



# Brand Guidelines

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2022

# Contents.

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Our brand guidelines which are stipulated throughout this document outline how the Acoufelt corporate brand is to be used for our visual communication.

Mission & Vision	<b>P.03</b>
Brand Messaging & Tone of Voice	<b>P.05</b>
Our Brands	<b>P.08</b>
Logo & Brandmark	<b>P.10</b>
Typography	<b>P.16</b>
Colors & Gradients	<b>P.19</b>
Brand Collateral & Templates	<b>P.23</b>
Social Media	<b>P.29</b>
Product Renders	<b>P.33</b>
Iconography & Graphic Elements	<b>P.37</b>
Photography	<b>P.40</b>
Video	<b>P.46</b>

# Mission & Vision.

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# Understanding our values.

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## OUR MISSION

Drawing on our deep understanding of the textiles, acoustics, design and manufacturing industries, our mission is to create innovative, environmentally sustainable, fully integrated Acoustic Solutions that sound, look and feel even better than you imagined.

## OUR VISION

To make it easy for **interior designers**, **architects**, and **installers** to create stunning spaces that make a profound difference to how we live, learn and work.

# Brand Messaging & Tone of Voice.

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# Making Quiet by Design.

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Our brand message needs to be clear, concise and confident. When talking about Acoufelt, we must always ensure our values are at the forefront of our communication.

Leading the development of textile manufacturing and technology, with worldwide talent and design expertise, Acoufelt creates holistic soundscaping solutions with architectural interior acoustic products.

Where leading, humanising, designing, innovating, and simplifying are integral to Making Quiet™ for the ears and eyes.

## **LEADING QUIET**

Leading Quiet happens when the foremost global design talent, acoustic soundscaping thought leadership and intellectually lead textile manufacturing capability is all at your disposal.

## **HUMANISING QUIET**

Humanising Quiet is the interweaving of environmental sustainability, human wellness and safety into every project we take on, in our global vision to create more productive and conducive, working and living spaces for humans.

## **DESIGNING QUIET**

Designing Quiet connects the multidimensional dynamic of Acoufelt's color, texture, shape and artistic impact to industry-leading soundscaping capability, giving architects clarity, ease and access to aesthetic acoustic solutions.

## **INNOVATING QUIET**

Innovating Quiet is unstoppable when professional experience connects with our textile and manufacturing technologies resulting in ongoing development across every acoustic product in an array of soundscaping solutions.

## **SIMPLIFYING QUIET**

Simplifying Quiet replaces every architects' technical frustration with the absolute clarity of Acoufelt's holistic approach and seamlessly easy service across project compliance, product installation and soundscaping performance.

# Understanding our brand persona.

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The genius is spirited and confidently clever, attuned to your soundscaping needs and driven by the human experience. Knowing more about material physicality and interior soundscaping than anyone else, they never forget what it's like to not know about the physics, psychology and economic impact of unwanted sound.

The genius never talks down to you, instead humbly goes about solving and preventing sound problems, working hand in hand with design professionals to create beautiful, intentional, ambient spaces. A clear speaking, lateral thinking, approachable expert.

## **OUR TONE AND CHARACTERISTICS**

Spirited & Confident – never dull

Artist & Teacher – keen to learn and loves to share

Visionary Engineer – values aesthetics but understands material physicality

Clear – plain language

Human – not corporate, driven by the human experience

Intelligent Expert – smart but humble

Lateral Thinker & Problem solver – attuned to needs

# Our Brands.

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# Our brands are rich in acoustic and manufacturing IP.

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Acoufelt's product and capability brands are demonstrative of our investment into innovation, resulting in unique and high-value acoustic solutions.

To learn more about our brands visit  
[acoufelt.com/our-brands/](https://acoufelt.com/our-brands/)

## **FILASORB™**

FilaSorb™ felt is designed for acoustics, sustainability, human safety, depth of color and smooth surface printing.

## **QUIETBACK™**

Carpet tiles featuring QuietBack™ have been designed specifically for sound absorption.

## **BARRIERBACK™**

BarrierBack™ is a carpet tile designed for aesthetic and acoustic versatility.

## **QUIETPRINT™**

QuietPrint™ technology allows us to apply high-resolution images to our smooth, sound-absorbing FilaSorb™ felt without compromising its acoustic properties.

## **WOODBESILENT™**

WoodBeQuiet™ is a unique series of acoustic products available in Acoufelt's wood prints, designed to appear like authentic wood grain.