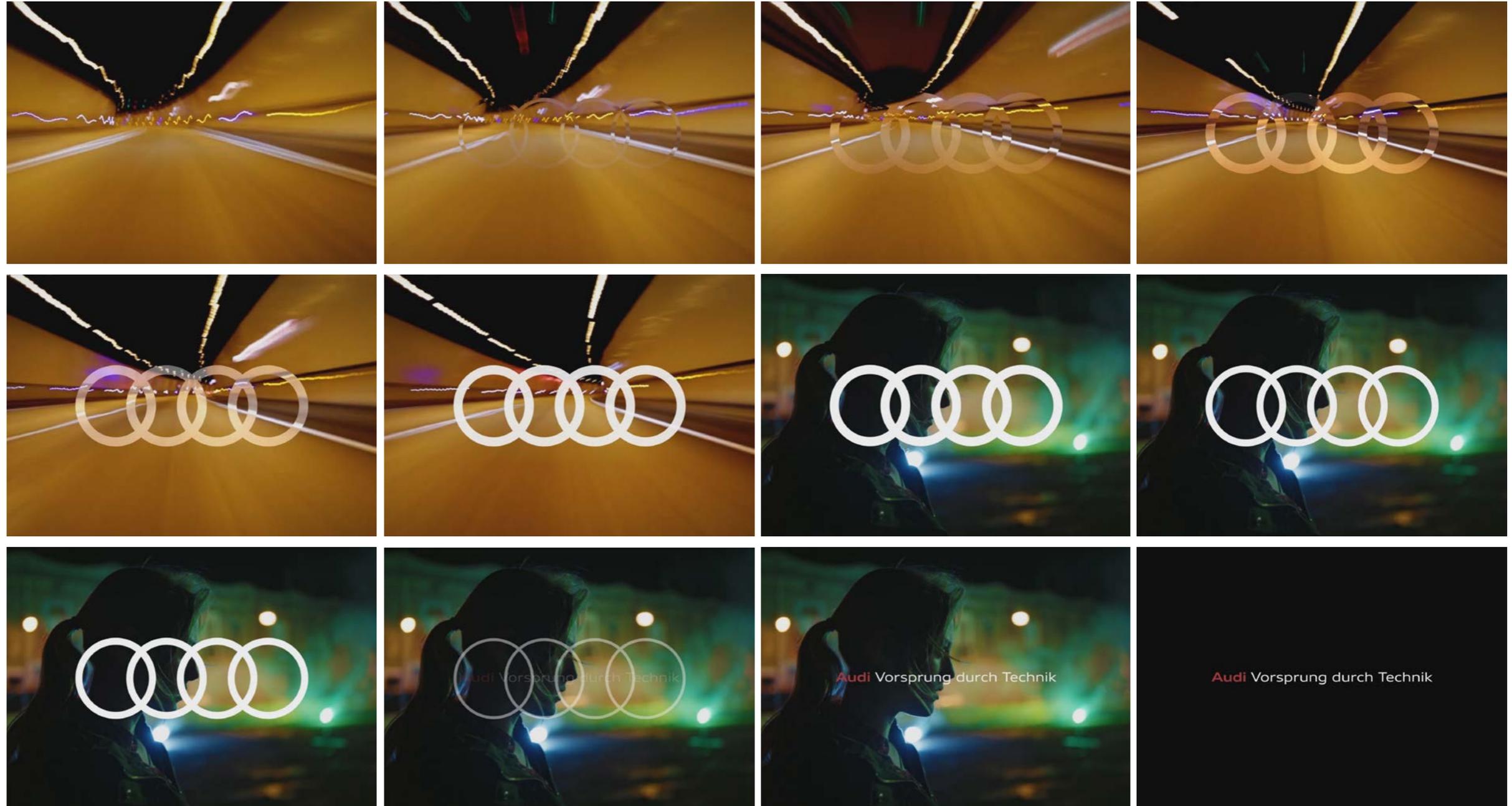


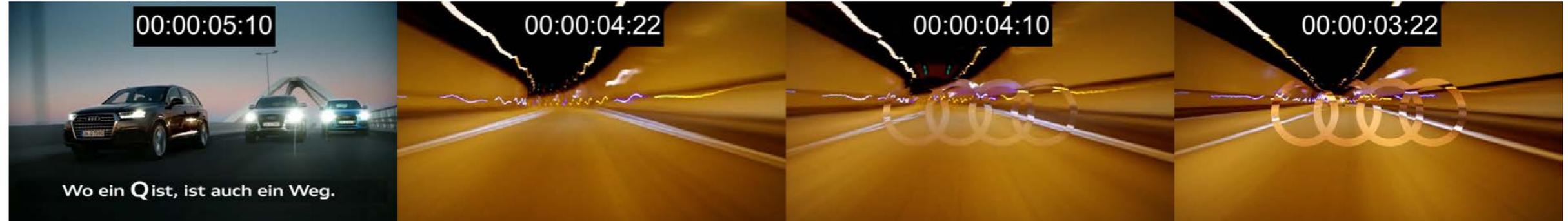
TVC-ending General

The new logo ending and the commercial create an indivisible unity. The Rings emerge out of the visual content of the commercial without altering the atmosphere and colour mode – the brand and the concept are inseparable.

