

**LD SYSTEMS** - BRAND STRATEGY WORKSHOP  
COMMUNICATION STRATEGY & DESIGN

## Brand Values

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**Reliable**  
**Passionate**  
**User-centric**  
**Performance-oriented**  
**Design-minded**

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**Passionate**  
**User-centric**  
**Performance-oriented**  
**Design-minded**

**These values must be “lived” internally and communicated externally.**

## Brand Strategy

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The brand has to act more customer-centric.  
From product development and service up to customer communication.

## Brand Vision

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**Short: Potential customers shall know us, trust us and believe in us. Existing customers shall trust us and stay true.**

## Brand Mission

Directly following the ADAM HALL GROUP Mission Statement:

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People with a passion for sound are our driving force. Meeting their demands and ensuring their full satisfaction is our top priority. To achieve this, we create innovative, user-friendly, aesthetic and performance-oriented solutions for sound technology that allow more people to freely unfold their sound ideas and share unforgettable moments with each other. Wherever they want.

## The Importance of Brand Values

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Some brand values build trust for the brand. Others create awareness.

Remember: your unconscious affinity with the brand is crucial for your purchase decision.

## Brand Characteristics



## Brand Characteristics

Additional communication attributes to help personify the brand:

**Mobile, Creative, Modern, Honest, Caring, Dynamic, Aesthetically Appealing**

## Brand Attitude

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LD Systems is the reliable all-rounder that gives everyone, professional or not, the freedom to realize their sound ideas wherever they want to go.

## Brand Claim Perspective

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The competition uses superlatives from the point of view of the company.  
Nobody takes the perspective of the customer.  
Our chance to stand out.

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## Our new Brand Claim

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What is the essence of LD Systems? What do we offer our target groups? **Freedom!**

The freedom to realize their own sound ideas.

The freedom to be mobile.

The freedom to make an intelligent choice.

The freedom of simplicity.

The freedom to electrify audiences with good sound and beautiful design.



**free your sound**

## Tone of Voice.

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The communication shall be:

- Less product-centric or technically explaining
- Focus on benefits and effects for the customer
- More customer-driven with emotional values

## **Tone of Voice.**

The tone of voice shall be:

Open-minded  
Human  
Emotional  
Simple  
Clear  
Passionate  
Honest  
Cool



Logo Evolution

So, what's wrong with the old Logo?

So, what's wrong with the old Logo?  
In fact, a lot.





Lines are not parallel to each other.



The mixing of 2 fonts with different kinds of serifs is a NO GO in typography

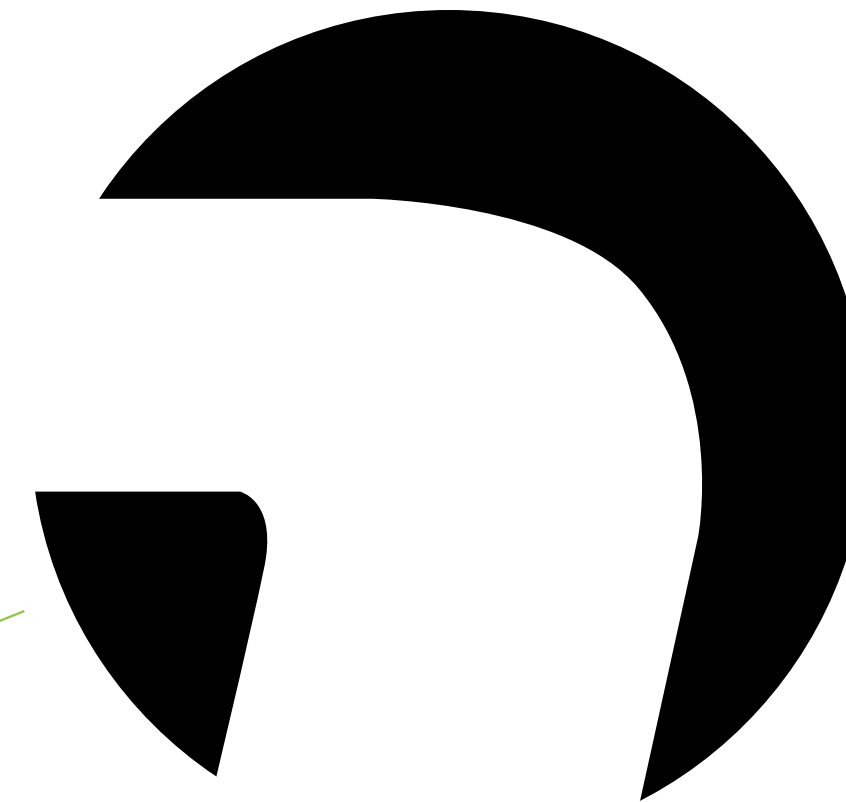
Lines are not parallel to each other.



