



# GAMMS

ROBOTS MAPPING FOR ROBOTS

Grant Agreement No.: 101004255

Project acronym: GAMMS

Project title: Galileo/GNSS-based Autonomous Mobile Mapping System

## D1.3

### CK: Communication kit

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## Document information

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Project Full Title	Galileo/GNSS-based Autonomous Mobile Mapping System
Grant Agreement No.	101004255
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Website	<a href="https://gamms.eu/">https://gamms.eu/</a>
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Work Package No. – Title	WP1 – Management
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## Revision history

Revision No.	Date	Author	Company	Changes
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0.2	06/12/2021	Annarita Leserri	ENIDE	First version
0.3	12/12/2021	Silvere Lamy	GEOSAT	Technical Review
0.4	12/12/2021	Silvere Lamy	GEOSAT	Quality Review
1.0	13/12/2021	Annarita Leserri	ENIDE	Final

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## List of acronyms

AI	Artificial intelligence
AMMS	Autonomous mobile mapping system
AV	Autonomous vehicle
C&D	Communication and Dissemination
DMS	Document management system
DoA	Description of Action
EC	European Commission
ESA	European Space Agency
EU	European Union
EUSPA	European Union Agency for the Space Programme
GA	Grant Agreement
GAMMS	Galileo/GNSS-based Autonomous Mobile Mapping System
GNSS	Global navigation satellite systems
H2020	Horizon 2020
KPI	Key performance Indicator
M	Month
MMS	Mobile mapping system
R&D	Research and Development
T	Task
WP	Work Package

## 1. Executive Summary

This deliverable D1.3 “CK: Communication kit” presents GAMMS communication materials and tools as part of WP1 “Management”. More specifically, this document presents the project printable materials, website, and social media.

Since all GAMMS partners are actively involved in communication activities to emphasize the importance of the work, and to engage key stakeholders in the autonomous mapping field, the communication kit will develop and expand to meet the specific needs of their communication and dissemination actions. Therefore, D1.3 will be updated with versions 1.0 (M15) and 2.0 (M30) to include these changes.

The project communication kit serves as a means to reach the communication and dissemination strategy outlined in D1.2 “CSPR: Communication strategy plan and report v1.0”<sup>1</sup> (M2), which will also list the key performance indicators (KPIs) related to the online activities (i.e., website, social media). The final version of D1.2 will update the achievement of these KPIs in M30.

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<sup>1</sup> GAMMS (2021), D1.2 “CSPR: Communication strategy plan and report v1.0”.

## 2. Introduction

GAMMS is a Horizon2020 project enabling the exploitation of space data for surveying and mapping. Its objective is to develop an autonomous terrestrial mobile mapping system (AMMS), based on the tight integration of autonomous vehicle (AV), navigation/geodetic, and artificial intelligence (AI) technologies. More specifically, GAMMS is developing a mapping robot for geodata acquisition and an AI-based highly automated mapping software to produce HD maps from the MMS remote sensing data.

### 2.1. Framework of D1.3

This deliverable D1.3 “CK: Communication kit” belongs to the measurable results of WP1 “Management”. This work package sets the foundation of the project management. Its main objectives are:

- Project technical and administrative overall coordination, project reporting and quality management,
- Innovation management,
- General and/or specific awareness management through communication activities,
- Information to EU GNSS stakeholders like the European Space Agency (ESA) and the EUSPA,
- Set-up and maintenance of the project Document Management System (DMS) and webpage.

D1.3 is part of WP1400 “Communication”, that focuses on awareness management, thus complementing WP7400 “Dissemination and exploitation activities”. More specifically, it deals with:

- Communication between GAMMS and other H2020 projects, if necessary,
- Participation in workshops by other H2020 projects or related EU initiatives, if necessary,
- Design of social media and communication strategy, with output to the communication activities plan, and generation of a continuous report based on KPIs,
- Development of the communication kit: project brochure, posters, general presentation, e-newsletters, promotional videos and project website,
- Communication of the project outcome to the general public, GNSS, MMS, AV communities, organisation of project workshops, communication in specialised magazines, and other items as described in D1.2<sup>2</sup>.

### 2.2. Dissemination level of D1.3

D1.3 is a public deliverable presenting the GAMMS communication kit to serve the communication plan outlined in D1.2<sup>3</sup>. GAMMS printable materials will be distributed or showcased to different stakeholders, whereas the project website and social media profiles will be publicly accessible by all online users, who will also be able to download public deliverables, presentations, newsletters, and scientific publications for free. As all public deliverables, D1.3 will be uploaded on the dedicate webpage for free download (<https://gamms.eu/index.php/deliverables/>).

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<sup>2</sup> GAMMS (2021), D1.2 “CSPR: Communication strategy plan and report v1.0”.

<sup>3</sup> GAMMS (2021), D1.2 “CSPR: Communication strategy plan and report v1.0”.

### 2.3. Structure of D1.3

After an executive summary in [Section 1](#), [Section 2](#) places D1.3 in the framework of the DoA<sup>4</sup> (WP1 and WP1400). Consequently, the document delves into the communication kit, ranging from the brand identity ([Section 3](#)), the printable materials ([Section 4](#)), the website ([Section 5](#)), the social media profiles ([Section 6](#)). [Section 7](#) concludes the deliverable and sheds some lights into the future of communication activities in GAMMS. Finally, the annexes provide additional guidelines, thumbnails, and templates.