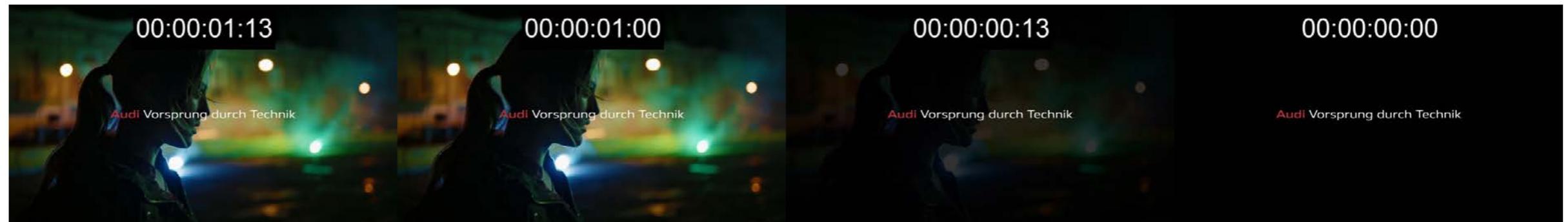
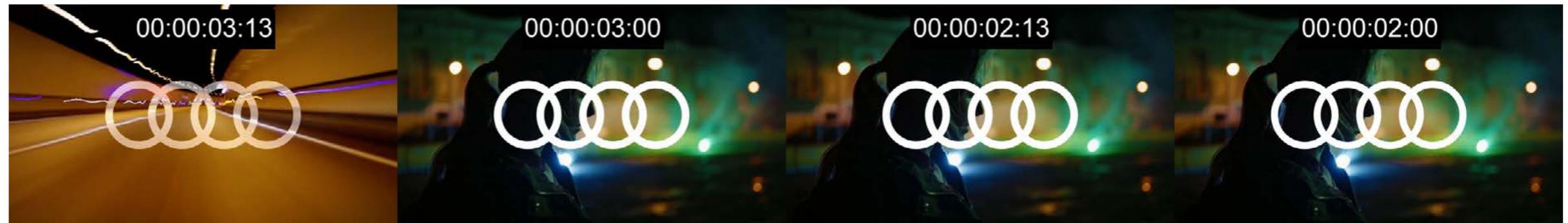


TVC-ending Timing

Care must be taken during production of the commercial to ensure that sufficient 'un-occupied' visual material is available at the end to allow the logo to be generated out of the content.



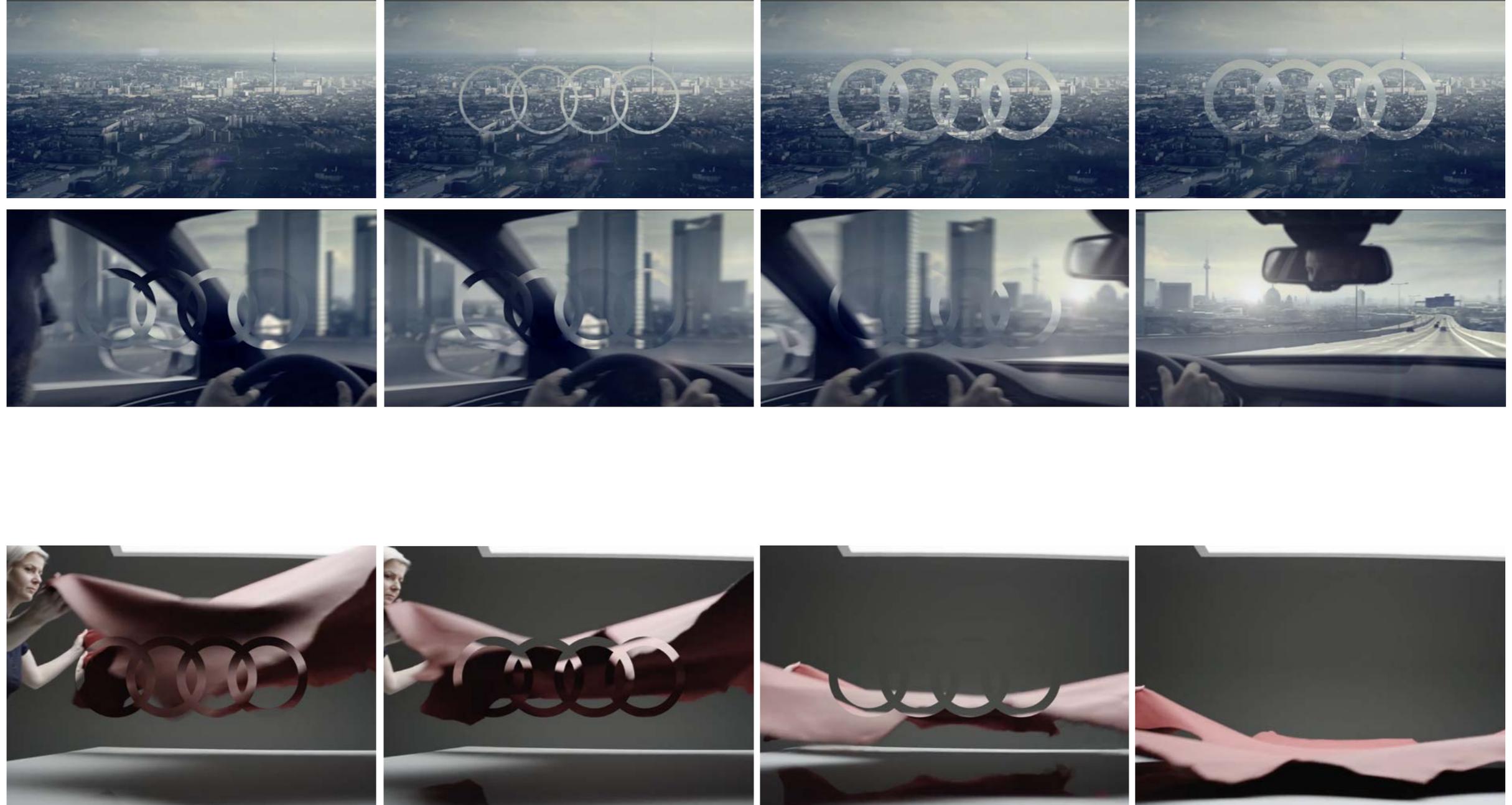
Seen from the end of the commercial, the Rings appear at second 04:22 (timecode). They change to white at second 03:13 until 03:00. They remain in frame for one second and then fade out. The tagline appears at 01:13 and remains in place until the end. The background image is faded out completely for the last second.



TVC-ending Opener

The Rings have become an autonomous element and have now gained their independence from the Audi tagline. That is why they can now appear in the opening sequence of the commercial or at any point between beginning and end (but never at the same time).

In the opening sequence, the Rings evolve from the visual content and, after being visible for only a few seconds, dissolve into the background – a subtle opener with memorable visual impact.



