

# Brand Identity Graphic Standards

SPRING 2012

**WIREWORLD<sup>®</sup>**  
CABLE TECHNOLOGY

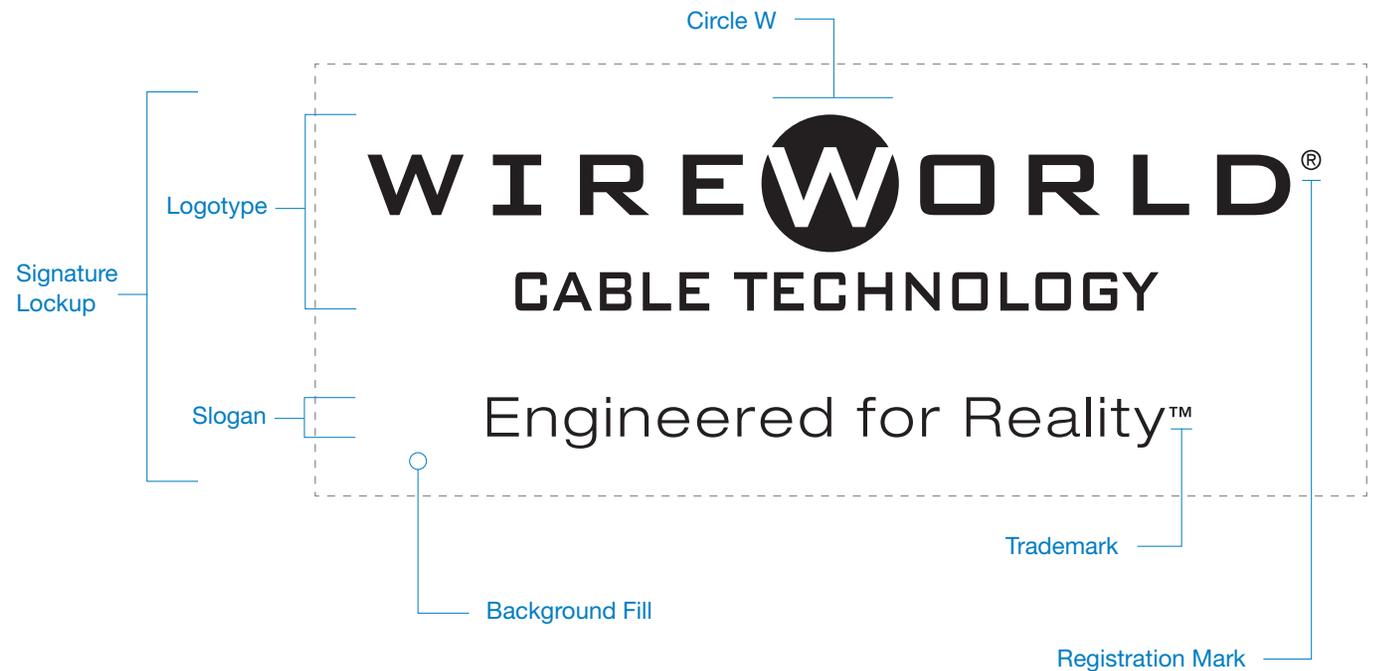
Engineered for Reality™

The essential components of our corporate and brand identity are illustrated in these graphic standards. This proprietary blend of signature, color, typography, and rules is the basis for the branding of all communications and items bearing the Wireworld Cable Technology name. Much like our innovative product and exceptional customer service, the look is clean and simple. But this simplicity is the result of a number of rules and standards which you need to know. Familiarize yourself with the elements, and apply the information here to everything you produce. This is the way we build our brand. It's simple, and together we can strengthen our company with a consistent visual and verbal message.

## Basic Art and Terminology

The wordmark or logotype consists of a solid, block style lettering with a circle-enclosed W, giving the logo its iconic appearance. The "Circle W" can appear in a number of color combinations, but never as a stand-alone element. The only other graphic device that should be locked up with the wordmark is the slogan, as seen below.

Please do not alter, bend, twist or distort the logotype in any way. Use the terminology provided below when referring to elements of the logotype or specifying art.



## Signatures

The Wireworld signature is our seal of superior quality and service. It is a mark of excellence to be utilized by our dealers and distributors around the world.



### **Corporate Signature**

Our primary signature logotype is to be used for all internal business systems.



Engineered for Reality™

### **Brand Signature**

Our logotype and slogan together create our primary Signature Lockup. This lockup is the correct version for all sales and marketing usages.

