

· AIAIAI

AIAIAI

BRAND

GUIDELINES

INTRODUCTION

Within these pages, you'll find directions to help create engaging brand communications in various formats to reflect AIAIAI. And while there are lines we should stay within, you'll also have flexibility.

The AIAIAI brand style reflects our premium and responsibly designed products as well as our ability to enable, inspire and empower a new generation of creators. It captures the passion and creativity of the modern-day music creator in the studio, on the stage and on the move as well as the innovation in the ever evolving creative process.

These guidelines will help connect us all and create consistency throughout all our brand materials. With a minimalist and unmistakable look and feel, our communications will continue to reflect our brand's Scandinavian heritage while empowering and inspiring diverse music creators from all over the world.

OUR LOGO

Our logo is our signature and represents us visually. Here you will understand the right placement across various communications. If after reading this you're still unsure our team is here to support you so please feel free to reach out any time. It's important that this is consistent so we can easily be recognised.

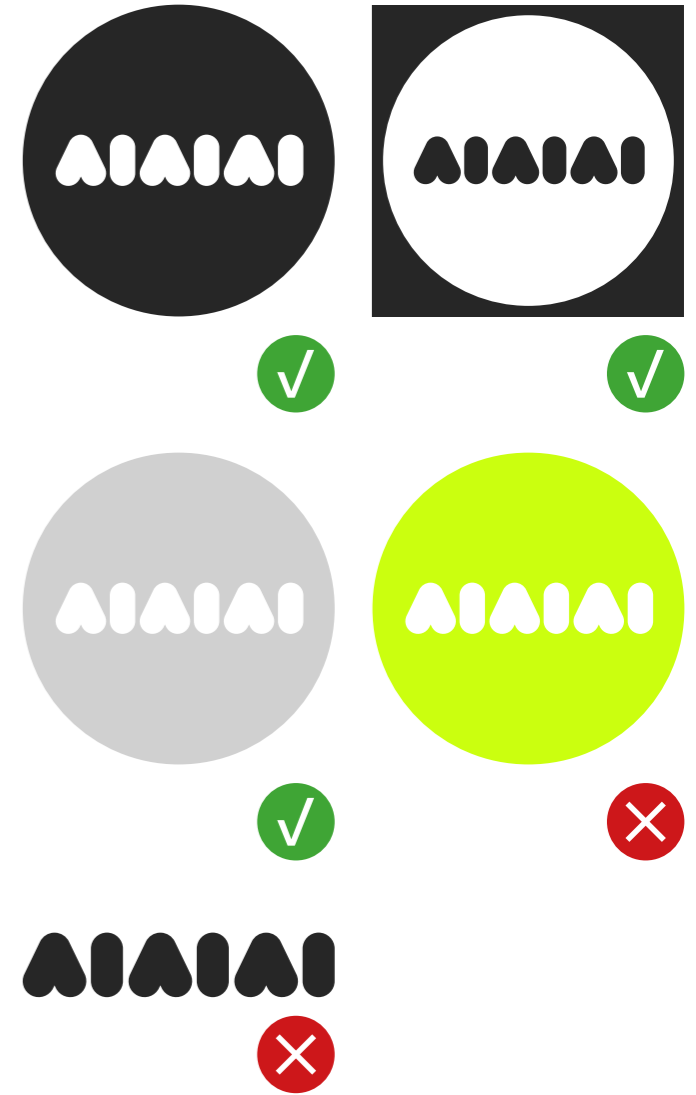
Usage

We should always use the black or white logo. The logo should always be used together with AIAIAI contained inside the circle. Please ensure the copy is not applied on it's own.

As a secondary option where the black or white logo may not work the grey option is available. This could be if all typography and other graphics are grey and a black or white logo would look weird in combination with this.

There are no exact rules on where to put the logo, but try to keep it close to the edges and always have a lot of white space around it.

The logo needs to be a certain size to be legible. Always make it big enough so that it is easy to read AIAIAI.



