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URBANIZED

MODULAR AND FLEXIBLE SOLUTIONS FOR URBAN-SIZED ZERO-EMISSIONS LAST-MILE DELIVERY & SERVICES VEHICLES

URBANIZED D8.1: Website, Project Identity, and Dissemination Strategy with KPIs

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Communication, dissemination, strategy, plan, website, social media, events, publications.

Executive summary

The URBANIZED dissemination strategy sets the framework to ensure the project's visibility, optimal exploitation, and deployment of the project results to a wide group of stakeholders at European, international, national and local level.

This document describes the target audiences, activities, communication and dissemination tools and channels that will enable URBANIZED to be the flagship initiative in Europe boosting the uptake of innovative, modular, zero-emission logistics in cities.

Table of contents

1. About URBANIZED 6

2. Communication and dissemination plan 7

2.1 Communication and dissemination objectives 7

2.2 Communication and dissemination target groups 8

2.3 Project identity 9

2.3.1 Project logo 9

2.3.2 Graphic charter and templates 11

2.3.3 Leaflets 12

2.3.4 Roll-ups and presentation materials 12

2.4 Digital communication tools 13

2.4.1 Project website 13

2.4.2 Social media 17

2.4.3 Newsletters 19

2.5 Publications and media 19

2.5.1 Press and media 19

2.5.2 Scientific publications 20

2.5.3 URBANIZED publications 22

2.6 Events and webinars 22

2.6.1 Networking events 22

2.6.2 Project's workshops and events 25

2.6.3 Coordination with other initiatives and stakeholders 27

2.6.4 Collection and processing of personal data 30

2.7 Deployment 31

2.7.1 Phased approach 31

2.7.2 Monitoring and Key Performance Indicators (KPIs) 31

2.7.3 Deliverables and milestones 33

2.7.4 Resources 33

Acronyms 35

Annexes 36

List of figures

Figure 1: Main logo 9
Figure 2: Horizontal logo 9
Figure 3: White logo for use on dark backgrounds 10
Figure 4: Square icon for use in stylised communication material 10
Figure 5: Wordmark for use in stylised communication material 10
Figure 6: Website home page 1 15
Figure 7: Website home page 2 16

List of tables

Table 1: Tools and target audience 8
Table 2: Website structure 13
Table 3: List of journals of interest preliminary identified by URBANIZED partners 20
Table 4: List of events of interest preliminary identified by URBANIZED partners 23
Table 5: Other projects to build on with URBANIZED activities 27
Table 6: Links to other ongoing projects related with URBANIZED activities 28
Table 7: Projects approved within the H2020-LC-GV-2020 call, LC-GV-08-2020 topic 29
Table 8: Dissemination key performance indicators 32
Table 9: Deliverables in WP8 33
Table 10: Milestones in WP8 33
Table 11: Staff resources for dissemination and exploitation 34

1. About URBANIZED

URBANIZED stands for modUlaR and flexible solutions for urBAN-sIzed Zero-Emissions last-mile Delivery and services vehicles.

URBANIZED aims to prepare urban settings for the future by integrating flexibility and adaptability through modularity in the design of all-electric Light Commercial Vehicles (LCVs), to cover the rapid growth and the changing nature of deliveries and on-demand urban freight transportation (UFT) services while reducing the number of necessary vehicles and dramatically improving last-mile delivery operations.

URBANIZED will work and deliver innovations at 3 levels:

At vehicle systems level: URBANIZED will contribute to solving current automotive manufacturing challenges related to the trade-offs between standardisation and customisation when developing modular vehicle architectures that can serve various user needs by reducing the cost of modularity in each fit-for-purpose application, thus being able to radically reduce production costs for both mainstream and niche applications.

At vehicle level: URBANIZED will contribute to increasing the market offer and uptake of high-performance, urban sized, zero-emission LCVs optimised for urban and suburban operations that will cover present and increasing future demand for these vehicles by offering superior solutions to the alternatives used today for equivalent missions.

At fleet level: URBANIZED will solve the trade-off between 'One size fits all' and 'Design for purpose' approaches when operating mixed fleets of small commercial vehicles thanks to modular vehicle architectures and adaptable energy management systems designed to increase the usability experience while reducing fleet investments and operational costs.

The overarching objective of URBANIZED is to develop and demonstrate a new flexible and modular vehicle platform for small commercial e-vehicles, satisfying design principles of right-sizing vehicles for specific missions in three dimensions: (1) high-performance e-powertrain components and control architectures, through the use of advanced hardware and software co-design approaches; (2) interchangeable, plug & play cargo modules for different use case scenarios and; (3) integrated energy and fleet management strategies using data, connectivity and predictive control algorithms.

The project will produce a comprehensive methodology of the process with its results, challenges and recommendations for solutions to be replicated. Aiming at broadening dissemination and impact, URBANIZED defines an extended partnership, involving 3 satellite cities (Groningen, Madrid and Bergen) committed to CO2-emissions free logistics in their city centres by 2030 and a high-volume OEM highly positioned in the LCV market, all interested in replicability of project results.

2. Communication and dissemination plan

2.1 Communication and dissemination objectives

The overall aim of URBANIZED's communication and dissemination strategy is to raise awareness about the project and maximise its visibility. This will include optimal exploitation and deployment of the project results to a wide group of stakeholders at local, national, European, and international level.

Through targeted activities, dedicated communication and dissemination tools and channels, URBANIZED aims to increase the acceptance and foster market uptake of innovative, modular, zero-emission logistics in cities.

Moreover, the project's ambition is to go beyond the promotion and dissemination of results and encourage significant breakthroughs in Europe regarding the development of new concepts and business cases.

Within WP8, the high-level communication and dissemination aims are translated into the following operational objectives:

1. Define and implement a common strategy for effective and integrated communication and dissemination of the URBANIZED project, including its trials, solutions, activities, and their results;
2. Support project partners and satellite cities with their local, European, and international dissemination activities;
3. Develop the necessary online and offline tools and channels for appropriate communication and dissemination;
4. Inform key stakeholders, such as logistics operators, OEMs, suppliers, policy makers, and disseminate the project's activities and results at local, national, European, and international levels;
5. Increase the project's visibility beyond the URBANIZED consortium, thus broadening the project acceptance and fostering the uptake of its results;
6. Ensure a wide visibility of the project's activities and results by participating in project- related and external events, targeting a broad range of addressees;
7. Cooperate and collaborate with other related H2020-funded projects and initiatives thus widening the URBANIZED impact in this field.

2.2 Communication and dissemination target groups

URBANIZED has identified the following key audiences that partners will target for project dissemination: Logistics operators (End-users); OEMs; Suppliers (Tier 1/2); Policy-makers (city councils and other transport authorities); Researchers/scientific community; Standardisation organisations; Educational institutions.

Special focus will be given to existing networks and associations which can engage with potential users of the services, solutions, and tools to be developed and deployed in the pilots during the project. The different communication products will provide different levels of detail, depending on the purpose and/or the target group they serve.

