5GLOGINNOV

D5.1

Communication Channels and Plan

www.5g-loginnov.eu

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List of abbreviations and acronyms

Abbreviation	Meaning
3G	Third Generation Wireless System
3G PP	3G Infrastructure Partnership Project
5G	Fifth Generation Wireless System
5G MOBIX	5G for cooperative & connected automated MOBIility on X-border corridors
5G-PPP	5G Infrastructure Public Private Partnership
AKKA	AKKA High Tech
AOELIX	Architecture for EurOpean Logistics Information eXchange
API	Application Programming Interface
ARCADE	Aligning Research & Innovation for Connected and Automated Driving in Europe
AUTOPILOT	AUTOmated driving Progressed by Internet Of Things
CAD	Connected and Automated Driving
CAM	Connected and Automated Mobility
CCAM	Cooperative, Connected and Automated Mobility
CEN	European Committee for Standardization
CENELEC	European Committee for Electrotechnical Standardization
CIRCLE	Circle SpA
CLUSTERS 2.0	Open network of hyper connected logistics clusters towards Physical Internet
CONCORDA	Connected Corridor for Driving Automation
CONTI	CONTINENTAL AUTOMOTIVE ROMANIA SRL
COREALIS	Capacity with a pOsitive enviRonmEntal and societAL footprInt: portS in the future era
DG	Directorate General
DM	Dissemination Manager
EC	European Commission
EMTEL	Special Committee on Emergency Telecommunications
ERT	EUROPEAN ROAD TRANSPORT TELEMATICS IMPLEMENTATION COORDINATION ORGANISATION S.C.R.L.
ERTICO	European Road Transport Telematics Implementation Co-ordination Organisation.

ETPs	European Technology Platforms
ETSI	European Telecommunications Standards Institute
EU	European Union
FENIX	Future business models for the Efficient recovery of Natural and Industrial secondary resources in eXtended supply chains contexts
GA	Grant Agreement
ICCS	INSTITUTE OF COMMUNICATION AND COMPUTER SYSTEMS
ICOOR	CONSORZIO INTERUNIVERSITARIO PER L'OTTIMIZZAZIONE E LA RICERCA OPERATIVA
ICT	Information and Communications Technology
ICT4CART	ICT infrastructure to enable the transition towards road transport automation
ININ	INTERNET INSTITUTE, COMMUNICATIONS SOLUTIONS AND CONSULTING LTD
IoT	Internet of Things
IT	Information Technology
ITS	Intelligent Transport Systems
KPI	Key Performance Indicator
LK	LUKA KOPER, PORT AND LOGISTIC SYSTEM, D.D.
LL	Living Laboratories
MS	Milestone
NEMO	Near-zero-waste recycling of low-grade sulphidic mining waste for critical-metal, mineral and construction raw-material production in a circular economy
PCT	STATHMOS EMPOREVMATOKIVOTION PEIRAIA AE
PO	Project officer
PR	Public Relations
QMR	Quarterly Management Report
R&I	Research and Innovation
SELIS	Towards a Shared European Logistics Intelligent Information Space
SME	Small and Medium Enterprises
SWARCO	SWARCO Traffic Systems GmbH
TEC4U	tec4U Ingenieurgesellschaft mbH
TSLO	TELEKOM SLOVENIJE DD

TSYS	T-SYSTEMS INTERNATIONAL GMBH
VICOM	FUNDACIÓN CENTRO DE TECNOLOGÍAS DE INTERACCIÓN VISUAL Y COMUNICACIONES Vicomtech
VODAFONE	VODAFONE INNOVUS ANONIMI ETAIREIA SYSTIMATON EPIKOININIAS AYTOMATISMONKAI EFARMAGIS PLIROFORIKIS
WP	Work Package

EXECUTIVE SUMMARY

Deliverable 5.1 will set out the overall communication strategy, plan, and channels to be used by consortium members through the lifecycle of the project. The document will provide guidelines and tools for promoting and diffusing project actions and results.

