

D8.1 – UNCHAIN Visual Identity and Website

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Deliverable details

Deliverable No.	8.1
Deliverable Type	R – Document, report
Dissemination Level	PU - Public
Work Package No.	8
Work Package Title	Communication, replication, and upscaling
Task No.	8.1
Task Title	Communication and dissemination activities
Author(s)	Melina Zarouka, Zsofia Jakoi
Status (F:final; D:draft; RD:revised draft)	F
File name	D8.1 – UNCHAIN visual identity and website
Version	1
Task start date and duration	01/05/2023 – 31/10/2026
Due Date	M4 (August 2023)
Delivery Date	31/08/2023

Review History of Deliverable

Version No.	Date	Revision Details
0.1	24/07/2023	1 st Draft Version
0.2	18/08/2023	2 nd Draft Version (Revised)
1.0	31/08/2023	Final version

Reviewers of Deliverable

Reviewers name	Organisation	Date	Version Reviewed
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Konstantinos G. Zografos	ULANC	24/07/2023	V01
Elena Garcia Jimenez	ETRA	29/08/2023	V02
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Acronyms

Acronym	Meaning
CDP	Communication and Dissemination Plan
D X.X	Deliverable X.X
EU	European Union
KPI	Key Performance Indicator
SEO	Search Engine Optimisation
TX.X	Task X.X
UX	User Experience
WP	Work Package

Executive Summary

This document, D8.1, outlines the visual identity and website development within the UNCHAIN project's "Communication, Replication, and Upscaling" WP8. The goal is to create a unique and recognizable visual identity that reflects the project's sustainability and innovation aspects. The original logo underwent changes to ensure better readability and inclusivity for people with visual impairments and dyslexia. The project's social media appearance on LinkedIn and Twitter follows the project's colour scheme and aims to engage different target audiences. The written and presentation templates, pull-up banner, leaflet, newsletter, and press releases are all part of the communication and dissemination strategy. Overall, this visual identity and website development will support effective promotion and wide visibility of the UNCHAIN project's results and outcomes to various stakeholders and the general public.

1. Introduction

WP8 of UNCHAIN will maximise the project's visibility, disseminate project's research and innovation outcomes and results and develop an ecosystem of stakeholders to actively contribute to the project's success. All consortium partners will actively contribute to dissemination and valorisation of the projects' outcomes. This document refers to D8.1, "UNCHAIN visual identity and website", that relates to T8.1 "Communication and dissemination activities" in the UNCHAIN project. T8.1 deals with development of the project's dissemination and communication strategy and the translation and executions of that strategy into a plan. The objectives of T8.1 further than this deliverable that establishes setting up a unique visual identity, creating different social media channels, website, newsletter, and mailing list.

The different dissemination material and communication tools, including information on project visual identity, website, newsletters, press releases and news are going to be displayed within this deliverable. Besides the final logo, all visual material will include the disclaimer logo of the European Union and the CIVITAS initiative logo following the Horizon Europe requirements. In addition, the funding coming UKRI to the associated partner will be included in the project's promotional materials as required.

This deliverable is going to showcase a detailed overview of all these materials and provide explanation on their development and potential future use. This deliverable does not include certain material such as the poster and brochure that will be developed in the following months after receiving the first UNCHAIN project results. Therefore, we aim to use them mainly as dissemination and informative material and not only for online/offline outreach material. The exclusion of these specific materials from the current deliverable is strategic. It stems from the intention to provide a more detailed account of their future integration in the upcoming D8.2 (due date M6) and its revised future versions. This forthcoming elaboration will offer a deeper insight into their designated roles within the project, and their intended impact.

At this stage of development, the UNCHAIN project is using the leaflet, the social media sites, and the website as the main source of communication and information channel between the project and the wider audience.

All the remaining material will be included in D8.3 "Communication, Dissemination and replication strategy v2" in month 18.

2. Dissemination Material and Communication Tools

The communication and dissemination visual materials have been developed with the lead of POLIS Network, WP8 leader, in collaboration of Josworld design agency. In the creation process, different target audiences and stakeholders were considered such as:

- General public
- Civil society

- Scientific community
- Local authorities and decision makers
- Logistics businesses

Despite these target groups may differ from the final stakeholder and audience that will be presented in D8.2 “Communication, Dissemination and replication strategy v1”, in this first stage of the project, all of them have been considered as relevant to be reached with the UNCHAIN communication actions.

To create a unique visual identity to the UNCHAIN project that reflects the sustainable and innovative aspect of the project, all the consortium partners were consulted, and the final materials were made taking them into consideration in conjunction to the brand analysis performed by POLIS Network made with Josworld graphic design agency.

2.1. Key Performance Indicators

The communication and dissemination activities will be closely monitored and evaluated for their effectiveness against a set of pre-defined communication and dissemination indicators as presented in the following table.

Activity	Performance mid term	End of the project
Website – Number of visitors	150/month	250/month
Twitter – total number of followers	75	100
LinkedIn – total members of UNCHAIN group	75	100
Quantity of media coverage achieved	≥ 5	≥ 10
No of peer-reviewed publications	≥ 2	≥ 9
No of external stakeholders attending the local workshop	20	20
No of final event attendees		≥75
Number of participants in awareness events	≥ 20	≥ 600
No of projects contacted	5	10
No of User Reference group participants to the workshops	20	30
No of liaison activities performed	≥ 5	≥ 10

Table 1 - KPIs for Communication and Dissemination activities

Table 1 reflects on the broader communication and dissemination KPIs. In this current document the tools to reach the target of the first three KPIs (Website visitors, Twitter followers, LinkedIn followers) will be discussed in detail.

Based on these targets, WP8 leader POLIS with WP8 partners have identified a communication planning to effectively introduce the project objectives, and to reach a wide audience both online and offline for them to get familiar with our project brand and UNCHAIN services. All these materials related to T8.1.

In D8.2 Communication and Dissemination Strategy this plan will be further explained in M6.

