



BRAND GUIDE

RYCOTE BRAND GUIDE
2018



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COVER PHOTO COURTESY: PETE LEE

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Welcome

Our brand is our most important and valuable asset. Over the course of nearly 50 years it has come to mean something very specific for those who have connected with it. As the Rycote business continues to grow we need to make sure that the brand captures new customers, whilst keeping our existing customers happy and loyal.

This Brand Guide will help you to understand and effectively communicate the Rycote brand. The guidance provided will help you to present the Rycote brand clearly & consistently, and ensure that the brand is adequately protected.

Our Marketing Team is happy to help in answering any questions that you may have about the Rycote brand, and to support you in the application of these guidelines.

Simon Davies, Managing Director



③
OUTREACH



Jesus is the new Hope to be
reaching out for the needy
physically, mentally,
emotionally & emotionally

The Rycote Brand

A brand can be seen as "...a set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another"* . Brands outlive products and a strong brand is a very valuable asset.

In this section you will learn more about the Rycote brand.

Company

Handmade - in the UK - with love



For nearly fifty years, Rycote Microphone Windshields Ltd has specialised to develop and make the industry standard shock & wind protection for the extremes of field production sound. This is our specialty - it's all we do - and it is our passion. It has never been enough to just build the best field production tools for microphones today: we are constantly engineering better tools for tomorrow.

Rycote continues to design products in the UK, and make them by hand in our factory in Stroud. We take pride in each and every product, many of which take several hours of hand assembly by our highly trained Production Team. Some of our exceptionally skilled seamstresses have been with us for decades, and the fruits of their craft are seen on movie sets, sports stadiums and everywhere else around the globe where professional microphone wind protection is required.

We continue to apply our years of engineering knowledge to create the tools to allow the capture of great audio whilst preventing wind and handling noise, and preserving the microphone's natural frequency response.



Vision & Values

Our Vision is to be the authority in sound (by listening).

This might seem ambitious...but that's why it's called a 'vision'! Our Vision gives us the freedom to think broader than those areas of 'sound' where we are already the authority, i.e. wind and handling noise reduction. Our Vision reflects our strategic commitment to putting customer focus at the core of our business. We will grow and succeed through **listening** to our customers – understanding their current needs and pioneering development for their future needs.

As a company, how we achieve our goals and how we work together is very important to us. We have a set of Values which underpin and guide what we do and how we do it.

These Values are '**the Rycote way**' for our team at the Rycote Factory in Stroud and all of our Rycote colleagues based elsewhere.

	Trustworthy We are the people and the company that is trusted in the workplace and the marketplace
	Pioneering We are driven, ambitious and inventive in our continuous pursuit of innovative solutions for our customers
	Adaptable We recognise that change happens and are willing to embrace this and to adapt to get things done
	Genuine We are honest and straightforward in our dealings with each other and with our partners & customers
	Efficient We'll always look for effective ways to solve problems and pursue efficiency in the operation of all areas of our business



Our brand

'Rycote' is the **brand name** of Rycote Microphone Windshields Ltd; the Rycote **brand** is what people think about when they hear this name. More than a logo or a product, our brand exists in our customers' minds and reflects the special relationship we forge with them - built by the sum of all the interactions they have with us.

To perform effectively, microphones need to be effectively isolated and protected from the effects of the wind. This is **critical** for sound professionals and the foundation for our brand has always been our very high quality products designed for this very purpose. Our customer research has

identified that our brand is very much associated with **quality, professionalism, and reliability**. On an emotional level, **we are the brand that sound professionals trust**. We will always strive to earn and deepen this trust by actively listening to our customers - to understand and respond to their needs.



"The essence is, and always was for us, that it was single-minded quality, absolutely what everybody would say about Rycote. It was a very focussed single-minded thing to do, to produce the best possible product for what us guys do in the field. I still think that holds". Professional Production Sound Recordist, interviewed May 2015

Our journey

Past. Present. Future.

Recognising the need to reduce the noise generated by both wind and handling, Rycote Microphone Windshield Ltd was founded in 1969, by John Gozzard in Stroud, Gloucestershire.

Rycote products have since become the recognised "**industry standard**" for sound professionals, and Rycote has established a fantastically strong brand identity. With authorised dealers in more than 60 countries worldwide, Rycote is now very much a global brand.

We continue to apply our years of engineering knowledge to design and create the tools that help capture audio, prevent wind and handling noise, and preserve the microphone's natural frequency response. With our Vision to become 'the number one authority in sound (by listening)' we will continue to build on our fundamental brand strengths - and to focus on **understanding and meeting the needs** of professional production and broadcast sound engineers.



Softie® 1987



Cyclone 2016

The innovative, straightforward approach to problem-solving that led to the creation of the first Rycote windshields – made by professionals, for professionals – still drives the company nearly 50 years later.

