

HORIZON EUROPE PROGRAMME
TOPIC HORIZON-CL5-2022-D5-01-08
Clean and competitive solutions for all transport modes
GA No. 101084046

**Zero Emission flexible vehicle platform with modular
powertrains serving the long-haul Freight Eco System**



ZEFES - Deliverable report

D9.1 – Corporate Identity



Funded by
the European Union

Deliverable No.	ZEFES D9.1	
Related WP	WP9	
Deliverable Title	Corporate Identity	
Deliverable Date	2023-04-28	
Deliverable Type	REPORT	
Dissemination level	Public (PU)	
Author(s)	Anje Middelbos (UNR)	
Checked by	Anje Middelbos (UNR)	
Reviewed by (if applicable)	Eva Flora Varga (VUB) Fernando Liesa (ALI)	2023-04-21 2023-04-26
Approved by	Omar Hegazy (VUB) – Project coordinator	2023-04-06
Status	Final	2023-04-28

Publishable summary

This deliverable report describes the corporate identity of the ZEFES project. ZEFES stands for “Zero Emission flexible vehicle platform with modular powertrains serving the long-haul Freight Eco System” and the chosen corporate identity of the project tries to reflect this. Defining the corporate identity started with designing a project logo and choosing the project colours. The key words of the corporate identity are “clean mobility”, “zero emission”, “long-haul freight transport”. The two different colours green support the message of sustainability and zero emission. The corporate identity also encompasses several project templates, promotional materials like a project presentation and project flyer, the social media channels and the project website.

Contents

1	Introduction.....	6
2	ZEFES Corporate Identity.....	7
2.1	Logo	7
2.2	Templates	8
2.3	Website	9
2.4	Social Media	11
2.5	Other Branding Materials.....	11
2.6	Disclaimers	12
3	Results & Discussion.....	13
3.1	Results	13
3.2	Contribution to project (linked) Objectives.....	13
3.3	Contribution to major project exploitable result.....	13
4	Conclusion and Recommendation	14
5	Risks and interconnections.....	15
5.1	Risks/problems encountered	15
5.2	Interconnections with other deliverables.....	15
6	Deviations from Annex 1	16
7	Acknowledgement.....	17

List of Figures

Figure 1	ZEFES project logo	7
Figure 2	ZEFES logo colour info	8
Figure 3	ZEFES icon.....	8
Figure 4	ZEFES standard PPT slides	9
Figure 5	Template header	9
Figure 7	ZEFES project page website.....	10
Figure 6	ZEFES homepage website.....	10
Figure 8	ZEFES LinkedIn profile	11
Figure 9	EU emblem horizontal.....	12
Figure 10	EU emblem vertical	12
Figure 11	SERI emblem horizontal	12
Figure 12	SERI emblem vertical.....	12

Abbreviations & Definitions

Abbreviation	Explanation
IPR	Intellectual Property Right
TEN-T	Trans-European Transport Network
UNR	Uniresearch
VUB	Vrije Universiteit Brussels
WP	Work Package

1 Introduction

Within the ZEFES project, Work Package (WP) 9 is dedicated to the successful communication, dissemination and exploitation of the project's results. WP9 aims to ensure the project's maximum impact by effectively communicating project innovations to pertinent target groups, encouraging collaboration with pertinent stakeholders and other related projects to pool resources and expedite the dissemination of key messages and results, putting in place and maintaining adequate IPR protection measures, and identifying and ensuring the best exploitation of the project results both during and after the project.

A corporate identity is a key part of a successful dissemination and communication strategy. A corporate identity refers to the visual and non-visual elements that represent a company, a corporate, or in this case a project, including the logo, colours, typography, and other design elements. It encompasses everything that helps distinguish a project from other projects and creates a recognizable and cohesive image of the corporate for stakeholders.

A strong corporate identity is important for several reasons. A few examples are:

- **Build Credibility:** A strong corporate identity will help build credibility and trust with stakeholders, and potential customers. By presenting a professional and consistent image, the project can demonstrate that it is well-organized, reliable, and capable of delivering on its promises.
- **Create Awareness:** A strong corporate identity will help create awareness and generate interest in the project. By developing a unique and memorable visual identity, messaging, and personality, the project can stand out in and attract the attention of potential supporters and customers.
- **Facilitate Communication:** A strong corporate identity will help facilitate communication and create a sense of unity among project stakeholders. By using consistent messaging and visual elements, the project can ensure that everyone involved is on the same page and working towards the same goals.
- **Increase Exploitation Opportunities:** A strong corporate identity will increase exploitation opportunities by attracting the attention of partners and end users. By presenting a professional and compelling image, the project can demonstrate its potential and ensure the exploitation of project results.

