

EON Campaign Style Guide

at a Glance.

1 Logo



There are two main versions of the logo – to achieve the strongest contrast possible, either the black/green version or the white/green needs to be used. The placement for brochures/ templates and ads is prominently on top and uses the whole width.

3 Typeface

Rotis Sans for Phonak

- The quick brown fox jumps over the lazy dog
- Use Rotis Sans (for Phonak) for headlines, subtitles and body text
 - Always keep left alignment of the text

4 Colors

Primary Colors	Forest Green HEX: #154734 RGB: 0, 69, 43 CMYK: 87, 15, 77, 69 PANTONE: 3435C	
	Ivory Stone HEX: #E6DFCC RGB: 230, 223, 204 CMYK: 12, 10, 14, 0 PANTONE: 7527 C	Sand Stone HEX: #A59C80 RGB: 165, 156, 128 CMYK: 29, 26, 39, 7 PANTONE: 7536 C
	Moss Green HEX: #639900 RGB: 99, 153, 0 CMYK: 58, 0, 100, 4 PANTONE: 369 C	Accent Green HEX: #CFFB5E RGB: 207, 251, 94 CMYK: 29, 0, 72, 0 PANTONE: 2297 C
Secondary Colors	Black Forest HEX: #273510 RGB: 39, 53, 16 CMYK: 71, 53, 89, 65 PANTONE: 5747 C	



Product Wordmark
Balancing ownability and modernity, this wordmark flaunts uniquely classic letterforms while delivering a breath of fresh air.
Smallest width for web: 100 px
Smallest width for print: 20 m

2 Visual world



Regardless of whether it is a product or people, every picture should tell a story.

- People images**
 - Human moments and real connection
 - Modern lifestyle relevance
 - Product beauty and technical precision
 - Diverse ages and hearing needs
 - Calm, premium, real-life atmosphere
- Product images**
 - Focus on design & aesthetics
 - Showcase high end materials, precise, beautiful and eye-catching details.
 - Showcase precision Swiss-engineering
 - Focus on lighting & shadowing
 - Heroe the features & products
 - Visualizing the invisible

5 Tools (Marcom)

Headlines

They may span the full width of the layout and can break across multiple columns when needed for impact and readability. Headlines are always colored in Forrest Green.

Vertical brackets for quotes and callouts

They may occupy a single column for supporting statements, or expand full bleed when intended as bold, statement-driven messaging.

- Always same height across columns
- Always align to top + bottom grid
- Never different sizes next to each other

Body Copy

They should sit within a two-column width to maintain an open and readable layout.

Line Progression

Use the line progression on the bottom left edge of layouts.

- On spread layouts only apply the element on the right page, top aligned to the bottom left margin.
- Avoid running text to the bottom margin and running into the element.
- Also avoid adding any keyvisual/use case images to the bottom margin on this page.

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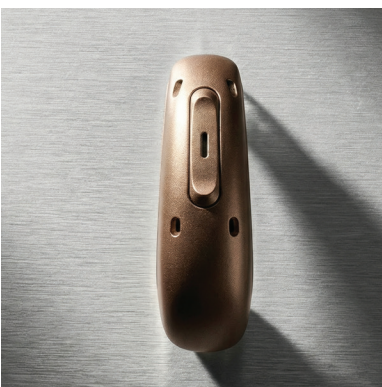
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You deserve the absolute best

- Adapted: The best suited for you. We master the situation. Anytime. At present hearing aids that automatically adapt to deliver the best sound experience in every situation.
- Connected: Always universal. Connectivity that works no matter the Bluetooth device, no matter the network. Anywhere.
- Easy: Easier care. Phonak does the work, so you don't have to. Focus on living life and listening to the moments that matter.
- Clear: For water. Any direction. Always clear. Speech-to-hear technology enhances every voice, even in busy environments.



