Ref. Ares(2021)5379477 - 31/08/2021

Improved Robotic Platform to perform Maintenance and Upgrading Roadworks: The HERON Approach

Grant Agreement Number: 955356

D8.1: Corporate identity and general templates for dissemination material

Work package	WP8: High-Impact Communication and Dissemination Activities
Activity	Task 8.1: Corporate identity and branding
Deliverable	D8.1: Corporate identity and general templates for dissemination material
Authors	Eirini Vourlakou (RG), Athanasia Kazantzi (RG), Dimitrios Vamvatsikos (RG)
Status	Final (F)
Version	1.0
Dissemination Level	Public (PU)
Document date	31/08/2021
Delivery due date	31/08/2021
Actual delivery date	31/08/2021
Internal Reviewers	Matthaios Bimpas (ICCS), Stefanos Camarinopoulos (RISA)
	This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement no 955356.

Document Control Sheet

Version history table			
Version	**Date**	**Modification reason**	**Modifier**
0.1	26/06/2021	Initial Table of Contents	Dimitrios Vamvatsikos
0.2	15/07/2021	Basic structure of the deliverable	Eirini Vourlakou
0.3	26/08/2021	First Draft	Dimitrios Vamvatsikos, Athanasia Kazantzi
1.0	31/08/2021	Final version ready for submission	Matthaios Bimbas

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Abbreviation List

Abbreviation	Definition
BIG	Brand Identity Guidelines
BW	Black and White
CIB	Corporate Identity and Branding
CMYK	Cyan Magenta Yellow black
EC	European Commission
MS	Microsoft
PPT	Power point
RGB	Red Green Black

Executive Summary

Deliverable D8.1 “Corporate identity and general templates for dissemination material“ has the objective of defining the HERON’s visual identity and branding, with the aim to ensure the visual consistency and the effective graphical identity of the project and to support the dissemination and communication activities.

A dedicated logo together with colour palettes and typefaces were provided by specialists from the beginning of the project in order to shape and form HERON’s identity and to promote instant public recognition and trigger reactions from the viewers even from the first conducted communication and dissemination activities. A set of specific guidelines is also provided to assist the consortium in using correctly all the above brand identity elements when designing and producing communication and dissemination material. Additionally, in the context of HERON’s consistent brand identity and in order to keep a credible and professional “look and feel”, a set of HERON MS Office templates have been also created.

1 Introduction

1.1 Purpose of the Document

The purpose of this deliverable is to properly present the HERON's brand identity already developed from the beginning of the project, in order to serve as the basis for the HERON partners for all communication, dissemination and impact creation activities of the HERON project.

A set of specific guidelines is also provided to assist the consortium in using correctly the project logo and produced material. These guidelines are considered also to be a useful aid when instructing typographers, specialists and others employed to produce branded items and to design and create HERON communication and dissemination materials.

In order to maintain the integrity of the HERON brand identity, it is very important that all given instructions are applied properly by all. The project communication and dissemination material and all its brand elements can be used freely by all consortium members, however all external bodies, except from the European Commission (EC), must acquire the required permission from the consortium, before proceeding with any use of the HERON material.

1.2 Intended Audience

This Deliverable is public, thus accessible to anyone interested.

The contents are mainly useful to the project partners, in order to understand and follow the project's brand identity guidelines and use the produced templates. Moreover, the contents will be also helpful to external specialists who will potentially be hired to design and produce HERON's communication and dissemination material or/and channels (i.e. project website).

2 HERON Brand Identity

2.1 HERON logo: The concept

A dedicated logo was designed by specialists from the beginning of the project in order to act as a trademark, promote instant public recognition and trigger reactions from the viewers even from the first conducted communication and dissemination activities.

HERON's logo has a clear, memorable and easily recognisable visual style that gives an accurate impression of what the project mainly represents, its basic aspects and core activities. It consists of two key elements: the graphical element and the written element.

HERON logo's graphical element consists of a swish arced-curve going through an inclined wheel, indicating motion associated with transportation. The curve is pixelized to convey the digital technology of HERON. The graphical element of the logo could stand by itself and might be used as a monograph logo in a variety of printed and digital media.

The font used in HERON's written element follows the modern, minimal design, harmonically fitting to the graphical element displayed on the left. It is written with a bold typeface to emphasize the strength and the power of action.

The colour palettes chosen, mainly consist of blue-gray variations in order to highlight the strong connection of the project to the environment and sustainability. The logo has been produced in several formats (including positive and negative formats) for different uses and reproduction purposes (presentations, roll-up banners, leaflets, website, etc.).

2.2 Logo size and usage

The logo should always appear intact. Each element and its position in relation to each other have been carefully designed and must never be stretched, altered or distorted. When it will be used together with other graphic elements, it is advisable to leave free space within the two. Preferably to each side of the logo, a minimum free space of '1/4 x' should be considered. 'x' is equivalent to the height of the graphical element of the logo.