**Brand Identity** refers to the perception of a product the company provides. A brand is the mental bridge that connects a product to a customer. It is the mental association that will be made when an individual thinks of a Wireworld product.

## Wireworld Brand Vision

Wireworld Cable Technology offers uniquely engineered and beautifully designed audio/video upgrade cables that are unparalleled in what they bring to the marketplace. Wireworld cables perform closer to the reference standard of a direct connection than any other cable, and provide a truly wonderful experience to high end home entertainment enthusiasts. Our unique scientific approach to cable design makes us the technological leader in our field.

## Signature Sizing and Staging

When the Signature is reduced in size below the print and Web standards shown here, it becomes difficult to read and counterproductive. Therefore, the Corporate Signature should never be used smaller than 38mm in width. The Brand Signature should never be used smaller than 51mm in width, so that the Slogan maintains readability.

In addition to sizing considerations, the signature should always be given room to breathe by staging it properly on your application. This is done by creating a clear space around the signature, free from type and graphic elements.

### Minimum Size



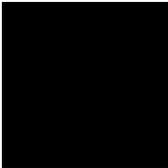
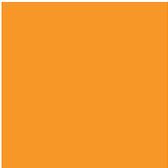
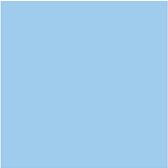
### Minimum Clear Space



x = Height of Primary Logotype

# Color Palette

PMS, CMYK and Web breakdowns of approved colors are listed below. Screens of approved colors are allowed with the exception of PMS 285, PMS 289 and PMS 283.

|         |   |   |   |  |   |        |   |   |
|---------|---|---|---|--|---|--------|---|---|
| Primary |  |  |  |  |  | Accent |  |  |
| PMS     | Silver 877  | PMS Black   | White   | PMS 285  | PMS 151   |        | Cool Gray 4   | PMS 283   |
| Process | C 0<br>M 1<br>Y 0<br>K 51   | C 65<br>M 53<br>Y 51<br>K 100   | C 0<br>M 0<br>Y 0<br>K 0  | C 89<br>M 43<br>Y 0<br>K 0   | C 0<br>M 48<br>Y 95<br>K 0  |        | C 0<br>M 0<br>Y 0<br>K 24   | C 35<br>M 9<br>Y 0<br>K 0   |
| Hex     | #84888b   | #000000   | #ffffff   | #0072cf  | #ff7900   |        | #bdbdbd   | #97c5eb   |

|           |   |   |   |
|-----------|---|---|---|
| Secondary |  |  |  |
| PMS       | Cool Gray 9   | PMS 289   | PMS 1665  |
| Process   | C 0<br>M 1<br>Y 0<br>K 51   | C 100<br>M 64<br>Y 0<br>K 60  | C 0<br>M 68<br>Y 100<br>K 0   |
| Hex       | #747679   | #002144   | #e24912   |

We are positioning Wireworld Cable Technology as the upgrade cable of choice for consumers with discriminating taste who understand that a cable's function is to provide superior realism by creating the most efficient path for musical and visual information. Wireworld is the only manufacturer that designs and engineers cable based on more than just comparing one cable to another. Our cable is designed and tested to perform as close as possible to the true reference standard, a direct connection. Wireworld delivers a superior, technologically advanced product to a discerning clientele. A strong, consistent and coherent visual identity is one significant way we can communicate the excellence of our product and the strength of our company to the world.

## Signature and Background Fill Color Control

The Signature should always be used in a way that maximizes its visibility with regards to color. Midtone colors like grays are not always optimal for use on some backgrounds or photos. If in doubt, use black or white to make the logotype as visible as possible, or use the Wireworld "Curve" design element (see page 9) to create a dark or light area for the Signature to be placed upon.

### 4-Color Process Usage

#### Light Background



#### Dark Background



2-Color PMS Usage

Light Background

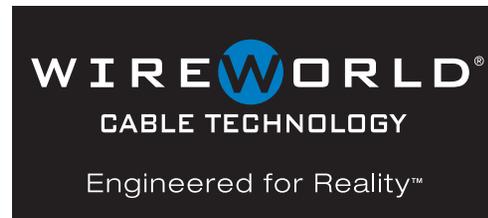


Black and PMS 285



PMS Cool Gray 9 and PMS 151

Dark Background



White and PMS 285

1-Color Usage



## Wireworld

### Brand Message

Promotional material should focus on two primary messages. First, how Wireworld is the technological and lifelike performance leader in upgrade cables. And second, our advances are the inspiration of designer David Salz. David's innovations have kept Wireworld in the forefront of cable technology for over 20 years, and his name has become synonymous with premium quality. His cable designs break new ground, and solve problems common in our industry. How our cables provide solutions to common issues is a key element to our message. A classic look with beautiful photography, open space and contemporary fonts will appeal to our demographic, and add perceived value through elegant design. Our goal is to create a brand that people aspire to own.

