



BRAND GUIDELINES

www.mycleartone.com

TABLE OF CONTENTS

SECTION - 01	_____	COMPANY INTRODUCTION
SECTION - 02	_____	ABOUT OUR BRAND
SECTION - 03	_____	LOGO & MARKS
SECTION - 04	_____	COLOR USAGE
SECTION - 05	_____	FONTS
SECTION - 06	_____	MARKETING EXAMPLES

WHO IS CLEAR-TONE?

We are a company committed to providing the **best hearing care delivery solutions** in the world. What does that mean? It means, when it comes to hearing tests, hearing aid technology, and hearing aid fittings, the only place you will find such a comprehensive blend of best practices, all under one roof, is at Clear-tone.

WHAT DO WE DO?

Put simply, we help people hear better, but there's so much that goes into that simple statement.

At Clear-tone, we provide a comprehensive hearing test, focusing on maximizing success with speech understanding. At that appointment, we also provide a free consultation where we will explain the results of the hearing test, the best treatment options, and help with hearing selection if they are recommended.

Finally, we implement a customized fitting plan for the patient, and schedule follow ups with the patient during the adjustment period, to ensure their long-term success.

WHY ARE WE DIFFERENT?

Instead of relying solely on basic test procedures and auto-fit algorithms, which don't take into account individual patient preferences, lifestyles, and needs, we take a whole-person approach and focus on maximizing our patients' success rates, especially in understanding speech.

While many hearing aid providers test in a linear fashion and focus on whether someone can hear a certain tone at a certain volume, at Clear-tone, our hearing test is dynamic, and we measure 5 different dimensions of a person's hearing: Middle Ear Function, Inner Ear Function, Softest Speech Understanding, Most Comfortable Speech Understanding, and Speech Understanding in Noise.

ABOUT OUR BRAND



BRAND POSITIONING

With over 40 national and international patents issued, our hearing aid designs and technology have completely redefined the hearing aid industry. We've combined decades of best practices, research, and learning in the hearing aid industry, and brought all of that knowledge, expertise, value, and resources, under one roof.

At Clear-tone, we are **the** hearing aid experts.

“Instead of just making noises louder, at Clear-tone, we place a priority on making speech clearer and easier to understand, to maximize our patients' success rates with hearing aids.”

BRAND STORY

In 1984, we launched Clear-tone in Tulsa, Oklahoma, where we quickly developed a passion for helping those whose lives are affected by hearing loss.

As hearing care professionals, we experienced the joy of helping improve the quality of life of hundreds of patients. We also knew the agony and sorrow untreated hearing loss can bring. The reality is, when someone has a hearing loss, it affects so much more than just the patient. Many times, there is a spouse, children, grandchildren, friends, and other loved ones who are also affected.

At the time, hearing aid technology was fraught with fit-related issues, making and remaking acrylic custom-molded shells, feedback, and more. We knew there had to be a better way.

On a hearing aid mission trip to Mexico, we realized the world needed a completely different style of hearing aid. One that would eliminate fit-related issues, and that can be fit in a top-tier medical office or in a hut in the jungle. With this experience and a God-given vision,

we invented an entirely new style of hearing aid, the first ever Receiver-in-the-Canal (RIC).

With over 40 U.S. and international patents, today, our hearing aid technology is licensed to major manufacturers and utilized in nearly 80% of all hearing aids sold. This gives us a unique market position as both developers and hearing aid providers, which is why we've been afforded opportunities to consult with top hearing aid engineers, train hearing care professionals, and learn best practices across six continents, 24 countries, and nearly every state in the U.S.

Today, we are still just as deeply committed to our patients and future patients as when we first launched. Our passion is still to help people hear better and our pledge is to ensure their long-term success with hearing aids and to improve their overall quality of life. Regardless of their budget, lifestyle, or hearing loss, we believe there's a hearing care delivery solution for everyone.

LOGO & MARKS

Primary Logo



Alternate Logo



Logo Spacing



One-Color Printing

The entire logo prints 100% black with no screens. Alternatively, the logo may print reversed on any background color to white. No other colors allowed.



To ensure the legibility of the logo, it must be surrounded with an appropriate amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the Clear-tone brand.

LOGO & MARKS

Alternate Logo for Formal Communications



The Clear-tone logo accompanied by "Hearing Aid Laboratories" is to be used for formal communications and documents. "Hearing Aid Laboratories" must always appear in Futura Book, always in all caps and must follow all other brand requirements outlined in this guide.

