



Brand Guidelines

the basics

Since 1983, Etymotic Research has designed products that accurately assess hearing, improve the lives of those with hearing loss, protect hearing, and enhance the listening experience of musicians and music lovers everywhere.

The Etymotic logo is a symbol of acoustic excellence. Here are some rules around protecting the Etymotic brand and the use of our logo.

- Only show the logo in ETY blue, black, certain shades of gray, or white.
- Don't alter, rotate, or modify the logo.
- Don't bevel, blur, apply glows, or otherwise filter the logo.
- Only use approved versions of the logo.
- Don't use previous versions of the logo.
- Follow the clear space guidance in this document.



logo versions

There are two versions of the ETY logo (solid and outlined), along with the Etymotic logo, and a combination of the two. The Etymotic logo presents the brand name, while the ETY logo presents the brand icon. A registration mark needs to be paired with either logo, in the upper right corner or lower right corner. Horizontal and vertical versions of the ETY Etymotic lockup can be used, depending how a particular layout dictates.



etymotic®

ETY etymotic®

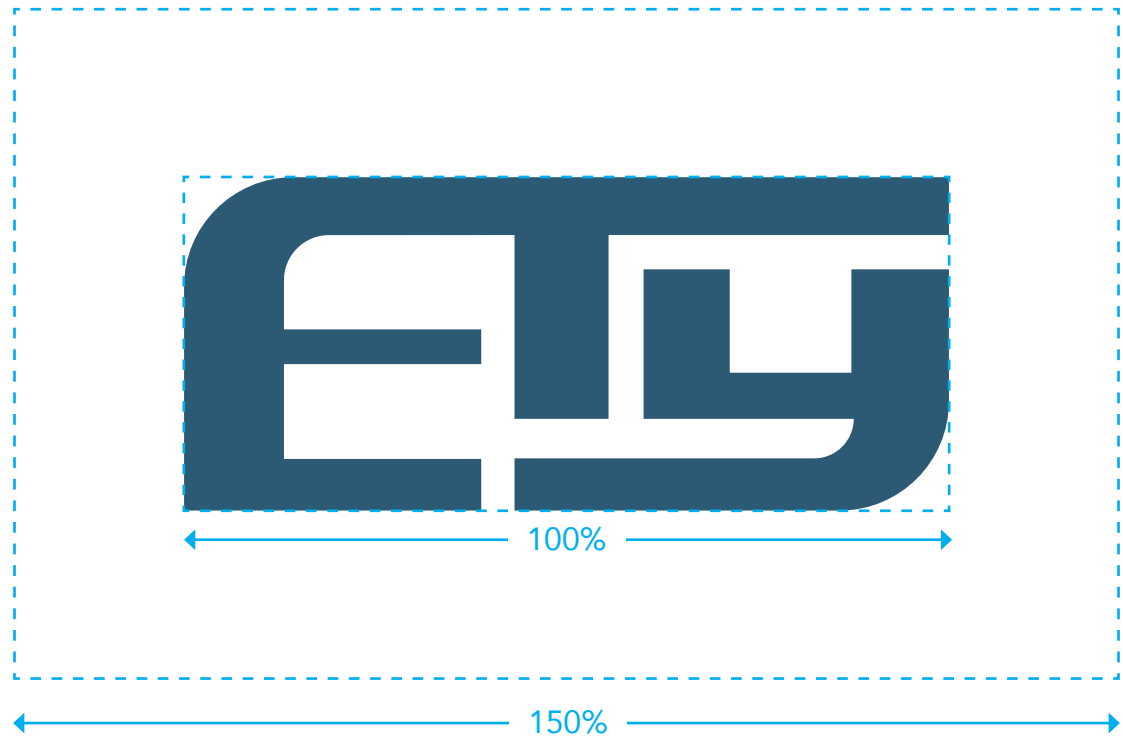
ETY
etymotic®

clear space and minimum size

When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 150% of the width of the logo. To ensure the logo maintains its visual impact, do not go any smaller than 1/4 inch wide at 300 ppi or 80 pixels wide at 72 ppi .

A small, dark blue icon of the letters 'EG' in a stylized, bold font.

1/4 inch wide at 300 ppi
80 pixels wide at 72 ppi



combining with photography

The ETY or Etymotic logos must be legible and maintain the integrity of their form when combined with photography.

