

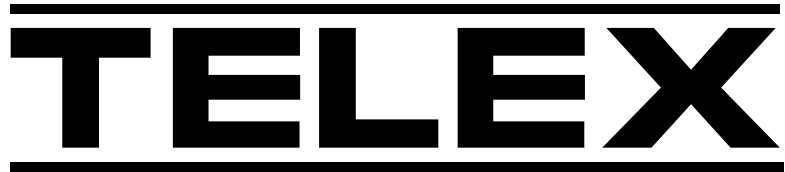
# BASIC ELEMENTS

**TELEX**

**CORPORATE DESIGN GUIDELINES**

# INTRODUCTION

## BRAND GUIDELINES



This Brand Guideline has been developed by the internal global Telex Creative Team to help you quickly and effectively navigate the Telex brand. This document covers the brand essence and brand steering wheel, a strong foundation upon which to build the Telex brand. The brand elements describe the main elements of corporate design for the Telex brand. The corporate design is binding worldwide. Make your contribution to a globally strong, uniform Telex brand identity by applying the specifications in this style guide systematically. This will also ensure recognition of the Telex brand in all application areas.

The global in-house Creative Team provides a broad range of marketing communications services – all with the know-how and passion that comes from being so close to our brands every day. It is our goal to produce and provide marketing materials of exceptional quality to help you more efficiently and effectively engage with customers and enhance each step of their brand and product experience.

If you have any questions concerning Telex copywriting, graphic design and video production, please contact the individuals from the Creative Team listed below.

Telex is the industry leader in professional aviation and radio dispatch communications, providing solutions that combine forward-thinking functionality, real-world reliability and superior sound quality. At the forefront of communication technology for over fifty years, we are the brand most-trusted by the biggest names in the business. Our family of aviation and radio dispatch products are proven in the most critical and demanding applications.

Telex systems are also scalable for a wide range of applications. A top priority for us is the backwards compatibility of our new products, so they can integrate seamlessly with legacy systems to extend the value of the initial investment. Telex helps professionals communicate clearly with ease and efficiency, so they can focus on communicating. Whether for applications in the air or on the ground, we demonstrate our commitment to our users by innovating the future of critical communications.

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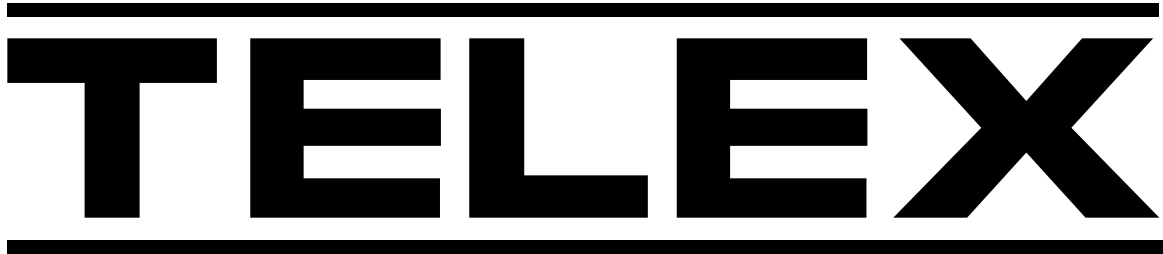
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LOGO  
VARIANTS



This version (only “TELEX”) is intended as the primary logo for use on all Telex materials including marketing materials, product industrial design and packaging.



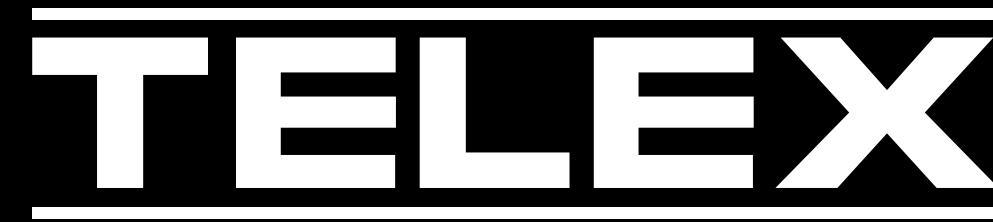
Alternate versions of the Telex logo (with “Aviation” or “Radio Dispatch”) can be used for giving the specific Telex division proper context. These versions of the logo should only be used with marketing materials or tradeshow / events as needed for proper brand awareness.

# LOGO

## COLOR GUIDELINES

The logo is always either black or white. The white version of the logo should be prioritized for use on a blue background.

