



D2.3 CARMA COMMUNICATION KIT V1

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EXECUTIVE SUMMARY

Deliverable 2.3 "CARMA Communication Kit V1" is developed as part of WP2-Communication, Dissemination & Impact Maximization within the CARMA project. The primary objective of this work package is to design and implement a strategic communication and dissemination plan to enhance public awareness and engage key stakeholders in the project's themes.

As outlined in deliverable D2.1 "Awareness, Raising, and Branding Strategies", this communication and dissemination strategy provides the foundation for this communication and dissemination strategy, which is reinforced by a range of materials. Two main types of communication are identified: internal communication, which facilitates exchanges within the consortium, and external communication, which aims to promote the project broadly to the public and relevant stakeholders. This deliverable focuses on the materials developed to support both communication streams, such as internal templates, printable flyers, roll ups and digital content.

This document represents the first version of the CARMA project Communication Kit, with a final version that will be expanded and refined in the final version to follow to be submitted on M30/. Initially, it will establish the foundation upon which the communication materials are developed, including the brand guidelines, logo, and visual identity, which ensure consistency across all communication media. Additionally, it will provide an overview of the communication channels utilized for disseminating materials effectively.

The second section of this deliverable will outline the materials dedicated to internal communication, detailing the tools and resources available for consortium members to facilitate collaboration and project coordination. The third section will describe the materials designed for external communication, highlighting the assets developed to engage with stakeholders, the public, and the broader scientific and professional communities.

Finally, the fourth and concluding section will present the planned communication materials for future development, providing a roadmap for the evolution of the CARMA Communication Kit towards its next iteration. This will serve as a roadmap leading to the development of CARMA Communication Kit V2, ensuring the continuous evolution and enhancement of the project's outreach efforts.

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ABBREVIATIONS

DoA	Description of Action
WP	Work Package

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1 INTRODUCTION

1.1 PURPOSE OF THE DOCUMENT

This deliverable is the first of two deliverables within the WP2-Communication, Dissemination & Impact Maximization scope. This document is linked to deliverable 2.1 Awareness Raising and Branding Strategies V1, which outlines the project's approach to increasing visibility, establishing a strong identity, and engaging key stakeholders.

The main goal of this deliverable is to define CARMA's visual identity from the outset by creating a project logo, presentation templates, website, social media profiles, and printed materials, thereby strengthening communication both within the consortium and with the public.

This version defines CARMA's Identity Kit, a collection of diverse digital tools and methodologies that will be employed throughout the project's lifecycle.

1.2 INTENDED AUDIENCE

The document will be distributed within the CARMA project consortium and, as a "public" deliverable, to the wider public upon approval by the European Commission services.

As a public deliverable, it is intended that this document will give the European Commission, the project's stakeholders, and the public an understanding of the visual identity of the CARMA project by outlining the precise development of the project brand as well as how it will maintain and implement consistent visibility throughout the project.

1.3 STRUCTURE OF THE DOCUMENT AND ROLES

This document is organised as follows: a summary of the deliverable is given in Section 1, after the project logo is covered in Section 2. The project website's structure, design, and development are described in Section 3, as well as the social media channels and dissemination materials. Lastly, a summary of the document is presented in Section 4.

1.4 RELATED DOCUMENTS

List in a table the related documents and briefly explain their relevance

Document title	Short description
CARMA DoA	Defines the scope of the work, objectives and overall project timeline
D2.1 – Awareness Raising and Branding Strategies (V1) D2.2 – Awareness Raising and Branding Strategies (V2)	Establishes the initial strategy for CARMA's visibility, engagement, and brand identity, ensuring a cohesive and impactful outreach
D2.7 - Advisory Board & Open Community Reports (V1) D2.8 - Advisory Board & Open Community Reports (V2)	There will be a strong link with the CARMA Advisory Boards and Open community as vectors to reach out to the target audience: stakeholders, end-users, and the broader public
CARMA Periodic reports	Will provide updates on conducted activities

2 PROJECT LOGO

This logo represents the CARMA project, and it clearly describes its acronym (Collaborative Autonomous Robots for eEmergency Assistance). It features a bold, modern design that effectively conveys the project's focus on robotics and emergency response.



