










GPU Audio

BRAND GUIDELINE



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Brand Ideology

- Brand Mission & Vision
- Product



Vision



GPU Audio envisions a digital future, where audio processing power is unlimited, cloud computing for audio production is the norm, where music and sound producers are finally able to rise to the challenge of the exponential demand for the content we are facing in a post-COVID transdigital world

Mission



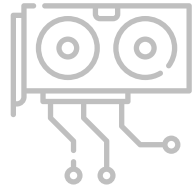
Our mission is to make GPU Audio becoming the next standard of audio processing so that music and audio production can stand up to the incredible demands of 21st-century content.

The current state of audio processing for high-end VR projects, spatial sound content, and high-resolution audio is in a constant state of flux and often disarray (multi-computer workflows, breakdown in real-time audio, etc) and the socio-political state of the world after Covid has changed production workflows permanently.

We believe that GPU Audio holds the key to fast, easy, and unlimited power that is needed to truly allow audio producers and their adjacent industries to participate fully and economically in the future of content and increasingly immersive experience.



Product



GPU Audio is a technology infrastructure company that has created the world's first GPU-based platform and technology stack for audio processing, unlocking GPU's power for over 40M+ music and sound producers around the world.

The dream of utilizing the thousands of processing cores on a GPU for audio has been around for decades and has been attempted numerous times but failed due to the fundamental computer science issues that create steep barriers between audio processing and parallel processing on GPU architecture.

By resolving these issues with unique math implementations, low-level assembler code and DSP algorithmic application, we've successfully created a full-stack innovation, from the fundamental building blocks of modern music production (plugins) to an SDK for developers and Cloudstage, our flagship cloud-computing platform that will transform the huge post-production industry for film, tv and media streaming.





Communication

- Target Audience & Tone of Voice
- Name & Tagline



Target audience

Our product is versatile in its application opportunities. Therefore, we define two main target audiences.

Plugins consumer market (B2C)

B2C solution is made for economically diverse community of audio producers. Starting with Home and Project Studios and Small to Medium Sized Studios up to Major Recording and Post Studios.

Cloudstage consumer market (B2B)

While our B2C solution helps individuals to accelerate their production process, there are even more need in GPU Audio software in Media business. Media enterprises employ a diverse group of production teams. Thus, the list of end users may include in-house production teams as well as hired studios and freelancers.

Tone of voice

TBA



Name

GPU Audio

The name perfectly reflects the main idea and vision of our brand. The absolute power and speed given by **GPU** characteristics and applied to the only thing we appreciate the most – **Audio**.

Tagline

Seamless collaboration. Lightning fast results.

While our name is basically explaining the core of our brand, the tagline represents the outcome of our solutions. A combination of solid and cherish user experience with Cloudstage makes a collaboration seamless. Moreover, the power of solutions provided accelerates the workflow and brings us to great results.





Core elements

- Brand Logotype
- Brand Typeface
- Brand Palette
- Brand Elements



Brand Logotype

This concept explores a logotype that draws inspirations from the lightning fast results brought by GPU process power. The goal is to introduce the logotype that best represent the strong confidence in results and refers to the diversity of solutions, satisfying emotions and user experience benefits. The combination of high quality steel, deep sky blue and orchid purple reflects the true passion to the high quality sound with confidence in results. And lightning in a letter 'G' makes it fast – lightning fast.

Click on the icon to download the logotype



GPU
audio

GPU
audio

GPU
audio

GPU
audio

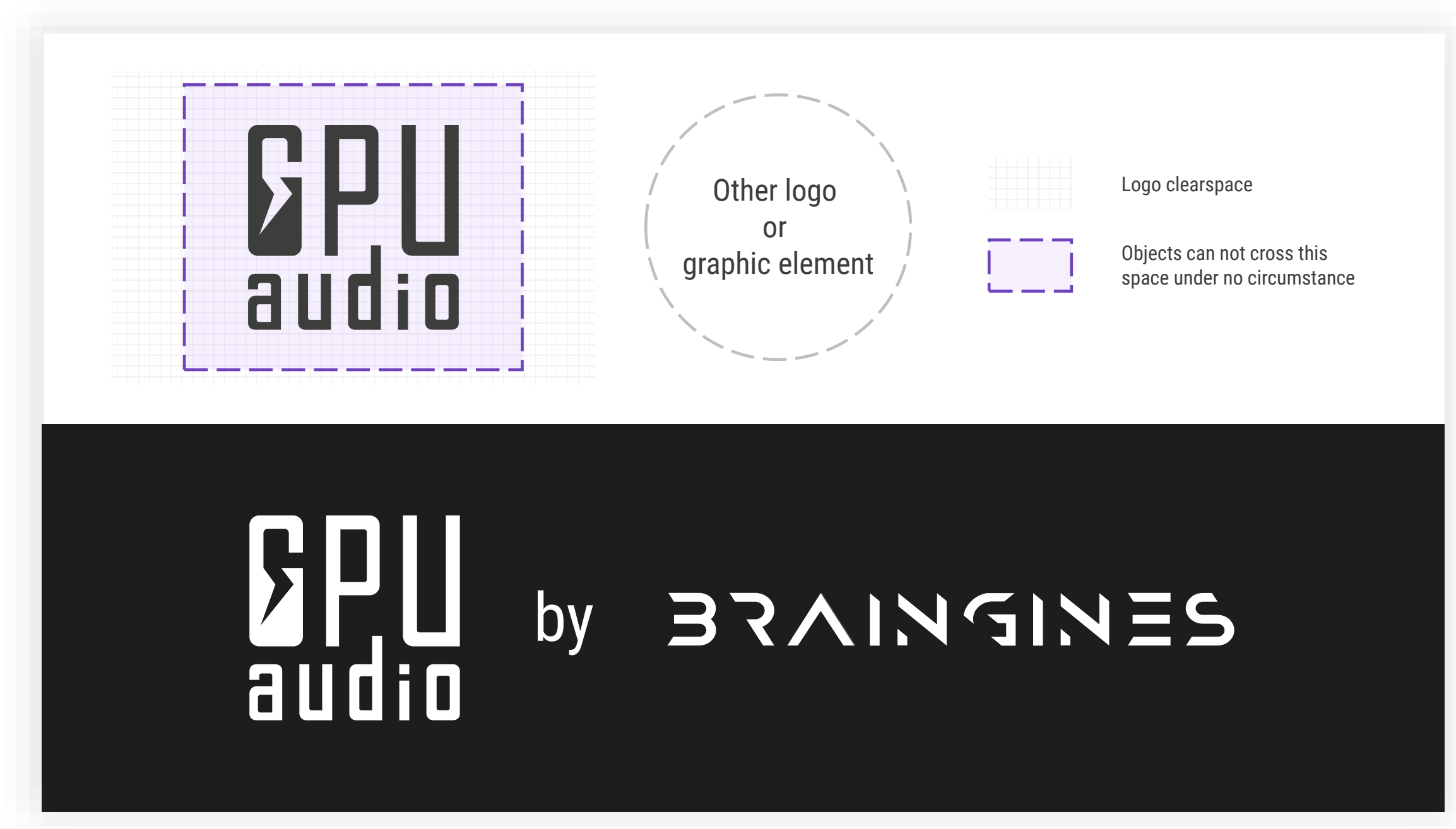
Brand Logotype

Symbol Clearspace

The symbol clearspace is defined here. The clearspace is used if the symbol is placed next to any other graphic element. The defined clearspace prevents any other logo or graphic form encroaching on the GPU Audio symbol. This will retain maximum logotype legibility and clarity.

