



AI-informed Holistic Electric Vehicles Integration Approaches for Distribution Grids

D10.1

Project Website

July 2024 (M2)



**Co-funded by
the European Union**

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101160665.

DELIVERABLE DETAILS

Project	AHEAD	Grant Agreement	101160665		
Deliverable Type (R, DEM, DEC)	DEC	Deliverable Title	D10.1 Project Website		
Status	Final	Month due	M2	Date	31/07/2024
Lead author	Danielle Kutka (AVERE)				
Co-author(s)	Görkem Turer (AVERE)				
Peer reviewer(s)	Marzio Barresi (POLIMI) Samuele Grillo (POLIMI)				
Dissemination level	PU - Public				

HISTORY OF CHANGES

Document history	Date	Version	Submitted by	Comments
	15/07/2024	V0.1	AVERE	First draft of website outline
	22/07/2024	V0.2	AVERE	Updated deliverable template
	24/07/2024	V0.3	AVERE	Updated following POLIMI review
	31/07/2024	V1.0	AVERE	Minor changes and typos. Uploaded document

LEGAL DISCLAIMER:

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101160665.

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EXECUTIVE SUMMARY

The AHEAD project website (D10.1) is due in M2 and is the central hub for stakeholders to access essential information, updates, and resources related to the project. The website enables AHEAD stakeholders to access the project resources to ensure proper and timely communication and dissemination of the project aims, ongoing work, deliverables, results, tools, and communication channels. The purpose of this deliverable is to provide an overview of the planning and delivery of the AHEAD website structure, its content, and is supported by visual screenshots of the published website at the end of July 2024 (M2).

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1. INTRODUCTION

1.1. Project Introduction

The AHEAD project—AI-informed Holistic Electric Vehicles Integration Approaches for Distribution Grids, will create a simulation environment capable of predicting the most convenient locations to place EV charging stations while optimising both the usage of the power grid resources and that of the charging stations in urban and rural areas. This simulation environment will exploit the unique features of the latest AI models and include two layers: a spatial mapping—placing the chargers where the people need them to be—and that of the power grid—placing the chargers where the grid can support them.

2. WEBSITE DESCRIPTION

The AHEAD project website will provide access to the key information, results and communication materials about the project, its partners, demonstrations, and activities.

The content management system WordPress will be used for the website development and will employ a responsive web design that suits its use on different browsers and screen sizes such as on mobile phones.

The website template is built in a horizontal structure and employs the AHEAD visual identity complete with static menu, dedicated newsletter subscription and footer containing the legal disclaimers of the project and social networks.

The project domain – horizon-ahead.eu – is purchased and hosted by Politecnico di Milano (POLIMI). All partners will contribute to its content by providing and reviewing its content upon request by WP10 lead, AVERE.

The delivery of M2 website will include main sections including the landing page, About AHEAD, Our work, News, Events, and Media section. The content of the website will be updated throughout the course of the project as further developments become available.

3. VISUAL IDENTITY

The AHEAD website design is based on the project's visual identity: a clean, abstract and modern typeface logo, target icon and cool vibrant colours.



Figure 1 – Official logo of the project AHEAD.

The target icon is derived from the abstracted “A” letterform that is multiplied and arranged in a circle. The highlighted green “A” stands as an indicator forward, and, doubling as an arrow, carries the forward the theme and name for “AHEAD”.

The abstract, modern icon and typeface is further supported by cool, vibrant colours signifying innovation and the cutting-edge: The vibrant blue gradient is crisp, bright, and full of energy in a playful gradient that imitates movement forward.

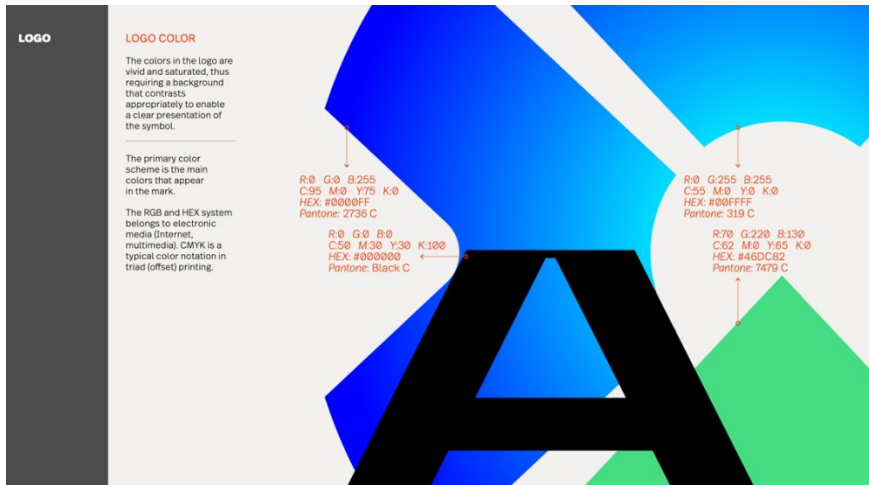


Figure 2 – AHEAD Logo from Brand Guidelines.

