

silence  ON

BRAND DEVELOPMENT GUIDE

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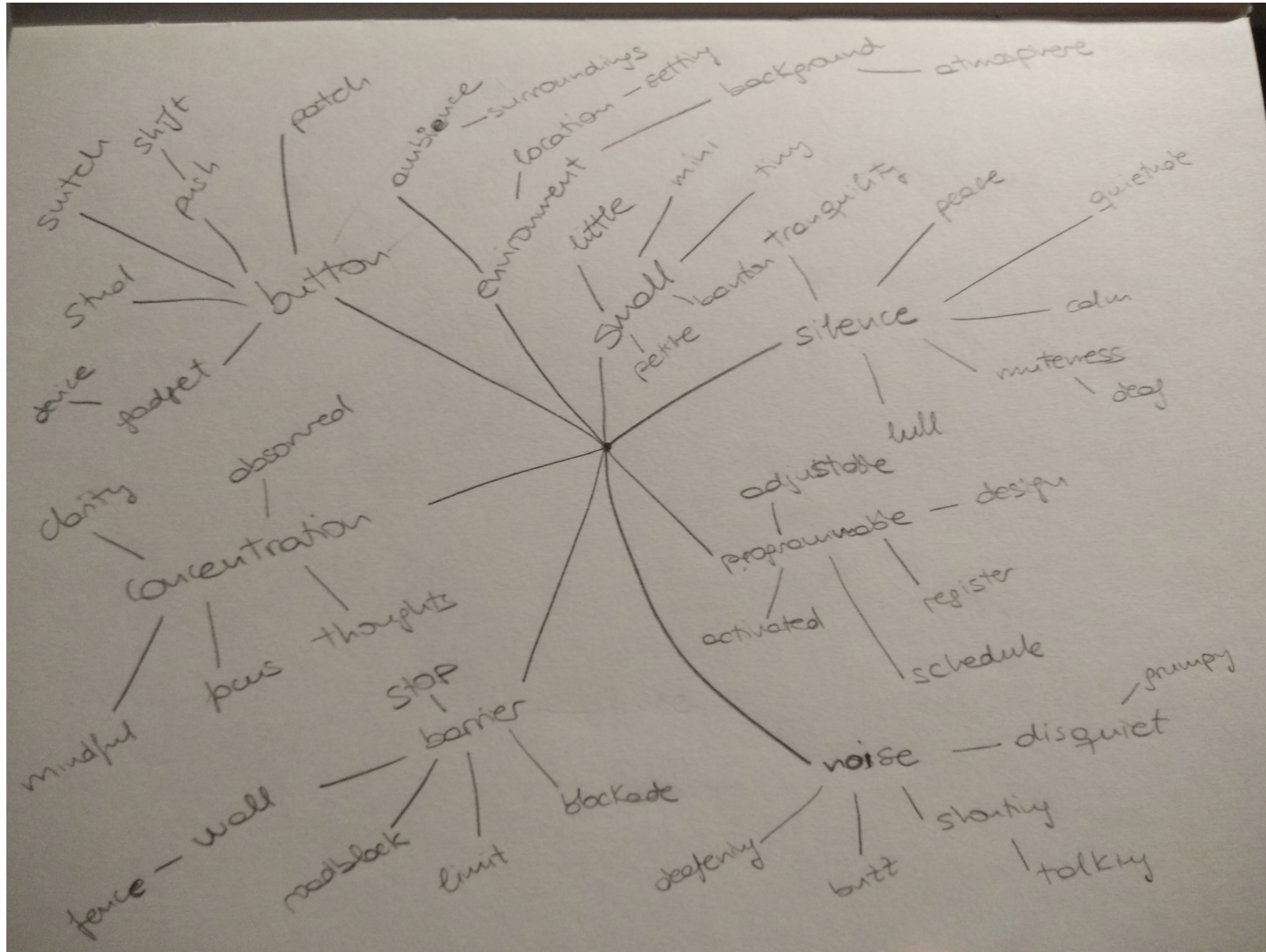


We develop a tiny device
that **isolates you**
from the sounds around

In 2013 my client was a middle age University professor living in a condo who was built too close to an airport. He and his wife were suffering from stress, insomnia.. He couldn't stand it no more one day so he decided to talk to his colleagues at work. They gather some teams together at the University lab, got some crowdfunding and after years of experimenting they come up with the tiniest noise canceling device possible.

