

Infinio Ultra: Visual brand guidelines.

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Infinio Ultra

Unlock a world of **new** possibilities

A solid green circle located on the left side of the slide.

Introduction

Please note and read the guidelines carefully!

Some assets and their use from Infinio 1.0 are obsolete, can no longer be used or must be used differently.

The visuals and elements available on MAM always apply, so do not copy any elements from this document for tool creation, but only the original files from MAM.

If you have any doubts how to apply these guidelines for your local campaigns, write to branding@phonak.com

Although there are these specific guidelines for Infinio 2.0, the regular brand guidelines are still the highest authority.

Therefore, always use these Infinio 2.0 guidelines as a supplement. If in doubt, always use the regular Phonak guidelines.

Thank you!



01 Overview.

Product range

The Infinio platform also includes the world's first hearing device with a dedicated AI chip for sound processing – DEEPSONIC™. This is a landmark moment for hearing technology.

The revolutionary feature, Spheric Speech Clarity, is designed to lighten the load on the brain, using DNN sound processing to dramatically reduce unwanted noise for total focus on the conversation no matter how many people are involved.

These technologies, and many more, are why Infinio transcends the limits of hearing care and unlocks a world of possibilities.

Phonak Audéo™
R Infinio



Phonak Audéo
Sphere™ Infinio



Phonak Virto™ R
Infinio



EasyGuard™





02 Design concept.

Core creative idea

PHONAK's new Infinio Ultra product marks a step change for the world of hearing care. Unlocking limitless possibilities, through a blend of cutting-edge AI technology and the most powerful chip on the market.

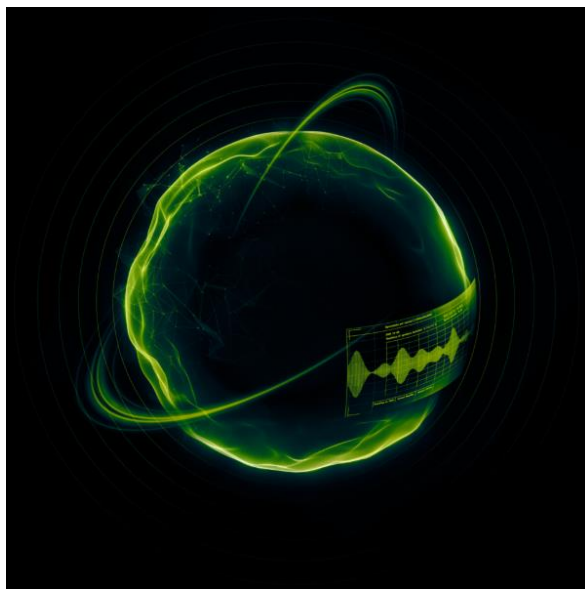
Using the versatile, inspirational and vibrant theme of travel, this campaign will showcase the potential that's released by the sheer power of the technology making the invisible, visible, and taking our audience along for the ride.

We will show that with Infinio the world and all its new possibilities are in reach.

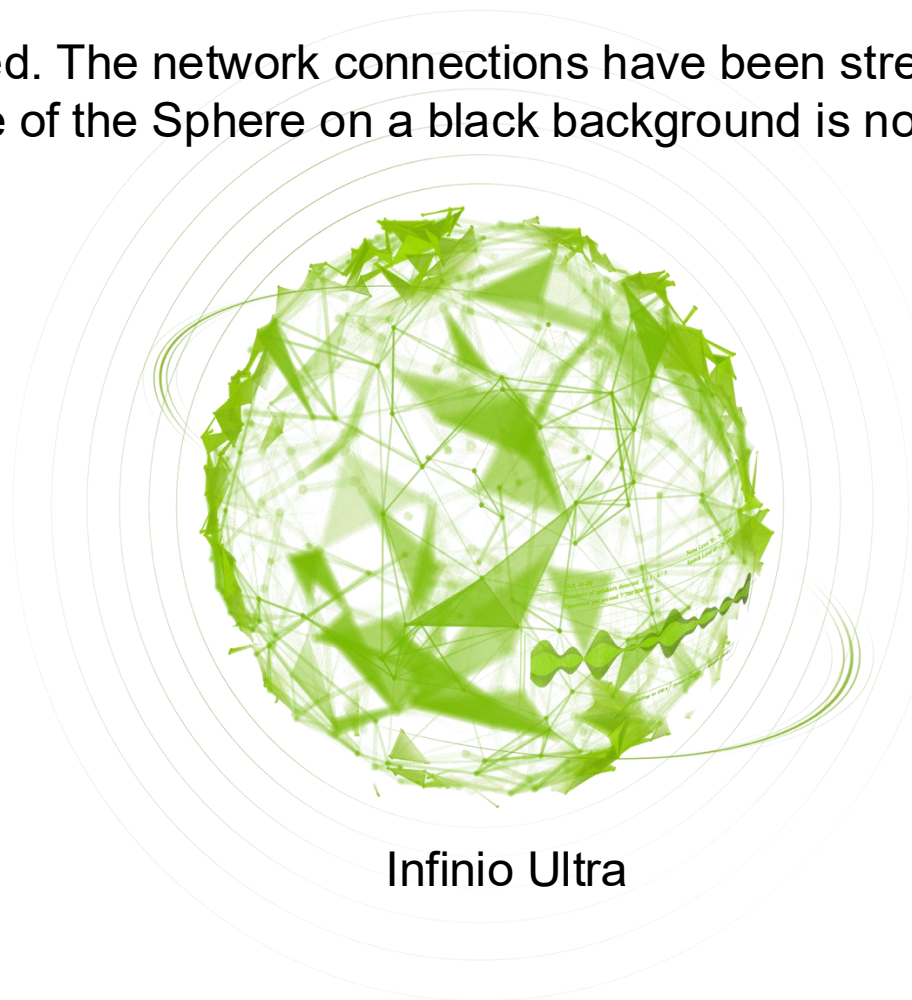


The (new) Sphere

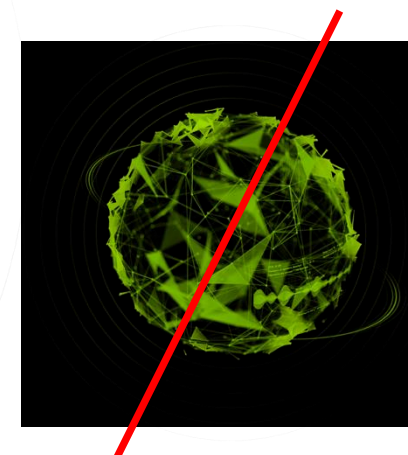
The Sphere has been visually enhanced. The network connections have been strengthened to better represent the DNN. In addition, the use of the Sphere on a black background is no longer permitted.



Infinio 1.0



Infinio Ultra



Do not use on
black background

How to apply the Sphere

The sphere is at the center of a group of people, with the HI wearer at its center.

The intensity of the Sphere's interior needs to be balanced so that it does not cover the actual listening situations or elements but is still visible.

! Cropping is not possible. The sphere always needs to be shown as a whole.



Creative expression: The Swoosh

What is the green Swoosh?

The green Swoosh is our **campaign asset**, which is a consistent recognizable graphical element that runs through all our comms to create a cohesive suite of assets.

