



# 5GMOBIX

5G for cooperative & connected automated  
MOBility on  
X-border corridors

## Project communication identity and website

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[www.5g-mobix.com](http://www.5g-mobix.com)

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## Control sheet

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## ABBREVIATIONS

Abbreviation	Definition
5G-MOBIX	5G for cooperative & connected automated MOBility on X-border corridors
CBC	Cross Border Corridor
CCAM	Cooperative, Connected and Automated Mobility
DoA	Description of Action
EC	European Commission
GA	General Assembly
TS	Trial Site
TSL	Trial Site Leader
WP	Work Package
WPL	Work Package Leader
X-border	Cross-border

## EXECUTIVE SUMMARY

This deliverable D7.2 – Project communication identity and website is an indicative deliverable providing an overview of communication material and detailed branding guidelines. This deliverable provides the 5G-MOBIX consortium with clear guidelines on how to use the communication material and most particularly how to correctly use 5G-MOBIX logo and templates to ensure a coherent and efficient communication of 5G-MOBIX as a brand and of its results.

The deliverable consists of the following sections:

- The first chapter, **Introduction** lays out the 5G-MOBIX concept and the purpose of this deliverable.
- The second chapter, **5G-MOBIX Brand identity** includes the logo, fonts and colours specifications as well as clear indications on how to use them.
- The third chapter explains the idea of the **5G-MOBIX website**, its structure and several screenshots of the most relevant pages on the website.
- **5G-MOBIX communication materials** are described in Chapter 4. This chapter, as well as the third chapter, 5G-MOBIX website will be subject to updates during the project.
- The fifth chapter, **Conclusions** summarises the whole deliverable and its scope.

## 1. INTRODUCTION

### 1.1. 5G-MOBIX concept and approach

5G-MOBIX aims to showcase the added value of 5G technology for advanced Cooperative, Connected and Automated Mobility (CCAM) use cases and validate the viability of the technology to bring automated driving to the next level of vehicle automation (SAE L<sub>4</sub> and above). To do this, 5G-MOBIX will demonstrate the potential of different 5G features on real European roads and highways and create and use sustainable business models to develop 5G corridors. 5G-MOBIX will also utilize and upgrade existing key assets (infrastructure, vehicles, components) and the smooth operation and co-existence of 5G within a heterogeneous environment comprised of multiple incumbent technologies such as ITS-G5 and C-V2X.

5G-MOBIX will execute CCAM trials along cross-border (x-border) and urban corridors using 5G core technological innovations to qualify the 5G infrastructure and evaluate its benefits in the CCAM context. The project will also define deployment scenarios and identify and respond to standardisation and spectrum gaps.

5G-MOBIX will first define critical scenarios needing advanced connectivity provided by 5G, and the required features to enable some advanced CCAM use cases. The matching of these advanced CCAM use cases and the expected benefits of 5G will be tested during trials on 5G corridors in different EU countries as well as in Turkey, China and Korea.

The trials will also allow 5G-MOBIX to conduct evaluations and impact assessments and to define business impacts and cost/benefit analysis. As a result of these evaluations and international consultations with the public and industry stakeholders, 5G-MOBIX will identify new business opportunities for the 5G enabled CCAM and propose recommendations and options for its deployment.

Through its findings on technical requirements and operational conditions 5G-MOBIX is expected to actively contribute to standardisation and spectrum allocation activities.

### 1.2. Purpose of the deliverable

The Project communication identity and website will serve as a comprehensive reference for all communication material and guidelines to be employed by the 5G-MOBIX project consortium in order to achieve its objectives in consistently promoting the project and its brand.

The Project communication identity and website is part of the Task 7.1 – Communication strategy and tools of the Work Package (WP) 7. The objectives of WP7 – Dissemination and exploitation are to bring high-visibility to 5G-MOBIX activities and outcomes by ensuring a presence at relevant events and through web and social media; to foster exploitation of 5G-MOBIX results by involving relevant research organisations as well as business stakeholders and public authority representatives in fora and

consultation workshops to ensure the widest diffusion of 5G-MOBIX outcomes; and to support the smooth and impactful completion of the whole project and strengthen collaboration amongst European and global partners for research and industry innovation initiatives.

WP7 has these further specific objectives:

- Define and implement an effective dissemination and communication strategy to raise awareness, create understanding, foster involvement, and generate commitment amongst the project's target stakeholders
- Devise an exploitation plan to ensure the development and sustainability of 5G-MOBIX results beyond the project's life
- Facilitate the exchange of knowledge and experience between 5G industry and V2X industry researchers in the EU and beyond (China, Korea) via dedicated events and community building, to stimulate long-term EU and global cooperation and innovation initiatives

Specifically, the objective of D7.2 is to provide the 5G-MOBIX Consortium with a clear overview of available visual communication tools as well as extensive set of guidelines on how to use those communication tools for the most effective contribution to the project's promotion and diffusion. This deliverable is a living document and will be updated in case of major updates of the communication tools or in case of new additions to the current materials listed in this deliverable.

### **1.3. Intended audience**

The dissemination level of D7.2 is public (PU) but is meant primarily for (a) all members of the 5G-MOBIX project consortium, and (b) the European Commission (EC) services.

## 2. 5G-MOBIX BRAND IDENTITY

### 2.1. 5G-MOBIX Brand

Our brand is often the first thing people see when encountering 5G-MOBIX. It represents our project, our personality and our appearance. It is important to ensure that our brand integrity is always maintained in every communication and dissemination activity.

The golden rule when using the 5G-MOBIX brand is to use it consistently and in-line with our guidelines and communication procedures described in this deliverable (inconsistency leads to confusion and weakens the branding). Applying these guidelines correctly ensures that our messages are always clear, they reinforce each other and they always express the true character of the 5G-MOBIX brand. You can find the general Dissemination procedures to refer to at [this link](#).