It is a small patch that you place on the back of your ear and works like a button, to cancel or not the noise around. It creates an invisible barrier that prevents the noise from entering the ear. It can be programmed, so for example, if you hear somebody saying your name more than 5 times in a row it activates the sound again and plays the last 30 seconds before that happened so that you get an idea of what the person was saying just then. The mobile app helps you track down the different states and gives you statistics of place and time spent on mute, records the last 30 seconds before activation and let you play them again just in case you need that..

There are so many people interested: machinery operators, people living close to noisy areas as himself, office workers who need some focus on their work, people with snoring partners and so on. The company is expanding nowadays and they are coming with the version 2.0 where you can set a timer to activate it during a specific time with the mobile app.



Silence On

Silence Wall

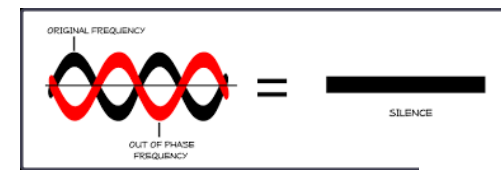
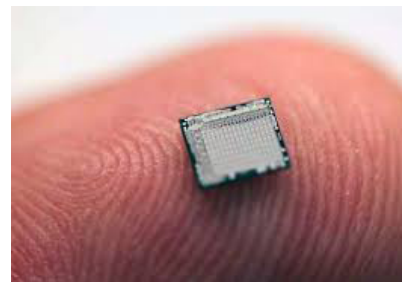
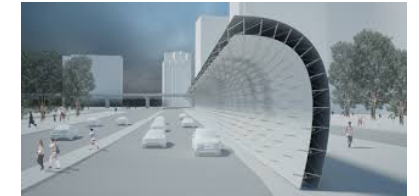
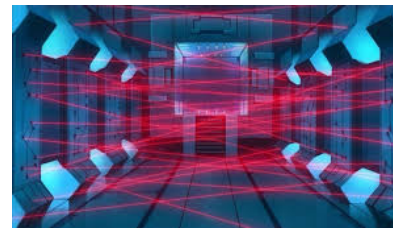
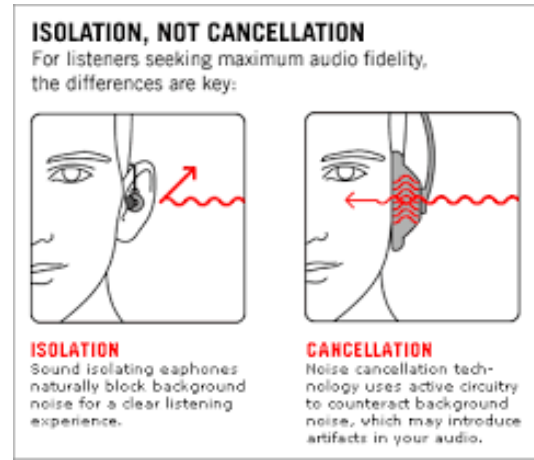
Noise Shield



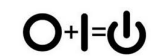
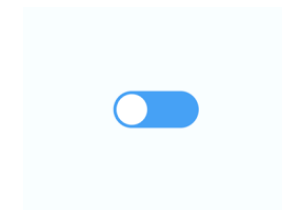
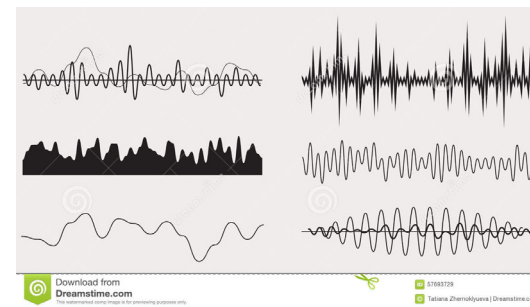
Quiet

Tiny

Comfy



THE MINDFUL ZONE



Steady NERVES

HELLO/ MARY WHAT TIME WILL — SAY WHAT'S THAT NOISE HOW CAN YOU STAND IT?

OH! THATS THE CHILDREN PLAYING — SINCE I HAVE BEEN TAKING **NERVINE** NOTHING BOTHERS ME

When you are rest- less, sleepless, nervous, try **Dr. Miles Nervine** Your money back if it fails to relieve you. At your drug store. Small package 25 cents. Large package \$1.00.