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Roundings are not clean.

Uneven kerning (spacing between letters) in the word "systems"

Lines of the word "Systems" are too thin for small applications

Other than that:



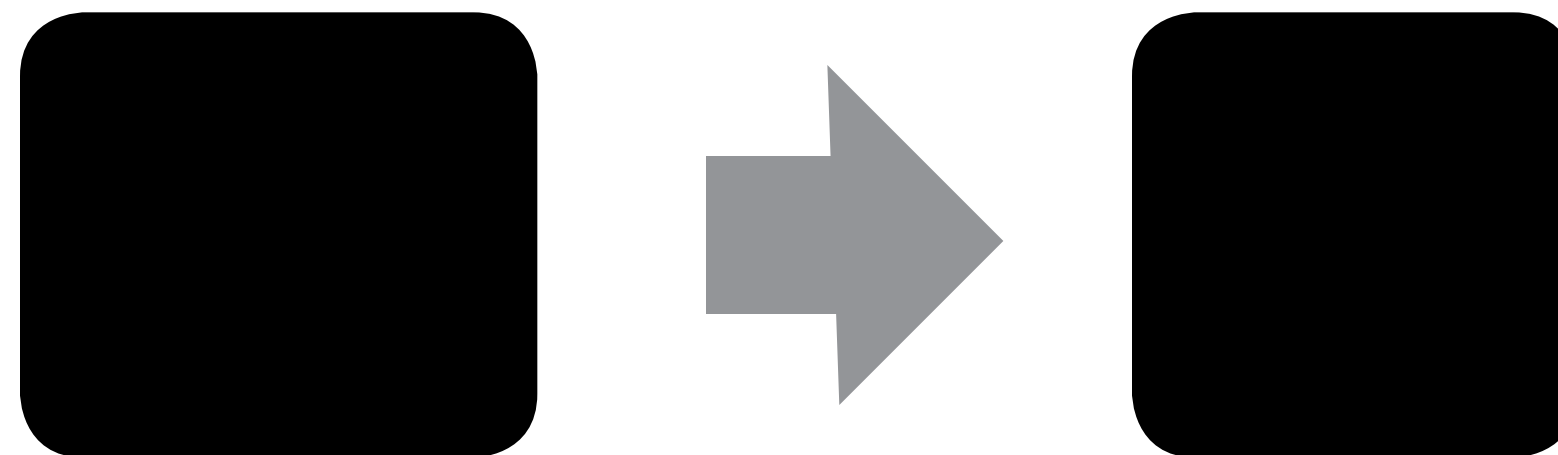
LO Systems? LD Systems?

Long story short, our LD Systems logo is a prime example of a bad logo.

Hard to read, full of graphical mistakes and also misleading regarding the technology behind it.  
It communicates sloppy execution and antiquated technology.

Also, we need to make the logo emblem square, not rectangular like before. This ensures the emblem can be rotated by 90° for certain applications like for instance install speakers and stage monitors, where the speaker can be used vertical as well as in a horizontal application.

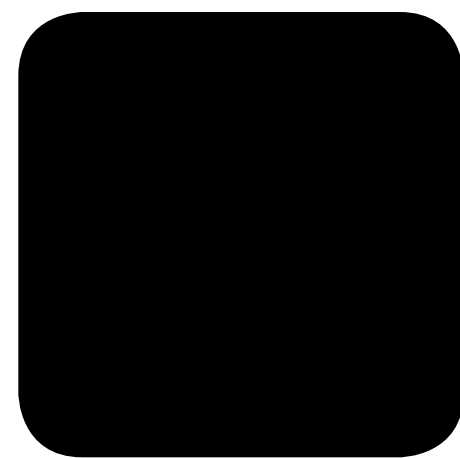
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In reconciliation with Product Design and Product Management we agreed on not putting the word "SYSTEMS" into the Logo emblem that will appear on the products. We will have a complete logo with the word "SYSTEMS" appearing on the product print at the back of speakers for instance, but the emblem itself should just contain the LD symbol.

