



CrystalCable®



INTERNATIONAL
AUDIO HOLDING
THE NETHERLANDS

Corporate Story



Company Vision Statement

“At IAH, we celebrate the seamless fusion of Dutch engineering and craftsmanship united with our passion for music. Our journey is a never-ending quest to refine ourselves, all with the singular aim of elevating your musical experience to unparalleled heights.”

—Edwin Rijnveld, CEO

IAH Corporate Story

Industry Expertise

Our industry expertise metrics demonstrate a capability that resonates with many customers. Feel free to incorporate the images below into your communications as appropriate.



10% Growth YOY



35+ Employees



40+ Years of Experience



12.000+
products/cables
produced per year



50+ Distribution Partners
Worldwide

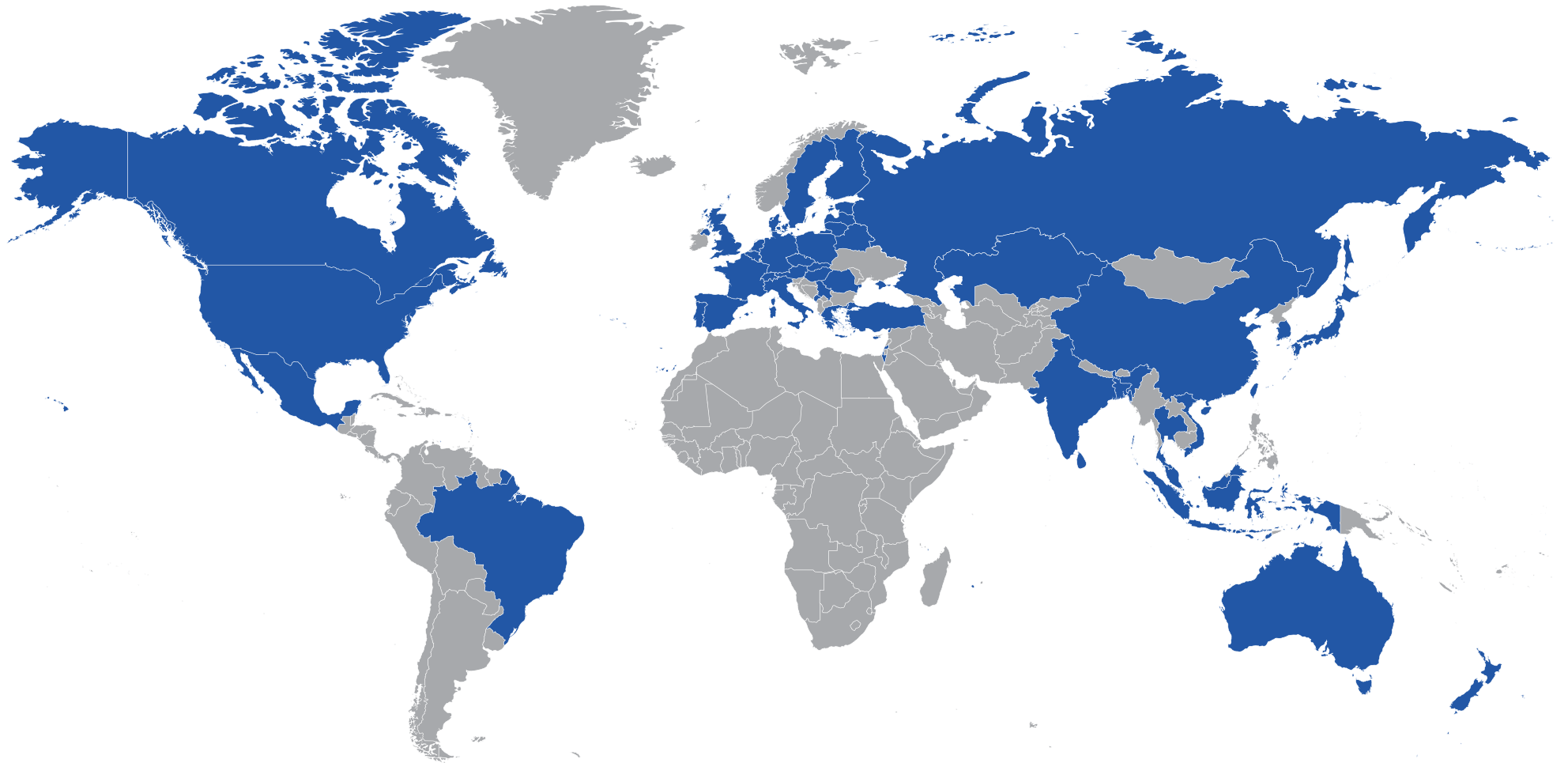


200.000+ Customers

Corporate Story

Global Footprint

Our global footprint illustration demonstrates a wide range of distribution across the globe.



 IAH Distribution network

Company & Brand Communication

Based in the Netherlands, International Audio Holding (IAH) is home to the prestigious and distinguished high-end audio brands – Siltech and Crystal Cable. As a rapidly growing and internationally operating high-end hi-fi company, IAH develops and produces high-quality audio cables, electronics, and loudspeakers sold in more than 50 countries worldwide.

Brand - Crystal Cable

At Crystal Cable, we are committed to innovation and elegance in music technology. Our commitment to excellence drives us to design audio products that reveal the purest essence of music. With a focus on sophistication and performance, we're here to elevate the Hi-End Audio Technology experience.



