

BASIC ELEMENTS

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INTRODUCTION

INTRODUCTION

This Brand Guideline has been developed to help you quickly and effectively navigate the Electro-Voice brand.

The Introduction section covers the brand essence and brand steering wheel, a strong foundation upon which to build the Electro-Voice brand. The Brand Elements section describes the main elements of Corporate Design for the Electro-Voice brand. The Corporate Design is binding worldwide. Make your contribution to a globally strong, uniform Electro-Voice brand identity by applying the specifications in this style guide systematically. This will also assure recognition of the Electro-Voice brand in all application areas.

CONTACTS

We are a global in-house team that provides a broad range of Marketing Communications services for the Communications Systems Business Unit – all with the know-how and passion that comes from being so close to our brands every day. It is our goal to produce and provide marketing materials of exceptional quality to help you more efficiently and effectively engage with customers and enhance each step of their brand and product experience.

If you have questions concerning Electro-Voice Corporate Design, please contact the following individuals from the Business Unit Communications:

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BRAND ESSENCE

For more than 90 years, Electro-Voice has designed and engineered leading-edge sound reinforcement solutions – products that empower the performer, exceed the expectations of the audio professional and elevate the audience experience.

We have a passion for sound quality without compromise that we share with our users. This is built upon generations of hands-on professional knowledge – all geared towards producing a portfolio of best-in-class speakers and microphones that combine performance, reliability and value. Most importantly, our customers trust us to deliver on our deep understanding of what makes good sound. That's the challenge that drives us forward as leaders in the industry we helped create.

Electro-Voice stands apart as one of the few companies to design all components in-house – enclosures, waveguides, drivers – ensuring excellent quality for every audio application, from a standalone loudspeaker to a networked sound system. Our products literally speak for themselves: we strive for complete transparency and linearity in our transducers, so the need for external processing is minimized. Ultimately, it's our track record of patents proves the point: we invent, others imitate.

We're devoted to the art and science of audio, always focused upon innovative ways to create a sensory experience that is second to none. We know our users can hear, feel and appreciate the difference. That is why we Live for Sound.

BRAND STEERING WHEEL

THE BRAND STEERING WHEEL DRIVES COLLECTIVE UNDERSTANDING OF OUR BRAND'S CORE COMPETENCIES, ATTRIBUTES, BENEFITS, REASONS TO BELIEVE AND APPEARANCE.

WHO AM I? BRAND POSITIONING

Electro-Voice engineers leading- edge sound reinforcement solutions with products designed to provide best-in-class performance, reliability and value.

Core competencies: Transducers (speakers and microphones), acoustic design (waveguides and wave generators), systems design, passive and powered loudspeakers, line array systems.

WHAT AM I LIKE? BRAND TONALITY

High-performance

Innovative

Solution-oriented

Best-in-class

Passionate

Experienced

Authentic

Hands-on

Trusted

Premium Quality

Reliable

Renowned

HOW DO I APPEAR? BRAND IMAGE

Product Design Theme:
angular strength.

Visual:
aspirational, heroic imagery; big, bold graphic elements to convey confidence; strong use of color and line to convey form following function, utilitarian strength .

Corporate Design:
refer to style guide for photography and design elements.

WHAT DO I OFFER? BENEFITS & RATIONALE

Superior sound without compromise. Excellent value through high-quality engineering and reliability.

Over 90 years of proven audio innovation and leading-edge technology – designed by audio professionals for audio professionals.

Globally recognized for complete system solutions with excellent sound quality and precision coverage. Complete system design capability including entire signal chain with software and databases.

A broad product portfolio covering music retail, install and rental. Solutions for everything from small retail spaces to live sound.

Passionate, experienced people: in-house engineering, excellent customer service, dedicated technical support.



BRAND ELEMENTS

BRAND ELEMENTS

Our brand elements are the building blocks for the Electro-Voice identity system. Together, they compose the look and feel that makes our communications recognizable as our own.