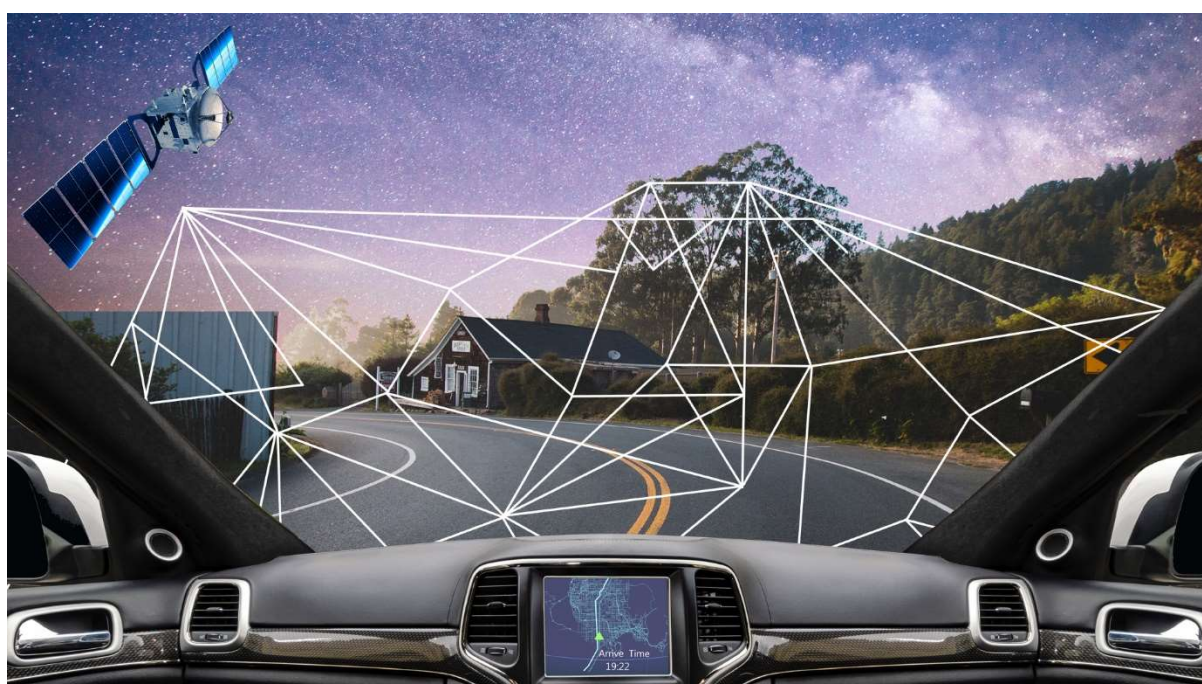
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<sup>4</sup> GAMMS (2021), Grant Agreement.

### 3. GAMMS identity

In order to consolidate GAMMS brand image under detailed guidelines, a basic brand book has been developed for all partners' convenience ([Annex 1](#)). The brand book provides specific guidance regarding different logo versions, their typographies, colours, and dimensions. The main purpose of this brand book is to establish a coherent communication line for GAMMS and to guarantee the correct use of the GAMMS logo by different partners promoting the project on different media.

Similarly, a project background has been created to support all communication materials, ranging from printed materials to the website to social media. The background aims at summarizing visually all the main elements of the project (i.e., Galileo, autonomous vehicles, autonomous mobile mapping systems, etc.).



*Figure 1: GAMMS background*

At the same time, GAMMS introduced the EU and EUSPA logos in all its communication materials, in line with its communication messages and goals (cf. D1.2<sup>5</sup>) aiming at highlighting the funding by the EUSPA and the European Commission and at making the important role of the EU, the EC and the EUSPA better known among the broad public.

Based on the GAMMS brand book and on the EUSPA communication guidelines, a Microsoft Word ([Annex 2](#)) and PowerPoint template ([Annex 3](#)) have also been created to facilitate the preparation of presentations and documents by all partners. All templates are stored on the GAMMS online repository in the folder /Templates (available only for consortium members).

<sup>5</sup> GAMMS (2021), D1.2 "CSPR: Communication strategy plan and report v1.0".



## 4. GAMMS printable materials

### 4.1. Roll-up banner

The project roll-up banner ([Annex 4](#)) aims at helping the GAMMS partners attract and engage visitors of meetings, conferences, workshops, etc. It provides a visual summary of the project main elements (i.e., Galileo, autonomous vehicles, HD maps, artificial intelligence, etc.), as well as the partners involved, and the contacts to learn more (website and social media).

The roll-up banner is stored on the GAMMS online repository in the folder /Communication (available only for consortium members).

### 4.2. Brochure

If compared to the roll-up banner, the project brochure ([Annex 5](#)) gives a more detailed overview of GAMMS main elements: the project vision, mission, solution, iterations, partners involved, as well as the contacts of the project (website and social media). The brochure aims at supporting all partners participating in physical meetings, conferences, and workshop where they are expected to present the project to external stakeholders and engage them in the project activities.

The brochure is stored on the GAMMS online repository in the folder /Communication (available only for consortium members). Additionally, it is available for every online user to download and print from the project website: [https://gamms.eu/wp-content/uploads/2021/12/BROCHURE\\_GAMMS.pdf](https://gamms.eu/wp-content/uploads/2021/12/BROCHURE_GAMMS.pdf).

## 5. GAMMS website

The project website (<https://gamms.eu/>) was launched in M1 of the project as the main reference point for both the GAMMS partners and the external stakeholders interested in the project activities. The website will be constantly curated by the WP1400 leader in cooperation with all partners engaging in C&D activities (presentations, publications, project iterations, etc.). The GAMMS website will be maintained for three years after the project conclusion in order to provide all interested stakeholders with access to GAMMS results and materials.

The project specific website is one of the GAMMS' communication channels, whose overall objectives are to:

- Raise awareness about the project and its partners,
- Raise awareness about self-driving technology for mapping,
- Communicate new mapping paradigm of GAMMS with emphasis on the use of AV, AI and GNSS technologies,
- Stimulate the curiosity and interest on maps and HD maps,
- Communicate the applications and benefits of GAMMS,
- Make Galileo, its advantages with respect to GPS and its availability better known,
- Acknowledge the funding role of the EUSPA and the European Commission in GAMMS.

Additionally, the website will serve as an online repository of public deliverables, presentations, newsletters, and academic publications as soon as they are produced by GAMMS partners.

Furthermore, the website content is consistent with the project ambitions and results, as well as coherent with other C&D channels (e.g., social media).

The GAMMS website has extensively been described in a dedicated deliverable, namely D1.4<sup>6</sup>.

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<sup>6</sup> GAMMS (2021), D1.4 "WP Project webpage v1". Available online at: <https://gamms.eu/index.php/deliverables/>.

