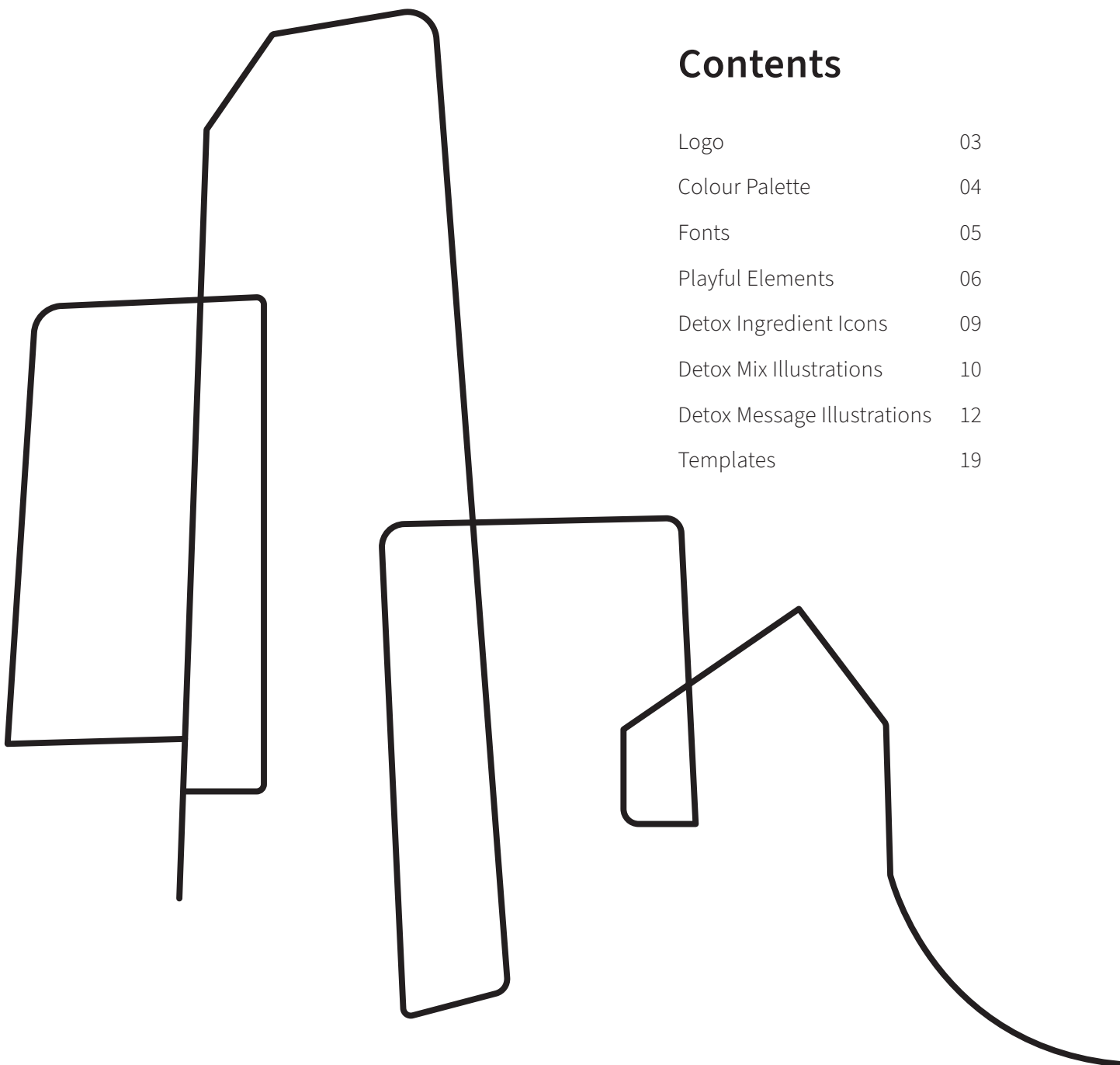


THE
Cities
Heat



HEALTHY HEAT
FOR CITIES



Contents

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Colour Palette	04
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Playful Elements	06
Detox Ingredient Icons	09
Detox Mix Illustrations	10
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The Cities Heat Detox / Logo

Created in both horizontal and vertical orientations with/without the CoM, EU logos.

The Cities Heat Detox logo is present on all communication pieces.

N.B. The Covenant of Mayors and EU logos must work in collaboration with the main logo.

