

STYLEGUIDE

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With this style guide, we want to summarize the most important principles and rules for the new ADAM Audio corporate design.

This is not a complex set of rules with clear requirements but an overview of the most important corporate design blocks and their use.

During the process and the collaboration with ADAM Audio, it became increasingly clear that the brand's tool character had to be placed at the forefront. At the same time, however, an upgrade should take place and the quality promise "German Engineering" should be communicated.

We have relied heavily on what is there: the ADAM Audio monitors and the X-ART tweeter system.

These were the basis for our design: the DIN typeface as a tool for character and "German Engineering", a black and white basic aesthetic as the most reduced of all pictorial languages and different grades, which together with the DIN, speak a clear industrial language.

A reevaluation of the corporate design occurs via the accent colors gold and silver, whereby gold is the more distinctive component. It is especially nice for us to capture the language of the products one to one with black and gold: the black chassis of the monitors and the golden foil of the tweeter, which we also refer to in our key visual.

We are also very pleased that "ADAM Professional Audio" has become the much more powerful and clearer "ADAM Audio." We are firmly convinced that this step will help strengthen the brand.

ADAM Audio now consists of only two clearly structured lines: "professional audio" for the professional user in the studio and "home audio" for all other possible uses. "Professional Audio" is represented by the gold accent color. "Home Audio" appears with the silver color-coding.

Both lines, on the other hand, carry different series, which can be expanded or extended in the future without experiencing difficulties within the corporate design.

It was particularly important for us that the new design does not create unnecessary restrictions or requires elaborate redesigns if, for example, new series are introduced. This was the basic prerequisite for the entire design. So, it was almost imperative for us that the entire system became the main element. This had to be unambiguous and clear while simultaneously ensuring the necessary flexibility.

For us, it was a great experience and great pleasure to work with the ADAM Audio Team. The passion for the brand on the one hand and the great practicality in the decision making on the other have made the process a great pleasure for us.

We hope you enjoy the new corporate design.

THE LOGO

WORD- AND FIGURATIVE MARK

The logo is both a word and figurative mark. This consists of the simplified, single-color image mark, the “apple board” and ADAM Audio as a figurative mark.

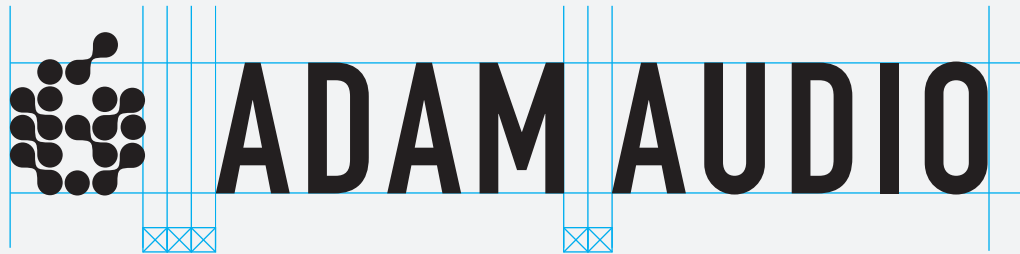
We write the word mark in the DIN Eng-schrift close-spaced lettering as Versalien in a range of +50.

The logo introduces the DIN font, which is used in all applications and forms a core element for the re-recognition of the corporate design of ADAM Audio.



SPACING

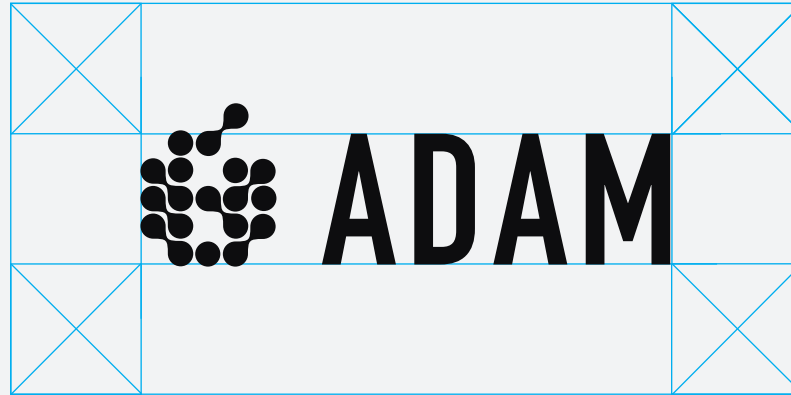
In order to present the logo as we would like to see it, we have selected a slightly larger distance (1.5-fold word spacing)/ marked in blue) between the image mark and the word mark. Thus, we minimize the “apple board” from the word mark “ADAM Audio” and thus emphasize the word mark as a clear unit.



Font size: versal height $b = 1/3$ versal height a
(In the example above: 120 Pt, 40 Pt)

SPACING

Additionally, a “safety distance” must be observed from the logo to all other text elements.



Font size: versal height $b = 1/3$ versal height a
(In the example above: 120 Pt, 40 Pt)

SPACING

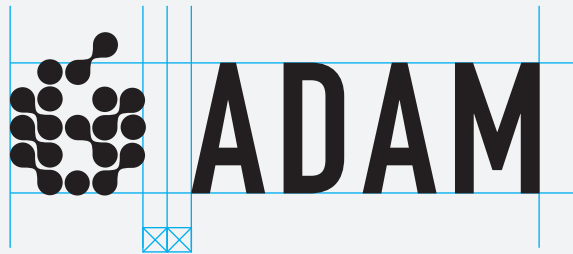
This “safety distance” applies to both logo variations.



Font size: versal height $b = 1/3$ versal height a
(In the example above: 120 Pt, 40 Pt)

SHORT FORM

In some cases, it is particularly necessary for space reasons that the logo only consists of the figurative mark and ADAM. In this case, ADAM moves closer to the figurative mark. Instead of 1.5 word intervals, we stay here at a word distance. The safety distance also applies here.



Font size: versal height $b = 1/3$ versal height a
(In the example above: 120 Pt, 40 Pt)

