



Brand Identity Guidelines

The amplifon Logo guidelines have been designed to guarantee its correct use. The aim of this manual is to support the creation of a strong and consistent identity in all of its applications.

- 1.1 Logo version.
- 1.2 Exclusion zone.
- 1.3 Logo minimum size.
- 1.4 Colors.
- 1.5 Monochrome.
- 1.6 Monochrome version.
- 1.7 Color version.
- 1.8 Prohibitions regarding the logo's usage.
- 1.9 Frame logo animation negative / long.
- 1.10 Frame logo animation positive / long.
- 1.11 Frame logo animation negative / short.
- 1.12 Frame logo animation positive / short.

1.1 Logo version

The logo is composed using the Amplifon logotype and is represented by the distinctive “A Seal”.

The relationship between the two is consistent and they should never live separate from one another.

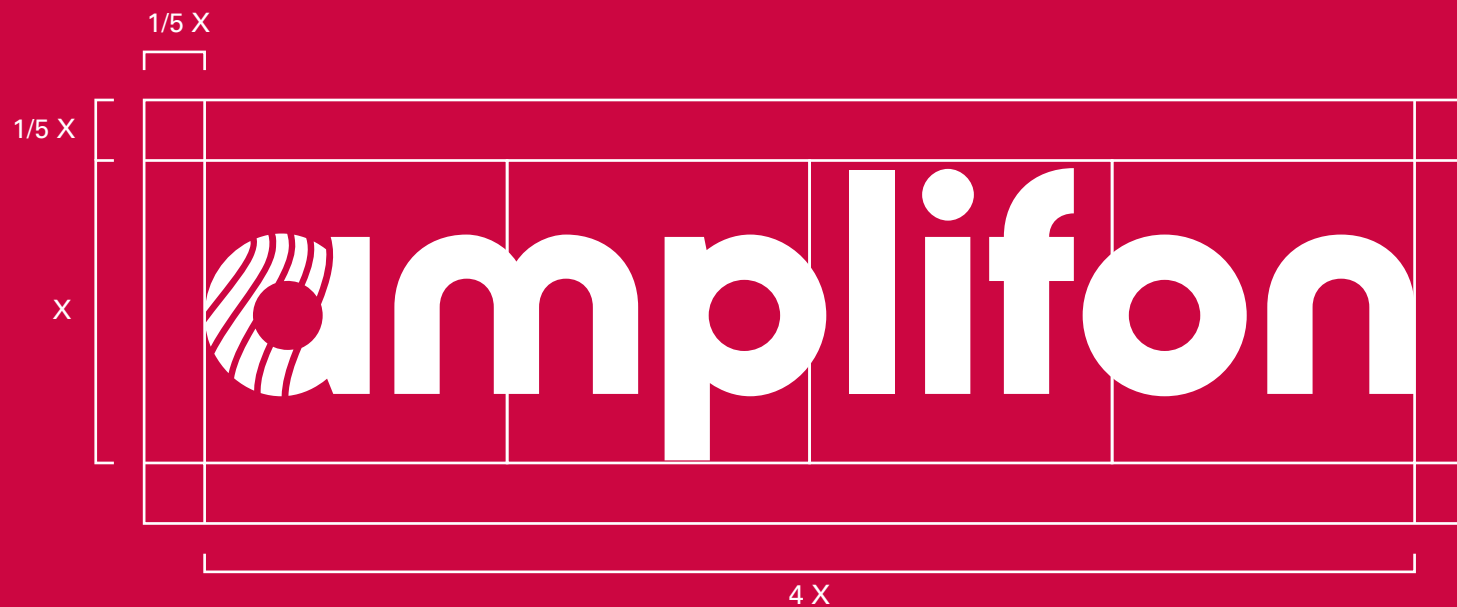
The Amplifon logo is displayed in white on a red background. It features a stylized lowercase 'a' with a circular seal containing red and white diagonal stripes. This is followed by the word 'mplifon' in a bold, lowercase, sans-serif typeface.A diagram illustrating the components of the logo. A horizontal line with vertical end caps spans the width of the word 'mplifon'. Below this line, the word 'Logotype' is centered. To the left of the main line, a shorter horizontal line with vertical end caps is positioned under the 'a' seal, with the text 'icon “a”' centered below it.

Logotype

icon “a”

1.2 Exclusion zone

The exclusion zone of the logo provides the space not affectable by graphics of any kind.



1.3 Logo minimum size

The minimum dimension calculated to guarantee proper legibility of all elements that make up the logo should be no smaller than 20 mm.

amplifon



20 mm

1.4 Colors

When on a colored background, the logo must always be used accompanied by the amplifon "red".