Figure 1: CARMA Logo with motto



Figure 2: CARMA Logo without motto



Figure 3: CARMA Logo white with motto



Figure 4: CARMA Vertical logo with motto



Figure 5: CARMA Vertical logo without motto

As visual elements, the letter C is stylized as a robotic arm, symbolizing robotic systems. A gear integrated into the robotic arm emphasizes technology, engineering, and automation. In the same way, a flame icon within the robotic arm signifies the project's link to emergency assistance, fire rescue, and crisis response.

The typography is clean, easy to read, and bold, ensuring high visibility and easy recognition.

The project's full name, Collaborative Autonomous Robots for eMergency Assistance, is displayed in a smaller, orange font beneath the acronym, reinforcing the project's mission while adding a dynamic contrast to the dark blue primary text.

This logo aims to visually capture CARMA's mission: developing autonomous robotic solutions for emergency response; through a blend of technological and emergency-related symbols. It maintains a balance between professionalism and innovation, making it an effective visual identity for the project's communication materials.

Various iterations of the logo have been developed and can be used based on the users' needs. For example, the logo can be used in colour or white for the intended printing or digital purposes to assure its quality, and it can be used both with and without the project slogan.

3 COMMUNICATION CHANNELS

3.1 CARMA'S WEBSITE

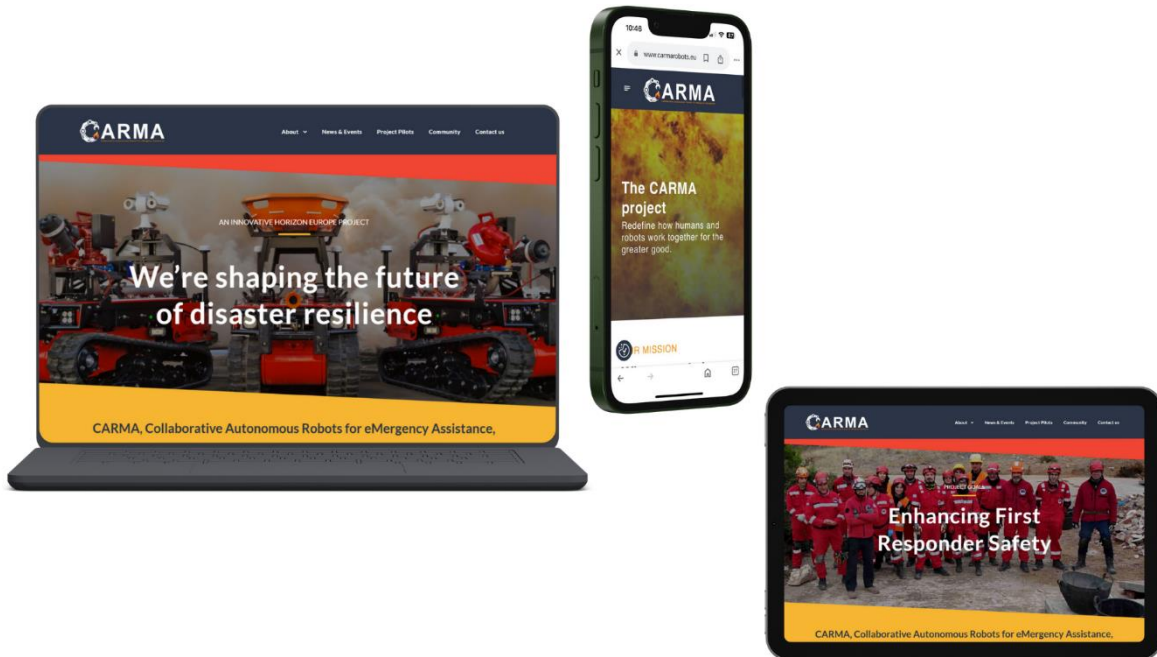


Figure 6: CARMA Website

The CARMA project's website carmarobots.eu (Figure 6) serves as a central hub for information and updates related to the project. It is designed with a clear and structured layout to ensure accessibility, easy navigation, and effective dissemination of information about the project.

