HARMAN

HARMAN BRAND VISION & GUIDELINES

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HARMAN

HARMAN BRAND VISION

CONNECTING US TO WHAT'S POSSIBLE

POSSIBILITIES OPEN UP THE WORLD

POSSIBILITY IS THE EXCITEMENT OF SOMETHING NEW, THE HOPE OF SOMETHING BETTER, THE POTENTIAL OF REAL PROGRESS AND THE PROMISE OF A BETTER LIFE.

Possibility is what propels life forward, driven by those ingenious few who see the world not as it is but as it should be, who not only ask what tomorrow holds, but answer it today.

We're no longer satisfied just improving the way people experience entertainment. We want to improve the way people experience life.

We're driven to create a seamless life that allows you to achieve more, enjoy more and be more every day. A life full of fresh possibilities that enrich your world.

WHAT WE DO
HOW WE DO IT
WHY WE DO IT

HARMAN CREATES CONNECTED TECHNOLOGIES WITH OUR INVENTIVE DRIVE FOR A SEAMLESS LIFE FULL OF POSSIBILITIES.

WHAT WE DO

WE CREATE CONNECTED TECHNOLOGIES

HOW WE DO IT

WITH OUR INVENTIVE DRIVE

WHY WE DO IT

FOR A SEAMLESS LIFE FULL OF POSSIBILITIES

WHAT WE DO

WE CREATE CONNECTED TECHNOLOGIES

HARMAN CREATES TECHNOLOGIES THAT INTEGRATE YOUR LIFE.

WE ARE REVOLUTIONIZING THE WAY PEOPLE CONNECT BY BUILDING A SMARTER, MORE INTEGRATED WORLD.

We strip away the noise and interference of technology, and focus on making it more intuitive and invisible for people everywhere.

By leveraging our unique combination of technical savvy, automation know-how and audio expertise, we create a seamless lifestyle that provides unparalleled connectivity between your home, office, car, shared spaces and devices.

CONNECTED SOLUTIONS

We reinvent the driving experience through cutting-edge entertainment, driver assistance, safety and security, telematics and human-machine interface design.

We transform diverse and complex information into a connected ecosystem to make every component more intelligent, efficient, and profitable.

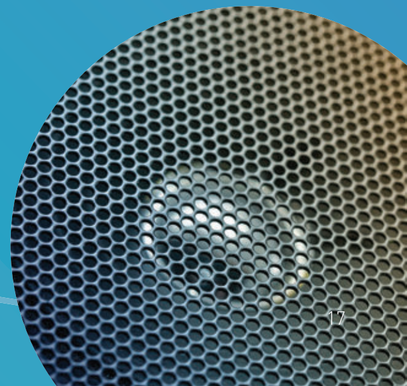
We elevate and simplify the in-house and in-office experience through software management, automation and control.

We help you get the most out of your smart devices - from mobile phones to wearables - through features, functionality, connectivity and performance.

CONNECTED PRODUCTS

We enrich consumer lifestyles through personal audio, automotive audio and home entertainment.

We deliver integrated sound, video, and lighting for the world's best entertainment venues, cinemas, recording studios, commercial and public spaces.



HOW WE DO IT

WITH OUR INVENTIVE DRIVE

A RELENTLESS PASSION TO DESIGN, CREATE AND BUILD INGENIOUS SOLUTIONS THAT WORK.

WHAT SETS US APART

WE ARE SELF STARTERS

Everyone at HARMAN is an inventor - driven, resourceful and entrepreneurial problem-solvers that get things done.

WE DELIVER EXCELLENCE IN EXECUTION

Our proven performance and reliability, top-tier customer service and exceptional execution separate us from the pack.

WE HAVE THE BRAVERY TO CHANGE

As a company we are in purposeful, continuous motion to stay in front of an always-changing world.

WE FOCUS ON WHAT MATTERS

We are creating and investing in technologies that enrich the moments that matter most in people's everyday lives.

WE CREATE SYNERGISTIC INVENTIONS AND SOLUTIONS

We deliver integrated, holistic experiences like no one else by sharing technology and solutions across our divisions.

WHY WE DO IT

FOR A SEAMLESS LIFE FULL OF POSSIBILITIES

HARMAN FILLS YOUR EVERYDAY LIFE WITH POSSIBILITIES THAT ENRICH YOUR WORLD.

IN A DIGITAL WORLD THAT CAN BE OVERWHELMING, WE BELIEVE THAT TECHNOLOGY SHOULD HELP YOU GET MORE OUT OF LIFE, NOT GET IN THE WAY OF IT.

It should help you live life to the fullest.

It should enable an intuitive life where you can move through your day with freedom, clarity and ease, allowing you to unlock your true potential and focus on what matters most.

AT HARMAN, WE'RE DRIVEN TO MAKE YOUR CONNECTED LIFE MORE SEAMLESS AND FILL TOMORROW WITH FRESH POSSIBILITIES THAT ENRICH YOUR WORLD.

