

Cabasse



CORPORATE IDENTITY & BRAND GUIDELINES



Cabasse



Since 1950

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CABASSE
LOGOTEXT
&
FULL LOGO

PROPORTIONS

Please respect the margins security around the logo which is equivalent to the height of the Cabasse capital «C.»

Nothing can be placed inside this area (see red zone).

Cabasse full logo™ contains

- The Cabasse logotext
- The Lissajou
- Since 1950

None of those 3 elements can be removed or moved around.
The placement of each element must remain with the correct distance.

The margins security around the logo is equivalent to the height of the capital C

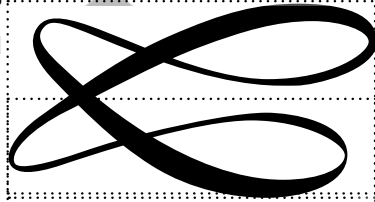


Cabasse



Cabasse

The distance between the logo and the lissajou is equivalent to 1/2 lissajou



Since 1950



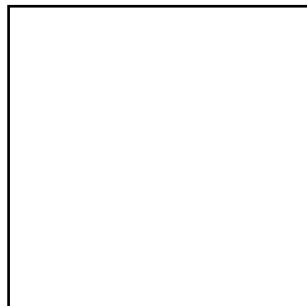
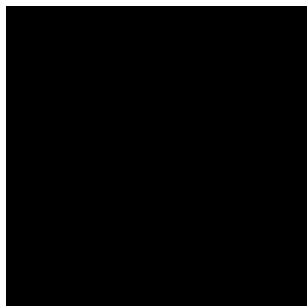
«Since 1950» is placed at the bottom a 1/2 lissajou

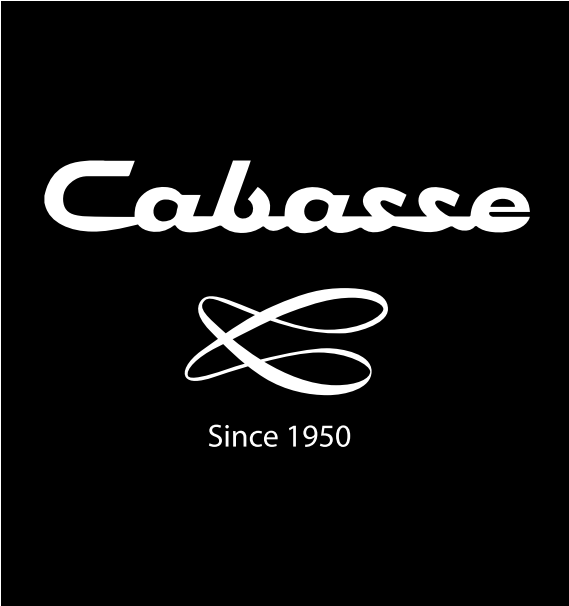
The lissajou is centered on the logo. It begins in the middle of «A» and ends in the middle of «S»

CABASSE
LOGOTEXT
&
FULL LOGO
COLORS
VARIANTS

The color of the Cabasse logo is black when used on a light background and white when the background is dark.

No other color allowed.





CABASSE
LOGOTEXT
& FULL LOGO

VARIANTS &
SAFETY MARGINS

There is only two variants of the Cabasse logo ™

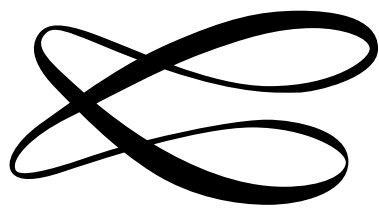
- Cabasse logotext
- Cabasse with its lissajou and «Since 1950» mention

