URBAN LOGISTICS AS AN ON-DEMAND SERVICE

Project Identity

ULaaDS D7.2: Website, project identity

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*Delivery type: **R**: Document, report; **DEM**: Demonstrator, pilot, prototype; **DEC**: Websites, patent fillings, videos, etc; **OTHER**; **ETHICS**: Ethics requirement; **ORDP**: Open Research Data Pilot.

Author(s)	Organisation
Amy McCready	Bax & Company

Version	Date	Person	Action	Status*	Dissemination level**
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4.0	30/11/2020	Karsten Hülsemann (BRE)	Approving	Approved	PU

*Status: Draft, Final, Approved, Submitted (to European Commission).

Dissemination Level: **PU: Public; **CO**: Confidential, only for members of the consortium (including the Commission Services); **EU-RES** Classified Information - restraint UE; **EU-CON**: Classified Information - confidential UE; **EU-SEC**: Classified Information - secret UE

Abstract

ULaaDS sets out to offer a new approach to system innovation in urban logistics. Its vision is to develop sustainable and liveable cities through re-localisation of logistics activities and re-configuration of freight flows at different scales. Specifically, ULaaDS will use a combination of innovative technology solutions (vehicles, equipment and infrastructure), new schemes for horizontal collaboration (driven by the sharing economy) and policy measures and interventions as catalysers of a systemic change in urban and peri-urban service infrastructure. This aims to support cities in the path of integrating sustainable and cooperative logistics systems into their sustainable urban mobility plans (SUMPs). ULaaDS will deliver a novel framework to support urban logistics planning aligning industry, market and government needs, following an intensive multi-stakeholder collaboration process. This will create favourable conditions for the private sector to adopt sustainable principles for urban logistics, while enhancing cities' adaptive capacity to respond to rapidly changing needs. The project findings will be translated into open decision support tools and guidelines.

A consortium led by three municipalities (pilot cities) committed to zero emissions city logistics (Bremen, Mechelen, Groningen) has joined forces with logistics stakeholders, both established and newcomers, as well as leading academic institutions in EU to accelerate the deployment of novel, feasible, shared and ZE solutions addressing major upcoming challenges generated by the rising on-demand economy in future urban logistics. Since large-scale replication and transferability of results is one of the cornerstones of the project, ULaaDS also involves four satellite cities (Rome, Edinburgh, Alba Iulia and Bergen) which will also apply the novel toolkit created in ULaaDS, as well as the overall project methodology to co-create additional ULaaDS solutions relevant to their cities as well as outlines for potential research trials. ULaaDS is a project part of ETP ALICE Liaison program.

Keywords

Communication, dissemination, visual, identity, website, graphic, logo, interactive, leaflet, roll-up.

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Executive summary

This deliverable breaks down the different elements – or tools – that make up the project identity of ULaaDS and serves as a toolkit for partners to ensure consistent and effective communication. All materials have been produced according to the D7.1 Dissemination Strategy. In addition, this report specifies the objective(s) of each material, the process that has been followed to produce them, and their current status.

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1. Introduction

A good set of communication and dissemination materials is essential as a foundation for effective communication activities. It is crucial to establish a communication package – or toolkit – within the first few months of the project. Accordingly, a set of communication materials has been produced to form the backbone the ULaaDS project internal and external communication.

1.1 Purpose of the document

The ULaaDS project identity toolkit provides an overview of the developed graphical and communication baselines and gears the project with a unique visual identity.

1.2 Scope of the document

The toolkit serves as reference and baseline for the communication work throughout the entire project timeline. It provides the partners with all necessary guidelines and templates which will allow the project outputs to be widely and effectively shared with experts, as well as the wider public.

1.3 Structure of the toolkit

The toolkit is structured in two main sections. The first section is dedicated to the visual identity, including the main project logo and the graphic charter. The second section presents the various communication materials, including available templates, leaflet, the project website, and roll-ups.

2. Visual identity

ULaaDS has a unique visual identity setting all necessary visual baselines and elements that allow the project to be recognised and communicated homogenously over time.

The following paragraphs present the main elements of the visual identity, namely the logo, the graphic charter and the templates.

2.1 Logos

The ULaaDS logo is the key building block of the project identity, the primary visual element that enables easy identification of the project.

To create a logo that could enhance the objectives and reach of the ULaaDS project, a professional designer was hired. To select the designer, **BAX**, with the support of **EUROCITIES**, elaborated a design brief to be distributed to potential candidates. The design brief made emphasis on the evaluation criteria: target audiences, appeal, visibility and usability. After thoroughly evaluating multiple options, one designer was chosen.

All project partners received three logo designs as options and were asked to vote for their favourite logo. The chosen ULaaDS logo received 70% of the votes.

There are two options for the logo: the main horizontal version and a square version.

2.1.1 Primary (horizontal) logo

At the heart of the project identity is the primary horizontal logo (Figure 1) which symbolises a stylised cargo bike 'carrying' a city as cargo. The logo brings together two key elements of the project: 1. the urban dimension; and 2. the prominent role of cargo bikes solutions in ensuring sustainable urban logistics.

Figure 1: Primary logo

There are also positive and negative logo variations available to be used for printing communication material or as partner logo in third party publications.

Figure 2: Positive version of horizontal logo

Figure 3: Negative version of horizontal logo

2.1.2 Square logo

Another variation of the logo is the square logo, to be used when space is limited, e.g. on social media profile pictures, banners, web communication tools, etc.

Figure 4: Square logo variation

Just like the primary horizontal logo, there are also positive and negative variations of the square logo available for printing communication material. However, these will only be used in exceptional circumstances, when it is impossible to print the logo in full colour.

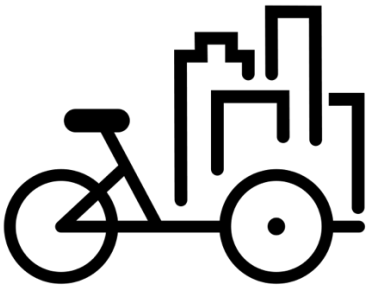


Figure 5: Positive square logo

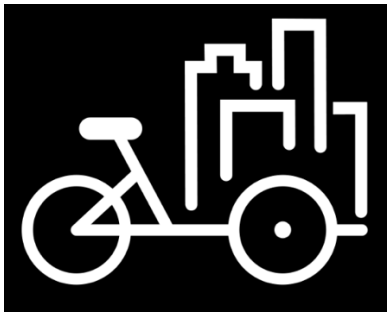


Figure 6: Negative square logo

2.2 Graphic charter

The consistent use of colours, graphic elements and typography will contribute to the cohesive and harmonious look for the project identity across all relevant media. The ULaaDS graphic charter (Annex 1) summarises all of these elements and is at the partners' disposal to ensure consistency in all public materials. All communication materials have been produced according to these guidelines and any visual material that is produced in the future will also follow these guidelines.