2.2. Logo and Visual Identity

To produce the final logo to be used during the 42 months of duration of the UNCHAIN project, the one used during the proposal phase was considered as a starting point. A thorough brand analysis determined that the chain element in a green and yellow colour with the project name in “Bauhaus” typeface (Figure 1) might cause recognition difficulties for people with visual impairments and/or dyslexia because the font has little amount of aperture (white space within the letters). To avoid the lack of readability of the name and ink spill when printing that may cause legibility issues, it was considered to change a new logo and solve these identified drawbacks.



Figure 1 – UNCHAIN proposal logo

While analysing the colour contrast of the Figure 1 logo the yellow colour did not meet the norm and having poor performance on readability on white background.

Therefore, in the development of the new logo, we have considered all these concerns. In addition to the detailed project objective discussion with the graphic designers, we have asked them to solve all these issues. The three below presented options were developed by the designers based on the evaluation of the original logo used in the proposal.



Figure 2 - U-shaped proposed logo



Figure 3 - Playful proposed logo

While all three logos (Figure 2,3, 4) are all resonating with the aim of the UNCHAIN project, the consortium decided to go with the logo presented in Figure 4. The U-shaped proposed logo (Figure 2) uses the same colours and does have a refreshing element to it, after careful consideration, the consortium discussed that the shape and style resembles too much to other ongoing European funded projects. As mentioned before, in this stage it is crucial to establish a unique brand identity to UNCHAIN.

The playful and colourful proposed logo (Figure 3) is highly creative and has an undoubtedly distinguishable character. The reason why it did not make the final cut is that the logo itself prioritizes the curb-side management element of the UNCHAIN project. While WP8 is developing the project identity in the communication and dissemination plan, it is an important factor that all services get introduced and non is prioritized over another.

Therefore, after careful consideration the logo shown in Figure 4 has been selected as the UNCHAIN final logo. The new logo was created with the option of many colour alternatives. The UNCHAIN consortium decided on the green-dark blue colour scheme because the green represents the sustainability aspect of the UNCHAIN project. While the dark blue colour is a good choice for readability and has a good performance on almost all coloured backgrounds.

The partners did not want to change the whole identity and message of the original logo. Therefore, the chain element was kept with a new modern look that is more dynamic and reflect the project objectives better.



Figure 4 – UNCHAIN final logo

The logo has specific guidelines on how to be used. These guidelines are part of the overall communication and dissemination plan. The reworked chain element can be used separately as well. On specific communication material or on social media, this element is used without

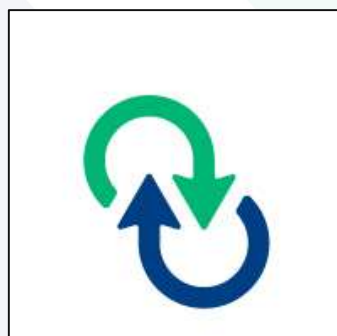


Figure 5 - UNCHAIN logo chain element

the text, in order to utilize space and to create familiarity and recognizability of the logo chain element (Figure 5).

Since, UNCHAIN follows a unique colour palette, it can happen that the logo will have to be presented on different colours than white. However, these colours can only be the UNCHAIN project base or secondary colours (see Section 2.2.1).

Below there are examples on how this can and allowed to look (Figure 6, 7, 8, 9, 10).



Figure 6 - UNCHAIN logo white on base colour 1



Figure 8 - UNCHAIN chain element on base colour 2



Figure 7 - UNCHAIN chain element on base colour 1



Figure 9 - UNCHAIN logo white on base colour 2



Figure 10 - UNCHAIN logo white with colourful chain element on base colour 1

2.2.1. The UNCHAIN Identity Colour Palette

The project identity relies on the colour palette identified by POLIS with the support of the design agency Josworld. When a partner wants to launch any communication material (e.g. a LinkedIn post on their organization's site) it must be approved by the project coordinator (ETRA) and WP8 leader (POLIS) before publishing. This method will ensure that when the project is presented it always strictly follows the brand identity and broader communication and dissemination planning.

The project has three primary colours and three secondary colours.

- Primary colours:



Figure 13 - Base colour 1 - #053D84
"Dark Blue"

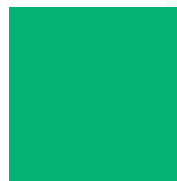


Figure 12 - Base colour 2 - #05B474
"Dark Green"

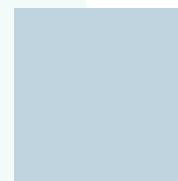


Figure 11 - Base colour 3 - #BFD4DF
"Sky Blue"

- Secondary colours:



Figure 16 - Secondary colour 1 - #ffbb61
"Light Orange"



Figure 15 - Secondary colour 2 - #f05344
"Orange Red"



Figure 14 - Secondary colour 3 - #cccccc
"Light Grey"

All communication and dissemination material will follow this colour palette. The chosen colours represent different themes. The dark blue base colour represents innovation, professionalism, and knowledge. The dark green base colour represents sustainability, transition, and nature. While the sky-blue colour compliments the blue and green elements. Moreover, it represents air and a calming space.

The secondary colours were chosen based on two factors. Firstly, they must compliment the primary palette to create a warm aesthetic. Secondly, the light orange is meant to reflect on a feeling of optimism and enthusiasm. The orange red colour can evoke strong emotions, including passion and determination. In another context, red can also reflect on the urgency to address environmental and sustainability issues. While the light grey is associated with balance and sophistication.

Many shades and colours have been deliberated based on the identified main messages of the UNCHAIN project, and these colours were selected as they have the quality to represent the innovative and sustainable essence of the project, while they can suggest the urban nature of it as well.

2.2.2. The UNCHAIN Identity Typeface

While the colour palette is a highly important element for brand recognizability, using a distinctive typeface on our communication materials, both on and offline is equally important.