1.5 Monochrome

Depending on the intensity of background color, always be sure to use a negative monochromatic version of the logo. The example below illustrates various versions of this logo application in context.

10% Grey		60% Grey	
20% Grey		70% Grey	
30% Grey		80% Grey	
40% Grey		90% Grey	
50% Grey		100% Grey	

1.6 Monochrome Version

A monochromatic version of the logo must always be used in all cases when the logo cannot be reproduced in color as well as in those particular cases when it must be used against dark

colored backgrounds. Both monochromatic as well as positive and negative versions of the logo have been created for use when the logo must live on full color solid backgrounds.

The image shows the Amplifon logo in white against a solid black background. The logo consists of a circular icon with diagonal lines on the left, followed by the word "amplifon" in a lowercase, sans-serif typeface.The image shows the Amplifon logo in black against a solid white background. The logo consists of a circular icon with diagonal lines on the left, followed by the word "amplifon" in a lowercase, sans-serif typeface.

1.7 Color Version

The red background is recommended when creating more commercial communications while the white

background should be used for those that are deemed more corporate in nature.

The Amplifon logo is centered on a solid red rectangular background. The logo consists of a stylized 'a' with a circular pattern of vertical lines inside, followed by the word 'mplifon' in a bold, lowercase, sans-serif typeface.The Amplifon logo is centered on a solid white rectangular background. The logo consists of a stylized 'a' with a circular pattern of vertical lines inside, followed by the word 'mplifon' in a bold, lowercase, sans-serif typeface.

**1.8 Prohibitions regarding
the logo's usage**

Any further application of the logo, not defined in the manual
must be considered improper: the resizing, distortion and

reinterpretation of the individual components
or any other alteration of the mark.

A 

B 

C 

D 


E 

F 

G 

H 

I 

J 

K 

L 

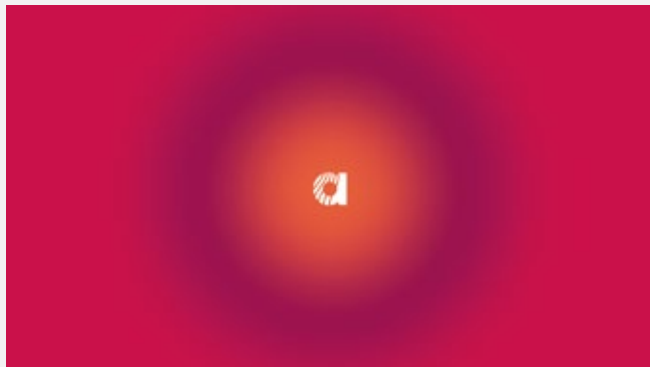
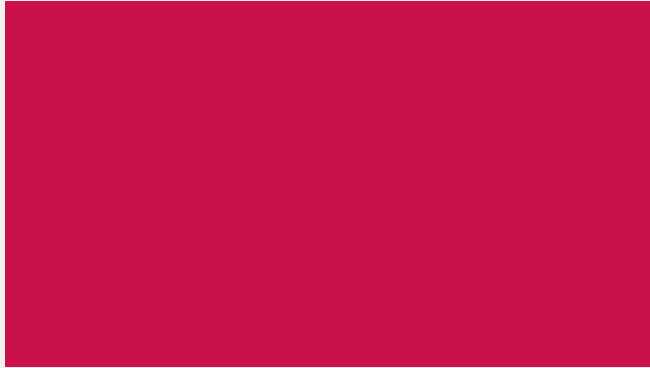
M 

N 

1.9 Frame logo animation
negative / long

We have created a motion graphic of the logo in both “short” and “long” main versions. This motion logo must always be used “as-is” and shown in its “full-version”

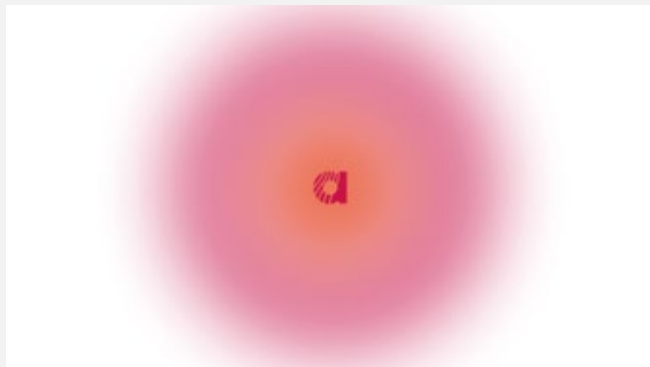
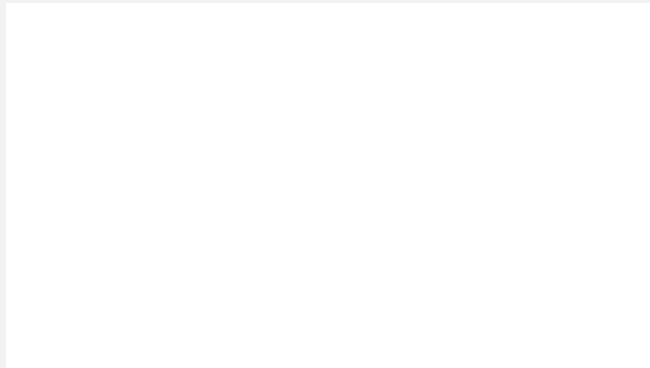
entirety each time. No modifications whatsoever to the graphics included here are permitted.