2.2.1 Colours

The ULaaDS logo incorporates five different colours, blue being the primary colour. The figure below includes all colour codes for the five different shades that complete the ULaaDS colour palette, as taken from the graphic charter.

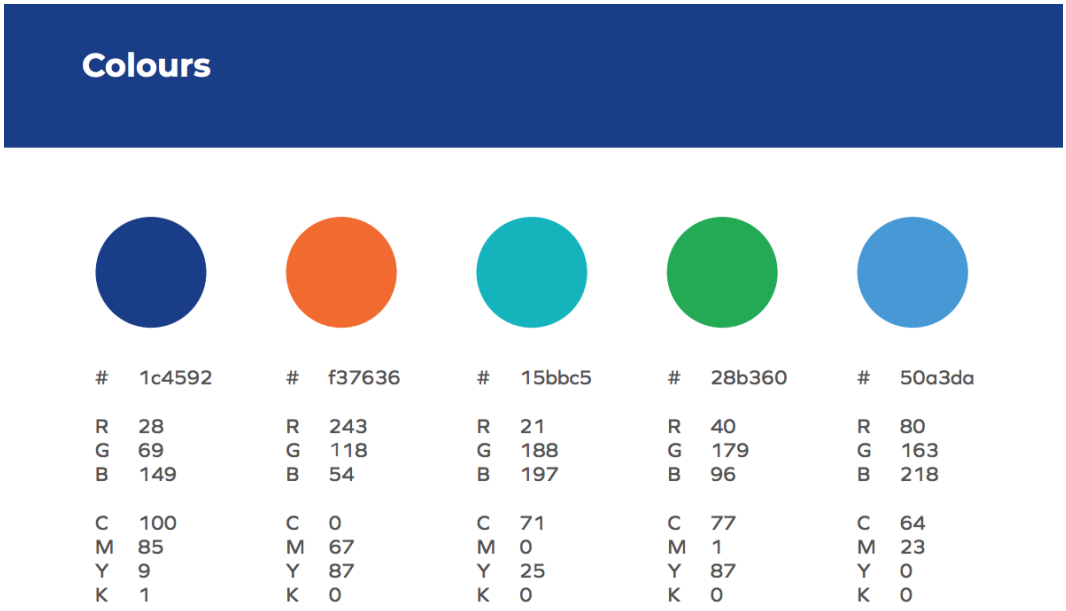


Figure 7: ULaaDS colour palette

2.2.2 Graphic elements

Below are additional graphic elements to be used as part of different layout designs to raise the recognisability of the project. These specific elements were chosen as a direct link to main topics of the project; cities and cargo bikes. Graphic elements are responsible for complementing the communication visuals, enhancing various digital and print layouts. The graphic elements can be used with a transparent background.

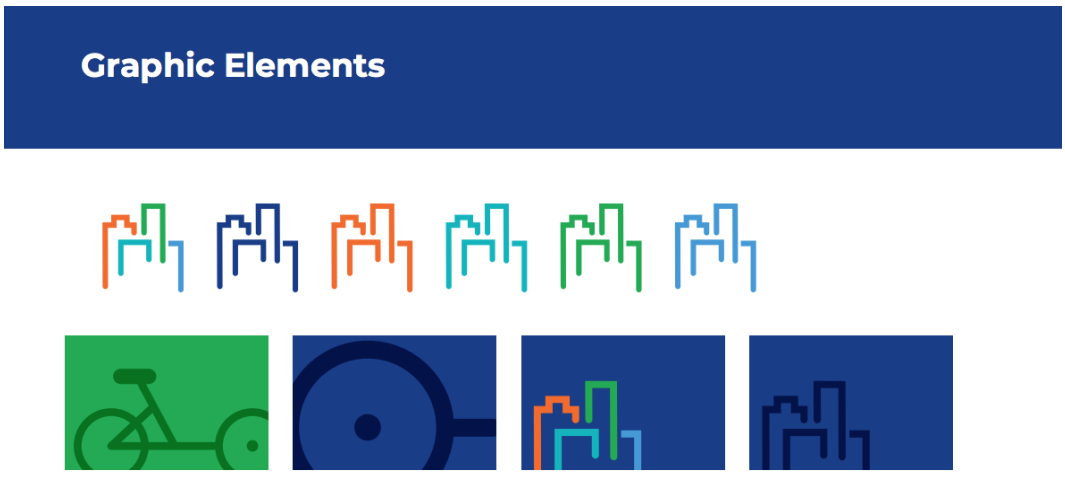


Figure 8: ULaaDS graphic elements

2.2.3 Typography

Typography plays an important role in communicating the overall tone and quality of the project. Careful use of typography reinforces our personality and ensures clarity and harmony in all of ULaaDS communications. ULaaDS uses three fonts for different purposes.

Helvetica Neue Bold is used in the main project logo to display the ULaaDS acronym. It will be the go-to font for larger headings and sub-headings (H1 and H2).

Graphie Regular is the second font that features in the main project logo and is used to display the full project title. This font will be used for smaller titles (H3 and H4).

Both of these fonts will be used for ULaaDS promotional materials; however, **Calibri** will be used in project documentation for paragraph text, due to its accessibility and readability.