#### 2.1.1. Correct use of project name

5G-MOBIX stands for “5G for cooperative & connected automated MOBility on X-border corridors”. The project name 5G-MOBIX should always be written with a hyphen “-”. However, the 5G-MOBIX logo as a graphic does not include the hyphen and will be used as such. More information on the logo use is described in Section 2.1.2.

## 3. 5G-MOBIX BRAND GUIDELINES

It is important that the project has a distinct identity and branding that can be clearly recognised as 5G-MOBIX. This is why a set of graphics, including fonts, colours and guidelines (use of the logo) have been developed.

The graphics can be used freely by all consortium members, however all external bodies, except for the European Commission, must ask for permission before using them.

### 3.1. 5G-MOBIX Logo

#### 3.1.1. Logo and the concept

The starting point for a project brand identity is based around the title of the project: 5G for cooperative automated mobility on X border corridors (or shorter, 5G-MOBIX).

Being the recognisable element of the project visual identity, the logo must be simple and easy to understand, and not too overcrowded with messages.

We have created a bold, versatile logo for the 5G-MOBIX (Figure 1). The logo, as presented in these guidelines, has two key elements: the symbol and letters. The symbol forms a dynamic circle which represents a globe, for the automation concept and core idea of the project. The typography of the letters is simple, direct and bold. It is an engaging device which encompasses the 5G-MOBIX project.

The shape is dynamic and the colour range is exciting and energetic. The shape is a dynamic circle which represents a globe, for the automation concept and core idea of the project. Inside the circle there are lines going from teal to lime green which represent the interconnectivity of 5G-MOBIX and the global implications of 5G.



Figure 1: 5G-MOBIX logo

#### 3.1.2. Logo size and use

The master logo should always appear fully intact (as in Figure 1). The text should never be amended or removed. At the minimum size, always use the master logo in full. Each element and its position in relation to each other have been carefully designed and must never be stretched, altered or distorted. Master

logos for all applications are available for use from the Communication Manager ([comms@5g-mobix.com](mailto:comms@5g-mobix.com)). These guidelines should always be followed to ensure consistent use, essential for creation and maintenance of 5G-MOBIX brand.

The colours for the project are teal and lime green. However, the logo has several options (positive and negative included) for different uses, as outlined in these guidelines, for different reproduction purposes (presentations, brochures, roll-ups, website etc.). These options are shown in Figure 2.



Figure 2: 5G-MOBIX Alternative Logos

### 2.3.2.1. Incorrect use

The incorrect uses of 5G-MOBIX are listed in Figure 3 below and should absolutely be followed by the 5G-MOBIX Consortium members. When in doubt, the questions should be addressed and discussed with the Communication Manager (ERTICO).



Figure 3: 5G MOBIX incorrect uses

## 3.2. Colour palette

Colour is a powerful means of identification. Consistent use of our logo colours will help us build visibility and recognition for 5G-MOBIX and will set us apart from our competitors.

The colour logo is made up of a range of colours: You should always try to use the full colour logo on a white background. In situations where the logo must be reproduced in black and white, the one-colour logo should be used. In situations where the logo must appear on a dark coloured background, then the one-colour reversed logo should be used.

**Our colours:** Colour is a primary means of visual communication. The use of a limited colour palette will help build a strong external recognition of 5G-MOBIX.

**Core colours:** Strong colours are used within the master logo. They can be used carefully as highlight or background colours in documents also.

Secondary colours: Any secondary colours should be chosen to neutrally compliment the Core colours and should be used sensitively with these colours. Always ensure that White, and our Core colours are more dominant.



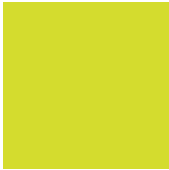
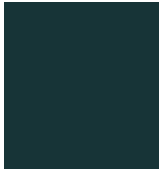
CORE COLOURS			SECONDARY COLOUR
			
Teal	Lime green	Light lime green	Dark green
C = 43 M = 0 Y = 16 K = 40	C = 26 M = 0 Y = 100 K = 4	C = 19 M = 0 Y = 100 K = 0	C = 90 M = 61 Y = 58 K = 71
R = 92 G = 143 B = 148	R = 191 G = 209 B = 41	R = 212 G = 220 B = 46	R = 23 G = 52 B = 55
#5D8F94	#BFD129	#D4DC2E	#173437

Figure 4: 5G MOBIX colours

In Figure 4 above, there are several colour codes available for each of the 5G-MOBIX colours. They should be used as following:

- CMYK colour code should be used for printed materials such as flyers, agendas, etc.;
- RGB colour code should be used for screen use only;
- HEX colour code should be used in Microsoft Office pack or some online marketing tools such as e.g. Mailchimp.

### 3.3. Fonts

#### 2.3.3.1 Primary Font

5G-MOBIX primary identity typeface is The Sans, to be used in all printed and web materials. We suggest using 12 of the 56 styles available, to be chosen according to the specific material and criteria of the designer.

As a basic rule, use The Sans Extrabold in the main heading. For subheadings, use The Sans Bold. For body copy, use The Sans Light.

### The Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,./=+&\_@!(%)\$|?>”:

Figure 5: 5G-MOBIX Primary fonts example 1

### Mintur min corem quia etur?

#### Tiurepudis et qui beatus, odita sam, imaxim valoris

Des que nimporio opta es que earcid utesequis ent, ut alitatem qui asit illesequisti alique lam estis maiorem. Itatem quuntem sam quae es simus atis reperatempa nonsequ iaspercimur doluptatae cullaccat eatum eum et est, utPellessi dolent, simoluptur, qui nus volupta quas isi in et essunto minte autem et ut provitium facitae odi debis ad ut vollupt atestrum dolores solupienis et ute nonecep erist, consedi temquia videllescil magnimp errorer ovidebi tiurepudis et qui beatus, odita sam, imaxim valoris nimi, culpa quos exerum as aut estiasp no.

