

# COMMUNICATIONS PROCEDURE

## 1.1. Visual identity and guidelines

It is important that the project has a distinct identity and branding that can be clearly recognised as eCharge4Drivers. This is why a set of graphics, including fonts, colours and guidelines (use of the logo) have been developed.

The graphics can be used freely by all consortium members, however all external bodies, except for the European Commission, must ask for permission before using them.

### 1.1.1. Brand, logo and fonts

#### 1.1.1.1. Our brand

Our brand is often the first thing people see when encountering eCharge4Drivers. It represents our project, our personality and our appearance. It is important we ensure our brand integrity is always maintained.

The golden rule when using the eCharge4Drivers brand is to use it consistently and in-line with our guidelines and communication procedures. (Inconsistency leads to confusion and weakens the branding). Applying these guidelines correctly ensures that our messages are always clear, they reinforce each other and they always express the true character of the eCharge4Drivers brand. You can find the general Dissemination procedures to refer to at this [link](#).

#### 1.1.1.2. Our logo

##### Concept behind the Logo

The starting point for a project brand identity is based around the title of the project:

Being the recognisable element of the project visual identity, the logo must be simple and easy to understand, and not too overcrowded with messages.

eCharge4Drivers logo, as presented in these guidelines, has two key elements: the icons and the written part. The different icons represent the automated vehicles and their integration into the urban public transport infrastructure. All icons are displayed on a bigger symbol (three curved lines and a dot) representing the Wi-Fi network. Green, one of the colours chosen for the project's logo, suggests the idea of "green" and sustainability, one of the core ideas behind eCharge4Drivers. The written part includes the project's acronym and a tagline summarising the main objective of eCharge4Drivers: the integration of automated mobility in the urban landscape.

The main colours for the project are ERTICO Charcoal and the 'Clean Mobility' focus colour.

The logo has several options (positive and reversed included) for different uses, as outlined in these guidelines, for different reproduction purposes (presentations, brochures, roll-ups, website etc.).



Figure 3: eCharge4Drivers logo



Figure 4: eCharge4Drivers logo, reversed version

We have created a bold, versatile logo for the eCharge4Drivers. The icon represents a vibrant mix of mobility services pointed directly at the individual user. The shape is dynamic and the colour range is exciting and energetic. The typography is simple, direct and bold. It is an engaging device which encompasses the eCharge4Drivers project.

### 1.1.1.3. Logo size and use

The master logo should always appear fully intact. The text should never be amended or removed. At the minimum size, always use the master logo in full. Each element and its position in relation to each other have been carefully designed and must never be stretched, altered or distorted. Master logos for all applications are available for use from the marketing department. Always follow these guidelines to ensure consistent use.

### 1.1.1.4. Colours

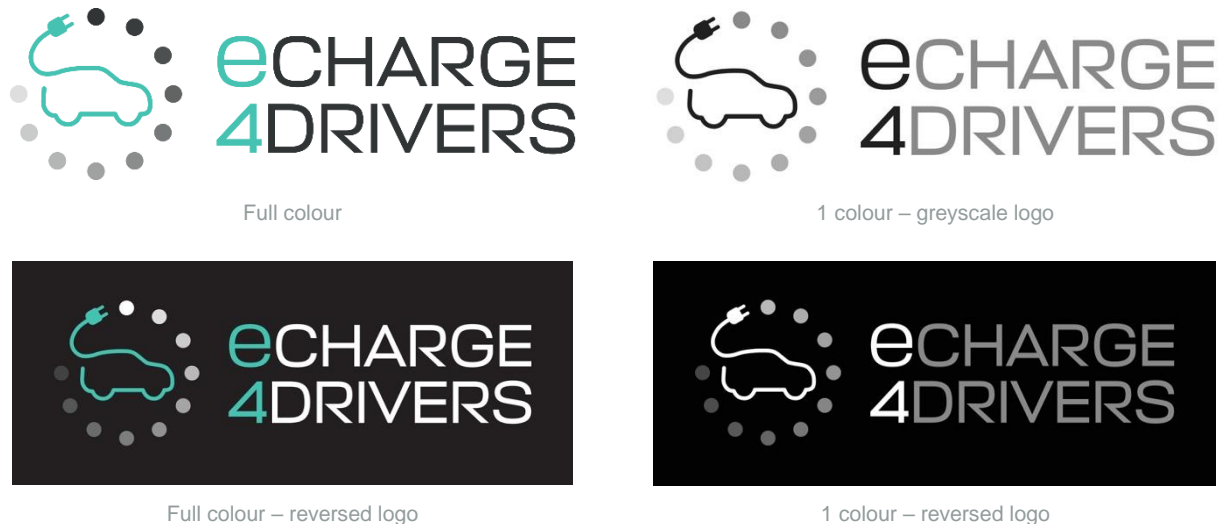


Figure 1: eCharge4Drivers alternative logos

Colour is a powerful means of identification. Consistent use of our new logo colours will help us build visibility and recognition for eCharge4Drivers and will set us apart from our competitors.

