



## MISSION STATEMENT

**Better sound, smarter systems, safer spaces,  
exceptional service.**

For nearly 90 years, Bogen Communications, Inc. has been a leading provider of commercial amplifiers, speakers, and intercom systems for music, paging, and educational applications.

Bogen's mission is to provide installers with a high-quality sound system that is easy to design and install. Our dependable products are reliable and expandable with convenient features that are easy to understand, operate, and which produce exceptional voice and music reproduction when and where it is needed. We offer a full line of products and are always adding new electronics equipment to meet advancing technical requirements.

Bogen Communications, Inc. has established multiple brands and product lines for Commercial, Educational, Pro-Audio and Residential applications and developed innovative solutions for equipping our customers with the right system for any venue.

By continuing to provide superior sound reinforcement products, Bogen has won the continued loyalty of an ever-increasing network of dealers, distributors, contractors, and installers worldwide.

## VISION STATEMENT

**To develop communications systems that are  
indispensable to the daily operations of our end users.**

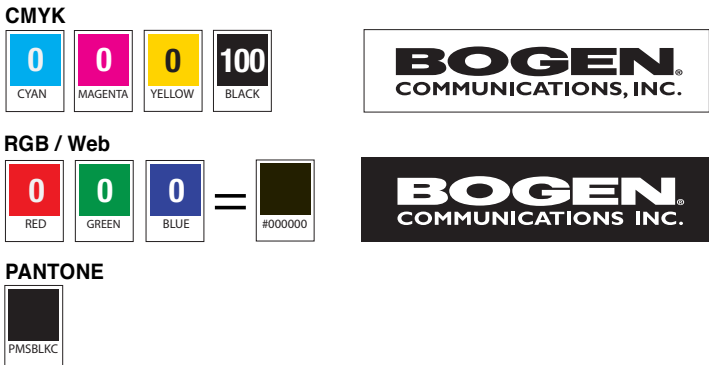


**Bogen Communications, Inc. - Primary Logo**



The Bogen Communications, Inc. (BCI) is the primary logo for the brand, and should appear on any/every marketing materials. It should be used on nearly all product materials, as well in product screening, manual, or label, etc., as it is the registered name/logo for the company.

**Bogen Communications, Inc. - Logo Color(s)**



The BCI logo should appear as BLACK on nearly all marketing materials. The CMYK, RGB, and PANTONE color(s) for the logo are as shown here. The BCI logo should appear as BLACK in any color and B/W scenarios. The logo can be reversed out as WHITE in scenarios where a black background is present, for example a screening on a dark product or label.

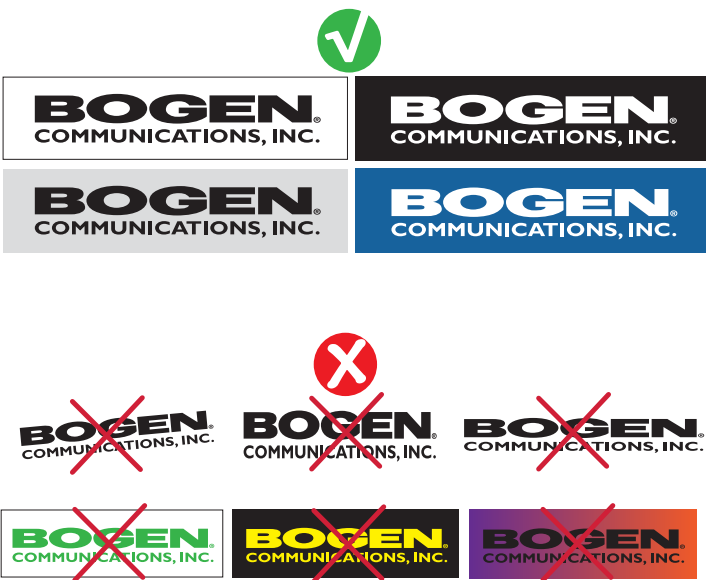
The BCI logo is fully-outlined artwork, no fonts are required and none should ever be substituted.

**Bogen Communications, Inc. - Logo Spacing**



Spacing for the BCI primary logo for the brand should be as shown. It's crucial that whitespace is used liberally. An 'O' spacer (from the BOGEN portion of the BCI logo) at size is the desired minimum distance on all sides of logomark. This distance should be maintained for any interaction with other design elements. A website address, however, can be added directly beneath logo, at a slightly closer distance beneath main logo, when appropriate.

**Bogen Communications, Inc. - Logo DO's and DON'Ts**



As stated above the BCI Logo should be used as BLACK in most scenarios, with the a WHITE version being available in certain inverted situations.

The BCI logo BLACK can also be used on a field of background tone/color, provided the shade of the tone/color appears very light and does not over-power the logo (for example, a 15% grey would be max.). A WHITE logo can be used above a very dark color on a very narrow basis and only if keeps the logo sharp in contrast.

The BCI Logo should be NEVER be used or altered in a manner that does not comport with Bogen guidelines. For example, the BCI logo should not be shown as rotated, compressed, or extruded/elongated in any way.

When displayed, the BCI Logo should never have its color changed to anything other than specified above, nor should it be placed on a background color of gradation or appear in a manner that would have the logo lost due to low-contrast or offending color choices.

**NOTE: The Bogen Communications, Inc.® Logo guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper logo usage, contact Bogen Marketing Department. Third-party usage of The Bogen Communications, Inc.® logo is subject to review and/or approval of Bogen Marketing.**

**Bogen Communications, Inc. - Corporate Logo**



The Bogen Communications, Inc.- Teal (BCIT) represents the company's Corporate Logo and should appear on such marketing materials as business cards, letterhead, and other items for legal/corporate uses.

**Bogen Communications, Inc. - Corporate Logo Color(s)**

Color	CMYK	RGB / Web	PANTONE
Teal	78 CYAN, 16 MAGENTA, 29 YELLOW, 0 BLACK	0 RED, 162 GREEN, 178 BLUE = #00a2b2	PMS320C
Black	0 CYAN, 0 MAGENTA, 0 YELLOW, 100 BLACK	0 RED, 0 GREEN, 0 BLUE = #000000	PMSBLKC

The BCI-Teal logo should appear as shown on nearly all corporate materials. The CMYK, RGB, and PANTONE color(s) for the BCI-Teal Logo are as shown here.

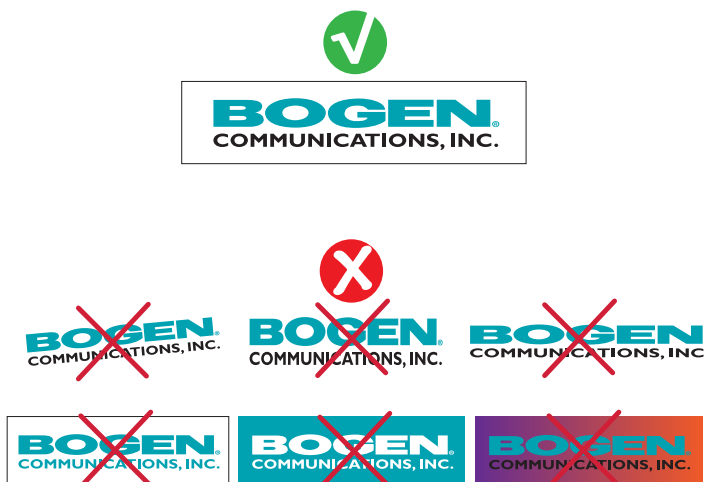
The BCI-Teal logo is fully-outlined artwork, no fonts are required and none should ever be substituted.

**Bogen Communications, Inc. - Corporate Logo Spacing**



Spacing for the BCI-Teal logo for the brand should be as shown. It's crucial that whitespace is used liberally. An 'O' spacer (from the BOGEN portion of the BCI logo) at size is the desired minimum distance on all sides of logomark. This distance should be maintained for any interaction with other design elements. A website address, however, can be added directly beneath logo, at a slightly closer distance beneath main logo, when appropriate.

**Bogen Communications, Inc. - Corporate Logo DO's and DON'Ts**



As stated above the BCI-Teal Logo should be used as shown, in two colors. As such, the BCI-Teal logo should appear/be placed ONLY on a white background.

The BCI-Teal Logo should be NEVER be used or altered in a manner that does not comport with Bogen guidelines. For example, the BCI-Teal logo should not be shown rotated, compressed, or extruded/elongated in any way.

When displayed, the BCI-Teal Logo should never have its color changed to anything other than specified above, nor should it be placed on a background color of gradation or appear in a manner that would have the logo lost due to low-contrast or offending color choices.

