

The following document was created on
March 10, 2025 for WAVE.

Brand Style Guide

Concept Breakdown

Includes terms that establish the internal messaging and foundation of the WAVE Brand.

**Innovation + Reliability +
Smart Solutions + Partnership**

Branding Statements

Foundational messaging that describes who
WAVE is as a brand.

Content Pillars

Taglines:

- WAVE Electronics: Where Innovation Meets Reliability.
- Empowering Your World with Smart Technology.
- Transforming Spaces with Cutting-Edge Electronics.
- Your Trusted Partner for AV, Security, and Automation.
- Smart Solutions
- Redefining the Future of Electronics
- Smart, Secure, and Seamless Solutions.
- Bringing Tomorrow's Tech Today.

About Statement

WAVE Electronics is a leading distributor of high-performance audio, video, security, and automation solutions. With a commitment to providing cutting-edge technology and unmatched customer support, we empower dealers and partners with the tools to create exceptional experiences.

Our broad portfolio spans top-tier brands, offering everything from AV receivers to security systems, ensuring smart solutions for both residential and commercial spaces.

Mission Statements

To provide top-quality electronic solutions that empower our customers to create exceptional environments with innovative AV, security, and automation products.

We aim to be the trusted partner for dealers and businesses alike by delivering unparalleled service, expertise, and advanced technology.

Vision Statement

To lead the electronic distribution industry by pioneering smarter solutions for everyday spaces, ensuring our customers thrive in an interconnected world.

External Messaging

For Dealers:

Join our network of trusted dealers and access exclusive products, pricing, and support. At WAVE Electronics, we equip you with everything you need to succeed in the ever-evolving world of AV and automation.

For Customers:

Experience the future of home and business technology. From security systems to integrated AV setups, WAVE Electronics offers tailored solutions to meet your needs.

External Messaging

For Partners and Dealers:

Unlock the potential of tomorrow's technology with Wave Electronics. As your trusted distributor, we provide access to industry-leading products, expert training, and dedicated support to help your business thrive in the ever-evolving world of AV, security, and automation.

Primary Logo

The primary representation
of the WAVE brand.





WAVE[®]
ELECTRONICS

WAVE[®]
ELECTRONICS



WAVE[®]
ELECTRONICS

Icon

The short form logo that is a powerful representation of the WAVE brand.









Color Palette

The colors that make up the primary and secondary palettes of the WAVE brand.

WAVE Blue
#135EAB

C: 92.52
M: 67.01
Y: 1.08
K: 0

R: 19
G: 94
B: 171

Ocean
#0B89CA

C: 80.08
M: 35.55
Y: 0
K: 0

R: 11
G: 137
B: 202

Icee Blue
#00B0E9

C: 70.31
M: 11.33
Y: 0
K: 0

R: 0
G: 176
B: 223

Highlights
Accents

Sand
#DDDDDD

C: 10.55
M: 7.42
Y: 8.2
K: 0

R: 255
G: 255
B: 255

Fog
#C1C1C1

C: 21.09
M: 15.41
Y: 16.8
K: 0

R: 193
G: 193
B: 193

Background

Cloud
#8B8B8B

C: 43.75
M: 35.94
Y: 36.33
K: 1.17

R: 139
G: 139
B: 139

Stormy
#3A3A3A

C: 67.19
M: 50.16
Y: 58.98
K: 45.7

R: 58
G: 58
B: 58

Smoke
#353535

C: 67.97
M: 61.33
Y: 60.16
K: 50

R: 53
G: 53
B: 53

Divider lines
Strokes

Charcoal
#303130

C: 68.75
M: 62.11
Y: 61.33
K: 54.69

R: 48
G: 49
B: 48

Stone
#000000

C: 100
M: 100
Y: 100
K: 100

R: 0
G: 0
B: 0

Text
Logos

Typography

Includes primary and secondary fonts. This will be used as headlines, secondary messaging and body copy.

Poppins Bold

Poppins Semibold

Poppins Regular

Poppins Light

AaBbCc 12345

Web Guide

Print Guide

Premier

60 PT

A New Way to Earn and Save

24 PT

The WAVE Premier Program offers registered dealers the ability to earn rewards weekly on all qualifying purchases made through WAVE Electronics. Dealers will earn up to 5% back based on the purchases of all MSTR Brand products and from the participating vendors There is an additional 3 month bonus period where dealers can earn up to 7% on brands that have never been purchased before.

