

dtc®

We have
a burning
drive to
take what
is and
make it
better.



Our business is changing. We transformed the audio industry with our dedication to sound, but today DTS stands for so much more. We’re powering the next generation of audio technology.

Our new brand is a reflection of that spirit. We have a new narrative that incorporates our expanded capabilities, along with a more modern, dynamic identity. Together, they celebrate our legacies of innovation in sound while being a bold signal of change for our future.

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dts Dedicated to Sound

Powering Next-Gen Audio Technology

AT HOME.
IN THE CAR.
ON THE GO.



SHORT

DEDICATED TO SENSATIONAL

DTS makes every entertainment experience sensational for millions of people worldwide.

LONG

DTS is trusted by leading consumer brands and content creators to make every experience with their products sensational. Built on 30 years of innovation and expertise, our technologies have raised the bar for immersive, intuitive experiences as entertainment consumption has evolved from cinemas to living rooms to cars. Dedicated to sensational, we'll continue to shape the future of entertainment – igniting the senses for generations to come.

QUALITY WITHOUT COMPROMISE

DTS enables unparalleled digital content clarity and immersion, creating impactful experiences for audiences everywhere they listen, watch and play, regardless of their preferred brands or budget. With DTS, consumers get the best of both worlds: quality and convenience.

NEXT-GEN INNOVATION

DTS elevates entertainment with a dedicated R&D team and the latest developments in machine learning and computer vision. Our solutions transform homes into theaters and vehicles into mobile media hubs that cater to the needs and preferences of drivers and passengers alike. We are proud to advance the art of storytelling as the entertainment landscape continues to evolve.

SEAMLESS EXPERIENCES

DTS technologies give consumers the power to choose how they enjoy their entertainment, adapting to countless devices, formats and environments in real time, without disruption. Simple to implement and control, our independent platform ensures more content choices and high interoperability. We partner closely with manufacturers to ensure success in every ecosystem.





MANIFESTO

IGNITE YOUR SENSES

At DTS, we make digital entertainment sensational.

Our innovations have transformed the way you experience

the stories that inspire you,
the sounds that move you,
and the games that thrill you,

igniting your senses in a way that is

so powerful,
so seamless,
so real,

you feel every moment.

For 30 years, we have raised the bar for audiovisual quality –

first, in theaters;

then, at home;

and now, in the car –

innovating advanced technologies that deliver a truly immersive experience

everywhere you enjoy entertainment.

DTS will continue to innovate at the intersection of the senses
and elevate storytelling wherever audiences go next.

Today and tomorrow,

DTS is dedicated to sensational.

DEDICATED TO SENSATIONAL

DTS is trusted by leading consumer brands and content creators to make every experience with their products sensational. Built on 30 years of innovation and expertise, our technologies have raised the bar for immersive, intuitive entertainment, as consumer preferences have evolved from cinemas to living rooms to cars. Bridging the physical and digital worlds, we enable entertainment experiences that transport audiences to places beyond their imagination, igniting the senses. For millions of consumers worldwide, DTS is dedicated to sensational.

B2B VOICE

Insightful | Pioneer | Technical | Precise

B2B SEGMENTS

Consumer Electronics OEMs | Automotive OEMs
Content Creators (Artists, Producers, Studios)





BUSINESS BENEFIT:

DIFFERENTIATION

With DTS, stand out in a crowded market and build brand loyalty. Our technologies enable top-quality digital entertainment experiences at scale, with truly immersive multimedia that adapts to different devices and environments, for sensational entertainment at home and on the go.

CONSUMER BENEFIT:

SENSATIONAL ENTERTAINMENT

Enjoy powerful, immersive entertainment at home and on the go. With DTS technologies powering the products and content you love, experience more of your favorite shows, movies, sports, music and games, in a way that ignites your senses.

BUSINESS BENEFIT:

MARKET-LEADING INNOVATION + MONETIZATION

The car is fast becoming the go-to place for entertainment – a mobile media hub with all the content and features people enjoy at home. DTS has pioneered this transformation, with deep experience and expertise, and an end-to-end platform that gives you control over every aspect of the next-gen automotive experience – quality infotainment and comfort on the road – while introducing new, recurring revenue.

CONSUMER BENEFIT:

THE NEW LIVING ROOM / THE CAR OF THE FUTURE

DTS makes your entertainment experience as sensational as it is at home, with top-quality immersive audio and video, countless content choices, personalized recommendations and more. And, our advanced technology protects your privacy and ensures your comfort every time you drive or ride.