DR. MILES' NERVINE LIQUID AND EFFERVESCENT TABLETS



Avoid noisy, expensive, overhyped New Year's Eve parties by hanging out at our place wondering what you're missing at those parties.

someecards



Assure yourself a good night's

SLEEP

with **Sleep-Mate**

"THE SOUND TO SLEEP BY"

- A BLEND OF SOOTHING SOUNDS
- HELPS MASK DISTURBING NOISES
- HELPS RELAX OVER-ACTIVE MINDS
- AN AID TO MANY LIGHT SLEEPERS
- SAFE & ECONOMICAL—EASY TO USE
- FULL YEAR GUARANTEE
- ADJUSTABLE TONE & VOLUME

JUST PLUG IT IN, TURN IT ON, THEN **SLEEP**, WITHOUT PILLS!

For Ear-Ache

Head-ache, Face-ache, Tooth-ache, and all Neuralgic and Inflammatory Aches

and Pains use the *Old Family Doctor*,

POND'S EXTRACT

Sold only in sealed bottles under buff wrapper Accept no Substitute

I WANT YOU TO PLEASE BE QUIET

"This is pretty cool."

the highest standard in high fidelity recording

AUDIO FIDELITY

*total frequency range recordings

In the strictest sense of the word only **AUDIO FIDELITY** records are High Fidelity records!

AUDIO FIDELITY records bring you unsurpassed sound reproduction — with new scientific microphone techniques, emphasis on clarity, brilliancy and quality of recording combined with maximum definition and extreme definition, resulting the utmost in signal to noise ratio, plus engineering techniques to maximize maximum tone and dynamic range. Pioneering in pure origin and specially formulated to result in the longness of the high frequency groove emboss, as well as the long life of the recording.



STOP NEEDLESS NOISE

HELP AMERICA KEEP CALM



S-S-SSSHHHH!

Silence BRAND

Quality Talks

GROWN, PACKED AND SOLD BY **FLAGLER FRUIT & PACKING CO. CALIFORNIA.** SALES OFFICE — LOS ANGELES.

Hear Muffs. The first headphones you wouldn't kick out of bed.

The worst thing you could take to bed when you're feeling warm and cuddly are cold, lumpy headphones. You'd make out much better with **Hear Muffs**, the first headphones designed for comfort while lying down — in bed, on a couch, or on the floor.

Hear Muffs don't look like headphones; they look more like a giant fuzzy doughnut with a bite missing. They don't feel like headphones; they feel like a pillow. And **Hear Muffs** don't act like headphones either. They won't strangle you if you move around. They won't rip your pillowcase, tear your hair out, or gouge your eyes out. Your head doesn't get clamped; it gets cradled. You rest on a soft cushion, not a lump of steel.

Take **Hear Muffs** to bed soon. They sound great, come in five colors and the price is under \$30. Write us for more information and the name of your local dealer.

Hear Muffs
Box 582, Downers Grove, Ill. 60515

LOGO

Varela Regular

SILENCE ON

Silence on

Montserrat Regular

SILENCE ON

Silence on

Futura Medium

SILENCE ON

Silence on

Varela Round

SILENCE ON

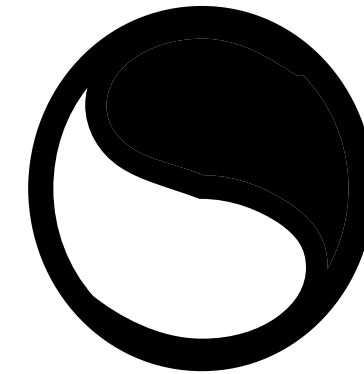
Silence on

Quicksand Book

SILENCE ON

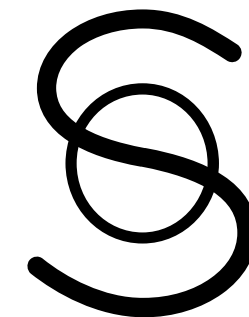
Silence on

SILENCE ON



SILENCE ON

SILENCE ON



[Silence] On

SILENCE ON

SILENCE ON

SILENCE **ON**

Silence ON

silence ON

silence ON

silence On

silence N

silence N

silence N

ILLUSTRATION

Main color

#1493E0

Our colour palette is simple but effective. We use this soft and vibrant blue to emphasise both the calmness that you get from our product, as relaxing as the blue sky.

