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Disclaimer

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D9.2 - Communication material and Website

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Version History

Version	Date	Main author	Summary of changes
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Notice

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Executive summary

The goal of this document is to describe the visual identity of PAsCAL - made of logo and templates, a word template for documents such as deliverables, minutes reports etc and a ppt template for presentations and the respective guidelines to be followed by stakeholders - and printed and on-line communication channels.

For this purpose, this document is divided into three major parts: Style guidelines, Communication material and Website.

The first part will focus on the Style Guide in terms of fonts, colour and logo and document templates that will be used throughout the whole dissemination means of the project. The second part will outline the created poster and brochure. The third part will depict the Online Material that includes Website and Social Media.

1. Introduction

1.1. Purpose and organization of the document

This document is the second deliverable of Work Package 9 – Outreach. Its main objective is to describe the promoting means related to dissemination of PAsCAL. It will describe the visual identity of PAsCAL - made of logo and templates: a word template for documents such as deliverables, minutes reports etc and a ppt template for presentations and the respective guidelines to be followed by (Consortium) stakeholders - and printed and on-line communication channels.

1.2. Intended audience of this document

This document is aimed at the following audiences and respectively at the fulfilment of the following objectives:

- EC and INEA: to communicate the project visual identity and initial promotional materials. All the materials outlined in this document are subject to updates and modifications whenever the partners cooperating to Outreach activities consider it necessary and/or advisable. Moreover, additional materials i.e. factsheet or ads will be created if and when necessary or advisable.
- Consortium partners: to coordinate and harmonise their individual dissemination activities and align these with those of the project.

2. Visual identity

The creation of a clear and strong visual identity early on in the project is an important step to be able to attract the attention of the different stakeholders so that they embrace the project objectives and become enthusiastic project advocates and, possibly participants. The visual identity consists of a series of elements that are considered key to represent the project's mission and objectives in a clear and consistent way.

It will be made clear to all consortium stakeholders that these templates are the only ones to be used when communicating about the project. The project communication will also comply with EU rules with regard to acknowledgement of EU funding. WP9 leader will add all components of the visual identity, together with the visual guidelines, to the project dedicated space in the PAsCAL SharePoint site. All consortium partners will be able to consult and download the elements of the visual identity from the PAsCAL SharePoint site.

Clear brand guidelines have been established so that the use of the elements of the visual identity is clear for all consortium members. However all external bodies must ask for permission before using the components of the visual identity. The European Commission does not need permission to use them.

2.1 Typography

The used font in the project is Arial, while the minimum size is 14 points, that ensures a perfect readability for all users.

Arial font:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

.,;?!/€\$*()@#&%+ -

0123456789

2.2 Logo

The PAsCAL logo will appear on all PAsCAL related items (documents, banners, videos, etc.). Below are the possible uses of the logo, the pantone and font, and guidelines on how to use them are illustrated.

The logo of the PAsCAL project was designed to be compliant with EBU's [guidelines](#). The main version of the logo is black bold typography

on white background without excessive garniture and complex gradients. The baseline explains the acronym for PAsCAL project name.

The negative design uses dark background and white typography.

The connected dots show dynamism and connection between parts. We used orange color that reflects innovation, enthusiasm, creativity and determination; which matches with the project ambitions.

The logo has different variants depending the context it will be used:



Figure 1 - PAsCAL logo



Figure 2 - PAsCAL logo variations



Figure 3 - PAsCAL logo colours

2.3 Document templates

Some word templates have been created to be used by the partners on specific occasions. The first word template will be used for the deliverables and other similar documents (see Figure 4, Figure 5). The example shows the first pages, containing all relevant information on the document, the consecutive pages and the page to be used in case of usage of a horizontal page, i.e. for larger tables).

