

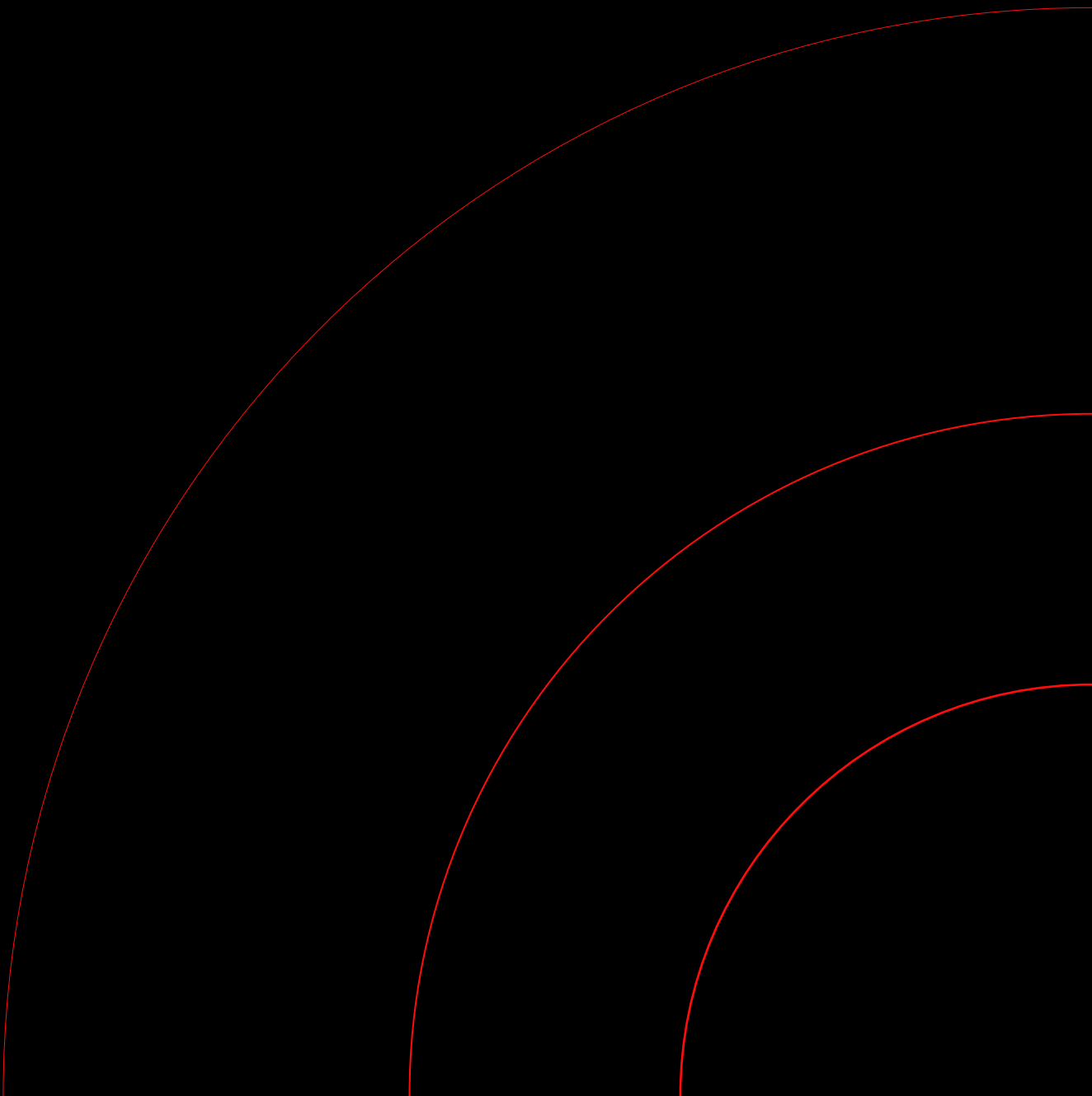


BRAND GUIDELINES

SETTING THE SCENE

The guidelines as written in this document are designed to help you as part of the AED Audio brand to understand what it stands for, what it contains and on what way to interpreter all communications.

