

Brand Guide.

A practical system for how Hearing Is looks, sounds, explains, and publishes across hearing health, technology, education, and editorial intelligence.

Hearing health made **clearer, more human, and more useful.**

Hearing Is is a media and education platform built to make hearing health easier to understand, harder to ignore, and more relevant to everyday life.

PURPOSE

Make hearing health easier to understand.

Turn complicated clinical, technical, and cultural information into useful knowledge for real people.

POSITION

Independent education with editorial discipline.

Evidence-aware, source-aware, human-reviewed, and designed to avoid hype.

PROMISE

Clarity without oversimplification.

Explain what matters, why it matters, and where uncertainty remains.

PERSONALITY

Modern. Human. Credible.

Confident but not clinical, informed but not academic, polished without feeling corporate.

CORE DESCRIPTION

Hearing Is exists to make hearing health easier to understand, harder to ignore, and more relevant to everyday life.

ARCHITECTURE DESCRIPTION

We developed an incorporated framework and domain-specific editorial intelligence architecture built to convert fragmented hearing-health information into source-aware, human-verified, publication-ready knowledge.

Hearing Is _____.

The blank is not a missing word. It is the core invitation of the brand.

Hearing Is connection.

Hearing Is nature.

Hearing Is health.

Hearing Is freedom.

What the device does

The line creates a space for personal meaning. It can be completed by a patient, clinician, veteran, musician, parent, gamer, researcher, or partner without changing the core brand.

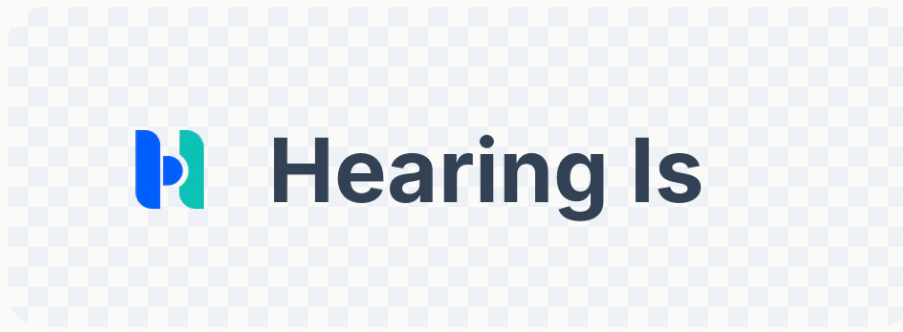
How to use it

Use the line-and-dot form as a visual signature in hero treatments, campaign headlines, section endings, and social creative. When a specific word is used, underline the meaning word in brand blue.

What not to do

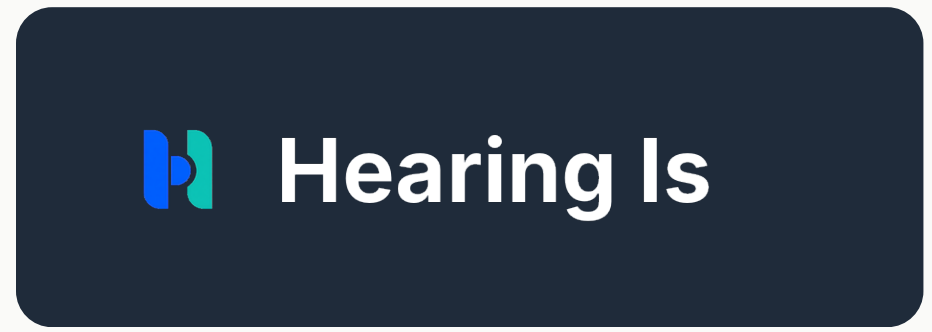
Do not turn the blank into decorative underscores when a continuous line is possible. Do not fill the blank with vague corporate words that are not tied to a real human outcome.

Simple marks. Clear hierarchy.



Primary horizontal lockup

Use for presentations, documents, press materials, partner pages, and wide digital placements.



Reverse lockup

Use on dark photography, slate fields, or brand-blue backgrounds when contrast is sufficient.

BRAND MARK



Use when space is limited or the Hearing Is name is already visible nearby.

CLEAR SPACE



Keep at least one-half the mark width clear on all sides.

MINIMUM SIZE



Digital mark: 28 px minimum. Horizontal lockup: 110 px minimum width.

Medical clarity without clinical coldness.

Blue carries authority. Teal brings health and accessibility. Slate keeps the system grounded. Orange is a precise accent, not a dominant color.