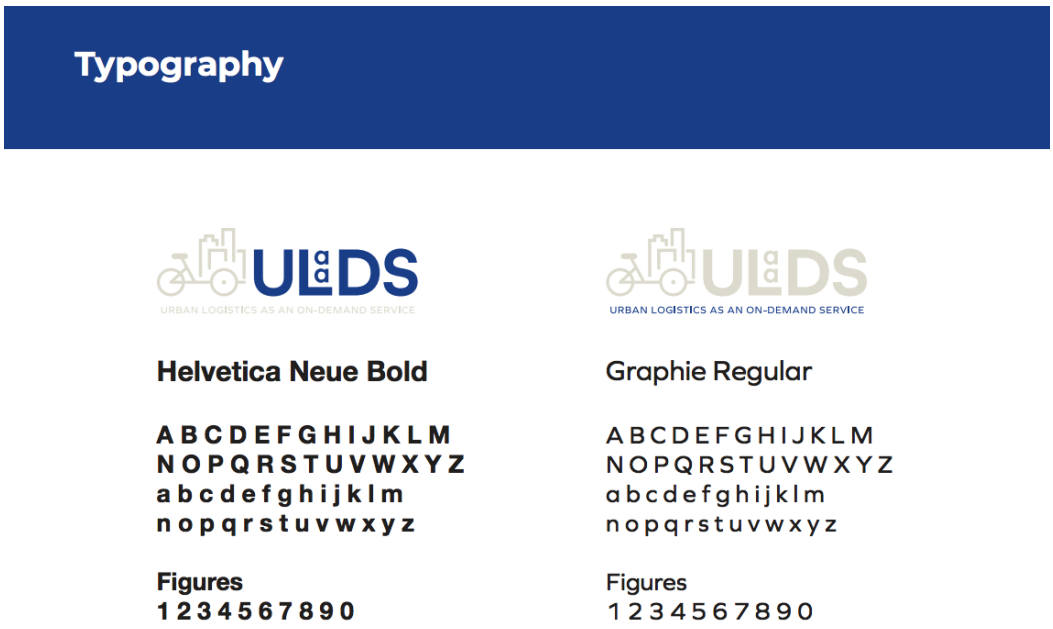


Figure 9: ULaaDS two primary fonts

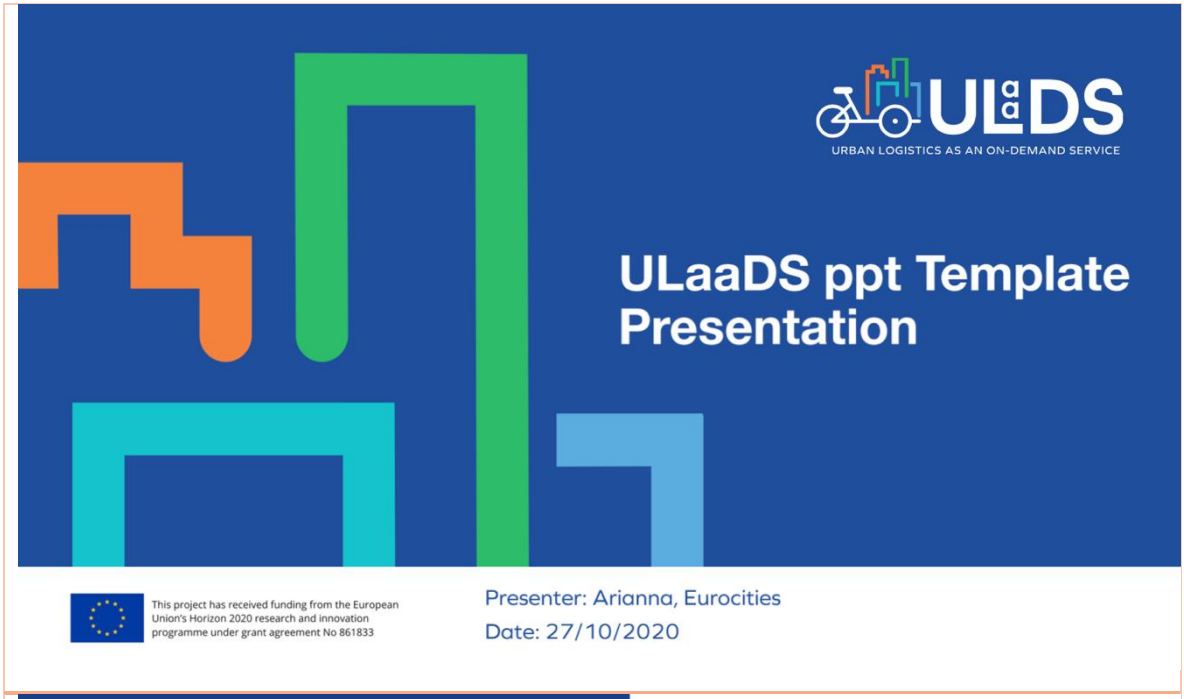
2.3 Templates

A set of templates has been produced to ensure consistency in internal and external communication of the ULaaDS project.

BAX and **EUROCITIES** led the development process. The graphic designer who developed the logo and graphic charter also created the PowerPoint template. BAX developed the word template in-house with support from EUROCITIES. EUROCITIES was involved throughout the whole development process for the graphic charter and the templates.

The templates include both Word documents to be used for deliverables, meetings and events agendas, memos for minutes etc., and a PowerPoint presentation

2.3.1 PowerPoint template



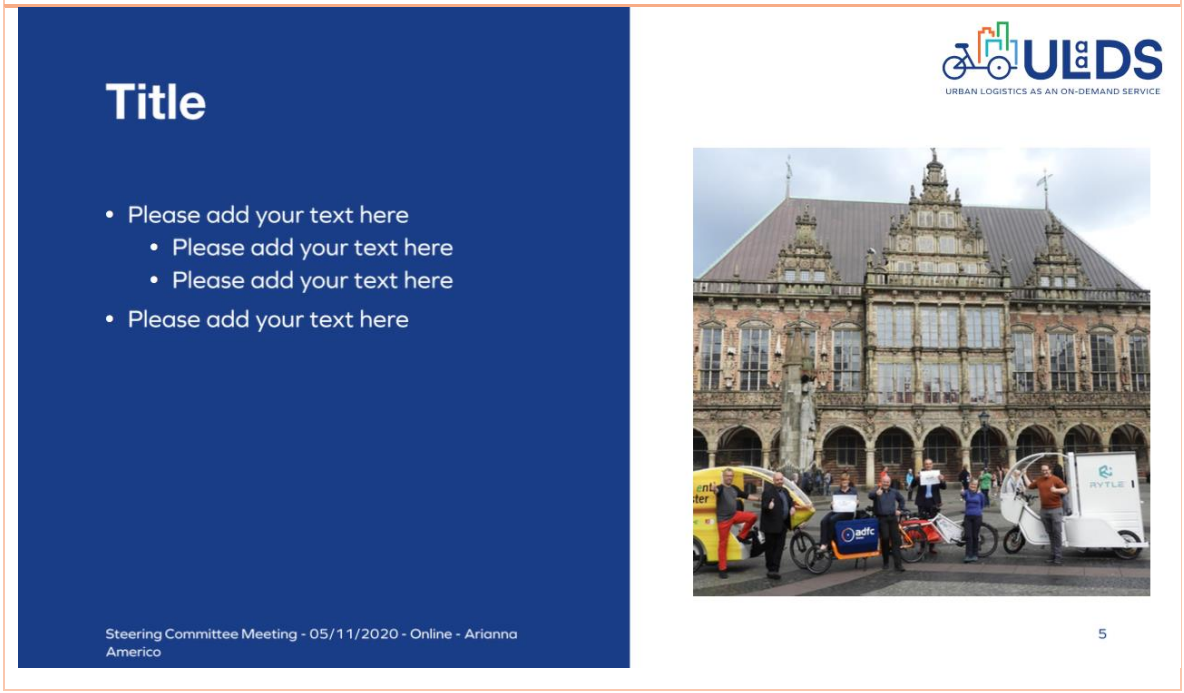
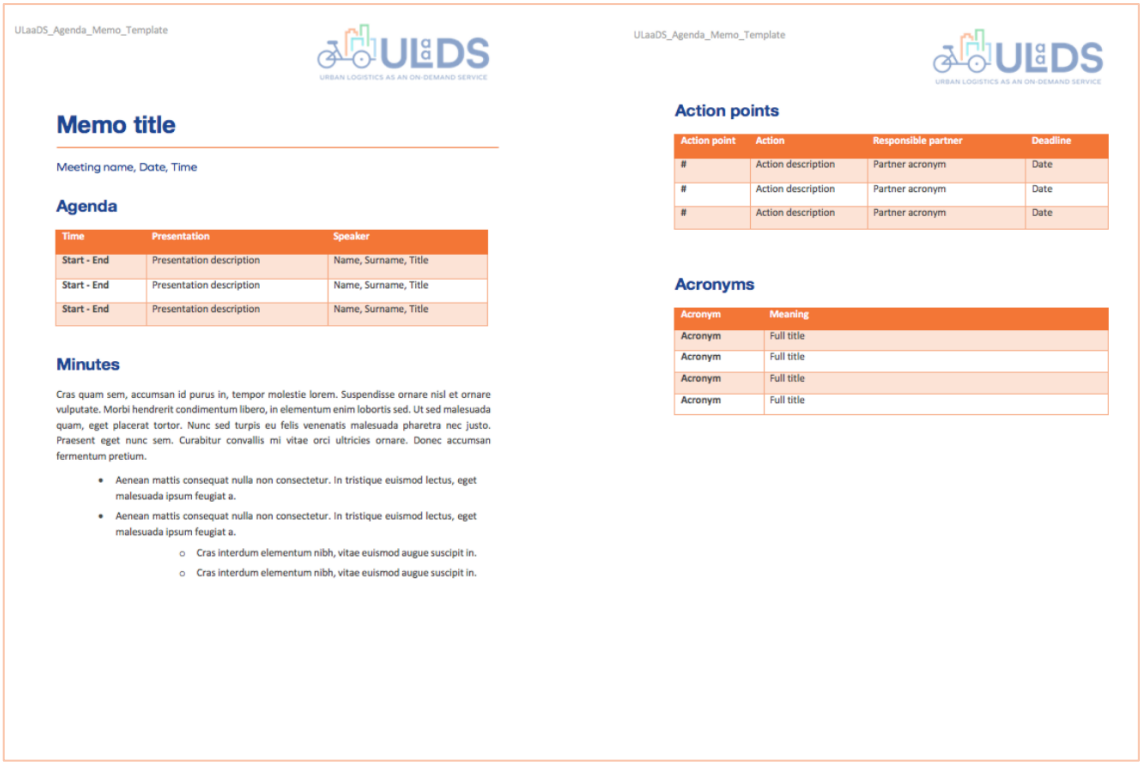


