

# Project identifiers, leaflet and website

Deliverable 63.2

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# UDRIVE

## European Naturalistic Driving Study

### **EUROPEAN COMMISSION**

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### **eUropean naturalistic Driving and Riding for Infrastructure and Vehicle safety and Environment**

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## Executive Summary

UDRIVE is a large-scale European Naturalistic Driving study that aims to collect in-depth knowledge about the behaviour of car drivers, truck drivers and motor riders in order to make road traffic safer and cleaner.

Deliverable 63.2 “Project identifiers, leaflet and website” describes the various project identifiers for the UDRIVE project. It is to be considered as a reference point for all project partners when it comes to communication and dissemination activities about UDRIVE. D63.2 and all subsequent materials are public documents.

The project identifiers aim at:

- Disseminating general information on UDRIVE through the use of a recognisable brand/visual identity
- Disseminating intermediate and final findings and results of the project to stakeholders and the scientific community.

ERTICO leads the dissemination activities and has worked closely with the project coordinator SWOV to develop the materials described thereafter, namely:

- UDRIVE visual identity (logo, PowerPoint template, etc.)
- UDRIVE website ([www.udrive.eu](http://www.udrive.eu))
- UDRIVE poster
- UDRIVE leaflet
- UDRIVE boilerplate PowerPoint presentation

The described approach and tools are expected to suffice to reach the communication and dissemination aims.

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## 1 Introduction

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The described approach and tools are expected to suffice to reach the communication and dissemination aims.

## 2 UDRIVE Visual Identity

### 2.1 Project name

Only one spelling is acceptable for the project name: UDRIVE.

As for the project's full name, it ought to be spelt this way: eUropean naturalistic Driving and Riding for Infrastructure & Vehicle safety and Environment.

It is also possible to highlight capital letters: eUropean naturalistic **D**riving and **R**iding for Infrastructure & **V**ehicle safety and **E**nvironment.

The following simplified description can also be used for the project: “the European Naturalistic Driving Study”; or “the first large-scale European Naturalistic Driving Study”.

### 2.2 Logo

#### 2.2.1 Logo versions

The UDRIVE logo exists in a number of different versions (see Figure 2.1) to be used across different media as required.



Figure 2.1: UDRIVE logo versions

#### 2.2.2 Colours

Figure 2.2 shows the UDRIVE colour palette.

<b>Light Blue</b> C90 / M57 / Y0 / K0 R5 / G108 / B182 #056cb6 Pantone 660	<b>Dark Blue</b> C100 / M68 / Y0 / K54 R0 / G45 / B98 #002d62 Pantone 282	<b>90% Black</b> C0 / M0 / Y0 / K90 R65 / G65 / B66 #414142
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Figure 2.2: UDRIVE colour palette

### 2.2.3 Exclusion zone and minimum size

To ensure the logo is always legible, a set exclusion zone (clear space) is to be used. The exclusion zone is determined by the height of the “U” within the logo (see Figure 2.3). Anything that could interfere with the integrity of the logo should not appear within this area (e.g. text, images etc).



**Figure 2.3: UDRIVE logo exclusion zone**

The minimum logo size ensures the legibility and readability of the logo and strapline. The minimum size that the logo should be shown with the strapline is 30 mm wide, as shown in Figure 2.4.



**Figure 2.4: UDRIVE logo minimum size**

### 2.2.4 Typefaces

To ensure a consistent and coherent brand only certain typefaces should be used. See Figure 2.5 for details.



**Figure 2.5: UDRIVE typefaces**



## 2.3 Templates & Guidelines

### 2.3.1 PowerPoint

The UDRIVE PowerPoint template is to be used in accordance to the guidelines below (Figures 2.6, 2.7, 2.8, 2.9 & 2.10). It shouldn't be altered, and any partner representing UDRIVE at an external meeting or to external stakeholders should use it instead of their own organisation's corporate identity.