The UNCHAIN project is using the “Poppins”¹ font type family. This typeface is not a default available font. The WP8 partners in collaboration with the design agency have identified a modern and clean look for the font and decided on Poppins for headers, titles. For texts the project and all partners all must use Calibri (Body) 12pt in Word documents, and Open Sans Regular 16pt in PowerPoint presentations.

2.3. Social Media Appearance

The UNCHAIN project created its own social media sites with the aim of promoting the project developments, connecting with a wider audience and generally support our communication and dissemination activities. These sites were set up with the logo and visual identity of the project for a better promotion. All activities on the UNCHAIN social media channels are situated within the broader communication and dissemination plan. The plan was developed in order to reach the targets identified by the KPIs of the project proposal and the kick-off meeting in collaboration with the other project partners. To see more of the specific KPIs, see Section 2.1 of this document.

2.3.1. LinkedIn

Following the visual identity within this deliverable, the header of the UNCHAIN LinkedIn page contains the project logo as the social media banner, a custom picture created specifically for

¹ <https://fonts.google.com/specimen/Poppins>

the project that reflects the urban innovation aspect of UNCHAIN and the CIVITAS logo to underscore the project's affiliation with the broader CIVITAS community.

Mirroring the design choices depicted in Figure 17, the page adopts a harmonious dark blue-green colour scheme that resonates with the project's thematic identity. This consistency extends to all posts on the page, ensuring a unified brand experience that aligns with the guidelines outlined in section 2.2.1. In this dynamic digital space, the UNCHAIN LinkedIn page not only fosters engagement through tailored content but also employs strategically designed infographics and materials to communicate its mission effectively.



Figure 17 - UNCHAIN LinkedIn page view as a member

2.3.2. Twitter

The aim of setting up a custom Twitter page is similar to the one of LinkedIn. We wish to connect with the wider public, identify potential stakeholders and our Twitter related target audience. As Twitter provides a wide variety of contents for all age groups, UNCHAIN will reach a different type of audience on this social platform.

The appearance of the UNCHAIN Twitter page follows the colour palette of the logo and visual identity (Figure 18).



Figure 18 - Twitter page appearance

Furthermore, the incorporation of visually captivating content in the form of photos on our Twitter page serves a dual purpose. As illustrated in Figure 19, these images are not only aesthetically pleasing but also contribute to the dynamic collection hosted within the sidebar of our UNCHAIN Twitter profile. Consequently, every time a user navigates to the UNCHAIN page, they are instantly greeted by an assorted collage of these visually engaging photographs.

Research has consistently demonstrated that visual stimuli possess a unique ability to capture and retain viewer attention, effectively arresting the otherwise relentless scroll of social media feeds. By integrating such compelling visual elements, our brand identity is fortified through a synthesis of imagery and message. This synergistic approach not only halts the fleeting attention of users but also forges a lasting impression, reinforcing the recognition and recall of our brand.

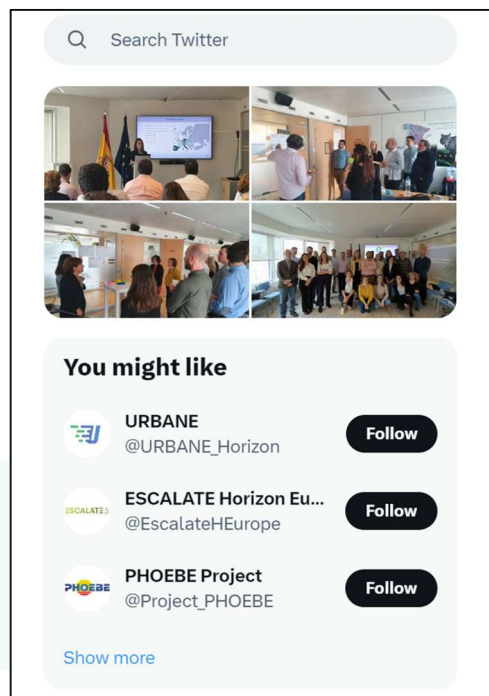


Figure 19 - Twitter side bar appearance

2.4. Templates

2.4.1. Written Report Template

The current document serves as an example for the word document template. The template is using the colour palette of the project as a basis. All deliverables and official documents shared within and outside of this project must use this as a written report basis. The document template has been shared with all UNCHAIN project partners.

For Title and Heading 1 styles, we are using the Poppins typeface with the Dark Blue colour. The Title uses the font Poppins SemiBold in size 28. Title 1 uses the same font type, but in bold and in size 16. Heading 2 uses Poppins in size 15.

For all heading and font styles, the document has been set the do the editing by default. This ensures that everyone can easily follow the identity guidelines, without deep former knowledge on how to use certain programmes such as Microsoft Word.

Title

Heading 1

Heading 2

Heading 3

Heading 4

Regarding the normal text within these written documents, it must be always Calibri Body in size 12, and the paragraphs edited in “Justify” distributing the text evenly between the margins.

On the cover page, we are using both headers and footers. In the header, we are using the UNCHAIN logo, that stays as a header element on all following pages. The EU funding disclaimer, the CIVITAS logo and the UKRI funding disclaimer all have been placed to the footer of the front page. On all other pages, the given deliverable number and title are in the footer alongside with the page number.

We choose this type of modern and modest style for our template, because while we do not wish to attract the attention from the actual textual content, the template still serves as a highly recognizable element of the UNCHAIN brand.

2.4.2. Presentation Template

The presentation template is a crucial element of the UNCHAIN visual identity. It will allow all partners to display the project to a wider audience and to distribute certain knowledge generated within the project lifetime and after. It will have a huge role in the project dissemination and on how the project is presented in conferences and smaller events.

It has an internal use as well, since all project participants can use the PowerPoint presentation for internal WP or consortium meetings.