No other variant allowed

No deformation or proportion adjustment allowed

Cabasse

Cabasse



Since 1950

CABASSE
LOGOTEXT



Cabasse

The color of the Cabasse logo is black or white with no adjustment tolerated

No color variant allowed

No deformation or proportion adjustment allowed

NOT ALLOWED

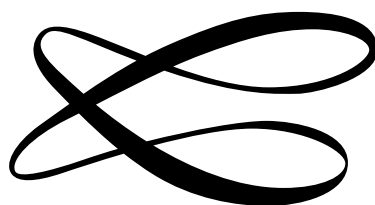
Cabasse

Cabasse

Cabasse

CABASSE
FULL LOGO

Cabasse



Since 1950

NOT ALLOWED

Cabasse



«Since 1950» mention cannot be removed



The Lissajou cannot be placed elsewhere



«Since 1950» cannot be placed elsewhere

Cabasse



«Since 1950» police cannot be customized

CLASSIC CONNECTED

RANGE LOGOTEXT POLICY

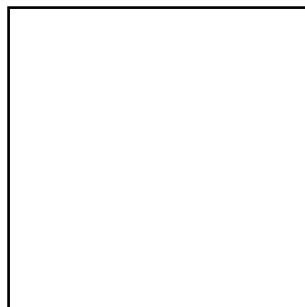
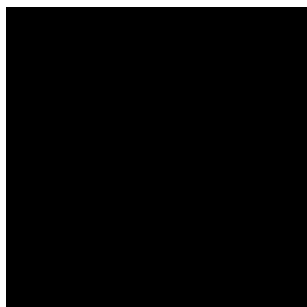
THE PEARL FONT CANNOT BE USED FOR SUBTITLES

THE PEARL

The color of THE PEARL logotext range is black when used on a light background and white when the background is dark.

No other color allowed.

No font customization allowed.

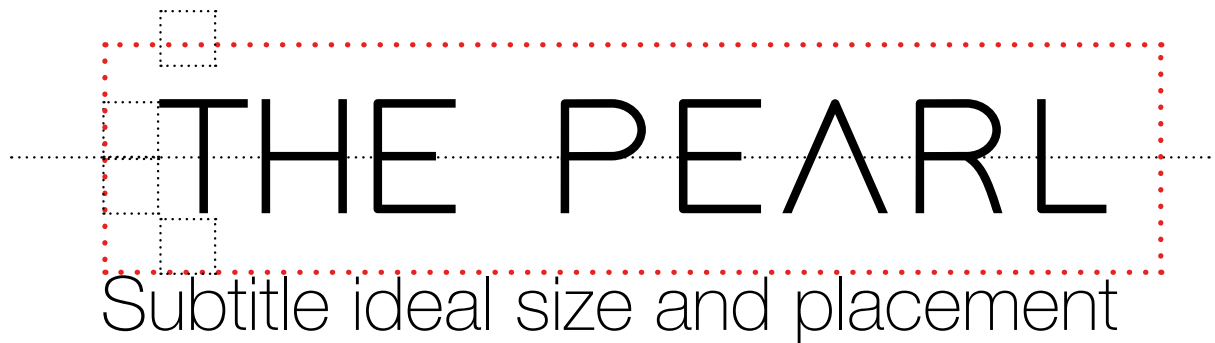


THE PEARL COLLECTION
THE PEARL KESHI
THE PEARL
THE PEARL PELEGRINA
THE PEARL SUB
THE PEARL AKOYA
THE PEARL MYUKI

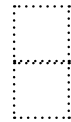
THE PEARL COLLECTION
THE PEARL KESHI
THE PEARL
THE PEARL PELEGRINA
THE PEARL SUB
THE PEARL AKOYA
THE PEARL MYUKI

CLASSIC CONNECTED

SUBTITLES & BASELINES



Subtitle must be placed below the margins security
Subtitle cannot be placed below 100% of the title size



