

be quiet![®]

Brand Styleguide

As of April 2021

Life is noisy enough!

be quiet! is a premium brand manufacturer of quiet power supplies, cases and cooling products for desktop PCs. The brand's success is based on a deep passion for quality and German expertise throughout the entire development and manufacturing process. Product conception, design and quality control are managed from the German headquarters. **be quiet!** products are among the most reliable, efficient and quietest on the market.

The be quiet! corporate design is a reflection of these brand values. The communication is always of a high quality and calm. The products are presented elegantly and in their full perfection and the design is minimalistic and aesthetic. The deep black colour of the space highlights the brand and, in combination with the elements placed in the bottom, creates the unmistakably unobtrusive, calm be quiet! look and feel.



*GfK Panelmarkt, 2021

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Brand Appearance

be quiet! – that stands for silence, reliability, durability and premium quality. The passion with which we develop our products and our attention to detail are legendary and extends far beyond the borders of our northern German roots. We are never satisfied with the status quo and are always looking for ways to make even our best products even better. We place the utmost importance on the fact that our customers know and feel from the very first second that they are holding genuine **be quiet!** quality in their hands, and this contact begins long before they buy our products.

The **be quiet!** brand is a complete experience from a single source. Regardless whether it's the product itself, the packaging, the design of the website or a presentation video on one of our numerous social media channels, it's always important to us that it's clear at first glance that this is a **be quiet!** product, with clear, unambiguous and recognisable colour and style language.

This brand style guide defines our entire visual external communication, including all colour, style and design elements in all sizes and shapes, as well as in which way and in which context they may be used.

Logo

Primary logo

The primary logo of be quiet! should preferably be displayed on a deep black or white background.

The primary logo of be quiet! is displayed on a deep black background. The text "be" is in white, and "quiet!" is in orange. A registered trademark symbol (®) is located at the top right of the exclamation mark.The primary logo of be quiet! is displayed on a white background. The text "be" is in dark grey, and "quiet!" is in orange. A registered trademark symbol (®) is located at the top right of the exclamation mark.

Secondary logo

Logo with the addition of Listan GmbH/Listan Asia Inc./Listan Poland sp. z o. o./Listan USA Inc.

This logo may only be used for corporate letterhead.

B/W logo

If the logo cannot be implemented in colour, the b/w version is used. This can be the case, for example, in packaging



Clear space

The clear space of the be quiet! logo is derived from the 'e' from be quiet!

Minimum size

The minimum size in print is 20 mm (without register marks) and 30 mm with register marks.

Online, the logo always appears with a register mark. The minimum size here is 60 px.



Clear space

Print



Minimum size with register mark



Minimum size without register mark

Online



For sizes 29 mm and smaller, the ® sign must be omitted from the print as it is no longer legible.

Alignment

Standard

Ideally, the be quiet! logo is always used horizontally.

Exception

However, in exceptional cases, vertical applications (merchandise, e.g. flags) are permitted if space permits.

The image shows the 'be quiet!' logo in a horizontal orientation. The word 'be' is in white, 'quiet!' is in orange, and a registered trademark symbol (®) is at the end. The logo is centered within a white rectangular frame on a black background.

be quiet!®

Horizontal arrangement

The image shows the 'be quiet!' logo in a vertical orientation. The word 'be' is in white and 'quiet!' is in orange, with a registered trademark symbol (®) at the top. The logo is centered within a white rectangular frame on a black background.

be quiet!®

Vertical arrangement (e.g. on flags)

Placing the logo on images

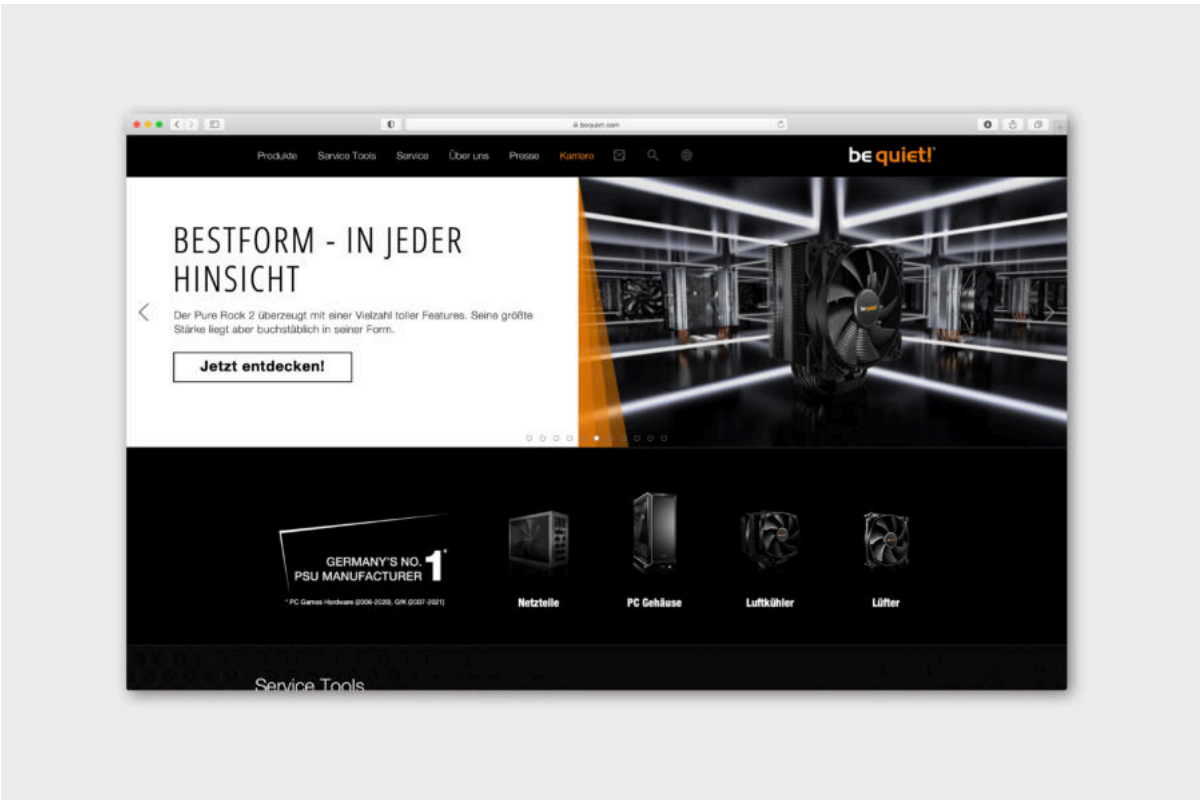
The positive and negative logo variants must always be placed on images in such a way that there is sufficient contrast.

To guarantee optimal legibility, it is important that the logo is placed on a calm background.



Logo

Examples of use



Don'ts



Warp



Reduce opacity



Rotate



Outlines



Split logo



Use b/w logo instead of colour version (only permitted in special cases)



Use other colours



Use other fonts



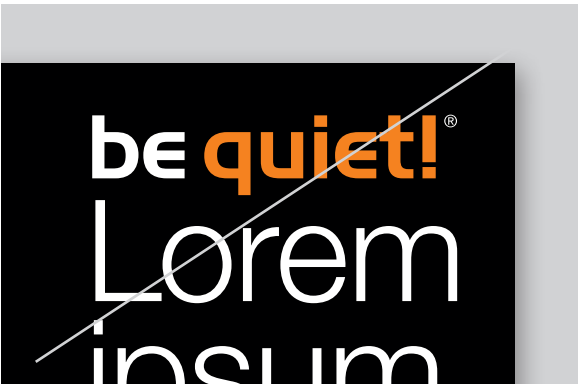
Additional text



Placement on images with a busy background and too little contrast



Effects



Clear space



Cropped logo



Placement without the exclamation mark



Old logo



Old logo (wrong shade of colour)

Layout principles

Fundamentals

The deep black colour is a special characteristic element of the be quiet! visual statement and appears in all **be quiet!** layouts – in the form of a black space or as a picture background.

be quiet! layouts have a clear structure and clear visual hierarchy. The focus is always on the most important information or features.

The layout is an interplay of all communication elements, such as images, colour boxes, logo and typography. The layout principle serves as the basis for the structure of all **be quiet!** media – from digital to print, from emotional to functional.

At **be quiet!**, the layout structure of brand and campaign communication differs.

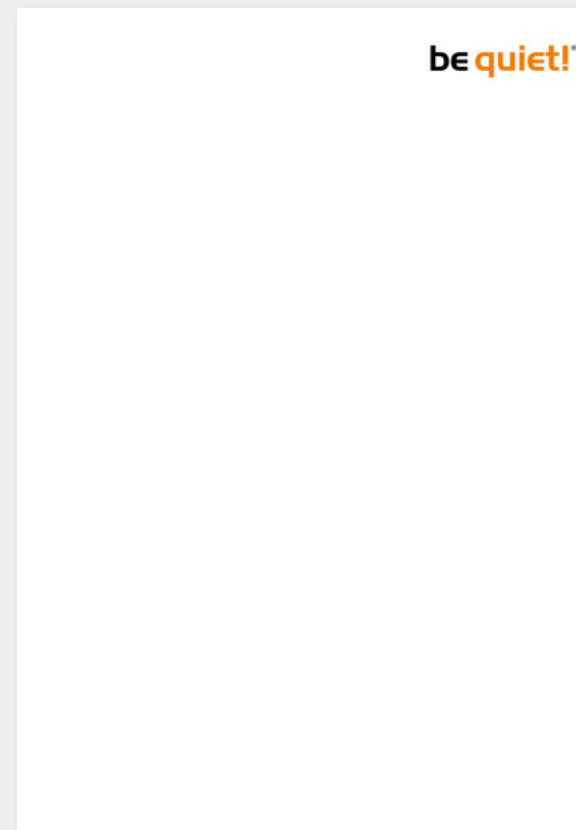
Logo placement

Placing the logo

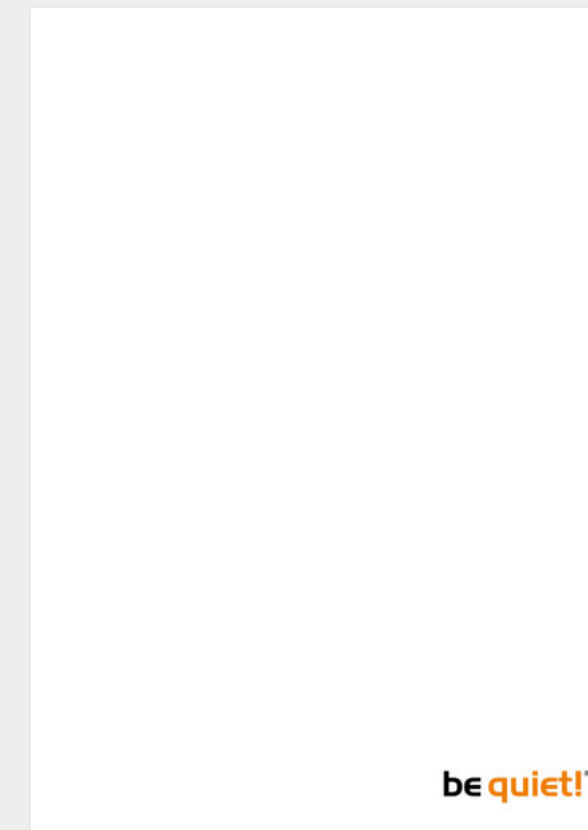
The logo can be positioned in the top right or bottom right corner, depending on the requirements and the touchpoint, within the predefined type area. This applies to portrait, landscape and all other formats.

In exceptional cases, the logo may also be positioned in the centre of the surface, such as on business cards.

