J.W. SPEAKER®

Engineered. Lighting. Solutions.

BRAND GUIDELINES

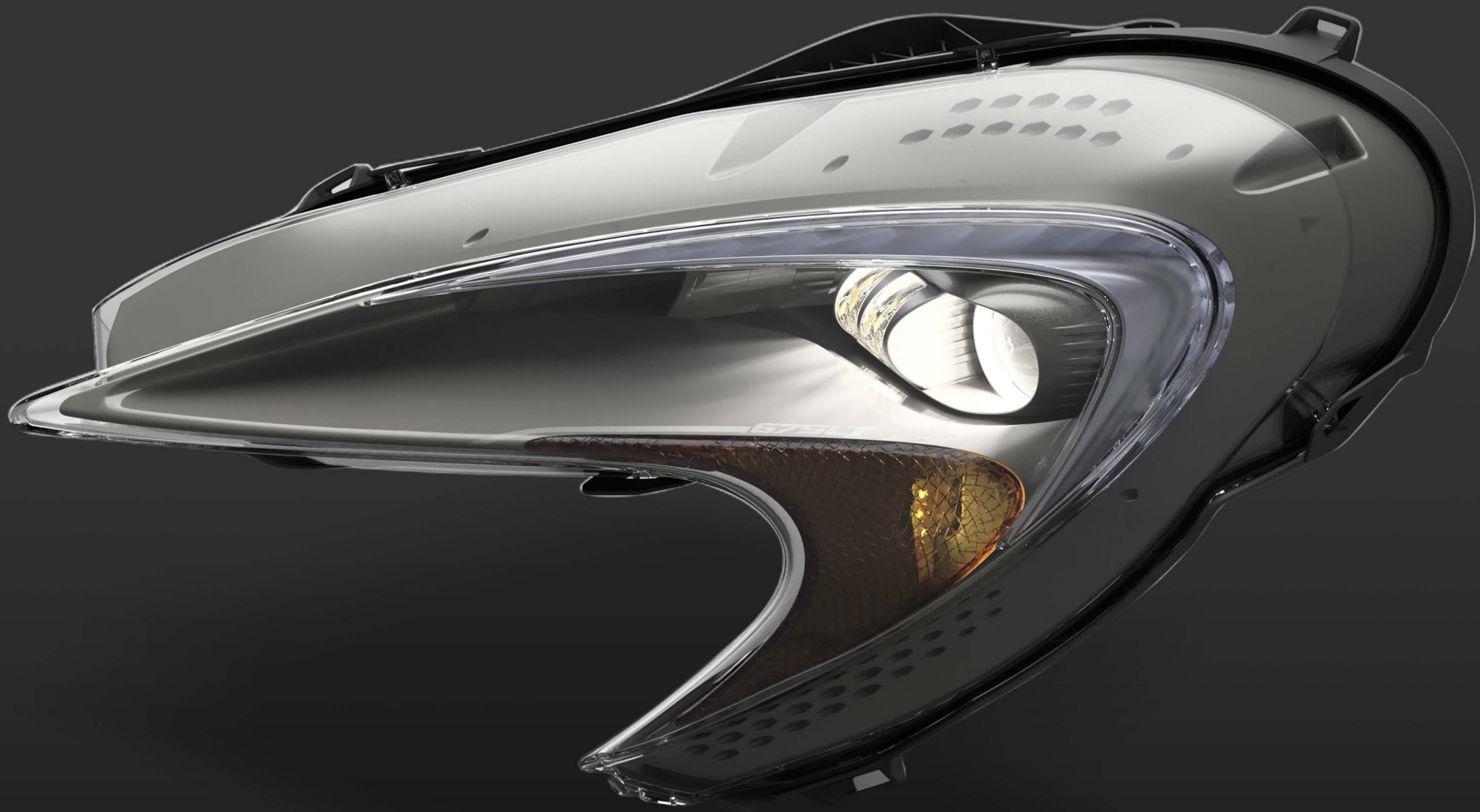


Table of Contents

03 Overview

05 Company Overview
06 Company Values

07 Logos

09 Official Logo & Usage
11 Supplemental Logo & Usage
13 Model Logos
14 Series Logo

15 Design & Voice

17 Color
18 Design Elements
19 Typography
21 Typography Usage
22 Tone of Voice
23 Aftermarket Design
24 OEM Design

25 Imagery

27 Photography
29 Product Renders
31 Illustrations
32 3D Renders

33 Resources

35 Marketing Materials
36 Packaging
37 Video & Animation
38 Social Media

39 Partnership

41 FAQs & Contact
42 Terms of Use

Tim & Jamie Speaker

OVERVIEW

Company Overview

At J.W. Speaker we strive to be the best. Just as we constantly explore new and emerging LED lighting technologies to provide better performance for our OEM and aftermarket customers, we continue that exploration throughout our branding. From developing innovative campaigns that showcase our LED technology to creating high-quality design work. We are Driven. To See More.

Since our brand is crucial to the success of our business, adherence to the following is mandatory both internally (within J.W. Speaker) and externally (companies that do business with J.W. Speaker):

- Promotion of J.W. Speaker's brand, capabilities and/or products must be done in accordance with the guidelines outlined in the branding guide. The official logo is our formal identity and the visual element that ties all of us together.
- New products, packaging, marketing, documentation, or any other manifestation of J.W. Speaker branding must comply with the branding guide.
- Existing products, packaging, marketing, and documentation that do not comply with the branding guidelines should be phased out as inventories are depleted. Directionally, we encourage prudence in this matter.

Our brand is one of our most valuable assets. It defines who we are, what we do, and how we do it. For these reasons, it is imperative that we present a consistent brand identity in everything that we do. Thank you for all that you do to help maintain our reputation for being the world's preeminent provider of innovative LED lighting solutions.

Company Values

Tagline

Engineered. Lighting. Solutions.

Tagline to be used along with official logo.

Slogan

