SOUNDS
Identity Guidelines.

SOUNDS Identity Guidelines. Copyrights.

Welcome.

SOUNDS is the home of audio post production.

Inside our identity guide you will find the images we use, the colors we choose, our logos, words and best practices.

Each has a specific role to play, but the real magic happens when they are all used together.

The following pages will help you understand our brand, what it stands for and how to express it in the best possbile way.

Contents.

Take a peek inside.

01. About the Brand.

01.1. Brand Story.

What the company's values are?
Integrity. Boldness. Honesty. Fairness. Trustworthiness.
Accountability. Learning. Customer Experience.

How you communicate your company's values and concepts?
Put the words in writing. Review job postings. Review interview
process. Review evaluations. Apply the values to your daily life. Talk
about the values at employee meetings. Have patience.

What emotions you want your customers to feel when they interact
with your business?
Safety. Joy. Trust. Belonging.

01. About the Brand.

01.2. Brand Name.

Our brand name is inspired by the main element – the audio, which most commonly refers to sound, as it is transmitted in signal form.

The *N* in our logo represents the waveforms of audio signals.

Sine, square, triangle, and sawtooth waveforms
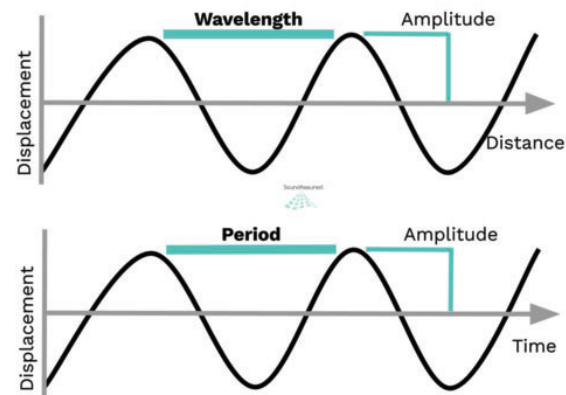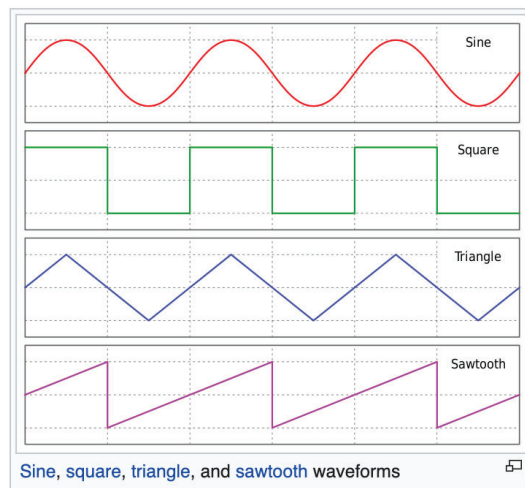
The waveform is the graphical representation of a sound or signal, as it moves through a medium over time.

02. Logo Design.

02.1. Primary Logo.

Our primary logo is:
- the first way to signify our presence in the world;
- used in consumer and business facing materials whenever possible as first port of call;
- works on dark and light backgrounds for both formats print and digital.

Use official assets provided at brandfolder.com/sounds

Logo Clearspace. Minimum 1/2 of the logo's height.
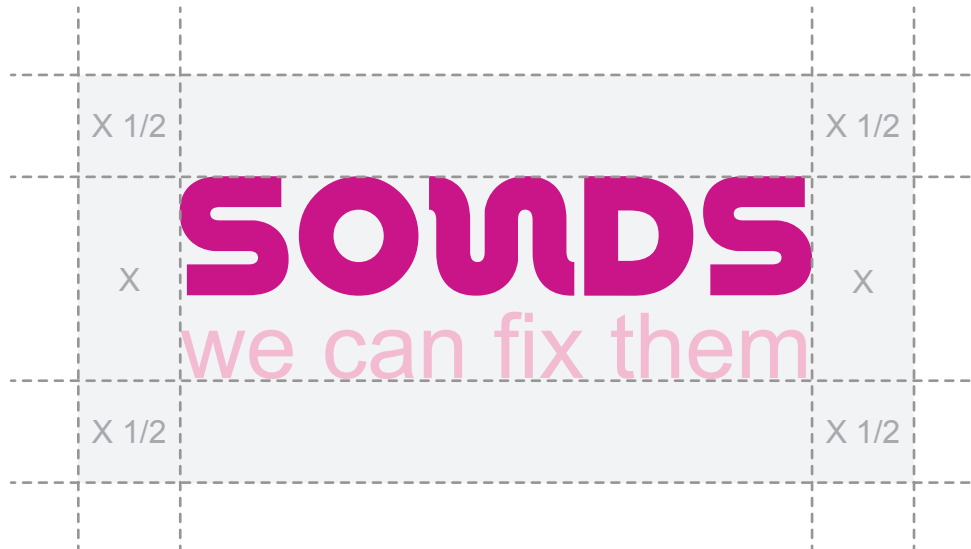
Minimum logo size.

DIGITAL   W:100 px x H:32,085 px

PRINT   W:35,278 mm x H:11,319 mm
                    W:1,389 in x H:0,446 in

YES | Primary Logo.

Our original logo must be used wherever possible; otherwise our black and white versions are the only accepted exceptions.

NO | Primary Logo.

DO NOT add special effects to the logo.

DO NOT display the logo in a different configuration.

DO NOT display the logo as an outline.

DO NOT display the logo with limited legibility.

DO NOT disproportionately scale the logo.

DO NO attempt to recreate the logo.

DO NOT use other colors on the logo, beside monochrome.

DO NOT change the logo's orientation or rotation.
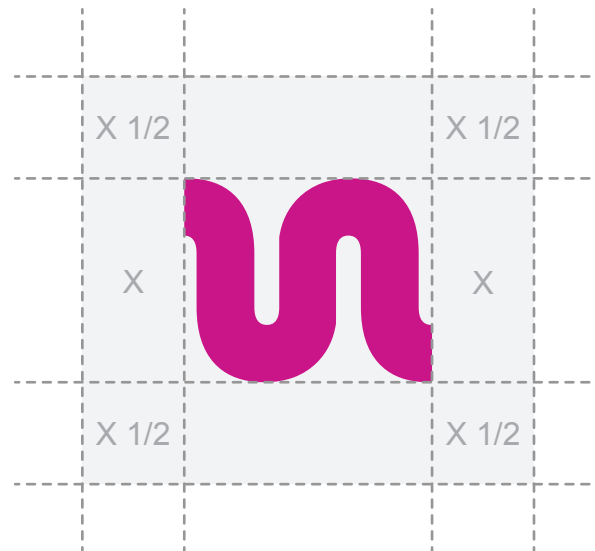
02. Logo Design.

02.2. Secondary Logo.

Our secondary logo is:
- the second way to signify our presence in the world;
- used in consumer and business facing materials whenever possible as second port of call;
- works on dark and light backgrounds for both formats print and digital.

Use official assets provided at brandfolder.com/sounds.

Logo Clearspace. Minimum 1/2 of the logo's height.

X 1/2

X 1/2

X

X

X 1/2
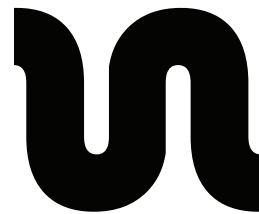
X 1/2

Minimum logo size.

W

H

DIGITAL   W:33,708 px x H:27,735 px

PRINT   W:11,892 mm x H:9,784 mm
                 W:0,468 in x H:0,385 in

YES | Secondary Logo.

NO | Secondary Logo.

DO NOT add special effects to the logo.

DO NOT display the logo in a different configuration.

