Deliverable D.2.1
Project Visual Identity
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Sustainable Urban Governance through Augmented Reality (SUGAR)

15th June, 2019

Deliverable 2.1

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Executive Summary

The Sustainable Urban Governance through Augmented Reality (SUGAR) project aims to develop innovative best-practice protocols and guidelines on Sustainable Urban Governance and specifically Public Participation through Augmented Reality. Urban Design and Planning worldwide have long been criticised for their lack of meaningful public consultation and participation in the process of the making of our cities. Currently, the existing practices of consultation and participation are within the confines or council meetings, complex form filling and survey reports that most often than not carry little weight towards the decisions made by the planning authorities. For the last decades, the concept of Participatory Planning as an approach of designing has been heavily incorporated in many disciplinary fields. This project investigates the role of participation as the process that users, and other stakeholders, are actively involved in the decision-making process through the approach of achieving Sustainable Urban Governance and utilising innovative immersive technologies (specifically AR). We argue that the application of participatory design in the design process is essential to provide economically and socially sustainable outcomes. SUGAR aims to empower both citizens that seek ways to participate in the decision-making process for the design of their cities and neighbourhoods and stakeholders that would like to involve the public actively in the process of shaping their environment creating a lasting and meaningful impact.

This deliverable 2.1 is created in accordance with the description of work of Work Package 2 of SUGAR, particularly Task 2.1, Visual Identity Development. Amongst others, this task specifies the need to develop the SUGAR visual identity, together with a project logo and its associated colours. The created colour scheme and logo will accompany the project during its entirety, as an harmonised way of transmitting the project image to the public.

Together with this, a project website is also created at the beginning of the project. The website is hosted in the sugar.cyprusinteractionlab.com domain. The website will act as the main information repository regarding the project. It contains several sections, each one dedicated to a specific set of information. The objective is to keep the most updated information about the project developments available both for all the project stakeholders.

Introduction

This document contains the description of the work performed in the creation of the SUGAR project graphical identity, as well as the project website.

The creation of a project logo and colour scheme helps in assuring that all the materials created during the project feature the same visual identity. This is an important step in disseminating the SUGAR brand to the public.

The main objective of this website is to serve as a vehicle for the dissemination of the project activities and results. The project website was planned to be delivered in the initial stage of the project, to help the information sharing among the consortium members and between the consortium and the public. This document also summarizes the design, creation and maintenance of the SUGAR project website, available at sugar.cyprusinteractionlab.com. The website is not an eligible expense based on the RPF Work Programme, therefore no project resources or salaried time was spent in developing it. This also ensures that the website will remain active beyond the completion of the project. The website is part of Work Package 2 – Dissemination Activities, which aims at ensuring that the project results reach a wider audience beyond the consortium. The website serves as an efficient and effective information and communication system for the consortium members and other project stakeholders.

Description of Work

Project Graphic Identity

For the SUGAR consortium, it was important to have a clearly defined, unique visual identity, available from the very start of the project, which can be used both in printed and digital media. The SUGAR branding is to be easily recognized and remembered. It should bring together three concepts: participation, immersive technologies and city planning.

The logo is meant to be simple, clear, and relatable to the project. This logo showcases the main features of SUGAR: two main intersections form an X whereas three secondary rows of white lines in each direction denote an urban grid while metaphorically link the visual to the intersection of fields tackled by the project - augmented reality and sustainable urban governance. The remaining infilled areas are coloured in dark blue and are rounded and scaled with the larger dots in the middle of the intersection and the smaller to the edges.

The logo is available in two other colours (black and light grey), to match different applications and backgrounds. Variants of blue are also to be used, thus making the full colour pallet of SUGAR's visual identity. The minimum logo size is specified as well.

Project Website

The project website is available for the following URL: sugar.cyprusinteractionlab.com. The website is structured in six main tabs: About SUGAR, Partners, Publications, Documents, News and Contact.

The aim is to have a continuous updating of the information on the website with the progress and public results, meetings, events and any useful links.

The website development and updating is the responsibility of CUT.

Disclaimer

The Disclaimer is always available in the bottom of the page in every tab available.

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About SUGAR

The About tab contains a summary of the SUGAR project objectives and activities.

Partners

In the Partners tab it is possible to see all the partners involved in the project along with a brief description on their own institutions and links to their websites.

