

AcustioTM

Live better. Work better.

BRAND IDENTITY GUIDELINES

WELCOME

Welcome to the Acustio Brand Identity Guidelines. This document contains all you need to know about how our brand should present itself in all print and digital materials.

Using our brand correctly in a consistent way is extremely important to us. It ensures that our brand is always recognizable and helps build our identity. We ask that the guide is always referred to and adhered to.

We hope you enjoy getting to know our brand better.

TABLE OF CONTENTS

1.0 ABOUT ACUSTIO	4	5.0 TYPOGRAPHY	21
1.1 We are Acustio	5	5.1 Print Typography	22
1.2 Acustio’s value proposition	6	5.1 Digital Typography	23
2.0 WHAT DRIVES US?	7	6.0 IMAGERY	24
2.1 Mission	8	6.1 Product photography	25
2.2 Vision	8	6.2 Product photography - packshots	26
2.3 Strategy	8	6.3 People	27
2.4 Values	9	6.3 Technical, Icons and Renders	28
3.0 LOGOTYPE	10	7.0 TONE OF VOICE	29
3.1 Primary Version	11	8.1 Key dimensions of our Tone of Voice	30
3.2 Primary Version with tagline	11	8.1 Voice characteristics	31
3.3 Clear Space and tagline placement	12	CONTACT	32
3.4 Minimal Sizing	13		
3.5 Inverted Versions	14		
3.6 Incorrect Usage	15		
4.0 COLOURS	16		
4.1 Primary Colour Palette	17		
4.2 Primary Colour Palette - Rules of use	18		
4.3 Secondary Colour Palette	19		
4.4 Secondary Colour Palette - Rules of use	20		

1.0 ABOUT ACUSTIO

*We design,
create and
upgrade
the way
people live
and work.*

1.1 We are Acustio

We design and manufacture acoustic furniture that brings peace and quiet to any space.

We help people relax, boost their focus and productivity, or collaborate better by removing unwanted sounds such as loud conversations, echoing footsteps, or printers’ noises.

Our goal is to make people hear each other and their thoughts clearly.

We transform space both acoustically and visually. Our solutions can become vivid decorations that fit seamlessly in any interior design.

We closely follow trends changing the ways we live and work. Following the philosophy of Human-Centered Design, we’ve developed acoustic furniture that supports the needs of agile and hybrid work.

1.2 Acustio’s value proposition

It’s all in the design. There are 4 core qualities present in all our products.

Highest acoustic efficiency

We’ve got acoustic certification for all our solutions. We strive to guarantee the highest class A for our flagship products.

World-class, inimitable design

Our 8 product families each have a coherent yet distinct style recognized with international design awards.

Sustainable design and production

Local sourcing and manufacturing enable us to reduce ecological costs. Enhanced durability and easy maintenance makes our solutions especially long-lived and possible to reuse.

Adaptability to all future requirements

Our products are adaptable to all office furnishing from leading manufacturers. We support hybrid and agile work. Cooperation with lighting and furniture manufacturers enables us to design integrated solutions.

2.0 WHAT DRIVES US?

*Our brand
is more than
just our name
or logo.
It's the sum
of everything
we believe in.*

2.1 Mission

We strive to positively transform the environment in which we live and work using our acoustic solutions.

2.2 Vision

Working and living spaces that adapt acoustically, visually, and functionally to the ever-changing needs of their users.

2.3 Strategy

We provide every type of acoustic furniture that might be needed in modern spaces.

We offer a wide array of styles (8 product families) and colours (80 in 3 categories of felt) so our solution can complement any space.

We guarantee the best sound-absorption qualities thanks to our technology and materials used.

We guarantee the compatibility of our acoustic products with most office furnishing or suggest custom solutions.

We develop new flexible and integrated solutions to answer the needs of the agile and hybrid work era.

2.4 Values

Innovation

We innovate to provide cutting-edge acoustic solutions that meet the needs of modern spaces and their users. We develop our unique technology of layered felt and introduce technologies such as Nano-Felt™ Ag to be a step ahead of the competition.

Customer Focus

We put our customers at the center of everything we do. We are dedicated to providing both exceptional products and support, from product selection to installation and maintenance.

Excellence

We aim for excellence in everything we do, from design and production to customer service. We pay attention to every detail and don't take any shortcuts when manufacturing our acoustic solutions. We are proud of our craftsmanship which ensures an impeccable look and the highest acoustic efficiency.

Sustainability

We are committed to reducing our environmental impact by sourcing materials locally and producing long-lasting, durable products that can be reused.

Collaboration

We work closely with our partners, distributors, and suppliers to provide solutions that meet the unique needs of our customers.

Uniqueness

We are not afraid to stand out. The distinct design of our product families, the unique technology of 3 layers of felt, and a wide array of colours are always recognizable as a work of Acustio.

3.0 LOGOTYPE

Our logotype is the single most identifiable element of our identity. Its consistent use is the key to retaining brand strength ensuring immediate recognition of who we are.

3.1 Primary Version

AcustioTM

Acustio logo elements

Acustio logo – the stylized letters creating the name of the firm and the TM (Trade Mark) symbol in superscript

3.2 Primary Version with tagline

AcustioTM
Live better. Work better.

Acustio logo with tagline elements

Acustio logo – the stylized letters creating the name of the firm, the TM (Trade Mark) symbol in superscript and a tagline “Live better. Work Better.” below, centered

3.3 Clear Space and tagline placement



Acustio logo clear space specifications.

Clear space refers to a distance of “o”, as a unit of measurement, surrounding each side of the Acustio logotype. “o” equals the height of the letter “o” in logotype. A minimum clear space requirement has been established to ensure the prominence and clarity of the Acustio logotype. It is essential that it remains free of all graphics, photography and typography.