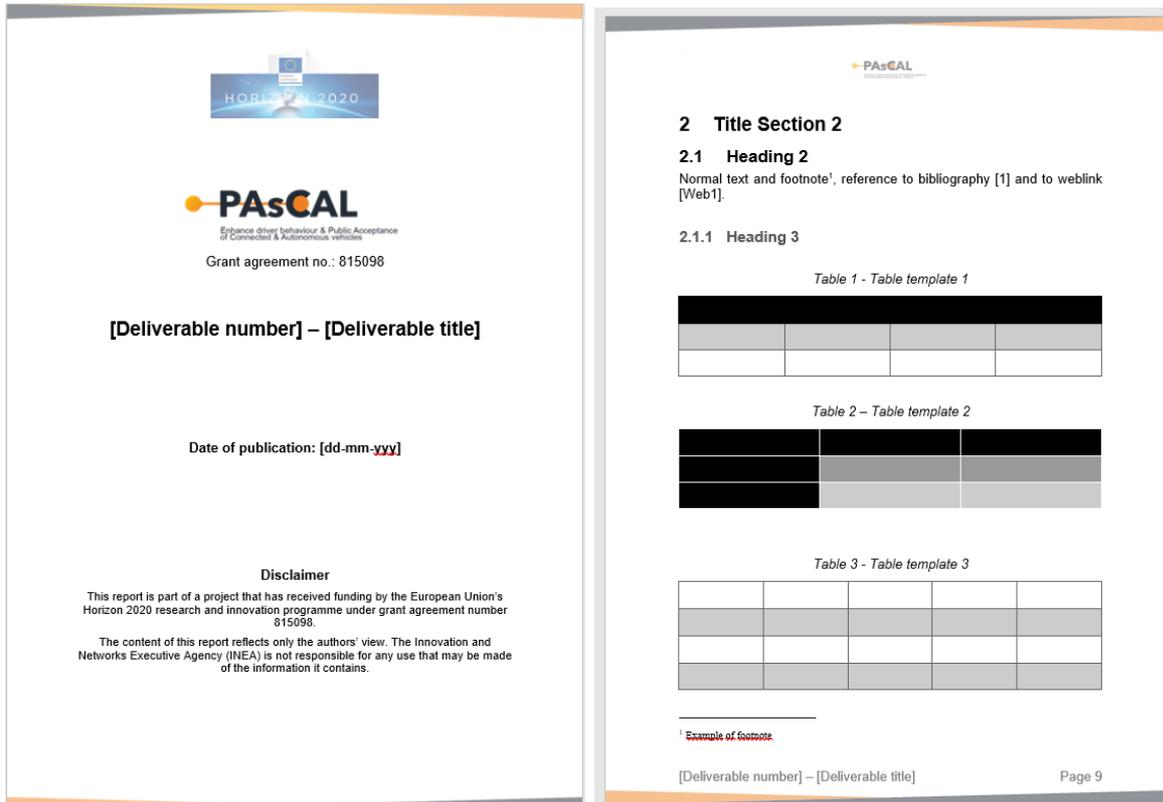


Figure 4 - Word template for deliverables, cover and tables

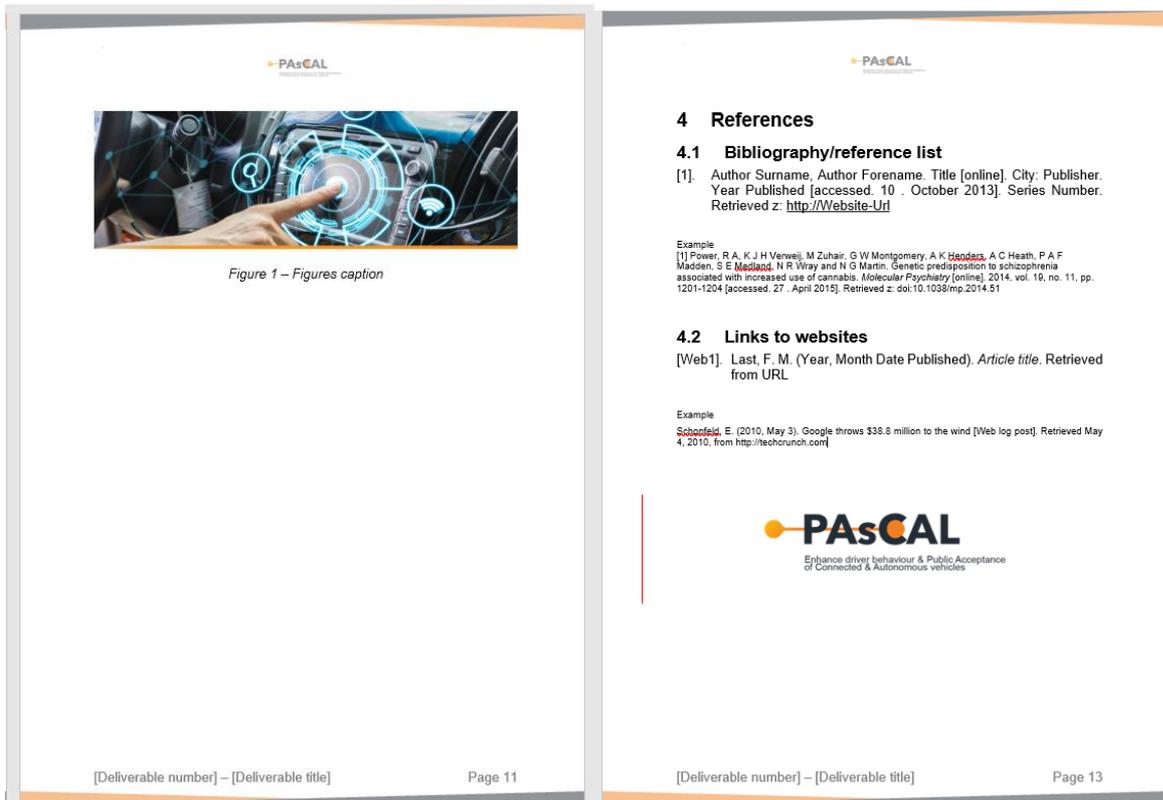


Figure 5 - Word template for deliverables, figures and references

Another word template has been created for meetings and workshops. It can be used for agenda, list of participants, minutes etc. The example shows a cover page and the consecutive pages.

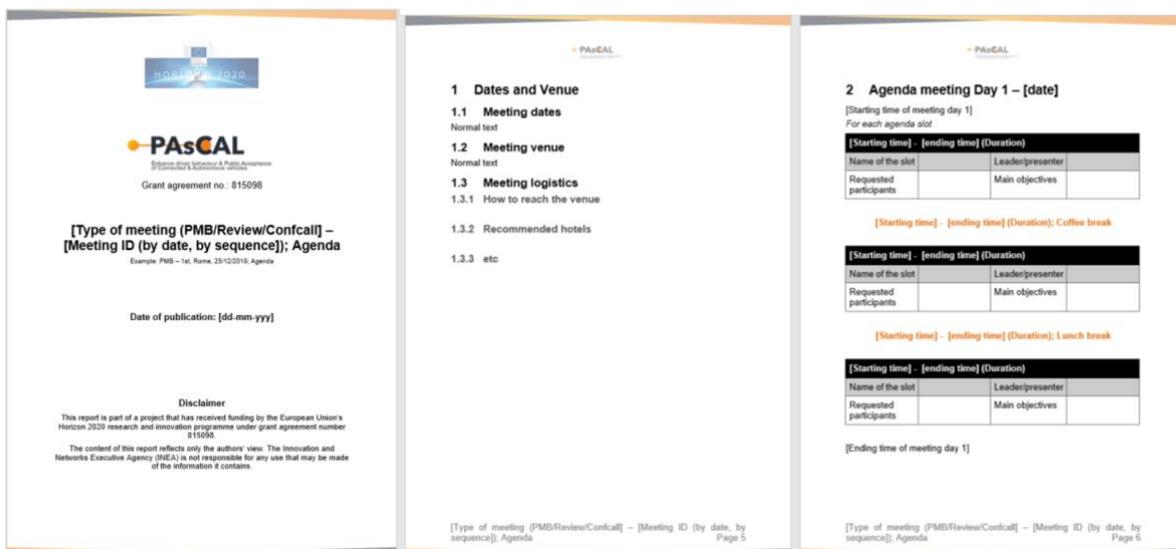


Figure 6 - Word template for meeting agenda and minutes

A PowerPoint (PPT) presentation template of the project has been developed. All partners will use slides from this PPT when presenting the project internally, as well as to third parties. As outlined in the Plan for promotion of results, partners should inform ACI as Dissemination Leader and the Coordinator when and where presentations will be given.

Both the templates and the standard presentation can be downloaded from the PAsCAL SharePoint site, which is accessible to all partners.



Figure 7 - PAsCAL presentation template

3. Printed material

This section describes the materials that support activities related to promoting purposes of the project. Described materials are: Poster and Brochure. It is worthwhile to note that these materials are an initial version, subject to updates and modifications whenever the partners cooperating to Outreach activities consider it necessary and/or advisable. Moreover, if necessary or advisable additional materials may be added in the future, such as factsheets or promotional pages.

