

**WHD<sup>®</sup>**  
**SOUNDS GOOD**

# Brand Manual

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## Brand Manual

This Brand Manual is essentially a set of rules that explain how our brand works.

Our brand guidelines are flexible enough for designers and partners to be creative, but rigid enough to keep our brand easily recognizable.

# Brand Manual

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## 1.1 Brand Values

The core values define the company's strengths and how it needs to behave to achieve its vision.

### Quality

From engineering, design and production: our audio solutions are known for their quality and standards under which they are produced in Germany.

### Innovative

We believe in constant innovation through network exchange, implementing new methods and advance on traditional beliefs.

### Competitive

We constantly strive for the best solution and offer more what others offer.

### Open

We are open to new projects, standards, platforms or frameworks and quickly adapt to changes.

### Tradition

Our heritage is in audio solutions and constant curiosity and change made our company WHD what it is today.

### Teamwork

Our experienced and focused team combines experts from all areas to work on mutual projects.

### Integrity

We live our strong moral principles and promise of being honest and loyal.

### Responsible

We take responsibility towards our employees, partners and environment.

## 1.2 Brand Message

The primary message used to express our brands promise.

### TAGLINE

Our tagline **SOUNDS GOOD** is not only a promise for our audio solutions, but also a guideline for our teams to work with. If they believe that a certain approach sounds good to them, they should go ahead and go for it. We are proud that our brand reflects this value internally and externally.

**SOUNDS  
GOOD**

## 2.1 Logo

The logo is an important asset to our brand and we believe the logotype reflects our values.

A. LOGO  
WHD



B. TAGLINE  
SOUNDS GOOD



C. LOGO  
This is the basic  
WHD® logo version.



## 2.2 Logo Clearspace

The area that surrounds the logo known as “clear space” is as important as the logo itself

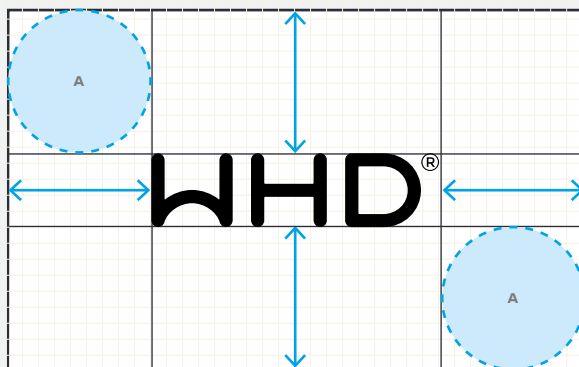
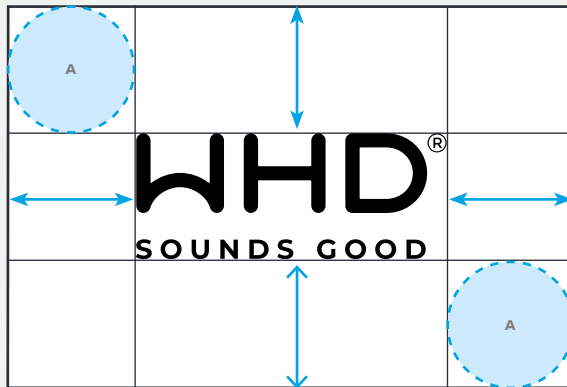


## 2.2 Logo Clearspace

The area that surrounds the logo known as “clear space” is as important as the logo itself

### .WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of 2 “x”, known as “clear space,” provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility – thereby diminishing the effectiveness of the logo.





## 2.3

### Minimum Size (Stand-alone-version)

**A. STAND-ALONE LOGO**

This is the stand-alone WHD® logo version.

**Please note**

15 mm or less width please use only the WHD logo without tagline.

**B. LOGO STAND-ALONE LOGO MINIMUM SIZE**

Width: 12 mm

**C. ORIGINAL LOGO**

WHD®-Logo

This is the WHD® logo version.

**D. LOGO**

MINIMUM SIZE  
Width: 20 mm



## 2.4 Applications

### A. ORIGINAL LOGO

WHD®-Logo

**Attention:**

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with WHD® Trademark Licensing if you have any questions or need further help.

A

WHD®  
SOUNDS GOOD



### B. FORBIDDEN

Compression!

Squeeze!

Tilt!

Rotate!

The logo may not be distorted in any form:

do not generate any distortion, 3-D variants, shadows, outline variants, blurring and logos from a font

B

WHD®  
SOUNDS GOOD



WHD®  
SOUNDS GOOD



WHD®  
SOUNDS GOOD



WHD®  
SOUNDS GOOD



### C. TEXTUAL NOTATION

C

WHD



Whd  
whd



# 3.1 Color Wheel

Color palette choices are used to differentiate items, create depth, add emphasis, and help organize information.

