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## LIST OF ABBREVIATIONS AND ACRONYMS

ACRONYM	MEANING
B2B	Business-to-Business
B2C	Business-to-Consumer
EC	European Commission
GA	Grant Agreement
KoM	Kick-off Meeting
KPI	Key Performance Indicator
WP	Work Package
D&C	Dissemination and Communication
AAM	Author Accepted Manuscript
VoR	Version of Record
HEU	Horizon Europe

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## PROJECT EXECUTIVE SUMMARY

This deliverable presents the first version of FEDORA's Dissemination and Exploitation (D&E) Plan, reflecting the concrete progress made during the project's initial phase. It outlines the strategic and operational framework developed to guide communication, stakeholder engagement, and the uptake of project results. Key accomplishments include the creation of a comprehensive D&E strategy aligned with Horizon Europe requirements, the segmentation of target audiences into eight stakeholder groups with tailored messaging, and the establishment of FEDORA's visual identity through a complete branding package. The project's core communication channels have been launched, including the website domain ([fedora-horizon.eu](https://fedora-horizon.eu)), LinkedIn page, and newsletter infrastructure, while internal tools such as a dissemination kit and reporting dashboard have been developed to support partner coordination. A detailed set of Key Performance Indicators (KPIs) has been defined to monitor outreach effectiveness across digital, print, and event-based activities. The deliverable also introduces a preliminary catalogue of Exploitable Results (ERs), spanning data services, optimisation tools, simulation frameworks, and policy instruments, which will inform the upcoming exploitation roadmap. Furthermore, the deliverable documents early collaboration efforts with other Horizon Europe projects and outlines procedures for compliance with EU and SERI visibility obligations. Overall, this deliverable marks a significant milestone in operationalising FEDORA's outreach and impact strategy, equipping partners with the tools and guidance needed to ensure consistent, high-quality dissemination and exploitation throughout the project lifecycle.

Social Media link:



[@fedora-euproject](https://www.linkedin.com/company/fedora-euproject)


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State Secretariat for Education,  
Research and Innovation SERI

# DELIVERABLE EXECUTIVE SUMMARY

This deliverable presents FEDORA's **Dissemination and Exploitation (D&E) Plan**, alongside detailed **communication activities and toolkit** to support the project's outreach, knowledge sharing, and impact maximisation. It provides a comprehensive framework to guide partners in communicating results, engaging stakeholders, and ensuring the effective uptake of project innovation.

## Summary of Work Carried Out:

- Development of a **coherent communication and dissemination strategy**, including identification of key messages, target audiences, and tailored communication channels.
- Design of FEDORA's **visual identity**, including logos, templates, brand guidelines, and digital assets to ensure consistent and recognisable branding.
- Establishment of primary **communication channels**, including the project website (fedora-horizon.eu), newsletter, LinkedIn page, and YouTube channel.
- Definition of **dissemination procedures** to ensure compliance with Horizon Europe requirements, including Open Access publications via Zenodo and other trusted repositories.
- Identification of **target journals, conferences, and events** to maximise visibility and engagement with scientific, technical, and industry audiences.
- Planning of **liaison activities** with related EU-funded projects to foster synergies and knowledge exchange.
- Development of **communication and dissemination materials**, such as webinars, workshops, promotional videos, fact sheets, and a Best Practices & Results Booklet.
- Introduction of **initial Key Performance Indicators (KPIs)** to monitor and assess the effectiveness of communication and dissemination activities.
- Preliminary identification of **Exploitable Results (ERs)** to inform the future exploitation roadmap, spanning network management, data services, optimisation tools, simulations, and policy/standardisation outputs.

## Main Conclusions:

The deliverable establishes a structured and flexible framework for FEDORA partners to engage stakeholders, disseminate knowledge, and ensure the uptake of project results. It confirms that D&E activities will be systematically monitored and adapted throughout the project lifecycle to maximise impact. The communication kit and planned activities provide practical guidance, ensuring consistent application of the project's brand and messages across all channels.

## Purpose of the Deliverable:

This document serves as a reference and operational guide for all FEDORA partners, outlining the **strategic and practical actions** needed to promote, disseminate, and exploit project outputs. It ensures compliance with PU - PUBLIC

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Horizon Europe obligations while fostering collaboration, visibility, and the sustainable impact of project innovations.

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# 1 INTRODUCTION

The purpose of this document is to present FEDORA's Dissemination and Communication (D&C) strategy and to ensure alignment among partners regarding methods, activities, target groups, and communication channels.

D&C are both a legal obligation under the Horizon Europe programme and a key factor for project success. They are integral throughout the project's lifecycle and must be tailored to its objectives, audiences, and stakeholders. This strategy therefore defines FEDORA's target audiences and the benefits and relevance of the project for each group.

The deliverable provides guidance to all partners—beyond those directly responsible for D&C tasks—on how to implement effective communication and dissemination actions. It also includes tools and guidelines to promote internal consistency, manage risks and opportunities, and support the project's long-term development.

## 1.1 AUDIENCE

This public document can be consulted by the European Commission, external stakeholders, and interested readers. Its primary purpose, however, is to serve as a guide for FEDORA partners in the use of branding and communication resources, in stakeholder engagement, and in the dissemination of project outcomes. It also offers inspiration for external stakeholders who wish to design their own D&C strategies and plans.

## 1.2 RELATION TO OTHER DOCUMENTS

This report is a non-binding reference document. The legal governance of FEDORA is defined by:

- The Grant Agreement (GA)
- The Consortium Agreement (CA)

Internal governance structures and procedures are detailed in D1.1 – Project Handbook, Quality Plan & Risk Management and its subsequent versions, which also apply to the activities described here.

The report is a living document, linked to future updates in D7.6 and D7.7 (planned for M18 and M36). It is also connected to deliverables D7.2 and D7.3 (IPR and Innovation Management, Exploitation Roadmap, also planned for M18 and M36).

Finally, it relates to the internal FEDORA Dissemination Toolkit and Procedures, as well as the internal reporting dashboard, which will function as a content tracker and facilitate preparation of periodic reports for the funding body.

## 1.3 RESPONSIBILITIES

ERTICO – ITS EUROPE is lead beneficiary for the deliverable and its updates. ERTICO -ITS EUROPE is also lead beneficiary for WP7 *Dissemination, scale-up, standardization and exploitation* to which the Deliverable pertains. ERTICO also leads specifically Task 7.1 *Dissemination and communication activities*, which foresees the participation of all project partners. At the same time all partners are involved in FEDORA D&C activities.

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## 1.4 DELIVERABLE OVERVIEW AND REPORT STRUCTURE

This deliverable is structured to provide all partners with a clear understanding of FEDORA's dissemination and communication tools, channels, target groups, and strategies. It addresses both the project's overarching objectives and the formal obligations associated with D&C under the Horizon Europe programme.