## Font Usage

The consistent use of the Wireworld primary font family, Helvetica Neue, provides continuity to the voice of all our written materials. This font family works for us in multiple weights, sizes and treatments depending on the usage. Our secondary typeface, Goudy, should be used for quotes and reviews when shown.

### Kerning and Tracking Standards

Minor adjustments to tracking are acceptable for copy fitting purposes as long as the designer uses good judgement and the end result produces clean, readable text. Too much and text will become too cramped to read. Too little and the excessive spacing detracts from the message. The same rules apply to headline kerning.

### Helvetica Neue Thin Extended

*For use in headlines, on its own or with Helvetica Neue Bold Extended to create weight variations.*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 \$%&(. , # ! ? " ' )

### Helvetica Neue Light Extended

*For use in headlines, where the text is knocked-out of a dark background and needs to be slightly bolder.*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 \$%&(. , # ! ? " ' )

### Helvetica Neue Bold Extended

*For use in headlines or as subheads, or in conjunction with Light or Thin for multi-weight headlines*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 \$%&(. , # ! ? " ' )**

**Helvetica Neue Light**

*For use as regular body copy as black text on white or light backgrounds. No smaller than 9 no larger than 12*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 \$%&(.,#!?“”)

**Helvetica Neue Roman**

*For use as regular body copy as white text on black background.*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 \$%&(.,#!?“”)

**Helvetica Neue Condensed**

*Used sparingly for supplemental copy such as legal lines. Should not be used for body copy, or larger than 10 pt.*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 \$%&(.,#!?“”)

**Goudy OldStyle Italic**

*For use as testimonials/quotes.*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 \$%&(.,#!?“”)

**Goudy Bold**

*For use as testimonial/quote credits*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 \$%&(.,#!?“”)

**Examples:**

**HEADLINE**

The  
Difference  
is in the  
Design

**SUBHEAD**

**Technology That Channels  
Musical Expression**

**BODY COPY**

Wireworld cable designs incorporate the knowledge gained from over 30 years of continuous development based on the unique objective approach of comparing cables to a direct connection. In addition to providing the most lifelike sound and image quality available at each price level, these scientifically engineered cable designs preserve test signals and musical waveforms distinctly better than other brands.

## Target Market:

- Primarily male
- Affluent
- Middle aged
- Technically aware
- Design conscious

## Advertising Features:

- Technology
- Product
- Testimonials
- Aesthetic Beauty & Style

## Preferred Design Style:

- Classy
- Clean
- Beautiful relevant imagery
- Tasteful
- Professional
- Simple
- Understated elegance

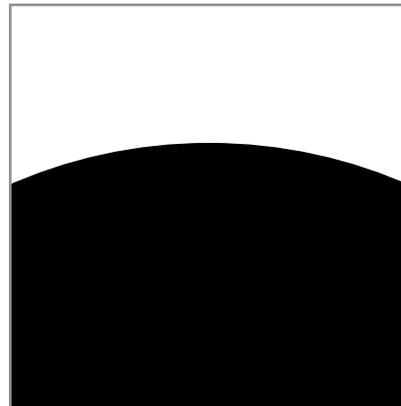
## Key Points:

- Technology leader
- David is an innovator
- Integrity
- Scientific solutions
- Benefits of more complete musical expression and video imaging

## Approved Graphic Elements

### DS Innovation Logo

This David Salz signature logo should be used whenever advertising any Wireworld product. This logo acts as a guarantee to buyers that our products are designed and created to meet the highest standard for upgrade cable in the marketplace.

