



## BONVOYAGE

From Bilbao to Oslo, intermodal mobility solutions, interfaces and applications for people and goods, supported by an innovative communication network

Research and Innovation Action GA 635867

### **DELIVERABLE D8.5:**

### **WEB SITE AND LOGO**

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Abstract: This deliverable will describe the BONVOYAGE logos created in multiple declinations and the structure and use of the project official web site.

Keyword List: Web Site, Logo, Communication, Dissemination.

## INDEX

<b>BONVOYAGE GLOSSARY .....</b>	<b>5</b>
<b>1 INTRODUCTION .....</b>	<b>6</b>
1.1 Deliverable Rationale .....	6
1.2 Quality Review .....	6
1.3 Executive summary .....	6
1.3.1 Deliverable description .....	6
1.3.2 Summary of results .....	7
<b>2 BONVOYAGE LOGO .....</b>	<b>8</b>
<b>3 BONVOYAGE WEB SITE.....</b>	<b>10</b>
3.1 Web Site Structure and description .....	10
3.2 Home Page .....	11
3.2.1 Acknowledgement of EU funding .....	13
3.2.2 Home Page Content.....	14
3.3 About.....	15
3.4 Results.....	15
3.4.1 News .....	16
3.4.2 LinkedIn Professional Network.....	18
3.5 BONVOYAGE Partners .....	18
3.6 BONVOYAGE Contacts.....	19
3.7 Private Area.....	19
3.8 Responsibility and maintenance .....	20
<b>4 CONCLUSIONS .....</b>	<b>22</b>
<b>5 REFERENCES .....</b>	<b>23</b>

### List of Figures

Figure 1: BONVOYAGE Logo.....	8
Figure 2: BONVOYAGE Small Logo .....	9
Figure 3: Web site declination .....	9
Figure 4: Google Analytics Overview .....	11
Figure 5: BONVOYAGE web site structure .....	11
Figure 6: Sliding pictures in Home Page .....	13
Figure 7: BONVOYAGE Header.....	13

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Figure 8: Acknowledgement of EU funding .....	14
Figure 9: Abstract in Home Page .....	14
Figure 10: Some pages published in “About” Tab .....	15
Figure 11: Deliverable Manager Plugin.....	16
Figure 12: Screenshot of the News page .....	17
Figure 13: Appearance of a Single Piece of News .....	18
Figure 14: BonVoyage Partners’ pages .....	19
Figure 15: Contact details .....	19
Figure 16: Private area Page .....	20

## BONVOYAGE Glossary

Table 1 lists and describes with a common definition the terms that have been considered relevant in this deliverable.

<b>BONVOYAGE DICTIONARY</b>	
<b>TERM</b>	<b>DEFINITION</b>
<b>SVN</b>	SUBVERSION – REPOSITORY ALLOWING VERSIONING
<b>TRAC</b>	WEB-BASED MANAGEMENT TOOL FOR PROJECT MANAGEMENT
<b>WIKI</b>	CONTENT MANAGEMENT SYSTEM ENABLING PAGES CREATION
<b>PRIVATE AREA</b>	RESTRICTED AREA RESERVED ONLY FOR PEOPLE INVOLVED IN THE BONVOYAGE PROJECT

***Table 1: BONVOYAGE Dictionary***

## 1 Introduction

### 1.1 Deliverable Rationale

Deliverable 8.5 “Web Site and Logo” is a short document describing the official logo created for the BONVOYAGE project and web site. In terms of timing, the D8.5 is the first deliverable issued by the WP8 by month six (Oct. 2015). The deliverable moves from the work performed in WP1 committed with the creation and technical set up of the project web site and the collaborative management tools such as the SVN repository. Due to very close link among technical structure, functionalities and contents of web site, D8.5 has been issued in a collaborative manner between WP1 and WP8.

### 1.2 Quality Review

The internal Review Team responsible of this deliverable is CRAT.