Figure 6: 5G-MOBIX Primary fonts example 2

Light  
*Light Italic*  
Plain  
*Plain Italic*  
SemiBold  
*SemiBold Italic*  
Bold  
*Bold Italic*  
Extrabold  
*Extrabold Italic*  
Black  
*Black Italic*

Figure 7: 5G-MOBIX Primary fonts example 3

#### 2.3.3.2 Working documents font

For office materials, Corbel font is advised as described below:

## Corbel

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,./=+&\_£@!(!%)\$|?>":

## Corbel Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,./=+&\_£@!(!%)\$|?>":

## 4. 5G-MOBIX WEBSITE

### 4.1. Concept

5G-MOBIX website has been developed during the M3 of the project and has been officially launched at the Mobile World Congress which took place in Barcelona, Spain from 25 to 28 February 2019.

5G-MOBIX website has been developed and created with a team of experts including the 5G-MOBIX communication team and the web design team. The website will be regularly updated by the Communication Manager (ERTICO) throughout the three years of project duration. After the project end, the website will still be available for another two years.

The objective of the website is to promote the 5G-MOBIX project, its objectives and important achievements in a form of news and events updates. The website will also include a “Hub” page which will contain all successful publications, deliverables, media contents and press clippings.

The website statistics will be regularly monitored, in order to achieve the KPIs listed in deliverable D7.1 – Communication strategy and plan. The statistics will be reported in the periodic period and actions will be taken if the KPIs are not met.

### 4.2. Hosting and running

5G-MOBIX website is hosted on Future Hosting. The other hosting characteristics of the website are as following:

- **Datacenter:** Future Hosting LLC;
- **Server IP:** 87.76.21.48;
- **Location:** United Kingdom;
- **City:** London;
- **Name servers:** ns52.domaincontrol.com, ns51.domaincontrol.com.

The content management system the website is built on is Craft CMS. All updates of the website are done by Communication Manager (ERTICO).

### 4.3. Domain name

The website is available under the following domain: [www.5g-mobix.com](http://www.5g-mobix.com).

Several other domains have been purchased to ensure the uniqueness of the 5G-MOBIX website domain and avoid overlap with other companies or initiatives which would endanger the brand and the visibility of the project.

These include:

- 5g-mobix.com (active until 21/11/2021) - the current domain;
- 5g-mobix.eu (active until 21/11/2021);
- 5gmobix.com (active until 12/7/2020);
- 5gmobix.eu (active until 12/7/2020).

#### 4.4. Structure

The website is structured in the following order:

- Home
  - About preview
  - Objectives preview
  - News, events and updates preview
  - Consortium preview
  - 5G PPP
- About
  - Who we are
  - Objectives
  - 5G PPP
  - Partners
- News
  - Latest news & events
  - News
  - Events

- x-border Trials
  - x-Border corridors
  - Pre-deployment trial sites
- Hub (to be finalise in M7)
  - Publications
  - In the media
  - Deliverables
  - Media kit
- Contact
  - Project contact details
  - ERTICO details
  - Newsletter sign up form

## **4.5. 5G-MOBIX Website pages**

### **4.5.1. Homepage**

The homepage is used as a preview of the rest of the pages and contains the most important information regarding the project. It is developed in an engaging way and aims to strike the user and encourage the user to look for further information about the project in an interactive way.

The homepage includes a menu in the top right part which the viewer can use for navigation through the website (Figure 8). In the body, the website contains short “about” information, which then leads to the project objectives (one phrase description and one paragraph description) with icons each linking to a longer description (Figure 9). Following part gives a preview of news and events, linking to the designated pages for more news and events (Figure 10). Under the news, the consortium sections show key figures on the project partners, trial sites, participating countries, etc. (Figure 11). The homepage bottom includes information on 5G-PPP initiative as well as the preview of the 5G-MOBIX project contacts including Twitter (Figure 12).

