Multi-Moby

Deliverable 7.1

Project Website and Corporate Identity

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UoS	Patrick Gruber	Website revision
UoS	Davide Tavernini	Logo and website revision
IFAT	Sabine Dullnig	Deliverable template and website pictures

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1 Publishable Executive Summary

The Multi-Moby project website was prepared and made live on 27 January 2021. This was accompanied by the other typical features that form the corporate identity of a European project, i.e., the project logo, the presentation template, and the deliverable template.

Key Words

Multi-Moby; project logo; project website; presentation template; deliverable template

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2 Introduction

This deliverable report summarises the activities that were carried out by UoS – in liaison with the coordinator (IFAT) and the other Multi-Moby consortium participants – to build up a Multi-Moby identity, based on the project logo, the consortium website, the presentation template, and the deliverable template. The following pages of this informal deliverable report (Deliverable 7.1 is classified as 'other' in the Description of Work of the Multi-Moby grant agreement) show the main features of the Multi-Moby corporate identity tools.

3 Project logo

A selection of five project logos (Figure 1) was prepared by UoS and sent to the consortium participants, who voted for the preferred option. The resulting vote at the consortium level selected the logo option a), which is the most effective one in expressing the electric and automated nature of the Multi-Moby vehicles, the attention towards vulnerable road users, as well as the fact that the project will implement a fleet of vehicles. The logo is based on a colour scheme dominated by green and blue, which are the typical colours for electro-mobility applications.

a)   b)   c)

d)   e)
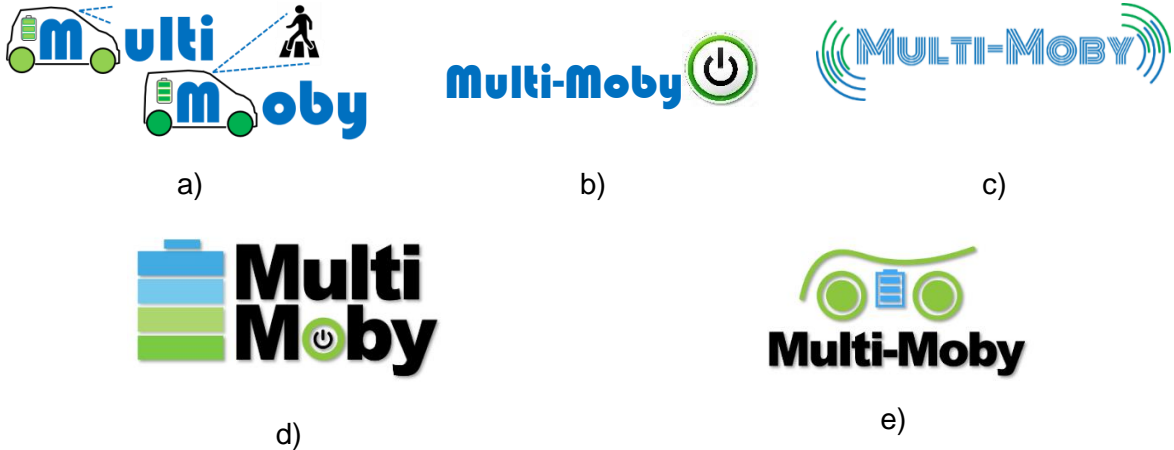
Figure 1: The five project logo options that were provided by UoS as possible choices to the Multi-Moby project participants

4 Project website

The consortium website, with the domain www.multi-moby.eu, went online on 27 January 2021. Extracts from the project webpages are shown in the screenshots reported in the following Figures 2-11. A detailed description of the project objectives from the project proposal – omitted from the following figures for conciseness – has been provided on the webpage, in order to be informative on the details of the technical activity of Multi-Moby. The Multi-Moby webpage will be subject to continuous updates throughout the project activity. The Dissemination and Download sections will allow to have access to the public deliverables, posters, newsletters, leaflets, as well as public project presentations.