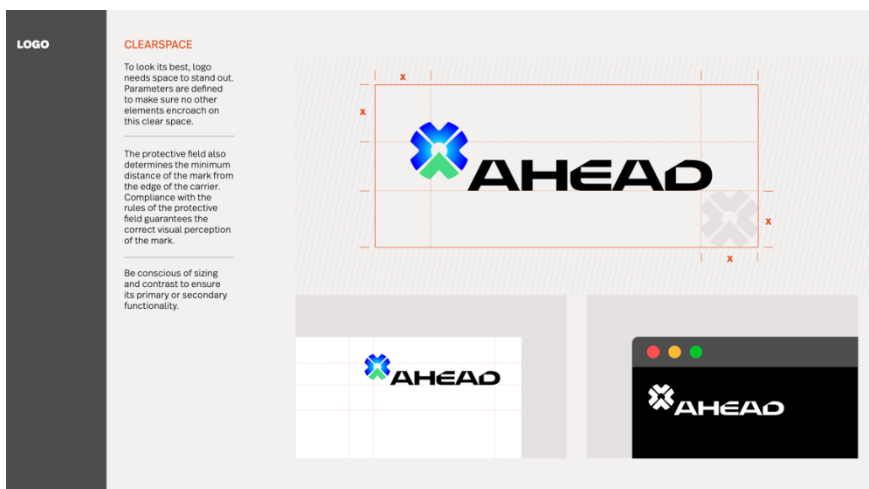


Figure 3 – AHEAD Logo 2 from Brand Guidelines.

More information on the brand manual and visual identity can be found in the Annex.

4. WEBSITE MAP

The main aim of the landing page is to provide an overview of the key information on the project – its name, key objectives, latest news, with calls to action to for further reading, browsing of resources, partners, or subscribing to the project newsletter.

4.1. Main landing – homepage

- Project logo in upper corner aside horizontal menu
- Visual element banner - lead image(s)
- Short project description – text blocks in combination with visual elements
- Content blocks for latest news – (selects from upcoming events and blog posts)
- Sign up to newsletter - data text for GDPR
- Short presentations of main menu sections of website – About, Our work, Demonstrations, Results, News, Events, Media
- Bottom Banner (contacts for coordinator, communication, legal disclaimer and links to data disclaimers)
 - Coordinator: First and Last Name, Organization, coordinator@horizon-ahead.eu
 - Communication: First and Last Name, Organization, communication@horizon-ahead.eu
 - X icon – https://x.com/AHEAD_ProjectEU
 - LinkedIn Icon – <https://www.linkedin.com/company/ahead-project-eu/>
 - Youtube (Forthcoming)

