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AUTOFLEX

D1.4 – PROJECT BRANDING

Work Package	WP 1	Project Administration, dissemination, and exploitation
Author(s)	FhG	Jonathan Weisheit
Contributor(s)	SO; DFDS	Håvard Nordahl; Kristoffer Kloch
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DELIVERABLE INFORMATION

This publication has been provided by members of the AUTOFLEX consortium and is intended as input to the development of autonomous and flexible inland waterway vessels and respective business models. The content of this publication has been reviewed and accepted by the members of the AUTOFLEX participants. However, not necessarily every aspect of it represents the view of each individual member of the AUTOFLEX consortium.

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Weisheit, Jonathan; 'AUTOFLEX Deliverable D1.4 – Project Branding'; Revision 1.0; March 2024

Document History

29.02.2024	Version 0.1	Initial document with first draft
07.03.2024	Version 0.2	Amendments regarding the Executive Summary and mentioning of the LinkedIn profile
11.03.2024	Review	Quality review by non-contributing partner (KK – DFDS)
30.03.2024	Version 1.0	To be submitted to the European Commission

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EXECUTIVE SUMMARY

The purpose of this deliverable is to establish a strong and cohesive visual identity for the AUTOFLEX project, creating a recognisable and impactful presence in both academia and industry. By implementing this branding and logo deliverable, AUTOFLEX aims to establish a strong and unified visual identity that resonates with its target audience.

This deliverable addresses the project's overall strategy regarding Communication, Dissemination, Exploitation and Business Growth (CDEB). Therefore, a unique logo has been developed and utilised throughout all communication measures, templates for deliverables as well as presentations and a web-based presence, i.e. a website and a profile at LinkedIn. All targets from the Grant Agreement are met and satisfy the therein described arrangements.

The branding and logo have been created to reflect the project name, AUTOFLEX. The goal of this branding is to effectively communicate the project's vision and key concepts to both internal and external stakeholders.

The deliverable includes templates for reports and presentations, incorporating the visual identity. These templates serve as essential tools for all AUTOFLEX partners, ensuring consistency and professionalism in project-related communications. The logo, designed to align with the project's objectives, is to be prominently displayed in all communication and dissemination materials as well as printed materials.

In addition to the logo and templates, a professional AUTOFLEX public website has been launched. This website serves as a central hub for online visitors to stay updated on the project's progress and achievements. The website is available under the URL www.autoflex-vessel.eu.

A LinkedIn profile has also been created to reflect the visual identity. The LinkedIn profile for the AUTOFLEX project serves as an important platform for establishing a strong and informal connection with interest groups. It is designed to provide regular updates on the project's progress and achievements, allowing stakeholders to stay informed and engaged. The profile is available under <https://www.linkedin.com/showcase/autoflex-heu-project/>.

Overall, the branding and logo deliverable plays a crucial role in shaping the perception of AUTOFLEX and ensuring a consistent and impactful visual representation throughout the project's lifespan.

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LIST OF ABBREVIATIONS

Abbreviation	Description
AUTOFLEX	Small AUTOnomous FLEXible vessels
MOM	Minutes of Meeting
RBG	Red Green Blue
WP	Work Package



1 INTRODUCTION

The AUTOFLEX' logo, templates, and website are essential parts of the visual identity of the project, required to reflect the project's vision and key concepts, and to be used in all communication channels and dissemination materials being developed, according to the project's needs.



2 VISUAL IDENTITY

The developed logo and the unanimously agreed on fonts and colours are made available to the consortium through the shared cloud drive. Anyone from the project has access to the logo, variations of the logo or templates for deliverables as well as presentations within the scope of the project.

2.1 LOGO

The main logo of the AUTOFLEX project is a vessel carrying three cargo units, making obvious that it is a cargo carrier. A clearly visible antenna is sending out radio waves. The waves are picked up by the outside of the logo. Giving a strong impression of outgoing signals from the vessel to its surroundings and at the same time representing the radio waves needed to communicate to an autonomous vessel. Below the hull of the vessel an ellipse with a gradient mimicking waves spreading away from the vessel as it cuts through the water. Moreover, the waves, both transmitted by the antenna and the crescents around the circular shape, are a symbol of creating waves in the industry, offering a disruptive model for cargo transport in urban areas.

The main logo includes the vessel as described above combined with lettering AUTOFLEX, as depicted in Figure 2-1. The logo also is available in a horizontal variation where the lettering is more prominent, see Figure 2-2.



Figure 2-1: Logo of the AUTOFLEX project. It represents a cargo carrier that is sending and receiving via the clearly visible antenna on top of the vessel. Colours of the logo are also part of the colour palette.