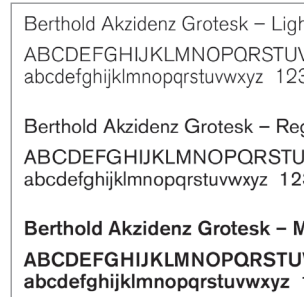
SYMBOL/LOGOTYPE



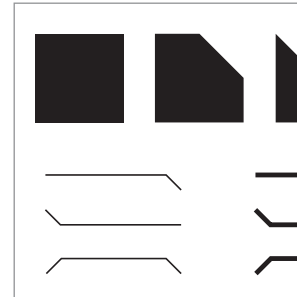
COLOR



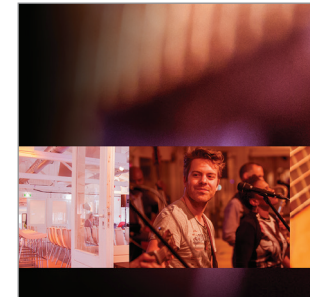
TYPOGRAPHY



FORMS & SHAPES



IMAGERY



SYMBOL/LOGOTYPE

The symbol/logotype consists of the EV symbol and the Electro-Voice logotype. When reproduced in the specified size and spacing proportions, the symbol/logotype forms an entity that represents the Electro-Voice brand. The symbol/logotype may only be used in the specified proportions.

- Symbol and logotype form a unit. Exceptions to this rule only apply to product identification and packaging. Please refer to the relevant section for more details.
- Do not change the proportions and the spacing between the symbol and logotype.
- To strengthen the recognition of the Electro-Voice brand, the symbol and wordmark should be used together as much as possible. When necessary for design purposes, usage of the symbol only is permitted..
- The symbol is always positioned on the left.
- Do not add ® or ™ to the Electro-Voice symbol or logotype.



Electro-Voice

SYMBOL/LOGOTYPE CLEAR SPACE

Wherever it appears, the Electro-Voice symbol/logotype must clearly stand out. You can help ensure this by maintaining clear space around the symbol/logotype. Clear space is an area that is kept free of any other text, graphic elements or other visual distractions. Please ensure that a minimum clear space of 1 "E" is maintained around the symbol/logotype. Adding additional clear space is acceptable as long as visual balance is maintained.



SYMBOL/LOGOTYPE MINIMUM SIZE

When determining the proper symbol/logotype size to display, it is essential to maintain the symbol/logotype legibility and integrity, regardless of its application or the manner in which it is to be reproduced. Do not distort or compromise the symbol/logotype in any way.



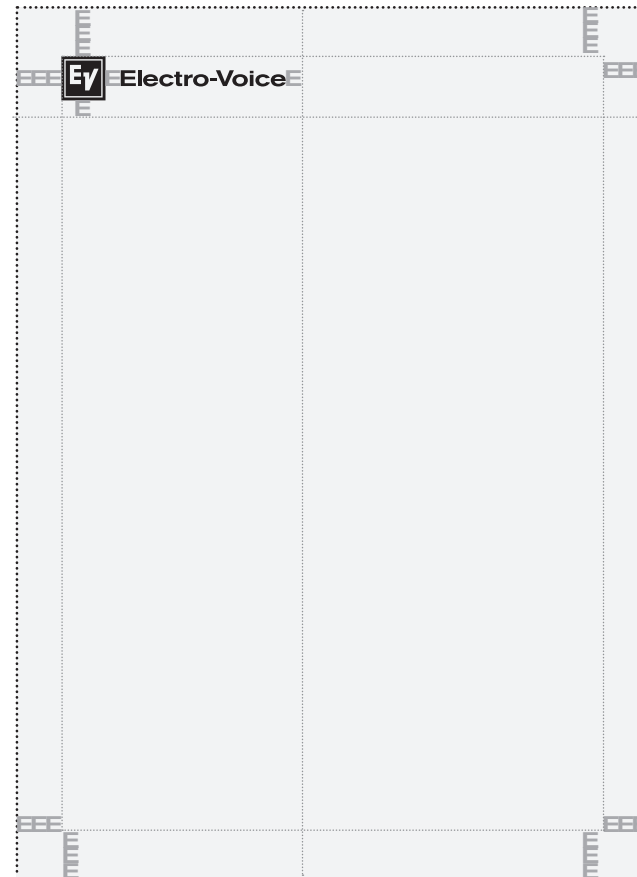
SYMBOL/LOGOTYPE PLACEMENT

The brand should be clear and prominent in all communications.
The symbol/logotype should always be free from high contrast objects or backgrounds.
DO NOT symbol/logotype on patterns or busy backgrounds.



POSITION

The preferred position of the symbol/logotype is the top left corner.
The symbol/logotype can also be positioned on bottom right corner.