In summary, a strong corporate identity is essential for a funded project because it can help build credibility, create awareness, facilitate communication, and increase exploitation opportunities. It also helps to ensure that the project is well-positioned to achieve its goals and deliver value to its stakeholders.

The rest of this document will set-out the ZEFES corporate identity and its tools (e.g. logo, website, presentation design, etc.), and the reasoning behind the aesthetic choices that were made.

2 ZEFES Corporate Identity

In this section, the ZEFES corporate identity is discussed. First, the project logo is introduced. The logo and its colours form the basis of the other branding materials, such as the project website, general presentation, templates, and other materials.

2.1 Logo

The corporate identity starts with choosing the right project logo. For the ZEFES project, Uniresearch (UNR) hired a graphic designer who has a substantial amount of experience with designing project logos and creating corporate identities. In the briefing of the project to the designer, the following focus points were asked to be taken into consideration when designing the logo:

- Zero emission;
- Clean mobility;
- Heavy duty long-haul freight transport;
- Battery Electric Vehicles (BEV) and Fuel Cell Electric Vehicles (FCEV);
- Modular powertrains;
- Logistic operations.

Next to the key focus points, the designer also was introduced to the main objectives of the project. The designer delivered three concept logos accordingly. These logo concepts were presented during the ZEFES Kick-off Meeting, hosted by VUB in Brussels. All project partners were asked to vote on their favourite logo, and provide their feedback on the logo of their choice. From the collected feedback, the designer made a final iteration and the logo as shown in Figure 1. **Fout! Verwijzingsbron niet gevonden.** below is the result:



Figure 1 ZEFES project logo

The ZEFES logo shows the profile of a long-haul truck, with the letters 'ZEFES' indicating the tractor-trailer combination. The front of the truck is pictured in a leaf, which symbolises eco-friendliness and sustainability. Plants and trees play a crucial role in sustaining life on our planet. They produce oxygen, absorb carbon dioxide, and provide habitat for wildlife, making them a vital component of our ecosystem. Therefore, the leaf was chosen as part of the icon for ZEFES. To signify that the ZEFES project is about long-haul freight transport, the road lines are portrayed in the leaf as well.

The two different colours of green were also carefully chosen, because green is often associated with growth, freshness, and renewal, which align with the concepts of sustainability and eco-friendliness. The light and dark green provide a nice contrast, which are used throughout the other branding materials of the ZEFES project.

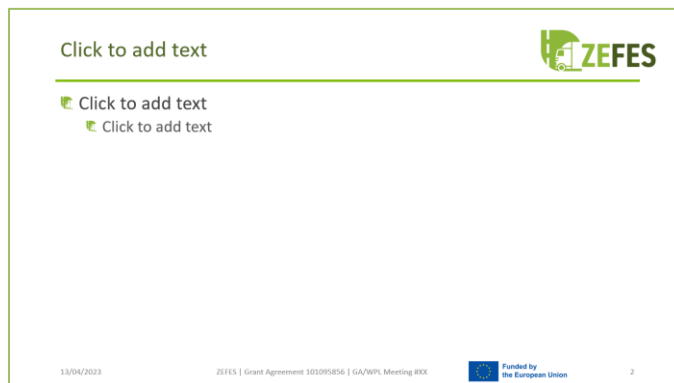


Figure 2 ZEFES logo colour info

The icon as pictured below, is used as a bullet point for the PowerPoint templates. This icon can also be used on other branding materials, when it is not desirable to portray the entire ZEFES logo.



Figure 3 ZEFES icon



2.2 Templates

To ensure a coherent and cohesive communication within the ZEFES project, UNR has created several templates that are to be used by the consortium partners throughout the project. All the templates can be found on the project archive (Mett). These templates include:

- Deliverable template (Word-file);
- Meeting agenda template (Word-file);
- Meeting minutes template (Word-file);
- Presentation templates (PowerPoint-file).