The following figures are showcasing examples on how the presentation appears visually:

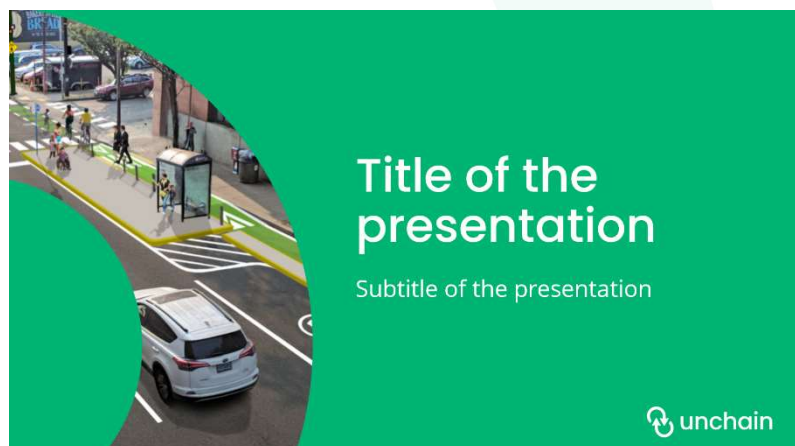


Figure 20 - First Page alternative 1

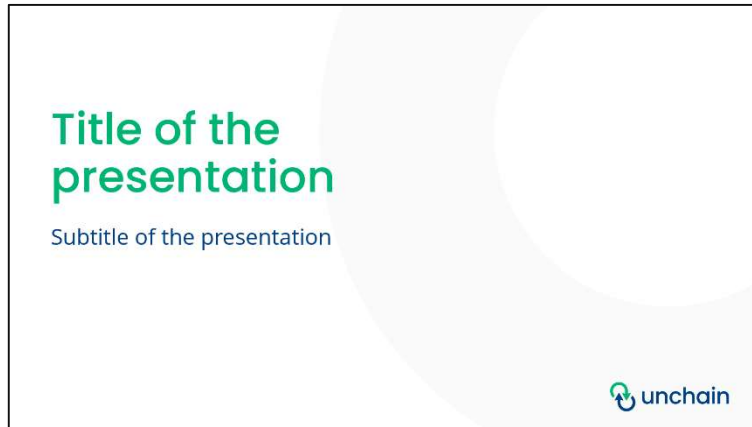


Figure 21 - First Page alternative 2

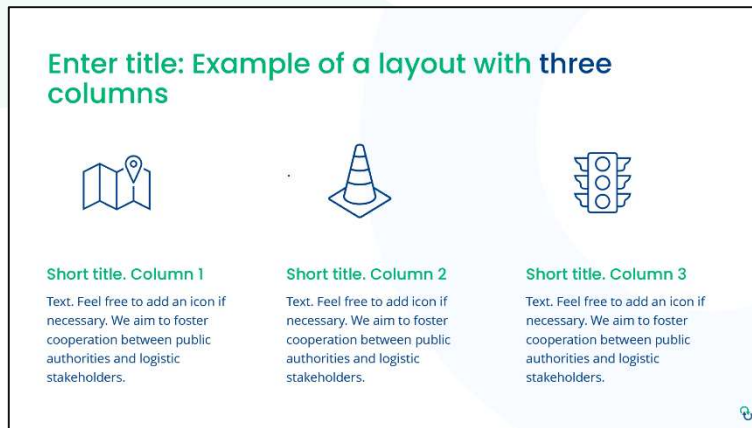


Figure 22 - Example of a layout 1

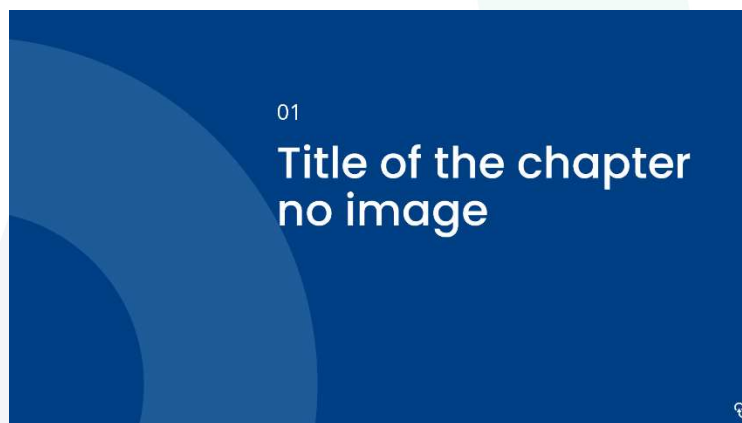


Figure 21 - Example of a chapter title

The presentation template also follows the same colour palette showcased in Section 2.2.1 The UNCHAIN Identity Colour Palette above. Moreover, it also has its own font type and guidelines to it (Figure 24). All these information is provided to all project partners.

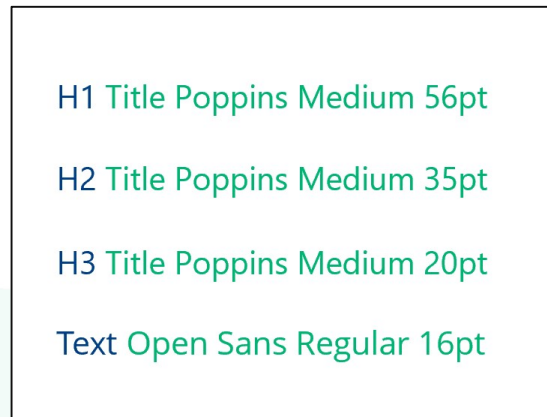


Figure 22 - Typeface guidelines for PowerPoint

2.4.3. Newsletter

The UNCHAIN project newsletter template and activity will be conducted through Mailchimp.com. The current subscription allows us to reach 500 recipients and send out monthly newsletters. The format is optimized for web browser, mobile browser, additionally to Outlook and Gmail emails (Figure 25). All newsletters will include hyperlinks to our social media sites (LinkedIn, Twitter) and to the UNCHAIN website.