Figure 2-2: Horizontal variation of the AUTOFLEX logo. Lettering and logo are arranged next to each other to save vertical space.

Both variations also come with the EU logo and the reference to EU funding naming the number of the Grant Agreement, see Figure 2-3 and Figure 2-4.



Figure 2-3: AUTOFLEX logo with reference to EU funding and grand agreement number.



Figure 2-4: Horizontal AUTOFLEX logo with reference to EU funding and grand agreement number.

For special purposes the logos are available in black and white using only greyscale colours, see Figure 2-5 a) and b). Horizontal arrangements of logo, lettering and EU logo are available as well.

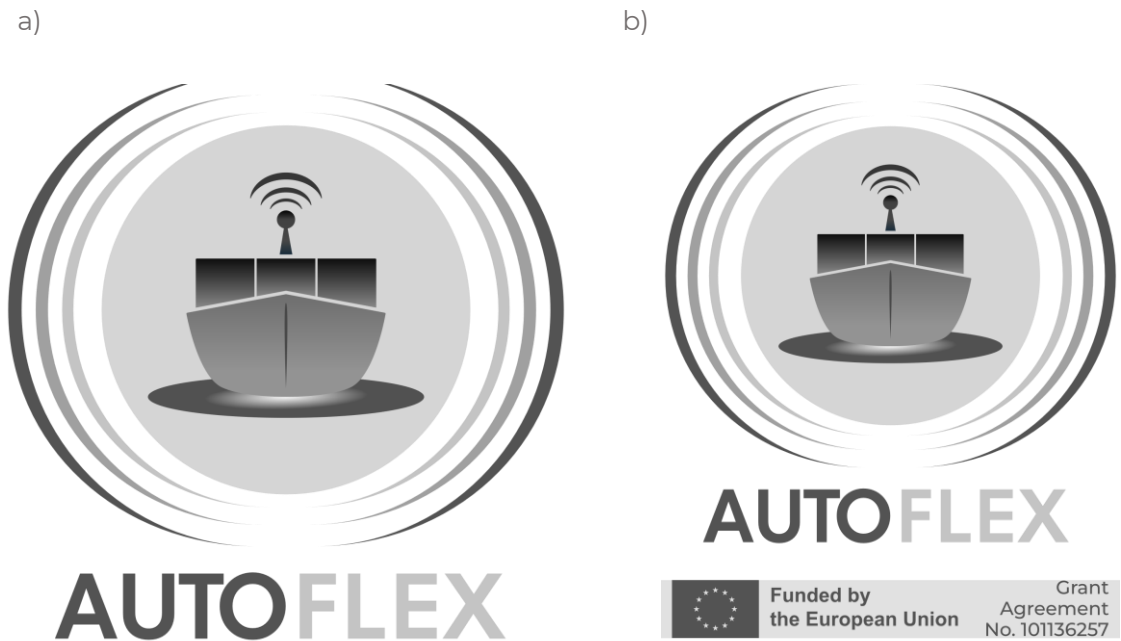


Figure 2-5: Black and White variations of the AUTOFLEX main logo






Another variation of the AUTOFLEX main logo uses lighter colours than the original logo and is designed for dark themes as night modes on user interfaces. By only using light blue colours and shades of grey it shows better contrast to dark backgrounds.









Figure 2-6: AUTOFLEX logo using light colours, to show better contrast to dark backgrounds.

2.2 COLOUR PALETTE

Official colour palette of AUTOFLEX persists of five colours. Three of which are the main colours, two are accent or highlight colours.

	Hex Code	RGB Code	
	366A76	56,106,118	Main Colours
	B5DFE1	207,232,234	
	CFE8EA	181,223,225	
	BBE7AB	190,222,169	Accent / Highlight Colours
	82CC94	130,204,148	

Moreover, each work package is allocated a distinctive colour that can be used to highlight the reference to a certain work package (WP) and giving each WP a unique look. This could be used for example in a presentation to colour code where the content or results are originating from.

	Hex Code	RGB Code	
	366A76	56,106,118	Work Package 1
	5B8746	91,135,70	Work Package 2
	623676	98,54,118	Work Package 3
	89D2DC	137,210,220	Work Package 4
	9498D2	148,152,210	Work Package 5
	EAC435	234,196,53	Work Package 6

2.3 TYPOGRAPHY

The official AUTOFLEX fonts are available from Google fonts [1] and presented below. Each font type is applied differently and has its particular usage as outlined in Table 2-1.

