My-TRAC

My TRAvel Companion.

Deliverable D7.1
Project logo and website

D7.1 Project logo and website

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0.1	21/12/2017	First version	Stefania PARNICI (UITP)
0.2	22/12/2017	Final version	Guido DI PASQUALE (UITP)
0.3	30/12/2017	Final quality revision	Josep Lluís LARRIBA (UPC), Arnau PRAT (Sparsity)

Legal Disclaimer

Executive Summary

The objectives of My-TRAC communication activities are to share information about My-TRAC beyond the project consortium and to raise awareness about it, targeting the relevant stakeholders, while giving visibility to the experiences of the My-TRAC pilots, including success and failure factors and lessons learned.

Among the various channels and communication tools developed in these strategies to reach out to specific target groups, a logo and a website dedicated to My-TRAC has been created.

The My-TRAC logo allows an easier identification by the public to ensure visibility and recognition. The logo is the central part of the project's graphical identity and it is going to be used for the project's templates (Word documents and Power Points presentation), the web site, the roll-up, the newsletter's banner and for printed materials (leaflets and brochure).

The My-TRAC website is a communication tool for the consortium partners, relevant stakeholders and the general public. It will share content, information and results designated to the public audience. It will be regularly updated in order to provide an up to date picture of the project, report the latest developments and announce upcoming events. The website addresses all target groups and is developed in a user friendly way, ensuring easy and smooth navigation.

My-TRAC web site is accessible at http://www.my-trac.eu/

The website will also include links to dedicated My-TRAC pages on social media, i.e. Twitter and subscription to the e-newsletter.

The website follows the following structure:

- Home;
- About;
- Pilot locations;
- News and Events;
- Partners;
- Library;
- Contact.

It has been published online on the 21nd of December 2017 and it will be accessible until August 2025. The design and the colours used follow the logo style, following the visual identity of the other communication materials.

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Abbreviations and Acronyms

AB	Advisory Board
CA	Consortium Agreement
DDP	Deliverable Development Plan
DoA	Description of Action
EC	European Commission
EoI	Expression of Interest
ERB	Ethics Review Board
GA	Grant Agreement
IPR	Intellectual Property Rights
OSS	Open Source Software
PC	Project Coordinator
P/M	Person/Month
PMR	Periodic Management Report
PO	Project Officer
QMR	Quarterly Management Report
WP	Work Package

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INTRODUCTION

The My-TRAC logo has been created following the design of other Shift2Rail projects, with a linear shape and brilliant colours. It is the core of the graphical identity of the project and is used for all project template and material.

The My-TRAC website is composed by seven different sections, named as following:

- Home;
- About;
- Pilot locations;
- News and Events;
- Partners;
- Library;
- Contact.

These sections are completed by a header containing the access to the private area, the project general email info@my-trac.eu and the link to Social Media (Twitter #H2020_mytrac, @H2020_mytrac), and by a footer displaying the project logo, the EU flag and the reference to the grant agreement, and a section with the Disclaimer and a search bar.

The website is online since 22th of December 2017 and will collect the contributions from the consortium partners, experts and eventually other external contributors.

LOGO

The project's logo has been designed in two versions: main logo colour blue with a white background (Figure 1) and main logo colour in white with a blue background (Figure 2). The details are in orange in both versions.

Figure 1. Logo, white background

Figure 2. Logo, blue background

1.1   LOGO DESIGN AND ITS USE

Since My-TRAC aims to research develop user-centric services to enhance the passenger multimodal mobility, the logo contains some graphical elements related to transportation and movement. In fact, the orange dots represents the different stops during a journey, which is graphically represented as a wire connecting all the letters of the project's name. The flag on the T recalls again an application and the use of a digital transport service.

