

SANUS®



BRAND GUIDE 2017

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WE'RE ON A MISSION

To **DELIGHT** and **EMPOWER.**

De•light (dē- 'līt)

To give great joy or satisfaction.

Em•pow•er (im- 'pau(-ə)r)

To make possible, or easy.



Everything we do at SANUS has a purpose. We strive to help the SANUS brand improve life for our customers, ultimately bringing them great joy and satisfaction.

CHECK OUT OUR BRAND

For more than 30 years, we've been carefully refining our brand to create a deep and meaningful connection with our retailers and customers alike. SANUS offers cutting edge innovation for AV enthusiasts and professional installers. The brand includes a complete selection of TV mounts, speaker stands, racks and other AV accessories.

We're #1!

SANUS is the #1 Best Selling TV Mount Brand in the U.S.

Examples in action:

SANUS is the #1 Best Selling TV Mount Brand in the U.S.*

SANUS is the most preferred brand among professional TV Installers.*

Both statements must be accompanied by this disclaimer near the related statement:

**NPD annual dollar sales period ending 12/31/15.*

SANUS is Safety Tested.

SANUS TV mounts are safety tested and UL certified to reduce the risk of TV tip-over accidents by safely securing the TV to the wall.

Examples in action:

Headline: A Safe Home is a Happy Home.

Subhead: Keep your family safe by mounting your TV to the wall.

Alternative: Mounted to the wall is the safest location for a flat-panel TV.

Headline: Secure Your TV to Protect Your Family.

Body: SANUS TV mounts reduce the risk of TV tip-overs by safely securing the TV to the wall. All SANUS mounts are safety tested and UL certified to ensure you get the safest products possible.

Transform Your Space.

SANUS TV mounts allow users to create a space-saving, stylish look in any room by mounting the TV to the wall.

Examples in action:

Headline: Transform Your Space.

Body: Create a space-saving, stylish look in any room by mounting your TV to the wall.

Headline: Create a New Look

Body: Transform your room using the #1 best selling TV mount brand in the U.S. to mount your TV on the wall, creating a space-saving, stylish look in any room.

LEARN ABOUT OUR SIX PRODUCT LINES

SANUS[®]

Cutting edge innovation for AV enthusiasts and professional installers. Includes a complete selection of TV mounts, furniture, speaker stands, racks and other AV accessories.

SANUS[™]
A C C E N T S

Premium products with a simplified design and product selection. Includes TV mounts and a limited selection of other AV accessories.

SANUS[™]
V U E P O I N T

Products with high quality and a basic feature set. Includes TV mounts and value priced AV accessories.

SANUS[™]
D E C O R A

High quality TV mounts with basic functionality. Designed to fit a wide range of TV sizes with a limited number of products.

SANUS[™]
C L A S S I C

Time tested products that are still relevant and well-suited for e-commerce. Includes only TV mounts.

SANUS[™]
S I M P L I C I T Y

Specifically geared for private-membership club stores and warehouses. Limited to high-volume TV mounts and accessories.

