



CONCHA LABS

COLOR PALETTE FOR DIGITAL MATERIALS



COLOR PALETTE FOR PRINT MATERIALS



CMYK: 0, 21, 100, 0 CMYK: 0, 3, 5, 2 CMYK: 8, 3, 0, 0 CMYK: 13, 8, 0, 67 CMYK: 0, 20, 0, 17 CMYK: 7, 2, 0, 17

TYPOGRAPHY

MERRIWEATHER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NUNITO SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MISSION

To help billions of people hear more clearly

TAG LINE

Hear clearly, live freely



CONCHA LABS

If you are interested in writing a story about Concha Labs, we'd love to chat with you! Below, you will find some verbiage guidelines and company information for your convenience.

Important: Please reach out to us at press@conchalabs.com before publishing, so we can ensure that proper FDA disclaimers have been included in your story. As a medical device company, we need to follow proper guidelines to ensure the health and safety of our community. Thank you for understanding.

VERBIAGE GUIDELINES



When discussing Soundscope®

- ® symbol must be on the end of Soundscope
- Users go through the Soundscope process to create a sound profile.
 - Do not say “Users do Soundscope”

Approved Soundscope® verbiage:

Our hearing personalization technology called Soundscope® will allow for true personalization. You will be able to adjust your own settings based on how you hear, no matter where you are.

Our patented Soundscope® technology:

- will leverage proprietary data
- will personalize sound profiles to match user preferences

Other verbiage

- “mild to moderate” without hypens

AMY'S STORY

My hearing journey started in kindergarten. I received my first pair of hearing aids at 5 years old.

Throughout my hearing journey, I felt frustrated. It pained me that I kept being told there wasn't anything they could do to help me hear more clearly.

I decided it was time to do something about this, and after countless user interviews and dozens of early prototypes, I finally landed on Concha Labs.