Table 1: Tools and target audience

Audience / Tool	Website	Leaflets/roll-ups	Videos	Social media	Newsletters	Scientific/Sectorial publications	Events	Webinars	Policy & research recommendations
Logistics operators (end-users)	X	X	X	X	X		X	X	
OEMs	X	X	X	X	X		X	X	
Suppliers (Tier 1/2)	X	X	X	X	X		X	X	
Policy-makers (city councils and other transport authorities)	X	X	X	X	X	X	X	X	X
Researchers/ scientific community	X	X	X	X		X	X	X	
Standardisation organisations	X	X	X	X	X		X	X	X
Educational institutions	X	X	X	X	X	X	X	X	

2.3 Project identity

The visual identity establishes a common and recognisable brand for URBANIZED, which will be used for all project communication and dissemination activities during the whole duration of the project.

The project identity relates to the appearance and visibility of a project towards the external stakeholders. This includes a logo and templates for project deliverables and PowerPoint presentations.

2.3.1 Project logo

At the core of the project identity is the project logo (Figure 1) which depicts a futuristic delivery van with urban buildings nestled together in the background. The logo incorporates several key themes of the project: (1) last-mile delivery; (2) the urban dimension; and (3) modularity as represented in the nestled buildings. The logo incorporates some orange accents in the wordmark, which includes both the project acronym (URBANIZED) and the full project title. A horizontal version was developed to be used as a second option in social media profiles and project documents, should it fit better than the main vertical logo.

Figure 1: Main logo

Figure 2: Horizontal logo

Several variations on the above logo were developed for use in stylised communications materials. The white logos are created for use on dark backgrounds to help the logo stand out. The square icons and wordmark were created for use in communications materials and outputs such as the social media accounts.

Figure 3: White logo for use on dark backgrounds

Figure 4: Square icon for use in stylised communication material

Figure 5: Wordmark for use in stylised communication material

Role of partners & timing:

BAX led this task and coordinated first with the designer then with **Alke** for the development of the logo.

Alke created a logo proposal that won the majority vote.

All partners received 3 logo options for the first voting round, and 2 logo options for the second voting round. The chosen URBANIZED logo received 70% of the vote.

The project logo was completed in M3 (March 2021).

2.3.2 Graphic charter and templates

The graphic charter (Annex 1) is a comprehensive document that lists the presentation rules for the graphic elements that convey the project's visual identity, including use of the logo and its variations, fonts, colours and basic graphic elements that will be used during the course of the project in URBANIZED publications and other dissemination materials.

The objective of the graphic charter is to set guidelines for designers and project partners in order to give them clear directions as well as to provide 'the look and feel' of the project. The graphic charter will be used as the guiding visual identity document when developing publications, the website, leaflets, roll-ups, etc.

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

The graphic charter and templates are disseminated to all URBANIZED partners and stored in the Project Management System EMDESK. All partners will also be asked to clearly refer to the Horizon 2020 funding programme when presenting project results.

2.3.2.1 EU Funding acknowledgement

The following acknowledgement text should be included in all publications related to URBANIZED's work.

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006943. The content reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains."

For other communication activities, please include the EC emblem with the phrase:

"This work is a part of the URBANIZED project. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006943."

For infrastructure, equipment and major results, please include the EC emblem and the phrase:

"This [infrastructure][equipment][insert type of result] is part of the URBANIZED project which has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006943."

To download the official EC emblem, visit: https://europa.eu/european-union/about-eu/symbols/flag_en

Role of partners & timing:

BAX led this task. BAX selected a designer who developed the initial logo proposals, the graphic charter, and the PowerPoint template. BAX developed the word templates in-house with feedback from the Steering Committee.

The graphic charter and templates were completed in M3 (March 2021).

2.3.3 Leaflets

Leaflets and/or brochures will be created to explain the project and the URBANIZED contribution to the general public, professionals and policy makers. Digital copies will be made available on the project website for interested parties.

The main message of these leaflets will be the benefits of the project for each target audience, as well as key project results. They will be uploaded to the project website and distributed digitally via social media channels and other applicable online tools. COVID-permitting, printed copies will be distributed to target audiences at events.

Role of partners & timing:

BAX leads this task and will develop an interactive leaflet with feedback from **IDI and VUB**.

This leaflet will be produced and published in Y1 of the project.

2.3.4 Roll-ups and presentation materials

Roll-up banners were foreseen to be produced to promote URBANIZED at events. Due to the current ongoing COVID-19 crisis, the production of the roll-ups will be postponed until physical meetings are possible again. The number of roll-ups to be printed will be assessed in due time.

Alternative presentation materials such as an informational slide deck on the project and/or Zoom backgrounds with project details are proposed as placeholders until in-person events return.

Role of partners & timing:

BAX is responsible for drafting the text and for coordinating the layout process with the designer, as well as drafting the informational slide deck and/or Zoom backgrounds.

IDI and VUB provide feedback on the content and the different layout options proposed.

The online materials will be completed in M5 (May 2021). The roll-ups production has been postponed.

2.4 Digital communication tools

2.4.1 Project website

The website informs the public, and all the other target audiences about the aims, outcomes, and approaches of the project. It is the project's first window for external stakeholders, providing information on URBANIZED's objectives, partners, solutions, publications, news and success stories. It features the future commercial vehicles and urban logistics observatory insights and deliverables (T8.1.1).

The updating process is user-friendly and does not require specialised skills. The 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 URBANIZED website can be consulted at:

http://www.urbanized.eu

The website also includes links to dedicated URBANIZED pages on social media, i.e. LinkedIn and Twitter (see Social Media section for further details).

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

The URBANIZED website will be regularly monitored by Google Analytics in order to provide detailed information about website traffic (no. of sessions, new and returning visitor ratio, average time of the visit, geographical range of the audience etc.). Statistics will be provided on-demand to project partners and included in D8.4 – Evaluation of KPIs related to dissemination, including collection of newsletters.