The logo is used in all the parts of the website, as well as in the World template (Figure 3) and Power Point template (Figure 4).
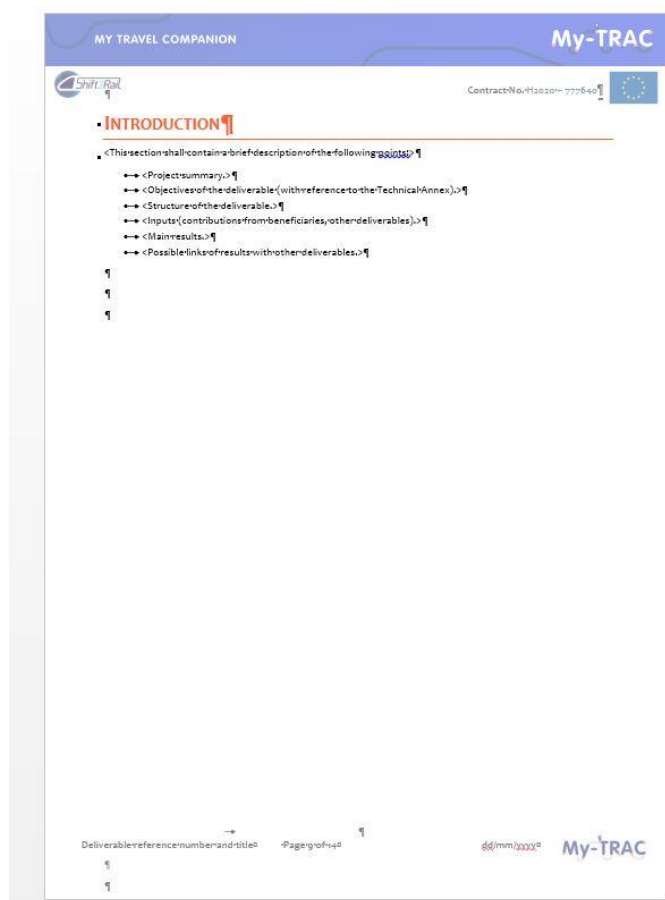
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Figure 3 Word template

Figure 4 Power Point template

Moreover, a banner with the logo has been created for a newsletter banner, either in white (Figure 5) or blue background (Figure 6)

Figure 5 Banner, white background

Figure 6 Banner, blue background

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WEBSITE STRUCTURE

In this chapter, the seven website sections and their content are briefly described with the support of screen-shots.

1.2 HOME

The Home[1] section presents the project logo, a general description, a Social Media link to Twitter, a preview of the news and upcoming event, and a section to subscribe to the newsletter (Figure 7).
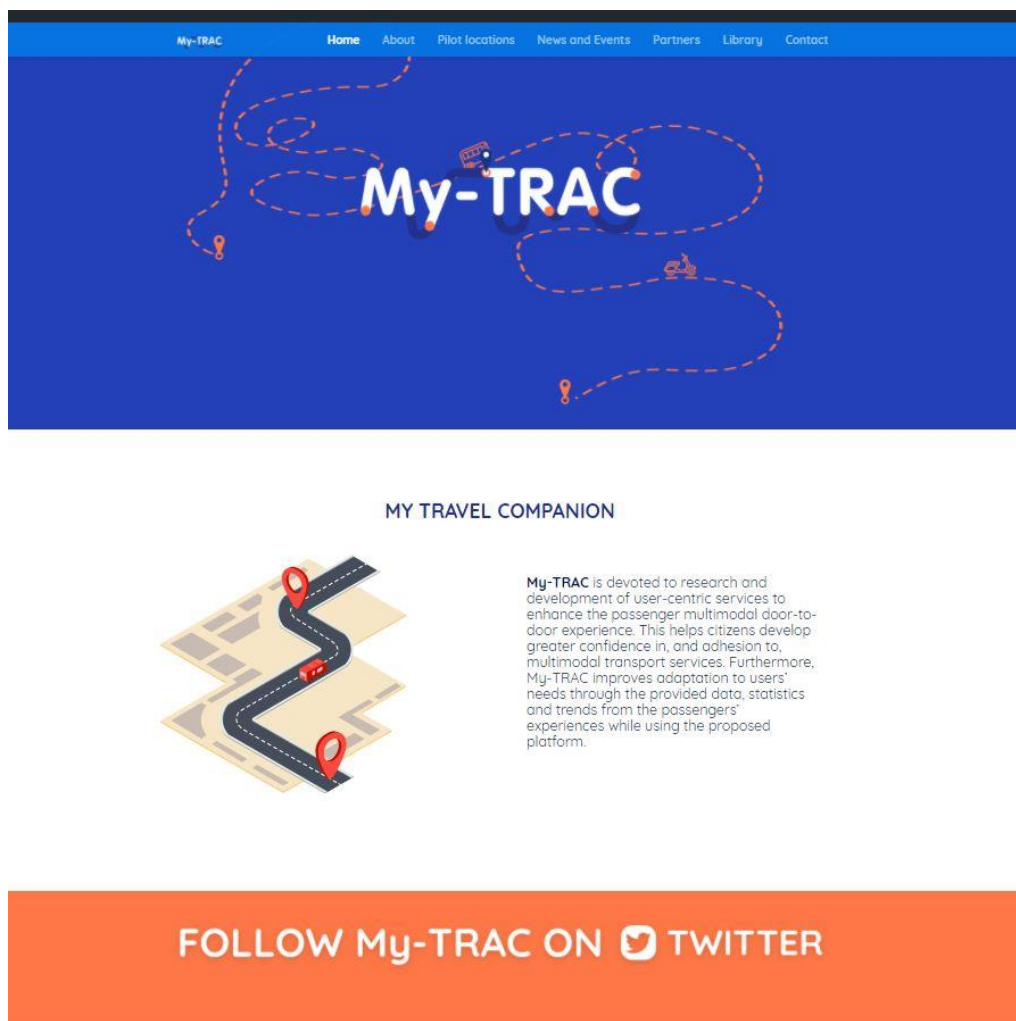
Figure 7 Section "Home"