1.10 Frame logo animation
positive / long

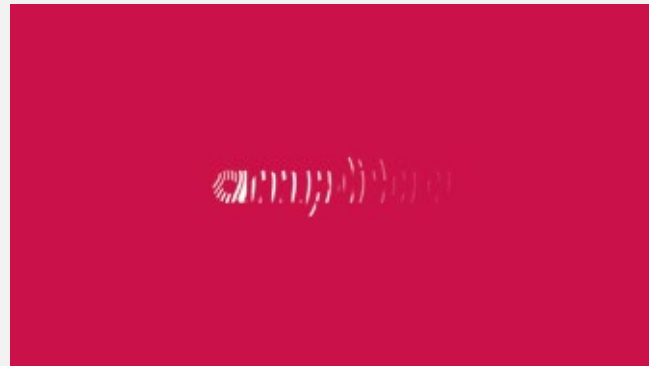
We have created a motion graphic of the logo in both “short” and “long” main versions. This motion logo must always be used “as-is” and shown in its “full-version”

entirety each time. No modifications whatsoever to the graphics included here are permitted.



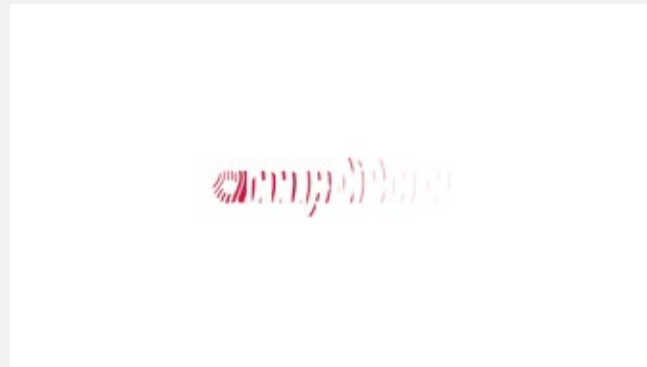
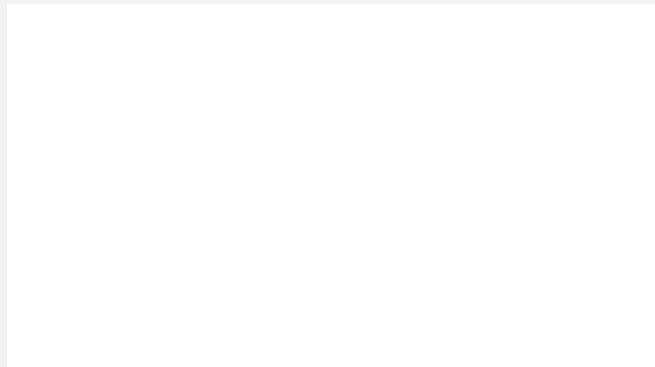
1.11 Frame logo animation
negative / short

This motion logo must always be used “as-is” and shown in its “full-version” entirety each time. No modifications whatsoever to the graphics included here are permitted.



1.12 Frame logo animation
positive / short

This motion logo must always be used “as-is” and shown in its “full-version” entirety each time. No modifications whatsoever to the graphics included here are permitted.



Look&Feel Principles

The creation of a coherent and recognizable identity across all applications is not only created by a logo. In this part of the manual regarding the Look&Feel, all the elements that combine to create a unique and iconic brand identity, have been identified and explained to encourage proper use across all communications tools.