## 6. GAMMS social media

Several social media profiles have been created starting from M1 of the project to serve specific purposes:

- Twitter ([https://twitter.com/GAMMS\\_H2020](https://twitter.com/GAMMS_H2020)) will serve as the main news service of the project, posting at least weekly about developments in GAMMS and in the EUSPA community, and participating in the wider conversation about project-related issues through some specific hashtags (e.g., #MobileMapping #AutomatedDriving #UseGalileo #H2020 #artificialintelligence #autonomousvehicles #NavigationSystems, etc.),
- LinkedIn (page: <https://www.linkedin.com/company/gamms-h2020/>; group: <https://www.linkedin.com/groups/9070917/>) will allow a fruitful exchange of expertise and networking with internal and external experts,
- YouTube (<https://www.youtube.com/channel/UCMf0KEvb1ahQpFUtgjR2NQ>) and will host project videos as soon as available.

More details about the GAMMS social media profiles and their expected performance are available in D1.2<sup>7</sup>, while some thumbnails of their homepages are provided in [Annex 6](#).

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<sup>7</sup> GAMMS (2021) D1.2 “CSPR: Communication strategy plan and report v1.0”.

## 7. Conclusion

GAMMS envisioned a specific task, WP1400 “Communication”, to manage awareness about the project, communicate with relevant stakeholders and curate communication channels. This deliverable D1.3 “CK: Communication kit” focuses on the development of the project communication kit.

Turning to the detail, this document presented the project printable materials, website, and social media. The description of these materials was coupled with some thumbnails and further guidelines in the annexes.

As the GAMMS activities are implemented and results achieved, the communication materials will be updated accordingly. Therefore, D1.3 will be updated with versions 1.0 (M15) and 2.0 (M30) to include these changes.

The project communication kit is part of the communication and dissemination strategy outlined in D1.2 “CSPR: Communication strategy plan and report v1.0”<sup>8</sup> (M2), which will also list the key performance indicators (KPIs) related to the online activities (i.e., website, social media). The achievement of these KPIs will be reported in D1.2 final version in M30.

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<sup>8</sup> GAMMS (2021), D1.2 “CSPR: Communication strategy plan and report v1.0”.

## References

- [1] GAMMS (2021), D1.2 “CSRP: Communication strategy plan and report v1.0”.
- [2] GAMMS (2021), D1.2 “CSRP: Communication strategy plan and report v1.0”.
- [3] GAMMS (2021), D1.2 “CSRP: Communication strategy plan and report v1.0”.
- [4] GAMMS (2021), Grant Agreement.
- [5] GAMMS (2021), D1.2 “CSRP: Communication strategy plan and report v1.0”.
- [6] GAMMS (2021), D1.4 “WP Project webpage v1”. Available online at:  
<https://gamms.eu/index.php/deliverables/>.
- [7] GAMMS (2021), D1.2 “CSRP: Communication strategy plan and report v1.0”.
- [8] GAMMS (2021), D1.2 “CSRP: Communication strategy plan and report v1.0”.

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## Annex 1: Basic brand book



**GAMMS**  
ROBOTS MAPPING FOR ROBOTS

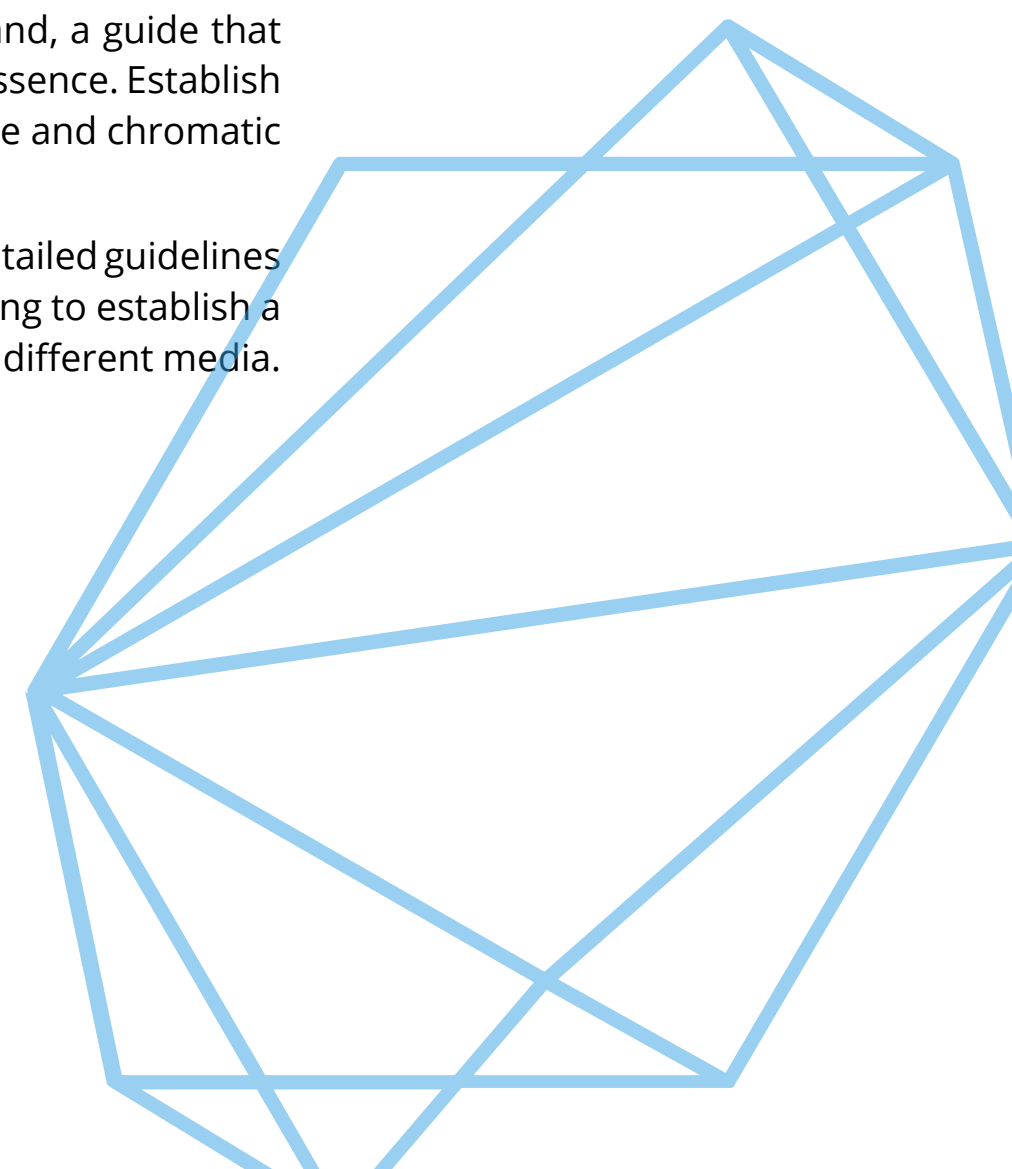
**BRANDBOOK**  
BASIC



# INTRO

This Brandbook Basic collects the essential elements that make up the corporate identity of **GAMMS**. The purpose of its creation is to turn it into a tool for use to transmit and reflect the character of our brand, a guide that will help us create and communicate without losing its own essence. Establish the guidelines for communication, materials, typographic use and chromatic applications for the correct use of the brand.