History of Rycote

- | | | | |
|-------------|---|-------------|--|
| 1969 | Rycote founded by sound recordist John Gozzard. The company is named after a contraction of the name of his home, 'Rylands Cottage'. | 2008 | The InVision® range of suspensions for discreet small-diaphragm broadcast microphones begins shipping, using patented Lyre® technology. |
| 1985 | The latest Rycote Windjammer® design is featured on the BBC's Tomorrows World, thanks to a sound engineer working on the programme, who proposes it as an example of advanced UK design and technology. | 2009 | The Universal Camera Kit is announced: an affordable combined windshield and suspension system for high-quality on-camera camcorder microphones. |
| 1987 | Rycote introduces the first Softie® Windshield for on-camera microphones. | 2010 | The much anticipated Rycote InVision® USM ships. A universal version of the InVision microphone shock-mount with no elasticated parts, it is suitable for almost any high-quality large-diaphragm recording microphone, and instantly rewrites the rulebook on low-noise microphone suspensions. |
| 1990 | The first Mini Windjammer® is launched, designed for the built-in microphones on the new generation of portable video camcorders. | 2014 | The Cyclone Windshield is the result of more than a decade of continuous development. Featuring a durable, lightweight design, this complete Windshield and suspension system with unique design delivers ground breaking wind and shock protection. |
| 1999 | The Modular Suspension System, with its range of different Connbox connectors, begins shipping. The Technical Achievement Award from the Academy of Motion Picture Arts & Sciences is awarded to Vivienne Dyer and Rycote Chief Designer Chris Woolf for this product the following year. | 2016 | Rycote launch 'Perfect for' range of bespoke products optimised for industry-standard microphones. |
| 2004 | Extending the concept of the versatile Modular Suspension System, the Modular Windshield System is launched. | 2017 | Rycote launch 'Essentials' range for lavalier microphones, including their 'Advanced' versions of world renowned Stickies & Overcovers for lavalier microphones. |
| 2005 | A range of noise-reducing Personal Microphone Solutions is launched for lavalier microphones worn on clothing, including Undercovers, Stickies and Overcovers. | | |

Innovation & Excellence

Standing the test of time

In 1969, Rycote introduced the world's first microphone windshield system for location sound and electronic news-gathering (ENG). In 2000 we were honoured with a Technical Achievement Award from the Academy of Motion Picture Arts & Sciences, for the design and development of the Modular Windshield.

Whilst we are proud of our heritage, we have never 'rested on our laurels'. We recognise that the demands of professional sound recording are constantly evolving. We listen to our customers to understand what their current needs are, whilst constantly exploring new ideas and possibilities for developing the solutions for tomorrow.

We continue to innovate, and develop technology, to produce a wide range of industry-leading solutions for wind, shock and handling protection. All these solutions are designed to help deliver **outstanding audio** whilst withstanding the **harshest environments** and the **rigours of daily use**. That means that Rycote customers, several of whom have won BAFTAs and 'OSCARs' themselves, can **depend on Rycote** to deliver today, tomorrow and for years to come...however tough the going gets.





Our customers

Our brand focus has always been, and will continue to be, the **professional audio** market – professional production and broadcast sound engineers who demand studio level performance on location. For these customers, the clean and reliable capture of sound is more than important, it is absolutely critical.

Rycote products are bought by a huge and diverse audience all around the world; from production sound engineers working on major feature films, to the new generation of content creators, producing their videos for YouTube.

Audio or sound 'professionals' is a very broad category, so we conduct customer research to segment the market and understand more about the differing customer 'personas' who make up this broader category. These persona groups may well buy similar Rycote products, but their specific needs, drivers, and field of application is clearly different. We have identified several customer persona groups within the following broader areas of professional audio:

Production Sound

Sports Broadcast

News Broadcast

Further identifying the various differences, territories of use, drivers, desires and characteristics for each professional sound persona working in these respective areas is critical. A deeper understanding of our customers is really important for Rycote – to help inform our product development, and to guide our choices in ensuring great experiences with our brand.

Whilst we recognise that there are many other customer personas for us to consider, not all of who are professionals, it is audio/sound professionals who remain the focus for the Rycote brand.



Style Guide

A clear and coordinated **visual identity** is a key part in our overall brand strategy – it helps with recognition, reinforcing of brand perceptions and generating customer confidence.

This style guide sets-out the creative approach to support a brand identity that is easy to recognise and that upholds the integrity of our brand. It explains how to use the logo as well as describing and defining what our brand **looks like** in various visual media, such as print and the Internet.

The Rycote logo is the most immediate visual representation of our company and our brand to the world. It is a valuable company asset that must be used consistently in the proper, approved forms.

