

Altec Lansing

Design Language

Development: Design

Essential strategy work drove the design of a new family of docking and portable audio products with use-driven features built around defined product platforms.

Through a minimal design language that speaks to acoustic performance and enhanced functionality, these products established a consistency and honesty of form, revitalizing key brand attributes and emphasizing the audio authenticity that is a core element of the Altec Lansing name and offer. Each product within the new family is further distinguished by precise design details, clearly-communicated user interfaces and consistent color, materials and finish palette.

This product design language is the first step in a complete re-launch of the Altec Lansing product portfolio and brand.

