



ARCHI-
TETTURA
SONORA

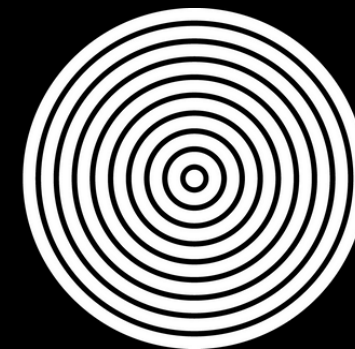


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BRAND GUIDELINES



**ARCHI-
TETTURA
SONORA**



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Within the intersection of design and technology, new possibilities unfold. Architettura Sonora explores that realm.

We believe that listening should be an experience that captivates all the senses, transforming the way we interact with our environments.

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VISION

Shaping the way people
experience audio in spaces
that demand both technical
excellence and visual integrity.



MISSION

At Architettura Sonora, we merge superior acoustic engineering with design to create immersive sound environments. Our mission is to transform indoor and outdoor spaces through the art of sound.



BRAND VALUES

- **Excellence** – Pushing the boundaries of acoustic innovation and craftsmanship.
- **Aesthetic Harmony** – Merging form and function to create timeless designs
- **Immersive Experience** – Elevating sound beyond hearing into a tangible spatial experience.
- **Natural Material Oriented** – Using natural and high-quality materials for durable, unique design.
- **Italian Heritage** – Rooted in Italy's rich design tradition, our products embody artistry and technical mastery.



BRAND IDENTITY

- Different than traditional speakers
- Design centered/decorative
- Geometrical shapes

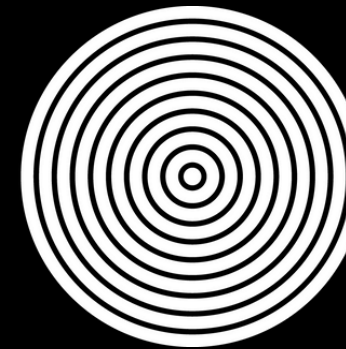
Luxury

Architecture

- High performing
- high quality at high volume
 - party focused

Craftmanship/Made in Italy

**ARCHI-
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- Natural Material Oriented
- Raw/porous
 - Unique

Indoor/Outdoor

Aesthetic/Visually Beautiful

Design

Sensory Experience

Freedom of positioning

High customisation

Sound

BRAND PROMISE



TRUSTWORTHY PARENT COMPANY

The legacy and expertise of B&C Group stand as a testament to the brand's commitment to excellence



INTERNATIONAL DISTRIBUTION NETWORK

Our international distribution partners ensure prompt support and streamlined operations

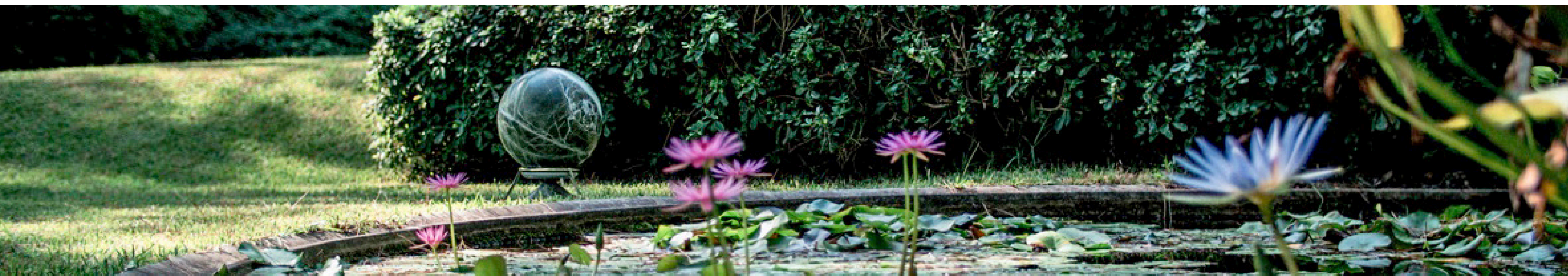


UNCOMPROMISING QUALITY

We collaborate with leading providers to deliver the highest standards in audio performance and design.