Table 2-1: Fonts and typography of the AUTOFLEX project.

Font Type	Usage
League Spartan Extra Bold	Title, Header, Logo lettering
Montserrat Medium	Header, Sans-Serif text, Captions
Aleo	Body text, Text in tables

The written communication within the AUTOFLEX project adopts British English as the preferred style for deliverables and other outgoing communication. By using British English consistently, AUTOFLEX can ensure clarity and consistency in written materials.

3 TEMPLATES FOR WORD AND POWERPOINT

Templates using the AUTOFLEX design and branding are available to all partners in the project through the shared cloud drive. Any updates or changes within the templates are communicated and the latest version of each template is readily available.

3.1 WORD TEMPLATE

The partners of the AUTOFLEX project will use the provided Word template for their dissemination since it ensures a consistent and professional look for all project-related documents, as is used for this deliverable also. The template also includes predefined sections and formatting, making it easier for partners to structure and organize their content. Additionally, using the template helps maintain brand consistency and reinforces the project's identity. Figure 3-1 shows the cover of all AUTOFLEX deliverables. For more impressions of the template refer to this document itself and images from sections A.1 to A.4.

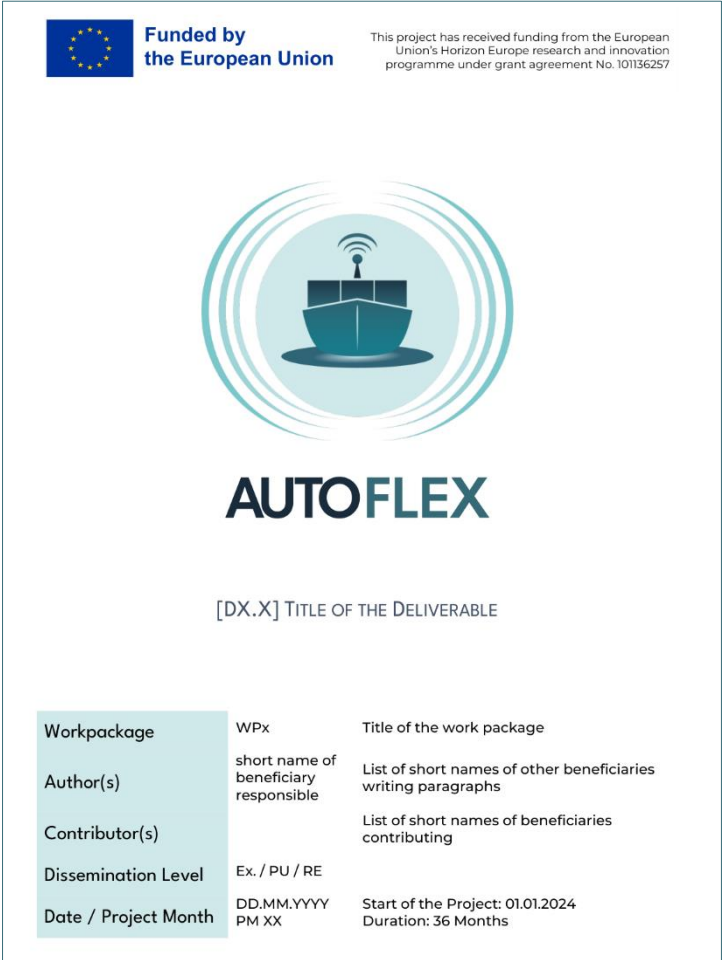


Figure 3-1: Title page of the provided Word template used for all AUTOFLEX deliverables.

3.2 POWERPOINT TEMPLATE


The partners of the AUTOFLEX project will use the provided PowerPoint template for presenting results to stakeholders since it provides a visually appealing and cohesive design that enhances the overall professional look of the presentation. The template includes predefined slide layouts and formatting options, making it easier for partners to showcase their results in a structured and organized manner. By using the PowerPoint template, partners can ensure consistency in branding and messaging, effectively conveying the project's achievements to stakeholders. In Figure 3-2 the title slide for any AUTOFLEX presentation is presented. More slides which can be used for presentations within the scope of AUTOFLEX are depicted as figures in sections A.5 to A.11.



Figure 3-2: Title slide of the provided PowerPoint template used for all AUTOFLEX presentations.

3.3 INTERNAL COMMUNICATIONS

AUTOFLEX partners will use the provided template for their minutes of meeting (MOM) to maintain a standardised format and structure for documenting meeting discussions and decisions. The template will ensure that important details such as attendees, agenda items, and action items are consistently captured in a clear and organised manner. By using the MOM template, partners can easily refer to previous meetings and stay updated on the progress and outcomes of the project.