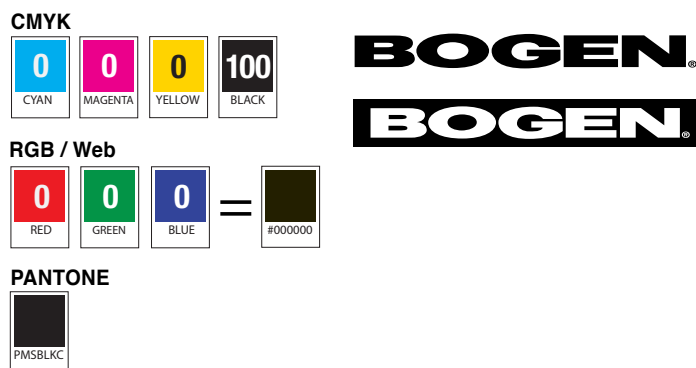
**NOTE: The Bogen Communications, Inc.® Logo guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper logo usage, contact Bogen Marketing Department. Third-party usage of The Bogen Communications, Inc.® logo is subject to review and/or approval of Bogen Marketing.**

**Bogen Communications, Inc. - Bogen Brand, Alternate Logo**



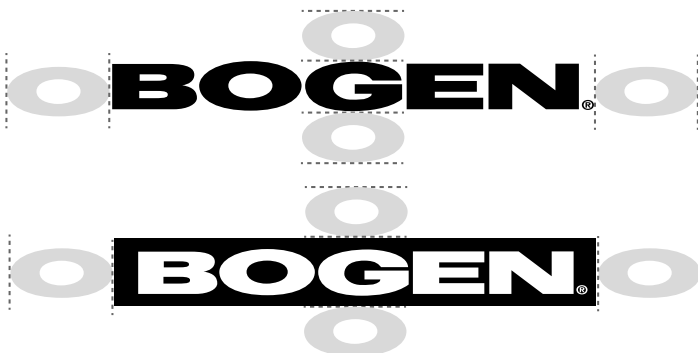
The Bogen Logo (BL) represents the company's Alternate Logo and should appear on a vast array of marketing materials. This BL logo can serve as a main logo head on products and marketing pieces as it serves as a bolder logo presence. This BL logo should be used in tandem with the Bogen Communications, Inc., not as a replacement.

**Bogen Communications, Inc. - Bogen Brand, Alternate Logo Color**



The BL logo should appear as BLACK on nearly all marketing materials. The CMYK, RGB, and PANTONE color(s) for the logo are as shown here. The BCI logo should appear as BLACK in any color and B/W applications. There is a version of the BL logo which can also be used where the BOGEN is reversed out as WHITE and placed in a BLACK box. This version can be used when the logo is placed on a color or gradated background. The BL logo is fully-outlined artwork, no fonts are required and none should ever be substituted.

**Bogen Communications, Inc. - Bogen Brand, Alternate Logo Spacing**



Spacing for the BL logo for the brand should be as shown. It's crucial that whitespace is used liberally. An 'O' spacer (from the BOGEN portion of the BL logo) at size is the desired minimum distance on all sides of logomark. This distance should be maintained for any interaction with other design elements.

**Bogen Communications, Inc. - Bogen Brand, Alternate Logo DO's and DON'Ts**



As stated above the BCI-Teal Logo should be used as shown, in two colors. As such, the BCI-Teal logo should appear/be placed ONLY on a white background.

The BL logo on BLACK box can also be used on a field of background tone/color, provided the shade of the tone/color does not over-power the logo.



The BL Logo should be NEVER be used or altered in a manner that does not comport with Bogen guidelines. For example, the BL logo should not be shown as rotated, compressed, or extruded/elongated in any way.

When displayed, the BL Logo should never have its color changed to anything other than specified above, nor should it be placed on a background color of gradation or appear in a manner that would have the logo lost due to low-contrast or offending color choices.

**NOTE: The Bogen® Logo guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper logo usage, contact Bogen Marketing Department. Third-party usage of the Bogen® logo is subject to review and/or approval of Bogen Marketing.**

**Bogen Communications, Inc. - ES Channel Logo**



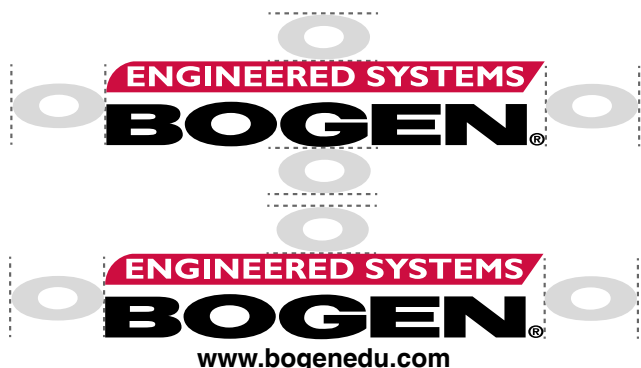
The Bogen Engineered Systems (B-ES) represents the company's ES Channel Logo and should appear on such marketing materials as business cards, letterhead, and other items for legal/corporate uses.

**Bogen Communications, Inc. - ES Channel Logo Color(s)**

The B-ES logo should appear as shown on nearly all corporate materials. The CMYK, RGB, and PANTONE color(s) for the B-ES Channel logo are as shown here.

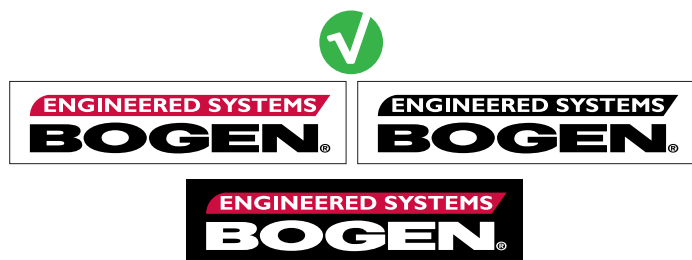
The B-ES logo is fully-outlined artwork, no fonts are required and none should ever be substituted.

**Bogen Communications, Inc. - ES Channel Logo Spacing**

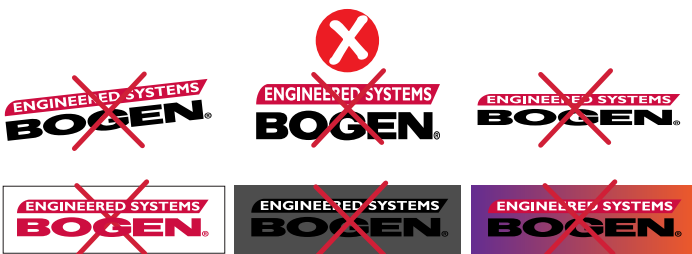


Spacing for the B-ES logo for the ES Channel should be as shown. It's crucial that whitespace is used liberally. An 'O' spacer (from the BOGEN portion of the B-ES logo) at size is the desired minimum distance on all sides of logomark. This distance should be maintained for any interaction with other design elements. A website address, however, can be added directly beneath logo, at a slightly closer distance beneath main logo, when appropriate.

**Bogen Communications, Inc. - ES Channel Logo DO's and DON'Ts**



As stated above the B-ES Channel Logo should be used as shown, in two colors when appearing/placed on a WHITE or a BLACK background. The B-ES logo should be ALL BLACK when used in B/W scenarios.



The B-ES Channel Logo should be NEVER be used or altered in a manner that does not comport with B-ES guidelines. For example, the B-ES logo should not be shown rotated, compressed, or extruded/elongated in any way.

When displayed, the B-ES logo should never have its color changed to anything other than specified above, nor should it be placed on a background color of gradation or appear in a manner that would have the logo lost due to low-contrast or offending color choices.

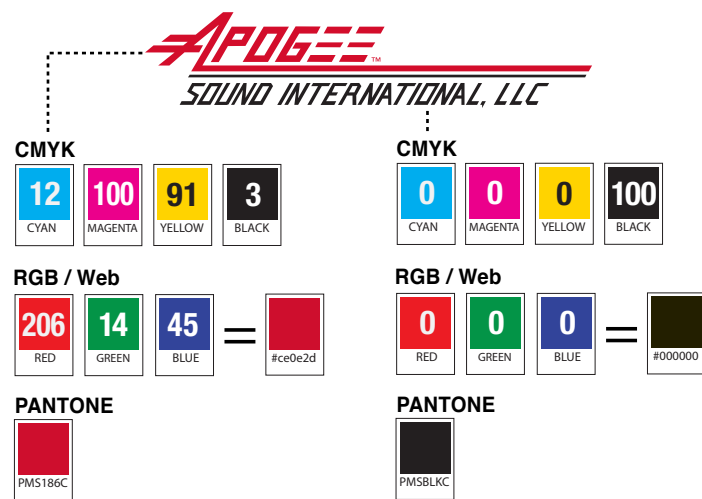
**NOTE: The Bogen Engineered Systems® Logo guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper logo usage, contact Bogen Marketing Department. Third-party usage of the Bogen Engineered Systems® logo is subject to review and/or approval of Bogen Marketing.**

**Apogee Sound International, LLC - Primary Logo**



The Apogee Sound International, LLC Logo (ASI) is the primary logo for the brand, and should appear on any/every marketing materials. It should be used on nearly all product materials, as well in product screening, manual, or label, etc., as it is the registered name/logo for the company.