- | | | | |
|------|---------------------------|------|-------------------------|
| 2.1 | Concept cluster target. | 2.12 | Gradient. |
| 2.2 | Colors. | 2.13 | Stripes texture. |
| 2.3 | Colors. | 2.14 | Particle texture. |
| 2.4 | Colors. | 2.15 | Toolbox. |
| 2.5 | Typography / Primary. | 2.16 | Device rules. |
| 2.6 | Typography / Secondary. | 2.17 | Device rules. |
| 2.7 | Grid System / Vertical. | 2.18 | Typography key visual. |
| 2.8 | Grid System / Horizontal. | 2.19 | Typography key visual. |
| 2.9 | Logotype position. | 2.20 | Chart and graphic data. |
| 2.10 | "A" Seal. | 2.21 | Photographic Style. |
| 2.11 | "A" Seal key visual. | 2.22 | Photographic style. |

Amplifon Red

Pantone®

CMYK

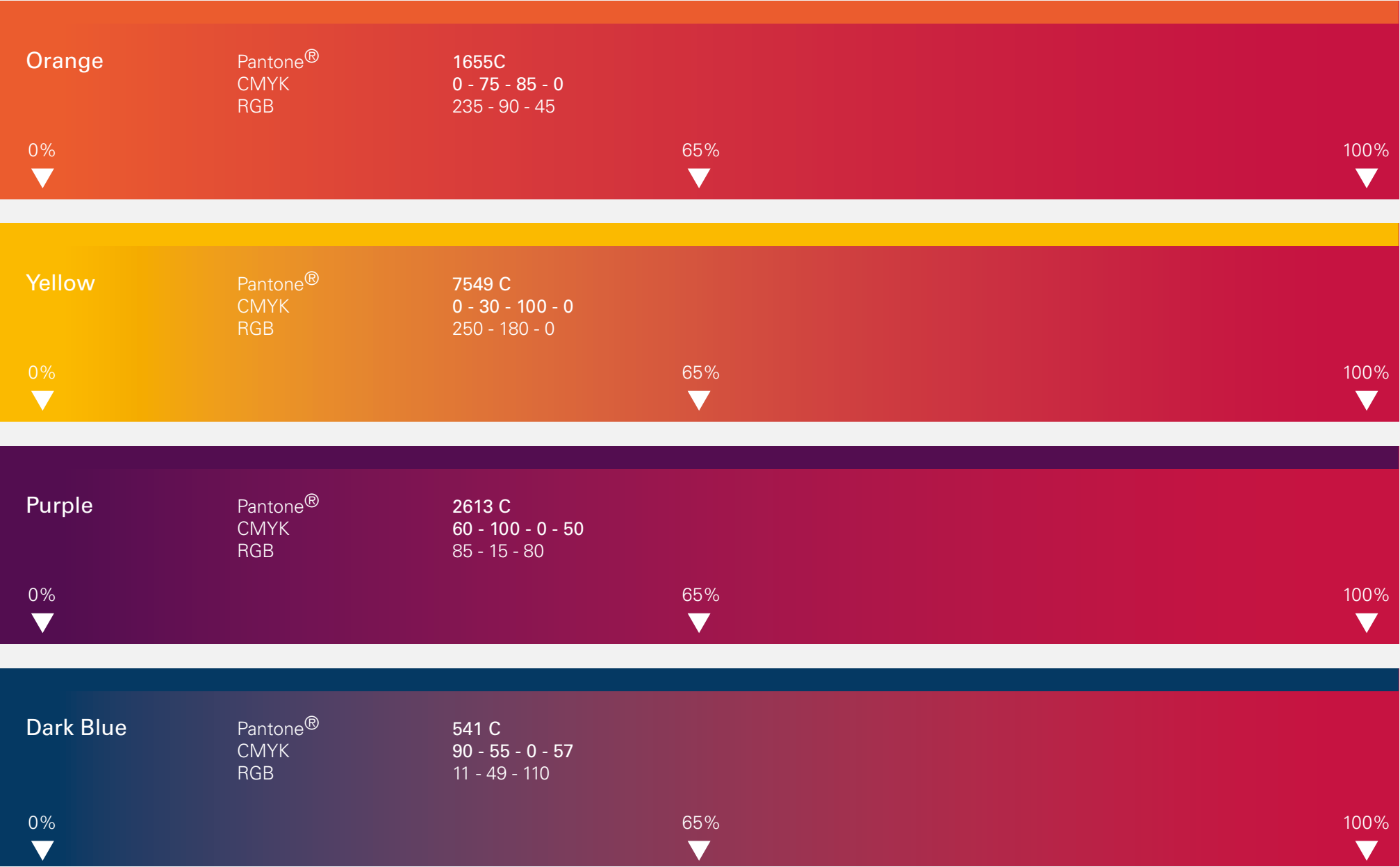
RGB

1935 C

3 - 100 - 59 - 12

197 - 0 - 62

2.3 Colors



2.4 Colors



The primary typography used is Value and it should be used in the creation of headlines, titles and short messages of great importance.

Primary typeface

Value designed by

Colophon foundry

Value Sans is a sans-serif typeface released by Colophon Foundry in 2013. The design was inspired by Elegant Grotesk, a geometric sans-serif from 1928 and Granby, a Johnston-inspired humanist face from 1930.

VALUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ()?.,-!/£@

VALUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ()?.,-!/£@

The secondary typography is Univers. It should be used to compose current text and all other functional types of text creation: Current text, information, dida and graphics, etc.

This font offers an extended family of weights and widths in order to cover a wide range of communications needs.

Secondary typeface

Univers designed by

Linotype foundry

The typeface Univers is one of the greatest typographic achievements of the second half of the 20th century. The typeface has the advantage of having a variety of weights which even combined give an impression of steadiness and homogeneity. The clear, objective forms of Univers make this a legible font suitable for almost any typographic need.

UNIVERS LT 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 () ? . , - ! / £ @

UNIVERS LT 55 OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 () ? . , - ! / £ @

UNIVERS LT 65 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 () ? . , - ! / £ @

UNIVERS LT 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 () ? . , - ! / £ @

UNIVERS LT 57 CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 () ? . , - ! / £ @

UNIVERS LT 57 CONDENSED OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 () ? . , - ! / £ @

2.10 A Seal

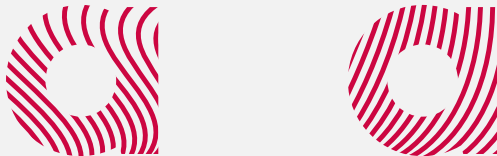
The "A Seal" is a container shape. While the outline must be always the same, different permutations in terms of stripes design and patterns are allowed.

A series of initial executions of the "A" Seal permissible for use are referenced below.

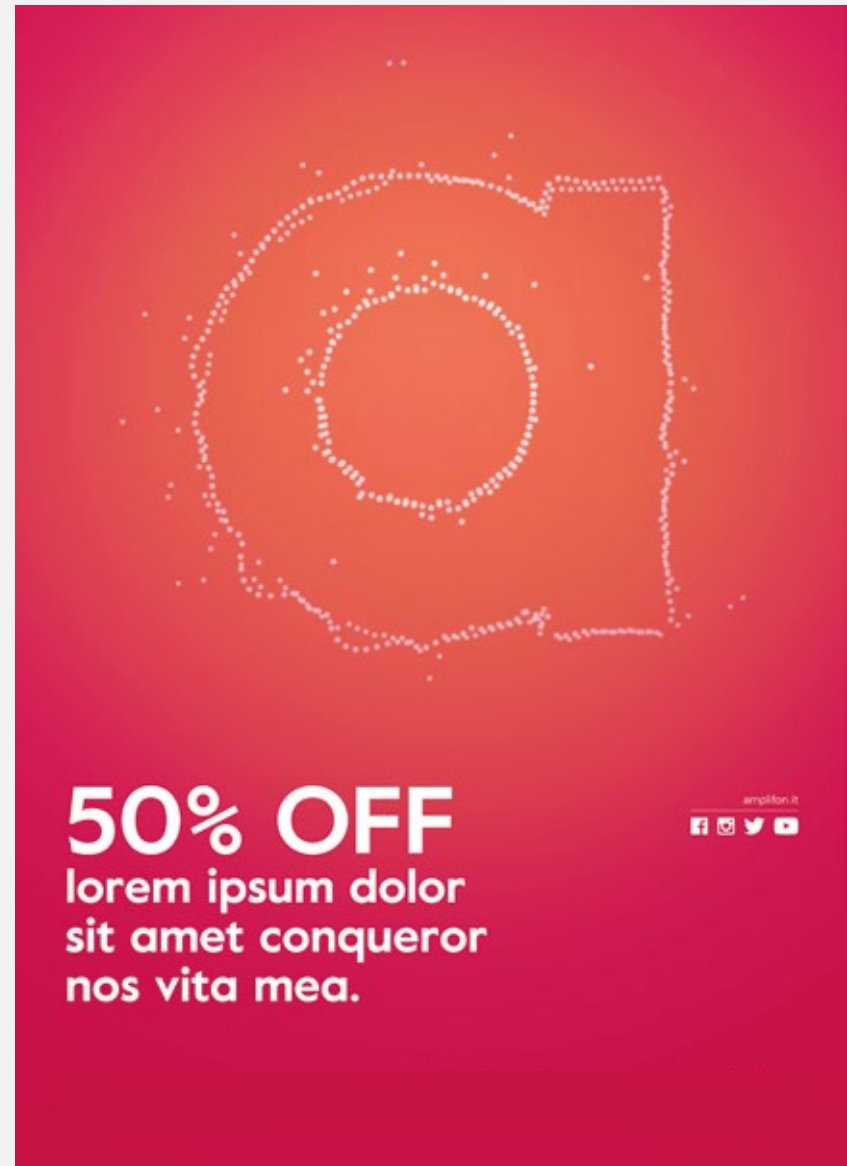
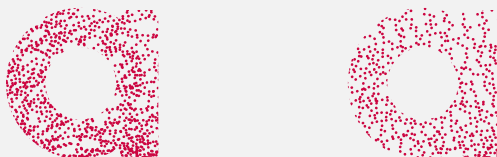
Classic "A Seal"