Initially, the website is structured as follows:

Table 2: Website structure

Home	About	Observatory	Resources	News	Events	Contact

Header image with project title + one-liner	Our vision	Insights	Reports and publication			
Project summary	Key figures	Best practices database	Media library			
Main facts about URBANIZED	The consortium (slider with hyperlinked logos)	UFT resources	Communication material (leaflets, posters, project logo, etc)			
Observatory highlights	Related initiatives		Glossary			
Recent news						
Twitter feed						

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

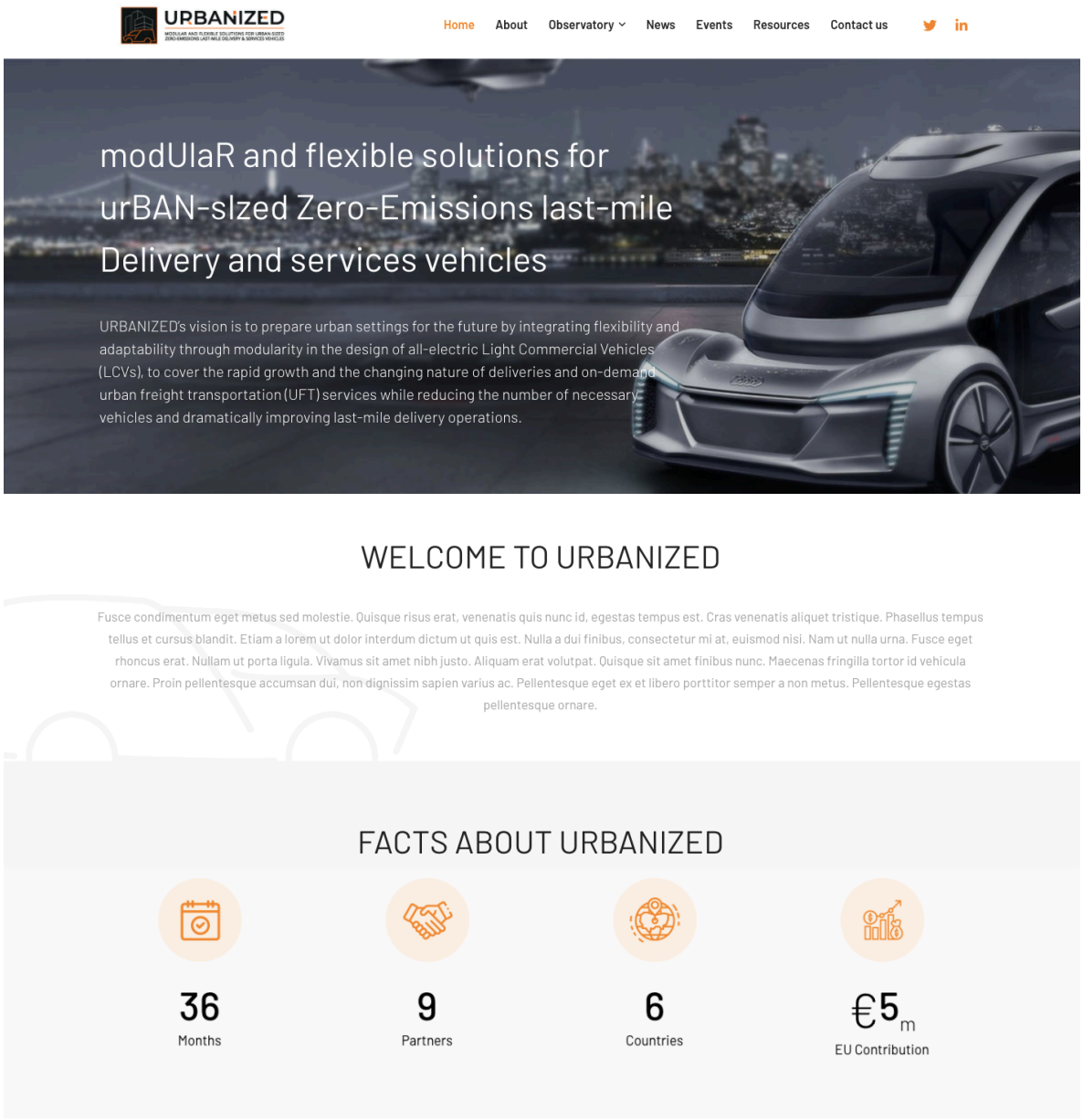


Figure 6: Website home page 1

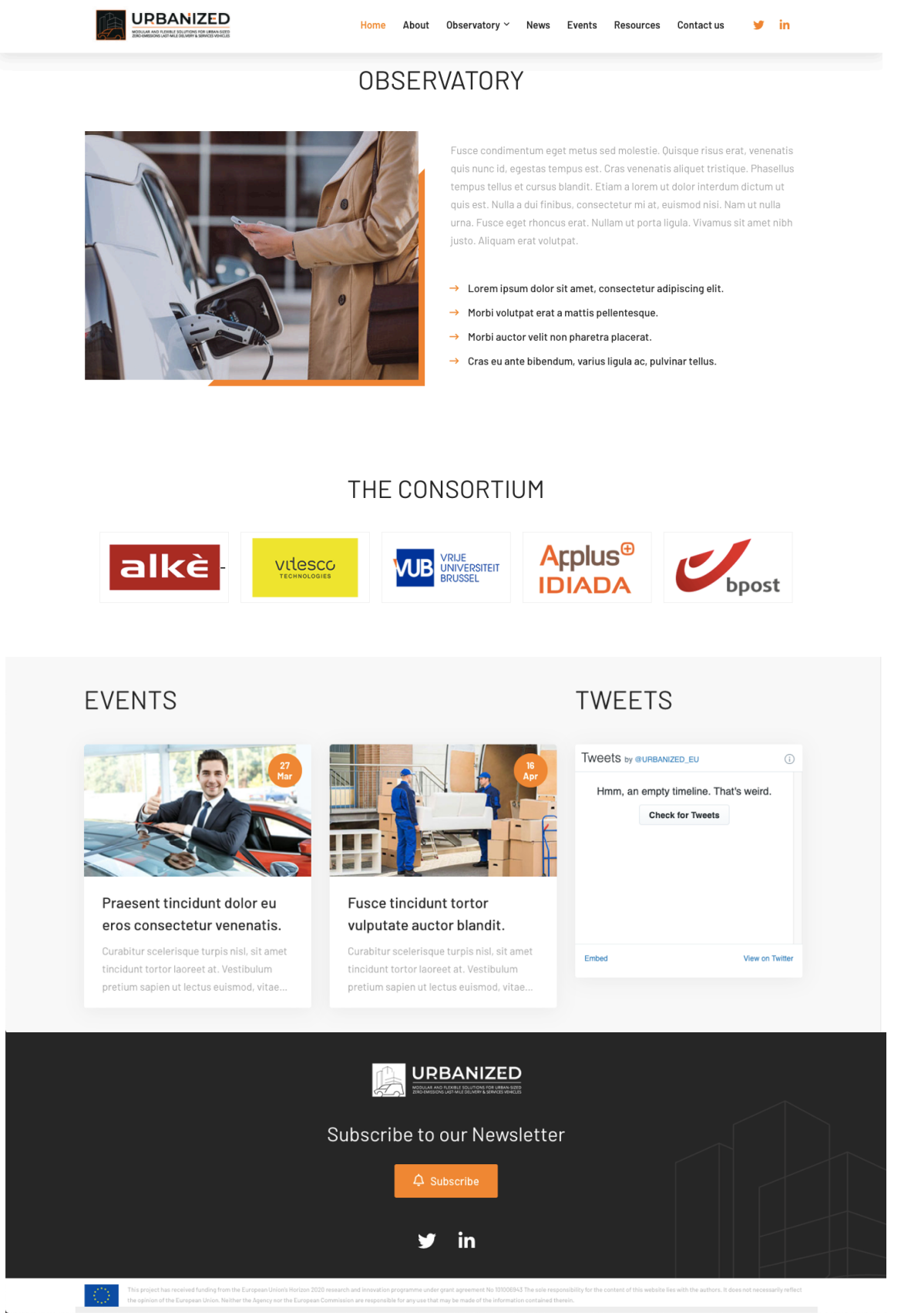


Figure 7: Website home page 2

Note: Consortium logos are on a slider so all 9 are represented

Role of partners & timing:

BAX is responsible for briefing and coordinating the creation/layout process of the website with the designer.