The website has a contemporary and user-friendly layout, with a top navigation menu that enables users to swiftly access various areas. The homepage, with captivating images and important points, provides a succinct overview of the project. With neatly arranged text blocks, distinct titles, and interactive features like links to events, news updates, and pilot projects, the site's polished and well-designed layout guarantees readability throughout.

Its structure is organized into several key sections represented in Figure 7:

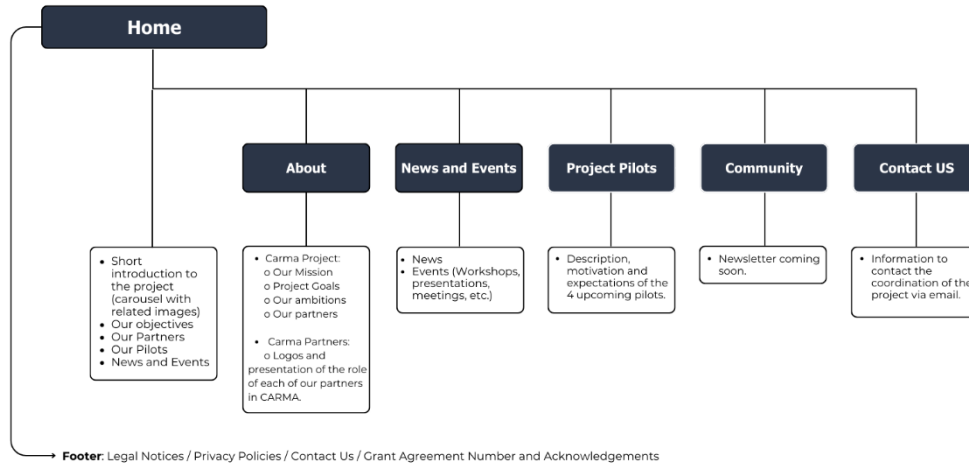


Figure 7: CARMA Website structure

- **About**
 - CARMA Project: Provides an overview of the project's objectives and goals.
 - CARMA Partners: Introduces the consortium of 12 European partners collaborating on the project.
- **News & Events:** Features the latest updates, announcements, and information on upcoming events related to the CARMA project.
- **Project Pilots:** Details the 4 pilot scenarios demonstrating the innovative use of robotics in emergency assistance, including:
 - Pilot 1: CBRN-E incident in a public road
 - Pilot 2: Urban zone impacted by an earthquake with collapsed buildings
 - Pilot 3: Underground parking garage fire
 - Pilot 4: Cargo incident impacting Marseille Grand Port
- **Community:** Engages with stakeholders, end-users, and the broader public to foster collaboration and share insights related to the project's developments.
- **Contact Us:** Provides a means for visitors to get in touch with the project.

This well-organized design makes it simple for users to browse the website and get detailed information on the partners, mission, pilot activities, and most recent news of the CARMA project.

The CARMA website has received 335 users since its launch last 19 December 2024 (Figure 8), which is indicative of the growing interest in the project. Over the past 90 days, we have had 330 active users and over 3,200 interactions, showing strong engagement with our content.

