

# BRAND IDENTITY MANUAL

A Style Guide for  
Marketing & Advertising

Revised August, 2016

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## Preferred Logo

The preferred Miracle-Ear® logo consists of two elements – a sine wave and Miracle-Ear logo text. This logo should be used on all marketing and communication pieces. These elements are considered one element and should not be altered or repositioned.



### COLOR OPTIONS (VECTOR ART)

Use PMS 321 whenever possible. Use BLACK only when two or four-color printing is not available OR if the second color in two-color printing is not PMS 321. The logo may also be reversed out of solid color bars. The background color should be one of the approved primary Miracle-Ear colors (*see page 11.*)



PMS: 321



Black

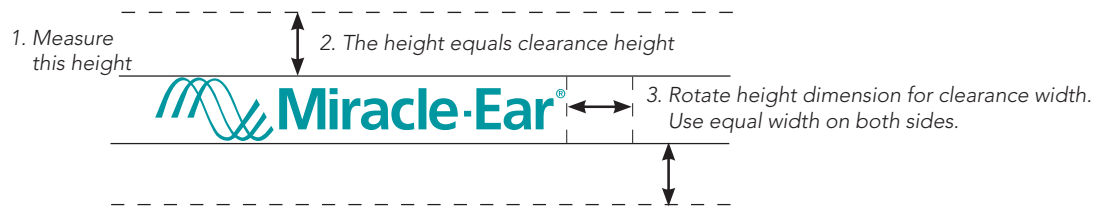


Reversed

# Preferred Logo

## CLEARANCE AREA

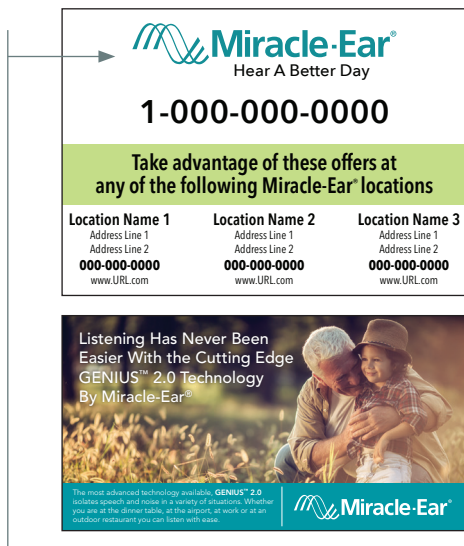
Text or photo boxes should maintain a minimum clearance area. The required clearance area is defined as the distance between the top of the wave and bottom edge of the wave.



## BACKGROUNDS AND SHADOWS

The logo may be placed over plain areas on photography or solid blocks of approved colors. Visibility and clarity must be maintained so the logo is not lost within the artwork.

DO



**Miracle-Ear®**  
Hear A Better Day

**1-800-000-0000**

Take advantage of these offers at  
any of the following Miracle-Ear® locations

Location Name 1	Location Name 2	Location Name 3
Address Line 1	Address Line 1	Address Line 1
Address Line 2	Address Line 2	Address Line 2
000-000-0000	000-000-0000	000-000-0000
www.URL.com	www.URL.com	www.URL.com

Listening Has Never Been  
Easier With the Cutting Edge  
GENIUS™ 2.0 Technology  
By Miracle-Ear®

The most advanced technology available, GENIUS™ 2.0 isolates speech and noise in a variety of situations. Whether you are at the dinner table, at the airport, at work or at an outdoor restaurant you can listen with ease.

**Miracle-Ear®**

DON'T



**Hearing A Better Day Can Start Today.**

**Why Miracle-Ear®**

- 3 Year Warranty\*
- Lifetime Of Aftercare
- 30 Day Money Back Guarantee\*\*

Schedule your  
**FREE HEARING EVALUATION†**  
1-800-000-0000

- **FREE Complete Electronic Hearing Test†**  
This evaluation will measure precisely how well you hear across a variety of sounds.
- **FREE Video Otoscope Ear Inspection†**  
The video otoscope ear inspection will show you the inside of your ear and you'll see exactly what we see.

## Preferred Logo

Never distort the logo.



Never use the logo on a low-contrast background.



Never stack the wave over Miracle-Ear.



### OTHER LOGO "DON'TS"

- Don't move the words "Miracle-Ear" within the logo.
- Don't remove the words "Miracle-Ear" from the logo.
- Don't apply any effects.
- Don't rotate the logo.
- Don't skew or attempt to make the logo 3-dimensional in any way.
- Don't make a pattern or texture out of the logo.
- Don't alter the transparency of the logo.
- Don't recolor the logo (unless you are using the approved grayscale or black and white logos).

## Other Logos

### PREVIOUS BUG LOGO

The previous Miracle-Ear® logo is accepted on previously produced art. It consists of a beveled oval, sine wave and Miracle-Ear logo text. These elements are considered one element and should not be altered or repositioned.



### SOLID LOGO (VECTOR ART)

The solid version is used when the preferred logo or screened pattern of the oval border cannot be replicated, as in embroidered or embossed applications. Printers refer to this version as "vector" art.



PMS: 321



Black

### COLOR OPTIONS

Use PMS 321 whenever possible. Use BLACK only when two or four-color printing is not available OR if the second color in two-color printing is not PMS 321. Note: Using the BLACK bug version, the logo is actually gray (35% black). Make sure the density of the "gray" will reproduce and be legible.



## Other Logos

### MIRACLE-EAR FOUNDATION

The Miracle-Ear Foundation logo may be used on any Miracle-Ear piece, either as a stand alone or with the Miracle-Ear logo.



CMYK: C=44, M=0, Y=98, K=0  
RGB: R=163, G=207, B=98  
PMS: 367



CMYK: C=81, M=0, Y=39, K=0  
RGB: R=0, G=176, B=170  
PMS: 326



### BUGS

Miracle-Ear has several additional logos or “bugs”, including Celebrating Over 65 Years of Sound and social media icons. These should be included in marketing materials whenever possible. They generally look best towards the bottom.