3.1. Poster

In this section, we present the poster created for the PAsCAL project:

PA_sCAL
Enhance driver behaviour & Public Acceptance
of Connected & Autonomous vehicles

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 815098

PA_sCAL is an international project aim to develop a **multidimensional map of public acceptance of higher levels of Connected and Autonomous Vehicles (CAV)**, pointing out any critical issues on the matter, particularly investigating the new "driver" needs considering different modes and mobility services. PA_sCAL's goal is to create a **"Guide2Autonomy" (G2A)**, a set of guidelines and recommendations aimed at **accelerating the user-friendly evolution of connected automated vehicles and transport systems**.

Architecture
The PA_sCAL **website** is a up to date **source of information** about the objectives of the project with constantly updated news about **events, publications and results** from different **tests**. It hosts also the most recent publications from the project consortium

Public Acceptance
The section dedicated to Public Acceptance **hosts the first results of the pool of questionnaires** created on the basis of other H2020 projects, together with peer reviewed scientific journals and gray papers from industry and administrations

**DRIVERLESS CARS ARE NEAR
HERE ALL YOU NEED TO KNOW TO HAVE NO FEAR**

Ideas & Methodologies
PA_sCAL will develop a strongly interdisciplinary mix of innovative tools from both human science and technology. These will include **psychological tools, cluster analysis of user characteristics, human driving and passenger simulation, real world pilots, shared space simulation with multiusers, accessible surveys** designed for varying abilities, **focus groups, stakeholders hands-on workshops** and **system-dynamics modelling tools**.

Scenarios & Simulation Systems
This area hosts projects and answers dedicated to an experimentation activity through the use of **simulators**, including those related to **driving** and those of **virtual reality**, so as to offer insights both from the point of view of the driver and that of the people being transported

Implementation
The implementation section contains the main efforts of the PA_sCAL project consortium in terms of **Public Acceptance, Simulation Systems, Training and Education and Pilots** that represent the interconnected elements that form the backbone of **Guide2Autonomy**

Training & Education
The development and progressive emergence of CAVs pose the problem of creating a new environment in which the new generation of connected and autonomous cars are able to interact with other road users and vice versa. This section of the project provides for the creation of models intended to **increase the knowledge and therefore the familiarity of road users with CAVs**, all in the name of greater security for all

www.pascalproject.eu
info@pascalproject.eu

QR Code

YouTube, LinkedIn, Facebook, Twitter

Partners: LIST, ACI, UNIVERSITY OF LEEDS, LUNMOBILITY, oply, etelätär, ebus, ERU, UBFC, RED, UNIVERSITY OF LIVERPOOL, UNIVERSITÄT WÜRZBURG, REALDOLMEN

Figure 8 - PA_sCAL poster

As it can be seen from Figure 8, the poster demonstrates the highlights of the project in a simple and schematic way. It is divided in blocs: Architecture, Ideas & Methodology, Implementation, Public Acceptance, Scenarios & Simulation Systems and Training.

The project will make a poster (height 2m x width 0.9m) that will convey in some key words the essence of the project (logo, banner device and tagline, URL, social media addresses, logos partners

consortium, EU flag and standard message). It will be used to promote the project at various events.

3.2. Brochure

A Brochure has been developed that explains the features of PAsCAL:



Figure 9 - PAsCAL brochure front page

Figure 9 illustrates the front page of the PAsCAL brochure. Details about the project are demonstrated on the back page of the brochure (see Figure 10).

