

PHONAK

EON Style Guide.

Logo assets

Product Wordmark

PHONAK

Balancing ownability and modernity, this wordmark flaunts uniquely classic letterforms while delivering a breath of fresh air.

EON

EON

EON

EON

Wordmark - Misuse

PHONAK

EON

Do

~~EON~~

Don't distort

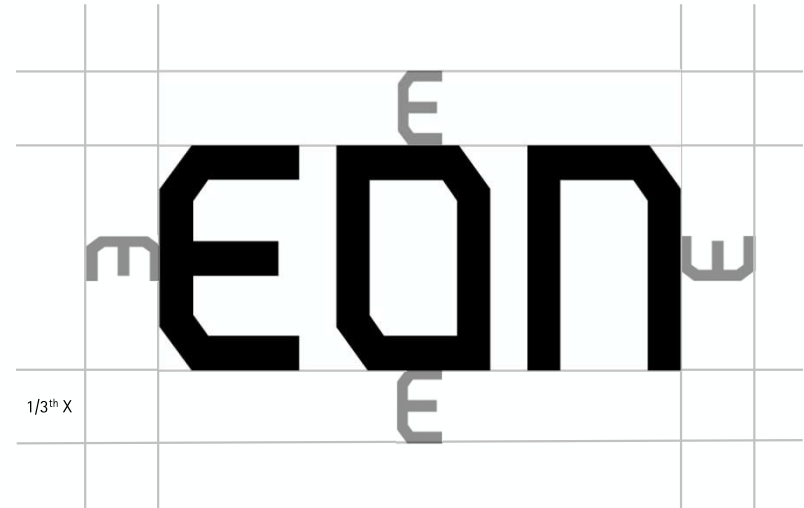
~~EON~~

Don't rotate

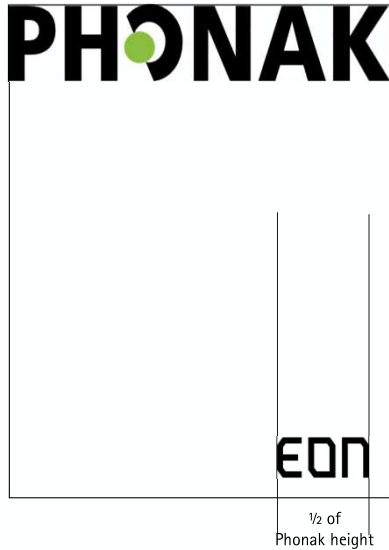
Wordmark – Clear Space

"E" = X

Using the height of the letter "E" as your measurement tool, allow 1/3 X padding around the wordmark.



Placement & Logo size



Vertical covers

When Phonak is full width

Wordmark uses 1/2 rule of Phonak height.

