



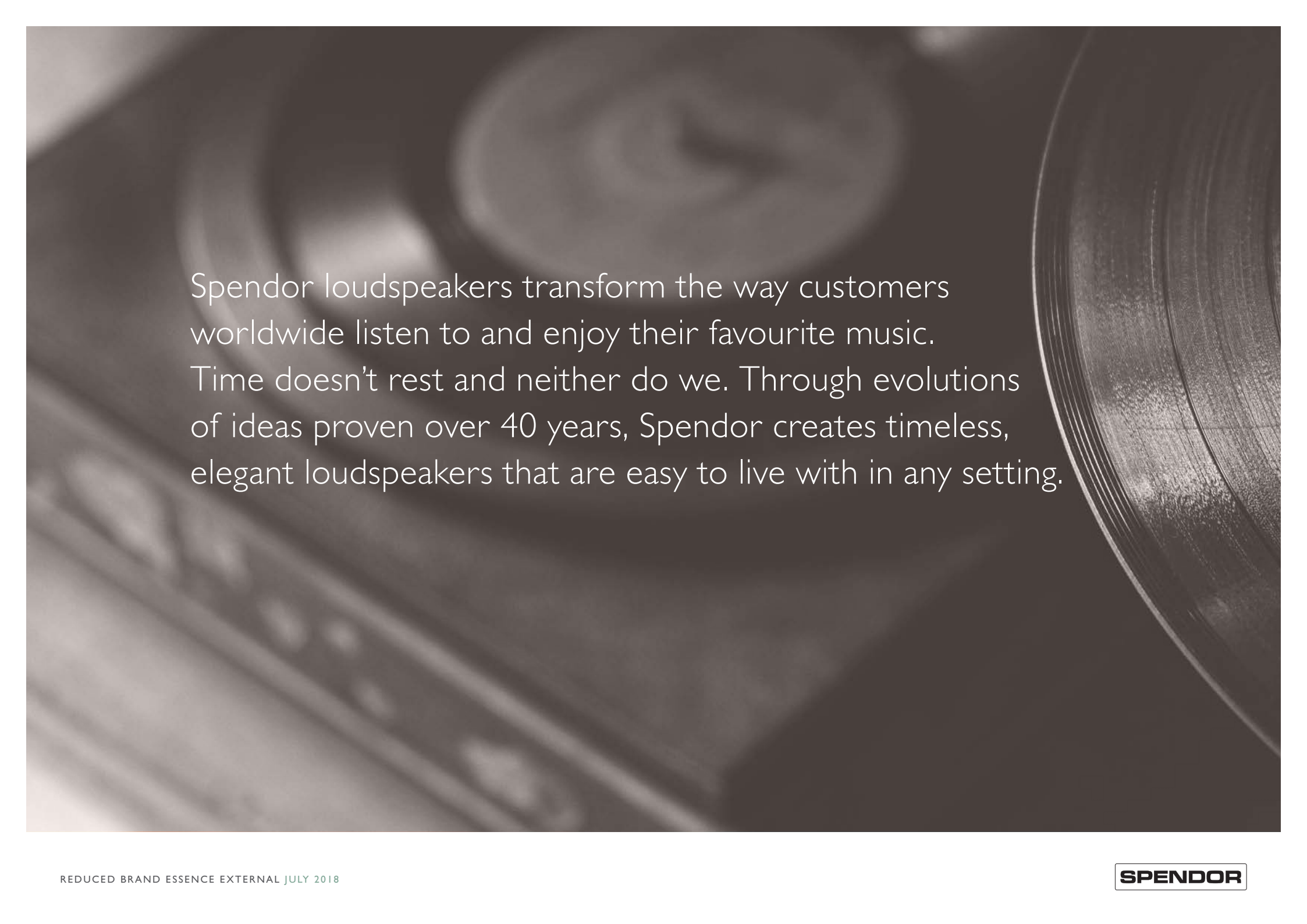
SPENDOR

REDUCED BRAND ESSENCE EXTERNAL JULY 2018

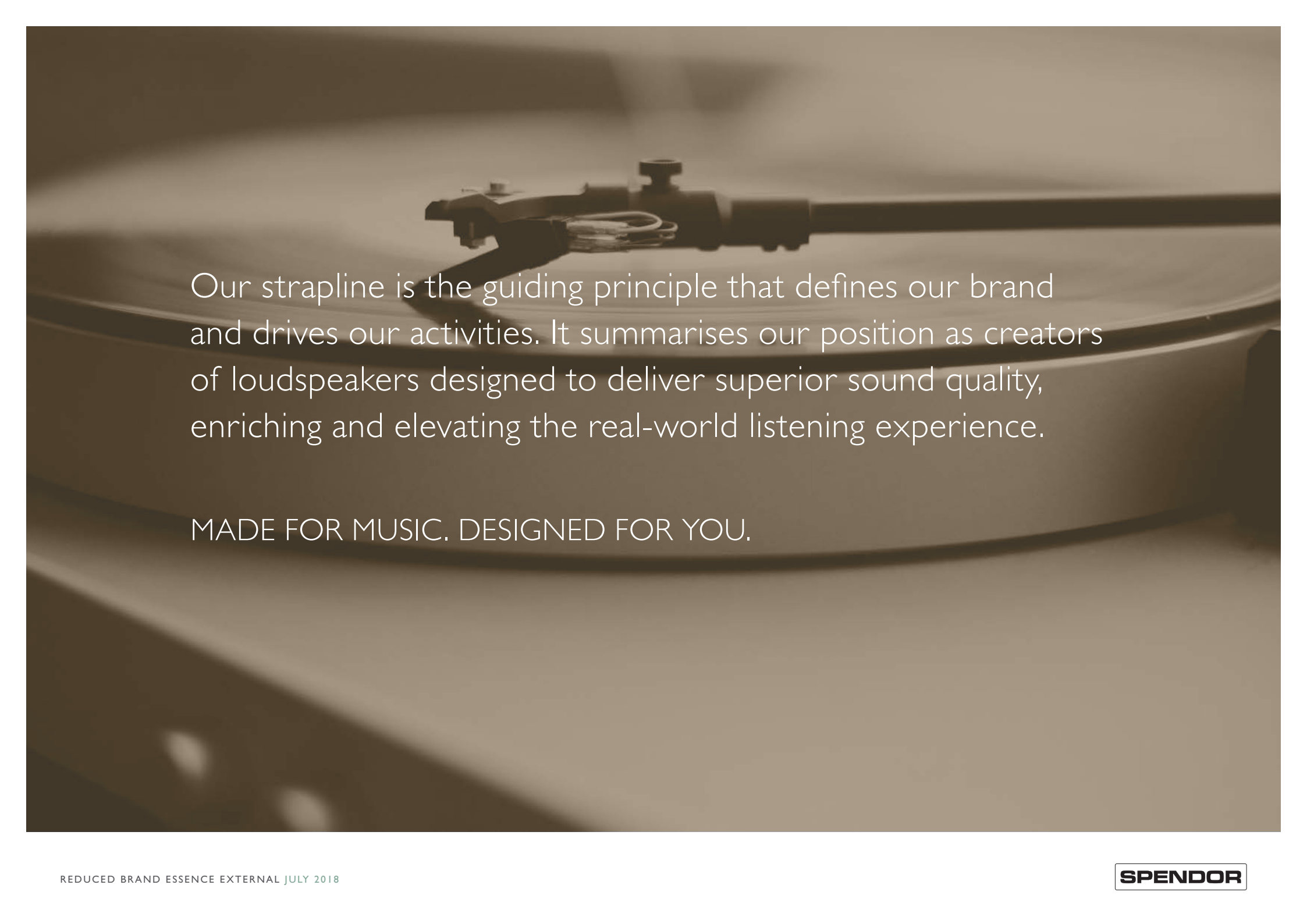
INTRODUCTION

Spendor's refreshed identity is designed to meet the future challenges of a competitive business, and encourage new and existing customers to understand our forward-looking direction. Building on our strong pedigree, the refreshed identity provides a robust and confident platform, providing a simple, seamless and consistent look and feel.

NB All images in this document are for conceptual and illustrative purposes only.



Spendor loudspeakers transform the way customers worldwide listen to and enjoy their favourite music. Time doesn't rest and neither do we. Through evolutions of ideas proven over 40 years, Spendor creates timeless, elegant loudspeakers that are easy to live with in any setting.



Our strapline is the guiding principle that defines our brand and drives our activities. It summarises our position as creators of loudspeakers designed to deliver superior sound quality, enriching and elevating the real-world listening experience.

MADE FOR MUSIC. DESIGNED FOR YOU.



OUR PRODUCTS DELIVER
TRANSPARENT, NATURAL,
MUSICAL SOUND...

...WITH REAL-WORLD
PERFORMANCE



CONTAINED WITHIN AN ELEGANT,
UNOBTRUSIVE DESIGN...

...VISIBLY TIMELESS

A close-up, high-angle shot of a person's hands working on a wooden piece. The hands are positioned on a dark, rectangular wooden block that is resting on a workbench. The workbench is covered with a layer of fine, light-colored wood shavings or dust. The background is dark and out of focus, showing some industrial equipment. The overall lighting is warm and focused on the hands and the wood.

BRITISH ENGINEERING, ENTIRELY DESIGNED
AND HAND-BUILT IN-HOUSE IN GREAT BRITAIN...

