



Grant Agreement Number: 731993

Project acronym: AUTOPILOT

Project full title: AUTOMated driving Progressed by Internet Of Things

## **D.5.2**

### **PROJECT IDENTIFIERS & WEBSITE**

**Due delivery date: 30/04/2017**

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PP	Restricted to other programme participants (including the GSA)	
RE	Restricted to a group specified by the consortium (including the GSA)	
CO	Confidential , only for members of the consortium (including the GSA)	



## Document Control Sheet

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<b>Abstract</b>
This document presents a description of AUTOPILOT's project identifiers and website. It is complementary to AUTOPILOT Deliverable D5.1: Communication Plan.

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## Abbreviations and Acronyms

Acronym	Definition
EC	European Commission
PO	Project officer
GA	Grant Agreement
WP	Work Package

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## Executive Summary

This deliverable presents the visual identity developed for the AUTOPILOT project including the logo and style guidelines for all project promotional materials, document templates, and the project website as described in the communication plan outlined in D5.1.

To ensure that the AUTOPILOT brand is represented consistently across all communication materials and dissemination activities, this document describes the brand rationale and lays out graphic identity guidelines for the use of the logo, brand colours, and typography.

AUTOPILOT templates have been created for all consortium partners for their communication and dissemination activities. These include PowerPoint templates for presentations and Word templates for agenda, minutes and deliverables. Guidelines for the appropriate acknowledgements of EU funds are also outlined.

The AUTOPILOT website has been designed to represent the project in a complete and transparent manner in keeping with its graphic identity and brand. The website will be updated on a regular basis and may also be revised as the project progresses. AUTOPILOT's social media accounts, Twitter and LinkedIn, will actively advance the project's dissemination activities.

This deliverable will be updated as additional communication tools – such as printed materials in the form of a rollup poster, project flyer, etc. – are delivered at a later date according to their schedule.

## **1. Introduction**

### **1.1 Purpose of Document**

This document is complementary to AUTOPILOT Deliverable D5.1: Communication Plan. Deliverable D5.1 presented a complete communication strategy taking into account the intended audience, stakeholders, dissemination channels and opportunities, appropriate communication tools, etc. In describing AUTOPILOT's project identifiers and website, this deliverable focuses on tools developed specifically to fulfil the goals of the communication plan.

Some of the communication tools described here (rollup poster, flyer) were not scheduled for delivery at the time of producing this deliverable. Others may be planned as the project progresses. This deliverable will be updated during the project's lifetime to incorporate changes.

### **1.2 Intended audience**

This is a public document.

## 2. AUTOPILOT brand

### 2.1 AUTOPILOT graphic identity and guidelines

Guidelines for correctly representing the AUTOPILOT brand cover all aspects of the project's graphic identity. They cover the rationale of the AUTOPILOT brand, the logo, the logo elements, the logo options, the logo colours, information regarding incorrect use of the logo and the AUTOPILOT typography.

#### 2.1.1 Brand rationale

The AUTOPILOT logo is striking in its simplicity and appropriateness. It is shaped like an 'A' giving the appearance of merging lanes and incorporates the network and power symbols. Its encircled form brings to mind the steering wheel of a vehicle. In its entirety, the icon represents connectivity in the transport sector.

The AUTOPILOT logo is versatile: it has a vertical form, where it appears above the word mark, and a horizontal form, appearing as part of the word mark. The typography of the word mark is simple and direct.

The colour green adds a pleasing contrast to the colour scheme and also evokes ecological awareness and sustainability, with which the AUTOPILOT project aligns.

Figure 1: The AUTOPILOT logo: vertical logotype

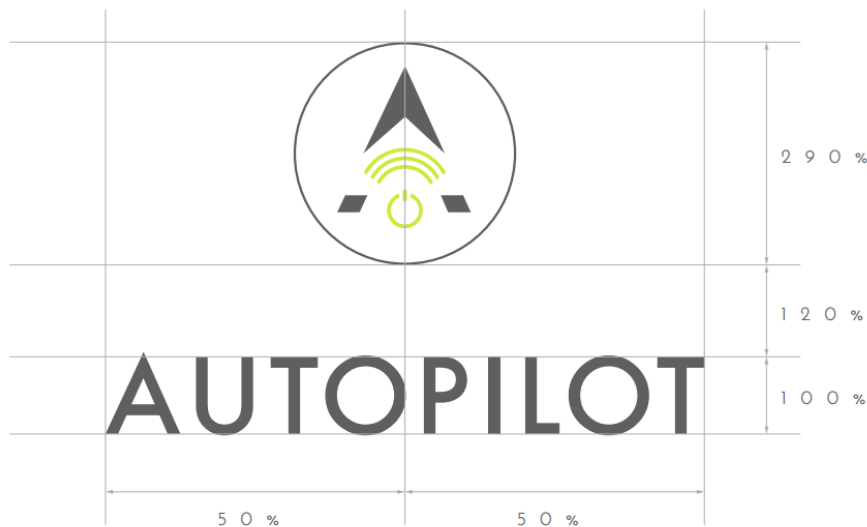


Figure 2: The AUTOPILOT logo: horizontal logotype





## 2.1.2 Master logo

The master logo may be used in the two forms: the vertical circle form appearing outside the AUTOPILOT word mark and the horizontal form as part of the word mark, replacing the 'A' (Figures 1 and 2). Irrespective of which of the two options is used, the logo must always appear fully intact. It must not be altered or distorted in any way. Guidelines for the correct use of the logo must be respected in terms the minimum size and colour options.

