



SUITCEYES

1 Jan 2018 - 31 Dec 2020

Smart, User-friendly, Interactive, Tactual, Cognition-Enhancer, that Yields Extended Sensosphere
Appropriating sensor technologies, machine learning, gamification and smart haptic interfaces

[D8.3]

Define the project identity II

Courtesy of LightHouse for the Blind and Visually Impaired, see <http://lighthouse-sf.org>



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 780814.

Dissemination level		
PU	PUBLIC, fully open, e.g. web	X
CO	CONFIDENTIAL, restricted under conditions set out in Model Grant Agreement	
CI	CLASSIFIED, information as referred to in Commission Decision 2001/844/EC.	

Deliverable Type		
R	Document, report (excluding the periodic and final reports)	
DEM	Demonstrator, pilot, prototype, plan designs	
DEC	Websites, patents filing, press & media actions, videos, etc.	X
OTHER	Software, technical diagram, etc.	

Deliverable Details	
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v0.3	2018-09-21	Second draft addressing review comments submitted to HB	Mauricio Fuentes/LDQR
v0.4	2018-09-24	Final draft addressing PC and PMB reviewers' comments	Mauricio Fuentes/LDQR
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Glossary	
Abbr./ Acronym	Meaning
SUITCEYES	Smart, User-friendly, Interactive, Tactual, Cognition-Enhancer, Yielding Extended Sensosphere Appropriating sensor technologies, machine learning, gamification and smart haptic interfaces
LDQR	Les Doigts Qui Rêvent
HARPO	Harpo Sp. z o. o.
HB	Högskolan i Borås
CERTH	The Centre for Research & Technology, Hellas
MS Word	Microsoft Word, a software for digital text production
MS PowerPoint	Microsoft PowerPoint, a software for the production of digital presentations
Dx.y	Deliverable number y from work package x

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1. Executive Summary

This deliverable, “*D8.3 Define the project identity II*”, aims to report on the update of the previous deliverable “*D8.2 Define the project identity I*” concerning the visual identity of the SUITCEYES project, and describes the project’s approach to designing the related visual identity of the project. We have defined, the visual identity of the project by a collection of design elements including the project logo, the colour scheme in project communications, the project website, various templates and publicity materials (e.g. poster, leaflet and flyer).

In this deliverable an update on different visual elements is presented, including the colour palette (based on the project logo) and templates (letter and presentation). The following new visual elements are presented:

- Catchphrases
- Social media sites (Twitter and YouTube)
- Publicity materials (poster, leaflet and flyers)
- Guidelines for the appropriate use of the visual elements.

It should be noted that a “Visual identity package” including these and all other visual elements of the project is made available to all the consortium members. The visual identity package aims to guarantee a graphic coherence throughout the project’s documents (in digital and physical formats).

This report is closely related to other deliverables including “*D8.2 Define the project identity I*”, “*D8.9 Detailed dissemination plan*” and “*D8.8 Publicity material*”.

2. Background

In this report we present the updates achieved after the first deliverable about the project's identity (*D8.2 Define the project identity I*).

Considering the multicultural and multidisciplinary nature of the project, it has been important for us to form a common understanding of different models of disability, to define our stance, and to establish good practices in appropriate uses of related terminology. In D8.2 we discussed the concept of identity and presented the project's adherence to the social model of disability aiming to establish the starting point from which the project's visual identity was constructed.

Since D8.2, we have continued our work with internalisation of those views by all members of the consortium through the means of internal discussions at different meetings, in contact and discussions with our advisory boards, in our documentation, and in the events held. For example, at our second consortium meeting (University of Leeds, 10-11 July 2018), we spent a day of seminars and workshops with external interest groups, such as Leeds Disabled People's Organisation and Deafblind UK, for a more in-depth presentations and discussion of the different models of disability and the terminology used when referring to disability, impairments and our user-group.

We see such efforts as important in forming our own view of the SUITCEYES identity, before we then communicate this identity in different forms with others. Based on that background, this document presents the updates in various visual design elements of the project. These include a number of catchphrases, or expressions that collectively highlight the different aspects of the project's social media channels (Twitter and YouTube accounts), guidelines and publicity materials (flyer, poster and leaflet). Finally, we have also created a "visual identity package" with all updates and new material which is made accessible to all the project members.

3. Update on previous visual elements

3.1 Logo

The project’s logo in its vertical and horizontal format (Figure 1) were presented and explained in deliverable D8.2.