Permutations "A Seal" Stripes



Permutations "A Seal" Particles



2.11 A Seal

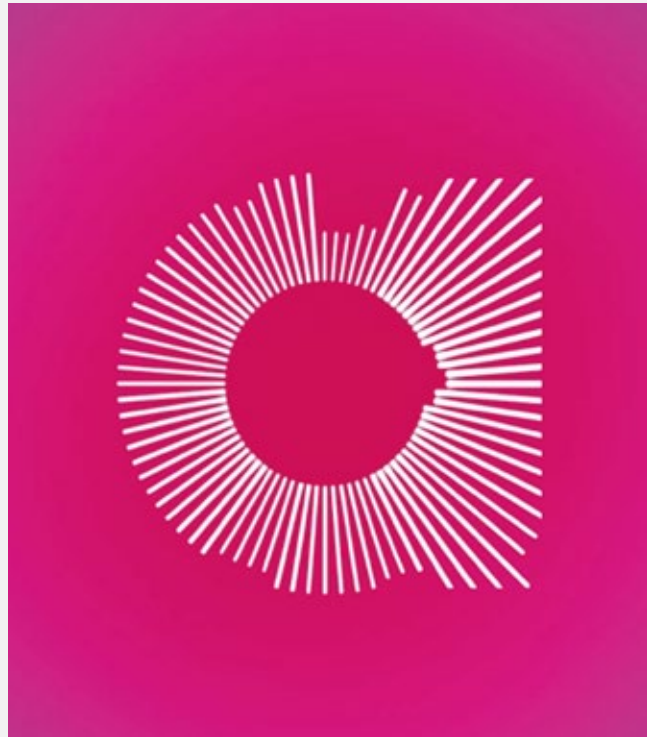
Permutations of the design can help to diversify the graphic language of the Brand, making it dynamic and surprising.

Permutation elements will be treated as key visuals to create consistency across many types of communications materials.

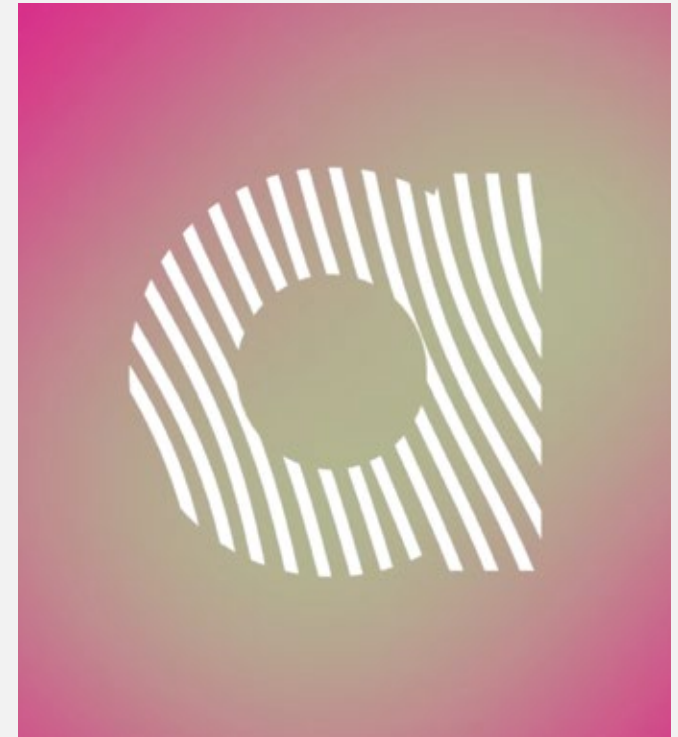
Key visual - Particle example



Key visual - Soundwave example



Key visual - Stripes example



2.12 Gradient

Regardless of the proportions, the support and type of gradient must be applied in alignment with the rules as laid out below.

