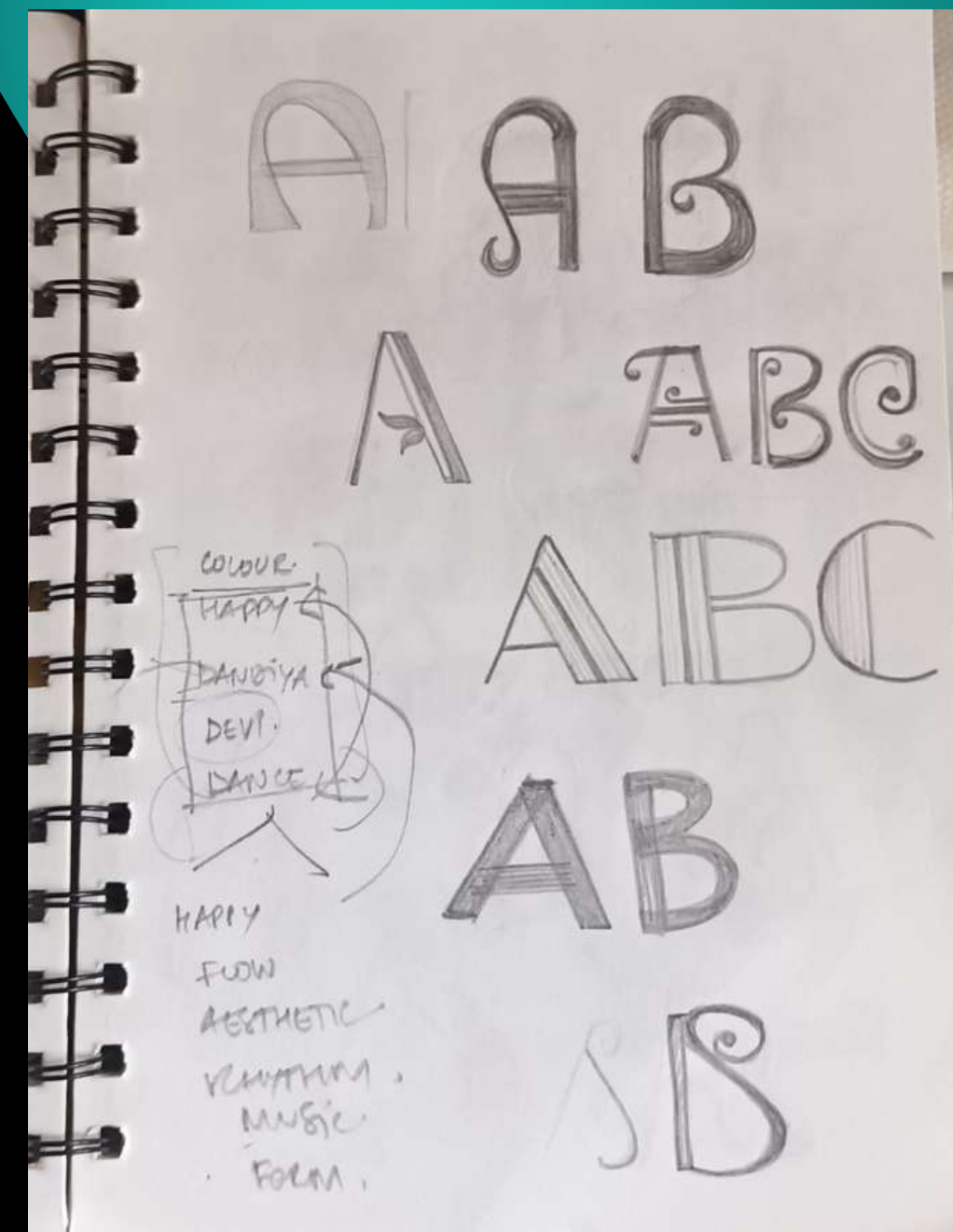
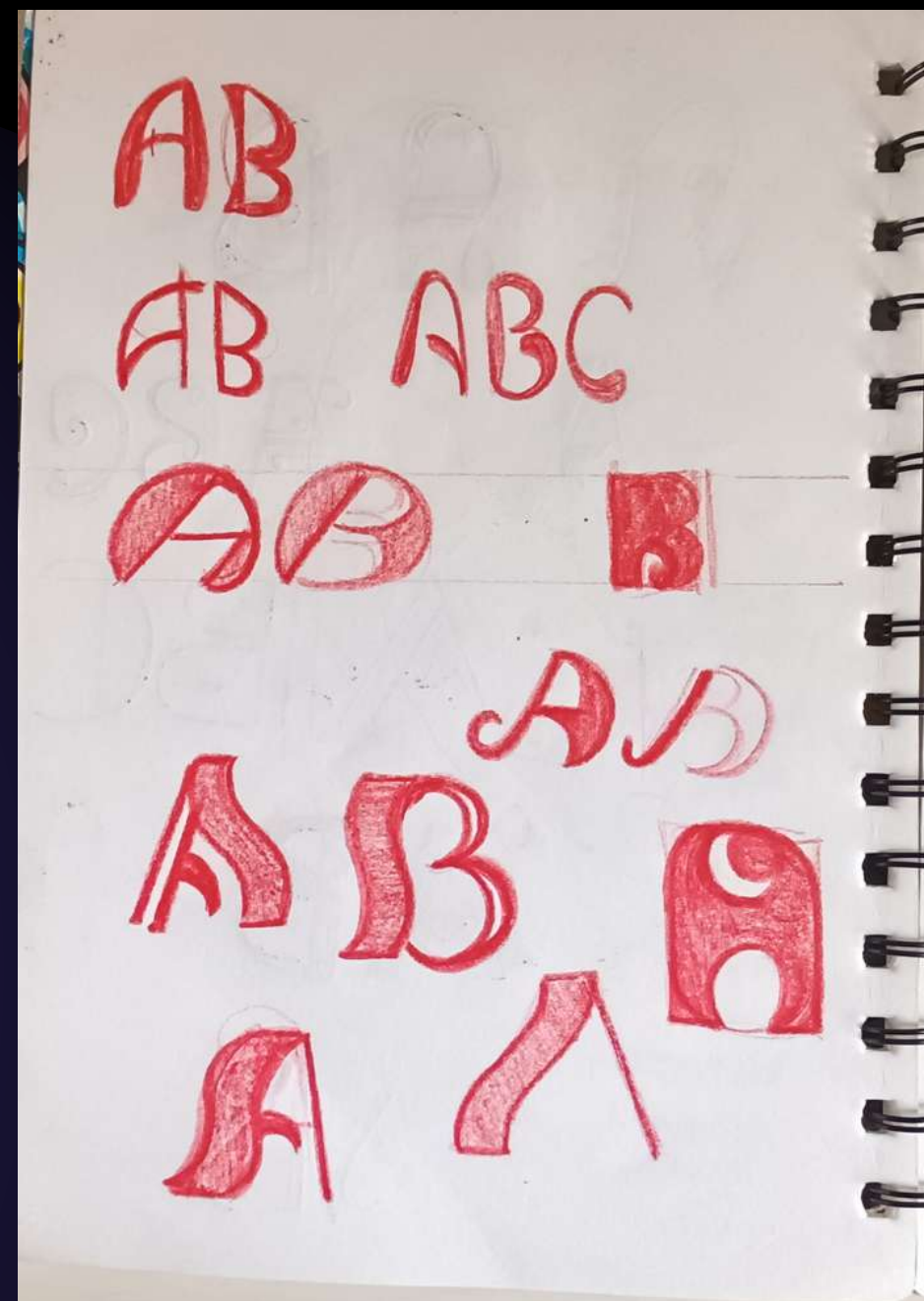