**Do not change the color of the logo.**

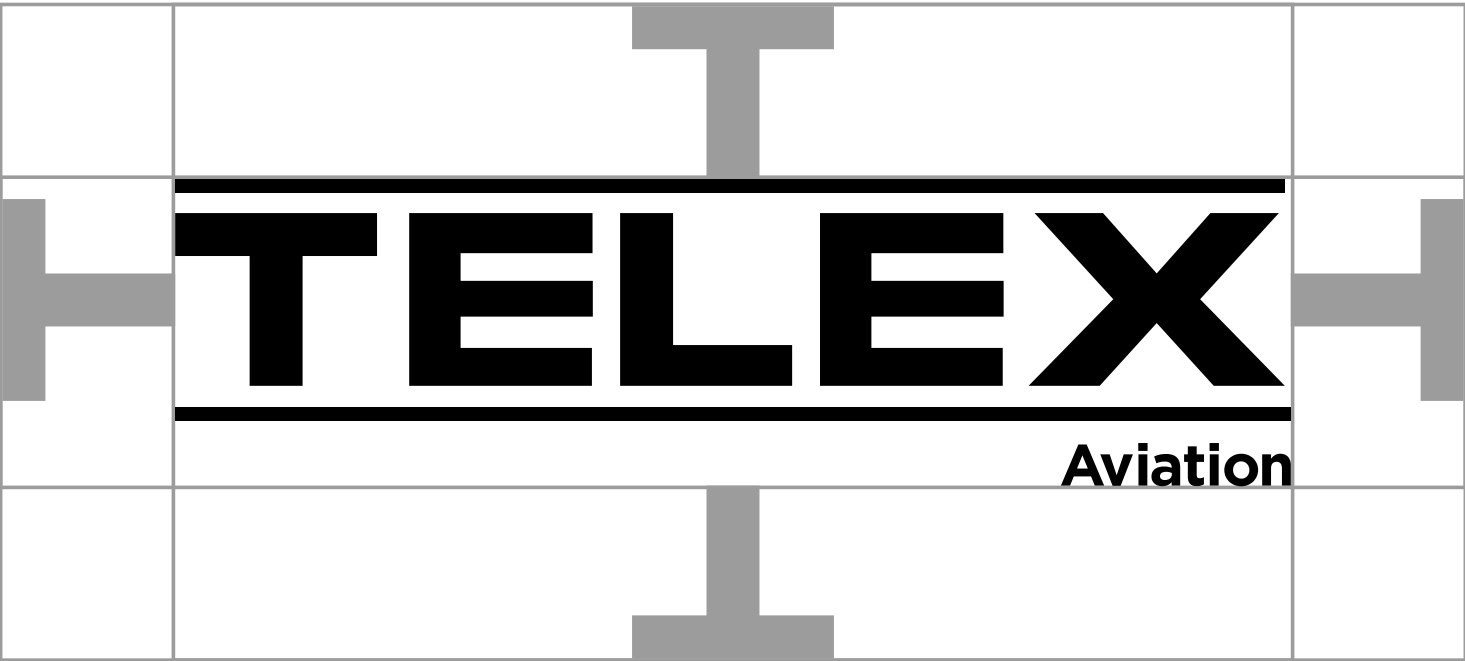
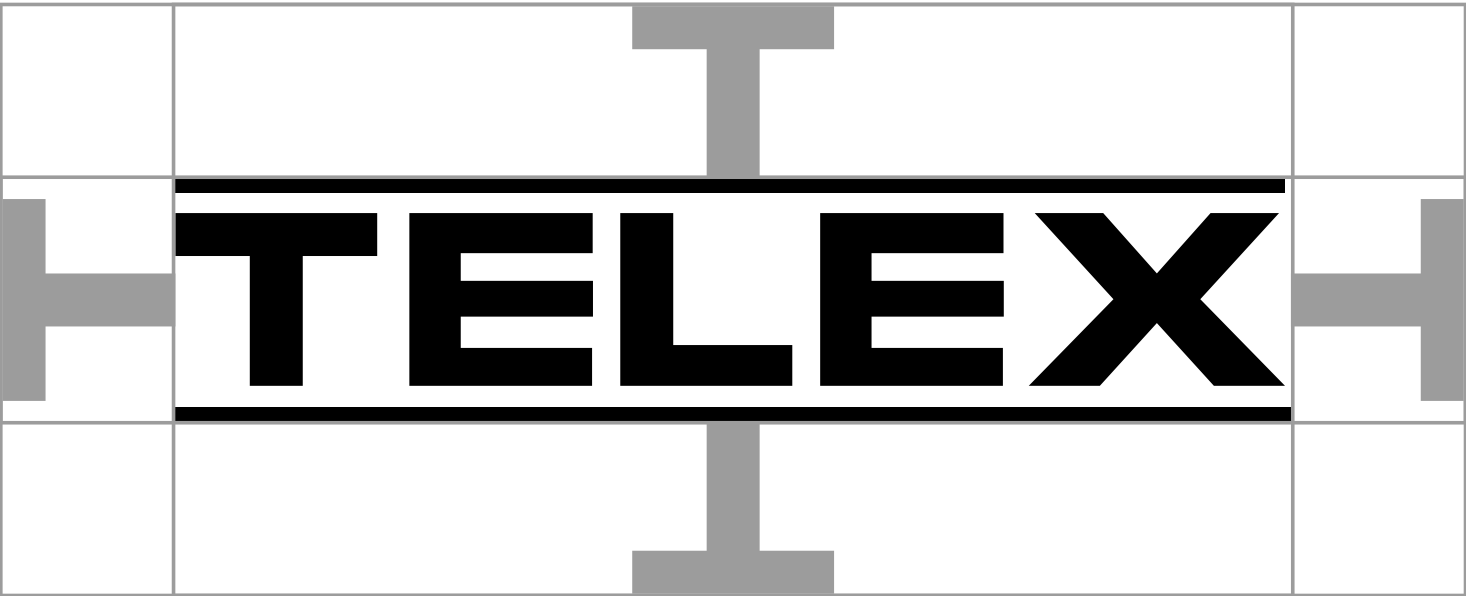
The word "TELEX" in a bold, black, sans-serif font, centered within a white rectangular box. The text is flanked by two horizontal black lines, one above and one below.The word "TELEX" in a bold, white, sans-serif font, centered within a black rectangular box. The text is flanked by two horizontal white lines, one above and one below.The word "TELEX" in a bold, white, sans-serif font, centered within a blue rectangular box. The text is flanked by two horizontal white lines, one above and one below.



# LOGO

CLEAR SPACE

When using the logo, sufficient clear space around the logo must be considered. Please use the height of one Telex “T” for minimum clear space.



LOGO

UNACCEPTABLE USAGE

The Telex logo has been carefully created to work across a broad range of applications. The Telex logo configuration should not be modified in any way.