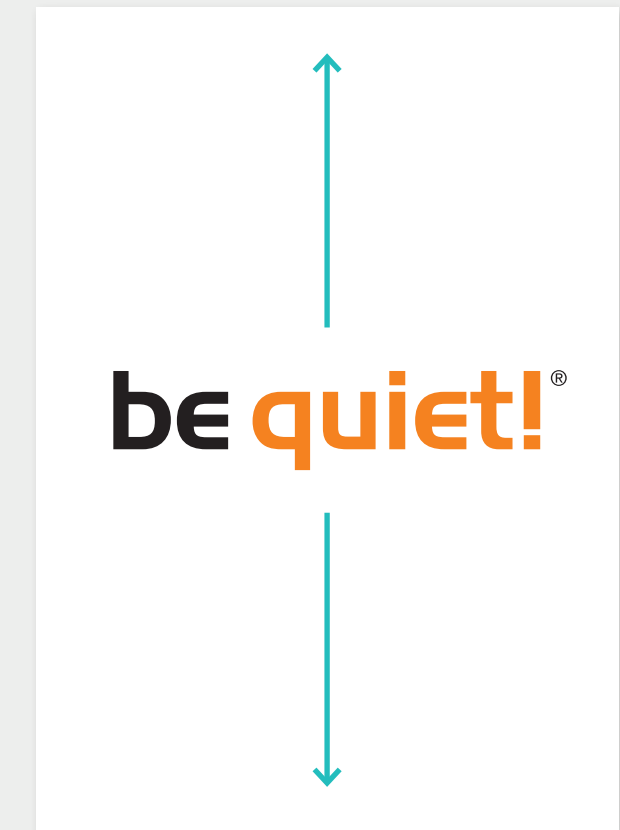
Logo placement
applies to portrait and landscape formats



top right



bottom right



Exception: centred

Logo proportions

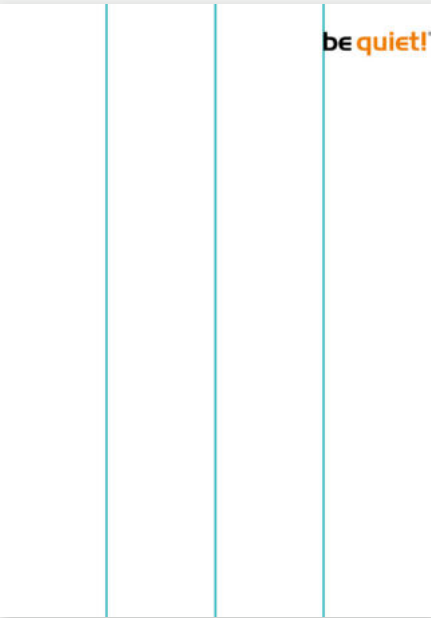
Proportion of the logos

In order to be as flexible as possible and to be able to react to extreme formats, the size of the logo can be freely selected within a space.

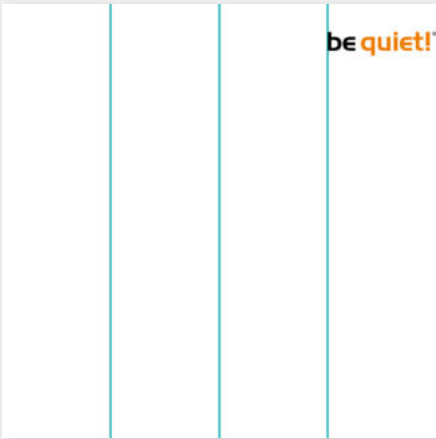
Enclosed you will find recommendations for the proportion of a logo for different sized formats.

Please note: The proportions of the individual elements should appear harmonious and similar at the various touchpoints.

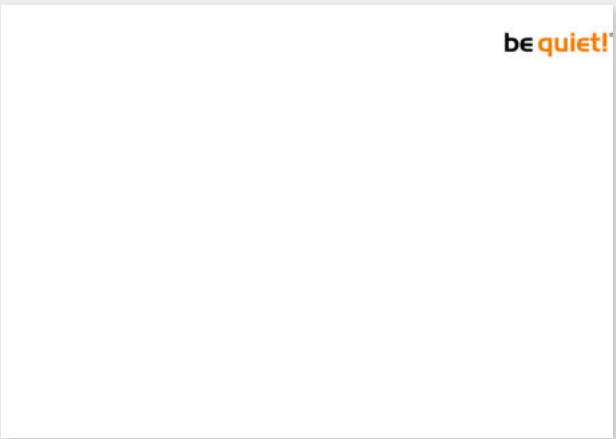
Standard formats



Standard portrait format (e.g. advert)
Logo proportion: 1/4 of the space

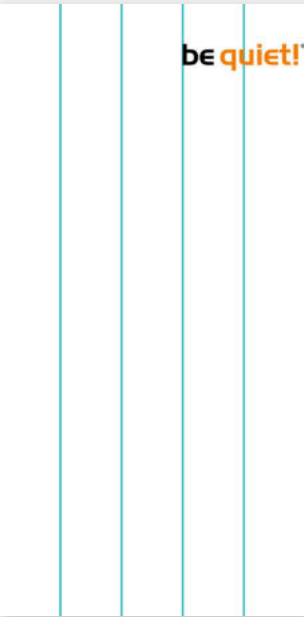


Square format (e.g. packaging)
Logo proportion: 1/4 of the space



Standard landscape format (e.g. advert)
Please adopt the logo proportion from the A4 portrait format

Extreme or very small formats



Extreme portrait format (e.g. flyer)
Logo proportion: 2/5 of the space



Very small square format (e.g. banner)
Logo proportion: 1/3 of the space



Extreme landscape format (e.g. banner)
Logo proportion: 1/5 of the space

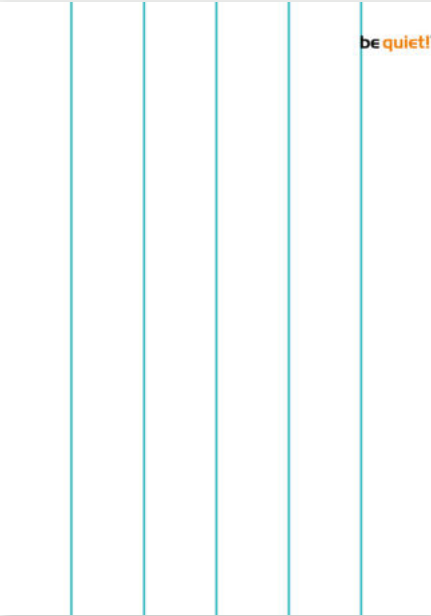
Logo proportions

Minimum and maximum logo placement

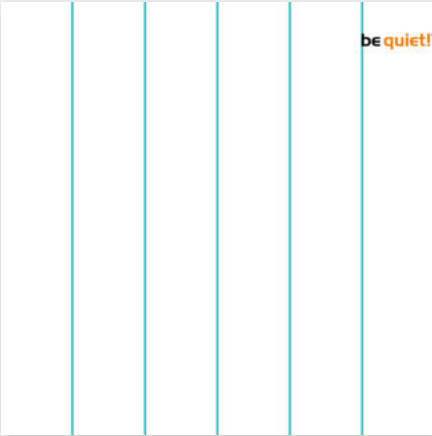
The minimum logo placement for portrait and square formats is 1/6 of the space. For landscape formats, the minimum logo placement is 1/7 of the space.

The maximum logo placement for all formats is format-filling, including the clear space around the logo. This can be the case, for example, with title pages or merchandise products.

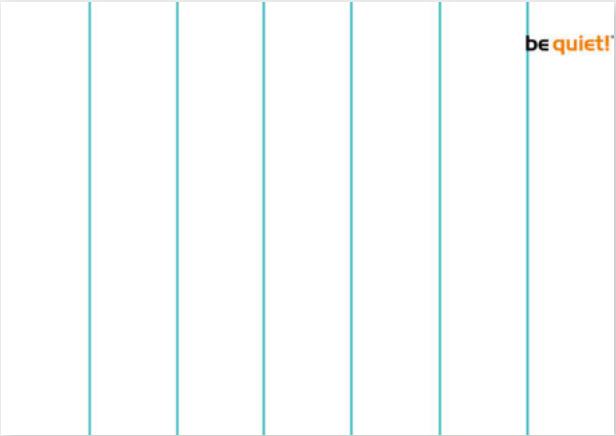
Minimal logo placement



Standard portrait
format 1/6 of the space



Square
format 1/6 of the space



Standard landscape
format 1/7 of the space

Maximal logo placement



Standard portrait format
(logo + clear space)



Landscape format
(logo + clear space)



Standard landscape format
(logo + clear space)

Type area

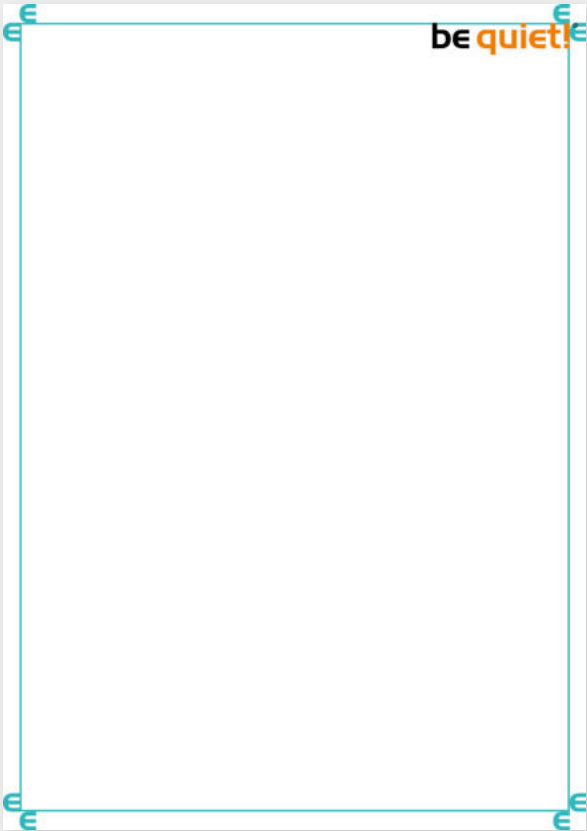
The size of the placed logo determines the type area of the layout.

The defined margins should be observed when placing elements in the layout or in a section. These are defined as follows:

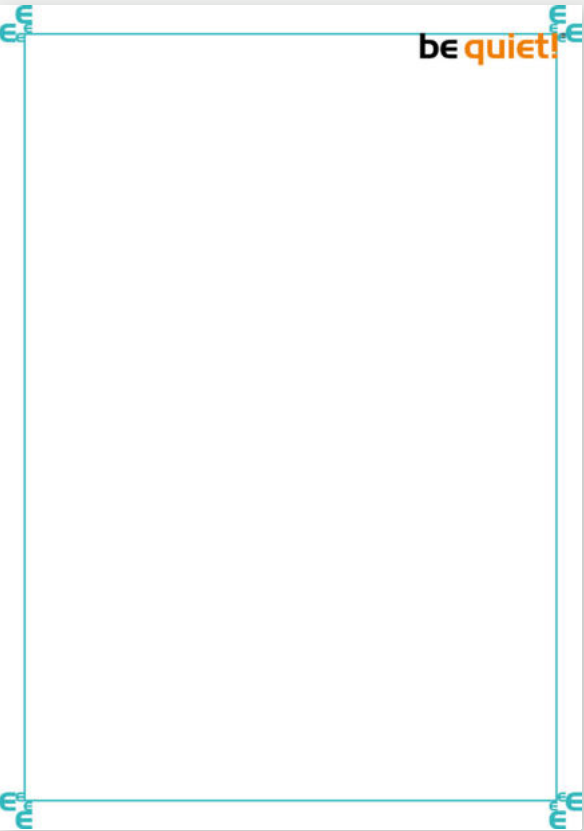
All logo and text elements are placed within the type area (these include icons, digital elements, additional logos, etc.). The distance of this area from the margin of the overall layout or the layout section is at least one ‘e’. It can be extended by 0.5 ‘e’ depending on requirements.

This applies to portrait, landscape and square formats.

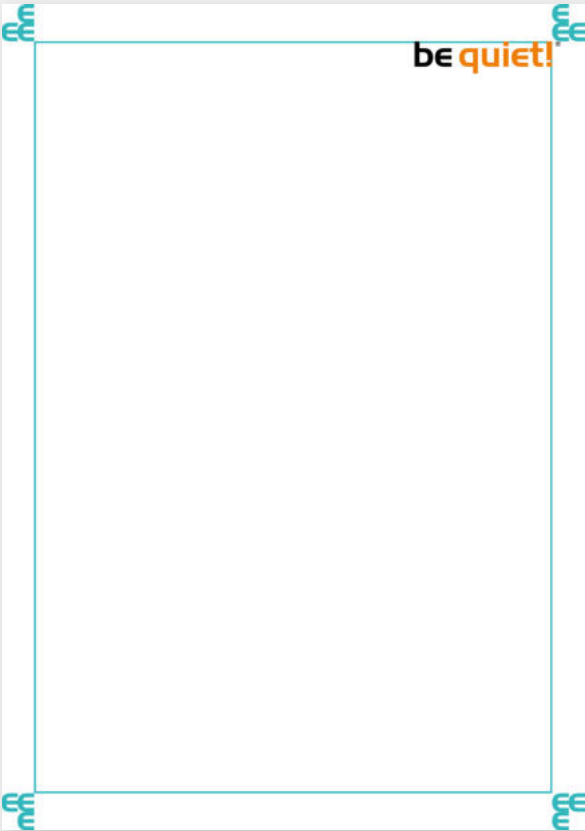
Determining the margin and the type area based on the ‘e’ in the logo



Minimum distance 1 ‘e’, extendable by 0.5 ‘e’.



