

SAFE-UP

PROACTIVE SAFETY SYSTEMS AND TOOLS FOR CONSTANTLY UPGRADING
ROAD ENVIRONMENT

D7.2 PROJECT WEBSITE, BRAND AND IDENTITY

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List of Abbreviations

AV	Autonomous Vehicles
AD	Autonomous Driving
CA	Consortium Agreement
CAV	Connected Automated Vehicles
DMP	Data Management Plan
DPO	Data Protection Office
EC	European commission
FAIR	Findable, Accessible, Interoperable and Re-usable data
GA	Grant Agreement
GDPR	General Data Protection Regulation (EU) 2016/679
MaaS	Mobility as a Service
NDD	Naturalistic Driving Data
OEM	Original Equipment Manufacturer
ORDP	Open Research Data Pilot in Horizon 2020
PTW	Powered two-wheelers
RTO	Recovery Time Objective
R&D	Research and Development
SC	Steering Committee
SotA	State of the Art
VRU	Vulnerable road user
WP	Work-Package

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Executive Summary

SAFE-UP is a Horizon 2020-funded project that will support improving safety in future mobility. In addition to raising the profile of the project, dissemination and exploitation activities could create new opportunities to extend the SAFE-UP's reach and develop new partnerships for the future. Showcasing SAFE-UP demos' technical progress and results, as well as the project's overall holistic approach to road safety will help ensure that the project results and recommendations are implemented as widely as possible.

Communication channels and materials that are consistent in their branding and messaging are crucial to successful dissemination – this begins with the SAFE-UP project's brand identity.

This report describes the development and the focus of project brand identity and gives some examples of its application in communication tools. Moreover, the structure and the design of the SAFE-UP website, which will be online and operational by M3, is presented here.

1. Introduction

The results obtained in SAFE-UP will support improving safety in future mobility, through the following products and technology within the three pillars of the project:

- **Future safety-critical scenarios:** extended microsimulation tools by including enhanced behavioural models; new metrics for describing non-safety-critical and safety-critical traffic interactions;
- **New safety technologies:** enhanced active safety features capable of VRU detection under bad weather conditions, advanced intervention functions to avoid critical events, and communication framework for timely warning provisions to drivers and VRUs.
- **Safety assessment methodologies:** new occupant models and updated tools for overall impact assessment.

These aspects are breakthroughs and might stand alone as products and technologies. Together they maximise the potential impact on future safety in AD as a whole.

1.1 Rationale

In order to reach a broad external as well as internal audience, a project visual identity has been created. The main goal is to establish and convey a coherent image and brand recognition leading to an optimal presentation and recognition of the project.

To further boost the public visibility of SAFE-UP and subsequently also its outcomes, a project website has been created. The public project website enables general public and relevant stakeholders to be informed about the project's objectives and approach, its news and results and provides the contact information of the project partners.

Other communication tools and dissemination activities (social media accounts, the relevant events and publications) are described in detail in *D7.1 Dissemination Plan*.



2. Brand Identity

To develop the brand identity, a subcontractor was hired to develop a logo and corresponding brand manual that will be used for the website design and document templates to ensure brand consistency.

2.1 Logo

The logo design specifications were to highlight the connectivity and safety of future mobility.



FIGURE 1. THE SAFE-UP LOGO

The logo contains the name of the project and features two key visual elements – one is a connected automated vehicle and the other is the pedestrian crossing that has taken the place of the letter 'E'. In this way, both people inside **and** outside the car are represented, which is symbolic of the project's holistic approach to road safety. A clear and modern font was chosen for high legibility and to match the pedestrian crossing. This logo will be used in all communications (written deliverables, presentations, event invitations etc.) to increase project visibility.

It was chosen out of three options that were presented at the project kick-off meeting and partners were given an opportunity to reflect and vote live, using Mentimeter for their preferred option.