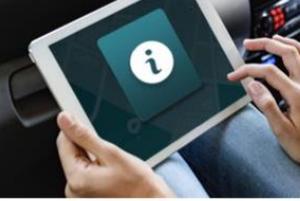
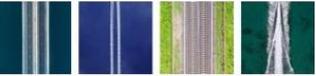
VISION	TRIALS & PILOTS	SOLUTION
<p>PAsCAL will develop an interdisciplinary mix of innovative tools to:</p> <ul style="list-style-type: none"> • Explain what Connected & Autonomous Vehicles (CAV) are • Remove all issues that hinder people's acceptance of CAV • Assess the impact of connected transport on society and people's quality of life and equity • Educate future drivers and non-drivers on safe, responsible and informed spread of CAV technology • Design effective recommendations and guidelines on guiding people to autonomy 	<div style="text-align: center;">  High-capacity autonomous bus operations </div> <div style="text-align: center;">  Autonomous driving training </div> <div style="text-align: center;">  SMEV - Smart Emergency Response </div> <div style="text-align: center;">  Shared connected transport </div> <div style="text-align: center;">  Experience of vulnerable travelers with connected transport environment </div> <div style="text-align: center;">  </div>	<p>PAsCAL proposes a holistic user-centric Guide2Autonomy aimed to accelerating the user-friendly evolution of connected, cooperative, and automated vehicles and transport systems.</p> <p>The Guide2Autonomy is a comprehensive framework comprised of novel tools to close the distance between users and CAV technology,</p> <p>It will address all issues relating to the role of humans within the system, ranging from real-time driving control to long-term training needs for jobs.</p> <div style="text-align: center;">  </div> <p>The association to the Consortium of special categories of users, such as disabled persons, and of public authority and service providers with a global outreach of millions of people across EU will ensure results consistency, taking into account major social/barriers that may hinder the acceptance of CAV and would allow their reuse in new business, services and applications.</p>
		
<p>PAsCAL's approach includes psychological tools, cluster analysis of user characteristics, human driving and passenger simulations, real world pilots, shared space simulation with multi-users, accessible surveys designed for varying abilities, focus groups, stakeholders hands-on workshops and system-dynamics modeling tools.</p>		

Figure 10 - PAsCAL brochure back page

4. Online Material

4.1. Website

As outlined in the Plan for promotion of results, the website www.pascalproject.eu (tbc) will be the backbone of all communication and dissemination initiatives. A general information website is an essential primary tool of communication, the PAsCAL website will become the main gateway for up-to-date information about PAsCAL's progress, results and events.

The PAsCAL project website is hosted at the following address www.pascalproject.eu (tbc). Content management system called Drupal 8 is used to build, maintain and host the website. Custom website design and template is developed by RDGFI using Adobe XD prototyping tool, following Style guides described in Section I in order to provide intuitive and modern design, which has numerous images that make it more attractive. The website is considered a living entity, so the current version will change according to the needs (phases and results) of the project and its partners and will be aligned with Dissemination planning explained in deliverable D9.1.

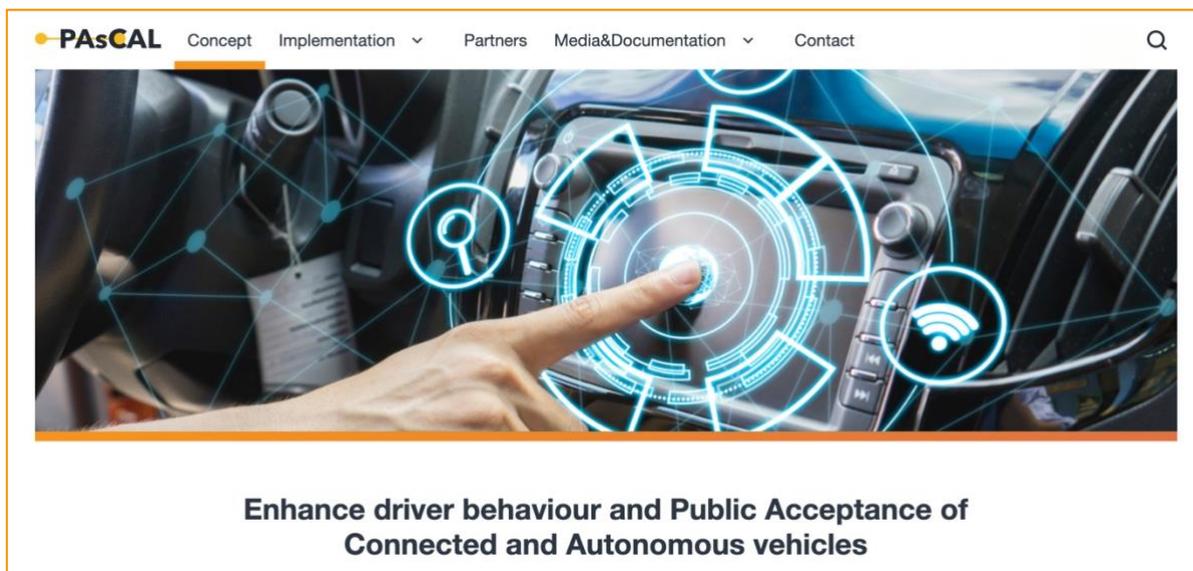


Figure 11 - Website homepage

On the home page (see Figure 11), a large slide shows some images of the pilots that will be carried out in the course of the project. In the upper part, the menu of the web is detailed, which is composed of different sections: CONCEPT – IMPLEMENTATION - PARTNERS – MEDIA & DOCUMENTATION – CONTACT.

