

# BRAND BOOK

from SL Audio A/S

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STEINWAY LYNGDORF



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# INTRODUCTION

Brands are built through joint effort. Growing strong and valuable demands endurance, continuity, and a team that moves in the same direction. SL Audio's brand book provides clear guidance and serves as a tool to create and secure uniformity in the use of our two business units – Lyngdorf Audio and Steinway Lyngdorf.

The manual provides the principles that guide us in our communications with partners and customers. It illustrates and describes how logos, typefaces, colors, and picture styles are used and what must be avoided. Remember that every time we are seen or heard, we create feelings, thoughts, and associations in the recipient. So, it is very important that we always show our best side. Therefore, remember to always send any marketing content and material for review before it is produced. Marketing materials should be sent to Helle Green, Marketing Manager at [hgr@steinwaylyngdorf.com](mailto:hgr@steinwaylyngdorf.com).



Brand guidelines for  
**SL AUDIO A/S**

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# SL Audio A/S

## *Name usage*

### HOW WE USE THE NAMES SL AUDIO A/S, STEINWAY LYNGDORF, AND STEINWAY & SONS

SL Audio is our company name. Under SL Audio we have two business units; Steinway Lyngdorf, producing products labeled Steinway & Sons, and Lyngdorf Audio, producing products labeled Lyngdorf.

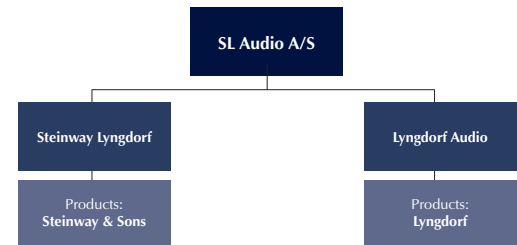
#### **Explanation of the name Steinway Lyngdorf**

Steinway Lyngdorf is the result of a visionary ambition and uncompromising commitment – a shared dream which brings together Steinway & Sons, makers of the world's finest pianos for over 165 years, and Peter Lyngdorf, founder of SL Audio and one of the most forward-thinking audio innovators of our time.

#### **SL Audio A/S**

Our company name SL Audio A/S is used on the following elements:

- Contracts
- Invoices
- Letters
- Email signatures



## BOILERPLATE

This is the official text to describe SL Audio A/S:

### **About SL Audio A/S**

SL Audio A/S was founded in Denmark by audio innovator Peter Lyngdorf in 2005 to design, develop, and manufacture sound systems and components labeled Steinway & Sons and Lyngdorf. The mission of SL Audio A/S is to serve music and film connoisseurs who seek unprecedented innovations in the technology of pure sound.

The company pushes the boundaries for audio performance with the development of proprietary new technologies including RoomPerfect™, the world's most advanced room correction system, and true digital amplification which premiered in the ground-breaking Millennium, the first fully digital amplifier in the world.

SL Audio A/S markets its products and licenses its technologies to selected worldwide partners and is an original equipment manufacturer for other renowned audio companies.

# SL Audio A/S

## Example applications

This section showcases some design examples of the complete identity system working in harmony.

### Business cards:



### Email signatures:

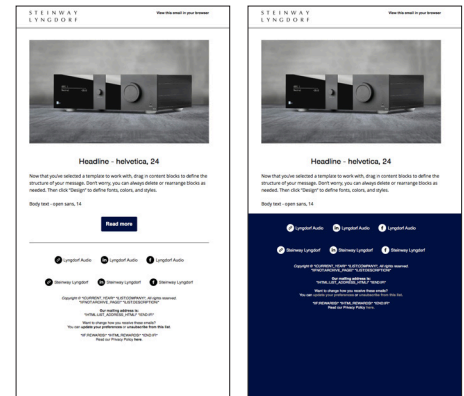
Best Regards,  
Flemming Smith  
Customer Support Manager  
STEINWAY L Y N G D O R F