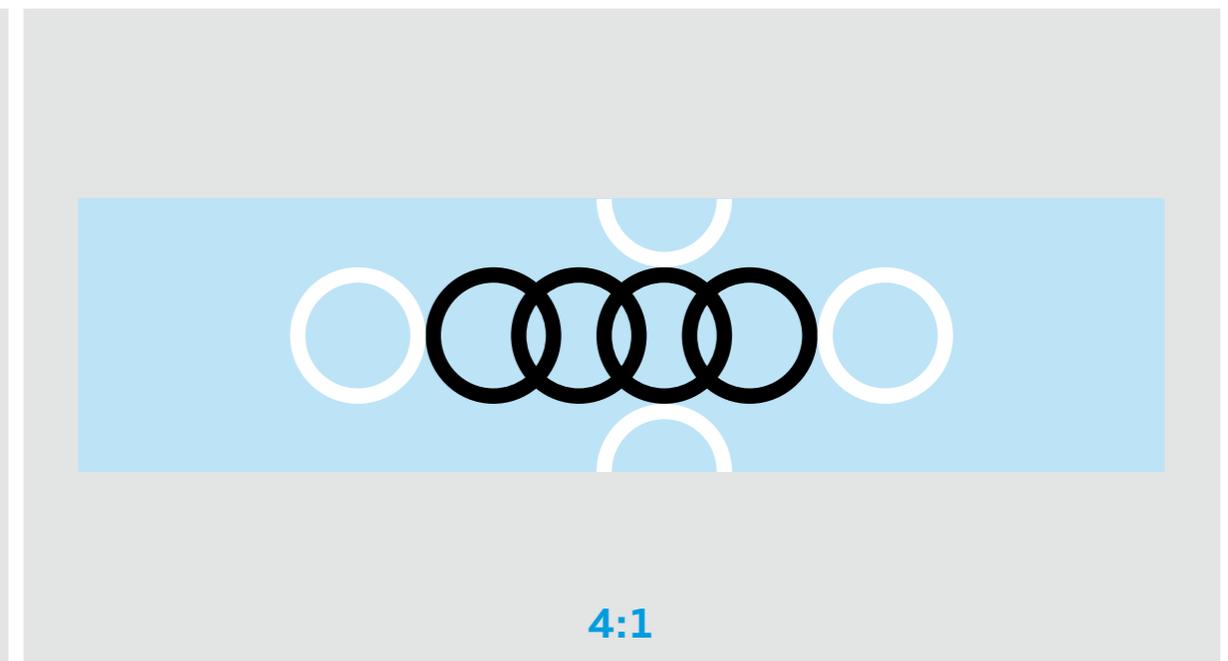
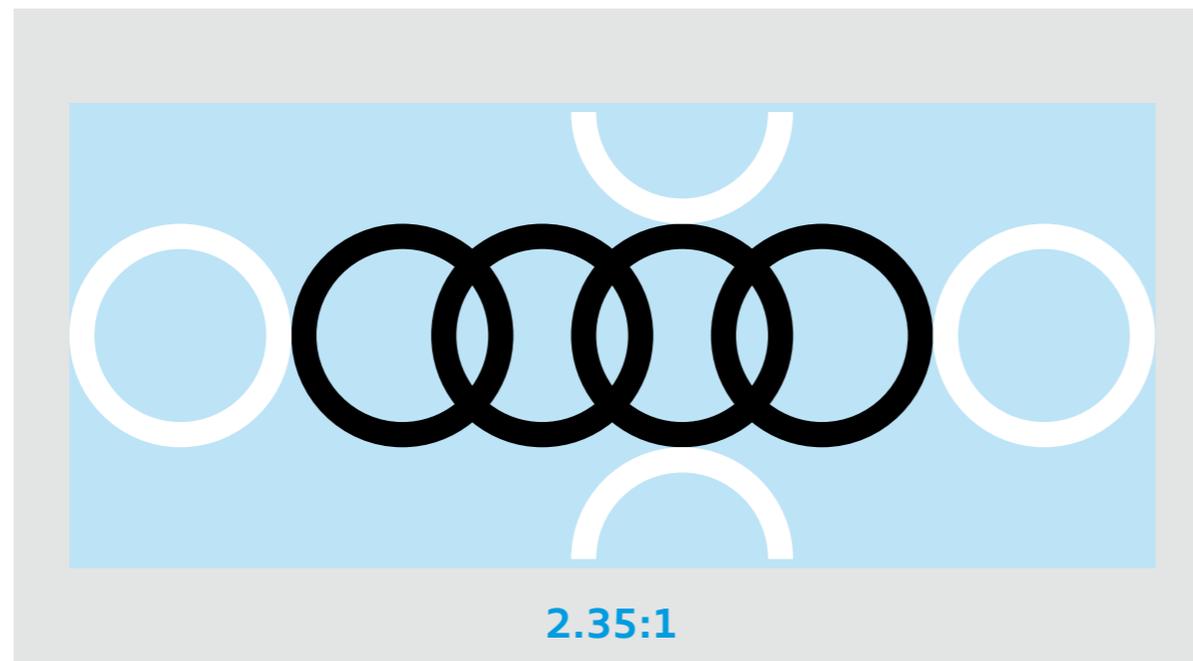
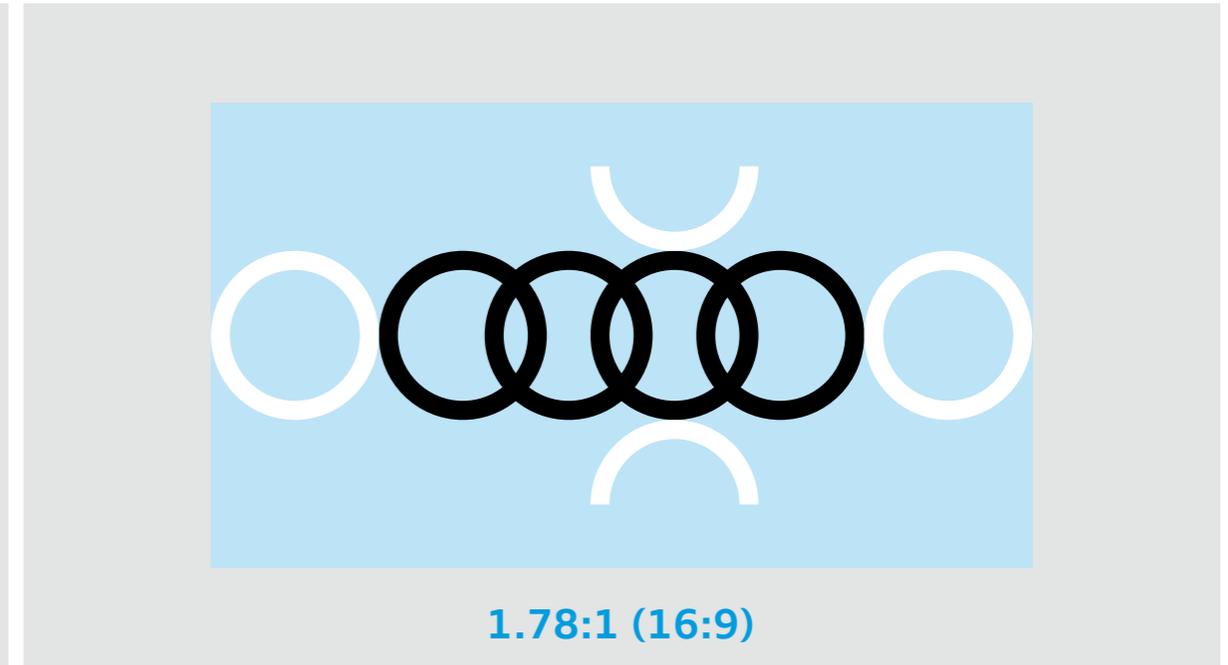
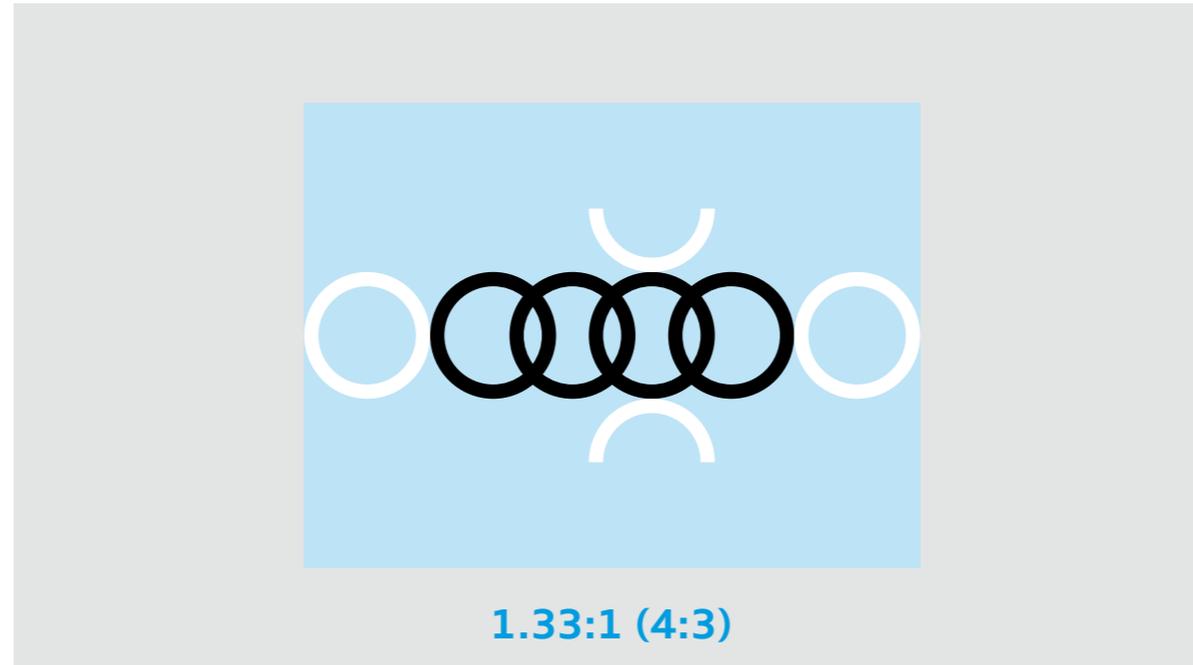
TVC-ending