# Brand Colors

## PRIMARY LOGO COLOR

Our logo color is PMS 321.



CMYK: C=96, M=3, Y=35, K=12  
RGB: R=0, G=140, B=149

## SECONDARY COLORS

The secondary colors (shown in the large squares) should be the main colors in branded pieces such as brochures, newspaper, direct mail and web banners. The call to action colors (shown in smaller squares) should be used as an accent to complement the primary and secondary Miracle-Ear colors.



PANTONE: 7723  
CMYK: C=69, M=0, Y=54, K=7  
RGB: R=61, G=175, B=141



PANTONE: 640  
CMYK: C=100, M=10, Y=3, K=16  
RGB: R=0, G=139, B=192

## CALL TO ACTION COLORS



PANTONE: 130  
CMYK: C=0, M=32, Y=100, K=0  
RGB: R=253, G=181, B=21



PANTONE: 365  
CMYK: C=24, M=0, Y=44, K=0  
RGB: R=198, G=225, B=166

## BACKGROUND COLORS



PANTONE: Warm Gray 1  
CMYK: C=3, M=3, Y=6, K=7  
RGB: R=228, G=225, B=220



PANTONE: 644  
CMYK: C=42, M=10, Y=2, K=6  
RGB: R=134, G=185, B=216

## EXAMPLE

Using our standard PMS 321 with PMS 365 as an accent for a promotional piece.



**Hearing A Better Day Can Start Today.**

**Why Miracle-Ear?**  
• 3 Year Warranty  
• Lifetime of Assistance  
• 30 Day Money Back Guarantee

Schedule your **FREE HEARING EVALUATION\***  
1-800-000-0000

- FREE Complete Electronic Hearing Test\***  
This evaluation will measure precisely how well you hear across a variety of sounds.
- FREE Video Otoscope Ear Inspection\***  
The video-otoscope ear inspection will show you the inside of your ear and you'll see exactly what we see.

**PLUS get these offers**

- Save up to 30% off our full-line of Open Fit Technology
- FREE hearing aid charger with purchase\*\*
- Special Financing Available

**SAVE NOW** on one of our smallest, custom digital hearing aids. **Audiotone® Pro CIC \$895**

**HURRY! OFFER ENDS 00/00/0000**

Valid at participating Miracle-Ear® locations only. Limit one coupon per purchase. Not to be combined with other offers and does not apply to previous purchases. For other offers and restrictions, please visit [www.miracle-ear.com](http://www.miracle-ear.com). \*See store for details. \*\*See store for details. ©2010 Miracle-Ear. All rights reserved.

Save on our full line of digital hearing solutions. **Buy One Get One 50% OFF**

**HURRY! OFFER ENDS 00/00/0000**

**Miracle-Ear®**  
Hear A Better Day  
1-800-000-0000

Take advantage of these offers at any of the following Miracle-Ear locations

Location Name 1	Location Name 2	Location Name 3
Address Line 1 000-000-0000 www.Miracle-Ear.com	Address Line 1 000-000-0000 www.Miracle-Ear.com	Address Line 1 000-000-0000 www.Miracle-Ear.com
Location Name 4	Location Name 5	Location Name 6
Address Line 1 Address Line 2 000-000-0000 www.Miracle-Ear.com	Address Line 1 Address Line 2 000-000-0000 www.Miracle-Ear.com	Address Line 1 Address Line 2 000-000-0000 www.Miracle-Ear.com
Location Name 7	Location Name 8	Location Name 9
Address Line 1 Address Line 2 000-000-0000 www.Miracle-Ear.com	Address Line 1 Address Line 2 000-000-0000 www.Miracle-Ear.com	Address Line 1 Address Line 2 000-000-0000 www.Miracle-Ear.com
Location Name 10	Location Name 11	
Address Line 1 000-000-0000 www.Miracle-Ear.com	Address Line 1 000-000-0000 www.Miracle-Ear.com	

Hearing aids do not restore natural hearing. Individual experience may vary depending on severity of hearing loss, accuracy of evaluation, degree of ear canal blockage and ear canal anatomy. \*Hear A Better Day is a registered trademark of Miracle-Ear. \*\*See store for details. ©2010 Miracle-Ear. All rights reserved. For other offers and restrictions, please visit [www.miracle-ear.com](http://www.miracle-ear.com). \*See store for details. \*\*See store for details. ©2010 Miracle-Ear. All rights reserved.



# Copy Direction

## HOW SHOULD MIRACLE-EAR COPYWRITING BE APPROACHED?

First and foremost, it's important to remember that copy for the brand should always seem and sound Helpful, Exciting and Uplifting; without coming across too salesy or inauthentic, of course. Authenticity is key here, as potential customers can sense an oversell from a mile away. Basically, everything we write should be a reflection of our brand personality; so, always keep the following things in mind:

- Helpful: We are the most knowledgeable and capable of helping you understand your goals and find the best fit for your hearing needs.
- Exciting: We bring enthusiasm to the experience and aim to deliver above and beyond expectations.
- Uplifting: We believe every day is filled with opportunity, and we invite customers to explore their inner 'fire.'

To add to this, all copy should be overtly positive and forward thinking, as we don't use scare tactics like doubt, fear or embarrassment as sales mechanisms or vehicles to trigger purchase. Moreover, we should avoid dwelling on the past, zeroing in on a declining future, and/or emphasize any additional health risks that may exist. We also don't poke fun at hearing loss or make light of the hurdles and struggles associated with it. With all the above mentioned items in mind, put simply, copy should be optimistic and full of cheer. To add some color and context here, please refer to some key excerpts from the "*Hear a Better Day*" DRTV script below:

- "This is what it can sound like when you hear the way you're supposed to hear. And this is what it can feel like when you start your day with Miracle-Ear."
- "This could be your everyday by calling Miracle-Ear today...because hearing a better day begins with Miracle-Ear."
- "Miracle-Ear can help give you the confidence you need to keep you more connected to the world around you—and the people who matter most."
- "With our newest innovations, our hearing aids deliver the most natural, clear sound, and they're extremely comfortable and discreet, too—you won't even notice they're there...and neither will anyone else."
- "When you hear clearly, this is what your day could sound like. This is what it could look like. And this is what it could feel like...and it only gets better from here."