Figure 10: Slides from the PowerPoint template

The PowerPoint template (Annex 2) includes multiple layout options for partners to choose from, as well as relevant icons and timeline visuals to support a visually engaging presentation. As with all ULaaDS communication material, the PowerPoint template also includes a reference to funding from the European Commission's Horizon2020 Programme.

2.3.2 Microsoft Word templates

Figure 11: Pages of the deliverable template



ULaaDS_Agenda_Memo_Template

Memo title

Meeting name, Date, Time

Agenda

Time	Presentation	Speaker
Start - End	Presentation description	Name, Surname, Title
Start - End	Presentation description	Name, Surname, Title
Start - End	Presentation description	Name, Surname, Title

Minutes

Cras quam sem, accumsan id purus in, tempor molestie lorem. Suspendisse ornare nisl et ornare vulputate. Morbi hendrerit condimentum libero, in elementum enim lobortis sed. Ut sed malesuada quam, eget placerat tortor. Nunc sed turpis eu felis venenatis malesuada pharetra nec justo. Praesent eget nunc sem. Curabitur convallis mi vitae orci ultricies ornare. Donec accumsan fermentum pretium.

- Aenean mattis consequat nulla non consectetur. In tristique euismod lectus, eget malesuada ipsum feugiat a.
- Aenean mattis consequat nulla non consectetur. In tristique euismod lectus, eget malesuada ipsum feugiat a.
  - Cras interdum elementum nibh, vitae euismod augue suscipit in.
  - Cras interdum elementum nibh, vitae euismod augue suscipit in.

ULaaDS_Agenda_Memo_Template

Action points

Action point	Action	Responsible partner	Deadline
#	Action description	Partner acronym	Date
#	Action description	Partner acronym	Date
#	Action description	Partner acronym	Date

Acronyms

Acronym	Meaning
Acronym	Full title
Acronym	Full title
Acronym	Full title
Acronym	Full title

Figure 12: Memo template

ULaaDS_Participant_List_Template

Participants list

Meeting name, Date, Time

Name	Surname	Title	Organisation	Email
Name	Surname	Title	Organisation	name@organisation.eu

ULaaDS_Meeting_Agenda_Template

Meeting Title

Meeting name, Date, Time

Link to the event

Agenda

Time	Presentation	Speaker
Start – End	Presentation title	Speaker Name, Surname, Title, Organisation

Figure 13: Participants list and agenda

3. Communication material

ULaaDS has developed a coherent set of communication materials – or tools – to put forth its main messages, objectives, and results.

The following paragraphs present the main ULaaDS communication materials, namely the project website and interactive leaflet.

3.1 Project website

The website informs the public, and all the other target audiences about the aims, outcomes, solutions and trials that will be carried out during the course of the project. It is the project's first window for external stakeholders, providing information on ULaaDS objectives, partners, solutions, publications, news and success stories. It features the Lighthouse and Satellite cities in detail, including stories for inspiration in other cities across Europe. The ULaaDS website also allows users to access the 360º urban logistics observatory insights and deliverables, as part of WP2.

WordPress-based content management system allows for the easy creation of new pages, inclusion of new text, pictures and video content. The website features dedicated pages for news and events in a blog style. The website embeds videos (media library), a twitter feed, and publications.

The website addresses all target groups and is developed in a user-friendly way, ensuring easy and smooth navigation. The ULaaDS website can be consulted at:

http://www.ulaads.eu

The website also includes links to dedicated ULaaDS pages on social media, i.e. LinkedIn and Twitter.

The primary language of the website is English, although google translation features are supported.

BAX is responsible for briefing and coordinating the creation/layout process of the website with the designer, with support from **EUROCITIES.**

The project website is currently being finalised and it will be launched to the public by mid-December. (Mid-M4)

Initially, the website is structured as follows:

Table 1: Website initial structure

Home	About	Our cities	Resources	Solutions & schemes	360º urban logistics observatory	News and events	Contact us

	Our vision	Bremen	Reports & Publications		Insights	News	
	The consortium	Groningen	Media library *(videos)*		Best practices database	Events	
	Related initiatives	Mechelen	Communication material *(leaflets, posters, project logo, etc.)*		UFT resources		
		Alba Iulia	Glossary				
		Bergen					
		Edinburgh					
		Rome					

The images below show an initial design sketch of the home page.