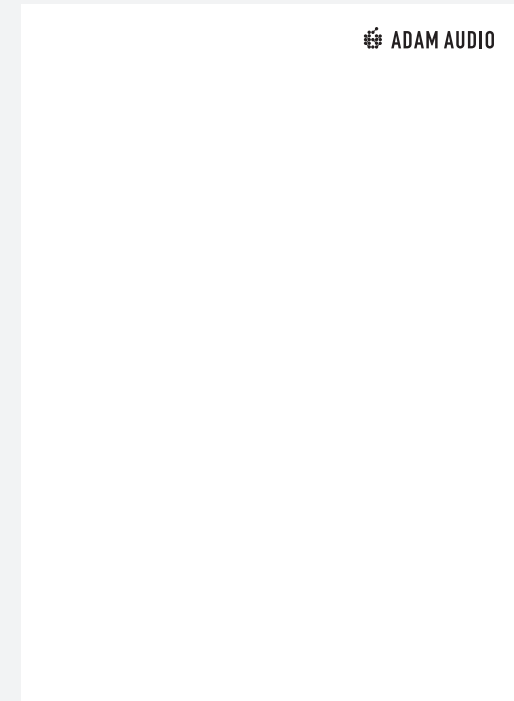
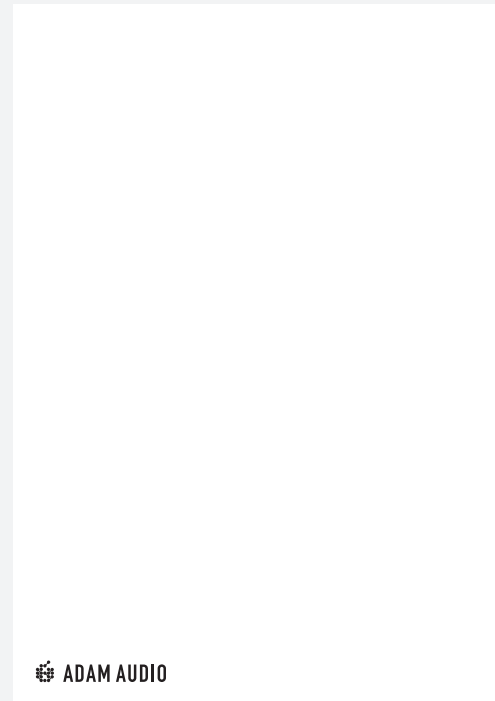
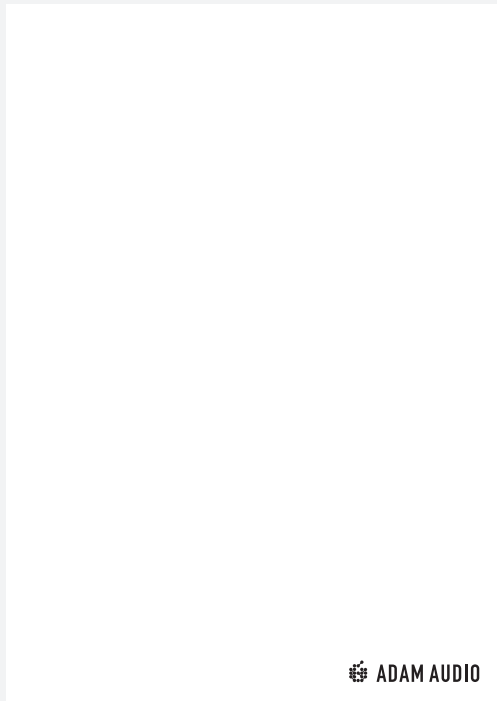
LOGO COLORS

The logo is always monochrome and can be used in black on white, white on black or in the two special colors - silver and gold. It is important that the contrast to the background is as strong as possible (black logo on bright background, white logo on dark background). Gold and silver are used according to the series (Gold stands for Professional Audio, Silver stands for Home Audio).

You will find more about color definitions on page 27 in the Corporate Colors chapter.



In normal cases, the logo will be inserted in the bottom right.



Alternatively, the logo can also be positioned in the lower left or upper right corner.

THE FONT SYSTEM

DIN - DEUTSCHE INDUSTRIE NORM

The DIN 1451 Engschrift corresponds to the industrial character of ADAM Audio and radiates a sober beauty that fits the brand perfectly. It is used for bold headlines and the naming of products and product lines. It is also used in column titles and quotations. In doing so, it corresponds to the ADAM Audio logo - always with a range of +50 and rather small spacing. With the exception of the quotations, it is always used in uppercase letters.

The DIN Pro Bold is used for labeling subheadings. The DIN Pro Light is used for all other applications such as flow texts, marginal data, technical data, etc.

Both DIN Pro Cut Light and Bold are always set with a range of +25 and a generous line spacing.

Both belong to the same font family as DIN Engschrift and thus form an aesthetic unit.

LOREM IPSUM DOLOR

DIN 1451 Engschrift

Lorem ipsum dolor

DIN Pro Bold

Lorem ipsum dolor

DIN Pro Light

ADAM AUDIO

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10079 BERLIN, GERMANY
T +49 30 86 50 077-0
F +49 30 86 50 077-7
INFO@ADAM-AUDIO.DE

Goldener Westen
Becker, Kennecke, Mary GBR
Frankfurter Tor 8
10243 Berlin

Hallo Herr Becker,

Is iderem inullat: cupitatis ut alius dolobris repudis inveni ex et imo blandunt, int inullam quam qui cum quate omnis et pa volendite velosum re sam dolandi tempa optatum porneheosum audamit lam autate dolobro rnynd quat delitius nine draque quam uliginomidis expenchi: ci arunt ullabore alibus rostrum quoerit psapiente occaborem ex volorescient idempenit officii id dolobrevides eos maion partum sus.

28-09-16

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Mit freundlichen Grüßen
David Angress

BERLINER SPARRKASSE
BANK DE35 100300000 10271800
BIC: BELA2033XXX

VORSTAND/CHAIRMAN: DAVID ANGRESS
DEUTSCH FÜR POWER MEAT BOARD
SEBASTIAN GANZLER, SVEN SCHIMLE

HANDELSGERECHT/COMM. REGISTER:
AMTSGERICHT BERLIN-HANAU/30708
USt-IDNr.: DE27319795

SITZ DER GESELLSCHAFT/LOCATION:
DEUTSCHLAND/GERMANY
ADAM AUDIO DE

THE AX-SERIES FROM ADAM AUDIO PROVIDES YOU WITH A WIDE RANGE OF MONITORS FOR DIFFERENT APPLICATIONS, THEIR EXCELLENT PRICE-PERFORMANCE RATIO MAKES THEM SUITABLE FOR PROFESSIONAL STUDIO APPLICATIONS AS WELL AS UPSCALE HOME RECORDING.

Sophisticated design, easy handling

Many technical innovations in our high end SX-Series are also used in the AX-models. The chamfered upper corners of the sturdy cabinet fronts minimize edge diffraction so that phase cancellation is not an issue. The speaker interior is equipped with a special fleece that prevents disturbing internal resonances as well as ensuring a better bass reflex tuning. The power switch and volume control are easily accessible on the front panel for greater ease of use. The front firing bass ports are very easy to use, allowing the monitors to be set up closer to a wall if need be.

Distinct adjustments to room acoustics

The 'Tweeter gain' function is a part of each AX monitor's basic configuration and lets you raise or lower the level of the high frequencies by up to 6dB. Beyond that, shelve filters allow further adaptation to room acoustics with the AX, AX7, AX8 and AX7X. The low shelf filter allows smooth control of the lower frequencies below 200 Hz from -6 dB to +6 dB, the high shelf EQ is introduced at 2.5 kHz with the same levels from -6 dB to +6 dB.

Rigid woofer materials

While the base/mid woofer of the AX is made of carbon fiber - an extremely resistant material - the woofers of all other AX models are built using a sandwich construction of woven carbon and glass fiber in conjunction with the synthetic material Rohacell. These three materials vary with respect to their physical density, but used in combination they provide an ultra-lightweight yet extremely rigid material with excellent transient response.

Dynamic high frequency reproduction with the X-ART tweeter

It goes without saying that all models of the AX-Series are equipped with our X-ART tweeter that is handmade in Berlin. The tweeter works according to our proprietary X-ART principle, based on a slim, pleated foil working as the tweeter's diaphragm (see also page 52). The precise transient response and capability of reproducing the finest sonic details make the AX-Series monitors superior working tools.

The perfect combo: A/B and PWM amplifiers

All models of the AX-Series feature two discrete amplifiers: an A/B amplifier that reacts very quickly within its broad frequency range drives the X-ART tweeter. In the AX, AX7, AX8 and AX7X monitors, the base/midrange woofers are each driven by powerful and highly efficient pulse width modulated (PWM) amplifiers that do not require additional heat sinks and are more reliable and durable than other amplifiers.