DO NOT display the logo as an outline.

DO NOT display the logo with limited legibility.

DO NOT disproportionately scale the logo.

DO NO attempt to recreate the logo.
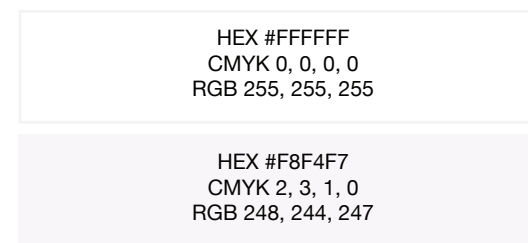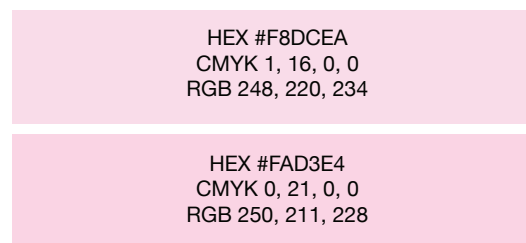
DO NOT use other colors on the logo, beside monochrome.
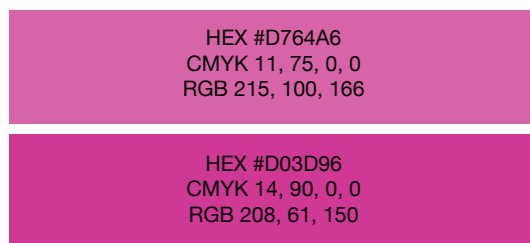
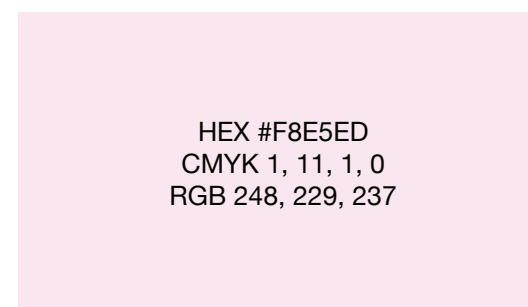DO NOT change the logo's orientation or rotation.

03. Colors.

03.1. Primary Colors.

Tints

HEX #D764A6	HEX #F8DCEA	HEX #FFFFFF
CMYK 11, 75, 0, 0	CMYK 1, 16, 0, 0	CMYK 0, 0, 0, 0
RGB 215, 100, 166	RGB 248, 220, 234	RGB 255, 255, 255

HEX #D03D96	HEX #FAD3E4	HEX #F8F4F7
CMYK 14, 90, 0, 0	CMYK 0, 21, 0, 0	CMYK 2, 3, 1, 0
RGB 208, 61, 150	RGB 250, 211, 228	RGB 248, 244, 247

PRIMARY COLORS

HEX #CB1587	HEX #F1BBD1	HEX #F8E5ED
CMYK 17, 100, 4, 0	CMYK 2, 32, 2, 0	CMYK 1, 11, 1, 0
RGB 203, 21, 135	RGB 241, 187 ,209	RGB 248, 229, 237

Shades

HEX #982375	HEX #E98CBA	HEX #EFC6D6
CMYK 44, 100, 21, 3	CMYK 3, 56, 0, 0	CMYK 4, 26, 3, 0
RGB 152, 35, 117	RGB 233, 140, 186	RGB 239, 198, 214

HEX #651A54	HEX #DD5CA2	HEX #E09BB8
CMYK 59, 100, 35, 29	CMYK 8, 79, 0, 0	CMYK 9, 46, 8, 0
RGB 101, 26, 84	RGB 221, 92, 162	RGB 224, 155, 184

YES | Primary Colors.

NO | Primary Colors.

03. Colors.

03.2. Secondary Colors.

Tints

HEX #857880
CMYK 49, 50, 40, 8
RGB 133, 120, 128

HEX #A39EA1
CMYK 38, 34, 31, 0
RGB 163, 158, 161

HEX #DDD9DA
CMYK 12, 11, 10, 0
RGB 221, 217, 218

HEX #5E545A
CMYK 61, 60, 51, 28
RGB 94, 84, 90

HEX #7D797C
CMYK 53, 47, 43, 9
RGB 125, 121, 124

HEX #C9C7C8
CMYK 21, 17, 17, 0
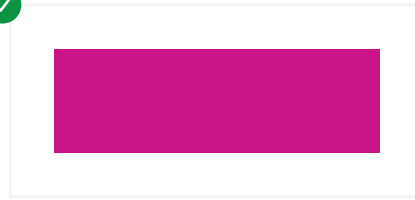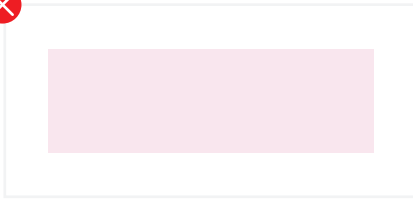RGB 201, 199, 200

SECONDARY COLORS

HEX #312C2F
CMYK 69, 67, 61, 62
RGB 49, 44, 47

HEX #5B585A
CMYK 62, 56, 53, 28
RGB 91, 88, 90

HEX #979696
CMYK 43, 36, 36, 1
RGB 151, 150, 150

Shades

HEX #231C1F
CMYK 69, 70, 62, 75
RGB 35, 28, 31

HEX #353334
CMYK 69, 64, 61, 58
RGB 53, 51, 52

HEX #6B6969
CMYK 58, 51, 50, 18
RGB 107, 105, 105

HEX #1C1017
CMYK 69, 73, 61, 80
RGB 28, 16, 23

HEX #232123
CMYK 71, 67, 63, 72
RGB 35, 33, 35

HEX #444243
CMYK 66, 61, 59, 45
RGB 68, 66, 67

YES | Secondary Colors.
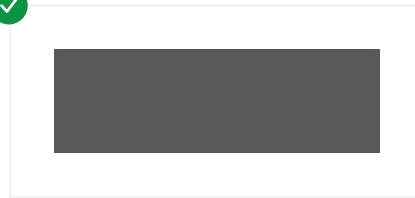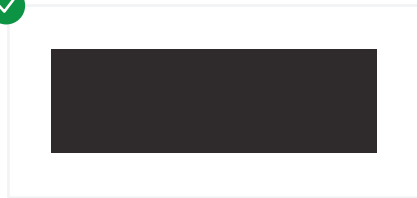
NO | Secondary Colors.

04. Typography.

04.1. Print Typography.

File Management Tips
for Organized Pro Tools Sessions

"...so now more than ever, we need to have a strong grasp and foundation in terms of organization and how we set things up so that we are achieving success every time."

Matt Yocum, Sound Artist

It's not the most exciting topic, but it is important! Being consistent on every project with where files are located, and where Pro Tools is looking for them, will help your sessions to run smoothly and make your deliverables efficient and reliable.

We asked sound artist Matt Yocum to break down some of his go-to file management techniquesto achieve an optimal workflow from home. He also stresses the importance of organization.

