

Cooperate Identity Styleguide

TUMI Text and Design Policy for Publications and Event Materials

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How to use this Style Guide

Welcome to the Transformative Urban Mobility Initiative (short: TUMI) Text and Design Style Guide. This resource supports you in inviting our joint target audience successfully by a unified communications style with regard to texts and design.

The style guide is a set of standards for the creation and design of materials that you use on behalf of TUMI. The standards help make our external communication to our joint target audiences more consistent and effective and provides you with the key elements of a unified communication.

1. Text & Messages

For text used for materials with regard to TUMI, we have non-negotiable standard texts to be included into TUMI products, such as publications or flyers. The basic standard-texts are hierarchically organized, thus the main texts *must be* included (such as "About TUMI", texts with regard to further information about the TUMI, such as "TUMI Management Team", *can* be included.

2. LOGOS

For the TUMI logo we have non-negotiable guidelines for its usage, which include spacing, minimum sizes as well as permissible variations.

3. COLOURS

Find TUMU's official colour palette and colour specifications. Get suggestions on how to best use them and stay within the brand family.

4. FONTS

TUMI uses one font style for headlines and inner texts.

5. DESIGN ELEMENTS AND PUBLICATION TEMPLATES

As TUMI we use a specific design elements and style. To make sure stakeholders recognize your TUMI actions, make sure to use the design elements, such as blue triangles.

6. PHOTOS

Guidelines on how to choose photos that best communicate what TUMI is all about.

7. SOCIAL MEDIA

Use these guidelines, esp. for Twitter, Facebook and Youtube, to create an online presence that is consistent with our TUMI brand.

Watch out for the blue triangles!

They guide you through the style guide with helpful tips.

Get Personal Support on the TUMI Style

For any questions with regard to this style guide or other requests with regard to TUMI's external communication, the following colleague is at your hand as part of the TUMI Management Team:



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Use this as a
template for your
TUMI E-Mail
Signature!

TUMI Download Center

Any public references to TUMI financed activities should correspond to the overall TUMI design guidelines. Advertisement in advance, during or subsequent to an activity financed or supported by TUMI shall therefore always include the following guidelines.

For easier access to TUMI style materials, we have the [TUMI Download Center](#) at hand, where you can access

- **TUMI Logo Pool, to download all TUMI related logos in high quality**
- **TUMI InDesign Template, e.g. for publications and flyers**
- **TUMI Power Point Presentation Templates
(Standard Presentation and Charter-Library)**

Download
TUMI
Templates

1. Key Texts and Messages

For text used for materials with regard to TUMI, we have non-negotiable standard texts to be included into TUMI products, such as publications or flyers. The following basic standard-texts are hierarchically organized as follows, thus the main texts *must be* included; the indented texts below with regard to further information about the TUMI, *can* be included.

1.1. Using the Title and Subline

Transformative Urban Mobility Initiative (TUMI) Sustainable Mobility for a better Future

- When you use the name of the TUMI the first time in a text or publication, always write down its full name **Transformative Urban Mobility Initiative (TUMI)**.
- In the following text you can always use and refer to the short version **TUMI**.
- Do not use an article, when you use the short version, thus do not write:
The TUMI strives for a better mobility future; but write **“TUMI strives for a better mobility future for all”**
- For titles always include the subline too:
Transformative Urban Mobility Initiative (TUMI) – Sustainable mobility for a better future

1.2. Key Texts

Transformative Urban Mobility Initiative (TUMI) Sustainable Mobility for a better Future

The **Transformative Urban Mobility Initiative (TUMI)** is the leading global implementation initiative on sustainable mobility formed through the union of 11 prestigious partners. We are united in one goal: changing mobility for the benefit of people and the environment, with a view to the future. TUMI supports transport projects all around the world and enables policy makers to transform urban mobility. We believe in sustainable mobility for a better future.

We base TUMI on three pillars: innovation, knowledge, investment. We support innovative pilot projects around the world. We share knowledge with planners about modern mobility concepts, in workshops and conferences. We invest in the construction and modernisation of sustainable urban infrastructure.