SPECIAL SX-FEATURES

SX SERIES

Control panel with 'Virtual Ground Semiconductor Switch' Technology

The AX adds to the AX-Series as a unique model because its power and radiation characteristics allow it to be used as both a nearfield and midfield monitor. It represents a particularly attractive entry-level model for midfield monitoring which offers transparent reproduction of higher frequencies, clear mids and an excellent transient response. The extra large, front-positioned bass reflex ports are perfectly matched with the base/midrange driver that has a 1.5" voice coil. Thus the AX can play very low registers with a powerful punch, and the greatest possible precision. The 150 Watt PWM amplifier for the midrange speakers in conjunction with the 50 Watt A/B tweeter amp enable the AX to generate impressive maximum sound pressure levels of 120dB per pair at one meter.

The controls at a glance

→ Input sensitivity is handled by two controls: one for coarse settings, -20dB to +6dB in 4dB steps, and one for fine tuning in 0.5dB steps, ranging from -1.5dB to 2dB.

→ There are two controls for the lower frequencies: One is an equalizer at 60Hz that can boost up the response by 6dB in 1dB steps, the second is a shelf filter that allows you to progressively alter the frequencies below 150Hz in a 4dB maximum range at 2Hz in 1dB increments.

→ High frequencies can also be adjusted by two different controls: The first influences the tweeter + 2dB in 0.5dB steps, the second is a shelf filter that works for high frequencies above 4kHz in a 4 dB maximum range at 20kHz in 1dB increments.

Productblatt

GERMAN AUDIO ENGINEERING ADAM-AUDIO.DE

ADAM AUDIO

A7X **NEAR-/MIDFIELD MONITOR** **AX SERIES**

Produktblatt

GERMAN AUDIO ENGINEERING ADAM-AUDIO.DE

ADAM AUDIO

business letter
→ 7.01 letterhead.pdf

catalog: product series introduction
→ 7.03 catalog

catalog: special features
→ 7.03 catalog.pdf

product sheet
→ 7.04 productsheet.pdf

SERIES

The production of the ADAM Audio assortment is highlighted by its own writing style in the DIN 1451 Engschrift. This serves the striking recognition of the individual product lines and creates an additional element of recognition and emphasis of the “industrial” character for the ADAM Audio brand.

Note:
For visual reasons,
we recommend
“SUB WOOFER” for
the product line.

SX SERIES **AX** SERIES **F** SERIES

GTC SERIES **CLASSIC** MK3 SERIES

SUB WOOFER **ARTIST** SERIES

Optically suitable recommendation (short)

SUBWOOFER SERIES

Orthographically correct alternative (unfortunately very long)

SERIES

For the name of each product, the respective name is always highlighted. After that, at 2/3 smaller, follows the “series” addition. The “series” addition is centered on the name of the series.

The distance between the name and the suffix always amounts to half of the Versal height of the name. This distance gets shortened as needed by optimal compensation.



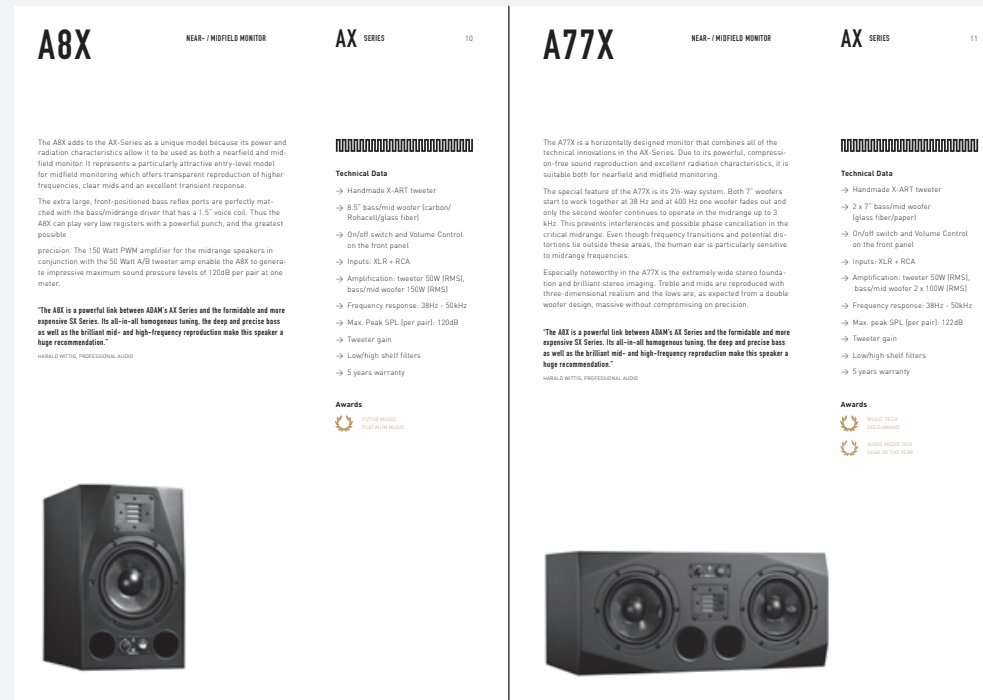
Font size: versal height $b = 1/3$ versal height a
(In the example above: 120 Pt, 40 Pt)



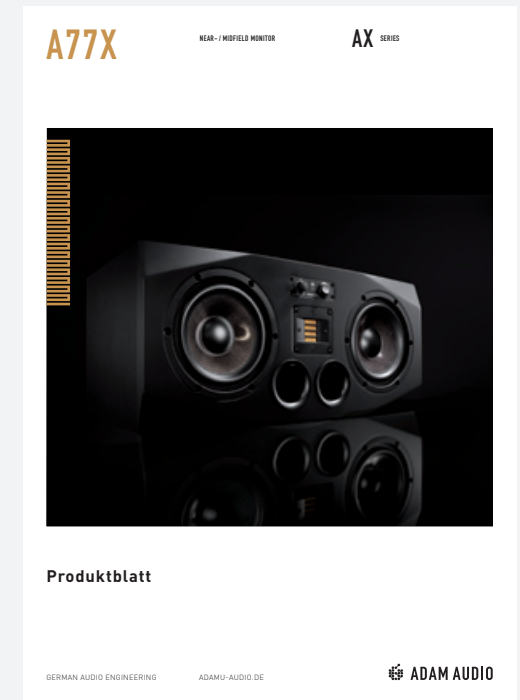
Distance: distance $c = \text{half versal height } a$
(In the above example: 15 mm, 30 mm)



Catalog: studio monitors (cover)
→ 7.03 catalog.pdf



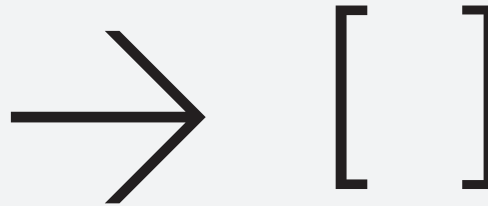
Catalog: product double-sided
→ 7.03 catalog.pdf



Product sheet
→ 7.04 productsheet.pdf

OTHER ELEMENTS

The right hand arrow, which is a special character in the DIN font, is used as a micro-typographical design element. It is used in longer headings and replaces a double point or indent.



Arrow and square brackets as micro-typical element in the DIN Pro Light

**THE X-ART TWEETER.
→ THE HEART OF OUR SPEAKER.
MADE IN GERMANY.**

The DIN arrow as a indent

OTHER ELEMENTS

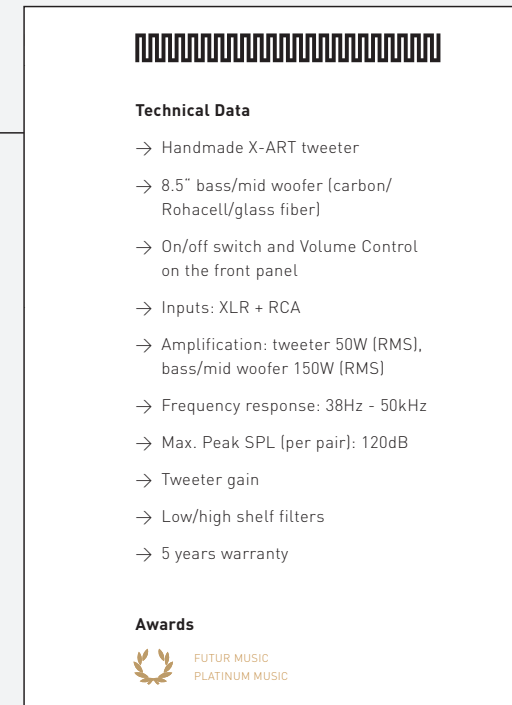
The arrow is also used as a bullet point.