This deliverable will set out the following:

- Communication strategy including 5G-LOGINNOV target audience and key messages that will ensure the correct dissemination of project results

- Communication channels to ensure that 5G-LOGINNOV information flow is conveyed seamlessly. Materials will be developed so that consortium members have the right means with which to convey information about 5G-LOGINNOV developments. This includes a non-exhaustive list of graphic items associated with the project (the branding), and instructions on how to use them.

- Defined key performance indicators with a target for each communication tool, channel and activity that will be regularly monitored to ensure effective delivery of the communication strategy.

This deliverable is a living document and will be updated once a year, following the annual review. In its updates, the document will include a list of activities the project consortium took part in and a report on the efficiency of the different communication channels. This report will be developed with the Task 5.2 Dissemination leader.

1   INTRODUCTION

1.1   Project introduction

5G-LOGINNOV main aim is to design and innovative framework addressing integration and validation of CAD/CAM technologies related to the industry 4.0 and ports domains by creating new opportunities for LOGistics value chain INNOVation. 5G-LOGINNOV will focus on seven 5G-PPP Thematics and support to the emergence of a European offer for new 5G core technologies in 11 families of Use cases.

5G-LOGINNOV is supported by 5G technological blocks, including new generation of 5G terminals notably for future Connected and Automated Mobility, new types of Internet of Things 5G devices, data analytics, next generation traffic management and emerging 5G networks, for city ports to handle upcoming and future capacity, traffic, efficiency and environmental challenges. 5G-LOGINNOV will deploy and trail 11 families of Use cases beyond TRL7 including a GREEN TRUCK INNITIAVE using CAD/CAM & automatic trucks platooning based on 5G technological blocks. Thanks to the new advanced capabilities of 5G relating to wireless connectivity and Core Network agility, 5G-LOGINNOV ports will not only significantly optimize their operations but also minimize their environmental footprint to the city and the disturbance to the local population.

5G-LOGINNOV will be a catalyst for market opportunities build on 5G Core Technologies in the Logistics domains, thus being a pillar of economic development and business innovation and promoting local innovative high-tech SME and Start-Ups. 5G-LOGINNOV will open SMEs' and Start-Ups' door to these new markets using its three Living Labs as facilitators and ambassadors for innovation on ports. 5G-LOGINNOV promising innovations are key for the major deep sea European ports in view of the mega-vessel era (Hamburg, Athens), and are also relevant for medium sized ports with limited investment funds (Koper) for 5G.

1.2 Purpose of the deliverable

The communication plan and channels, described in this document, set up the basis for the overall activities to promote the project internally to the consortium organisations as well as externally to specific interlocutors. The strategy will be implemented with specific channels created for the project, producing a set of high quality, impactful communication materials to make the project distinctive and to harmonise the dissemination amongst all partners.

1.3 Intended audience

The dissemination level of D5.1 is a 'public' (PU) deliverable and available to members of the consortium, the Commission Services and those external to the project. It is specifically aimed at providing the 5G-LOGINNOV consortium members with an extensive set of guidelines and tools that contribute to the project's promotion and diffusion.
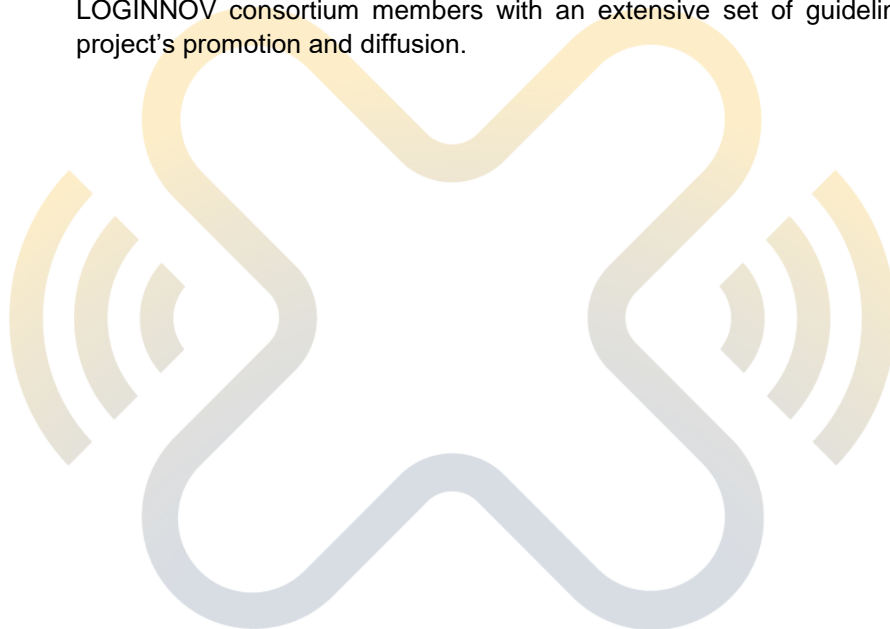
2 COMMUNICATION STRATEGY

