innocities

Communications handbook

Version 1
March 2023

Co-funded by
the European Union

Objectives of InnoCities in brief

The objectives of the InnoCities help connect the work with the shared objectives of InnoCities and make it easier to communicate the impact of the results.

These objectives are primarily intended as background information and used as a basis for communications, phrasing and visual solutions in the handbook.

General objectives of InnoCities:

1. **To develop international-level innovation and piloting environments.**
2. **To create new sources of growth and initiate new ecosystems.**
3. **To promote and renew the competence and cooperation of cities.**

Practical means for achieving the objectives:

The ‘Innovative cities and communities’ projects and measures share these practical means.

- Strategically chosen targets of development with opportunities for internationalisation.
- Research, piloting and innovation environments that support business development.
- Urban development projects and public procurement that act as development platforms for innovation.
- City-driven innovation activities and solutions of local actors to social challenges.
- Cooperation between innovative actors and doers.

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User instructions: The purpose of this handbook is to support the strategic planning and everyday work related to communications.

Phrasing

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Basis

The phrasing and visualisation for the communications stem from this basis. You can use the adjacent phrasing and definitions in communications.

Challenge

What is the biggest challenge (in the world/society) that we as InnoCities want to tackle?

The big-picture challenge is the global sustainability crisis – social responsibility and human well-being, environmental responsibility and economic responsibility – and the fragmented, ineffective nature of solving the challenge in a changing world. A more tangible, local challenge is our Finnish innovation system which, in its current form, is too siloed; we have not reached the international frontlines and we need more applied research.

Recognisability

What do you want InnoCities to be known for? What do we definitely not want to be known for?

InnoCities are productive, clear, multivoiced and straightforward.

InnoCities are not fragmented, bureaucratic, bland, theoretical, fuzzy, inaccessible, rigid, stagnant

Change

What change do we want to see in the world (what impact can InnoCities have)? What are the changes needed to solve the challenge?

To ensure a better tomorrow, we need all the actions and actors involved in solving the major and minor challenges of today. We need new solutions and solution-makers. As InnoCities, we create an international foundation for high-quality competence where businesses, research institutes and cities can cooperate and innovate, thus building innovation-driven growth and sustainable cities.

Other actors

Who are the most obvious actors we get compared to?

- Business Finland and the BF ecosystem funding
- Sustainable City programme
- The EU's 100 Climate-Neutral and Smart Cities
- 6Aika
- General ERDF funding

Mission

Why do InnoCities exist?

We exist in order to enable businesses, institutions and people to develop, come together and brainstorm. Our goal is to expedite the reform of trade and industry and to promote sustainable cities by supporting the utilisation of the opportunities provided by digitalisation, new technology and carbon neutrality in cities.

Together, we are making Finland the most innovative country in the world.

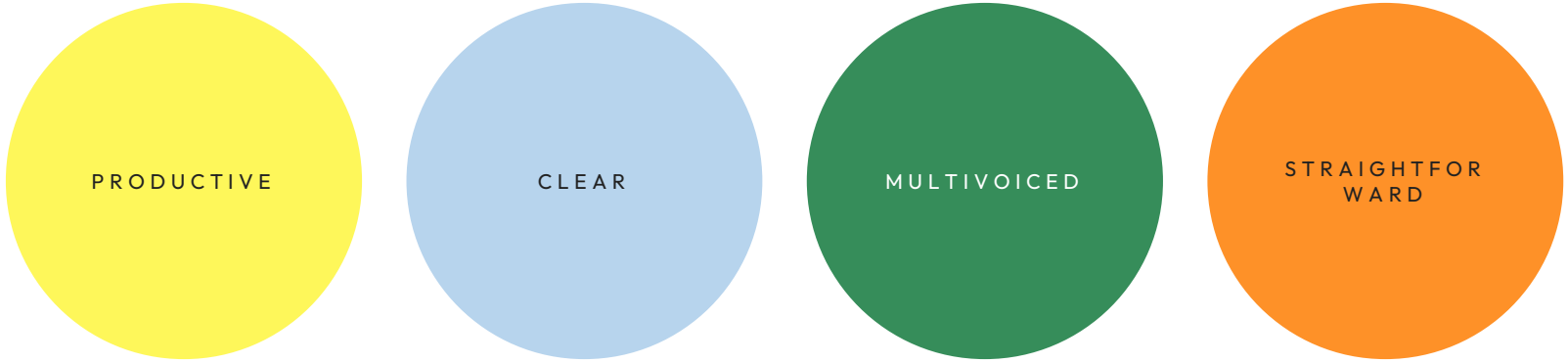
Target groups

Who do we want to talk to and who do we want to discuss with? Who do we hope to get excited about our cause?

- InnoCities community
- Businesses
- Research organisations and higher education institutions
- Communities and foundations

Factors in recognisability

The recognisability factors can be seen in the phrasing and visual solutions. The attributes were formed in cooperation, using a survey and workshops.



- Dynamic
- Pioneer
- Visionary
- Rolling up our sleeves

We have a clear vision and mission that guide our work. We work dynamically and in a good rhythm.

- Flexible
- Agile
- Easy to work
- Understandable

We are easy to work with, we are flexible and clear about our goals, methods and partners.

- Open
- Inclusive
- Bringing people together
- Cooperation

This work is not carried out alone; we openly invite anyone interested to join in. We are a multivoiced group of actors.

- Approachable
- Humane
- Encouraging
- Inspiring, motivating

We motivate people to succeed, we encourage people to challenge the norm. We are humane and encourage new ways of thinking.

Communications hierarchy

The phrasing of the communications hierarchy can be used as is or applied to various communications applications, such as bulletins, articles, websites and social media.

MAIN MESSAGE

InnoCities use cooperation to create innovation and innovation to create sustainability

Innovative cities and communities, in other words InnoCities, support innovation, applied research and pilots with the goal of expediting the reform of trade and industry and improving people's lives in urban environments. We exist in order to enable businesses, institutions and people to develop, come together and brainstorm. Together, we are making Finland the most innovative country in the world.

SUB-MESSAGES

WHAT

Cities support and promote innovation

Businesses and companies are important builders and developers of urban life, now and tomorrow. Cities act as birthplaces, implementers and users of social solutions.

WHO

Community is power

InnoCities covers all Finnish university cities. We need innovators whose cooperation can help us solve the global sustainability crisis as well as the current and future challenges of the Finnish innovation system.

HOW

Innovative investments towards more sustainable cities

The EU, the state and cities spend money on projects and investments. In InnoCities, project funding is specifically allocated to selected projects, such as new technology and top-level skills.

GROUNDS

InnoCities create better prerequisites for trade and industry and the development of a functional urban community.

InnoCities create a foundation for innovation-driven growth.

The concept involves 16 urban regions that concluded ecosystem agreements with the state in 2021.

All the Finnish university cities and cities with a university hub are involved

The EU, the Finnish State and cities are jointly funding the implementation of ecosystem agreements.

The bulk of the funding is ERDF funding for sustainable urban development with a total of approximately EUR 140 million available for the 2021–2027 programming period.

The InnoCities will decide which projects are funded.

Narrative

The narrative refers to the phrasing of the messages in story format. It combines the messages into a cohesive text. This can be used as is or abbreviated, depending on the target group.

Cities bring us together. Growing cities entail many good things but also various new challenges. Cities are the birthplaces, implementers and users of innovation. A good life in cities requires cooperation from us all.

Businesses and people develop cities towards a better future. Together, we will solve global and day-to-day challenges on our way towards carbon neutrality. In our communities, creativity and unexpected ideas get the foothold they deserve and encourage experimentation.

The goal of InnoCities is to improve the lives of businesses and people in urban environments by promoting development and supporting applied research. We want our solutions to enable each urban citizen to have a great life.

We support and promote new ways of thinking and act as pioneers of change. We exist in order to enable businesses, institutions and people to develop, come together and brainstorm.