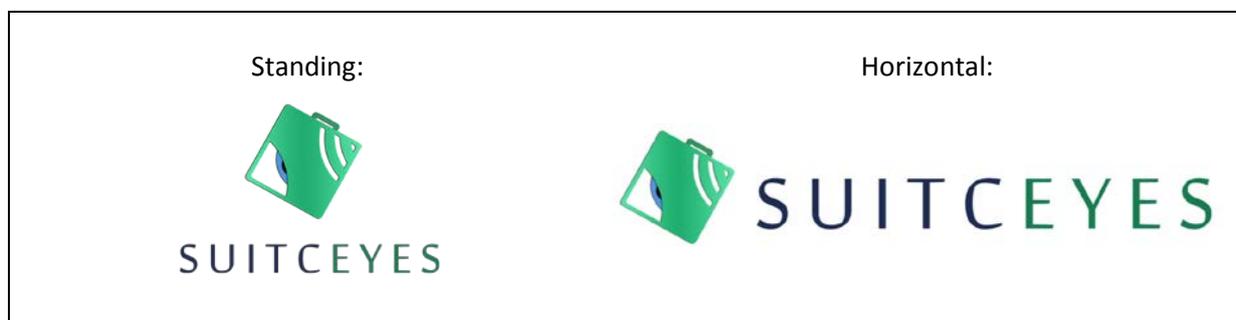


Figure 1. Project logo in standing and horizontal formats

The graphic design of the project logo is a central element for establishing the project’s visual identity. In this deliverable and based on the logo, the colour pallet of the project (figure 2) was defined. The use of these colours allows us to have a consistent and unified production of new visual elements, building a strong visual identity.

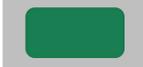
Colour	CMYK (%)	RGB	Element in logo	
	White	C-0, M-0, Y-0, K-0	R-255, G-255, B-255	Eye and sound waves
	Black	C-0, M-0, Y-0, K-100	R-0, G-0, B-0	Pupil
	Green	C-85, M-27, Y-78, K-14	R-25, G-122, B-80	Suitcase and typography
	Blue	C-67, M-36, Y-0, K-0	R-86, G-147, B-222	Iris
	Dark blue	C-99, M-85, Y-38, K-37	R-30, G-44, B-80	Typography

Figure 2. The colour palette based on the logo.

3.2 Templates

3.2.1 Letter page template (headed page)

The update on this template consisted in:

- The European Union’s logo and funding information were enlarged to gain visibility.

- Aiming to have all partners name of a similar length, a shorter version of the “Information Technologies Institute, Centre for Research & Technology Hellas, Greece” (Greek partner of SUITCEYES) was used, now reading: “Centre for Research & Technology Hellas, Greece”.

3.2.2 Presentation template:

The update on this template consisted of:

- Visual elements such as the project’s logo, European Union’s logo and funding information and partner’s names were enlarged to gain visibility (Title slide).
- A final slide was included in the template with social media logos (Twitter, YouTube and ResearchGate) and the project’s webpage.

3.2.3 Deliverable template

The update on this template consisted of:

- On the front page, the project title (acronym) was updated, reading now: Smart, User-friendly, Interactive, Tactual, Cognition-Enhancer, that Yields Extended Sensosphere.
- Table of contents was inserted.
- Heading styles were defined.

4. New visual elements and applications of the project's visual identity

4.1 Catchphrases

Catchphrases are a suitable means of conveying an idea in a fast and catchy manner. This is something that we intend to use as just one element in the suit of our different communicative tools. As SUITCEYES is multifaceted and deals with multiple complex areas, it is difficult to find a concise catchphrase that is representative of its broad domain. We have, therefore, developed a collection of different catchphrases that collectively are telling of some of the ideas treated in the project. These catchphrases or impactful catchy formulations are meant to accompany other visual identity elements to stress the project's stance and attract the attention of various audiences. As presented in Figure 3, each of these catchphrases emphasises a different aspect of the project and is to be used in communication pieces as best relevant. On the project's website (www.suitceyes.eu) these phrases are presented with a time lapse, one after another, as a banner under the project's logo.

