

# Brand Guidelines

1. Brand Values
2. Textual Representation
3. Graphic Identity
4. Colors
5. Typeface



# 01.

# Brand Values

# Purpose

We generate technological solutions for safer and more comfortable spaces.

# Mission

To provide effective sound and security systems that protect people and generate long-term value for users, customers, suppliers, workers, and shareholders in a sustainable way, complying with legal requirements and committed to continuous improvement.

# Mission

- For the **users**: helping them achieve their security and business goals.
- For **customers**: providing them with reliable and innovative products together with the right support to achieve their goals on time.
- For **suppliers**: collaborating closely in joint development and improvement, establishing long-term relationships.
- For the **workers**: training and growing our people, who are the essence of LDA.
- For **shareholders**: generating value through heritage and a legacy to transmit and preserve between generations.
- For the **environment**: being responsible with the use and conservation of resources and society.

# Vision

To be a relevant manufacturer in the European PA/VA EN54 market.  
Top 5.

02.

# Textual Representation

# Textual Representation

The correct way to write the brand name is as follows:

LDA Audio Tech

(Sentence case)

LDA AUDIO TECH

(All caps)

The following abbreviated name may also be used in informal contexts and in long texts where it is repeated several times:

LDA

Other forms of writing, such as the following and other derived variants, will not be correct:

~~LDA Audiotech~~

~~LDA audio tech~~

~~LDA Audio-tech~~

~~Lda Audiotech~~

The company legal name is “LDA Audiotech S.L.”, although for commercial and communication purposes the brand name LDA Audio Tech will always be used.



# 03.

# Graphic Identity

# Combination Mark (Logo)

The graphic representation of LDA Audio Tech is a combination mark consisting of a symbol (brandmark or isotype) and text (wordmark).



# Color Versions

## Main version

Colors: LDA red y LDA black.



## Dark background version

For dark-colored backgrounds between 80% and 100% black.

Colors: LDA red and white.



# Monochromatic Versions

## Positive monochrome versions

For use on white backgrounds where there is no possibility to show colors (one-color printing, etc.).

Colors: LDA black and cool gray



Standard monochrome (black)



Cool gray monochrome (speakers marking)

## Negative monochrome version

For use on gray backgrounds with less than 80% black and on other colors.

Color: white.



Examples of negative logo applications on different colored backgrounds

# Monochromatic Versions

## Registered trademark

The LDA Audio Tech trademark is registered at the Spanish Patent and Trademark Office (OEPM) as a Spanish trademark and European Union trademark with an earlier version of its logo (monochromatic).



**Monochrome version currently registered**

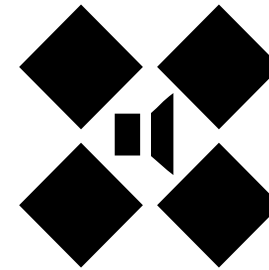
# Brandmark (Isotype)

The LDA Audio Tech isotype may be used independently, without the wordmark, in certain applications when required.

Examples: web favicon, pins and other merchandising elements, etc.



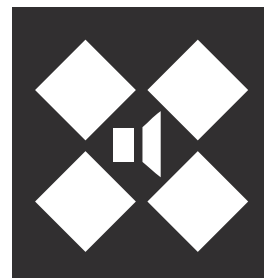
Color isotype



Black monochrome isotype



Gray monochrome isotype



Negative isotype

# 04.

# Colors

# Primary Colors

LDA Audio Tech's primary corporate colors are those of its logo in its different versions.



## LDA RED

HTML #ce132d

RGB R206 G19 B45

CMYK C12 M100 Y82 K3



## LDA BLACK

HTML #000000

RGB R0 G0 B0

CMYK C91 M79 Y62 K97



# Secondary Accent Colors

In addition to the main colors, additional accent colors will be used to enrich the various brand communication materials.

They provide versatility and more options for use in complementary text and graphics.



**ANTHRACITE GRAY**

HTML #383e42

RGB R56 G62 B66

CMYK C72 M58 Y52 K55

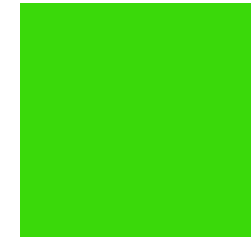


**COOL GRAY**

HTML #97999b

RGB R151 G153 B155

CMYK C42 M32 Y31 K10



**ONE GREEN**

HTML #3ad90a

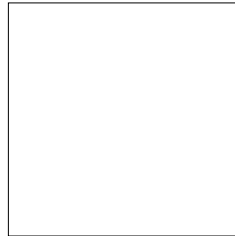
RGB R58 G217 B10

CMYK C67 M0 Y100 K0

# Secondary Background Colors

Other secondary colors may also be used for graphic backgrounds.

White will be the preferred option in these cases, in addition to light gray for cases where it is preferable to use a differentiating background in graphics that will be placed on white.

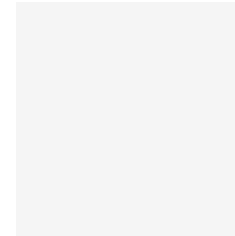


## WHITE

HTML #ffffff

RGB R255 G255 B255

CMYK C0 M0 Y0 K0



## WHITESMOKE GRAY

HTML #f5f5f5

RGB R245 G245 B245

CMYK C5 M4 Y4 K0

# Product Colors

Various RAL and Pantone inks are used in the design and manufacture of the brand's products for different purposes.

The color chips displayed here are approximations of these inks.



**LDA brand red**  
PANTONE 186 C



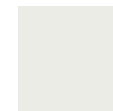
**Speakers dome red**  
RAL 3000



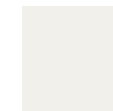
**Black**  
RAL 9005



**Devices anthracite gray**  
RAL 7016



**Speakers white**  
RAL 9003



**Speakers off-white**  
RAL 9016



**MPS+ light gray**  
RAL 7042



**Speakers serigraphy gray**  
PANTONE Cool Gray 7 C



**Serigraphy gray**  
Zentix Gray

# 05.

# Typeface

# Corporate Typeface

The corporate typeface is the Roboto family in different weights: Thin, Light, Regular, Medium, Bold and Black.

It is an open source font that allows unrestricted use in both online and printed formats, has a large character map and has a high compatibility between operating systems and devices.

It combines a clean, clear and modern design typical of a technological brand with rounded features that make it warm and welcoming.

[Download link](#) 

## Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,;:&%€)

## Roboto Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

# Corporate Typeface

For digital displays and other applications that require the use of a monospaced font, the Roboto Mono variant, also open source, will be used.

The following weights are available: Thin, Light, Regular, Medium and Bold.

[Download link](#) 

**Roboto Mono Regular** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ( . : , ; & % € )

Roboto Mono Thin ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Mono Light ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Roboto Mono Medium** ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Roboto Mono Bold** ABCDEFGHIJKLMNOPQRSTUVWXYZ

# Secondary Typeface

For applications where, for technical reasons, the corporate typeface cannot be used, or when compatibility problems are expected, the Calibri typeface will be used.

Examples of use:

- Email in Microsoft 365 suite.
- Documents shared online in Microsoft 365 with partners and other agents.
- Other apps and online services where Roboto is not available.

When Calibri is also unavailable, the most neutral typeface available (Arial or equivalent) should be used.

**Calibri Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,;:&%€)

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Calibri Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**



Audio Systems that Save Lives

[www.lda-audiotech.com](http://www.lda-audiotech.com)