

Corporate Design Guidelines

Basics

02

Basics This chapter contains the basic elements and principles of EPOS' corporate design. They include the logo, layout principle, color system and typography as well as graphics, and icons.

Logo The EPOS logo, along with additional design elements, creates a consistent and unmistakable brand identity that is used across all media.



EPOS



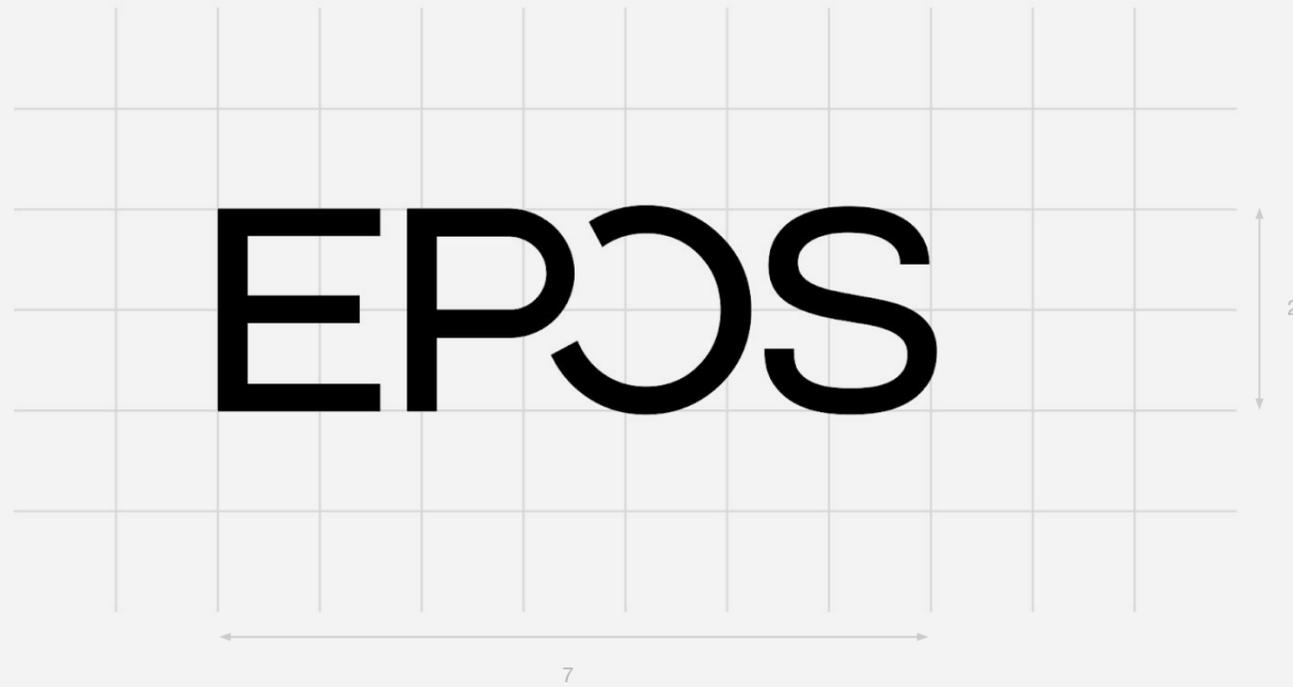
EPOS

Logo Use

Logo should be white on darker backgrounds and black on lighter backgrounds.

The logo should only be used in black or white - not in colours

[Download Logo](#)



Logo Measurement

The logo takes up 2 units vertically and 7 units horizontally.



Clearspace

The clearspace around the word mark is defined by the height and width of the first letter in the logo.

EPDS

EPDS

EPDS

EPDS

EPDS

Above
H: 3mm / h: 4px

EPDS

EPDS

Below
H: 3mm / h: 4px

Logo Size

The logo may be enlarged or reduced down to the minimum size defined for print and digital use.

When to use the small logo:
When the logo go beneath h: 3 mm in for print and h: 40 px for digital the logo made for for small sizes should be taken in to use.

[Download Logo](#)

Typography The EPOS Font Family has been designed to create a structured, shapely, easy to read, and highly recognizable typography that works well across all media.

Aa Ee Rr

EPOS Font
Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz,.,?!|

EPOS Font
Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz,.,?!|

EPOS Font
Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz,.,?!|

The EPOS Font

The font family is an important part of the brand identity. It consists of three styles:

- Light
- Regular
- Medium

The new brand identity requires the consistent use of fonts across all media and platforms.

Capitalization

The EPOS font is never used capitalized.

Fallback Font

Arial

CJK

For CJK we use the open source font [NOTO](#)

[Download the EPOS Font](#)

Headlines / Subheadline

Regular & Light

Crafted to last. Designed to excite.

Bodytext

Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad mcormcorper suscipit lobortis nisl ut aliquip ex ea per suscipit lobortis nisl ut aliquip ex ea Ut wisi enim ad mcor

Use Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna alive-niam, quis nostrud exerci tation ullamcorper mod tincidunt ut laoreet dolore magna ali suscipit lobortis nisl ut aliquip.

Medium Size

Regular

Best in Class Frequency

10–30.000 Hz

Low impedance

28 Ω

Crafted to last. Designed to excite.

[Read More](#)

Weights

Use Regular and Light for headline.

Use Regular for body copy.

Use Regular for medium-sized text snippets.

[Download the EPOS Font](#)

Crafted to last. 96

Kerning
-5

Crafted to last. 80

Crafted to last. 62

Crafted to last. 48

Kerning
0

Crafted to last. 32

Crafted to last. 28

Crafted to last. 24

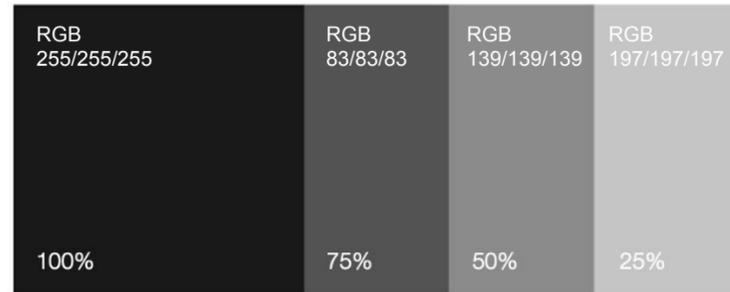
Crafted to last. 19

Crafted to last. 16

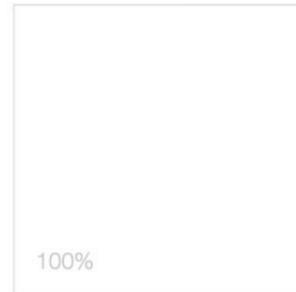
Crafted to last. 10

Colors The primary colors consist of black, white and the established EPOS petrol and mint colors. The complementary secondary colors, burgundy and coral, complete the EPOS color palette and provide for a consistent, yet lively corporate identity.

Black



White



Primary Colors

Primary Colors

Black, white, petrol, and mint are the primary corporate colors of EPOS.

Burgundy and coral are used as an emphasis or accent color (e.g. in typography).

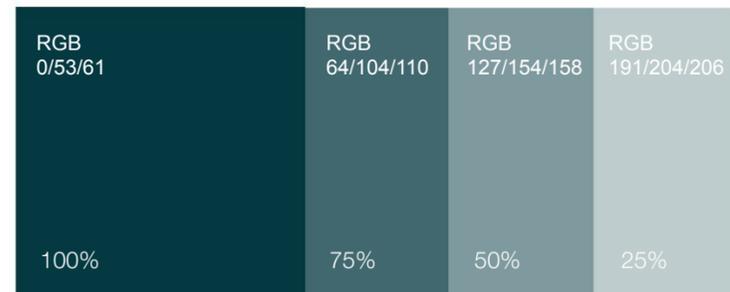
White is an important part of the corporate identity that we use to create white space.

On darker backgrounds, the brighter colors can be used as a font color or as complementary colors for graphics.

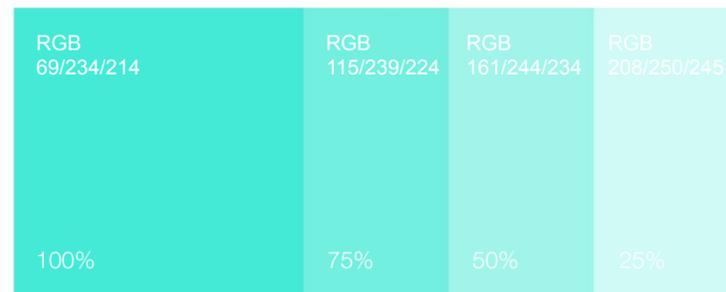
Hues

The hues (75%, 50%, 25%) are only used in combination with their primary color.

Petrol

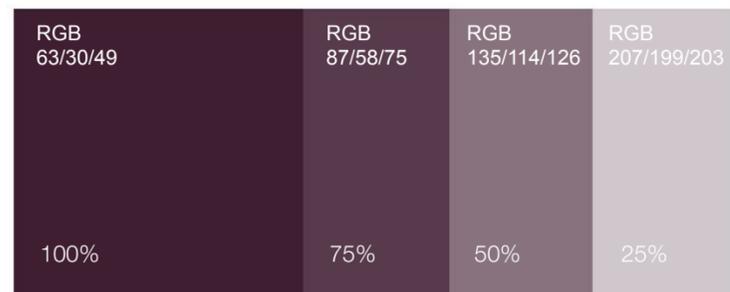


Mint

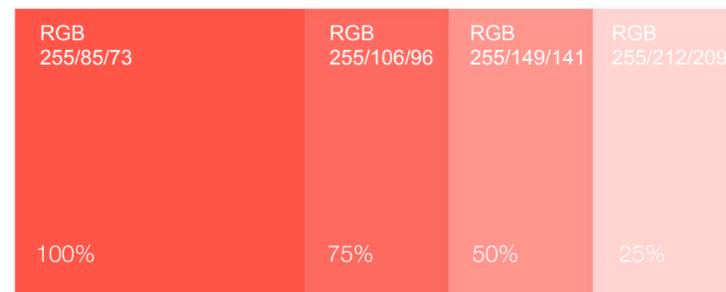


Primary Colors

Burgundy



Coral

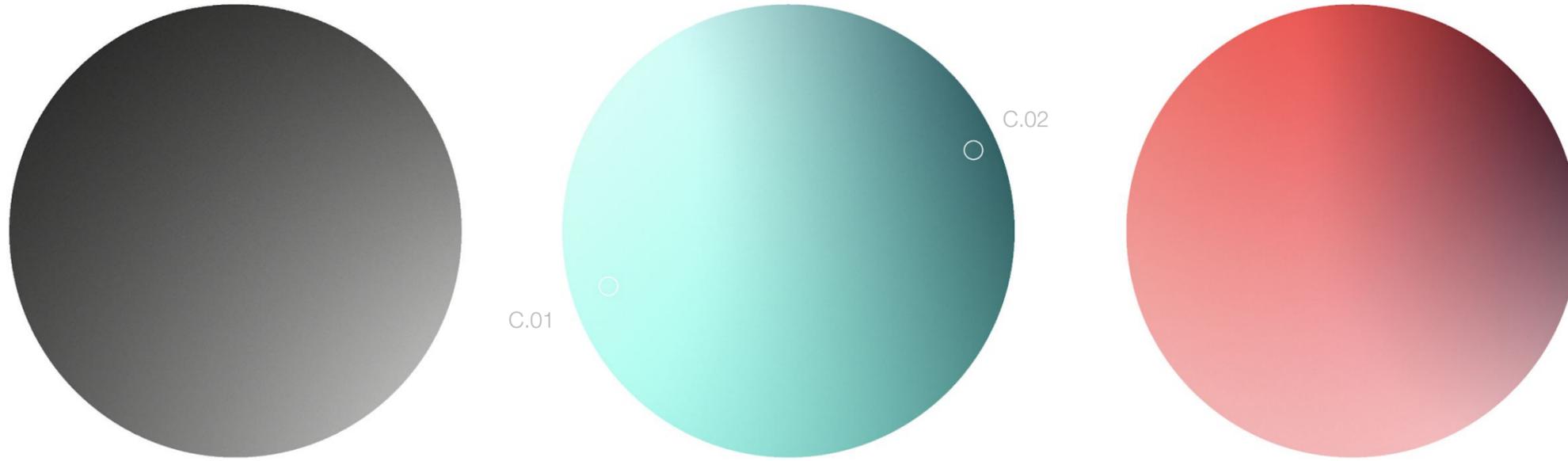


Secondary Colors

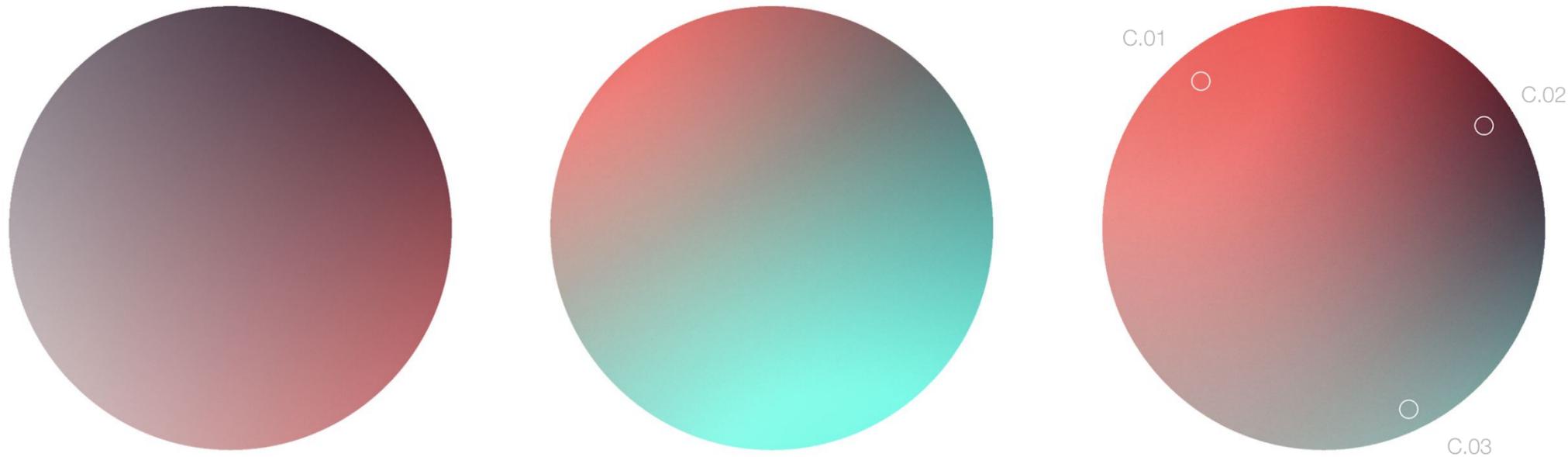
Black		White		Petrol		Mint		Burgundy		Coral	
Pantone	Black C	Pantone	-	Pantone	316 C	Pantone	3252 C	Pantone	7643 C	Pantone	178 C
HKS	88	HKS	-	HKS	56	HKS	51/ 60%	HKS	18	HKS	22
CMYK	79 69 61 88	CMYK	0 0 0 0	CMYK	95 58 53 58	CMYK	58 0 29 0	CMYK	64 86 45 64	CMYK	0 78 65 0
RGB	19 19 19	RGB	255 255 255	RGB	0 53 61	RGB	68 234 214	RGB	63 30 49	RGB	255 85 73
HEX	# 131313	HEX	# FFFFFFFF	HEX	# 00353d	HEX	# 44ead6	HEX	# 3f1e31	HEX	# ff5549
RAL	9011	RAL	9003	RAL	5020	RAL	-	RAL	3005	RAL	-

[Download Colors](#) (import it in Illustrator from the libraries panel)

Two Color Gradient



Three Color Gradient



Color Gradient

The gradient consists of either 2, 3 or 4 colors from the EPOS color scheme.

The gradient can be static or in motion. It is build with the Adobe Illustrator “Freeform Gradient” Tool. Make sure to add a grain effect on top of the gradient.

