



Project Identity and Web Presence

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1 Executive Summary

This document covers the key elements essential for external and internal dissemination within the EFFEREST project, including the logo, colours, fonts, and templates, as well as the website and social media platforms. Templates offer a standardized structure for communicating project information across diverse media platforms, while the website and social media serve as central platforms for informing and engaging stakeholders involved with EFFEREST. It ensures the project's visual identity maintains a consistent and appealing aesthetic, with the overarching objective of a recognizable brand identity.

Keywords: Project Identity, Logo, Website, Social Media, Dissemination

2 Introduction

The project's visibility was enhanced through the development of a comprehensive concept to establish a distinct external identity. This involved creating guidelines and templates for a consistent visual presentation both within and beyond the project. To involve the public in the progress and achievements of EFFEREST, platforms such as the website and social media channels like LinkedIn and YouTube are utilized as effective means of communication. The website's overarching goal is to provide comprehensive and easily accessible information on all ongoing activities, ensuring transparency and accessibility. Additionally, it serves as a hub for contact details, facilitating engagement with stakeholders, and offers a platform to showcase publicly available results, thereby fostering greater understanding and collaboration.

2.1 Objectives

The project identity and the website presented in this deliverable contribute to all work packages of EFFEREST. The objective is to maximize EFFEREST's exposure to a diverse range of potential users, ensuring that all EFFEREST accomplishments and successes are openly available to all stakeholders.

2.1.1 Approach

The approach of disseminating and communicating material can be summarized as follows:

- **Project Identity:** Developed by M4, the project identity will ensure EFFEREST is easily recognizable and maintains a consistent appearance across all platforms.
- **Website:** Launched with M4 (April 2024), the EFFEREST website will serve as the central hub for information. It will offer a comprehensive and user-friendly interface to provide insights into the project's concept, contact details, ongoing activities, and publicly available results.
- **Social Media:** A dedicated LinkedIn page and YouTube account will be established to disseminate regular updates and pertinent news, maximizing the project's outreach and engagement.
- **Project Videos:** Two key videos showcasing the EFFEREST concept and achievements will be produced at M6 and M36. These videos will be promoted through the website and social media platforms to boost user engagement and drive increased traffic.
- **Regular Newsletters and Press Releases:** Throughout the project lifecycle, at least six press releases and newsletters will be issued. These communications will spotlight the project's objectives and discoveries and disseminate outcomes to the target groups and beyond.
- **Participation at Events:** EFFEREST will have a presence at no fewer than 20 international conferences and events. These include major gatherings such as the RTR Conference 2Zero, TRA 2026, and others across the automotive and energy sectors, ensuring extensive exposure and networking opportunities.
- **Organization of Workshops/Webinars:** The project plans to host 4 workshops/webinars targeting industry stakeholders. Leveraging CLE's extensive communication networks and industry connections, these events will engage key players from the European Automotive Industry and related sectors.
- **Final Event:** As the project concludes, EFFEREST will unveil its final outcomes to project reviewers, Advisory Board members, affiliated projects, and the public in a dedicated open session, symbolizing the project's summit achievement.

- **Publications:** The consortium commits to publishing at least 15 peer-reviewed, open access articles in esteemed journals, including IEEE Transactions on Transportation Electrification, Energies, and several others, ensuring broad dissemination of research findings and contributions to scientific and industrial communities.

This comprehensive approach not only facilitates widespread dissemination of EFFEREST's findings but also enhances the project's visibility and impact across various platforms and among key stakeholders.

3 Marketing Basics

To ensure effective marketing, a comprehensive concept was developed, covering various areas. This includes the external appearance of the project, which is defined by the design of the logo, the definition of a colour scheme and the development of templates. The concept also aims to increase the general visibility and dissemination of the project. This will be achieved through the use of social media and the design of an attractive website. Supporting materials such as flyers and roll-ups will also be created to further disseminate the project and strengthen its presence.

