

Sonarworks, we are a music tech company with more than 40 000 recording studios using our tech globally. Our software helps studios easily measure the speakers in a room and correct any sound colouring added by the room or hardware. We ensure studios have very accurate and consistent sound on both speakers and headphones.

Our technology has won multiple music industry awards and 35 Grammy Awarded engineers and artists are endorsing Sonarworks. The Sonarworks studio reference technology has become the global standard for recording studios sound. Now we are bringing this unique tech from recording studios to music listeners.

We are bringing personally perfected sound to the masses thanks to our unique proprietary technology. Now, professional creators and listeners like you and I can all define our own personal SoundID based on use case, device, hearing and preference.

We are backed by device manufacturers, creators and music lovers all over the world. Why? Because we make sure sound can be enjoyed to the max, irrespective of how, when, or where you listen. And importantly - our collected data and analytics help continuously improve the experience everywhere.

We believe in perfection. And perfect is personal.

Sonarworks



 **SoundID**

 **SoundID Reference**



1.0

The brand

Story

Position

Vision

Target audience

Promise

Brand behaviour

Technology

2.0

Visual identity

Overview

Logotype

Typography

Colours

Imagery

Pattern

Pictograms

Grid

SoundID Reference

From Sonarworks

Look and feel



1.0

The brand

Sounds like a revolution.

We don't think the same. We don't feel the same. We don't look the same. So why are we expected to listen the same? For a hundred years "great sound" has been sold as a one size fits all commodity, but that's about to change. SoundID is bringing the individual experience to the forefront. When we are done, the definition of perfect sound will mean personal sound.

Our technology empowers creators to create the way they like and feel confident that their art will be enjoyed with maximum personal impact. We provide listeners with individually perfected sound based on who they are, what they listen to - no matter where they listen.

We are changing the power distribution in the sound value chain putting creators and listeners in the driver's seat. That sounds like perfect news to us.

Our position

Portable personal sound



P
P
Sound



Our vision

Perfect is personal

P.
7

SoundID



Our target audience

Creators & listeners

For Listeners
Perfect sound across all devices
with minimal effort.

For Creators
I can deliver the perfect sound with
minimal effort and maximum impact.



Our promise

Individually perfected sound



We are Passion seekers

We believe passion to be the fuel that makes the world go round. No one can create without it, and anyone who hears a great sounding song feels it.

We want to tear down all the barriers that stand in between us and that great feeling, and that's why we pursue personalized sound perfection.

As creators, it allows us to present our art to the world with maximum impact, and as listeners we are moved by the impression. And as a company this is where we find our greatest opportunity to make a difference.



We are Explorers

We are the ones who avoid pre-packaged deals in order to go looking for an extraordinary experience. We are the ones who will walk the extra mile in a new city to find a legendary local dish rather than eating at McDonald's. We believe in the power of self-expression and individual experiences. And when it comes to sound, that means exploring the possibilities of individually perfected sound.

After all, if we don't feel the same, and we don't hear the same - why on earth should we all listen the same? This means we are constantly exploring - constantly and continuously identifying and mapping listeners', providers', device manufacturers' and creators' ever-changing needs and demands.

It takes a curious mind to find out what's perfect.



We are Simplifiers

We can't expect creators or listeners to have the same knowledge or interest in technology as we have. Most people just want things to work. That's why we strive for effortless perfection. Individually perfected sound should be as easy to access as streaming music. And it is up to us to make this happen. We always strive for simplification. In processes, products, and in our approach to our work in order to deliver maximum value with minimal effort.



Our technology

SoundID is a technology that ensures an individually perfected sound for both studios and individuals.

SoundID is based on the industry-leading tech used in studios recording your favorite artists like Lady Gaga, Kanye West, Madonna, Rihanna, The Killers, Adele, Coldplay and more in over 45,000 pro recording studios.

It all starts at studio level when creators create content. Establishing a reference point for the sound, untainted by outside interference. We call this SoundID Pro.

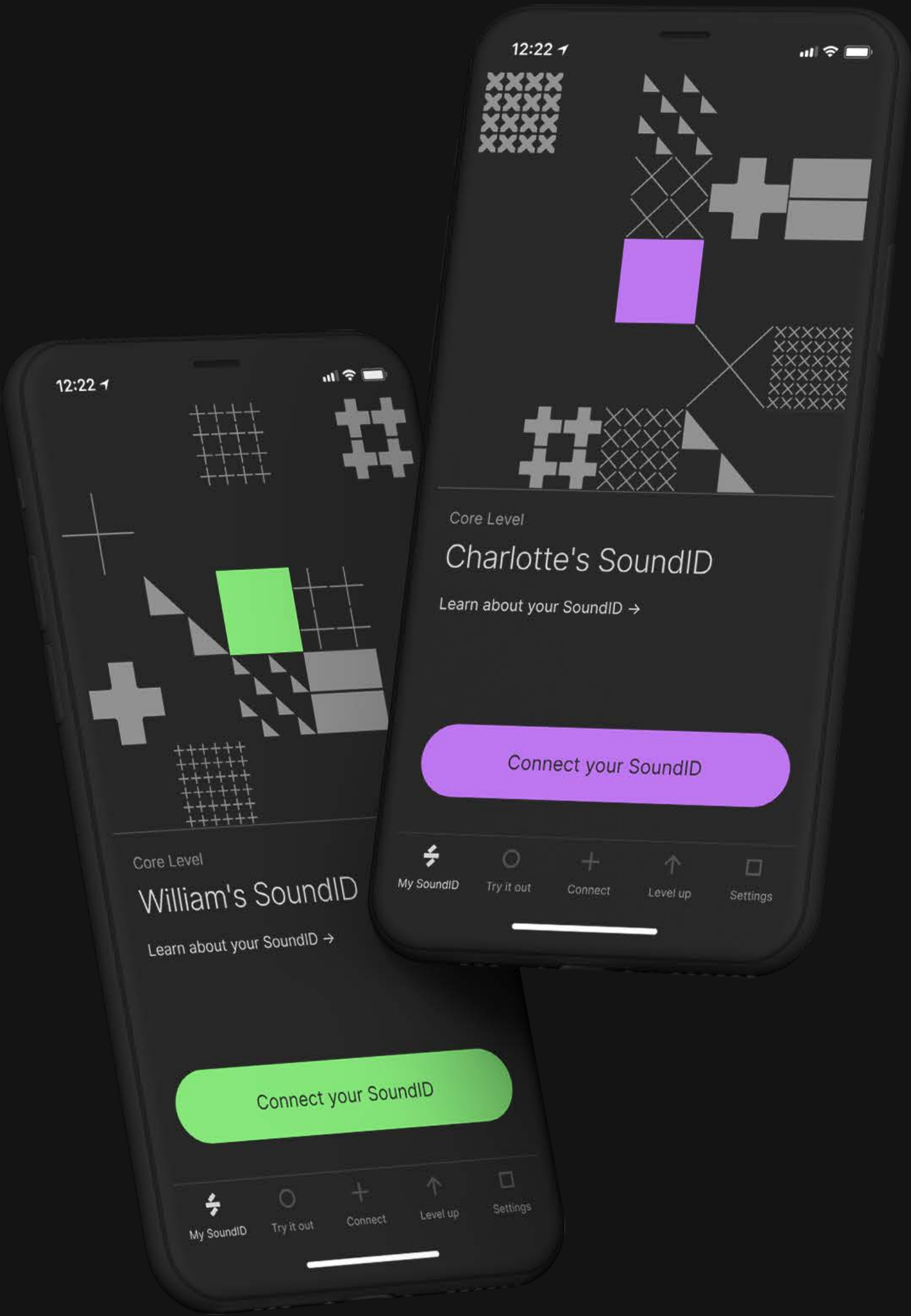
Listeners go through a similar process by crafting their personal SoundID, which can be used seamlessly across devices and platforms ensuring consistent personalized sound experience wherever they go.

The SoundID is created through analysis of each listener's device, hearing ability and sound preference.

Data is continuously collected from all users allowing us to identify patterns of usage.

Through analysis we can then constantly optimize the algorithm and improve all users' SoundID.

When listeners connect their SoundID to a device or provider, sound can be enjoyed with personalized perfection and, thereby, maximum impact.



2.0

Our visual
identity

Visual identity overview
The visual identity consist of five core elements: the logotype, typeface, colour palette, image style and pattern.

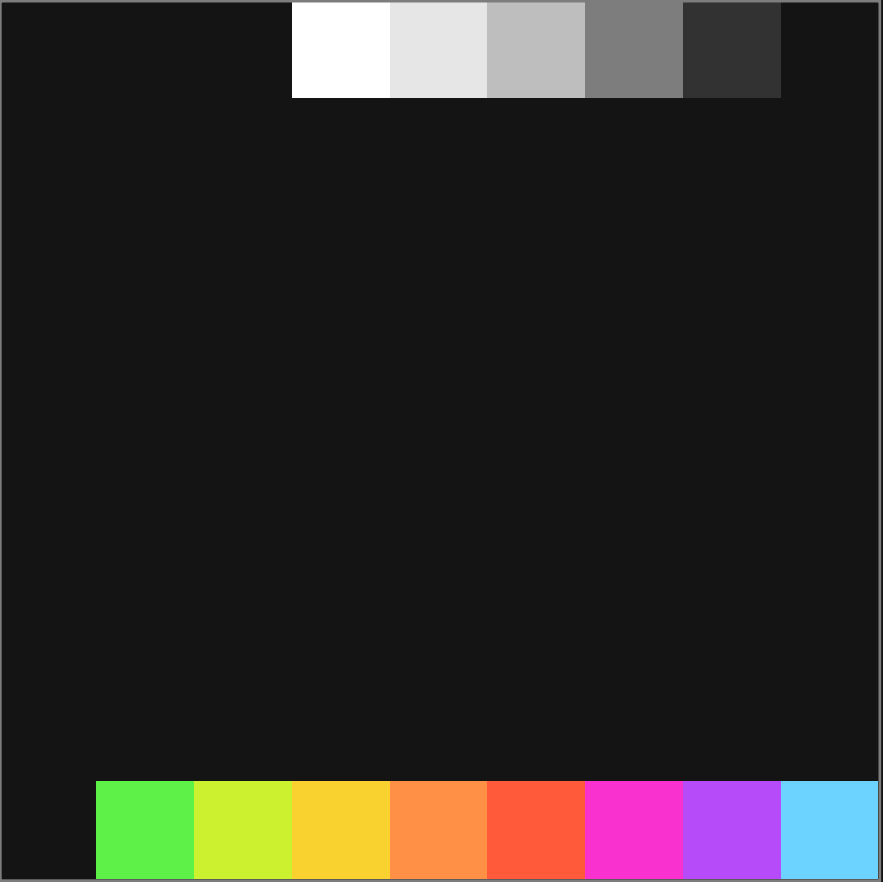
01. Logotype



02. Typography



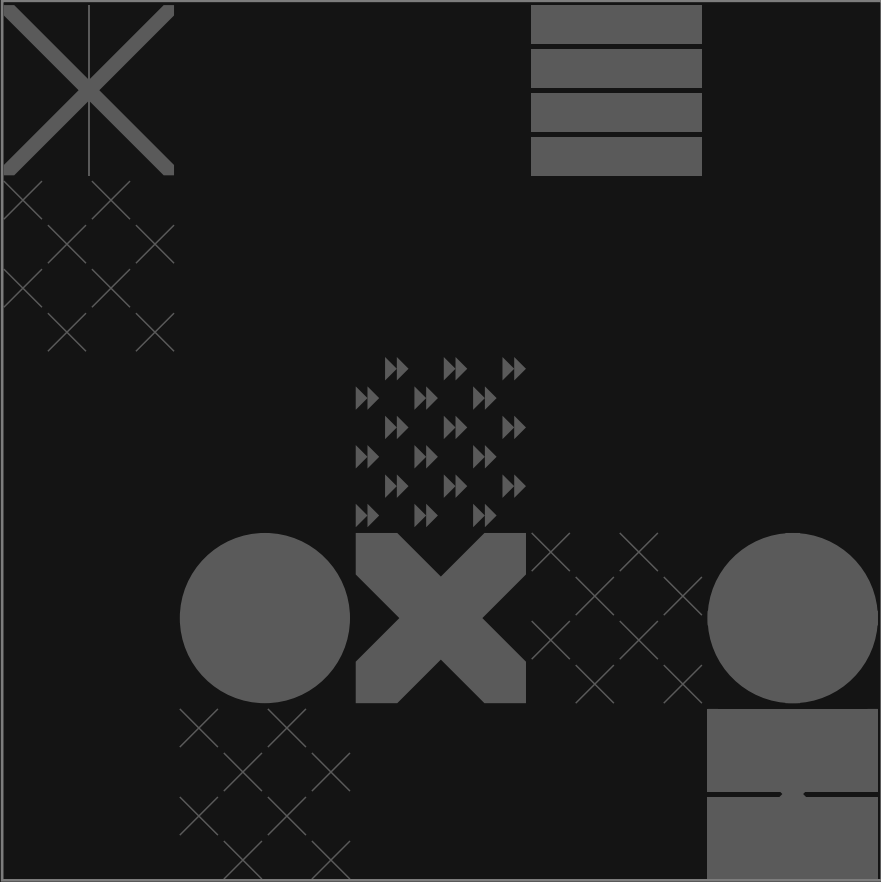
03. Colors



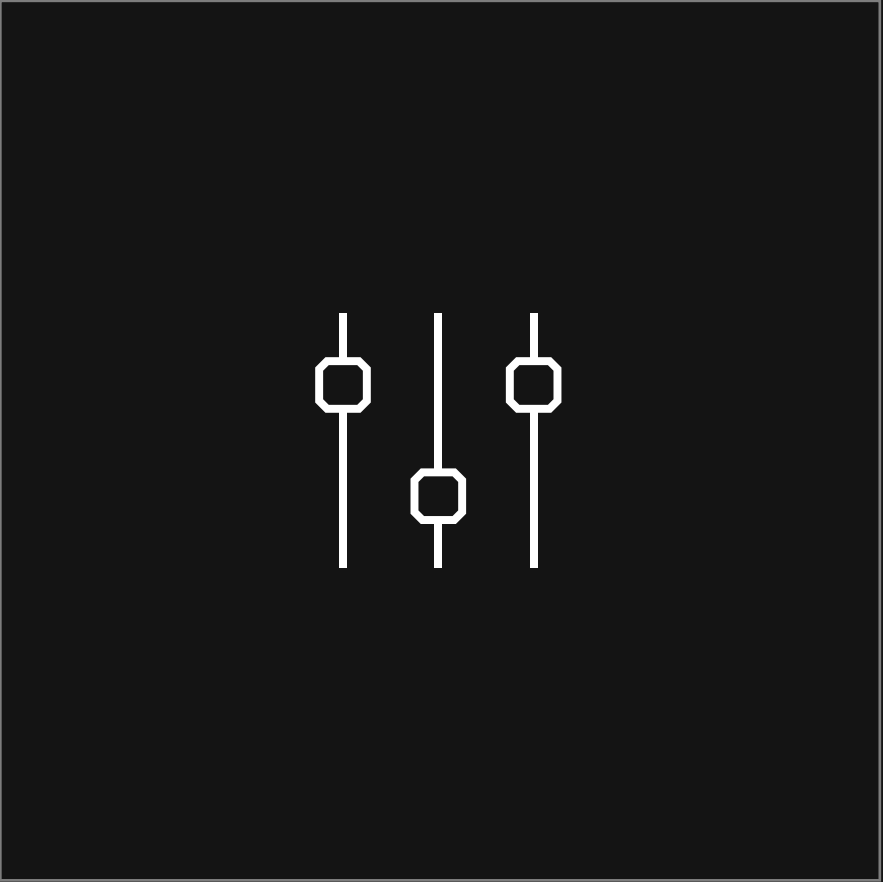
04. Imagery



05. Pattern



06. Icons



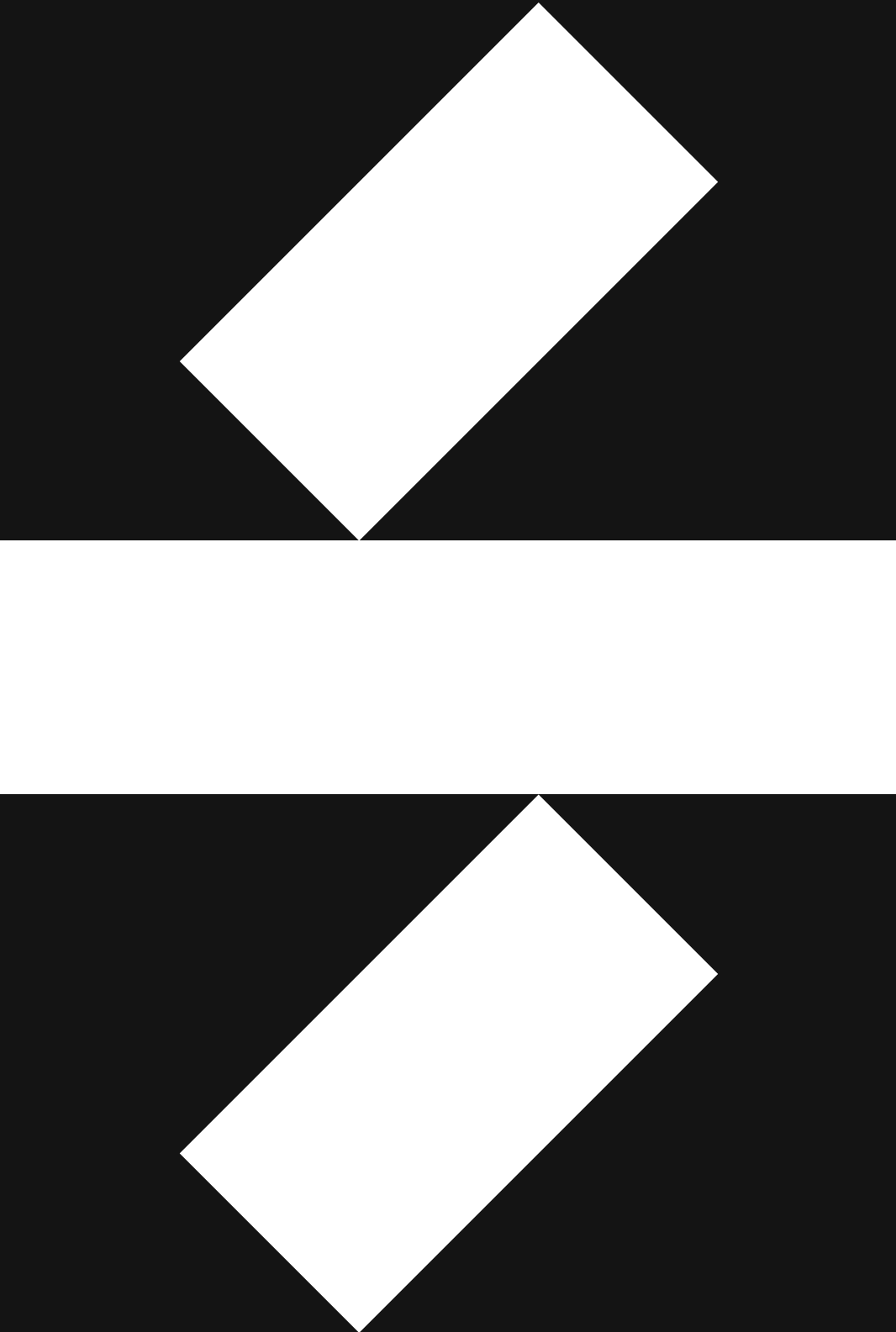
2.1

Logotype

Our symbol
The SoundID symbol is the core visual representation of SoundID.

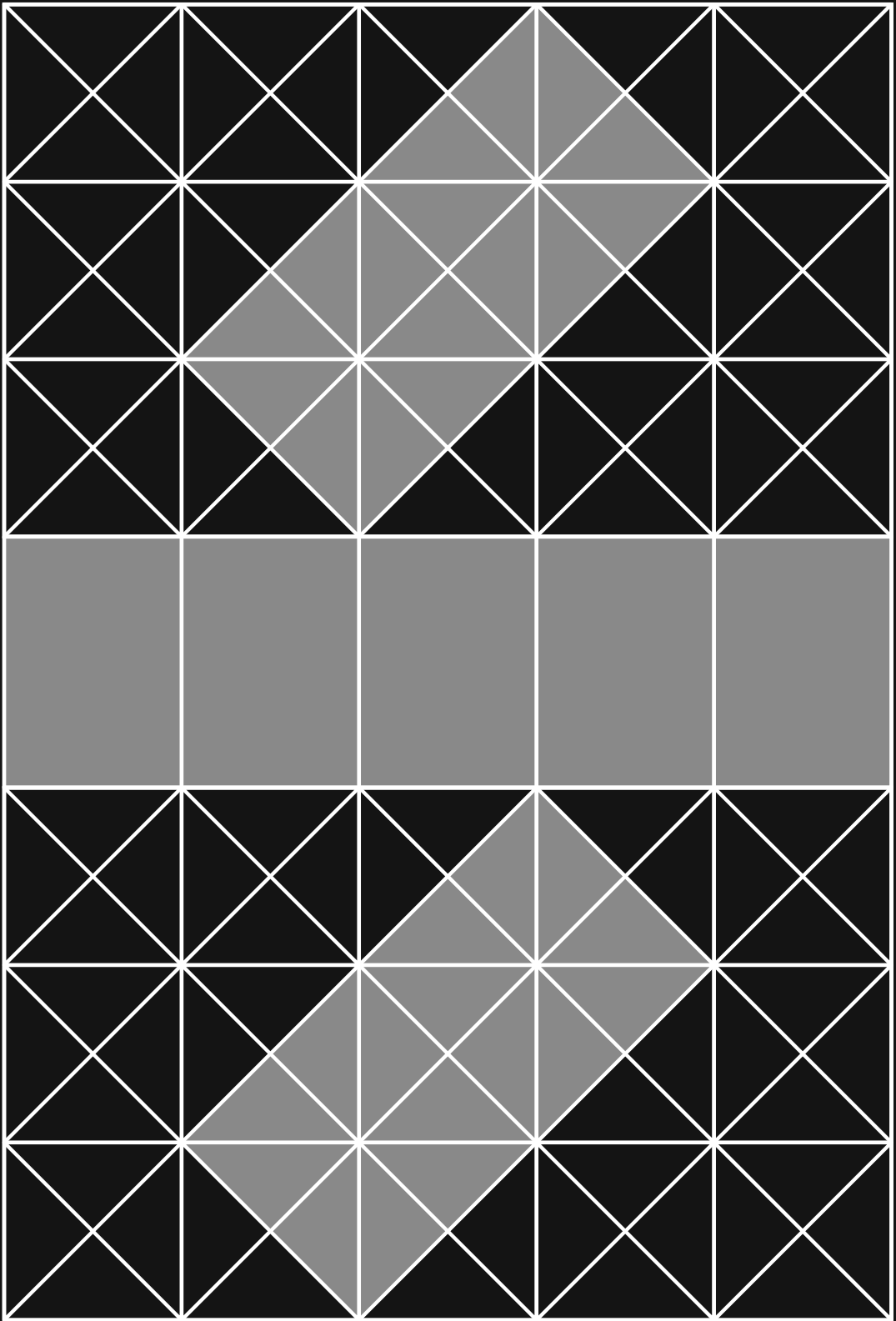
The symbol is an abstraction of a S, our initial letter, and a + sign (symbolising connecting and adding personalised sound).

It can stand alone as long as SoundID is the clear sender or if the format requires specific treatment.

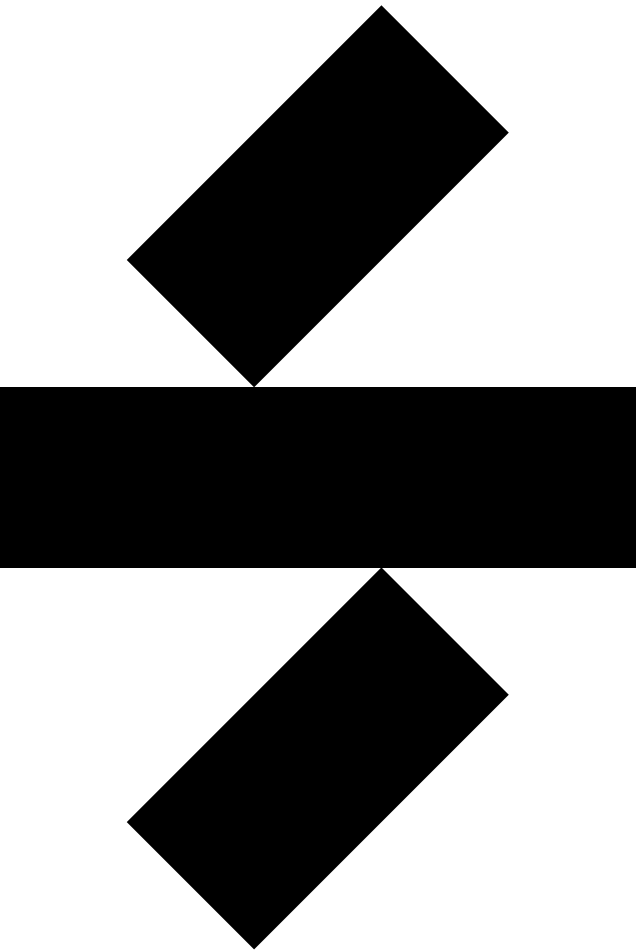
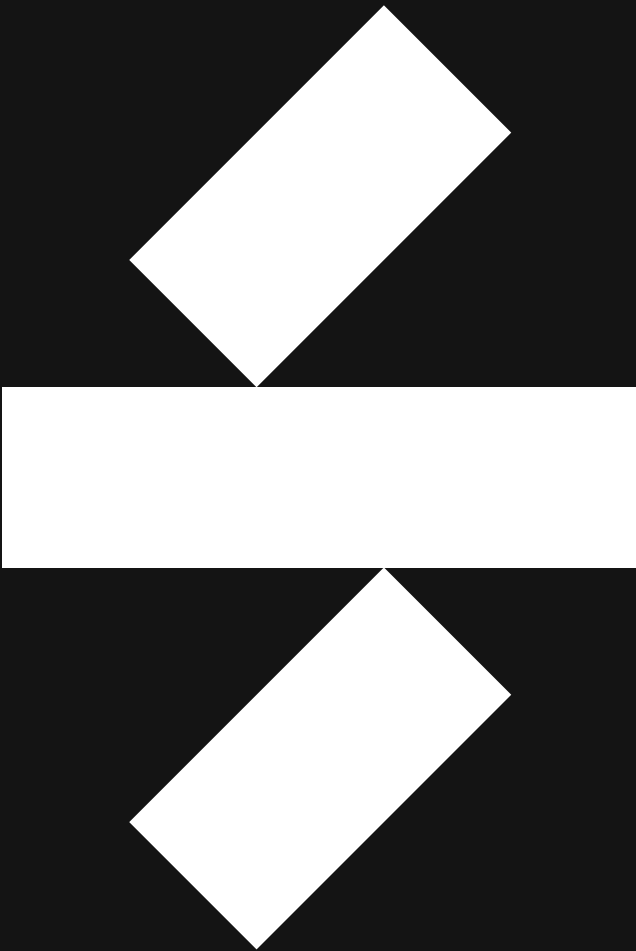


Construction
The symbol is mathematically and geometrically constructed based on triangles.

Never recreate the symbol. Only use the provided artwork files.

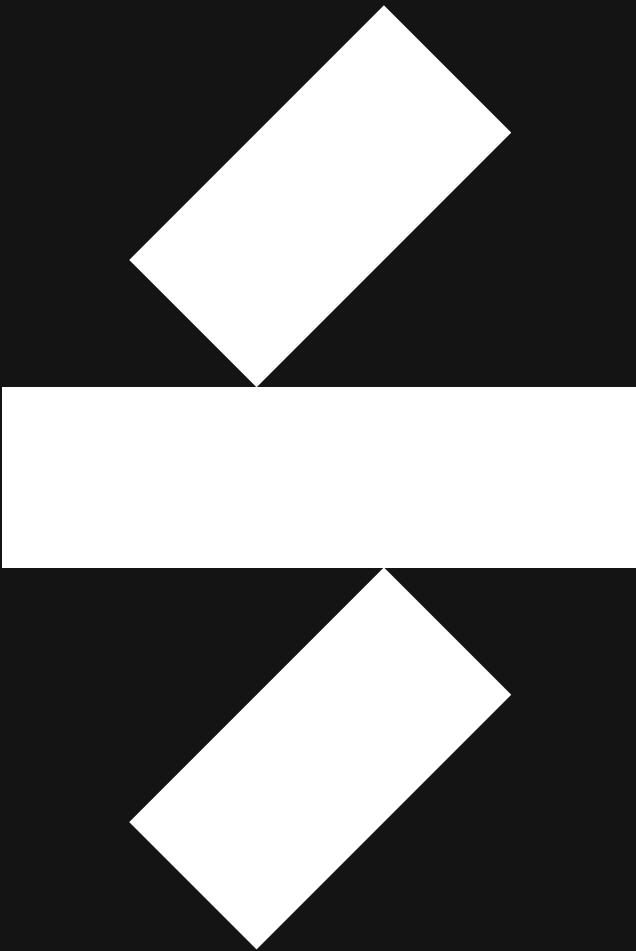


Symbol Colors
The symbol is only used in either black or white to achieve maximum contrast to any given background.

