchmarks, both visual and verbal, able to capture attention and be understood by the broadest possible audience. MUV's objective is to reach an audience that is cross-cutting with respect to demographic targets, for this reason a recognizable imaginary already widely diffused in mainstream media provides greater awareness by the different target audience potentially interested in using the platform.

Sport, in the majority of cultures, is one of the pervasive themes of social discourse. The ubiquitous presence of sport in 21st century society is a clear and irrefutable fact, partly because of its increasing media penetration. Sport is a discourse that lends itself to being or becoming a sort of permanent laboratory, a universal translator, which already contemplates within itself a rich meta-sports dimension, where the events described, recounted and commented infinitely are always something else, or they can be easily transformed.

Scope

As mentioned above, the design of the MUV brand must take into account a duality of objectives. The brand identity must, at an early stage, combine the typical needs of communication and dissemination of a **research project** that aims to test its main assumptions in some neighbourhoods of European cities and, at a later stage, scale the outcome of this research into a service that can work globally provided by the **newco MUV**.

This two-tier geographical scale - **local and global** - represents an opportunity to test two important concepts of the MUV brand. From one side the construction of a global brand identity that represents the digital ecosystem and its visual and verbal identity valid for any given location and able to express its values universally, and on the other side the involvement of specific neighbourhoods will be an opportunity to try to interpret this global brand identity on images, references and local languages that can approach as much as possible the culture and imagination of local active communities being involved.

Once again, **the sports metaphor** offers some cues for the design of this **joint brand identity**. In fact, sports associations always present a global identity with universally and locally recognisable signs, there are a set of images and imaginaries linked to the history, identity of the cities, teams, logos and iconic personalities.

Taking inspiration from this metaphor, the communication and visual identity linked to MUV will grasp from the vast body of symbols, signs and languages whose theory and practice of sport are rich to create **playful and celebratory messages of the daily commitment of those who choose to move in a sustainable way by using MUV**.

Co-creation

Co-creation is a strategic choice, an opportunity for us to build long term relationships with our constituents in order to create more layered and nuanced solutions and to build relationships between groups that exist well beyond the scope of a project alone.

The MUV digital ecosystem has been designed as a set of tools made available to the three primary stakeholders - citizens, municipalities and local businesses - to provide them with specific functions that meet their needs. The overall vision of this digital ecosystem is that **MUV is more than just the sum of its touchpoints, it represents a service that creates added value through the interaction of the different use cases that will be made from each of its different users**.

In order to maximize the final benefit and utility, the design, the implementation and the delivery process has been envisioned as a **process to be built with the participation** and continuous interaction, of all stakeholders interested, drawing inspiration from the best practices of comparable global companies driven by service-dominant logic.

Developing knowledge sharing strategy that enable an understanding of users co-creation opportunities is important and requires more information from users than the usual managerial metrics deployed, such as measures of customer satisfaction, retention rates and customer loyalty. **MUV will incorporate a full understanding of its brand experience and how users engage with the services over time**. In particular, MUV has the opportunity to encourage the formation of **users/ players communities** and motivate user-innovation and design.

For the reasons stated above, numerous encounters are foreseen with the aim of constantly interacting with the different stakeholders in order to collect preliminary information useful for both design and the different dimensions of user involvement.

The development of the Brand Identity will require interaction in different phases with users both for its local declination in the cities involved and for the creation of communication channels that can reach out and dialogue with users as much as possible.

MUV

BRAND CORE

Brand essence

The MUV brand essence embodies the combination of the two key objectives of the digital ecosystem. Its reason for being expressed in **the simplest and most attractive way able to convey the concept behind its implementation**, the context in which it wishes to play its role and the main actors that will benefit from it.

SMARTER CITIZENS FOR HAPPIER CITIES.

Vision

The vision describes **the change that MUV wants to bring to the world**. Describes the willingness to support positive change brought about by citizens through their own sustainable mobility actions with the help of a pleasurable experience. In order to make a change in individual habits that can result in an improvement in common environments, it must be felt as a positive experience by all those directly involved..

WE ENVISION A WORLD WHERE CITIZENS CAN EASILY HAVE A GREAT IMPACT ON URBAN ENVIRONMENT AS THEY'RE JUST PLAYING A GAME.

The vision of the future change that MUV intends to bring is guided by the benefits it intends to offer to all stakeholders involved. These benefits, following an ideal scale of values, move from a functional benefit for the individual user to a personal emotional benefit and a shared result for all the communities involved.