THE PEARL FONT CANNOT BE USED FOR SUBTITLES

SUBTITLES

Helvetica Light and Thin Family

Recommended size is 50% title height

Size between 40 and 70% is tolerated according the lenght of subtitle

Subtitles lenght can be larger than titles

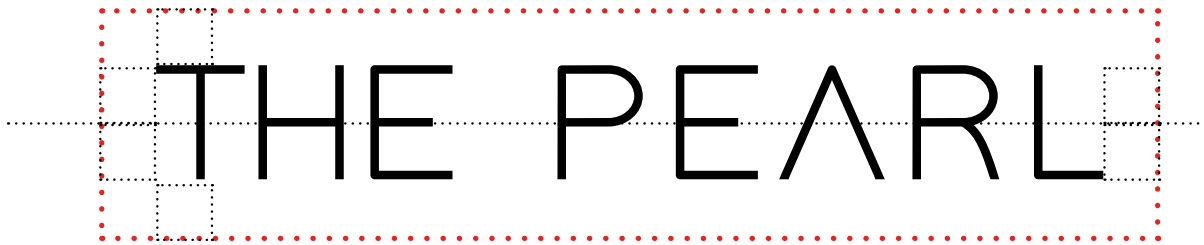


THE PEARL COLLECTION

Enceintes actives connectées haute résolution



THE PEARL COLLECTION



The margins security around the logotext is equivalent to 1/2 of the font size

No tracking (letter spacing) changes allowed

No deformation or proportion ajustement allowed

NOT ALLOWED

THE PEARL X COLLECTION
THE PEARL X COLLECTION

No tracking changes allowed

THE PEARL X
COLLECTION

No position changes allowed

The Pearl X Collection

No customization of the logotext (police/font) allowed

THE PEARL X COLLECTION

No proportion changes allowed

CLASSIC CONNECTED

RANGE LOGOTEXT POLICY

RIALTO and ABYSS are branded with the «CLASSIC CONNECTED» Font

The margins security around the logotext is equivalent to 1/2 of the font size

No tracking (letter spacing) changes allowed

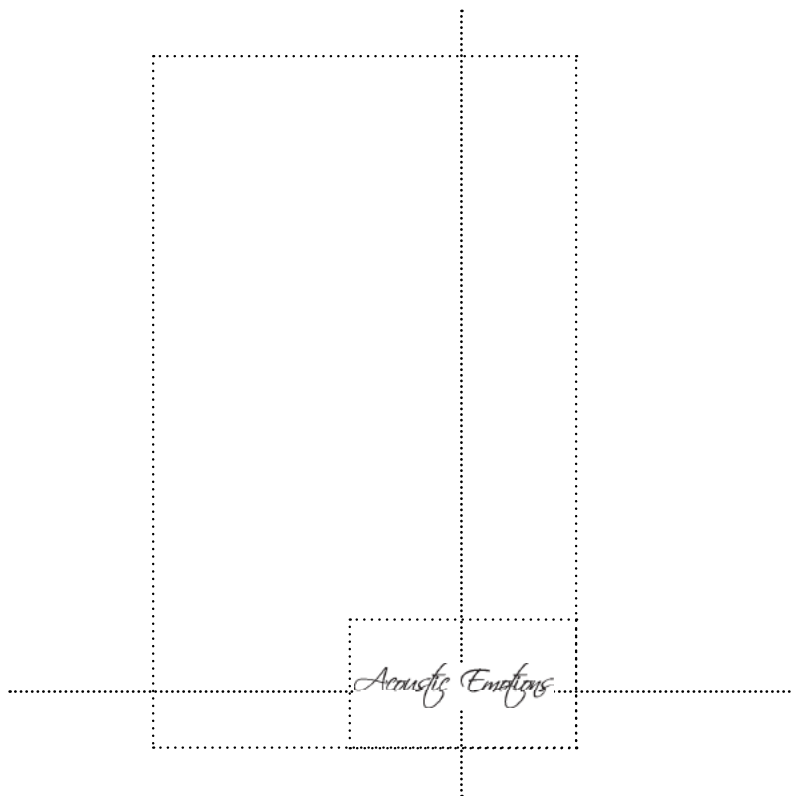
No deformation or proportion ajustement allowed



RIALTO

LOGOTYPE
«ACOUSTIC
EMOTIONS»

THE SIGNATURE



The signature is placed at the bottom
right of the document or visual

Acoustic Emotions

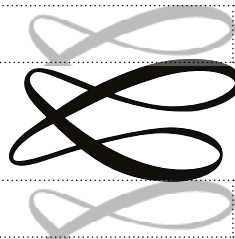
Acoustic Emotions

LOGOTYPE
CABASSE
ACOUSTIC
CENTER

The distance between the title and the
lissajou is equivalent to 1/2 lissajou

Cabasse

The distance between the lissajou and
the subtitle is equivalent to 1/2 lissajou



ACOUSTIC CENTER

The subtitle is capitalized.

The height of the subtitle is equal to the
lower case of the lettering «Cabasse».

Cabasse



ACOUSTIC CENTER

Cabasse



ACOUSTIC CENTER

CABASSE
AUTHORIZED
DEALER

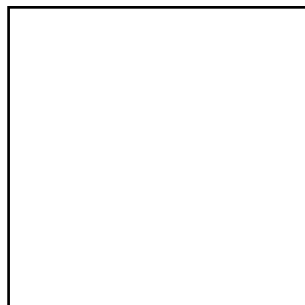
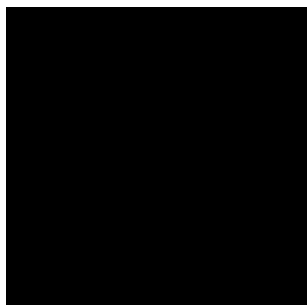
CERTIFICATION