Gradient model

Start → End



Orange Amplifon Red



Yellow Amplifon Red



Purple Amplifon Red



Light green Amplifon Red



Dark green Amplifon Red



Cyan Amplifon Red



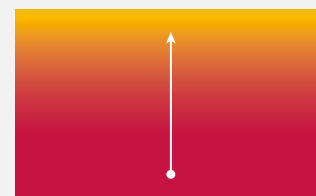
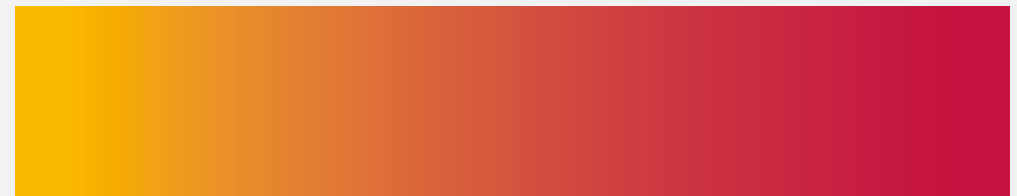
Blue Amplifon Red



Pink Amplifon Red

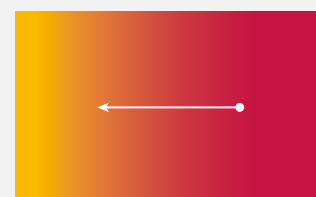
Gradient orientation rules

Regardless proportions of the support and the type of gradient must follow the rules below spelled



