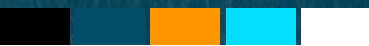




# **BRAND GUIDE & PRESS KIT**

**FF2020 LIVING LAB:**  
High Tech Campus Eindhoven



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*"I hope that the use cases on campus will help **improve UAM solutions** so that European citizens can see **drones flying** above them safely and the **added value** of these advancements to their everyday lives within the next decade or so."*

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**TED VAN HOOF**

UAM Project Manager

HIGH TECH CAMPUS

EINDHOVEN

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# | BRAND GUIDE INTRODUCTION

**Branding** is more than just a logo and defining a colour scheme. Branding is about **constructing a brand image** that is **instantly identifiable**, and that sends a **consistent and controlled message** of who we are.

Because the living labs are an integral part of the Flying Forward 2020 (FF2020) project, and each requires an extensive process of preparation and execution, an elaborate communication and dissemination campaign has been designed to maximise exposure for the drone demonstrations conducted by our project's living labs.

This document provides information on how to use the visual identity created for the High Tech Campus Eindhoven (HTCE) living lab of FF2020. It is designed to be used as a reference document. All visual communication and dissemination materials designed for the HTCE living lab must be consistent with the standards defined in this guidebook because every time we showcase our brand, we have a significant opportunity to demonstrate our commitment to quality, consistency and style to our stakeholders and partners.

From the start of the project, we have construed the Flying Forward 2020 project image in detail and have shared it consistently over time. For High Tech Campus Eindhoven living lab, we have created a derivative brand identity that possesses enough characteristics that stakeholders and partners will recognise as belonging to FF2020, yet there are certain differences that will make this new identity easily distinguishable, which will help it stand out on its own and flourish as a new personality under the Flying Forward 2020 umbrella.

*Brand standards must always be followed, and variations are not allowed. If you require guidance or have additional questions, please send your questions to [nathy@inspir8ion.nl](mailto:nathy@inspir8ion.nl).*

# | BRAND GUIDE

## FF2020 PRIMARY LOGO



## HTCE PRIMARY LOGO

HIGH TECH CAMPUS  
EINDHOVEN

HIGH TECH  
CAMPUS  
EINDHOVEN

## FF2020 PRIMARY LOGO WITH BACKGROUND COLOUR



## HTCE PRIMARY LOGO WITH BACKGROUND COLOUR



# BRAND GUIDE

## FF2020 PRIMARY COLOURS



HEX: #014E6A  
RGB: R1 G78 B106  
CMYK: C96 M65 Y39 K22



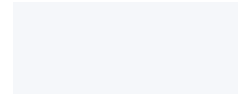
HEX: #4C9295  
RGB: R76 G146 B149  
CMYK: C72 M27 Y40 K2



HEX: #4CC7AB  
RGB: R76 G199 B171  
CMYK: C63 M0 Y43 K0



HEX: #67E3C7  
RGB: R103 G227 B199  
CMYK: C50 M0 Y32 K0

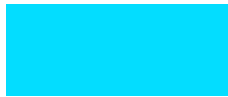


HEX: #F5F7FA  
RGB: R245 G247 B250  
CMYK: C3 M1 Y1 K0

## HTCE LIVING LAB PRIMARY COLOURS



HEX: #FF9501  
RGB: R255 G149 B1  
CMYK: C0 M50 Y100 K0



HEX: #03DDFF  
RGB: R3 G221 B255  
CMYK: C58 M0 Y4 K0

## HTCE LIVING LAB FONTS

Use for titles, H1, H2 and quotes:

### ARBORIA

Book      *Book Italic*  
**Bold**      ***Bold Italic***  
**Black**      ***Black Italic***

Use for H3 and body text:

### CLEAR SANS

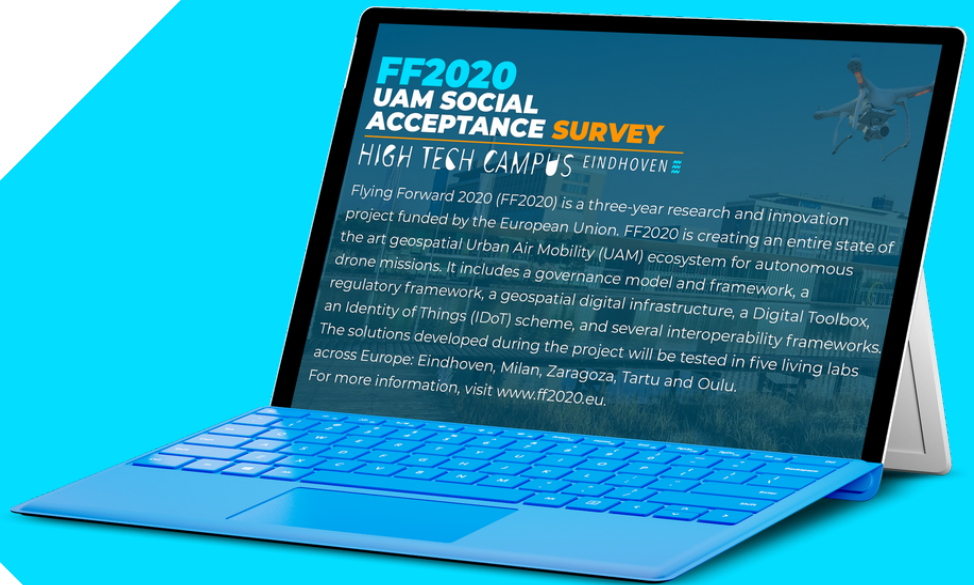
Light      *Light Italic*  
Regular      *Regular Italic*  
**Bold**      ***Regular Italic***

## DESIGN ELEMENTS



# TEMPLATES

## Banners



# TEMPLATES

## Flyers and Posters

**AUTONOMOUS DRONE OPERATIONS FF2020** HIGH TECH CAMPUS EINDHOVEN

High Tech Campus Eindhoven initiates Urban Air Mobility (UAM) by launching the first living lab for autonomous drones in the European Union. This will benefit future smart cities in a safe, secure and regulated way, and improves logistic and security services on campus.

This living lab is part of the **Flying Forward 2020** (FF2020) co-funded by the European Commission with the goal of realising UAM in the near future.

Autonomous drone operations will take place **from Monday the end of September on HTCE**. These operations are for security support, building inspection, meal delivery, and emergency AED delivery.

All operations are supervised by expert drone operators and follow strict safety guidelines. Be sure to follow our safety guidelines.

**For more information and inquiries, go to:**  
<https://www.hightechcampus.com/ff2020>.

**General project inquiries:** [ff2020\\_coordinator@bra](mailto:ff2020_coordinator@bra)

Flying Forward 2020 is funded by the European Union H2020 Research and Innovation Programme under Grant Agreement No.101006828

Funded by the European Union

“

"As a campus, we create **the perfect environment for innovation** for both our residents and our suppliers. With the Flying Forward 2020 project, we develop both: **a living lab for high-tech companies** related to the drone industry, and **a pilot environment for our suppliers** to experiment with the use of drones for the services they provide on campus. Besides this, it helps us create the **digital infrastructure** needed for the development of **spacial web applications**, an enabler for future Metaverse developments."

---

PAUL VAN SON

Innovation Manager

HIGH TECH CAMPUS  
EINDHOVEN

FF2020  


# | PRESS KIT INTRODUCTION

The purpose of the High Tech Campus Eindhoven living lab **press kit** is to provide stakeholders, potential partners and the press with the **most important information** about the living lab and **drone demonstrations** in one place.

The HTCE living lab press kit contains the following:

- 1 A short description of the High Tech Campus living lab demonstrations
- 2 A short description of the Flying Forward 2020 project
- 3 A press release about the HTCE living lab launch
- 4 The High Tech Campus partners involved with the demonstrations
- 5 Contact information
- 6 Downloads

# ABOUT

## HTCE Living Lab

High Tech Campus Eindhoven (HTCE) in the Netherlands is the smartest km<sup>2</sup> in Europe, with more than 220 companies and institutes, as well as 12.000 researchers, developers and entrepreneurs working on developing future technologies and products. The campus helps you accelerate your innovation by offering easy access to high-tech facilities and international networks.

