

# MARKETING GUIDELINES

# STREETZ





# THE STORY OF STREETZ

Can you imagine a world without music? We certainly can't. For us, music is more than just an artform – it's the indispensable energy-boosting source of inspiration that moves us throughout our days.

Inspired by this appreciation for music, we decided to create a line of sound ware. An assortment of sound ware products and accessories that makes it enjoyable and easy for you to listen to your favourite music wherever your daily life takes you. Thereby the name STREETZ – our sincere way of honouring all of you, urban and vibrant music-loving people out there.

Minimalistic and refined, our classic design also expresses trend awareness and the belief that life is too short to make it complicated. We believe in keeping things simple, using clean lines, and letting the product speak for itself. That's why all our products are characterized by simplicity and Scandinavian minimalism.

Today there is generally little difference between sound ware products, but that little difference makes a big difference. That's what makes STREETZ stand out.





MUSIC  
FREEDOM  
TRENDY



# MARKETING GUIDELINES

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# LOGOTYPE

## OUR LOGO

The brand STREETZ was created in 2011 to meet the expectations of young people who spend their free time on the street, in parks. Young urban users who choose simple, uncomplicated and affordable products. The white logo in capital letters shows simplicity, easily accessible and available products that everyone can afford.

Minimum permitted size of the logotype is 10 mm wide for print and 37 wide pixels digitally. Keep in mind to leave enough space around the logo.

## COLORS

The white logotype is our primary version and this is the one that should primarily be used in all of our communication. When that is not possible the black logotype should be used.

Black: RGB: 000

CMYK: 0,0,0,100

White: RGB: 255,255,255

CMYK: 0000

Futura PT

Trade Gothic LT Std Bold

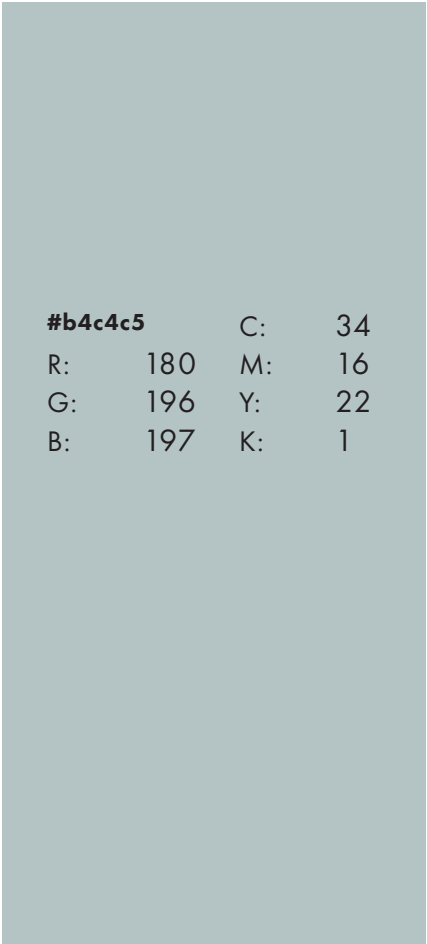
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö

1 2 3 4 5 6 7 8 9 0

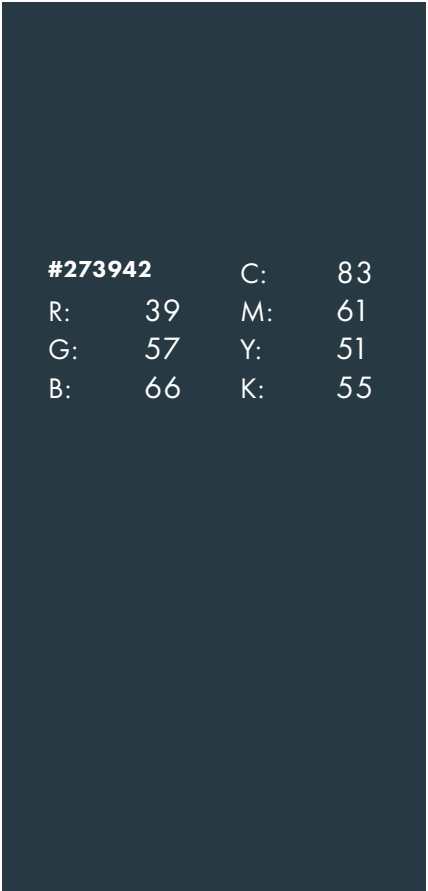
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö

