



Electro-Voice

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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Who is Electro-Voice?

Electro-Voice is the guy that **most people interested in PA gear have heard of** – usually by his nickname "EV" – but that **not everyone knows personally**.

Those that do know him, love him. Why?

You can **trust** him – he delivers on what he says, and he shows up.

He's got **stories**... some may say he talks too much shop at industry parties, but that's just because he's **passionate** (he's a music lover – like you), **knowledgeable** (after all, he's an engineer at heart) and **has been around a long time**...

EV was **born in the US** but has **travelled the world**. You'll always find him in a **simple black t-shirt** and jeans – but don't be mistaken, they are always of the **highest quality**. And always with a **pop of color** – preferably red.

In the end, EV is your **friend for life**. And if you don't know him yet, **you'll want to get to know him**.

Essence – what makes us tick

For more than 95 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 premium performance with real-world reliability. 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 its 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's second to none. We know our users can hear and appreciate the difference. **That's why we Live for Sound.**

Voice – how we talk to our customers

Whether on a web page, in video script or in an ad or brochure, EV's words are conveyed in a concise, confident and conversational tone – some longer sentences to set up the context, interspersed with impactful, tightly constructed comments to make the feature-benefits clear without wasting the reader's time. EV is fluff-free. EV cuts to the chase of what counts most to the person he is addressing because EV is familiar with their priorities. We cue-in on the customer's interests with feature-benefit bullet points and quick overviews, quickly reinforcing their goals with our potential solutions.

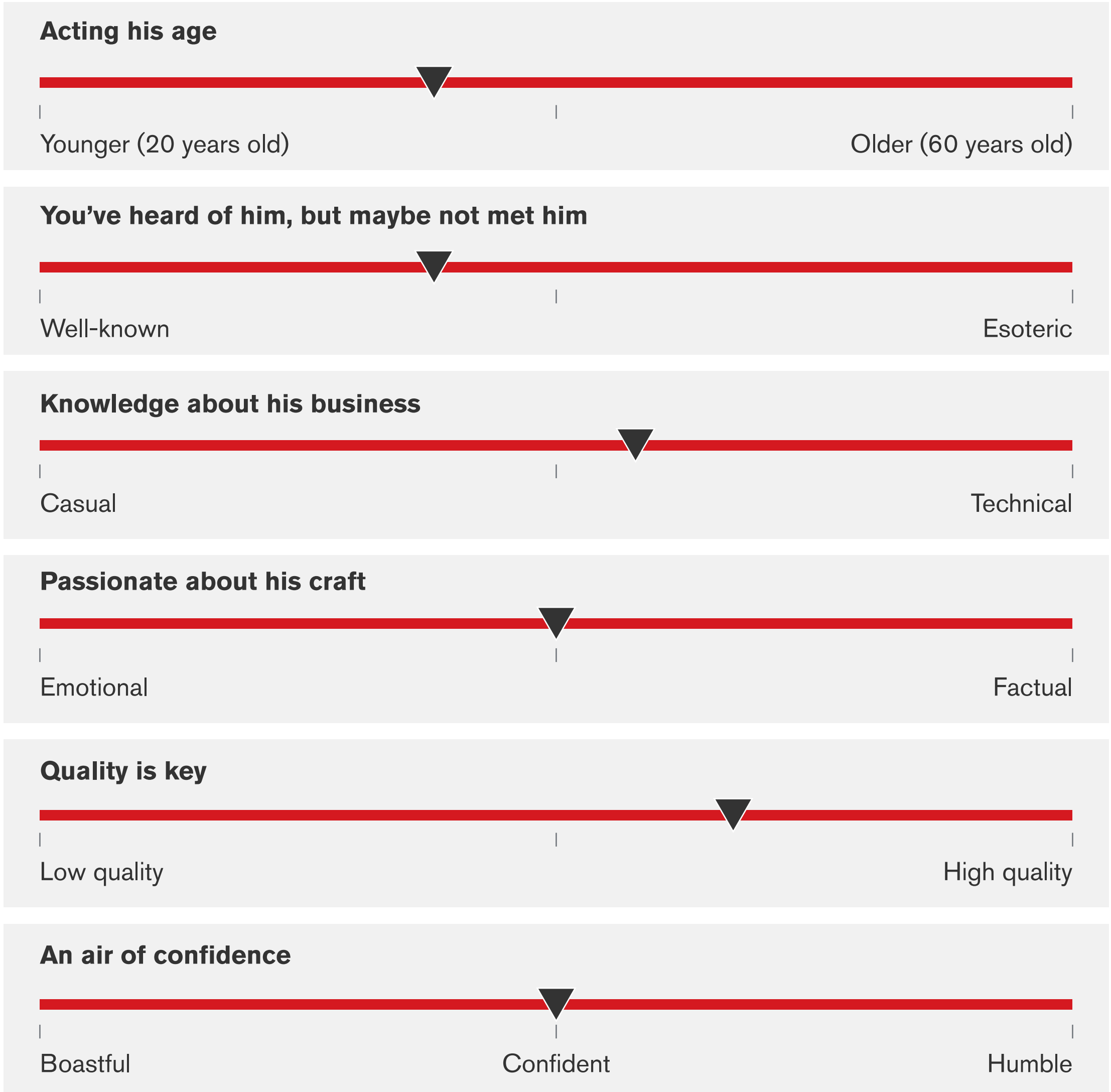
EV gets your attention with bold headers that are both compelling and meaningful, making you want to take a closer look. However, an EV tagline doesn't "shout" slick marketing noise; we invite you to engage in a discussion about what you do and how we can be part of making it happen – whether it's a club gig or a church install.

Because the quality of EV products speaks for itself, we sometimes like to stop talking and let our customers share

their EV experience. Our voice will readily suggest "Don't just take our word for it" with a segue to the end-user in the spotlight with an unfiltered quote.

EV's voice can be energized, and it can even use wordplay to get the point across with a sense of fun (pro audio is pretty cool, after all), but it always needs to be focused in its enthusiasm, on-point – whatever it takes to spark interest in the unique power of the brand, always in an appropriate narrative frame that resonates authentically for the customer.

Persona



Logo

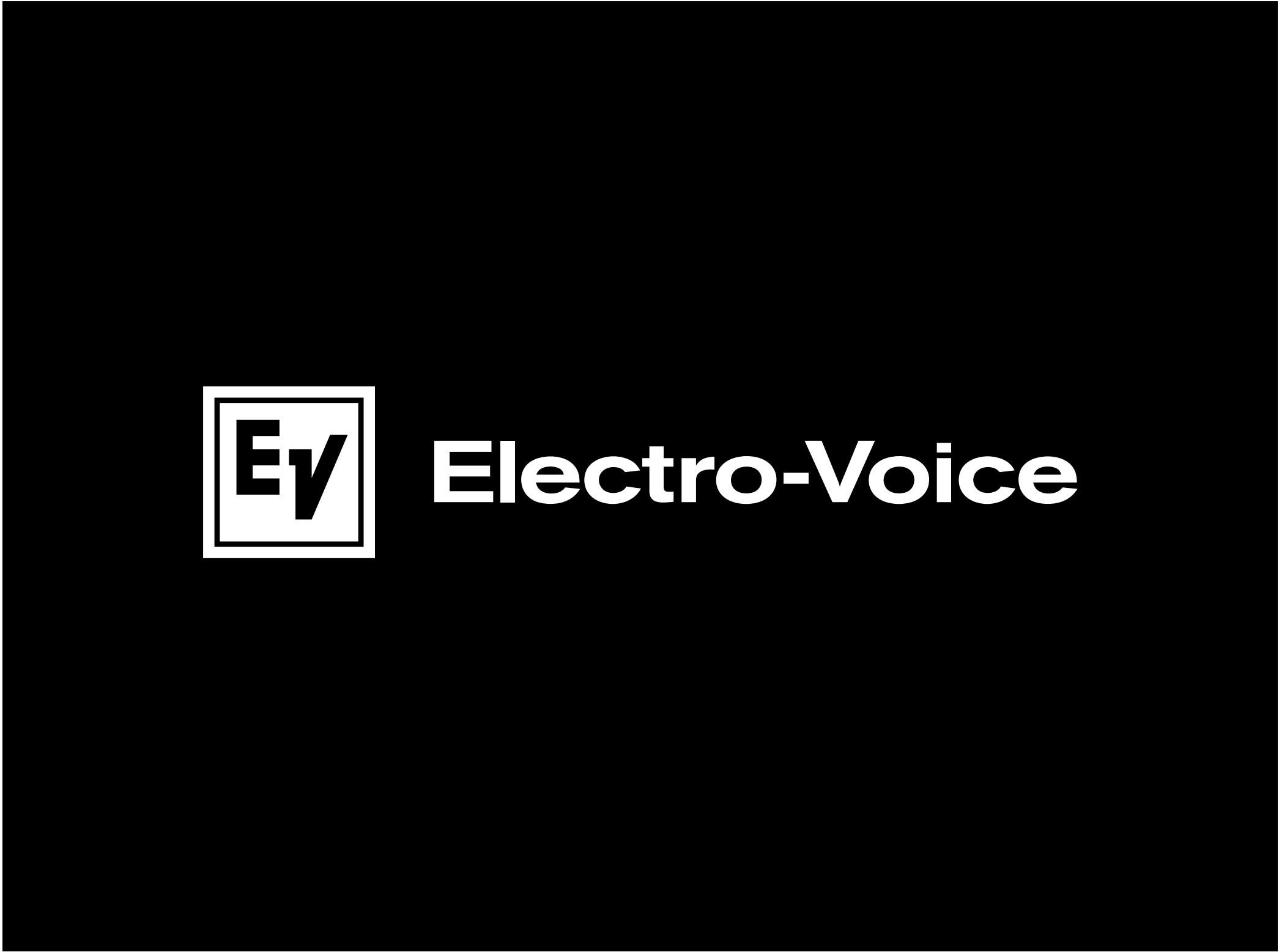
The Electro-Voice logo is placed with a minimum distance to other design elements design elements such as photos or text. The minimum distance corresponds to the height of an „E“ of the logotype on each side.



Info! The size of the symbol/logotype can be freely selected.

Colors

The Electro-Voice symbol/logotype in black or white is the standard version.



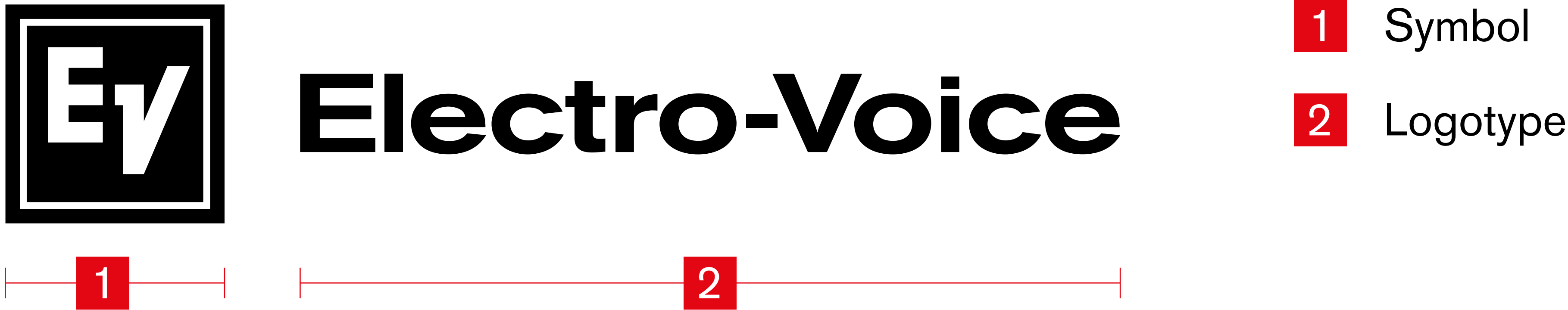
Reduced version

The reduced version can be used for smaller representations.



Proportions

The Electro-Voice symbol/logotype is composed of the symbol and the logotype. As a rule, the symbol/logotype is used as shown.



If it make more sense from a technical or content point of view, the symbol can also be used alone.

Font & typography

Berthold Akzidenz Grotesk

Headline
Berthold Akzidenz Grotesk – Extra Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subheadline
Berthold Akzidenz Grotesk – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Copy
Berthold Akzidenz Grotesk – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Use of color

Fonts are always set in black (on white) or white on (black). Functional elements, such as URLs or hyperlinks, can be set in in color in the accent color „Electro-Voice Red“.

In order to guide the eye selectively through the layout, colored markups can also be set in the other accent color color „Electro-Voice Purple“. In general, „Berthold Akzidenz Grotesk - Bold“ is particularly suitable for this within the typography.