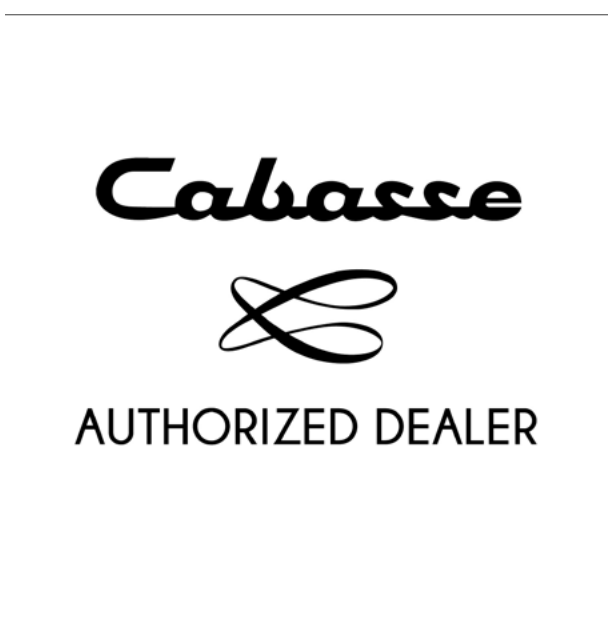
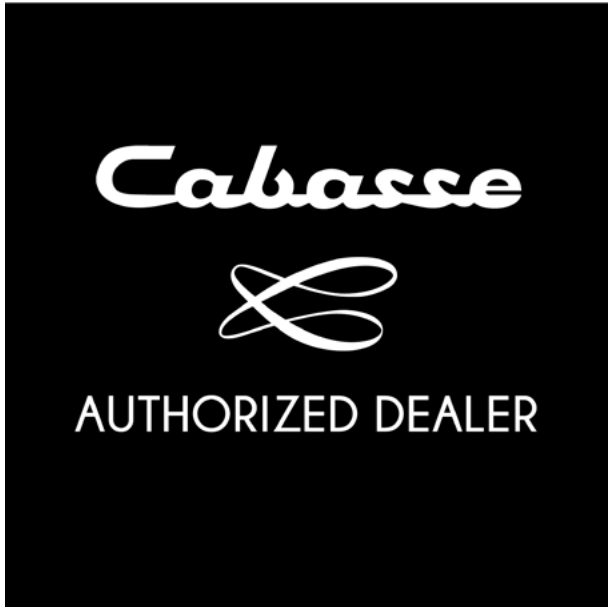
FONT

No police change allowed

The color of logotext range is black when used on a light background and white when the background is dark.

No other color allowed.





There is two variants of the Cabasse Authorized Dealer.
Both can fit into a square and a round shape.

No other shape allowed.

COMMUNICATION STANDARDS

Cabasse
Since 1950

THE PEARL COLLECTION
Design. Compacité. Dynamique spectaculaire.



Système 2.1 Connecté Haute Résolution
optimisé pour les satellites passifs
haut de gamme iO, Riga, Baltic

BALTIC 5



THE PEARL

Enceintes actives
connectées
haute résolution



THE PEARL AKOYA

*Plus d'infos sur www.cabasse.com

Cabasse
Since 1950

Performance et Design





THE PEARL



THE PEARL SUB
BALTIC 5



THE PEARL PELEGRINA

THE PEARL COLLECTION
Solutions Actives Connectées Haute Résolution

www.cabasse.com

Acoustically Designed

FONT

Myriad Pro & Helvetica Family Font

The color of logotext range is black when used on a light background and white when the background is dark.

No other color allowed.



THE PEARL COLLECTION
Enceintes actives connectées haute résolution

		
<p>1. Cabasse The Pearl Always + Pied ENCEINTES SANS FIL HI-FI 3490€ la paire Cette enceinte connectée multifonction avec auto-calibration et haut-parleur 30 ans d'embargo un ampli de 1050W RMS et un DAC AK4490 24 bits/192kHz. Compatibilité Spotify, Tidal, Deezer, Qobuz et webstream.</p>	<p>3. Cabasse IQ3 + Pearl Sub SYSTEME HI-FI CONNECTE 4590€ Le plus compact des systèmes 2.1 The Pearl Sub combine subtilité et performance avec un rendu sonore homogène et bien spatialisé grâce à l'auto-calibration. Compatibilité Deezer, Tidal, Qobuz et Spotify.</p>	<p>5. Cabasse Baltic 5 + Pearl Sub SYSTEME HI-FI CONNECTE 11990€ Le plus performant des systèmes Cabasse 2.1 avec enceintes satellites 2 voies coaxiales alimentées par le caisson Pearl Sub. Un son puissant, riche et nuancé. La musique prend vie devant l'auditeur.</p>
<p>2. Cabasse The Pearl + Pied ENCEINTES SANS FIL HI-FI 6340€ la paire Très élégantes sur leurs pieds d'acier, ces enceintes connectées à haut-parleur coaxial de 25cm de 500W chacune offrent une écoute très stable, dynamique et vivante. Works with Google Assistant & Alexa.</p>	<p>4. Cabasse Riga 2 + Pearl Sub SYSTEME HI-FI CONNECTE 7990€ La richesse sonore de l'enceinte satellite Riga 2 rencontre la puissance du Pearl Sub pour offrir une expérience hi-fi idéale connectée à vos satellites. Compatibilité par DSP, application satellite, DAC 24bit/192.</p>	<p>Les enceintes satellites IQ3, Riga 2 et Baltic 5 existent sur pied, sur socle ou en version mural.</p>