Acustio logo with tagline clear space and placement specifications.

Tagline “Live better. Work Better.” is place below the logotype, centered, baseline marked by reflected “i” letter. Clear space refers to a distance of “o”, as a unit of measurement, surrounding each side of the Acustio logotype. “o” equals the height of the letter “o” in logotype. A minimum clear space requirement has been established to ensure the prominence and clarity of the Acustio logotype. It is essential that it remains free of all graphics, photography and typography.

3.4 Minimal Sizing

27 mm / 77 px



44 mm / 125 px

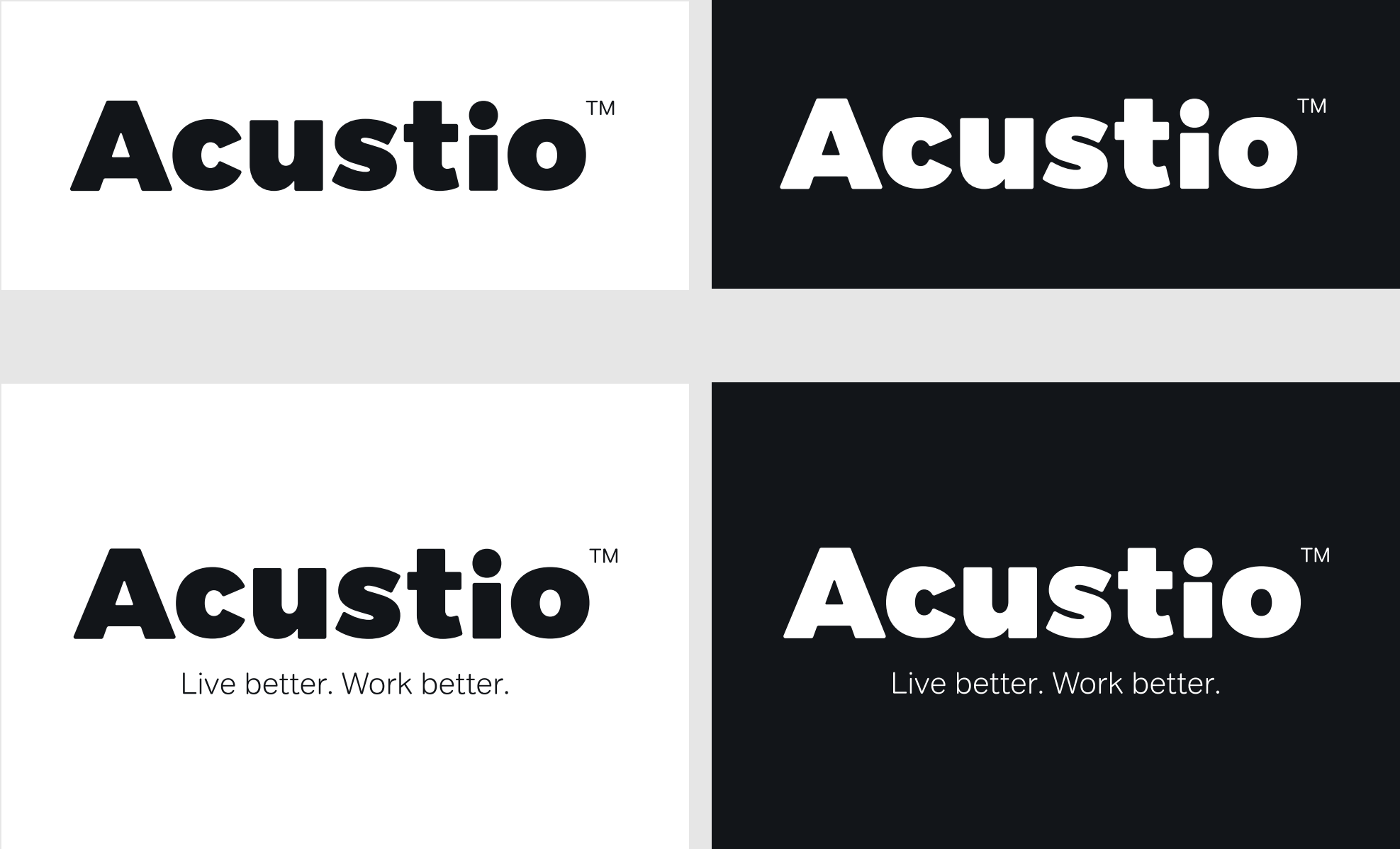


It is sometimes necessary to increase and decrease the logo size depending on the print area, but please keep in mind that our logo must be sized large enough to be easily read on every application. Always keep in proportion. Always ensure the text is legible.

The minimum size at which the primary logo is used should not be less than 27 mm/ 77 px.

The minimum size at which the primary logo with tagline is used should not be less than 27 mm/ 77 px.

3.5 Inverted Versions



We have developed an inverted logotype, which can be used on deep dark backgrounds.

3.6 Incorrect Usage

Few rules are necessary for maintaining the integrity of the brand. The logo is not to be altered from it’s approved design in any way. Any changes to our logo can diminish our values and the overall look of our brand. The examples indicate incorrect usage of the Acustio logo. Please do not compromise the overall look of the logo by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text, decorative elements, shadows, and outlines.



Do not alter the colour.



Do not colour components differnetly.



Do not add elements or shadows.



Do not place in a holding shape.



Do not deform or alter the shape in any way.



Do not rotate.



Do not put opacity.



Do not create the outline.



Do not change the typography.



Do not change the relationship of the components.