12 PT

[LEARN MORE](#)

12 PT

Premier

60 PT

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12 PT

[LEARN MORE](#)

12 PT

Last up

Main Headline

POPPINS BOLD // SENTENCE CASE // TRACKING -10 TO +25

Subheading

POPPINS SEMIBOLD // SENTENCE CASE // TRACKING 0 // 40% SIZE OF HEADER

Body Copy

POPPINS REGULAR // SENTENCE CASE // TRACKING 0 // 50% SIZE OF SUBHEADING

CALLOUTS

POPPINS BOLD // ALL CAPS // TRACKING 250 // 125% SIZE OF BODY COPY

BUTTONS

POPPINS BOLD // ALL CAPS // TRACKING 250 // SAME SIZE AS BODY COPY

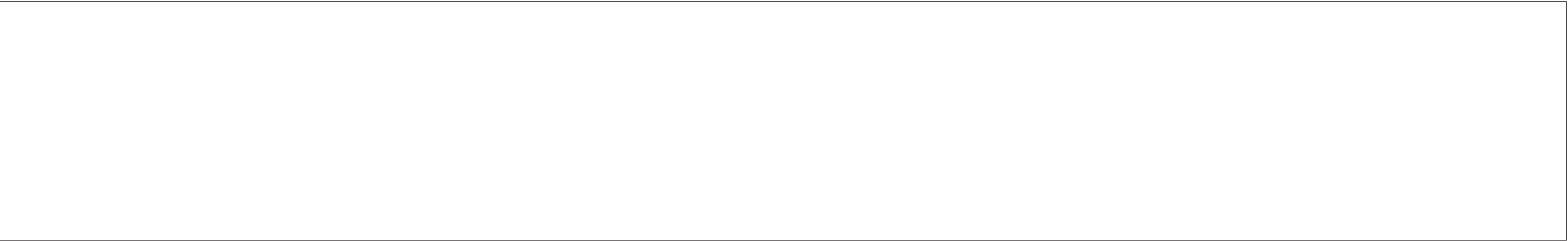
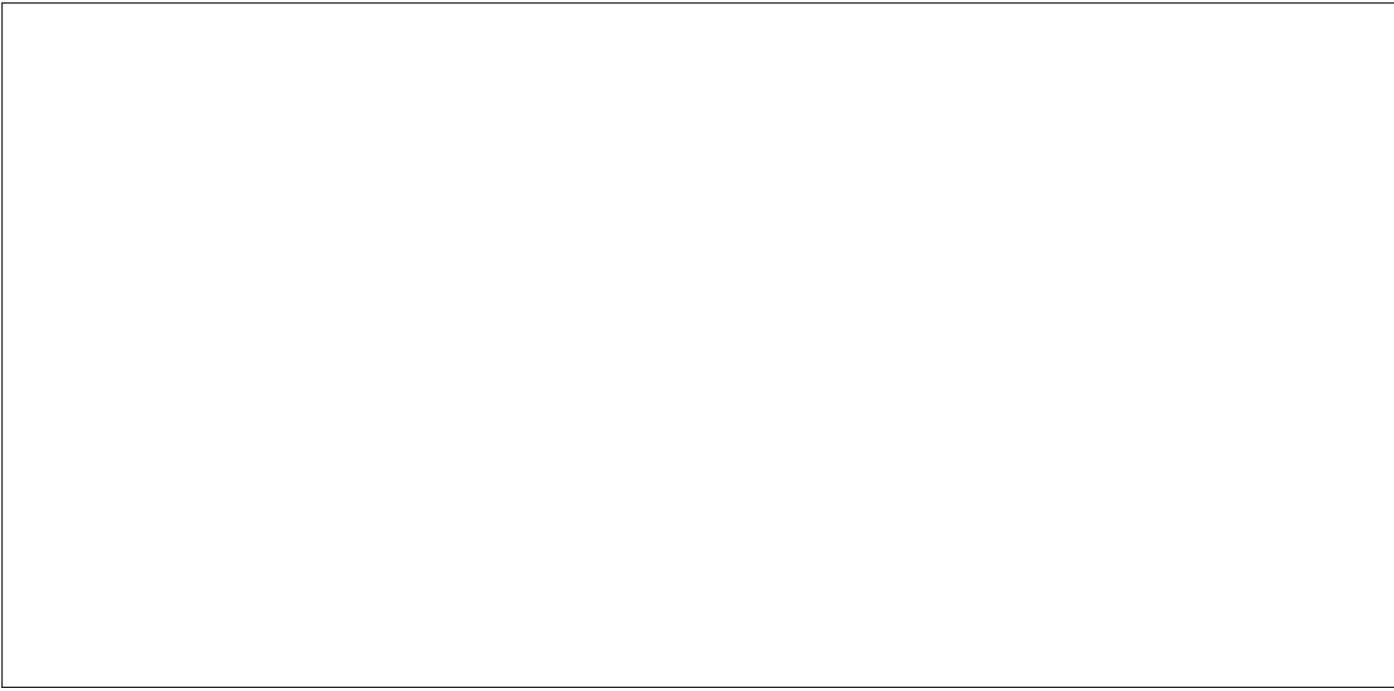
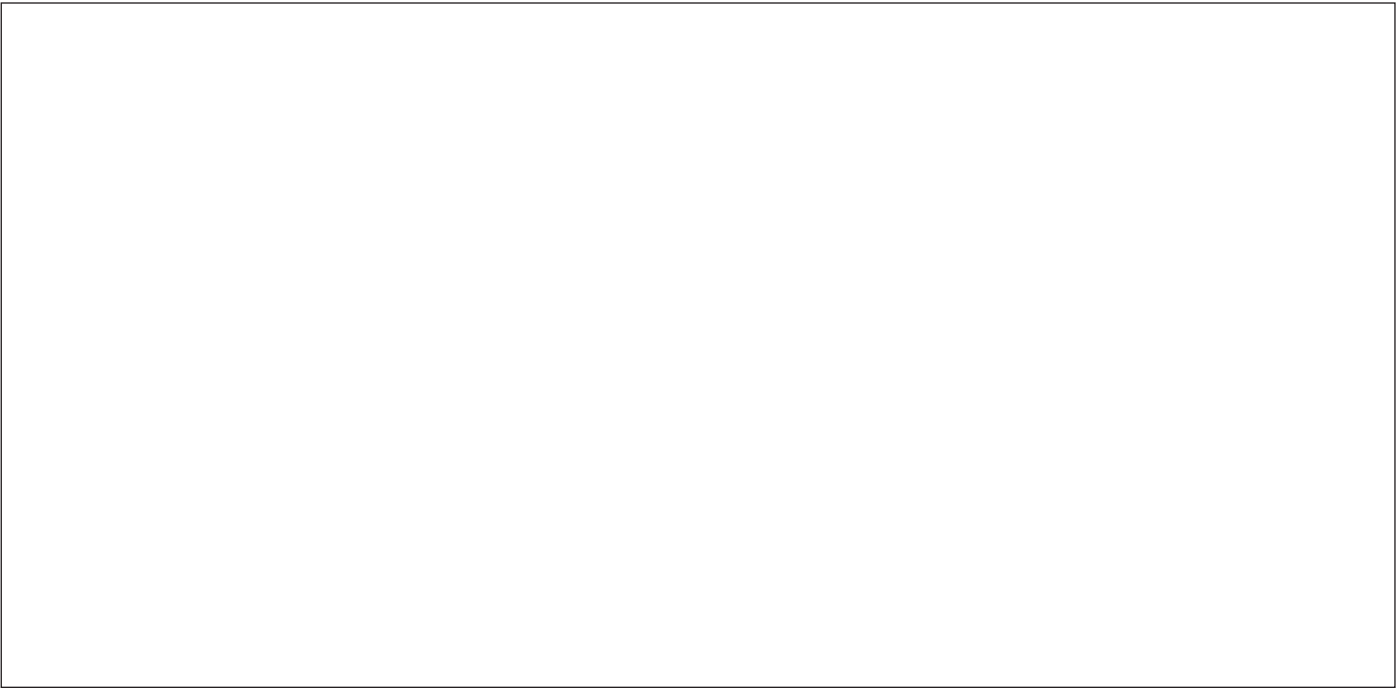
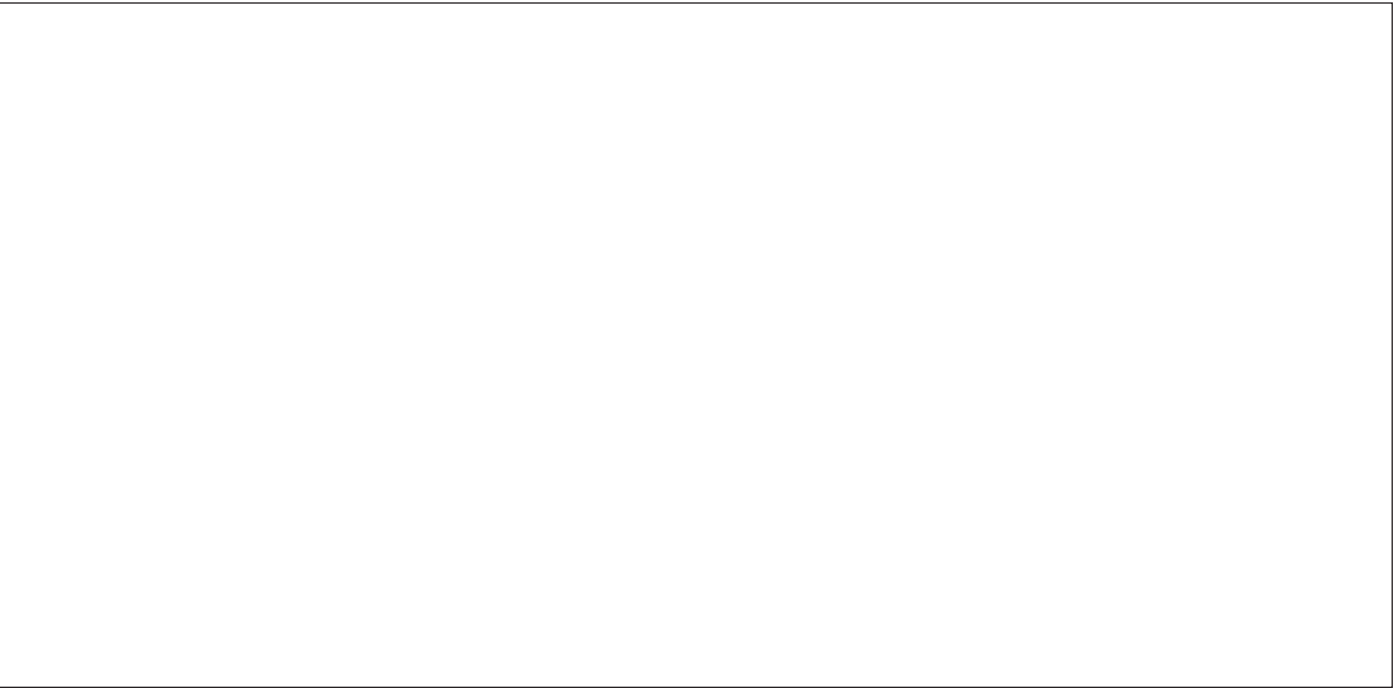
Icons & Textures