The green Swoosh is a storytelling device, used to communicate various messages, from tech to benefit, showing how the technology is invisibly empowering the hearing device wearer.



How to apply the green swoosh

How do we use the green Swoosh?

The green Swoosh graphical asset is fixed but has different depths, details and varying complexity of design as required by the product being communicated. The Swoosh interacts with people in photography in a seamless and effortless way, bringing people together.

! It may be cropped if necessary. But at least 2/3 of the swoosh always need to be visible.





03 Visual assets.

Campaign symbols

The campaign core symbol and icon are additional assets to use for comms.

These are a supplement to the visual amplifiers. This means that they can never stand alone but are always used in conjunction with the Phonak logo.



Core symbol



Icon

Campaign symbols: variants

- Pos Black
- White + Green on Grey



The primary color ways are used on white or darker backgrounds.

Exclusion zone

The core symbol is already embedded in the respective templates. Hence, always use the templates to create publications and only where not available, add the core symbol according to the rules.

The exclusion zone starts on the widest and highest parts of the symbol (the soundwaves). Always make sure there are no assets within or backgrounds overlapping this exclusion zone.

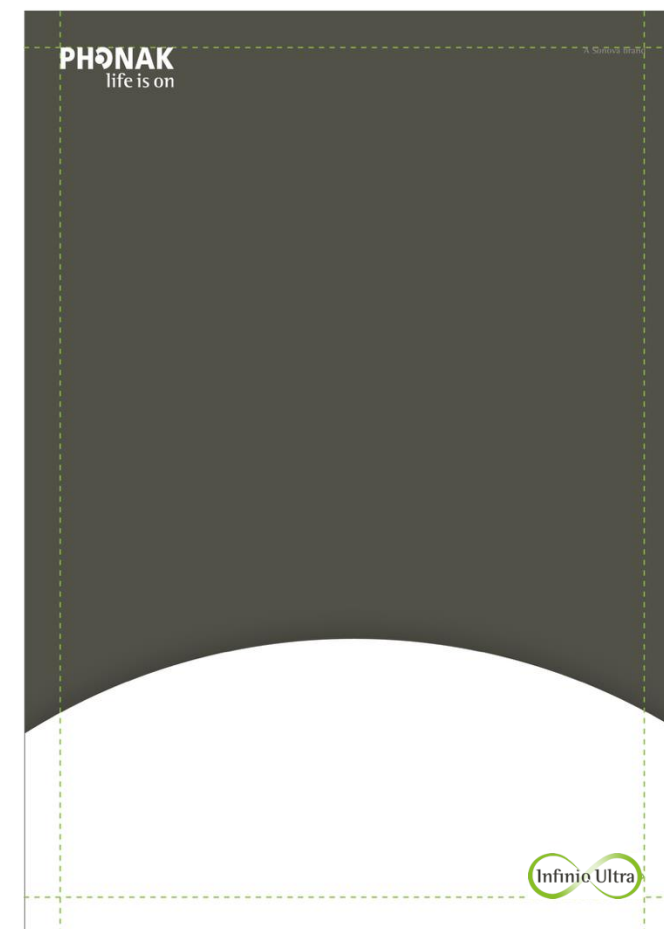


Smallest size



W: 73px X H: 30px
W: 26mm X 11mm

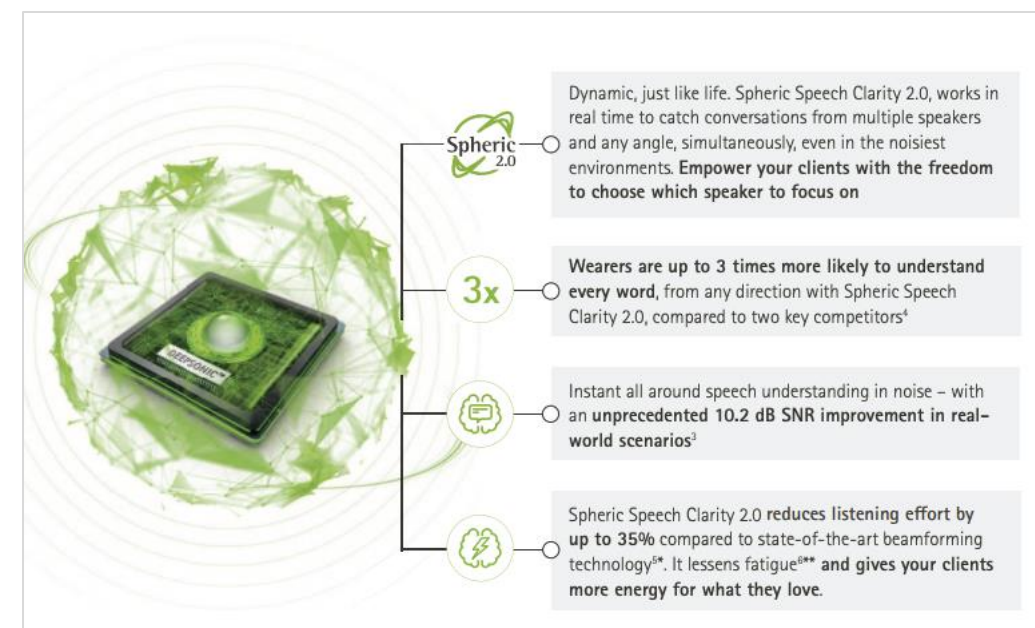
Never scale the symbol
to any smaller size than 73 x 30 pixels
and 26 x 11 mm for comms.



