



**Corporate Guidelines**  
October 2002

# Table of Contents

Logotypes.....	02
Clear Space.....	03
Brandline.....	04
Color Palette.....	05
Typography.....	06
Borchure (one product).....	07
Do Nots.....	08

# Logotypes



These logotypes explain who Waveidea is - simply and directly. Do not modify or disassemble them in any way, and feel free to use them in all applications, unless noted otherwise somewhere in these guidelines.



# Clear Space



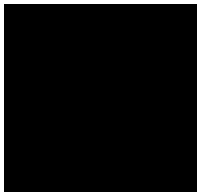
Please maintain a minimum area of clear space around all sides of the Waveidea logotype. It will ensure that the brand gets the importance it deserves.

# Brandline



A brandline and lockup has been developed to explain what Waveidea offers to its clients. Use this lockup whenever deemed appropriate, and refrain from modifying it in any way.

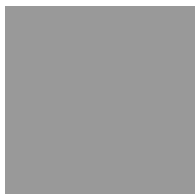
# Color Palette



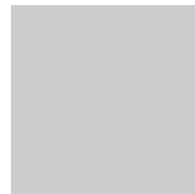
**Black**  
CMYK 0 0 0 100  
RGB 0 0 0



**Orange**  
CMYK 0 51 87 0  
RGB 247 146 57



**Grey 1**  
CMYK 0 0 0 40  
RGB 153 153 153



**Grey 2**  
CMYK 0 0 0 20  
RGB 204 204 204

Color is an important element in the visual identity of Waveidea. This palette will help maintain a coherent look. The primary colors are orange and black, with a group of neutral greys.

# Typography

Helvetica Neue Roman

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Helvetica Neue Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

ORACLE

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

These typefaces have been chosen carefully to represent Waveidea personality. Use whenever possible, and replace with generic versions in such instances where they are not available.

# Brochure

**UASC-1**  
USB - MALLBE-2 / PCI-E - LOGIC CENTER

**THE SYSTEMS ONLY PROVIDES THE BEST SOLUTION**

UASC-1 is the most advanced USB-to-analog system solution available for professional audio and video applications. It is designed to provide the best performance in any system, providing a clear and precise sound reproduction. It is designed to provide the best performance in any system, providing a clear and precise sound reproduction. It is designed to provide the best performance in any system, providing a clear and precise sound reproduction.

**THE PROFESSIONAL SOUND SYSTEM SOLUTION**

Full digital UASC-1 can be used in professional audio and video applications. It is designed to provide the best performance in any system, providing a clear and precise sound reproduction. It is designed to provide the best performance in any system, providing a clear and precise sound reproduction. It is designed to provide the best performance in any system, providing a clear and precise sound reproduction.

**THE STEREO AND LOGIC CENTER**

UASC-1 is designed to provide the best performance in any system, providing a clear and precise sound reproduction. It is designed to provide the best performance in any system, providing a clear and precise sound reproduction. It is designed to provide the best performance in any system, providing a clear and precise sound reproduction.

[WWW.WAVEIDEA.COM](http://www.waveidea.com)







**UASC-1**  
USB - MALLBE-2 / PCI-E - LOGIC CENTER

**THE SYSTEMS ONLY PROVIDES THE BEST SOLUTION**

**DT KEY FEATURES**

System and digital core  
High performance audio and video  
Analog  
Full digital UASC-1 can be used in professional audio and video applications. It is designed to provide the best performance in any system, providing a clear and precise sound reproduction. It is designed to provide the best performance in any system, providing a clear and precise sound reproduction. It is designed to provide the best performance in any system, providing a clear and precise sound reproduction.

**UASC-1 KEY FEATURES**

Full digital UASC-1 can be used in professional audio and video applications. It is designed to provide the best performance in any system, providing a clear and precise sound reproduction. It is designed to provide the best performance in any system, providing a clear and precise sound reproduction. It is designed to provide the best performance in any system, providing a clear and precise sound reproduction.

[WWW.WAVEIDEA.COM](http://www.waveidea.com)







These are front and back of a brochure that highlights one product. Please refer to the files included on the disk for further information.



# Do Nots



These are a few examples of misuse of Waveidea's logotype. Do not modify it in any way, and follow the directions in these guidelines for the creation of all communication pieces. It will help create a consistent and thoughtful representation of the company to its customers.