Hearing Blue
#2563EB

Teal
#14B8A6

Deep Teal
#0F766E

Slate
#334155

Aqua
#A7E3E1

Aqua Light
#EAF8F6

Orange
#F97316

Warm White
#FAFAF8

60% warm neutrals

Use white and warm white for breathing room, editorial layouts, and clear reading.

30% blue + teal

Use blue for emphasis and action. Use teal and aqua for health, support, and section structure.

10% orange accents

Use sparingly for the brand dot, focus states, small callouts, and moments of energy.

Bold enough to lead. Quiet enough to explain.

PRIMARY TYPEFACE

Plus Jakarta Sans

Use 700-800 for headlines, 600-700 for navigation and labels, and 400-500 for body copy.

FALLBACK

Inter / system sans serif

Use when Plus Jakarta Sans is unavailable in operational or third-party environments.

HEADLINE

Hearing health matters.

Tight tracking. Short line length. Strong contrast.

BODY

Clear, credible, and engaging content on the topics that matter most in hearing health. Favor natural sentence rhythm and plain language without flattening important nuance.

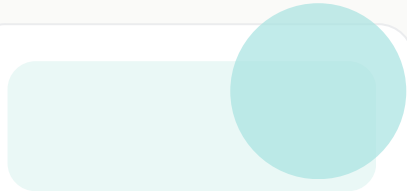
EYEBROW

THE BIGGER PICTURE

Type principle

Large type communicates confidence. Smaller supporting text should feel editorial, not compressed. Give headings room to breathe and never sacrifice legibility to fit more copy.

A system built from **space, structure, and signal.**



Soft geometry

Circles, rounded pills, and subtle arcs create movement without visual noise.



Line + dot

The continuous blue line and orange dot form a repeatable signature across layouts.



Rounded cards

Use to group facts, steps, and resources. Keep shadows restrained.

37.5M

Data as design

Use large, sourced numbers as visual anchors. Never detach them from context or provenance.

WHITESPACE

Use generous margins and clear separation between sections. The brand should feel calm, not crowded.

HIERARCHY

One dominant message per view. Supporting information should be visibly secondary and easy to scan.

Show hearing as **part of real life.**



People in context

Show communication, activity, work, recreation, family, events, and environments where hearing changes the experience.

Documentary over staged

Prefer candid, specific, believable imagery. Avoid generic smiling-clinic stock unless the setting is genuinely relevant.

Technology is secondary

Show devices when they help explain a story, not as the default visual shorthand for hearing health.

Graphic overlays

Use bold type, blue underlines, and clean blocks when a campaign needs urgency. Maintain enough negative space for readability.

Icons explain. They do not decorate.



Simple line language

Use geometric, rounded, minimal icons. Keep stroke weight consistent and avoid illustrative detail that competes with the message.



Structured data

Charts, cards, and flows should privilege comprehension. Use labels, units, and source context. Avoid decorative chart junk.



Orange as punctuation

Orange dots can signal completion, emphasis, or a visual endpoint. Do not use orange as a full background unless there is a specific campaign reason.

PREFERRED INFOGRAPHIC STRUCTURE

01

Source

02

Structure

03

Rank

04

Context

05

Generate

06

Review

07

Publish

Sound like a **trusted hearing-health professional.**

Do

Write with clinical awareness, practical context, and calm confidence. Explain what is known, what is uncertain, and what a reader can reasonably take away.

Do

Use natural sentence rhythm, specific nouns, active verbs, and plain-language explanations. Keep the reader's actual decision or experience in view.

Do

Separate manufacturer claims, preliminary findings, observational evidence, and established clinical guidance.

Avoid

Hype words such as revolutionary, game-changing, transformative, or breakthrough unless a credible source uses them and the context requires attribution.

Avoid

Generic AI phrasing, repetitive summaries, symmetrical paragraph patterns, forced rhetorical questions, and filler transitions.

House rule

Do not use em dashes. Use commas, parentheses, colons, or shorter sentences instead.

tone reference

Professional enough for an audiologist. Clear enough for a patient. Neutral enough for a skeptical reader.

Credibility is a design requirement.

EVIDENCE

Source the claim.

Prefer primary research, regulators, public-health bodies, and clearly identified expert sources.

UNCERTAINTY

State the limit.

Do not present animal, preliminary, observational, or company-sponsored findings as settled fact.

INDEPENDENCE

Separate education from promotion.

Product coverage should explain real differences and attribute claims without repeating marketing language as fact.

