

ACOUSTIC STYLEGUIDE OVERVIEW

CORE
LOGO:

acoustic®

4/c Logo

N/A

1/c Spot Logo

acoustic®

1/c Logo Usage

acoustic®

1/c, White, and Reverse Logo Usage

LOGO
VARIANTS:

acoustic®
Lead Series

acoustic®

Legacy

acoustic®

Legacy adaptation for Bass ads

acoustic®
the pro's tone since 1967

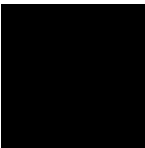
COLOR USAGE:



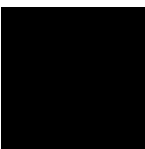
C: 41 M: 8 Y: 2 K: 0



PMS 2905C



C: 0 M: 0 Y: 0 K: 100



PMS BLACK C

FONTS:

Legacy Font:
Annonce

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headline Text:
Frutiger Ultra Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subhead Copy:
Frutiger Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy:
Futura T Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

URL Text:
Futura
Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Legal Type:
Futura T Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

STYLE:

- Packaging Style:
- All logos are 4/c where possible
 - All images are 4/c
 - All legal, barcode, and packing sticker elements stay on the smallest end of box

