

# HeardThat

More Voice. Less Noise.

A teal-colored soundwave icon consisting of five curved lines of increasing length from left to right, positioned to the right of the word "HeardThat".

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**Brand Guidelines**



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# Section

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1.0

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1.1 Overview

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**Section**

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**Brand**

These are our brand guidelines which explain how to use the new visual identity with confidence and clarity.

Our guidelines have been designed to ensure consistency within our brand, helping to create strong, recognizable and innovative communications.

The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression.

Our unique identity, colour palette and typographic style creates distinctive frameworks for our brand which help us stand out from our competitors.

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# 2.0

# Section

# Logo

The HeardThat logo is an important asset to our organization and should serve as a foundation for all visual communications.

The logo marque consists of four radiating sound waves emanating from the end of the wordmark. The identity can only make a positive impact if used consistently and correctly throughout all brand communications.

To maintain a strong brand image it is important that the logo is always applied consistently wherever it appears. It should never be manipulated or distorted. Its colour, position and size are all specified within this document.

## 2.2

# Logo Primary

The HeardThat logo is composed of three elements:

1. The two-tone logotype wordmark
2. The soundwave marque
3. The centered tagline

The identity can only make a positive impact if used consistently and correctly throughout all brand communications.

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## 2.3 Logo Variations

The HeardThat identity is made up of a primary logo marque, logotype and monogram. The monogram is to be used sparingly as a secondary device, for example as a blind emboss on stationery.

In addition to the marque, logotype and monogram, an app icon has been designed for the digital application of this brand.

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### Marque

Representing four concentric sound waves which get bolder (clearer) as they move outward.

### Logotype

Clean & simple, the logotype or wordmark is designed to read very easily. By changing the weight and colour of the two words, we successfully eliminate visual confusion around the HeardThat wordmark.

### Monogram

The HT monogram uses the original colours and weights of the logotype to differentiate the would-be words.

### App Icon

By combining the monogram with the logo marque, we end up with a recognizable app icon that doesn't contain too much detail at this small scale.

Logo Marque



Logotype

HeardThat

Monogram

HT

App Icon



## 3.0

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# Section

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# Colour

## 3.1

# Colour Introduction

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Our brand is underpinned with a colour palette designed to be fresh, modern and distinctive.

Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together.

To help achieve greater brand recognition it is important that our colour palette is applied consistently.

## 3.2

# Colour Colour Palette

The primary colour palette is constant throughout all communications. It is composed of two different blue tones combined with a gradient of greys.

A colour hierarchy has been implemented, ranging from Calm Blue being the most important to White being the least used. Soft Teal and Granite are mainly used for accents.