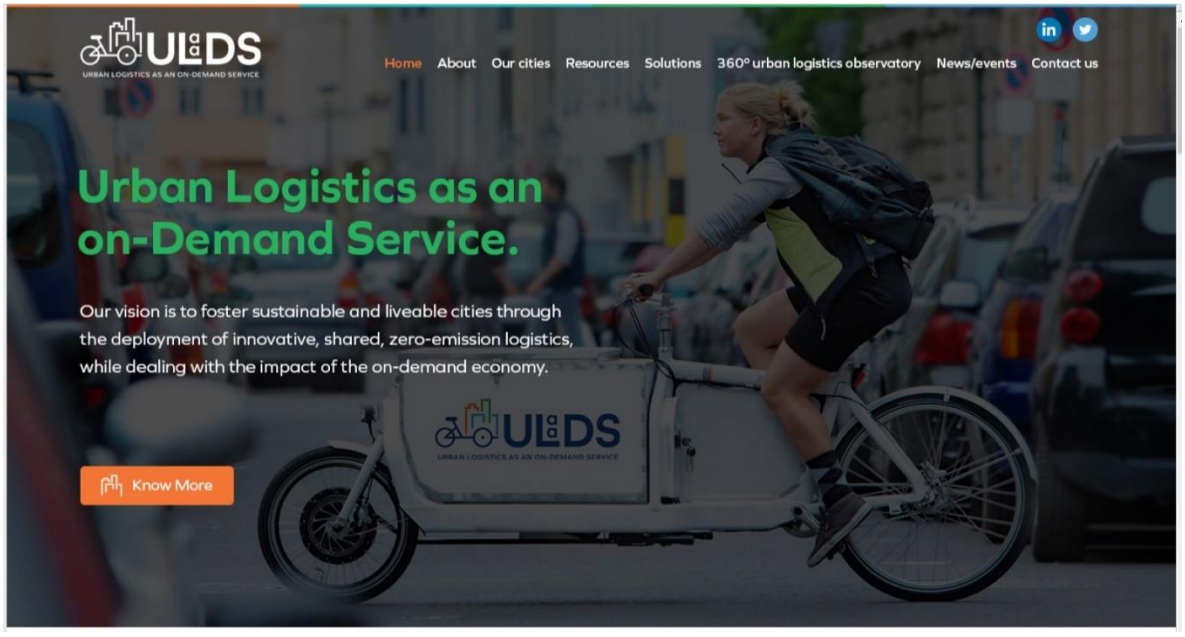


Figure 14: Website structure – Home Page top section

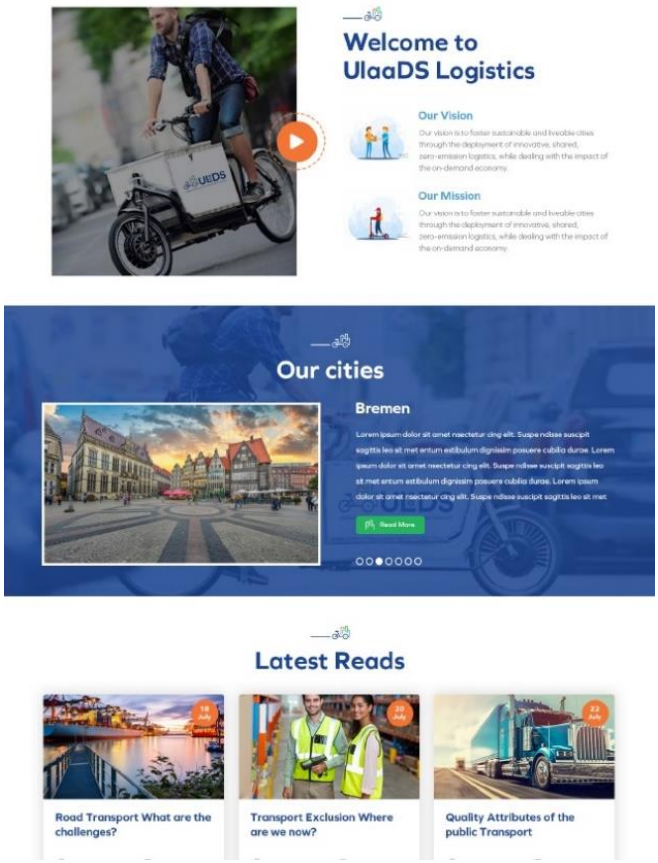


Figure 15: Website structure – Home Page content

3.2 Leaflet

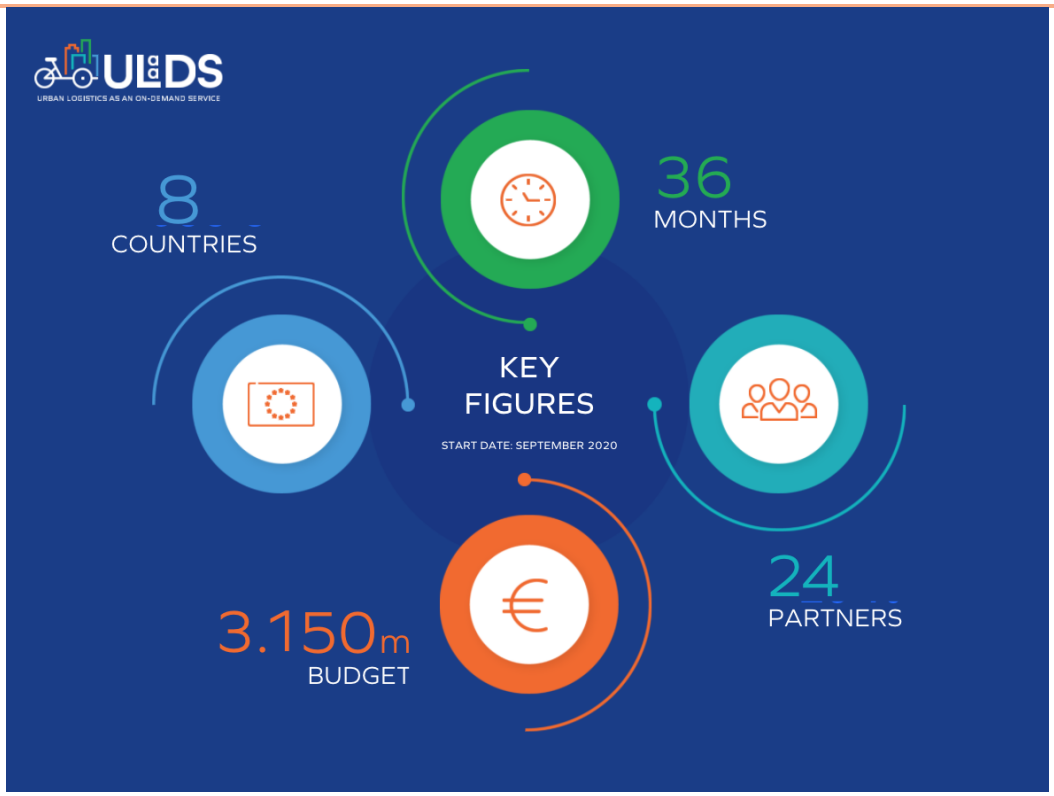
The project leaflet is produced and used as the project's business card towards external stakeholders, presenting at a glance ULaaDS objectives, the Lighthouse and Satellite cities, the ULaaDS solutions and schemes, and the project partners. Due to the ongoing COVID-19 crisis and the uncertainties related to the feasibility of physical meetings, the communication managers decided to develop an online 'interactive' leaflet that could be more easily disseminated through virtual means and on social media. The online leaflet has a series of animations, pop-ups, links (e.g. to the project partners websites and to social media profiles of the project) that make it an attractive dissemination tool, moving beyond the usual PDF format of online leaflets.