InnoCities use cooperation to create innovation and innovation to create sustainability.

MESSAGE: Cities support and promote innovation

MESSAGE: Community is power

MESSAGE: Innovative investments towards more sustainable cities

MISSION

MAIN MESSAGE

Boiler plate

The boiler plate is a short description of the activities and objective of InnoCities. The boiler plate can be used in the footer of a web page, a brief introduction in presentations and as the final chapter in bulletins.

InnoCities support and promote new ways of thinking and act as pioneers of change. Our goal is to expedite the reformation of trade and industry and to improve people's lives in urban environments. We support innovation, applied research and pilots. We exist in order to enable businesses, institutions and people to develop, come together and brainstorm.

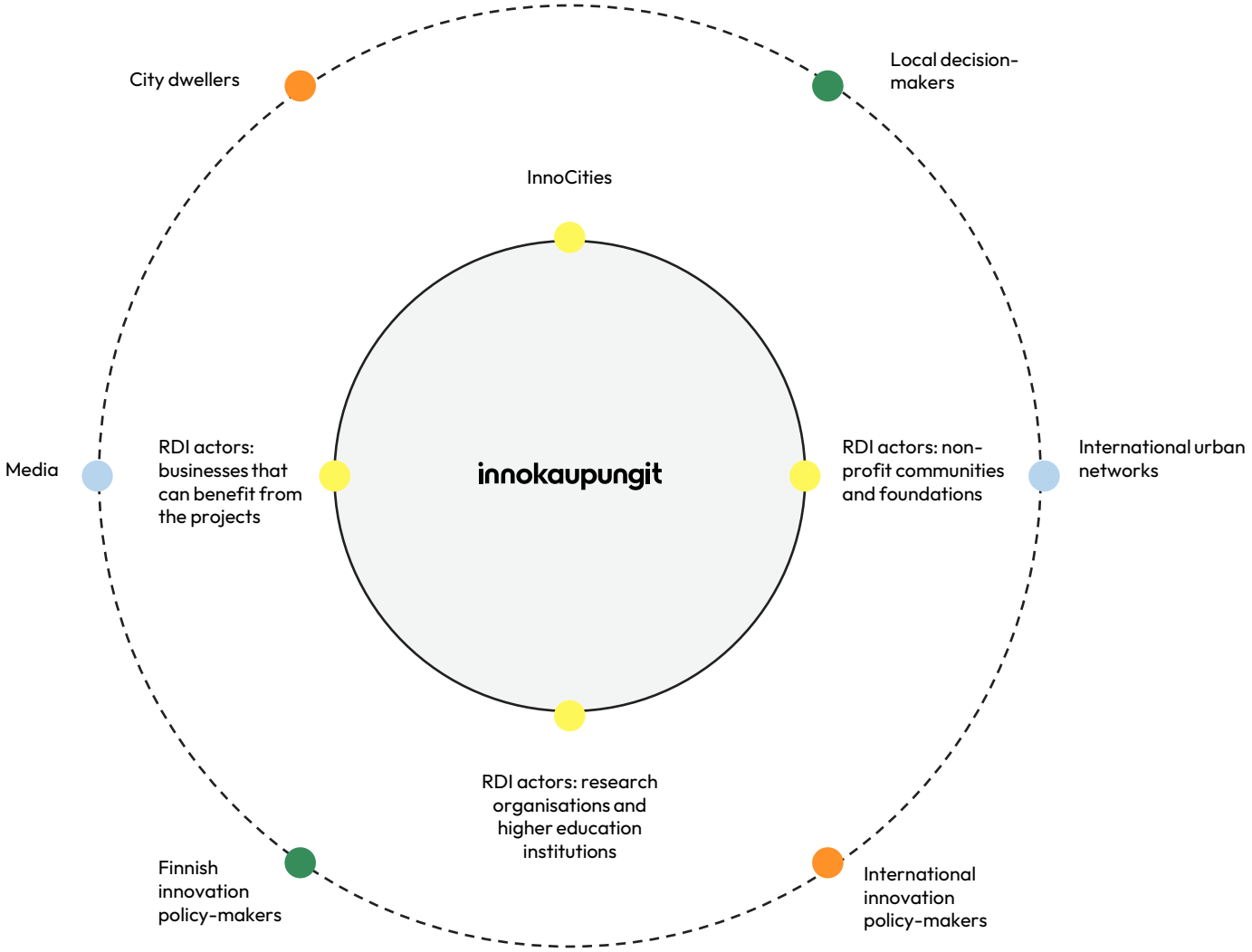
InnoCities use cooperation to create innovation and innovation to create sustainability.

Target groups

The objective of the description of target groups is to understand who we are talking to, who we are communicating with and who the primary and secondary recipients of our messages are.

The purpose of this graph is to demonstrate the our target groups and their relationships as an entity. The primary target groups are presented in the inner circle and the secondary target groups in the outer circle. The prioritisation of the target groups varies according to time and actors. In one moment, the significance of a particular target group can be emphasised, and multiple actors and the InnoCity target their communications at that target group. After a while, another target group may be emphasised.

External and internal communications often overlap and interlock. External communications often function as internal communications as well. However, successful stakeholder communications are built on messages tailored for different target groups in the channels where each target group operates.



Lead themes

The purpose of the introductions to the lead projects is to describe each project in a concise manner. The texts can be used in presentation materials and websites, for example.

The lead themes are nationally interesting themes that bring together the strengths of the cities. In these themes, we boost competence and the use of development platforms and good practices. The lead themes are also the lead projects funded in 2023.

Theme 1: Battery chemistry

Finland is striving for world-class recognition as a pioneer of battery chemistry. National and international competence and cooperation is needed, particularly in the implementation of carbon-neutral electricity production.

The electrification of traffic and societies is currently facing a major transformation on the journey towards carbon neutrality. Battery and electricity production play a key role in the achievement of the goal. Battery chemistry innovations are needed to improve battery life, ensure the availability of materials and develop the storage of electricity.

Finland wants to be an internationally renowned expert in the value chains of battery chemistry. Bringing together Finnish battery chemistry expertise increases opportunities for growth in Finland while opening doors to international cooperation. Cooperation can extensively utilise local special expertise and promote the export industry, bringing new investments to Finland and in Finland.

The lead project for battery chemistry is based on the National Battery Strategy 2025. The goals of the National Battery Strategy include expanding expertise, promoting sustainability and expediting competitiveness. The means of achieving the goals include expanding the expertise in the industry, strengthening international cooperation and developing an environment conducive to investments. Other goals of the National Battery Strategy include promoting sustainability in the sector, strengthening communications and developing funding.

The cooperation cities in the lead project for battery chemistry are Kokkola, Vaasa, Pori, Turku, Lappeenranta, Jyväskylä and Kuopio. The project is implemented by the City of Kokkola in cooperation with the Kokkola University Consortium Chydenius under the University of Oulu, Centria University of Applied Sciences and Keski-Pohjanmaan Koulutusyhtymä.

Theme 2: Green electrification

Green electrification refers to replacing sources of energy derived from fossil sources with renewable alternatives, such as electricity, and deploying it in society from industry to transport.

The transformation of the energy system and the impact of building a carbon-neutral future cut through the entire global society. The purpose of the Green Electrification project is to expedite the transfer of data between research, business, legislation and funding in a scientific manner. This also expedites investments and the development of the sector.

The means of expanding green electrification include specifying subjects of research in green electrification, lowering the financing risk caused by uncertainty, sharing information between cities and other parties and promoting international networking.

The cities involved in the planning of the project are Oulu, Vaasa, Jyväskylä and Joensuu as well as Kokkola and Raahe. The project will be implemented by LUT University and the University of Oulu.