3.1 EFFEREST Logo

The EFFEREST logo (Figure 3-1) comprises an image and a wordmark. The image depicts a car in front of a mountain, representing Mount Everest, to emphasize the connection between the project and the world's highest mountain range. Mount Everest symbolizes challenging goals and human capability, mirroring the objectives of the EFFEREST project: to establish new standards in energy efficiency and user comfort of electric vehicles. Additionally, the right side of the mountain is depicted with a lightning bolt, this visual representation underscores the project's efforts to promote sustainable energy solutions and raise awareness of environmentally friendly alternatives in the field of electromobility. The car is depicted using sleek lines in a contemporary style, reflecting modern design aesthetics. The minimalist yet dynamic portrayal of the vehicle emphasizes efficiency and forward-thinking, mirroring the project's goals of advancing energy-efficient solutions for electric vehicles. The lettering beneath the car has also been selected in a modern style. This choice of typography complements the contemporary aesthetic of the overall logo, reinforcing the project's commitment to innovation and cutting-edge solutions. The colours were chosen based on the overall colour scheme of EFFEREST, which is further detailed in Chapter 3.2. This deliberate selection ensures that the logo harmonizes seamlessly with the broader visual identity of the project, maintaining consistency and reinforcing brand recognition. By adhering to the established colour palette, the logo aligns with EFFEREST's branding guidelines and promotes a consistent and cohesive representation across all project materials and communications.



Figure 3-1: EFFEREST Logo

3.2 Main Colours

To create a modern design, we opted for various shades of blue transitioning into grey. These colours blend seamlessly and offer versatility in design, particularly for dissemination materials like flyers. The gradient effect from blue to grey adds depth and sophistication to the visual representation, while also ensuring a cohesive and contemporary look across all project assets.

In the following illustration, the three main colours and their corresponding web colour codes are depicted:



Figure 3-2: EFFEREST Main Colours



Figure 3-3: EFFEREST Colour gradient

3.3 Templates

In order to establish internal structure within the project, various templates (Figure 3-4 & Figure 3-5) have been created. These templates were designed to cultivate a structured and uniform appearance, with careful attention given to maintaining consistency with key design elements such as content design, fonts, sizes, colours and more. The templates have been distributed to all partners with the requirement of mandatory usage to uphold the standardized presentation. This ensures consistency across all project-related materials and communications, fostering a cohesive and professional image throughout collaborative efforts.