DRIVEN.
TO SEE MORE.

Innovation

- Everything we do originates from a mindset of value creation
- We strive to solve customer problems in creative ways
- Thinking outside the box and tackling problems that no one else will

LOGOS

Official Logo

The official logo should be used as shown whenever possible.

Official Logo

Official Logo with
Reversed Tagline

1-Color Official Logo

May also be used in all
black or white

1-Color Official Logo
Without Tagline

May also be used in all
black or white

Logo Usage

Clear space

Minimum clear space is equal to the proportional height of the R in the logo. This is mandatory for all uses of the company logo.

Minimum Size

With Tagline:
2.00” Wide

Without Tagline:
1.75” Wide

Choosing Which Logo Color

The J.W. Speaker official logo should only be used on a white or light background. For any other background you should use the logo that creates the most contrast.

The black logo should be used on light colored backgrounds. The white logo should be used on dark colored backgrounds.

J.W. Speaker Arrow

For individual use of the J.W. Speaker arrow, please Design Elements on page 18.

Supplemental Logos

Driven. Too See More.

Should not be used independently from J.W. Speaker Official Logo.

DRIVEN.
TO SEE MORE.

DRIVEN.
TO SEE MORE.

J.W. Speaker Logo with Driven. Too See More.

J.W. SPEAKER
Driven. To see more.

J.W. SPEAKER
Driven. To see more.

J.W. Speaker Official Logo with Made in the U.S.A.

Only use in full color.

PROUDLY MADE IN THE USA
GERMANTOWN, WISCONSIN
J.W. SPEAKER
Engineered. Lighting. Solutions.

PROUDLY MADE IN THE USA
GERMANTOWN, WISCONSIN
J.W. SPEAKER
Engineered. Lighting. Solutions.

Made in the U.S.A.

Only use in full color.

PROUDLY MADE IN THE USA
GERMANTOWN, WISCONSIN

PROUDLY MADE IN THE USA
GERMANTOWN, WISCONSIN

Improper Logo Usage

Do not use the logo without the Speaker Arrow.

J.W. SPEAKER®

Do not rotate the logo.

Do not stretch or distort the logo.

Do not change the color of the arrow to be different than the color of the logo.

Do not add an outline to the logo.

Do not use unofficial colors for the logo.

Do not reproduce the logo in low resolution.

Do not place the logo on a background that prevents legibility of the logo and/or tagline.

Do not delete the tagline from the official logo.