PHONAK



Color Palette

Color Palette

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

Black Forest

HEX: #273510

RGB: 39, 53, 16

CMYK: 71, 53, 89, 65

PANTONE: 5747 C

Color Palette



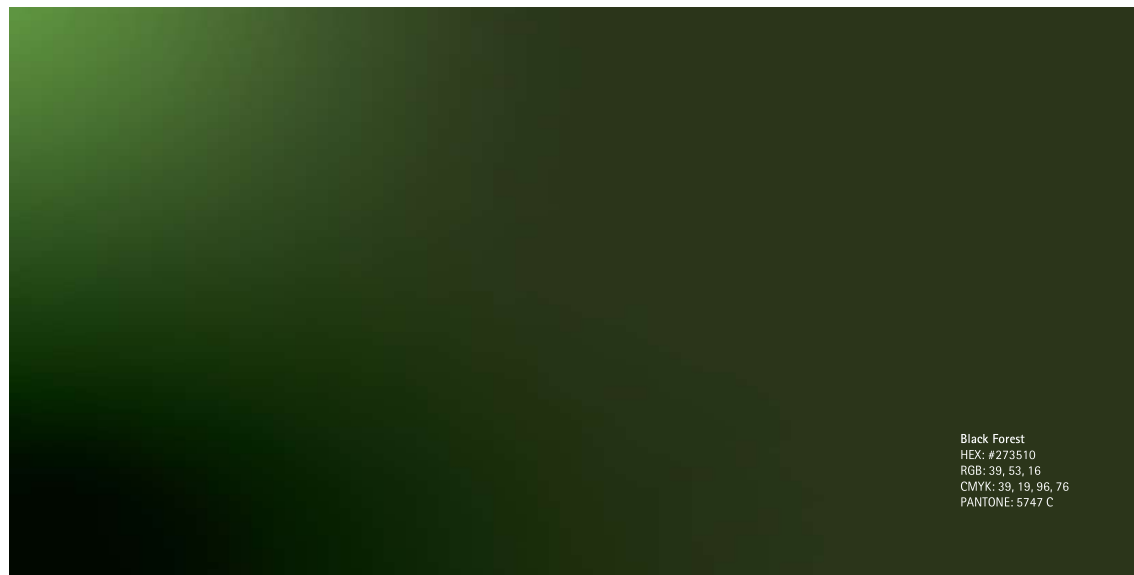
EON Color Gradient

Gradient color: This gradient is mainly used for backpage of brochures or flyers or for chapter pages in tools.

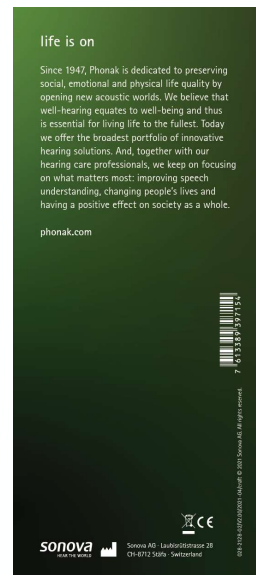
- Primary
- Secondary
- Accent
- Gradient**
- Overview
- Applications

●
Moss Green
HEX: #639900
RGB: 99, 153, 0
CMYK: 58, 0, 100, 4
PANTONE: 369 C

●
Black
CMYK: 74, 64, 69, 85
RGB: 0, 0, 0
HEX: #000800



Black Forest
HEX: #273510
RGB: 39, 53, 16
CMYK: 39, 19, 96, 76
PANTONE: 5747 C



life is on

Since 1947, Phonak is dedicated to preserving social, emotional and physical life quality by opening new acoustic worlds. We believe that well-hearing equates to well-being and this is essential for living life to the fullest. Today we offer the broadest portfolio of innovative hearing solutions. And, together with our hearing care professionals, we keep on focusing on what matters most: improving speech understanding, changing people's lives and having a positive effect on society as a whole.

phonak.com



7 653389 357154

sonova

sonova AG, Lärkerstrasse 28
CH-8712 St. Gallen, Switzerland



Application Green Gradient

PHONAK

- Color Palette

Pamphlet

The green gradient and white are used as the primary background colors for the brochure.

Primary
Secondary
Accent
Gradient
Overview
Applications



Color Palette

Transparent overlay gradient

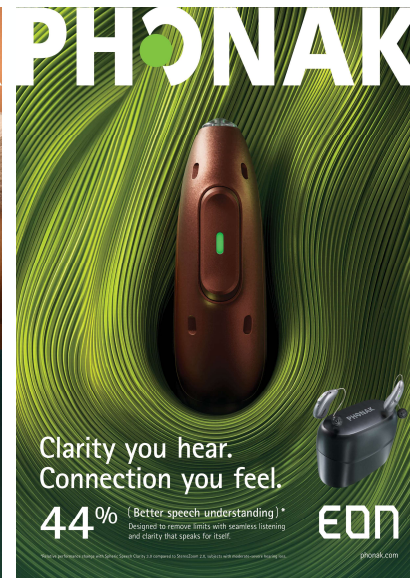
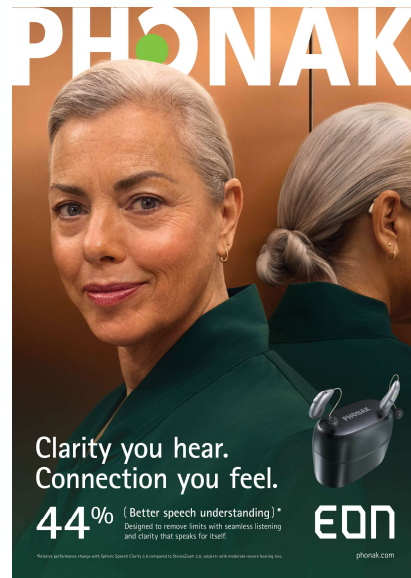
PHONAK