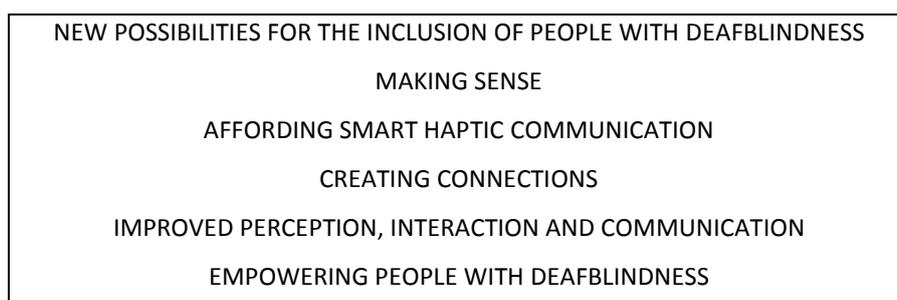


Figure 3. Project catchphrases

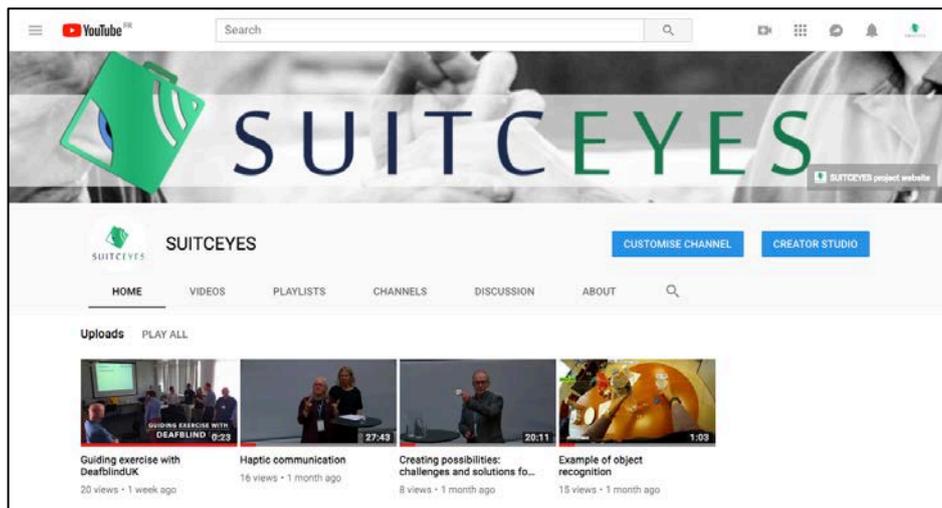
4.2 Social media

Social media platforms were launched (Twitter and YouTube) to gain project visibility, share contents and grow our stakeholders' network. Visual identity elements were used to customise the project's Twitter and YouTube main pages (within the possibilities of each platform).

Twitter:



YouTube:

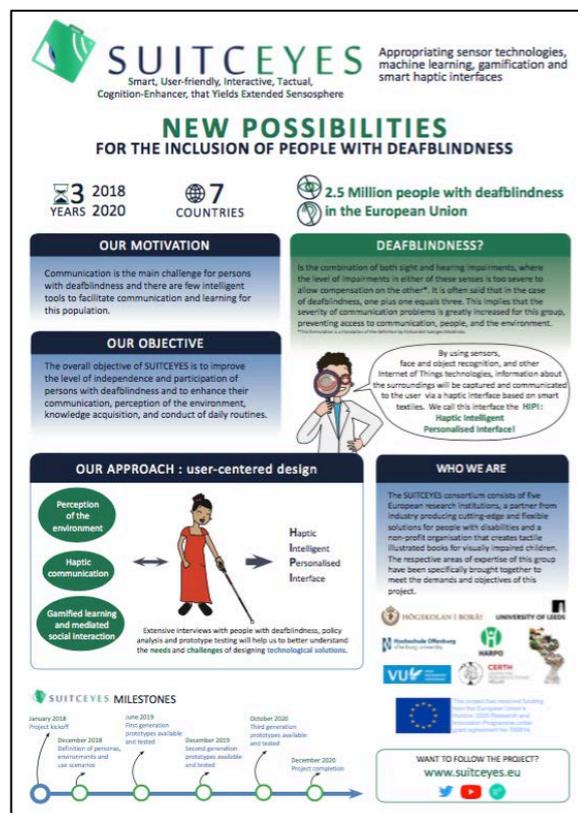


4.3 Publicity Materials

Detail about the design process and features of the publicity material is available in *D8.8 Publicity material*. These publicity materials are designed to address our target audiences and at the moment they are focused on creating project awareness. A poster (available in two formats), leaflet and flyer compose these materials.

4.3.1 Poster

Available in two sizes, A3 (29.7 by 42 cm) and A1 (59.4 by 89.1 cm)



4.3.2 Leaflet

Original size A4 (21 x 29.7 cm - letter page size). It must be printed back to back and folded in half.

