Deliverable D7.2
Visual Identity of Audio Commons

Grant agreement nr	688382
Project full title	Audio Commons: An Ecosystem for Creative Reuse of Audio Content
Project acronym	AudioCommons
Project duration	36 Months (February 2016 - January 2019)
Work package	WP7
Due date	29 April 2016 (M3)
Submission date	27 April 2016 (M3)
Report availability	Public (X), Confidential ( )
Task leader	MTG-UPF
Authors	Frederic Font, Nicolas Pelletier
Document status	Final

Table of contents

Executive Summary

This document describes deliverable D7.2, the Audio Commons visual identity. It describes the Audio Commons logos and usage guidelines which must be followed for the correct application and preservation of the visual identity.

The Audio Commons visual identity (including logos and guidelines) is available in a public Github repository, and released under the CC0 1.0 mark (public domain).

Background

This deliverable belongs to the General project dissemination task (T7.1) in the Dissemination and Exploitation work package (WP7). The visual identity of Audio Commons will be principally deployed in the project website (see deliverable D7.1) and in all the documents that will be produced.

1 Introduction

1.1 Main objectives and goals

The main objective of this deliverable is the definition of a visual identity for Audio Commons to be used in the project website and in other items like deliverables and public documents. The visual identity includes a logo and a design that can be used as an icon to quickly identify Audio Commons. It also includes graphical design guidelines about how to apply the visual identity. Following the rules described in this document will ensure coherence across Audio Commons visual components.

1.2 Methodology

We worked with a graphical designer, Nicolas Pelletier[1], and explained the core ideas behind Audio Commons and the main concepts that we wanted the logo and visual identity to transmit. We went through a number of design iterations that were shared across the consortium to give feedback to the designer (see Appendix 1).

The final version of the Audio Commons visual identity (including logos and guidelines) is available in a public Github repository, and released under the CC0 1.0 mark (public domain).

1.3 Terminology

AudioCommons: reference to the EC H2020 funded project AudioCommons, with grant agreement nr 688382.

Audio Commons Initiative: reference to the AudioCommons project core ideas beyond the lifetime and specific scope of the funded project. The term "Audio Commons Initiative" is used to imply i) our will to continue supporting the Audio Commons Ecosystem and its ideas after the lifetime of the funded project, and ii) our will to engage new stakeholders which are not officially part of the project consortium.

Audio Commons: generic reference to the Audio Commons core ideas, without distinguishing between the concept of the initiative and the actual funded project.

Audio Commons Ecosystem (ACE): set of interconnected tools, technologies, content, users and other actors involved in publishing and consuming Audio Commons content.

Audio Commons content (ACC): audio content released under Creative Commons licenses and enhanced with meaningful contextual information (e.g., annotations, license information) that enables its publication in the ACE.

Content creator: individual users, industries or other actors that create audio content and publish in the ACE through content providers.

Content provider: services that expose content created by content creators to the ACE.

---

[1] http://www.monkeydo.digital

Content user: individual users, industries or other actors that use the content exposed by content providers and created by content creators in their creative workflows.

Tool developer: individual users, industries or other actors that develop tools for consuming (and also potentially publishing) Audio Commons content.

Embeddable tools: tools for consuming Audio Commons content that can be embedded in existing production workflows of creative industries.

2 Main contents of the deliverable

2.1 Logo design description

The Audio Commons logo is designed to be quickly identifiable and to convey concepts related to the Audio Commons core ideas. These concepts include the idea of *audio* (waveform), the understanding of audio commons as a *natural* resource to get audio contents (green/blue colors), and the idea of content reuse, remixing and collaboration of the Audio Commons Ecosystem (arrows resembling recycling iconography). There are two logos, the main horizontal version and a square version with a smaller footprint:

The horizontal logo should be used as default. The square logo should be used when space is restrained and the horizontal logo would be too small to fit a specified width. In addition there are simplified black and white versions for each, for use on light and dark background, as well as on certain colours. The round shape in the middle can also be used as a "stand-alone" icon that allows a quick identification of Audio Commons.

2.2 Graphical guidelines

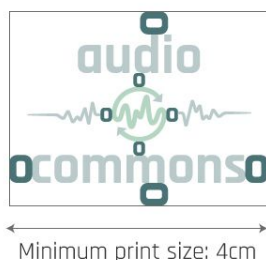In this section we reproduce the graphical guidelines for the logo usage as provided by the designer.

2.2.1 Construction and breathing space

The logo is used with a breathing space defined by the width of a letter 'o' (see image below). All exported files in this repository already honor the correct breathing space.