Shades

#66B8E8

#3CA5E4

#0589D7

#045C91

#F4F4F4

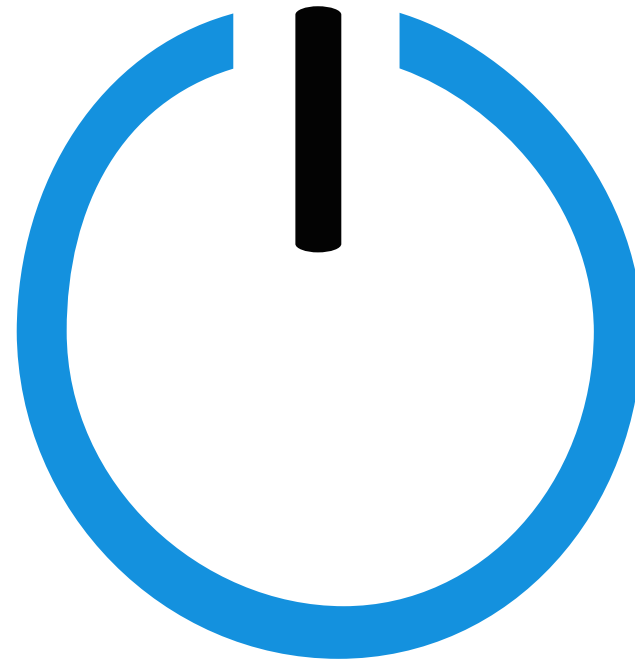
#E5E5E5

#BFBFBF

#000000

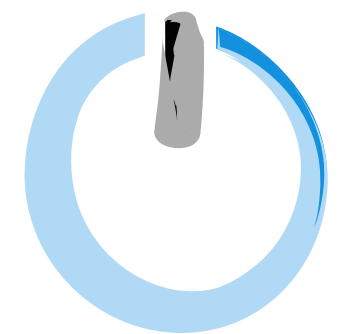
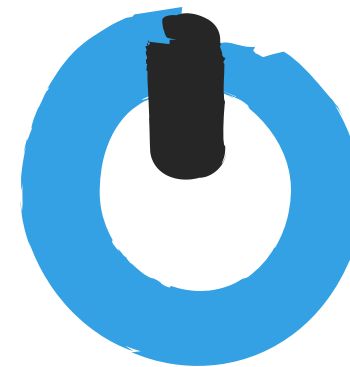
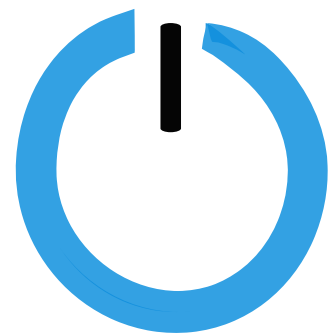
We believe in clean, simple custom mark:
the power button.

You need silence, just turn it ON.



The power button that works both as the O
in the ON word and also refers to the button
you will have implanted behind your ear.
Clean, simple and recognisable.

We also have 5 other more creative custom
marks that can be used in different situations:
personal business cards, letterforms, posters..



USE IT, FOCUS, RELAX

NUMANS Regular 48pt

BEST FLYING COMPANION

NUMANS Regular 24pt

In Airline Usability Tests 97 % found SILENCE ON improved the overall traveling experience.

"I travel a lot. I used to have ANC headphones but those are big and not so handy with the wires. SILENCE ON's are the best in reducing cabin noise. You just press the button and rest in silence"

AVENIR LT Std Book 14pt

PERSONAL SPACE ANYWHERE

SILENCE ON can create silence which feels like personal space even in places like military, hospitals and other temporary accommodations.

"Finnish military force made comparison tests for active noise cancelling device usability in military barracks. According to the test SILENCE ON had best performance and was the only device enabling sleeping. SILENCE ON was selected as the best device."

Bring silence back



silence **ON**

“Too much noise hurts”



silence **ON**

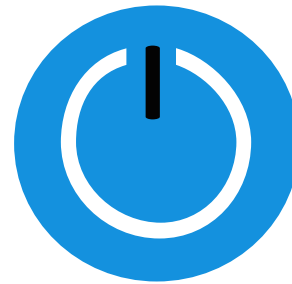
silence ON



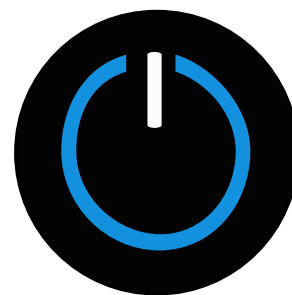
silence ON



silence ON



silence ON



Our brand colours are versatile.

