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Digital Innovation HUBs and Collaborative Platform for cyber-physical systems



HUBCAP

HUBCAP Visual Identity and Templates

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Abstract

This document describes the visual identity of the HUBCAP project. We discuss the design decisions made for the project. Furthermore we present the design of the website, as well as the template for presentations, leaflets, posters, and reports. In addition to the presented visual language in this document, we are developing a project internal brand book that will be updated and maintained throughout the HUBCAP project. This brand book will ensure that we will use a common visual language among all project partners when representing the HUBCAP project.

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1 Project Logo

To represent the project, we developed different logos as visual identity. This allows appropriate representation on various media. Figure 1 shows the general HUBCAP logo with its distinct five colours. We will elaborate on the colour scheme in Section 2. This logo will be used on the front page of each report, posters and leaflets, as well as the website. The typeface for the logo and all communications is Arial.

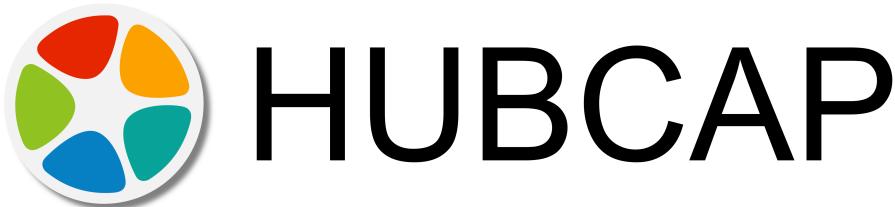


Figure 1: The primary HUBCAP logo in colour

Alternative forms of the logo have also been produced for dissemination outlets where a smaller visual footprint is needed, such as Twitter or LinkedIn. These are the wheel-only and vertical version of the logo see in Figure 2. These logos are also used in the HUBCAP presentation template.



Figure 2: Alternative versions of the HUBCAP logo

Grey-on-white and white-on-black versions of each of the logo variations were also produced, which allows for control over the rendering in non-colour materials. An example of each is given in Figures 3. Vector versions of the logos were created in the open-source Inkscape tool and Scalable Vector Graphics (.svg) format. All versions were then saved as both Encapsulated PostScript (.eps) and Portable Network Graphics (.png) with both white and transparent backgrounds. Logos and headers specifically designed for various social media accounts (e.g. Twitter or LinkedIn), will be included and maintained in the project internal brand book, ensuring a common visual language among all participants in the HUBCAP project.



Figure 3: Greyscale version of the main HUBCAP logo

2 Colour Scheme

The HUBCAP project is divided into five different sub-areas, each equally important as depicted in Figure 4. This is also reflected in the logo where we chose five different colours in a triangular-like shape of equal size positioned equidistant in a circle. Each of these colours represents one of the areas relevant to HUBCAP, as shown in Table 1. These colours are to be used across all HUBCAP materials, to strengthen the project visual identity.



Figure 4: The HUBCAP figure

Element	Colour	Web Colour	RGB
The Digital Innovation Hubs (red)		#E62601	[230,38,1]
The Innovation Ecosystem (green)		#90C221	[144,194,33]
The Collaboration Platform (blue)		#0680C3	[6,128,195]
The Open Calls for SMEs (orange)		#FBA200	[251,162,0]
Model-Based Design (teal)		#07A398	[7,163,152]

Table 1: The HUBCAP colour scheme

3 Website

The HUBCAP website is the main dissemination channel for all important aspects of the HUBCAP project. This includes information about ongoing and upcoming calls for proposals within the HUBCAP project as well as the results of project calls (project currently under investigation) and respective project outcomes. Furthermore, the interested public can get information about the latest news and upcoming events around the HUBCAP project.