Last update: October 6, 2020
Published: September 18, 2020
Created by: Samantha Taylor
Questions: askusquestions@sounds.com

Headline

Font: Helvetica Neue
Weight: Bold
Size: 16 pt
Color: Primary Color_CMYK 17, 100, 4, 0

text clearspace min. 8 mm / 0,315 in height

Quote

Font: Helvetica Neue
Weight: Quote_Light Italic | Author_Light
Size: Text_14 pt | Author_10pt
Color: Quote_Secondary Color_CMYK 43, 36, 36, 1
Author_Primary Color_CMYK 17, 100, 4, 0

text clearspace min. 8 mm / 0,315 in height

Body

Font: Helvetica Neue
Weight: Regular
Size: 12 pt
Color: Primary Color_CMYK 69, 67, 61, 62

text clearspace min. 8 mm / 0,315 in height

Notes

Font: Helvetica Neue
Weight: Regular
Size: 8 pt
Color: Text 1_Secondary Color_CMYK 43, 36, 36, 1
Text 2_Primary Color_CMYK 2, 32, 2, 0

04. Typography.

04.2. Digital Typography.

File Management Tips
for Organized Pro Tools Sessions

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Last update: October 6, 2020
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Created by: Samantha Taylor
Questions: askusquestions@sounds.com

Headline

Font: Helvetica Neue
Weight: Bold
Size: 16 pt
Color: Primary Color_HEX #CB1587 | RGB 203, 21, 135

text clearspace min. 22,677 px height

Quote

Font: Helvetica Neue
Weight: Quote_Light Italic | Author_Light
Size: Text_14 pt | Author_10pt
Color: Quote_Secondary Color_HEX #979696 | RGB 151, 150, 150
        Author_Primary Color_HEX #CB1587 | RGB 203, 21, 135

text clearspace min. 22,677 px height

Body

Font: Helvetica Neue
Weight: Regular
Size: 12 pt
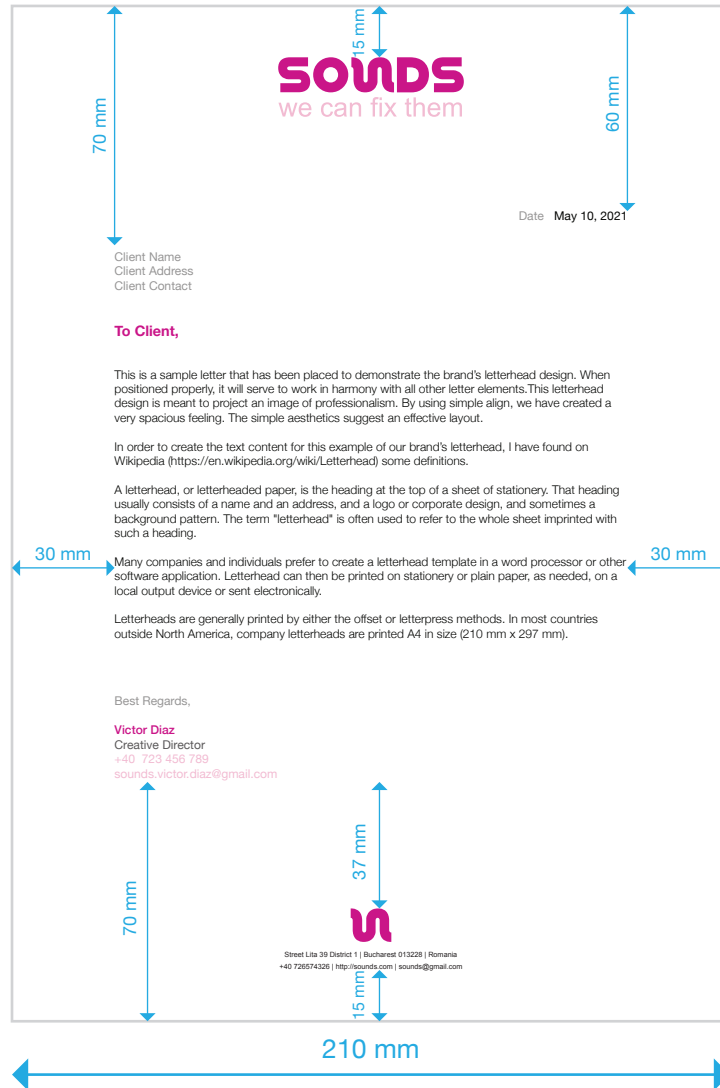Color: Primary Color_HEX #312C2F | RGB 49, 44, 47

text clearspace min. 22,677 px height

Notes

Font: Helvetica Neue
Weight: Regular
Size: 8 pt
Color: Text 1_Secondary Color_HEX #979696 | RGB 151, 150, 150
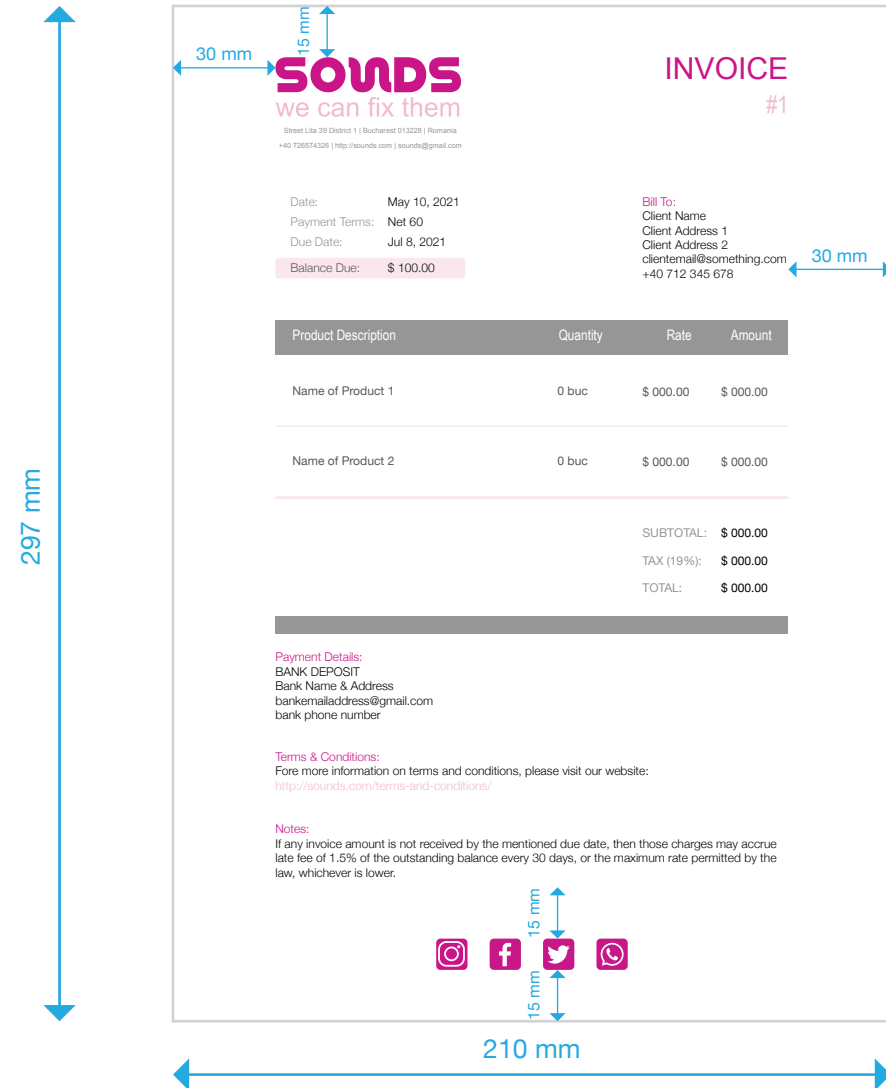   Text 2_Primary Color_HEX #F1BBD1