Transparent overlay gradient

PH Forest Green is applied as a transparent gradient overlay on adcepts.

White is used for the accent periods on headlines.

Primary
Secondary
Accent
Gradient
Overview
Applications



Overlay Gradient for Coverpages, Adverts..



Where copy is otherwise not visible

Files

Gradient files will be provided within the templates to ensure consistency across all applications.

Application

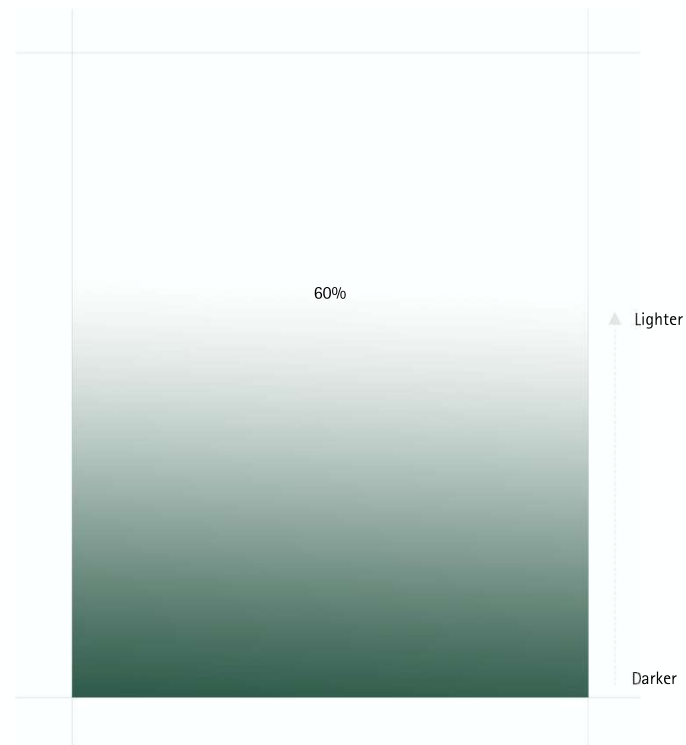
Use only the provided gradient assets across all adcepts. When no text is present, do not add gradient over images.

Direction

The gradient should always transition from lighter at the top to darker at the bottom.

Color

Do not alter, recreate, or adjust the gradient colors (**forest green**).



Typography

- **Typography Display**

Primary

Rotis San Serif (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789# \$ € € ¢ / () [] {}

- Primary –

Rotis San Serif (Bold)

- Secondary –

Rotis San Serif (Regular)

Secondary

Rotis San Serif (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789# \$ € € ¢ / () [] {}

- Tertiary –

Rotis San Serif (Light)

Tertiary

Rotis San Serif (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789# \$ € € ¢ / () [] {}

Typography Hierarchy

Headlines –
Rotis San Serif (Bold)
+0 tracking, +0 kerning, auto leading

Headlines



Subhead –
Rotis San Serif (Bold)
+0 tracking, +0 kerning, auto leading

Subheads



Body copy –
Rotis San Serif (regular)
+0 tracking, +0 kerning, auto leading

Body copy



Typography Hierarchy

H1	Clarity You Hear. Connection You Feel.	Rotis San Serif (Bold) +0 kerning, +0 leading
H2	Better Speech Understanding	Rotis San Serif (Regular) +0 kerning, +0 leading
H3	Engineered by Phonak	Rotis San Serif (Bold) +0 kerning, +0 leading
Body copy	Designed to remove limits with seamless listening and clarity that speaks for itself.	Rotis San Serif (Regular) +0 kerning, +0 leading
Disclaimers	Get expert care and personalized hearing innovations at your AudioNova clinic For scientific evidence, please visit sonova.com The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks by Sonova AG is under license.	Rotis San Serif (Regular) +0 kerning, +0 leading
CTA	phonak.com/eon	Rotis San Serif (Bold) +0 kerning, +0 leading

Typography Hierarchy

The height of the headline is 3x the height of the body copy, there should be a notable difference between each.