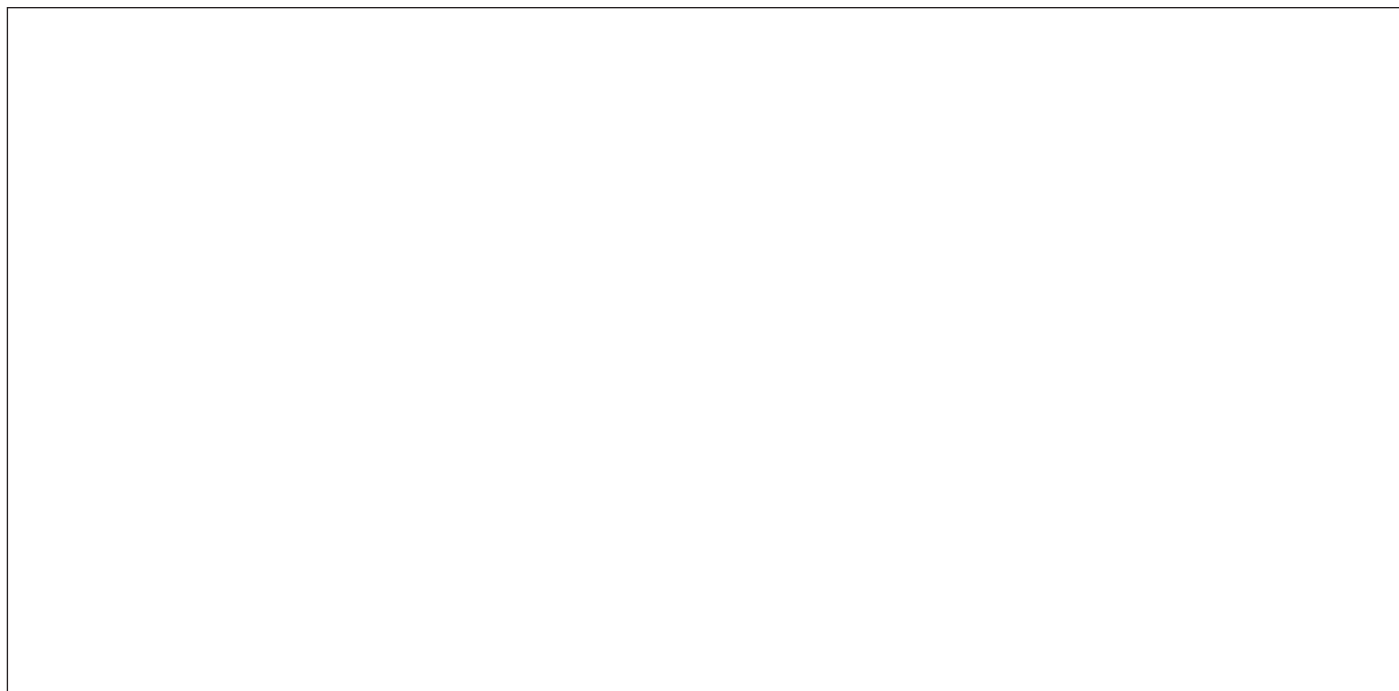
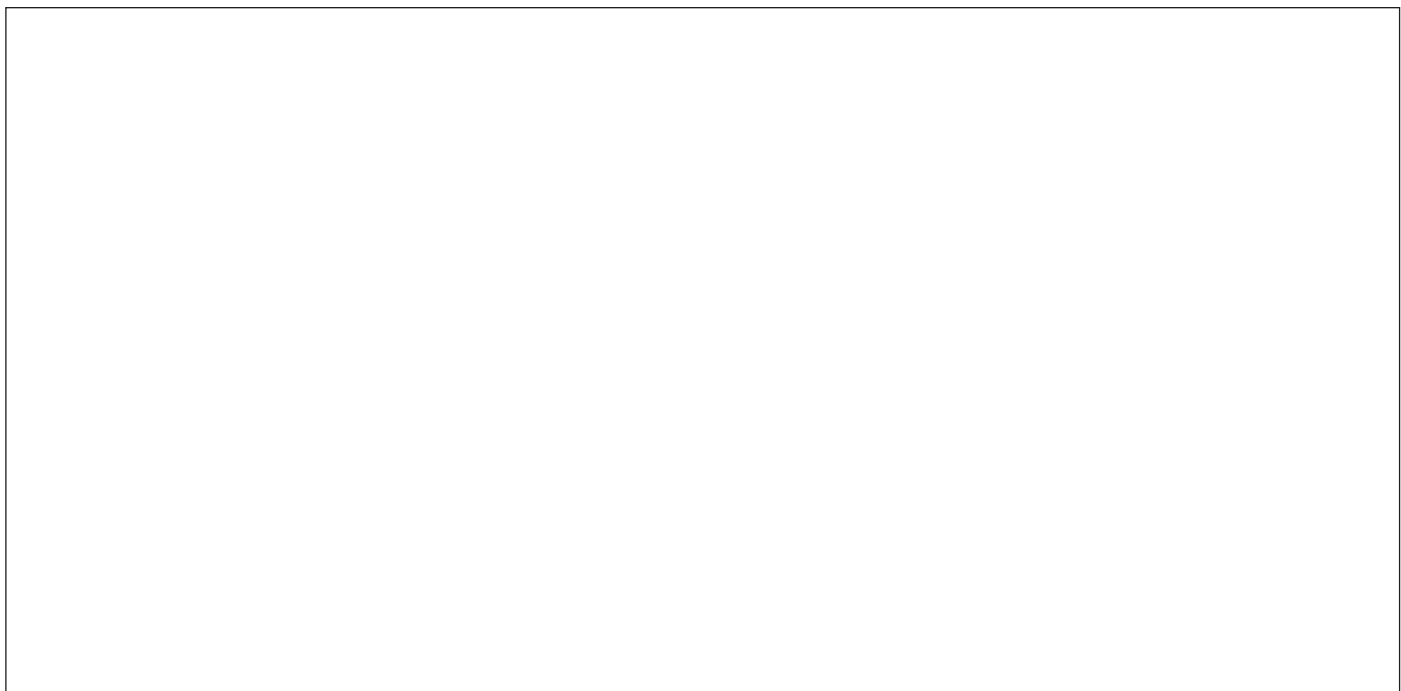
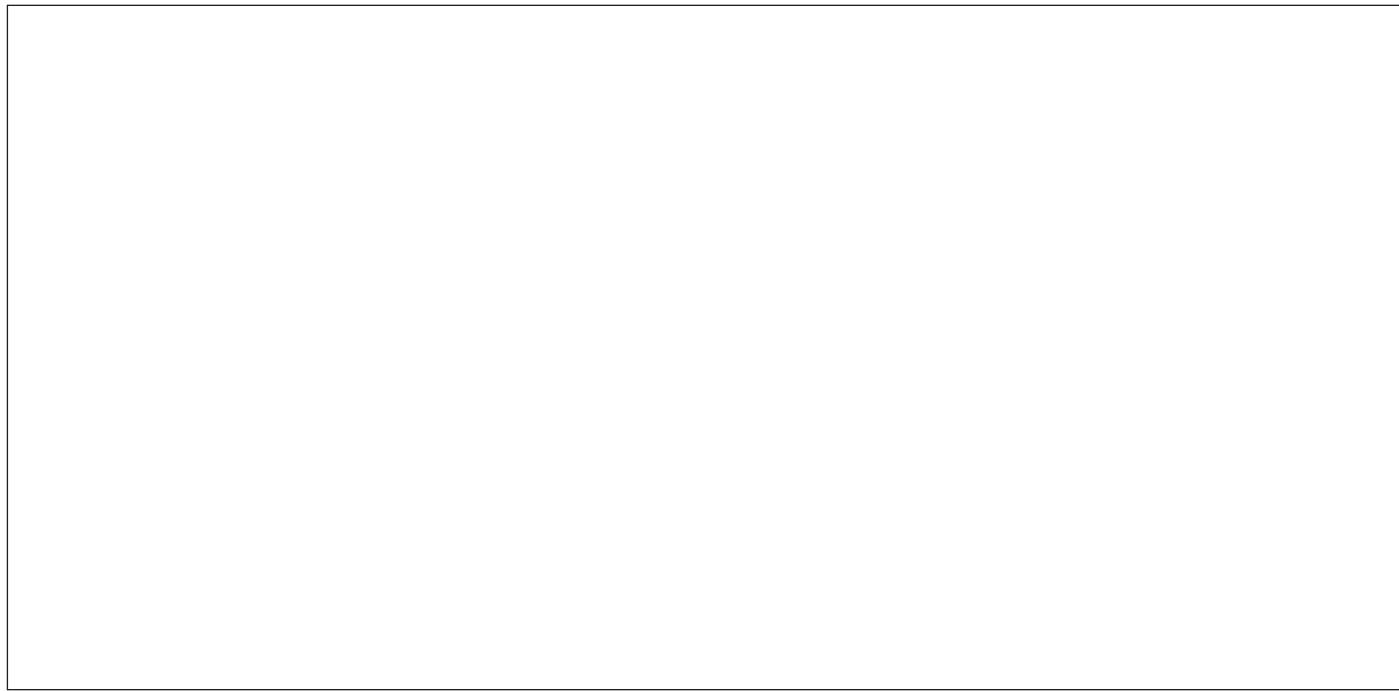
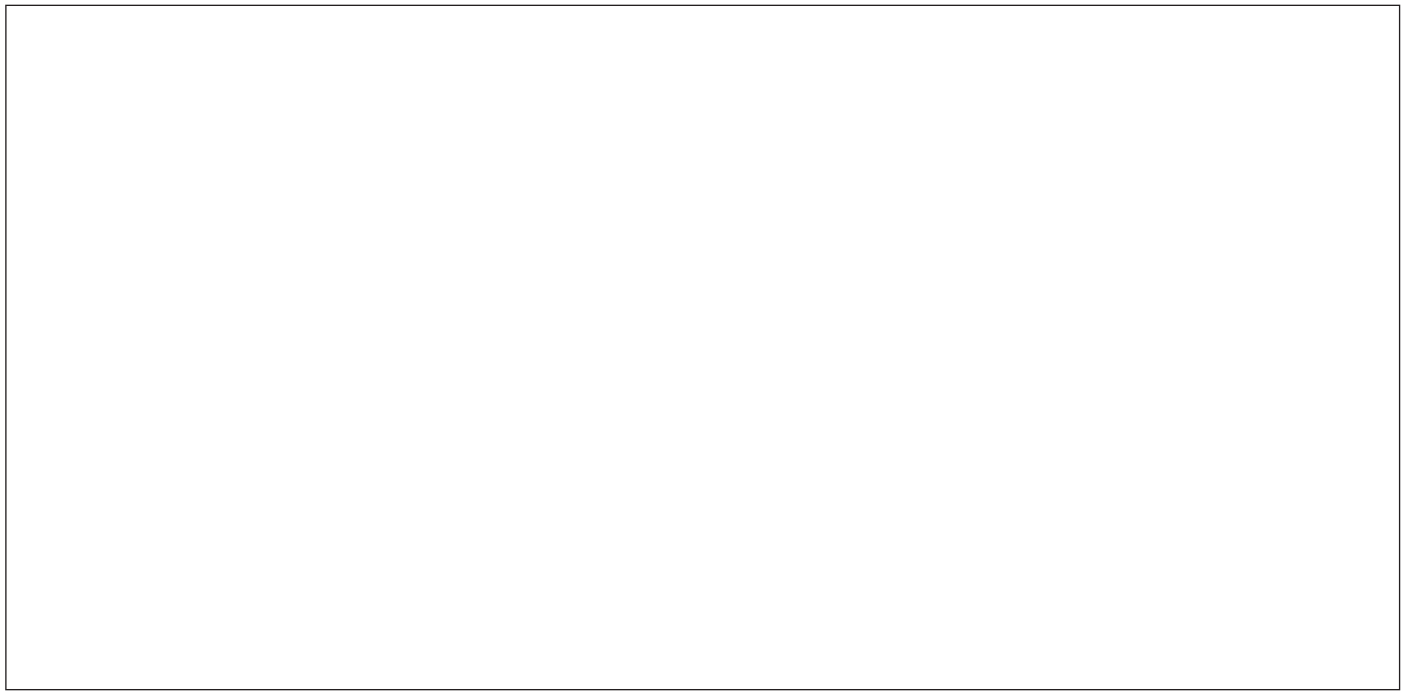