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Find out more >

Sed do eiusmod tempor

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General properties
Drum material
Maximum spin speed
Indicator light
Leak protection systems
Internal water heater
Stackable

Sed do eiusmod tempor

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Application examples



Product rendering, headline (color gradient - gray) and text.



Product rendering, headline (color gradient - red/purple)

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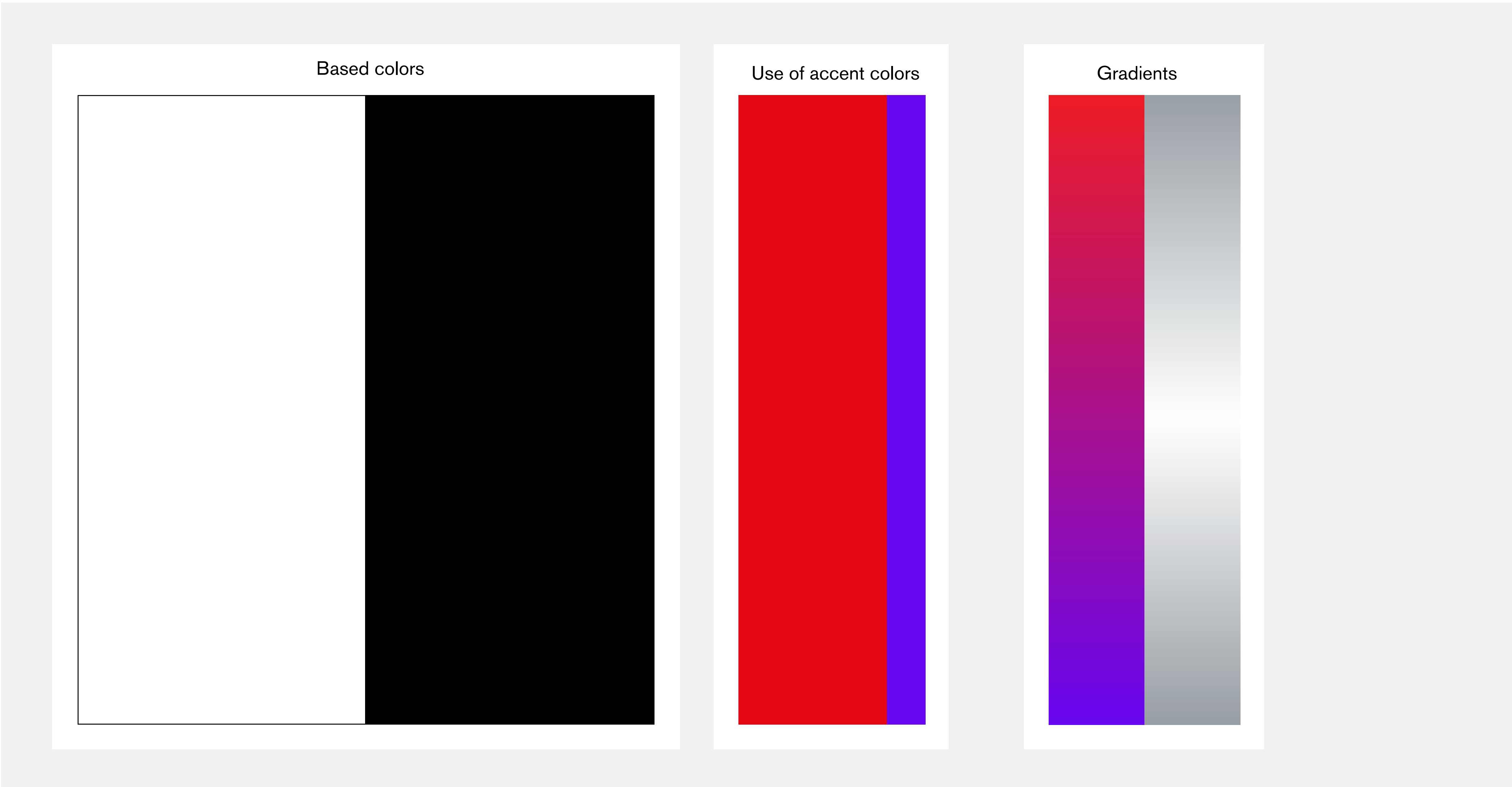
Primary Option

Secondary Option

Screen design with headline, description and buttons.

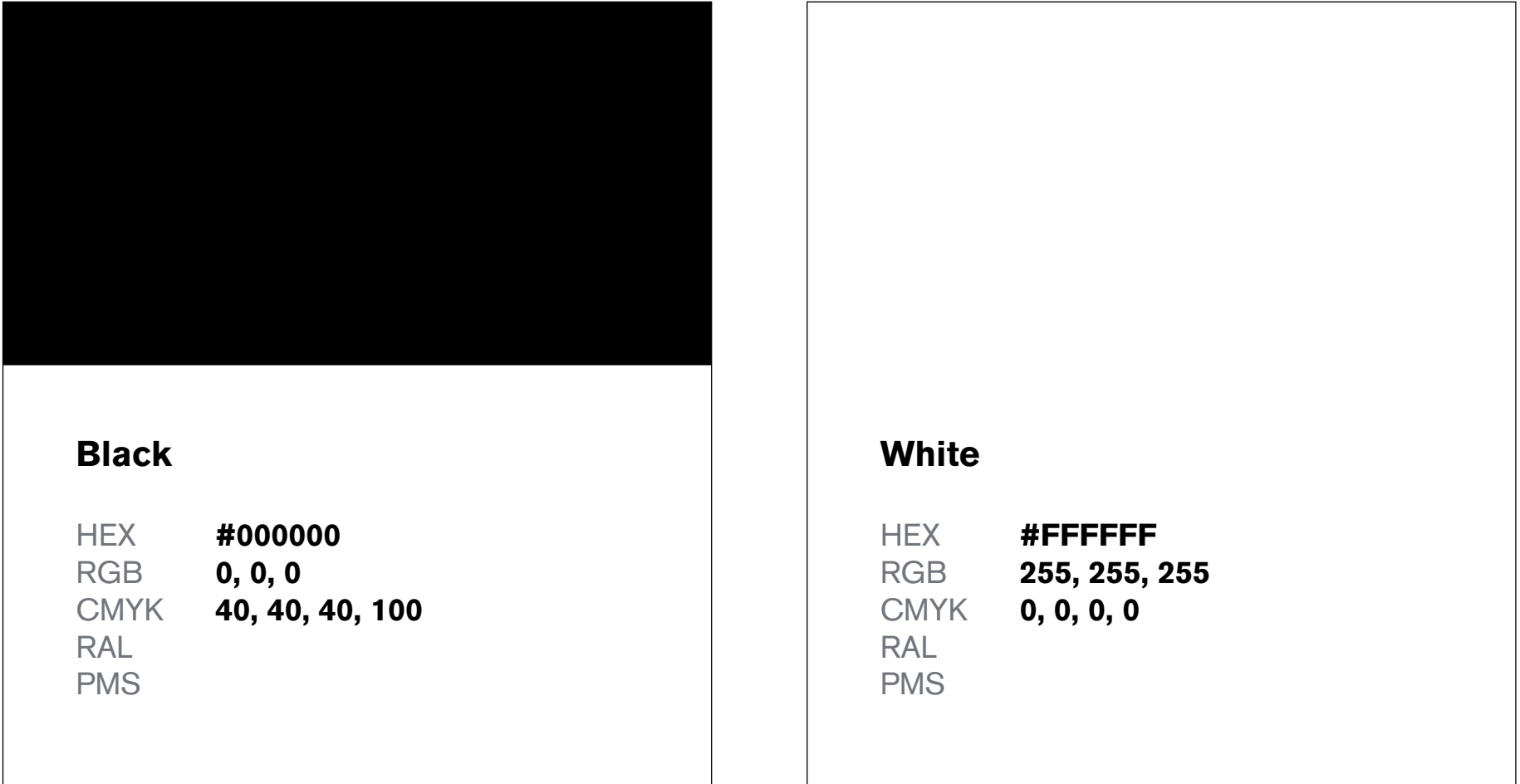
Color composition

The neutral base colors (black and white) lay the foundation. Accent colors or gradients can be added.



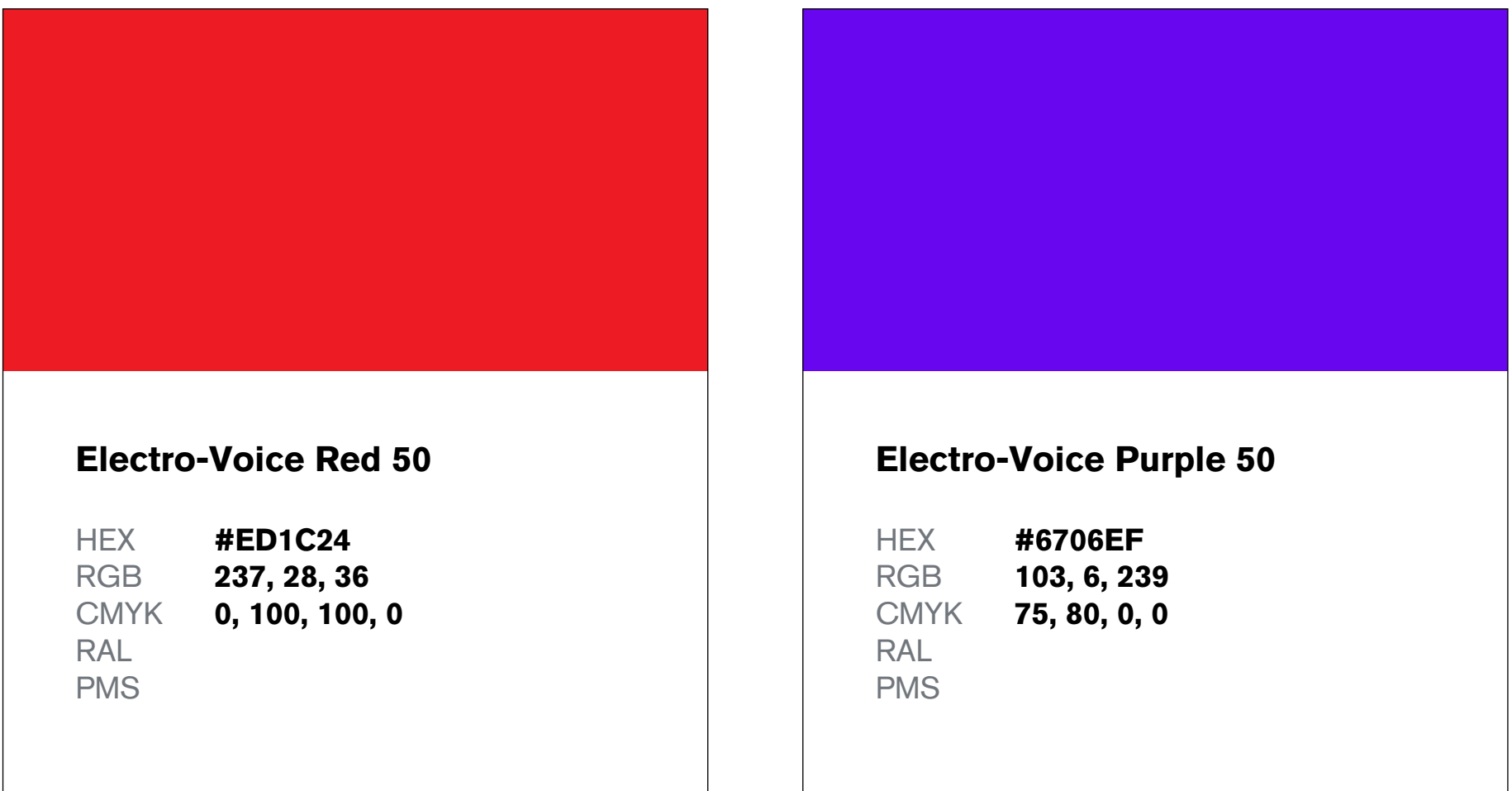
Base colors

The base colors include black and white.



Accent colors

The accent colors include red and purple.