SL AUDIO A/S • LØVEVEJ 28 • 7800 SKIVE • DENMARK  
TEL DIR: +45 96145623 • CELL: +45 41157902 • FAX: +45 96145601  
[WWW.STEINWAYLYNGDORF.COM](http://WWW.STEINWAYLYNGDORF.COM) • [WWW.LYNGDORF.COM](http://WWW.LYNGDORF.COM)

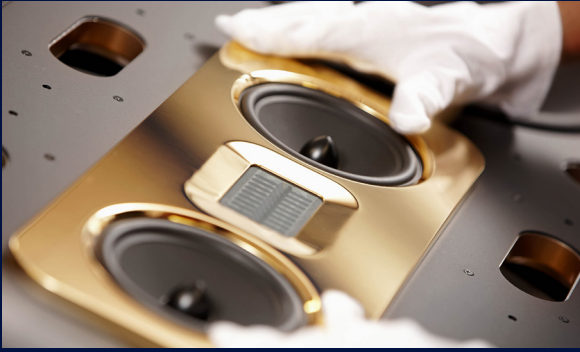
### Letters:



### Newsletters (when both brands included):









Digital 1 (AES)

Bypass  
Neutral -20.0

LYNGDORF

Perfect

SOURCE/MENU

USB 5V 1A

MIC HEADPHONE

STANDBY

TDAI-3400

Brand guidelines for  
**LYNGDORF AUDIO**

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# Lyngdorf Audio

## *Identity elements*

### LOGO

The logo is the centerpiece of Lyngdorf communications. The logo consists of the name and the outline of the box. It is essential that the logo is always applied with care and respect in every application according to these guidelines.

The logo can be used in black or white.



### FREE SPACE

Free space surrounding the logo is determined by the proportional size of the letter L in the name. When the logo is close to other objects or edges, there must be space for an upright L all around the logo.



## INCORRECT LOGO USAGE

It is important for the logo to stand out clearly and be used consistently. The brand logo should not be altered in anyway. Below are examples of incorrect and forbidden use.



Do not change the proportions of the logo.



Do not change the color of the logo.



Do not fill the box with a color.



Do not add effects to the logo.



Do not place the logo on confusing or overly busy backgrounds.

## TYPOGRAPHY

Calibri is our primary typeface and is used in Word, Power Point and Excel documents.

ABCDEFGHI  
abcdefghijkl  
1234567890

*ABCDEFGHI*  
*abcdefghijkl*  
*1234567890*

**ABCDEFGHI**  
**abcdefghijkl**  
**1234567890**

For web we use the typeface Open sans.

ABCDEFGHI  
abcdefghijkl  
1234567890

*ABCDEFGHI*  
*abcdefghijkl*  
*1234567890*

**ABCDEFGHI**  
**abcdefghijkl**  
**1234567890**

For marketing material we use two typefaces. For body text we use Optima.

ABCDEFGHI  
abcdefghijkl  
1234567890

*ABCDEFGHI*  
*abcdefghijkl*  
*1234567890*

**ABCDEFGHI**  
**abcdefghijkl**  
**1234567890**

For headings in marketing material we use Helvetica ultralight (only big headings) and Helvetica thin (for subheadings).

ABCDEFGHI  
abcdefghijkl  
1234567890

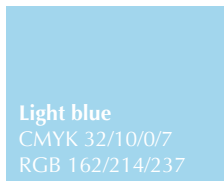
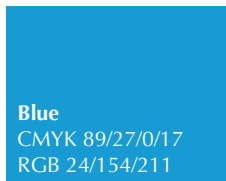
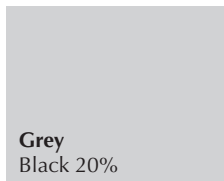
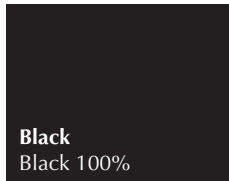
ABCDEFGHI  
abcdefghijkl  
1234567890

TYPOGRAPHY

## BRAND COLORS

To supplement the black or white Lyngdorf logo we use the brand colors listed below to create brand awareness in our materials. These colors are for backgrounds, boxes, highlight text, etc. No other colors should be used in marketing material.

