7 STEPS TO KNOW THE BASIC DESIGN PRINCIPLES
The logo was created with the two product lines, “Pro Audio” and “High End” of “Weiss” in mind. It is this duality that lies at the heart of the “Weiss” brand. The dualism in the sign is expressed through the two intertwined “W’s” that overlap each other.

**Duality**

The actual shape of the sign is an acustical reference to the basic foundation of sound, which is in essence a mechanical wave composed of frequencies. The two intertwined soundwaves also symbolize in an abstract way a “crowning” moment or experience of the marvelous sound.

**Connectivity**

The perfect alignment and connectedness of the elements communicate simplicity, precision and elegance, which also represent swiss values. The word mark “Weiss” in red underscores that very essence and quality.

**Precision**

The main and preferred logo use is in color with the two elements (sign and word mark) combined.

**A Main logo**

The main application on the products differs from its main use. Most important, the sign can never be on its own without the word mark “Weiss” elsewhere displayed. There are certain exceptions to the rule, for example in case of remote controls which are “extensions” of the actual product. Secondly, the word mark “Weiss” and the sign have to be centered. An imaginary “tension” line connects the center of the sign with the word mark.

**B Logo use on products**

In order to achieve and guarantee a successful communication of the “Weiss” brand, it is essential to only use original logo versions. Never try to change, distort or combine the logo with peripheral elements in any given program, which will corrupt its brand value!
**WEISS MEDEA+ reference digital to analogue converter**

### Version A

Width of sign **10 mm**. Word mark and descriptor in **8 pt** with adjusted character tracking (23). This version is used for the majority of the “Weiss” products.

### Version B

Width of sign **9 mm**. Word mark and descriptor in **7 pt** with adjusted character tracking (30). This version is used for the smaller “Weiss” products. Again, there are certain exceptions to the rule. Some products require adjustments in the placement of the descriptor line in order to compensate for minimized space and different product design.

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**Note:**

- All specifications are “lowercase” in “Benton Regular”.
- Exceptions for technical marking like “XLR” which need to be set in “capital letter”.
- Progression of word mark | name of device | descriptor needs to be consistent. The descriptor is set as “lowercase” in “Benton Regular”.
- All specifications are “lowercase” in “Benton Regular”. Exceptions for technical marking like “XLR” which need to be set in “capital letter”.

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**Sign**

Word mark and name of device are set as “capital letter” in “Benton Bold”.

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**Version a**

- Width of sign **10 mm**.
- Word mark and descriptor in **8 pt** with adjusted character tracking (23).
- This version is used for the majority of the “Weiss” products.

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**Version b**

- Width of sign **9 mm**.
- Word mark and descriptor in **7 pt** with adjusted character tracking (30).
- This version is used for the smaller “Weiss” products. Again, there are certain exceptions to the rule.
- Some products require adjustments in the placement of the descriptor line in order to compensate for minimized space and different product design.
General version
The preferred logo use is always in color (sign in black and word mark in red) on a white background. The black & white execution of the logo is 100% in black including sign and word mark.

Additional use
The logo can also be used on a black background. In the case of the color logo, the sign “W” changes to white and the word mark “Weiss” remains in red. In the black & white execution, the entire logo is kept in white.

Colored backgrounds
As an alternative to the black & white backgrounds, the colored logo can also be placed on a grey background of an equivalent of up to 20% black. Colored backgrounds that do not have enough contrast are not allowed because they might interfere with the actual logo.

On image
When the logo is placed on an image background, it is essential that the logo clearly remains legible in color as well as contrast. An incorrect background image usage is shown to the right.

Keep distance
In general, there’s a minimum “safety zone” of 2x to keep in mind, whenever you are placing another object or text near the logo. In case of text, it depends on the size of the typography. If it is smaller type, it can be as close as 1x distance from the logo. However, ideally, you leave more room for the logo to breath.

Dear Mr. Weiss
We wanted to let you ...
**Smallest logo use**
The “Weiss” logo has no scaling restrictions. However it can not be scaled smaller than 6 mm in horizontal length of the sign due to reproduction issues associated to the actual silkscreening process on the products.

**Typography**
The corporate font of “Weiss” is the “Benton Sans” family designed by Cyrus Highsmith. A reduced selection is shown to the right. Besides the “Benton Sans” family, there is also a “Benton Sans Condensed” family available, which is more narrow in the characters. There are license restrictions that apply to the usage of these fonts. Please be mindful of that and if any questions should arise, email us at weiss@weiss.ch for more information.

**PANTONE Black C**
- C: 0
- M: 0
- Y: 0
- K: 100

**RAL 9005**
- HEX: #000000

**PANTONE 186 C**
- C: 1
- M: 100
- Y: 85
- K: 4

**RAL 3020**
- HEX: #C8102E

It is critical to enforce exact colour reproduction throughout all related materials. Wherever possible, always adhere to the PANTONE® Matching System Reference.