Lead themes

Theme 3: Twin transition of mobile work machines

The mobile work machine sector is facing an accelerating shift towards a green and digital twin transition. The SIX Mobile Work Machine cluster, its roadmap for the future and the Platform of Excellence create the environment for Finland's development into a pioneering country.

Various globally operating work machine manufacturers known as international pioneers and their technological partners operate in Finland. The businesses act as the engines of the Finnish economy for their part, and their employment impact is nationally significant. However, there is a shift taking place in the sector of mobile work machines. The transition is not only necessary but also a major opportunity for the Finnish work machine industry and the ecosystem surrounding it. Transformation requires top research and experts.

The research conducted by the University of Tampere in cooperation with businesses is internationally renowned. The national business cluster SIX Mobile Work Machines has created a development roadmap with a significantly long-term perspective. The cluster is using the roadmap to bring together the top national and international experts and researchers to support the goals of the roadmap with the help of the Platform of Excellence (PoE) operating model.

The platform model, bringing together a wide range of actors, is a new way of coordinating and generating relevant, top-quality research and training at the national and global levels to attract new investments, experts and actors and to ensure the continued international success of the Finnish work machine industry.

In addition to Tampere, the project and the national PoE core network are joined by clusters from Lappeenranta, Turku and Vaasa. Supplementary actors will also be selected for the network. The project is implemented by Business Tampere and Tampereen korkeakoulusäätiö.

Theme 4: Digital health and well-being technology

Quick changes are taking place in the sector of digital health and well-being. Technology and markets are developing rapidly, creating pressure to implement new digital solutions. International networking and strengthening cooperation in Finland are prerequisites for staying up to speed.

Finland is at the cutting edge of innovation and digital expertise but the opportunities of internationalisation are not being sufficiently utilised. International competition is accelerating and the data and digital policy of the EU offers considerable funding opportunities for the industry. The expertise network of digital health and well-being technology is leading the way to new type of cooperation, nationally and internationally.

The project creates the prerequisites for launching an expertise network and its long-term resourcing, thus expediting the sharing of good practices and experiences, the creation of internationally funded cooperation projects and the growth of cross-border RDI investments. Network forms of cooperation can be extensively implemented in the regions. The actors identified during the project from different areas of expertise support the building of new partnerships.

The project assembles important support services for businesses, particularly meeting the needs of companies' product development of digital solutions and introducing them to the market. Digital solutions may include mobile apps, digital therapy, remote technology, products based on AI algorithms, virtual reality headsets and robotics.

Oulu leads five areas (Oulu, Helsinki Metropolitan Area, Tampere, Turku and Kuopio) in the creation of a joint operating model reinforcing the research and innovation activities around the theme. The project will be implemented by the University of Oulu, Oulu University of Applied Sciences, Turku University of Applied Sciences, Tampereen Korkeakoulusäätiö, Kuopio Health and Helsinki Partners Ltd.

Lead themes

Theme 5: Exercise and well-being

The exercise and well-being sectors are seeing strong growth and benefitting from the opportunities created by digitalisation and new technology. The goal of the Sport Finland network is to develop Finland into an internationally recognised country of exercise and well-being innovations.

Data related to exercise and well-being, for example, offers considerable potential for business and research. The vision of the Sport Finland network is to make Finland an internationally recognised country of exercise and well-being innovations where businesses grow internationally and sustainably.

The growth of business in the exercise, sport and well-being sectors and international scalability require piloting and experimenting environments and the development of new technology based on the cities' strengths and the shared intellectual capital of the network. The Sport Finland project offers tools for later development and funding while increasing the appeal of the sector.

In the Sport Finland lead project, the Cities of Jyväskylä, Lahti and Kuopio set up an expertise network to strengthen the business prerequisites of the exercise, sport and well-being sectors as well as research and innovation activities. The other cooperation cities are Helsinki and Rovaniemi.

Theme 6: Photonics

Photonics is a branch of science exploring technology related to visible light and other electromagnetic radiation. It focuses on the generation, manipulation and detection of light and offers solutions to various global challenges we are facing in the near future. The sector is seeing rapid growth and provides excellent international opportunities.

A technological transformation based on photonics in the 21st century is comparable to that of mechanics in the 19th century and electronics in the 20th century. The generation of light is used in sectors such as consumer electronics, energy and pharmaceuticals. Photonics can be used to develop solutions for adjusting to climate change, addressing the need for energy and producing clean water, among other things. Finland has become one of the leading countries of photonics development and innovation in Europe. Finland has the highest number of photonics-sector businesses in Europe per capita. We have a great deal of expertise, particularly in imaging, microphotonics, nanophotonics and XR technology.

Finland also has the national industrial cluster Photonics Finland that brings together photonics training, industry, services and end users and increases the exposure of Finnish photonics industry. Finnish universities conduct world-class research and their research infrastructure is also available to businesses. PREIN, the flagship project on photonics research by the Academy of Finland, basically covers all the subsections of advanced photonics, such as silicone technologies, laser technology, photocells, new nanostructures and materials, quantum technologies, optic fibres and printable optics.

Joensuu, Oulu, Tampere and the Helsinki Metropolitan Area have particularly invested in research and development activities related to photonics. Joensuu, Oulu and Tampere form the photonics ecosystem of the InnoCities. The urban network supports the growth of the sector's businesses, international networking and foreign investments in Finland. Joensuu specialises in forest bioeconomy, while Oulu specialises in health technology and Tampere in circular economy. The lead project for photonics is being implemented by Business Joensuu, Business Tampere and VTT Oulu.

Graphic guidelines

Colours
Graphic elements
Typography
Logo
Icons
Images

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Together, the InnoCities form a whole that has a positive impact on the environment and society. The impact of a single city of community is multiplied by bringing them together.

This is what the visual identity of InnoCities is based on; community and impact.

Colours

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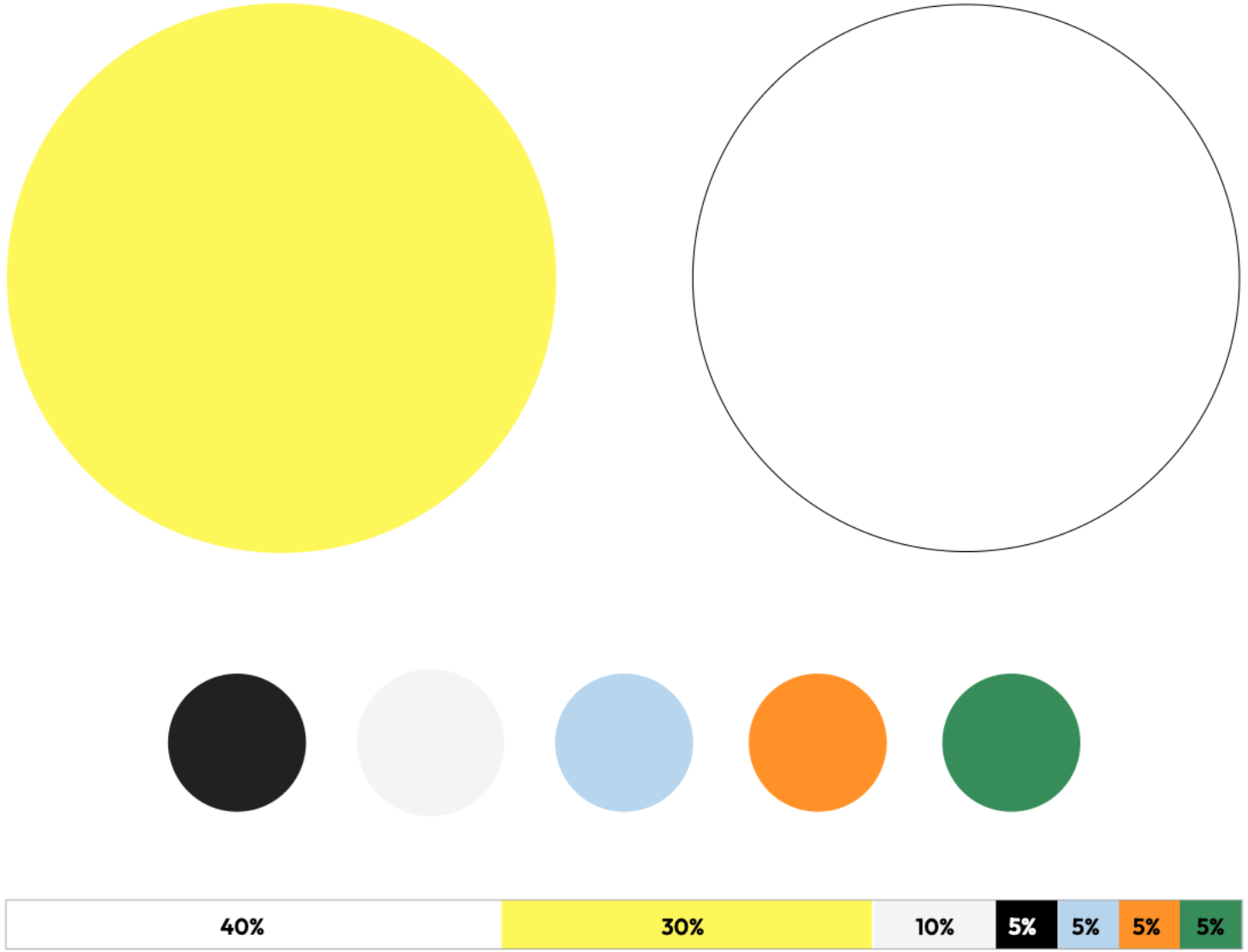
Colours