...DELIVERING **PERFORMANCE** THAT FAR
EXCEEDS THEIR SIZE AND PRICE POINT

A close-up, low-key photograph of a person's hand holding a thick stack of papers or documents. The hand is wearing a dark, textured sleeve and a white, ribbed cuff. A dark, braided cord with a small tassel hangs from the wrist. The background is dark and out of focus, suggesting a library or archive setting. The lighting is dramatic, highlighting the texture of the paper and the hand.

AND OF COURSE **HERITAGE**,
OUR DESIGNS ARE EVOLUTIONS
OF IDEAS PROVEN OVER 40 YEARS

BRAND POSITIONING STATEMENT

Spendor designs and engineers loudspeakers entirely in Great Britain.

Every Spendor speaker is assembled at our production facilities in Sussex, with components and cabinets all refined through our own in-house R&D programme. Our speakers are easy to set up, work perfectly with whatever hi-fi equipment you have, and transform the way you hear and enjoy every kind of music. Their timeless, elegant design, which has evolved over more than 40 years, makes them instantly and unobtrusively at home in any room.

Best of all, they deliver a true, transparent and musical sound way beyond their price point.

A-LINE D-LINE CLASSIC

Each product line has an overarching description of the Spondor sound – the qualities and characteristics consumers can expect from any Spondor product. We then differentiate the individual product by describing the particular way in which it expresses it.

	A-LINE	D-LINE	CLASSIC
In one word, it speaks to the...	HEART	MIND	SOUL
What it brings to the performance is...	Musical engagement	A superbly balanced realism	A natural warmth and charm
On a sensory / emotional level, it...	Brings new levels of energy and fun to your music	Draws you in to explore the soundscape and discover every nuance with natural clarity	Captures the spirit of the performance – the presentation as a whole
You could describe the listening experience as...	Joyful, uplifting, inviting, engaging, outgoing, friendly, expressive, entertaining, surprising, fun	Detailed, nuanced, precise, exact, multi-layered, transparent, spacious, tonally correct and highly musical sound	Rich, smooth, confident, assured, powerful, intimate, all-embracing

A-LINE

LIGHT, ECLECTIC, LIVEABLE

Stylish family home, lived-in, Scandinavian flair, stylish single/double occupancy dwellings



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D-LINE

ASPIRATIONAL, CRISP, ELEGANT, INGENUITY, DESIRE
Architectural, high-end, designer furniture, chic, elements of hi-tech



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CLASSIC

ICONIC, STYLISH, MODERN COMFORTABLE TWIST
60's inspired but modern interpretation, warm materials, original artworks



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A-LINE

Bringing music to life

Energetic and uplifting, A-Line loudspeakers deliver sound with projection, character and sheer entertainment far beyond their modest dimensions. With their clean, open sound, they're outgoing, friendly and expressive, bringing a natural sense of life and articulation to your music. They're refined and composed, with real subtlety, but also with a snap and drive that makes them captivating to listen to at all times.

D-LINE

Revealing every detail

Dynamic and pure, D-Line loudspeakers reveal every nuance of the performance with absolute clarity, resolution and realism. No distortion, no ambiguity, no blurring of the music's shades, tones and colours: all is exact, seamless and detailed; absolutely faithful to the original recording, while highlighting subtleties you may never have noticed before. With their transparent, superbly natural sound and extraordinary resolution, they create an airy, spacious soundscape, then invite you in to explore it, uncovering new depths, textures and definition in your music

CLASSIC

The soul of the performance

Assured and powerful, Classic Line loudspeakers take you to the very heart of the performance. Their warmth and richness, combined with their clarity and transparency, brings out all the colours and textures in your music, creating a uniquely immersive and comforting soundscape. They'll send shivers down your spine, bring back fond memories, and encourage you to rediscover the music you love. Above all, they capture the soul of the recording, bringing a new intimacy and intensity to your listening experience.

A-LINE ADVERT



SPENDOR

BRINGING MUSIC TO LIFE

Spendor A-Line loudspeakers deliver sound with projection, character and sheer entertainment far beyond their modest dimensions. With their clear, open sound, they're outgoing, friendly and expressive, bringing a natural sense of life and articulation to your favourite music.

MADE FOR MUSIC. DESIGNED FOR YOU.

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D-LINE ADVERT

SPENDOR

REVEALING EVERY DETAIL

Spendor D-Line loudspeakers reveal every nuance of the performance with absolute clarity, precision and realism. With their transparent, superbly natural sound and extraordinary resolution, they create an airy, spacious soundscape, then invite you in to explore, uncovering new depths, textures and definition in your music.

MADE FOR MUSIC.
DESIGNED FOR YOU.



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CLASSIC ADVERT

THE SOUL OF THE PERFORMANCE

Refined and perfected over five decades, Spendor Classic offers the ultimate in pure listening pleasure for serious audiophiles. They take you to the heart of the performance and capture the emotion of every recording, bringing a new intimacy and intensity to your listening experience.

MADE FOR MUSIC.
DESIGNED FOR YOU.



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