The project website officially launched in M3 (March 2021).

Goals: Volume of content available: >3 news item and updates per month; # unique visitors >100/month; >500 subscribers in Y2 of the project

2.4.2 Social media

By using social media, the project aims to fulfil the following objectives:

- Maximise the return on investment by steering additional traffic to the URBANIZED website;
- Complement traditional communications channels e.g. printed publications, events, press outreach and targeted mailings;
- Give an informal, 'human' voice to URBANIZED to promote understanding of and engagement with the project;
- Monitor mentions of URBANIZED, project partners, project outcomes and other important activities;
- Engage with influencers and critics on key issues and amplify positive comments;
- Provide on-site coverage of key events for those who cannot attend.

The project will capitalise on the use of social media to build a solid base of stakeholders interested in the project. Given the current COVID-19 crisis, establishing virtual fora to communicate and raise awareness of the project has become an even more crucial element in the dissemination efforts of the project. Within URBANIZED, we will use the most advanced features of Twitter and LinkedIn to achieve this objective.

2.4.2.1 Twitter

Twitter will be used to create a follower base firstly by following similar projects, organisations and thought leaders, to establish it as an interesting, thought-provoking commentator on this topic.

Twitter has the potential to deliver many benefits in support of URBANIZED communications objectives. The URBANIZED tweets will contain:

- The latest news from the project and urban logistics world;
- Live coverage from events (either physical events or online events);
- News and pictures from meetings or workshops (either physical events or online events);

- Pictures of developments from the project's solutions development
- Retweets from Twitter accounts of related initiatives, partners, cities and projects.

Furthermore, URBANIZED will engage with relevant Twitter accounts that actively post on the topic covered by the project (e.g. sustainable urban logistics, EVs, modularity, fleet management) to bring the project to life and amplify its message through their networks, building the buzz, so people will see, hear and share with others. Examples of active accounts to engage with include: EGVIA (@EGVIA_EU), ERTRAC (@ERTRAC_EU), EARPA (@EARPA_), CLEPA (@CLEPA_EU), ACEA (ACEA_eu), ITS - Europe (@ERTICO), Jerome Libeskind (@LibeskindJerome), Tom Van Woensel (@tomvanwoensel), Nicolette vd Jagt (@CLECAT_EU), Smart Freight Centre (@smartfreightctr), Transport Topics (@TransportTopics), Transport & Mobility (@tmleuven), POLIS (@POLISnetwork), Eurocities (@EUROCITIES).

The URBANIZED Twitter handle is: @URBANIZED_EU

The URBANIZED Twitter page can be consulted at: https://twitter.com/URBANIZED_EU

Used hashtags include: #URBANIZED, #UrbanLogistics, #LastMile, #modularity, #delivery, #sustainability, #ElectricVehicles or #EVs.

Role of partners & timing:

BAX will be responsible for the URBANIZED Twitter account.

Tweets will be posted on a weekly basis.

The URBANIZED Twitter account was created in February 2021. The target is to reach >100 followers by M12.

Goal: # members of URBANIZED group: >100 Twitter followers and LinkedIn group members after Y1 of the project; # posts: >5 posts created/month

2.4.2.2 LinkedIn

LinkedIn will be used to create and contribute to discussions on the topic of future commercial vehicles and urban logistics, highlighting articles and promotion our events, to establish the project as a credible, reliable voice in this area. The dedicated URBANIZED page on LinkedIn aims to create an expert community of URBANIZED partners and related stakeholders, where professional target audiences, such as fleet operators and logistics businesses, can learn about URBANIZED developments as well as virtually meet and exchange experiences on urban logistics-related topics.

The aim of the URBANIZED LinkedIn page is therefore to:

- Enable knowledge transfer between sustainable urban logistics planners, the scientific community and logistic business.
- Share experiences and enhance collaboration.

- Keep in touch with peers.
- Announce events.

The URBANIZED LinkedIn show case page can be accessed at:
https://www.linkedin.com/company/urbanized-eu

Role of partners & timing:

BAX will be responsible for the URBANIZED LinkedIn page.

News will be posted to the LinkedIn profile on a weekly to monthly basis.

The URBANIZED LinkedIn page was established in February 2021. The target is to reach >100 followers by M12.

Goal: # members of URBANIZED group: >100 Twitter followers and Linkedin group members after Y1 of the project; # posts: >5 posts created/month

2.4.3 Newsletters

A newsletter will be published every 6 months, including either updates on project developments or information about the partners through dedicated interviews, as well as other relevant information about the sector. All newsletters will be compiled as part of D8.4.

Role of partners & timing:

BAX will be responsible for creating and issuing the newsletters with input from partners on the content.

The newsletter will be issued every 6 months.

Goal: #readers >100 downloads or clicks in the mailing campaign

2.5 Publications and media

2.5.1 Press and media

At important milestones which could interest a larger audience, press releases will be issued through BAX and relevant partner media channels to European general and specialised media, as well as to the networks, platforms, initiatives and stakeholders.

These could include:

- European Energy Innovation
- Automotive News Europe
- Electrive
- Automotive World

- European Parliament Magazine
- Cities Today Magazine
- CIVITAS
- EIT Urban Mobility
- Thinking Cities

Role of partners & timing:

BAX will be responsible for placing URBANIZED news through EU media channels. Promoting URBANIZED via media will take place continuously throughout the project.

Trade press goal: # articles with URBANIZED mentions >10 articles published by project end with total audience reach of >10,000

2.5.2 Scientific publications

Due to the highly innovative character of the advances proposed in URBANIZED, it is of high interest to the consortium to disseminate the results obtained to researchers and the scientific community. For this aspect, a list of journals has been prepared in order to preliminary identified those who may be of interest for the results obtained and reach a large audience. This list is subject to change as the project progresses.