C.01: #44ead6
C.02: #00353d

C.01: #ff5a5a
C.02: #44ead6
C.03: #3f1e31

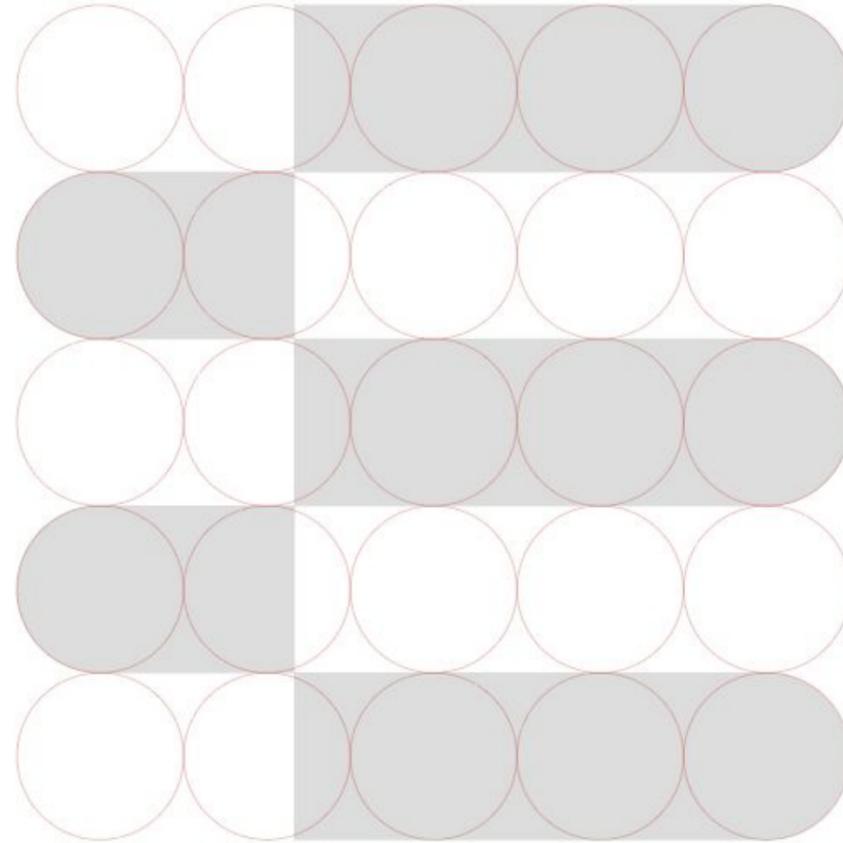
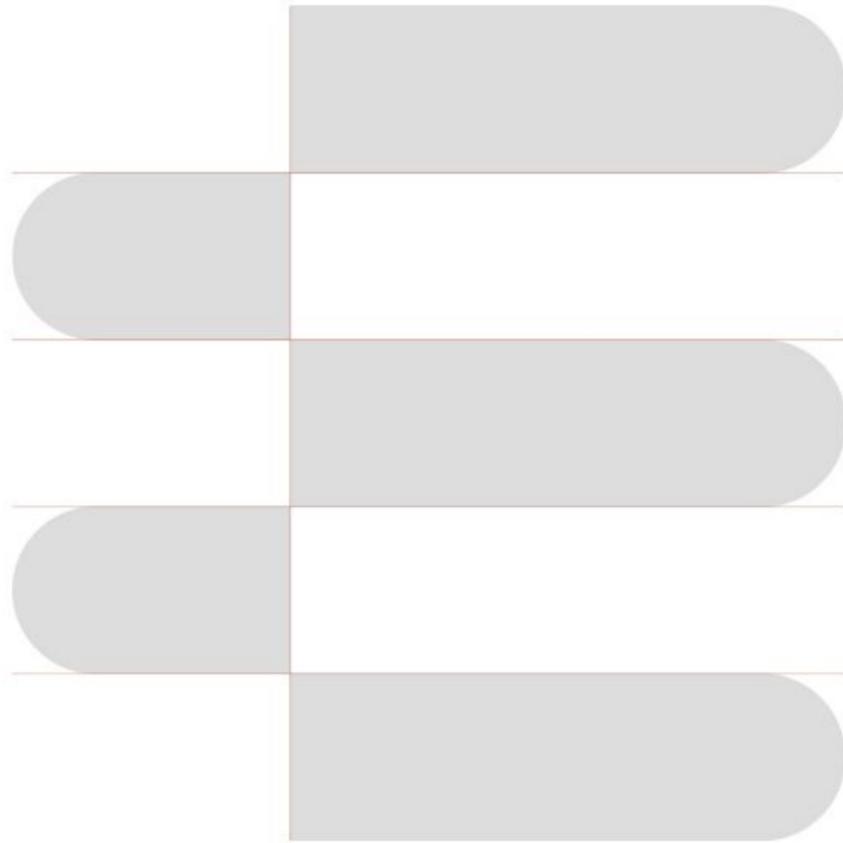
[Download Gradients](#)

Supporting Graphic The 'E' is inspired by the form language of an equalizer. It's a complimentary graphic element that may be used to enhance the branded experience.

Symbolism

The 'E' uses an equalizer metaphor to transform an E to a particular shape.





Structure of the 'E'

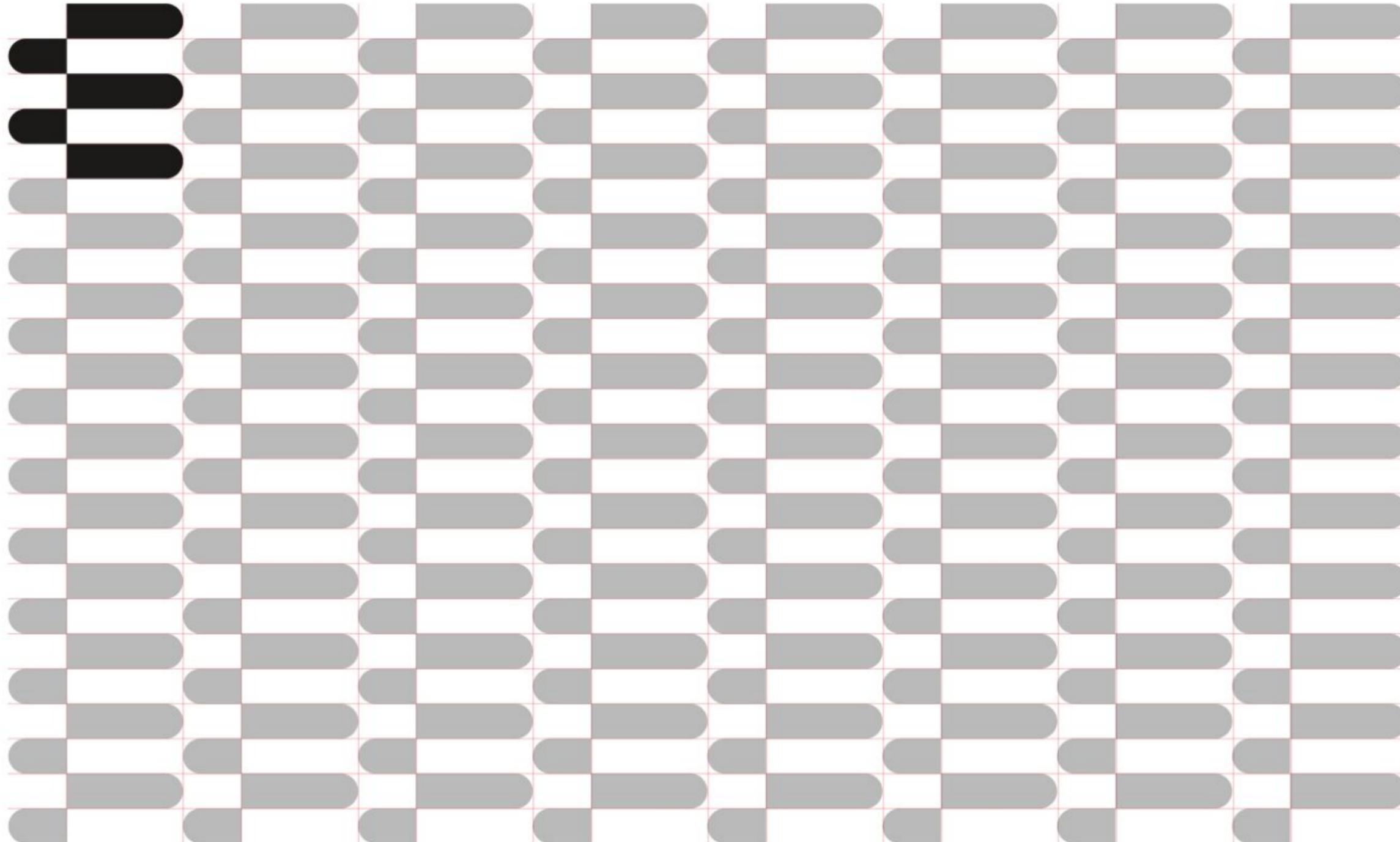
The dimensions of the 'E' are always 5 units – horizontally and vertically.



The 'E' Pattern

The grid is based on the shape and structure of the 'E'.

[Download the 'E' Pattern](#)



The 'E' Pattern

Vertically, the mark is repeated with a distance of one unit. The horizontal repetition has no distance but is moved vertical by two units.

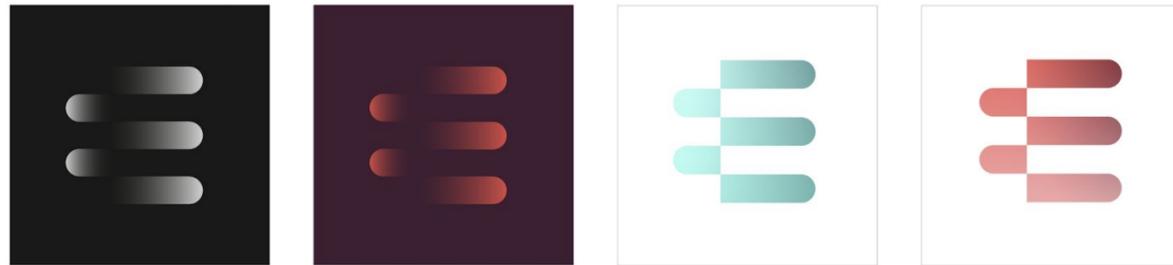
The pattern can be used as a background pattern in small and big scale. It can be applied in physical spaces, like on walls or printed on the back of a folder.

[Download the 'E' Pattern](#)

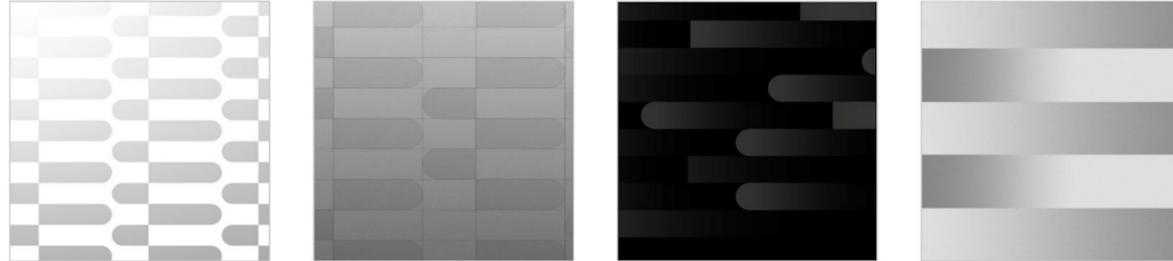
Color Combinations



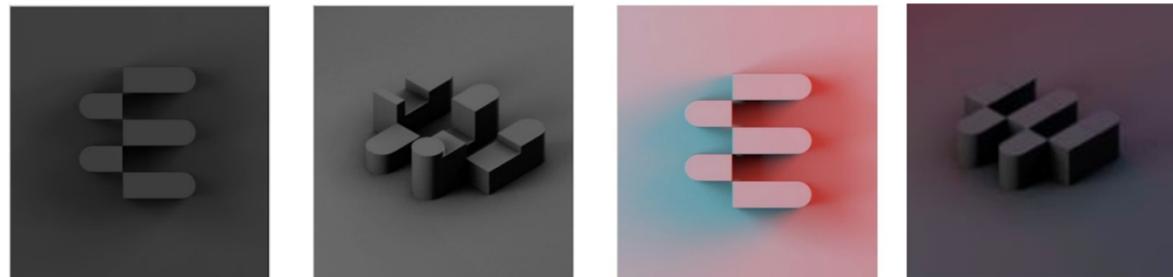
Gradient Use



Pattern Use



3D Use



'E' Treatments

Vertically, the mark is repeated with a distance of one unit. The horizontal repetition has no distance but is moved vertical by two units.

The pattern can be used as a background pattern in small and big scale. It can be applied in physical spaces, like on walls or printed on the back of a folder.

Dos

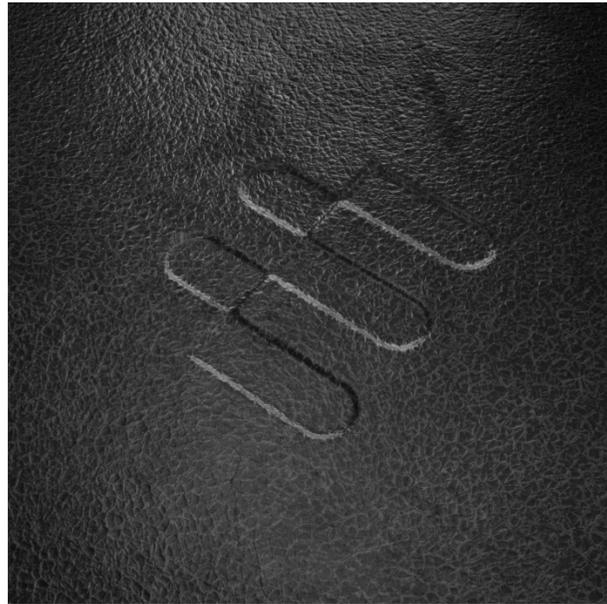
- Be creative!
- Make sure that every application is premium
- Wrap it around other elements in a 3-dimensional space
- If you animate it in 2D or 3D, have sound in mind

Don'ts

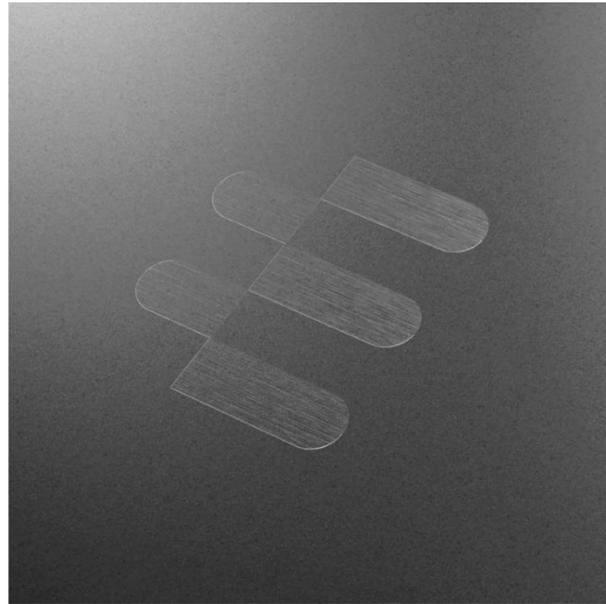
- In full color, do not use non-EPOS colors
- Use it in black on white unless it feels premium

[Download the 3D files](#)

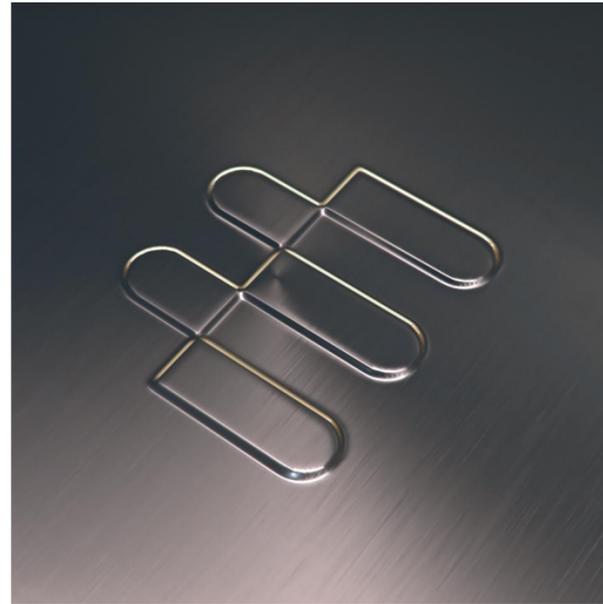
Leather



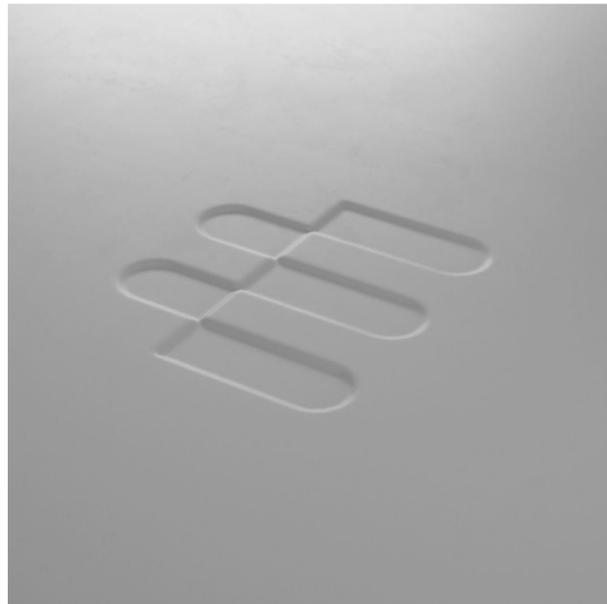
Steel



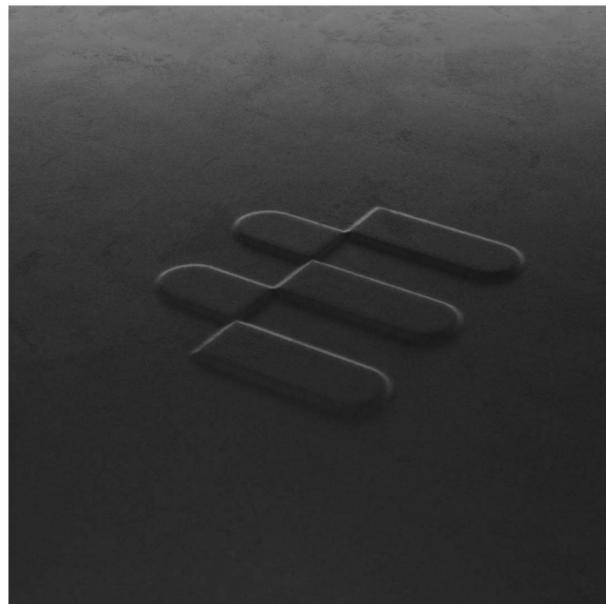
Steel



Plastic



Rubber



Brass



Treatment of the 'E'

Each new product is unique. If there is an obvious place to put the 'E', find the treatment that works best for that specific product and material.

The keyword is premium.

Iconography & Illustration Our iconography and illustrations are connected to the form language of the corporate identity at a fundamental level to make it recognizable and ownable.