Together for a better mobility future

The Transformative Urban Mobility Initiative (TUMI) is a global implementation initiative on sustainable mobility formed through the union of 11 partners: [ADB](#), [C4o Cities](#), [CAF](#), [GIZ](#), [BMZ](#), [KfW](#), [ICLEI](#), [ITDP](#), [SLoCaT](#), [UN-Habitat](#), [WRI](#). TUMI was launched on 17th October 2016 by the [German Federal Ministry of Economic Cooperation and Development \(BMZ\)](#) at the [Habitat III](#) conference in Quito^[1].

TUMI Management Team or Partner Description

On behalf of all eleven TUMI partners the TUMI Management Teams in Eschborn and Bonn, Germany, based at the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, gives its best to support urban leaders around the globe in achieving their innovative and sustainable transport solutions!

2. Display of Logos

2.1. All the Logos in the TUMIverse

- Download TUMI related logos in high quality

TUMI Power Point Presentation Templates (Standard Presentation and Charter-Library)

As an initiative built through the union of eleven prestigious partners, this relation has to be correctly presented through the logos on any TUMI related materials at all times.

Therefore use the TUMI Logo as the header and main Logo. But make sure to include the banner of the eleven partner logos (in alphabetical order) at all times, when you use the TUMI Logo. For example, use the TUMI logo on the head or at the front page of your publication and include the partner logo banner with the eleven partner logos at the bottom or at the back page of your publication.

Find below an example of a correct Logo display:



2.2. TUMI Logo

The following logo should be used in any context referring to the event. This includes online advertisement (e.g., website articles, newsletters) and any types of analogue publications (e.g., invitations, papers, conference programs).



Width 4.53 cm = 100%

Download
TUMI
Logos

When the size of the original logo is modified, the original aspect ratio should be retained. It should also be made sure that in case of a TUMI financed activity or event, the above logo is set at prominent place in proportion to logos of other organizers and partners. The logo must at least be printed on the front and the back cover of hard copies in adequate size.

2.3. Partner Logos

When it comes to events in the name of TUMI, all attached partners and institutions have to be visible logo-wise. Please consider also this aspect when designing your online and analogue event publications. In case of event publications, following distinctions should be considered:

- **Logos of partners or institutions organizing the event**

"Organized by"

This phrase should be included above the logo.

- **Logos of other partners or institutions (especially Federal Ministry of Economic Cooperation and Development (BMZ) and Gesellschaft für internationale Zusammenarbeit (GIZ) GmbH)**

"Supported by"

This phrase should be included above logos.

- **Logo of TUMI and German Cooperation**

"On behalf of"

This phrase should be included above the logo.

- **In case of general publications, there is no need in differentiating logo-wise between organizers and partners.**

2.3.1. BMZ Logo Policy

When you use the BMZ Logo, make sure to follow the BMZ logo policy. There are two BMZ logo versions. The BMZ Logo and the German Cooperation Logo:



BMZ Logo on TUMI publications

- The BMZ logo is showed on every general TUMI publication, i.e. documents describing TUMI as initiative and its projects worldwide as well as publications concerning the tasks and general performances.
- The BMZ logo should not be used for documents published abroad; instead the cooperation logo should be used
- **Attention:** It is not permitted to use both logos in one publication!

Cooperation Logo on TUMI publication

- In contrast to BMZ logo the cooperation logo is used in publications directly referring to TUMI projects or events **abroad**, i.e. workshops or other local events that are organized by local TUMI partners.

3. Colouring

The following colours have to be used for all TUMI publications and materials for consistence in text or design elements.

3.1. TUMI Logo colours

Light Blue



Dark Grey



RGB 0, 169, 227

117, 119, 119

CMYK 100, 0, 0, 0

53, 41, 41, 24

For a consistent and cool layout do not use any other colours than those!