Also, in terms of tone specifics and driving key messages, all copy should come across as warm, friendly, personable, professional, knowledgeable, tech-savvy, and both earnest and sincere. Above all else, the goal of any given piece of written communication is to:

- Showcase and provide education surrounding our many options
- Lower the barrier to trial
- Inform re: technology and cutting-edge nature of our various devices

# Copy Direction

## HOW SHOULD MIRACLE-EAR COPYWRITING BE APPROACHED?

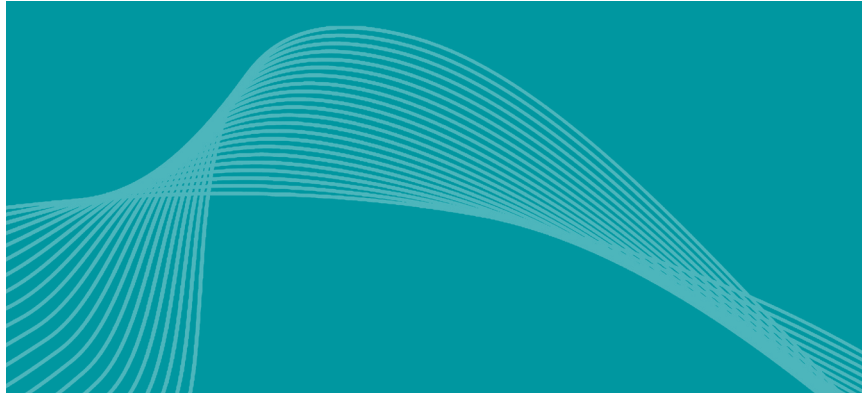
In addition to the above overarching items to keep in mind, it's important to remember the following:

- When creating a TV spot or online video, the Miracle-Ear "Reasons to Believe" must be front-and-center and should be communicated verbally and visually, if possible – through AVO and text overlays or "supers."
- Miracle-Ear headlines should be short, sweet and to-the-point; they shouldn't be too cerebral, but there should be something unexpected woven in somewhere, if possible; it's also worth noting that the "see-say" approach has proved successful for both print and TV.
- Any given Miracle-Ear call-to-action (CTA) should be repeated a minimum of three times, especially when writing for a DRTV spot or Direct Mail piece; generally speaking, the best approach here is to keep the "3 C's" in mind – Call, Click and Come in.

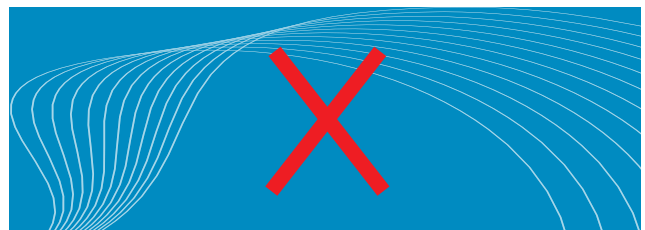
# Art Elements

## SWIRL

The swirl can be used as a background element in the tone-on-tone style. This can be used in headline bars or large areas of solid colors but should be light and not distracting. A good rule of thumb is to have the opacity of the swirl at 30%. Do not skew or rotate the swirl.



Do not rotate swirl.



Do not skew swirl.

# Art Elements

## CASTING IMAGES

- People should be authentic, real people.
- Light minded but not over the top
- Characters seen as “next door neighbor,” people our customers can identify with
- Look to be 50 to 60 years old
- Look to be mentally and physically fit
- Unique expressions rather than “average” faces
- Dressed in a way so they come across as stylish and attractive

## AVOID

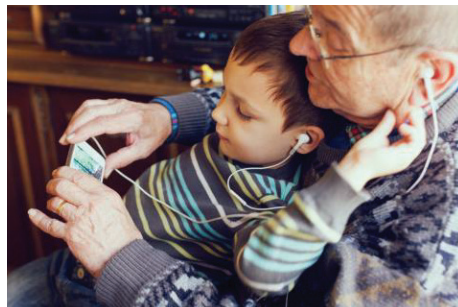
- Typical stereotyped white hair grandpa/grandma images
- Too beautiful/handsome
- Too much cosmetic intervention
- Too artificial acting (*too much smiling, yelling*)

## BRAND IMAGERY EXAMPLES

The following examples illustrate the different visual aspects that are important to the brand.

## HUMANITY

### AUTHENTIC, PROGRESSIVE HUMAN CONNECTIONS



## HUMANITY

### MODERN DEPICTION OF SENIORS





## Art Elements

UNEXPECTED. GO BEYOND STEREOTYPICAL CAMERA ANGLES AND CROPPING  
ATYPICAL SITUATIONS AND INTERESTING PHOTO CROPPING



TO NE  
INVITING, NATURALLY LIT AND IN THE MOMENT



SOUND EVOKING  
SOUND EVOKING AND RITUALIZED



# Art Elements

## HEADLINES

Headlines should use Avenir Next Demi Bold (can be caps or upper/lowercase), the secondary should be in Avenir Next in a lighter weight. The Miracle-Ear logo should always be present in the ad.


The Miracle-Ear swirl can be placed in the background.

A teal rectangular box containing the headline text in white.

**Hearing A Better Day  
Can Start Today.**

**CMYK:** C=96, M=3, Y=35, K=12

**RGB:** R=0, G=140, B=149

A thin grey line with an arrowhead pointing up and to the right, originating from the text area and extending towards the headline box.