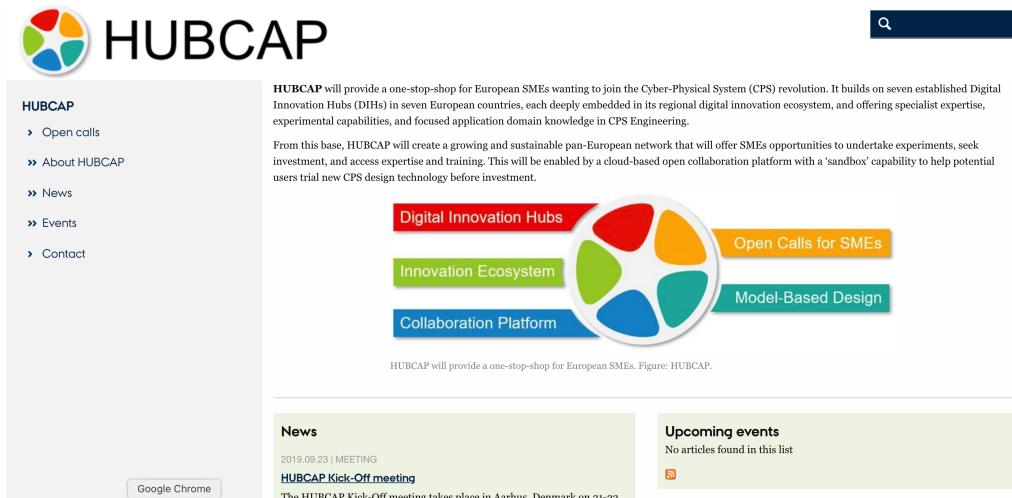


Figure 5: Screenshot of the HUBCAP homepage

Figure 5 shows a screen shot of the homepage of the initial HUBCAP website, the navigation menu is shown on the left side while the main content takes over the remaining space. On the homepage, a user will get an immediate overview of the most recent news and the next upcoming events. A new and more appealing version of the HUBCAP website will be made available at the following domain: <http://hubcap.eu>, which will be ready before the Open Calls launch.

The sections of the website are as follows:

Open Calls The section of *Open Calls* on the HUBCAP website will advertise ongoing (currently open) calls for proposals as well as soon to be opened calls.

About HUBCAP This section contains information about the vision of the HUBCAP project in general as well as some facts of the project.

News As the name suggests, this section contains latest news of the project. This information may range from recent meetings, project results, upcoming or open calls, or accepted projects, to name a few.

Events During the HUBCAP project, the consortium has planned a variety of different events. HUBCAP consortium members can announce events related to the HUBCAP project. This will include internal events focussed on consortium members as well as events open to the general public or specific industrial partners. The area also has a subsection 'Event Archive', allowing a visitor to review previous events.

Contact This section of the website simply contains the contact information of the project lead, Peter Gorm Larsen at Aarhus University.

4 Leaflets

For the HUBCAP project, we plan to develop leaflets to be used to advertise the project and the open calls for proposals. For these external communications, along with the social media channels, we have developed a bolder look. Since the main focus is the open calls, the yellow motif is used, with supporting elements of the other four colours. A tri-fold leaflet template is shown in Figure 6, while a two-column A4 design is shown in Figure 7.



Figure 6: Tri-fold leaflet design for HUBCAP



The image shows a single A4 page designed for a one-page leaflet. It features a yellow header bar at the top with a colorful geometric graphic on the left and the email address "info@hubcap.eu" in the center. Below the header is the HUBCAP logo, consisting of a circular icon with four colored segments (red, green, blue, yellow) followed by the word "HUBCAP" in a bold, sans-serif font. To the right of the logo, there is text encouraging readers to check open calls and a QR code for more information. The main content area is divided into three columns. The first column contains three "Header" sections with placeholder text. The second column contains a photograph of a robotic arm or industrial equipment. The third column contains another "Header" section and a block of text enclosed in double quotes. At the bottom of the page is a footer bar with the European Union flag, funding information, and contact details for the coordinator.

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Figure 7: A4 two-column design for one-page leaflet

5 Poster

Partners presenting the HUBCAP project or the outcome of project results from SME projects funded by the HUBCAP project are asked to use a common visual language. For that reason, we prepared a poster template. This template follows the identify of the leaflets and can be see in Figure 8.



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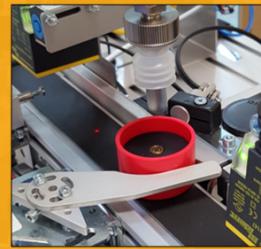


Image caption

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 The HUBCAP project is jointly funded by the European Union's Horizon 2020 research and innovation programme (contract No 872698) and by the Commissioned Research of National Institute of Information.