AUTOFLEX

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Name / Title of the Meeting

Minutes of Meeting

Date	
Time (from to)	
Work Package, Task	
Called by	
Reported by	
Place / Venue	

Agenda

1	Agenda Point 1.....	3
2	Agenda Point 2.....	3
3	Agenda Point 3.....	3

Figure 3-3: Title page of the provided Word template used for minutes of meetings.

4 PRESENCE ON THE PUBLIC INTERNET

Two main presences for AUTOFLEX were created. Firstly, a website offering general information and giving stakeholders the opportunity to sign up for a newsletter or download the publicly available project deliverables. Secondly, a LinkedIn profile was established to network with professionals and engage with (potential) stakeholders in a professional online environment. Together, these two presences allow for both a formal and informal connection with the project and its development.

4.1 PROJECT WEBSITE

A public website about the AUTOFLEX project is available at <https://autoflex-vessel.eu>

The website includes a brief project description, the project milestones, the partners, the use cases, and stakeholders can register for a newsletter. There will also be a downloads section where all public deliverables will be available. In addition, the produced dissemination material such as videos, presentations, and links to publications, will be available here.

The website was created by Fraunhofer CML and will be continuously updated and amended as per the received feedback from the project partners, associates and followers. Project results will continuously updated on the website. The server for the AUTOFLEX is hosted by partner Fraunhofer and operated in Germany.

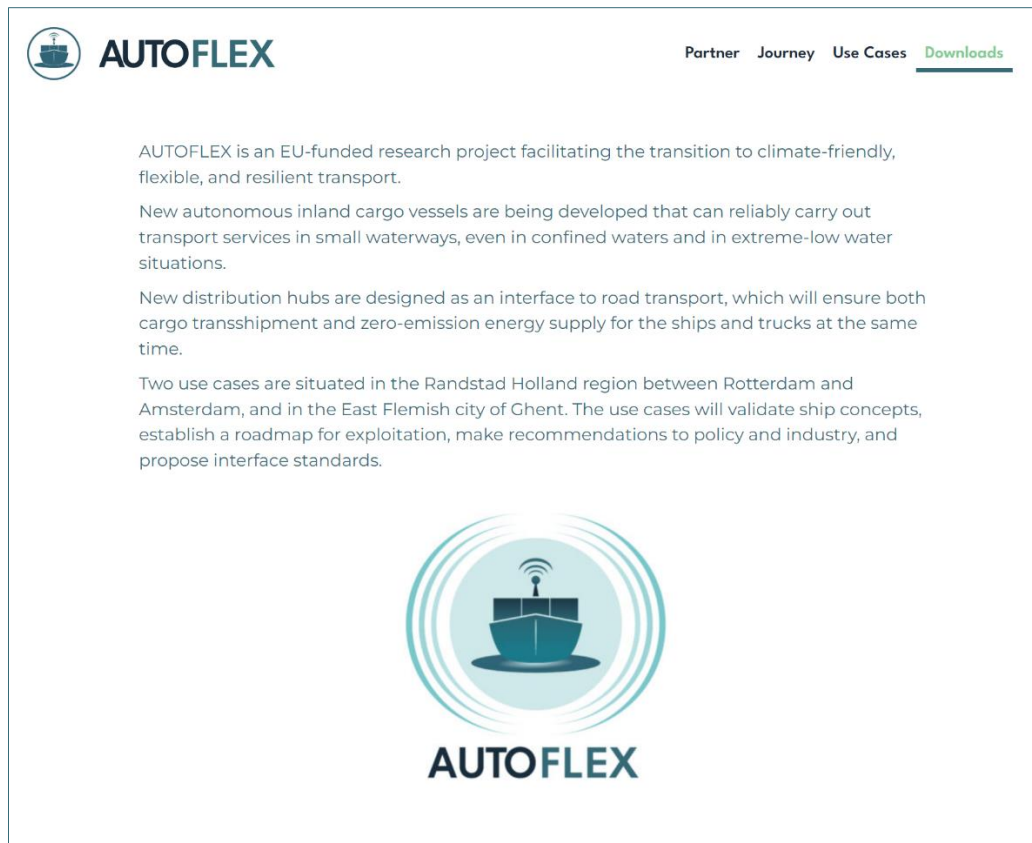


Figure 4-1: Starting page of the autoflex-vessel.eu

4.2 LINKEDIN PROFILE

The LinkedIn Profile is available under <https://www.linkedin.com/showcase/autoflex-heu-project/> or by searching for AUTOFLEX HEU logged into the LinkedIn homepage.