The main objective is to consolidate the brand image under detailed guidelines that guarantee its correct use when communicating, managing to establish a coherent line in the presentation and implementation in the different media.





# Alef Bold

*Mushon Zer-Aviv & Hagilda*

Aa

**Bold**

# Open Sans

*Steve Matteson*

Regular  
*Regular Italic*  
Semi-Bold  
*Semi-Bold Italic*  
**Bold**  
***Bold Italic***  
**Extra-Bold**

Aa

# Calibri

*Lucas de Groot*

Light  
Regular  
*Regular Italic*  
**Bold**  
***Bold Italic***

Aa

# COLOUR

---

## COLOUR PALETTE



**PANTONE 661 C**  
**CMYK** 100·77·7·0  
**RGB** 0·68·148  
**WEB** #004494



**PANTONE 2171C**  
**CMYK** 71·23·0·0  
**RGB** 52·160·226  
**WEB** #34A0E2



**PANTONE COOL GRAY 11C**  
**CMYK** 44·34·22·77  
**RGB** 83·86·90  
**WEB** #53565A

VERSION I

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# GAMMS

ROBOTS MAPPING FOR ROBOTS

VERSION II

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**GAMMS**

VERSION III

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**GAMMS**

ROBOTS  
MAPPING  
FOR ROBOTS

**SPECIAL VERSION**

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**GAMMS**  
**ROBOTS**  
**MAPPING**  
**FOR ROBOTS**