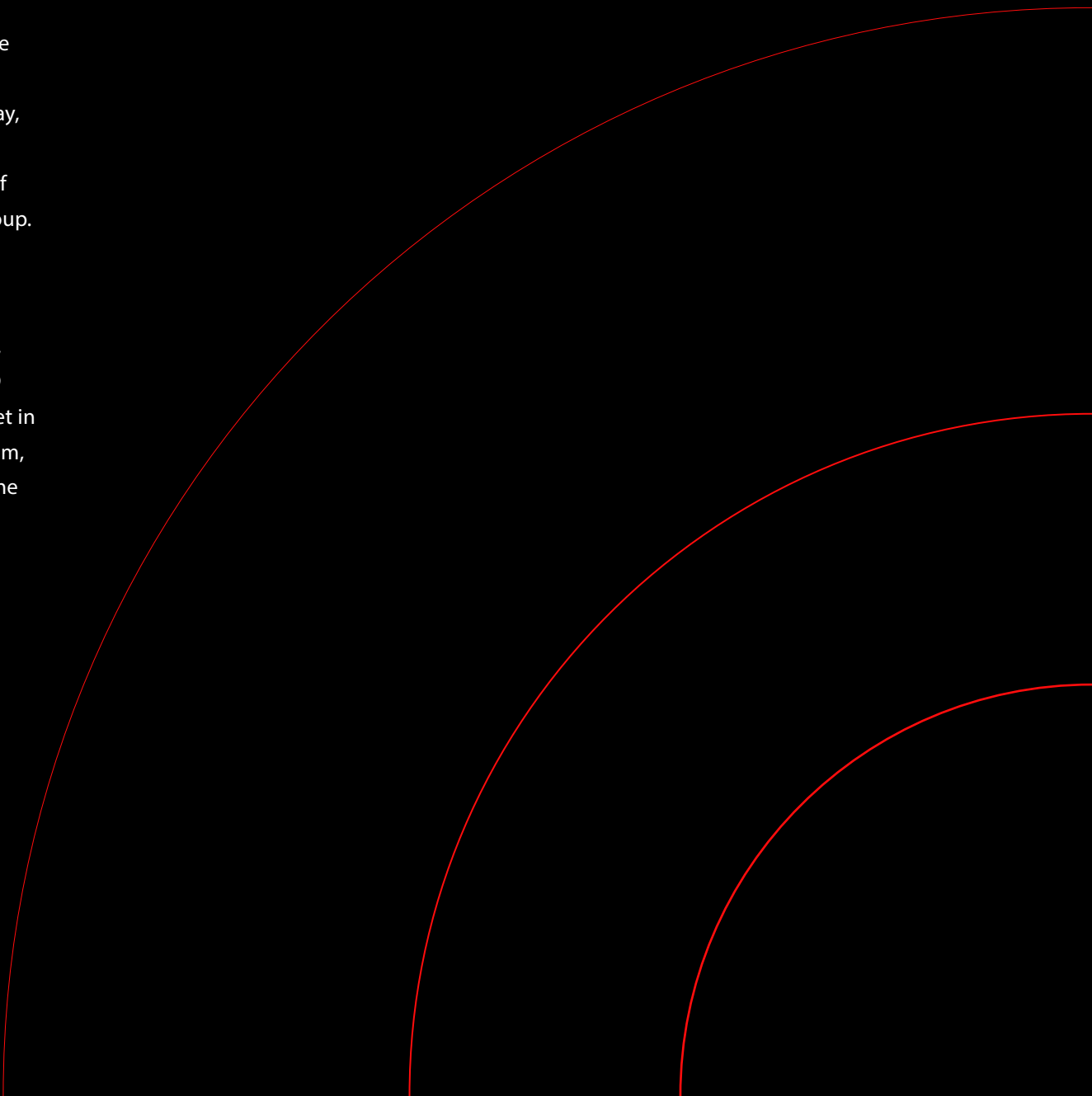
They play an important role in building the brand. Applied consistently and in the correct way, they will create a powerful and distinctive profile for AED Audio. Please take time to read and understand them; it is essential that AED Audio uses a global communication style to ensure that the visual identity is consistent all around the world. This will give credibility to the brand in their different approaches and strengthen the position of AED Audio in the AV market.