### Main colors



**Highlight color** (This color must only be used to highlight something. It must not be used as full-size background.)





# Lyngdorf Audio

## *Visual tonality*

### PICTURES

We have three different types of pictures, studio, isolated and lifestyle. All three types show the product in clean, sharp colors.

### STUDIO

For studio pictures we use a dark or a light grey background. The product can be shown from all angles.



## ISOLATED

Isolated pictures of electronics are always shown with shadows.



Isolated pictures of speakers are always shown without shadows.



## LIFESTYLE

Lifestyle pictures show the product in the environment of a Lyngdorf buyer. The surroundings are clean and stylish.



# Lyngdorf Audio

## *Name and tone*

### **NAME USAGE**

Always write the whole name, Lyngdorf Audio, on first reference. If the name is used several times in the same text, it is acceptable to skip Audio and use only Lyngdorf.

### **PRODUCT NAMES**

When we reference a Lyngdorf product, we use capital letters and hyphens between letters and numbers. Examples: TDAI-2170, MP-50, FR-1, TDAI-3400

### **HASHTAGS**

#lyngdorf  
#lyngdorfaudio  
#technologywithapurpose  
#highperformanceaudio  
#bylyngdorfaudio  
#roomperfect

## **BOILERPLATE**

This is the official text to describe Lyngdorf Audio:

### **About Lyngdorf Audio**

Lyngdorf Audio develops, designs, and creates products for high-performance audio enthusiasts seeking the highest quality and most exciting components on the market. Lyngdorf Audio products do not re-produce music; they re-play music with all original passion and musicality intact. The brand is known throughout the world as the leader in high-performance digital audio. For more information, visit [www.lyngdorf.com](http://www.lyngdorf.com)

## **TAGLINE**

Lyngdorf Audio – Technology with a purpose.

## **TONE**

Our Lyngdorf Audio products are high quality products for the quality-conscious buyer, so always keep the tone professional and straightforward. It is never allowed to brand Lyngdorf products explicitly or implicitly on competitors expense.

# Lyngdorf Audio

## Example applications

Adverts:



### LYNGDORF FR-1

FULL RANGE AUDIOPHILE LOUDSPEAKER

**Slim cabinet for optimal sound and placement**

Designed for wall mounting, the FR-1 is compact and adds negligible floor area to your music environment without sacrificing optimal sound. The depth of the cabinet is reduced by a substantial 6 centimeters (2.4 inches) to help keep the driver as close to the wall as possible for optimal sound reproduction.

**Plays excellent without a subwoofer**

With a very powerful 12" driver and the added support of the 6.5" driver, the FR-1 offers an unrivaled support of bass and together with the supporting 5" driver, the bass response performance is distinguished by its small cabinet. Voices are exceptionally clear and tonality is full and clean, which makes the FR-1 the optimal choice for an elegant music room installation.

If you wish to enhance the performance further, the perfect match is a set of Lyngdorf DR-2 subs. Thereby you can get maximum bass and higher sound impact.

**DESIGNED WITH HIGH SENSITIVITY AND AN IMPRESSIVE SOUNDSTAGE**

The speaker cone is made from aluminum which is 20% stiffer and more rigid than any other materials. The resulting high-end peak is then fully transmitted to the internal driver. The result is crisp and detailed sound even at high music levels.

**HIGHLIGHTS**

- Slim cabinet for optimal sound and placement
- Elegant and discreet design
- No need for a subwoofer
- For high performance all night

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### LYNGDORF TDAI-3400

INTEGRATED AMPLIFIER AND AUDIO PROCESSOR

With extensive audio processing options combined with the most powerful and advanced digital amplifier technology, the TDAI-3400 is the most powerful product from Lyngdorf Audio ever realized.