Model Logo Usage

Model logos are an important part of the J.W. Speaker brand. With the expanding line of aftermarket lights, it is important to distinguish products from each other and to add assets to the brand. The standard model logo features metallic numbers and border with a black background. If a product model is an additional evolution of a model, has specialized technology, or needs further differentiation but is not a subset of a series logo, text or details will be added.

Standard Logos:

Modified Logos:

Series Logos

J.W. Speaker is the master of lighting technology, and develops lines of product around a certain technology, vehicle, or lighting solution. Whenever 3 or more products are designed and marketed together, a Series Logo will be designed and implemented on all marketing materials that pertain to it's products.

When a Series Logo is created, the Model Logos that fall under that series should have a similar aesthetic and should mention the series within the logo.

Series Logos:

Series Model Logos:

DESIGN

Color

Primary Color Palette

	Speaker Red	Black	White	Light Gray	Mid Gray	Dark Gray
HEX	#E2231A	#000000	#FFFFFF	#D4D4D3	#999999	#343333
CMYK	0, 95, 100, 0	0, 0, 0, 100	0, 0, 0, 0	16, 12, 13, 0	43, 35, 35, 1	69, 63, 62, 58
RGB	226, 35, 26	0, 0, 0	255, 255, 255	212, 212, 211	512, 512, 513	52, 51, 51

Market Color Palette

The Market Colors are only to be used in correspondence with their respective markets, primarily for aftermarket design.

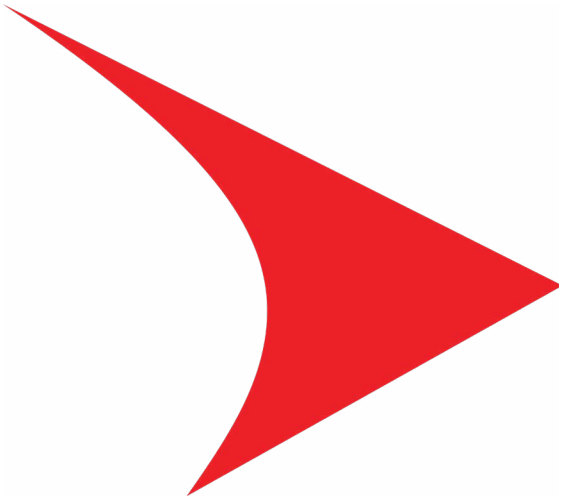
	Automotive Yellow	Powersport Green	Transport Blue	Industrial Orange
HEX	#FDB913	#065a2e	#bad2de	#f37035
CMYK	0, 30, 100, 0	90, 38, 100, 36	26, 9, 8, 0	0, 70, 88, 0
RGB	253, 185, 19	6, 90, 46	186, 210, 22	243, 112, 53

Design Elements

The Speaker Arrow

The J.W. Speaker logo features an arrow icon which represents the idea of innovation and moving forward.

Only under certain circumstances will the independent use of the J.W. Speaker arrow be allowed.



Dashed Line

The dashed line should be used as a supplemental design element. Dashed lines can be layered and rotated if it supports the design. The dashed line can be any of the official J.W. Speaker colors.

Typography

The official typeface of J.W. Speaker is Helvetica. This neutral typeface is clean, legible, and has a variety of fonts in its family in varying weights that communicate the strength and versatility of J.W. Speaker. This typeface should be used for headers, sub-headers, and all body copy.

Helvetica Neue LT Pro Light

For body copy and large amounts of text
on lights background

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?@#$%&

Helvetica Neue LT Pro Roman

For body copy and large amounts of text
on dark background

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?@#$%&

Helvetica Neue LT Pro Medium

For subtitles and to emphasize bold words
in Helvetica Neue LT Pro Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?@#$%&

Helvetica Neue LT Pro Bold

For titles and to emphasize bold words
in Helvetica Neue LT Pro Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?@#$%&

The secondary typeface of J.W. Speaker is Termina. The typeface is bold, sleek, and progressive. This typeface communicates the ingenuity and advancement of J.W. Speaker. This typefaces should be used for headers and sub-headers.

Termina Thin

For sub-headers on light backgrounds

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?@#$%&

Termina Light

For sub-headers on dark backgrounds

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?@#$%&

Termina Regular

For headers and to emphasize bold words in Termina Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?@#$%&

Termina Medium

For headers and to emphasize bold words in Termina Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?@#$%&

Typography Usage

For the various marketing materials that J.W Speaker designs, please use the following chart.