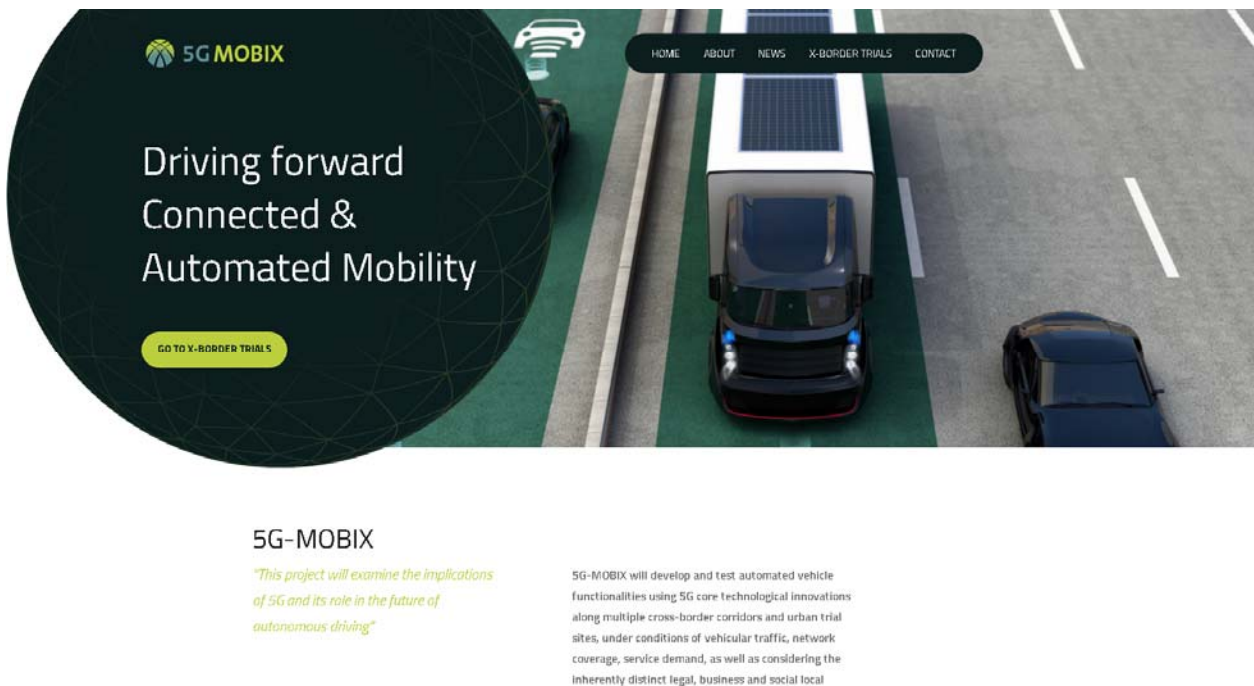


Figure 8: 5G-MOBIX Homepage Top

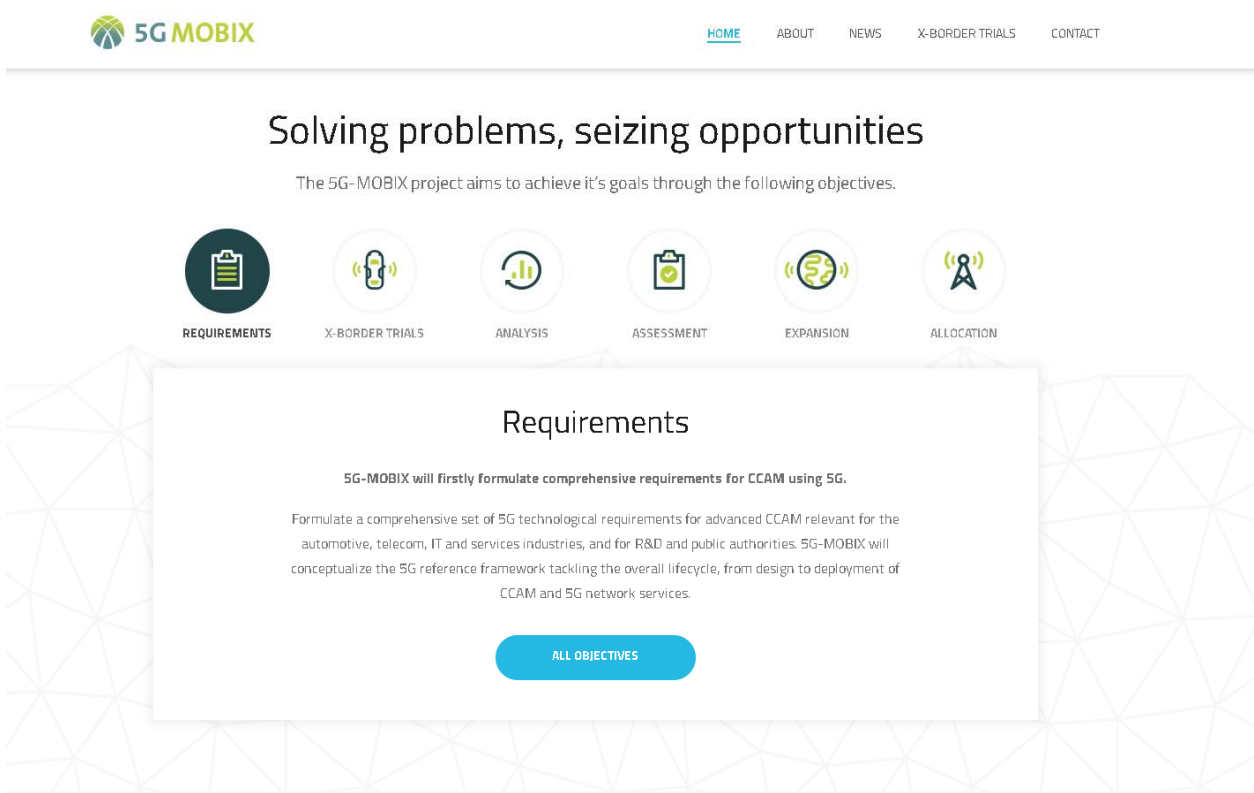


Figure 9: 5G-MOBIX Homepage middle

## News, events & updates

Checkout all the latest news, events and updates or [sign up](#) to our newsletter



### 5G Cross border corridor projects make a debut at the EUCAD

5G-MOBIX, 5GCARMEN and 5GCroCo have participated at the EUCAD conference in Brussels.



### 5G Cross-border corridor projects all set for EUCAD 2019

5G-MOBIX will be present at this years' EUCAD conference in Brussels with fellow 5G projects 5G-CARMEN and 5GCroCo



### Berliner Morgenpost: 5G MOBIX for smarter streets in Berlin

German local newspaper "Berliner Morgenpost" talks about the 5G MOBIX trial site in Berlin.

SOURCE: BERLINER MORGENPOST



### 13th ITS European Congress 2019

The ITS European Congress is part of a bigger cluster of ITS Congresses.

3 - 6 June 2019

Brainport Eindhoven, The Netherlands

[CONGRESS WEBSITE](#)

[@ITS\\_Congresses](#)

Figure 10: 5G-MOBIX Homepage middle

## Consortium

*"sustainable and profitable 5G deployment  
in Europe and beyond"*

The consortium's vision is to pave the way towards a sustainable and profitable 5G deployment in Europe and beyond, to significantly advance beyond the state of art, connected and automated driving functions and thus to accelerate the take-up of automated vehicles.