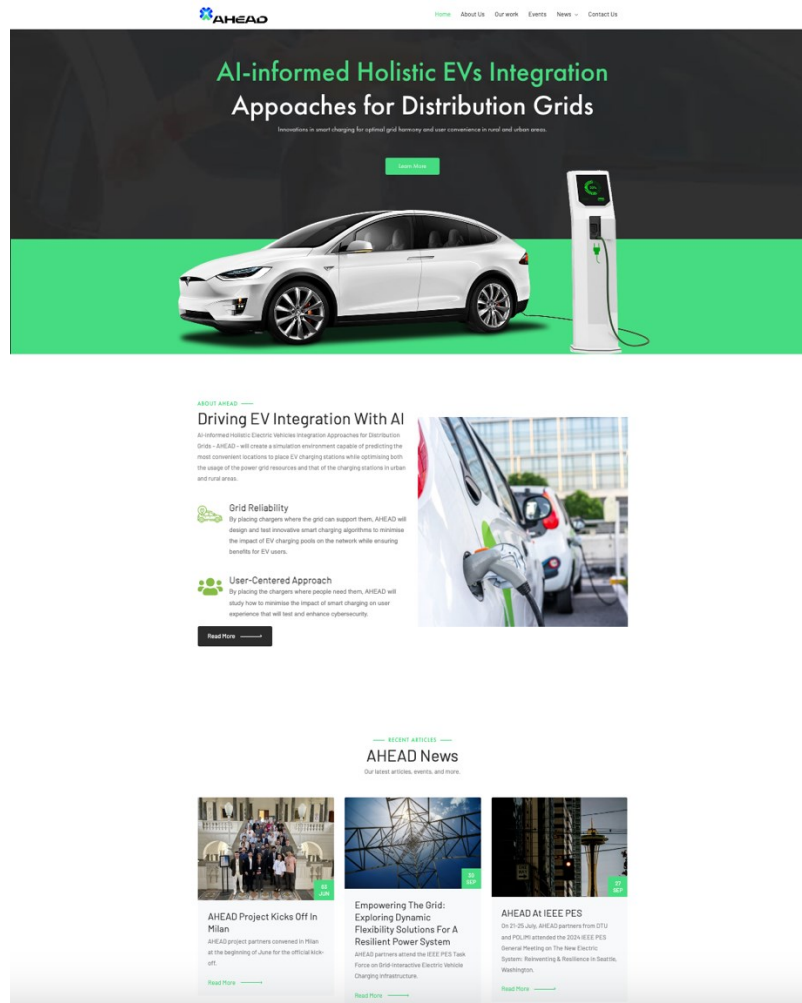


Figure 4 – AHEAD Homepage (screenshot).

The About AHEAD section provides more detailed information on the project objectives, approach, while contextualising the challenges and the potential impacts of the project.

4.2. About AHEAD

- Golden paragraph of project
- Context - challenges and barriers
- AHEAD Approach
- Objectives
- Partner overview and geographic spread
- Consortium – partner logos and links to websites

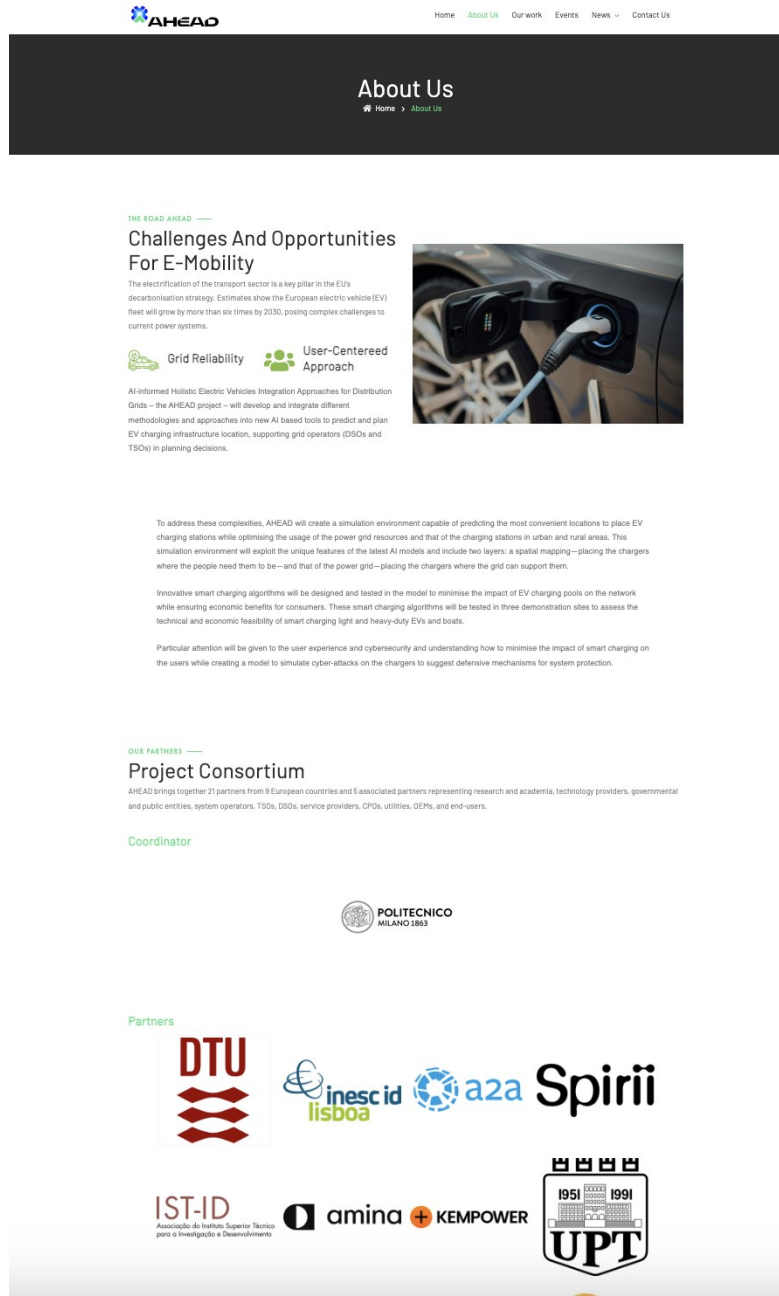


Figure 5 – AHEAD About Us (screenshot).

The Our Work Section gives a detailed presentation of the objectives, tasks, and partners leading the respective work packages through an interactive accordion display.