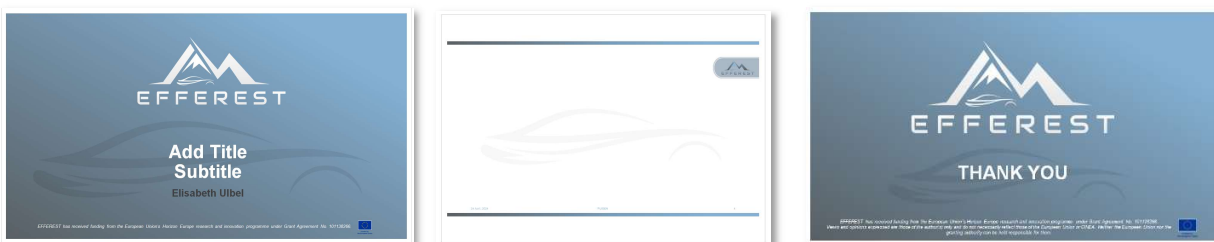


Figure 3-4: EFFERST PowerPoint Template

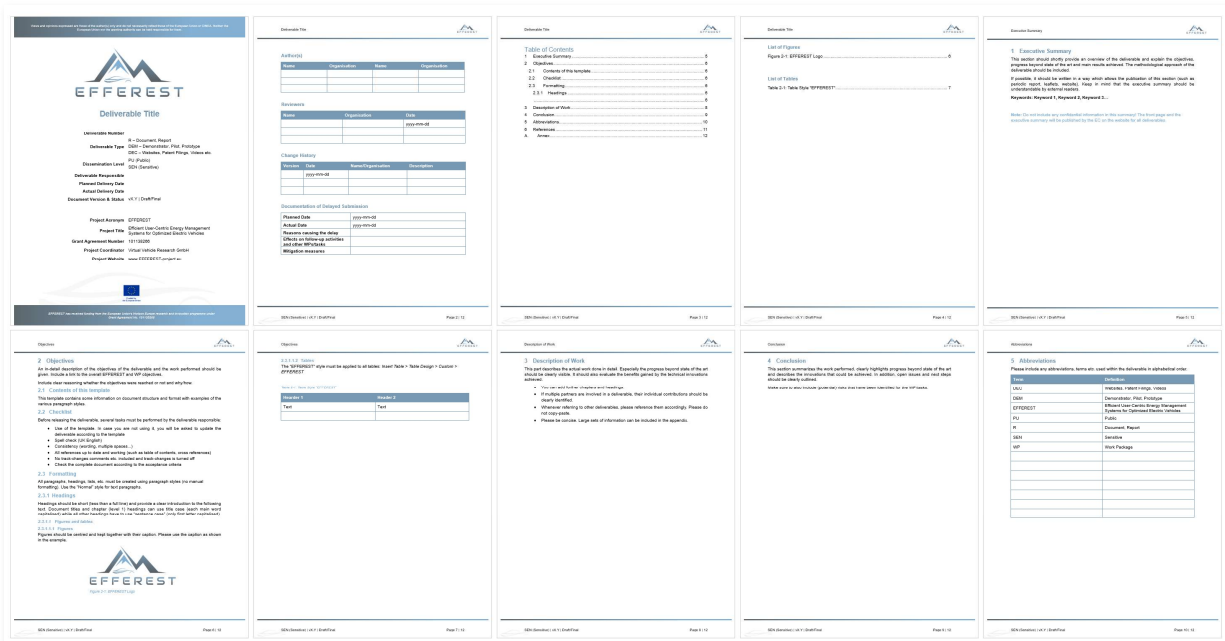


Figure 3-5: EFFEREST Deliverable Template

3.4 Social Media Channels

To enhance the visibility of the project, various social media channels have been selected to effectively disseminate the project and its outcomes to the public.

3.4.1 LinkedIn

LinkedIn was chosen as one of the suitable platforms for the project dissemination due to a range of specific advantages:

- **Professional Network:** LinkedIn provides a professional network for researchers and experts to forge partnerships and identify synergies.
- **Visibility:** Through regular updates, the project can gain greater visibility within the research community.
- **Professional Discussions:** LinkedIn groups facilitate knowledge exchange and stimulate professional discussions.
- **Stakeholder Engagement:** The platform serves for targeted stakeholder outreach and project publicity.

LinkedIn offers a tailored communication platform to effectively achieve the goals of the EFFEREST project. The initial milestones, such as the Kickoff Meeting (Figure 3-6) and joining the E-Volve Cluster, are already online available.

LinkedIn: <https://www.linkedin.com/company/efferest/>



Figure 3-6: LinkedIn: EFFEREST Kick Off Meeting Post

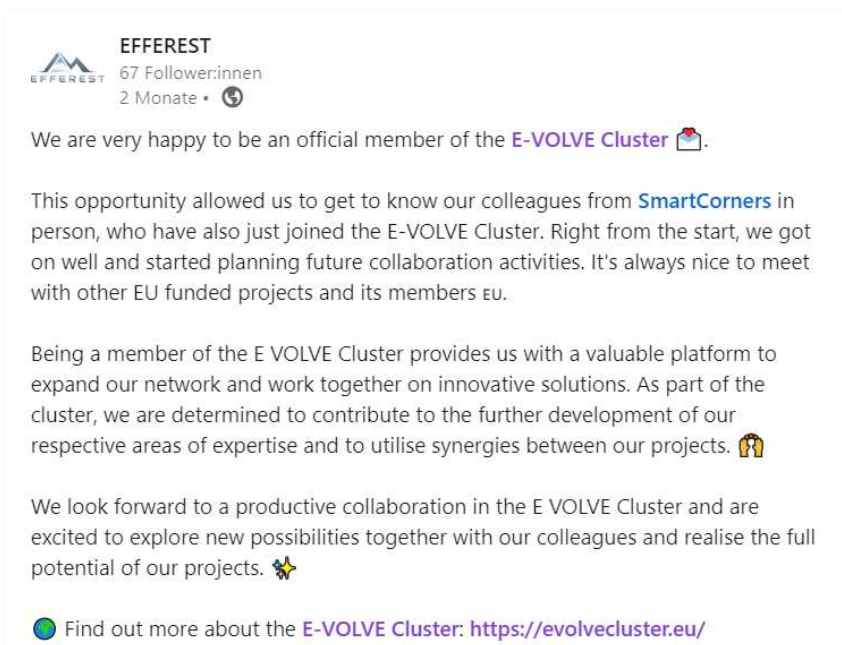


Figure 3-7: LinkedIn E-Volve Cluster Post

3.4.2 YouTube

YouTube is a crucial communication channel for European research projects. It serves as a vital platform for raising awareness due to its popularity as the primary channel for music and video streaming. Utilizing YouTube for disseminating future project videos is highly advantageous. The channel can be accessed via the following link: www.youtube.com/@EFFERESTEUProject

4 Project Website

The project website serves as a central hub for the project to introduce itself to the public, provide information, and facilitate communication with stakeholders. It also serves to share resources such as documents and results, document past activities, and promote the project through publicity and marketing efforts. The website will be launched by the end of April 2024 and can be accessed through the following link: www.efferest-project.eu.