Table 3: List of journals of interest preliminary identified by URBANIZED partners

Name (tentative publication year based on deliverable)	Type	Frequency	Target audience	Examples of URBANIZED developments and partners interested
EJTDS – European Journal of Training and Development Studies (2023)	Journal	Quarterly	Researchers	Training evaluation methodology, knowledge adaptation and awareness [CERTH]
IEEE Transactions on Vehicular Technology	Journal	Monthly	Researchers, OEMs, TIER1s	EVs, Powertrain control, Energy Management System [TNO, VUB, CERTH]
EEE Transactions on power electronics	Journal	Monthly	Researchers	Power electronics [VUB, VIT]
Research EU – cordis (2021, 2023)	Magazine	Monthly	Policy-makers, end-users,	Project updates (mid-term, final evaluation),

			educational institutions	dedicated interviews with partners [BAX]
Applied ergonomics	Journal	Monthly	Researchers	E hand truck ergonomics [CERTH]
ATZ – Springer Professional	Journal	Quarterly	Automotive Industry	Vehicle concept, 48V eAxleDrive, 48V on-board charger, Energy Management [VIT, ALK, VUB, TNO]
Applied Science	Open-Access Journal	Monthly	Researchers	Powertrain control and design [VUB, TNO, ALK, VIT]
Safety Science (2022, 2023)	Peer-reviewed Journal	Monthly	Vehicle safety specialist at OEM and Tier1	Novel safety protocols and standards [IDI]
Operational Research	Journal	¾ per year	Researchers	Fleet management algorithm, methodology [CERTH]
Intelligent Transport (2021, 2023)	Magazine	Quarterly	Policy-makers, end-users, educational institutions, OEMs and TIER1s	Observatory insights, position paper [BAX]
ENERGIES	Open-Access Journal	Monthly	Scientific community	Power electronics and design as well EMS [VUB, TNO]
Transportation Research Part B: Methodological	Journal	Monthly	Researchers	Fleet management algorithm, implementation [CERTH]
Advances in Mechanical Engineering	Journal	Monthly	Researchers	E hand truck design [ALK, CERTH]

Role of partners & timing:

Relevant partners will be responsible for placing URBANIZED scientific articles in relevant scientific journals at international or national levels.

Scientific articles will be drafted as relevant results emerge from the project.

Goal: >15 papers published by project end

2.5.3 URBANIZED publications

The URBANIZED consortium will produce small publications or periodic project news items for publication in the observatory. These will offer an overview of recent market developments related to URBANIZED developments, including relevant news, projects, reports, case studies and publications from outside the project.

URBANIZED will also produce a position paper (D8.3) with vision on modular commercial vehicles for future urban logistics. The paper will be used disseminate the benefits of URBANIZED solutions for a more sustainable urban logistics future and will be written and distributed in collaboration with industry associations and city authorities.

Role of partners & timing:

Relevant partners will be responsible for producing small publications or periodic project news items. This task is ongoing throughout the duration of the project.

BAX will lead the position paper with input from relevant partners.

The position paper will be completed by M30.

2.6 Events and webinars

Throughout the project, URBANIZED will organise and participate in different events, at local, national, European and (to a smaller extent) international level. In addition, various types of webinars will be organised to reach out to a larger audience.

2.6.1 Networking events

Events play an important role in the dissemination and networking strategy, giving an opportunity to promote and communicate about the project. They allow direct contacts and discussions with the URBANIZED target groups, therefore enlarging the virtual communication engaged via the URBANIZED website, news, publications and social media.

The aim is to disseminate URBANIZED at local, national, European and international external events. In general, the URBANIZED partners will be asked to select national and local events and their participation has to be agreed upon with the Project Coordinator.

Consortium partners will represent the project at international, regional or local events (congresses, seminars, conferences, workshops, and fairs). Project secretariat will prepare a small collection of posters and roll-ups that will be available to partners in order to promote and exhibit the main results from the project.

The main criteria in selecting events are the events' topic, its scale, target, audience, agenda and more generally, its added value for the project. Moreover, due to the ongoing COVID-19 crisis and the large number of online events and digital conference, opportunities to showcase URBANIZED at virtual events will also be considered as key in disseminating the project.

Participation in events physically taking place outside the European Union will always be checked with the Project Officer. Urban Logistics-related events will be prioritised, as well as opportunities to speak at roundtable discussions or at the European Parliament, European Commission or Committee of Regions. A list of possible external events where URBANIZED could be presented has been carefully prepared in advance in order not to miss good opportunities for dissemination.

Examples of conferences and events that URBANIZED partners plan to attend are included in table 4. This list is subject to change as the project progresses and new events are planned.

Table 4: List of events of interest preliminary identified by URBANIZED partners

Name (date of potential publication)	Type	Frequency	Target audience	Examples of URBANIZED developments and involved partners
SAE World Congress	Conference	Yearly	OEMs, suppliers, researchers	Novel safety protocols and standards, WBG power electronic interfaces through co-design methods, small urban e-LCVs [VIT, ALK, VUB, IDI]
EUCAR Annual Conference (Brussels, 2022-23)	Conference	Yearly	OEMs, Researchers	eAxleDrive, modular cargo body, vehicle prototype [VIT, ALK]
CLEPA Annual Conference (Brussels, 2022-23)	Conference	Yearly	Tier 1 suppliers, Researchers	eAxleDrive, modular cargo body, vehicle prototype [VIT, ALK]
ICTR – International Conference on Transportation Research (2023)	Conference	Biannual	Academics, Researchers, Policy-makers	Training methodology and evaluation, raising awareness methodologies, behavioural adaptation – [CERTH]
ESV - International Technical Conference on the Enhanced Safety of Vehicles (2023)	Conference	Biannual	Researchers, OEMs, Suppliers, Educational institutions	Novel safety protocols and standards [IDI]
International Digital Human Modelling Symposium	Conference	Biannual	Researchers	E hand truck evaluation of functions [CERTH]
Transport Research Arena (2022)	Conference	Biannual	Policy-makers, researchers,	Fleet Energy management, EV

			standardisation bodies, end-users	powertrain concepts [CERTH, ALK, IDI, TNO, VUB]
Transport Research Board (2022-23)	Conference	Yearly	Transport Researchers	Fleet management algorithm [CERTH]
EVER conferences	Conference	Yearly	OEMs, Tier 1 suppliers, Researchers	Power Electronics, Machines, EVs [VUB, VIT, TNO]
EVS conferences	Conference	Yearly	OEMs, Tier 1 suppliers, Researchers	EV powertrains, control and charging, vehicle concept, urban impact [VUB, VIT, TNO, IDI, ALK]
EPE conferences	Conference	Yearly	Tier 1 suppliers, Researchers	Power Electronics, Machines, EVs [VUB, VIT, TNO]
Conference on Sustainable Urban Mobility (CSUM)	Conference	Yearly	Policy-makers, Researchers	Data analytics and fleet management optimisation outcomes; Policy guidelines [CERTH]
IECON conferences	Conference	Yearly	Tier 1 suppliers	Power Electronics, Machines, EVs [VUB, VIT, TNO, CERTH]
IFAC World Congress	Conference	Every three years	Researchers, OEMs, Tier 1	Energy management system for electric vehicles [TNO, VUB, CERTH]
IFAC AAC Congress	Conference	Biannual	Researchers, OEMs, Tier 1	EVs, Powertrain control, Energy Management System [TNO, VUB, CERTH]
VPPC congress	Conference	Yearly	Researchers, OEMs, Tier 1	EVs, Powertrain control, Energy Management System [TNO, VUB, CERTH]

URBANIZED partners will also make use of their internal events and meetings to further promote the project and reach out to cities and other relevant stakeholders.

