



BRAND BOOK

August 2024

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1.

SOUNDCOAT LOGO

Brand logo



‘FULL COLOR’ version (primary & preferred)
Logo icon in blue, interlocking ‘SC’ in white;
‘SOUNDCOAT’ in blue.



‘BLACK & WHITE’ version
Logo icon in black, interlocking ‘SC’ in white;
‘SOUNDCOAT’ in black.



‘WHITE & BLACK’ version
Logo icon in white, interlocking ‘SC’ in black;
‘SOUNDCOAT’ in white.

About the logo

The logo icon is a bit of an optical illusion – each element can be an “S” or a “C” depending on orientation, which denotes innovation and Soundcoat’s ability to see things in a unique way. The interlocking nature of the elements is also a nod to our integrative and consultative approach with our customers.

Next, the name itself speaks to what our products do; COAT is in a thicker weight than SOUND to imply that we are insulating sound. Conversely, SOUND is thinner to imply that we are reducing noise.

Minimum clear space



Minimum size



0.5 inch height, 50 px

1. Soundcoat Logo

1.

Our logo is the representation of our identity and the priorities that define our company.

Horizontal version

(Primary & preferred)



The evolution from the previous Soundcoat logo is significant. While the design is simple, there is thoughtful intention and meaning behind it.

First, the logo icon is a bit of an optical illusion – each element can be an “S” or a “C” depending on orientation, which denotes innovation and Soundcoat’s ability to see things in a unique way. The interlocking nature of the elements is also a nod to our integrative and consultative approach with our customers.

Next, the name itself speaks to what our products do; **COAT** is in a thicker weight than SOUND to imply that we are insulating the sound. Conversely, SOUND is thinner to imply that we are reducing the sound (noise).

Finally, we moved to a 1-element, 2-color logo which was easier to accommodate for responsive digital design and accessibility requirements.

The result is a clean, modern approach that will carry Soundcoat into the future as technology drives the suite of acoustics solutions forward.

Stacked version

(May only be used with approval of the Soundcoat marketing manager)



The horizontal version is always the primary and preferred choice, however, there may be times when the stacked version is necessary due to size or space restrictions.

Use of the stacked version requires the approval of the Soundcoat marketing manager.

Icon only version

(May only be used with approval of the Soundcoat marketing manager)



The icon only version of the logo is only to be used in very specific or extreme instances. Whenever possible, we want people to know the Soundcoat name, which cannot be known from only an icon.

Use of the icon only version requires the approval of the Soundcoat marketing manager.

1.1 Logo colors

Primary color

Soundcoat BLUE

PMS: Pantone Cyan Blue 316
CMYK: 100 – 56 – 54 – 38
RGB: 0 – 71 – 81
RAL: 5020
HEX: #004751

Secondary colors

BLACK

PMS: Pantone Black 2d29226
CMYK: 0 – 0 – 0 – 100
RGB: 0 – 0 – 0
RAL: 9001
HEX: #000000

WHITE

PMS: Pantone White 9061
CMYK: 0 – 0 – 0 – 0
RGB: 255 – 255 – 255
RAL: 9010
HEX: #ffffff

Like the design of the logo, the color choice of the logo was also very intentional. First, the goal was to simplify the design and move to just one color, which conversely allows for more design options.

Noise is often represented as red, orange, or yellow when mapping noise sources, whereas quieter zones are represented as blue or green. To align our brand with colors quiet zones, it was decided to use a deep blue-green color to denote quiet and calm.

Given that there is only one color in the full color version of the Soundcoat logo, there are only two secondary color choices; black or white. The primary color of the logo is always the preferred choice.

The only time the black or white execution may be used is when the full color version does not work with the surrounding design or background color(s).

1.2 Logo color variants

1.

As far as possible, the Soundcoat logo must be used in its original (full color) version. Where this is not possible, the following color variants are available.



'FULL COLOR' version (primary & preferred)

Logo icon in blue, interlocking 'SC' in white;
'SOUND' in blue, 'COAT' in a darker blue.