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[1] http://www.my-trac.eu/

1.3 ABOUT

The About[2] section presents the vision of My-TRAC (Figure 8), followed by a section dedicated to the six specific objectives (Figure 9).
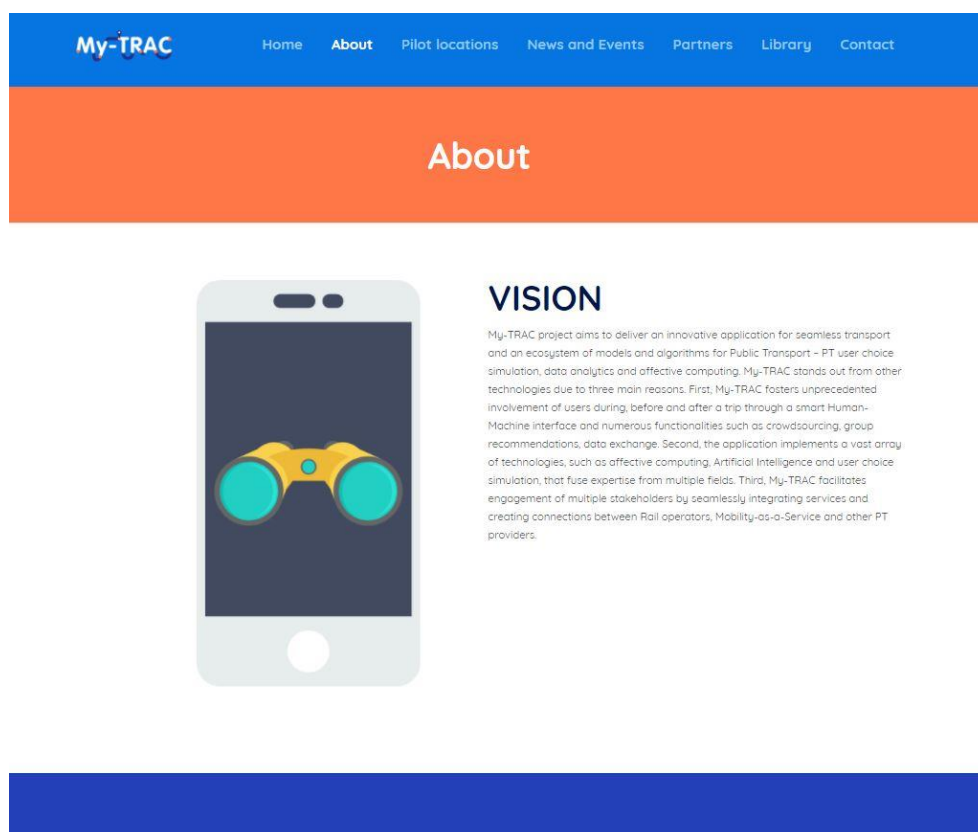
Figure 8 Section "About -Vision"
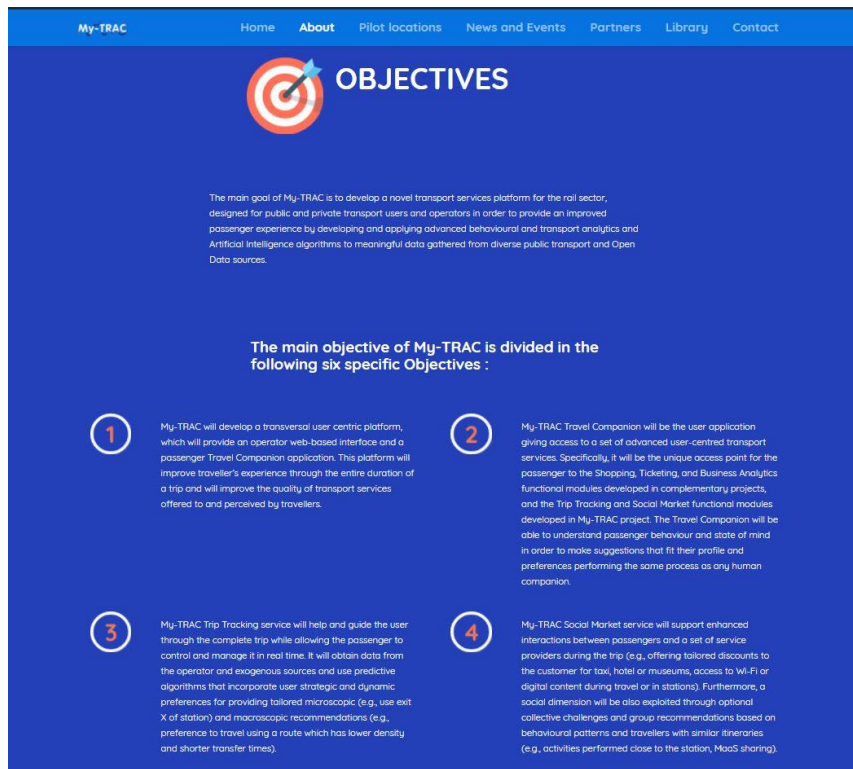
Figure 9 Section "About – Objectives"

