<table>
<thead>
<tr>
<th>Table of Contents</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. About Barix</td>
<td>5</td>
</tr>
<tr>
<td>2. Logo</td>
<td>7</td>
</tr>
<tr>
<td>3. Color Usage</td>
<td>13</td>
</tr>
<tr>
<td>4. Typography</td>
<td>17</td>
</tr>
<tr>
<td>5. Icons</td>
<td>23</td>
</tr>
</tbody>
</table>
1. ABOUT BARIX

Our Mission

We develop reliable solutions for our customers with our excessive experience and clever ideas within the field of audio over IP technology. Fast developed prototypes show our abilities and willingness for hands on communication that solves problems. By sharing the development costs with the customer, we help the audio business to innovate faster and make the final product available to a wide audience.

Our Vision

We are the number one intelligent audio engineering partner for OEMs in the market that do not want to rely on huge corporations and build self-governed intelligent audio. Intelligent Audio is the less intrusive, more anonymous way to build intelligent audio devices for smart control and surveillance. We make the world a better place by allowing modern AI technology to be used without a back door.
2. LOGO
Clear Space

There's a minimum area of clear space surrounding the logo that should always be respected, thus allowing the brand identity to stand out. This area is equivalent to the height of the logotype, illustrated here by the letter “i”.

Incorrect Usages

- Do not rotate the logo.
- Do not add effects of any kind to the logo.
- Do not change the color of the logo.
- Do not place the logo in a shape or container.
- Do not stretch or compress the logo.
- Do not use the logo on backgrounds where neither version is easily readable.
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3.

COLOR USAGE
**Brand and Secondary Colors**

- **CMYK: 71 65 67 77**
  - RGB: 29 29 27
  - HEX: 1D1D1B
  - Main color for text and secondary buttons in light backgrounds. Can be used as background color.

- **CMYK: 11 97 98 2**
  - RGB: 212 41 40
  - HEX: D42928
  - Color for highlights, main buttons, feedback for interactive elements, and negative feedback and online states. Can be used as background color for some elements.

- **CMYK: 0 0 0 0**
  - RGB: 255 255 255
  - HEX: FFFFFF
  - Mainly the color of most canvas for graphic pieces, can be used sparingly in text.

- **CMYK: 58 31 12 0**
  - RGB: 113 154 190
  - HEX: 719ABE
  - Secondary color, used mainly as background for sticker-like elements, ex.: new and prototype products.

- **CMYK: 69 0 99 0**
  - RGB: 70 191 70
  - HEX: 46BF46
  - Secondary color, used mainly for positive online states and feedback, ex.: check marks.

- **CMYK: 5 33 75 0**
  - RGB: 239 176 88
  - HEX: EFB058
  - Secondary color to be used sparingly, ex.: as complementary color in some diagrams.

**Grey Tones**

- **CMYK: 66 58 58 39**
  - RGB: 74 74 73
  - HEX: 44A4A4
  - Support tone. Can be used as an alternative for body text in some compositions.

- **CMYK: 52 43 44 8**
  - RGB: 128 128 127
  - HEX: 80807F
  - Support tone. Used online in inactive slider selectors and placeholder text in input boxes.

- **CMYK: 41 33 34 1**
  - RGB: 158 158 157
  - HEX: 9E9E9D
  - Support tone. Can be used in icons and as the background color for online Calls to Action.

- **CMYK: 22 17 18 0**
  - RGB: 198 198 198
  - HEX: C6C6C6
  - Support tone.

- **CMYK: 7 5 5 0**
  - RGB: 235 235 234
  - HEX: EBEBEA
  - Support tone. Used in lines, borders and input boxes.

- **CMYK: 2 1 1 0**
  - RGB: 248 248 248
  - HEX: F8F8F8
  - Main color for text in dark backgrounds. Can be used sparingly as background color.
4.

TYPOGRAPHY
Main Typeface

**Source Sans Pro**

- **Light**
  - The common style for all mediums. Used in body text, messages and information snippets. Standard size: 16pt.
  - Used in small notes or sections of complementary information. Standard size: 12pt.

- **Regular**
  - Standard size: 16pt.

- **Bold**
  - Used in titles, subtitles, buttons, and to highlight important information in any other type of text. Upper case can be applied in some instances. Standard sizes, title: 24pt or 20pt; subtitle and calls to action: 16pt.