THE PEARL KESHI
Système HI-FI connecté 2.1

LE MEILLEUR DU SON CABASSE EN FORMAT ULTRA COMPACT
Découvrez le plaisir du son Haute Résolution Cabasse en streaming, sur une platine, autour d'un PC ou d'une télévision.

THE PEARL KESHI est un système intégrant les innovations des meilleures enceintes de la marque, nouveau HP breveté, correction de sauto, traitement DSP permettant de retrouver toutes les qualités acoustiques Cabasse en matière de scène sonore, image stéréo, timbre dans un système connecté minimaliste.

Qobuz | deezer | T I D A L | Spotify | Apple Music | Napster

Compatible with Apple AirPlay

Découvrez THE PEARL COLLECTION sur www.cabasse.com

Arcady Evlogin

LUXURY AUDIO

BRANDING LOGOTEXT POLICY



The distance between the CABASSE logo and LUXURY AUDIO is AT LEAST equivalent to the HEIGHT of the lissajou and cannot be bigger than the CABASSE logotype

LUXURY AUDIO

LUXURY AUDIO

The LUXURY AUDIO color must be either black, white or grey.
NO OTHER COLOR IS ALLOWED.



Cabasse
Depuis 1950
LUXURY AUDIO

NOUVEAUTÉ 2024
THE PEARL MYUKI

ENCEINTES CONNECTÉES HAUTE RESOLUTION D'EXCEPTION

Systèmes actifs Tout en 1
Diffusion formats High-Res
Multiroom - Multisources
Design lifestyle, classique, de l'ultra-compact à la Masterpiece

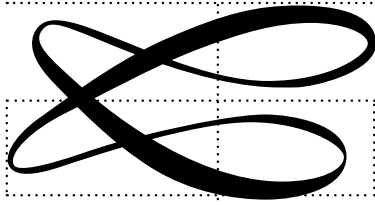
qobuz | deezer | T I D A L | Spotify | napster | WEB RADIO