For all the Word-documents, the same design has been implemented to ensure that all documents have the same look and feel. The colours used in the design are those of the ZEFES logo. The standard font used in the templates is 'Calibri' in font size 11. Calibri is a clean, modern, and easy-to-read font that is designed to be legible even at small sizes. Its clean lines and wide spacing make it a great choice for body text, especially on screens, where legibility is essential. Moreover, the logo together with the ZEFES Grant Agreement number (101095856) is used in the header of all documents (see image below):

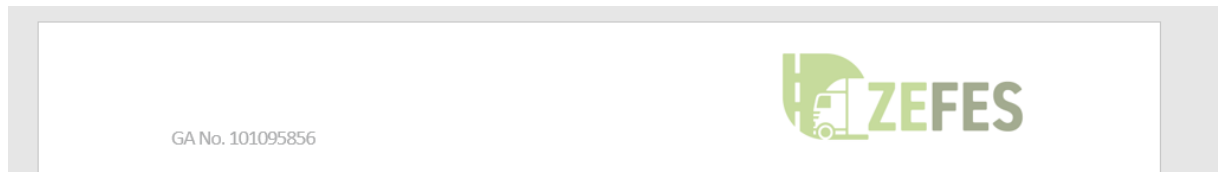


Figure 5 Template header

For the presentation templates, the project colours are used throughout the slides. Also, the last slide contains the EU-disclaimer and the partner logos. Figure 5 shows a selection of the standard slides which can also be found on Mett.



Figure 4 ZEFES standard PPT slides

2.3 Website

The website of the ZEFES project, found at www.zefes.eu, is a vital tool for conveying the project's corporate identity. It serves as a central hub for all information related to the project, and provides a range of valuable resources and functions.

One of the most important functions of the website is to act as a contact point for interested third parties, offering a means of communication and engagement with the project team. In addition, the website provides a brief project summary and a wealth of project information, offering visitors a comprehensive understanding of the project's objectives, scope and progress. The website also hosts company and institute profiles for each of the project partners, including links to their individual websites. This serves to provide visitors with a deeper understanding of the partner organisations and their contributions to the project. In order to keep the general public informed on the most relevant project results, the website provides updates on a regular basis.

It also hosts publications, flyers, project general presentations, and summaries of technical publications related to the project, making these resources accessible to a wider audience. Moreover,

the website offers links to other relevant activities, linked projects and events, enabling visitors to explore related research and initiatives. It also contains contact details for the project coordination team, making it easy to get in touch with any questions or inquiries. Lastly, the website offers the option to subscribe to the project's newsletter, ensuring that interested parties receive regular updates and stay informed about the latest developments in the ZEFES project.

Below, some screenshots from the website (at the time of writing this report) can be found. The pictures used come from the stock-images from Volvo Trucks and will serve as a placeholder until the ZEFES project can produce images from its own developments. Nevertheless, the images have been carefully selected because they convey the main message from ZEFES: zero-emission long-haul freight transport in Europe, suggested by the green trees and the snowy mountain tops.