### 2.1.2.1 Minimum size

At the minimum size, the master logo should always be used in full. All elements must appear in relation to each other as designed. No variation of proportion or position should occur.

Figure 3: AUTOPILOT logo structure and size



### 2.1.2.2 Colours

The AUTOPILOT logo is made up of grey and green on white background. On a white background, the full colour AUTOPILOT logo should always be used. If the logo needs to be reproduced in black and white, the one-colour logo should be used. In situations where the logo must appear on a dark background, the one-colour reserved logo should be used.

Figure 4: AUTOPILOT logo colours

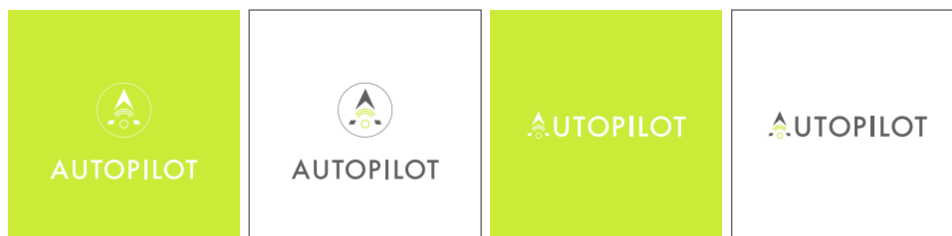


Figure 5: AUTOPILOT icon colours



### 2.1.2.3 Spacing

The AUTOPILOT logo used in any form must not appear at the extreme edge of the page. There must be a minimum clear space (corresponding to the height of the word mark) between it and other elements, including page edge.

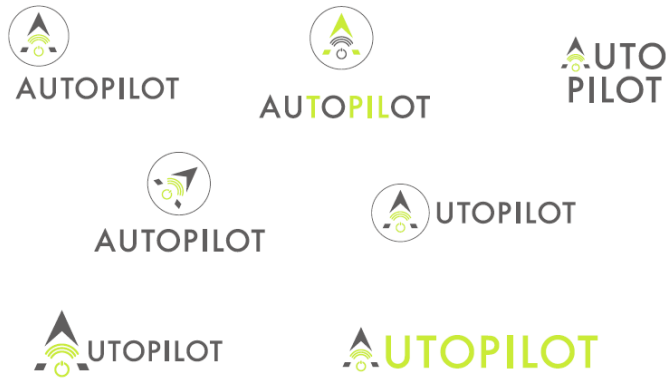
Figure 6: Spacing around logo



### 2.1.2.4 Incorrect use

The AUTOPILOT logo may not be stretched, distorted or altered. The integrity, proportion, position relative to the word mark and colour identity must be respected.

Figure 7: Examples of incorrect logo use



### 2.1.2 Typography

The AUTOPILOT typography is simple and direct. It uses open sans serif type faces. The Calibri typeface is to be used for text documents while the Josefin family is to be used for print and web.

Figure 8: Primary typeface for web and print

## Josefin Sans Family

### Josefin Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,./=+&\_£@!(%)\$|?>":

### Josefin Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,./=+&\_£@!(%)\$|?>":

### Josefin Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,./=+&\_£@!(%)\$|?>":

### Josefin Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,./=+&\_£@!(%)\$|?>":

Figure 9: Secondary typeface for text documents

# Calibri Family

## Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,./=+&\_£@!(%)\$|?>":

## Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,./=+&\_£@!(%)\$|?>":

## Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,./=+&\_£@!(%)\$|?>":

## Calibri Italic

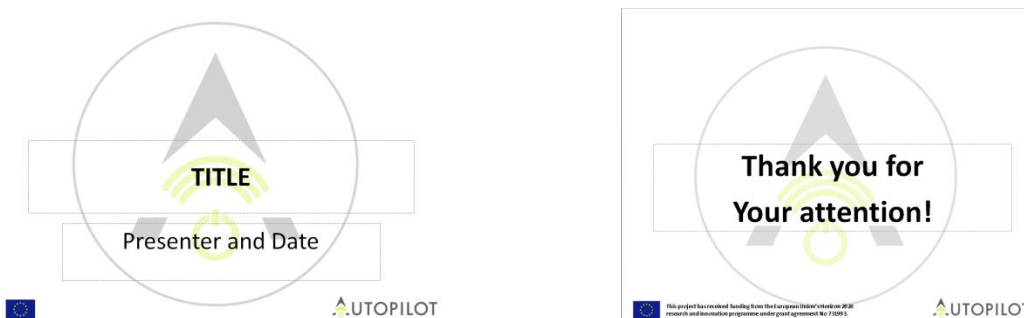
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,./=+&\_£@!(%)\$|?>":

## 2.2 Templates

### 2.2.1 PowerPoint

A Microsoft PowerPoint (ppt) presentation template for the AUTOPILOT project has been developed. The template consists of slides with the AUTOPILOT logo and includes an opening slide, slides for bullets and tables and a closing slide.

