



frequency  
HEARING

## Logo Standards Guide

Frequency Hearing

**nine10**

# Logo Symbolism



### Symbolism:

The icon in this logo features a simplified bird perched inside a circle. The bird also has a hidden forte symbol inside of the bird to represent sound and hearing.

The text uses a modified F to represent a cross or t at the beginning of the word. The cross/t is representative of Christianity and faith which Alissa mentioned has kept her going over the years. Frequency also relates to sound and hearing which is represented in the name and f symbol.

# Official Logo Versions - Horizontal

The logos displayed below are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. Using the right colour of logo on the right background is important to maintain the legibility of the design.



## A Note About Backgrounds

Please be sure to use the appropriate logo for the background that it will be placed on. Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the grayscale version for non-colour printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in non-colour printing. Do not print the colour logo(s) as grayscale. Use the grayscale version instead.

# Official Logo Versions - Vertical

The logos displayed below are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. Using the right colour of logo on the right background is important to maintain the legibility of the design.

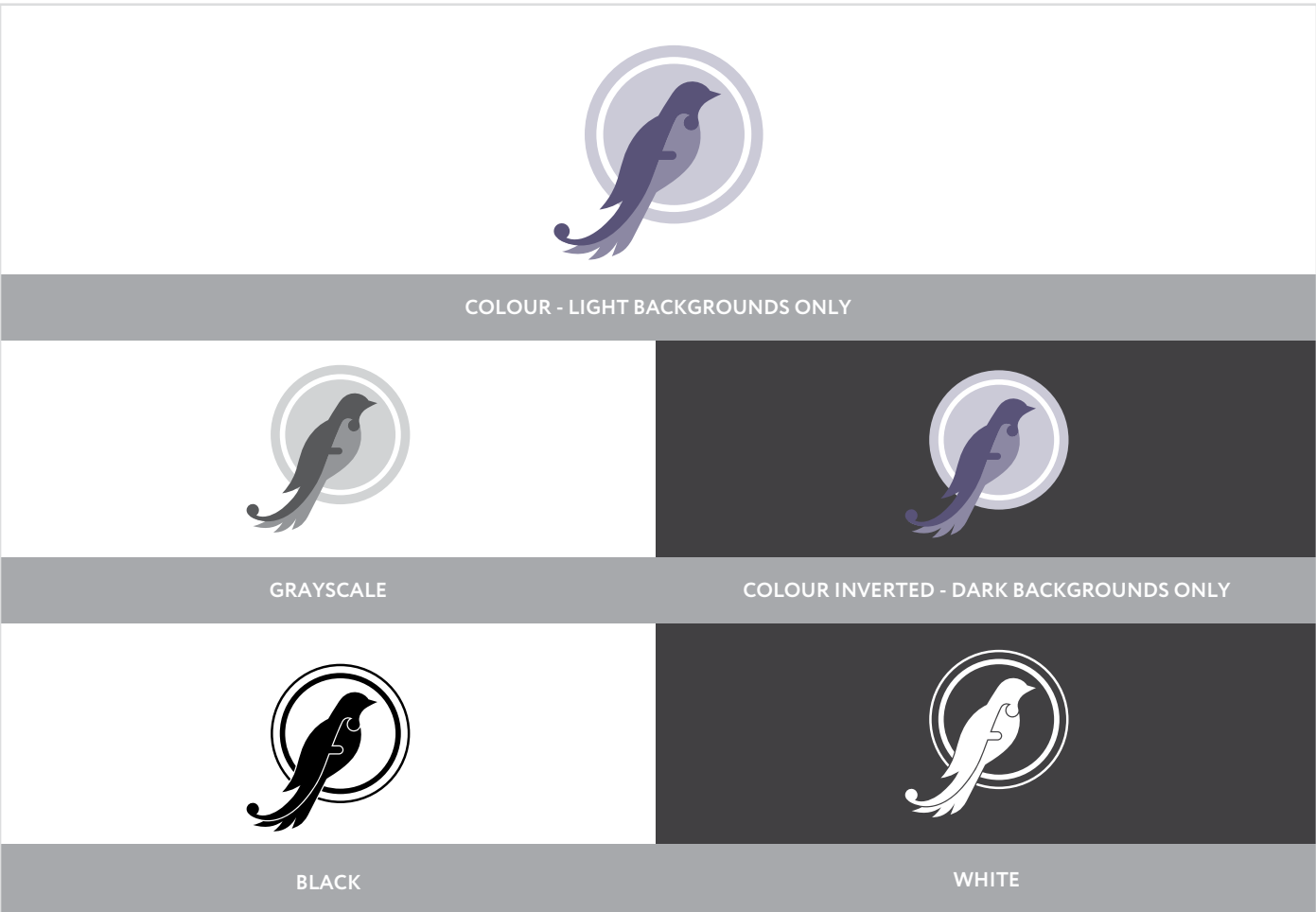


## A Note About Backgrounds

Please be sure to use the appropriate logo for the background that it will be placed on. Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the grayscale version for non-colour printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in non-colour printing. Do not print the colour logo(s) as grayscale. Use the grayscale version instead.