	Web	Price/Sell Sheet	Brochures	Print and Web Advertising	Power Point	Email
Headers	Helvetica & Termina	Helvetica	Termina	Helvetica & Termina	Helvetica & Termina	Helvetica
Body Copy	Helvetica	Helvetica	Helvetica	Helvetica	Helvetica	Helvetica

Tone of Voice

J.W. Speaker's voice and tone express our brand's essence. As an industry leader, the way we speak to the user is important in order to express our knowledge and experience in the industry. We embrace an audience-first type of communication that is clear and easy to understand.

We are bold.

Being proud and confident of our company, products, and technology is natural. Embrace it.

We are inspiring.

While we are bold, we also are inspirational. Our voice sparks creativity for our customers.

We are innovative.

We are continually learning, exploring, and evolving. An innovative and scientific voice is essential to our brand and its identity.

We are optimistic.

In the business of design and engineering, an active and optimistic tone is essential. It is what sets us apart from competitors and should be celebrated.

Aftermarket Design

A small portion of J.W. Speaker's overall business caters to the automotive, powersport, transport, and industrial aftermarkets. It is important that all branding guidelines are upheld when creating marketing materials for these markets. There are few select areas where aftermarket marketing differs from OEM. For example a heavier use of Helvetica is encouraged when creating design work for the aftermarket. Additionally imagery is limited to high resolution images and product renders. Illustrations are reserved for OEM marketing. When designing aftermarket materials, the primary J.W. Speaker color palette should be use with the additional option of the coordinating market specific color palette.

OEM Design

J.W. Speaker is uniquely positioned to provide end-to-end vertical integration manufacturing capabilities for custom OEM's - from conceptual designs to superior, mid-volume manufacturing. It is imperative that all branding guidelines be upheld when creating successful OEM designs. Typography guidelines should also be upheld, but a heavier use of Termina is encouraged. Images, renders, and illustrations can all be used, given that they are of high quality and resolution. Many OEM customers have privacy rights. When publicly or externally showing images of a specific OEM client, permission must be obtained by the coordinating sales representative. Only the primary J.W. Speaker Color Palette should be used when designing OEM materials.

IMAGERY

Photography

When taking or creating lifestyle imagery, our products are the focal point. A variety of applications and settings are encouraged to showcase the range of usage. Surroundings should feel natural or authentic while not taking away from the vehicle or product. The product should be clear and bright.

Photos should be bold and dynamic, emphasizing the lifestyle of our customers. The composition of the images should be engaging and speak to the high quality of J.W. Speaker products.

Product Renders

Clean and captivating, J.W. Speaker products are rendered to ensure the use of the highest quality of imagery possible. Products are rendered at four primary angles: face forward, 3/4 or at 22.5° facing to the right, side, and back. Additional views may be added if necessary. Product should be rendered in each applicable bezel color and should avoid harsh shadows and black backgrounds. If a product is updated or modified with noticeable changes to the optics, housing, lens or any other modification, the product needs to be re-rendered or photoshopped to reflect the new adjustments.

Renders should use a variety of lighting techniques to bring dynamic range to the product render.