The colour palette of InnoCities consists of two main colours. Fresh white and bright yellow for the basis for the visual appearance.
Yellow is the brand colour.

White may be substituted with light grey.

Additional colours can be used as accents, but yellow should always play the biggest role in the look.

Any text should primarily be in black. White text can be used on a green or orange background, if necessary, as long as accessibility is taken into account



Keltainen

R254 G247 B90
HEX #FEF75A
C6 M0 Y92 K0

Valkoinen

R255 G255 B255
HEX #FFFFFF
C0 M0 Y0 K0

Harmaa

R243 G245 B243
HEX #F3F5F4
C4 M2 Y4 K8

Musta

R33 G33 B33
HEX #212121
C74 M52 Y71 K90

Oranssi

R254 G145 B40
HEX #FE9128
C0 M49 Y100 K0

Vaaleansininen

R183 G212 B237
HEX #B7D4ED
C25 M1 Y0 K0

Vihreä

R54 G141 B90
HEX #368D5A
C91 M0 Y93 K0

Use of accent colours

Accent colours should be used in moderation to prevent an overly loud visual look.
Whenever using accent colours, always use white or grey alongside them. Never directly place two accent colours together.
Accent colours can also be used as a background for white or grey text boxes (see next page).

White

or

Grey

+ one of the accent colours

Never directly place two accent colours together without white or grey

Examples of using accent colours in the background

Grey on yellow

White on orange

White on blue

Grey on green

Graphic elements

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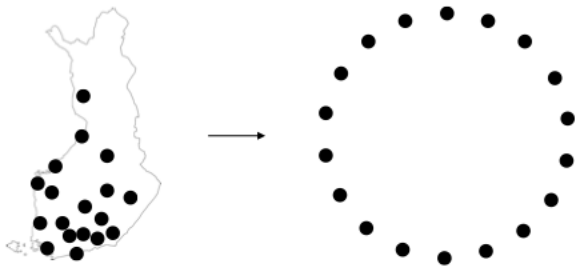
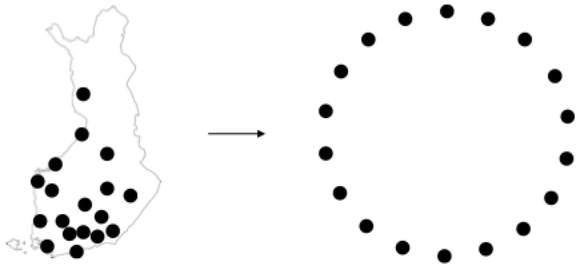
A circle of cities

InnoCities around Finland form a circle of cities.
By multiplying the circle we can create a pattern of impact.
When applied, the graphic element depicting the impact is scaled from extremely near to endlessly far.
The main element of InnoCities is the pattern created out of the circle of cities.

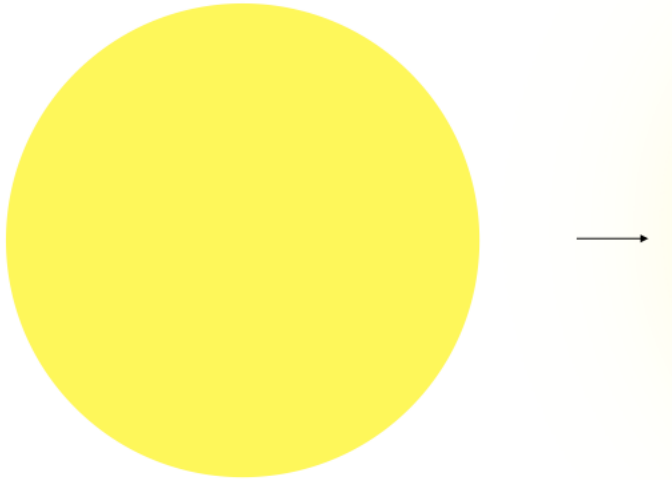


Innovation and cities

The graphic element of InnoCities can be done in two ways: As a form with either blurred or sharp edges.
Variation between the two methods creates a dynamic, interesting overall look.



The circle with the blurred edges should always be yellow.



The circle with the sharp edges should be white. The circle form is not used in the outline format.

Examples of using the graphic element

Forms with blurred edges in yellow

Forms with sharp edges in white

Graphic elements and image

The graphic circle element can also be used to outline images.

The circle element with sharp edges can also sometimes be used on top of an image. The image should be simple and include a large empty space to prevent a chaotic appearance.

Typography

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Typeface: Outfit (Google fonts)

These five variations of the Outfit font family are used as the fonts for InnoCities.

The general look of InnoCities is light, which is why the Light and Regular variations are used most often.

For large headers, use the Light variation.

For body text, use the Regular variation.

For emphasising words or typing small headers, use the Medium, Bold or Semibold variations.

Download the typeface here.
https://fonts.google.com/specimen/Outfit

Outfit Bold
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzoäö
12434567890 &%€#”!)(=?

Outfit Semibold
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzoäö
12434567890 &%€#”!)(=?

Outfit Medium
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzoäö
12434567890 &%€#”!)(=?

Outfit Regular
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzoäö
12434567890 &%€#”!)(=?

Outfit Light
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzoäö
12434567890 &%€#”!)(=?

Examples of using fonts

Logo

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InnoCities logo

The Finnish and English-language logos are made of letters in the Outfit typeface chosen for InnoCities.

innokaupungit

InnoCities logo

The Finnish and English-language logos are made of letters in the Outfit typeface chosen for InnoCities.

innocities

InnoCities logo and city

The name of the city is composed in capital letters and added in the left-hand corner under the logo.

Safe zone of the logo

Always leave a great deal of space around a long text logo, if possible; at least the height of the ‘inno’ part.

Observe the minimum size of the logo in digital applications.

Turva-alue:

Minimikoko: 60x9,3px

Use of logo colours

Primarily, InnoCities use yellow, white or light grey in large colour areas.

However, if the logo must be set on top of accent colours, remember to consider accessibility.

Never place a white logo on top of yellow or light grey.

Using the logo on top of an image

The logo can be placed on top of an image if the image is simple.

If the background is not simple, create subtle shading on the image (see image 2)

The logo must be clearly visible. Primarily use a white logo on top of images.

