



soniq

brand guidelines

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logo

02
typography

03
colors

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soniq stars

05
applications

01

Hello!
I am soniq logo!

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the S-waves monogram enclosed in universal music/play symbol and our full company name – they have a fixed relationship that should never be changed in any way.



UNIVERSAL MUSIC/PLAY SOUND
SYMBOL FOR NEW GENERATIONS

S MONOGRAM / SOUND WAVES



+

S

=



primary icon

for applications larger than 80px wide



secondary icon

optimised for smaller sizes (<80px wide)



primary icon

for applications larger than 80px wide



secondary icon

optimised for smaller sizes (<80px wide)





soniq

primary logo



inverted colors



soniq 

soniq 

soniq 

soniq 

The image features a solid purple background. In the upper left, the numbers '02' are rendered in a large, white, rounded, sans-serif outline font. To the right, there are several large, overlapping, white, abstract organic shapes that resemble liquid droplets or soft-edged circles. In the lower left, there is a block of white text. In the lower right, the word 'typography' is written in a white, lowercase, sans-serif font.

02

A well-proportioned, clean font can make all the difference on a website or even a corporate flyer. Good typography creates that “There’s something about that” feeling in people’s consciousness.

typography



Hi, I am Barlow!

And I am semi-condensed too!

primary typography
for headers and display applications

Barlow

Barlow is a slightly rounded, low-contrast, grotesk type family. Drawing from the visual style of the California public, Barlow shares qualities with the state's car plates, highway signs, busses, and trains.

BARLOW SEMI-CONDENSED LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#%&'()*=?*{}:"<>?\[]';,./

BARLOW SEMI-CONDENSED MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#%&'()*=?*{}:"<>?\[]';,./

BARLOW BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#%&'()*=?*{}:"<>?\[]';,./

<https://fonts.google.com/specimen/Barlow>

<https://fonts.google.com/specimen/Barlow+Semi+Condensed>

secondary typography
for paragraph and caption applications

Roboto

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

<https://fonts.google.com/specimen/Roboto>

ROBOTO LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#\$%&/()=?*{}:"<>?\[];',./

ROBOTO REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#\$%&/()=?*{}:"<>?\[];',./

ROBOTO BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !"#\$%&/()=?*{}:"<>?\[];',./

make some

noiZZZ...

go!

let's play!

crypto wha'?

font hierarchy

Proper font hierarchy improves readability and gives further focus on content. It is important to maintain it across all branding channels.

this is caption text

ROBOTO LIGHT - 16PT TYPE / 20PT LEADING

this is body copy text

ROBOTO LIGHT - 18PT TYPE / 24PT LEADING

SUBLINES SECTIONS

BARLOW SEMI-CONDENSED LIGHT - 20PT TYPE / 22PT LEADING

big headlines

BARLOW MEDIUM - 32PT TYPE / 34PT LEADING

the header

BARLOW BOLD - 42PT TYPE / 42PT LEADING

03

Color plays an important role in every corporate identity program. The colors below are recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the Soniq brand identity across all relevant media.

colors

#d6de23
pantone 308c

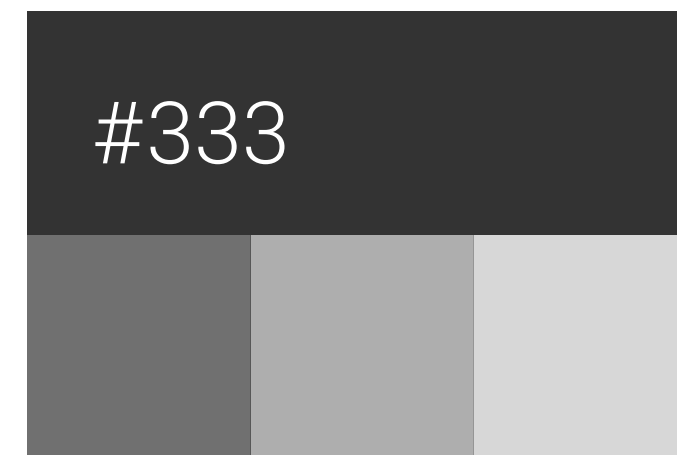
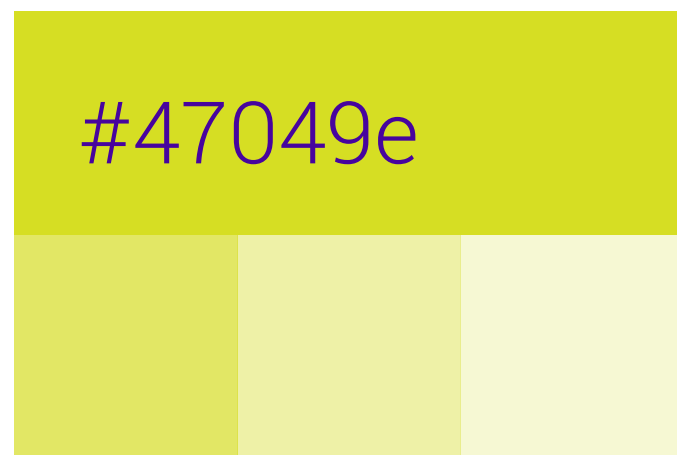
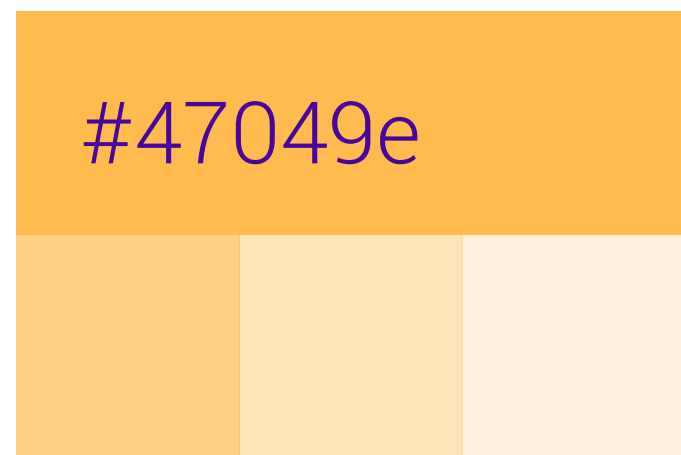
#ffbb4d
pantone 1365c