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Logo emblem  
with only LD in it on the front



Complete logo  
with LD SYSTEMS + EMBLEM on the back

We already work with our other logos in a similar fashion:



Now we want to show you the steps that lead us to our logo proposition, including the reasons why certain steps are not enough to actually solve the problem.

## 1. Minimal Evolution of the Logo Emblem.



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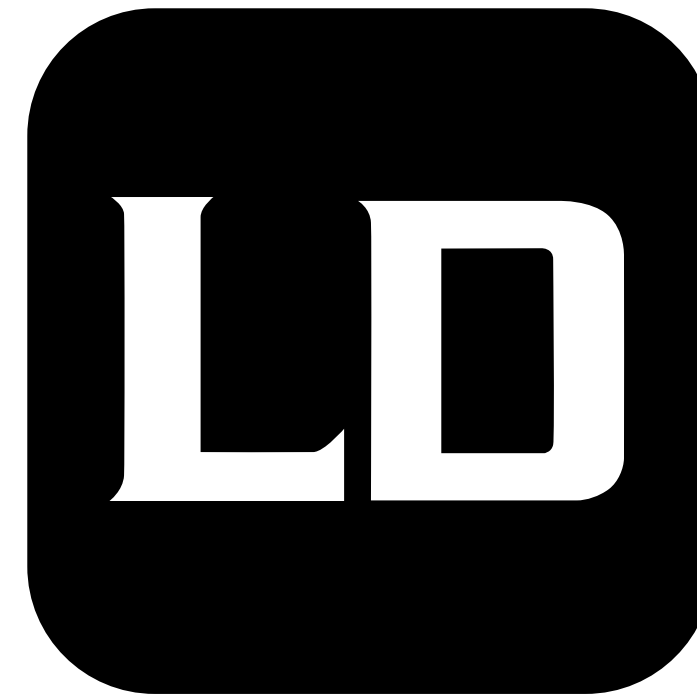
- Slightly more modern feel to it because of the lack of the word "Systems" and the bigger roundings of the emblem

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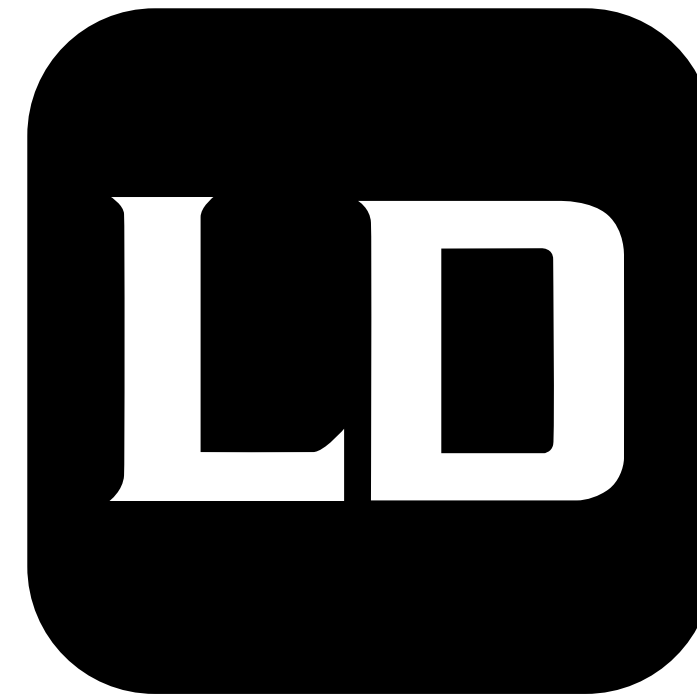
- Slightly more modern feel to it because of the lack of the word "Systems" and the bigger roundings of the emblem
  - still readable as LO Systems
  - still has a rather antiquated feel to it
  - having sheared letters in a square transports a message of "well, it doesn't fit, but we made it anyways"