4.3. Our work

- Presentation per work package
 - Brief description
 - Logo of WP lead

- Objectives



Figure 6 – Our Work (screenshot).

The Demonstrations page will be an interactive page where information on the respective demonstrations and their use cases will be easily navigable for users. The logos of the respective partners will also be provided.

4.4. Demonstrations (forthcoming)

- Map element of geographic spread and selection of demo overview
 - Public description of the demonstration
 - Partners

-
- Key innovations – use cases

The Results page will consolidate all public deliverables, reports, and other resources (papers, posters, etc.) for stakeholders to easily navigate.

4.5. Results (forthcoming)

- Presentation of all public deliverables, academic articles and presentations
 - Deliverables
 - White papers
 - Academic articles

The Events page features blog-style overview of upcoming and serve as an archive for past events, featuring an event description, date, venue (or online) and registration links.

4.6. Events

- Distinction between Upcoming events and Past events
- Event title, event banner or lead image
- Description, date of event
- Online or venue
- Newsletter Registration button (Mailchimp)
- Image bank for events- past events

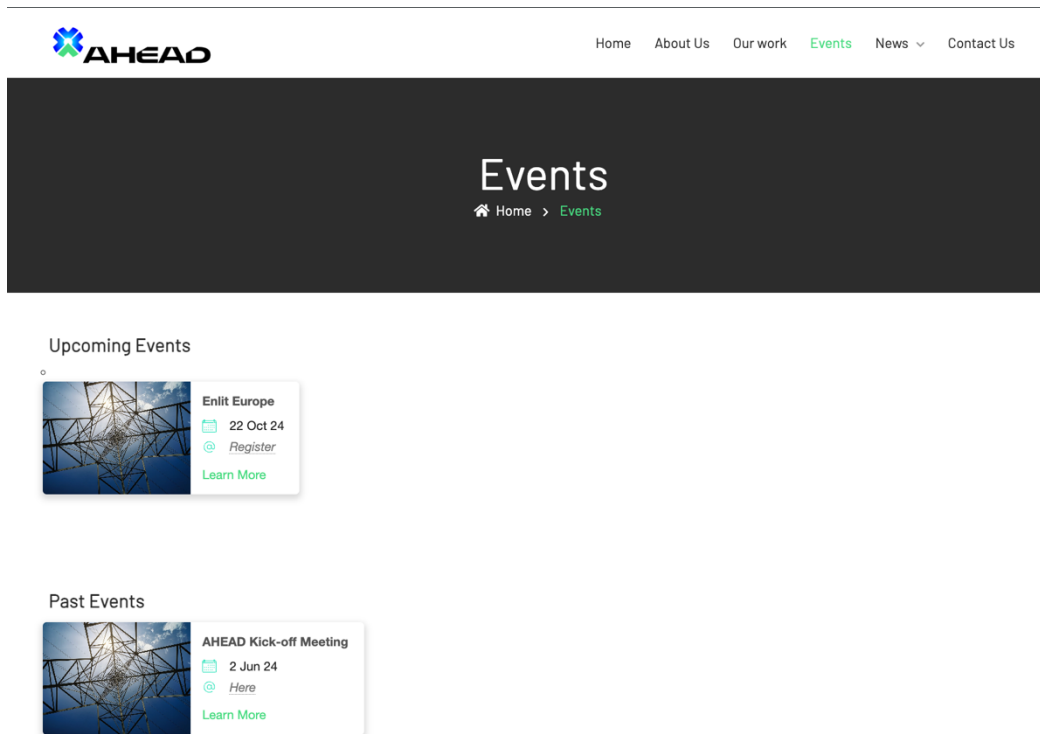


Figure 7 – Events page (screenshot).

The News page features blog-style articles for reporting the latest project news, event attendance, partner features/interviews, and other written content that can be used for promoting the project via communication channels and social media, and other media outlets.

4.7. News

- Blog post style - Slider display where lead image is displayed with a title, date, and preview of text