Rycote logo specifications

The registered mark { ® } must always be present when using the logo.

PRIMARY LOGO

The primary logo should be first choice in all public-facing materials; direct mail, packaging, advertisements, website, etc.



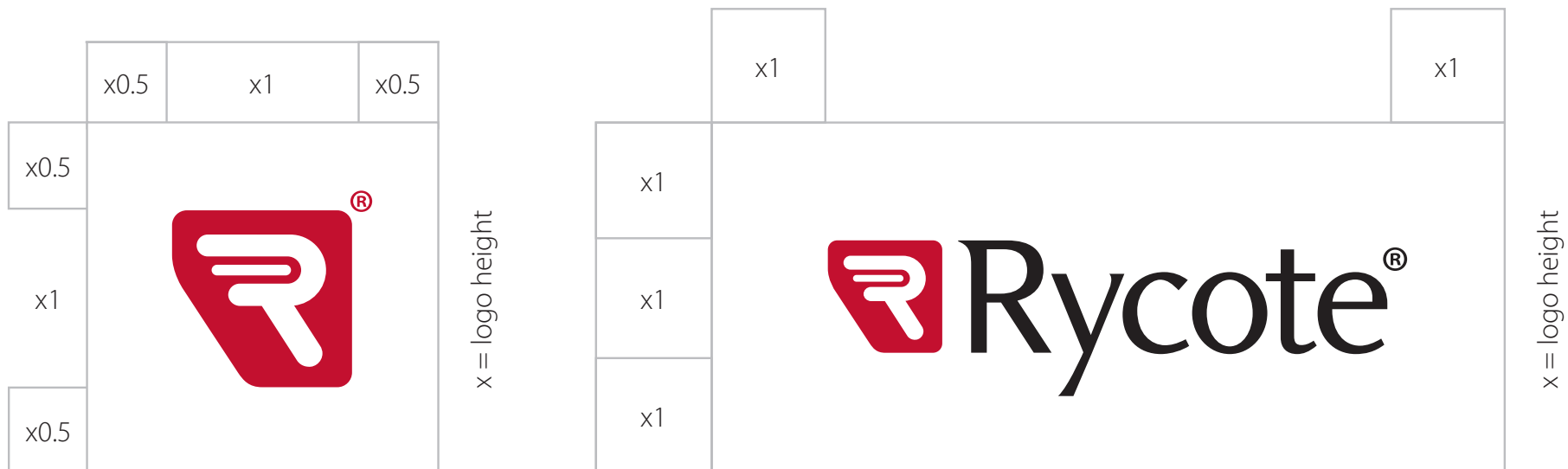
ISOLATED 'R' LOGO EXECUTION

The isolated Rycote 'R' on its own can only be used when space is particularly tight. Context is key here though, and this execution should only be used where the full Rycote logo is represented alongside or nearby, and/or there is an obvious association between the Rycote 'R' and the Rycote name. e.g. Rycote 'R' label tags on small products also show 'www.rycote.com'.