**55 Partners**

5G-MOBIX consortium gathers partners from the telecom, automotive and IT & services industries

[GO TO PARTNERS](#)



**10 Countries**

Beneficiaries and associated partners from EU and beyond (Turkey, China and Korea)



**8 Trial sites**

Eight different trials sites will enable a complete evaluation of 5G CCAM

[GO TO TRIAL SITES](#)



**3 Years**

36 months to examine the implications of 5G and its role in the future of autonomous driving

Figure 11: 5G-MOBIX Homepage middle



5G-MOBIX is part of the European Commission's 5G Public Private Partnership, which is a joint initiative between the European Commission and European ICT industry (ICT manufacturers, telecommunications operators, service providers, SMEs and researcher Institutions).

[READ MORE](#)

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Horizon 2020 research and innovation programme



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Figure 12: 5G-MOBIX Homepage bottom

#### 4.5.2. About

The About page is divided in the following subpages: Who we are, Objectives, 5GPPP and Partners.

- “Who we are” subpage is the main page when clicked on “About” and it gives the most important information about 5G-MOBIX project to the user (Figure 13).
- The objectives subpage lists the main 5G-MOBIX focus area, related objectives and how they will be achieved.
- 5GPPP subpage gives a short description of the 5GPPP initiative as well as a link to the website.
- Partners subpage provides an overview of all 5G-MOBIX partners.

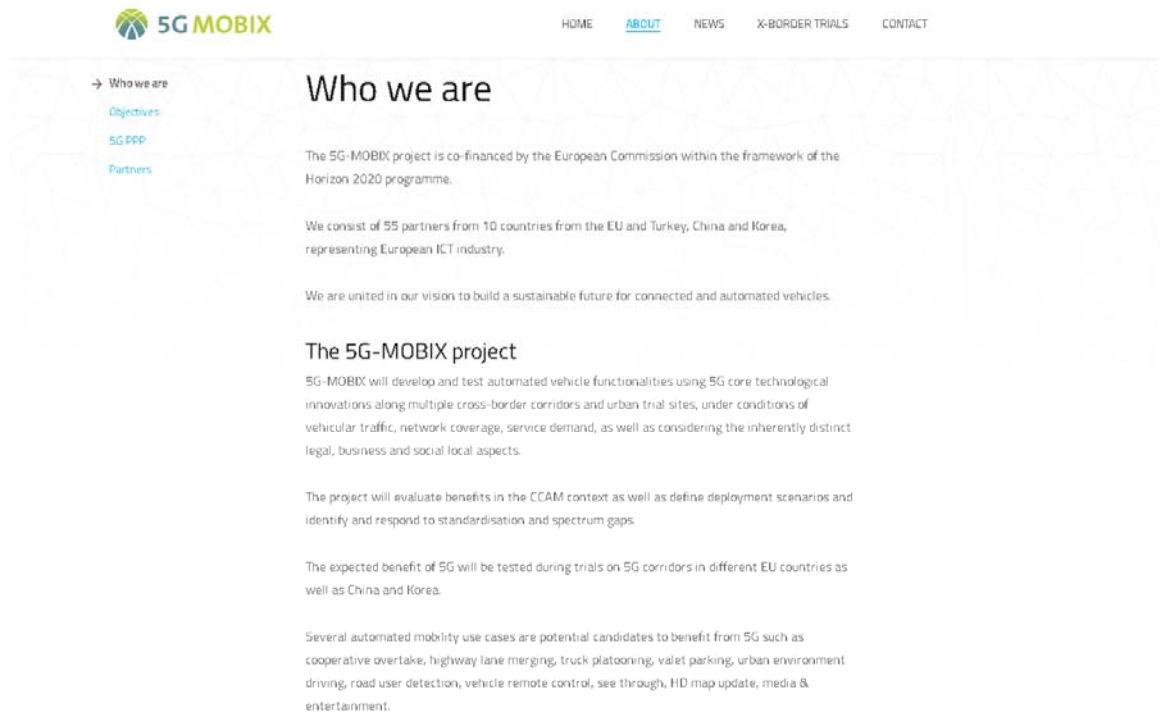


Figure 13: 5G-MOBIX About page

#### 4.5.3. News

The news page contains all the latest news and events related to 5G-MOBIX. The user can filter the categories by choosing between the categories News and Events.

## Latest news



### 5G Cross border corridor projects make a debut at the EUCAD

by Andrea Hrzic | 05 April 2019

5G-MOBIX, 5GCARMEN and 5GCroCo have participated at the EUCAD conference in Brussels.

[READ MORE](#)

## Categories

→ Latest news & events

[News](#)

[Events](#)



[5G Cross-border corridor](#)




[Berliner Morgenpost: 5G](#)

Figure 14: 5G-MOBIX News page

## 4.5.4. X-border trials

The X-border trials page (Figure 15 & 16) showcases the 5G-MOBIX trial sites, starting with the x-border corridors which are the flagship of the project and continuing with pre-deployment trial sites in six distinct locations. All the trial site subpages contain a short description and image and lead to specific pages with more information on the trial site (Figure 17).




[HOME](#)
[ABOUT](#)
[NEWS](#)
[X-BORDER TRIALS](#)
[CONTACT](#)

## Solving problems, seizing opportunities

- 2 x-border corridors
- 6 Pre-deployment trial sites
- International cooperation China & Korea

The following trials have been selected to cover most challenging scenarios and use cases (highway including x-Border) to ensure the validation and testing in a diverse set of 5G corridors rolled out in Europe, as well as Asia (China and South Korea) to further enhance alignment of views on 5G.