When placing the logo on an image, colour or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo.

The clear space zone around the logo has been determined to ensure the proper visibility of the HERON logo. Maintaining the clear space zone between the logo and other graphical elements such as typefaces, images, other logos, etc. ensures that the HERON logo always appears unobstructed and distinctly separate from any other visuals.

The minimum size has been carefully determined to ensure that the HERON logo is reproduced correctly in smaller sizes. At minimum size, the logo is still clearly legible and easily identifiable. When using a lower quality printing technique (i.e. screenprinting), the usage of the logo in a larger size is strongly recommended..

2.3 Logo Variations

Primarily the logo should be used on a white background in its positive format for maximum impact and clarity. This primary format is used in every occasion except from the cases it is not feasible. In these cases, the following versions are available for usage:

- Negative/Colour: This format is only used when placing the logo on a dark image, background or pattern.
- BW/Grayscale Formats: These logo variations are meant to be printed in a grayscale or black and white format.

The social media-sized logo (Figure 5) is meant to be used as a "profile picture" for HERON's social media accounts in Facebook, Twitter and LinkedIn.

Figure 1: The HERON logo in original colour.

Figure 2: The HERON logo in grayscale.

Figure 3: The HERON logo inverted for use on black backgrounds.

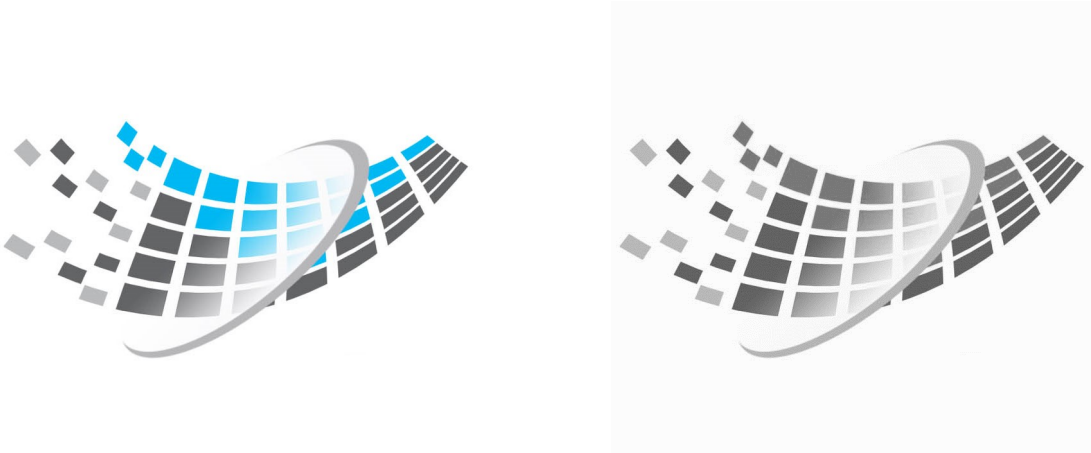


Figure 4: The HERON graphical element in original colour (left) and grayscale (right).

Figure 5: Two versions of the HERON logo for social media usage: Linkedin (left) and Facebook (right).

2.4 Corporate Colours

Colours are also an important part of HERON's identity system. Colours create a vibrant visual experience, making concepts more attractive, and affect people's perception of them. Keeping the project's colours cohesive in both print and digital use (online presence, communication and dissemination materials, templates, documents, etc.), is a big part of maintaining its visual effectiveness and create a strong and consistent visual presence. For that reason and from the beginning of the project, HERON's colour palette has been specified in detail and exact colour codes for each colour used have been laid out, including RGB, CMYK and Pantone colour codes.

