



# Dissemination Material Template

**Deliverable D2.2**





# Dissemination Material Template

Work package 2, Deliverable # 2

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**Project Coordinator:**

Professor Pete Thomas, Transport Safety Research Centre, Loughborough Design School, Loughborough University, Ashby Road, Loughborough, LE11 3TU, UK

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SWOV, den Haag, NL

**Report Author(s):**

Tros, M., Houtenbos, M. (SWOV)

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# Table of contents

- Executive summary .....7
- 1 Introduction ..... 9**
  - 1.1 SafetyCube ..... 9
  - 1.2 Purpose of this deliverable ..... 9
- 2 Key Graphic Elements .....10**
  - 2.1 Colour .....10
  - 2.2 Font .....10
  - 2.3 Logo..... 11
  - 2.4 Page Layout (Document) ..... 11
  - 2.5 Page Layout (Presentation)..... 11
- 3 Summary .....12**
- Appendix A: Guide to using the templates ..... 13**



# Executive summary



Safety CaUsation, Benefits and Efficiency (SafetyCube) is a European Commission supported Horizon 2020 project with the objective of developing an innovative road safety Decision Support System (DSS) that will enable policy-makers and stakeholders to select and implement the most appropriate strategies, measures and cost-effective approaches to reduce casualties of all road user types and all severities.

The identity of a project is defined by its content as well as its graphic appearance. The purpose of this deliverable is to provide templates and a colour scheme that will be used to define the SafetyCube project. Two main templates are provided – a report (deliverable) template for Microsoft Word, as well as a presentation template for Microsoft PowerPoint. Colour definitions and a logo are also provided. This material will also support other dissemination channels such as webpages, newsletters, and posters.





# 1 Introduction



This chapter describes the project and purpose of the deliverable.

## 1.1 SAFETYCUBE

Safety CaUsation, Benefits and Efficiency (SafetyCube) is a European Commission supported Horizon 2020 project with the objective of developing an innovative road safety Decision Support System (DSS) that will enable policy-makers and stakeholders to select and implement the most appropriate strategies, measures and cost-effective approaches to reduce casualties of all road user types and all severities.

SafetyCube aims to:

1. develop new analysis methods for (a) Priority setting, (b) Evaluating the effectiveness of measures (c) Monitoring serious injuries and assessing their socio-economic costs (d) Cost-benefit analysis taking account of human and material costs
2. apply these methods to safety data to identify the key accident causation mechanisms, risk factors and the most cost-effective measures for fatally and seriously injured casualties
3. develop an operational framework to ensure the project facilities can be accessed and updated beyond the completion of SafetyCube
4. enhance the European Road Safety Observatory and work with road safety stakeholders to ensure the results of the project can be implemented as widely as possible

The core of the project is a comprehensive analysis of accident risks and the effectiveness and cost-benefit of safety measures focusing on road users, infrastructure, vehicles and injuries framed within a systems approach with road safety stakeholders at the national level, EU and beyond having involvement at all stages.

### 1.1.1 Work Package 2

Work Package 2 is focused on dissemination and implementation of SafetyCube results. It also has the goal to create an efficient network of stakeholders whose consultation will help identifying user needs for the European road safety Decision Support System as well as “hot topics” to be used as demonstrators within the project. Throughout the project, the stakeholders will provide data, knowledge, and experiences to assist in identifying road accident risk factors in addition to directing the project’s research priorities.

## 1.2 PURPOSE OF THIS DELIVERABLE

The purpose of this report is to provide a consistent graphic profile for the project in terms of a logo, colour palette, font, and electronic document templates for reports and presentations.

# 2 Key Graphic Elements

The key elements for the project graphic profile are:

- 1. Colour
- 2. Font
- 3. Logo
- 4. Page layout (document)
- 5. Slide layout (presentation)

The graphic profile for the presentations and deliverables are also applied to the webpage and further details on the webpage can be found at its URL: <http://www.safetycube-project.eu>.

## 2.1 COLOUR

The colour palette for the project, beyond black for normal text is shown in Figure 2.1. Orange is the main colour used in the headings and titles of documents. It is also the colour used for the logo.

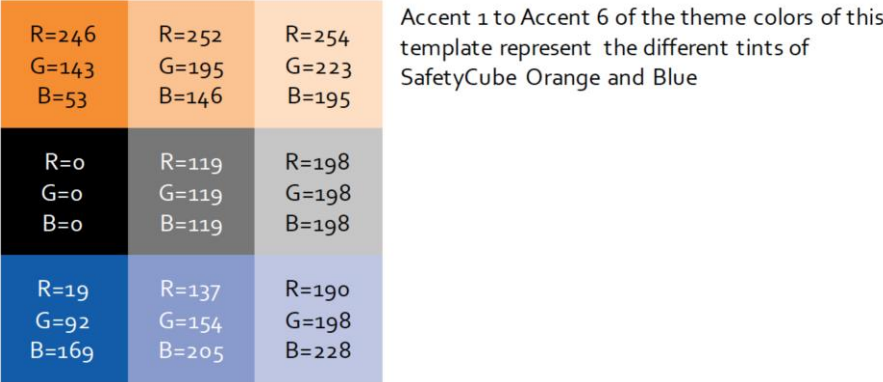


Figure 2.1 Colour Palette for the SafetyCube project

## 2.2 FONT

The font chosen for the project is Corbel. The standard text size is 11. The different font sizes needed in the templates are part of the built in styles for the documents.