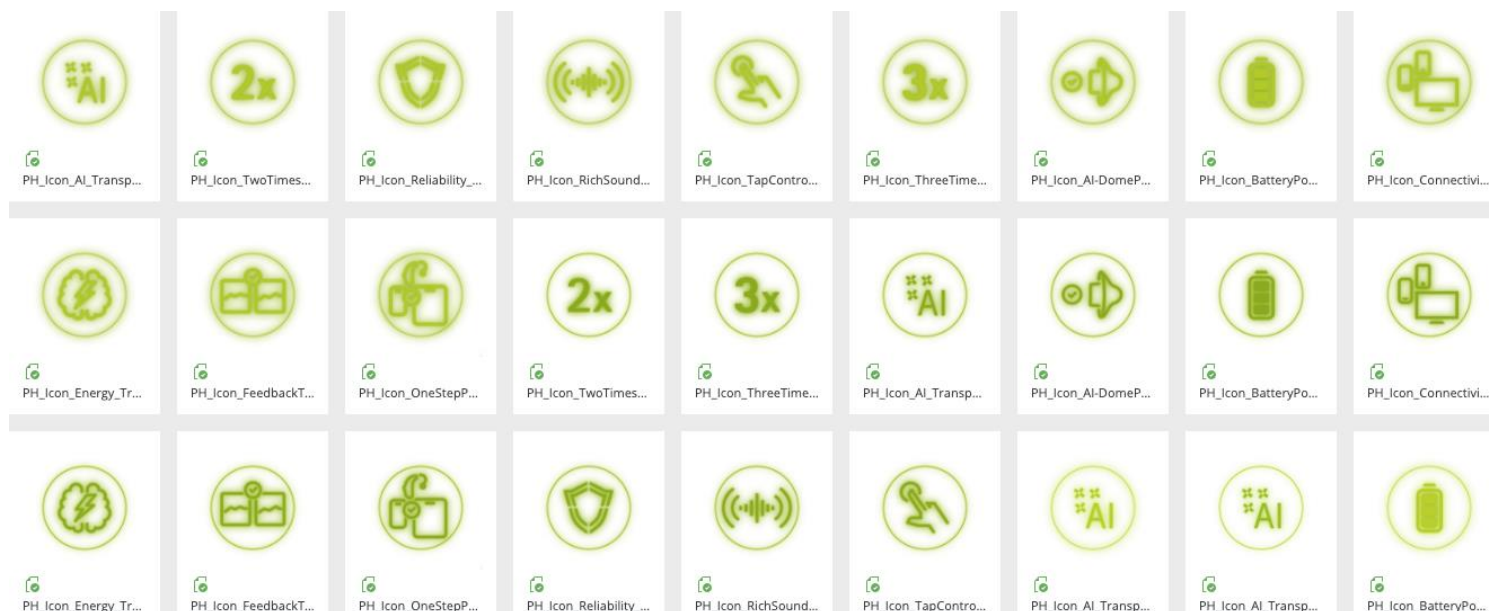
Icon usage

- Green + Black on white

Whenever we speak about the feature (Spheric Speech Clarity 2.0) to emphasize the technology it can be placed next to the Audéo Sphere Infinio packshot or infographic (see example).



New Infinio Ultra icon set



New "glow" icon set for Infinio Ultra

The luminous icons used in the key visuals are available in two versions on MAM:

- glow for **dark** backgrounds
- glow for **light** backgrounds

! Use them in conjunction with Infinio Ultra communication only for consistency reasons.

Usage of Infinio Ultra icons (glowing)



The glowing icons are already incorporated in the keyvisuals

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The main features of Infinio Ultra

-  Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo
-  Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium,
-  Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo

*Source name here



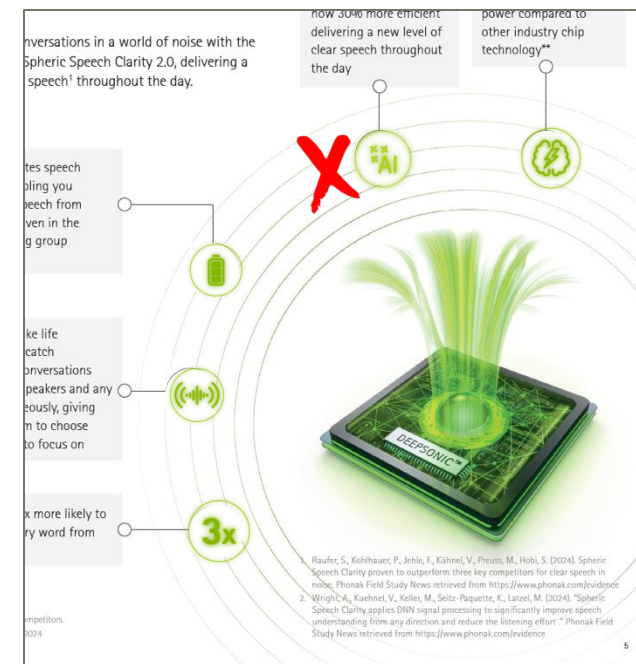
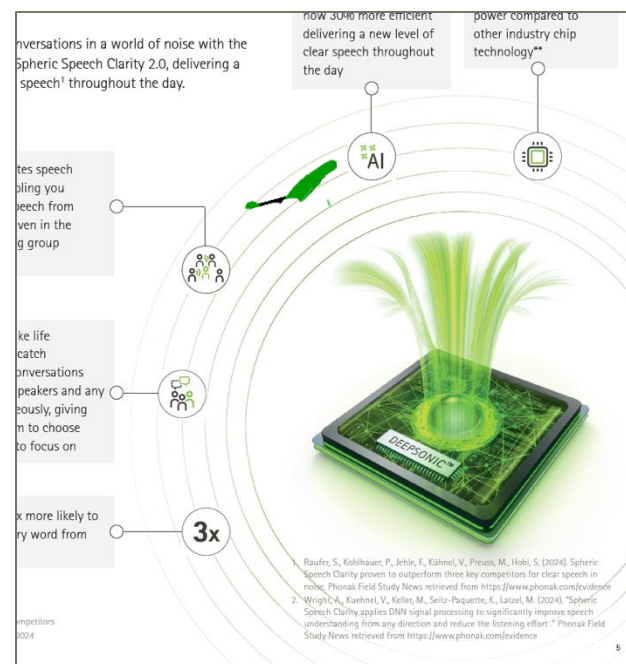
Chapter name 43

When providing more context for the icons shown on the key visuals, use the full green icon version on a white background

Use cases of Infinio Ultra icons (standard and glowing)

Apply the standard look (non-glowing) e. g. Ads, brochures, webpages

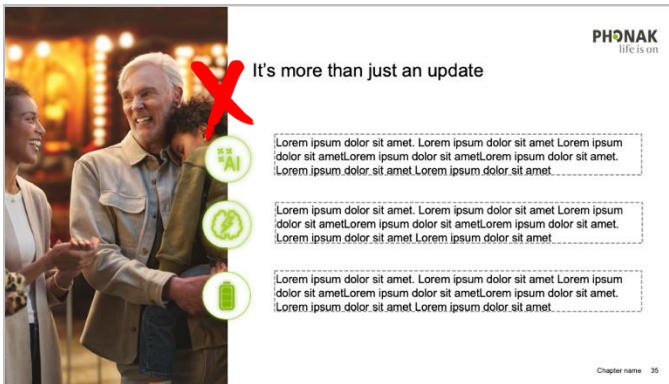
Use the glowing versions in animations, onto visuals



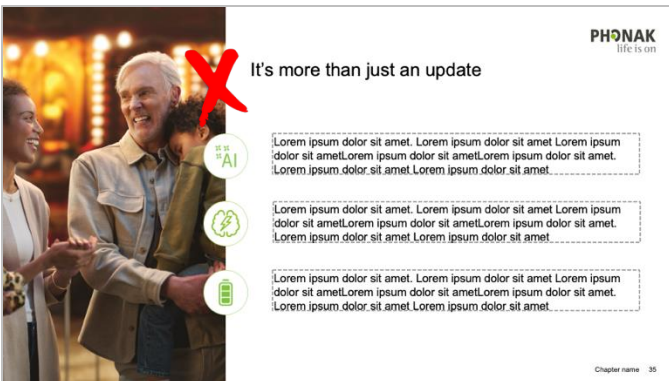
For concrete visualizations, e.g. infographics or in overviews or tables, the standard icons are used – the use of glowing icons in this context is incorrect.