VERTICAL

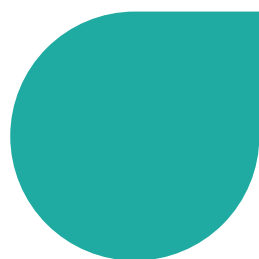


HORIZONTAL



The Cities Heat Detox / Colour Palette

MAIN COLOURS



GEOTHERMAL

CMYK
c80/m10/y45/k0

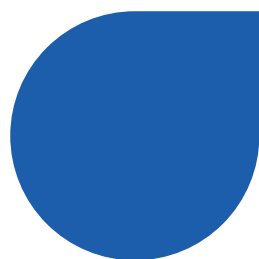
RGB
0/161/154



WASTE HEAT

CMYK
c50/m0/y100/k0

RGB
149/193/31



WATER-SOURCE

CMYK
c98/m71/y0/k0

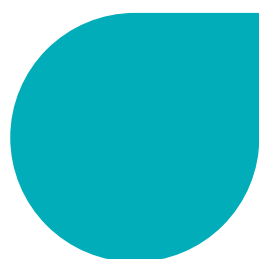
RGB
1/78/158



SOLAR THERMAL

CMYK
c20/m0/y100/k0

RGB
222/220/0

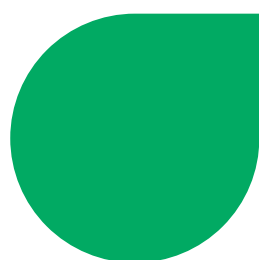


AIR-SOURCE

CMYK
c100/m0/y34/k0

RGB
0/155/174

SECONDARY COLOURS



BIOMASS

CMYK
c92/m2/y89/k0

RGB
0/155/79



BIOGAS

CMYK
c100/m0/y35/k30

RGB
0/122/134

The Cities Heat Detox / Fonts

MAIN FONTS & ALTERNATIVES

Source Sans 3
Semibold
(Main titles)

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Source Sans 3
Regular
(Highlighted text)

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Source Sans 3
Regular Italic
(Italicised Highlighted text)

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Source Sans 3
Light
(Body text/Main titles)

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Source Sans 3
Light Italic
(Italicised Body text)

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Source Sans 3 Family

Free google font: <https://fonts.google.com/specimen/Source+Sans+3>

BOURTON HAND
LINE BOLD
(SUB TITLES)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

BOURTON HAND
LINE MEDIUM
(SUB TITLES)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

Bourton Hand line bold / medium

Available to purchase (\$10 each) from: <https://kimmydesign.com/bourton-hand-buy/>

BARLOW SEMI
CONDENSED MEDIUM
(ALTERNATIVE/SUB TITLES)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

BARLOW SEMI
CONDENSED LIGHT
(ALTERNATIVE/SUB TITLES)

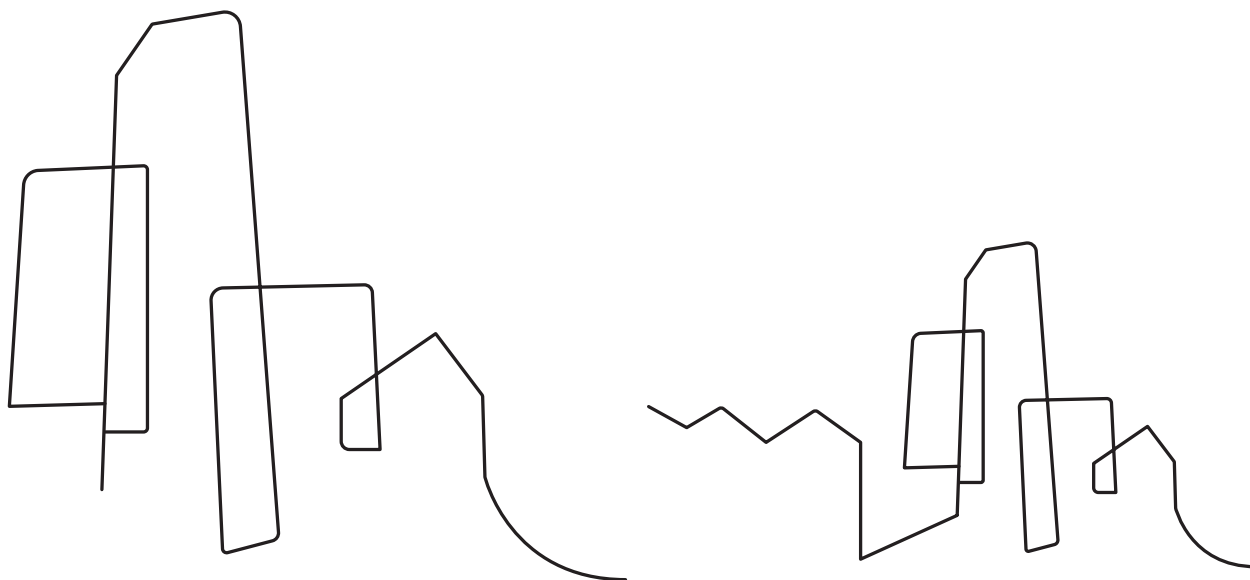
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

Barlow Semi Condensed Family

Free google font: <https://fonts.google.com/specimen/Barlow+Semi+Condensed>

The Cities Heat Detox / Playful Elements

CITY ILLUSTRATION (LOGO/EXTENDED VERSIONS IN BLACK/WHITE)



'DETOX' TYPOGRAPHY



'THE CITIES HEAT' TYPOGRAPHY (RIGHT/LEFT ALIGNED)
N.B. MUST BE PLACED NEAR 'DETOX'