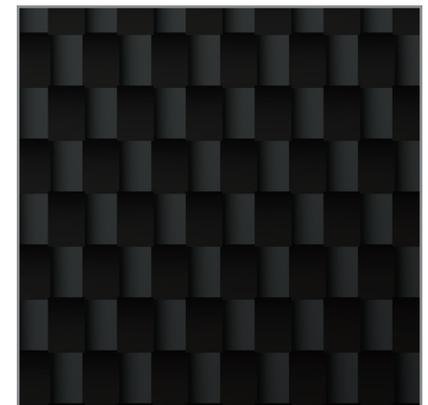


### The Wireworld Curve

More than just a decoration, use of the curve as a graphic element provides a consistent visual space in which to deliver the brand message, without interfering with the imagery or text of an ad. The curve can be used in a number of ways, but the radius of the curve should never change. For example, on this spread you see the curve used at the left of this page as a text holder, off-center in the ad shown on page 13 as an anchor, on the left and right most points of the Fluxfield Logo, and twice in the DS Innovation logo. The curve is a handy and versatile graphic that along with our signature strengthens the Wireworld brand image.

### Carbon Fiber Background Pattern

This generic pattern was designed to simulate the carbon fiber pattern used on Wireworld Platinum series plugs. Use is not mandatory, but the pattern can add visual interest if needed to spice up a design.



**1080Perfect Logo**

This logo should be used when featuring any Wireworld HDMI cable.



**3D Ready Logo**

This logo should be used when featuring any Wireworld HDMI cable.

**Fluxfield Technology Logo**

This logo should be used when featuring any Wireworld Power Conditioning Cord.



Wireworld has a tremendous library of quotes, reviews and testimonials. Our customers rely heavily on the opinions of their peers. A meaningful opinion is an excellent sales tool and we highly recommend using them when promoting our product.

*“When I added your speaker cable, my entire system developed a sweetness that I have always searched for but never heard.”*

HOWARD A., NAPLES, FLORIDA USA

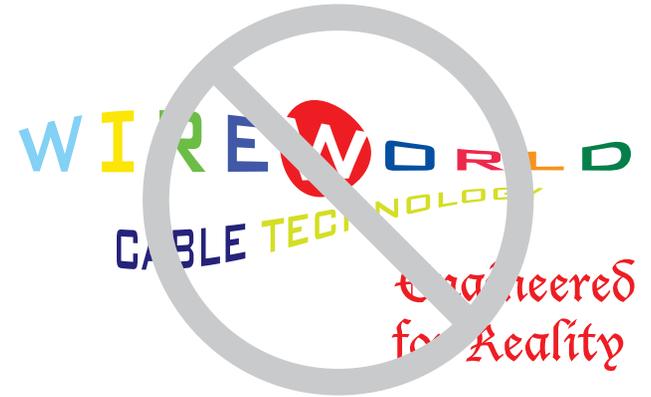
*“I was speechless! I simply couldn’t believe my eyes – or ears. WOW! What a difference!”*

BRENT T., HENDERSONVILLE, NORTH CAROLINA USA

## Improper Usage Examples

### DO NOT:

- Distort the Signature
- Deviate from the Approved Color Palette
- Alter Fonts or Font Positioning
- Remove Trade or Registration Marks



### DO NOT:

- Use Low Resolution Imagery

**Special Note:** When photographing any Platinum cable with a **carbon fiber plug**, please pay special attention to ensure the detailed pattern on the plug is clearly visible. The carbon fiber is a major benefit of this plug and should be promoted accordingly.



- Keep it Clean
- Keep it Professional
- Keep it Tasteful
- Keep it Simple

### BAD



### GOOD



# Proper Usage Examples

In all advertising and promotional materials, only high resolution, high quality and current photography should be used to promote the Wireworld brand. High res images can be downloaded from our resource library at wireworldcable.com.

Font Usage

The Difference is in the Design

Wireworld cable designs incorporate the knowledge gained from over 30 years of continuous development based on the unique objective approach of comparing cables to a direct connection. In addition to providing the most lifelike sound and image quality available at each price level, these scientifically engineered cable designs preserve test signals and musical waveforms distinctly better than other brands. The elegance of these designs is illustrated in this image, which shows the DNA Helix® (patent pending) construction utilized in Wireworld's reference standard USB audio cables, Platinum Starlight® and Silver Starlight®. By combining the most efficient designs with the best upgrade materials, Wireworld audio and video cables advance the art of reproducing the live music and theater experience at home.

Other cables filter your music. Wireworld cables let the most music through.

**Technology that channels musical expression.**  
www.wireworldcable.com

WIREWORLD  
CABLE TECHNOLOGY  
Engineered for Reality™

DS Innovation Logo

Wireworld Curve

Problems/Solution Verbiage

Micro-Luna™ Interconnect Cable

From the source to your ears, Wireworld cables clear the path for your music.

