

AIPHONE BRANDING & STYLE GUIDELINES

UNCOMPROMISED SECURITY





WE BE

human connection
Our security communication
you to see, speak, and grant





LIEVE

and trust is the foundation of security.
and access control solutions empower
access for the ultimate safeguard.



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WHO WE ARE

Aiphone is the global leader in security communication, dedicated to creating a safer, more efficient, and better-connected world.

Trusted by thousands of organizations globally for over 75 years, we deliver tailored security communication solutions for residential, commercial, educational, emergency environments and more.

We offer the world's largest portfolio of security communication products, ranging from audio intercoms to cutting-edge IP video intercoms and access control. Reliability is the core of our corporate identity, earning us the trust and satisfaction of customers worldwide.

OUR MISSION

At Aiphone, our mission is to provide peace of mind to our customers by delivering cutting-edge communication and security solutions that enhance safety, connectivity, and convenience.





OUR VISION

Our vision is to create
a safer and more
connected future for
all. A world where
every community and
organization benefits
from advanced,
seamless, and user-
friendly communication
technology.





1948

Aiphone Company LTD is founded in Nagoya, Japan.



1950s

The first Aiphone audio door station is produced.



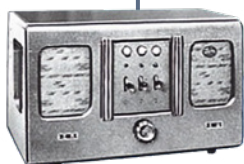
1969

Company becomes Aiphone CO. LTD



1970s

The first Aiphone condominium intercom system is produced.



1950s

Aiphone intercoms begin mass production.



1960s

The first apartment intercoms system for overseas.



1970

Aiphone opens a U.S. subsidiary in Bellevue, WA



1970s

The first Aiphone home security intercom is produced.



1981

Aiphone earns the prestigious Deming Award for quality control.



1986

The new Aiphone factory is opened in Toyota City, Japan.



1998

The first Aiphone color video intercom is produced.



2000s

The first Aiphone hands-free color video intercom is produced.



2020s

Aiphone full IP video intercom for residential is produced.

1983

The first Aiphone video intercom system is produced.



1993

Aiphone becomes the first manufacturer to receive ISO 9001 Certification.



2000s

The first Aiphone modular video intercom system is produced.



2010s

The first Aiphone IP audio / video intercom system is produced.



EMPOWERING HUMAN CONNECTION

We believe human connection and trust are the foundations of security.

We develop technologies that empower you to see, speak, and grant access for the ultimate safeguard.

WE PROMISE TO:

Cultivate kindness and connection through technology

Enhance daily life with intuitive and innovative technology

Promote responsible interactions between humans and nature

QUALITY YOU CAN TRUST



QUALITY YOU CAN TRUST

Japan's manufacturing excellence is a global standard. Our products have passed rigorous testing and adhere to strict quality standards, setting the stage for your physical security solution.

We believe that communication should be effortless and enjoyable. We design our products with intuitive interfaces and user-friendly features, ensuring that staying connected is both comfortable and convenient.

Our products offer:

- *High-definition video and audio quality*
- *User-friendly interfaces*
- *Industrial durability and minimalist elegance*
- *Rated for water, dust, and shock resistance*

ULTIMATE RELIABILITY

Partnering with leading technology partners, we provide you with the ultimate reliability and security for your facilities.

Our highly interoperable solutions are designed for seamless integration with all layers of security infrastructure. Build a truly unified security system with our comprehensive portfolio of security communication and access control solutions.

We offer:

- *Solutions built to open standards for limitless integration, including ONVIF and SIP compliance.*
- *Highly customizable system functionalities and scalable deployment capabilities*
- *Solution-oriented customer support*
- *Hardware that is UL listed, NDAA, and TAA compliant, and holds internationally recognized certifications like ISO 9001, ISO 14001, and the Deming Prize.*

ULTIMATE RELIABILITY



WHO

Aiphone is the leader in the security and communication industry

WHAT

We offer a wide range of unified security communication suites and access control solutions

HOW

With unmatched commitment to connectivity, quality and reliability

WHY

To strengthen and set the stage for the physical security of organizations of all sizes

FOR

For those who believe human connection is the foundation of security



For those who believe human connection is the foundation of security, we offer a wide range of **unified security communication suites and access control solutions.** Designed to solve security challenges across industries, facilities,

institutions, and businesses. Our premium hardware technology, seamless integration capabilities, and unparalleled technical support and customer service are what set us apart.

