



Brand Guide

2022

About Our Brand

As the parent company of six major manufacturing brands, MSE Audio® utilizes the latest audio technology to produce quality speakers with exceptional sound. Our products are created through truly synergistic, cross-platform engineering to deliver lasting durability, industry-leading quality, and refined aesthetics.

The story of MSE Audio began in 1995 when a group of businessmen, designers, engineers and tinkerers, but above all, audiophiles, developed a speaker that would be the first offering in a new brand called Induction Dynamics®. Not content with just good sound, these audiophiles focused on perfection, designing, building and finishing cabinets, and selecting components all by hand, and developing their own unique crossover design. After a few years of marketing this new line, an opportunity arose to acquire another brand which also had a reputation for superb quality and innovation... and MSE Audio was born.

Today, MSE Audio comprises of six brands: Induction Dynamics, Phase Technology (including sub-brand dARTS), Rockustics, SolidDrive, Soundsphere and SoundTube Entertainment.



Brand Fonts & Colors

Use for headings, subheadings and paragraph copy.

Helvetica Neue LT Std 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Use for headings & titles only.

Helvetica Neue LT Std 76 Bold Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

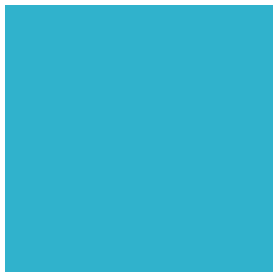
Use for headings & titles only.

Helvetica Neue LT Std 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Use for headings & MSE Audio logo only.

Eurostile
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Primary Brand Color



Pantone 631C
CMYK 68/9/16/0
RGB 64/179/206
Hex #40B3CD

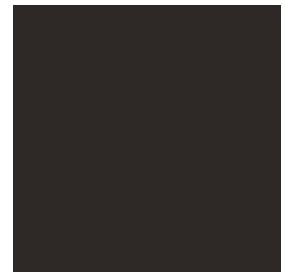
Secondary Brand Colors



Pantone 4101C
CMYK 4/100/59/67
RGB 39/13/16
Hex #671114



Pantone 430C
CMYK 50/34/27/11
RGB 124/135/142
Hex #7B858A



Pantone Black C
CMYK 65/66/68/62
RGB 45/41/38
Hex #2D2926

Approved Logos & Usage

Logos may be used in full color, black, white, or blue. Single color logos must be used on contrasting colors (ex. white logo on a dark background, black logo on a light background) for maximum legibility. Logos may be used with

or without taglines. When using a family brand logo, the “by MSE Audio” logo must be used when MSE Audio is not otherwise mentioned. Logos must have an appropriate amount of white space around them for maximum legibility.

MSE Audio Logos

MSE Audio Logo



MSE Audio Logo with Family Logos



MSE Audio Tagline Logo



MSE Audio Soundwaves Logo
Only to be used by HQ Marketing Team



Approved Logos & Usage

Induction Dynamics Logos

Induction Dynamics Logo



Induction Dynamics Stacked Logo



Induction Dynamics by MSE Logo



Approved Logos & Usage

PhaseTech Logos

PhaseTech Logo



PhaseTech by MSE Audio Logo



by  MSE AUDIO®

Approved Logos & Usage

Rockustics Logos

Rockustics Logo



Rockustics Tagline Logo



Rockustics by MSE Audio Logo



Approved Logos & Usage

SolidDrive Logos

SolidDrive Logo



SolidDrive Tagline Logo



SolidDrive by MSE Audio Logo



Approved Logos & Usage

Soundsphere Logos

Soundsphere Logo



Soundsphere Loudspeakers Logo



Soundsphere by MSE Audio Logo



Approved Logos & Usage

SoundTube Logos

Soundtube Logo

Soundtube Entertainment Logo



Soundtube by MSE Audio Logo



Approved Logos & Usage

dARTS Logos

dARTS Theater Logo



dARTS by MSE Audio Logo



Unacceptable Logo Usage

Logos may not be altered in any way not approved by this brand guide. Logos must maintain original proportions, and may only be reproduced in the approved colors. Logos must be used on properly colored backgrounds for maximum legibility.

Do not change proportions of logos.



Make sure there is enough contrast so that the logo is legible.



Do not place logos over busy backgrounds.



Do not use unapproved colors.



Do not use drop shadows, inner shadows, gradients, etc. on logo.



Do not rearrange text and icon.



Do not use old/outdated versions of logos.