### x-Border corridors



**Greece – Turkey**

The Greece – Turkey cross-border corridor is located in the South-Eastern borders of Europe.

[READ MORE](#)



**Spain – Portugal**

The Spain-Portugal cross-border corridor connects the cities of Vigo and Porto.

[READ MORE](#)

Figure 15: 5G-MOBIX Trials page (x-border)

## Pre-deployment trial sites



### China

The Jinan urban trial site is located in Shandong Academy of Sciences.

[READ MORE](#)


### Finland

The ESPOO urban trial site is located in Aalto University campus at Otaniemi.

[READ MORE](#)


### France

The French urban trial site comprises of two locations.

[READ MORE](#)


### Germany

The 5G-MOBIX infrastructure in Germany comprises of two open and urban corridors.

[READ MORE](#)


### South Korea

The Yeonggwang urban trial site in South Korea will take advantage of the high-tech South Korean industry.

[READ MORE](#)


### The Netherlands

The Dutch (inter-urban and motorway) trial site is in the High-tech area of Eindhoven-Helmond.

[READ MORE](#)

Figure 16: 5G-MOBIX Trials page (urban)



**Figure 17: 5G-MOBIX Trial site page example**

#### 4.5.5. Hub

The hub section of the website will be finalised in M7 and will include all the public materials created by 5G-MOBIX including scientific and technical publications, public deliverables, media kit (flyer, postcard, roll up files) and press clippings (online and offline media articles about or mentioning 5G-MOBIX).

#### 4.5.6. Contact

The contact page (Figure 18) includes full project contact details, project coordinator (ERTICO) details including full address, links to subscribe to the newsletter and Twitter content.

[Home](#) [Contact](#)

## Get in touch

Would you like to know more about 5G-MOBIX or how to get involved, please contact our project coordinator or the communications team below. If you would like to keep up to date with 5G-MOBIX news, updates and events, please [sign up to our newsletter](#).

### Project contact details

**Project Coordinator**[François Fischer](#)

+32 2 400 07 96

**Communications Manager**[Cordelia Wilson](#)

+32 2 400 07 00

[Twitter](#)

### ERTICO contact details

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**Telephone**

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**Email**[info@mail.ertico.com](mailto:info@mail.ertico.com)[GOOGLE MAPS](#)

Figure 18: 5G-MOBIX Contact page

## 5. 5G-MOBIX COMMUNICATION MATERIAL

### 5.1. Business card

5G-MOBIX has developed a small business card with aim to catch the attention at conference and events. The business card has been printed in 500 copies.

The format of the business card is an A7 horizontal bi-fold on 300g recycled paper.

The business card includes a slogan: Are you ready for 5G? (Figure 19). The inside spreads over two "pages" and contains a road with different types of vehicles "crossing a border" including truck platoons. 5G-MOBIX logo is in the middle and it is embossed and shiny and stands out from the rest on the card (Figure 20). The back page contains once again the logo and 5G-MOBIX contact information.



Figure 19: 5G-MOBIX Business card outer

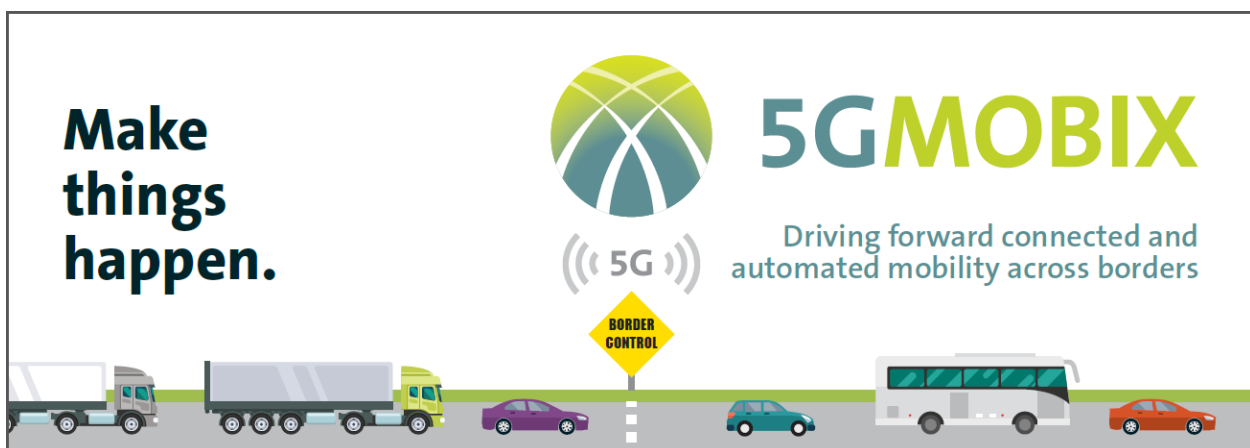


Figure 20: 5G-MOBIX Business card inner

## 5.2. Flyer

A simple A5 flyer (Figure 21) has been developed in-house for the needs of events where 5G-MOBIX has participated since the very beginning of the project. The below flyer has been developed for the ICT18 conference which took place at the very beginning of the project, in December 2018 in Vienna, Austria.

The flyer contains the main high-level objectives of the project and a small map with the highlighted trial sites in Europe. The backside of the flyer (Figure 22) includes 5G-MOBIX contact information as well as a diagram of 5G-MOBIX consortium logos organised per sector.