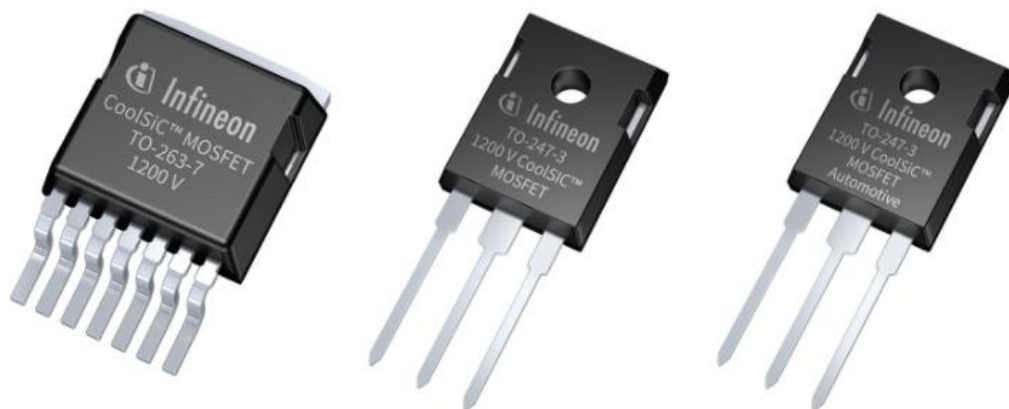Figure 2: Screenshot of the homepage of the Multi-Moby website

Figure 3: Screenshot of the 'About Multi-Moby' page of the Multi-Moby website

Abstract

MULTI-MOBY is an ambitious project aiming at quickly finalising the results of a cluster of European GV and FoF projects addressing the development of technology for safe, efficient and affordable urban electric vehicles. A fleet of multi-passenger and multi-purpose commercial vans will be manufactured assuring:

- Best-in-class safety for occupants and Vulnerable Road Users (VRUs) protection as required by the M1/N1 regulations

- Driving automation capabilities by adopting the most extensively tested sensing and computing platforms, with the addition of low-cost scanning and night vision functionalities

- High efficiency 48V and 100V powertrains adopting the most advanced power semiconductor technologies, including Si, SiC and GaN

- Robust battery packs based on hybrid cells with specific energy close to 200Wh/kg at pack level

- On-board charger integrating a DCxxV-DC12V converter optimised for the two voltages of interest

- A standardised low cost charging system able to operate DC charging at 48V and 100V

- Advanced Electric Electronic (EE) architecture with secure procedures for remote updates and upgrades of the firmware and predictive maintenance, by applying advanced artificial intelligence (AI) methodologies

- Application of low-cost, flexible, agile and lean manufacturing through a low-investment micro-factory concept

- Competitive price positioning with respect to existing and forthcoming fully electric urban passenger and commercial vehicles.

Figure 4: Screenshot of the 'Abstract' page of the Multi-Moby website

Objectives

- Objective 1: Develop a vehicle fleet

- Objective 2: Demonstrate high safety for occupants and vulnerable road users

- Objective 3: Autonomous-capable vehicles

- Objective 4: Advanced low voltage powertrains

- Objective 5: Advanced energy storage and efficient charging at 48 V and 100 V

- Objective 6: Zone-partitioned Electrical and Electronic architecture

- Objective 7: Road testing

- Objective 8: Rapid implementation and affordability

Figure 5: Screenshot of the 'Objectives' page of the Multi-Moby website (the technical details of the individual objectives are reported under each objective, and are omitted for conciseness in this deliverable)
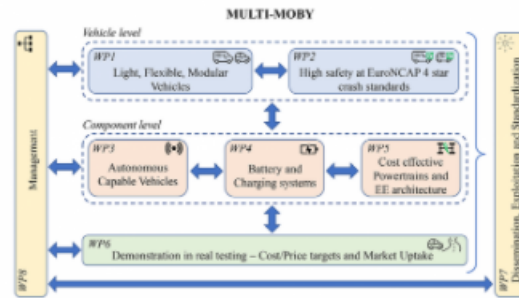
Figure 6: Screenshot of the 'Methodology' page of the Multi-Moby website