TMA-2 WIRELESS+
LOW LATENCY
UNCOMPRESSED AUDIO

AIAIAI

+ LEARN MORE →



**BOP DJ X AIAIAI
PRESENTS: GNARLY**
WIRELESS+ demo and finger drumming workshop

MAY 25TH / 18:30-20:00
LOCATION: dBS BRISTOL, BS1 6JS

AIAIAI



**TMA-2
STUDIO XE**
PROFESSIONAL MODULAR STUDIO HEADPHONES

AIAIAI



**WIN A TMA-2
STUDIO WIRELESS+
AND LIMITED
EDITION T-SHIRT**

AIAIAI



TMA-2 WIRELESS+
LOW LATENCY
UNCOMPRESSED AUDIO

AIAIAI

+ LEARN MORE →



• AIAIAI

**TMA-2 STUDIO XE
10TH ANNIVERSARY
OFFER £139.00**

+ Limited Edition, ultra soft
on ear vegan leather ear pads
Save over £65.00

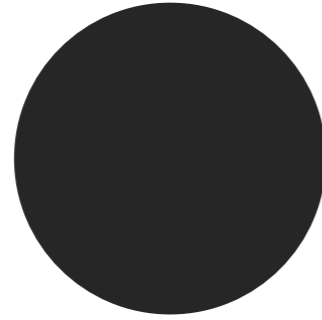
AIAIAI

LIMITED TIME ONLY
While stock lasts

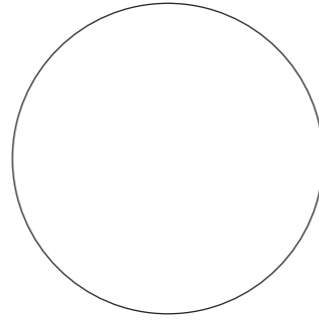


Colours

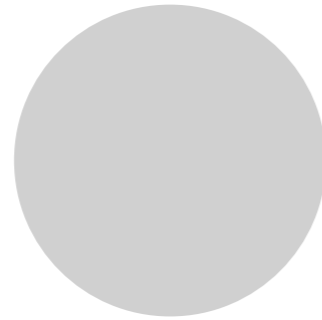
Following our minimalistic design approach of our products we work within 3 primary colours (black, white and grey) and an accent colour (neon yellow). The accent colour should never be used on more than 10% of an artwork to maintain it's effect and to avoid it taking over. For Wireless+ we can use a darker black as background if using stills from the 3d renders.



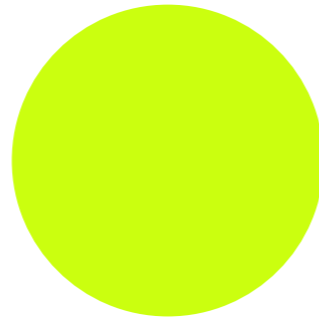
Black
#262626
R38 G38 B38
C0 M0 Y0 K85
Pantone



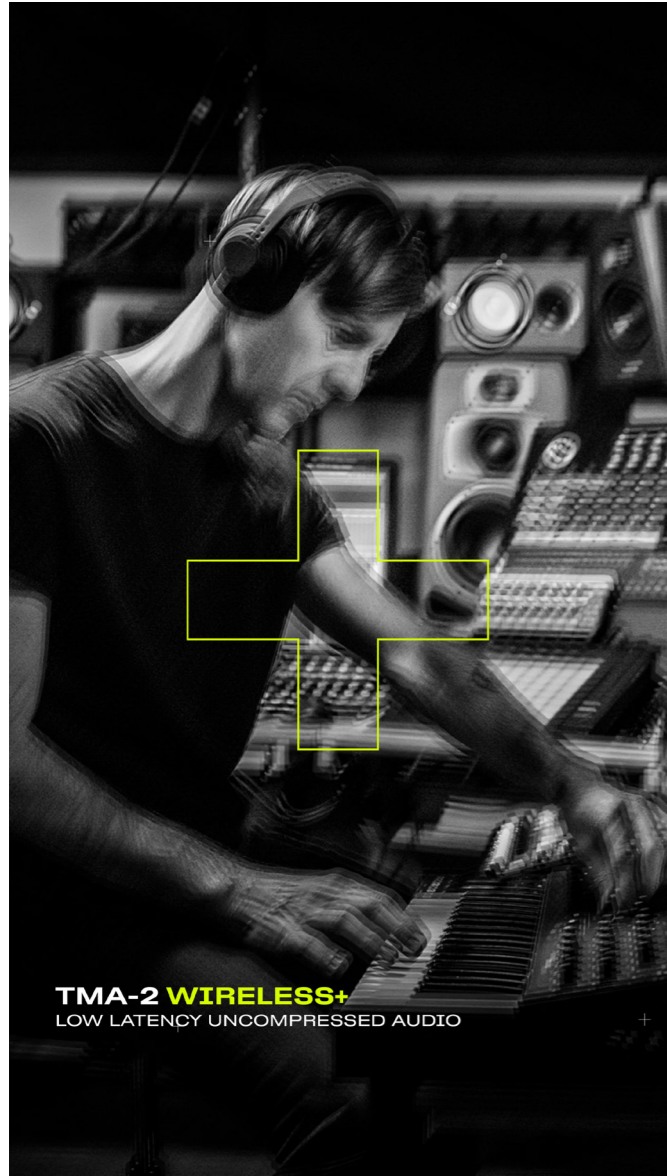
White
#ffffff
R255 G255 B255
C0 M0 Y0 K0
Pantone



