

Elixir®

COLORS

The primary colors are the hero tones to separately distinguish and represent Elixir's unique guitar instrument range.

The secondary palette consists of an accent from each primary color, providing flexibility for the design and additional depth to the visuals. Please use secondary colors to highlight or bring out certain information, such as block color for holding devices, pill buttons, etc.

On this page, color codes have been supplied for both print and digital formats. The Pantone colors have been chosen from the Pantone solid chips books and are a component of the Pantone matching system for use in printing press production with spot colors.

Included in the overall color palette are white and black, which take up a large percentage of the overall color usage throughout the brand.

When using the wave graphics on a black background, the black must use the CMYK build black values specified for that product line in order to achieve the desired look.

All typography should be filled in either white or black.

ACOUSTIC PRIMARY

PANTONE 246 C
CMYK: C28 / M100 / Y0 / K0

RGB: R169 / G25 / B154
HEX: #A9199A

ELECTRIC PRIMARY

PANTONE 306 C
CMYK: C95 / M3 / Y0 / K0

RGB: R3 / G139 / B233
HEX: #038BE9

BASS PRIMARY

PANTONE 2421 C
CMYK: C75 / M0 / Y100 / K0

RGB: R55 / G174 / B53
HEX: #37AE35

WHITE

WHITE
CMYK: C / M0 / Y0 / K0

RGB: R255 / G255 / B255
HEX: #FFFFFF

ACOUSTIC SECONDARY

PANTONE 248 C
CMYK: C37 / M100 / Y0 / K15

RGB: R136 / G5 / B121
HEX: #880579

NOTE: PANTONE PMS 7442 C IS USED AS SPOT COLOR WHEN PRINTING PACKAGING ON PRESS.

ELECTRIC SECONDARY

PANTONE 2175 C
CMYK: C100 / M43 / Y0 / K15

RGB: R0 / G101 / B176
HEX: #0065B0

BASS SECONDARY

PANTONE 3522 C
CMYK: C90 / M0 / Y100 / K26

RGB: R28 / G134 / B30
HEX: #1C861E

ACOUSTIC BLACK

BLACK
CMYK: C50 / M100 / Y0 / K100

RGB: R0 / G0 / B0
HEX: #000000

ELECTRIC BLACK

BLACK
CMYK: C100 / M50 / Y0 / K100

RGB: R0 / G0 / B0
HEX: #000000

BASS BLACK

BLACK
CMYK: C90 / M0 / Y100 / K100

RGB: R0 / G0 / B0
HEX: #000000

COLORS FOR WEB ACCESSIBILITY

The following color combinations in the palette meet the WCAG 2.0 Accessibility Standards Level AA Contrast Ratio for normal text and graphic objects/user interface components where indicated.

