



Zero Emission electric Vehicles enabled by haRmonised circularArity

Deliverable D6.1

Project Identity: Brand, Marketing Basics and Website

31th March, 2024

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ZEvRA project abstract

ZEvRA's main objective is to improve the circularity of light-duty EVs throughout their entire value chain, from materials supply and manufacturing to end-of-life (EoL) processes, which aligns with the European Union's goal of achieving zero CO_{2e} emissions by 2035, particularly in the EV value chain. To do so, ZEvRA will develop a Design for Circularity (DfC) methodology and a holistic circularity assessment aimed at improving the production of electric vehicles (EVs) based on the 9Rs. This methodology will be validated by developing zero emission solutions for the most important automotive materials, covering > 84% material mix: steel, three versions of aluminium (wrought, casting, and foam), thermoplastics composites (long and continuous fibre-reinforced), unfilled/short fibre plastics, glass, tyres and Rare Earth Elements (REE). These solutions will be supported by a set of digital tools to support the manufacturing of the use cases, the assessment of circularity, traceability, and the virtual integration of components into a full replicable vehicle.

To maximise the outreach of our methodology and zero emission solutions, ZEvRA will develop a dedicated training & upskilling programme for the automotive workforce and academia, together with activities aimed at increasing awareness & acceptability of the proposed zero emission solutions. Lastly, circular business models targeting EoL and logistics aimed at improving the economic feasibility of circularity in EVs are advanced. ZEvRA's innovations aim to improve zero emission approaches in the life cycle and value chain of at least 59% of European EVs by 2035 through the 5 OEMs and Tier 1's that are part of the consortium, which includes industry and academia covering the entire automotive value chain.

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1 Executive summary

The deliverable D6.1 Marketing basics is part of Work Package 6- Communication and Dissemination which aims to increase awareness of the ZEvRA EU project by means of a coherent visual identity and by identifying audiences for disseminating successes and results and communicating project developments and news.

This document explains and shows the visual identity of ZEvRA including a colour palette and logos as well as fonts and templates. Three marketing materials for print were developed and are available on the website: a flyer, a brochure and a banner. A project website has been set up at www.zevraproject.eu and is presented in chapter 4.

2 Visual Identity

The visual identity will be used in templates (deliverable templates, Powerpoint slides; presented in D7.1- the Project Management Handbook), information and marketing materials for online and print use as well as on the project website.

The project logo (Figure 1) was already developed during the proposal stage and refined by Fraunhofer at the project start. It is comprised of a vehicle surrounded by a charging cable and the letters ZEVRA, thus showing the connection to e-mobility. The colour green hints at the project's focus on sustainability and environmentally-friendly car concepts.

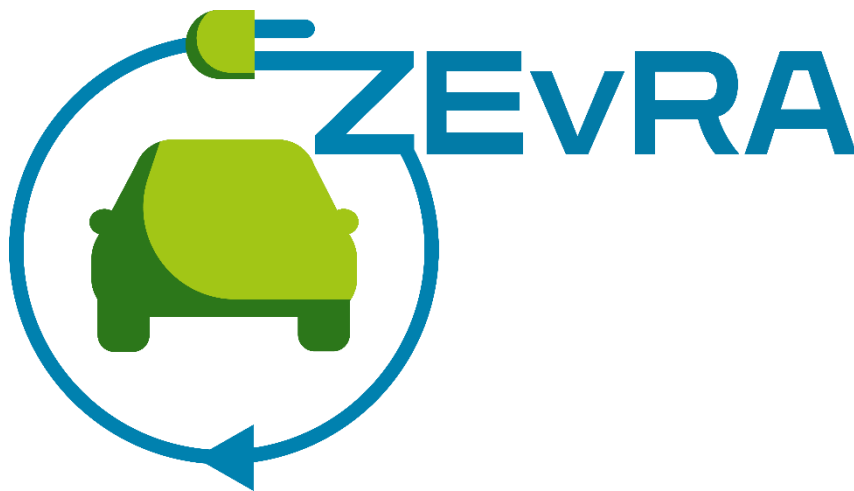


Figure 1: *ZEVRA official logo*

The logo variation "small square" (Figure 2) can be used for advertising materials that require a square logo. e.g. on Youtube.



Figure 2: *ZEVRA logo variation small square*

The logo variation with title can be used for logo applications that require an additional extension with the full project title (Figure 3).



Figure 3: ZEVRA logo variation with titel

The colours chosen for the theme of zero-emission mobility and the circular economy for future electric vehicles are intended to express the vision of a clean and sustainable future. The colour #037CA9 stands for the freshness and purity of the air and is intended to stand for zero emissions and environmental protection. It is also intended to embody the boundless expanse of the sky and evoke positive feelings. In contrast, #91BCCC is intended to have a calming effect on the viewer as a gradation, similar to the gentle sound of the sea on a calm beach. It is intended to convey confidence in a successful future for the circular economy and evoke the idea that electric vehicles are not only emission-free, but can also be part of a larger ecological cycle in which resources are reused and valued.

