



Brand Guide For Audio-branding Competition

A guide to our assets and style



We are...

Human Trustworthy

Warm Confident

Unpretentious Collaborative

No hype Honest

Dedicated Unique

Professional Trailblazers

Visual Language- inspired by words

No hype & professional:

- We are not trendy but we are modern.
- The design should last and not feel outdated within a year of its launch
- Honest & unpretentious:

We are not posh or pompous but we know that we are good at what we do

- Let's not be too cocky or overly ambitious with the design(s)
- The end-result should fit the purpose!

Trustworthy & dedicated:

- We are not pretending to be something we are not. The image reflects our values and we can stand behind that
- Everything we do is good quality and we can be proud of it
- Collaborative, human & warm: we present ourselves in approachable and inviting ways
- Positive attitude and feeling in both the content and images that we show
- Make it feel that it's easy to work with us, because that is how it is!

Visual Language - inspired by words

Unique:

- We avoid (industry) cliches both in design and content.
- We don't steal ideas from others, but we are inspired by others.
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