**Apogee Sound International, LLC - Logo Color(s)**



The ASI-RED/BLACK Logo should appear as shown on nearly all corporate materials. The CMYK, RGB, and PANTONE color(s) for the BCI-Teal Logo are as shown here.

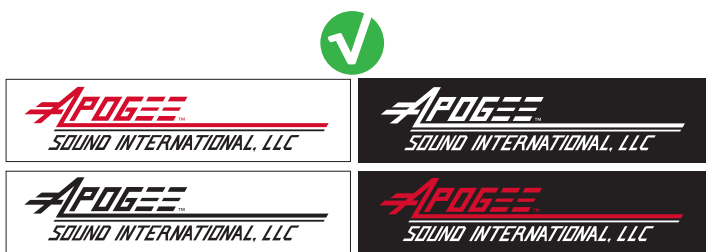
The ASI-RED/BLACK logo is fully-outlined artwork, no fonts are required and none should ever be substituted.

**Apogee Sound International, LLC - Logo Spacing**



Spacing for the ASI primary logo for the brand should be as shown. It's crucial that whitespace is used liberally. An 'EE' spacer (from the Apogee portion of the ASI logo) at size is the desired minimum distance on all sides of logomark as shown. This distance should be maintained for any interaction with other design elements. A website address, however, can be added directly beneath logo, at a slightly closer distance beneath main logo, when appropriate.

**Apogee Sound International, LLC - Logo DO's and DON'Ts**



As stated above the ASI Logo should be used as shown, in two colors (RED & BLACK), especially when used on a white background. The ASI logo can also appear as ALL BLACK on a white background (for B/W scenarios), or as ALL WHITE on a black background. In some 2-color limited circumstances scenarios, the ASI can appear as RED & WHITE on a black background.



The ASI Logo should be NEVER be used or altered in a manner that does not comport with Apogee guidelines. For example, the ASI logo should not be shown as rotated, compressed, or extruded/elongated in any way.

When displayed, the ASI Logo should never have its color changed to anything other than specified above, nor should it be placed on a background color of gradation or appear in a manner that would have the logo lost due to low-contrast or offending color choices.

**NOTE: The Apogee Sound Internation, LLC™ Logo guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper logo usage, contact Bogen Marketing Department. Third-party usage of Apogee Sound Internation, LLC™ logo is subject to review and/or approval of Bogen Marketing.**

**NEAR - Primary Logo**



The NEAR Registered Logo (NEAR) is the primary logo for the brand, and should appear on any/every marketing materials. It should be used on nearly all product pieces, as well in product screening, manual, or label, etc.

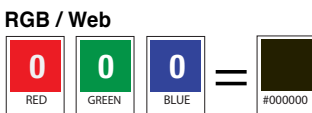
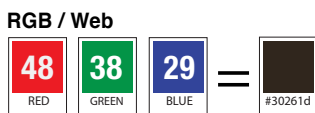
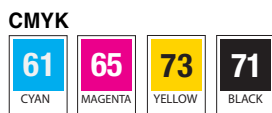
The NEAR logo with its tagline; "NOTHING COMES CLOSER" should be on all materials, and the lone "NEAR" logo can serve as a main logo head on products and marketing pieces as it serves as a bolder logo presence.

**NEAR - Logo Color(s)**



The NEAR Logo should appear as shown on nearly all corporate materials. The CMYK, RGB, and PANTONE color(s) for the NEAR Logo are as shown here. The logo can appear as its color logo. or as an ALL BLACK version for B/W scenarios.

The NEAR logo is fully-outlined artwork, no fonts are required and none should ever be substituted. However, its tagline: "NOTHING COMES CLOSER" uses the Font: **BLAIR MDITC TT MEDIUM** and can be used if the outlined logo is not being used.



**NEAR - Logo Spacing**



Spacing for the NEAR primary logo for the brand should be as shown. It's crucial that whitespace is used liberally. An 'E' spacer (from the NEAR portion of the logo) at size is the desired minimum distance on all sides of logomark as shown. This distance should be maintained for any interaction with other design elements. A website address, however, can be added directly beneath logo, at a slightly closer distance beneath main logo, when appropriate.

**NEAR - Logo DO's and DON'Ts**



As stated above the NEAR Logo should be used as shown, in BLACK or its CMYK/PMS equivalent, especially when used on a white background. The NEAR logo can also appear as ALL BLACK on a white background (for B/W scenarios), or as ALL WHITE on a black background.

The NEAR Logo should be NEVER be used or altered in a manner that does not comport with NEAR guidelines. For example, the NEAR logo should not be shown as rotated, compressed, or extruded/elongated in any way. When displayed, the NEAR Logo should never have its color changed to anything other than specified above, nor should it be placed on a background color of gradation or appear in a manner that would have the logo lost due to low-contrast or offending color choices.

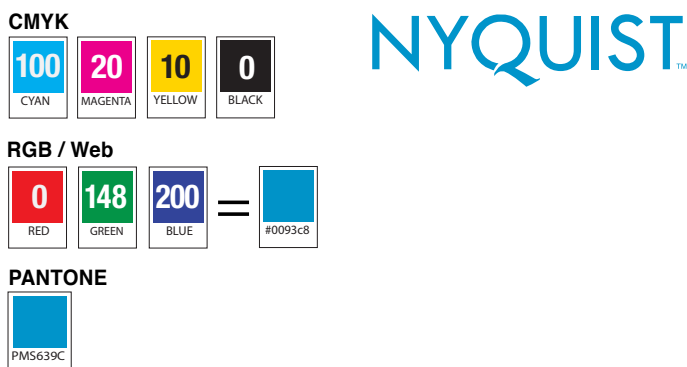
**NOTE: NEAR® Logo guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper logo usage, contact Bogen Marketing Department. Third-party usage of NEAR® logo is subject to review and/or approval of Bogen Marketing.**

**NYQUIST - Brand Logo**



The NYQUSIT Trademark Logo (NYQUIST) is a brand logo and should appear on any/every marketing materials concerning that product/service. It can be used on product pieces, as well in product screening, manual, or label, etc.

**NYQUIST - Logo Color(s)**



The NYQUIST Brand Logo should appear as shown on Nyquist-related materials. The CMYK, RGB, and PANTONE color(s) for the NYQUIST Logo are as shown here. The logo can appear as its color logo, or as ALL BLACK version for B/W scenarios.

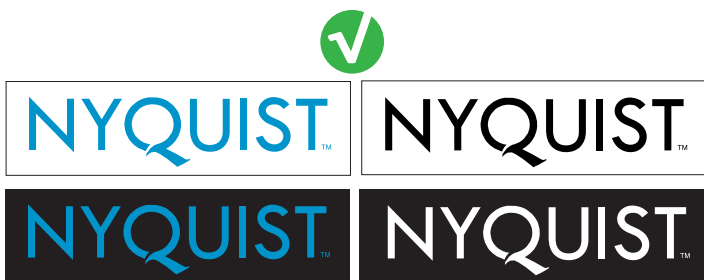
The NYQUIST logo is fully-outlined artwork, no fonts are required and none should ever be substituted.

**NYQUIST - Logo Spacing**



Spacing for the NYQUIST Brand logo should be as is shown here. It's crucial that whitespace is used liberally. An 'N' spacer (from the NYQUIST portion of the logo) at size is the desired minimum distance on all sides of logomark as shown. This distance should be maintained for any interaction with other design elements. .

**NYQUIST- Logo DO's and DON'Ts**



As stated above the NYQUIST Logo should be as shown, in BLACK or its CMYK/PMS equivalent, especially when used on a white background. The NEAR logo can also appear as ALL BLACK on a white background (for B/W scenarios), or as ALL WHITE on a black background.



The NYQUIST Logo should be NEVER be used or altered in a manner that does not comport with NYQUIST guidelines. For example, the NYQUIST logo should not be shown as rotated, compressed, or extruded/elongated in any way.

When displayed, the NYQUIST Logo should never have its color changed to anything other than specified above, nor should it be placed on a background color of gradation or appear in a manner that would have the logo lost due to low-contrast or offending color choices.

**NOTE: NYQUIST™ Logo guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper logo usage, contact Bogen Marketing Department. Third-pary usage of NYQUIST™ logo is subject to review and/or approval of Bogen Marketing.**



**NYQUIST - Brand Logo**



The QUANTUM Logo (QUANTUM) is a brand logo and should appear on any/every marketing materials that relate to that product/service. It can be used on product pieces, as well in product screening, manual, or label, etc.