DO NOT add color to the logo

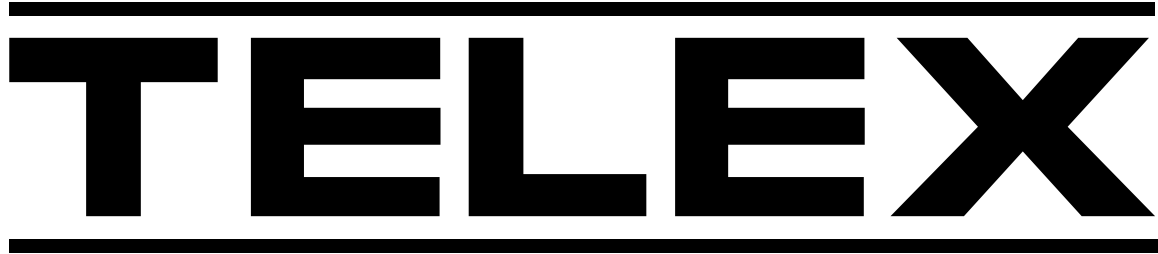


DO NOT adjust crossbar thickness

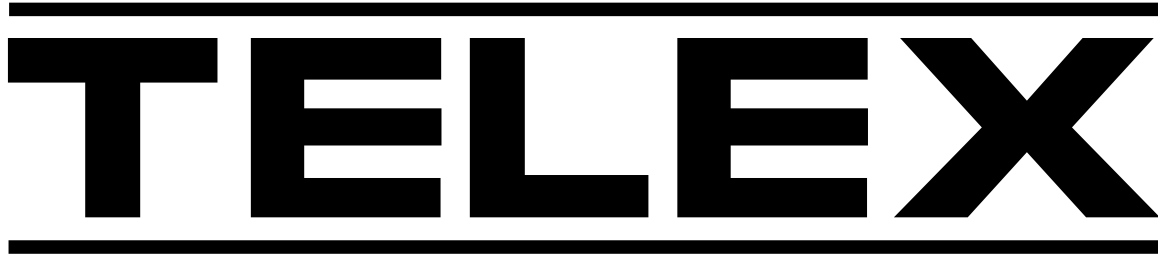


DO NOT remove the crossbars

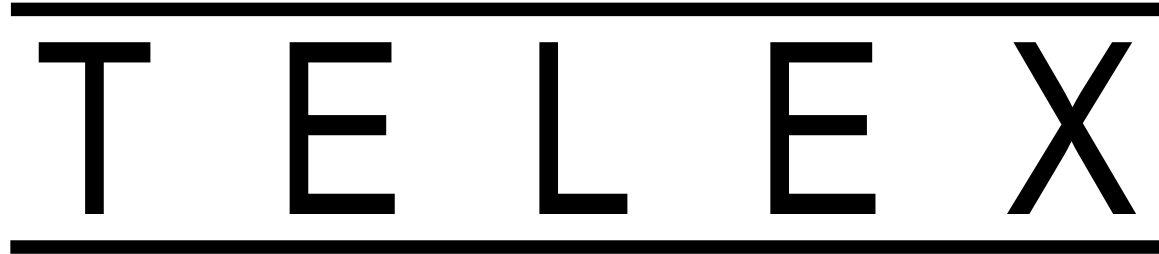
Aviation



DO NOT move the segment descriptor



DO NOT change the segment descriptor font



DO NOT make custom logos

# TYPOGRAPHY

## Fonts

Typography is crucial to the approachability and effectiveness of design. It allows our audience to find recognition and familiarity in our voice and supports distinct, memorable messages. Gotham is the font family for Telex. It is a bold and size-flexible sans serif font that reflects the history and innovations of the Telex brand. The font offers a variety of weights and versatility for all communication needs. If Gotham is not available, we use Arial or Helvetica.

### GOTHAM BOLD

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### GOTHAM MEDIUM

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### GOTHAM LIGHT

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# TYPOGRAPHY

GENERAL GUIDELINES

## KERNING & TRACKING

Every detail counts when displaying our messaging. Precise kerning and tracking is essential to the legibility and effectiveness for conveying our attention to details.

IP-3000

✓

IP-30000

IP-3000

✗

## PARAGRAPH FORMATTING

Whenever possible, please take measures to ensure that there are no instances of line-break hyphenation or placement of a single word on the last line of a paragraph.

Two different-sized interchangeable soft headband pads and ultra-lightweight design for enhanced comfort, even on long flights.

✓

Two different-sized interchangeable soft headband pads and ultra-lightweight design for enhanced comfort, even on long flights.

✗

# BRAND COLORS

## SPECIFICATIONS

Color needs to be thought of holistically with a majority of black and/or white, coupled with the brand colors for accents and focal points. This allows the Telex color scheme to feel open, with space to breathe.

### BRAND COLORS

#### BASE COLORS 50-75% USAGE

##### WHITE

HEX        **FFFFFF**  
RGB        **255, 255, 255**  
CMYK       **0, 0, 0, 0**

##### BLACK

HEX        **000000**  
RGB        **0, 0, 0**  
CMYK       **40, 40, 40, 100**

#### ACCENT COLORS 25-50% USAGE

##### BLUE

HEX        **005692**  
RGB        **0, 86, 146**  
CMYK       **98, 71, 17, 3**  
Pantone    **7686 C**

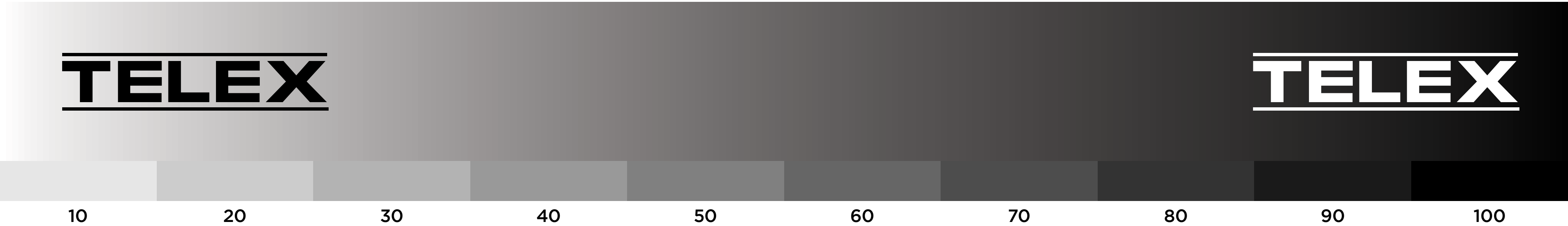
##### GREY

HEX        **9C9C9B**  
RGB        **156, 156, 155**  
CMYK       **41, 33, 35, 1**  
Pantone    **Cool Gray 7 C**

# BRAND COLORS

## CONTRAST GUIDELINES

Sufficient contrast between the background and foreground must always be ensured.  
The logo and/or messaging must not fall below the 3:1 contrast ratio.