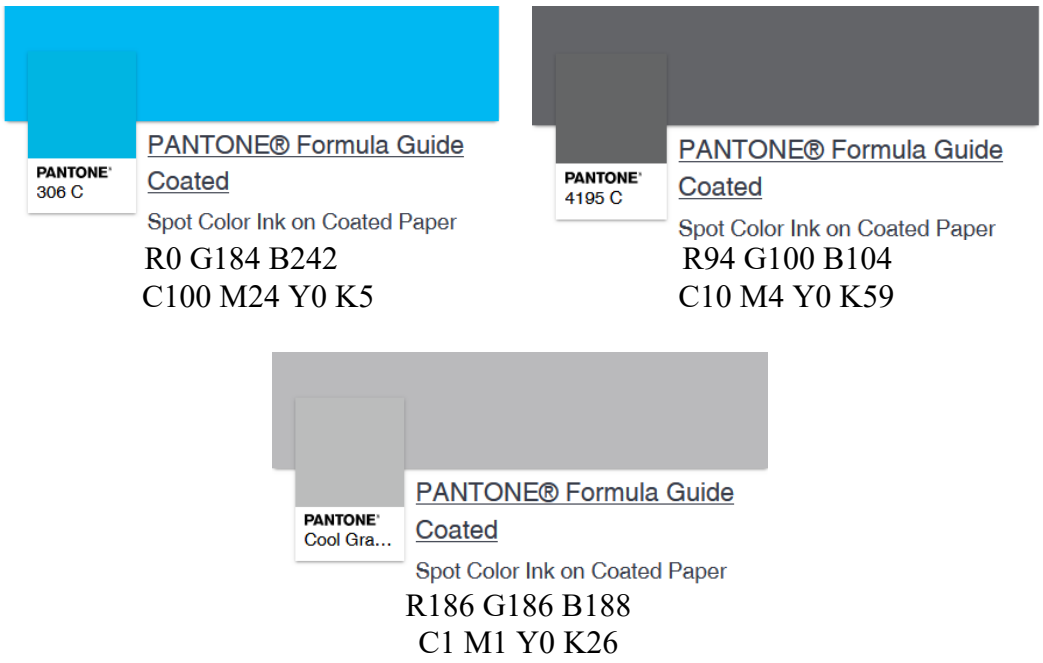


Figure 6: HERON primary colour palette.

The primary colour palette consists of three colours that may be used extensively both for large areas of colour or as an accent colour. Screens or tints of the primary colours may be used to achieve a desired effect.

2.5 Brand Typography

The logo typeface is Sylfaen.

For text presentation purposes, Calibri & Calibri Light typefaces are highly recommended especially for HERON's printed and online leaflet, newsletters, magazines and for its web-media and website.

Figure 7: Calibri typeface.

3 HERON MS Office templates

In the context of HERON's consistent brand identity and in order to keep a credible and professional "look and feel", a set of HERON MS Office templates (letters, posters, power point presentations, deliverables, minutes, business cards) have been created based on the project's brand guidelines and are available to all partners through HERON's common online collaborative tool.

3.1 PowerPoint Master Presentation

A PowerPoint (PPT) Master presentation template of the project has been developed. All partners have been instructed to make use of the available template when presenting the project internally as well as externally to third parties, unless an event specifies another format (e.g. a conference template that is obligatory for that event).