3X

Clarity you hear.
Connection you feel.

2X

Better speech understanding.

1X

Designed to remove limits with seamless
listening and clarity that speaks for itself.

Typography margins and columns

(for standard page size)

Headlines

Headlines may span the full width of the layout and can break across multiple columns when needed for impact and readability.



Body copy

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



Quotes / CTAs

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



Alignment

All typography should align consistently to the column grid and page margins.

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Graphic Elements

Brackets Graphic

Padding

2x the width of the bracket

Stroke

The stroke of the custom brackets should match half the thickness of the font's regular bracket ([]).

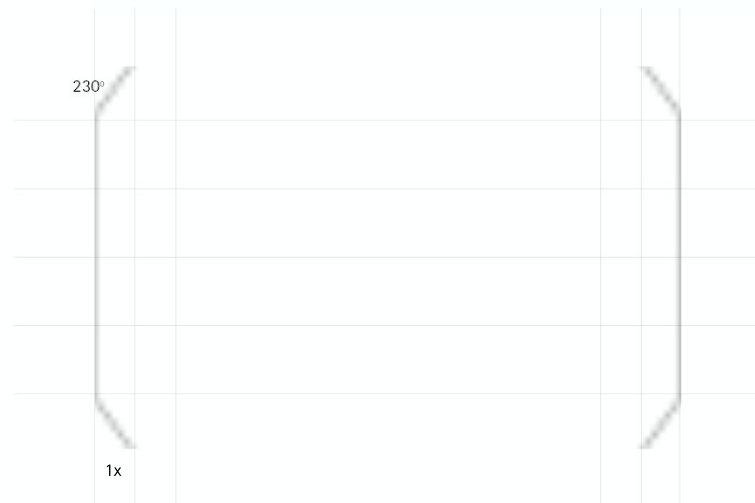
Color

The color should be the same color as the text it is enveloping.



Angle

The angle of the custom brackets is always 230°, matching the same exact angle as the E in the wordmark.



MAM Link brackets

Brackets Graphic



Vertical Brackets

Use these for columns / structured blocks or as a card frame

Use when:

2-3 column layouts

- Product features
- Technical info blocks
- Claim Callouts

Stacked image + copy modules

Rules:

Always same height across columns

Always align to top + bottom grid

Never different sizes next to each other



Horizontal Bracket

Use these for single content blocks

Use when:

- Key benefits section
- Technical drawing
- Callout / quote

Rules:

Wrap one block only

Keep consistent padding

Don't stack too many

EON Innovation Line



The line progression graphic represents movement through space and time, a visual expression of EON and Phonak's forward-thinking innovation, while keeping the brands "dot" and using it to represent the future.

Width

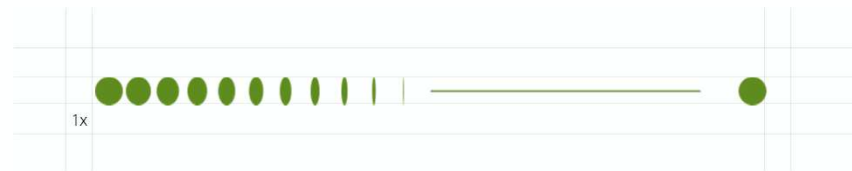
Use the $\frac{1}{2}$ rule on all collateral, and $\frac{1}{4}$ rule on PowerPoint presentations.

Placement

Use the line progression on the bottom left edge of layouts. On spread layouts only apply the element on the right page.