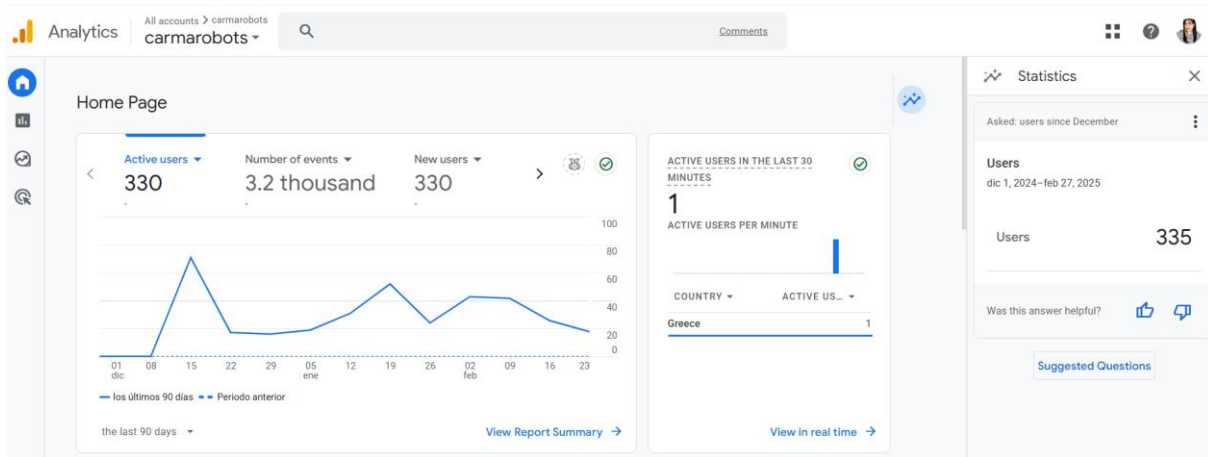


Figure 8: CARMA Website Analytics - 27 February 2025

In line with D2.1 Awareness Raising and Branding Strategies V1, the CARMA website will be updated monthly to deliver up to date information and keep the general public, stakeholders and end-users informed and engaged with the project’s progress. Additionally, these analytics will be monitored and reviewed every 90 days to track interactions and user behaviour, allowing us to refine our communication strategies and enhance visibility.

3.2 SOCIAL MEDIA

Social media plays a crucial role in the dissemination of the CARMA project by increasing its visibility, engaging key stakeholders, and fostering a community around its mission. As seen in Figure 9 we chose LinkedIn, as our primary platform, to allow us to connect with professionals, researchers, and industry experts, ensuring that project updates, achievements, and insights reach our target audience: stakeholders, end-users, and the broader public.



Figure 9: CARMA LinkedIn Page

Our goal is to build a strong online presence, aiming to achieve our KPI of growing our [LinkedIn](#) community to 1,000 members by the end of the project. To achieve this, our communication team follows a structured approach using a dedicated publishing calendar and an Excel framework to streamline content flow, ensuring a consistent posting frequency of at least two publications per month.

Additionally, the creation of high-quality visuals and motion plays a vital role in enhancing engagement by developing design content that makes our messages more appealing and shareable. By leveraging social media strategically, CARMA aims to maximize its outreach, strengthen collaborations, and ensure that its impact extends beyond the immediate project partners.

3.3 INTERNAL DISSEMINATION MATERIALS

Every consortium partner contributes to the ongoing effort to increase the project's exposure. Given the wide range of stakeholders involved, implementing a standardized approach to the project's brand identity is crucial, guaranteeing uniformity across all communication platforms. This approach heavily relies on social media, especially LinkedIn, our main channel for connecting with scholars, professionals, and business leaders.

Internal communication provides a different function than external dissemination since CARMA targets a diverse audience. Internal communication strives to strengthen cooperation inside the consortium and facilitate smooth knowledge transfer among partners, whilst external communication focuses on positioning CARMA as a noteworthy effort in its field.

Establishing the institutional identity of the CARMA project and guaranteeing a consistent voice and coherence across all materials are the main goals of CARMA's internal communication. By encouraging communication and cooperation between consortium members prior to broader distribution, partners contribute to actively communicate news, concepts, and project outcomes that develop the dissemination actions of the project.

3.3.1 TEMPLATES

The following templates have been created to cover the necessary communication topic categories:

- CARMA Deliverable Template
- CARMA Agenda Template
- CARMA Invitation to an Event Template
- CARMA Letterhead Template
- CARMA Minutes of Meeting Template
- CARMA PowerPoint Presentation Template

Figure 10 introduces some illustrations of the several templates available.