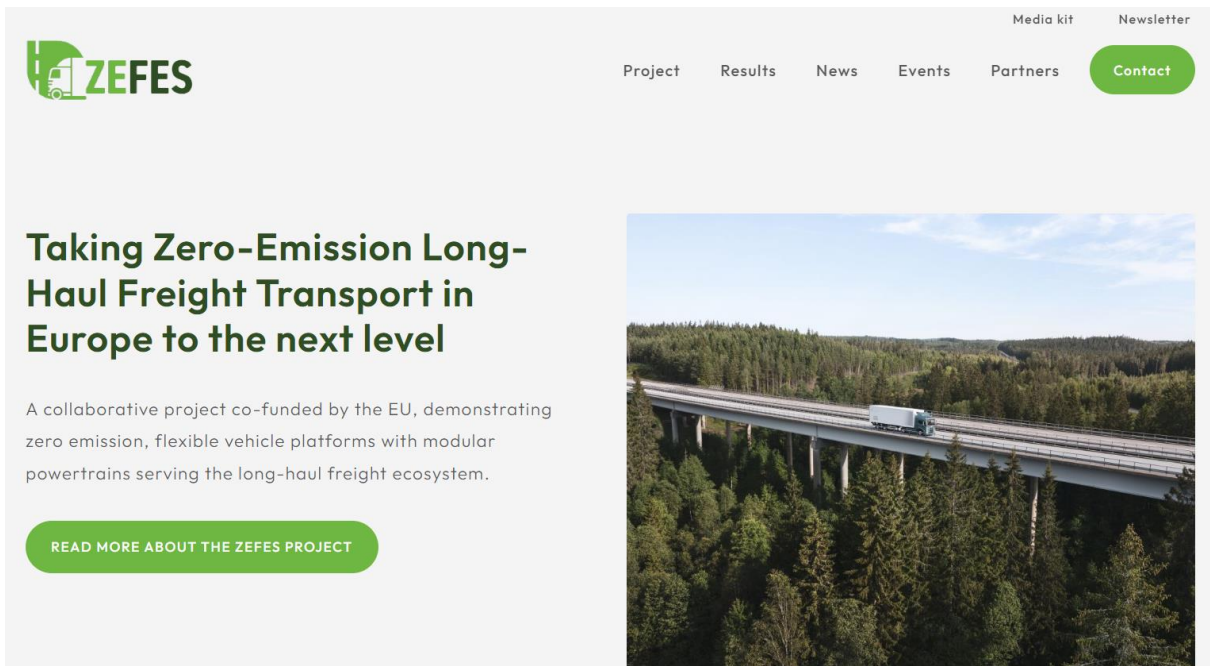


Figure 7 ZEFES homepage website

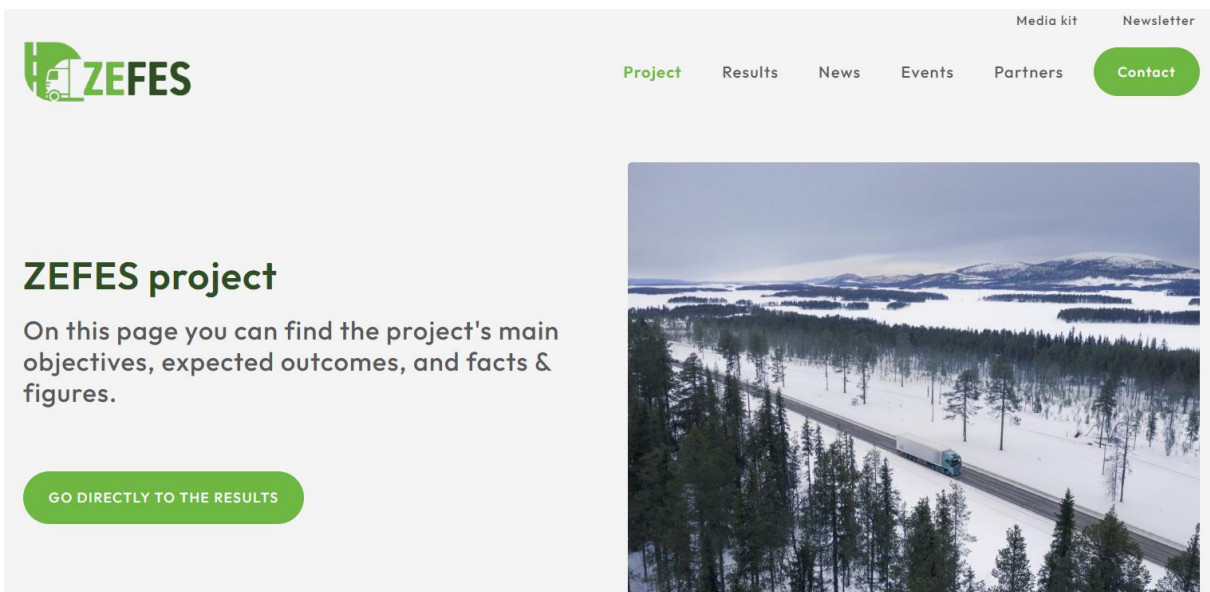


Figure 6 ZEFES project page website

2.4 Social Media

Other vital parts of the ZEFES corporate identity are the social media channels. ZEFES has two main channels:

- [LinkedIn](#)
- [Twitter](#)



Figure 8 ZEFES LinkedIn profile

On LinkedIn, the following hashtags were chosen (#) linked to the ZEFES page: #transport #zeroemission #electricmobility. These hashtags are closely connected to the project's main objectives and will thus reach the intended target audience. Also, the project's slogan is clearly visible: "Taking Zero-Emission Long-Haul Transport in Europe to the Next Level!". The strategy on how to use the social media channels to communicate and disseminate (and later exploit) project results will be explained in deliverable D9.2 (updated dissemination, communication and exploitation strategy), which is due in M6.