### 2.3 LOGO

The logo designed for safety cube tries to convey the concept of a puzzle being opened. Its form is shown in Figure 2.2.



Figure 2.2 SafetyCube Logo

### 2.4 PAGE LAYOUT (DOCUMENT)

The deliverable template with preconfigured styles for headings, picture captions, pictures and presentations is attached to this document.


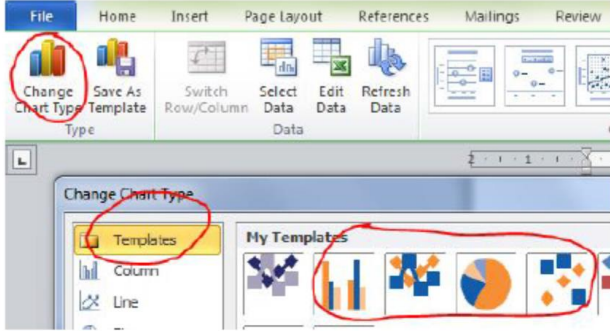
### 2.5 PAGE LAYOUT (PRESENTATION)

A template for the creation of SafetyCube presentations is attached to this document. It is important that all presentations made by SafetyCube staff must follow the format provided. It is important that SafetyCube has a consistent appearance for all project partners.

## 3 Summary

The purpose of this deliverable is to summarize the graphic profile and document templates needed for a large European project. The templates must appeal to potential readers and audiences using a suitable colour and text font. The attached templates contain all details needed for generating the documents. The templates are stored on the project file server with a list of images that can be used for the cover page of the document.

# Appendix A: Guide to using the templates

Subject	Instructions									
<b>Theme Colors</b>	<table border="1" data-bbox="523 297 890 663"> <tr> <td>R=246 G=143 B=53</td> <td>R=252 G=195 B=146</td> <td>R=254 G=223 B=195</td> </tr> <tr> <td>R=0 G=0 B=0</td> <td>R=119 G=119 B=119</td> <td>R=198 G=198 B=198</td> </tr> <tr> <td>R=19 G=92 B=169</td> <td>R=137 G=154 B=205</td> <td>R=190 G=198 B=228</td> </tr> </table> <p data-bbox="906 297 1377 387">Accent 1 to Accent 6 of the theme colors of this template represent the different tints of SafetyCube Orange and Blue</p>	R=246 G=143 B=53	R=252 G=195 B=146	R=254 G=223 B=195	R=0 G=0 B=0	R=119 G=119 B=119	R=198 G=198 B=198	R=19 G=92 B=169	R=137 G=154 B=205	R=190 G=198 B=228
R=246 G=143 B=53	R=252 G=195 B=146	R=254 G=223 B=195								
R=0 G=0 B=0	R=119 G=119 B=119	R=198 G=198 B=198								
R=19 G=92 B=169	R=137 G=154 B=205	R=190 G=198 B=228								
<b>Styles</b>	<ul style="list-style-type: none"> <li>Open the Styles window as follows:</li> </ul>  <ul style="list-style-type: none"> <li>Use the styles as shown in the Word Template.</li> </ul>									
<b>Figures</b>	<ul style="list-style-type: none"> <li>Insert a new figure by choosing <i>Insert -&gt; Text -&gt; Quick Parts -&gt; ... Chart SafetyCube</i></li> <li>Draw up the figure you want, or replace it with another figure, e.g. an Excel chart.</li> <li>In the latter case, use the SafetyCube Chart Type Templates as follows.</li> <li>Save the 4 SafetyCube Chart Type Templates (*.ctx files) in the Microsoft 'Charts' folder, so you can access them in Word. To find the Charts folder, try to save a random Word or Excel chart as a template (choose <i>Chart Tools -&gt; Design -&gt; Save As Template</i>). This will show you the path to the Charts folder. Alternatively, ask your administrator for help. NOTE: the Charts folder might be a hidden folder!</li> <li>Return to Word and select the (replaced) figure. Choose <i>Chart Tools -&gt; Design -&gt; Change Chart Type -&gt; Templates -&gt;</i></li> </ul>  <ul style="list-style-type: none"> <li>Choose the most appropriate SafetyCube Template .</li> <li>Edit the chart according to your preferences – staying close to those of SafetyCube (use theme colors).</li> </ul>									

Subject	Instructions
<b>Tables</b>	<ul style="list-style-type: none"> <li>• Insert a new table by choosing <i>Insert -&gt; Table -&gt; Quick Tables -&gt; Large (or Small) Table SafetyCube</i></li> <li>• Draw up the table you want, or replace it with your table from another source.</li> <li>• In the latter case: choose <i>Table Tools -&gt; Design -&gt; Table Style -&gt; SafetyCube</i></li> <li>• Edit the table layout (e.g. the table heading) according to your preferences – staying close to those of SafetyCube.</li> </ul>
<b>Endnote Output Style</b>	<ul style="list-style-type: none"> <li>• Choose APA 5<sup>th</sup> both in Endnote and the Word document.</li> <li>• The Bibliography layout has been slightly adjusted in the Word template with a 'single line spacing after'.</li> </ul>
<b>Cross references</b>	<ul style="list-style-type: none"> <li>• Use cross references referring to Chapters, Sections, Figures and Tables.</li> <li>• References to Appendices can be typed manually or can be made by using bookmarks.</li> </ul>