Headphones 1



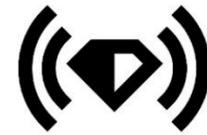
Headphone TalkThrough



Speakerphone



Battery Life



High quality streaming



Reduced Noise from Wind



Headphone ANC



Headphones 2



Bluetooth



Weight



Easy gesture



ActiveGard



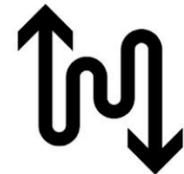
Low Latency



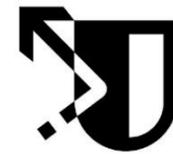
Contact Center



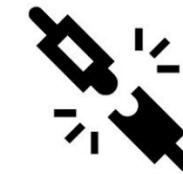
Freq. Response



Charger



Compatible with...



Wireless Range



Microphone



Website icons (18x18): Profile, Notification, email, Download, Share, Home, Search, Basket, Phone, Location,

Icons

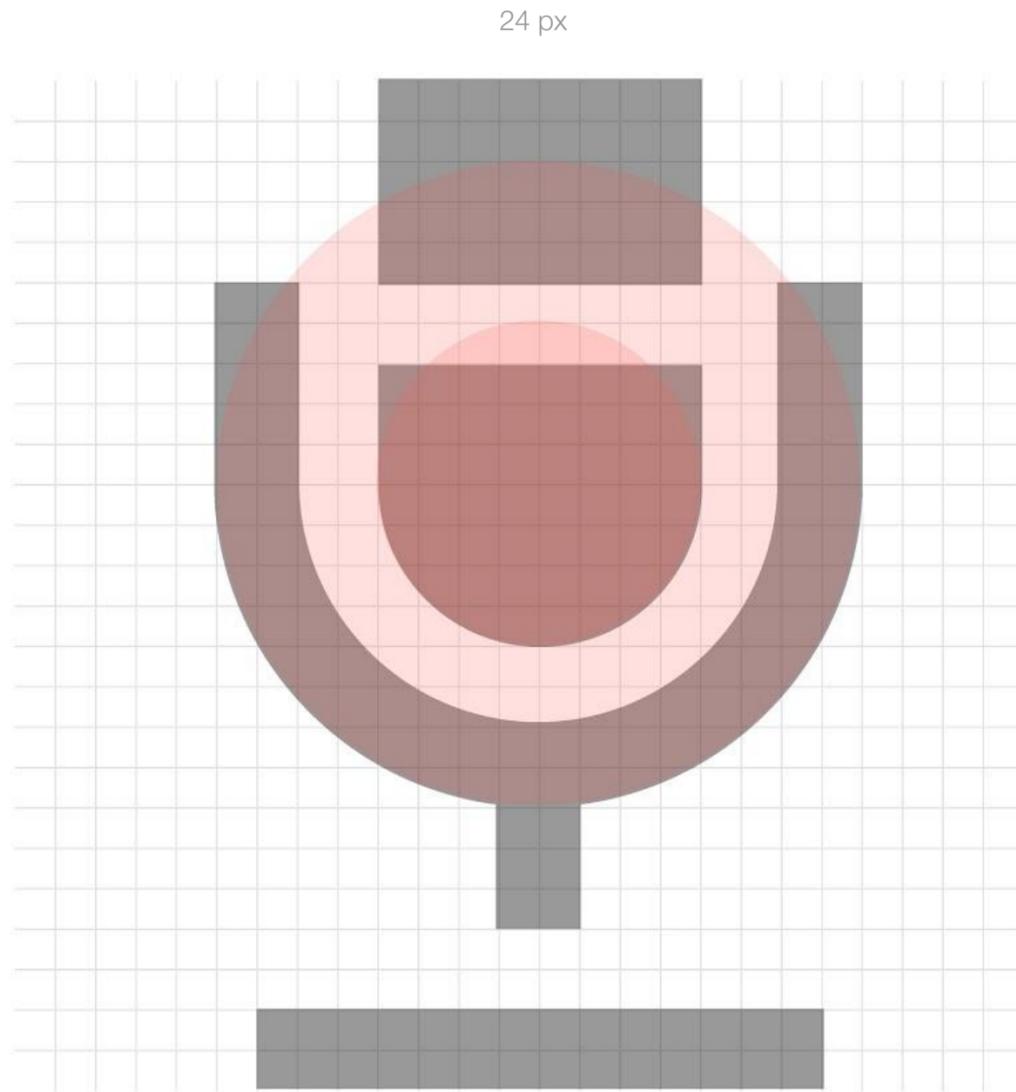
There are two icon groups. The first group is constructed on a 24x24 pixel grid, the second group is 18 x 18 pixel in size.

The first group can be used as a supporting element in print, as well as in digital. The smaller icons are functional icons that are only used on the website.

If none of the icons that have already been developed meet a specific requirement, a graphic designer will need to develop new icons based on the guidelines.

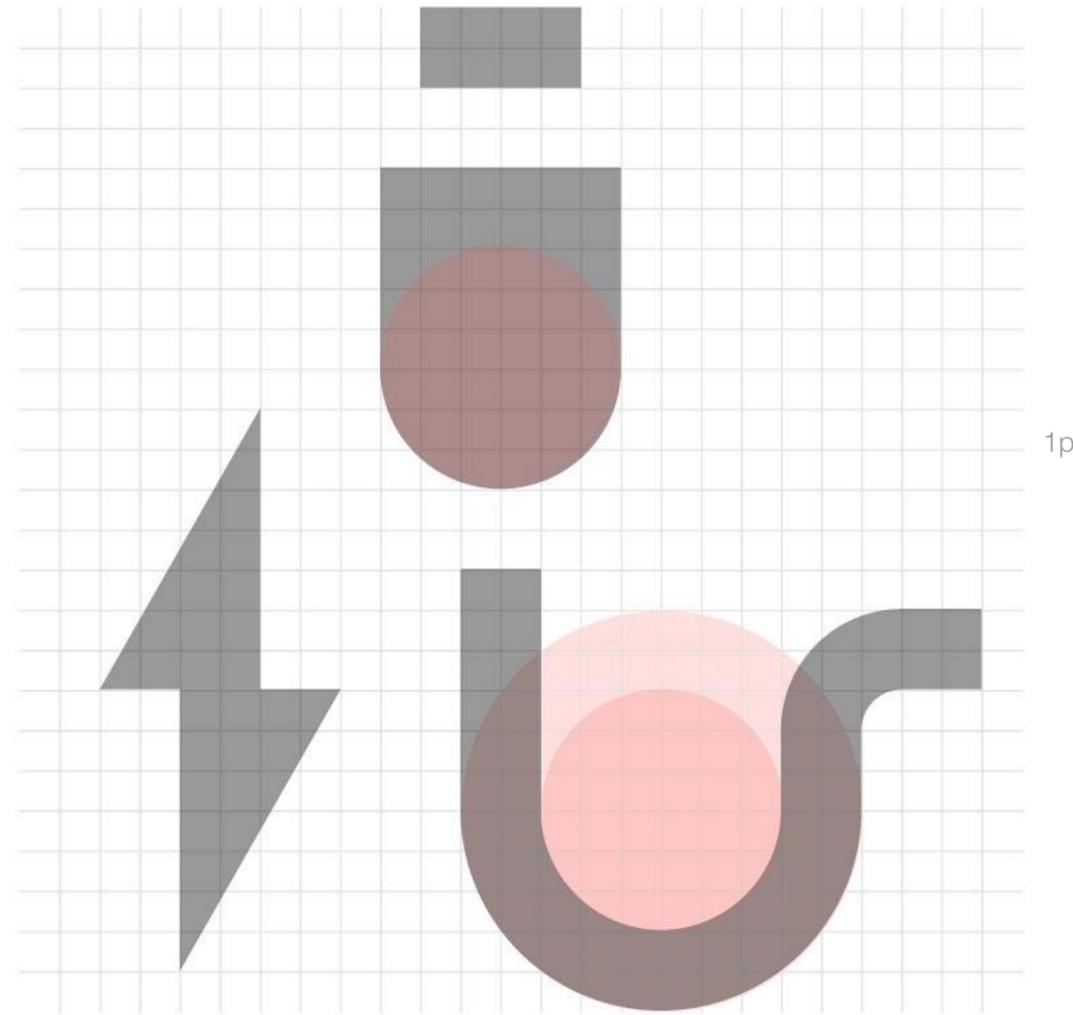
The Brand Design Management Department assumes a supervisory role in this process, assesses the newly developed icons, approves them and arranges for the catalog to be updated.

[Download Icons](#)



 Microphone: Icons are made mostly with 2 px stroke.

24 px



 Charger: 1 px stroke is used to create a more detailed element in the icon

1pt

Icons

There are two icon groups. The first group is constructed on a 24x24 pixel grid, the second group is 18 x 18 pixel in size.

The first group can be used as a supporting element in print, as well as in digital. The smaller icons are functional icons that are only used on the website.

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[Download Icons](#)

Background



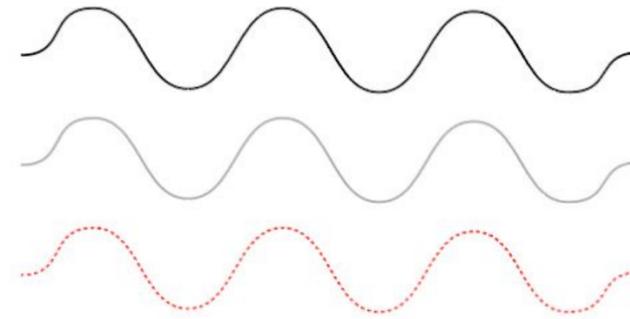
Gradient (b/w)

Product



+black overlay (40% opacity)

Illustration



Sound Wave

Highlight



Microphone



Description

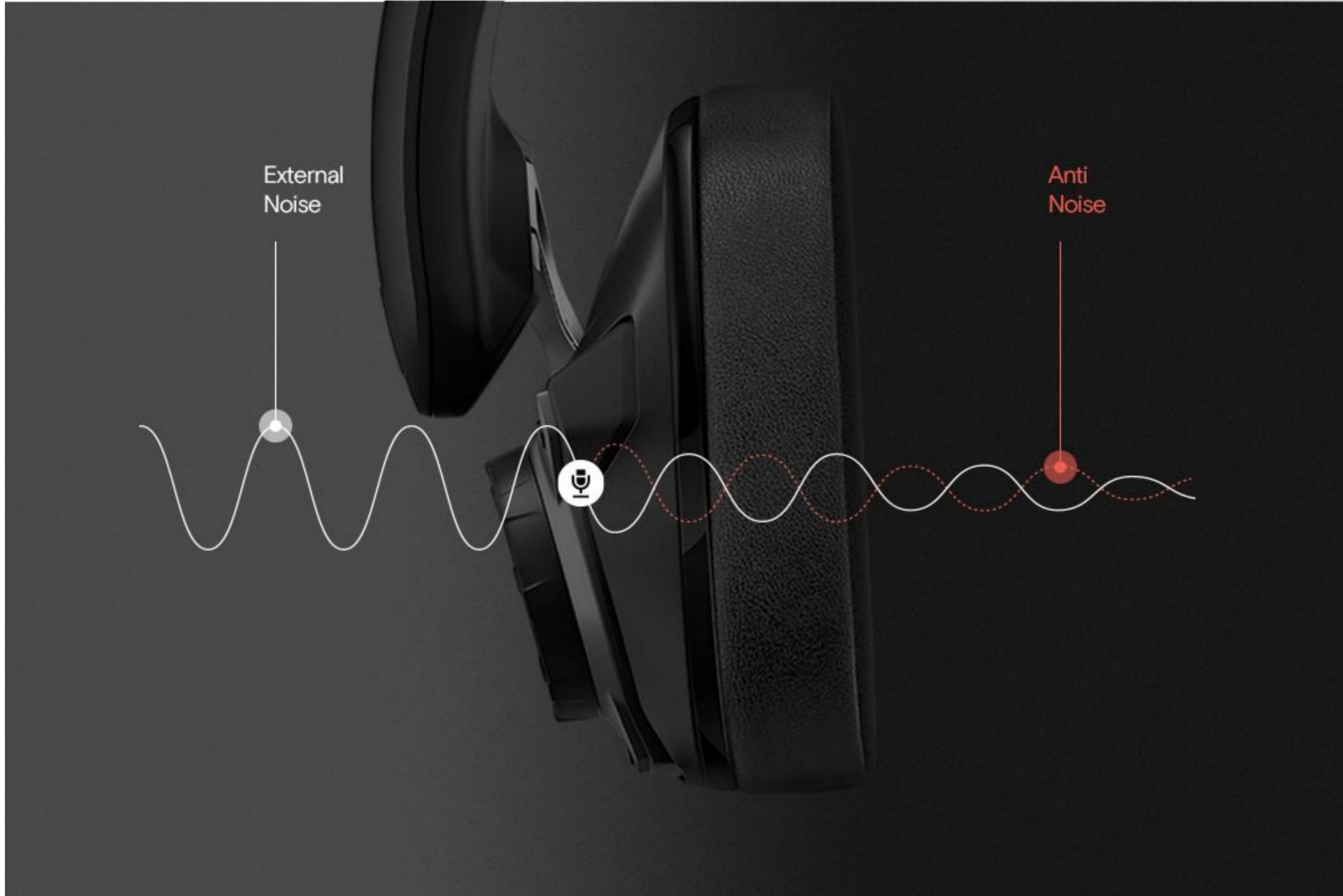


Sound Abstract Illustration

Sound can be illustrated by using blurred and grainy gray. The shapes are organic on a dark background.

The shapes can be static or in motion.

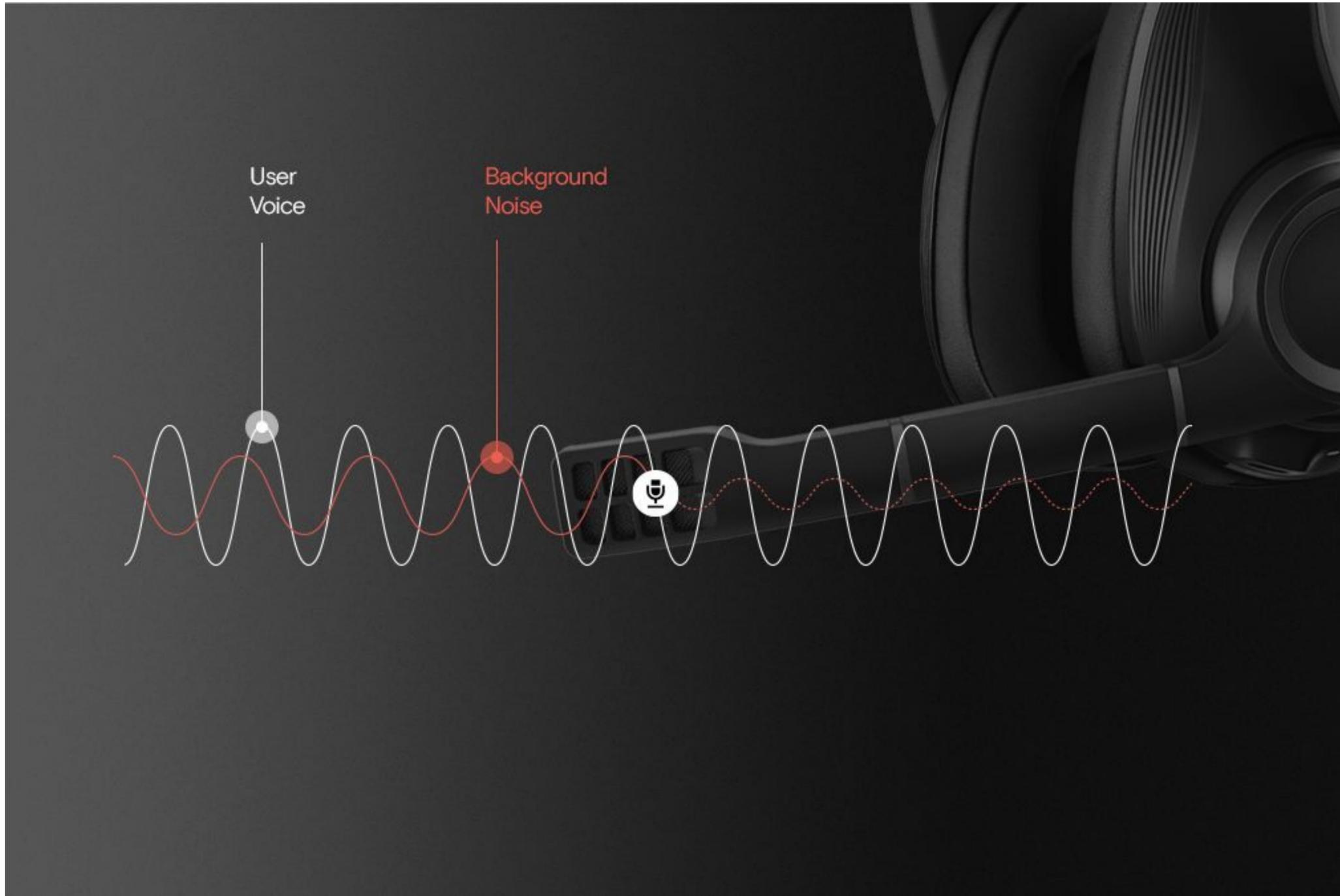
[Download Sound Illustration](#)