The social network is utilised to get in contact with professionals, raise awareness for the project by announcing the latest developments or informing about happenings within the consortium, e.g. meetings or events that are not public.

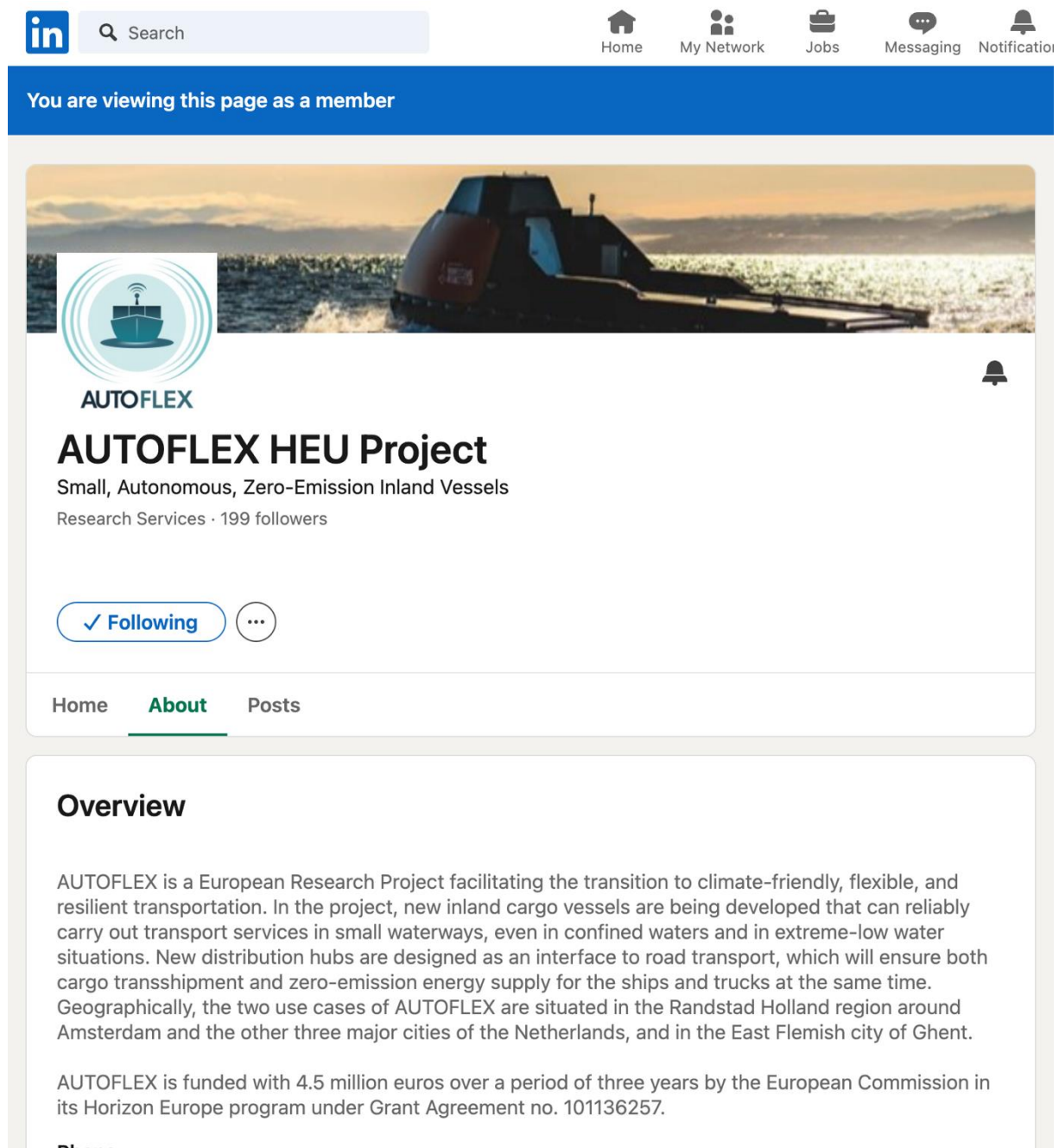


Figure 4-2: Starting page of the LinkedIn profile as members of the network see it

5 REFERENCES

- [1] 'Browse Fonts', Google Fonts. Accessed: Feb. 22, 2024. [Online]. Available: <https://fonts.google.com/f>