**THE BEST SOUND IN THE OPTIMAL ROOM**

Through the wall interface you can perform all setup and equalization from the remote control, which allows you to take your setup and sound, and the digital crossover at least 3 individual output settings. You can create your own equalizing filter to optimize your speaker performance, and through DSP you can build up your own custom EQ settings, which allows you to change the overall tonality of your system related to needs, mood and listening situation.

The impressive speaker output section is based on our heritage together with the highest class of components, such as the 600V 15A IEC for the highest possible efficiency, 3x continuous IEC dynamic performance at low loads, with an extreme maximum current output of 40A.

With our proprietary ShieldedTDAI noise cancellation technology, it delivers the highest efficiency of the listening room. The TDAI-3400 delivers a perfect sound without the need for external noise treatment.

**IMPRESSIVE FIDELITY**

A tribute to modern industrial design, the chassis of the TDAI-3400 is constructed in the elegant dark design of Lyngdorf Audio. The TDAI-3400 doesn't generate much heat, offering a pleasant listening environment for many listening hours or even. With the TDAI-3400 you will enjoy the maximum low background noise of the digital signal processing.

**HIGHLIGHTS**

- External speaker output of up to 40A
- No need for noise-creating fans or vents
- Built-in media player and video tool
- Equipped with FloorPerfect™

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Banner:



# LYNGDORF

**VISIT LYNGDORF AUDIO HERE**

Come in and see our two new products, the powerful TDAI-3400 integrated amplifier and the elegant FR-1 loudspeaker.

**A BUILT-IN MEDIA PLAYER**

The TDAI-3400 covers all media formats and features built-in media player with the highest playback quality through our real hardware or via the built-in software. You can access your entire library of music through the TDAI-3400's embedded player. The media player also comes by connecting wires on like Blue Ready, Spotify Connect, and Apple, as well as internet radio.

**Technology with a purpose**

www.lyngdorf.com



# LYNGDORF

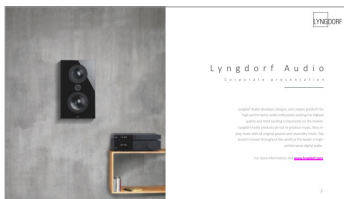
**TDAI-3400**

With extensive audio processing options combined with the most powerful and advanced digital amplifier technology, the TDAI-3400 is the most powerful product from Lyngdorf Audio ever realized.

**Technology with a purpose**

www.lyngdorf.com

Presentations:







Brand guidelines for

# STEINWAY LYNGDORF

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STEINWAY LYNGDORF

# Steinway Lyngdorf

## *Identity elements*

### LOGO

The logo is the centerpiece of Steinway Lyngdorf communications. It is essential that the logo is always applied with care and respect in every application according to these guidelines.

This is our primary logo and should be used wherever possible. The first choice must always be the gold logo, but if necessary you can use the black version.

S T E I N W A Y   L Y N G D O R F      S T E I N W A Y   L Y N G D O R F

### SECONDARY LOGO

If space does not allow for the logo in the long version, it is acceptable to use the secondary logo – the stacked logo.

S T E I N W A Y  
L Y N G D O R F

## FREE SPACE

When using the logo alone on any collateral pieces, please observe an area of two times the height of the logo around all four sides of the logo. This area is to be kept clean of any other type.

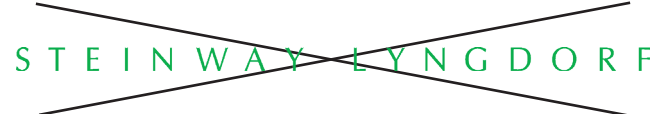


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Do not place the logo on confusing or overly busy backgrounds.

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**ABCDEFGHI**  
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**1234567890**

For web we use the typeface Open sans.

ABCDEFGHI  
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1234567890

*ABCDEFGHI*  
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*1234567890*

**ABCDEFGHI**  
**abcdefghijkl**  
**1234567890**

TYPOGRAPHY

For marketing material we use three typefaces. For body text we use Optima.

