

VisiSonics[®]

BRAND GUIDELINES

Brand Positioning Statement

Long

VisiSonics is a 3D spatial audio technology company with a complete suite of products that enhances end-users' performance and overall experience.

The company's offer includes 3D audio rendering, capture and analysis, and personalization software as well as acoustic visualization and measurement solutions. VisiSonics' physics-based RealSpace 3D audio technology is licensed by consumer electronics brands, semi-conductor manufacturers, game developers and the military. The acoustic measurement and visualization solutions for NVH (Noise, Vibration and Harshness) and industrial noise detection are used by top auto manufacturers, leading research institutions and the military.

Short

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Primary Logo

VisiSonics®

Secondary Logo



Reversed Out on Blue



Reversed Out on Black

One Color Variations

VisiSonics®

VisiSonics®

VisiSonics®

Used ONLY For Specific Marketing Materials

All blue/black/white logo. For marketing materials that are subject to only using one color dye.

Correct & Incorrect Logo Usage

To preserve the integrity of the brand, the logo must be used correctly and consistently in every application. Altering, distorting or redrawing the logo in any way weakens the power of the image and what it represents.

✔ CORRECT IDENTITY USAGE



Used with light subtle texture



Used with non-busy background



Used with corporate colors

✘ INCORRECT IDENTITY USAGE



Logo with non-corporate colors



Logo with stretched or skewed type or symbol



Logo with busy pattern or textured background



Incorrect variation of the logo for background



Logo with white background on a solid color



Stacking or abbreviating logo

Corporate Colors

Color is a visual element that quickly identifies the brand. The colors in this palette are the only colors that may be used.

PRIMARY PALETTE

PANTONE 306 C
CMYK: 81, 4, 5, 0
RGB: 0, 178, 227
HEX: #00b2e3

PANTONE 433 C
CMYK: 80, 69, 58, 67
RGB: 29, 37, 44
HEX: #1d252c

WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #ffffff

SECONDARY PALETTE

CMYK: 91, 66, 51, 45
RGB: 21, 58, 72
HEX: #153a48

CMYK: 19, 0, 100, 0
RGB: 220, 249, 32
HEX: #dcf920

CMYK: 4, 2, 2, 0
RGB: 242, 242, 242
HEX: #f2f2f2

Primary Typeface

Consistency in typography is crucial to brand recognition and expression. The following typeface should be utilized for all VisiSonics web and design/marketing materials. See page 5 for the Microsoft application font.

FONT FAMILY

Barlow SemiBold

Barlow SemiBold Italic

Barlow Medium

Barlow Medium Italic

Barlow Regular

Barlow Italic

Barlow Light

Barlow Light Italic

FONT ACCESS

<https://fonts.google.com/?query=barlow>

HIERARCHY SAMPLE

RealSpace 3D Audio

Our physics-based audio engine is available as a Plugin for the leading game engines; it has been ported to several DSP architectures, and can be Personalized to the shape of people's heads and ears using our patented technologies.

VISUALIZATION & CAPTURE

Acoustic Visualization

VisiSonics is an industry leader in acoustic visualization for Noise Vibration and Harshness and industrial noise detection. The powerful 5/64 Audio Visual Camera and FINDr Software simplify the capture, measurement and analysis of audio and video in 360 degrees. The VisiSonics Digital Array Microphones (VDAM) allow for arbitrary arrays of digitally chained microphones.

Microsoft Typeface

The following font should ONLY be utilized for Microsoft applications such as PowerPoint and Word. All other applications should use the primary typeface.

FONT FAMILY

Franklin Gothic Book Bold

Franklin Gothic Book Bold Italic

Franklin Gothic Book Regular

Franklin Gothic Book Italic

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FONT ACCESS

Windows Office Fonts