



D10.12: Second Update of Project Visual Materials

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D10.12:

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Technical References

Project Acronym	INCIT-EV
Project Title	Large demonstration of user centric urban and long-range charging solutions to boost an engaging deployment of electric vehicles in Europe
Project Coordinator	CIRCE mzarzuela@fcirce.es
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¹ PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)



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Document history		
V	Date	Beneficiary partner(s)
1	24/06/2021	First Draft - CIRCE
2	25/06/2021	Quality Revision - RSA
3	28/06/2021	Final Version - CIRCE
4	04/01/2022	First Update of Visual Materials - CIRCE
5	12/01/2023	Second Update of Visual Materiales - CIRCE
6	28/12/2023	Final Update of Visual Materials - CIRCE

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0 EXECUTIVE SUMMARY

This document is the deliverable “D10.12 – Final Update of Project Visual Materials” of the H2020 project INCIT-EV (project reference: 875683).

This manual serves as a living guide for the identification and visual communication of INCIT-EV.

It includes the identity of the brand, the versions, colours, fonts and applications that should not vary in any case.

It is recommended to always use the high-quality version for printed documents and the screen version for digital documents.

The idea of INCIT-EV logo came up with three main concepts: Future, Movement and Electric in order to obtain an impressive and memorable symbol expressing, summarizing and giving visual image and essence to these three words applied to smart mobility.

Also shown are materials that can be made in the future. Some of the materials shown are examples and will be adapted according to the objectives and the context in which they are to be used.

The **first update** included the visual design of external housing of chargers to be used in the INCIT-EV Use Cases. **The second update included a new visual map of the demonstrators, a 2nd version of the flyer of the project and some real pictures of the demonstrators with the INCIT-EV visual identity.**

The third and final update includes additional real pictures of INCIT-EV Use Cases.

The delivery of this deliverable is done in accordance to the description in the Grant Agreement Annex 1 Part A with no time deviation and no content deviation from the original planning.



1 VISUAL IDENTITY

1.1 Logotype size

Figure 1 – INCIT-EV Logo size and exclusion zone



2cm

If the logo does not include the caption, it can be included up to a minimum of 2 centimetres wide to ensure its correct display, and the height will be proportional.



5cm

If the logo includes the caption, it can be included up to a minimum of 5 centimetres wide to ensure its correct display, and the height will be proportional.

1.2 Logotype colour version

Below are shown the colours defined for the brand and the percentages and codes for the different variations of graphical reproductions.

Figure 2 – INCIT-EV Brand Identity



RGB: 748391
CMYK: 81% 69% 58% 15%
HEX: #4a535b



RGB: 172 230 234
CMYK: 48% 0% 18% 0%
HEX: #ace6ea



RGB: 234 210 40
CMYK: 13% 18% 95% 0%
HEX: #ead228



RGB: 249 226 125
CMYK: 4% 15% 64% 0%
HEX: #f9e27d



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1.3 Logotype black & white (positive and negative) and greyscale versions

The brand may be used mainly in four colours. For those applications where it is not possible to use four-colours, other options in black & white one ink have been defined.

Figure 3 – INCIT-EV Black and white logo and greyscale versions



1.4 Fonts

The following font has been used to build the brand: SEGOE UI

Figure 4 – INCIT-EV Logo's fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ



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2 BRAND IDENTITY

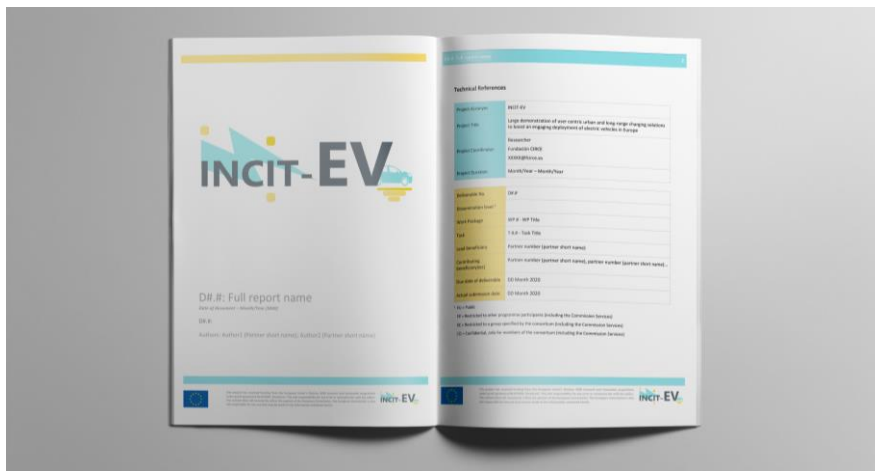
2.1 Official templates

This section contains the official templates to be used during the implementation of the project.

