



Audacity

Brand Guidelines Manual

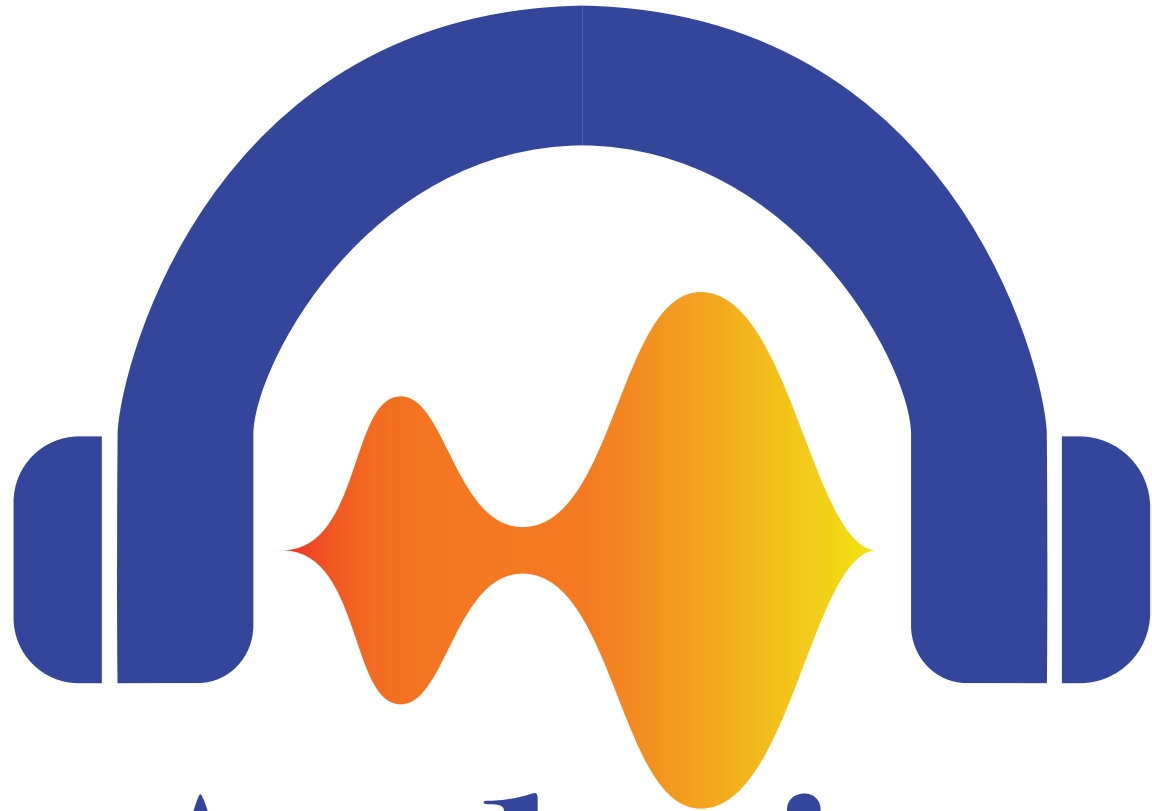
Audacity Brand Guidelines Manual

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About the Brand

Audacity is the world's most popular audio editing and recording app, only made possible by state of the art technology. It is due time that our logo accurately reflects the modernism present in our systems. This brand identity offers a more modern, elegant, and sleek design while maintaining the previously established color palette. The red to orange gradient of the soundwave still allows the graphic to be very pronounced between the ears of the blue simplified headphones. Follow this comprehensive manual to ensure the design is applied flawlessly.



Audacity
Take control of your sound

The Brand Signature

The logo, name, and tagline all play a significant role in this brand identity. The logo can easily stand alone and represent the brand, however the elegance of the name and tagline accompanies the graphic element well and create a pleasant brand package. The logo consists of elegant sound-waves flowing between the two sides of a simplistic headset. Directly below, the name Audacity reads in a elegant serif font, accompanied by a contrasting san-serif tagline.



Signature Configurations

This signature can be arranged in a horizontal or vertical format depending on the application. The vertical signature is the primary configuration for this brand signature.

Vertical Signature



Horizontal Signature



Color Variations

The signature allows for some leniency in color to maintain readability on different backgrounds. Shown at right are some color variations that are acceptable.

Grayscale on White



Grayscale on Black



Color on White



Color on Black



Non-Interference Zone

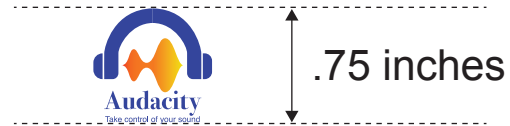
It is important to not infringe on the non-interference zone of this signature. Placing other elements inside this zone may create a sense of congestion and ruin the visual appeal of the signature. To determine the non-interference zone, use the height of the A in Audacity.



Minimum Size

To maintain readability, the minimum size requirements are 0.75 inches tall in print and 54 pixels tall for digital application.