VERSION CONTROL TABLE			
VERSION N.	PURPOSE/CHANGES	AUTHOR	DATE
0.1	Draft index and main contents of the document	Maria Bianco CNIT	14/10/2015
0.2	Finalized Document	Emilio Calvanese Strinati CEA-LETI	19/10/2015
0.3	Internal Review	Silvia Canale, Lorenzo Ricciardi Celsi, Vincenzo Suraci CRAT	28/10/2015
0.4	Final check	Nicola Blefari Melazzi	28/10/2015

### 1.3 Executive summary

#### 1.3.1 Deliverable description

This deliverable is aimed at describing the BONVOYAGE logos and the web site structure. The initial and operational version of the official project web site has been designed, provisioned and deployed on the Internet. It has been designed to address, even at the early stages of the project, key questions that visitors to the web site are expected to have, including:

- What is the project about?
- What is the project delivering, and why?
- Who is participating in the project?
- What additional detail is available?
- Who can be contacted for more information?

Powerful technologies such as Blogs, Google Analytics and LinkedIn interest groups have also been considered and deployed at this early stage of the project. As collaboration, exploitation and dissemination requirements become clear, these and other tools will be suitably configured and enabled to support the project in all appropriate ways.

The project web site will continuously evolve and develop as the project itself matures. The adopted solution offers the flexibility to choose the most appropriate tools to support the future needs of BONVOYAGE.

### ***1.3.2 Summary of results***

This deliverable aims at describing the BONVOYAGE logos (more declinations have been conceived) and the web site structure. The objective of D8.5 is to give a complete overview of the web site contents and functionalities in order to stimulate improvement suggestions and content fine-tuning.

The web site is still under construction in terms of content publishing: many sections will be completed step by step and according to the project achievements. The living section of the web site is the one related to “RESULTS”: this section will be completed from time to time and will represent the main reference area for achievements in Communication, Dissemination, and Standardization and Exploitation activities.

## 2 BONVOYAGE LOGO

A logo is a graphic mark used to aid and to promote instant public recognition of a company/concept and therefore also of a single project.

For this reason, the creation of a project identity moves from the creation of a logo, a clear and simple image able to embody the BONVOYAGE concept, to create awareness of it and to attract the attention of the target groups.

The BONVOYAGE Logo represents an easy lettering where vocals 'O' and 'A' are highlighted by means of colours in order to express the idea of moving wheels and then travel route.

Considered as important to brand recognition, colour is typically associated with certain emotions. Blue is often associated to the Software sector and it relates to professionalism, trust, dependability and loyalty. Green is a colour which expresses self-reliance, reliability and dependability and furthermore an adaptable and flexible concept. Magenta has been chosen in order to express imagination, innovation, creative and artistic approach.

Therefore the colours chosen for BONVOYAGE are:

- Grey: R – 190; G – 191; B – 193;
- Blue: R – 47; G – 133; B – 244;
- Green: R – 53; G – 218; B – 123;
- Magenta: R – 241; G – 77; B – 128.

The font chosen is *Calibri* for its property to express clarity.

The following pictures show the complete logo with lettering and the small logo of BONVOYAGE.



Bonvoyage

**Figure 1: BONVOYAGE Logo**



**Figure 2: BONVOYAGE Small Logo**

A special logo has been designed for the web site. This logo has been added with a lettering summarizing the BONVOYAGE target: Mobility, People and Goods.



**Figure 3: Web site declination**

Registration and protection of the BONVOYAGE official logo will be sustained according to future pre-commercial and go to market initiatives involving the project consortium.

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## 3 BONVOYAGE Web Site

### 3.1 Web Site Structure and description

The BONVOYAGE web site has been designed with Word Press software in a very clear and easy fashion. Nonetheless, it allows to add and develop new functionalities and to expand content pages with plugins and additional tools. The web site and all contents have been published by CNIT with the collaboration of all the partners. The web site contains the following facilities:

- Static pages regularly updated by the Administrators (CNIT)
- Blog for posting News
- Deliverables/Document Manager: this section allows downloading private documents; it represents both a private area for partners (for confidential deliverables) and a downloadable area for all, for the public deliverable.

To help understand the usage of the web site, the web site was registered with the free Google Analytics facility. This will allow rich reports to be run on the web site, giving a very clear picture of information such as:

- How many users are visiting the site;
- What links and pages are more popular than others;
- What web sites are users coming from;
- Where visitors are coming from geographically.

The Analytics reports will be made available by CNIT to the WP8 Leader on a timely basis and on his specific request at any time.