The newsletters are completely GDPR compliant, meaning that the subscribers' data are handled confidentially, and all newsletter emails will include the option to unsubscribe with clicking a button at the end of the email (Figure 26).

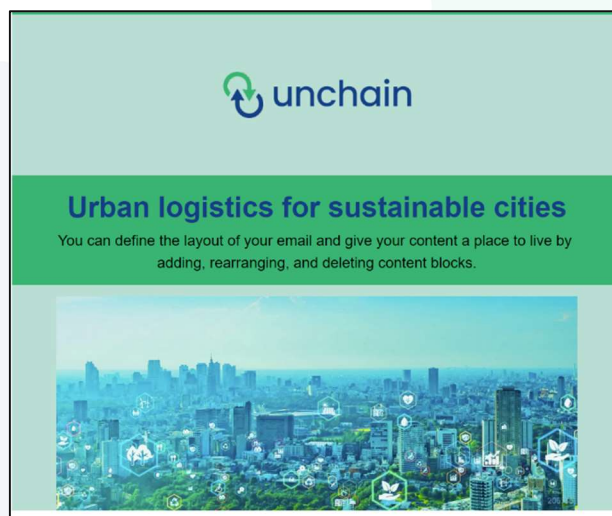


Figure 23 - Preview look of the desktop newsletter

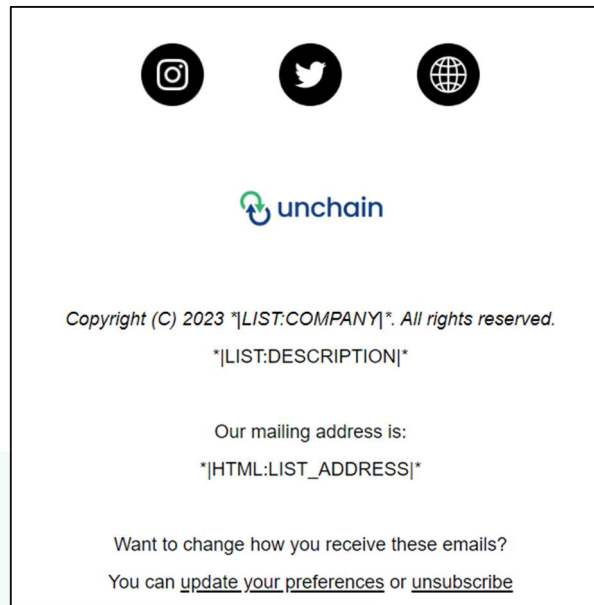


Figure 24 - Newsletter downer part with logo and unsubscribe button

2.4.4. Press Release

The press release template is not a constant document. This means that based on who wants to do the press release or media communication, the document can change – if only one partner wants to create it or the whole project. The figure below shows the core template, that can be up for modification (Figure 27). For instance, when ETRA wants to create a text, they can customize it with their own logo and the UNCHAIN logo. However, the template is created with the colour template and watermarked logo of the UNCHAIN project, so it will be recognizable even with slight modifications.



Figure 25 - Press release base template

2.5. Dissemination Material

2.5.1. Pull-up Banner

The pull-up banner reflects the same style and visual identity as the other developed materials. In the creation we have kept in mind the different offline events in which we would like to showcase the project. The list of events we kept in mind is not the final and/or exhaustive list, that will be presented as part of D8.2 in M6.

The list of these events:

- Urban Mobility Days
- Smart City Expo World Congress
- European Conference on Sustainable Urban Mobility Plans
- Smart Mobility Congress
- ITS World Congress
- ITS European Congress
- TRA Transport Research Arena
- International Conference on Ecological Vehicles and Renewable Energies, EVER
- TECMA Feria Internacional de Urbanismo y Medio Ambiente (Spain)
- Greencities (Spain)
- Transfiere (Spain)
- Odysseus (International Workshop on Transport and Logistics)
- Transportation Research Board (TRB)
- Mobility World Congress
- Sustainable Energy Week – EUSEW
- POLIS Annual Conference
- European Mobility Week
- European Week of Regions and Cities
- ECOM world
- Sustainable Places Conference
- HEVC- Hybrid and Electric Vehicle Conference
- IEEE Vehicle Power and Propulsion Conference- VPPC
- Triennial Symposium on Transportation Analysis (TRISTAN)

As the project has many different ways to showcase the project partners, aims of the project, information we wish to communicate to the public and stakeholders, the decision has been made that the developed banner will not include more information than the logo, our catchphrase and the CIVITAS and EU logos. This way we still establish a recognizable visual communication material. However, for information exchange the project is going to use its first leaflet, website, and social media channels.

This version (Figure 28) is going to be printed out and will be ready during the first week of September 2023, as the UNCHAIN project will be showcased as a CIVITAS initiative during the Urban Mobility Days in Sevilla, 3-5 October 2023. Before this, we are already going to use it on the first project consortium meeting in Florence, Italy on 19-20th of September.



Figure 26 - UNCHAIN roll-up banner

2.5.2. Leaflet

The development of the trifold leaflet was a highly important step to create a cohesive recognizable visual identity for the UNCHAIN project. The informative leaflet will be used on conferences, events, workshops, and other capacity-building events. The leaflet uses the same visual style, typeface and colour palette as all other visual material showcased above.

