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Deliverable D7.1: Project website and project identity defined

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Executive Summary

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

Attainment of the objectives and explanation of deviations

The objectives related to this deliverable have been achieved in full and as scheduled for this initial stage of the SELFIE project



1 Introduction

1.1 SELFIE and its objectives

SELFIE - '**SELF**-sustained and Smart Battery Thermal Management Solution for Battery Electric Vehicles' is a project funded under Horizon 2020 programme by the European Union (Grant agreement no: 824290).

SELFIE intends to develop and demonstrate a novel self-sustained compact battery system, consisting of:

- **A smart modular battery pack**, which has excellent internal thermal conductivity properties, a refrigerant cooling system and thermal storage system (heat buffer) capable to absorb excess heat due to fast charging, and which is thoroughly insulated from the outside;
- **An advanced battery thermal management system** capable to keep the battery temperature effectively within the optimal window and to prevent overheating (and battery degradation) due to fast charging.

Successful implementation of the project will significantly increase user acceptance of EVs by enabling fast-charging and offering significant cost reductions and elimination of range anxiety compared to other propulsion technologies.

1.2 Rationale

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

In order to systematically increase the public visibility of SELFIE and subsequently also its outcomes, a project website has been created. The public project website enables general public and relevant stakeholders to be informed about the project's objectives and approach, its news and results and provides the contact information of the project partners.

Other communication tools (such as branded templates, flyers, online publishing, etc) as well as dissemination activities will be described in detail in D7.2 "Dissemination Plan" which will be released in M6.

2 Project visual identity

The visual identity uses a set of graphic elements to easily identify the SELFIE Project. The overall aim is to create a coherent and highly recognisable image of the project to support communication and dissemination measures, such as publications and all kinds of written as well as visual communication about on-going and completed research activities. This section gives a brief description of how the visual identity was established.

2.1 Concept and design

The design of the logo was guided by the following principles:

- Symbolic representation of the content of the project. The focus was on some key words: battery, self-sustained, green mobility, thermal management
- Uniqueness and appealing design
- Green colour to stress again the eco-friendly aspect of Electric Vehicles (EVs).



Figure 1: SELFIE visual identity

The SELFIE logo (Figure 1) consists of a battery with a grey frame and two negative and positive poles embedded into a light-grey background. The battery is the focus of the project; therefore, it was chosen as main element of the logo.

The logo contains the project abbreviation SELFIE on the front and other graphic elements: a) a wheel representing a vehicle component, as the project focus on battery for vehicles and b) 2 arrows in a circle symbolising the cold (blue arrow) and hot (red arrow) air in a cooling system for the battery. A clear and modern font has been used for SELFIE and the green was chosen as representing eco-friendly mobility.

This logo will be used in all communications (written deliverables, journal papers, presentations, invitations etc.) to increase project visibility.

2.2 Branded templates

Common templates for written deliverables (MS Word, see format of this report), Minutes of Meeting and SELFIE presentations (MS PowerPoint) have been created. In pursuance of a consistent brand identity, the design of the templates follows the same style of the logos. This is visualised in Figure 2 and Figure 3.

Further information on the project visual identity regarding its function and implementation in other dissemination tools will be described detail in D7.2 "Dissemination Plan".