The colour logo is made up of a range of colours: You should always try to use the full colour logo on a white background as shown here. The reversed version of the full colour logo should only be used on ERTICO charcoal.

In situations where the logo must be reproduced in black and white, the one-colour logo should be used. In situations where the logo must appear on a dark coloured background, then the one-colour reversed logo should be used.

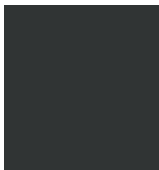
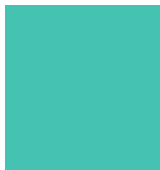


ERTICO Charcoal	Focus: Clean Mobility	Secondary colours	
			
PANTONE 447 C	PANTONE 3258 C	PANTONE 367 C	PANTONE 284 C
C = 70 M = 60 Y = 60 K = 60	C = 65 M = 0 Y = 39 K = 0	C = 41 M = 0 Y = 68 K = 0	C = 59 M = 0 Y = 17 K = 0
R = 48 G = 52 B = 52	R = 69 G = 194 B = 177	R = 162 G = 207 B = 95	R = 106 G = 170 B = 228
#303434	#45c2b1	# a4d65e	#6cace4

Figure 2: eCharge4Drivers colours

**Our colours:** Colour is a primary means of visual communication. The use of a limited colour palette will help build a strong external recognition of eCharge4Drivers.

**Core colours:** Strong colours are used within the master logo. They can be used carefully as highlight or background colours in documents also.

**Secondary colours:** Any secondary colours should be chosen to neutrally compliment the Core colours and should be used sensitively with these colours. Always ensure that White, and our Core colours are more dominant.

### 1.1.1.5. Incorrect use

Never reproduce the logo on a coloured or textured background



Never distort or stretch the logo

Never place the elements in a different position from the original logo



Never enclose the logo in any kind of shape

Never alter the colours of the logo or reproduce the colours as tints



Never recreate the logo using a different typeface



Figure 3: eCharge4Drivers incorrect uses

### 1.1.1.6. Fonts

Our primary identity typeface is Avenir, to be used in all printed and web materials (PPT presentations, brochures, flyers and other promotional material, etc.).

We suggest using 10 of the 12 styles available, to be chosen according to the specific material and criteria of the designer.

As a basic rule for formatting texts, use Avenir Black. For subheadings, use Avenir Heavy. For body copy, use Avenir Light.

## Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,./=+&\_€@!(%)\$|?>":

## Mintur min corem quia etur?

### TIUREPUDIS ET QUI BEATUS, ODITA SAM

Des que nimporio opta es que earcid utesequis ent, ut alitatem qui asit illesequisti alique lam estis maiorem. Itatem quuntem sam quae es simus atis reperatempa nonsequ iaspercimus doluptatae cullacat eatum eum et est, utPellessi dolent, simoluptur, qui nus volupta quas isi in et essunto minte autem et ut provitium facitae odi debis ad ut vollupt atestrum dolores solupienis et ute nonecep erist, consedi temquia videllescil magnimp errorer ovidebi tiurepudis et qui beatus, odita sam, imaxim voloris nimi, culpa quos exerum as aut estiasp no.

Avenir  
Light  
*Light Oblique*  
Roman  
*Oblique*  
Medium  
*Medium Oblique*  
Heavy  
*Heavy Oblique*  
Black  
***Black Italic***

For office materials (such as the content of official deliverables, press releases and other documents), use Arial. Body copy must be set at 11pt.

## Arial Regular

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

## Arial Bold

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

## 1.1.2. PowerPoint Presentation

A PowerPoint (PPT) presentation template of the project has been developed. All partners will use this template when presenting the project internally, as well as externally to third parties.

Project partners can add their logo to the original PPT but should check with ERTICO before presenting. Furthermore, partners should inform ERTICO of where and when presentations will be given.

A template has already been created and is available at the following locations on the ProjectPlace platform:

### 1. 16x9

A standard presentation will be developed based on the template with input received by all work package leaders, taking responsibility for their respective work packages and led by ERTICO.

## 1.2. Notices/Disclaimer

As the project is co-funded by the European Union, dissemination, communication and publication materials must clearly acknowledge the receipt of EU funding through:

- The display of the EU flag
- The following text referring to Horizon2020: "This project has received funding from the European Union's horizon 2020 research and innovation programme under grant agreement No. 875131)".

A disclaimer will also be included on the website, stating:

"eCharge4Drivers is co-funded by the EU under the H2020 Research and Innovation Programme (grant agreement No 875131). The content of this website reflects solely the views of its authors. The European Commission is not liable for any use that may be made of the information contained therein. The eCharge4Drivers consortium members shall have no liability for damages of any kind that may result from the use of these materials."

Any publication or any other material prepared by the consortium members, even if at national level, on behalf of eCharge4Drivers and in the framework of their assigned tasks in the project, shall at least display the project logo and EU flag and funding statement.