Deliverable Templates

Reproduction deliverables template for INCIT-EV official deliverables in mockup

Figure 5 – INCIT-EV Deliverable Template



Deliverable Templates

Reproduction minutes template for INCIT-EV meetings in mockup

Figure 6 – INCIT-EV Minutes Template



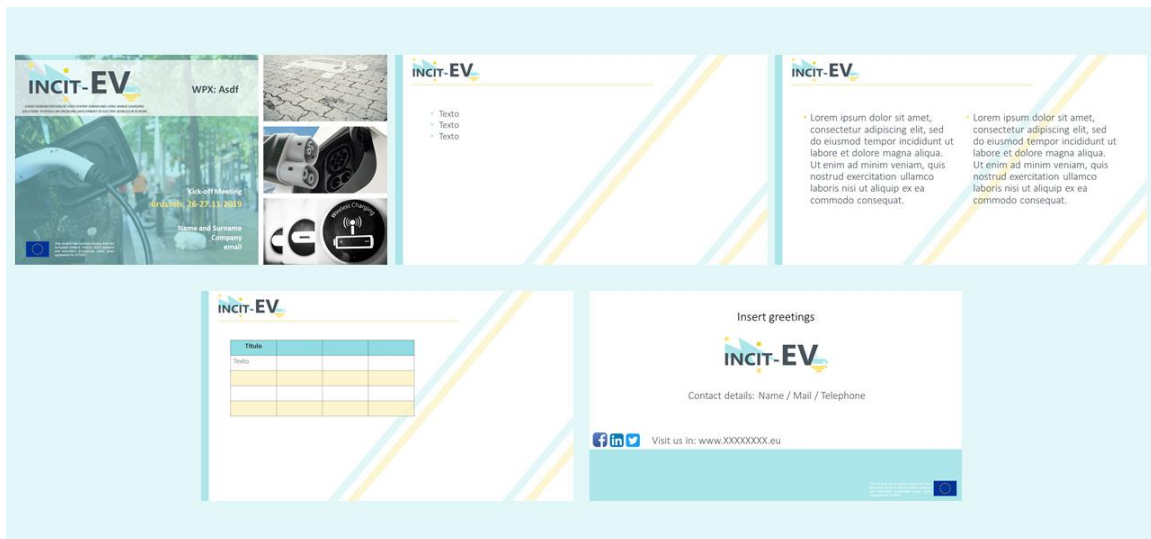
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General Presentation Templates

General presentation of the project and template for presentations within the framework of the INCIT-EV project

Figure 7 – INCIT-EV General Presentation Template



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Office Material

Example of office equipment that could be produced during project implementation if deemed necessary for the project's dissemination activity

Figure 8 – INCIT-EV Office Material



2.2 Events Materials

During the project, an information brochure will be produced to disseminate the objectives and results of the project at events and meetings, as well as a roll-up to decorate stages, stands or any other place where INCIT-EV.

The reproduction of badges has been made as an example of corporate material for events.

Figure 9 – INCIT-EV Events Material



2.3 Use Case Demonstrators

The INCIT-EV project is large demonstration project with 7 Use Cases around Europe. This deliverable update include visual design of the chargers housing and vehicles to be used in the demonstration phase.

