



Deliverable D6.1

Report on the initial communication set

Lead beneficiary: L-UP

Due date: M4

Actual submission date: 30/04/23 (M4)

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Project acronym	D-STANDART
Project title	Durability modelling of Composite Structures with arbitrary lay-up using standardised testing and artificial intelligence.
Funding scheme	RIA
Start date of the project	01/01/2023
Duration	36 months
Project coordinator (organisation)	Dr Vis Dhanisetty (NLR)
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Executive summary

The **D6.1: “Communication material set”** planned at M4 aims at creating a graphic identity for the D-STANDART project and also formalizes the release of the Dissemination set (Poster, Kakemono).

As a visual tool to which anyone can refer, it plays a significant role in the way the project presents itself both at the internal and at the external level. Indeed, the components of this tool convey the project purpose, spirit and ambitions and will allow the stakeholders from research and industry but also a broader community like general public, to easily identify the D-STANDART project through its specific design codes.

In that sense, this deliverable serves a wide promotion of the project and facilitates communication and dissemination by providing the project with visibility and identity, thus contributing to its image and reputation.

Through its logo and graphic chart, the identity set expresses the values and ambitions of the D-STANDART project and plays a symbolic role in creating a notion of identification. The identity set was provided by LUP with the support of a communication agency, and was validated by the Coordinator NLR and the project consortium.

Together with the corporate ID, the traditional communication set elements (poster and kakemono) are key corner stones of the project communication, to ensure the maximum impact and recognition of the D-STANDART project. They are **daily instruments for the visibility of D-STANDART** among the selected communities and target groups, at national, European and international levels, as identified in the DoA (GA annex I) and the Communication Dissemination & Exploitation plan (D6.2, D6.6), but **also for partners’ daily internal exchanges** and team spirit. All partners are invited to use the official project templates and promote the project, to a reasonable extent and upon the EC approval, and mainly via electronic means (avoiding unnecessary printing).

This deliverable describes the project corporate ID and the two communication set tools, i.e., the project kakemono and the official project poster.

Further information about the publication policy as well as communication and dissemination actions planned in D-STANDART are described in the Preliminary Communication Dissemination & Exploitation plan (D6.2, due by M6); while procedures, rules and obligations of all beneficiaries applying to dissemination, including validation and archiving, are detailed in the Project Management Plan (D7.1, M2).

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	Full Name	Organisation	Date
Coordinator	Vis Dhanisetty	NLR	29/04/2023
WP Leader	Peggy Favier	L-UP	29/04/2023
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Other (Quality)	Candice Quinon	L-UP	30/04/2023

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Distribution list

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Project Officer Yanaris ORTEGA GARCIA	EC/HaDEA

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Glossary

Acronym	Signification
AI	Artificial Intelligence
DAP	Dissemination Action Plan
DoA	Description of Action
HD	High Definition
LCA	Life Cycle Assessment
RTO	Research and Technology Organizations

1. Corporate ID (logo, graphic chart)

1.1. Content

The project identity set, which will guarantee a consistent graphic and visual identity throughout the project lifetime and beyond, is made of the following items:

- › A logo;
- › A graphic chart for the tools/communication media to be prepared.

Both elements are meant to be used during any internal and external communication action or event related to the D-STANDART project.

1.2. Logo

Creating the project logo was essential to position the project in a distinctive, original and aesthetic graphic universe.

Project briefing was carried out between LUP and NLR on one side, and LUP and the communication agency on the other side, guided by a project pitch (based on the project summary available in the DoA and D1.1 PMP), selected keywords (technical and more general ones conveying the values sustained by the consortium and the project) to present the project in a very pedagogic ways to the graphic designers:

- › *Fatigue, composites, durability, modelling, standardisation, manufacturing, AI, LCA*
- › *Design and manufacturing cost and processes optimisation, performances, sustainability, digital technologies, greening of transportation, aviation, automotive, wind turbine, renewable energy....*

Based on the values of the project, several graphic tracks and associated logos were proposed (>3 different ones) by the communication agency. Then several validation loops were implemented for the maturation of the chosen track.

The logo and the baseline (slogan) chosen (“for Durability Modelling of Composites”) for the project are presented below:



Figure 1: D-STANDART official logo (with or without baseline)

The logo exists in two declinations: with white background (primary) and unicolored in light green for dark backgrounds (alternative).

The logo file is available in .png, .jpg .pdf, and .eps formats, as well as in HD for printing for the use of consortium members. All files can be downloaded by partners from the project internal secured documents repository SharePoint > folder Communication & Dissemination > Logos > D-STANDART logo.

