POLDER.

POLicy Data Exploitation & Re-use
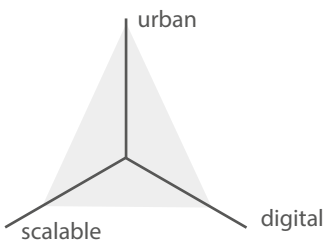
Strategy

Core idea
It conveys our spirit and personality, provides consistency and shapes a distinctive identity in the market and in the minds of consumers

A software tool–suite to support governments in the elicitation, design, application and validation of policy making, while providing services to related third parties as well to make the business model viable

Personality
One of the attributes that generates more brand loyalty and commitment. It's expressed in an emotional way and appeals to the intimate and unconscious preferences of the users

urban

scalable   digital

**Digital
Technological
Quantitative
Analytical**

**Urban
Metropolitan
Smart
Municipal**

**Scalable
Upgradeable
Extensible
Measurable**

Brand story
Brings us closer to the brand from an aspirational perspective. It defines the values that allow all the brand actors to be aligned: the external ones with a story that is suggestive for them; and the internal ones, so that they feel involved in the company and also try to pursue the vision that has been defined

We believe that technology innovation is a key enabler of a sustainable business growth. We promote behavioral changes in smart tourist destinations where innovative practices improve live of citizens and tourists

We are rational and analytical. We believe that measuring is the only way to improve society, and so we work in definition and mapping of data and development of descriptive and predictive models, using environmental impact aware complex event processing

We focus on the social impact of the urban environment. We believe our solution is a replicable systemic approach to urban transformation; sustainable, intelligent and efficient urban environments fostering collaboration and innovation activities between different actors in cities

Voice

In simple terms, our message is what we say and our voice is how we say it. If we want to communicate effectively, the two must work together.

Transparency
In the data, in the method, in the concept, POLDER follows the principle of transparency en-to-end of process

User-centred
Polder is a solution focused on the user's real problems, and how to overcome them

Descentralized
Polder focuses on data culture and traceability as the guardian of data truthfulness.

Brand voice
Brand identity is our starting point, the foundation on which we build our way of expressing ourselves.

Transparency

Speak our mind. Our audience comes looking for answers, so a solid point of view is important.

Be honest. We don't make claims that we cannot back up with facts.

User-centred

Speak like a person. We use an optimistic and conversational language. We use short, everyday words.

Be specific. Quality, reliability and accuracy are important to our audience. We therefore measure, analyse and scale from data and facts.

Descentralized

Be transversal. We relate disparate concepts quickly as long as they fit within the product. We connect ideas in a simple way

Visual brand

Tipography
Our typography conveys
our personality.
Consistency in its use
plays an important role in
reinforcing the brand

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DM Sans
Primary Font
It currently has three weights –400, 500 and 700– and two
styles –Normal and Italic–. Available in google fonts

Languaje
English, Spanish, Finnish

Roboto
Secondary font
It currently has six weights –100, 300, 400, 500, 700 and
900– and two styles –Normal and Italic–. Available in google
fonts

Languaje
English, Spanish, Finnish,
Turkish, Romanian

Hierarchy and typesetting
Always in lowercase
Medium contrast
Left aligned
Minimal use of color in text

28 px bold	# Headline 1
20 px bold	## Headline 2
18 px, bold	### Headline 3
16 px, regular	Body copy
12px, regular	Caption or footnote

Color
In this section we outline
the colour usage
guidelines

Digital green	White	Dark Grey	Turquoise	Blue Technical
C72 M0 Y46 K0	C0 M0 Y0 K0	C65 M55 Y55 K60	C50 M0 Y25 K0	C75 M65 Y0 K0
R26 G186 B163	R255 G255 B255	R60 G60 B59	R156 G205 B199	R102 G104 B245
#1abaa3	#FFFFFF	#3C3C3B	#8FD0C8	#6666FF
PANTONE 133-6 C	PANTONE 1-1 C	PANTONE 446 C	PANTONE 337 C	PANTONE 2124 C
PANTONE 133-6 U	PANTONE 1-1 U	PANTONE Black 6 U	PANTONE 565 U	PANTONE 2727 U

Extender palette

Digital green		Turquoise		
Dark Grey				
Blue Technical				

Logo
Our logo is our signature.

