



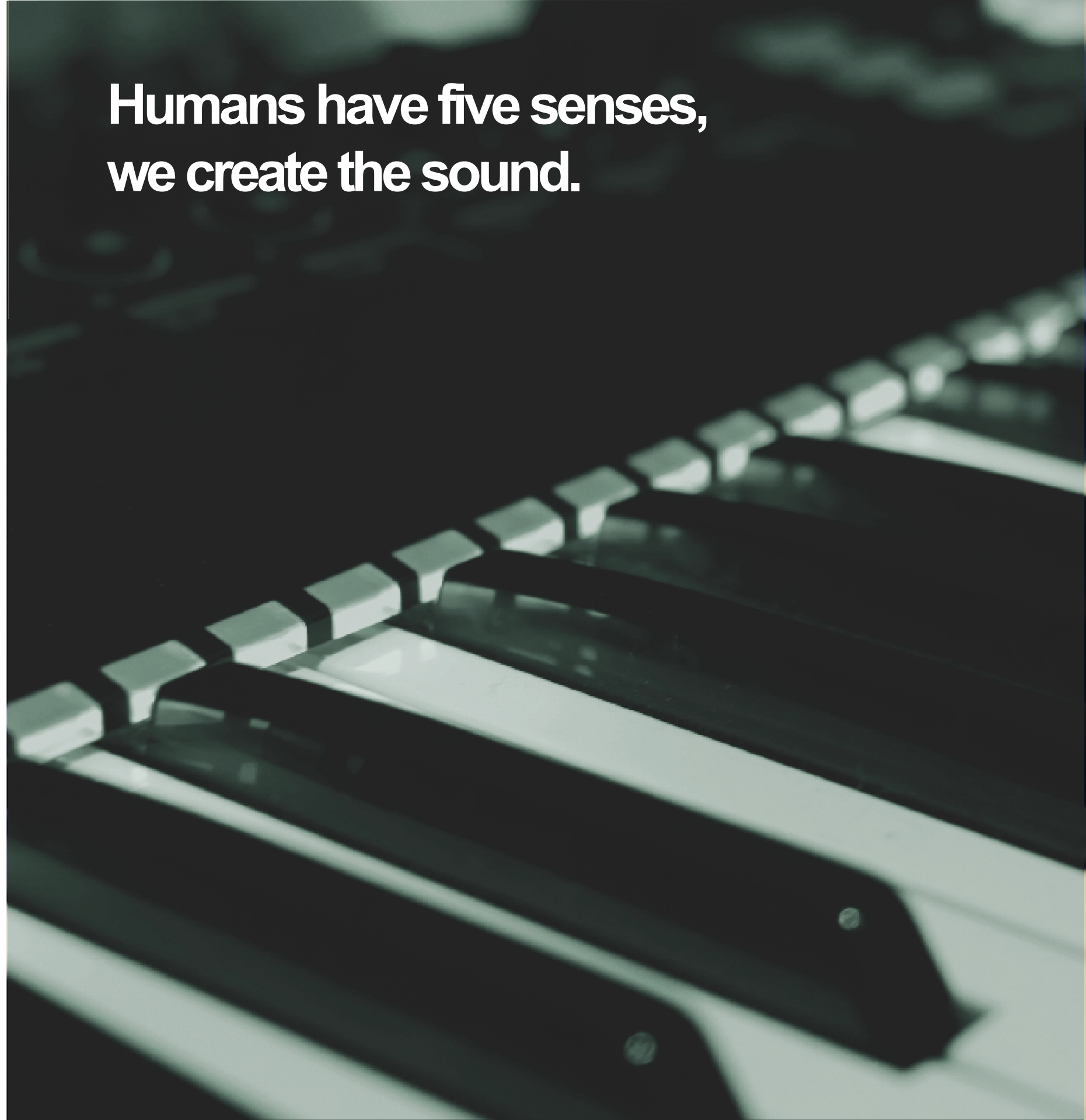
NOISEFLOOR
SOUND SOLUTIONS

BRAND GUIDELINES

“ Everything must harmonize

Starting with just two sound designers in 2005, NoiseFloor has grown to a strong ten member staff of sound designers, music composers, producers, audio implementators, mixers and location recordists. The team has brought experience, passion, and talent to such projects as: Hoop Dreams, Apollo 13, The Merry Gentleman, The Moleman of Belmont Avenue, Injustice: Gods Among Us, and the Halo video games series. Spanning Advertising, Gaming, Audio books, Television and Film, NoiseFloor's client list ranges from Coca Cola to EGO to The Big Ten Network to Warner Brothers.