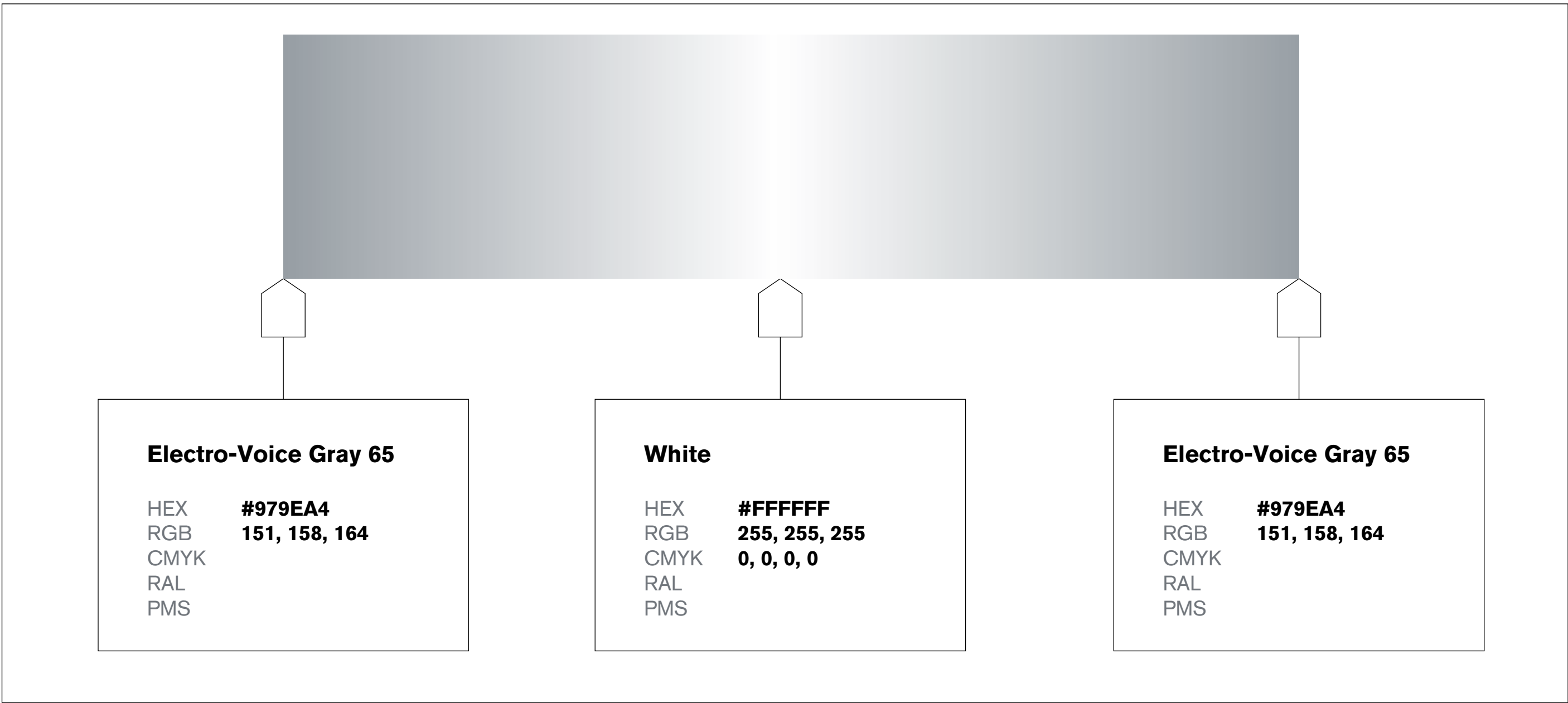


Gradients

Color gradient red and purple.



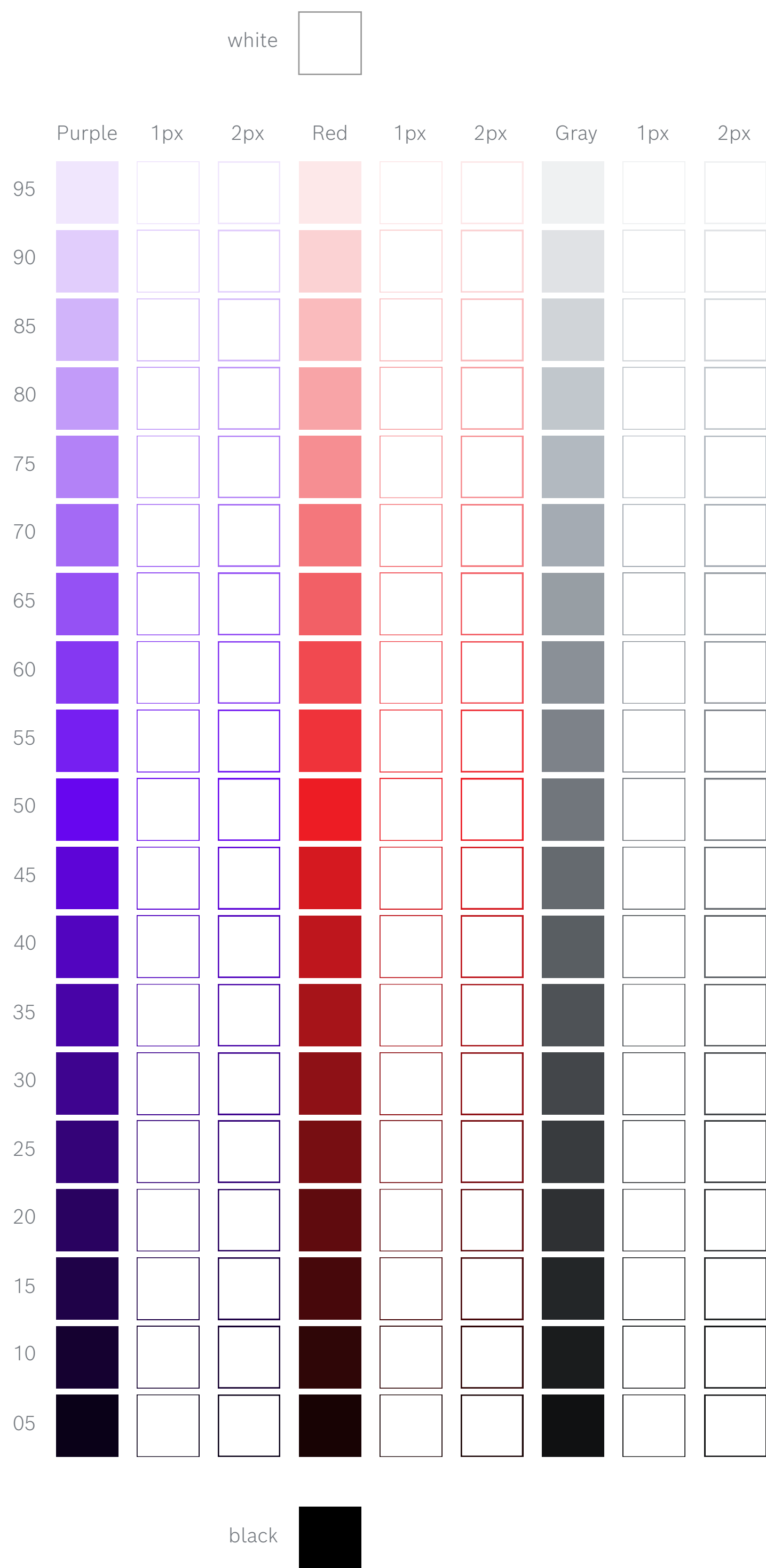
Color gradient gray.



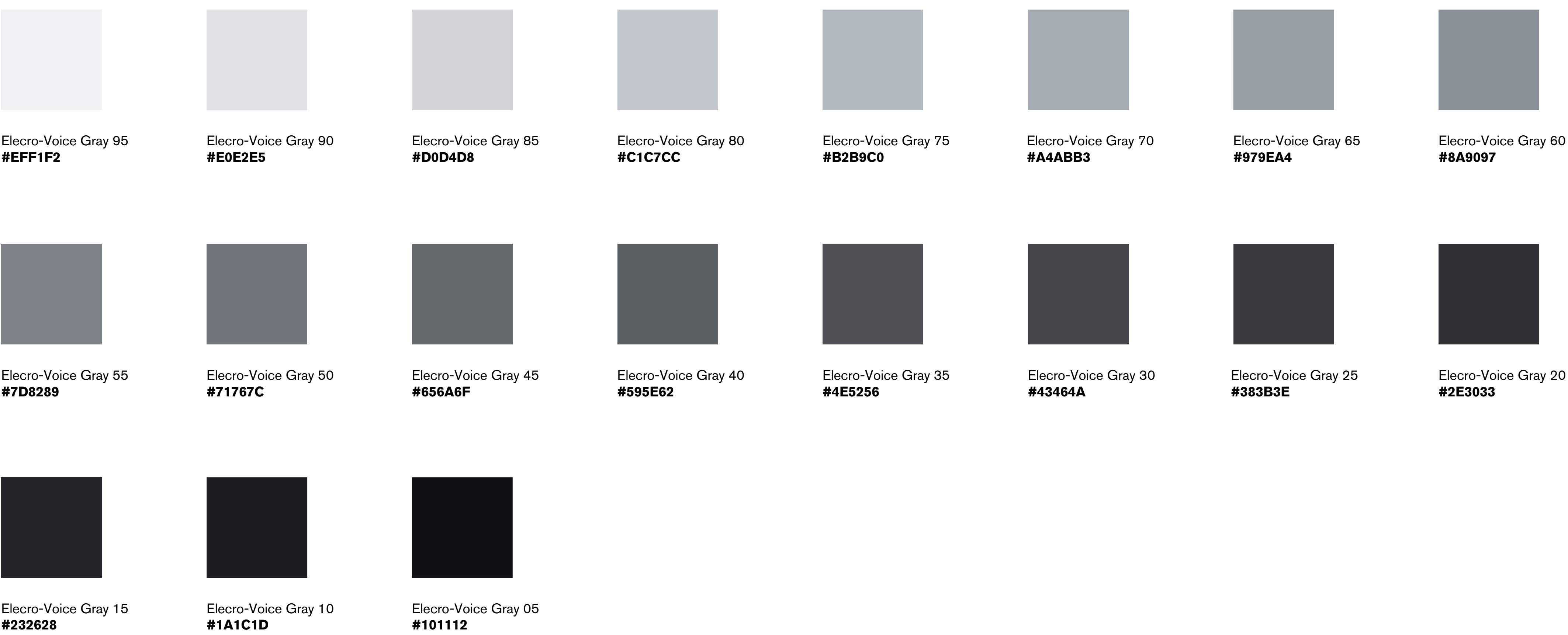
Color gradiations

The value of the endo of a color name, for example „Electro-Voice Red 50“, provides information on the brightness of the color: the higher value, the lighter the color.

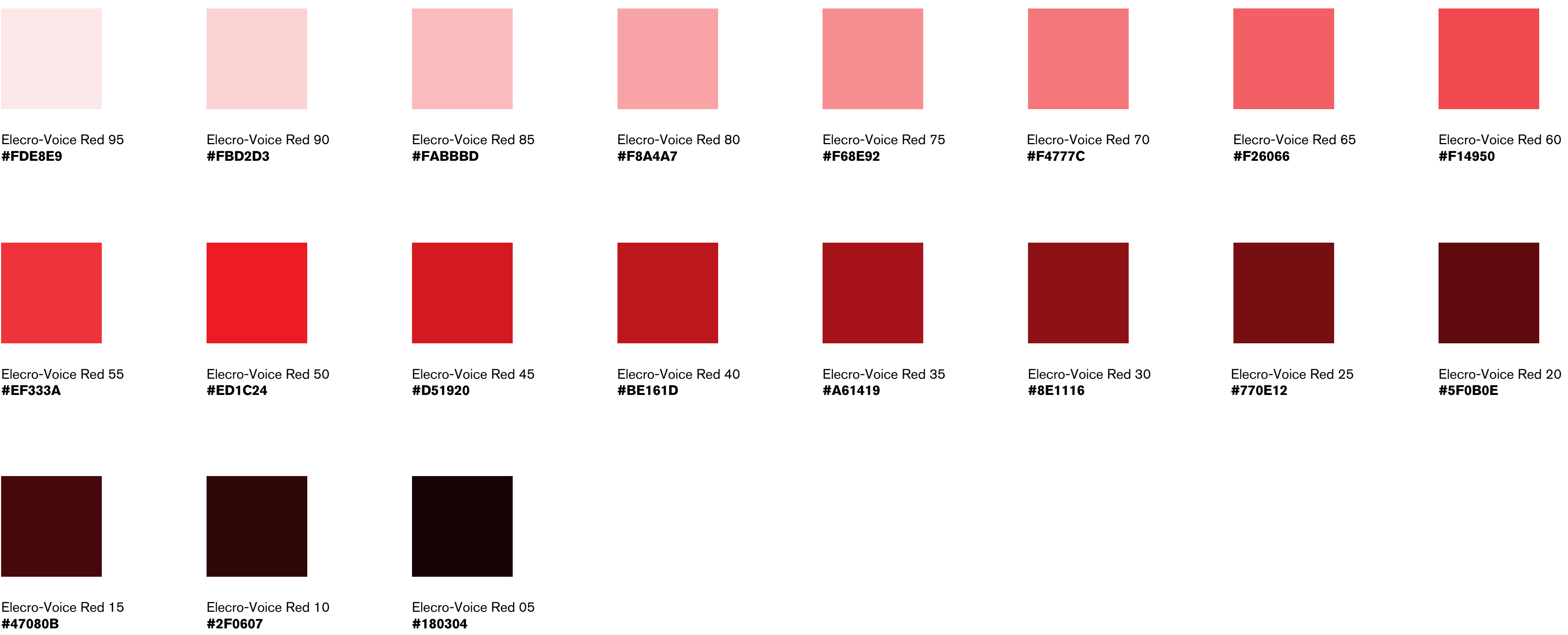
Info! To fullfill the accessibility standards for color contrasts according to WCAG 2.1, the „distance“ between background and text must be at least a value of 50.