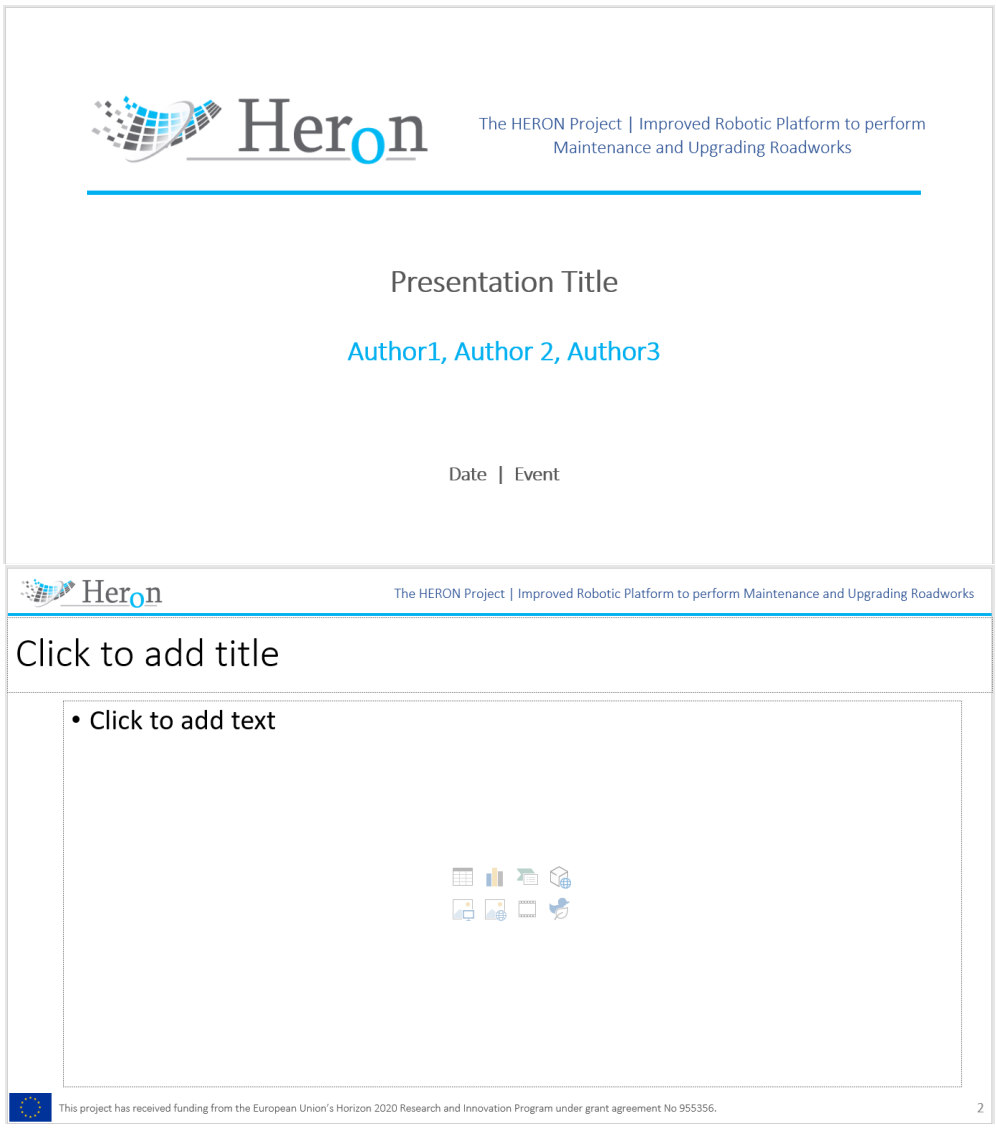
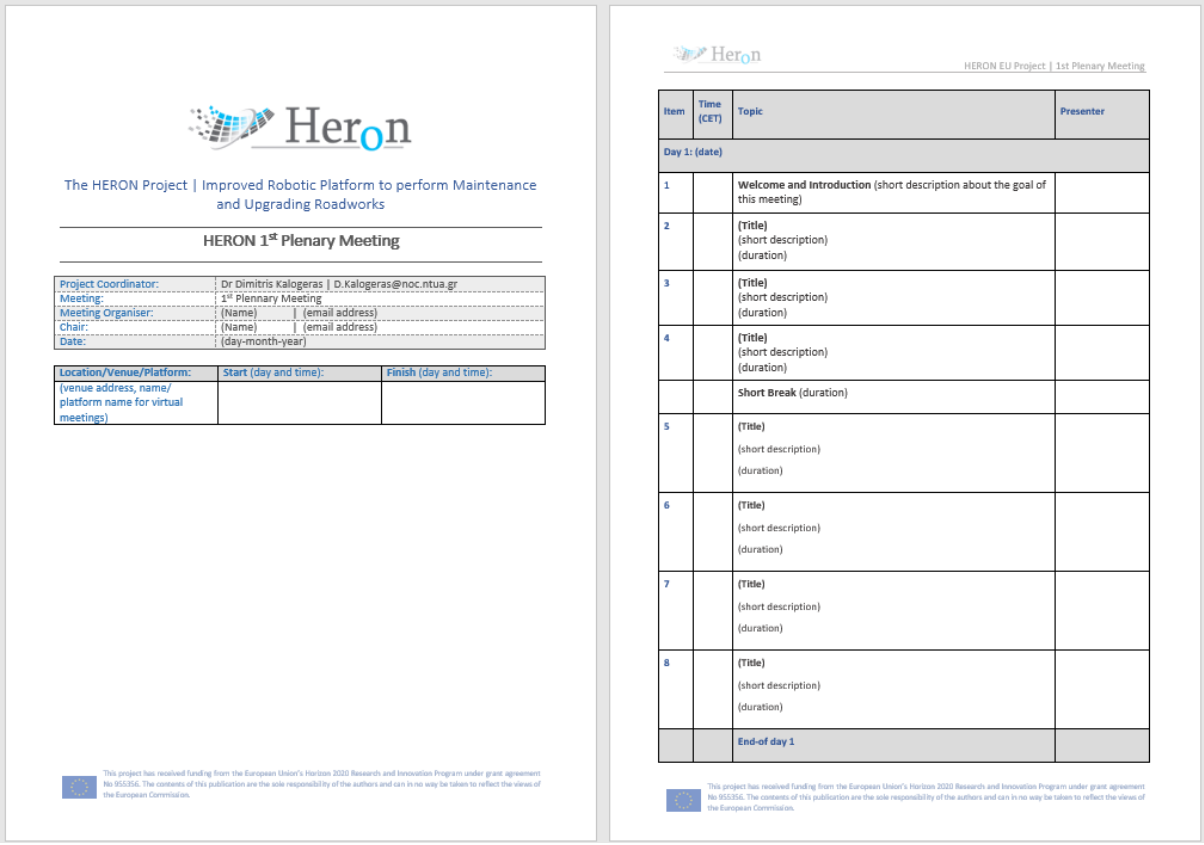


Figure 7: HERON powerpoint template – Part 1.

Figure 8: HERON powerpoint template – Part 2.

3.2 Meeting Agenda Template

A Meeting Agenda template has been produced to be used by HERON partners as a planning tool when organising HERON meetings, workshops and other event types.