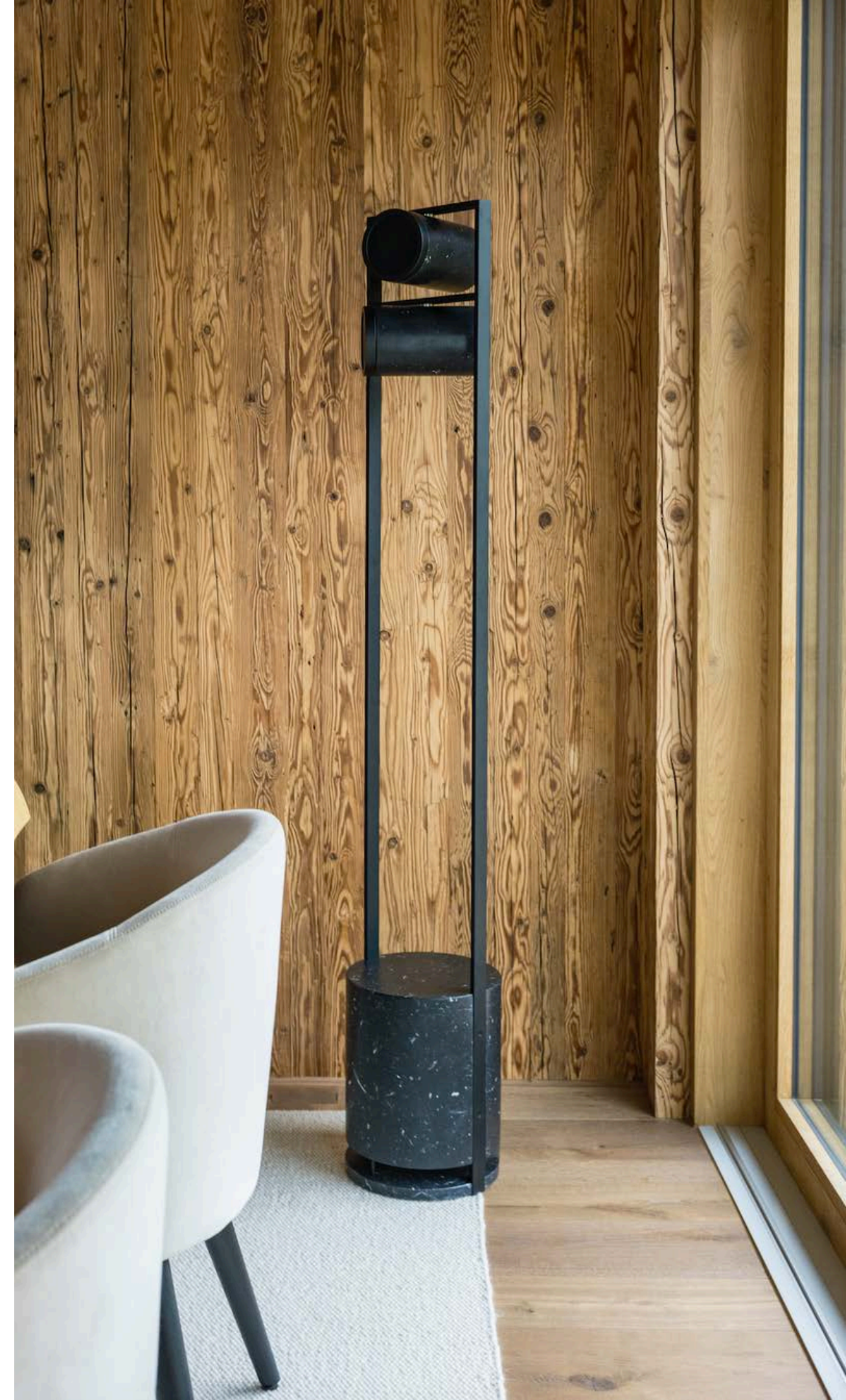
TONE OF VOICE DO'S

- ✓ **Sophisticated & Technical** – Precise, refined, and rooted in expertise
- ✓ **Minimalist & Elegant** – Clear and concise language that reflects our design philosophy
- ✓ **Aspirational & Exclusive** – Emphasise exclusivity and aspiration, positioning the brand as a luxury choice for an audience that values both sound and style
- ✓ **Emotionally Evocative** – Communicating the power of sound in architectural spaces
- ✓ **Craftsmanship, materials, and innovation** as key brand differentiators