The main objective of 5G-LOGINNOV's Communication strategy and plan are to:

- Provide consortium partners with a set of useful guidelines to plan and perform communication and dissemination activities, with the final aim of ensuring a widespread dissemination of project results.
- Define the target groups, key messages, tools and techniques, and channels for communication activities to ensure an effective promotion of the project and its results.

2.1 Target Groups

Appropriate identification of 5G-LOGINNOV target audience is a substantial part of active engagement of stakeholders in the project communication and dissemination activities.

5G-LOGINNOV's target audience for communication and impact creation are those for whom the project results have potential implications and benefits. Target groups with whom we will aim to have a dialogue and to whom we will demonstrate our research output is defined below in Table 1.

Audience	Key groups
Port Operators	
Port Authorities	
Other Authorities	Including but not limited to city authorities, customs, coastal management organisations
Industry	Including but not limited to shippers, logistics companies, IT solution service providers; freight forwarders; local businesses in the region, start-ups and new industry players; Traffic Management service/solution providers
Policy Makers	EU R&I officials, DG CONNECT, EU Regional Policy, EU mobility and transport, Members of the European Parliament, National Ministries of Transport, EU Commission CCAM
Standard setting bodies	ETSI, EMTEL, CENELEC, 3G PP, 5G PPP
Scientific and research community	Including research centres and universities
Networking bodies	Including organisations, associations, technical communities and fora (European Technology Platform, Alliance for Logistics Innovation through Collaboration in Europe, Digital Transport and Logistics Forum, Council of Supply Chain Management Professionals, 5G-Techritory)
General public	Including but not limited to anyone interested in innovation,

	transport and mobile technologies. Consumers in the region
Research, Development and Innovation projects	Including but not limited to AEOLIX, CONCORDA, ICT4CART, ARCADE, FENIX, AUTOPILOT, SELIS, 5G MOBIX, COREALIS, Clusters 2.0, CORE, NEMO, iCargo

Table 1: 5G-LOGINNOV Target groups

2.2 Key Messages

5G-LOGINNOV key messages focus on:
1. Overall general message related to the project's vision and mission
2. Technical key messages: specific from Work Packages.

General messages presented below will be developed further between WP task leaders for 5.1 and 5.2 and WP partners. These will be developed along the lifecycle of the project and conveyed via different communication tools. The same approach will be used for developing technical key messages. The Communication and Dissemination Working Group will be used as a platform for developing these messages (see 4.2).