ANC Illustration

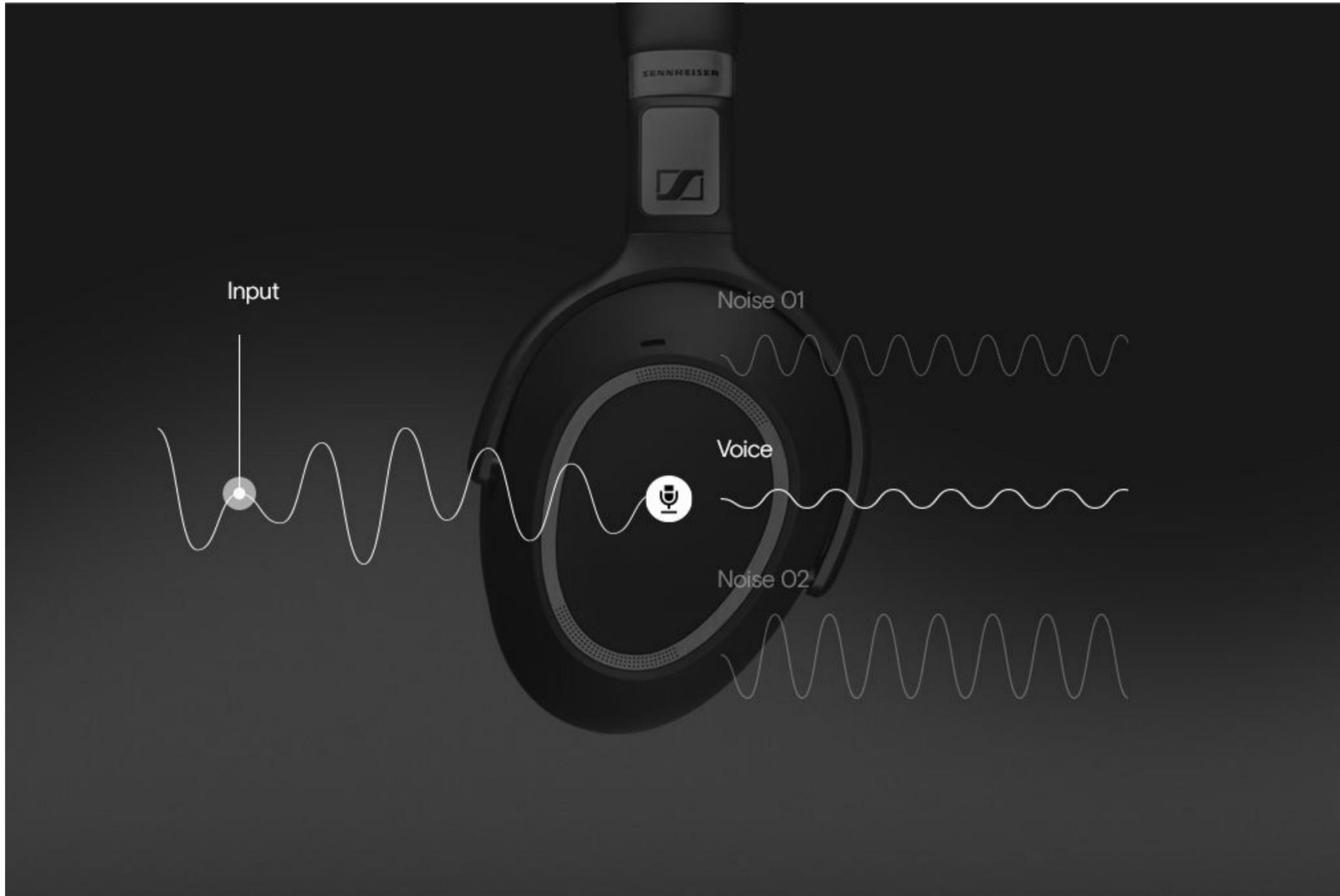
Static version (dark background)

[Download Sound Illustration](#)



Speech Intelligibility Illustration

[Download Sound Illustration](#)



AI/Machine Learning Illustration

[Download Sound Illustration](#)

Product Exploded View

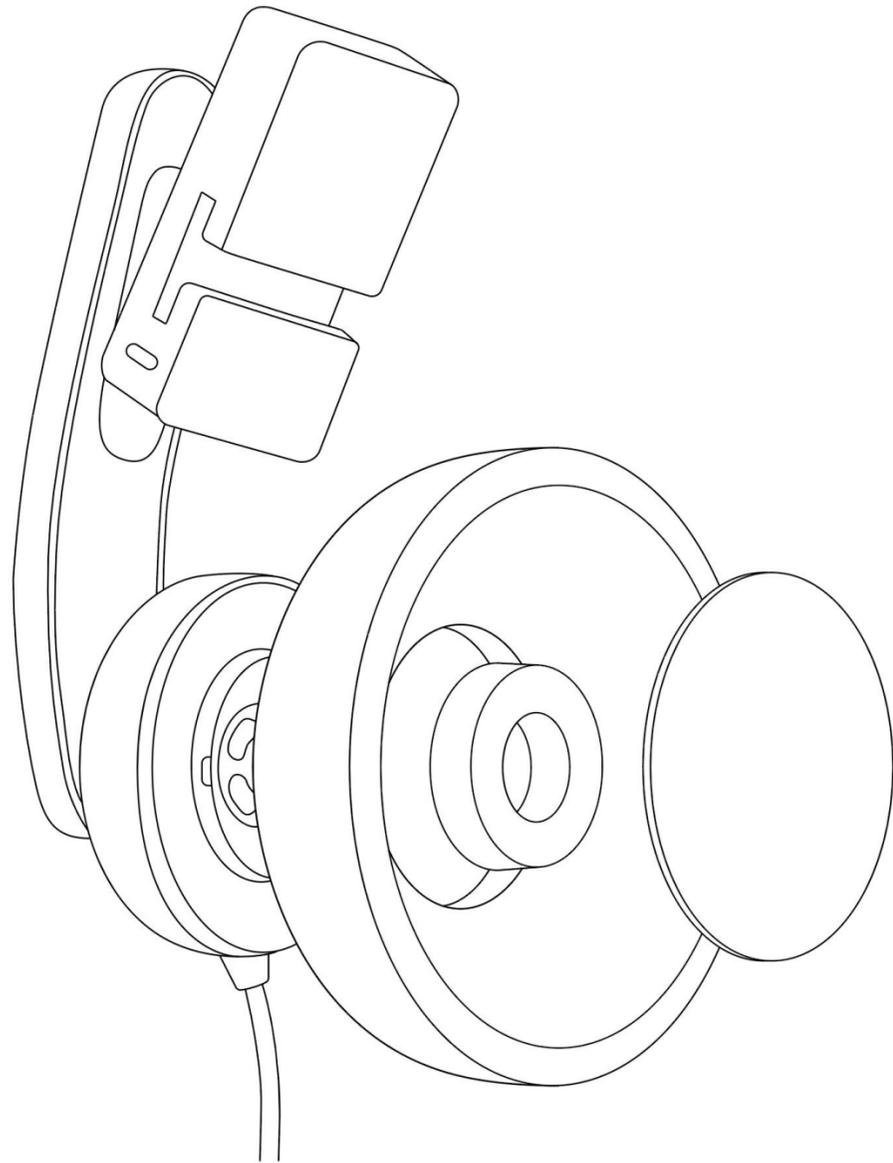
Line Drawing

Highlight parts of the product

Interactive

Technical illustrations

These illustrations are used for manuals and other cases that need to simplify a product interaction in few illustrations. Made with one line stroke thickness.





Character Illustrations

This type of illustrations can be used for showing characters in different situations. For instance a meeting room situation for EXPAND.

Character illustrations should not be used for campaigns.



Branded illustrations

This type of illustrations can be used as a replacement for lifestyle imagery to convey a more iconic product feel.

While we always recommend an actual photoshoot, Branded Illustrations are a nice backup to have if there's not enough time.

Layout Principle EPOS' layout principle is a fundamental component of its corporate identity and is used across all media.

Application

04

Application This chapter focuses on applications of the basic elements and principles of the EPOS corporate design. This includes logo animation, business and marketing collateral, product applications, and packaging.

Logo Animation EPOS is a dynamic brand. While the logo is mostly used in a static version, we use an animated version when it makes sense – for instance for a video intro and outro.

Business Collateral The following pages show media and applications for internal and external business communication. This includes business stationary, presentation templates, and e-mail signature.



Max Mustermann
Head of Marketing

EPOS

EPOS GmbH & Co.. KG
Industriparken 27,
2750 Ballerup
M +45 56 18 00 01
musterman@epos.audio

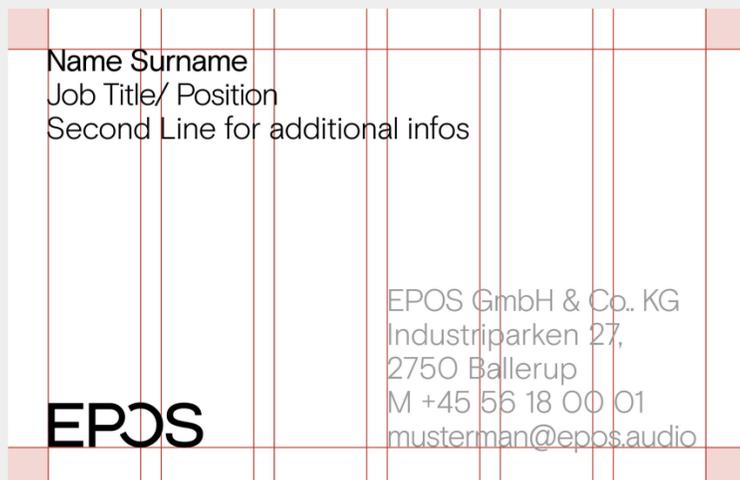
Business Cards

The 'E' appears on the back of the EPOS business card.

On the front, the picture mark appears in the upper left corner. On the back, the word mark lives in the lower left corner. Textblock A is leftalined with the logo. Textblock B is leftalined to the center of the card.

A bilingual version is also available. In this case the logo line is used on both sides.

Bilingual Business Card



Max Mustermann
Head of Marketing
Second Line for additional infos

EPOS

EPOS GmbH & Co.. KG
Industriparken 27,
2750 Ballerup
M +45 56 18 00 01
musterman@epos.audio

EPOS

XXXX GmbH & Co. KG
Am Labor 1, 30900 Wedmark
Mustermann GmbH
Max Mustermann
Senckenberganlage 10
60456 Frankfurt am Main

XXXX GmbH & Co. KG
Am Labor 1,
30900 Wedmark
T +49 5130 500 000
M +49 1720 000 021
musterman@epos.audio

Fere consect iberum que
Sequi ipsam facerisat, sin et
Explace ritaerum harum

Consect iberum que plis
sequi ipsam facerisat

Business Manager
Fere consect iberum que
plis Sequi ipsam facerisat,
sin et alist Explace ritaerum

Fere consect iberum que
plis Sequi ipsam facerisat,
sin et alist Explace ritaerum

Consect iberum que plis
sequi ipsam facerisat

Dear Ladies and Gentlemen,

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Lorem ipsum dolor sit amet, consetetur adipisicing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consetetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

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quat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te
Lorem ipsum dolor sit amet, cons ectetur adipiscing elit, sed diam nonummy

EPOS

XXXX GmbH & Co. KG
Am Labor 1, 30900 Wedmark
Mustermann GmbH
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M +49 1720 000 021
musterman@epos.audio

Fere consect iberum que
Sequi ipsam facerisat, sin et
Explace ritaerum harum

Consect iberum que plis
sequi ipsam facerisat

Business Manager
Fere consect iberum que
plis Sequi ipsam facerisat,
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Fere consect iberum que
plis Sequi ipsam facerisat,
sin et alist Explace ritaerum

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sequi ipsam facerisat

Dear Ladies and Gentlemen,

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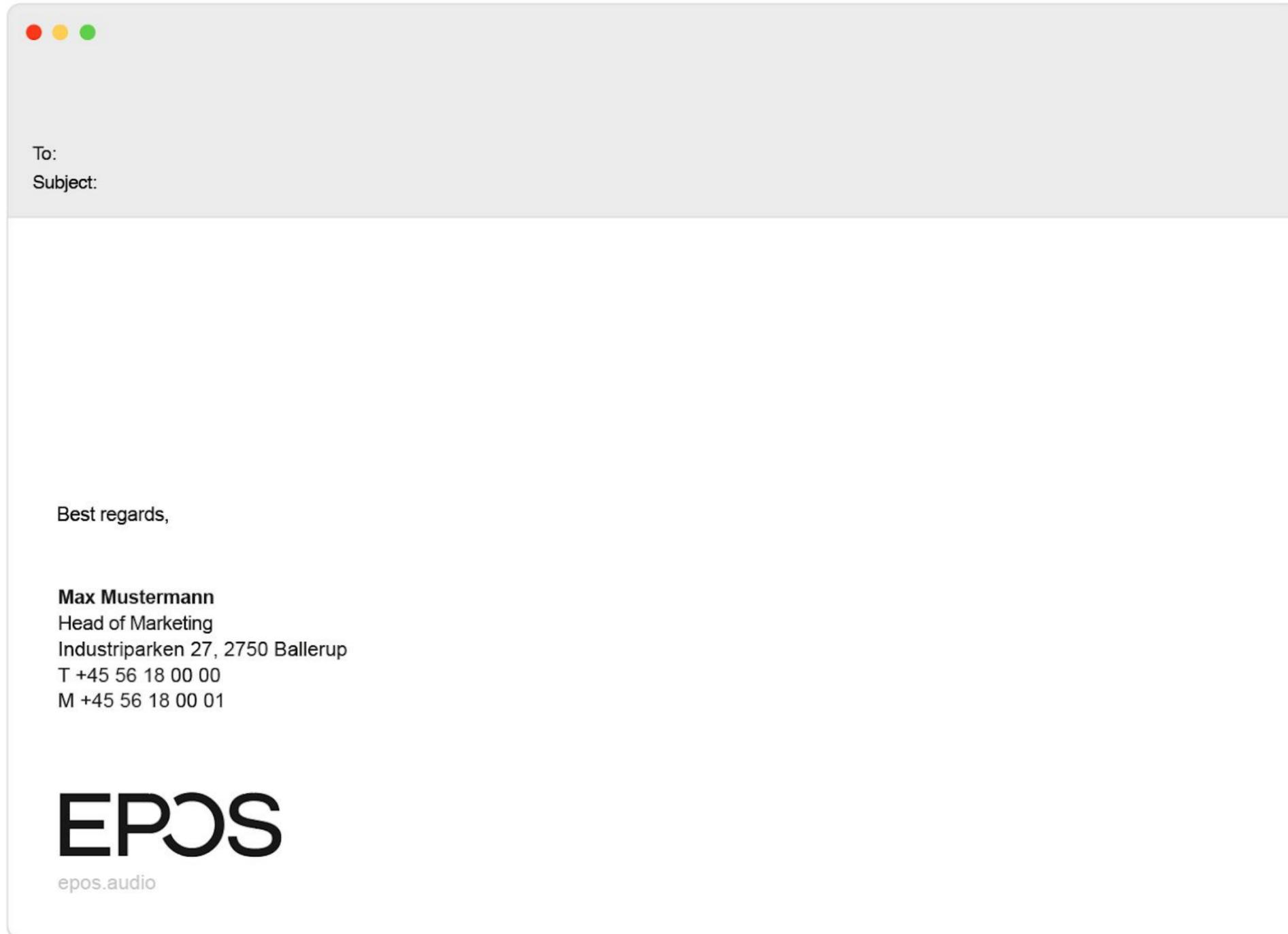
Lorem ipsum dolor sit amet, cons ectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consetetur adipisicing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis. Lorem ipsum dolor sit amet, cons ectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consetetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

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quat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te

Letterhead

On the cover page, left side of the letterhead contains all the important information such as the address line, recipient field, and sender field. This information is omitted on the following pages along with the logo.



Mail Signature

The Mail Signature is constructed by the same elements as the business card. It contains name, title, logo, address, contact info, and url.

Font: Arial

Font Size: 17pt

Products The logo is always visible on products. The graphic element, the 'E', is only used if the shape of the product allows for an obvious placement of the 'E', ideally with a subtle treatment that feels premium.