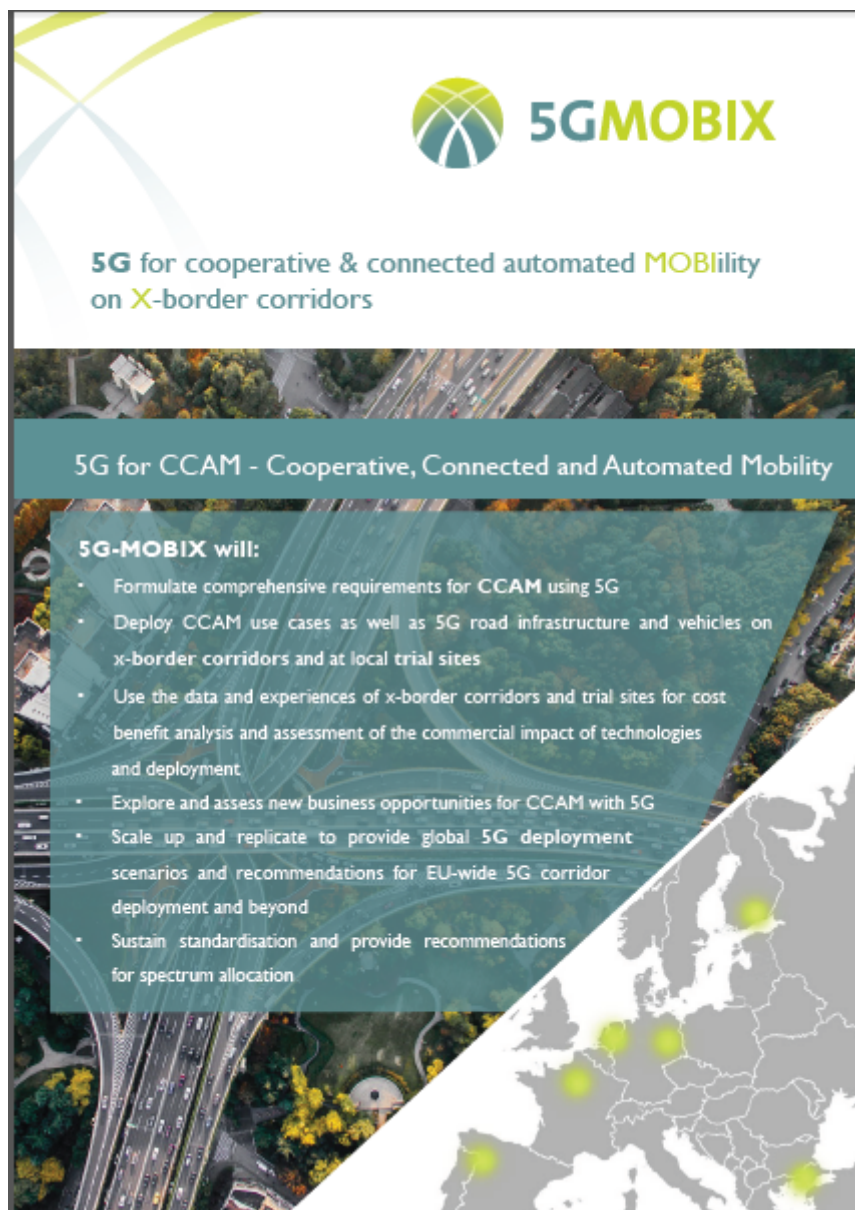


Figure 21: 5G-MOBIX Flyer - front side



Figure 22: 5G-MOBIX Flyer - back side

The flyers have been distributed to the participants and visitors of the Turkcell and 5G-MOBIX stand during the MWC2019 conference in Barcelona. The 5G-MOBIX partners are encouraged to use the flyer and organise a reprint when needed for events and meeting where 5G-MOBIX will be presented.

When applicable, the flyer will be translated in local language of the 5G-MOBIX trial sites, especially in the cases of trial sites in China and Korea. The Communication Manager (ERTICO) will ensure a correct replication of the flyer by hiring a professional translator and eventually further adapting the leaflet with the designer for the destined audience.

The flyer in web and print high resolution versions is available for download on the website in the “Hub” section.

### **5.3. 5G-MOBIX Roll-up**

5G-MOBIX roll up (Figure 23) has been designed and produced in Mo5 in order to be used as a visual communication tool at 5G-MOBIX related events such as General Assemblies but also external conferences and other events where the project will be presented.

The design of the roll-up is simple and clear. The 5G-MOBIX primary and secondary colours are dominant while the elements of the website and postcard are used as well to make a connection and strengthen the brand identity.

The roll up size is 2000 x 850mm and the roll up has been printed with a special effect varnish over the logo.

The main features of the roll up are the logo, the geometric pattern globe and the striking 5G-MOBIX motto: “Driving Forward Connected and Automated Mobility across borders”. The roll up also includes contact information (website and Twitter) and the EC and 5GPPP disclaimers in the bottom.

When applicable, the roll up will be replicated in a local language of a relevant trial site. Communication Manager (ERTICO) will ensure a correct replication of the roll-up for the destined audience.



Figure 23: 5G-MOBIX roll-up

#### 5.4. EU 5G Cross-border Projects roll up

The EU 5G Cross border corridor projects roll-up (Figure 25) has been created specifically for the needs of the EUCAD conference which took place on 2&3 April 2019 in Brussels. This roll up represents the three ICT18 projects: 5G-MOBIX, 5GCARMEN and 5GCroCo and it has been designed with contributions and coordination from all three projects.

The roll up concept has been created departing from a neutral point of view of representing the three projects. A palette of bright blue colours has been selected to reflect the common point of the three

projects: 5G Cross border corridors. A standard, simple font has been chosen to enhance the neutral point of the three projects and avoid highlighting one of the three. Generally, different hues of blue have been widely used to represent and illustrate 5G as a concept. In this roll, the colours were slightly adapted to the 5GPPP colours so that there is a clear connection between the colours.

The visual identity of all three projects has nevertheless been preserved in the bottom part of the roll up where three text boxes correspond to the three projects and making a clear case with the coloured circles on the map (each one represents the corridors of each project).