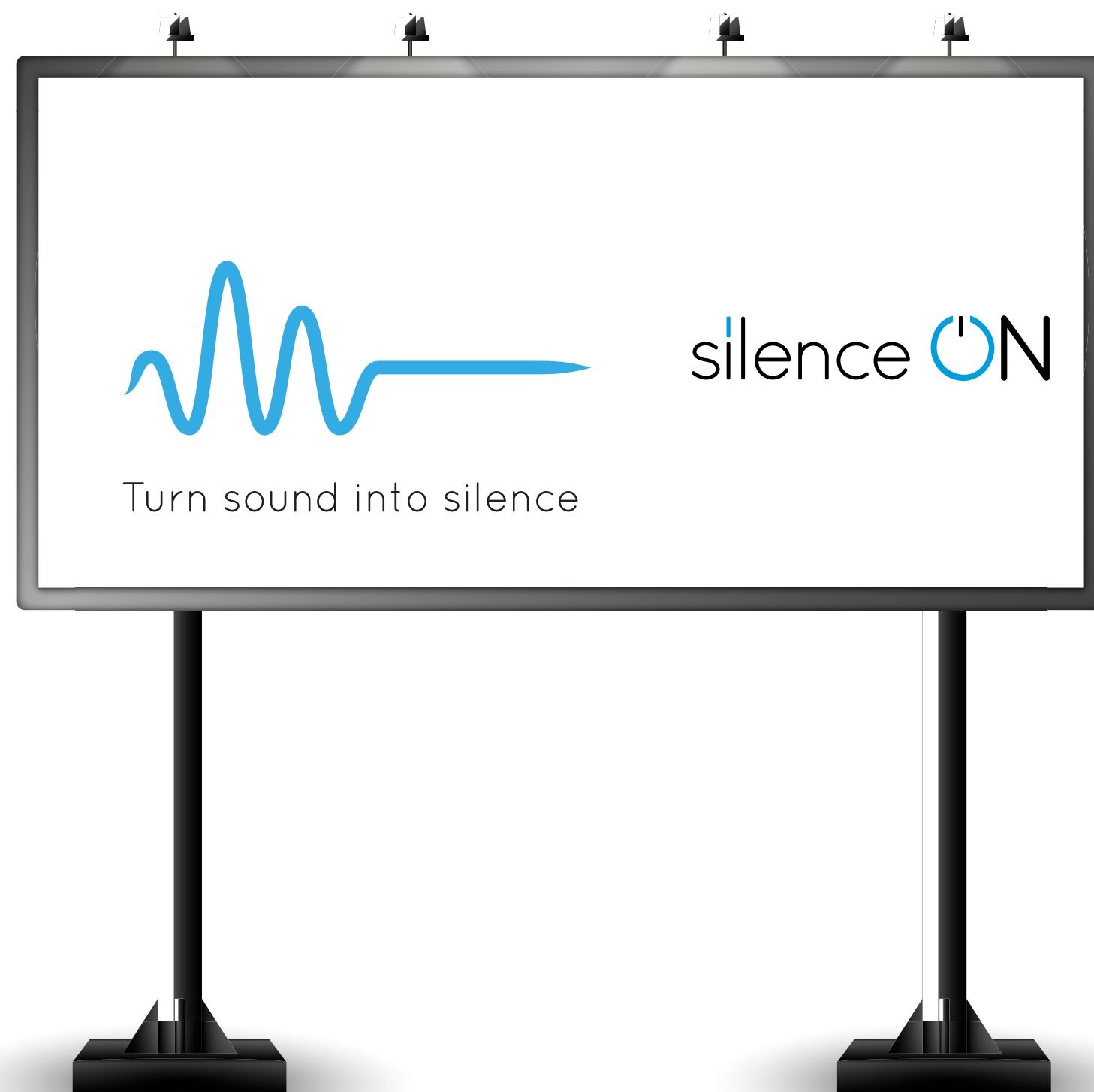
We can use 4 different background colours and combine the blue, white and black without losing our identity.

Logo is still recognizable, clean and has a calming look and feel.