Humans have five senses,
we create the sound.



Brand Guidelines

02 Logo



Primary logo



Single Color logo



Primary icon

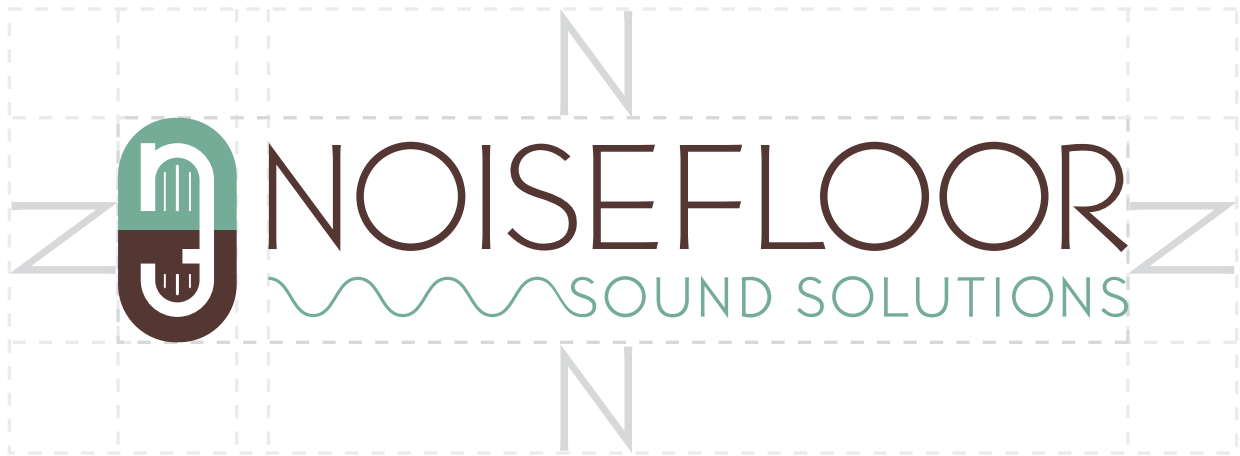


Single Color icon



Brand Guidelines

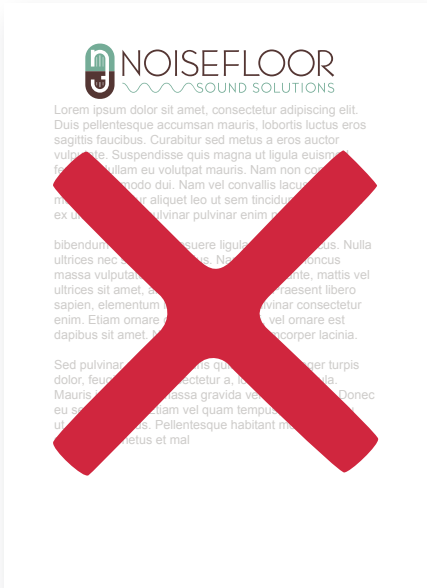
03 Logo Usage



A margin of clear space equivalent to the height of the 'N' is drawn around the wordmark to create the invisible boundary of the area of isolation. The logo mark has a clearspace equal to half the width. These areas of separation are a minimum and should be increased wherever possible.



Letterhead example



Photography example



Business card example



04 Logo Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.



NO:
Do not distort or transform the logo.



NO:
Do not apply gradients or change the color of the logo.



NO:
Do not stroke or outline the logo.



NO:
Do not rotate the logo.



NO:
Do not use any alternative typeface with the logo.



NO:
Do not display the logo without the icon.



Bernhard Gothic

Headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

Light

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

Heavy

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.



Brand Guidelines

06 Color

Color is a powerful means of identification. Consistent use of our primary colors will help build visibility and recognition for the Foursquare City Guide brand and will set us apart from our competitors.

OAK

HEX= 503835
R=84 G=55 B=52
C=48 M=69 Y=64 K=52
Pantone # 476c

MINT

HEX= 75AC96
R=117 G=172 B=150
C=44 M=0 Y=36 K=21
Pantone # 557c

SMOKE

HEX= BBBBBB
R=187 G=187 B=187
C=27 M=21 Y=21 K=0
Pantone # Cool Grey 4

ICE

HEX= EEEEEF
R=238 G=238 B=238
C=8 M=7 Y=5 K=0
Pantone # White



07 Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.



08 Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

TIFF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.






“ Our goal is to tell your story through the use of sound.