The ULaaDS online leaflet can be consulted here: **http://leaflet.ulaads.eu/.h2020/**

Depending on when physical meetings will be possible again, it will be determined if an updated version of the leaflet should be produced and printed at a later stage. The total number of copies printed could be adjusted accordingly. It will also be assessed whether the leaflets produced at a later stage should be translated into the different languages of the project.

EUROCITIES developed the design of the online leaflet with support from **BAX**.

BAX and EUROCITIES collaborated on the development of the written content of the leaflet.



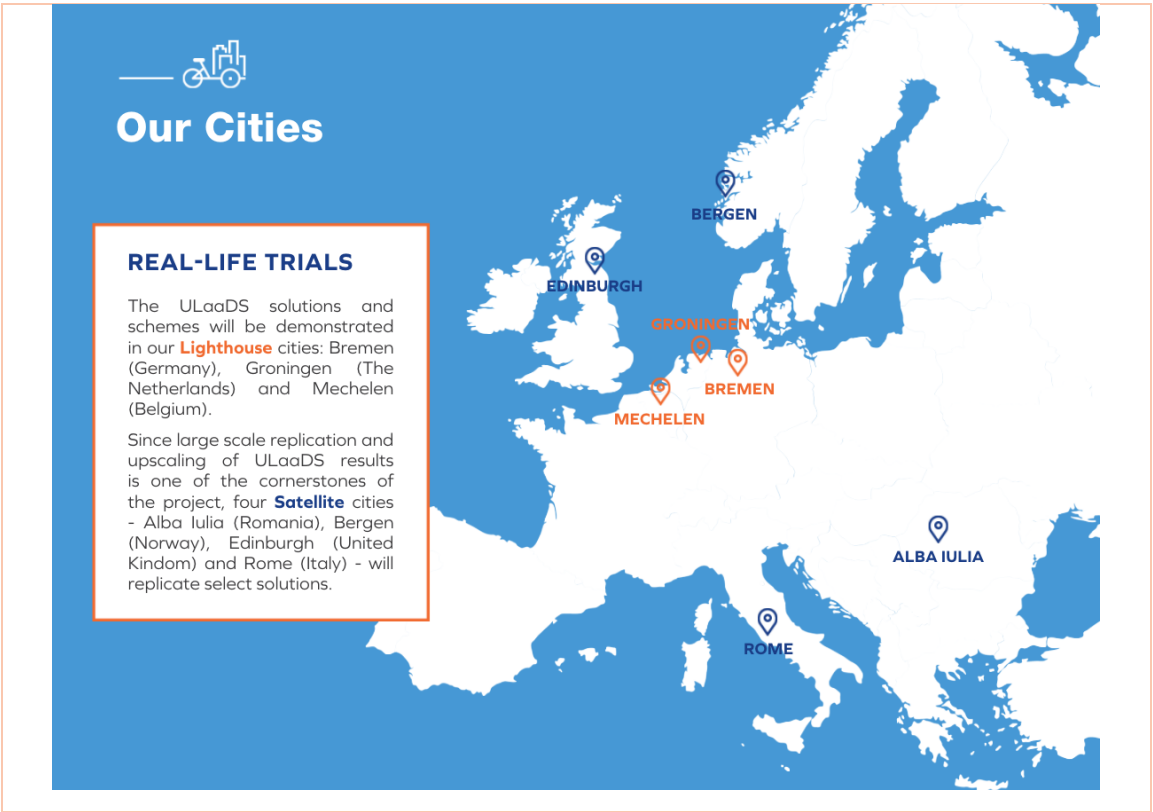


Figure 16: Slides from the interactive leaflet

3.3 Roll-ups

Three roll-up banners were foreseen to be produced to promote ULaaDS at events. However, due to the current ongoing COVID-19 crisis, it was agreed to postpone the production of the roll-ups until physical meetings are possible again. The number of roll-ups to be printed will be assessed in due time.

Should it not be possible to host physical meetings for the whole duration of the project, the budget foreseen for the production of the roll-up could instead be used to purchase a digital conference platform that can be personalised according to the project visual identity. This platform could be used for workshops, webinars or events (e.g. the digital platform used for the Urban Mobility Days 2020 - https://www.aanmelder.nl/en/online-event).

4. Conclusions

This document – or toolkit – summarised the main visual identity and graphic elements specifically developed for the ULaaDS project and provided an overview of the main communication materials that shall be used whenever there is an opportunity to present the project and its outputs.

All future materials will be developed in accordance with the graphic charter guidelines and the (D7.1) Dissemination strategy to ensure project visibility and consistency.

Annex 1 – Graphic charter

ULaDS
URBAN LOGISTICS AS AN ON-DEMAND SERVICE

Horizontal Logo (The H height) 2
Horizontal Logo (Clear space) 3
Square Logo 4
Positive and Negative Logo 5
Typography 6
Colours 7
Graphic Elements 8

1

Horizontal Logo
The H height

The "H" height is measured from the top to the bottom of the "H"

2

Square Logo

The square logo is to be used when more convenient, e.g. on social media profile pictures, banners, web communication tools, etc.