1.5 ‘e’



2 ‘e’



For extreme landscape formats, the distance above and below the margin may also be reduced by 0.5 ‘e’ (for example, for packaging).

Placing text

A standard text block consists of the following elements:

- Headline
- Product logo (optional)
- Headline Continuous text
- Continuous text
- Bullet points
- Partner shops with web addresses (optional)

Text alignment

The placement of headlines and body text is based on the type area. Headline and body text are left-justified. The body text can also be fully justified for advertisements. The minimum distance between the headline and the heading for the body text is one ‘e’.

Exception:

For packaging, the product name and the sub-headline must be placed in the centre.

Text size

The text sizes are freely selectable, but their proportions must be correct. Avoid using too many different font sizes.

Standard text block

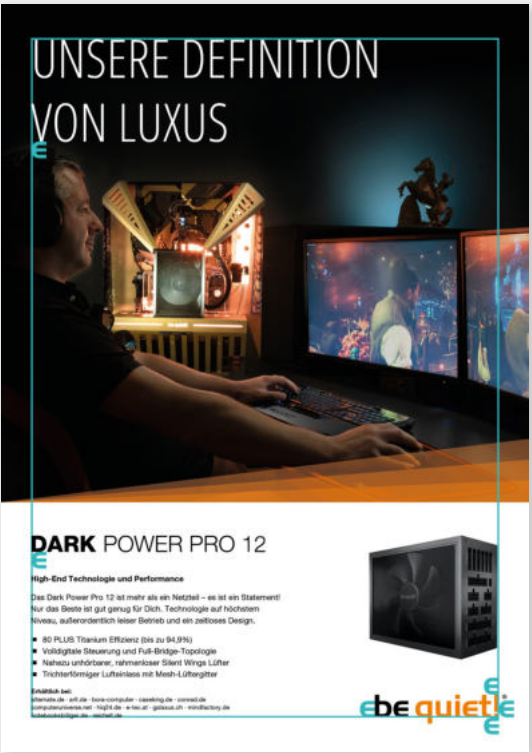
HEADLINE EOS



Headline for continuous text

Continuous text Natem ersperument voluptur sintae nimus, et latur, vel ipsam reratium accab ipsus, sum vollut es quunt molupistent veligni minctur.

bequiet.com



Example of use for an advert

Exception:
alignment of the text mid-axis

PURE ROCK 2

QUIET AND EFFECTIVE COOLING

Black



Example of use for packaging

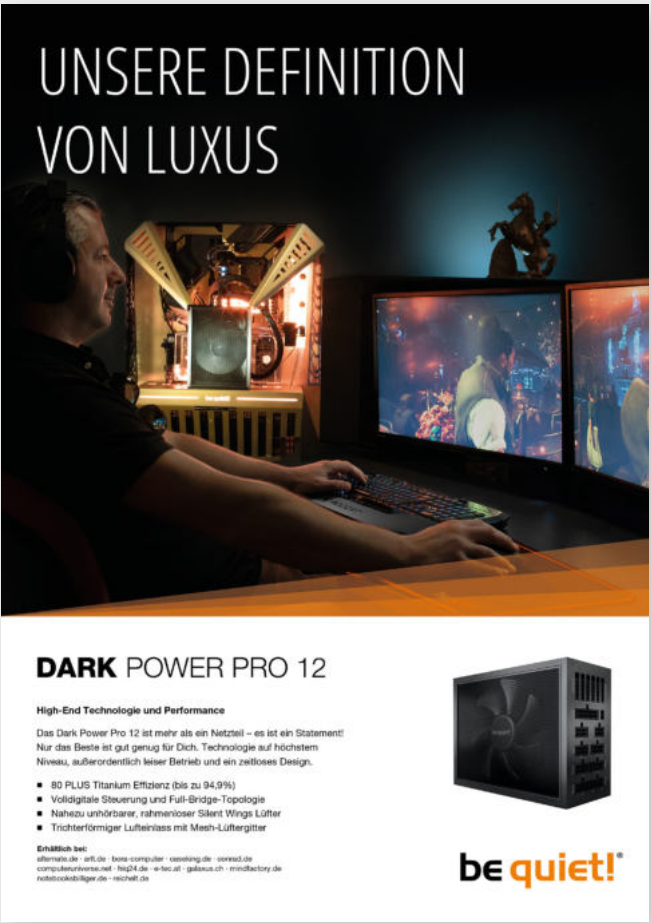
Text on images

Headlines may be placed on boxes as well as on images as long as they are legible on a calm background. Continuous texts may only be placed on black or white spaces.

The text colour is based on the respective background and is usually black for white spaces or light image motifs and white for black spaces and dark image motifs.

Detailed information can be found in the chapter Typography/ font colour.

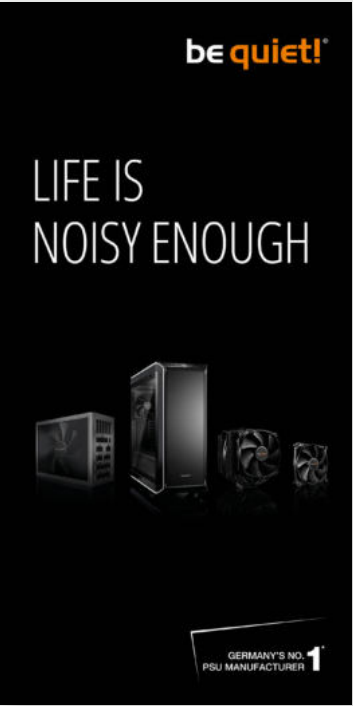
- 1. Advert
- 2. Advert
- 3. Flyer: cover



1.



2.



3.

Layout principles the brand

Organising the space

Layout – brand

For a clean look and feel, a simple layout in full format is recommended.

Grid

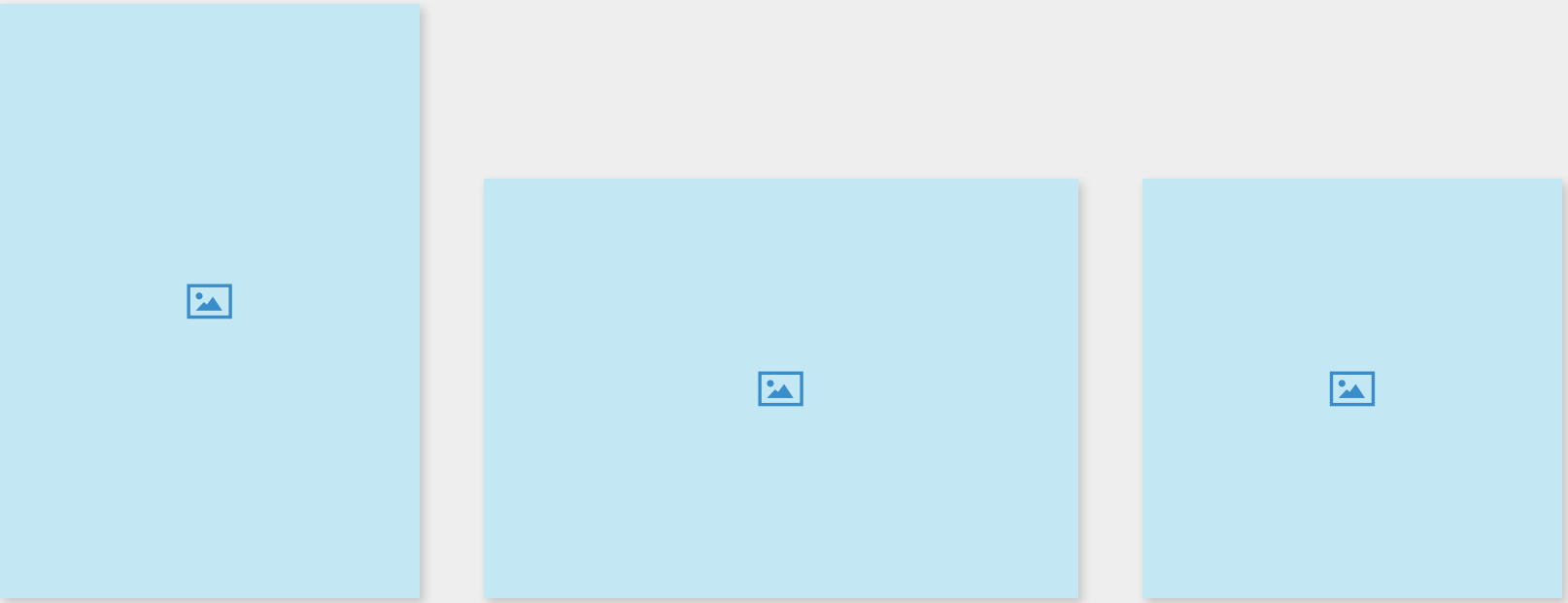
There is deliberately no fixed grid, but rather the focus is on flexibility. This makes it possible to respond to every touchpoint and every possible requirement and to be able to achieve the best possible result.

Layout

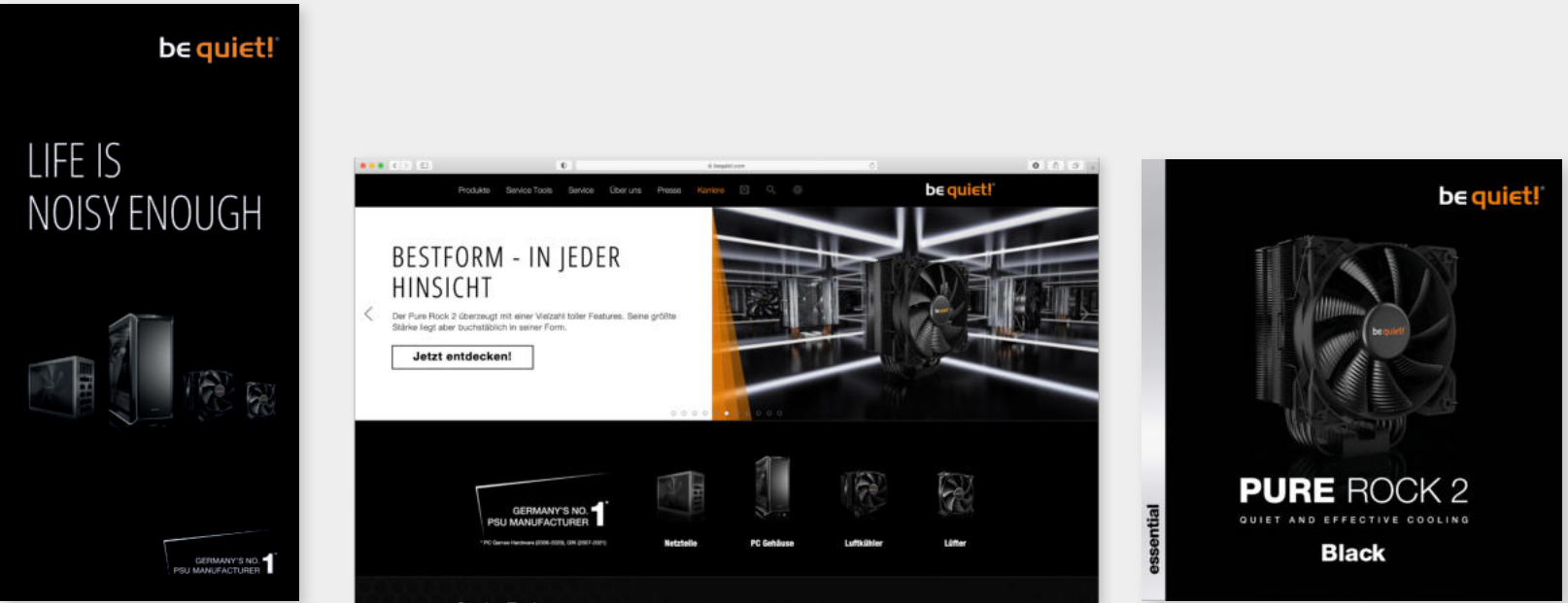
The brand communication is composed of a full-page product image, the be quiet! logo, typography and additional elements such as eye-catchers.

Note:

The product images are usually loaded into the layout as PSD or PNG files, including the placement. In this way we ensure that the black colour in the background is the same. It also gives us the flexibility to place the products in the layout.



