

BARIX

INTELLIGENT AUDIO

BRAND STYLE GUIDE

2019 • v2.0

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1.

ABOUT BARIX

Our 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.

Our 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.

2. LOGO

BARIX

Logo over light background

BARIX

Logo over dark background

Clear Space

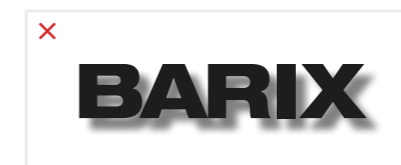
There's a minimum area of clear space surrounding the logo that should always be respected, thus allowing the brand identity to stand out. This area is equivalent to the height of the logotype, illustrated here by the letter "i".



Incorrect Usages



Do not rotate the logo.



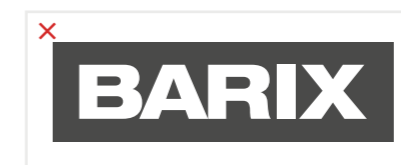
Do not add effects of any kind to the logo.



Do not stretch or compress the logo.



Do not change the color of the logo.



Do not place the logo in a shape or container.



Do not use the logo on backgrounds where neither version is easily readable.

BARIX

Lorem ipsum dolor sit amet

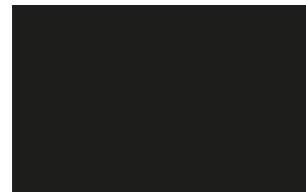
Sundaece aruptisima sin repudae il exerum earunt parchiliqui debit, quid unti dit, to volorepelles dolendae. Explia vendit rerum fugiaerum fugitatur?

Con nus aut ut am ventorum as et volupta quibusam fugia consequia abore laborume natur, nihilibusam quaectu reptibea qui dolut mint doluptatibus aut dolut voluption nis que volesequat.



3. COLOR USAGE

Brand and Secondary Colors



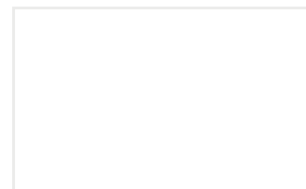
CMYK: 71 65 67 77
RGB: 29 29 27
HEX: 1D1D1B

Main color for text and secondary buttons in light backgrounds. Can be used as background color.



CMYK: 11 97 98 2
RGB: 212 41 40
HEX: D42928

Color for highlights, main buttons, feedback for interactive elements, and negative feedback and online states. Can be used as background color for some elements.



CMYK: 0 0 0 0
RGB: 255 255 255
HEX: FFFFFFFF

Mainly the color of most canvas for graphic pieces, can be used sparingly in text.



CMYK: 58 31 12 0
RGB: 113 154 190
HEX: 719ABE

Secondary color, used mainly as background for sticker-like elements, ex.: new and prototype products.



CMYK: 69 0 99 0
RGB: 70 191 70
HEX: 46BF46

Secondary color, used mainly for positive online states and feedback, ex.: check marks.



CMYK: 5 33 75 0
RGB: 239 176 88
HEX: EFB058

Secondary color to be used sparingly, ex.: as complementary color in some diagrams.

Grey Tones



CMYK: 66 58 58 39
RGB: 74 74 73
HEX: 4A4A49

Support tone. Can be used as an alternative for body text in some compositions.



CMYK: 52 43 44 8
RGB: 128 128 127
HEX: 80807F

Support tone. Used online in inactive slider selectors and placeholder text in input boxes.



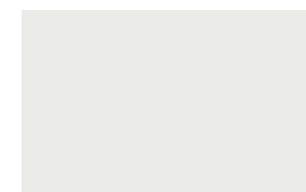
CMYK: 41 33 34 1
RGB: 158 158 157
HEX: 9E9E9D

Support tone. Can be used in icons and as the background color for online Calls to Action.



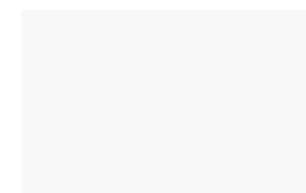
CMYK: 22 17 18 0
RGB: 198 198 198
HEX: C6C6C6

Support tone.



CMYK: 7 5 5 0
RGB: 235 235 234
HEX: EBEBEA

Support tone. Used in lines, borders and input boxes.



CMYK: 2 1 1 0
RGB: 248 248 248
HEX: F8F8F8

Main color for text in dark backgrounds. Can be used sparingly as background color.

4. TYPOGRAPHY

Main Typeface

Source Sans Pro

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789? !\$€£%&@;:,.

Light

Used in small notes or sections of complementary information. Standard size: 12pt.

Regular

The common style for all mediums. Used in body text, messages and information snippets. Standard size: 16pt.