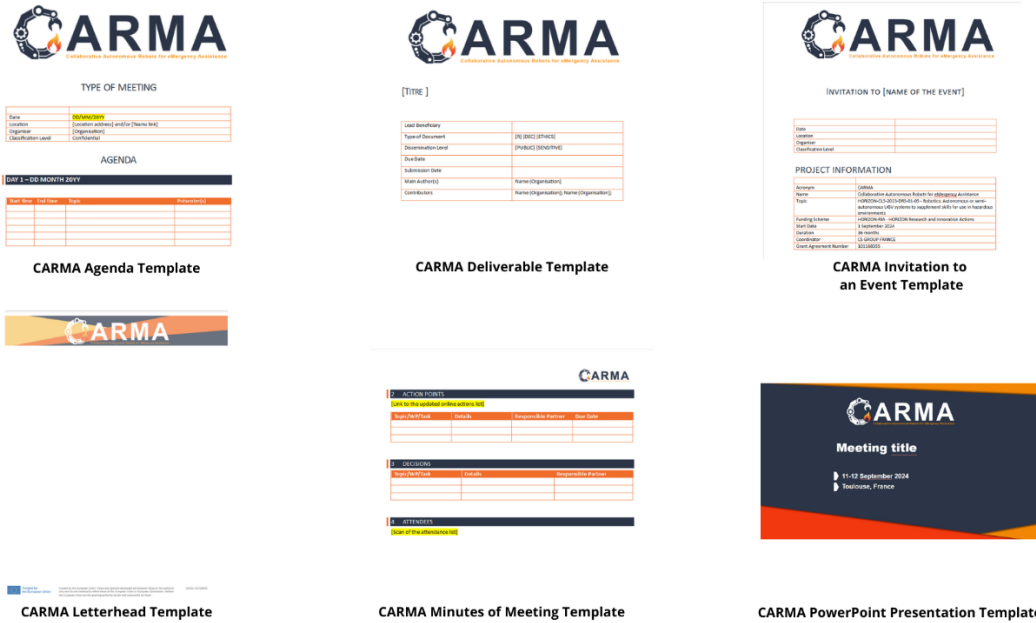


Figure 10: CARMA Templates for internal distribution

3.4 EXTERNAL DISSEMINATION MATERIALS

For the CARMA project to reach and include its primary audiences, effective external dissemination is equally crucial. To aid with this effort, a variety of external dissemination resources have been created to clearly and easily convey the project’s goals and ambitions, technological developments, and anticipated impact.

These resources are essential for defining CARMA’s identity, spreading knowledge of its purpose, and making sure that interested parties a readily follow the project’s developments.

3.4.1 A4 FLYER



Figure 11: CARMA Flyer V2

The purpose of the CARMA Project Flyer (Figure 11) is to provide the project's goals, aspirations, and partners in an eye-catching and easily readable manner. It comes in two versions, one for high-quality printing and one for digital display, guaranteeing the best possible readability and graphic integrity in a variety of forms. According to the CARMA visual identity, the flyer incorporates the project's colours, typography, and branding components for a homogenous look with other communication materials. The layout was created using Adobe Illustrator to preserve its high-resolution quality and versatility.

It has been designed in a recto-verso format:

- **Front Side:**
 - Features the CARMA logo prominently.
 - A brief project description highlighting its focus on enhancing first responders' efficiency and safety through advanced robotics.
 - A dynamic image showcasing CARMA's robotic technologies in action.
 - A QR code linking to the project's LinkedIn page for further engagement.
- **Back Side:**
 - Clearly outlines the project's objectives.
 - Highlights CARMA's ambitions.
 - Displays the logos of consortium partners, recognizing their contributions and enhancing visibility.
 - Includes EU funding acknowledgment, ensuring compliance with Horizon Europe dissemination requirements.

Our audience, such as first responders, stakeholders, and the general public may all learn more about the CARMA project thanks to this brief and informative flyer.

3.4.2 ROLL-UP BANNER

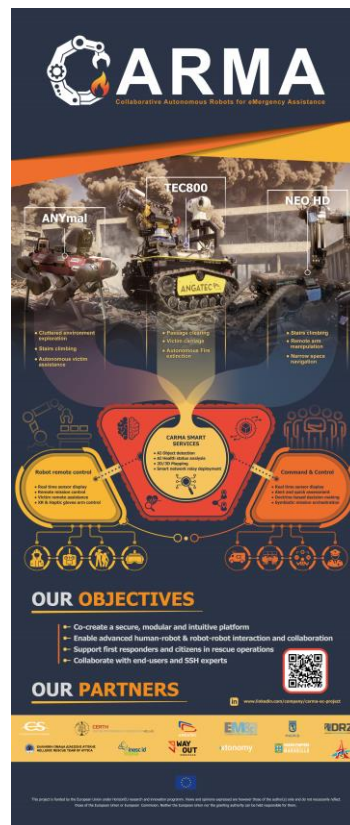


Figure 12: CARMA Roll Up 2025 V2

As an eye-catching communication tool, the CARMA project roll-up banner (Figure 12) is designed to showcase the project's identity, goals, aspirations, and collaborators in a larger format that can be used at events. The project's graphic chart makes it simple to distinguish between the roll-up's colours and font.

