



BRAND GUIDE 2022





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MANIFESTO

WE BELIEVE THAT HUMAN ENDEAVOR SHOULD NOT BE LIMITED BY DAYLIGHT. IN THE DARKNESS OF NIGHT, GREATNESS IS POSSIBLE. ADVENTURE ENABLED. AND A FULL SENSE OF ALL SIGHT ACHIEVABLE, NO MATTER THE LIGHT. **SIONYX** CLOSES THE DISTANCE BETWEEN LIGHT AND DARK. BETWEEN CAN AND CAN'T. THROUGH ILLUMINATED OPPORTUNITIES, WE OPEN THE NIGHT TO THE DAUNTLESS. AND THE WORLD TO EVERYONE WITH A VISION.



MISSION STATEMENT

OUR MISSION

Because we believe that full-color vision should not be limited to the daylight, SIONYX is singularly focused on developing the best technology in the world to provide accessible, unmatched nocturnal, optical clarity.

BRAND PURPOSE



AT THE HEART OF THE SIONYX BRAND LIES OUR PURPOSE: **OUR WHY.**

Our why reflects our deepest beliefs about the unrivaled technology we develop to give consumers and professionals the tools that empower their missions and adventures. It is the foundation behind our brand promise, a belief we share with our most loyal customers and it anchors the decisions that drive our value proposition.



BRAND PURPOSE

WHAT WE DO

SIONYX offers innovative digital color night vision solutions.

HOW WE DO IT

SIONYX offers the world's most powerful color night vision solutions for low-light imaging in various visualization products for the outdoorsman, the tactical operator, and the defense industry.

WHY WE EXIST

SIONYX provides a superhuman experience to see at night, and in color.



CORE VALUES

These core values are the internal compass for the SIONYX team. Every decision we make that guides our business, operations, process and product development are embodied in these core values.

INCLUSIVE

All voices heard

IMPACTIONAL

Bringing color digital night vision to life

INNOVATIVE

Expect, encourage & reward innovation

INSPIRING

Enhancing our customers' outdoor experiences

INTEGRITY

Strong work ethic, loyalty & dependability



BRAND POSITIONING



BRAND POSITIONING



SIONYX will be at the forefront of any outward communication - especially on the general outdoors side. However, we understand the business has two distinct verticals that benefit from unique positioning.



SIONYX Outdoors embodies the true adventurer; the avid angler, the boating enthusiast, the hunter, the thrill seeker. SIONYX Outdoors products are purpose-built for the marine fishing, hunting and outdoor recreation consumers. SIONYX Outdoor products allow consumers the ability to push the limits of daylight to let their adventures never end and start even earlier.

PRODUCT FOCUS

- AURORA
- NIGHTWAVE
- NEW product development (NPD) geared at consumer market

POSITIONING

- Consumer facing in the general outdoors industry
- Marine/Fishing
 - Hunting
 - Outdoor Recreation



SIONYX Pro Gear is for the true professional and not for the faint of heart. Our technology and products are put to the test by professionals who are pushed to their limits and need the right gear for the mission. SIONYX Pro Gear will be positioned towards military (domestic and foreign), law enforcement and government agencies. SIONYX Pro Gear products will work when lives are on the line.

PRODUCT FOCUS

- OPSIN
- Sensors & modules
- Gov’t/LE contract + R&D

POSITIONING

- No Consumer-Facing Marketing (contracts and product launches are kept to non-commercial sectors)
- Focus areas:
 - Foreign Military
 - US Military/LE/Gov’t agencies
 - Tertiary - consumers with tactical product wants



BRAND PILLARS

ADVENTUROUS

SIONYX reflects our bold consumer’s identity as an outdoor enthusiast and professional - we are part of their journey and help facilitate their adventures and missions.

INNOVATIVE + CUTTING EDGE

At SIONYX’s core is our powerful technology.

SMART

SIONYX is intelligent technology born from a smart team.

INFLUENTIAL, BOLD + AMBITIOUS

we aim to lead the night vision category.



