



## DELIVERABLE

### D7.2 – Press Kit v1

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## Definitions, Acronyms and Abbreviations

Acronym	Title
<b>C4D</b>	Comp4Drones
<b>EPS</b>	Encapsulated PostScript format
<b>JPEG</b>	'Joint Photographic Experts Group' image format
<b>PNG</b>	Portable Network Graphics image format

## Executive Summary

This deliverable provides the first iteration of project specific materials produced to communicate the objectives, technology results and expected impact from the project to the targeted audience.

# 1 Introduction

The dissemination of activities performed and results achieved represents one of the most important tasks in any project. The main objective is to raise awareness towards any potentially interested parties and to ensure that the final outcomes of the project are properly communicated and exploited. Thus, a number of dedicated tools and materials have been produced in order to guarantee that the most relevant project outcomes are communicated to the widest audience possible, in the most effective way. Effective communication is particularly important because of the geographic and psychological distances that separate the interested audiences of a project, so we intend to establish a unified outlook between a sender and a receiver of the message we want to disseminate. The majority of communication means that we will follow is verbal, but nonverbal communication and the concept of silent languages must be also considered.

Work Package 7 (WP7) is responsible for maximising the awareness of COMP4DRONES among the project's stakeholders (researchers, policy-makers and public authorities, innovation mediators, business, citizens, etc.) and other interested parties.

The material will carry the project visual identity to create awareness across the target audiences. Developing these products in an attractive and high quality manner requires careful organisation and the inclusion of several sub-processes such as information gathering, analysis and translating among others. In order to respond to this need for high quality and creativity, we will produce whole or modular promotional material with the possibility to flavour them with national or local content where applicable with the cooperation of the demo projects or local stakeholders.

The project is planning to deliver specific printed and digital products to support its communication strategy. This deliverable describes the tools and materials produced for the needs of the project.

## 2 Graphic Identity

A visual identity for the COMP4DRONES project is essential to ensure a clear, consistent and recognizable brand for all communications and dissemination activities of the project.

It is important, then, to create a central theme, including an identity logo to facilitate the creation of an instantly recognizable image (COMP4DRONES branding), and solidify the project's name in the target audience's mind.



## 2.1 Logo

The logo (of the project) is on the cover page of this report. The logo and branding can also be seen on the project website, the project social media channels and all the communication and dissemination materials produced. The process of the development and use of the C4D logo and branding is depicted below.

- **First Draft**

A first draft of the project logo was created during the proposal phase. In this first version, different concepts for the logo were produced based on three elements: the letters C and D of the project name replaced by the graphic of a drone propeller and the number 4 at the center:



Figure 1: First logo concepts

- **Preliminary version**

The C4D logo concept chosen out of this process can be seen below. Early in this phase, it was decided to set the draft color palette of the project to blue.



Figure 2: Preliminary logo

- **Final version**

The final version of the COMP4DRONES logo features an update of the draft graphic concept with a slight redesign of the elements. The logo also features the full name of the project below the graphic.



**Figure 3: Final logo**

The final palette of colors chosen for the project is composed mainly by three colors (plus black and white), which are used in the logo. These colors are:

**Blue #1:**

RGB 0 / 66 / 84

This is the main color of the COMPDRONES brand, and shall be used in all the main titles and backgrounds (together with white).

**Blue #2:**

RGB 3 / 101 / 124

**Grey:**

RGB 139 / 146 / 154

These are the secondary color of the brand, meant to be used for subtitles and to complement the main color.

All versions of the C4D logo are also available in multiple formats for both print and web use (e.g. EPS-format for high quality printing, PNG-format for web use with transparency, JPEG-format for simple web use).

## 2.2 Templates

Templates for reports and presentations have also been produced based on the graphic identity of the COMP4DRONES project.

- **Word Template:** A template for all the deliverables and formal written communications of C4D has been produced and made available to all partners in .docx format.

