



D7.1 BINCI visual identity set

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Duration of the project	1 January 2017 - 30 June 2018 (18 months)
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Deliverable Information Sheet

Version	Date	Document history/approvals
1	26/01/2017	Draft version circulated to partners
2	31/01/2017	Final version after partner review

Abstract

This deliverable contains the description and samples of BINCI's visual identity elements, including the Style Book and the initial project leaflet.

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1. Introduction

Eurecat is responsible for designing and implementing the BINCI communication and dissemination strategy. This continuous process aims at raising awareness of as many relevant actors as possible on the activities and results derived from the project in order to:

- Promote and position the project results;
- Reach and involve where possible society at large (general public);
- Get a critical mass of “early adopters”, starting from the Users Group’s productions to have relevant feedback on the effectiveness of the BINCI solution;
- To support the exploitation of project results.

An “Initial dissemination and communication strategic plan” will be released as a deliverable in WP7 at an early stage of the project execution (D7.2, M3).

In the meantime, BINCI counts already with a complete set of visual resources that, at first, will help building a common and shared identity among consortium members. These visual identity elements will later become part of public communication and dissemination and *branding* strategy. The BINCI visual identity set is briefly described hereinafter. The templates, leaflets and the BINCI style book are included in the annexes.

2. BINCI visual identity set

2.1 Templates

BINCI will use the project’s templates for documents (e.g, deliverables, reports) and presentations.

2.1.1 Word documents

This deliverable is the first created with the BINCI document template. Key elements of this template are:

2.1.1.1 Cover page

Including the project logo, document title and an identification table.

2.1.1.2 Deliverable information sheet

Table for control versions and abstract.

2.1.1.3 Headers and footer

As in this document. Cover page does is the only different.

2.1.1.4 Table of contents

Automatically generated by Word, through the use of styles.

Partners are encouraged to use Word’s “title” and cross-references solutions to ease the preparation automatic lists of tables and figures.

2.1.1.5 Key styles

Normal text: Arial, 11 pts. Justified lines. Line spacing: simple. Space after indent: 8pts. Control of widows and orphans. Color: black.

Title 1: Arial, Bold, 16 pts. Personalized color RGB(31;73;125). Border below: simple continuous line with, and width 0,5 pto). Numbering Level 1 + numbering style 1, 2, 3.

Title 2: Arial, Bold, 14 pts. Personalized color RGB(31;73;125).. Numbering Level 2 + numbering style 1, 2, 3.

Title 3: Arial, Bold, Underlined, 12 pts. Personalized color RGB (31;73;125). Numbering Level 3 + numbering style 1, 2, 3.

Title 4: Arial, Bold, Underlined, 11 pts. Personalized color RGB (31;73;125). Numbering Level 4 + numbering style 1, 2, 3.

2.1.2 Presentations

BINCI presentations will be created upon the template included in the Annexes.

2.2 Style book

BINCI overall Style Book is included in the Annexes.

2.3 Funding visibility and disclaimer

All publications and dissemination materials produced by the project shall include a proper acknowledgement to the European Commission's contribution. When displayed in association with a logo, the European emblem should be given appropriate prominence.

Any dissemination of results, in any form, including electronic, must display the EU emblem and the following text:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732130

For all publications, the following acknowledgement phrase is compulsory:

The research leading to these results has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732130 –BINCI project.

Any publicity made by the beneficiaries in respect of the project, in whatever form and on or by whatever medium, must specify that it reflects only the author's views and that the European Union is not liable for any use that may be made of the information contained therein.

This [presentation/publication/etc] reflects only the author's views and the European Community is not liable for any use that may be made of the information contained herein.

2.3.1 High-resolution emblems and logos



High-resolution EU emblems can be found here:
http://europa.eu/european-union/about-eu/symbols/flag_en



High-resolution BINCI logo and partner's logos will be made available in the project's document repository.

2.3.2 Public deliverables

All public deliverables shall include in the bottom of the deliverable information sheet or a blank page after the table of contents the compulsory disclaimers and type of Creative Commons license. The author of the public deliverable is free to select the most convenient CC License, depending on the desired level of use restriction (e.g., attribution, derivatives, commercial use, sharing, etc)

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<http://creativecommons.org/licenses/?lang=en>

See example below:

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2.4 Leaflet

BINCI leaflet is now available in the annexes.