Audience	General message
Port Operators	The project will improve the performance of the port operations
Port Authorities	It will make ports a central hub for state-of-the-art logistics management while creating new business opportunities for all
Other Authorities	The projects will have environmental and technological benefits which will impact ports and cities positively
Industry	The project will optimise freight and traffic operations at ports and logistics hubs by using new innovative concepts, applications and devices supported by 5G technologies, IoT, data analytics, next generation traffic management, CCAM and the 5G logistics corridor. These operations will ensure port areas and city-ports can handle upcoming and future capacity, cope with traffic congestion, environmental challenges while developing economic and innovative business opportunities for the region
Policy Makers	The project will produce recommendations to drive effective implementation of new innovative concepts, applications and devices supported by 5G technologies, IoT, data analytics, next generation traffic management, CCAM and the 5G logistics corridor which will optimise freight and traffic operations at ports and logistics hubs
Standard setting bodies	The innovations and technologies produced by this project will contribute to the development of new 5G standards
Scientific and research community	The project will work to advance Artificial Intelligence, IoT, data analytics and 5G technologies

Networking bodies	The project will produce recommendations to drive effective implementation of new innovative concepts, applications and devices supported by 5G technologies, IoT, data analytics, next generation traffic management, CCAM and the 5G logistics corridor which will optimise freight and traffic operations at ports and logistics hubs
General public	Generate business opportunities, define new business models and a 5G edge infrastructure whilst ensuring data privacy, security and ownership
Research, Development and Innovation projects	Synergies between projects will be highlighted and conveyed

Table 2: 5G-LOGINNOV general messages

2.3 Communication channels

5G-LOGINNOV intends to approach these groups, differentiating the communication and dissemination tools and activities to ensure participation and exploitation of the project results. Table 3 below identifies communication channels and tools relevant to the different target groups. These channels and tools will help convey the general and technical messages developed during the project.

These communication activities will be developed with regular input from consortium members. To aid this development, monthly calls will be organised between Task 5.1, Task 5.2 leaders and relevant consortium members in order to take stock of already defined project communication activities and their outcomes as well as future ones. For this purpose, a Communication and Dissemination Working Group will be developed with relevant members (see 4).

Target Groups	Project website	Social media (twitter #hashtag, LinkedIn page)	Project video	Non scientific articles	Newsletters	Project roll up poster	Project Factsheet	Project Brochure	Technical leaflets
Port Operators	X	X	X	X	X	X	X	X	X
Port Authorities	X	X	X	X	X	X	X	X	X
Other Authorities	X	X	X	X	X	X	X	X	X
Industry	X	X	X	X	X	X	X	X	X
Policy makers	X	X	X	X	X	X	X	X	X
Standard setting bodies	X		X		X		X	X	X
Scientific and research community	X				X		X	X	X
Networking bodies	X	X	X	X	X	X	X	X	X
General public	X	X	X	X		X	X	X	
Research, Development and Innovation projects	X	X	X	X	X	X	X	X	X

Table 3: Target groups and communication tools/channels

3   COMMUNICATION MATERIAL

The communication plan will develop material to effectively ensure 5G-LOGINNOV information flow, create awareness and reach out to target audiences. The following indicative list of proposed communication materials shows the tools already selected to transmit project information, chosen by the consortium at proposal stage:

- Visual Identity: Project logo and branding guidelines, project template for Word and PowerPoint, promotional video
- Printed Material: Factsheet, brochure, technical leaflets and a project roll-up poster
- Online Presence: Website, social media
- Featured articles: Online newsletters, press articles, and other articles
- Images and Photographs

3.1. Visual identity
3.1.1 Project logo, Project template for Word and PowerPoint, a promotional video

The name of the project is **5G-LOGINNOV**.

The logo must appear on every project related item (documents, banners, videos, giveaways, etc.). The possible uses of the logo, the pantone and font, and guidelines on how to use them are illustrated in Annex 1: 5G-LOGINNOV Logo and Uses.

5G-LOGINNOV templates for Word and Power Point presentation have been developed with the project logo in Month 2. These can be found on the *5G-LOGINNOV SharePoint at documents/dissemination/templates.*

A short promotional video will be produced in the second year of the project and this will be updated in the third year. The video will present the project, the work carried out by the LLs and its services. The video will be published on partners' websites, project and partners' social media and will be used for project presentations at public conferences and workshops.

3.2. Printed material
3.2.1 Factsheet, brochure, technical leaflets and a project roll-up poster

A project factsheet is available in the 5GLOGINNOV SharePoint at documents/dissemination/project factsheet. Project brochures, technical leaflets and a project roll-up poster will be produced and available for deployment as the project advances.