Creating a full-format layout (brand communication)

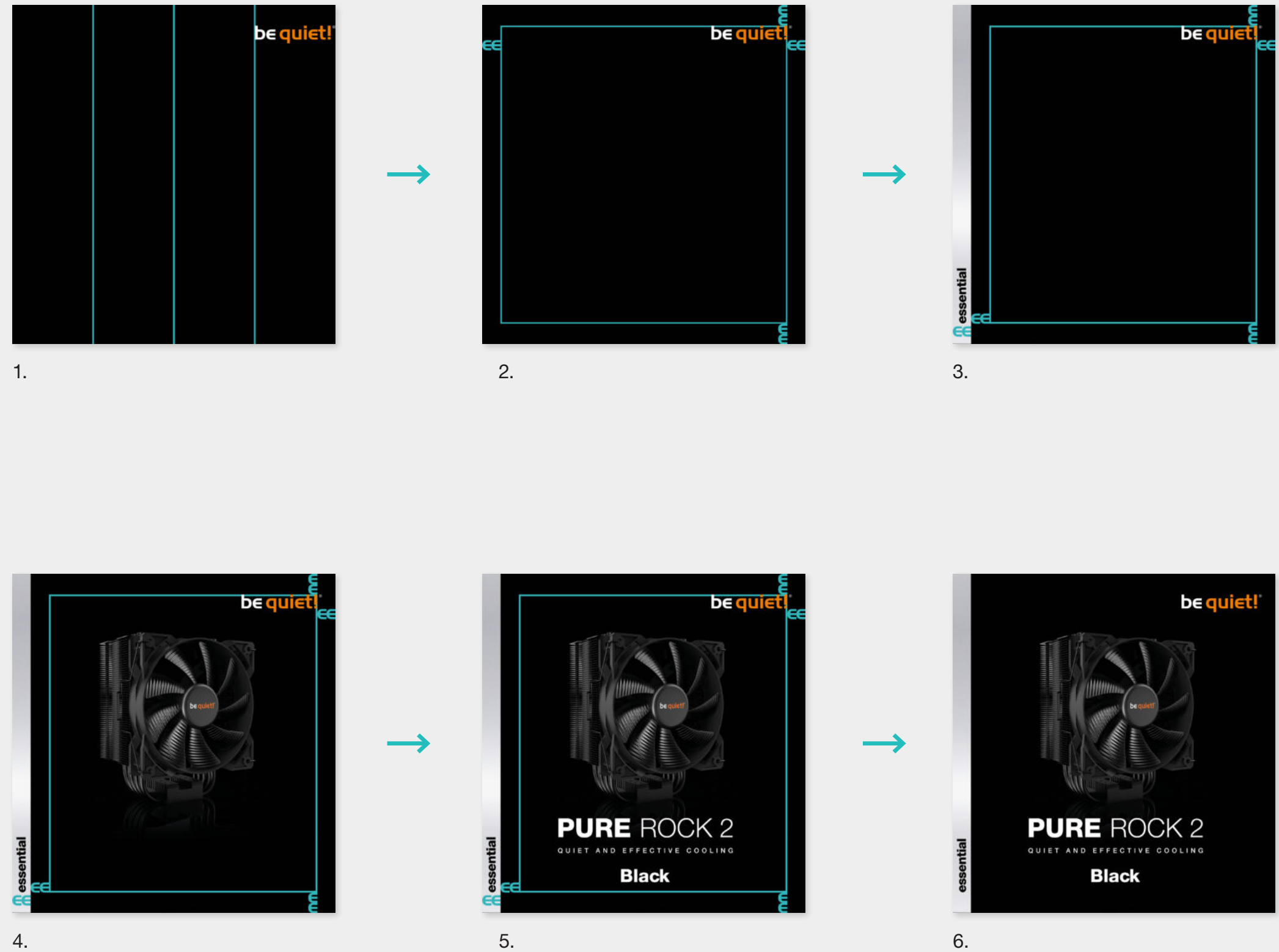


Loading of the image motifs, placement of the logo, text and other elements if desired.

Step by step

Creating a layout – brand

1. Place the logo and set the size (pictured here:
Logo + register mark = 1/4 of the width of the space)
2. Determine the type area.
3. Determine the width of the 'essential' bar
(pictured here: type area = width of the bar).
4. Fill the entire space with a product image.
5. Place the text and other elements in the space if desired.



S, M, L, XL Packaging

Packaging sizes S, M, L, XL

Four logo sizes are used for packaging design:
S, M, L and XL, which apply to similarly sized packaging.
This makes it possible to avoid using too many different
logo sizes.

Packaging S

Based on the Shadow Wings 2 packaging

Packaging M

Based on the Pure Rock 2 packaging

Packaging L

Based on the Pure Loop 120 mm packaging

Packaging S



Logo placement
1/4 of the space
(logo size S)



Type area: 2 ‘e’

Packaging M

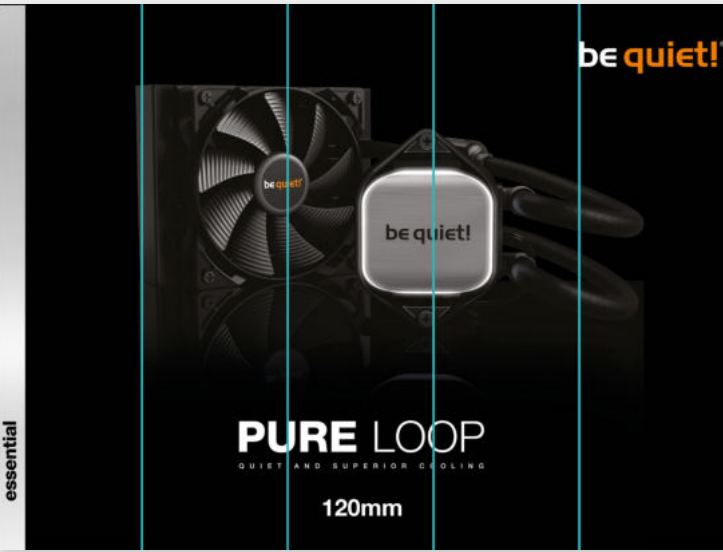


Logo placement
1/4 of the space
(logo size M)



Type area: 2 ‘e’

Packaging L



Logo placement 1/5 of the space
(logo size L)



Type area: 2 ‘e’



Type area for Pure Loop 280 mm/ 360 mm:
left + right: 2 ‘e’
top + bottom: 1.5 ‘e’

S, M, L, XL Packaging

Packaging XL
Based on the Pure Base 500DX packaging

Packaging XL



Logo placement 1/4 of the space of
Pure Base 500DX (logo size XL)



Type area: 1.5 ‘e’



Logo size XL, type area: 2 ‘e’

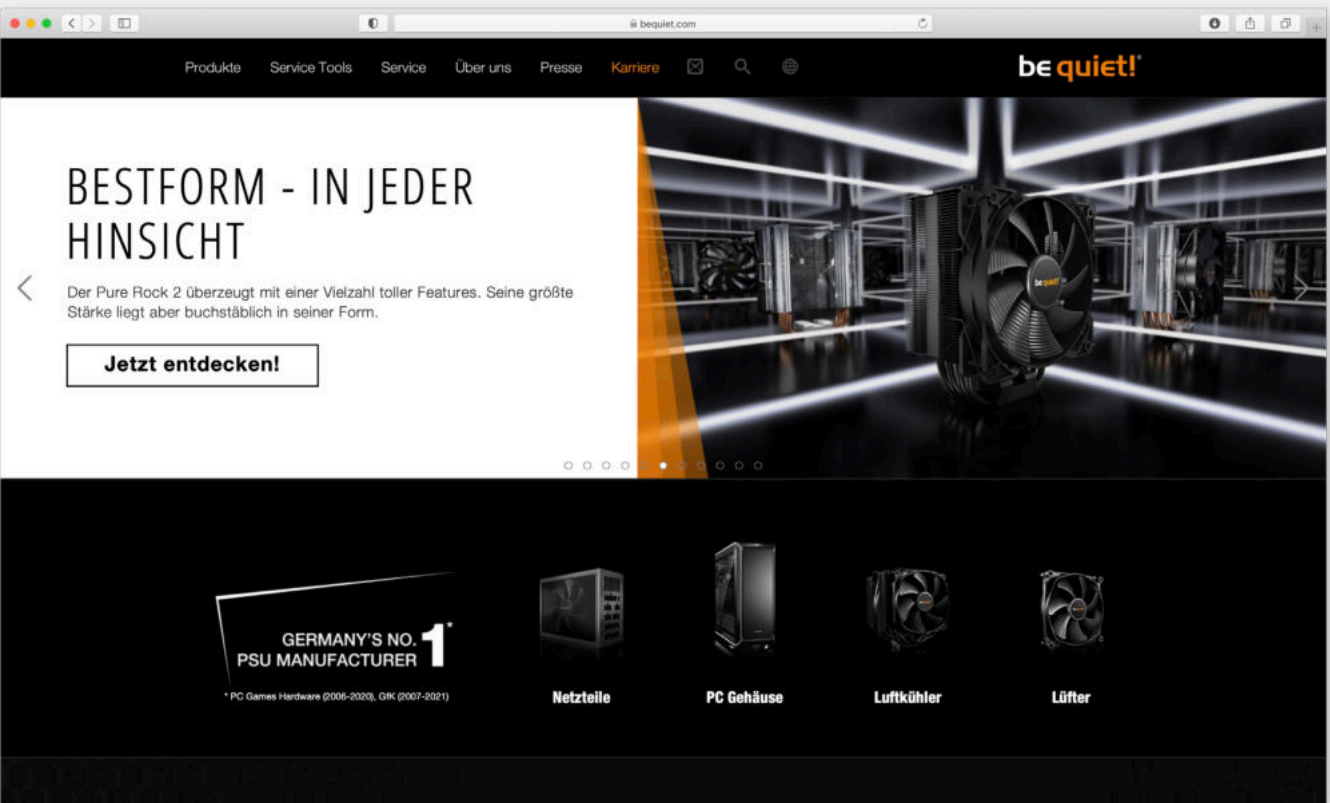


Examples of use

- 1. Trade fair stand
- 2. Website
- 3. Packaging
- 4. Flyer
- 5. Give-away



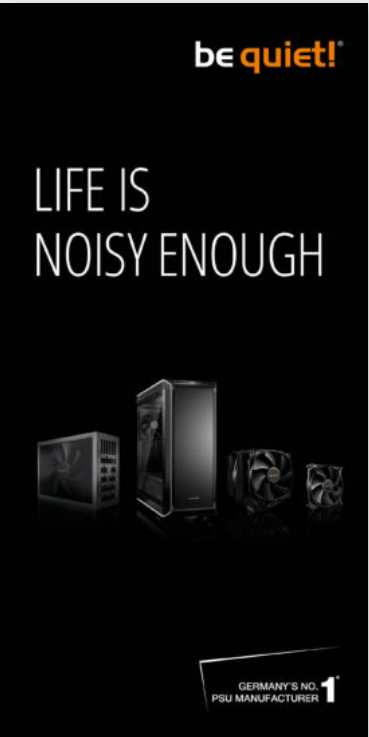
1.



2.



3.



4.

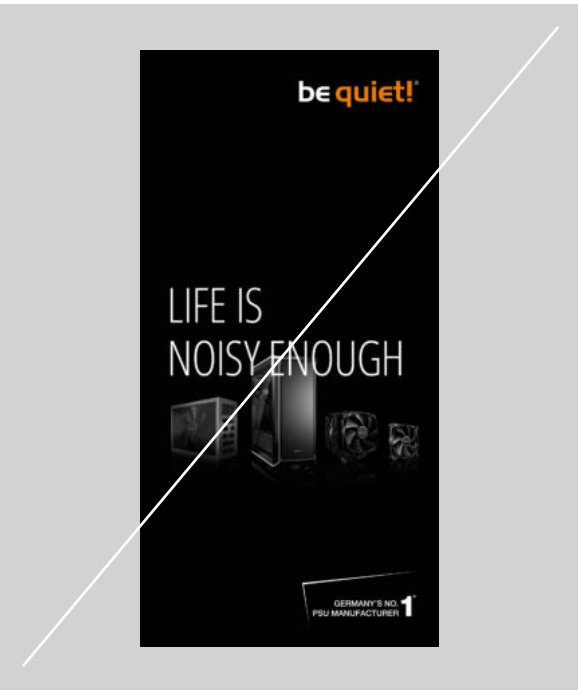


5.