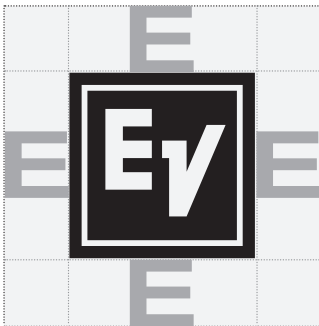


SYMBOL ONLY

For maximum effectiveness and to maintain trademark status, the symbol/logotype should always be presented as a unit in marketing communication materials, as outlined earlier. There are certain instances where the symbol by itself is allowed as long as the full mark is also present.

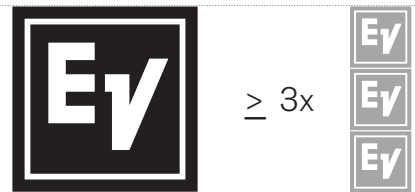
CLEAR SPACE

Maintain clear space around the mark. Clear space is an area that is kept free of any other text, graphic elements or other visual distractions. Please ensure that a minimum clear space of 1 “E” is maintained around the symbol.



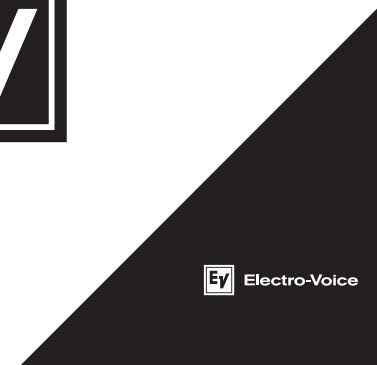
RELATIONSHIP WITH FULL SYMBOL/ LOGOTYPE

The Badge can NOT be used alone, only in special cases. The full mark must appear somewhere on the same plane as the badge. Do NOT use the symbol at the same size as the full mark. There must be a size differential between the two of at least 3x.



CONTRASTING COLOR

When using the symbol separately, use contrasting colors between the full symbol/logotype and the symbol.



SYMBOL/LOGOTYPE VERSIONS

To ensure a consistent corporate design, the the symbol/logotype may only be used in the specified versions. The symbol/logotype colors are defined and may not be changed.

ACCEPTABLE COLORS

Black symbol/logotype



White symbol/logotype (reversed)



Note: alternate symbol/logotype available for production on products (see Visual Brand Language documentation for products).

LOGO USE ON BACKGROUNDS

Red



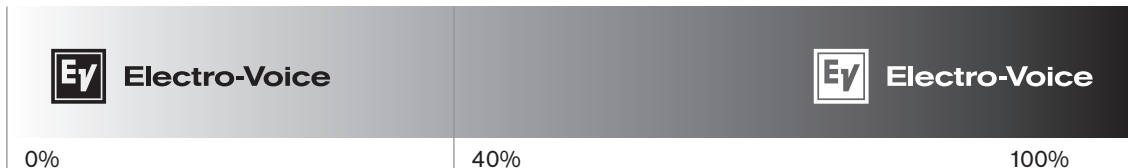
Gray



Photography



Contrast



UNACCEPTABLE SYMBOL/LOGOTYPE USAGE

The Electro-Voice symbol/logotype has been carefully created to work across a broad range of applications. This symbol/logotype configuration should not be modified or recreated in any way. This page illustrates some, but not all, of the possible misuses.



DO NOT change the size relationship of the symbol to the logotype



DO NOT separate or adjust the symbol placement



DO NOT place symbol/logotype on patterns or busy backgrounds



DO NOT change the defined colors, use drop shadows, gradients or other effects



DO NOT split the symbol/logotype colors



DO NOT box the symbol/logotype or put in a shape



DO NOT skew, angle, distort or stretch the symbol/logotype

The sound experience of  **Electro-Voice** will make you a true believer

DO NOT use the symbol/logotype in text

COLORS

The Brand Colors listed below should be utilized throughout materials and communications. The strong contrast of black and white with an accent of Electro-Voice Red is a design element that represents Electro-Voice as a high-end, innovative, sophisticated product. The rest of the palette should be used sparingly.

