

# GRAPHIC RULES

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# THE VALUE OF A STRONG GRAPHIC PROFILE.

This manual has two aims: to help you in your work with communication concerning the **EmbracingSound®** product logotypes and to provide a few basic rules to ensure that the world around us gets a uniform perception of the trademark, both on the products using the technology and in printed matters supporting the products.

It takes a long time to build a brand. A strong brand represents a significant value, a value that must be protected and nurtured. A brand that is not properly cared for quickly loses its content. This is why it is so important that all communication concerning the EmbracingSound® product logotypes is designed consistently with these rules.

The quality that EmbracingSound® provides to your products should be clearly visible also in the way that our trademarks are handled. These rules will keep the graphic profile of the EmbracingSound® product logotypes and trademarks consistent.

**NOTE:**

On our website [www.embracingsound.com](http://www.embracingsound.com) you will find these **Graphic Rules** under **Downloads** as a “clickable” pdf-file, with links to logotypes, downloads etc.

## CORPORATE LOGOTYPE: BACKGROUND & VERSIONS

The core of a graphic profile is always the logotype. **Our logotype materializes the philosophy behind our sound: ingenious, pure and uncomplicated.**

As a source of inspiration we have used the world of ideograms, symbolizing ideas, where simplicity and clarity are essential. The colors have been chosen to represent balance and sound judgement.

**Our corporate logotype** is made up of the name EmbracingSound® enclosed with a symbol visualizing the three-dimensionality of the EmbracingSound® technology.

This logotype is only to be used by the “company”, i.e. where the company is “sender”, as in our stationery, website, etc. EmbracingSound AB must always give written concense prior of use of the corporate logotype.

## CORPORATE LOGOTYPE; VERSIONS

### FULL COLOR LOGOTYPE



### BLACK & WHITE/ONE COLOR LOGOTYPE



## PRODUCT BRAND LOGOTYPE: BACKGROUND & VERSIONS

Our product brand/trademark is EmbracingSound®. **Our product brand logotype** is made up of our product brand/“trade-mark” EmbracingSound® enclosed with the symbol from the corporate logotype, accompanied with the appropriate version of the technology.

The product brand logo shall be on the products as outlined and agreed on in the license agreement for all products where the EmbracingSound® technology is used. What version of the logo that is allowed on the specific product is determined by what technology is used.

The proportions between the symbol and word image must never be modified, neither in size nor position.

EmbracingSound® product brand logo is available in four versions:

**EmbracingSound®** for products having the basic technology onboard.

**EmbracingSound® Theatre:** for products having the EmbracingSound® Theatre technology onboard.

**EmbracingSound® Theatre-HD:** for products having the EmbracingSound® Theatre-HD technology onboard.

**CERTIFIED:** for OEM parts that are certified for use with EmbracingSound® in general. What specific technology this certified part is compatible with is outlined in the part description.

## PRODUCT BRAND LOGOTYPES, VERSIONS



## PRODUCT BRAND LOGOTYPE: PROPORTION, FREE ZONE & MINIMUM SIZE

The illustration shows the proportions and centering principle. Free zone around the logo and the minimum distances to edge/ trimline is shown here as well.

It should be obvious by the usage of the logo that EmbracingSound® is a **third party supplier**. The logo shall never be used in any way to be confused or mixed with the brand of the product.

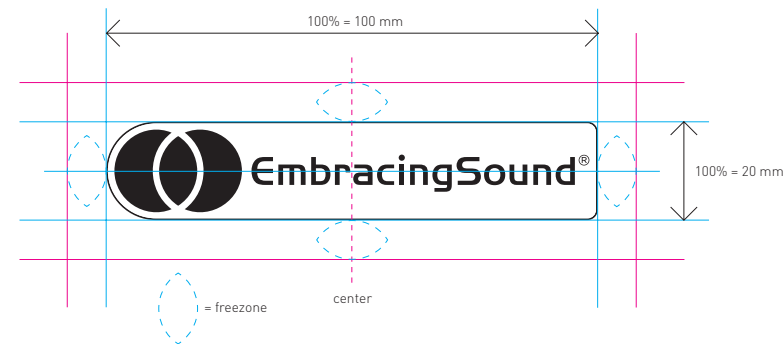
Our product brand logo should be of a **comparable size to other third party technologies** mentioned in the same text, advert, web page or similar, or on the same product.

The size shall in general not exceed 1/2 of the licensee's trademark if no other Third party technologies exists, see above.

It is important not to use a smaller logo than the minimum format recommended here, in order to ensure it is clearly legible and our profile remains strong and distinct.

### FREE ZONE

Minimum area around the logo where there must be no text, no pictures or graphical elements. Use the surface in the center of the symbol as measurement for free zone, according to the illustration shown here.



### MINIMUM SIZE

The height of the symbol 5 mm  
(in good printing conditions)



### BASIC DIGITAL FORMATS

100% digital format = 100 mm total width.

## PRODUCT BRAND LOGOTYPE: LOGO DOWNLOAD

The logo may only be reproduced in the colors shown on page 7.