# Art Elements

## COUPONS

Offers should be placed near the bottom half of the piece and use a 1 point dashed line around the coupon with a colored bar on top with the main offer in Avenir Next Demi Bold or Heavy. Other weights of Avenir Next may be used.

Secondary offers or call to action can be in various weights of Avenir Next.

Disclaimers should be in Avenir Next Condensed Regular in 5-7 point. Expirations should be in Avenir Next Condensed Demi Bold.



# Customization

## CUSTOMIZATION

The area in which you can customize with elements such as a provider and/or staff photo, map to your location, etc, should generally be at the bottom half of the piece.

## STORE LOCATIONS

Store locations generally appear at the bottom of the piece with the emphasis on the city and phone number through use of Avenir Next Demi Bold. Your local store website or metro page should also be included.

**<CITY>**  
 Miracle-Ear Center  
 14 Arnold Park Mall  
**(636) 548-0336**  
[www.miracle-ear.com/city](http://www.miracle-ear.com/city)

## PROVIDER OR STAFF PHOTO

Photos should be professional quality, with simple backgrounds. Staff should be professionally dressed, including a Miracle-Ear lab coat when appropriate. Use the Hearing Care Specialist's full name and title, certifications or credentials.

### Proper Lighting Arrangement

- Position light sources on both sides of subject to avoid shadows on face.
- Use a light source to illuminate background behind subject to avoid shadows in background.

### Camera/Subject Position

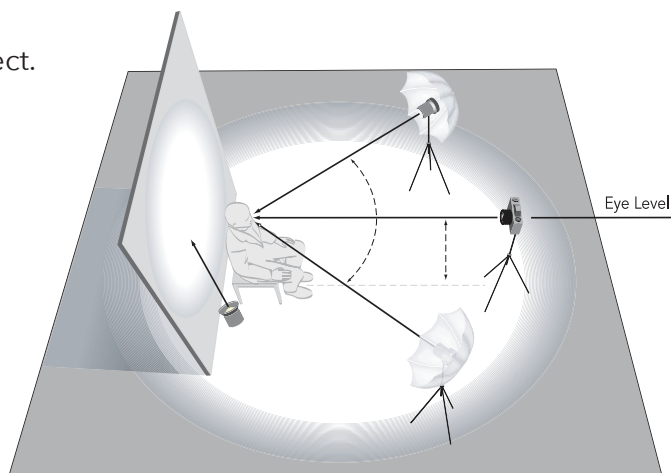
- Place camera approximately 4 ft (120 cm) from the subject.
- Have camera at subject's eye level.
- Position subject facing the camera.

### Resolution Quality

Please create two image files with the portrait:

*Image 1: This image will be used on our website.*

- Naming convention:  
StoreNumber\_FirstName\_LastName\_web.jpg
- File format: JPEG format is required
- Resolution: 72 dpi
- Height: 1.38"/100 Pixels
- Width: 1"/80 Pixels



*Image 2): This image will be used on all other marketing material.*

- Naming convention:  
StoreNumber\_FirstName\_LastName\_300dpi\_date.jpg
- File format: JPEG format is required
- Resolution: 300 dpi
- Height: 2.137"/641 Pixels
- Width: 1.763"/529 Pixels



# Customization

## 6 STEPS TO SUCCESSFUL PHOTOS

- Frame subject with full face, front view, eyes open
- Make sure photo presents full head from top of hair to bottom of chin
- Center head within frame
- Photograph subject against a plain white or off-white background
- Position subject and lighting so that there are no distracting shadows on the face or background
- Encourage subject to have a natural expression



**John Doe**  
BC-HIS



**The Miracle-Ear Team of**  
**<City>**

**Name:** Avenir Next Demi Bold  
**Title:** Avenir Next Regular

## TESTIMONIALS

Customer testimonials should appear in one of the approved brand colors, using italicized font. If you have written permission you may use a customer's full name. Otherwise use only first name, last initial and state.

*"From my first visit, I appreciated the professional yet affordable experience, service, and product. It is meaningful to know I can travel and still get service across the country. Thank you for so many excellent, hearing care specialists."*

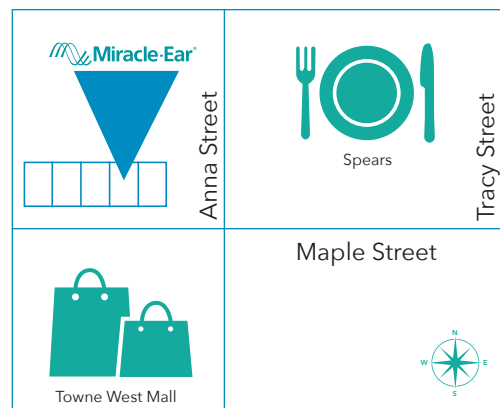
– Donna B., FL

*"From my first visit, I appreciated the professional yet affordable experience, service, and product. It is meaningful to know I can travel and still get service across the country. Thank you for so many excellent, hearing care specialists."*

– Donna B., FL

## MAP

Maps should be simple and include key streets and relevant landmarks.



# Fonts

## FONTS FOR PRINT AND WEB APPLICATIONS

**Primary font, Avenir Next.** This contemporary font visually reinforces the Miracle-Ear® brand tone. The font family is very flexible, with diverse weights and styles. This font is for headlines, subheads and the majority of body copy. This font should be used on all print materials.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## FONTS FOR INTERNAL USE

**Internal use font, Calibri.** Some computers have certain limitations with fonts. Miracle-Ear has established a corporate digital font for all computer applications, specifically for internal use. This includes Word documents, PowerPoint presentations and the like. This font should NEVER be used for print materials. This sans-serif font is similar to the primary corporate font, Avenir.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

# Sample Branded Ad

## SAMPLE AD USING BRAND ELEMENTS

Here is an example of a newspaper ad that uses Miracle-Ear brand elements correctly.

