SANUS®

BRAND GUIDE 2013

CONTENTS

WE'RE ON
A MISSION.

To DELIGHT and EMPOWER.

De•light (dē-ˈlīt)
To give great joy or satisfaction.

Em•pow•er (im-ˈpau̇(-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 25 years, we've been carefully refining our brand to create a deep and meaningful connection with our retailers and customers alike. To simplify our offerings, we segmented our products into five lines, including our flagship SANUS brand.

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 ACCENTS

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

SANUS SIMPLICITY

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

SANUS VUEPOINT

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

SANUS CLASSIC

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

NOTE: The Brand Guide defines the core SANUS brand. Email SANUSbrand@bigideas.com with questions relating to our other product lines.

A PICTURE IS WORTH A THOUSAND WORDS.

The image of the SANUS brand is all about classy, contemporary lifestyle photography complemented with premium-feeling black accents. Visit **san.us/brand** to download hi-res digital assets you can use when creating SANUS materials.

WE'RE A
FRIENDLY BRAND.

Our new voice is fun and friendly, casual and approachable.
When writing for the SANUS brand, use simple language
like a casual chat with friends. Try to stay away from
complex industry terminology or business-speak.

"YOU'LL LOVE OUR MOUNTS"

"INSTALLATION IS A BREEZE"

"WE'RE ALL ABOUT THE DETAILS"
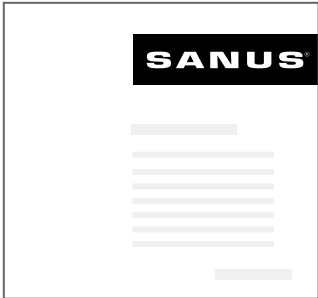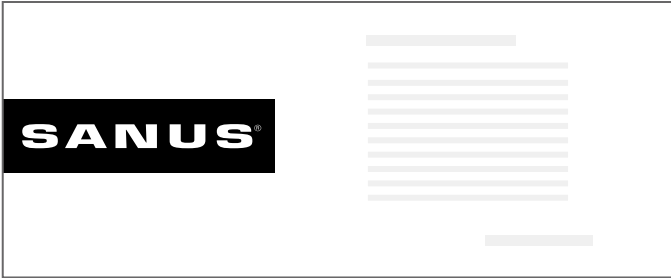
WE LOVE
OUR LOGO.

It's bold, impactful, simple and flexible.

SANUS®

YOU CAN PLACE OUR LOGO ALMOST ANYWHERE!

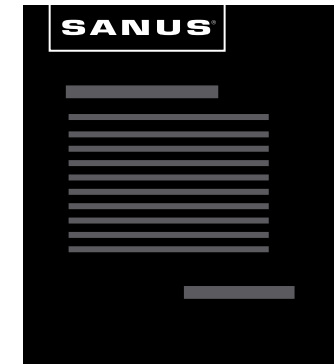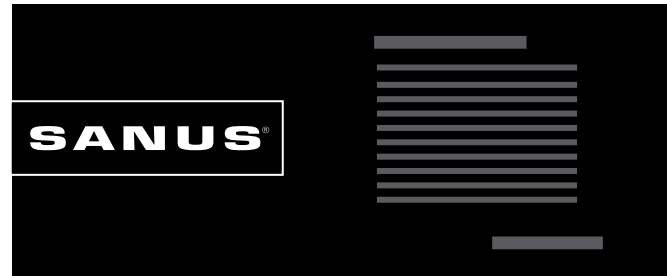We've just got one simple rule to follow:
When possible, one side of our logo
should be anchored to an edge.

HERE'S HOW TO HANDLE
A BLACK BACKGROUND.

Any time you're placing our logo on a black background, please use the version with the white outline as you see here.

HERE'S WHAT WE DON'T WANT TO SEE.

The SANUS logo was carefully designed to represent the brand and should always appear in its original form.