BRAINGINES Logo

While our brand is GPU Audio it originally comes from BRAINGINES team. Therefore in some cases both symbols could be used. In this case the clearspace guidelines should be used as well as preposition 'by'.



Brand Typeface

Main pair – Roboto
Condensed


HEADINGS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

BODY

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Download
font



Secondary pair – Roboto

HEADINGS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

BODY

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Download
font



Substitute pair – Arial

HEADINGS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

BODY

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Seamless Collaboration, Lightning Fast Results

We unlocked GPU to handle all aspects
of audio processing

We believe that GPU Audio holds the key to fast, easy, and unlimited power that is needed to truly allow audio producers and their adjacent industries to participate fully and economically in the future of content and increasingly immersive experience.

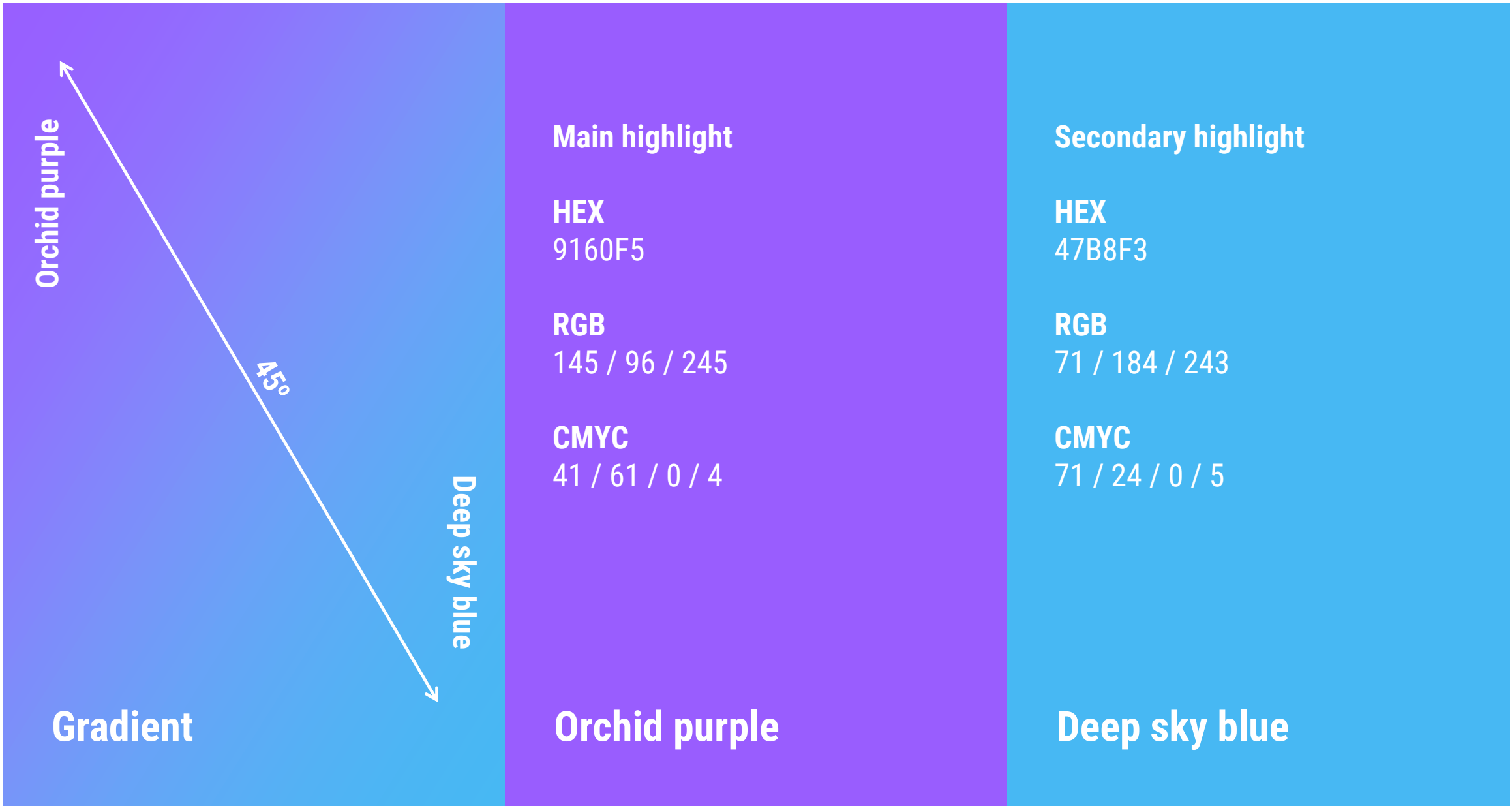
Brand Palette

Accent colors

To highlight main ideas or to outline an element connected with GPU Audio brand please use these colors.

In basic elements (shapes, boxes, lines) it is preferable to use gradient.

To show the contrast please use main and secondary highlight colors. Kind reminder – orchid purple is always the main tone.



Brand Palette

Non-accent colors

There is no need in too colorful palette.
The content is powerful enough, thus,
make it simple.

Text (dark background)

HEX
FFFFFF

RGB
255 / 255 / 255

CMYC
00 / 00 / 00 / 00

White

Neutral

HEX
BFBFBF

RGB
91 / 191 / 191

CMYC
0 / 0 / 0 / 25

Light gray

Text (light background)

HEX
3C3E3C

RGB
60 / 62 / 60

CMYC
3 / 0 / 3 / 76

Slate grey

Background

HEX
1D1D1D

RGB
29 / 29 / 29

CMYC
0 / 0 / 0 / 89

Coal black

Brand Elements

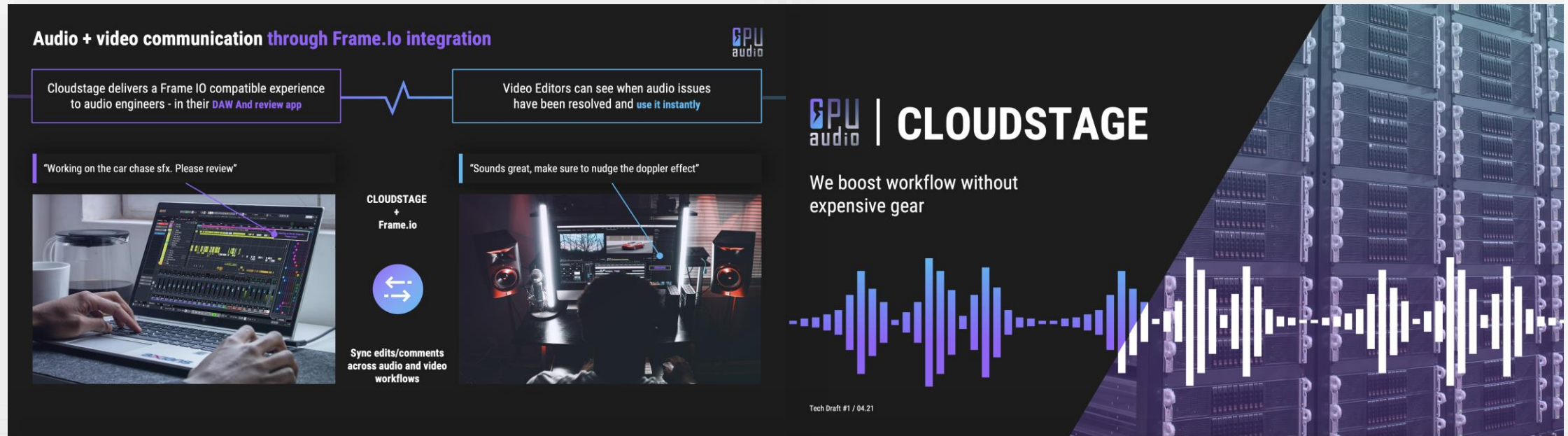
Shapes

To make an overall experience filled with brand feeling some basic rules should be remembered:

- It is preferable that shapes should have straight corners, which could be angled for highlighting content
- Round shapes may be used only in combination with icons or infographics
- It is preferable for shapes to be combined with patterns

Patterns

There are two main brand patterns. First represents the quality of audio and exceptional experience. Second one shows the lightning fast processing powers. Combination of these two patterns is not allowed. It is preferable to apply gradient color to these patterns.



Lightning wave

Sound wave

Brand Elements

Icons

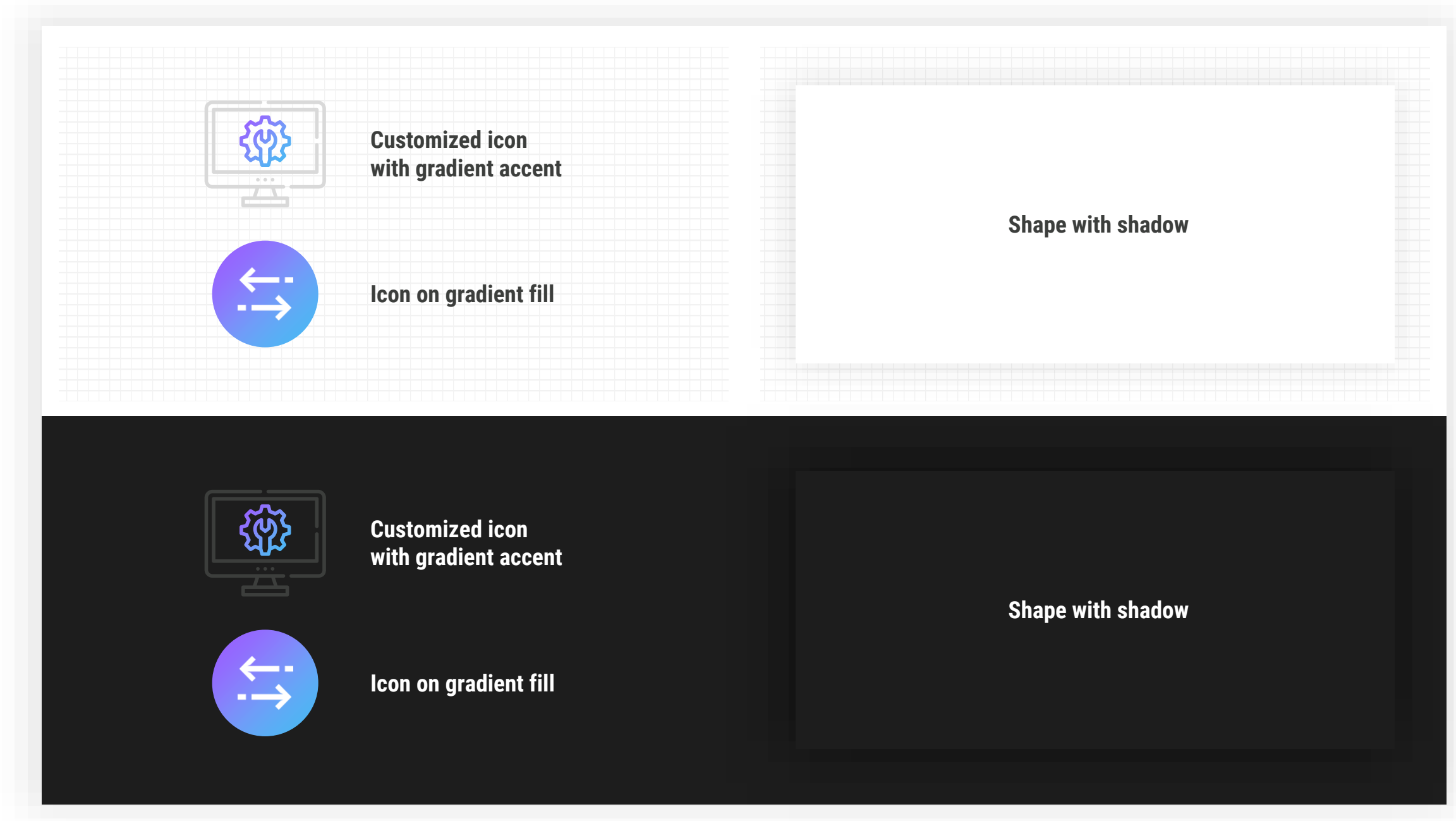
Remember this – icons are lifesavers. To apply this wisdom you should remember some design tips:

- Use icons in SVG format only
- Accent elements should be filled with gradient
- Icons can be placed in circle form with gradient fill

Effects

To make some main points highlighted shadow effect can be used. Remember to choose correct settings:

- Transparency – 50%+ on dark background / 85%+ on light background
- Size – 102-105%
- Blur – 20-50 pt