If the image is very light, darken it subtly (see image 4)

1.

3.

2.

4.

InnoCities and the EU

When using the “Co-funded by the European Union” label alongside the InnoCities logo, remember the safe zone of the InnoCities logo when it is the largest of the two.

The minimum height of the EU label is 1 cm.
In that case, the minimum size of the InnoCities logo next to the label is 197x30 px.

Minimikoko: 197x30px

Turva-alue:

Use of logos

Always used

Euroopan unionin osarahoittama

Recommended

innokaupungit

Possibility of using the logo of the city or community according to their instructions

innokaupungit
LAPPEENRANTA

Icons

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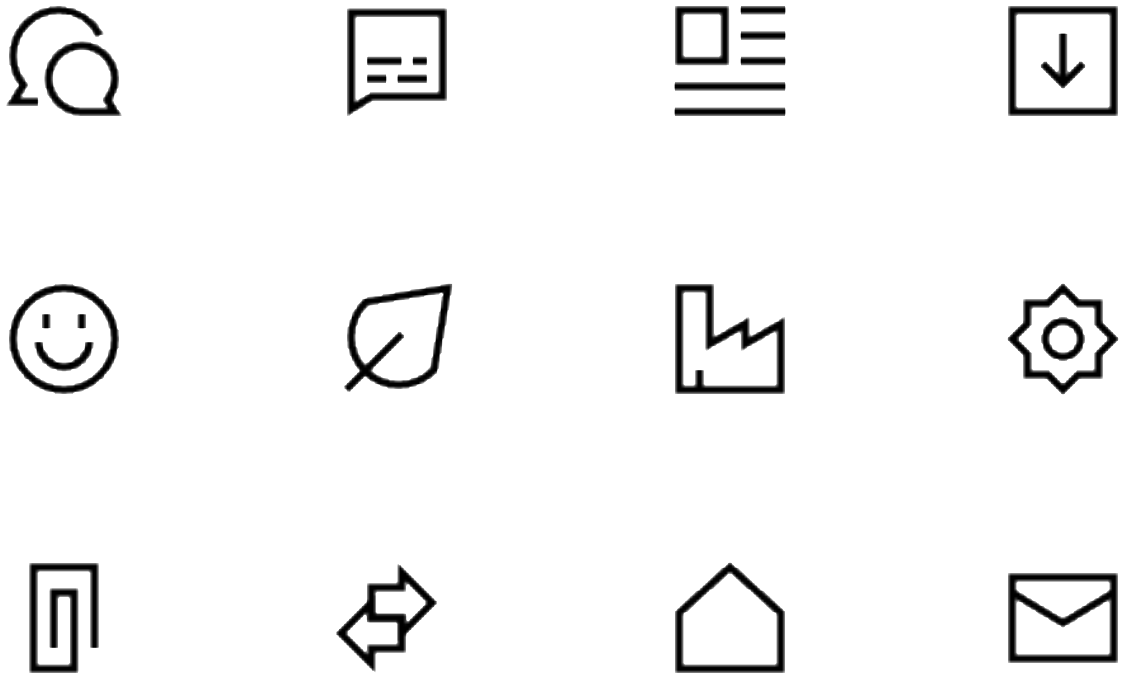
Icons: Sharp Line (Streamline icons)

The sharp-cornered design invigorates the otherwise round visual identity.

InnoCities use the black-line icons from the Sharp Linen icon election.

Download Sharp Line for free:
https://www.streamlinehq.com/icons/sharp-free



Examples of using icons

Icons are used to support headers and depict the topic.
Icons guide the user to the information they are seeking.

Icons can be placed inside a colour circle if wanting to highlight it in a background of a different colour.

Icons are used in black or white, depending on the background.

Images

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Images

Various types of images are used to illustrate the topics:

Urban images

Images of InnoCities are used in informative context, such as illustrations for articles.

Images of people

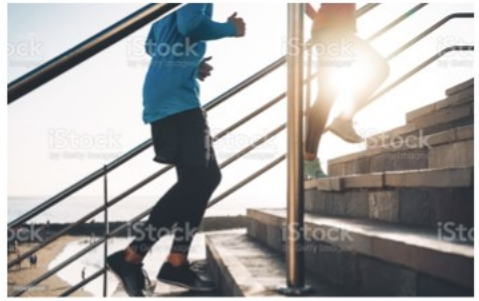
Images of people depict people at work and topics of cooperation.

Symbolic images

Symbolic, even playful images can be used to depict abstract topics in an insightful manner.