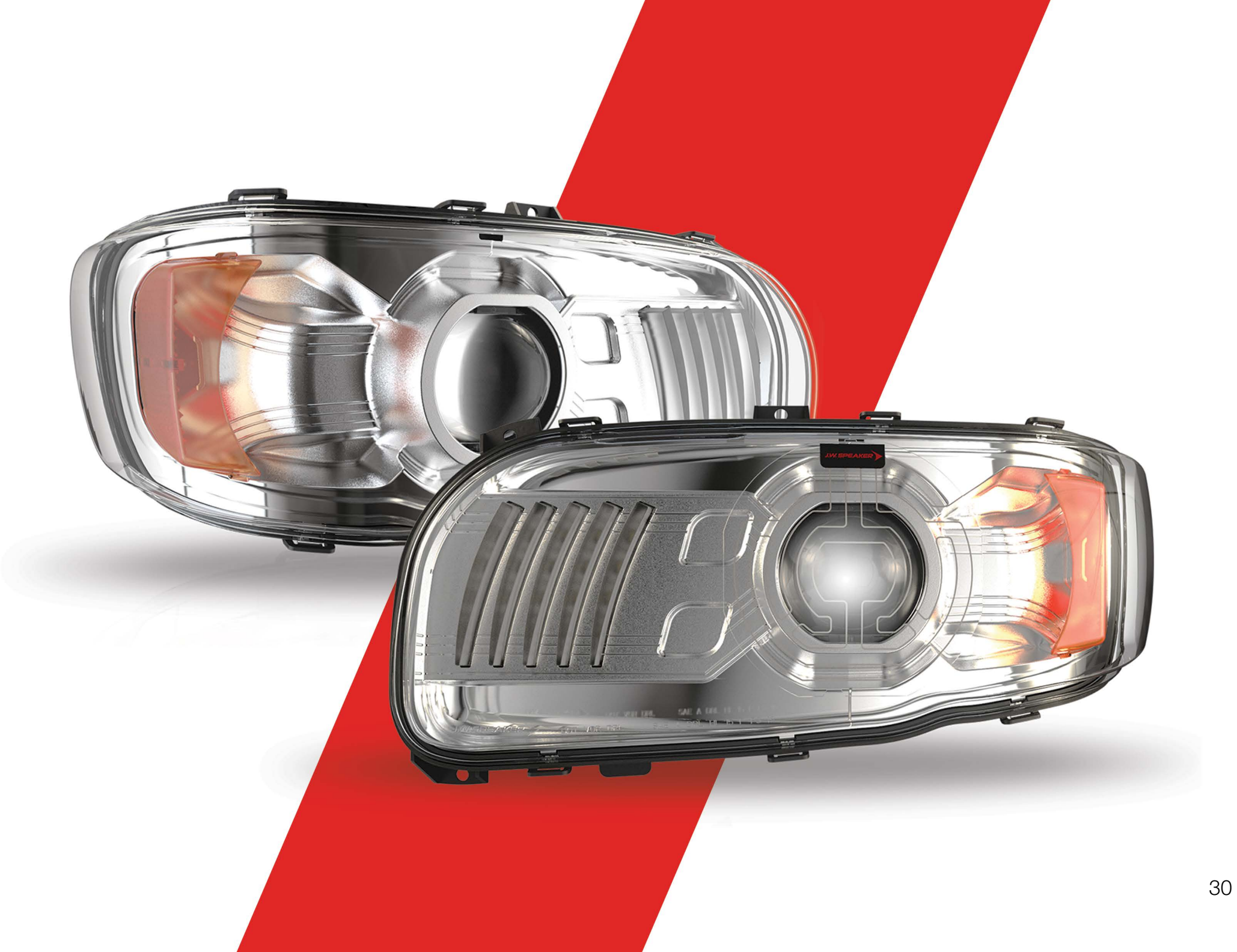
Front View

3/4 View

Side View

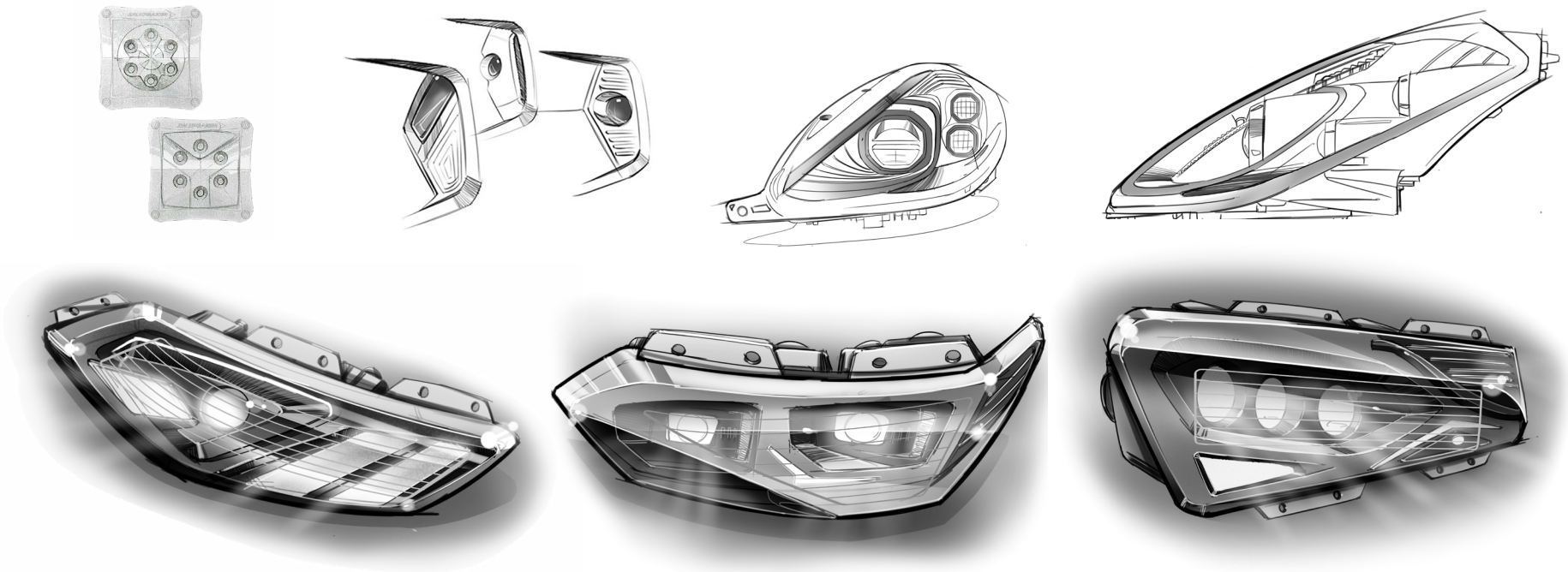
Back View

Note: Reflections and shadows should be added to all product renders so that the product appears to sit on a surface. These are added post production to each product and angle.


J.W. SPEAKER

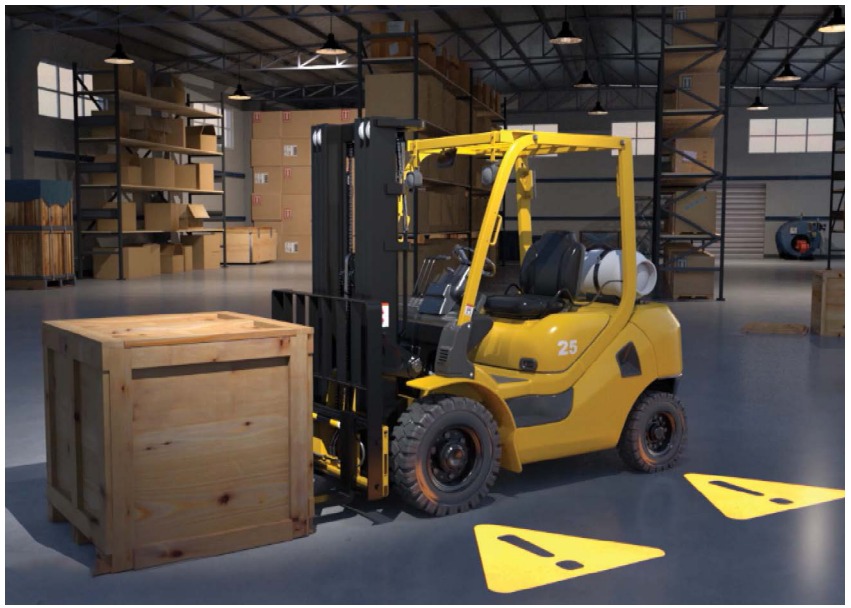
Illustrations

While photo and render based images are the primary visual resource used by the company, illustrations are another great resource. Our illustrations are often designed for a specific use and should have a stylized, technical, and intriguing aesthetic that should look as realistic as possible. The primary use of illustrations is to show the various technical capabilities of the company. New illustrations created for J.W. Speaker should reflect the style of the concept sketches below.



3D Renders

In order to bridge the gap between new and emerging LED lighting technologies and applications, 3D renders are created to show real world visuals that customers can understand. When creating 3D renders for J.W. Speaker, video is the preferred resource as it is the best option to showcase the full functionality of our products. Vehicles, placements, atmosphere, and lighting should look as realistic as possible.