ACOUSTIC PRIMARY

RGB: R169 / G25 / B154
HEX: #A9199A

AA
WITH WHITE TEXT AND AS TEXT OR GRAPHICS ON WHITE
CONTRAST RATIO 6.37:1



ELECTRIC PRIMARY

RGB: R3 / G139 / B233
HEX: #038BE9

AA
WITH BLACK TEXT AND AS TEXT OR GRAPHICS ON BLACK
CONTRAST RATIO 6.49:1



BASS PRIMARY

RGB: R55 / G174 / B53
HEX: #37AE35

AA
WITH BLACK TEXT AND AS TEXT OR GRAPHICS ON BLACK
CONTRAST RATIO 7.26:1



ACOUSTIC SECONDARY

RGB: R136 / G5 / B121
HEX: #880579

AA
WITH WHITE TEXT AND AS TEXT OR GRAPHICS ON WHITE
CONTRAST RATIO 8.95:1



ELECTRIC SECONDARY

RGB: R0 / G101 / B176
HEX: #0065B0

AA
WITH WHITE TEXT AND AS TEXT OR GRAPHICS ON WHITE
CONTRAST RATIO 6.01:1



BASS SECONDARY

RGB: R28 / G134 / B30
HEX: #1C861E

AA
WITH WHITE TEXT AND AS TEXT OR GRAPHICS ON WHITE
CONTRAST RATIO 4.68:1



GRADIENTS FOR CMYK PRINTING

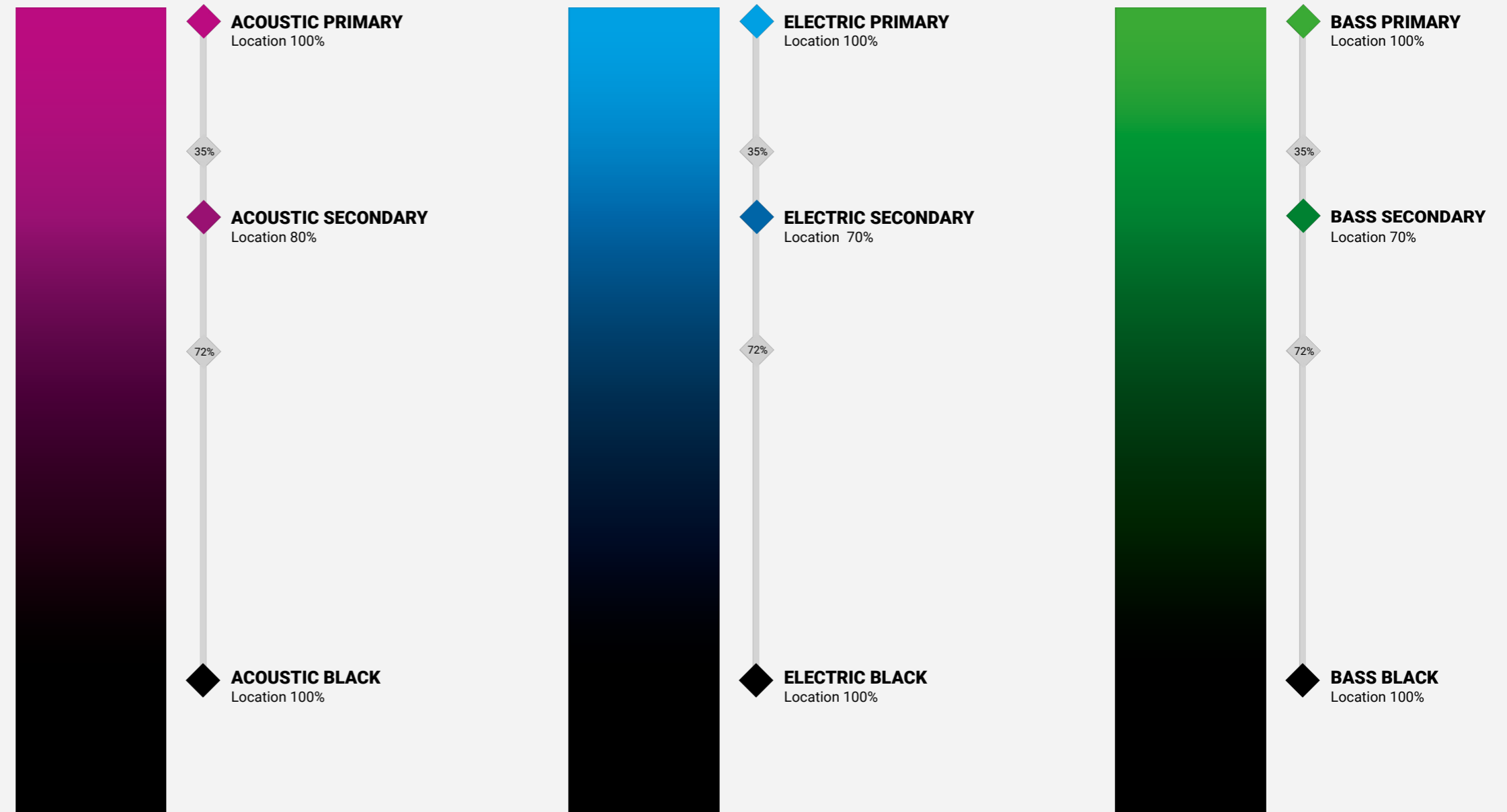
When using a gradient on CMYK printing applications, the following values should be used.

These gradations utilize the CMYK values of the Primary and Secondary palettes for each product family, with a different location for the secondary color and midpoint within the linear gradation than the RGB gradients.

Never convert the CMYK gradients to RGB color mode.