- Chapter 2 defines Communication, Dissemination, and Exploitation as outlined by the European Commission. It provides examples of relevant actions and general guidance on their implementation (e.g. tone, target groups).
- Chapter 3 presents FEDORA's D&C strategies. It includes a timeline of activities, descriptions of target audiences, and key messages tailored to the project's benefits. It also provides a KPI table for monitoring progress.
  - Section 3.3 details funding acknowledgement obligations for D&C activities.
  - Section 3.4 focuses on the communication strategy, including the project's visual identity and its use.
  - Section 3.5 outlines the dissemination plan and introduces a preliminary list of target venues (sectoral events, conferences, journals).
- Chapter 4 provides an overview of FEDORA's exploitable results, which will feed into the detailed exploitation roadmap (D7.2 and D7.3).
- Chapter 5 summarise the key outcomes of the document.

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## 2 COMMUNICATION, DISSEMINATION, EXPLOITATION

Communication, dissemination, and exploitation are legal obligations under Horizon Europe projects (see Grant Agreement Articles 16, 17 and Annex 5). This section clarifies their differences to ensure a shared understanding among partners and to support the achievement of FEDORA’s objectives. The definitions below are adapted from “Communication, Dissemination & Exploitation: what is the difference and why they all matter” (European Research Executive Agency)<sup>1</sup>.

### Communication

Communication refers to informing, promoting, and engaging with diverse audiences about the project’s activities and achievements. It begins at the project’s launch and continues throughout its lifetime. Messages must be clear, accessible, and tailored to different stakeholder groups, including the general public. The emphasis is on making activities attractive and engaging rather than presenting technical details or results alone.

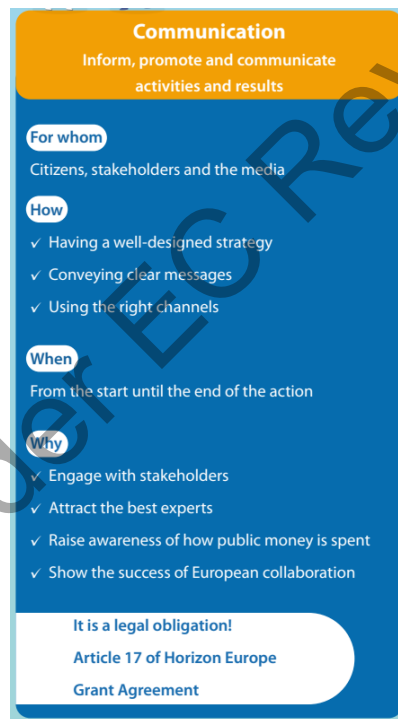


Figure 1 - Communication in EU funded projects

Key features of FEDORA’s communication strategy include:

<sup>1</sup> European Commission: European Research Executive Agency, Communication, dissemination & exploitation what is the difference and why they all matter, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2848/289075>  
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- Use of non-technical language to reach wider audiences.
- Timely updates on project progress and activities.
- Active use of social media, visual materials, and the project website as primary channels.
- Performance monitoring through KPIs such as website traffic, downloads, and social media engagement.

## Dissemination

Dissemination is the process of making project results publicly available free of charge. It is primarily aimed at scientific, technical, and professional communities, and must therefore meet high standards of accuracy and quality.



Figure 2 - Dissemination in EU funded projects

Typical dissemination activities include:

- Peer-reviewed publications and conference presentations.
- Thematic workshops, training sessions, and webinars.

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- Contributions to sectoral or thematic events.

## Exploitation

Exploitation concerns the concrete use of project results for commercial, societal, or policy purposes. It ensures that knowledge generated within FEDORA has a lasting impact beyond the project’s duration.

**Exploitation**  
Make concrete use of results  
for commercial, societal and political purposes

**For whom**  
For those who can take the results forward or invest in them, such as: researchers, stakeholders, industry (also SMEs), public authorities, policymakers, civil society

**How**

- ✓ Creating roadmaps, prototypes, software
- ✓ Sharing knowledge, skills, data

**When**

- ✓ Towards the end of the action and beyond, as soon as exploitable results are available
- ✓ Up to four years after the end of the project

**Why**

- ✓ Lead to new legislation or recommendations
- ✓ For the benefit of innovation, the economy and society
- ✓ Help to tackle a problem and respond to an existing demand

**It is a legal obligation!**  
**Annex 5: Specific Rules and Article 16 of Horizon Europe Grant Agreement**

Figure 3 - Exploitation in EU funded projects

Exploitation activities may include:

- Development or improvement of products, processes, or services.
- Contributions to standardisation activities.
- Policy input or uptake.

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- Business modelling and market uptake strategies.

Within FEDORA, exploitation will also address intellectual property management, partners' exploitation intentions, and the use of tools such as the Business Model Canvas (BMC). While a detailed exploitation strategy will be developed in **D7.2**, this document provides the initial framework and channels.

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## 3 FEDORA COMMUNICATION AND DISSEMINATION STRATEGY

FEDORA's D&C strategy is designed to maximise impact by reaching both relevant stakeholders and the general public. It provides partners with a common framework of objectives, procedures, and targets to ensure coherence and alignment across activities.

The strategy is conceived as a living document, flexible and adaptable to evolving contexts and emerging needs. Accordingly, activities, audiences, and channels may be refined during the project's lifetime to optimise effectiveness and respond to new opportunities.

Building on the preparatory work undertaken during the design phase, this strategy defines the key channels, audiences, and processes that will guide FEDORA's communication and dissemination efforts. It thus serves as a cornerstone for the effective implementation of the project's outreach and engagement.

FEDORA's D&C activities are structured around three main axes:

- Circulation of knowledge about the project and its results.
- Stimulation of project's results uptake.
- Participatory co-creation of knowledge.

These axes are interconnected, with each reinforcing the others. Activities and messages will be tailored to specific audiences and objectives, but together they will contribute to a coherent strategy aimed at generating both mid- and long-term impact.

### 3.1 COMMUNICATION AND DISSEMINATION TIMELINES AND GOALS

This document relates to Work Package 7 – Dissemination, Scale-up, Standardisation and Exploitation (WP7), which runs throughout the project's duration (M1–M36). WP7 encompasses activities on communication, dissemination, and exploitation. Its main objectives are to:

- Deliver a comprehensive communication and dissemination strategy (T7.1).
- Ensure cooperation, transferability, and capacity building (T7.2).
- Assess the impact of lessons learned and provide policy recommendations to support Multimodal Traffic Management (MTM) (T7.3).
- Develop exploitation and business plans, manage intellectual property rights, and explore opportunities for standardisation and market uptake (T7.4, T7.5).

WP7 is led by ERTICO – ITS Europe, which also acts as Dissemination and Communication Manager, with the active involvement of all project partners. The present report is directly linked to Task 7.1, which spans the entire project.

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The D&C strategy defines FEDORA’s key messages, outreach channels, and tools, while fostering synergies with related initiatives and events. It targets different audiences with varying levels of engagement, including:

- R&D&I communities
- Policymakers
- Industry stakeholders
- General public

It also foresees active participation in activities organised by CINEA and other institutional bodies and encourages collaboration with Horizon-funded projects and relevant expert networks.