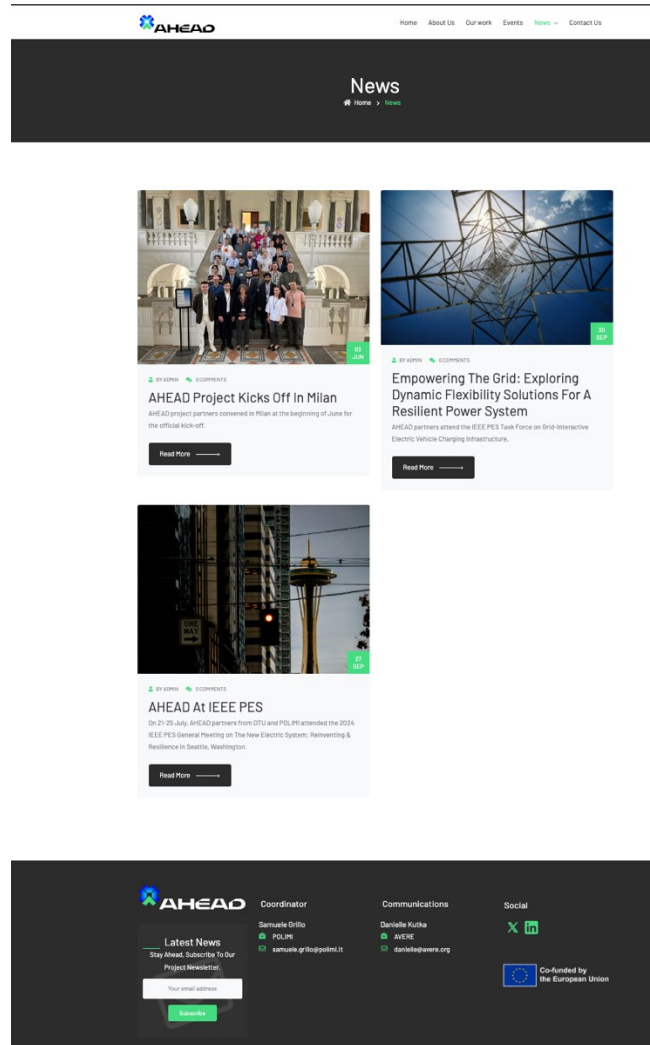


Figure 8 – News page (screenshot).

The final Media section will be a one-stop source for interested press and journalists to find sources for the project visual identity, logo, and brand guidelines. The section will also serve as an archive for the latest coverage on the project, per media outlet.

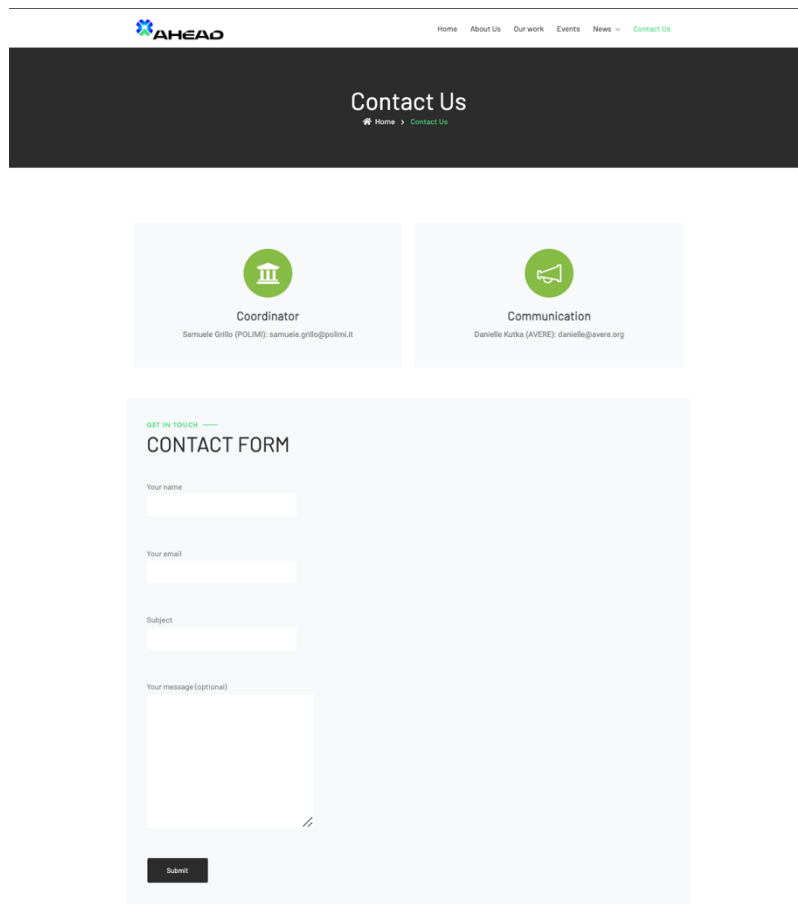
4.8. Media (forthcoming)

- -Button 'Download media kit' Zip download when click on the media kit
- Media kit – ZIP FILE with the following
- -Logo pack
- -Image bank and captions
- -Visual guidelines
- In the Press section – overview of press articles and coverage on project from non-academic sources

Lastly, the contact page has the coordinator, communication contacts listed as well as a generic contact form to allow clear contact with AHEAD stakeholders.