The linking with other existing projects and initiatives will also be performed by attending selected events (see "2.6.3 Coordination with other initiatives").

Role of partners & timing:

BAX will be responsible for creating and maintaining an event planner with the main events to be targeted.

This will be a continuous task throughout the project.

Goal: >15 total sessions/presentations in dedicated relevant events, with total audience reach of >10,000

Participation at in-person events is COVID-dependent.

2.6.2 Project's workshops and events

We will develop effective training for the targeted user groups of the project (7 audiences preliminary identified, see chapter 2.2) helping them understand benefits and functionalities of URBANIZED. This sub-task is two-fold, covering physical training workshops and online training webinars.

This subtask will be led by CER, which will leverage multiple experience on training and learning issues from other recent and running projects, e.g. Drive2TheFuture, SHOW, SKILLFUL, eDrive Academy (direct collaboration with the Ministry of Transport of Greece. BAX and other relevant partners will support CER in the co-production of the training activities.

2.6.2.1 Physical training workshops

This aspect of training aims to develop a targeted training on the vehicle prototype and its components, modules and subsystems, to be delivered via in-house workshops with a strong focus on end-users, including all project's user types (e.g. drivers and employees, maintenance personnel, etc.).

The training material to be developed will cover the main operational issues of the vehicle that relate to the user interface but will also address the safety-related issues. The training will be divided in specific topics, covering main use cases and mission profiles defined in WP2, and will also be available online (at project website). Indicative training topics include the following (preliminary list to be extended and finalised within the task implementation):

- Understand the benefits and innovation of the new system;
- Learn about the functionalities of the individual vehicle sub-systems/components e.g. loading, unloading of small/large containers, charging of equipment from vehicle and/or hand-truck;
- Rage anxiety and charging of the EV;
- Key safety messages; etc.

A targeted training visit and in-house will be organised by Month 34 at the premises of end-user BPost, where personnel from the other project end-user (COI) will also attend. At least 20 users will participate in the training evaluation process. During this 1-day visit, training will be delivered to the personnel, followed by an assessment phase of the training; also, on-line feedback will be gathered. Finally, the effectiveness of the training programme will also be assessed, using tests/surveys. The necessary evaluation forms will be developed and the user's feedback will be analysed and presented in the respective D8.6.

Role of partners & timing:

CER will develop the training programme and its evaluation, defining content and agenda for in-house workshops.

BAX will support **CER** in the delivery of training activities.

BPOST will host an in-house targeted training visit.

Targets: Operators, policy-makers, automotive value chain

Goal: # workshops > 3, total audience > 60 participants (20 per workshop)

2.6.2.2 Online training webinars

This aspect of training aims to define and deliver an agenda of dedicated project (online) webinars targeting each of the 7 project audiences which include all relevant stakeholders, from cities to logistics operators, academic partners and educational institutions as well as the automotive industrial value chain.

Regarding the schedule of webinars, we aim to deliver at least 7 webinars, in principle one webinar per each of the target audiences, although final content and sessions will be later defined. We will rely on relevant EU networks that are supporting the project (EARPA, CLEPA, ALICE, Eurocities, ECTRI) to facilitate engagement of a broader audience, also involving additional relevant panellists.

Role of partners & timing:

CER will develop the training programme and its evaluation, defining content and agenda for online webinars.

BAX will support **CER** in the delivery of training activities.

Targets: All 7 project audiences

Goal: # webinars > 7, total audience > 210 participants (>30 per webinar)

2.6.2.3 Final event and conference

A dedicated high-level final event will be organised towards the end of the project which will target Brussels-based and international stakeholders. Following the targeted training visit taking place by Month 34 at BPost, a vehicle prototype will go to Brussels to be showcased in this final event. Bringing together the final results and the main outcomes of URBANIZED, the event will engage around 50-100 participants. Industry and city representatives will be primarily targeted and invited to learn from events and workshops.

Role of partners & timing:

BAX is responsible for coordinating this together with **VUB** and **BPOST.**

This event will take place by M36.

Target: city and industry representatives

Goal: 50-100 participants

2.6.3 Coordination with other initiatives and stakeholders

URBANIZED will build upon the knowledge of relevant SotA initiatives, leveraging key technologies and outputs generated in recent and on-going national and international projects our consortium partners have direct access to. In the tables below we have included the most relevant projects from which URBANIZED will extract direct inputs through the partners directly involved, as highlighted between brackets. Table 5 includes projects that have already finished, the most relevant of which will be targeted for knowledge transfer webinars. Table 6 includes projects that are currently ongoing. Table 7 includes the 4 projects approved within the same call as URBANIZED (H2020-LC-GV-2020 call, LC-GV-08-2020 topic), and we will coordinate a special liaison with these projects.

Table 5: Other projects to build on with URBANIZED activities

Project	Relationship to URBANIZED
JOSPEL (2015 – 2018)	**H2020 Project [ALK]** – Leverage the knowledge from developing novel energy efficient climate system for the optimization of interior temperature control management in electrical vehicles
IMPROVE (2015 – 2018)	**7th Framework Project [VIT, IDI]** – Understanding of in-vehicle ICT innovations for commercial (fleet operated) vehicles, which are in many aspects different from private passenger vehicles
ASSURED (2017 – 2020)	**H2020 Project [IDI, TNO, VUB]** – Development of energy management strategies and sizing methodologies for heavy duty vehicles: fast charging, smart pre-conditioning and eco-strategies

C-MOBILE (2017 – 2020)	**H2020 Project [IDI, TNO, CER]** – Large-scale demonstration of C-ITS solutions in urban and extra- urban environments, demonstrating the added value of C-ITS solutions for sustainable UFT missions
HiFi-ELEMENTS (2017 – 2020)	**H2020 Project [IDI, TNO, VUB]** – Achievements of substantial reduction of energy consumption in electric vehicles thanks to high fidelity advanced modelling in designing EV powertrain systems and related energy and thermal management architectures
ORCA (2016 – 2020)	**H2020 Project [VUB, TNO]** – Development and demonstration of hybrid powertrain and control architectures for heavy-duty vehicles increasing efficiency and reducing total system and operational costs
OPTEMUS (2015 – 2019)	**H2020 Project [VIT, BAX]** – Design and developments of advanced energy and thermal management solutions for range extension of all-electric passenger vehicles operating in extreme conditions
FREVUE (2013 – 2017)	**7th Framework Project [TNO]** – Experience gained from applying electric freight vehicles together with innovative logistics management software to demonstrate their superiority against diesel vans

