

# SIMMONS STYLEGUIDE OVERVIEW

**CORE LOGO:**



1/c Black Logo



1/c White Reverse Logo



4/c Logo

**SECONDARY LOGO:**



The first name in electronic drums.

1/c with tag Logo Usage



ELECTRONIC DRUM KIT WITH MESH HEADS

1/c with tag Logo Usage

**LOGO VARIANTS:**



ADVANCED ELECTRONIC DRUM AMPLIFIER



DRUM AMPLIFIER SUBWOOFER

**COLOR USAGE:**



C:0 M:88 Y:100 K:1  
Web: ec4523



C:0 M:88 Y:100 K:60  
Web: 7a1b00



C:63 M:32 Y:27 K:1  
Web: 6793a7



C:89 M:50 Y:0 K:75  
Web: 00254c



C:51 M:37 Y:40 K:4  
Web: 848d8c



C:81 M:58 Y:66 K:63  
Web: 1b312e



C:45 M:27 Y:17 K:51  
Web: 53626f

**FONTS:**

Product Headline:  
New Hero Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 -+=,.;!@#[]'''

Subhead Copy:  
New Hero SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 -+=,.;!@#[]'''

Body Copy:  
New Hero Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 -+=,.;!@#[]'''

Legal Type:  
New Hero Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 -+=,.;!@#[]'''

Logo Variants:  
Owners Wide Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 -+=,.;!@#[]'''

Logo Variants:  
Ethnocentric Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890 -+=,.;!@#[]'''*

Logo Variants:  
Futura PT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 -+=,.;!@#[]'''

Logo Variants:  
Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 -+=,.;!@#[]'''

**STYLE:**

**Packaging Style:**

- Core Logo and Secondary logo are used for packaging
- All legal, barcode, and packing sticker elements stay on the smallest or least visible end of box
- All images are 4/c



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