Don'ts



Positioning of the logo



Positioning of the headline
(not above the product images)



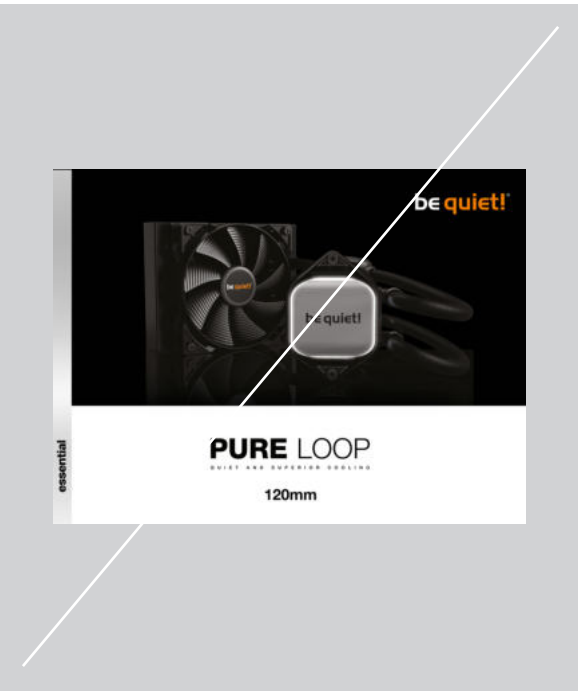
Product placement
(Place products so that they are not cut off)



Text left-justified (standard)



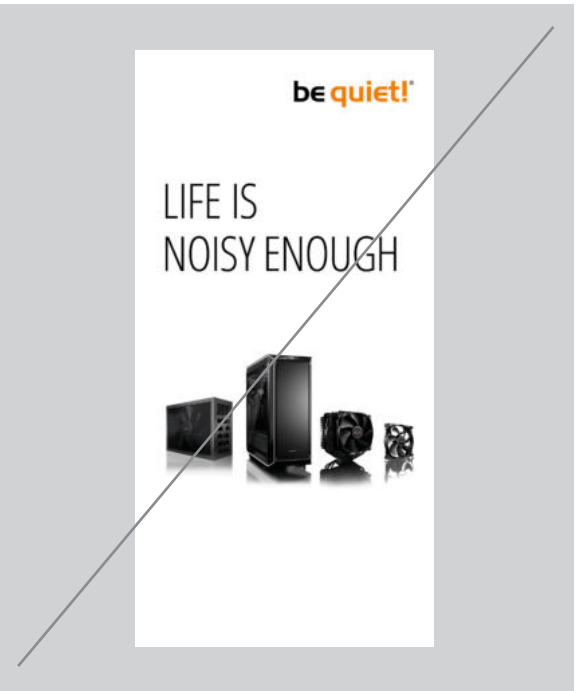
Product names mid-axis (exception)



No space division



Positioning of the product names
(place under the products)



Background colour black

Layout principles advertising campaigns

Organising the space

Layout – campaigns

A layout area divided into two sections is recommended to ensure a clean look and feel. It does not matter whether the subdivision is made horizontally or vertically: all sections must be straight and rectangular and are filled to the margin. Each section should have a function. Therefore, empty sections should be avoided.

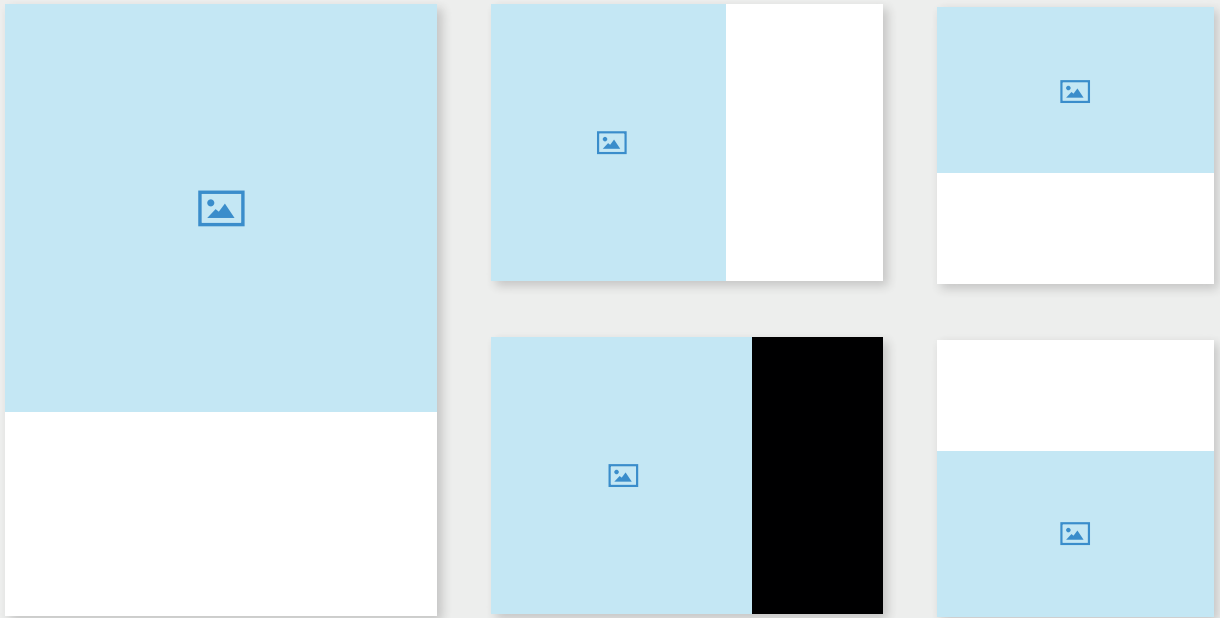
The division ratios should create an asymmetrical overall picture, e.g. 1:2, 2:3, 2:5. The background of the section can be a black or white box or a be quiet! motif of choice, whereby two images or two boxes may never be combined.

Grid

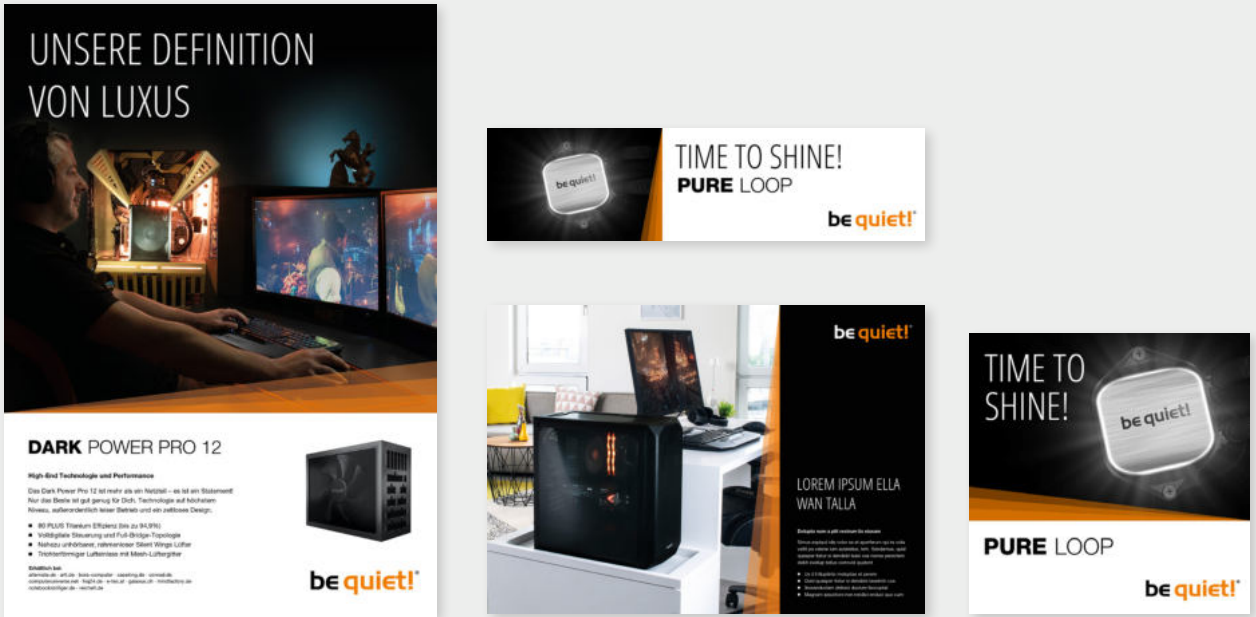
There is deliberately no fixed grid, but rather the focus is on flexibility. This makes it possible to respond to every touchpoint and every possible requirement and to be able to achieve the best possible result.

Layout

When creating layouts for campaigns is is important that the corporate colour black appears in each layout as a recognisable feature of be quiet!. When dividing the space into sections, this means that light campaign motifs are combined with black spaces and dark campaign motifs with white ones.



Subdividing spaces into two sections



Loading of the image motifs, placement of the logo, text, fan and other elements if desired.

The fan

The fan conveys the dynamism, creativity and transparency of the be quiet! brand and can be seen in all campaign motifs.

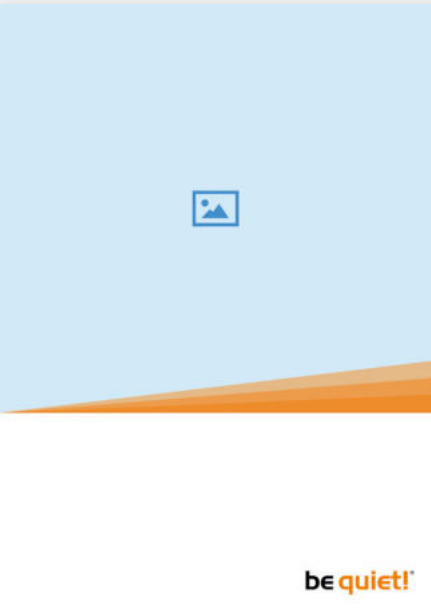
In addition, the fan offers a high recognition value and combines the information level with the emotional level of the campaign motif.

The fan lies on the image with an opacity of 50%.
To remain as flexible as possible in the design, the fan can run horizontally from right to left and be flipped.

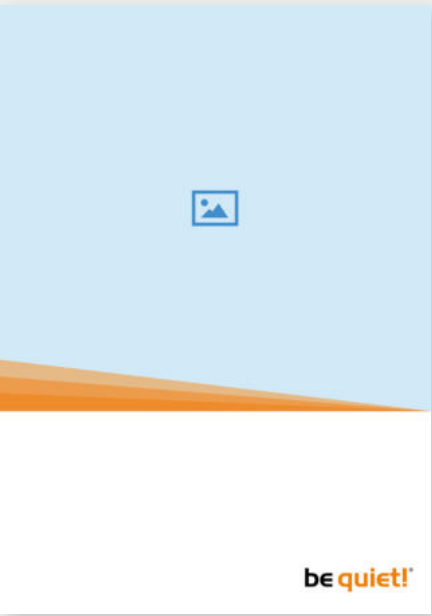
With landscape formats, the fan always runs in ascending order from bottom to top in the vertical arrangement.
In the case of an extreme landscape format, the fan may be scaled slightly in width.

Exception:
The horizontal arrangement of the fan is only used for landscape formats if the vertical arrangement is not possible.