SUGAR sustainable urban governance

ABOUT SUGAR   PARTNERS   PUBLICATIONS   DOCUMENTS   NEWS   CONTACT

Partners

Cyprus University of Technology

Coordinator
Prof. Panayiotis Zaphiris

Research Team
Prof. Andreas Lanitis
Andreas Papallas

The **Cyprus University of Technology (CUT)** is a newly-established public university, which was founded by law on December 2003 and is a member of Cyprus National Rector's Conference. It is one of three state universities in Cyprus. CUT has been ranked by the Times Higher Education among the top 350-400 universities in the world and among the 200-250 in Europe. In particular, according to the Times Higher Education World University Rankings, CUT is the youngest university in the list of top universities in Europe; an achievement that highlights the emerging, dynamic and innovative nature of CUT.

The **Social Computing Research Centre (SCRC)** is an interdisciplinary research unit at the Cyprus University of Technology. The Centre's projects are typically cross-disciplinary embracing Social Computing in a broad sense and focusing on influencing research strategy, policy and practice. SCRC consists of a highly skilled interdisciplinary team bringing under common umbrella faculty members from the Cyprus Interaction Lab the Microsoft Computer Games and Emerging Technologies Research Lab, the Visual Media Computing Lab and the Network Science and Systems Laboratory. SCRC fosters a rich environment of collaboration between Departments of the University, within Cyprus, Europe, Canada and Africa.

University of Cyprus

Research Team
Dr. Nadia Charalambous
Dr. Odysseas Kontovourkis

The **University of Cyprus (UCY)** established in 1989, is a vigorous community of scholars engaged in the generation and diffusion of knowledge. Despite its brief history, the University of Cyprus has earned the respect of the international academic community and the appreciation of Cypriot society. The main objectives of the university are twofold: the promotion of scholarship and education through teaching and research, and the enhancement of the cultural, social and economic development of Cyprus. Research staff at UCY have substantial experience in the management and implementation of research projects, funded by CRPF and the European Union. Infrastructure, software and hardware required for the implementation of this project are available at UCY's premises. The university's publication centre is also available for the exploitation and dissemination of the project's results.

The **Department of Architecture**, as an outstanding academic centre of studies in the wider European region, aims at educating students to become successful architects who can perform worldwide, but who will also have the knowledge and sensitivity respond to and to influence positively the formulation of the built environment in the eastern Mediterranean region. Central to the philosophy of the programme in the study of architecture, are the synergies achieved through the dynamic synthesis of design emanating both from the humanities and the technological dimensions of Architecture.

HARVARD UNIVERSITY

Research Team
Prof. Spiro N. Pollalis
Dr. Zona Kostic
Katarzyna (Kate) Balug

Harvard University is a private Ivy League research university in Cambridge, Massachusetts. Established in 1636 and named for clergyman John Harvard (its first benefactor), its history, influence, and wealth have made it one of the world's most prestigious universities. Harvard is the United States' oldest institution of higher learning. Among global rankings, the Academic Ranking of World Universities (ARWU) has ranked Harvard as the world's best university every year since it was first released. When QS and Times Higher Education were published in partnership as the THE-QS World University Rankings during 2004–2009, Harvard had also held the top spot every year. Additionally, the THE World Reputation Rankings have consecutively ranked Harvard as the top institution among the world's "six super brand" universities, the others being Berkeley, Cambridge, MIT, Oxford and Stanford.

The **Harvard Graduate School of Design (also known as The GSD)** is a professional graduate school at Harvard University, located at Gund Hall, Cambridge, Massachusetts. As of 2016, the program's ten-year average ranking, places it 1st, overall, on DesignIntelligence's ranking of programs accredited by the National Architectural Accrediting Board. The GSD offers an exciting setting for interaction and the exchange of ideas through the combination of disciplines—architecture, landscape architecture, and urban planning and design—together with the research of its studio-based as well as MDes and Doctoral programs. Working in collaboration with colleagues in other schools at Harvard and beyond the University, the GSD sees it as its responsibility to define the necessary framework for an intense yet engaging advancement of transdisciplinary research—providing multiplicity and consistency, singularity and diversity.

