

Brand Style Guide



Colors



To preserve our brand's unique look, a consistent use of colors is very important. The core brand colors are black and red.

Color guide for logo placement on light backgrounds with tagline

	<p>C 0 M 91 Y 76 K 0</p> <p>Pantone 185 C</p> <p>Black 100%</p> <p>C 0 M 0 Y 0 K 100</p>
	<p>C 0 M 0 Y 0 K 0</p> <p>White 100%</p> <p>Black 100%</p> <p>C 0 M 0 Y 0 K 100</p>

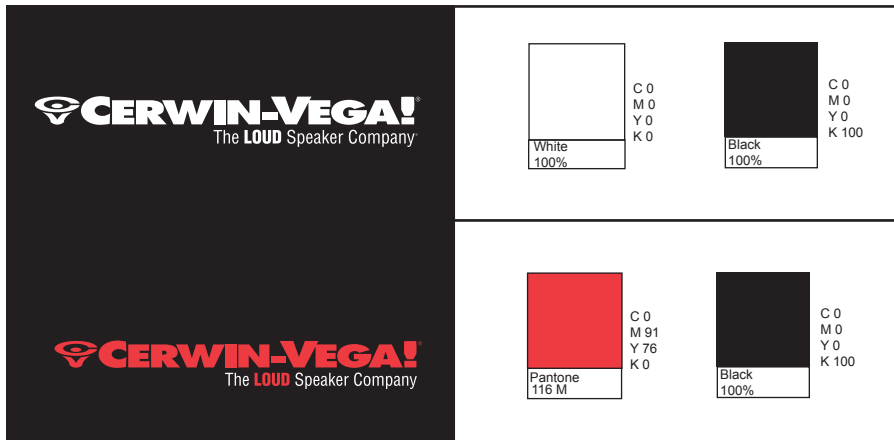
Color guide for logo placement on light backgrounds without tagline

	<p>C 0 M 91 Y 76 K 0</p> <p>White 185 C</p> <p>Black 100%</p> <p>C 0 M 0 Y 0 K 100</p>
	<p>C 0 M 0 Y 0 K 0</p> <p>White 100%</p> <p>Black 100%</p> <p>C 0 M 0 Y 0 K 100</p>

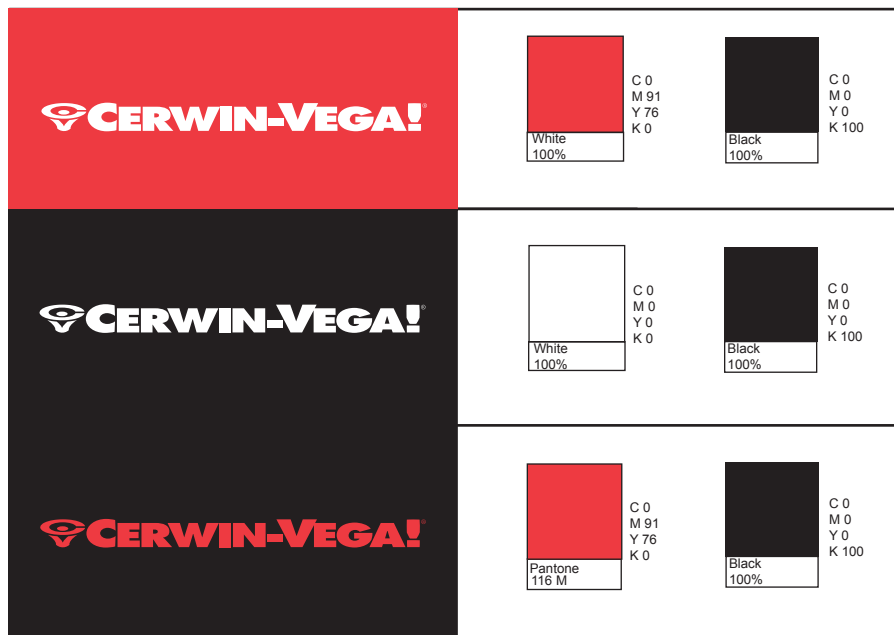
Colors



Color guide for logo placement on dark backgrounds with tagline



Color guide for logo placement on dark backgrounds without tagline



Typography



When creating any documents or web content related to Cerwin Vega, we strongly encourage you to use the preferred fonts and specifications for text accompanying our brand mark.

Recommended Document Fonts

TEXT FONT

Helvetica - Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SUB HEADLINE/TEXT

Helvetica - Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

HEADLINE/TEXT

Helvetica - Black Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Incorrect Applications

- Do not distort the logo
- Do not separate the logo
- Do not change the proportion of the logo
- Do not change the typography
- Do not add any text or graphic elements to the logo
- Do not place the logo on a background that would reduce its visibility
- Do not use other colors than the prescribed ones for the logo
- Do not cut, crop or fade out the logo





STYLE AND TRADEMARK GUIDE

Cerwin-Vega!® Trademarks

The absence of a name or logo in this list does not constitute a waiver of any and all intellectual property rights that Cerwin-Vega or its subsidiaries have established in any of their product, feature, or service names or logos. The status column refers to the status of the trademark in the United States and/or other countries.