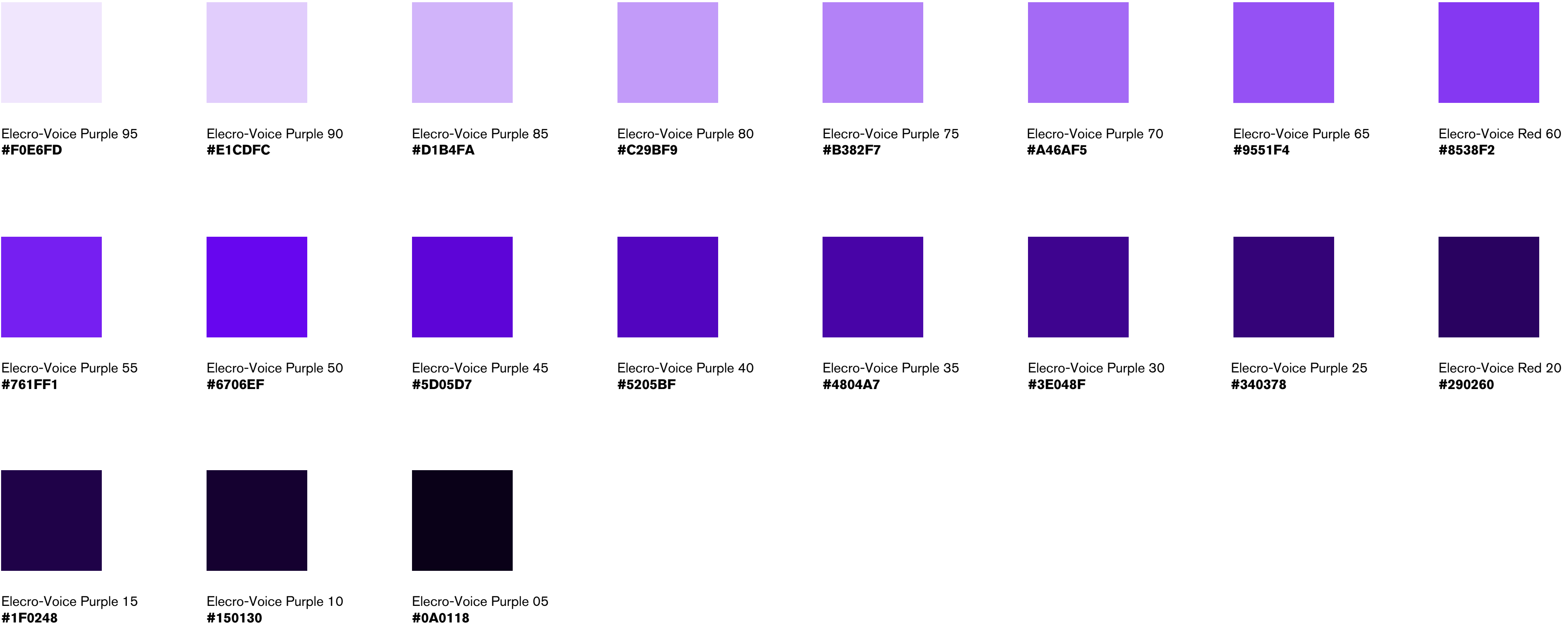
Electro-Voice Gray: Gradiations



Electro-Voice Red: Gradiations



Electro-Voice Purple: Gradiations



Imagery style

Authentic living and product worlds.



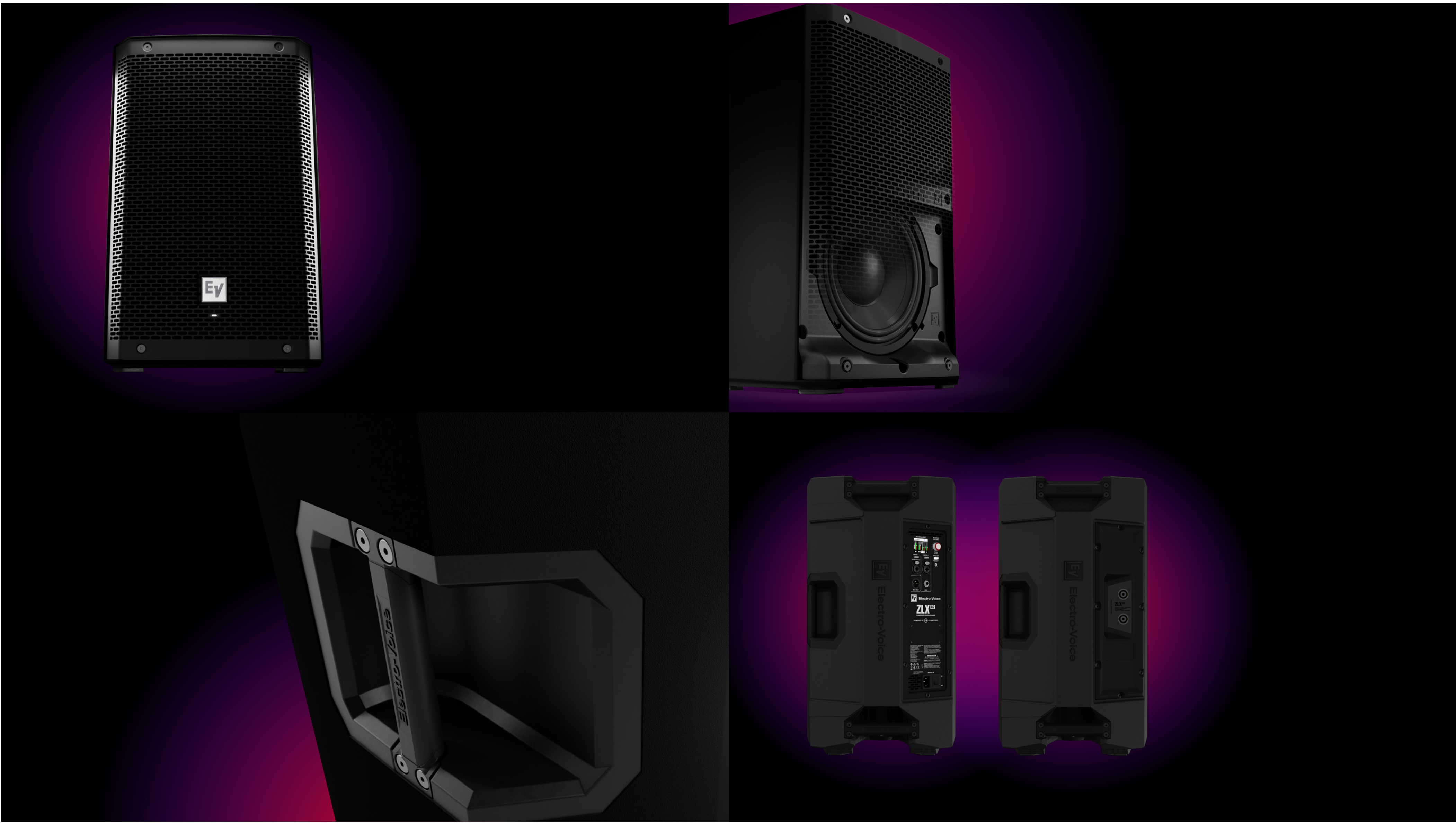
The Electro-Voice image world

The Electro-Voice image style is characterized by vivid, saturated colors that create a lively atmosphere. In addition, optional color accents can be set, which are oriented towards the Electro-Voice accent colors.



Product images

Renderings on black background with radial glow (color gradient red - purple)



Making the invisible visible

Renderings on black, white or accent color (red).



Button

Light and dark theme.