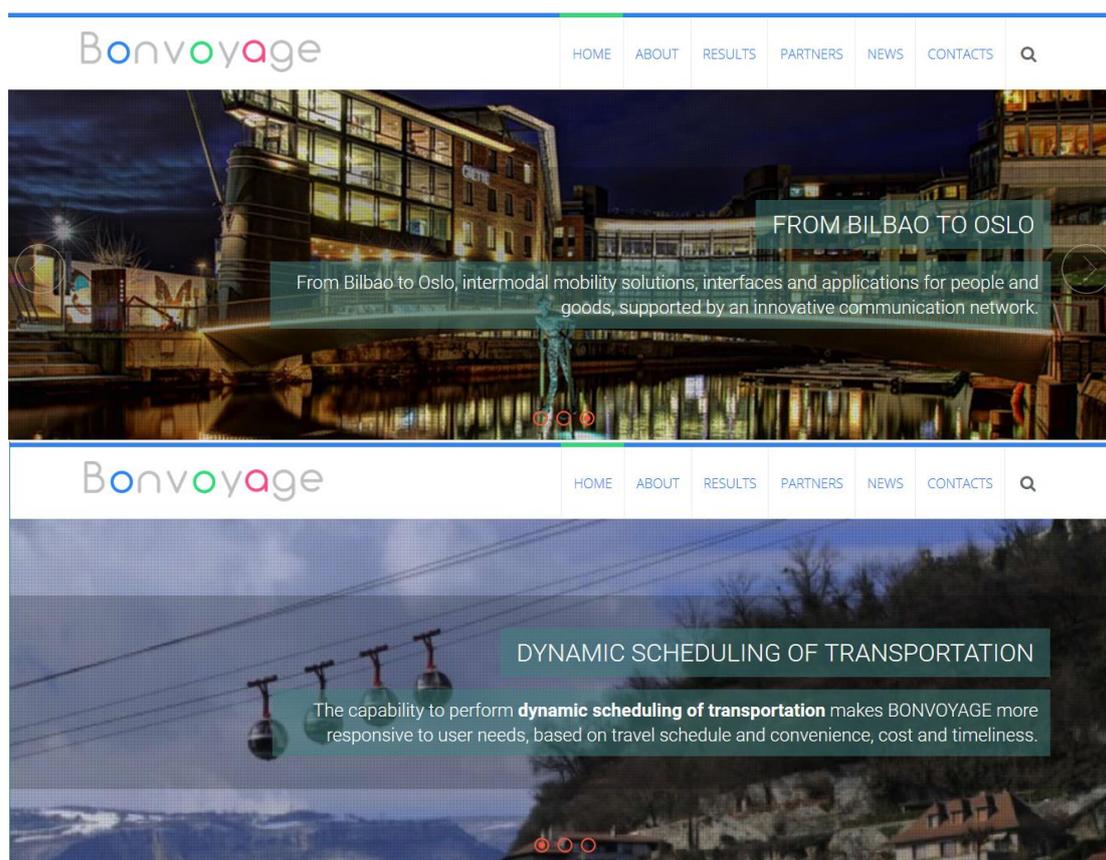
– [www.bonvoyage-h2020.eu](http://www.bonvoyage-h2020.eu)

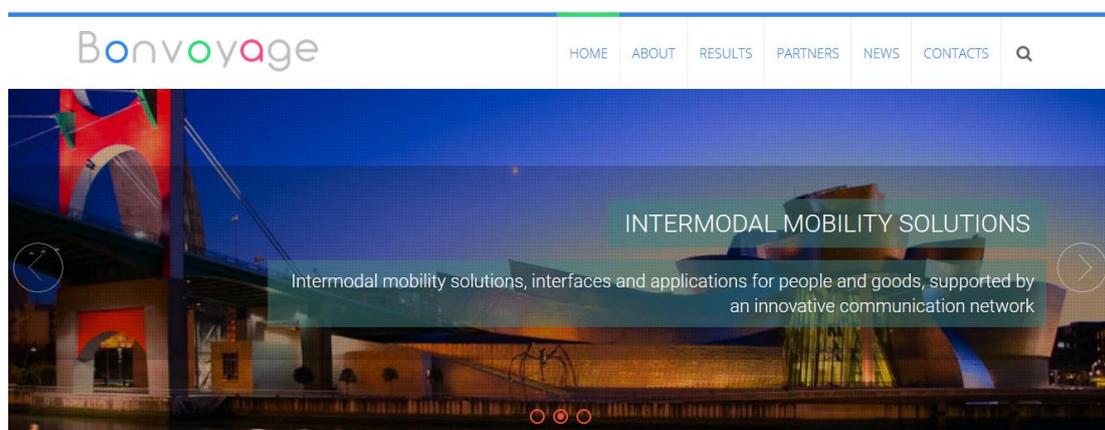
The web site has been developed by Word Press using the Access Press Ray Theme. At the moment, the web site shows just static pages, but the chosen theme will allow in the future the switch to a more dynamic visualization of contents.