## 2. Minimal Evolution of the Logo Emblem - getting rid of one problem while amplifying another.



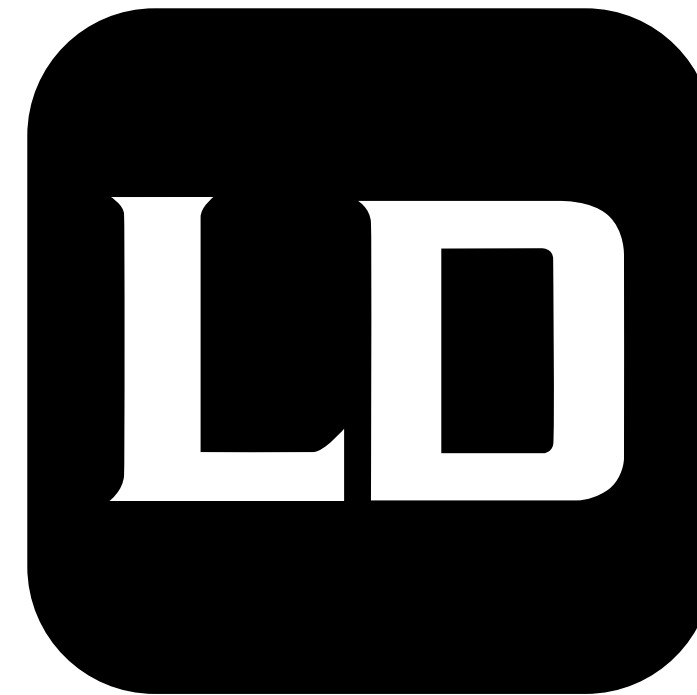


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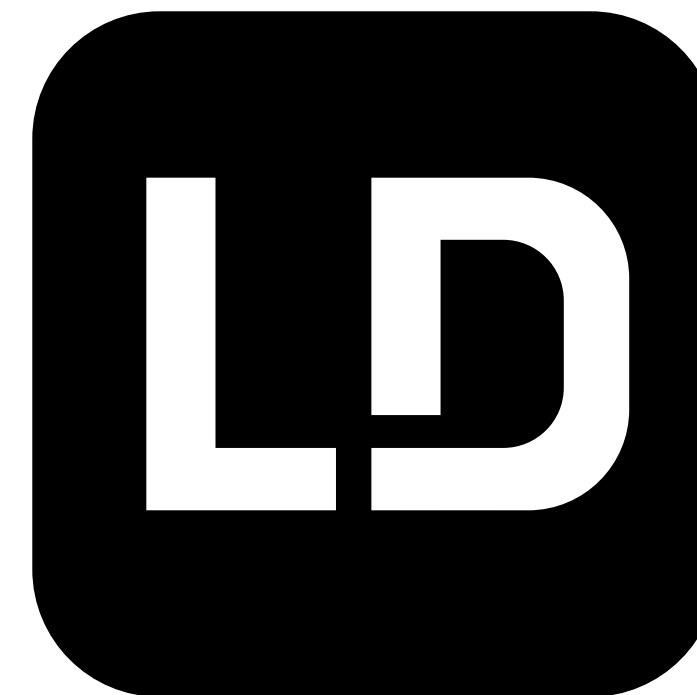
- Slightly more modern feel to it because of the lack of the word "Systems" and the bigger roundings of the emblem
  - still readable as LO Systems, even more than in the sheared version before
  - still has a rather antiquated feel to it

You're probably already able to tell that those minimal adjustments won't cut it and we need to take it a little further.