Placement of the Rings in content

The Rings are centred in the image frame and are no longer inseparably chained to the tagline.

They evolve out of the content and take on the colours black or white.

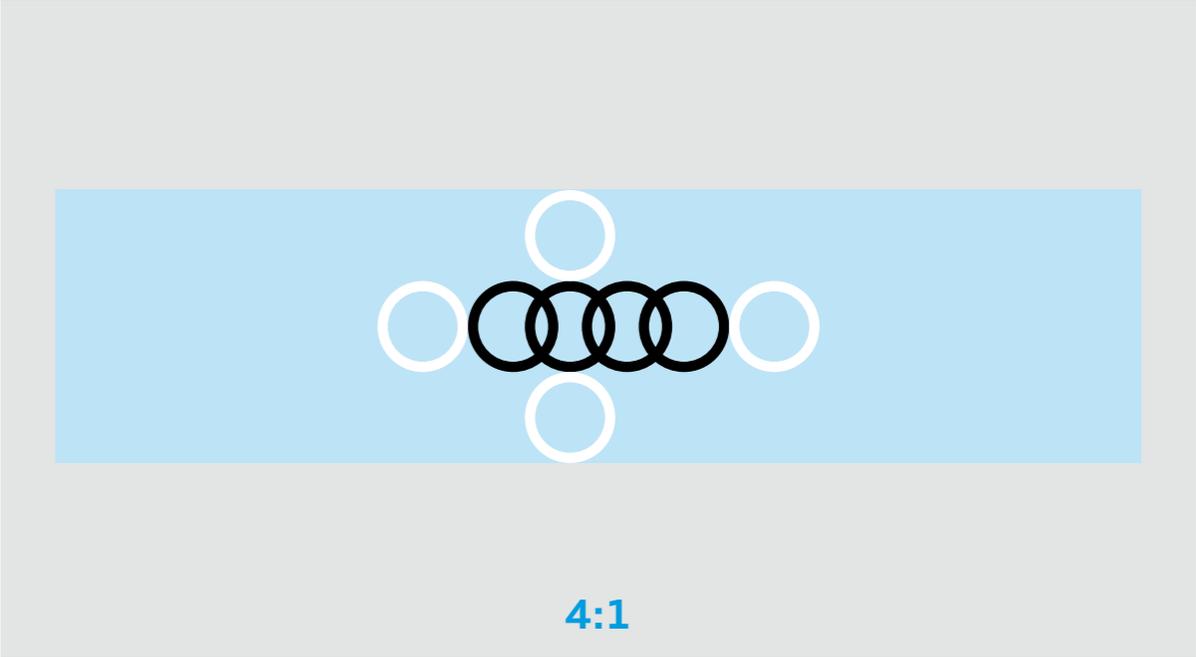
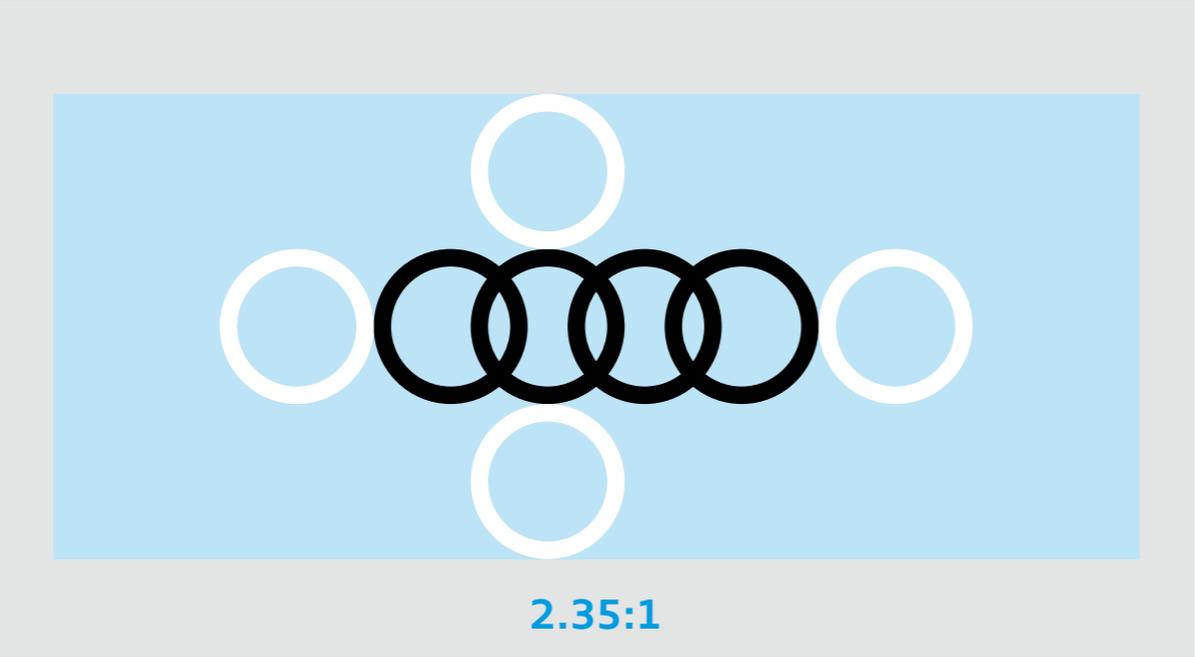
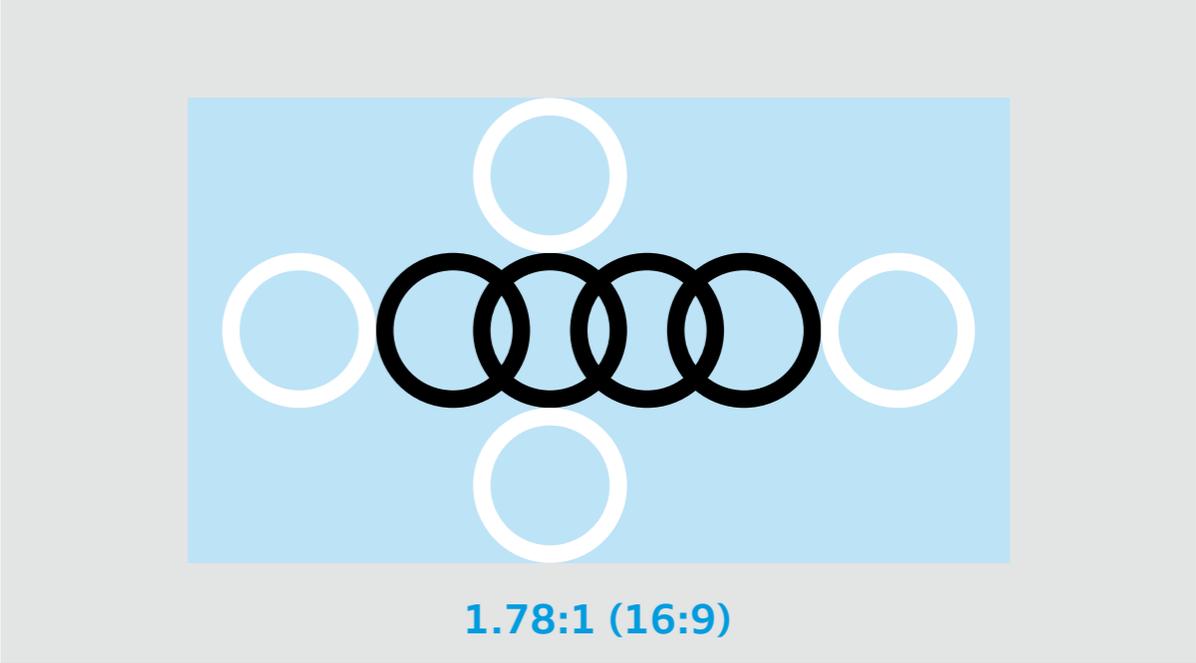
