

A woman in a black athletic top and leggings is running on a grassy hill. The background shows rolling hills and a clear sky. The image is semi-transparent, allowing the text to be overlaid.

audio UX



AUDIO AESTHETIC STYLE GUIDE

Prepared For _____

ETHONA

Nov 16, 2016

INTRODUCTION

AUX has constructed a strategic Audio Aesthetic to empower the Ethona brand.

Informed by Ethona brand values, these assets and guidelines have been hand-crafted to consistently communicate your brand essence, aurally distinguish you from competitors, and to envelop your audience into an experience that is uniquely yours.

This document provides guidance for the successful implementation of your branded Audio Aesthetic, ensuring streamlined application throughout brand marketing initiatives.

A woman with blonde hair, wearing a dark blue athletic top and shorts, is captured in a dynamic running pose. Her hair is blowing in the wind, and she is wearing light-colored sneakers. The background is a plain, light gray.

Inspire Women to Strive for
More and Fight for Those
Who Can't.

SOUND INFORMED BY BRAND VALUES

INSPIRE

Shimmering sound sources (bell-like tones, chimes, sparkling synth washes)

IMPROVE

Melodic passages that rise - uplifting listeners and creating that tingly feeling

Strive for More

Vibrant percussion - syncopated rhythms and explosive fills. Introducing a *human* element by using live recorded drums and hand percussion.

freedom

Varying energy levels of music arrangement - softer passages that grow into strong climaxes, quiet harmony under bold melodic instruments

DYNAMIC WOMEN

Airy vocals evoking spirit and identity. Ambiances that morph and shift seamlessly, never tied to a single, predictable genre.

Warm, organic instruments played together with modern, chic electronic elements to communicate modernity and a sense of personal progression

EBUs

AUX has created a set of Extractable Branding Units that define Ethona's unique Audio Aesthetic.

- Ethona Motif
- Ethona Lead
- Glass Percussion
- Vocal Echoes
- Physical Drums

GENRES

The Ethona Audio Aesthetic borrows from styles like Future Bass, Chillwave, Tropical House and UK Garage, while acknowledging a Pop ethos. Nuanced ambient passages diversify its overall presence to provide creative depth.

INSTRUMENTS

Human voice
Soft sine waves
Pitched wooden percussion
Low passed synth bass
Worldly percussion
Acoustic drums
Analog samples
Glockenspiel
Metallic pads
Xylophone
Sitar
Harp

What's In It —

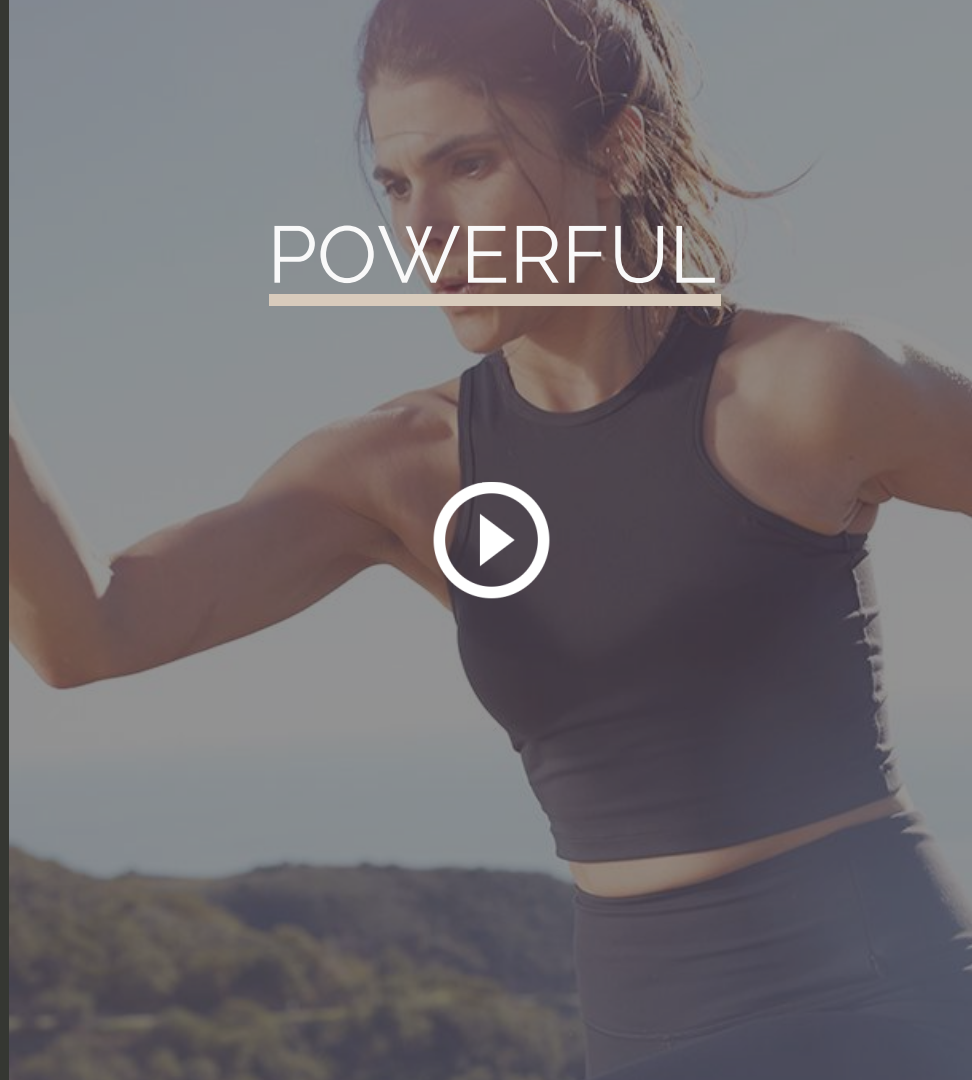
Powerful is an upbeat, mid-tempo anthem designed to encompass the ethos of the Ethona audio aesthetic. It features glass and wood percussion elements, a strong driving beat that is easy to dance to, and all of AUX's defined extractable branding units that define Ethona's unique voice.

