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.

Digital
Technological
Quantitative
Analytical

Urban
Metropolitan
Smart
Municipal

Scalable
Upgradeable
Extensible
Measurable
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

Core idea
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.

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

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

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

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

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

Headline 1
Headline 2
Headline 3
Body copy
Caption or footnote
Color
In this section we outline the colour usage guidelines

<table>
<thead>
<tr>
<th>Digital green</th>
<th>White</th>
<th>Dark Grey</th>
<th>Turquoise</th>
<th>Blue Technical</th>
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</thead>
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<td>PANTONE 1-1 C</td>
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<td>PANTONE 337 C</td>
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<td>PANTONE Black 6 U</td>
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</tr>
</tbody>
</table>

Extender palette

- Digital green
- Turquoise
- Dark Grey
- Blue Technical
Our logo is our signature.

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.

Secondary Versions by color
Composition

how the brand is integrated into an interface

An example of illustration

POLDER. Consortium
Some examples of documents and presentations or dossier and other types of compositions.