Front and back pages:

MILESTONES

January 2018 Project kickoff

December 2018 Definition of personas, environments and use scenarios

June 2019 First generation prototypes available and tested

December 2019 Second generation prototypes available and tested

October 2020 Third generation prototypes available and tested

December 2020 Project completion

WANT TO FOLLOW THE PROJECT?
www.suitceyes.eu

WHO WE ARE

The SUITCEYES consortium consists of five European research institutions, a partner from industry producing cutting-edge and flexible solutions for people with disabilities and a non-profit organisation that creates tactile illustrated books for visually impaired children. The respective areas of expertise of this group have been specifically brought together to meet the demands and objectives of this project.

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 780814.

Smart, User-friendly, Interactive, Tactual, Cognition-Enhancer, that Yields Extended Sensosphere

NEW POSSIBILITIES

FOR THE INCLUSION OF PEOPLE WITH DEAFBLINDNESS

Appropriating sensor technologies, machine learning, gamification and smart haptic interfaces

2.5 Million people with deafblindness in the European Union

3 YEARS 2018 2020

7 COUNTRIES

Inner pages:

DEAFBLINDNESS?

Is the combination of both sight and hearing impairments, where the level of impairments in either of these senses is too severe to allow compensation on the other*. It is often said that in the case of deafblindness, one plus one equals three. This implies that the severity of communication problems is greatly increased for this group, preventing access to communication, people, and the environment.

*This formulation is a translation of the definition by Förbundet Sveriges Dövsblinda.

By using sensors, face and object recognition, and other Internet of Things technologies, information about the surroundings will be captured and communicated to the user via a haptic interface based on smart textiles.

We call this interface the **HIPI** :
Haptic Intelligent Personalised Interface!

OUR MOTIVATION

Communication is the main challenge for persons with deafblindness and there are few intelligent tools to facilitate communication and learning for this population.

OUR OBJECTIVE

The overall objective of SUITCEYES is to improve the level of independence and participation of persons with deafblindness and to enhance their communication, perception of the environment, knowledge acquisition, and conduct of daily routines.

OUR APPROACH : user-centered design

Perception of the environment

Haptic communication

Gamified learning and mediated social interaction

Haptic Intelligent Personalised Interface

Extensive interviews with people with deafblindness, policy analysis and prototype testing will help us to better understand the needs and challenges of designing technological solutions.

PROJECT IMPACTS AT VARIOUS LEVELS

Society at large: Increased participation and social inclusion of all members of society. This may include more active involvement and contribution to education and employment

Educators and care-providers: Less translation efforts and more time to focus on more qualitative engagements

Families of persons with deafblindness: Better communication with their loved ones

Person with deafblindness: Improved perception, communication, life experience, and participation in social life

4.3.3 Flyer

Original size A5 (21 by 14.9 cm)

SUITCEYES Appropriating sensor technologies, machine learning, gamification and smart haptic interfaces
Smart, User-friendly, Interactive, Tactual, Cognition-Enhancer, that Yields Extended Sensosphere

NEW POSSIBILITIES FOR THE INCLUSION OF PEOPLE WITH DEAFBLINDNESS

3 YEARS 2018-2020 **7 COUNTRIES** **2.5 Million people with deafblindness in the European Union**

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WANT TO KNOW MORE ABOUT THE PROJECT?
www.suitceyes.eu

SUITCEYES MILESTONES

- January 2018: Project kickoff
- December 2018: Definition of personas, environments and use scenarios
- June 2019: First generation prototypes available and tested
- December 2019: Second generation prototypes available and tested
- October 2020: Third generation prototypes available and tested
- December 2020: Project completion

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 730014.

5. User's manual of visual identity

In this section recommendations are put forward for appropriate use of the visual identity elements, ensuring a coherent and unified representation of the project throughout all materials and documents in digital and physical formats. Specific recommendations are mentioned on the use of the project's name (acronym), logo and catchphrases.

Use of project name

The project's name (acronym) should always be in capital letters (SUITCEYES) and if the full title is used it should read: Smart, User-friendly, Interactive, Tactual, Cognition-Enhancer, that Yields Extended Sensosphere.

Use of project's logo and catchphrases

The logo (either the standing or horizontal format) should always respect the colour palette (see Figure 2). Figure 4 lists a few examples of potential disturbance that should be avoided.