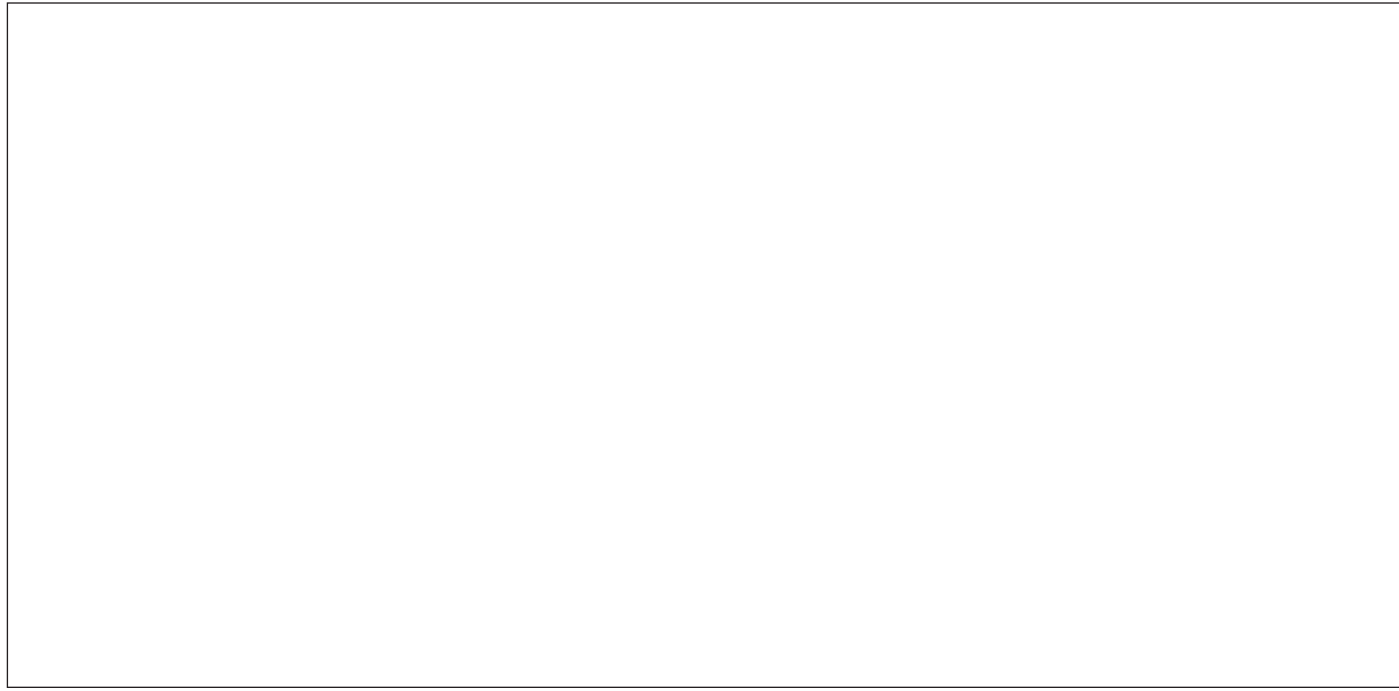
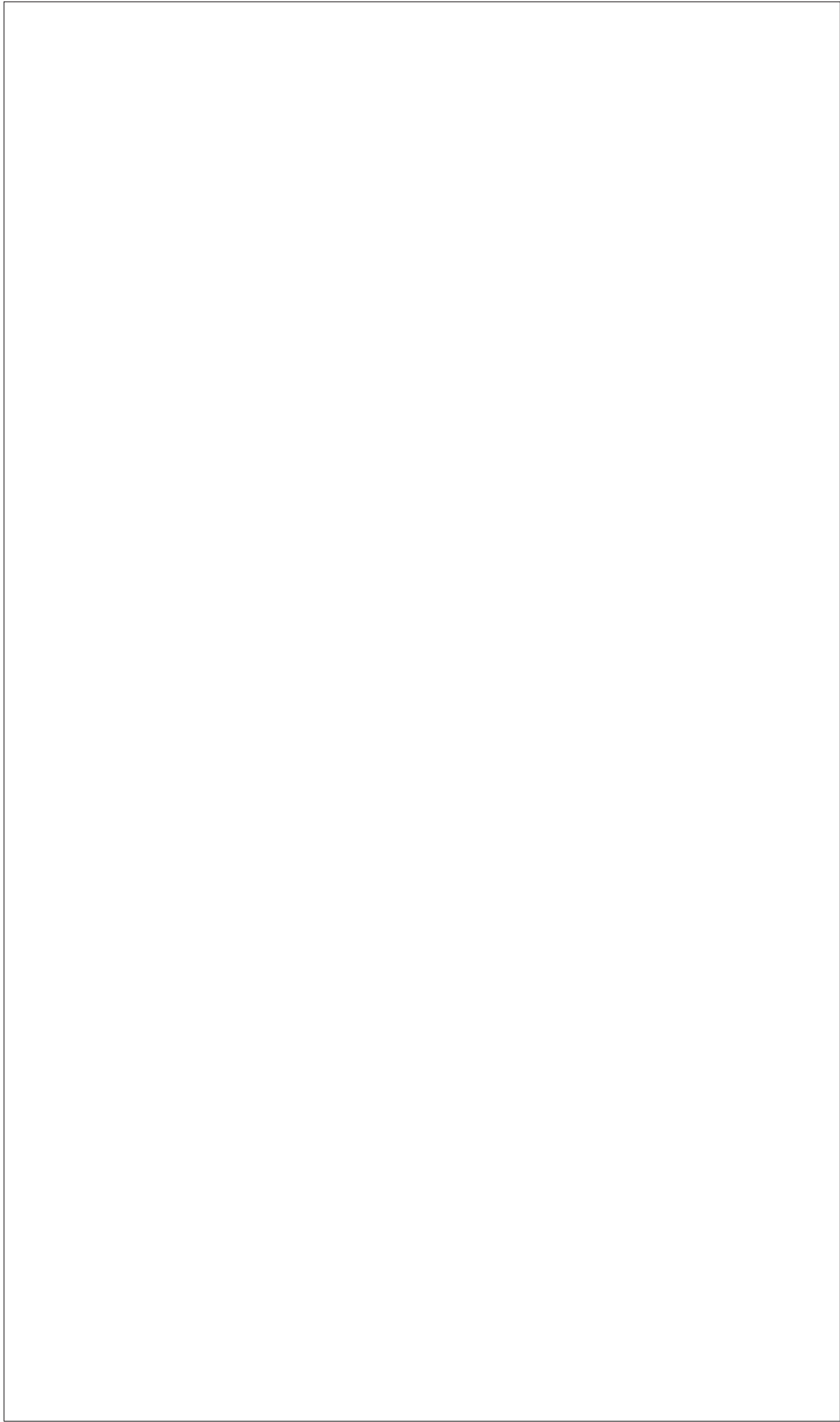
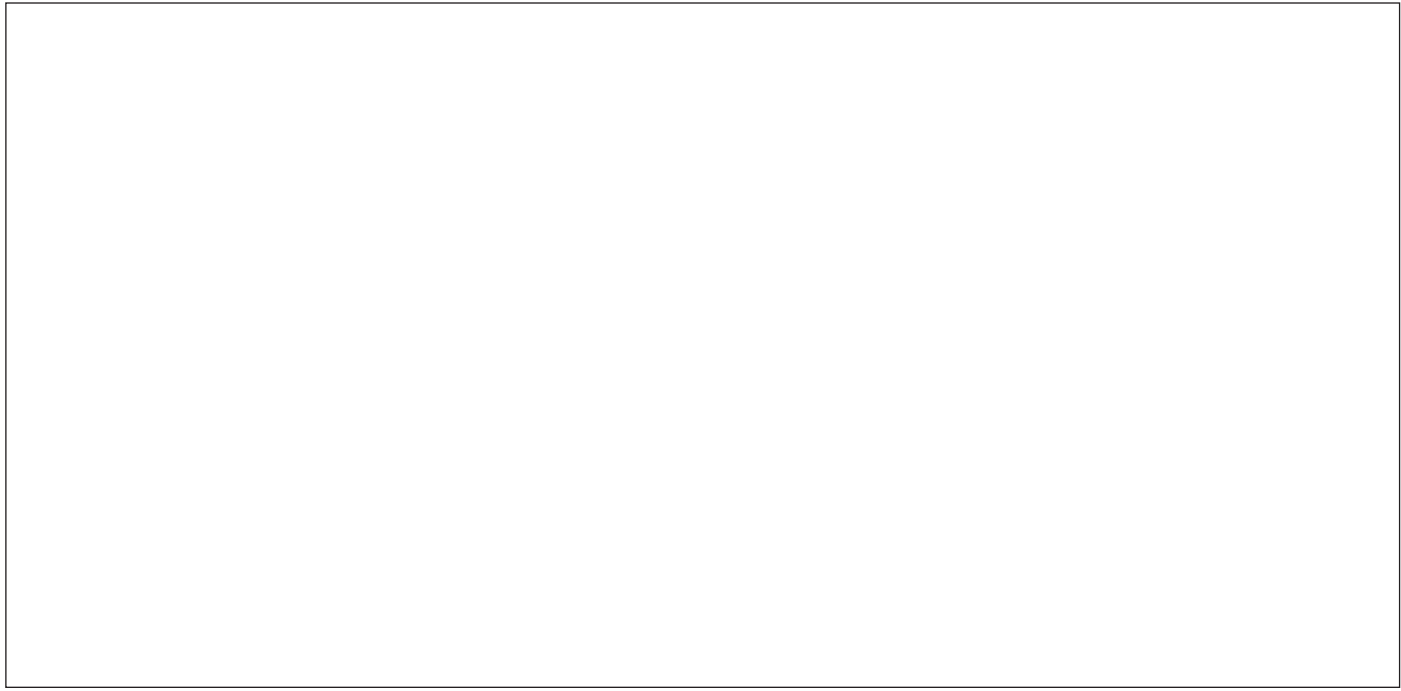
Includes icons and backgrounds that will be used to enhance the look of the brand.



Grid Systems

These are approved visual applications of what your brand will look like in the wild.





Visual Applications

These are approved visual applications of what your brand will look like in the wild.





MEET OUR NEW LINE OF AMPS

Elevate your
experience with

ELURA



SHOP NOW

waveinc.net



Transforming
Spaces with
cutting edge
technology.

WAVE
ELECTRONICS

Thank You.