CONTENT CREATORS (ARTISTS, PRODUCERS, STUDIOS)

BUSINESS BENEFIT:

TRUST

Ensure your artistic vision is always realized with DTS technology. Content is optimized for every device and environment, ensuring a superior audiovisual experience that immerses audiences in entertainment at home and on the go.

CONSUMER BENEFIT:

SENSATIONAL ENTERTAINMENT

Enjoy powerful, immersive entertainment at home and on the go. With DTS technologies powering the products and content you love, experience more of your favorite shows, movies, sports, music and games, in a way that ignites your senses.

IGNITE YOUR SENSES

Entertainment should be sensational everywhere you listen, watch and play. Through your preferred brands, DTS technology immerses you in your favorite shows, movies, music, video games and more, transporting you to new worlds, igniting your senses and elevating the experience in a way that fits your life today and tomorrow.

B2B2C VOICE

Engaging | Relevant | Groundbreaking | Entertaining | Personal

SEGMENTS

Entertainment Fans | Car Buyers | Gamers | Audiophiles
Content Creators (Influencers, Podcasters)





ENTERTAINMENT FANS

BENEFIT:

SENSATIONAL ENTERTAINMENT

Enjoy powerful, immersive entertainment at home and on the go. With DTS technologies powering the products and content you love, experience more of your favorite shows, movies, sports, music and games, in a way that ignites your senses.

BENEFIT:

THE NEW LIVING ROOM / THE CAR OF THE FUTURE

DTS makes your entertainment experience as sensational as it is at home, with top-quality immersive audio and video, countless content choices, personalized recommendations and more. And, our advanced technology protects your privacy and ensures your comfort every time you drive or ride.





GAMERS

BENEFIT:

PEAK PERFORMANCE / TOTAL IMMERSION

Whether you're a console, PC or mobile gamer, DTS technologies ensure peak performance from your favorite games and accessories. Gain a competitive edge with realistic, immersive audio and visuals that ignite your senses every time you play.

BENEFIT:

TRUST + QUALITY

An audio industry pioneer with experience, expertise and a true appreciation for quality sound, DTS provides technology you can trust for immersive listening experiences that live up to artists' intentions and are consistently outstanding in every environment, no matter which devices or equipment you use at home and on the go.





CONTENT CREATORS (INFLUENCERS, PODCASTERS)

BENEFIT:

TRUST + QUALITY

DTS provides technologies and tools you can trust to deliver the highest-quality audio and video to your audiences wherever they are, however they like to connect with your content – from their favorite mobile devices and smart TVs to every screen in the car.

Visual elements

Building off our brand narrative, our visual identity adds character and distinction to our brand expression.

The following pages describe the unique visual elements that define our brand: our logo, color palette, graphic language, photography, and typography.

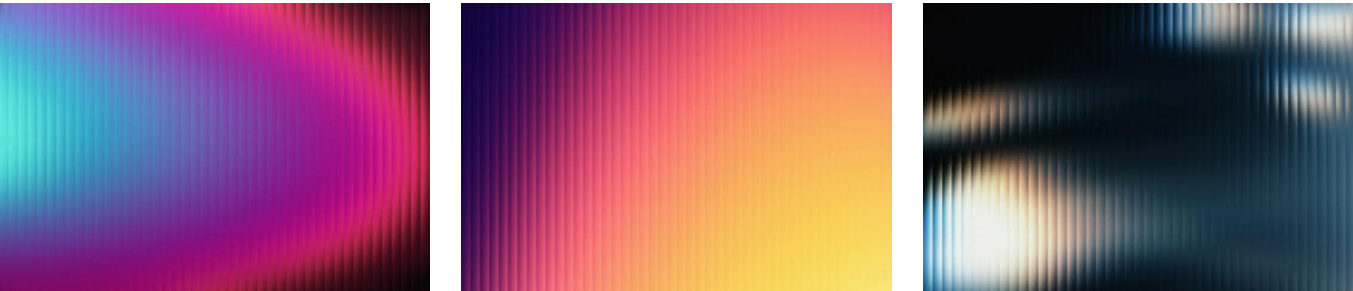
Each ingredient was designed to build on and complement one another. Together, they play an important role in helping us tell our story.



Logo



Color palette



Graphic language



Photography

Dedicated to
sensational

We imagine, invent, enable. We blend passion and precision to create essential innovations that transform our lives, turning sensory experiences into sensational ones.