WHO WE ARE

AT HARMAN, WE ARE ALL PURPOSEFUL INVENTORS

NO FUTURIST FULL OF HYPOTHESES AND HYPERBOLE, WE ARE TRUE VISIONARIES THAT ROLL UP OUR SLEEVES AND GET TO WORK BUILDING THE FUTURE EVERY DAY.

OUR BELIEF IN A BETTER WORLD IS OUR TRUE NORTH. OUR INNATE ABILITY TO SPOT THE MISSING LINK AND CONNECT THE SEEMINGLY UNCONNECTED, PUSHES TECHNOLOGY, EXPERIENCES AND LIVES FORWARD.

We approach everything we do knowing that if something can be done, it can be done well and it can be done better.

WE ARE

VISIONARY

INQUISITIVE
IMAGINATIVE
DARING
PROGRESSIVE

INVENTIVE

INGENIOUS
COURAGEOUS
TENACIOUS
UNCOMPROMISING

PROVEN

RESPONSIBLE
ESTABLISHED
DYNAMIC
PURPOSEFUL

HARMAN CREATES CONNECTED TECHNOLOGIES WITH OUR INVENTIVE DRIVE FOR A SEAMLESS LIFE FULL OF POSSIBILITIES.

Whether creating audio equipment for the stage and home, technology and software for public venues, the office and the car, or making the connected ecosystem simpler and smarter. HARMAN's core belief is always the same...

INGENUITY UNLOCKS POSSIBILITIES. AND POSSIBILITIES OPEN UP THE WORLD.

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Stamford, CT 06901

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PURPOSE OF THIS BOOK

This book is designed to define the aesthetic of the HARMAN brand and begin to establish a set of visual guidelines on how we use color, typography, photography style and additional visual elements.

Adherence to these guidelines are key to maintaining a consistent HARMAN visual presence across everything that we do.

OUR AESTHETIC

OUR DESIGN SENSIBILITY

HARMAN has a sleek, stylish, smart and considered sense of design. We are high-end but not overly flashy.

We have a sense of gravitas and masculinity – but are not overly aggressive or unapproachable. We speak with the confidence that comes with knowing of what we do, not hubris.

We are pragmatic visionaries not purely conceptual dreamers.

We are thoughtful and humanistic, not cold or sterile.

COLOR PALETTE

Our color palette has a sense of modernity and restraint but with a richness, warmth and depth – it is not monochromatic, overly vivid or overly white.

TYPOGRAPHY

Our typographic style is sans-serif
– clean, sleek, stylish and easy to read.

PHOTOGRAPHY

Our photographic style captures a sense of realness, depth, and energy both in its content and cropping – it is never flat, dull, stagnant or washed out nor is it overly saturated or overly stylized.

Our photography should portray:

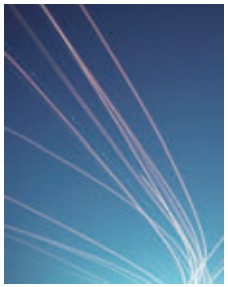
WHO WE ARE – capturing the diverse set of real, driven inventive people that make up HARMAN.

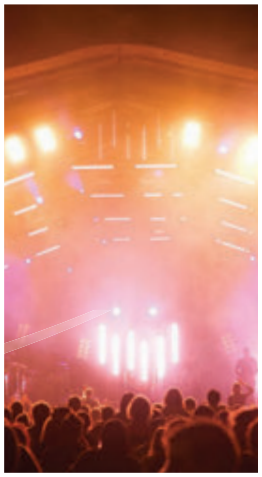
WHAT WE DO – showcasing our connected technologies, products and services in a way that is always grounded in the real world – not purely conceptual or too sci-fi / futuristic, nor are we engineering or audio-focused.

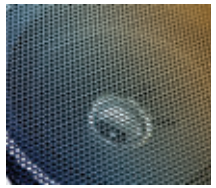
WHY WE DO IT – conveys the impact we have on lives around the world, how we enrich daily life and open up possibilities every day.

HARMAN

LOREM IPSUM DOLOR.
LOREM IPSUM DOLOR.
LOREM IPSUM DOLOR.







USAGE OF HARMAN NAME WITHIN COPY

USAGE

When using in title, sub-title or body copy, the HARMAN name should always be capitalized.

HARMAN HEADLINE COPY

HARMAN SUB-HEADLINES

Lorem ipsum dolor sit amet, HARMAN consectetur adipiscing elit. Nullam a tincidunt est, vel tempor tellus. Suspendisse lorem neque, vestibulum in eleifend in, euismod sed nisl. Etiam ac enim vehicula, fringilla orci vitae, tempor nisl. Integer dictum dignissim neque. HARMAN sagittis mollis aliquet. Integer sit amet nisl sodales, vestibulum est non, gravida leo. Proin a diam lacinia, luctus tellus dictum, rutrum nulla. HARMAN eros ut diam pharetra, vel scelerisque ligula vulputate.