1 2 3 4 5 6 7 8 9 0

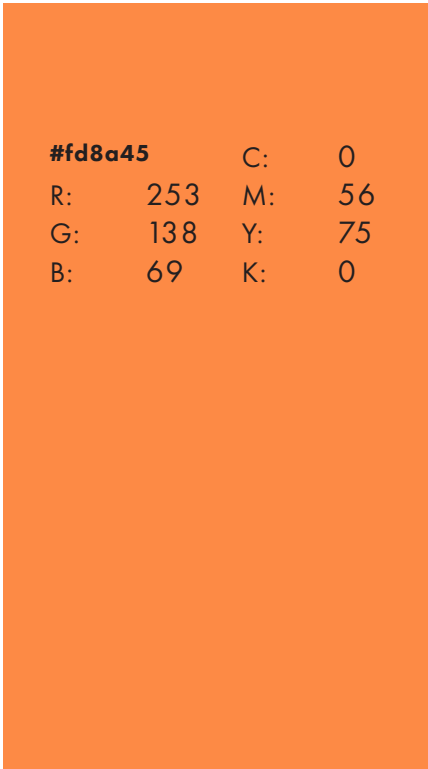
**FONT**



<b>#b4c4c5</b>	C:	34
R:	180	M: 16
G:	196	Y: 22
B:	197	K: 1



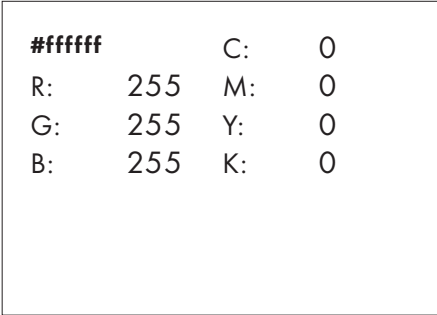
<b>#273942</b>	C:	83
R:	39	M: 61
G:	57	Y: 51
B:	66	K: 55



<b>#fd8a45</b>	C:	0
R:	253	M: 56
G:	138	Y: 75
B:	69	K: 0



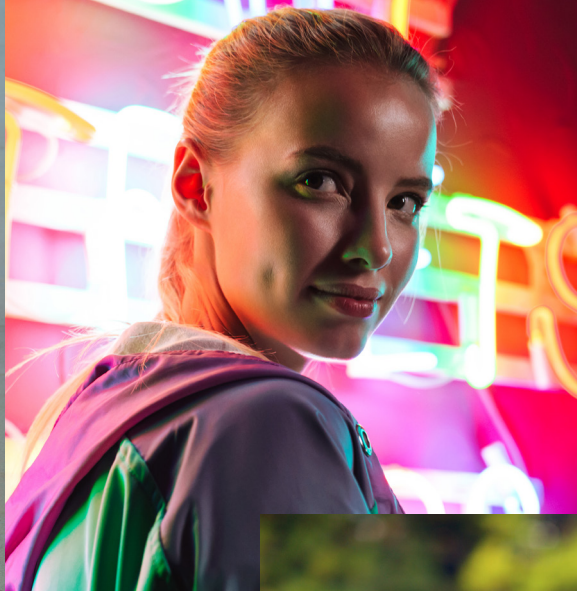
<b>#000000</b>	C:	0
R:	0	M: 0
G:	0	Y: 0
B:	0	K: 100



<b>#ffffff</b>	C:	0
R:	255	M: 0
G:	255	Y: 0
B:	255	K: 0

# COLOR PALETTE





**IMAGE MANNERS**





## FONT

Trade Gothic LT Std Bold



# PACKAGING

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