THE
Cities
Heat

THE
Cities
Heat

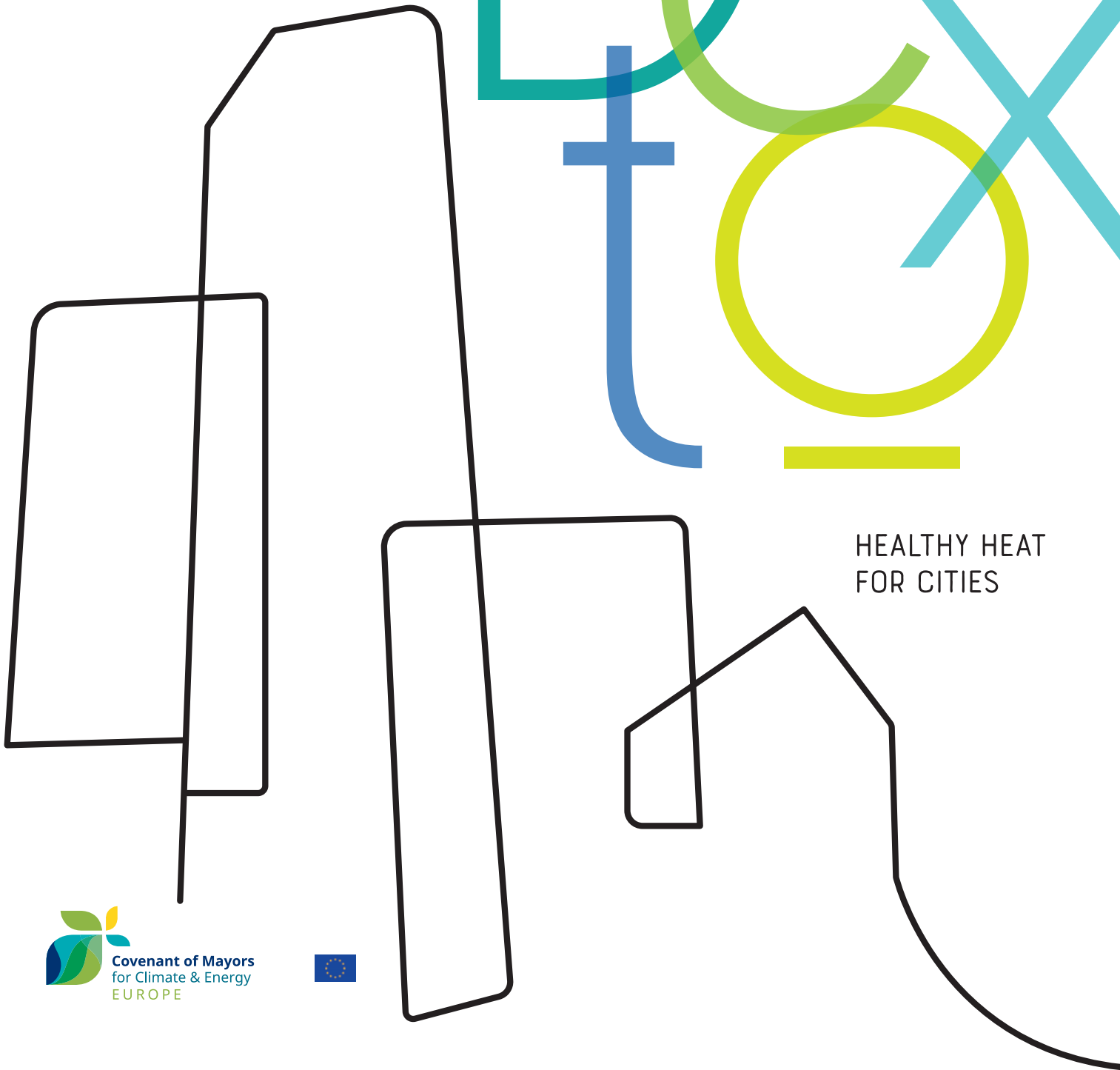
'HEALTHY HEAT FOR CITIES' TAGLINE TYPOGRAPHY

HEALTHY HEAT
FOR CITIES

HAVE FUN...

THE Cities Heat

Detox



HEALTHY HEAT
FOR CITIES

The Cities Heat Detox / Playful Elements continued

HASHTAGS (2 KINDS)

#Cities**Heat**Detox

#Healthy**Heat**4Cities

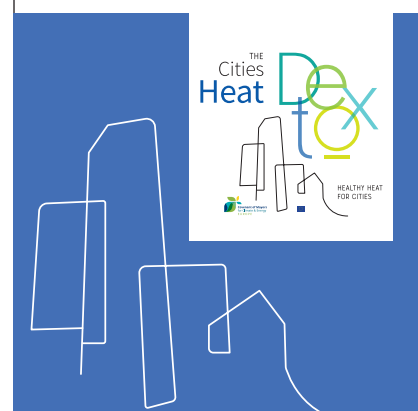
COVENANT OF MAYORS LOGO (HORIZONTAL/VERTICAL ORIENTATIONS)

N.B. MUST BE PLACED NEAR 'THE CITIES HEAT DETOX LOGO & EU FLAG'. HORIZONTAL ORIENTATION IS PREFERRED.