COLOR PALETTE

PRIMARY COLOR PALETTE

Our primary color palette consists of our rich dark blue, fresh light blue and white. These colors convey the confident credibility and hopeful optimism we have as a technology leader.

These colors make up our HARMAN corporate logo and are the primary colors to be used when working within a limited color palette.

PMS 3015C	PMS 2995C	WHITE
100/30/0/33 C/M/Y/K	85/11/0/0 C/M/Y/K	0/0/0/0 C/M/Y/K
0/115/174 R/G/B	0/164/227 R/G/B	255/255/255 R/G/B
0073AE HEX#	00A4E4 HEX#	FFFFFF HEX#

SECONDARY COLOR PALETTE

Our secondary color palette consist of a range of lighter and darker blue tones, black and grey. These colors serve as accents to our primary palette.

These colors are meant to play a supporting role within the HARMAN visual branding, they should NOT be the dominant color in any of our layouts.

BLACK	PMS 309C	PMS 7457C	PMS 3015C	GREY
0/0/0/100 C/M/Y/K	100/24/20/77 C/M/Y/K	17/0/2/0 C/M/Y/K	50/0/12/0 C/M/Y/K	0/0/0/60 C/M/Y/K
35/31/32 R/G/B	00/61/76 R/G/B	202/227/233 R/G/B	113/214/224 R/G/B	128/130/132 R/G/B
HEX# 231F20	HEX# 003D4C	HEX# CAE3E9	HEX# 71D6E0	HEX# 808284

GRADIENTS

In instances with large fields of color or backgrounds you may use one of these color gradients. These gradients consist of variations of our rich blues fading into lighter, fresher tones.

The rich, darker blue should always make up at least 60% of the color gradation.

Only use gradients from these approved colors – DON'T create color gradients from any other values.

100/30/0/33 C/M/Y/K	100/30/0/33 C/M/Y/K	100/30/0/33 C/M/Y/K	100/30/0/33 C/M/Y/K
70/15/15/0 C/M/Y/K	30/35/0/8 C/M/Y/K	17/0/0/0 C/M/Y/K	55/5/30/0 C/M/Y/K

To keep the HARMAN branding strong and consistent, always only utilize colors from this specified palette.

COLOR PALETTE: DO AND DON'T

DO

✓ DO use colors that are in the approved HARMAN color palette.

✓ DO use the correct gradients approved HARMAN color palette.

✓ DO use colors from primary palette as any dominant color in any HARMAN branded layout.

DON'T

✗ DON'T use any colors other than what is in the approved HARMAN color palette.

✗ DON'T create any additional color gradients, even from our primary or secondary color palettes. Only used approved color gradients provided.

✗ DON'T use colors from the secondary palette as the dominant color in any HARMAN branded layout.

TYPOGRAPHY

PRIMARY FONT – HEADLINES

DIN LIGHT is the typeface used for all headline and display copy in our HARMAN branded layouts – conveying a sense of stature and stylishness.

DIN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY FONT – SUB-HEADERS

DIN BOLD is the typeface primarily used for secondary headlines or sub-headers as well as emphasizing words or lines within our headlines.

When being used within secondary headlines, the point size of DIN BOLD should never exceed half of the point size of any DIN LIGHT headline.

DIN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY FONT – BODY COPY

GILL SANS LIGHT is the typeface used for all body copy, with a clean simplicity and legibility suited for smaller point sizes.

GILL SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

To keep the HARMAN branding strong and consistent, always only utilize typefaces from these specified selections.

TYPOGRAPHY: DO AND DON'T

DO

LOREM IPSUM DOLOR.
LOREM IPSUM DOLOR.
LOREM IPSUM DOLOR.

✓ DO use fonts that are specified on previous page when laying out any copy.

HEADLINE COPY

Body copy... dolor sit amet, consectetur **adipiscing elit. Phasellus lacinia metus**

✓ DO use fonts in the way they are intended on approved usages (eg. headline font for body copy)

LOREM IPSUM DOLOR.
LOREM IPSUM DOLOR.
LOREM IPSUM DOLOR.

✓ DO use correct form and orientation of type.

DON'T

LOREM IPSUM DOLOR.
LOREM IPSUM DOLOR.
LOREM IPSUM DOLOR.

✗ DON'T use fonts other than what is specified on previous page when laying out any copy.

Headline Copy

Body copy... dolor sit amet, consectetur adipiscing elit. Phasellus lacinia metus

✗ DON'T use fonts in other ways other than approved usages (eg. headline font for body copy)

LOREM IPSUM DOLOR.
LOREM IPSUM DOLOR.
LOREM IPSUM DOLOR.

✗ DON'T stretch or distort type in any way in HARMAN branded layouts.

PHOTOGRAPHY

Our photographic style captures a sense of realness, depth, and energy both in its content and cropping – it is never flat, dull, stagnant or washed out nor is it overly saturated or overly stylized. Our photography should capture who we are, what we do, and the impact we have on consumers' lives.