3.3. Online presence
3.3.1. Website, social media

The website is the first and most important communication channel of the project, as it is the first landing place for external visitors/stakeholders interested in the project. The project URL is **www.5g-loginnov.eu** The website will be made public at the beginning of M04.

The website is user friendly and needs regular updates with both news on the meetings and progresses of the projects, participation in events and project workshops, videos, press releases etc.

The website contains the following sections:

- **Homepage** - gives a glance of what the project is about and sign up to Newsletter;
- **About** - includes information on the project and the Consortium as well as 5G PPP initiative;
- **Living Labs** – includes information about living labs and updates on their progress;
- **5G-LOGINNOV network of projects** – links and logos to other relevant Research, Development and Innovation projects linked to 5G-LOGINNOV activities.
- **News and events**– includes information about upcoming and past news and events;
- **Library** - this section is divided into the following sub-sections:
    - Deliverables
    - Media clippings
    - Scientific publications and papers
    - Photo and video gallery
- **Contact**

The visits and clicks will be monitored with the analytics available on Google Analytics. A summary of the visitors (including information on demographics) will be compiled and presented to the consortium every 6 months, the annual update of the Communication Plan will include the yearly overview. Based on feedback, corrective action will be taken if needed.

Public email address: info@5g-loginnov.eu
This can be used to communicate information about the project with the general public and other external audiences.   It will also be displayed on communication material and tools developed for different audiences.

Social media will be used to expand the outreach of the project in a more general, modern and immediate way. Posts with information and visualisation of data will be created to engage the digital audience. Social media will be used, especially Twitter and LinkedIn for different messaging. The project has its own #Twitter hashtag - **#5GLOGINNOV**. Partners should use this to promote project activities. #Twitter will be easier to manage by all partners than an actual account that requires someone to monitor and manage it. **#5GLOGINNOV** will allow the project to be promoted, while providing an opportunity for wider outreach to audiences. A LinkedIn page will be created in addition to ensure deployment and discussion of topics among specific networks. It will be used to showcase and convey messages that are more technical. It will allow partners to reachout to a wider community, and it will allow the effectiveness of project communication updates to be measured. All partners will be informed of the LinkedIn page once it has been created.

The presence of the project on both these social media will ensure that 5GLOGINNOV has an opportunity to build networks with all the target groups present on the same platform.

3.4. Featured articles
3.4.1 Newsletters

The latest project news will be conveyed in an online newsletter on the project website, in the weekly ERTICO newsletter, in www.onthemosway.eu and its monthly Newsletter, in Docks the Future web site and partners' own channels.

OnTheMosway platform is the digital multichannel platform dedicated to the door-to-door maritime and logistic chain. The platform is set up to facilitate the exchange of information, knowledge and experiences in the field of freight, logistics and maritime co-modal transport. This platform has more than 4,000 stakeholders already available, with 27,000 sessions in the first 9 month of 2020 and 37,478 page views (Source: Google Analytics).

Docks the Future web site is another promotional tool: the project defines the vision for the ports of the future, covering specific issues such as emission reduction, energy transition, electrification, port-city interface and the use of renewable energy management.

The web site www.docksthefuture.eu is a great tool to keep in touch with the port cluster together with the participation to the Docks the Future Network of Excellence events and initiatives (digital events and workshops). Indeed the Network of Excellence gathers the most innovative ports willing to team up and take actions to support the maritime community achieving the United Nations 2030 Sustainable Development Goals.

3.4.2 External media

Press releases will be published by the project partners at key moments during the lifetime of the project (as already done for the project launch). Generally speaking, ERTICO will draft the press releases in English and present them, before publication, to the partners directly involved, if considered necessary. Consortium members will have a maximum of three working days to comment.

The same press releases should be translated and adapted to the local audiences, as well as distributed to the national media contacts. The press release will be distributed through Meltwater, a tool used by ERTICO, as well as to all other international members of the consortium press list.