Do not place on a background with a pattern.



Do not place on noncontrast background

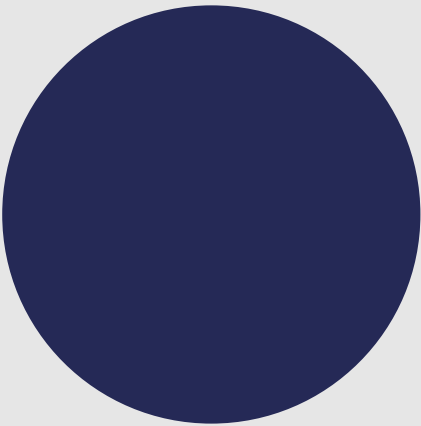
4.0 COLOURS

Our brand is supported by a colour palette designed to be fresh, modern, and distinctive. The colour scheme ranges from pastels to more classic tones. Each of them provides a different vibe.

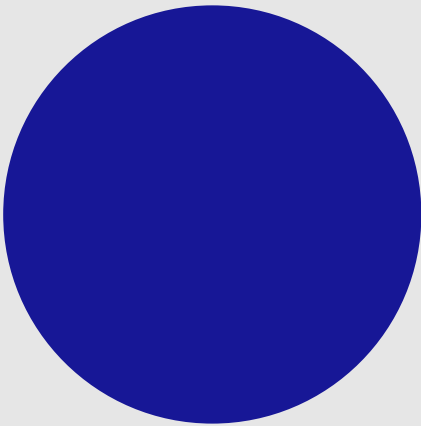
4.1 Primary Colour Palette

Primary colours provide a strong visual link to our brand identity across a wide range of applications. The below-mentioned colours serve as Acustio’s corporate colours for print and electronic applications.

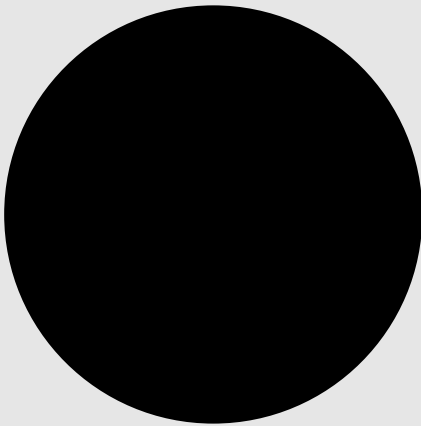
To ensure consistent representation of our brand identity, always use high-quality vendors and reproduction methods. Especially for the production of brochures and stationery, we use Pantone colour-based offset printing whenever possible.



Primary Blue
CMYK: 96,92,37,32
RGB: 37,41,86
PANTONE 2758
HEX: 252956



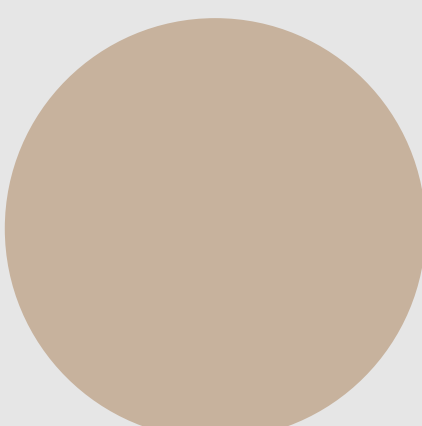
Secondary Blue
CMYK: 100,98,5,3
RGB: 23, 23, 150
PANTONE Reflex Blue
HEX: 171796



Black
CMYK: 0,0,0,100
RGB: 0,0,0
PANTONE Black
HEX: 000000



Light Grey
CMYK: 17,13,13,0
RGB: 209,209,209
PANTONE Cool Grey 2
HEX d1d1d1

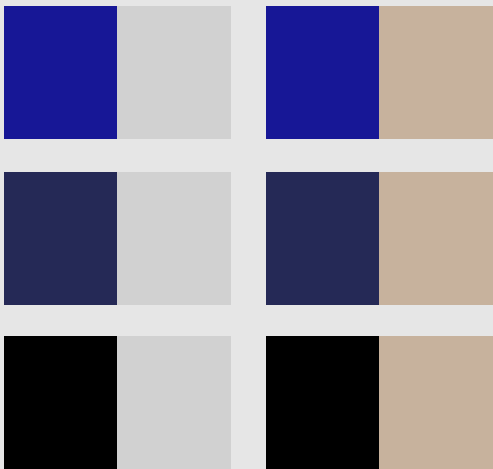


Warm Grey
CMYK: 23,28,37,0
RGB: 199,178,157
PANTONE Warm Gray 2
HEX: c7b29d

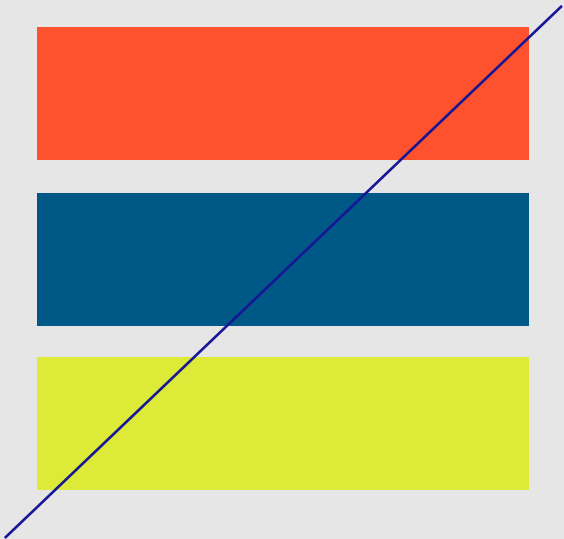
4.2 Primary Colour Palette – Rules of use