Table 6: Links to other ongoing projects related with URBANIZED activities

Project	Relationship to URBANIZED
HiPERFORM (2018 – 2021)	**H2020 ESCEL Project [VUB, TNO]** – Knowledge on the design optimisation of power electronics based on wide band gap technologies with Multiphysics modelling including thermal management
ACHILES (2019 – 2021)	**H2020 Project [VUB, IDI]** – Innovative E/E system architecture including new concepts for improving the performance of third generation electric passenger vehicles, including a novel centralised control unit
COBRA (2020 – 2023)	**H2020 Project [TNO, BAX]** – Design and optimisation of algorithms for optimal battery charging and energy management for novel battery concepts using cobalt-free li-ion battery technologies
FITGEN (2019 – 2021)	**H2020 Project [VUB]** – Development of a fully integrated e-axle platform, including advanced high- voltage power electronics and breakthrough cooling systems, demonstrated in a A-segment vehicle
ULAADS (2020 – 2023)	**H2020 Project [BPO, BAX]** – Optimisation of urban logistic operations thanks to integrated management approaches and shared data platforms with multi-modal and shared distribution vehicles and solutions

Table 7: Projects approved within the H2020-LC-GV-2020 call, LC-GV-08-2020 topic

Project	Coordinator	Partners
DREEM (Designing useR centric E-kickscooters & business models for Enhancing interModality)	**PUNCH TORINO SPA**	• ELAPHE POGONSKE TEHNOLOGIJE DOO • DOMEL ELEKTROMOTORJI IN GOSPODINJSKI APARATI D.O.O. • THREE O'CLOCK • 5T SRL • ICLEI EUROPEAN SECRETARIAT GMBH (ICLEI EUROPASEKRETARIAT GMBH) • BUMPAIR • GOETEBORGS UNIVERSITET • TRACTEBEL ENGINEERING
LEONARDO (MicrovehicLE fOr staNd-Alone and shaReD mObility)	**UNIVERSITA DEGLI STUDI DI FIRENZE**	• VERKEHRSUNFALLFORSCHUNG AN DER TU DRESDEN GMBH • WOJSKOWA AKADEMIA TECHNICZNA IM.JAROSLAWA DABROWSKIEGO • BETAMOTOR SPA • UNEED.IT SRL • ROMA CAPITALE • MUNICIPALITY OF EILAT • FUNDACION TEKNIKER • ANTPROJECT TVIP SL
Multi-Moby (Safe, Secure, High Performing Multi-Passanger and Multi-Commercial Uses Affordable EVs)	**INFINEON TECHNOLOGIES AUSTRIA AG**	• INTERACTIVE FULLY ELECTRICAL VEHICLES SRL • FUNDACION CIDAUT • VALEO EQUIPEMENTS ELECTRIQUES MOTEUR SAS • DANA TM4 ITALIA • NANOMOTION LTD • UNIVERSITY OF SURREY • BITRON SPA • ALTREONIC NV

REFLECTIVE (RECONFIGURABLE LIGHT ELECTRIC VEHICLE)	**TEKNOLOGIAN TUTKIMUSKESKUS VTT OY**	• CY.R.I.C CYPRUS RESEARCH AND INNOVATION CENTER LTD • S.C.I.R.E. CONSORZIO • UNIVERSITA DEGLI STUDI NICCOLO CUSANO TELEMATICA ROMA • SENSIBLE 4 OY • THIEN EDRIVES GMBH • AVL SOFTWARE AND FUNCTIONS GMBH • UNIVERZA V LJUBLJANI • IDIADA AUTOMOTIVE TECHNOLOGY SA • AUVE TECH OUE

The Liaison team is led by the Communication manager (Caitlin Ball) and initially consists of a combination of partners in the Steering Committee and other representatives. It has the role of coordinating with the other 4 projects funded under the same call topic as well as other related projects for the exchange of relevant (publishable) results.

Furthermore, the Liaison team has the role of monitoring the engagement with external stakeholders from relevant key audiences around the project, which would include related clusters and R&D hubs, OEMs (main target), logistics operators and policy makers from around the EU. The Liaison team will initiate and maintain the contact, as well as be the interface with anyone who proactively contacts the project.

Role of partners & timing:

BAX will lead the Liaison team responsible for coordinating with other projects and monitoring engagement.

Relevant partners will support **BAX** in the coordination with other projects.

CLEPA will support **BAX** with dissemination on the EU level.

2.6.4 Collection and processing of personal data

In order to inform interested parties about the project, contact details of those parties will be collected and saved throughout the project. Contact details of interested parties are personal data according to Art. 4 (1) General Data Protection Regulation (GDPR). Therefore, specific requirements and obligations, deriving from the GDPR, will be implemented by the data processor.

Special attention will be given to the requirement of informed consent prior to the processing of data, in order to guarantee its lawfulness based on Art. 6 (1) GDPR. Hence, only contacts who have provided their consent will be added to the URBANIZED contact database in order to stay informed. The legal and ethical requirements for consent are laid out by WP9: Ethics requirements.

The contact database used for the newsletter mailing list will only be accessible to the Communications Managers at BAX. The Communication Managers will make sure that the required technical and organisational measure for data security, which are described in D9.2 (POPD) will be met.

Registering to events and webinars will be possible via a GDPR compliant form, which meets the obligations described by D9.2, and this data will be accessible to the consortium solely for event management purposes.

2.7 Deployment

2.7.1 Phased approach

Communication and dissemination are permanent activities throughout the duration of the URBANIZED project. Still, there will be specific occasions and project milestones that can be identified as particularly suitable for outreach activities towards the project's envisaged target groups. This can include the organisation of an event, when key results become available, when a publication is launched, when one of the demonstrated measures takes an important step towards innovation, etc.

The project itself has three identified route to market phases: project execution (2021-23), first market penetration phase (2023-26), second market penetration phase (2026-29) and focused commercialisation (2029 and beyond). This strategy focuses on dissemination in the first phase of project execution.

2.7.2 Monitoring and Key Performance Indicators (KPIs)

An effective dissemination strategy will only continue to be effective if it is considered as an evolving and constantly developing process. The environment around URBANIZED will change during the lifecycle of the project and the contexts within which the target audiences are working will also change.

This means that suitable mechanisms will be set up for reviewing the dissemination progress and the extent to which the dissemination strategy is meeting the objectives. Dissemination will be tracked via partners' regular submissions to a Google form and the completed xls will be uploaded to EMDESK every 6 months.

This tracking, together with other KPIs described below, will form the basis for monitoring dissemination and remediating gaps in the implementation of this strategy. It will also allow the Communications Managers to closely follow all dissemination activities while keeping an

overview accessible to all partners for consultation. Partners will receive monthly email reminders to record all their dissemination activities via the tracking system (e.g. articles, interviews, participation or organisation of events, etc.), however they are expected to record such actions as and when they happen. Feedback from event participants and readers of URBANIZED's various outputs will also be collected and used as a quality control tool to optimise the dissemination deliverables to the needs of our target audiences. Discussions on the applicable dissemination and communication actions will include the relevant partners who are best placed to understanding the evolution of the environment.