**NYQUIST - Logo Color(s)**

**CMYK**  
 Cyan: 12, Magenta: 100, Yellow: 91, Black: 3

**CMYK**  
 Cyan: 0, Magenta: 0, Yellow: 0, Black: 100

**RGB / Web**  
 Red: 0, Green: 154, Blue: 222 = #009ade

**RGB / Web**  
 Red: 0, Green: 0, Blue: 0 = #000000

**PANTONE**  
 PMS2925C

**PANTONE**  
 PMSBLKC

The QUANTUM Logo should appear as shown on nearly all Quantum-related materials. The CMYK, RGB, and PANTONE color(s) for the Quantum are as shown here.

The QUANTUM logo is fully-outlined artwork, no fonts are required and none should ever be substituted.

**QUANTUM - Logo Spacing**



Spacing for the QUANTUM Brand logo should be as shown here. It's crucial that whitespace is used liberally. A 'Q' spacer (from the QUANTUM portion of the logo) at size is the desired minimum distance on all sides of logomark as shown. This distance should be maintained for any interaction with other design elements.

**NYQUIST- Logo DO's and DON'Ts**



As stated above the QUANTUM Logo should be as shown, in BLACK or its CMYK/PMS equivalent, especially when used on a white background. The Quantum logo can also appear as ALL BLACK on a white background (for B/W scenarios), or as ALL WHITE on a black background.



The QUANTUM Logo should be NEVER be used or altered in a manner that does not comport with the Quantum guidelines. For example, the Quantum logo should not be shown as rotated, compressed, or extruded/elongated in any way.

When displayed, the Quantum Logo should never have its color changed to anything other than specified above, nor should it be placed on a background color of gradation or appear in a manner that would have the logo lost due to low-contrast or offending color choices.

**NOTE: QUANTUM Logo guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper logo usage, contact Bogen Marketing Department. Third-party usage of QUANTUM logo is subject to review and/or approval of Bogen Marketing.**

**MULTICOM 2000 - Brand Logo**



The MULTICOM 2000 Logo (MC2K) is a brand logo and should appear on any/every marketing materials that relate to that product/service. It can be used on product pieces, as well in product screening, manual, or label, etc.

**MULTICOM 2000 - Logo Color(s)**

**CMYK**



The MC2K Logo should appear as shown on nearly all Multicom-related materials. The CMYK, RGB, and PANTONE color(s) for the Quantum are as shown here.

**RGB / Web**



The MC2K logo is fully-outlined artwork, no fonts are required and none should ever be substituted.

**PANTONE**

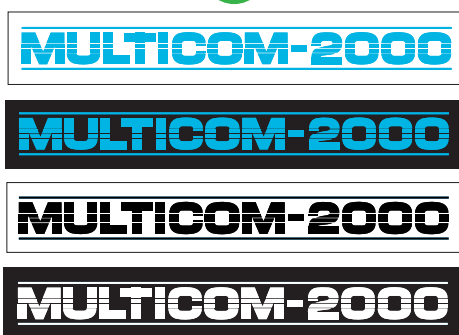


**MULTICOM 2000 - Logo Spacing**



Spacing for the MC2K Brand logo should be as is shown here. It's crucial that whitespace is used liberally. An 'M' spacer (from the MC2K portion of the logo) at size is the desired minimum distance on all sides of logomark as shown. This distance should be maintained for any interaction with other design elements.

**MULTICOM 2000- Logo DO's and DON'Ts**



As stated above the MC2K Logo should be as shown, in its CMYK/PMS equivalent, especially when used on a white background. The MC2K logo can also appear as ALL BLACK on a white background (for B/W scenarios), or as ALL WHITE on a black background.



The MC2K Logo should be NEVER be used or altered in a manner that does not comport with the MC2K guidelines. For example, the MC2K logo should not be shown as rotated, compressed, or extruded/elongated in any way.

When displayed, the MC2K Logo should never have its color changed to anything other than specified above, nor should it be placed on a background color of gradation or appear in a manner that would have the logo lost due to low-contrast or offending color choices.

**NOTE: MULTICOM 2000 Logo guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper logo usage, contact Bogen Marketing Department. Third-party usage of the MULTICOM 2000 logo is subject to review and/or approval of Bogen Marketing.**

Bogen Communications, Inc.



The Color Palette options/examples for the Bogen General Line are as shown below:

[www.bogen.com](http://www.bogen.com)

**COLOR SCHEME #1**

<b>DARK PRIMARY COLOR</b>	<b>CMYK:</b> C: 88 M: 60 Y: 48 K: 32	<b>RGB:</b> R: 36 G: 75 B: 90	<b>PMS:</b> 7477C <b>OPACITY:</b> 100%
<b>PRIMARY COLOR</b>	<b>CMYK:</b> C: 65 M: 42 Y: 38 K: 7	<b>RGB:</b> R: 100 G: 125 B: 136	<b>PMS:</b> 7477C <b>OPACITY:</b> 70%
<b>LIGHT PRIMARY COLOR</b>	<b>CMYK:</b> C: 20 M: 11 Y: 12 K: 0	<b>RGB:</b> R: 201 G: 210 B: 213	<b>PMS:</b> 7477C <b>OPACITY:</b> 23%
<b>TEXT WITHIN ICONS</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 0	<b>RGB:</b> R: 255 G: 255 B: 255	<b>PMS:</b> ---- <b>OPACITY:</b> ----
<b>ACCENT COLOR</b>	<b>CMYK:</b> C: 43 M: 35 Y: 37 K: 1	<b>RGB:</b> R: 152 G: 152 B: 154	<b>PMS:</b> COOL GREY 7C <b>OPACITY:</b> 100%
<b>PRIMARY TEXT</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 100	<b>RGB:</b> R: 35 G: 31 B: 32	<b>PMS:</b> BLACK C <b>OPACITY:</b> 100%
<b>SECONDARY TEXT</b>	<b>CMYK:</b> C: 55 M: 46 Y: 44 K: 11	<b>RGB:</b> R: 118 G: 119 B: 122	<b>PMS:</b> COOL GREY 9C <b>OPACITY:</b> 100%
<b>DIVIDER COLOR</b>	<b>CMYK:</b> C: 27 M: 21 Y: 22 K: 0	<b>RGB:</b> R: 187 G: 187 B: 87	<b>PMS:</b> COOL GREY 4C <b>OPACITY:</b> 100%

**COLOR SCHEME #2**

<b>DARK PRIMARY COLOR</b>	<b>CMYK:</b> C: 100 M: 97 Y: 2 K: 3	<b>RGB:</b> R: 0 G: 15 B: 159	<b>PMS:</b> 072C <b>OPACITY:</b> 100%
<b>PRIMARY COLOR</b>	<b>CMYK:</b> C: 65 M: 42 Y: 38 K: 7	<b>RGB:</b> R: 100 G: 125 B: 136	<b>PMS:</b> 7456C <b>OPACITY:</b> 100%
<b>LIGHT PRIMARY COLOR</b>	<b>CMYK:</b> C: 20 M: 11 Y: 12 K: 0	<b>RGB:</b> R: 201 G: 210 B: 213	<b>PMS:</b> 7456C <b>OPACITY:</b> 35%
<b>TEXT WITHIN ICONS</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 0	<b>RGB:</b> R: 255 G: 255 B: 255	<b>PMS:</b> ---- <b>OPACITY:</b> ----
<b>ACCENT COLOR</b>	<b>CMYK:</b> C: 84 M: 54 Y: 0 K: 0	<b>RGB:</b> R: 0 G: 113 B: 206	<b>PMS:</b> COOL 285C <b>OPACITY:</b> 100%
<b>PRIMARY TEXT</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 100	<b>RGB:</b> R: 35 G: 31 B: 32	<b>PMS:</b> BLACK C <b>OPACITY:</b> 100%
<b>SECONDARY TEXT</b>	<b>CMYK:</b> C: 55 M: 46 Y: 44 K: 11	<b>RGB:</b> R: 118 G: 119 B: 122	<b>PMS:</b> COOL GREY 9C <b>OPACITY:</b> 100%
<b>DIVIDER COLOR</b>	<b>CMYK:</b> C: 59 M: 4 Y: 2 K: 0	<b>RGB:</b> R: 84 G: 192 B: 232	<b>PMS:</b> 2985C <b>OPACITY:</b> 100%

**NOTE: The Bogen Communications, Inc.® color guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper color usage, contact Bogen Marketing Department. Third-party usage of The Bogen Communications, Inc.® color is subject to review and/or approval of Bogen Marketing.**

Bogen Communications, Inc.



