

yourhearing

# ouridentity

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brand book 2016

01. our brand

# Introduction

YourHearing ([www.YourHearing.com](http://www.YourHearing.com)) gives individuals with hearing loss easy access to a network of carefully screened and credentialed hearing care professionals and the best in state-of-the-art hearing aids.

At YourHearing, our goal is to help people enjoy their everyday life more with better hearing. Our easy process connects individuals with credentialed providers near their home or work. We offer top of the line hearing aids to meet the needs of as many people as possible. We make better hearing simple, convenient and hassle free.

## our voice

Our word cloud represents the words we use to make beautiful music in the world. We believe if we are unconscious of the power of words, we run the risk of creating a noisy disturbance. But when we consciously compose beautiful messages, we can create positive energy. Our words matter—every word we write or speak can create change, inspire action or elicit emotion. YourHearing wants people to feel inspired into action through the powerful energy of our words.

relevant be better **solution**  
 independent **positive** engaged  
 active **clear**  
**satisfied** friendly quality of life  
 value **easy** **trust** be yourself benefit **inspire**  
 reliable educate **natural** advanced connected helpful  
**solution** human caring **honest** authoritative  
 approachable **healthy** feel good  
**believe** **accessible** don't give up  
 i can do it



02. our logo

## display rules

We refer to ourselves as YourHearing or YourHearing.com. Our logo, the primary visual identity of YourHearing, uses a green and grey color scheme, specific proportions, lettering and spacing keeping it simple and clean. If there is a dark background, a solid white color for the logo should be used.

## logo versions

# yourhearing

Primary logo for use across all media.

yourhearing  
yh [www.yourhearing.com](http://www.yourhearing.com)

Logo with URL for use on display media.



Logo mark for use in brand marketing material or where space is limited.

yourhearing

For use when the logo needs to be placed on a dark background where the primary logo is not legible.

yourhearing

For use when the logo needs to be placed on a photo background where the primary logo is not legible.



# exclusion area & minimum size

Exclusion Zone



Minimum Size



## incorrect usage

~~yourhearing~~

~~yourhearing~~

~~yourhearing~~

~~yourhearing~~

~~yourhearing~~

~~yourhearing~~

# 03. colors & font

## our colors

The world is full of colors and sound. Our color palette represents the depth of sounds in the world, from quiet and peaceful sounds to those filled with energy and excitement. When we lose the colors from our life, we disconnect and retreat within. YourHearing wants people to be able to enjoy and connect with the rich layers of sound in their lives to help them remain connected to the world around them.

**green** the background noise of the world

Green is the color of nature. It is a positive color, giving us the ability to love and nurture ourselves. It symbolizes growth, harmony, hope, freshness, renewal, rebirth, healing power, safety, stability and endurance. The color green helps individuals relax and relieve stress.



# orange is the color of joy and sunshine


Orange is uplifting and optimistic, it helps us assimilate new ideas giving us the freedom to be ourselves. It symbolizes enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement and stimulation. The color orange keeps us motivated and helps us look at the bright side of life. Orange noise is a low-energy, finite, quasi-stationary sound. The frequencies orange noise produces are centered on the frequencies of musical notes on a scale.

# violet energy in the highest frequencies

Violet represents the future, the imagination and dreams. It symbolizes power, luxury, ambition, wealth, wisdom, dignity, independence and creativity. The color violet generates a large amount of energy in the highest frequencies— each octave packs as much energy as the four octaves below it. Violet noise is sometimes used to mask symptoms of tinnitus.







## gray the ambient sounds in our lives

Gray is solid and stable, creating a sense of calm and composure. It provides a stable base that can create new and positive energy. It stabilizes colors it comes in contact with, downplaying the stronger and brighter colors and enlightening the softer colors. It symbolizes practicality, dependability, responsibility and sophistication.

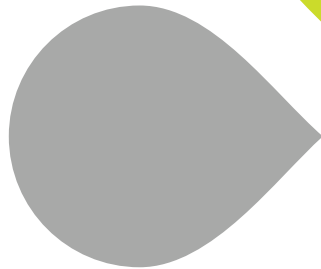


# color palette

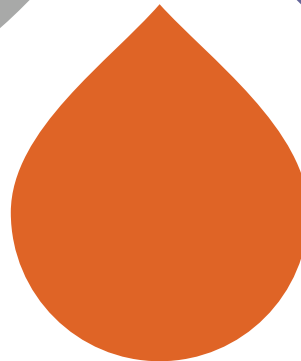
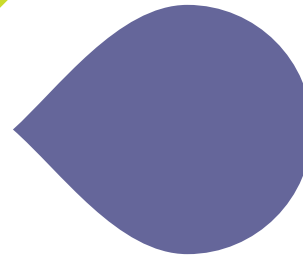
C: 25 M: 0 Y: 100 K: 0  
R: 203 G: 219 B: 43  
Web: #cddb2b



C: 36 M: 29 Y: 29 K: 0  
R: 169 G: 168 B: 169  
Web: #a9a8a9



C: 68 M: 58 Y: 16 K: 1  
R: 102 G: 102 B: 153  
Web: #666699



C: 9 M: 74 Y: 100 K: 1  
R: 220 G: 199 B: 38  
Web: #dc6326

## our typeface

**Lato family:** Our font expresses who we are—the friendly hearing experts. Lato's semi-rounded details of the letters give our words a feeling of warmth, while the strong structure provides stability and seriousness with a touch of friendliness.