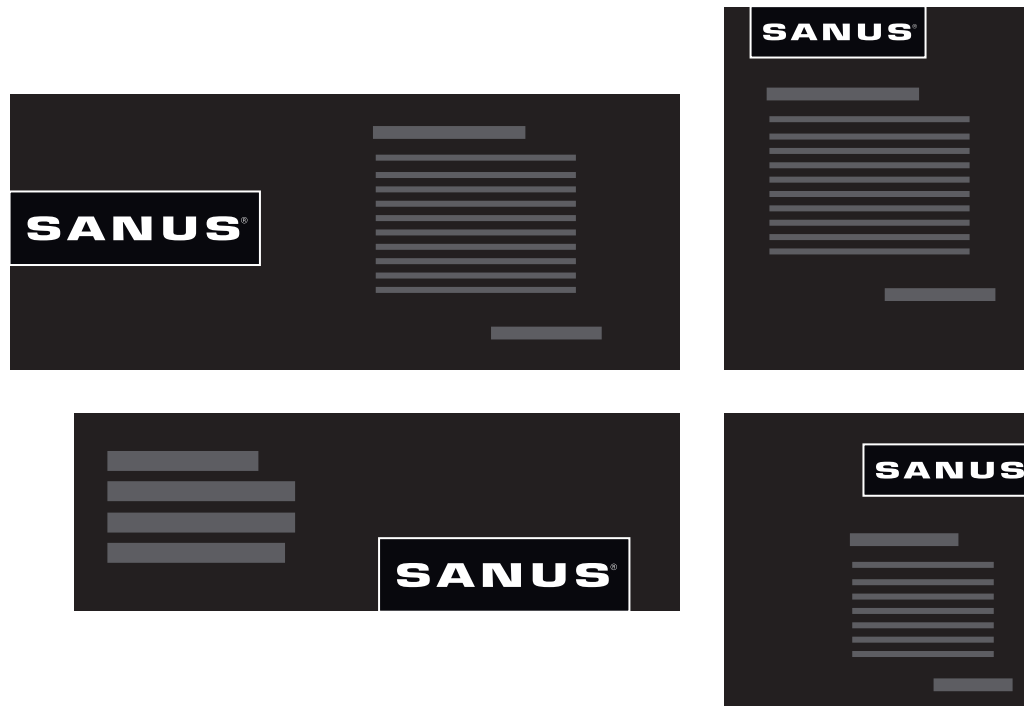
WE LOVE OUR LOGO

SANUS[®]

OUR LOGO WORKS ALMOST ANYWHERE



OUR LOGO LOOKS GREAT ON BLACK



PLEASE TREAT OUR LOGO WITH RESPECT



SANUS[®]

Don't anchor to a corner



SANUS[®]

Don't scale disproportionately



SANUS[®]

Don't put things on top



SANUS[®]

Don't apply shadows



SANUS[®]

Don't use other colors



SANUS[®]

Don't change transparency



SANUS[®]

Don't flip



SANUS[®]

Don't change the scaling



SANUS[®]
INTRODUCES NEW MOUNT SYSTEM.

Don't add text



SANUS[®]

Don't rotate



SANUS[®]

Don't use text only

OUR IMAGE IS CLASSIC & CONTEMPORARY



EACH PRODUCT LINE HAS ITS OWN STYLE

SANUS



SANUS ACCENTS



SANUS VUEPOINT



SANUS DECORA



SANUS CLASSIC



SANUS SIMPLICITY



OUR VOICE IS FUN AND FRIENDLY

When writing, phrase things like:

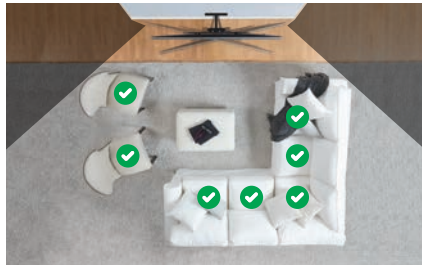
“YOU’LL LOVE THIS MOUNT.”

“HERE ARE THE DETAILS.”

“THIS IS GOING TO BE EASY.”

“WE’RE HERE TO HELP.”

SANUS BRAND MESSAGING EXAMPLES



BEST VIEW

SANUS TV mounts let you extend, tilt and swivel your TV to reduce glare and reflections, giving you the best view from anywhere in a room.



SPACE & STYLE

Create valuable space on top of furniture, or remove furniture altogether, for a clean, stylish look in any room. Mounting your TV on the wall and out of the way is a great way to emphasize it's sleek, thin design.



SAFETY

Reduce the risk of TV tip-over accidents by mounting your TV safely and securely on the wall. SANUS TV mounts are safety tested and UL certified.