Trademark	Status	Descriptor
Cerwin-Vega!	®	
CVi	TM	
SDS Series	®	
CV Active	®	
CVA	®	
CVHF	®	
CV-CLS	®	
Vega Bass	®	
CV	®	
The LOUD Speaker Company®		Tagline

General Cerwin-Vega Trademark Guidelines

The name Cerwin-Vega is synonymous with the finest speakers for home and professionals. Cerwin-Vega trademarks are extremely valuable because they represent the standards of excellence and consistent quality associated with Cerwin-Vega. This page contains detailed information about how to refer to Cerwin-Vega trademarks in different scenarios.

Using Cerwin-Vega Trademarks in Text

Proper use of Cerwin-Vega trademarks is important. You may use Cerwin-Vega trademarks or product names to refer to Cerwin-Vega products and services provided you follow these guidelines. Your use must not mislead consumers as to any Cerwin-Vega sponsorship, affiliation, or endorsement of your company, or of your products or services.



Properly Identify Cerwin-Vega Brand Products

When referring to Cerwin-Vega products, apply the appropriate trademark symbols in accordance with the list of current Cerwin-Vega trademarks.

- [View the Cerwin-Vega Trademarks List](#)

Use Trademark Notices

Include an attribution of Cerwin-Vega ownership of the trademark(s) in the credit notice section of your documentation or advertisement. Follow this format:

- *Cerwin-Vega, Stroker, Afterburner, etc. are either registered trademarks or trademarks of Cerwin-Vega in the United States and/or other countries.*

Additional Guidelines for Advertising Collateral, Marketing, and Product Packaging

You may use the names of Cerwin-Vega products and services on packaging, on Web sites, and in advertising materials to indicate your product's compatibility with a specific Cerwin-Vega product or service, provided the reference complies with the guidelines herein and the specifications below.

Logos

Do not use the Cerwin-Vega logo or any other Cerwin-Vega logos, symbols, or icons on or in connection with products, packaging, manuals, promotional or advertising materials, or Web sites for any purpose except pursuant to an express written trademark license from Cerwin-Vega.

Link Logos

You may place a text link to a Cerwin-Vega Web page on your site if the text link is not a prominent feature on the site and is not used in a way that could confuse or mislead consumers. You may refer to the Cerwin-Vega company name or Cerwin-Vega product and service names in a plain text font and format, provided this use follows the general Cerwin-Vega trademark guidelines and you include appropriate wording such as "This way to Cerwin-Vega.com." Except for the link logos as provided by Cerwin-Vega, you may not use the Cerwin-Vega logo or any other Cerwin-Vega logo or graphic to link to Cerwin-Vega. You may use Cerwin-Vega link logos only in accordance with the guidelines applicable to each logo as provided.

Web Sites

You may use Cerwin-Vega product, service, and technology names on your Web site to indicate that your product runs on, or is compatible with, the referenced Cerwin-Vega product or technology, provided the reference complies with the guidelines herein. Do not use any Cerwin-Vega trademark in the title of your Web site or as a second-level domain name. You may not use any Cerwin-Vega logo without a license or



written specifications from Cerwin-Vega.

Box Shots, Screen Shots, and Icons

Box shots, screen shots, and some icons may be used pursuant to Cerwin-Vega guidelines for these items.

Company, Product, Service, and Domain Names

Do not use or register any Cerwin-Vega trademark, including Cerwin-Vega logos, symbols, icons, or any potentially confusing variation thereof, as part of your company name, trade name, product name, service name, or domain name. Do not place your company name, trademarks, service marks, or product names next to, or combine them with, a Cerwin-Vega product name.

Endorsement or Sponsorship

Do not use any Cerwin-Vega trademark in any manner that expresses or implies Cerwin-Vega affiliation, sponsorship, endorsement, certification, or approval. Do not use any Cerwin-Vega trademark in such a manner that it appears Cerwin-Vega is legally associated with your company. You must display your company name more prominently than any Cerwin-Vega trademark on all materials.

Merchandise Items

Do not manufacture, sell, or give away merchandise items, such as T-shirts or mugs, that bear any Cerwin-Vega trademark, including logos, except pursuant to an express written trademark license from Cerwin-Vega.

Trade Dress and Advertising Elements

Do not imitate Cerwin-Vega logos, logotypes, trade dress, or other elements of Cerwin-Vega product packaging and Web sites in any of your materials, including but not limited to advertising, product packaging, Web sites, and promotional materials.

Slogans and Taglines

Do not use or imitate any Cerwin-Vega tagline, including but not limited to *"The LOUD Speaker Company."*
