D9.1 – Online presence and brand guidelines

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EXECUTIVE SUMMARY

This deliverable D9.1 provides guidelines to launch consortium´s efforts towards making the project and its outputs knowable, likeable and trustable among our targeted audiences.

The main users of this Deliverable are the QROWD team members. D9.1 contains an initial set of branding guidelines for presenting project´s activities and relevant (fit-for-purpose) results to external audiences.

D9.1 outlines the initial online presence of the project via the project website and social media channels. It contains the visual image elements, the general structure of the QROWD project website as well as the strategy for becoming active in Twitter as initial social media channel.

These results represent the starting point of the design of the Dissemination and Communication Strategy to be built around the progress of the project and reported in D9.2.

Being a living document, these guidelines will be timely updated and enhanced during project time when the value proposition of the project becomes visible through the availability of relevant and/or disruptive -exploitable- results and/or the deployment of new communication channels and activities make it necessary.
1 INTRODUCTION

This deliverable – D9.1 Online presence and brand guidelines, provides a general description of the QROWD website and social media. These channels will act as initial components of the online presence of the project, aimed at:

- Becoming an important source of information aggregation for the project;
- Providing real-time access to updated information about the project;
- Building up positive visibility of the project, its team and its activities;
- Supporting the consistent public image and branding of the project; and
- Promoting engagement from targeted stakeholder communities, and, ultimately,
- Helping to build the best possible conditions for the usage of project exploitable outputs.

The QROWD website is planned to be officially launched by March 1st, 2017 and it is accessible at http://www.qrowd-project.eu. The official QROWD Twitter account is @QrowdProject.

The design of the online presence materialises the basics of the branding strategy devised for the QROWD Innovation Action, as discussed in the launching event of the project. In this sense, it already includes the visual image components and the initial messages summarising the QROWD’s basic traits, differential aspects and emerging value propositions.
2 **VISUAL IMAGE**

The visual image of the QROWD online presence is defined by the project logo, and the basic look and feel scheme adopted for the website (as shown in section 4.1).

The basic QROWD logo is the following:

![QROWD Logo](image)

Operational guidelines for using the logo and related graphical design elements are presented in Annex 1, while initial templates for slides preparation are presented in Annex 2.
3 Targeted Audiences and Key Messages

3.1. QROWD stakeholders

From a marketing standpoint, our QROWD two main audiences are
a) “Problem owners” i.e. stakeholders involved in improving transport and mobility across urban areas, such as:
  • Local public administration authorities in charge of transport and mobility
  • Companies moving goods and/or delivering services operating across road logistics ecosystems
b) ICT solution providers engaged in delivering innovative products and services to support these problem owners.

Targets a) and b) will ultimately become the main drivers of project’s impact as mainstream adopters of project’s results. There are also complementary audiences, especially relevant during the duration of the project, comprising:

  • The portfolio of projects funded by EU under the umbrella of the Big Data PPP
  • The BDVA membership and in general the Big Data research and innovation community linked to EU projects
  • Organisations promoting global standardisation efforts: Open Government Partnership, Open and Agile Smart Cities, FIWARE, W3S, etc

3.2. Key messages

QROWD key dissemination messages refer to wo main concepts: a) our project mission and b) our value propositions for our targeted market segments. Value propositions should be built upon our differentiation factors and the benefits QROWD is able to deliver to our “customers”

Initial proposals on our mission statement tagline is:

   Making transport smarter, leveraging the human factor.

When deemed convenient, this message is replaced or complemented with the project full title:
Because Big Data Integration is Humanly Possible

The initial storyline we have created to briefly explain the project is the following:

Most European cities face daily problems with the mobility of their inhabitants and visitors as well as with the delivery of goods and services along their streets and connecting roads.

QROWD will offer local authorities and logistics operators innovative solutions to improve mobility and reducing traffic congestion together with safer and more efficient navigation for commercial transport. Better use of urban infrastructures and reduced travel times will help the environment by curbing CO2 emissions and ultimately will enhance quality of life in European cities.

To fulfil this mandate QROWD will enable and facilitate the integration of data coming from a variety of sources and shapes to multiply the value of using Big Data in planning and managing traffic in the cities.