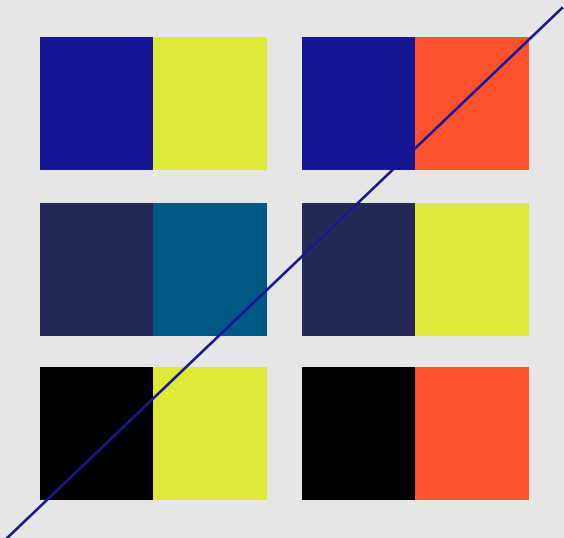
Do use the colours from the Acustio primary colour palette



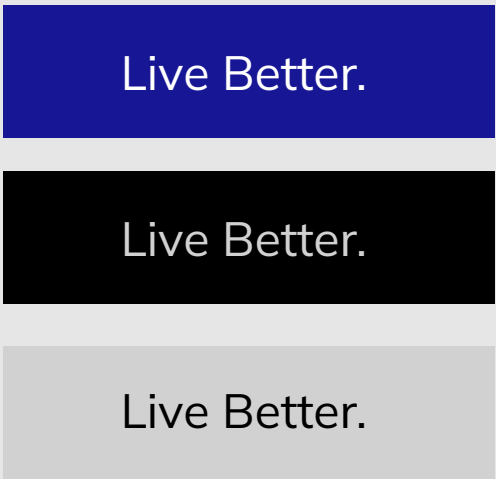
Do make sure there is enough contrast



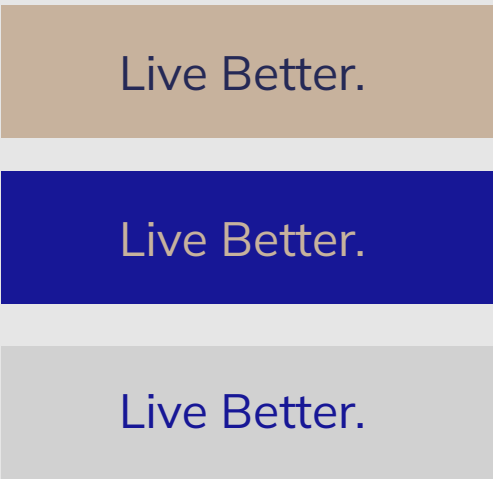
Do not use other colours



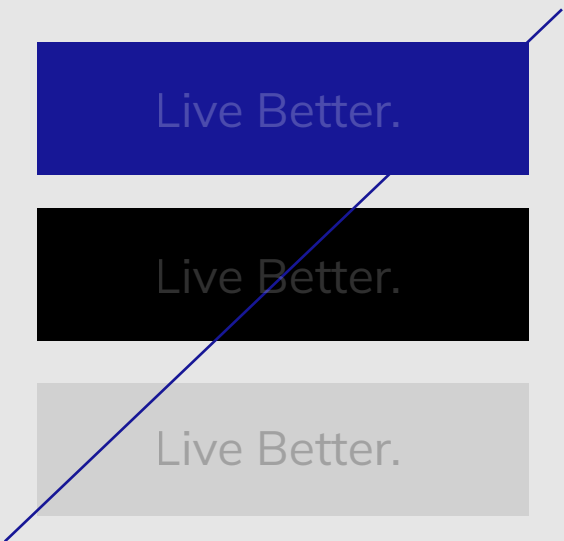
Do not mix with with other colours



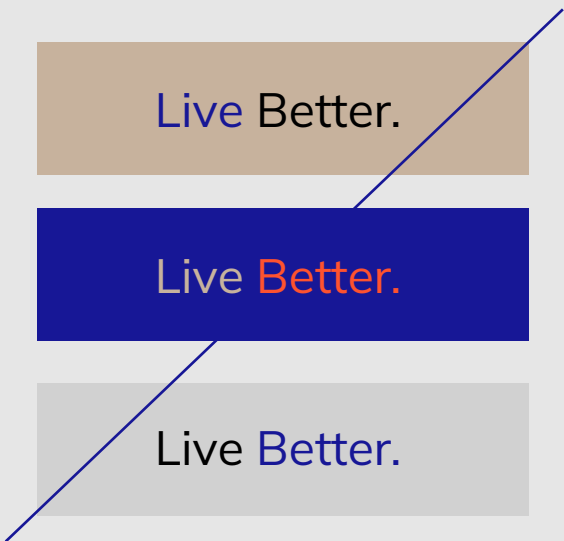
Do make sure there is sufficient contrast