### 3. Further Evolution of the Logo Emblem



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- by simplifying the letters and unifying the proportions we get a much more modern feel
- by putting that gap in the D we reduce the possibility of it being read as an O, plus we communicate openness
  - looks high tech

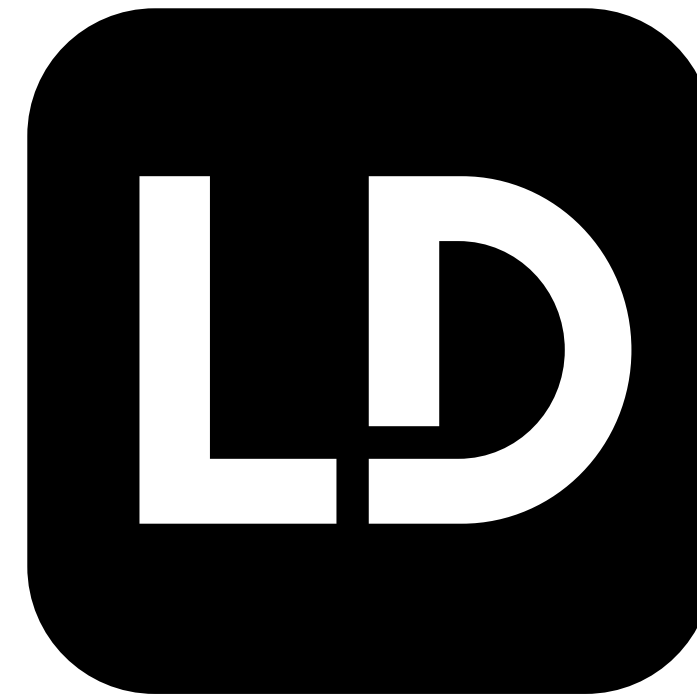
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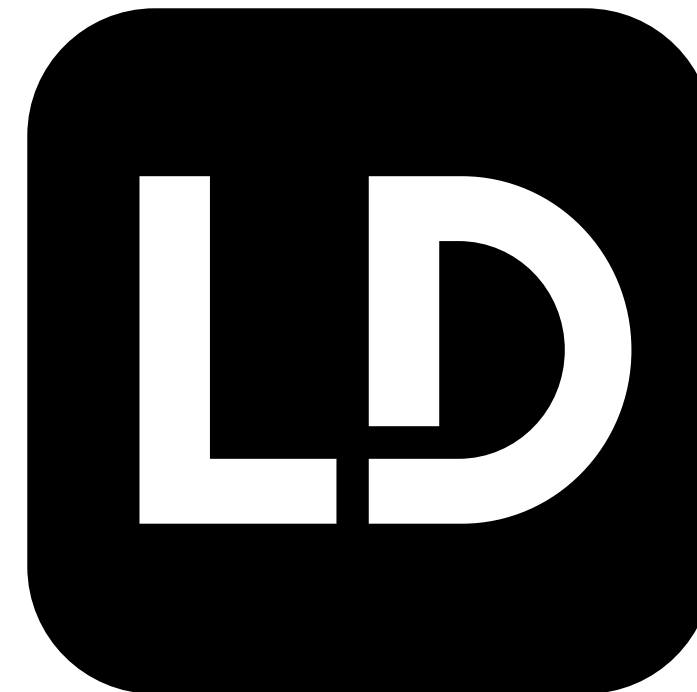
- by simplifying the letters and unifying the proportions we get a much more modern feel
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- still a slight chance of it being read as LO Systems, even with the gap.

## 4. The new Logo Emblem



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- by additionally making the arch of the D round we eliminate the possibility of it being read as an O entirely, which wasn't completely the case in the version before
  - looks even more modern due to the rounding
  - we communicate openness
- the L and the D are clearly linked, also the symbolism as a whole can be interpreted as a link, referring to the original heritage of the acronym LD, which is "link dynamics"
  - looks high tech



**The new logo will come as emblem only and of course as a full version.**

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**LD systems** 

**The claim in conjunction with the new logo.**

## The claim in conjunction with the new logo.

Main use case.

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Main use case.

---



Once it's established we can use just the claim with the symbol for advertisements and other communication.

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**The new logo in application.**



A close-up photograph of a black mesh speaker grille. The grille is composed of a fine, repeating pattern of small, interconnected diamond-shaped openings. In the center-right portion of the grille, there is a small, white, rounded square logo containing the letters 'LD' in a bold, sans-serif font. To the left of the grille, a portion of a silver-colored metal frame is visible, featuring two small circular indentations. The overall lighting is soft and directional, highlighting the texture of the mesh and the metallic finish of the frame.





LD











## The new Font

We chose the font "Khand", a Google Font which comes in various styles, so we can use it consistently through all applications like print, web, apps and so on.