Note: The gradients shown here are at 90°, The gradients on the packaging are at an angle of 73°.

CMYK BACKGROUND GRADATION



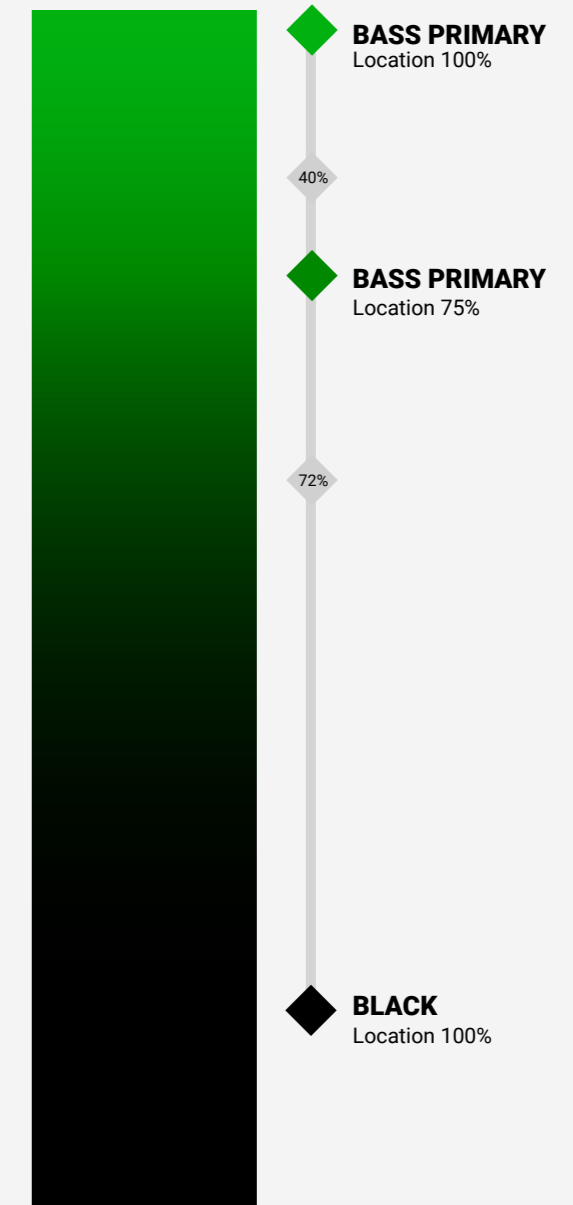
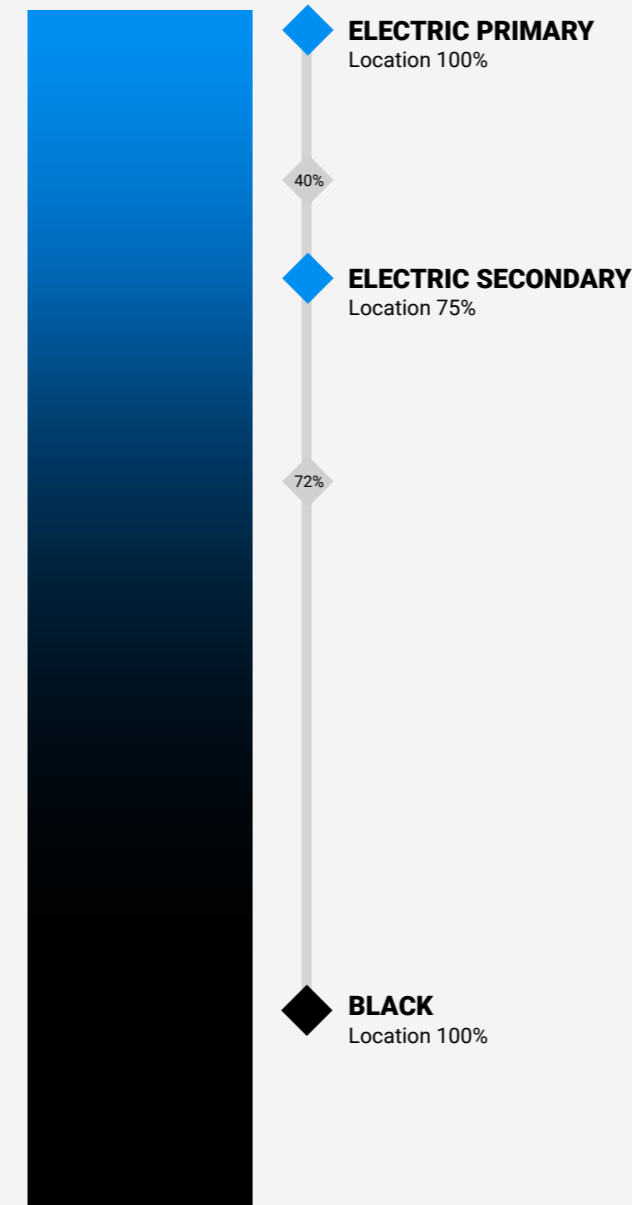
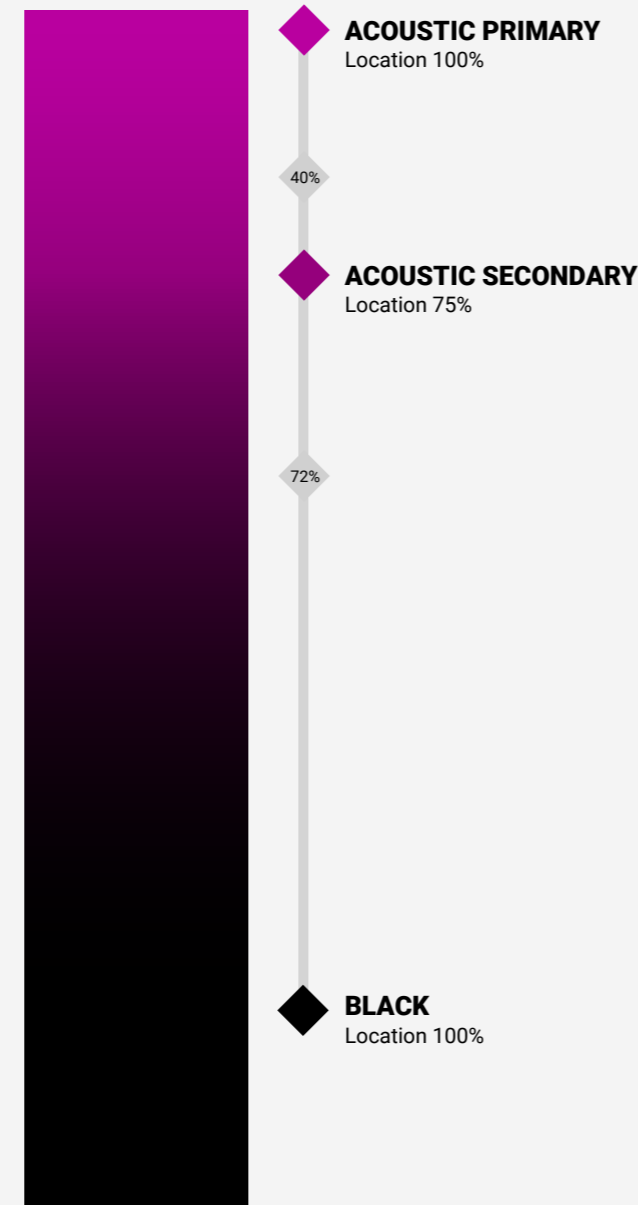
GRADIENTS FOR DIGITAL MEDIA