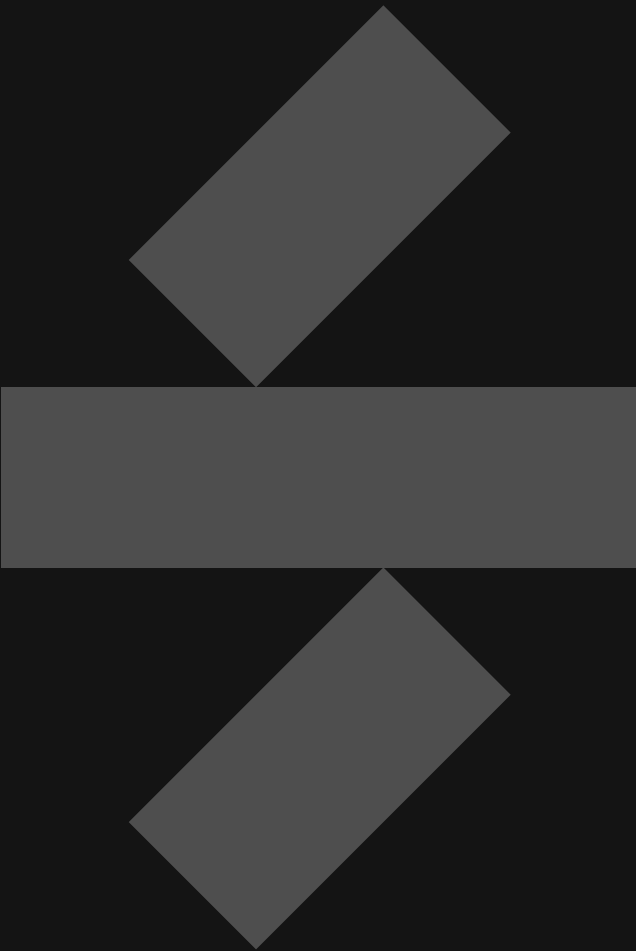


Interaction states
In UI the symbol can have an active and inactive state using opacity.

Active
100% opacity



Inactive
Lower opacity



Lockup
Our logotype is a lockup of our name and symbol. This is the one we primarily use in any communication.



Construction
The lockup is carefully constructed and visually balanced. Always use the provided lockup file.



Lockup colors
The lockup is only used in either black or white to achieve maximum contrast to any given background.



Minimum size
To ensure the logotypes visibility
never use it in smaller sizes than
recommended here.

Lockup
Minimum height



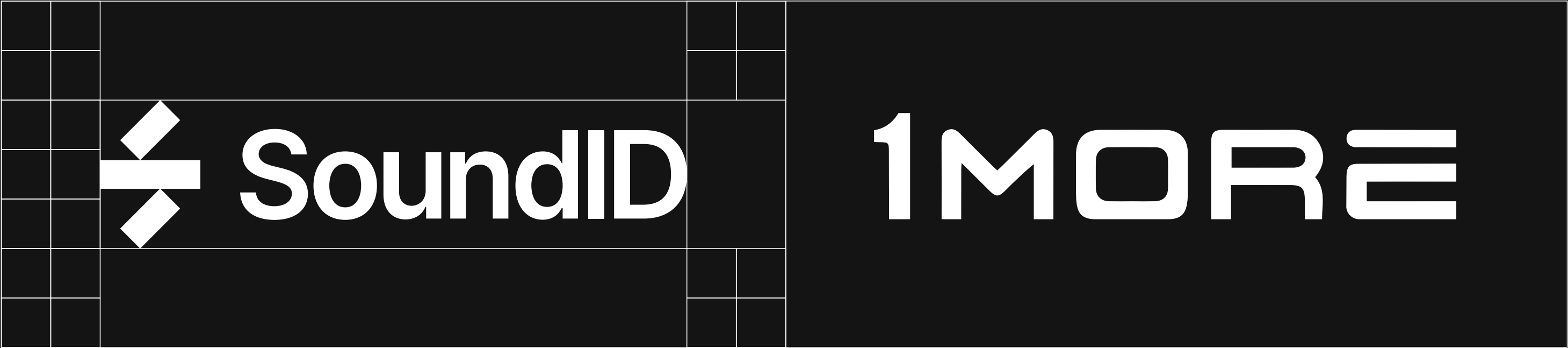
Symbol
Minimum height

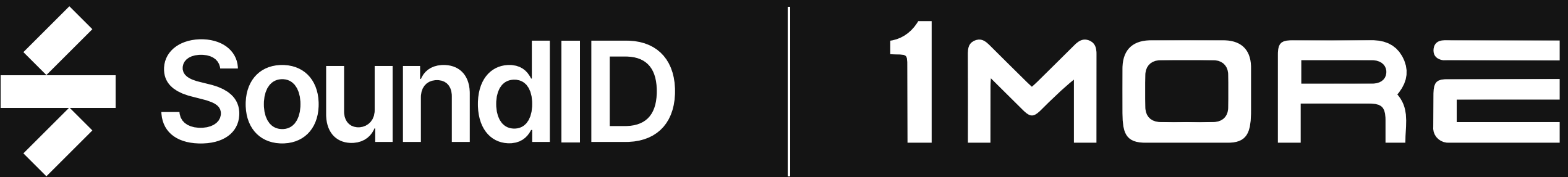


Clearspace
The minimum clear space around the logotype is 2/3 of the logotypes height.



Co-branding
The clear space is also applied when placing the logotype next to partner logotypes.





Placements
These recommended positions help us to create a consistent visual expression and provide flexibility for individual situations. These placements should be used in any type of size and media. Exceptions can be made when it comes to digital formats when specific treatment is needed.

Centered
Logo may only be centered when appearing in solitude.

Same recommendations applies for Symbol.



Don't
The logotype must not be altered or distorted in any way. The effectiveness of the logotype depends on consistently correct usage as outlined in this guideline. The examples shown illustrate some incorrect uses of the logotype.

01. The logotype should never be distorted or stretched in any way.



02. The logotype must never be placed within another outline shape, such as a box.



03. The logotype should never be shown as outlined letterforms.



04. The logotype should never be shown with shadows.



05. The letterforms in the logotype must never be broken by a pattern, masked photo or graphics.



06. The logotype should never be rotated or mirrored.



07. Never use the logotype in grey or with opacity. Always use a white or a black logotype to ensure maximum contrast to with the background.



08. The logotype should never be used below the smallest specified size in this document.



09. The logotype should never be colorised.



2.2

Typography

Inter
We use the font Inter. It's a modernistic Sans Serif specifically designed for digital channels and offers a lot of good features.

Inter

Light
Regular



Weights
Light and regular is our primary weight use. The bold version should only be used when needed.

Inter light
Used for large headings.

Inter regular
Used for body copy, secondary headings, sub-headings in body copy and text highlights in web buttons and navigation.

Italic
Italic can be used to emphasise words within a text.

Light

Based on the largest sound preference research ever.

Regular

39 000 participants worldwide.

This transformative SoundID technology has been developed by the same Sonarworks team that is behind the precision audio software used by Grammy-Award winning producers in over 45,000 professional recording studios in the world.

Italic

Emphasise a word



Color treatment
We primarily use black and white text or shades of grey. Different shades of grey can be used to differentiate labels and headlines from body copy

Labels

Label
Headline

Headlines

Headline
Body copy



Icon glyphs
Inter offers a range of icons as part of the font which can be used when designing UI (e.g arrows, check-boxes).



2.3

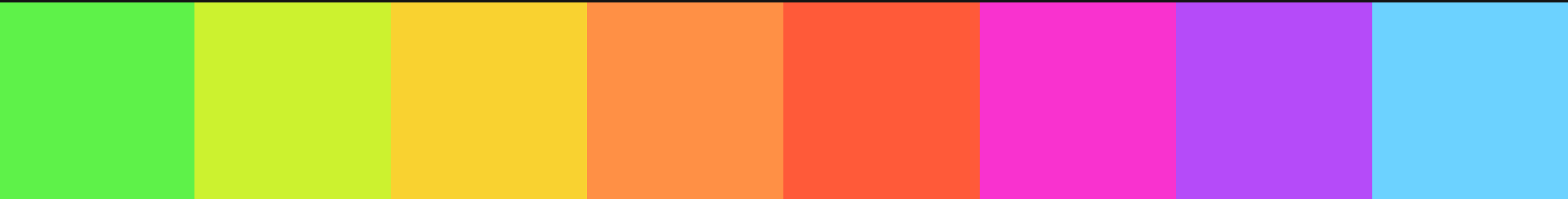
Colors

Colors

The base of our color scheme revolves around black and grey.

We have a range of strong vivid colors that are used to when we want to grab attention.

We use black as foundation for SoundID and white as foundation for SoundID Pro.



Color values

We have specified color values for RGB and Pantone.

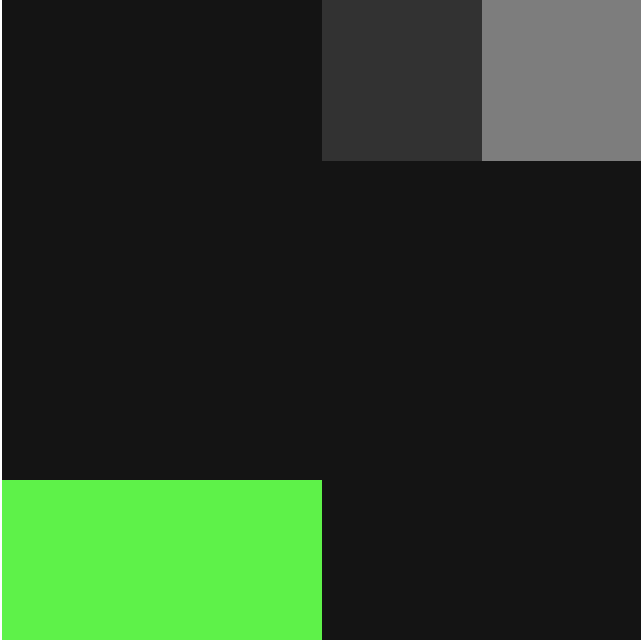
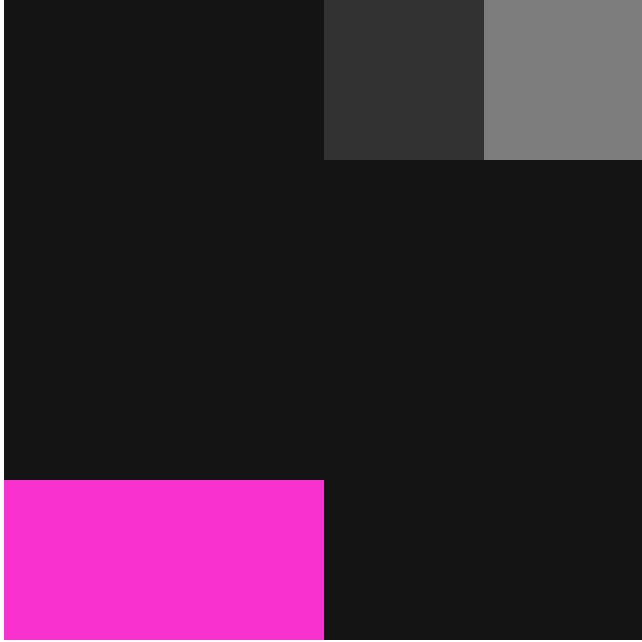
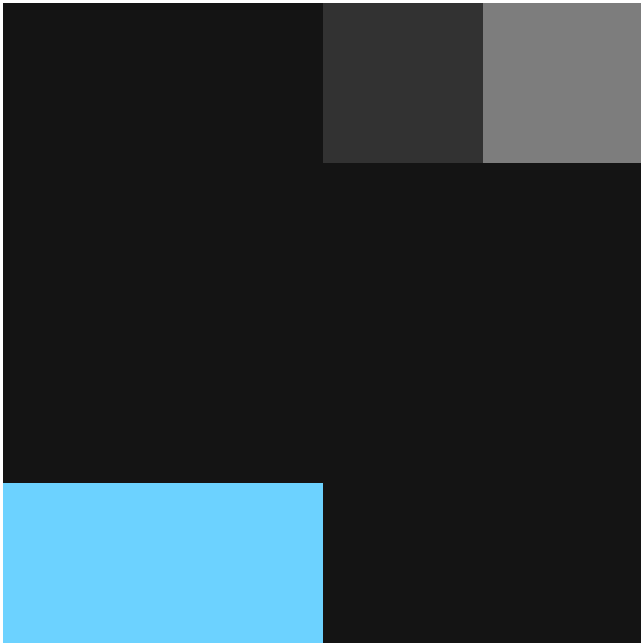
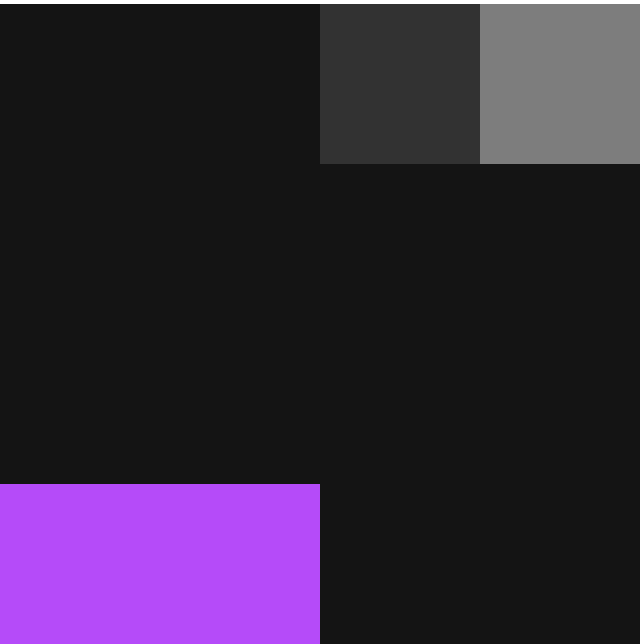
For printing with CMYK please refer to the Pantone color and consult with the print shop for a suitable CMYK value for the material and printing technique.

<div>R 255 G 255 B 255</div>	PMS White	<div>R 108 G 210 B 255</div>	PMS 637
<div>R 230 G 230 B 230</div>	PMS Cool Grey 1C	<div>R 181 G 75 B 255</div>	PMS 265C
<div>R 190 G 190 B 190</div>	PMS Cool Grey 4C	<div>R 249 G 50 B 207</div>	PMS 239C
<div>R 125 G 125 B 125</div>	PMS Cool Grey 7C	<div>R 255 G 90 B 57</div>	PMS 1655C
<div>R 50 G 50 B 50</div>	PMS Cool Grey 10C	<div>R 255 G 144 B 69</div>	PMS 1375C
<div>R 20 G 20 B 20</div>	PMS Black 3C	<div>R 239 G 210 B 48</div>	PMS 116C
<div>R 0 G 0 B 0</div>	PMS Black	<div>R 204 G 242 B 47</div>	PMS 396C
		<div>R 94 G 242 B 73</div>	PMS 7488C



Color combinations

We always aim to use one of our pop colors at a time. We avoid mixing pop colors on the same application.



Color balance

When creating content for SoundID, we always try to balance the use of colour. We see ourself as a primary black/white company but it is important that we always vary our colors across applications.

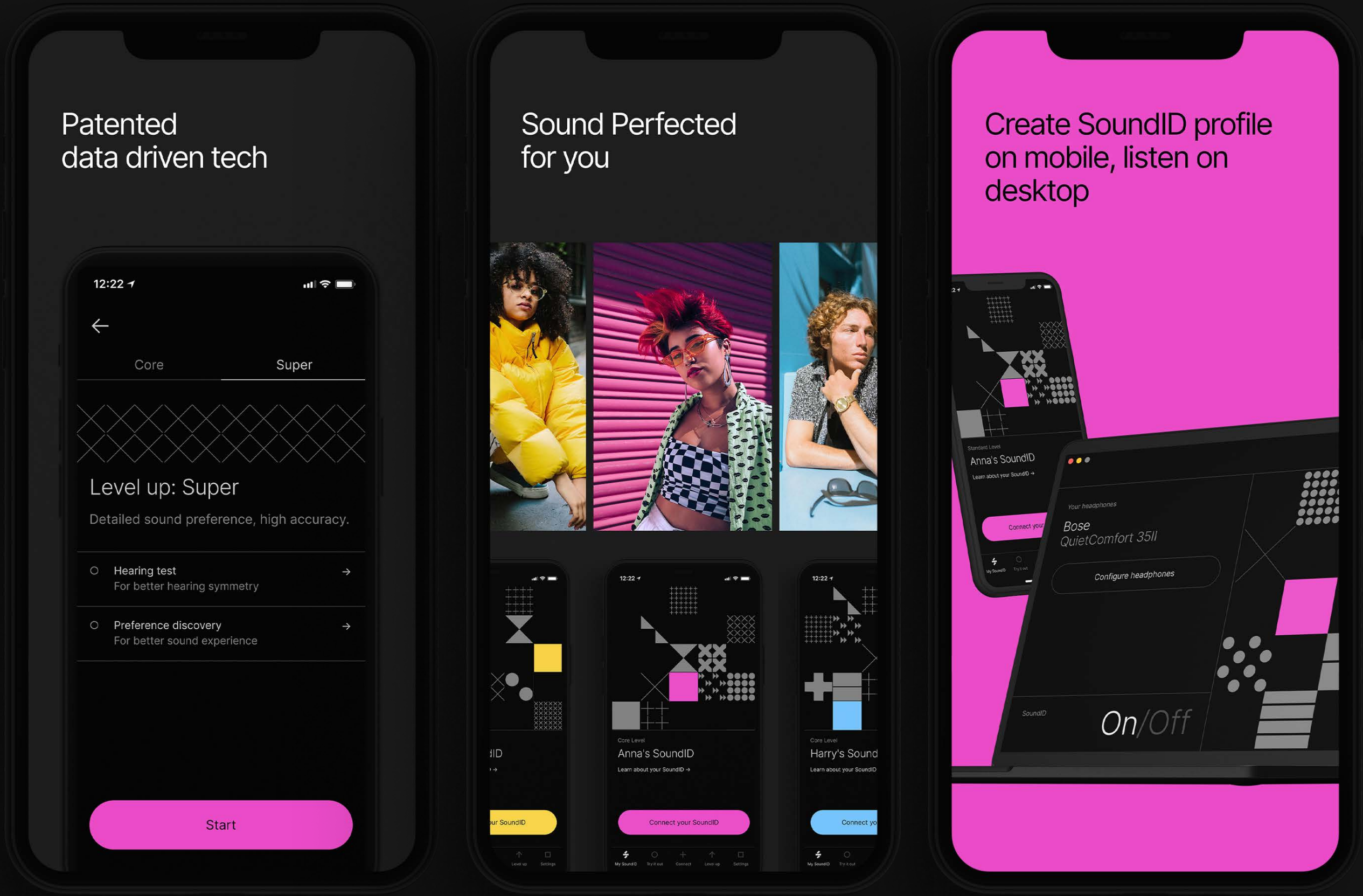
Always aim for black being the dominant color and let the other colors pop. With this solution we always make sure that the important content is highlighted.

Black base

Splash of color

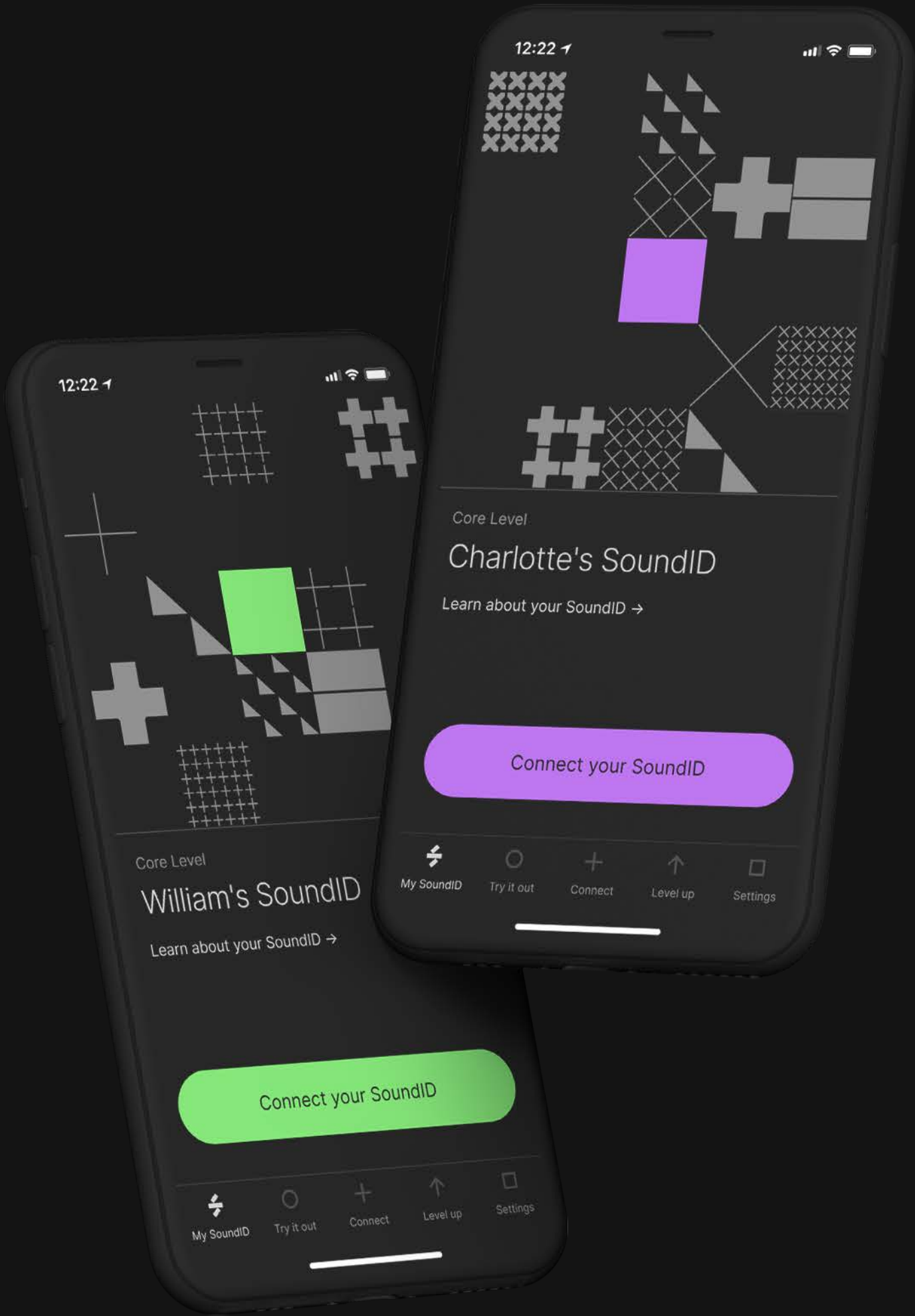


Example — Color balance
Primarily a black color impression but
with a splash of color.



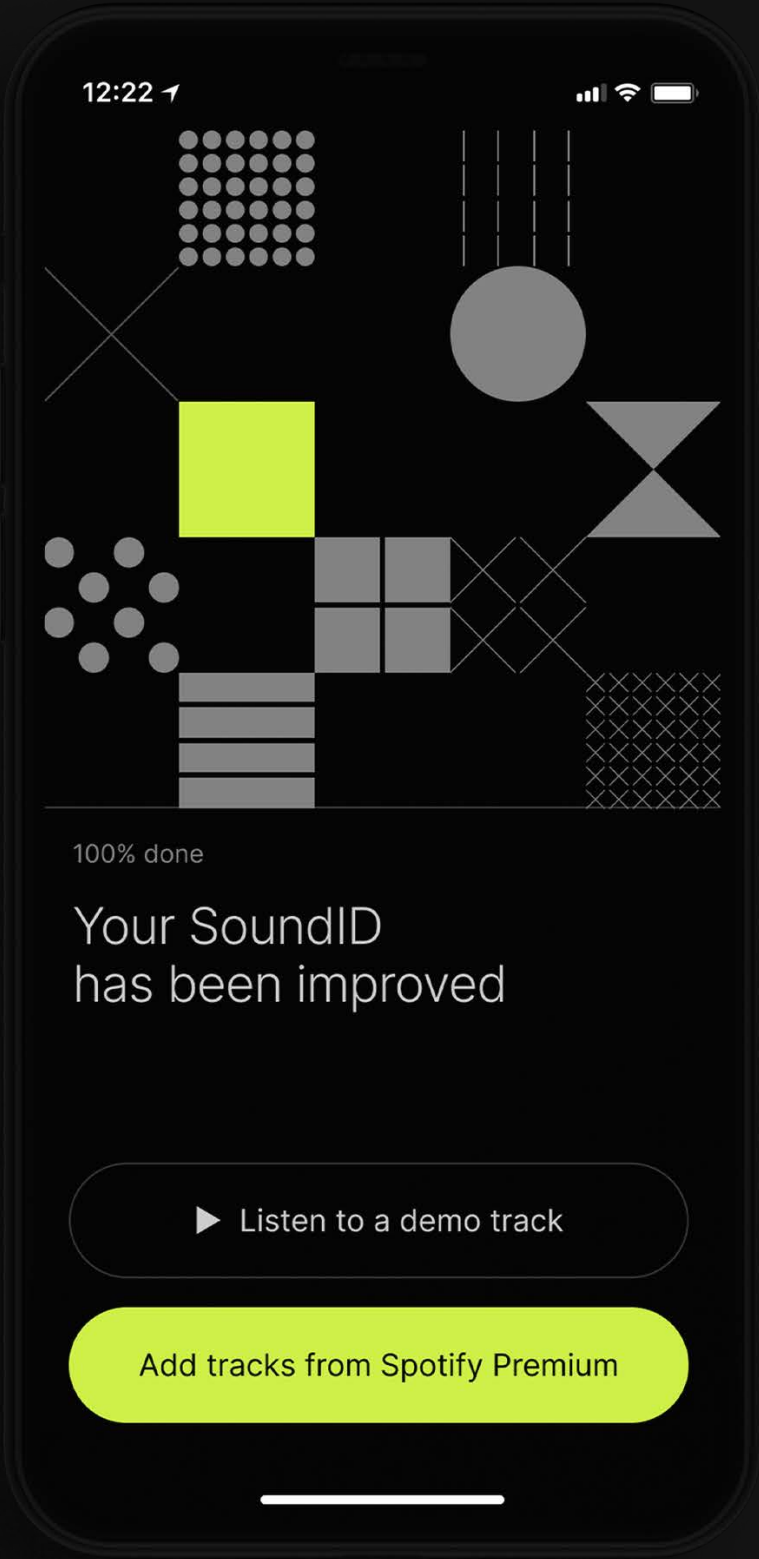
Black background

When multiple colors are present we always use a neutral background color.



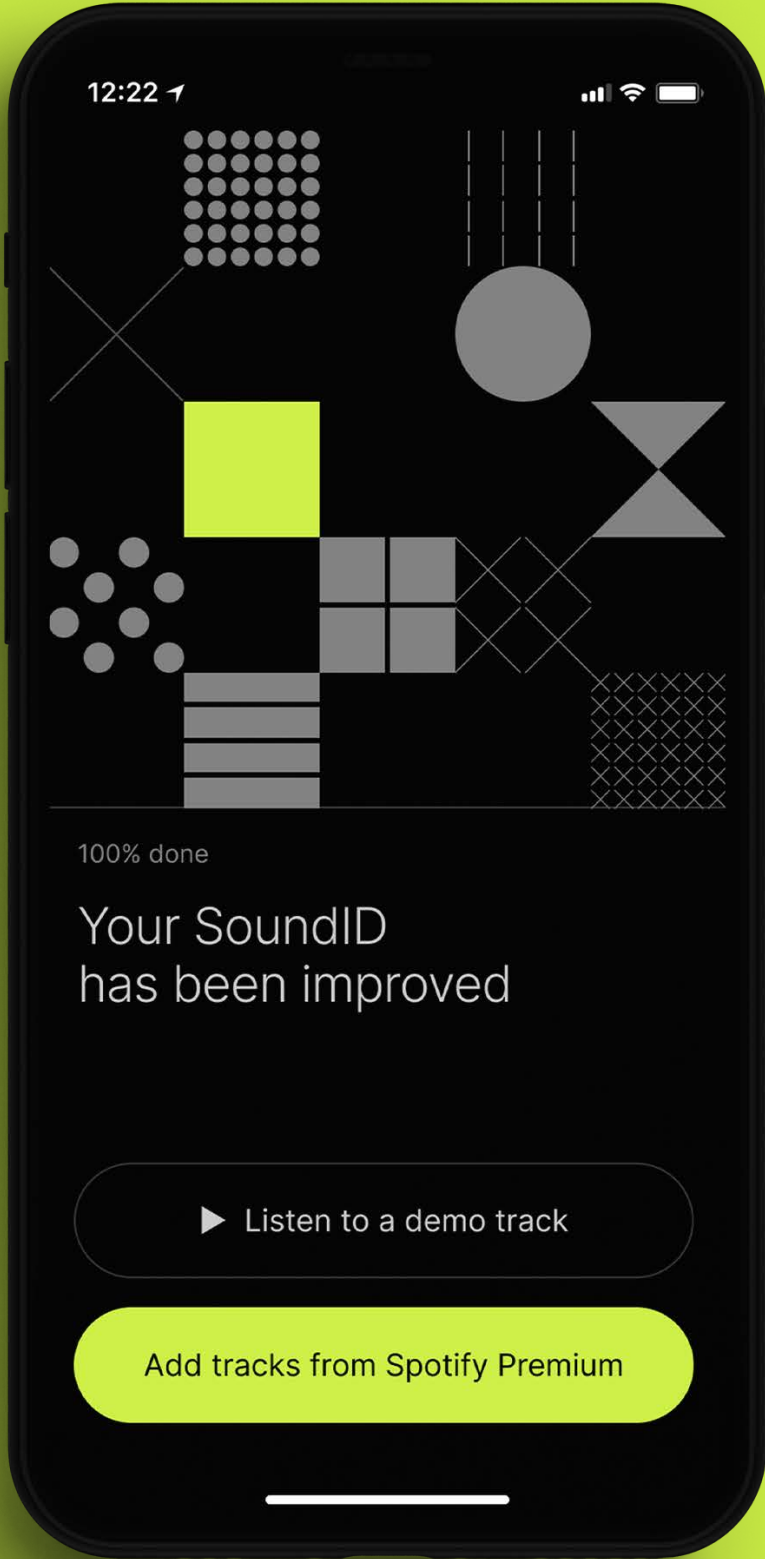
Black background

Black is our primary background color.