It appears technical and modern, provides good readability while being somewhat out of the ordinary.

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It appears technical and modern, provides good readability while being somewhat out of the ordinary.

This is the font Khand, **we like it a lot.**



## A Question of Colour.

As most of you will already know, the LD Systems blue came long before the Adam Hall Group blue, in 2005. Because it was very close to the Adam Hall blue, it was adjusted to be the exact same.



**LD old**

>>



**LD now**

## Does blue make sense anymore?

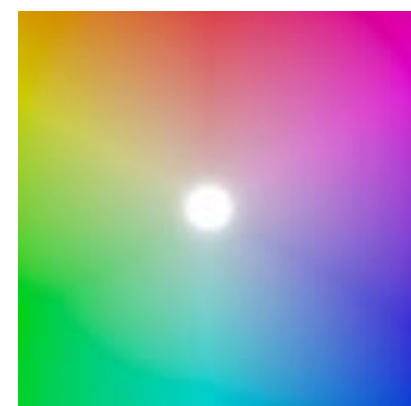
Looking at our other brands, each brand (except for cameo) has its own main accent colour.



AHG



LD



CAMEO



PALMER



GRAVITY



DEFENDER



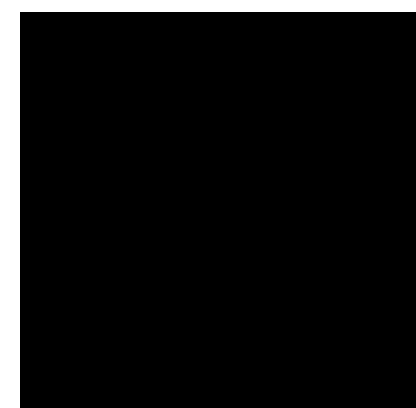
AHG HW



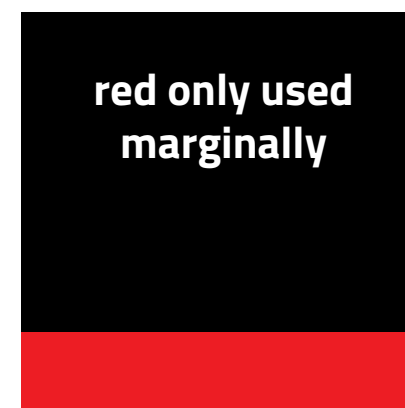
AHG SE

## Let's also take a look at the competition.

Looking at our direct competitors, we can see that blue makes it impossible for us to create an immediate recognition factor.



BOSE



HK AUDIO



RCF



ELECTRO  
VOICE



SENNHEISER



JBL



SHURE



BEHRINGER



DB  
TECHNOLOGIES



QSC



MACKIE



YAMAHA

## Possible Options.

There's only 4 colours that only pop up once:  
orange (jbl) / purple (yamaha) / green (mackie) / yellow (behringer)

The reasons why we shouldn't go with one of these colours anyways:

- we already have orange for Palmer
- we already have green for Gravity
- we already have yellow for Defender

Well, that leaves us with:

**PURPLE**

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Just kidding. we're not quite there yet..

## Colour Psychology.

Different colors are perceived to mean different things. For example, tones of red lead to feelings of passion while blue tones are often associated with feelings of relaxation. Both of these emotions are pleasant, so therefore, the colors themselves can procure positive feelings in advertisements.

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PASSION  
ENERGY  
POWER  
EXCITEMENT  
LOVE



COMPETENCE  
HAPPINESS  
JEALOUSY



GOOD TASTE  
ENVY  
NATURAL



MASCULINE  
COMPETENCE  
QUALITY  
CORPORATE  
TECHNOLOGY



AUTHORITY  
SOPHISTICATION



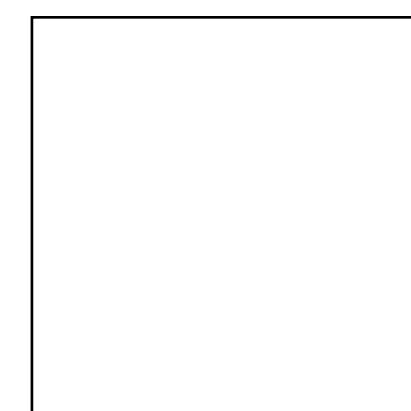
SOPHISTICATION  
SINCERITY



RUGGEDNESS  
NATURAL



GRIEF  
SOPHISTICATION  
EXPENSIVENESS  
FEAR



HAPPINESS  
SINCERITY  
PURITY



## The Conclusion.

Not only that blue is the most used colour among our competitors, it's also a cold colour. It's technical, transports competence and a corporate feel. That's why those companies chose it, and that's also the reason we chose it as the main colour for Adam Hall.