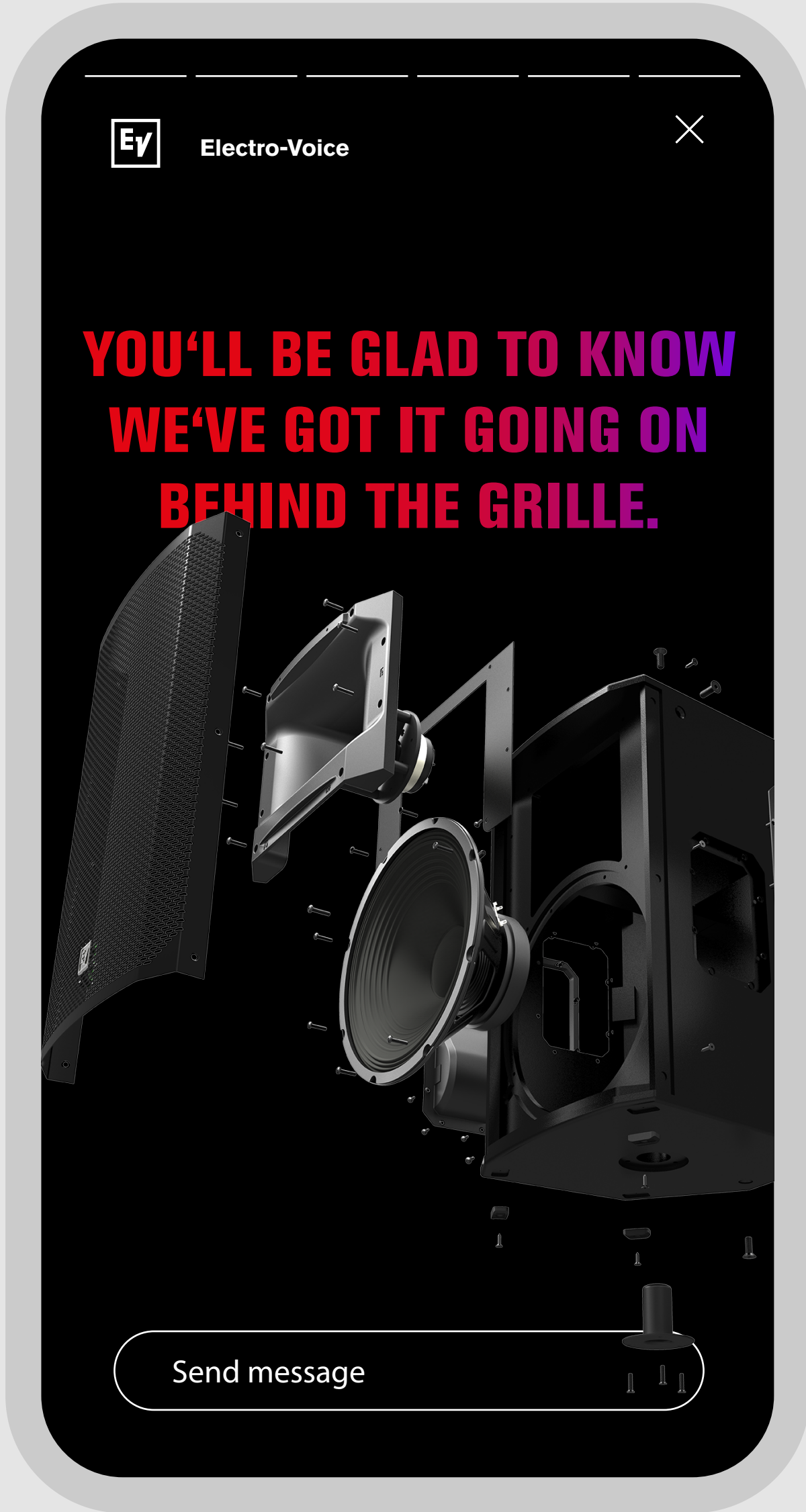
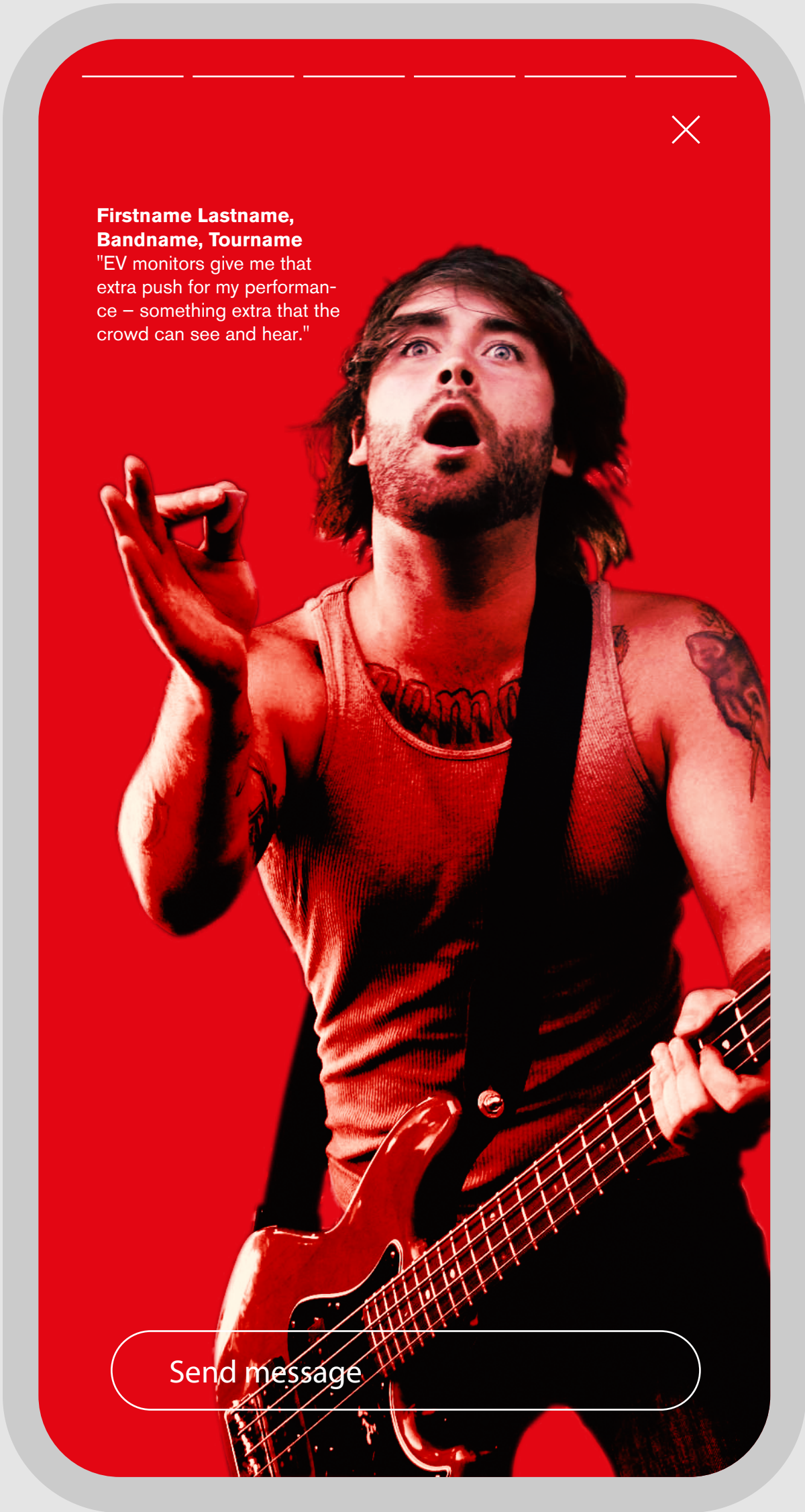
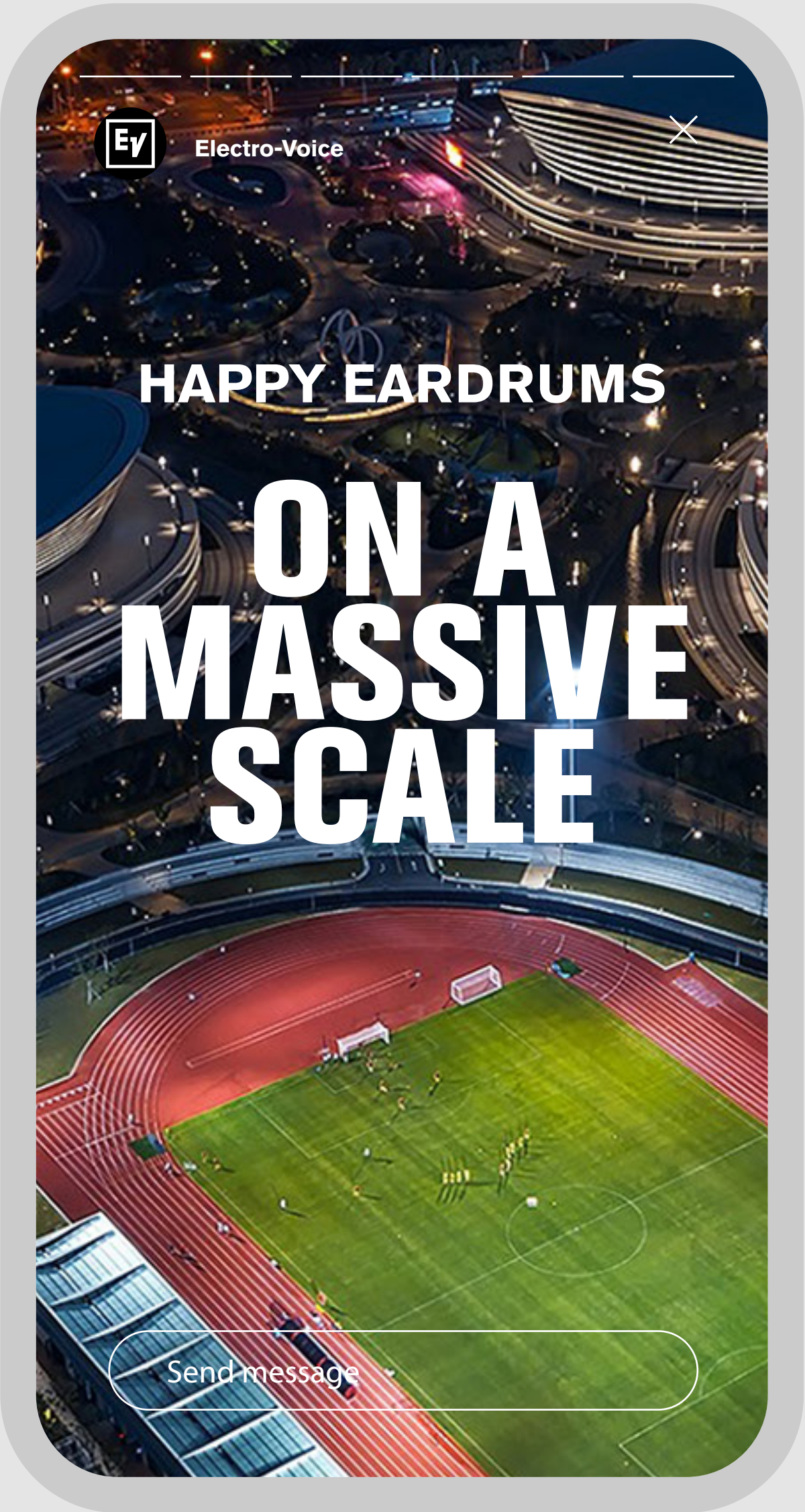
Light