#fe00ea
pantone 807c

#aa00ff
pantone 2592c

#47049e
pantone violet c

extended color palette



04

soniq  stars

black & white

soniq  stars

soniq  stars

color



inverted colors



soniq  stars

soniq  stars

soniq  stars

soniq  stars

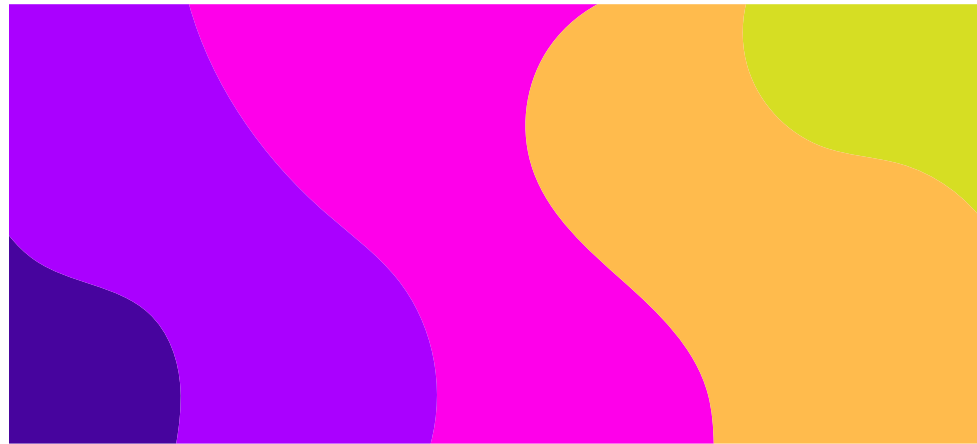
05

brand pattern
stationary
apparel
banners

applications

brand pattern

wide



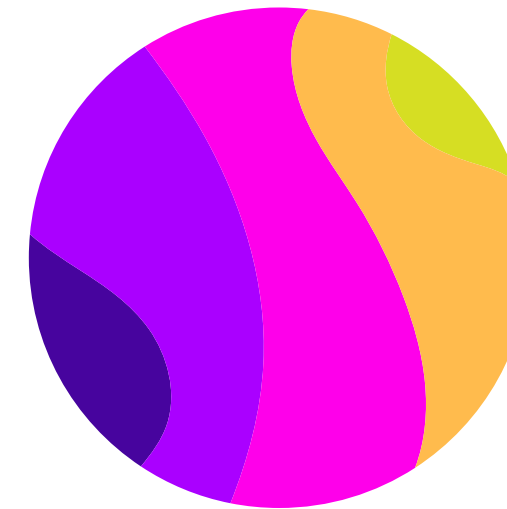
tall



square



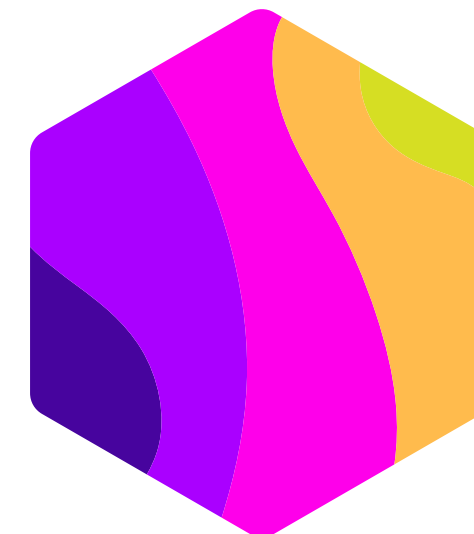
circle



triangle



hexagon



star





soniq 







soniq  stars



Hello!

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soniq  stars