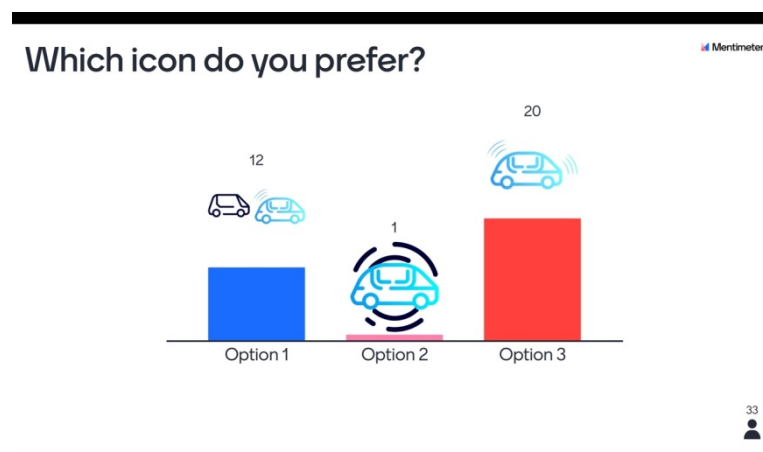


FIGURE 2. THE PARTNERS' VOTING

2.2 Brand Manual

The SAFE-UP brand manual has been developed to ensure consistency in all public materials of the project - it is a guide available to all the partners outlining the official colours and font of the project. Accordingly, all the communication materials have been produced according to this manual. The manual features the standard logo, the full colour version on a transparent background, as well as a light version available for darker backgrounds if needed. The manual also lists SAFE-UP's official font (Avenir) and colour palette, see below.

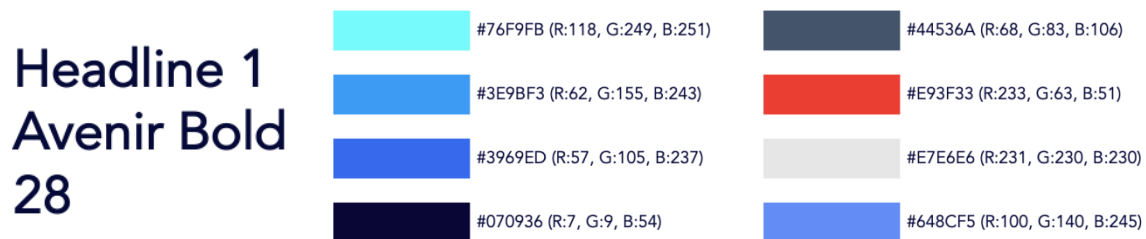


FIGURE 3. SAFE-UP FONTS AND COLOURS

Any visual material that will be produced in the future will follow also follow this manual and in accordance with H2020 requirements.

2.3 Document Templates

Common templates, consistent with the brand identity have been created for written deliverables (MS Word) and external presentations (MS PowerPoint) to be used throughout the project. To ensure a consistent brand identity, the design of the templates follows the same style of the logos.



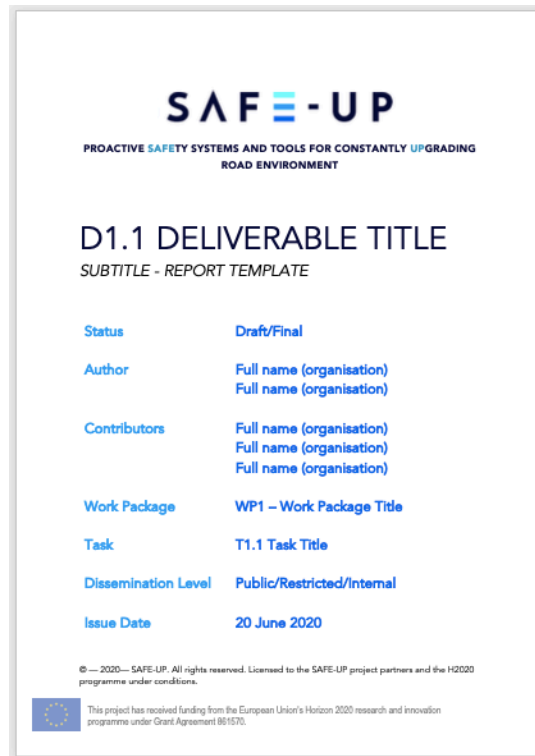


FIGURE 4. DELIVERABLE TEMPLATE

As the project will be presented by many different partners, both internally and externally, a presentation template ensures brand consistency and helps the partners provide each presentation’s particular updates without losing the broader scope of SAFE-UP.