ABCDEFGHI  
abcdefghijkl  
1234567890

*ABCDEFGHI*  
*abcdefghijkl*  
*1234567890*

**ABCDEFGHI**  
**abcdefghijkl**  
**1234567890**

For headings in marketing material we use Helvetica ultralight and thin.

ABCDEFGHI  
abcdefghijkl  
1234567890

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abcdefghijkl  
1234567890

TYPOGRAPHY

Another option for headings in marketing material is Great Vibes. This typography must only be used together with another heading and never as body text.

*A B C D E F G H I*

*a b c d e f g h i j k l*

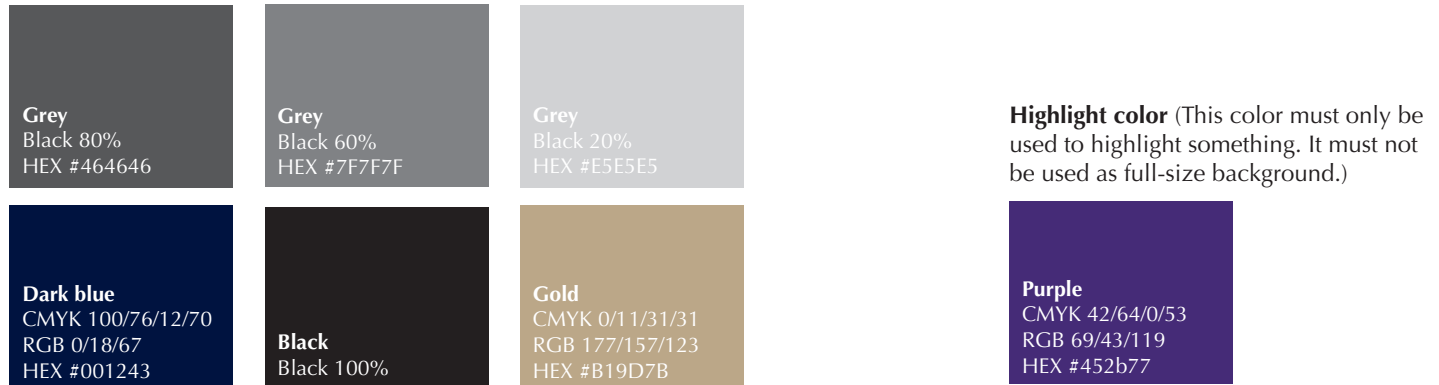
*1 2 3 4 5 6 7 8 9 0*

TYPOGRAPHY

## BRAND COLORS

To supplement the black or gold Steinway Lyngdorf logo we use the brand colors listed below to create brand awareness in our material. These colors are for backgrounds, boxes, highlight text, etc. No other colors should be used in marketing material.

Main colors:





# Steinway Lyngdorf

## *Visual tonality*

### PICTURES

We have three different types of pictures, studio, isolated and lifestyle.

### STUDIO

For studio pictures we use a dark background. The product can be shown from all angles.



ISOLATED



## LIFESTYLE

Lifestyle pictures show the product in the environment of a Steinway buyer. The surroundings are clean and stylish.



# Steinway Lyngdorf

## *Name and tone*

### **NAME USAGE**

Steinway Lyngdorf is the result of a visionary ambition and uncompromising commitment – a shared dream which brings together Steinway & Sons, makers of the world’s finest pianos for over 165 years, and Peter Lyngdorf, founder of SL Audio and one of the most forward-thinking audio innovators of our time.