The Color Palette Usage options/examples for the Bogen-IP Product (Nyquist) Line are as shown below:  
[www.bogen-ip.com](http://www.bogen-ip.com)

EXISTING BOGEN-IP COLOR SCHEME

<b>DARK PRIMARY COLOR</b>	<b>CMYK:</b> C: 50 M: 77 Y: 68 K: 67	<b>RGB:</b> R: 64 G: 32 B: 32	<b>PMS:</b> 4975C <b>OPACITY:</b> 100%
<b>PRIMARY COLOR</b>	<b>CMYK:</b> C: 24 M: 99 Y: 78 K: 18	<b>RGB:</b> R: 163 G: 32 B: 53	<b>PMS:</b> 201C <b>OPACITY:</b> 100%
<b>LIGHT PRIMARY COLOR</b>	<b>CMYK:</b> C: 24 M: 99 Y: 78 K: 18	<b>RGB:</b> R: 163 G: 32 B: 53	<b>PMS:</b> 201C <b>OPACITY:</b> 73%
<b>TEXT WITHIN ICONS</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 0	<b>RGB:</b> R: 255 G: 255 B: 255	<b>PMS:</b> ---- <b>OPACITY:</b> ----
<b>ACCENT COLOR</b>	<b>CMYK:</b> C: 0 M: 54 Y: 93 K: 0	<b>RGB:</b> R: 248 G: 141 B: 43	<b>PMS:</b> 715C <b>OPACITY:</b> 100%
<b>PRIMARY TEXT</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 100	<b>RGB:</b> R: 35 G: 31 B: 32	<b>PMS:</b> BLACK C <b>OPACITY:</b> 100%
<b>SECONDARY TEXT</b>	<b>CMYK:</b> C: 25 M: 84 Y: 92 K: 19	<b>RGB:</b> R: 161 G: 65 B: 43	<b>PMS:</b> 7593C <b>OPACITY:</b> 100%
<b>DIVIDER COLOR</b>	<b>CMYK:</b> C: 55 M: 46 Y: 44 K: 11	<b>RGB:</b> R: 118 G: 119 B: 122	<b>PMS:</b> COOL GREY 9C <b>OPACITY:</b> 100%

COLOR SCHEME #1

<b>DARK PRIMARY COLOR</b>	<b>CMYK:</b> C: 76 M: 49 Y: 0 K: 0	<b>RGB:</b> R: 42 G: 125 B: 225	<b>PMS:</b> 2727C <b>OPACITY:</b> 100%
<b>PRIMARY COLOR</b>	<b>CMYK:</b> C: 75 M: 25 Y: 0 K: 0	<b>RGB:</b> R: 0 G: 154 B: 222	<b>PMS:</b> 2925C <b>OPACITY:</b> 100%
<b>LIGHT PRIMARY COLOR</b>	<b>CMYK:</b> C: 75 M: 25 Y: 0 K: 0	<b>RGB:</b> R: 0 G: 154 B: 222	<b>PMS:</b> 2925C <b>OPACITY:</b> 30%
<b>TEXT WITHIN ICONS</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 0	<b>RGB:</b> R: 255 G: 255 B: 255	<b>PMS:</b> ---- <b>OPACITY:</b> ----
<b>ACCENT COLOR</b>	<b>CMYK:</b> C: 2 M: 15 Y: 66 K: 0	<b>RGB:</b> R: 252 G: 214 B: 114	<b>PMS:</b> COOL 1215C <b>OPACITY:</b> 100%
<b>PRIMARY TEXT</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 100	<b>RGB:</b> R: 35 G: 31 B: 32	<b>PMS:</b> BLACK C <b>OPACITY:</b> 100%
<b>SECONDARY TEXT</b>	<b>CMYK:</b> C: 100 M: 86 Y: 36 K: 35	<b>RGB:</b> R: 0 G: 40 B: 86	<b>PMS:</b> 295C <b>OPACITY:</b> 100%
<b>DIVIDER COLOR</b>	<b>CMYK:</b> C: 100 M: 86 Y: 36 K: 35	<b>RGB:</b> R: 0 G: 40 B: 86	<b>PMS:</b> 295C <b>OPACITY:</b> 60%

**NOTE: The Bogen Communications, Inc.® color guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper color usage, contact Bogen Marketing Department. Third-party usage of The Bogen Communications, Inc.® color is subject to review and/or approval of Bogen Marketing.**

Bogen Communications, Inc.



The Color Palette Usage options/examples for the Bogenedu Product (Nyquist/Quantum/ Multicom/Time Systems) Line are as shown below:

[www.bogenedu.com](http://www.bogenedu.com)

EXISTING BOGENEDU COLOR SCHEME

<b>DARK PRIMARY COLOR</b>	<b>CMYK:</b> C: 90 M: 73 Y: 56 K: 67	<b>RGB:</b> R: 8 G: 31 B: 45	<b>PMS:</b> 5935C <b>OPACITY:</b> 100%
<b>PRIMARY COLOR</b>	<b>CMYK:</b> C: 82 M: 66 Y: 51 K: 43	<b>RGB:</b> R: 45 G: 61 B: 74	<b>PMS:</b> 5935C <b>OPACITY:</b> 84%
<b>LIGHT PRIMARY COLOR</b>	<b>CMYK:</b> C: 90 M: 73 Y: 56 K: 67	<b>RGB:</b> R: 8 G: 31 B: 45	<b>PMS:</b> 5935C <b>OPACITY:</b> 17%
<b>TEXT WITHIN ICONS</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 0	<b>RGB:</b> R: 255 G: 255 B: 255	<b>PMS:</b> ---- <b>OPACITY:</b> ----
<b>ACCENT COLOR</b>	<b>CMYK:</b> C: 69 M: 58 Y: 53 K: 33	<b>RGB:</b> R: 74 G: 79 B: 84	<b>PMS:</b> 7540C <b>OPACITY:</b> 100%
<b>PRIMARY TEXT</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 100	<b>RGB:</b> R: 35 G: 31 B: 32	<b>PMS:</b> BLACK C <b>OPACITY:</b> 100%
<b>SECONDARY TEXT</b>	<b>CMYK:</b> C: 29 M: 76 Y: 90 K: 23	<b>RGB:</b> R: 149 G: 75 B: 45	<b>PMS:</b> 7587C <b>OPACITY:</b> 100%
<b>DIVIDER COLOR</b>	<b>CMYK:</b> C: 0 M: 22 Y: 50 K: 0	<b>RGB:</b> R: 254 G: 203 B: 139	<b>PMS:</b> 148C <b>OPACITY:</b> 100%

COLOR SCHEME #1

<b>DARK PRIMARY COLOR</b>	<b>CMYK:</b> C: 53 M: 80 Y: 54 K: 50	<b>RGB:</b> R: 82 G: 43 B: 57	<b>PMS:</b> 1797C <b>OPACITY:</b> 100%
<b>PRIMARY COLOR</b>	<b>CMYK:</b> C: 0 M: 87 Y: 80 K: 0	<b>RGB:</b> R: 255 G: 68 B: 56	<b>PMS:</b> WARM RED C <b>OPACITY:</b> 100%
<b>LIGHT PRIMARY COLOR</b>	<b>CMYK:</b> C: 1 M: 23 Y: 5 K: 0	<b>RGB:</b> R: 246 G: 205 B: 215	<b>PMS:</b> 706C <b>OPACITY:</b> 35%
<b>TEXT WITHIN ICONS</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 0	<b>RGB:</b> R: 255 G: 255 B: 255	<b>PMS:</b> ---- <b>OPACITY:</b> ----
<b>ACCENT COLOR</b>	<b>CMYK:</b> C: 50 M: 77 Y: 68 K: 67	<b>RGB:</b> R: 64 G: 32 B: 32	<b>PMS:</b> COOL 4975C <b>OPACITY:</b> 100%
<b>PRIMARY TEXT</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 100	<b>RGB:</b> R: 35 G: 31 B: 32	<b>PMS:</b> BLACK C <b>OPACITY:</b> 100%
<b>SECONDARY TEXT</b>	<b>CMYK:</b> C: 55 M: 46 Y: 44 K: 11	<b>RGB:</b> R: 118 G: 119 B: 122	<b>PMS:</b> COOL GREY 9C <b>OPACITY:</b> 100%
<b>DIVIDER COLOR</b>	<b>CMYK:</b> C: 1 M: 13 Y: 62 K: 0	<b>RGB:</b> R: 253 G: 217 B: 124	<b>PMS:</b> 1215C <b>OPACITY:</b> 100%

**NOTE: The Bogen Communications, Inc.® color guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper color usage, contact Bogen Marketing Department. Third-party usage of The Bogen Communications, Inc.® color is subject to review and/or approval of Bogen Marketing.**