Supporting Typeface

**Montserrat**

- **Bold**
  - Used in headers, subheaders and as support font in promotional material. Upper case can be applied in some instances. It should always be at least 1.5x the size of the main text. Example: main text: 16pt; Support text: 24pt.

- **Regular**

- **Light**
Size and Spacing Between Text Elements

Elements should have a minimum spacing between them in order to add to the readability as a whole. Graphic pieces should be designed following a rule of multiples of 8. If the body text is set to 16pt, the size and spacing of everything else should be set on multiples of that value. A good non-mandatory rule of thumb is to set the spacing the same as the font size of the text above it, but ultimately it’s all dependant on the balance of the whole composition.
5. ICONS
Most icons used by Barix come from the Font Awesome Pro pack. However, in order to better fit the subjects they aim to illustrate, some icons come from the Noun Project, while others were customized or built from scratch.

**Large Icons**

Large icons can be used to illustrate and give character to their respective topics, relevancy to the context being mandatory. Depending on composition and section alignment, they can be used on top, to the left, or to the right of their section. The icons can be placed in a shape or container and should be least least 1.5x the size of the title.

**Small Icons**

Small icons generally go inline with the text and can be used to illustrate features or options in all kinds of mediums, from print material to online portals and apps. A margin of at least 0.75x the font size should always be taken into account between the icon and the text. Example: text with font size of 16pt has a margin to the icon of at least 12pt.

- **MP3, AAC+ decoder**
- **User Settings**

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**Reliable and Solid**

We create products that last. Buy it once and it runs. Certified and tested for more than 10 years.

Full management control, no infrastructure, no IT staff. Check delivery status in real time.
6.

ONLINE ELEMENTS
Buttons

Each type of boxed button has two versions: label aligned to the left with an arrow aligned to the right, or label centered inside the button. Label text should be bold. These buttons should be square, however slightly round edges can be used as well (up to 4px). Height should be 4 times the font size (eg.: font size of 16px equals box height of 64px) while width is dynamic and adaptable to where the button is to be placed, always leaving a left and right padding at least the same size as the font size.

Application of each type and version is dependant on hierarchy and purpose, balance and ease of access being what dictates their use.

Primary Buttons

The red filled-out button should be used as the final step of a chain of actions. There should never be more than one of these buttons per page/view. Eg.: Registering, logging in, or sending a message.

Depending on its usage, the transparent button with a red frame can go together with the red filled-out button as a means to cancel an action, or independently as a high important action on a page/view. There is usually just one per page/view.

Secondary Buttons

The black filled-out button should be used for the most important subordinate action on a page/view. It usually leads to another page or section, or represents the next step in a chain of actions.

The transparent button with a black frame is used for most other subordinate actions. There can be as many as a page/view needs. Blending nicely with other content, these buttons do not trigger emergency on the user.

Text Buttons

Lorem ipsum dolor sit amet, this here is a link adipiscing elit.

Parts of body text can act as buttons. These are always red and usually take the user to another page/view related to the linked text.

Subtle calls to action that can go after blocks of text, they always feature an arrow to the right, spaced exactly 0.75x apart (eg.: font size of 16pt equals to spacing of 12pt).
**Button Hover Effects**

On hover, all regular boxed buttons should be color filled red, its label become pure white, be stripped off their frame (if they have one), and grow by 1 pixel².

**Buttons Over Dark, Noisy or Colored Background**

A pure white version of the regular buttons can be used on dark backgrounds or images. Due to the heavier nature of such backgrounds, only framed buttons should be used and very sparingly - preferably a single one - to avoid visual noise and confusion. Text buttons can be used without much restriction other than readability.

Only transparent buttons with a pure white frame and label/arrow should be used over dark or noisy backgrounds. They should always be positioned over an area that allows them to be easily recognized as buttons and where their objective is immediately clear. On hover, these buttons grow 1 pixel² and become pure white filled with red label/arrow.

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Links in body text over dark background are pure white (against a tone of grey used in the regular text). To further the differentiation, they should be underlined by default. There’s no added effect on hover.

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Other than being pure white, these calls to action feature all the fundamentals of their regular counterpart. Hovering underlines the buttons label, but not the arrow.