These gradients are for use in RGB digital media applications such a website and videos. They utilize the RGB values of the Primary and Secondary palettes for each product family and use a different location for the secondary color and midpoint within the linear gradation than in the CMYK gradients.

Never convert the RGB gradients to CMYK color mode.

Note: The gradients shown here are at 90°, The gradients on the packaging are at an angle of 73°.

RGB BACKGROUND GRADATION

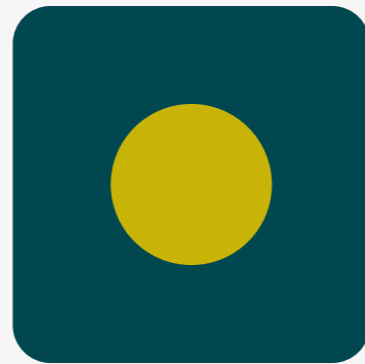


GRADIENT & COLOR USE

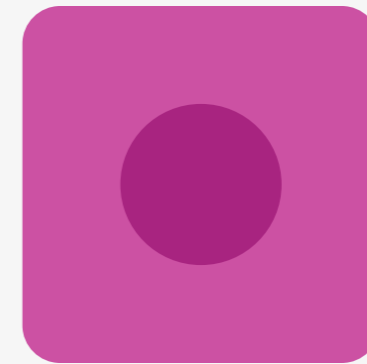
It is important that the appearance of the Elixir's gradients remains consistent. The gradients and colors should not be misinterpreted or modified. Here are a few examples of what not to do.



✗ DO NOT MIX COLOR GROUPS



✗ DO NOT INTRODUCE NEW COLORS



✗ DO NOT CHANGE THE COLOR TINTS



✗ DO NOT OVERLAY GRADIENTS



✗ DO NOT ROTATE GRADIENT ON PACKAGING



✗ DO NOT MIX COLORS



✗ DO NOT CHANGE THE COLOR STOP LOCATION IN THE GRADIENT PANEL SLIDER



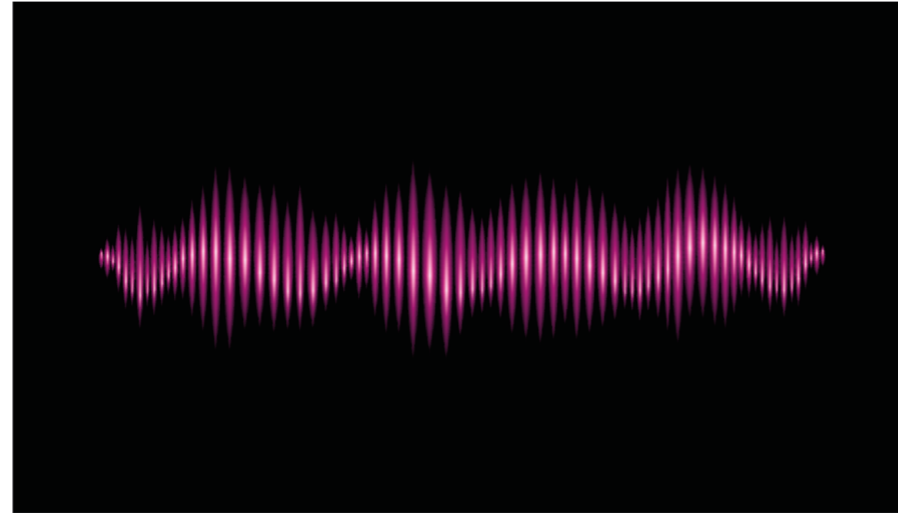
✗ DO NOT REMOVE COLORS FROM THE GRADIENT PANEL SLIDER

SOUNDWAVES

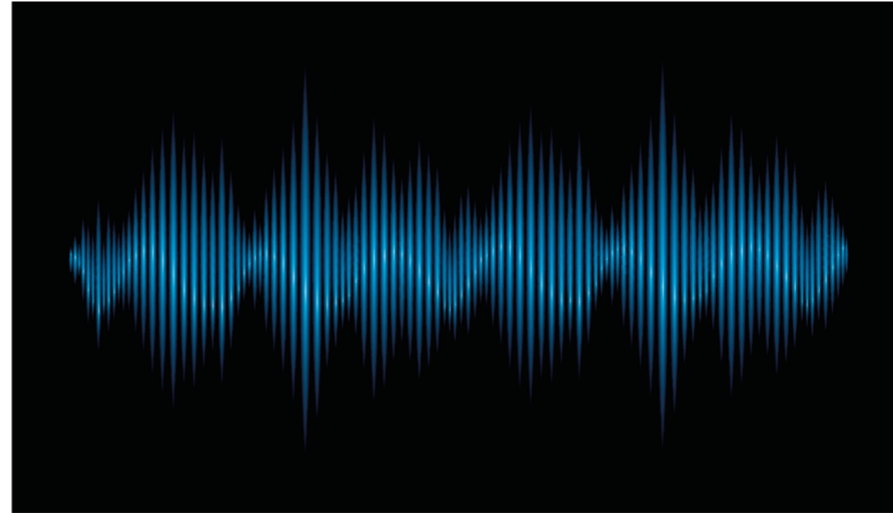
A distinct and key visual of Elixir's brand are the soundwaves. Each instrument has its unique wave in its dedicated color gradient symbolizing the sound it makes. These visuals stand as the heroes among applications such as packaging, posters etc.