1.4 PILOT LOCATIONS

The Pilot location[3] section presents a map with the location and the description of four pilots in Spain, the Netherlands, Portugal and Greece (Figure 10), introduced by a short overview of the role played by these pilots in the project (Figure 11).

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[3] http://www.my-trac.eu/pilots/

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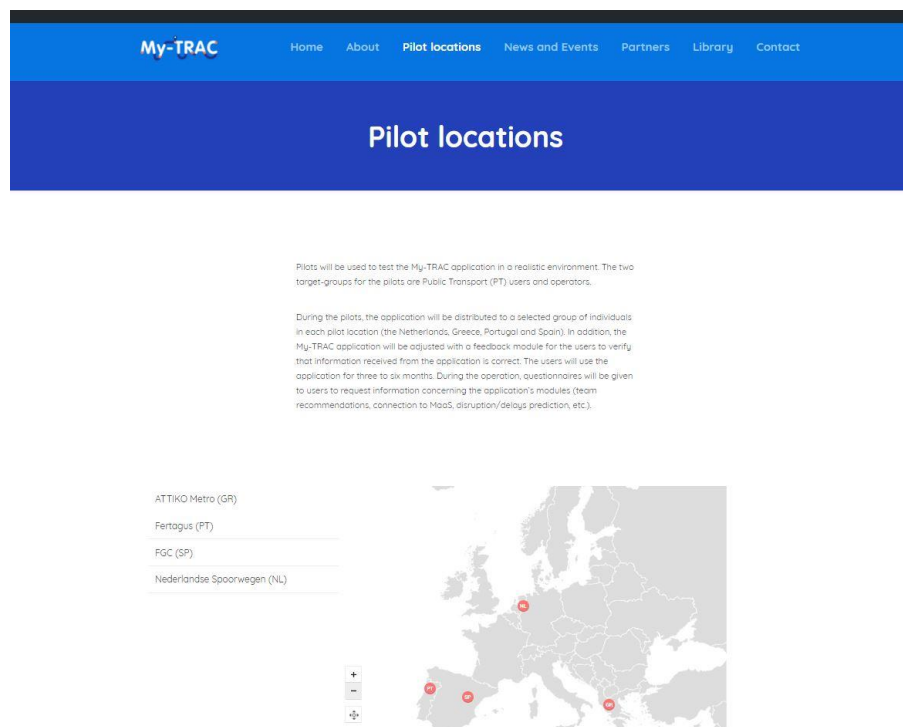
Figure 10 Section "Pilot locations"