EASY 1-2-3 INSTALLATION

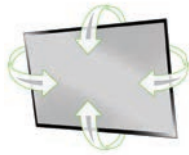
SANUS TV mounts can be installed in 3 easy steps –

1. *Attach brackets to back of TV.*
2. *Attach wall plate to wall.*
3. *Hang TV.*

SANUS TV MOUNT BENEFITS



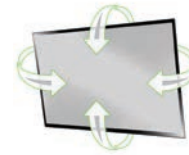
FULL-MOTION +



Full-motion+ mounts are the most versatile mounts available, bringing extend, retract, tilt and swivel features to a new level with enhanced capabilities.



FULL-MOTION



Full-motion wall mounts extend, retract, tilt and swivel to bring the best viewing angle to every seat in a room.



TILTING



Tilting wall mounts tilt up and down to reduce glare or reflections from lights and windows.



FIXED-POSITION

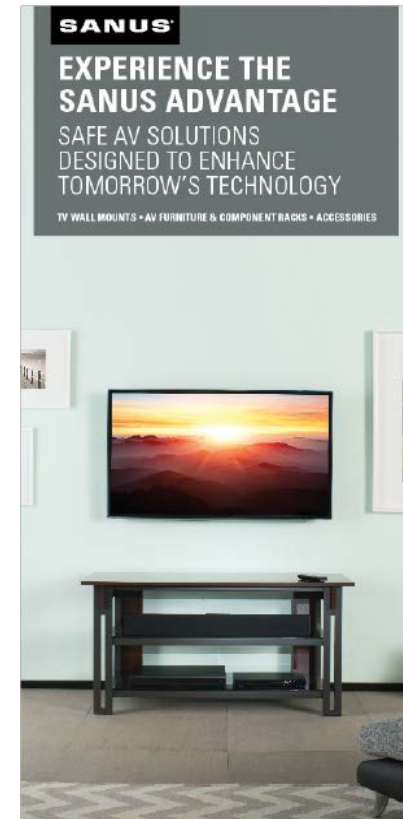


Fixed-position wall mounts position TVs almost flush with the wall.