'BLACK & WHITE' version

Logo icon in black, interlocking 'SC' in white;
'SOUND' in black, 'COAT' in a darker black.



'WHITE & BLACK' version

Logo icon in white, interlocking 'SC' in black;
'SOUND' in white, 'COAT' in a darker white.

As a rule, the full color version of the Soundcoat logo is used when the logo is shown on an empty, white background, or other light-colored background. However, in some applications, the background cannot be changed to white; e.g. on colored or picture backgrounds, shipping boxes, etc. In these cases, the most appropriate greyscale or inverted version should be applied to achieve the best aesthetic harmony with the background.

- **Always ensure there is enough contrast so that the logo is presented clearly and legibly.**
- **Never alter the color of the logo to achieve contrast.**
- **All logo use must be approved by the Soundcoat marketing manager *before* finalizing designs, printing, or publishing.**

1.3 Application rules

1.

The Soundcoat logo must never be framed. The logo may be used horizontally or vertically (in an upwards reading direction), but never diagonally, upside down or in gradually changing sizes or colors. Use of the stacked version is only permitted in rare cases (and horizontally only) where the horizontal logo cannot be used and must be approved by the Soundcoat Marketing Manager. The stacked version is not authorized for vertical use.

Horizontally



Vertically



1.4 Minimum clear space and size

Minimum clear space

The minimum clear space around the Soundcoat logo is based on the heights of the logo and is defined as indicated in the image below. Deviation from this rule is only permitted in specific cases which are described in detail in **Chapter 4, The Brand in Action**. In these cases, the clear space may be reduced to half of the area specified below.



Minimum size

A minimum size must be respected when the logo is used in print and digital applications. The minimum size of the Soundcoat logo is based on its height: the Soundcoat logo must always be minimum 100 pixels (1 inch) high, and its width should be adjusted in proportion to the applied height.

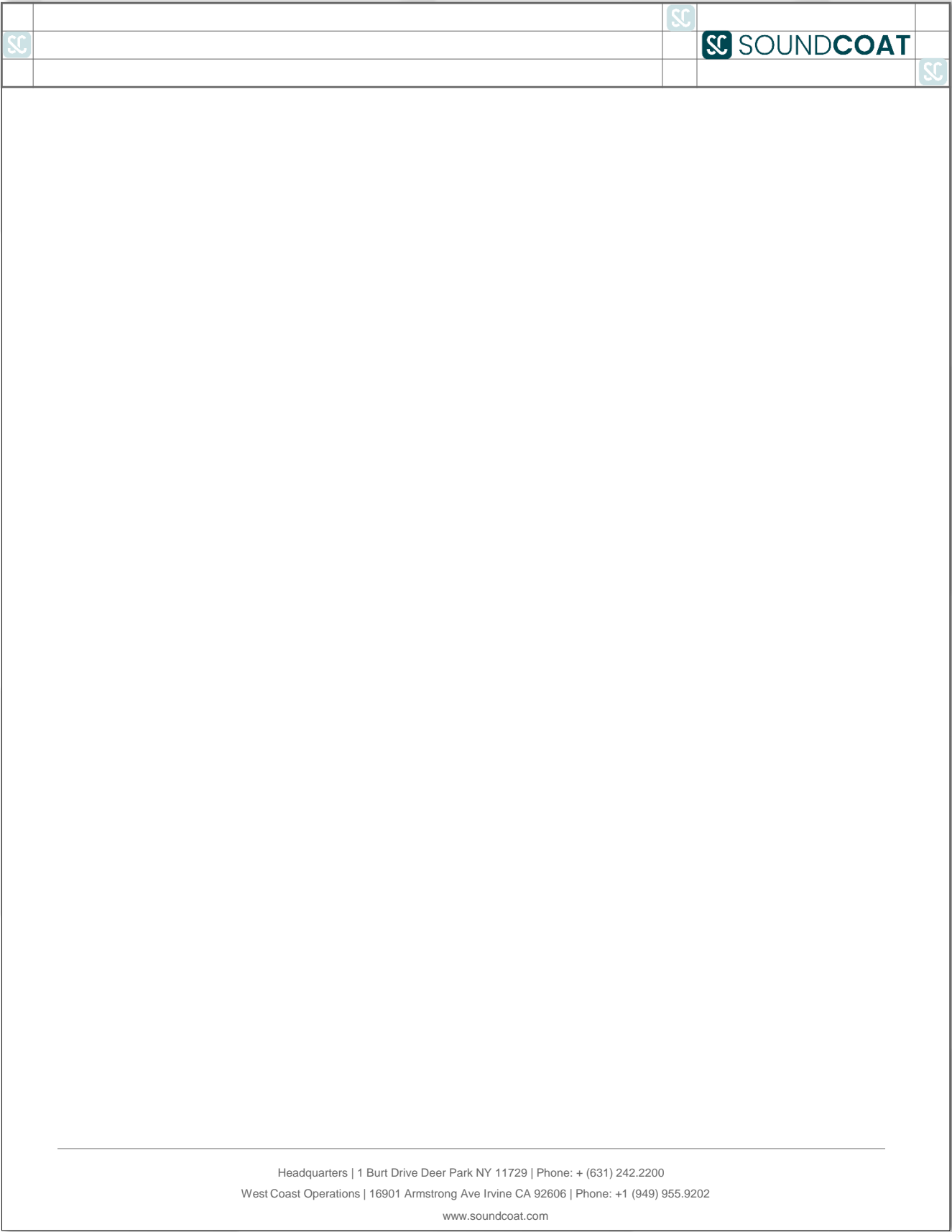
The only exception to this rule occurs when the Soundcoat logo is used in an A4-size design. In this case, the minimum height permitted for the logo is 50 pixels (0.5 inch).