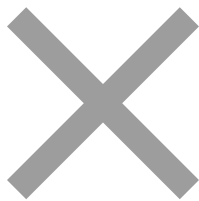
These color combinations pass the WCAG AA and WCAG AAA ratings to not fall below the 3:1 contrast ratio:

<b>White foreground</b> Blue background	<b>White foreground</b> Black background	<b>Black foreground</b> White background	<b>Black foreground</b> Grey background	<b>Grey foreground</b> Black background	<b>Blue foreground</b> White background
--	---	---	--	--	--



Please **do not** use these color combinations:

<b>Grey foreground</b> Blue background	<b>Grey foreground</b> White background	<b>White foreground</b> Grey background	<b>Blue foreground</b> Black background	<b>Blue foreground</b> Grey background
---	--	--	--	---







AVIATION & RADIO DISPATCH CREATIVE GUIDANCE

# THE VISUAL WORLD



# PRODUCT PHOTOS

## AVIATION

Professional photography should be used to present Telex products in their best-possible light:

- Transparent PNG
- 300 DPI
- No drop shadows on the baseline image asset
- A gradient fade is okay to use for excess cable on headset images





# PRODUCT PHOTOS

## RADIO DISPATCH

Professional photography should be used to present Telex products in their best-possible light:

- Transparent PNG
- 300 DPI
- No drop shadows on the baseline image asset





# IMAGERY

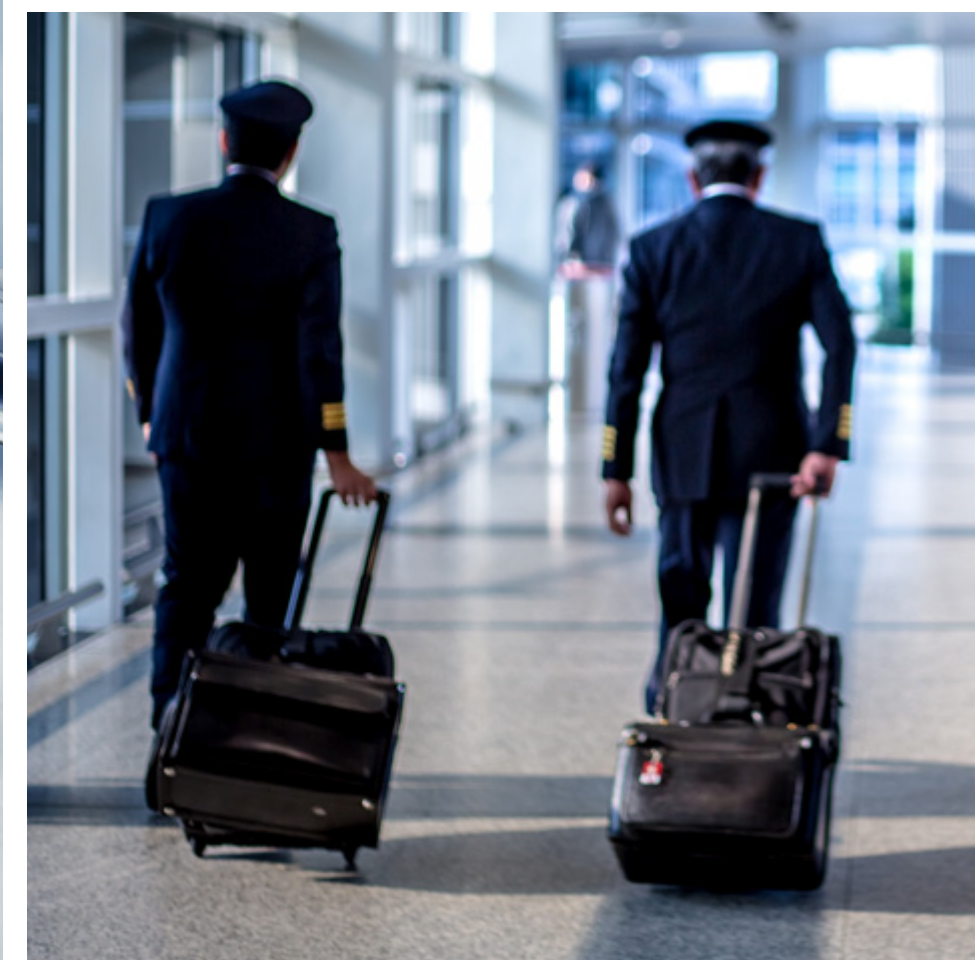
## AVIATION

The image style is characterized by vivid, saturated colors that create a lively atmosphere. Optional color accents can be set. There is no strict requirement for color codes in photos, but subtle brand-color usage is encouraged.

Stock photos can be used, but should look natural, modern and of high quality. Competitor headsets should never be seen. Stock photos can only be shared if we own all image rights and allowed to share.

The imagery must be authentic, lifelike and emotionally appealing, with a positive and inspiring effect. Pilots should be shown in their natural aviation surroundings and situations.

To create a complete storyline, the images should present an overview of the scenario at an emotional level.





# IMAGERY

## RADIO DISPATCH

The image style is characterized by vivid, saturated colors that create a lively atmosphere. Optional color accents can be set. There is no strict requirement for color codes in photos, but subtle brand-color usage is encouraged.

Stock photos can be used, but should look natural, modern and of high quality. Third-party radio solutions not supported by Telex should never be seen. Stock photos can only be shared if we own all image rights and allowed to share.

The imagery must be authentic, lifelike and emotionally appealing, with a positive and inspiring effect. Rangers and fire fighters should be shown in their natural surroundings and situations — preferably sporting a radio, but not required.

To create a complete storyline, the images should present an overview of the scenario at an emotional level.





# IMAGERY

## RADIO DISPATCH

The image style is characterized by vivid, saturated colors that create a lively atmosphere. Optional color accents can be set. There is no strict requirement for color codes in photos, but subtle brand-color usage is encouraged.

Stock photos can be used, but should look natural, modern and of high quality. Third-party radio solutions not supported by Telex should never been seen. Stock photos can only be shared if we own all image rights and allowed to share.