05. How we look.

05.1.1. Print. Letterhead A4 (210mm x 297mm).

SOUNDS
we can fix them
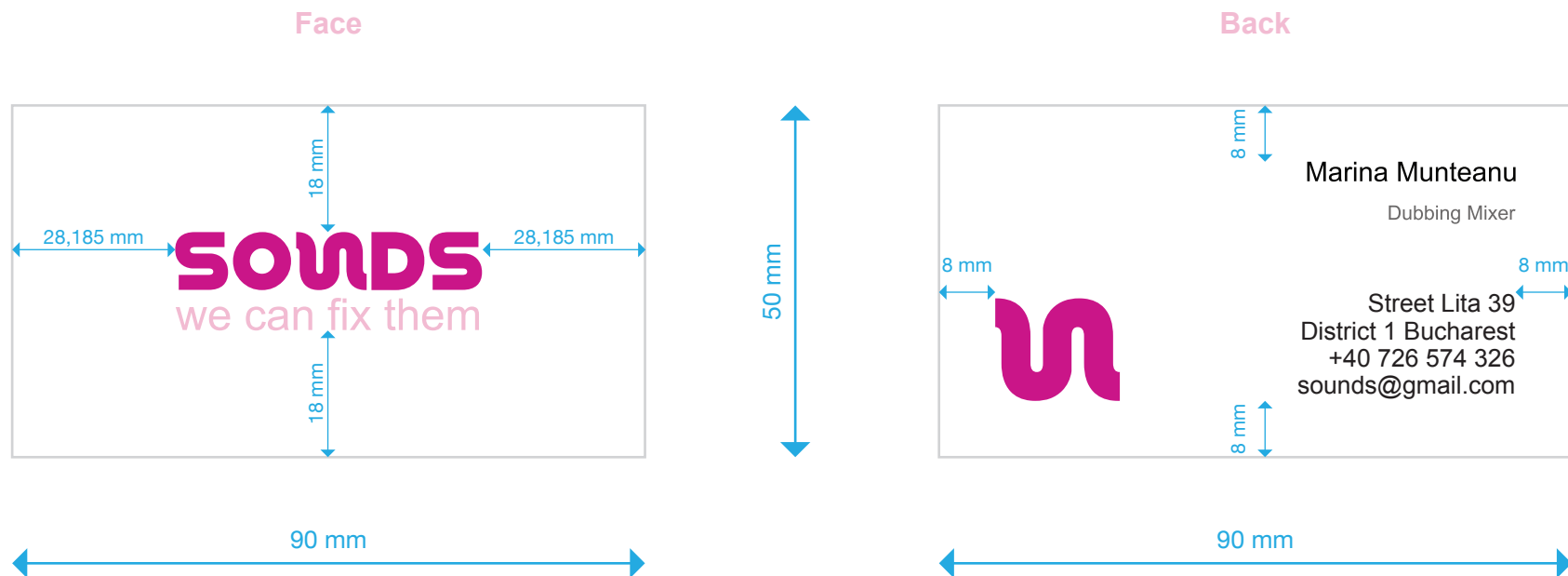
15 mm

70 mm

60 mm

Date May 10, 2021

Client Name
Client Address
Client Contact

To Client,

This is a sample letter that has been placed to demonstrate the brand's letterhead design. When positioned properly, it will serve to work in harmony with all other letter elements.This letterhead design is meant to project an image of professionalism. By using simple align, we have created a very spacious feeling. The simple aesthetics suggest an effective layout.

In order to create the text content for this example of our brand's letterhead, I have found on Wikipedia (https://en.wikipedia.org/wiki/Letterhead) some definitions.

A letterhead, or letterheaded paper, is the heading at the top of a sheet of stationery. That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern. The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading.

30 mm

Many companies and individuals prefer to create a letterhead template in a word processor or other software application. Letterhead can then be printed on stationery or plain paper, as needed, on a local output device or sent electronically.

30 mm

Letterheads are generally printed by either the offset or letterpress methods. In most countries outside North America, company letterheads are printed A4 in size (210 mm x 297 mm).

Best Regards,

Victor Diaz
Creative Director
+40 723 456 789
sounds.victor.diaz@gmail.com

70 mm

37 mm

s

Street Lita 39 District 1 | Bucharest 013228 | Romania
+40 726574326 | http://sounds.com | sounds@gmail.com

15 mm

210 mm

297 mm

---

30 mm

15 mm

SOUNDS
we can fix them

Street Lita 39 District 1 | Bucharest 013228 | Romania
+40 726574326 | http://sounds.com | sounds@gmail.com

INVOICE
#1

Date:	May 10, 2021
Payment Terms:	Net 60
Due Date:	Jul 8, 2021
Balance Due:	$ 100.00

Bill To:
Client Name
Client Address 1
Client Address 2
clientemail@something.com
+40 712 345 678

30 mm

Product Description	Quantity	Rate	Amount
Name of Product 1	0 buc	$ 000.00	$ 000.00
Name of Product 2	0 buc	$ 000.00	$ 000.00
		SUBTOTAL:	$ 000.00
		TAX (19%):	$ 000.00
		TOTAL:	$ 000.00

Payment Details:
BANK DEPOSIT
Bank Name & Address
bankemailaddress@gmail.com
bank phone number

Terms & Conditions:
Fore more information on terms and conditions, please visit our website:
http://sounds.com/terms-and-conditions/

Notes:
If any invoice amount is not received by the mentioned due date, then those charges may accrue late fee of 1.5% of the outstanding balance every 30 days, or the maximum rate permitted by the law, whichever is lower.

15 mm

15 mm

210 mm

05.1.2. Print. Letterhead A4 (210mm x 297mm) Mockup.

05.1.3. Print. Business Card 90mm x 50mm.

Face

Back

18 mm

28,185 mm   28,185 mm

SOUNDS
we can fix them

50 mm

18 mm

90 mm

8 mm

Marina Munteanu

Dubbing Mixer

8 mm   8 mm

Street Lita 39
District 1 Bucharest
+40 726 574 326
sounds@gmail.com

8 mm

90 mm

05.1.4. Print. Business Card 90mm x 50mm.

05.1.5. Print. Envelope 210mm x 110m.

SOUNDS
we can fix them

20 mm

20 mm

20 mm

20 mm

110 mm

210 mm

05.1.6. Print. Envelope 210mm x 110m.

Back of envelope

110 mm

210 mm

05.1.7. Print. Envelope 210mm x 110m. Mockup.

05.1.8. Print. Badge 90mm x 135mm.

Marina Munteanu
Dubbing Mixer
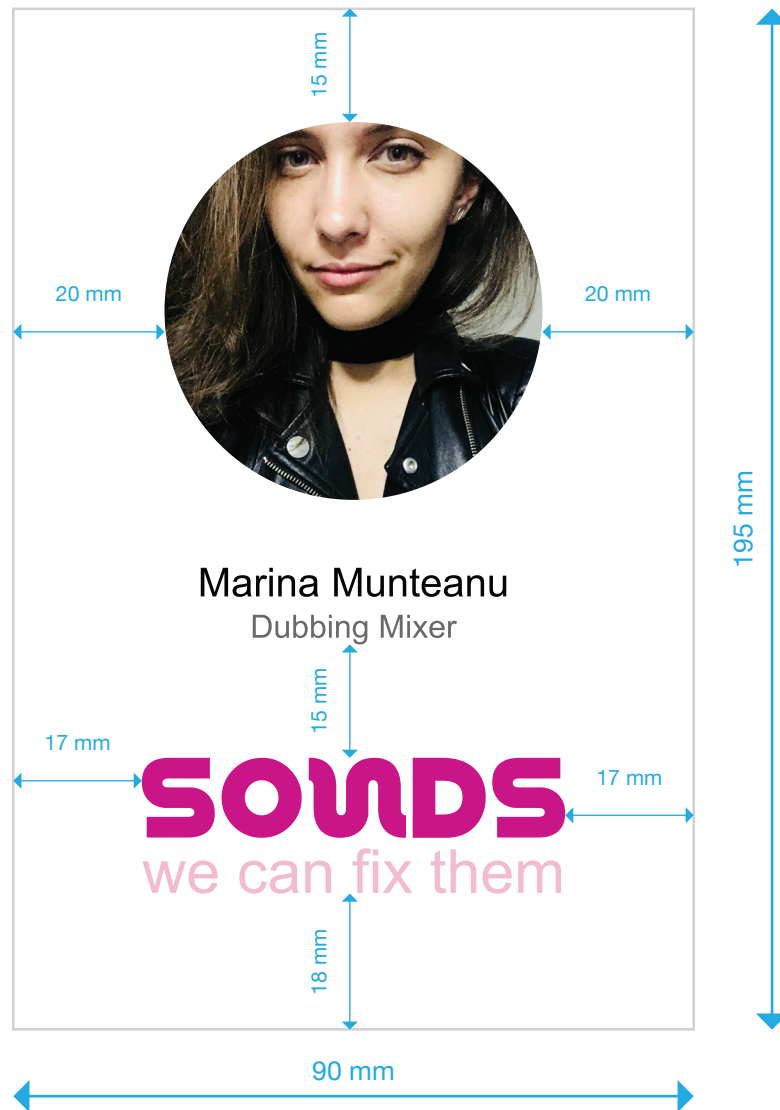
sounds
we can fix them