Strengthen your physical security with our unmatched commitment to quality, connectivity and reliability.



OUR TAGLINE:

UNCOMPROMISED SECURITY

Our tagline reflects our commitment to delivering the highest quality, most reliable security communication solutions that, together with other industry leaders, create comprehensive protection. We are the essential piece in a complete security strategy.



BRAND PURPOSE

Our purpose is to empower everyone to see, speak with, and grant access to those they trust, recognizing that human decisions are essential to true security.



BRAND PROMISE

Aiphone builds a safer and better-connected world for you.



CONSUMER TAKEAWAY

Aiphone is your complete security communication and access control solution.

A FOCUS ON OUR CUSTOMERS

We speak to quality focused and risk-averse buyers, defined as people who seek a brand recognized as the industry standard with a proven track record, historical background, and consistent quality. Within that group, we prioritize four user segments which we believe are more likely to be engaged by our brand.





INTEGRATORS

This segment prioritizes ease of programming and robust integration capabilities. They seek partners who stay ahead of the curve with reliable technology and customer support, as well as training opportunities to keep their own offerings and skills sharp.



IT & SECURITY

This segment is responsible for monitoring and responding to security incidents, as well as implementing and maintaining security controls. They seek solutions that are not only effective, but also easy to integrate with all layers of security measures.



EXECUTIVE DECISION MAKERS

This segment includes chief officers, managing directors, and school district leaders who seek a brand that offers assurance, longevity, and delivers cost-effective solutions that generate a significant return on their investment.



END USERS

This segment includes renters, property managers, and teachers who value intuitive interfaces, mobile accessibility, functionality, and aesthetic appeal over traditional metrics of quality and reliability.



PERSONALITY

Brand personality helps us achieve consistency in how we present ourselves, giving meaning to what we put into the world. These attributes describe how we come across in our tone, design and spirit.

CONFIDENT

We exude confidence, reflecting our deep understanding of our industry without the need to overpower.

HUMBLE

CLEAR

ARTICULATE

GENUINE

SUPPORTIVE

We champion success for our customers. We provide unwavering support, expert resources, and guidance in overcoming challenges and unlocking solutions together.

CUSTOMER SUCCESS

RESPECTFUL

APPROACHABLE

TRUSTED

We act ethically and responsibly, committed to driving long-term and sustainable success for all.

INTEGRITY

ASSURANCE

CONSISTENCY

REFINED

Our brand is synonymous with refined elegance and timeless appeal. Our products endure over time, and our aesthetic transcends time –like a fine wine.

RESILIENT

CONTEMPORARY

CLASSIC

ORIGINAL

COLLABORATIVE

We believe in a cooperative ecosystem that drives customer success. We build trust and long-term relationships with our partners and customers.

SOLUTIONS-ORIENTED

RELATIONSHIP-BUILDING

PARTNERSHIPS

EXCELLENCE

Our strong commitment and dedication to excellence sets us apart as industry leaders.

RELIABILITY

QUALITY-DRIVEN

DEDICATED

CRAFTMANSHIP

ADAPTABILITY

We embody adaptability with our comprehensive product line that can be engineered to cater to a wide array of applications.

CUSTOMER CENTRIC

VERSATILE

UNIVERSAL

INFLUENTIAL

We are a pioneer and leader in the modern security communication industry. We are an internationally recognized brand that inspires and sets the standard of the industry.

GLOBAL

INSPIRATIONAL

PROFESSIONAL



VOICE & TONE

As with all aspects of our brand expression, our tone of voice is guided by our brand personality — translating those traits into actionable writing direction.



CONFIDENT

Every contribution, big or small, makes a difference. We present our best selves and speak with confidence, assurance and clarity.

LIKE THIS:

We understand the importance of compliance, accessibility, and reliability in today's environment. That's why our products are TAA and GSA compliant, meeting stringent government procurement standards. Our UL Listed and ADA compliant stations ensure safety and usability for all individuals. Additionally, we maintain NDAA compliance to address supply chain security concerns.

NOT THIS:

TAA and GSA compliant.
UL Listed and ADA compliant stations.