Bold

Used in titles, subtitles, buttons, and to highlight important information in any other type of text. Uppercase can be applied in some instances. Standard sizes, title: 24pt or 20pt; subtitle and calls to action: 16pt.

Supporting Typeface

Montserrat

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789? !\$€£%&@;:,.

Bold

Used in headers, subheaders and as support font in promotional material. Uppercase can be applied in some instances. It should always be at least 1.5x the size of the main text. Example: main text: 16pt; Support text: 24pt.

Size and Spacing Between Text Elements

Elements should have a minimum spacing between them in order to add to the readability as a whole. Graphic pieces should be designed following a rule of multiples of 8. If the body text is set to 16pt, the size and spacing of everything else should be set on multiples of that value. A good non-mandatory rule of thumb is to set the spacing the same as the font size of the text above it, but ultimately it's all dependant on the balance of the whole composition.

Montserrat / uppercase / bold / 40pt	HEADER
40pt	Spacing
Montserrat / bold / 24pt	Subheader
24pt	Spacing
Source Sans Pro / bold / 20pt	Title
20pt	Spacing
Source Sans Pro / bold / 16pt	Subtitle
16pt	Spacing
Source Sans Pro / regular / 16pt	Enistium que vendaercid et faccae lit qui ut quideli caborum repro ististis suntem cus et lant fuga. Ut dolor andaectium volupti beaquunt plit aut millani inctiate volor maximet evenden dignienimil modigen imporem aut evenden toresciuntio volut experchit re volupti idunt ut lignat.
16pt	Spacing
Source Sans Pro / light / 12pt	Small note



BARIX

LOREM IPSUM DOLOR SIT AMET

Sundaece aruptisima sin repudae il exerum earunt parchiliqui debet, quid unti dit, to volorepelles dolendae. Explia vendit rerum fugiaerum fugitatur? Con nus aut ut am ventorrum as et volupta quibusam fugia consequia abore laborume natur, nihilibusam quaectu reptibea qui dolut mint doluptatibus aut dolut voluption nis que volesequat.

Learn more at barix.com

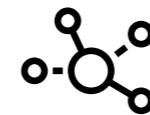
5. ICONS



Most icons used by Barix come from the Font Awesome Pro pack. However, in order to better fit the subjects they aim to illustrate, some icons come from the Noun Project, while others were customized or built from scratch.

Large Icons

Large icons can be used to illustrate and give character to their respective topics, relevancy to the context being mandatory. Depending on composition and section alignment, they can be used on top, to the left, or to the right of their section. The icons can be placed in a shape or container and should be at least 1.5x the size of the title.



Reliable and Solid

We create products that last. Buy it once and it runs. Certified and tested for more than 10 years.



RELIABLE AND SOLID

Full management control, no infrastructure, no IT staff. Check delivery status in real time.

Small Icons

Small icons generally go inline with the text and can be used to illustrate features or options in all kinds of mediums, from print material to online portals and apps. A margin of at least 0.75x the font size should always be taken into account between the icon and the text. Example: text with font size of 16pt has a margin to the icon of at least 12pt.

✓ MP3, AAC+ decoder

⚙️ User Settings

6. ONLINE ELEMENTS

Buttons

Each type of boxed button has two versions: label aligned to the left with an arrow aligned to the right, or label centered inside the button. Label text should be bold. These buttons should be square, however slightly round edges can be used as well (up to 4px). Height should be 4 times the font size (eg.: font size of 16px equals box height of 64px) while width is dynamic and adaptable to where the button is to be placed, always leaving a left and right padding at least the same size as the font size.

Application of each type and version is dependant on hierarchy and purpose, balance and ease of access being what dictates their use.

Primary Buttons



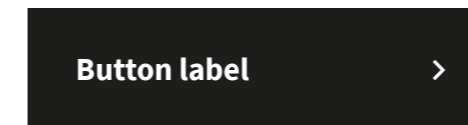
The red filled-out button should be used as the final step of a chain of actions. There should never be more than one of these buttons per page/view. Eg.: Registering, logging in, or sending a message.



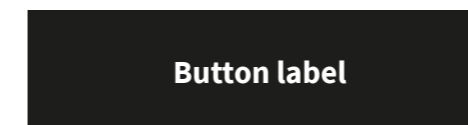
Depending on its usage, the transparent button with a red frame can go together with the red filled-out button as a means to cancel an action, or independently as a high important action on a page/view. There is usually just one per page/view.



Secondary Buttons



The black filled-out button should be used for the most important subordinate action on a page/view. It usually leads to another page or section, or represents the next step in a chain of actions.