How Do I Use This —

Powerful inspires Ethona pride.

Use this in pieces about **strength** and **triumph**.
Pieces that **uplift** and beat the odds.

POWERFUL





ACTIVE



What's In It ———

Active is an uptempo dance track that progressively builds towards a high energy climax. It prominently features brand elements such as the Ethona Lead, Ethona Motif, and Glass Percussion.

How Do I Use This ———

Use this in content that exudes energy and emphasizes motion.

Works well with **fast-paced footage**. It's kinetic.

What's In It ———

Vibrant is uplifting and inspiring without being melodramatic. It begins with a striving passage that leads to a big chorus, followed by an emotive breakdown which illustrates Ethona's commitment to give back.

How Do I Use This ———

This pairs well with striking visuals and pieces that celebrate color. Content that's fun. Content that's **emotional**.

Vibrant amplifies **meaningful stories**.

VIBRANT





UPBEAT



What's In It ———

Upbeat utilizes bouncing chord stabs with bell-inspired timbres. Anchored by a swung acoustic drum rhythm, Upbeat contains unique hand and stick percussion that motivates a swift groove. Sparkling melodies and breathy female vocals elevate the track to ethereal heights.

How Do I Use This ———

Upbeat is good vibes. Use Upbeat when you want to **celebrate**.

Use Upbeat when you want content that **shakes booties**.

What's In It —

Dramatic is a slow burn. Building low synths pulse and evolve as female voices echo in the room.

This piece builds to a climax as a firecracker goes off in the distance.

How Do I Use This —

Pieces with emotional **climaxes**. Content where you want to build tension. Expressive pieces with energy and tenacity.

Dramatic is a story building tool.

DRAMATIC



EBU: ETHONA LEAD



About this EBU

The Ethona Lead is a melodic passage that represents the Ethona woman's desire to improve and strive for more. It's melody is written to work over a wide array of possible chord progressions, making it easy to recognize without ever becoming stale.

As shown in the example use cases, the Ethona Lead can be used with subtlety, or as the focus of a piece.

Examples

- — — — — **01** **Powerful**
- — — — — **02** **Vibrant**
- — — — — **03** **Active**

EBU: ETHONA MOTIF



About this EBU

The Ethona Motif is simple, powerful, and one of the cornerstones of Ethona's audio aesthetic. Its melodic structure and female vocal-based timbre connect back to Ethona's mission statement: inspiring women to fight for more and motivating others in the process.

It is recommended that the Ethona Motif always be played with a vocal-based instrument, as well as utilized in all audio based marketing materials.

Examples



01

Active



02

Dramatic



03

Vibrant



EBU: GLASS PERCUSSION



About this EBU

Glass Percussion echoes the shimmering essence of a dream(er).

In up-tempo passages, glass percussion gives the story energy and grabs the attention of the audience. In softer, more emotive passages, it appears as shimmering textures to give the story depth.

Examples



01

Active



02

Powerful



03

Vibrant

EBU: VOCAL ECHOES



About this EBU

Airy vocals speak to the feminine and empowering nature of the Ethona brand. This is the voice in your head telling you to keep going.

The examples show how Ethona can use distinctly branded vocal echoes for varying energy levels and emotional contexts. They are treated with distinct effects to ensure Ethona sounds wholly unique among the competition.

Examples



01

Powerful



02

Upbeat



03

Dramatic

EBU: PHYSICAL DRUMS





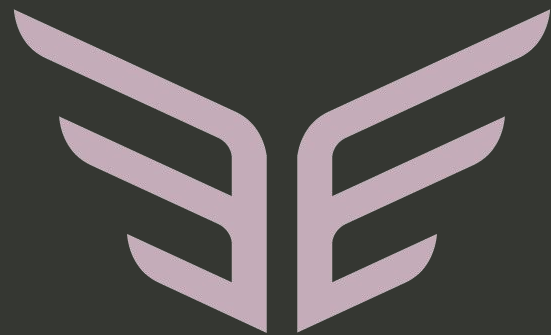
About this EBU

Physical Drums blend live organic elements with clean modern electronic elements. Constructed to feel kickass without being aggressive, the unique emotional vibe they create represents a journey of self improvement and personal progression.

Physical Drums are genre ambiguous and feature instruments typically played in a communal setting. The use of worldly elements represents Ethona's values of giving back to the community.

Examples

-  — — — — — **01** **Powerful**
-  — — — — — **02** **Dramatic**
-  — — — — — **03** **Vibrant**



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