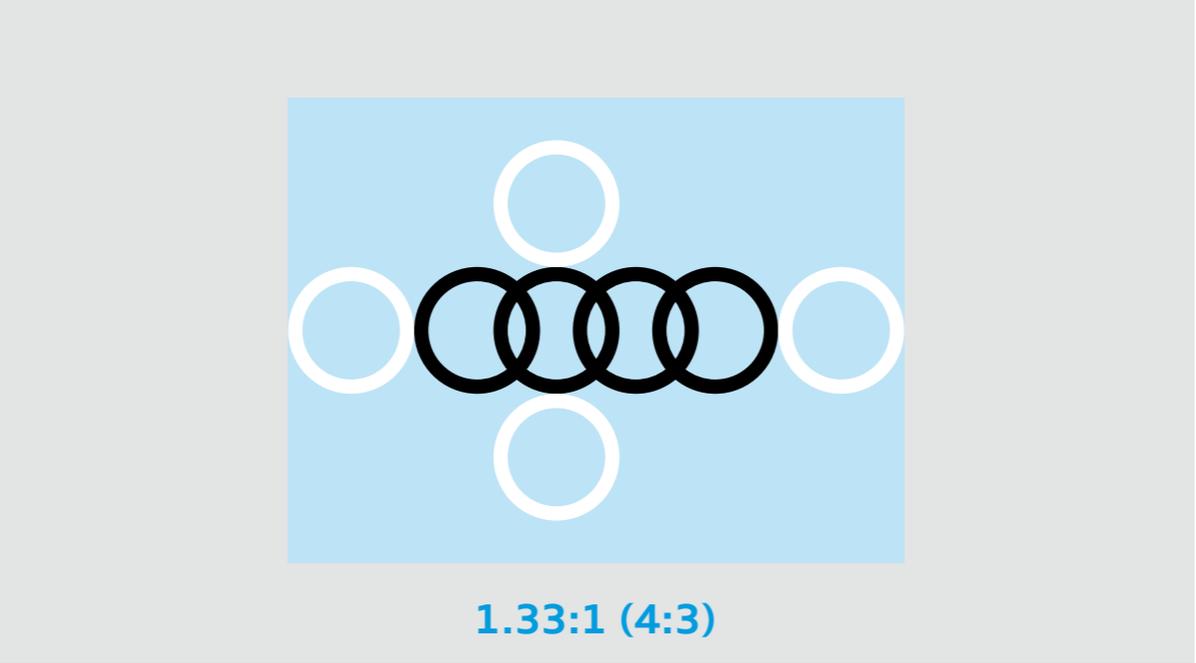
The size of the Rings is determined by the aspect ratio of the image format and must maintain a spacing of at least one half of the width of one Ring to the top or bottom of the format. To the sides of the format a spacing of at least one with of a Ring must be maintained.