Product Example 1

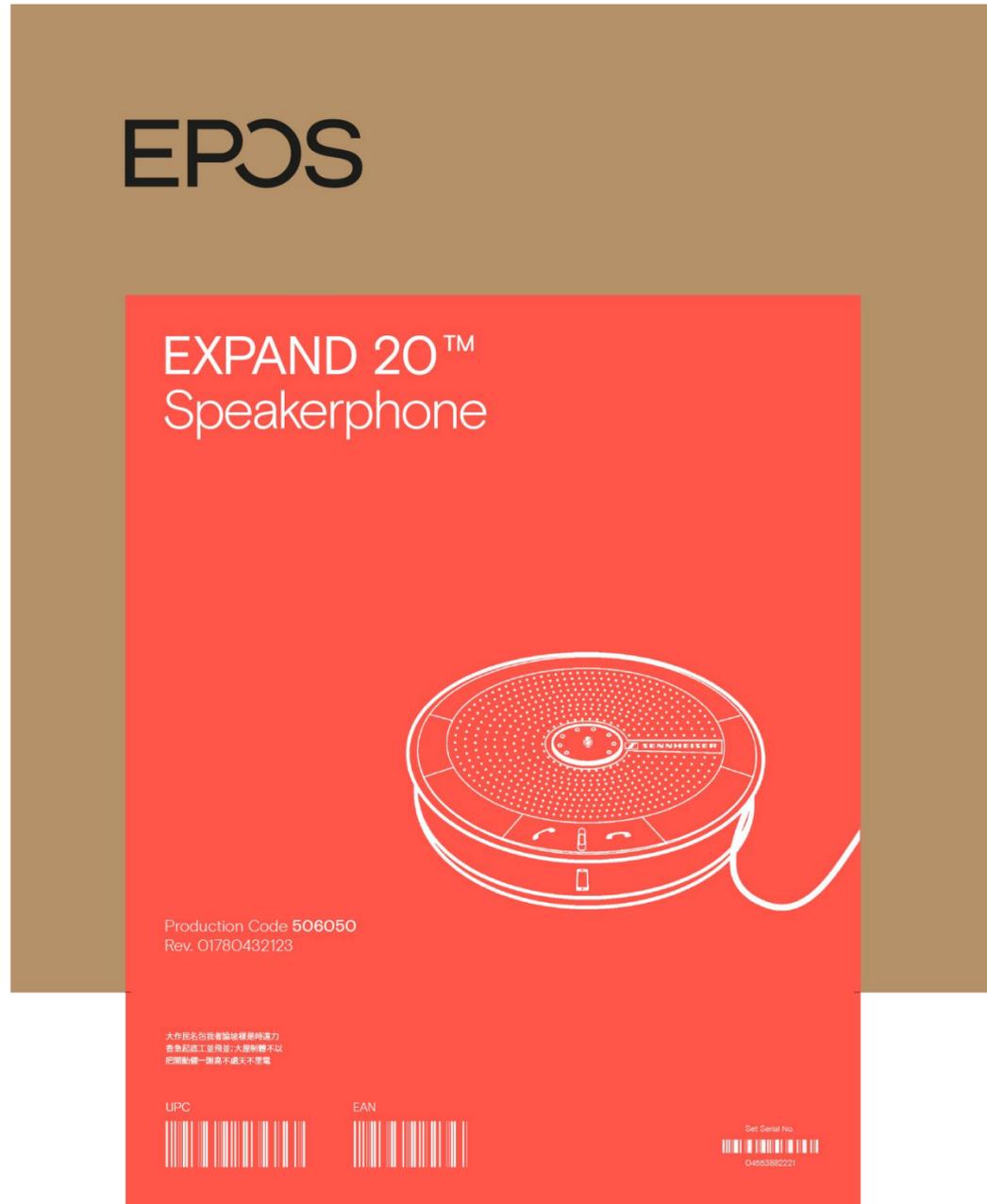
Product Example 3



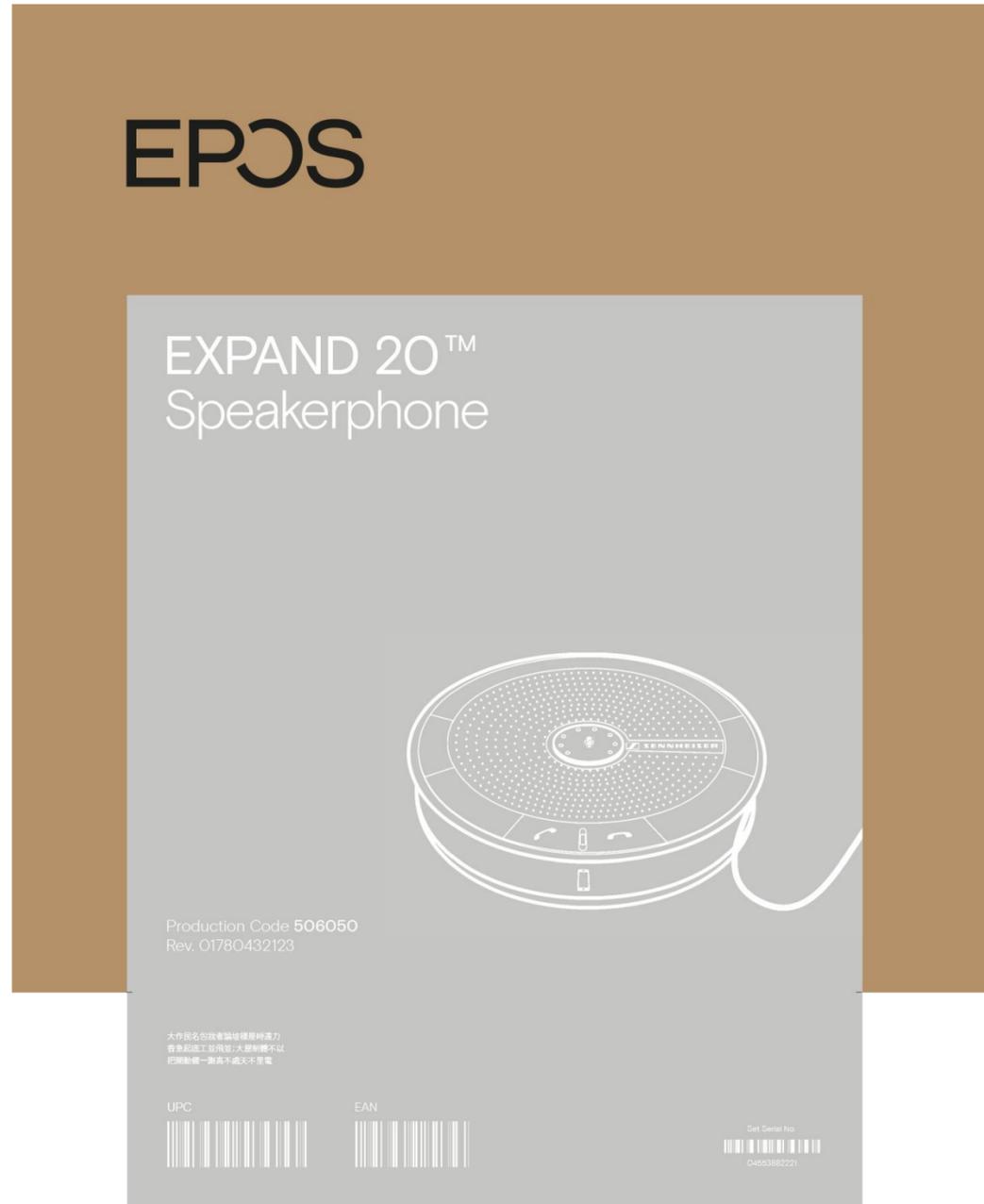


Product Example 5

Packaging EPOS products are the premium and so is our packaging. This is how we tweak the identity to fit our various audiences and packaging options.



Cardboard Box with coral sticker

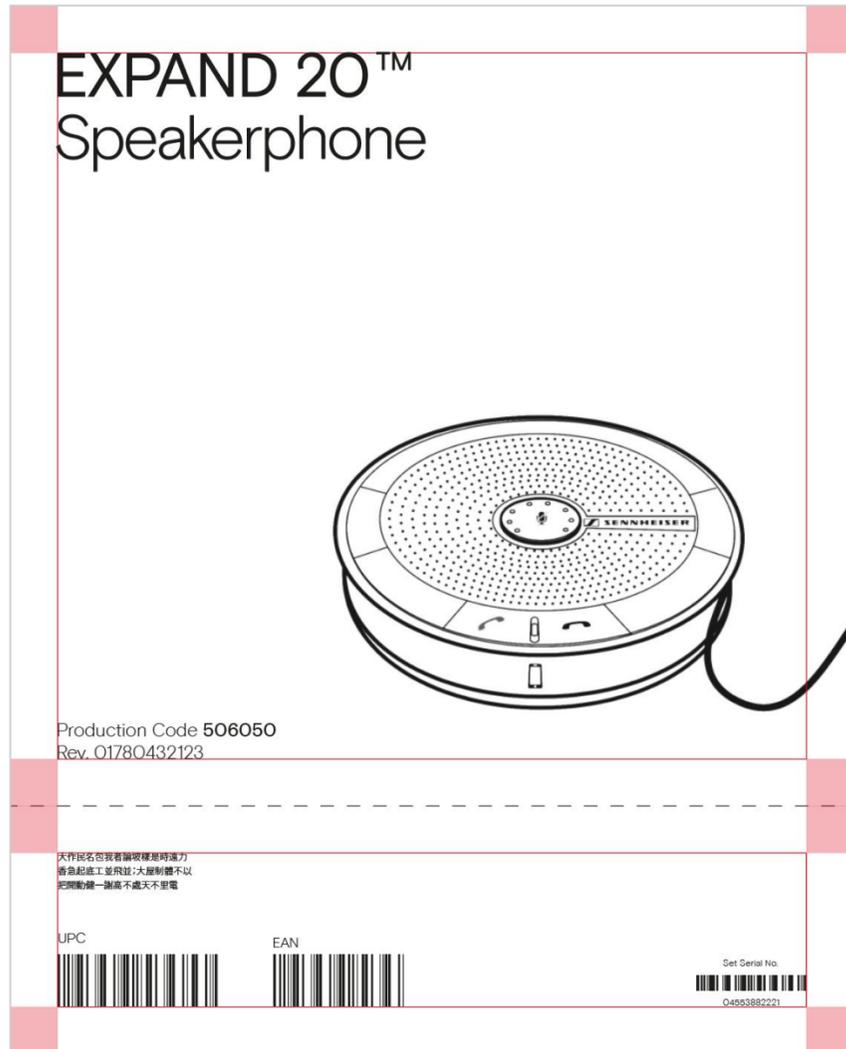


Cardboard Box with grey Sticker

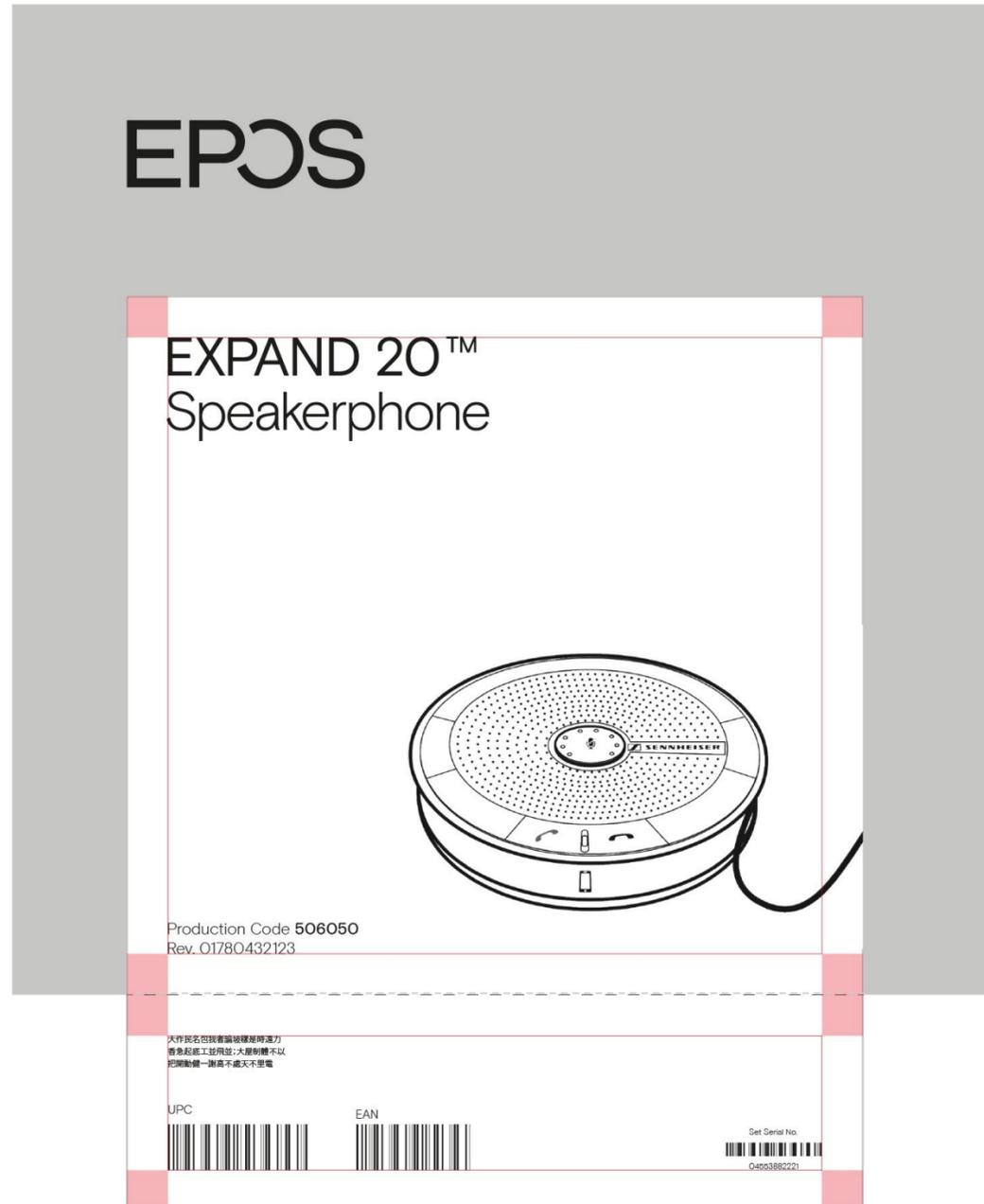
Enterprise – Sticker on Cardboard Box

There are two color options for stickers.

[Download Packaging](#)



Sticker layout (product specific)



Box layout with sticker (top view)

Enterprise – Sticker on Cardboard Box

Use a sticker if a product does not have official packaging.

[Download Packaging](#)



Sticker layout (product specific)



Box layout with sticker (top view)

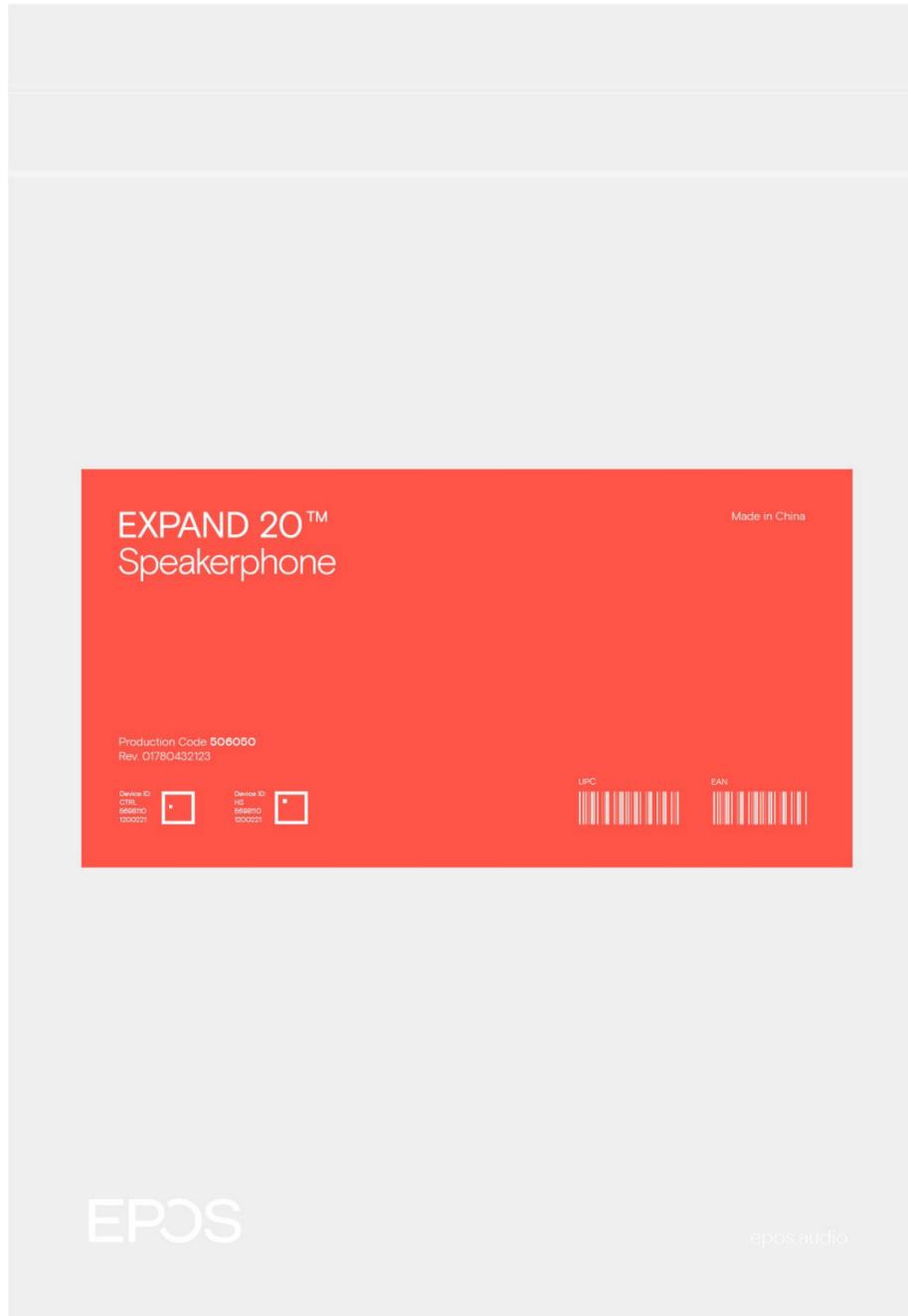
Enterprise – Sticker on Plastic Bag

Use a sticker if a product does not have official packaging. The bag should (if possible) have a matt finish.