3. Annexes



TITLE HERE

SUBTITLE HERE

A project coordinated by



INDEX

- 1 First part
- 2 Second part
- 3 Third part
- 4 Fourth part
- 5 Fifth part
- 6 Sixth part
- 7 Seventh part
- 8 Eighth part





PART 1 OF THE PRESENTATION



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THANK YOU

Contact Name

contactmail@mail.com

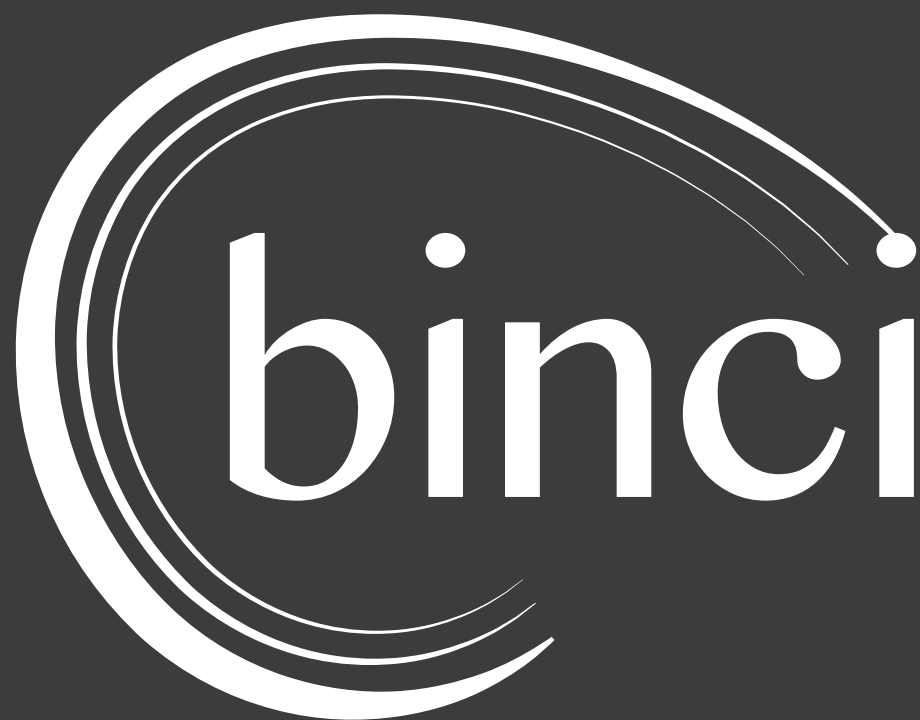
Tel. 99 999 99 99



CORPORATE VISUAL IDENTITY (BRANDING)