3.4.3 Images and photographs

The consortium are encouraged to develop a repository of project related images and photographs throughout the lifecycle of the project. Folders for different years have been created in the project *Share Point at documents/dissemination/images and photographs* that will allow partners to share their images/photos of the project and its activities as it progresses.

The images will be used for internal and external dissemination and communication materials, such as presentations, brochures, articles etc. If the images have a copyright, the source must be mentioned.

4   ROLES AND RESPONSIBILITIES

4.1   All partners

All project partners will contribute with inputs to news and stories for the online tools, and for printed material when required. They will report their project-related communication activities to **ERTICO** and **Circle**. They will also forward project related press clippings and web or video material that is published in their countries/companies. Furthermore, partners are reminded to promote the project to their peers such as neighbouring city authorities, users and logistics providers or ITS related companies.

4.2 Communication and Dissemination Working Group

Project communication activites will be developed with regular input from project partners. To aid this approach a Communication and Dissemination Working Group is created to discuss, in form of monthly conference calls, specific issues such as, creation of promotional materials, key messages to be conveyed through online tools, production of the video and dissemination activities related to Task 5.2.

WP leaders were invited to provide details of members who could attend the meetings and provide inputs.

Members of the Working Group do not necessarily need to be the official project contact but, if possible, someone with experience in communication and dissemination activities of European projects, and someone aware of the technical progress of the project : **The aim here is to deliver the right message as soon as it is available**

The Working Group will consist of representatives from:

- ERTICO (Task 5.1 - **Communication channels and plan**)
- Circle (Task 5.2 **Dissemination events and plan** and Task 5.5 **Clustering and networking)**
- ICOOR (Task 5.3 **Exploitation)**
- TSYS (Task 5.4 **Standardisation and Spectrum**)
- Living Labs members

  ➢ Athens (ICCS)

  ➢ Koper (ININ, Luka Koper, TSLO, Vicomtech)

  ➢ Hamburg (TSYS, already in WP5)

The monthly calls are open to all the partners of the Consortium who wish to take part in it.

Furthermore, Communication and Dissemination leaders at ERTICO and Circle will organise one-to-one meetings with partners should the need arise for support or specific input into project communication/dissemination activities.

5 KEY PERFORMANCE INDICATORS

The communication tools and channels must have the right outreach and impact on target stakeholders in particular as a vehicle to convey project actions and results. To ensure the tools and channels are taken up in an effective manner throughout the life of the project, there must be a good monitoring and evaluating mechanism in place. 5G-LOGINNOV has defined a set of KPIs (listed in Table 4) and indicated a target value for each communication tool, and channel. A report will be developed in conjunction with the Dissemination leader that will record the communication channels and tools used for the specific dissemination activities. This report will be made available under deliverables/WP5/D5.2 section of SharePoint.

Communication tools/channels	Key performance indicator	Target value		
		Year 1	Year 2	Year 3
Visual identity and communication materials	Project brochure: Number produced		1	Update
	Technical leaflets: Published and distributed (print and online)	≥500	≥500	≥1000
	Video: Number produced	TBD	≥1	≥1
Online presence	Website: Total user visits per month	≥300	≥400	≥500
	Twitter: 5G_LOGINNOV related posts and conversations	100	200	300
	LinkedIn page: Members of 5G-LOGINNOV group	30	60	120
Additional information channels	Articles: Non-scientific publications	≥1	≥2	≥3
	ERTICO Newsletter : 5G-LOGINNOV related news items	≥ 3	≥5	≥10

Table 4: KPIs for communication tools and channels

6   TIMING OF COMMUNICATION ACTIVITIES

Official Deliverables and Milestones

Deliverable 5.1 is related to all project work packages because communications activities will be planned along the lifecycle of the project. Table 5 focuses on the first 2 years of 5G-LOGINNOV as this will be a crucial time in the project's development. During this time the project's activities will be conveyed to target audiences at the different stages of its development, using various communications channels. A project launch press release, Word and PowerPoint Templates, project logo, project factsheet and twitter hashtag have been developed and are available for members to use. The project website, LinkedIn page and project roll-up poster will be available from M04. Project activities will be conveyed via other communication channels from M08 of Year 1 as deliverables are expected at this stage. This chart will be regularly updated.