HISTORY OF AED AUDIO

AED Audio is a premium European audio brand that was founded and created by the AED group. AED stands for Acoustic and Electronic Development and started in the early 1980s with the development of its own speakers. Initially, components from several brands were used to build the AED speaker range. Today, AED is returning to its legacy with a brand new product range inspired and developed with the experience and knowledge of audio professionals. AED Audio is 100% owned by the AED group.

The AED group was established in Belgium in 1985 as a dry-hire rental company for lighting and sound equipment. Today, the group consists of AED Rent, AED Display, AED Distribution, AED Store, AED Lease, AED Second Hand, AED Repair, and AED Studios. It is one of the major players in the audio-visual market in Europe, employing over 300 colleagues in six countries: Belgium, the Netherlands, Germany, France, the United Kingdom, and the United Arab Emirates.



MISSION STATEMENT

Developing world-class, flexible, high-quality professional speakers.

VALUES

INSPIRED BY PROFESSIONALS

Our customers are professionals. They know about our industry. Thanks to their knowledge we are passionate to translate their challenges and demands into high-quality products with an unequaled added value. We strive to focus on maximal flexibility and operational efficiency for the pro AV community in the development of the AED Audio brand.

CREATED BY EXPERIENCE

We understand the professional audio market. From 1985 until today, AED became a leading company to provide AV professionals with products and services to improve their daily business. Thanks to 40 years of in-house experience, we are in the leading position to create the best user experience for the technologies we develop.

UNMATCHED BY PERFORMANCE

We challenge ourselves continuously to enhance the performance of the products we design and produce. We will never compromise on quality. By only applying the latest premium technologies in our products, we are proud to help to build a sustainable future for the professional audio industry.

VISUAL IDENTITY

Here we introduce the core elements of the visual identity of AED Audio. Use them consistently and in the correct way to create a powerful and distinctive profile for AED Audio. They give a graphic point of view as a guidance for all AED Audio's communication tools.

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LOGO

LOGO

OVERVIEW
CLEARSPACE
SIZE
POSITIONING ON THE GRID
DON'TS
INSIGNIA
COULOUR PALETTE
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GRID
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The AED Audio tagline logo and AED Audio brand logo are the focal point of our visual identity, helping us to stand out and make us unique and distinctive. Part of the logo is not a typeface. It has been specially drawn and must never be recreated or typeset in an alternative font.

LOGO OVERVIEW

To indicate the relation with AED group, AED Audio and AED group share the “A” symbol.

There are two variations available of this logo:

- with tagline
- without tagline.

Their relative sizes and positions are fixed and must not be altered, redrawn or recreated in any way. Never change the size or position of the registered “®” trademark symbol.

The **AED Audio with tagline logo** is the preferable logo. All marketing assets will carry the AED Audio tagline logo, no alternate brands logo are to be used. The tagline logo only ever appears in English, although a translation may be provided in the body copy.

The **AED Audio without tagline logo** should be used where the logo is smaller than 50mm.

Important! Do not use different colours other than black and white.

Important! When using the tagline in body copy, do not use the tagline logo. Instead use the same font as used in the body text.

For example: AED Audio. The legacy.



LOGO CLEARSPACE

The AED Audio logo is always surrounded by a minimum clearspace area which must remain free from other elements (type and graphics). The clearspace prevents other elements reducing the presence of the AED Audio logo.

The clear space area is proportional at all sizes of the logo.

Whenever the logo is used on imagery, use the minimum clearspace as a guide to protect it from distracting elements.

Important! The registered “®” trademark symbol sits inside the clearspace area.



LOGO SIZE

The measurement of the logo is always specified across its full horizontal width. There is no maximum size restriction for the logo. Although it should not be used at sizes smaller than the **minimum size** restrictions shown below.

Where possible, you should keep the sizing of the logo consistent. The size you choose depends on the size and format of the page.

