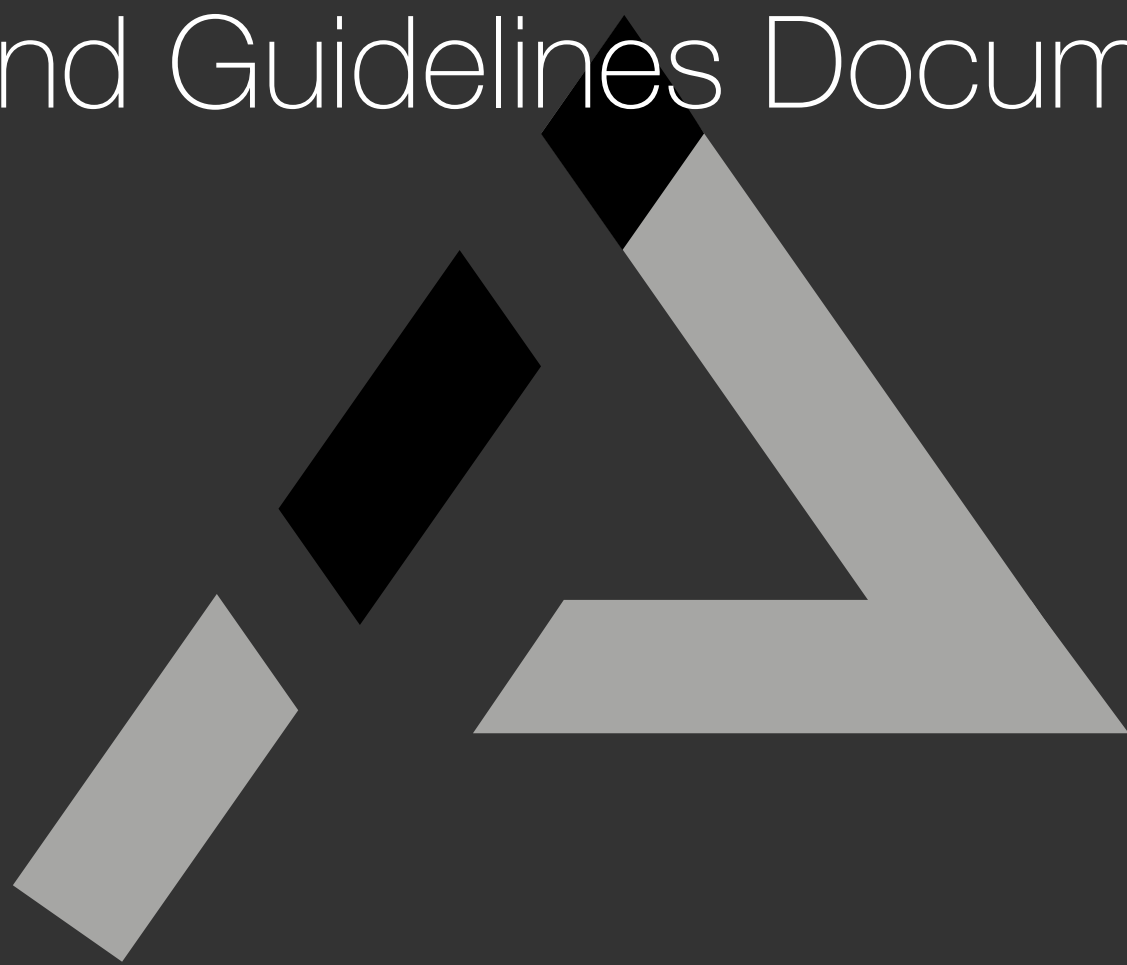


Brand Guidelines Document



inphlicity

Experience the True Experience of Audio

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Brand Introduction

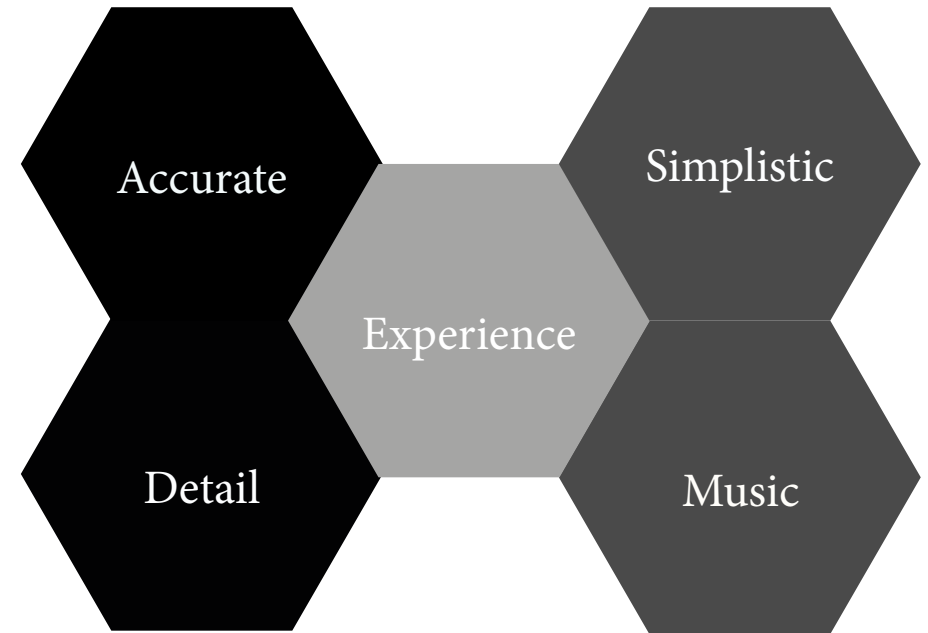
Implicit is a company which specialises in audio quality; they focus on your hearing levels and by doing so they can take out distortion providing best audio quality specifically for your ears.

The goals of the business are to create a partnership with Spotify, to use them as a platform for people to use their product. The characteristics of the company are cool, honesty, integrity, creative, authenticity.

Implicit is cool, honest and creative as it's a completely new way of listening to music, there's no catches to it as it's only there to benefit your experience.

It also has integrity and authenticity to it as it's clear and truthful on what it's trying to achieve. What the product needs to accomplish is to become bigger in the market, and by partnering up with Spotify, one of the world's largest music streaming apps, they are on the right path, as the majority of people if you asked would like to hear music in a much clearer way with no extra cost and which is very easy to use, you would get little or nobody declining that service.

Core Values



Accurate: To be precise or exact.

Inplicity measure the exact levels of your hearing capacity in order for them to provide the best experience possible for your ears.

Detail: attention to or treatment of a subject in individual or minute parts.

Inplicity wants the user to hear every piece of detail the song has to offer. By using this software the listener will be able to hear all the high's & lows of the song.