HOW WE SHOW WHO WE ARE

- candid photographic style - as though you had walked past the office, glanced in and caught them in a moment of thought or action, leaving viewer with a sense of excited intrigue: ('what are they working on in there?')
- a feeling of realism – shots of visionary thinkers working with deliberate intent and purpose; not static, posed or contrived, not ponderous, not just in a meeting or playfully experimenting.
- confident, knowledgeable and sense of experience – not too young or 'trendy.'
- contexts should be varied – office, onsite, meeting rooms etc.
- mix of ethnicities that truly reflect our diversity as a global company.

HOW WE SHOW WHAT WE DO

- balance of evocative, conceptual imagery with more literal shots (ex. abstract connectivity image balanced with a shot of an infotainment screen).
- our products, technologies and services should always be shown in a way that is grounded in the real world – not purely conceptual or too sci-fi / futuristic.
- we are not only about technology, but about the impact it has on people's lives - always maintain a balance between the two
- we are not only about technology, audio is a key part of our business - always ensure a balance of both
- leading-edge, at the forefront of technology and design but practical and purposeful – not just hypothetical concepts or otherworldly.

HOW WE SHOW OUR CONSUMERS

- real people captured in real moments – not overly posed or contrived.
- capture how we benefit people throughout all aspects of their daily lives – better driving, work, home, on-the-go experiences, etc.
- capture the global impact of Harman – touches billions of lives the world over.
- imagery should span from macro to micro moments – voice-chatting to family in car to immersive concert experiences.
- focus placed on person and their experience vs. just on the technology.
- choice of photographs should balance person(s) and their experience(s) vs. just technology.

VISUAL ELEMENTS

The logo orb can be used as visual accents to add visual interest and dimension to a page.

The logo orb can be used as abstractions from the orbs can be used as either holding devices to frame photography and approved imagery.

The logo orb can be tinted.

The logo orb can be solid.

Either the top or bottom orb lines can be used

Bottom logo orbs may be rotated to fit layout.

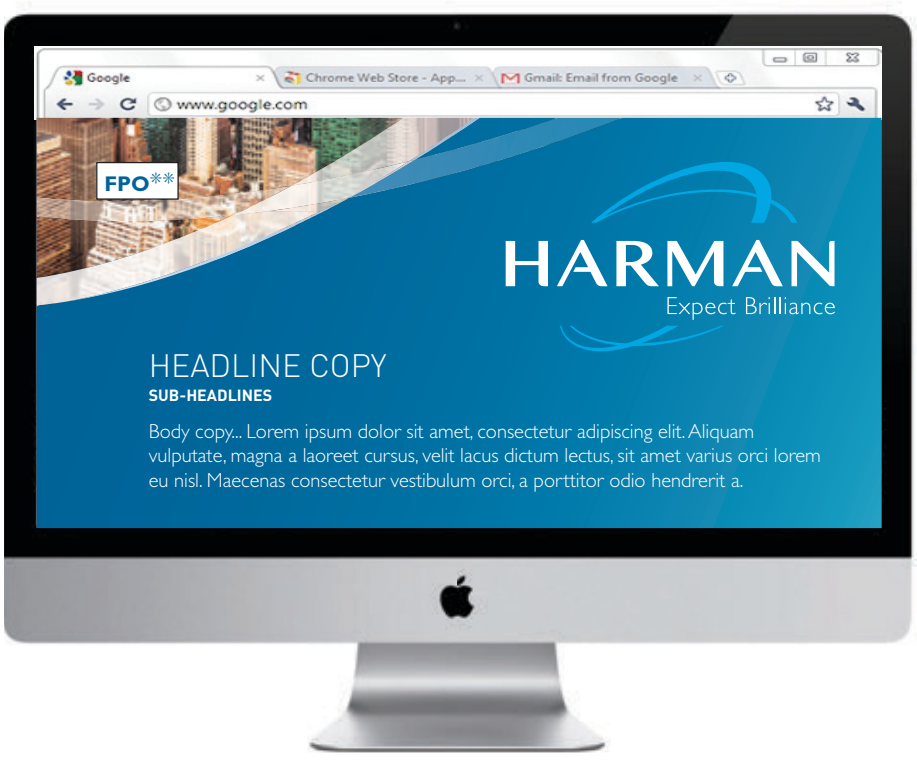
When using top logo orbs keep their original orientation.

Top orb can also be tinted and cropped as visual accent to add visual interest.

SPLASH PAGE LAYOUT - WIP

Suggested layout and expression for guidance only

Graphic



Photographic

HEADLINE COPY should always use **DIN LIGHT** and should be capitalized for all of our HARMAN branded layouts.

SUB HEADLINES should always use **DIN BOLD**, be capitalized and never exceed half the point size of the header.

Body copy should always use **GILL SANS LIGHT** and be in sentence case for easy legibility and should never be smaller than 3/4 of the headline copy size.

When using layout with photography, please crop photos within the bottom orb.