The width of the logo is determined by a proportional **25%** of the width of the used application. This measurement is rounded to the nearest 0,5mm. If the logo scales below the minimum size restriction, it should be used at the minimum size.

eg. for A5 portrait - 148,5mm width

$148,5 \times 25\% = 29,7\text{mm}$. Rounded to nearest 0,5mm = 30mm

Minimum size without tagline



Print: 20mm / 57pt / 0.787"

Digital: 60px*

Minimum size with tagline



Print: 50mm / 142pt / 1.969"

Digital: 100px*

* Assuming pixel density is set to 72ppi.

LOGO POSITIONING

When designing promotional marketing material for AED Audio, it is important to let the brand stand out.

Lock the logo to the bottom-right (margin) corner of the application. This is called the primary position.

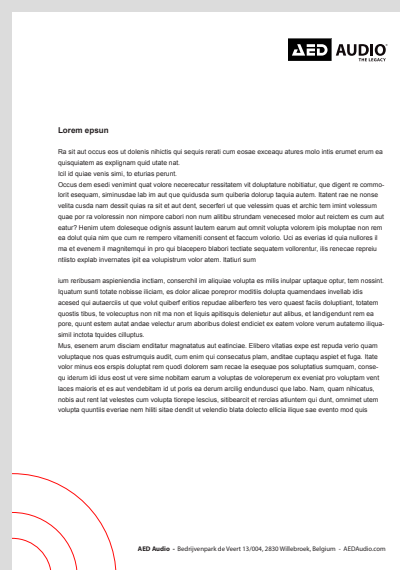
The primary positioning may not always be practical (eg website, ...). The logo can therefore also be locked to the top-left (margin) corner.

When designing letterheads, quotations, delivery slips, ... lock the logo to the top-right margin corner of the application. This is called the stationary position.

Primary position



Stationary position



Alternative position



LOGO DON'TS

The AED Audio logo, is the focal point of our visual identity. It is not a typeface. It has been specially drawn and must never be recreated or typeset in an alternative font.

Below are some examples of the don'ts for the logo.



Don't change the colour



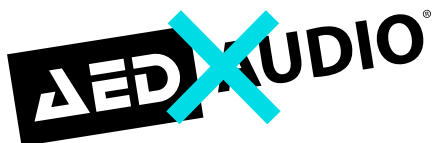
Don't resize any of the components



Don't distort



Don't alter the trademark symbol



Don't rotate



Don't use a shadow nor outer glow



Don't use a border



Don't use another typeface



Don't use the wordmark without the tile and/or "Audio"

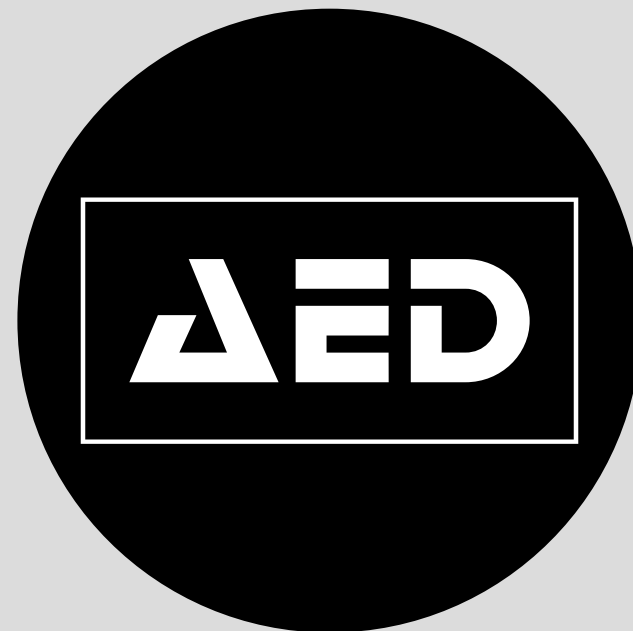


Don't alter the tagline

LOGO INSIGNIA

The round insignia comprises a black circle and short version of the AED Audio logo. It may only be used on products.

There is only one version of this insignia. Its relative sizes and positions are fixed and must not be altered.