05.1.9. Print. Packaging. Box.

05.1.10. Print. Packaging. Bags.

05.1.11. Print. CD Cover 125mm x 125mm.

CD Back Cover 125mm x 125mm
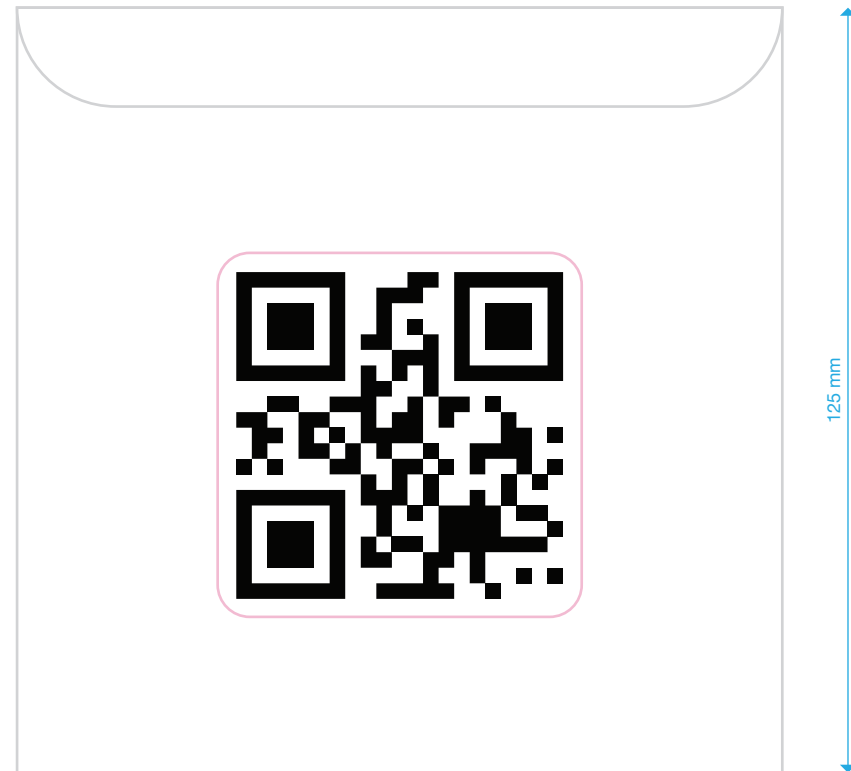
125 mm

125 mm

125 mm

05.1.12. Print. CD Ø120mm.

sounds
we can fix them

120 mm

120 mm
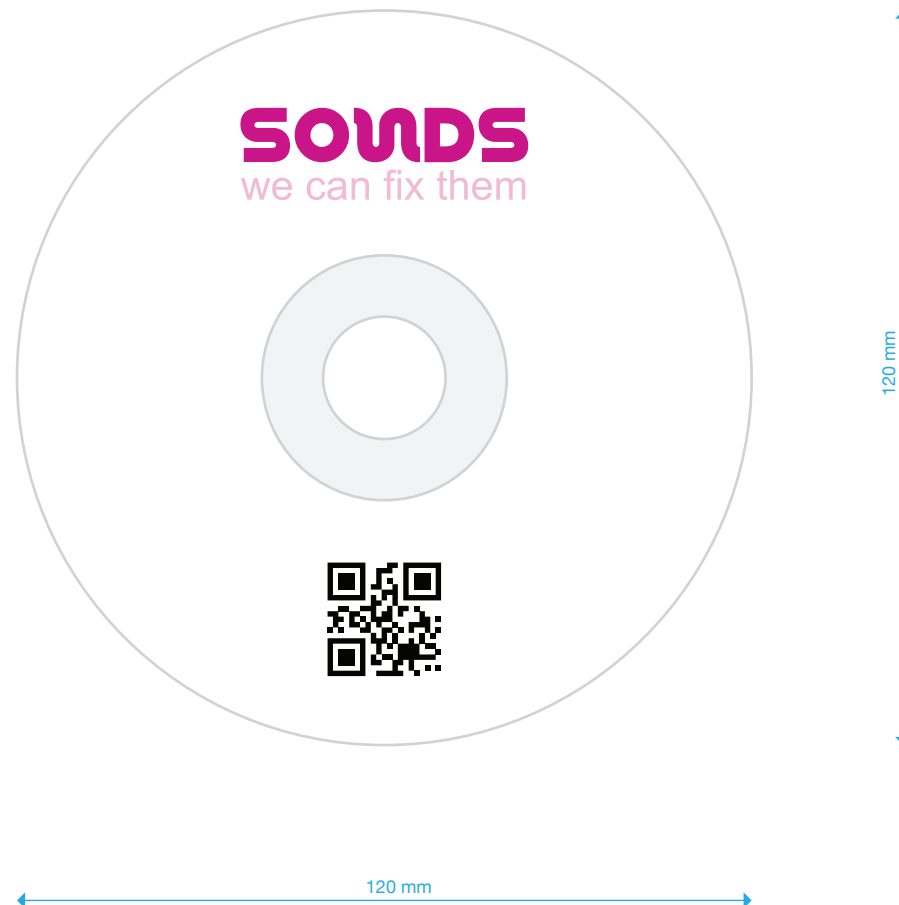
05.1.13. Print. CD Mockup.

05. How we look.

05.2.1. Digital. Iconography.

Our icons are designed around our brand personality, aiming to create an unity in appearance.

As a general rule, icons should be used in combination with meaningful text. However, avoid aria-labels if you are rendering the icon with visible text.

Widely recognized icons can still be used with a label or supporting text to ensure its meaning is understood. When necessary, an aria-label will be used for these icons.