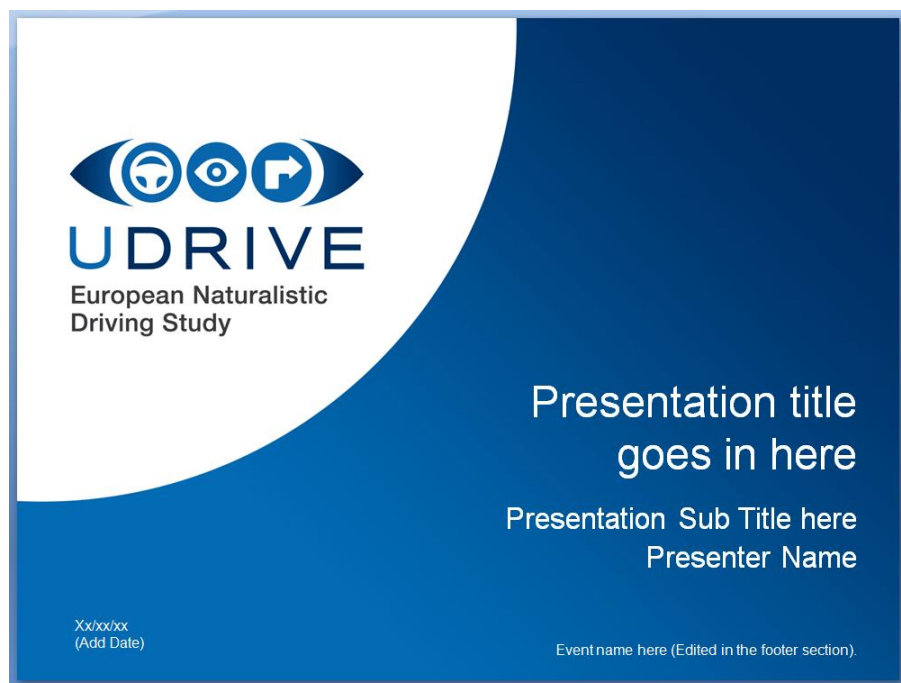


Figure 2.6: UDRIVE PowerPoint template – title slide

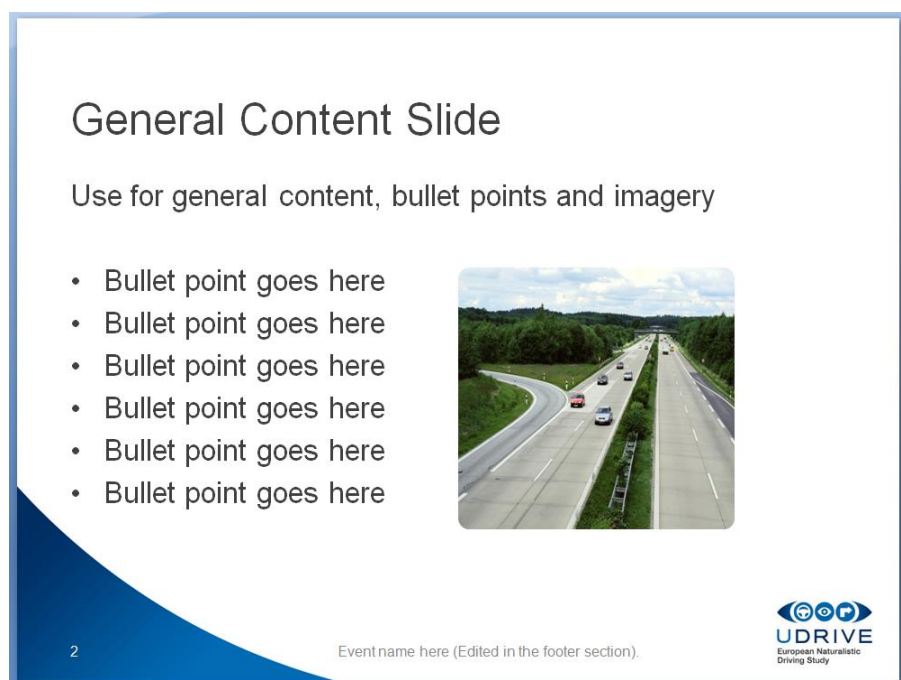


Figure 2.7: UDRIVE PowerPoint template – general content slide

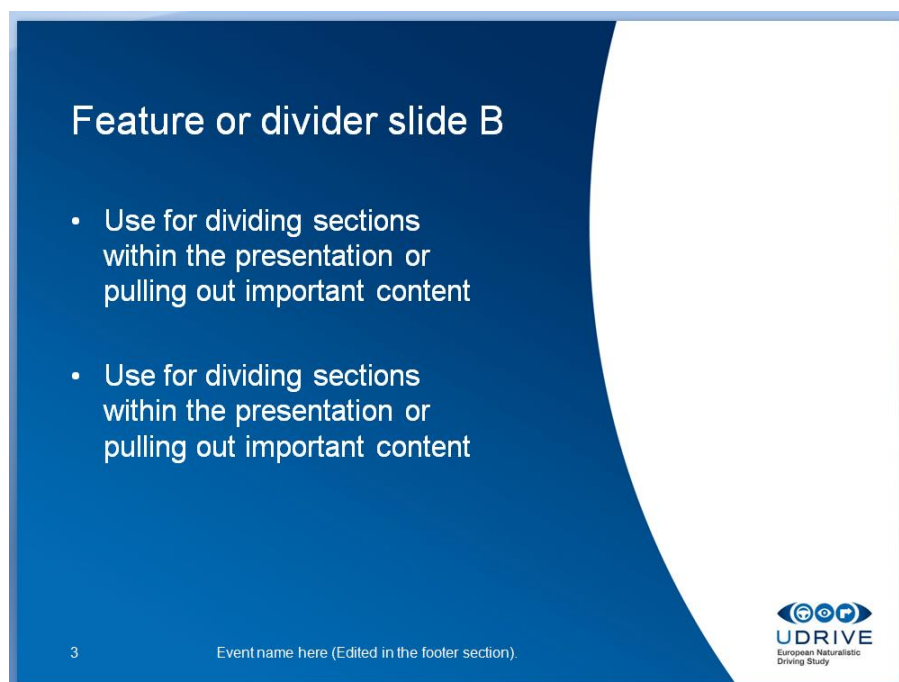


Figure 2.8: UDRIVE PowerPoint template – feature or divider slide

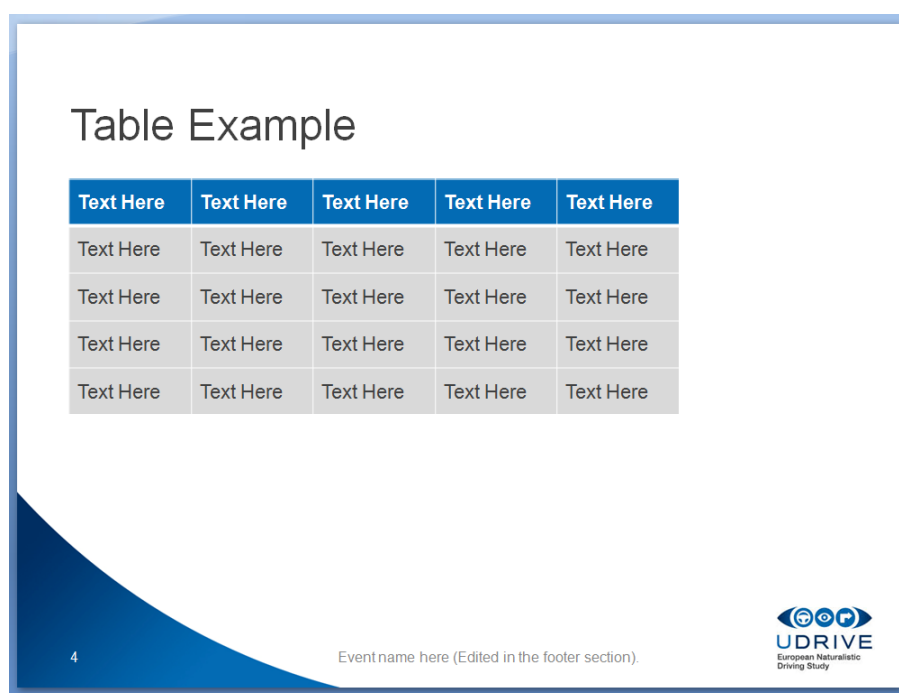


Figure 2.9: UDRIVE PowerPoint template – table example

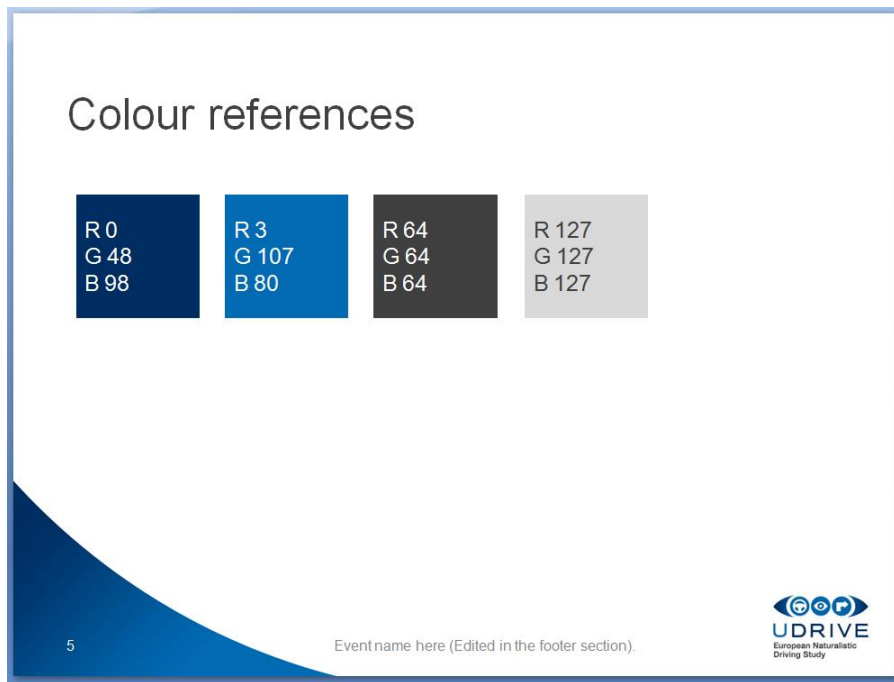


Figure 2.10: UDRIVE PowerPoint template – colour references

### 3 UDRIVE website: [www.udrive.eu](http://www.udrive.eu)

The web domain [www.udrive.eu](http://www.udrive.eu) was purchased on 14 September 2012 for a duration of 3 years – a purchase which will be renewed for the same duration after 36 months. Hence the UDRIVE website will have a lifetime of 6 years.