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LOGO

COLOUR PALETTE

PRIMARY COLOURS

GREY COLOURS

DON'TS

TYPOGRAPHY

GRID

GRAPHIC SHAPES

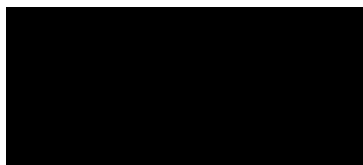
APPLICATIONS

COLOUR PALETTE

The AED Audio brand has its own distinctive palette of colours. Alongside with the primary palette of black, white and red, six grey colours are used to identify the AED Audio brand to its audiences.

COLOUR PALETTE

PRIMARY COLOURS

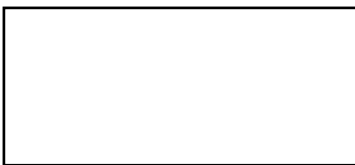


Black

HEX #000000
 RGB 0, 0, 0
 CMYK 20, 20, 20, 100
 RAL TBA
 PMS Pantone Black 7 C

Black, white and red are core to the AED Audio brand and should be on all AED Audio branded applications. The brand colours are inspired by the colour palette of AED group.

There will be a larger percentage of black when creating large prints. A black background will, in most cases, be better suited for optimum legibility and readability of large prints.



White

HEX #FFFFFF
 RGB 255, 255, 255
 CMYK 0, 0, 0, 0

Red should be used as a foil to the black. Do not exceed the amount of 10% of red in an application. Never use this colour as a background colour. Only use it for information objects and highlighting small objects (eg. buttons, icons...).

When creating letters, a white background is best suited for optimum legibility and readability of small text and fine detail. It is also used as text colour on black backgrounds and to style graphic elements (eg. lines...)



Red

HEX #FF0D0D
 RGB 255, 13, 13
 CMYK 0, 95, 95, 0
 RAL TBA
 PMS 185 C

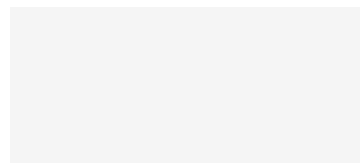
Important! All pixel-based art is submitted in RGB or HEX colour mode and is used for screen use. All line art is submitted in CMYK colour mode and is used for print use. PMS colours specs are provided for t-shirt artwork etc.

When matching our colours outside or the modes listed here, use the colour's Pantone number as a target. Ask your vendor for assistance when necessary and always request a proof before going into production.

COLOUR PALETTE

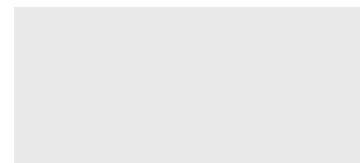
GREY COLOURS

The use of the grey colours should not be overdone. They are used to style information graphics (eg. charts, tables...). And are used as the second colour together with black in background gradients.



4% black

HEX #D2D2D2
 RGB 210, 210, 210
 CMYK 0, 0, 0, 4



10% black

HEX #BEBEBE
 RGB 190, 190, 190
 CMYK 0, 0, 0, 10



30% black

HEX #A0A0A0
 RGB 160, 160, 160
 CMYK 0, 0, 0, 30



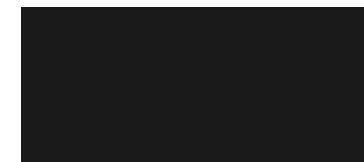
50% black

HEX #828282
 RGB 130, 130, 130
 CMYK 0, 0, 0, 50



70% black

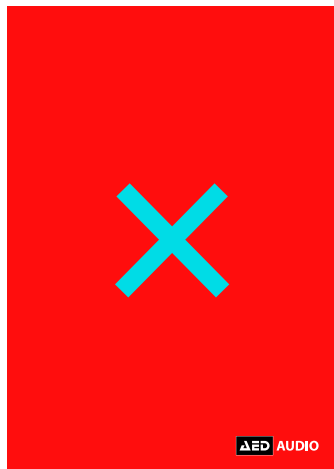
HEX #646464
 RGB 100, 100, 100
 CMYK 0, 0, 0, 70