We do that through conventional methods like mixing, recording, and sound design. Of course, we've also been known to smash random objects just to get that perfect sound. We love what we do, we go above and beyond the call of duty.





**NoiseFloor is
your complete
audio solution.**



NoiseFloor is a team of people that help create the sonic perspective of any project. Each with different perspectives, we're able to create a new, fun, approach to a mix, sound design, and Composition.

**— VICTORIA SALAZAR, LEAD LOCATION MIXER
AND SOUND EDITOR**

NoiseFloor cultivates space for creatives that are looking to illuminate the sound of their projects. With insightful use of technology coupled with years of experience, our team will transform your ideas into a product you can champion. NoiseFloor creates the soundtrack to the rich and vibrant world in which we live, one sound at a time. We are the audio alchemists.



Brand Guidelines

11 Brand Voice



Brand Voice Chart			
Voice Characteristic	Description	Do	Don't
Clever Quirky Authentic Humorous Famillial Creative Grounded	<p>We don't take ourselves too seriously but we take the work seriously.</p> <p>We are focused all while still having a great time.</p> <p>Do utilize the app repost for original NF work related posts</p> <p>Do tag NF in your posts even if its just a repost</p> <p>We look to create copy that is both tongue in cheek yet vulnerable.</p> <p>We are spontaneous and surprising. We are not afraid to capture a range of moments while at work.</p> <p>We welcome people into our NoiseFloor family with warmth and comfort.</p> <p>We are not afraid to take risks and have years of experience to back up those risks.</p>	<ul style="list-style-type: none">Do add hashtags that are relatable to the posts with consistencyDefinitely spell checkDo bring spontaneity and an element of funDo post directly to NF when related to NF then to your personal channelsDo think ahead and plan your postsDo strategizeDo researchDo refer to this guideDo reference hashtags from this guideDo think about how this will reach the NF audiencesDo consider if this post serves a purposeCheck in with someone else before you hit post - buddy systemJust do, take risksFeel empowered to create new content while workingDo remember the NF social media is here for you to be creativeIf you create a post for your own channel that you love, DO share it to NF tooUtilize platforms according to what purpose they serve (Ex. FB more article focused)Do remember and keep tabs on the NDA's you have signed	<ul style="list-style-type: none">Don't bring negativity into postsDon't post badly about the company or other companiesDon't post something unprofessional on linkedinDon't forget to tag clients or peopleDon't make jokes at the expense of others without their consentDon't use hurtful languageDon't share client content until the project has been publicly released and with owner approval





Social Engagement Goals

Examples:

Community
Accessibility
Sincerity
Diligence
Honesty
Integrity
Development
Empowering
Creative
Versatile

We want to reach our clientele with humor and an insider look of what our day to day looks like. NoiseFloor aims for our clients to feel like part of our sound family. Our social engagement goals are to reach our audiences with honesty and entertainment. We want to showcase the versatility of our work with all of our social channels and spread a wider net to reach new audiences.

13 Ideal Content for Social

Quality Requirements

- Solid Composition
- In the moment, captured on a cell phone (strive to take more photos on a high-quality camera)
- Authentic copywriting, clever/professional vibe

Questions to Ask Before Posting

“A post happens to us”

Is it real and authentic?

Is it us?

Is it spontaneous?

Is it Clever?