Figure 10 – Demonstrators map in Europe

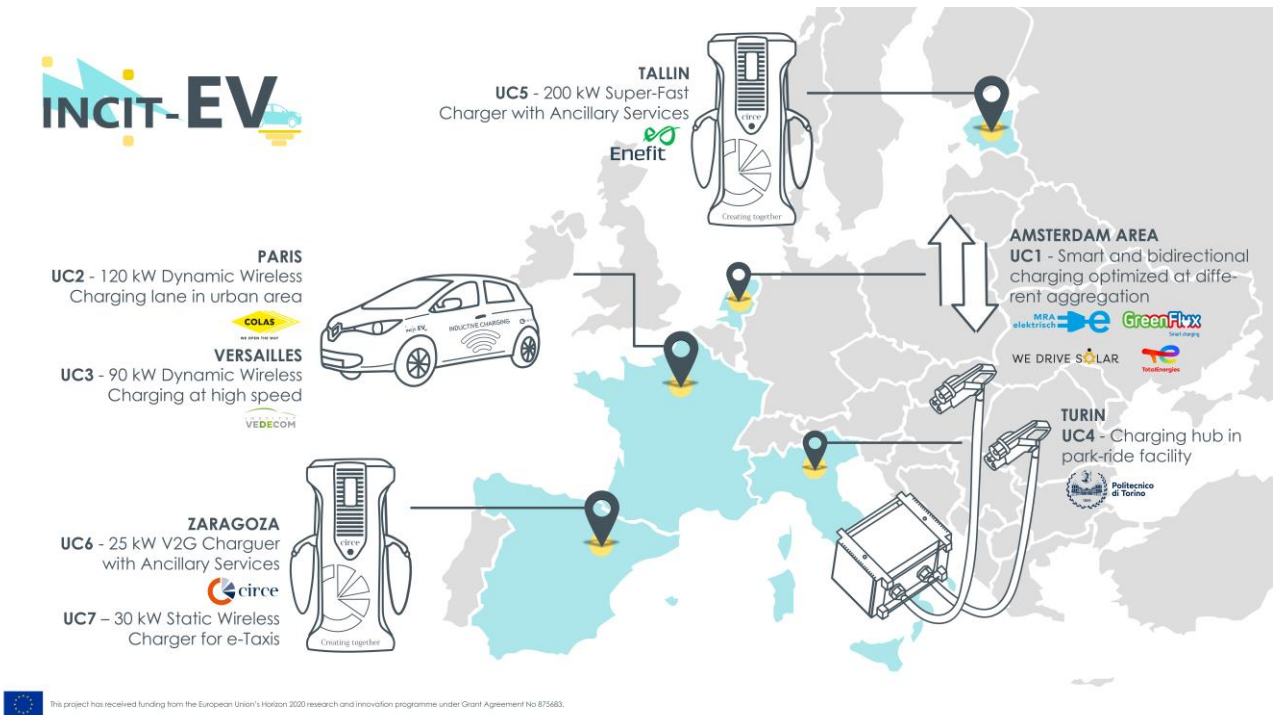


Figure 11 – Demonstrators visual design - Vehicle



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Figure 12 – Demonstrators visual design – EV Charger