** Photo used in this example is for placement only. But any photo used should ahere to our photographic style rules on page 9.

HARMAN CORPORATE LOGO GUIDELINES

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PURPOSE OF THIS BOOK

This book is designed to establish a set of visual guidelines for the implementation of the HARMAN corporate logo – including use of color, typography and application principles for signage, digital and print media.

Adherence to these guidelines are key to maintaining a consistent HARMAN visual presence across everything that we do.

As we have repositioned HARMAN as more than just an audio and automotive supplier to become a leading connected technology company, we need a new corporate logo to reflect who we are.

A logo that captures the essence of HARMAN and what we do - inventing possiblities to open up the world. A mark that conveys our brand character – communicating a sense forward-looking vision, driven inventiveness and proven credibility.

The HARMAN corporate logo symbolizes the unique combination of vision, ingenuity and proven credibility that make up the essence of the HARMAN brand.

Our clean, confident wordmark conveys a stature, trust and timelessness along with a spirit of ingenuity.

The HARMAN 3015C blue reflects our credibility and confidence as a technology leader while the HARMAN 2995C blue cues a sense of fresh, hopeful optimism and looking towards a bright future.

Our ellipse accents put HARMAN at the center of seamless connectivity as well as reinforcing our driven nature and the pioneering leaps forward we make as a technology leader.

CORPORATE LOGO OVERVIEW

	PRIMARY CORPORATE LOGO	CORPORATE LOGO WITH TAGLINE	CORPORATE / BRANDED SOLUTIONS WORDMARK	ENDORSER WORDMARK
LOGO	HARMAN The primary HARMAN corporate logo – for use across corporate communications, internal documents, customer and investor presentations, etc. This should be the most frequently used logo used in the context of the company.	HARMAN Expect Brilliance The HARMAN corporate logo with our 'Expect Brilliance' tagline – when you have communications about the HARMAN company (eg: HARMAN ad) you may use this logo or the primary HARMAN corporate logo.	HARMAN The HARMAN corporate wordmark – for use within HARMAN branded solutions (eg: HARMAN Clarifi) and in instances where the mark must be displayed at very small sizes (less than 1").	by HARMAN The "by HARMAN" endorser wordmark – for use when marketing our consumer products.
APPLICATIONS	• corporate stationery - business cards - letterheads - envelopes • corporate marketing communication • power point presentations • employee email signatures • corporate apparel • environmental signage • web usage - website - social media • back / bottom of pack on consumer products (ex. JBL headphones) • shipper packaging	• marketing communication about the company (including recruitment)	• compliance stickers • sponsorship / partnership usage • HARMAN branded solutions	• brand packaging in conjunction with product logo (eg: JBL by HARMAN) • brand advertising

PRIMARY CORPORATE LOGO: COLOR PALETTE

To keep the HARMAN corporate logo strong and consistent, always only utilize colors from this specified palette.

In instances with limited reproduction capabilities, usage of the one-color or greyscale versions of the logo are permitted.

In instances where the logo cannot be placed on a white background, usage of the white versions of the logo are permitted. The white + PMS logo should only be used on backgrounds that ensure enough contrast for the ellipses accents to be visible, otherwise please use the all white logo.

If logo appears on goods / services like folders/ notepads, etc., a TM symbol is optional.

If logo appears in a set of materials multiple times, the TM symbol only needs to be shown in the dominant usage. Other instances in the marketing material do not need the TM if aesthetically better without.

FULL COLOR PMS LOGO (PREFERRED USAGE IN ALL INSTANCES)

PMS 3015C	PMS 2995C
100/30/0/33 C/M/Y/K	85/11/0/0 C/M/Y/K
0/115/174 R/G/B	0/164/227 R/G/B
0073AE HEX#	00A4E4 HEX#

ONE COLOR PMS LOGO

PMS 3015C

100/30/0/33 C/M/Y/K

0/115/174 R/G/B

0073AE HEX#

ONE COLOR B&W LOGO

BLACK

0/0/0/100 C/M/Y/K

35/31/32 R/G/B

231F20 HEX#

GREYSCALE LOGO

BLACK	GREY
0/0/0/100 C/M/Y/K	0/0/0/60 C/M/Y/K
35/31/32 R/G/B	128/130/132 R/G/B
231F20 HEX#	808284 HEX#

WHITE + PMS LOGO

PMS 2995C	WHITE
85/11/0/0 C/M/Y/K	0/0/0/0 C/M/Y/K
0/164/227 R/G/B	255/255/255 R/G/B
0073AE HEX#	FFFFFF HEX#

** see DO and DON'T for usage (pages 61 & 62)

WHITE LOGO

WHITE

0/0/0/0 C/M/Y/K

255/255/255 R/G/B

FFFFFF HEX#

** see DO and DON'T for usage (pages 61 & 62)

PRIMARY CORPORATE LOGO: DO

Usage of the primary HARMAN corporate logo should be carefully considered. Incorrect and inconsistent usage can damage the brand's reputation and diminish the power of the HARMAN corporate logo.