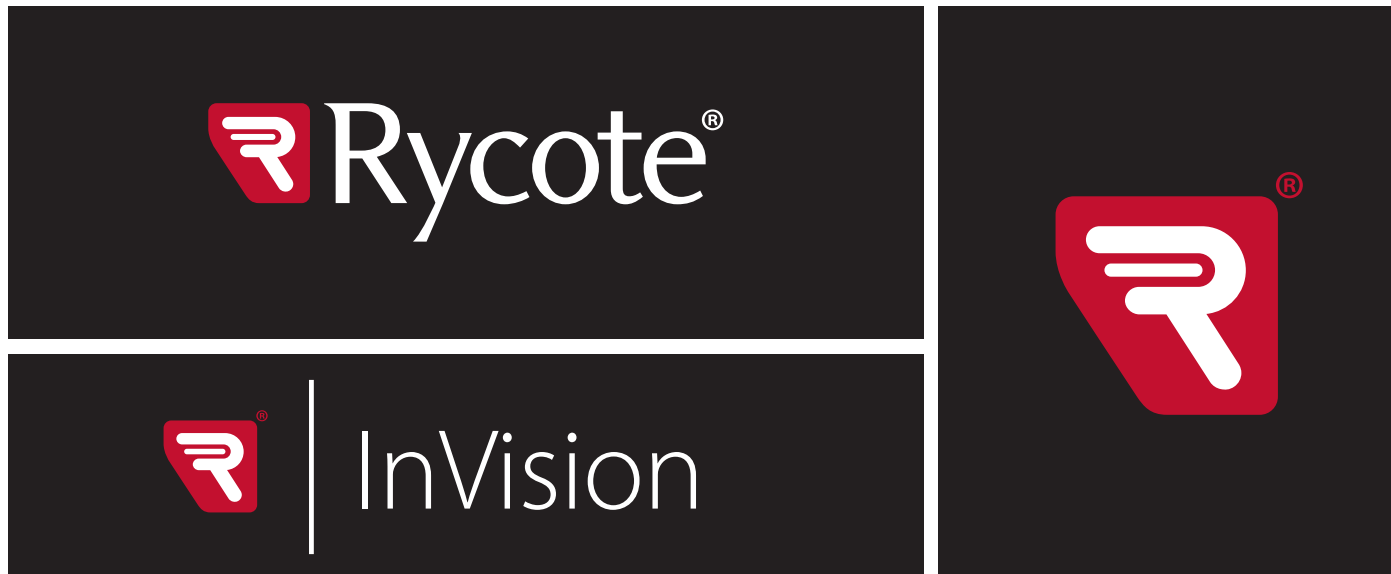
Observing clear space

Please observe the clear space around the logo to maximise visual effectiveness. Nothing should intrude into this space.



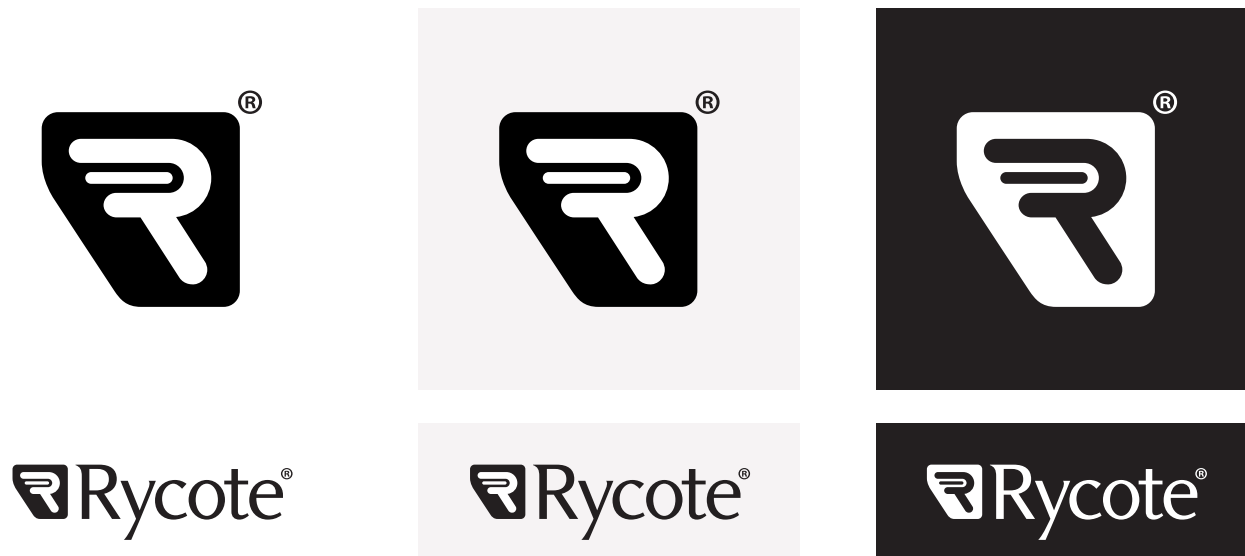
Rycote reversed logo

The reversed logotype should only be used on dark backgrounds.



Rycote monochromatic logo

The monochromatic logotype should only be used when there are not enough colours available to properly reproduce the primary logotype.



Misuse of the logo

EXAMPLES OF WHAT NOT TO DO

Please respect the Rycote logo, which is essential to the Rycote brand. The logo should never be altered in any way. Though not an exhaustive list, here are some things **NOT** to do:

- Redesign, redraw, animate, modify, distort or alter the proportions of the logo.
- Surround the logo with - or place over - a pattern or design (you can use the logo over a suitable photographic image - providing the clarity is preserved and logo is represented clearly).
- Rotate or render the logo three dimensionally
- Add words, images or any other new elements to the logo.
- Replace the approved typeface with any other typeface.
- Enclose the logo in a shape or combine it with other design elements or effects.
- Modify the size or position relationship of any element within the logo.
- Add additional copy to the logo.



Only use specified colours to represent the logotype.



Don't skew, rotate or stretch the logotype.



Avoid stylising the logotype with outlines, glows, or any other techniques.



When placing the Rycote logo on a black background, keep the centre of the red icon white.



Do not remove the registration mark.



Don't use our logo against the red background.

Trusted by Professionals

During 2017, we introduced 'Trusted by Professionals' as a new strapline. This sums up our differentiating position in our industry & market-place. It is not an idle claim - it clearly reinforces what we know to be a key attribute of our brand, for our target audience.