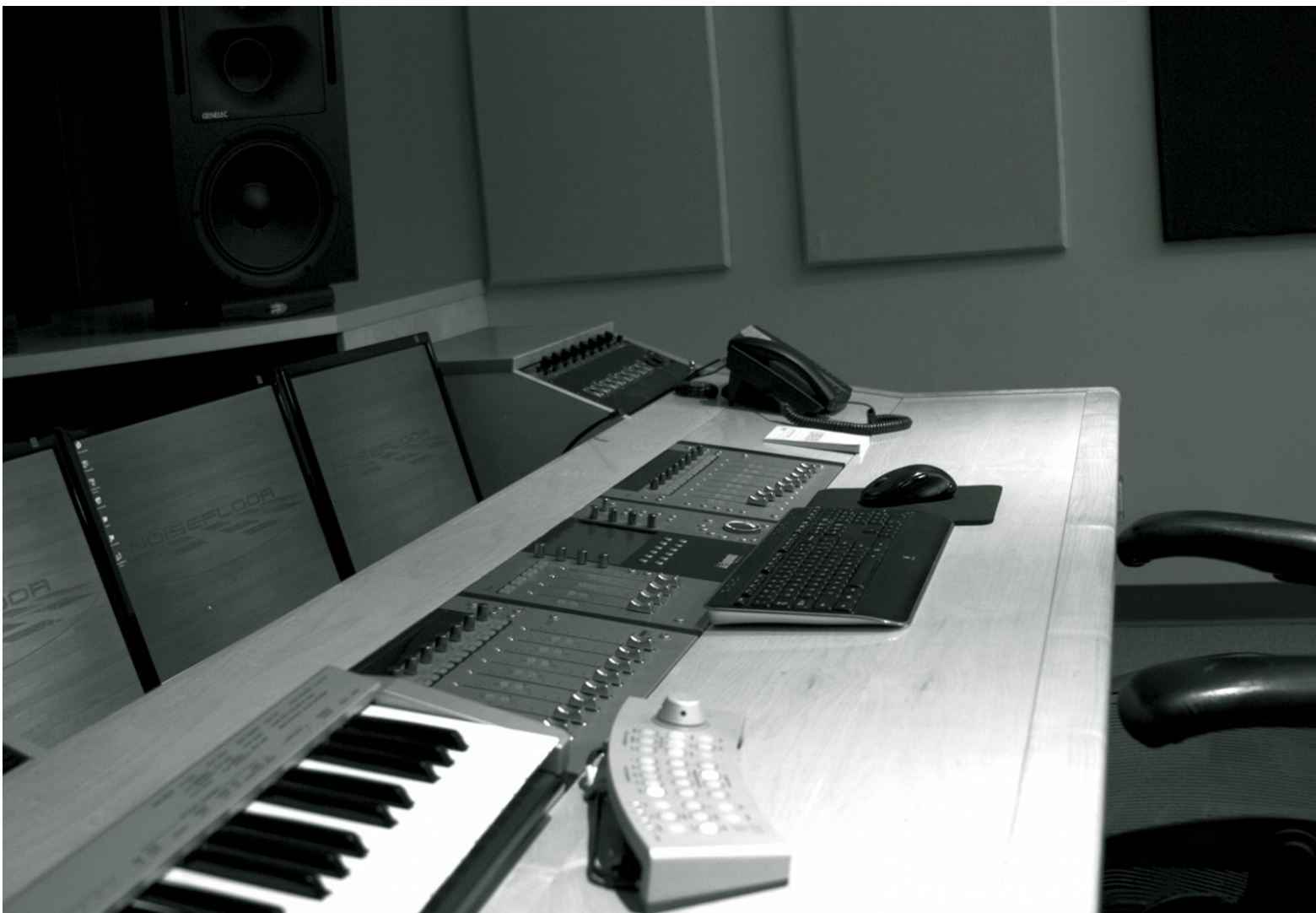
Note: A favorite campaign was “the team’s pets working”

NF fam at dinner selfie

Current Platforms

- LinkedIn/FB be more professional/curated/preplanned
- Docs
- IG and Tik Toc have a “look inside at our family” (slice of life, spur of the moment, casual yet professional getting shit done vibe)