The examples shown here illustrate the DO's to adhere to when using the family of HARMAN corporate logos.

Always only utilize the logo from approved artwork. Never attempt to redraw or alter the logo in any way.

✓ DO place the primary corporate logo on a white background.

✓ DO follow all corresponding clearspace rules when placing the primary corporate logo near other artwork.

✓ DO use the white logo when placing on photographic backgrounds.

✓ DO place the white + PMS logo only on 3015C color background.

✓ DO ensure enough contrast with any gradient background when using the full primary corporate logo – no more than a 10% color tint.

✓ DO place the white logo on approved solid colored backgrounds.

PRIMARY CORPORATE LOGO: DON'T

The examples shown here illustrate the DON'T's to avoid when using the family of HARMAN corporate logos.

Always only utilize the logo from approved artwork. Never attempt to redraw or alter the logo in any way.

✕ DON'T place the primary full color logo over an image.

✕ DON'T incorporate any additional copy or visual elements within the logo.

✕ DON'T crop into the logo.

✕ DON'T rotate the logo.

✕ DON'T alter logo colors from approved artwork.

✕ DON'T stretch or skew proportions of the logo in any way.

DON'T place the full color corporate logo on any colored or gradient backgrounds with a value higher than a 10% color tint to ensure there is enough contrast and legibility.

✕ DON'T place full color logo on 100% color background.

✕ DON'T place full color logo on 75% color background.

✕ DON'T place full color logo on 25% color background.

PRIMARY CORPORATE LOGO - CLEARSPACE AND SIZING RULES

CLEARSPACE

Clearspace is the minimum area surrounding the logo which must remain clear of other visual elements or type.

The example shown here is the formula for calculating the minimum clearspace and can be used to determine the clearspace for the primary HARMAN corporate logo.

Use the width of the M letterform within the HARMAN corporate logo as a clearspace benchmark on all sides

MINIMUM SIZE

To avoid any production issues, a preferred minimum size of 1" is specified. Where possible, it should be larger than minimum size for optimal presence.

For WEB usage, the primary HARMAN corporate logo should never appear smaller than 72 pixels wide.

Usage of the primary HARMAN corporate logo should never be any smaller than 1" in width in order to retain legibility of ellipse.

* If smaller than 1" use the HARMAN corporate wordmark.

PRIMARY CORPORATE LOGO - BROAD USAGE PRINCIPLES

Shown here are broad placement and sizing principles when applying the primary HARMAN corporate logo to square, horizontal and vertical formats.

SQUARE FORMAT:

Logo only
- center logo horizontally and vertically within layout
- to determine logo sizing, clear space boundary should meet left and right edges

Logo with copy
- center logo and copy as a unit horizontally and vertically within layout

HORIZONTAL FORMAT:

Logo only
- center logo horizontally and vertically within layout
- to determine logo sizing, clear space boundary should meet top and bottom edges

Logo with copy
- center logo vertically
- center logo horizontally within left half of layout
- copy is left justified with centered placement within right half of layout

VERTICAL FORMAT

Logo only
- center logo horizontally and vertically within shape
- to determine logo sizing, clear space boundary should meet left and right edges

Logo with copy
- center logo horizontally within the top third of layout
- center copy horizonatlly within bottom two thirds of layout

LOGO ONLY

LOGO WITH COPY

LOGO ONLY

LOGO WITH COPY

LOGO ONLY

LOGO WITH COPY

DESCRIPTOR LOCKUP PROTOCOL: CLEARSPACE AND SIZING RULES

Use of any additional descriptive type such as division titles, initiatives such as social media, etc., in conjunction with the logo, should be carefully considered.

For business divisions and long-term, funded, EC sanctioned, HARMAN brand-building programs there exists specific logo lockups consisting of the division / program name integrated underneath the HARMAN corporate logo.

Descriptors should be all capital letters in Gill Sans Bold using the same color as the HARMAN corporate logo. (eg: If using PMS 3015, the descriptor title should match.)

Use the width of half of the M letterform within the HARMAN corporate logo as a clearspace benchmark between the logo and descriptor.

Use the width of the M letterform within the HARMAN corporate logo as a clearspace on the top and sides of the corporate logo

Descriptor should be centered underneath the logo and should measure half the height of the 'H' in the HARMAN wordmark.

DESCRIPTOR LOCKUP PROTOCOL: DO AND DON'T

These guidelines layout specific design DO's and DON'Ts for placement of any descriptor.

DO

✓ DO follow the clearspace and sizing rules when placing descriptor text.

✓ DO ensure descriptor title is always in the same color as the HARMAN corporate logo.

DON'T

✗ DON'T place descriptor within the logo.

✗ DON'T place descriptor in any other position than the approved.

✗ DON'T place descriptor on top of the logo.

CORPORATE LOGO WITH TAGLINE: COLOR PALETTE

The Harman corporate logo with tagline consists of the HARMAN wordmark framed by the ellipse accents and includes our 'Expect Brilliance' the tagline.