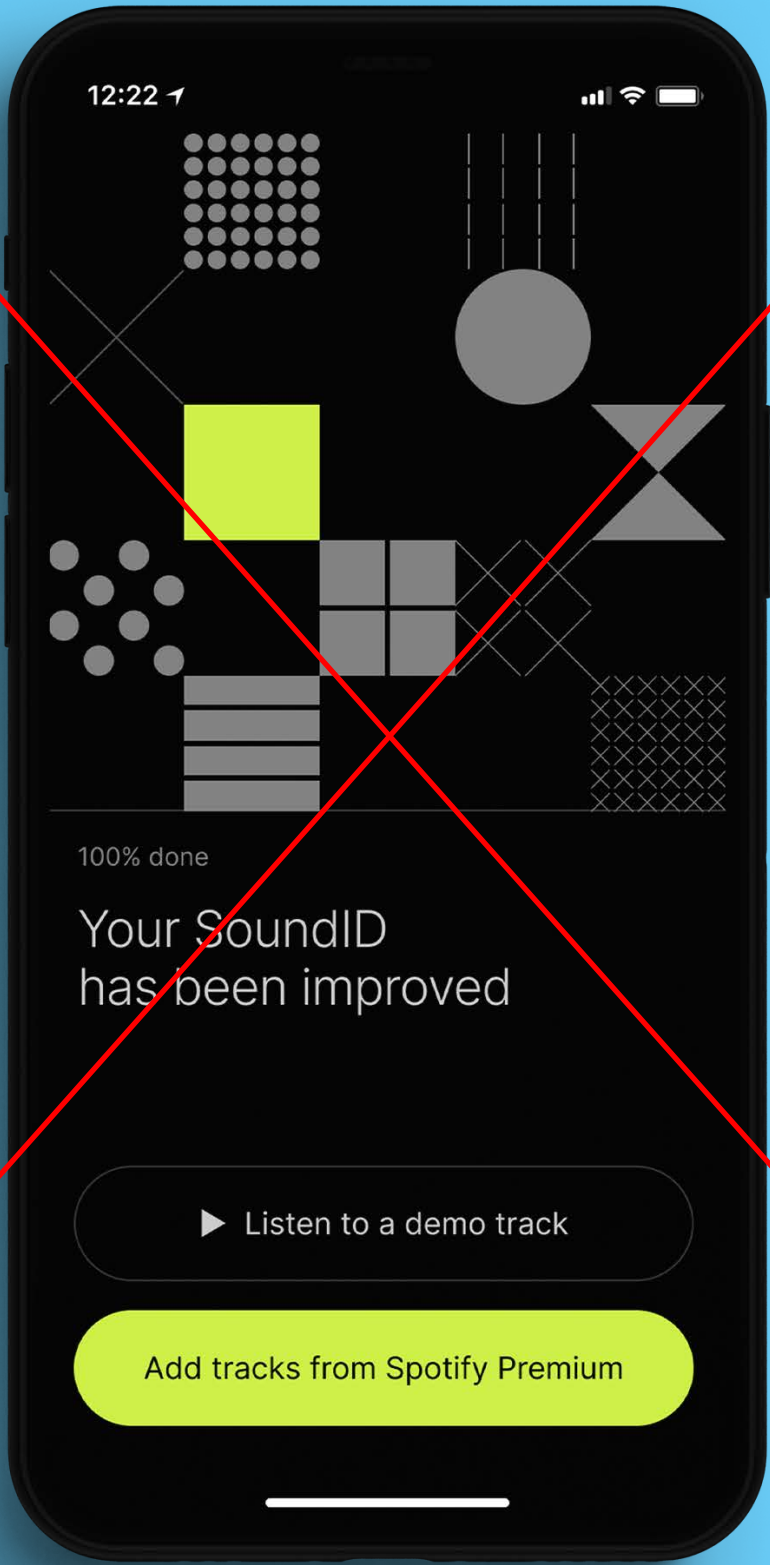


Colored background

If using a coloured background always make sure it is the same color as any UI color in the design.



Don't
Never use a different background color
than that in the UI.



2.4

Imagery

Brand images

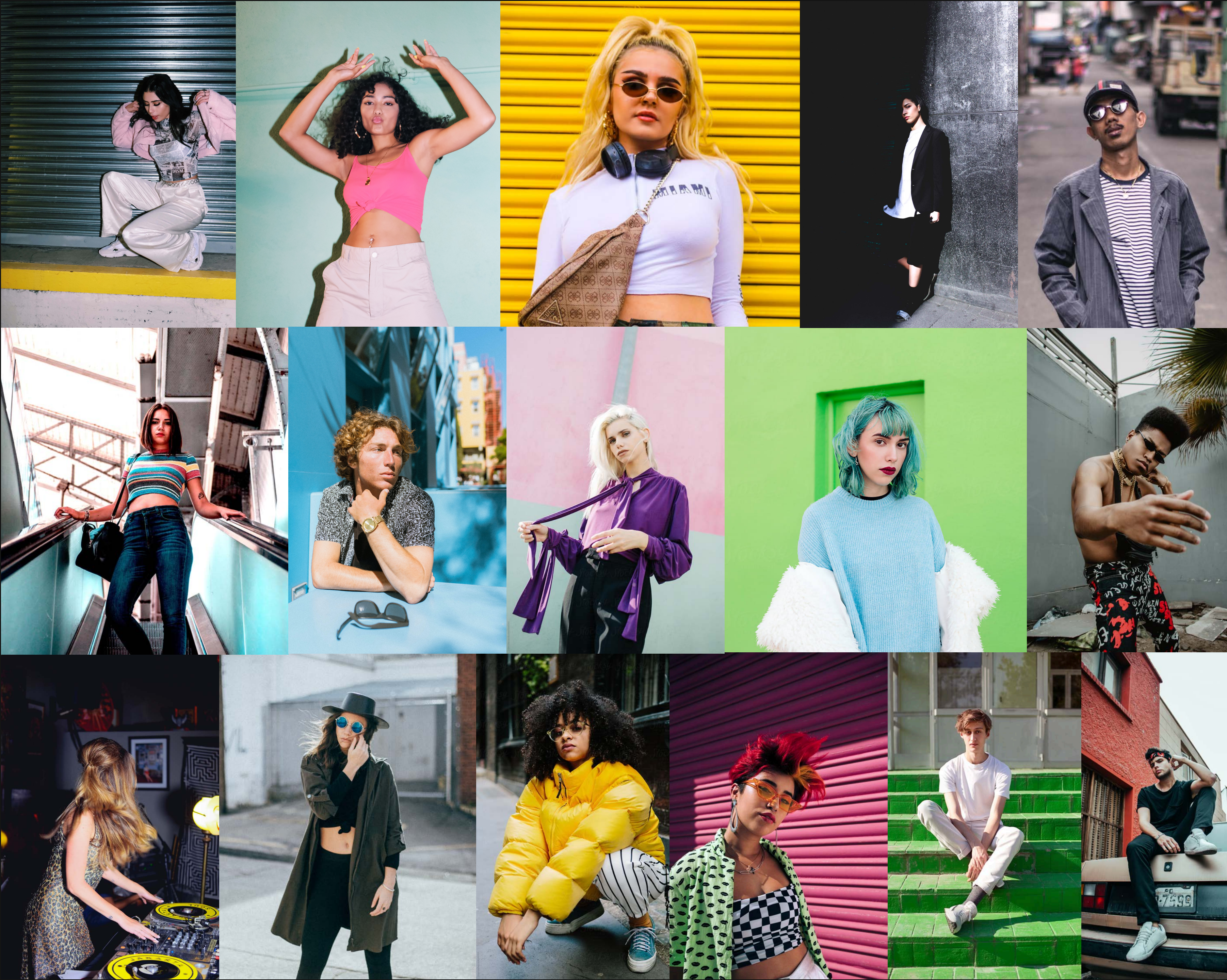
Our imagery captures that everyone is unique. We portrait people that could be both a listener and a creator.

Look and feel

The look and feel is raw, authentic and edgy. We try to capture the persons attitude and emotions.

The person should have a strong individual styling and expressive attitudes.

The background environment should be uncluttered to put focus on the person.





* SoundID



✦ SoundID

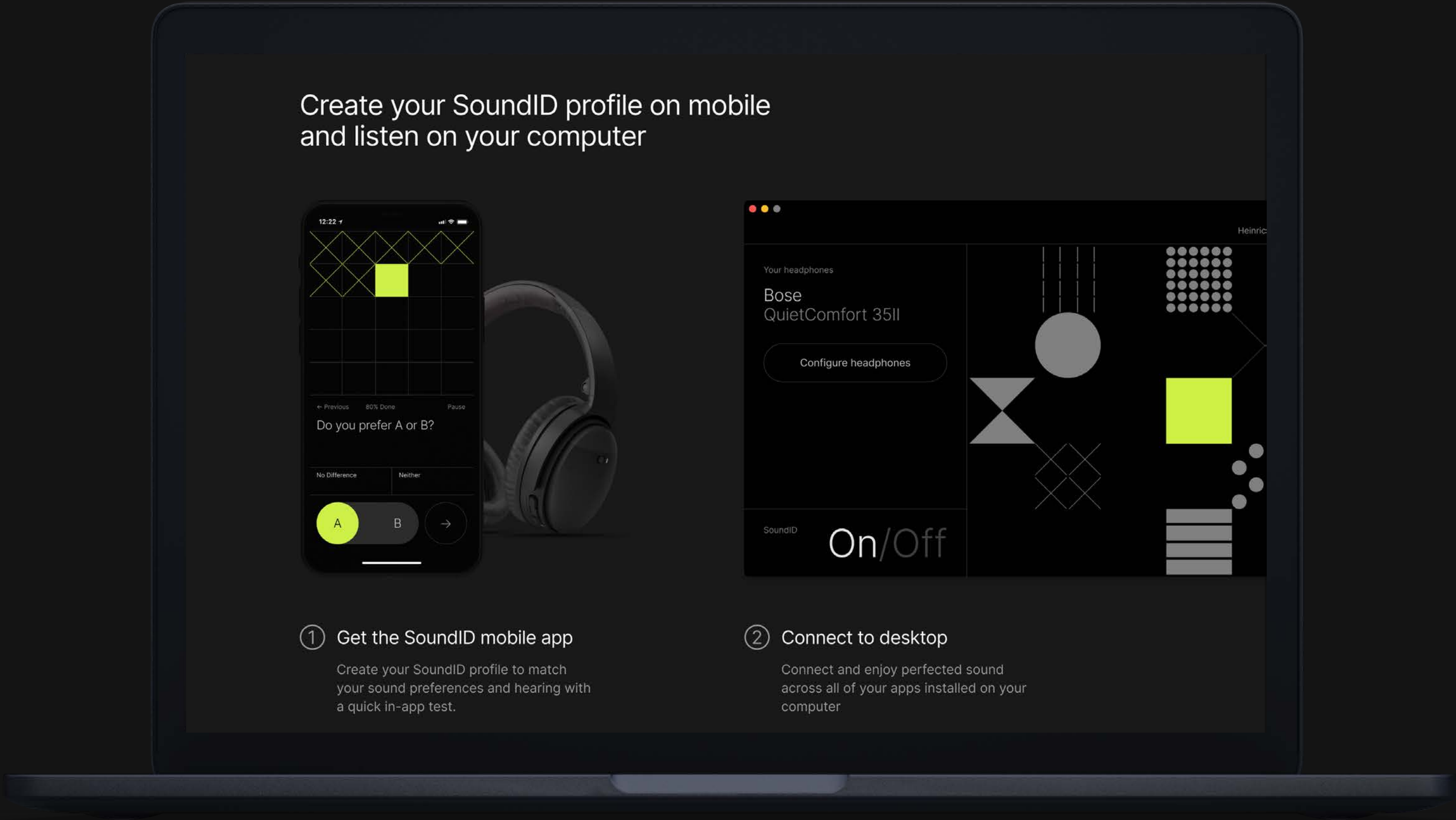


✖ SoundID

Product images

When showing product like mobiles, laptops or headphones we use a matte, monochrome style.

The devices we use should always be dark.



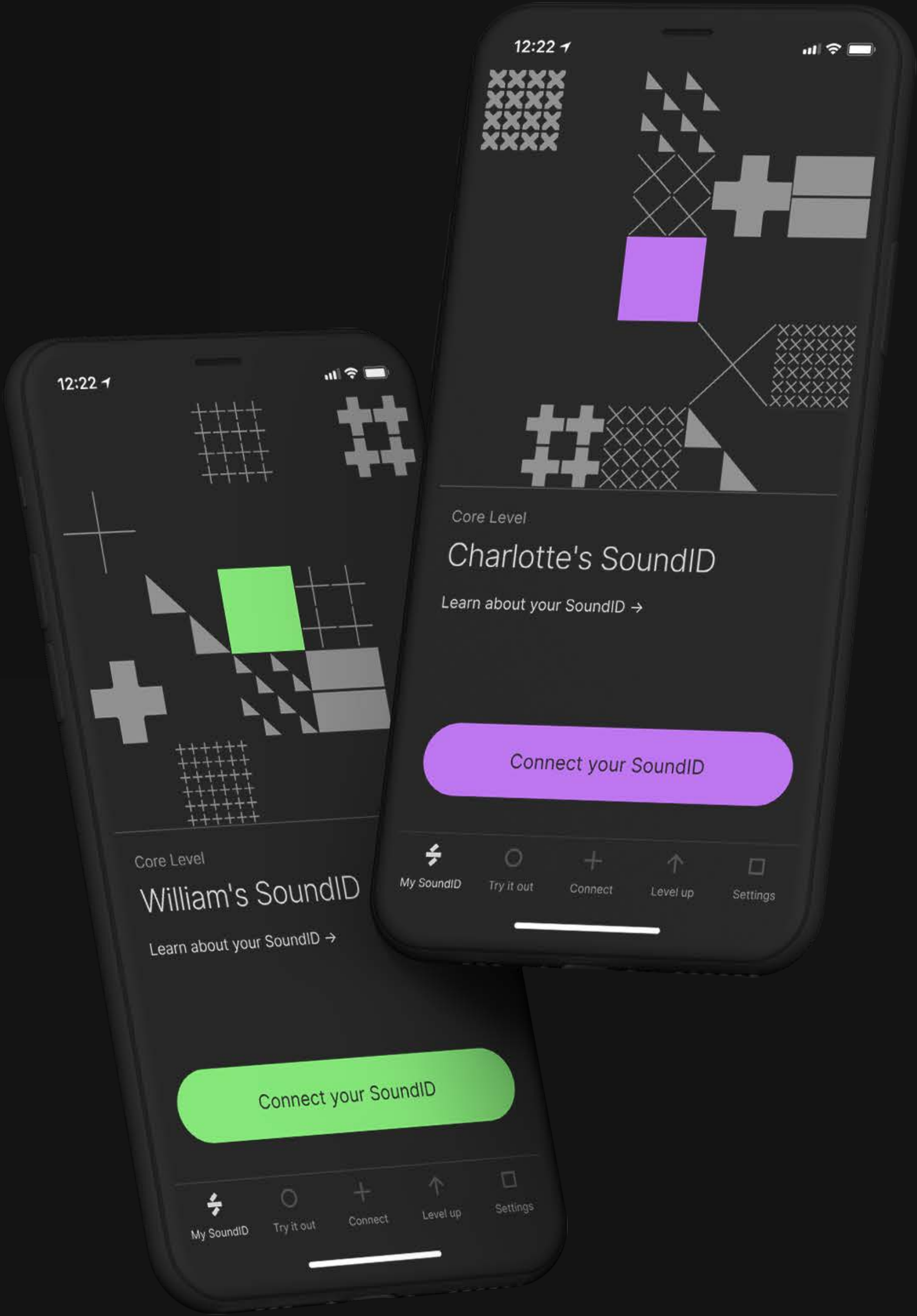
2.5

Pattern

Our pattern
Our pattern is our visual representation of sound. It also stands as a symbol for everyones unique hearing.

It is the embodiment of our users SoundID’s as well as acting as a functional element in our UI.

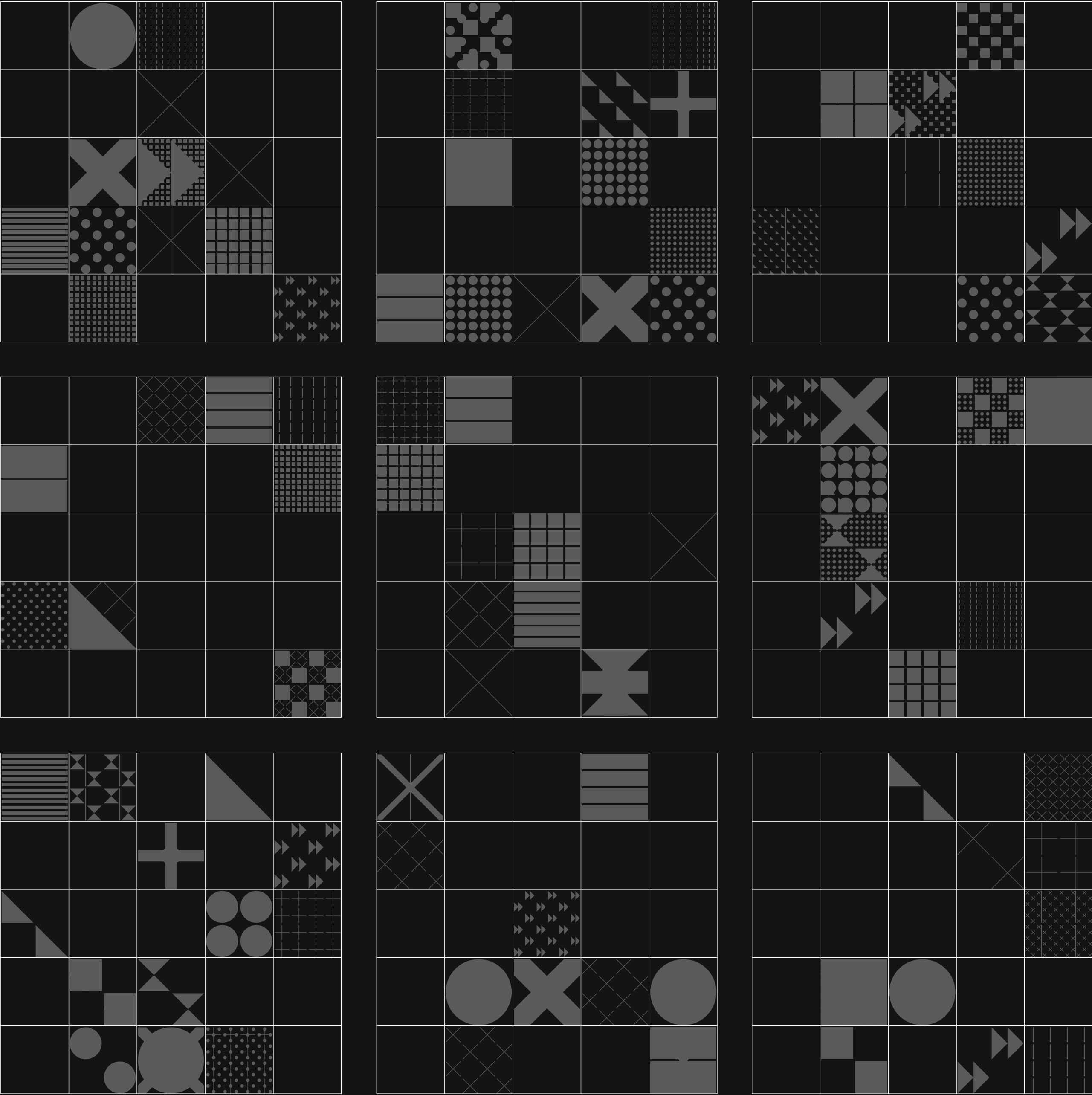
The pattern is also used to build brand recognition and it makes us stand out.



Pattern library
We have a library of 200 5×5 patterns.
These are the building blocks when
doing pattern compositions.

You can use one pattern at a time or
combine multiple patterns to create a
larger pattern.

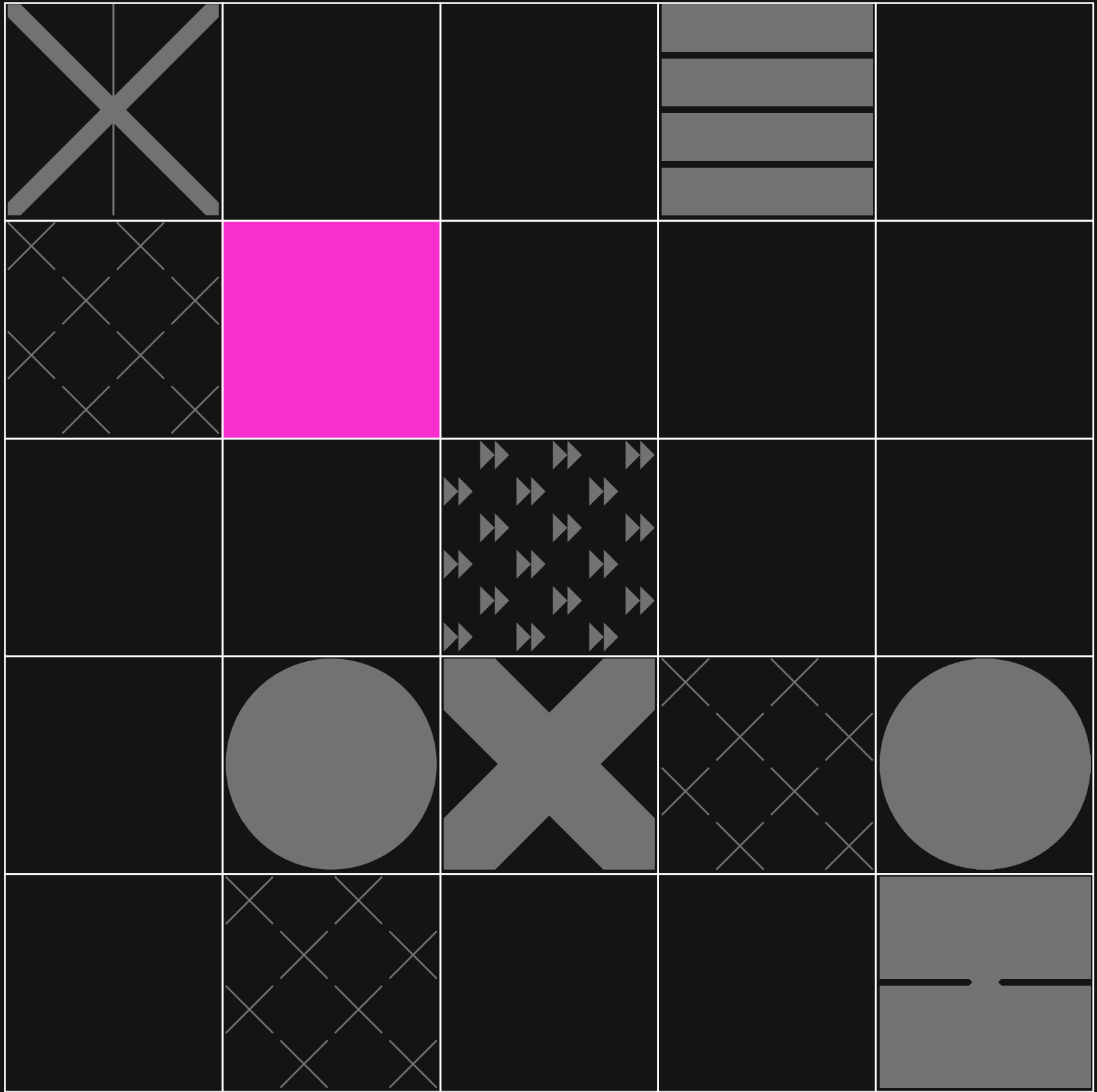
The patterns are available in black and
white. We use an opacity on the pattern
to make them blend in to the
background.



The coloured square

A users SoundID is represented through our pattern.

When the pattern represents a SoundID the is always a coloured square in one of the grid cells. This square can have any of our pop colors.

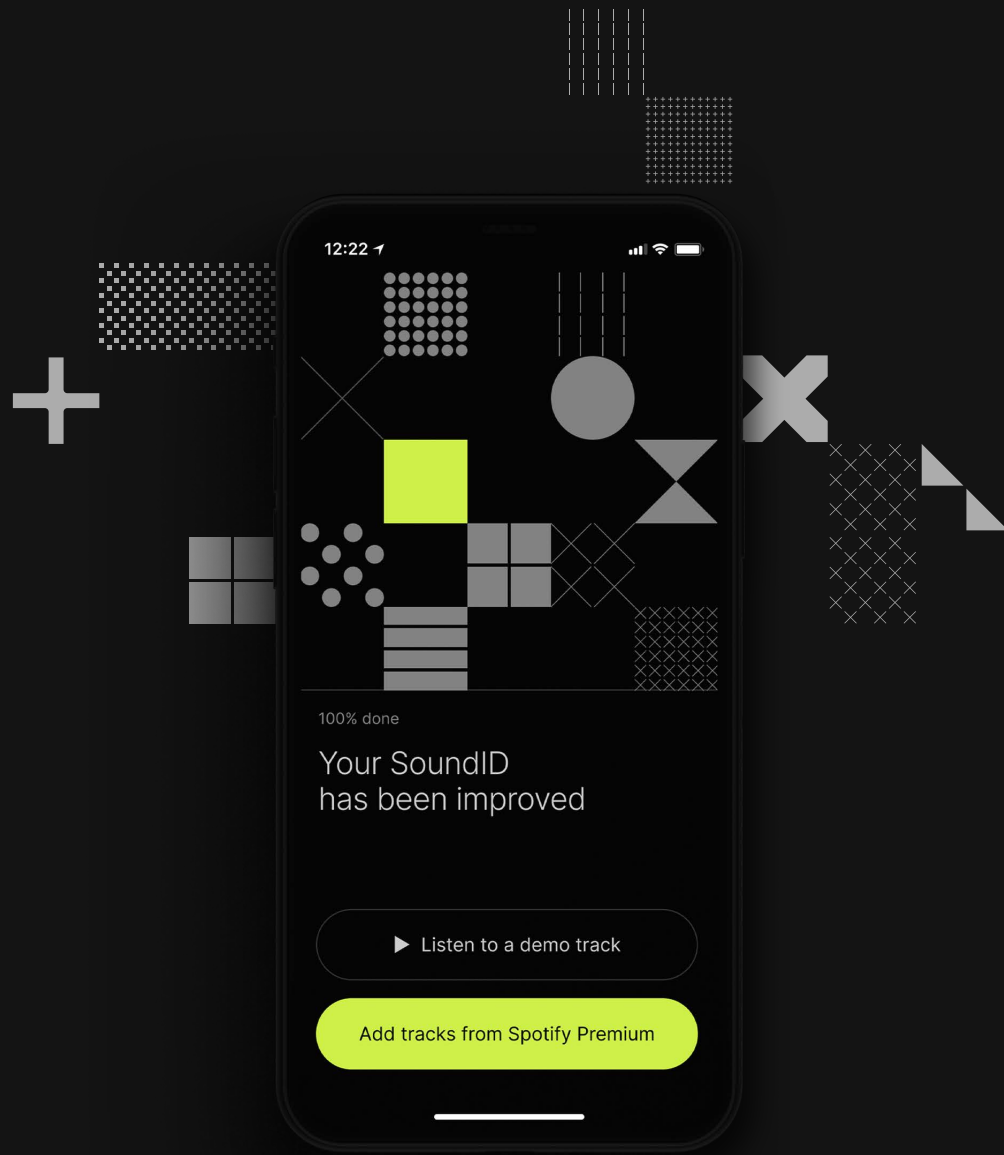


A SoundID with the coloured square



Using the pattern

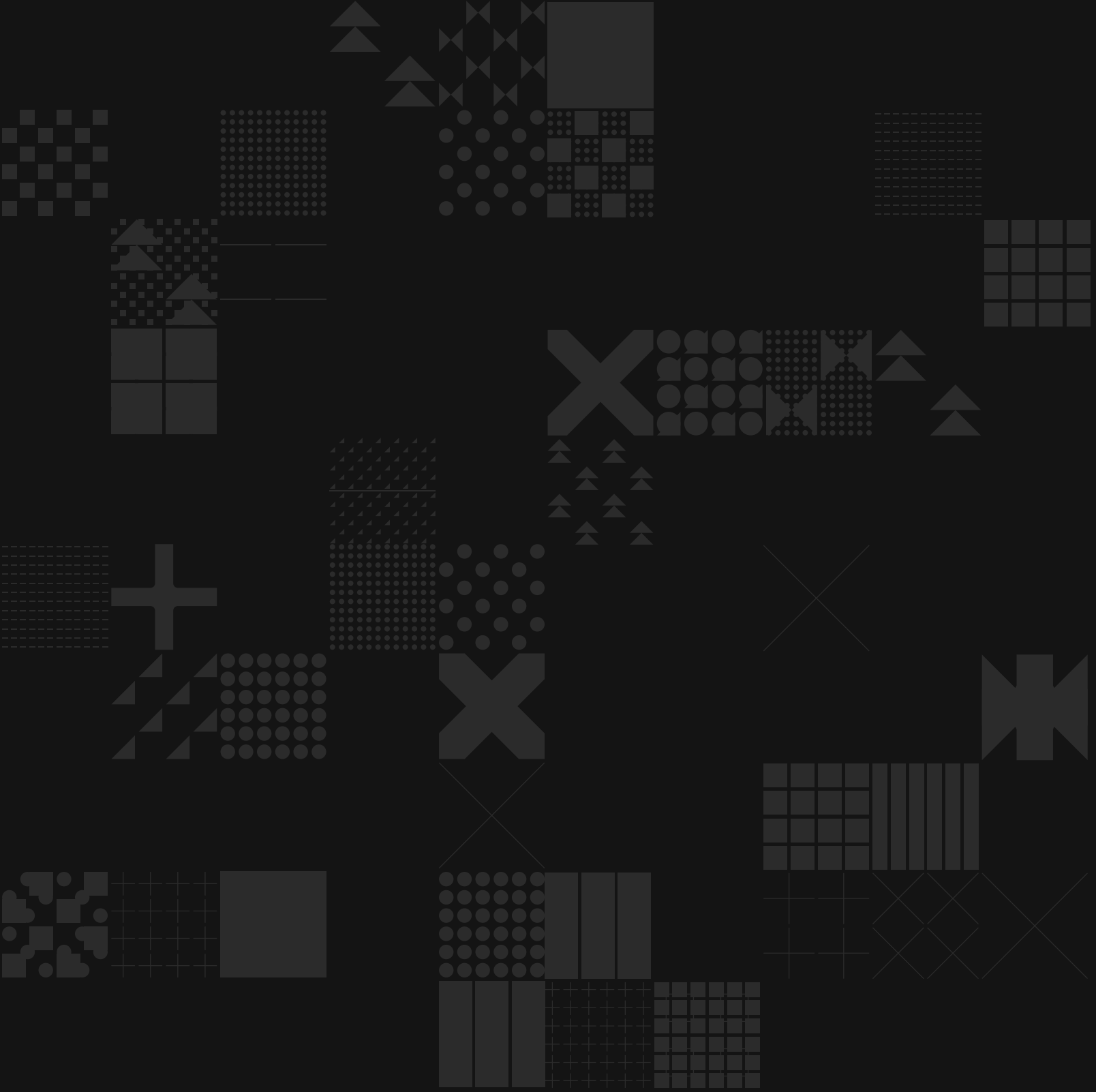
The pattern can primarily be used in three ways.