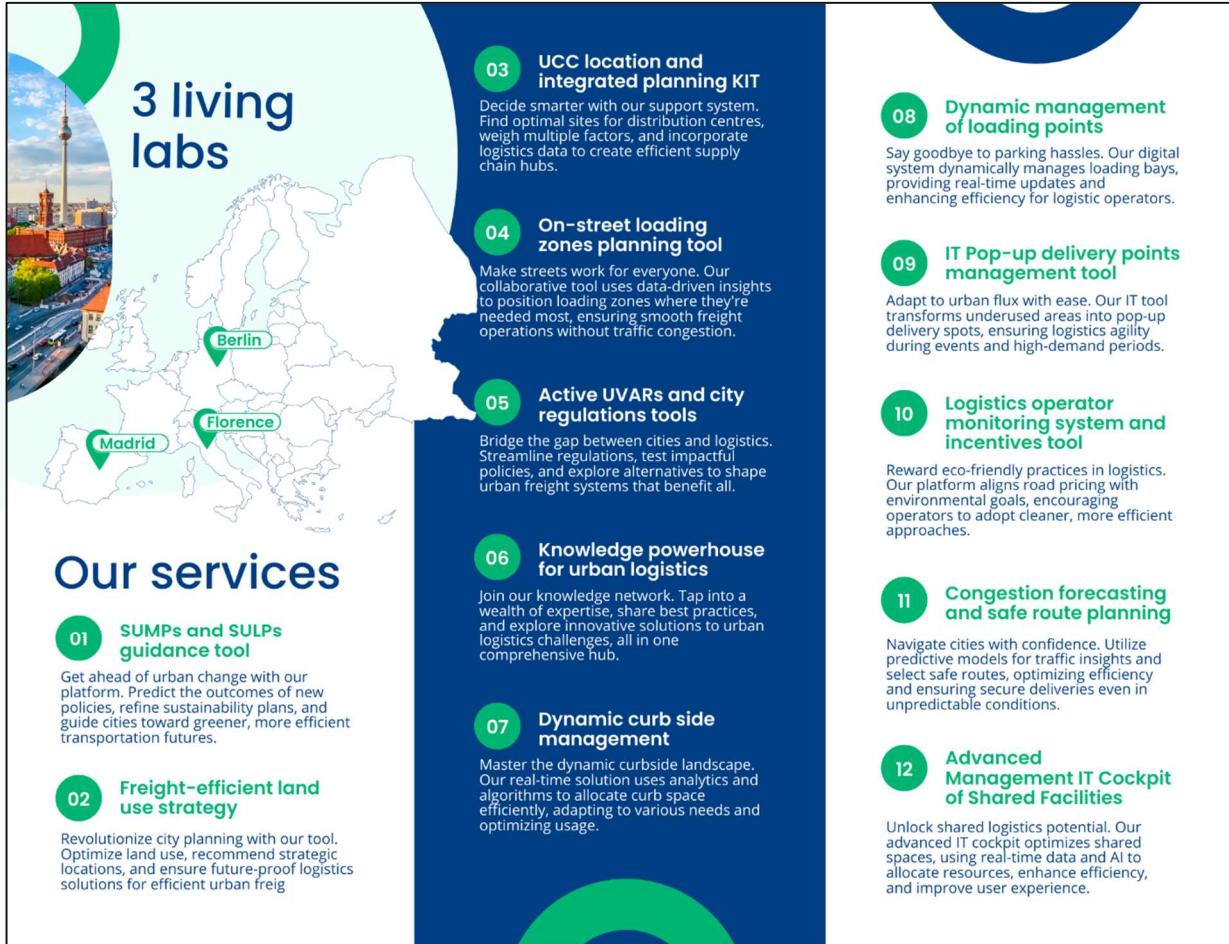
The leaflet overall was developed with the mindset to draw the attention to the twelve services developed within the UNCHAIN project rather than focusing on the living labs. Displaying too many pictures can lead to a look of a travel brochure, which should be avoided. Moreover, while the living labs and testing cities are incredibly important elements of the project and its success, there are many ways to emphasize them elsewhere (e.g. city specific campaigns on our social media channels).

On the outside of the leaflet (Figure 29), the UNCHAIN, the CIVITAS and the EU logos have been displayed. Additionally, two catchphrases have been placed on the outside for brand recognition reasons and a short description of the project objectives alongside the contact information.



Figure 27 - UNCHAIN Leaflet Outside

On the inside of the leaflet, all readers can find short descriptions on all services developed during the UNCHAIN project's duration. Even though these descriptions are short, they have been tested for understandability within the wider public and also the text include many words that can be used as buzzwords. These are more likely to gather attention of the reader and they will become more likely to visit our website.



3 living labs

Our services

01 SUMP's and SULP's guidance tool
Get ahead of urban change with our platform. Predict the outcomes of new policies, refine sustainability plans, and guide cities toward greener, more efficient transportation futures.

02 Freight-efficient land use strategy
Revolutionize city planning with our tool. Optimize land use, recommend strategic locations, and ensure future-proof logistics solutions for efficient urban freight.

03 UCC location and integrated planning KIT
Decide smarter with our support system. Find optimal sites for distribution centres, weigh multiple factors, and incorporate logistics data to create efficient supply chain hubs.

04 On-street loading zones planning tool
Make streets work for everyone. Our collaborative tool uses data-driven insights to position loading zones where they're needed most, ensuring smooth freight operations without traffic congestion.

05 Active UVARs and city regulations tools
Bridge the gap between cities and logistics. Streamline regulations, test impactful policies, and explore alternatives to shape urban freight systems that benefit all.

06 Knowledge powerhouse for urban logistics
Join our knowledge network. Tap into a wealth of expertise, share best practices, and explore innovative solutions to urban logistics challenges, all in one comprehensive hub.

07 Dynamic curbside management
Master the dynamic curbside landscape. Our real-time solution uses analytics and algorithms to allocate curb space efficiently, adapting to various needs and optimizing usage.

08 Dynamic management of loading points
Say goodbye to parking hassles. Our digital system dynamically manages loading bays, providing real-time updates and enhancing efficiency for logistic operators.

09 IT Pop-up delivery points management tool
Adapt to urban flux with ease. Our IT tool transforms underused areas into pop-up delivery spots, ensuring logistics agility during events and high-demand periods.

10 Logistics operator monitoring system and incentives tool
Reward eco-friendly practices in logistics. Our platform aligns road pricing with environmental goals, encouraging operators to adopt cleaner, more efficient approaches.