Heron

The HERON Project | Improved Robotic Platform to perform Maintenance and Upgrading Roadworks

HERON 1st Plenary Meeting

Project Coordinator:	Dr Dimitris Kalogeras | D.Kalogeras@noc.ntua.gr
Meeting:	1st Plennary Meeting
Meeting Organiser:	(Name) | (email address)
Chair:	(Name) | (email address)
Date:	(day-month-year)

Location/Venue/Platform:	Start (day and time):	Finish (day and time):
(venue address, name/ platform name for virtual meetings)		

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Heron HERON EU Project | 1st Plenary Meeting

Item	Time (CET)	Topic	Presenter
Day 1: (date)			
1		**Welcome and Introduction** (short description about the goal of this meeting)	
2		**(Title)** (short description) (duration)	
3		**(Title)** (short description) (duration)	
4		**(Title)** (short description) (duration)	
		Short Break (duration)	
5		**(Title)** (short description) (duration)	
6		**(Title)** (short description) (duration)	
7		**(Title)** (short description) (duration)	
8		**(Title)** (short description) (duration)	
		End-of day 1	

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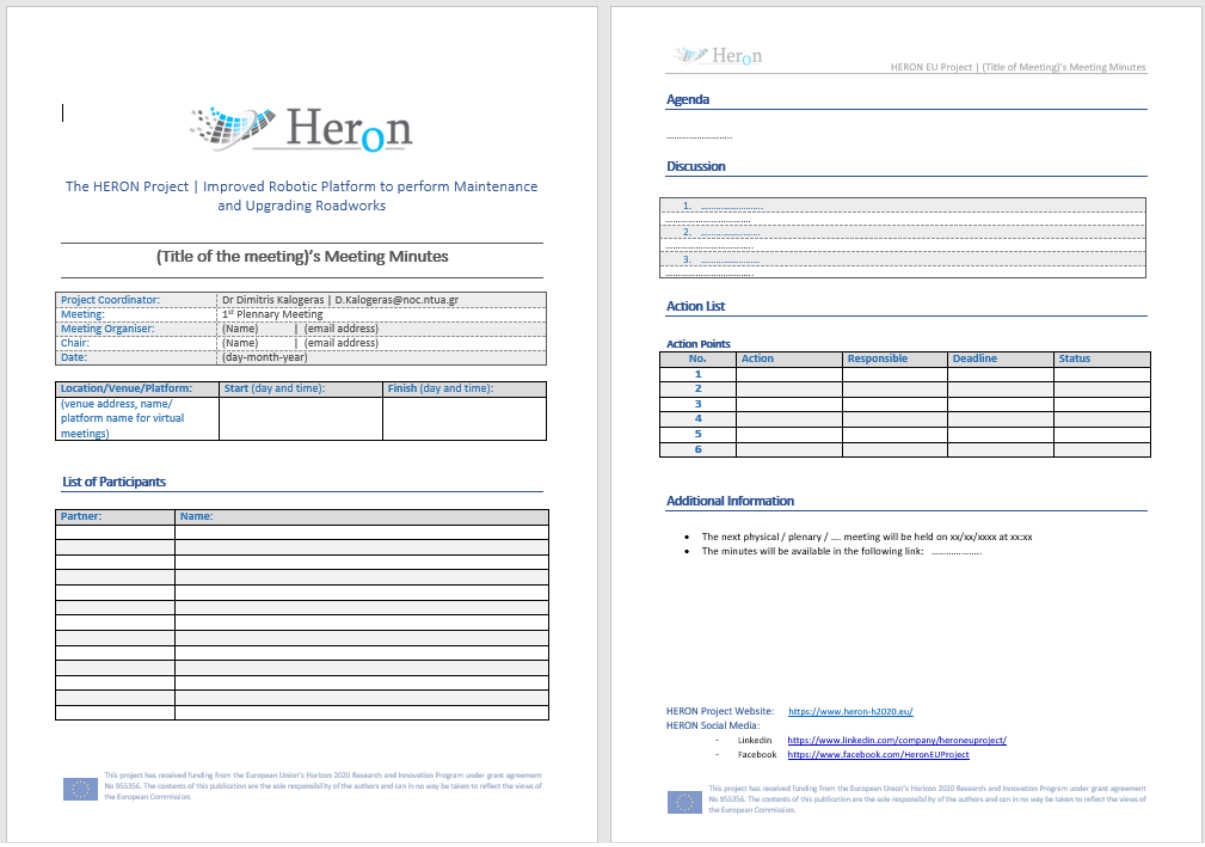
Figure 9: HERON meeting agenda template.