The main structure of the pages follows the scheme of the Home page: the main field dedicated to the Project content, with a static section of the right side showing official information about the project, Coordinator Organization, Funding and Official EU Acknowledgement.

The Home page presents three sliding pictures representing the city of Oslo, Bilbao and Grenoble and showing three key sentences summarizing in a very short way the main concepts of the project.

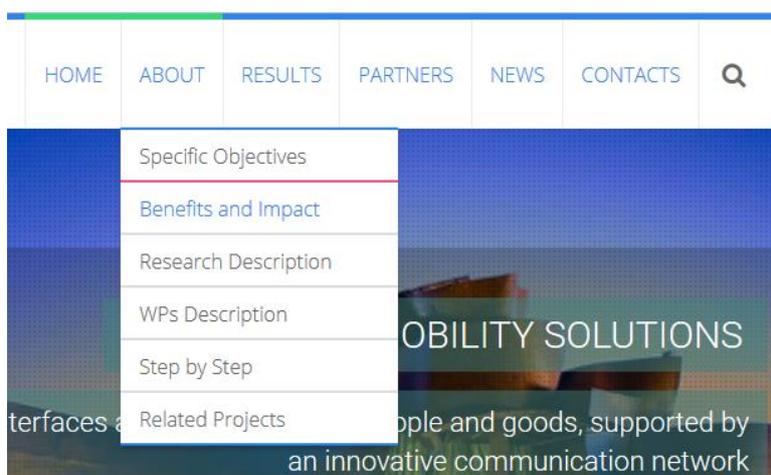
The Home Page contains also the main information about the project scope and objectives.





**Figure 6: Sliding pictures in Home Page**

The BONVOYAGE web site accounts for five tabs on the Header Menu that are detailed in the following subsections. Sub-pages are accessible through a window menu which opens on each section tab.



**Figure 7: BONVOYAGE Header**

The footer area contains the same sections above mentioned plus the “Privacy Statement” and “Private Area” pages.

### **3.2.1 Acknowledgement of EU funding**

The official *Acknowledgement about EU funding* has been published on a dedicated menu on the right side of the web page. The menu is always visible in all the pages published on the web site.

**Project Data**

The **BONVOYAGE** project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 635867

Research and Innovation Action

**Coordinator:**  
CNIT  
(Consorzio Nazionale Interuniversitario per le Telecomunicazioni)

**Contact:**  
[Prof. Nicola Blefari Melazzi](mailto:blefari@uniroma2.it)  
[blefari@uniroma2.it](mailto:blefari@uniroma2.it)

**Community contribution to the project:**  
4.000.000,00 Euro

**Project start date:**  
May, 1, 2015

**Project end date:**  
April, 30, 2018

**Figure 8: Acknowledgement of EU funding**

### 3.2.2 Home Page Content

This page presents the summary describing the vision, context and audience of the BONVOYAGE Project.

Home

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Mobility  
People  
Goods

Intermodal mobility solutions, interfaces and applications for people and goods, supported by an innovative communication network

The **BONVOYAGE** project aims at designing, developing and testing a platform optimizing multimodal door-to-door transport of passengers and goods. The platform integrates travel information, planning and ticketing services, by automatically analysing non-real-time data from heterogeneous databases (on road, railway and urban transport systems); real-time measured data (traffic, weather forecasts); user profiles; user feedback.