ACCOUNTABILITY

Keep a human gate.

AI-assisted drafts require human review before publication. The final editorial decision is human.

EDITORIAL VOICE

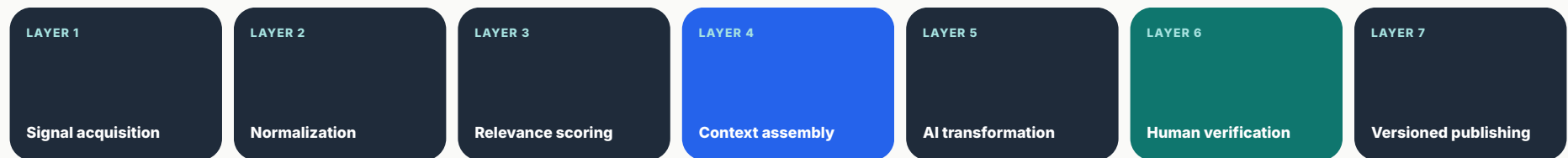
Clear. Evidence-aware. Clinically informed.
Neutral. Non-promotional.

EDITORIAL TEST

Could a clinician, patient, journalist, or technical reader tell what is fact, what is interpretation, and what remains uncertain?

The model is a component. The architecture is the product.

Hearing Is AI is the internal and public-facing name for the domain-specific editorial intelligence architecture that supports source intake, relevance logic, structured context, generative drafting, human verification, and controlled publishing.



Say

Purpose-built editorial intelligence architecture, human-in-the-loop workflow, source-aware generation, model-agnostic orchestration.

Do not say

Proprietary foundation model, autonomous medical authority, diagnostic AI, clinical decision-support system.

Why it matters

This framing is accurate, credible, and defensible with technical and business audiences.

One system. Many expressions.



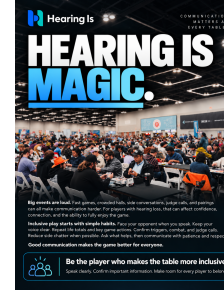
Digital brand

Web and social share



Information design

AI architecture infographic



Campaign poster

Hearing Is MAGIC.



Campaign poster

Hearing Is FREEDOM.

Consistency

Carry the same blue, teal, slate, orange, typography, line motif, and editorial restraint into every format. The execution can change without losing the brand.

Adaptation

Audience-specific creative can be more energetic or more technical, but the work should remain legible, source-aware, and unmistakably Hearing Is.

Accessibility is part of the brand, not an add-on.

Readable contrast

Use slate on warm white, white on blue or dark slate, and deep teal for smaller colored text. Avoid low-contrast text on aqua backgrounds.

Large, clear type

Favor readable sizes, strong hierarchy, generous line height, and short line lengths. Do not compress copy to preserve a layout.

Meaning beyond color

Use labels, icons, shapes, and text so color is never the only way information is communicated.

Motion with restraint

Use short reveal and count-up animations only when they improve hierarchy. Respect reduced-motion preferences.

Descriptive assets

Use meaningful alt text for images and descriptive link text for downloadable PDFs and resources.

Hearing-specific inclusion

Design communication so captions, transcripts, clear instructions, and visual reinforcement are normal, not exceptional.

Approved language for consistent communication.

ONE LINE

Hearing health. Human stories. Better access.

SHORT DESCRIPTION

Hearing Is is a media and education platform making hearing health easier to understand, more relevant, and part of everyday life.

TECHNOLOGY DESCRIPTION

Hearing Is AI is a domain-specific editorial intelligence architecture that turns fragmented hearing-health information into source-aware, human-verified, publication-ready knowledge.

CORE THEMES

Health

Technology

Prevention

News

People & Stories

Accessibility

Education

PREFERRED CTAS

Explore Hearing Is

Read Hearing Is News

How We Work

View Resources

Work With Us

Download the White Paper

BRAND LINE

Use "Hearing Is ____." as an invitation, not a slogan to fill mechanically. The strongest completions connect hearing to a real human outcome.

The brand in **one page.**

Look

Warm white, slate, blue, teal, aqua, orange punctuation. Large type.
Rounded cards. Clean lines. Real-world imagery. Generous whitespace.

Sound

Professional, clinically informed, conversational, neutral, specific,
practical, and evidence-aware.

Editorial rule

Source claims. State uncertainty. Separate evidence from promotion.
Keep humans responsible for publication.

 **Hearing Is**

Hearing Is _____.

Make hearing health clearer. Make the design useful. Make
every claim accountable.