3.3 Meeting Minutes Template

A Meeting Minutes template has been compiled to meet the requirements for the internal documentation process so that every issue discussed or decided during HERON's internal meetings and workshops to be seen by the HERON consortium at a glance.This document is highly recommended to be used by all partners when document and detail the course and content of a meeting and summarise its results (e.g. decisions, agreements, tasks, responsibilities, etc.).

The included sections are the following: general information about the meeting, the list of participants, the discussions that took place according to the agenda and relevant key notes, an action list for future amendments and developments and finally some extra space for additional information, if needed.



Heron

The HERON Project | Improved Robotic Platform to perform Maintenance and Upgrading Roadworks

(Title of the meeting)'s Meeting Minutes

Project Coordinator:	Dr Dimitris Kalogeras | D.Kalogeras@noc.ntua.gr
Meeting:	1st Plennary Meeting
Meeting Organiser:	(Name) | (email address)
Chair:	(Name) | (email address)
Date:	(day-month-year)

Location/Venue/Platform:	Start (day and time):	Finish (day and time):
(venue address, name/ platform name for virtual meetings)		

List of Participants

Partner:	Name:

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Heron

HERON EU Project | (Title of Meeting)'s Meeting Minutes

Agenda

.....

Discussion

1. .....
2. .....
3. .....

Action List

Action Points

No.	Action	Responsible	Deadline	Status
1				
2				
3				
4				
5				
6				

Additional Information

- The next physical / plenary / .... meeting will be held on xx/xx/xxxx at xx:xx
- The minutes will be available in the following link: .....

HERON Project Website: https://www.heron-h2020.eu/
HERON Social Media:
- Linkedin https://www.linkedin.com/company/heroneuproject/
- Facebook https://www.facebook.com/HeronEUProject

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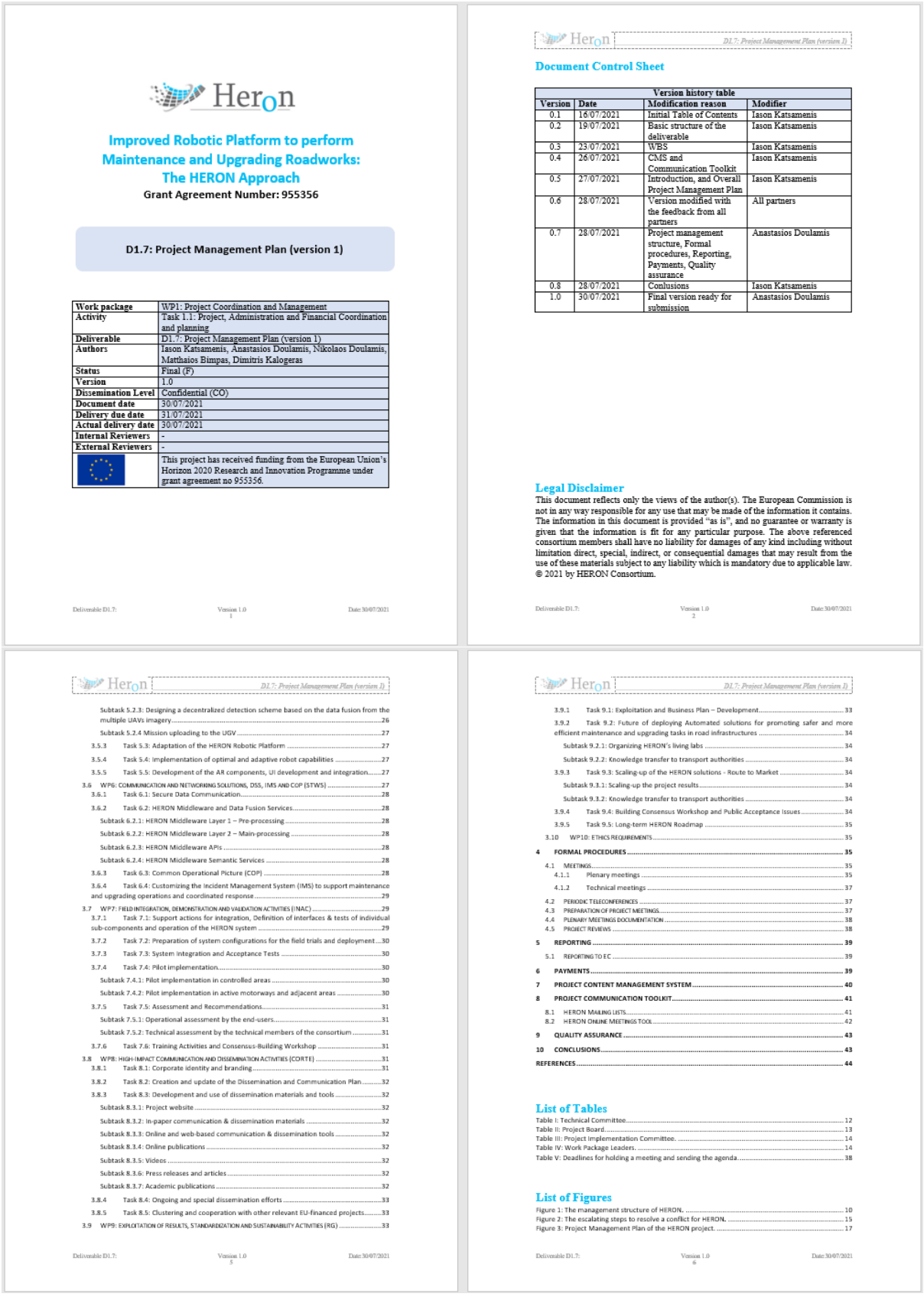
Figure 10: HERON meeting minutes template.