BASIC MANUAL







PANTONE

Pantone Solid Coated
2118 C

CMYK

100, 88, 15, 2

RGB

41, 54, 130

HEXADECIMAL

#283582



PANTONE

Pantone Solid Coated
651 C

CMYK

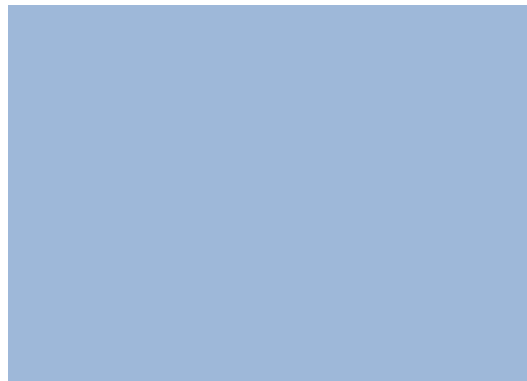
43, 22, 6, 0

RGB

158, 184, 217

HEXADECIMAL

#9eb7d8



PANTONE

Pantone Solid Coated
679 C

CMYK

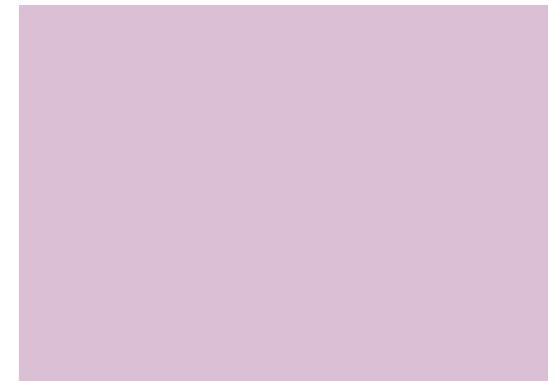
16, 29, 7, 0

RGB

219, 191, 212

HEXADECIMAL

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SINHALA MM REGULAR

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ARIAL BOLD**abcdefghijklmnopqrstuvwxyz****ABCDEFGHIJKLMNOPQRSTUVWXYZ****1234567890**

ARIAL REGULAR**abcdefghijklmnopqrstuvwxyz****ABCDEFGHIJKLMNOPQRSTUVWXYZ****1234567890**

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EXAMPLES OF APPLICATIONS

09





BINAURAL TOOLS FOR THE CREATIVE INDUSTRIES

www.binci.eu

CONSORTIUM:



THE PROJECT

BINCI's main objective is to develop an integrated software and hardware solution to ease the production, postproduction and distribution of 3D audio content meant to be experienced by consumers through headphones.

- BINCI will provide a complete software and hardware solution for sound designers, music producers and artists, mainly small companies and entrepreneurs.
- This solution will allow the creation of 3D binaural immersive music and other binaural content for interactive applications such as Virtual Reality, Augmented Reality and Video Games.
- BINCI's solution will be constructed following a user centric approach supported by a continuous integration of the technological specific modules (acoustic measurements, software tools and binaural engine).



A new emerging creative trend is 3D audio, based on the concept that sound is composed in a given or created space (real or virtual) where the sound flows in time and space around the listener. For example, in 3D music, the movement of sounds, melodies and rhythms through space will change both the creative production processes and the listener's musical experiences. In this context, space will become a new expressive language for artists and listeners.

OBJECTIVES



- 1 Defining the requirements specifications of the tools, according to industry needs.
- 2 Developing a cost-effective binaural measurement system for professionals: HRTFs and SRRS.
- 3 Developing production tools to encourage the creation of 3D sound contents.
- 4 Integrating software and hardware solutions for a complete immersive audio experience.
- 5 To evaluate and demonstrate the developed solutions and the experimental productions created with them in real validation environments.
- 6 To pave the way for exploitation through coordinated business, dissemination and communication strategies and plans.

BINCI demonstrations

BINCI will demonstrate its **robustness and scalability** for addressing different binaural 3D sound content production at two levels:

- 1) From the **professional end user perspective**, by gathering around the project a group professional audio producers that will be involved in the testing of the tools and the workflows.
- 2) From the market and final **consumer perspective**, by creating experimental productions that will be showcased and tested in top tier cultural and touristic sites with actual visitors.



BINCI will create audio guide experimental productions for three emblematic cultural and touristic sites: Sagrada Familia (Spain), Opera Garnier (France) and Die Pinakotheken (Germany). These productions will be showcased to more than 500 real site visitors

EXPECTED IMPACT



Binaural audio will be the next standard for virtual reality applications, for music and for video games. The ambition of BINCI is to provide the tools for European Creative SMEs to lead the next binaural revolution for 3D audio content.



MUSIC



CINEMA



VIDEO GAMES



VIRTUAL REALITY

Integrated binaural 3D audio production workflow for the creative industries.

Technological impact:

- Cost-effective binaural measurement systems.
- Set of software plugins for binaural production and post-production.
- Digital instrument for 3D music creation.
- Player for interactive rendering of binaural content in mobile devices.
- Specialized headphones for binaural listening with the binaural engine for rendering.
- Head-tracking device for monitoring head movements in real-time for binaural rendering.

Creative impact:

- A series of binaural 3D audio and music samples and productions resulting from the audio professionals trials and tests.
- Three one-hour audio guide experimental productions for cultural and touristic sites: Sagrada Familia, Opera Garnier, Die Pinakotheken.

MORE INFORMATION

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www.binci.eu



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