AaBbCcDdEeFf
AaBb

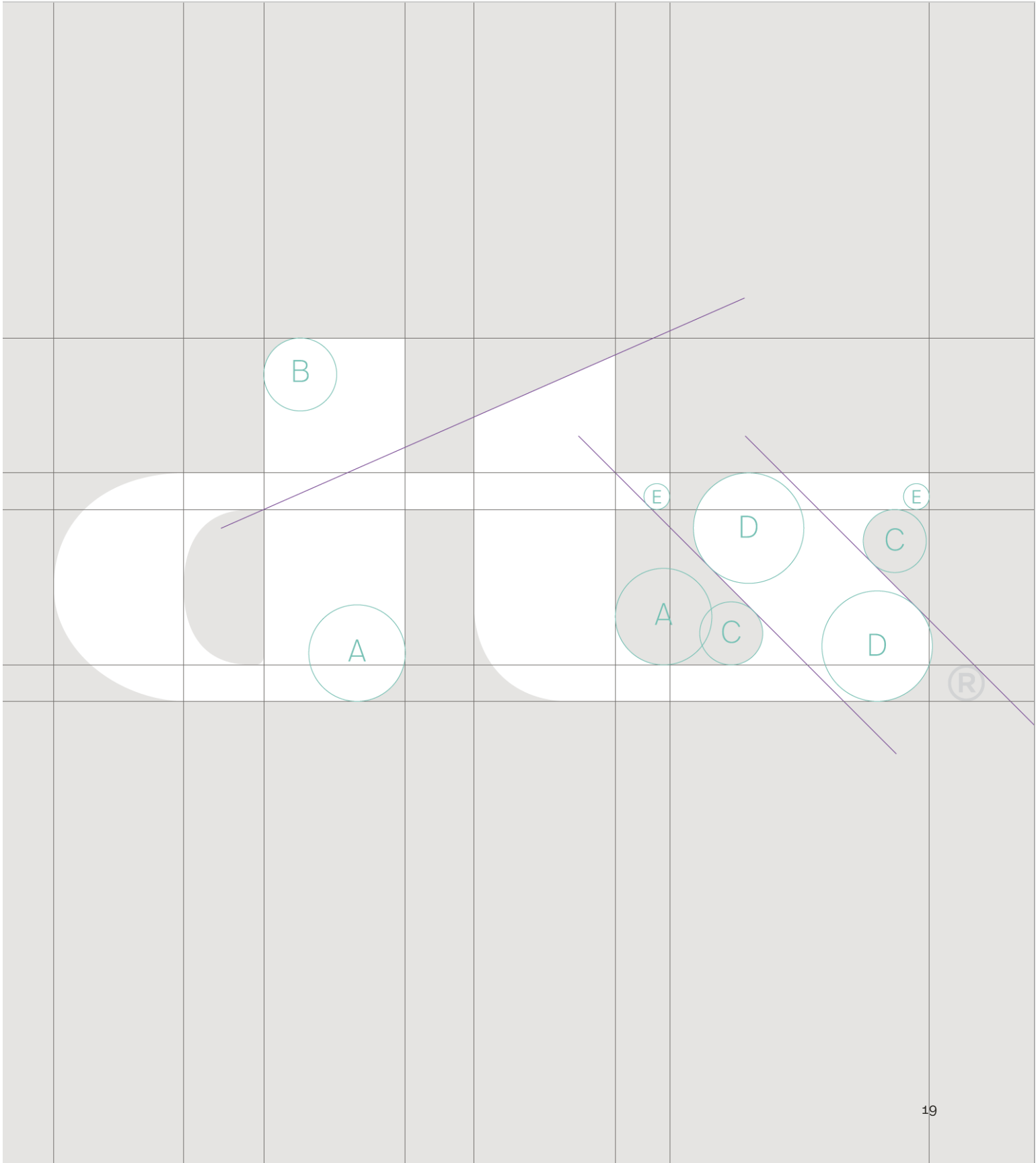
Typography

Logo

Simplified, optimized, and sharp.

We made minor modifications to certain curves and lines within the DTS word mark. The result is a more modern, contemporary mark that can be reproduced more accurately, especially at smaller scales or in digital environments.

As part of our logo refresh we simplified our logo architecture. The following pages contain the complete set of approved logos which represent the only logos DTS will use to promote our brand and products. Retire legacy logos and do not add product or service lines to this final set.