4

Typography

ULaDS
URBAN LOGISTICS AS AN ON-DEMAND SERVICE

Helvetica Neue Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures
1 2 3 4 5 6 7 8 9 0

ULaDS
URBAN LOGISTICS AS AN ON-DEMAND SERVICE

Graphie Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures
1 2 3 4 5 6 7 8 9 0

6

Colours

# 1c4592	# f37636	# 15bbc5	# 28b360	# 50a3da
R 28	R 243	R 21	R 40	R 80
G 69	G 118	G 188	G 179	G 163
B 149	B 54	B 197	B 96	B 218
C 100	C 0	C 71	C 77	C 64
M 85	M 67	M 0	M 1	M 23
Y 9	Y 87	Y 25	Y 87	Y 0
K 1	K 0	K 0	K 0	K 0

7

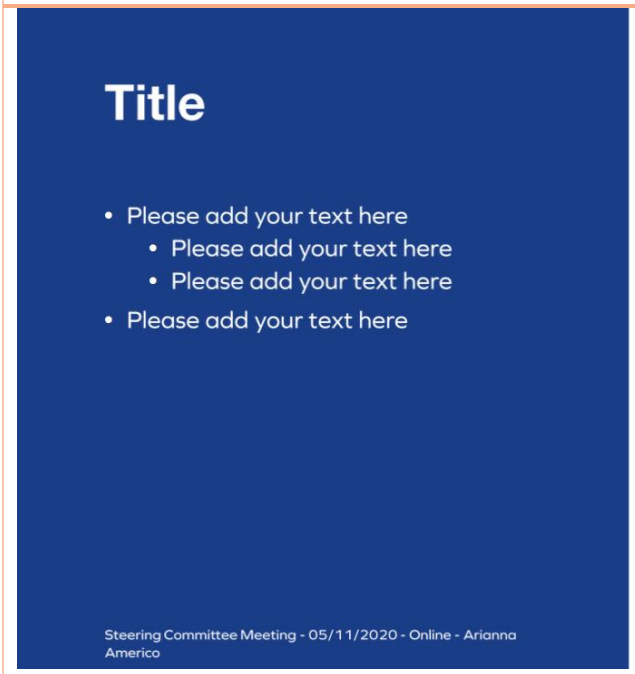
Graphic Elements

8

ULaDS
URBAN LOGISTICS AS AN ON-DEMAND SERVICE

OCTOBER 2020

Annex 2 – PowerPoint template



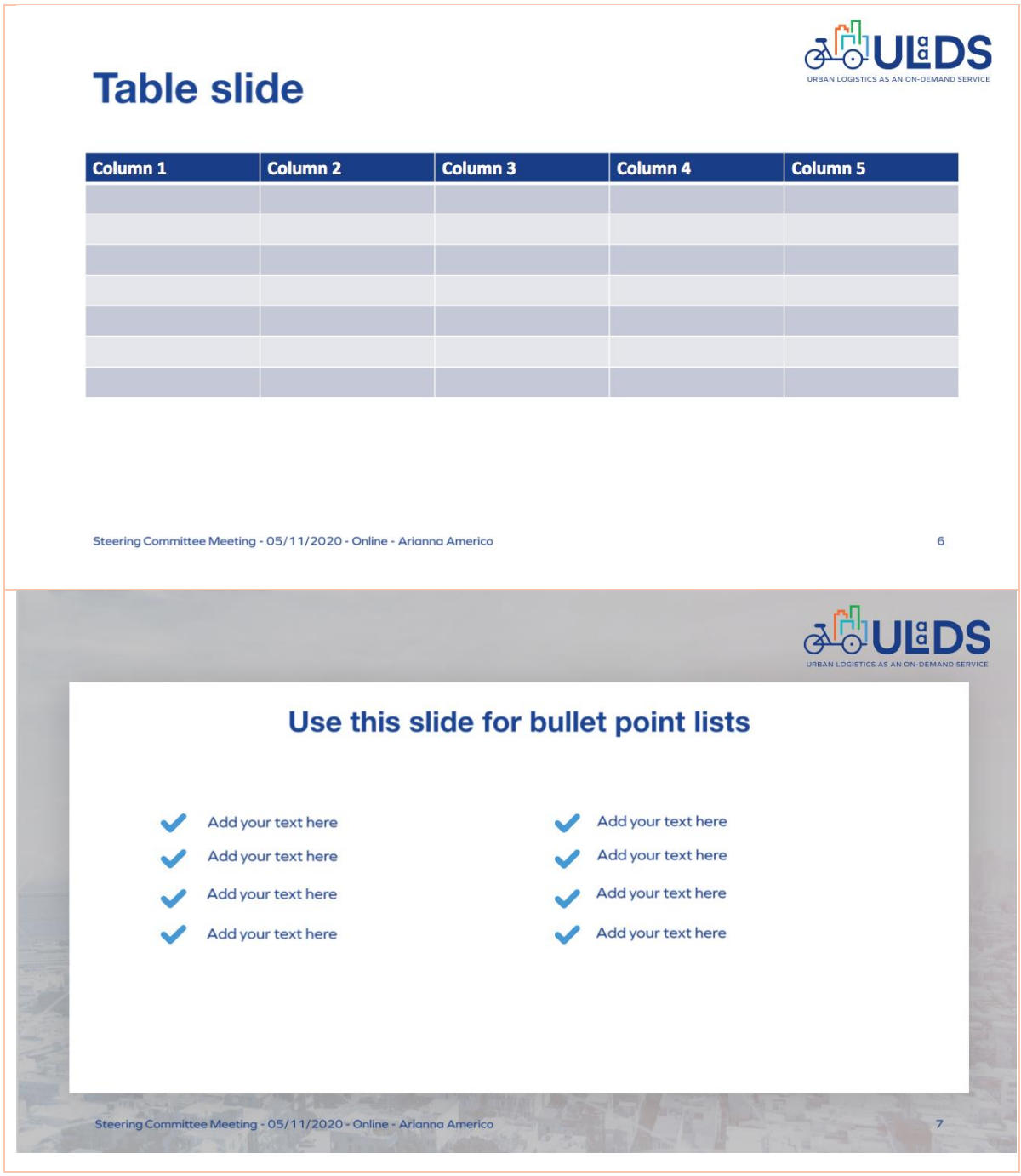


Table slide
Column 1
Column 2
Column 3
Column 4
Column 5
Steering Committee Meeting - 05/11/2020 - Online - Arianna Americo
6
Use this slide for bullet point lists
Add your text here
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Steering Committee Meeting - 05/11/2020 - Online - Arianna Americo
7