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### 1. Calm Blue

CMYK 69 / 12 / 27 / 0  
RGB 79 / 170 / 181  
HEX #47AAB5

### 2. Granite

CMYK 67 / 59 / 55 / 38  
RGB 76 / 76 / 76  
HEX #4c4c4c

### 3. Ash

CMYK 50 / 41 / 38 / 3  
RGB 142 / 142 / 142  
HEX #8e8e8e

### 4. Soft Teal

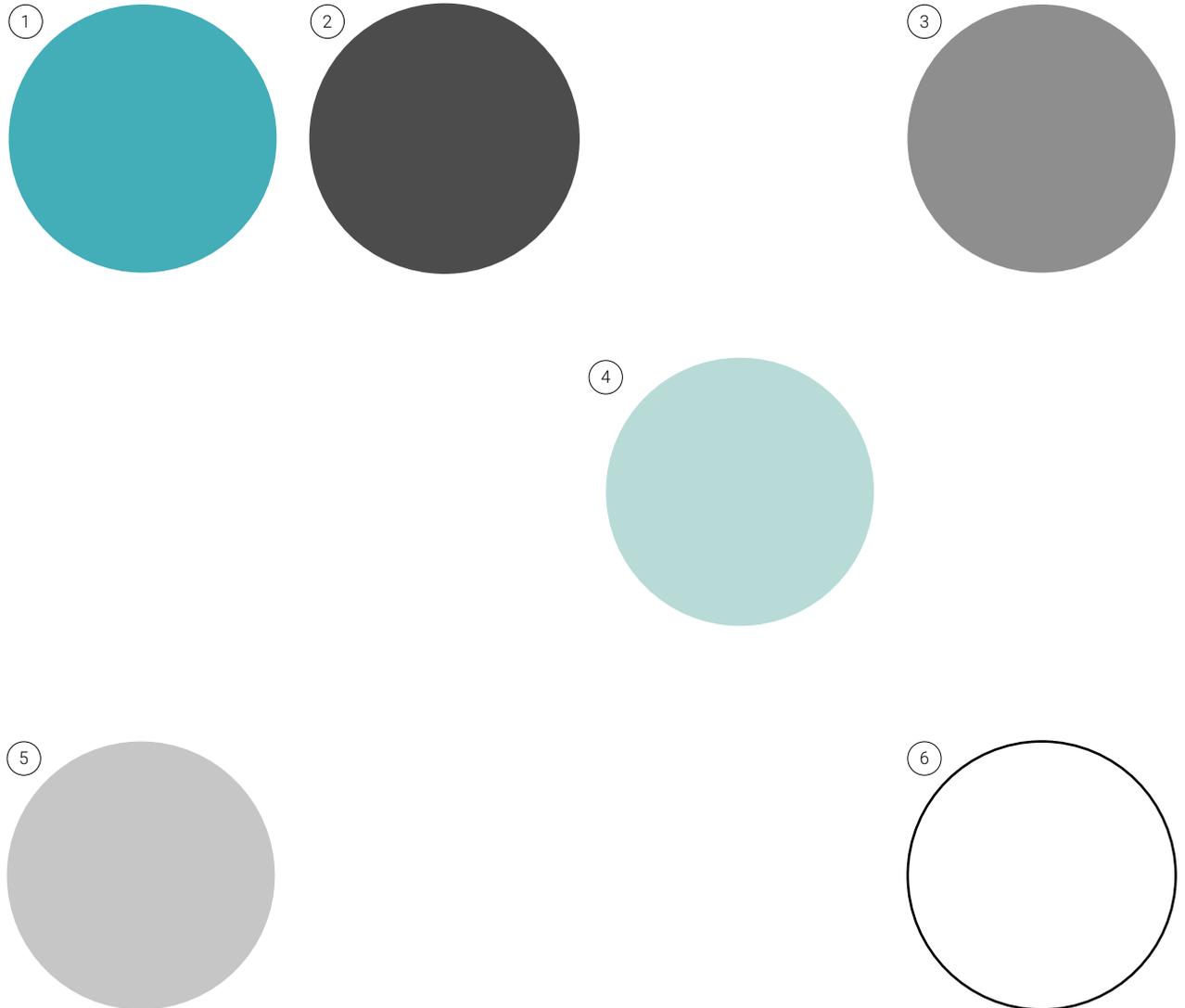
CMYK 45 / 4 / 23 / 0  
RGB 154 / 204 / 200  
HEX #9acc8

### 5. Silver

CMYK 27 / 20 / 19 / 0  
RGB 198 / 198 / 198  
HEX #c6c6c6

### 6. White

CMYK 00 / 00 / 00 / 00  
RGB 255 / 255 / 255  
HEX #ffffff



### 3.3 Colour

## Logo Colours

The default colours of the HeardThat logo are Calm Blue and Ash, a combination which can be used on both very light and very dark backgrounds.

For in-between background colours, we've developed two alternative logo colour palettes, both of which are also greyscale and would work well for B&W print applications.

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## 4.0

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# Section

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# Typography

Roboto is our corporate typeface, it should be used in all instances where typography is required. It is simple, clean and legible typeface that compliments our logo. We use five weights of Roboto: Thin, Light, Regular, Medium and Bold.

Sharp Sans No. 1 is our secondary typeface, and is used in the wordmark of our logo. We use two weights of Sharp Sans: Book and Semibold.

Typography shouldn't be overlooked as a key element within our toolkit.

It is important to adhere to the leading, tracking and text arrangement specified in this document to help achieve brand consistency throughout.

# Typography

## Primary Typeface

### About Roboto

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves.