In contrast, the deep green colours of #2D771A are reminiscent of the splendour of nature and the forest and are intended to stand for a commitment to sustainability and regeneration. It stays for the connection of the project and the viewers with our environment and their responsibility to protect and care for it. The colour #A1C518, finally, radiates warm, welcoming energy and represents electric vehicles' positive impact on our society and environment, such as cleaner air and quieter traffic.

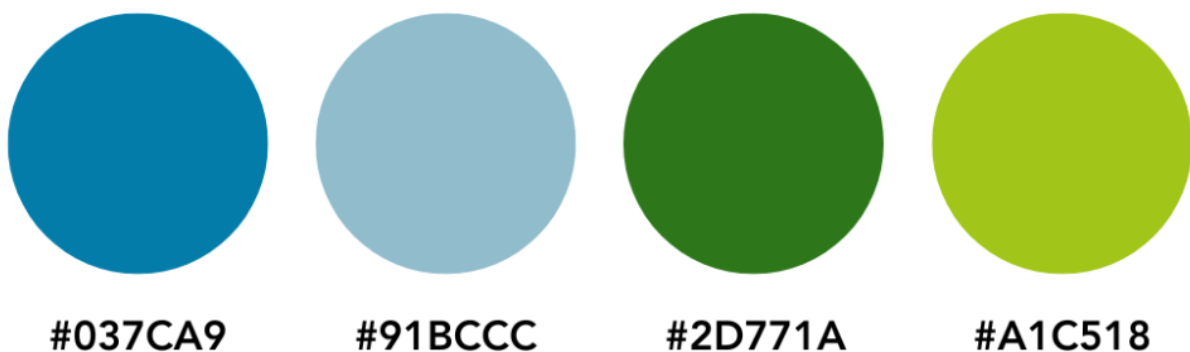


Figure 4: ZEVRA colour palette

3 Communication Material

3.1 Print Material

The consortium chose to provide three different marketing materials: a flyer, a brochure and a banner (roll-up poster). These documents are for all project partners to help when they present the project to interested parties and will be downloadable from the project Sharepoint. External interested parties can view and download the marketing materials on the project website here: <https://zevraproject.eu/communication-materials/>

The material is continuously adapted over the course of the project in the event of changes or new content, which enables the materials to be upgraded for advertising purposes. The flyer provides basic information about the project including objectives, use cases and a rough overview of the WP topics.



Figure 5: ZEVRA flyer

The brochure introduces the project in more words and explains its concept and objectives. The project partners are also listed with a logo. Facts and figures about the project are also listed



Figure 6: ZEVRA Brochure

The banner aims to attract attention and inform about the project at events and fairs. It can be used as a poster, banner or roll-up and would be designed for a height of 200cm.



Figure 7: ZEVRA banner/rollup

3.2 Templates and Formats

3.2.1 Templates

The templates provided should be used for the implementation of the ZEvRA project. These are freely accessible to all project partners in the MS Teams [Templates \(Link\)](#) folder.

These templates must be used for the creation of presentations, deliverables and minutes, for example. All templates for the duration of the project can be found here.

3.2.2 File Formats

In order to ensure the accessibility of electronic documents, the templates provided should be used. The file formats of the documents generated from these are defined as follows:

- Reports e.g. Deliverables, Minutes: docx
- Presentations: pptx
- Graphics, pictures, photos: png, svg, jpeg
- Final and read-only documents for file storage for e.g. reports, presentations or approved minutes: pdf

To uniquely identify files, they should follow a naming convention. The following naming convention should be used for deliverables:

<YEARMMD>-ZEvRA-D<ID>_<Short_Name_without_Blanks>.<FileExtension>

Example 20240331-ZEvRA-D7.1_Project_Management_Handbook.pdf

A version number must also be added for working documents:

<YEARMMD>-ZEvRA-D<ID>_<Short_Name_without_Blanks>_v<number>.<FileExtension>

Example 20240331-ZEvRA-D7.1_Project_Management_Handbook_v4.docx

3.2.3 Fonts

The Calibri and Cambria fonts are defined for use in reports and presentations. Calibri is to be used for headings and Cambria for continuous text. Font height, character and line spacing are to be taken from the templates of the respective documents.

3.3 Social Media

In addition to communication at trade fairs and conferences, ZEvRA is also active in the area of social media. ZEvRA will pursue a three-stage strategy.

The LinkedIn area is intended to address a broad professional audience and to regularly produce both text and image-based publications. The established channel can be found here:

[ZEvRA EU Project / LinkedIn](#)

ZEvRA is also active on the short message service X (formerly Twitter) and will regularly report on activities. The respective channel can be found here.