Photography →

← Headline Treatment

← Brand Colors & Fonts

← Logo

← Locations  
← Local Website

← Tracking Code



**Hearing A Better Day Can Start Today.**

**Why Miracle-Ear\*?**

- 3 Year Warranty\*
- Lifetime Of Aftercare
- 30 Day Money Back Guarantee\*\*

**Schedule your FREE HEARING EVALUATION†**  
**1-800-000-0000**

- **FREE Complete Electronic Hearing Test†**  
This evaluation will measure precisely how well you hear across a variety of sounds.
- **FREE Video Otoscope Ear Inspection†**  
The video otoscope ear inspection will show you the inside of your ear and you'll see exactly what we see.

**PLUS get these offers**

- Save up to 30% off our full-line of Open Fit Technology
- **FREE hearing aid charger with purchase††**
- **Special Financing Available**

**SAVE NOW**  
on one of our smallest, custom digital hearing aids.

**Audiotone® Pro CIC \$895**

**HURRY! OFFER ENDS 00/00/0000**

Valid at participating Miracle-Ear® locations only. Limit one coupon per purchase. May not be combined with other offers and does not apply to prior sales. Cash value 1/20 cent.

**Save on our full line of digital hearing solutions.**

**HURRY! OFFER ENDS 00/00/0000**

Good only from participating Miracle-Ear® representatives. One coupon per purchase. No other offers or discounts apply. Discount does not apply to prior sales. Offer valid on ME-1, ME-2, ME-3, ME-4 Solutions. Cannot combine with any other offers. Cash value 1/20 cent.

**Buy One Get One 50% OFF**

**1-000-000-0000**

 **Miracle-Ear®**  
Hear A Better Day

**Take advantage of these offers at any of the following Miracle-Ear locations**

<b>Location Name 1</b> Address Line 1 Address Line 2 <b>000-000-0000</b> www.URL.com	<b>Location Name 2</b> Address Line 1 Address Line 2 <b>000-000-0000</b> www.URL.com	<b>Location Name 3</b> Address Line 1 Address Line 2 <b>000-000-0000</b> www.URL.com	<b>Location Name 4</b> Address Line 1 Address Line 2 <b>000-000-0000</b> www.URL.com
<b>Location Name 5</b> Address Line 1 Address Line 2 <b>000-000-0000</b> www.URL.com	<b>Location Name 6</b> Address Line 1 Address Line 2 <b>000-000-0000</b> www.URL.com	<b>Location Name 7</b> Address Line 1 Address Line 2 <b>000-000-0000</b> www.URL.com	
<b>Location Name 8</b> Address Line 1 Address Line 2 <b>000-000-0000</b> www.URL.com	<b>Location Name 9</b> Address Line 1 Address Line 2 <b>000-000-0000</b> www.URL.com	<b>Location Name 10</b> Address Line 1 Address Line 2 <b>000-000-0000</b> www.URL.com	<b>Location Name 11</b> Address Line 1 Address Line 2 <b>000-000-0000</b> www.URL.com

Hearing aids do not restore natural hearing. Individual experiences vary depending on severity of hearing loss, accuracy of evaluation, proper fit and ability to adapt to amplification. \*Not valid on Audiotone® Pro. \*\*If you are not completely satisfied, the aids may be returned for a full refund within 30 days of the completion of fitting, in satisfactory condition. †Our hearing test and video otoscopic inspection are always free. Hearing test is an audiometric test to determine proper amplification needs only. These are not medical exams or diagnoses nor are they intended to replace a physician's care. If you suspect a medical problem, please seek treatment from your doctor. ††Valid with the purchase of Miracle-Ear® ME-1 Solution (2 aids). Bluetooth Valid at participating Miracle-Ear locations only. Not valid with any other discount or offer. Does not apply to prior purchases. See store for details.