**Apogee Sound International, LLC**



The Color Palette Usage options/examples for the Apogee Sound Product Line are as shown below:

[www.apogee-sound.com](http://www.apogee-sound.com)

**COLOR SCHEME #1**

<b>DARK PRIMARY COLOR</b>	<b>CMYK:</b> C: 51 M: 82 Y: 52 K: 45	<b>RGB:</b> R: 90 G: 45 B: 63	<b>PMS:</b> 7644C <b>OPACITY:</b> 100%
<b>PRIMARY COLOR</b>	<b>CMYK:</b> C: 12 M: 100 Y: 91 K: 3	<b>RGB:</b> R: 206 G: 14 B: 45	<b>PMS:</b> 186C <b>OPACITY:</b> 100%
<b>LIGHT PRIMARY COLOR</b>	<b>CMYK:</b> C: 12 M: 100 Y: 91 K: 3	<b>RGB:</b> R: 206 G: 14 B: 45	<b>PMS:</b> 186C <b>OPACITY:</b> 50%
<b>TEXT WITHIN ICONS</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 0	<b>RGB:</b> R: 255 G: 255 B: 255	<b>PMS:</b> ---- <b>OPACITY:</b> ----
<b>ACCENT COLOR</b>	<b>CMYK:</b> C: 84 M: 54 Y: 0 K: 0	<b>RGB:</b> R: 0 G: 113 B: 206	<b>PMS:</b> COOL 285C <b>OPACITY:</b> 100%
<b>PRIMARY TEXT</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 100	<b>RGB:</b> R: 35 G: 31 B: 32	<b>PMS:</b> BLACK C <b>OPACITY:</b> 100%
<b>SECONDARY TEXT</b>	<b>CMYK:</b> C: 55 M: 46 Y: 44 K: 11	<b>RGB:</b> R: 118 G: 119 B: 122	<b>PMS:</b> COOL GREY 9C <b>OPACITY:</b> 100%
<b>DIVIDER COLOR</b>	<b>CMYK:</b> C: 27 M: 21 Y: 22 K: 0	<b>RGB:</b> R: 187 G: 187 B: 87	<b>PMS:</b> COOL GREY 4C <b>OPACITY:</b> 100%

**COLOR SCHEME #2**

<b>DARK PRIMARY COLOR</b>	<b>CMYK:</b> C: 51 M: 82 Y: 52 K: 45	<b>RGB:</b> R: 90 G: 45 B: 63	<b>PMS:</b> 1955C <b>OPACITY:</b> 100%
<b>PRIMARY COLOR</b>	<b>CMYK:</b> C: 12 M: 100 Y: 91 K: 3	<b>RGB:</b> R: 206 G: 14 B: 45	<b>PMS:</b> 186C <b>OPACITY:</b> 100%
<b>LIGHT PRIMARY COLOR</b>	<b>CMYK:</b> C: 12 M: 100 Y: 91 K: 3	<b>RGB:</b> R: 206 G: 14 B: 45	<b>PMS:</b> 186C <b>OPACITY:</b> 25%
<b>TEXT WITHIN ICONS</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 0	<b>RGB:</b> R: 255 G: 255 B: 255	<b>PMS:</b> ---- <b>OPACITY:</b> ----
<b>ACCENT COLOR</b>	<b>CMYK:</b> C: 100 M: 86 Y: 36 K: 35	<b>RGB:</b> R: 0 G: 40 B: 86	<b>PMS:</b> 295C <b>OPACITY:</b> 75%
<b>PRIMARY TEXT</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 100	<b>RGB:</b> R: 35 G: 31 B: 32	<b>PMS:</b> BLACK C <b>OPACITY:</b> 100%
<b>SECONDARY TEXT</b>	<b>CMYK:</b> C: 51 M: 82 Y: 52 K: 45	<b>RGB:</b> R: 90 G: 45 B: 63	<b>PMS:</b> 1955C <b>OPACITY:</b> 100%
<b>DIVIDER COLOR</b>	<b>CMYK:</b> C: 27 M: 21 Y: 22 K: 0	<b>RGB:</b> R: 187 G: 187 B: 87	<b>PMS:</b> COOL GREY 4C <b>OPACITY:</b> 100%

**NOTE: The Apogee Sound International, LLC™ color guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper color usage, contact Bogen Marketing Department. Third-party usage of the Apogee Sound International, LLC™ color is subject to review and/or approval of Bogen Marketing.**

**NEAR**



The Color Palette Usage options/examples for the NEAR Loudspeakers Product Line are as shown below:

[www.nearspeakers.com](http://www.nearspeakers.com)

**EXISTING NEAR COLOR SCHEME**

<b>PRIMARY COLOR</b>	<b>CMYK:</b> C: 61 M: 65 Y: 73 K: 71  <b>RGB:</b> R: 48 G: 38 B: 29  <b>WEB:</b> #30261d  <b>PMS:</b> BLACK 4C <b>OPACITY:</b> 100%
<b>LIGHT PRIMARY COLOR</b>	<b>CMYK:</b> C: 37 M: 38 Y: 47 K: 3  <b>RGB:</b> R: 163 G: 147 B: 131  <b>WEB:</b> #a39383  <b>PMS:</b> 7530C <b>OPACITY:</b> 100%
<b>ACCENT COLOR 1</b>	<b>CMYK:</b> C: 45 M: 17 Y: 87 K: 0  <b>RGB:</b> R: 154 G: 176 B: 80  <b>WEB:</b> #9ab050  <b>PMS:</b> 377C <b>OPACITY:</b> 76%
<b>ACCENT COLOR 2</b>	<b>CMYK:</b> C: 44 M: 28 Y: 6 K: 0  <b>RGB:</b> R: 147 G: 167 B: 203  <b>WEB:</b> #93a7cb  <b>PMS:</b> 7681C <b>OPACITY:</b> 100%
<b>TEXT WITHIN ICONS</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 0  <b>RGB:</b> R: 255 G: 255 B: 255  <b>WEB:</b> #ffffff  <b>PMS:</b> ---- <b>OPACITY:</b> ----
<b>PRIMARY TEXT</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 100  <b>RGB:</b> R: 35 G: 31 B: 32  <b>WEB:</b> #231f20  <b>PMS:</b> BLACK C <b>OPACITY:</b> 100%
<b>SECONDARY TEXT</b>	<b>CMYK:</b> C: 37 M: 38 Y: 47 K: 3  <b>RGB:</b> R: 163 G: 147 B: 131  <b>WEB:</b> #a39383  <b>PMS:</b> 7530C <b>OPACITY:</b> 100%
<b>DIVIDER COLOR</b>	<b>CMYK:</b> C: 45 M: 17 Y: 87 K: 0  <b>RGB:</b> R: 154 G: 176 B: 80  <b>WEB:</b> #9ab050  <b>PMS:</b> 377C <b>OPACITY:</b> 76%

**COLOR SCHEME #1**

<b>DARK PRIMARY COLOR</b>	<b>CMYK:</b> C: 78 M: 54 Y: 72 K: 61  <b>RGB:</b> R: 33 G: 54 B: 44  <b>WEB:</b> #21362c  <b>PMS:</b> 5605C <b>OPACITY:</b> 100%
<b>PRIMARY COLOR</b>	<b>CMYK:</b> C: 58 M: 22 Y: 100 K: 4  <b>RGB:</b> R: 120 G: 153 B: 4  <b>WEB:</b> #789904  <b>PMS:</b> 377C <b>OPACITY:</b> 100%
<b>LIGHT PRIMARY COLOR</b>	<b>CMYK:</b> C: 28 M: 10 Y: 56 K: 0  <b>RGB:</b> R: 189 G: 202 B: 139  <b>WEB:</b> #bdca8b  <b>PMS:</b> 7490C <b>OPACITY:</b> 50%
<b>TEXT WITHIN ICONS</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 0  <b>RGB:</b> R: 255 G: 255 B: 255  <b>WEB:</b> #ffffff  <b>PMS:</b> ---- <b>OPACITY:</b> ----
<b>ACCENT COLOR</b>	<b>CMYK:</b> C: 37 M: 38 Y: 47 K: 3  <b>RGB:</b> R: 163 G: 147 B: 131  <b>WEB:</b> #a39383  <b>PMS:</b> 7530C <b>OPACITY:</b> 100%
<b>PRIMARY TEXT</b>	<b>CMYK:</b> C: 0 M: 0 Y: 0 K: 100  <b>RGB:</b> R: 35 G: 31 B: 32  <b>WEB:</b> #231f20  <b>PMS:</b> BLACK C <b>OPACITY:</b> 100%
<b>SECONDARY TEXT</b>	<b>CMYK:</b> C: 74 M: 32 Y: 100 K: 19  <b>RGB:</b> R: 72 G: 118 B: 41  <b>WEB:</b> #487629  <b>PMS:</b> 364C <b>OPACITY:</b> 100%
<b>DIVIDER COLOR</b>	<b>CMYK:</b> C: 30 M: 7 Y: 50 K: 0  <b>RGB:</b> R: 183 G: 205 B: 150  <b>WEB:</b> #b7cd96  <b>PMS:</b> 578C <b>OPACITY:</b> 100%

**NOTE: The NEAR® color guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper color usage, contact Bogen Marketing Department. Third-party usage of the NEAR® color is subject to review and/or approval of Bogen Marketing.**

Bogen Communications, Inc.