Usage of Infinio Ultra icons (standard)

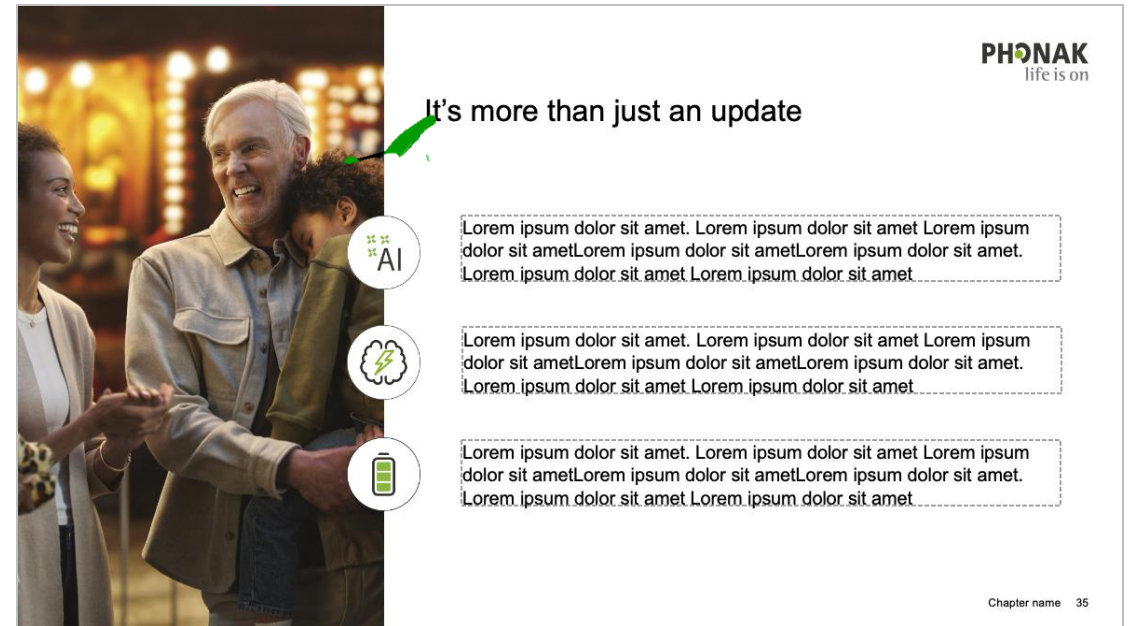
Apply the standard look (non-glowing) also to PPT slides.
Use the glowing versions in animations, onto visuals



No glowing icons
for this type of
designs



No full green icons
for this type of
designs



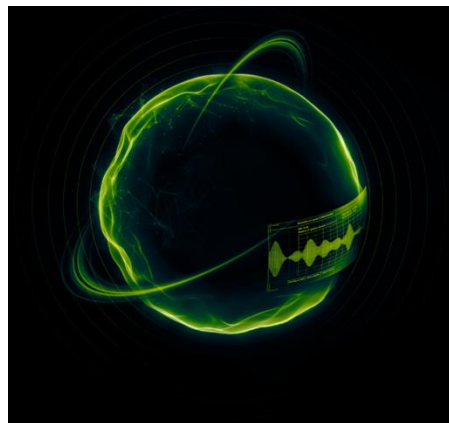
If use case images are shown, the correct icon style for this type of designs is the standard.



04 Campaign assets.

Phase out of following assets

The usage of these assets has expired. They must not be used anymore.

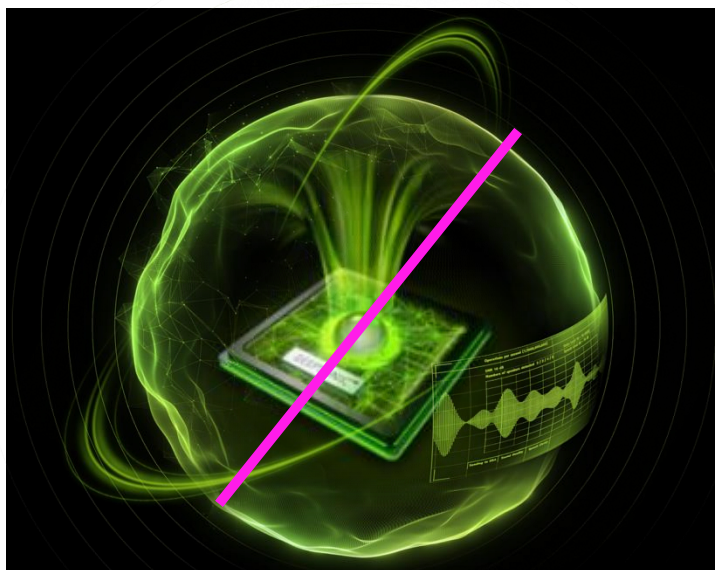


Any image/animation with a
Sphere on black background

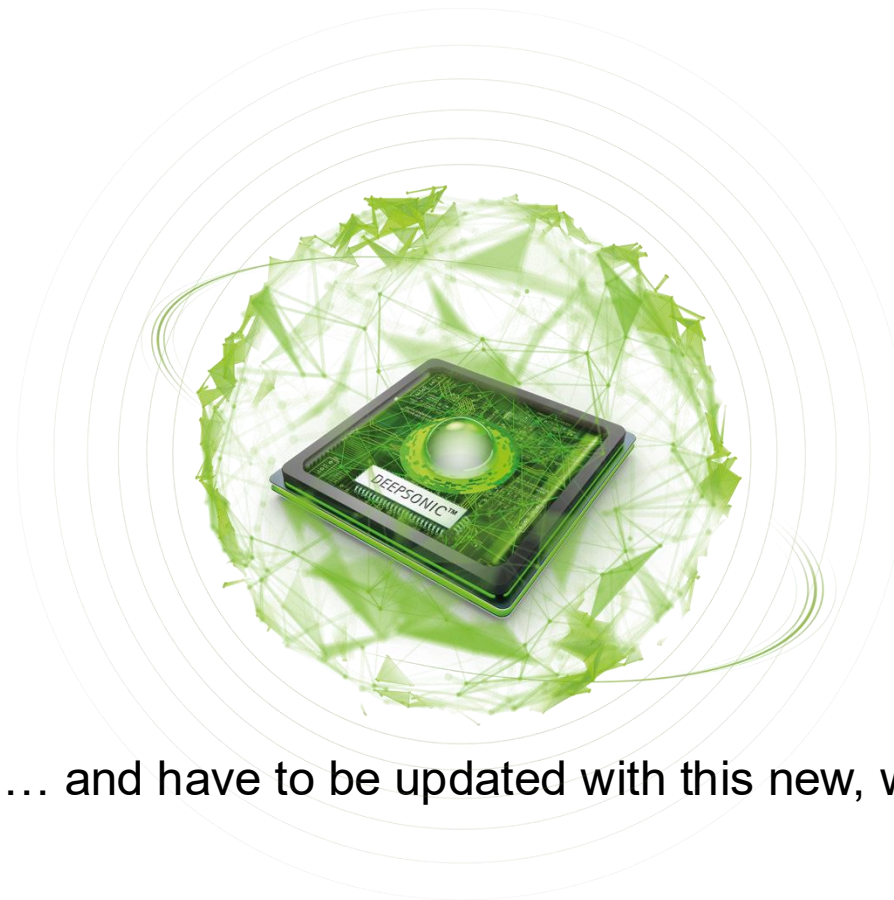


Any use of a green
Band/Swoosh

DEEPSONIC chip - visual update



Any publications with this visual
(sphere and deepsonic chip)
shall not be used anymore...



... and have to be updated with this new, white version.

Campaign assets: The Sphere element

The Sphere has been adapted accordingly and provided with a denser DN network so that the technical development of Phonak Audéo Sphere can also be represented visually. It is therefore mandatory to use the new Sphere asset for all communication.