Pattern with product



Pattern on images



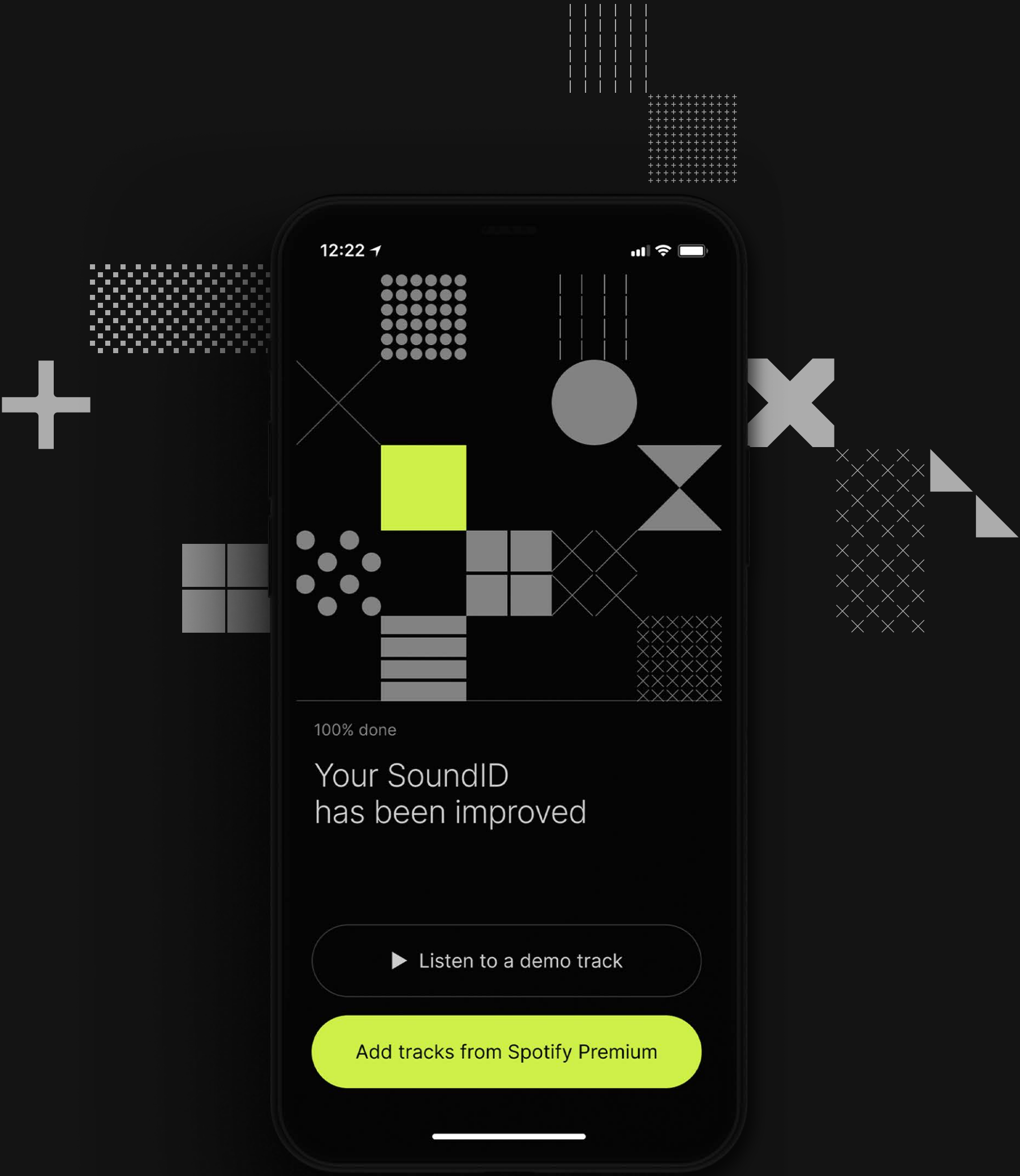
Pattern backgrounds



Pattern with product

When showing the product where the pattern is visible in the UI we can extend the pattern beyond the device.

Always make sure that the pattern in the UI and on the background are the same size.



Pattern on images

We can put the pattern as an overlay on an image.

The pattern is always 100% opacity when placed on an image.

Make sure that the pattern do not cover key areas of the images such as a persons face.



Pattern as background

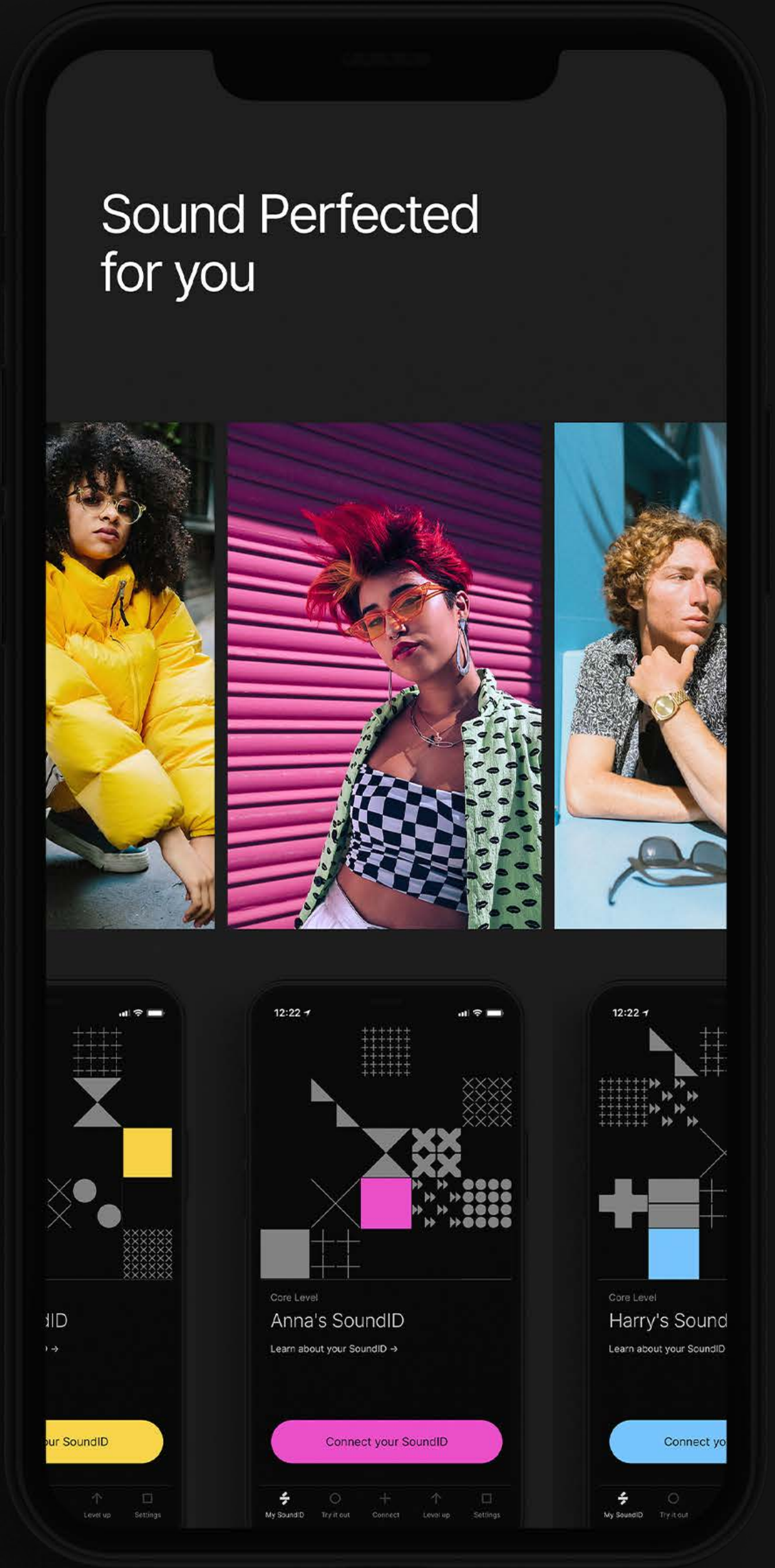
The pattern can also be used as a background. In these cases we can combine pattern components to form larger patterns.

When used as a background the opacity of the pattern should be very low so that it blends in with the background.



Product with images

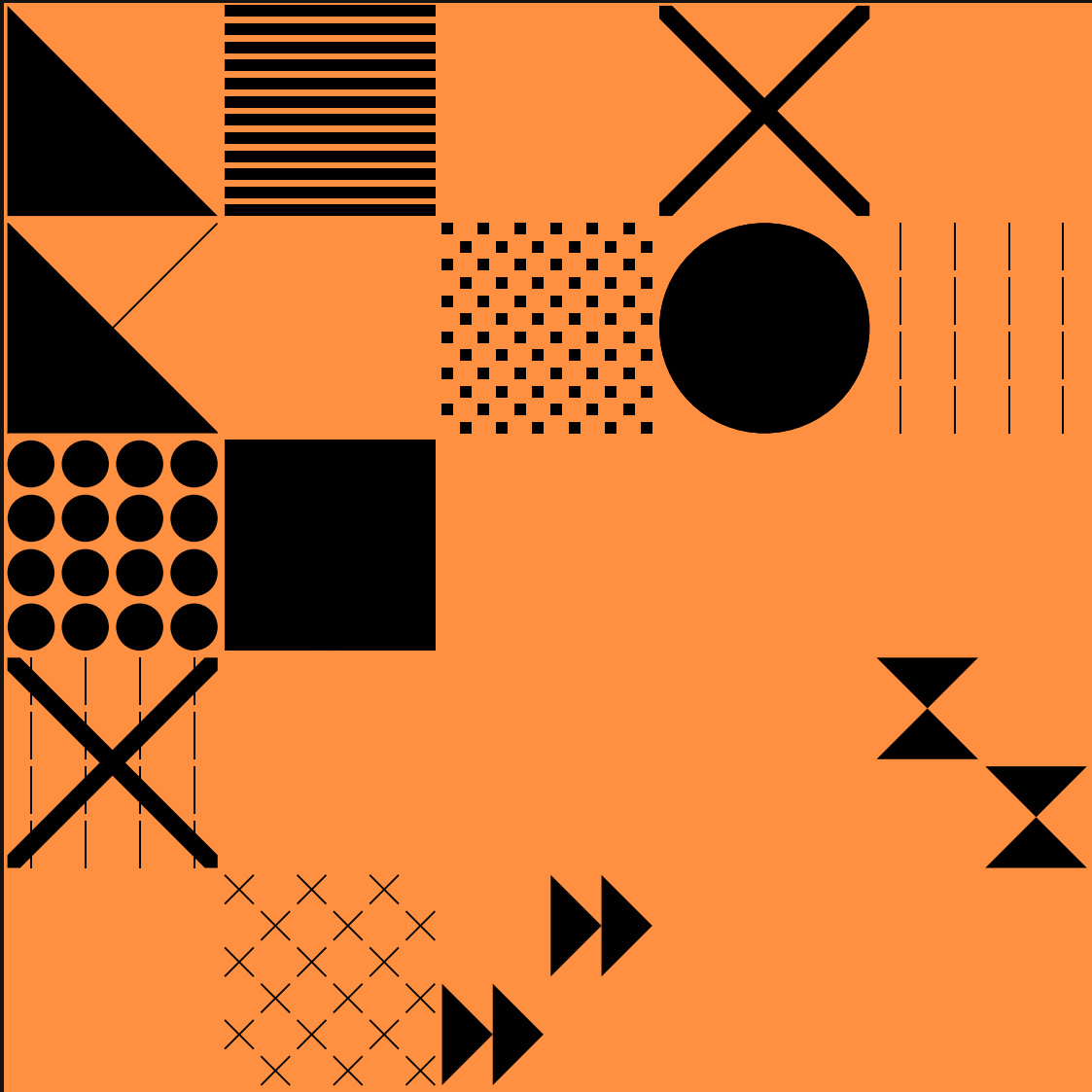
When combining product views with images always make sure that the coloured square and UI in the pattern correlates to the colors in the image.



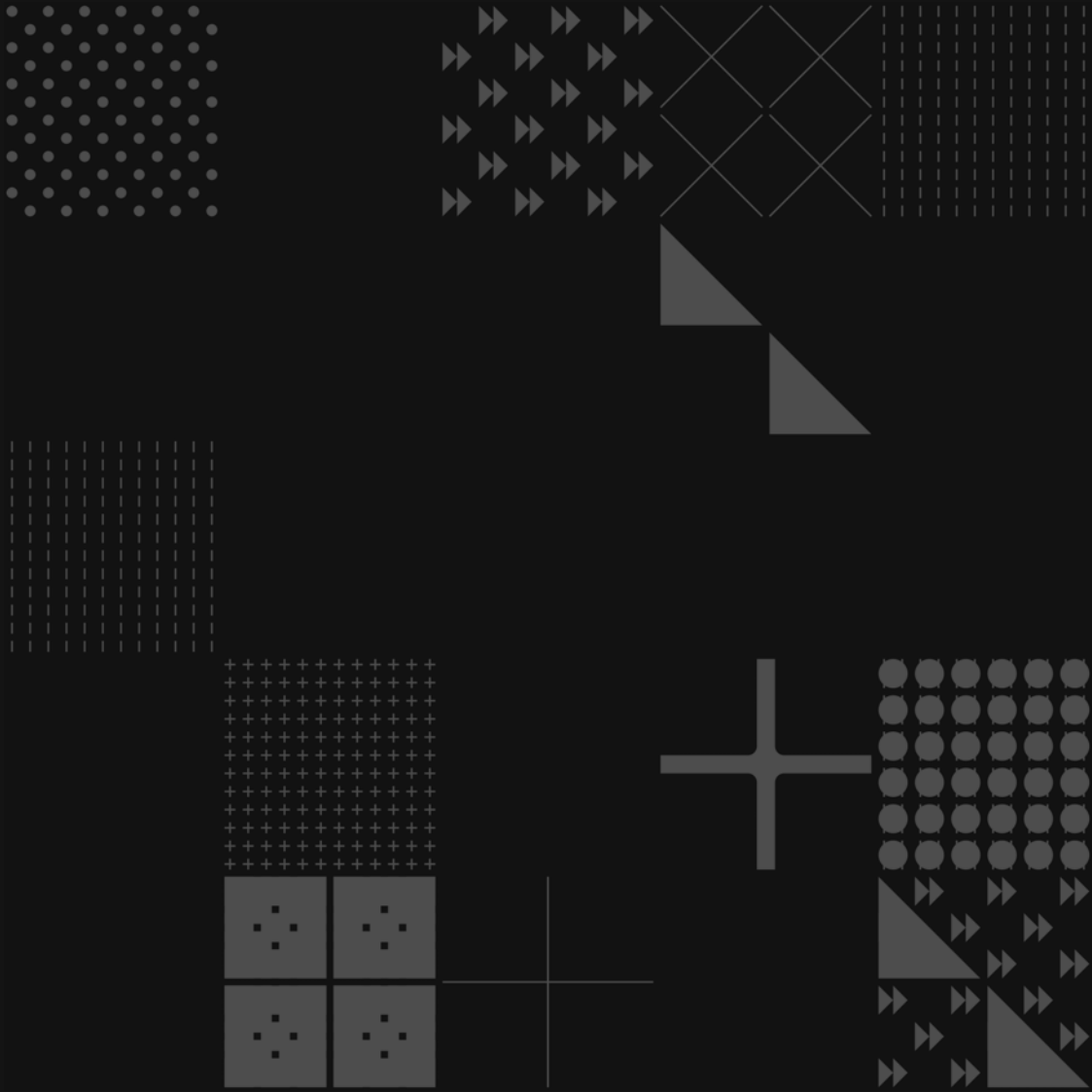
Pattern color
Treatment



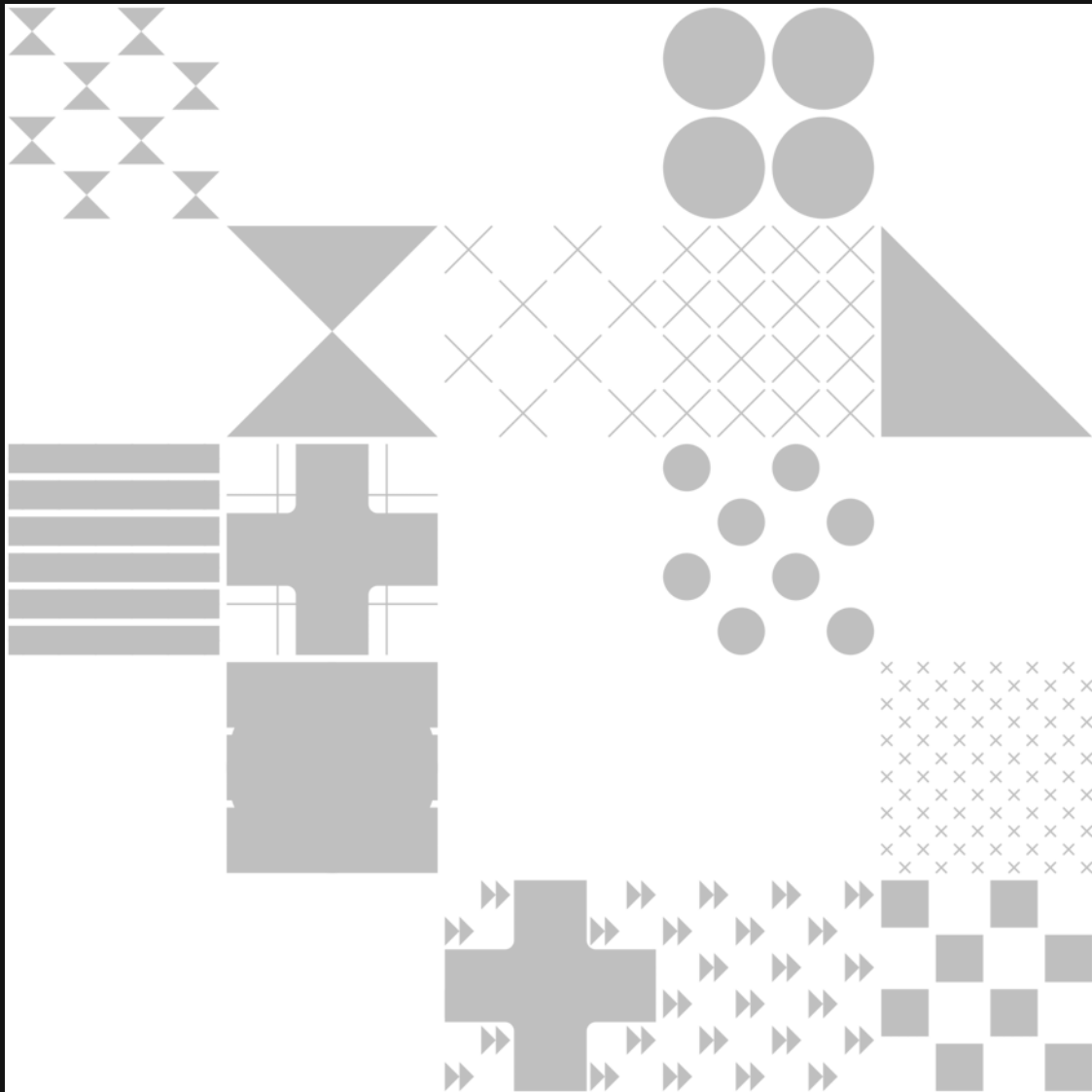
Black pattern on images.



Black pattern on coloured backgrounds.



White pattern with low opacity on dark backgrounds.



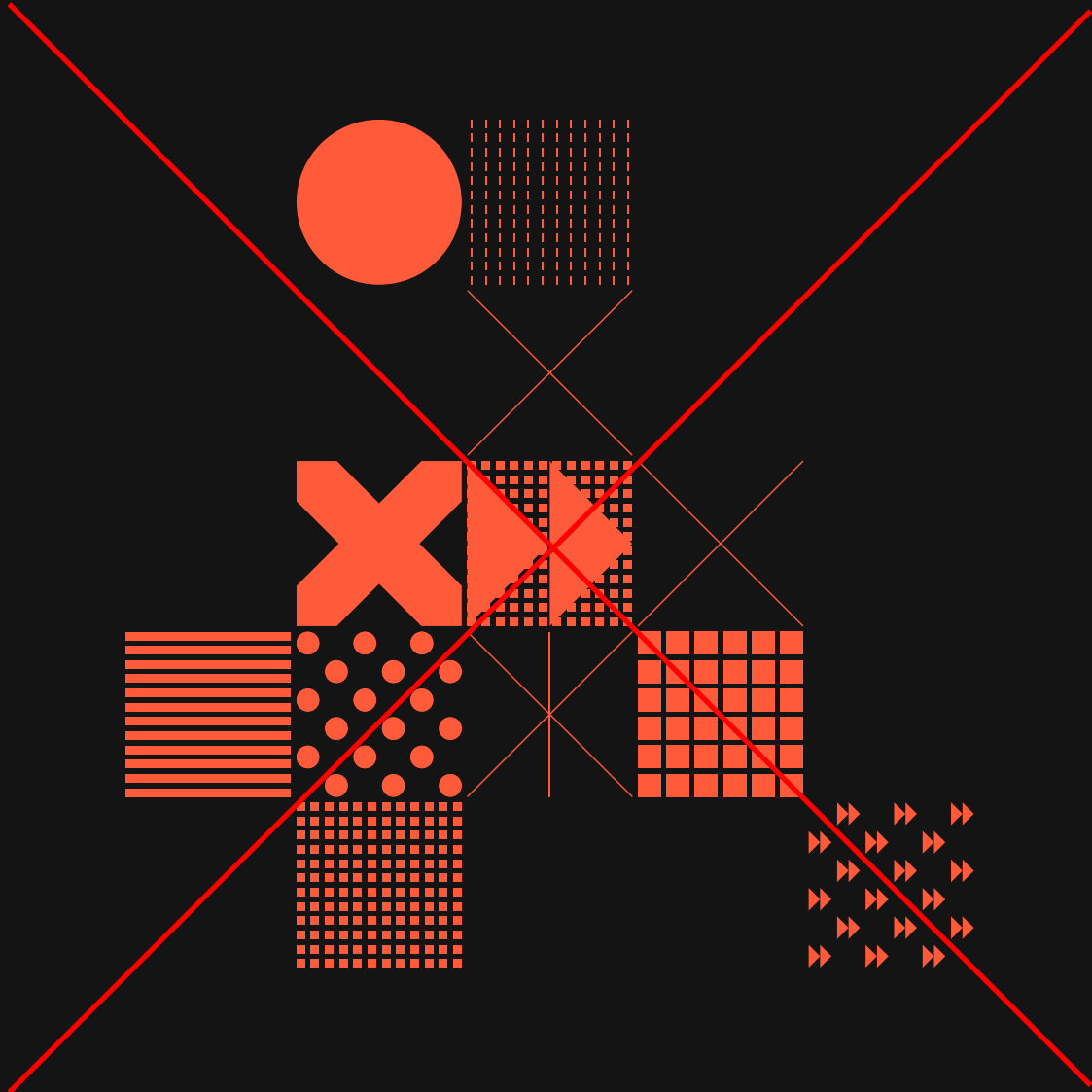
Black pattern with low opacity on white backgrounds.



Don't
Don't mix pattern sizes.



Don't
Never use the pattern in color.



Don't
Never use the white pattern on
coloured backgrounds.



Don't
Cover a persons face with the
pattern. Choose a pattern that
suits the image.



Don't over use the pattern
With great patterns comes great responsibility. Our pattern is core element in our visual identity but that does not mean we need to cover everything we do with it. Sometimes an image, typography or just the logotype is enough for the application.

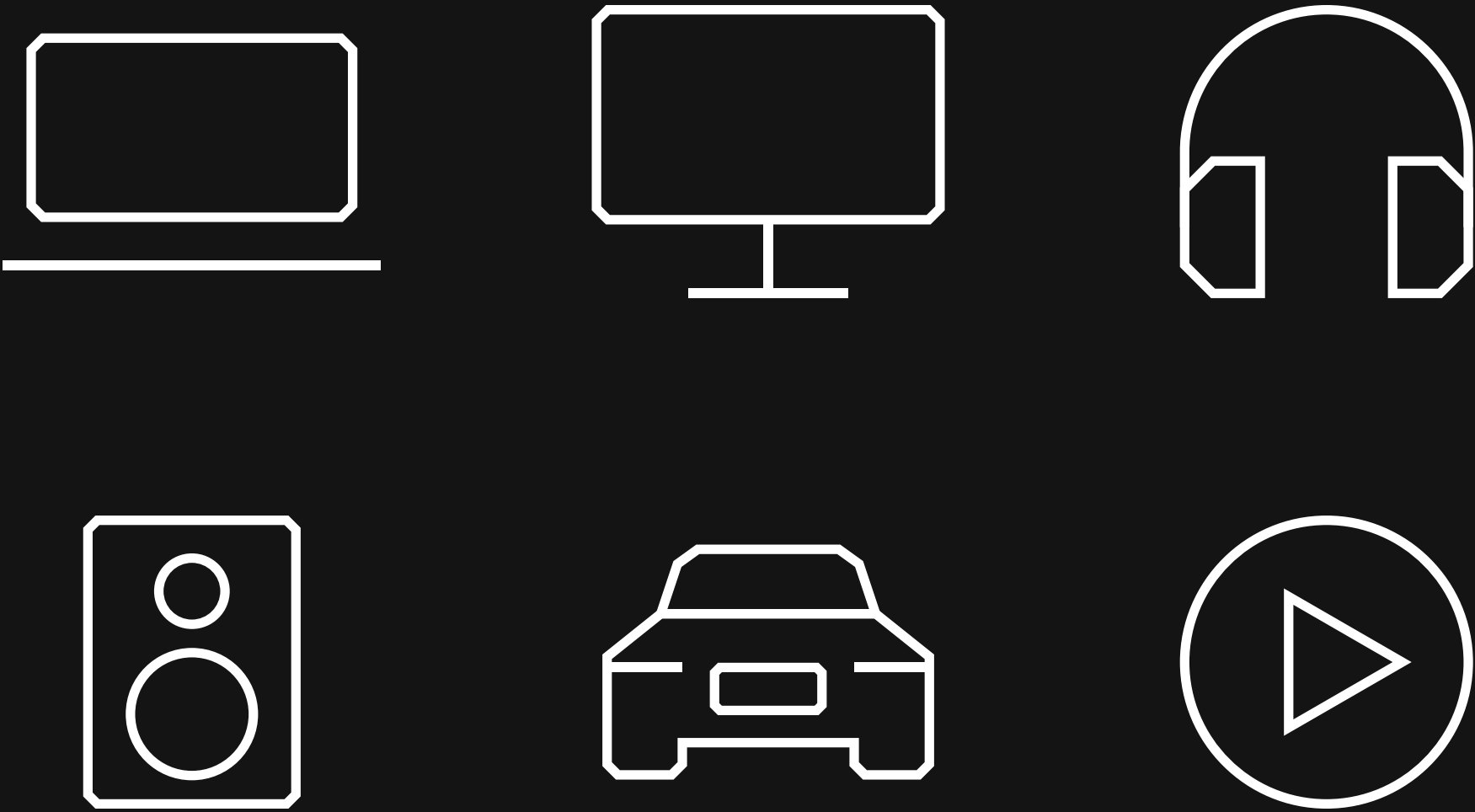


2.6

Pictograms

Overview

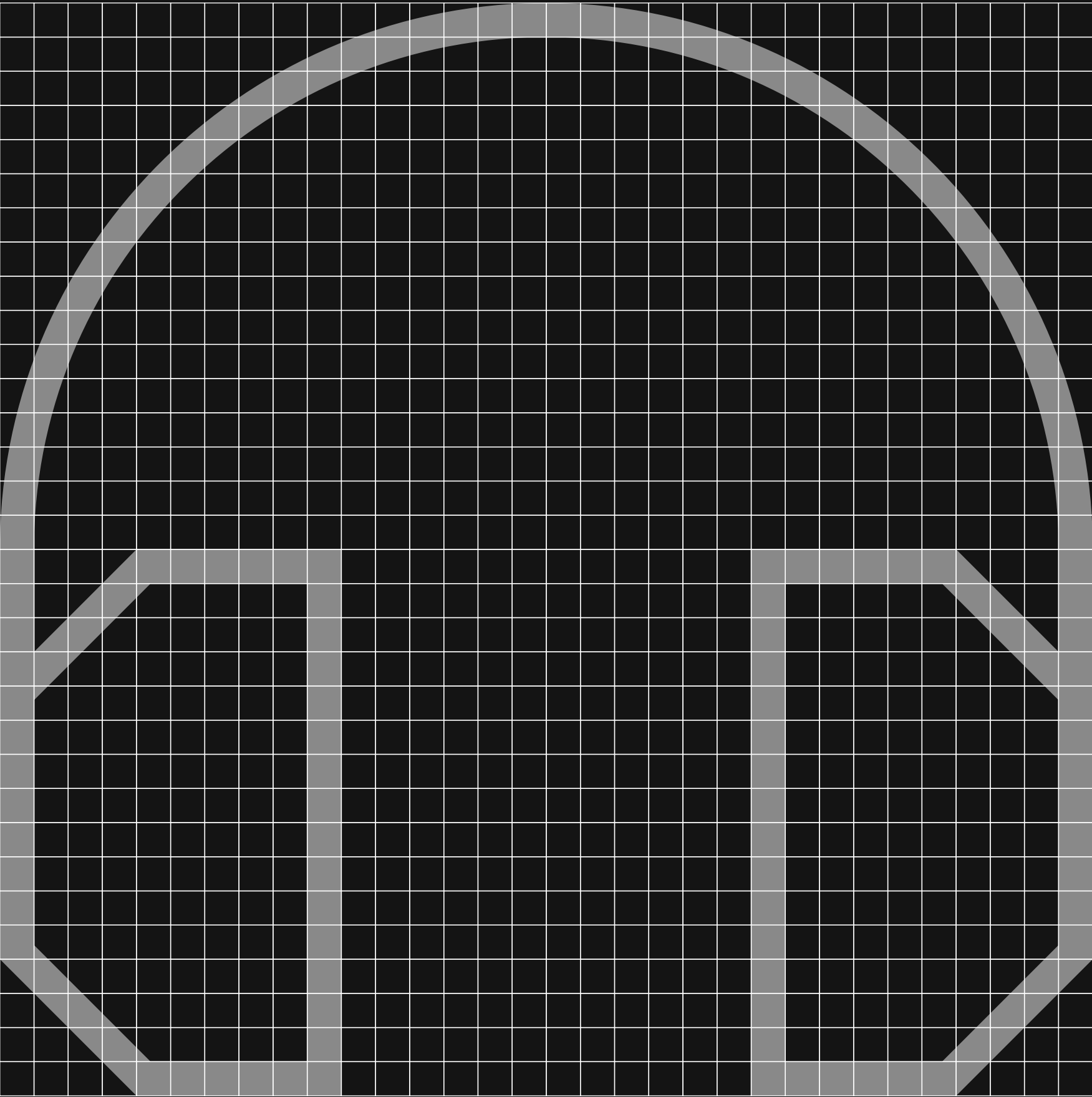
Our icons have a clear DNA from our logotype and have been designed to strengthen the consistency of our brand experience.