Design assets

- Photos
- Mockups
- UI Plugins





Photos

Basic rules of working with photos

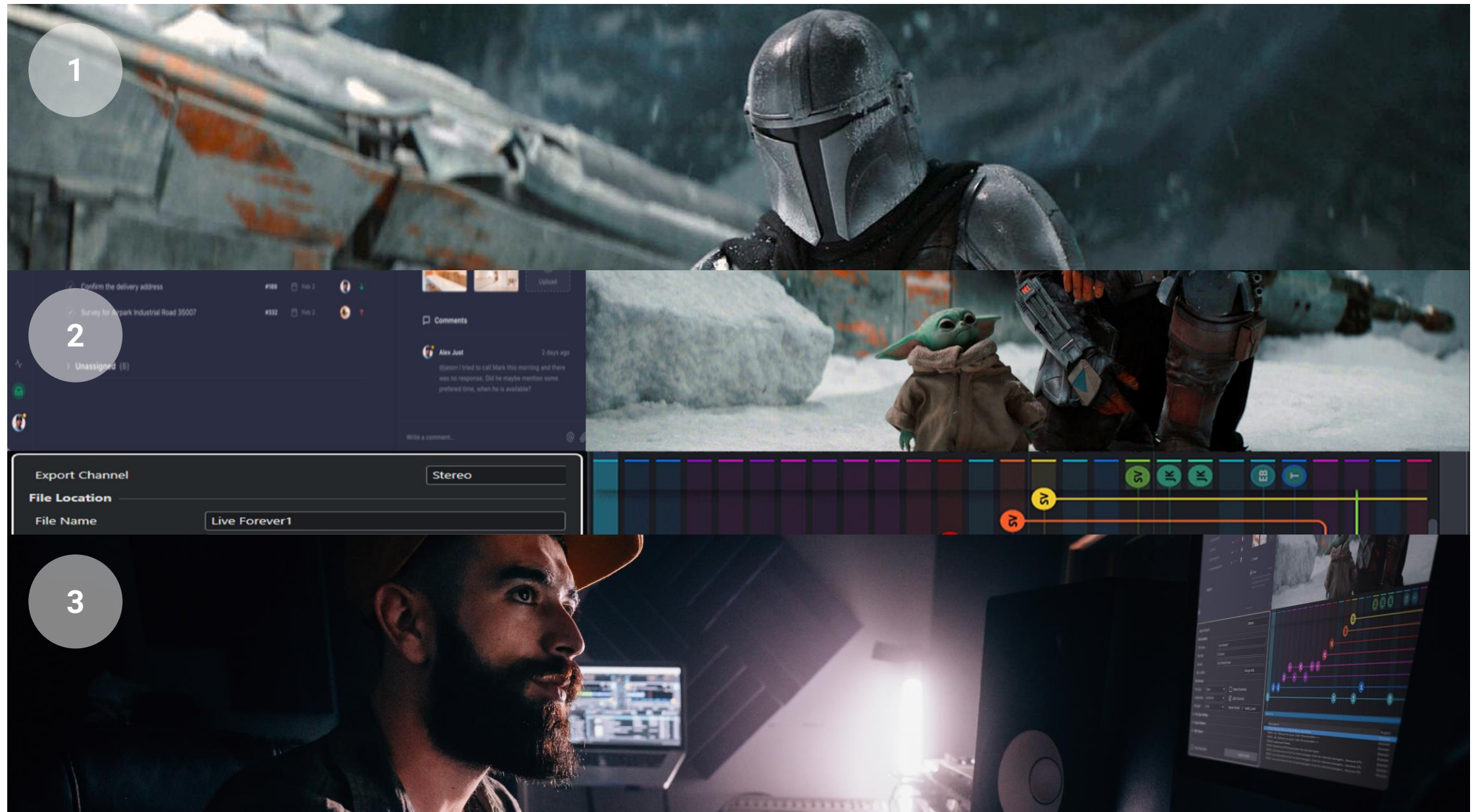
Step 0. All pictures in visual communications should be licensed or free for commercial use.

Step 1. If you wish to get a competitive appearance of your brand, you should customize traditional pics to the main idea of the message you support with a photo.

Step 2. Always present **your** product and not default software in stock images.

Step 3. Unite your product and main idea with relevant background. Make it human.

Click on the icon to load photo dataset



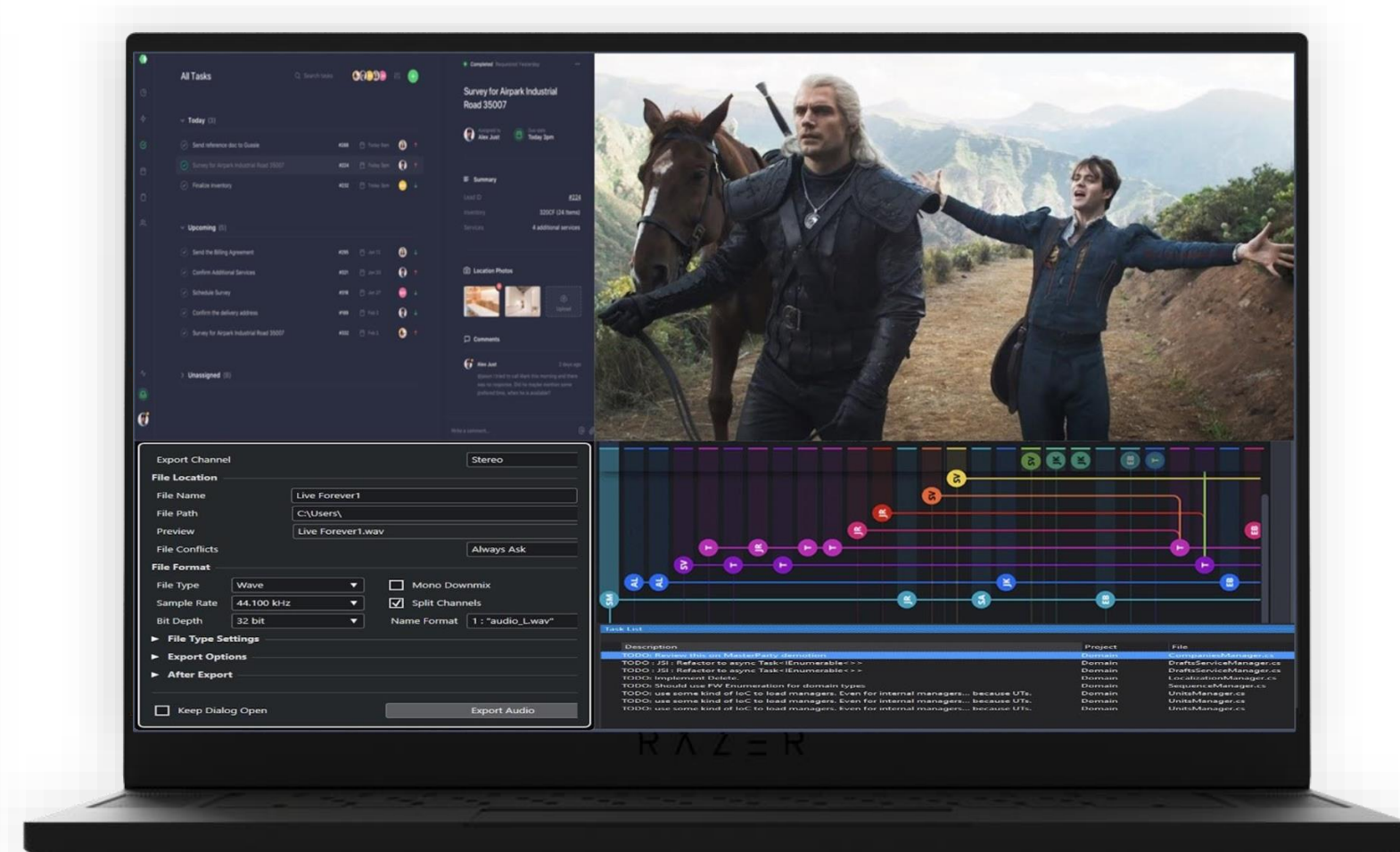
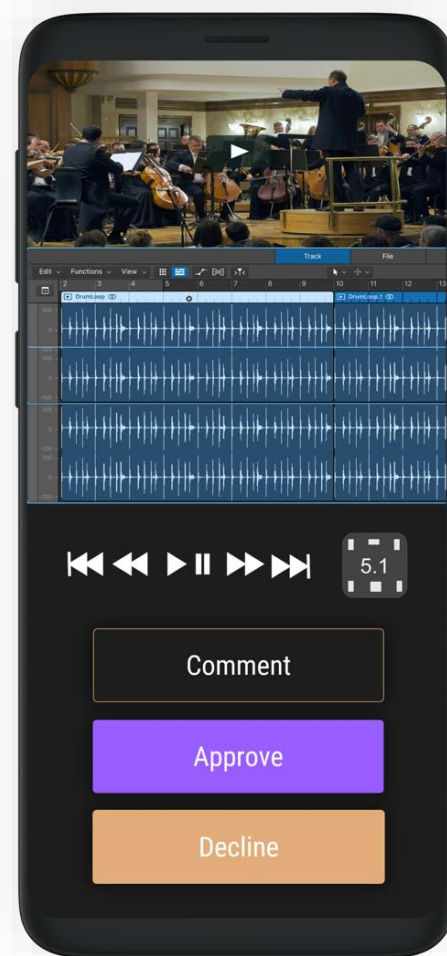


Mockups

While we all love Apple, its products do not resonate with GPU Audio brand feeling. Therefore, it is advised to use more unique mockups. Laptops may be visually related to Razer, cellphones might appear as Android phones.