TO NE OF VOICE DON'TS

- ✗ Avoid vague or generic language that lacks depth or expertise
- ✗ Don't overcomplicate messaging with excessive technical jargon that alienates the audience
- ✗ Avoid casual, humorous, or overly accessible language – keep the tone refined and elegant.
- ✗ Don't use slang, playful jargon, or colloquial expressions that diminish the brand's sophistication
- ✗ Avoid cluttered or overly descriptive copy that detracts from the brand's minimalist identity
- ✗ Don't dilute the brand's exclusivity by making it seem too accessible or ordinary.



TEXTUAL COMMUNICATION • DO'S

- ✓ Seamlessly Indoor & Outdoor + Bespoke/Custom – Designed to integrate harmoniously into any environment
- ✓ Crafted from Premium Natural Materials – Marble, concrete, and other fine materials, chosen for durability, beauty and acoustic performance
- ✓ Professional-Grade Audio – Engineered for exceptional sound quality, delivering precision and depth beyond standard consumer audio
- ✓ Design Meets Technology – The union of pro-audio and architectural elegance (Form&Function)
- ✓ An Exclusive Luxury Choice – AS is not for the masses
- ✓ A Multisensory Experience – AS transforms the way spaces are felt and lived
- ✓ Italian Craftsmanship, Made in Italy – Heritage, precision, and artisanal excellence

TEXTUAL COMMUNICATION • DON'TS

- ✗ AS is not just for indoor or outdoor use; it seamlessly integrates into both
- ✗ Mass-market or synthetic – It does not use cheap, artificial materials
- ✗ Consumer-grade audio – It is not mainstream or entry-level audio
- ✗ Purely functional or tech-driven – It is not just about technology; AS merges design and innovation
- ✗ Mainstream or widely accessible – AS is not for everyone
- ✗ Just an auditory experience – It is not limited to sound alone
- ✗ Generic or mass-produced – It is not a generic product

COLORS



BLACK
#000000

GRAY
#E5E5E5

WHITE
#FFFFFF

BEIGE
#D5BEA8

TYPOGRAPHY

A d r i a n n a E x t e n d e d

Letter spacing: 320

H E A D L I N E S

0 1 2 3 4 5 6 7 8 9

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

Helvetica

Body Text

0 1 2 3 4 5 6 7 8 9

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

LOGO GUIDELINES

DIGITAL USE (WEB & MOBILE)

