BOGEN COMMUNICATIONS LLC

BRAND GUIDELINES

VERSION 2.0

90 years
of evolution

BOGEN COMMUNICATIONS LLC

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BOGEN COMMUNICATIONS LLC

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KEY UPDATES

This updated version of the Bogen Communications branding guidelines reflects key organizational and visual developments. This includes revised logos and messaging aligned with our transition from Bogen Communications, Inc. to Bogen Communications LLC, a simplified color palette for greater consistency, and the removal of outdated product references. Additionally, our typography has been modernized with the introduction of Montserrat, an open-source font that improves accessibility and consistency across all applications.

BOGEN COMMUNICATIONS LLC NYQUIST NEAR NOTHING COMES CLOSER APOGEE SOUND INTERNATIONAL, LLC

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LOGO USE

The Bogen Communications logo is a core element of our brand identity. Consistent, correct usage strengthens brand recognition across all touchpoints. This section outlines variations of the Bogen and Nyquist logos, along with essential guidelines for their proper usage.

BOGEN BRANDING LOGO

The Bogen branding logo is the main logo for the brand and should appear on prominent touchpoints. This logo should be used for marketing and customer-facing communications. The Bogen branding logo provides a bold presence and supports maximum brand recognition.

BOGEN CORPORATE LOGO

The Bogen Communications LLC logo represents the company's corporate logo. This logo should be used when the document has legal, financial, contractual, or formal corporate significance.

NYQUIST LOGO

The Nyquist Trademark Logo (Nyquist) is a brand logo and should appear on marketing materials related to the Nyquist product family. The Nyquist logo should appear in tandem with the Bogen branding logo, not as a replacement.

C4000 AND E7000 LOGOS

The Nyquist C4000 and Nyquist E7000 are software-based IP paging solutions tailored to the needs of end users in commercial and educational settings, respectively. Include the corresponding logo when creating promotional material specific to either series.

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LOGO DOS AND DON'TS

Follow these guidelines to maintain the clarity, consistency, and integrity of the Bogen and Nyquist logos across all applications.

DO

DO leave sufficient clear space around all logos. The "O" in the Bogen branding and corporate logos serves as the clear-space guide to ensure proper separation from surrounding elements. Do not place other elements within the clear space range. For the Nyquist logo, use the "N" as the clear-space reference. Rotate the "N" by 90 degrees when measuring clear space above or below the Nyquist logo.



DO

DO use the original file for the logo, available on Bogen's website or upon request from the Marketing department. Using the original file ensures optimal resolution. Visit https://www.bogen.com/resource-library to access our full library of product images.

DO

DO use the negative version of the logos on dark backgrounds.



DON'T

DON'T rotate, stretch, condense, or otherwise distort the logo.



DON'T

DON'T alter the logo colors, reduce the opacity, or use an unauthorized background.



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NYQUIST TAGLINE

WHEN MINUTES COUNT... SECONDS MATTER™. This is the promise behind Nyquist. Powered by a flexible IP-based platform, it unifies paging, intercom, and emergency messaging into one responsive system. With centralized control and seamless integration, Nyquist ensures messages are delivered instantly, helping teams act quickly and maintain safety when every second matters.

WHEN MINUTES COUNT... SECONDS MATTER™

DO

DO feature this tagline prominently when promoting the Nyquist product family and C4000 or E7000 solutions.

DO

DO use the trademark symbol (™) following the first or most prominent use of the Nyquist tagline in a given document, resource, or webpage.

DO

DO follow all Bogen typography and color scheme conventions. This includes the use of the Montserrat font family and approved shades of black, white, teal, or azure (see pages 6 - 8).

DON'T

DON'T use the tagline in its incomplete form. Be sure to only use the tagline in its entirety.

~~WHEN MINUTES COUNT...™~~

DON'T

DON'T alter the phrase in any form. This includes re-arranging the words, altering punctuation, or using unauthorized fonts.