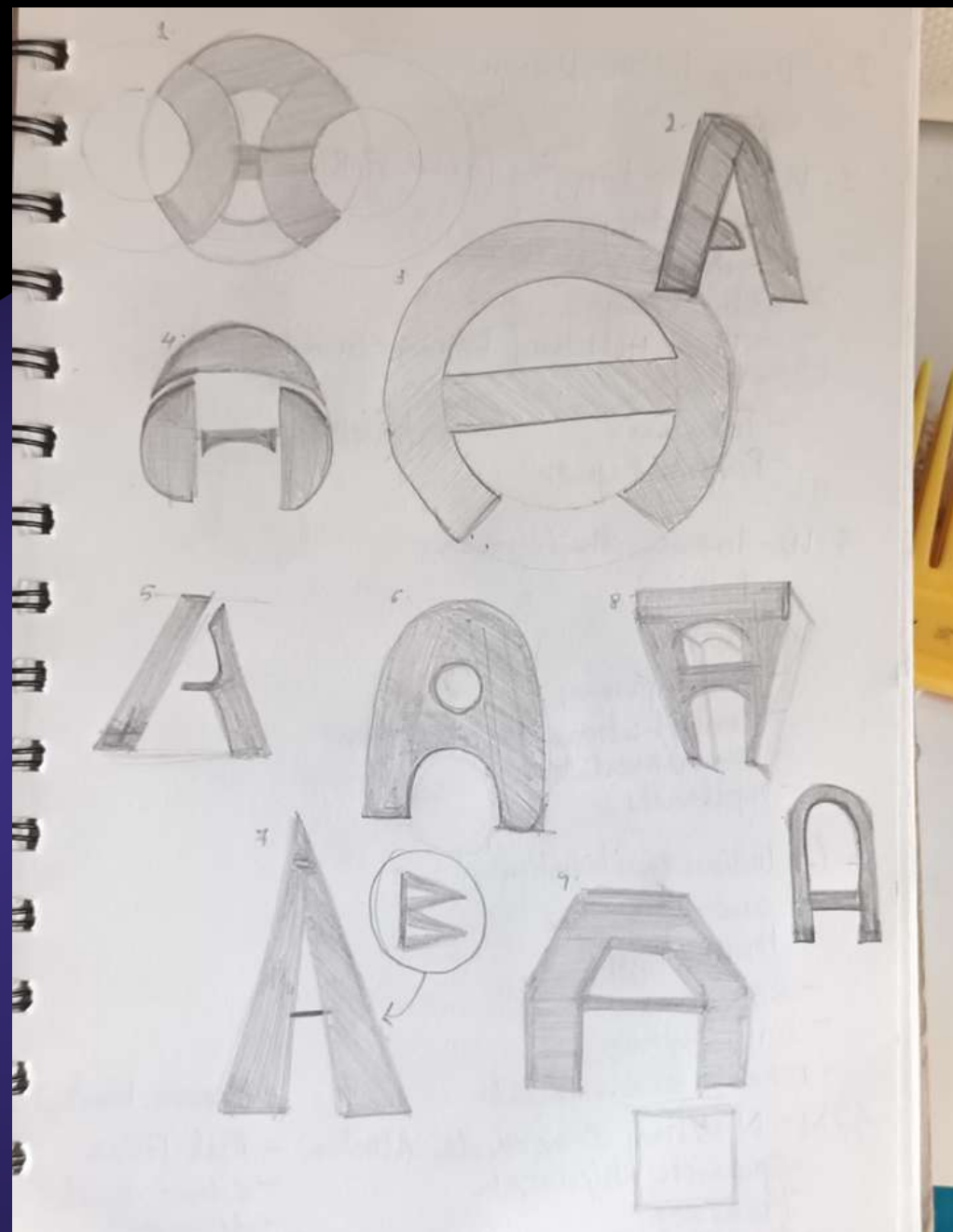