Other cables filter your music. Wireworld cables let the most music through.

**Technology that channels musical expression.**  
www.wireworldcable.com

WIREWORLD  
CABLE TECHNOLOGY  
Engineered for Reality™

Brand Signature

*“So transparent and dynamic you’ll simply forget they’re there.”*

THE ABSOLUTE SOUND,  
MARCH 2012

*“I wasn’t prepared for such fabulous detail retrieval and astonishing dynamics. I thought my system was sounding good, but this cable brought the music alive. Fabulous.”*

JB, HI-FI NEWS, UK

*“Background became quieter, and music sounded effortless.”*

MICHAEL G., FLORIDA USA

*“Silence became breath.”*

UWE KIRBACH,  
IMAGE HIFI, GERMANY

## Registration and Trademarks

The following is current list of Wireworld’s Trademarks and Registered Trademarks. Please be sure to properly mark our proprietary technology and products in your promotions to protect the company and our brand.

Wireworld® Cable Technology

Engineered for Reality™

1080Perfect®

Cable Bypass Demonstration System™

Cable Comparator™

|                         |                                     |
|-------------------------|-------------------------------------|
| Aurora™                 | (AUP)                               |
| Chroma™                 | (CHH, CRC, CCV, CRR, CVG, CVB, CRV) |
| Eclipse™                | (ECI, EBI, ECS, ECB)                |
| Electra™                | (ELP)                               |
| Equinox®                | (EQI, QBI, EQS, EQB, ESM)           |
| Gold Eclipse™           | (GEI, GBI, GES, GEB)                |
| Gold Starlight®         | (GSV, GSA)                          |
| Horizon™                | (HOS)                               |
| Island™                 | (IHH)                               |
| iWorld™                 |                                     |
| Luna™                   | (LUA, LUI, LBI, LU4, LUB, LSM)      |
| Micro-Eclipse™          | (MEI)                               |
| Micro-Luna™             | (MLI)                               |
| Micro-Platinum Eclipse™ | (MPI)                               |
| Micro-Solstice®         | (MSI)                               |
| Mini Eclipse™           | (MES)                               |
| Nova™                   | (NTO)                               |

Composilex®

Diagonal DNA™

DNA Helix®

Fluxfield™

Power Conditioning Cord™

Symmetricon®

|                     |   |
|---------------------|---|
| Oasis®              | (OAI, OBI, OAS, OAB, OSM)                     |
| Orbit™              | (OR4, ORB)                                    |
| Platinum Eclipse™   | (PEI, BPI, PES, PEB)                          |
| Platinum Electra™   | (PEP)   |
| Platinum Starlight® | (PSH, PSV, PSA, PSB, PSM)                     |
| Polaris®            | (not in use)                                  |
| Silver Eclipse™     | (SEI, SBI, SES, SEB)                          |
| Silver Electra™     | (SEP)   |
| Silver Starlight®   | (SSH, SSV, SSB, SUM)                          |
| Solstice®           | (SOI, SOS, SOB, SSM)                          |
| Starlight®          | (SHH, STC, SCV, STV, STA, STX, STZ, STB, STM) |
| Stratus™            | (STP)   |
| Stream™             | (ST2)   |
| Supernova™          | (STO, SMO)                                    |
| Terra™              | (TEI, TSM)                                    |
| Ultraviolet™        | (UHH, UVC, UCV, UVV, USB, USM)                |

## Important Rules to Know

1. Vector art for all logos and graphic elements are available for download on the Wireworld website resources page. [Go There Now!](#)
2. We look forward to seeing how you, our fellow enthusiasts, promote our brand to best target your individual markets. Please send us digital files of your promotions so we can appreciate your efforts.
3. Please do not manipulate any of the basic artwork or fonts specified, do not use the wordmark as a decorative element or form of punctuation, and do not use the Circle W as a stand-alone element.
4. If altering the signature color scheme to emphasize visibility, do not stray from the approved color palette.
5. Please make sure that all signatures and uses of the logotype include legal trademark notification, and that all references to products and technologies include proper legal trademark notification at least once per spread.
6. When photographing any Platinum cable with a carbon fiber plug, please pay special attention to ensure the detailed pattern on the plug is clearly visible. The carbon fiber is a major benefit of this plug and should be promoted accordingly.
7. Thanks! We appreciate everything you do for Wireworld. We believe in our products and our team, and we believe in you!

*Choose a job you love, and you will never have to work a day in your life.* CONFUCIUS

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WCTBIGS42012