Round brackets are always replaced by square brackets.

Arrows and brackets are always set in the DIN Pro Light even if they are used within the DIN 1451 standard or DIN Pro Bold.



The DIN arrow as a bullet point



Detailed view

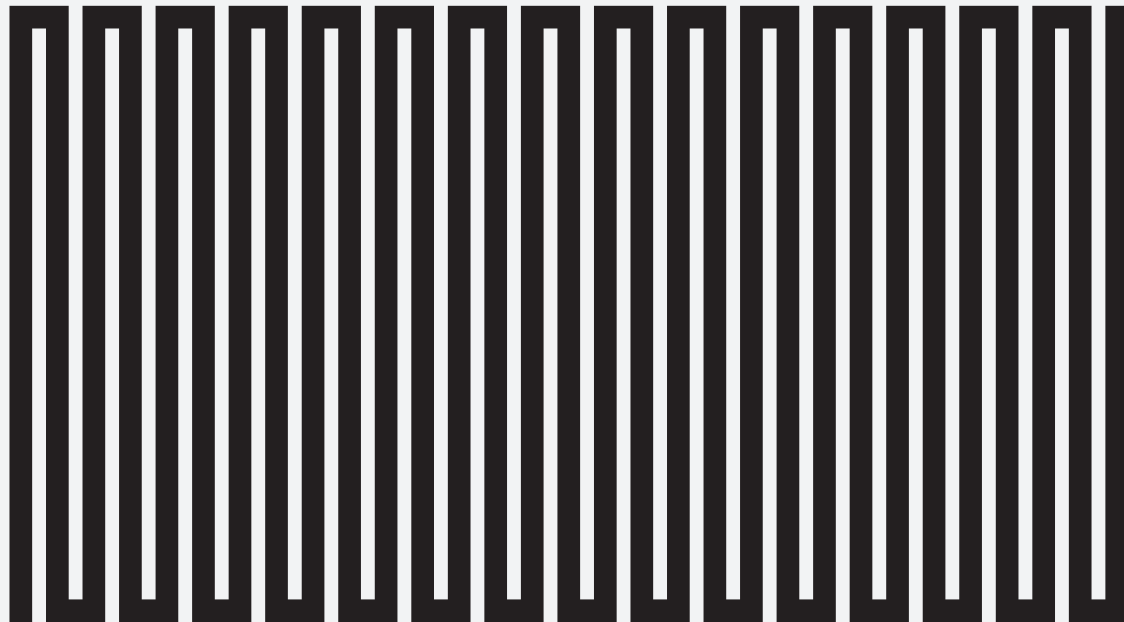
THE KEY-VISUAL

X-ART KEY VISUAL

The key visual translates the X-ART technology, the heart of the ADAM Audio monitors, into a visually striking graphic element.

This provides us a clear key visual for a high degree of recognition in all communication media and stands for the brand ADAM Audio, just like the logo and typography.

It is used flexibly and functions, depending on the application, as an ordering or playful element.

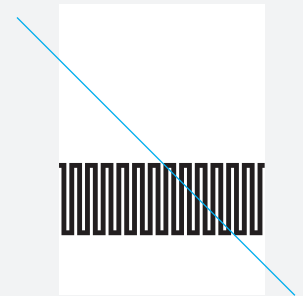
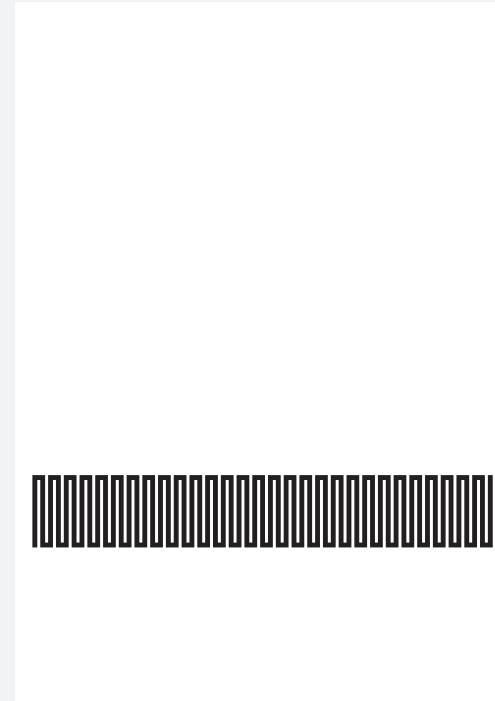
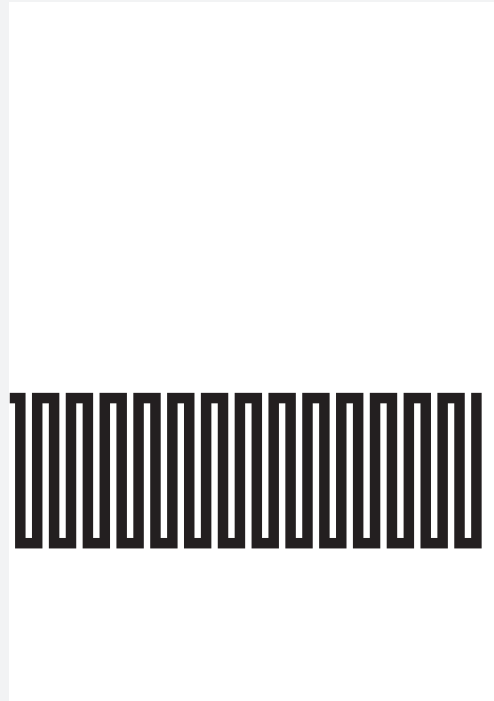


USE

The key visual can be used crosswise to organize the respective format or content.

It can run across the left or right edge but never over both edges. It can also be applied to the right and left side of the margins of the sentence mirror (see middle example).

Depending on the emphasis, the key visual can be scaled to different sizes.