While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Roboto Light  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 01234567890\$&?/+“(.,:;)  
 Character Tracking: -10

---

Roboto Regular  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 01234567890\$&?/+“(.,:;)  
 Character Tracking: -10

---

Roboto Medium  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 01234567890\$&?/+“(.,:;)  
 Character Tracking: -10

---

Roboto Bold  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 01234567890\$&?/+“(.,:;)  
 Character Tracking: -10

Light  
Regular  
Medium  
Bold

## 4.3 Typography Secondary Typeface

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### About Sharp Sans

Sharp Sans Display No.1 is a geometric display sans-serif inspired by Herb Lubalin's original photo-lettering for Avant Garde magazine.

The HeardThat wordmark is created with Sharp Sans.

Sharp Sans Book  
abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890\$&?/+“(.,:;)  
Character Tracking: 0

---

Sharp Sans Semibold  
abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890\$&?/+“(.,:;)  
Character Tracking: 10

# Book

# Semibold

## 4.4 Typography

### Use of Type

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#### Weighted Fonts

In order to keep consistency across all brand materials, it's important to use the appropriate weights for each kind of type. For example, we generally wouldn't use a thin font for headlines or a bold font for body copy.

**Bold is our headline weight.**

Medium and Regular are our body copy weights.

Light is used for captions and small bodies of text, it is also used on our stationery.

Thin can be used when a more delicate weight is needed.

# Typography

## Typographic Hierarchy

### Lead the Eye

Hierarchy is important in order to lead the viewer's eye through content in the appropriate order. As a general rule, try not to use two adjacent headlines in the same document; for example, if Heading 1 is your main title, skip to at least Heading 3 or 4 for your subtitle.

---

HEADLINE 1

**AaBbCcDdEeFf**

---

HEADLINE 2

**AaBbCcDdEeFf**

---

HEADLINE 3

**AaBbCcDdEeFf**

---

HEADLINE 4

**AaBbCcDdEeFf**

---

HEADLINE 5

**AaBbCcDdEeFf**

---

HEADLINE 6

**AaBbCcDdEeFf**

---

BODY COPY

AaBbCcDdEeFf

---

CAPTIONS

AaBbCcDdEeFf

5.0

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# Section

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# Imagery

The imagery we use in our promotional and marketing materials is the visual representation of our brand.

It's important for all imagery to maintain the HeardThat vibe, which can be achieved with a few guidelines.

Ideally, the people in our photographs should be of our largest target demographic (60+), and should be enjoying an effortless conversation in an otherwise crowded space in order to visually represent the value of our product.

To further emphasize the clarity that comes with using the HeardThat app, we will generally use photos with a shallow depth of field.

## 5.2 Imagery Inspiration

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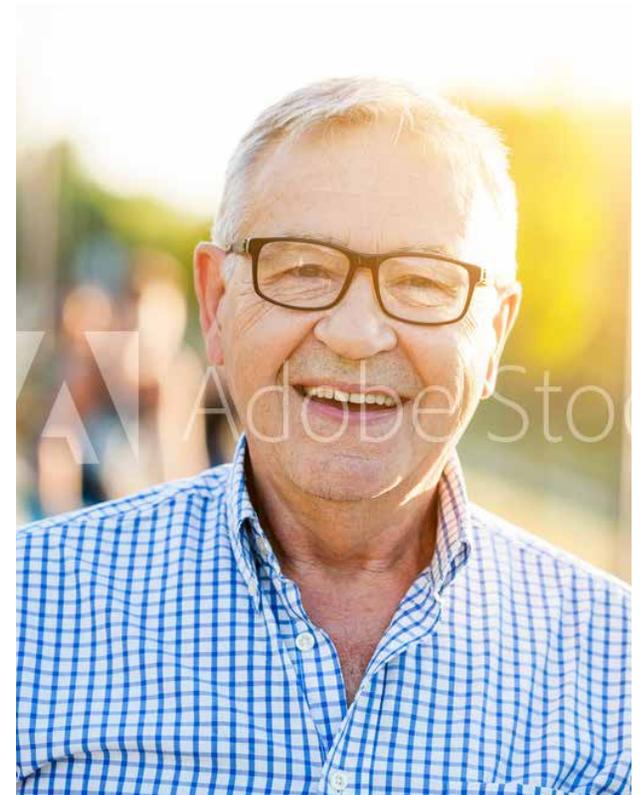
## Imagery Inspiration