EU FLAG EMBLEM

N.B. MUST BE PLACED NEAR 'COVENANT OF MAYORS LOGO'



HAVE FUN...

The Cities Heat Detox / Detox Ingredient Icons

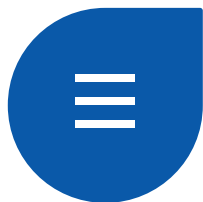
INGREDIENTS (IDEAL SOURCES OF HEAT/ENERGY). INDIVIDUAL SUPERFOOD ILLUSTRATIONS AVAILABLE ALSO.



GEO THERMAL
Mint



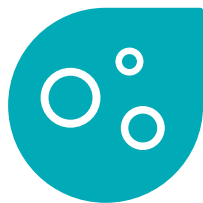
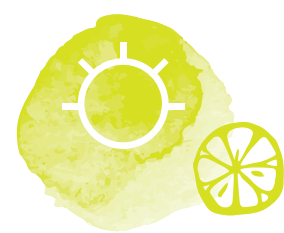
WASTE HEAT
Cucumber



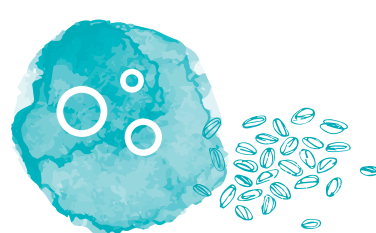
WATER-SOURCE
Blueberries



SOLAR THERMAL
Lemon



AIR-SOURCE
Chia seeds



SUPPLEMENTS



BIOMASS
Kale



BIOGAS
Nuts

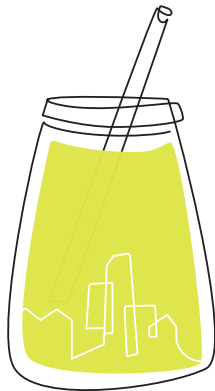


The Cities Heat Detox / Detox Mix Illustrations

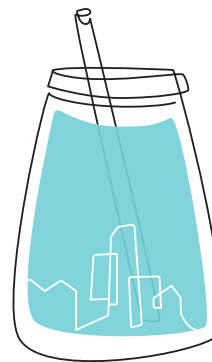
GENERIC DETOX MIX



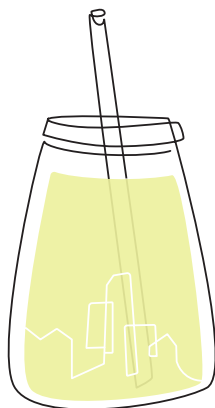
BASE WATERS (METHODS/TECHNOLOGIES)



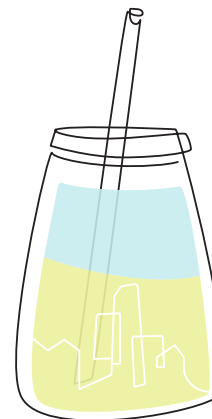
DISTRICT HEATING
Spring water



DISTRICT COOLING
Coconut water

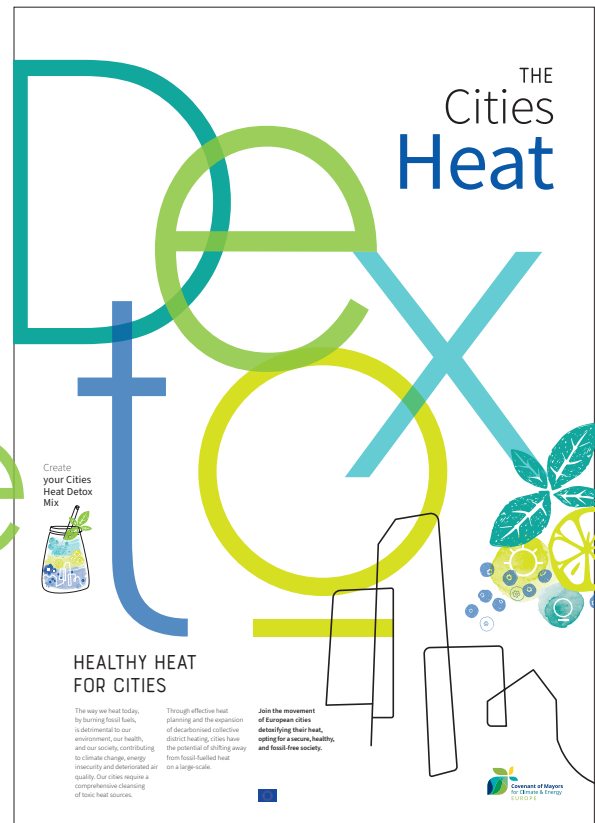
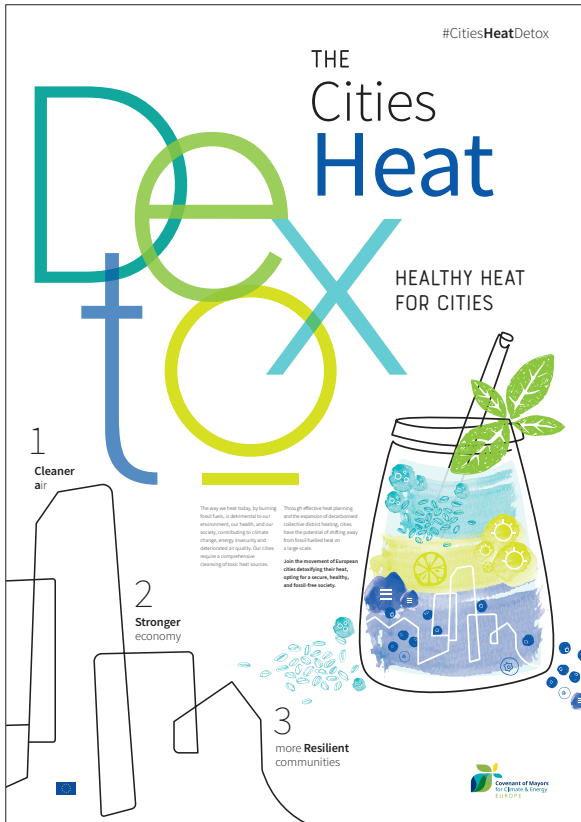