TRUSTED

We guide customers from all walks of life on their journey to making informed decisions. Our writing is for a wide audience, from beginners to experts. We believe everyone deserves access to information that's easy to understand and inclusive.

LIKE THIS:

We use corrosion-resistant stainless steel, meeting IP65 standards for dust and water resistance, withstanding jets of water and harsh weather conditions.

Our products also boast IK08 shock protection, ensuring resilience against impacts. Built to perform in temperatures ranging from -40°C to $+60^{\circ}\text{C}$, our products are a reliable solution for both scorching heat and frigid cold environments.

NOT THIS:

We offer the finest quality and technology you can trust.

REFINED

We refine our language by writing with details, breaking down generalizations, and avoiding oversimplifications. By asking ourselves for clarifications again and again, we refine our language and the messages we convey.

LIKE THIS:

For years, access control systems focused on locking and unlocking doors on specific schedules.

Our product goes beyond the door to unlock new insights that help you improve everyday operations. It aggregates and displays data in a dynamic format to empower you to make better decisions. It unlocks new insights that help you improve everyday operations.

NOT THIS:

Introducing the AC Series. We are proud to offer an access control line that meets our strict quality standards.

COLLABORATIVE

We foster a welcoming online community where everyone's knowledge and insights are valued. We believe in the power of collaboration and conversation to inspire and benefit us all.

LIKE THIS:

Your insights are incredibly helpful. We appreciate you taking the time to share them with us.

NOT THIS:

We already know everything you're trying to tell us. This is the ultimate solution for your needs. It does everything exactly as designed.



SUPPORTIVE

We write to provide helpful, valuable, actionable and empowering content to support our customers' success every step of the way.

LIKE THIS:

Here's an approach that might work...

This intercom solution has helped others facing similar challenges in securing campuses by....

NOT THIS:

Let's see how we can prevent this from happening again...



The Aiphone logo should be shown in the primary blue color when possible. If contrast is needed for darker backgrounds, white is okay. Do not show the registered trademark symbol.

PRIMARY BLUE COLOR



AIPHONE BLUE
 CMYK 85 / 54 / 0 / 0
 RGB 0 / 113 / 206
 #0071CE



Visual only to show contrast. Do not box or border logo.

Only use the Aiphone logo in black if the print application requires it. Otherwise use the primary blue color or white.



CLEAR SPACE

Always surround the Aiphone logo by one X-height of clear space.



The ● should remain proportionate to the logo size.



MINIMUM SIZE

The Aiphone logo should be a minimum of 1” in width for print and 90 pixels at 72 dpi for digital. In-house graphic designers may reduce to a width of 21/32” (0.65625) for print in footer placement and where appropriate.



1 inch for print
90 pixels for digital



21/32 inch for print

LOGO MISUSE

Use design common sense.

No re-proportioning,
distortion, colorization, or
typography modification
of the logo is permitted.



⊘ Don't include the registered trademark symbol.



⊘ Don't stretch or skew the logo.



⊘ Don't recolor the logo.



⊘ Don't modify the size of the elements in the logo.



⊘ Don't place the logo on a background without enough contrast.



⊘ Don't show the icon on its own.



- Don't use drop shadows or lighting effects on the logo.



- Don't screen back the primary logo.



- Don't rotate the logo.



- Don't combine the logo with a product name or use in a sentence.



- Don't add an outline to the logo.

COLOR PALETTE

The Aiphone primary color palette consists of the selected Blues and Grays. These colors must be present in any chromatic marketing material.



AIPHONE BLUE

CMYK 85 / 54 / 0 / 0
RGB 0 / 113 / 206
#0071CE



DARK BLUE

CMYK 100 / 87 / 33 / 28
RGB 0 / 51 / 102
#003366



SLATE GREY

CMYK 70 / 53 / 33 / 9
RGB 91 / 108 / 133
#5B6C85



CHARCOAL

CMYK 72 / 66 / 65 / 75
RGB 31 / 31 / 31
#1F1F1F

The Aiphone secondary palette is commonly used in titles, graphic elements, backgrounds and apps as needed, to keep the brand visually dynamic but maintaining its identity.