The development and implementation of the strategy is structured around two phases:

### **Preparation Phase (M1–M12)**

This phase focuses on the design and set-up of communication and dissemination actions, including:

- Creation of a coherent and recognisable FEDORA brand identity (visuals and key messages tailored to target audiences).
- Identification of potential and existing stakeholders within the project’s target audiences.
- Planning of stakeholder engagement activities to raise awareness of FEDORA and encourage partner involvement.

The results of this phase—established identity and channels, as well as identified D&C venues and targets—provide all partners with the necessary tools and procedures to contribute effectively to outreach. The present document reflects the status of this phase at the time of submission.

### **Execution Phase (M12–M36)**

This phase puts the strategy into practice, ensuring wide visibility and long-term impact of FEDORA’s results. Its objectives are to:

- Maximise the visibility of the project.
- Disseminate scientific and technological outputs beyond the consortium.
- Establish links with other projects to foster innovation and knowledge exchange.
- Gather feedback and validate project outcomes.
- Attract potential users to stimulate uptake and exploitation.
- Support the development of follow-up initiatives.

The implementation phase will be continuously monitored and will feed back into the preparatory framework, creating a “virtuous circle” of adaptation and refinement. A major milestone will be reached with the second version of the strategy (M18, D7.6), which will formalise any updates or adjustments.

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## Monitoring and Updates

The strategy is a living document, designed to remain flexible and responsive to evolving conditions and opportunities. Updates are foreseen at M18 (D7.6) and a final report at M36 (D7.7). Progress will be tracked using KPIs aligned with the project's Description of Action. These KPIs will support the systematic management of communication, dissemination, and exploitation activities. Any necessary changes to objectives or targets will be communicated to partners and funding bodies and reflected in updated deliverables.

### 3.1.1 FEDORA COMMUNICATION AND DISSEMINATION PRELIMINARY PHASE ACTIVITIES

The present deliverable covers a series of activities pertaining to the preliminary phase of FEDORA D&C strategy:

#### Dissemination Strategy Development

- Stakeholder identification
- Audiences and key message identification
- Definition of KPIs for communication impact
- Identification of potential dissemination venues (e.g. conferences, events, workshops)

#### Visual Identity Design

- Development of project's logo and visual identity (brand guidelines, templates, etc)

#### Communication Channel Setup

- Launch of LinkedIn profile and discussion on other social media channels
- Design and launch of project Website
- Setup and design of project newsletter
- Set up of internal communications schedule/tools and trackers

#### Project Branding

- Drafting of a concept image to support project visibility and cohesion
- Drafting of project's summary for communication and generic presentations/other materials

## 3.2 FEDORA KEY MESSAGE AND TARGET AUDIENCES

A central element of FEDORA's D&C strategy is its focus on clearly segmented target audiences. By identifying relevant stakeholder groups and their potential interests, the project can convey both a unified key message and a series of tailored messages to increase engagement.

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The FEDORA key message highlights the project’s innovative use of Living Labs and emphasizes the tangible benefits for different stakeholder groups. Partners are encouraged to adapt this message—through translation or contextualisation—to ensure it is relevant and engaging for their specific audiences.

## FEDORA key message

*FEDORA is an EU-funded project developing an innovative federated platform that brings together a range of advanced solutions and tools in traffic management to improve mobility across Europe. The platform aims to make transport systems smarter, safer, and more sustainable by integrating advanced data analysis methods, traffic management optimisation, and future mobility simulations.*

*FEDORA supports cities and regions in reducing congestion, improving safety, and lowering emissions. Its solutions will help cut private car use, decrease the exposure of vulnerable road users (VRUs) to hazardous situations, and contribute to the achievement of EU sustainability goals.*

*The project’s approaches will be tested in six European locations — Vienna, the Basque Country, Reggio Emilia, Nicosia, Budapest, and Denmark — to reflect varied contexts, infrastructures, and mobility needs. By combining research, technological innovation, and real-world deployment, FEDORA aims to deliver scalable and adaptable solutions that benefit both transport operators and society at large.*

## Audience-Specific Adaptation

FEDORA’s consortium has identified specific target audiences, distinguished by the benefits the project offers each group. D&C actions will emphasise different aspects of FEDORA depending on the audience addressed. The table below provides a synoptic overview of target audiences and their corresponding project benefits.

Following the table, short messages tailored to each audience are proposed. Partners may adapt these messages as needed and are not required to use them verbatim. Translation into local languages is encouraged where appropriate.

Table 1 - FEDORA audiences

Audiences	Main benefits of FEDORA
<b>A – Public Authorities (inc. national, regional and local), Road Operators, Service Providers</b>  <b>B – VRUs/Logistics operators/ Other Stakeholders</b>	- Utilisation of project’s results in everyday operations for adaptable, agile, secure, and resilient multimodal traffic management; Training on project’s outcomes; Participation in the project’s events
<b>C – Network operators, Network and Traffic Management Industry Players, third party information service providers, public transport operators, navigation systems providers</b>	-Participation in ecosystem building events; Exploitation of project’s open-source results for network optimization, simulation insights and data alchemy; Inspiration for new ideas and applications
<b>D – Industry Associations &amp; Technology Clusters</b>	Inclusion of project’s results to collaborative research activities (roadmap, white papers etc.); Dissemination of project’s results to

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	their members; Bilateral participation in events for knowledge exchange; validation of new traffic management KPIs
<b>E – Horizon Europe Programme Stakeholders including project partners and relevant stakeholders active in the Horizon Europe projects</b>	-Identification of common topics; Synergies and collaborations for results promotion; Enhancing innovation through results combination; Co-organisation of events
<b>F – Researchers and Academia</b>	Further advance the project’s research; Extension / reuse of the project’s innovative technologies to other application domains; Inspiration for future research initiatives based on the project’s concept and results; Participation in the project’s events
<b>G – Policy Makers &amp; Standardisation Organisations:</b> inc. EC Directorates and Units, Ministries and Governments, Regulatory Agencies, Standardisation Organisations (CEN, ISO, ETSI, etc.)	Evaluation of the project’s Social-Technological-Economic Environmental-Political (STEEP) aspects; Definition of future research and innovation directions based on project’s acquired knowledge; Inputs for standardisation activities
<b>H – General Public:</b> Civil society representatives, general public and anyone interested in the project	-Utilise the project’s results in their daily lives; Understand the benefits offered by the proposal; Take part in the activities of the project

## Key message highlights for target audiences

### Audience Group A - Public Authorities (inc. national, regional and local), Road Operators, Service Providers

*FEDORA equips public authorities, road operators, and service providers with practical tools to reduce congestion, improve road safety, and manage traffic more sustainably. By integrating advanced optimisation methods and mobility simulations, the project supports better-informed decisions at local, regional, and national levels. Through its demonstrations in six European contexts, FEDORA shows how adaptable and resilient traffic management can deliver tangible benefits for citizens and help achieve long-term sustainability goals.*