A sharp (no blur) 30% black shadow is used on the colour logos. That shadow is absent from the black and white versions (as they are more likely to be distracting), and should also be removed when using in small sizes where it could impair legibility.

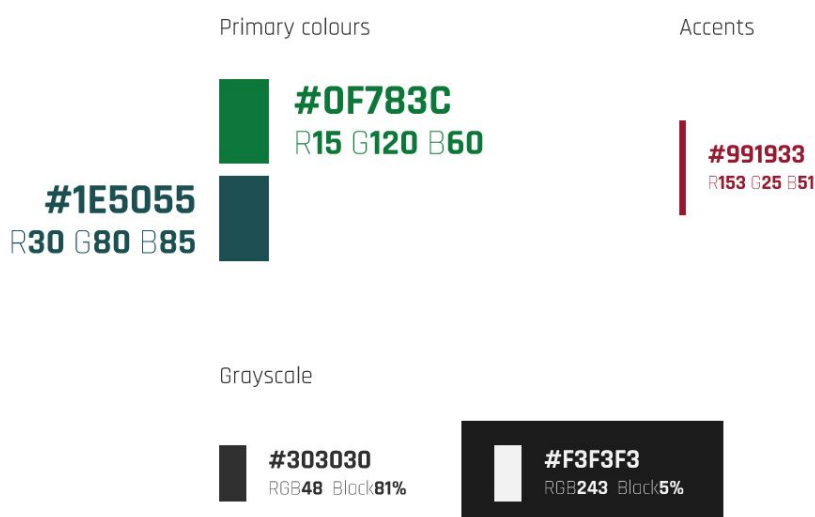Minimum print size: 5cm

Minimum print size: 4cm

30% black
sharp drop shadow

2.2.2 Colour palette

Audio Commons uses two main colours and a supplementary accent colour, as well as two grayscale tones. Use whitespace liberally on print, and use the colours as accents rather than backgrounds on the web.

- Green: #0F783C (R15 G120 B60)
- Blue: #1E5055 (R30 G80 B85)
- Red: #991933 (R153 G25 B51)
- Dark grey: #303030 (RGB48, 81% Black)
- Light grey: #F3F3F3 (RGB243, 5% Black)

The use of gradients is discouraged. Keep it fresh.

Primary colours   Accents

#0F783C
R15 G120 B60

#1E5055
R30 G80 B85

#991933
R153 G25 B51

Grayscale

#303030
RGB48 Black81%
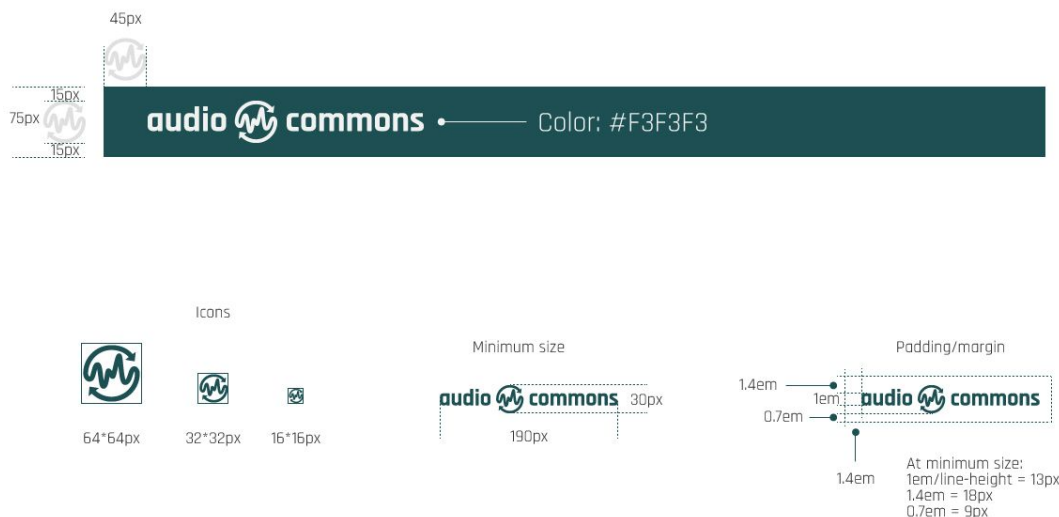
#F3F3F3
RGB243 Black5%

2.2.3 Web usage

On the web, you will need to use the logo on backgrounds. Menu bars will use the logo's blue, and the logo itself will be a monochrome light grey, without shadow. Plan a generous breathing space around the logo. The minimal size of the horizontal logo on the web should be 190px wide or 30px high (not including breathing space).

Padding & margin

The breathing space on the web is calculated with the font size. The top and bottom padding are 0.7em; the total height of the logo should be 3.8em. The left and right padding are 1.4em.