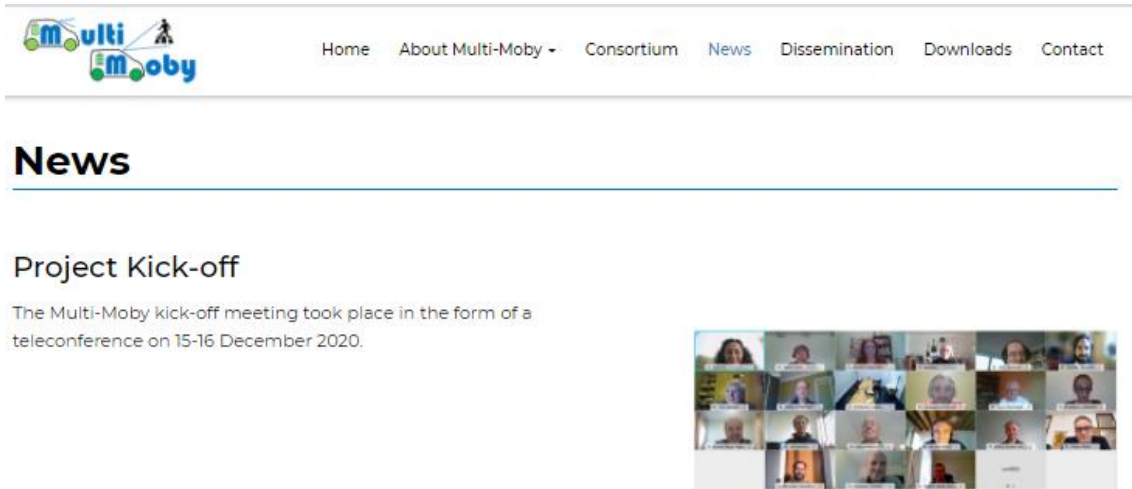Figure 7: Screenshot of the 'Consortium' page of the Multi-Moby website

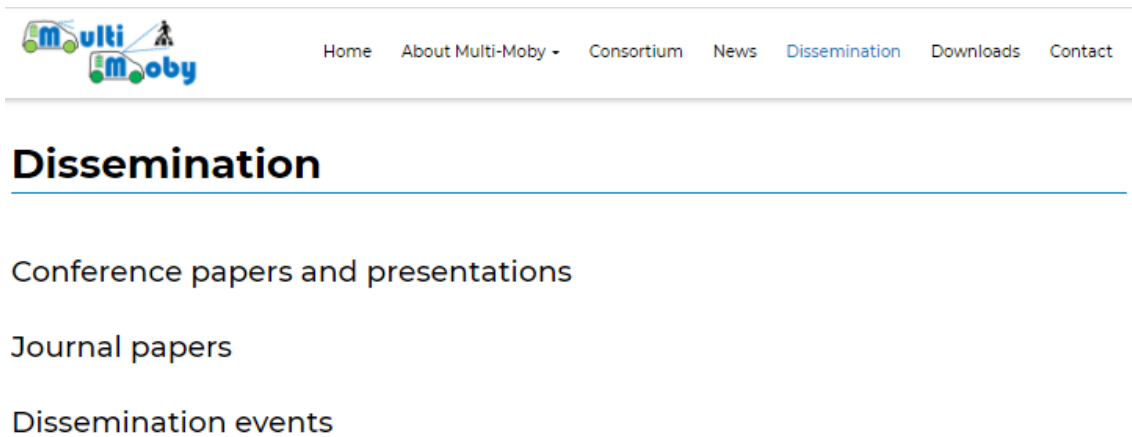Figure 8: Screenshot of the 'News' page of the Multi-Moby website