Symbol & text and Frame/line: 100% in black or in any of the colors allowed for the one color logo version.

Background: in essential contrast to the color used.

**Downloads of logotypes:** Be sure to be connected to the web, click on the linked file name of the required file to start the download from our server. The names of the digital document files are given to facilitate management/ordering.

[EmbrSound\\_PBlogo\\_ES.eps](#)



[EmbrSound\\_PBlogo\\_TH.eps](#)



[EmbrSound\\_PBlogo\\_THHD.eps](#)



[EmbrSound\\_PBlogo\\_Cert.eps](#)



## PRODUCT BRAND LOGOTYPES

## PRODUCT BRAND LOGOTYPE: COLORS

Our allowed colors for reproduction of product logo in one single color are **black, gold, bronze, silver and white.**

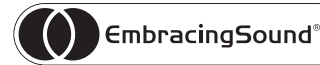
It can be screened directly, or be reproduced as a label and be glued on to the product. This version of logo on product can also be reproduced in materials that naturally shows the allowed colors.

Use the best alternative depending on background color and technical possibilities. Please avoid backgrounds with strong pattern.

The samples are indexed in Pantone (PMS) color system. If another color system is used, please use these color codes as guidance.

### NOTE!

A Pantone (PMS) color-sample should always be used as proof for reproduction, to secure best result.



BLACK  
PMS Black



GOLD  
PMS 871



BRONZE  
PMS 876



SILVER  
PMS 877



WHITE  
PMS White

## PRODUCT BRAND LOGOTYPE: IN BODY COPY

**Spelling of technology names** in text that describes our product brands, such as in the licensee's own brochure or similar text, shall treat the names and trademarks as shown in the text here.

**Spelling of company name** in text that mention our company is shown in the text here. Please note the legal entity description, AB, after EmbracingSound that is to be used to distinguish the company from its technology.

When desired, the **text with circle symbol** version may be used. For example in any heading and/or body copy where the trademark is to be accentuated this is valid for both company and trademark names.

### **Download of symbol fontface:**

Be sure to be connected to the web, click on the linked file name of the required file to start the download from our server.

[EmbracingSound\\_sym\\_font.otf](#)

## SPELLING OF TECHNOLOGY NAMES

**EmbracingSound®** is always spelt both in upper and lower case letters without separating space between the words in all body copy. The proper abbreviation for the technology is **ES** in upper case letters.

**EmbracingSound® Theatre** is always spelled in british english with the first T in upper case letter. The proper abbreviation for the technology is **ESTH** in upper case letters.

**EmbracingSound® Theatre-HD** is always spelled with HD in uppercase letters. The proper abbreviation for the technology is **ESTHHD** in upper case letters.




## SPELLING OF COMPANY NAME

EmbracingSound AB is always spelt in upper and lower case letters in mixed case body copy.

EMBRACINGSOUND AB IS ALWAYS SPELT IN UPPER CASE LETTERS  
IN UPPER CASE BODY COPY.

## TEXT WITH CIRCLE SYMBOL

In order to simplify the use of the symbol together with the general technology name EmbracingSound®. There is a fontface available for download. Note that the symbol may never be used alone without the product or company name accompanying it in the way specified here. Size of the symbol: height of capital letters in text.

Lorem  EmbracingSound® ipsum dolor sit amet, consectetur adipiscing elit, sed ut ut aliquip ex ea commodo consequat  EmbracingSound® Theatre iusto odio dignissim. Ipsum dolor sit amet,  EmbracingSound® Theatre-HD consectetur adipiscing elit, sed ut ut aliquip ex ea commodo consequat.



## TRADEMARK & LEGAL TEXT

Here follows a guide line of the usage of trademark markings for various parts of the world.

In **Publications for use in EU, US and other countrys** the ® symbol is to be used on the first appearance of the trademark in any text.

In **Publications for use only outside EU and US**, please contact EmbracingSound AB for the appropriate information.

A **Trademark Notice** has to be included when using the EmbracingSound trademark in a publication.

If it is not practicable to include a trademark notice and it is not required by any contract with EmbracingSound AB a general **Trademark Statement** is accepted.

Unless otherwise dictated by any contract with EmbracingSound AB, licensed products shall have **legal text for products** clearly readable on the back plate of the product.

### TRADEMARK NOTICE

"EmbracingSound® is a registered trademark of EmbracingSound AB in the U.S. and other countries."

### TRADEMARK STATEMENT

"All trademarks are the property of their respective owners." or a similar wording.

### LEGALTEXT FOR PRODUCTS

In legal text on products, use the symbol together with the actual typeface.

Size of the symbol: height of capital letters in text.

🔊 EmbracingSound® is a registered trademark of EmbracingSound AB. Patented/Pat. Pending in US and other countries.

## MORE INFORMATION

If you don't find guidance in these rules, or if you have questions, please contact us prior to any usage of our trademarks and logotypes.

Call **+46 8 522 05790** or send a mail to [graphicrules@embracingsound.com](mailto:graphicrules@embracingsound.com)