~~WHEN MINUTES MATTER... SECONDS COUNT™~~

~~WHEN MINUTES COUNT, SECONDS MATTER™~~

~~WHEN MINUTES COUNT... SECONDS MATTER™~~

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BOGEN COLOR PALETTE

BOGEN COMMUNICATIONS LLC

The Bogen visual identity is designed to balance technical expertise with approachability. A distinctive palette of teal and azure creates a recognizable and cohesive presence across product lines, communications, and customer touchpoints, while providing flexibility to differentiate individual solutions and applications within the broader Bogen brand.

BOGEN PRIMARY COLORS

Teal (#009ca6) and dark azure (#244b5a) should be featured prominently in all Bogen promotional materials. Use our preferred shades of black (#231f20) and white (#ffffff) to ensure consistency.

TEAL
HEX #009ca6
PANTONE 320 C
CMYK 100 : 6 : 0 : 35
RGB 0 : 156 : 166

CHARCOAL BLACK
HEX #231f20
PANTONE BLACK C
CMYK 0 : 11 : 9 : 86
RGB 35 : 31 : 32

DARK AZURE
HEX #244b5a
PANTONE 7477 C
CMYK 60 : 17 : 0 : 65
RGB 36 : 75 : 90

WHITE
HEX #ffffff
PANTONE N/A
CMYK 0 : 0 : 0 : 0
RGB 255 : 255 : 255

BOGEN SECONDARY COLORS

Our secondary color palette should be used alongside our primary brand colors. Incorporate these colors into accents, graphics, designs, header text, and similar applications.

BRIGHT TEAL
HEX #41c0c8
PANTONE 3115 C
CMYK 68 : 4 : 0 : 22
RGB 65 : 192 : 200

GRAY AZURE
HEX #647d88
PANTONE 6341 C
CMYK 26 : 8 : 0 : 47
RGB 100 : 125 : 136

LIGHT AZURE
HEX #c9d2d5
PANTONE 427 C
CMYK 6 : 1 : 0 : 16
RGB 201 : 210 : 213

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NYQUIST COLOR SCHEME

NYQUIST

Nyquist is Bogen's award-winning IP-based communication platform. Scalable and flexible, Nyquist integrates with existing systems to deliver reliable, high-quality communication. This palette reflects Nyquist's innovative and future-forward approach by brightening the existing Bogen color palette through the addition of vivid azure.

NYQUIST PRIMARY COLORS

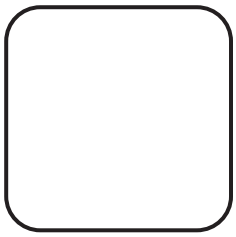
All Nyquist-related materials should feature vivid azure (#0093c8) alongside the dark azure (#244b5a), black (#231f20), and white (#ffffff) from the Bogen primary color palette.



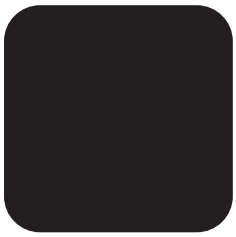
VIVID AZURE
HEX #0093c8
PANTONE 639 C
CMYK 100 : 27 : 0 : 22
RGB 0 : 147 : 200



DARK AZURE
HEX #244b5a
PANTONE 7477 C
CMYK 60 : 17 : 0 : 65
RGB 36 : 75 : 90



WHITE
HEX #ffffff
PANTONE N/A
CMYK 0 : 0 : 0 : 0
RGB 255 : 255 : 255



CHARCOAL BLACK
HEX #231f20
PANTONE BLACK C
CMYK 0 : 11 : 9 : 86
RGB 35 : 31 : 32

NYQUIST SECONDARY COLORS

Nyquist's secondary color palette is built on the Bogen secondary color palette, with the addition of the teal from Bogen's primary palette. This supports brand recognition and consistency. The Nyquist secondary colors complement the Nyquist primary palette. Use these colors for accents, graphics, designs, header text, and other applications.



BRIGHT TEAL
HEX #41c0c8
PANTONE 631 C
CMYK 68 : 4 : 0 : 22
RGB 65 : 192 : 200



GRAY AZURE
HEX #647d88
PANTONE 6341 C
CMYK 26 : 8 : 0 : 47
RGB 100 : 125 : 136



TEAL
HEX #009ca6
PANTONE 320 C
CMYK 100 : 6 : 0 : 35
RGB 0 : 156 : 166

LIGHT AZURE
HEX #c9d2d5
PANTONE 427 C
CMYK 6 : 1 : 0 : 16
RGB 201 : 210 : 213

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TYPOGRAPHY

Bogen uses the Montserrat typeface across all communications to ensure a clean, modern, and consistent visual identity. It's freely available to download via Google Fonts.

