

ACOUSTIC CONTROL

— C O R P O R A T I O N —

STYLEGUIDE OVERVIEW

Acoustic, Gamma, Delta(TBD), and TrueBlue

ACOUSTIC CONTROL CORPORATION

The legacy brand "Acoustic", is now maintained under the parent company of Acoustic Control Corporation

acoustic

1/c + 4/c Black Logo

CORE
LOGO:



1/c White Reverse Logo



4/c Legacy (BASS) Logo



4/c Legacy Logo

LOGO
VARIANTS:

acoustic
Lead series

1/c Electric Guitar Amp Series

acoustic
Lead series

1/c White Reverse - Electric Guitar Amp Series

acoustic

the pro's tone since 1967

1/c Logo

COLOR
USAGE:



PMS 2905 C

ACOUSTIC (LEGACY)

FONTS:

ACOUSTIC Faceplate Silkscreen:
Nimbus Sans Extended Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
!@#%&'()*+,-./:;<=>?[]{}~

ACOUSTIC Model Name:
Nimbus Sans Extended Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1 23456
7890!@#%&'()*+,-./:;<=>?[]{}~

ACOUSTIC General Text:
Neue Haas Grotesk Display Pro
(A variety of weights are available)

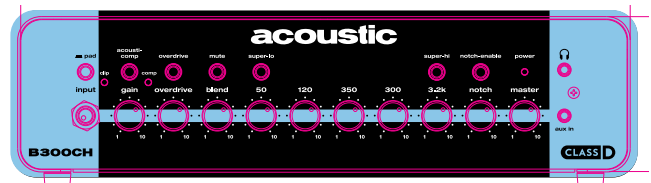
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456 7890
!@#%&'()*+,-./:;<=>?[]{}~

STYLE:

Packaging Style:

- "Acoustic" brand logo is always LC
- All logos are 4/c where possible
- All images are 4/c
- All legal, barcode, and packing sticker elements stay on the smallest or least visible end of box

Bass Guitar Amp Head Faceplate 1/c Silkscreen



Bass Amp 1/c Packaging

Electric Guitar Amp 4/c Packaging



Instrument Guitar Amp 4/c Packaging



ACOUSTIC CONTROL CORPORATION

Acoustic Control Corporation is the parent company to the following brands:
Acoustic, Gamma, Delta, etc.

ACOUSTIC CONTROL
— C O R P O R A T I O N —

1/c Black Logo

CORE
LOGO:



1/c White Reverse Logo

**ACOUSTIC
CONTROL**
— C O R P O R A T I O N —

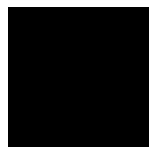
1/c Black Logo Stacked

LOGO
VARIANTS:



1/c White Reverse Logo Stacked

COLOR
USAGE:



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



WHITE

GAMMA SERIES

Acoustic Control Corporation is the parent company to the following brands:
Acoustic, Gamma, and Delta(TBD)



1/c Black Logo

CORE
LOGO:



1/c White Reverse Logo



1/c Black Logo

LOGO
VARIANTS:



1/c White Reverse Logo

COLOR
USAGE:



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



WHITE



PMS 298 C



C: 65 M: 10
Y: 1 K: 0

ACOUSTIC CONTROL CORPORATION

Older brand packaging styles may still be in circulation in stores and online.