Figure 9: Screenshot of the 'Dissemination' page of the Multi-Moby website
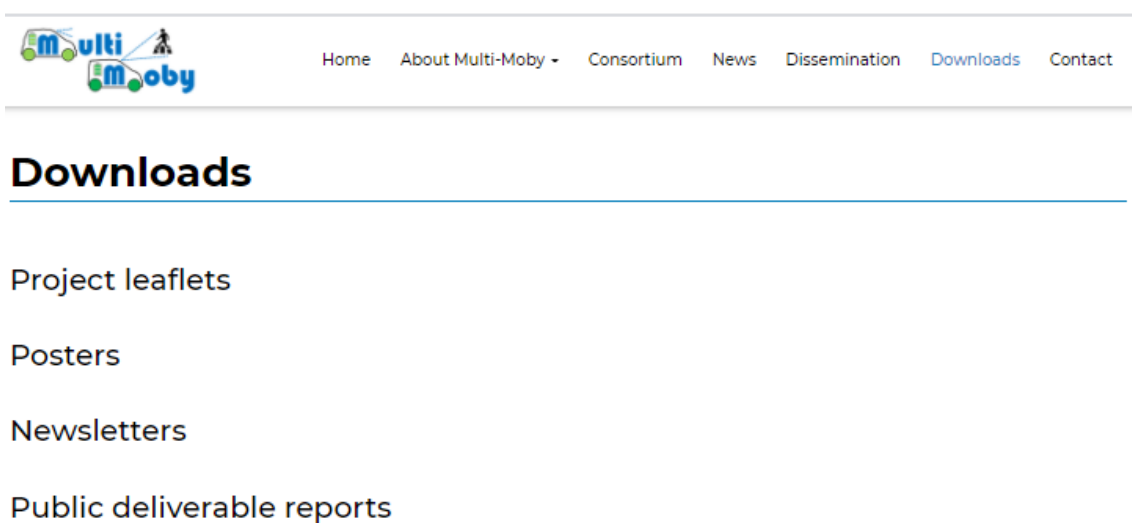

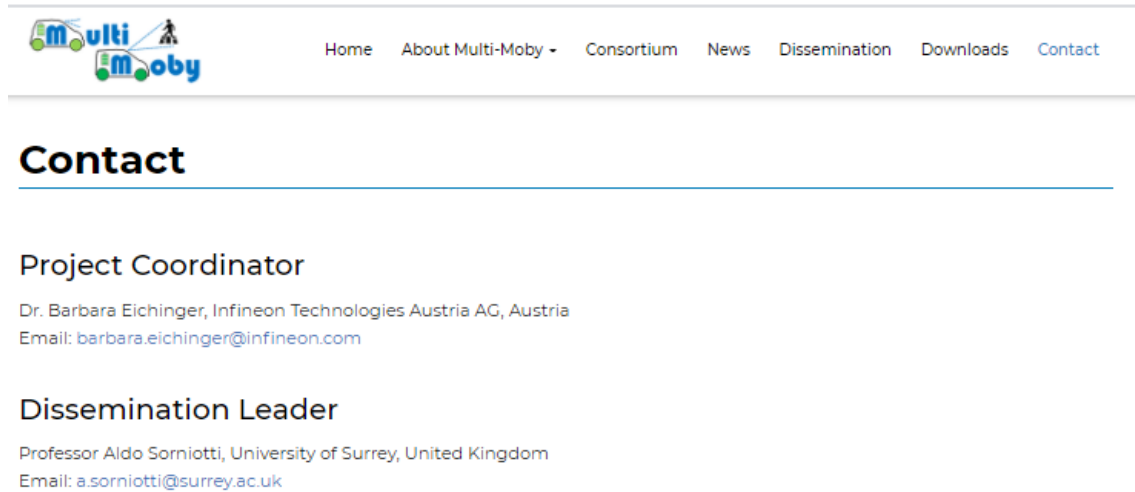Figure 10: Screenshot of the 'Downloads' page of the Multi-Moby website