### Audience Group B – VRUs/Logistics operators/ Other Stakeholders

*FEDORA’s solutions can be directly applied in the daily operations of logistics operators and mobility stakeholders, helping them manage multimodal traffic in an adaptable, agile, and resilient way. The project provides training opportunities on its outcomes, enabling stakeholders to adopt new practices and improve service delivery. By joining FEDORA’s events, these groups can actively engage with innovation processes and ensure that solutions respond to operational realities, ensuring even the most vulnerable road users benefits from its solutions.*

### Audience Group C – Network operators, Network and Traffic Management Industry Players, third party information service providers, public transport operators, navigation systems providers

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*FEDORA offers network operators and industry players open-source results to improve network optimisation, traffic simulation, and data integration. Its harmonised data catalogues and AI-based approaches allow for more efficient incident response, resource allocation, and multimodal coordination. By participating in ecosystem-building events, stakeholders can not only benefit from FEDORA’s tools but also gain inspiration for new applications and services in the mobility domain.*

#### **Audience Group D – Industry Associations & Technology Clusters**

*FEDORA creates opportunities for industry associations and technology clusters to integrate project results into collaborative research, such as roadmaps and white papers, while disseminating new knowledge to their members. By engaging in bilateral exchanges and events, associations can validate new traffic management indicators, strengthen their role in shaping innovation, and foster a broader uptake of FEDORA’s outcomes across the sector.*

#### **Audience Group E – Horizon Europe Programme Stakeholders including project partners and relevant stakeholders active in the Horizon Europe projects**

*By cooperating with FEDORA, Horizon Europe stakeholders and project partners working on topics such as multimodal traffic management, traffic simulation, and mobility data innovation can establish synergies and co-promote results. Joint participation in events and coordinated dissemination activities amplify the impact of research and create multiplier effects that accelerate innovation in adaptable and resilient traffic management systems.*

#### **Audience Group F – Researchers and Academia**

*FEDORA offers researchers and academic institutions—particularly in the fields of transport studies, computer science, data analytics, and urban planning—the opportunity to advance knowledge in traffic management and multimodal mobility. Project concepts and results can be extended or reused in new domains, inspiring future research initiatives. Participation in FEDORA’s events provides academics with access to a network of experts and practical insights into the application of innovative technologies.*

#### **Audience Group G – Policy Makers & Standardisation Organisations**

*FEDORA provides policymakers, regulatory agencies, and standardisation bodies with in-depth insights into the social, technological, economic, environmental, and political (STEEP) dimensions of traffic management innovation. The findings can inform future research agendas, guide evidence-based policymaking, and support the development of standards that ensure safer, more resilient, and sustainable mobility systems in Europe.*

#### **Audience Group H – General Public**

*FEDORA promotes a socially optimal use of transport resources, bringing tangible benefits to citizens through reduced travel times, lower congestion, improved road safety, decreased emissions, and more reliable multimodal mobility. By engaging with the project’s activities, members of the public can better understand the innovations shaping future mobility and contribute their perspectives to ensure outcomes that maximise societal benefits for everyday life.*

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### 3.3 COMMUNICATION AND DISSEMINATION OBLIGATIONS

In accordance with the Grant Agreement (Article 17 and Annex 5), all FEDORA communication and dissemination activities must acknowledge the support of the European Union. This will be ensured through the use of the EU emblem (flag) accompanied by the funding statement: “Funded by the European Union.” Where appropriate, the statement may be translated into local languages to maximise accessibility and visibility.

These obligations apply to all partners and all channels, including publications, presentations, websites, social media, press materials, and events. The Dissemination and Communication Manager will oversee compliance to guarantee consistency and adherence to EU requirements.



Figure 4 - EU emblem

All communication and dissemination materials will also include the following disclaimer (translated into local languages when relevant):

*“Funded by the European Union. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.”*

For academic publications and similar outputs, the disclaimer will also reference the project name, acronym, Grant Agreement number, and/or the project’s Digital Object Identifier (DOI), where applicable. Detailed instructions on acknowledgements, disclaimers, and other EU visibility requirements are provided to all partners via the internal SharePoint in a dedicated internal document, also available as an annex to this deliverable.

#### 3.3.1 SERI ACKNOWLEDGEMENT

As members of the FEDORA consortium received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI), partners should also include acknowledgment towards SERI.

All communication and dissemination materials should therefore acknowledge this funding by including the following statement, including scientific publications:

*This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI)*  
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In addition to the reference in the text, the SERI logo can be displayed in publications, on websites or in social media. Detailed information, including the SERI logo in different formats are available [here](#). The logo and relevant documents are also available to partners on the consortium’s internal SharePoint.

Partners can refer to the document *The Use of the EU Emblem in the Context of EU Programmes 2021-2027* which describes how communication and dissemination using more than one funding acknowledgment should be visually arranged. The document is available online [here](#) and has been made available to partners on the internal SharePoint as well.

### Project funded by



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
**State Secretariat for Education,  
Research and Innovation SERI**

### Project funded by



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
**State Secretariat for Education,  
Research and Innovation SERI**

Figure 5: SERI Emblem

## 3.4 FEDORA COMMUNICATION PLAN

The FEDORA Communication Plan has been developed to align with the project timeline and achieve the objectives outlined in previous chapters. Its main goal at M4 is to establish a recognisable and impactful identity for FEDORA, capable of conveying the key message across different media. This foundation supports further communication activities aimed at circulating knowledge about the project and its results to both specialised and non-specialised audiences. The plan incorporates social media channels, templates, print materials, and other outreach tools to maximise visibility and impact.

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### 3.4.1 FEDORA VISUAL IDENTITY

The FEDORA visual identity has been fully developed and forms the basis for all communication materials. It includes a logo suite, templates for deliverables and presentations, and comprehensive brand guidelines. These elements guide the creation of additional materials, such as flyers, roll-ups, and other promotional items, ensuring consistent and recognisable branding across all outputs.

The project logo reflects FEDORA’s core aspects—such as the federation of services and platforms—and conveys them intuitively. Brand guidelines ensure consistent application across documents, press releases, brochures, and other materials. All visual assets and guidelines are available to partners via the project SharePoint.

#### 3.4.1.1 LOGO

The main FEDORA logo is designed to be strong, modern, and dynamic, prominently featuring the project name while visually representing network optimisation services, simulation foresight, and data alchemy. It embodies FEDORA’s vision of adaptable, agile, secure, and resilient multimodal traffic management. A possible range of logos was proposed to the project’s consortium during the project’s Kick-off meeting, from which they selected the one now in use and key to the project’s visual identity.



Figure 6 - FEDORA Main Logo

Multiple logo versions are provided to ensure usability across print and digital formats. Comprehensive usage guidelines—including clear space, colour variations, and correct applications—have been shared with all partners to maintain consistency.