Motion application

In animation, the element may transition from line to dot to emphasize speed, evolution, and forward momentum.



Core Layout Rules

- Simplified
- Vertical = structure
- Horizontal = highlight

What not to do

- Don't use brackets on hero images
- Don't mix bracket sizes randomly
- Don't overuse brackets



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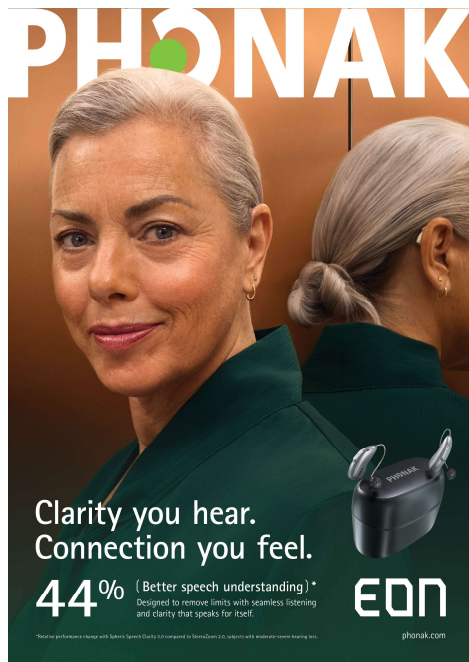
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Application on Tools

Campaign Hero Adverts



PHONAK

Clarity you hear.
Connection you feel.

44% (Better speech understanding)*
Designed to remove limits with seamless listening
and clarity that speaks for itself.

EON

Phonak performance change with Select Speech Clarity 2.0 compared to SoundZone 2.0, subject with moderate/severe hearing loss.

phonak.com

English



PHONAK

Une clarté
à entendre.
Une connexion
à ressentir.

44% (Better speech understanding)*
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and clarity that speaks for itself.

EON

Phonak performance change with Select Speech Clarity 2.0 compared to SoundZone 2.0, subject with moderate/severe hearing loss.

phonak.com

French



PHONAK

Klar hören
Verbunden fühlen.

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EON

Phonak performance change with Select Speech Clarity 2.0 compared to SoundZone 2.0, subject with moderate/severe hearing loss.

phonak.com

German

Campaign Hero Adverts

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EON

Phonak performance claims are based on Phonak's proprietary tests conducted in a controlled laboratory environment. Actual results may vary. © 2023 Phonak Corporation. All rights reserved. www.phonak.com

English

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German

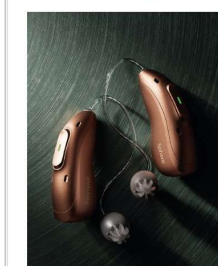


PHONAK

Audéo EON Sphere

Smaller Than Ever.
Powerful Beyond Belief.

EON

Hear Clearly Wherever Life Takes You

The latest hearing aid generation from Phonak allows you to confidently listen in every listening environment, even in the toughest ones. Using real-time AI speech from noise separation, Phonak Audéo™ EON Sphere hearing aids deliver clarity that moves with you, automatically, helping you stay connected wherever life leads.

Phonak EON — Clarity you hear.
Connection you feel.

Meet Phonak Audéo EON Sphere

Small, effortless, and designed for all-day wear, Audéo EON Sphere fits seamlessly into your life. Powered by Spheric Speech Clarity 3.0, it reduces distractions from all around, it helps you hear the voices that matter with less listening effort*. With Made for All connectivity and Auracast™ support, connect to any smartphone and enjoy music, calls and broadcast anywhere.

Colors

Sienna Red	Champagne
Sand Beige	Silver Gray
Sandalwood	Graphite Gray
Chestnut	Velvet Black

Chargers

ChargerGo RIC I EON

Charger RIC E

Up to 38 hours of battery life on a single charge*

* The maximum battery lifetime is determined by battery condition, hearing loss, environmental sound characteristics, streaming usage and at tested hearing aid.