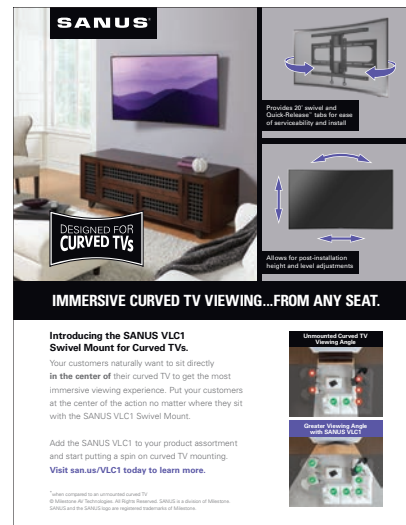
EXAMPLES OF OUR BRAND IN ACTION



Package Design

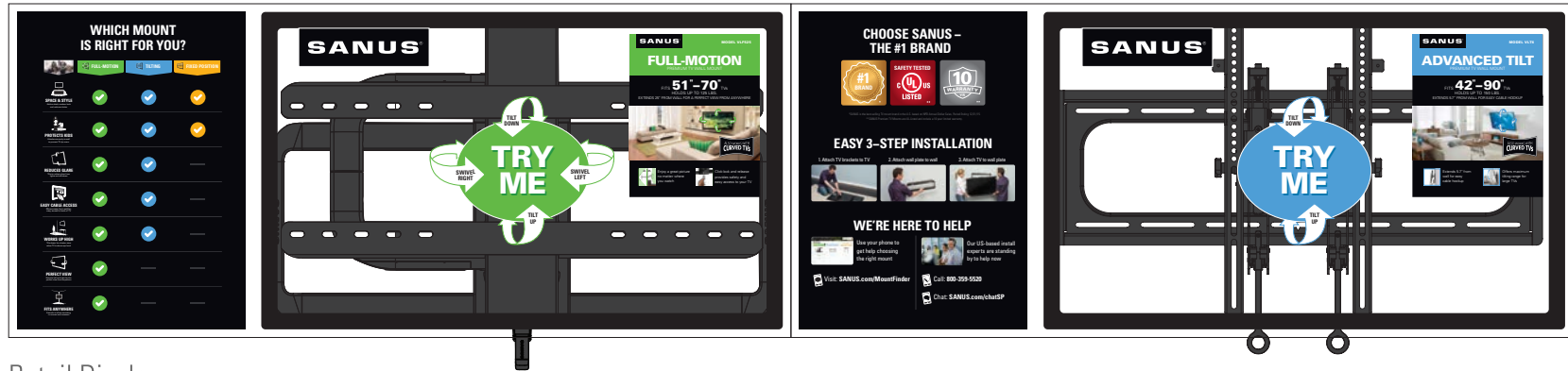


Promotional Banner

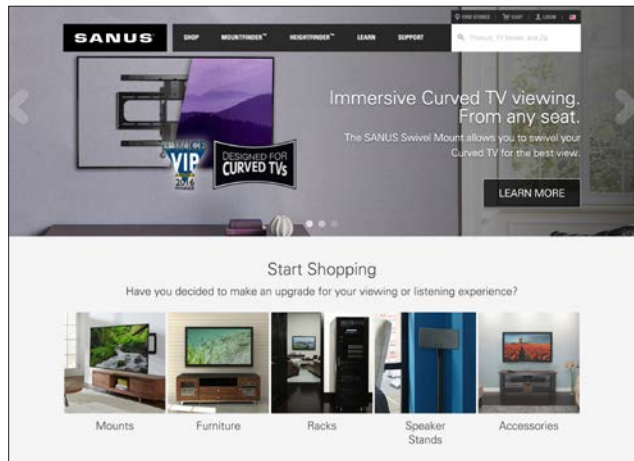


Advertisement

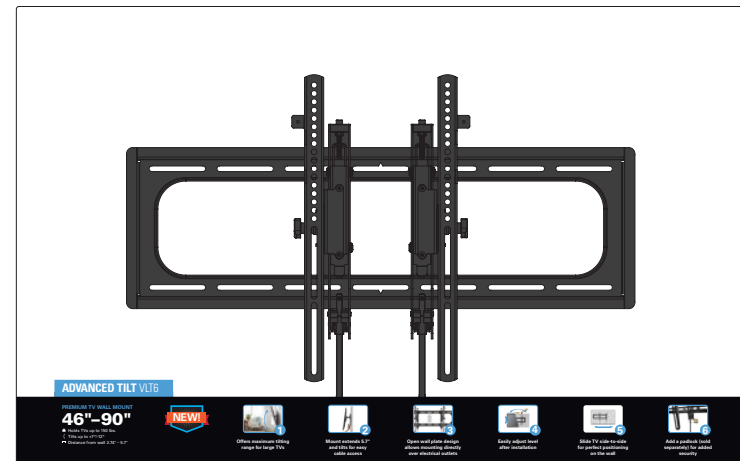
EXAMPLES OF OUR BRAND IN ACTION



Retail Display



Website



Product Sample Signage

BRAND FONTS

FONT

FONT DETAIL

Univers 47 Light Condensed

Aa

Univers 67 Bold Condensed

Aa

Univers 45 Light

Aa

Univers 75 Black

Aa

Univers is a neo-grotesque sans-serif typeface developed by Adrian Frutiger in 1957, originally playing a prominent role in Swiss Style graphic design. We love how its simplicity reinforces the elegance of the SANUS brand.