#### 3.4.1.2 BRAND GUIDELINES

The brand guidelines define the project’s visual identity, including colour palette, typography, and other design elements. They apply to both digital and print materials and cover internal and external communications, such as deliverables, presentations, and other outputs.

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Figure 7 - FEDORA Slide Deck Template

The visual identity is complemented by a selected font scheme: Carlito for lighter text and Calibri for documents with higher text density. Carlito is freely available via Microsoft.com and has also been provided to all partners through SharePoint to ensure consistent usage.

### 3.4.2 PROJECT WEBSITE

The FEDORA website serves as the main information hub, offering both static and regularly updated content. Static sections present general information, including partners, objectives, results, and project duration. Dynamic sections provide a public repository for deliverables, publications, and downloadable materials, a news section with project updates, and an events section highlighting participation in relevant initiatives.

The website strengthens FEDORA’s visibility and positions the project within the broader mobility and research landscape.

The domain **fedora-horizon.eu** has been registered, and the website is currently under development. Content and functionality will be progressively rolled out throughout the project.

### 3.4.3 PROJECT NEWSLETTER

A biannual newsletter will be distributed to subscribers who opt in through the website, ensuring full GDPR compliance. The newsletter features project updates, events, and relevant developments. All editions will be archived on the website under “News & Events” for public access.

### 3.4.4 PROJECT SOCIAL MEDIA – LINKEDIN

FEDORA maintains an active LinkedIn presence at <https://www.linkedin.com/company/fedora-eu-project>. The page engages a broad audience with project updates, news, events, and relevant developments. Partner guidelines for tagging, content sharing, and interactions are provided in the communications kit. The LinkedIn “About” section includes the project disclaimer to ensure compliance with EU visibility requirements.

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### 3.4.5 PROJECT SOCIAL MEDIA – YOUTUBE

YouTube will serve as the primary platform for project-related videos. FEDORA will use ERTICO’s existing channel to leverage its audience and visibility, maximising outreach and engagement.

### 3.4.6 OTHER MATERIALS AND ACTIVITIES

FEDORA will produce various materials to support D&C activities, prioritising a digital-first approach while providing print items for events and meetings. These include:

- Project Factsheet: Early summary of key messages, goals, and objectives.
- Project Infographic/Banner (Concept Image): Visual presentation of the project for easy understanding.
- Roll-up Banner: Key information and contact details for sector events.
- Final Project Booklet: Comprehensive summary of results and achievements at project conclusion.

These materials complement digital channels, reinforcing visibility and consistent branding.

The first materials (project’s roll up and digital flyer) are planned for M8.

#### 3.4.6.1 VIDEOS

The project will produce publicly available videos, including site-specific Living Lab showcases and general videos for wider audiences. Additional content will derive from webinars, workshops, and events, offering engaging and accessible ways to present FEDORA’s activities, results, and impact.

## 3.5 DISSEMINATION PLAN

FEDORA’s dissemination plan aims to ensure the scientific visibility of the project’s results. It identifies key venues and channels, including scientific publications, academic and sectoral events, as well as project-organised workshops, webinars, and other activities. The overarching goal is to maximise the impact and potential exploitation of FEDORA’s outputs. To support consistent practices, partners have been provided with a dissemination kit detailing internal procedures and obligations.

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### 3.5.1 DISSEMINATION OBLIGATIONS

In accordance with the Consortium Agreement (Article 8.4.2.1), the following procedures apply to all dissemination activities:

- **Planned publications:** All planned publications must be communicated to the consortium at least 30 calendar days prior to submission or public release. Any objections must be submitted in writing to the Coordinator and the proposing parties within 30 days of notification. If no objections are raised within this period, the publication may proceed.
- **Presentations and posters:** For poster presentations, slides, and abstracts for oral presentations at scientific meetings, notification must be provided 15 calendar days in advance. Objections must be submitted in writing within 10 days of receipt.

In all cases, any publication containing Confidential Information or the intellectual property rights of a partner requires prior written approval from the relevant partner(s).

### 3.5.2 OPEN ACCESS MANDATE

FEDORA fully adheres to the Horizon Europe Open Science principles and the Open Access (OA) mandate. Detailed data management procedures are addressed in the Data Management Plan (DMP; D1.2, D1.4, D1.6), while the dissemination plan specifies the approach for Open Access to publications.

All peer-reviewed publications must be made openly accessible at the time of publication, either as the Version of Record (VoR) or the Author Accepted Manuscript (AAM).

Open Access will be ensured through deposition in a trusted repository. FEDORA has chosen Zenodo for its reliability, ease of use, and broad dissemination capabilities. Zenodo guarantees automatic indexing in OpenAIRE, supporting visibility and compliance. Publications will be deposited under the latest version of the Creative Commons Attribution International Licence (CC BY), or an equivalent licence, while publication metadata will be openly available under CCO, in line with FAIR principles.

At minimum, publication metadata should include:

- Author(s), title, date, and publication venue
- Horizon Europe or Euratom funding
- Project name, acronym, and grant number
- Licensing terms
- Persistent identifiers for the publication, authors, organisations, and grant
- Where applicable, persistent identifiers for research outputs, tools, or instruments necessary to validate conclusions

To support visibility, accessibility, and community engagement, a FEDORA community has been established on Zenodo: [https://zenodo.org/communities/fedora\\_project/records](https://zenodo.org/communities/fedora_project/records). In addition, all peer-reviewed publications will be disseminated via the project website to maximise outreach.

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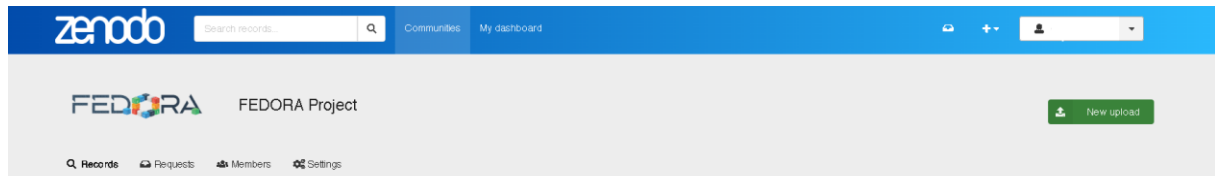


Figure 8 – FEDORA Zenodo Community

### 3.5.3 TARGET JOURNALS

FEDORA will disseminate its research outputs primarily through scientific publications, including peer-reviewed journals and conference proceedings. All partners will comply with the Horizon Europe Open Access mandate, as outlined above. A preliminary list of potential publication outlets is provided below and will be continuously updated by partners to ensure broad visibility and maximum coverage of FEDORA’s research results.