The strapline can be used on its own, as a stand-alone sentence, or used in conjunction with the Rycote logo.

We have designed logo executions which incorporate the strapline, along with the Rycote logo (examples following). The logo with strapline does not need to be represented everywhere, or at all times. However, including the strapline logo will help to reinforce the

Rycote brand promise, so please do use this version as much as possible – and where practical - in your communications.

Please only use the approved strapline logos, as provided by the Marketing Team, and do not attempt to represent the strapline with the logo in any other way.

Please contact the Rycote Marketing Team if you require any assistance with using either the Rycote logo or the Rycote strapline logo.

Trusted by Professionals - Logo

These are examples of the 'Trusted by Professionals' logo. As with the primary Rycote logo, please observe the same 'clear space' when using.



Trusted by Professionals - Reversed logo

The reversed logotype should only be used on dark backgrounds.





Colour palette

Brands and colour are closely linked - people subconsciously respond to colour and it is known to play a very key part in brand recognition. We use a very specific shade of red for the Rycote brand...we like to call it 'Rycote red'!

'Rycote red' in conjunction with black, dark grey and white helps people to immediately identify us and is an essential part of our brand identity.

'RYCOTE' RED SOLID

R193 G10 B39
C0 M100 Y79 K20
Hex: #CC002B

BLACK SOLID

R0 G0 B0
C10 M10 Y10 K100
Hex: #000000

DARK GREY SOLID

R33 G34 B34
C10 M10 Y10 K85
Hex: #1c1c1c

WHITE SOLID

R255 G255 B255
C0 M0 Y0 K0
Hex: #ffffff

Rycote red as an accent colour

‘Rycote red’ should only ever be used as an accent colour, and should not be overused. Subtle use of this colour helps indicate that a graphic piece comes from Rycote.

‘Rycote red’ should not account for any more than about 10% coverage of a document or screen presentation.

Backgrounds should always be neutral in colour, and either be predominately dark or light.



Recommended red usage



Sub heading example



Over-use of red



Sub heading example



Registered trademarks

Rycote protects certain of its intellectual property ('IP') under registered trademarks.

Current Rycote registered trademarks include:

Rycote®

InVision®

Lyre®

Softie®

3D-TeX®

Windjammer®

These registered trademarks, including the "®" mark, should be used when referring to these in printed correspondence, or on any marketing material for social media, banners & covers. Generally, it is not necessary to include the "®" mark in every occurrence of these trademarks in an article, press release, advertisement or on a website, etc. However, as a minimum, this identification should occur at least once in each piece, either the first time the mark is used or with the most prominent use of the mark. If in doubt, it is best to err on the side of "over-marking."

It is important that the size of the trademark

symbol be in proportion with the text.

The trademark symbol should always be legible without being intrusive.

If you need advice on the use of these trademarks, or if you notice that they are being used anywhere inappropriately, please contact our Marketing Team.

If the trademark is used improperly or out of context in any way, Rycote can take action against trademark infringement.



Brand toolkit

The Rycote Marketing Team has produced a range of resources for you to use, in conjunction with this Brand Guide, to ensure brand consistency. These include:

- **Rycote logos (via “Dropbox” link provided)**
- **Approved ‘in-use’ images (via “Dropbox” link provided)**
- **Product overview videos (via “Dropbox” link provided)**
- **Product images (via “PhotoShelter”*)**
- **This Rycote Brand Guide in PDF (via “Dropbox” link provided)**

*Hundreds of high resolution Rycote product images are available for you to access via PhotoShelter. Please contact the [Rycote Marketing Team](#) directly to get your PhotoShelter log-in details, to access the Rycote product images. If you have any queries or requests regarding these brand resources, please contact us – we’ll be very happy to help you!

LINK:

To access the Rycote Brand Toolkit **scan the QR code or click the link below:**

https://www.dropbox.com/sh/5sac28k078zatzj/AAAGpF8BE7Y2Os3Rh_2s-GIUVa?dl=0

Or speak to the Rycote Marketing Team if you need more information.





Tone of voice

Our 'tone of voice' is simply the way in which the 'personality' of our brand is expressed through our words – both spoken and written. This includes what we say and how we say it.

We communicate with a diverse range of audiences and each audience will receive a different message. To be authentic and credible we need to be **consistent** in our tone of voice, and this includes what we say via our social media, website and printed materials.

As a company we have clear values, and these are reflected in our tone of voice.

The Rycote tone of voice:

- Friendly
- Enthusiastic
- Confident

PHOTO COURTESY: PETE LEE

FRIENDLY

We are a family company and have always been straight-forward to deal with – as a company and as people. We don't believe in 'standing on ceremony' or hiding behind formalities. We are welcoming and inclusive. We want to actively develop dialogue and engage with our audiences. We are real people with a sense of humour, and we use gentle humour - naturally and where appropriate.