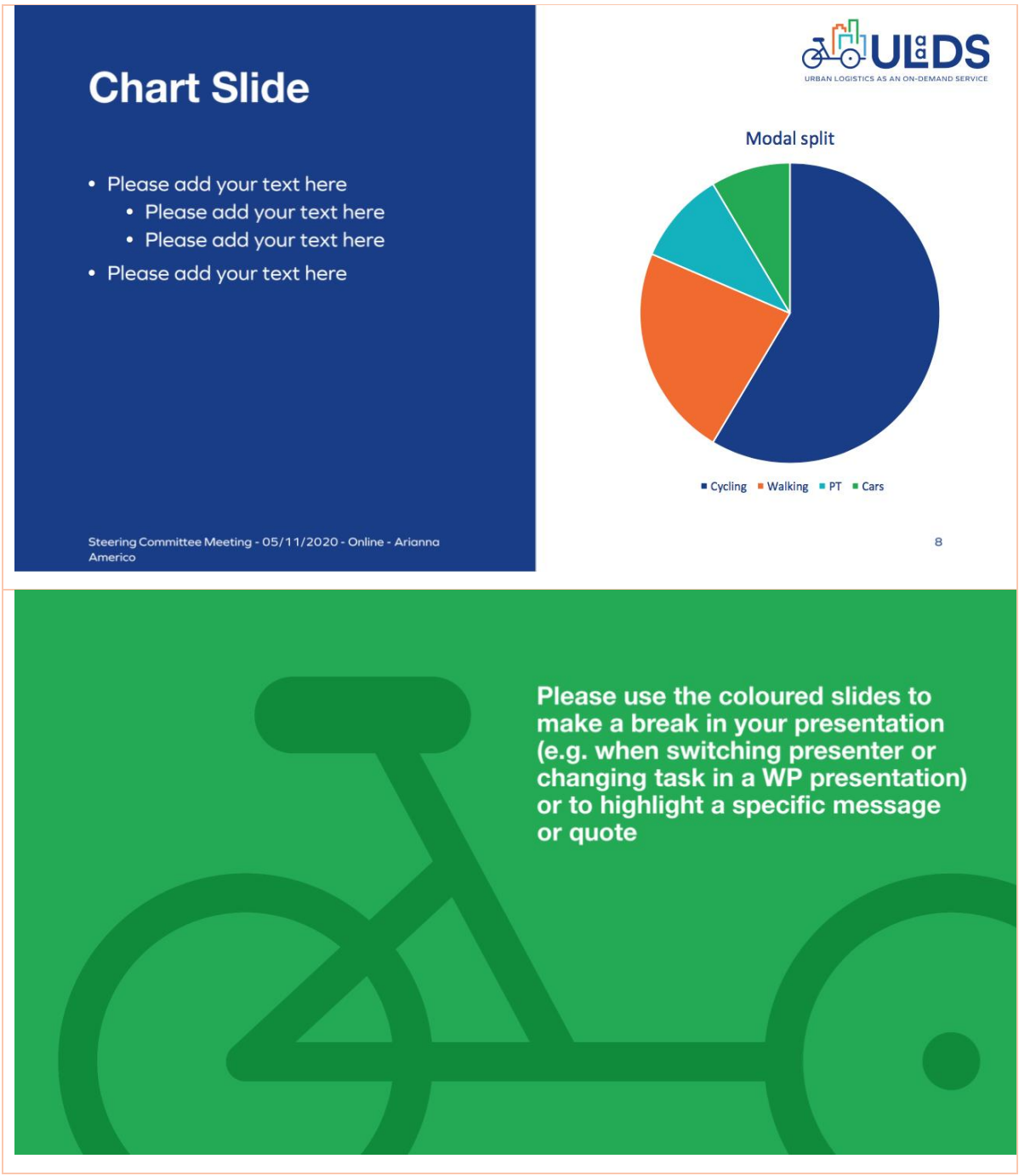
Chart Slide
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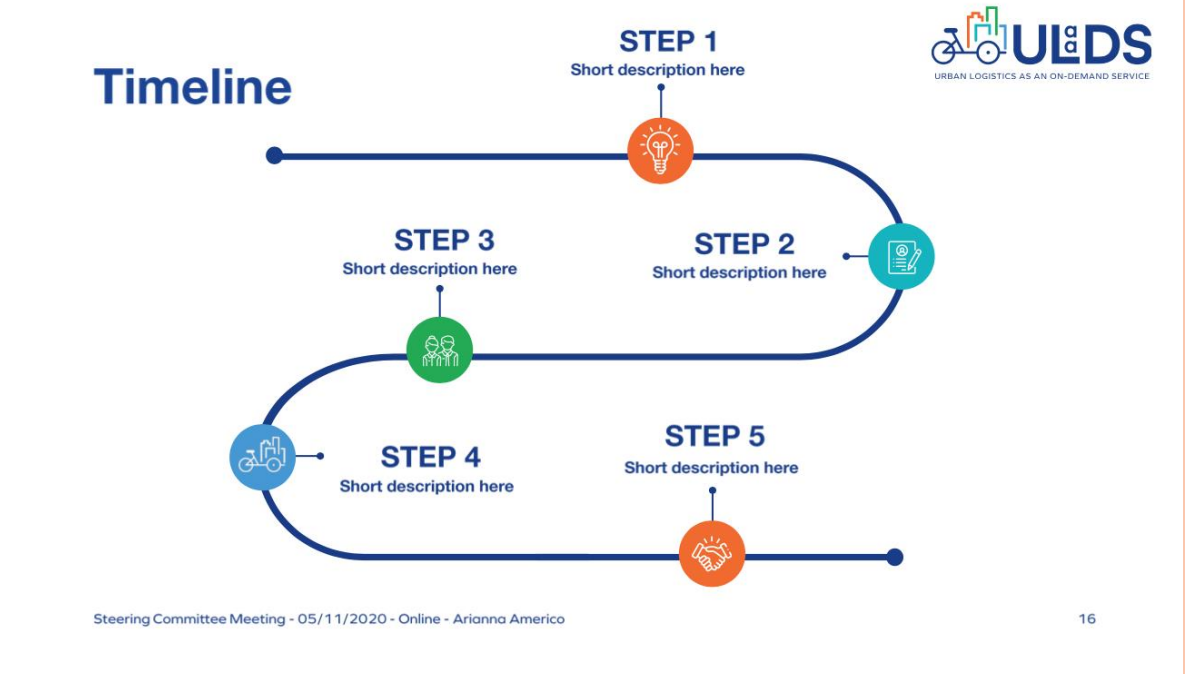
• Please add your text here
Steering Committee Meeting - 05/11/2020 - Online - Arianna Americo
ULaDS
URBAN LOGISTICS AS AN ON-DEMAND SERVICE
Modal split
Cycling
Walking
PT
Cars
8
Please use the coloured slides to make a break in your presentation (e.g. when switching presenter or changing task in a WP presentation) or to highlight a specific message or quote

Icons
Steering Committee Meeting - 05/11/2020 - Online - Arianna Americo
15


Timeline
STEP 1
Short description here
STEP 2
Short description here
STEP 3
Short description here
STEP 4
Short description here
STEP 5
Short description here
Steering Committee Meeting - 05/11/2020 - Online - Arianna Americo
16

Other elements
1
2
3
4
TITLE ONE
Short description here short description here
TITLE TWO
Short description here short description here
TITLE THREE
Short description here short description here
TITLE FOUR
Short description here short description here
Steering Committee Meeting - 05/11/2020 - Online - Arianna Americo
18
Thank you!
Your Name
youremail@here.eu
URBAN LOGISTICS AS AN ON-DEMAND SERVICE
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 861833