Functional Benefit

MUV let people enjoy sustainable and active mobility everyday.

Emotional Benefit

Citizens enhance their health (physical and mental), the quality of their time, and their wallet too.

Societal Benefit

Less CO_2 in the city, vibrant local commerce in the neighborhood and in the future not car but people-oriented new mobility policies.

Mission

The MUV mission has been elaborated to describe in the simplest way what the service intends to offer to the different actors involved - citizens, local communities, municipalities and local business. The use of positive adjectives underline the beneficial change that it wants to achieve for those who will be part of it.

WE INVOLVE CITIZENS IN A GAME THAT TURN EVERYDAY MOBILITY INTO A MORE MEANINGFUL AND ENJOYABLE EXPERIENCE, WE PROVIDE TO LOCAL SHOPS A WAY TO BETTER INTERACT WITH CUSTOMERS AND WE OFFER TO LOCAL AUTHORITIES UNDERSTANDABLE DATA TO PLAN PEOPLE-(AND NOT CAR)-ORIENTED POLICIES.

Brand promises

Brand promises are the answer to the question that the MUV audience will constantly ask when considering whether or not to engage with the service. "What's MUV offering to me?"
A shortlist of functional and emotional promises has been selected around known needs of the different stakeholders involved to leverage the unique feature of MUV that differentiate it from any sort of alternative service already existing.

MUV makes it fun to move around the city.
MUV turns the city into a mobility playground.
MUV lets you experience stress-free and traffic-free daily routine.
MUV develops a new deal between citizens, municipalities and local business.
MUV builds public policies around citizen's data, not the other way around.

The answer to the question of what distinguishes MUV from other services and what values and needs it satisfies for its audience results from the combination of the individual brand promises.

The only **game** that **makes the mobility** in **urban contexts an enjoyable experience** for **citizens**, **municipalities and local business** in an era of **daily routines full of stress and traffic**.

MUV

Brand thinking canvas

WHAT

A co-design decision-maker-centered web platform to support greeny urban mobility policies

what do we offer them

WHAT

A co-designed media-buyer-centered web platform to target direct marketing campaigns to the MUVERS

what do we offer them

AUDIENCE

MOBILITY MANAGERS

mobility experts and urban planning decision makers from six municipalities

segment and description

BRAND ESSENCE

Smarter citizens for happier cities

AUDIENCE

LOCAL BUSINESS OWNER

small shop owners from the six cities' neighborhoods

segment and description

HOW

"great way to better understand my city mobility dinamics and improve my job"

how do they feel?

HOW

"interacting with my neighbors by rewarding them it's great. Taking care, at the same time of my business and my community it' even awesome!"

how do they feel?

AUDIENCE

CITIZENS

from six different cities' neighborhoods and the world

segment and description

WHAT

A crafted mobile app game that let them experience moving around the city more challenging and rewarding

what do we offer them

HOW

"being active and moving green never been so fun and rewarding. And I actually feel like I'm doing something useful for myself, my community and the planet"

how do they feel?

MUV

BRAND IDENTITY

ORGANISATIONS, LIKE PEOPLE, HAVE PERSONALITIES THAT ARE DEFINED BY CHARACTER ON THE INSIDE, AND TRANSLATED TO THE OUTSIDE THROUGH IDENTITY. AN IDENTITY IS THE EXPRESSION OF WHO YOU ARE AND WHAT YOU STAND FOR. YOU CAN EXPRESS YOURSELF THROUGH WORDS (VERBAL IDENTITY) AND VISUALS (VISUAL IDENTITY).

THE POINT OF DEVELOPING A BRAND IDENTITY IS TO BE RECOGNISABLE, MEMORABLE AND, HOPEFULLY, LOVEABLE.

Visual identity

A visual identity is a collection of visual clues we can use to become recognisable. Thanks to the work done for the D2.3 Annex, we've the chance to deepen the visual identities of many similar projects related with mobility and digital solutions and how they show their personality through diverse means of communication.
We've improved that research by adding new references related with **"sporty" services and urban counterculture movements** (see Annex 1).