The 'Expect Brilliance' tagline is designed as title case Gill Sans Light. It should always be treated as part of the artwork of the logo, without any alterations to the typeface, style or weight.

When using the logo with tagline, you cannot also use a descriptor.

FULL COLOR PMS LOGO (PREFERRED USAGE IN ALL INSTANCES)

PMS 3015C	PMS 2995C
100/30/0/33 C/M/Y/K	85/11/0/0 C/M/Y/K
0/115/174 R/G/B	0/164/227 R/G/B
0073AE HEX#	00A4E4 HEX#

HARMAN
Expect Brilliance

ONE COLOR PMS LOGO

PMS 3015C
100/30/0/33 C/M/Y/K
0/115/174 R/G/B
0073AE HEX#

HARMAN
Expect Brilliance

ONE COLOR B&W LOGO

BLACK
0/0/0/100 C/M/Y/K
35/31/32 R/G/B
231F20 HEX#

HARMAN
Expect Brilliance

GREYSCALE LOGO

BLACK	GREY
0/0/0/100 C/M/Y/K	0/0/0/60 C/M/Y/K
35/31/32 R/G/B	128/130/132 R/G/B
231F20 HEX#	808284 HEX#

HARMAN
Expect Brilliance

WHITE + PMS LOGO

PMS 2995C	WHITE
85/11/0/0 C/M/Y/K	0/0/0/0 C/M/Y/K
0/164/227 R/G/B	255/255/255 R/G/B
0073AE HEX#	FFFFFF HEX#

HARMAN
Expect Brilliance

** see DO and DON'T for usage (pages 8 & 9)

WHITE LOGO

WHITE
0/0/0/0 C/M/Y/K
255/255/255 R/G/B
FFFFFF HEX#

HARMAN
Expect Brilliance

** see DO and DON'T for usage (pages 8 & 9)

CLEARSPACE

Clearspace is the minimum area surrounding the logo which must remain clear of other visual elements or type.

The example shown here is the formula for calculating the minimum clearspace and can be used to determine the clearspace for the HARMAN corporate logo WITH tagline.

Use the width of the M letterform within the HARMAN corporate logo with tagline as a clearspace benchmark on all sides.

MINIMUM SIZE

To avoid any production issues, a preferred minimum size of 1.5" is specified. Where possible, it should be larger than minimum size for optimal presence.

For WEB usage, the Harman corporate logo with tagline should never appear smaller than 106 pixels wide.

Usage of the HARMAN corporate logo with tagline should never be any smaller than 1.5" in width in order to retain legibility of tagline.

* If between 1" and 1.5" use the HARMAN corporate logo. If smaller than 1" use the HARMAN corporate wordmark.

CORPORATE LOGO WITH TAGLINE: TYPE TREATMENT

The tagline is designed in Gill Sans Light in all title-case.

The tagline should always be right justified beneath wordmark to align with the N. It should always maintain a visually centered clearspace between the HARMAN wordmark and bottom ellipses accents.

No type or copy other than the tagline can ever be placed within the orb.

CORPORATE WORDMARK: COLOR PALETTE

The HARMAN corporate wordmark – for use within HARMAN branded solutions (eg: HARMAN Clarifi) and in instances where the mark must be displayed at very small sizes (less than 1").

ONE COLOR PMS LOGO (PREFERRED USAGE IN ALL INSTANCES)

PMS 3015C

100/30/0/33
C/M/Y/K

0/115/174
R/G/B

0073AE
HEX#

HARMAN

ONE COLOR B&W LOGO

BLACK

0/0/0/100
C/M/Y/K

35/31/32
R/G/B

231F20
HEX#

HARMAN

GREYSCALE LOGO

GREY

0/0/0/60
C/M/Y/K

128/130/132
R/G/B

808284
HEX#

HARMAN

WHITE LOGO

WHITE

0/0/0/0
C/M/Y/K

255/255/255
R/G/B

FFFFFF
HEX#

HARMAN

CLEARSPACE

Clearspace is the minimum area surrounding the wordmark which must remain clear of other visual elements or type.

The example shown here is the formula for calculating the minimum clearspace and can be used to determine the clearspace for the HARMAN corporate wordmark.

Use the width of the M letterform within the HARMAN corporate wordmark as a clearspace benchmark on all sides

MINIMUM SIZE

To avoid any production issues, a preferred minimum size of .75" is specified. Where possible, it should be larger than minimum size for optimal presence.

For WEB usage, the Harman corporate wordmark should never appear smaller than 54 pixels wide.

Usage of the HARMAN corporate wordmark should never be any smaller than .75" in width in order to retain legibility.

USAGE OF HARMAN NAME WITHIN COPY

USAGE

When using in title, sub-title or body copy, the HARMAN name should always be capitalized.