between text and background

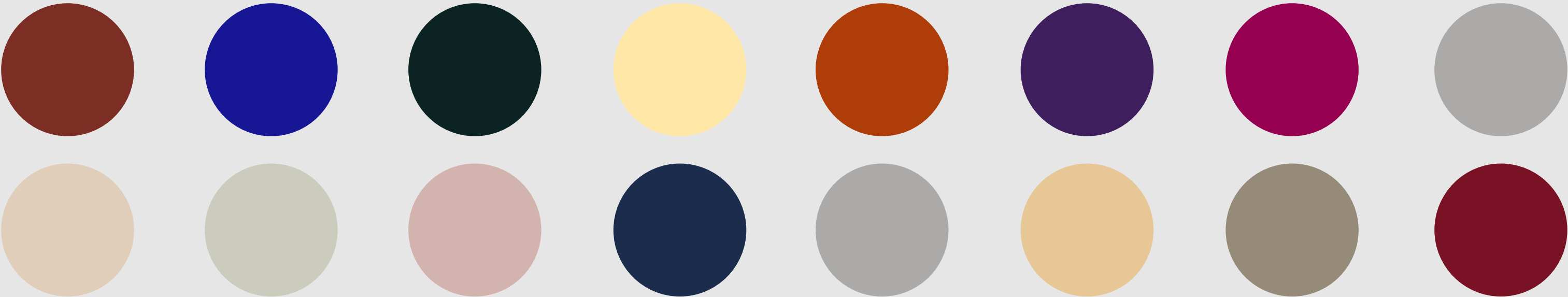


Do mix colours from the Acustio primary



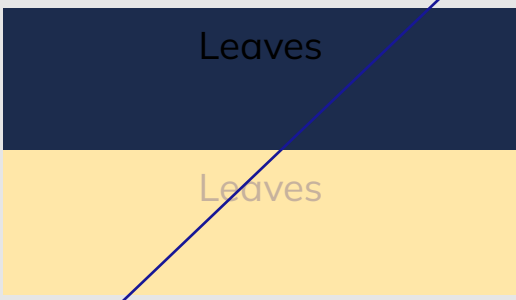
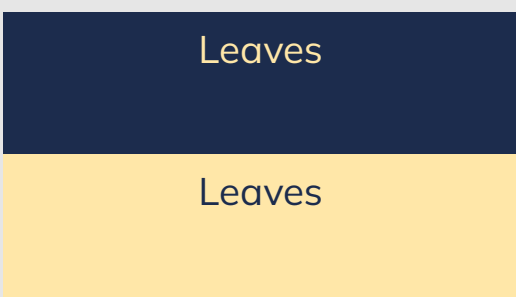
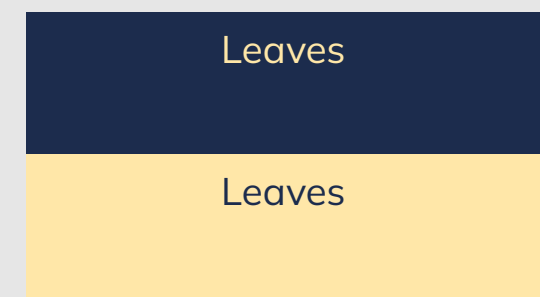
colour palette

4.3 Secondary Colour Palette



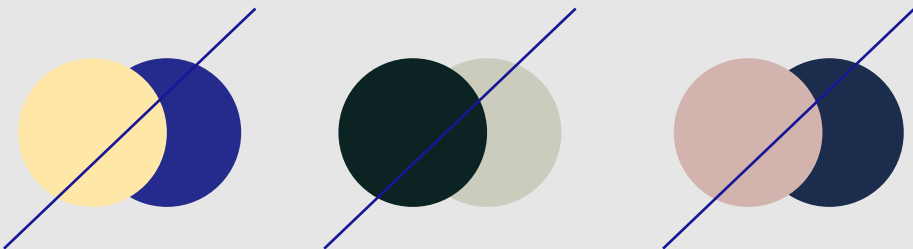
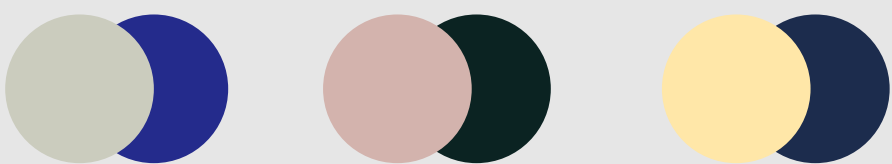
<i>Basalt</i>	<i>Silentum</i>	<i>Jasper</i>	<i>Leaves</i>	<i>Heaven Booth</i>	<i>Hanging Dividers</i>	<i>Sky Square Handy Bag</i>	<i>Colline</i>
CMYK: 31,87,86,37 RGB: 124,45,36 PANTONE 180 HEX: 7c2d24	CMYK: 100,98,5,3 RGB: 23, 23, 150 PANTONE: Reflex Blue HEX: 171796	CMYK: 83,61,66,63 RGB: 11,35,64 PANTONE: 627 HEX: 0b2322	CMYK: 0,9,39,0 RGB: 255,231,168 PANTONE 1205 HEX: ffe7a8	CMYK: 22,87,100,15 RGB: 174,61,9 PANTONE 1525 HEX: ae3d09	CMYK: 88,100,32,25 RGB: 62,30,92 PANTONE 2685 HEX: 3e1e5c	CMYK: 34,10,45,18 RGB: 150,0,81 PANTONE 676 HEX: 960051	CMYK: 35,28,30 RGB: 171,170,160 PANTONE 421 HEX: abaaa7
CMYK: 11,17,25,0 RGB: 224,206,186 PANTONE 726 HEX: e0ceba	CMYK: 21,14,25,0 RGB: 203,204,190 PANTONE: Warm Gray 1 HEX: cbcbe	CMYK: 17,30,26,0 RGB: 211,179,173 PANTONE: 5035 HEX: d3b3ad	CMYK: 96,84,42,40 RGB: 28,44,71 PANTONE 655 HEX: 1c2c4d	CMYK: 35,28,30 RGB: 171,170,160 PANTONE 421 HEX: abaaa7	CMYK: 10,20,45,0 RGB: 230,199,149 PANTONE 719 HEX: e6c795	CMYK: 42,40,52,6 RGB: 150,139,120 PANTONE 7536 HEX: 968b78	CMYK: 31,100,80,39 RGB: 122,18,37 PANTONE 1955 HEX: 7a1225