Construction
SoundID pictograms are drawn on a pixel based grid of 32px x 32px. Use the grid as your basic guideline to snap the artwork in place.

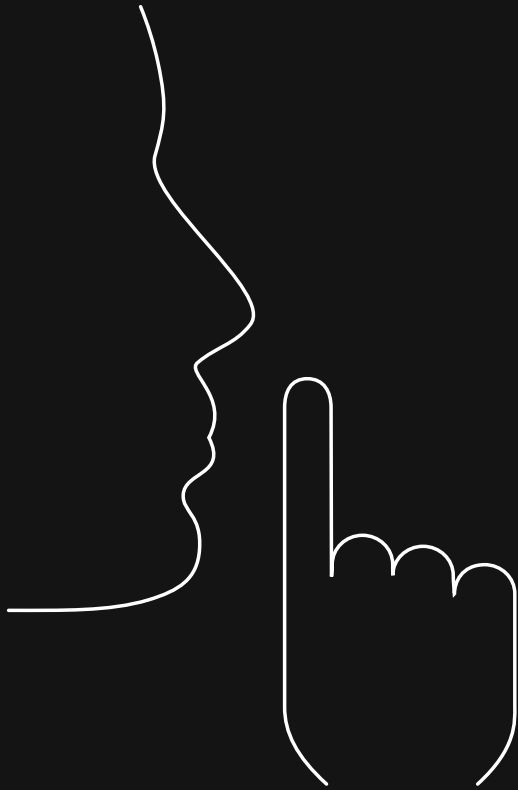
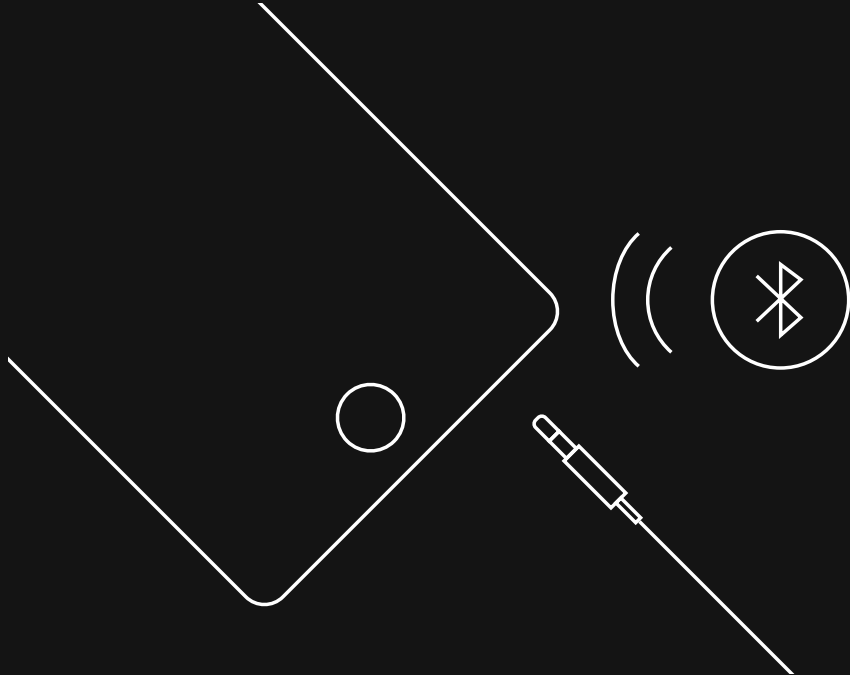
When designing new icons, try to combine the 45° angle with straight and circular shapes to get a more distinct feeling. However, in complex icons, you may be indulgence for this.

Artboard: 32×32px
Stroke: 1px
Angle: 45°



Instructional illustrations

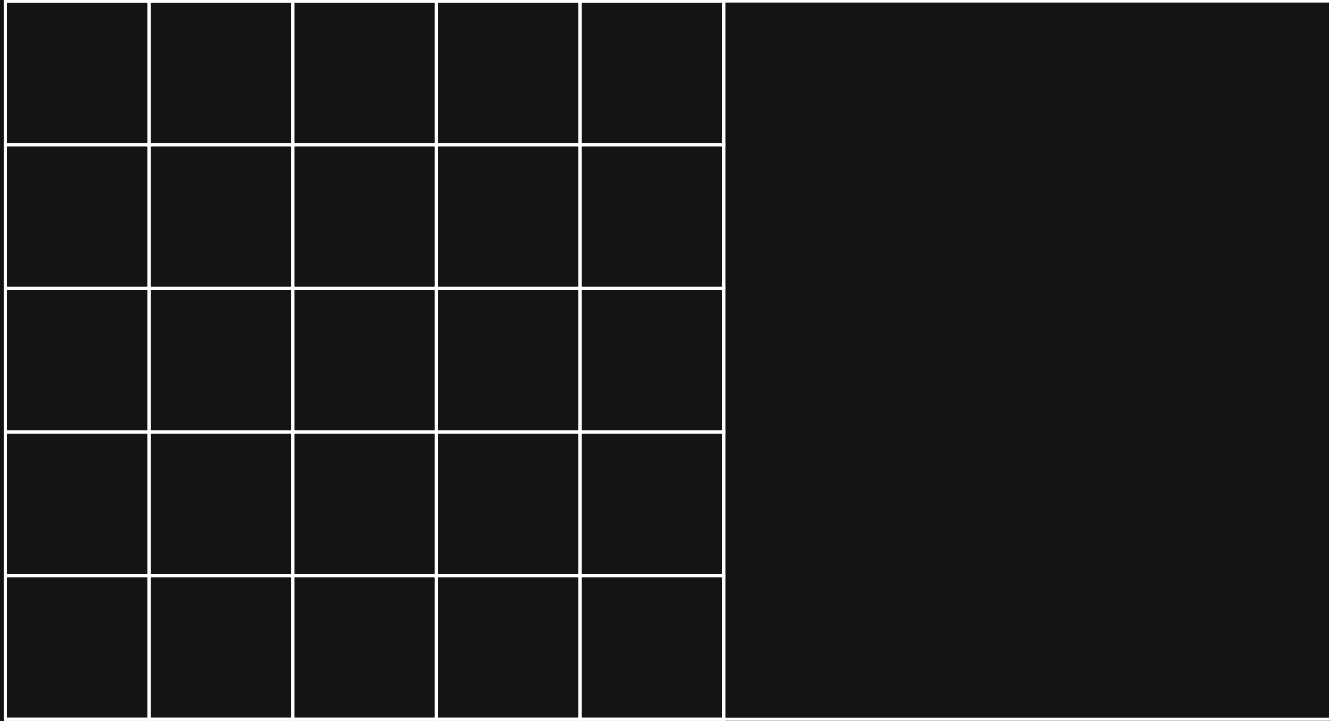
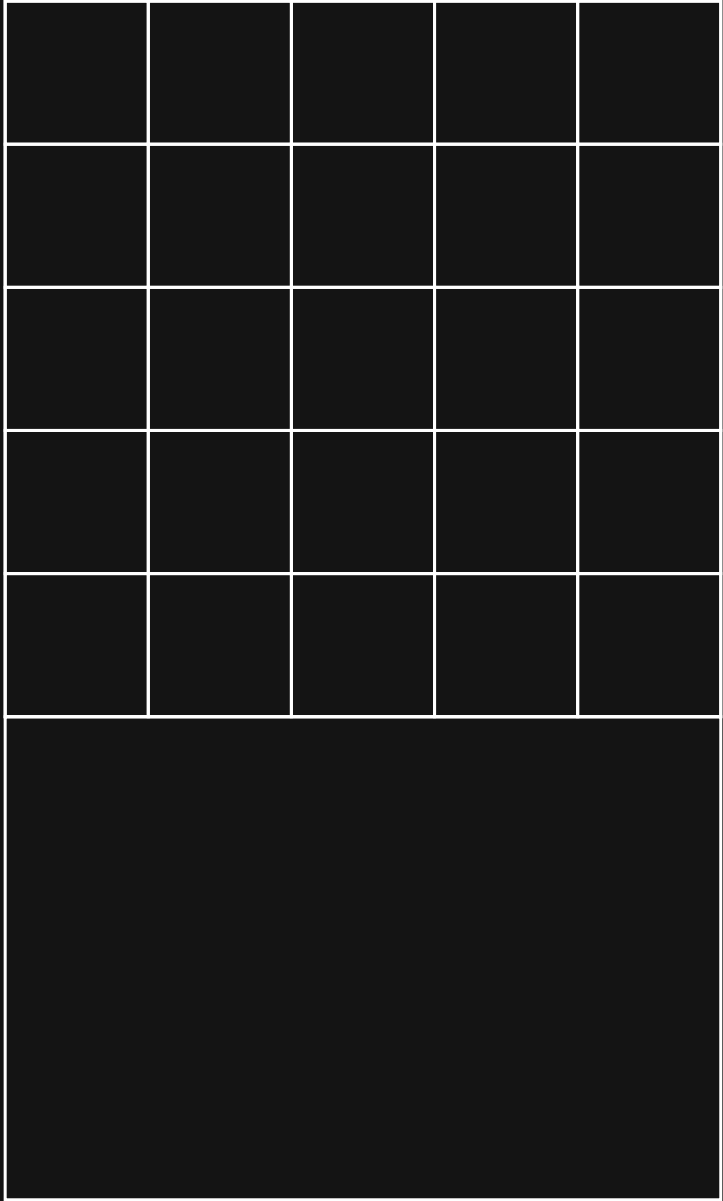
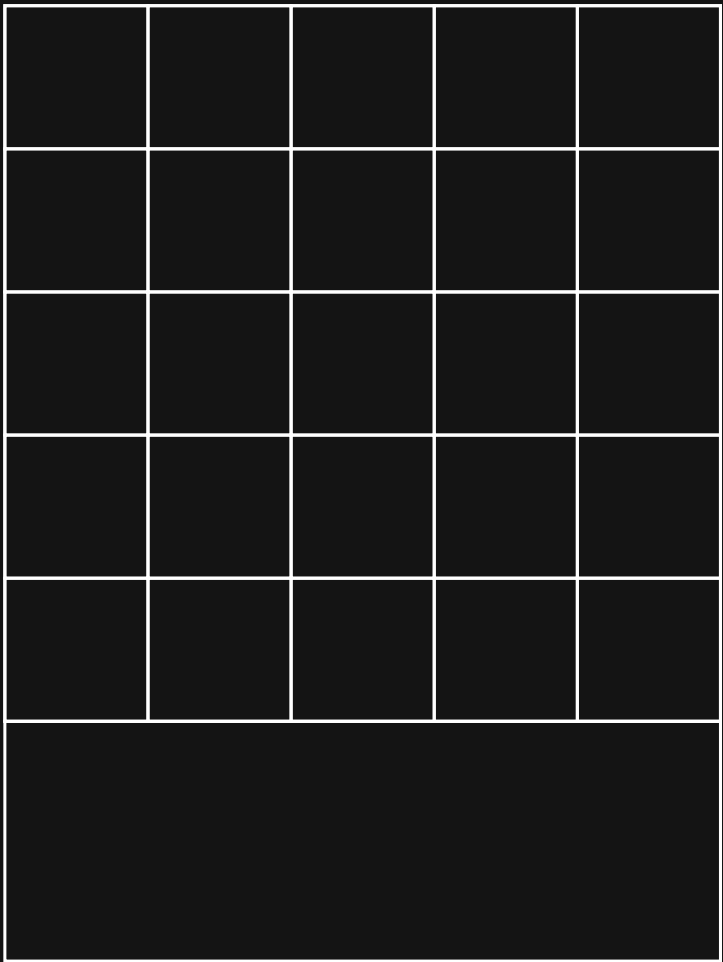
For instructions we use a simple illustrative language. In these cases we are less conceptual, focusing on being as clear as possible.



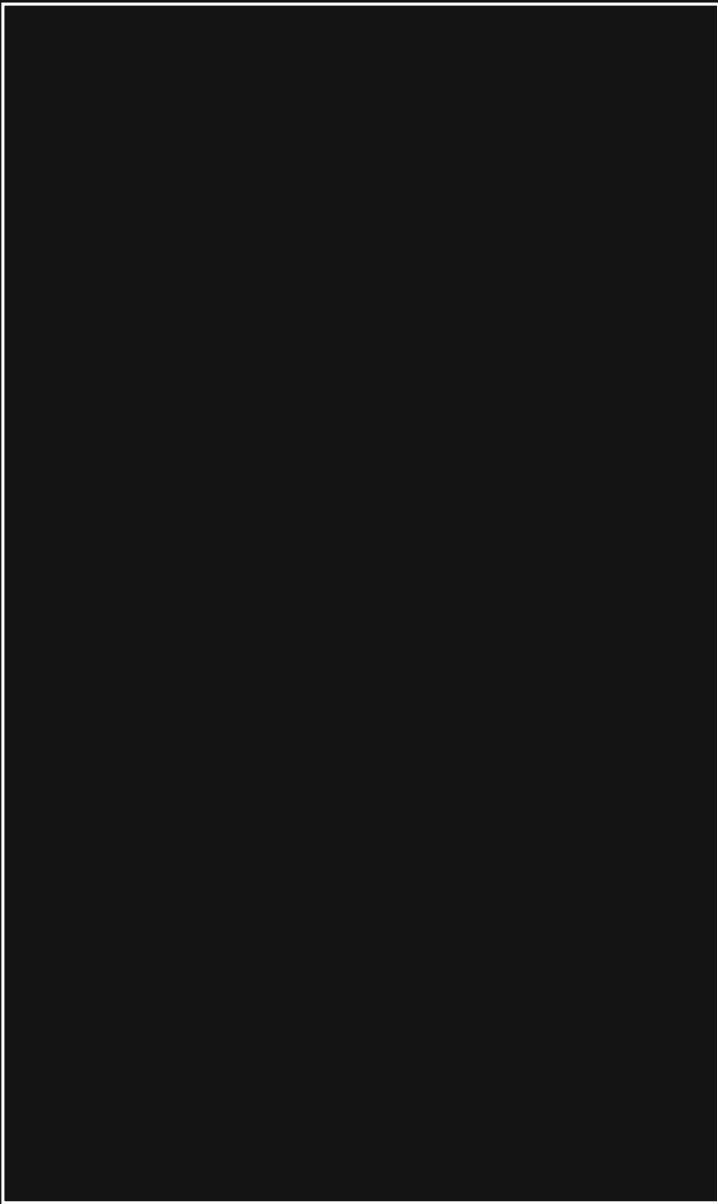
2.7

Grid

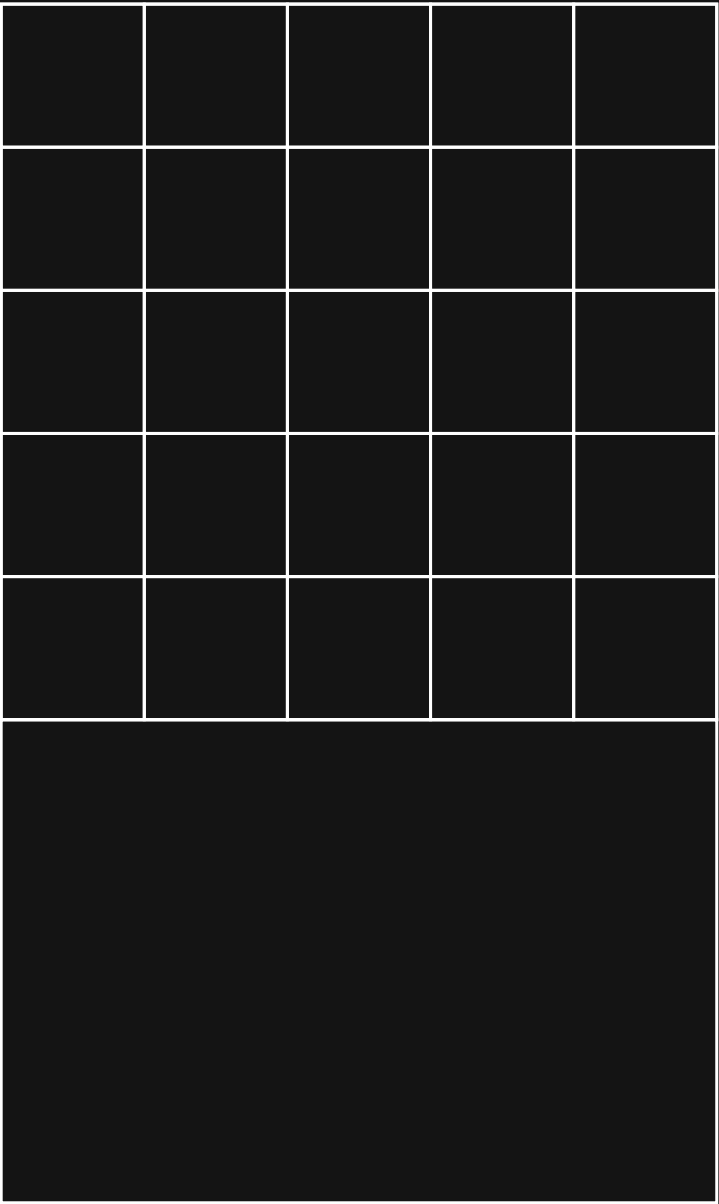
Square grid
The pattern is constructed in a square grid. The square is something that we can manifest in our grids to find interesting and relevant layouts.



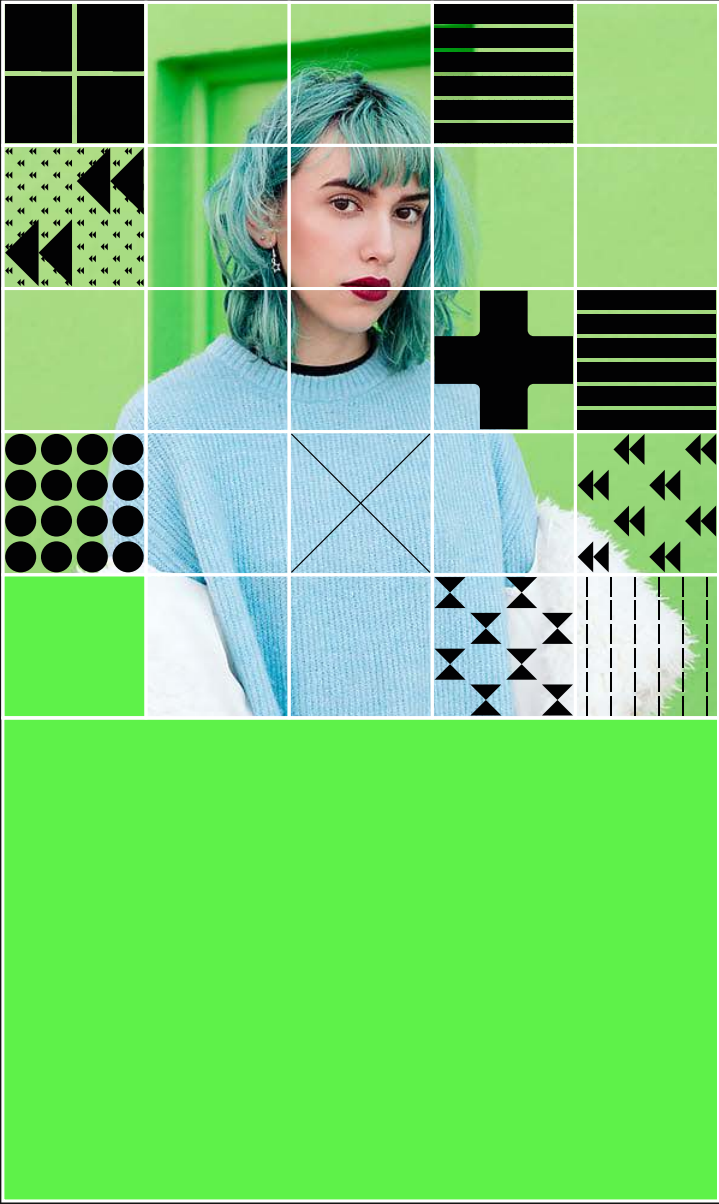
Layout
Example



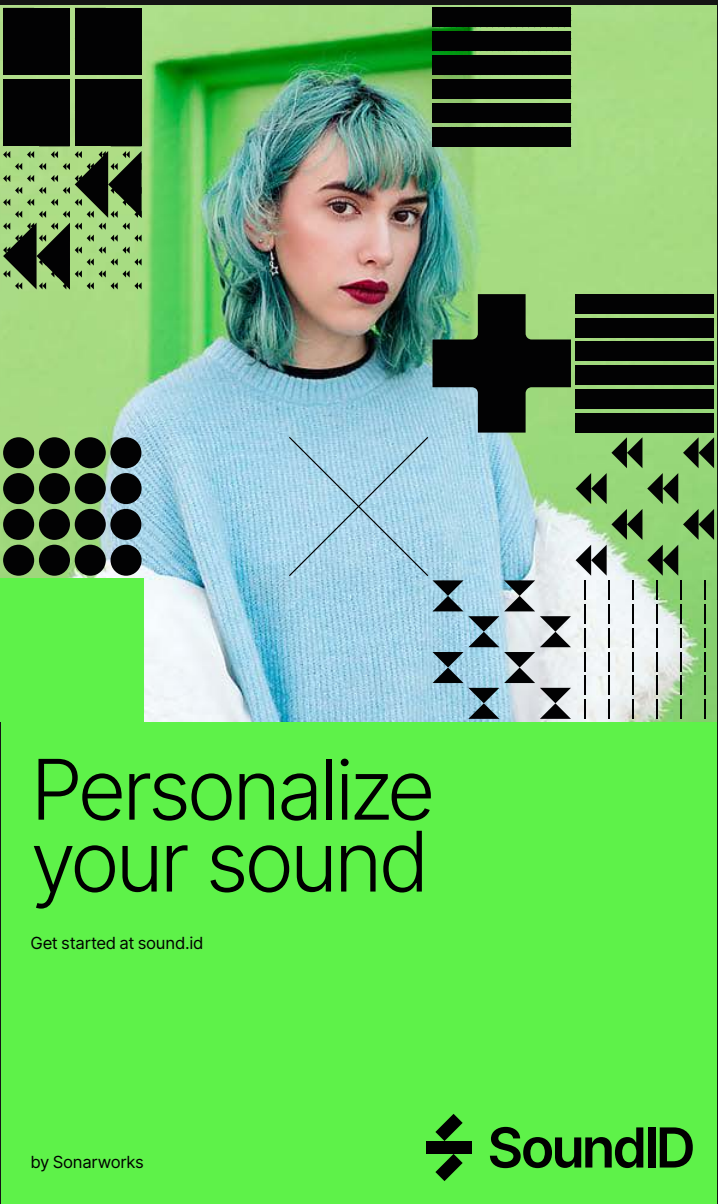
Format



Square grid



Layout



Design



2.8

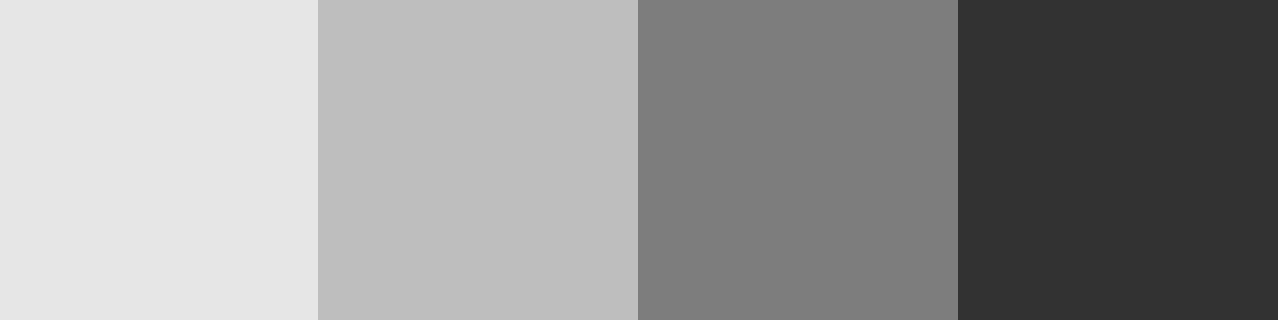
SoundID Reference

SoundID Reference logotype
SoundID Reference share symbol
with SoundID.

The SoundID Reference logotype
follows the same basic rules as the
SoundID logotype *(see section 2.1
Logotype)*.



White base
SoundID Reference uses white as the base color in all its applications. We use white the same way as SoundID use black (*see section 2.3 Colors*).



Imagery

SoundID Reference shares the same core imagery concept as SoundID but focus more on capturing the sound creator and their world.

We see snapshots of creators and the environment in which they create.

Look and feel

The look and feel is raw, authentic and edgy. We try to capture the persons attitude and emotions.

The person should have a strong individual styling and expressive attitudes.

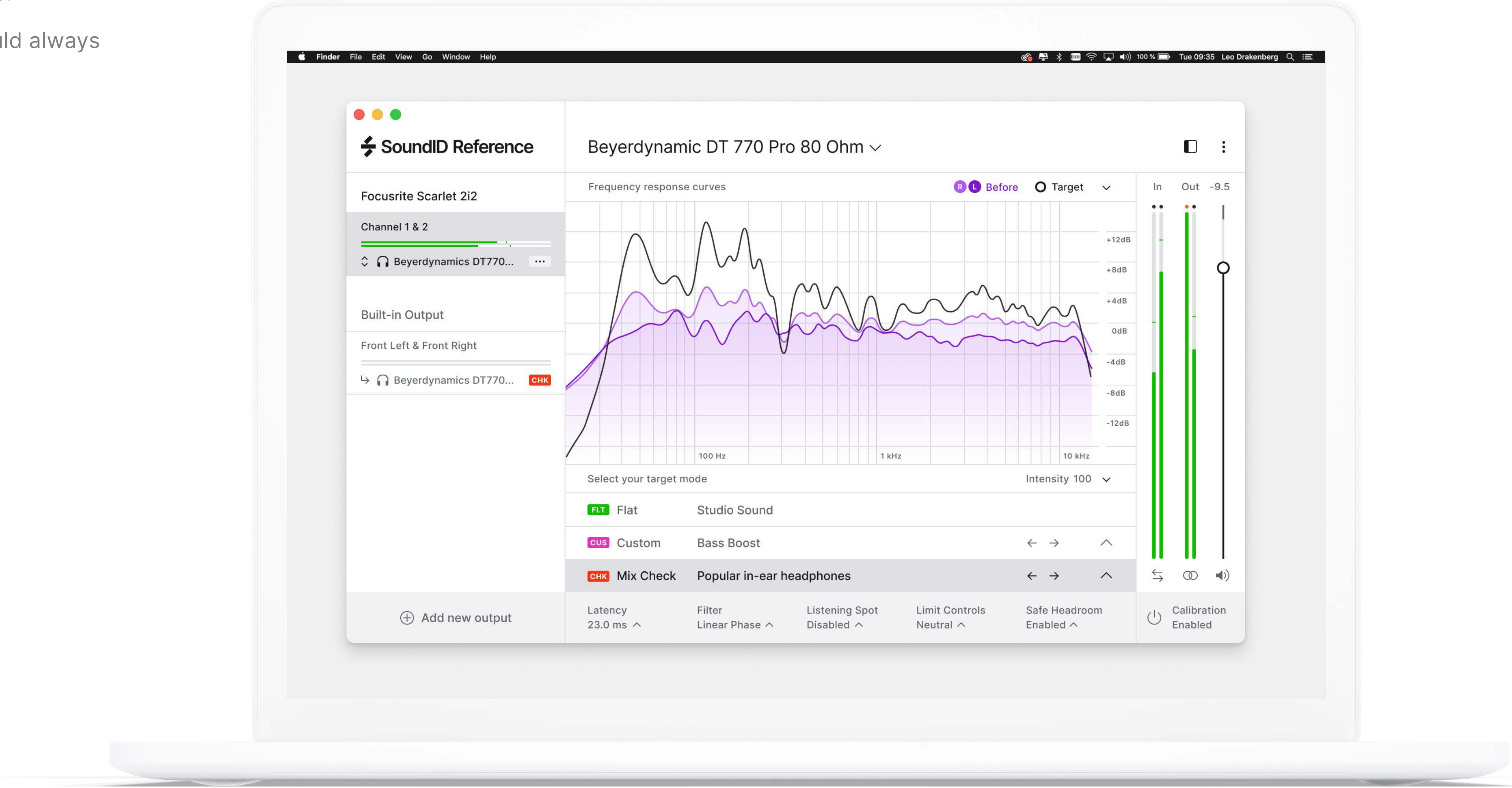


Please note!
The images on this moodboard are reference images and can NOT be used in live applications.