The menu, and therefore sections, can grow or be modified according to the convenience of the information to be disseminated. For instance, it is expected that the website will include a BLOG that will also appear on the menu under Media & Documentation as soon as the first post is published.

Furthermore, the home page shows a small summary explaining what the project consists of: Objective, Ideas & Methodologies and Architecture.

Partners page include the composition of the Consortium that is working on the project. It is a minimal introduction showing the logos of the different partners. From there the visitor is linked to the respective websites with detailed information.

The footer contains links to the different social networking profiles of the project (YouTube, LinkedIn, Twitter and Facebook), as well as contact information (which corresponds physically to the project's lead partner LIST) and the e-mail address of the project that will be managed by RDGfi as leader of the WP9 - Outreach. There is also a section that refers to the latest news that will reflect summarized version of posts that will be published in the BLOG section.

Next, we detail the corresponding sections of the website:

- **CONCEPT:** (What), this part of the Website contains an explanation of the overall objectives of the project and then shows the tables of the different concrete objectives (see Figure 6). The latest newsletter and blogpost are displayed here in order to promote them.
- **IMPLEMENTATION:** (How), contains 5 subpages: Public Acceptance, Scenarios & Simulation Systems, Training & Education, Guide to Autonomy and Pilots; each subpage explains how PAsCAL will be implemented in the respective field (see Figure 12).