Designed to Fit Your Life

Enjoy comfort and convenience with a listening experience tailored just for you. Phonak Audéo EON Sphere hearing aids will feel like a natural part of your day:

- **Wear all day with ease:** small, lightweight design crafted for comfort, while Phonak AI does the heavy lifting, so you don't have to*
- **Designed to stand the test of time:** tested beyond industry standards delivering peace of mind for years to come
- **Automatic as you move:** Detecting when you're walking or sitting and adapting to your listening needs, keeping listening effortless without manual changes
- **Stay powered on the go:** With compact, easy-to-use charging




* Phonak AI reduces listening aid functions that are prone to misinterpretation, understanding and noise filtering effects such as Speech Enhancer and Adaptive Speech Clarity™

At Phonak, we see technology as an enabler of life, not the focus of it.

Since 1947, we have advanced hearing technology to help people stay connected to what matters most: the people, moments and experiences that shape our lives.

Today, we bring together Swiss precision, intelligent innovation and purposeful design to create hearing solutions built for where life happens.

So, you can stay confident, connected and fully in it.

Life is on.
Phonak is made for it.

phonak.com

sonova
HEARING AID DIVISION

Phonak AG, Liechtensteinstrasse 245
CH-8400 St. Gallen, Switzerland

CE



Maximize Hearing Potential With Roger On™

Roger On is an intelligent microphone for hearing aids that can be used in a variety of settings. It's designed to help you hear better in noisy environments and over distance.

- 1. It can be used in a variety of settings.
- 2. It can be used in a variety of settings.
- 3. It can be used in a variety of settings.

Introducing HYPERSONIC Chip: The next generation of adaptive clarity

The HYPERSONIC chip is a revolutionary new technology that allows hearing aids to adapt to the environment and provide the best possible hearing experience.

- 1. It can be used in a variety of settings.
- 2. It can be used in a variety of settings.
- 3. It can be used in a variety of settings.

Unlimited Connections, Seamless Listening.

With the new Bluetooth® technology, you can now connect your hearing aid to your smartphone, tablet, or TV, making it easier than ever to stay connected.

- 1. It can be used in a variety of settings.
- 2. It can be used in a variety of settings.
- 3. It can be used in a variety of settings.

Phonak Audio™ EON R R

The new Phonak Audio™ EON R R hearing aid is designed to provide the best possible hearing experience in a variety of settings.

- 1. It can be used in a variety of settings.
- 2. It can be used in a variety of settings.
- 3. It can be used in a variety of settings.

You deserve the absolute best.

Phonak hearing aids are designed to provide the best possible hearing experience in a variety of settings.

- 1. It can be used in a variety of settings.
- 2. It can be used in a variety of settings.
- 3. It can be used in a variety of settings.

Intuitive Design

The new Phonak Audio™ EON R R hearing aid is designed to provide the best possible hearing experience in a variety of settings.

- 1. It can be used in a variety of settings.
- 2. It can be used in a variety of settings.
- 3. It can be used in a variety of settings.

Target fit PhonakPro Check

The new Phonak Audio™ EON R R hearing aid is designed to provide the best possible hearing experience in a variety of settings.

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- 3. It can be used in a variety of settings.

Phonak, Your Strong Partner

The new Phonak Audio™ EON R R hearing aid is designed to provide the best possible hearing experience in a variety of settings.

- 1. It can be used in a variety of settings.
- 2. It can be used in a variety of settings.
- 3. It can be used in a variety of settings.

Phonak Audio™ EON Sphere

The new Phonak Audio™ EON Sphere hearing aid is designed to provide the best possible hearing experience in a variety of settings.

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- 3. It can be used in a variety of settings.

Phonak Audio™ EON R R

The new Phonak Audio™ EON R R hearing aid is designed to provide the best possible hearing experience in a variety of settings.

- 1. It can be used in a variety of settings.
- 2. It can be used in a variety of settings.
- 3. It can be used in a variety of settings.

Phonak Audio™ EON R R

The new Phonak Audio™ EON R R hearing aid is designed to provide the best possible hearing experience in a variety of settings.

