



## D 7.1 – EVC1000 Project Corporate identity

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**EVC1000**

**Electric Vehicle Components for 1000 km daily trips**

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<b>Written by</b>	<b>Rovaris, Silvia Brembo</b>

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## Abbreviations

Abbreviation	Long Version
EV	Electric Vehicles
WP	Work Package

## History

Version Number	Comment
V01	First version submitted on April 3 <sup>rd</sup> 2019
V02	Second version submitted on August 8 <sup>th</sup> 2019, with an updated link to the website.

## Authors

Name, Partner	E-mail
Silvia Rovaris, BREMBO	<a href="mailto:silvia.rovaris@kilometrorosso.com">silvia.rovaris@kilometrorosso.com</a>

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## 1 Publishable Executive Summary

The EVC1000 project Corporate Identity Deliverable aims at describing the measures taken in defining and creating EVC1000 project corporate identity. These measures have been taken under the framework of Work Package 7 *Evaluation, dissemination and exploitation of project outcomes* (WP7).

The EVC1000 project corporate identity has been conceived so to allow for a better visibility and recognition of the EVC1000 project. Accordingly, several visual tools, starting from the design of the project logo, have been designed. The sections below will present and described how these instruments have been conceived and created.

Finally, the present document also serves as the comprehensive reference for the use of the EVC1000 corporate identity in all communication activities and events taking place over the course of the project.

## 2 EVC1000 corporate identity

### 2.1 Background

The Electric Vehicle Components for 1000km daily trips (EVC 1000) project focuses on providing innovative and mass-production optimized components enabling the efficient integration of powertrain and chassis systems which will increase Electric Vehicles (EV) range and user acceptance. In doing so, EVC1000 will address several challenges such as the design of energy-efficient, reliable and low-cost components and controllers with a focus on subjective and objective performance indicators for human factors analysis.

To adequately visually communicate and represent the project challenges in communication activities, EVC1000 has conceptualized a project corporate identity and strategy which includes the use of appropriate visual communication tools.

### 2.2 Aim

The purpose of this document is to describe the common graphic visual tools created in order to represent and express EVC1000 corporate identity.

The objective of designing and establishing a common, consistent and efficient way to use the EVC1000 corporate identity tools is to allow for a better visibility and recognition of the EVC1000 project in all communication activities while helping the Consortium convey the project's objective in a proper and established manner. Therefore, given that the use of appropriate communications tools and methods are an important attribute of an effective communication strategy, this document also sets forth the measures to be employed by the EVC1000 project Consortium in order to properly refer to the project throughout its duration.

### 2.3 Visual image and identity

To ensure a common public appearance of the project consortium and all project related documents and results, it is important that the project has a distinct identity and branding that can be clearly recognized as EVC1000. This objective has been achieved through the design of a precise visual image which allows to create a precise and established EVC1000 identity. Accordingly, the design has included the creation of a set of graphics, among which can be found set colours and features.

This 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.

#### 2.3.1 Brand

EVC1000's brand is generally the first thing people see when encountering the project. It represents the project's personality and appearance. As a consequence, it is important to ensure that brand integrity is always maintained.

The golden rule when using the EVC1000 brand is to make it consistent and in-line with the given guidelines which can be found in this deliverable. In fact, not only does the application of these guidelines

ensure that the project messages are expressed clearly and correctly, but it also allows to distinguish the character of the EVC1000 brand from other projects.

### *EVC1000 logo*

The EVC1000 logo is featured in all documents referring to the project and is to be included in every public and internal document (as set out in Deliverable D1.1 – EVC1000 Project Handbook).



Figure 1 EVC1000 logo

The master logo should always appear fully intact. The text should never be amended or removed. Master logos for all applications are available for use ([04 WORK PACKAGES](#)). Always follow the following guidelines to ensure consistent use.

Colour is a powerful means of identification and the consistent use of the proper logo colours will allow to build a visibility and recognition for EVC1000. The colour logo is made up of a range of colours: the full colour logo on a white background, as shown above, should always be used. In addition, since each element and its position in relation to each other has been carefully designed, the logo shall never be stretched altered or distorted. At the minimum size, always use the master logo in full.

In details, the colours used in the EVC1000 logo are:

Dark blue: 100C 100M 25Y 25K

Blu: 85C 50M 0Y 0K

Grey: 50K

### *Ratio behind the design of the logo*

**Colours:** in the popular imagination, blue is linked to the concept of electricity and sustainability. Grey conveys the idea of automotive products and components.

**Lettering:** a clear and simple font has been chosen in order to convey the message that EVC1000 is dealing with complex and high-level technology.

**Elements:** the choice of using a sedan is to be linked to its affordability and wide use; the number 1000 graphically recalls to car wheels and the zeros in bold represent the in-wheel motors. Finally, the ON and OFF switch refers to electric devices.