4.4 Secondary Colour Palette – Rules of use



Do use the colours from the Acustio Secondary Colour Palette only in relation to specific families

Make sure there is enough contrast between text and background when mixing with Primary Colour Palette



Do not mix colours between the families. Only use as pairs described on page “Secondary Colour Palette”, if necessary as an addition to primary colour palette,

5.0 TYPOGRAPHY

We use simple, clean, and legible typefaces that complement Acustio's logo. Playfair Display and Mulish are our basic brand typefaces for both print and digital applications. We use Faricy and Poppins Bold for titles.

5.1 Print Typography

Mulish

Main Text
Medium and Small Titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Playfair Display Italic 400

Quotes, Small Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Popins Bold 700

Titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

5.1 Digital Typography

Mulish 300

Main Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Playfair Display 400

Quotes, Small information

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Faricy New Web 700

Titles, Names

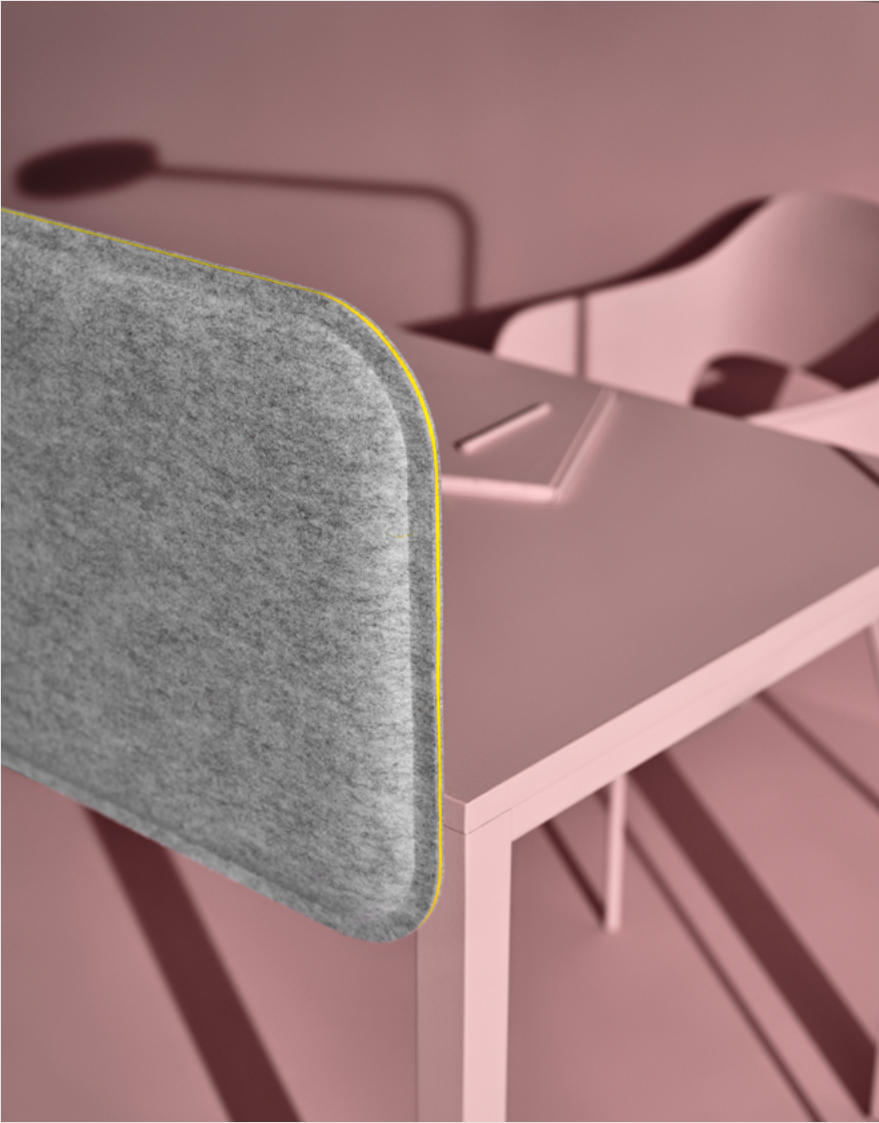
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

6.0 IMAGERY

We use bold and striking photography to showcase the impact of our solutions. Our unique visual style captures the notions of calm, safety, and clear-mindedness, highlighting how sounds and aesthetics can change the way we think and feel.

6.1 Product photography

Our product photography is all about simplicity and context. We showcase our solutions in vibrant office and home spaces, with a focus on the product itself. Through carefully planned compositions and the omission of non-essential elements, we capture the essence of silence and comfort that our products provide.



6.2 Product photography – packshots



6.3 People

We use colour photography to showcase the social aspects of our solutions. Our shots feature people in office spaces, with a focus on interaction and relationships. We aim to capture positive, natural moments. We want to reflect the diversity of people in modern workspaces, with an appropriate mix of race, age, and gender.