Mockups are the best to present:

- Your product
- User interface of your product
- Software ecosystem of your products



Click on the icon to download mockups





Plugin UI

Colors

The main color remains purple, however accent and animation areas should be highlighted with gradient.

Plugins and Logo Combination

While our solutions are highly innovative, we are paying respects to the classics in our products. To smoothly integrate GPU Audio logo into products another version was developed. 3D Bevel makes it an authentic part of our products.

Click on the icon to explore the plugins





Document templates

- Google Docs Brand Template
- Google Slides Brand Template
- Google Sheets Brand Template



Google Docs Brand Template

Basic formatting

- Dark background – Coal black
- Font – Roboto Condensed
- Logo and brand elements should be included

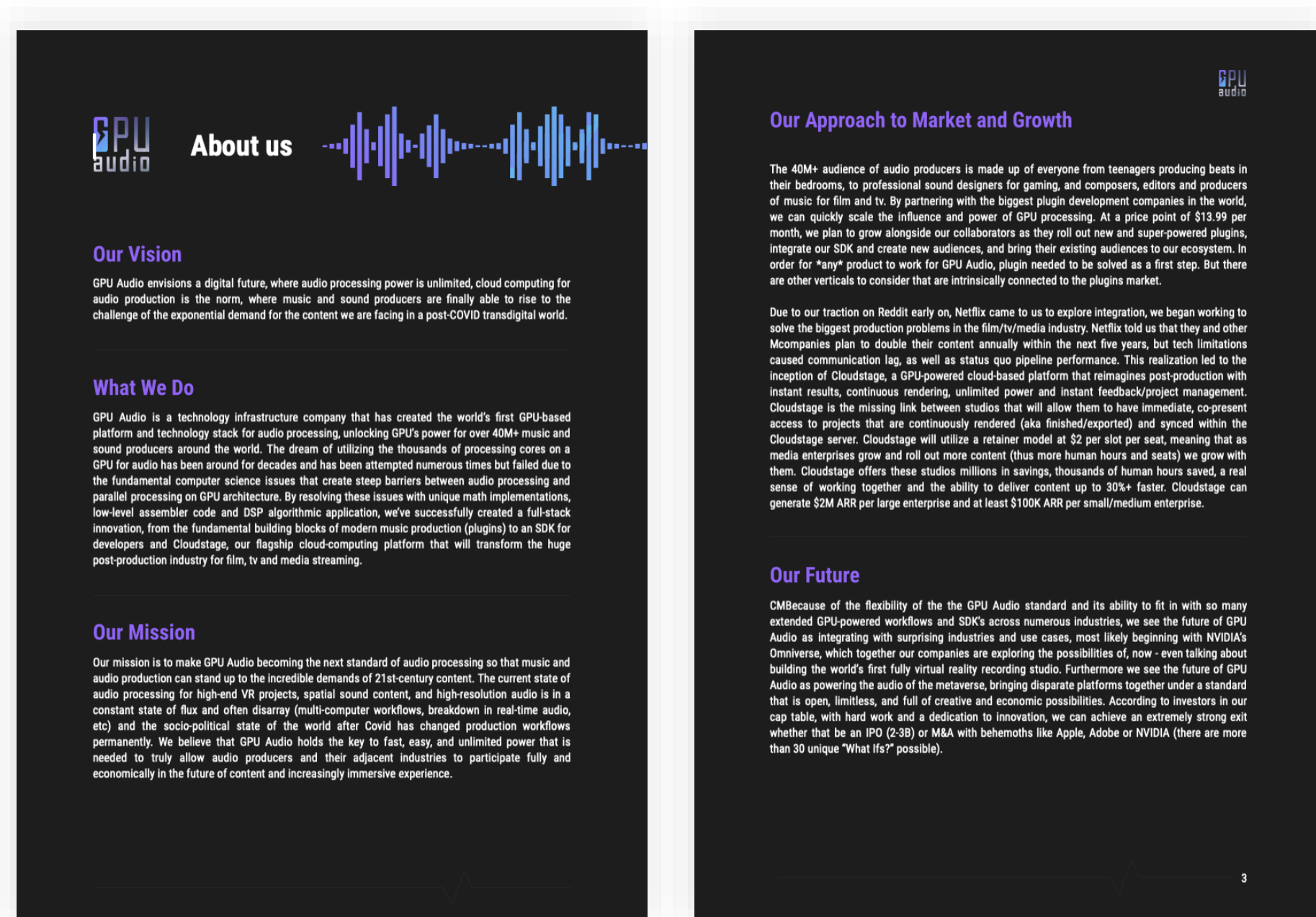
Title page

- Logo in the left upper corner
- Title on the right side of the logo, sound wave highlights the title
- No page number

Main pages

- Logo in the right upper corner
- Page number in right bottom corner
- Slate grey dividing lines between text blocks
- Lightning wave underlines the page