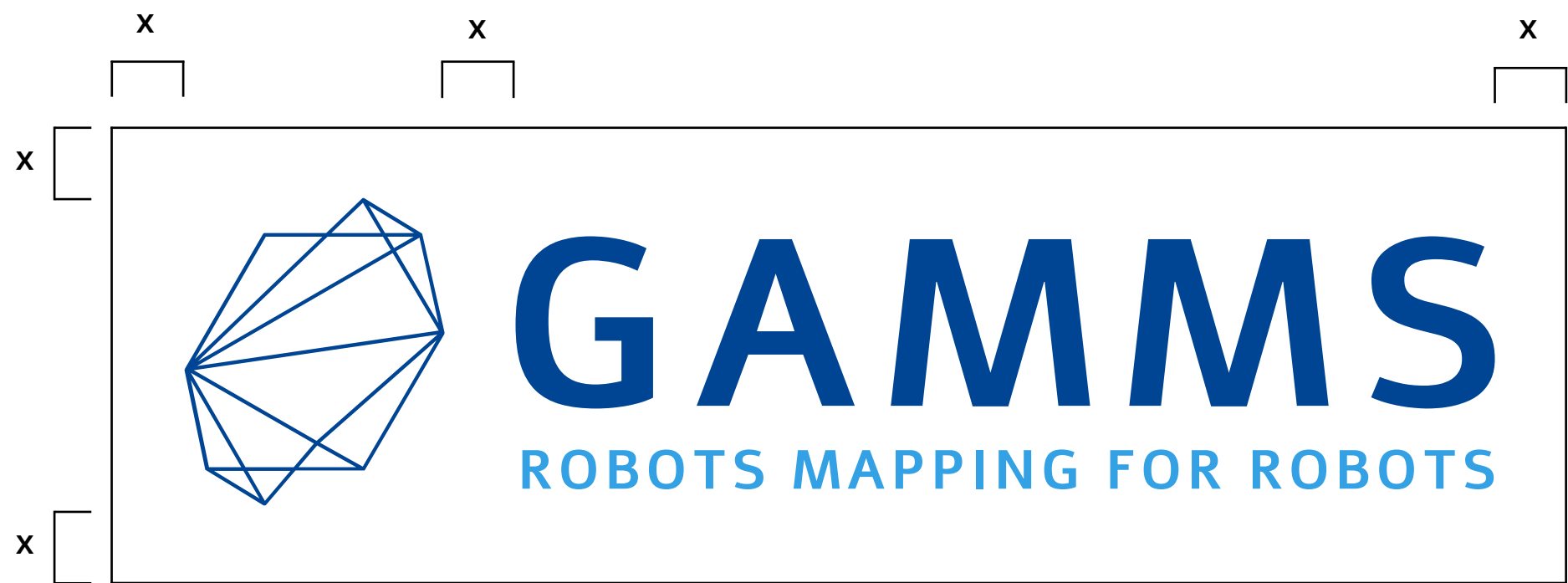
**SYMBOL**

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RESPECT AREA

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# MINIMUM SIZES

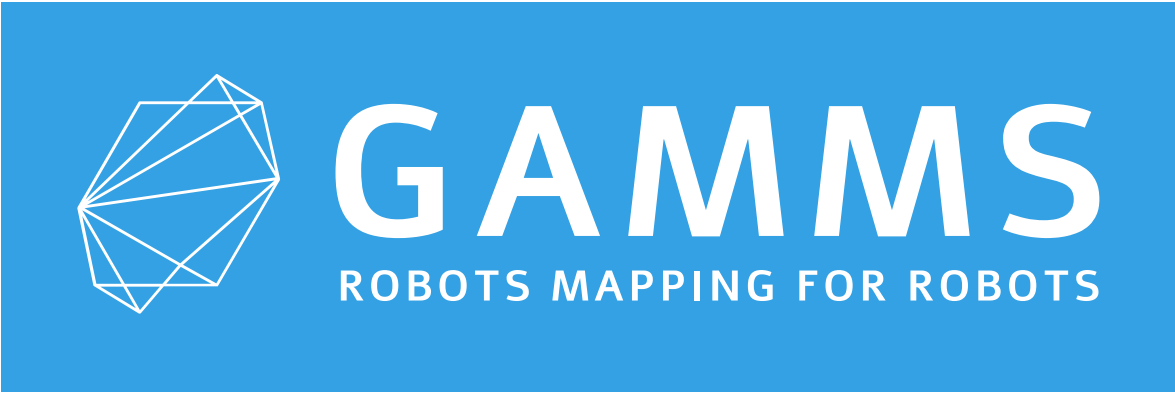
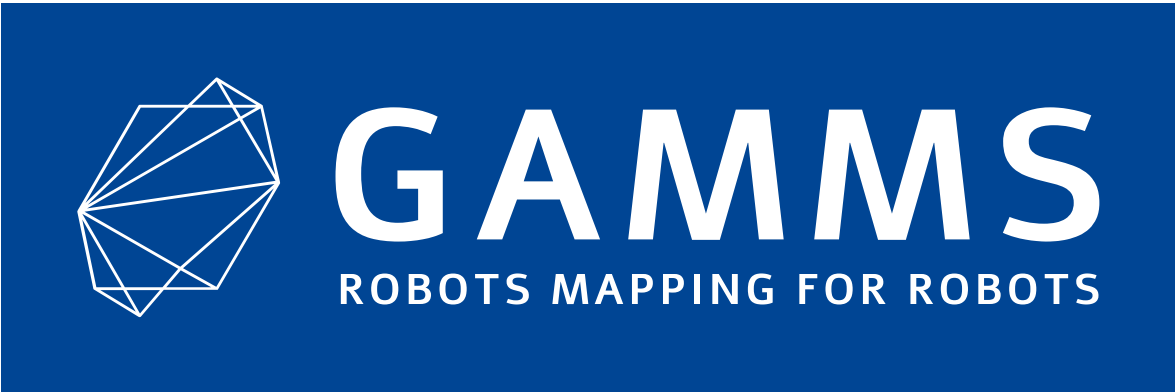
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FULL COLOUR NEGATIVE

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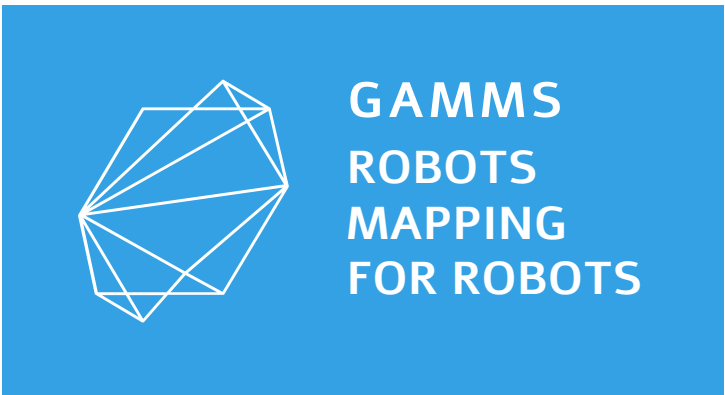
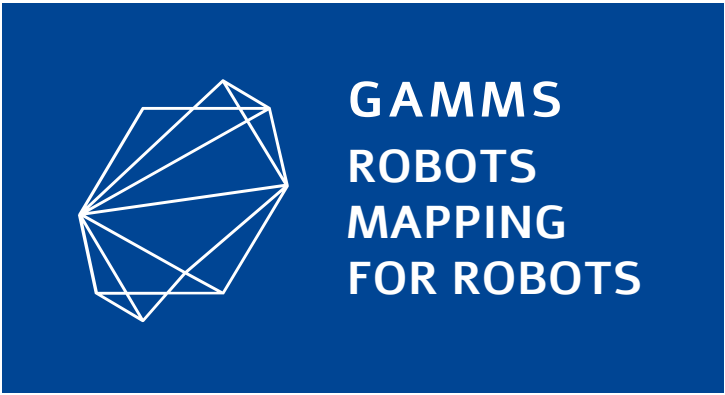
*Negative version/Colour*