To condense these insights and principles to MUV visual communication we followed the most recent theories about demographic modelling of users behaviors. The post-demographic consumerism theory states that:

"People – of all ages and in all markets – are constructing their own identities more freely than ever. As a result, consumption patterns are no longer defined by 'traditional' demographic segments such as age, gender, location, income, family status and more.
Yes, younger, affluent consumers are still (usually) the earliest adopters of new products and services. They are more open, more experimental and have fewer commitments.
But now any and all revolutionary – or simply just compelling – innovations will be rapidly adopted by, and/or almost instantly reshape the expectations of, any and all demographics.
Society is now too fluid, ideas now too available, the market now too efficient, the risk and cost of trying new things now too low (led by the digital world, but increasingly the case for physical products too) for this not to be the case." (Trend Watching, 2018)

According to that ur approach to the visual communication is meant to be focus solely to answer these questions:

How are those narratives changing for the people we serve?
What life goals and life staging posts would they look to us to help achieve?

Graffiti art, urban and hacking culture are the main inspirations for our visual identity.
How we want to live our neighborhood is the content, and cities are the media.

Logo

MUV

Clearspace

The MUV logo should always be surrounded by a minimum area of space.
A margin of clear space, equivalent to a quarter of the height of the logo, create the invisible boundary of the area of isolation.

This area of separation is a minimum and should be increased wherever possible.

Logo usage

The MUV logo should be used in the main MUV black or white.
The logo should never be used in the gradient color.
Color version of the logo can be used in some situations but should be generally avoided.
When placing over photography or pattern, ensure contrast by placing over dark area, find negative space.

Incorrect logo usage

When using the MUV logo the following rules should be adhered to at all times.

DON'T recreate the MUV logo in any manner.

DON'T use gradients within the logo.

DON'T rotate logo.

DON'T distort, stretch, or alter the logo in any way.

DON'T add drop shadows, bevels or other effects.

DON'T apply transparency effects to the logo.

Fonts & Typography

MUV's typography is flexible enough to meet a wide range of situations and requirements. Montserrat and Open Sans are our sans-serif fonts. Montserrat works well for large, expressive headlines, while Open Sans functions well in situations with small text or lists and it is appropriate for use at any size.

Bold Headings

MONTSERRAT BLACK (UPPERCASE)

A B C Ć Č D Đ E F G H I J K L M N O P Q R S Š T c č ć d đ e f g h i j k l m n o p q r s š t u v w x y z ž Ă Â Ê Ô Ơ Ư ă â ê ô ơ ư 1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " (%) [#] { @ } / & \ < - + ÷ × = > ® © $ € £ ¥ ¢ : ; , . *

Body text and normal headings

OPEN SANS (light, regular and bold)

A B C Ć Č D Đ E F G H I J K L M N O P Q R S Š T U V W X Y Z Ž a b c č ć d đ e f g h i j k l m n o p q r s š t u v w x y z ž А Б В Г Ѓ Ђ Е Ё Є Ж З Ѕ И І Ї Й Ј К Л Љ М Н Њ О П Р С Т Ћ У Ў Ф Х Ц Ч Џ Ш Щ Ъ Ы Ь Э Ю Я а б в г ѓ ђ е ё є ж з ѕ и і ї й ј к л љ м н њ о п р с т ћ у ў ф х ц ч џ ш щ ъ ы ь э ю я Α Β Γ Δ Ε Ζ Η Θ Ι Κ Λ Μ Ν Ξ Ο Π Ρ Σ Τ Υ Φ Χ Ψ Ω α β γ δ ε ζ η θ ι κ λ μ ν ξ ο π ρ σ τ υ φ χ ψ ω ά Ά έ Έ έ Ή ί ï ΐ ΐ ό Ό ύ ΰ ϋ ΐ Ϋ Ώ Ă Â Ê Ô Ơ Ư ă â ê ô ơ ư 1 2 3 4 5 6 7 8 9 0

Colours

The MUV colors are friendly, bright and optimistic.

MUV YELLOW

HEX: #F9B222
RGB: 249, 178, 034
CMYK: 0, 35, 90, 0

MUV PINK

HEX: #E72F75
RGB: 231, 047, 117
CMYK: 0, 90, 24, 0

GREEN

HEX: #6BBB7E
RGB: 107, 187, 126
CMYK: 60, 3, 67, 0

MUV LIGHT BLUE

HEX: #4FC6E0
RGB: 079, 198, 224
CMYK: 60, 0, 10, 0

MUV PURPLE

HEX: #60368C
RGB: 096, 054, 140
CMYK: 77, 95, 6, 1

MUV BLUE
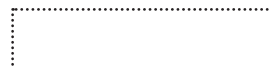
HEX: #3069B3
RGB: 048, 105, 179
CMYK: 85, 60, 0, 0

