



Communication policy

ARTEMIS corporate identity policy

The ARTEMIS corporate identity is a valuable asset that requires protection in order to ensure consistency and accuracy of its public image. As such, this document describes the entity's role (see background information) and lists the policy guidelines with regards to the use of its corporate identity.

Guidelines

When it concerns the corporate identity of ARTEMIS Joint Undertaking and ARTEMIS Industry Association in general, refer to "ARTEMIS".

The entity of ARTEMIS Joint Undertaking shall be referred to as "ARTEMIS Joint Undertaking" or abbreviated as "ARTEMIS-JU".

If we speak of the association, we refer to "ARTEMIS Industry Association" or "ARTEMIS-IA".

Below are the official boiler plates of ARTEMIS Joint Undertaking and of ARTEMIS Industry Association, which can be used to describe the entities:

Boiler plate ARTEMIS JU

ARTEMIS Joint Undertaking is the Public Private Partnership between the European Commission, 23 ARTEMIS participating states and the ARTEMIS Industry Association that represents 180+ members. The ARTEMIS-JU will support R&I activities through open and competitive Calls for proposals, published on a yearly base, to attract the best European research ideas and capacities in the field of embedded computing systems.

Boiler plate ARTEMIS-IA

ARTEMIS Industry Association, a non-profit association for the European R&I actors and private partner in ECSEL Joint Undertaking, supports formation of consortia and initiation of project proposals for joint collaboration and creates the meeting place where key industry players and other R&D&I actors identify strategic high priority topics for collaborative R&I projects. With about 180 members, it represents an influential network of organisations focused on the innovation and development of Embedded & Cyber-Physical Systems in Europe.

Its ambition is to help European industry consolidate and reinforce its world leadership in embedded computing technologies.

Partnerships between participating states, EU-industry and European Commission, implemented as Joint Technology Initiatives (JTIs), are the most effective way of boosting Europe's electronics design and manufacturing capabilities in economic sectors such as cars, planes, trains, medical equipment, home appliances, energy networks and security systems. Between 2008 and 2013, the ARTEMIS JTI has achieved: 56 projects worth 1.1B Euro of eligible costs, involving more than 720 organisations, of which around 36% are SMEs, 35% large enterprises and 29% research organisations.

In 2014, the JTI's ARTEMIS Joint Undertaking, ENIAC and EPoSS joined forces and merged into one stronger JTI on Electronic Components and Systems, called ECSEL (Electronic Components and Systems for European Leadership).



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In recognition of the strategic importance of embedded computing systems, the European Union launched the ECSEL Joint Technology Initiative (JTI) as a Joint Undertaking (JU), or public-private partnership, between:

- European Commission
- participating states
- ARTEMIS Industry Association
- AENEAS Industry Association
- EPoSS Industry Association

Acknowledgment

As per the ARTEMIS-JU Statutes, all publications, patent applications filed by or on behalf of a participant and any other dissemination, shall include a statement that the foreground concerned has been generated with the financial support from the ARTEMIS Joint Undertaking, as follows:

“(Project name) is made possible by funding from the ARTEMIS Joint Undertaking.”

The ARTEMIS logo contributes to the entity's visibility and image:



The logo should be used as provided. Modifications of the logo are only permitted after having received explicit written consent from ARTEMIS-IA.

The colour of the logo is PMS 313, ROB 0|153|181 or HTML #0099B5 and it should not be changed. A high resolution version of the logo is available upon request.

The ARTEMIS logo may not be used in a manner which could cause confusion as to sponsorship, affiliation or endorsement.

Third parties wishing to use the ARTEMIS logo are requested to inform the ARTEMIS-IA by using the coordinates below.

Further information

Any questions related to this communication policy should be sent to:

Iris Hamelink

Communication and Public Relations

ARTEMIS Industry Association

Email: iris.hamelink@artemis-ia.eu

Phone: +31 (0)88 00 36 188