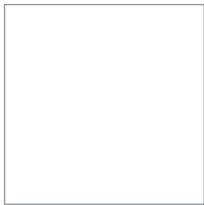
PRIMARY COLORS



Rich Black
40c 40m 40y 100k
–
0r 0g 0b
000000



Electro-Voice Red
00 C, 100 M, 100 Y, 0 K
–
Pantone 485c
237 R, 28 G, 36 B
ed1c24



White
0c 0m 0y 0k
–
255r 255g 255b
ffffff

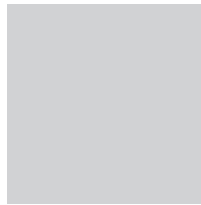
ACCENT COLORS



Electro-Voice Mid Red
20 C, 100 M, 96 Y, 15 K
Pantone 7621c
175 R, 30 G, 35 B
af1e23



Electro-Voice Dk. Red
30 C, 100 M, 90 Y, 30 K
Pantone 7621c
137 R, 25 G, 36 B
891924



Gray 20
0 C, 0 M, 0 Y, 20 K
Pantone Cool Gray 1 C
220 R, 220 G, 220 B
dcdcdc



Gray 40
0 C, 0 M, 0 Y, 40 K
Pantone Cool Gray 6 C
180 R, 180 G, 180 B
b4b4b4



Gray 80
0 C, 0 M, 0 Y, 80 K
Pantone Cool Gray 11 C
85 R, 85 G, 85 B
555555

TYPOGRAPHY

Typography is crucial to the approachability and effectiveness of design. It allows our audience to find recognition and familiarity in our voice and supports distinct, memorable messages. **Berthold Akzidenz Grotesk** is the font family for Electro-Voice. It is a bold, masculine and size-flexible sans serif font that reflects the history and innovations of the Electro-Voice brand. The font offers a variety of weights and versatility for all communication needs.

Headline typefaces

BERTHOLD AKZIDENZ GROTESK EXTRA BOLD CONDENSED (ALL CAPS)
BERTHOLD AKZIDENZ GROTESK BOLD CONDENSED (ALL CAPS)

Subheadline typefaces

BERTHOLD AKZIDENZ GROTESK REGULAR CONDENSED (ALL CAPS)

Copy typeface

Berthold Akzidenz Grotesk – Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Berthold Akzidenz Grotesk – Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Berthold Akzidenz Grotesk – Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Berthold Akzidenz Grotesk – Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

For desktop use

Bosch Office Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

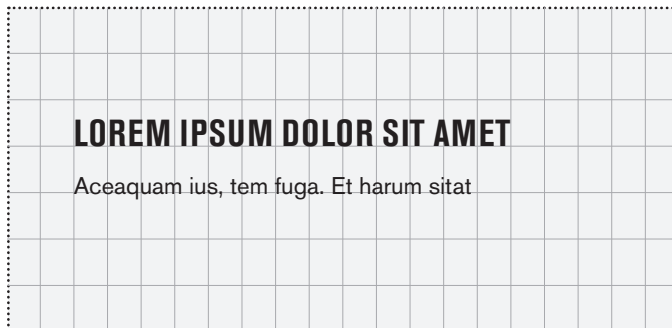
LAYOUT SYSTEM

GRID

The grid is defined by 40 entities in length and height.

TEXT ELEMENTS

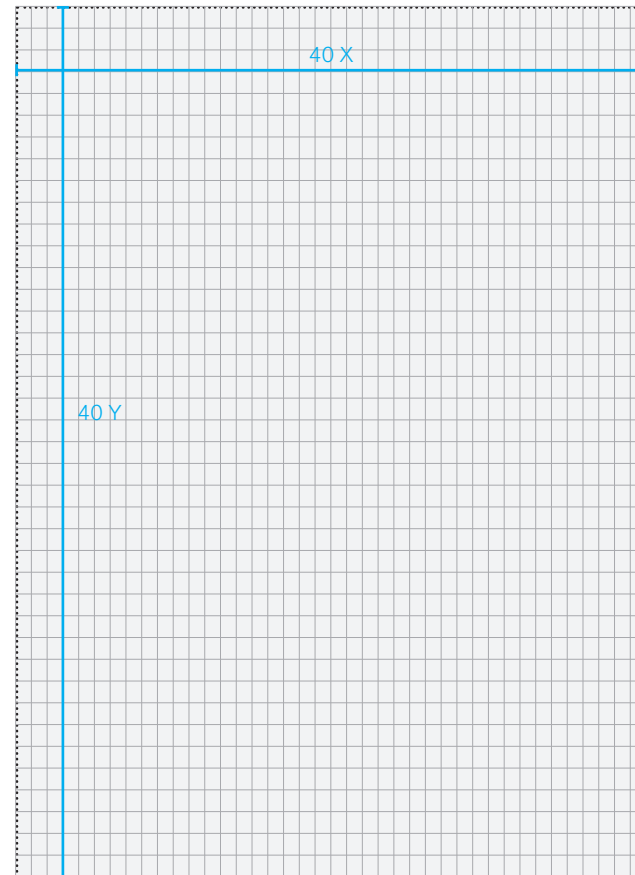
The headlines and blocks of text are designed to fit the layout grid. The first line of the text block element is always aligned with one baseline of the grid. Column widths are always a multiple of a grid unit.