2.5 Other Branding Materials

Other branding material which will help promote the ZEFES project and its main aims and objectives is a general project presentation. This presentation can be used by all partners to present the project (and its preliminary results when agreed with all involved partners) as well internally as externally. This general presentation consists of all most relevant information available at the present: objectives, concept, structure, expected results and key figures of the project. This presentation will be updated throughout the project and can be downloaded from the website's media kit.

To promote the ZEFES project to a wider audience and to the specific target groups, a project flyer will be created in line with the project branding and identity. The flyer will have an attractive appearance and will contain details on the main objectives of the project, the expected achievements and a list of project partners. Also, the Use Cases and their routes along the TEN-T corridors will be displayed on a map. This map will be designed by the same designer from the project logo. This map will be also used on the website and in other promotional materials (like banners or posters). The project flyer will be distributed to the target group database, made available on the website and will be further distributed at conferences and exhibitions.

2.6 Disclaimers

Any communication and dissemination activities (for example publications) in the project, including the project website, have to display the European emblem with marking Funded by EC, either Figure 9 or Figure 10 below. The emblems can be downloaded from the project archive, Mett. When displayed in association with a logo, the European emblem will be given appropriate prominence.



Figure 9 EU emblem horizontal



Figure 10 EU emblem vertical

Also, the following statement needs to be included next to the EU emblem (from the Grant Agreement, Art. 17.3): "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them."

Because the ZEFES project has also received funding from the Swiss authorities (SERI), additional to EU disclaimer the SERI emblem is shown on the project website. The disclaimer will also have to be shown on any scientific publication where one of the Swiss partners have made a contribution (HIT or IRU).

Project funded by



Figure 11 SERI emblem horizontal

Project funded by

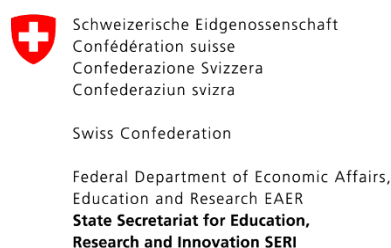


Figure 12 SERI emblem vertical

The following disclaimer text is optional to add: "This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI)".

3 Results & Discussion

3.1 Results

The main achieved results related the corporate identity are the creation of the project logo, the set-up of the project website and its social media channels, and the creation of the general project presentation. These results have been a main accelerator to plug and promote the ZEFES project to a wider audience.

3.2 Contribution to project (linked) Objectives

This deliverable does not contribute specifically to any of the technical objectives set-out in the description of action. However, a strong corporate identity is vital to ensure a maximum impact of the project's results.

3.3 Contribution to major project exploitable result

This deliverable contributes to successful exploitation of the entire project. Without the corporate identity and its main channels, like the project website and social media, target groups, stakeholders, end users, and investors will not be aware of the projects achievements and exploitation will therefore not have desired outcome.

4 Conclusion and Recommendation

In conclusion, after thoroughly exploring the ZEFES project's corporate identity, including its logo, website, and social media presence, several key takeaways have emerged. Firstly, a strong and consistent visual identity is critical for creating a recognizable corporate identity that resonates with the desired target audiences. The project's logo is a primary visual representation of the project, and it should be well-designed, unique, and memorable. Secondly, a well-designed website is essential for establishing an online presence and providing users with a positive user experience. A user-friendly interface, clear messaging, and a strong call-to-action can help attract and retain visitors to the site. Finally, social media can be an effective tool for reaching and engaging with a broader audience, building relationships with stakeholders, and increasing the project's awareness. Consistent branding across all social media platforms is crucial to maintaining a cohesive image and effectively communicating the project's mission and values. In conclusion, a well-executed corporate identity can have a significant impact on the success of a project. By carefully crafting a consistent brand identity across all channels, including the logo, website, and social media, a project can effectively establish a strong presence in the market and build trust with its audience.

The recommendation for all project partners is to ensure that in all communication and dissemination activities, the ZEFES corporate identity is complied with.

5 Risks and interconnections

5.1 Risks/problems encountered

No risks or problems were encountered in this deliverable.

5.2 Interconnections with other deliverables

This deliverable is strongly connected to D9.2 (Updated Dissemination, Communication and Exploitation strategy) which is due in M6.

6 Deviations from Annex 1

No deviations were made.