Crystal Cable Brand Guidelines

Crystal Cable Brand Vision

Crystal Cable is the harmonious fusion of new-age technology and artistry, which takes you into a world of musical luxury, where innovative technology and imagination unite to create an unmatched Hi-End audio experience.

Brand Statements

- Technical Excellence with Artistic Elegance
- Engineering designed for the ultimate Musical Experience
- Luxury Audio Technology with Sophisticated Finesse
- Innovative precious metal technology

Adjectives to define Brand Personality

- Musicality & Artistic
- New-age Technological Innovation
- Hi-End Excellence in Audio Technology
- Precious Metals
- Sophisticated Audio Performance

Logo

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.

Our logo embodies a Crystal shape, in the centre of which you can also recognize a tuning fork and a tulip from the Dutch land.

The three elements signify our Dutch heritage, artistry and musical background, which are brought to your home by our audio products.



Logo

Master Logo

Primary Color

Grayscale

Reverse

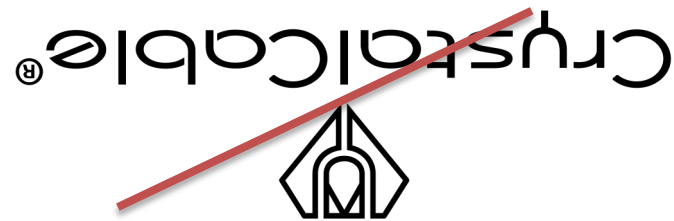


Logo Misuse

Any changes to our logo diminishes its integrity and the equity of our brand. The examples shown here are some specific “do nots” for our logo. Do not in any way, shape, or form alter the logo.



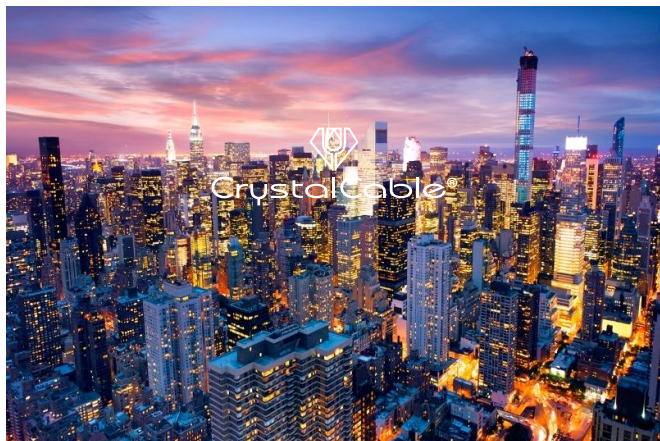
Do not stretch any part of the logo.



Do not rotate the logo or use at an angle.



Do not change the font of the wordmark.