The UDRIVE website ought to be the reference point for stakeholders outside the consortium who want to learn more about this project. It provides the opportunity for quick, efficient and extensive dissemination of project results and outcomes, both for those directly involved in the project as well as other stakeholders.

It therefore contains all necessary (and public) information for the user to have a clear and up-to-date understanding of the project's past, current and future activities. The dissemination manager (DM) and all project partners will contribute to its content (either or not on specific request of the DM, and always in consultation with the DM/edited by the DM).

#### Structure

- About UDRIVE
  - Overview  
*\*description of UDRIVE and its objectives\**
  - What is NDS  
*\*definition of naturalistic driving studies and links to similar projects, in particular to the PROLOGUE website; inclusion of the PROLOGUE video\**
  - Consortium  
*\*presentation of the project partners: short description, logos, and links to respective websites\**
  - Work Programme  
*\*description of the subprojects – their roles and objectives; inclusion of contact details of SP leaders\**
    - SP1 – Design
    - SP2 – Data management
    - SP3 – Data collections
    - SP4 – Data analysis
    - SP5 – Impact
    - SP6 – Management and disseminations
- Get Involved
  - Recruit Drivers  
*\* information aimed at inviting potential drivers/riders to take part in the NDS; and link to the national webpages of the operation sites\**  
*\*later on, participants will also be able to find targeted information in this section; e.g. standardised questionnaire, link to social media, etc. – N.B. in order to not affect the unobtrusive driving conditions, interactions with drivers will be limited to the bare minimum\**
  - User Forum  
*\*information aimed at inviting stakeholders to join the Forum and to receive UDRIVE news*