AUDIO DE LUXE

www.cabasse.com
A FRENCH COMPANY

Acoustic Emotions

Cabasse

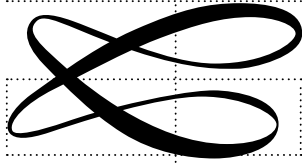


Since 1950



LUXURY AUDIO

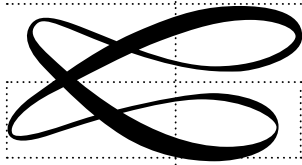
Cabasse



Since 1950

LUXURY X AUDIO

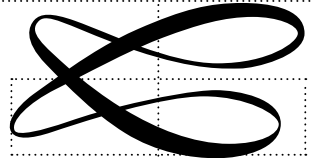
Cabasse



Since 1950

LUXURY X AUDIO

Cabasse

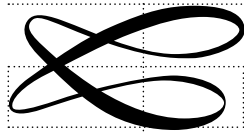


Since 1950



LUXURY WIRELESS AUDIO

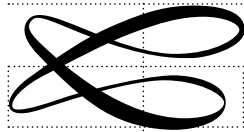
Cabasse



Since 1950

LUXURY WIRELESS AUDIO

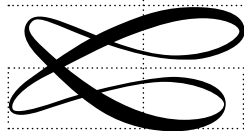
Cabasse



Since 1950

LUXURY WIRELESS AUDIO

Cabasse



Since 1950

LUXURY WIRELESS AUDIO

LEAFLET STANDARDS

LOGOTEXT

No edit allowed

Subtitle

Helvetica 45 LIGHT

LOGOTEXT

No edit allowed

Title in CAPS - 14 pt

Champagne & Limousines

Paragraph text - 9 pt

HelveticaNeue LT 55 Roman

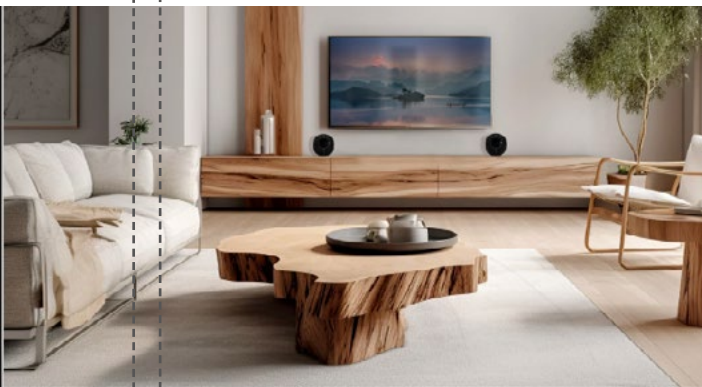


Title in CAPS - 14 pt
Champagne & Limousines

Paragraph text - 9 pt
HelveticaNeue LT 55 Roman

LOGOTEXT
No edit allowed

Paragraph text - 9 pt
HelveticaNeue LT 55 Roman



DESIGN & TRANSPORTABLE

Encastrée au design lifestyle de la collection enceintes connectées THE PEARL - LUXURY AUDIO. Élégante en finition noir mat ou blanc mat avec ses enceintes d'ornement, elle s'intègre dans tous types d'intérieurs. Cette enceinte ultra compacte (17 cm de diamètre) pèse environ 2 kilos et se déplace facilement de pièce en pièce selon vos envies. Transportable et robuste grâce à son sac sur mesure pour écouter un son de qualité partout et tout où que vous allez.

FINITIONS RAFFINÉES

Noir mat, enjoliveur chrome noir
Blanc mat, enjoliveur chrome argenté
Boutons tactiles LED lumineuses
Poignée discrète intégrée
Lignes embossées dans les woofers

DESIGN & CARRYABLE

Lifestyle design speaker from THE PEARL - LUXURY AUDIO connected speakers collection. Elegantly finished in matte black or matte white with chrome details, it seamlessly blends into any interior. This ultra compact loudspeaker (17 cm in diameter) weighs around 2 kilos and can be easily moved from room to room as desired. Its built-in carrying bag facilitates transportation, allowing you to enjoy powerful, pure sound wherever you go.

REFINED FINISHES

Matte black with black chrome trim
Matte white with silver chrome trim
Illuminated LED touch buttons
Discreet integrated handle
Lines embossed in the woofers



THE PEARL MYUKI

Mono 99 dB RMS / 100 dB crête | peak
Stereo 100 dB crête | peak
80 - 20 000 Hz

Midrange tweeter | Medium tweeter Dôme 45 mm
Woofer 2 x 12 cm

Amplification
Midrange - Input | Medium - 99 dB W RMS / 100 W crête | peak
Low | Grave : 2 x 27 W RMS / 2 x 38 W crête | peak