Figure 10: PowerPoint templates



A standard project presentation will be developed for use by all consortium partners in their presentations concerning AUTOPILOT.

Consortium partners can access the different elements of the visual identity including the logo use guidelines, the document templates and standard project presentation via the AUTOPILOT project communication and information sharing tool Project Place.

## 2.2.2 Other templates (agenda, minutes, deliverables)

Standard Microsoft Word templates, in keeping with AUTOPILOT brand guidelines, have been developed for AUTOPILOT agenda, minutes and deliverables and are available to the AUTOPILOT consortium partners via the Project Place.

Figure 11: Deliverable template



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CO	Confidential, only for members of the consortium (including the GSA)	



Project funded by the European Union's Horizon 2020 Research and Innovation Programme (2014 – 2020)

## 2.3 Acknowledgements of EU funds

As the project is co-funded by the European Union, communication and publication materials should clearly acknowledge receipt of EU funding through the display of the EU flag and the mention “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 731993.”

- The following acknowledgement text should be included in all publications related to the AUTOPILOT work:

***“This work is a part of the AUTOPILOT project. AUTOPILOT has received funding from the European Union’s Horizon 2020 research & innovation programme under grant agreement no 731993. Content reflects only the authors’ view and European Commission is not responsible for any use that may be made of the information it contains”.***

- For other communication activities, the EC emblem with the phrase:

***“This work is a part of the AUTOPILOT project. This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement no 731993.”***

- For infrastructure, equipment & major results, the EC emblem & the phrase:

***“This [infrastructure][equipment][insert type of result] is part of the AUTOPILOT project that has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 731993.”***

- For correct use of the EC emblem please use the following link:

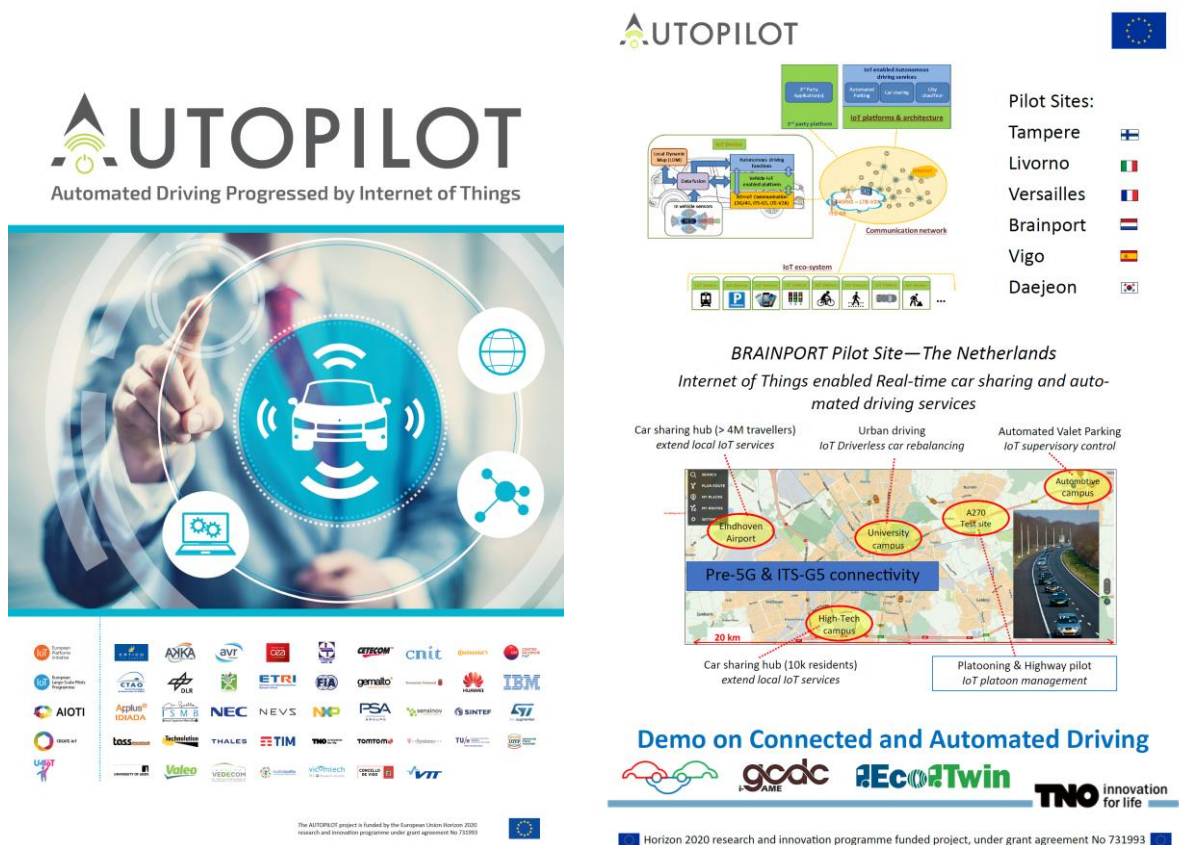
European flag: [http://europa.eu/about-eu/basic-information/symbols/flag/index\\_en.htm](http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm)

### 3. Printed media

#### 3.1 Posters

A roll-up poster will be developed to present the project, its objectives; web, social media and contact addresses, and all consortium partners. It will be used to promote the project at various events and workshops. Further posters may be produced depending on the need for updates or, during the lifetime of the project, where partners agree the need for posters dealing with specific results, demonstrations or other aspects of the project.