CODE: 00000000

Disclaimers →

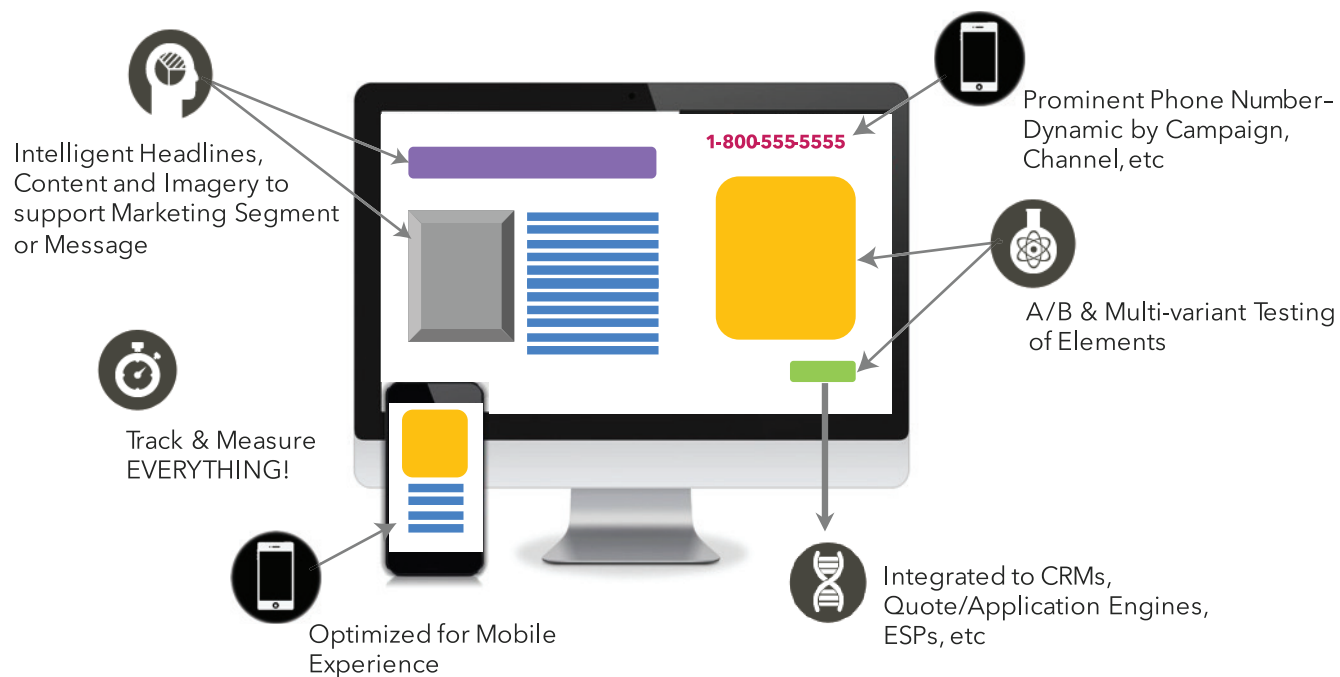
# Digital Elements

## LANDING PAGE BEST PRACTICES

Campaign-specific landing experiences with unique phone numbers and multi-variate testing can help engage prospects, gather more valid leads, and drive conversions by optimizing content and page elements that resonate with users most. Landing experiences should be optimized for all platforms and all device types.

Landing Experiences Include:

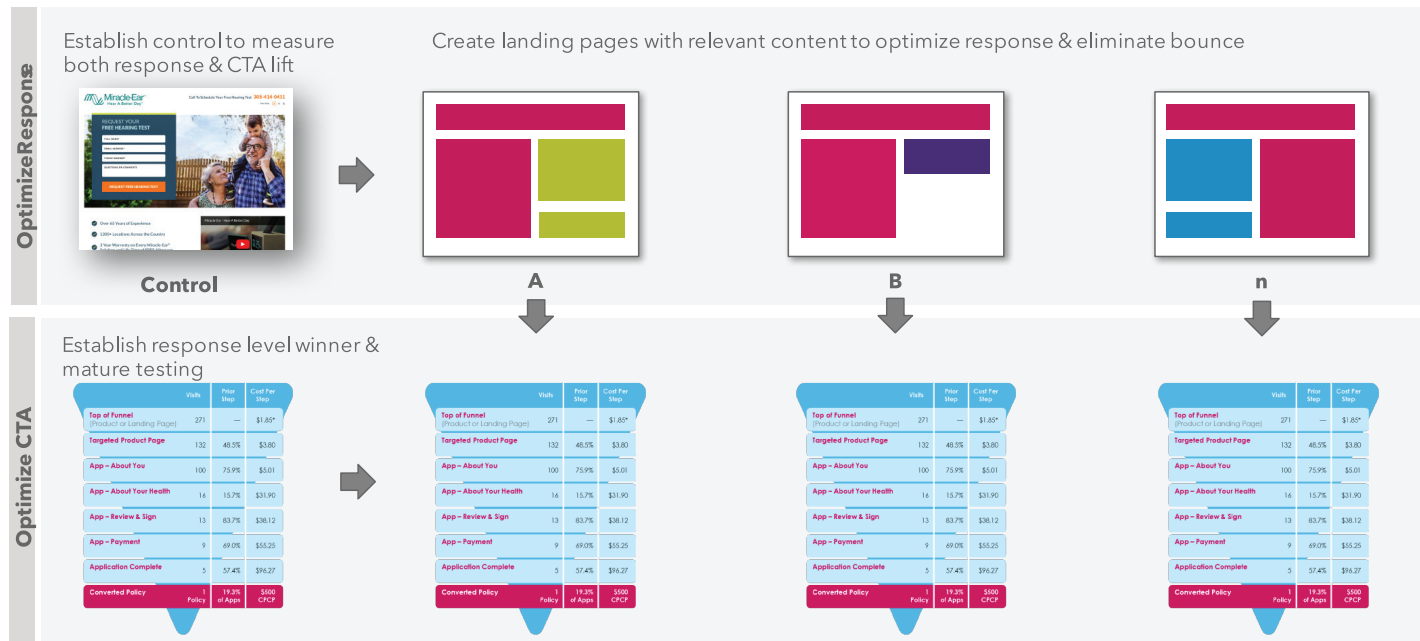
- Landing pages, local facility pages
- Multi-step experience for lead capture or info request
- Microsite for audience self-segmentation and rapid testing



# Digital Elements

## TACTICS: DEPLOY DIRECT TO CONSUMER

Test, optimize all the way through the sales funnel and measure how the initial response lift leads to a downstream conversion lift.



## BANNER AD BEST PRACTICES

Banner ads should be created with the web/digital style guide in mind (fonts, buttons, etc.), but the banner ad creative theme should be consistent/integrated with other media channels (Direct Mail, DRTV, etc.)

- Banner Ad KPIs are typically made up of:
- Response: Cost, Engagement Rate, Clicks, Cost per Click
- Down-Funnel: Visits/Visitors, Bounce Rate/Engaged Visit Rate, Page Views/Visit, Conversions, Revenue

Standard Ad sizes are included to the right. For static banners, accepted formats at JPEG, JPG, PNG or GIF. Animated banners can be uploaded as GIF or SWF, and Interactive banners (require an action from the user) can be uploaded as SWF.

### Desktop

Ad Unit	Size
Medium Rectangle	300 x 250
Leaderboard	728 x 90
Sky Scraper	160 x 600
Film Strip	300 x 600

### Mobile

Ad Unit	Size
Small Banner	320 x 50
Mobile Square	300 x 250
Portrait Interstitial	320 X 480
Landscape Interstitial	480 X 320

### Facebook

Ad Unit	Size
Newsfeed	1200 x 628
Right Rail	1200 x 628
Mobile Newsfeed	1200 x 628

# Broadcast Elements

## TV ENDPLATES - LOCAL BROADCAST

To maintain consistency with the core content of the television spots, use the following colors, fonts, and layout when customizing endplates with local tags.