TVC-ending

Placement of the Rings in content

If there is more than enough space to the right or left side of the image format, the spacing of the Rings to the top or bottom of the format should not exceed more than one with of a Ring.



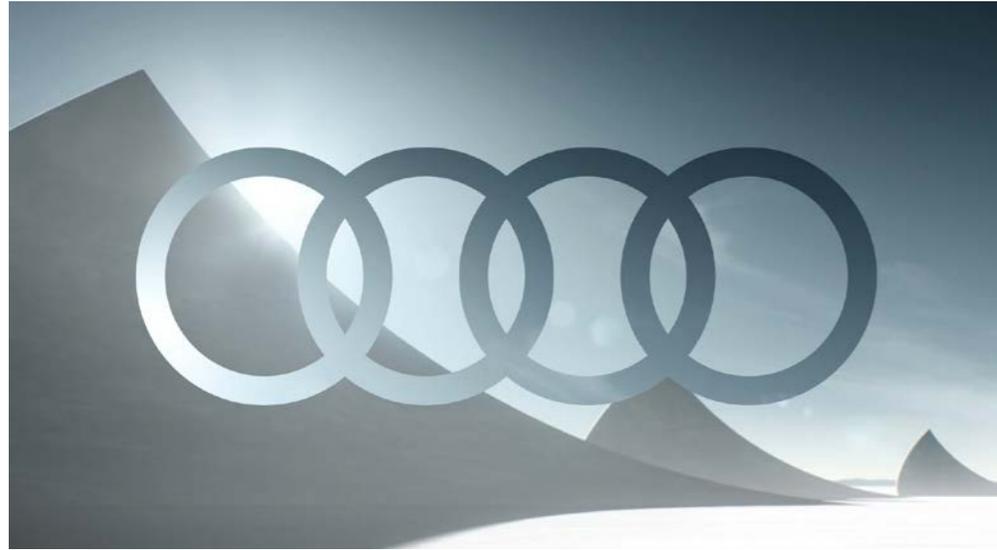
TVC-ending Tagline

The Audi Tagline appears right after the fading out of the Rings. The width of the Tagline is determined by the inner height of the Rings.



TVC-ending

Examples of the use of Rings (masked)



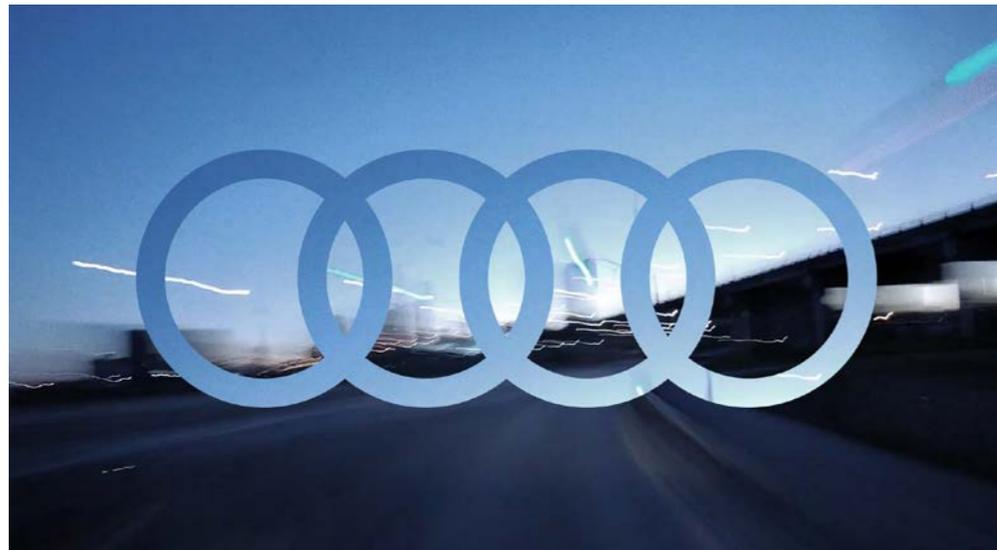
Reduced



With product outside the Rings.