HEAT PUMPS
Honey water



COMBO
HEAT/COOL PUMPS
Honey water/Iced water

EXAMPLES OF ILLUSTRATIONS/ELEMENTS IN ACTION



The Cities Heat Detox / Detox message Illustrations

ILLUSTRATION 1: BENEFITS (2X KINDS, A3)

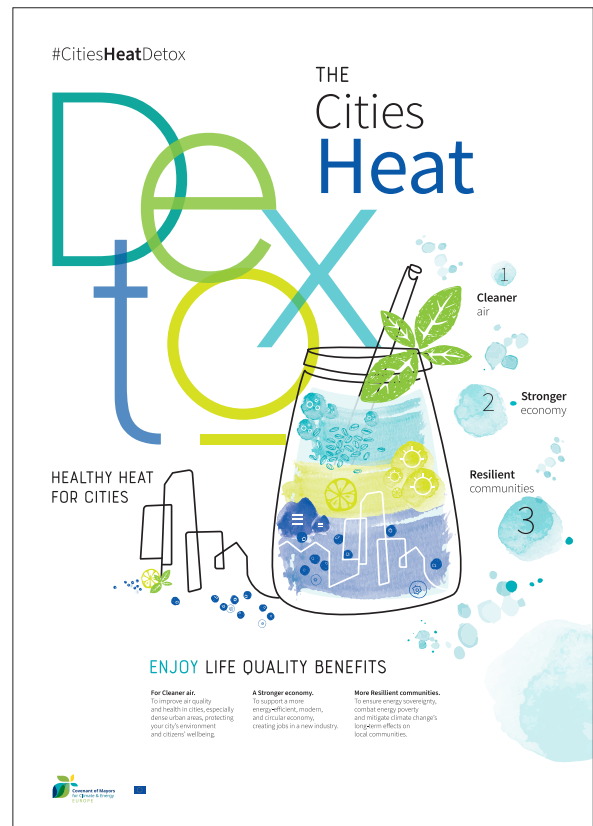
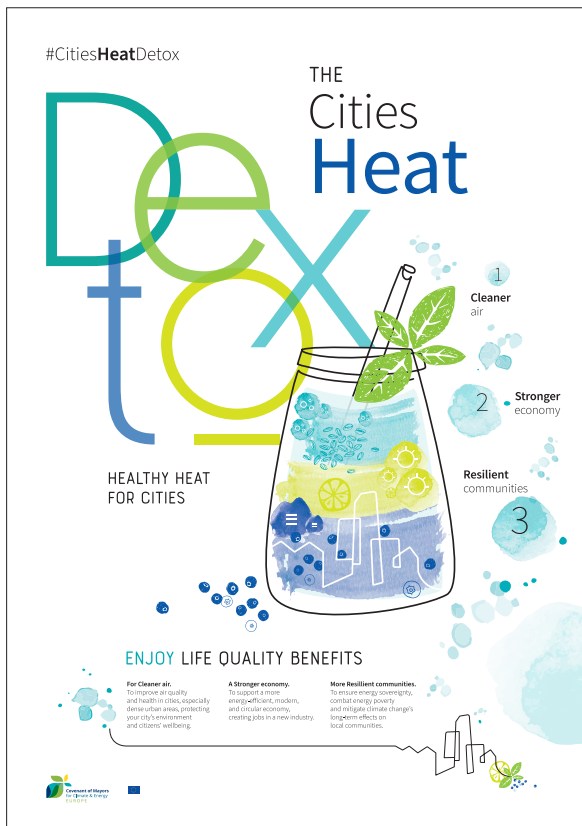


ILLUSTRATION 1: BENEFITS (2X KINDS, SQUARE)