Product images

When showing product like mobiles, laptops or headphones we use a matte, monochrome style.

The devices we use should always be light.



2.8 SoundID Reference

Pattern as background

When using the pattern for SoundID
Reference always use light backgrounds.

2.9

From
Sonarworks

From Sonarworks tagline
We have a lockup with “from Sonarworks” as a tagline for both SoundID and SoundID Reference logotype.

These should be used in contexts where Sonarworks has more brand recognition than SoundID or where Sonarworks would give further credibility to SoundID.



Sonarworks endorsement

In some of our applications we want to show Sonarworks endorsement without using the tagline on the logotype. In these situations we write “from Sonarworks”.

This is generally placed in a corner of the application.

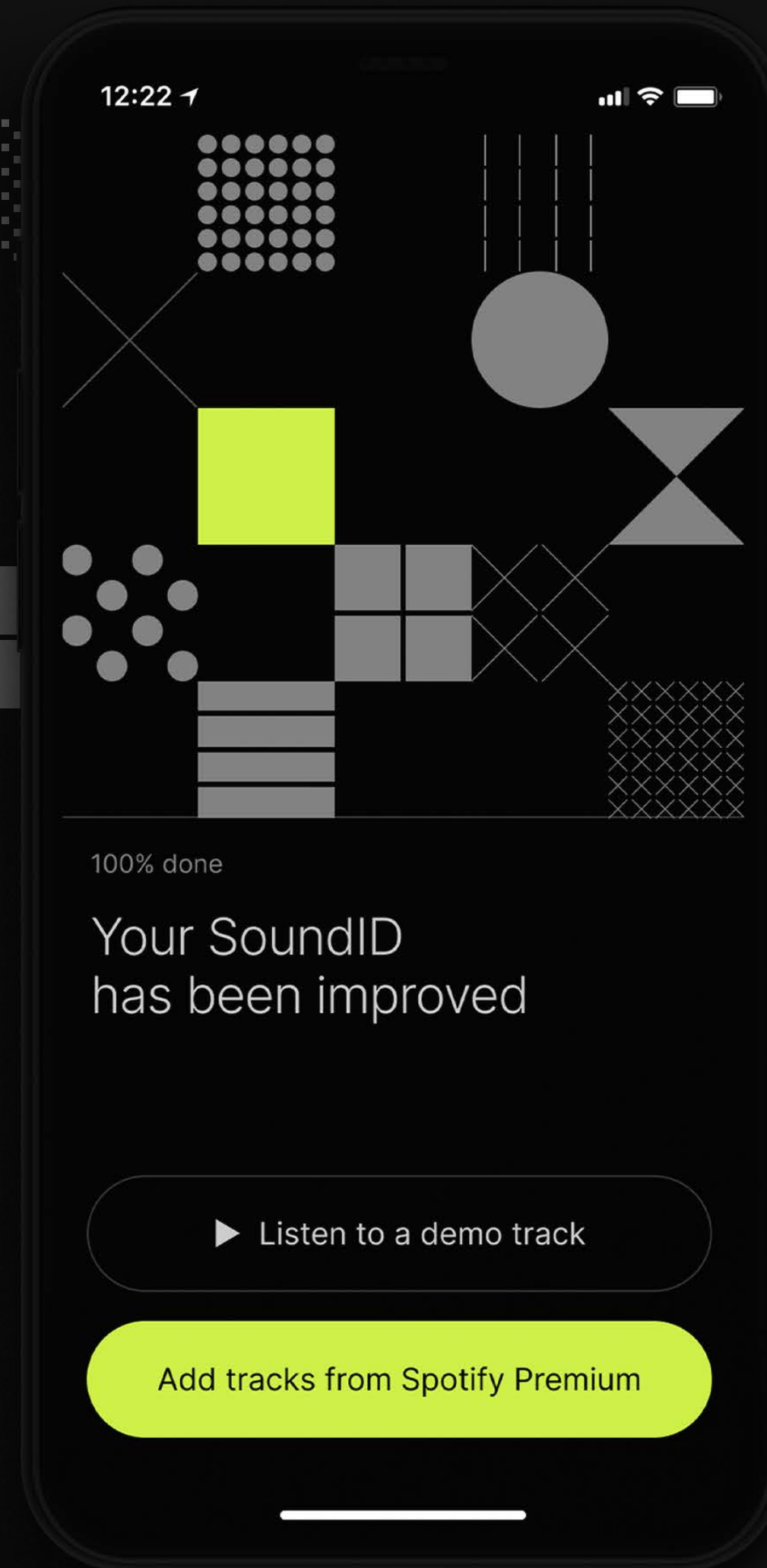


2.10

Look & feel

Personalize your sound

Get started at sound.id




from Sonarworks

sound.id

Personalize your sound


✦ SoundID



sound.id

Personalize your sound


✦ SoundID



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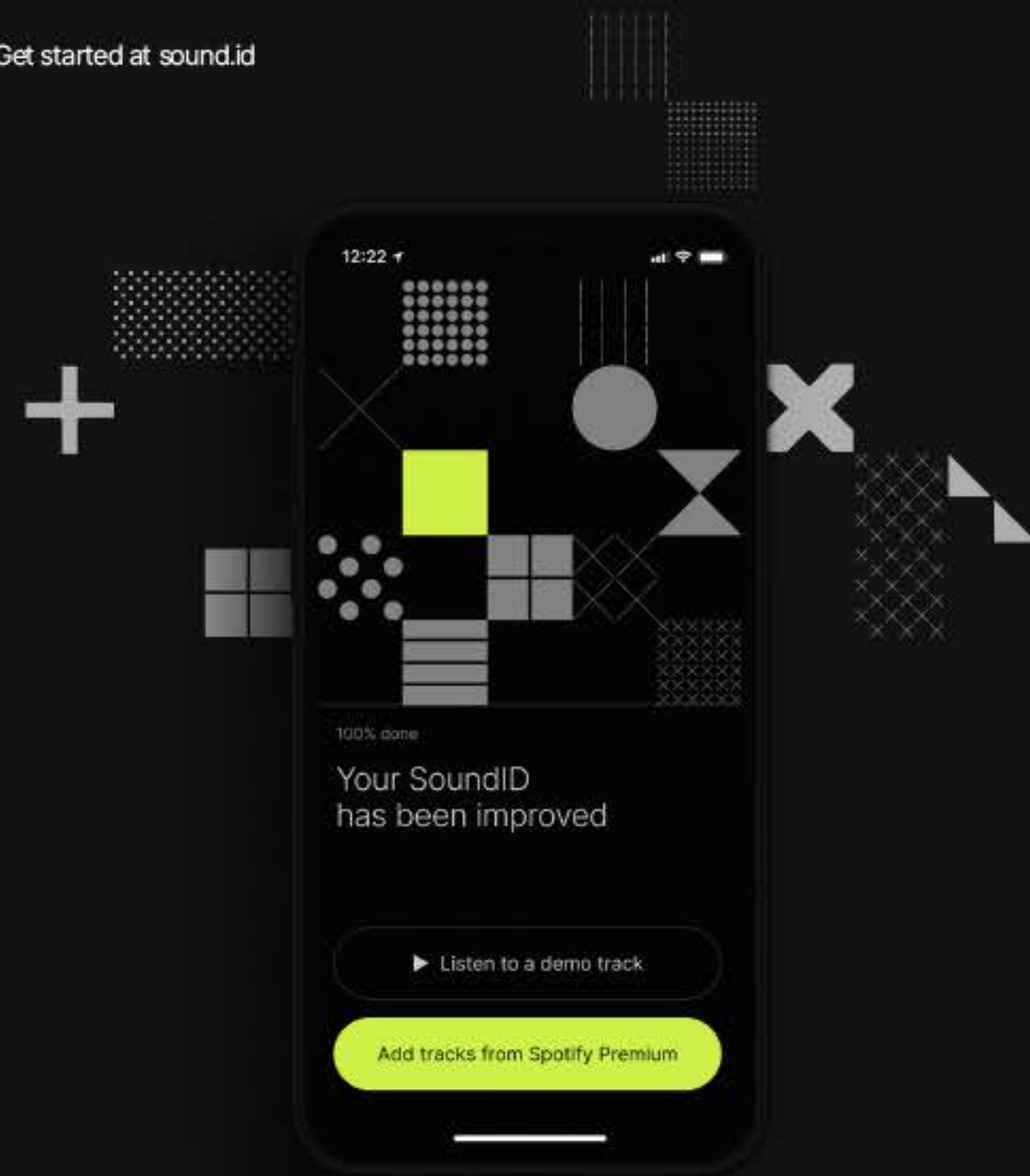
Personalize your sound

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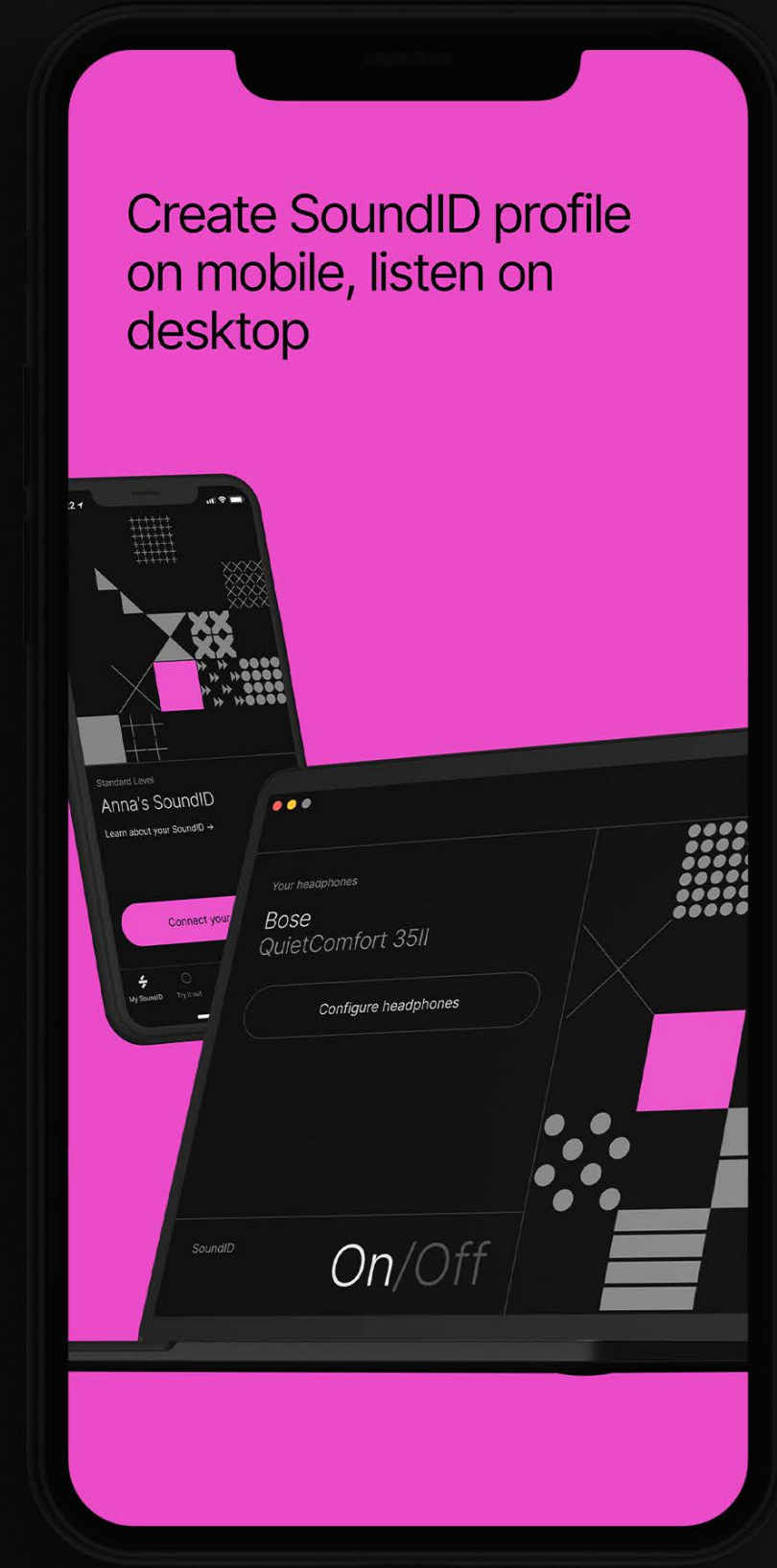
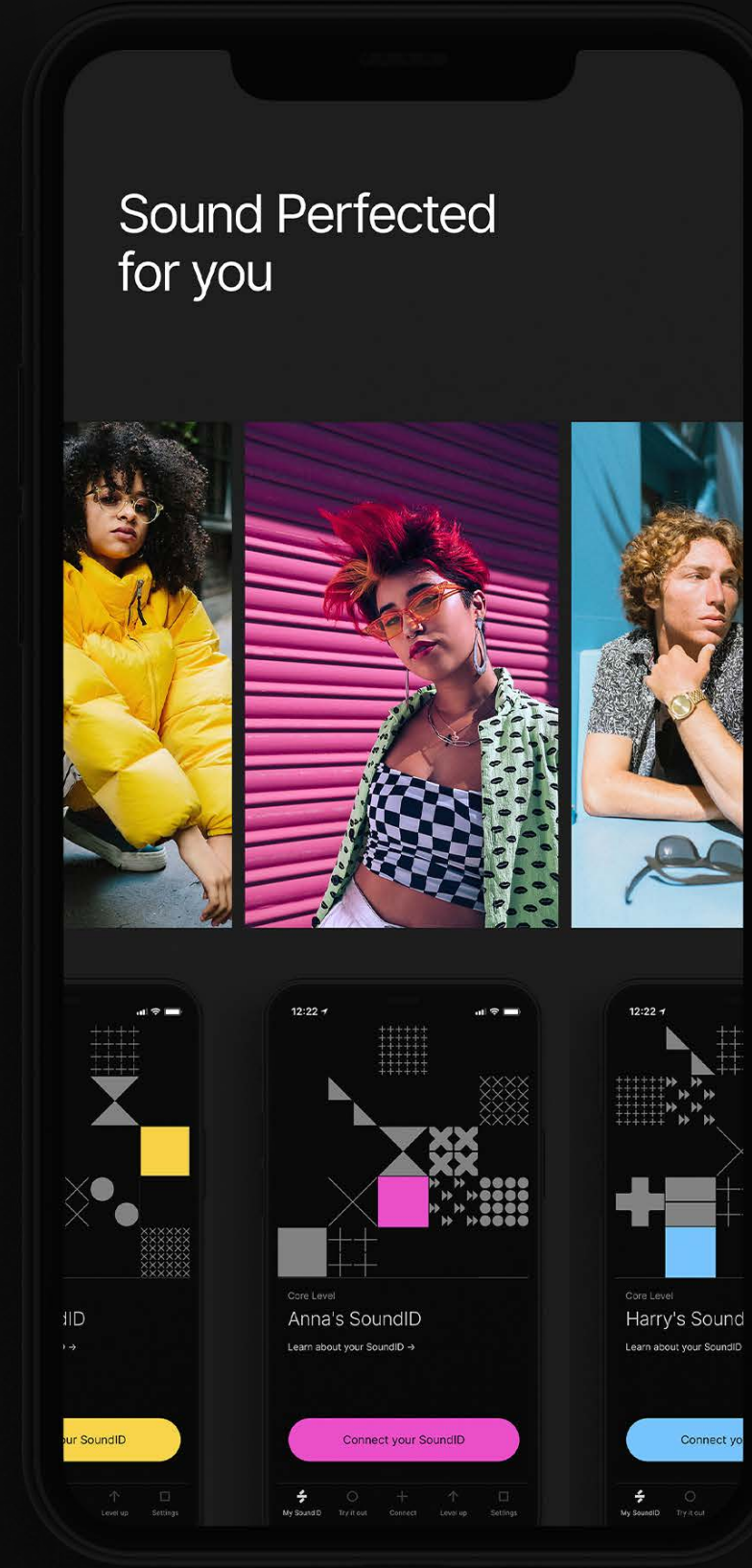
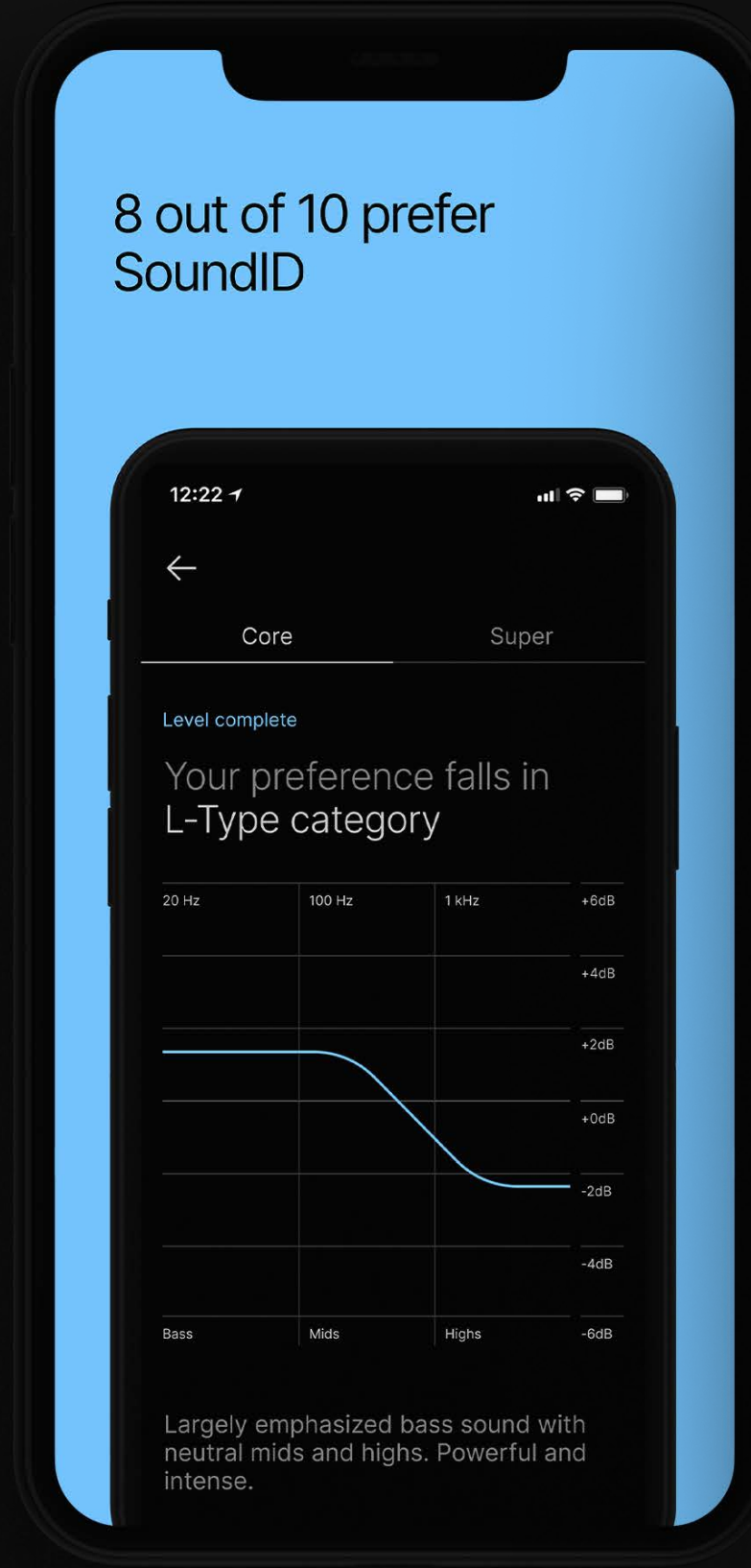
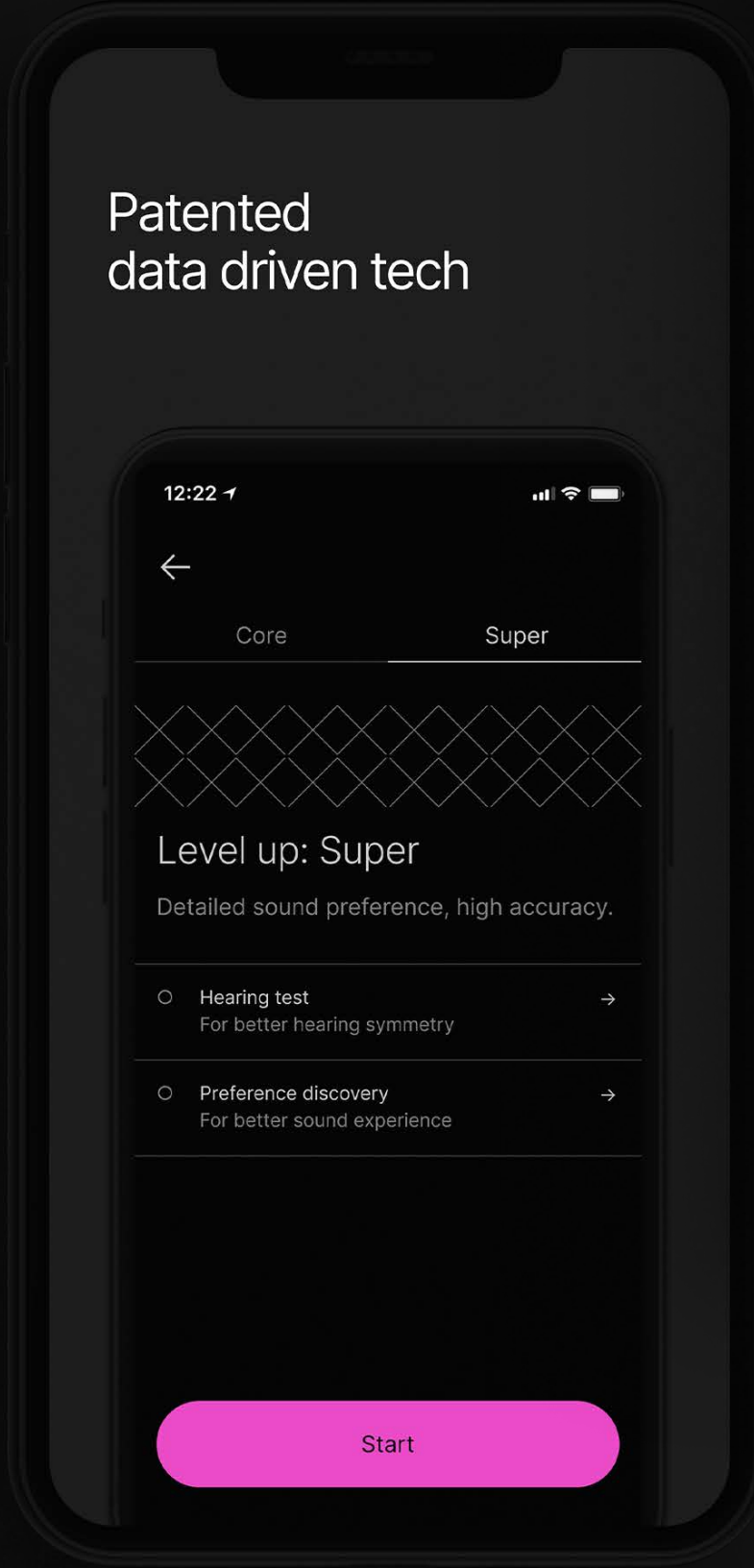
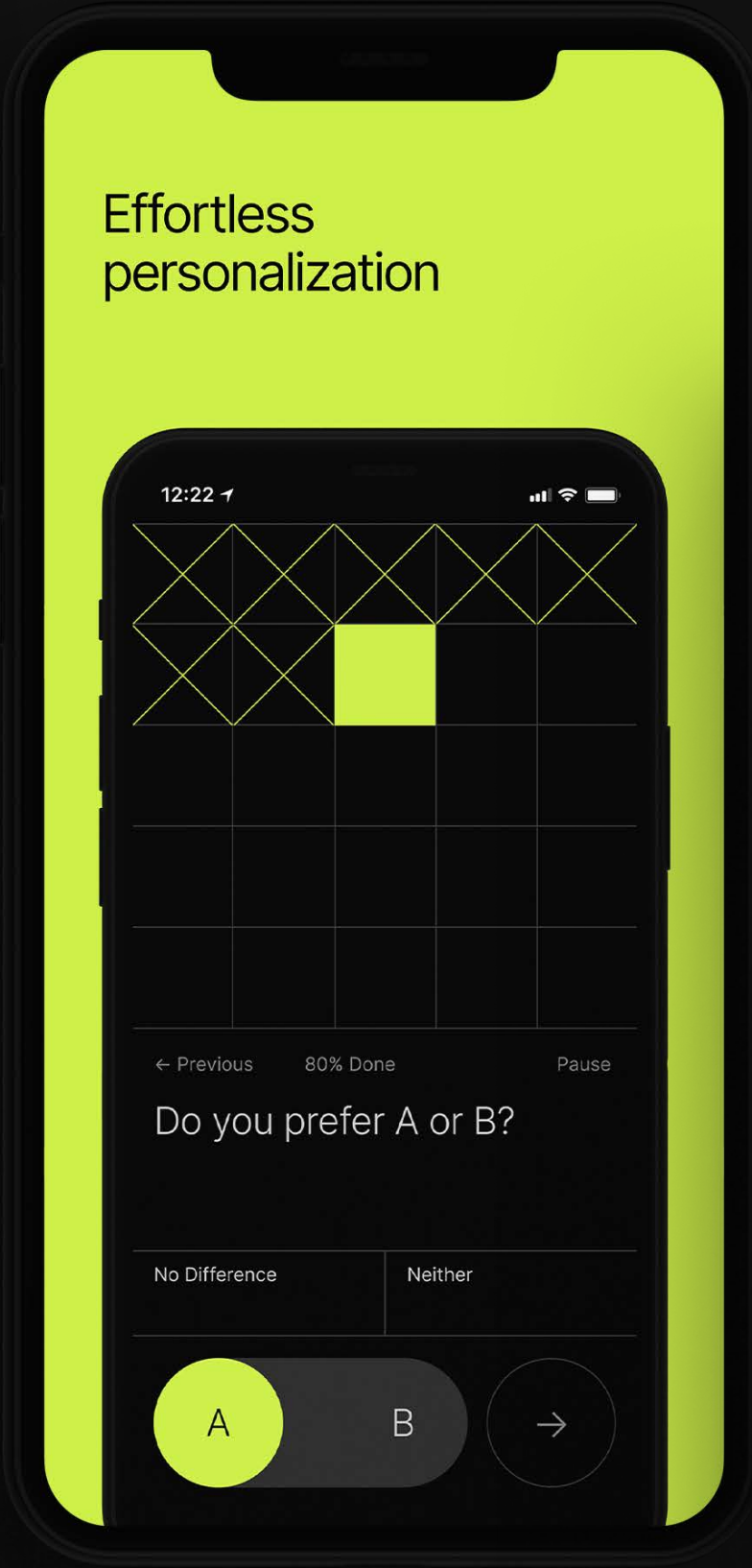
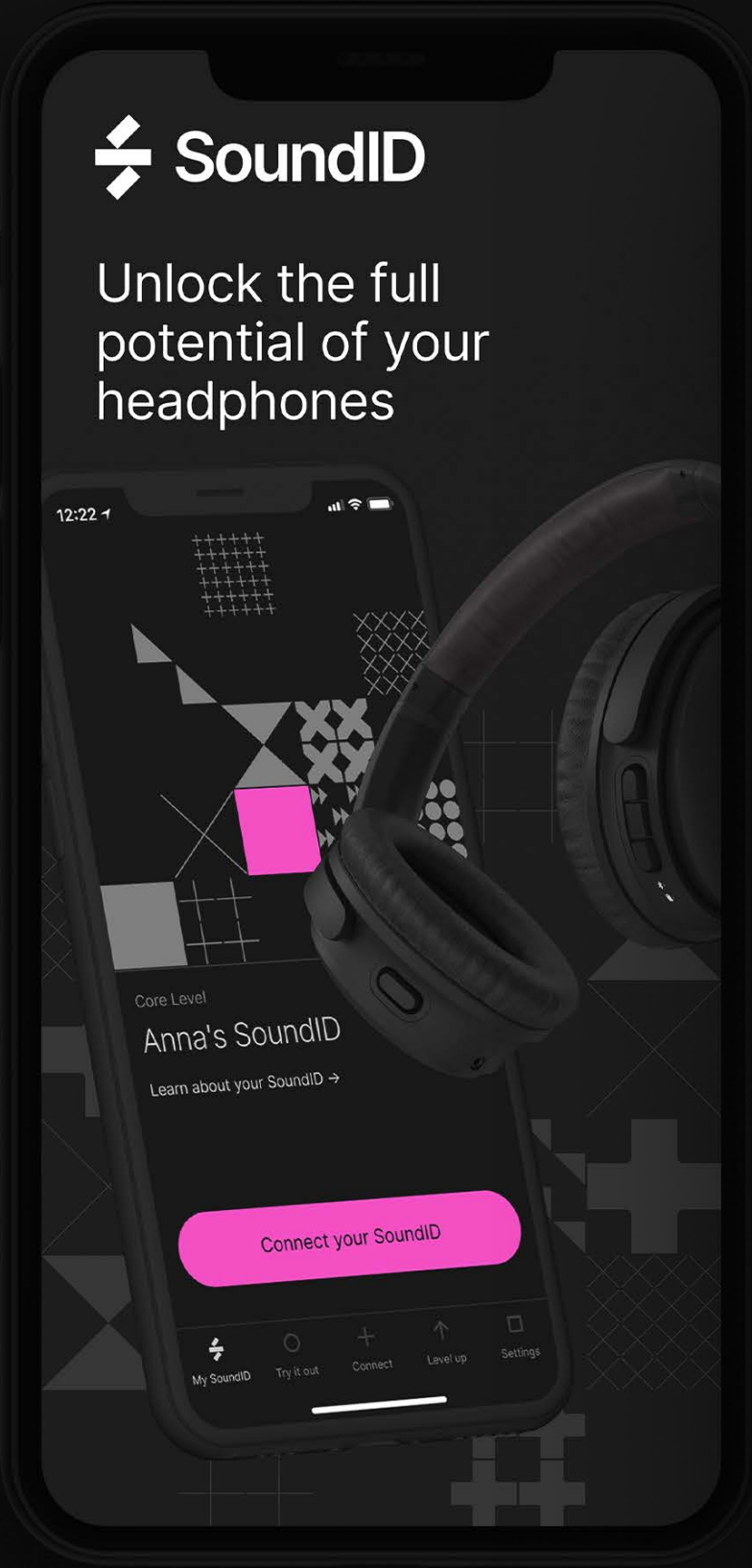
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from Sonarworks