The transparent button with a black frame is used for most other subordinate actions. There can be as many as a page/view needs. Blending nicely with other content, these buttons do not trigger emergency on the user.



Text Buttons

Lorem ipsum dolor sit amet, **this here is a link** adipiscing elit.

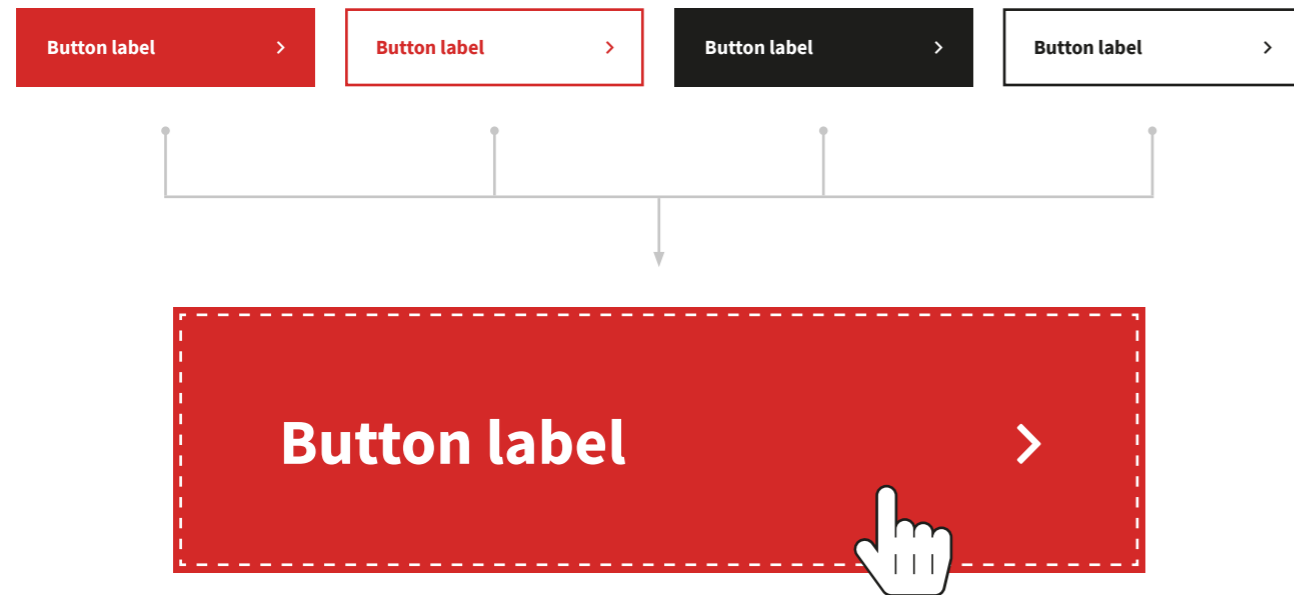
Parts of body text can act as buttons. These are always red and usually take the user to another page/view related to the linked text.

Button label >

Subtle calls to action that can go after blocks of text, they always feature an arrow to the right, spaced exactly 0.75x apart (eg.: font size of 16pt equals to spacing of 12pt).

Button Hover Effects

On hover, all regular boxed buttons should be color filled red, its label become pure white, be stripped off their frame (if they have one), and grow by 1 pixel².



Lorem ipsum dolor sit amet, this here is a link adipiscing elit.



Hovering on a body text button simply underlines it.

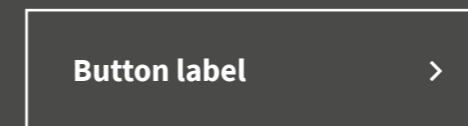
Button label >



Hovering on a call to action text button simply turns its color red.

Buttons Over Dark, Noisy or Colored Background

A pure white version of the regular buttons can be used on dark backgrounds or images. Due to the heavier nature of such backgrounds, only framed buttons should be used and very sparingly - preferably a single one - to avoid visual noise and confusion. Text buttons can be used without much restriction other than readability.



Only transparent buttons with a pure white frame and label/arrow should be used over dark or noisy backgrounds. They should always be positioned over an area that allows them to be easily recognized as buttons and where their objective is immediately clear. On hover, these buttons grow 1 pixel² and become pure white filled with red label/arrow.

Lorem ipsum dolor sit amet, this here is a link adipiscing elit.

Links in body text over dark background are pure white (against a tone of grey used in the regular text). To further the differentiation, they should be underlined by default. There's no added effect on hover.

Button label >

Button label >



Other than being pure white, these calls to action feature all the fundamentals of their regular counterpart. Hovering underlines the buttons label, but not the arrow.