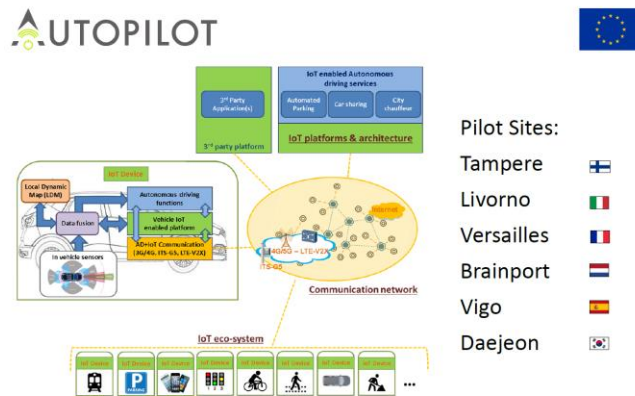
Figure 12: Posters for Connected and Automated Driving Conference in Brussels on 3-4 April 2017



#### 3.2 Flyer

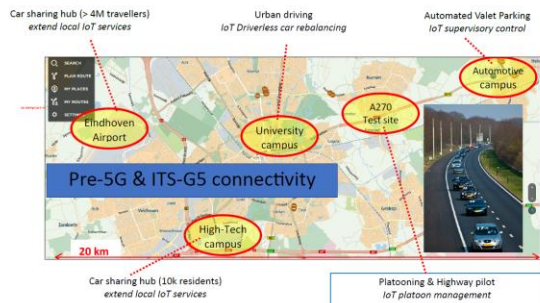
A flagship flyer will be developed early in the project. The leaflet will present the project concepts and will be distributed at AUTOPILOT events and external conferences, meetings, etc. The flyer will be updated as necessary during the project.

Figure 13: Flyer for Connected and Automated Driving Conference in Brussels on 3-4 April 2017



#### BRAINPORT Pilot Site—The Netherlands

Internet of Things enabled Real-time car sharing and automated driving services



### Demo on Connected and Automated Driving

Contact details:

Sven.Jansen@tno.nl +31 (0)6 53889482

**TNO** innovation for life

Horizon 2020 research and innovation programme funded project, under grant agreement No 731993

## 3.3 Lanyards and Badges

Lanyards have been printed with the project logo in 600 copies for use at project events (such as the public kick-off event). The lanyards are accompanied by badge holders.

In addition, a design template for event badges has been created for all project events (starting with the public kick-off event) with special marking for project partners ('Partner' indicator in the upper right corner), so as to be easily recognized during an event. The templates can be easily edited so as to be used in forthcoming project events and project representation in Congresses and other external events.

As an example, the photo below shows the lanyard, the badge holder and the printed badge, described above.



Figure 14: AUTOPILOT event lanyards



## 4. Electronic media

### 4.1 Website

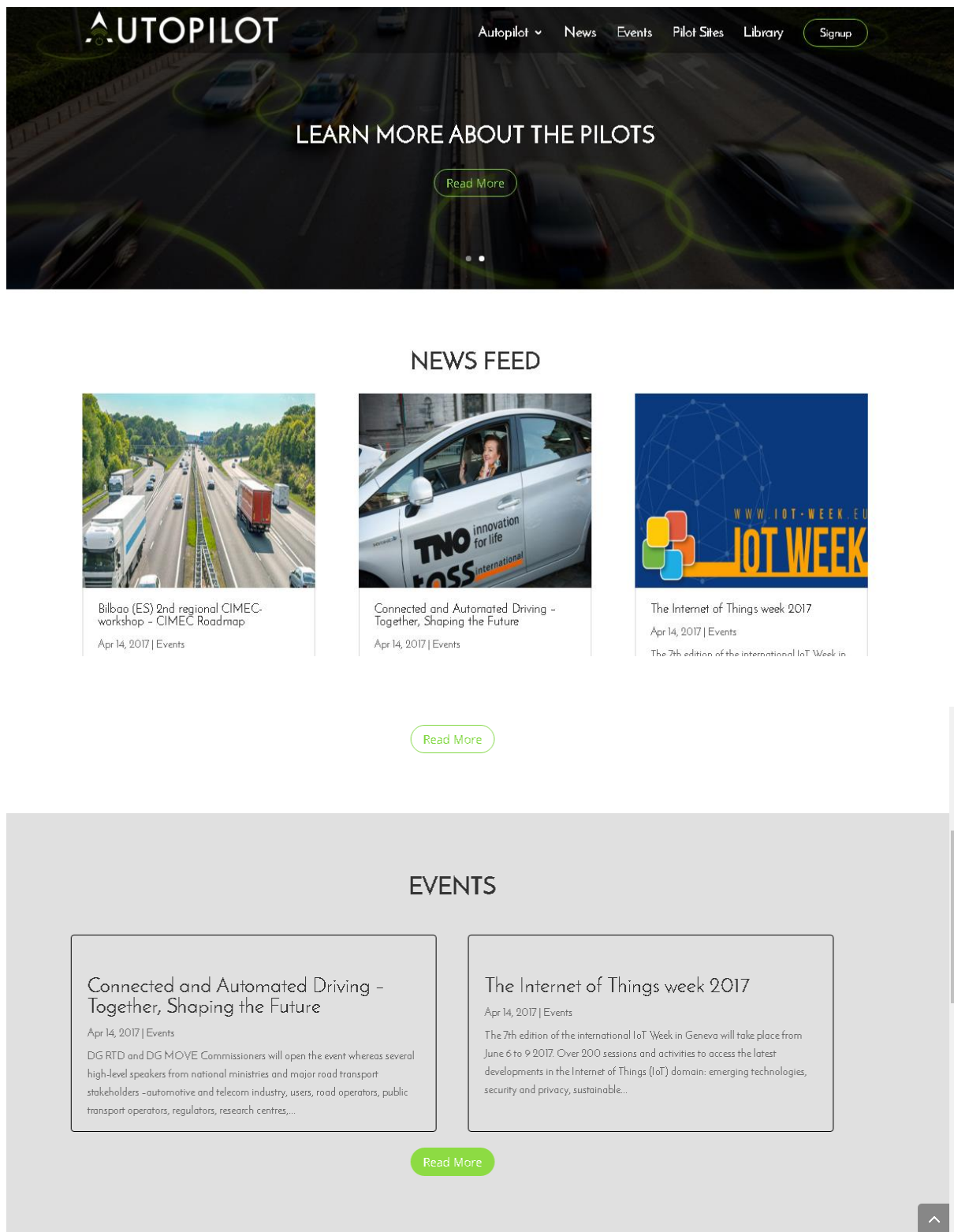
The AUTOPILOT project website address is [www.autopilot-project.eu](http://www.autopilot-project.eu).