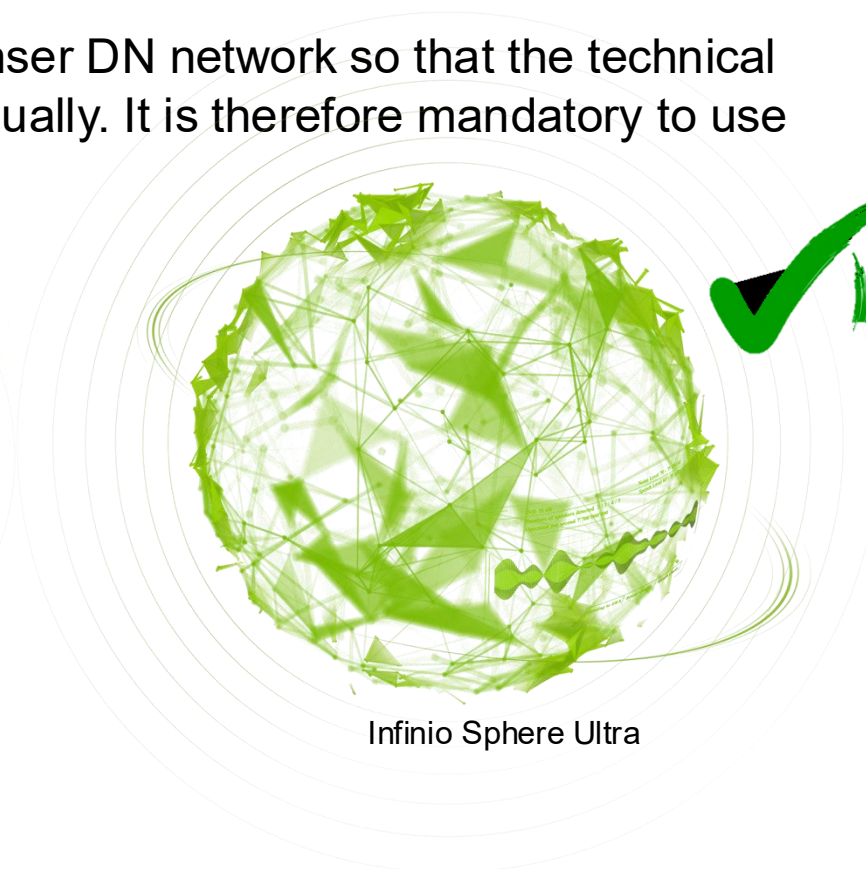
Product:

Phonak Audéo Sphere™ Infinio

- The Sphere asset is built from swooshes of vibrant ribbons and sound waves. Neural clouds pulse into the sphere showing the DNN technology at work, while radiating lines outside of the main sphere nod to real time scanning.



Infinio Sphere 1.0



Infinio Sphere Ultra

Campaign assets: The Sphere element

There are various versions available on MAM:

The Sphere

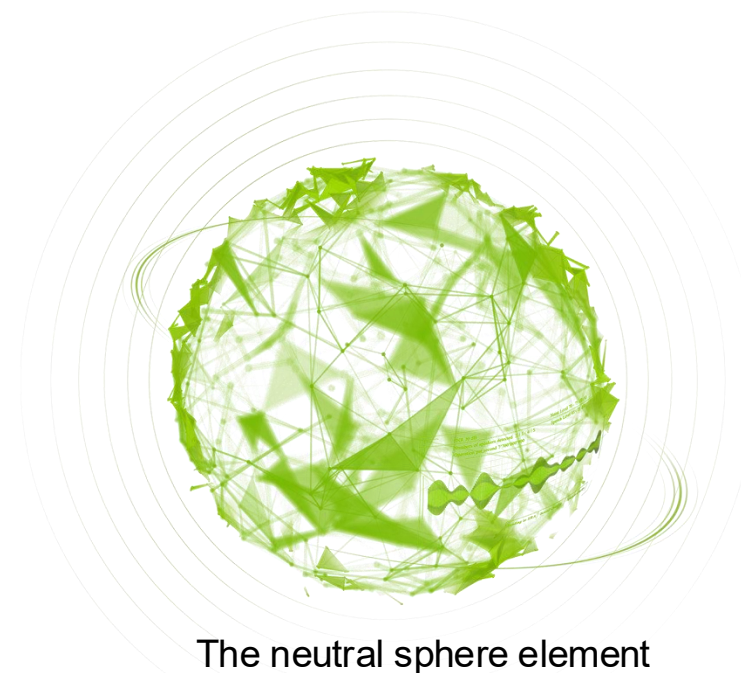
- The Sphere element in variations (images and animations)

Always

- **Always use the correct asset for the correct product**
See details on the following pages!
- **Use the versions available from MAM**

Never

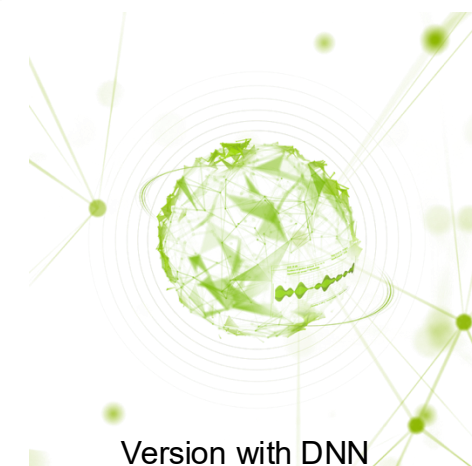
- Never change the color of the asset - it is always to remain in Phonak Green
- Never create your own combinations. The assets on MAM cover all options
- Never use the Sphere element on dark or black background