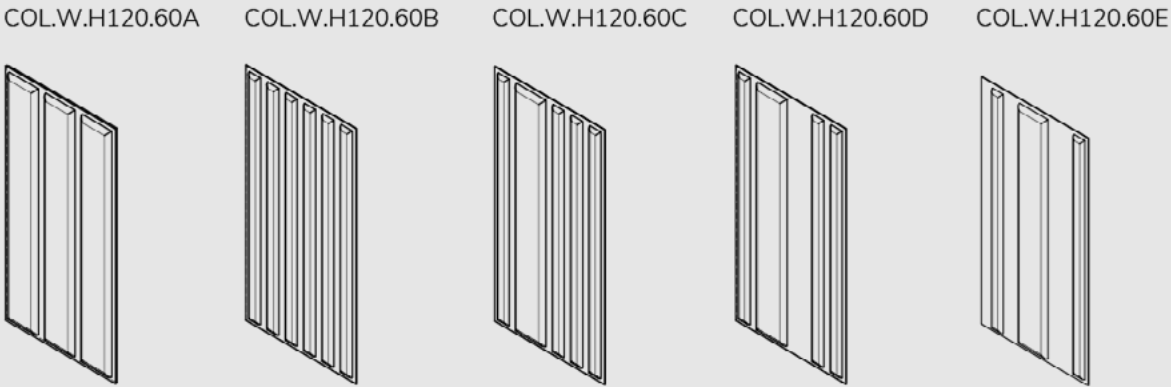
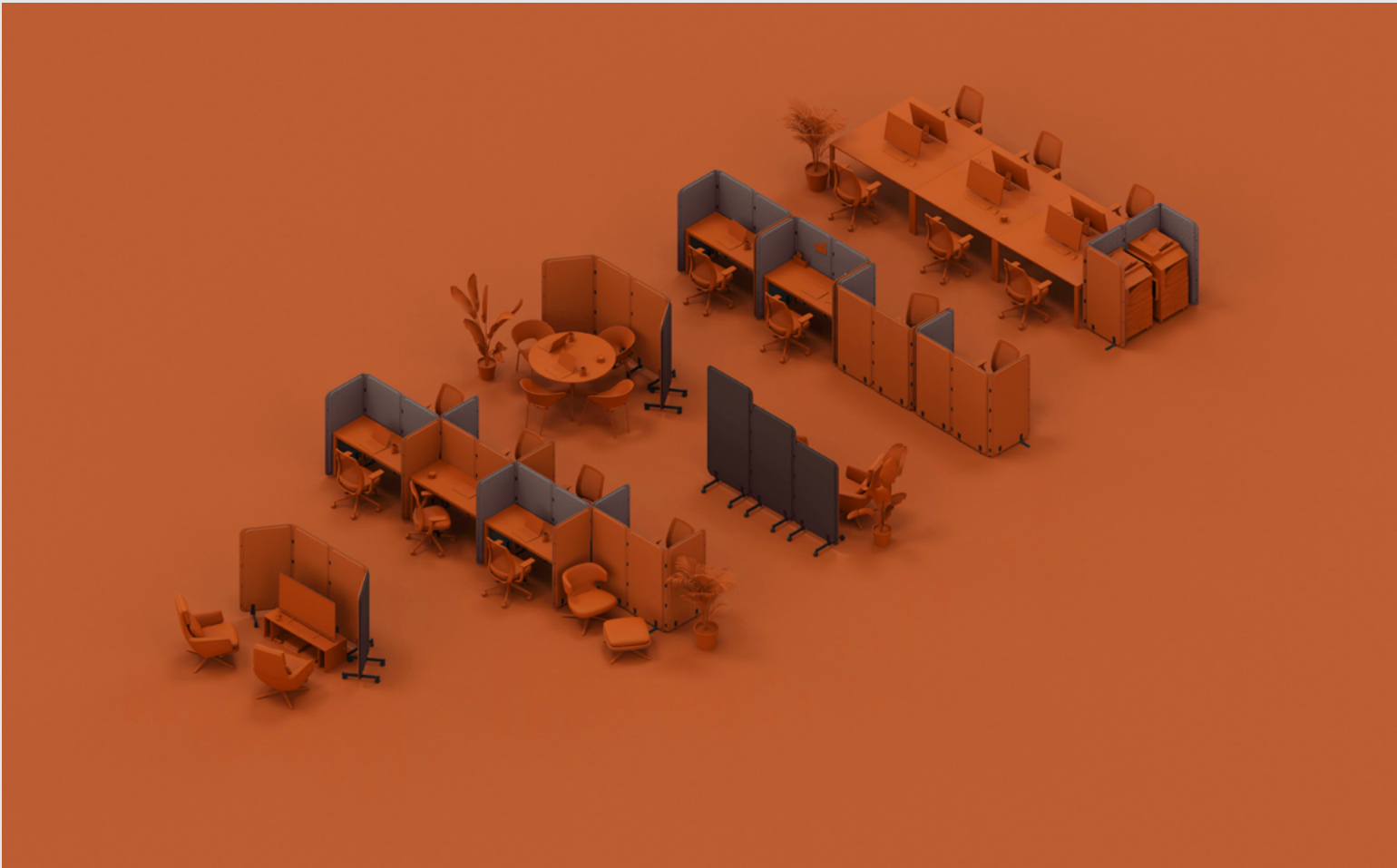
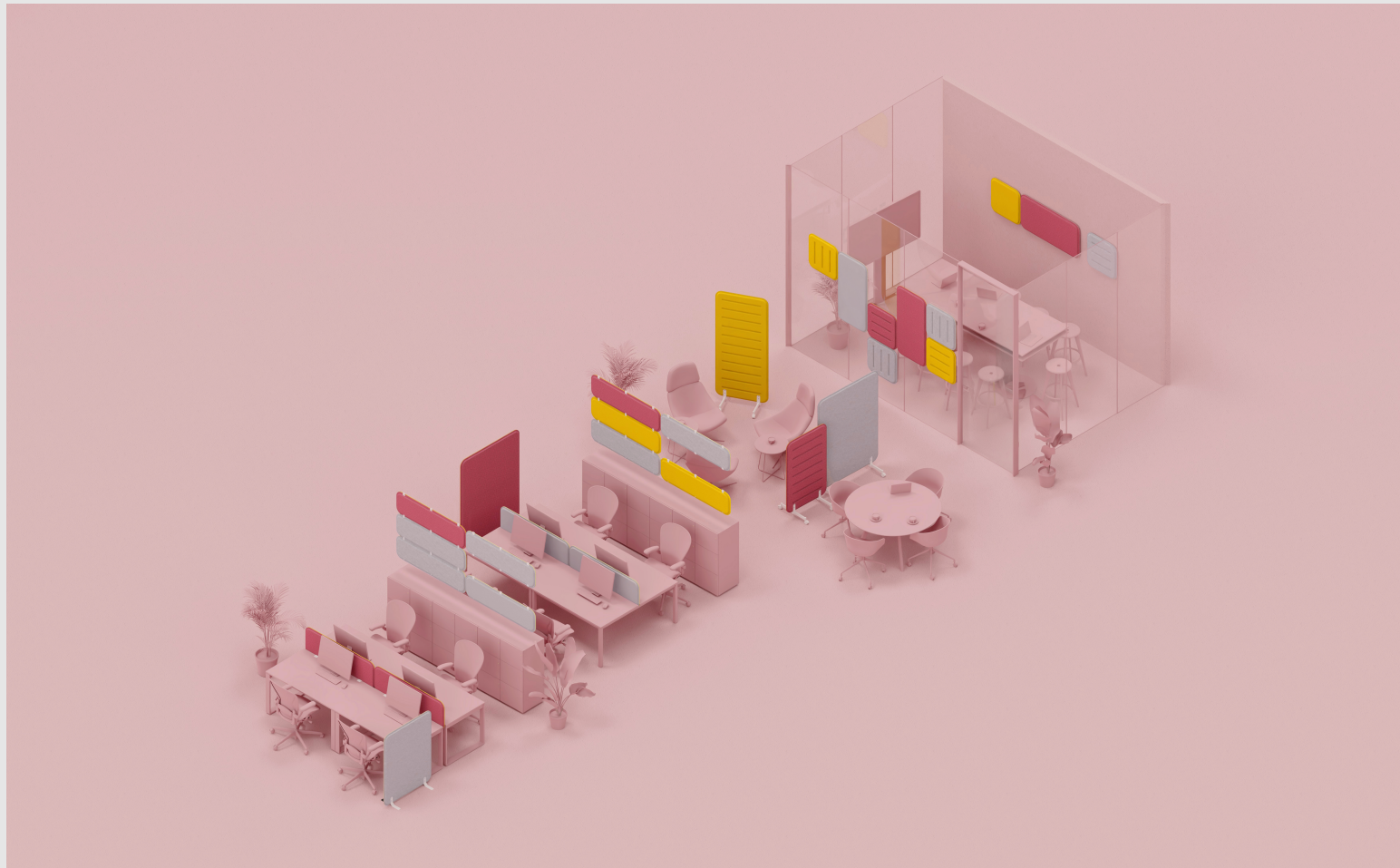
Our portrait pictures are vertically oriented, with a light and flat background.