Experience: an event or occurrence which leaves an impression on someone.

Inplicity is all about experience, it is the key core value to the company, they believe everyone should experience music not only like ever before but they way it should be.

Simplicity: the quality or condition of being easy to understand or do.

Simplicity is in the name "Inspired Simplicity". The goal is to make it easy as possible for the user to use their service.

Music: vocal or instrumental sounds (or both) combined in such a way as to produce beauty of form, harmony, and expression of emotion. Music is the foundation of Inplicity's existence, it is why they are a company today. They believe everyone should have the true artist experience of music.

Master Logo



inplicity

This is the master logo I chose to go forward with. I think this design looks smart and clean.

The design adds to the company's aims to be simple as there is no extravagant design aspects or much detail to it but even still the logo stands out with its sharp edges, bold black coloured eye embedded into the triangle design.

By using this design the logo is then able to be recognised at all sizes as firstly there are no other shapes like the design and also the black eye constantly stands out no matter what size the logo is shrunk down to.

The main objective for the design process of this logo was to be simple and I think the logo that has been designed has achieved this goal.

Logo Variations

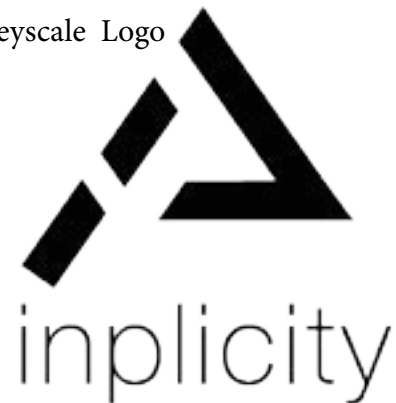
Master Logo



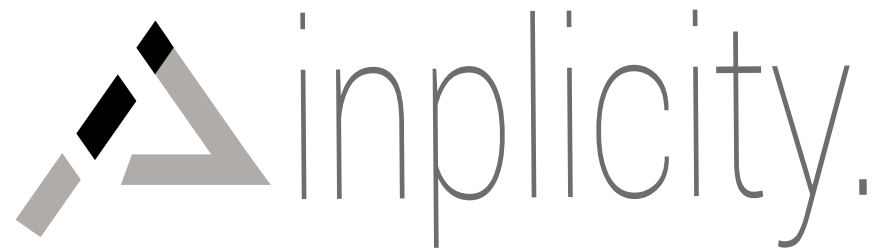
Reverse Logo



Monochrome/Greyscale Logo



Logo design if on pen



Brand Positioning Statement or Tagline

Experience the True Experience of Audio.