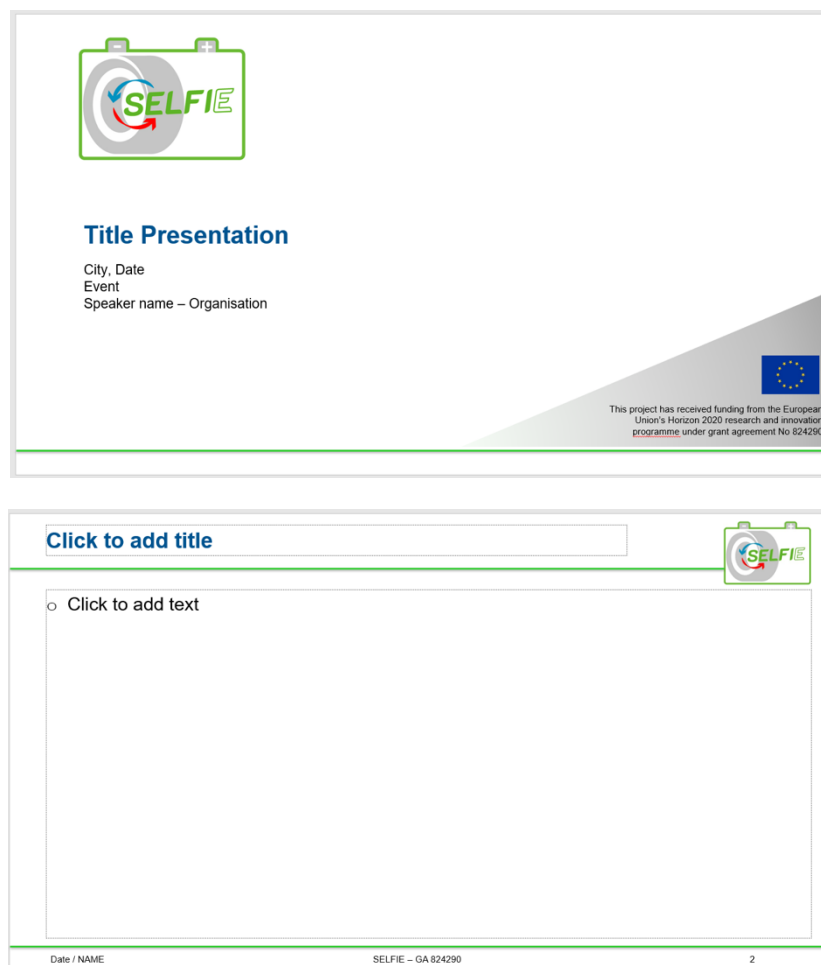



Figure 2: SELFIE presentation template

SELFIE - 824290



Minutes of meeting

Date: DD.MM.YYY

Meeting organiser:	
Place:	Online Meeting / face to face meeting
Type of meeting	GA/EB/VP/XX Meeting
Subject:	
Attachments:	<i>if available</i>
Agenda	<i>See also another example for the agenda in the table below</i>

Participants	
Name	Organisation

Agenda	
Item no.	Topic

yyyy-mm-dd_SELFIE_MoM_Template.docx
Page 1

Figure 3: SELFIE MoM template

3 Project website

The SELFIE website is one of the project's main dissemination tools. The project website presents the project's overview, including objectives, project partners and information on the research performed and results obtained as far as they are for public use. Links will be given to organisations, public bodies and projects connected to SELFIE. The website follows the EU recommendation regarding usability and accessibility, and it includes the logo of the European Commission.

Also, an appropriate domain was chosen for the project website, close to the project acronym SELFIE and the European framework programme as well. The project website is available under www.eu-project-selfie.eu and it will be continuously maintained and updated by i2m, as new results and actions regarding the project emerge.

The look of the SELFIE website is currently as illustrated in Figure 4 and it follows the project's graphic identity, however the design is still in progress and some additional improvements are planned.

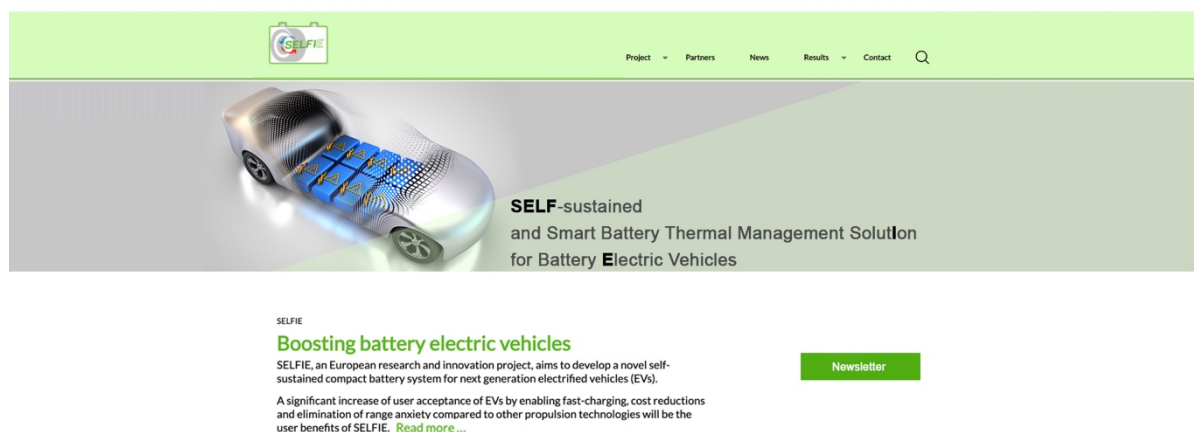


Figure 4: Project Website – Homepage

The SELFIE website consists of the following main pages:

- **PROJECT** (About SELFIE – Vision – Objectives – Concept and Approach): a general description of the project, vision and challenges, objectives and concept of the project are introduced here.
- **PARTNERS**: general description of the project partners, including role in the project and link to their websites for further information.
- **NEWS**: The news section will provide any news and events related to the SELFIE project, as consortium meetings, workshops, participation at conferences, etc..
- **RESULTS**



-
- Public deliverables: this section includes all publicly available deliverables which can be downloaded as soon as they have been officially released by the Commission.
 - Press materials: this menu item will provide access dissemination material related to the project (logo, flyer, newsletters, press release, etc..)
 - CONTACT: Provides information on main project contacts (project coordinator, project manager, back office and dissemination leader).



4 Conclusions

The aim of the present deliverable 7.1 “Project website and project identity defined” is to give a detailed overview on the project visual identity created to be used throughout the project. By developing a professional joint image and appearance a sound basis for further dissemination and exploitation activities has been therefore set already in the beginning of the SELFIE project.



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