Grey
#d0d0d0
R208 G208 B208
C0 M0 Y0 K18
Pantone



Neon yellow
#cbff0f
R203 G255 B15
C20 M0 Y94 K0
Pantone



TMA-2 WIRELESS+
LOW LATENCY UNCOMPRESSED AUDIO



AIAIAI TRACKLIST

Modaji - Seen But Not Heard - Coop
 Patrice Scott - Untitled [Beat Mix]- Neroli
 Kaidi Tatham - Armz R Deh [Afronaught Dub] - Laws Of Motion
 Untitled - DJ Spinna Remix - Cdr
 Gu - Your Life - Nic
 Pete Simpson - Don't Hide [Domu Unreleased Extended] - Papa
 Leon Ware - Work Me [Reel People Mix] - Expansion
 Marcello Napoletano + Volcov - Poison - Neroli
 Steven Tang - Since The Accident [Beats] - Emphasis
 Patrice Scott - Rain Dance - Visions
 Bian Harden - Days Of Days - D3 Elements
 Kia Stewart - Anywhere You Are - Honeycomb

VOLCOV
NO. MIX 44



AIAIAI

WIN A TMA-2 STUDIO WIRELESS+ AND LIMITED EDITION T-SHIRT VIA BLEEP.COM




AIAIAI

PATRICK GIBIN
NO. MIX 45



Lines

Lines can be used both to separate headers and footers from the rest of the content, but also as a graphic element in titles.

The lines should always be thin and elegant and not thick and clunky. The thickness needs to be adjusted according to each design.

In titles the transparency should always rise gradually from 35% to 100% depending on the number of lines.

FREEDOM
TO
CREATE



FREEDOM
TO
CREATE



FREEDOM
TO
CREATE



TMA-2 STUDIO WIRELESS+

WORLD'S FIRST WIRELESS HEADPHONES FOR MUSIC CREATORS

Wireless music creation with ultra-low latency and uncompressed audio with W+ Link technology. Added Bluetooth for +80h playback and hi-fi coiled cable. Signature bio-diaphragm speakers tuned for clarity and detail. Enhanced comfort with Alcantara® over-ear memory foam cushions. Modular headphones - designed to last.

Sensitivity (db @ 1mW): 97 Impedance (Ohm): 32



TMA-2 STUDIO WIRELESS+

What's included?

- H10** · Ultra-low latency Wireless+ headband incl. USB-C charging cable
- X01** · Wireless+ transmitter
- S05** · Speaker unit - Detailed sound - Bio-diaphragm
- E08** · Earpads - Over ear - Alcantara®
- C02** · Cable - Coiled - 1.5m - Adapter
- A01** · Protective pouch

AIAIAI



• AIAIAI

TMA-2 DJ 10TH ANNIVERSARY OFFER £139.00

+ Limited Edition, ultra soft on ear vegan leather ear pads
Save over £65.00



AIAIAI

LIMITED TIME ONLY
While stock lasts



IMAGES

This is a great way for us to visually share our story whether it be product shots or images of our products being used. It's important that the images reflect our style.