ENTHUSIASTIC

We care passionately about what we do and our enthusiasm comes across in our tone of voice. We are excited about our products and are always interested in how they are being used by our customers. We actively listen - to understand – and we are focused, determined and committed to our future goals.

CONFIDENT

All that we say is honest and evidenced. We use facts, where appropriate, to support our statements but never to 'blind with science'. Complex or technical statements are accompanied by explanations, wherever required to ensure understanding. We can take pride in our achievements - but we are never arrogant about this. We can speak with authority in our own area of expertise, but we never over-step from this to presume that we know better than our customers about their profession or craft.



"HEY WAIT!....SOMEONE'S STOLEN MY WINDJAMMER!!...."

Social media

Social media is changing the way that we engage with our customers. We aim to build strong and meaningful relationships through our activity on a number of social media platforms – and our followers and engagement continues to grow steadily.

We know that competition on peoples' social media feeds is fierce, so we strive to produce interesting and emotionally engaging content, with an 'editorial' approach.

YOU CAN FOLLOW @RYCOTEUK ON THE FOLLOWING SOCIAL MEDIA:



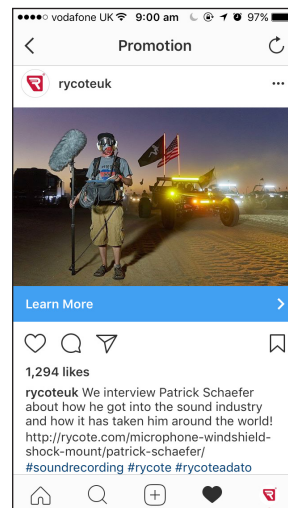
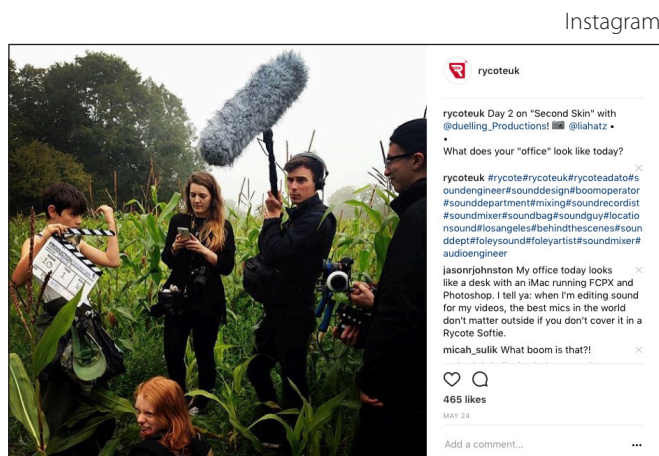
RYCOTE SOCIAL MEDIA ACCOUNTS:

Instagram: <https://www.instagram.com/rycoteuk/>
Twitter: <https://twitter.com/RycoteUK>
YouTube: <https://www.youtube.com/user/rycoteuk>
Vimeo: <https://vimeo.com/rycotevimeo>
Pinterest: <https://www.pinterest.co.uk/RycoteUK/pins/>
Facebook: <https://www.facebook.com/Rycote/>
LinkedIn: <https://www.linkedin.com/company/696292/>



Social media content - examples

Competition on individuals' social media feeds is fierce, our posts will 'compete' with those from family, friends, their hobbies, interests and other brands. We strive to produce emotionally engaging content with an editorial approach, so the overall impact resembles a magazine style of entertaining, interesting and engaging content.



Twitter



Facebook





Imagery

'A picture paints a thousand words'

Photography is a powerful and dynamic tool and the particular images that we use can help present, explain and reinforce our brand.

With Rycote being the brand that is 'trusted by professionals', we can convey this through both accurate and detailed product shots, as well as with more dramatic imagery of sound professionals using our products in earnest out 'in the real world'.

Imagery

In Use

The best images will convey emotion and atmosphere, and suggest a wider story behind the Rycote product 'in action'.

Choose images that connect our products with the 'real world' environments and specific applications where they are used. The people in these images are the focus – our 'heroes' – so photography that captures the energy, passion and dedication of our customers are particularly powerful.

Images should feel observational and spontaneous rather than staged, and only use images that are relevant and add value. Ensure the content does not offend or alienate.

It is important to ensure that, before using or sharing any images, you have confirmed that you have the relevant consent to do so. The Rycote Marketing Team can help you with this and has a library of images where full copyright consent has been provided, for our brand and marketing purposes.

Please see the '**Brand Toolkit**' section to access these approved images. Do not alter any of these images in any way.