Primary

Web & Mobile
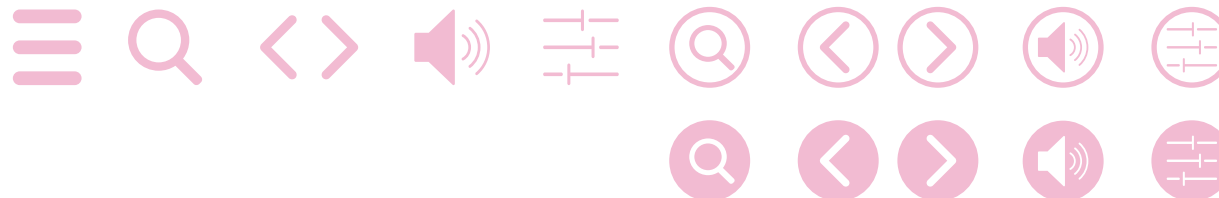
Hover

Web only
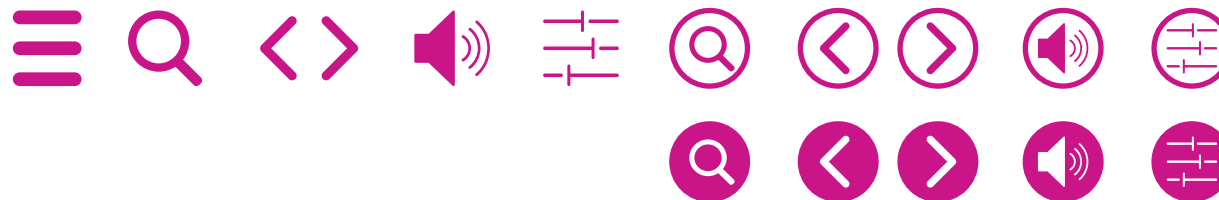
Click

Web only

05.2.2. Digital. Data Vizualisation.

The representation of data (or data viz) has been the most common method of quickly visualising how numbers correlate with business.

Being such a commonplace, most of the time the charts and graphs are taken for granted and therefore mistakes and errors appear.

That is why our brand identified its own right visualization to use.

9 downloads

Showing off a large quantity of a single item is the quantagram. Only use quantagram as 1:1 ratio.
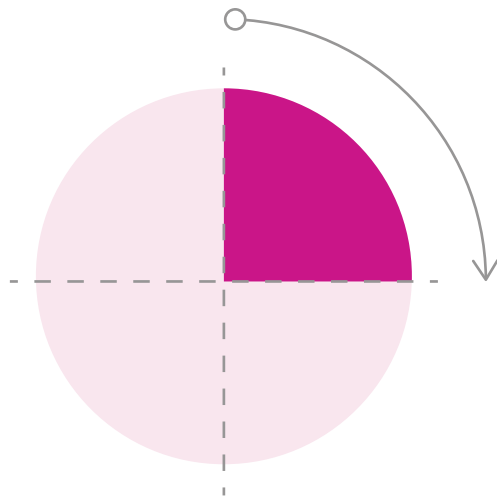
Always progress pie chartsc lockwise.
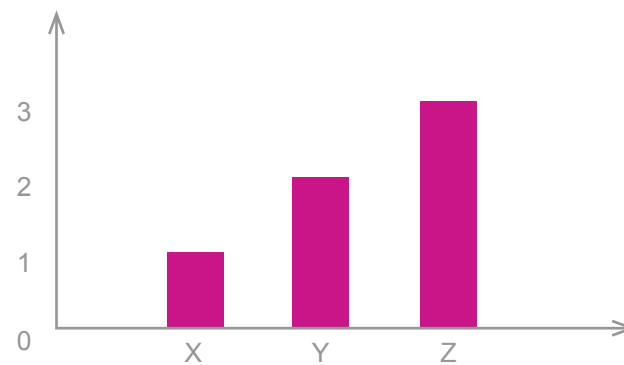
Order data from smallest to largest or largest to smallest, unless the x-axis or y-axis forces an order.

901 downloads

If you cannot clearly visualize a stat any other way, usetypography or tie it to a related icon/ illustration.

05.2.3. Digital. Website.
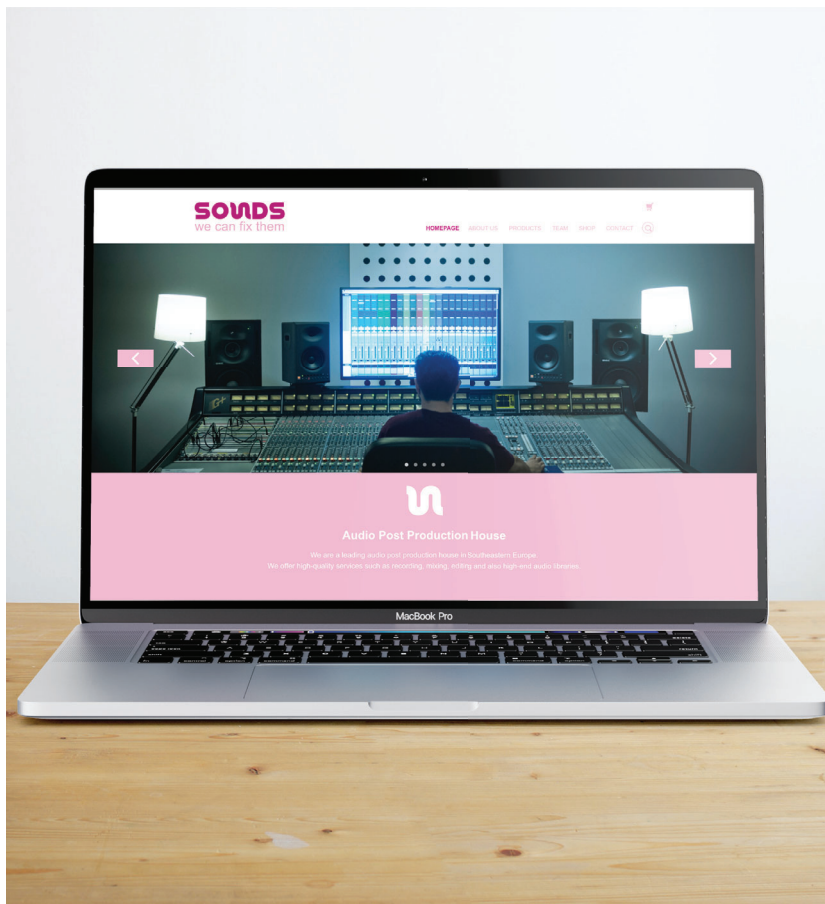
05.2.4. Digital. Newsletter.
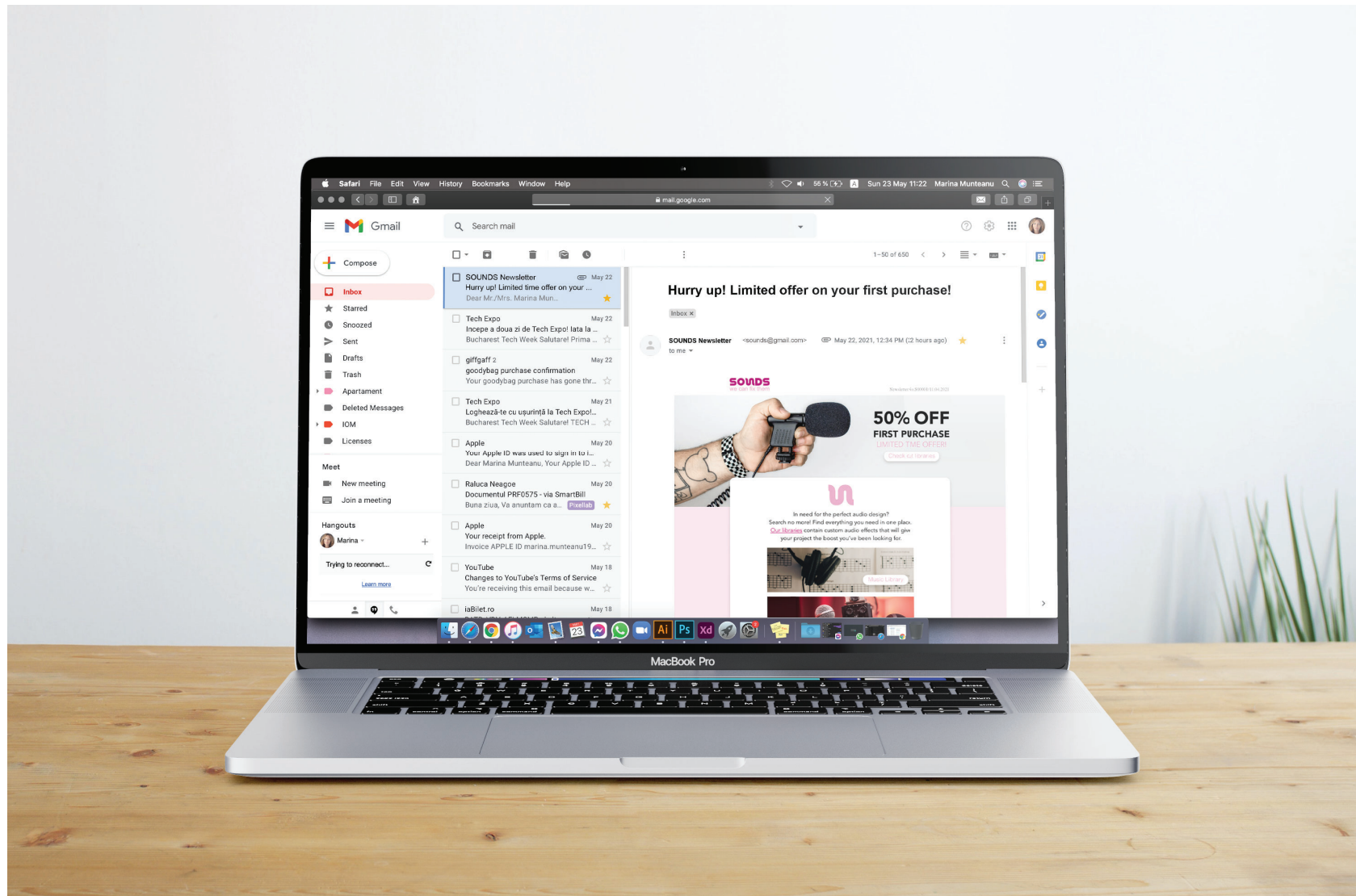
05.2.5. Digital. Web Banners.
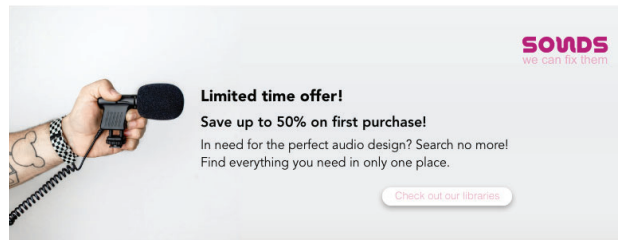
Large banner (780x300)
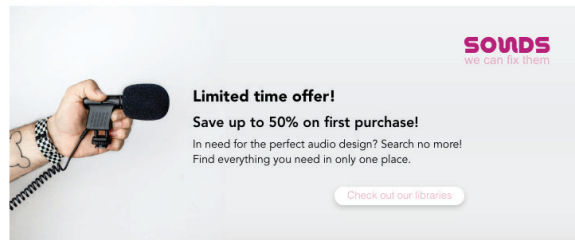
Pop-under (720x300)
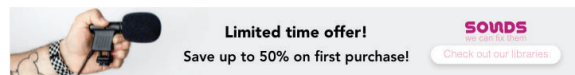
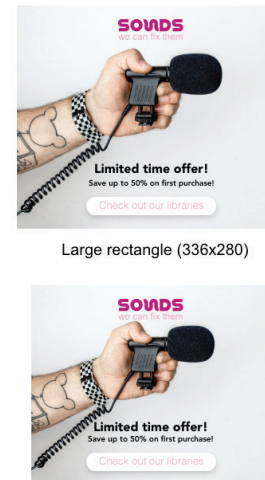Leader board (720x90)