With product outside the Rings.



Urban setting

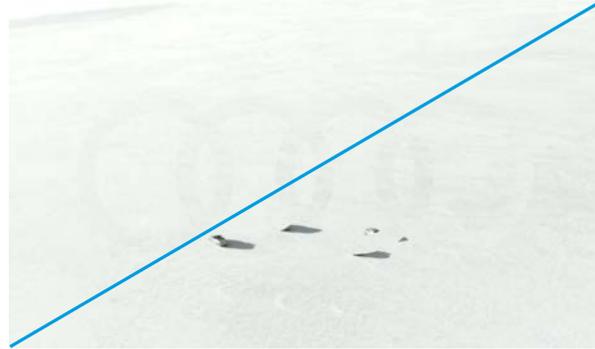


Person in frame. Rings on body.

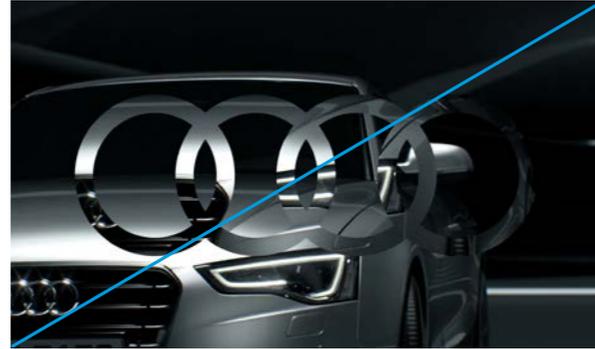


Person in frame. Rings on body.

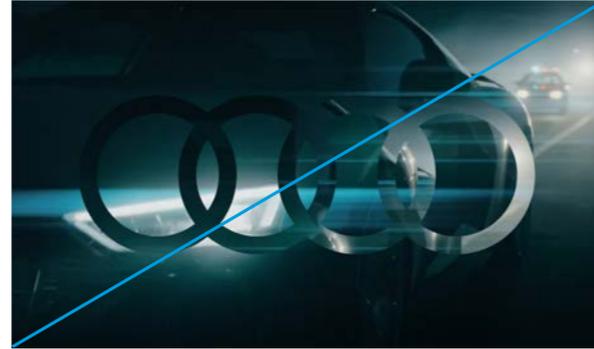
TVC-ending Don'ts



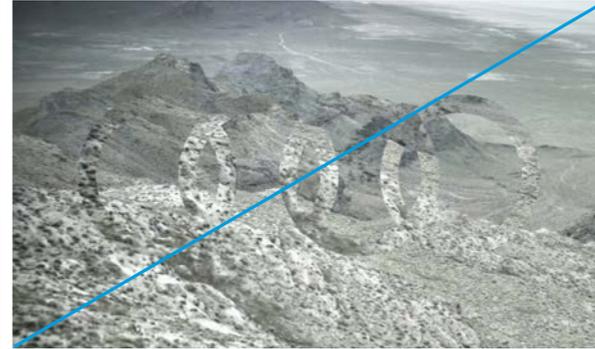
Rings not discernible.



Rings overlay the product.



Content is too dark.



Content lacks coherency.



Rings appear together with
Rings from content.



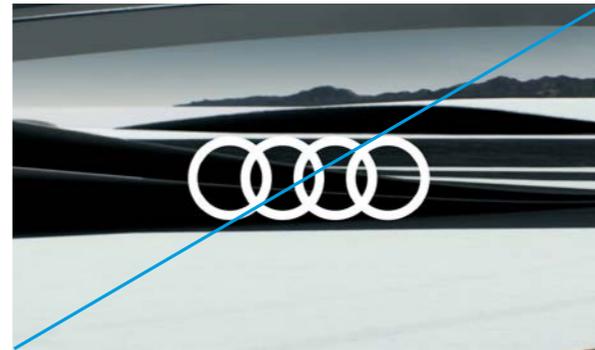
Rings appear together with
Rings from content.



Rings overlay the product.



Rings in red.



Rings too small.

