

Klipsch®

LEGENDARY EXPERIENCE BRAND GUIDE



1. CHOOSE A BACKGROUND

Click one of these three options:



BLACK GRUNGE



LIVE MUSIC CROWD



REFERENCE COPPER

2. CHOOSE A LOGO

For Klipsch Reference products only:



KLIPSCH REFERENCE LOGO

For Klipsch Professional products only:



KLIPSCH PROFESSIONAL LOGO

For all other products:



Never typeset, rotate, color, skew or distort any Klipsch logo in any way. Browse all formats of Klipsch logos [here](#).

3. ADD THE PWK SEAL

Use the copper seal, unless you are using the copper background, then use the white seal.



The PWK seal should always run off the page. For example:



4. CHOOSE A HEADLINE

Please select the headline that works best for your market.

**YOUR MUSIC AND
MOVIES COULD
SOUND BETTER**
JUST SAYIN'

**STOP BUYING
CRAP AUDIO**
IT'S EMBARRASSING

**YOU CAN BUY
HAPPINESS**
IT'S COPPER & BLACK

BIG SOUND
NO BULLSHIT

**IF YOU LISTEN TO
THIS YOU'LL BUY IT**
KLIPSCH SOUNDS BETTER

**PISSING OFF
THE NEIGHBORS**
SINCE 1946

**TELL YOUR NEIGHBORS
WE'RE NOT SORRY**

5. ADD THE COPYRIGHT STATEMENT

Please keep this as small as possible and legible, along the bottom edge of the graphic.
The copyright statement should always appear in English.

©2014 Klipsch Group, Inc., a wholly-owned subsidiary of Vox International Corporation. Klipsch is a trademark of Klipsch Group, Inc., registered in the USA and other countries. Designed and engineered in the USA.

6. SEND TO KLIPSCH MARKETING FOR APPROVAL

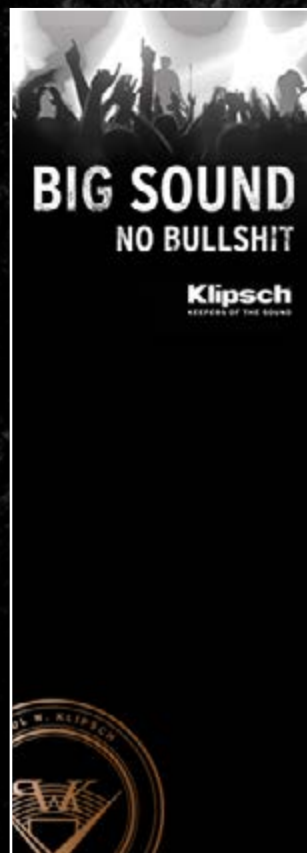
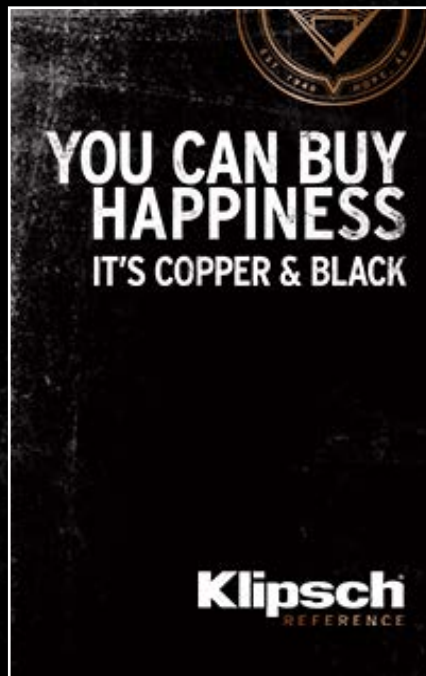
Email a low res version of your graphic to:

brandapprovals@klipsch.com

That's it! Welcome to #KLIPSCHNATION

Read on for examples, additional materials and guidelines.

EXAMPLES OF APPROVED KLIPSCH LAYOUTS



ALSO AVAILABLE: KLIPSCH - AN INTRODUCTION TO THE LEGEND

A great brand introduction for new Klipsch fans.



THE GENESIS OF SOMETHING VERY, VERY SPECIAL OCCURRED IN A TINY TIN SHED IN HOPE, ARKANSAS In 1946 when Paul W. Klipsch, genius, madman and maverick, designed and hand-built the legendary Klipschorn® speaker with the goal of bringing live music into his living room. He was an American audio pioneer, a true scientist, and a proud member of the engineering and science hall of fame. He gave rise to speaker technologies that would forever impact generations of music lovers. His passion enabled theirs.

Over time, Klipsch speakers have become the stuff of legends. People swear by our breakthroughs in modern acoustics, citing something akin to a religious experience with every listen.

PWK'S REVOLUTIONARY SOUND LIVES ON TODAY IN EVERY HYPER-EFFICIENT HORN LOADED PRODUCT WE MAKE. Headquartered in Indianapolis, Indiana, our world-class speakers and headphones allow people to connect with their favorite music like no other brand by delivering the power, detail and emotion of the live music experience. From immersive cinema speakers in half of the world's movie theaters, to mind-blowing home theater speakers, incredibly clear soundbars, powerful portable wireless speakers and the most comfortable studio-quality near monitors on the planet, we've been impacting lives with vibrant, true audio for the better part of a century.

Remember great sound? We never forgot. We are here to keep the flame burning for our legions of loyal, rabid fans. We're here to pass the legacy along. We are knights and humble servants of audio's holy grail. We are Keepers of the Sound.

BIG SOUND. NO BULLSHIT.

Klipsch
KEEPERS OF THE SOUND



©2019 Klipsch Group, Inc. All rights reserved. Klipsch and the Klipsch logo are registered trademarks of Klipsch Group, Inc. All other trademarks are the property of their respective owners.

THANK YOU FOR PRESERVING OUR LEGENDARY BRAND

In every instance the guidelines below should be followed.

Always email brandapprovals@klipsch.com for marketing asset approvals or with any questions.

Use ONLY approved marketing assets and materials.

Never typeset, rotate, color, skew or distort any Klipsch logo in any way.

Always include a logo on every piece.

Use the PWK seal on every piece, and make sure it runs off the page.

Always include the Klipsch copyright statement to protect our brand.

The background and PWK seal can be partially covered by product. Never cover the logo or headline with product.

The approved Klipsch colors are rich black, copper, white, and grey. Use no other colors for Klipsch assets.



Klipsch spot color copper: Metallic PMS: 10141 C | Coated PMS: 7573 C

For four color process, please use the provided graphics.

Click [here](#) to browse all asset files.

**YOU CAN BUY
HAPPINESS
IT'S COPPER & BLACK**



Klipsch®
KEEPERS OF THE SOUND

©2014 Klipsch Group, Inc., a wholly-owned subsidiary of Vox International Corporation. Klipsch and Keepers of the sound are trademarks of Klipsch Group, Inc., registered in the USA and other countries. Designed and engineered in the USA.

07-2014-v01