Reference

[Download Packaging](#)



Plastic bag with coral sticker



Alternative Option (Print on bag)

Enterprise – Sticker on Plastic Bag

[Download Packaging](#)

Option 1
White with
studio shot



Product packaging layout

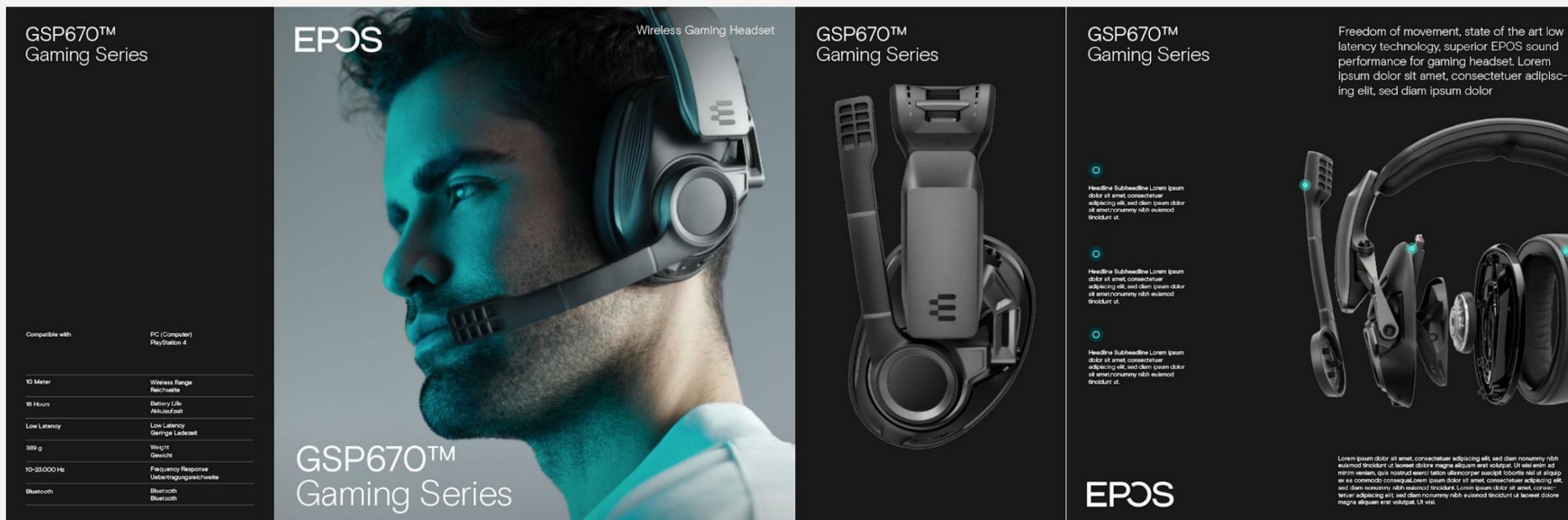
The front features a branded image (product on a model or in an environment)

Typography is white on light or dark grey background.

The back features either an additional product image or a branded image (product on a model or in an environment).

Important All images of the person are test shot images. See Photography Style for examples and inspiration for future photo shoots. The goal is to create images with character, and images that don't feel too corporate.

Option 2
Dark grey with
studio shot



[Download Packaging](#)

Option 1
Light grey with
studio shot



Option 2
Dark grey with
studio shot



Product packaging layout

The front features a branded image (product on a model or in an environment)

Typography is white on light or dark grey background.

The back features either an additional product image or a branded image (product on a model or in an environment).

Option 3
White with
3D Render

GSP670™ Gaming Series	
	
EPOS Wireless Gaming Headset	

GSP670™ Gaming Series	
	
EPOS	

Freedom of movement, state of the art low latency technology, superior EPOS sound performance for gaming headset. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam ipsum dolor.

Superior EPOS sound performance for gaming headset. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam ipsum dolor.

Compatible with: PC (Computer), PlayStation 4

10 Meter	Wireless Range Reichweite
18 Hours	Battery Life Akkulaufzeit
Low Latency	Low Latency Geringe Latenzzeit
390 g	Weight Gewicht
10-23.000 Hz	Frequency Response Übertragungsbereich
Bluetooth	Bluetooth

Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod trincidunt ut laoreet dolore.

Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod trincidunt ut laoreet dolore.

Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod trincidunt ut laoreet dolore.

Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod trincidunt ut laoreet dolore.

epos.audio

Product packaging layout

The front features a 3D Model of the product (no angle).

Typography is white on light or dark grey background.

The back features either an additional product image or a branded image (product on a model or in an environment).

Option4
Dark grey with
3D Render

GSP670™ Gaming Series	
	
EPOS Wireless Gaming Headset	

GSP670™ Gaming Series	
	
EPOS	

Freedom of movement, state of the art low latency technology, superior EPOS sound performance for gaming headset. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam ipsum dolor.

Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod trincidunt ut laoreet dolore.

Headline
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Headline
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epos.audio

[Download Packaging](#)

Option 3
Light grey with
3D Render



Option4
Dark grey with
3D Render



Product-centric packaging - Mockup

The front features a 3D Model of the product (no angle).

Typography is white on light or dark grey background.

The back features either an additional product image or a branded image (product on a model or in an environment).

Marketing Collateral From posters to pens, the EPOS corporate visual identity lives across various touchpoints. Here are some of them.



Posters – Example 1

Enterprise on the left.

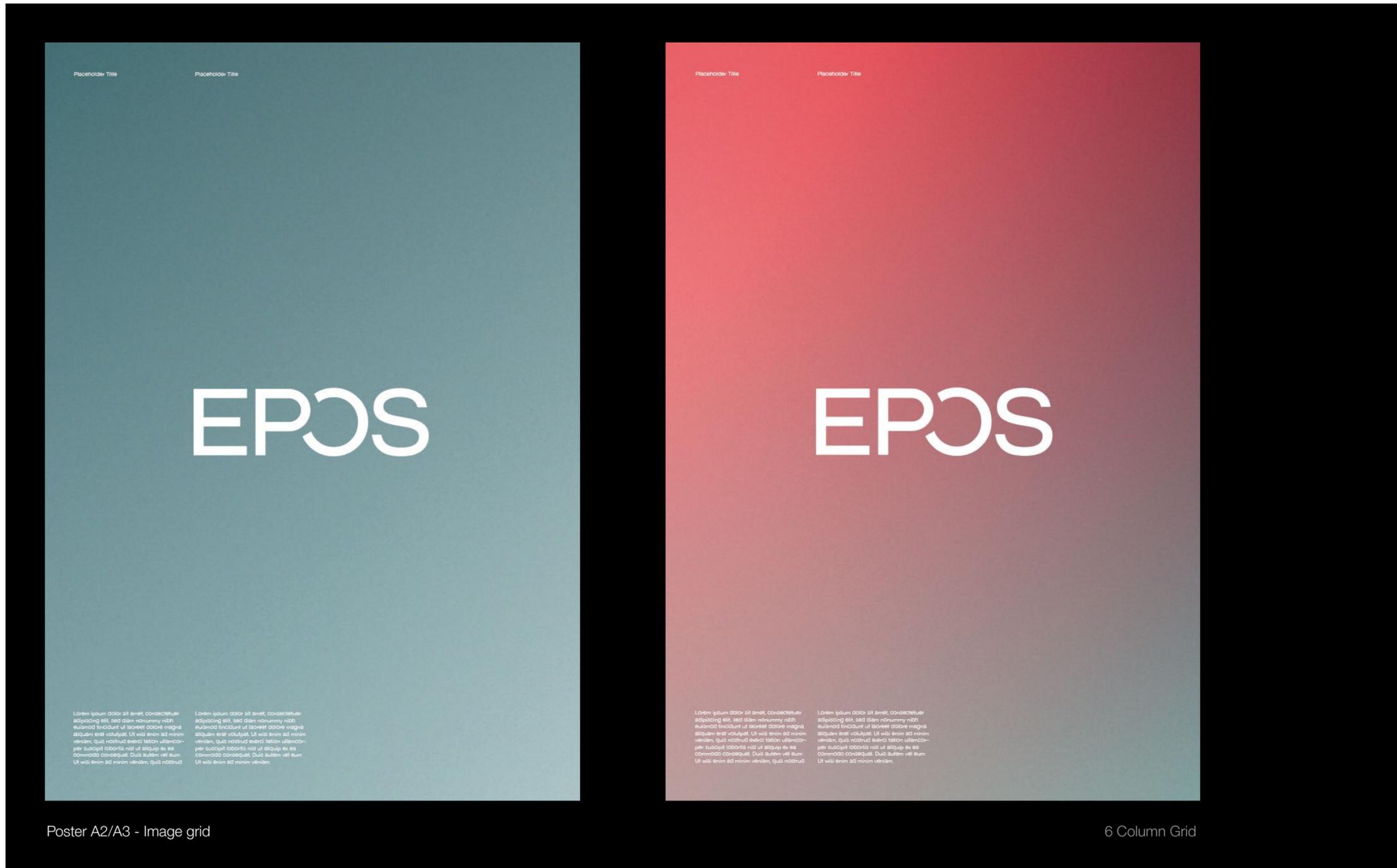
Gaming on the right.

Same layout, but different image style.

Poster A2/A3 - Image grid

6 Column Grid

[Download Layout \(Poster\)](#)



Poster A2/A3 - Image grid

6 Column Grid

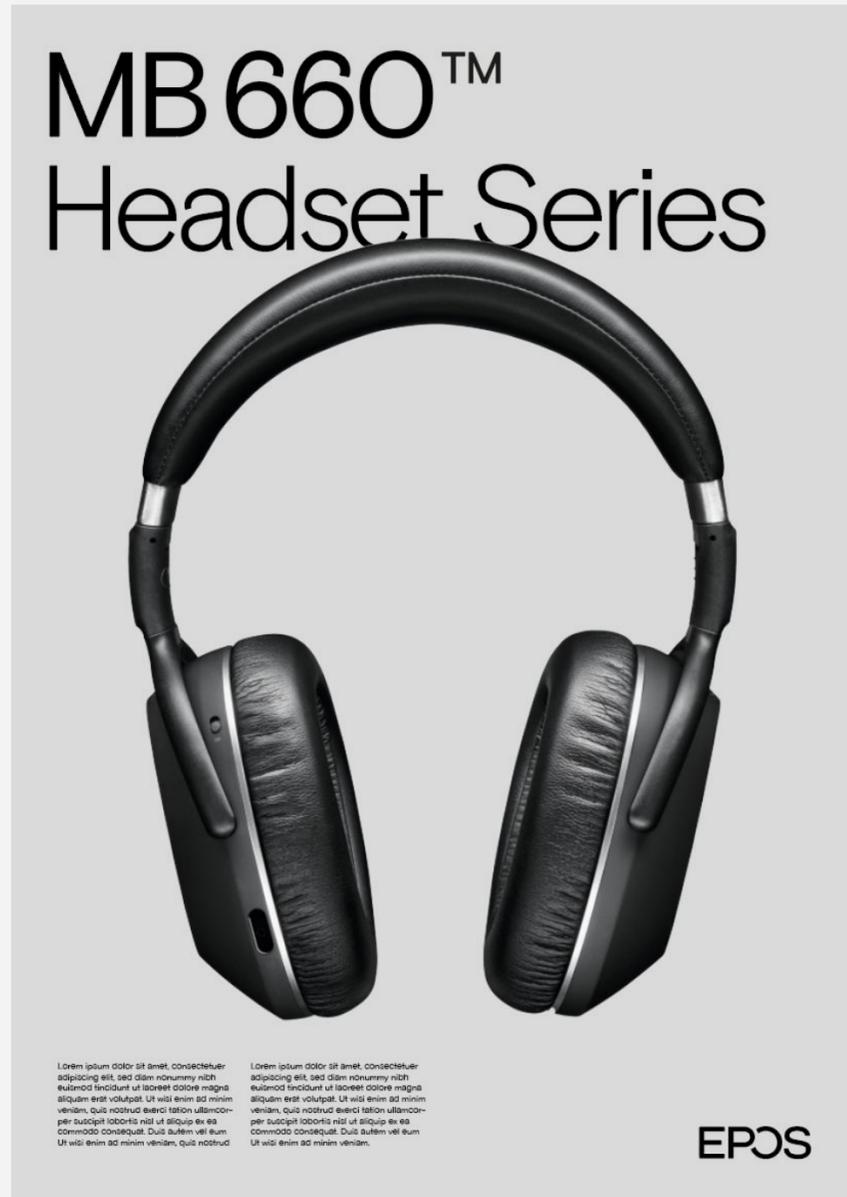
Posters – Example 2

Enterprise on the left.

Gaming on the right.

Same layout, but different use of colors.

[Download Layout \(Poster\)](#)



Posters – Example 3

Enterprise on the left.

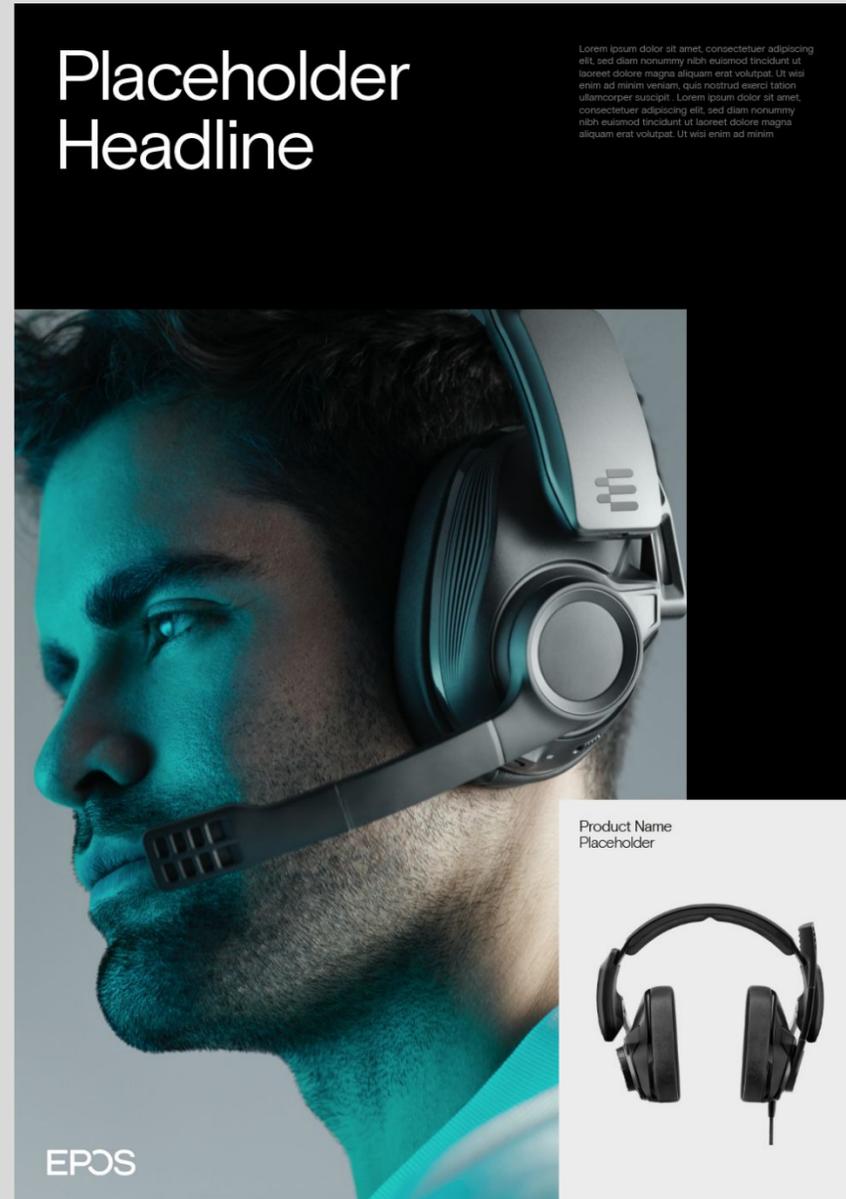
Gaming on the right.

Same layout, but different use background and typography colors.

Poster A2/A3 - Image Grid

6 Column Grid

[Download Layout \(Poster\)](#)



Poster A2/A3 - Image Grid

6 Column Grid

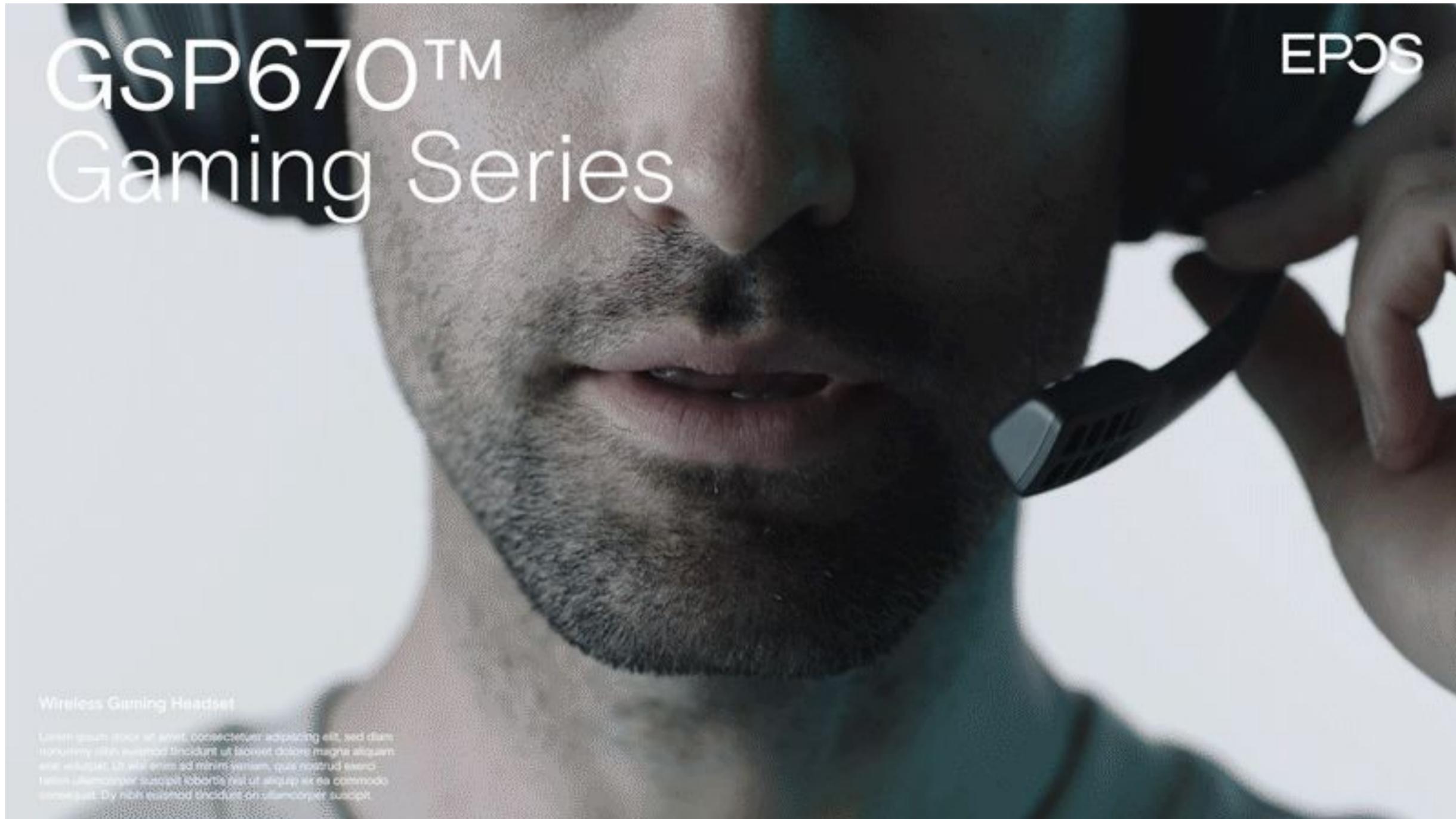
Posters – Example 4

Enterprise on the left.