Example	Description of the problem
	X Logo is rotated
	X Logo is distorted
	X Logo is given shadow or halo
	X Frames are used
	X Low-resolution images

Figure 4. Examples of problematic uses of the logo

A surrounding blank space (exclusion area) around the logo is recommended to ensure that it stands out (Figure 5).

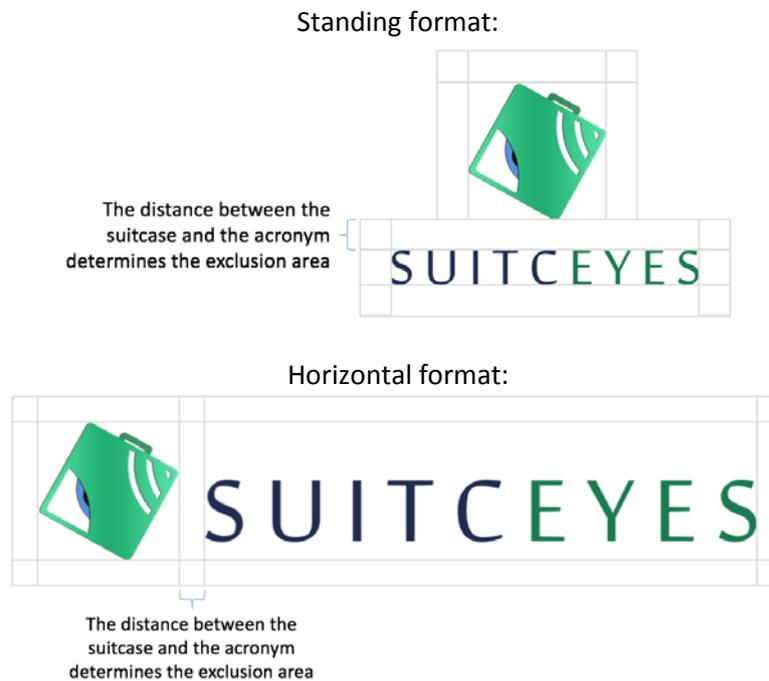


Figure 5. Exclusion area to respect around the project's logo

The ensemble of the suitcase and the acronym conform the logo (unified image), meaning that the distance between these two elements will remain proportional no matter the size in which the logo is used. Accordingly, the exclusion area will also be proportional to the size of the logo.

All communication pieces must use of the project's visual identity and the correct use of the EU logo with the Horizon 2020 co-funding acknowledgment. The EU logo and instructions are available in the communication toolkit (<https://ec.europa.eu/easme/en/communication-toolkit>) and regarding the acknowledgement of the co-funding of the Horizon 2020 program, use the following text as stated in the Grant Agreement: "This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 780814".

6. Contents of “visual identity package”:

The visual identity package contains all the graphic elements to assure that all project’s documents will have the same visual identity. The visual identity package is available to all project members and in case of updates or changes, all partners will be notified of the changes promptly.

The contents of this package is:

Element	Description	Format	Date of update (DD/MM/YY)
Logo (Standing format)	Full colour logo in standing format	.png .pdf	
Logo (Horizontal format)	Full colour logo in horizontal format	.png .pdf	
Deliverable template	Full colour template including front page, title styles and typography	.docx	21/09/2018
Letter sheet template	Full colour template including headed page, title styles and typography	.docx	02/08/2018
Presentation template	Full colour template including title slide, contents slide, final slide, title styles and typography	.pptx	06/08/2018
Poster A1	Full colour, digital and ready-to-print poster in A1 format (59.4 x 89.1 cm)	.pdf	02/08/2018
Poster A3	Full colour, digital and ready-to-print poster in A3 format (29.7 x 42.0 cm)	.pdf	27/06/2018
Leaflet	Full colour, digital and ready-to-print leaflet in A4 format (21.0 x 29.7 cm)	.pdf	27/06/2018
Flyer	Full colour, digital and ready-to-print flyer in A5 format (21.0 x 14.9 cm)	.pdf	27/06/2018
User manual of visual identity	Deliverable <i>D8.3 Project identity II</i> which includes the user’s manual and other recommendations	.pdf	29/09/2018

7. Conclusions

In this deliverable the project's identity is updated and expanded with new design elements and recommendations for their use. All the visual elements and guidelines are available to the project members, assuring a coherent and unified project identity that will strengthen our project awareness impact.

This deliverable also sets the instruments, such as the "Visual identity package", to report future updates on visual elements and guidelines which will be available to all members at all time. In future deliverables concerning the project's identity, updates and/or new visual elements will be presented.