INDIGO

CMYK 100 / 100 / 34 / 32
RGB 35 / 24 / 84
#231854



GOLD

CMYK 27 / 44 / 100 / 6
RGB 182 / 137 / 45
#BD892D



TERRA COTTA

CMYK 22 / 76 / 87 / 11
RGB 178 / 85 / 55
#B25537



FUCHSIA

CMYK 50 / 87 / 14 / 1
RGB 143 / 69 / 136
#8F4588

GRADIENTS

Gradients can be used to add depth, dynamism, and a polished quality to layouts and graphics.



INDIGO

>

SLATE GREY



INDIGO

>

DARK BLUE



SLATE GREY

>

DARK BLUE



INDIGO

>

AIPHONE BLUE



FUCHSIA

>

TERRA COTTA



GOLD

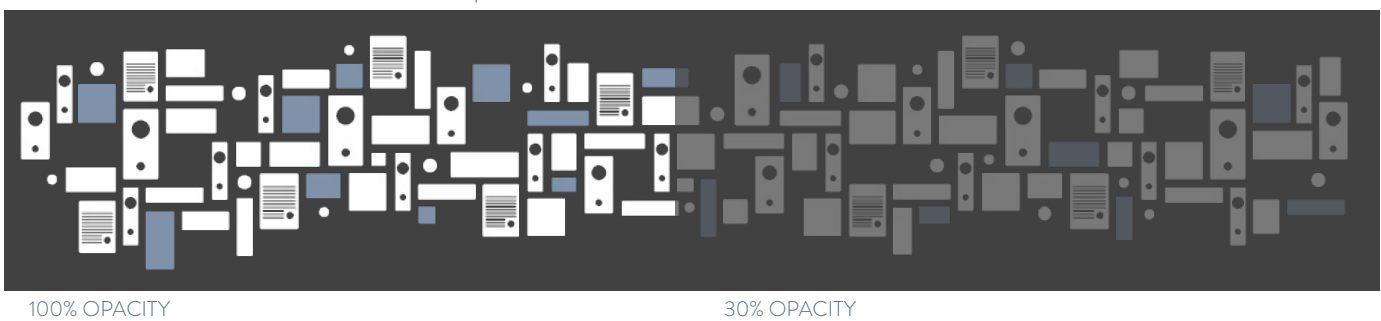
>

TERRA COTTA

AIPHONE INTERCOM PATTERN | DARK



AIPHONE INTERCOM PATTERN | LIGHT

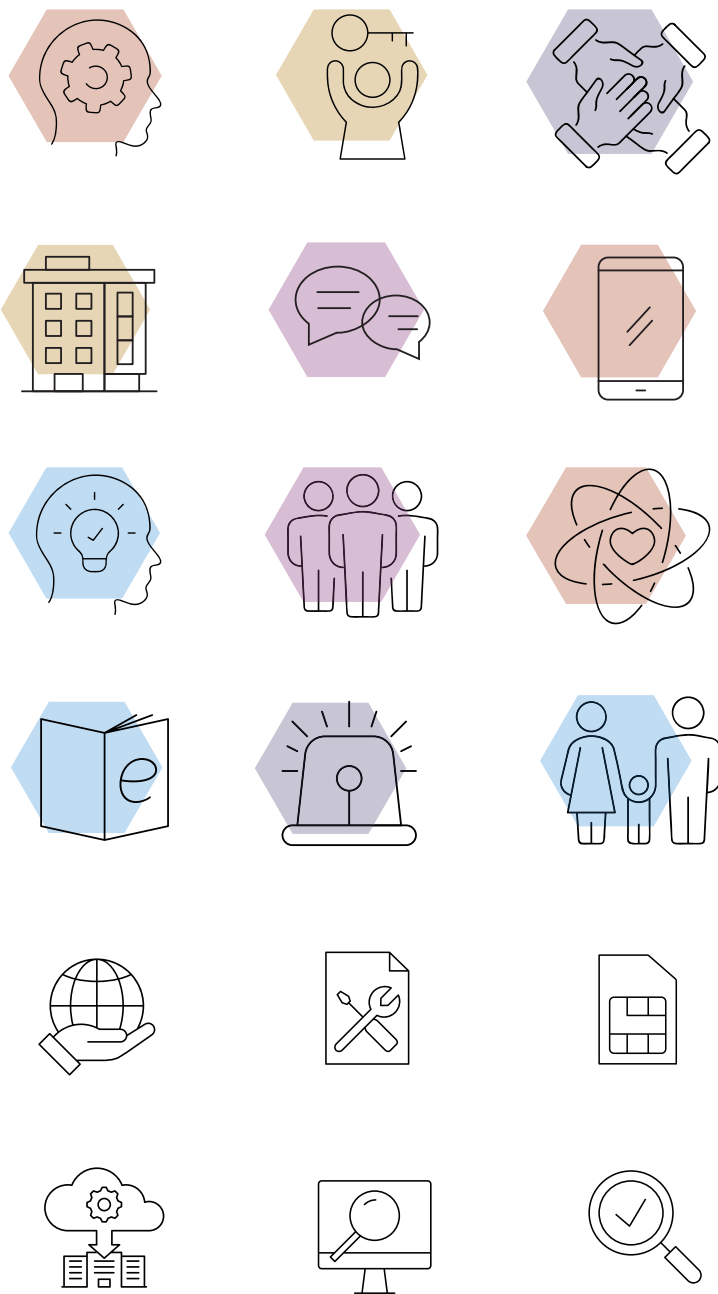


DARK PATTERN OVERLAY APPLICATION EXAMPLE



LIGHT PATTERN OVERLAY APPLICATION EXAMPLE





PRIMARY TYPEFACE FAMILY

Brandon Grotesque

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Thin

Thin Italic

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Black

Black Italic

SECONDARY TYPEFACE FAMILY

Century Gothic

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular

Regular Italic

Bold

Bold Italic

TERTIARY TYPEFACE FAMILY

Roboto Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Light

Light Italic

Regular

Regular Italic

Bold

Bold Italic

TYPE HIERARCHY

1. Headline

Brandon Grotesque Light,
Slate Grey
20 point

AIPHONE HEADLINE¹

2. Subhead

Brandon Grotesque Medi-