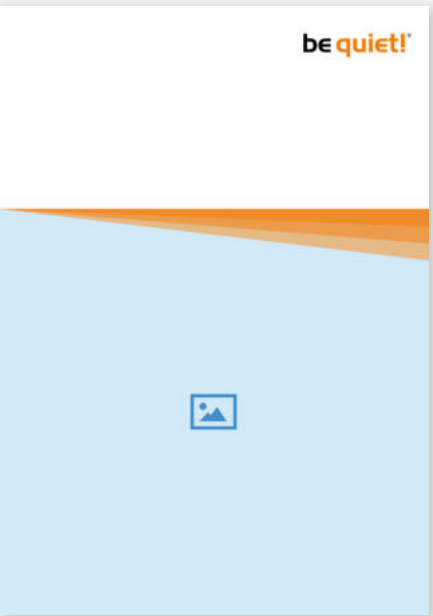
Horizontal arrangement of the fan



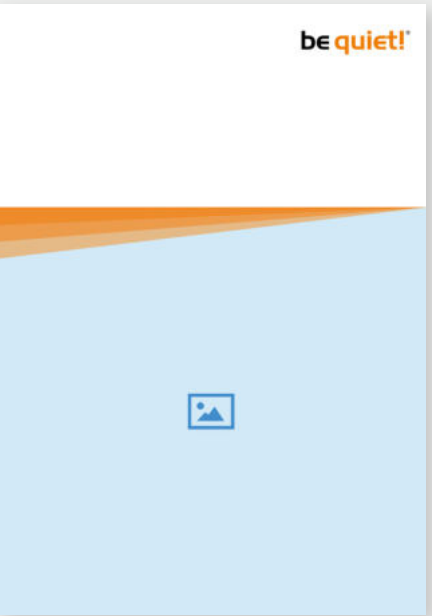
Fan runs from right to left



Fan runs from left to right

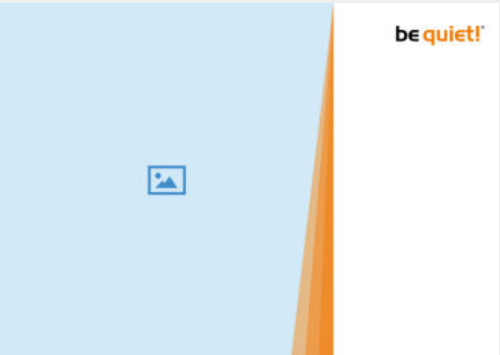


Fan runs from right to left

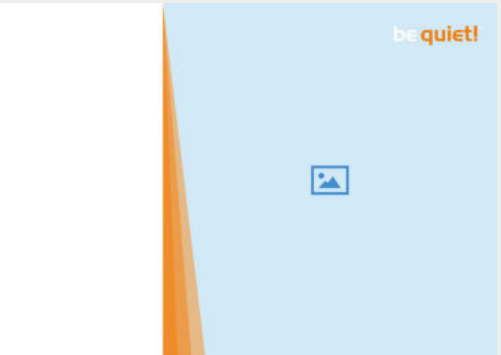


Fan runs from left to right

Vertical arrangement of the fan



Fan runs from bottom to top

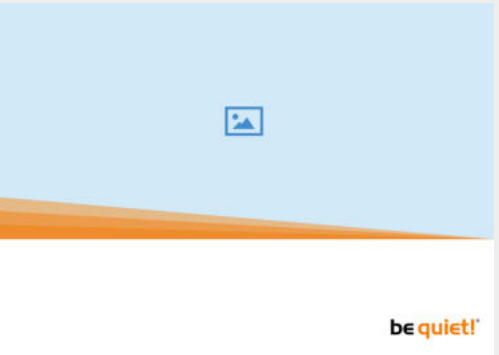


Fan runs from bottom to top

Exception: Horizontal arrangement of the fan in landscape format



Fan runs from right to left

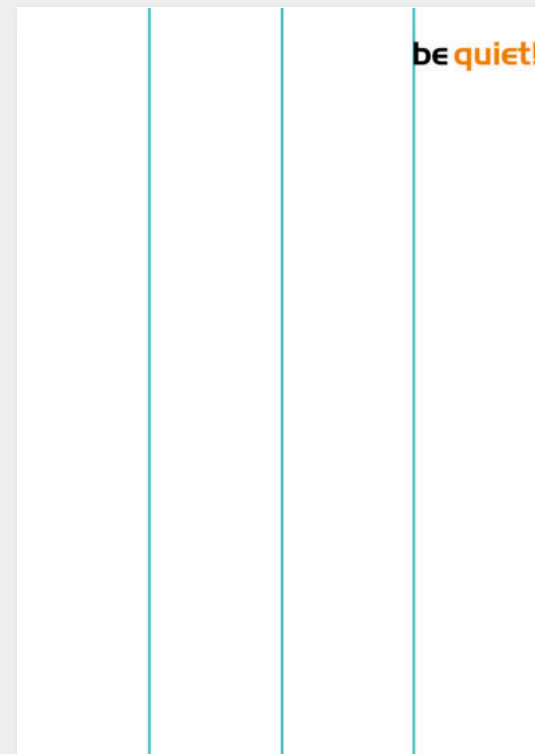


Fan runs from left to right

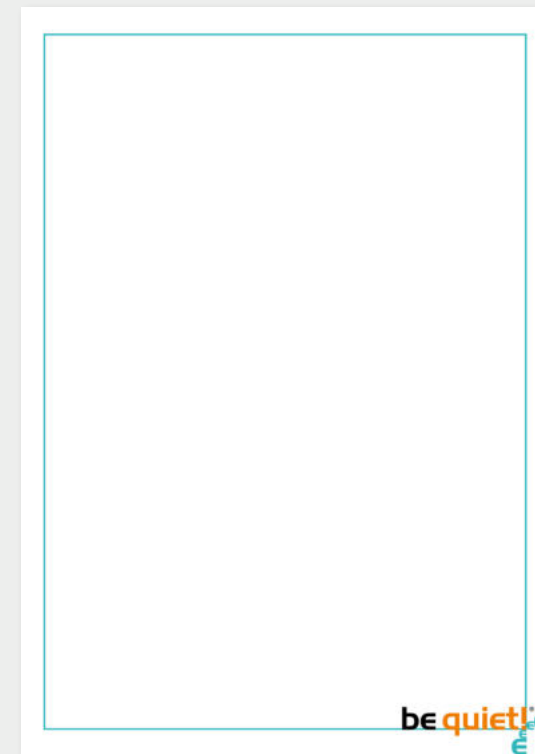
Step by step

Creating a layout – campaigns

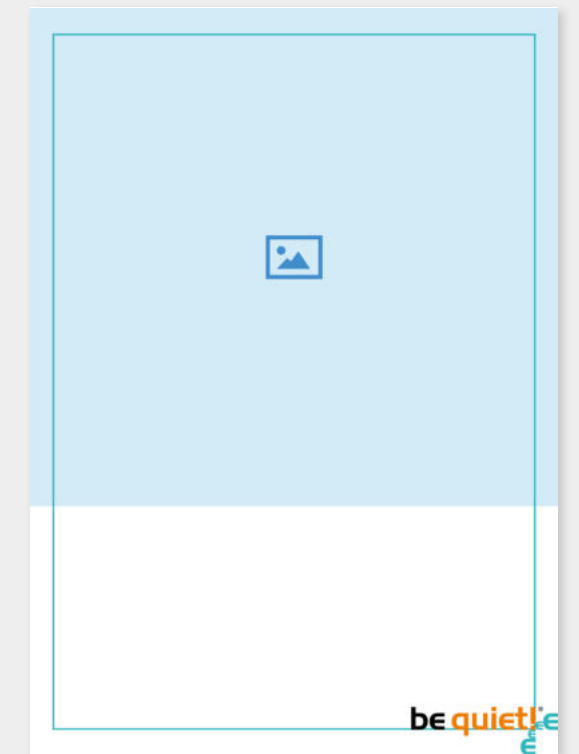
1. Place the logo and set the size (pictured here: Logo + register mark = 1/4 of the width of the space)
2. Determine the type area.
3. Divide the area into two sections.
4. Fill one section with a campaign motif and the other with the corresponding shade of white or black.
5. Place the fan.
6. Place the text and other elements in the space if desired.



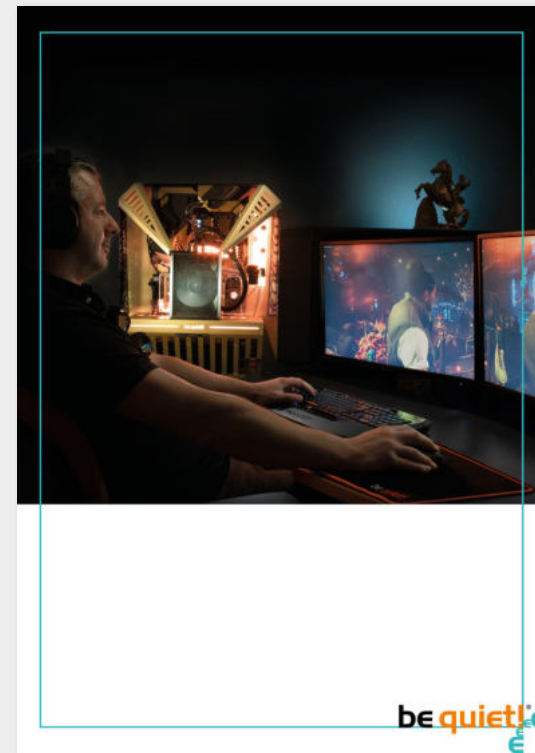
1.



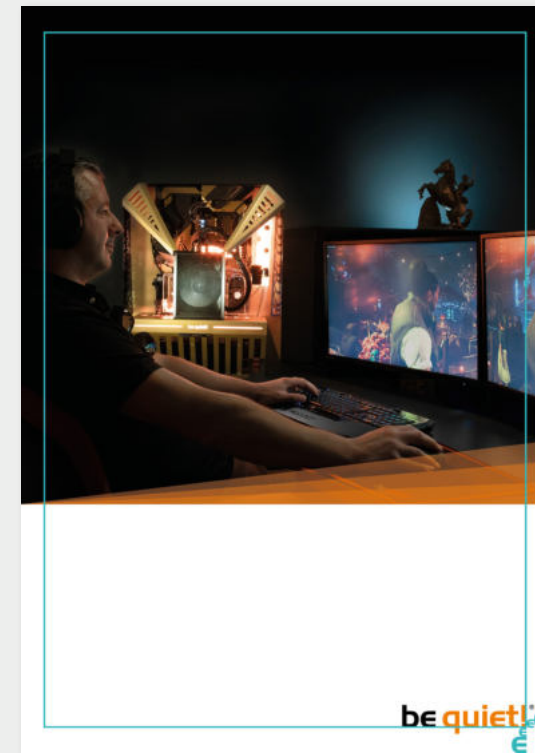
2. Type area: 1.5 'e'



3.



4.



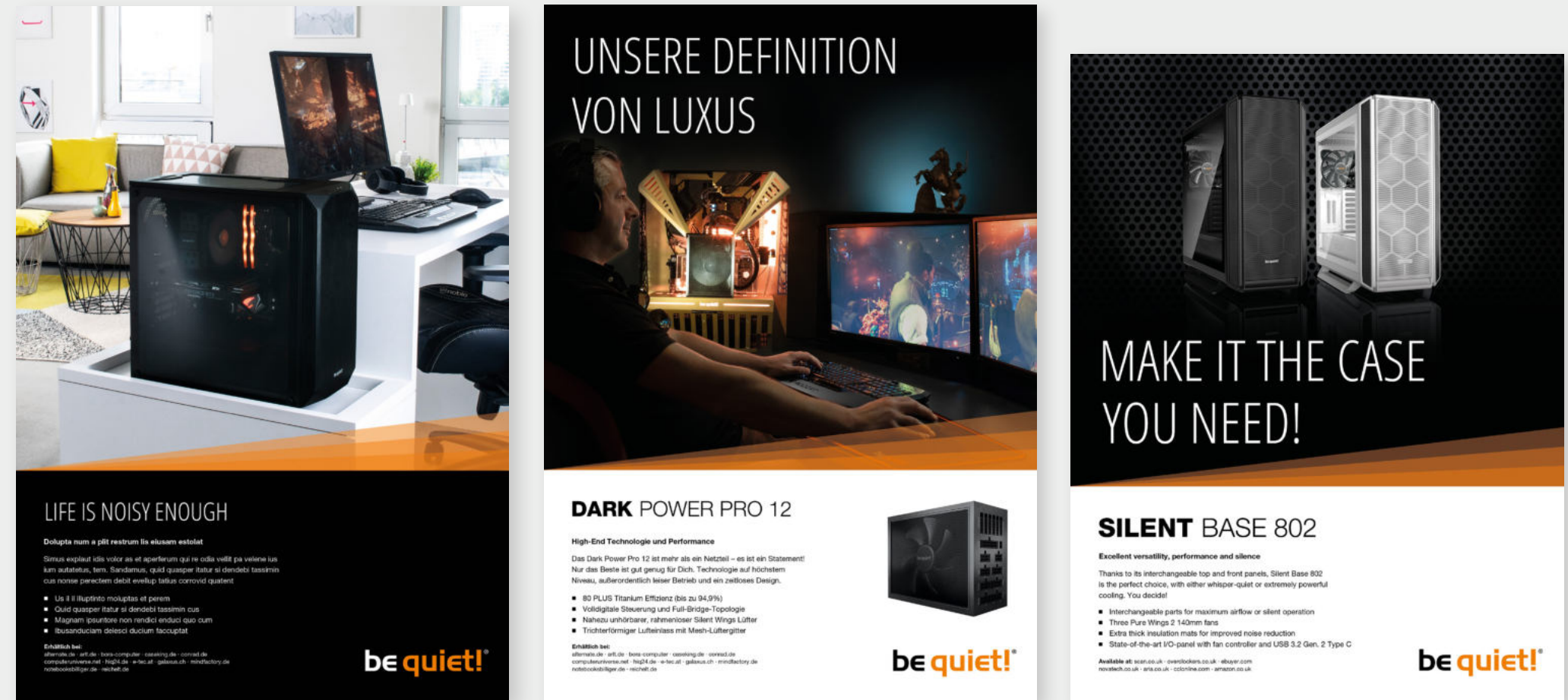
5.



6.

Examples of use

1. Advertisements
2. Banners



1.



2.