Ethernet - WiFi - Bluetooth - Jack 3.5 mm - UGD-O

Optique Optical | Optique Optical

Formats MP3 WAV AAC WMA AIFC FLAC ALAC

Ogg - Vorbis - DSD 84/128 - WMA lossless

Calibration automatique | Automatic calibration

Multiroom Haute-Résolution | High-Resolution Multi-room

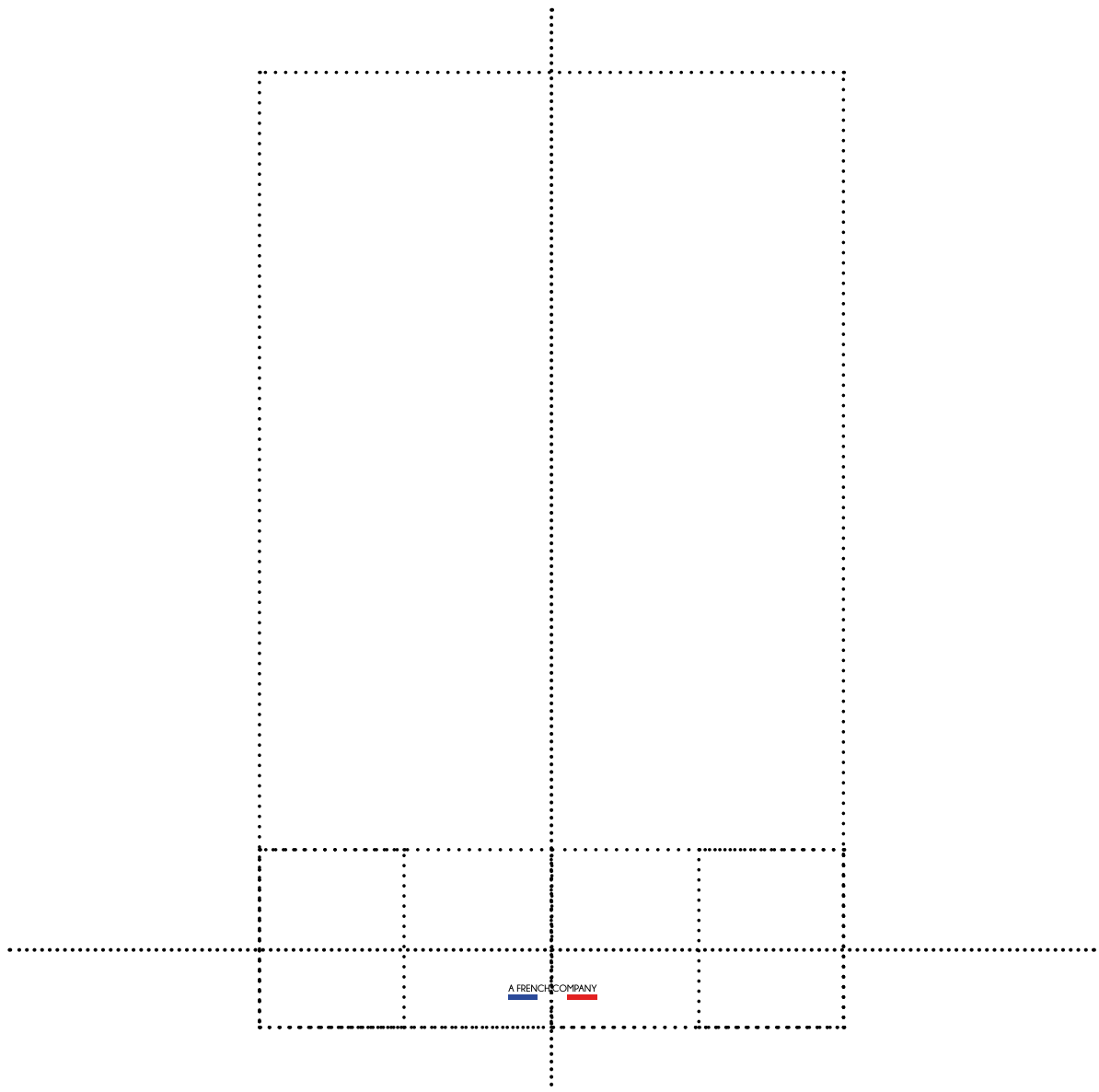
106 x 174 x 100 mm



www.cabasse.com

BRANDING A FRENCH COMPANY

BASELINE



«A FRENCH COMPANY» is placed at the
bottom CENTER of the document.

A FRENCH COMPANY



A FRENCH COMPANY



Cabasse
Depuis 1950
LUXURY AUDIO

THE PEARL MYUKI
ENCEINTE ACTIVE CONNECTÉE HAUTE RÉOLUTION



Haut-Parleur Grave 12T12
Disposition push push

Touches tactiles à retour haptique

Haut-Parleur Large bande Dom45

Grille métal optimisée pour transparence acoustique

Châssis monobloc

Micro de calibration

ULTRA COMPACTE - ULTRA PUISSANTE - PORTABLE
H 18 cm | 2 kg 99 dB/109 dB stéréo | 30/23 000 Hz 12H sur batterie



*AUDIO DE LUXE

www.cabasse.com
A FRENCH COMPANY

Acoustic Enthusiasts

COMMUNICATION STANDARDS

Cabasse



Since 1950





Cabasse



The Cabasse logo cannot be placed in front or behind products visuals.