✦ SoundID Reference

Full confidence
in sound



Visit sound.id/pr

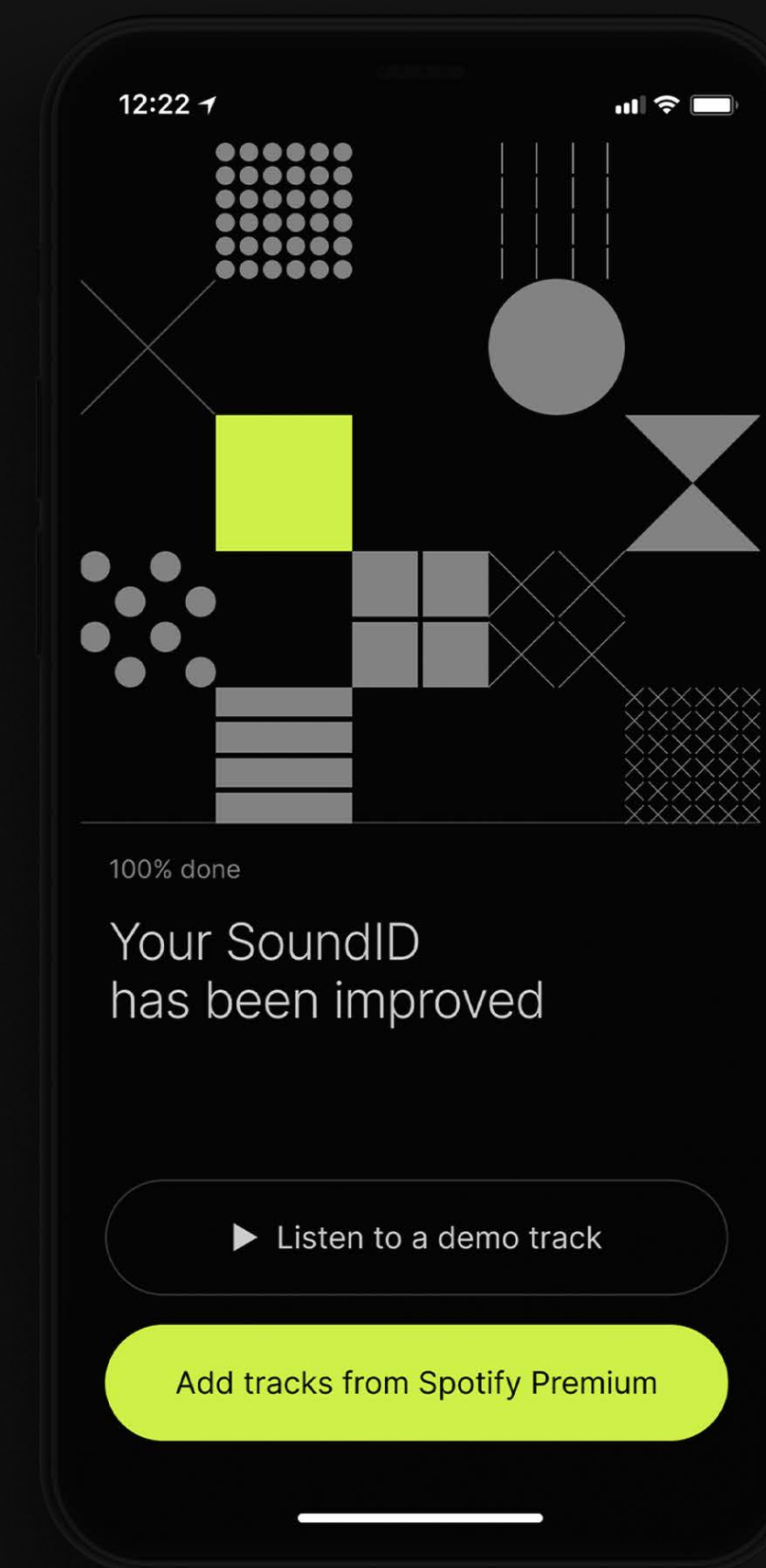
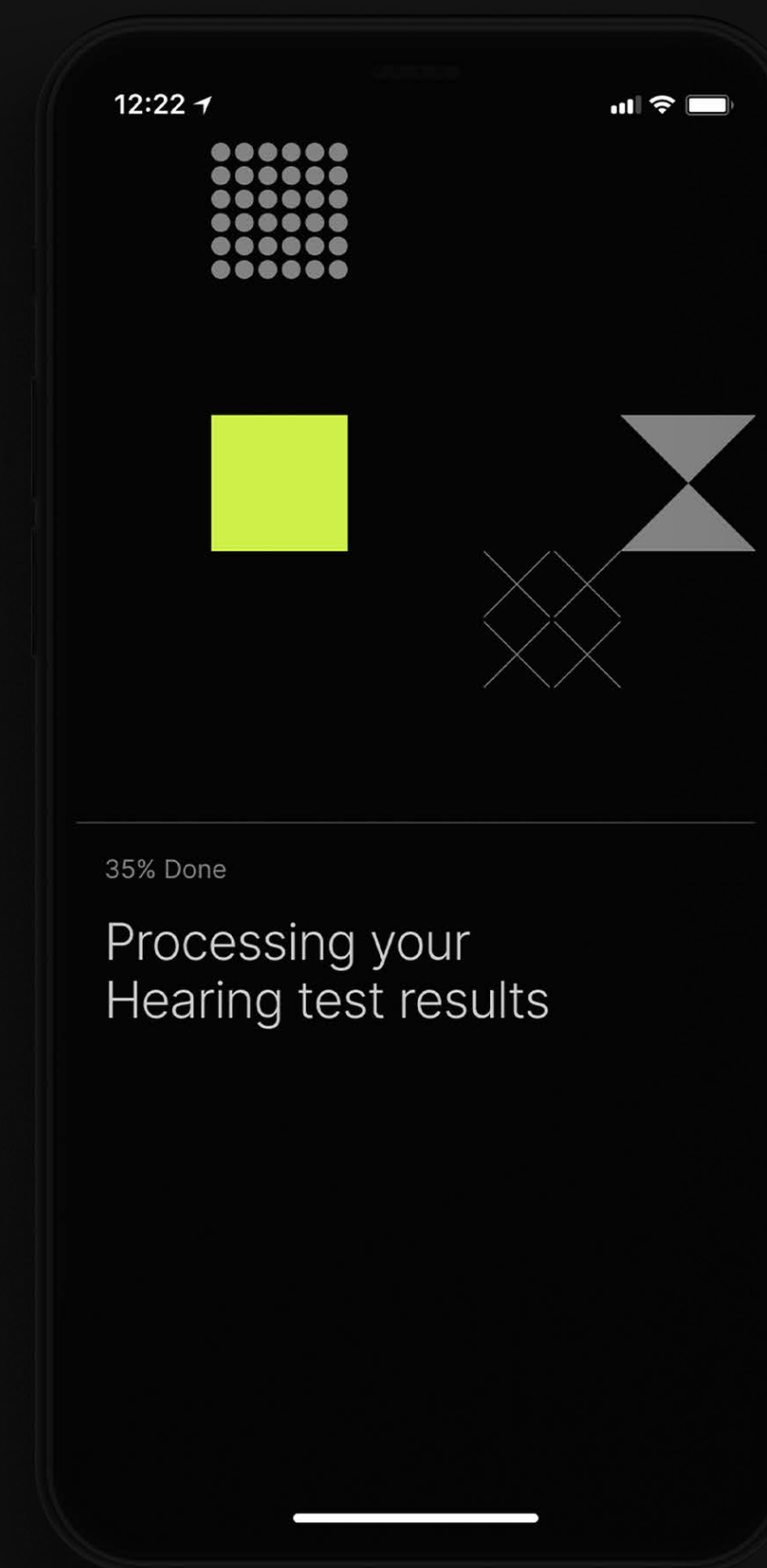
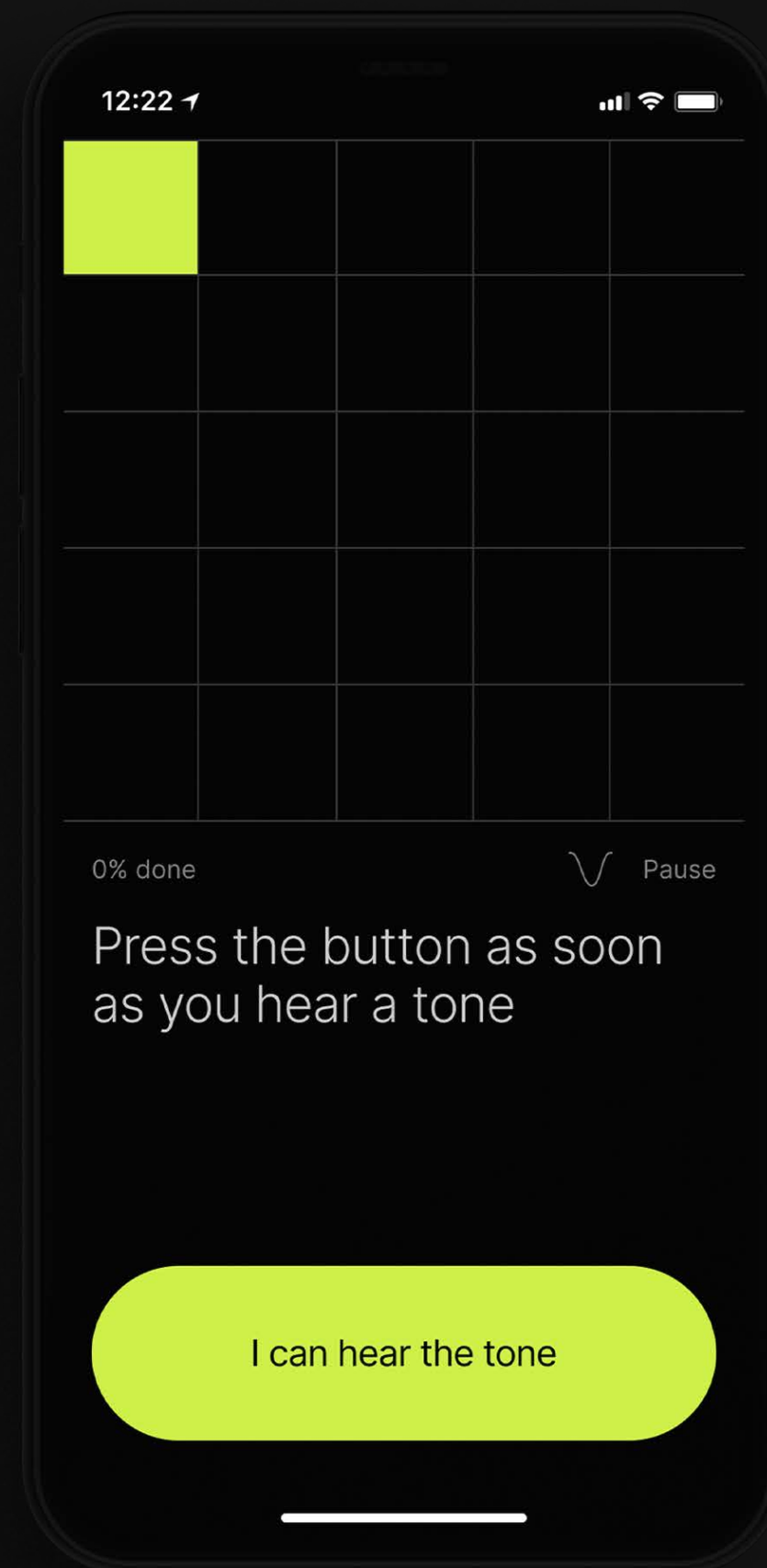
✦ SoundID

Personalize
your sound

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Personalize your sound

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from Sonarworks



Full confidence in sound

Visit sound.id/pro

from Sonarworks





Personalize your sound

Get started at sound.id

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 **SoundID**

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Name Nameson
Title

SoundID

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name.nameson|AT|SoundID.com



soundid.com
Norra Skjutbanegatan 33C
724 82 City
Country
info|AT|SoundID.com



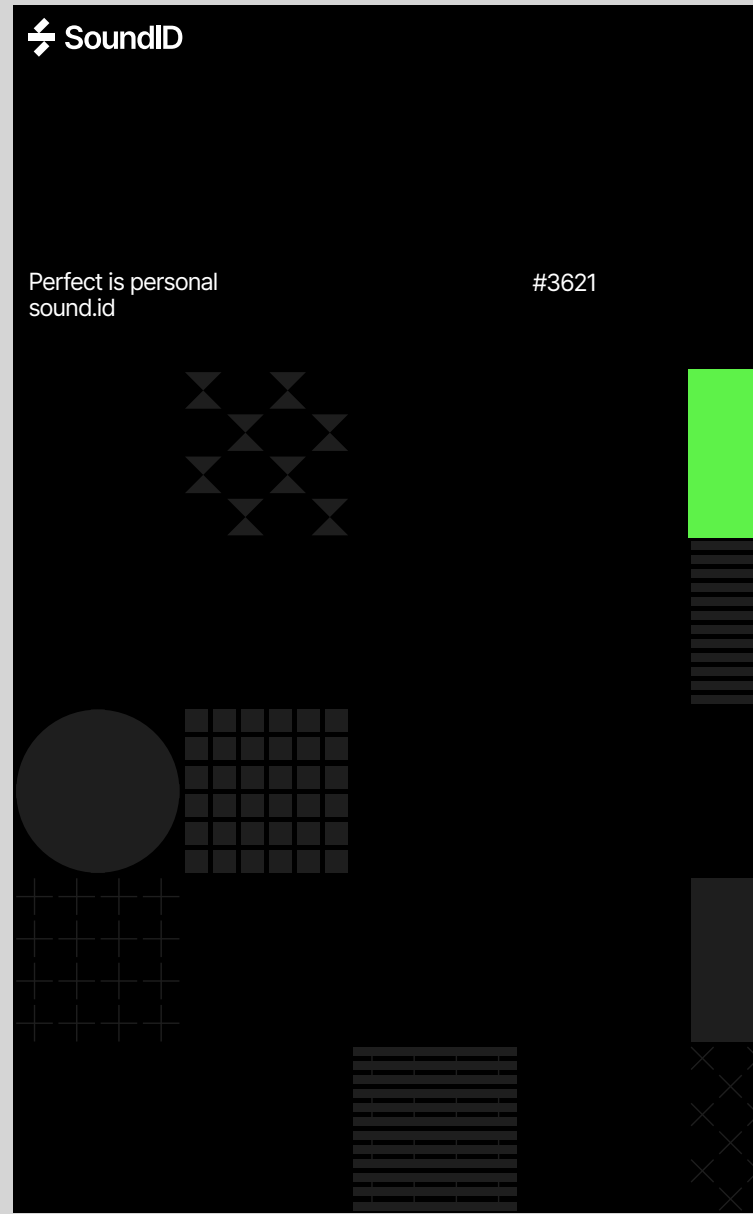
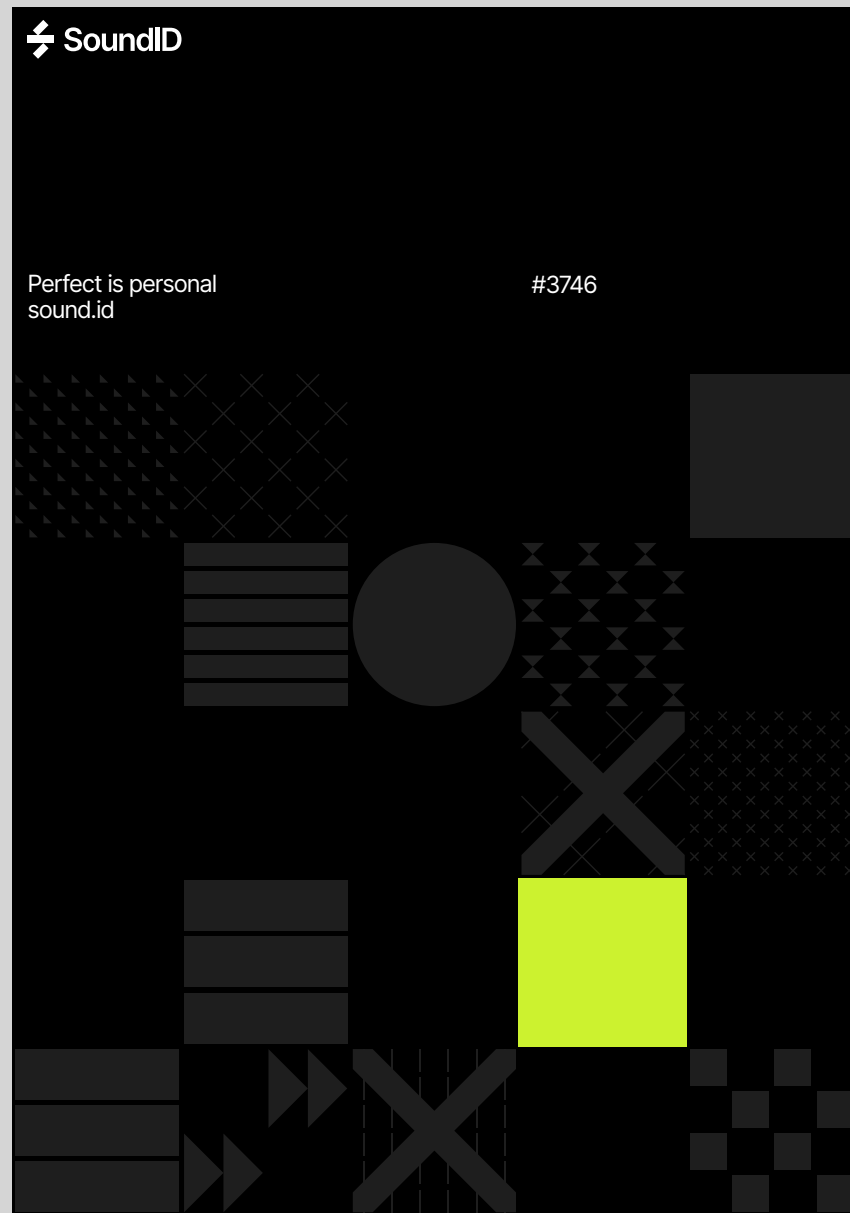
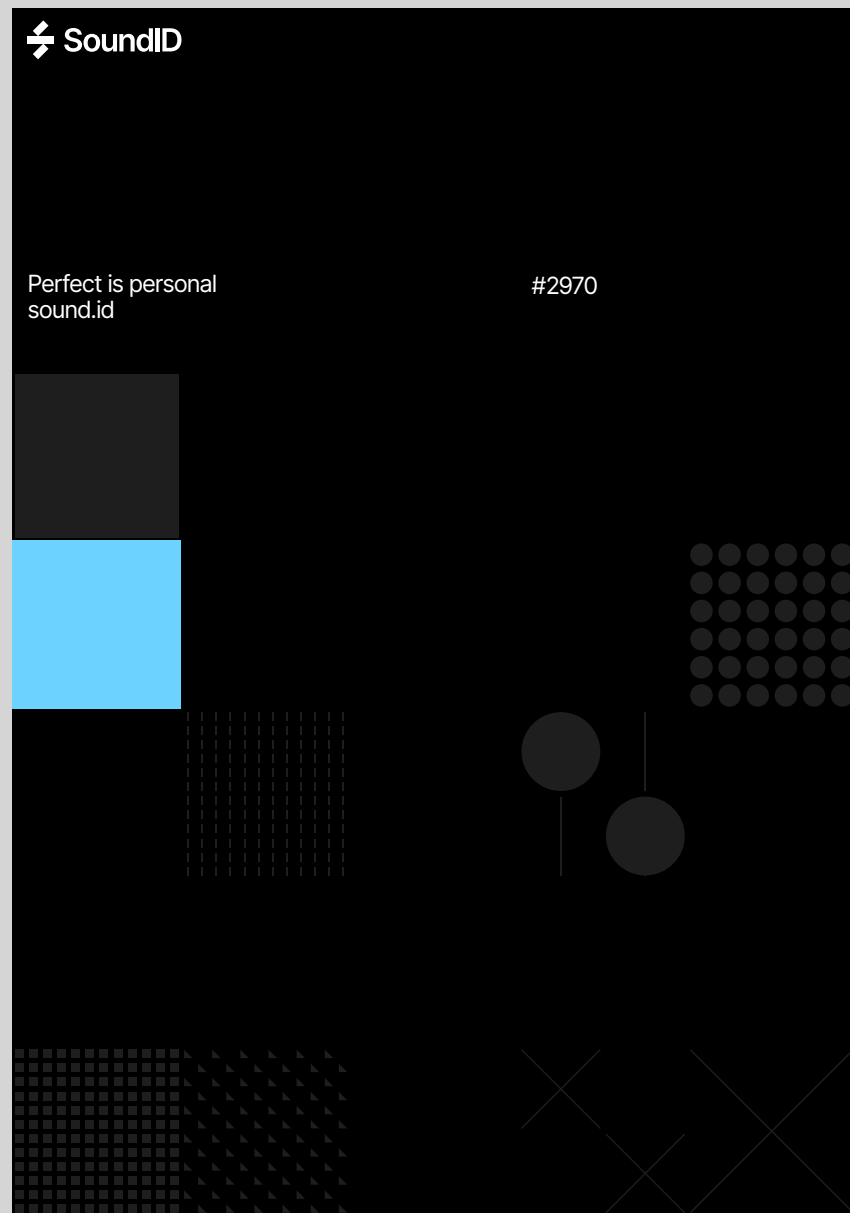
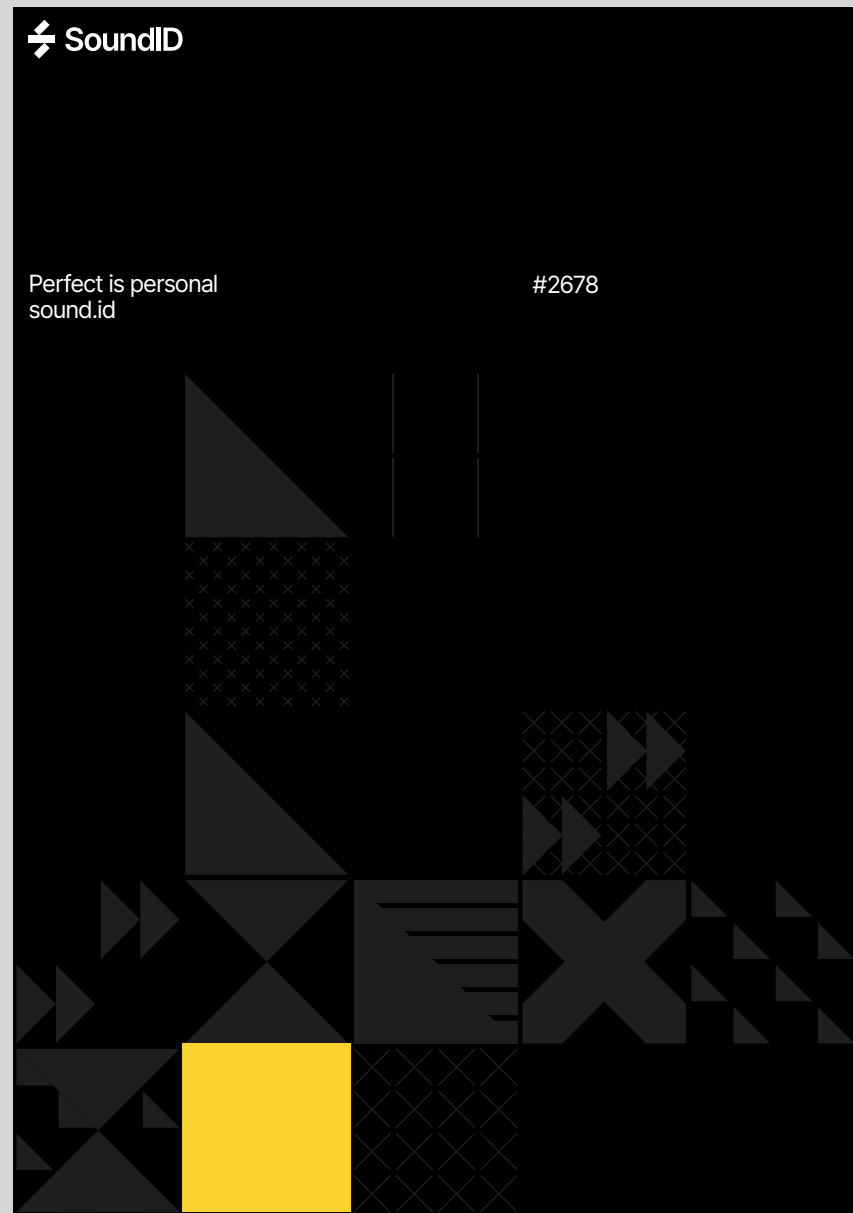
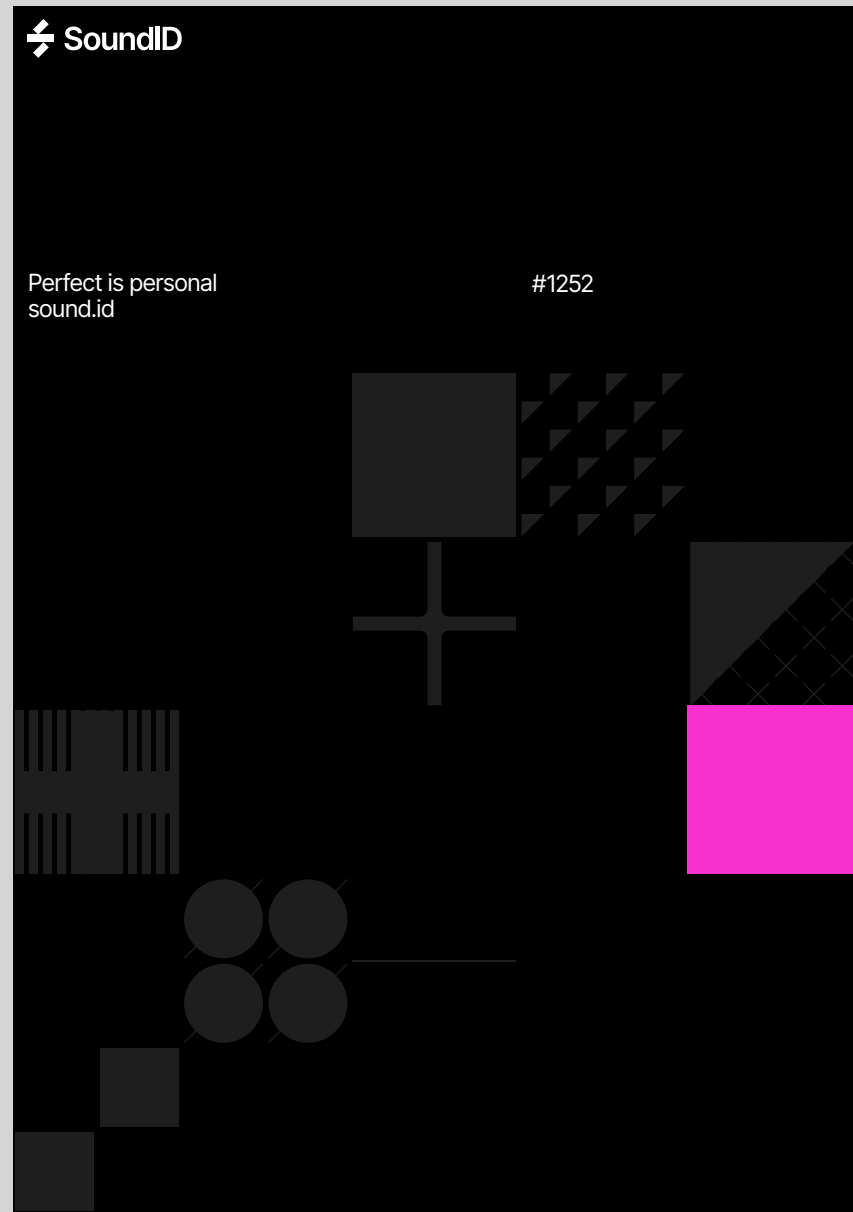
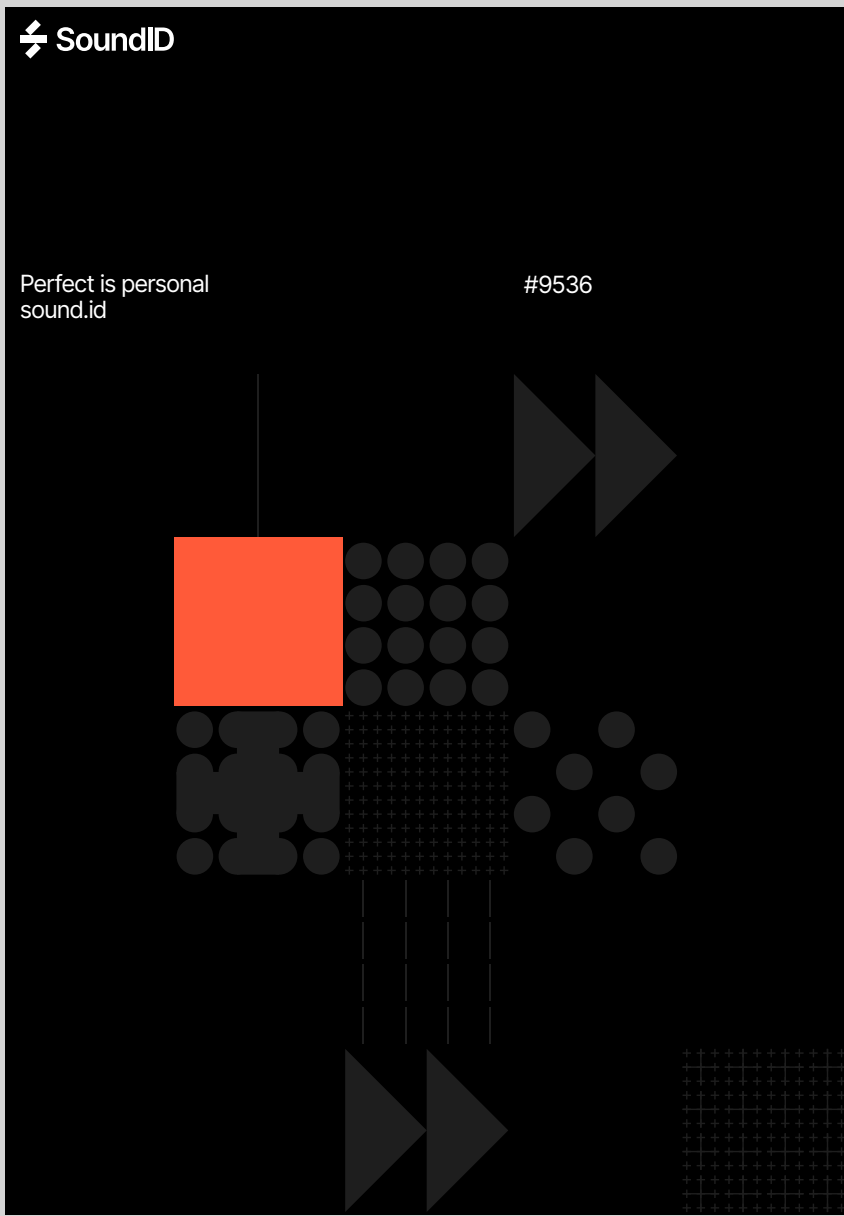
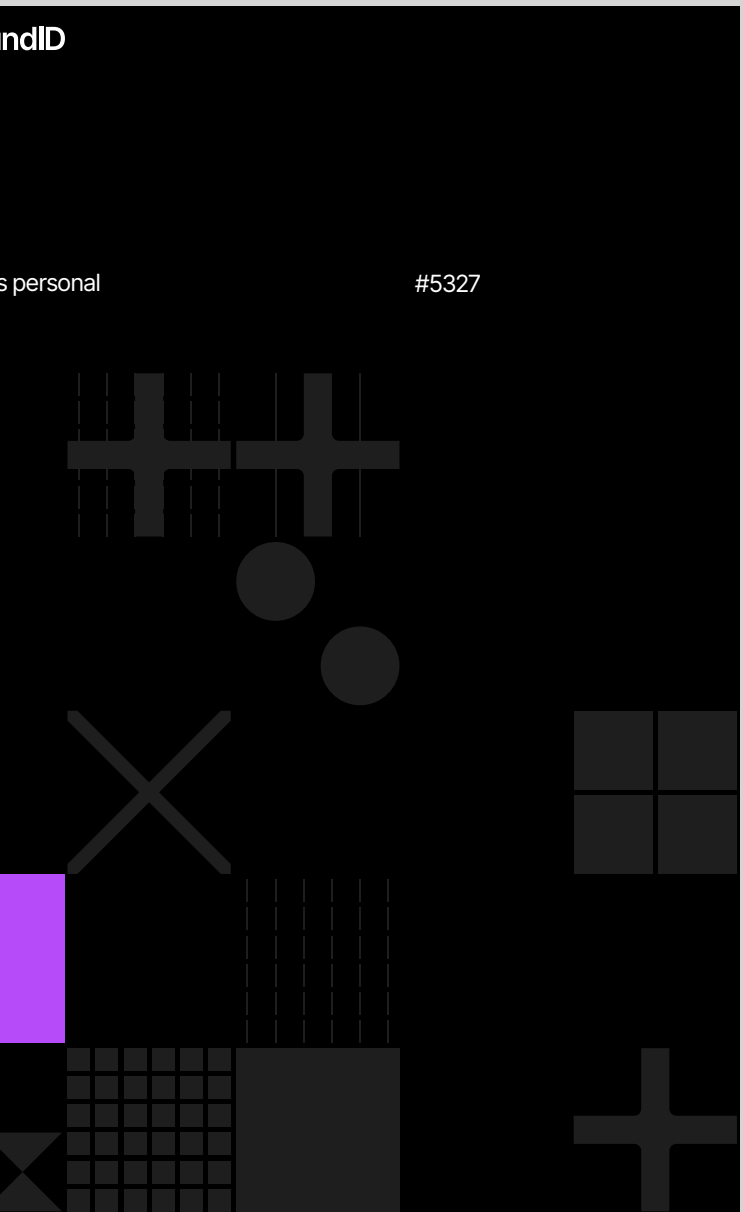
soundid.com
Norra Skjutbanegatan 33C
724 82 City
Country
info|AT|SoundID.com