- 1. It can be used in a variety of settings.
- 2. It can be used in a variety of settings.
- 3. It can be used in a variety of settings.

Roll Up Banners

PHONAK

PHONAK PHONAK PHONAK



EON
Our most natural sound available.
Like a hearing aid is meant to sound

EON
Clarity you hear.
Connection you feel.

roger
Upgrade your listening
experience with always-on
Sphere™ technology.
The new Roger On Sphere

PHONAK PHONAK



EON
Designed to connect
to the voices and
moments that shape
your world.
The new Phonak EON

EON
Clarity you hear.
Connection you feel.

New Boilerplate

New Phonak Boilerplate



At Phonak, we see technology as an enabler of life, not the focus of it.

Since 1947, we have advanced hearing technology to help people stay connected to what matters most: the people, moments and experiences that shape our lives.

Today, we bring together Swiss-engineered performance,
a seamless connected hearing experience and purposeful design
to create hearing solutions built for where life happens.
So you can stay confident, connected and fully in it.

Life is on.
Phonak is made for it.

At Phonak, we see technology as an enabler of life, not the focus of it.

Since 1947, we have advanced hearing technology to help people stay connected to what matters most: the people, moments and experiences that shape our lives.

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So, you can stay confident, connected and fully in it.

Life is on.
Phonak is made for it.