*and updates, as well as invitations to join the FOT-Net events and Dissemination Liaison Group\**

- LinkedIn  
*\*users will be referred to the UDRIVE Linked-In account\**
- FOT-Net Wiki  
*\*short description of the FOT-Net Wiki and link to the UDRIVE entry\**

- News  
*\*news items/articles about UDRIVE activities/results and other NDS-related news\**
- Events  
*\*calendar of UDRIVE, FOT-Net and NDS-projects events and workshops, as well as UDRIVE participation in congresses and other conferences\**
- Operation Sites  
*\*description of Operation Sites with one sub-page per country/region, in their national languages – to facilitate driver recruitment and information delivery to local stakeholders; N.B. each local partner will have to write/translate their own page\**
  - Austria (DE)
  - France (FR)
  - Germany (DE)
  - The Netherlands (NL)
  - Poland (PL)
  - Spain (ES)
  - United Kingdom (UK)
- Library  
*\*collection of all public UDRIVE Deliverables as well as other UDRIVE-related publications that may be of interest to the target audience\**
  - Presentations & Papers  
*\*presentations and papers prepared and presented/published by UDRIVE partners\**
  - Deliverables  
*\*list of all public deliverables and their executive summaries; public deliverables can be downloaded directly from the website\**
  - Press Clippings  
*\*collection of articles, news items, publications referring to UDRIVE\**
- Contact Us  
*\*contact details of the project coordinator and dissemination manager, and link to the Operation Sites' respective sub-pages\**

Figures 3.1 and 3.2 show examples of what the project website looks like.



Figure 3.1: Website homepage

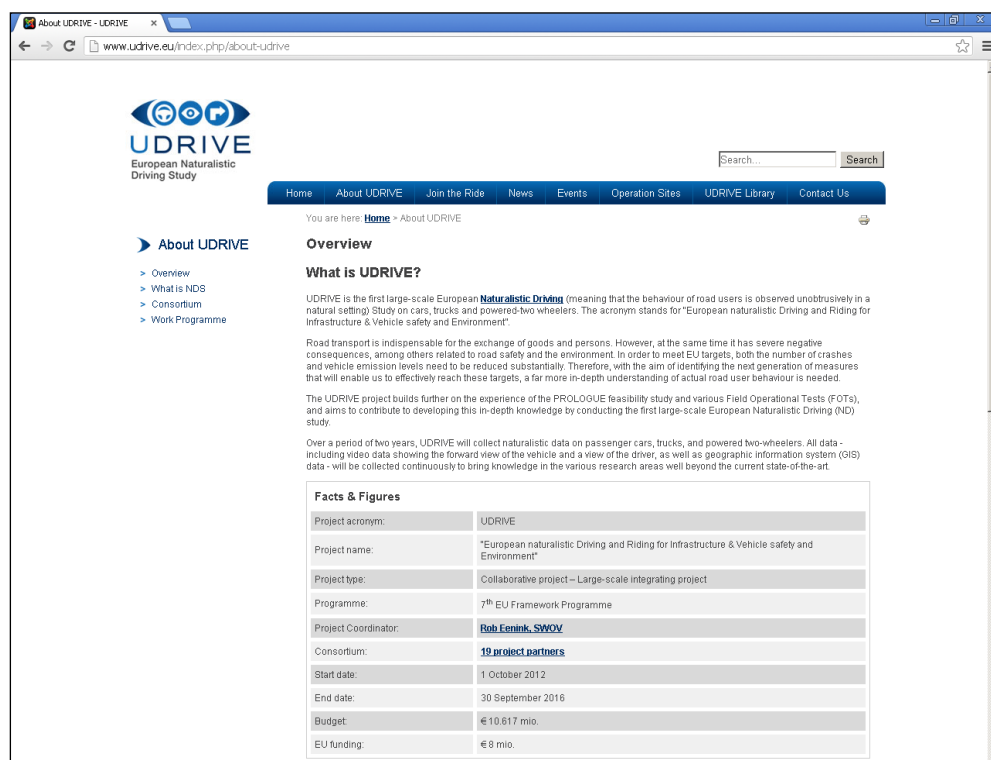


Figure 3.2: Example of a website page

## 4 Leaflet

The UDRIVE project leaflet presents UDRIVE and its objectives. It is not only dedicated to informing stakeholders about the project, but also to facilitating driver/rider recruitment in the Operation Site countries. Therefore it will be translated in the national languages of the data collection sites. In order to limit subsequent costs, translation of the leaflet will be coordinated by the FIA through their member clubs. The languages will be the following: Dutch, French, German, Polish and Spanish. Translation of the leaflet still has to take place.