um, Indigo
14 point

This is the Aiphone Subhead style²

Roboto Regular Aperorer feruntiasped quosanda denihit, seres molor moluptium.

Ribusa nos apel in pro officipit esto to occatem dolor atum fugit ex etur sequi beratis iunt et, vendame nisquos moluptassi rerchic tem nonsed quo berions erspera epudae, omnim incto molor re nonsequam quos qui adis magnatq uiditio nsedigni- ma valor sitatem qui solorem qui andelestis que faccum voluptiatia.³

3. Body Copy

Brandon Grotesque Light,
Slate Grey
12 point

“Aperorer feruntiasped quosanda denihit, seres molor moluptium. Ribusa nos apel in pro officipit esto to occatem dolor atum fugit ex etur sequi beratis iunt et, vendame nisquos moluptassi rerchic tem nonsed valor sitatem cullore perferovit faccum voluptiatia.”⁴

4. Quote Style 1

Brandon Grotesque Light
Italic, Charcoal
14 point

“Aperorer feruntiasped quosanda denihit, seres molor moluptium. Ribusa nos apel in pro officipit esto to occatem dolor atum fugit ex etur sequi beratis iunt et, vendame nisquos moluptassi rerchic tem nonsed valor sitatem perferovit faccum voluptiatia.”⁵

5. Quote Style 2

Brandon Grotesque Medi-
um Italic, Indigo
11 point



IMAGERY

We curate our imagery to be contemporary, emotive, and always telling the story of Aiphone and the many benefits of our premium quality physical security products.