Click on the icon to download template





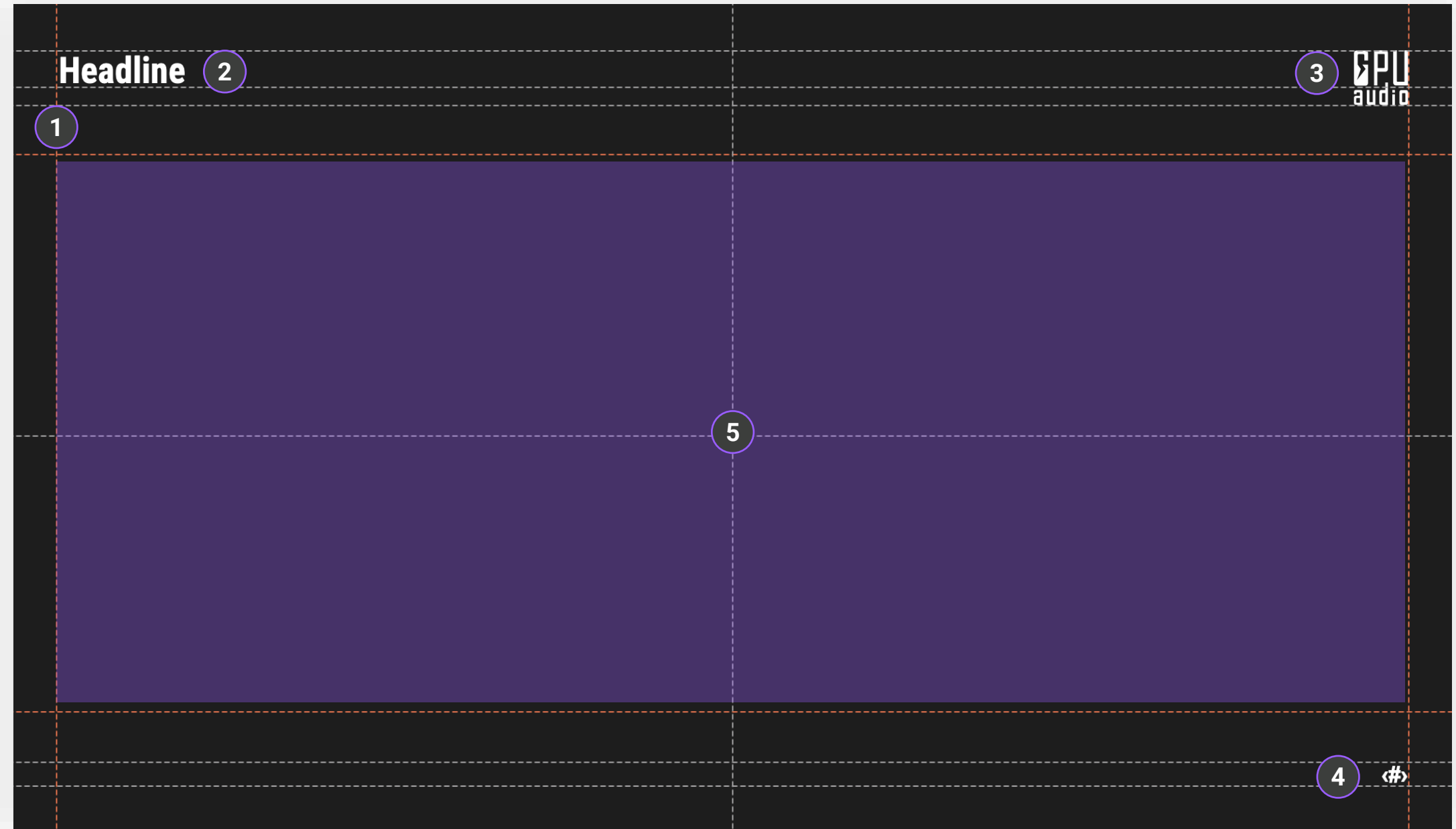
Google Slides Brand Template

Our presentations are reflecting our brand in the best way possible. It is crucial we keep them on the highest quality level.

Some basic rules to work with Google Slides

1. Each slide should be built in accordance to guidelines, therefore, each component should be in the right place
2. Headline should be typed in bold in the left upper corner
3. GPU Audio logo should be in the right upper corner
4. Slide number stays in the right bottom corner
5. All the information should be placed in the frame in the center of the slide

Click on the icon to download template



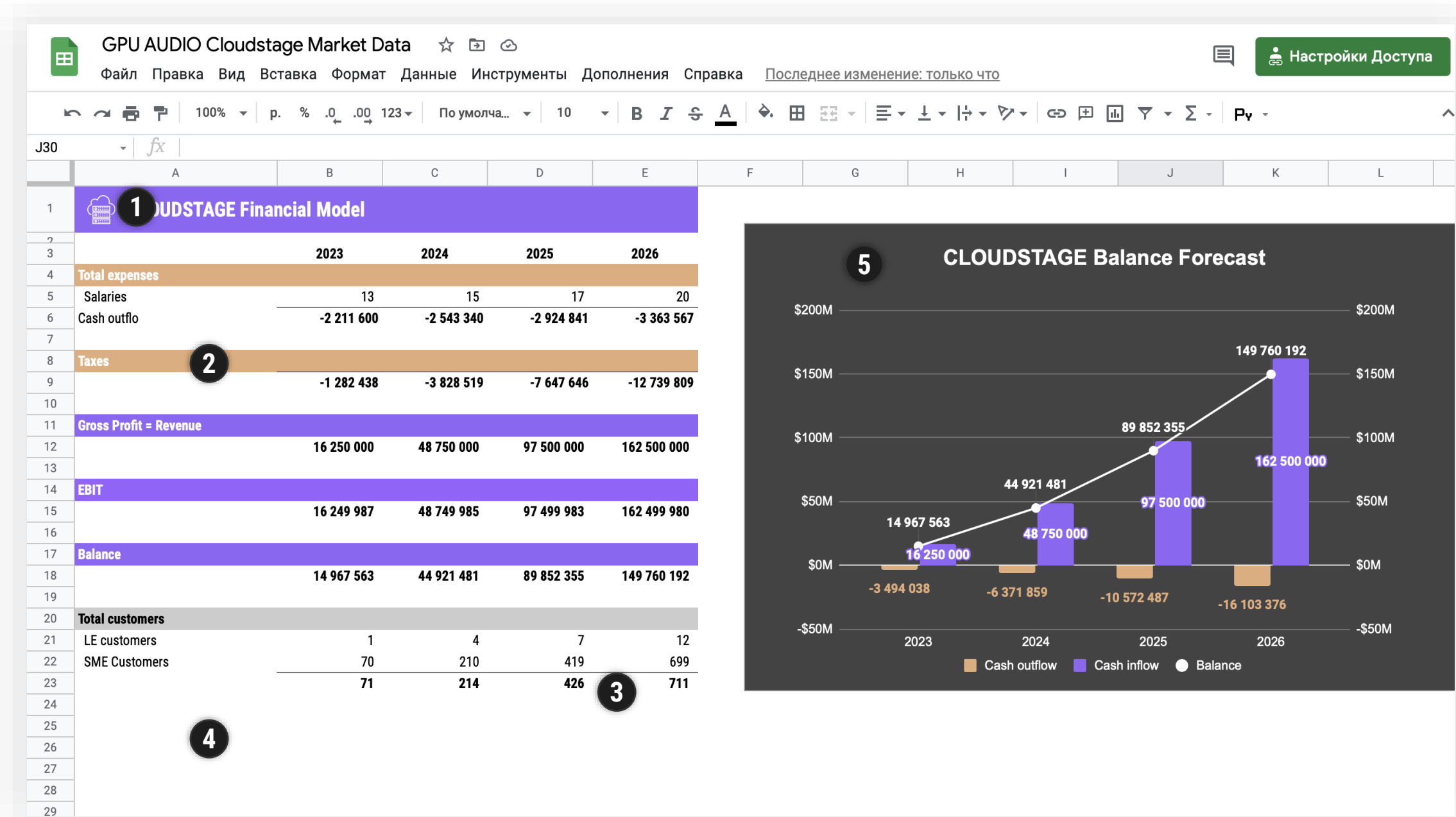
Google Sheets Brand Template

We strive to keep our brand identity in each part of our work.