1.5 Logo placement













As well as its size, the positioning of the logo is vital to ensure instant recognition and reinforce the brand image. The Soundcoat logo must always be placed in a corner of the design and must never be centered in the header or footer. The positioning must be consistent throughout a document or tool.

The Soundcoat logo may only appear once per page or layout.



1.6 Logo misuse

The logo guidelines listed previously are obligatory and must be strictly followed. The Soundcoat logo may not be applied in any other way, for any reason. The images below show some **forbidden** applications of the logo. Note that these are just a few examples misuse and is not intended to be an exhaustive list.

 <p>DO NOT use only one part of the logo</p>	 <p>DO NOT place the logo upside down or inverted</p>	 <p>DO NOT make the logo too small</p>	 <p>DO NOT change the logo's proportions</p>
 <p>DO NOT outline the logo</p>	 <p>DO NOT add effects to the logo</p>	 <p>DO NOT use another typeface for the logo</p>	 <p>DO NOT recolor the logo</p>
 <p>DO NOT add a baseline right under the logo</p>	 <p>DO NOT add other elements to the logo or create other logo versions</p>	 <p>DO NOT resize components of the logo</p>	 <p>DO NOT show the logo on a colored background when the complete logo is not fully visible</p>

2.

COLOR PALETTE

2. Color palette

2.1 Primary colors

Our primary colors are central in our visual identity and should be associated at first sight with the Soundcoat brand. They are to be applied as the leading colors across all our communication tools. The primary colors must always be matched accurately to the given color palette to ensure consistent brand image. These colors deliver strong contrast for enhanced design flexibility & user accessibility. Our primary colors are:

Soundcoat DARK BLUE

PMS: Pantone Cyan Blue 316
CMYK: 100 – 56 – 54 – 38
RGB: 0 – 71 – 81
RAL: 5020
HEX: #004751

Soundcoat LIGHT BLUE

PMS:
CMYK: 32 – 6 – 0 – 17
RGB: 144 – 200 – 212
RAL: 220 – 80 – 20
HEX: #90C8D4

Soundcoat GREY

PMS: Pantone Cool Grey 11C
CMYK: 66 – 57 – 51 – 29
RGB: 84 – 86 – 91
RAL: 7011
HEX: #54565B

Soundcoat WHITE

PMS: Pantone White
CMYK: 0 – 0 – 0 – 0
RGB: 255 – 255 – 255
RAL: 9010
HEX: #ffffff

2. Color palette

2.2 Secondary colors

A set of secondary colors has been defined with the sole purpose of supporting the primary color palette in certain applications (e.g. infographics, charts, graphs, or to highlight text).