4.9. Contact

- Coordinator Email, Communications Email, Generic contact form



The screenshot shows the AHEAD website's 'Contact Us' page. At the top, there is a navigation bar with the AHEAD logo and links for Home, About Us, Our work, Events, News, and Contact Us. Below the navigation bar is a dark header with the text 'Contact Us' and a breadcrumb trail: Home > Contact Us. The main content area features two contact cards. The first card is for the 'Coordinator', Samuele Grillo (POLIM), with a green icon of a classical building and the email address samuele.grillo@polimi.it. The second card is for 'Communication', Danielle Kurka (AVERE), with a green icon of a megaphone and the email address danielle@avere.org. Below these cards is a 'CONTACT FORM' with the heading 'GET IN TOUCH'. The form includes input fields for 'Your name', 'Your email', and 'Subject', and a larger text area for 'Your message (optional)'. A 'Submit' button is located at the bottom of the form.

Figure 9 – Contact page (screenshot).

5. CONCLUSION

The AHEAD website – horizon-ahead.eu is the primary communication and dissemination tool for the project, delivered at M2 of the project (July 2024). Though the project website will be updated throughout the duration of the project lifecycle, the delivery of the website includes essential information on the project aims, work, and activities that will set the tone for future uptake of results their dissemination, providing the hub for further learning and links to social media, events, and more.

6. ANNEX

AHEAD VISUAL IDENTITY



AHEAD

Brand Guidelines

CONSTRUCTION

The construction of the primary logomark positions the symbol to the left of the wordmark.

Do not change the size, position and alignment of the symbol. In rare occasions, where space constraints prevent the use of the primary logomark, the symbol alone may be used.



LOGO

**SECONDARY
VERSION**

On dark colors use the
light version of the logo.



LOGO

**ADDITIONAL
COLOR VARIANTS**

In some cases, when the visibility of the logo is a secondary concern (e.g., subsequent slides in multimedia presentations), it is allowed to use the logo in different color variants.

The choice of version depends on the background on which the logo is displayed and the color scheme of the surroundings.



1 Energy Mint



2 Black



3 White

CLEARSPACE

To look its best, logo needs space to stand out. Parameters are defined to make sure no other elements encroach on this clear space.

The protective field also determines the minimum distance of the mark from the edge of the carrier. Compliance with the rules of the protective field guarantees the correct visual perception of the mark.

Be conscious of sizing and contrast to ensure its primary or secondary functionality.



MODIFICATIONS
ARE PROHIBITED!

1 Do not rotate the logo.

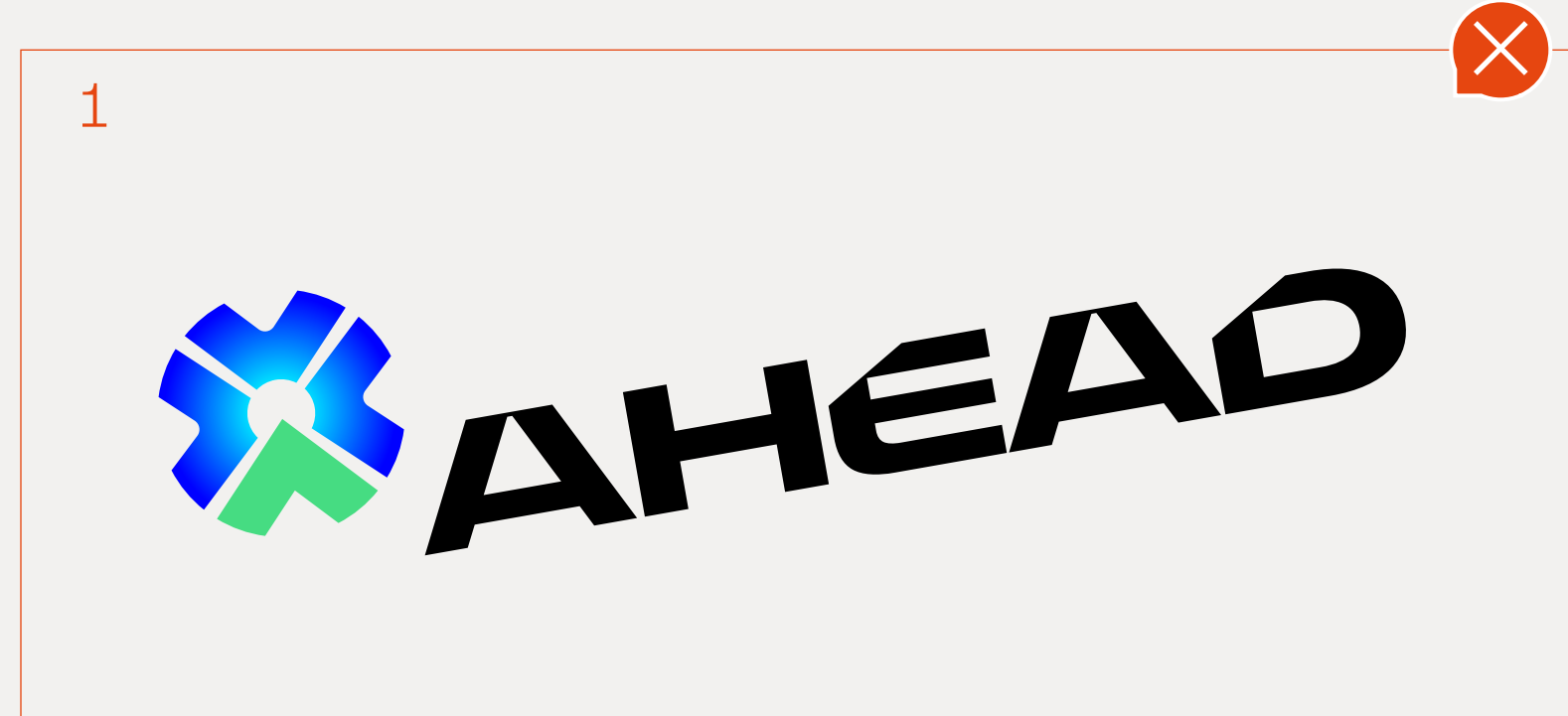
2 Do not change the colors of any logo element.