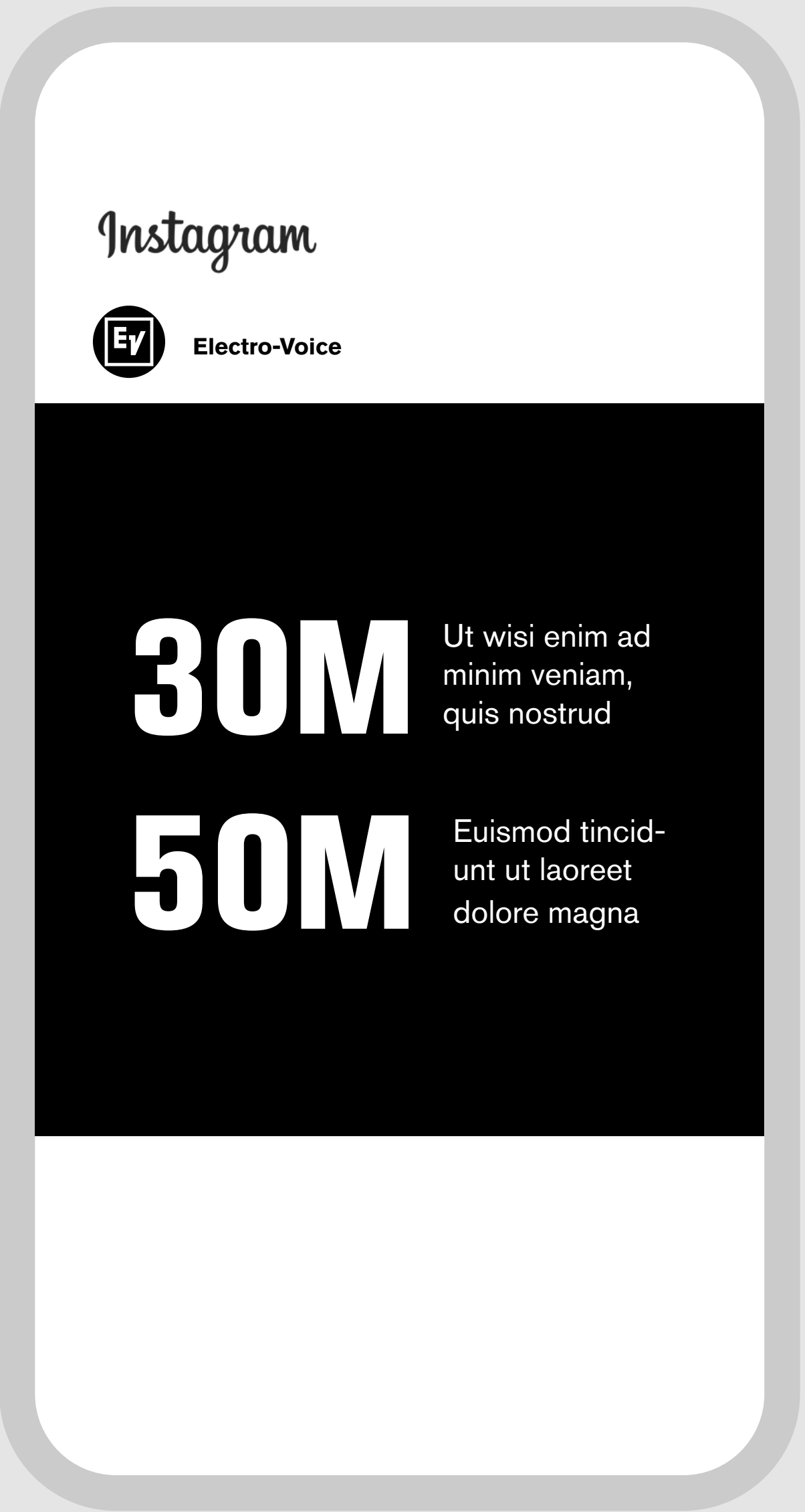
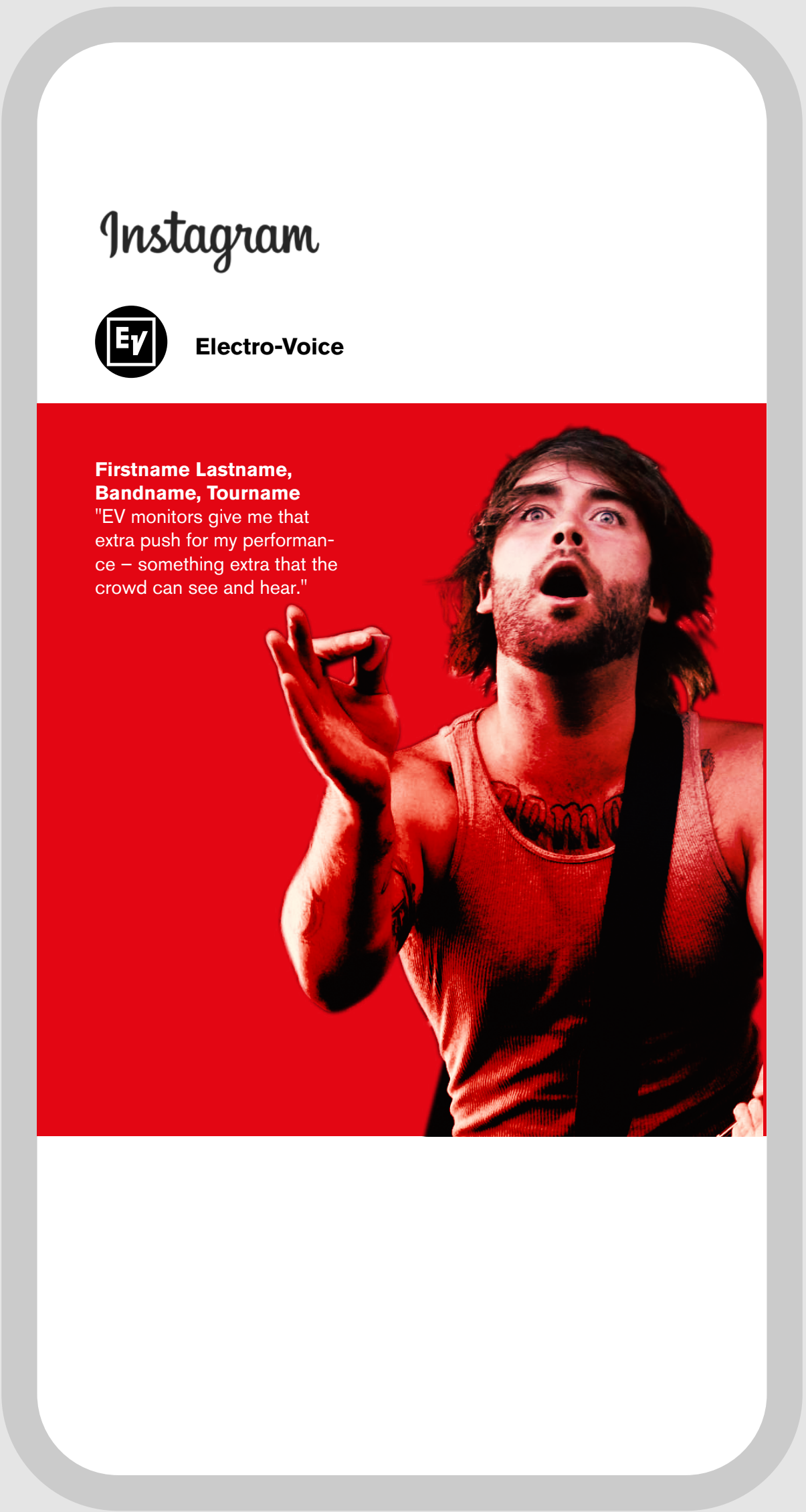
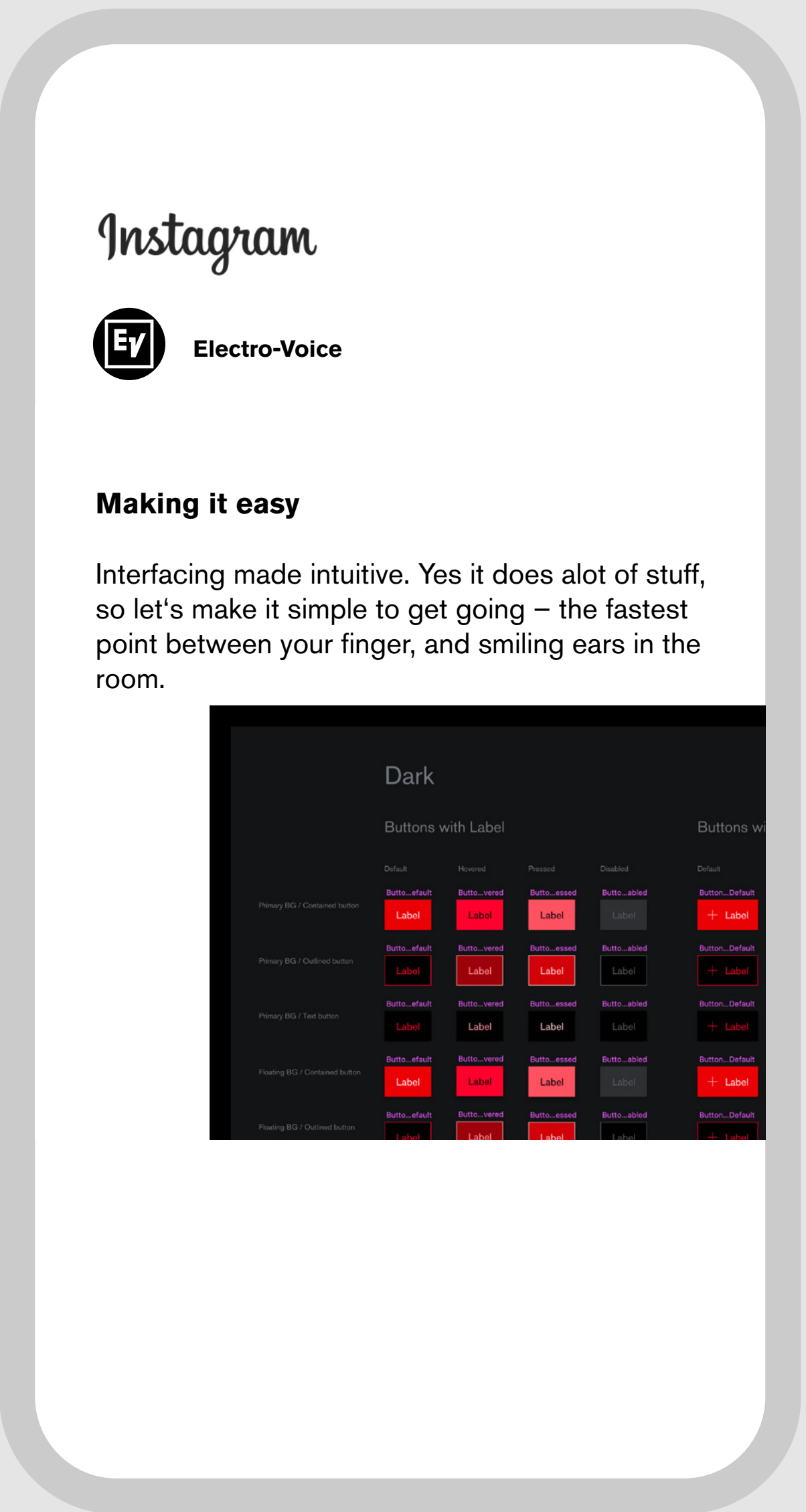
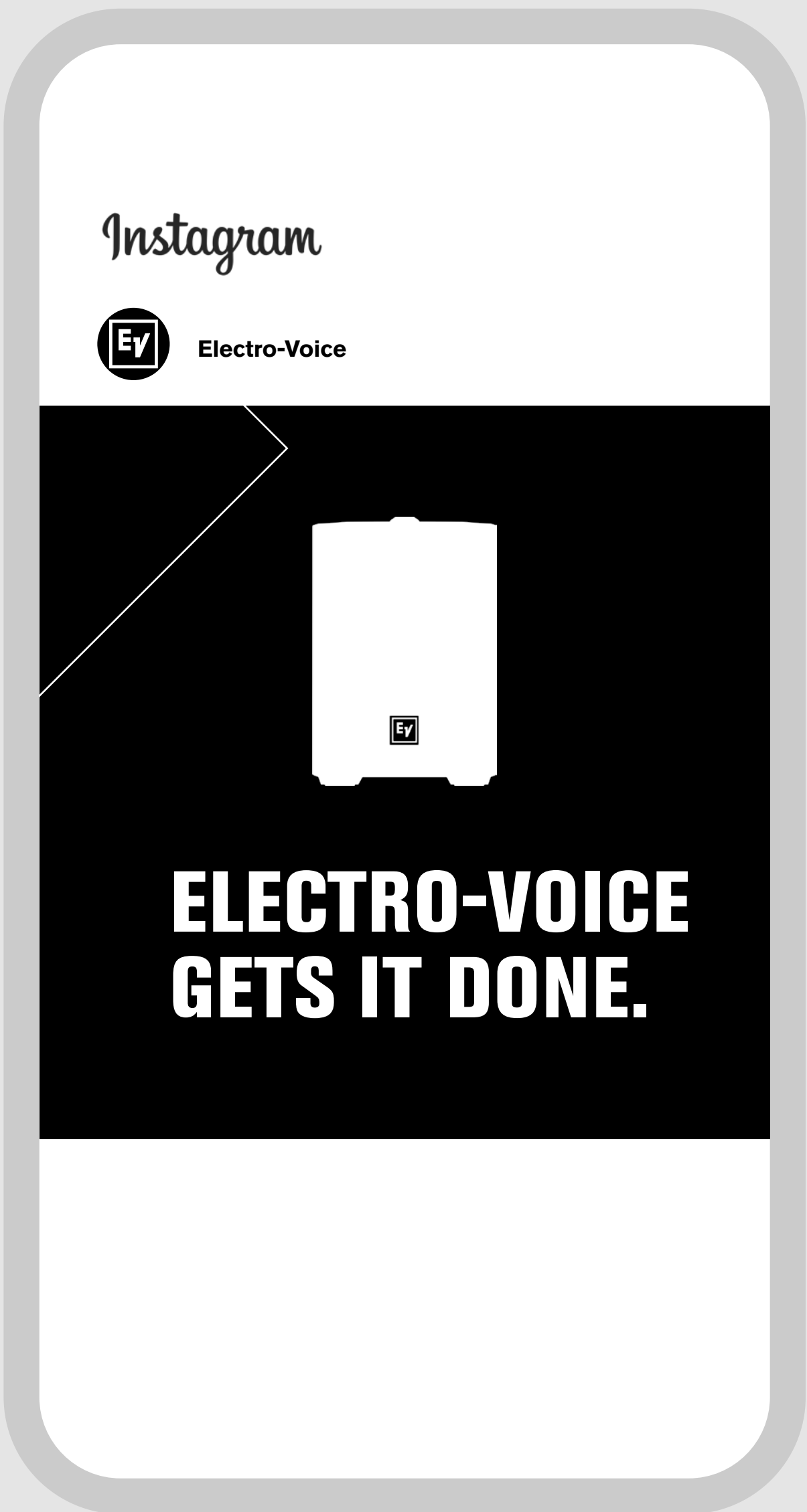
	Buttons with Label				Buttons with Icon and Label				Buttons with Icon			
	Default	Hovered	Pressed	Disabled	Default	Hovered	Pressed	Disabled	Default	Hovered	Pressed	Disabled
Primary BG / Contained button	Label	Label	Label	Label	+ Label	+ Label	+ Label	+ Label	+	+	+	+
Primary BG / Outlined button		Label	Label	Label		+ Label	+ Label	+ Label		+	+	+
Primary BG / Text button		Label	Label	Label		+ Label	+ Label	+ Label		+	+	+
Floating BG / Contained button	Label	Label	Label	Label	+ Label	+ Label	+ Label	+ Label	+	+	+	+
Floating BG / Outlined button		Label	Label	Label		+ Label	+ Label	+ Label		+	+	+
Red BG / Outlined button	Label	Label	Label	Label	+ Label	+ Label	+ Label	+ Label	+	+	+	+

Dark

	Buttons with Label				Buttons with Icon and Label				Buttons with Icon			
	Default	Hovered	Pressed	Disabled	Default	Hovered	Pressed	Disabled	Default	Hovered	Pressed	Disabled
Primary BG / Contained button	Label	Label	Label	Label	+ Label	+ Label	+ Label	+ Label	+	+	+	+
Primary BG / Outlined button	Label	Label	Label	Label	+ Label	+ Label	+ Label	+ Label	+	+	+	+
Primary BG / Text button	Label	Label	Label	Label	+ Label	+ Label	+ Label	+ Label	+	+	+	+
Floating BG / Contained button	Label	Label	Label	Label	+ Label	+ Label	+ Label	+ Label	+	+	+	+
Floating BG / Outlined button	Label	Label	Label	Label	+ Label	+ Label	+ Label	+ Label	+	+	+	+