Urban images

Images of people



Symbolic images

Applications

Website
PowerPoint template
Newsletter
Twitter

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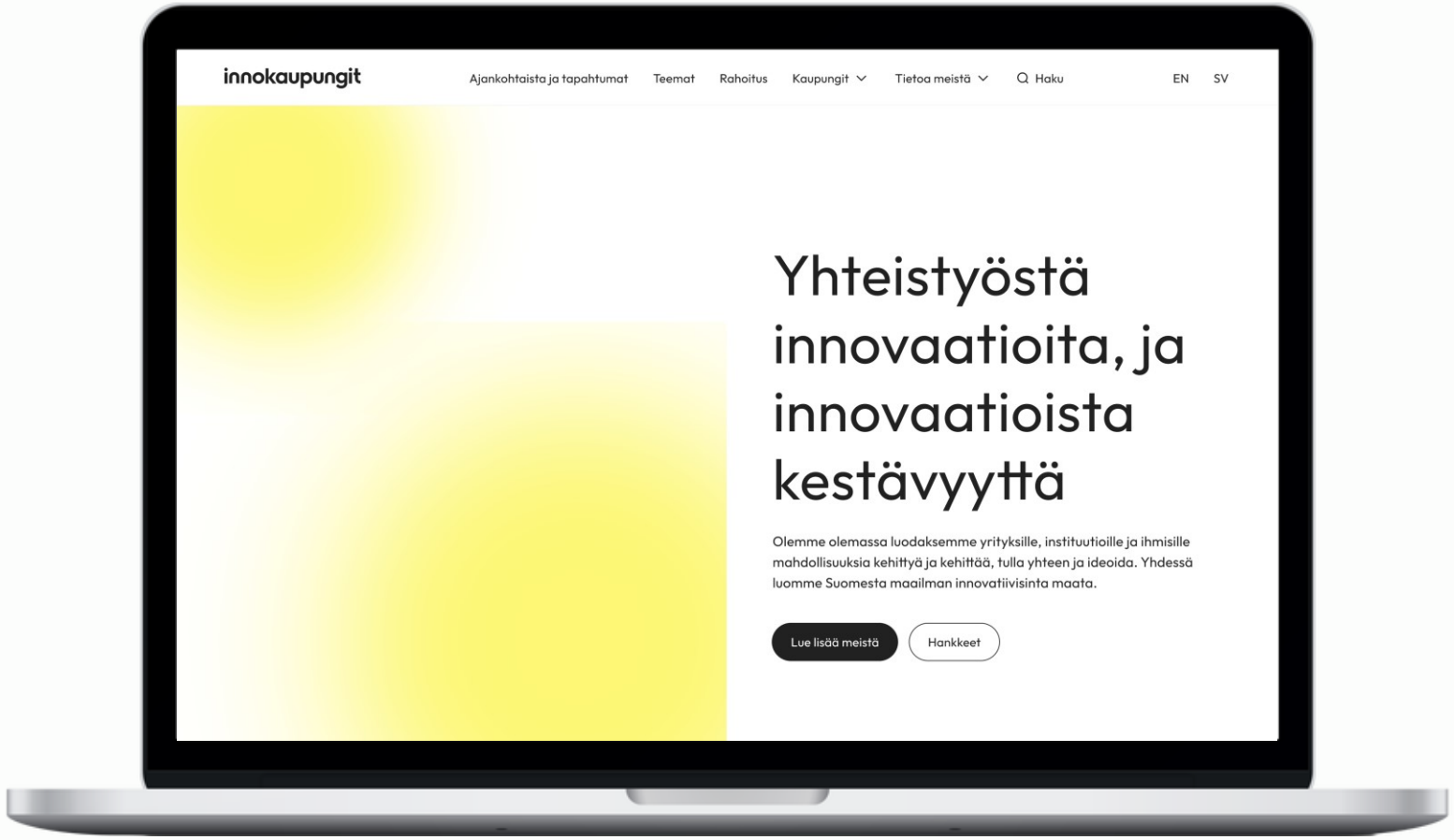
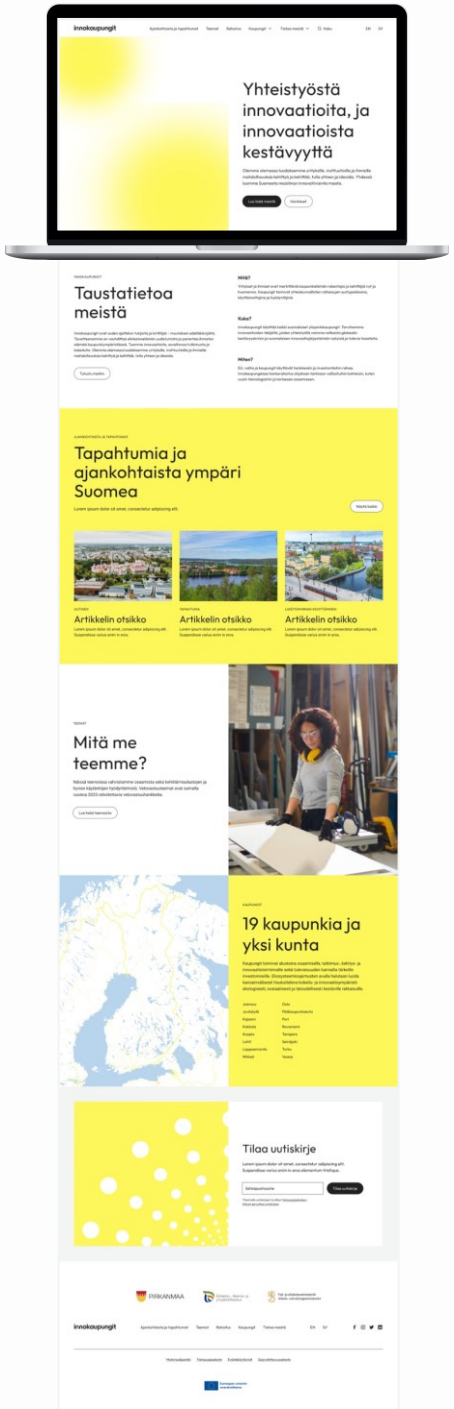
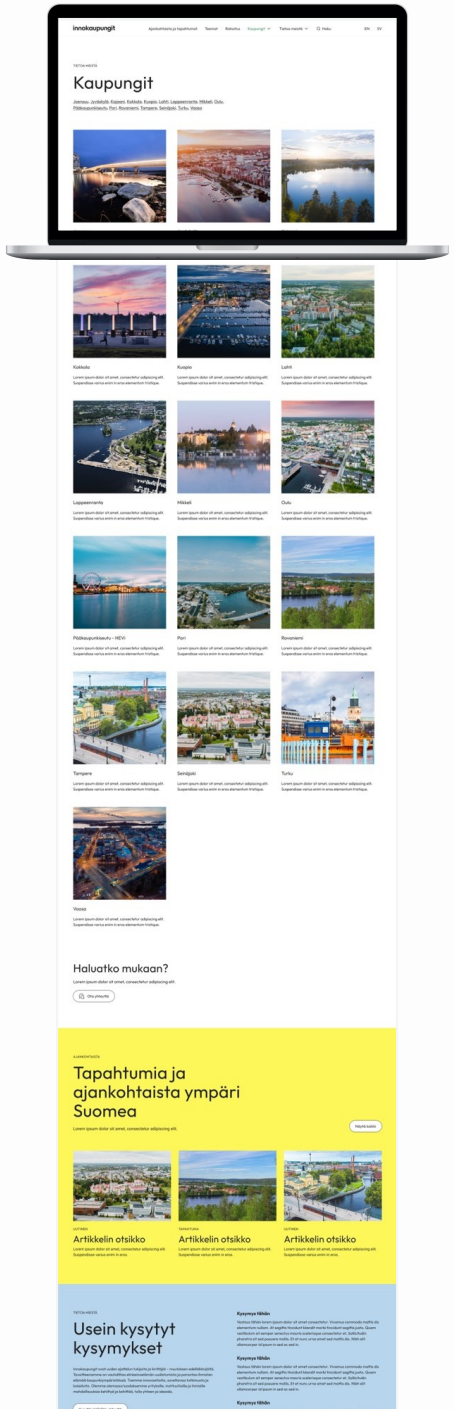
Website

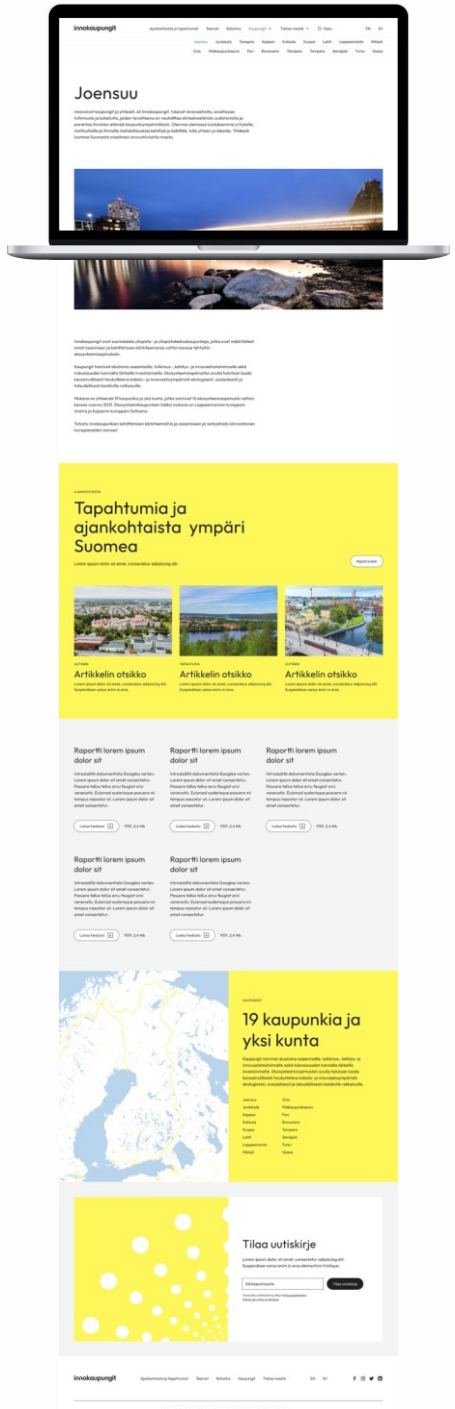

innokaupungit
Ajankohtaista ja tapahtumat
Teemat
Rahoitus
Kaupungit
Tietoa meistä
Haku
EN
SV
Yhteistyöstä innovaatioita, ja innovaatioista kestävyyttä
Olemme olemassa luodaksemme yrityksille, instituutioille ja ihmisille mahdollisuuksia kehittyä ja kehittää, tulla yhteen ja ideoida. Yhdessä luomme Suomesta maailman innovatiivisinta maata.
Lue lisää meistä
Hankkeet