11 Congestion forecasting and safe route planning
Navigate cities with confidence. Utilize predictive models for traffic insights and select safe routes, optimizing efficiency and ensuring secure deliveries even in unpredictable conditions.

12 Advanced Management IT Cockpit of Shared Facilities
Unlock shared logistics potential. Our advanced IT cockpit optimizes shared spaces, using real-time data and AI to allocate resources, enhance efficiency, and improve user experience.

Figure 28 - UNCHAIN Leaflet Inside

Additionally, the leaflet is available for all partners in a secured Canva format. This will allow the project to adjust this leaflet. Withing the scope of communication and dissemination plan, WP8 has identified the need for local communication strategies that will be running in the given local language (Italian, German, Spanish, etc.) To support this activity, local communication responsible will be appointed on each living lab location coordinated by POLIS and ETRA. In collaboration with the local responsables, the leaflet is going to be translated to the given local language to maximize the effect of dissemination and exploitation activities.

In order to create an easier access for everyone, the leaflet is available to project partners on canva.com. For instance, the local communication plan in Florence, Italy is going to use an Italian version of the English text and the picture of Florence on the outside. While in Berlin, Germany, they are going to use the German text with the picture of Berlin on the outside. The Canva format will positively contribute to the translation of the leaflet, but the translation

cannot officially happen on this platform. WP8 leader POLIS and project coordinator ETRA have access to an open-source version of this master file, that is considered the official version of the leaflet document.

2.6. Website

The project website offers a dynamic and accessible platform to share information, engage stakeholders, and amplify the impact of an innovation project. It aligns with modern communication practices and facilitates collaboration, transparency, and outreach. A well-designed website can serve as a promotional tool, attracting attention from potential stakeholders, sponsors, and collaborators. All the text on the website was carefully written and considers current user experience (UX) writing trends, moreover, search engine optimization for Google was an important factor in the creation as well. Currently the website landing page is available with access to the UNCHAIN social media sites and a contact page. As the project moves forward, the website is going to follow with four more tabs in the header and nearly 20 available pages with all necessary information to a diverse group of the UNCHAIN target audience. The website scores 97 out of 100 on the accessibility score, as it was specifically designed to be accessible to a wide range of people.

The website landing page showcases the project's uniqueness and value proposition. This is done through a unique and modern website design that is illustrated by figures in this section below.

As discussed above (section 2.2), all the colours and text appearing under the UNCHAIN visual identity considers accessibility and availability for people living with visual impairments. Furthermore, the project finds it crucially important to create inclusivity through the communication material, and consider people living with recognition difficulties, such as dyslexia.

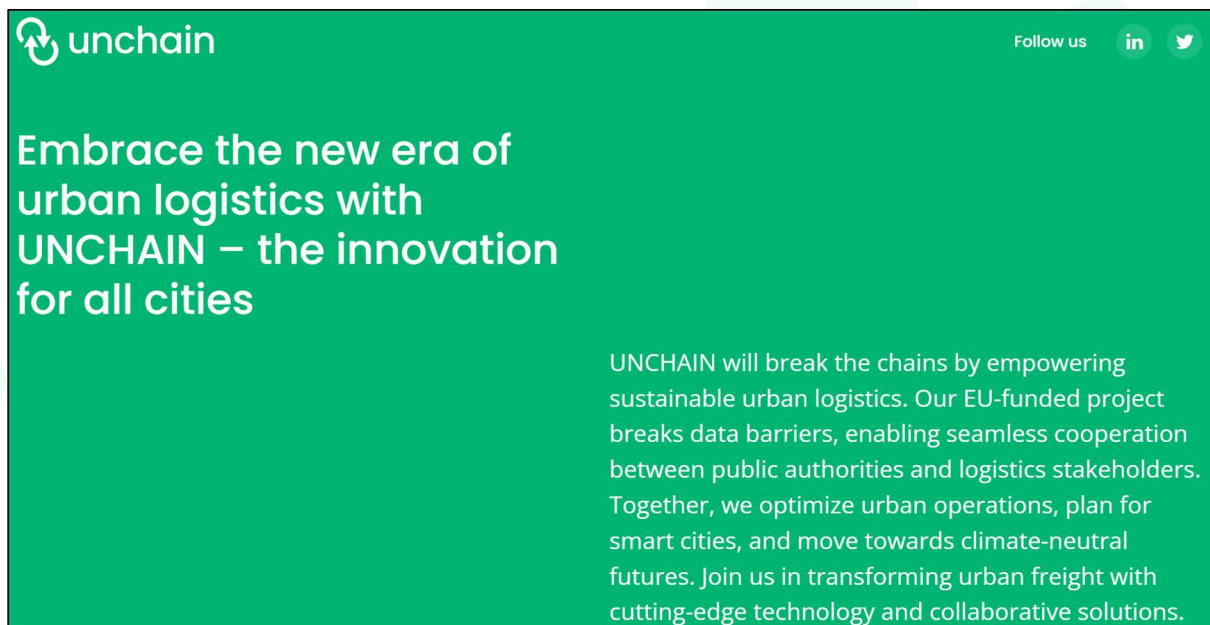


Figure 29 - Project website landing page header

As Figure 31 shows, the landing page header of the website uses one of the base, primary colours of the UNCHAIN colour palette. This reflects unity between the different communication and dissemination materials. When someone visits the website, the first thing they meet with is the UNCHAIN catchphrase “Embrace the new era of urban logistics”. This motto is on the leaflet as well as on the project banner to create brand recognition.

In the upcoming period the website will be populated with further pages. Next to the “Follow us” section (shown on Figure 31), there will be more tabs. These will include dedicated information pages about the project as a whole, separate pages to all twelve UNCHAIN services. Additionally, the living labs are going to have information pages that will be available in different languages.

While the WP8 partners are already developing the text, the finalization remains for the upcoming period (September), due to the precision it requires to create high level of text coherency as well as the different translation of the pages.