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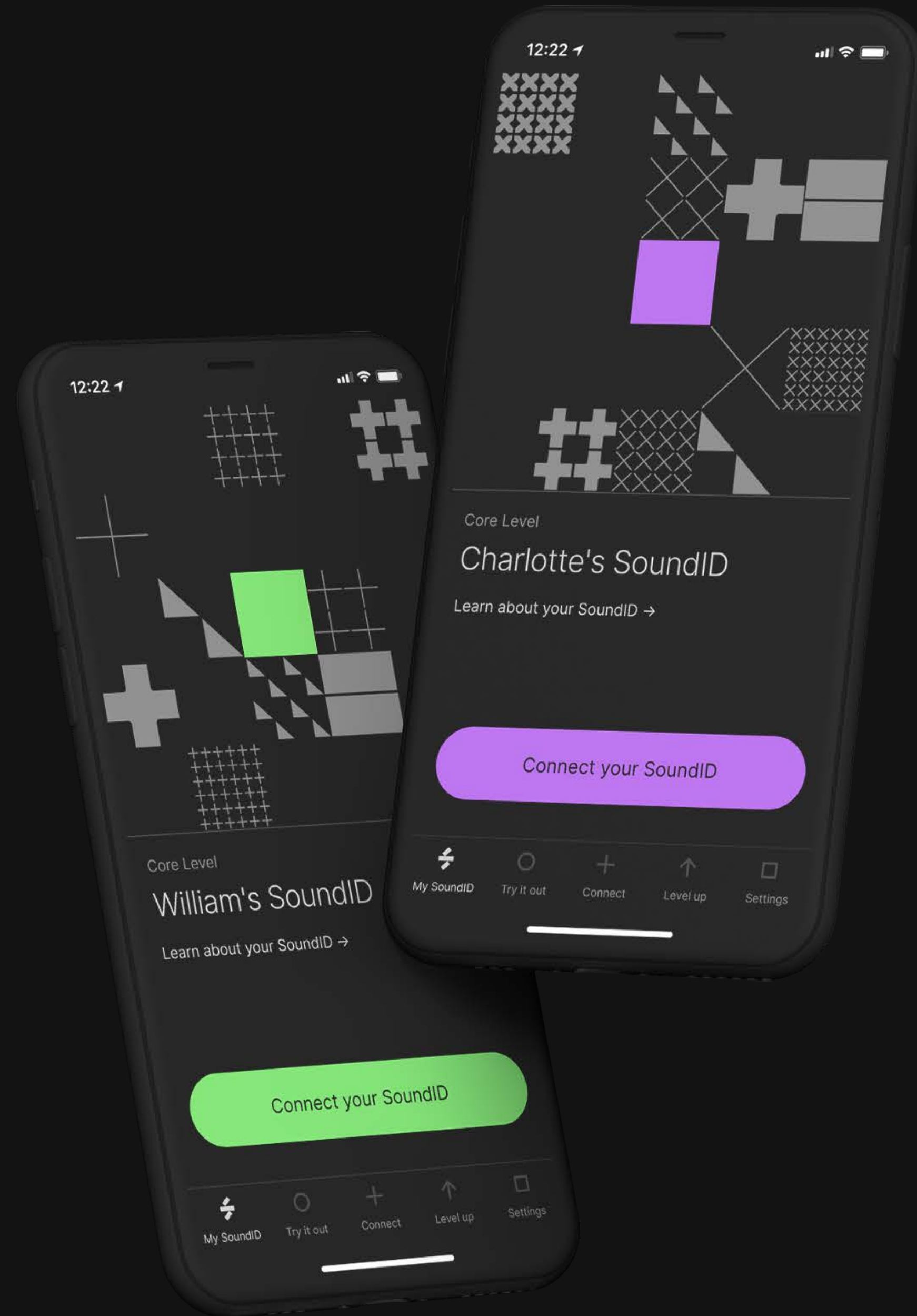
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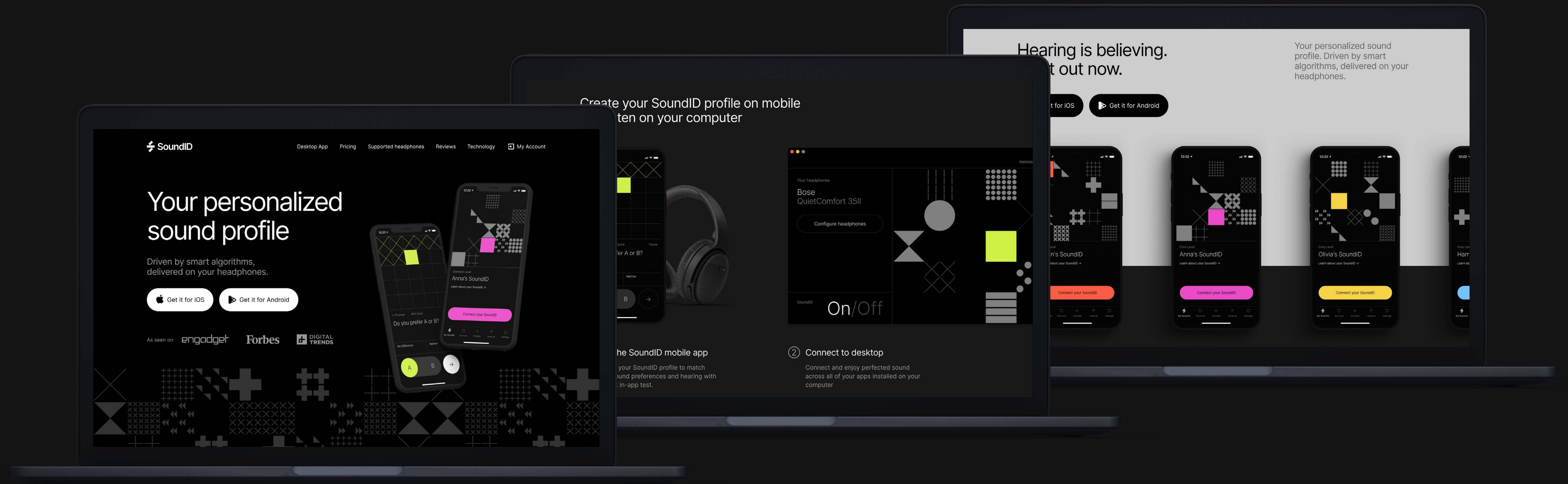
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from Sonarworks

Leo has
made comments
on the web design
in the Figma File



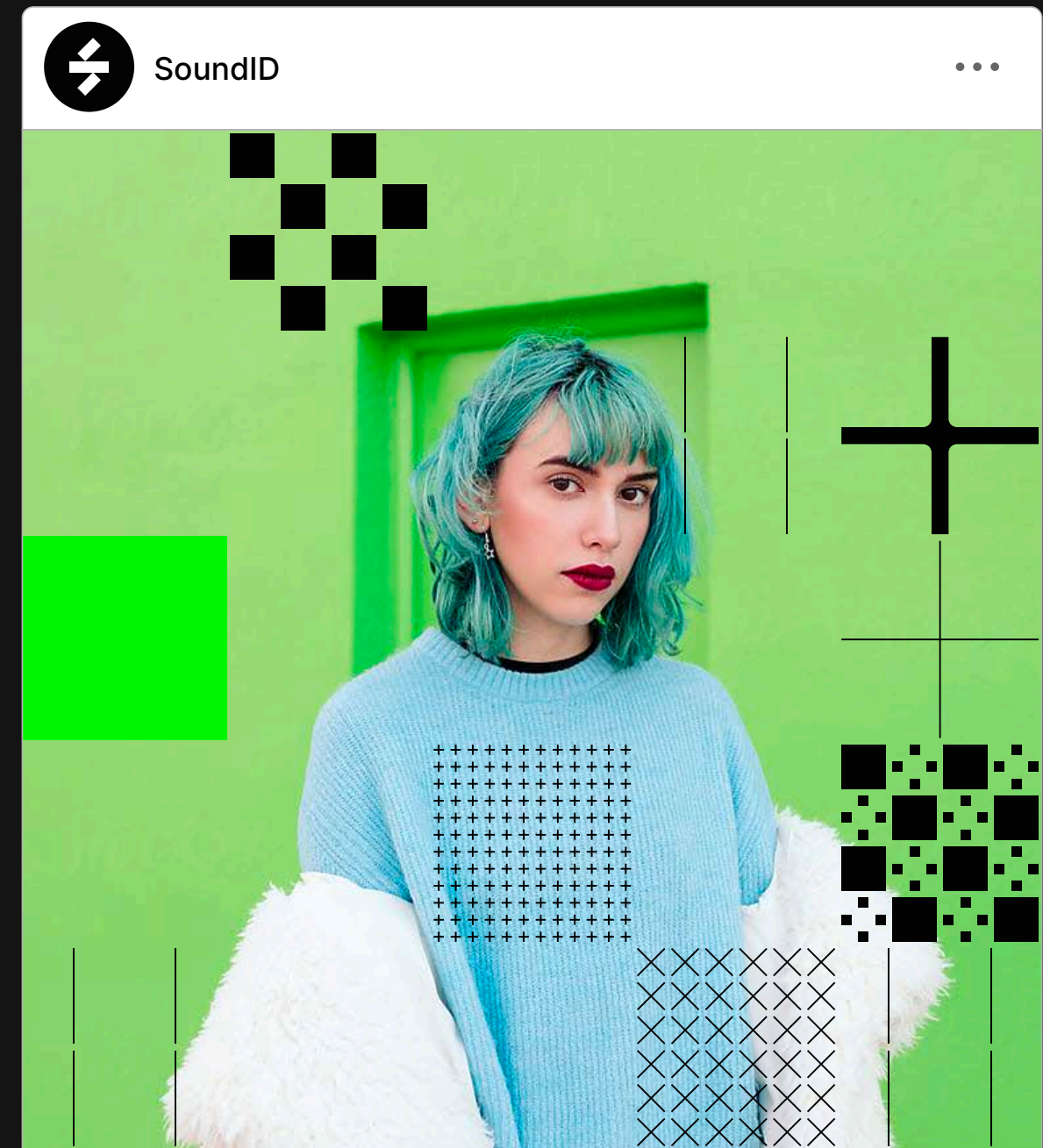
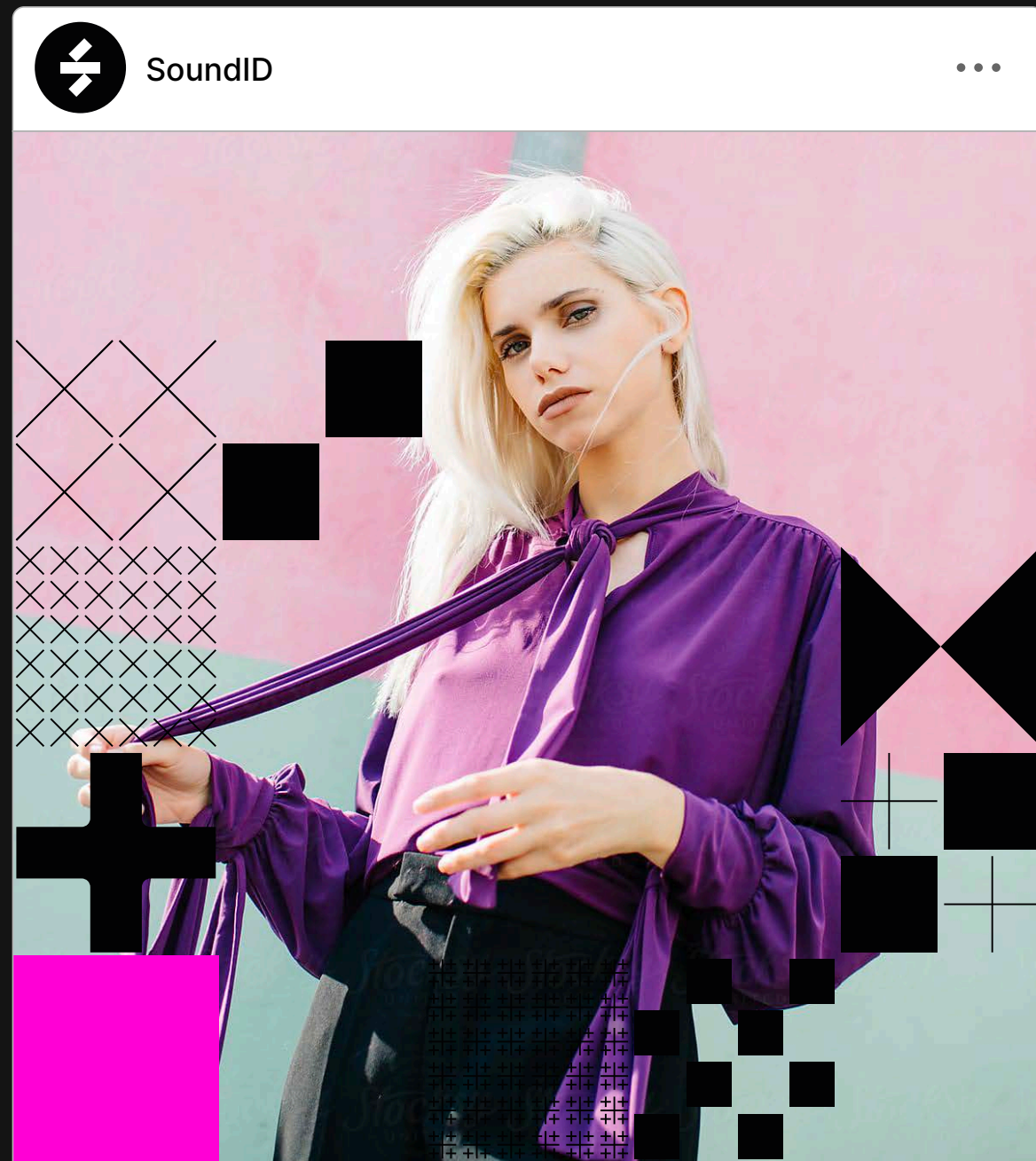
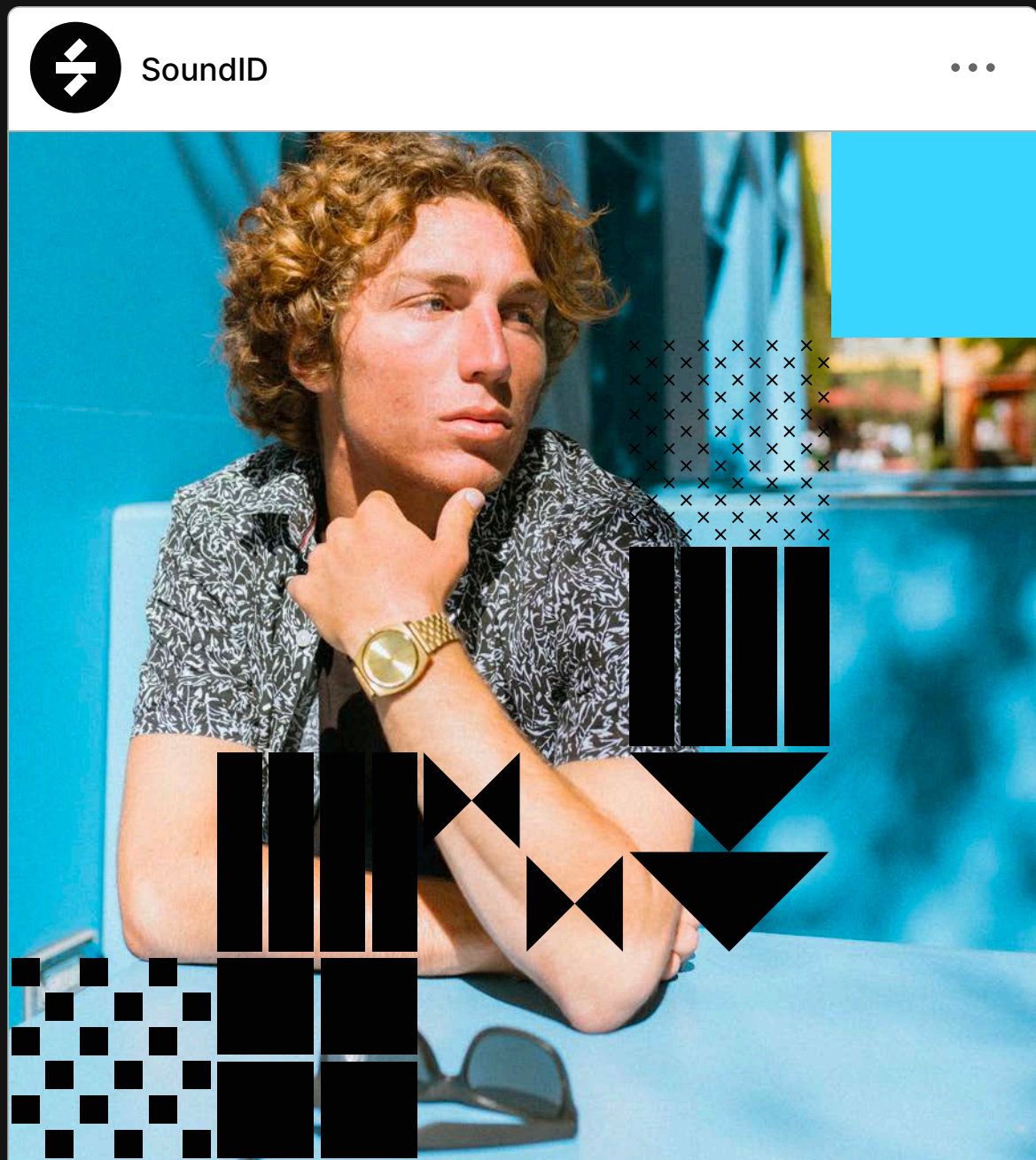
2020.06.23

Hello,

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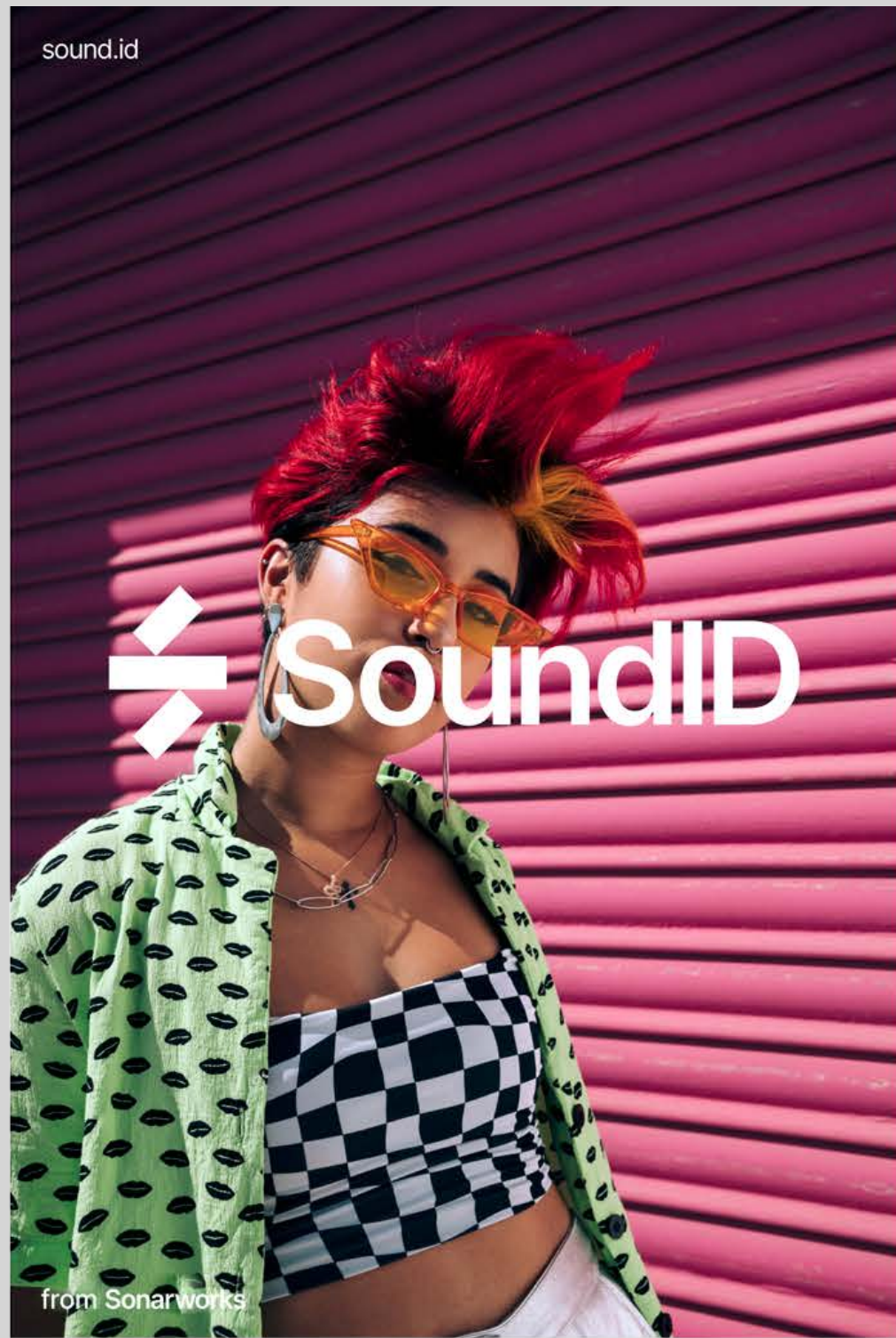


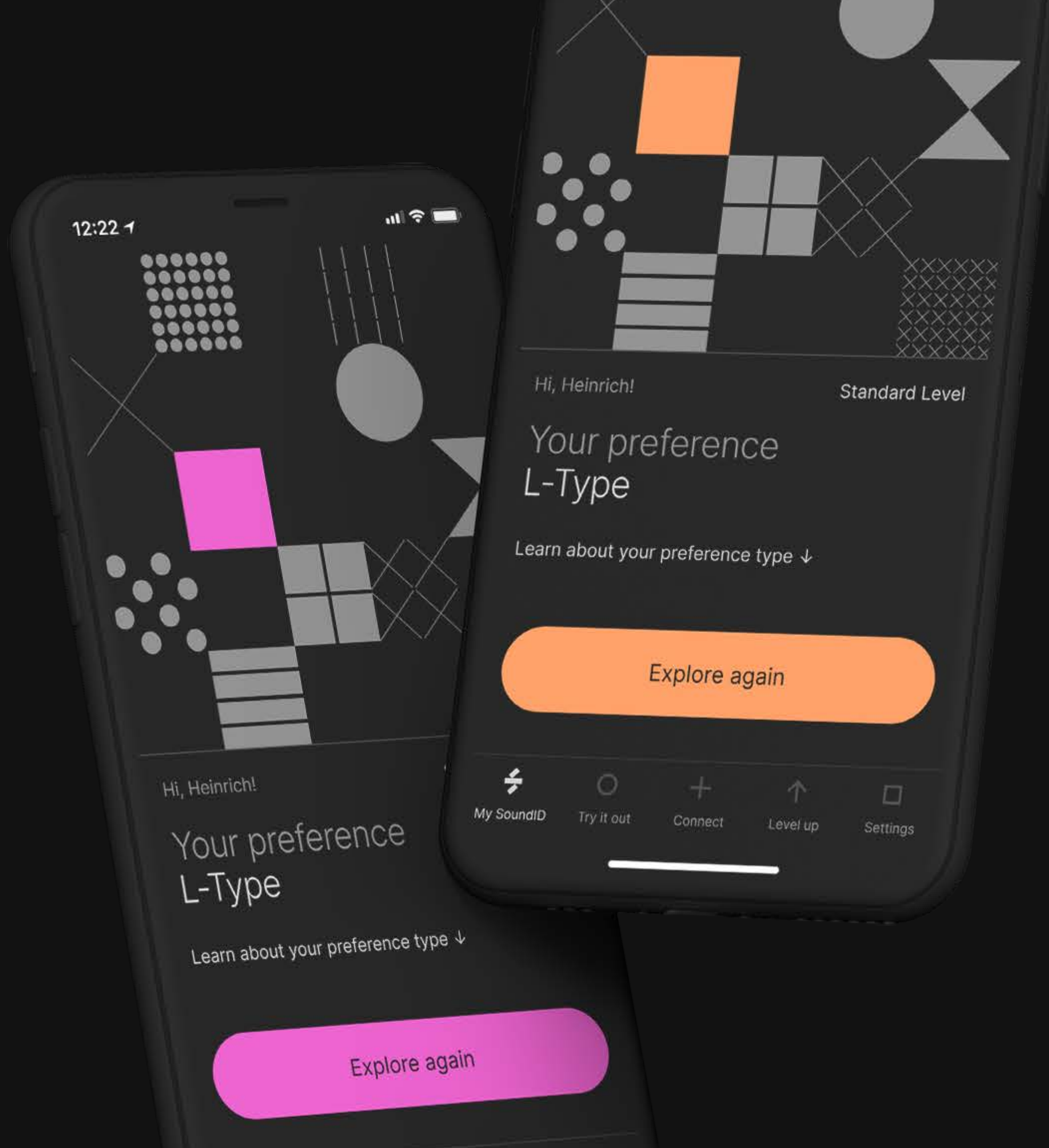
Full confidence
in sound



Welcome







If you have any questions regarding the
content of this brand book, please contact

Xxx Xxx
xxxxx@sonarworks.com



Sonarworks internal

P.
100 SoundID



Conceptual pattern
The pattern is a very flexible design element with a lot of opportunity for how it could be used. This allows us to change things up when needed.

For specific contexts, such as campaigns or events, more conceptual ways of working with the pattern might apply.

Please consider this an option when working with the identity.