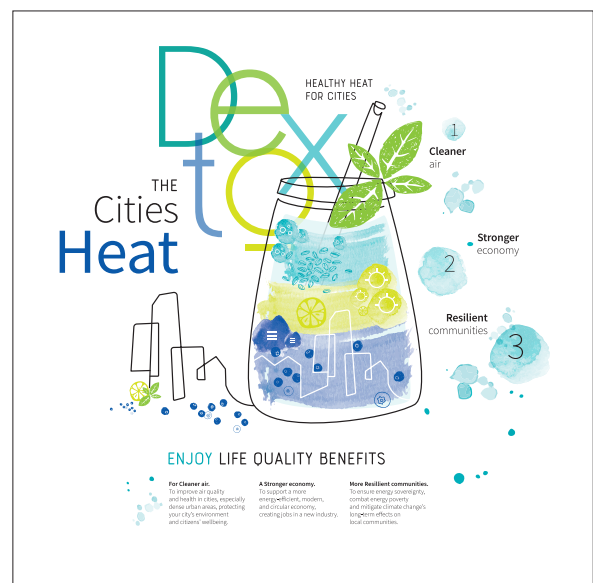
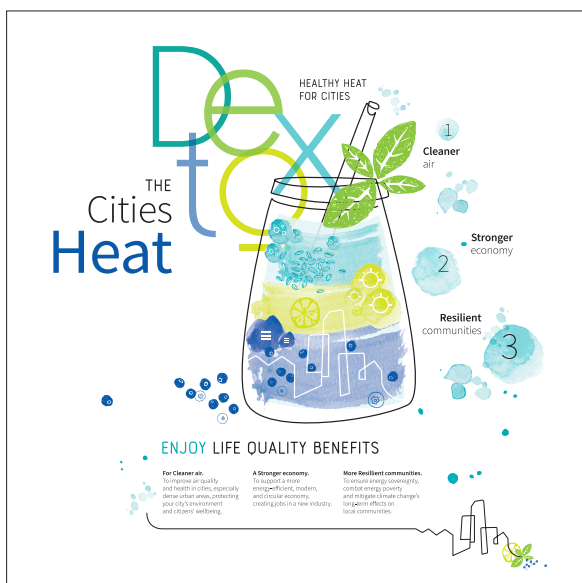


ILLUSTRATION 2: STEP 1 #KNOWYOURHEAT (2X KINDS, A3/SQUARE)

Step 1

HEAT MAPPING

#KnowyourHeat

The first step to any detox is to have a clear understanding of your system: your city's heat sources, heat demand and potential alternatives.

Through comprehensive mapping and planning, identify potentials to decarbonise heat sources and reduce demand, as well as possible expansion or implementation of collective district heating networks.

INGREDIENTS & SUPPLEMENTS

- GEOTHERMAL
- WATER-SOURCE
- AIR-SOURCE
- WASTE HEAT
- SOLAR THERMAL
- BIOMASS
- BIOGAS

illustrations 2 - 4 connect to each other using the district heating dotted lines.

Step 1

HEAT MAPPING

#KnowyourHeat

INGREDIENTS & SUPPLEMENTS

- GEOTHERMAL
- WATER-SOURCE
- AIR-SOURCE
- WASTE HEAT
- SOLAR THERMAL
- BIOMASS
- BIOGAS

Step 2

DISTRICT COOLING

#FullCityDetox

The second step for a more impactful detox is to consider a fully integrated transition to heating and cooling solutions on a large scale. This means embracing decarbonised district heating and cooling (DHC) solutions.

Expanding, developing and renewing DHC is a clear urban sector's most impactful and cost-effective way of achieving large-scale decarbonisation and improve air quality, while ensuring energy security.