“Experience the True Experience of Audio” was the tagline I chose for the logo, when we met John what seemed key to him was the experience.

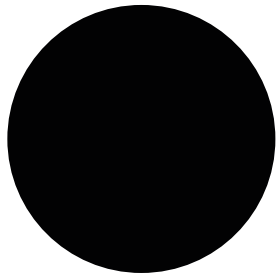
John couldn't stress this enough so with that in mind it only made sense to me to put the word experience in the tagline.

I wanted the tagline to further pull the audience in as if they've never truly experienced audio and this was the way to do it.

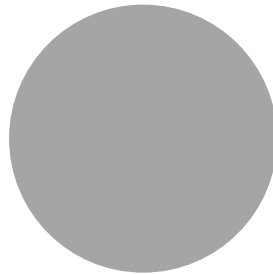
For me the tagline either had to be catchy or try to draw people in, I thought the best way in order for people to try the software was to entice them to use it, make them want to use inplicity's software.



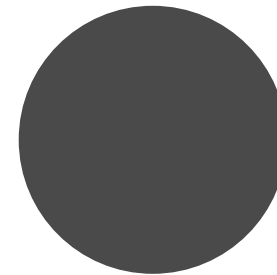
Color Profiles (CMYK & RGB)



#000000



#A6A6A4



#4A4A4A



The colours I chose to go with for the brands logo were Black, Dark Grey and a lighter grey, I think these colours help add professionalism to the brand's logo.

I did contemplate however using bright colours but I felt that it would make the logo look less professional so I chose to stick with the Steel kind of looking theme throughout the design process.