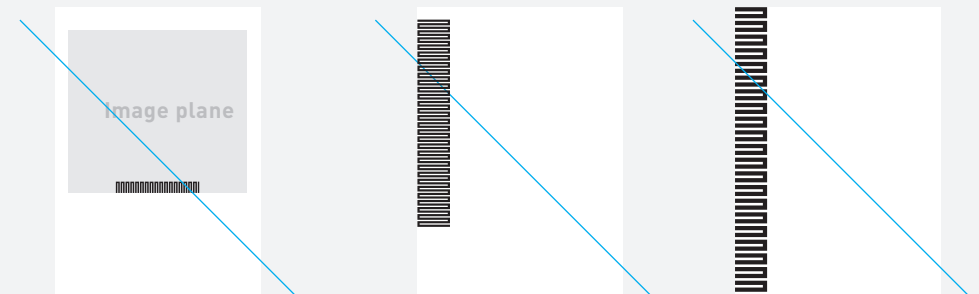
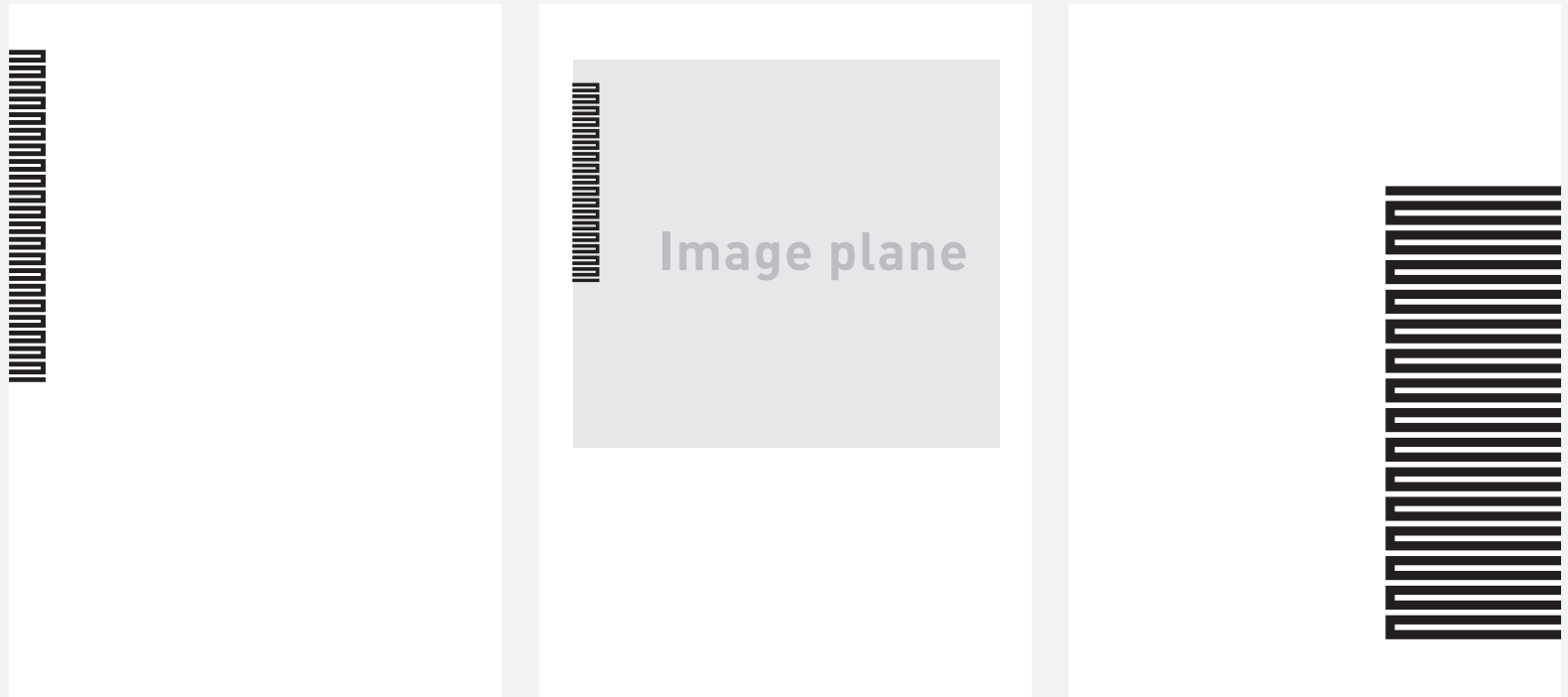


USE

The key visual can also be inserted into one of the two long sides of the format (portrait format: right, left, horizontal format: top, bottom).

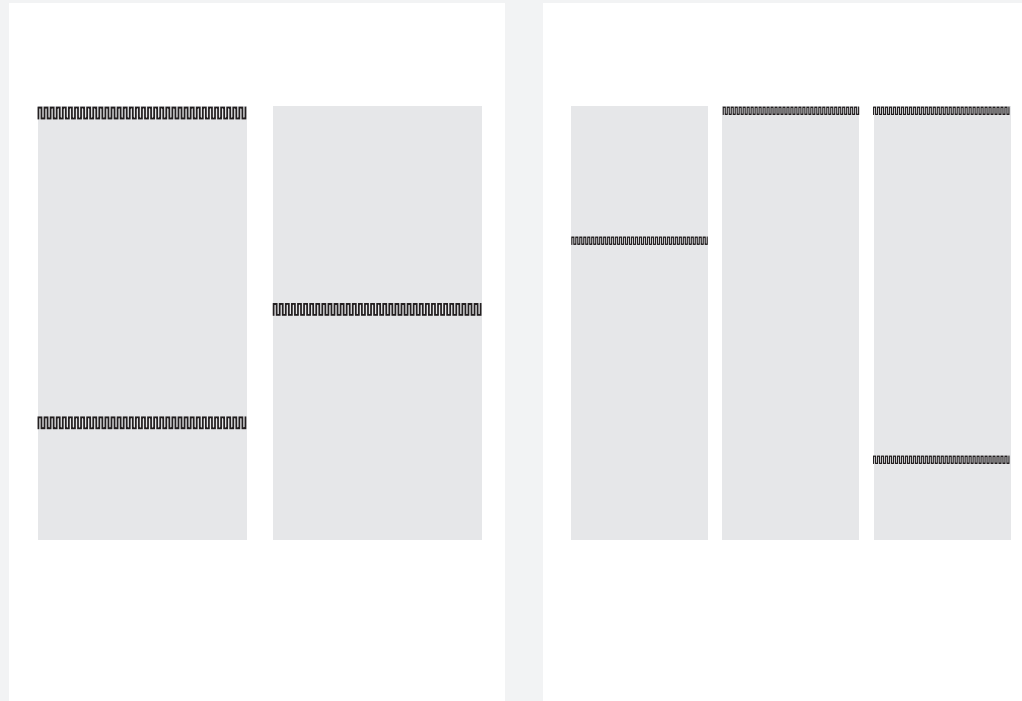
In this way, it is always cut and overlaps on one side of the format margin.

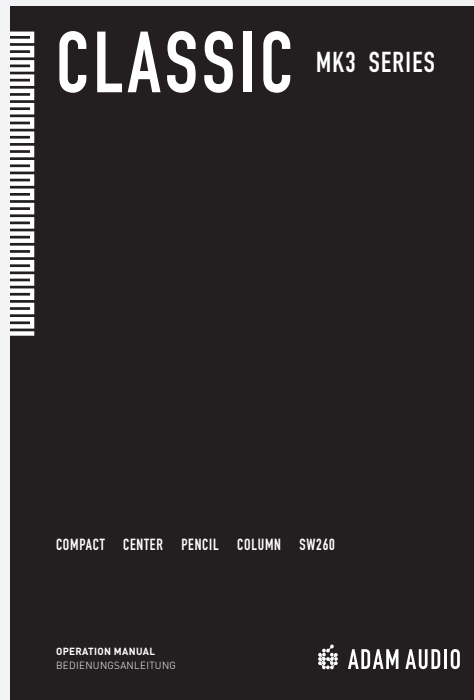
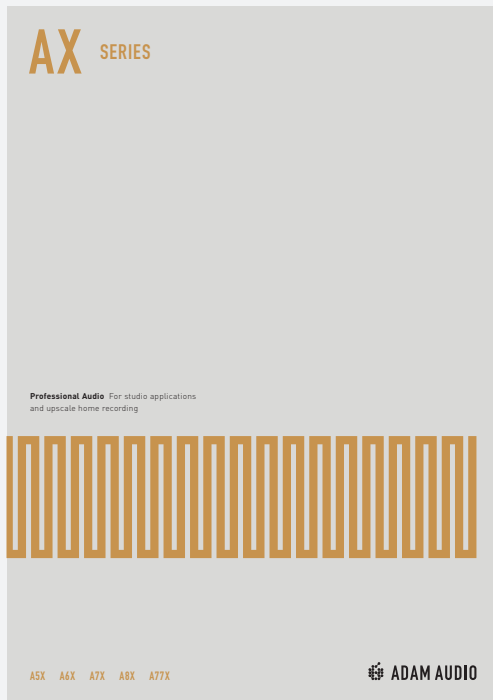
Likewise, images can be accentuated or adorned. This is where the key visual is always at the upper left edge.