A. TEMPLATES FOR DELIVERABLES AND POWERPOINT

A.1 WORD TEMPLATE - TITLEPAGE



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AUTOFLEX

[DX.X] TITLE OF THE DELIVERABLE

Workpackage	WPx	Title of the work package
Author(s)	short name of beneficiary responsible	List of short names of other beneficiaries writing paragraphs
Contributor(s)		List of short names of beneficiaries contributing
Dissemination Level	Ex. / PU / RE	
Date / Project Month	DD.MM.YYYY PM XX	Start of the Project: 01.01.2024 Duration: 36 Months



A.2 WORD TEMPLATE – DELIVERABLE INFORMATION

AUTOFLEX

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DELIVERABLE INFORMATION

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An example for reference is given here:

Document History		
DD.MM.YYYY	Version X.X	Changes made
DD.MM.YYYY		
DD.MM.YYYY		
DD.MM.YYYY		
DD.MM.YYYY		
DD.MM.YYYY		
DD.MM.YYYY		

Title of the Deliverable – (CO / PU / RE / PP / etc.)



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A.3 WORD TEMPLATE – EXECUTIVE SUMMARY

AUTOFLEX

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EXECUTIVE SUMMARY

The executive summary points out what main content of the deliverable is and provide clear and concise details about the particular deliverable. Moreover, mention the methodologies, frameworks, or innovative approaches employed to accomplish the deliverable's goals. This shall include an overview of what was promised in the proposal or Description of Action (DOA). This again shall be compared to what was achieved within the scope of the project. Deviations or shortcomings shall be outlined and justified briefly.

The key findings and results should summarise the primary findings or results attained through this deliverable. Focus on key metrics, data, or achievements that demonstrate progress and success, aligning with the project's overarching objectives.

Briefly touch upon any hurdles or challenges encountered during the process of achieving the deliverable. Follow this up with a succinct mention of the strategies or solutions employed to overcome these obstacles, showcasing adaptability and problem-solving skills.

Discuss the potential or realised impact of the deliverable, both in terms of immediate project outcomes and its broader implications. Emphasise the benefits accrued, such as societal, economic, or technological advancements, to underscore the project's significance.

Conclude the summary by outlining the next steps following the completion of this deliverable. This could involve future actions, recommendations, or the integration of these outcomes into subsequent project phases.

Acknowledge the contributions of key individuals, organisations, or partners instrumental in the success of the deliverable, if applicable.

Title of the Deliverable – (CO / PU / RE / PP / etc.)

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A.4 WORD TEMPLATE – FIGURES

AUTOFLEX
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2 FIGURES AND TABLES

2.1 SUB HEADER 4 (LEVEL 2)

Figures play a pivotal role in complementing written content. Integrate figures that directly support or illustrate key textual concepts. Ensure the figures are clear, concise, and pertinent, using charts, graphs, diagrams, or images to visually represent intricate data or processes. Properly label each figure with a caption for easy comprehension, see Figure 2-1. Place figures proximate to the corresponding text, facilitating immediate correlation. Maintain formatting consistency throughout the document. Additionally, reference figures within the text using the designated reference function and link the figure number but not the caption.

2.2 EXAMPLE FOR A FIGURE





Figure 2-1: Logo of the AUTOFLEX project. Captions use the Montserrat font with a font size of 10 pt. Select 'Caption' from the Styles ribbon, if not already applied when adding a caption. Single line spacing is applied. A 12 pt distance is applied after a caption. Figures have a caption below.