FONT IDEATIONS



FONT INSPIRATION

Navratri, a dance form rooted in rhythmic circular movements, became the inspiration for my design. The circle, symbolizing unity and flow in dance, served as a key element in creating a unique font where circular shapes with subtle cuts evoke movement and energy.

To bring this design to life, I applied it to a music-related device: headphones. Dance and music are closely connected—music sets the rhythm, and dance expresses it visually. This harmony between sound and movement fits well with the circular design, adding to the overall listening experience.

FONT DIGITAL VERSION

A B C D E F
G H I J K L
M N O P Q
R S T U V
W X Y Z

BRAND IDENTITY

AIR
ECHO

1. CANDIES
CHEWING GUMS
CEREAL LOOPS
CHILDREN TOYS
PET FOOD PRODUCTS
ELECTRONIC DEVICE
SODA BOXES

2. SMARTPHONES
TABLET/IPAD
HEADPHONES
SMART WATCH
SPEAKERS

3. BEAT-X
GLO SONIC
HARMONIX
PULSE PODS
AIR ECHO
RESO SYNC
SONIQUE
SYNCOVA
POD PALS

4. **AIR ECHO**
SONIQUE

BRAND : AIR ECHO

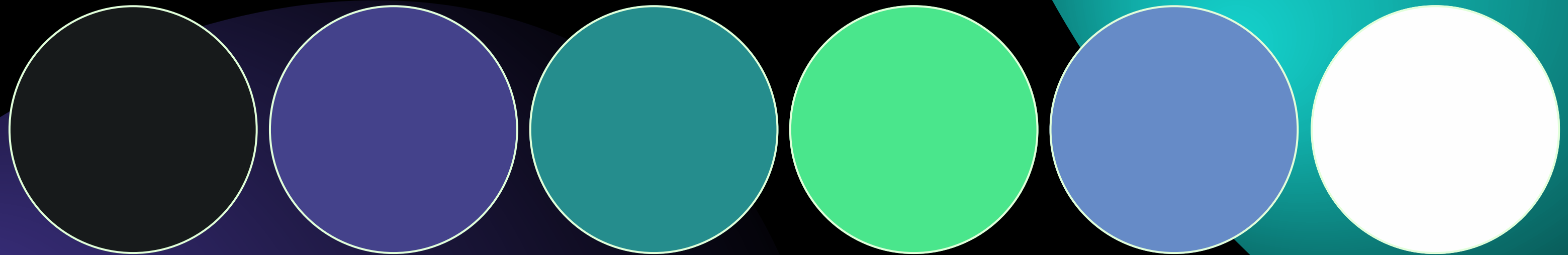