The platform is supported by an innovative "information-centric" communication network that collects and distributes all the data required. The highly heterogeneous, distributed and mobile nature of data, coming from data-centers, sensors, vehicles, goods and people on the move, calls for an innovative networking paradigm. Current networks limit themselves to "just" providing communication channels between hosts. Our paradigm, called **Internames**, allows communications among entities identified by names, without the constraint of a static binding to a particular location.

**Project Data**

The **BONVOYAGE** project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 635867

Research and Innovation Action

**Coordinator:**  
CNIT  
(Consorzio Nazionale Interuniversitario per le Telecomunicazioni)

**Contact:**  
[Prof. Nicola Blefari Melazzi](mailto:blefari@uniroma2.it)  
[blefari@uniroma2.it](mailto:blefari@uniroma2.it)

**Community contribution to the project:**  
4.000.000,00 Euro

**Project start date:**  
May, 1, 2015

**Project end date:**  
April, 30, 2018

**Figure 9: Abstract in Home Page**

### 3.3 About

This tab presents the main objectives of the project, expected benefits and impact, the main research activities, the current status of the project roadmap and related projects and initiatives in different sub-sections:

- a. Specific Objectives
- b. Benefits and Impact
- c. Research Description
- d. WPs Description
- e. Step by Step - shows the complete Roadmap of BONVOYAGE
- f. Related Projects



#### Specific Objectives

##### Overall Goal

BONVOYAGE seeks to achieve the general goal of optimizing multimodal door-to-door transport of passengers and goods, easing interoperation between all involved players.

The request of a "user" (be it a person or a parcel) to travel from source to destination is managed by the system with several tools: Metadata Handler collects and elaborates data related to the request and generates a corresponding Context; User Profiler creates a personalized profile, conveying requirements including Quality of Experience parameters and special needs; Multi-Objective Optimizer develops personalized travel instructions, optimal for the Context and User Profile. The user may give feedback, before accepting the travel itinerary. If a trip is not available at request time, the user is notified if it becomes available later on. An Actuator triggers the necessary services. A Tariff Scheme Designer exploits platform data to define multi-part tariff schemes.

The overall general goal includes six specific technical objectives:



#### Benefits and Impact

BONVOYAGE will contribute to the societal challenge "Smart, Green and Integrated Transport", whose aim is "to minimize the impact of transport systems on climate and the environment, including noise and air pollution, by improving the efficiency in the use of natural resources, and by reducing the dependence on fossil fuels". In addition it will contribute to societal challenge "Europe in a changing world - inclusive, innovative and reflective societies", with the Internames concept, and, indirectly to the challenge "Climate action, environment, resource efficiency and raw materials" by offering solutions for "reducing energy consumption and carbon footprint through smart and sustainable usage".

The expected impact deriving from BONVOYAGE can be described in terms of technical objectives (see related page), in terms of benefits offered to the transportation eco-system and in terms of the impact in the areas listed in the workprogramme.

##### Benefits for users

#### Research Description

The BONVOYAGE system entails a pervasive degree of interactions among travellers, tools, databases, multimodal transportation systems, sensor networks, and forecasting models. All these actors can be physically placed in and/or logically belong to various organizations, which enforce different and not necessarily interoperable policies on data access and management.

In addition, the provisioning of a sophisticated door-to-door journey planner system is highly likely to require a high-level service orchestration of simpler services provided by entities and organizations that were not initially designed to interoperate with each other. Also, the traveller, along the trip, can migrate from one access network and Internet Service Provider (ISP) to the next, all the time needing to maintain a consistent status and connectivity with the networking infrastructure.

A preliminary architecture of the BONVOYAGE platform is shown below. The figure shows the main architectural blocks and their relationships to the technological Workpackages.



#### WPs Description

BONVOYAGE will last 36 months. The structure of the project is based on three phases: initial requirements and abstractions work package (WP2); component designs (WP3, WP4, WP5 and WP6); integration and validation (WP7). Performance considerations are taken into account from the beginning of the design phase, while the overall system design will be tested and exploited in relevant use cases (WP7). The Management of the overall action (WP1) and the Communication, Dissemination, Standardization and Exploitation (WP8) work packages complete the plan.