Target publications
IEEE Transactions on Knowledge and Data Engineering
Journal of Intelligent Information Systems
IEEE Transactions on Intelligent Transportation Systems
European Journal of Operational Research (EJOR)
Communications in Transportation Research
Transportation Research Part B
Transportation Research Part C

Table 2 - FEDORA target journals

### 3.5.4 TARGET EVENTS AND CONFERENCES

FEDORA’s outcomes will also be disseminated through the active participation of project partners in a wide range of conferences, events, and congresses, both online and in person. These activities aim to raise awareness of the project and engage external stakeholders in FEDORA’s work. A preliminary list of relevant events has been identified, and partners will regularly update this database to ensure that participation targets the most appropriate venues and maximises impact.

Name of the event
Conference on Unmanned Aircraft Systems (ICUAS)
NAPCORE Mobility Data Days
TRA

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TRB

hEART - Symposium of the European Association for Research in Transportation

European Transport Conference

ITS EU Congresses

ITS World Congresses

EUCAD

ITF

IEEE conferences

IRF Events

FERSI Events

Table 3 -FEDORA target events and conferences

### 3.6 COLLABORATIONS WITH OTHER INITIATIVES

FEDORA will build on a series of pre-existing initiatives and actively carry out liaison activities with other projects, including ACUMEN (HEU), EUSOME (HEU), and other projects funded under the same call (HORIZON-CL5-2024-D6-01) among others. These activities aim to foster knowledge exchange, avoid duplication of effort, and leverage existing dissemination channels and stakeholder networks. Partners will monitor relevant initiatives throughout the project and maintain regular communication to maximise synergies and ensure mutual benefit.

### 3.7 FEDORA ORGANISED EVENTS AND OTHER ITEMS

FEDORA will organise a series of dedicated events, including webinars, workshops, and a final project workshop, to foster collaboration and dialogue among diverse stakeholders and facilitate the uptake of its innovations and results. Additionally, at the conclusion of the project, a Best Practices & Results Booklet will be produced, providing a comprehensive overview of the project’s technologies, benefits, lessons learned, and recommendations for policymakers. The booklet will highlight evidence of impact and practical applications, supporting knowledge transfer beyond the project consortium.

### 3.8 EUROPEAN COMMISSION DISSEMINATION AND EXPLOITATION TOOLS

The European Commission provides several instruments to support project dissemination and communication (D&C), including the following. Partners are invited to make use of them according to the project’s needs:

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- **Horizon Magazine:** Offers the latest news and features on cutting-edge science and innovative research projects funded by the EU, highlighting breakthroughs and inspiring examples.
- **Horizon Results Booster:** A free platform providing services such as: 1) portfolio dissemination and exploitation strategy, 2) business plan development, and 3) go-to-market support for project results.
- **Innovation radar:** data-driven method designed to identify high-potential innovations and the key innovators behind them within EU-funded research and innovation projects.
- **Horizon Dashboard:** An interactive platform that allows users to explore statistics and data on EU research and innovation programmes, sortable by topics, countries, organisations, sectors, projects, and beneficiaries.
- **Horizon Results Platform:** A public platform promoting research results to expand exploitation opportunities. Users can create pages to showcase project outcomes, identify collaboration opportunities, and explore results from other projects.
- **Horizon Standardisation Booster:** Supports EU research and innovation projects in valorising results through standardisation, including contributing to new standards or revising existing ones.
- **CORDIS:** Provides multilingual articles and publications highlighting research results, based on an open repository of EU project information.
- **Open Research Europe Platform:** Enables beneficiaries of European research and innovation projects to comply with open access requirements while offering a venue for rapid publication and dissemination of research results and insights.
- **Research and Innovation Success Stories:** A curated collection of recent success stories from EU-funded research and innovation projects, illustrating impact and best practices.

### 3.9 FEDORA COMMUNICATION AND DISSEMINATION KPIS

The following Key Performance Indicators (KPIs) cover FEDORA’s communication and dissemination activities, specifying target outcomes for the project’s duration. They include outputs such as publications, communication materials, and participation in external and project-organised events. In line with the living-document approach of this strategy, these initial targets will be regularly monitored and adapted to reflect emerging circumstances and new opportunities.

Table 4-FEDORA D&C KPIs

CATEGORY	ACTION	TARGET (M36)
Workshops (non-academic)	<b>Total (excl. co-creation workshops in LL)</b>	<b>4</b>
	<b>(Of which) Live workshops at events</b>	<b>3</b>
	<b>(Of which) Final Workshop</b>	<b>1</b>
	<b>Final workshop participants</b>	<b>100</b>

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	<b>Webinars/online trainings (1 x LL)</b>	<b>6</b>
<b>Webinars and online events</b>	<b>Webinar participants (tot)</b>	<b>500</b>
	<b>Final online event</b>	<b>1</b>
<b>Participation in external events</b>	<b>R&amp;I events</b>	<b>30</b>
	<b>Partner internal events</b>	<b>20</b>
	<b>(Of which) Multistakeholder events</b>	<b>12</b>
	<b>(Of which) Events with project's presentation</b>	<b>15</b>
	<b>Special interest sessions organised by FEDORA</b>	<b>3</b>
<b>Liaison with other projects/initiatives</b>	<b>Projects with synergies</b>	<b>8</b>
	<b>Joint activities</b>	<b>5</b>
<b>Scientific and technical dissemination - Other research outputs</b>	<b>Academic Workshop</b>	<b>4</b>
	<b>Conference presentations</b>	<b>16</b>
	<b>Publications (journal articles, book chapters, proceedings, etc)</b>	<b>10</b>
	<b>Articles in industry magazines</b>	<b>10</b>
	<b>Articles in EU mechanisms</b>	<b>8</b>
	<b>PhD Theses</b>	<b>3</b>
	<b>Master Theses</b>	<b>5</b>
<b>Stakeholder engagement, concept validation</b>	<b>Industry contact point</b>	<b>300</b>
	<b>Industry sectors informed</b>	<b>8</b>
	<b>Working groups</b>	<b>3</b>
	<b>Standardisation meetings</b>	<b>10</b>

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Website statistics	Website unique visitors	1000
	Website page views	3000
	Links to the project website	30
	Posts (per month)	3
Social media (LinkedIn)	Followers	500
	Posts (original / reshares)	500
	Impressions/month	500
	External reshares	100
	Interactions	1000
Other communication materials - Digital	Press Releases	10
	(Of which) press releases related to the LL	6 (1 x LL)
	Newsletters	6
	Project presentation	2
Videos	Promotional videos	7
	(of which) LL Videos (1 x LL)	6
	(of which) FEDORA platform tutorial video	1
Other communication Materials - hybrid	1 flyer	1
	1 Banner	1
	1 roll-up	1
Final booklet	Final booklet	1

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## 4 FEDORA EXPLOITABLE RESULTS

The FEDORA exploitation strategy and roadmap will be developed in future deliverables, as outlined above. The project’s anticipated Exploitable Results (ERs) include the following:

ER	DESCRIPTION
ER1.1: Network management measures evaluation and deployment road mapping approaches	A multi-layered assessment criteria catalogue covering various aspects of network management operations to be used for evaluation and deployment road mapping purposes.
ER1.2: Dynamic governance models	A suite of decision-making mental models capable of representing the complex governance structures necessary for the operation of modern network management.
ER1.3: FEDORA integrated platform	The integrated FEDORA platform combining data, traffic management services and simulation models spaces into a single solution
ER2.1: Cross-sectoral traffic mng. data catalogue	A catalogue of traffic management related datasets with embedded harmonisation, standardisation and automatic data extraction features.
ER2.2: Data extension, augmentation and characterisation tools	Semantic data model enrichment mechanisms and AI-based assistant for characterizing the usefulness/validity of data for different applications.
ER2.3: Big data enabled data space	Blockchain-based automated data sharing agreements and big-data fusion architecture for data processing.
ER3.1: Social optimum, dynamic pricing and incentivisation models	A suite of social optimum, dynamic pricing and incentivisation models for multimodal nodes and corridors.
ER3.2: Complex event processing and traffic response planning tools	Real-time ML-based traffic response planning tools incorporating a generative AI based complex event processing engine for incident detection and classification.
ER3.3: Optimisation models for infrastructure systems, mobility services fleets, and user travelling	Interoperable toolset of AI synchmodal optimisation algorithms, including optimisation models for mobility hubs, micro-consolidation

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	centres, passenger and freight fleets and user journeys
ER4.1: Integrated and interoperable simulation framework	Agent-based interoperability framework for the modular integration of traffic management optimisation solutions into simulation environments to support the evaluation of multimodal traffic management strategies
ER4.2: Demand synthesis and supply controllers for network-wide simulation	Passenger and freight controllers for modelling transport demand and supply and demand prediction models for network-wide simulations.
ER4.3: Foresight analysis with model-to application transferability frameworks	Foresight analysis scenarios generator designed to explore use cases of emerging mobility concepts and model-to-application transferability framework enhancing the applicability of simulation-validated traffic control strategies in complex real-world environments.
ER5.1: FEDORA innovations' evidence- based assessment	Demo outcomes showing FEDORA's impact in varying urban & rural contexts, infrastructure maturity, organisation & operational structures.
ER6.1: Policy adaptation, standardisation and impact multiplication instruments	Policy recommendations and standardisation outputs to accelerate the large take-up of FEDORA' innovations for optimised multimodal network management.

Table 5 - FEDORA Exploitable results

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## 5 CONCLUSION

The FEDORA Dissemination and Exploitation Plan, with Communication Activities and Kit establish a clear, structured, and flexible framework to maximise the visibility, reach, and impact of the project. By defining target audiences, key messages, and communication channels, the strategy ensures that all partners can contribute consistently and effectively to dissemination efforts.

Through a combination of digital, print, and event-based activities, FEDORA will engage a broad spectrum of stakeholders, from researchers and industry players to policymakers and the general public. Open Access dissemination, liaison with other projects, and active participation in conferences and workshops will support knowledge sharing, foster collaboration, and enable the uptake of project results.

The strategy is a living document, designed to evolve alongside the project. Regular monitoring through KPIs and updates at planned milestones (M18 and M36) will ensure responsiveness to emerging opportunities and challenges. Coupled with the development of the project's Exploitation Roadmap, FEDORA's D&C strategy lays the foundation for long-term impact, fostering innovation, policy alignment, and practical uptake of solutions in multimodal traffic and network management across Europe.

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# ANNEXES

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**FEDORA Dissemination Toolkit and procedures**

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## FEDORA REPORTING DASHBOARD

ID	Event Name	Responsible partner(s)	Type of activity	If other please specify	FEDORA KPIs	Description	If relevant: other projects/initiatives involved (synergies)	Special Interest Session organised by FEDORA? Y/N	Event
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									
16									
17									
18									
19									
20									
21									
22									
23									

Navigation: Events Academic Publications Other publications Other KPI tracker Opportunities +

Figure 10 - FEDORA D&C Dashboard - Screen capture

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## FEDORA BRAND GUIDELINES



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## ABOUT

We have developed these short guidelines to present the FEDORA logo and provide the necessary information to ensure its optimal use, details of the colour palette and fonts used. This will enforce the brand identity and strengthen the project's visibility.

The main aim is to create a consistent brand image, with cohesive elements that ensure a strong identity across various medium, both printed and online.

Presenting a strong, modern and fresh color palette and use of typography, these combined elements allow a clear and striking presence for the project - FEDORA.

This design is strong, modern and dynamic, with the name 'FEDORA' sitting clearly with elements of the project's areas: Network optimisation services, simulation foresights, and data alchemy for adaptable, agile, secure, and resilient multimodal traffic management.

In having the name in a darker tone and in capital letters, help the name to stand out. Within the first three letters of the project, data coding numbers are embedded. Use of additional colour in the building blocks as shown in the cubes that make up the 'O', along with the additional 'data cubes' in bright, vivid colours - help to balance the overall design and layout.

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## COLOUR

Colour is an important feature of the FEDORA logo, thus maintaining the palette is a key item for brand recognition. The main/primary logo should be used wherever possible.

In some instances - the secondary logo may be used when it is foreseen that printing in black/white is required, or when the logo is to sit on a dark background, or atop an image/graphic.

Logo versions are made to suit both print and digital platforms.

### PRIMARY COLORS

 Blue #2D3E50 C85 M65 Y45 K43 R45 G62 B80	 Grey blue #456178 C76 M52 Y35 K21 R69 G97 B120
 Bright Green #2EAB62 C75 M0 Y77 K0 R46 G171 B98	 Cyan Blue #2B81BA C80 M40 Y8 K0 R43 G129 B186
 Orange #E77E22 C5 M59 Y93 K0 R231 G126 B34	 Poppy Red #C03A2B C18 M87 Y86 K7 R192 G58 B43
 Mid Grey #ABA8A8 C36 M28 Y29 K7 R168 G168 B168	

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## COLOUR (continued)

These secondary FEDORA colours are attributed to the infographic boxes, with a subtle difference from the main colour block in order to show the form as a 3d shape, and in shading on the sides of a cube.

This colour extension may be used along with the main palette on all material to enforce the branding. Colours can be taken and used to reflect different topics within the project for example.

### SECONDARY COLORS

 #364A5E C82 M61 Y41 K34 R54 G74 B94	 #456178 C76 M52 Y35 K21 R69 G97 B120
 #53B36F C68 M0 Y71 K0 R83 G179 B111	 #6BB973 C62 M0 Y68 K0 R107 G185 B115
 #3B97D3 C73 M28 Y0 K0 R59 G151 B211	 #43B7EA C66 M7 Y0 K0 R67 G183 B234
 #F49D15 C1 M45 Y94 K0 R244 G157 B21	 #F9B045 C0 M37 Y79 K0 R249 G176 B69
 #E84C3D C1 M81 Y75 K0 R232 G76 B61	 #EA554F C0 M78 Y64 K0 R234 G85 B79
 #DDDDDD C16 M11 Y13 K0 R221 G221 B221	 #E7E7E7 C7 M5 Y6 K0 R239 G239 B239

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PU - PUBLIC

D7.1 - DISSEMINATION AND EXPLOITATION PLAN, WITH COMMUNICATION ACTIVITIES AND KIT

## VERSIONS

### MAIN LOGO



### WHITE / LIGHT GREY LOGO

Where possible, the application of the main corporate logo must be prioritised.