BRAND PERSONALITY

EMPOWERED we provide tools that give people a superhuman ability to see at night and in color

SECURE / SAFE / CALM our products provide protection, and help people accomplish their missions or adventures

DETERMINED we give consumers the motivation to conquer the night

SMART our technology/sensor is superior to standard night vision

ELEVATED EXPERIENCE we offer enhanced accessibility though cost and usability of our products

ASPIRATIONAL / INSPIRED / ENERGETIC we're as passionate about our products as our consumers are



BRAND TONE + VOICE

OUR VOICE

Upholding our tone and voice is important across all marketing communications whether digital, print, social or even in verbal communication. However, for both SIONYX Outdoors and SIONYX Pro Gear the specific tone will change to better target a specific audience or resonate through a particular channel.

SIONYX OUTDOORS

- | | |
|-----------------|---------------|
| ✓ Adventurous | ✗ Mundane |
| ✓ Aspirational | ✗ Everyday |
| ✓ Knowledgeable | ✗ Preachy |
| ✓ Approachable | ✗ Complicated |

SIONYX PRO GEAR

- | | |
|-------------------|-------------------|
| ✓ Professional | ✗ Militant |
| ✓ Mission Focused | ✗ Ordinary Use |
| ✓ Dynamic | ✗ Passive |
| ✓ Determined | ✗ Sensationalized |

BRAND IDENTITY

BRAND IDENTITY

LOGO

Primary Wordmark



Alt Wordmark



Reversed Wordmark



Clear space



Clear space



These are some common misuses of brand marks. Do not, under any circumstances, modify the logo to fit a specific use case.



✗ Do not scale disproportionately



✗ Do not scale individual elements



✗ Do not use non-uniform colors, even if they are brand colors.



✗ Do not change the color, even to other brand colors.



✗ Do not use any part of the logo independently



✗ Do not fill with an image



✗ Do not use in ways that are ineligible



BRAND IDENTITY

TYPOGRAPHY

Font

PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova: Black | +100 Tracking | All Caps

HEADLINES

Proxima Nova: Bold | +100 Tracking | All Caps

SUBHEADS

Proxima Nova: Medium | +100 Tracking | All Caps

CALLOUTS

Proxima Nova: Regular | Sentence Case

Text blocks

Written Communication

The SIONYX brand name should
always be displayed in ALL CAPS



Blaze

#FF5200
R255 G82 B0
C0 M82 Y100 K0

SIONYX Outdoors is categorically represented by our take on Blaze Orange - the high-visibility color we’ve come to associate with all-things-hunting. This vibrant pop of color should be used when representing SIONYX Outdoors as a product category and is not linked to any one specific product.

Midnight

#162A3B
R22 G42 B59
C91 M74 Y51 K55

Midnight is a deep navy blue that evokes night skies and deep waters. Midnight is to be used as a supporting color to Blaze and is not linked to any one specific product.

Copper

#8B634B
R139 G99 B75
C0 M41 Y53 K42

Copper is the original SIONYX brand color and has come to represent the Aurora product line. Only use copper when the design/messaging is specific to the Aurora (any/all models).

PRODUCTS

- | Aurora Pro

| Aurora Black

| Illuminator Kit

| Aurora Standard

| Aurora Sport

| Explorer Kit

ACTIVITIES

- | Hunting

| Survival

| Hiking

| Stargazing

| Camping

| Exploring

Aquamarine

#6AC9C9
R106 G201 B201
C55 M0 Y24 K0

Aquamarine is a vibrant turquoise color that often represents sunny skies and tropical waters. While Aquamarine was designed to work seamlessly with all of the Outdoors colors, it is to be used specifically for the Nightwave product line.

PRODUCTS

- | Nightwave D1

ACTIVITIES

- | Fishing

| Diving

| Search + Rescue

| Boating

| Overnight Cruising



BRAND IDENTITY | BUSINESS VERTICAL POSITIONING



Fatigue

#6E814C
R110 G129 B76
C58 M33 Y82 K14

SIONYX Pro Gear is categorically represented by the muted sage green that is often used in military and tactical environments. Fatigue should be used when representing SIONYX Pro Gear as a product category and is not linked to any one specific product.

Stealth

#282828
R110 G129 B76
C71 M65 Y64 K68

Stealth is a deep, dark gray - or muted black - that blends seamlessly into the night. Stealth was designed to be used as a supporting color to Fatigue when representing SIONYX Pro Gear and is not linked to any one specific product.