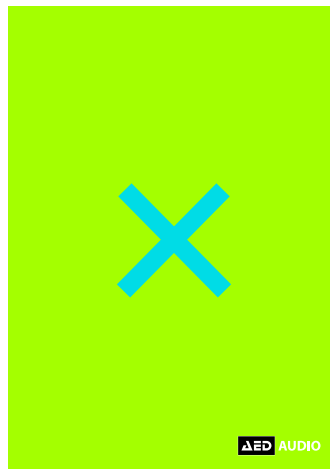
90% black

HEX #464646
 RGB 70, 70, 70
 CMYK 0, 0, 0, 90

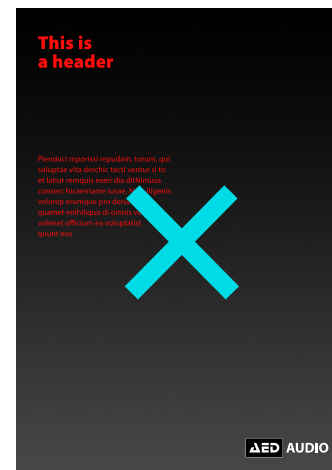
COLOUR PALETTE DON'TS



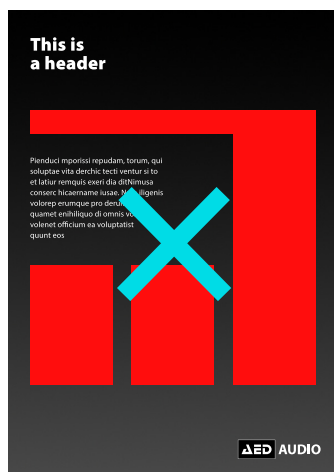
Don't use any other colour besides black, white or black/grey gradient as background colour.



Don't use any other colour outside the AED colour palette



Don't use other colour besides black or white for text



Don't exceed more than 10% of red in an application

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PRIMARY TYPEFACE
SUBSTITUTE TYPEFACE

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TYPOGRAPHY

An important part of building a strong and distinctive visual identity is the consistent and correct use of the typefaces.

AED Audio uses Myriad Pro as its primary typeface, it is legible, strong and flexible and Arial as its alternate typeface.

TYPOGRAPHY

PRIMARY TYPEFACE

Myriad Pro is the main typeface for AED Audio. For titles, headlines and display the black, bold and semibold weights are used. For the body text the regular and light weights are used.

Use the black and bold variant at sizes 50pt and larger, and semibold at sizes 16pt and larger.

For bodytext only the leading is equal to 1,6 times the font size. The tracking should not go below -10 and exceed 50.

Important! When using white body text on dark background, use a tracking minimum of 25 to improve readability.

Important! Don't exaggerate the use of italic styles. It should only be used to highlight text.

Myriad Pro Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.!?,;:@#&**

Myriad Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.!?,;:@#&**

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.!?,;:@#&

Myriad Pro Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.!?,;:@#&**

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.!?,;:@#&

Myriad Pro Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.!?,;:@#&***

Myriad Pro Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.!?,;:@#&***

Myriad Pro Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.!?,;:@#&*

Myriad Pro Semibold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.!?,;:@#&***

Myriad Pro Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.!?,;:@#&*

TYPOGRAPHY

SUBSTITUTE TYPEFACE

Arial is the font reserved for instances when Myriad Pro is unavailable. (Microsoft PowerPoint, Microsoft Word, ...)