The Font Usage options/examples for the Bogen General Line are as shown below:

[www.bogen.com](http://www.bogen.com)

EXAMPLE PARAGRAPH:

**BOGEN.COM HEADLINE EXAMPLE**

This is an example of *Bogen Main Body* text typography. This is an example of *Bogen Main Body* text typography. This is an example of where **Highlighted Text can be Bold** within Main Body text section. This is an example of *Bogen Main Body* text typography. This is an example of where **Highlighted Text can be Bold** within Main Body text section.

*An Example of Caption Text*

FONTS:

**HEADLINE TEXT/  
PRODUCT MODEL**

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

HELVETICA NEUE 77 BOLD CONDENSED  
(UPPERCASE ONLY)

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890**

**MAIN BODY/  
TEXT**

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

HELVETICA LIGHT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

**MAIN BODY/  
TEXT**

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

HELVETICA LIGHT OBLIQUE

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

**MAIN BODY/  
HIGHLIGHTED  
TEXT**

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

HELVETICA BOLD

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

**MAIN BODY/  
HIGHLIGHTED  
TEXT**

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

HELVETICA BOLD OBLIQUE

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

**CAPTIONS  
TEXT**

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

HELVETICA NEUE 47 LIGHT CONDENSED OBLIQUE

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

**NOTE: The Bogen Communications, Inc.® font guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper font usage, contact Bogen Marketing Department. Third-party usage of The Bogen Communications, Inc.® fonts are subject to review and/or approval of Bogen Marketing.**



Bogen Communications, Inc.



The Font Usage options/examples for the Bogen-IP Product (Nyquist) Line are as shown below:

[www.bogen-ip.com](http://www.bogen-ip.com)

EXAMPLE PARAGRAPH:

**BOGEN-IP HEADLINE - EXAMPLE**

This is an example of Bogen Main Body text typography. This is an example of Bogen Main Body text typography. This is an example of where **Highlighted Text can be Bold** within Main Body text section. This is an example of Bogen Main Body text typography. This is an example of where **Highlighted Text can be Bold** within Main Body text section.

*An Example of Caption Text*

FONTS:

**HEADLINE TEXT/  
PRODUCT MODEL**

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

OSWALD MEDIUM

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

**SUB-HEADLINE  
TEXT**

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

OSWALD LIGHT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

**MAIN BODY/  
TEXT**

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

ROBOTO LIGHT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

**MAIN BODY/  
HIGHLIGHTED  
TEXT**

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

ROBOTO BOLD

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

**CAPTIONS  
TEXT**

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

ROBOTO ITALIC

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

**NOTE: The Bogen Communications, Inc.® font guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper font usage, contact Bogen Marketing Department. Third-party usage of The Bogen Communications, Inc.® fonts are subject to review and/or approval of Bogen Marketing.**

Bogen Communications, Inc.



The Font Usage options/examples for the Bogenedu Product (Nyquist/Quantum/ Multicom/ Time Systems) Line are as shown below:

[www.bogenedu.com](http://www.bogenedu.com)

EXAMPLE PARAGRAPH:

**BOGENEDU HEADLINE - EXAMPLE**

This is an example of Bogen Main Body text typography. This is an example of Bogen Main Body text typography. This is an example of where **Highlighted Text can be Bold** within Main Body text section. This is an example of Bogen Main Body text typography. This is an example of where **Highlighted Text can be Bold** within Main Body text section.

*An Example of Caption Text*

FONTS:

**HEADLINE TEXT/  
PRODUCT MODEL**

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

OSWALD MEDIUM

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

**SUB-HEADLINE  
TEXT**

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

OSWALD LIGHT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

**MAIN BODY/  
TEXT**

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

ROBOTO LIGHT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

**MAIN BODY/  
HIGHLIGHTED  
TEXT**

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

ROBOTO BOLD

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

**CAPTIONS  
TEXT**

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

ROBOTO ITALIC

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

**NOTE: The Bogen Communications, Inc.® font guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper font usage, contact Bogen Marketing Department. Third-party usage of The Bogen Communications, Inc.® fonts are subject to review and/or approval of Bogen Marketing.**

Apogee Sound International, LLC



The Font Usage options/examples for the Apogee Sound Product Line are as shown below:

[www.apogee-sound.com](http://www.apogee-sound.com)

EXAMPLE PARAGRAPH:

**APOGEE SOUND HEADLINE EXAMPLE**

This is an example of Bogen Main Body text typography. This is an example of Bogen Main Body text typography. This is an example of where Highlighted Text can be **Bold within Main Body** text section. This is an example of Bogen Main Body text typography. This is an example of where **Highlighted Text can be Bold** within Main Body text section.

*An Example of Caption Text*

FONTS:

**HEADLINE  
TEXT/  
PRODUCT  
MODEL**

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

HELVETICA BOLD

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

MAIN BODY/  
TEXT

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

OPEN SANS LIGHT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

MAIN BODY/  
TEXT

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

OPEN SANS LIGHT ITALIC

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

**MAIN BODY/  
HIGHLIGHTED  
TEXT**

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

OPEN SANS BOLD

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

**MAIN BODY/  
HIGHLIGHTED  
TEXT**

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

OPEN SANS BOLD ITALIC

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

*CAPTIONS  
TEXT*

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

ROBOTO CONDENSED LIGHT ITALIC

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890*

**NOTE: The Apogee Sound International, LLC™ font guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper font usage, contact Bogen Marketing Department. Third-party usage of the Apogee Sound International, LLC™ fonts subject to review and/or approval of Bogen Marketing.**

**NEAR**

NEAR®

The Font Usage options/examples for the NEAR Loudspeakers Product Line are as shown below:

[www.nearspeakers.com](http://www.nearspeakers.com)

EXAMPLE PARAGRAPH:

**NEAR HEADLINE EXAMPLE**

This is an example of Bogen Main Body text typography. This is an example of Bogen Main Body text typography. This is an example of where **Highlighted Text can be Bold** within Main Body text section. This is an example of Bogen Main Body text typography. This is an example of where **Highlighted Text can be Bold** within Main Body text section.

*An Example of Caption Text*

FONTS:

HEADLINE  
MAIN TEXT/  
PRODUCT  
MODEL

BLAIR MD ITC TT MEDIUM

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

HEADLINE  
SUB-TEXT

ARIAL BOLD

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

MAIN BODY/  
TEXT

LATO LIGHT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

MODEL  
SPECS/  
CHARTS

ARIAL

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

MAIN BODY/  
HIGHLIGHTED  
TEXT

LATO BOLD

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

CAPTIONS  
TEXT

ROBOTO CONDENSED LIGHT ITALIC

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

TRACKING: 0  
KERNING: 0  
ALIGN: LEFT

**NOTE: The NEAR® font guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper font usage, contact Bogen Marketing Department. Third-party usage of the NEAR® fonts are subject to review and/or approval of Bogen Marketing.**

**Bogen Communications, Inc.****BOGEN**<sup>®</sup>  
**COMMUNICATIONS, INC.**

The Image Usage options/examples for the Bogen General Line are as shown below:

[www.bogen.com](http://www.bogen.com)BEAUTY SHOT/INSTALLATION IMAGERY EXAMPLES:

Imagery for Bogen General Line/legacy products (bogen.com) should showcase the businesses and applications that our products and services can be found at or have the benefit of being installed in. Stock images and, when available, installation photos, should exhibit the many varied venues in which Bogen equipment is being used and the variety of solutions we can offer. Images used should visually represent situations or settings for the installation and use of our products. Locations such as Offices, Warehouses, Hotels, etc. featuring people/crowds engaging in activities that the Bogen legacy products (Speakers, Amplifiers, Microphones, Telephone Paging, etc.) might be installed and used within those applications. The goal is to indicate, by employing a pleasing visual image(s), where sound and communications can be critical and is relevant to the product's use (e.g., a large storage facility or crowded lobby). Images shown are examples, and photos can be used on website pages, emails, brochures, manuals, etc. as necessary. Images can be part of a montage, used as B/W or duotone, and be subject to photo manipulation, as long as it is appropriate and conforms to a consistent design/theme.