USE

Moreover, the key visual serves as a very ordered element and is used to classify text columns.






Catalog: studio monitors (cover)
→ 7.03 catalog.pdf

Manual
→ 7.06 manual.pdf

Product sheet
→ 7.04 productsheet.pdf

Cover letter
→ 7.01 letterhead.pdf

A7X
NEAR- / MIDFIELD MONITOR
AX AX SERIES



Das Vorgängermodell der A7X, der A7, ist durch rund drei Dutzend Tests und zahlreiche Auszeichnungen sowie eine stetig wachsende Fangemeinde in kürzester Zeit zum bestmöglichen aller ADAM Monitore geworden. Bis heute ist der A7 die Referenz in vielen kleinen und mittelgroßen Tonstudios. Mit dem A7X präsentiert ADAM nun einen Monitor, der trotz ähnlicher Abmessungen und verwendeter Technologien an allen klanglich relevanten Stellen überprüft und verbessert worden ist.

Wandlertechnologie

An erster Stelle steht dabei der X-ART Hochtoner, identisch in allen Modellen der Serie. Das „X“ steht für „extended frequency response“ und damit für eine der Eigenschaften, die gegenüber dem ART-Hochtoner verbessert werden konnte, nämlich für den nahezu linearen Frequenzgang bis zu 50 kHz. Das wiederum weist der X-ART Hochtoner eine deutlich höhere Effizienz und höhere Maximalleistung auf. Die perfekte Integration gelang mit dem 7" großen Tieftmitteltöner, der im Bereich von 42 Hz bis 2,5 kHz für eine sonst kaum zureichende Kombination aus Präzision und Verfürgbarkeit sorgt. Die deutlich größere Schwingspule (38 mm) sorgt gemeinsam mit der verdoppelten Verstärkerleistung zudem für Schalldruckpegel, die man von einem Monitor solcher geringen Abmessungen nicht erwartet.

Technische Daten

- X-ART Hochtoner
- 7" Carbon/Robuxell/Glasfaser-Tieftmitteltöner
- 50 W/100 W Verstärkerleistung
- Vorderseitiger Standby-Schalter und Lautstärkereglер
- Rückseitiger Hochtönerregler
- 2 Shelving-Filter
- 42 Hz - 50 kHz
- XLR & RCA
- 114 dB max peak SPL pro Paar
- 5 Jahre Garantie

Wandlertechnologie

An erster Stelle steht dabei der X-ART Hochtoner, identisch in allen Modellen der Serie. Das „X“ steht für „extended frequency response“ und damit für eine der Eigenschaften, die gegenüber dem ART-Hochtoner verbessert werden konnte, nämlich für den nahezu linearen Frequenzgang bis zu 50 kHz. Das wiederum weist der X-ART Hochtoner eine deutlich höhere Effizienz und höhere Maximalleistung auf. Die perfekte Integration gelang mit dem 7" großen Tieftmitteltöner, der im Bereich von 42 Hz bis 2,5 kHz für eine sonst kaum zureichende Kombination aus Präzision und Verfürgbarkeit sorgt. Die deutlich größere Schwingspule (38 mm) sorgt gemeinsam mit der verdoppelten Verstärkerleistung zudem für Schalldruckpegel, die man von einem Monitor solcher geringen Abmessungen nicht erwartet.


Freiswertiger, universell nutzbarer Aktivmonitor mit dem neuesten Air-Motion-Transformer und dem wichtigsten Ordifizern. Für die Preisklasse äußerst lebendiger und feilschmoller Klang mit feinsten Hochtonauflösung. Preis-Leistungsverhältnis überausgenügend!

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www.adam-audio.com

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ADAM AUDIO USA INC.
USA-INFO@ADAM-AUDIO.COM

ADAM AUDIO CHINA
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GERMAN AUDIO ENGINEERING
ADAMU-AUDIO.DE


Packaging
→ 7.05 packaging.pdf

A7X
AX SERIES

Wandlertechnologie

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Wandlertechnologie

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Freiswertiger, universell nutzbarer Aktivmonitor mit dem neuesten Air-Motion-Transformer und dem wichtigsten Ordifizern. Für die Preisklasse äußerst lebendiger und feilschmoller Klang mit feinsten Hochtonauflösung. Preis-Leistungsverhältnis überausgenügend!

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Product sheet
→ 7.04 productsheet.pdf

THE AX-SERIES
AX SERIES

Wandlertechnologie

An erster Stelle steht dabei der X-ART Hochtoner, identisch in allen Modellen der Serie. Das „X“ steht für „extended frequency response“ und damit für eine der Eigenschaften, die gegenüber dem ART-Hochtoner verbessert werden konnte, nämlich für den nahezu linearen Frequenzgang bis zu 50 kHz. Das wiederum weist der X-ART Hochtoner eine deutlich höhere Effizienz und höhere Maximalleistung auf. Die perfekte Integration gelang mit dem 7" großen Tieftmitteltöner, der im Bereich von 42 Hz bis 2,5 kHz für eine sonst kaum zureichende Kombination aus Präzision und Verfürgbarkeit sorgt. Die deutlich größere Schwingspule (38 mm) sorgt gemeinsam mit der verdoppelten Verstärkerleistung zudem für Schalldruckpegel, die man von einem Monitor solcher geringen Abmessungen nicht erwartet.

Freiswertiger, universell nutzbarer Aktivmonitor mit dem neuesten Air-Motion-Transformer und dem wichtigsten Ordifizern. Für die Preisklasse äußerst lebendiger und feilschmoller Klang mit feinsten Hochtonauflösung. Preis-Leistungsverhältnis überausgenügend!

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Catalog: special features
→ 7.03 catalog.pdf