Don'ts



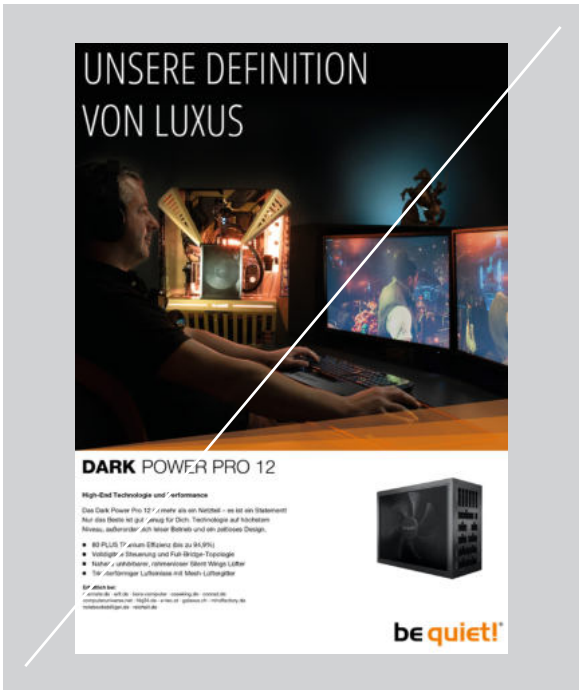
Less than two sections



More than two sections



Absence of the fan



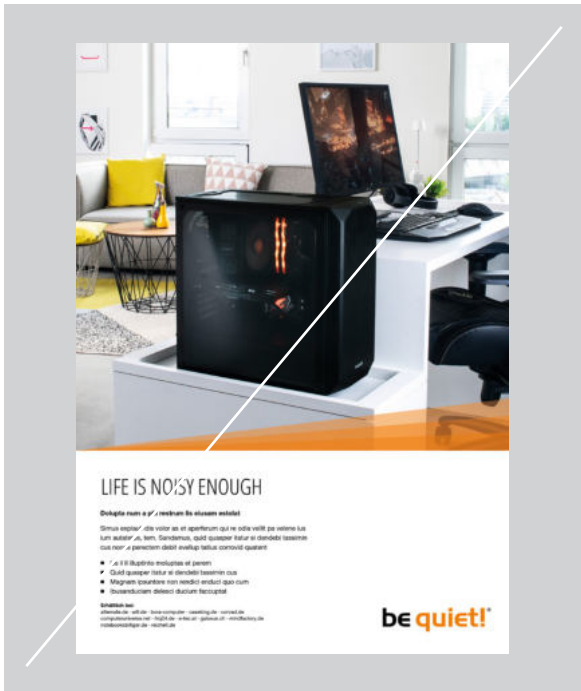
Adherence to the type area



Combination of a dark motif and dark space



Positioning the fan on the area



Combination of a light motif and light space



Positioning of the headline (only on calmed motifs)



Size of the fan



Placing the text

Colours

Colour hierarchy

Primary colours

Black is used as a colour in the background and sets the tone for all be quiet! media. It is a deep black with no gradients or effects.

White is mainly used as a font colour in headlines, body text, product logos, bullet points, table outlines or for highlighting in grey-coloured body text. Areas can also be white in campaign communication if the motif is dark.

Orange is the accent colour of be quiet! and is mainly used for eye-catchers, awards, separators and lines. It must be used as sparingly as possible, not covering the entire area

Secondary colour

Grey is primarily used as a text colour and as a colour for tables and separators. Grey is also rarely used as a colour for eye-catchers.

Primary colours

<div><div>RGB</div><div>0.0.0</div><div>HEX</div><div>#000000</div><div>CMYK</div><div>91.79.62.98</div><div>Pantone</div><div>Black 2c</div></div>	<div><div>RGB</div><div>255.255.255</div><div>HEX</div><div>#ffffff</div><div>CMYK</div><div>0.0.0.0</div><div>Pantone</div><div>Weiß</div></div>	<div><div>RGB</div><div>238.127.0</div><div>HEX</div><div>#ee7f00</div><div>CMYK</div><div>0.60.100.0</div><div>Pantone</div><div>152</div></div>
---	---	---

Secondary colours

<div><div>RGB</div><div>146.147.149</div><div>HEX</div><div>#929395</div><div>CMYK</div><div>0.0.0.55</div><div>Pantone</div><div>Cool Gray 8c</div></div>	<div><div>RGB</div><div>199.200.202</div><div>HEX</div><div>#c7cBca</div><div>CMYK</div><div>0.0.0.25</div></div>	<div><div>RGB</div><div>225.225.225</div><div>HEX</div><div>#e1e1e1</div><div>CMYK</div><div>0.0.0.10</div></div>
--	---	---

Don'ts



Wrong orange tone



Incorrect colour hierarchy:
accent colour orange



Wrong text colour



Wrong colour tone of the space:
grey instead of black



Wrong background colour of motif:
grey instead of black



Wrong colour tone instead of the
primary colour orange



No transparency for spaces



No gradients for colour boxes

Typography

House typeface

Helvetica Neue

Helvetica Neue
be quiet! uses five different weights of its house typeface Helvetica Neue.

The familiar typeface is easy to read online and offline, and looks familiar, trustworthy and high-quality.

Roman and Medium are used for continuous texts, Heavy is used for headlines, titles and highlighting. Condensed fonts are used for special applications such as space-sensitive tables or video copy, or to stand out in certain places.

Open Sans Condensed
For headlines in advertisements and banners, be quiet! uses Open Sans Condensed in capital letters.

Font sizes for web applications:
Open Sans Condensed
For font sizes 24 pt and larger, the Light version is used and for font sizes 23 pt and smaller, the Bold version.

House fonts

Helvetica Neue

85 Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headlines, titles, highlighting

65 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Continuous text

55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Continuous text

97 Black Condensed / 97 *Black Condensed Oblique*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tables, video copy

57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tables, video copy, mixed notation

Open Sans Condensed as an additional headline font

Open Sans Condensed

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Only headlines, from font size 23 and smaller set in capitals, width -20

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Only headlines, from font size 24 and larger set in capitals

Additional fonts

Arial
Arial is the standard font for emails and email signatures as well as for internal documents and the website.

Arial is the second option if Helvetica Neue is not available on a particular computer and cannot be installed.

Helvetica Neue Condensed
Technical graphics and documents are set in Helvetica Neue Condensed.

Internal documents, web, emails

Arial

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headlines, mixed notation

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Continuous text, mixed notation

Web

H1 font-size: 17px; color:#ffffff; font-weight:bold; text-transform: uppercase;

H2 font-size: 13px; color:#ffffff font-weight:bold;

p font-size: 12px;
a p color: #999999; a color:#e1e1e1;
text-decoration:none;

Technical drawings, subtitles

Helvetica Neue

97 Black Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tables, video copy

57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tables, video copy, mixed notation

Bullet points

Wingdings



Lists

Additional fonts

Cyrillic

Helvetica Neue Cyrillic

CYR 75 Bold
фисвуапршолдьтщзй
кыегмцчян
1234567890

Headlines, titles, highlighting

CYR 65 Medium
фисвуапршолдьтщзй
кыегмцчян
1234567890

Headlines, titles, highlighting

CYR 55 Roman
фисвуапршолдьтщзй
кыегмцчян
1234567890

Continuous text

CYR 67 Medium Condensed Italic
фисвуапршолдьтщзй
кыегмцчян
1234567890

Headlines, titles, highlighting

CYR 57 Condensed Italic
фисвуапршолдьтщзй
кыегмцчян
1234567890

Continuous text

Asian
Taiwanese, Chinese

Noto Sans CJK SC

Bold
散熱器安裝框架的組裝方法
若要安裝散熱器，請拆下固定模組的兩個塑
膠扣進 行散熱器後續安裝作業時，需要用到

Headlines, titles, highlighting

Regular
散熱氣安裝框架的組裝方法
若要安裝散熱器，請拆下固定模組的兩個塑
膠扣 進行散熱器後續安裝作業實需要用到

Continuous text

Japanisch

Noto Sans CJK JP

Bold
マザーボードと イルミネーションの同期 2
では、マザーボード経由で直接、イルミネー
ションを同期できます。これを行う

Headlines, titles, highlighting

Regular
マザーボードと イルミネーションの同期 2
では、マザーボード経由で直接、イルミネー
ションを同期できます。これを行う

Continuous text

Using fonts

Tracking and line spacing

Tracking is 0. In exceptional cases it may be set to +20 to -20.

Line spacing is set to “Auto”.

Headline 1
Helvetica Neue,
85 Heavy,
mixed notation

Headline 1
Two Lines

Naming
Helvetica Neue,
85 Heavy +
55 Roman,
capitals

SILENT BASE 802

Headline 2a
Open Sans
Condensed Light,
capitals

HEADLINE 2A
TWO LINES

Headline 2b
Open Sans
Condensed Bold,
capitals

HEADLINE 2B
TWO LINES

Copy
Helvetica Neue,
55 Roman (li),
65 Medium (re),
mixed notation

Xerferreh endelenisto mos si nobitatque in peri
cuptat quibusandis ium nem quo core pa volenis
et ut porestrum hicatio nserfer ferisci taeceperia
culloreecatet volupta dolection con rem. Et ut alita-
tiumqui **qui diorerf erorum** dolenitius, omnimi,
tectium doles es dolor sus et unt, officitam il mo-
ditia ea in num videstrum, iur, et faccaborum re,
ipictus ra voluptas explic it es explia qui ducietur
atur, qui consequid quaspis rem.

Emphasis
85 Heavy

Id maionsequo duciend aecesti nctibearum il-
lam quis eum fugit incipsum sunt volupta culpa
cum adisqui dolo qui temporem naturist quia
nulliqui optatur, solorum quamenis voloreh eni-
hilitas dolectem quam est ut etur? Peratem. Na-
met fuga. Ucia evento intis mosandit resequia
de vendendae. Venda nonseriberae qui reris
dera debitam disimporro destis repudan iendeli-
quam et quostio occulli.

Font colours

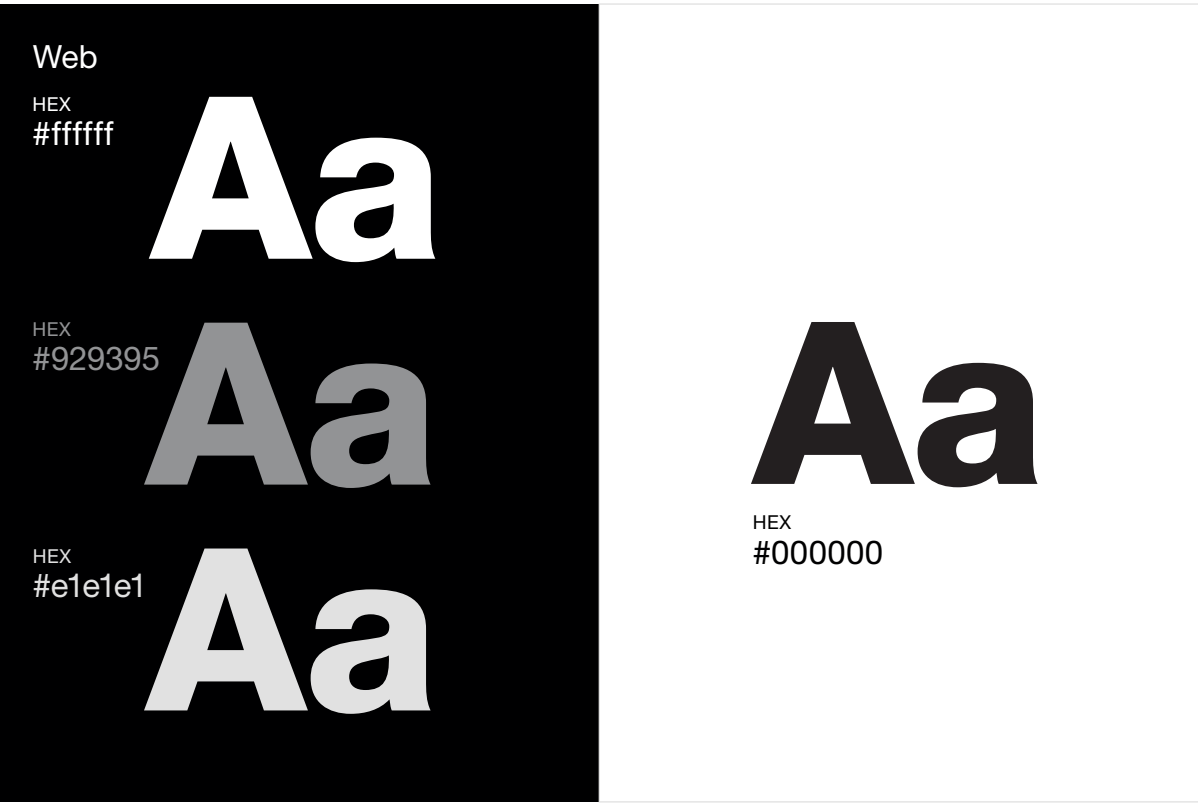
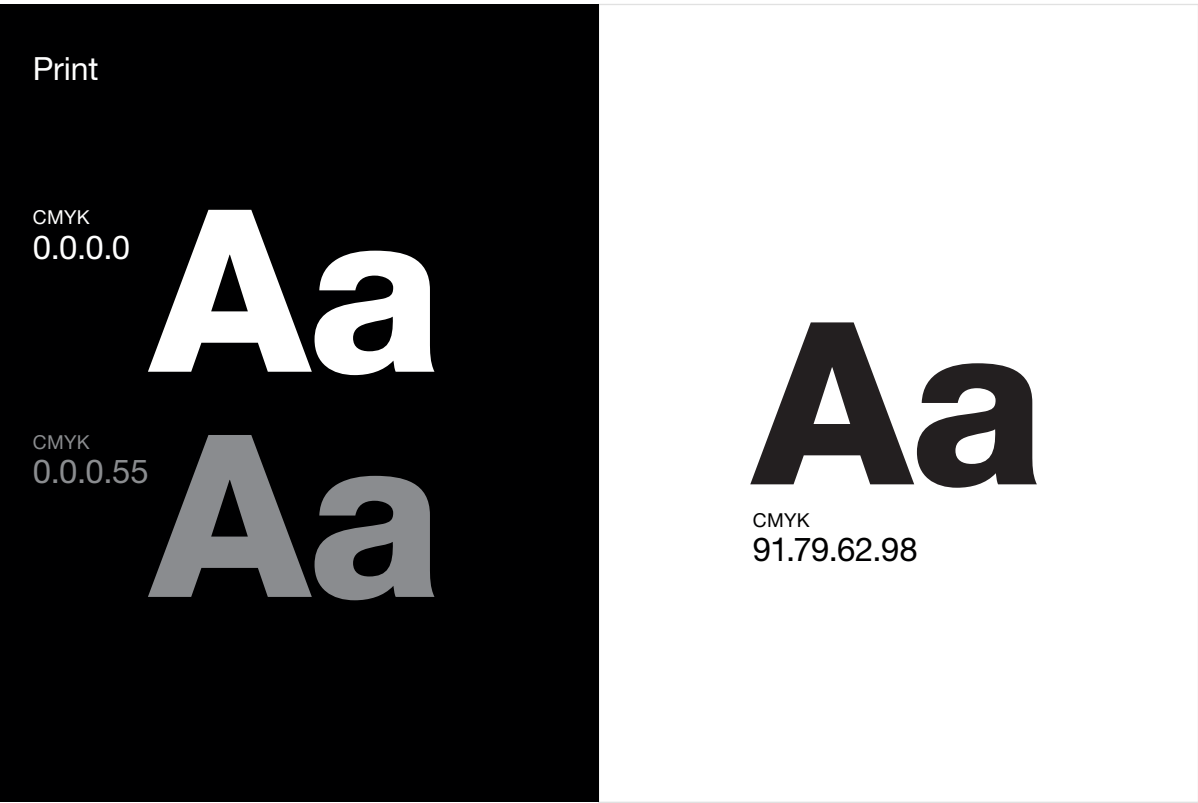
Typeface on boxes