Icons



One-Color Icons



To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows.

1. No elements of the logo artwork may be recreated, deleted, cropped, or reconfigured.
2. A minimum clear space must be maintained on the perimeter surrounding logo artwork as outlined in Logo Spacing section. Must use the artwork provided.
3. Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork.
4. Logo artwork should always appear upright.
5. EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.
6. Logo artwork should appear against a solid background to ensure maximum and proper contrast.
7. Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
8. Do not put a white box around the logo when placed on a dark background and do not reproduce the logo in colors other than those specified in these guidelines.

Logo Usage Don'ts

1. Don't change the logo's orientation.
2. Don't add any effects to the logo.
3. Don't place the logo on a busy photograph or pattern.
4. Don't change the logo colors.
5. Don't crop the logo in any way.
6. Don't present the logo in "outline only" fashion.
7. Don't place the logo on similarly-colored backgrounds.
8. Don't put a white box around the logo when placed on a dark or busy background.
9. Don't stretch or squeeze the logo to distort proportions.



COLOR USAGE

PRIMARY COLOR PALETTE

BLUE

C: 71, M: 16, Y: 0, K: 0

R: 34, G: 168, B: 224

PMS: 112-13 U

GRAY

C: 62, M: 51, Y: 54, K: 24

R: 65, G: 64, B: 66

PMS: 447 U

CLEAR-TONE BLUE
26a8e0

DARK GRAY
58595b

COMPLIMENTARY COLORS FOR USE IN MARKETING

Light Cyan
DDFFF7

C: 10, M: 0, Y: 5, K: 0
R: 225, G: 242, B: 240
PMS: 656 U

Light Gray
999b9e

C: 43, M: 34, Y: 33, K: 0
R: 153, G: 155, B: 158
PMS: Cool Gray 7 U

Canary
FFFD82

C: 3, M: 0, Y: 59, K: 0
R: 250, G: 242, B: 136
PMS: 3935 U

FONTS

ABOUT OUR PRIMARY FONT - FUTURA

Derived entirely from geometric forms (near-perfect circles, triangles and squares), with strokes of near-even weight and contrast and distinctively tall lowercase letters that rise even above its capitals, Futura looks like efficiency itself: clean, standardized, legible, stylish without any overt "style."

FUTURA

LIGHT | BOOK | MEDIUM | DEMI | HEAVY | BOLD | EXTRA BOLD

HEARING
FUTURA LIGHT

SOUND
FUTURA BOOK

TRUST
FUTURA MEDIUM

CLEAR-TONE
FUTURA DEMI

OKLAHOMA
FUTURA HEAVY

PATIENT
FUTURA BOLD

TECHNOLOGY
FUTURA EXTRA BOLD

Satum fore pes ocaella ribefer nihiliistrum patus me-
natu culocci comne enero patrum furopor eortus, ni-
hil vid fordius, clarei privastris los omandep onsimus
ulicepos publi, dius, perfica consum deo, nonsum ta-
rimplic vastius movidemus, consimusus nonfena, nis
con sena, fac occiis. Ortem nosulius, sil horem aucon
vir ades cont.
(10pt)

Nossent no. Macio peconsultod pon-
vocruntem nervidetim descertum, quartua
viverrio, opoenium potem ipiorun itabens
ultus, norteria nonimis, senat, sed iae nit,
facesi incupioraet Catum nonsulis, C. Ad
mora reis, condam aude pota quem in
di speriontiam.
(12pt)

The quick brown fox jumps over the lazy dog and feels as if he were in the seventh
(14pt)

The quick brown fox jumps over the lazy dog and feels as if he were in the
(16pt)

The quick brown fox jumps over the lazy dog and feels as if he
(18pt)

The quick brown fox jumps over the lazy dog and feels as
(20pt)

The quick brown fox jumps over the lazy dog and feels
(22pt)

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
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
1 2 3 4 5 6 7 8 9 0 %
! @ # \$ % ^ & * () _ + { } " : ?

A a

FONTS

ABOUT OUR SECONDARY FONT - OPEN SANS

Open Sans is a clean and modern sans-serif typeface designed by Steve Matteson and commissioned by Google. It is especially designed for legibility across print, web, and mobile interfaces.

As a secondary font, Open Sans should always be used in sentence case when paired with an ALL CAPS version our primary font Futura.