3.4 Deliverable Template

An official Word template has been also developed. All partners have been instructed to use this template in order to produce internal reports and official project deliverables. The template has been developed according to HERON brand identity, including the project logo, fonts and colours. The template is also compliant with the EC requirements regarding the official project deliverables. HERON Word template is available in the corresponding folder on the common online collaborative tool.



Heron

Improved Robotic Platform to perform Maintenance and Upgrading Roadworks: The HERON Approach

Grant Agreement Number: 955356

D1.7: Project Management Plan (version 1)

Work package	WP1: Project Coordination and Management
Activity	Task 1.1: Project, Administration and Financial Coordination and planning
Deliverable	D1.7: Project Management Plan (version 1)
Authors	Iason Katsamenis, Anastasios Doulamis, Nikolaos Doulamis, Matthaios Bimpas, Dimitris Kalogeras
Status	Final (F)
Version	1.0
Dissemination Level	Confidential (CO)
Document date	30/07/2021
Delivery due date	31/07/2021
Actual delivery date	30/07/2021
Internal Reviewers	-
External Reviewers	-
	This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement no 955356.

Deliverable D1.7: Version 1.0 Date: 30/07/2021

Heron D1.7: Project Management Plan (version 1)

Document Control Sheet

Version history table			
Version	**Date**	**Modification reason**	**Modifier**
0.1	16/07/2021	Initial Table of Contents	Iason Katsamenis
0.2	19/07/2021	Basic structure of the deliverable	Iason Katsamenis
0.3	23/07/2021	WBS	Iason Katsamenis
0.4	26/07/2021	CMS and Communication Toolkit	Iason Katsamenis
0.5	27/07/2021	Introduction, and Overall Project Management Plan	Iason Katsamenis
0.6	28/07/2021	Version modified with the feedback from all partners	All partners
0.7	28/07/2021	Project management structure, Formal procedures, Reporting, Payments, Quality assurance	Anastasios Doulamis
0.8	28/07/2021	Conlusions	Iason Katsamenis
1.0	30/07/2021	Final version ready for submission	Anastasios Doulamis

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Deliverable D1.7: Version 1.0 Date: 30/07/2021

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Abbreviation List

Abbreviation	Definition
AI	Artificial Intelligence
AR	Augmented Reality
CA	Consortium Agreement
CMS	Content Management System
CUD	Chaussée Urbaine Démontable (Demountable Urban Roadway)
DCM	Dissemination and Communication Manager
DoA	Description of the Action
EC	European Commission
GA	Grant Agreement
IAP	International Advisory Panel
IEM	Innovation Exploitation Manager
KPI	Key Performance Indicator
OS	Operating System
PB	Plenary Board
PC	Project Coordinator
PCT	Project Coordination Team
PIC	Project Implementation Committee
PO	Project Officer
PoI	Point of Interest
QM	Quality Manager
ROS	Robot Operating System
TC	Technical Committee
TM	Technical Manager
UAV	Unmanned Aerial Vehicle
UGV	Unmanned Ground Vehicle
UI	User Interface
URL	Uniform Resource Locator
WBS	Work Breakdown Structure
WP	Work Package
WPL	Work Package Leader

Executive Summary

This report is written in the framework of WP1 - Project Coordination and Management of HERON project under Grant Agreement No. 955356. The deliverable is a detailed guide to the governance structures, working procedures, and employed tools towards the management, coordination, and implementation of the HERON project. In particular, this deliverable report presents a detailed Project Management Plan and a Work Breakdown Structure which includes a Gantt chart per Work Package, a schedule per task, responsible partner-related subtasks with further details, expected duration for each activity, related deliverables, and dependencies on other tasks. Furthermore, it presents and describes the project toolbox used for the internal communications of the HERON project. Moreover, in this document, we present the project's content management system (CMS) which will host everything relevant to the project, including deliverables, minutes, contact lists, administrative documents, and documents relevant to dissemination actions. Finally, in this report, which will be used as a guide to the day-to-day work, we present the proposed toolkits for communications between partners.