Figure 11 Pilot locations' description

1.5 NEWS AND EVENTS

The News & Events[4] section collects articles and communications relevant for the project. Below the part dedicated to the news, there is a section where it is possible to subscribe to My-TRAC newsletter. An events calendar completes the page (Figure 12).
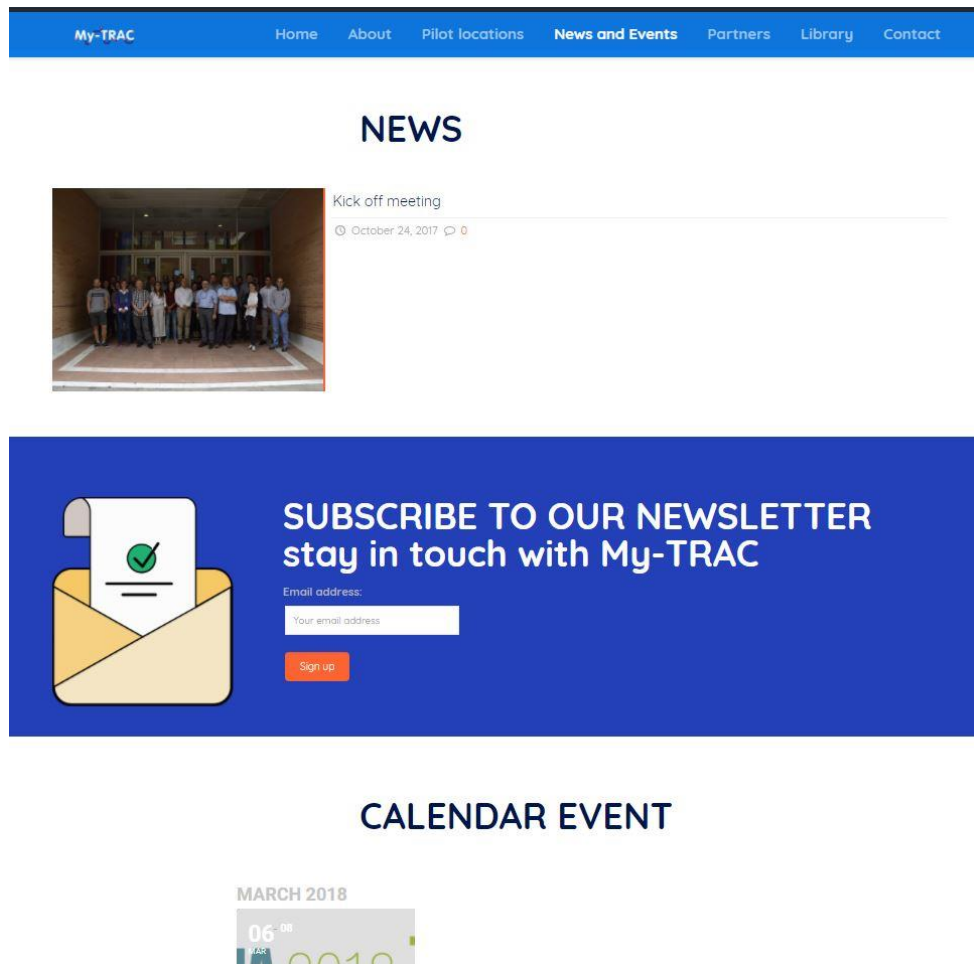

Figure 12 Section "News and Events"