HTCE is one of the thirteen consortium partners of the EU-funded project, Flying Forward 2020 (FF2020), which focuses on the development of drone solutions and the advancement of Urban Air Mobility in Europe. High Tech Campus Eindhoven participates in the project as a living lab – an environment in which drone use cases are tested and validated.

HTCE is the first FF2020 living lab to successfully complete drone demonstrations. The tests ran from March until September 2022. The results and knowledge acquired while performing these use cases are helping FF2020 in laying the groundwork for the implementation of UAS operations in urban areas. Additionally, they enable various stakeholders, end-users and citizens to better understand the Urban Air Mobility concept and the necessary infrastructure to introduce the third dimension of urban transport – the airspace.

The five use cases that were tested on campus involved:

- Surveillance of campus grounds
- Building monitoring
- Last-mile delivery of food, packages and mail, and emergency equipment to remote campus areas.

# ABOUT

## Flying Forward 2020

### Redesigning mobility as we know it

Flying Forward 2020 (FF2020) is a collaborative three-year research and innovation project funded by the European Union under the Horizon 2020 programme under grant agreement number 101006828. FF2020 is developing an entire state-of-the-art Urban Air Mobility (UAM) infrastructure by incorporating this new form of mobility within the geospatial digital infrastructure of cities. It includes:

- A governance model and framework
- A regulatory framework
- A geospatial digital infrastructure
- A Digital Toolbox
- An Identity of Things (IDoT) scheme
- An interoperability framework

The solutions developed during the project are being tested in five living labs across Europe: Eindhoven, Milan, Zaragoza, Tartu and Oulu – enabling an open dialogue with stakeholders, end-users and citizens to improve processes and results. Ultimately, the project's goal is to have a positive and lasting impact on the quality of life of European citizens and to create sustainable partnerships and cities.

The Flying Forward 2020 consortium consists of thirteen partners:

Brainport Development, Digie, EuroUSC Italia, High Tech Campus Eindhoven, INSPIR8ION, Maastricht University, Nalantis, Ospedale San Raffaele, Serendipity, Tartu Science Park, University of Oulu, VERSES and Zaragoza City Council.

# | PRESS RELEASE

## **Flying Forward 2020 project to start its first demonstrations of autonomous drones on High Tech Campus Eindhoven**

The demonstrations involve surveillance of campus grounds, building monitoring and last-mile deliveries

EINDHOVEN, 29 March 2022 – Flying Forward 2020 (FF2020), an innovation and research project focusing on Urban Air Mobility solutions and funded by the European Union, will initiate autonomous drone demonstrations on High Tech Campus Eindhoven (HTCE).

In the last year, FF2020 has been developing solutions that will be tested in five living labs, starting in Eindhoven and continuing in Milan, Zaragoza, Tartu and Oulu – enabling an open dialogue with stakeholders, end-users and citizens to improve upon processes, results and impact.

Demonstrations on High Tech Campus Eindhoven will run from the end of March until September of this year. A campus-based ecosystem of over 250 high-tech companies, HTCE is one of twelve FF2020 consortium partners and is considered by many to be the smartest square kilometre in Europe. The organisation is home to more than 12,000 innovators, researchers, and engineers who develop new technologies and applications to help solve social problems and challenges and successfully bring them to the market.

About the objective of their participation in the project, Paul van Son, Innovation Manager at High Tech Campus Eindhoven, stated:

*“As a campus, we create the perfect environment for innovation for both our residents and our suppliers.*

# | PRESS RELEASE

*With the Flying Forward 2020 project, we develop both: a living lab for high-tech companies related to the drone industry, and a pilot environment for our suppliers to experiment with the use of drones for the services they provide on campus. Besides this, it helps us create the digital infrastructure needed for the development of spacial web applications, an enabler for future Metaverse developments.”*

Five use cases will be tested on campus. The first one focuses on security, for which drones will be used to conduct surveillance of the premises to assist security personnel. The second use case involves building monitoring by drones, which will scan and inspect buildings to assess their condition. The other three use cases relate to last-mile delivery of goods such as meals, packages and Automated External Defibrillators (AEDs) to the rural part of campus.