1000 copies of the English version were printed. Some copies will be sent out to partners for their own use. The leaflet should be distributed to potential drivers and riders during the recruitment phase, and also at various events where UDRIVE is represented to the general public or any other type of stakeholder interested in the project.

The print-ready and website-ready files have been shared with partners on the UDRIVE internal website for potential printing or usage on their own websites.

Figure 4.1 shows what the project leaflet looks like.



Figure 4.1: Printscreens of UDRIVE leaflet



## 5 Poster

2 roll-up posters were produced for use at meetings and congresses in which UDRIVE take an active part (workshops, special sessions, etc.). It derives from the project's visual identity. The poster is stored at ERTICO, but the print-ready file has been shared with partners on the UDRIVE internal website for potential printing. ERTICO's posters can also be borrowed.

Figure 5.1 shows what the UDRIVE project poster looks like.

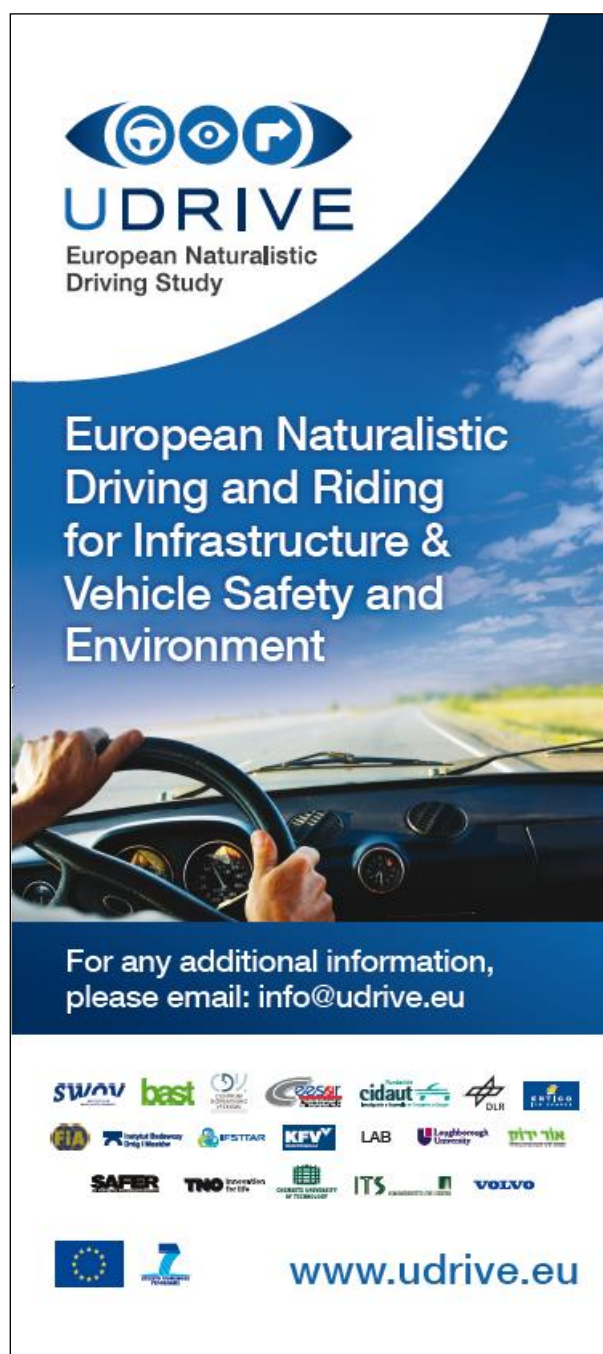


Figure 5.1: UDRIVE poster



## 6 UDRIVE boilerplate presentation

A generic PowerPoint presentation was prepared by the project coordinator in collaboration with the DM. This presentation can be used as a standalone presentation or as a “boilerplate” from which slides can be retrieved for other presentations.

