



**Shift 2
Sustain**

Brand Guidelines Shift2Sustain

2025

Introduction

This document sets out the fundamental rules for using the Shift2Sustain visual identity.

Its purpose is to ensure consistency, clarity, and recognition across all internal and external communications relating to the project.

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01. Logo

Logo

The Shift2Sustain logo reflects the **project's focus on people as the drivers of change.**

The two hands symbolise collaboration, co-creation, and the collective effort required to make mobility more sustainable. Their shape subtly forms the number "2."

The use of the **Futura typeface** introduces a clean, modern counterbalance. This combination bridges warmth and precision, reflecting how human-centred design innovation in mobility blends with technical rigor.

In an era increasingly defined by automation and AI, **this logo intentionally re-centres the human element.** Its slightly textured, handcrafted appearance reinforces authenticity and empathy—a reminder that sustainable transformation begins not with technology alone, but with people working together to design better, fairer mobility systems.



**Shift 2
Sustain**

Logo

The brand logo should be reproduced in its **primary red colour** whenever possible, in order to maintain a consistent visual identity.

The **vertical version** of the logo is preferred for general applications, except in cases where space or format necessitates the horizontal version.

The **isotype** symbolises the brand and may be used independently. It is recommended for use in small spaces or applications where the full logo does not fit, such as digital icons, social media, favicons, small stationery items, or merchandising.

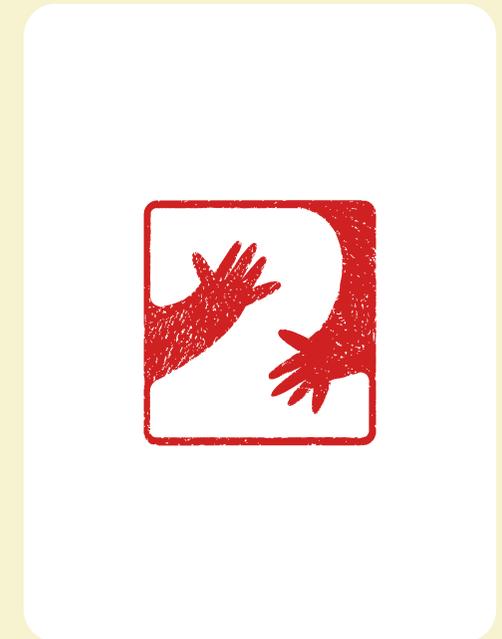
Minimum sizes are established to ensure legibility and recognition of the brand across all media. The logo and isotype must not be reproduced below these dimensions, ensuring that all elements remain clear and visible in both print and digital applications.



Vertical version



Horizontal version



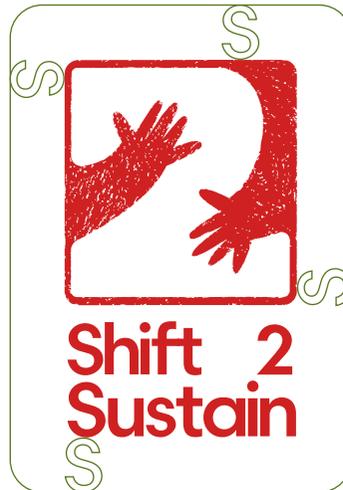
Isotype



Minimum size

Logo Clear Space

To ensure that the logo remains clear and recognisable, **it is essential to maintain a minimum amount of clear space around it**. This margin protects the brand from other graphic elements, such as text or logos, preventing it from appearing cluttered or losing visual impact.



Incorrect Usage

To protect the integrity and recognition of the brand, it is essential to **avoid any misuse of the logo**. Its proportions, colour, orientation, and graphic elements must not be altered.

Avoid applying it to backgrounds that impede legibility, distorting it, rotating it, adding unauthorised effects, or modifying fonts and symbols.



⊘ Do not alter the typography.



⊘ Do not rotate or tilt the logo.



⊘ Do not place it on backgrounds that impede legibility.



⊘ Do not alter the official colours of the logo.



⊘ Do not use it cropped or incomplete.