PRIMARY AND PRODUCT LOGO COLORWAYS



Full color logo DTS orange gradient



One color logo DTS orange

Two color logo DTS orange



One color logo DTS black



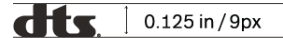
Full color logo DTS orange reversed



Metallic foil

One color logo reversed

CLEARSPACE AND MINIMUM SIZE



MISUSES



Don't change gradient direction



Don't change gradient logo color



Don't add the mobi to the logo



Don't change one color logo color



Don't lockup text to create subbrands



Don't outline the logo



Don't add shadow to the logo



Don't typeset the logo



Don't put the logo in a holding shape



Don't skew the logo



Don't alter lettering in the logo



Don't distort the logo in any way



Don't place on similar backgrounds



Don't place on complex backgrounds



Don't place on complex images

Color palette

DTS Orange

PMS 2026

R 244

C 0

G 099

M 68

B 058

Y 76

Hex F4633A

K 0

DTS Blue

PMS 3538

R 000

C 97

G 139

M 20

B 205

Y 0

Hex 008BCD

K 0

DTS Purple

PMS 3559

R 133

C 54

G 069

M 77

B 159

Y 0

Hex 85459F

K 0

DTS Gray

PMS 2333

R 113

C 66

G 110

M 55

B 106

Y 58

Hex 716E6A

K 10

DTS Yellow

PMS 130

R 242

C 0

G 169

M 32

B 000

Y 100

Hex F2A900

K 0

DTS Teal

PMS 3533

R 082

C 53

G 210

M 0

B 188

Y 33

Hex 52D2BC

K 0

DTS Black

PMS Black

R 045

C 63

G 041

M 62

B 038

Y 59

Hex 2D2926

K 94

DTS Light Gray

PMS 2330

R 207

C 13

G 205

M 9

B 201

Y 13

Hex CFCDC9

K 0

Orange Gradient

Blue Gradient

Purple Gradient

Gray Gradient

24°

24°

24°

24°

Our color palette is built around the heritage orange and yellow. Both colors have been refreshed for impact and performance. The cooler colors in our palette have been crafted to complement the primary pair.

Gradients bring depth and movement to our color system. Use them throughout our

communications as background fills or contained within the graphic device.

Color weighting is important to follow to ensure brand consistency. Use the chart below to visualize percentages for both single and gradient color usage.



Graphic language

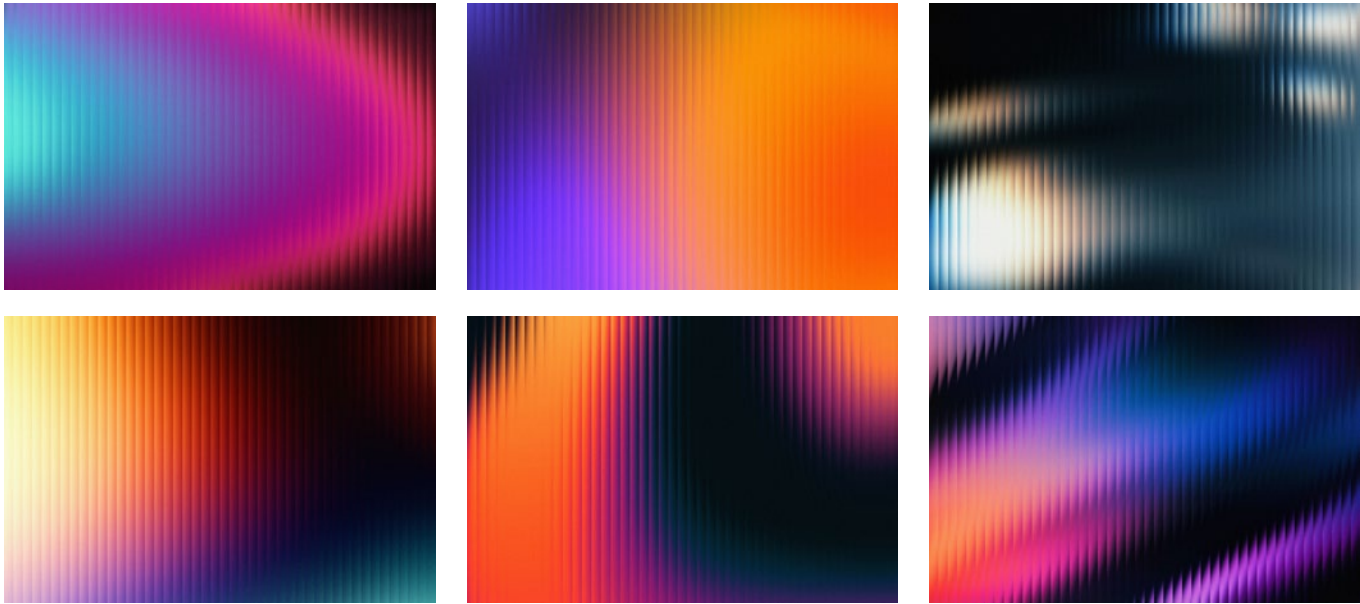
Our new graphic language is a nod to our legacies of innovation in sound and imaging.