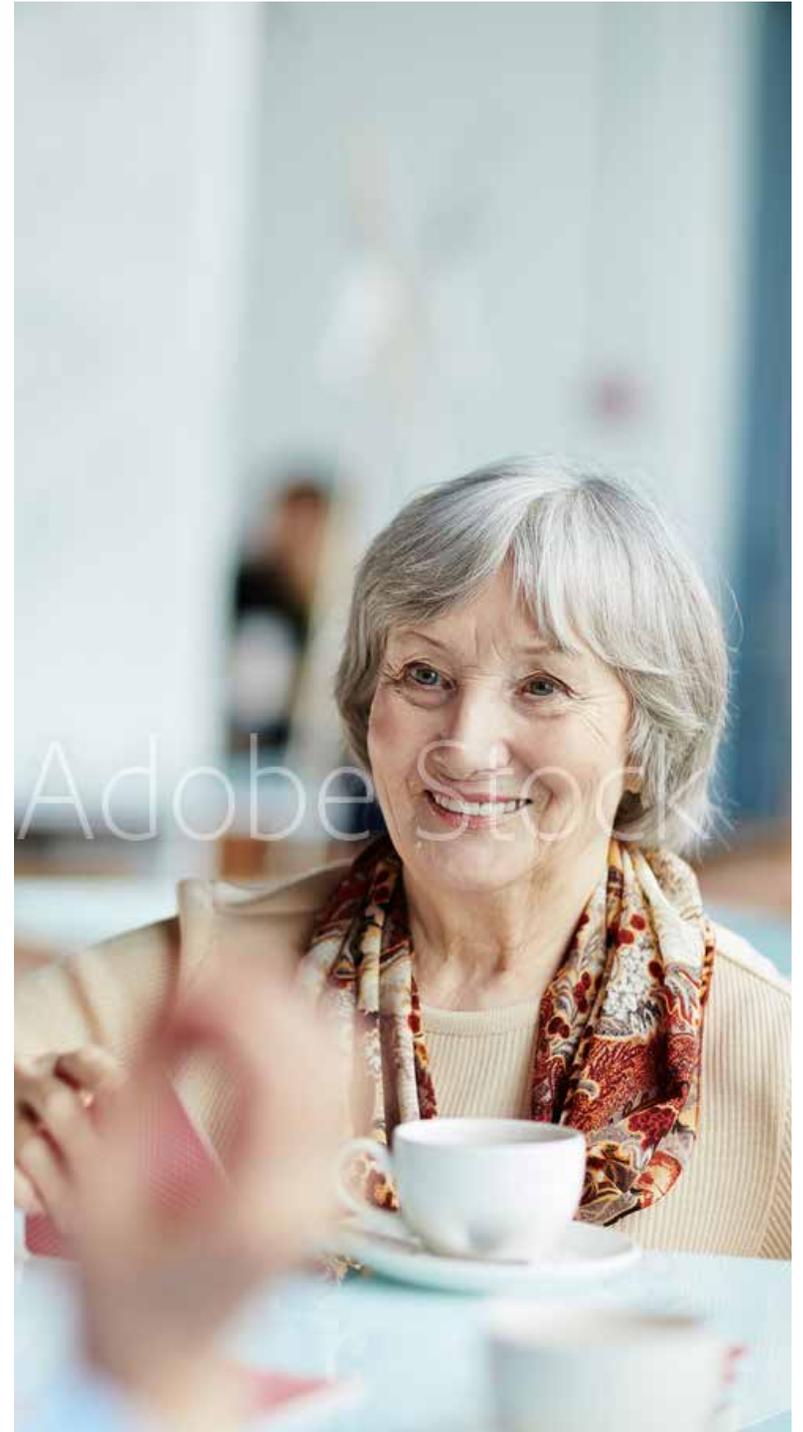
### Depth of Field

In order to emphasize the comfort and clarity that come with using the HeardThat app, we should try to use imagery that has a single & obvious point of focus. This can be achieved with photographs that use a shallow depth of field, rendering the background blurry & unclear in contrast to the sharp object of focus.

### Demographic & Setting

With the older generation being more likely to suffer from hearing loss, our imagery is mostly focussed on the 60+ demographic. They should look happy and at ease, since the product is helping improve their quality of life. They might also be participating in a conversation, ideally in what looks like a crowded place (like a cafe or a restaurant).





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