Figure 11: Screenshot of the 'Contact' page of the Multi-Moby website

5 Presentation template

The Multi-Moby presentation template, to be adopted by all participants for the project presentations, uses the previously discussed logo and green and blue colour scheme, see Figure 12.
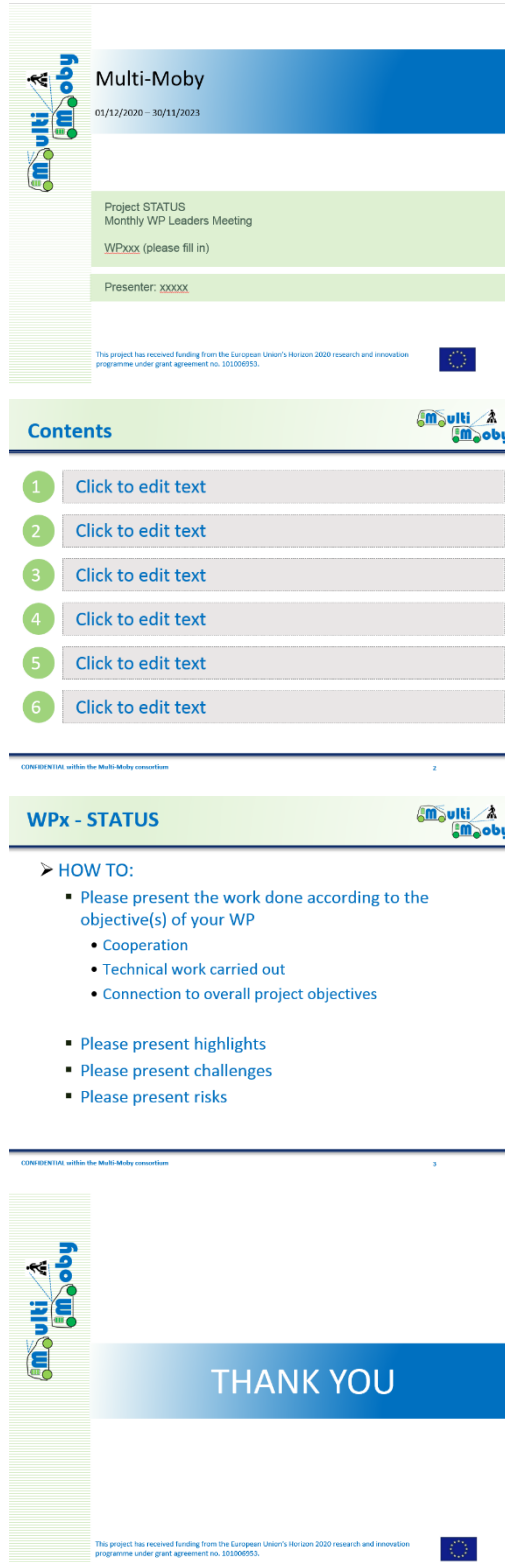
Figure 12: The Multi-Moby presentation template

6 Deliverable template

The Multi-Moby deliverable template uses the project logo and the typical features of European Horizon 2020 project deliverables, see Figure 13.

Figure 13: The cover page of the Multi-Moby deliverable template

7 Summary and Conclusion

The Multi-Moby project logo was selected after a vote within the Consortium, among a selection of five logo proposals. The chosen logo is characterised by a clear indication of the main project features, i.e., the fact that the project deals with a fleet of electric vehicles with some form of automated driving capability, and has a special focus on the protection of the vulnerable road users. Moreover, the logo mainly uses green and blue colours, which are the typical colours associated with electro-mobility applications.

The Multi-Moby project website (www.multi-moby.eu) went live on 27 January 2021, and includes the typical set of information of Horizon 2020 project webpages, i.e., it acknowledges the European funding, covers the project abstract, objectives (which are extensively reported from the project proposal to be informative to the readers with a technical background), methodology, consortium composition, news and contacts, and allows to download the public project deliverables as well relevant material, such as project leaflets, posters and public presentations. Some pictures of the Multi-Moby vehicles and devices to be implemented or tested are included in the website. The Multi-Moby website will be continuously updated throughout the project execution.

Consistently with the logo and graphics of the project website, the Multi-Moby presentation template and deliverable template were prepared, to provide overall coherence to the Multi-Moby communication activities.

8 List of Figures