FIGURE 5. PRESENTATION TEMPLATE – MAIN COVER AND SECTION COVER

All the templates can be found at the document sharing platform Idrive and had been used for meetings and task activities since the kick-off meeting.

3. Website

The website is one of the project's main dissemination tools. It presents the project's overview, including objectives, project partners and information on the research performed and results obtained as far as they are for public use. Links will be given to organisations, events and news connected to SAFE-UP. The website follows the EU recommendation regarding usability and accessibility, and it includes the logo of the European Commission, as well as the project GA number in the footer – see below.



FIGURE 6. WEBSITE FOOTER

An appropriate domain was chosen for the project website, based on the project acronym SAFE-UP and the European framework programme as well. The project website is available under WWW.SAFE-UP.EU and it will be continuously maintained and updated by BaxCo, as new results and actions regarding the project emerge. The website domain has been purchased for the next three years and will be extended for at least two years thereafter to ensure continuity of the project's message.

The website currently consists of the following pages:

ABOUT (SAFE-UP – Partners – Demo sites): a general description of the project and its holistic approach, objectives and concept of the project are listed here, along with the partner logos and a link to their own websites for further information.

NEWS: The news section will provide any news and events related to the SAFE-UP project, such as consortium meetings, workshops, participation at conferences, etc...

RESOURCES (Downloads - Glossary): This section will share all the publicly available deliverables which can be downloaded as soon as they have been officially released by the Commission, as well as dissemination material related to the project (logo, flyer, newsletters, press release, etc..). The glossary will be used to make sure the website is as accessible as possible to people who are unfamiliar with the terms used throughout, such as CAVs and VRUs.

CONTACT: Provides information on main project contacts and social media links



As can be seen in Figure 7, the website is already working and filled with preliminary content, including a news item, summarising the project kick-off meeting.

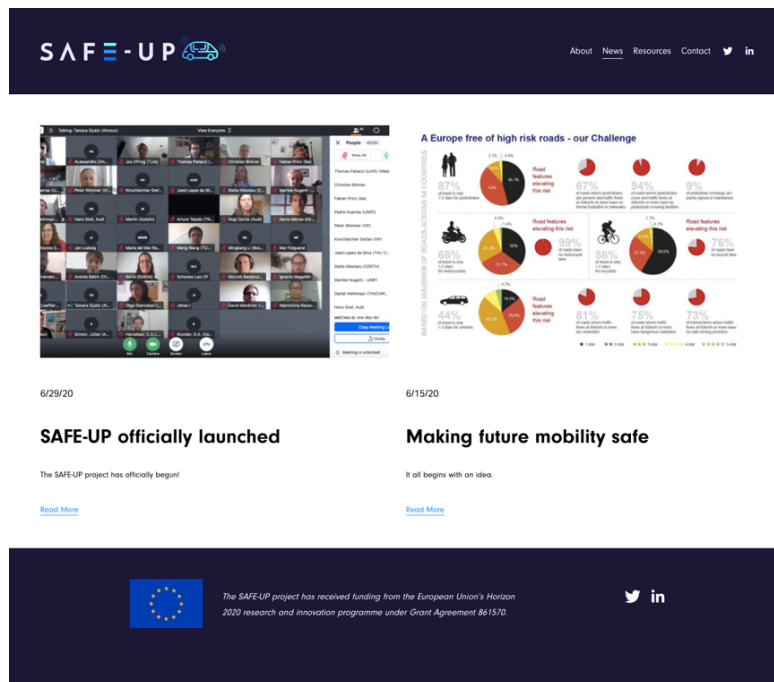


FIGURE 7. WEBSITE PAGE PREVIEW

The website also includes some basic information on the SAFE-UP demo sites that will be updated regularly to provide more information as the demos progress.