AIR
ECHO

*These premium neon headphones are designed with **Gen Z** in mind, blending vibrant style with cutting-edge performance. Their bold, eye-catching look complements a sleek, ergonomic design, offering a comfortable fit for all-day use. Perfect for the trendsetter, they deliver an immersive sound experience that suits your fast-paced, dynamic lifestyle.*

Target audience: Gen Z

COLOUR PALETTE



The selected colors create a vibrant, modern, and youthful appeal, with neon energy and strong contrast for visibility. They balance excitement with sophistication, appealing to both tech-savvy and trendy audiences.

*Neon Vibe: Bright, attention-grabbing.
Modern Appeal: Tech-savvy, futuristic.
Youthful: Trendy, fresh, Gen Z appeal.
Contrast: Visibility, bold visuals.
Energy: Exciting, dynamic feel.*

TYPOGRAPHY

*PRIMARY TYPEFACE
CUSTOM FONT/REGULAR*

ABC

*SECONDARY TYPEFACE (COPY FONT)
BASKERVILLE FONT FAMILY*

ABC
abc

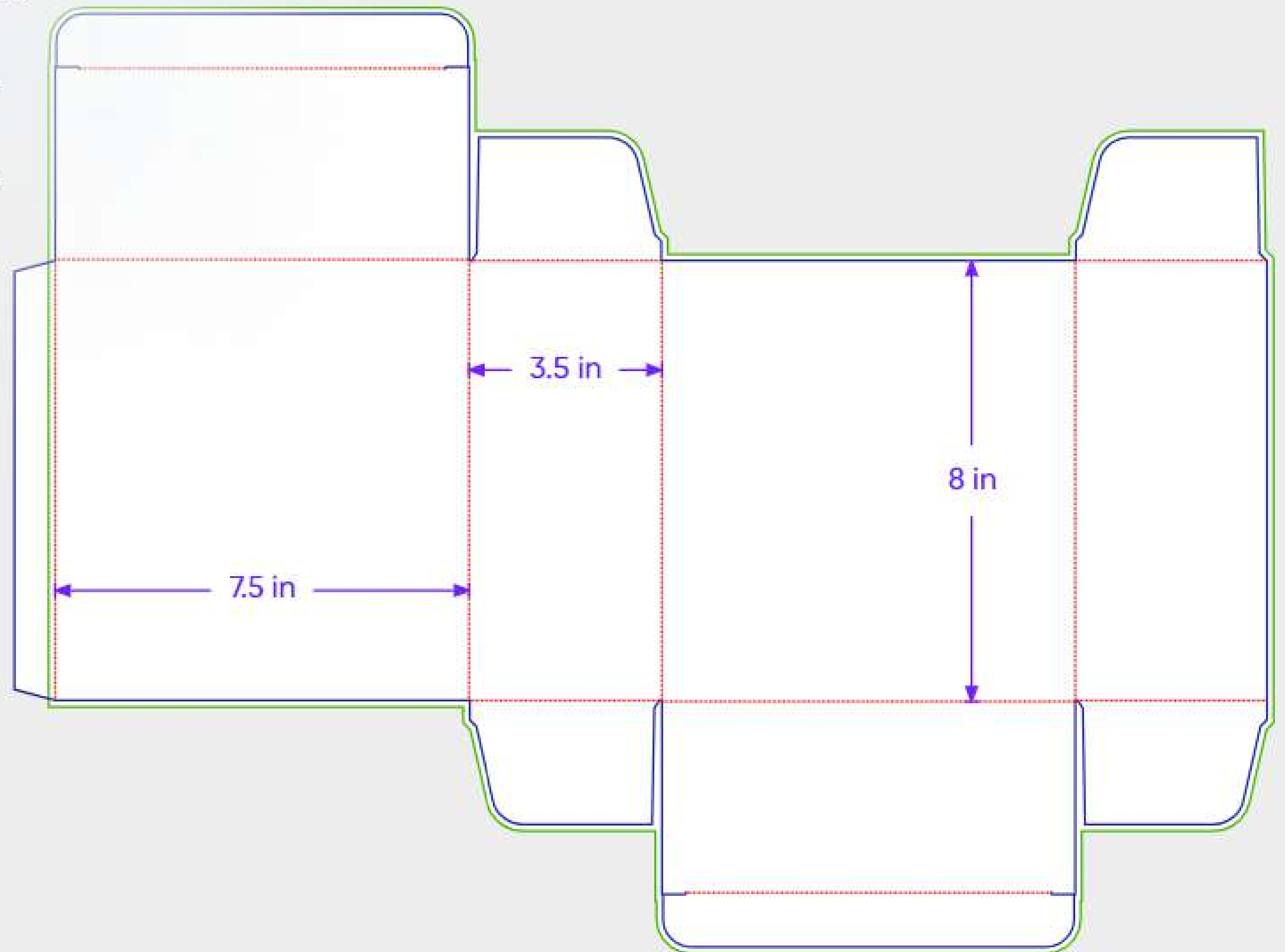
OPEN FLAT FORMAT (IN INCH)