BRAND APPLICATIONS



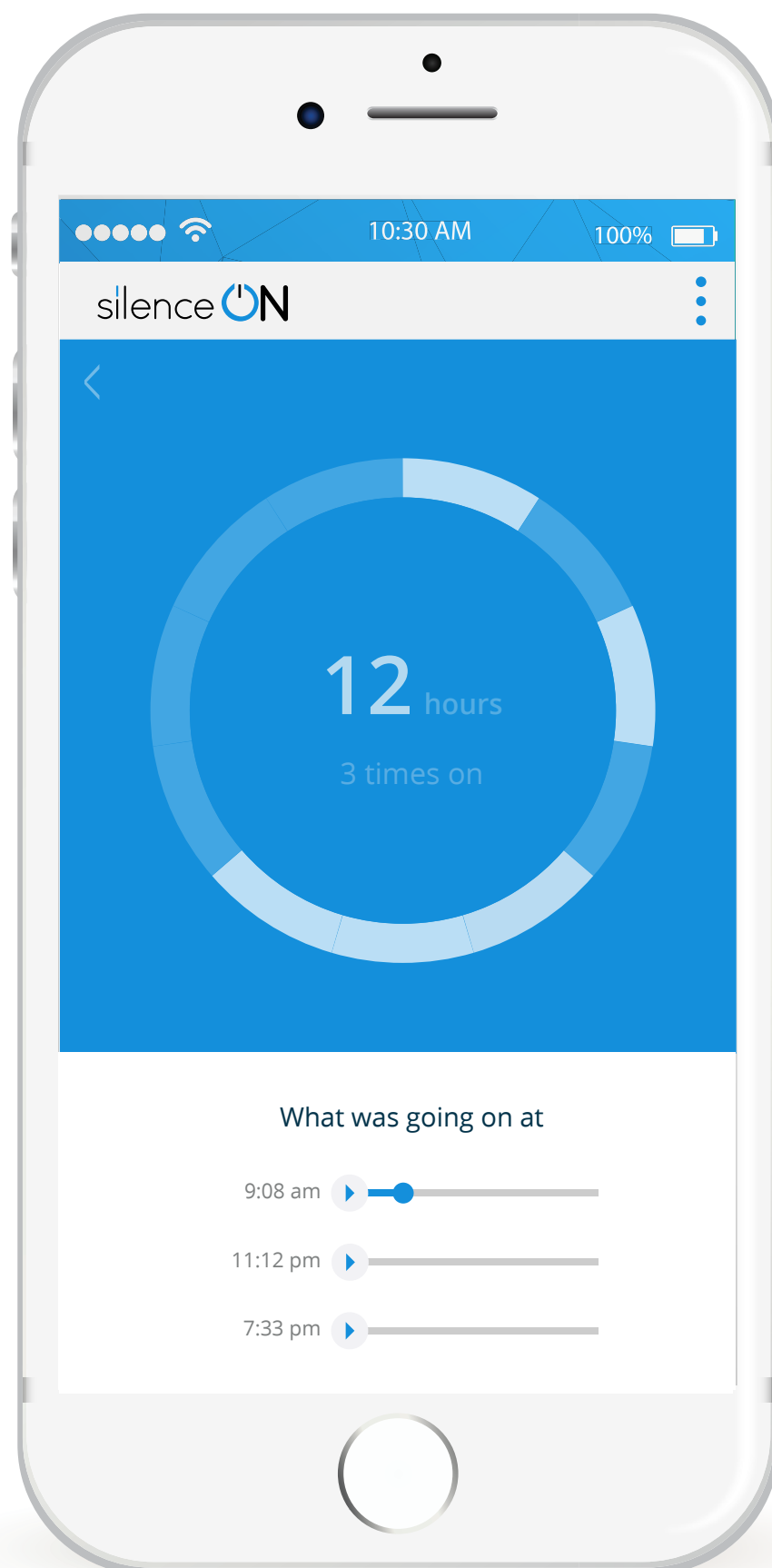
Simple packaging that contains the power button to implant behind your ear. The instructions are also included, it is easy and straight to do and you don't need to be a doctor to do it.



The billboard shows the simplest but powerful message: Turn sound into silence. All what anybody suffering from background noise wants.

The white space catch the eye. The blue wave turning into a line, same blue as the logo, keeps balance of colours in the composition (white, blue, black).

The flow goes from left to right, like an arrow. Impossible to miss the message. Use our product and the silence will be ON.



The mobile application allows users to visualise the amount of silent time during the day.

There is also a quiet useful feature: you can play the last 30 seconds of the end of each silent slot. Therefore you can see what was going on just before you turn it off.

Statistics are also given, about the amount of time in silence during the day/week/month. If users turn the gps on they can also see where they have been silent and for how long.



This poster is design using a crowded underground, which fades into white. Silence is coming, calm, quiet.

The white space is the total silence, and there is where the logo of our produc belongs.

silence **ON**