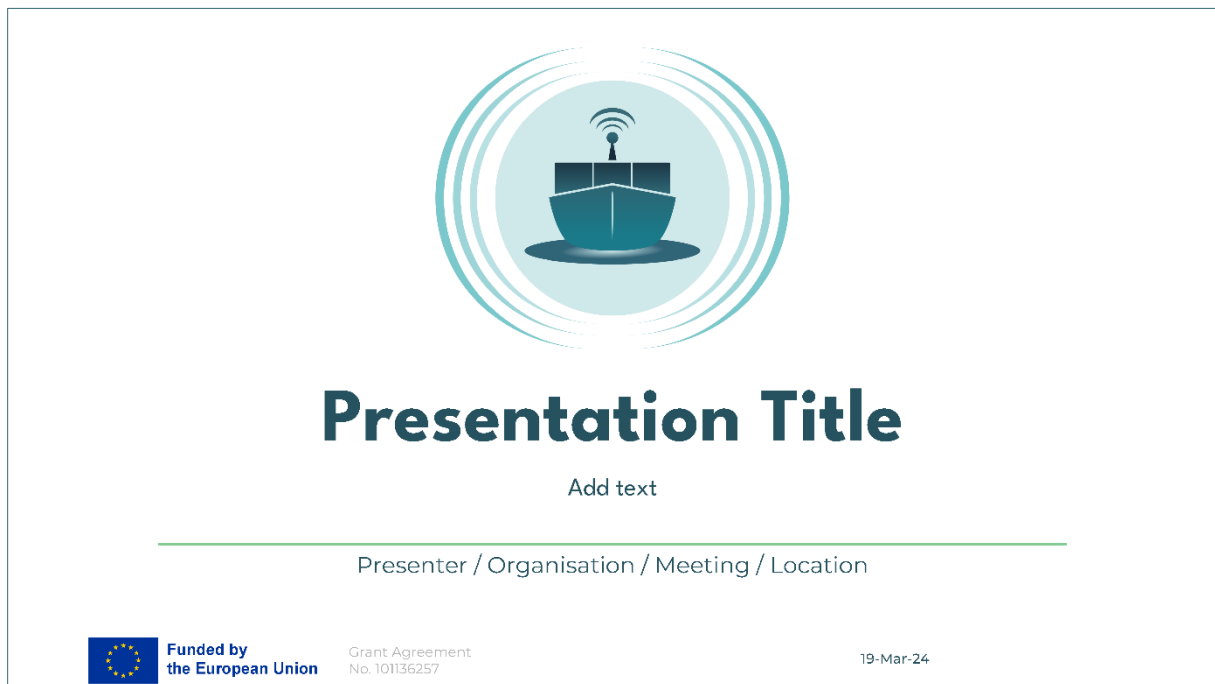
Title of the Deliverable – (CO / PU / RE / PP / etc.)



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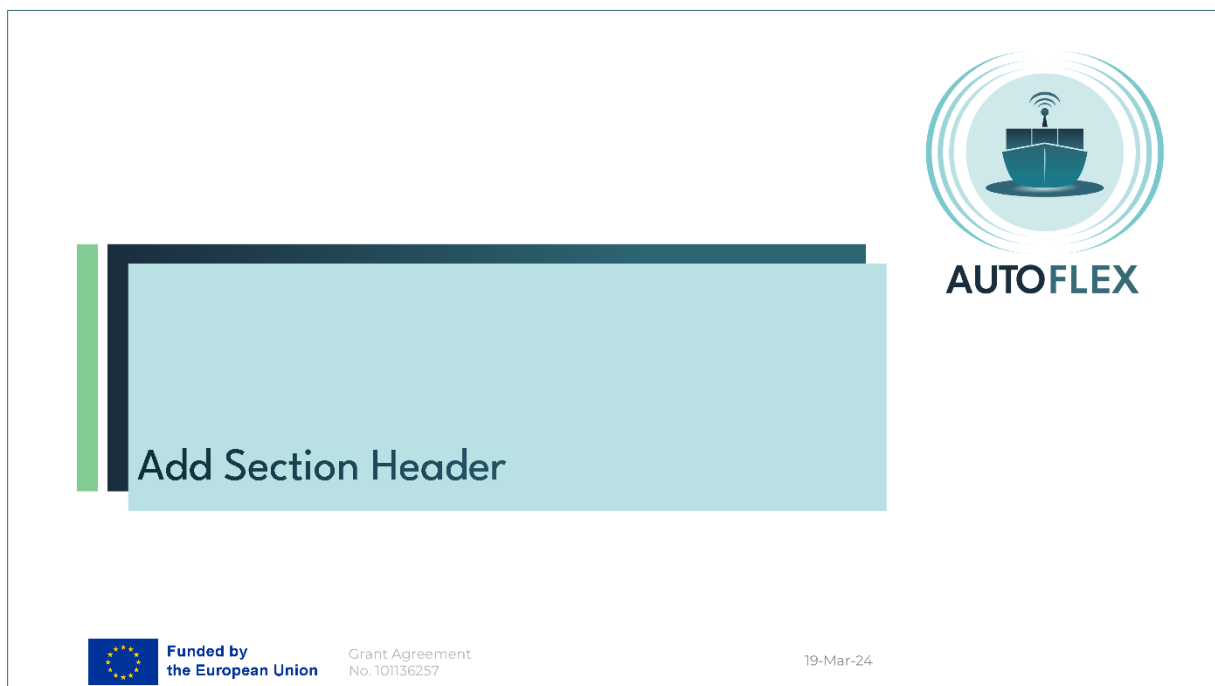
Grant Agreement:
101136257

A.5 POWERPOINT TEMPLATE – TITLE SLIDE



The title slide template features a central circular logo with a teal ship icon and a signal wave, surrounded by concentric circles. Below the logo is the text "Presentation Title" in a large, bold, dark teal font, followed by "Add text" in a smaller font. A horizontal line separates this from the text "Presenter / Organisation / Meeting / Location". At the bottom left is the European Union logo with the text "Funded by the European Union". To its right is "Grant Agreement No. 101136257". At the bottom right is the date "19-Mar-24".