— Bleed — Trim — Crease

Manufacture dimensions
7.5000 x 3.5000 x 8.0000 in

Inner dimensions
7.4764 x 3.4764 x 7.9567 in

Outer dimensions
7.5157 x 3.5157 x 8.0354 in





OPEN FLAT DESIGN



MRP: 7,999.00/- (Inclusive of all taxes)
Manufactured by
Air Echo Technologies
123 Tech Park, Delhi, India
Made in India
Importer: Air Echo Technologies Pvt. Ltd.,
456 Tech Hub, Mumbai, India
Date of Import: July 2024
Batch Number: AEH12345678



AIR ECHO

Premium Neon Wireless Headphones

A premium range of neon headphones are crafted for Gen Z, combining bold aesthetics with superior performance. Tailored for trendsetters, they deliver an immersive audio experience, seamlessly blending style and functionality for a dynamic, modern lifestyle. Get ready to stand out and enjoy music in a whole new way and experience sound like never before!



Specifications:

Driver Unit: 4 cm
Frequency range: 2.402 GHz ~ 2.480GHz
Frequency Response: 20Hz ~ 20kHz
Bluetooth Version: V.5.0
Battery Life: Up to 24 hours (ANC off)
Charging Time: 2 hours
Noise Cancellation: Active (up to 30dB)
Weight: 200g

What's Inside?

Air Echo Wireless Headphones, USB-C Charging Cable, 3.5mm Audio Cable, Protective Travel Case, Quick Start Guide, Extra Ear Cushions

Compatibility:

Compatible with iOS, Android and Mac devices. Supports AAC, aptX, SBC codecs for high-quality audio streaming.



Scan for manual guide



www.airecho.com | support@airecho.com | 2 year warranty

Usage may cause the cushion colour to fade/change, it will not be covered under warranty. FM quality may vary depending on the reception. Product specifications are subject to change without notice. All trademarks, logos, brands and product names are properties of their respective owners. Warranty on all Air Echo products are governed by its warranty terms refer www.airecho.com. This product falls under e waste management and handling (rules 2011). For proper disposal method visit our website. For any Technical help on products please contact 1800-123-4567 (Toll-Free)



24 hour
battery life



360 immersive
audio



Active voice
cancellation



Bluetooth
version 5.0



Touch sensitive
controls



Voice assistant
Google/Siri

MOCKUP