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Versions by size
The full version will be
used in large formats, the
normal version in
relatively small sizes, and
the minimum version in
very small sizes.

Full version

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Normal version   **POLDER.**

Minimum version   **P.**

Secondary Versions by color

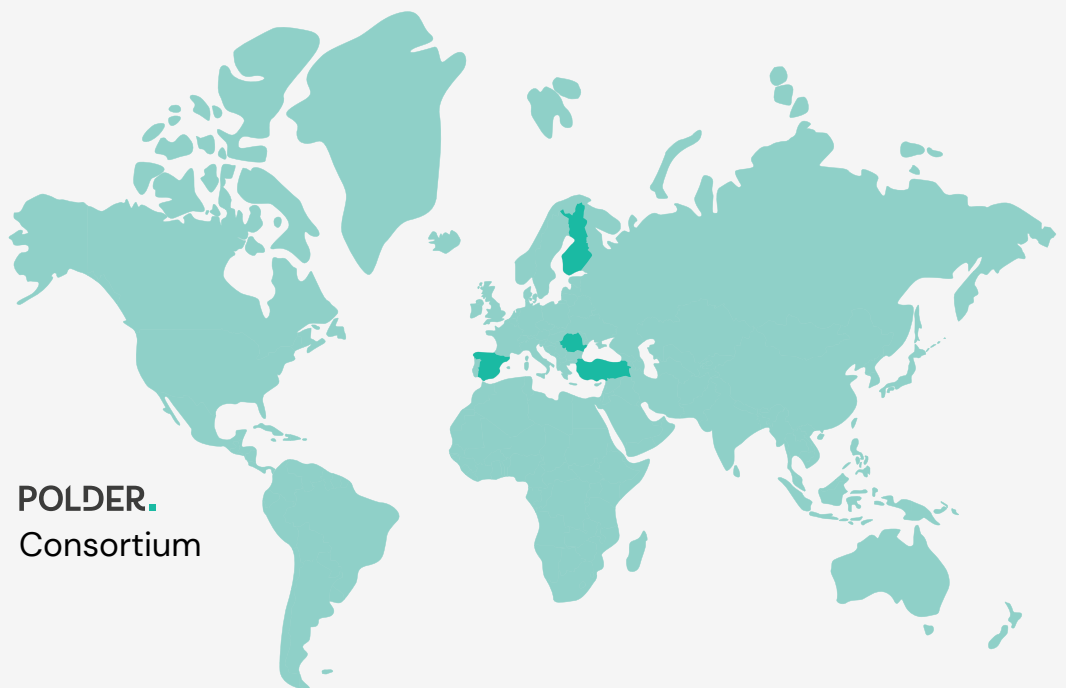P. POLDER.

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Composition

how the brand is
integrated into an
interface

POLDER.

Voice　　Visual brand　　New Project

POLDER.

FROM
Location 1

TO
Location 2

PASSENGER　　TYPE
● 01 ●　　**TYPE**

DEPART
Sun 3 Jun 2021

SEARCH

STATISTICS
Processes

25%　　50%　　62%　　75%
Back End　Front End　Design　Copyrighting
Overdue　Delayed　On track　On track

Deadlines

Back End
　　　　　📅 30/01
Front End
　　　　　📅 25/01
Design
　　　　　📅 12/01
Copyrighting
　　　　　📅 6/01

MONTHLY GOAL
January　　Monthly ⌄
$**1.000.000**

PROJECTION
January 4th
$**265.000**

HAT

P　Peter Dawson　Active
　　Developer

G　Gina Stewart　Active
　　Designer

J　Janet Smith　Active
　　Front end developer

M　Mia Wilde　Busy
　　Copyrighter

　　Peter Dawson

UPCOMING APOINMENTS

P　Peter Dawson　Cancel
　　📅 6/01　🕐 15.00hs

G　Gina Stewart　Cancel
　　📅 6/01　🕐 15.00hs

J　Janet Smith　Cancel
　　📅 6/01　🕐 15.00hs

M　Mia Wilde　Cancel
　　📅 7/01　🕐 15.00hs

← 　JANUARY　→
2020

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

An example of
illustration

POLDER.
Consortium

Some examples of documents ands presentations or dossier and other types of compositions

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POLDER.

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P.   Title of document

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