MUV BLACK

HEX: #373737
RGB: 055, 055, 055
CMYK: 0, 0, 0, 90

MUV GRAY

HEX: #939598
RGB: 147, 149, 152
CMYK: 0, 0, 0, 50

WHITE

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Gradients

HEX: #E72F75
RGB: 231, 047, 117
CMYK: 0, 90, 24, 0

HEX: #F39657
RGB: 243, 150, 087
CMYK: 0, 50, 69, 0

HEX: #7E4D99
RGB: 126, 077, 153
CMYK: 61, 78, 0, 0

HEX: #6498CC
RGB: 100, 152, 204
CMYK: 64, 32, 4, 0

HEX: #F9B222
RGB: 249, 178, 034
CMYK: 0, 35, 90, 0

HEX: #FFCC00
RGB: 255, 204, 0
CMYK: 0, 20, 100, 0

HEX: #C7DBAE
RGB: 199, 219, 174
CMYK: 28, 3, 40, 0

HEX: #ACDBE6
RGB: 172, 219, 230
CMYK: 37, 0, 11, 0

Image concept

A huge part of the visual imagery that brands use to tell their stories is photography. Much of the imagery we see daily portrays a familiar trope: men driving big cars, "losers" taking public transports, elderly people staying home, and girls and women in stereotypical roles.
We want to produce creative images devoted to the powerful depiction of **bike riders, women and girls, families of all kinds, and men as caretakers for a more sustainable, healthy and playful city**.

Campaigns with different headlines will be developed and we will try to use the city, as much as possible, as a media to carry out our values.

The very firsts briefs for the communication campaigns to trigger the co-design sessions at the neighborhood level are three and the following images are possible examples to explain the briefs.

THIS IS HOW WE MUV

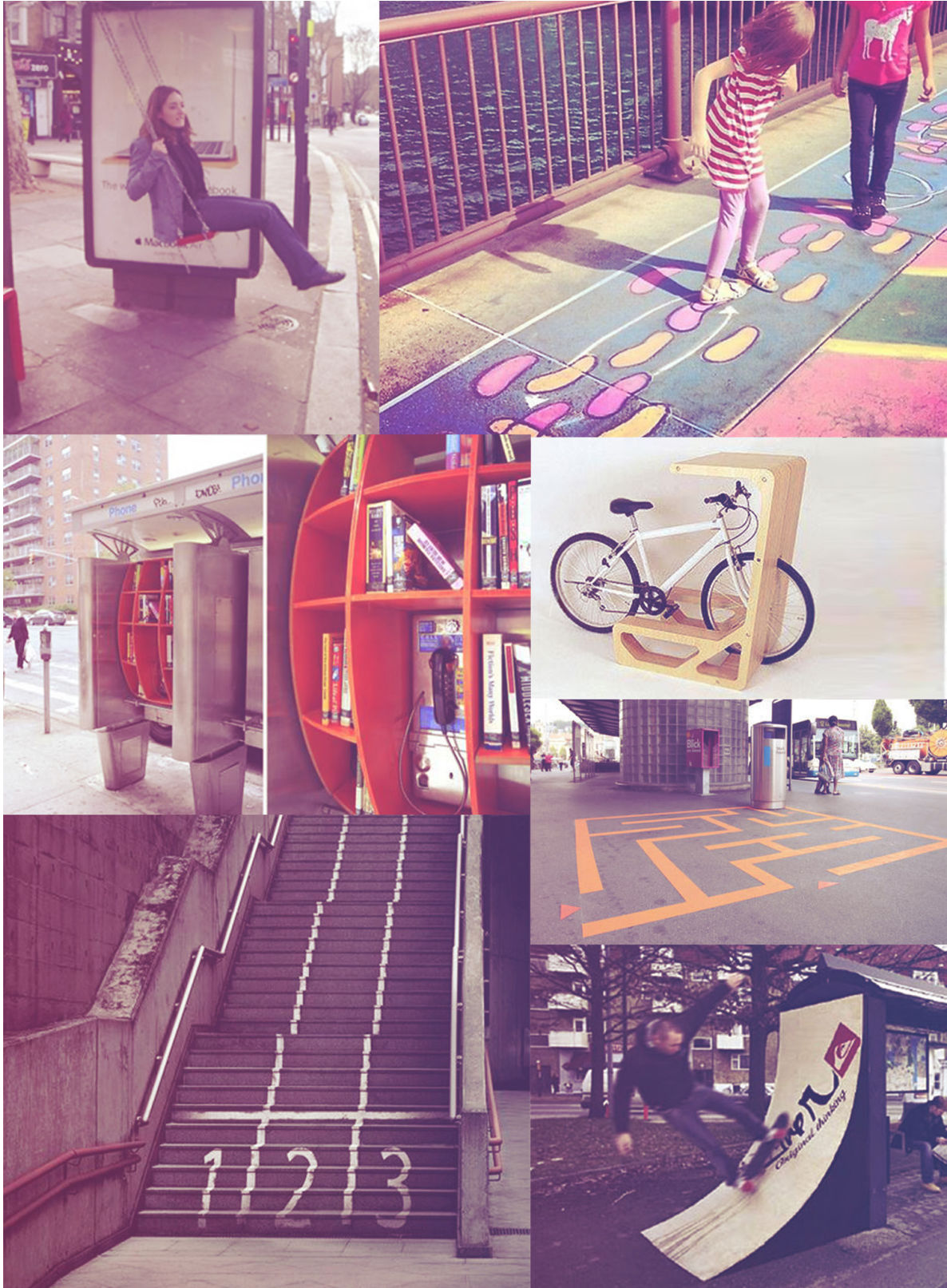Visual campaign where normal citizens, moving around in healthy and sustainable way.
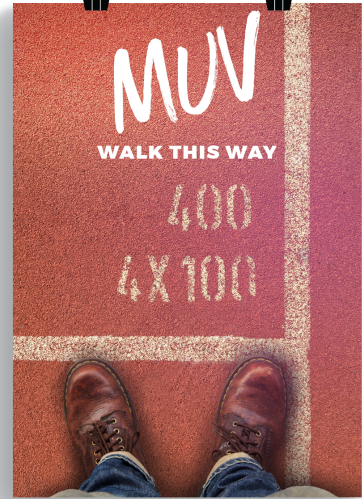