5G-LOGINNOV		Year 1												Year 2											
WP5 Dissemination and exploitation																									
	Project Month	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
T5.1 Communication plan and channels	Communication plan			M03	updated along the year									updated along the year											
Visual identity and materials	Project Logo	M02																							
	Word and PPT templates	M02																							
	Project launch press release	M02																							
	Project factsheet			M03																					
	Project roll-up poster				M04																				
	Project brochure													To be delivered during Y2											
	Project video													Project video to be produced											
	Technical leaflets								From M08 ≥500 to be delivered during the year					≥500 to be delivered during the year											
Online presence and social media	Project website				M04	updated along the year ≥300 users per month								updated along the year ≥400 users per month											
	LinkedIn page				M04	30 followers								60 followers											
	#for project on twitter				M04	100 tweets and retweets								200 tweets and retweets											
Additional channels	Online project newsletter								From M08 TBD					TBD											
	Non-scientific articles								From M08 ≥1 articles published					≥2 articles published											
	ERTICO newsletters								From M08 ≥3 articles published					≥5 articles published											

Table 5: GANTT chart for communication tools and channels

7   CONCLUSION

5G-LOGINNOV is an innovative project which will exploit 5G technology opportunities in the ports and logistics fields. It will bring environmental benefits while creating business opportunities locally and across borders. The communication channels and plan identifies key audiences, general messages targeting those audiences and relevant communication tools which can be used to promote and convey information about the project's activities. This deliverable should be used as a guide by the consortium members to ensure correct and effective use of the project's communication tools and techniques for maximising the project's identity and impact. Deliverable 5.1 will work in tandem with the dissemination activities set out in Deliverable 5.2.

ANNEX 1: 5G-LOGINNOV LOGO AND USES

1. COMMUNICATIONS PROCEDURE

Visual identity and guidelines

It is important that the project has a distinct identity and branding that can be clearly recognised as 5G-LOGINNOV. 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.

Brand, logo and fonts

1.1 Our brand

Our brand is often the first thing people see when encountering 5G-LOGINNOV. 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 5G-LOGINNOV 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 5G-LOGINNOV brand.

1.2 Our logo

Concept behind the Logo

The starting point for a project bran identity is based around the title of the project **5G-LOGINNOV**.

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

5G-LOGINNOV logo, as presented in these guidelines, has two key elements: the symbol and letters.

The colours for the project are navy blue and the 'Transport & Logistics' focus colour.

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

Figure 1: 5G LOGINNOV logo

We have created a bold, versatile logo for the 5G-LOGINNOV. 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 5G- LOGINNOV project.

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.

1.4 Colours

1 colour – 100% Black logo   1 colour – reversed logo

Figure 2: 5G LOGINNOV alternative logos

Colour is a powerful means of identification. Consistent use of our new logo colours will help us build visibility and recognition for 5G-LOGINNOV 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.

