

INSPIRATION™

Style Guide 2013

version 06.28.2013



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THE NEW PROFESSIONAL

Progressive, culturally engaged upwardly mobile Men & Women - 28 to 45. Looking for premium audio that matches their modern, mobile lifestyles.

TECH SAVVY

They seek products with the best performance, technical quality and innovation to maximize their productivity and get the best out of life.

STYLE FORWARD

For them great design is fundamental and they embrace style as a way to express their individuality and originality. Quality is key.

CULTURALLY CONNECTED

They're tuned in to what's new in music, technology, and style. They're socially connected and engaged in their community.

Above all they value innovation and breaking with the status quo.



caption



caption



caption



caption

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MESSAGES

Premium sound quality and a dynamic sound experience are always at the heart of our messaging. Every interaction we have is a chance to share that promise.

We focus on benefits first and support those with the product descriptors. To keep our focus we elevate just one message at a time and align with what our audiences care about most.

FOCUS THE MESSAGE

Select the message that aligns best with your audience or the promotion you're driving.

Use the Hero Story as the lead when possible. It sets the stage for our brand

Feature the Sound Story to reach discerning audio listeners and to differentiate from other premium brand's sound quality

Use the Style Story when highlighting our interchangeable headbands and seasonal colors and materials

LEAD WITH BENEFITS

Our subheads and secondary statements help us distinguish our most unique product features and teach people how Inspiration fits in their lives.

HERO STORY

SUPER SONIC

HERO PRODUCT DESCRIPTOR

This is pure Monster sound. High-definition audio with advanced noise cancelling, pillow-soft fit and changeable headbands. It's just you and your music, taken to a higher level.

INSPIRATION TAGLINE

Serious Audio. High Style.

FEATURE BULLETS

- High-definition Monster sound.
- Active noise cancellation.
- Interchangeable headbands.
- Pillow-soft noise isolating fit.
- Battery-free listening.
- Control-Talk™ inline controls.

SOUND STORY

SUPER NATURAL

SOUND PRODUCT DESCRIPTOR

This is pure Monster sound. High-definition audio with advanced noise cancelling, pillow-soft fit and changeable headbands. It's just you and your music, with nothing in between.

GENERIC PRODUCT DESCRIPTOR

Pure Monster sound with interchangeable headbands

FEATURE SUBHEADS AND STATEMENTS

THE MUSIC COMES FIRST

High-definition Monster sound delivers a truer music experience.

CAREFUL WHAT YOU CANCEL

Active noise cancellation cuts distraction without sacrificing fidelity.

NON STOP

Premium sound even without batteries so you're never without music.

STYLE STORY

STYLE AMPLIFIED

STYLE PRODUCT DESCRIPTOR

Express yourself with pure Monster sound. High-definition audio with advanced noise cancelling, pillow-soft fit and interchangeable headbands. It's just you and your music, however it moves you.

JET SET (or)

CHANGE IS EVERYTHING

Interchangeable headbands let you easily express your style.

REST EASY

Plush cushioning isolates sound and assures hours of comfort.

IN CONTROL

Control-Talk™ lets you play, pause, skip and take hands-free calls.

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BRAND POSITIONING | 3

LOGO

The Inspiration logo is the signature for the Inspiration product brand. It is used on both product and communications. It should be featured prominently on all marketing applications.

Always use with Monster Headphone logo

Maximize legibility in all applications

The TM symbol should equal 1/6 of the cap height

In some digital applications, including website, the tonal signature (at bottom) can be used to provide a sense of dimension and premium finish quality.

Primary Logo

INSPIRATIONTM

Black Version:

For use on light colored backgrounds



White Version:

For use on dark colored backgrounds

Minimum Clear Space



To promote the prominence and visibility of our logo, it is imperative to maintain an area of clear space around the logo.

The **minimum** clear space around the logo equals the cap height of the letter "N".

Minimum Size

INSPIRATIONTM

MINIMUM SIZE: 2 inches or 144 pixels

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LOGOS | 4

LOGO LOCKUP

Our brand logos always work together. When combined they both elevate the product brand as well as add value overall to Monster headphones.

Monster is always treated as the first read, and treated as the master brand.

The Inspiration tagline should always appear under the Inspiration logo only.

Keep their proportions and minimum spacing consistent as is shown.

The Monster headphone logo should always be positioned above or the opposing right of the Inspiration logo, never below.

Logos are always used together

Always used in the same color

Apply Monster in open clear space

Maximize legibility



MINIMUM WIDTH:
2 inches or 144 pixels

INSPIRATION™

MINIMUM WIDTH:
2 inches or 144 pixels

Serious Audio. High Style.™

MONSTERINSPIRATION.COM

MINIMUM WIDTH:
1.5 inches or 110 pixels

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LOGO LOCKUPS | 5

TYPOGRAPHY

TYPE

Our primary font is Antenna. It's precision, balance and modern edge reflects both our technical and fashionable personality.