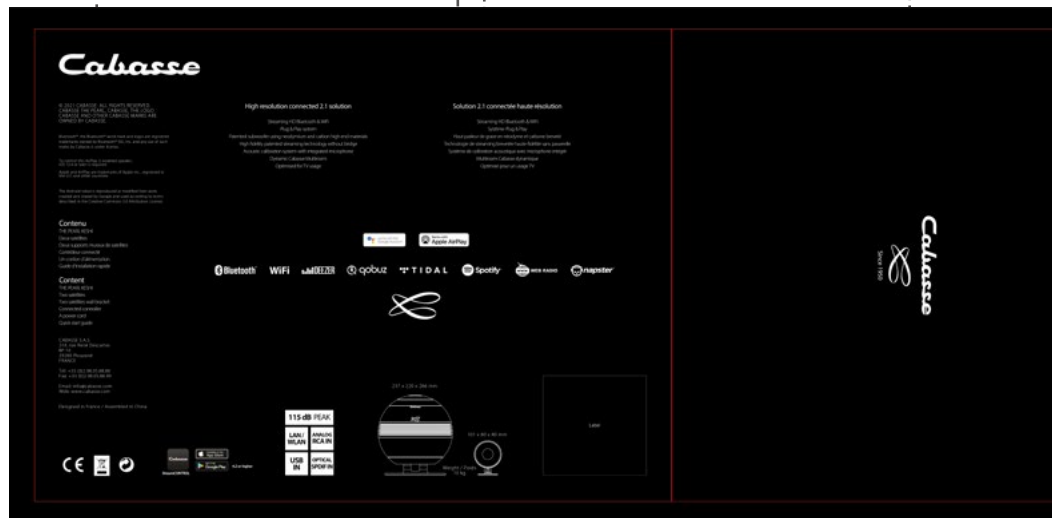
PACKAGING STANDARDS

THE PEARL COLLECTION

Title in Bold
Myriad Pro Regular

Paragraph text
Myriad Pro Light

Paragraph text
Myriad Pro Light



FACING

- Cabasse logotext (no lissajou allowed) on top left corner
- Product in the middle, packshot in perspective **right sided view**
- THE PEARL PRODUCT logotext centered at the bottom

Cabasse logo with Lissajou

Since 1950



PACKAGING STANDARDS

STREAM RANGE

The traditional range logotext is different from the classic connected range.

Font family is **Helvetica**

StreamBAR

Font used for the beginning of branding is is
Helvetica 35 THIN Regular

Font used in Caps is **Helvetica 55 Roman**

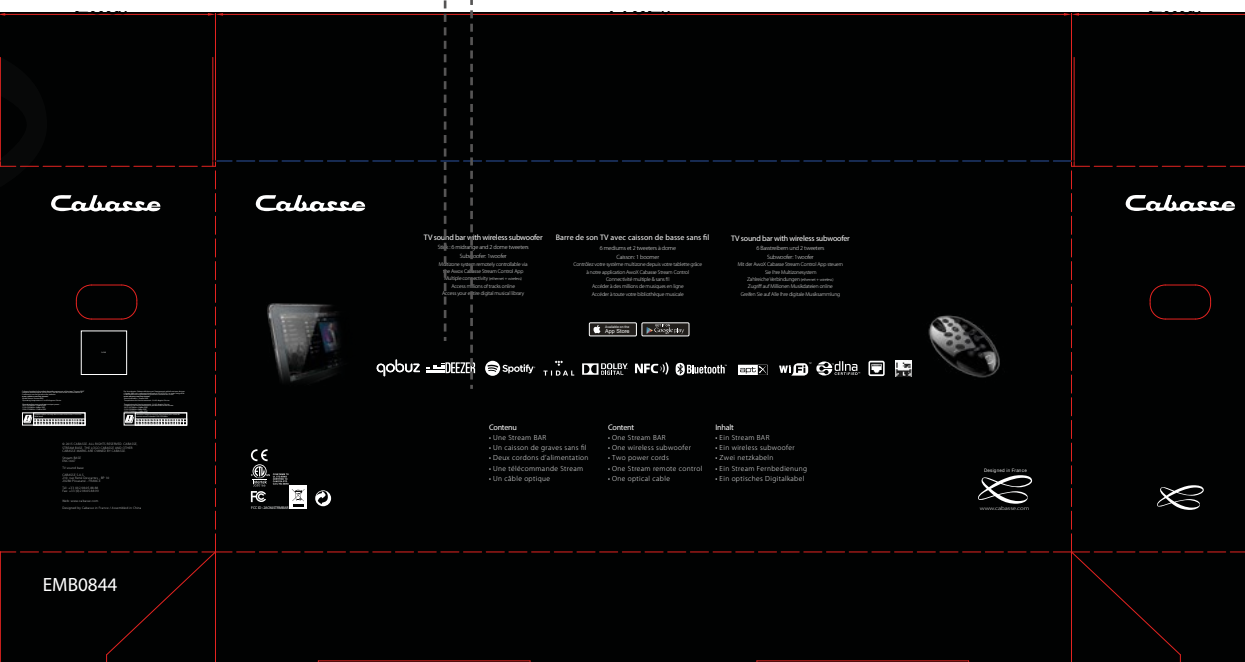


The traditional range logotext is different from the classic connected range.

Font family is **Myriad**

Title in Bold
Myriad Pro Regular

Paragraph text
Myriad Pro Light





WWW.CABASSE.COM