3 Do not alter the proportions of the logo.

4 Do not rearrange the placement of individual elements.

5 Do not place it on visually conflicting backgrounds.

6 Do not change the font in wordmark.



LOGO

LOGO COLOR

The colors in the logo are vivid and saturated, thus requiring a background that contrasts appropriately to enable a clear presentation of the symbol.

The primary color scheme is the main colors that appear in the mark.

The RGB and HEX system belongs to electronic media (Internet, multimedia). CMYK is a typical color notation in triad (offset) printing.



R:0 G:0 B:255
C:95 M:0 Y:75 K:0
HEX: #0000FF
Pantone: 2736 C

R:0 G:0 B:0
C:50 M:30 Y:30 K:100
HEX: #000000
Pantone: Black C

R:0 G:255 B:255
C:55 M:0 Y:0 K:0
HEX: #00FFFF
Pantone: 319 C

R:70 G:220 B:130
C:62 M:0 Y:65 K:0
HEX: #46DC82
Pantone: 7479 C

THE TARGET

The Target symbol was made by multiplication of abstracted “A” letterform and arranged in a circle.

The color-highlighted part creates an indicator pointing to the location and also, as an arrow, relates to the name “Ahead”

The vibrant blue gradient is crisp, bright, and full of energy.

The main use of the Target symbol is reserved for instances where space is too constrained to accommodate anything more, such as app icon on digital devices.

It can also be used for decorative purposes.