Icon

The logo is also available as an icon: we use only the waveform in the logo in a square image. They are available in 128*128px, 64*64px, 32*32px and 16*16px in the export files.
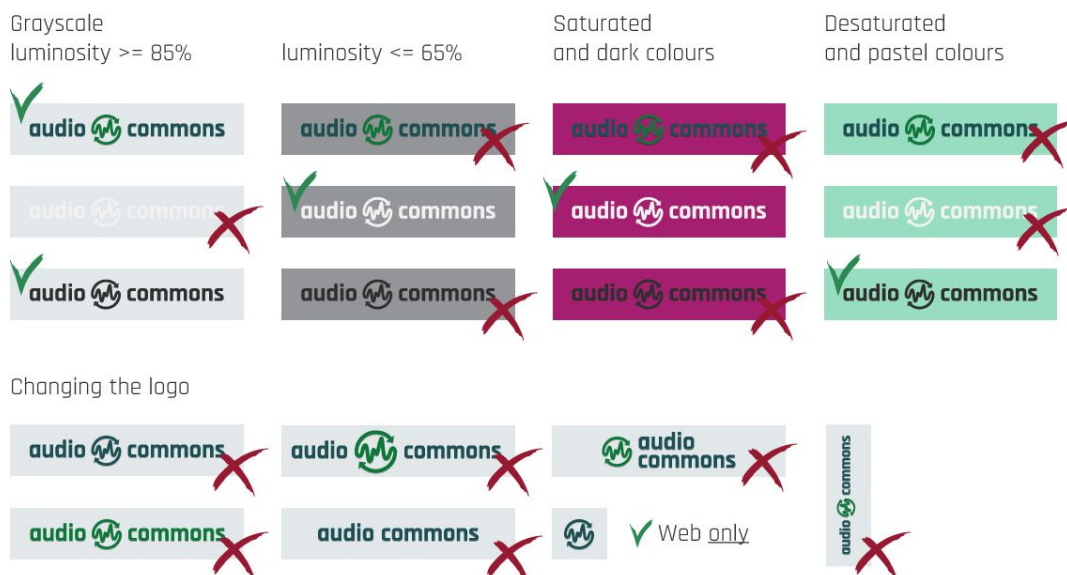

2.2.4 Do's and Don'ts

If you wonder if you used the logo right, the table below should help you figure it out. Make sure the logo stands out clearly, including its colours, and you should be fine with common sense.

As a rule of thumb, the logo must stand out clearly from the background.

- On colour backgrounds, we always use the white or black versions, depending on which is more visible. That way we make it clear that said colour is not part of the brand's identity. At the same time, on the brand's colours, only the white version is properly visible.
- Usually, the higher the saturation, the more the white version is appropriate; the higher the luminosity, the more the black version is appropriate.
- If you are hesitating between the black and white versions, try both and squint your eyes to find out which is more legible.

Do not deform the logo, nor transform it. If you really need to have it changed, please raise an issue on the github repository with a description of the intended use. There is an icon only version that is meant to be used on the web (favicons, avatars, etc.). Try not to use it in any other context.

Changing the logo

2.2.5 Typefaces

The two typefaces used for Audio Commons are Rajdhani (used on the logo, and for titles and subtitles) and Roboto (for regular text). These fonts are open source, and can be found for download or css import (along with instructions) on Google Fonts:

- Rajdhani, License: SIL Open Font License (OFL)
- Roboto, License: Apache License 2.0

Only the Regular and Bold styles are needed for web usage.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 688382

Page 10 of 12

3 Conclusion

This deliverable describes the Audio Commons visual identity to be mainly used in the project's website, deliverables and public documents. Logo exports as well as source code and graphical guidelines are available in a public Github repository, and released under the CC0 1.0 mark (public domain).

Future work will include possible adaptations of the visual identity (or parts of it) to other outcomes of the project such as applications or other products.

APPENDIX 1: Visual identity design iterations

In the following pages we include two iterations of proposals for the Audio Commons logo that were created by the designer. The final version is the one that can be found in this document and in the aforementioned public repository.

Attached files:
- D7.2 Appendix iteration 1.pdf
- D7.2 Appendix iteration 2.pdf

D7.2 Appendix iteration 1.pdf

Fonts

Akzidenz Grotesk	**audio commons**
Timmana	*audio commons*
ßaumans	audio commons
Dosis	audio commons
Offside	audio commons
Rajdhani	audio commons

D7.2 Appendix iteration 2.pdf

Rajdhani semibold

audio commons

audio
commons

Rajdhani bold

audio commons

audio
commons