7 Acknowledgement

The author(s) would like to thank the partners in the project for their valuable comments on previous drafts and for performing the review.

Project partners:

#	Partner short name	Partner Full Name
1	VUB	VRIJE UNIVERSITEIT BRUSSEL
2	FRD	FORD OTOMOTIV SANAYI ANONIM SIRKETI
3	HYU	HYUNDAI MOTOR EUROPE TECHNICAL CENTER GMBH
4	KAE	KASSBOHRER FAHRZEUGWERKE GMBH
5	REN	RENAULT TRUCKS SAS
6	SCA	SCANIA CV AB
7	VET	VAN ECK TRAILERS BV
8	VOL	VOLVO TECHNOLOGY AB
9	ABB	ABB E-MOBILITY BV
9.1	ABP	ABB E-MOBILITY SPOLKA Z OGRANICZONAODPOWIEDZIALNOSCIA
10	AVL	AVL LIST GMBH
11	CM	SOCIEDAD ESPANOLA DE CARBUROS METALICOS SA
11.1	APG	AIR PRODUCTS GMBH
12	HEPL	HITACHI ENERGY POLAND SPOLKA Z OGRANICZONA ODPOWIEDZIALNOSCIA
13	MIC	MANUFACTURE FRANCAISE DES PNEUMATIQUES MICHELIN
14	POW	PLASTIC OMNIUM NEW ENERGIES WELS GMBH
15	RIC-CZ	RICARDO PRAGUE S.R.O.
15.1	RIC-DE	RICARDO GMBH
16	UNR	UNIRESEARCH BV
17	ZF	ZF CV SYSTEMS HANNOVER GMBH
18	ALI	ALLIANCE FOR LOGISTICS INNOVATION THROUGH COLLABORATION IN EUROPE
19	DPD	DPD (NEDERLAND) B.V.
20	COL	ETABLISSEMENTEN FRANZ COLRUYT NV
21	GRU	GRUBER LOGISTICS S.P.A.
22	GBW	GEBRUEDER WEISS GESELLSCHAFT M.B.H.
23	PG	PROCTER & GAMBLE SERVICES COMPANY NV
23.1	PGP	PROCTER AND GAMBLE POLSKA SPOLKA Z OGRANICZONA ODPOWIEDZIALNOSCIA
23.2	PGA	PROCTER & GAMBLE AMIENS
24	PRI	PRIMAFRIO CORPORACION, S.A.
25	PTV	PTV PLANUNG TRANSPORT VERKEHR GmbH

26	Fraunhofer	FRAUNHOFER GESELLSCHAFT ZUR FORDERUNG DER ANGEWANDTEN FORSCHUNG EV
27	HAN	STICHTING HOGESCHOOL VAN ARNHEM ENNIJMEGEN HAN
28	IDI	IDIADA AUTOMOTIVE TECHNOLOGY SA
29	TNO	NEDERLANDSE ORGANISATIE VOOR TOEGEPAST NATUURWETENSCHAPPELIJK ONDERZOEK TNO
30	UIC	UNION INTERNATIONALE DES CHEMINS DE FER
31	CFL	CFL MULTIMODAL S.A.
32	GSS	Grupo Logistico Sese
33	HIT	Hitachi ABB Power Grids Ltd.
34	IRU	UNION INTERNATIONALE DES TRANSPORTS ROUTIERS (IRU)
35	RIC-UK	RICARDO CONSULTING ENGINEERS LIMITED

Disclaimer/ Acknowledgment



**Funded by
the European Union**

Copyright ©, all rights reserved. This document or any part thereof may not be made public or disclosed, copied or otherwise reproduced or used in any form or by any means, without prior permission in writing from the ZEFES Consortium. Neither the ZEFES Consortium nor any of its members, their officers, employees or agents shall be liable or responsible, in negligence or otherwise, for any loss, damage or expense whatever sustained by any person as a result of the use, in any manner or form, of any knowledge, information or data contained in this document, or due to any inaccuracy, omission or error therein contained.

All Intellectual Property Rights, know-how and information provided by and/or arising from this document, such as designs, documentation, as well as preparatory material in that regard, is and shall remain the exclusive property of the ZEFES Consortium and any of its members or its licensors. Nothing contained in this document shall give, or shall be construed as giving, any right, title, ownership, interest, license or any other right in or to any IP, know-how and information.

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them.