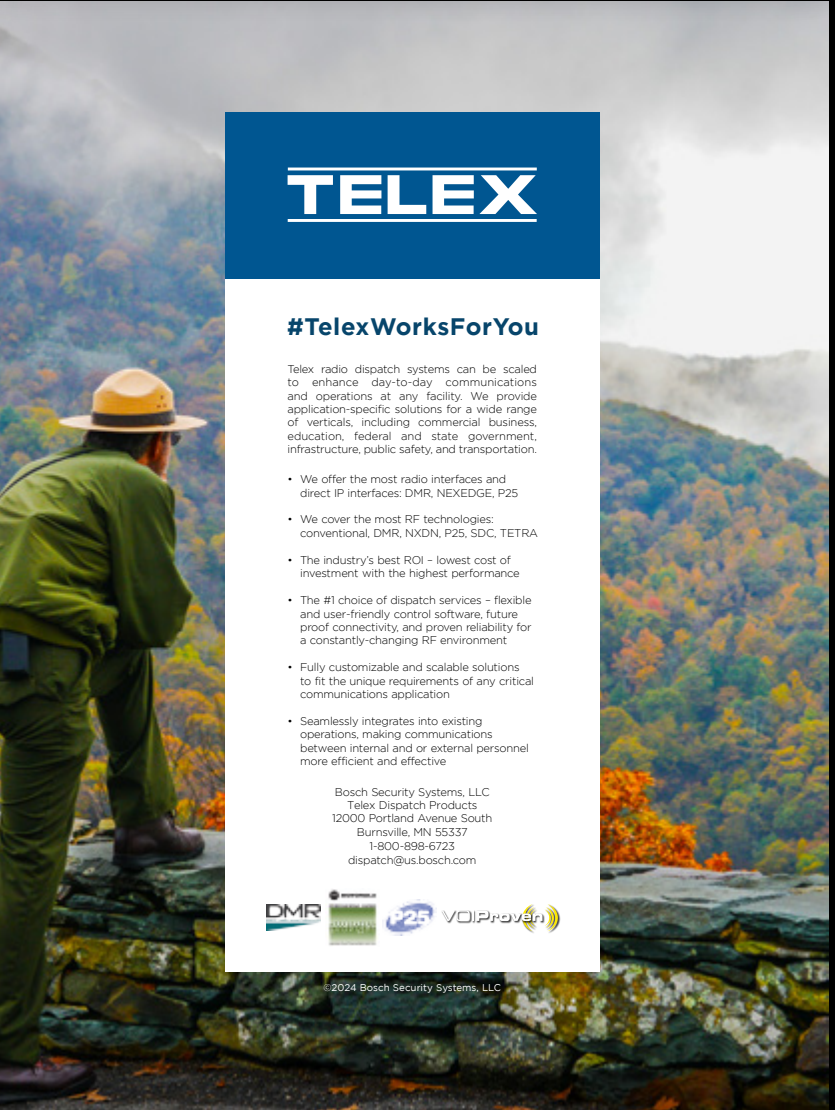
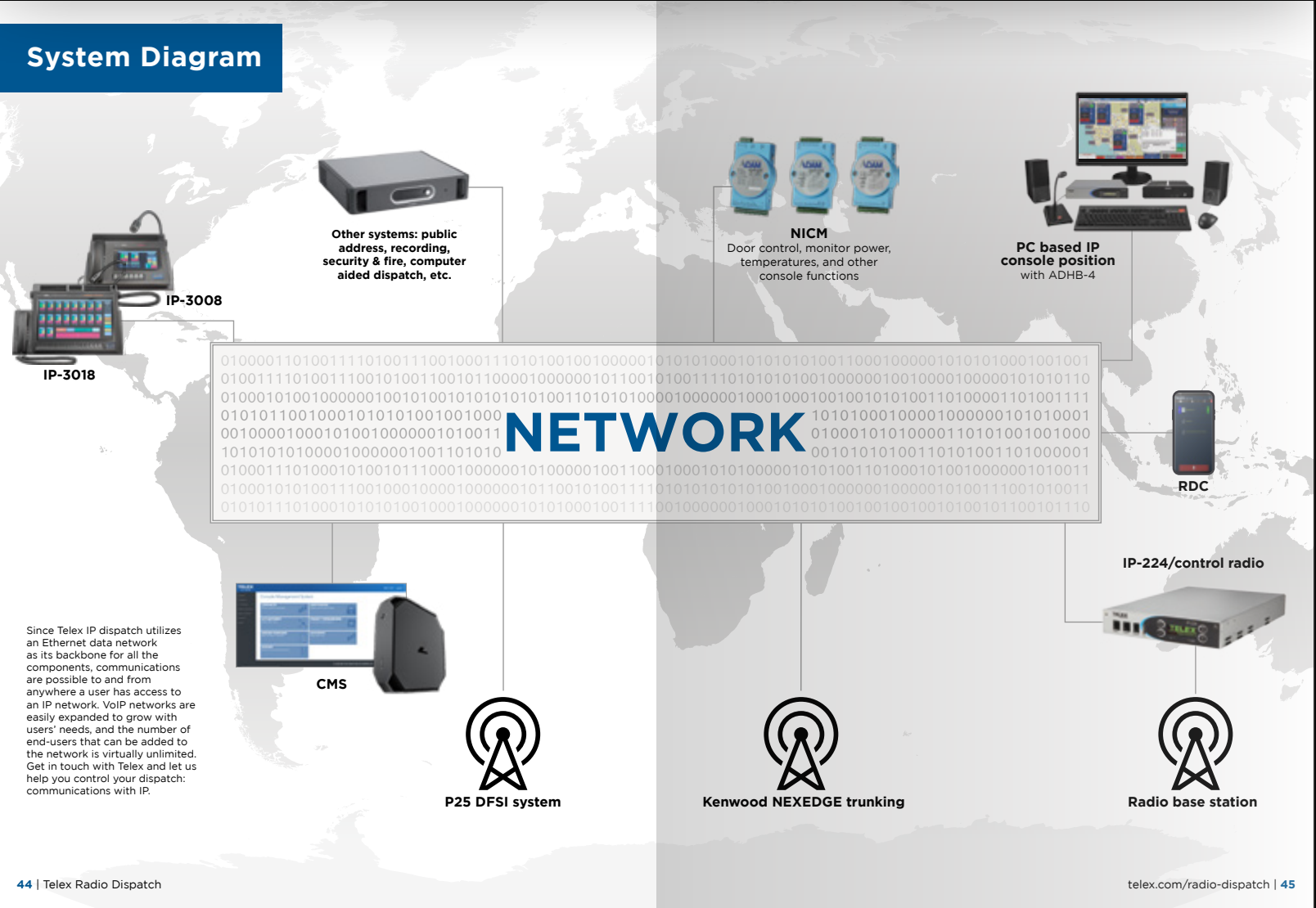
The imagery must be authentic, lifelike and emotionally appealing, with a positive and inspiring effect. Police officers, EMS and dispatch operators should be shown in their natural aviation surroundings and situations — preferably sporting a radio, but not required.

