



Project: HUBCAP

Grant Agreement: 872698

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.

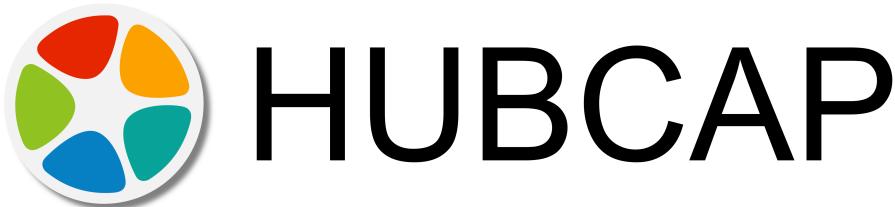


Figure 1: The primary HUBCAP logo in colour

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

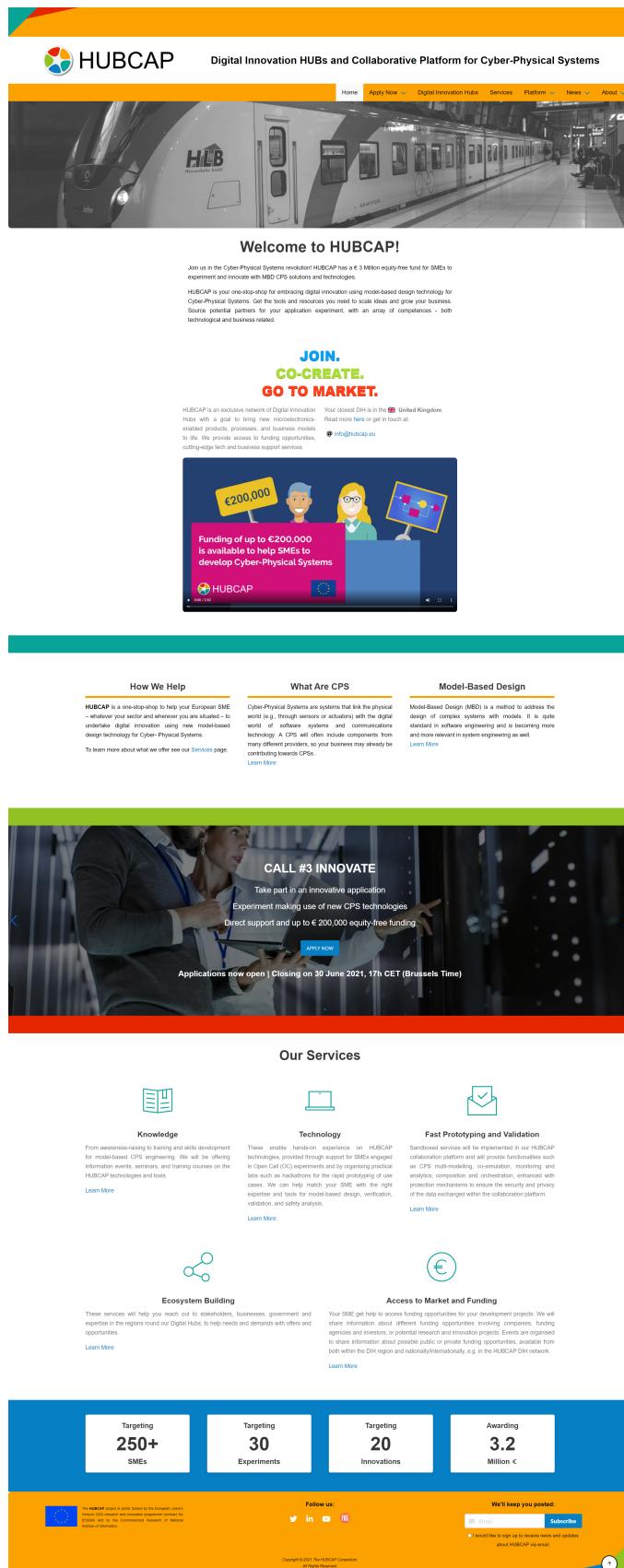
Element	Colour	Web Colour	RGB
The Digital Innovation Hubs (red)		#E62601	[230,38,1]
The Innovation Ecosystem (green)		#90C221	[144,194,33]
The Collaboration Platform (blue)		#0680C3	[6,128,195]
The Open Calls for SMEs (orange)		#FBA200	[251,162,0]
Model-Based Design (teal)		#07A398	[7,163,152]

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.