PRODUCT IMAGERY EXAMPLES:

Product Imagery for the Bogen General Line should show each product in its natural color. The equipment should be viewed as individual units when required, but also may be combined if the situation calls for the product as part of a "series" or "bundle". Ideally the view of each product should contain a head-on or 3/4 view showing the product's front-facing appearance. The rear panel/view of a product can be included if there is relevant visual information that would be of benefit for view. The products should be shown on a white background in nearly all circumstances. The goal is to represent the product in a clear, pleasing manner, while showing as much relevant physical information as is possible.

**NOTE: The Bogen Communications, Inc.® image guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper image usage, contact Bogen Marketing Department. Third-party usage of The Bogen Communications, Inc.® images are subject to review and/or approval of Bogen Marketing.**

**Bogen Communications, Inc.**

**BOGEN**<sup>®</sup>  
**COMMUNICATIONS, INC.**

The Image Usage options/examples for the Bogen-IP Product (Nyquist) Line are as shown below:

[www.bogen-ip.com](http://www.bogen-ip.com)

BEAUTY SHOT/INSTALLATION IMAGERY EXAMPLES:



Imagery for Bogen-IP Line of products ([bogen-ip.com](http://bogen-ip.com)) should showcase the businesses, settings, and applications that our products and services can be found at or have the benefit of being installed in. Stock images and, when available, installation photos, should exhibit the many varied venues in which Bogen-IP equipment is being used and the variety of solutions we can offer. Images used should visually represent situations or settings for the installation and use of our products. Locations such as Offices, Warehouses, Retail Outlets, Hotels, etc., and featuring people engaging in activities that the Bogen-IP products (Speakers, Amplifiers, Interface/Software Solutions, etc.) might be installed and used within those applications. The goal is to indicate, by employing a pleasing visual image(s), where sound and communications can be critical and is relevant to this product's use (e.g., a large storage facility or crowded lobby). Images shown are examples, and photos can be used on website pages, emails, brochures, manuals, etc. as necessary. Images can be part of a montage, used as B/W or duotone, and be subject to photo manipulation, as long as it is appropriate and conforms to a consistent design/theme.

PRODUCT IMAGERY EXAMPLES:



Product Imagery for the Bogen-IP Line should show each product in its natural color. The equipment should be viewed as individual units when required, but also may be combined if the situation calls for the product as part of a "series" or "bundle". Ideally the view of each product should contain a head-on or 3/4 view showing the product's front-facing appearance. The rear panel/view of a product can be included if there is relevant visual information that would be of benefit for view. The products should be shown on a white background in nearly all circumstances. The goal is to represent the product in a clear, pleasing manner, while showing as much relevant physical information as is possible.

**NOTE: The Bogen Communications, Inc.® image guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper image usage, contact Bogen Marketing Department. Third-party usage of The Bogen Communications, Inc.® images are subject to review and/or approval of Bogen Marketing.**

**Bogen Communications, Inc.**

**BOGEN**<sup>®</sup>  
**COMMUNICATIONS, INC.**

The Image Usage options/examples for the Bogenedu Product (Nyquist/Quantum/ Multicom/ Time Systems) Line are as shown below:

[www.bogenedu.com](http://www.bogenedu.com)

BEAUTY SHOT/INSTALLATION IMAGERY EXAMPLES:



Imagery for Bogenedu Line of products ([bogenedu.com](http://bogenedu.com)) should showcase the businesses, settings, and applications that our products and services can be found at or have the benefit of being installed in. Stock images and, when available, installation photos, should exhibit the Educational venues in which Bogenedu equipment is being used and the variety of solutions we can offer. Images used should visually represent situations or settings for the installation and use of our products. School locations such as Classrooms, Gymnasiums, Theaters, etc., and featuring people engaging in activities that the Bogenedu products (Speakers, Amplifiers, Interface/Software Solutions, etc.) might be installed and used within those applications. The goal is to indicate, by employing a pleasing visual image(s), where sound and communications can be critical and is relevant to this product's use (e.g., assembly hall or crowded cafeteria). Images shown are examples, and photos can be used on website pages, emails, brochures, manuals, etc. as necessary. Images can be part of a montage, used as B/W or duotone, and be subject to photo manipulation, as long as it is appropriate and conforms to a consistent design/theme.

PRODUCT IMAGERY EXAMPLES:



Product Imagery for the Bogenedu Line should show each product in its natural color. The equipment should be viewed as individual units when required, but also may be combined if the situation calls for the product as part of a "series" or "bundle". Ideally the view of each product should contain a head-on or 3/4 view showing the product's front-facing appearance. The rear panel/view of a product can be included if there is relevant visual information that would be of benefit for view. The products should be shown on a white background in nearly all circumstances. The goal is to represent the product in a clear, pleasing manner, while showing as much relevant physical information as is possible.

**NOTE: The Bogen Communications, Inc.® image guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper image usage, contact Bogen Marketing Department. Third-party usage of The Bogen Communications, Inc.® images are subject to review and/or approval of Bogen Marketing.**

**Apogee Sound International, LLC**



The Image Usage options/examples for the Apogee Sound Product Line are as shown below:

[www.apogee-sound.com](http://www.apogee-sound.com)

BEAUTY SHOT/INSTALLATION IMAGERY EXAMPLES:



Imagery for Apogee Line of products ([apogee-sound.com](http://apogee-sound.com)) should showcase the businesses, settings, and applications that our products and services can be found at or have the benefit of being installed in. Stock images and, when available, installation photos, should exhibit the Pro Audio venues in which Apogee equipment is being used and the variety of solutions we can offer. Images used should visually represent situations or settings for the installation and use of our products. Pro Audio venues such as Auditoriums, Theaters, Churches, etc., and featuring people engaging in activities that the Apogee Sound products (Loudspeakers, Subwoofers, Amplifiers, etc.) might be installed and used within those applications. The goal is to indicate, by employing a pleasing visual image(s), where sound and communications can be critical and is relevant to this product's use (e.g., House of Worship or music concert). Images shown are examples, and photos can be used on website pages, emails, brochures, manuals, etc. as necessary. Images can be part of a montage, used as B/W or duotone, and be subject to photo manipulation, as long as it is appropriate and conforms to a consistent design/theme.

PRODUCT IMAGERY EXAMPLES:



Product Imagery for the Apogee Line should show each product in its natural color. The equipment should be viewed as individual units when required, but also may be combined if the situation calls for the product as part of a "series" or "bundle". Ideally the view of each product should contain a head-on or 3/4 view showing the product's front-facing appearance. The rear panel/view of a product can be included if there is relevant visual information that would be of benefit for view. The products should be shown on a white background in nearly all circumstances. The goal is to represent the product in a clear, pleasing manner, while showing as much relevant physical information as is possible.

**NOTE: The Apogee Sound International, LLC™ image guidelines shown above should be followed with little exception. If there are any questions or confusion regarding the instructions or proper image usage, contact Bogen Marketing Department. Third-party usage of the Apogee Sound International, LLC™ images are subject to review and/or approval of Bogen Marketing.**



**NEAR**

# NEAR®

The Image Usage options/examples for the NEAR Loudspeakers Product Line are as shown below:

[www.nearspeakers.com](http://www.nearspeakers.com)

BEAUTY SHOT/INSTALLATION IMAGERY EXAMPLES:



Imagery for NEAR Line of products ([nearspeakers.com](http://nearspeakers.com)) should showcase the outdoor/indoor settings and applications that our products and services can be found at or have the benefit of being installed in. Stock images and, when available, installation photos, should exhibit the Residential venues in which NEAR equipment is being used and the variety of solutions we can offer. Images used should visually represent situations or settings for the installation and use of our products. Outdoor locations such as Backyard Pools & Decks, Restaurants, etc., and featuring people engaging in activities that the NEAR products (Loudspeaker, Subwoofer, Amplifier Solutions, etc.) might be installed and used within those applications. The goal is to indicate, by employing a pleasing visual image(s), where sound and communications can be critical and is relevant to this product's use (e.g., a Marina or an outdoor restaurant/cafe). Images shown are examples, and photos can be used on website pages, emails, brochures, manuals, etc. as necessary. Images can be part of a montage, used as B/W or duotone, and be subject to photo manipulation, as long as it is appropriate and conforms to a consistent design/theme.

PRODUCT IMAGERY EXAMPLES:



Product Imagery for the NEAR Line should show each product in its natural color. The equipment should be viewed as individual units when required, but also may be combined if the situation calls for the product as part of a "series" or "bundle". Ideally the view of each product should contain a head-on or 3/4 view showing the product's front-facing appearance. The rear panel/view of a product can be included if there is relevant visual information that would be of benefit for view. The products should be shown on a white background in nearly all circumstances. The goal is to represent the product in a clear, pleasing manner, while showing as much relevant physical information as is possible.

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