To create a complete storyline, the images should present an overview of the scenario at an emotional level.





PRINT  
CATALOG LAYOUT EXAMPLES



FRONT COVERS

SPREADS

BACK COVERS



PRINT  
FLYER LAYOUT EXAMPLES

TELEX

### AIRMAN 8+

DELUXE ULTRA-LIGHTWEIGHT ANR HEADSET FOR COMMERCIAL AND BUSINESS AVIATION

Refined design elements and a range of new features that make **AIRMAN 8+** the best-performing Telex Airman Active Noise Reduction (ANR) headset to date.

The AIRMAN 8+ offers a range of innovative new features for **increased comfort, stability and ease-of-use:**

- ANR reduces fatigue and improves intelligibility
- Larger comfortable leatherette ear cushions and sanitary replaceable covers are included
- Two different sized interchangeable soft headband pads and ultra-lightweight design for enhanced comfort, even on long flights
- Strong stainless steel headband and dual-axis pivot points for increased durability and long headset life
- New yoke design provides dual-axis adjustments and rotation stabilization

The AIRMAN 8+ meets the **highest commercial aviation standards:**

- Excellent ANR performance and microphone noise cancellation ensure superior in-flight communication
- Innovative technology eliminates the need for batteries
- Fully FAA TSO C-139a approved
- Meets RTCA DO-160G and DO-214A standards
- Acoustic limiter protects against sudden increases in sound level
- Clear voice transmission with high-quality amplified electret microphone
- Three-year warranty

AIRMAN 8+

MODEL	IMPEDANCE	ITEM NO.
AIRMAN 8+ Double Sided ANR Headset, 2PJ	600 Ω	AIRMAN8P-0210
AIRMAN 8+ Double Sided ANR Headset, XLR5	600 Ω	AIRMAN8P-0211
AIRMAN 8+ Double Sided ANR Headset, XLR5, P5P*	600 Ω	AIRMAN8P-0212

\*For aircrafts with power provided on pin 5

ACCESSORIES	FOR USE WITH	ITEM NO.
Carrying case	AIRMAN 7+/8+	AIRMAN8P-0909
Clothing clip	AIRMAN 77+/8/8+	AIRMAN7-0904
Ear cushion, leatherette, set of 2	AIRMAN 7+/8+	AIRMAN8P-0903
Hygiene cover, 10 pieces	AIRMAN 7+/8+	AIRMAN8P-0910
Large headband pad	AIRMAN 7+/8+	AIRMAN8P-0908
Large headband pad and holder	AIRMAN 7+/8+	AIRMAN8P-0911
Small headband pad	AIRMAN 77+/8/8+	AIRMAN7-0906
Small headband pad and holder	AIRMAN 77+/8/8+	AIRMAN8-0903
Windscreen, 1 piece	AIRMAN 850/77+/8/8+	800456019
Windscreen, 2 pieces	AIRMAN 850/77+/8/8+	AIRMAN7-0900
Windscreen, 50 pieces	AIRMAN 850/77+/8/8+	AIRMAN7-9050
Windscreen, 100 pieces	AIRMAN 850/77+/8/8+	AIRMAN7-9100

SPECIFICATIONS	
<b>Impedance</b> <ul style="list-style-type: none"><li>• 600 Ω +/-20% @ 1 kHz</li><li>• 92 ±5 (normal)/98 ±5 (high) dB SPL/mW @ 1 kHz</li></ul>	<b>Wearing weight (using clothing clip)</b> <ul style="list-style-type: none"><li>AIRMAN 8P-0210 -4.4 oz (-125 g)</li><li>AIRMAN 8P-0211 -4.4 oz (-125 g)</li><li>AIRMAN 8P-0212 -4.4 oz (-125g)</li></ul>
<b>Connector type</b> <ul style="list-style-type: none"><li>• For model AIRMAN 8P-0210<ul style="list-style-type: none"><li>- Dual Plug Connector</li><li>- Microphone PJ-D68 (equivalent)</li><li>- Headphone PJ-Q55 (equivalent)</li></ul></li><li>• For model AIRMAN 8P-0211<ul style="list-style-type: none"><li>- Microphone and headphone 5-pin male XLR</li></ul></li><li>• For model AIRMAN 8P-0212<ul style="list-style-type: none"><li>- Microphone and headphone 5-pin male XLR</li></ul></li></ul>	<b>Cord length</b> <ul style="list-style-type: none"><li>• For model AIRMAN 8P-0210<ul style="list-style-type: none"><li>- 6 ft. +/-4 in. (1.8 m +/- 10 cm)</li></ul></li><li>• For model AIRMAN 8P-0211<ul style="list-style-type: none"><li>- 6 ft. +/-4 in. (1.8 m +/- 10 cm)</li></ul></li><li>• For model AIRMAN 8P-0212<ul style="list-style-type: none"><li>- 6 ft. +/- 4in. (1.8 m +/- 10 cm)</li></ul></li></ul>