PHOTO COURTESY (CLOCKWISE TOP L TO R): BRYAN FELLOWS, PATRICK SCHAEFER, BRYAN FELLOWS, ROLAND WINKLER, PHILIP SAMARTZIS, NADIR FLEISHMAN, PETE LEE, ANDREW WILSON,

Imagery

Product Photos

Rycote have an extensive archive of hi-resolution product photography available for multiple applications. Please contact the Marketing Team if you require any specific product images.

Product photos are shot in a proper 'studio' set-up and on both a white background, for e-commerce applications, and a black background for web and display purposes.

Product images should always stand proud in their composition and never look apologetic. Use simple bold compositions with an eye for detail on correct mic and cable positions.

A high level of product detail should always be shown with images. Product details are important and should be lit to show the specific highlights of the engineering and design.

It is important that the images of Rycote products are then used appropriately. If you notice any Rycote product images that look of poor quality, e.g. re-formatted for online use, please let the Marketing Team know.





rycote.com/on-location/

On Location

Our customers are involved with some amazing projects and use Rycote products 'out in the field' every day.

SHOWCASING RYCOTE IN PROFESSIONAL ENVIRONMENTS

Our 'On-Location' series of in-depth interviews with sound professionals showcases Rycote products 'out in the field'. All our featured contributors are talented and skilled individuals who use Rycote products extensively - some of them have even won multiple film & TV awards for their excellent audio work.

These hand-picked editorial style stories are packed with excellent tips and tricks, great images and industry insights. They are enormously popular with industry professionals and help to shed light and attention on this often hidden - but crucially important - aspect of the film & TV industry.

PERFECT FOR SOCIAL MEDIA

The 'On-Location' series is perfect for sharing on social media and we actively promote it through our marketing channels.

Rycote dealers, customers and bloggers are encouraged to share these stories across their social media channels too.



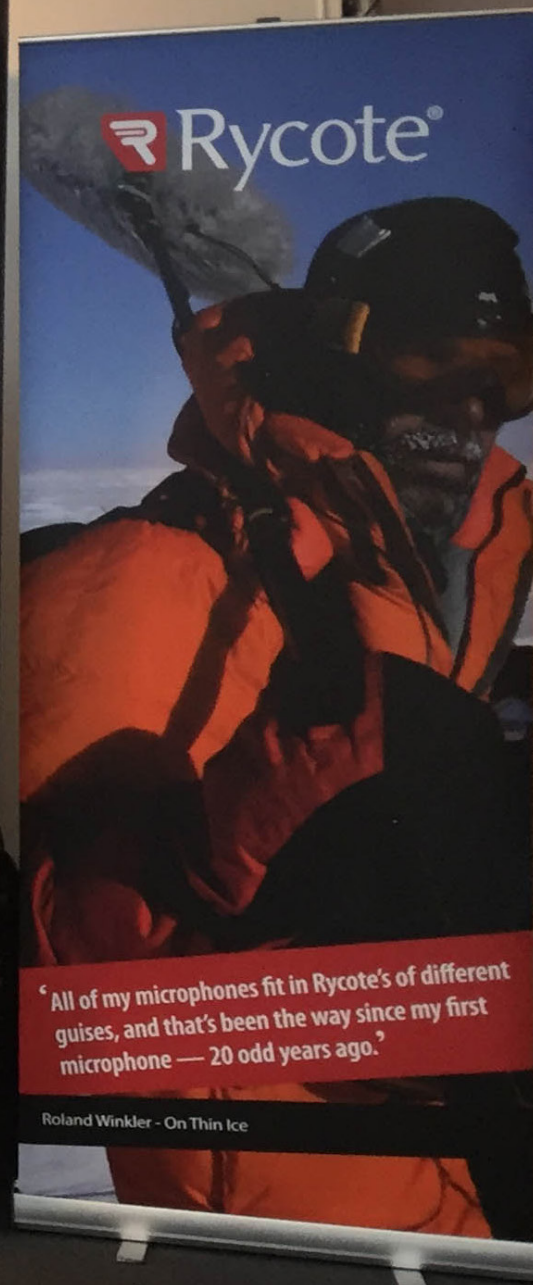
Trusted by Professionals



Trusted by Professionals

Cyclone

www.rycote.com



'All of my microphones fit in Rycote's of different guises, and that's been the way since my first microphone — 20 odd years ago.'