The **Harvard John A. Paulson School of Engineering and Applied Sciences (SEAS)** is the engineering school within Harvard University's Faculty of Arts and Sciences (FAS). Through teaching and collaborative research, SEAS discovers, designs and creates novel technologies and approaches to societal challenges—in service to the world, the nation, and our community. SEAS bridges disciplines, both within engineering and the applied sciences and beyond, to prepare broadly trained leaders, to advance foundational science, and to achieve translational impact. SEAS is where engineering, foundational science and the liberal arts converge. Through education and research, SEAS addresses global challenges and serves society.
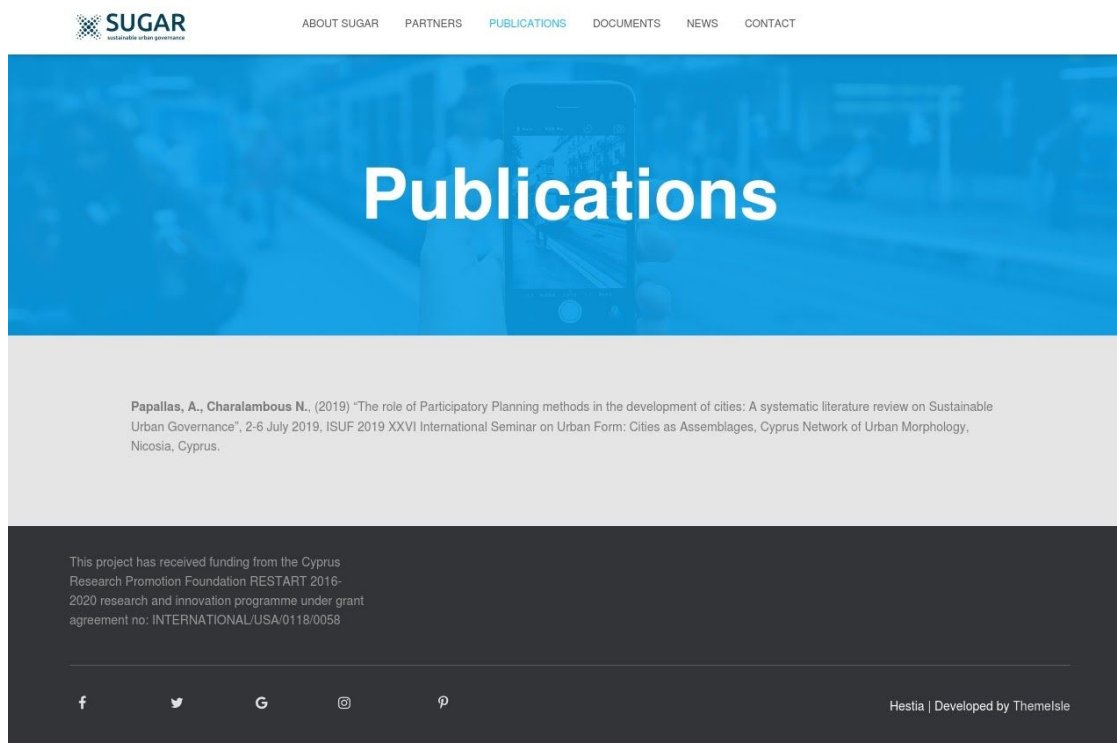
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Research Promotion Foundation

Publications

The Publications tab is a comprehensive list of all the published articles and/or conference presentations that pertain to the project's activities. At the moment there is only one item that has been accepted for publication as it is very early in the project.

Documents

The Documents tab is a comprehensive list of all the published press releases, newsletters, posters and graphics that pertain to the project's activities with the option to download these. At the moment there is only one press release related to the project's kick-off.

News

The News section will act as a dissemination resource of the project's development as well as a blog type outlet for various information articles and newsworthy releases. At the point of writing there are two such entries stemming directly from the proposal text.

Contact

The Contact tab's main objective is to allow the public in general that can be interested in the project results to know, or to have a direct contact with the consortium.

This contact form is received by the project coordinator, CUT.

Conclusions

This document contains the information related to the SUGAR project selected graphic identity (logo and colour scheme), together with an overview of the project public website. Screen captures are provided for the several webpages of the website (sugar.cyprusinteractionlab.com).

As mentioned before, the website will be constantly updated throughout the project duration, to provide accurate, up to date information to the project stakeholders.