4.1 Website Organization and Structure

The website is structured as depicted in Figure 4-1. Its main menu comprises key sections such as Home, About, Partners, Results, News, and Contact. Moreover, under the About section, users can explore additional details through subcategories like "The Project" and "Use Cases."

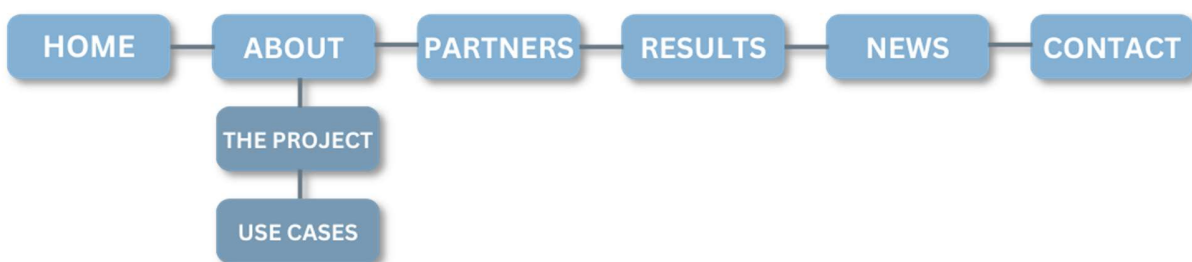


Figure 4-1: Website Structure

4.2 Navigation bar

To enhance user navigation, the menu (Figure 4-2) has been meticulously organized into key sections: *Home*, *About* (including subcategories like *The Project* and *Use Cases*), *Partners*, *Results*, *News*, and *Contact*. Users can effortlessly access their desired pages by simply right-clicking on any of the main sections. The design maintains a strict adherence to the EFFEREST main colour palette, ensuring visual consistency. Additionally, hovering over each main section triggers a subtle colour transition to a complementary shade of blue, contributing to a sleek and contemporary aesthetic for the website.



Figure 4-2: Navigation bar

4.3 Homepage

The homepage serves as the centrepiece of the EFFEREST website, designed to captivate visitors and encourage further exploration. To achieve this, a support image has been selected that showcases the project in a compelling light. The image features a car in vibrant colours at a charging station, adorned with the EFFEREST logo. Dominating the foreground is the bold inscription "EFFEREST," accompanied by a button labeled "FIND OUT MORE." Clicking on this button directs users to the section "The Project," where they can delve into more detailed information about the EFFEREST initiative.

