

Hearing Matters



Identity
Guidelines

Hearing Matters is a global initiative fostering awareness, inclusion, and hearing health for all.

This brand guide is designed to provide clear and consistent guidelines for using the Hearing Matters identity.

Colors

1

Gray

Pantone
Cool Gray 4C
R186 G186 B186
HEX #bababa
C0 M0 Y0 K28

Black

Pantone
Black C
R0 G0 B0
HEX #000000
C60 M40 Y40 K100

Mint green

Pantone
7465 C
R9 G209 B170
HEX #09d1aa
C67 M0 Y47 K0

Modern silver

Pantone
Silver 877 C

Gradient

The Hearing Matters identity uses a soft gradient from white to Cool Gray 4C. It adds visual depth while maintaining clarity, accessibility, and a minimal aesthetic.



Typography

2

Type system

The Hearing Matters identity uses a font system based on TT Drugs, a display typeface with an elegant & modern character from the TypeType studio. This font is used for headlines.

The second typeface is Atkinson Hyperlegible, a sans serif font designed for readability. It is used for long-form and small-sized text.

Note

TT Drugs is reserved for primary brand materials and static vector/image assets. For external partners, editable Word templates, and PowerPoint decks, Atkinson Hyperlegible is used exclusively across all text styles.

TT Drugs
main title
typeface

DemiBold

Atkinson Hyperlegible, paragraph typeface

Your journey begins with an assessment by your audiologist to see if a cochlear implant is an option for your hearing loss.

If you need help finding an audiologist near you, please fill in this form.

Bold Regular *Italic*

Title
font

Paragraph font

Type system for primary brand materials

Style	Typeface Weight	Size
Display (H1)	TT Drugs Demibold	48 pt
Heading (H2)	TT Drugs Demibold	28 pt
Heading (H3)	TT Drugs Demibold	20 pt
Body text	Atkinson Hyperlegible Regular	12 pt
Secondary text	Atkinson Hyperlegible Regular	10 pt
Caption	Atkinson Hyperlegible Italic	9 pt

Understanding Hearing Loss

-Used for page titles and key messages.

Every conversation matters

-Used for section headings.

Support for every stage

-Used for smaller headings and callouts.

Hearing loss affects millions of people worldwide and can influence communication, confidence, and overall quality of life. Early diagnosis and appropriate support allow people to stay connected with family, friends, and everyday experiences.

Hearing Matters provides information, guidance, and educational resources that help individuals better understand hearing health and available treatment options.

Regular hearing assessments are an important part of long-term hearing care.

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Type system for external partners,
editable Word templates, and PowerPoint

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Ribbon

3

Ribbon variations

3.1



hero logo

3.2



metallic ribbon

3.3



silver ribbon

3.4



fabric ribbon

Logotype

4

Logo with subclaim (EN)

The fullest version.

The Hearing Matters claim sits on two rows, with the mint accent line beneath it and the subclaim below that. This is the brand at its most complete.

Use it to introduce Hearing Matters where there's room to do so properly.

4.1



Logo with subclaim (GER)

4.12

logo



Hearing Matters

claim

Eine globale Initiative für
mehr Bewusstsein, Inklusion
und Hörgesundheit für alle

subclaim

Logo with claim and accent line

The same claim and mint accent line, without the subclaim. The mint line still anchors the wordmark, so the brand keeps its signature detail while reading lighter.

Use it where the name and accent are enough and the tagline would crowd the space or repeat what's already been said.

This is the Primary logo when subclaim is not readable enough.



4.2

Hearing Matters

Icon – ribbon mark

Use the ribbon icon where Hearing Matters is already recognised, or where the full lockup won't fit or won't read, for example:

- Space is tight.
App icons, social avatars, profile photos.
- The brand is already established in context.
On a page, deck, or campaign where the full logo has already appeared, the icon can stand in for repeat mentions, section markers, or sign-offs.
- It's working as a graphic device. Watermarks, loading states, or a corner mark.
- You're co-branding and room is limited. In partner lockups or endorsement strips where each brand gets a small footprint.

The rule of thumb: the icon reminds, the full logo introduces.

4.3



Logotype on different backgrounds



primary option

Logotype on different photos

The logotype should always provide sufficient contrast against the background.

Use the white version on dark images and the black version on light images. Avoid placing the logo on busy or low-contrast areas.

The mint accent line is not recommended for most photo backgrounds, as it will lack necessary contrast.



Domain logo

The website address doubles as a logo: a wordmark version of HearingMatters.now for digital and informal contexts where a link-style mark fits. Please note: the .now is always a flipped color accent.