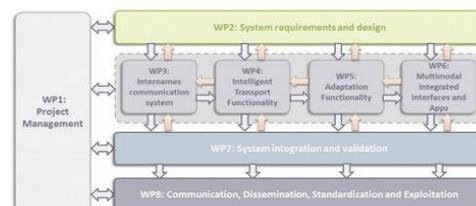


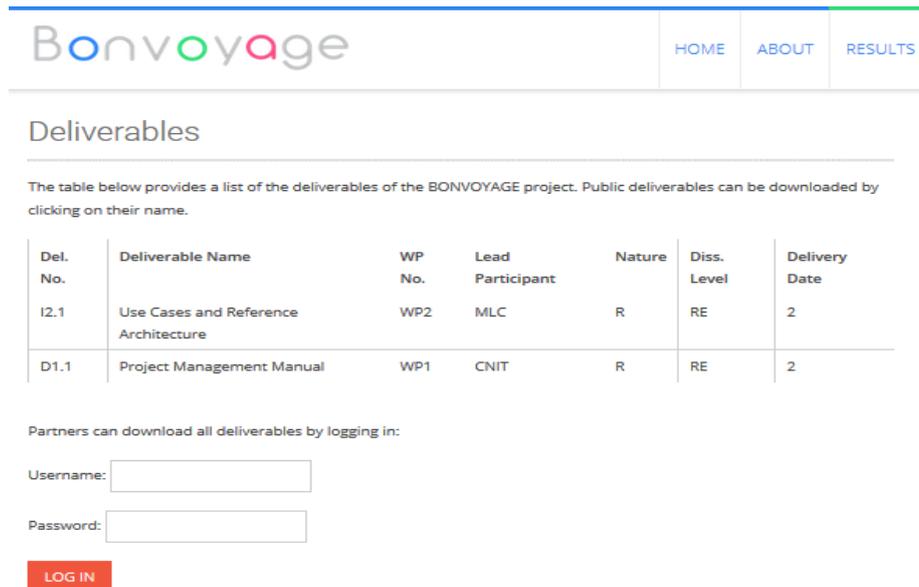
Figure 10: Some pages published in "About" Tab

### 3.4 Results

This tab describes the main results of the project in several sub-sections which are still under construction and will be updated from time to time as contents will become available. The sub-sections are:

- a. Communication

- b. Dissemination
- c. Standardization
- d. Exploitation
- e. Deliverables – this sub-section includes a private area from which partners, EC Officers and reviewers will be able to download confidential Deliverables.



**Bonvoyage**      HOME    ABOUT    RESULTS

### Deliverables

The table below provides a list of the deliverables of the BONVOYAGE project. Public deliverables can be downloaded by clicking on their name.

Del. No.	Deliverable Name	WP No.	Lead Participant	Nature	Diss. Level	Delivery Date
I2.1	Use Cases and Reference Architecture	WP2	MLC	R	RE	2
D1.1	Project Management Manual	WP1	CNIT	R	RE	2

Partners can download all deliverables by logging in:

Username:

Password:

**LOG IN**

**Figure 11: Deliverable Manager Plugin**

The Deliverable manager plugin is set up in such way that Public Deliverables will be downloadable for the general public as soon as they will be available. Private Deliverables will be downloadable just through log-in, whose access details will be made available to Partners’ team, EU officers and reviewers under request.

### 3.4.1 News

This tab will be the main channel for dissemination of information. News, which will be published with the contribution of all the Partners, will be shareable through Social media.

The section “News” before mentioned represents the main channel for spreading information outside the consortium. The page is planned to be blog-like; News and information can be published in a very easy and light way through the WordPress platform. As already mentioned, this section will allow sharing News through social network thanks to a sharing plugin, which has been already installed.

Considering the importance of updating such a page for keeping alive online traffic on the website, the Editorial plan considers the commitment of all the partners in order to share information/impression on their own activity related to BONVOYAGE. For such reason each

Partner involved in the project will share information on the following activities by writing and sharing short News about:

- Congresses, Workshops and Fairs attendance;
- Networking activities with organizations that are external to the BONVOYAGE Consortium operating in the specific topic of the project;
- Presentation held, Publication and Press release realised in connection with BONVOYAGE activities;
- Collaboration established with expertise and projects similar to BONVOYAGE topics and exploitable synergies;
- Interesting Events, Information and Calls for the benefit of BONVOYAGE objectives.

