



D7.3 VISUAL IDENTITY OF RAPID-API TOOLS

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EXECUTIVE SUMMARY

This deliverable consists in the manual that provides a set of standards and guidelines, which must be followed for the correct application and preservation of the visual identity RAPID-API tools. This visual identity incorporates the RAPID-API logo, the selected typeface and the specified treatment of photographs to be used in all print, online and other brand related materials.

Following these rules will ensure that the RAPID-API brand's visual components speak the same language and carry the same message whenever they are used.

BACKGROUND

This deliverable belongs to the scope of activities that aim at creating awareness among the general public of the innovations of the project and implications for citizens and society, as detailed in the Dissemination plan (section 2.2.1). The task covered the design and definition of the design standards for the visual identity of the RAPID-API tools, one of the fundamental components and outcomes of the RAPID-MIX project. Hence, this deliverable is inherently intertwined with other work packages.

The RAPID-API visual identity is a natural evolution of the RAPID-MIX project visual identity, sharing many of the same design principles. However, the two visual identities should not be confused : the RAPID-MIX visual identity should be used to represent the European Commission project itself, whereas the RAPID-API visual identity described in this document should be used to represent the API alone.

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1. INTRODUCTION

1.1. Main objectives and goals

The primary objectives of this deliverable are as follows:

- 1) To present the visual identity for the RAPID-API, including the rationale and approach for its design
- 2) To provide clear operational guidance on how consortium partners should use the RAPID-API visual identity in line with expectations set out by the RAPID-MIX project outcomes.

For the avoidance of doubt, the RAPID-API visual identity should be deployed across all communications where both the API itself, and any related public discussion or dissemination of materials relating to the RAPID-API are in use. For example, this includes all advertising / promotional materials such as posters, flyers, web pages, postcards, and also potential merchandising of any kind including badges, bags, stickers, clothing (T-shirts) etc.

All consortium partners should refer to this document when disseminating materials that make reference to the RAPID-API to ensure all materials generated as part of the project represent the API in a consistent fashion.

Furthermore, it should be understood that this is a working document representing the current design approach for the RAPID-API and that these requirements may evolve throughout the lifetime of the project and this evolution will be documented in future deliverables.

Finally it should be recognised that the images placed inside this document should on no account be taken from this document for the purposes of producing visual identity materials. Where required, the full resolution versions of these images will be made available via the RAPID-MIX WP7 repository.

2. DESIGN GUIDELINES FOR RAPID-API

2.1. Logo design description

The RAPID-API logo has its roots in the RAPID-MIX visual identity as used by the RAPID-MIX website and documentation, and as such the RAPID-API visual identity shares key design elements with the overall project identity in a way that is coherent and unified. The RAPID-MIX logo (as shown on the project website and in the header of this document) and RAPID-API visual identities features a number of key common elements that relate specifically to the RAPID-MIX proposal, reflecting the central ideas of the project through visual means. These elements are as follows.

- 1) The letters 'API' in the word 'RAPID' are differentiated in colour to highlight the key importance of the API as an output of RAPID-MIX. These letters sit centrally within the word 'RAPID', reflecting the central importance of the API within the RAPID-MIX project itself. This colour variation means that only the letters 'RAPID' need be rendered in order for the logo text to read 'RAPID-API'. This also can be seen to represent the principles of recursion and encapsulation. The word API is encapsulated within the word RAPID, referring to itself as the first step in a recursive process.
- 2) The lettering is located within a series of interlocking bands, generated by an algorithmic system derived from euclidean geometric harmonograph patterns. These are patterns that visually represent the relationship between different elements within a harmonic waveform mixture. This visual element indicates the centrality of interdisciplinary sound and music technology research within the RAPID-MIX project, and its impact on the future design of the RAPID-API. Furthermore, the harmonograph patterns reflect the process of iterative, user-centred and participatory design methodology, where outcomes evolve through a cycle of engagement with stakeholders, via an integrated process of exploration and reflexivity. This element of the visual identity relates strongly to diagrams within the RAPID-MIX application that were used to describe how design would occur within the project.
- 3) The interlocking bands are not as pronounced in some of the API visual identity designs as they are in the RAPID-MIX promotional materials. This is partly to differentiate the API identity from the RAPID-MIX identity slightly, and also to provide a mechanism whereby the logo can be more affectively scaled. In addition this represents that the outcome will be the solid result of the development process taking shape as part of the project.