Do not place the logo on a busy background.



Do not change the color of any part of the logo.

Crystal Cable Brand Strategy

Our brand is more than just our company name or our logo; it's the sum total of everything we say and do. Our brand connects people to who we are as an organization and how we want to be known.

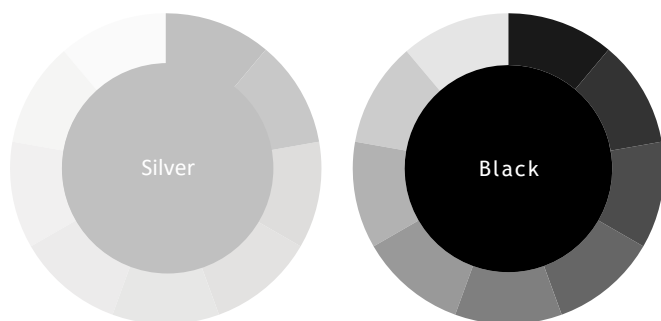
These guidelines will empower you to communicate the IAHL brands with confidence and clarity. It has been designed to ensure brand consistency and to enable you to create strong, recognizable and innovative communications.

Crystal Cable

Brand colors

Please feel free to use our selection of brand colors to create Crystal Cable Advertisements and Creatives. We have also included the supporting colors to enhance your designs and can be used for titles and highlights.

Primary colors



CMYK

C0 M0 Y0 K25

RGB

R192 G192 B192

HEX

#C0C0C0

RAL

7047

CMYK

C0 M0 Y0 K100

RGB

R29 G29 B27

HEX

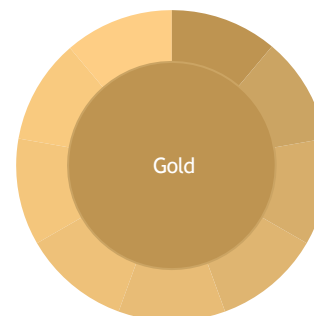
#1D1D1C

RAL

9005

Supporting colors

Art Series / FD22



CMYK

C25 M40 Y79 K3

RGB

R188 G147 B81

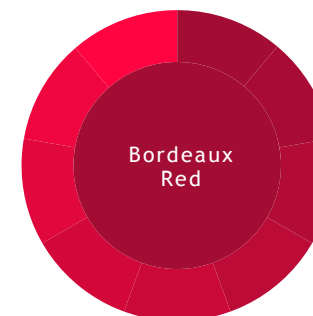
HEX

#be9451

RAL

1024

Diamond Series



CMYK

C7 M100 Y68 K32

RGB

R163 G12 B51

HEX

#A30C33

RAL

3037

Social Media

Facebook

Crystal Cable

Link: <https://www.facebook.com/CrystalCable.IAH/>

General Hashtags

- #Crystalcable
- #musicinnovation
- #Eleganceinartistry
- #LuxuryAudio
- #MusicMasterpiece

Crystal Cable
10K likes · 11K followers

Intro
Super high-end audio cables with exceptional design loudspeakers, electronics, and portable products

Page · Electronics
+31 481 374 783
info@crystalcable.com
crystalcable.com

Photos See All Photos

Featured
People won't see this unless you pin something.

Crystal Cable
Published by Rishabh Kumar · 2h · 🌐

A Look Back at the Warsaw Event 2023 📸
Let's take a trip down memory lane to the Audio Video Show Warsaw 2023, where we presented our flagship Art Series!
It was an incredible gathering of audiophiles, and we're grateful for your overwhelming support...
See more

4
Like Comment Share
Write a comment...

Social Media

Instagram

Crystal Cable

Company Hashtag

Link: https://www.instagram.com/crystal_cable/

General Hashtags

- #Crystalcable
- #musicinnovation
- #Eleganceinartistry
- #LuxuryAudio
- #MusicMasterpiece



crystal_cable

Edit Profile

View archive

Ad tools



290 posts

1,410 followers

109 following

Crystal Cable

Super high-end audio products. Cables, speakers, interconnects, portables, and electronics.
www.crystalcable.com/news + 2



New

POSTS

SAVED

TAGGED



Social Media

LinkedIn

International Audio Holding (Siltech & Crystal Cable)

Our LinkedIn account is one way we can connect with customers and potential employees. It's a channel to share thought leadership as well as content related to our own employer branding.