6.3 Technical, Icons and Renders

Our technical images and icon designs are simple and geometric, with clean lines and no shading or color. We prioritize clarity and functionality over complexity or embellishment.

Our functionality renders use an isometric perspective to reflect the simplicity of our photographic imagery. We create graphics and renders that are easy to understand and visually appealing, in keeping with our overall design philosophy.



7.0 TONE OF VOICE

The way we speak reflects our vision and values. We strive to establish coherent and distinct communication in all of our channels.

8.1 Key dimensions of our Tone of Voice

Funny — Serious

[4/10] Metaphors and examples - even funny ones - can be used to familiarize complex topics. Unpretentious communication is a counterbalance to the facts and calculations that are crucial for the audience.

Formal — Casual

[6/10] We tend slightly towards informal, direct communication. The style is devoid of official, bureaucratic character. It is a modern peer-to-peer communication style, like on LinkedIn.

Respectful — Irreverent

[3/10] The topic of acoustics is difficult and requires accessible explanations. We become ‘acoustic coaches’ for our customers - we try to make things easier to ensure their sense of safety.

Enthusiastic — Matter-of-fact

[7/10] We provide ‘numbers’ (in a broad sense - from properties to price), as they influence our buyers’ final decision the most. Every instance of our communication should contain tangible arguments supporting the choice of our solutions.

8.1 Voice characteristics

<i>Clear</i>	<i>Professional</i>	<i>Solution-focused</i>	<i>Aspirational</i>
we communicate in a simple, concise, and understandable manner	we are a partner who understands architects, distributors, and end-customers and the challenges they face	we showcase how our products can solve acoustic problems and improve the quality of life	we build an appetite for creating acoustically perfect, visually stunning, and functional spaces
we know that the topic of acoustics is not obvious, so we're careful not to make it even more complicated	we have experience, tools, and data that allow us to respond to the most difficult challenges	we present the way and its purpose - we help to choose a plan of action from small "trial" changes to comprehensive implementations	we promise to create a new standard and describe our solution as a benchmark for the future of work spaces
we use metaphors and analogies not as a decoration, but to explain difficult topics			

CONTACT

*If you have questions regarding
the Acustio Brand, contact us:*

hello@acustio.com

+48 512 574 915

Office: Jutrzenki 12 A, Local 3

02-233 Warsaw, Poland