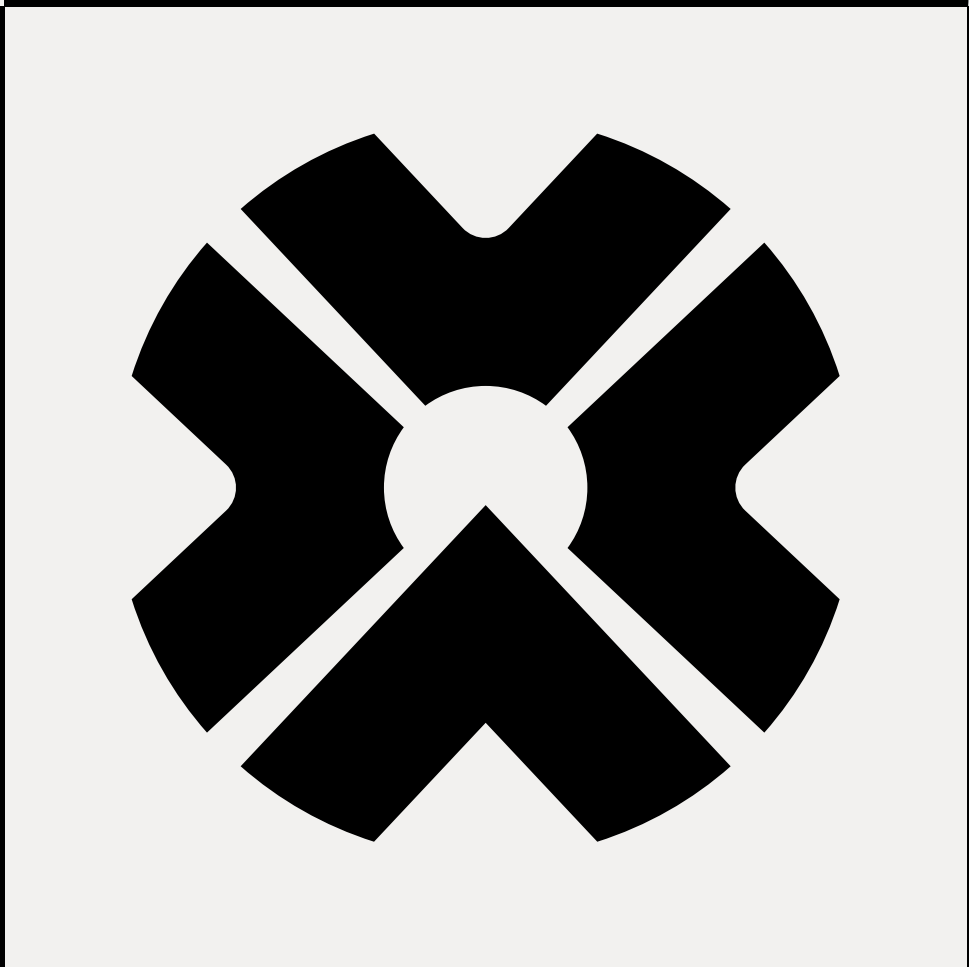
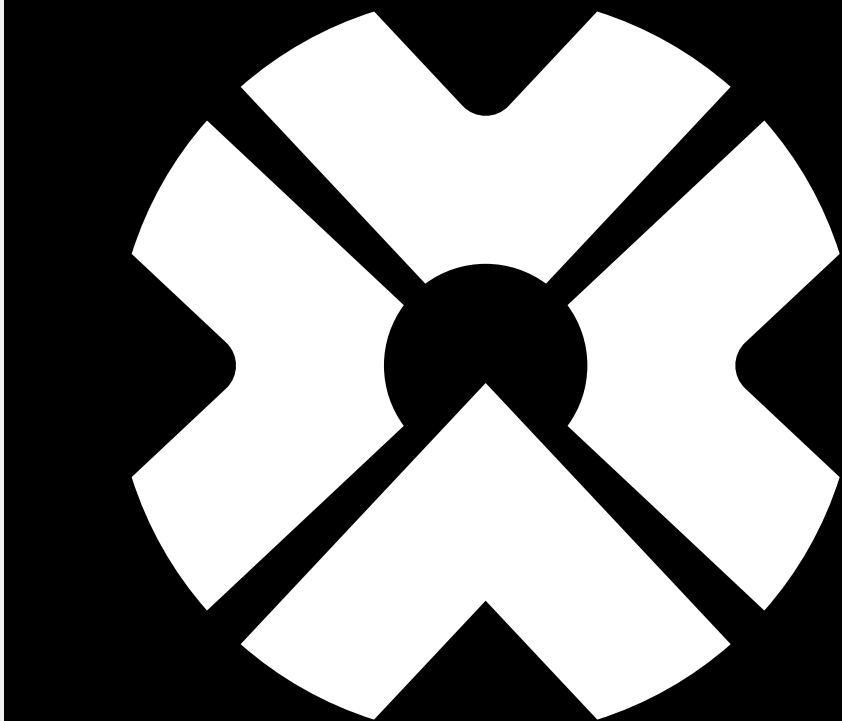


SYMBOL

THE TARGET

Similarly to the Primary Logo, it also appears in additional variants.

The choice of the appropriate version depends on the same factors as in the Primary Logo.



TYPOGRAPHY

PRIMARY TYPE

Barlow is a slightly rounded, low-contrast, grotesk type family of 18 styles. Its simple and elegant form ensures readability and a large number of styles makes it highly versatile. It works well both in continuous text and in headings.

Barlow is available via an open source license.

GET IT HERE →
<https://fonts.google.com/specimen/Barlow>

**Technical
& economic
feasibility**



AI-informed Holistic Electric Vehicles Integration Approaches for Distribution Grids

project will create a [simulation environment](#) capable of predicting the most convenient location to place the electric vehicle (EV) charging stations and optimise both the usage of the power grid resources, and the charging stations located in urban and rural areas.

This simulation environment will exploit the unique features of currently available AI models and include two layers:

- **the spatial mapping one** (placing the chargers where the people need them to be), and
- **the power grid one** (placing the chargers where the grid can support them).

Innovative [smart charging algorithms](#) will be designed and tested in the model, to minimise the impact of EV charging pools on the network, and ensure the consumers have economic benefits.

Moreover, these smart charging algorithms will be tested in three demonstration sites, dedicated to assessing the technical and economic feasibility of smart charging light and heavy-duty EVs, and boats.

UNITED STATES:
\$ 0.15 per kWh

EUROPEAN UNION:
€ 0.28 per kWh

UNITED KINGDOM:
£ 0.33 per kWh

/.4 kWh
Power grid
charging stations

CREATED BY
Michał Bartłomowicz