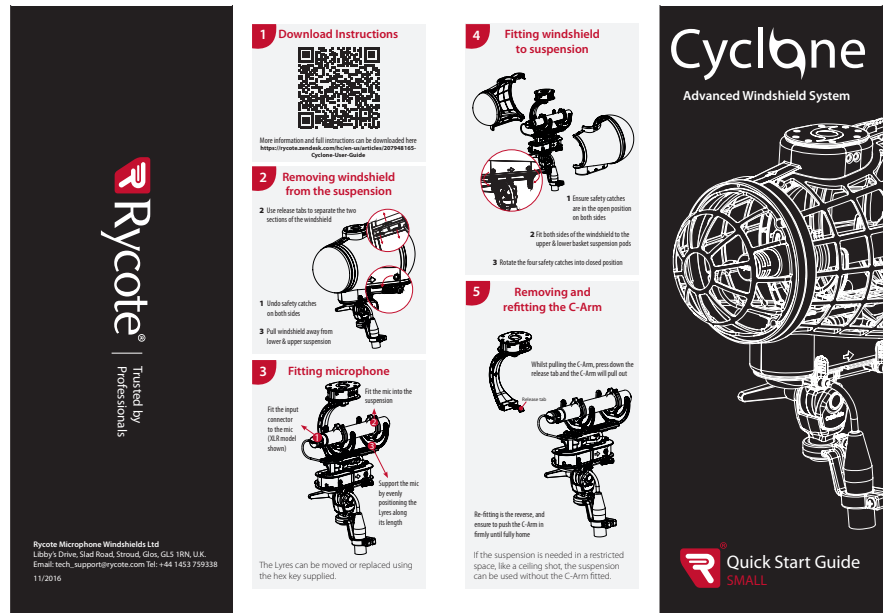
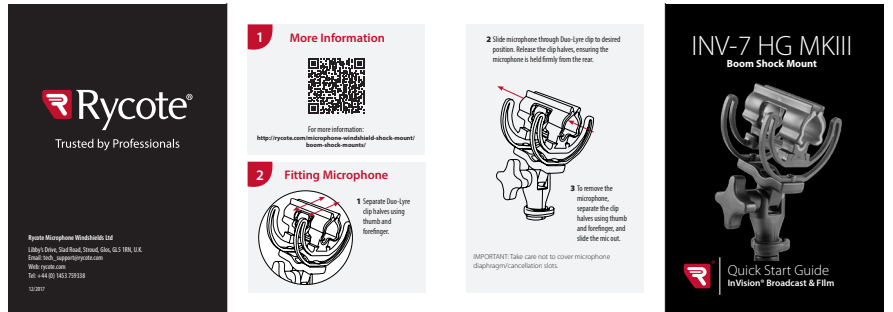
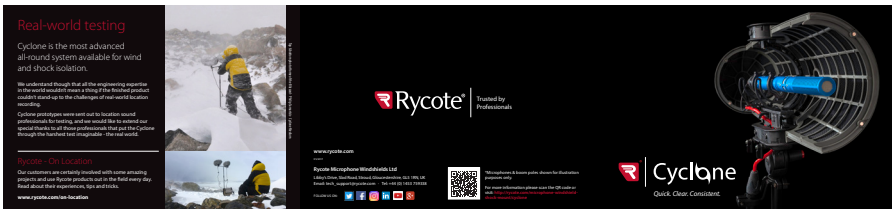
Roland Winkler - On Thin Ice

Example uses of our brand

The following images provide examples of how we have been presenting Rycote – in print and on-line.

You will have noticed over the last year or so that we are increasingly using a predominantly white and red on **black** background approach for our website, packaging and other printed collateral.

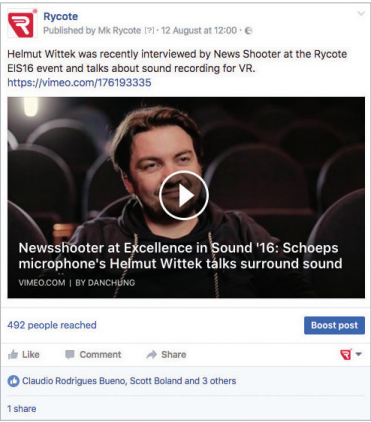
This is part of a deliberate strategy to refresh and update our visual identity, as executed through these various media, and will continue as new packaging and printed materials are required.



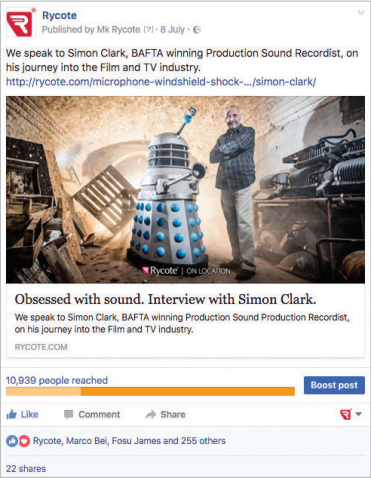
Web Banner AD



Product photography / Social media



Rycote logo branding on Windjammer®





Trusted by Professionals