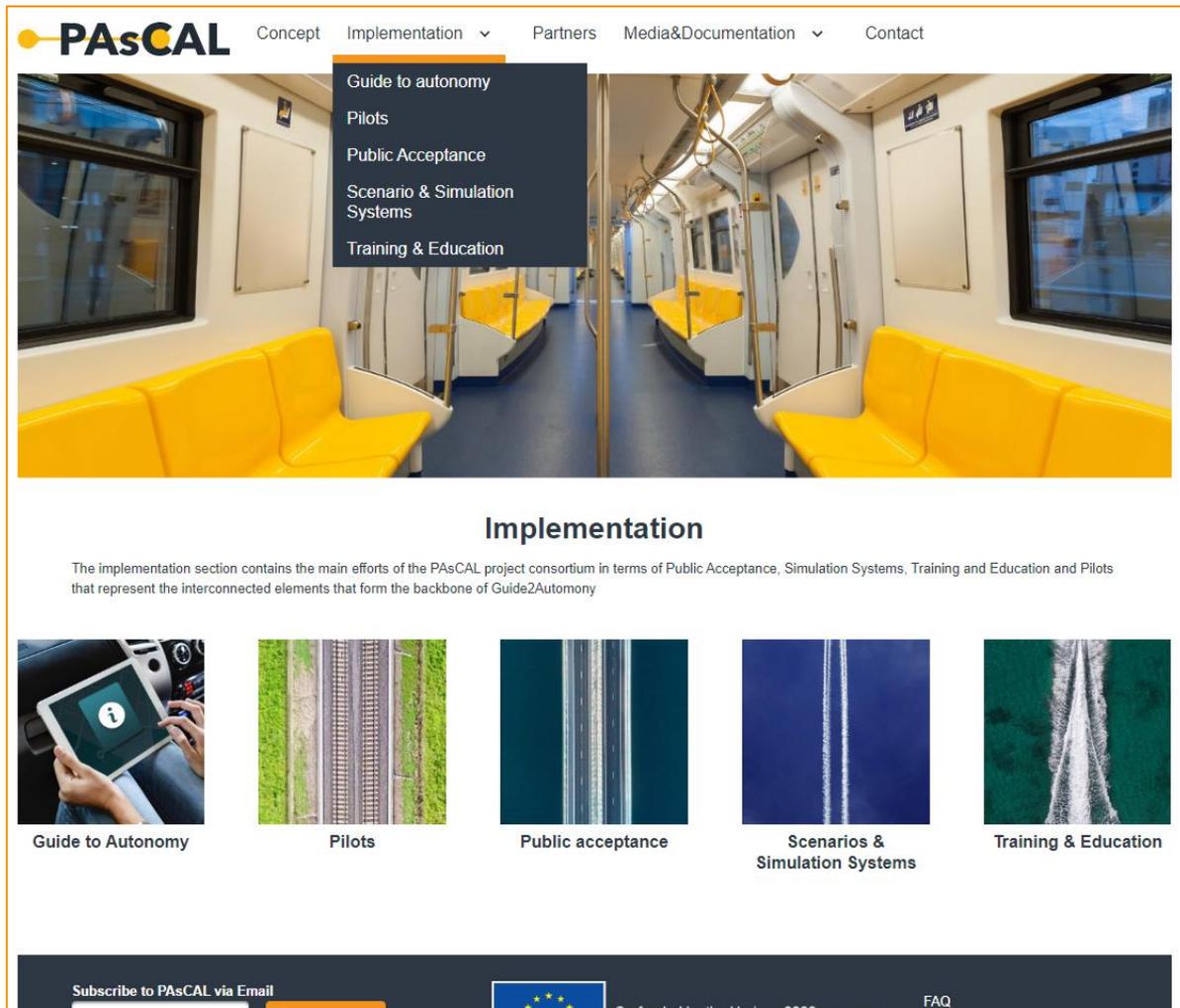


Figure 12 - Website Implementation page

- **PARTNERS: (Who)**, here more detailed information can be found about Consortium partners. In addition to a small explanation that can be accessed through a link in the logo of each partner, there is contact information and a location map for every partner.
- **MEDIA & DOCUMENTATION: (What)**, this page is divided in 6 different subpages:
 - Work Package & Deliverables are described, the idea is to show a list of public documents delivered. Also, a copy of the progress of milestones could be included in this section in the near future (Figure 13).