Wave files in CMYK and RGB are available in Adobe Illustrator .AI file formats. Due to their precise gradient positioning and effects required, use only the provided .AI artwork to ensure proper reproduction.

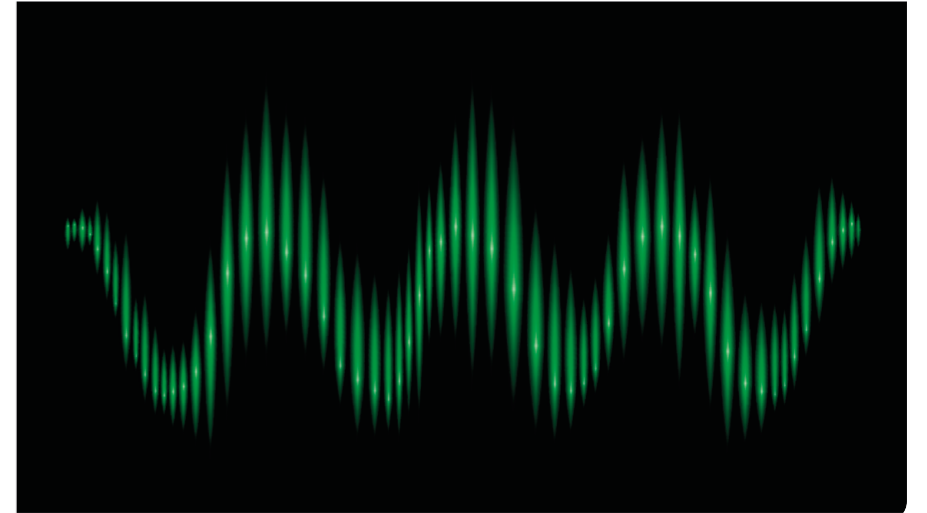
ACOUSTIC



ELECTRIC



BASS



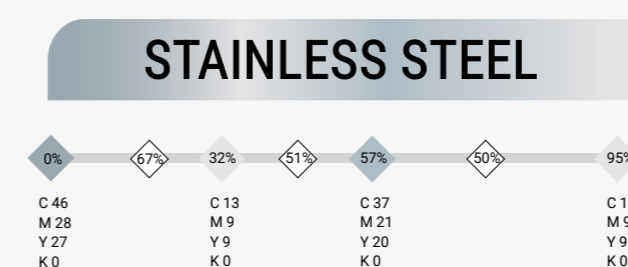
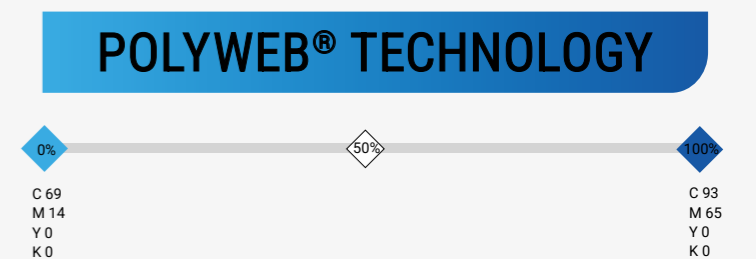
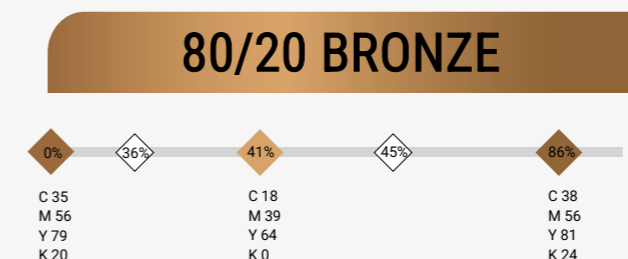
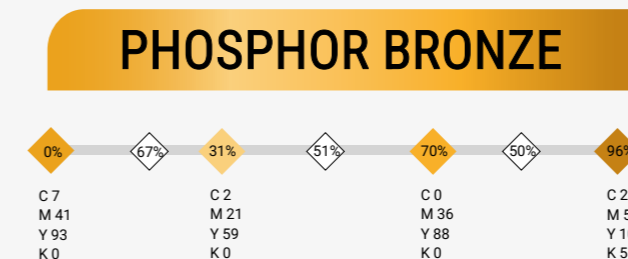
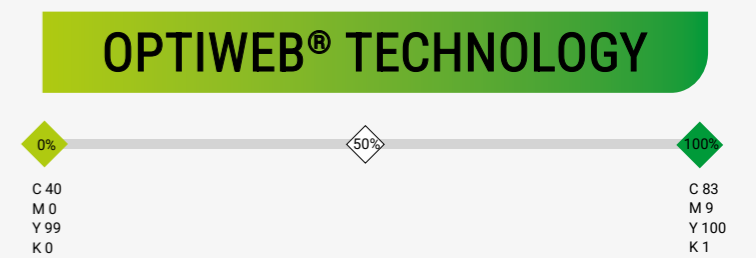
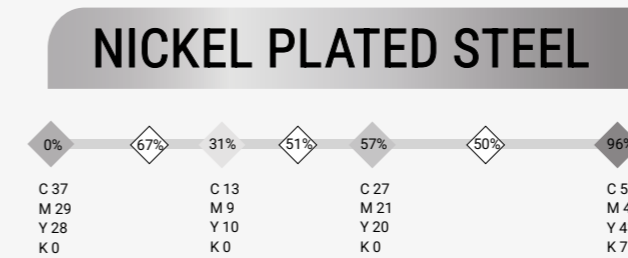
METAL+ TECHNOLOGY BAR

There are 4 metal bars and 3 technology bars that can be combined to match the specific product type.

Typography:
Roboto Condensed Regular
 ALL CAPS with a tracking of +10

Gradient Colors:
 Each bar consists of color gradients. When recreating the gradients, use the colors and gradient locations specified on this page.

METAL TYPE	TECHNOLOGY
NICKEL PLATED STEEL	OPTIWEB® TECHNOLOGY
NICKEL PLATED STEEL	NANOWEB® TECHNOLOGY
NICKEL PLATED STEEL	POLYWEB® TECHNOLOGY
PHOSPHOR BRONZE	NANOWEB® TECHNOLOGY
80/20 BRONZE	NANOWEB® TECHNOLOGY
80/20 BRONZE	POLYWEB® TECHNOLOGY
STAINLESS STEEL	NANOWEB® TECHNOLOGY



TONE BAR