HEADLINES

We say things bold and clear with oversized headlines set in Antenna Thin. Keep the leading and spacing tight for a premium look. Always use upper case.

SUBHEADS

We're always simple and direct, and always use upper case.

TEXT

Use crisp, precise language. Express our values through by bringing simple ideas to life. Emphasize our premium quality. Always use sentence case.

ANTENNA
THIN

Case = ALL CAPS

Point Size x .85 = Leading
[100 pt type has 85 pt leading]
Optical -50 pt Kern

SUPER
SONIC

----- HEADLINE

ANTENNA
EXTRA LIGHT

Case = Sentence Case
Point Size + 4 pt = Leading
[12 pt type has 16 pt leading]
Optical -10 pt Kern

It's just you and your music,
taken to a higher level.

----- Text/Descriptor

ANTENNA
REGULAR

Case = ALL CAPS
Point Size + 6 pt = Leading
[12 pt type has 18 pt leading]
Optical Kern

PROGRESSIVE DESIGN

Inspiration's sleek design and premium finishes
give them a crisp look and a very comfortable fit.
Wear them anywhere and enjoy listening for hours.

----- SUBHEAD

----- Text/Descriptor

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TYPEFACES | 6

COLOR

Coming Soon

Primary Colors



??
C: , M: , Y: , K:
R: , G: , B:



??
C: , M: , Y: , K:
R: , G: , B:



??
C: , M: , Y: , K:
R: , G: , B:



??
C: , M: , Y: , K:
R: , G: , B:

Primary Colors for Tablet



??
C: , M: , Y: , K:
R: , G: , B:



??
C: , M: , Y: , K:
R: , G: , B:



??
C: , M: , Y: , K:
R: , G: , B:



??
C: , M: , Y: , K:
R: , G: , B:

Background Color



??
C: , M: , Y: , K:
R: , G: , B:

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COLOR PALETTE | 7

GRAPHIC HIERARCHY

Our type style says a lot about who we are. Refined. Technical. Expressive. Our type handling needs to be consistent and accurate to ensure these qualities are ever-present.

Use the proportion and scaling references shown here as a guide. Our goal is to lead our messaging with crisp headlines that grab your attention and connect directly to the Inspiration brand.

GIVE TYPE APPROPRIATE CLEAR SPACE TO MAXIMIZE LEGIBILITY - SOME OVERLAP OF TYPE AND IMAGE IS ACCEPTABLE TO CREATE A MORE STYLIZED LOOK

ALWAYS SET TYPE FLUSH LEFT AND ON THE LEFT SIDE OF PAGE WHENEVER POSSIBLE

ENSURE THAT THE INSPIRATION MARK IS ALWAYS CLEAR. USE SMALLER HEADLINE PROPORTION ON APPLICATIONS THAT REQUIRE LARGER LOGOS



SUPER
SONIC

4 X

1.5 X

.5 X

It's just you and your music,
taken to a higher level.

1.5 X

INSPIRATION™
Serious Audio. High Style.™

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PAGE LAYOUT | 8

PRODUCT IMAGES

INSPIRATION OVER-EAR

Our product is the heart of our brand. Clean lines, crisp details and premium material sets us apart. Our product imagery celebrates that.

HERO IMAGES

These are the primary images for telling our story. Use them as the lead for any communication that is introducing the product for the first time. Each angle features a unique aspect of our design from the brushed aluminum sides to the custom headbands.

Always use the Black model on the black atmosphere and use the White and Silver on our white atmospheres FOR MARKETING MATERIALS

Assets include cords, if using always fade cords at bottom to simplify.

PRIMARY IMAGES

These images are used as selling tools to provide a more comprehensive overview of our products. Use them in online galleries, retail sales tools and presentations to highlight specific features and design details. Preferred use is on our atmosphere backgrounds. Can be used on plain white backgrounds as well.

MATCHING IMAGES AVAILABLE FOR WHITE AND SILVER HEADPHONES

Product Heroes



Product Primaries



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PRODUCT PHOTOS | 9

PRODUCT IMAGES

INSPIRATION HEADBANDS

Our interchangeable headbands make our product like no other. The easy customization and broad selection of bands is core to our style story.

HEADBAND MONTAGE & STACK

The “montage” image features multiple headbands on multiple headphones. Use it as the lead image.

The “stacked” image shows how easy it is to change, and can be made to reflect masculine or feminine palettes.

USE ONLY ON WHITE ATMOSPHERES

PLEASE REQUEST UPDATES
FROM BRAND TEAM

HEADBAND HEROES 1 & 2

These single images can be featured boldly to showcase our unique color ways.