⊘ Do not distort or stretch the logo horizontally or vertically.

Brand Name Usage

When the brand is typed, it should be written exactly as shown in the example.

Example of how the brand name Shift2Sustain should be written

~~Example of **incorrect** usage of the brand name shift2sustain~~

~~Example of **incorrect** usage of the brand name Shift 2 Sustain~~

~~Example of **incorrect** usage of the brand name SHIFT2SUSTAIN~~

~~Example of **incorrect** usage of the brand name SHIFT 2 SUSTAIN~~

02. Colour

Primary Colours

The colour palette was chosen to evoke warmth and humanity.

Shift Red brings energy, action, and a sense of purpose, while the Clarity Cream background adds calm and inclusivity.

Together, they create a natural, tactile feel that mirrors the project's participatory approach, while meeting **accessibility standards with a 1:5 contrast ratio.**

Shift Red

Hex CF2121

RGB 207, 33, 33

PANTONE 1795 C

CMYK 11, 97, 93, 2

Sustain Green

Hex 597821

RGB 89, 120, 33

PANTONE 575 C

CMYK 68, 32, 100, 19

Mobility Black

Hex 140808

RGB 20, 8, 8

PANTONE Neutral Black C

CMYK 75, 76, 61, 91

Clarity Cream

Hex F7F2CF

RGB 247, 242, 207

PANTONE 7499 C

CMYK 5, 3, 25, 0

Secondary Colours

Secondary colours complement the primary palette. They are used to establish hierarchies, highlight specific elements, and add variety to larger compositions, while maintaining visual consistency.

Hex DA574D
RGB 218, 87, 77
PANTONE 7625 C
CMYK 10, 77, 66, 1

Hex 81964C
RGB 129, 150, 76
PANTONE 576 C
CMYK 55, 25, 81, 8

Hex 3D3332
RGB 61, 51, 50
PANTONE Black C
CMYK 57, 58, 52, 69

Hex F9F5DB
RGB 249, 245, 219
Pantone P 1-3 C
CMYK 4, 2, 19, 0

Hex E38A78
RGB 227, 138, 120
PANTONE 486 C
CMYK 8, 55, 49, 1

Hex A9B679
RGB 169, 182, 121
PANTONE 452 C
CMYK 40, 17, 61, 2

Hex 6F655D
RGB 111, 101, 93
PANTONE Warm Gray 9 C
CMYK 40, 40, 43, 46

Hex FCFAE7
RGB 252, 250, 231
PANTONE P 1-2 U
CMYK 2, 1, 13, 0

Hex ECBEA3
RGB 236, 190, 163
PANTONE 488 C
CMYK 7, 31, 36, 0

Hex CFD3A4
RGB 207, 211, 164
PANTONE 5807 C
CMYK 24, 10, 43, 0

Hex AEA592
RGB 174, 165, 146
PANTONE Black 0961 C
CMYK 22, 21, 34, 23

Hex FEF4F4
RGB 254, 252, 244
PANTONE 1-1 U
CMYK 1, 1, 6, 0

Logo Colour

The logo shall be reproduced in its primary colour whenever conditions permit. To ensure legibility and contrast, the colour Clarity Cream shall be used on dark backgrounds.



Shift Red + Clarity Cream



Shift Red + White



Shift Red + Clarity Cream



Clarity Cream + Sustain Green



Clarity Cream + Mobility Black



Clarity Cream + Black

Black and White

When colour reproduction is not possible, the black-and-white version of the brand should be used.

This version ensures legibility, contrast, and recognition of the brand identity, maintaining visual consistency across all media.



Shift 2
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Shift 2
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Shift 2 Sustain



Shift 2 Sustain

03. Typography

Main Typography

Futura is established as the primary typeface for Shift2Sustain due to its clean, precise, and contemporary aesthetic.

Its geometry provides clarity and order, allowing technical information to be communicated in an accessible manner. At the same time, its modern character maintains the sense of closeness and human focus that defines the project, reinforcing a coherent and balanced visual identity.

