
HyperSound[®] copyright & brand guidelines

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Introduction

HyperSound® is the first-of-its-kind directed audio solution to enter the hearing healthcare market. From early champions of our technology, to partners, and end-users, HyperSound technology has proven its potential to change the quality of life for those that suffer from hearing loss.

Our goal is to use HyperSound's groundbreaking, innovative audio technology to create products that not only improve the listening experience for those that suffer from hearing loss, but for everyone. Significant investment has been made in perfecting our HyperSound technology, as well as our brand identity. The uniform and correct use of the identity elements which represent our brand is essential in the realization of HyperSound's ultimate goal.

This guide outlines the correct use of HyperSound's identity elements as well as the proper use of HyperSound copyrighted material, and we kindly ask that you to adhere to our guidelines which protect our brand identity, trademarks and copyrights.

General Marketing Guidelines

HyperSound® Hearing Solutions is a committed partner to your practice and to helping you improve your patients' quality of life. To help your customers understand the value of HyperSound products, we've developed an array of tools for use in your various marketing initiatives related to HyperSound products.

Various marketing materials are provided by HyperSound Hearing Solutions to make marketing to your customers easy and effective. It is very important that our brand is portrayed accurately, and our identity elements used correctly.

The below guidelines must be followed:

- Any marketing assets containing HyperSound brand or product information, identity elements (including logo artwork) or graphics must be reviewed and approved by HyperSound Hearing Solutions.
- You must adhere to the brand standards outlined in this guide.
- It is HyperSound Hearing Solutions' policy not to supply you with original artwork for HyperSound marketing materials, however, high res PDFs may be provided at our discretion by contacting hs.marketing@turtlebeach.com.

Logo Color Specifications

The HyperSound® logo marks are based on a common, specialized font style combined with particular spelling and coloration. The family of HyperSound logos is the property of Turtle Beach Corporation and shall only be used in accordance with these specifications to protect the equity of the brands for the benefit of all stakeholders. Only use the approved electronic artwork and always adhere to the approved guidelines outlined in this document. Never alter or add to or the logo in any way.

The following are the only permitted color variations for HyperSound Hearing Solutions' family of logo marks. No additional color variations are authorized.

SPOT COLOR REPRODUCTION



The Pantone Matching System (PMS) is the printing industry standard. Pantone Cool Gray 7 C and Pantone Black 100% are the match colors for HyperSound Hearing Solutions' logo marks.

PROCESS COLOR REPRODUCTION

When the logo is to be reproduced using the four-color process (cyan, magenta, yellow, black), the CMYK ink values typically produce the spot colors. In order to achieve the closest color match, we suggest you use these values. Always use the Pantone (PMS) chip for absolute color matching accuracy. Ensure Pantone colors are used for printing and RGB versions for on-screen, PDFs and web.

HyperSound Logo

The preferred usage is the two-color version (using Pantone Cool Gray 7 C and Black 100%) on a white or light background.

	Pantone Cool Gray 7 C		Black
	C 42.5		R 0
	M 35.19		G 0
	Y 34.64		B 0
	K 0.96		#999898
			K 100
			#000000

Dependent upon the use case, logos may also be reproduced in solid black or solid white. Logos shall be produced in solid black only on light backgrounds and shall be produced in solid white only on dark backgrounds.

HyperSound® Logo Marks

The preferred amount of whitespace is equal to the height of the H in the name, at the size at which the trademark is reproduced (see illustration below).



Pantone Cool Gray 7 C on white background.



Pantone Cool Gray 7 C on black background.



Pantone 291 C on white background.



Pantone 291 C on black background.



Pantone Cool Gray 7 C and Black 100% on white background.



Pantone Cool Gray 7 C and White 100% on black background.



Pantone Cool Gray 7 C and Black 100% on white background.



Pantone Cool Gray 7 C and White 100% on black background.



Pantone Cool Gray 7 C on white background.



Pantone Cool Gray 7 C on black background.



Black 100% on white background.



White 100% on black background.

Photography & Illustrations



© 2015 Turtle Beach Corporation

- When using HyperSound® photos or logos, you must include a Turtle Beach Corporation copyright tag (© [year] Turtle Beach Corporation). Example shown above.
- Approved HyperSound images and graphics are provided for use in marketing materials only when promoting HyperSound products.
- Product images must be used only to promote the specific products they depict.
- When using HyperSound images, a HyperSound logo mark must be visible somewhere on the piece.
- To receive HyperSound images, you must send a request to hs.marketing@turtlebeach.com.
- All materials using HyperSound's identity elements and/or images must be submitted to hs.marketing@turtlebeach.com for approval prior to use or distribution.

HyperSound® Copyright & Trademark

© 2015 Turtle Beach Corporation (“TBC”). All rights reserved. HYPERSOUND CLEAR™ 500P, HEAR EVERY WORD™ and the HyperSound logo are proprietary trademarks of TBC. All other trademarks are properties of their respective owners. Actual product appearance may differ from package imagery.

If you have any questions about HyperSound copyright and brand guidelines, please contact HyperSound Marketing at hs.marketing@turtlebeach.com or +1 858-952-0680.

I agree to use the guidelines as set forth in this document, to use approved HyperSound identity elements and media only when promoting HyperSound, and to contact HyperSound to approve all marketing materials containing HyperSound copy, logos and media.

Practice Name

Name

Signature

Date