As part of the agreement with Steinway & Sons, we are allowed to use the logo “Steinway & Sons” on products under the business unit Steinway Lyngdorf. *The Steinway & Sons logo may never be used as a headline or as a standalone logo in marketing material.*

### **PRODUCT NAMES**

When we reference a Steinway Lyngdorf product, we write “Steinway & Sons Model” in front of the product name. Examples: Steinway & Sons Model P100, Steinway & Sons Model A1, Steinway & Sons Model CDP-1, Steinway & Sons Model B

### **HASHTAGS**

#steinway

#steinwaylyngdorf

#steinwayandsons

#experiencetheextraordinary

#highperformanceaudio

#roomperfect

# Steinway Lyngdorf

## *Name and tone*

### **BOILERPLATE**

This is the official text to describe Steinway Lyngdorf:

#### **About Steinway Lyngdorf**

Steinway Lyngdorf, the only manufacturer of audio products to win the exclusive endorsement of legendary piano manufacturer Steinway & Sons, provides fully integrated digital audio systems that combine design artistry, exquisite craftsmanship, and perfected technology. Steinway Lyngdorf brings together Steinway & Sons, makers of the world's finest pianos for more than 165 years, and Peter Lyngdorf, one of the most forward-thinking audio innovators of our time. For more information, visit [www.steinwaylyngdorf.com](http://www.steinwaylyngdorf.com).

### **TAGLINE**

Steinway Lyngdorf – Experience the extraordinary.

### **TONE**

Our Steinway Lyngdorf products are exclusive products that deliver the worlds best sound, so always keep the tone professional and simpel. It is never allowed to brand Steinway Lyngdorf products explicitly or implicitly on competitors expense.

# Steinway Lyngdorf

## Example applications

### Adverts:



STEINWAY LYNGDORF

*Steinway & Sons*  
**MODEL B**

The full-range loudspeaker is designed for creating the holographic, three-dimensional effect of the Steinway & Sons Model D speakers through use of the unique speaker arrangement of a superb tweeter. The Steinway & Sons Model B uses four tweeters positioned with the tweeter array of the Model D, but together with the digital crossover and four custom-built drivers of the 4" x 6" drivers, digital amplifier, Steinway & Sons Model B, the resulting sound reproduction is a unique blend of accuracy and performance.

**EXTRAORDINARY PERFORMANCE**  
A single speaker requires a large bass driver to reproduce the low end and midrange of the frequency spectrum. In the Steinway & Sons Model B, the tweeter array is used in the bass line to reproduce the low end of the spectrum. The result is an extremely large-sounding speaker capable of producing a deeper, more precise low end.

The two bass drivers are tightly packed in a push-pull configuration, which increases the surface area of sound and reduces compression in the drivers and together with the tweeter array produces a more powerful and accurate sound than a single large driver could ever achieve. The result is the Steinway Lyngdorf Model B.

The tweeter array is composed of four tweeters, which are used to create the unique tweeter array that is the key to the Steinway Lyngdorf Model B's sound. This tweeter array is used to reproduce the low end of the spectrum, while the four custom-built drivers of the Model B reproduce the midrange and treble. The result is a sound that is both accurate and powerful. The Steinway Lyngdorf Model B is a speaker that is designed to reproduce the sound of the Steinway Lyngdorf Model D.

**PERFECT ENVIRONMENT**  
For the midrange drivers, we selected the soft horn from the Steinway & Sons Model B speaker as the most accurate way

we used for maximum clarity in perfect reproduction of every step of the recorded audio or musician.

Two tweeters, midrange, and midrange drivers are all selected and positioned for the tweeter array. It is important to position the tweeter array and the midrange driver components, and the overall performance will take your breath away.

**FULL EFFECT OF THE REFLECTING SOUND**  
The tweeter array and midrange drivers are positioned for the tweeter array. It is important to position the tweeter array and the midrange driver components, and the overall performance will take your breath away.

In order to reproduce the sound of the Steinway Lyngdorf Model B, the tweeter array and the midrange driver components are positioned for the tweeter array. It is important to position the tweeter array and the midrange driver components, and the overall performance will take your breath away.

The Steinway Lyngdorf Model B is an exceptional piece of art and an integral member of the impressive line-up of Steinway & Sons Lyngdorf speakers.