1 2 3

A a B b

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

! " # \$ % & / () [] { }
, ; - _ ' ' " "

Typography in Use

All materials must adhere to the specified font weights to preserve visual hierarchy and overall consistency.

The use of all capital letters is not permitted unless expressly indicated for titles or specific elements, as it compromises readability and the correct perception of the brand. Consistent application of the established weights and styles ensures that all text maintains clarity and cohesion across all media.

Hi!

Futura Demi

I am a header

Futura Demi

I am the secondary header

Futura Medium

I am a sub header

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Futura Book

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Futura Heavy

I am a Call To Action

Example of how a simple text would be laid out.

Secondary Typeface

Calibri ensures legibility, clarity, and visual consistency, maintaining the brand identity even in environments where typographic resources are limited.

1 2 3

A a B b

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

! ? @ # % & / () [] { }
, ; - - _ ' ' " "

Typography in Use

The secondary typeface is used as a **substitute for the primary typeface** in digital documents, such as Word documents, emails, or presentations, and in any instance **where the primary typeface is not available.**

Hi!

Calibri Bold

I am a header

Calibri Bold

I am the secondary header

Calibri Regular

I am a sub header

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Calibri Regular

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit

Calibri Bold

I am a Call To Action

Example of how a simple text would be laid out.

04. Templates

Word Document Template

This template provides a **consistent layout for all brand-related Word documents**, ensuring clarity and adherence to the brand's visual identity.

It uses the **Calibri typeface** to ensure correct display across all devices.

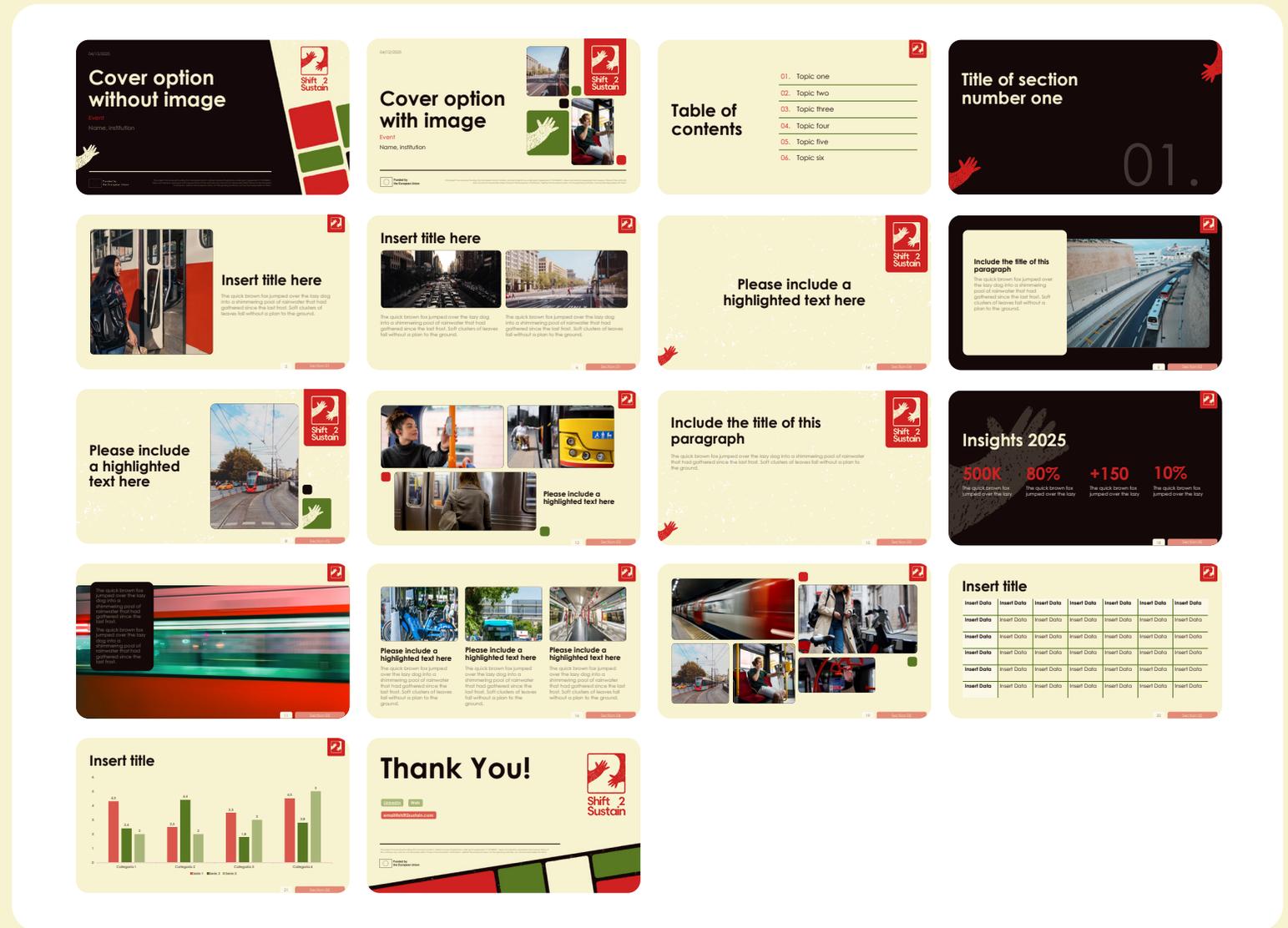
The template includes predefined styles for headings, body text, and tables, as well as appropriate use of colours and typography.