The be quiet! standard font colour is white on a black background. In addition to white, up to two shades of grey are used (for example for the product flyer).

Black text is used on white backgrounds.

Typeface on images

For dark motifs, the font colour should be set in white, for light motifs in be quiet! black.



Dos of spelling

be quiet! is always written in lower case in continuous text, even at the beginning of a sentence.

The exclamation mark is part of the correct spelling of be quiet!.

Don'ts of spelling

be quiet! is not separated by a break.

The first letter of the company name be quiet! must not be capitalised. (Be Quiet!)

be quiet! in capitals is not permitted in any case. (BE QUIET!)

The company name be quiet! is not written in inverted commas. (“be quiet!”)

be quiet! may not be set as a graphic in continuous text, neither in colour nor in black and white.

The form or colour of the company name be quiet! must not be based on the logo in continuous texts.

Spelling

Language-specific characteristics
Consideration is given to language-specific characteristics, such as modified inverted commas in the individual languages or spaces before punctuation marks in French.

Characters

» **double chevron [ALT + 175]**
Marking after headlines or before text elements to be highlighted

« **double chevron [ALT + 174]**
Highlighting and separating element is very rarely used.

■ **Square bullet [ALT + 254]** must be set in Arial with reduced font size and for a middle position with an offset baseline

’ **true apostrophe [ALT + 0146]**
Always use the true apostrophe, not the single closing inverted comma ‘

Separating elements
• Dot for watt classes, or | vertical lines
[ALT + 7 und ALT + 124]

Special characters
® [ALT + 169] always superscript®, if legible

Characters

» **double chevron**
- Marking for e.g. ‘Learn more’ links or in front of text elements to be marked, after headlines

**List **
list-style-type: square; padding-left: 20 px;

2nd level lists
list-style-type: ,» ,;

®, © always superscript

„www“ is truncated

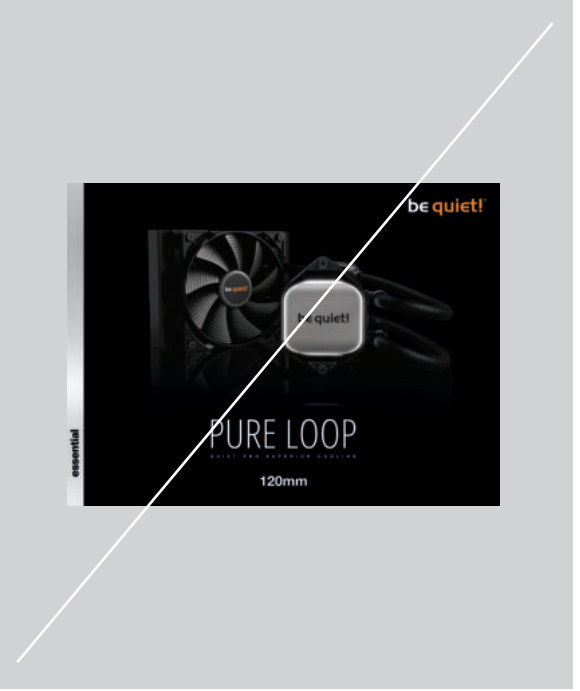
Don'ts



Product name: only one weight



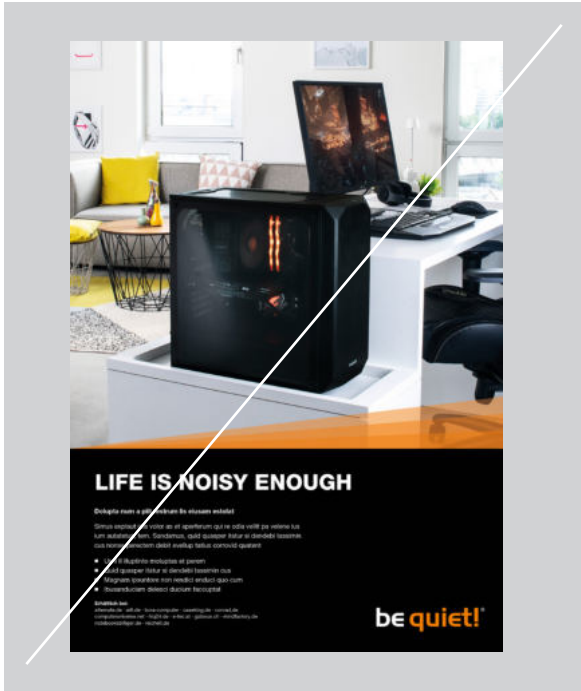
Product name: mixed notation



Product name: incorrect font



Headline for advert: mixed notation



Headlines in adverts: incorrect font



Continuous text in adverts: incorrect font



No mixing of font styles in headlines



Notation for Internet addresses without 'www'

Images

Product images

Visual style

The visual style of be quiet! is sophisticated and calm just like the products themselves. To emphasise the high quality of the products, the motifs are placed on a reflected surface that fades into black towards the bottom. We guarantee a high recognition value across all media through a homogeneous visual style.

Perspectives

The motifs are photographed from the front at eye level and make the products look dynamic and powerful.

Colours and lighting

The motifs only include the be quiet! corporate primary colours and are kept neutral. The respective products are always set on the black background typical of be quiet! and are staged with the help of lighting.

Composition and focus

The be quiet! Products are in the focus, i.e. in the foreground. No effects are used. The products are set in scene. To achieve depth of field, photographs or films should be shot with a closed aperture.

Tonality

self-confident, high-quality, calm, clear, powerful, heroic



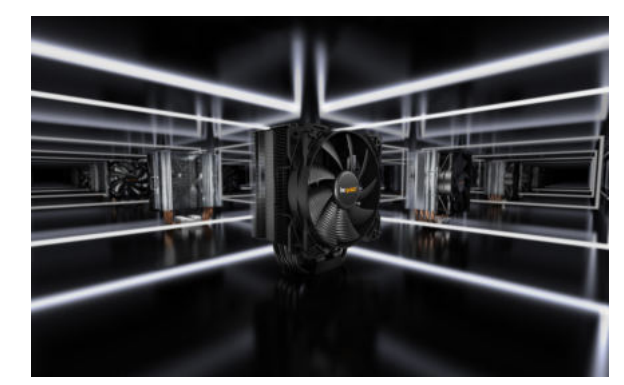
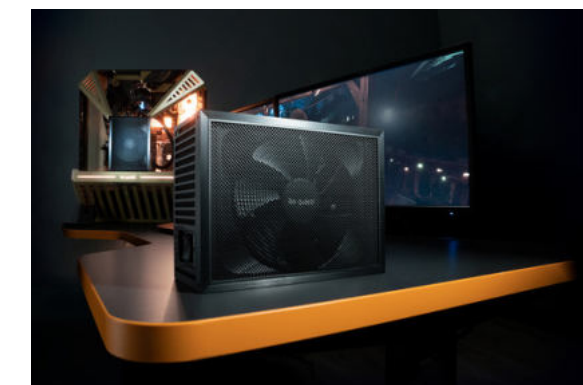
Campaign visuals

Visual style

The visual style of the campaign visuals differs from that of the product images. It is much more emotional and not neutral. The be quiet! Products are placed in an environment that can also be supported by effects. People may also be photographed if the story allows it. Crops are not allowed in the campaign visuals.

Story

The campaign motifs should tell a story depending on the campaign.



Design elements

Eye-catchers

Features of eye-catchers

be quiet! presents itself as quiet and premium quality, and this should also be reflected in the eye-catchers. The eye-catchers always follow similar systems. The standard eye-catcher is round to break up the otherwise rather angular design of the products and to create a contrast.

Information such as promotions or prices are usually set in white letters in an orange circle. Recurring elements such as product logos, feature labels or bullet points are clearly defined and follow a consistent pattern.

As a further design element, the lines serve as dividers or to loosen up the layout.



Our eye-catchers are available for download here:
<https://www.bequiet.com/de/download/brand>

Examples of use

- 1. Banners
- 2. Banners
- 3. Banners
- 4. Partner website
- 5. Flyer excerpt



1.



2.



3.

★★★★★ 5.0 224 Bewertungen 	Lagernd im Außenlager, Lieferung innerhalb 3-5 Werktage Vorkasse, Kreditkarte, PayPal, sofortüberweisung.de, Giropay € 5,95. Nachnahme € 12,95.	be quiet! BG034 be quiet! Pure Base 500 schwarz Midi Tower schallgedämmt Art# 2028137 Preis vom: 25.03.2021, 13:08:36 (Preis kann jetzt höher sein!)
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4.

POWER SUPPLIES»

DARK POWER PRO 12

Coming soon

CUTTING EDGE TECHNOLOGIES AND PERFORMANCE »

The be quiet! Dark Power Pro 12 with unrivaled 80 PLUS® Titanium efficiency and world leading performance due to fully digital control and all new frameless fan concept.

- 80 PLUS Titanium certification with a power conversion efficiency up to 94.9%
- World leading power regulation results due to a fully digital control (PFC, LLC, 12V) and a full bridge topology.
- Patented frameless Silent Wings 135mm fan for frameless air cooling and virtually inaudible operation.
- Revolutionary full mesh PSU front with redesigned funnel shape opening upholds the high air circulation abilities.
- 10-year manufacturer's warranty

Modular: 1200, 1500W

CONTACT»

be quiet! Germany »

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tel » +49 40 736 76 86-0
fax » +49 40 736 76 86-99

Visit the contact section on bequiet.com for the right regional service information.

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Company of the Year 2019
Computer Hardware

1st place
be quiet!

GERMANY'S NO. 1
PSU MANUFACTURER

Virtually inaudible cooling for your system »

The fan quality is one of the main factors contributing to the noise level of your PC. As the German specialist for outstandingly quiet computer components we have more than 15 years of experience in the field of noise reduction. That knowledge allows us to produce the quietest fans on the market.

5.

Contact

Thank you for your attention.

Should further questions arise, we can be reached at the following email address

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bequiet.com