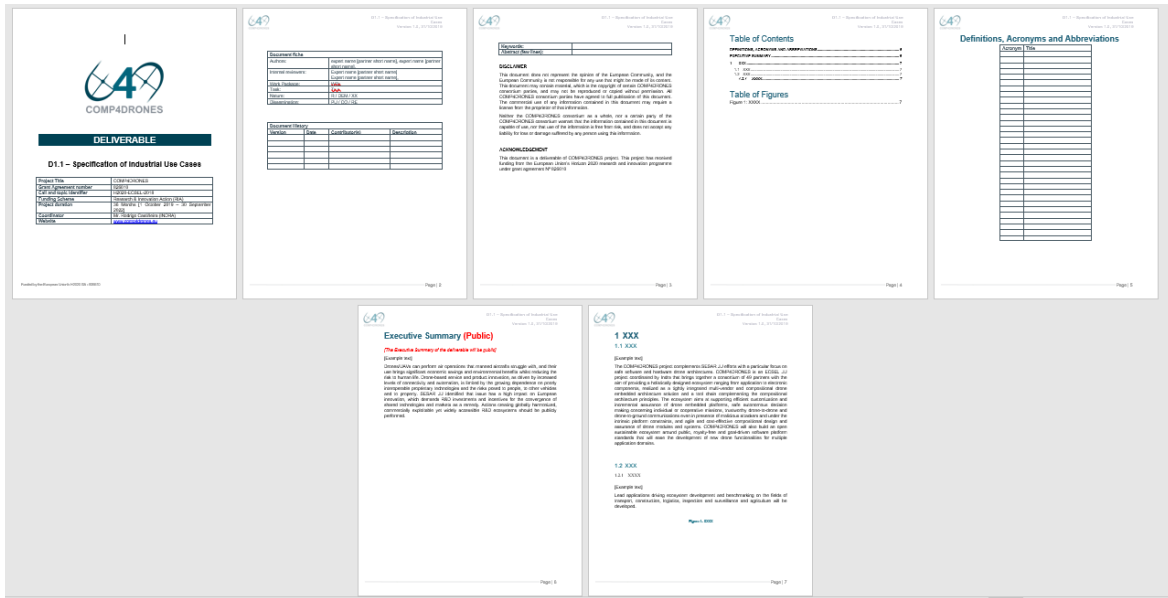


Figure 4: Word template

- **PowerPoint Template:** A template for all the internal and external presentations of the project has been created in .pptx format and shared with all the members of the consortium.

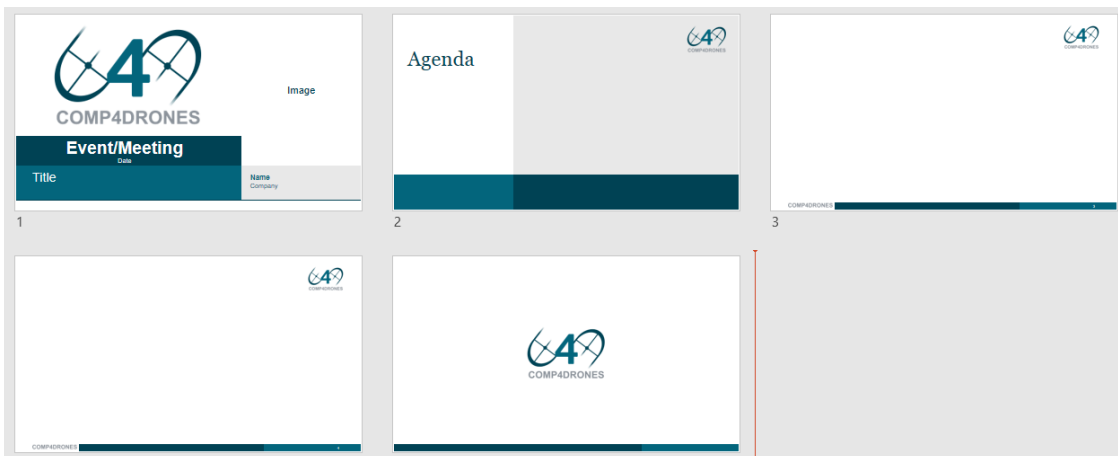


Figure 5: PowerPoint template

# 3 Digital – based communication

## 3.1 General presentation

A general presentation of the project has produced. This presentation, in .pttx format, can be used by all partners to present the project externally, as its content has been approved by the consortium.



Figure 6: General presentation

# 4 Press – based communication

## 4.1 Press release

The project has generated a press release template that was launched in October during the kick-off meeting. The first project press release announces the launch and gives a general overview of the project, and can be adapted by all partners to be fitted with their own information.

