

# Branding Guidelines

2018-2019





## OUR LOGO



## COLOR PALETTE



0c0d5b



084a70



0b8dd7



7fd5f7



c1d3d6

## OFFICIAL TYPEFACES

- ♪ Alike
- ♪ Gruppo
- ♪ *Playlist Script*
- ♪ Microsoft Yi Baiti

# WELCOME TO THE BRANDING GUIDELINES OF AMPLITIDE

This document will help you understand ‘who’  
Amplitide is so that you can articulate our  
unique personality through  
design and language.



## ABOUT AMPLITUDE

For 18-24 year old socially responsible music lovers and VE firms, Amplitide is an eco-friendly technology company that provides earbuds, headphones, portable speakers, and office space stereo systems made from the recycled plastic bags and materials found in our ocean environment. Unlike typical technology companies, such as Bose and Beats, whom offer prototypical sound systems, we donate 5% of our ending profits to Surfrider to help make a positive impact in oceanic clean up.

## HEADER & FOOTER



AMPLITUDE

RELAX, ONE SONG AT A  
TIDE

1350 Eagle BLVD.  
Haslet, TX  
www.amplitide.com

t. (817) 698-7329  
e. Amplitide@gmail.com  
sm. @VEAmplitide





# Business Card

AMPLITUDE



# Company Flyer

SOCIAL MEDIA PROMOTION



# AMPLITUDE'S BRAND PERSONALITY

## *What is Our Personality*

Well that's simple; our personality reflects a simplistic, relaxing, and socially responsible vibe, that promotes saving our ocean environments while still supplying quality music... because we know at Amplitude the huge role music plays in your life.

## *It Represents the People Behind the Brand*

Our brand personality embodies and expresses our brand's positioning and values. It represents what we stand for and what drives the people who make up our organization.



## *It Builds trust*

There is a strong link between familiarity and trust; because something familiar requires little effort to process mentally, we're more likely to feel at ease with it. We must be consistent in our language so that our writing and speaking becomes familiar to our audience.

Follow Us On  
Social Media  
@VEAmplitide



*Twitter*



*Instagram*



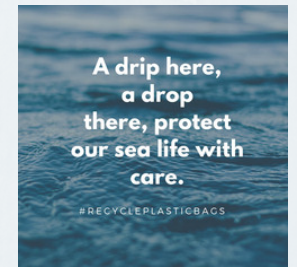
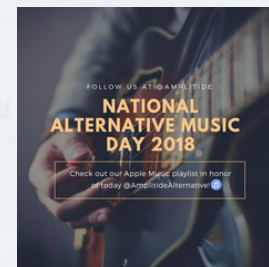
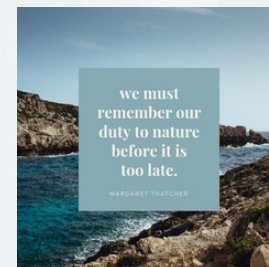
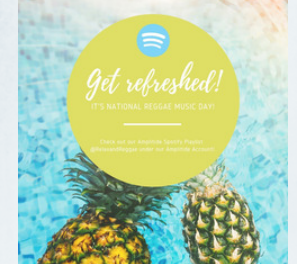
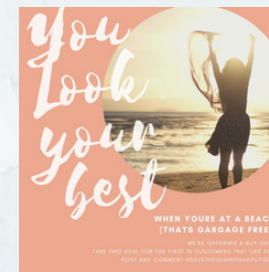
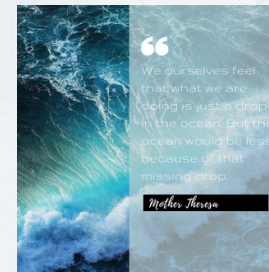
*Facebook*



*Snapchat*



*YouTube*



# Amplitide's Product Line and Packaging

2018-2019

EARBUDS | HEADPHONES | PORTABLE SPEAKERS |  
OFFICE SPACE STEREO SYSTEMS

*Skippers*



*Caspian*



*Nautilus*



*Harbor*



## PACKAGING

Amplitide's product packaging is designed to be recycled and reflect the calming vibes of the ocean. Our products allow customers to "relax with us *one song at a tide*". Skippers, Caspians, and our Nautilus product's come in an eco-friendly box that is shaped like a seashell. Inside the box you will find the product, charging cables, and a case.