Typography

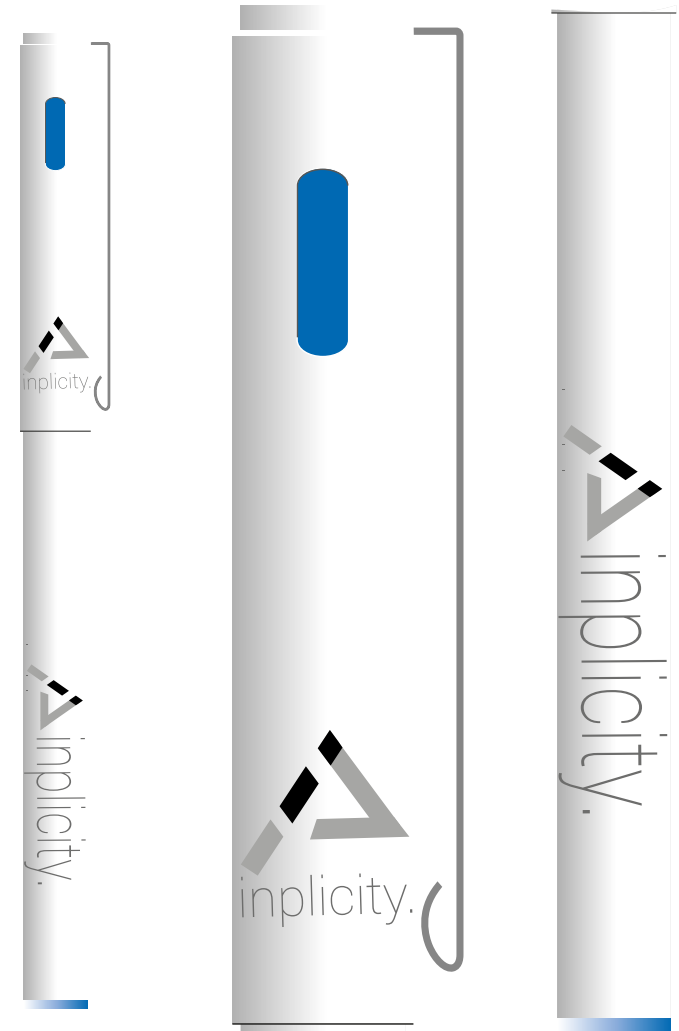
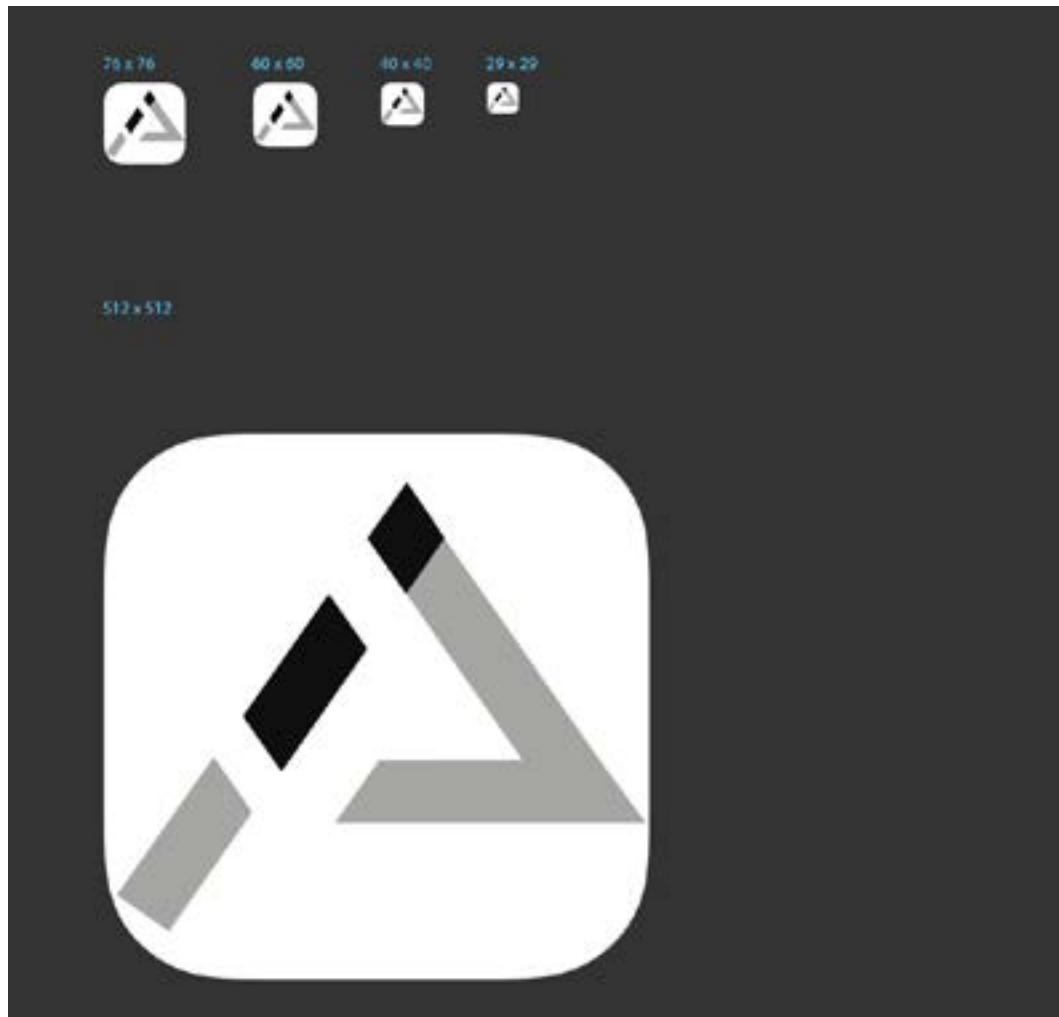
Helvetica Neue LT Std 35 Thin

A	B	C	D	E	F	G	H	I
J	K	L	M	N	O	P	Q	R
S	T	U	V	W	X	Y	Z	
a	b	c	d	e	f	g	h	i
j	k	l	m	n	o	p	q	r
s	t	u	v	w	x	y	z	