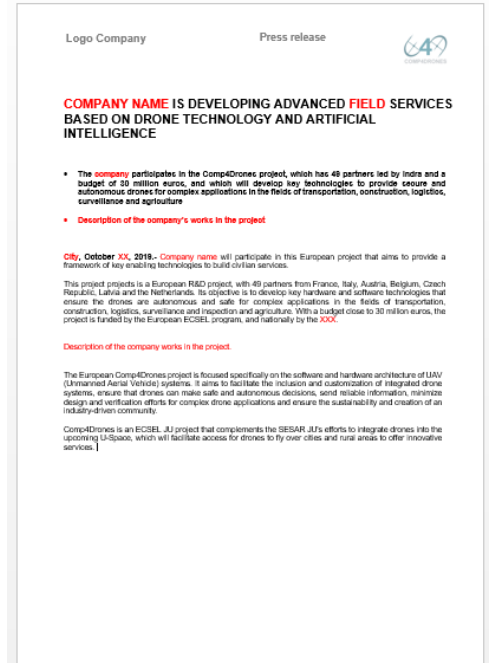


Figure 7: Press release template

## 5 Event – based communication

Awareness-raising regarding COMP4DRONES is expected to be impacted positively by the project representation in relevant events. COMP4DRONES will be represented at a number of events aiming to promote and disseminate, by all means and tools, all relevant information that will increase the project visibility. For this purpose, different tools and materials have been produced in this first version of the press kit.

### 5.1 Roll-up

A general roll-up poster of the project has been created, to match the visual identity and branding of C4D and the overall project design concept to meet its needs. Its size is 85x200cm and displays the project logo, general objectives and key numbers.



Figure 8: Roll-up

The Initial Project Roller was produced by INDRA. It was first included in the S-Moving conference in Malaga (October 2019) and EF ECS in Helsinki (November 2019).

## 5.2 Posters

Posters of different scales have also been produced for specific events. COMP4DRONES will also consider producing event focused posters of small scale, if considered necessary, where the content of the poster will be replaced to fit the needs (theme) of the event. Templates of different poster sizes have been prepared for this reason and are planned to be used if the need arises.

- ECSEL Symposium



**COMP4DRONES**  
Running Time 01/10/2019–30/09/2022  
ECSEL JU under grant agreement No [826610]

**Framework of key enabling technologies for safe and autonomous drones' applications**

**Challenges and objectives**  
COMP4DRONES project aims to provide a framework of key enabling technologies for safe and autonomous drones. It helps to bring a holistically designed ecosystem from application to electronic components, realised as a tightly integrated multi-vehicle and compositional UAV embedded architecture solution and a test chain complementing the compositional architecture principles.

**1** Focus the integration and customisation of embedded drone systems.  
**2** Enable drones to take safe autonomous decisions.  
**3** Secure the deployment of trusted communications.  
**4** Integrate the design and verification effort for complex drone applications.  
**5** Enabling sustainable impact and creation of an industry-drones community.

**Use Cases**

- Transport:** Drives for optimal solution of transport control, operation and infrastructure reorganisation.
- Construction:** Drives for virtual design, construction and operation of transport infrastructures.
- Logistics:** Logistic using heterogeneous drones (B2C).
- Surveillance & Inspection:** Drone and onboard robotic systems for inspection, surveillance and rescue operations.
- Agriculture:** Smart and Precision Agriculture from drone to cover.

**Expected impact**

- Accelerating the acceptance of drone industry by providing methodology and a reference software architecture framework that meets performance and safety requirements.
- Increasing innovation capacity and the integration of new knowledge. A structuring aspect of COMP4DRONES is the adoption of a "safe-by-design" approach which covers the activities of (1) specification, (2) design, (3) implementation, and (4) validation & verification.
- Enabling and ready delivery of new services using drones in Europe: the biggest concern is risk for drone use is not the drone itself, but the technology inside it!

**Start date:** 01 October 2019  
**Duration:** 36 months  
**Total costs:** 29.76 ME  
**Number of participants:** 49  
**Number of countries:** 08  
**Project coordinator:** R. Castañeira, INDRA  
**Technical coordinator:** R. Nouacer, CEA

**BUCHAREST ECSEL JU SYMPOSIUM**  
June 17-18 2019

EUROPEAN COMMISSION  
DIGITAL AND INDUSTRIAL INNOVATION

Figure 9: ECSEL Symposium poster





- Brochure



Figure 11: Brochure

- Flyer



Figure 12: Flyer

## 6 Web – based communication

By November 2019, COMP4DRONES launched the first version of the project website ([www.comp4drones.eu](http://www.comp4drones.eu)). The site will serve mainly as the online presentation and dissemination tool. Other web-based communication tools and activities of the project will mainly rely on social media channels.