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STEINWAY LYNGDORF

*Steinway & Sons*  
**MODEL P100**

The Steinway & Sons Model P100 is equipped with the advanced technologies for which Steinway Lyngdorf is known, including Resonance Free™ and digital signal processing. Model P100 consists of three tweeters in a 30x30x30 cm (12x12x12 in) cabinet, all with the new high-frequency driver horns, and with the built-in rack plate, the Model P100 can be used in a variety of ways for perfect reproduction.

**DESIGN FOR THE PUREST SOUND**  
All Steinsway Lyngdorf speakers use 100% digital without any analogue components. The digital signal processing is used to reproduce the original recording as accurately as possible. The result is a sound that is both accurate and powerful. The Steinway Lyngdorf Model P100 is a speaker that is designed to reproduce the sound of the Steinway Lyngdorf Model D.

**THE PERFECT SOUND**  
All Steinsway Lyngdorf speakers use 100% digital without any analogue components. The digital signal processing is used to reproduce the original recording as accurately as possible. The result is a sound that is both accurate and powerful. The Steinway Lyngdorf Model P100 is a speaker that is designed to reproduce the sound of the Steinway Lyngdorf Model D.

**FULL SUPPORT OF EVERY AUDIO FORMAT**  
The Model P100 is a full-range speaker with a tweeter array of four tweeters, which are used to create the unique tweeter array that is the key to the Steinway Lyngdorf Model B's sound. This tweeter array is used to reproduce the low end of the spectrum, while the four custom-built drivers of the Model B reproduce the midrange and treble. The result is a sound that is both accurate and powerful. The Steinway Lyngdorf Model B is a speaker that is designed to reproduce the sound of the Steinway Lyngdorf Model D.

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### Banner:



STEINWAY LYNGDORF

STEINWAY & SONS MODEL B

Experience the extraordinary with Steinway & Sons Model B  
— a full-range open-baffle design conceived, designed for exceptional performance in a compact design.

Find more at [www.steinwaylyngdorf.com](http://www.steinwaylyngdorf.com)

**THE PERFECT SOUND**  
All Steinsway Lyngdorf speakers use 100% digital without any analogue components. The digital signal processing is used to reproduce the original recording as accurately as possible. The result is a sound that is both accurate and powerful. The Steinway Lyngdorf Model P100 is a speaker that is designed to reproduce the sound of the Steinway Lyngdorf Model D.

**FULL EFFECT OF THE REFLECTING SOUND**  
The tweeter array and midrange drivers are positioned for the tweeter array. It is important to position the tweeter array and the midrange driver components, and the overall performance will take your breath away.

**FULL SUPPORT OF EVERY AUDIO FORMAT**  
The Model P100 is a full-range speaker with a tweeter array of four tweeters, which are used to create the unique tweeter array that is the key to the Steinway Lyngdorf Model B's sound. This tweeter array is used to reproduce the low end of the spectrum, while the four custom-built drivers of the Model B reproduce the midrange and treble. The result is a sound that is both accurate and powerful. The Steinway Lyngdorf Model B is a speaker that is designed to reproduce the sound of the Steinway Lyngdorf Model D.

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STEINWAY LYNGDORF

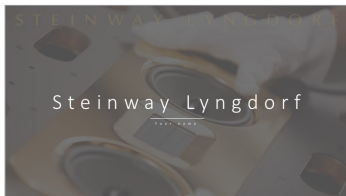
STEINWAY & SONS MODEL B

Experience the extraordinary with Steinway & Sons Model B — a full-range open-baffle design conceived, designed for exceptional performance in a compact design. The Model B features drivers — both design and material — from the flagship Model D speaker, which Steinway Lyngdorf originally launched in 2010. Designed to offer a similar sound experience to its smaller and more contemporary package, the open-baffle design allows speakers to interact with the room much in a similar manner to horn-based, allowing it to extend its tonal range and life like musical instruments.

Read more at [www.steinwaylyngdorf.com](http://www.steinwaylyngdorf.com)

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Presentations:



# THANK YOU

We appreciate the energy you put into protecting our brands. We hope you are as proud to be representing them as we are to be sharing them with you.