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.
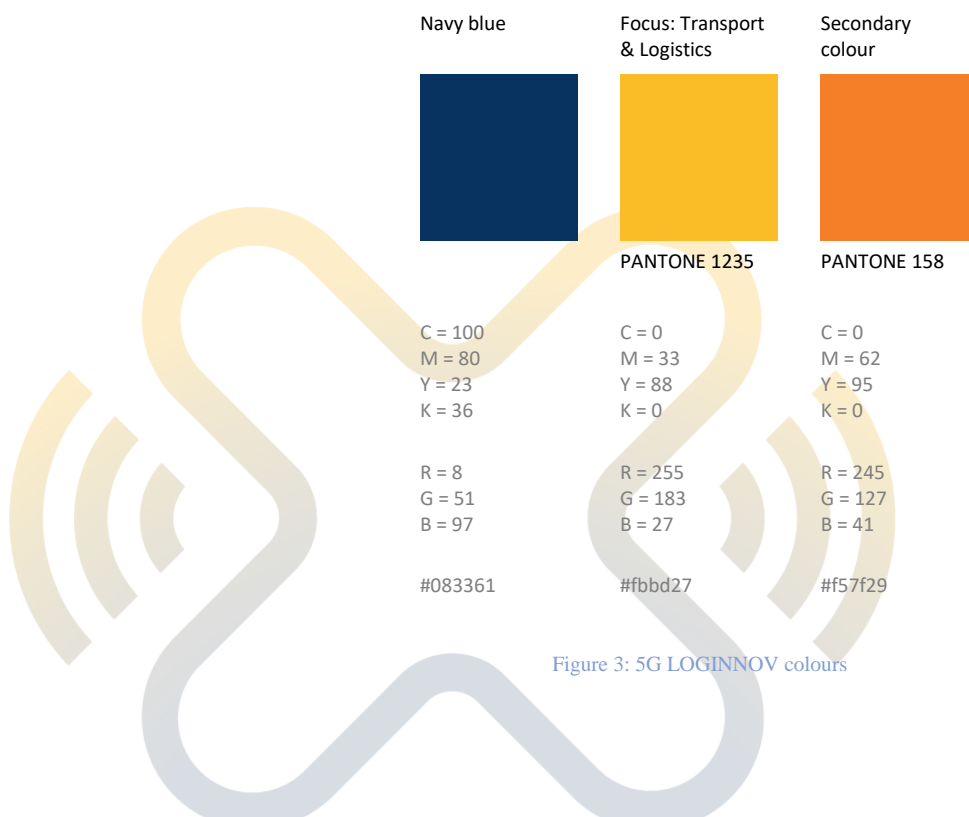
Navy blue	Focus: Transport & Logistics	Secondary colour
	PANTONE 1235	PANTONE 158
C = 100	C = 0	C = 0
M = 80	M = 33	M = 62
Y = 23	Y = 88	Y = 95
K = 36	K = 0	K = 0
R = 8	R = 255	R = 245
G = 51	G = 183	G = 127
B = 97	B = 27	B = 41
#083361	#fbbd27	#f57f29

Figure 3: 5G LOGINNOV 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 5G-LOGINNOV.

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.

1.5 Incorrect use

Never reproduce the logo on a coloured or textured background

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

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

Never distort or stretch the logo

Never enclose the logo in any kind of shape

Never recreate the logo using a different typeface

Figure 4: 5G LOGINNOV incorrect uses

1.6 Fonts

Our primary identity typeface is The Sans, to be used in all printed and web materials. We suggest using 12 of the 56 styles available, to be chosen according to the specific material and criteria of the designer.

As a basic rule, use The Sans Extrabold in the main heading. For subheadings, use The Sans Bold. For body copy, use The Sans Light.

Light
Light Italic
Plain
Plain Italic
SemiBold
SemiBold Italic
Bold
Bold Italic
Extrabold
Extrabold Italic
Black
Black Italic

The Sans

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

Mintur min corem quia etur?

Tiurepudis et qui beatus, odita sam, imaxim voloris

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 reperatempe nonsequ iaspercimus doluptatiae cullaccat 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.

Figure 5: For printed office material

For office materials, use Arial.

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

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

The logo and guidelines are available in the *5G-LOGINNOV SharePoint at documents/dissemination/logo*

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 (PowerPoint) but should check with ERTICO before presenting. Furthermore, partners should inform ERTICO and Circle of where and when presentations will be given.

A template has already been created and is available in the *5G-LOGINNOV SharePoint at documents/dissemination/templates.*

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. 957400)".

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

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Any publication or any other material prepared by the consortium members, even if at national level, on behalf of 5G-LOGINNOV and in the framework of their assigned tasks in the project, shall at least display the project logo and EU flag and funding statement.