The neutral sphere element

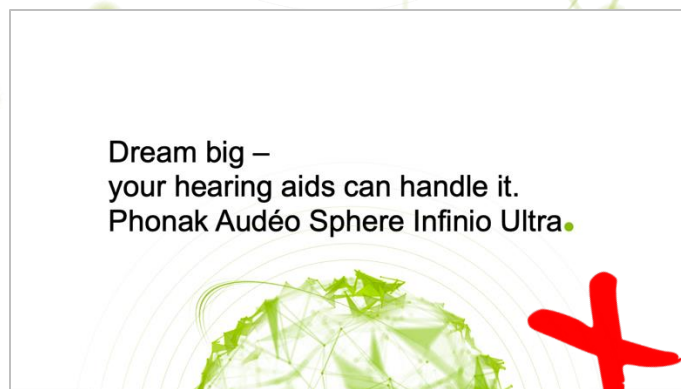
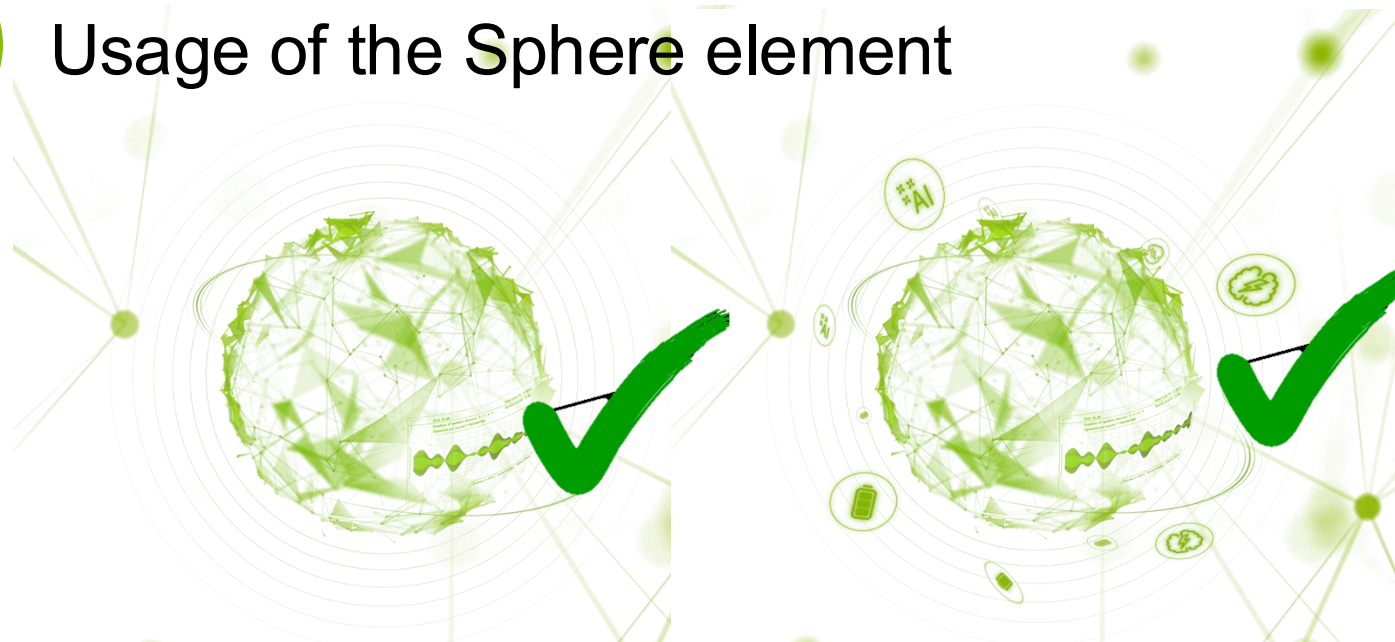


Various versions with key feature icons

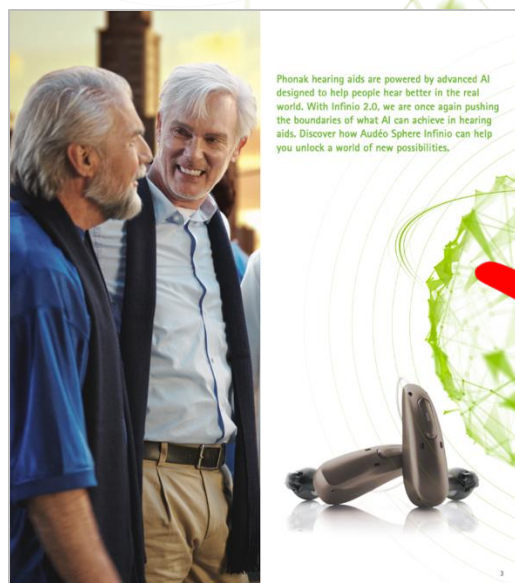


Version with DNN

Usage of the Sphere element



Always show the full sphere.



Campaign assets: The Swoosh

Product:

- **Phonak Audéo™ R Infinio**
- **Phonak Virto™ R Infinio**

The Swoosh asset is built from radiating lines and sound waves, intertwining and looping in space. This flexible shape will wrap around the subject to create a connection.



Campaign assets: The Swoosh

There are various versions available on MAM:

The Swoosh

- Available in various versions (images & animations)

Always

- **Always use the correct asset for the correct product**
See details on the following pages!

Never

- Never change the color of the swoosh - it is always to remain in Phonak Green
- Never change the Swoosh asset. You can crop it but at 2/3 of it needs to be visible.



The neutral swoosh



Version with ERA-Chip



Various versions with key feature icons

Guidelines for use of the Infinio Swoosh



OK to use the full Infinio Swoosh



OK to crop the Infinio Swoosh:
Show at least 2/3 of the Swoosh



Usage: The Swoosh

Product:

Phonak Audéo™ R Infinio

Phonak Virto™ R Infinio

Always

- Always make sure that the asset wraps around and interacts with the subject effortlessly - consider composition, light and layout.

This asset has two executions.

1) It can be applied to the product (device) to communicate a technology story for socials, functional brochure pages etc. or 2) It applied to lifestyle talent to highlight a benefit / human story, on key visuals, or more emotive comms.



Product (white background)



Keyvisual

Usage of campaign assets: general

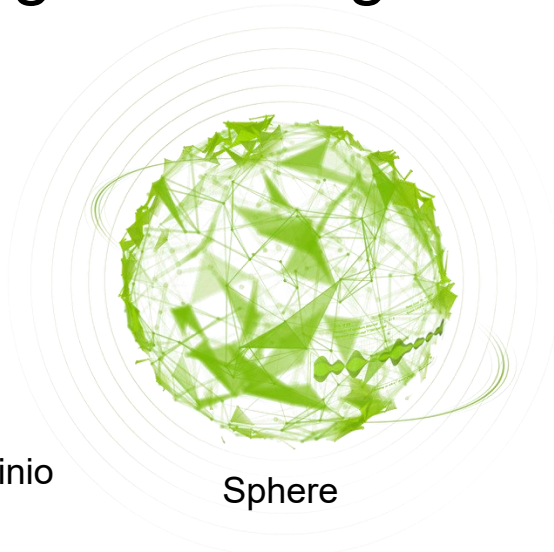
Colors

- Green on white (light)

Products

Sphere

- Phonak Audéo Sphere™ Infinio



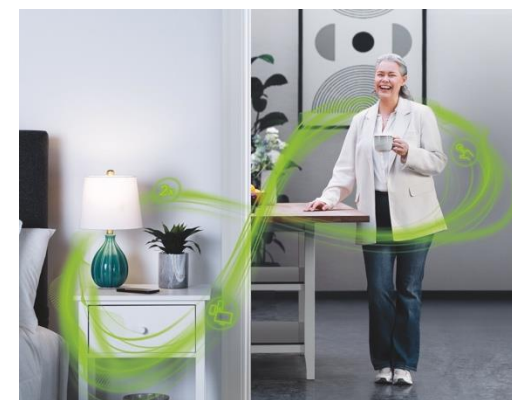
Swoosh

- Phonak Audéo™ R Infinio
- Phonak Virto™ R Infinio



Note: There are two formats of assets on MAM:

- the MP4 files should be used 'as is' while ...
- the more complex .MOV files are intended for use in conjunction with other elements/assets for editing purposes.