Secondary colors should never lead the brand coloring, and their use is therefore limited. A maximum of two secondary colors may be used together in one layout, unless the colors appear in infographics or graphs.

Graphs



CMYK: 0 – 77 – 80 – 0
RGB: 255 – 86 – 45
HEX: #ff562d



CMYK: 0 – 62 – 92 – 0
RGB: 255 – 123 – 23
HEX: #ff7b17



CMYK: 0 – 14 – 100 – 0
RGB: 254 – 200 – 0
HEX: #fecb00



CMYK: 79 – 25 – 19 – 3
RGB: 1 – 145 – 182
HEX: #0191b6



CMYK: 73 – 0 – 100 – 0
RGB: 74 – 174 – 4
HEX: #4aae04

Added depth



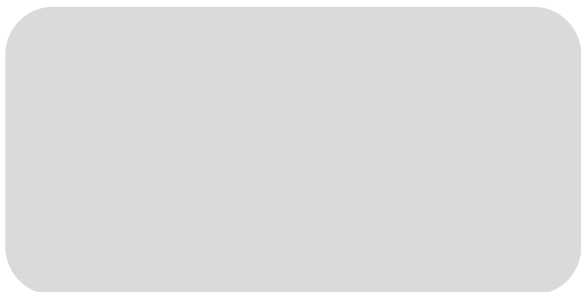
CMYK: 4 – 3 – 0 – 48
RGB: 127 – 128 – 132
HEX: ##7F8084



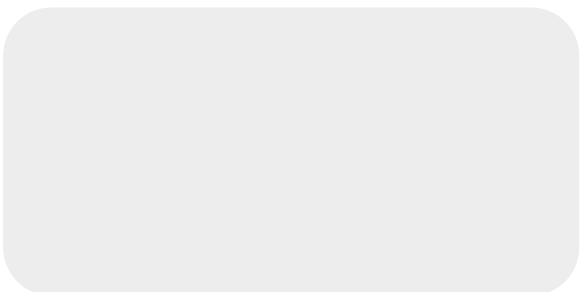
CMYK: 0 – 0 – 0 – 50
RGB: 157 – 157 – 156
HEX: #9d9d9c



CMYK: 0 – 0 – 0 – 30
RGB: 198 – 198 – 198
HEX: #c6c6c6



CMYK: 0 – 0 – 0 – 20
RGB: 218 – 218 – 218
HEX: #dadada



CMYK: 0 – 0 – 0 – 10
RGB: 237 – 237 – 237
HEX: #ededed

2. Color palette

2.3 Background colors and textures

We aim to create a calm, quiet, and modern look and feel, while also giving a nod to our functional abilities.

White should always be considered as the primary background color.

Soundcoat WHITE

PMS: Pantone White
CMYK: 0 – 0 – 0 – 0
RGB: 255 – 255 – 255
RAL: 9010
HEX: #ffffff

When and where appropriate, the sound absorbing cube **texture** in greyscale can be applied for added visual interest.

Cube TEXTURE

Greyscale only
85% Transparency
Orient as shown
Do not distort – maintain aspect ratio

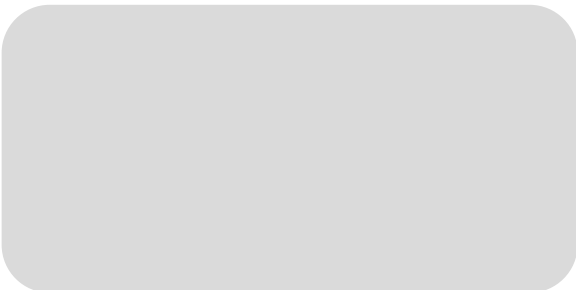
To **highlight** or distinguish text, or to add some depth to presentations, it may be necessary to present the text in a colored box or to change the background color. The following colors have been defined for this purpose.