A.6 POWERPOINT TEMPLATE – SECTION HEADER SLIDE



The section header slide template features a large teal rectangular area on the left with a dark teal border and a vertical green bar on the left side. Inside this area is the text "Add Section Header". To the right of this area is the circular logo from slide A.5, with the word "AUTOFLEX" in a bold, dark teal font below it. At the bottom left is the European Union logo with the text "Funded by the European Union". To its right is "Grant Agreement No. 101136257". At the bottom right is the date "19-Mar-24".

A.7 POWERPOINT TEMPLATE – CONTENT SLIDE WITH TITLE ROW

Click to add a Slide Title




 **Funded by the European Union** Grant Agreement No. 101136257 19-Mar-24 Slide 6


A.8 POWERPOINT TEMPLATE – CONTENT SLIDE WITH ROOM FOR IMAGE

Add Header

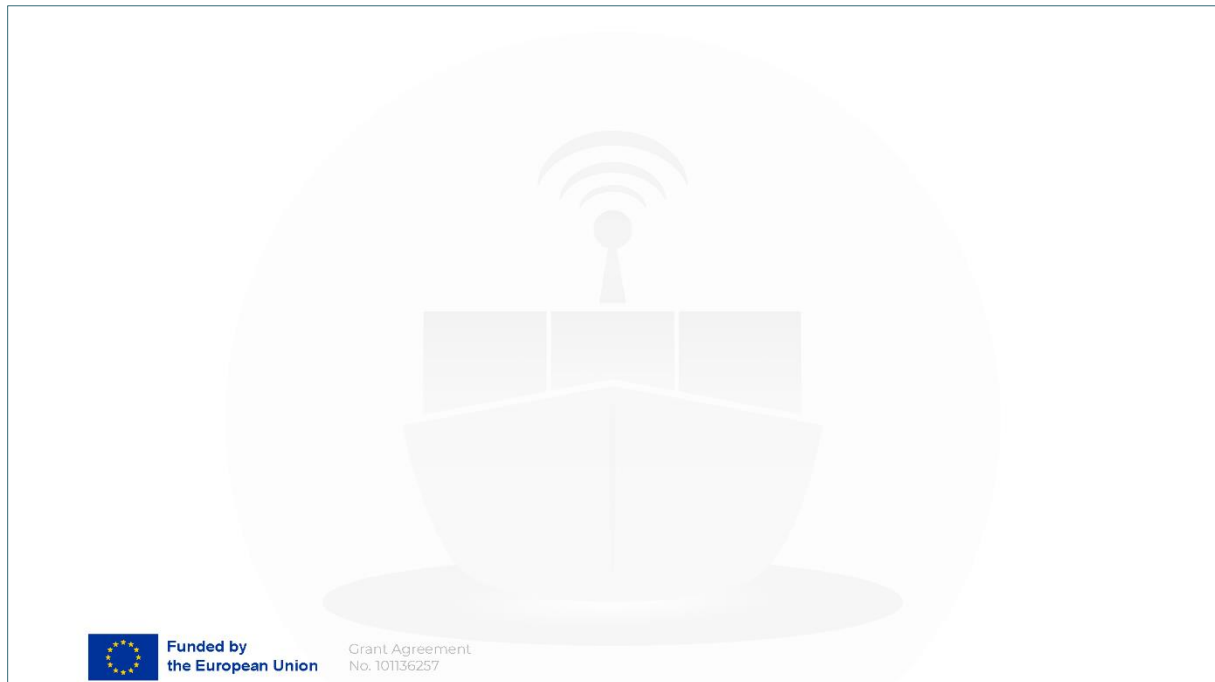
Add text or image caption

Click to add icon or image



 **Funded by the European Union** Grant Agreement No. 101136257 19-Mar-24 Slide 7

A.9 POWERPOINT TEMPLATE – SLIDE WITHOUT ALLOCATED ROOM



A.10 POWERPOINT TEMPLATE – CLOSING SLIDE



A.11 POWERPOINT TEMPLATE – CONTACT SLIDE

Contact

Name
Title
Organisation
Email
Homepage

Organisation
Logo



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Project Coordination
SINTEF Ocean - Energy and Transport
Coordinator: Odd Erik Mørkrid
www.sintef.no