Minimum Size
for Print Application



Minimum Size
for Digital Application



Type Fonts

The primary font for Audacity's application is Bodoni 72, a clean serif font that provides a hint of elegance while still maintaining a modern style. The secondary font Helvetica Neue, a classic san-serif font that compliments the more decorative primary font perfectly.

Primary Font: Bodoni 72

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z a b c d e f g h i j k l m n o p q r s t u v w
x y z 1 2 3 4 5 6 7 8 9 0 @ & ?

Book

Book Italic

Bold

Secondary Font: Helvetica Neue

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z a b c d e f g h i j k l m n o p q r s t u v w
x y z 1 2 3 4 5 6 7 8 9 0 @ & ?

Light

Light Oblique

Regular

Oblique

Bold

Bold Oblique

Color Palette

The primary color to be used in this signature is the blue used in the headphones, name and tagline. There are four secondary colors. Three make up the gradients used in the soundwave, and the final color is a shade of blue that compliments the color combination well.

Primary Color



CMYK C93 M86 Y00 K00
RGB R54 G69 B156
HEX # 36459C

Secondary Color



CMYK C00 M98 Y100 K00
RGB R237 G34 B36
HEX # ED2224



CMYK C00 M00 Y100 K0
RGB R255 G242 B00
HEX # FFF200



CMYK C01 M67 Y100 K00
RGB R240 G118 B34
HEX # F07622



CMYK C85 M50 Y00 K00
RGB R28 G117 B188
HEX # 1C75BC

Brand “Don’t Do’s”

All the examples shown at right should be avoided. Common mistakes like stretching or compressing the signature, using an incompatible background, or altering any aspect of the signature can all be detrimental to the quality of this design.

Do not compress or stretch signature.



Do not place signature on background that makes it unreadable.



Do not alter signature colors.



Do not redraw or change style and layout of signature.



Brand Applications

Letterhead

The elegance of the front of the letterhead provides a pleasant contrast to the bold graphic art on the back of the letterhead.

8-1/2 x 11 inches



Front



Back

Brand Applications continued

#10 Business Envelope and Business Card

Relative to the letterhead, the envelope eludes a professional and clean design. The front of the business card is very bright, with white text and colorful signature on a red to yellow gradient background. The back highlight the company name, allowing the bright lettering to stand out on a blue designed background.

4-1/8 x 9-1/2 inches



2 x 3-1/2 inches



Front

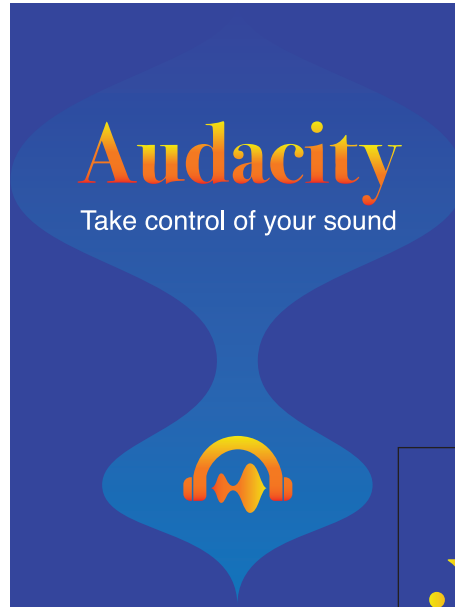


Back

Brand Applications continued

Pocket Folder

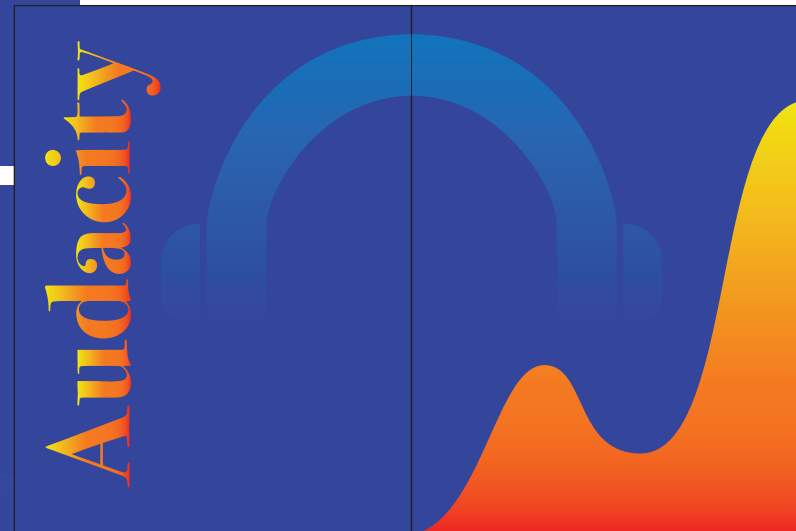
The entire pocket folder begins with the dark blue base as graphic elements are highlighted or subtly suggested throughout. The pocket in the folder is actually a soundwave from our recognizable logo.



Front Cover



Back Cover



Inside Spread

Brand Applications continued

Web Homepage

The homepage flaunts an elegant, modern design while introducing the company. Not only is the homepage visually pleasing, but it is also effectively relaying information important to the audience. There is even an option to download the application directly on the homepage.