SINGLE BLACK HEADBAND HEROES
SHOULD ONLY BE USED ON BLACK
ATMOSPHERES

SINGLE WHITE AND SILVER HEADBAND
HEROES SHOULD ONLY BE USED ON
WHITE ATMOSPHERES

MULTIPLE HEADBAND IMAGES ARE
AVAILABLE

Headband Montage



Headband Stack



Headband Heroes 1 & 2



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PRODUCT PHOTOS | 10

LIFESTYLE PHOTOGRAPHY

Our photostyle captures the confidence and character of the new professionals through bold portraiture. Inspiration is all about individuality and an appreciation for crisp style. Use lifestyle imagery only when product hero imagery has already been featured in store or online. It should always draw you in to learn more about product.

UNIQUE PERSONALITIES

Select personas that will connect best with your core customers or support the specific focus of your communication.

SEATED IMAGES HELP COMMUNICATE A SENSE OF ESCAPE AND IMMERSION IN THE SOUND, PERFECT FOR TRAVEL ORIENTED MESSAGES

OTHER PORTRAITS HELP COMMUNICATE CONFIDENCE AND STYLE AND ARE PERFECT FOR MORE LIFESTYLE APPLICATIONS

FOCUS ON PRODUCT

Always use imagery at a scale where the product can be clearly seen. Allow plenty of negative space around people for type and keep layouts clean. Avoid cropping too tight or overlaying typography over people when possible.



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PACKAGING



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BRAND EXECUTION | 12

COLLATERAL



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BRAND EXECUTION | 13

POP



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BRAND EXECUTION | 14

APPLE MFI

Apple MFI badge and legal terms are required for all products that include:

- Apple ControlTalk Cable (ACT)
- 30-Pin Cable
- Authentication Chip

For Apple MFI review and approval please contact:
Kourosh Vakhshouri
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 Cell: 415-646 -6944
 kvakhshouri@monsterproducts.com

For Apple MFI artwork questions please contact:
Lim Ng
 Direct: 415-330-2622
 Cell: 415-316-4642
 lng@monsterproducts.com

For Apple MFI general questions please contact:
Jennifer MacIntosh
 Direct: 415-330-2616
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 jmacintosh@monsterproducts.com

Please be aware that anything created with MFI assets, must be reviewed and approved by Kourosh Vakhshouri and the Monster legal team before proceeding with production.

If there are questions, please do not hesitate to contact anyone from the Monster Apple MFI team listed to the left.

If Apple MFI artwork assets and legal terms are needed for your creative deliverables, please contact Kourosh Vakhshouri.



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Please keep two things in mind when applying legal terms:

1. The items highlighted in **BLUE** (below) would not be translated when translations are required in other languages.
2. Depending on which Apple products our product is compatible with, we state... iPad, iPhone, iPod, iPod classic, iPod nano, iPod shuffle and iPod touch.

Example: If our product is not compatible with iPod nano, we remove this from the legal terms.

For Headphone Products

(that require Apple compliance)

"Made for iPod," "Made for iPhone," and "Made for iPad" mean that an electronic accessory has been designed to connect specifically to **iPod**, **iPhone**, or **iPad**, respectively, and has been certified by the developer to meet **Apple** performance standards. **Apple** is not responsible for the operation of this device or its compliance with safety and regulatory standards. Please note that the use of this accessory with **iPod**, **iPhone**, or **iPad** may affect wireless performance. The remote and mic are supported only by **iPhone 3GS** or later, **iPad**, **iPod touch** (2nd generation or later), **iPod classic** (120GB, 160GB), and **iPod nano** (4th generation or later). The remote is supported by **iPod shuffle** (3rd generation or later). Audio is supported by all **iPad** and **iPod** models. **iPad**, **iPhone**, **iPod**, **iPod classic**, **iPod nano**, and **iPod touch** are trademarks of **Apple Inc.**, registered in the U.S. and other countries. Find complete music phone compatibility: monstercable.com/mp3/controltalkworks

For Mobile, Cable, Speaker Products

(that require Apple compliance)

iPhone, **iPod**, **iPod classic**, **iPod nano**, **iPod shuffle**, and **iPod touch** are trademarks of **Apple Inc.**, registered in the U.S. and other countries. "Made for iPod" and "Made for iPhone" mean that an electronic accessory has been designed to connect specifically to **iPod** or **iPhone**, respectively, and has been certified by the developer to meet **Apple** performance standards. **Apple** is not responsible for the operation of this device or its compliance with safety and regulatory standards. Please note that the use of this accessory with **iPod** or **iPhone** may affect wireless performance.

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APPLE MFI | 16

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