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WEBSITE

PRINT DESIGN



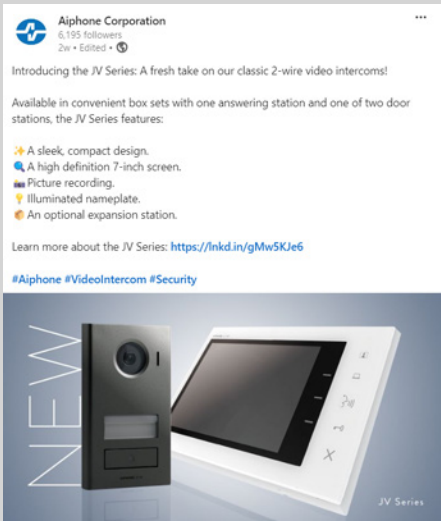
SOCIAL MEDIA



AIPHONECLOUD SOCIAL MEDIA



QUIKSPEC SOCIAL MEDIA



JV SERIES SOCIAL MEDIA

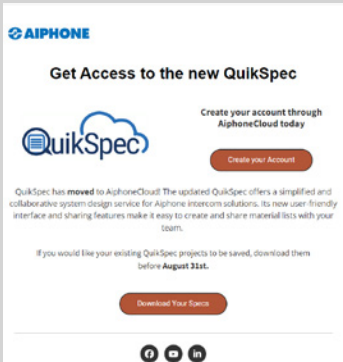
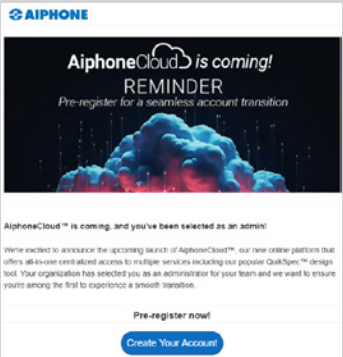
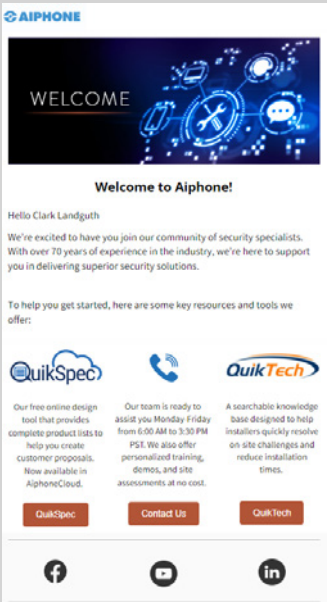


ESX 2024 SOCIAL MEDIA



NRF PROTECT SOCIAL MEDIA

EMAIL MARKETING





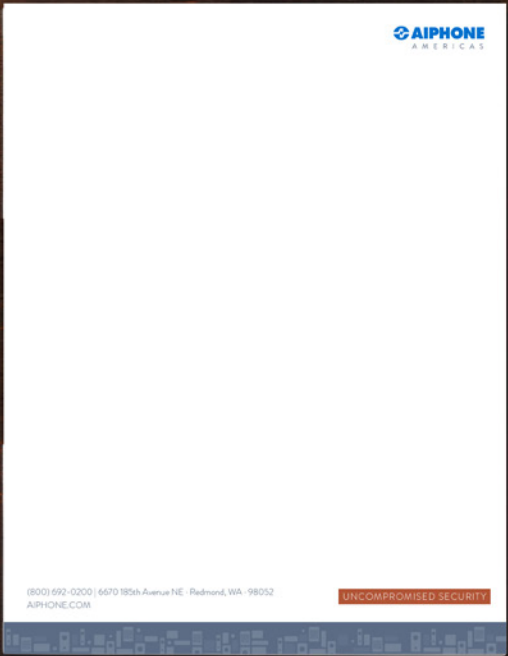
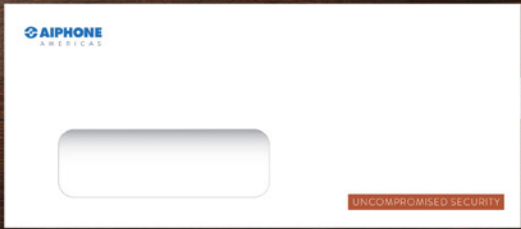
STATIONERY

BUSINESS PAPERS SUITE

Our company stationery conveys a clean look complemented by the Aiphone logo, our “intercom pattern”, and our tagline.



BUSINESS CARDS



LETTERHEAD SUITE





A black, rectangular AIPHONE IX-DV intercom unit is mounted on a blue wall. It features a large circular speaker grille at the top, a smaller circular speaker grille below it, and a small circular button at the bottom. The unit is labeled "AIPHONE IX-DV" at the bottom. The background shows a modern building with large windows and a warm, orange light source, possibly a lamp or window reflection, creating a soft glow.

UNCOMPROMISED SECURITY

AIPHONE.COM | 800.692.0200

 **AIPHONE**
AMERICAS