Don't anchor to a corner

Don't scale disproportionately

Don't put things on top

Don't apply shadows

Don't use other colors

Don't change transparency

Don't flip

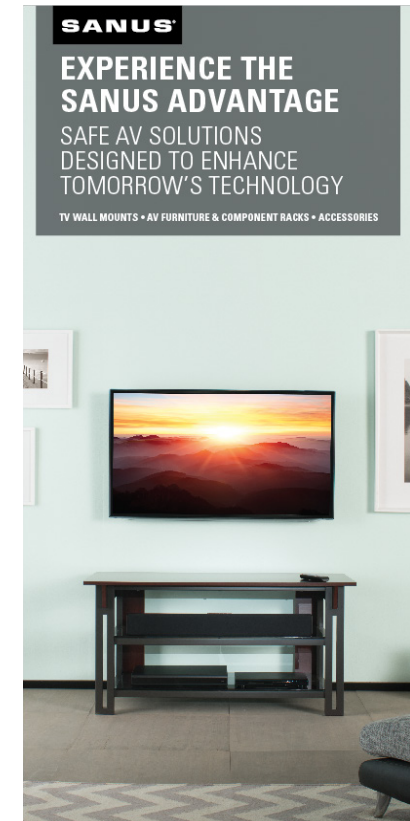Don't change the scaling

Don't add text

Don't rotate

Don't use text only

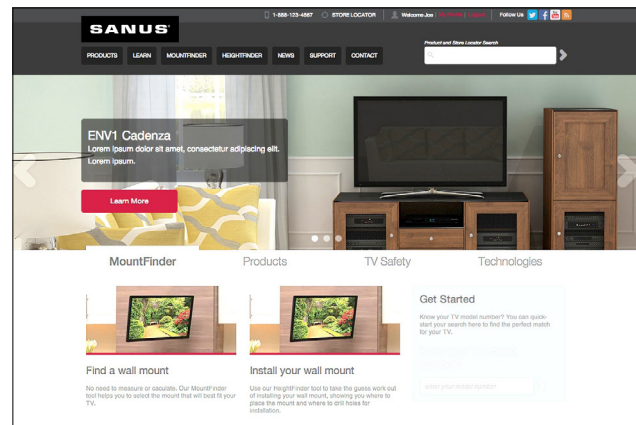# HERE ARE SOME EXAMPLES OF OUR BRAND IN ACTION.
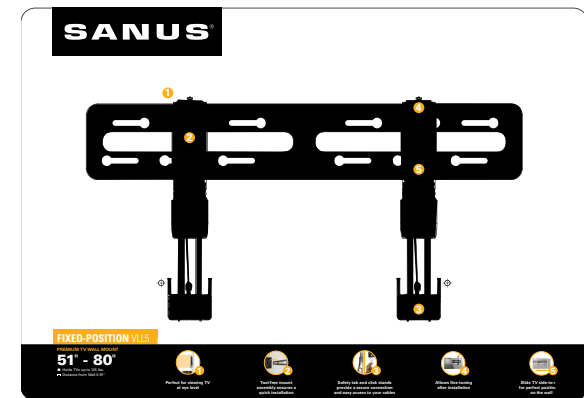

Package

Print ad

Banner

HERE ARE SOME EXAMPLES OF OUR BRAND IN ACTION.

Retail display

Website

Retail label

TYPOGRAPHY
IS AN ART FORM.

Univers is a neo-grotesque sans-serif typeface developed by 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.

FONT	FONT DETAIL
Univers 47 Light Condensed	Aa
Univers 67 Bold Condensed	**Aa**
Univers 45 Light	Aa
Univers 75 Black	**Aa**

NOTE: If your computer does not have the Univers font, you can use the equivelant version of the Helvetica font

OUR COLORS
TELL A STORY.

Because we have many products to choose from, we use color to simplify product selection. That's why it's important to use each color only for it's specific purpose.

GREEN

USE WHEN PROMOTING
FULL-MOTION TV MOUNTS

BLUE

USE WHEN PROMOTING
TILTING TV MOUNTS

ORANGE

USE WHEN PROMOTING
FIXED-POSITION TV MOUNTS

PURPLE

USE WHEN PROMOTING
SPECIALTY AV MOUNTS

GRAY

USE WHEN PROMOTING
AV ACCESSORIES

LET US COLOR IN THE DETAILS.

In addition to always using the SANUS brand colors only for their specific purposes, it is also important to always use the correct specification for each color. Please enjoy the charts shown here, and lavish in our beautiful colors.

SANUS BRAND COLORS

	Color	CMYK	RGB	WEB SAFE
	Black	C30 M20 Y20 K100	R8 G10 B14	#080A0E
	Green Full-Motion	C65 M0 Y100 K0	R98 G187 B70	#62bb46
	Blue Tilting	C65 M25 Y0 K0	R81 G159 B215	#519fd7
	Orange Fixed-Position	C0 M35 Y100 K0	R252 G175 B23	#fcaf17
	Purple Specialty	C75 M75 Y0 K0	R91 G87 B166	#5b57a6
	Gray AV Accessories	C59 M51 Y50 K20	R102 G102 B103	#666667

OPTIONAL GRADIENTS

	CMYK			RGB		
	C40 M0 Y100 K0 Light Green →	C75 M0 Y100 K0 Dark Green		R0 G22 B0 Light Green →	R0 G13 B0 Dark Green	
	C50 M0 Y0 K0 Light Blue →	C75 M50 Y0 K0 Dark Blue		R109 G207 B246 Light Blue →	R73 G120 B188 Dark Blue	
	C0 M20 Y100 K0 Light Orange →	C0 M50 Y100 K0 Dark Orange		R255 G203 B5 Light Orange →	R247 G148 B29 Dark Orange	
	C50 M50 Y0 K0 Light Purple →	C100 M100 Y0 K0 Dark Purple		R135 G129 B189 Light Purple →	R46 G49 B146 Dark Purple	
	C60 M52 Y50 K20 Dark Gray →	C48 M38 Y40 K4 Light Gray →	C68 M62 Y60 K48 Darker Gray	R101 G101 B103 Dark Gray →	R138 G140 B139 Light Gray →	R62 G62 B26 Darker Gray

PLEASE HELP US
PROTECT OUR BRAND

Our brand and its trademarks are a critical part of our business. In order to protect our trademarks, it is important that they are always used properly. Here are a few simple rules that need to be followed:

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.
Examples are 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
FMS Compatible® AV Furniture

Trademarks
MountFinder™ Mount Selection Tool
HeightFinder™ Mount Installation Tool
MagFit™ Mounting System

Copyright Line
©2013 Milestone AV Technologies. All Rights Reserved. SANUS is a Milestone brand. SANUS, EcoSystem, FMS Compatible and the SANUS logo are registered trademarks and MountFinder, HeightFinder and MagFit are trademarks of Milestone. US and foreign patents pending.

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!