BRAND COLOR GUIDE

SANUS

PRIMARY COLOR
Black
 C30 M20 Y20 K100
 R8 G10 B14
 #080A0E

FULL-MOTION
Green
 C65 M0 Y100 K0
 R98 G187 B70
 #62BB46

TILTING
Blue
 C65 M25 Y0 K0
 R81 G159 B215
 #F519FD7

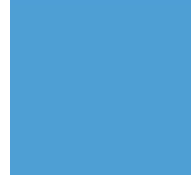
FIXED POSITION
Orange
 C0 M35 Y100 K0
 R252 G175 B23
 #FCAF17

SPECIALTY
Purple
 C75 M75 Y0 K0
 R91 G87 B166
 #5B57A6

ACCESSORIES
Gray
 C59 M51 Y50 K20
 R102 G102 B103
 #666667

SANUS
 A C C E N T S

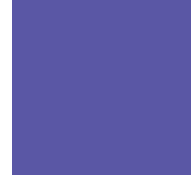
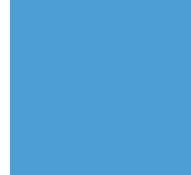
PRIMARY COLOR
White
 C0 M0 Y0 K0
 R255 G255 B255
 #FFFFFF



ACCESSORIES
Purple
 C75 M75 Y0 K0
 R91 G87 B166
 #5B57A6

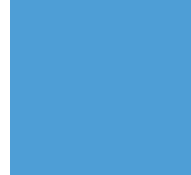
SANUS
 V U E P O I N T

PRIMARY COLOR
Gray
 Pantone Cool Gray 10 C
 C40 M30 Y20 K66
 R99 G102 B106
 #63666A



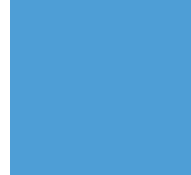
SANUS
 D E C O R A

PRIMARY COLOR
Gray
 Pantone Cool Gray 6 C
 C16 M11 Y11 K27
 R167 G168 B170
 #A7A8AA



SANUS
 C L A S S I C

PRIMARY COLOR
Black
 C30 M20 Y20 K100
 R8 G10 B14
 #080A0E



SANUS
 S I M P L I C I T Y

PRIMARY COLOR
Gray
 Pantone Cool Gray 7 C
 C20 M14 Y12 K40
 R151 G153 B155
 #97999B



SLF9
Green
 Pantone 368 C
 C65 M0 Y100 K0
 R120 G190 B32
 #78BE20

SLT2
Blue
 Pantone 2985 C
 C60 M0 Y3 K0
 R91 G194 B231
 #5BC2E7

SMF115
Purple
 Pantone 2725 C
 C76 M76 Y0 K0
 R104 G91 B199
 #685BC7

PROPER USE OF OUR BRAND

BRAND NAME

- Always write the word SANUS in all caps.

SPECIFICATIONS

- Do not round product specifications. Always use the number of decimal places provided.

TYPOGRAPHY

- Always use the Univers font family (approved weights include Univers 47, 67, 45, and 75).

LOGO USAGE

- Always place one side of the logo touching an edge (never in a corner where two sides are touching an edge, and never floating).
- The logo should always have a 0.75 point white rule around it (the rule around the SANUS Accents logo is black).
- In cases where the logo is used in an extremely large or extremely small size, the stroke thickness can be adjusted to feel correct from normal viewing distance.

DIGITAL IMAGE USAGE

- Never flip or rotate digital images
- Keep the cropping on lifestyles open to see the whole room
- Do not alter any digital images without permission

If you have any questions about these requirements, please email SANUSbrand@bigideas.com for help.

PLEASE HELP US PROTECT OUR BRAND

- 1.** The first time you use a trademark on any piece, it must be followed by the appropriate legal mark, as shown to the right.
- 2.** Trademarked terms must be followed by a descriptor that describes what it is that is trademarked, as shown to the right.
- 3.** Somewhere on the piece, a legal statement must be included, clearly stating each trademarked term used on the piece, and stating that they are trademarks of Milestone.

Registered Trademarks

SANUS® AV Accessories

EcoSystem® AV Equipment Rack Accessories

Trademarks

MountFinder™ Mount Selection Tool

HeightFinder™ Mount Installation Tool

Copyright Line

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NOTE: You can delete any registered trademarks and trademarks that are not used in your layout from the Copyright Line as appropriate.

DO YOU HAVE ANY QUESTIONS?

Send any questions you may have to
SANUSbrand@bigideas.com
and we'll be happy to help!

SANUS®