

estelon

BRAND GUIDELINES

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1. THE ESTELON LOGO

The Estelon logo consists of the double inward curves, and the brand name is written either before or below. The logo is to be used only in its entirety and must not be separated.

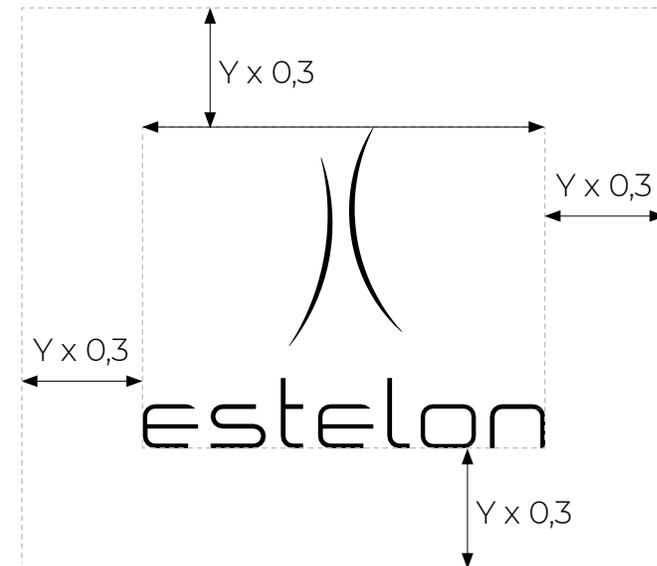
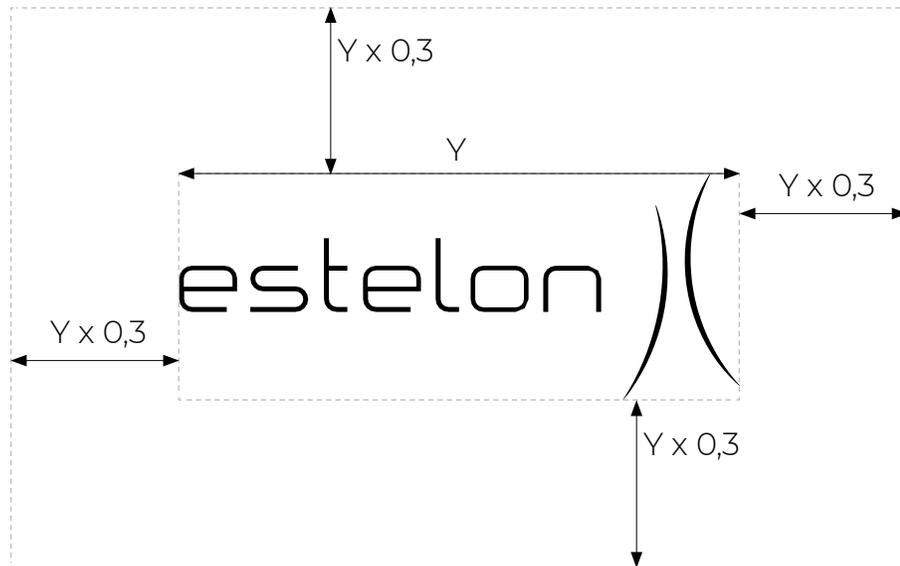
The curves resemble the shape of Estelon loudspeakers as well as the sound waves reaching each other. The brand name has its roots in our home country Estonia, and it suggests a unique shape.



* Copyright protects the Estelon logo as an artistic work. As copyright is an automatic international right, it therefore follows that, (other than activities specified under fair dealing rules), unauthorised copying of that logo would be an infringement.

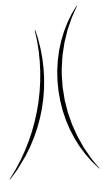
2. THE CLEAR ZONE

The clear zone is the minimum clear space surrounding the logo. No other elements may appear within the clear zone. Please maintain a minimum distance of the height of the curves around the logo to ensure that the logo is always clearly visible and that no other elements interfere with its look.