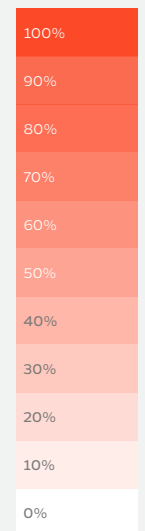
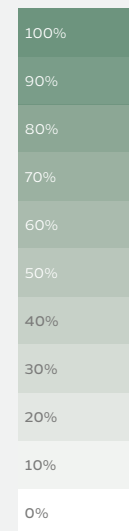
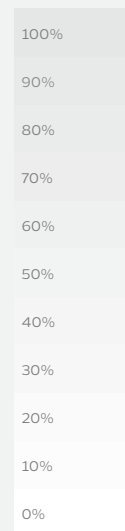
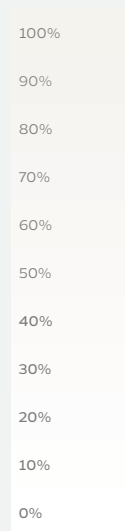
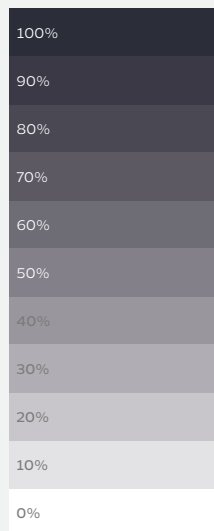
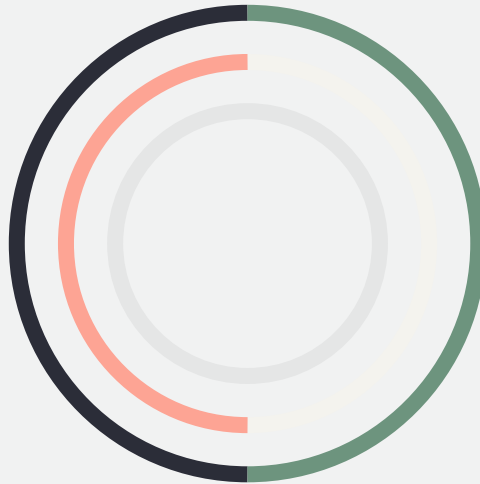
### SWATCHES

Choose > Window > Color > Swatches.  
The Swatches panel appears.

### COLOR PALETTE

Select Load Swatches from the Swatches panel menu. Navigate to the saved .ASE file and click Open.

## Colour Wheel

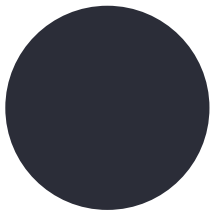


## 3.2

# Colour Variations

### COLOR THEORY

Every time a consumer interacts with a brand, an opportunity exists for the company to influence their audiences' perceptions. It is up to the marketer to decipher which design and colors will influence the consumer to purchase. By educating oneself on the psychology behind color theory, marketers can further tap into branding techniques and better connect with their market, leading to a stronger brand-consumer relationship and increased profit.



**Bold  
Blue**

CMYK  
C080/M070/Y051/K060

Web  
#2c2e39  
RGB  
R44/G46/B57



**Natural  
Beige**

CMYK  
C005/M004/Y007/K000

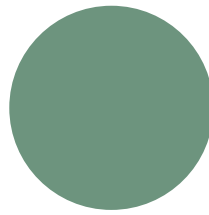
Web  
#f5f3ef  
RGB  
R245/G243/B239



**Technological  
Grey**

CMYK  
C012/M008/Y009/K000

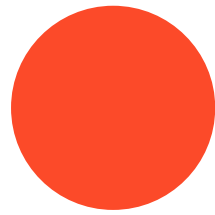
Web  
#e6e6e6  
RGB  
R230/G230/B230



**Good  
Green**

CMYK  
C061/M026/Y053/K008

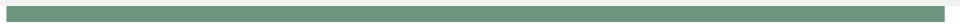
Web  
#6f947e  
RGB  
R111/G148/B126



**Vivid  
Orange**

CMYK  
C000/M082/Y087/K000

Web  
#fc4b29  
RGB  
R252/G75/B41



## 4.1

### Primary Typeface

**TYPEFACE AVAILABILITY**

Lato will be supplied with final files, it is also available for download here <https://fonts.google.com/specimen/Lato>

**FONT INFO**

Lato (Family)  
Designed by Łukasz Dziedzic

Hello I'm:  
**Lato**

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklno  
pqrstuvwxyz  
1234567890

**Lato Regular**

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklnopqrstuvwxyz  
1234567890!@£\$%^&

**Lato Light**

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklnopqrstuvwxyz  
1234567890!@£\$%^&



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