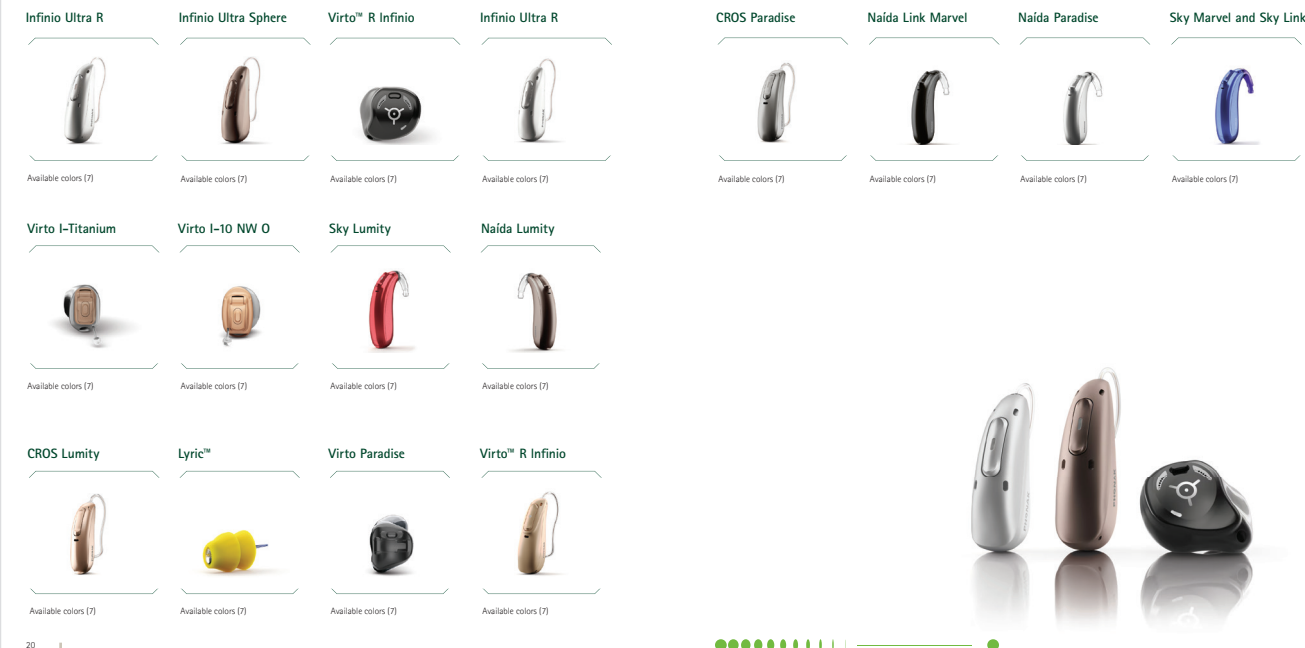
The best sound for you. No matter the situation. Anytime. Anywhere.
Our new AI-powered hearing solution with 24-bit AI technology to provide you with an exceptional hearing experience. Our smartest AI hearing aid is designed to automatically adapt to your needs and meet your specific needs. Whether you're listening to a concert or a lecture, there's a Phonak solution for everyone.



Phonak's new AI-powered hearing solution with 24-bit AI technology to provide you with an exceptional hearing experience. Our smartest AI hearing aid is designed to automatically adapt to your needs and meet your specific needs. Whether you're listening to a concert or a lecture, there's a Phonak solution for everyone.

Hearing aids

At Phonak, we're dedicated to transforming the lives of people with hearing loss. We create the most advanced hearing solutions with state-of-the-art technology to provide you with an exceptional hearing experience. Our smartest AI hearing aid is designed to automatically adapt to your needs and meet your specific needs. Whether you're listening to a concert or a lecture, there's a Phonak solution for everyone.



Alignment

To create a well-designed layout that is easy to read and nice to look at, all typography should align consistently to the column grid and page margins.