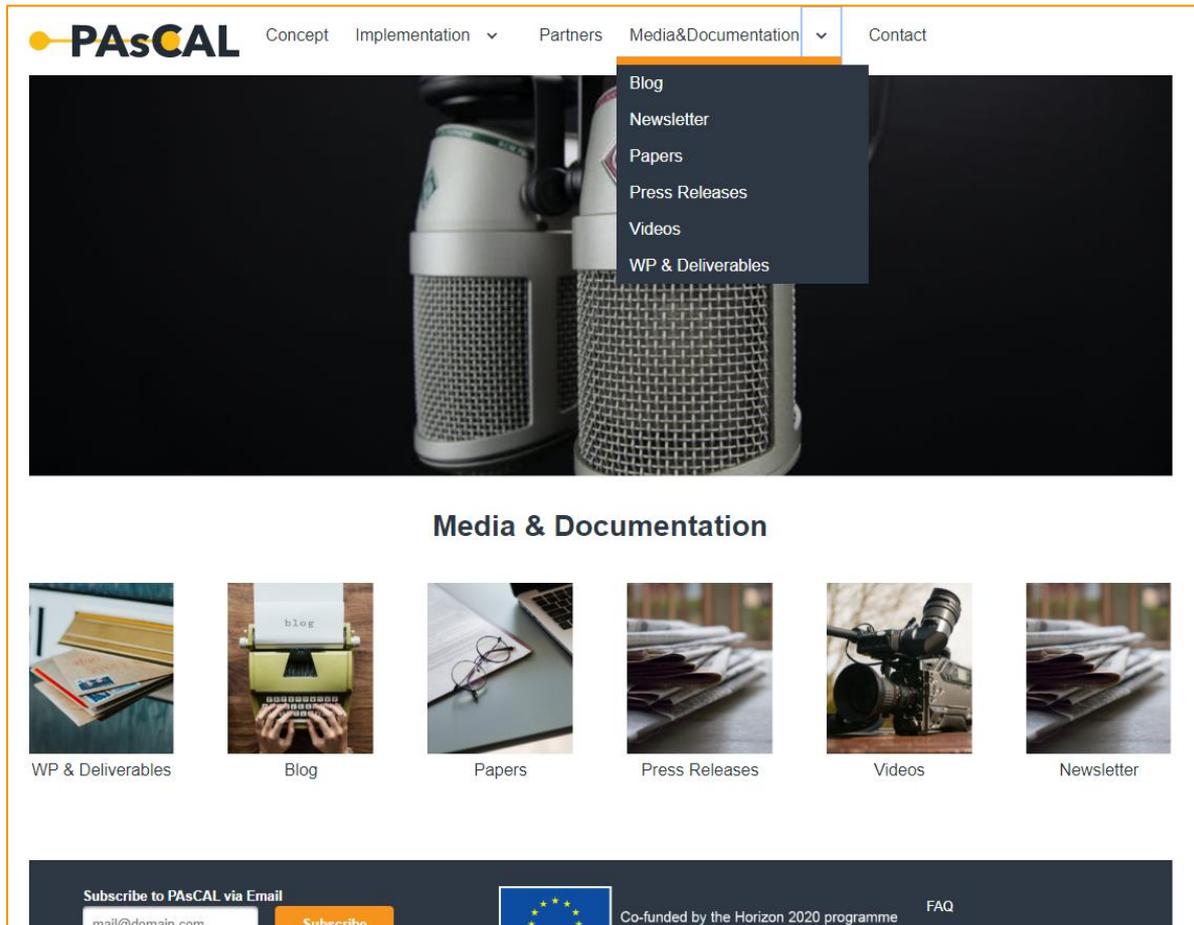


Figure 13 - Website Media & Documentation page

- Press Releases that are published will be listed here.
- Blog is the page where all the articles about news and events are stored. The most recent ones will be push to the Homepage. This section contains the topics referred to the project dissemination
- Papers, list of papers produced within the PAsCAL project.
- Video Library will contain a list of links to the YouTube PAsCAL project channel.
- Newsletter will list all the published newsletters
- **CONTACT:** This section contains public information about PAsCAL project, such as partner in lead' address, phone number, email, localization (OpenStreetMap).
- **CHATBOT:** (next phase), Artificial Intelligence entity that will link user with FAQ section.

As previously stated, the website will be constantly subject to changes throughout the project. This website is going to be very active, since its design and content will be outlined as different needs are detected.

The website content will be supervised by the Dissemination manager (ACI), with the technical support of RDGfi.

The management of the website will follow the guidelines highlighted in D9.1 Plan for promotion of results with reference to roles and responsibilities (see Ch. 2 p.9) in Dissemination and Communication activities with the goal of implementing a successful Outreach strategy (see D9.1, Ch.3, p. 11.).

3.2. Social Media channels (profiles)

Social media are a fundamental part of the communication tools. They will cater for a continuous exchange of information between the project and the different stakeholders.

Among all the available social networks, it has been decided that, at least, four of them will be used to disseminate news of the project and other relevant information related to it: YouTube, LinkedIn (Figure 14), Twitter and Facebook (Figure 15).

Examples of social media pages can be found in following figures:

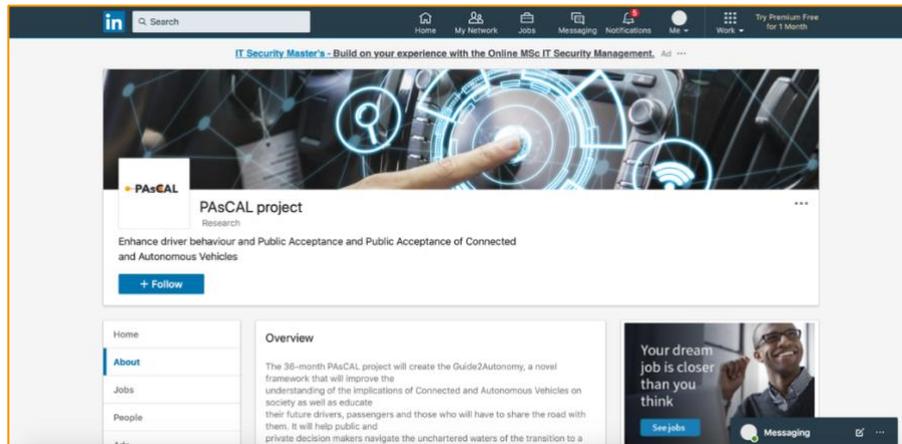


Figure 14 - LinkedIn page



Figure 15 - Facebook page

5. Acknowledgement of EU funding

It is worth repeating once again that 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/or the mention “This project has received funding from the European Union’s Horizon 2020 Research and innovation programme under grant agreement No 815098.”



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No [number].

A disclaimer will be inserted on the website. It will state:

“PAsCAL is co-funded by the European Union’s Horizon 2020 research and innovation programme under grant agreement No 815098. 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 PAsCAL consortium members shall have no liability for damages of any kind that may result from the use of these materials”.

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