[ZEvRA \(@ZEvRAEU\) / X \(twitter.com\)](#)

Video content will be published on the YouTube platform over the course of the project, both in the form of videos and so-called shorts.

With the strategy of publishing via these three platforms, ZEvRA can inform and inspire both the professional environment and the general public with its developments.

4 Website

The project website is available at www.zevraproject.eu. This is hosted by Fraunhofer and is subject to continuous adjustment during and after the project period. Partners can also find all marketing materials in the MS Teams team in the WP6 channel. The following sections (Figure 8) were set up to start the project:



Figure 8: ZEVRA Website Header

- **Home:** This sections provides a brief overview of the project, the goals, data and facts as well as a contact option for the visitor (Figure 9).

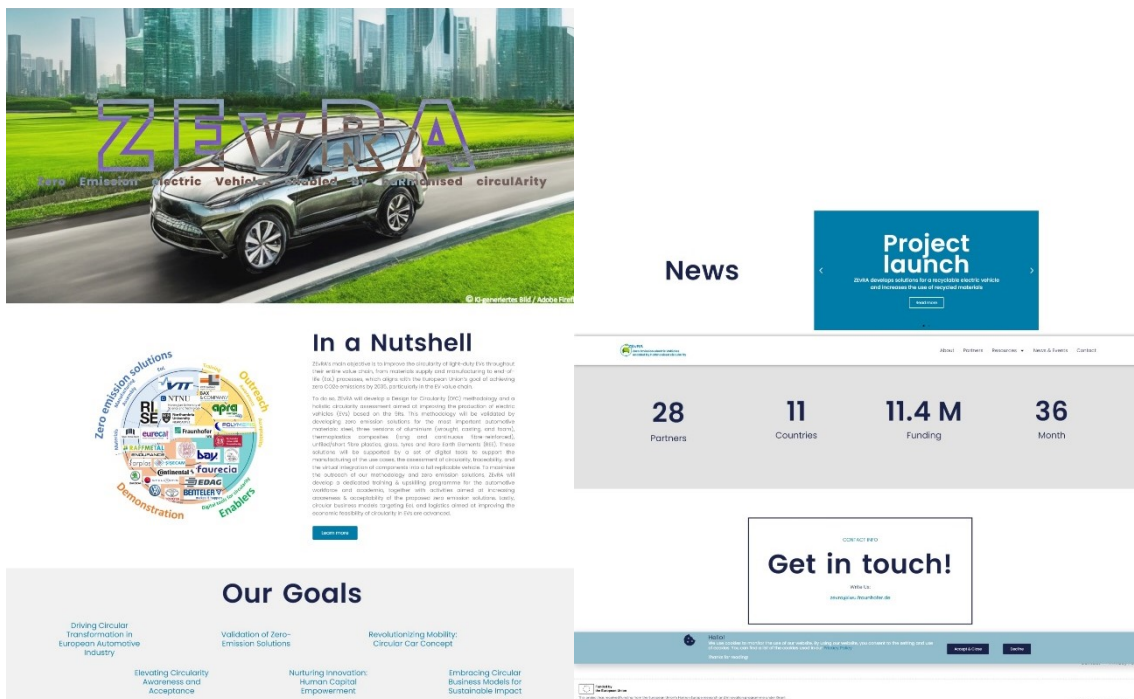


Figure 9: ZEVRA Website Home Section

- **About:** More detailed information about the project can be found on the about page. With descriptions of each work package, the objectives, outcomes and impacts. (Figure 10)
- **Partners:** The partner page lists each project partner with an associated link.
- **Resources:** In the future, publications and public deliverables will be found under Resources. ZEVRA's logos and marketing materials can be found under Communication Materials (Figure 11).

- **News & Events:** A current overview of the latest news and events can be found in the area of the same name. Upcoming events will also be listed here in the future.#
- **Contact:** The website concludes with an overview of all social media channels as well as the official contact email for the project management team.

Fraunhofer will maintain the technical aspects of the website to ensure universal accessibility. The website's content will be curated through a coordinated editorial process, involving the preparation of online articles, interviews, and presentations of deliverables in collaboration with all project partners. The content will undergo review by relevant partners before distribution across the project, as well as partners' social media accounts, newsletters, and websites. This process is supported by the Communication and Dissemination Meetings, where all partners present their ongoing and upcoming project developments to share with the wider public and/or the consortium.



Figure 10: ZEVRA Website About Section

Communication Material

Feel free to download and use our project materials!



Figure 11: ZEVRA Website Communication Material

5 Conclusions

This document outlines the project identity of the ZevRA Project. It gives an overview of the colors, fonts, logos, templates, marketing materials, website and social media activities of the project. This enables a consistent line in all communication activities and thus the visibility and recognition value of the project. Materials, templates and channels are continuously updated and refined during the project period to ensure improved communication and advertising effectiveness of the project.