QROWD uses Open Innovation approaches and Crowdsourcing techniques and skills to integrate massive information flows -Big Data- related to the “Voice of the Citizens” through diverse participation channels and social media: the cities ambient intelligence (geographic, transport, meteorological data)

In QROWD we involve the people – the citizens- to use the technology and corporate and Local Administration decision makers to make the plans and investments to actually materialise the benefits, such as improvements in timeliness and accuracy of the traffic related information derived from the innovative usage of technologies and social participation in e.g. running the cities.
4 QROWD ONLINE PRESENCE

4.1. Project website

The outline of QROWD website is detailed below:

- Home
- Project
  - Results
  - Impact
  - Workplan
- Partners
- Downloads
  - Dissemination Materials
  - Publications & Deliverables
- News & Events
- About us

4.1.1 Home page

The home page presents the goals of the project as well as an overview of the entire website such as information about the project, partners, latest news, latest social media activity and upcoming events related to the project.

The home structure comprises the following sections:

- Header. It contains the QROWD logo, access to the project’s social networks, a search bar and the web navigation menu:
  - The navigation menu is composed by 6 tabs.
  - The following tab will remain hidden at the beginning of the project: “Downloads”, until we have relevant information to display;
- Multimedia banner. It displays series of information, pictures and – if necessary, videos in order to convey QROWD’s key messages at a glance. This section will be updated as the project evolves and as required by key dissemination events/milestones;
- Project information section. It comprises several components that summarize the project information – or provide the most recent activity of: the project tab, the news tab, the events tab, the partners tab and QROWD’s twitter; and
- Footer. It provides a summary of QROWD’s purpose, outlines the navigation menu and includes a share this plug-in to share every page of the website through users’ social networks. In addition, it displays the W3C accessibility guidelines compliance icon and presents the EU flag
followed by the text: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme.”
4.1.2 Project

This tab describes the project objectives and vision and provides an overview of the project’s highlights as it progresses. It is divided in the following three sub-tabs:

- **Results.** It provides the rationale of QROWD’s uses cases and describes the organisations that will be participating on them;
- **Impact.** It provides a brief description of QROWD’s impact and
- **Workplan.** It describes the key aspects of QROWD’s workplan.
4.1.4 Downloads

This tab gathers all public information about the QROWD project that can be downloaded by users such as Dissemination Materials, Publications, Articles and Public Deliverables. It contains two sub-pages

- **Dissemination materials.** It comprises the project communication material such as press releases, slides, postcard, flyers, among others.

- **Publications and deliverables.** It comprises public and relevant documentation related to the project such as deliverables, academic papers and articles published about the project.

4.1.5 News & Events

This tab provides the latest news on the QROWD project, applied games industry as well as upcoming relevant events. It is composed by following sections, among others:

- **Upcoming events.** It displays a list of relevant upcoming events of the QROWD project;

- **QROWD news.** It displays related to QROWD’s recent activities and outcomes;

- **Recent activity.** It shows QROWD’s twitter latest activity

- **Subscription.** It provides RSS and newsletter subscription options; and

- **Social networks.** It invites visitors to follow QROWD’s social networks.
4.1.6 About us

This tab presents the contact information of the Project Coordinator and Dissemination leader as well as links to QROWD social networks. In addition, it contains a contact form containing the following:

- Name
- Email
- Subject
- Message

This contact form will be sent to the WP9 lead as well as the project coordinator.

Additionally, it includes the picture of the team directly involved in the project.
4.2. Social media presence

The specific objectives of the progressive Social Media channels launching and acceleration in along project period are:

- Creating and consolidating a Digital Community: To support future take-up of project results it is vital to have a well-integrated community to build stronger, long-lasting cooperation among our targeted mobility and transportation stakeholders.
- Attracting new users: Helping with questions, providing useful and insightful information, adding context and spreading breakthroughs in the smart transport space as well as about the QROWN enabled products and services offering; while building mutually trusted relationships for knowledge exchange.
- Increasing and maintaining QROWN Website traffic: Web traffic can be increased not only by attracting more visitors to the site, but also by encouraging individual visitors to "linger" on the site, increasing the average duration per session of the unique users. This can also be caused by providing a more attractive content. It is not only achieving a higher organic traffic to the site, but a low bounce and a greater engagement and scope of the published content about QROWN progress.