PowerPoint Template

This template, created using **master slides**, ensures a consistent and professional presentation of the brand across all PowerPoint documents.

It includes predefined layouts, styles, and placeholders for headings, body text, images, and graphics, maintaining proper use of brand colours, typography, and visual elements.

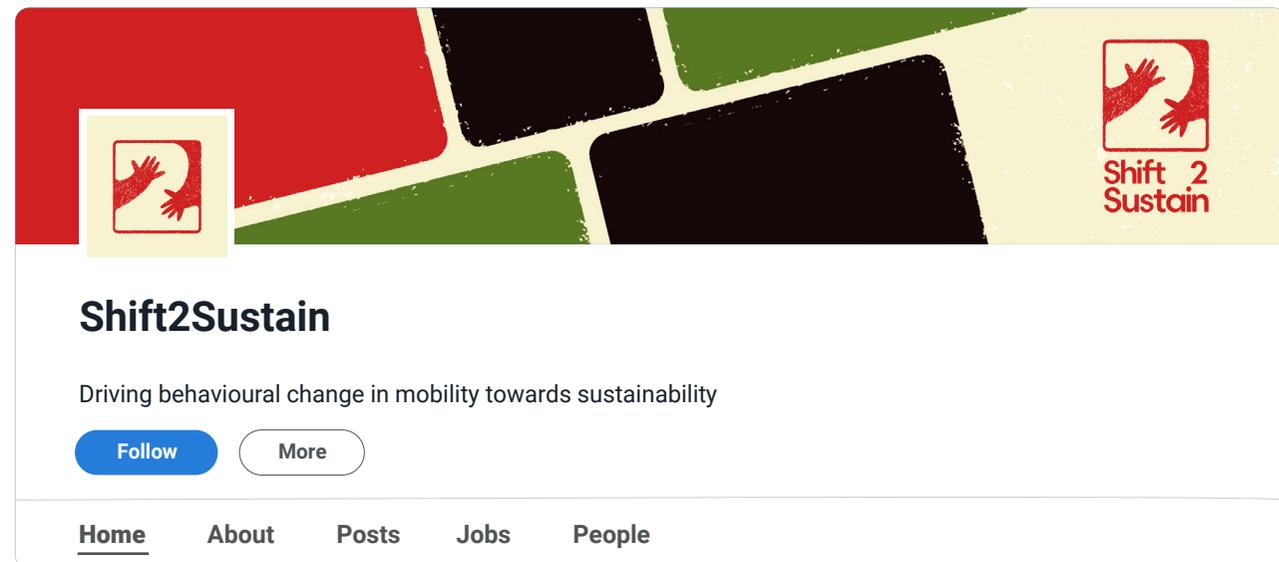


LinkedIn Profile and Cover

These examples illustrate the correct usage of **the brand's LinkedIn profile and cover images.**

They are designed to maintain visual consistency, ensuring that the brand identity is clearly recognisable across professional social media platforms.