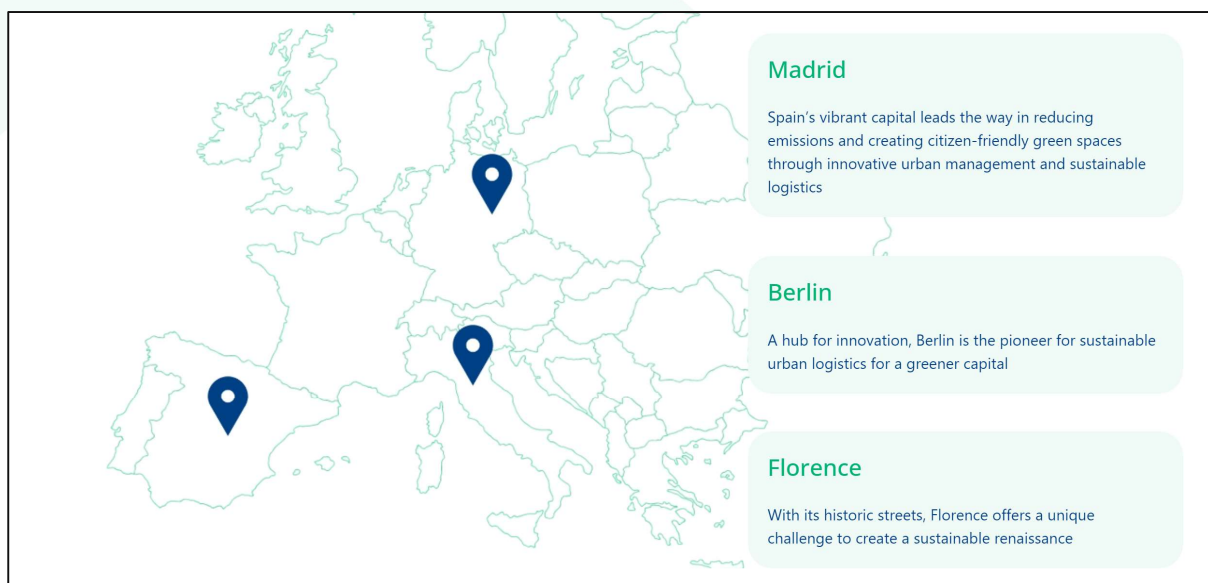


Figure 30 - Project website landing page map element

As Figure 32 shows, the website landing page contains a map element, that is highlighting the UNCHAIN living labs, Madrid, Berlin and Florence. The short texts accompanying the map were designed with search engine optimisation (SEO), in order to create uniqueness to them and emphasize their special role in the UNCHAIN project.

It is crucial for WP8 to monitor the success of SEO and the collection of keywords that are used in the communication and dissemination activities. The success will be measured through google analytics and website analytics; this method will be further discussed in D8.2. For example, in the case of the Florence living labs, it was identified through desk research that the key motto is going to be “sustainable renaissance”, however, through careful monitoring it will be apparent whether it is successful amongst the target audience or not. If we have negative results, new keywords would be identified and used in the CDE activities.

Towards the bottom of the website landing page, the project partner information can be found (Figure 33). This ensures visibility to each project partners. The partner logos will become hyperlinks to separate partner pages on the website, with short descriptions of the overall partner organisation activity and their roles within the UNCHAIN project.



Figure 31 - Project website partner logos

At the bottom of the landing page, the UNCHAIN logo and the EU fund and UKRI disclaimer are placed. This is where the visitors can find the email address connected to the website domain. The email address info@unchainproject.eu is an active email address, that is forwarding emails to four people in the UNCHAIN consortium (Project Coordinator, Technical Coordinator, Communication Manager, WP8 Leader).

Next to the contact, the UNCHAIN social media channels are hyperlinked. These are currently the Twitter and LinkedIn pages. During early 2024, a YouTube channel is going to be created and its link will be placed on the website as well.

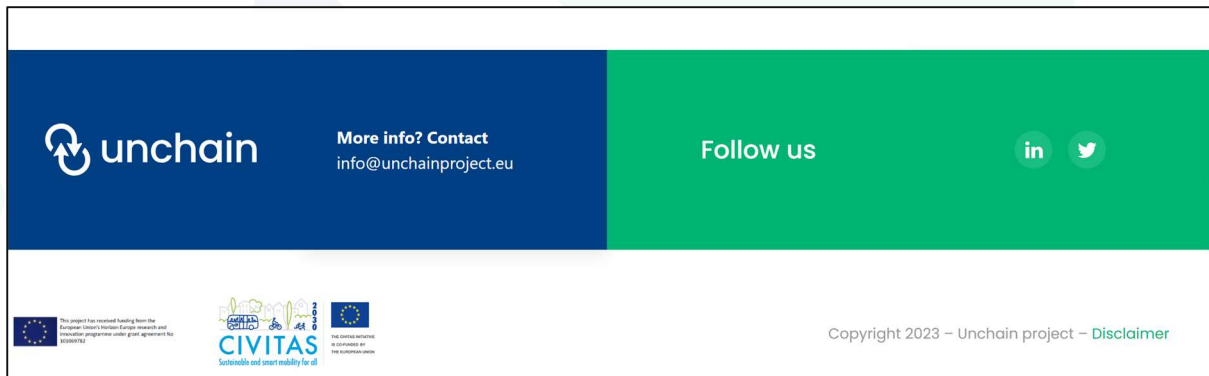


Figure 32 - Project website landing page footer

3. Conclusion

In conclusion, the UNCHAIN project has successfully developed a distinctive visual identity and website that aligns with its sustainability and innovation objectives. The revised logo ensures better accessibility, while the colour scheme represents the project's key themes. The implementation of social media channels, newsletter, and press releases will enhance communication and engagement with diverse audiences. These communication tools are essential for promoting the project's activities and outcomes effectively. As the project progresses, further dissemination materials such as posters and brochures will be developed. This visual identity and website will play a crucial role in achieving the project's goals and enhancing its impact on a broader scale.