### *PowerPoint presentations*

Two different PowerPoint templates have been prepared according to their use:

1. A PowerPoint (PPT) presentation template of the project has been designed for internal presentations, so to align all internal content when presenting to the Consortium:

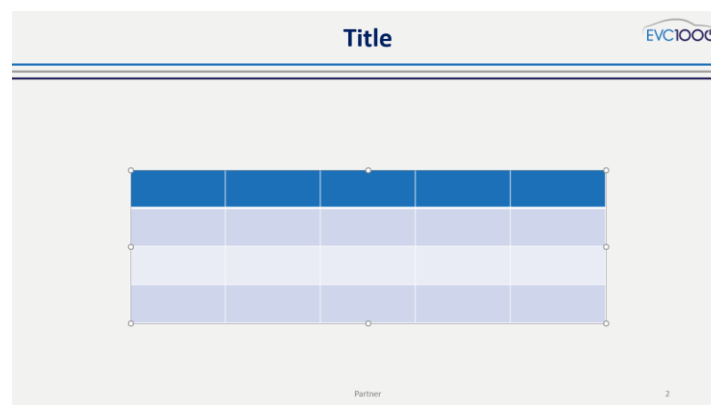


Figure 2 EVC1000 Internal PPT template

2. A PowerPoint (PPT) presentation template of the project has been designed for external presentations, so that they presentations can be differentiated from internal ones:



Figure 3 EVC1000 External PPT template

## 2.4 Printed materials

EVC1000 printed materials, such as flyers, posters and roll-ups, will be produced throughout the project implementation to guarantee a relevant effective dissemination both in documents and events. All materials will conform to the project visual identity, ensuring the correct use of the logo, colour and brand identity.

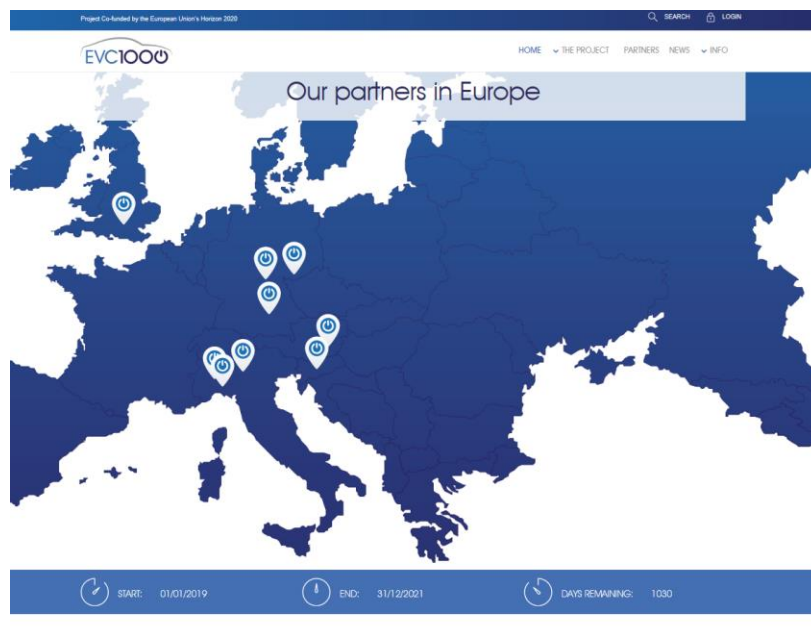
### Project brochures and roll-ups

The brochures and roll-ups shall be developed for use at events by project partners to advertise the EVC1000 project. The drafting shall incorporate the project's visual identity and developed with the support of relevant consortium partners.

## 2.5 Project's website

Project websites are one of the main communication tools for projects funded under H2020 Programme. To ensure maximum visibility to the EVC1000 objectives and results, a proper project website has been set up and registered under the "eu" domain:

<http://www.evc1000.eu/en>



Visually, the design of the website builds upon the following criteria:

- I. **visual communication:** use of colours and/or photos, web pages are easy to browse, information is kept short and links are included to websites, publications, and other communication material;



- i. **verbal communication:** the website uses simple phrasing, short and clear sentences;
- ii. **visibility:** maximum use of free or affordable methods to increase page ranking on search engines, Webmaster Tools provided by search engines to check indexing status, good cross-linking between the different pages of site and other sites, possibility to add keywords to the web page metadata;
- iii. **regular update of contents:** the website is maintained by Brembo and the update will be regularly done upon inputs of the Consortium. The use of social media (e.g. blogs, social networks) has also been considered and further developed in month 18 *Deliverable 7.3*.

Details on the functioning of the website and social media will be disclosed in a month 18 *Deliverable (7.3 – Preliminary dissemination, communication and exploitation plan)*