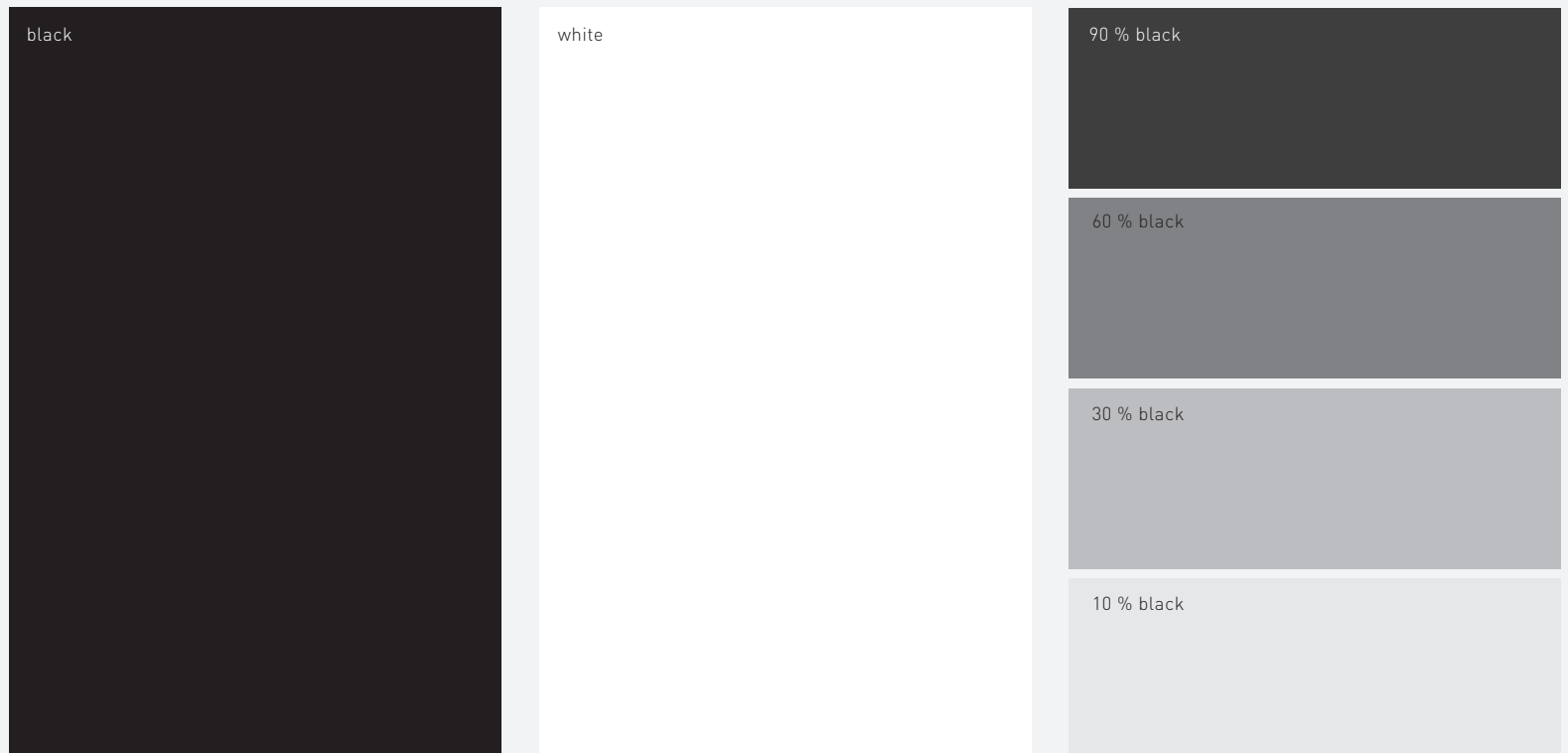
CORPORATE COLORS

BLACK WHITE GRAY

Black, white and gray, in four different gradations, form the three main colors of the ADAM Audio corporate design.

White and gray are used mainly as background colors. Black is rarely used as a solid color.

Additionally, the gray is also taken up in the materiality of the printed matter, which also emphasize the “industrial” look (e.g., by open, gray cardboard for catalog covers).



NOTE:
The gold is as close
as possible to the
color of the X-ART
tweeters.

ACCENT COLORS

Additionally, both Professional and Home Audio product segments each get one accent color: gold is used in Professional Audio and silver stands for the Home Audio segment.

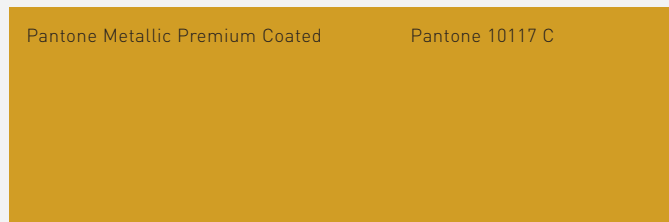
Colors and color definitions in print are a very complex topic.

Since colors on different papers have very different effects and we don't know the materials used, at this point we can offer no reliable information for all possibilities. Right now, we can only cite a few examples. Ideally, you should arrange an appointment with the printer before creating a color proof. This is the only way to ensure that the gold and silver comes out as intended.

The corresponding RGB color is used for display on the monitor.

If cost-intensive foil embossing is desired, we will gladly define this separately.

Preferred metallic color for printing:



Alternative if metallic color is not possible:



CMYK colors

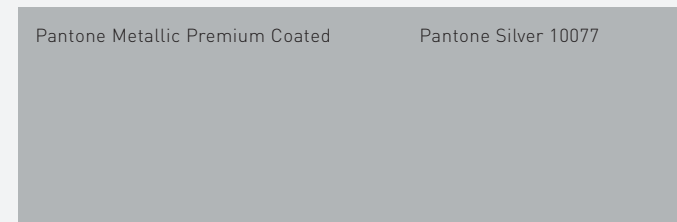


Screen color:



Gold – Professional Audio

Preferred metallic color for printing:



Alternative if metallic color is not possible:



CMYK colors



Screen color:



Silver – Home Audio

IMAGE PLACEMENT

6 Image Placement

→ 6.1 Image language / image style

PHOTOS

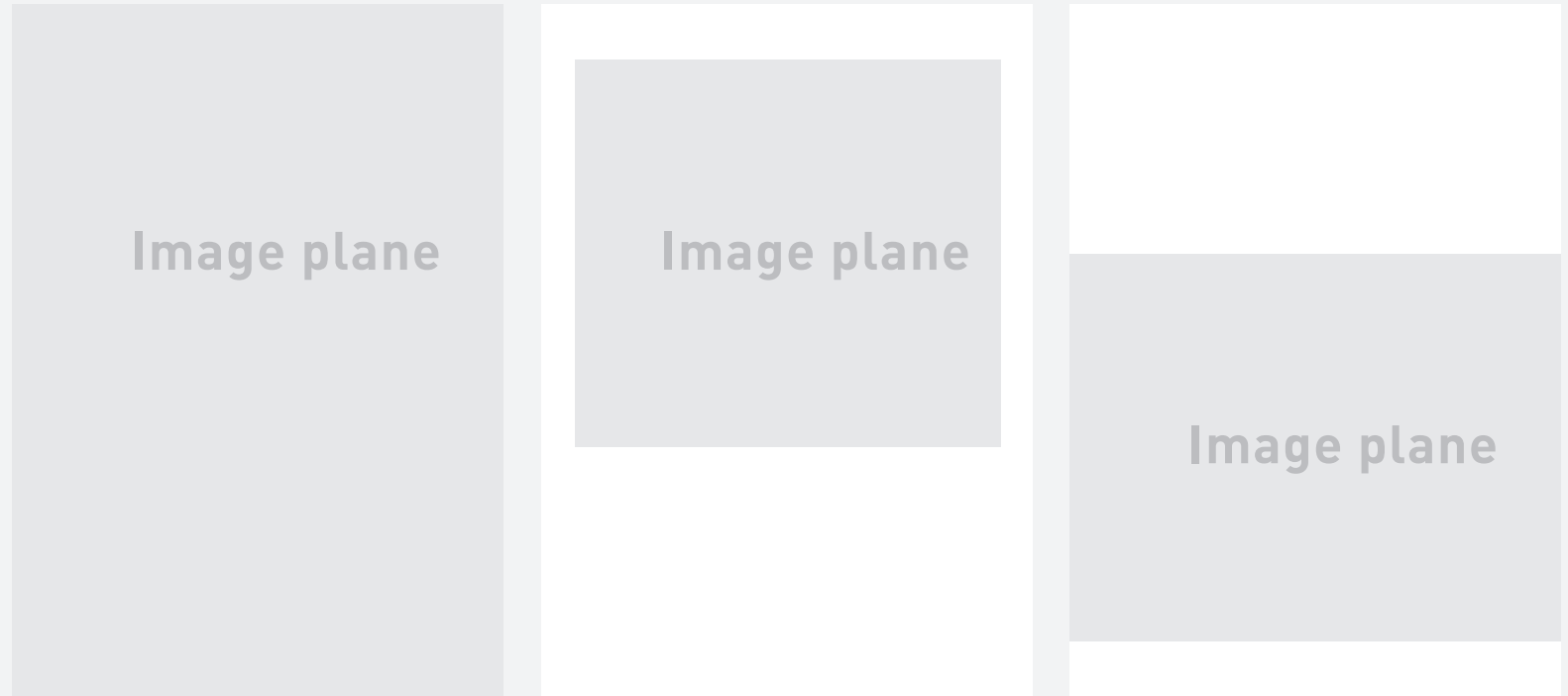
A mix of black and white and color images are being used for the ADAM Audio communication in print and digital.