MOBILITY IS A SPORT

Visual campaign where sport's facilities are hided inside the urban landscape.

CITY IS THE PLAYGROUND

Guerrilla marketing campaign through stencils and low-cost solutions to turn sidewalks and bus stops in playful places.

VERBAL IDENTITY

Naming

The naming of MUV has been determined in consideration of some fundamental factors of contemporary brand identity.

The first is the need to be **memorable**.
One way in which brands can be memorable is to **switch or change something about the spelling** so that it stands out in the endless number of brands and signal inputs citizen are exposed to every day. One way contemporary companies have attempted to traverse that line is by dropping a letter from a commonly used word in order to create a unique, but still evocative and somewhat familiar, name.

The second is the need to be **meaningful**.
MUV is an acronym which stands for Mobility Urban Value but, at the same time, being pronounced as **the verb "move" suggests the primary objective** and it's meaningful in the context once the user is aware of what the service provides.

The third is the need to be **consistent**.
MUV with his brevity and the apparent misspelling of a verb reminiscent of a **street slang term** expresses a more humorous, playful and friendly approach. The same brand approach that will be used all around both visual and verbal identity.

Payoff

A payoff, also known as a tagline, descriptor, catchphrase, motto or a slogan, is often seen in close company with your brand name and gives a little extra information about what you do or what you offer. It can be functional or aspirational. Both types can help people understand the category that you are in.

MUV. TO THE NEXT LEVEL

It condenses many aspects of the project, **it is aspirational and encourage people to see a bigger picture**.
We need to move ahead, into the future.
"I bring not only myself to the next level, but also my community, my city and the planet."
It is easy to remember, it **resonate with the game culture and we don't need to translate it** because it's a very simple english sentence

MUV Charter

Being part of a movement means share the same values.
Many movements in history adopted a Manifesto or a Charter to easily point out what this world vision is and how to get there.
Beside the site specific campaigns, we want to build a MUV Charter, as the Olympics one, with the help of the Local Communities, the MUV Committees.
This one-page-Charter will represent an important tool for propaganda at the local level.
Following an example of a manifesto co-created with the makers community:

The Fixer's Manifesto
from the makers of Sugru, version 2.0

1. **If it's broken, fix it!** Everyday practical problem-solving is a beautiful form of creativity, and just a little subversive. **2. If it's not broken, improve it.** A tiny tweak can transform how something works for years to come. **3. And if it doesn't exist, make it.** Everyone is inherently creative—even if we don't think we are. **4. Give your stuff a longer life.** In a world that's full of waste, every fix counts. **5. Disposability is a choice.** When we double the life of our things, we halve what goes to landfill. **6. Resist needless trends and upgrades.** Fixing frees us from the tyranny of the new. **7. Embrace the stuff we already have.** Let's use our imagination to keep it, use it, love it, fix it. **8. A fixed thing is a beautiful thing.** Every fix tells a story. **9. Nurture curiosity.** Anything can be learned by doing. **10. Share your ideas.** With each fix, we build a global movement for positive change.