Activities aiming at these objectives include:

1. Getting QROWN presence on Twitter into “cruising altitude” asap followed by mobilising other SM channels: initially LinkedIn and Google+
2. Mobilising and supporting a team of nominated Social Media (SM) champions (at least one per partner) to lead the generation of twitter traffic and proper participation in dialogue with third parties. Agreement on key themes to specialise the SM champions, to secure that key dimensions of the project are covered in the social space. Allocation should prime linkage to main fields of the partners’ activity in the project. Inmark is to ask partners’ team leaders to nominate SM champions. This should reinforce the activity on those partners already active in SM, helping to reach sustainable traffic levels.
3. Pursuing systematic “following” of relevant QROWN relevant market players. Inmark (using project Twitter account) will lead follow-up of industry (in coordination with industry partners), as an additional source of market intelligence and stakeholders consultation
4. Pursuing systematic “following” of AG non-market community leaders. Nominating one or more partners who should lead this monitoring and dialogue, paving the way for future e.g. Public Admin community players’ collaboration
5. Making the website appealing to the real world related audience. Building on top of progress in results availability and in stakeholder consultation and future exploitation, updating the web to show pilot results and demos, while using a communication style less "EU-project" and more market/solutions oriented. Inmark leads this task with the support of industry partners.

The Digital Strategy will be in line with the offline dissemination strategy. For this reason, Inmark team should be present when deemed plausible at events organized by (or with key participation of) QROWD, to share everything that happens through social networks in real time. In the cases where this is not suitable, Inmark will be supported by partners who will provide insights (pictures, quotes, useful information, videos, etc.) during live events with blog content posts.

We will monitor SM channels progress by using the analytics organically present in each of the networks (initially Twitter) and also by using a) TweetDeck which it is an excellent choice to programme and monitor interactions, tweets and messages and hashtags to track and b) TweetReach: It is useful to analyse #hashtag impacts and mentions.

We will support our activity in SM with real time actions such as:

- Making use of Trending Topics (only when they match QROWD approach, themes and tone).
- Being one step ahead of major events, not just those organized by our partners, but also special dates that are celebrated nationally and internationally.
- Social Media monitoring, what is being said daily about us and the industry (media, influencers, companies and partners) to seize the opportunity and make new content viral.

Active listening of the digital social space will help us to:

- Monitor what is being said about QROWD and identify who our main influencers are.
- Analyse hot conversation topics in QROWD related spaces to create richer and more interesting content for our audience.
- Discover white space/market gaps, answer to negative comments, offer information, leverage positive posts, etc.
- Active Social Media Listening: It allows us to discover new potential targets and attract them to the QROWD online community.
4.3. Other online channels

Along the first year of the project we will launch a channel for direct communication of QROWN through an emailing (Mailchimp). The objective of this activity is to create communication lines to share with all partners. This way, the message of the entire consortium is aligned for each communication and target.

In a later stage, once a minimal community is created around social media, we will start communication with the media. The objective of this activity is to publicize the project by e.g. sending articles and press releases to vertical media (either technology, smart cities and/or mobility/transport related).
Annex 1: Brand guidelines
Logo

For those situations in which we apply the logo in a single ink, the central elements of the symbol have been eliminated. Because the shading would hinder its reproduction.
Threshold reduction

In order to guarantee the legibility of the logo, it should not be reduced to smaller sizes than those indicated here.

Print

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Digital

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Isolation area

The minimum space to be respected corresponds to the width of the D.
Chromatic code

Main colors

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Fonts

Main font. Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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1234567890¿?!;

Secondary font. Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890¿?!;
Annex 2: Slides templates
Presentation title
(length: two lines max.)

Making transport smarter.
Making transport smarter.

This is an inspiring quote (few lines long...)

Author of the above quote
Slide headline

- This is a paragraph that explains in detail the above headline.

- This is a paragraph that explains in detail the above headline.

- This is a paragraph that explains in detail the above headline.

Inspiring headline (length: one line max.)

This is a paragraph that explains in a bit more detail the main idea of the above headline (length of paragraph: four or five lines)

This is a paragraph that explains in a bit more detail the main idea of the above headline (length of paragraph: four or five lines)
This is an inspiring quote (few lines long...)

This is a paragraph that explains in a bit more detail the main idea of the headline (length of paragraph: four or five lines).