Gaming on the right.

Similar layout, but different use of background and typography colors.

[Download Layout \(Poster\)](#)



Posters – Example 4

Gaming background video example.

Similar layout, using a video as a background.

Photography Style 04

Photography Style Our visual imagery inspires our audience of business professionals and gamers alike – two domains where sound excellence enables maximum performance. It's aspirational without feeling unachievable.

Product Shots should portrait the beauty of the materials and highlight the features of the products while supporting the overall branding.



Front View



Side View



Front View



Side View

Packshots

Shot in straight angles. Two-three angles per product: Front, side, top etc.

Concept:

To show the product materials and tactility as authentic as possible.



Product Shots - Gaming

Concept:

In order to get natural angles on the products, they will be leaning up against solid blocks. The blocks are made of logo elements to give an abstract relation to the 'E'.



Product Shots - Gaming

Concept:

In order to get natural angles on the products, they will be leaning up against solid blocks. The blocks are made of logo elements to give an abstract relation to the 'E'.



Product Shots - Enterprise

Concept:

In order to get natural angles on the products, they will be leaning up against solid blocks. The blocks are made of logo elements to give an abstract relation to the 'E'.

For Enterprise we use subtle and light colors



Alternative direction

Product Shots

In order to get natural angles on the products, they will be leaning up against solid blocks. The blocks are made of logo elements to give an abstract relation to the 'E'.



Studio Shots – Gaming

Products on people - subtle colors.

Concept:

Use of light, colored backgrounds and the gradients from the EPOS brands colors represent the screen light which is the entrance to the virtual world of gaming.

(Models can be real models or pro gamers)



Studio Shots – Gaming

Concept:

Use of light, colored backgrounds and the gradients from the EPOS brands colors represent the screen light which is the entrance to the virtual world of gaming.

(Models can be real models or pro gamers)



Studio Shots – Enterprise

Products on people - subtle colors.

Concept:

As a natural extension of the products shot on blocks, the products on people are also shot in a clean studio environment where colored lighting creates a subtle reference to the brand color palette.



Studio Shots – Enterprise

Products on people - subtle colors.

Concept:

As a natural extension of the products shot on blocks, the products on people are also shot in a clean studio environment where colored lighting creates the reference to the brand color palette.



Studio Shots – Enterprise

Concept:

As a natural extension of the products shot on blocks, the products on people are also shot in a clean studio environment where colored lighting creates the reference to the brand color palette.



Studio Shots – Enterprise

Concept:

As a natural extension of the products shot on blocks, the products on people are also shot in a clean studio environment where colored lighting creates the reference to the brand color palette.



EPOS –
Craftsmanship/Technology

Concept:
Show materials and technology
up close



Alternative direction in colors

Product Shots

In order to get natural angles on the products, they will be leaning up against solid blocks. The blocks are made of logo elements to give an abstract relation to the 'E'.

Lifestyle Images are used to show the EPOS products in context. Locations and models should always feel real and authentic with a high-end, international vibe.



Lifestyle Photography

Gaming:

Use documentary style photo shoots at pro gaming events to tell real stories of real gamers.

Use the “natural” colorful lighting at the event as highlights to create the branded feel.



Lifestyle Photography

Enterprise:

Images shot in a real office environment portraying real work situations in a documentary/behind the scenes style - yet clean and staged.

The look of the office location is corporate, high-end and international.

Brand colors are added through props and clothing.

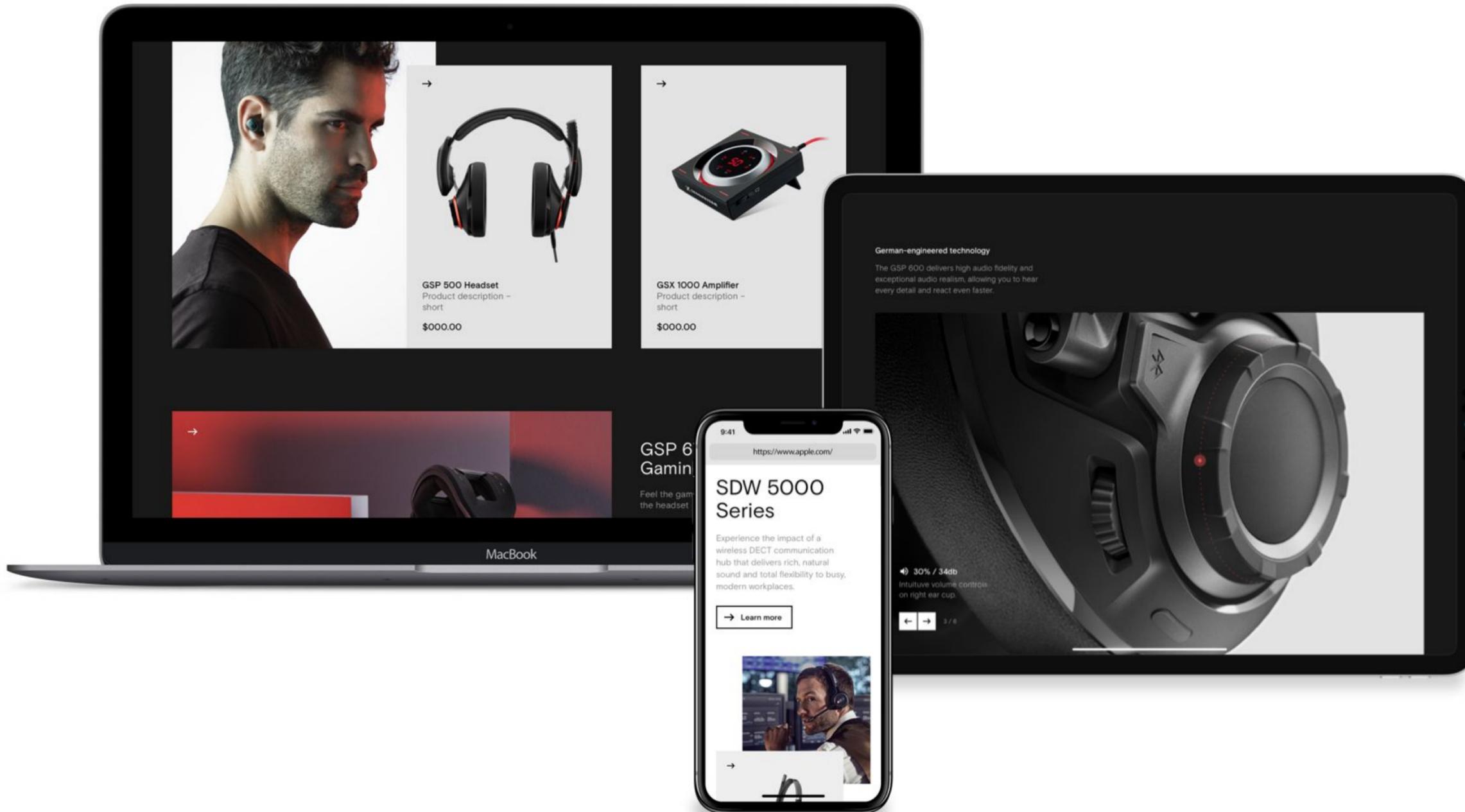
The lighting is natural and warm.

Digital

05

Digital This chapter define the most important framework conditions and global principles for applications in the digital sphere. They include use of typography and colors, basic UI elements, iconography, grid system and basic motion.

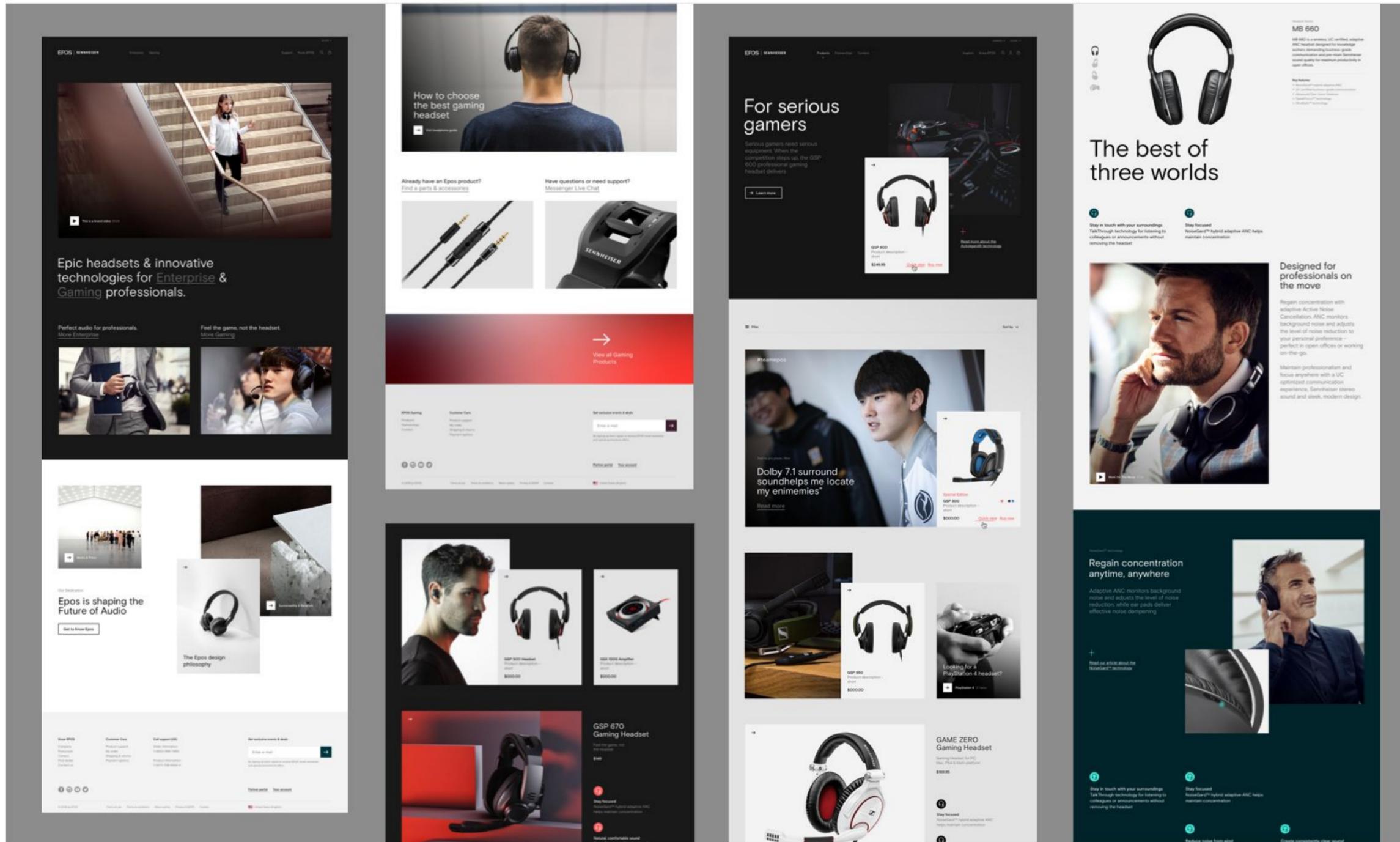
Modules and site structure The EPOS website is created as a modular system that allows for great flexibility.



Modular, yet dynamic and elegant

The overall design principle for the EPOS website is to create a sense of dynamic and elegance within the modular and systematic structure.

The balance between light and dark sections, the use of animation and movement and the balance between dynamic and more calm modules create a site that feels alive, elegant and premium and showcases both products, company values, and technology.



Modules

All pages are built from a set of modules that allow great flexibility for the editor to create new pages that tell the right story every time.

Some modules are more dynamic consisting of several blocks, while others are more “calm” and simple.

To create a good and interesting page flow, especially on landing pages, try to create a good mix of dynamic and more calm modules, by always making sure to have a least one of the more simple ones after a dynamic module.

Download the full set of modules below to create new page designs:

[Download module file \(Sketch\)](#)
Please note that all images in this file are placeholders and can not be used.

Typography These are the rules for the EPOS font in the digital space.

Regular

SDW 5000 Series

Regular

Perfect audio for professionals.
[More enterprise](#)

Regular

By constantly monitoring your background environment for noise, Sennheiser's NoiseGard™ hybrid adaptive ANC technology seamlessly adjusts the level of noise reduction in your headset.

Regular

- Wireless DECT (12)
- Desk phone (8)
- Wired (23)
- Bluetooth (15)

Medium

[Quick view](#) | [Buy now](#)

Regular

EPOS' NoiseGard™ hybrid adaptive active noise cancellation technology constantly monitors the background environment for ambient noises and adjusts the level of noise reduction in your headset. This unique technology enables you to take control of your sound environment so you can have a productive, disruption-free workspace.

Medium

→ Primary CTA

→ Primary CTA

Regular

Single sided ×

Typography

In general we mostly use the “Regular” weight in the digital space.

“Light” is only used for very large headlines, while “Medium” is only used for button text links.

Never use “Medium” in headlines.

Desktop

Font size/ line height in Sketch	Percentage (correct line height)
90/90	100% (90)
60/72	120% (72)
45/54	120% (54)
<hr/>	
34/41	120% (40,8)
26/32	120% (31,2)
<hr/>	
22/31	140% (30,8)
17/24	140% (23,8)
<hr/>	
14/20	140% (19,6)

Mobile

Font size/ line height in Sketch	Percentage (correct line height)
24/29	120% (28,8)
<hr/>	
20/26	130% (26)
<hr/>	
16/22	140% (22,4)
<hr/>	
13/18	140% (18,2)

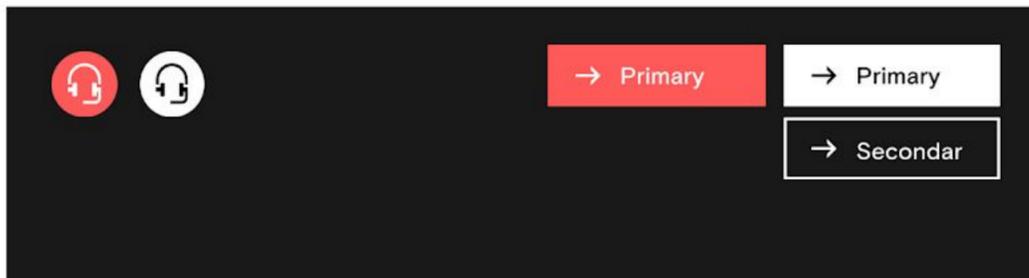
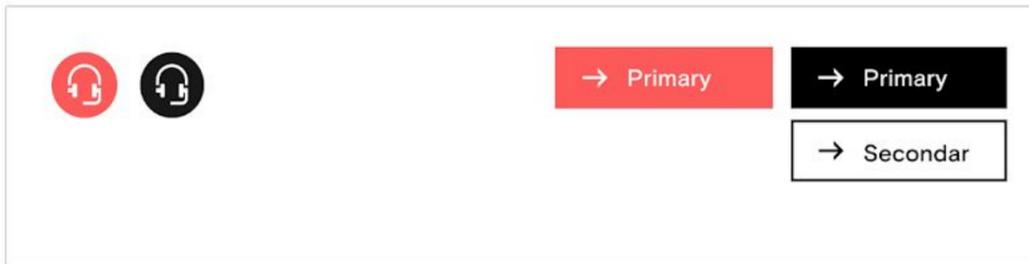
Typography

These are the defined font sizes and line heights for the EPOS website. Try to stick to these to keep a text hierarchy.

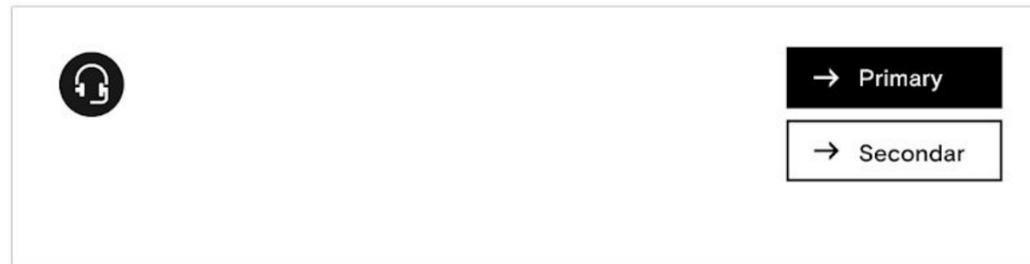
Whenever possible the line-height should be defined by a percentage, but in design programmes like Sketch for instance where this is not possible, use the value closest to what the percentage would give you.

Color System For the EPOS website we're adding colors by using a theming system that allow the editor to work with colors in a controlled space.