INGREDIENTS & SUPPLEMENTS

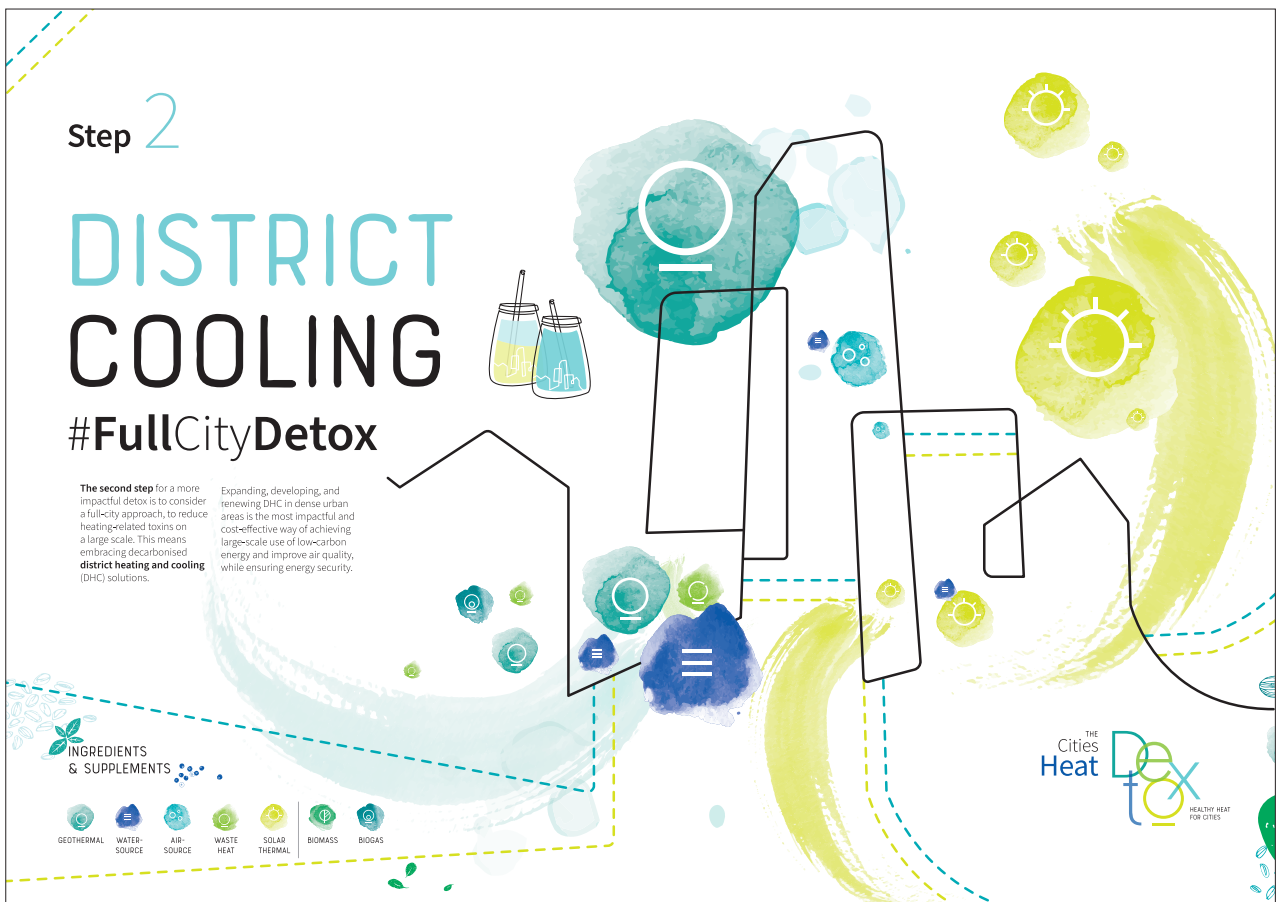
- GEOTHERMAL
- WATER-SOURCE
- AIR-SOURCE
- WASTE HEAT
- SOLAR THERMAL
- BIOMASS
- BIOGAS

The Cities Heat Detox / Detox message Illustrations continued

ILLUSTRATION 3: STEP 2 #FULLCITYDETOX (HEATING, 2X KINDS, A3/SQUARE)



ILLUSTRATION 3: STEP 2 #FULLCITYDETOX (COOLING, 2X KINDS, A3/SQUARE)



The Cities Heat Detox / Detox message Illustrations continued

ILLUSTRATION 3: STEP 2 #FULLCITYDETOX (HEATING/COOLING COMBO, 2X KINDS, A3/SQUARE)