Lead Person	Partner	Contact
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Table III: Project Implementation Committee.

2.1.5 Work Package Leaders (WPL)

The actions at the work package level will be done by all project partners involved in the WP and will be coordinated by respective WP leaders. Each Work package leader is responsible for monitoring the progress of the assigned work package. The Project Coordinator will be responsible for monitoring the overall progress of the project from the management perspective whereas the Technical Coordinator must ensure technical control together with WPL.
Particular responsibilities of the Work Package Leaders are:

WP	Lead Person	Partner	Contact
WP1	Manthos Bimpas	ICCS	manthos.bibas@iccs.gr
WP2	Franziska Schmidt	UGE	franziska.schmidt@univ-eiffel.fr
WP3	Anastasios Doulamis	ICCS	adoulam@cs.ntua.gr
WP4	Lionel Ott	ETHZ	lionel.ott@ethz-asl.ch
WP5	Miquel Cantero	ROB	mcantero@robotnik.es
WP6	Alexios Pagkozidis	STWS	a.pagkozidis@satways.net
WP7	Elena Avatangelou	INAC	elena.avatangelou@innov-acts.com
WP8	Jayant Sangwan	CORTE	j.sangwan@corte.be
WP9	Dimitrios Vamvatsikos	RG	d.vamvatsikos@resilienceguard.ch
WP10	Dimitris Kalogeras	ICCS	dkalo@noc.ntua.gr

Table IV: Work Package Leaders.

2.1.6 International Advisory Panel (IAP)

In order to maximize user influence on project developments at all levels, an International Advisory Panel (IAP) will be established. The role of the panel will be a consultant to the project consortium members so as to pave the way for new technological solutions which can be brought before the consortium. The panel members will submit suggestions and proposals in the consortium, train HERON members with lectures, participates in some meetings to propose new solutions and overcome drawbacks and limitations in the current innovative design, review the content of some key technical deliverables, participate in the communication and dissemination activities of the project and organize common workshops, awareness meetings, and sessions usually under the framework of international activities. Its role will be the only consultant in the sense that the panel proposals will be finally evaluated by the consortium members to be accepted or to which extent. In Section 3.2 of part of DoA, the project has nominated some members of the IAP. However, the final list will be formulated after the completion of the first month of the project.

2.2 Decision-Making and Conflict Resolution

In HERON, the consortium will have to agree on and develop technical, scientific, and commercial ideas and issues. Usually, an agreement will be reached first by informal contact, followed by official confirmation via e-mail, letter, or agreed minutes. The project aims to achieve decision-making through consensus among all project partners involved at all levels. Nevertheless, it is possible that partners cannot always agree on particular matters when a procedure for conflict resolution has to be applied. For this reason, a decision-making procedure and conflict resolution rules are provided to make the appropriate decision-making if necessary.

For important issues, the agreement may take the form of a short report signed by the responsible decision-makers. Non-technical factors, e.g., resource allocation and contractual terms, will need to be agreed upon and documented in writing. Technical issues/conflicts within given contractual commitments that do not involve a change of contract, budget, and/or resources/overall focus will be discussed/solved on the WP level first. If the decision being taken is unacceptable to partners found in the minority positions, the resolution of the conflict will be escalated according to the path as shown in Figure 2.

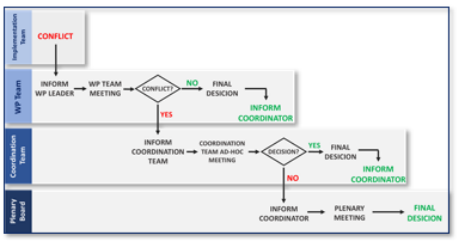

Figure 2: The escalating steps to resolve a conflict for HERON.

- First, the implementation team will inform the WP leader of the conflict that occurred.
- The WP leader will organize the WP team meeting and the issue will be discussed. In case of an agreement, the team will inform the WP leader who will inform the PCT. The latter will contact the responsible persons and will try to resolve the conflict.

The PCT will meet with the relevant parties to discuss the conflict. If no agreement occurs the issue will go to the TC that will have the authority for the final decision. The final decision must be accepted by all parties.

2.2.1 Decision Taken Procedures

Instructions for **decision-making** are detailed below, as well as some points of view to consider:

Figure 12: HERON deliverable template – Part 2.

4 Conclusions

The provided brand identity elements (logo, colour palettes, typefaces), the Brand Identity Guidelines (BIG) and the templates that have been produced, form a complete and effective toolkit for assisting both the HERON consortium and external professionals to utilize the communication and dissemination tools in a consistent, effective and efficient way. The main and ultimate objective is to maximize the impact of HERON communication and dissemination activities and to promote project's results towards building a solid on-line and off-line presence.