4.4.1

HearingMatters.now

4.4.2

HearingMatters.now

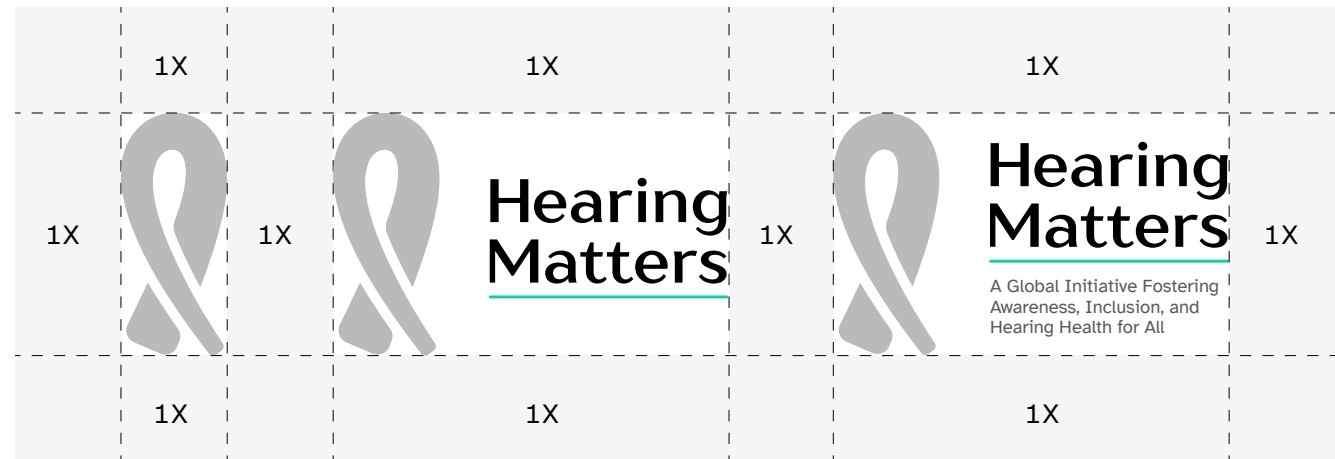
4.4.3

HearingMatters.now

Safe space

The safe space around the logo must always be respected. Never place the logo too close to the edge of a layout or to other graphic elements.

Always keep clear space around the logo on all sides, equal to the width of the ribbon icon.



The 1x width is based on the width of the ribbon.

Incorrect logo usage

The following guidelines highlight the most important logo usage mistakes to avoid, as they can weaken or distort the brand identity.



Do not distort the logo.



Do not use colors other than those specified in the guidelines.



Do not use third-party fonts.



Do not use any outline in the logo.



Do not use the logo in low resolution.



Do not use the logo on an unsuitable background.

Logo variations by size

Depending on the space and format, use the most appropriate version. As the logo gets smaller, drop detail to keep it legible. Never shrink a version past the point where it reads clearly.



4.1



4.2



4.3

Hearing
Matters

4.4



4.5

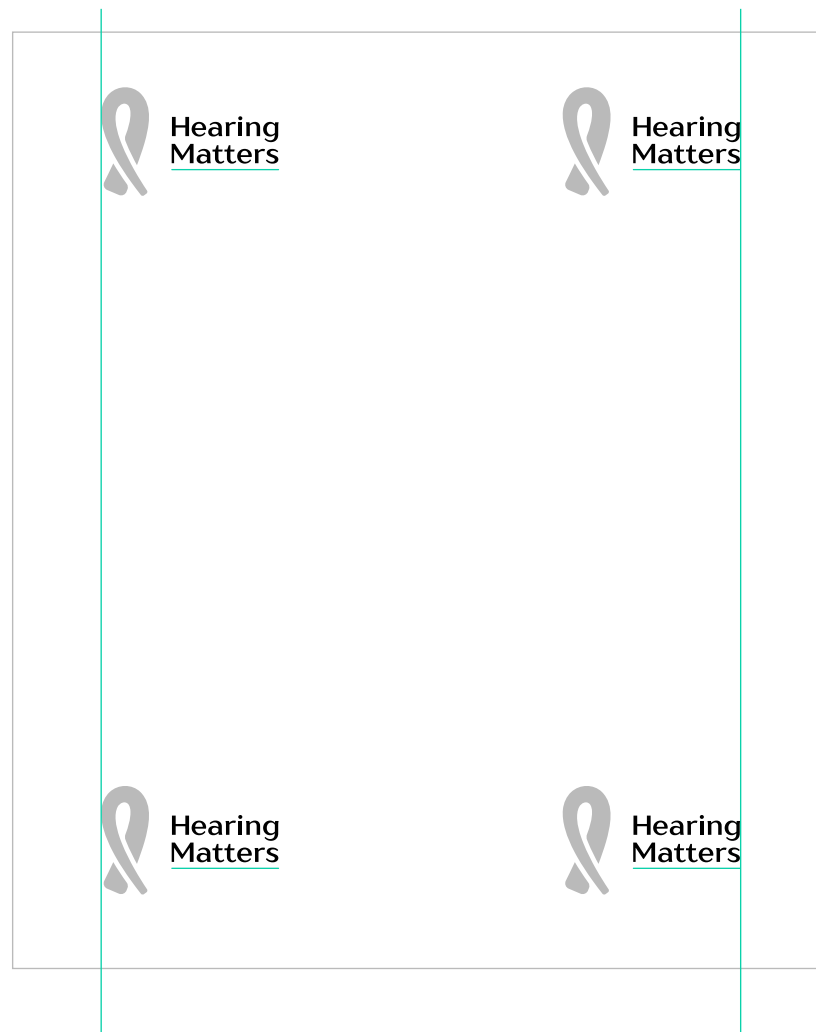
Logotype alignment

Give the logotype a consistent home in one of the 4 corners of your layout.

