



Explainable, Safe, Contact-Aware Planning and Control for Heavy Machinery Manipulation and Navigation

D 8.2

Visuals and branding materials, website

Project Name	Explainable, Safe, Contact-Aware Planning and Control for Heavy Machinery Manipulation and Navigation
Project acronym	XSCave
Grant Agreement no.	101189836
Call	HORIZON-CL4-2024-DIGITAL-EMERGING-01-03
Type of action	HORIZON-RIA
Project starting date	01.12.2024
Project duration	48 months
Deliverable number	D8.2
Deliverable name	Visuals and branding materials, website
Lead Beneficiary	University of Tartu
Type	R – Document, report
Dissemination Level	PU – Public
Work Package number	WP 8
Due Date	June 2025
Date	05.09.2025
Version	1



**Funded by
the European Union**

Funded by the European Union under Grant Agreement No. 101189836. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

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XSCAVE Consortium

Participant organization name	Short name	Country
University of Tartu	UTARTU	Estonia
Tampere University	TAU	Finland
Aalto Korkeakoulusaatio	Aalto	Finland
Toshiba Europe Limited	TEU	United Kingdom
FZI Forschungszentrum Informatik	FZI	Germany
CESKE Vysoke Uceni Technicke v Praze	CTU	Check Republic
KOMATSU Forest AB	KM	Sweden
ALGORYX Simulation	ALRYX	Sweden
Umea University	UMU	Sweden
Novatron OY	NVTR	Finland
Clevon AS	CLV	Estonia

Abbreviations

AI - Artificial Intelligence

UTARTU – University of Tartu

XSCAVE- Explainable, Safe, Contact-Aware Planning and Control for Heavy Machinery Manipulation and Navigation

Target Audiences:

- Internal stakeholders (project team, partners)
- External stakeholders (policy makers, funders, media)
- End-users (community members, practitioners, clients)
- General public

Executive Summary

This brief document covers the different branding and visuals created for the project. It also gives examples of how branding is used in different dissemination and communication activities.

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1. Branding

For the first six months of the project, UTARTU has created some dissemination materials. There will be additional materials created during the rest of the project.

1.1. Project logo

XSCave logo is the centerpiece of the project visual creation and identity, which is used in project documents, travel documents, reporting documents, website, press releases, and social media.



1.2. Project visuals and branding

For the first six months of the project, UTARTU has created a logo and a branding theme. For documents, XSCave will be using a template, with united colors (Figure 1).

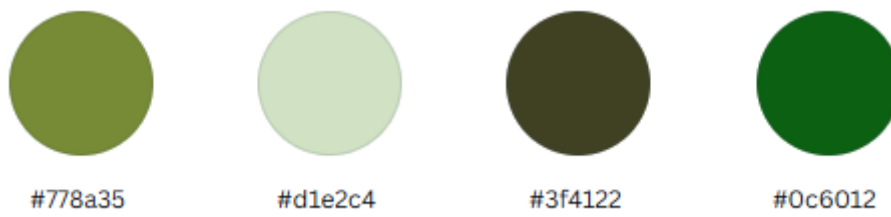


Figure 1. Branding colors for XSCave

The social media posts are done in a similar manner also, using similar outlining (Figure 2). Also, there will be a layout for the newsletter as well in the future.