# Official Logo Versions - Icon

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## A Note About Backgrounds

Please be sure to use the appropriate logo for the background that it will be placed on. Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the grayscale version for non-colour printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in non-colour printing. Do not print the colour logo(s) as grayscale. Use the grayscale version instead.

# Logo Spacing and Placement

When placing the logo into a document, there should always be a minimum space around the logo that is free of competing graphics or text. The space should be 1/4 of the total height of the logo.



The logo should never be displayed smaller than 0.50” high in print, and no smaller than 133 x 35 pixels when displayed at 72 dpi on the web.

The only situations where the logo may be reproduced at a smaller size is when there is no way to physically fit the logo at the minimum size on the object being produced, such as a pencil; however, for all print and web applications where room is adequate, the logo must be the minimum size or larger. Please ask for approval if your design requires the use of a smaller logo.

# Proper Logo Usage

The logo should be used exactly as provided in the logo file set. Do not alter, stretch, squish, or try to recreate the logo. The following examples illustrate common mistakes to avoid.

|                                                                                     |                                                                                     |                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|    |    |    |
| CORRECT USEAGE                                                                      | DO NOT STRETCH                                                                      | DO NOT SQUISH                                                                         |
|   |   |   |
| DO NOT ROTATE                                                                       | DO NOT RECOLOUR                                                                     | DO NOT ADD GRADIENTS                                                                  |
|  |  |  |
| DO NOT CHANGE FONTS                                                                 | DO NOT MODIFY                                                                       | DO NOT ADD SHADOW                                                                     |

## Logo File Formats

The following chart shows the which format is best for a given situation. If you are producing materials professionally, it is recommended to provide your vendor with the full set of files regardless, as well as a copy of this guide.

|                                            | <b>.AI</b> | <b>.EPS</b> | <b>.PDF</b> | <b>.JPG</b> | <b>.PNG</b> | <b>.SVG</b> | <b>.WMF</b> |
|--------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Adobe Creative Suite                       | ●          | ●           |             |             |             |             |             |
| Professional Printing & Signage            | ●          | ●           | ●           |             |             |             |             |
| Working with Professional Designer         | ●          | ●           | ●           |             |             |             |             |
| Print Advertising                          |            | ●           | ●           |             |             |             |             |
| Merchandise                                |            | ●           |             |             |             |             |             |
| Social Media                               |            |             |             | ●           | ●           |             |             |
| Microsoft Word                             |            |             |             |             | ●           |             | ●           |
| Microsoft PowerPoint                       |            |             |             |             | ●           |             |             |
| Microsoft Publisher                        |            | ●           |             |             | ●           |             | ●           |
| Working with Professional Website Designer | ●          | ●           |             |             | ●           |             |             |
| DIY Website Design                         |            |             |             | ●           | ●           |             |             |
| Web Animation & Multimedia                 |            | ●           |             |             | ●           | ●           |             |
| Video Production                           |            | ●           |             |             | ●           |             |             |
| 3D Modelling & Drafting                    | ●          | ●           |             |             | ●           |             |             |



Ideal Format

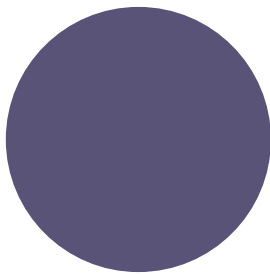


Alternative / Sometimes Required

# Colours

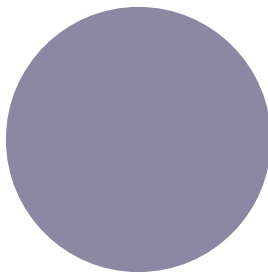
The following swatches represent the official colours of our brand. When reproducing the logo or developing any promotional materials, please use the exact colour specifications shown here. Avoid trying to approximate colours. Pantone and CMYK values will be suitable for most forms of printing. The RGB values are best for use on the web, and the HEX values are also good for use on the web, as well as for choosing colour values in programs such as Microsoft Office.

## Official Colours



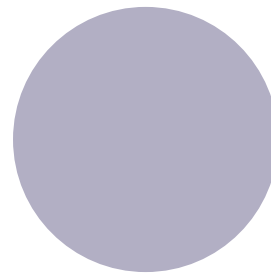
**Lilac**

Pantone 5275 C  
CMYK: 72-71-31-13  
RGB: 89-83-120  
HEX: #595378



**Melody**

Pantone 5285 C  
CMYK: 49-45-22-1  
RGB: 140-136-163  
HEX: #8C88A3



**Harmony**

Pantone 5295 C (Tint @ 67%)  
CMYK: 20-17-8-0  
RGB: 203-201-214  
HEX: #CBC9D6

## A Note About Colour Accuracy

Colour accuracy across mediums is notoriously difficult to guarantee due to the reality that different colour reproduction methods are used depending on medium. For example, CMYK colour values are used in most ink-based print processes, while RGB or HEX values are used to display colour on digital screens. Pantone inks represent the most accurate reproduction method, but only if true Pantone inks are used, often at a higher cost.

## Questions?

Please contact nine10 Inc. for questions about this guide or to request logo files.



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