3.2. TUMI Primary and Secondary Colours

TUMI Anthracite



TUMI Dark Green



TUMI Turquoise



TUMI Taupe



RGB 60, 60, 60

57, 77, 77

60, 180, 210

147, 147, 167

CMYK 0, 0, 0, 95

68, 42, 47, 54

67, 5, 14, 1

43, 36, 19, 12

TUMI Red



TUMI Green



TUMI Middle Blue



RGB 200, 15, 15

149, 193, 31

63, 141, 191

CMYK 0, 100, 100, 0

50, 0, 100, 0

72, 31, 7, 5

If you select a dark background colour, it is important to choose a clearly visible font colour (i.e. white).

4. Font

The TUMI font is Corbel. The template for Headlines etc. can be seen in this document. Use Corbel for ALL Headlines, use Calibri for all Texts.

Headline 1 (Corbel 16)

Headline 2 (Corbel 12 F)

Headline 3 (Corbel 12)

You can download a TUMI word template with all format templates for headlines and subtitles installed in the TUMI Download Center.

- **Download TUMI Word Template, e.g. for reports and letters**

TUMI Word
Template

5. Design Elements and Publication Templates

- Download TUMI InDesign Template, e.g. for publications and flyers
- Download TUMI PPT Template, with Standard TUMI Presentation and Charter-Library

As TUMI we use a specific design elements and style. To make sure stakeholders recognize your TUMI actions, make sure to use the design elements, such as blue triangles.

As below, use boxes as design elements. You can choose between Light Blue boxes and a photo. The direction of the Design Elements *should* be from the left corner at the bottom to the right corner at the top.

Here's an example:



6. Photos

Photos can be used as a way to convey the idea of a sustainable mobility. The focus should be on the urban context und pedestrian zones. Preferable the photos are bright, sunny, animated by people and create a positive image of mobility.

Make sure to state the photograph in line with using the photo, if copyrights require this.

6.1. TUMI's Main Theme Photos

Use the below Standard Photos, when you refer to one of the below topics, so that TUMI's stakeholders recognize the field of action.

- Download TUMI Standard High Quality Photos

Download
TUMI Standard
Photos

About TUMI



Owner GIZ/Kevin Korffmann

TUMI Innovations



GIZ/TUMI

TUMI Investment



Owner

TUMI Knowledge



GIZ/TUMI

7. Social Media

➤ Download TUMI Social Media Banners

When directly advertising TUMI activities and events or referring to them online in newsletters and social media networks (e.g., Twitter, Facebook etc.) or any other platform, the TUMI initiative should be linked to via the following references:

7.1. Links

- **TUMI Website:** www.transformative-mobility.org
- **Twitter:** [@TUMInitiative](https://twitter.com/TUMInitiative)
- **Facebook:** [@transformativemobility](https://www.facebook.com/transformativemobility)
- **Youtube:** [Channel: Transformative Urban Mobility Initiative TUMI](https://www.youtube.com/channel/UCmrY_nwKYGbmNYGTXjqv6QQ)
https://www.youtube.com/channel/UCmrY_nwKYGbmNYGTXjqv6QQ

7.2. Social Media Post Design

When directly advertising TUMI activities and events on social media such as Twitter or Facebook, the following elements are essential for a successful post:

- **Picture**, e.g. of a Person/Publication/Infographic
- **Link**, e.g. a link to the website article you want to highlight or a publication
- **Short Text**, in the following hierarchical order:

1. **sentence: The message you want to spread**, e.g.
 - a. "We thought it's about time to make women in transport visible!"
2. **sentence: What it's about**, e.g.
 - a. "There are many remarkable women out there transforming mobility..."
3. **sentence: further information**, e.g.
"Download on [www....](http://www.womenmobilize.org)"



7.3. Social Media Banner

Seeing that actual human beings work for TUMI or support TUMI's activities, it is important to show them on your communications channels, such as Facebook or Twitter.

Therefore, use faced and citations for successful communications. Use one of the following Social Media Banners, which have the right size and a cool style to generate attention on Social Media.

- **Download InDesign Templates for Social Media Banners**

Use the Twitter and Facebook Banners TUMI provides to include in social media posts!