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www.telex.com/aviation

BUILDING ON  
85  
YEARS OF  
EXPERIENCE

# THE ALL-IN-ONE THAT WORKS FOR YOU

## IP-3000 SERIES DISPATCH CONSOLES

USER FRIENDLY

Combines console, software and direct IP interfaces into single easy-to-configure devices, with flexible layout options and an enhanced GUI

SIMPLIFIED MANAGEMENT

Makes system administration, configuration and software updates quick and easy, whether on-site or remote

BRIDGING SYSTEMS

Interconnect with a variety of systems seamlessly using industry standards and APIs

telex.com/ip-3000 | #TelexWorksForYou

IP-3000 SERIES DISPATCH CONSOLES

## ADVANCED HARDWARE AND SOFTWARE FOR THE ULTIMATE “ALL-IN-ONE” UX

Two form factors are available: the **IP-3008** (eight lines) and **IP-3018** (18 lines). Each is available in public safety, enterprise or standard configurations to suit the specific requirements of different dispatch verticals. Public safety and enterprise configurations are equipped with direct IP interfaces for interoperability with digital radio equipment, e.g. NEXEDGE®. Public safety-configured devices also offer encryption and compliance with the P25 suite of system standards. Standard configuration models connect to an external IP-224, making them a cost-effective choice for integration with existing Telex systems, and may be upgraded to public safety and enterprise configurations as needed. A two-channel **IP-3002** model is also available in standard configuration (non-upgradeable), in the same form factor as the IP-3008.

Smooth hands-on functionality is ensured via the IP-3000's best-in-class feature lineup. High-resolution TFT LCD 15.9 widescreen video displays (7" & 15.6"), reliable and responsive touchscreens, and high-quality speakers deliver an excellent audio-visual performance in any lighting conditions or working environment. Each console is equipped with USB ports and an output for an external monitor. The units are easy to mount and positioning can be further adjusted using the optional adjustable incline mechanism. User I/Os include a handset with DTMF pad, a gooseneck microphone with illuminated PTT key, and six (IP-3002/IP-3008) or 16 (IP-3018) programmable and color-coded hot keys. Additional programmable keypads are available as options. The consoles come with a choice of handset or gooseneck microphone; headsets may also be used via an ADHB-4 (Advanced Digital Headset Box).

The IP-3000 series will offer packet encryption, monitoring, user permissions, verification and third-party VPN for secure remote use. As well as being compatible with legacy Telex hardware, the series is interoperable with a wide range of industry technologies - including IP-Vs, upcoming Push-to-Talk over Cellular (PoC), SIP telephony, radio protocols, security enhancements and more. APIs enable seamless integration with other types of systems.

New versions of C-Soft and Telex System Manager (TSM) offer enhanced layout design, GUI personalization and system management – all geared towards supporting simple menus and more streamlined workflows.

	IP-3002 IP-3008	IP-3018
<b>Processor</b>	Intel N3350	Intel J1900
<b>Memory</b>	32 GB SSD 8 GB RAM	256 GB SSD 8 GB RAM
<b>Controls</b>	• Handset with DTMF pad • Goose-Neck Microphone with illuminated PTT key • 6 Programmable keys	• Handset with DTMF pad • Goose-Neck Microphone with illuminated PTT key • 16 Programmable keys
<b>Connectors</b>	• 1x I2V in • 1x handset • 1x LAN • 1x HDMI • 2x USB	• 1x USB • 2x LAN • 1x I2V in • 1x digital in • 1x VGA • 1x 3.5 mm mic out • 1x 3.5 mm audio in • 1x 3.5 mm mic in • 1x 3.5 mm line in • 1x 3.5 mm line out
<b>Screen</b>	• 7 in TFT LCD touchscreen • Accutouch 5-wire resistive by ELO • 15.9 widescreen	• 15.6 in TFT LCD touchscreen • Accutouch 5-wire resistive by ELO • 15.9 widescreen
<b>Dimensions</b> W x D x H (mm)	332 x 278 x 113	510 x 342 x 112
<b>Operating System</b>	Windows 10 Enterprise LTSC	
<b>Pre-loaded software</b>	Console applications	
<b>VU Meter</b>	Three-color bar graph	
<b>Speakers</b>	Selected and Unselected (2x 2W)	
<b>Power</b>	External inline 110/220 VAC UL and Energy Level VI	
<b>Cooling</b>	Fan less	
<b>Mounting options</b>	VESA Mount pattern or desktop with adjustable incline option	
<b>Certifications</b>	UL, CE and FCC for Emission	

TELEX

telex.com/ip-3000 | #TelexWorksForYou



DIGITAL  
WEB BANNER  
MODULARITY EXAMPLES



BATTERY-FREE  
ACTIVE NOISE  
REDUCTION



AIRMAN 8+  
DELUXE ULTRA-LIGHTWEIGHT ANR HEADSET

NEW!