Fixing is good.
It's good for us, and good for the planet.
So, let's make it a way of life.

Tone of voice

MUV written tone of voice is a key part of achieving a unified character across all communications media, internal and external.

In order to ensure consistency with its objectives, the users it wishes to involve and the context in which it is implemented, the personality of the brand must be reflected in a **use of words and languages that is as playful, engaging and challenging as possible**.

These three values will be translated into a register, vocabulary and grammar that expresses a direct relationship that can reflect **MUV's sense of belonging with the community of users who are part of it and always maintaining a bottom-up perspective that makes the sense of being a community working for a common goal. The use of an easy and witty language** would be extremely important in everyday communication, support and feedback funnels to establish a **sense of friendship and not customer-like relationship**.

- always use the 'we' form not: 'you are going to do this', but we are realising this together
- not talking top down
- "let's change this together..."

Written tone of voice may of course vary according to different situations. Some of the dimensions of variation are:

- **Mood**. Although the underlying 'character' of the brand might change, it can still have different moods. For example, a series of events we want to talk about might make the transition from a bright, breezy tone through to a more serious, studious and detail-oriented feel as the relationship develops.
- **Medium**. Different media require different ways of speaking. Social media will demand an easy and engaging communication while offline channels may require certain content in a certain format or style.
- **Audience**. MUV will have to communicate with different kinds of stakeholders. Citizens part of the community will have a more playful and direct communication while municipalities and local businesses may require a more formal and professional tone.

Editorial angle

The editorial angle of MUV will focus on the positive stories and **best practices** that occur within the community of participants but at the same time will r**eport and support small victories and actions that stimulate great impact**.
The public storytelling is based on three different levels linked to the different perspective that need to be shared: ù

- the stories linked to the MUV consortium, the leading actors who carry out the research project;
- the stories of the MUVement, the community of participants who will be contributing in different ways to the implementation of strategies and actions necessary for the project to be a genuine success;
- the stories of pilot cities, the meeting-point between the research and testing in the selected neighbourhoods.

Story of the MUV consortium communicates the path of execution of the research project and disseminates the main results and milestones achieved.

- information for professionals but also for the general public about the research project MUV2020.
- sharing of results but also of the processes that have led to the achievement.
- publications of scientific relevance and dissemination articles for online platforms.
- participation in debates on mobility issues and active participation of citizens in building bottom-up solutions for the community.

Story of the MUVement communicates internal examples of the participants' community and external practices that express shared values and experiences. The editorial angle is the storytelling of individual stories and specific moments of choices and actions that have contributed to creating the community around common values. These stories must have the ability to intrigue and invite others to join the community.

Citizens and local active communities:
- examples of how sustainable choices can improve everyday life.
- personal stories of those who have changed their mobility habits using MUV.
- entertaining stories about urban mobility and everyday life in cities.

- encouragement to share one's own positive and successful stories in changing mobility habits.
- bottom-up solutions that leverage technology to improve the city.

Municipalities:
- sustainable mobility initiatives and policies promoted by public administrations.
- Interviews with mobility champions of public administrations.
- samples of how data-driven policies bring solutions closer to the real needs of citizens.

Local businesses:
- says and interviews of local businesses involved in MUV and emphasis on their support to the sustainability of their city.
- chronicle of the meeting between sponsors (local business) and players (citizens) and "prize giving ceremonies".

Story of the pilot cities communicate the path in the pilot cities towards the achievement of the project objectives. The editorial angle of these stories will focus on the specific activities of the pilot coordinators in different cities, the involvement of local communities and call to actions on what will be done and reports from the fieldwork.

- reports on activities carried out at local level.
- direct engagement with local communities and support in case of questions or feedback on the testing process or digital solutions.

MUV

ETHICS AND SECURITY

Ethical Branding Standards

The MUV consortium will ensure that ethical standards are followed and that every communication will be honest in the depiction of the activities and services being promoted. The MUV consortium will refrain from promoting activities and services in a misleading manner, which creates ambiguity or confusion. Inappropriate use of language and images will be avoided.

Non Discriminatory Attitude

The MUV consortium will maintain a non-discriminatory attitude towards all users involved, which means that prohibits discrimination in all its activities, services, and materials on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income, political beliefs.