The Blog contains several (briefly described) NEWS. Each piece of news can be opened and will be visualised in a more complete way.

The screenshot shows a 'News' section with two articles and a 'Project Data' sidebar on the right.

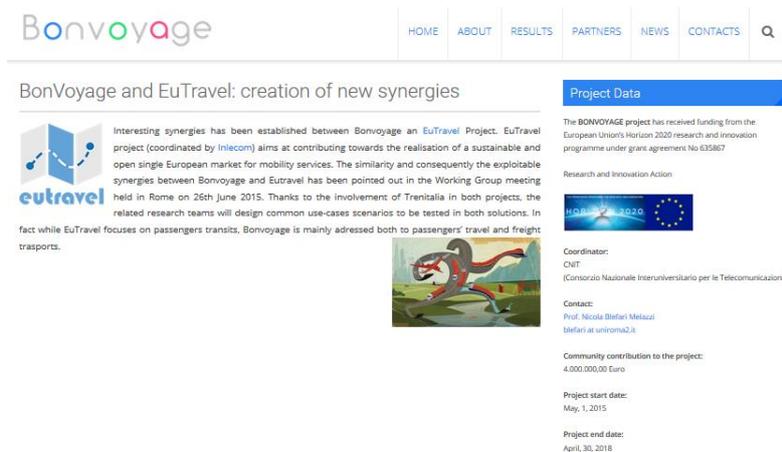
**News Section:**

- Article 1:** "BonVoyage at the 6th Gargese conference". Posted on September 21, 2015 by Maria Bianco. The article mentions a workshop on Combinatorial Optimization at the University of Oslo.
- Article 2:** "Presentation at IETF 93". Posted on July 21, 2015 by Maria Bianco. The article mentions a presentation by Prof. Alfredo Grieco at the IETF 93 meeting in Prague.

**Project Data Sidebar:**

- Project Data:** The BONVOYAGE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 638867.
- Research and Innovation Action:** (Accompanying image of a satellite and the EU flag).
- Coordinator:** CNIT (Comitato Nazionale Interuniversitario per le Telecomunicazioni).
- Contact:** Prof. Nicola Belet Malinzi (Email: n.belet@cnit.it).
- Community contribution to the project:** 4,000,000,00 Euro.
- Project start date:** May 1, 2016.
- Project end date:** April 30, 2018.

Figure 12: Screenshot of the News page



**Figure 13: Appearance of a Single Piece of News**

### 3.4.2 LinkedIn Professional Network

A BONVOYAGE Group page has been created on LinkedIn (BONVOYAGE – *Intermodal Mobility Solutions*, (CNIT, LinkedIn group, 2015)) and all partners have been invited to join the Group. The strength of LinkedIn consists in the possibility to reach, through the network, similar expertise and suitable organizations (both from the research and industrial sectors) potentially interested in the exploitation of results and further development of solutions.

For realizing a positive interaction among Group members, it is necessary to generate a continuous flow of information and discussions at a very high quality level. Commitment of all partners (i.e. of individual members of the Groups) is crucial in order to achieve valuable results and pave the way to exploitation actions.

First of all, the News and Information published on the BONVOYAGE web site will be shared on the LinkedIn group; second but not less important is the commitment of the consortium in contributing through initiation and following of discussions generated.

Partners can indicate to the Manager/s (at the moment CNIT and CEA) of the LinkedIn Group contact persons to be invited; they should also deploy effort in sharing and involving their own professional networks.

### 3.5 BONVOYAGE Partners

The tab “Partners” publishes a short description of the consortium as a whole and their complementary expertise. The section tab gives also access (from the Header Partners Tab with a window menu) to single pages dedicated to Partners’ description and related Teams. All the partners provided their own institutional logos, organization profiles, expertise profiles and the pictures of single person involved in the project.

Figure 14: BonVoyage Partners' pages

### 3.6 BONVOYAGE Contacts

The last tab gives information about the Contact Details of the Project Coordinator.