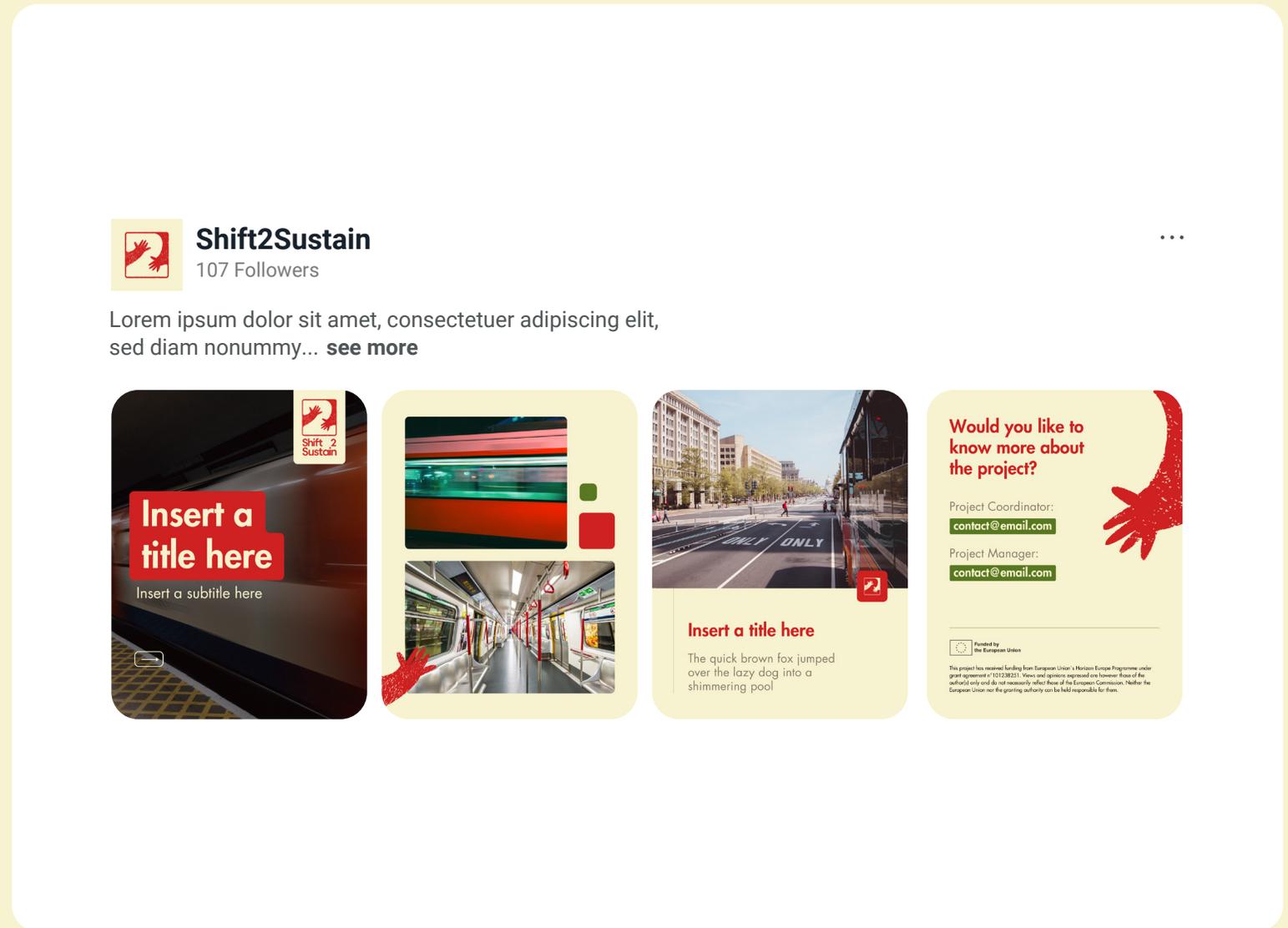
Always use the approved images as shown, and avoid modifying their proportions, colours, or elements, to preserve brand integrity.