IMAGES, TEXTURES AND SHAPES

The size and position of all other design elements, such as images, textures and shapes, are always aligned with the design grid.

Note: aligns with Bosch Corporate Design Guidelines



ELEMENTS AND FORMS

ANGULAR STRENGTH

Extending the brand's industrial design aesthetic into a clean, modern graphic element. The squares and angular forms echo the brand symbol. These bold lines and shapes represent our goal of complete linearity and transparency in our transducers.

SHAPES

A variety of shapes can be created using 45° and 90° angles. Below are sample shapes.



USAGE

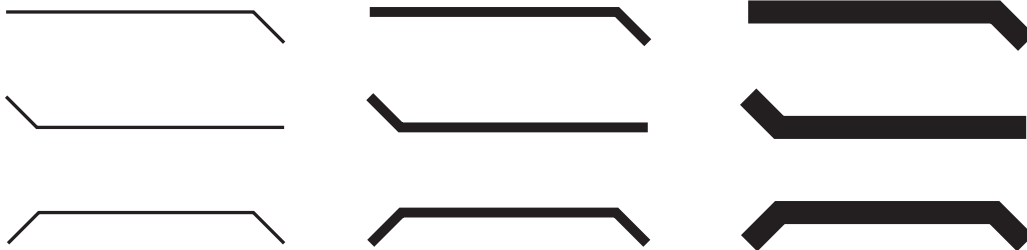
Shapes can be used to contain content. Hold imagery. They can be used as graphic elements on a page. Do NOT create repeating patterns with the shapes.



ELEMENTS AND FORMS

LINES

Lines can be used to call out headlines, accent copy or break-up sections. Lines can be used with color from the color palette.



LOREM IPSUM

Ulparchic tem remporio
exeribus, corio berum vellam
hil eaquiam, odis et prae.
Icto mo volore namus isinus
doluptatur ratios idebis

ICONS



2000
WATT



1800
WATT



1500
WATT



1300
WATT



1000
WATT



700
WATT



136 dB
MAX SPL



135 dB
MAX SPL



134 dB
MAX SPL



132 dB
MAX SPL



127 dB
MAX SPL



126 dB
MAX SPL



DSP



DSP
PRO



DSP
+



EQ
2-BAND



EQ
3-BAND



AMP
CLASS-D



PEAK
PROTECT



PEQ



HPF



ASSIGNABLE
OUTPUT



SUB
CARDIOID



DELAY



UNIV
POWER
SUPPLY



USER
PRESETS



SST



DUAL
TILT ANGLE
7.5°



CD
HORN



TEMP
PROTECT



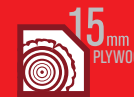
CASTERS



EV
COAT



18 mm
BIRCH



15 mm
PLYWOOD



38
LBS



34
LBS



FLY
POINTS

IMAGERY – LIFESTYLE (INSTALL)

The images are natural with red and warm tone using strong lights and shadows. The sets should be realistic and authentic.

OVERVIEW LEVEL →

EMOTIONAL LEVEL →

DETAIL LEVEL →



IMAGERY – LIFESTYLE (TOURING)

The images are natural with red and warm tone using strong lights and shadows. The sets should be realistic and authentic.

OVERVIEW LEVEL

EMOTIONAL LEVEL

DETAIL LEVEL



IMAGERY – LIFESTYLE (MI)

The images are natural with red and warm tone using strong lights and shadows. The sets should be realistic and authentic.

OVERVIEW LEVEL

EMOTIONAL LEVEL

DETAIL LEVEL



IMAGERY – COLORATION

To create a constant look of all images and videos there are Color Lookup image adjustments (LUT) available.