PRIMARY TYPEFACE: HEADINGS

Montserrat Bold is Bogen's primary typeface for headlines and key messaging. It provides strong emphasis and clear hierarchy, helping key information stand out across all brand communications.

Aa

SECONDARY TYPEFACE: BODY TEXT

Montserrat serves as the secondary typeface, used for body text and supporting content to maintain consistency and readability.

Aa

FONT COLORS

Use charcoal black or dark azure for nearly all text. The use of these colors ensures readability, consistency, and accessibility. Use white on colored backgrounds. Primary and secondary color palettes can be used for headings, subheadings, and key messaging.

CHARCOAL BLACK
HEX #231f20
PANTONE BLACK C
CMYK 0 : 11 : 9 : 86
RGB 35 : 31 : 32

DARK AZURE
HEX #244B5A
PANTONE 7477 C
CMYK 60 : 17 : 0 : 65
RGB 36 : 75 : 90

ACCESSIBILITY

Bogen values accessibility and inclusive design. Please only use approved fonts and font colors. Do not use light or thin Montserrat weights, as they can reduce readability and contrast. Include alt text where appropriate to support users of screen readers. These choices help ensure content is clear, comfortable, and usable for everyone.

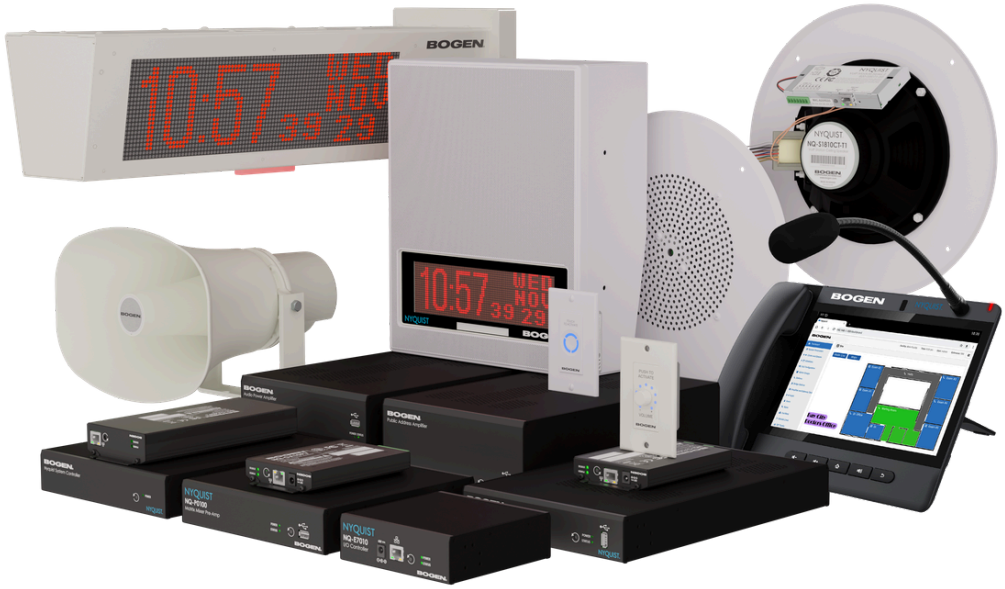
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PRODUCT IMAGERY

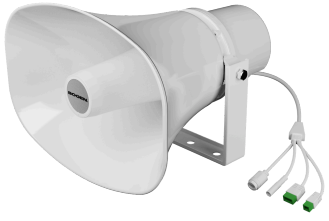
Utilize product images provided by the Bogen Marketing team or located in the Bogen Resource Library (https://www.bogen.com/resource-library). Products should be shown in their natural colors.

NYQUIST FAMILY PHOTO

The Nyquist family photo represents all products in the Nyquist product family. Use the most recent family photo when promoting Nyquist systems and hardware.