LinkedIn News Template

This template is designed for **sharing news and updates** on LinkedIn while maintaining the brand's visual identity.

Use this template as a guide to create engaging content that aligns with the brand's tone and professional appearance, while adapting the message as needed for different announcements.



LinkedIn Event Templates

The **event promotion template** is designed featuring **two complementary images that can be used together as a carousel or independently** to announce separate events.

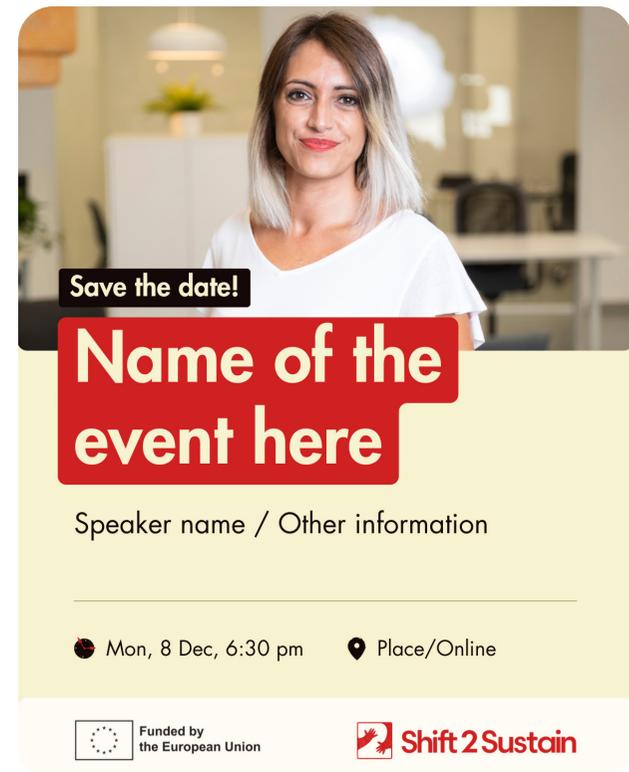
Each layout maintains a clear hierarchy, ensuring that key information remains prominent while preserving visual consistency across communications. This adaptable structure allows the brand to promote multiple events effectively, whether as part of a series or as standalone announcements.



Shift2Sustain

107 Followers

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy... [see more](#)



LinkedIn Photo Templates

These templates are designed for sharing **images from events or other brand-related visuals on LinkedIn**, while maintaining the brand's visual identity.

Both vertical and horizontal versions are provided, allowing flexibility depending on the image format required.

Use these templates as a guide to present event photos or brand imagery in a professional and consistent manner.



05. Graphics

Table Styles

These table styles provide a consistent and organised way to present data while maintaining the brand's visual identity.

They specify the following elements:

- **Line thickness for borders:** 0.25 pt in Sustain Green colour.
- **Background colour:** alternate between white and #FEFCF4.
- **Highlight colour:** use #F9F5DB to emphasise headers or specific elements that require additional visual hierarchy.
- **Font type for headings:** Futura Demi or Calibri Bold.
- **Font type for content:** Futura Book or Calibri Regular.

Category	Subcategory	Description	State	Notes
Insert text here				
Insert text here				
Insert text here				
Insert text here				

Category	Insert text here	Insert text here	Insert text here	Insert text here
Subcategory	Insert text here	Insert text here	Insert text here	Insert text here
Description	Insert text here	Insert text here	Insert text here	Insert text here
State	Insert text here	Insert text here	Insert text here	Insert text here
Notes	Insert text here	Insert text here	Insert text here	Insert text here

Charts Styles

These chart styles ensure that data is presented clearly, consistently, and in alignment with the brand's visual identity.