The UDRIVE boilerplate presentation will be available on the website for the public to learn more about the project. It will also be used by partners at external meetings or when organising meetings with external stakeholders.

Figure 6.1 shows what the first page of the UDRIVE boilerplate presentation looks like: double-click on the image below to open the PowerPoint presentation.



Figure 6.1: UDRIVE boilerplate presentation

## 7 Conclusions

Deliverable 63.2 “Project identifiers, leaflet and website” is a public deliverable that describes the various project identifiers for the UDRIVE project. It is to be considered as a reference point for all project partners when it comes to communication and dissemination activities about UDRIVE. D63.2 and all subsequent materials are public documents. Should partners want to amend this document and the dissemination tools established herein, they will have to seek the project coordinator’s and dissemination manager’s approval.

The project identifiers aim at:

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ERTICO leads the dissemination activities and has worked closely with the project coordinator SWOV to develop the materials described thereafter, namely:

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- UDRIVE poster
- UDRIVE leaflet
- UDRIVE boilerplate PowerPoint presentation

These tools are to be used by all partners for all dissemination activities related to UDRIVE. Any other tool or material than the ones described herein should be submitted to the project coordinator and dissemination manager for approval prior to utilisation.

With the documents described in D63.2, the UDRIVE project comprises a whole set of dissemination tools that will ensure efficient and timely dissemination of the project activities to as wide an audience as possible.

## List of abbreviations

DM:	Dissemination Manager
EC	European Commission
ERTICO - ITS Europe	European Road Transport Telematics Implementation Coordination Organisation s.c.r.l.
FIA	Fédération Internationale de l'Automobile
FOT	Field Operational Test
FP7	7 <sup>th</sup> Framework Programme
ND	Naturalistic Driving
NDS	Naturalistic Driving Study
SP	Sub Project
SWOV	Stichting Wetenschappelijk Onderzoek Verkeersveiligheid
UDRIVE	eUropean naturalistic Driving and Riding for Infrastructure & Vehicle safety and Environment
WP	Work Package

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## Appendix A Start of Appendices

### A.1 List of annex files

- UDRIVE-Brand-Guidelines.pdf
- Udrive-PPT-Template.pptx
- UDRIVE Poster.pdf
- UDRIVE-leaflet2013-final-ART.pdf
- UDRIVE-leaflet2013-final-WEB.pdf
- UDRIVE General presentation.pptx

## Appendix B Review report template; checklist for reviewers

### B.1 Overall judgement: readability, structure and format

		Yes	No	N/A
	Does the deliverable reflect the content described in the Description of Work?			
Comments				
	Is the deliverable sufficiently understandable: did you fully understand it (even if slightly off topic for you)?			
Comments				
	Does the deliverable include learning from mistakes/challenges encountered and does it stimulate to further research?			
Comments				
	Is the document template applied properly?			
Comments				
	Is the structure of the deliverable easy to follow? Do you suggest any changes to the structure to make the deliverable more accessible?			
Comments				
	Is the English in the deliverable good? Is it clear and accessible?			
Comments				
	Are the figures and tables understandable and referred to in the text?			
Comments				

### B.2 Scientific judgement

		Yes	No	N/A
	Is the issue which is being researched clearly and simply stated?			
Comments				
	Are the objectives as described in the deliverable in line with the Description of Work (description of the Task)?			
Comments				
	Is the quality of the study design sufficient, are the methods/procedures as well as their actual application appropriate/correct?			
Comments				
	Do the results match the objectives as described in the Description of Work?			
Comments				
	How are the findings and results of the work described in the deliverable? Does the conclusion chapter reflect all described main important issues in the report and are the conclusion well based? Are the conclusions clearly stated? Are the conclusions relevant and applicable?			
Comments				
	Does the report include the relevant and necessary references? If relevant, is the necessary wider view on the field of work properly given?			

Comments				
	Other comments			