USE

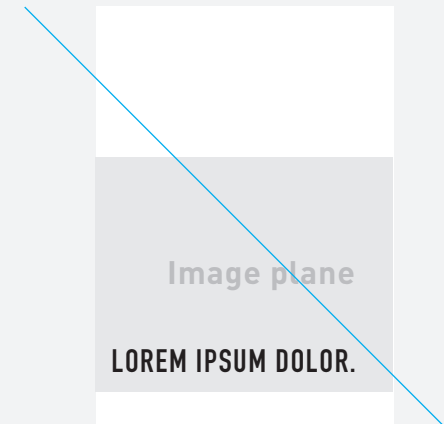
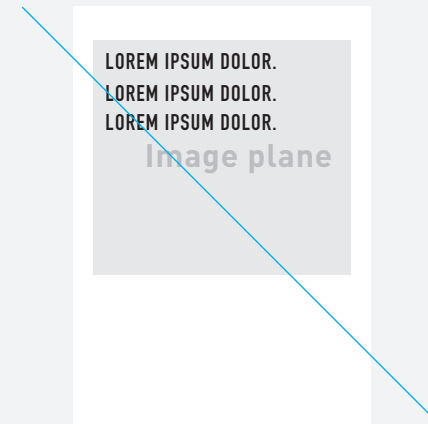
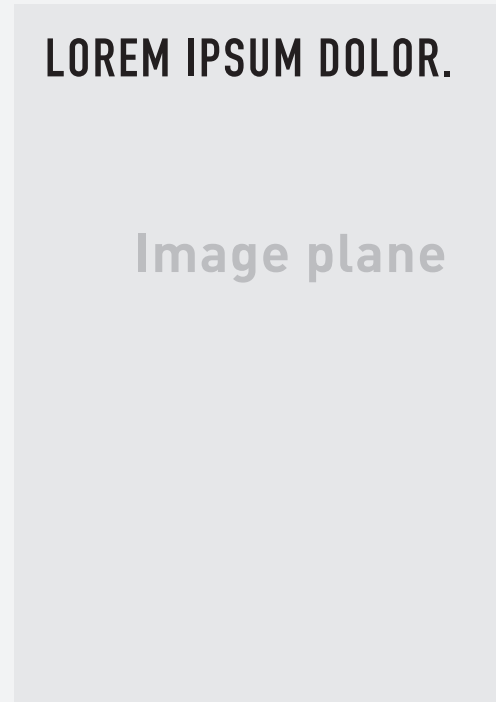
Images can be placed in the layout in three ways: around the edges, integrated in the type area or at the edge to the right and left.

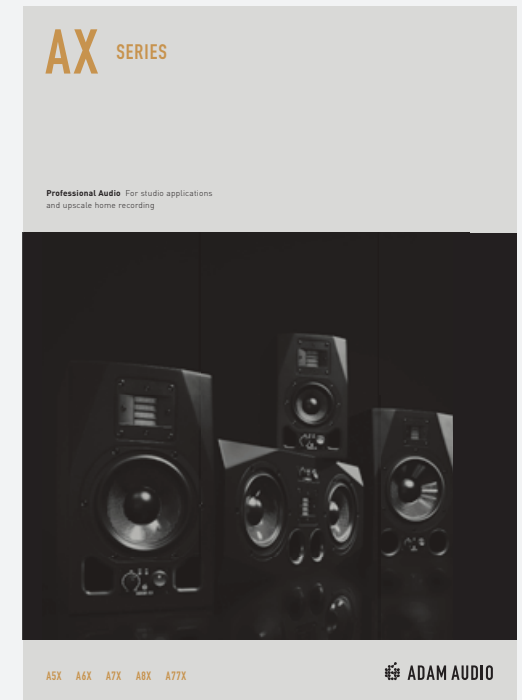
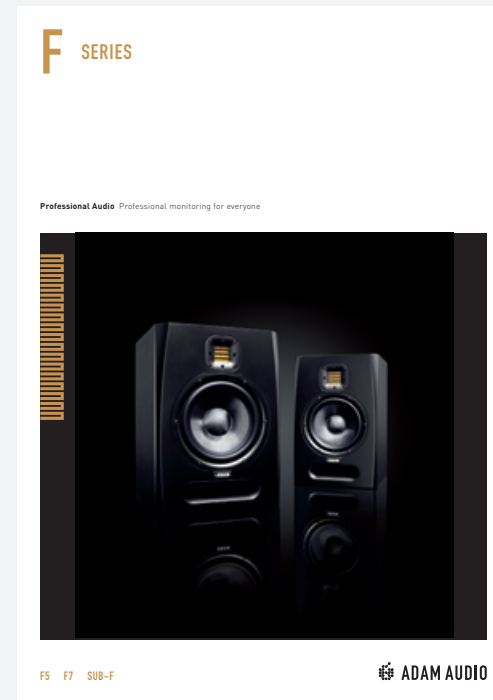
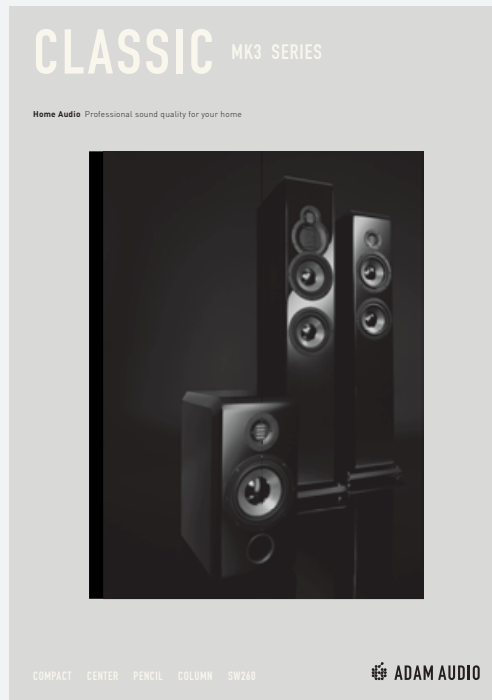
Additionally, free standing images are placed in the layout for product presentation, for example, on catalog pages.



TEXT ON IMAGE

In all print products, text is only placed on images if this image is placed bled-off in the layout.





Product sheet
→ 7.04 productsheet.pdf

Catalog: Classic MK3 Series (cover)
→ 7.03 catalog.pdf

Catalog: F Series (cover)
→ 7.03 catalog.pdf

Catalog: AX Series (cover)
→ 7.03 catalog.pdf

APPLICATION EXAMPLES

7 Application Examples

- 7.01 Letterhead
- 7.02 Business Card
- 7.03 Catalog
- 7.04 Product Sheet
- 7.05 Packaging
- 7.06 Manual
- 7.07 Advertisements (or ads)
- 7.08 Web Banner
- 7.09 Rollup
- 7.10 Reference Story
- 7.11 Newsletter
- 7.12 Social Media
- 7.13 Stamp