The following specifications apply:

- **Colour palette:** Whenever possible, secondary colours should be used in charts, keeping the primary colours reserved for key elements that need to stand out.
- **Line and bar thickness:** Maintain a consistent stroke weight for lines (0.25 pt) and a balanced width for bars to ensure clarity.
- **Background:** Charts should always use a white or #FEF4CF background to maximise readability and maintain a clean, accessible appearance.
- **Titles and labels:** Futura Demi or Calibri Bold.
- **Data values, axes labels and annotations:** Futura Book or Calibri Regular.

Chart Title

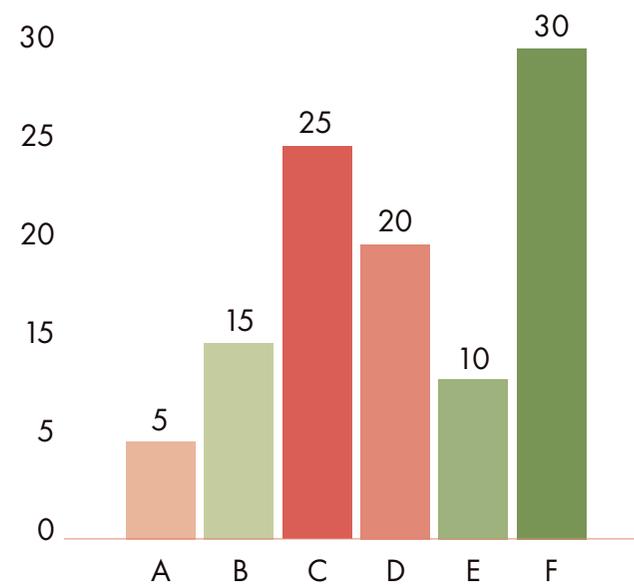
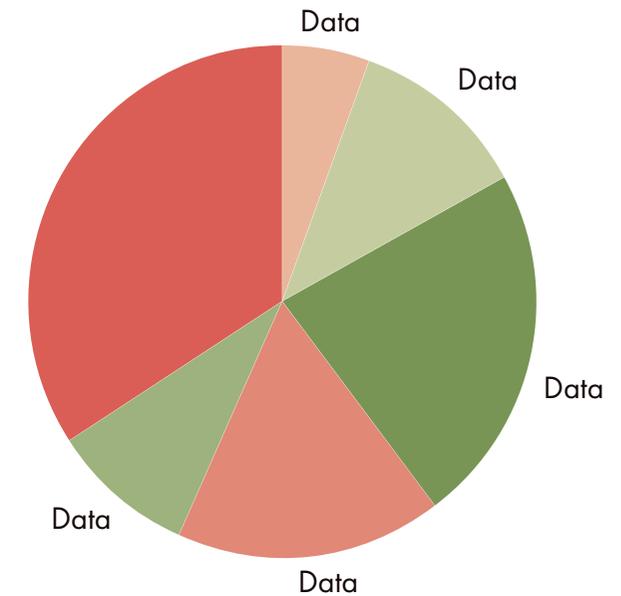


Chart Title



Iconography

The brand's iconography has been created as a bespoke visual system that extends the expressive, hand-drawn quality of our logo.

Each icon is built using a **manual-inspired stroke** that reinforces the brand's crafted, human character while ensuring visual consistency across applications.

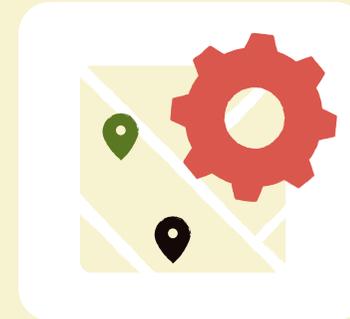
This set of symbols supports clarity in communication and strengthens the brand's distinctive graphic voice.