To be used at events, meetings and conferences, this roll-up banner is a useful tool for dissemination since it draws attention with its strong design and unambiguous text while making sure that important information, as the CARMA's architecture, is showcased in a direct and easy to comprehend manner. It is a useful and portable option due to its retractable construction, which makes it simple to move, set up, and store. Credibility and professionalism are increased by using a visually coherent layout to reinforce the project's brand.

Additionally, viewers can interact with the content with ease because of the combination of eye-catching images, pictures of the robots used in the project, succinct language, and the QR code, which guarantee instant access to the project's LinkedIn profile. Its versatility facilitates its application in a variety of contexts, from partners' meetings and exhibitions to public outreach activities, all of which can maximize its impact.

3.5 FUTURE DISSEMINATION MATERIALS

At this point in the project, we already have further resources being developed that will foster the vision of reaching our audience as much as possible to help with exceptional CARMA's communication and raise awareness and curiosity in the public and stakeholders. They are described in more detail in D2.1 Awareness Rising and Branding Strategies.

3.5.1 NEWSLETTER

A template for a public newsletter (Figure 13) has been created to start being disseminated to the public via CARMA's LinkedIn profile beginning at M6. The general public can subscribe to this newsletter to get the latest news of the project and have detailed information about the technical advancements being made in CARMA. A new edition of the newsletter is intended to be published once every six months.



Ajouter la provenance et une légende

CARMA Newsletter #1 – Pioneering Robotic Assistance for Disaster Response

Figure 13: CARMA Newsletter template

3.5.2 YOUTUBE CHANNEL

As mentioned, subsequent materials will increase the project's reach and involvement will be increased as part of CARMA's continuous dissemination efforts.

One important development will be the establishment of a YouTube channel, which will be used to display films of upcoming pilot demonstrations and educational videos that describe the CARMA architecture and its modules.

A larger audience, including stakeholders, researchers, and first responders, will be able to learn about the project's technological innovations and real-world applications in an approachable and entertaining manner thanks to this channel, which will be public and able to reach a more significant percentage of people.

More information about the YouTube channel's growth and content plan as well as other resources for distribution will be discussed in more depth in D2.4 CARMA Communication Kit V2.

4 GRAPHIC CHART



Figure 14: CARMA Colour palette

The CARMA project colour (Figure 14) chart consists of six distinct shades, primarily in warm tones of yellow, orange, and red, representing the flame added to the logo from the lightest to the darkest shade, complemented by a deep navy blue. Each colour plays a role in reinforcing the project’s identity and visual impact.

CARMA's role in safety, robotics, and disaster response is reinforced by this colour scheme, which guarantees a unified and significant visual identity.

Figure 15 shows the typography used in the templates that is Calibri for content text and titles.



Figure 15: CARMA Font

5 CONCLUSION

This document is the first version of the Communication Kit which guarantees a logical and successful strategy for project promotion and stakeholder engagement by outlining important branding components, communication channels, and distribution tools, working in partnership with D2.1 Awareness Raising and Branding Strategies V1.

The CARMA project has the resources it needs to optimize its exposure and impact through a combination of visual identity components, website construction, social media presence, and customized dissemination materials. This initial iteration of the communication kit acts as a point of reference for project partners, facilitating uniform messaging and efficient outreach initiatives.

Future iterations of this deliverable will expand on the original plan, adding revisions in response to project developments, stakeholder input, and the consortium's changing requirements that will be revised in M30 while developing the upcoming deliverable D2.4 CARMA Communication Kit V2

CARMA's communication initiatives will continue to be dynamic, pertinent, and in line with the project's goals thanks to this continual improvement approach.