When placing the logo on an image, use the blue, black, or white logo, depending on which version retains legibility.



color

Pantone: 7700-C

CMYK: C-92, M-62, Y-32, K-12

RGB: R-27, G-90, B-125

HEX# 1b5a7d

Black

CMYK: K-100

RGB: R-0, G-0, B-0

HEX# 000000

Dark Gray

CMYK: K-94

RGB: R-54, G-52, B-54

HEX# 363436

Medium Gray

CMYK: K-72

RGB: R-105, G-106, B-109

HEX# 696a6d

Light Gray

CMYK: K-40

RGB: R-167, G-169, B-172

HEX# a7a9ac

White

CMYK: K-0

RGB: R-255, G-255, B-255

HEX# ffffff

typography

Our typeface is bold, simple, and universal — it allows us to emphasize the voice of Etymotic. Use appropriate weights and widths for various needs.

Avenir

Avenir Light

Avenir Light Oblique

Avenir Book

Avenir Book Oblique

Avenir Medium

Avenir Medium Oblique

Avenir Heavy

Avenir Heavy Oblique

Avenir Black

Avenir Black Oblique

Avenir Condensed Light

Avenir Condensed Light Oblique

Avenir Condensed Regular

Avenir Condensed Regular Oblique

Avenir Condensed Medium

Avenir Condensed Medium Oblique

Avenir Condensed Bold Oblique

Avenir Condensed Bold Oblique

etymotic trademark guidelines

By using the Etymotic trademarks in these Brand Guidelines, you agree to follow these Etymotic Trademark Guidelines (the "Guidelines") as well as our Terms of Service and all other Etymotic rules and policies. Etymotic Inc. ("Etymotic") reserves the right to cancel, modify, or change this policy at any time at its sole discretion without notice. These Guidelines apply to your use of the Etymotic trademarks. You may use the Etymotic trademarks solely for the purposes expressly authorized by Etymotic. Strict compliance with these Guidelines is required at all times, and any use of the Etymotic trademarks in violation of these Guidelines will automatically terminate any license related to your use of the Etymotic trademarks.

1 You may not alter the Etymotic trademarks in any manner, including, but not limited to, changing the proportion, color or shape of the Etymotic trademarks, or adding or removing any elements from the Etymotic trademarks.

2 The Etymotic trademarks must appear by themselves, with reasonable spacing between each side of the marks and other visual, graphic or textual elements.

3 The Etymotic trademarks should not be placed in any way that interferes with the readability or display of the entirety of the Etymotic trademarks.

4 You may not use the Etymotic trademarks in any manner that implies sponsorship or endorsement by Etymotic without an express written permission and license from Etymotic.

5 You may not use the Etymotic trademarks to disparage Etymotic, its products or services, or in a manner which, in Etymotic's sole discretion, may diminish or tarnish Etymotic's goodwill in the Etymotic trademarks.

By using the Etymotic trademarks in these Brand Guidelines, you agree to follow these Etymotic Trademark Guidelines (the "Guidelines") as well as our Terms of Service and all other Etymotic rules and policies. Etymotic Inc. ("Etymotic") reserves the right to cancel, modify, or change this policy at any time at its sole discretion without notice. These Guidelines apply to your use of the Etymotic trademarks. You may use the Etymotic trademarks solely for the purposes expressly authorized by Etymotic. Strict compliance with these Guidelines is required at all times, and any use of the Etymotic trademarks in violation of these Guidelines will automatically terminate any license related to your use of the Etymotic trademarks.

6 You may not use the Etymotic trademarks to refer to any other product or service other than Etymotic.

7 When creating a product, app, website, or other service that uses or interacts with Etymotic, use a unique name, logo and design that cannot be confused with the Etymotic trademarks. You should not apply for any trademarks or domains that include the Etymotic trademarks or any other confusingly similar variations.

8 You must display the following statement in materials that display the Etymotic trademarks: "The ETYMOTIC and ETY logos are trademarks of Etymotic, Inc."

9 You acknowledge that all rights to the Etymotic trademarks are the exclusive property of Etymotic, and all goodwill generated through your use of the Etymotic trademarks will inure to the sole benefit of Etymotic. You will not take any action that is in conflict with Etymotic's rights in, or ownership of, the Etymotic trademarks. Etymotic Trademark Guidelines

Etymotic reserves the rights, exercisable at its sole discretion, to modify these Guidelines, the Brand Guidelines, and/or the Etymotic trademarks at any time and to take appropriate action against any unauthorized or non conforming use of the Etymotic trademarks.