## D7.1 - Visual Identity (Public)



The screenshot displays the HUBCAP homepage with the following sections:

- Welcome to HUBCAP!**: A banner featuring a modern train and the text "Welcome to HUBCAP! Join us in the Cyber-Physical Systems revolution! HUBCAP has a € 5 Million equity-free fund for SMEs to experiment and innovate with MBD CPS solutions and technology".
- JOIN. CO-CREATE. GO TO MARKET.**: A call-to-action section with a video thumbnail showing two people holding signs with "€200,000" and "Funding of up to €200,000 is available to help SMEs to develop Cyber-Physical Systems".
- How We Help**: A section about the HUBCAP one-stop-shop for European SMEs to develop Cyber-Physical Systems using model-based design technology.
- What Are CPS**: A brief introduction to Cyber-Physical Systems.
- Model-Based Design**: Information about Model-Based Design (MBD) as a method to address the challenges of CPS development.
- CALL #3 INNOVATE**: A large banner for the third call for innovation, encouraging participation in innovative applications using new CPS technologies and offering direct support up to €200,000.
- Our Services**: Categories including Knowledge, Technology, Fast Prototyping and Validation, Ecosystem Building, and Access to Market and Funding.
- Footer**: Statistics (Targeting 250+ SMEs, 30 Experiments, 20 Innovations, Awarding 3.2 Million €), project logos, social media links, and a newsletter sign-up form.

Figure 5: Screenshot of the HUBCAP homepage

Figure 5 shows a composite screenshot of the homepage of the HUBCAP website at <http://hubcap.eu>. The main page presents the HUBCAP offer and an animated video focused on the project and open calls. This is followed by the latest call, the HUBCAP services, and a summary of the goals of the open calls. The navigation menu appears on the top right, and is shown in magnified form in Figure 6.



Figure 6: Navigation bar of the HUBCAP website

The sections of the website accessible from the navigation menu are as follows:

- Home
- Apply Now
  - Open Calls
  - Call for Experts
  - PULL Calls
  - EXPERIMENT Calls
  - INNOVATE Calls
- Digital Innovation Hubs
- Services
- Platform
  - General Information
  - Available Assets
- News
  - Latest News
  - Events
  - Press Releases
  - Newsletters
- About
  - Project Details
  - Project Partners
  - Call Winners
  - FAQ
  - Resources

## 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 7, while a two-column A4 design is shown in Figure 8.



Figure 7: 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 red and blue graphic on the left and the email address "info@hubcap.eu" in the center. Below the header is the HUBCAP logo, which consists 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 3D printer mechanism. 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 8: 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 9.



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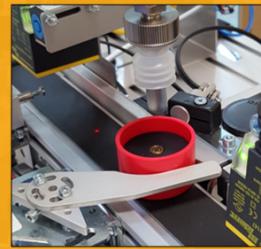


Image caption

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Figure 9: 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 10) 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 10.

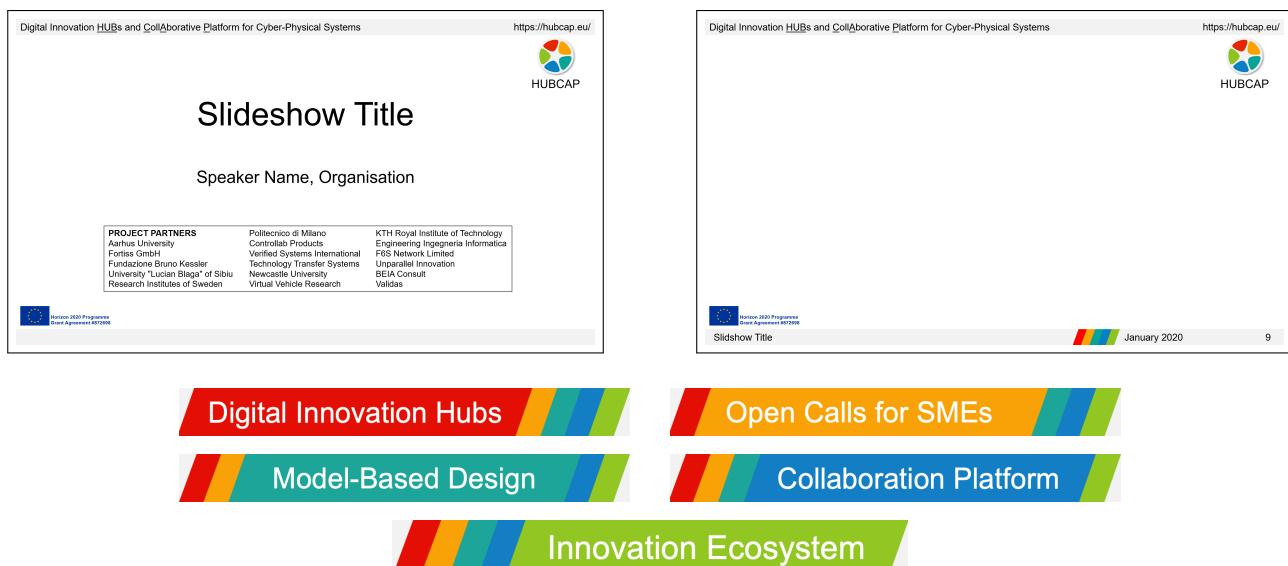


Figure 10: Title page, standard page and footers of the internal presentation template.

## 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.