Co-ordinator: Prof. Peter Gorm Larsen
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 8200 Aarhus N, Denmark

Figure 8: A1 poster design for HUBCAP

6 Presentations

Following the colour scheme of the website and the logo of HUBCAP, we use the same visual language for the presentation templates of the HUBCAP project. The title page (see Figure 9) has the full project title at the top and the project logo on the upper right. The centre contains the title of the presentation, the speaker name and the speakers affiliation. Underneath the speakers affiliation is a list of all partners in the HUBCAP project. To indicate the collaborative actions in the HUBCAP projects, we keep the partners on the title page of each HUBCAP project presentation.

The EU emblem and flag of the H2020 Programme of the European Commission is on every page on the lower left. Standard pages of the presentation also have a separate footer with the page number and the colour code of HUBCAP. Thematic pages are available for each core element of the HUBCAP project and special footers are available for each one of the five core elements. These five footers are shown in the bottom Figure 9.

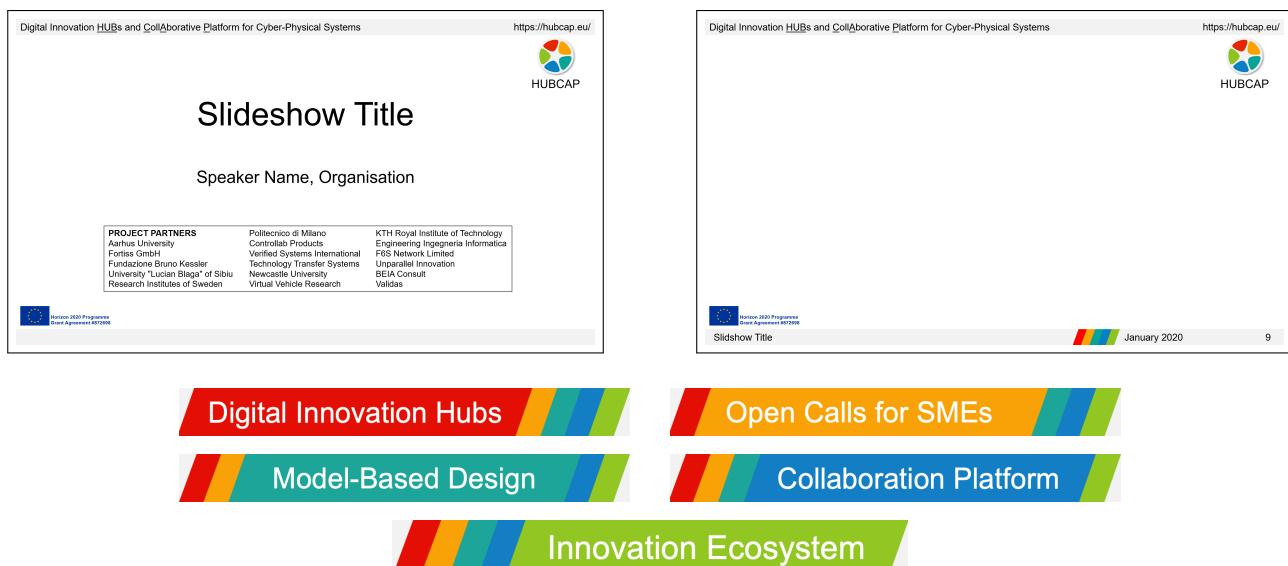


Figure 9: Title page, standard page and footers of the internal presentation template.

7 Summary

In this document we summarised our initial efforts towards a common visual language and representation of the HUBCAP project. We presented our different logos and the colour scheme. We further presented an overview of the HUBCAP website and our templates for leaflets and posters to be used throughout the HUBCAP project by all consortium members. Finally, we also outlined the design of the HUBCAP presentation template.

However, based on discussions within WP4, we realised that we need more formats than originally envisaged, to cover variety of social media channels we are utilising. Therefore, we decided to create a project “brand book” containing additional banners and templates for the different social media channels (e.g. Twitter or LinkedIn). This will be incorporated into the communications plan (a living document updated through the project) and reported as part of Deliverable D7.2 (Communication, Dissemination and Exploitation 1) at m18.