The Tone Bar is used to signify the sound quality of the strings. Each string's signature tone plots on the Tone Bar to provide a visual indication of the different sound types possible through the various combinations of metal type and technology.

The gradation used is a linear progression of orange to magenta to a dark blue. Use the values presented when recreating the bar graphic.

WARM

BRIGHT



TONE BAR GRADATION



0%

56%

50%

C 1
M 50
Y 99
K 0

C 27
M 99
Y 3
K 0

C 99
M 95
Y 7
K 1

Roboto

Roboto
Light, Regular, Bold, Black

ROBOTO CONDENSED

Roboto Condensed
Regular, Bold

TYPOGRAPHY

The Elixir brand uses Roboto as its primary typeface, meaning it is used for headers, subheaders, and key information as shown in this page. This should be used in all brand-specific communications.

The Elixir brand also uses Roboto Condensed. Roboto Condensed is only used in limited-space situations.

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ROBOTO
BOLD

DISPLAY HEADLINE 1 (USE ALL CAPS)

ROBOTO
BOLD

Headline Welcome to the Elixir Family!

ROBOTO
LIGHT, BOLD

Body

Lorem ipsum **dolor** sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

ROBOTO CONDENSED
LIGHT, BOLD

Limited Space Situations

Atet occus imi, soluptatem.

Officte senisquate eum et eum.

reperi aborum fugiae sit, quiatem.