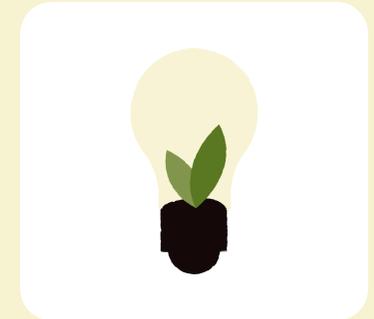
Sustainability



Mobility



Mobility Management



Green Energy



Data/Access to Data



Time



City



Funding



Collaboration/Partner



Law



People



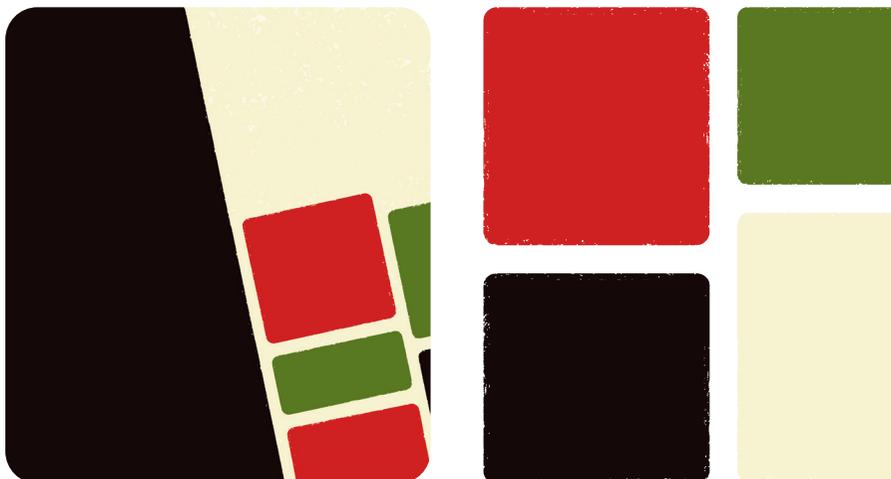
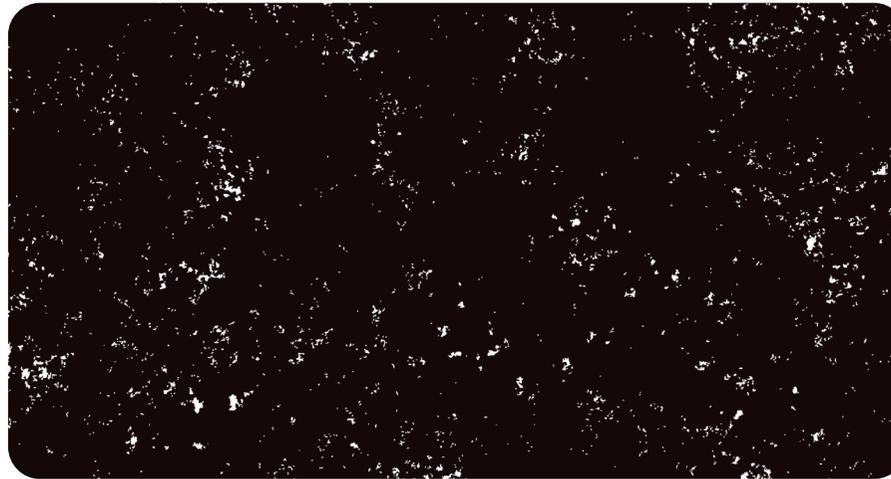
People in Discussions

Graphic Elements

Additional graphic elements are used to enrich the visual system and reinforce the brand's identity.

These include bespoke **textured backgrounds** developed specifically for the brand, as well as **decorative motifs** derived from key shapes within the logo. Additionally, **rectangular-based modules** can be used to create subtle background patterns that complement the visual language.

Applied with intention and moderation, these elements provide depth, visual interest, and cohesion across layouts while maintaining a clear connection to the brand's core identity.



Photography

The photographic style embraces a **realistic** and authentic approach, prioritising images that feel natural and unposed.

Whenever possible, we select photography that subtly **incorporates the brand's colour palette**, either through environment, lighting or key elements within the composition. This approach ensures visual coherence across all touchpoints while reinforcing the brand's genuine, grounded character.





**Shift 2
Sustain**



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