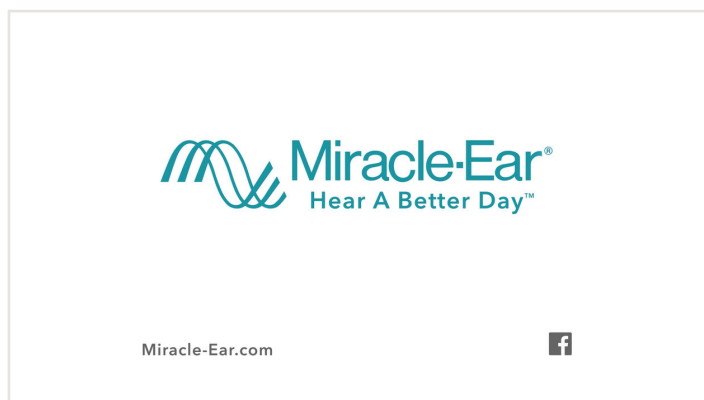


CMYK: C=96, M=3, Y=35, K=12  
RGB: R=0, G=140, B=149

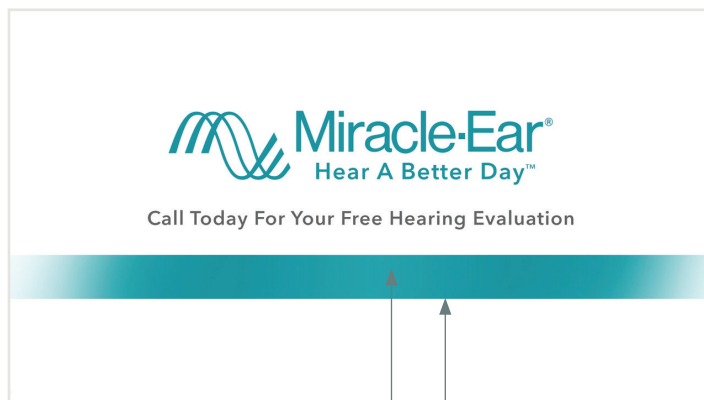


CMYK: C=0, M=0, Y=0, K=70  
RGB: R=88, G=89, B=91

## URL BAR



## LOCAL ENDPLATE



Avenir Next Demi Bold, 65 pt  
Avenir Next Regular, 53 pt

# Language

## REGISTRATION MARK ( ® )

These rules also apply to the use of trademarks (™) and service marks (SM).

- Use the registration mark with Miracle-Ear when it is used as a descriptor, for example, Miracle-Ear® hearing aids.
- Do not use it with Miracle-Ear when referring to Miracle-Ear the company.
- Use the registration mark in the first instance in body copy for each page. Subsequent occurrences on the page do not need the mark.
- Do not use the registration mark in headlines.
- Registration mark should be approximately six points smaller than the regular copy and adjusted to be top justified (superscript effect). Ex: Miracle-Ear®

## MIRACLE-EAR TERMS

- Miracle-Ear is America's Most Recognized Brand of Hearing Aids
- Miracle-Ear customers are referred to as customers or patients. Can also be referred to as wearer or user. Do not use client, consumer or guest.
- Miracle-Ear locations are referred to as locations or centers. Do not use clinic.
- Miracle-Ear hearing aid dispensers should be referred to as Hearing Care Specialists in all customer facing materials. The use of Hearing Care Professional is only acceptable in internal communications, such as training materials.
- Miracle-Ear front office associates are referred to as FOA or Front Office Associate.
- Miracle-Ear products are referred to as hearing solutions or hearing aids.

## MISCELLANEOUS

- When using the brand name Miracle-Ear in text, there must always be a hyphen between "Miracle" and "Ear."
- Don't split Miracle and Ear at the end of a line in copy.
- Don't use Miracle-Ear in the plural (Miracle-Ears).
- Don't use Miracle-Ear in the possessive (Miracle-Ear's).
- Copyright information ©Year Miracle-Ear, Inc.

# Language

## REGISTRATION (®) & TRADEMARKS (™)

A trademark is a word or name that identifies and distinguishes our Miracle-Ear products and services from our competitors. The following trademarks should be used in marketing materials to differentiate and protect the Miracle-Ear brand.

- Audiotone® Pro
- ClearVation™
- Data Recall™
- GENIUS™ 2.0
- Guardian®
- Intelligent Peak Smoothing™
- ME-1 Solution®
- ME-2 Solution®
- ME-3 Solution®
- ME-4 Solution®
- MEBluConnect™
- mini MEBluConnect™
- Mirage™
- SmartResponse™
- SoundBoost™
- VoiceTarget™
- Hear A Better Day™
- What Will Your Miracle Sound Like?®
- What Do People Notice About You?®
- You'll Like What You Hear™



# Disclaimers

## DISCLAIMER MARKS

Use a disclaimer mark in the first instance of a claim or offer on each page. Subsequent occurrences on the page do not require the disclaimer mark. Disclaimers must be noted on each separate component.

Please use the marks below in the indicated order when referencing disclaimer copy:

- 1) \* (single asterisk)
- 2) \*\* (double asterisk)
- 3) † (single cross)
- 4) †† (double cross)
- 5) ◇ (single diamond)
- 6) ◇◇ (double diamond)

## PRODUCT AND SERVICE DISCLAIMERS

The font required for disclaimers is 5-7 point Avenir.

### 1. Standard Fair Balance

*Use: When stating how our products and services may help consumers hear more clearly and/or hear more sounds, improve their lives, communicate in difficult listening situations, etc.*

Hearing aids do not restore natural hearing. Individual experiences vary depending on severity of hearing loss, accuracy of evaluation, proper fit and ability to adapt to amplification.

### 2. Warranty Disclaimer

*Use: With general reference to a warranty.*

See store for complete warranty details.