Figure 13 – Inductive Road UC3

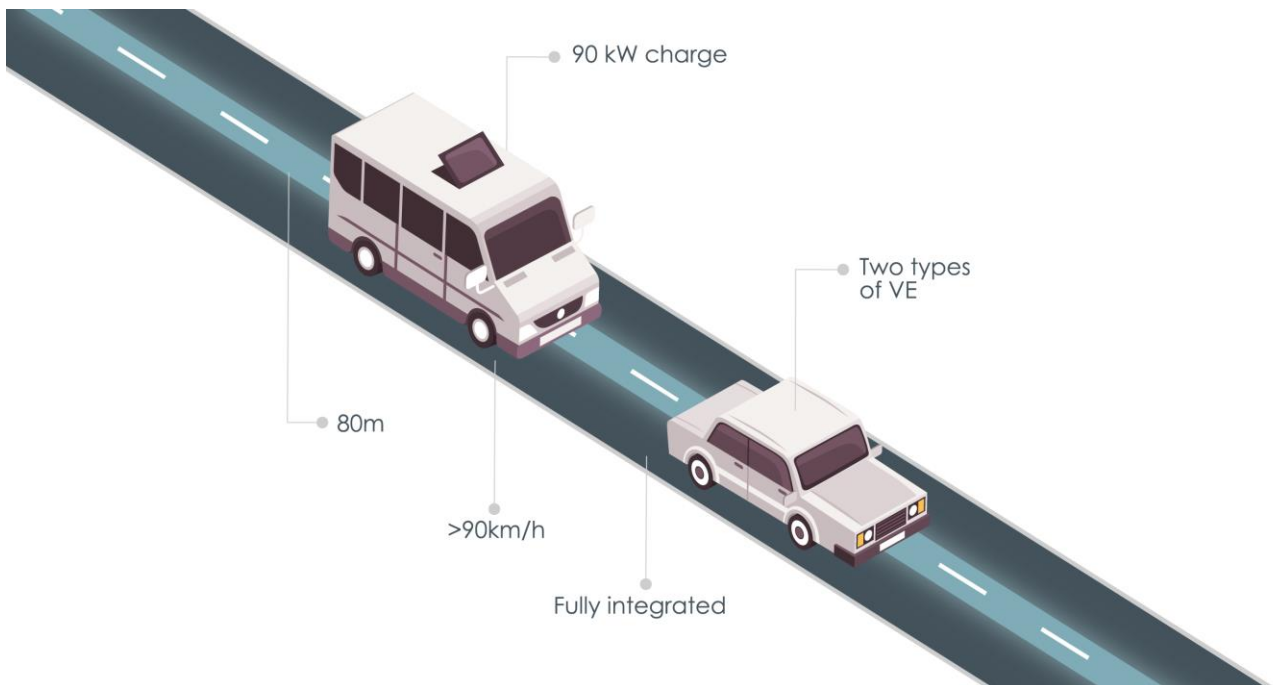


Figure 14 – V2G EV Charger UC6 in Zaragoza

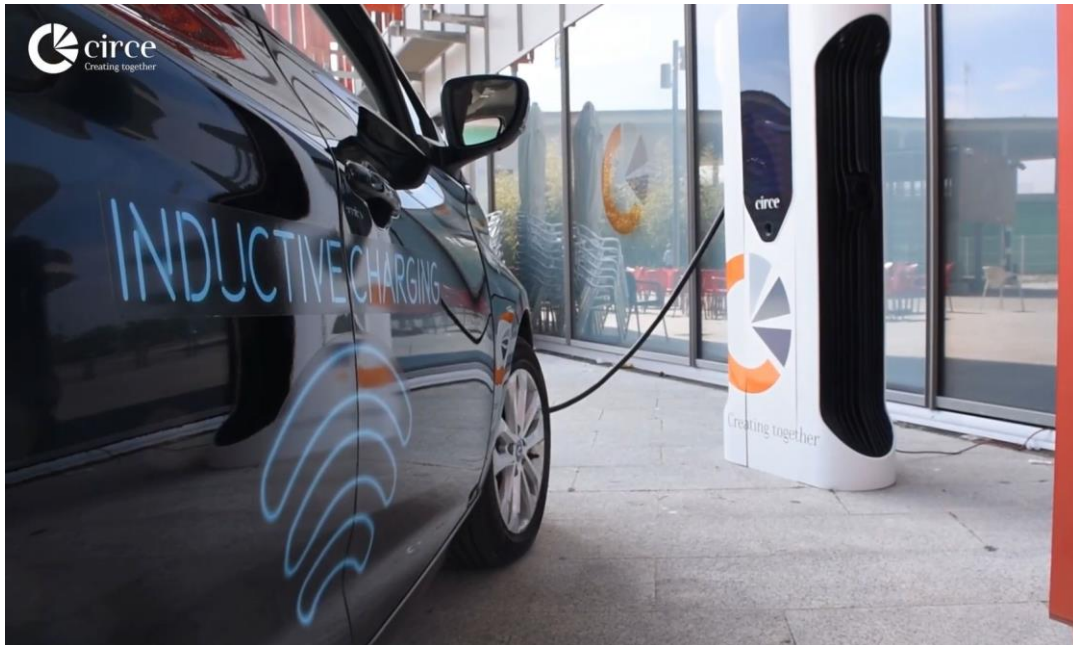


Figure 15 – EV Vehicle in Zaragoza



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Figure 16 – Opportunity Wireless EV Charger UC7 in Zaragoza