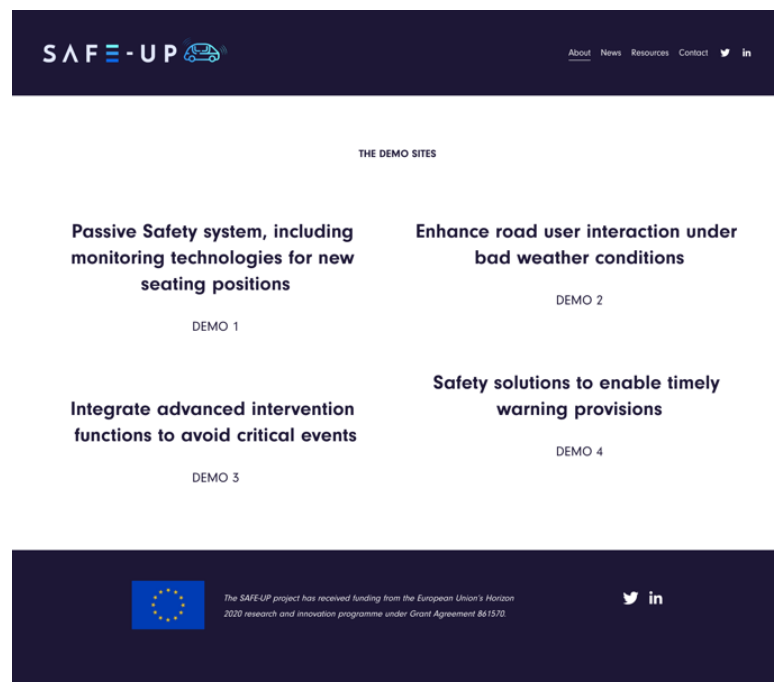
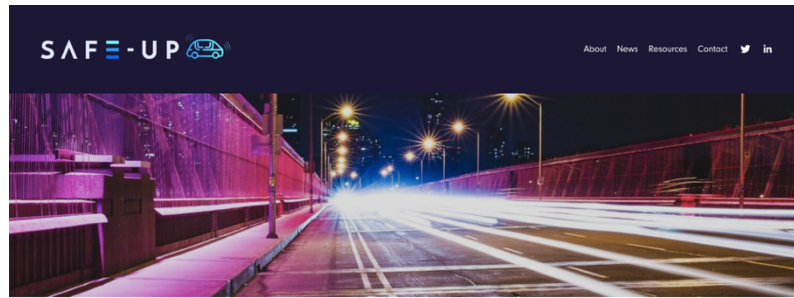


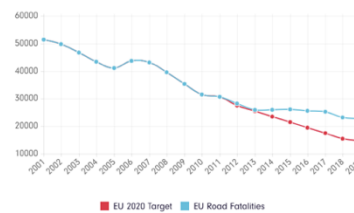
FIGURE 8. WEBSITE PAGE PREVIEW



PROACTIVELY PROTECTING PEOPLE INSIDE AND OUTSIDE OF THE VEHICLE

Progress on reducing the EU's road deaths has stalled in recent years

There was a 2% decrease in 2019 from 2018, according to [EU road safety statistics](#). While the underlying trend remains downward, progress has slowed in most countries since 2013 and the EU target of halving the number of road deaths by 2020 (relative to the 2010 baseline) will not be met.



Connected and automated vehicles (CAVs) could significantly reduce serious injuries and fatalities in road accidents

Over 90% of road accidents are related to human errors.

That's why we need robust and holistic solutions that ensure the effective integration of safety measures targeting all road users

SAFE-UP will focus on delivering the promised potential of new mobility to keep all road users safe - drivers, vehicle occupants, and vulnerable road users including pedestrians, cyclists and users of two-wheelers.



That's why the SAFE-UP consortium has partners focusing on all the different approaches to road safety!

FIGURE 9.WEBSITE PREVIEW

The look of the website is currently as illustrated and it follows the project's graphic identity, however the design is still in progress and some additional improvements are planned.



Conclusions

The aim of this document is to give a detailed overview on the project visual identity created to be used throughout the project by all the partners, as well as on any official material produced on the project's behalf.

By developing a professional and comprehensive brand identity, as well as a website to easily access relevant information, a sound basis for further dissemination and exploitation activities has been set.