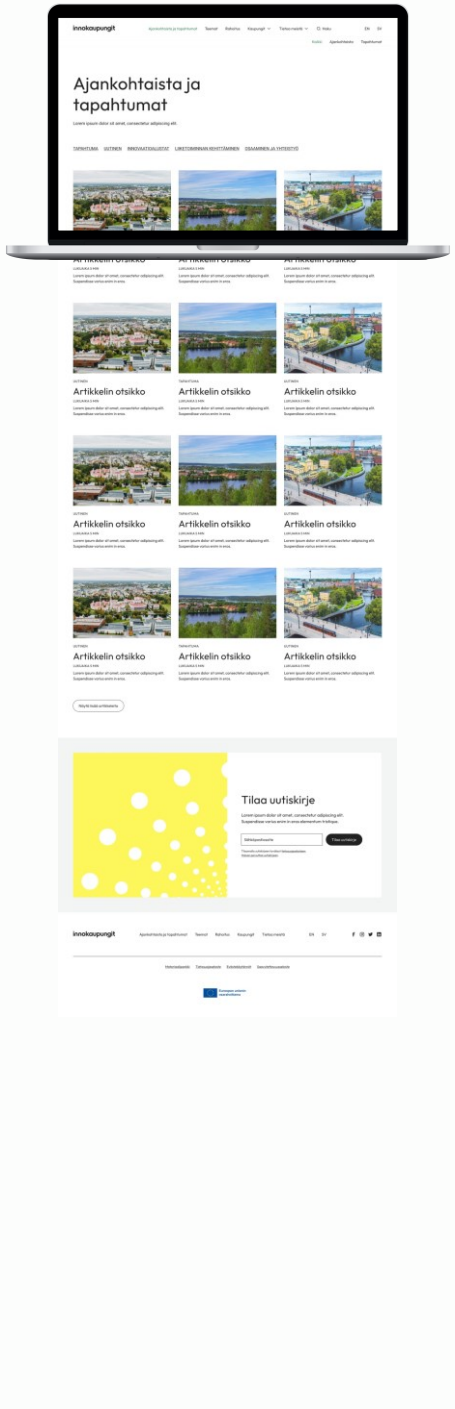
Applications

Website

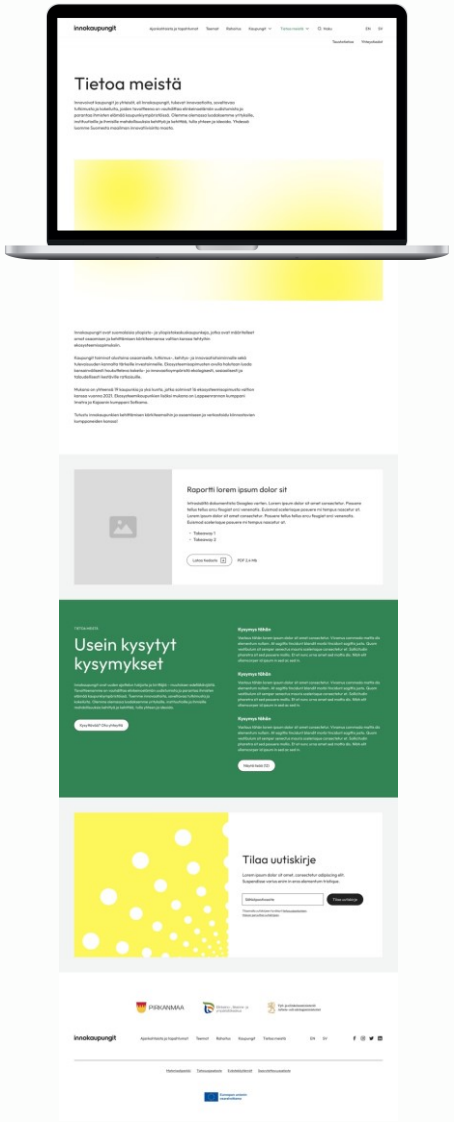








Website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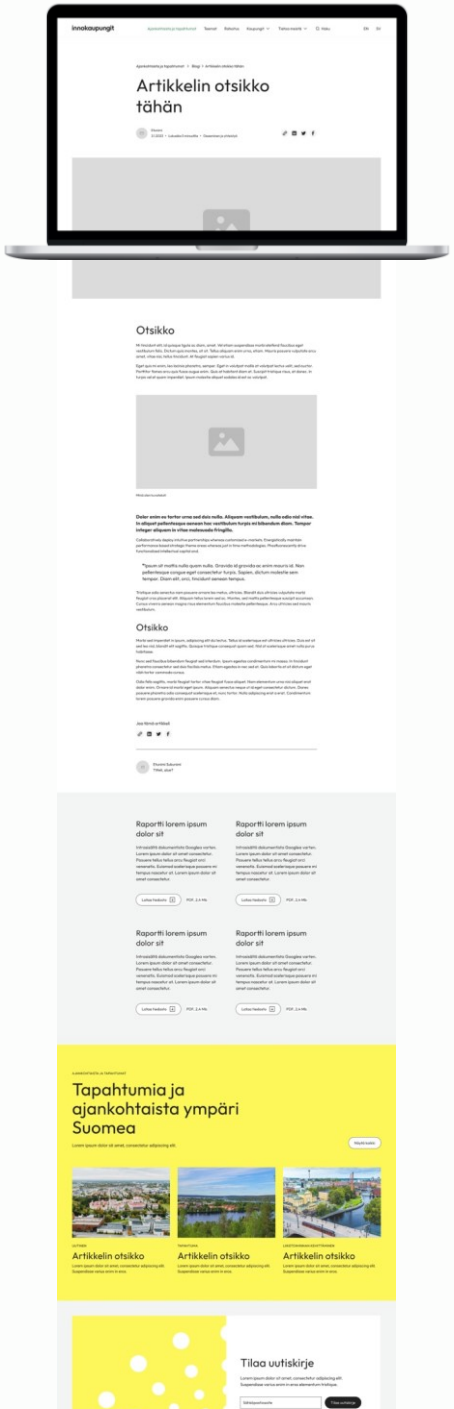
Raportti lorem ipsum dolor sit
Usein kysytyt kysymykset
Tilaa uutiskirje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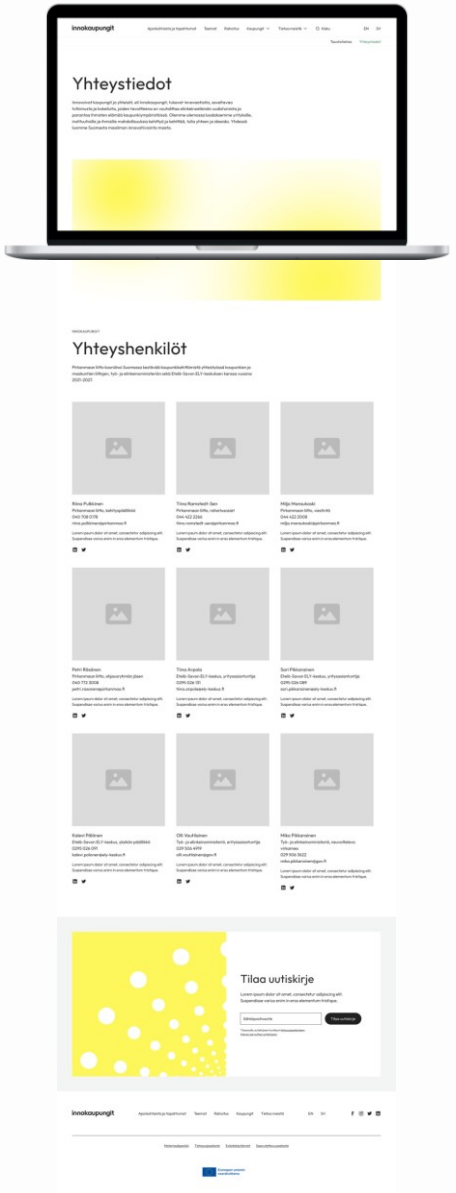
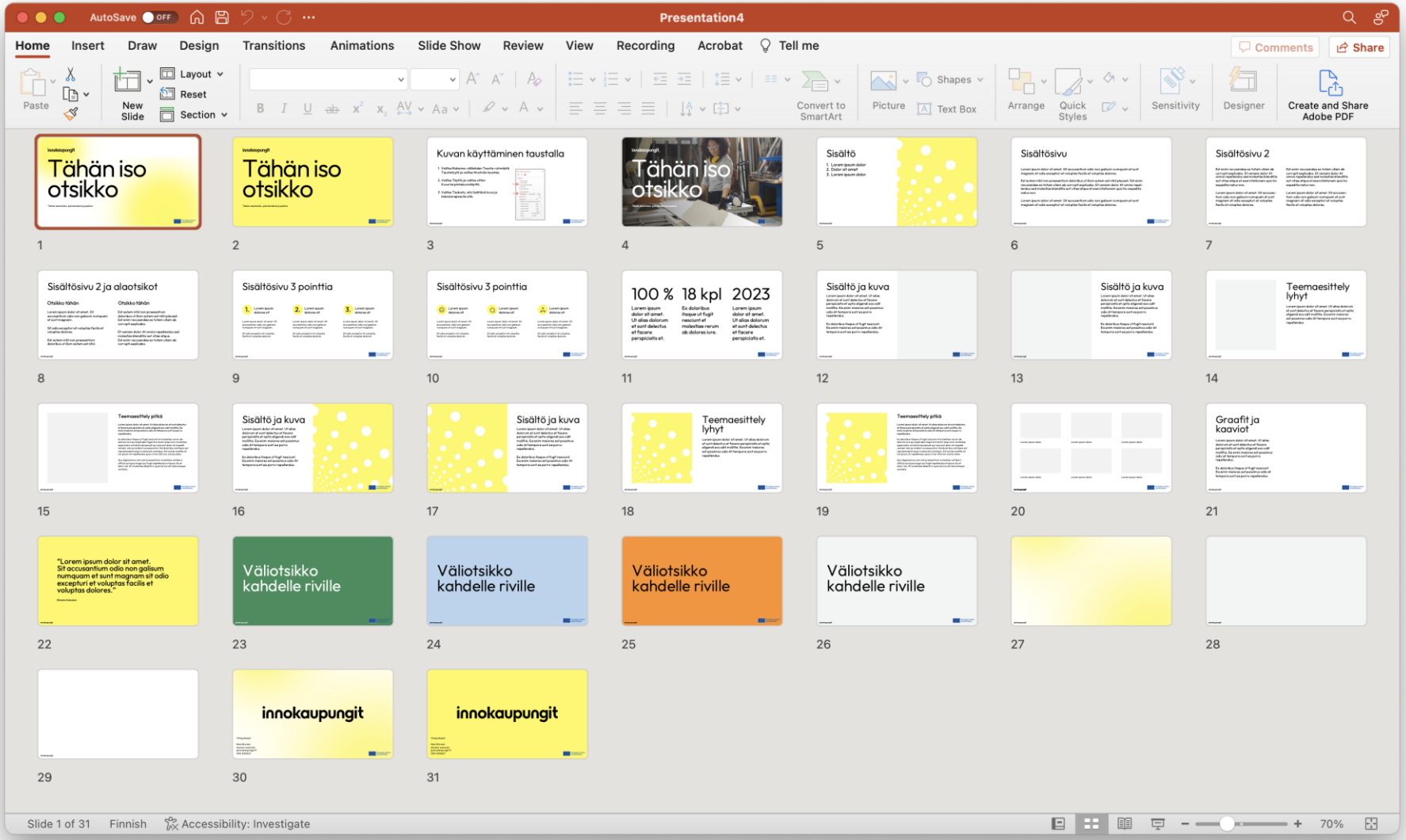