The reverb texture represent sound waves and our long history of making the world sound better. The gradients used in our textures are an abstract representation of audio visualizers and the ways we’ve changed how people and machines see the world. Together, they speak to our shared past while being a bold signal of change for our brand’s future.

There are four basic ways to use the graphic language:

- textured backgrounds
- reverb effect added to photos of people and devices
- graphic overlays for photos
- graphic text effects with large type fading into a reverb effect

Grapic effects can be combine in a multitude of ways but must always retain a clarity of message both visually and in text.



DTS Reverb Patterns



Reverb Photography Effect

Photography

Our new photography style highlights behaviors and experiences our products enable.

Our images capture the joy of immersive audio experiences and the power of what we can achieve with a lens. Focusing on what our products enable, our images connect to the viewer and portray our technologies in an emotive way. When selecting images, always search for moments that represent the human behavior associated with the experience.

Our technology appears in different types of environments—our use of color temperature, lighting and framing connect them all. Examples shown here demonstrate consistency across products and environments.

Our color palette features heavily throughout our photography both stylized and naturalistic.



Typography

Quase, our display typeface, has an editorial feel that shines at large scales. Use for headlines only.

Real Text Pro, our primary typeface, has a large family of weights and is drawn to perform at any scale and medium. Use Real Text Pro for all subheads and body copy, or when creating charts and tables.

For shared documents within the organization use our system typeface Arial.

Sensational

Headlines

Quase Headline Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 0123456789

Use for all headlines and expressive typography.

Available on Hightail: [Click here](#)

Subheads and body copy

Real Text Pro

Ultra Light
AaBbCcDdEeFfGgHh

Light
AaBbCcDdEeFfGgHh

Regular
AaBbCcDdEeFfGgHh

Medium
AaBbCcDdEeFfGgHh

Demibold
AaBbCcDdEeFfGgHh

Bold
AaBbCcDdEeFfGgHh

Use for all subheads, body copy, charts, and graphs.

Available on Hightail: [Click here](#)

Numerals:
Set all numbers to "Tabular Lining" in OpenType preferences to align numbers to the baseline.

System Typeface:
For shared "live" communications use Arial and Arial Bold.

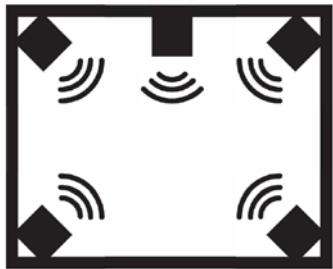
Iconography

Custom

We custom make feature icons as part of our deliverable assets to our licensees.

Our icons are clean, bold & informative.

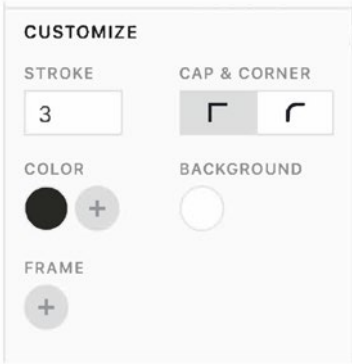
They are a tool to support our branding & messaging, enabling stories to be told about the features of our technologies, in a simple & educational way.