Airman 8+  
DELUXE ULTRA-LIGHTWEIGHT ANR HEADSET

TELEX



Airman 8+  
DELUXE ULTRA-LIGHTWEIGHT ANR HEADSET


TELEX




THE ALL-IN-ONE THAT  
WORKS FOR YOU



IP-3000 SERIES  
DISPATCH CONSOLES




THE ALL-IN-ONE THAT  
WORKS FOR YOU




IP-3000 SERIES  
DISPATCH CONSOLES


THE ALL-IN-ONE THAT  
WORKS FOR YOU  
IP-3000 SERIES DISPATCH CONSOLES






DIGITAL  
CAROUSEL FRAMEWORK





THE ALL-IN-ONE THAT  
WORKS FOR YOU



IP-3000 SERIES  
DISPATCH CONSOLES



ALTERNATE VERTICAL SLIDES  
FOR A / B TESTING



FEATURE BENEFIT SLIDES  
TO BE USED IN COMBINATION  
WITH VERTICAL SLIDES



# VIDEO

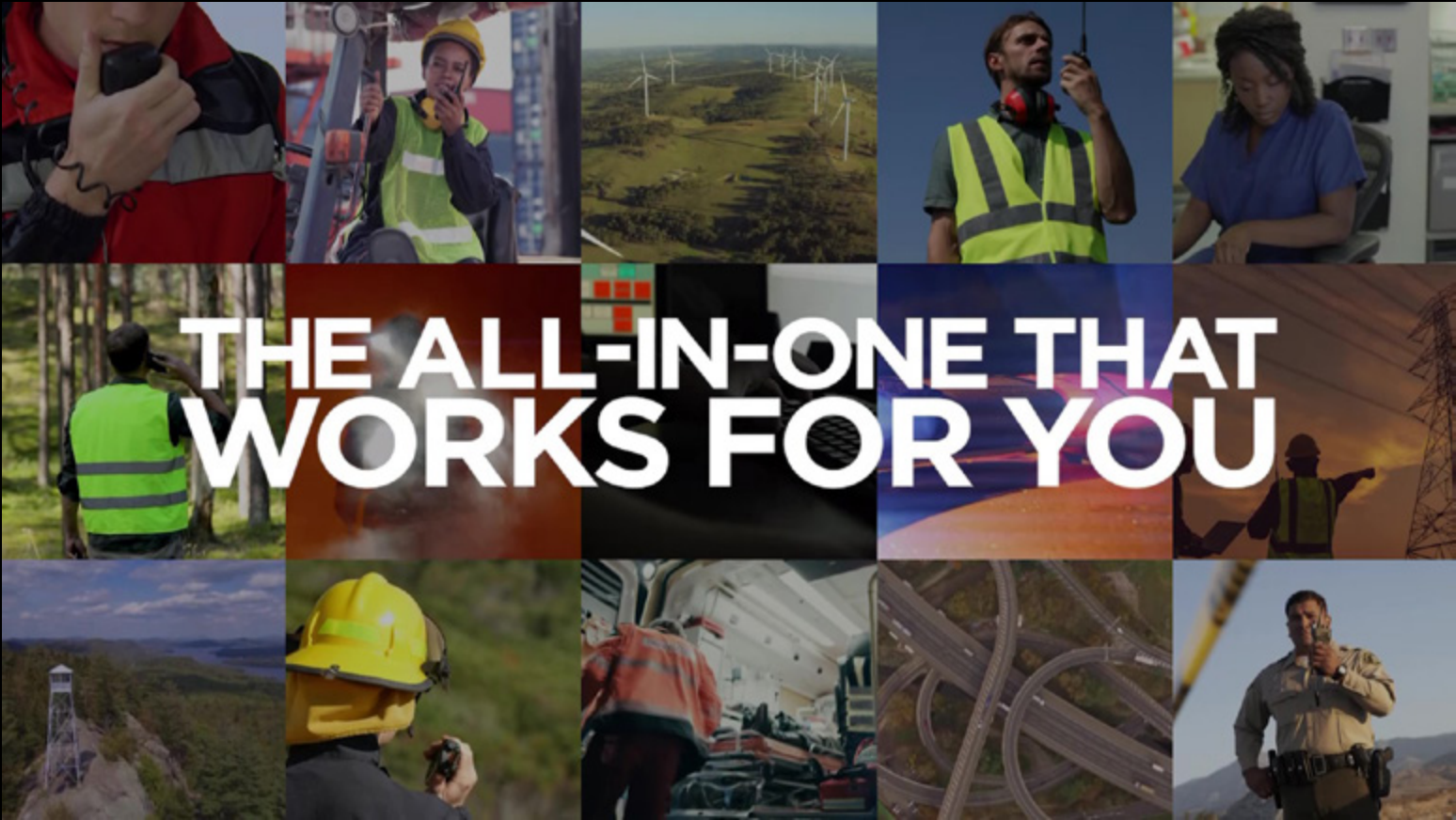
AVIATION STORYBOARD





# VIDEO

DISPATCH STORYBOARD

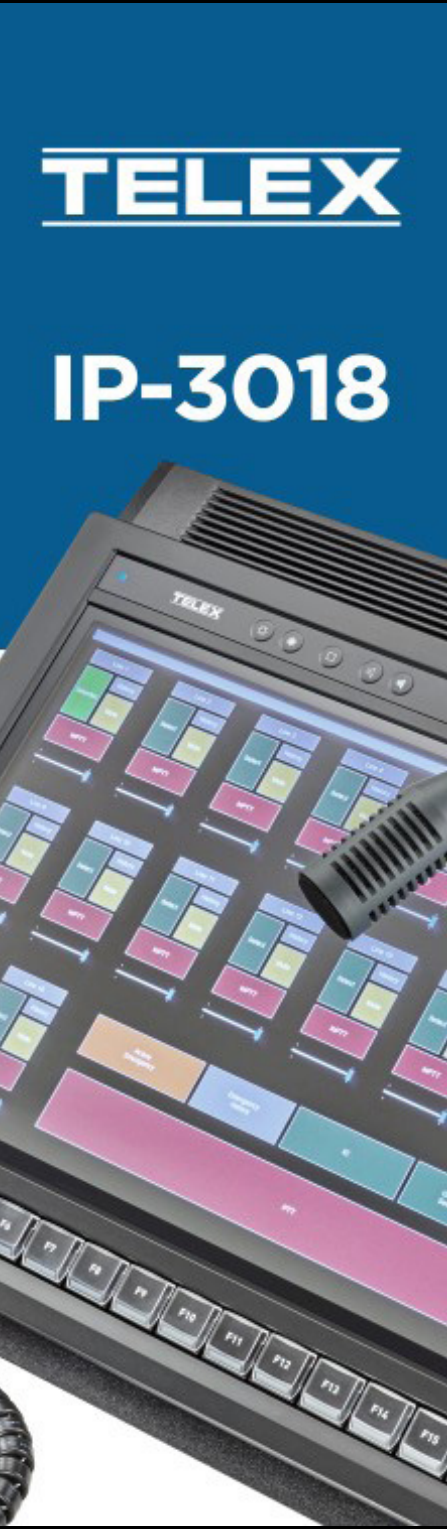




# VIDEO

## IPOSTER LAYOUT EXAMPLES

Logo free space can be reduced here, but only in the context of an iPoster due to the limited space and pixel density of these screens.





# TRADESHOWS

BOOTH PROPERTIES



# APPAREL

CLOTHING EXAMPLES







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