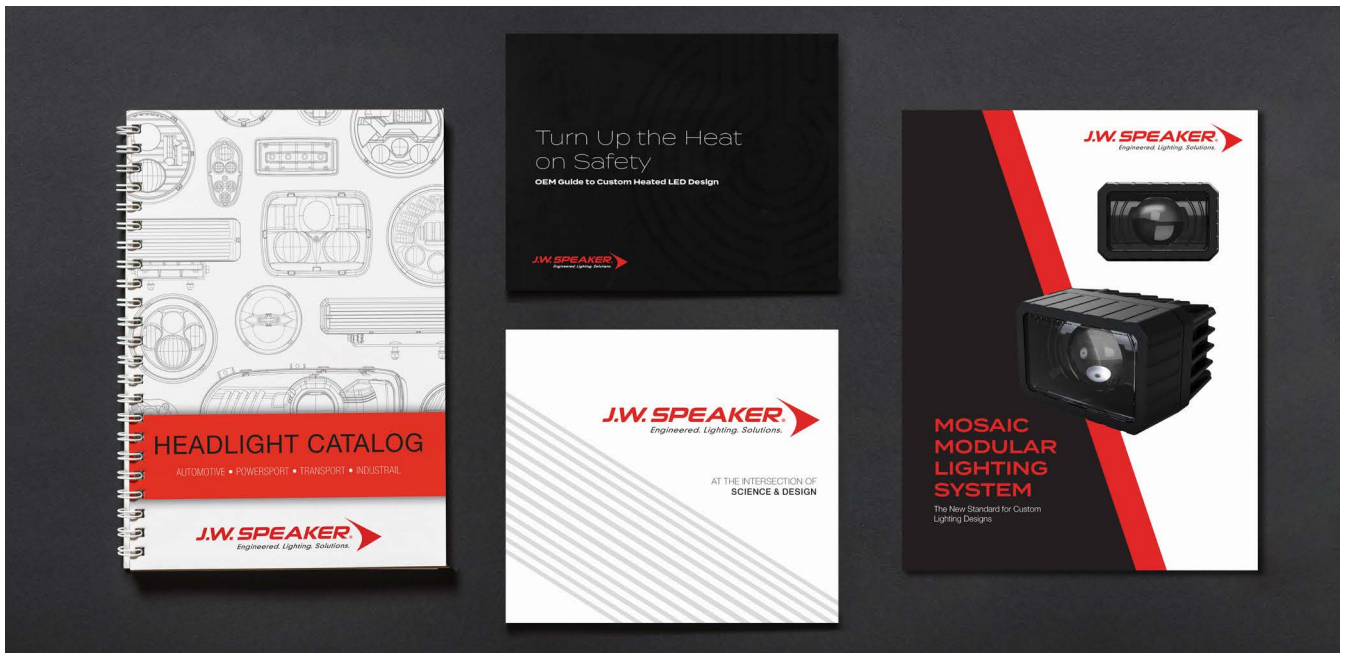


EVO J3
TRAIL 6 PRO.
J-LINK
ESCAPE THE STANDARD.
EXPERIENCE THE CONTROL.
UNLOCK EXCLUSIVE FEATURES.
J.W. SPEAKER.
Engineered. Lighting. Solutions.
PARTNER SPOTLIGHT:
ARCH
MOTORCYCLE
FEATURING THE ADAPTIVE 2 SERIES HEADLIGHT
jwspeaker
1,489 Posts
15.6K Followers
282 Following
J.W. Speaker
Lighting Store
View shop
Following
Message
Contact

RESOURCES

Marketing Materials

J.W. Speaker promotes it's brand through various types of resources that include but are not limited to brochures, catalogs, case studies, instruction sheets, eBooks, price sheets, and sell sheets. J.W. Speaker also promotes it's products and brand through other types of marketing materials such as branded retail displays, business cards, sales cases, banners, and trade show displays. All of these resources should thoroughly follow the branding guidelines and should be carefully designed to fit the product, application, target audience, and customer. Most importantly, our marketing materials are how the brand comes to life and should use all the key design elements outlined in this guide.



Packaging

Packaging plays a specific role in J.W. Speaker's branding and in our end users' experience. We are selective in which aftermarket products receive packaging labels and which deserve fully branded packaging. Our packaging is clean, simplistic, informative and follows all of our design principles. For product packaging that is not just a label, fully branded packaging is designed to meet the specific needs and style of the product's end user.