Even though this roll up has been created for the purpose of EUCAD, it will be reused at other events where the three projects will participate together, for example at the EUCNC conference taking place on 18-21 June in Valencia, Spain.

The roll up has been printed in the standard size of 2000 x 850 mm.

5G-MOBIX will continue to coordinate or contribute to ensuring a coherent visual identity of the three projects, when applicable.

A second smaller poster has been developed to accompany the above roll-up as a smaller replica in A2. The poster has also been used as a banner for Twitter and other web campaigns.



Figure 24: 5G Projects A2 poster and Twitter banner

## EU 5G Cross Border Corridor Projects

Driving forward  
Connected & Automated Mobility  
across borders



5G PPP is a joint initiative between the European Commission and industry that supports 5G deployment.



These three projects have received funding from the European Union's Horizon 2020 research and innovation programme.





5G for Connected and Automated Road Mobility in the European union

- x-Border trials of 5G technologies in a 5G-enabled corridor from Bologna to Munich
- Major use cases in vehicle manoeuvre negotiation, situation awareness, infotainment, emission control
- Budget of €17 million, 25 Partners from 10 European countries, coordinated by FBN in Trento (Italy)

@5g\_carmen    www.5gcarmen.eu

- Large-scale x-Border 5G Trials for Cooperative, Connected and Automated Mobility (CCAM) in Metz-Merzig-Luxembourg corridor
- Tele-operated Driving, HD Map generation and distribution for autonomous driving and Anticipated Cooperative Collision Avoidance use cases
- Budget of €17 million, 24 Partners from 7 European countries, coordinated by CITIC in Barcelona (Spain)

@5GCroCo    www.5gcroco.eu



5G Cross-Border Control



5G for cooperative & connected automated mobility on X-border corridors

- CCAM trials along two x-Border corridors Greece – Turkey and Spain – Portugal to qualify the 5G infrastructure and evaluate its benefits in the CCAM context
- Six pre-deployment trial sites in Europe (Finland, France, Germany and the Netherlands), China and Korea
- 55 Partners from 10 countries from EU and beyond, coordinated by ERTICO - ITS Europe

@5gmobix    www.5g-mobix.com

Figure 25: EU 5G Cross border corridor projects roll-up banner

## 5.5. Presentation template

A PowerPoint (PPT) presentation template (Figure 26 & 27) has been developed for the project based on 5G-MOBIX visual identity. All partners are required to use these templates for any presentation related to the project, both for internal (consortium only) and external (third parties) audience.

Project partners can add their logo to the original PPT but should check with ERTICO as Dissemination Manager before making any external presentation (dissemination procedures related to presentation of the project are included in deliverable D7.3).



Figure 26: 5G-MOBIX PowerPoint template 1




**Figure 27: 5G-MOBIX Power Point template 2**

The 16:9 template is available on the website in the “Hub” section.

Moreover a general presentation has been developed based on the template with input received by all work package leaders, taking responsibility for their respective work packages and led by ERTICO.

## **5.6. Deliverable template**

A template for the deliverables (Figure 28) has been created in month 2 for the project partners to be used as the only template for writing deliverables. The objective of the template is consistent and coherent look and formatting of the 5G-MOBIX deliverables throughout all Work Packages. The template uses the 5G-MOBIX colour palette and the fonts and includes the obligatory EC disclaimer.



**5GMOBIX**  
5G for cooperative & connected automated  
MOBility on  
X-border corridors

Deliverable name

Dissemination level	Choose an item.
Work package	Choose an item.
Deliverable number	XXX
Version	XXX
Submission date	DD/MM/YYYY

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www.5g-mobix.com

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**Control sheet**

Version history			
Version	Date	Modified by	Summary of changes

**Peer review**

Reviewer name	Date
Reviewer1	DD/MM/YYYY

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Figure 28: 5G-MOBIX deliverable template

## 5.7. Notices/Disclaimer

As the project is co-funded by the European Union, dissemination, communication and publication materials must clearly acknowledge the receipt of EU funding through:

- The display of the EU flag
- The following text referring to Horizon2020: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 825496)".

A disclaimer has also been included on the website, stating:

"5G MOBIX is co-funded by the EU under the H2020 Research and Innovation Programme (grant agreement No 825496). The content of this website reflects solely the views of its authors. The European Commission is not liable for any use that may be made of the information contained therein. The 5G MOBIX consortium members shall have no liability for damages of any kind that may result from the use of these materials."

Any publication or any other material prepared by the consortium members, even if at national level, on behalf of 5G MOBIX and in the framework of their assigned tasks in the project, shall at least display the project logo and EU flag and funding statement.

## 6. CONCLUSIONS

Deliverable D7.2 Project communication identity and website is an indicative and self-explanatory deliverable aimed at providing the 5G-MOBIX Consortium with comprehensive guidelines to ensure that 5G-MOBIX brand identity, including the 5G-MOBIX logo, is known and correctly used; information about the structure of the website and the available communication materials such as flyer, postcard and roll-ups.

The deliverable provides a clear overview of the current materials the 5G-MOBIX Consortium partners are encouraged to use in order to ensure a consistent promotion of 5G-MOBIX results and the strengthening of the 5G-MOBIX brand.

These materials will be used to promote the project and the actual results of these actions will be described in D7.7 – Report on the dissemination activities in M36. This deliverable D7.2 reflects the status in terms of materials produced (on the basis of the project visual identity) at the report submission date. Any consequent update or additional material produced will be reported about in the progress reports.

D7.2 is related to D7.1 – Communication strategy and plan, which describes in details how these tools and materials will be used over the course of the project. The monitoring and KPIs of the communication materials are also described in D7.1. D7.2 is also related to D7.3 – Dissemination plan, which describes the dissemination activities where these materials will be used.