phonak.com



sonova

 Sonova AG - Laubisrütlistrasse 2
CH-8712 Stäfa - Switzerland

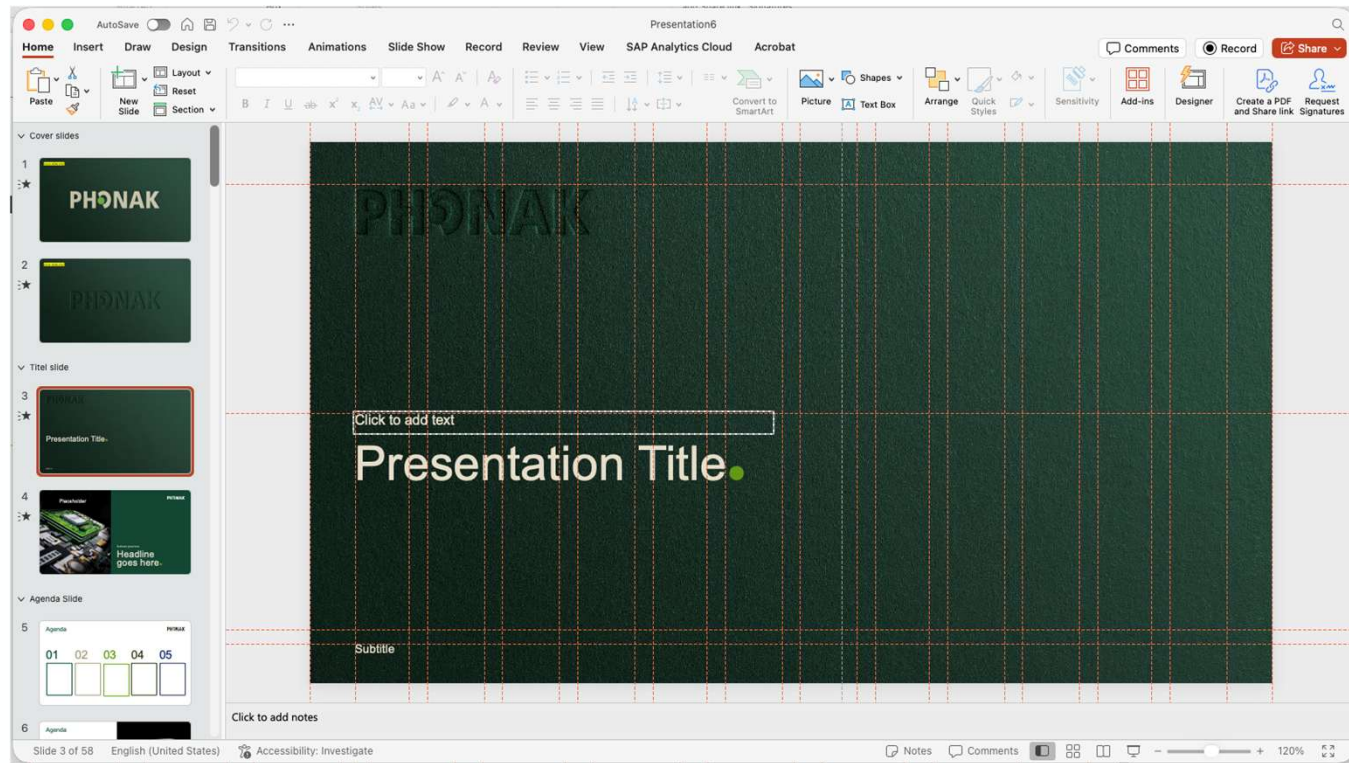


Digital

EON PPT



Will be available for download via next ePulse and on brand platform end of next week.



Chyron



We have updated the Chyron to be available in two colors: Forest Green and White.

Apply color based on best visibility according to the background.

Chyron files are available as after effects, PSD and Canva*.

*to be confirmed



Merchandising



EON

Clarity you hear. Connection you feel.

PHONAK

A woman in a black dress and high heels is carrying a large, dark green tote bag. The bag features the Phonak logo in white, which consists of the word "PHONAK" in a bold, sans-serif font. The letter "O" is replaced by a green circle. The woman is walking on a green, textured surface, possibly a golf course.

PHONAK

EDN

Clarity you hear.
Connection you feel.





ED11 Clarity you hear.
Connection you feel.

PHONAK

- Option 3





• Option 1



PHONAK
EDN

Clarity you hear.
Connection you feel.



PHONAK

PHONAK

EDN

A photograph showing the back of a person's head. They are wearing a dark green baseball cap with the letters 'EDN' in white on the back. Their dark hair is tied in a ponytail, and they are wearing small hoop earrings. The background is a plain, light color.

PHONAK

Backwalls

eon

EON

PHONAK

• Subtitle

PHONAK

• Subtitle

- **Step & repeat**

PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EI	
K	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.
Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	
PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EI	
K	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.
Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	

- **Option 1**

PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EI	
K	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.
Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	EON	Clarify you hear. Connection you feel.	PHONAK	



- **Step & repeat**



- **Option 2**



PHONAK
Clarity you hear.
Connection you feel.

PHONAK

EON
Clarity you hear.
Connection you feel.

PHONAK

EON
Clarity you hear.
Connection you feel.

PHONAK

EON
Clarity you hear.
Connection you feel.

PHONAK

EON

PHONAK

EON
Clarity you hear.
Connection you feel.

PHONAK

EON
Clarity you hear.
Connection you feel.

PHONAK

EON
Clarity you hear.
Connection you feel.

PHONAK

EON
Clarity you hear.
Connection you feel.

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EON
Clarity you hear.
Connection you feel.

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Clarity you hear.
Connection you feel.

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Clarity you hear.
Connection you feel.

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Clarity you hear.
Connection you feel.

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PHONAK
Clarity you hear.
Connection you feel.

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EON
Clarity you hear.
Connection you feel.

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Clarity you hear.
Connection you feel.

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Clarity you hear.
Connection you feel.

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EON
Clarity you hear.
Connection you feel.

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Clarity you hear.
Connection you feel.

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Clarity you hear.
Connection you feel.

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Clarity you hear.
Connection you feel.

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Clarity you hear.
Connection you feel.

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Clarity you hear.
Connection you feel.

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Clarity you hear.
Connection you feel.

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Clarity you hear.
Connection you feel.

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Clarity you hear.
Connection you feel.

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Clarity you hear.
Connection you feel.

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Clarity you hear.
Connection you feel.

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Clarity you hear.
Connection you feel.

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Clarity you hear.
Connection you feel.

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EON
Clarity you hear.
Connection you feel.

PHONAK

EON
Clarity you hear.
Connection you feel.