Product images

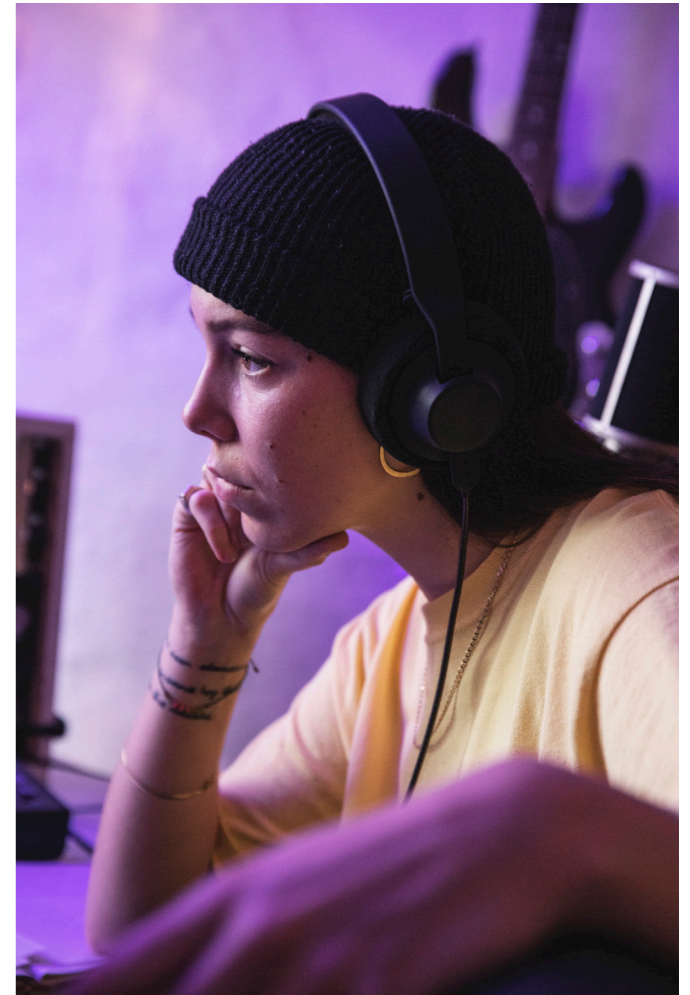
We prefer if you use our own product images. They are supplied on the digital toolbox [that you can find here](#).

The background should only be AIAIAI's primary colors, and do not apply a white background for social media. Make sure not to overstretch images so the proportions are not aligned.

Artist images

Should always be in black/white or cool colors, no warm colors.





TYPOGRAPHY

Our typeface is called Modular and is an important part of our look and identity. It is relatively free how to use Modular, but here you will understand the guidelines on how to use it the best possible way.

Usage

[Get Modular here.](#) Download the zip-folder, select all the files in the folder and double click to open them. Select 'install Font'.

Modular has 15 different weights and 3 widths: Condensed, normal and extended.

There are no exact rules for when to use the different weights and widths, but we usually use normal width for body text and extended for headlines. We rarely use condensed, so we don't recommend using it. Headlines and 'AIAIAI' are always in capital letters.

We use our primary colours for typography, and only our neon yellow when emphasizing a word or two in headlines.

Modular Black Extended

Modular Bold Extended

Modular Medium Extended

Modular Normal Extended

Modular Light Extended

Modular Black

Modular Bold

Modular Medium

Modular Normal

Modular Light

• Community

BEAUTIFUL+ AIAIAI

In our ongoing efforts of support the music community, we are launching a series of initiatives to empower black and LGBTQI+ artists.. We've teamed up with BEAUTIFUL and its founder SHERELLE to open a new studio space, academy & workshop programme, and exhibition series in London.

Learn more →



• AIAIAI

TMA-2 STUDIO XE

PROFESSIONAL
MODULAR STUDIO
HEADPHONES

AIAIAI



• AIAIAI

FUTURE OF SOUND

Amplifying the next sonic visionaries in marginalized music communities.