International Audio Holding (Siltech & Crystal Cable)
Renowned high-end audio brands, developing and handcrafting high-end audio cables and equipment in the Netherlands.
Consumer Electronics · Elst, Gelderland · 200 followers · 11-50 employees

Viktor & 4 other connections follow this page

Message Following

Home **About** Posts Jobs People

Overview

International Audio Holding BV is the Dutch company behind the globally renowned and prolific brands Siltech and Crystal Cable. Although different, the two brands share one common goal: to create the best possible music reproduction through high-end audio products. All cables, speakers, interconnects, portables, and electronics are designed, engineered, and crafted by our specialised team in The Netherlands. Our products are distributed in over 50 countries, reviewed by the most renowned reviewers, and showcased at reputable high-end shows worldwide.

For more information, visit <https://www.siltechcables.com/> and <https://www.crystalcable.com/>.

Website
<http://www.InternationalAudioHolding.com>

Phone
+31 481 374783

Industry
Consumer Electronics

Company size
11-50 employees
20 associated members

Headquarters
Elst, Gelderland

Typography

Myriad Pro is our standard brand typeface. It should be used in all instances where typography is required for any external-facing collateral not created by the IAH Global Marketing team.

Typography shouldn't be overlooked as a key element within our toolkit. It is important to adhere to the leading, tracking and text arrangement specified in this document to achieve brand consistency.

Typography

Standard Typeface

Myriad Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ? ! " # € \$ ¢ % & / () [] =

Typography
Typeface Weights
Myriad Pro

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ? ! " # € \$ ¢ % & / () [] =

Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ? ! " # € \$ ¢ % & / () [] =

Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ? ! " # € \$ ¢ % & / () [] =

Semibold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ? ! " # € \$ ¢ % & / () [] =

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ? ! " # € \$ ¢ % & / () [] =

Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ? ! " # € \$ ¢ % & / () [] =

Imagery

Our photography and filming style captures real moments with real impact. It conveys a unique perspective on the dynamic nature of our people, communities, operations, and the changing world around us.

Imagery

Teams & Factory

This photographic style is for banners, advertisements, social media, and reports. Please use this or similar imagery when representing the products.

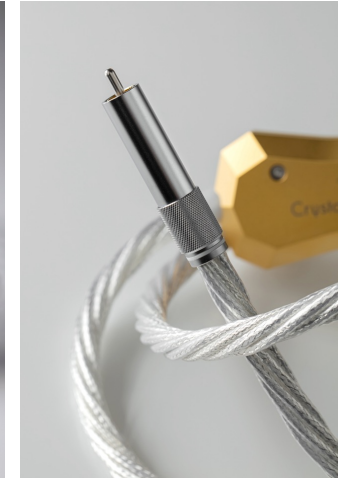
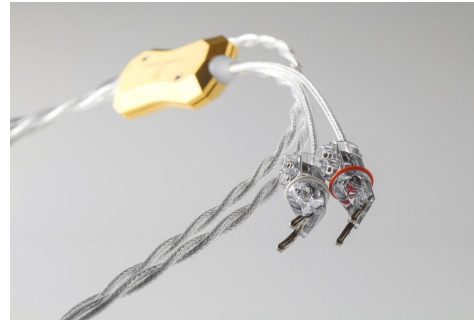
A wide selection of product photography and creative content can be downloaded from our 'distributor dashboard' at <https://crystalcable.com/distributor-login/>



Imagery Products

This photographic style is for banners, advertisements, social media, and reports. Please use this or similar imagery when representing the products.