## Lato Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 (./;"<>?:'{}|!@\$%^&\*-=+)

## Lato Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 (./;"<>?:'{}|!@\$%^&\*-=+)

## Lato Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 (./;"<>?:'{}|!@\$%^&\*-=+)

## Lato Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 (./;"<>?:'{}|!@\$%^&\*-=+)

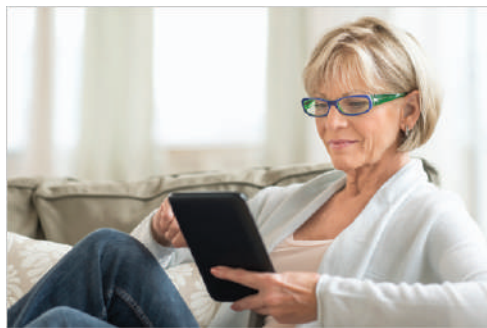
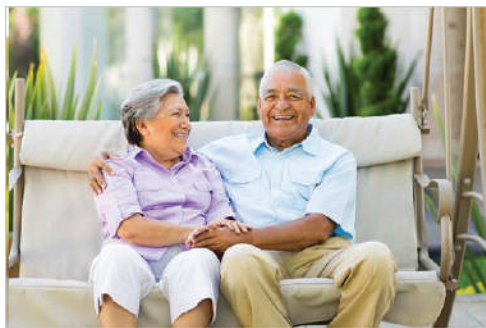
# 04. image styles

## choosing photography

We express abundance, youthful maturity, living positively, embracing life, connection, feeling good and being healthy through our images. We choose images that are natural and soft focus that do not look staged. We avoid images showing people who are weak, those considered elderly or photos that emphasize hearing loss as a disability.

# photo usage

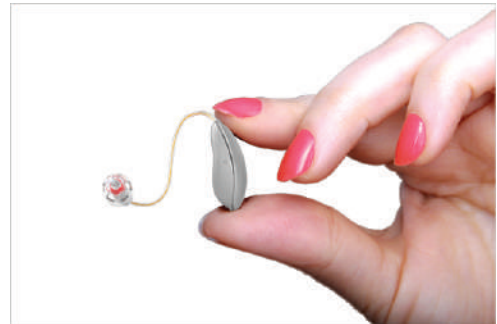
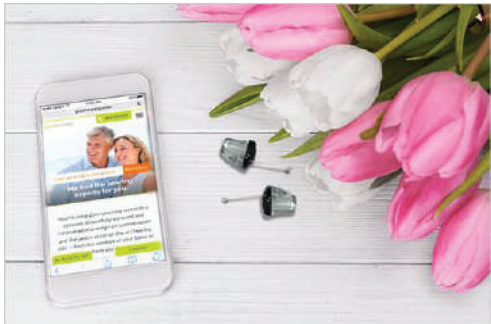
target



# photo usage

## technology

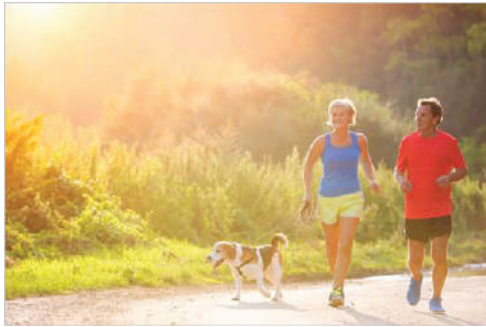
We choose images that show today's devices as small, powerful, high technology, sleek and fitting into everyday life. When alone, images should appear clear and focused on the product. Product images in hand are meant to show scale and those in lifestyle settings give context and meaning.



# photo usage

## lifestyle

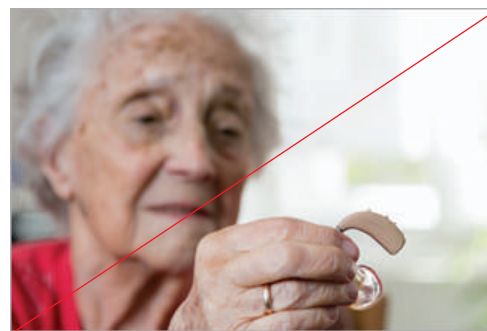
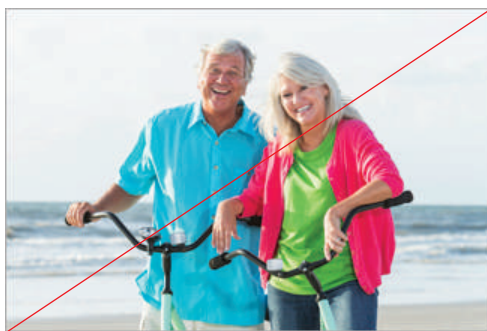
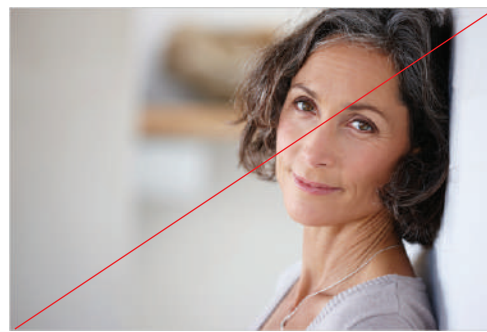
We choose images of individuals typically 55+ that appear 40+ who are diverse, happy, actively living life and enjoying normal everyday settings in a positive way. We want the user to be able to see themselves in these everyday moments. We choose images that typically show 2-5 people in a group. Our motto "Enjoy!" is the primary focus when choosing lifestyle photos.





# photo usage

wrong usage



yourhearing