Some basic rules to work with Google Sheets

1. Top cell should indicate the sheet's title and be marked with an icon
2. To highlight rows in the table brand RGB colors should be used
3. Totals and subtotals should be in 'bold' under the intermediate values, separated by a line
4. There should be no grid in the background
5. Graphs and diagrams should be clean and outline the intermediate values

Click on the icon to download template





Web Assets

- Email Signature Guidelines
- Social Media Assets
- Guidelines for SM Posts



Email Signature Guidelines

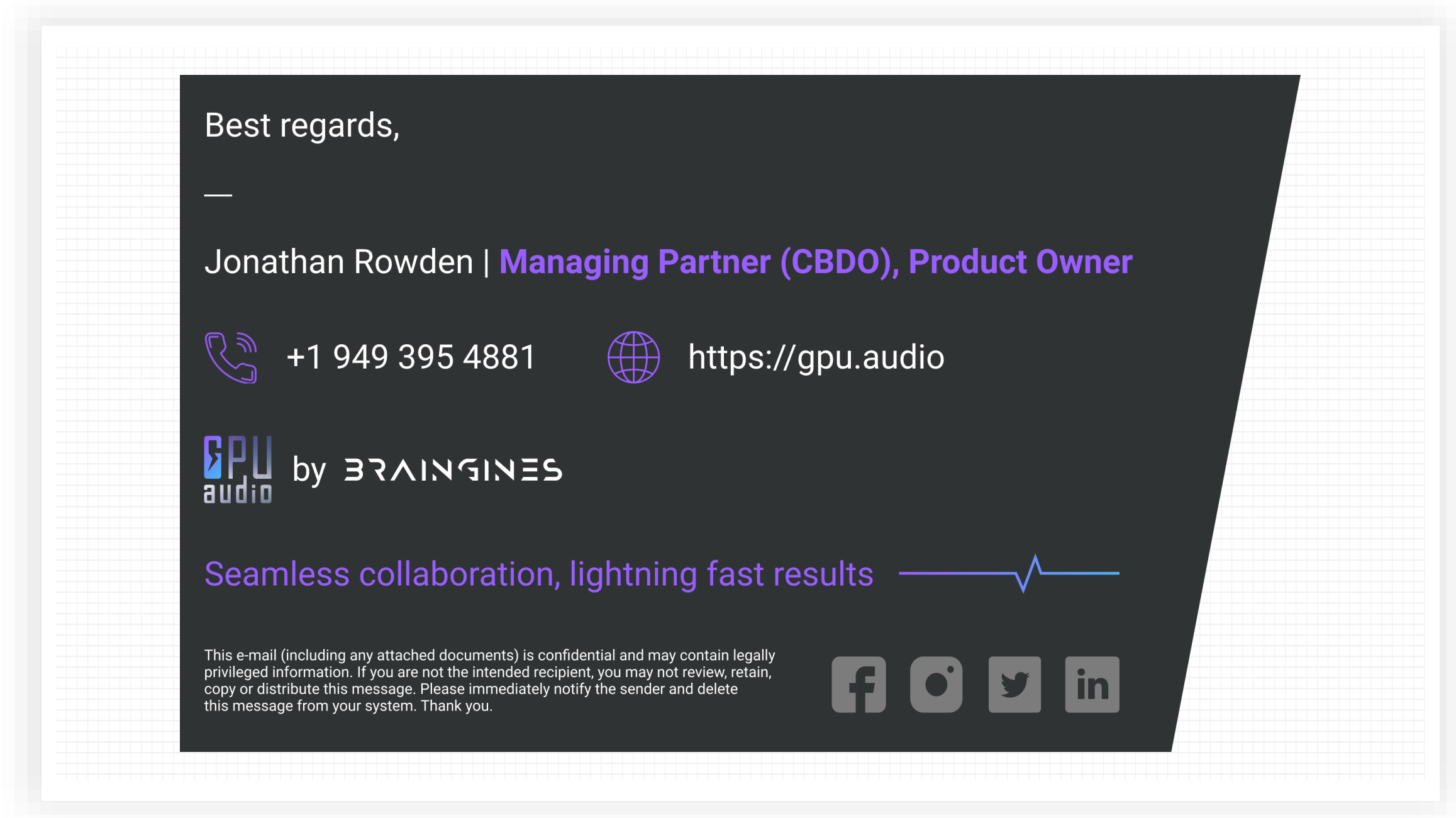
Overview

Email signature should represent the soul of the brand throughout each team member. Therefore, even if it is not a marketing email the signature should be associated with GPU Audio brand.

Main elements:

- Team member contacts – we highlight the professional expertise and main contact options. Thus we show that we are always staying in touch within the field of our expertise
- Brand logo and brand elements
- Slogan
- Confidentiality statement
- Wider specter of ways to reach out – social media links

Click on the icon to explore the template





Social Media Assets

Page covers for social media

- Facebook

Optimal size – **851px by 315px**

- Twitter

Optimal size – **1500px by 500px**

- LinkedIn

Optimal size – **1128 x 191 pixels**

Logo for social media

For social media it is recommended to use brand logo with gradient and steel pattern. It is important to leave some border space, thus, it would fit correctly in circle shape.