Arial Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
. ! ? , ; : @ # &

Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
. ! ? , ; : @ # &

Arial Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
. ! ? , ; : @ # &

Arial Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
. ! ? , ; : @ # &

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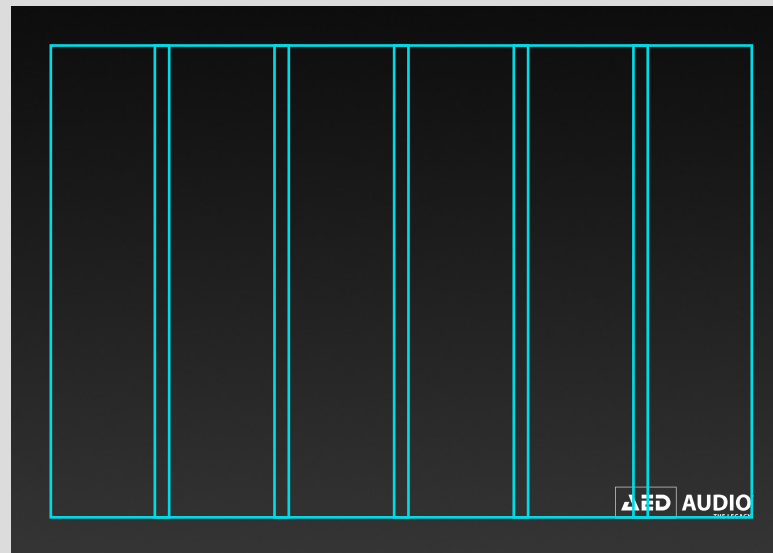
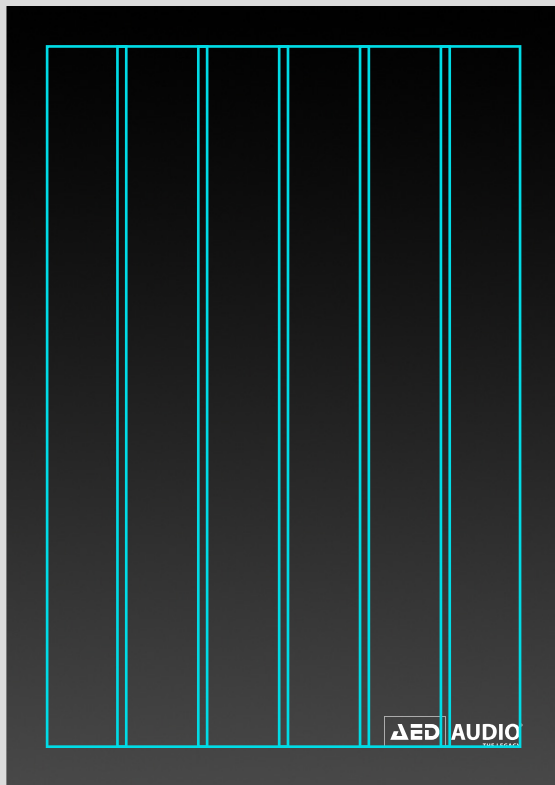
GRID

All AED Audio communications use a grid to ensure content is clearly presented and well-structured on the application.

GRID BASICS

Printed applications use a six column grid. The margins and cutter vary depending on the application's format. If the format is not an "A" size you should work to the next nearest size.

Important! When designing a booklet, the inside margin must be twice the outside margin to ensure no content get buried too deep into the spine and be hard to read.



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GRAPHIC SHAPES

The red circles symbolizes the conical soundwaves and are inspired by the form of the insignia.

GRAPHIC SHAPES OVERVIEW

The three circles are specially drawn and should never be altered. They only appear on a black or white background and remain red.

They represent conical soundwaves.



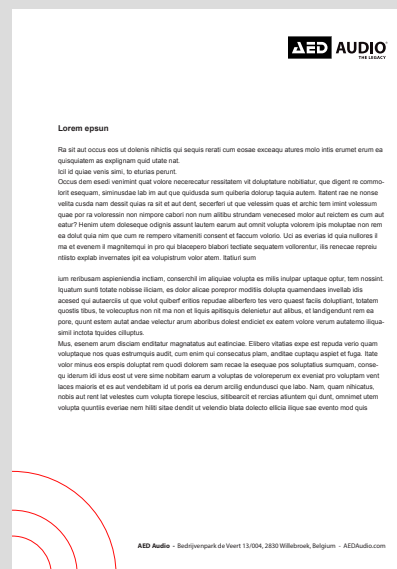
GRAPHICAL SHAPES POSITIONING

When designing promotional marketing material for AED Audio, it is important to let the brand stand out.

Lock the three circles to one of the bottom-corners the application. This is called the primary position.

The three circles represent conical soundwaves therefor when using a speaker picture the circles should be placed behind the speaker.

Primary position



Product position



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APPLICATIONS

APPAREL
STATIONARY
ADVERTISEMENTS

APPLICATIONS

The following examples can use as a guideline in how to use our visual guidelines...