Social Media Citation Banner



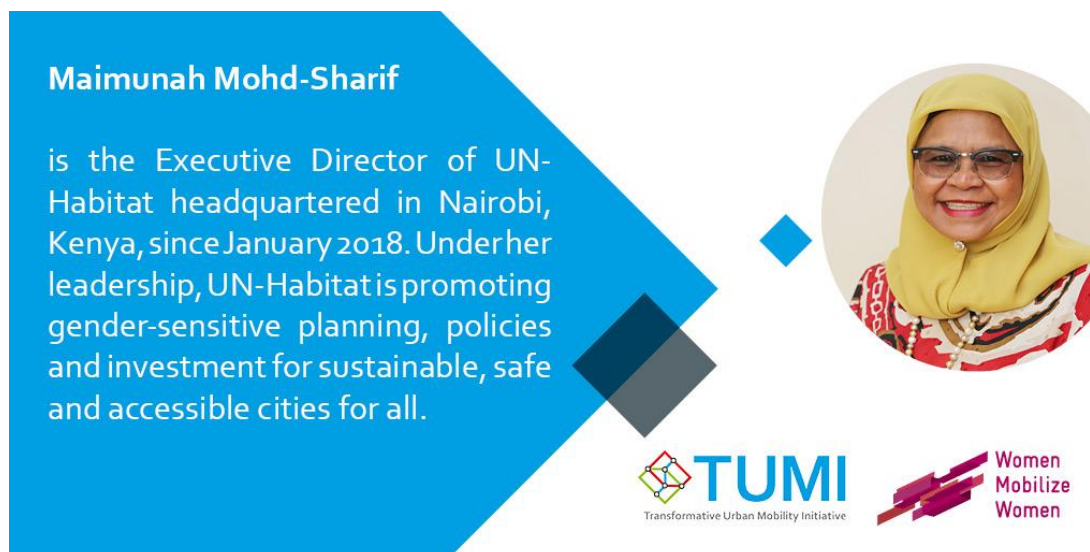
“

If we are not able to move safely and freely, we will remain behind men and the world will miss a big contribution.

Amanda Ngabirano
Urban and regional planner and lecturer at Makerere University, Kampala, Uganda






Social Media Text Banner



Maimunah Mohd-Sharif

is the Executive Director of UN-Habitat headquartered in Nairobi, Kenya, since January 2018. Under her leadership, UN-Habitat is promoting gender-sensitive planning, policies and investment for sustainable, safe and accessible cities for all.

