

BARIX

BRAND STYLE GUIDE

2019 • v.1

CONTENTS

About the brand

Logo

Colors

Typography

Spacing

ABOUT THE BRAND

Barix Mission

We develop reliable solutions for our customers with our excessive experience and clever ideas within the field of audio over IP technology.

Fast developed prototypes show our abilities and willingness for hands on communication that solves problems.

By sharing the development costs with the customer, we help the audio business to innovate faster and make the final product available to a wide audience.

Barix Vision

We are the number one intelligent audio engineering partner for OEMs in the market that do not want to rely on huge corporations and build self-governed intelligent audio.

Intelligent Audio is the less intrusive, more anonymous way to build intelligent audio devices for smart control and surveillance. We make the world a better place by allowing modern AI technology to be used without a back door.

LOGO



Over a light background



Over a dark background

COLORS



Barix Black

CMYK: 74 65 63 81

RGB: 29 29 27

HEX: #1D1D1B



Barix Red

CMYK: 11 98 98 2

RGB: 241 41 40

HEX: #d32928



TYPOGRAPHY

MONTERRAT BOLD

FOR TITLES AND SUBTITLES

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

SOURCE SANS PRO

FOR BODY TEXT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

SPACING

Spacing between elements should be set on multiples of 8 pixels (i.e. 8, 16, 24, 32, and so on). A corrective margin of 4 pixels could be allowed on some cases (i.e. 12, 20, 28, etc.).