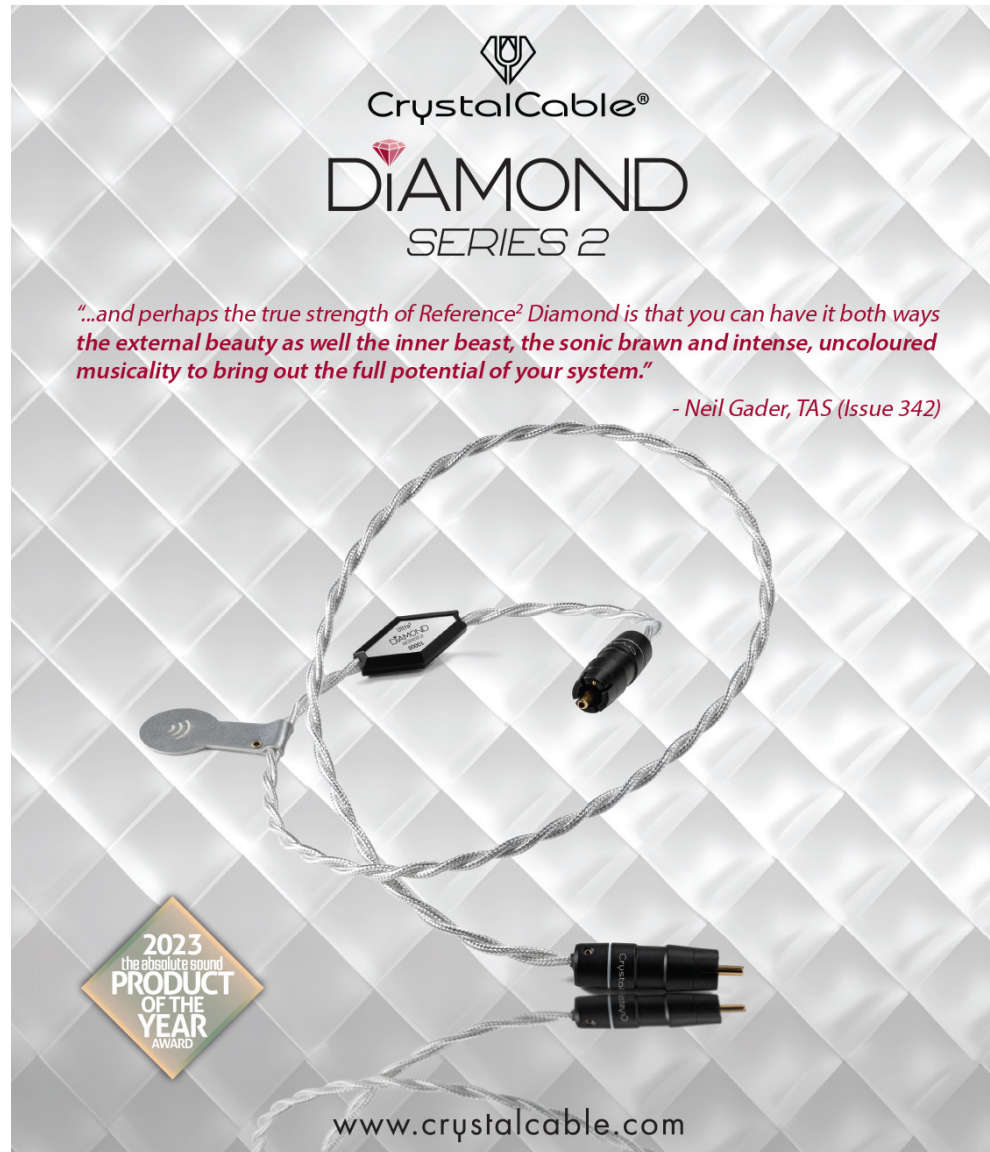
A wide selection of product photography and creative content can be downloaded from our 'distributor dashboard' at <https://crystalcable.com/distributor-login/>



Brand Story

Awards

Here is an example of how our ads creative looks like. We ensure to update our advertisements with new awards and recognitions. Additionally, we would be sending the information for all new achievements through our newsletters. For detailed list of all Awards and Reviews visit: <https://crystalcable.com/news/>



End

These guidelines will empower you to communicate the IAH brands with confidence and clarity. It has been designed to ensure brand consistency and to enable you to create strong, recognizable, and innovative communications.

Please feel free to reach out to us at marketing@internationalaudioholding.com