1.3. Graphic identity

The graphic chart to be used in all D-STANDART communication supports was created in line with the “spirit” conveyed by the logo. Below are screenshots of the chart that was created and applied to project documents.

Deliverable D7.1
Project Management Plan
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Grant Agreement number:	GA 101091409
Project acronym	D-STANDART
Project title	Durability modelling of Composite Structures with arbitrary lay-up using standardised testing and artificial intelligence.
Funding scheme	RIA
Start date of the project	01/01/2023
Duration	36 months
Project (organisation) coordinator	Dr Vis Dhanisetty (NLR)
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0	24/01/2023	Initial version	Favier (LUP)
1	07/01/2023	Editing and comments, updates linked to transition to Sharepoint, Export Control, EC style guide	Dhanisetty (NLR), Favier (LUP)
2	19/02/2023	Proof and various suggestions, added Zenodo Link	Pascoe (TUD); DeMarchi (NLR), Taylor (NCC); Favier (LUP)
3	21/02/2023	Additional editing	Dhanisetty (NLR), Favier (LUP)
4	27/02/2023	Completed GenA/ EB repr., withdrawn ResearchGate page	Favier (LUP)

Distribution list

Name	Organisation
D-STANDART Consortium	N/A
Project Officer Yvanis ORTEGA GARCIA	EC / HADEA

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Figure 2: D-STANDART graphic chart for Word documents

Project Overview
 D-STANDART
 by DHANISSETTY (NLR)

Chapter 3: D-STANDART in a nutshell
 Consortium, Effort in PM, Duration

NLR	UT	TUD	HMI	LUP	SUZ	UB	NCC	ICO	Total:
71.4 PM	79 PM	97.5 PM	41 PM	25 PM	42 PM	91.2 PM	35 PM	30.5 PM	362.6 PM

GA: 101091409
 Start: 1 January 2023
 Duration: 36 months

6 Beneficiaries
 3 Associated Partners
 4 European countries

5 RTOs
 1 IND
 2 SMEs

Chapter 4: D-STANDART WBS
 And iterations

```

    graph TD
      W1[W1: Initial dissemination testing 100] --> W2[W2: Aircraft production]
      W1 --> W3[W3: Effect of manufacturing environment]
      W2 --> W4[W4: Life cycle analysis]
      W3 --> W5[W5: Digital Assets (DA)]
      W4 --> W6[W6: Digital Assets (DA)]
      W5 --> W7[W7: Project coordination NLR]
      W6 --> W7
      W7 --> W8[W8: Cross-organisational and cross-domain]
  
```

Figure 3: D-STANDART graphic chart for PowerPoint slides deck

Particular attention was paid to the readability and clarity of symbols, the selection of harmonized fonts, tones vis-à-vis the different supports to be applied, etc. The graphic chart was used to produce the project poster and roll-up banner (cf. section 3), and it will be further used for any kinds of project documents in Word or Power Point formats, both public material and confidential/restricted material. Having a common layout and graphic chart guarantees a professional and consistent look, not only for exchanges between partners, but also with the European Commission and with external stakeholders.

All D-STANDART templates can be downloaded from the project internal secured documents repository SharePoint > folder Templates, guidelines.

2. Initial Dissemination Set

The dissemination set is the traditional essential toolbox for scientist and managers to disseminate results, in particular during conferences and fairs. It is composed of the following components:

- › A Kakemono
- › A Poster

Attention was brought to readability of graphic elements and texts (font size w.r.t. actual size of printed material).

The dissemination set files are available in HD in SharePoint internal platform. File versions including regular margins are provided for professional printing for partners own use or for the EC if required.

2.1. Kakemono

The main objective of the D-STANDART kakemono (also designated as “roll-up banner”) is to provide a snapshot of the project and its consortium. It will be used at conferences and other relevant events.

The advantages of using a roll-up banner for the project are the following:

- › Cost-effective way to grab attention of the target audience;
- › Eye-catching way to show off the project logo;
- › Easy to assemble;
- › Compact in size which makes it easy to use, display and store;
- › Portable and transportable;
- › Durable and reusable.

The roll-up banner format is 80 x 200 cm. Unlike leaflets or detailed project presentations, the roll-up banner only provides “high level” information to satisfy the requirements listed above. Practically speaking, the kakemono should be readable at a distance of 4 meters (for visitors at fairs passing by the stand, or attendees looking for a workshop room at main entry, etc.)