Click on the icon to explore the template



Facebook Cover



Twitter Cover



LinkedIn Cover



Guidelines for Social Media Posts

Images for social media posts

- Facebook

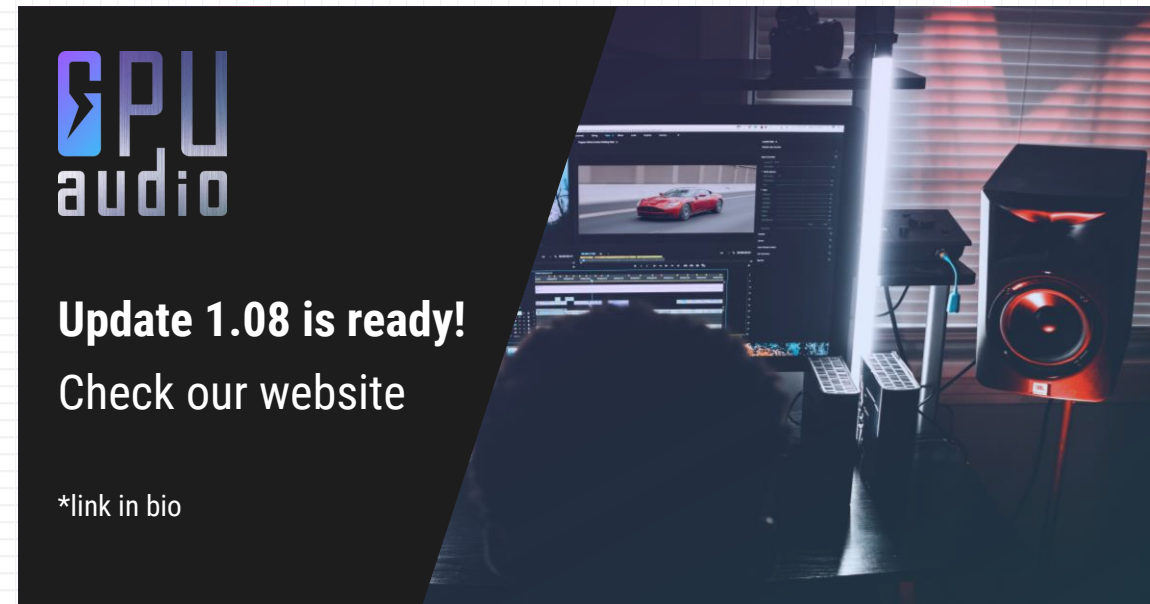
Optimal size – **1200 x 630 pixels**

- LinkedIn

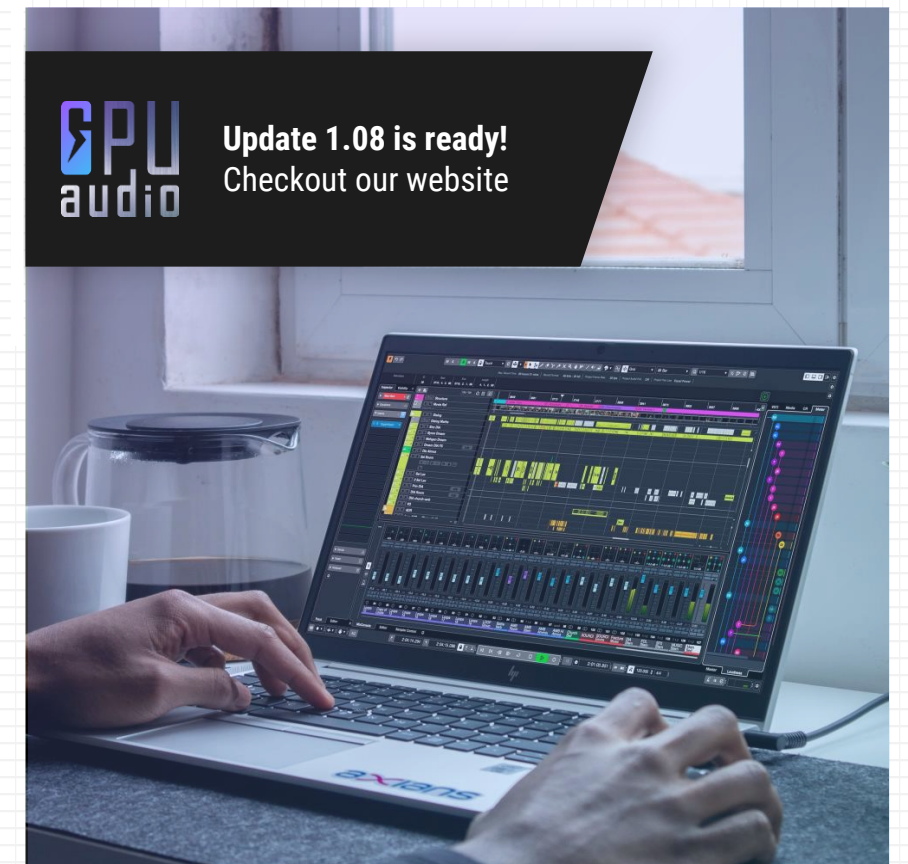
Optimal size – **1200 x 1200 pixels**

Main guidelines

To make each post associated with GPU Audio brand it is recommended to use GPU Audio brand chevron with gradient on the images. Main highlights should be placed in the chevron, while image may support and point out the main idea. The rest of the content should be placed in the post itself.



Facebook Post Example



LinkedIn Post Example



Stationery and Merch

- Merch Products Brand Design
- Business Cards Brand Design
- Office Supplies Brand Design



Merch Products Brand Design

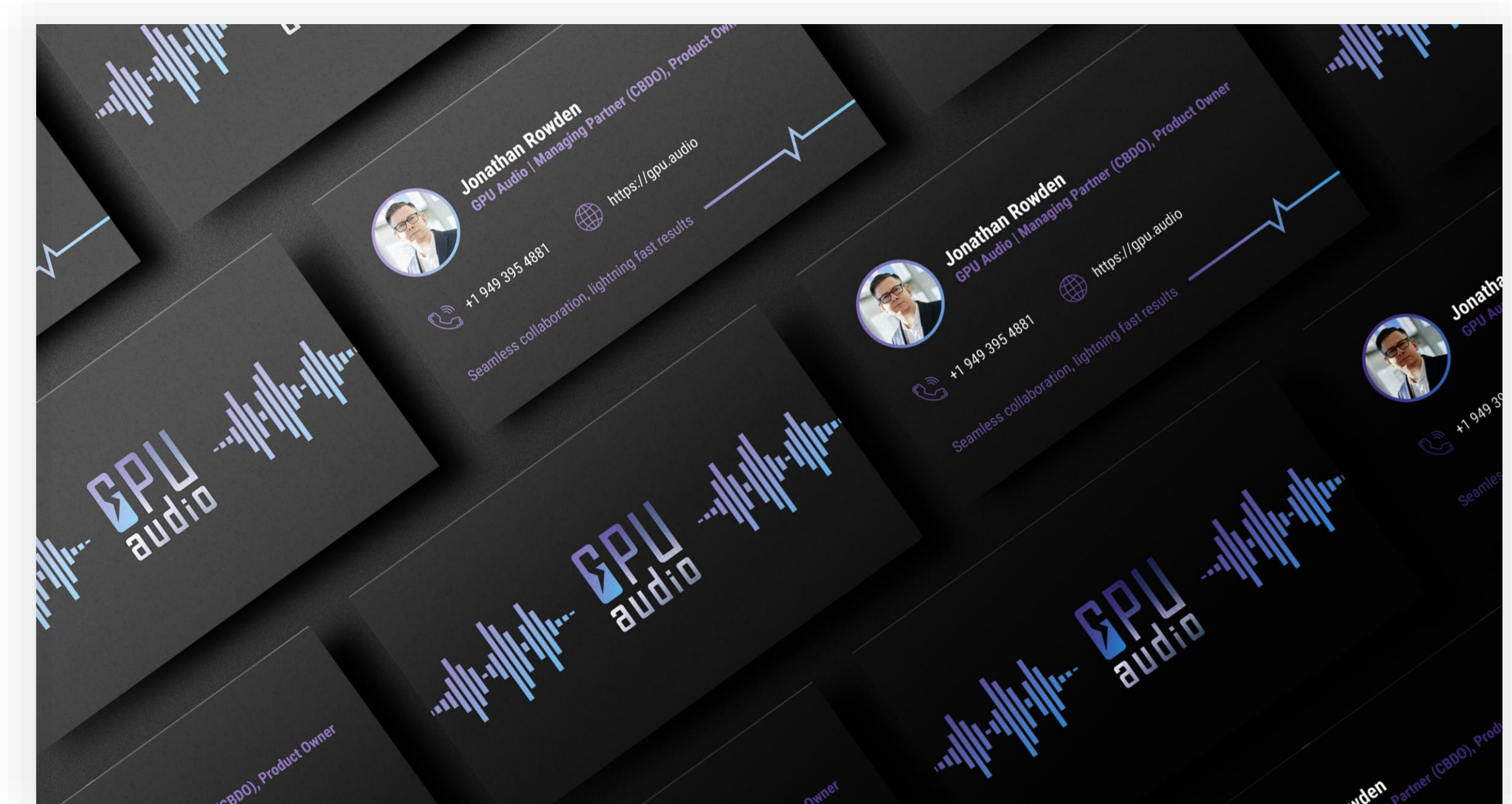
To advertise our brand and inspire our employees a brand merch may be as follow. Ascetic. Strong. Lightning fast.





Business Cards Brand Design

As a first line of your self-presentation your business card should both instantly give enough info about yourself and reflect your brand unique identity.





Office Supplies Brand Design

Each office manager knows how crucial office supplies are for business. Make it worth buying for the millionth time.