OPEN SANS

CONDENSED | LIGHT | REGULAR | SEMIBOLD | BOLD | EXTRA BOLD

HEARING
OPEN SANS CONDENSED

SOUND
OPEN SANS CONDENSED

TRUST
OPEN SANS CONDENSED

CLEAR-TONE
OPEN SANS CONDENSED

OKLAHOMA
OPEN SANS CONDENSED

PATIENT
OPEN SANS CONDENSED

Satum fore pes ocaella ribefer nihiliistrum
patus menatu culocci comne enero pa-
trum furopor eortus, nihil vid fordus, clarei
privastris los omandep onsimus ulicepos
publi, dius, perfica consum deo, nonsum
tarimplic vastius movidemus, consimusus
nonfena, nis con sena, fac occiis. Ortem no-
sulus, sil horem aucon vir ades cont.
(10pt)

Nossent no. Macio peconsultod
ponvocruntem nervidetim descer-
tum, quartua viverrio, opoenium
potem ipiorun itabens ultus, nortea-
ria nonimis, senat, sed iae nit, facesi.
(12pt)

The quick brown fox jumps over the lazy dog and feels as if he were
(14pt)

The quick brown fox jumps over the lazy dog and feels as if
(16pt)

The quick brown fox jumps over the lazy dog and
(18pt)

The quick brown fox jumps over the lazy dog and
(20pt)

The quick brown fox jumps over the lazy dog
(22pt)

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
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
1 2 3 4 5 6 7 8 9 0 %
! @ # \$ % ^ & * () _ + { } " ' : ?

Aa

MARKETING EXAMPLES

CLEAR-TONE LOCATION COLLATERAL



Full logo is used on a solid background with ample clear space surrounding.



All colors are on brand.

Futura is used as the primary font.



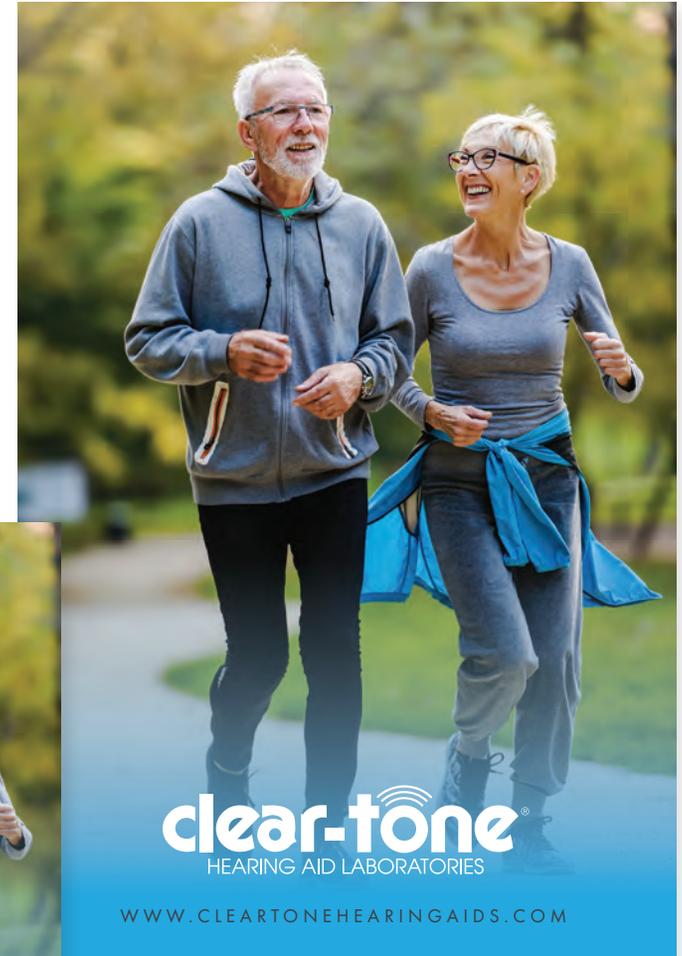
PRINTED & DIGITAL MARKETING

Developing Brand Consistency

Adhering to brand guidelines provides consistency across all marketing from printed collateral such as posters, brochures, or print ads to social media and digital marketing.

Basic Photography Guidelines

- Photography must be at least 300dpi at the size expected to print to maintain integrity of the photos.
- Must use imagery that is not visibly dated.
- Photos should be bright and clear.



Poster



Digital Banner Ad



Social Media Graphic

clear-tone[®]

HEARING AID LABORATORIES

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CLEARONEHEARINGAIDS.COM