SUBMIT YOUR WORK TODAY
AIAIAI.AUDIO/FUTUREOFSOUND
#FUTUREOFSOUNDTRAK



Black Friday

30% off



AIAIAI

TMA-2 STUDIO WIRELESS+

World's first ultra-low latency headphones with uncompressed audio for music creation

Long & McQuade
MUSICAL INSTRUMENTS



TONE OF VOICE

Our tone of voice is the way we express our brand with words (writing): it's what we say and how we say it. Get it right and we'll connect with our community, gain their trust and create excitement. Get it wrong and we miss opportunities to build brand affinity – and we could alienate and send the wrong messages.

That's why it's important that everyone, we all use the same tone when communicating. This explains how to do it well and ensure our passion and commitment can be felt in everything we do.

Our tone of voice is TECHNICAL, CONFIDENT, HONEST and QUIRKY.

How to sound: TECHNICAL

We create products that are trusted by creators globally for our reliability. This requires the highest standards and zero compromise that meets the technical requirements. It's something we are extremely proud of and want to ensure we use the right language for different members of our community.

- **Understand our community of creators**
DJs, producers and engineers are familiar with the technical terms used in the music industry. We should ensure we use the right terminology that allows us to state the facts concisely, avoiding unnecessary words to try and sound superior which in turn can come across as arrogant. Read the audience and ensure information is presented in a digestible way.
- **Highlight context and create solutions**
Not all communication platforms should follow the same cookie cutter approach. It's our role to ensure we adjust to provide the most beneficial information. We want to ensure that we demonstrate the added value of our technical features rather than being completely driven by heavy numbers that have no meaning at first glance. We only want to share the things that matter.

How to sound: HONEST

We collaborate with a world-renowned network of music creators in our development phase to ensure our products are of a high quality, credible and can be trusted. This is not only reflected through our products. We say things directly and concisely so that people can easily understand us. We don't compensate by over-selling or making overtly bold claims.

- **Use authentic, everyday language**
Using authentic, everyday words and phrases to sound relatable on a human level. We want to engage the communities, making them feel they're having a conversation with a real person rather than a corporate robot being spoken at
- **Get straight to the point**
Get rid of any unnecessary words to make copy easier to read and understand - which makes us sound more direct. Long-winded, fluffy copy can sound like we're trying to hide something, or lack confidence in what we're trying to say
- **Avoid arrogant adjectives and overly bold claims**
Using subjective, salesy adjectives - like 'market-leading' or 'world-class' - makes us sound pushy, arrogant and dishonest. The words we don't use can help show we are confident in our brand - let people make up their own decisions; we can create a buzz in other ways

How to sound: CONFIDENT

We are passionate about music culture and proud to be in this space. We know our products are reliable and can help enhance the overall creative process. It's important we back ourselves but not come across as arrogant or trying to overcompensate with unnecessary words.

▪ Use active sentences

Active sentences focus on who's doing the action; passive sentences focus on the action that's being done. For example, The cat sat on the mat is an active sentence. The mat being sat on by the cat is passive. Active sentences are shorter, easier to follow and use 'you' and 'we'. It's much more inclusive which helps build confidence and trust and puts the community at the core of the action. Passive sentences use more words, and can be hard to follow, making it sound evasive.

▪ Use visual cues

We don't need to be explicit or state the obvious, instead using visual cues to support facts or just demonstrate and show the message we want to convey.

How to sound: QUIRKY

We are not a corporate machine with no heart and soul, the team of people are at the core of AIAIAI. We are part of the community and our language should represent this. The right balance of humour mixed with creativity will ensure we don't come across pretentious and robotic. Think of brands like Teenage Engineering, ADD MORE EXAMPLES.

▪ Shouldn't fear being informal

In the right instances we aren't afraid of being informal, we are in the music industry. Using the right words will ensure we are more relatable and are part of the community.

▪ Humor balanced with creativity

It's important we strike the right balance however, we also remind ourselves we aren't saving lives. We are only human and it's good to laugh at ourselves (once in a while).

STYLE GUIDE

We want to be consistent in everything we write; it looks professional and makes it much easier for our community. This will help ensure we get it right each time.

How do you spell AIAIAI?

It's as simple as that. All upper case, no lowercase. One word.

Do we use UK English or American English?

We are a lot closer to the UK however, all our copy should reflect American English.

Sometimes it is easier to use abbreviations, what's the best way?