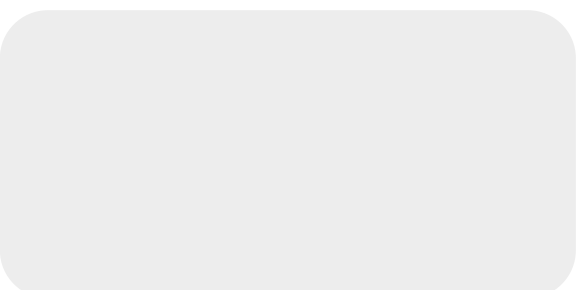
PMS: Pantone Cyan Blue 316
CMYK: 100 – 56 – 54 – 38
RGB: 0 – 71 – 81
HEX: #004751



CMYK: 0 – 0 – 0 – 30
RGB: 198 – 198 – 198
HEX: #c6c6c6



CMYK: 0 – 0 – 0 – 20
RGB: 218 – 218 – 218
HEX: #dadada



CMYK: 0 – 0 – 0 – 10
RGB: 237 – 237 – 237
HEX: #ededed

3.

TYPOGRAPHY

3. Typography

3.1 Soundcoat fonts

Printed and digital applications: Poppins

Our corporate font is Poppins. This is the only typeface approved for use in all printed materials (brochures, flyers, posters, banners, advertisements, etc.) and online tools (websites, digital ads, etc.). Poppins was selected as a stylish and easy-to-read font which offers a lot of variety and flexibility, and which works perfectly in different applications.

NOTE:

The font can be downloaded via:
<https://fonts.google.com/specimen/Poppins>

MS Office applications: Arial

In addition to Poppins, we use Arial as the standard typeface for internal digital use and for use in Microsoft Office documents, such as Word, Excel, and PowerPoint. We selected Arial as a secondary (supplementary) font due to its availability on most digital devices and platforms.

Lorem Ipsum dolor sit amet,

Consectetur adipiscing elit, nunc mattis libero orci, vulputate congue nisi iaculis sed. **Cras ullamcorper eu est luctus aliquam.**

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Nullam quis eros eget massa aliquam scelerisque. Curabitur volutpat dapibus felis, site amet consequat magna convallis at.

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Nullam quis eros eget massa aliquam scelerisque. Curabitur volutpat dapibus felis, site amet consequat magna convallis at.

3. Typography

3.2 Font size

Font sizes must be determined depending on the size of the communication material being created. It is important to give the correct weight to headlines, sub-headlines, and body copy.

The standard font size for body copy is 8pt. In this case, content page headlines should be 26pt and content sub-headlines should be 12pt.

Deviations from this general rule are possible, depending on the communications material being created, provided that the legibility of the text is always guaranteed, and that the interrelationship of font sizes remains proportional.

3.2 General typography rules

Text color

The standard color for text is black. However, other colors are permitted when necessary and/or advisable. On a picture or a colored background, the text may be black or white, on the condition that it remains easily readable. Titles like H1 and H2 can be seen in Soundcoat Blue color.

Text alignment

Body copy should be left aligned.

H1. Title in Poppins Bold 16pt

H2. Subtitle in Poppins Bold 12pt

H3. Sub-subtitle in Poppins Bold 11pt

For body copy we use Poppins Regular in a font size 10pt. There can be a highlight in body copy, in which case we use a **bold version of the body copy text**. Also, the color of the body copy is black.

**For a footnote or sidenote, we use Poppins Light Italic in a font size 9pt.*

←
Lorem Ipsum dolor sit amet,

Consectetur adipiscing elit, nunc mattis libero orci, vulputate congue nisi iaculis sed. Cras ullamcorper eu est luctus aliquam.

Pellentesque habitant morbi tristique senectus **et netus et malesuada fames** ac turpis egestas.

Nullam quis eros eget massa aliquam scelerisque. Curabitur volutpat dapibus felis, site amet consequat magna convallis at.

←



Acoustic solutions from the inside out.

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