FULL COLOUR NEGATIVE

---

*Negative version/Colour*



FULL COLOUR POSITIVE

---

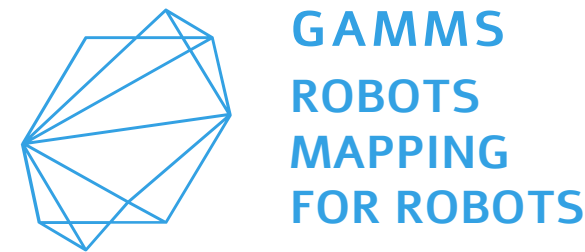
*Positive version/Colour*



FULL COLOUR POSITIVE

---

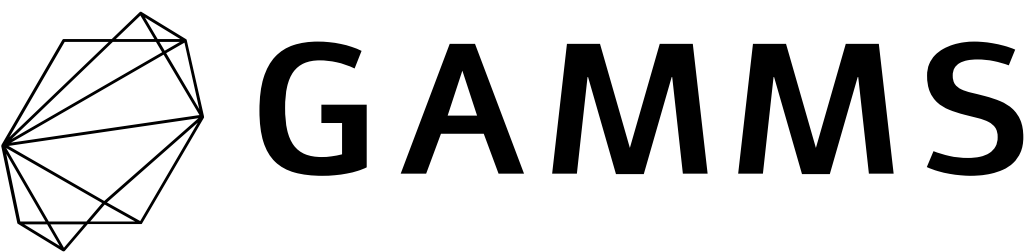
*Positive version/Colour*



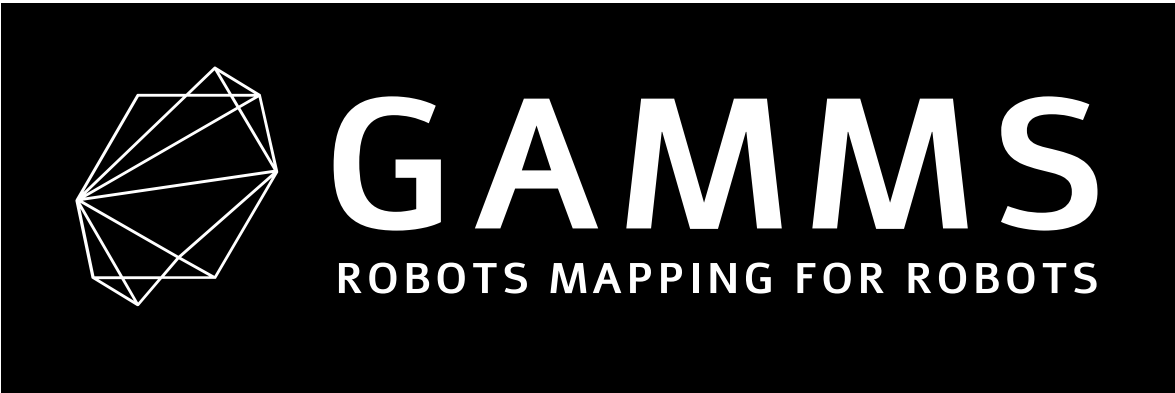
VERSIONS IN BLACK AND WHITE

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*Positive version/Black*



*Negative version/White*





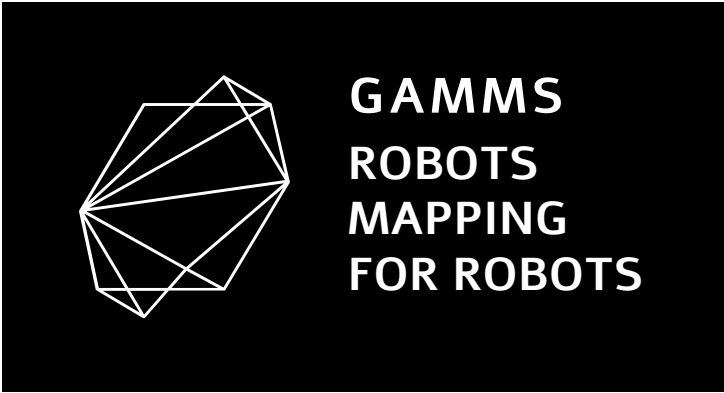
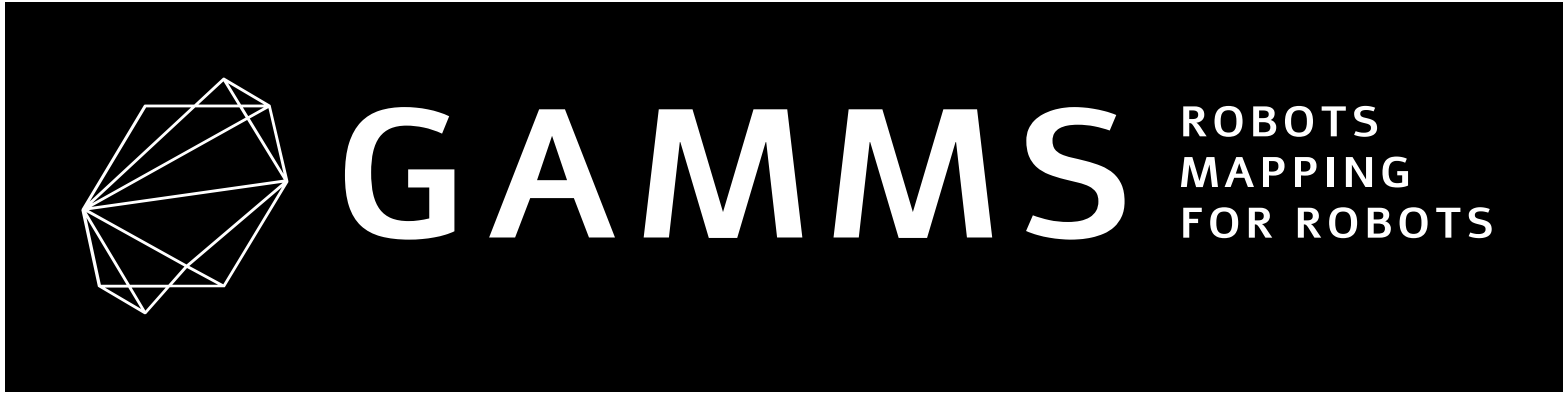
VERSIONS IN BLACK AND WHITE