Usage of campaign assets: general

Colors

- Green on white (light)
- Green on dark (dark)

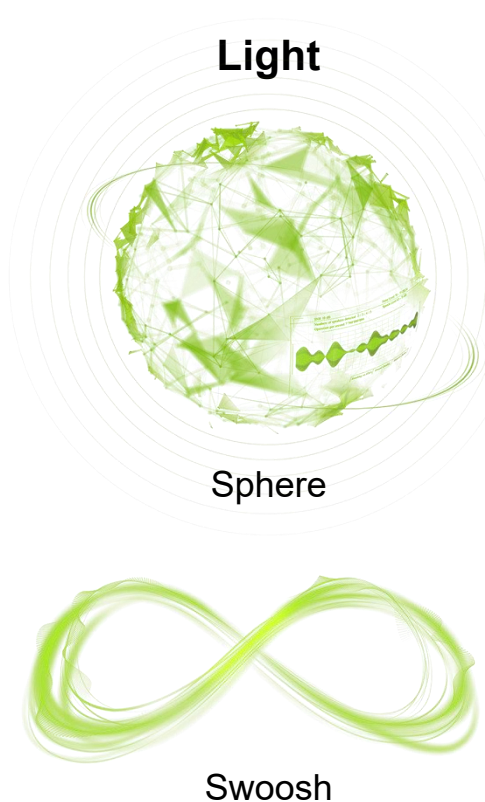
Products

Sphere

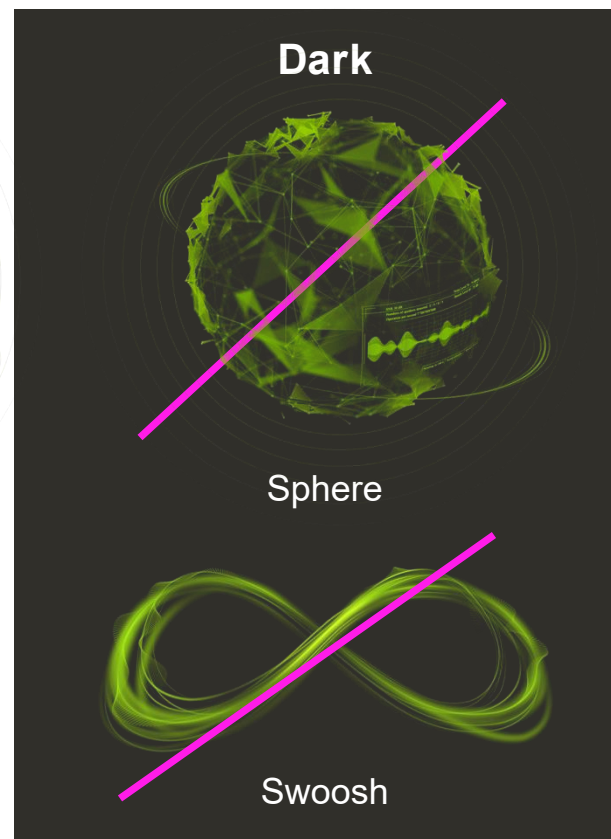
- Phonak Audéo Sphere™ Infinio

Swoosh

- Phonak Audéo™ R Infinio
- Phonak Virto™ R Infinio



Assets for light backgrounds and dark (photo) backgrounds will be separate; there is a slightly different treatment for them.



Black, plain backgrounds must not be used anymore

Photography



Use the dark versions on darker photos; Use the light versions on lighter photos

Chip assets

The chip assets remain the same as for Infinio 1.0:

- DEEPSONIC™
- ERA™

DEEPSONIC™ is only to be used with Audéo Sphere™ Infinio or where we talk about Spherical Speech Clarity™.

The ERA™ chip supports Audéo Sphere™, Audéo™ Infinio, Virto™ I-R Infinio and CROS R Infinio devices and it can be used with the infinity lead asset.



DEEPSONIC™

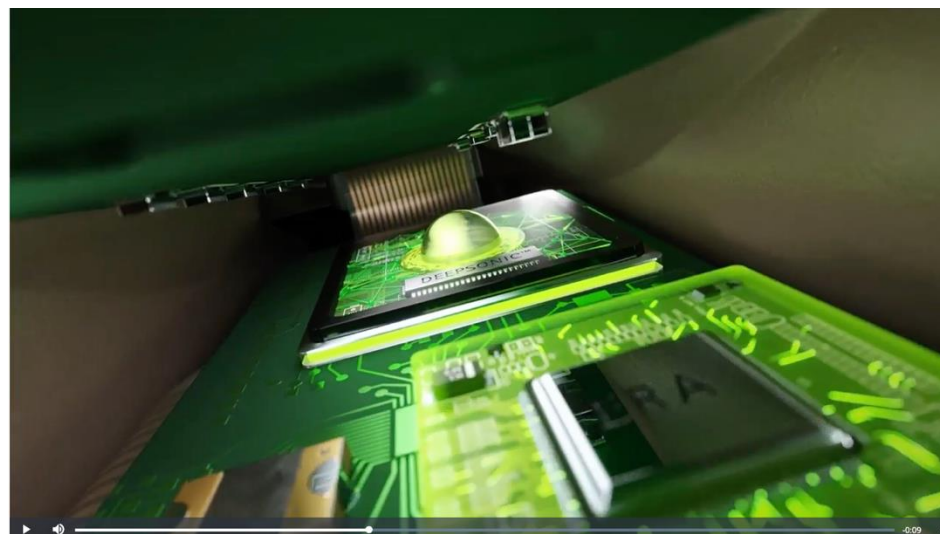


ERA™

Animated Swoosh - visual update

There are two animated versions available “flying” inside a hearing aid.

Use only these two newly created versions and no versions from Infinio 1.0 anymore.



A large, solid green circle is positioned on the left side of the slide, partially cut off by the edge.

05 Templates.

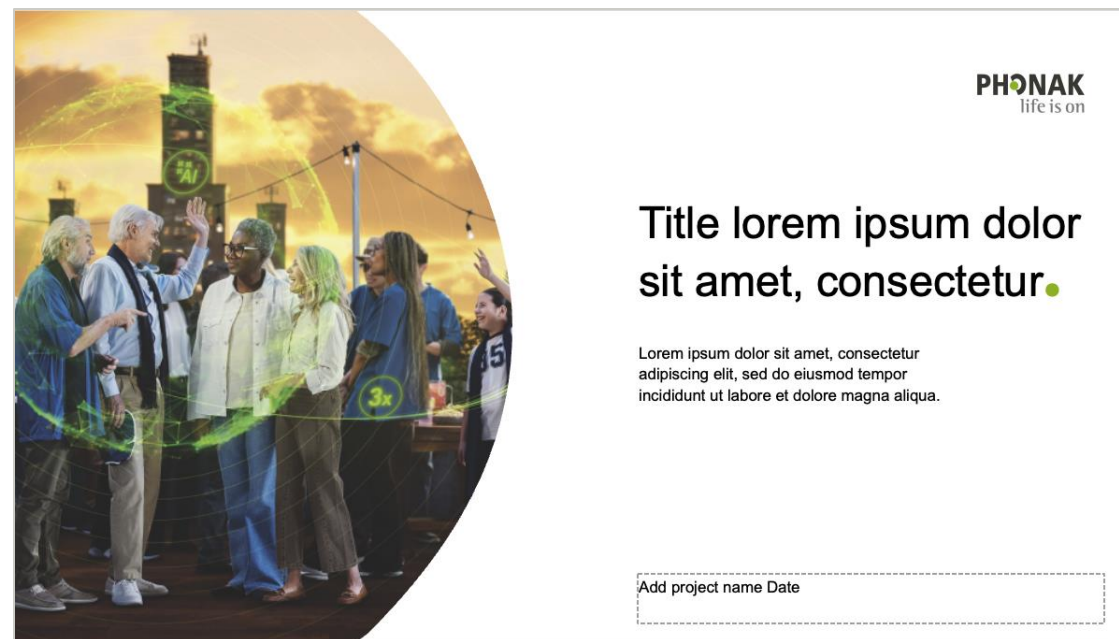
Powerpoint template Infinio 2.0

Either access the template within your PowerPoint Desktop App where you click on “new” and then choose the Phonak_EN folder where you’ll find the PPT template.