1.6 PARTNERS

The Partners[5] section introduces the consortium partners of the My-TRAC consortium: for each partner the logo is displayed, followed by a short description and the official website (Figure 13, 14 and 15).
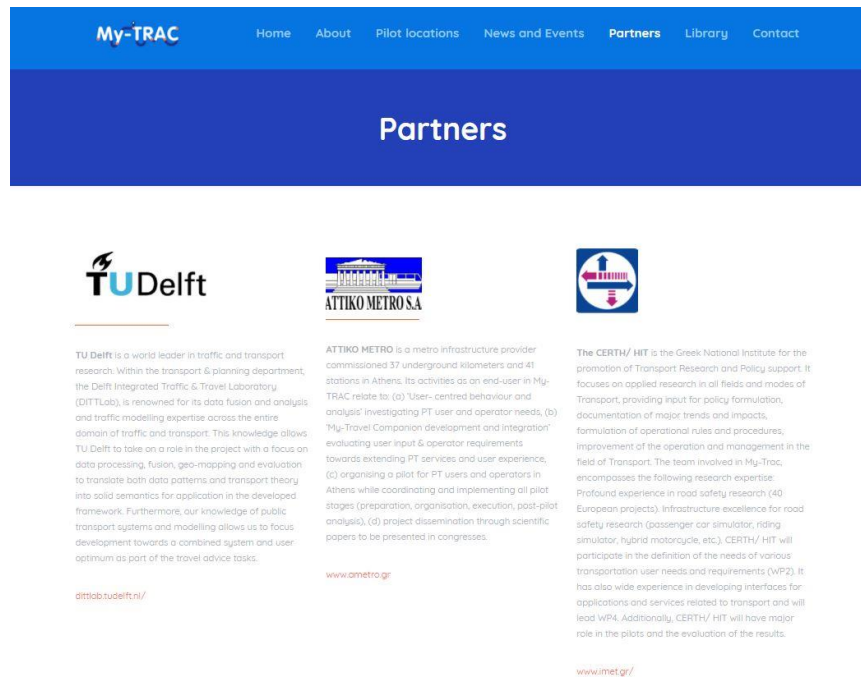
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[4] http://www.my-trac.eu/news/

[5] http://www.my-trac.eu/partners/

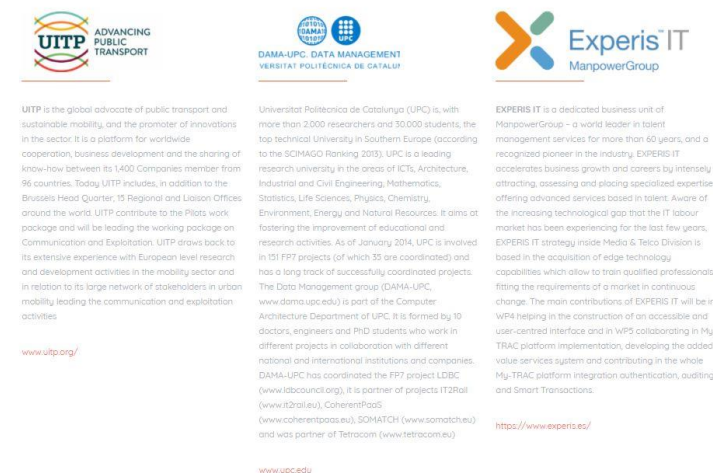**Figure 13 Section "Partners – TU Delft, ATTIKO Metro, CERTH/HIT"**

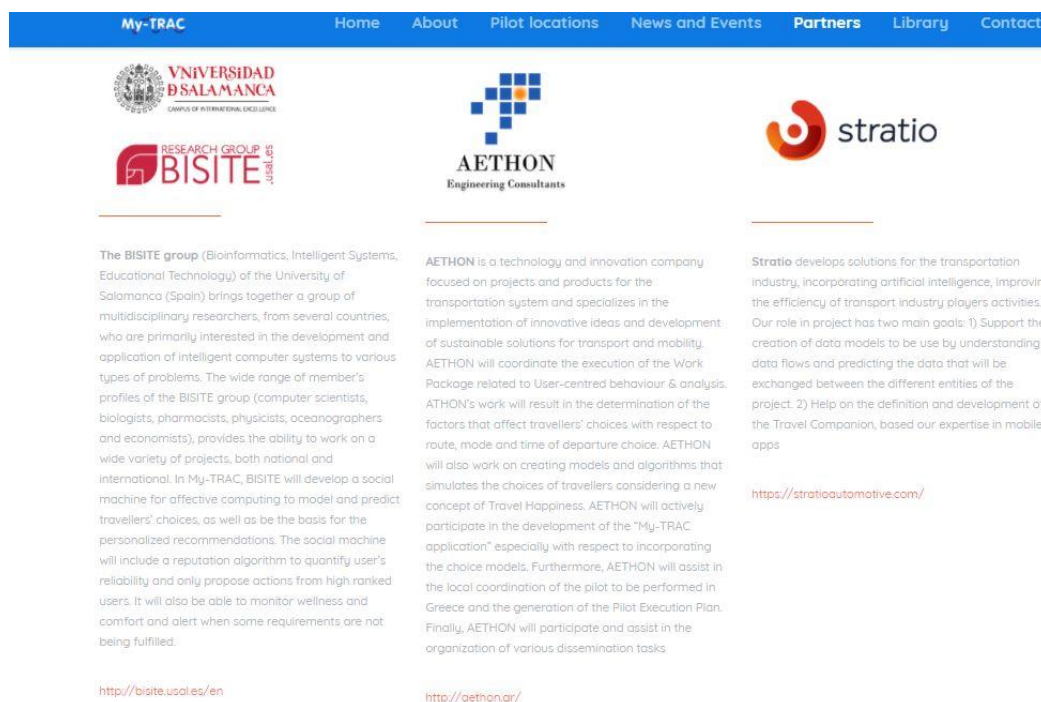**Figure 14 Section "Partners – UITP, UPC, Experis IT"**