Social media stories





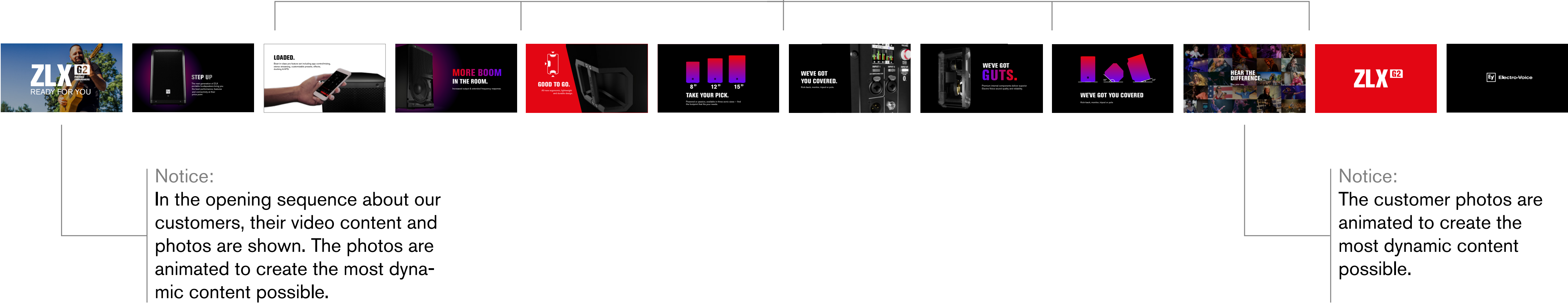
Video

Storyboard (ZLX-G2)

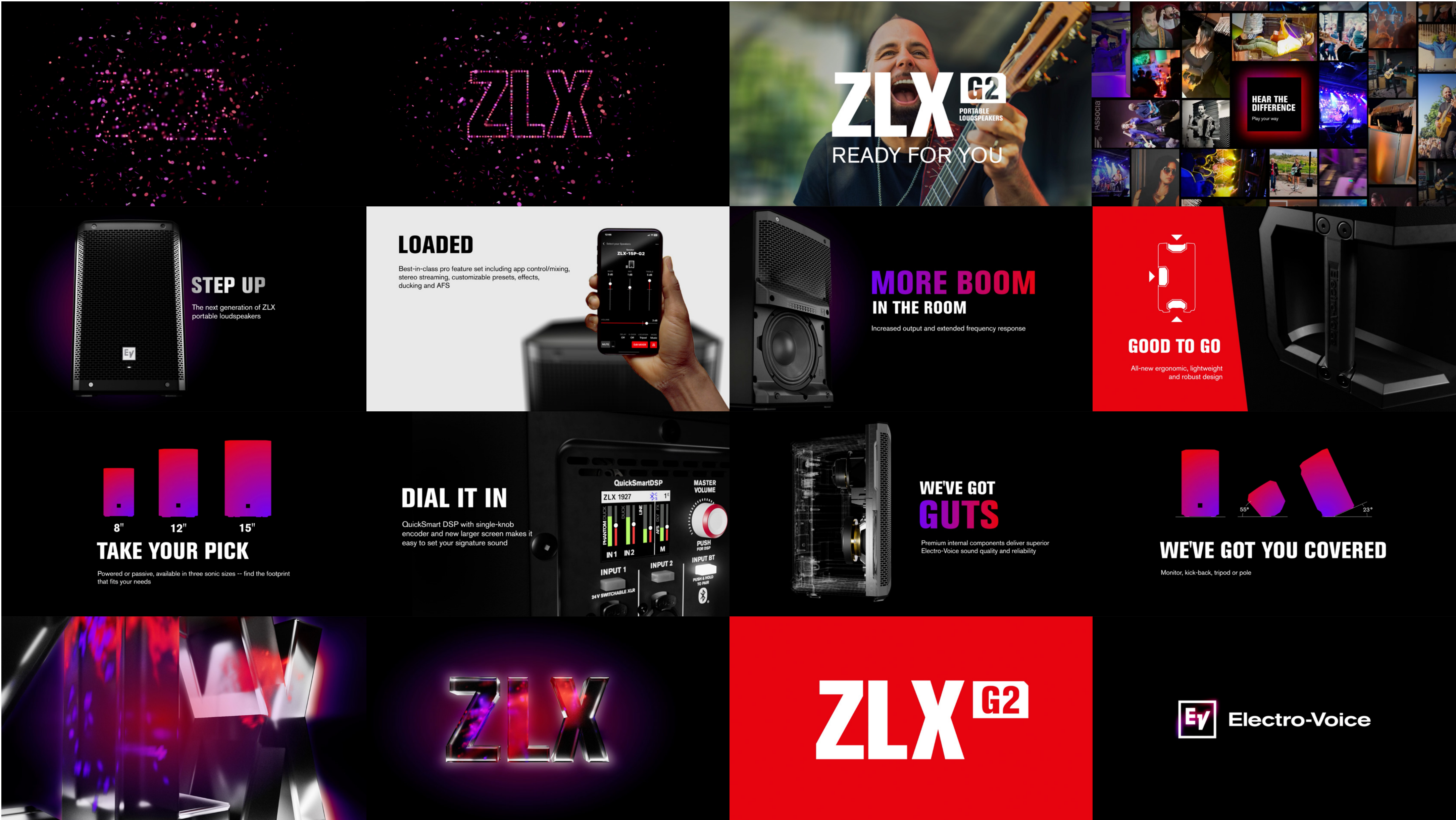
Musicians

Duration: 30 sec.
Resolution: 1920 x 1080
Format: 16:9
Background Music: TBD
Voice over: TBD

Notice: Interviews with the people responsible for the product, are placed between some scene, matching the content to the particular feature.



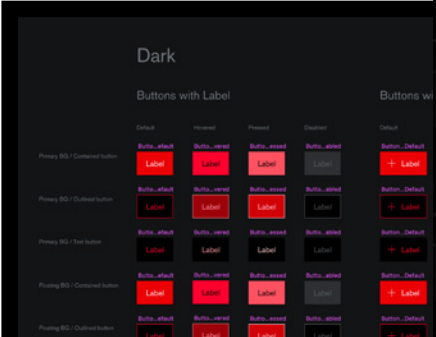
Video (ZLX-G2)



POINT & SPEAK

Making it easy

Interfacing made intuitive. Yes it does alot of stuff, so let's make it simple to get going – the fastest point between your finger, and smiling ears in the room.



Kaboom in the room IT FEELS GOOD TO SOUND GOOD



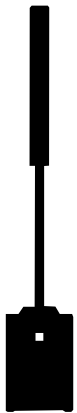
DI Kistarel, DJ/Entertainer
Endorsed by Electro-Voice

The legendary RE20 is now available in a sleek black finish. Visit us online to find out why it's a go-to mic for musicians, producers, broadcasters and podcasters everywhere. www.electrovoice.com/re20

**Electro-Voice**

Freshman Lastname, Bandname, Tournamen
"EV monitors give me that extra push for my performance – something extra that the crowd can see and hear."





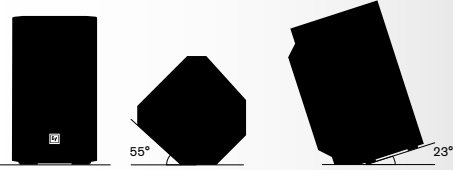
The sound that puts it out there
IN THE MOMENT

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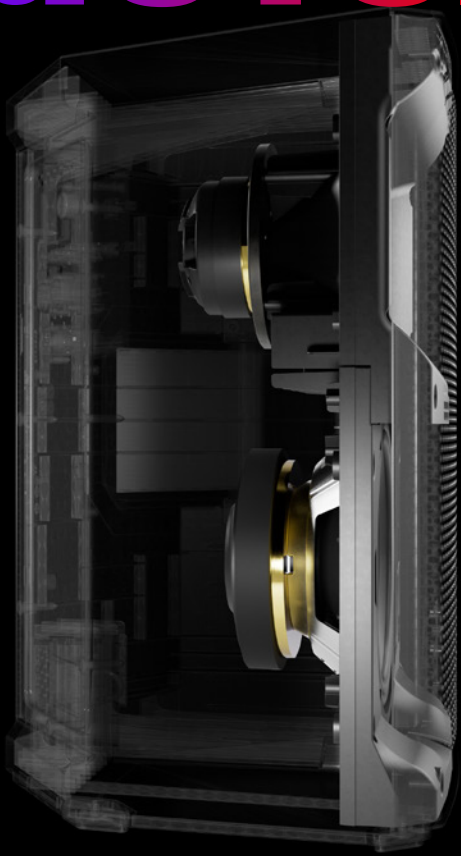
**Tripod, monitor and kick-back
WHATEVER YOU NEED.**

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.