Table 8: Dissemination key performance indicators

Channel	Targets	Metrics
URBANIZED website	All 7 project audiences	Volume of content available: >3 news item and updates per month) # unique visitors; >100/month; >500 subscribers in Y2 of the project
URBANIZED newsletter	All 7 project audiences	Content available: at least 2 newsletters published per year #readers: >100 downloads or clicks in the mailing campaign
Blogs and Social Media (LinkedIn, Twitter)	Researchers, industry (suppliers, OEMs), operators/end-users, city councils (public admin)	# members of URBANIZED group: >100 Twitter followers and LinkedIn group members after Y1 of the project # posts: >5 posts created/month
Scientific publications	Scientists, research community	>10 papers published by project end
Exhibitions and conferences	Researchers, industry (suppliers, OEMs), operators/end-users, city councils (public admin)	>15 total sessions/presentations in dedicated relevant events, with total audience reach of >10,000
Trade press	Readers of trade magazines. Standardisation bodies	# articles with URBANIZED mentions >15 articles published by project end with total audience reach of >10,000
Physical training workshops	Operators, policy-makers, automotive value chain	# workshops > 3, total audience > 60 participants (20 per workshop)
Online training webinars	All 7 project audiences	# webinars > 7, total audience > 210 participants (>30 per webinar)

2.7.3 Deliverables and milestones

2.7.3.1 Deliverables

Table 9: Deliverables in WP8

No.	Deliverable name	Task	Lead	Type	DL	Month
D8.1	Website, project identity and Dissemination Strategy with KPIs	8.1	BAX	R	PU	M3
D8.2	Observatory: summary of first insights collected	8.1	BAX	R	PU	M12
D8.3	Position paper: URBANIZED, our vision on modular commercial vehicles for future urban logistics	8.1	BAX	R	PU	M30
D8.4	Evaluation of KPIs related to dissemination, including collection of newsletters	8.1	BAX	R	PU	M36
D8.5	Definition of relevant business cases under different future scenarios	8.2	BAX	R	PU	M36

2.7.3.2 Milestones

Table 10: Milestones in WP8

Title	Date	Month
Observatory: summary of first insights collected (D8.2)	December 2021	M12
Position paper: URBANIZED, our vision on modular commercial vehicles for future urban logistics (D8.3)	July 2023	M30
Definition of relevant business cases under different future scenarios (D8.5)	December 2023	M36

2.7.4 Resources

2.7.4.1 Staff

Dissemination resources are distributed among the consortium as follows:

Table 11: Staff resources for dissemination and exploitation

Partner	WP8 Effort	Partner	WP8 Effort
IDI	1.00	**CER**	17.00
VUB	2.00	**BAX**	30.00
TNO	2.00	**BPOST**	2.00
VIT	2.00	**CLEPA**	3.00
ALK	3.00		

Acronyms

Acronym	Meaning
BEV	Battery Electric Vehicle
EMS	Energy Management System
HiL	Hardware-in-the-Loop
HoReCa	Hotel/Restaurant/Catering
HV	High Voltage
ITS	Intelligent Transport Systems
ICE	Internal Combustion Engine
KPI	Key Performance Indicator
LCV	Light Commercial Vehicle
LV	Low Voltage
MiL	Model-in-the-Loop
OEM	Original Equipment Manufacturer
OBC	On-Board Charger
SiL	Software-in-the-Loop
SotA	State of the Art
SUMP	Sustainable Urban Mobility Plan
SULP	Sustainable Urban Logistics Plan
TRL	Technology Readiness Level
TCO	Total Cost of Ownership
UFT	Urban Freight Transport
URBANIZED	modUlaR and flexible solutions for urBAN-sIzed Zero-Emissions last-mile Delivery and services vehicles
ViL	Vehicle-in-the-Loop
WBG	Wide Band Gap
WBS	Work Breakdown Structure
WP	Work Package
XiL	X-in-the-Loop
ZE(V)	Zero Emission (Vehicle)

Annex 1 – Graphic charter

URBANIZED

MODULAR AND FLEXIBLE SOLUTIONS FOR URBAN-SIZED ZERO-EMISSIONS LAST-MILE DELIVERY & SERVICES VEHICLES

Brand Book & Identity Guidelines

Prepared by victhore | Wiktor Karpicki

2021

URBANIZED

Logo & Brand Identity Guidelines

CONTENT

01. Quickmove Logo

02. Logo Options

03. Typography

04. Colour Specifications

05. Logo Best Practices

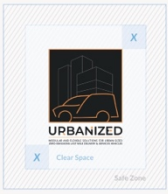
Quickmove Logo

POSTIONING

The grey striped area is the 'Safe Zone'. Other graphic and visual elements can be safely positioned within this space. The blue areas are the 'Clear Space', which must be kept free of all other graphic and visual elements. The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)

LOGO TAGLINE

Below is shown with optional tagline spacing.



Logo Options

The centred, vertical logo is to be used wherever possible.

A secondary horizontal logo is also available. These can be used in headers or footers in documents or on websites, or designs that work with this logo lockup.

Social Media icon

There are two versions of the Social Media profile image. Each are saved with Transparent backgrounds. This can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc, and is placed within a container (shown as orange keylines).

Typography

TYPEFACE FAMILY

Only two font styles are to be used for the identity design, and its Poppins and Barlow.

Barlow is a family of sans serif typefaces, which a very large selection of thicknesses Regular or Bold can be used for body text but the huge variety of font weights and widths will ensure immense flexibility, and can be used for all other forms of standard body text to keep consistency for the future growth of the URBANIZED identity.

Poppins is a sans serif font, very flexible because the typeface family is very rich. It's perfect for longer, regular texts, can be used on headings and elements such as: stationery, website headings, brochures and all forms of general correspondence.

Poppins Light	The spectacle before us was indeed sublime. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.
Poppins Regular	Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside.
Poppins Bold	**The sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.**
Barlow Light	The spectacle before us was indeed sublime. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.
Barlow Regular	Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside.
Barlow Bold	**The sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.**

Primary colour palette

Secondary colour palette

Logo Best Practices

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter or modify any part of the logo.

Some examples of logo misuse are shown here.

Positioning: **DO NOT** resize or change the position of the logomark. Only use logos specified in these guidelines.

Colours: **DO NOT** change the colours even if they look similar. Use the official colour specifications detailed in these guidelines.

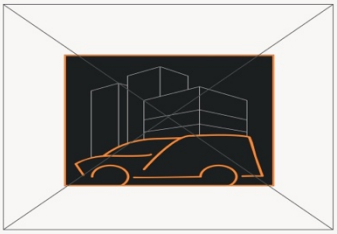
Fonts: **DO NOT** use any other font for the main logo, no matter how similar it might look.

Sizing: **DO NOT** stretch or squash the logo. Any resizing must be in proportion.

Positioning
DO NOT resize or change the position of the logomark. Only use logos specified in these guidelines.

Colours
DO NOT change the colours even if they look similar. Use the official colour specifications detailed in these guidelines.

Fonts
DO NOT use any other font for the main logo, no matter how similar it might look.



Sizing
DO NOT stretch or squash the logo. Any resizing must be in proportion.