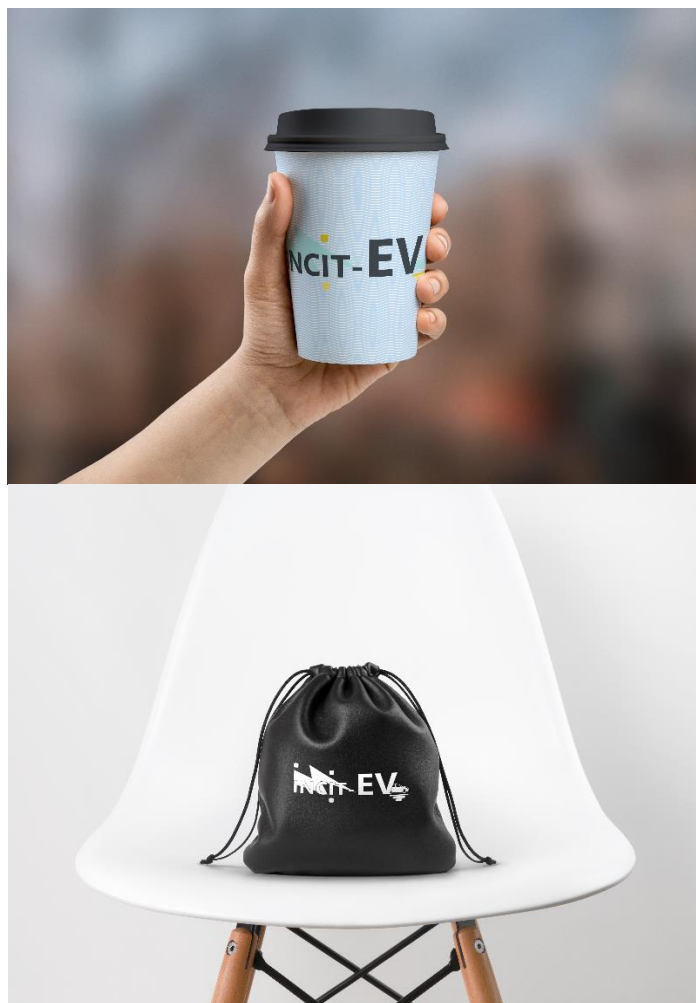
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2.4 Merchandising

During the four years of the project different merchandising and image materials will be made. As an example, backpacks, mugs and vehicle advertising have been reproduced. These materials will be defined throughout the project according to the context in which they will be used.

Figure 17 – Merchandising






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2.5 Dissemination materials

A new leaflet was designed to showcase the INCIT-EV Technologies and Use Cases in public events and fairs.

Figure 18 – New Leaflet INCIT-EV



ABOUT THE PROJECT

INCIT-EV project aims to demonstrate an innovative set of charging infrastructures, technologies and its associated business models, ready to improve the EV users experience with the ultimate goal of fostering the EV market in the EU.

The project has studied the state of the art and engineered new solutions that are being tested in 7 demonstrators across all Europe.

7 USE CASES

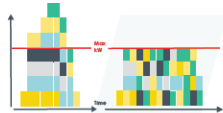
The 7 Use Cases address slow and superfast and smart bidirectional charging while providing ancillary services to the power grid and innovative dynamic and static wireless charging for urban and highway roads.

The consortium of the project is coordinated by CIRCE counts with 33 partners, including 3 OEMs, 6 charging technology providers and 5 public authorities, 6 RTOs, 2 ICT companies, 2 road infrastructures companies, 4 DSOs, 2 TSOs, 2 SMEs with expertise in user behaviour and e-mobility exploitation, a car sharing services SME and a EV users association.

The overall project budget is 18.6 M€ with a EU contribution of 15 M€ and in total, the project will mobilise directly an investment on the use cases of 8.87 M€.

SMART AND BIDIRECTIONAL CHARGING

The INCIT-EV smart charging algorithm enables demand response from EVs by optimizing existing grids, reducing peak demand and coupling renewable generation.

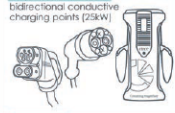


Bidirectional charging (V2X) on top of smart charging enhances the grid services EVs can provide as solution to the management and stability of the grid.


INCIT-EV project has tested a range of V2X solutions from 3,3 kW to 25 kW in various Use Cases. As world premiere, **V2G** is performed at AC level with Hyundai Ioniq 5 vehicles in Utrecht by WDS, while in Zaragoza, it was developed by CIRCE an advanced low-cost 25 kW V2G charger based in SIC power electronics, able to perform ancillary services on top of V2X capabilities, such as voltage control, frequency regulation and phase balancing.

CONDUCTIVE SOLUTIONS

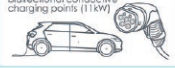
1 CCS2 + 1 CHAdeMO
bidirectional conductive charging points (25kW)



110 CCS2
bidirectional conductive charging points (3.6kW)



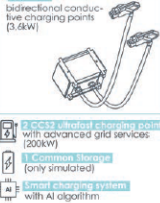
2 Type 2 AC
bidirectional conductive charging points (11kW)



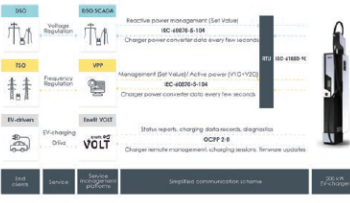
2 CCS2 Wireless charging point with advanced grid services (200kW)

