



Press Release

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Award-Winning Audio Brand V-MODA Introduces New Brand Identity, Marrying Its Illustrious Past with Its Promising Future



The New Visual Identity Reflects V-MODA's Growth by Drawing on Its Classic Heritage Hexagon and Its Fellow Brand Family Members' Logos

Los Angeles, CA, January 11, 2021 – V-MODA, the award-winning manufacturer of the world's finest high-fidelity audio devices, announces its new brand identity alongside the debut of a new product. The rebrand includes a redesigned logo, a refreshed website and a brand-new tagline to better align with V-MODA's goal of delivering new and innovative audio products while empowering its customers to fully express themselves creatively.

Entering its third year as a fully-fledged member of the Roland family of brands, V-MODA's new visual identity reflects both its illustrious past and its promising future, incorporating familiar forms with sleek modern lines to demonstrate the brand's growth and new developmental direction. The new brand logo takes inspiration from the classic heritage hexagon, a recurring

form in V-MODA's industrial design, while the clean, minimalist lines draw on the logos of its fellow brand family members, BOSS and Roland.

"Roland's mission of bringing 'waku waku' or "thrill and excitement" to creative experiences inspired us to update our brand identity to better reflect V-MODA's new direction, which includes entering a brand new market segment - active noise cancelling," said Yoshitaka Shibata, V-MODA General Manager. "Our new logo and tagline embody both our commitment to our growing customer base while staying true to our mission to deliver the best headphones in the most stylish design."

Red, V-MODA's new brand accent color, symbolizes passion, courage, and dynamism, reflecting the brand's dedication to innovation and boldly redefining their category.

In addition to debuting a new logo, the brand has also introduced a new tagline: "Stylish Sound, Your Way." It is an ode to the ever-expanding [customization possibilities](#) V-MODA offers its customers and a reinforcement of its brand pillars of dedication to sound, design, and fashion.

For the full press kit, including hi-res versions of the logo, click [here](#).

About V-MODA

Designed in Milan, engineered in Japan and made to create, V-MODA is the music lifestyle brand where state-of-the-art tech meets stylish design. Founded in 2004, V-MODA has won multiple accolades for products that have become best-selling fan favorites and are considered essential gear by top performing artists from a variety of genres. V-MODA joined forces with Roland of Japan on 808 (August 8, 2016), to redefine and develop the next breakthrough in design-centric music products, with the partnership progressing in 2019 to fully incorporate V-MODA into the Roland family and facilitate a greater vision for the growth of both brands. Crafting with a "creators first" approach, Roland and V-MODA create high-quality audio products made for sound as both the artists and audio engineers intended. Visit www.v-moda.com follow us on [Facebook](#), on Twitter ([@VMODA](#)) and on Instagram ([@VMODA](#)).

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