## 6.1 Webpage

In the project strategy the website will primarily act as an information exchange platform for measured outcomes, project related events, results from the participating plots and contact information to connect with the right people and to exchange information. The site's overall design will reflect EC and ECSEL branding, based on the visual of the project. Further information can be found in the D7.1 deliverable.

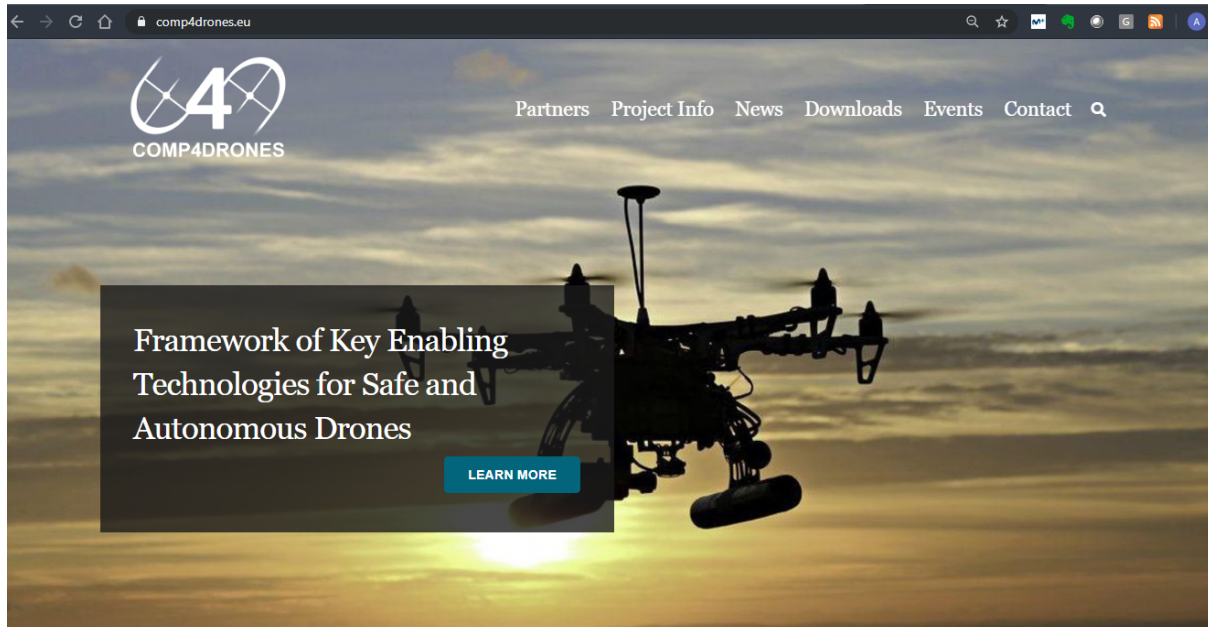


Figure 13: Webpage

## 6.2 Social Media

Constant communication and regular promotion of the COMP4DRONES activities and news to the various communities through the social media will be continuously pursued. The project will have an active presence in the most popular social media, and more specifically:

### Twitter

A dedicated Twitter account (@ECSEL\_C4D) is being created as a news dissemination tool, particularly for breaking news, events announcements, calls and as a means for enlarging the COMP4DRONES community. Moreover, re-tweets are made of relevant and interesting content from disparate sources. Last but not least, through targeted following of other relevant users COMP4DRONES not only gets access to more relevant content and updates, but also acquires more followers.

## 7 Conclusions and Future activities

This deliverable provides the first iteration of project specific materials produced to communicate the objectives, technology results and expected impact from the project to the targeted audience. For this purpose, this document includes the graphic visual identity of the project, the project logo, and first digital, event, press and web tools and materials produced.

In the following deliverables (D7.3 and D7.4), this press kit will be updated with:

- 1st update of presentation, brochure, and leaflet; new video1 [D7.3]
- 2nd update of presentation, brochure, and leaflet; new video2 [D7.4]