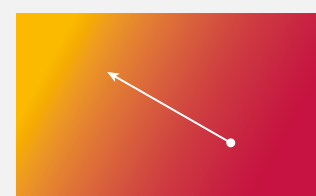
Vertical orientation

-
Amplifon Red
on Bottom



Horizontal orientation

-
Amplifon Red
on left side



Diagonal orientation

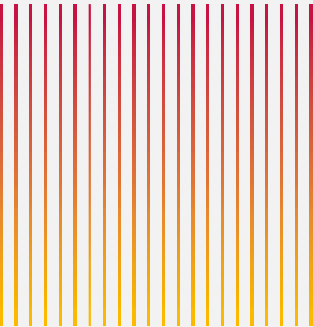
-
Amplifon Red
on bottom left side



Amplifon logotype must be placed on the Red area of gradient

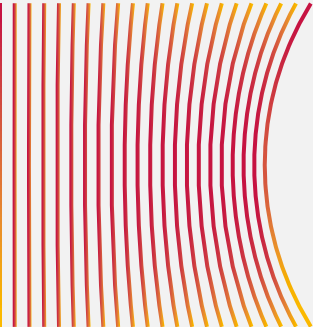
Basics

Stripes Blend



Example of distortion stripes

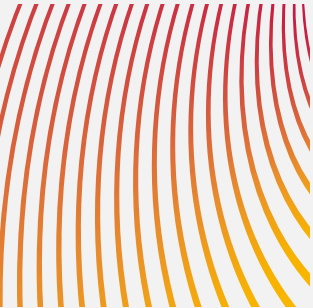
Stripes Blend + Wapr Bulge



Stripes Blend + Warp Wave



Stripes Blend + Warp Arc

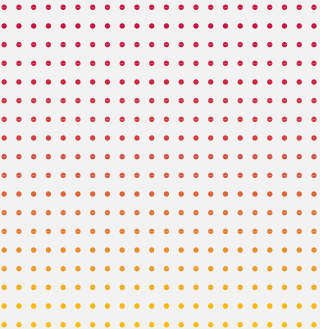


Stripes Blend + Warp Flag

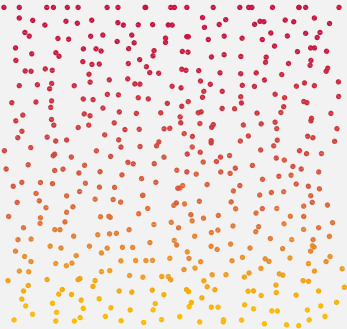


Basics

Stripes blend + Dash Line

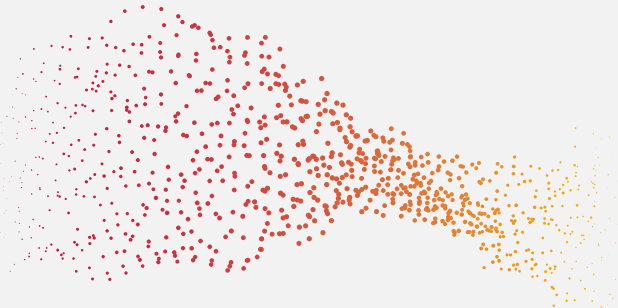


Stripes Blend Dash Line +
Distort Roughen



Example of distortion stripes

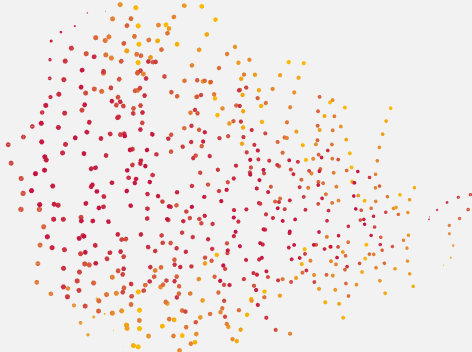
01



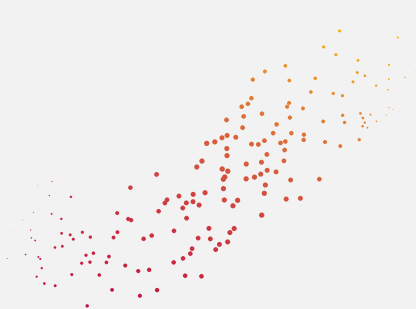
02



03



04

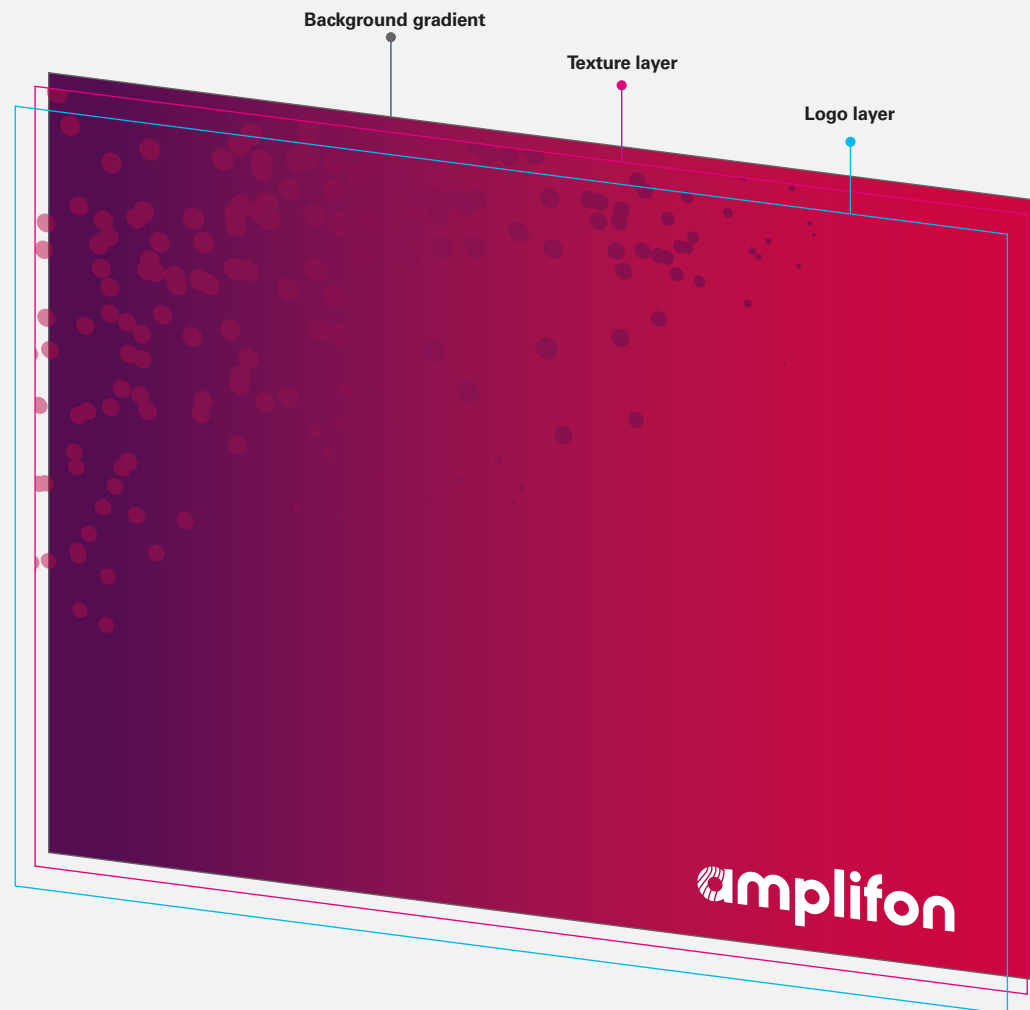


2.15 Toolbox

Building the layouts, it will be possible to combine several layers, in order to guarantee recognisability and impact.

Below you will find an initial toolbox of different elements to be combined through layers.

Toolbox composition



* Amplifon logo can't live on texture and stripes, but must be always positioned on red area of gradient.

Toolbox example

Example 01
Gradient: Purple / Red
Texture: Particle



Example 02
Gradient: Purple / Red
Texture: Particle



Example 03
Gradient: Orange / Red
Texture: Particle



Example 04
Gradient: Blue / Red
Texture: Stripes



Particle Typography Style



Use this style to make impactful key visuals for cover and campaign.

Stripes Typography Style

Hearing
Experience

Use this style to make impactful key visuals for cover and campaign.