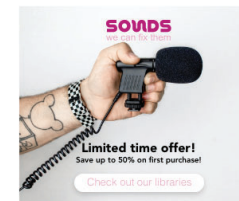Full banner (468x60)

Half banner (234x60)
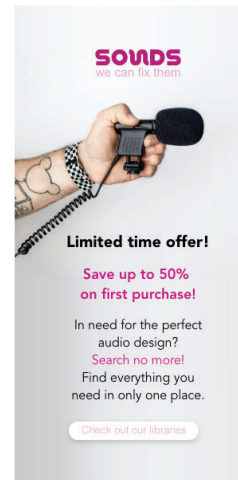
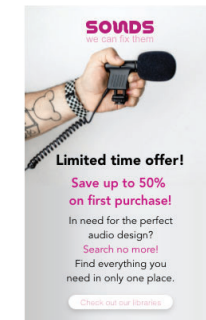Half page ad
(300x600)
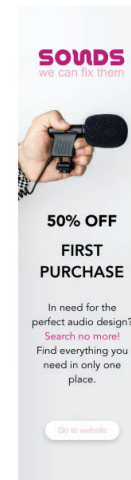
Wide Skyscraper
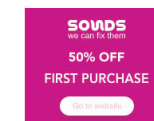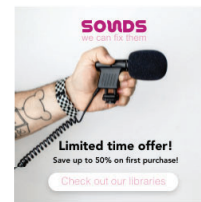(160x600)
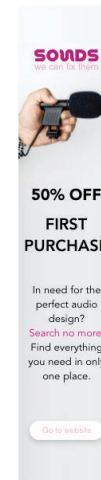
Skyscraper
(120x600)

Square pop-up (250x250)

Google adwords banner
(200x200)

Sidebar banner
(120x240)

Large rectangle (336x280)
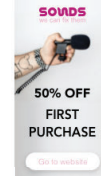
Medium rectangle (300x250)

3:1 Rectangle (300x100)

Button 1 (120x90)

Button 2 (120x60)

Vertical rectangle (240x400)