2.2. Main logo version



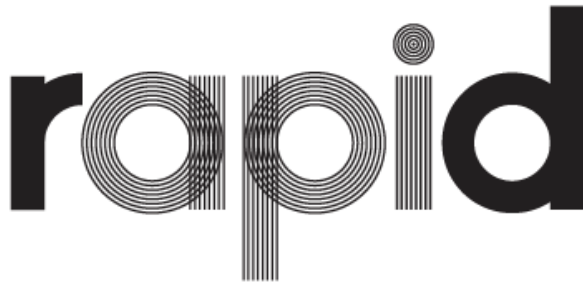
2.3. Secondary version

Colour

The logo consists of the word "rapid" in a bold, lowercase sans-serif font. The letters "rap" are black, and the letters "id" are a vibrant green.

Black and White

Large

The logo is rendered in black and white. The letters "rap" are solid black, while the letters "id" are composed of multiple parallel vertical lines. The dot on the letter "i" is a small circle with concentric lines.

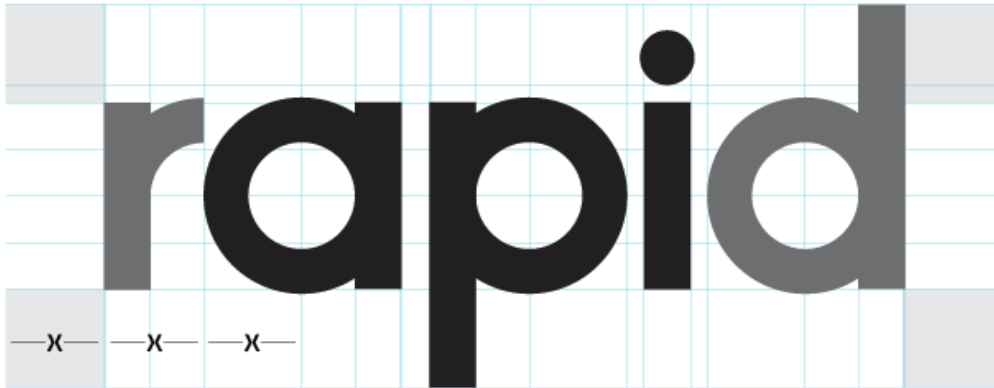
Small

less than 45mm

The logo is rendered in black and white. The letters "rap" are solid black, while the letters "id" are composed of a smaller number of parallel vertical lines compared to the large version. The dot on the letter "i" is a small circle with concentric lines.

Small version has a smaller number of lines.
This is because the lines render the logo illegible at reduced sizes

2.4. Logo Construction



The value of X is equivalent to the width of the letter "r" or half of "a"

2.5. Usage Guide

This usage guide provides certain guidance to assist with the use of the RAPID-API visual identity

2.5.1. Logo placement



Clear space

The logo must remain clear of other elements of typography or illustration.
The minimum clear space is shown above by the dotted line.

Example

OTHER LOGO **a** Other Logo **a**rapid

2.5.2. Dos and Don'ts

API and R/D should always be used in different colour or texture.

Do not make the wordmark from one single colour as this is the most important feature of the logo design.

Do not stretch, skew, distort, alter or manipulate the logo in any way.

When printing in black and white, do not use a greyscale version of the logo.

rapid ×

rapid ×

rapid ×

2.5.3. Minimum dimensions and scale

For sizing less than 45mm in black and white, please remember to use the version of the logo with reduced lines. All other versions of the logo have been designed specifically so that they will scale without issue.

2.5.4. Typography

Heading
Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#€%&?*

Body
Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#€%&?*

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#€%&?*

Lato is a free font which is easily accessible for print and web use.
Under no circumstances should it be substituted for any other font.

For plain text, the recommended weight is Regular.
The number of characters per line should not exceed 75-85.
Light and Thin weights should not be used for small font sizes.
Captions and subtitles should be no smaller than 4 pts.
Bold or Extra Bold should be used for titles.

Heading
Lato Bold
24pt

This is a heading

Heading
Lato Bold
17pt

This is a sub-heading

Heading
Lato Regular
10pt

This is a body. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Heading
Lato Regular
6pt

This is a caption. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

2.5.5.Colour - Logotype

Black

Pantone 802U
C 60 M 0 Y 90 K 0

White



2.5.6. Colour - Wordmark



2.5.7. Additional design elements - Pattern

Green



Line