## The Conclusion.

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The LD Systems colour needs to be more than that. It needs warmth, it needs to transport the feeling of passion, it needs to be modern and also be different to each of our direct competitors.

## The Conclusion.

Not only that blue is the most used colour among our competitors, it's also a cold colour. It's technical, transports competence and a corporate feel.

The LD Systems colour needs to be more than that. It needs warmth, it needs to transport the feeling of passion, it needs to be modern and also be different to each of our direct competitors.

It needs to say "we feel you", "we understand your needs".

Also a warm colour is a good tool to suggest warm and organic sound.

While blue transports the message of being technical and although we also want to be perceived as a technical brand, it will not be our main language of communication in the future.

**Emotions will be.**

We will communicate technical excellence by using different methods.

## Design Examples.



free your  
**sound**

**LD systems**   
free your sound

**ld-systems.com**

LD SYSTEMS® is a brand of the Adam Hall Group.

Image World  
& Design Language



## some clever headline here

Far far away, behind the word mountains, far from the countries  
Vokalia and Consonantia, there live the blind texts. Separated  
they live in Bookmarksgrove right at the coast of the Semantics,  
a large language ocean. A small river named Duden flows by  
their place and supplies it with the necessary regellalia.

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Image World  
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free your **sound** 

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# free your sound

## YOUR FREEDOM IS OUR PASSION

Far to away behind the wind mountains, far from the countries Arabia and Comoros, there are the blue seas. Inward they live in contemporary light at the coast of the peninsula, a large longwave beach. A small river named Sufan flows by their docks and supplies it with the necessary moisture. It is a paradisiacal country, in which nature parts all animals by the sea winds. And the all powerful fishing boats control about the blue seas. It is an almost unattainable place.

## NEUE PRODUKTE



**U300**  
WIRELESS MICROPHONE SYSTEM



**MAJII P1000**  
COLUMN SPEAKER



**MIX 102 AG3**  
40 CHANNEL MIXER 14 CHANNELS WITH INTEGRATED MACK



**VIBZ 12 DC**  
6 CHANNEL MIXER/COMBO

Homepage Layout

## Explanation of the colour choice.

If we take a look now at what we want to say and which colours contain those attributes...

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PASSION  
ENERGY  
POWER  
EXCITEMENT  
LOVE