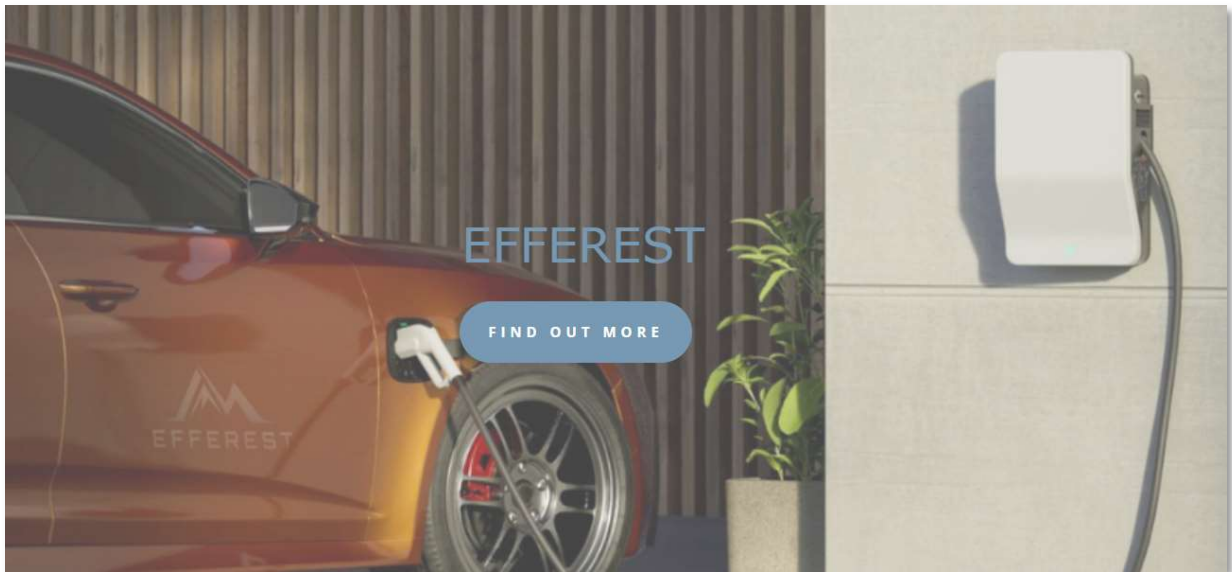


Figure 4-3: EFFEREST Web Support Picture

Beneath the support image an overview of the key project metrics (Figure 4-4), including budget, duration, partners, and countries involved is given. To add a modern touch, a special effect has been incorporated: the numbers incrementally rise until they reach their respective values. This feature adds an interactive and engaging element to the page, enhancing the overall user experience.



Figure 4-4: EFFEREST Numbers

On the homepage, visitors will also encounter the project's vision and mission as seen in Figure 4-5: Vision and Mission Figure 4-5, prominently presented. Modern features in the form of blocks have been chosen for this purpose. Users can click alternatively on the vision and mission blocks, with the corresponding content opening upon selection. This interactive design allows visitors to explore the vision and mission further.

 VISION	 MISSION
<p>EFFEREST will increase the competitiveness of Europe, strengthening industrial leadership in key digital, enabling, and emerging technologies to make EVs more attractive for the worldwide mass market.</p>	
 VISION	 MISSION
<p>EFFEREST targets a decisive leap forward in the novel use of data to achieve energy efficient electric vehicle (EV) designs, matching enhanced user acceptance with efficient vehicle operation. The focus of this work are the systems and components that manage cabin comfort and powertrain performance. These systems will be improved not only individually, but linked together, so that the engineering trade-offs to improve efficiency and affordability will be made in the interest of fulfilling the user's needs.</p>	

Figure 4-5: Vision and Mission

Before reaching the footer, a small section highlights the latest news (Figure 4-6). Here, posts from the main menu item "News" are displayed as teasers. By clicking on a post, the users are directed straight to the "News" submenu.



	
<p>EFFEREST is an official member of the E-VOLVE Cluster</p> <p>We are very happy to announce that EFFEREST is an official member of the E-VOLVE Cluster! Being a member of the E-VOLVE Cluster provides us with a valuable platform to expand our network and work together on innovative solutions. As part of the cluster, we are...</p>	<p>Kick-Off meeting</p> <p>The kick-off meeting on 30.01 and 31.01.2024 in Graz marked the start of the 4.9 million EU project EFFEREST Project. As project coordinator, Virtual Vehicle welcomed 10 partner organizations from all over Europe to the Hotel Weitzer. The EFFEREST project, funded by...</p>

Figure 4-6: News Teaser

4.4 Footer

The bottom section of the website comprises several important elements, including Contact details, Funding Acknowledgment, Disclaimer, Imprint & Terms of Use, Social Media links, and prominently featured logos (Figure 4-7).