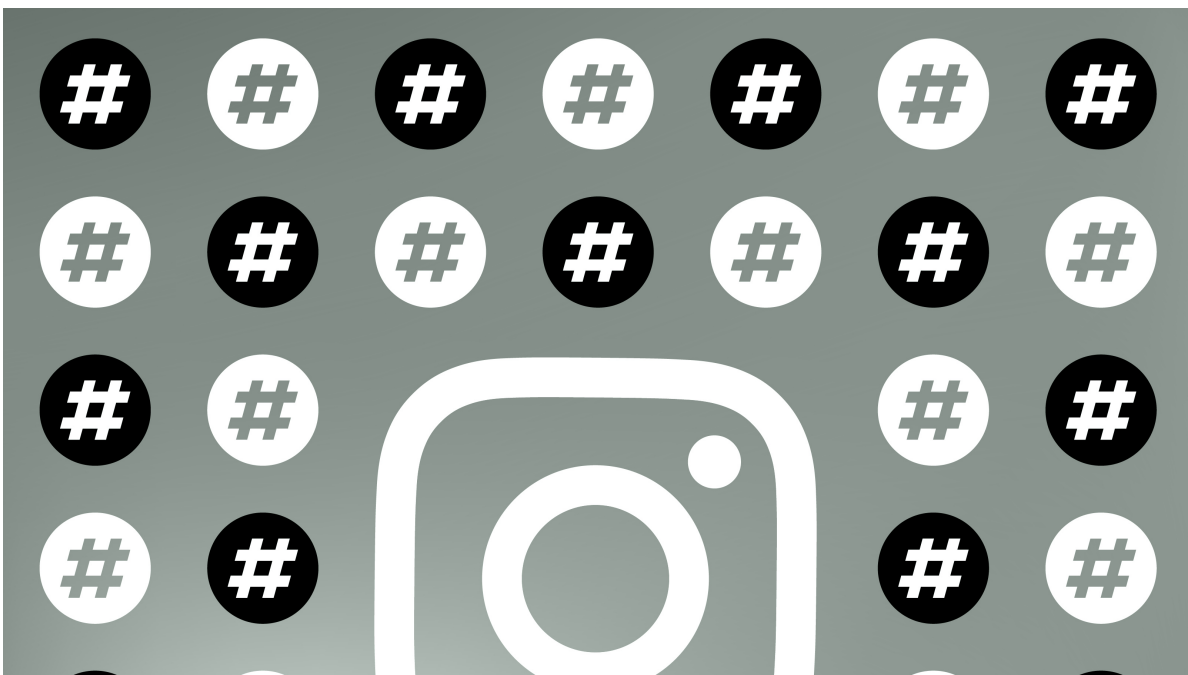
Buzz Words

Adjectives for what NF is:

Post Sound, Sound Design, Family, Friendly,
Warm, Mixing, Foley, Music, Musicians,
Creative, Creatives, Collaborative, Unique,
Silly, Humorous, Fun, Loving, Welcoming,
Inviting, Personable, Approachable,
Tantalizing, Experienced, Illuminating, Audio
Alchemists, NoiseFloorWay

Brand Guidelines

15 Ideal Content for Social



Key #

- #audioalchemists
- #noisefloorrealm
- #wetakecareofthesound
- #noisefloorfam
- #soundinchicago
- #audioposthouse
- #NF
- #audioveterans
- #soundcreators
- #sounddesign
- #thenoisefloorway
- #cultivateasoundfamily
- #noisefloorstudio
- #NFTeam
- #NoiseFloorLTD

Mainstream #

- #chicagofilmscene
- #videohead
- #contentcreators
- #chicagofilm
- #filmlife
- #onset
- #chicagofilmakers
- #postlife
- #filmmakers
- #filmmakersofthenow
- #mediamakers
- #igdaily
- #igpost
- #instaphoto
- #director
- #production
- #directorofphotography
- #soundop
- #mixer
- #sounddesigner
- #gaffer
- #grip
- #bestboy
- #assistantcamera
- #cameradeptartment
- #community
- #filmcommunity
- #build
- #develop
- #musicians
- #chicagomusicians
- #chicagocollaborators





Best Practices

1. Everything should first be run through the NF social media channel (via G chat)
2. Depending on the type of content you have created then choose the proper channel
3. Utilize the buddy system to cross check your work for approval before posting
4. Post to the NoiseFloor channel first then to your own personal channel
5. Do not post client work until it has been publicly released and with approval
6. When creating content make certain you are not violating any NDA's you have signed
7. Do consider editing your photos and capture the highest quality you can
8. Follow through! Once you have gone through all of these steps do post your content to the appropriate channels and hashtag, tag, and reshare as you and the team see fit.



NoiseFloor is a place where a thought or a vision can come to life by the careful listening and creative construction from our team.

– KATIE WATERS, CREATIVE PRODUCER

We aim to expand the creative vision of every collaborator that steps into the NoiseFloor realm. Our studios are built to provide an engaging and nourishing environment for creatives of every experience level. We are committed to creating a culture that is truly innovative and are focused on elevating every project.





The NoiseFloor Way

NoiseFloor is hard work and quite frankly there are few things that are easy about being a creative. There are new obstacles with every new project and every new year poses its own unique challenges. Creating music for multimedia often occupies my headspace 24-7, it's ironic that the dream job could eat up so many actual dreams. I have put in 10 years of musical energy, so every phrase, beat, or chord progression they are all for something more than a name, more than a company, right? When I breathe new life into an edit that feels stale, giving my fellow creators new energy -- that's **NoiseFloor**. When I choke myself up because I lost myself in a piece of music comes together under a poignant story -- that's **NoiseFloor**. When I meet a deadline that I didn't think was possible -- that's **NoiseFloor**. Knowing I have staff members that are in the trenches with me and pushing towards the same goal -- that's **NoiseFloor**. Being a professional musician at a small company is littered with hurdles, but one thing that isn't a challenge is getting up and getting to work.

-- Devin Delaney, Composer





Brand Guidelines

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