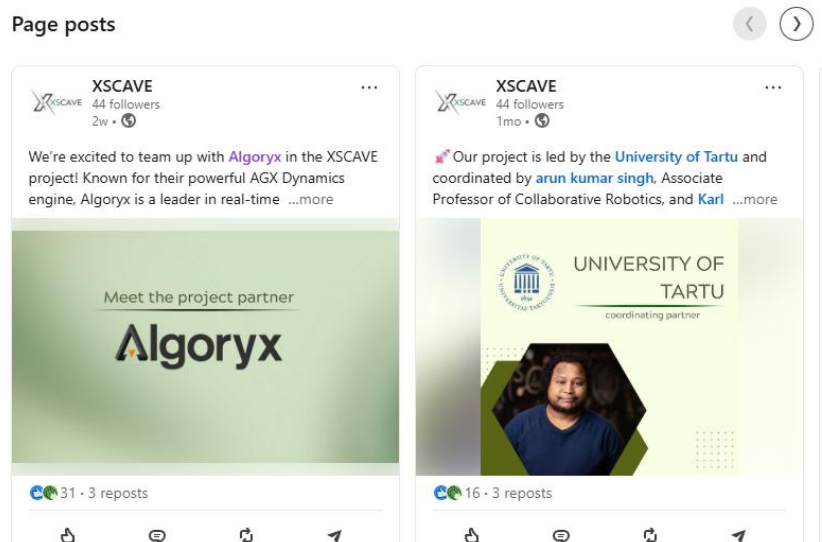


Figure 2. Branding visuals for XSCave

1.3. Press releases

University of Tartu made a press release in the beginning of the project to University of Tartu’s main website (<https://tuit.ut.ee/en/content/university-tartu-launches-initiative-improve-safety-autonomous-heavy-machinery>) (Figure 3). Also, a press release was sent out to a website called “Trade with Estonia” (<https://tradewithestonia.com/the-eu-supports-clevon-and-tartu-university-ai-project-with-e8-million/>) (Figure 4)



Figure 3. Press release on UT website

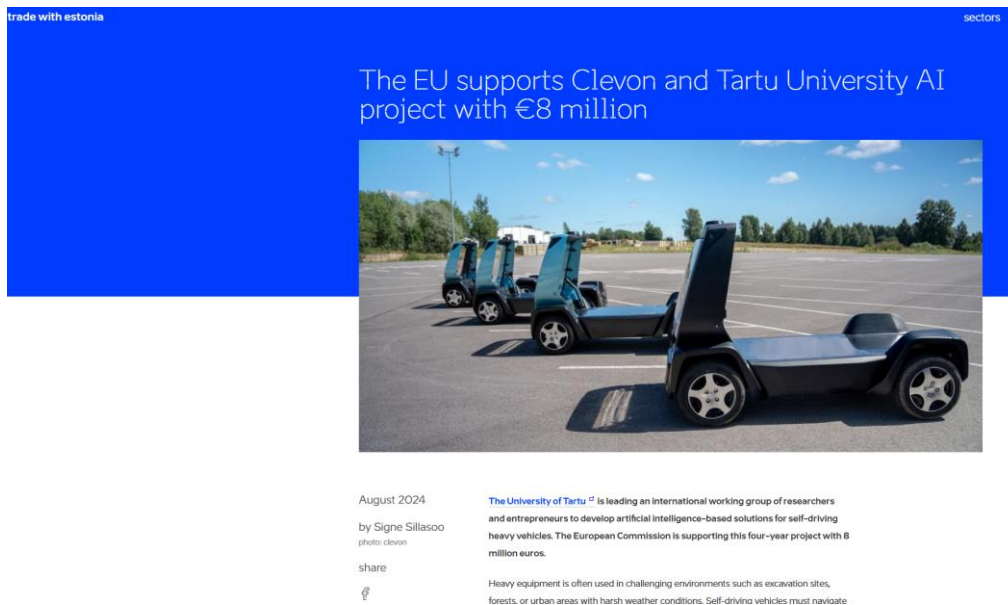


Figure 4. Press release on “Trade with Estonia” website

1.4. Project website

The website of the XSCave project (available at <https://www.xscave.eu/>), was created by UTARTU before the start of the project and is the main tool for the project's dissemination activities.

The website was officially delivered in M1, as part of Deliverable D8.2. It was modified during month four and will be upgraded during the project's lifetime.

It provides information about XSCave's core ideas and partners involved. It will have bullets about work structure, results, news, publications, videos etc. Also, there will be links to other social media platforms, such as LinkedIn and Youtube channels. The website is maintained and kept up to date by UTARTU, with contributions from partners.



Figure 5. The header of the website

The footer of the website, available at the bottom of every page, provides general information about funding, coordination, as well as privacy policy and contact information (Fig. 6).



Figure 6. XSCave website footer

The partners are listed already up also in the project webpage. The logo will be embedded and directly addressed to each of the partners' webpages. There will be a description of each partner's information and responsibilities for this project.

Partners

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As mentioned before, the website is progressing. There will be different bulletins, such as:

- Work packages and deliverables
- Results
- News
- Publications
- Social media
- Videos
- Events
- Contact information