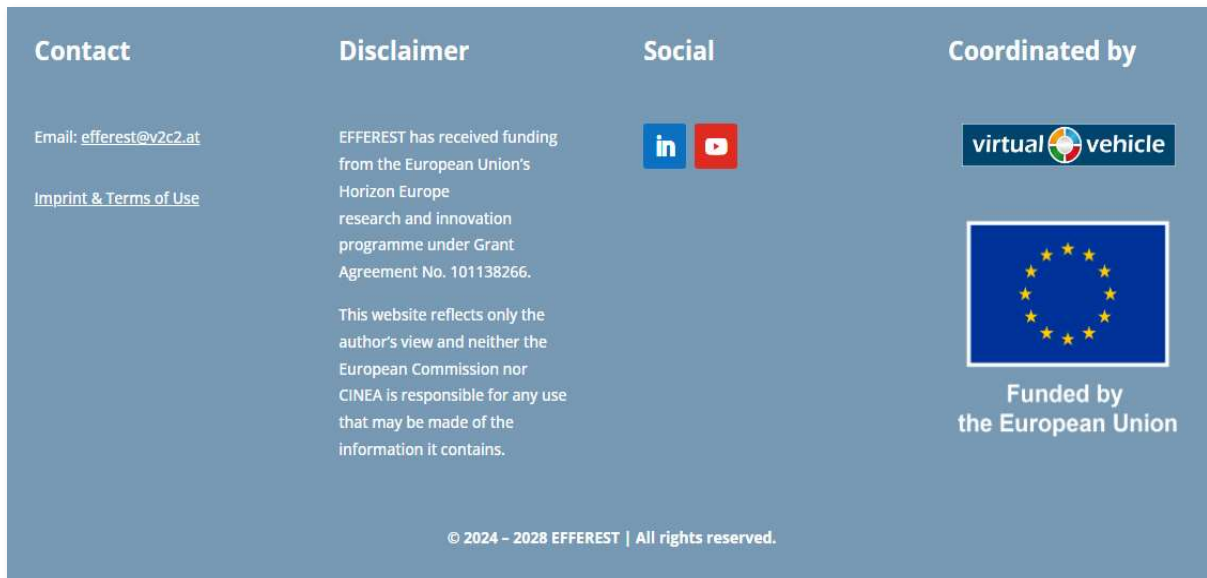


Figure 4-7: Website Footer

The footer serves as a central hub, providing essential information and facilitating effective communication, which enhances the user experience and underscores a commitment to transparency and accessibility. To streamline communication, a dedicated email address for the project, EFFEREST@v2c2.at, has been set up. This address channels inquiries to a shared mailbox managed by the coordination team, ensuring that all communications are addressed promptly and efficiently. Additionally, the footer includes important information such as funding acknowledgment, legal disclaimers, and terms of use, fostering transparency and ensuring compliance with regulatory standards. Links to social media channels like LinkedIn and YouTube further enhance engagement and connectivity with audiences on various platforms.

4.5 About

The "About" section of the website is divided into two main categories: "The Project" and "Use Cases".

4.5.1 The Project

In "The Project", visitors are provided with a quick and comprehensive overview of the project. To present the content in a simple and clear manner, information blocks have been created as seen in Figure 4-8, covering key topics such as "The holistic user-centric approach", "AI-enhanced system design and operation", and "Demonstration of the results". To make the page visually more appealing, dynamic effects have been added: the information blocks gently fly from left to right into the centre of the screen. Additionally, the blocks are embellished with emojis relevant to the topics, which simplifies the overview and modernizes the appearance. These playful elements not only enhance interactivity but also make complex information more accessible and understandable.



Figure 4-8: About the Project

4.5.2 Use Cases

The "Use Cases" menu item on the website is designed to present concrete examples and scenarios where the project's results and technologies are applied practically. Visitors to the website will be able to find detailed presentations and case studies illustrating how solutions developed under EFFEREST can be implemented in various environments and situations. The goal is to showcase the versatility and practical benefits of the project outcomes, thereby enhancing understanding and fostering greater acceptance among potential users and stakeholders.

4.6 Partners

The "Partners" section on the website showcases the diversity and global reach of the EFFEREST consortium. An innovative video displays an animated map (Figure 4-9) pinpointing the locations of partner organizations, providing a visual overview of the consortium's international distribution. This presentation highlights the broad geographical spread and the combination of expertise from different cultures and disciplines.

Below the world map, a carefully curated gallery of partner logos (Figure 4-10) is displayed. Clicking on any logo leads to a detailed description of that particular partner (Figure 4-11). These descriptions provide essential information about the company, including its specific role within the project and key contributions to the collaborative research effort.

Additionally, links to the partner's social media channels are included, offering visitors further insights into the company's activities and expertise.

This section of the website serves not only as a source of information but also as a platform to




Figure 4-9: Consortium Map

foster networking among partners and strengthen collaborative ties within the project. The interactive and multimedia approach creates a dynamic user experience that effectively communicates the significance of international cooperation within EFFEREST.



Figure 4-10: Consortium Logos

Virtual Vehicle Research GmbH



Description

The Virtual Vehicle Research GmbH (VIR) is Europe's largest R&D centre for virtual vehicle technology with more than 300 employees. Research priority is the linking of numerical simulations and hardware testing, which leads to a powerful HW-SW whole system design and automation of testing and validation procedures. Following this focus on industry-related research VIRTUAL VEHICLE is the innovation catalyst for future vehicle technologies.