1 Extension Storage (only simulated)

Smart charging system with AI algorithm

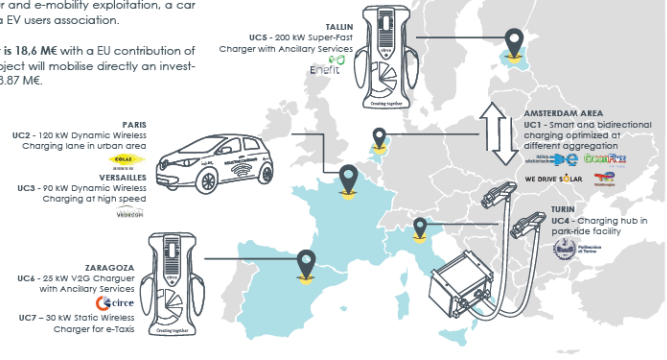


The new ISO 15118-20 standard has been tested and debugged for both, AC V2G with Type 2 and DC V2G with CCS and CHAdeMO.



Low cost V2G chargers designed are paralleled to obtain any power rating. In the project, **200 kW super fast chargers** have been developed to charge up to 200 km in 10 minutes, whilst providing active and reactive power management in real time to the DSO and TSO, preparing the super-fast charging stations to be manageable by grid operator.

The aggregated power management opens the door to regulators to grant more power for EV charging with the same grid.



PARIS UC2 - 120 kW Dynamic Wireless Charging lane in urban area

VERSAILLES UC3 - 90 kW Dynamic Wireless Charging at high speed wireless

ZARAGOZA UC4 - 25 kW V2G Charger with Ancillary Services

TALLINN UC5 - 200 kW Super-Fast Charger with Ancillary Services

AMSTERDAM AREA UC1 - Smart and bidirectional charging optimized at different aggregation

WE DRIVE SOLAR UC6 - Solar powered charging station

TURIN UC4 - Charging hub in park-ride facility

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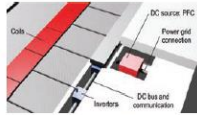
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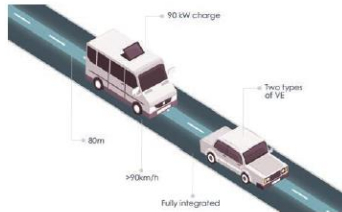
WIRELESS INNOVATIVE SOLUTIONS

INCIT-EV developed also Opportunity Wireless Power Transfer (OWPT) and Dynamic Wireless Power Transfer (DWPT) for static and dynamic wireless charging at urban and high-speed operation.

The same 30 kW secondary inductor (coil in the vehicle designed by VEDECOM) is used in all the use cases, allowing interoperability for all the wireless technologies.



The Zaragoza static charging system of 50 kW with liquid cooling (CIRCE and TRIA) has been designed to be installed underground for opportunity charging. For dynamic charging (VEDECOM and CIRCE), two different solutions have been designed for urban (<60 km/h in Paris) and highway speeds (>100 km/h in Versailles), capable of charging up to 90 kW simultaneously per charge segment.



An on-board charger is included in the vehicles to control the charging current. The EV has a lane keeping assistant to improve alignment during charging.



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PARTNERS



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Large demonstration of user Centric urban and long-range charging solutions to boost and engaging deployment of Electric Vehicles in Europe



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3 RULES FOR INCLUDING THE CONSORTIUM LOGOS

Partners' logos should always be included in INCIT-EV's official documents and graphics according to the following rules:

- ✓ **Posters:** must be included at the end of the design.
- ✓ **Brochures or flyers or printed documents:** may be included on the front or back cover, depending on the design
- ✓ **Power Point presentations or similar:** to be included on the first or last slide.
- ✓ **Other documents** which may include, but are not required to include
- ✓ **Official document templates (agenda, minutes, list of attendees, etc):** to include them, a specific cover should be made with the title of the document, in the context in which it is made and the set of logos. It will never go in the footer. The footer is reserved for the Acknowledgment of EU funding and Disclaimer.
- ✓ **Merchandising materials (folders, event materials, objects, etc):** may be included provided that adequate visibility is ensured.



4 CONCLUSIONS

This deliverable define the style guideline to be used in the material devoleped during the project. It shows among others, the templates, working papers, promotion materials and visual identity in the demonstrator of the INCIT-EV project.



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