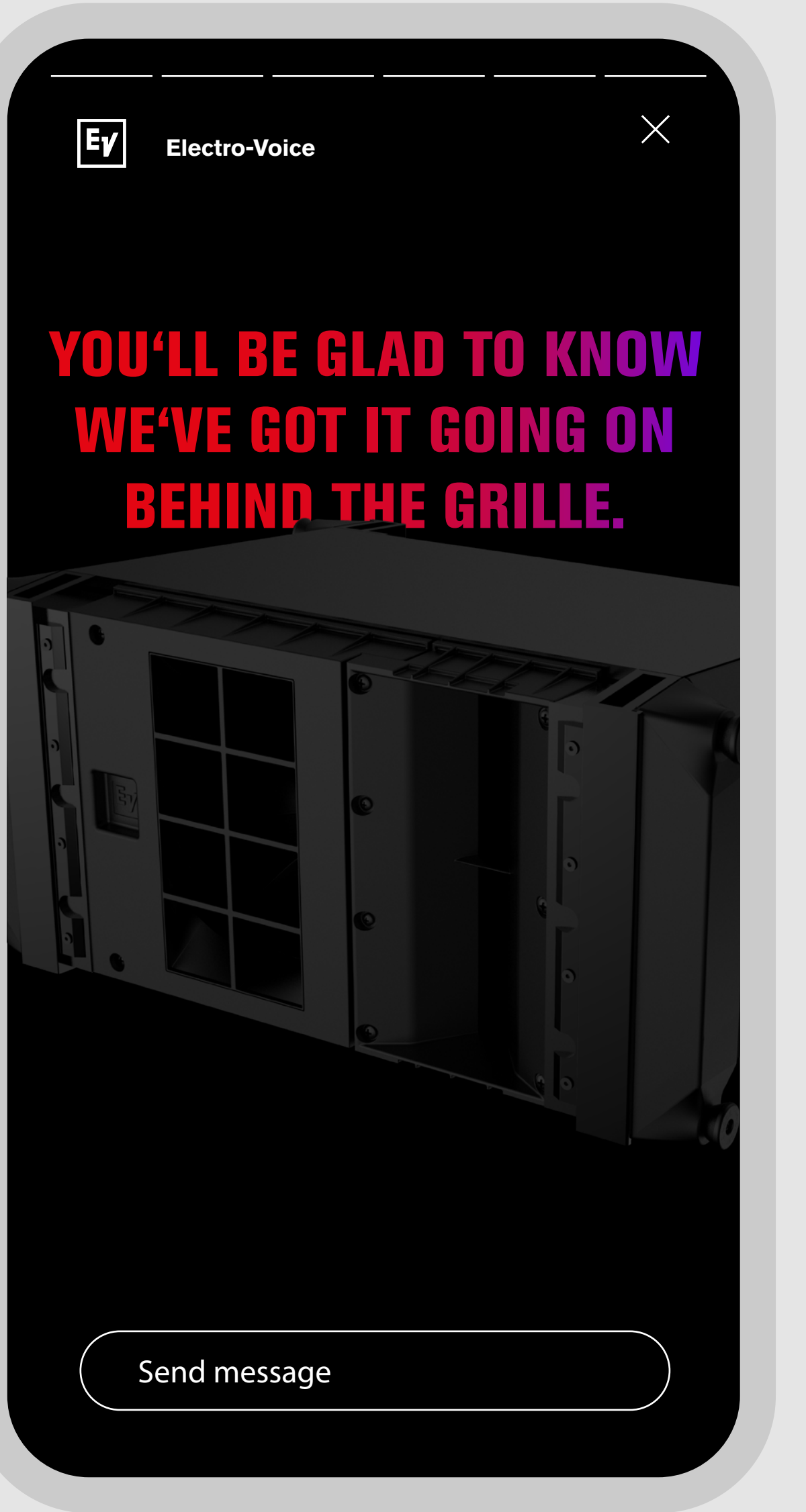
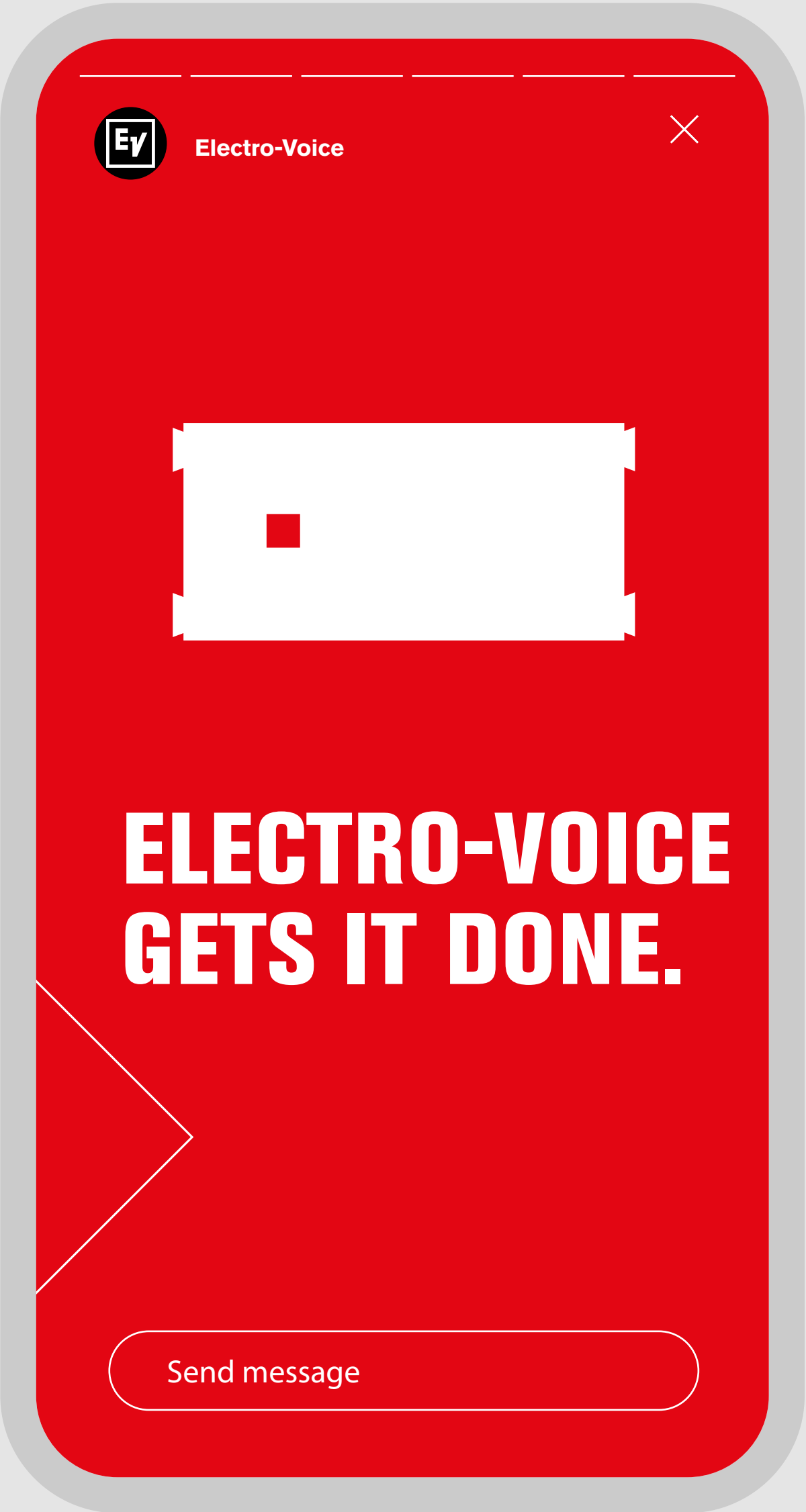
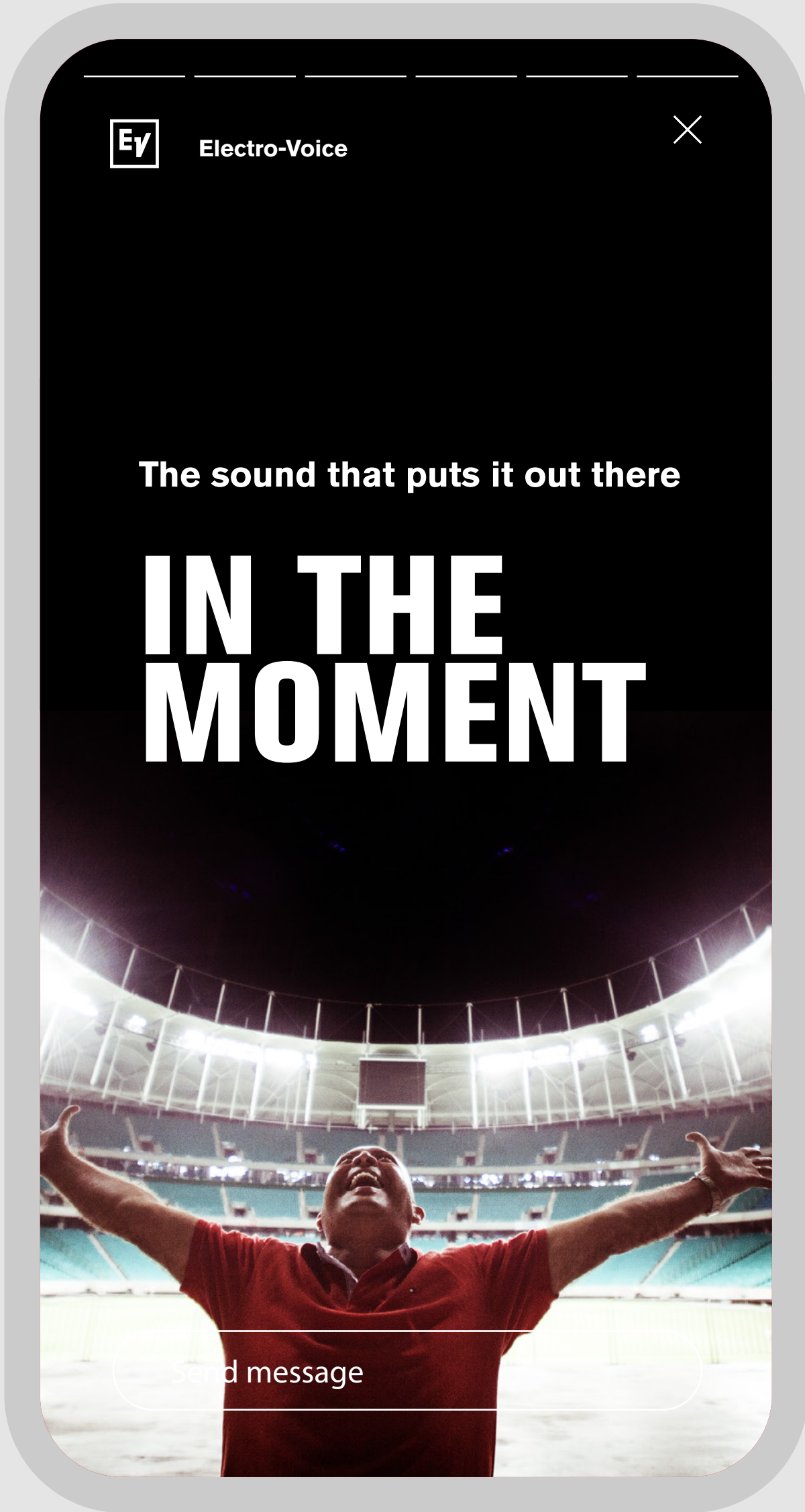
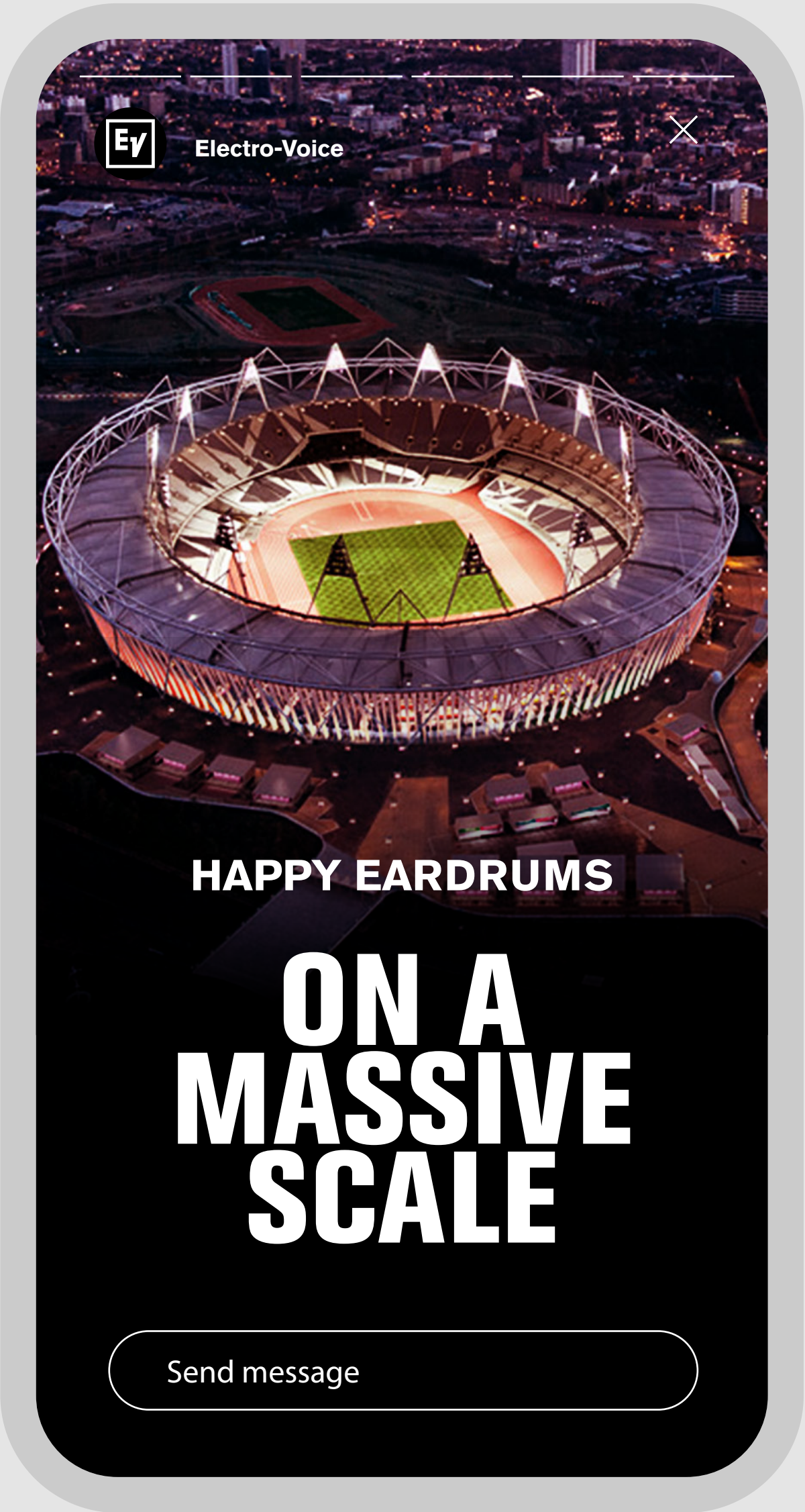
Higher maximums SPL,
stronger and deeper bass extension

GUTS.



The Audioquip team, Saint Paul, Minnesota, USA
A pro-audio world leader that relies on EV performance and reliability every day.
"Simply put, EV is part of our team – a go-to brand for us." Nate Rohrer, Owner

Social media stories (install)



Print (install)

Festname Lastname, Barchano, Tournano
"EV monitors give me that extra push for my performance – something extra that the crowd can see and hear."



The sound that puts it out there

IN THE MOMENT

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Not just another black box

THIS ONE'S DIFFERENT

Making it easy

Interfacing made intuitive. Yes it does alot of stuff, so let's make it simple to get going – the fastest point between your finger, and smiling ears in the room.

Dark

Buttons with Label

Buttons w



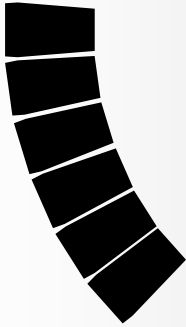
IT FEELS GOOD TO SOUND GOOD

The legendary **RE20** is now available in a sleek black finish. Visit us online to find out why it's a go-to mic for musicians, producers, broadcasters and podcasters everywhere. www.electrovoice.com/re20

Ey Electro-Voice

POINT & SPEAK

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Good sound speaks for itself

MAKING IT HAPPEN

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The Audioquip team, Saint Paul, Minnesota, USA
A go-to media events house that relies on EV performance and reliability every day.
"Simply put, EV is part of our team – a go-to brand for us." Nate Richter, Owner



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