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*Positive version/Black*



*Negative version/White*





## Annex 2: Word template

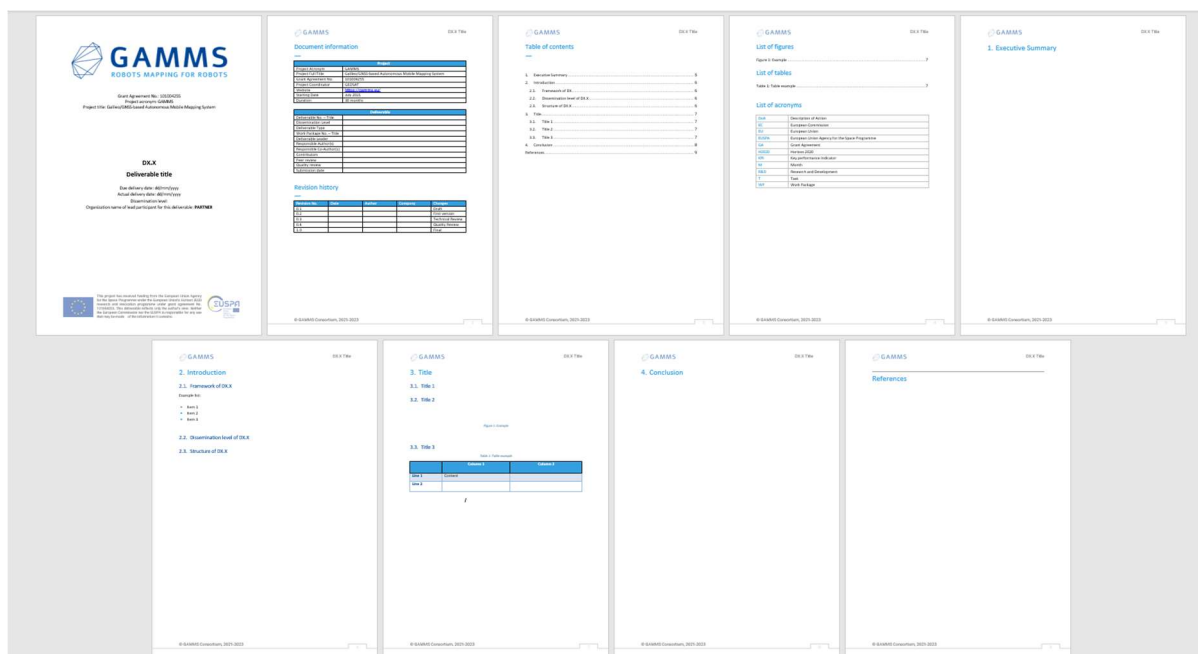


Figure 2: Thumbnail of GAMMS word template

## Annex 3: PowerPoint template

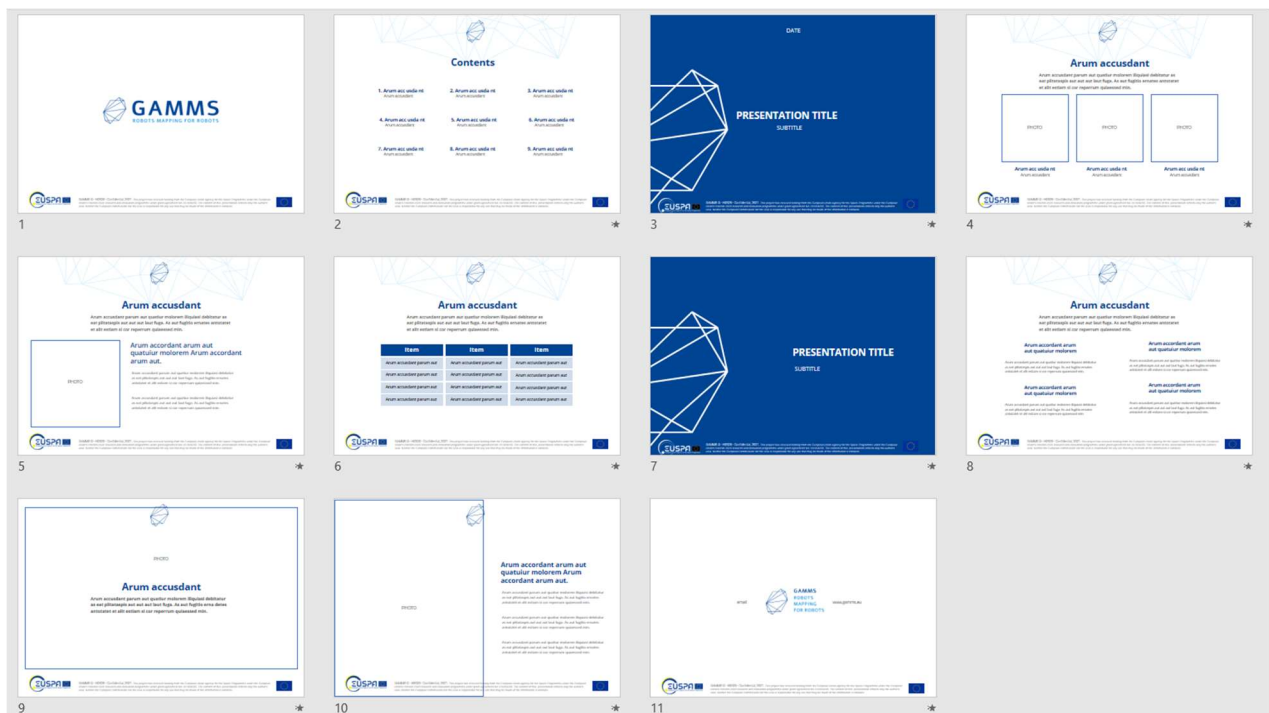


Figure 3: Thumbnail of GAMMS PowerPoint template

## Annex 4: Roll-up banner

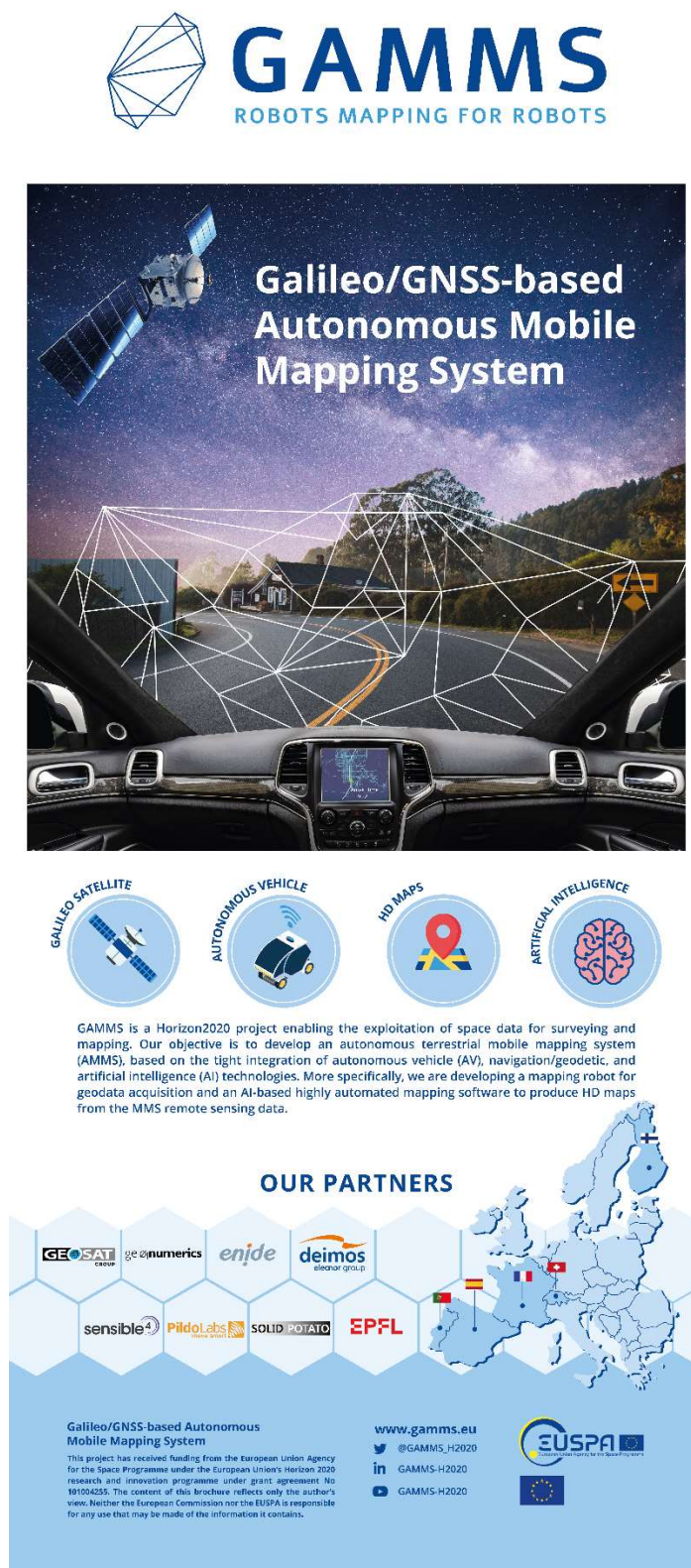


Figure 4: Thumbnail of GAMMS roll-up banner

## Annex 5: Brochure



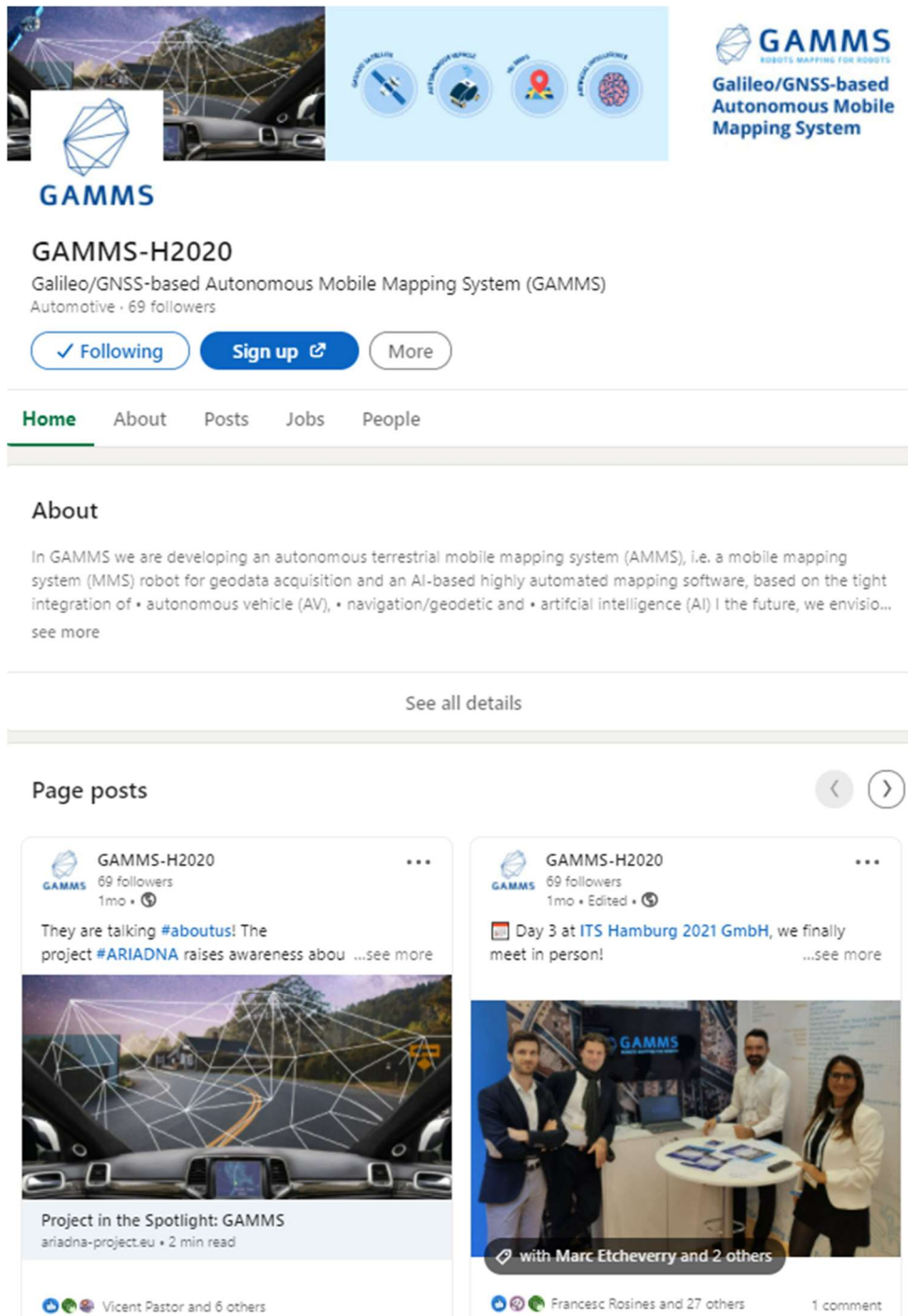
Figure 5: Thumbnail of GAMMS brochure



## Annex 6: Social media thumbnails



Figure 6: Thumbnail of GAMMS Twitter homepage



**GAMMS**  
Galileo/GNSS-based Autonomous Mobile Mapping System

**GAMMS-H2020**  
Galileo/GNSS-based Autonomous Mobile Mapping System (GAMMS)  
Automotive · 69 followers

✓ Following Sign up More

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**About**

In GAMMS we are developing an autonomous terrestrial mobile mapping system (AMMS), i.e. a mobile mapping system (MMS) robot for geodata acquisition and an AI-based highly automated mapping software, based on the tight integration of • autonomous vehicle (AV), • navigation/geodetic and • artificial intelligence (AI) I the future, we envisio... see more

See all details

**Page posts**

**GAMMS-H2020**  
69 followers  
1mo • Edited •

They are talking #aboutus! The project #ARIADNA raises awareness about ...see more

Project in the Spotlight: GAMMS  
ariadna-project.eu · 2 min read

Vicent Pastor and 6 others

**GAMMS-H2020**  
69 followers  
1mo • Edited •

Day 3 at ITS Hamburg 2021 GmbH, we finally meet in person! ...see more

with Marc Etcheverry and 2 others

Francesc Rosines and 27 others 1 comment

Figure 7: Thumbnail of GAMMS LinkedIn homepage