COMPETENCE  
HAPPINESS



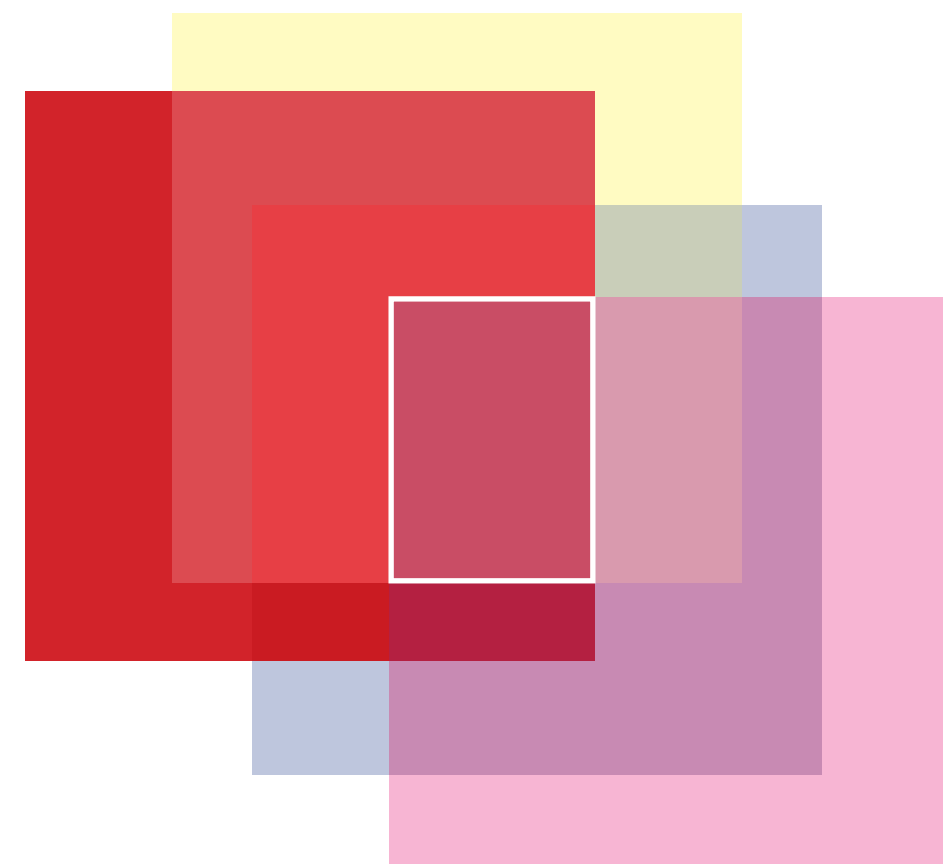
COMPETENCE  
QUALITY



SOPHISTICATION  
SINCERITY

## Explanation of the colour choice.

If you mix those colours...



**... you get ... Touring Fuchsia.**

**... you get ... Touring Fuchsia.**

It communicates passion, love, energy, sophistication and competence.

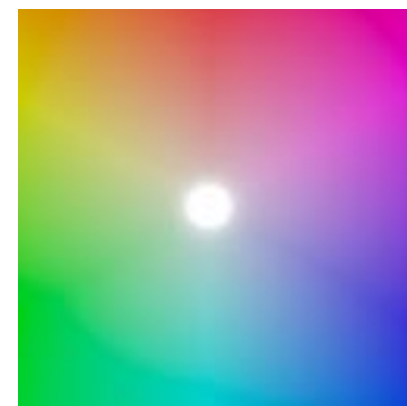
The new colour in conjunction with our other brands.



AHG



LD



CAMEO



PALMER



GRAVITY



DEFENDER



AHG HW



AHG SE

## The new colour palette.



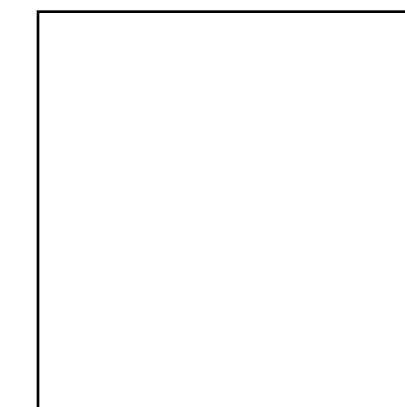
LD FUCHSIA



LD COLD GREY



LD SAND



WHITE



## The new colour palette.



**LD FUCHSIA**

PASSION  
POWER  
ENERGY  
LOVE  
SOPHISTICATION  
COMPETENCE  
SINCERITY



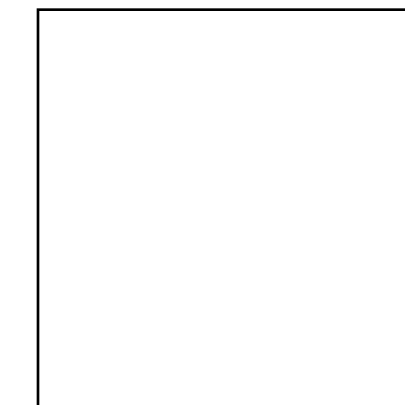
**LD COLD GREY**

COMPETENCE  
TECHNOLOGY  
SINCERITY  
EXPENSIVENESS



**LD SAND**

NATURAL  
RUGGEDNESS  
COMPETENCE  
HAPPINESS



**WHITE**

HAPPINESS  
SINCERITY  
PURITY



free your  
**sound**

**LD systems**   
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[ld-systems.com](http://ld-systems.com)

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That's all folks.  
**Thank you.**