Honor

#99802C
R153 G128 B44
C38 M42 Y100 K12

The golden hue of Honor conveys a sense of achievement and telegraphs a sense of quality and professionalism to the Opsin product line.

PRODUCTS

| Opsin

ACTIVITIES

- | Tactical

| Military
- | Survival

| Rescue

Shadow

#6B6B6B
R107 G107 B107
C58 M50 Y49 K17

Shadow is a medium gray color that can be used as a supporting color in the full Pro Gear palette and does not represent any specific product.

PRODUCTS

| TBD

ACTIVITIES

| TBD

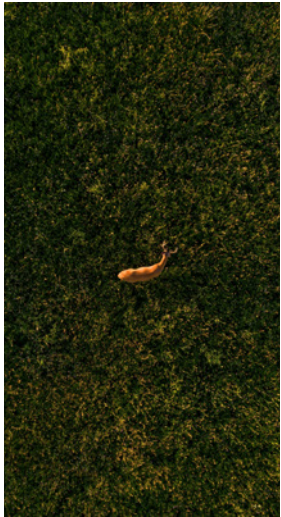
A dark, atmospheric landscape photograph of a mountain slope. The foreground is filled with tall, green grass. A dirt path winds up a hillside covered in dense green vegetation. In the background, a dense forest of evergreen trees covers the upper slopes, with mist or smoke rising from the forest. The sky is dark and overcast. The word "PHOTOGRAPHY" is overlaid in white, bold, sans-serif capital letters in the center of the image.

PHOTOGRAPHY



PHOTOGRAPHY STYLE | ADVENTURE

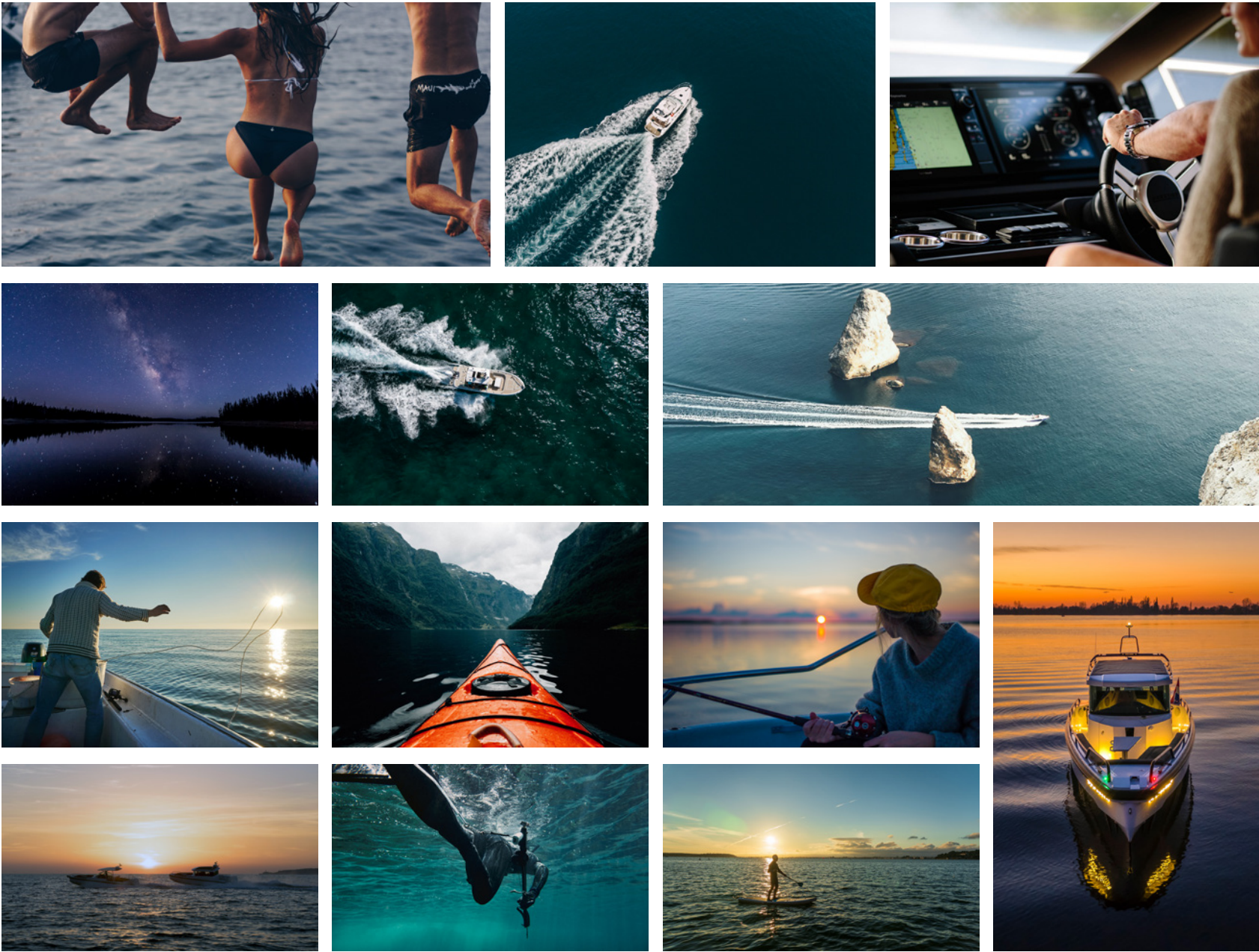
Lifestyle photography is a major component of telling our story and it’s crucial that SIONYX is consistently represented through authentic and accurate depictions of the outdoor/adventure lifestyle. We aim to hit a certain sweet spot with our photography that feels inspiring and aspirational while remaining attainable and approachable. We do this by capturing authentic personalities in natural light with candid expressions that are genuine and appropriate for the sport and/or environmental conditions. The visual aesthetic of our adventure photography is gritty, moody and dynamic with muted, earthy colors brought by epic landscapes. We are a global company therefore physical diversity is an important consideration in casting our own shoots.