Product Model Name:
Geometric Graphic Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Product Description:
Acumin Pro Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?/,,:;"\$&-+=%#@#%&*·()©Ω~**

Product Subhead Description:
Acumin Pro SemiCondensed Black
(Tracking: 10)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?/,,:;"\$&()-+=%#@#%&*·()©Ω~**

Paragraph Copy / Bullet Copy:
Acumin Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?/,,:;"\$&()-+=%#@#%&*·()©Ω~

FONTS:

Bullet Copy Large:
Acumin Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?/,,:;"\$&()-+=%#@#%&*·()©Ω~**

Legal Text:
Acumin Pro SemiCondensed
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?/,,:;"\$&()-+=%#@#%&*·()©

Main Faceplate Silkscreen:
(Boldest Font Choice)
Neue Haas Unica W1G

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?/,,:;"\$&()-+=%#@#%&*·()Ω~**

Main Faceplate Silkscreen:
(Lightest Font Choice)
Neue Haas Unica W1G

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?/,,:;"\$&()-+=%#@#%&*·()Ω

Stompbox Effects Pedal
Product Model Name:
Shackelton

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

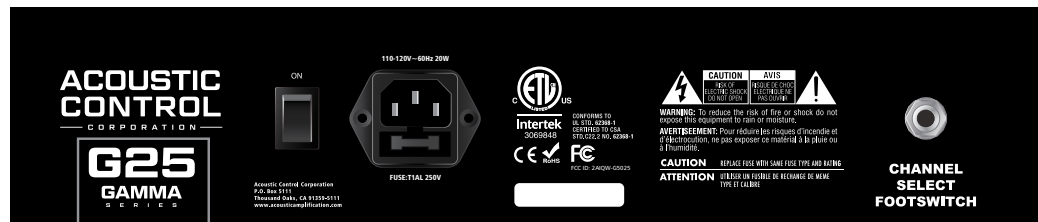
GAMMA SERIES

Older brand packaging styles may still be in circulation in stores and online.

STYLE:

Packaging Style:

- All logos are 4/c where possible
- All images are 4/c
- Spot varnish on pedal pkg. front
- All legal, barcode, and packing sticker elements stay on the smallest or least visible end of box



Reverse iteration of model # spec'd 1pt. black outline @ 83 points



ACOUSTIC CONTROL CORPORATION

True Blue Brand High Headroom Speakers
are built into the Gamma Series electric guitar amplifier products

TRUEBLUE

1/c Black Logo

CORE
LOGO:

LOGO
VARIANTS:



1/c White Reverse Logo

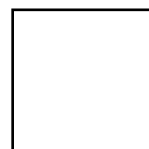
COLOR
USAGE:



PMS 298 C



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



WHITE

TRUE BLUE

True Blue Logo:

Acumin Pro - Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

!@#\$%^&*()_+}{[]:;'"?><.,/≠-™©

Acumin Pro - Condensed Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

!@#\$%^&*()_+}{[]:;'"?><.,/≠-™©

FONTS:

Acumin Pro - Condensed Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

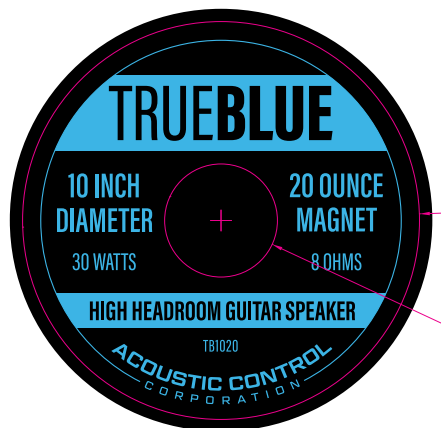
!@#\$%^&*()_+}{[]:;'"?><.,/≠-™©

Acumin Pro - Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

!@#\$%^&*()_+}{[]:;'"?><.,/≠-™©



ACOUSTIC CONTROL CORPORATION

Acoustic Control Corporation is the parent company to the following brands:
Acoustic, Gamma, Delta (TBD), etc.



1/c + 4/c Black Logo

CORE
LOGO:



1/c White/Reverse Logo



1/c Black Logo

LOGO
VARIANTS:

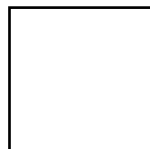


1/c White/Reverse Logo

COLOR
USAGE:



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



WHITE

DELTA SERIES (TBD)

DELTA - TBD