FULL COLOR



B&W



RED





**DESIGN GUIDANCE
& SAMPLES**

45 DEGREE ANGLE AND ABSTRACT SHAPES. FLAT & MODERN.

Electro-Voice

EOS
ACCUSAM ET JUSTO DUO DOLORES

At vero eos et accusam et justo duo dolores et ea rebum. Stet cilia kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy

Electro-Voice

INCTO OMNIS

Electro-Voice

AUTEM

Electro-Voice

MAGNA ALIQUAM

12

DUIS AUTEM VEL EUM TRIURE DOLOR IN HENDREBIT

Lorem ipsum dolor sit amet, consetetur adipiscing elit, sed diam nonumy nibh euismod invidunt ut laoreet dolore magna aliquam erat.

At vero eos et accusam et justo duo dolores et ea rebum. Stet cilia kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Electro-Voice

TEMPOR INVIDUNT

PRONTO LEPTORUM DOLOR, LEGENT, ANORE, BELL, BRABBE, FI.

At vero eos et accusam et justo duo dolores et ea rebum. Stet cilia kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Electro-Voice

Install & Touring ← → MI

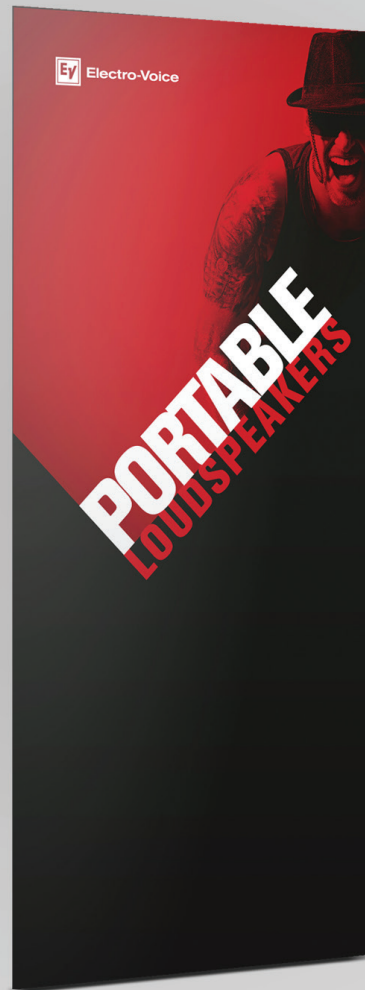
CONTRAST EXPRESSES POWER. OVERSIZE NUMERICRICS AND COLOR CONTRAST.



[Brochures]

SAMPLE LAYOUT ONLY

CLEAN EMPTY SPACE. PLAY WITH FOREGROUND AND BACKGROUND.





[Event Bags]

SAMPLE LAYOUT ONLY



[Tradeshows]

SAMPLE LAYOUT ONLY

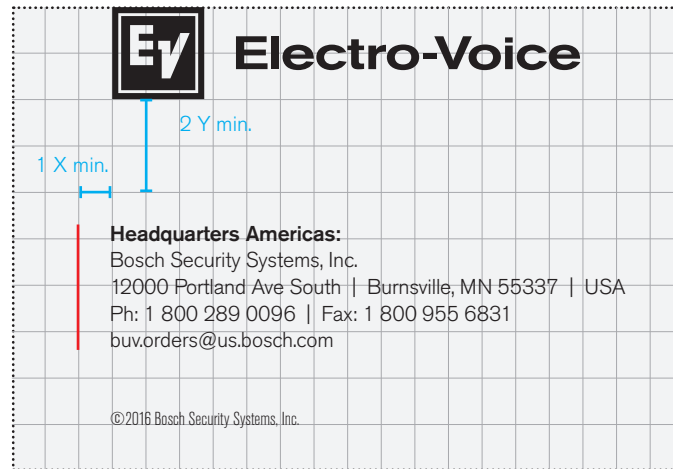


CORPORATE

SIGN-OFF TEMPLATE

The corporate sign-off should be consistent with all communications. Follow these guidelines when creating the sign off

PREFERRED



LIMITED SPACE



HORIZONTAL SIGN-OFF





DUAL-BRANDING

Dynacord and Electro-Voice

DUAL-BRANDING

COMING SOON



MULTI-BRANDING

Bosch, Dynacord, Electro-Voice, RTS, Telex

MULTI-BRANDING

COMING SOON



Electro-Voice

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