PHOTOGRAPHY STYLE | MARINE

As a newer player in the marine space, it's important for SIONYX to portray the right image in order to make lasting connections with our desired audience. While we always want to convey a sense of adventure and inspire our potential customers, it's crucial that we appear fun and accessible as to not alienate the more casual connoisseurs of color night vision. Our goal with marine imagery is to introduce our audience to a whole new life on the water - one that isn't limited by sunlight. As such, it's important that we're showing boating and related activities in low-light conditions, as well as diversifying the various types of watercraft that we're showing in conjunction with our products.





PHOTOGRAPHY STYLE | TACTICAL

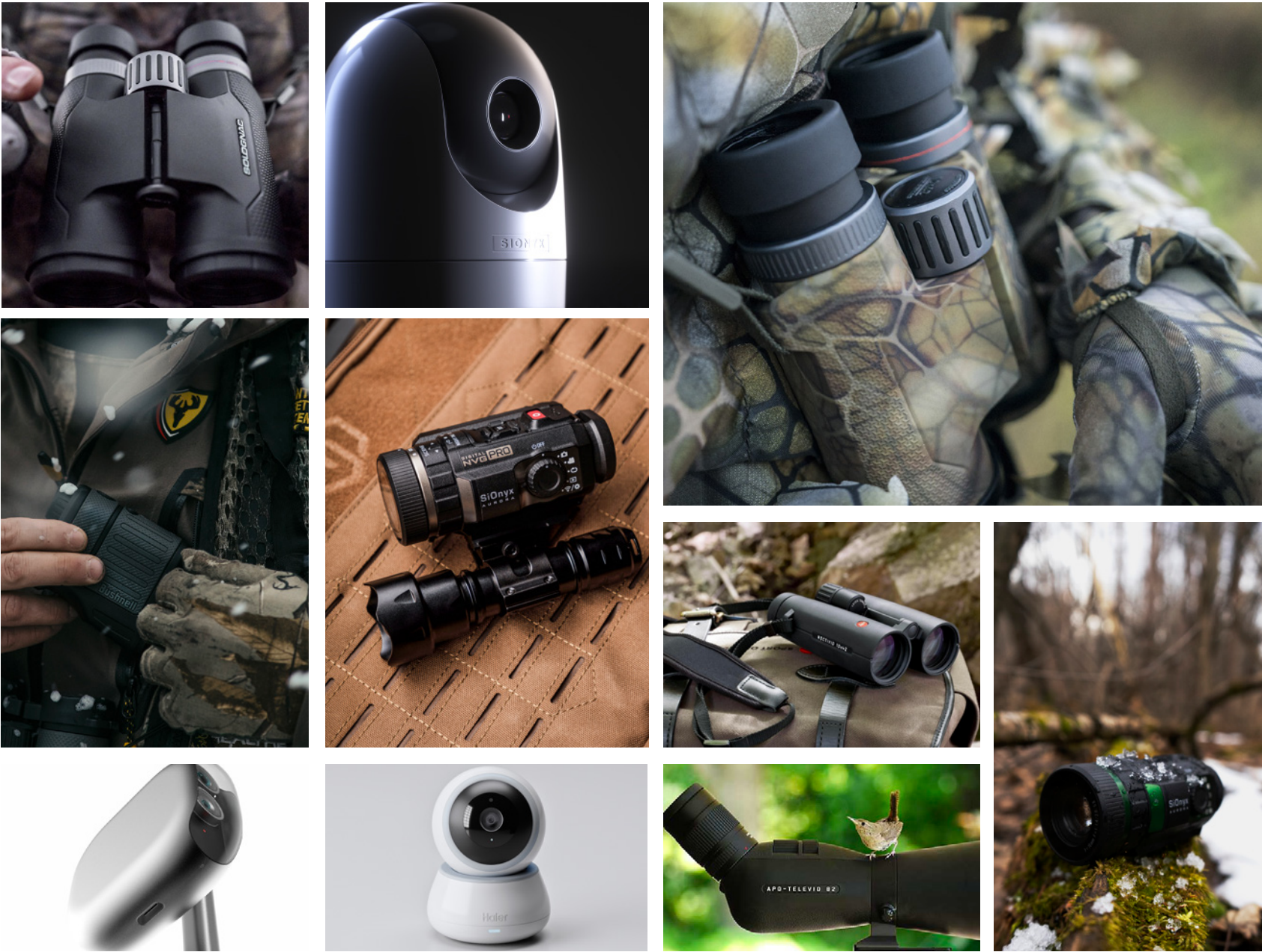
The tactical space is crucial to the success of our technology and to our position as the leader of digital color night vision - even for the most demanding of uses. It's important that any tactical-related imagery that is associated with the SIONYX brand feel purposeful and that any weaponry and military-related tactical gear/accessories are being demonstrated accurately and responsibly. To remain credible in the pro/tactical space, SIONYX Pro Gear is never shown in a reactionary context. Though the SIONYX Pro Gear product line is not marketed directly to consumers, it's our duty to make sure we aren't sensationalizing the use of professional-grade weapons or encouraging any usage that may be unsafe or unlawful.





PHOTOGRAPHY STYLE | PRODUCT

In most cases, it's preferred that our products are shown with a hint of context - whether that be from a person, environment, other gear/ accessories and even specific colors and textures. This helps our audience make an emotional connection with our brand and allows them to envision the ways in which SIONYX products can add value to their lives. There are some cases in which our products need to be shown out of context, in which case we use studio lighting to show our products in the clearest form, paying special attention to the shapes, curves and lines that makes our product designs unique.





PHOTOGRAPHY STYLE | DIGITAL NIGHT VISION

With varying types of night vision technology in the world, consumers don't always understand the differences. It's important that we not only educate our potential customers on the advantages of *digital* night vision, but that we demonstrate the benefits of our technology visually and accurately. Always include a written discription of the visual when showing one of our camera's direct output. In split-screen and side-by-side comparisons, always include note what type of visuals we're comparing whether that be a direct competitor, rival technology or simply the naked the human eye. When using imagery direct from our products, do not alter the color, contrast, saturation, white balance, etc., as the purple hue in the imagery is a defining characteristic of digital night vision and should remain unaltered.

Direct From Camera



In-Use



Split Screen Comparison



Side-by-Side Comparison





sionyx.com