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Atmopolis

the brandbook

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European Innovation Council

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The essence

01

ATMOPOLIS is about making pollution visible in the way people actually live it.

By combining scientific evidence, urban data and citizens' lived experience, the project offers a more complete understanding of air and noise pollution in European cities. ATMOPOLIS **stands for healthier urban environments**, better-informed decisions and solutions that are not only effective, but also fair, feasible and socially accepted. At its heart, the project connects knowledge with everyday life, turning evidence into action and helping shape more liveable, inclusive and sustainable cities across Europe.



Colors

02

#060060

Main Color
Blue

#33B8CB

Secondary Color
Sky Blue

#FFF9E9

Contrast Color
Cream

Typography

03

Cabinet Grotesk Regular

Cabinet Grotesk Bold

The typography has been selected to **maintain a visual relationship** with Vetpharma and position Vetinfees within a shared graphic environment while preserving **its own distinct personality.** Its serif forms convey clarity, approachability, and a contemporary feel.

Cabinet Grotesk has been established as the primary typeface, using the Light weight for headings and body text, and the Bold weight to highlight key words.

Logotype

04

(01) Logotype

Main version

Negative version

Positive version



The **ATMOPOLIS** logo reflects the project's urban, scientific and transformative character. Its main shape evokes a city skyline, referring to the urban context of the project, while also resembling a sound wave, linking it to noise pollution. The line connecting the two end nodes symbolises the project's focus on monitoring and modelling, representing both data collection and the creation of integrated models to better understand pollution. The gradient suggests progress and positive change, expressing ATMOPOLIS's aim to contribute to cleaner, healthier cities by reducing air and noise pollution. The darker blue conveys technology and scientific rigour, while the lighter turquoise blue evokes air, environment and sustainability.