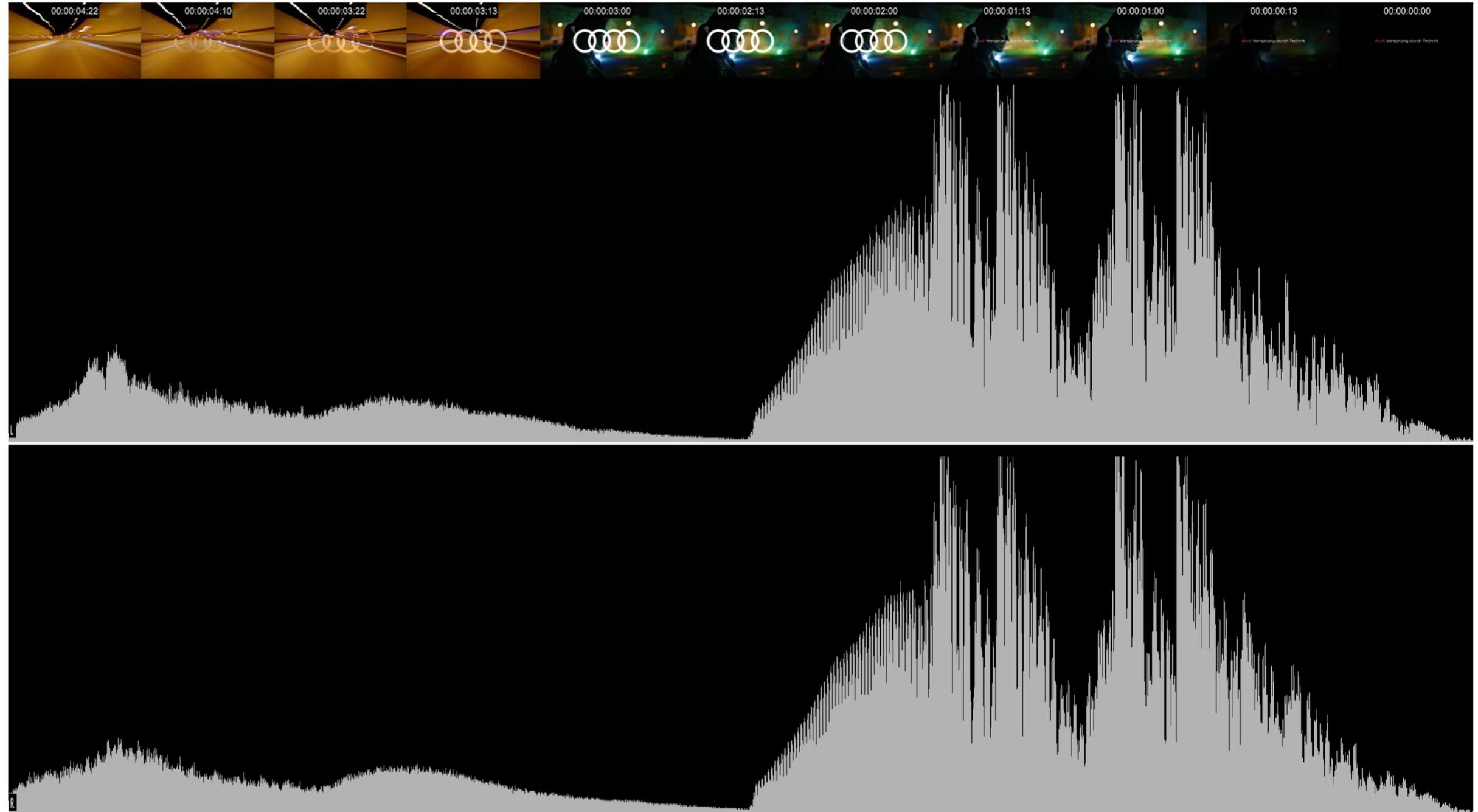


Rings on faces.

TVC-ending Heartbeat

The Audi Heartbeat sound logo is the acoustic trade mark of Audi. The heartbeat is used in direct combination with the logo ending in all audiovisual media.

The heartbeat is the core branding element in purely acoustic media and is a unique acoustic signature that is immediately associated with Audi around the globe. The Audi Heartbeat focuses the brand core 'Vorsprung durch Technik' and transforms progressiveness into an audible experience.



TVC-ending Heartbeat

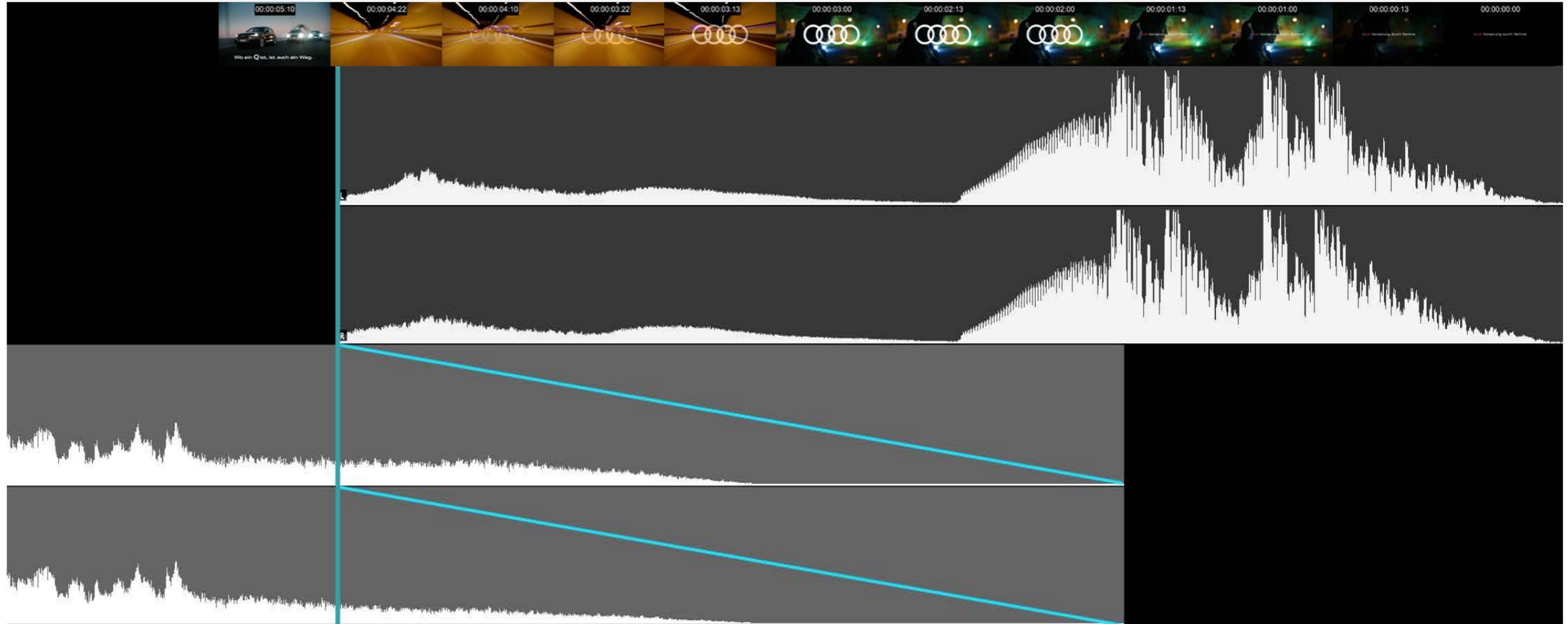
The Audi Heartbeat must be harmonised with the audio volume specifications of the respective medium and its sound level must be matched to any preceding music in the commercial.

The fade from background music to the heartbeat must be seamless and without abrupt changes in volume. A separate version of the Audi Heartbeat is available for applications without any relation to the film ending or for use in purely acoustic media.

The Audi Heartbeat may not be processed or manipulated in any way.

The frequency spectrum may not be clipped.

The playback speed may not be changed.



- Sync point for the Audi Heartbeat: Start audio-file playback from the first frame of the Ring animation
- Audio-file playback ends at the end of the commercial
- The fade-out of any preceding music in the commercial can be initiated after the start of the first Ring animation. This fade must be completed before playback of the heartbeat begins