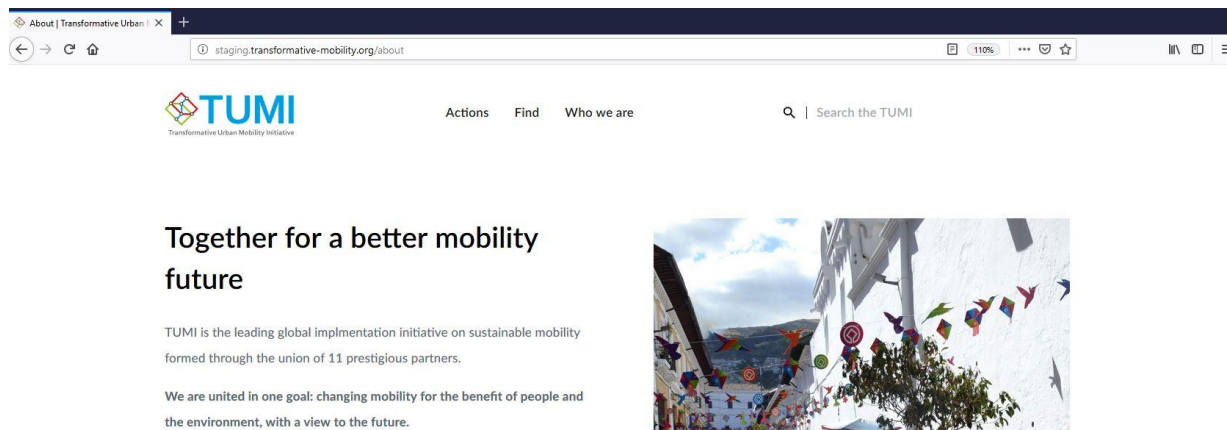


8. Websites

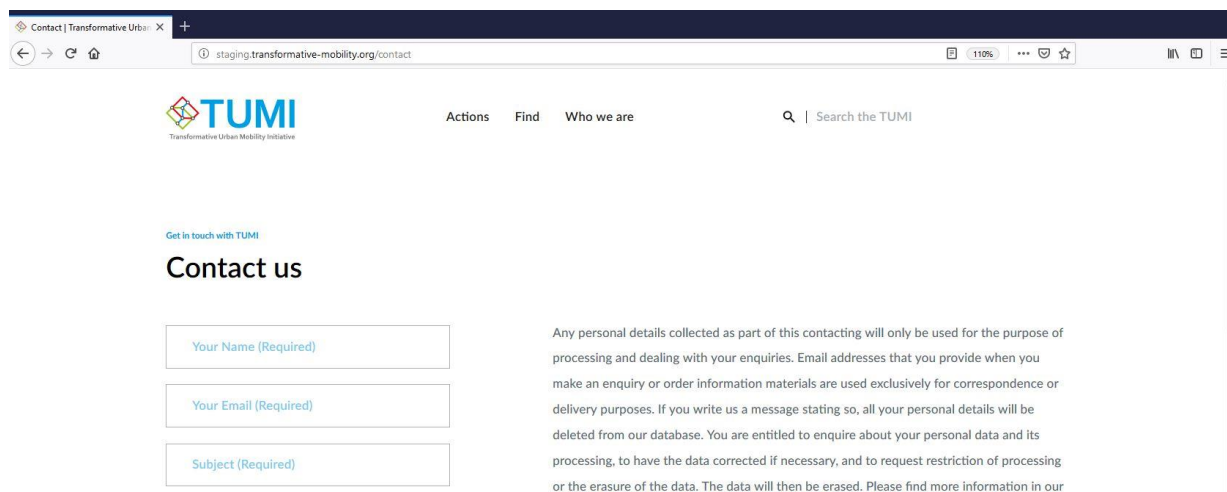
TUMI financed or supported websites should also correspond to the overall TUMI design guidelines explained above (for further information see chapters “1. Display of Logos” and “2. Colouring”). The TUMI logo has to be put at least in the website’s heading as well as the contact and / or imprint page, respectively. In case of scroll-down websites, it has to be made sure the logo stays visible at all times.

The following website design gives an example of the TUMI logo display online.

Website Heading:



Website Contact Page:



9. Disclaimer (Imprint)

For legal reasons, all TUMI event publications must include an imprint. Depending on purpose and size of the publication the imprint can vary. It is important to mention responsible partners or institutions for publishing, editing and implementing. The imprint always has to include the following:

- **TUMI Logo**
- **All eleven TUMI partner logos**
- **Publication Date**
- **Photo Copyright**
- **Author(s)**
- **Publisher(s)**
- **Address of Publisher(s)**
- **Design Copyright**
- **Disclaimer** (e.g., Responsibility for the content of external websites linked in this publication always lies with their respective publishers. GIZ expressly dissociates itself from such content. GIZ is responsible for the content of this publication.)

The following text box gives an example for an imprint box:

Many Partners, One Goal

TUMI is an alliance of the world's leading organizations in sustainable transport. We build a community of actors to transform policies and business and advance science and society. Here lies the PeoplePower to leverage sustainable mobility worldwide!



www.transformative-mobility.org

Published by
TUMI Management

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Status

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10. TUMI Event Design

When you host a TUMI event, TUMI should be advertised at the event location in high visibility. This includes aligning the design of the location to the TUMI design guidelines (e.g., logo, coloring, typo) as well as displaying information and give-away publications on-site.

The logo (see chapter 1. Display of Logos) should be visible on stage / at the platform / the activity stall at all times in the original aspect ratio and coloring explained above.

The TUMI logo has to be set prominently relative to the size of the display location and should be viewable in all photographs and/or videos taken to document the activity, respectively.

We provide roll-ups, banners and other exhibition material for use on stage. The correspondent give-away material such as flyers and brochures can also be send to the event location in advance.