5.1 Output

Stock

In addition our custom icons, we offer a collection of commonly-used icons to choose from. These icons are available at: <https://spaces.hightail.com/space/JcrPN49Tgx>



Example Nucleo icons featuring the following DTS color combinations:



DTS Black



DTS Black + DTS Yellow



DTS Black + DTS Orange



DTS Gray



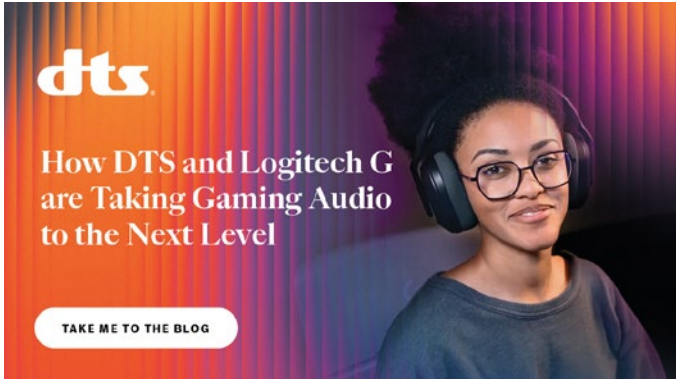
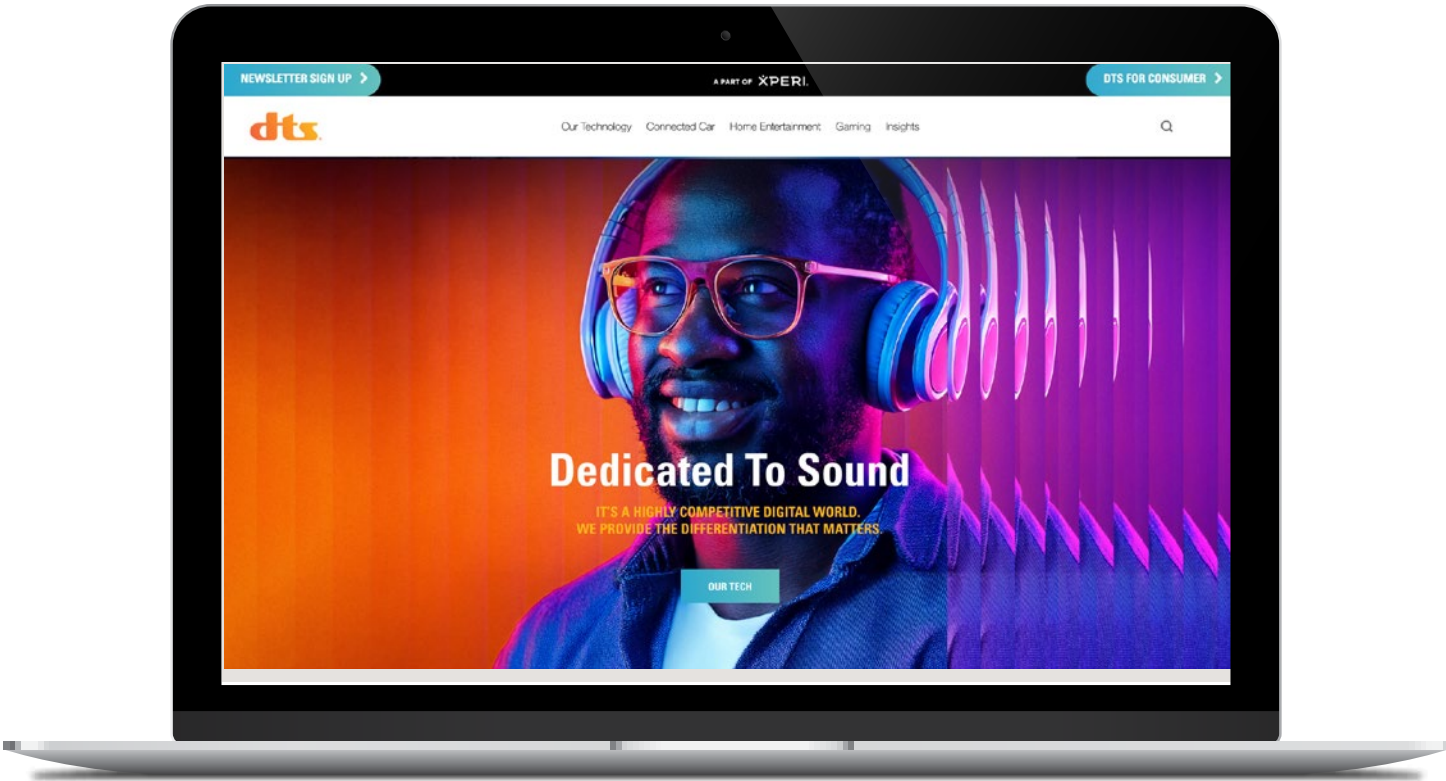
DTS Gray + DTS Yellow



DTS Gray + DTS Orange

Putting it all together

Here are some examples of our new brand in action.



Thank You!