Figure 15 Section "Partners – BISITE group, AETHON, Stratio"

1.7 LIBRARY

The part Library[6] is going to be dedicated to all materials related to the project, which will be uploaded there in different sections (Figure 16):

- Showcases and Presentations;
- Papers;
- Photo Gallery;
- Media.

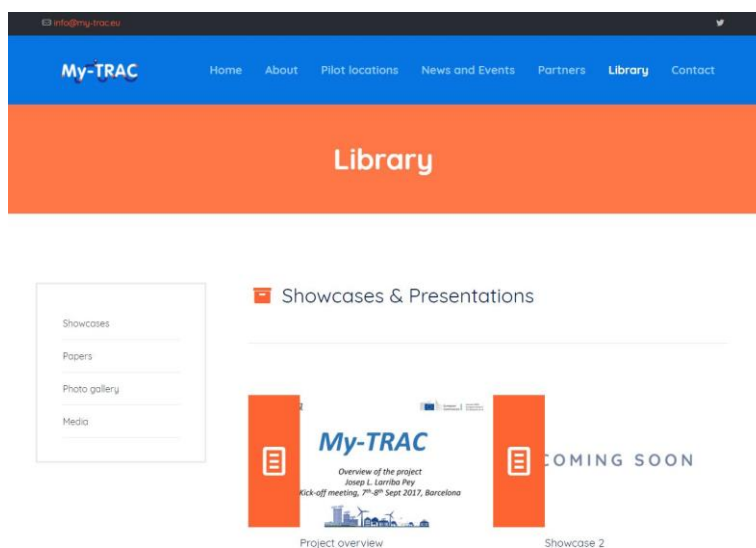---

[6] http://www.my-trac.eu/press/

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Figure 16 Section "Library"

1.8 CONTACT

The contact[7] section offers the possibility to send a message to the project consortium and contains the direct contacts of Mr Josep Lluís Larriba-Pey (UPC), coordinator of the project, and Mr Guido Di Pasquale (UITP), dissemination leader (Figure 17).

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[7] http://www.my-trac.eu/contact/

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Figure 17 Section "Contact"

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CONCLUSIONS

The logo will further be used for all the communication tools available, like in the newsletter, roll-up and printed materials.

The website will be regularly updated with news, events, articles, deliverables and other communication materials, with the aim of effectively communicate relevant news and updates to an audience as wide as possible. This communication channel, together with the Social Media and the e-newsletter, will build a community composed by different customer segments and keep engaged audience and the different stakeholders. All the content will be available also after the conclusion of the project (until 2025), so that the website will also serve as depository and a download point for project related information and deliverables also after the end of My-TRAC, supporting in this way the exploitation strategies of the project.

REFERENCES

[1]   My-TRAC Project: "Homepage". Accessed on 21/12/2017 http://www.my-trac.eu/

[2]   My-TRAC Project: "About". Accessed on 21/12/2017 http://www.my-trac.eu/about/

[3]   My-TRAC Project: "Pilot locations". Accessed on 21/12/2017 http://www.my-trac.eu/pilots/

[4]   My-TRAC Project: "News and events". Accessed on 21/12/2017 http://www.my-trac.eu/news/

[5]   My-TRAC Project: "Partners". Accessed on 21/12/2017 http://www.my-trac.eu/partners/

[6]   My-TRAC Project: "Library". Accessed on 21/12/2017 http://www.my-trac.eu/press/

[7]   My-TRAC Project: "Contact". Accessed on 21/12/2017 http://www.my-trac.eu/contact/