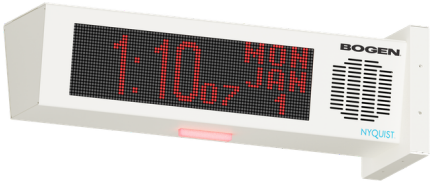


PRODUCT IMAGERY EXAMPLES









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INSTALLATION IMAGERY/BEAUTY SHOTS

Stock images and installation photos should convey the industry verticals in which Bogen equipment is being used and the variety of solutions we can offer. Images may be used in montages, black-and-white treatments, or duotone applications, and may be subject to photo manipulation, as long as it is appropriate and conforms to a consistent design theme.

INSTALLATION IMAGERY/BEAUTY SHOT EXAMPLES









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NEAR SPEAKERS

NEAR, a Bogen brand, creates high-performance outdoor speakers known for exceptional durability in demanding, all-weather settings. The tagline “NOTHING COMES CLOSER” highlights NEAR’s ability to deliver crystal-clear sound while blending seamlessly into natural environments.

NEAR COLOR PALETTE

NEAR’s earthy primary palette incorporates brown and green, reflecting the brand’s outdoor focus.

GREEN
HEX #487629
PANTONE 364 C
CMYK 39 : 0 : 65 : 54
RGB 72 : 118 : 41

CHARCOAL BLACK
HEX #231f20
PANTONE BLACK C
CMYK 0 : 11 : 9 : 86
RGB 35 : 31 : 32

DARK BROWN
HEX #30261d
PANTONE BLACK 4 C
CMYK 0 : 21 : 40 : 81
RGB 48 : 38 : 29

WHITE
HEX #ffffff
PANTONE N/A
CMYK 0 : 0 : 0 : 0
RGB 255 : 255 : 255

NEAR TYPOGRAPHY

NEAR follows the same typography guidelines found on page 8 of this guide.

NEAR NAME AND LOGO

The NEAR name and tagline should always appear fully capitalized. Maintain clear space around the logo equal to the height of the letter “E” on all sides. Rotate the “E” by 90 degrees when measuring clear space above or below the NEAR logo. Do not alter the logo in any form, including altering the color or proportions.





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APOGEE SOUND INTERNATIONAL, LLC

Apogee Sound International, a Bogen subsidiary since 1999, designs high-fidelity professional loudspeakers and audio systems, strengthening Bogen's portfolio in advanced commercial and performance sound solutions.

APOGEE COLOR PALETTE

Apogee's primary palette features azure and vivid red, bold colors that convey high performance.

VIVID RED
HEX #cf102d
PANTONE 186 C
CMYK 0 : 92 : 78 : 19
RGB 207 : 16 : 45

CHARCOAL BLACK
HEX #231f20
PANTONE BLACK C
CMYK 0 : 11 : 9 : 86
RGB 35 : 31 : 32

AZURE
HEX #0071ce
PANTONE COOL 285 C
CMYK 100 : 45: 0: 19
RGB 0: 113: 206

WHITE
HEX #ffffff
PANTONE N/A
CMYK 0 : 0 : 0 : 0
RGB 255 : 255 : 255

APOGEE TYPOGRAPHY

Apogee follows the same typography guidelines found on page 8 of this guide.

APOGEE NAME AND LOGO

The Apogee logo should be given adequate clear space such that the "EE" spacer is the minimum distance on all sides. Rotate the "EE" by 90 degrees when measuring clear space to either side of the Apogee logo. Do not alter the logo in any form, including altering the color or distorting the proportions.

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RESOURCES

Thank you for your collaboration in upholding a strong and cohesive Bogen brand. We invite you to explore our website (www.bogen.com) and connect with us on social media.

RESOURCE LIBRARY

To ensure quality and adequate resolution, please download product images from Bogen's Resource Library: https://www.bogen.com/resource-library.

BOGEN DIFFERENCE

To learn more about Bogen's identity and history, read about the Bogen Difference at https://www.bogen.com/difference.

MARKETING DEPARTMENT CONTACT

Questions? Please email info@bogen.com.

SOCIAL MEDIA ACCOUNTS

https://www.linkedin.com/company/bogencomm

@bogencomm

@bogencommunicationsllc8262

@bogencomm

https://www.facebook.com/BogenComm/

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