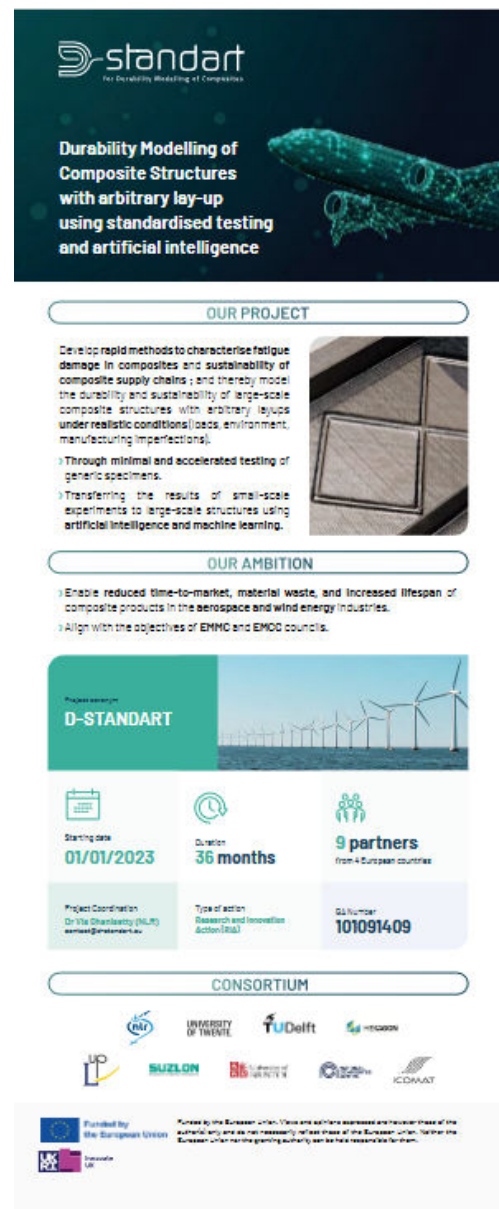


Figure 4: D-STANDART kakemono

2.2. Poster

The main objective of the D-STANDART general poster (see Figure 1) is briefly illustrate the project, its context, objectives. and the consortium a S&T dissemination during conferences and workshops, for scientists involved. It has been designed for standard formats required by conferences organizers (usually 60 x 90 cm, marginally 80 x 120 cm which was preferred for D-STANDART). Although partners may print as many copies as necessary depending on their needs, the usage of electronic distribution is recommended mainly for environmental reasons.



Figure 5: D-STANDART general poster

Two possible simplified PowerPoint poster mock-ups are also derived from the general presentation poster and provided internally to the consortium to allow the D-STANDART scientists involved to prepare their own poster highlighting specific results (e.g. for Post Doc or PhD poster presentations).

The poster features a dark blue background with a glowing green composite aircraft wing structure. The 'standart' logo is in the top left, with the tagline 'for Durability Modelling of Composite'. The main title reads 'Durability Modelling of Composite Structures with arbitrary lay-up using standardised testing and artificial intelligence'. The poster is divided into several sections: 'OUR PROJECT' (describing the development of a durability model), 'OUR AMBITION' (listing goals like reduced time-to-market and increased fiber use), 'CONSORTIUM' (listing partners like RWTH Aachen, TU Delft, Hexagon, etc.), and 'DISCOVER MORE' (providing contact info and QR codes). A 'Funded by the European Union' logo is at the bottom left.

Figure 6: D-STANDART poster PowerPoint mock-up

3. Conclusions and Outlook

Through its logo and graphic chart, the identity set expresses the values and ambitions of the D-STANDART project and plays a symbolic role in creating a notion of identification. The identity set was provided by LUP with the support of a communication agency (registered as "other goods and services" under a framework contract), and was validated by the Coordinator and the project consortium.

The logo and graphic chart are the essential bricks of the Preliminary Communication Dissemination & Exploitation plan (D1.6), building the team spirit and the awareness on the project. Reporting of communication and dissemination activities based on the D-STANDART Communication set will be provided in the interim (internal) and Periodic Reports.

This set has been complemented by a general project overview presentation validated by the General Assembly and available for partners to efficiently inform about D-STANDART in its early stages of development.

The project presentation video (D6.1 due by M9) will complement the communication kit of the project and will be publicly available on D-STANDART public website, planned at M6 (as part of D6.2, a [placeholder webpage](#) is thus already available since M1), shared on social media (Linkedin, Youtube).