



**ICT SERVICES FOR ELECTRIC VEHICLE**  
Enhancing the User Experience

# **STYLE GUIDE FOR LOGO USAGE**

creating sustainable **transport**

## LOGO USAGE

### Colour form



#### Colors:

**Blue** 81C 43M 20Y 2K Pantone 646 C #3E7DAA

**Grey** 65C 49M 47Y 20K Pantone Cool Gray 11 C #626568

### Monochrome white (negative)



The **ICT4EVEU logo** should always be reproduced in **color**. When printing in one color, always use black or white for the logo.

Do not use the logo in its negative form on anything except a **dark background**.

### Logo shown in black

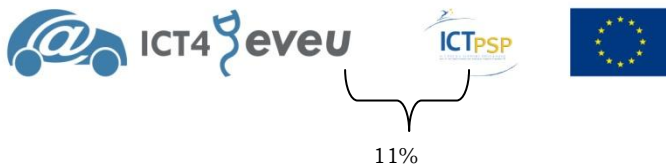


### Minimum reproduction size

15 mm; 100 px wide (WEB)



### ICT4EVEU + EU Flag



The ICT4EVEU logo should be reproduced along with the **ICT PSP program** and the **EU official logo** at least once in all applications developed: reports, covers, promotional materials.

When displayed together, allow a separation of 11% the whole printed area. They can also be used separately but always in the same visual plane, as in the .ppt template.

## INCORRECT USES

The logo cannot be **cut apart** or **positioned** in any way that will disturb the integrity of the design.

Do not use parts of the logo or **separate** any element from the text in print materials. The image part of the logo, the car, can be used separately only for internet purposes. *(This indication has been added to the latest version of this guide, March 2012)*



To be used only on the Internet



Never **expand** the logo. Never **condense** the logo.



Do not **rearrange** the elements of the logo.



## TYPOGRAPHY

The following are the preferred typefaces to be used in association with the ICT4EVEU logo

The suggested typefaces should be used in association with the logo on external publications. Consistent use of these typefaces will establish a long-lasting, easily recognizable and memorable visual identity.

These typefaces are recommended for most UW System communications. Other typefaces may be used on publications of an ephemeral nature and/or those that will receive limited distribution. An event invitation, for example, may use a typeface appropriate to the season.

This is Arial 11 point type  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**This is Arial bold 11 point type**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

This is Arial Narrow 11 point type  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**This is Arial Narrow bold 11 point type**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

This is Bookman Old Style 10 point type  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
Bookman Old style

**This is Bookman Old Style Bold 10 point type**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

# APPLICATIONS

## Leaflet

Due to the increasing awareness of climate change and the rising of fuel and oil prices, sustainable transport systems with lower carbon emissions have presented great of the world's developed countries to step up the research, demonstration and deployment of transport systems that use more energy efficient and less fuel-dependent vehicles.

In this context, **electric mobility** is seen as one of the largest opportunities to radically change today's transport system and make a quantum leap into the next generation of sustainable mobility.

The **ICT4@EVEU** project intends to facilitate and enhance the user experience and awareness of electric vehicles both individually and collectively by developing a set of ICT-based services for Electric Vehicle focused on the integration of innovative technologies. This project is included in the Information and Communication Technologies Policy-Report Program ICT4@EVEU Smart Connected Electro-Mobility.

A consortium of **16 partners and public organizations** from the UK, Slovenia, Austria and Spain work together in this initiative managed by the Government of Navarra that it is going to be developed from 2012 to 2014.

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Head of Information and Innovation Strategy  
Enterprise and Innovation Division, Government of Navarra (Spain)  
E-mail: clyopez@navarra.es

**ICT4@eveu**  
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www.ict4eveu.eu

ICTPSP logo and European Union flag.

**CHALLENGES FOR EUROPE'S TRANSPORT**

- SAFETY
- ENERGY EFFICIENCY (EMISSIONS)
- GROWTH IN DEMAND
- BALANCE BETWEEN MODES
- MAKE USE OF RAIL INCLUDING ICT
- HIGH-GROWTH DEMAND
- AGING OF EUROPE'S POPULATION

**ICT4@EVEU** will contribute to the creation of a sustainable transport system with lower carbon emissions.

**PILOT 1: BARCELONA AND MADRID**

The scope of the ICT services is the integration of different **Management Systems** operating on:
 

- Existing electric vehicle infrastructures in the cities where the pilot projects will be developed, so that related services are deployed making use of these inter-connected infrastructures (charging points, control centers and vehicles).
- **ELECTRO-MOBILITY IMPLIES ELECTRIC VEHICLES ARE NOT FULLY INTERCONNECTED WITH A WELL-ADAPTED TRANSPORT SYSTEM.**

**PILOT 2: BARCELONA AND MADRID**

The objective is to develop a general management system of electric vehicle infrastructures covering mobility in an area of 100 km among the cities of Valencia and Pamplona. It will consist of the development of value added E-energ services for the EV drivers.

A second approach will be included in the pilot system and interconnect. The services will be deployed taking into account both of them.

**PILOT 3: LISBOA AND MADRID**

The idea is to develop services on top of the present charging infrastructure already developed in the cities and to share some of them with the neighboring cities in the region. Project customers should enable citizens to travel through the project area without the problem of not being able to use the entire available charging infrastructure. Local/national systems should be prepared in advance to cope with the expected development of electro-mobility.

**PILOT 4: LISBOA AND MADRID**

The idea is to develop services on top of the present charging infrastructure already developed in the cities and to share some of them with the neighboring cities in the region. Project customers should enable citizens to travel through the project area without the problem of not being able to use the entire available charging infrastructure. Local/national systems should be prepared in advance to cope with the expected development of electro-mobility.

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## PPT Template

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