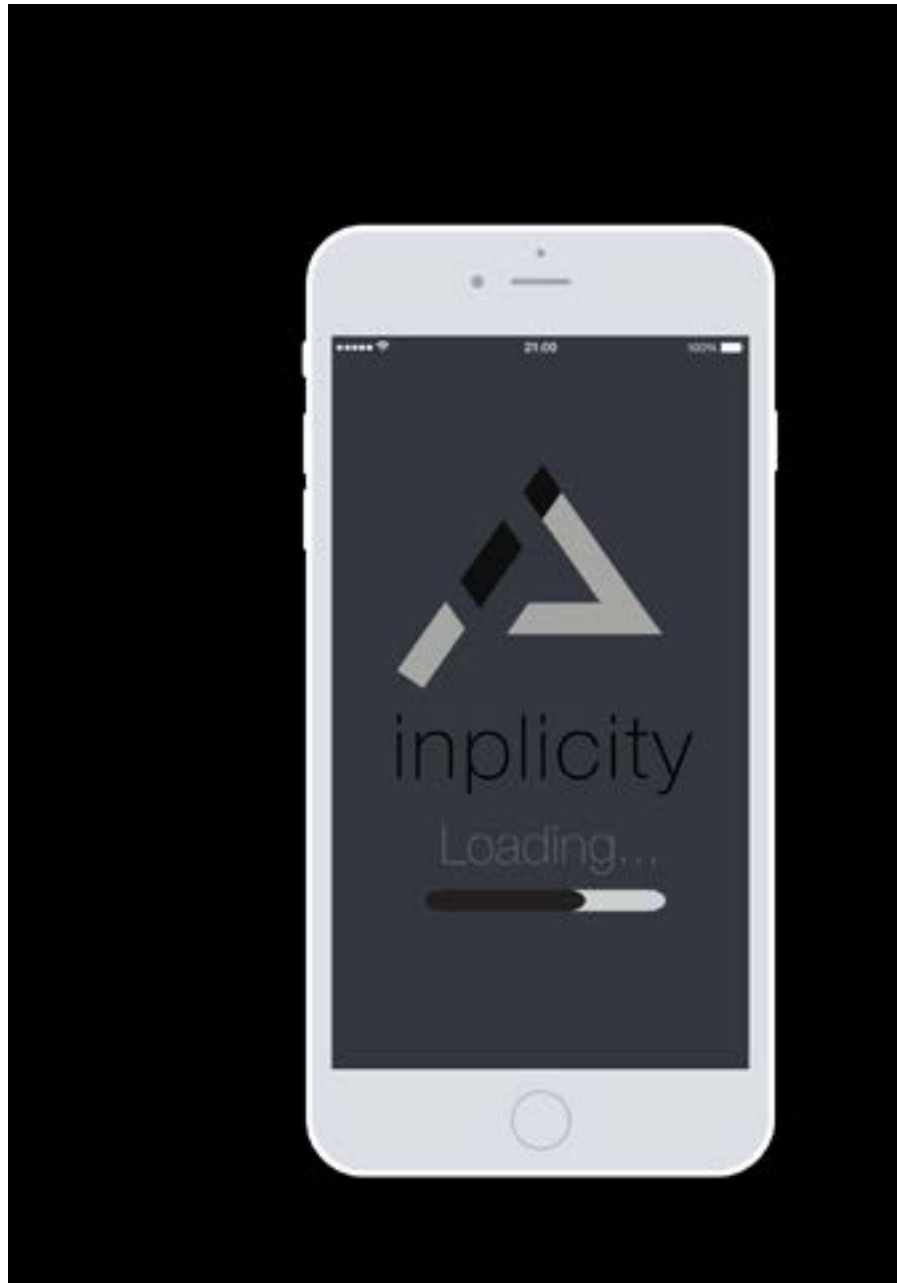
I chose this font as I think it looks aesthetically well, the simplicity to the font is one of the key reasons I chose it. I think it fits in well with what the brand is trying to achieve, the font is plain and simple which is the look the company wants to claim for their brand. I think it helps add sharpness to the logo making it look more professional.



Touchpoints/ Examples of brand in use








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 incipity

 Experience the True Experience of Audio.

 JOINED JULY 2009



 Incipity

 @incipity

 We create truly personalised audio enhancement technologies for music and content streaming.

 Your location: yourmobi12345

 Tweet to Your Name here

TWEETS 781

 PHOTOS/VIDEOS 62

 FOLLOWING 164

 FOLLOWERS 277

 FAVORITES 24

 VIEW Lists

 Following

Tweets


 28m ago

 Twitter changes its layout, again. This one is a huge tweet. #NewTwitter

 100 22 80

1h ago

 This is a tweet with a nice #picture attached. Feel free to insert your favorite image here.



 incipity

 310 22 80

[View more photos](#)

Who to follow

 Giulio Bordonaro @GiulioB

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 Interesting User @User

 Follow

 Other User @OtherUser

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 #NewTwitter

 #GBX

 #graphicdesign

 #mockup



Andrew Murphy

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