### 3. 3-Year Limited Warranty Disclaimer

*Use: With reference to 3-year limited warranty or 3-year limited warranty bug.*

Not valid on Audiotone® Pro.

### 4. Free Hearing Test Disclaimer

*Use: With any reference to a hearing test.*

Hearing test is always free. Not a medical exam. Audiometric test to determine proper amplification needs only.

### 5. Video Otoscope Inspection Disclaimer

*Use: With any reference to a video otoscope inspection. For national promotions, add: Not available at all locations.*

Our video otoscope inspection is always free. This is not a medical exam or diagnosis, nor is it intended to replace a physician's care. If you suspect a medical problem, please seek treatment from your doctor.

# Disclaimers

## 6. Free Services Disclaimer

*Use: With any reference to a free service, such as hearing aid checkup, fine-tuning, cleaning or demo, if you do not normally charge for the service.*

[Service description] is always free.

## 7. Hearing Test and Video Otoscope Inspection Disclaimer

*Use: When both a hearing test and video otoscope inspection are mentioned.*

Our hearing test and video otoscopic inspection are always free. Hearing test is an audiometric test to determine proper amplification needs only. These are not medical exams or diagnoses nor are they intended to replace a physician's care. If you suspect a medical problem, please seek treatment from your doctor.

## 8. Risk-Free Disclaimer

*Use: With any reference to risk-free or risk-free 30-day trial.*

If you are not completely satisfied, the aids may be returned for a full refund within 30 days of the completion of fitting, in satisfactory condition. See store for details.

## 9. 30-Day Trial Disclaimer

*Use: With any reference to 30-day trial.*

If you are not completely satisfied, the aids may be returned for a full refund within 30 days of the completion of fitting, in satisfactory condition. Fitting fees may apply. See store for details.

## 10. 100% Satisfaction Guarantee Disclaimer

*Use: With any reference to 100% satisfaction guarantee.*

If you are not completely satisfied, the aids may be returned for a full refund within 30 days of the completion of fitting, in satisfactory condition. Fitting fees may apply. See store for details.

## 11. BTE Water-Resistant Disclaimer

*Use: With any reference to water-resistant BTEs.*

Achieved IP67 rating per IEC 60529 standard. Water-resistant device can be completely submerged in water up to 3 feet for 30 minutes and dust will not interfere with the satisfactory operation of the device.

# Disclaimers

## OTHER BRAND TRADEMARK DISCLAIMERS

### 12. Bluetooth® Disclaimer

*Use: With any reference to a Bluetooth device.*

The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth® SIG, Inc., and any use of such marks by Miracle-Ear is under license. Other trademarks and trade names are those of their respective owners.

### 13. Apple Disclaimer

*Use: With any reference to Apple. Ex: Apple® iOS® smartphones lets you showcase all binaural features to your customers.*

Apple® is a trademark of Apple Inc.

### 14. App Store Disclaimer

*Use: With any reference to Apple App Store or use of the App Store icon.*

*Ex: Just download the GENIUSdemo App from the Apple App Store<sup>SM</sup> FREE to your smartphone.*

App Store<sup>SM</sup> is a service mark of Apple Inc.

### 15. iOS Disclaimer

*Use: With any reference to iOS smartphones. Ex: Apple® iOS® smartphones lets you showcase all binaural features to your customers.*

iOS is a trademark or registered trademark of Cisco in the U.S. and other countries and is used under license.

### 16. Android Disclaimer

*Use: With any reference to Android phones. Ex: Android™ smartphones let you showcase all binaural features to your customers.*

Android™ is a trademark of Google Inc.

### 17. GooglePlay Disclaimer

*Use: With any reference to GooglePlay or use of the GooglePlay icon.*

*Ex: Just download the GENIUSdemo App from the GooglePlay™ store FREE to your smartphone.*

GooglePlay™ is a trademark of Google Inc.

# Disclaimers

## PROMOTIONAL DISCLAIMERS

### 18. Standard Coupon Disclaimer

*Use: On all discount coupons. Note: List product exclusions.*

*Offer valid on <product name/model> only. Note: In some states, the suggested retail price must be listed: The suggested retail price of <product> is \$xxx. (List price range if multiple models are on sale.) Valid at participating Miracle-Ear® locations. Limit one coupon per purchase. May not be combined with other offers and does not apply to prior sales. See store for details. Cash value 1/20 cent. Offer expires xx/xx/xx.*

### 19. Gift with Test Offer Disclaimer

*Use: With any gift with test offers.*

*Must be at least <AGE> years of age and complete a hearing test to receive <GIFT>. Offer good only at participating locations. Quantities limited. Offer expires xx/xx/xx.*

### 20. Buy One Get One 50% Off Disclaimer

*Use: With any reference to buy one, get one 50% off offer.*

*Special offer applies to purchase of same Miracle-Ear make and model hearing aid. 50% discount applies only when first aid is purchased at the regular list price. Valid at participating Miracle-Ear locations only. Not valid with any other discount or offer. Not valid on previous purchases. Offer expires xx/xx/xx.*

### 21. Up to \$<xxx> Off a Miracle-Ear Hearing Solution When You Trade In Your Current Hearing Aids Disclaimer

*Use: With any reference to a trade up offer.*

*Valid when you trade-in your current hearing aids towards the purchase of a Miracle-Ear ME-1 or ME-2 Solution (2 aids). Valid at participating Miracle-Ear locations only. Not valid with any other discount or offer. Does not apply to prior purchases. Offer expires xx/xx/xx.*

### 22. Buy One, Get One FREE on All Battery Packs Disclaimer

*Use: With any reference to free batteries.*

*Free battery pack must be of equal or lesser value. Limit <xx> free packs. Excludes rechargeable batteries. Valid at participating Miracle-Ear locations only. Not valid with any other discount or offer. Does not apply to prior purchases. Offer expires xx/xx/xx.*



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