Video and Animation

Starting and Ending Frames

All videos should start and end with the J.W. Speaker animated logo. Logo animation should be dynamic, bold, and capture the viewers attention.

Shots and Framing

To speak to the versatility of the company a variation of angles and perspectives should be used when filming. Use of both long shots and close shots can be used. The rule of thirds should always be used when filming.

Animating

Similar to logo animations, other animated elements should be bold. Incorporate movement, graphics and icons. Simple text animations should be impactful but not distracting; allow them to enhance other elements.

Audio

Audio should match the company's tone of voice. All music should be bold, innovative ,inspiring, and/or optimistic. Audio should also match the message of the video content.

Social Media

Platforms

J.W. Speaker has a presence on most major social media platforms. Here are our most active accounts and what we usually post on each:

Facebook: Product news & marketing, events, media mentions, company news, user content
Instagram: Product news & marketing, events, company news, user content
LinkedIn: Product news & marketing, events, media mentions, company news
YouTube: Product news & marketing, company news, product information

J.W. Speaker Corporation
@jwspeaker | #jwspeaker

Content Curation

J.W. Speaker's content is heavily image based. Utilize our photography guidelines to direct use of images on social platforms. Video, graphics, and animation are also encourages but must fit within guidelines and should not overpower image content.

Tone

While J.W. Speaker wants to maintain a consistent tone of voice across the brand, we also recognize that social media allows for a more personal relationship to our customers. Utilize puns, emojis and hashtags when applicable.

PARTNERSHIP

FAQs & Contact

How do I request official logo files?
Official logo files may be requested by contacting speaker@jwspeaker.com. Please provide the context of where the logo will be used, what file types are needed.

What are the terms of use for logo files?
Terms of Use for logo files and other digital assets and intellectual property can be found on page 42 of this guide, and are available online at: www.jwspeaker.com/digital-assets

How can I add my company logo to J.W. Speaker marketing materials?
You can request to have J.W. Speaker marketing materials (e.g. brochures) customized with your company's logo by contacting speaker@jwspeaker.com. Please allow a minimum of 10 business days for these types of requests to be fulfilled.

How can I get logos for specific products, like the Mode 8700 Evolution J?
Product-specific logo files may be requested by contacting speaker@jwspeaker.com. Please provide context of where the logo will be used and allow a minimum of 2 business days for the request to be fulfilled.

How can I request J.W. Speaker videos, images, presentations, and other resources?
J.W. Speaker is happy to supply resources to official J.W. Speaker Associates & Sales Representatives. Please contact speaker@jwspeaker.com with the context of the request, the associated client (current of perspective), and any other applicable information.

Terms of Use

J.W. Speaker Corporation is entrusting you with digital assets and/or intellectual property for the purpose of helping you to promote and grow your business via the J.W. Speaker product line. We value your partnership and trust that you will observe the following terms of use with respect to these digital assets and/or intellectual property:

- You will not distribute our digital assets and/or intellectual property without our express written permission.
- You will discontinue use of our digital assets and/or intellectual property immediately if we request you to do so.
- We do not surrender our own right to use the digital assets and/or intellectual property or to grant permission for others to do so.
- J.W. Speaker Corporation and its employees are not responsible for any costs, expenses, losses, damages, or liability arising from the use of its digital assets by other parties.
- In an effort to maintain factual integrity and reduce errors, you will (whenever possible) share proofs of work in which our digital assets and/or intellectual property will be used. By collaborating with us, we can catch errors and make recommendations to improve the effectiveness of your marketing for our products.
- We maintain a library of distributor partner marketing materials. We would ask that you supply us with one complimentary copy of any published work (print or video) where our digital assets and/or intellectual property appear so we can add it to our library.
- To the extent that we have legal authority to do so, we hereby give our consent for the release of the digital assets and/or intellectual property being shared with you. This consent does not imply that we control the copyrights to all digital assets and/or intellectual property or that you should not secure other authorizations prior to their use.

If you have any questions or concerns, please contact speaker@jwspeaker.com.

jwspeaker.com
Email: speaker@jwspeaker.com
Germantown, Wisconsin

September 2022