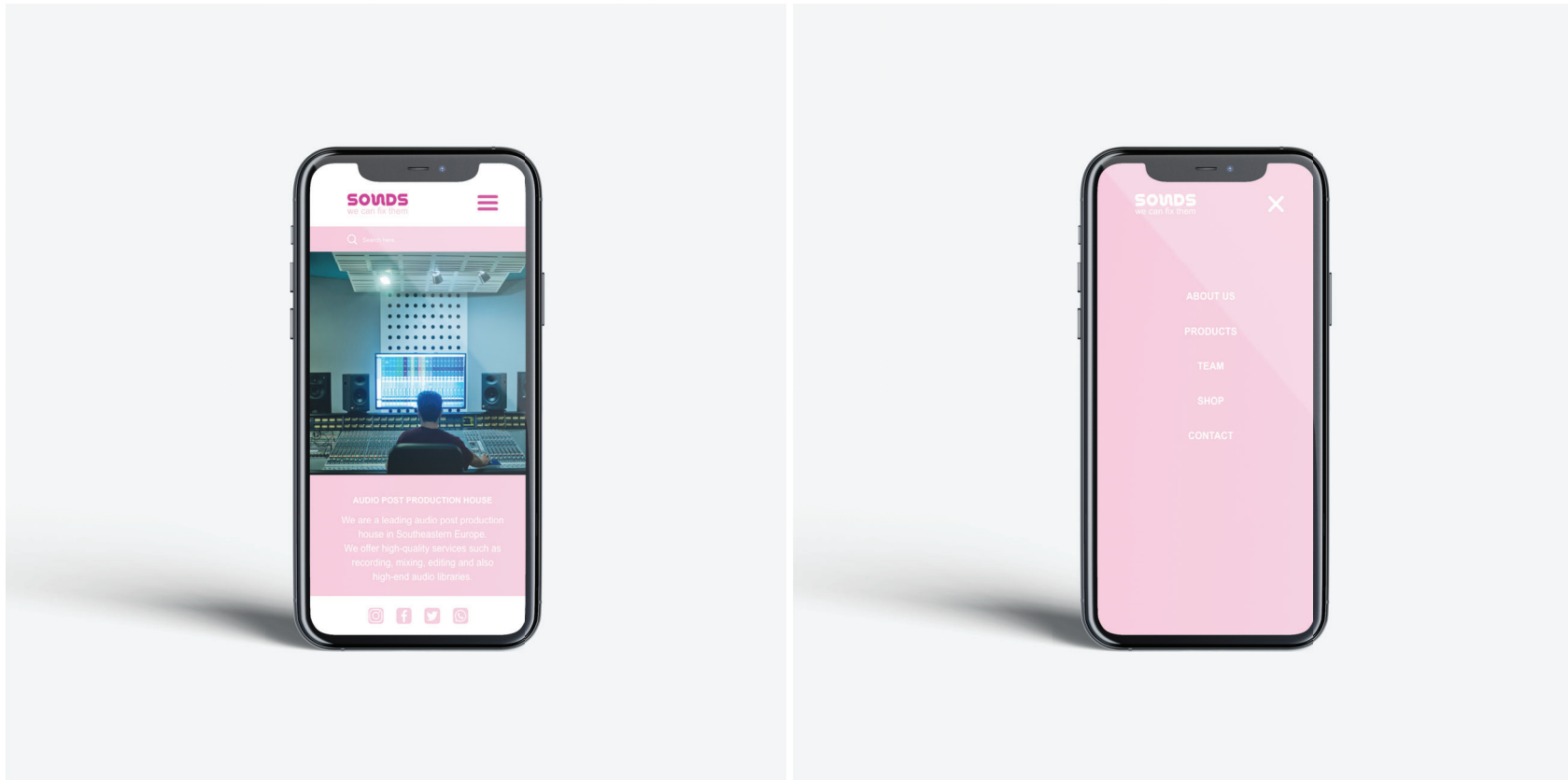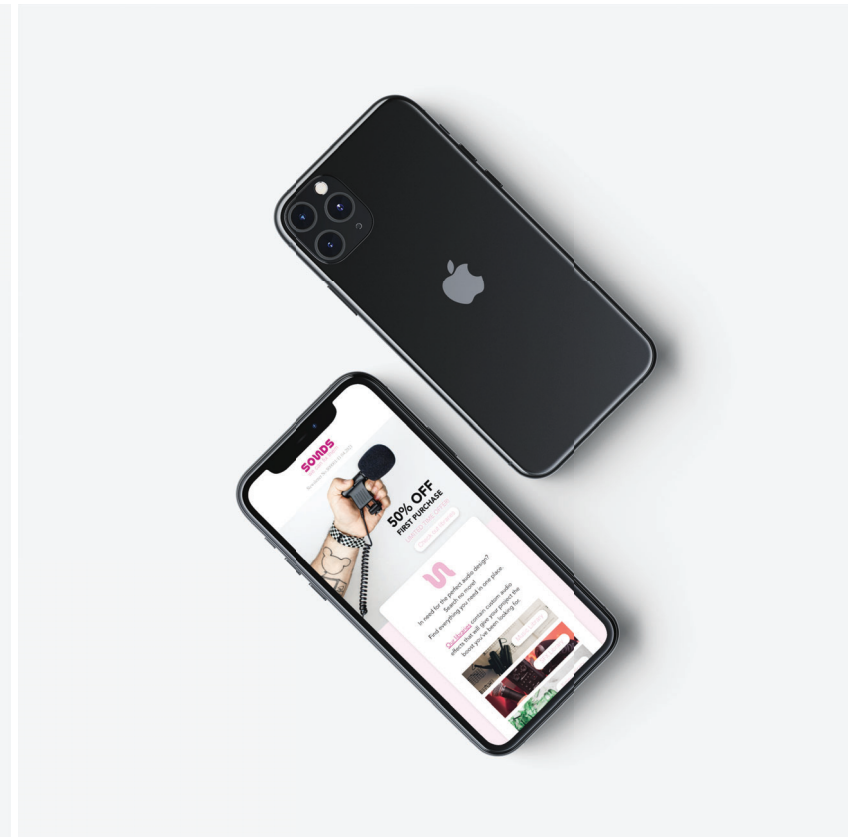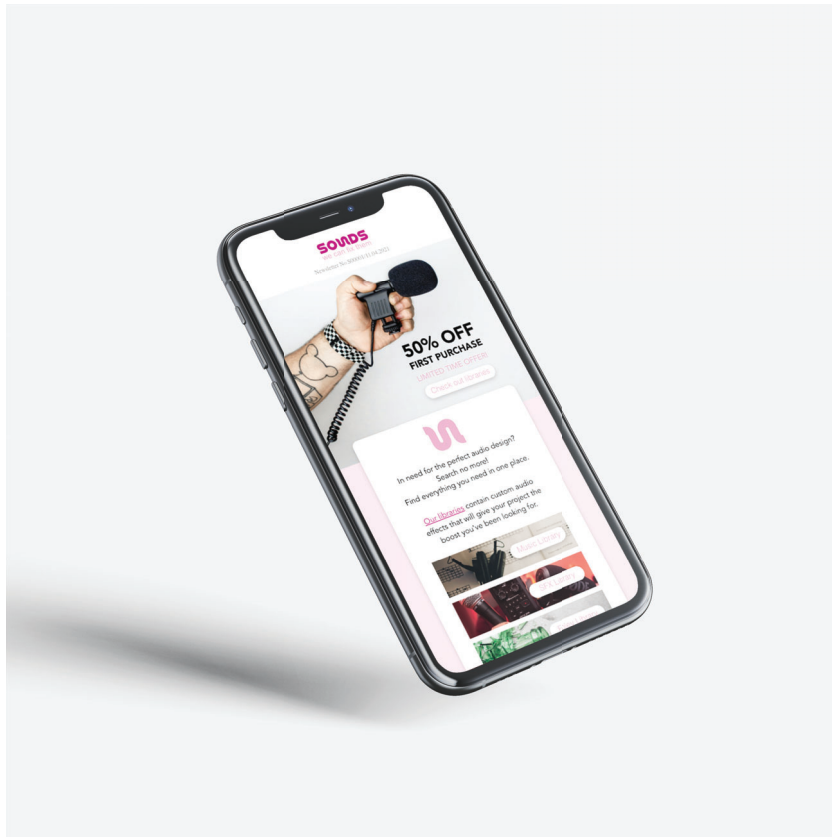Rectangle (180x150)

Sidebar button square
(125x125)

05.2.6. Digital. Mobile Site.

05.2.7. Digital. Mobile Newsletter.

05. How we look.

05.3.1. Indoor & Outdoor. Keyvisual.

A key visual is a specific image or illustration used consistently as a recurring motif across the media to help promote everything from projects and campaigns to events and awards.

It has the power to communicate more information than a logo and convey abstract, complex, and core messages in an emotional and attractive way.

Key visuals can be created for both short- and long-term activities. If implemented consistently throughout the organization, they can also become important brand-building elements.

Use key visuals as additional graphic elements in combination with the SOUNDS logo, but not as a substitute for the logo.

05.3.2. Indoor & Outdoor. Roll-up & Poster.

05.3.3. Indoor & Outdoor. Billboard.

06. Contact.

Contact our team of experts.

CONTACT PRINT
Joshua Baldwin
sounds.joshuabaldwin@gmail.com

CONTACT DIGITAL
Brian Caleb
sounds.briancaleb@gmail.com

Bibliography.

Web Bibliography.

https://www.w3.org/TR/WCAG/

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