Write out a phrase in full the first time you use it, followed by the abbreviation in brackets, e.g. low frequency (LF). Well-known abbreviations can be used in headlines but must be explained near the start of the copy.

To capitalise or not?

Industry-standard features and functions should not be capitalised – e.g. bio-cellulose, bio-diaphragm etc. should appear in lower case.

The right narrative voice

We speak directly to music makers across our communications. So, we use 'you', 'your', 'we' and 'our'. It's okay to use the company name or 'artists' to set the scene or to make things clear, eg. 'AIAIAI is launching a modular headphone designed for artists. We've drawn on a decade of development to give you all the benefits.' You shouldn't refer to AIAIAI as 'it'; it makes us sound like a cold corporation, not a brand run by people.

What about when there is more than one, singular vs plural?

When we talk about AIAIAI as a brand, it's always singular, eg. AIAIAI is, not AIAIAI are. When there's more than one headphone we should describe it as AIAIAI headphones.

COMMON WORDS AND TERMS

Here's how we write some of the words we use a lot. That's not to say variations are incorrect however, for consistency and clarity, we use the style below.

presets/preset	Noun and verb are both written as one word
over-ear	All one word with a hyphen, lower case, unless used as part of heading description as in: Over ear - Microfiber
on-ear	All one word with a hyphen, lower case, unless used as part of heading description as in: On ear - PU leather
lightweight	One word, no hyphen
bio-diaphragm	All one word with a hyphen, lower case
bio-cellulose	All one word with a hyphen, lower case
high-frequency	All one word with a hyphen, lower case
low frequency/LF	All one word with a hyphen, lower case, or all capitals when abbreviated
mid-range	As in: more pronounced mid-range
Alcantara®	Capital A, all lower case and ensure followed by the ® which is the registered trademark symbol
REPREVE®	All upper case, followed by the ® which is the registered trademark symbol
Bluetooth®	Capital B, all lower case and ensure followed by the ® which is the registered trademark symbol
mic	Lower case or use the complete word microphone
omnidirectional	All one word, lower case
set up/a set-up	No hyphen for the verb, but a hyphen in the noun, e.g. find out how to set up your professional audio set-up
internet	Lower case, no capital letters
line up/a line-up	No hyphen for the verb, but a hyphen in the noun, e.g. you can line up to preview our line-up of products
log in/a log-in	No hyphen for the verb, but a hyphen in the noun, e.g. use your log-in details, to log in
email	Not e-mail

PUNCTUATION, SYMBOLS AND NUMBERS

Ampersands (&)	Noun and verb are both written as one word
Bullet points	Bulleted lists that are preceded by a colon (:) usually only have a full stop/question mark at the end of the last bullet. But that sometimes looks odd if the bullets are quite long, have lots of punctuation, or are more than one sentence. Let sense prevail, but make sure you're consistent throughout the document.
Currency	Symbols (€/£) should be primarily used to denote currency; however, when unclear, e.g. US dollars or Swedish kronor, tickers should be applied (USD, SEK). Currency should not be written in full (euros, pounds).
Dashes	Be careful not to use dashes too much. When you do, they should be a long dash (on a Mac, press ALT - to get a long dash) and have a space either side, e.g. The TMA-2 - our premium modular headphones - is...
Exclamation marks (!)	Avoid using them unless you have a very good reason. They can sound over-excitable, immature or even angry.
Forward slash (/)	Don't use spaces either side, e.g. either/or, not either / or.
Numbers	Traditional running copy: we write numbers out in words, i.e. one to ten (except in specs). Numbers higher than ten should be written numerically, i.e. 11+, 1 million. But, if a range spans below and above ten (e.g. five to 20), the treatment should be consistent. In that case, it's quicker and easier to use numbers (5 to 20). Digital copy: we write numbers as numerals, e.g. 1, 4, 10, because research shows they're easier to read that way.
Percentages	In running text, we write percent as two words. In tables, brackets, specs etc, we use the % symbol.
Quotation marks	If you're using direct speech, use double quotation marks ("hello"). A quote within a quote has single quotation marks ('like these'). Use single quotation marks when the quoted material is not direct speech (e.g. .and the amp will 'beef up' the audio in real time).