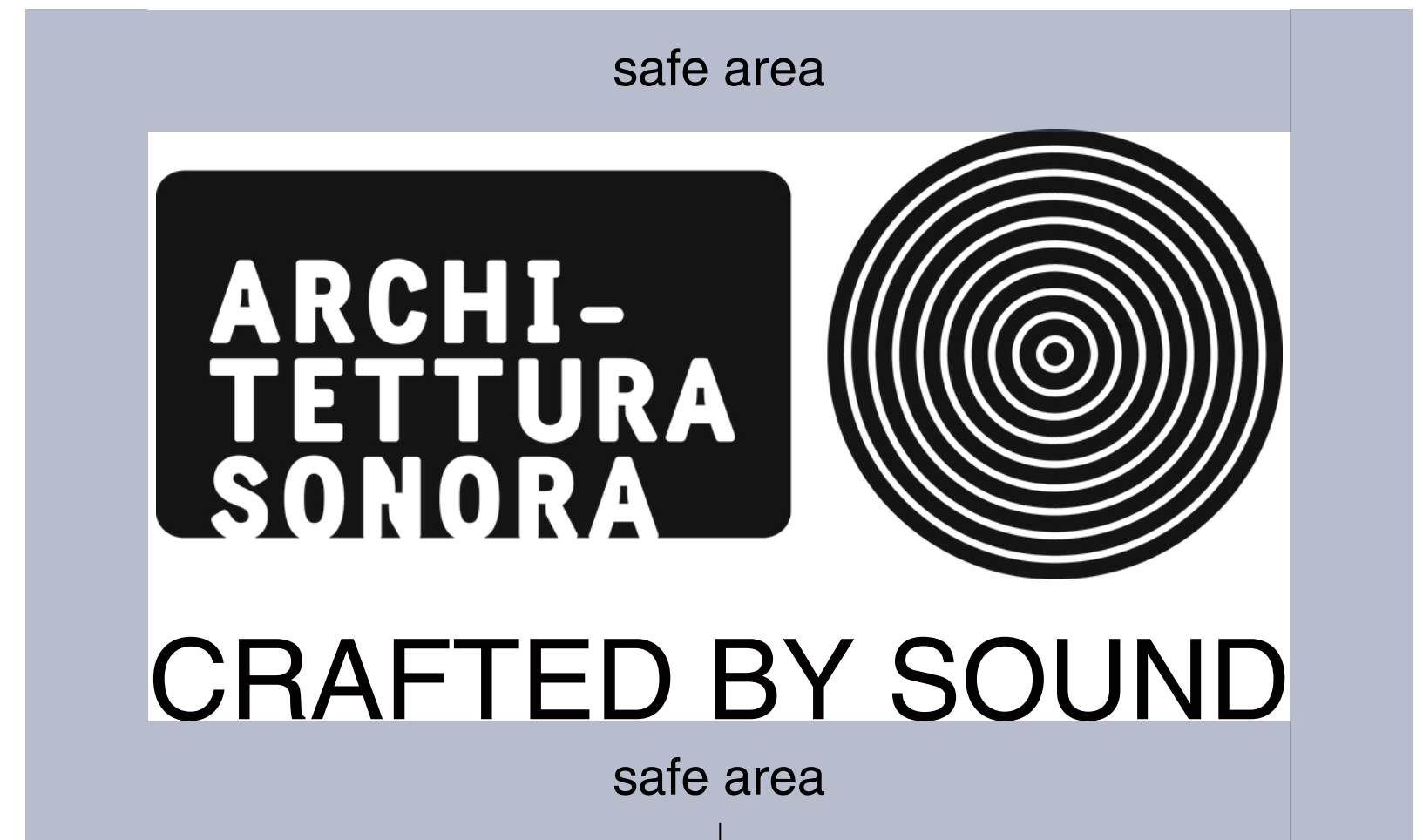
Minimum size: 128x72 px (ensures clarity of text and circular design)

PRINT USE

Minimum width: 30 mm

Large Format Printing (Banners, Posters, Signage):

The logo should be in vector format (SVG, EPS, AI) to ensure scalability without pixelation



minimum empty space to be maintained around logo

LOGO • DO'S

- Keep the logo in white/beige on dark backgrounds.
- Keep the logo in black on light backgrounds.
- Prefer using the white logo version on a beige background.
- The beige logo version can be used on a white background.
- The black logo version must be used in materials where color application is not possible.



LOGO • DON'TS

- Do not tilt and/or distort it.
- Do not add underlines.
- Do not recolor the logo and/or modify its typography.
- Do not break it into multiple lines.
- Do not use the logo on backgrounds or images with complex geometric patterns.



VISUAL COMMUNICATION • DO'S

- ✓ High-end photography emphasizing materials, textures, and architectural integration.
- ✓ Elegant compositions with strong lighting contrasts to highlight form and depth.
- ✓ A balance between close-up details and spatial storytelling, showcasing AS speakers as design elements.
- ✓ ONLY high-resolution pictures – no pixelation when posted or printed.
- ✓ Prioritize images with earth tones and elegant settings that align with the brand's aesthetic.



VISUAL COMMUNICATION • DON'TS

- ✗ Avoid cluttered or overly busy compositions that distract from the product's elegance and architectural integration.
- ✗ Do not use low-quality or poorly lit images - lighting should always enhance depth, form, and material textures.
- ✗ Avoid excessive post-processing or unrealistic filters that distort the natural look of materials.
- ✗ Avoid using chaotic backgrounds or environments that don't complement the product's refined and minimalist presence.
- ✗ Avoid inconsistent visual styles - all images and videos should maintain a cohesive, high-end look.
- ✗ Do not depict products in non-premium or unconsidered spaces - every setting should reinforce the exclusivity and design integrity of the brand.
- ✗ Avoid fast-paced, flashy, erratic editing in videos - transitions and movements should feel intentional, fluid, and sophisticated.
- ✗ Do not rely on artificial effects or gimmicky visuals - let the design, materials, and craftsmanship speak for themselves.



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