3. LOGO VARIATIONS & APPLICATION

The logo can be used wherever it is best suited depending on application and tone. The Estelon logo usage should comply with our guide.

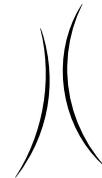


Do not crop.



Do not rotate.

estelon



Do not separate.



Do not use tint or opacity.



Do not change the proportion.



Do not add shadows or effects.



Do not change the colour. Use only the colours in the palette.



Do not put over another illustration.

4. SUGGESTED FONT

For all Estelon promotional texts in Latin or Cyrillic we advise using the following font:

Montserrat (ExtraLight or Light font). Montserrat is a Google Font.

More info: <https://fonts.google.com/specimen/Montserrat>

Montserrat ExtraLight

MONTSERRAT EXTRALIGHT

Montserrat Light

MONTSERRAT LIGHT

If needed, the Bold style is used in some places and on specific words.

Montserrat Bold

MONTSERRAT BOLD

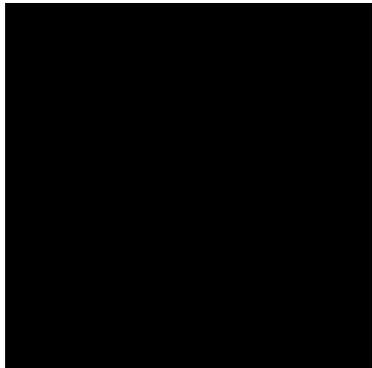
CASE SENSITIVITY & PRODUCT NAME:

1. In titles: “Estelon launches a new product called Extreme” “ESTELON launches a new product called EXTREME Mk II”
2. In texts: “This year Estelon will launch a new loudspeaker called Extreme Mk II”

5. COLOURS

Estelon colours are in black-and-white scale. Although black and white are used mostly, grey shades can also be used depending on the design.

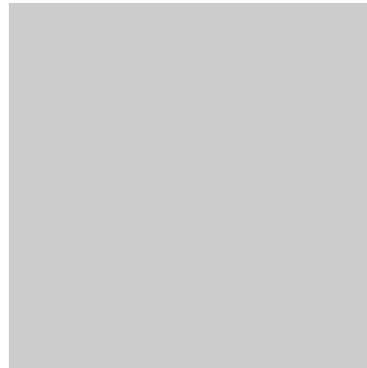
In print, rich black is used (darker than 100% black ink alone), or Pantone Black 6 C.



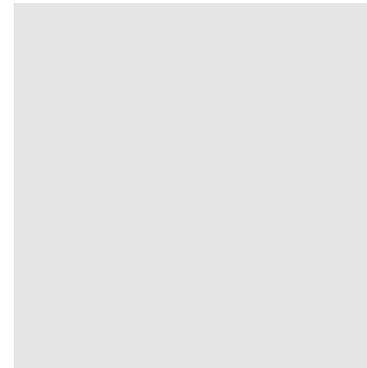
C 100, M 70, Y 30, K 100
Pantone Black 6 C
R 0, G 0, B 0
000000



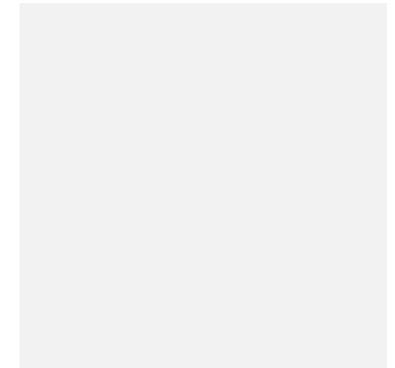
C 52, M 43, Y 43, K 8
Pantone Cool Gray 9 C
R 127, G 127, B 127
7f7f7f



C 19, M 15, Y 10, K 0
Pantone 420 C
R 204, G 204, B 204
cccccc



C 9, M 6, Y 7, K 0
Pantone 429 C
R 229, G 229, B 229
e5e5e5



C 4, M 2, Y 2, K 0
Pantone 663 C
R 242, G 242, B 242
f2f2f2

6. IMAGES



Estelon product images can have neutral backgrounds.



