



Serious Gear. Seriously Affordable.

The Warm Audio™ Brand Manual

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The **Warm Audio**TM brand, which was started in a small Texas office in 2012, is now selling thousands of products to over 200 different retailers and to on-line consumers from all over the world. Therefore we have created this brand manual to place **Warm Audio**TM on an international level, while staying true to its small grassroots integrity. The **Warm Audio**TM brand manual's objective is to help people who use the brand to understand its origin, the brand values and the best ways of getting the most out of the **Warm Audio**TM brand.

The **Warm Audio**TM brand manual is written for the benefit of those within the **Warm Audio**TM team, retailers and distributors of the **Warm Audio**TM brand and for those who are considering the **Warm Audio**TM brand.

Clearly a lot has been written over the years about **Warm Audio**TM, this manual is to identify the common theme amongst all **Warm Audio**TM business.

The **Warm Audio**TM brand is always evolving and people's perceptions of it will always be a coveted small grassroots brand. Ultimately people believing in where we are going and how **Warm Audio**TM impacts the pro audio industry.

The **Warm Audio**TM Brand Manual

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Section One **About Us**

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Our Mission

We pride ourselves on our commitment to our values. They are ingrained in all that we do. These values have created a positive culture that impacts our customers.

Truth: Guided by a relentless commitment to honesty.

Customer Service: The customer always comes first - Customers are the reason Warm Audio™ exists.

Integrity: A commitment to industry expertise.

Quality: Never compromising product quality. Top-end components in every product.

Affordability: Affordable pricing sets us apart from our competition.



Warm Audio™
is shaking up the
pro audio industry.

Warm Audio's goal is to put high-end recording gear in the hands of as many musician's as possible. Passionate musicians deserve to be recorded through professional gear regardless of budget constraints. Warm Audio™ is shaking up the industry by producing professional designs at affordable prices. All of our products have completely discrete signal paths and custom CineMag USA transformers.

We are often asked how we are able to produce top-end gear at affordable prices.

Warm Audio™ is able to release high-end gear affordably by:

- Reducing overhead costs with a small grassroots office.
- Manufacturing in very high quantities which provides large price breaks from suppliers and assembly houses.
- Profit margins are slim, but many units are sold to make up the difference.
- Focusing on our passion rather than turning huge profits.
- Relying on the strength of our products and how our users' experiences will flood social media, forums and industry conversations.



Naming

Our visual identity, known as 'Warm' or 'Warm Audio™', is an essential part of the Warm Audio™ Brand and is cast in stone!

It is defined as: (**Warm**) in Bauhaus LH Bold font with orange lettering with stroke (Pantone® 1655c) on white background print materials; on other surfaces the nearest practicable equivalent. (**Audio**) in Eurostile Regular font with black lettering (process black or rich black). The logo should not be altered or include effects (Not bold, no italics, no outline, no shadow effects, nor underlined).



Serious Gear. Seriously Affordable.

Tagline

Our visual tagline, known as 'Serious Gear. Seriously Affordable.' is an essential part of the Warm Audio™ Brand and is cast in stone!

It is defined as: (**Serious Gear. Seriously Affordable.**) in Futura Medium font (process black or rich black. Not bold, no italics, no outline nor underlined) the words "Serious Gear. Seriously Affordable." in uppercase and lower case followed by one space inbetween words and a period for both phrases.



Typefaces

Futura fonts play an important part in building the Warm Audio™ brand. Its bold, confident and distinct appearance has made it recognizable and associated with the Warm Audio™ brand. Giving a Warm personality to the business. Futura creates the perfect balance as the communication font, with its clean and contemporary linear features. Black fonts should always be used on white background. No shading, shadows, filtered effects, outer glows or keylines should be used at any time.

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Futura Bold

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 ! ? . , ; ' "

Headlines. Not Below 18 pt.

Futura Medium

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 ! ? . , ; ' "

Key phrases and highlighting headers or specific text to point out. Not below 14pt.

Futura Light

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 ! ? . , ; ' "

Body copy and small text not below 10pt.

Section Two **Visual Identity**



Colours

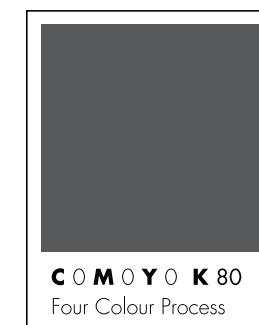
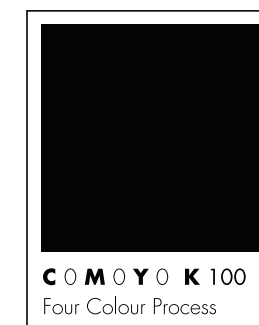
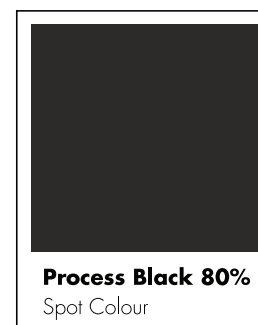
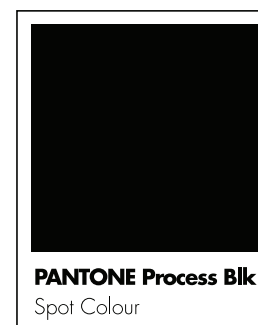
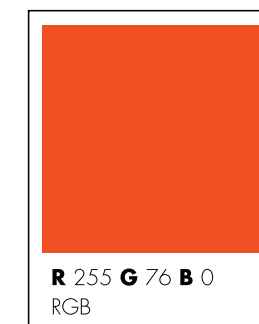
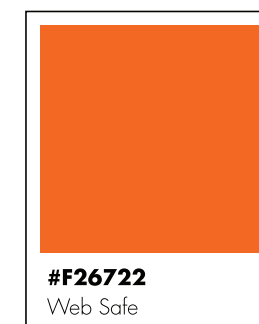
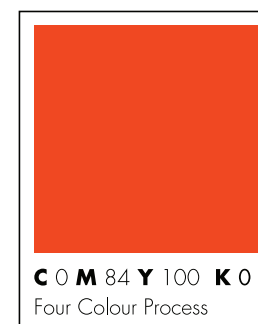
Orange is our greatest distinguishing feature that holds down and anchors the **Warm Audio™** brand. It is an essential part of the **Warm Audio™** identity and heritage.

Combined with white and black, the **Warm Audio™** brand has created a distinct style which is both simple to use and powerful through its simplicity.

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Values For All Media Applications



Section Two **Visual Identity**



Logo

The Warm Audio™ logo should always be clearly legible. The Warm Audio™ should always appear in orange and black lettering on a white background (Pantone® 1655c and Pantone Process Black) on glossy or matte print materials; on other surfaces the nearest practicable equivalent. In body text it should appear black on white and only where white on orange or white on black is practical (as a knockout).

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The following illustration demonstrates correct renderings of 'Warm Audio' brand using tagline with Futura Medium font. While this does not cover every possible scenario, you will formulate a good idea of what is acceptable and what is not.



Section Three **Examples**