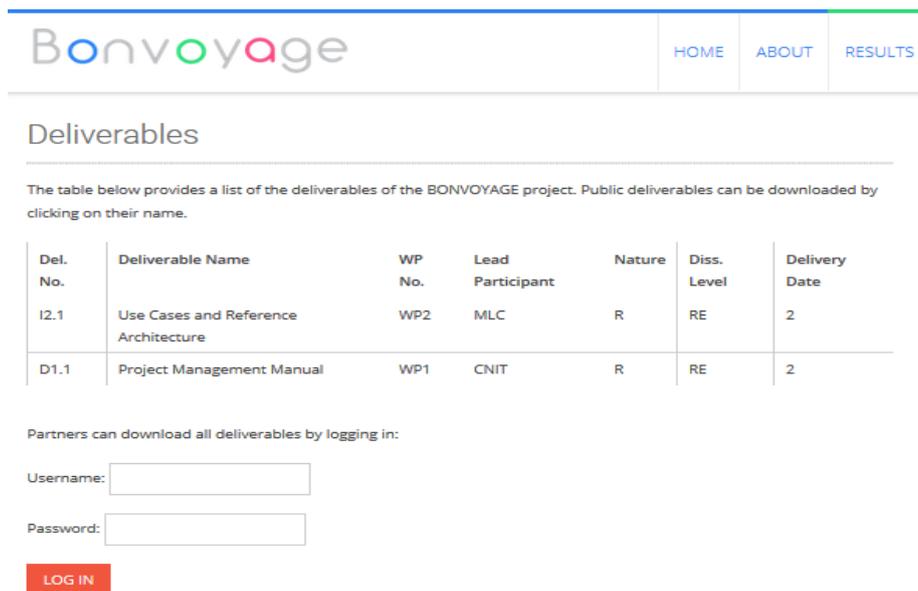
Figure 15: Contact details

### 3.7 Private Area

Future improvements foresee the implementation of a Private Area for BONVOYAGE partners. The Private Area tab is listed in the Footer Menu but, once deployed, it will be visible also on the Header Menu. Access to Private Area will be possible as soon as a unique login will be enabled.

The secure server is located on facilities of CNIT under the address: <http://bonvoyage2020.eu> (CNIT, Bonvoyage web site, 2015).

Access to the BONVOYAGE Private Area is restricted to people involved in the project and project officers (if requested). Access is gained through individual login ID and passwords, which are issued by the secure server administrators (Pierpaolo Loreti and Maria Bianco, CNIT). The secure log-in page is shown in Figure 15.



**Bonvoyage** HOME ABOUT RESULTS

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I2.1	Use Cases and Reference Architecture	WP2	MLC	R	RE	2
D1.1	Project Management Manual	WP1	CNIT	R	RE	2

Partners can download all deliverables by logging in:

Username:

Password:

**LOG IN**

**Figure 16: Private area Page**

The following main tools will be available:

- Private pages created on request of the consortium members in order to share information and documents.
- SVN repository: for the time being, the repository is stored at the following address <https://minerva.netgroup.uniroma2.it/svn/bonvoyage>. All the partners have been provided with access details and daily use the repository to share working document and any other kind of files supporting the project activities.
- TRAC, a minimalistic approach to web-based management of software projects. Its goal is to simplify effective tracking and handling of software issues, enhancements and overall progress. Trac URL is: <https://minerva.netgroup.uniroma2.it/bonvoyage>.
- Wiki: Trac is provided with a wiki allowing the editing of pages and attaching files.

### 3.8 Responsibility and maintenance

CNIT is responsible for designing, realizing, maintaining and updating the web site. However all partners, led by the WP8 Leader, are involved in content production and all partners will be asked to provide feedbacks, information, documents, news, or any other material they consider useful to disseminate progresses and results through the web site.

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The maintenance activity consists of (at least):

- Periodic Backup of the website (monthly);
- Renewing of the domain name and hosting services (yearly);
- Traffic check (accesses, traffic sources, etc.) for security guarantee (monthly).

## 4 Conclusions

This deliverable describes the BONVOYAGE logos and the web site structure which have been created to disseminate project results and activities and to manage the interaction among the consortium members. The web site informs any interested stakeholders about the advances of the project, and regularly-updated content will be provided by creating news and events.

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## 5 References

CNIT. (2015). *Bonvoyage web site*. Tratto da <http://bonvoyage2020.eu>

CNIT. (2015). *Linkedin group*. Tratto da <https://www.linkedin.com/grp/home?gid=8349701>