Estelon product images can have modern and minimalist surroundings.



Estelon uses a lot of Nordic nature images in the design language.

7. PRODUCTS

Flagship

EXTREME Mk II – ULTIMATE SOUND QUALITY, A WORK OF ART.

EXTREME Mk II LIMITED EDITION – A RAREFIED PERFORMANCE.

FORZA – TIMELESS DESIGN, POWERFUL PERFORMANCE.

FORZA ANNIVERSARY EDITION – 10 YEARS OF ESTELON | 10 PAIRS OF FORZA.



Classics

X DIAMOND Mk II – UNRIVALLED MUSICALITY, SUPERIOR PRECISION.

XB DIAMOND Mk II – OUTSTANDING PERFORMANCE COMBINING THE BEST IN SOUND AND DESIGN.

XB Mk II – EXCEPTIONAL PERFORMANCE FOR MORE COMPACT ENVIRONMENTS.

XC DIAMOND Mk II – ULTIMATE SOUNDSTAGE, IMPECCABLE AESTHETICS.

XC Mk II – HIGH-RESOLUTION PERFORMANCE THAT'S SMALL IN SCALE, NOT IN AMBITION.

X CENTRO DIAMOND Mk II – SUPERIOR SOUND EXPERIENCE, BRING YOUR MOVIES TO LIFE.

X CENTRO Mk II – LIFE-LIKE MUSICAL PERFORMANCE, VISUALLY STUNNING.

YB Mk II – A FLAWLESS SYNERGY OF RICH LIFE-LIKE SOUND AND ELEGANT DESIGN.

8. PRODUCT PRESENTATION

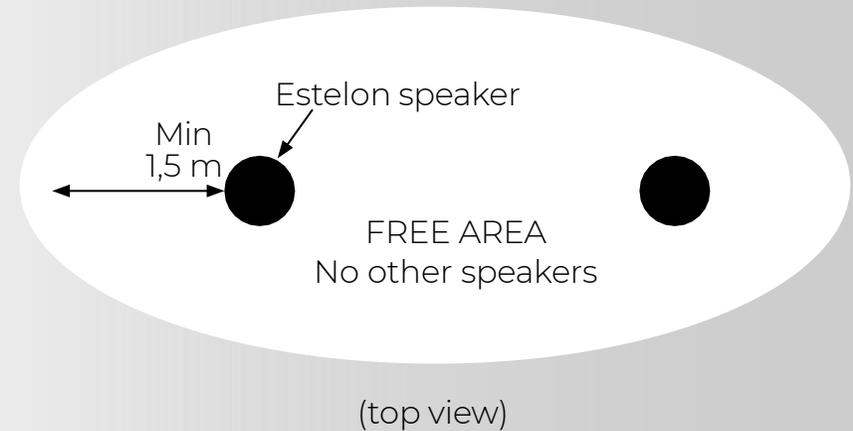


The Estelon logo or sign must always be apparent.



The loudspeakers should always be on their isolation feet and spikes/plates according to the flooring.

NB! Do not use the transportation wheels when auditioning. It affects the sound negatively.



Make sure the loudspeakers are positioned appropriately in the listening room.

9. DOWNLOAD RESOURCES & PRE-AUTHORISATION

Download content from our **Media Kit** and get everything you need (HD Images & Photos, Logos, Social Media Links, etc.):
<https://estelon.com/downloads/>

When you create Estelon marketing materials, you are **required** to send them to our office for approval before publishing. This is of high significance in order to keep the brand image coherent.

Please use this email address to send your materials for approval:
ilias@estelon.com





THANK YOU!



www.estelon.com



www.facebook.com/estelonspeakers/



www.instagram.com/estelon_loudspeakers/



www.linkedin.com/company/estelon/



www.pinterest.co.uk/estelonspeakers/



www.twitter.com/EstelonOfficial/