APPLICATIONS

APPAREL



APPLICATIONS STATIONARY



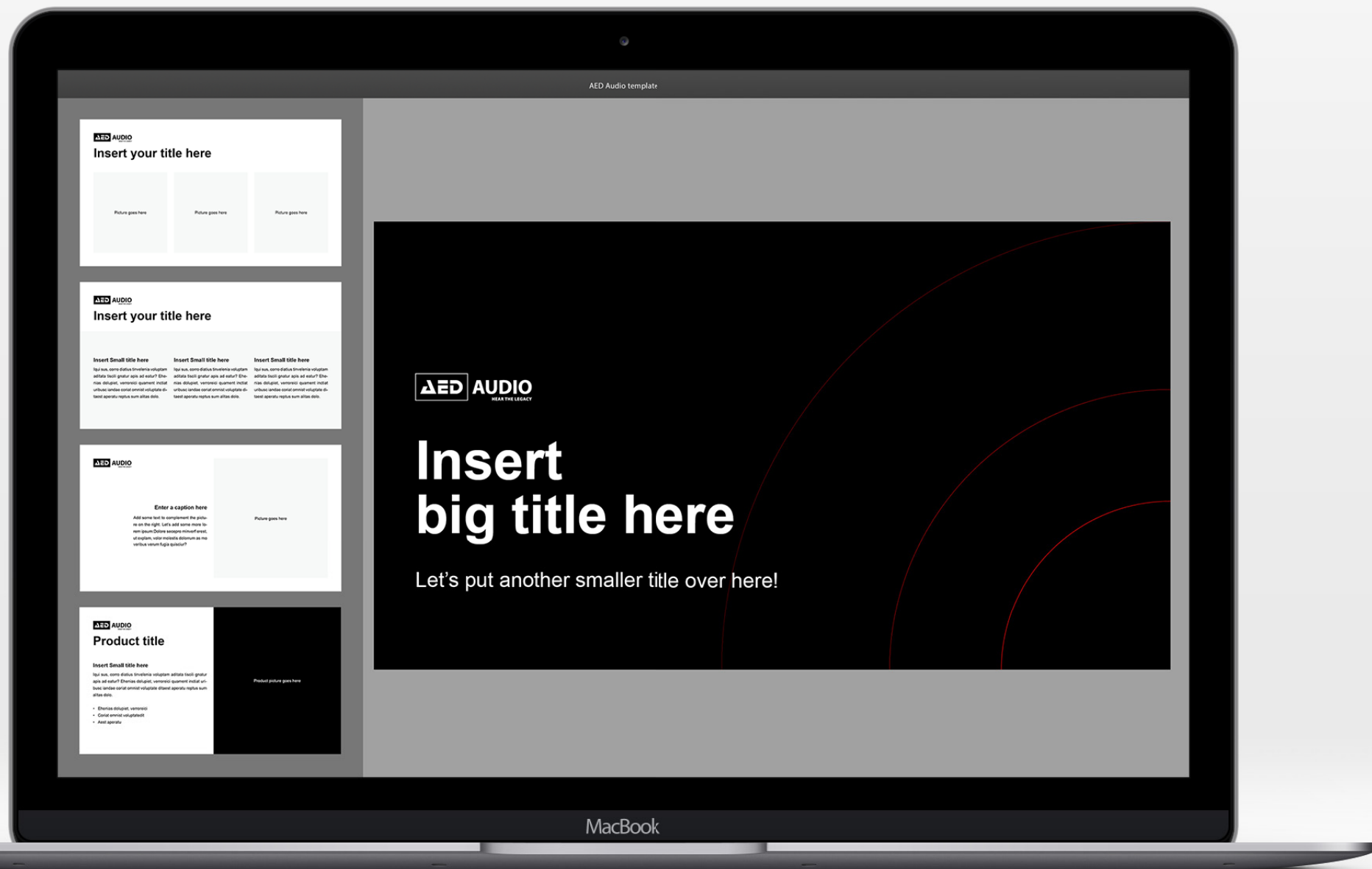
APPLICATIONS

ROLL-UP



APPLICATIONS

POWERPOINT



CONTACT

Do you have questions about our brand? Then please don't hesitate, it's not like we're going to bite! Give us a message at **branding@aedgroup.com**.

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