There are an additional 2 versions of the FEDORA logo that may be used, depending on the material needed. A white/light grey logo for use on darker backgrounds, or on a base other than white/light colour.



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## VERSIONS (continued)

### CUTOUT LOGO

For use of the FEDORA logo where there is an image or graphic used and the logo is required - the 'cutout' logo should be used in order for the logo to be clearly seen (as shown right).



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PU - PUBLIC

D7.1 - DISSEMINATION AND EXPLOITATION PLAN, WITH COMMUNICATION ACTIVITIES AND KIT

## TYPOGRAPHY

Where possible, the font 'Carlito' should be used. In this font suite, you may use Regular, Italic, Bold or Bold Italic as appropriate.

Where you have many using a document, and in the cases of PowerPoint, Word etc, then the secondary font 'Calibri' should be used. This font is widely available on Word templates, PowerPoint etc

Both fonts listed above are Sans Serif, and are easily read in all formats. Both are of a similar style and size. The main font 'Carlito' is free to download from Microsoft.

### MAIN

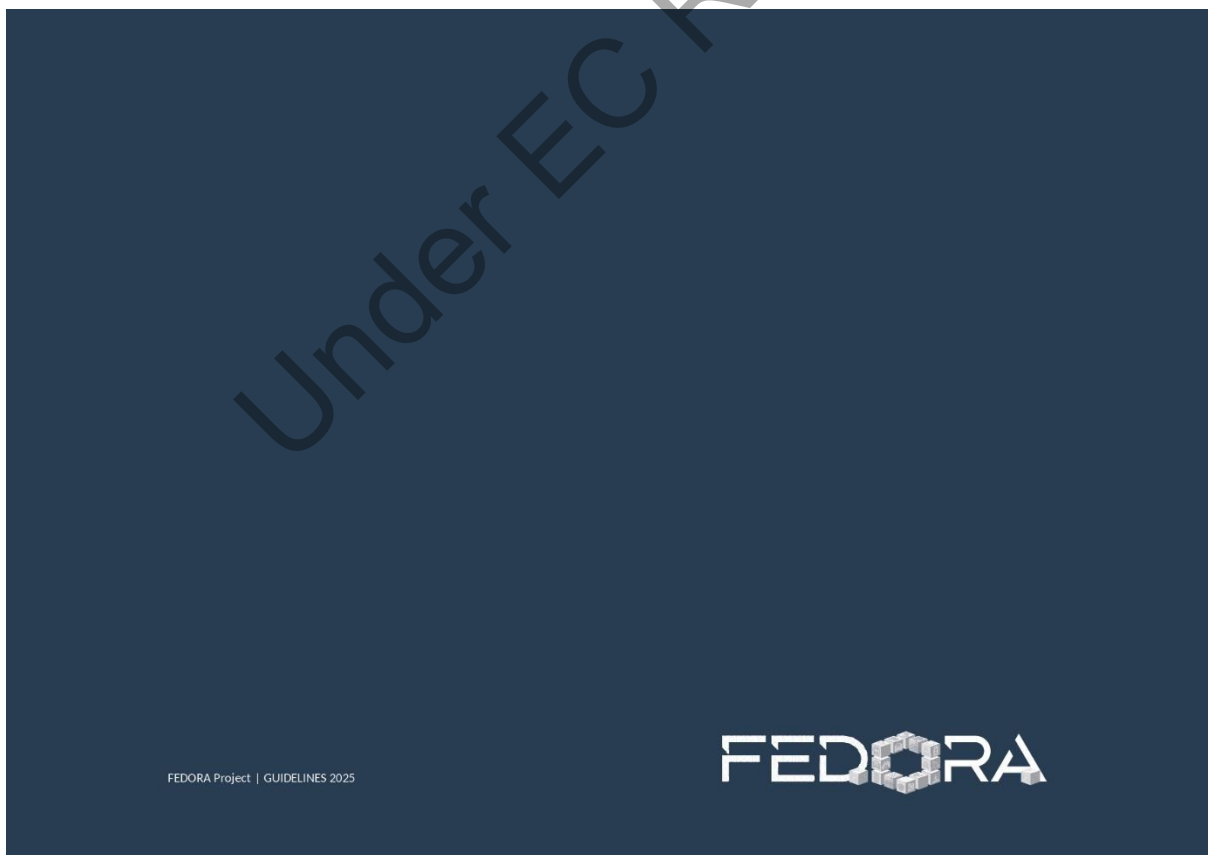
Carlito (Regular, *Italic*, **Bold** & ***Bold Italic***)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 | á à â ã ä å

### SECONDARY

Calibri (Light, Regular, Italic & Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 | á à â ã ä å



## PROJECT ABSTRACT

### Project Name

**FEDORA** (Federation of network optimisation services, simulation foresights, and data alchemy for adaptable, agile, secure, and resilient multimodal traffic management)

### Abstract

Lack of orchestration, structured and standardized integration protocols and metadata descriptors, incorporation of real-world traffic complexities and nuances, underutilization of valuable resources, model uncertainties and integration of micro-mobility services and VRUs result in suboptimal performance in addressing complex issues related to the management of mobility services and infrastructure and a divergence from EU's sustainable mobility targets. FEDORA aims to pave the way towards advanced traffic and network management through the development of a federated spaces platform offering a holistic framework of innovative solutions and services that

enable precise and pro-acting sensing of supply and demand, facilitate optimal operation of transport services, and advances learning and evolution in complex environments.

At the operational level, FEDORA offers a collaborative space of data that can realize advanced data alchemy processes using interconnected services and tools, a space of advanced traffic management optimisation services and a multi-modal simulation space to create and assess future mobility scenarios. The approach is validated in six thematic demonstrations in Vienna, the Basque country, Reggio Emilia, Nicosia, Budapest and Denmark, covering varying EU urban and rural contexts, infrastructure maturity levels, multimodal mobility services availability, organisation/operational structures and social conditions. Interaction with existing programmes on road mapping and recommendations at national, EU and global level will be promoted, allowing a multiplication effect of project's results.

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## AREAS



To ensure the proper visualisation and perception of the logo in all formats, there is a safety application area that establishes a minimum distance between texts and other graphic elements.

This exclusion zone should be considered at the height of the letters within the logo/name, taken from the outer edges of the logo - and above and below the logo itself (as shown right).

The smallest size for reproduction for the logo should be 30mm. Infographics are not visible at this scale but the name and colour blocks are identifiable. The infographics are still visible when looked at on a screen/zoomed in however.



30mm

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