According to Ted van Hoof, Urban Air Mobility Project Manager at High Tech Campus Eindhoven:

*“HTCE is the first living lab in this research and innovation project to perform tests and demonstrations. It is also one of the first sites in Europe that are experimenting with Urban Air Mobility and experiencing multiple drones flying autonomously while performing specific tasks. At this point, any knowledge we gain from these tests will contribute to making a step forward that will benefit others in this field as well. I hope that the use cases on campus will help improve UAM solutions so that European citizens can see drones flying above them safely and the added value of these advancements to their everyday lives within the next decade or so.”*

In June 2022, FF2020 will hold an event in the city of Eindhoven to showcase the results achieved by their first living lab. Members of the project will present the innovative solutions being developed within the consortium, and networking opportunities will be provided to a delegation of the Dutch Urban Air Mobility ecosystem and press. Ultimately, it will be a day to celebrate a vital project milestone made possible by the project partners, including High Tech Campus Eindhoven.

# | PRESS RELEASE

To learn more about the FF2020 project and events or to become part of the UAM ecosystem, please visit [www.ff2020.eu](http://www.ff2020.eu). For more information about the demonstrations taking place on HTCE, go to <https://www.hightechcampus.com/ff2020>. For media inquiries about FF2020, please get in touch with Nathy Ercol at [nathy@digie.expert](mailto:nathy@digie.expert).

## About FF2020

Flying Forward 2020 (FF2020) is a three-year research and innovation project funded by the European Union under grant agreement number 101006828. The project focuses on developing a new Urban Air Mobility (UAM) ecosystem by incorporating this new form of mobility within the geospatial data infrastructure of cities. FF2020 is creating an entire state-of-the-art geospatial UAM ecosystem. It includes a governance model and framework, a regulatory framework, a geospatial digital infrastructure, a Digital Toolbox, an Identity of Things (IDoT) scheme, and several interoperability frameworks. The solutions developed during the project will be tested in five living labs across Europe: Eindhoven, Milan, Zaragoza, Tartu and Oulu. For more information, visit [www.ff2020.eu](http://www.ff2020.eu).

# | LIVING LAB PARTNERS

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## CONSORTIUM PARTNERS INVOLVED IN THE DRONE DEMONSTRATIONS ON HIGH TECH CAMPUS EINDHOVEN

**VERSES**



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## SERVICE PARTNERS INVOLVED IN THE DRONE DEMONSTRATIONS ON HIGH TECH CAMPUS EINDHOVEN



# | CONTACT

**FOR MORE INFORMATION ABOUT THIS LIVING LAB OR PROJECT, GO TO OUR WEBSITE OR CONTACT**

*For inquiries about the High Tech Campus Eindhoven living lab:*

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*For cross-collaboration and UAM community building:*

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Lisa van der Heijden (WP7 Progress Mgr.)  
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*For media inquiries:*

Nathy Ercol (Communication Advisor)  
[nathy@inspir8ion.nl](mailto:nathy@inspir8ion.nl)

# | DOWNLOADS

**BELOW YOU WILL SEE A LIST OF ASSETS RELATED TO THE HIGH TECH CAMPUS EINDHOVEN LIVING LAB AVAILABLE FOR DOWNLOAD:**

*Flying Forward 2020 logo*

[Download here](#)

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*High Tech Campus Eindhoven logo*

[Download here](#)

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*High Tech Campus images*

[Download here](#)

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*Demonstration images*

[Download here](#)

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*HTCE demonstration launch press release*

[Download here](#)

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*HTCE video recap of the first demo day on 26 March 2022*

[Watch here](#). To download the video, please [get in touch](#) with us.

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# FF2020



[WWW.FF2020.EU](http://WWW.FF2020.EU)

FOLLOW US ON SOCIAL MEDIA:



Flying Forward 2020 has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no.101006828.