Yhteystiedot
Yhteyshenkilöt
Tilaa uutiskirje

PowerPoint template

The PowerPoint presentation offers a flexible selection of templates for various content needs. The template shows the colours, graphic element and icons.

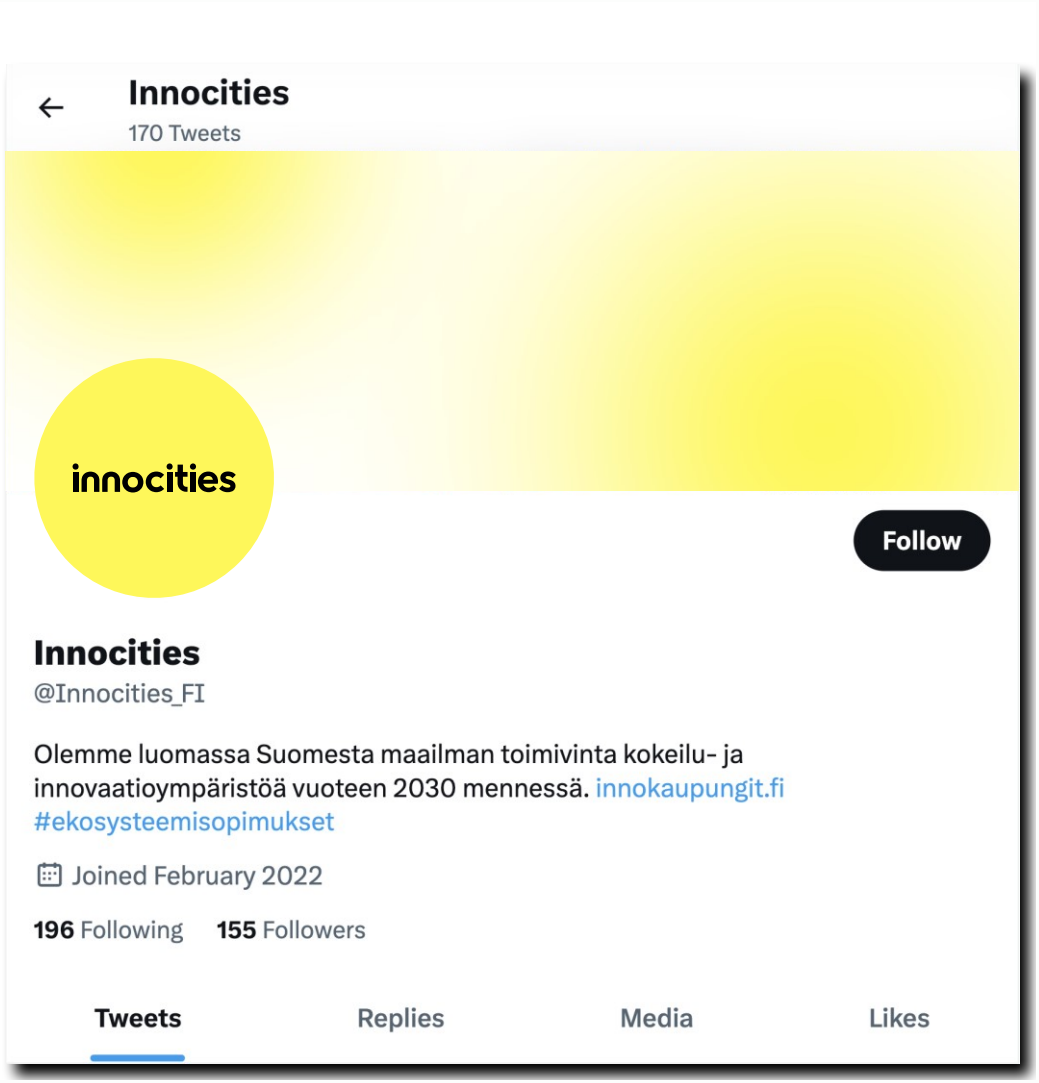


Newsletter

The appearance of the newsletter reflects the deep colours and bright yellow of the visual identity.

Twitter look

The main image used on the website and newsletter is used as the banner on Twitter.



innocities

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