Choose one corner that works best throughout the material.

In documents and templates, align it to the left margin / layout grid so it reads consistently across materials.

In applications such as covers, posters, merchandise, social, placement follows the composition, provided the clear space is respected.



Patterns

5

Pattern 1

For a rich visual identity, a series of patterns and illustrations has been developed to complement the style. They are typically used as backgrounds for both print and digital materials.

The pattern is available in the brand's full colour range. See the following pages.

5.1



Pattern 2

5.2



Pattern 3

5.3



Pattern 4

5.4



Pattern 5

5.5



Patterns in usage

9x16

5.6



5.7



5.8



Patterns in usage

1x1

5.9



5.10



5.11



Patterns in usage

16x9

5.12



5.13



5.14



Patterns in usage

9x16

5.15



5.16



5.17



Patterns in usage

1x1

5.18



5.19



5.20



Patterns in usage

16x9

5.21



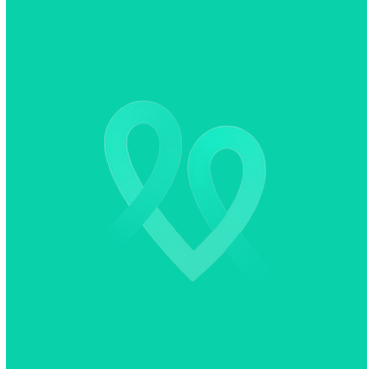
5.22



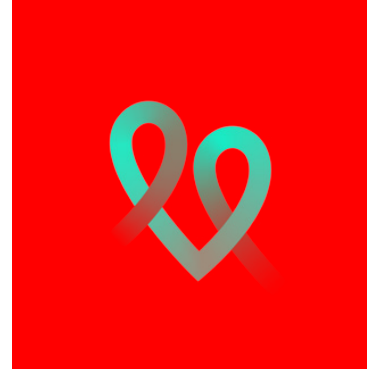
5.23



Incorrect pattern usage



Do not use the pattern at a small size.



Do not use the pattern on any background other than those specified in the guidelines.



Do not use the pattern on a combined background.



Do not use multiple patterns at once.



Do not use patterns in colors other than those specified in the guidelines.



Do not use a pattern over the photo.

Applications

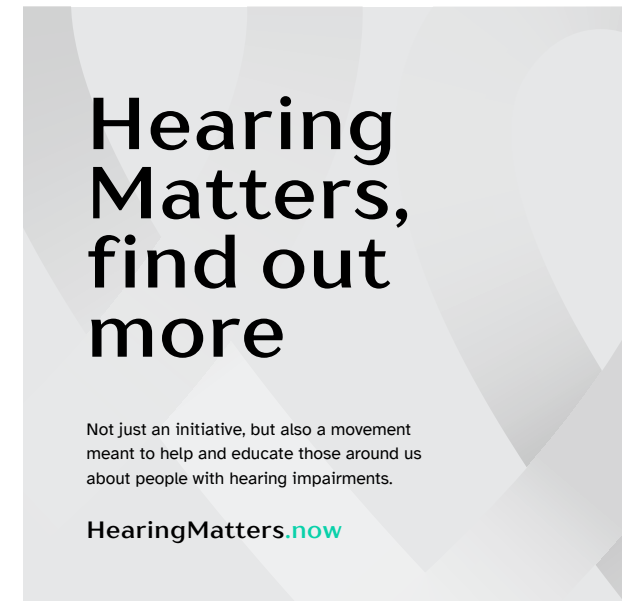
6

Communication layouts 1x1

6.2



6.3



Communication layouts 9x16

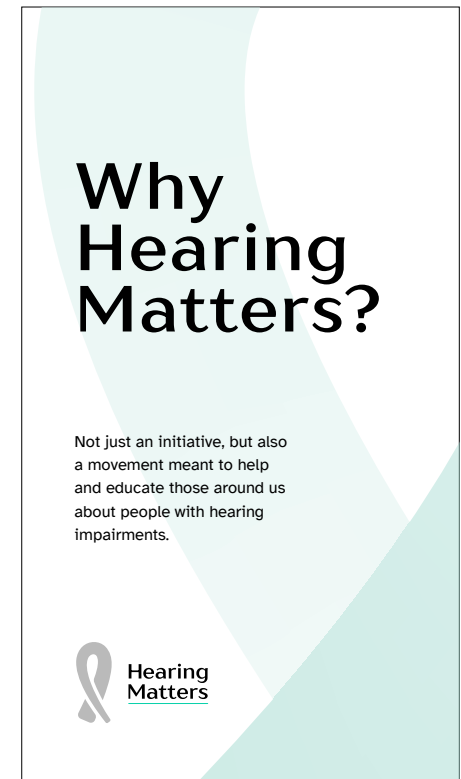
6.4



6.5



6.6



Thank you.



This identity was carefully developed by the Piko team together with the MED-EL team.

For any questions or suggestions, please contact us at info@hearingmatters.now