Or download the current template from the brand platform’s toolbox:

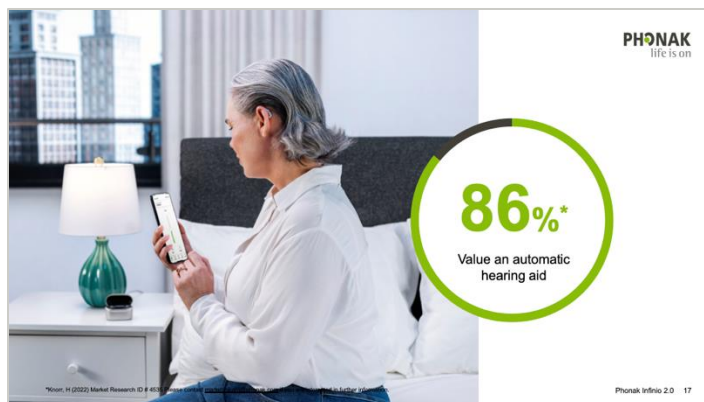
<https://brand.sonova.com/phonak/ph-toolbox>

Only use this current template and no older versions anymore as it contains a number of new slide designs and bug-fixes have also been made.

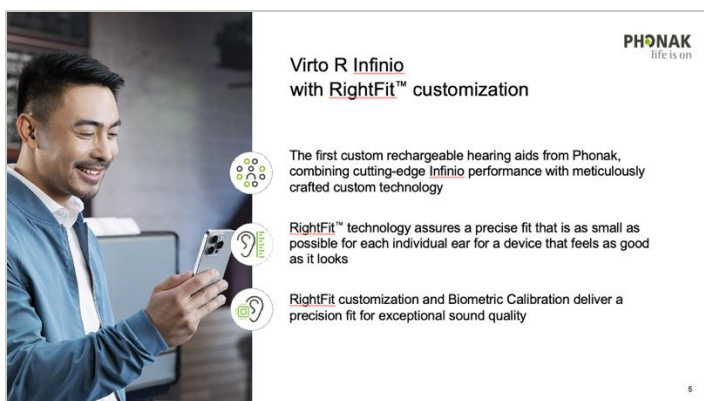


Powerpoint template Infinio 2.0

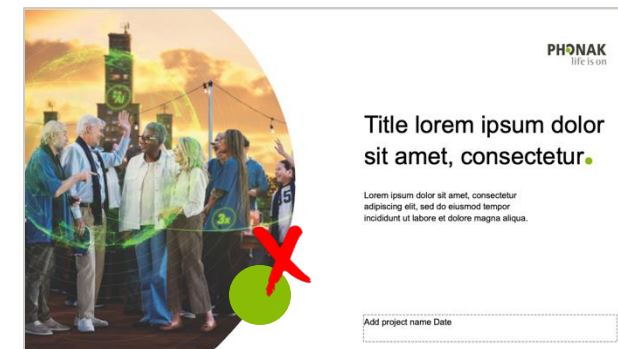
New slide designs have been added:



Content slide: 2/3 Full bleed



Content slide: 1/3 Full bleed



No green dot anymore on title slides



05 Photography●

Photography overview

Image library

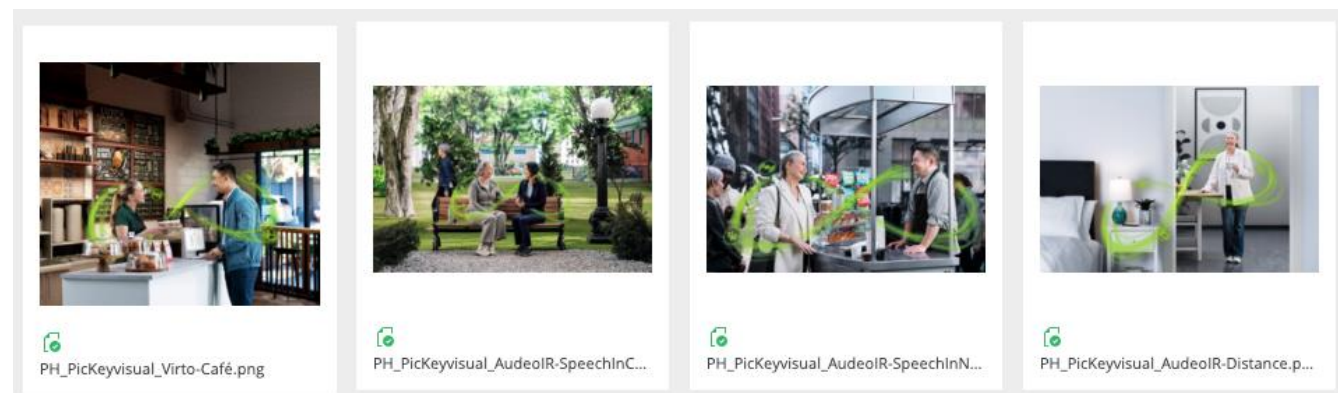
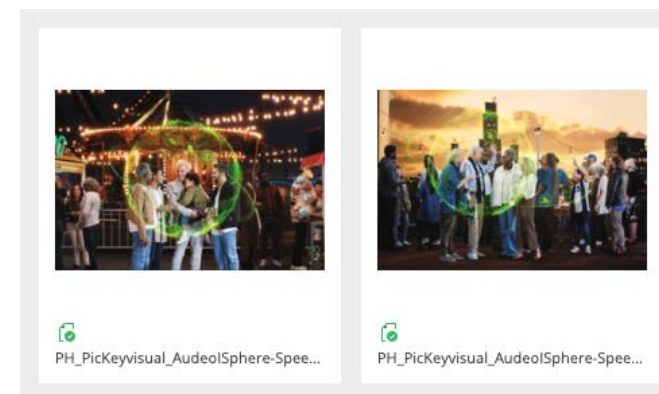
The image portfolio has been updated and aligned with the Messaging for Infinio Ultra.

Keyvisuals

Packshots

Chargers

EasyGuard





06 Dos and don'ts.

Dos and don'ts branding

Always

Branding

- The existing Phonak Brand Guidelines and Expression stand above everything
- Always keep the logo in the correct positions (Phonak top left, Sonova endorsement top right)
- Always anchor the product into the corner: (Bottom left for landscape, bottom right for portrait)
- Always label the product underneath the render
- White remains the main background color of the Phonak look & feel

Never

- Never use Sphere or Swoosh on black or dark background
- Never change the color of the circle device
- Never resize the logos or change colors of the logos
- Never create cover pages or one pagers with a black background



Dos and don'ts typography

Always

Typography

Always left align the copy

Always use a green full stop on titles

Always keep the headline and body copy point sizes the same ratio (body copy is 25% of the headline size): Headline 40pt = Body copy 10pt

Never

- Never use more than 3 forms of copy (Headline, body copy & sign off)
- Never create a new message, refer to the messaging houses and claims database for the correct message with the corresponding product.
- Never use ALL CAPS (exceptions are product names and acronyms)



Together,
we change lives.