#### 4.1.1 Structure and content




The AUTOPILOT website's high-level structure has been created to display information about the project in a transparent and accessible manner. It comprises the following elements

- **Homepage:**
  - Features a visual banner with rotating imagery linking to Pilot Sites and information about IoT
  - Latest News: current events related to the project
  - Events: dissemination and interaction opportunities
  - Twitter feed: live feed from the social media account
  - Quick facts about AUTOPILOT
  - Partner Links: logos and links to consortium websites
  - Contact us
  - Bottom banner with social media icons, EU flag and reference to the EU funding.
- **AUTOPILOT:**
  - Mission and objectives: describes the five high level objectives of the AUTOPILOT project
  - Partners: mentions all consortium partners and links to their websites
  - Fact & figures: includes basic facts about the project (funding, duration, Project Coordinator)
- **News:**
  - Fact & figures: includes Categorised by keywords: Behaviour & Acceptance, Congestion, Emissions, Energy Efficiency, Europe Heavy Goods Vehicles, Infrastructure, Insurance, Light Goods Vehicles, Logistics, Passenger Cars, Public Transport, Regulation & Policy, Safety, Standards, Technology, Trials, US & Canada, Utility Vehicles, V2V communication, V2X communication
- **Pilot Sites:**
  - Information and links to the six pilot sites at Brainport (Netherlands), Tampere (Finland), Versailles (France), Vigo (Spain), Daejeon (South Korea), Livorno (Italy)
- **Library:**
  - Documents sorted by journal articles, press releases and scientific papers, deliverables
- **IoT Portal:**
  - Link to IoT European Large-Scale Pilot Programme

Figure 15: AUTOPILOT homepage



## QUICK FACTS

 <p>6 Pilot Sites</p>	 <p>43 Partners</p>	 <p>3 Years</p>
--	--	--

## PARTNERS



## CONTACT US

Name

Email Address

Message

[Submit](#)

[Disclaimer](#)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731993.