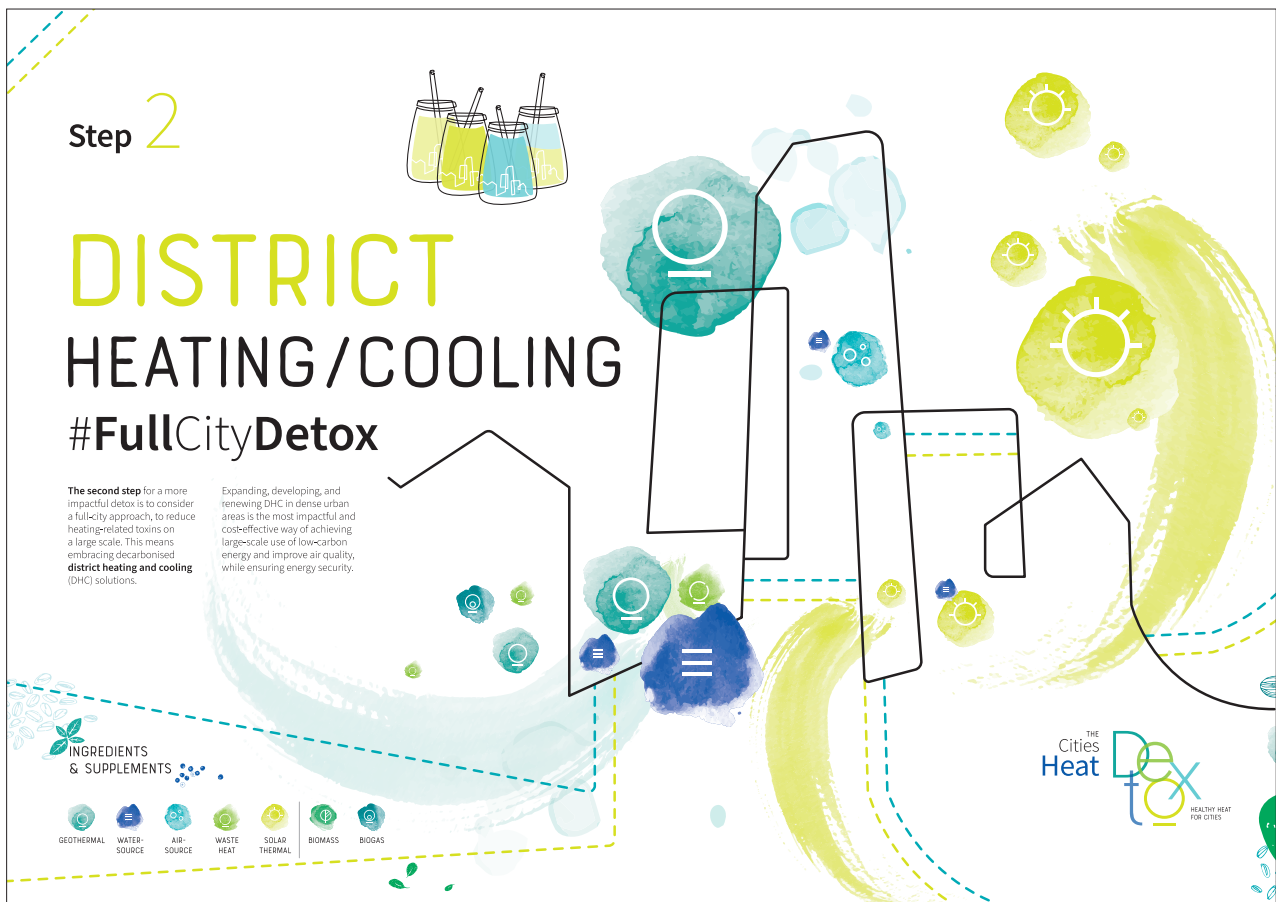


ILLUSTRATION 4: STEP 3 #CLEANSEYOURHEAT (2X KINDS, A3/SQUARE)

Step 3

CLEAN SOURCES

#CleanseYourHeat

The third step...
Rejuvenate your city's heating system by feeding your district heating networks with clean, healthy heat sources that are most adapted to your territory.

Geothermal, solar heat and renewably powered large-scale heat pumps are great sources to rejuvenate your city's heating system.

Create your city's Heat Detox Mix!

BASE

- DISTRICT HEATING (SPRING WATER)
- DISTRICT COOLING (COLD/ICE WATER)
- HEAT PUMPS (HOT WATER)
- COMBO HEAT/COOL PUMPS (HOT WATER / COLD WATER)

INGREDIENTS

- GEOTHERMAL (MINT)
- WATER-SOURCE (BLUEBERRIES)
- AIR-SOURCE (CHIA SEEDS)
- WASTE HEAT (CUCUMBER)
- SOLAR THERMAL (LEMON)

SUPPLEMENTS

- BIOMASS (KALE)
- BIOGAS (NUTS)

Step 3

CLEAN SOURCES

#CleanseYourHeat

Create your city's Heat Detox Mix!

BASE

- DISTRICT HEATING (SPRING WATER)
- DISTRICT COOLING (COLD/ICE WATER)
- HEAT PUMPS (HOT WATER)
- COMBO HEAT/COOL PUMPS (HOT WATER / COLD WATER)

INGREDIENTS

- GEOTHERMAL (MINT)
- WATER-SOURCE (BLUEBERRIES)
- AIR-SOURCE (CHIA SEEDS)
- WASTE HEAT (CUCUMBER)
- SOLAR THERMAL (LEMON)

SUPPLEMENTS

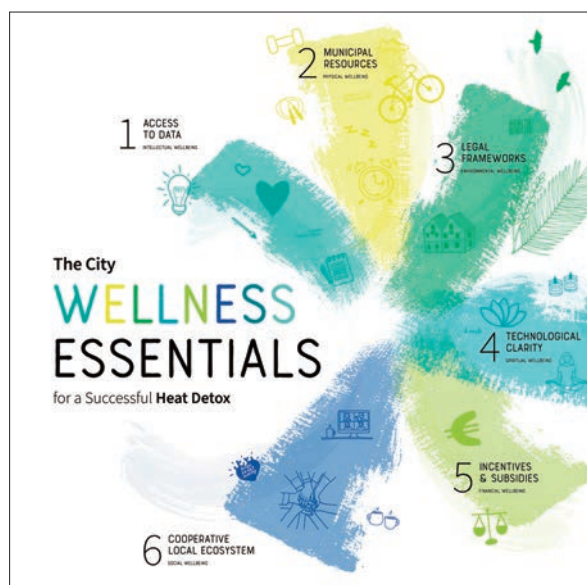
- BIOMASS (KALE)
- BIOGAS (NUTS)

The Cities Heat Detox / Detox message Illustrations continued

ILLUSTRATION 5: WHAT CITIES NEED TO DETOX HEAT? 'THE CITY WELLNESS ESSENTIALS'
(2X KINDS, A3/SQUARE)



Individual 'Wellness Essentials' elements can be selected and used for various applications.



The Cities Heat Detox / Templates

POWERPOINT

THE Cities Heat Detox HEALTHY HEAT FOR CITIES

Main Title template

SUBTITLE

Main Heading template

SUBHEADING

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Main Title template 2

Main Heading template

SUBHEADING

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Main Title template

The Cities Heat Detox / Templates continued

WORD