The international partner network consists of around 100 national and international industrial partners (OEMs, Tier 1 and Tier 2 suppliers, software providers) including over 40 national and international scientific institutions. Virtual Vehicle is the largest COMET funded research centre and is active in 40+ EU projects.

Role and Key Contribution to the Project

Project coordinator and D&C leader

High-fidelity and DT model development of cabin, human comfort, and HVAC.
 Self-adaptive comfort control based on the previous DTs.
 Fluid interaction concept for self-adaptive comfort control for user-acceptance.
 Energy management system model creation for efficiency evaluation and virtual PV module integration assessment.

Website

<https://www.v2c2.at>

-




Figure 4-11: Partner Description

4.7 Results

The "Results" section of the menu is designed to offer the public comprehensive insights into the achievements of the EFFEREST research. This section is organized into categories such as Information Material, Public Deliverables, Publications, and Media. Users can click on the plus (+) icon next to each category to unfold a selection of related materials, as shown in the accompanying image. This user-centric design facilitates straightforward navigation, allowing visitors to effortlessly access and interact with the results of EFFEREST.

Results

Information Material
+

Public Deliverables
+

Media
+

[1] Efferest Logo
+

Publications
+

Figure 4-12: Results

4.8 News

The News section (Figure 4-13) of the website is a critical area, displaying all the important milestones and updates related to the project. By right-clicking on the desired news teaser, users are taken to a detailed description of the item. This segment provides a continuous overview of the latest developments and events. Through this functionality, visitors can delve deeper into individual topics and receive comprehensive information about the progress and unique aspects of the project. This interactive feature makes it easy for users to stay informed and fully comprehend the breadth and depth of the research activities.

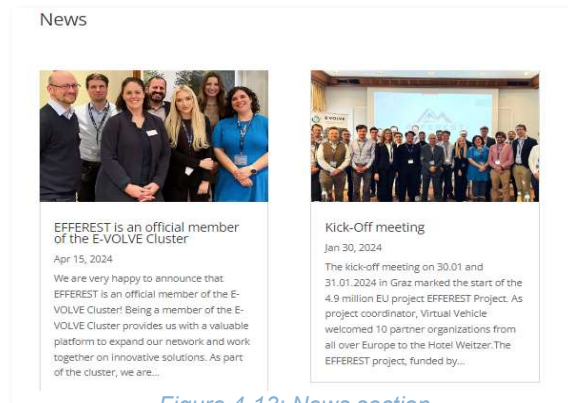



Figure 4-13: News section

4.9 Contact

The Contact segment plays a crucial role in facilitating direct communication between visitors and EPPEREST. This subpage is designed as a key interface for interactions, enabling visitors to conveniently contact us with questions, feedback, or potential collaboration opportunities. Visitors can communicate with us by completing the provided contact form, which directly sends messages to the EPPEREST team. These communications are quickly processed and overseen by the project coordinator, guaranteeing that all queries are handled promptly and effectively.

**Questions or suggestions?
Contact us via the form below!**



Name Email Address

Message

Data Protection Notice
 I consent that Virtual Vehicle processes the personal data I provide to answer my request.
Legal basis is my consent. Further information please see: <https://effereest-project.eu/imprint-terms-of-use/>

3 + 4 =

Figure 4-14: Contact us

5 Conclusion

Effective dissemination and communication are essential for the EFFEREST project to successfully engage with its target audience, involve external stakeholders, and ensure the long-term sustainability of its outcomes. Raising public awareness about EFFEREST's progress and results is critical to achieve energy efficient electric vehicle (EV) designs.

This Project Identity and Web presence serves as a foundational guide for promoting the EFFEREST Project efficiently. By establishing a consistent brand identity through elements like logos, colours, fonts, and templates, we establish a solid foundation for impactful communication.

The EFFEREST project website (www.efferest-project.eu) serves as a crucial tool for sharing updates, facilitating discussions, and garnering support for project objectives. LinkedIn and YouTube extend the project's reach, fostering collaborations and showcasing work to a broad audience interested in sustainable transportation solutions, thereby enhancing visibility and impact globally.

6 Abbreviations

Term	Definition
DEC	Websites, Patent Filings, Videos
EFFEREST	Efficient User-Centric Energy Management Systems for Optimized Electric Vehicles
EV	Electric vehicle
M	Month
PU	Public
WP	Work Package