HARMAN HEADLINE COPY

HARMAN SUB-HEADLINES

Lorem ipsum dolor sit amet, HARMAN consectetur adipiscing elit. Nullam a tincidunt est, vel tempor tellus. Suspendisse lorem neque, vestibulum in eleifend in, euismod sed nisl. Etiam ac enim vehicula, fringilla orci vitae, tempor nisl. Integer dictum dignissim neque. HARMAN sagittis mollis aliquet. Integer sit amet nisl sodales, vestibulum est non, gravida leo. Proin a diam lacinia, luctus tellus dictum, rutrum nulla. HARMAN eros ut diam pharetra, vel scelerisque ligula vulputate.

BRANDED SOLUTIONS WORDMARK vs. "BY HARMAN" ENDORSER WORDMARK

HARMAN BRANDS	CONNECTED TECHNOLOGIES	
	SOLUTIONS	PRODUCTS
	HARMAN	by HARMAN
	The HARMAN corporate wordmark – for use within HARMAN branded solutions (eg: HARMAN CLARIFI).	The "by HARMAN" endorser wordmark – for use when marketing our products rather than supporting our corporate brand communications.

HARMAN WORDMARK LOCKUPS: CLEARSPACE RULES

Use of any branded solutions name, (eg: HARMAN CLARIFI), in conjunction with the logo, should be carefully considered.

All branded solutions nameses should be all capital letters in Gill Sans Bold using our lighter blue, PMS 3015C.

Use the width of half of the M letterform within the HARMAN corporate wordmark as a clearspace benchmark between the logo and descriptor.

Use the width of the M letterform within the HARMAN wordmark as a clearspace on the top and sides of the corporate wordmark.

Branded solutions name should be centered underneath the logo and should measure half the height of the 'H' in the HARMAN wordmark.

HARMAN WORDMARK LOCKUPS: DO AND DON'T

These guidelines layout specific design DO's and DON'Ts for usage of any HARMAN branded solutions lockup.

DO

HARMAN
CLARIFI

✓ DO follow the clearspace and sizing rules when placing descriptor text.

HARMAN
CLARIFI

✓ DO ensure descriptor title is always in the same color as the HARMAN corporate logo.

DON'T

HARMAN
CLARI·FI

✗ DON'T utililize pre-existing logos in branded solution lockup.

HARMAN
CLARIFI

✗ DON'T alter the color of branded solution lockup.

"BY HARMAN" ENDORSER WORDMARK: LOCKUPS

The "by HARMAN" endorser wordmark – for use when supporting our consumer brand communications.

The "by HARMAN" endorser wordmark should always appear in the same primary color as the logo it is supporting. The only exception allowed is when a logo is reversed out to white on top of a darker-colored background. In this instance, the "by HARMAN" endorser wordmark should be reversed out to white as well.

The phrase "by HARMAN" from approved artwork must accompany any individual consumer brand logo when the logo stands alone. An exception to this rule are any instances (web page, advertising, etc.) where multiple consumer brand logos are present and the primary HARMAN corporate logo is also prominently featured on the same page. In such cases, the "by HARMAN" wordmark may be omitted from consumer brand lockups.

"BY HARMAN" ENDORSER WORDMARK: USAGE

For products listed on previous page, in almost all circumstances, these brands should be accompanied by the "by Harman" endorsement. This includes advertising, packaging, and e-commerce, and brand web-sites.

EXCEPTIONS:

When logo is in a size that reduces the "by Harman" endorsement smaller than .75" and it becomes unreadable. This includes social media environments such as Twitter where primary consumer engagement with the brand is from the smaller screens of smart phones and tablets.

For WEB usage, the Harman corporate wordmark should never appear smaller than 54 pixels wide.

Usage of the "by HARMAN" endorser wordmark should never be any smaller than .75" in width in order to retain legibility.

Co-branding – In cases of co-branding, "by Harman" endorsement is not required to prevent "over" branding and clutter. Examples of this are JBL/NBA co-branding and JBL@Pier 97 co-branding.

"BY HARMAN" ENDORSER WORDMARK LOCKUPS: DO AND DON'T

These guidelines layout specific design DO's and DON'Ts for usage of the "by HARMAN" wordmark lockups.

Always only utilize the "by HARMAN" lockups from approved artwork. Never attempt to redraw or alter the lockup in any way.

DO

✓ DO use the 'by HARMAN" endorser wordmark in the corresponding primary color of the consumer brand logo it's supporting.

DON'T

✕ DON'T use the HARMAN brand colors when locking 'by HARMAN' endorser wordmark with consumer brand logos.

✕ DON'T use any other HARMAN logo besides the 'by HARMAN" endorser wordmark within consumer brand lockup logos.

✕ DON'T alter the size or placement of the "by HARMAN" endorser wordmark from approved artwork (reference page 17).

Strict adherences to these guidelines is critical in maintaining a consistent visual presence for the HARMAN brand.

Maintaining production quality across all applications is critical. Any and all questions or requests for physical color match prints should be directed to:

corporatecommunications@harman.com