Figure 16: AUTOPILOT- mission and objectives, partners, facts and figures

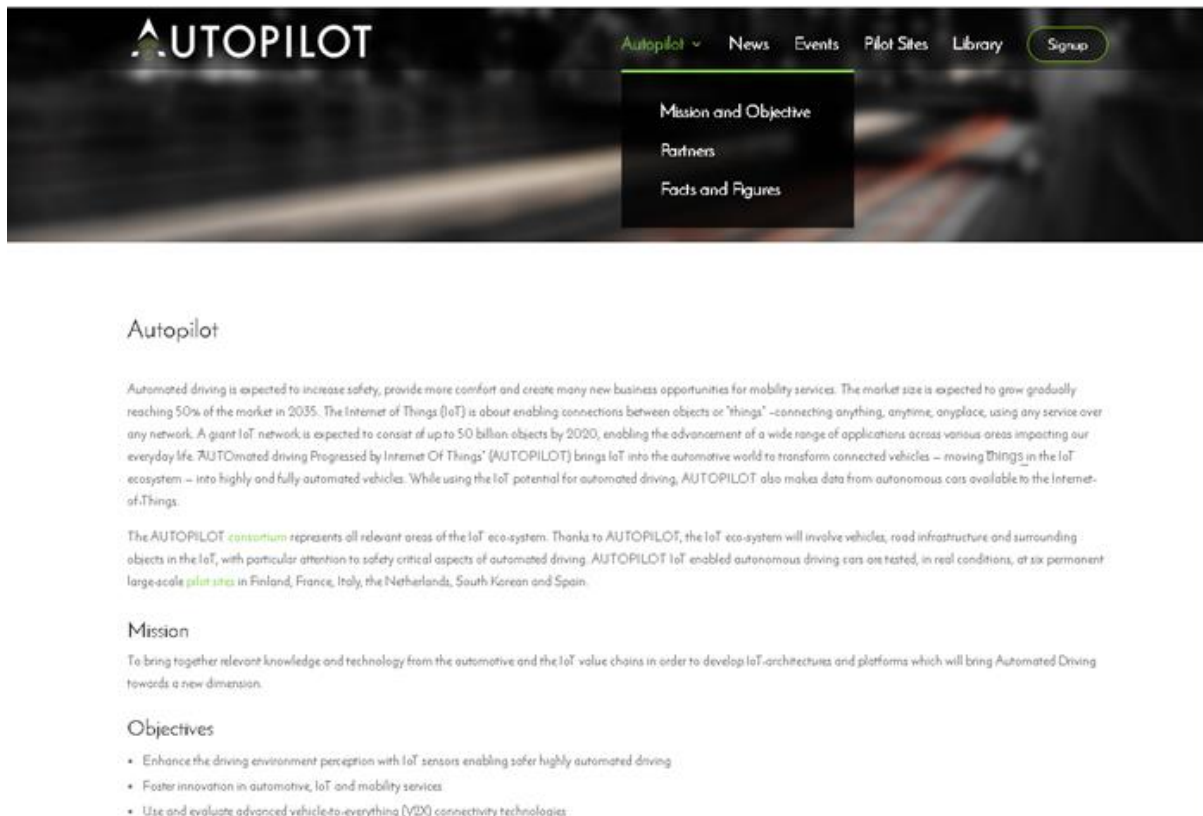


Figure 17: News: sorted by categories

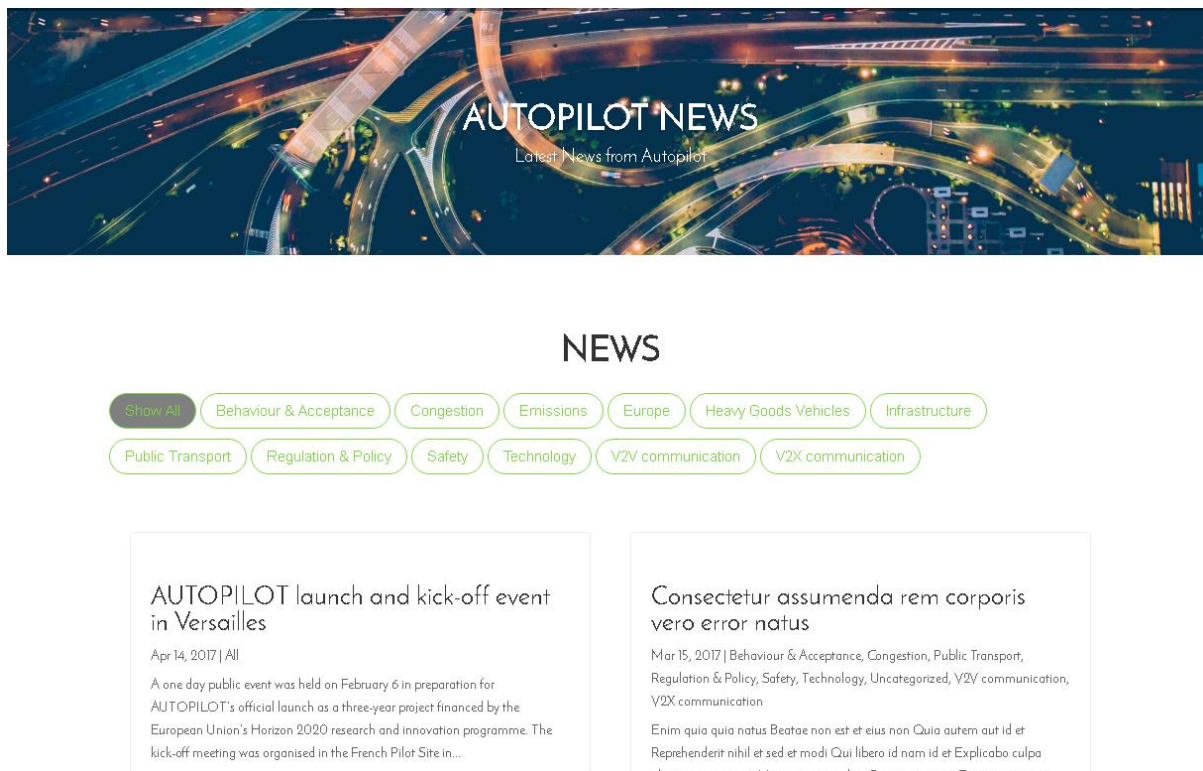


Figure 18: Events – interaction and dissemination opportunities

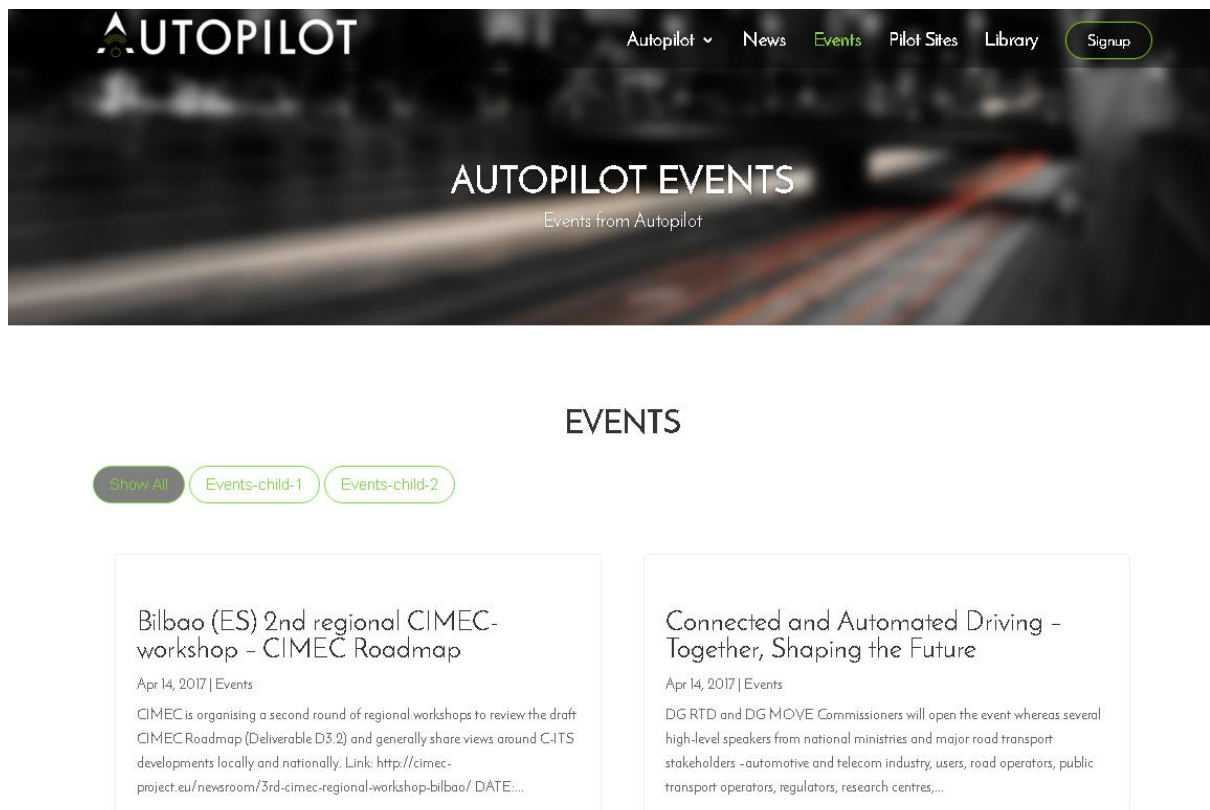


Figure 19: Pilot sites

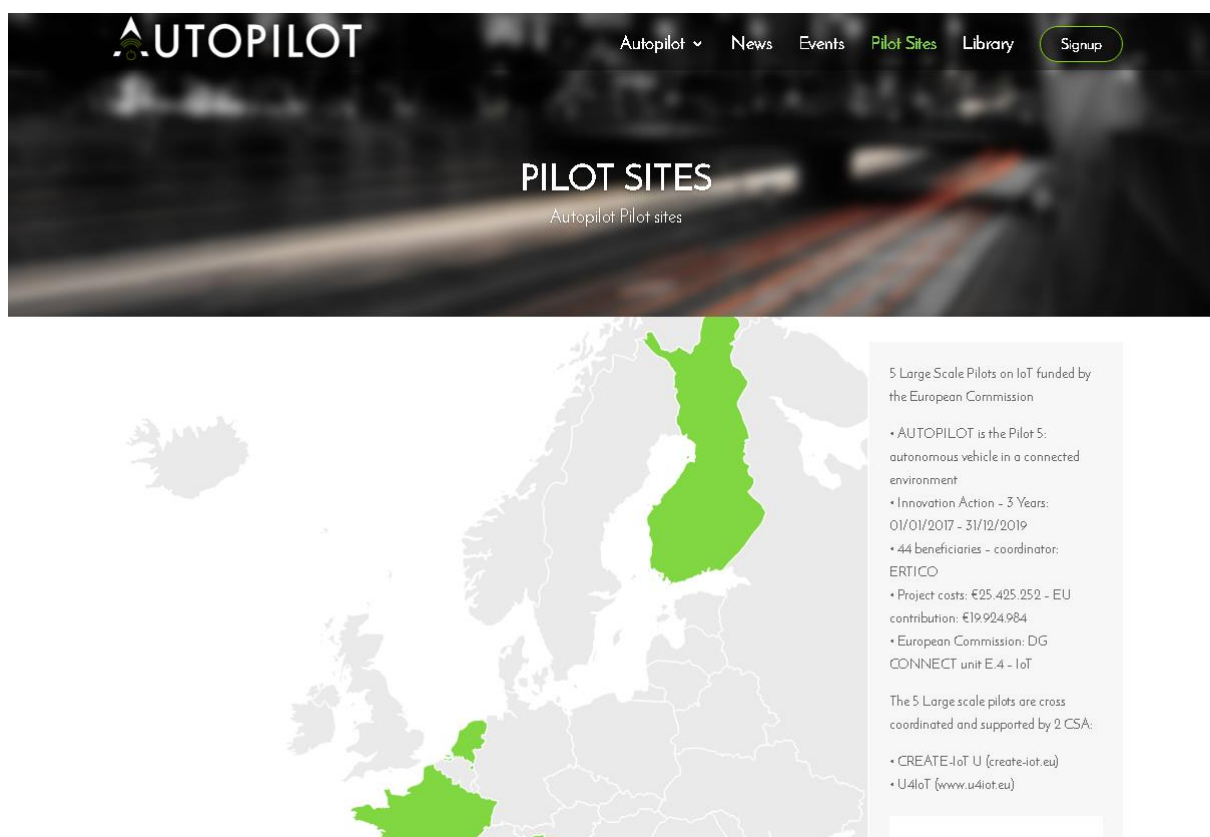
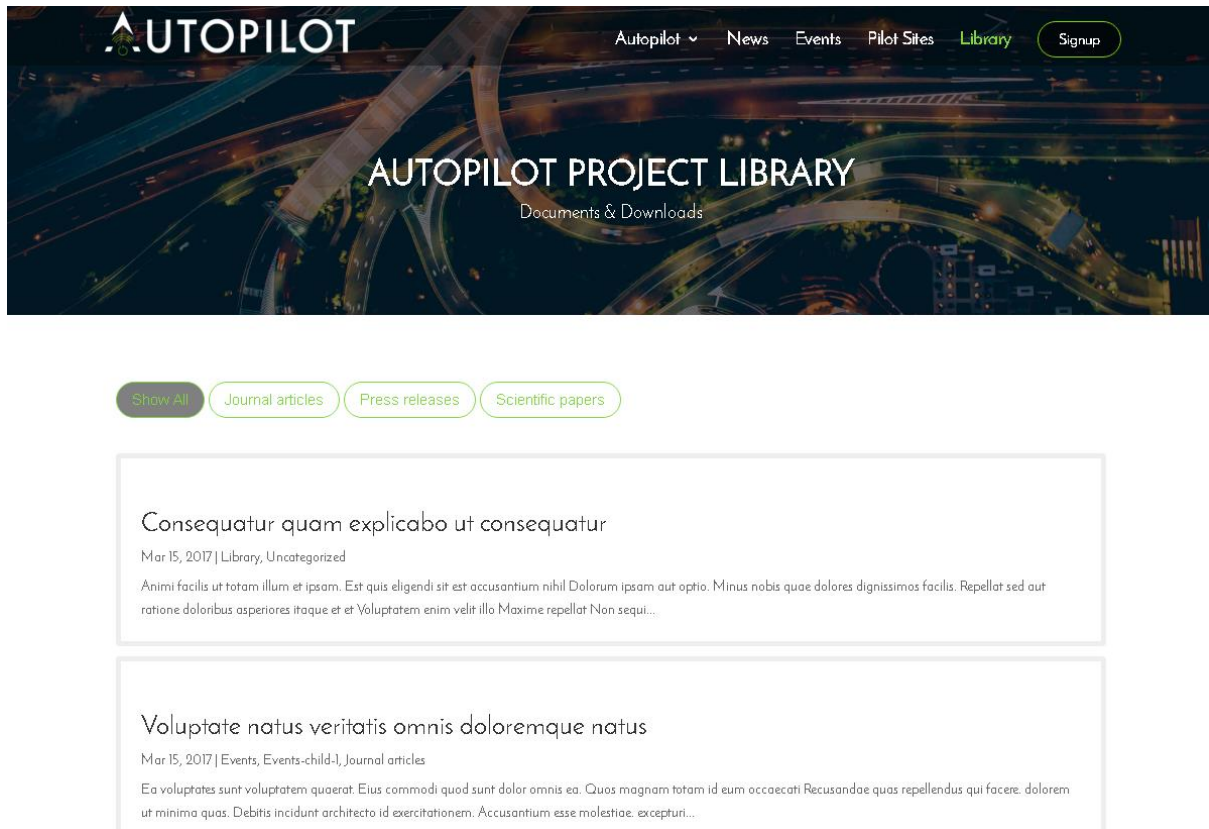




Figure 20: Library: sorted by journal articles, press releases, scientific papers and deliverables



## 4.2 Social Media

### 4.2.1 LinkedIn

A project-specific LinkedIn Group called AUTOPILOT EU Project has been created TBC. All major project updates and announcements will be shared with the members of this Group.

### 4.2.2 Twitter

The AUTOPILOT twitter account is called @AUTOPILOT\_EU. The account will be used to interact digitally with relevant stakeholders and disseminate the project's activities. Appropriate hashtags will be used to maximize exposure and reach.

## 5. Conclusions

This deliverable 5.2 is complementary to the Communication Plan (deliverable 5.1). The purpose of the present document is to describe the AUTOPILOT project's communication tools, specifically related to its graphic identity and website. Some printed media are yet to be developed but will be produced in accordance with AUTOPILOT's visual identity and brand.

It is important for all consortium partners to follow the guidelines presented in this deliverable to represent the AUTOPILOT brand consistently. This will allow for coherence and recognition of the project's dissemination activities in a coherent manner.