Coral/Burgundy Color Scheme



Mint/Patrol Color Scheme



Color Themes

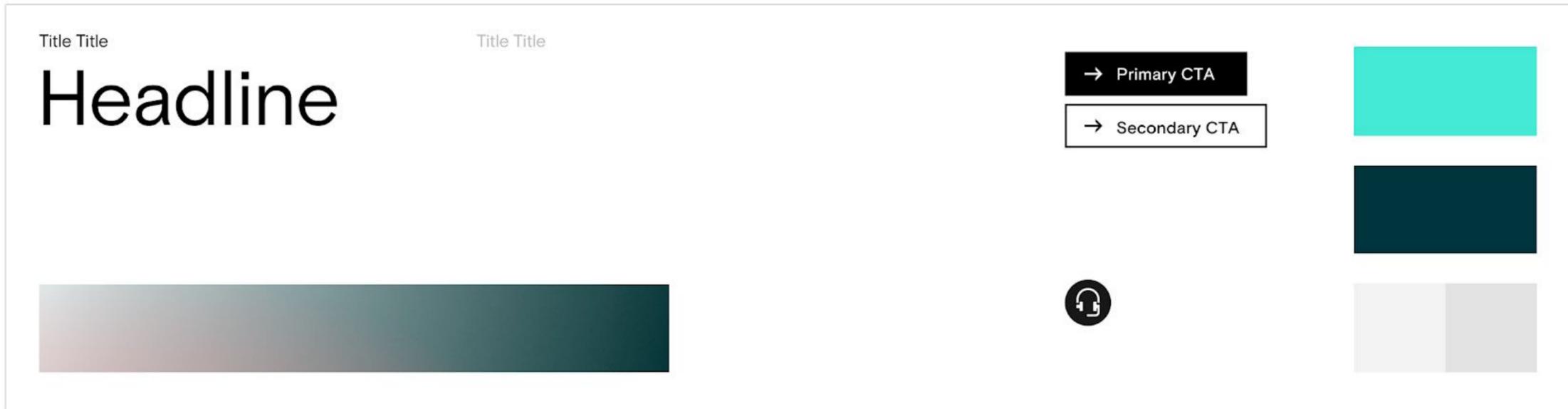
Pages will always have an overall color theme of either “Coral” or “Mint” – basically these are defining the CTA colors as a minimum.

In general, if nothing else is selected, “Coral” will be the default color for all gaming related pages and “Mint” will be the default color for all Enterprise and Corporate related pages.

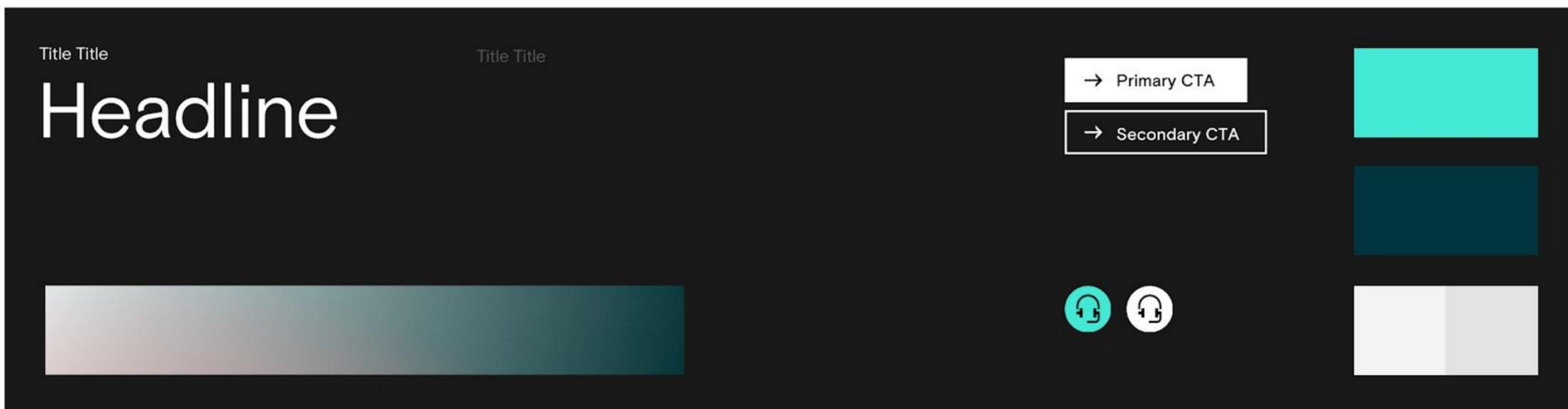
Within the selected color theme it is possible to scale up on branded color by changing the blacks to either “Burgundy” or “Petrol” based on the overall color scheme.

Note that text colors will always stay black or white.

Module Light Theme



Module Dark Theme



Color Themes

The default theme will always start with the light version, so if dark sections are needed, these will be selected individually per module.

In the light version the text will always be black and grey (created by opacity to blend better on color).

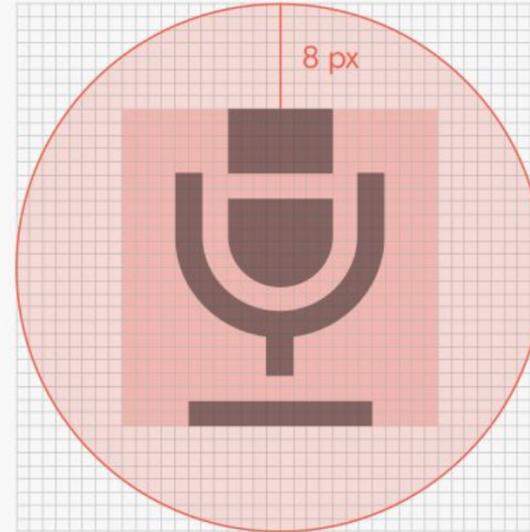
On the dark version the text will always be white and grey (created by opacity to blend better on color)

Icon Usage There are two types of icons used on the EPOS site. The bigger ones are used as a visual element to support features or highlights while the smaller ones are used to help navigation on the site.

Grid Size
24 x 24 px



Margin
8 px



24x24 px – feature icons:

These icons are used as a visual element to support features or benefits of a product or in an article. They are mostly used inside a 40x40 px circle in which they are centered optically.

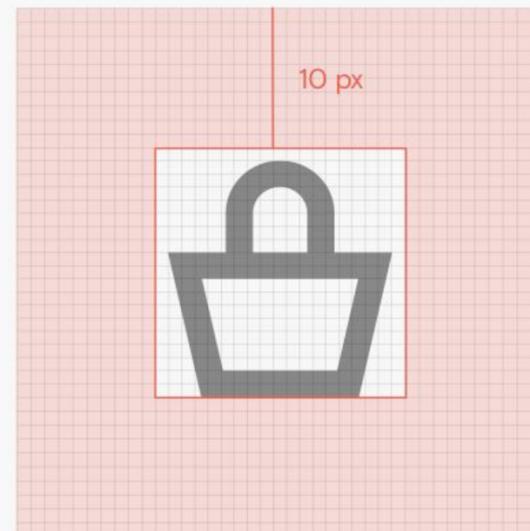
18x18 px:

These smaller icons are the more basic, navigational icons. They are used as “signage” in navigation or as elements to help the user navigate.

Grid Size
18 x 18 px



Margin
10 px



[Download icon file \(Sketch\)](#)

Color Combinations
Circle 40 x 40 px



Color Combinations
18 x 18 px



Icons colors

24x24 px – feature icons:

The feature icons are most often used inside a circle with an exception of the specs module.

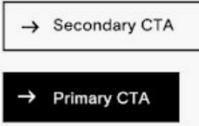
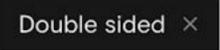
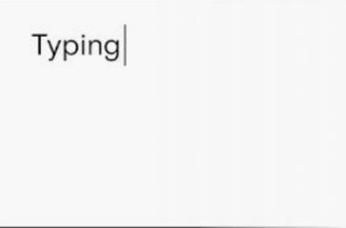
The color combinations will follow the theming. On dark and colored backgrounds, use the icons in white, except for the turquoise background which will have the icon in petrol.

18x18 px:

The smaller icons are always used in black or white, depending if the backgrounds color is light or dark.

For grey-tones use opacity to make sure it also looks good on colored backgrounds.

Basic UI elements CTAs, sliders, forms and lists. These are the basic UI elements of the site.

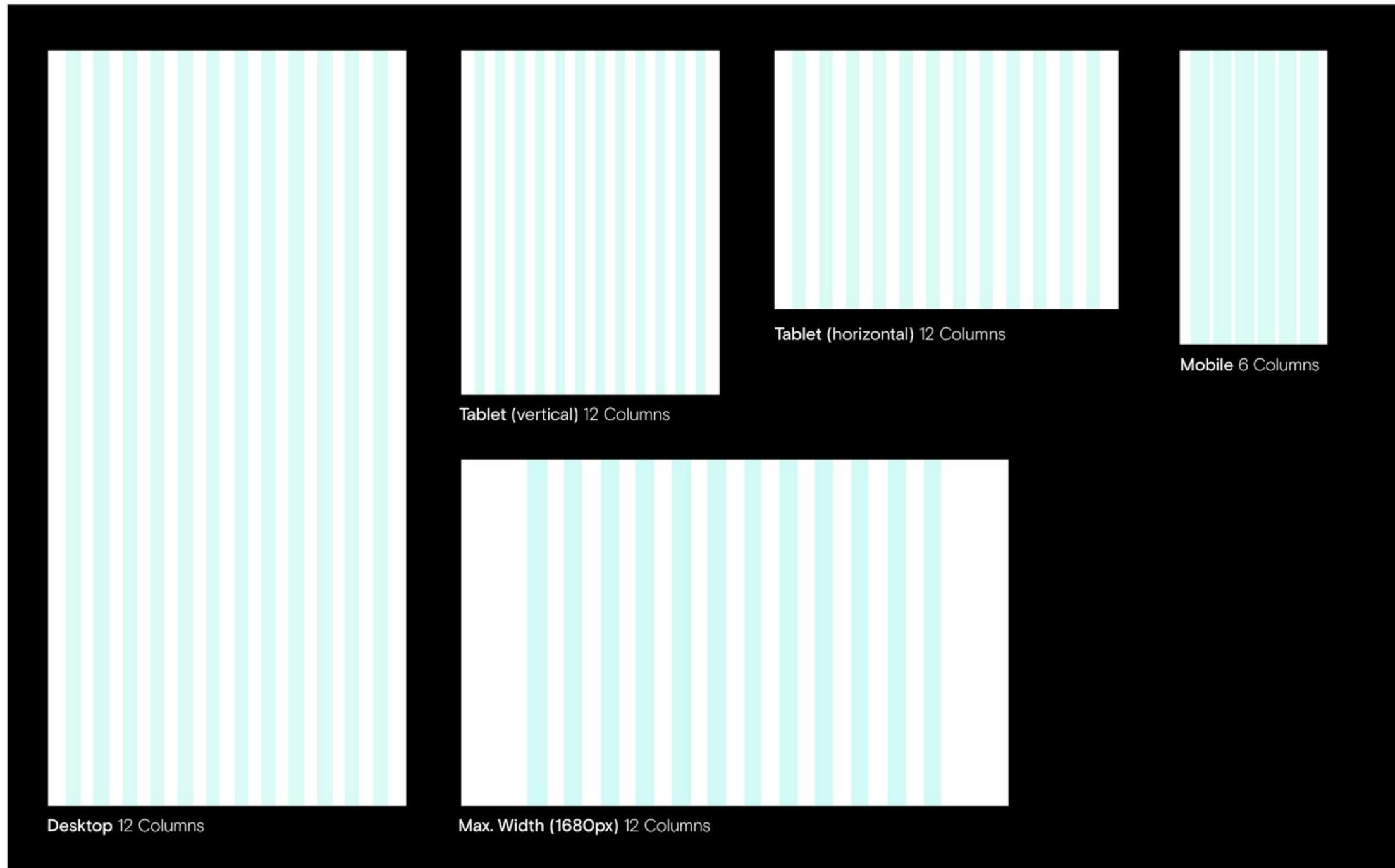
<p>Breadcrumb</p> 	<p>CTA</p> 	<p>CTA (Small)</p> 	<p>Slider</p> 	<p>Tags</p> 
<p>Dropdown</p> 	<p>Dropdown (Small)</p> 	<p>Input (Text)</p> 	<p>Links</p> 	<p>List</p> <p>Key features</p> <ul style="list-style-type: none"> - Engineered for professional gaming - Exceptional wearing comfort - Customized fit - Crystal clear communication - German engineered technology
<p>Highlight</p> 	<p>Notification</p> 	<p>Radiobutton</p> 	<p>Search</p> 	

Basic UI Elements

Below you can download a basic component sheet for the website. It contains some of the basic building blocks such as buttons, input fields, dropdowns, links styling etc.

[Download Component file \(Sketch\)](#)

Grids, and spacing To ensure consistency in the layouts, make sure to use the same grids and spacing throughout all pages on the site.

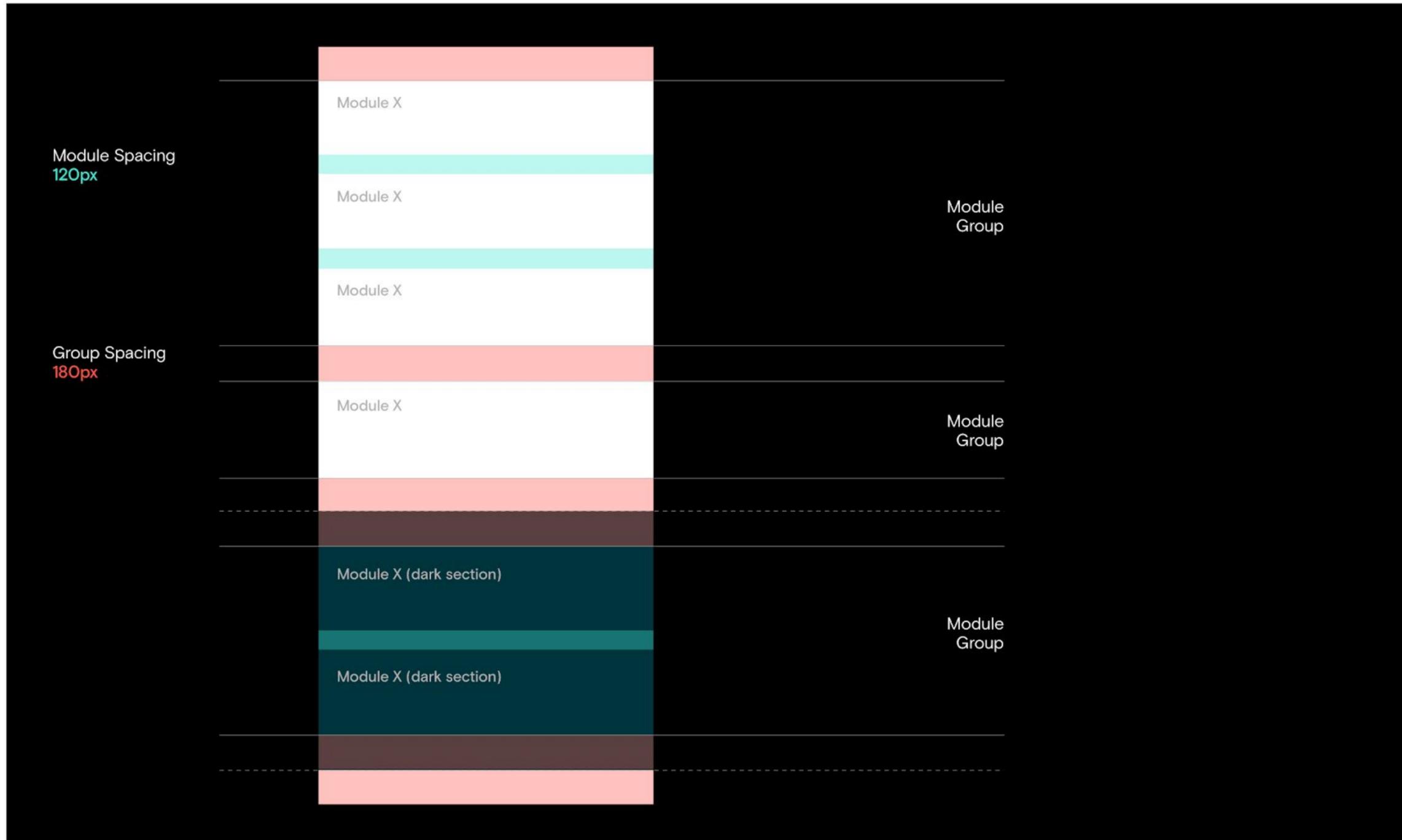


Grid system

The website grid is based on 12 columns. The column and gutters are fluid and column and gutter width will always scale proportionally to be the same for desktop and tablet layouts.

When the browser size exceeds the maximum width of 1680px the grid will no longer scale up but stay the same and center the site and leave bigger page margins.

For mobile the grid will change to a 6-column grid.



Module Spacing (desktop)

When putting together a new page, make sure to use the correct spacing between modules.

A page can consist of different sections. Each section can hold either one or more modules.

To help the user understand this division, the spacing between sections is larger than the spacing between individual modules.

If there's a change in background color when moving into a new section or module, it will have twice the spacing.

Motion adds “the extra touch”. It is used to create ease of use and should be there to help the user navigate and to help support the experience of a premium feel.

<p>CTA</p> 	<p>CTA (Small)</p> 	<p>Slider</p> 
<p>Tags</p> 	<p>Highlights</p> 	<p>Text Link</p> <p>Epic headsets & innovative technologies for Enterprise & Gaming professionals.</p>

Motion principles – hover and interaction

Motion should be lightweight, snappy, smooth and helpful to the user – it should support navigation and enhance the experience of a premium brand.

Don'ts

If it feels like we are slowing you down, we're doing it wrong.

Epic headsets & innovative technologies for Enterprise & Gaming professionals.

Perfect audio for professionals.
[More Enterprise](#)



Feel the game, not the headset.
[More Gaming](#)



Transition principles

The basic principles for transitions are the same as for the smaller hover states and interactions.

It should be lightweight, snappy and smooth. It should support navigation and enhance the experience of a premium brand.

Don'ts

If it feels like we are slowing you down, we're doing it wrong.

Thank you!