



BRAND GUIDELINES

- CONTENT -

3	BRAND STRATEGY	69	ICONOGRAPHY
9	LOGOS	69	COMMUNICATION
21	LOGO RELATIONSHIP	-	INTERFACE / UI
27	PRODUCTS	-	DIGITAL
36	PRINT	75	COLOURS AND FINISHING
36	DIGITAL	75	IN GENEREL
-	STORES	-	IN SPATIAL DESIGN
44	PARTNERING LOGO LOCK-UPS	-	PAPER
51	TYPOGRAPHY	81	ART DIRECTION
57	PRODUCT NAMES	105	TONE OF VOICE
60	GRID / SPACING		CONTACT DETAILS

GREYED OUT CONTENT
IS UNDER CONSTRUCTION

BRAND STRATEGY



- WHO WE ARE -

Founded in 1925, Bang & Olufsen has a rich heritage built around a relentless determination to innovate beyond the imagination.

Today, every Bang & Olufsen product is still characterized by a unique combination of beautiful sound, timeless design, and unrivalled craftsmanship.

- BRAND SHAPE -

- Brand Vision**
To be the most desired
audio brand in the world
- Brand Purpose**
Exist to Create
- Brand Positioning**
Luxury Lifestyle
- Brand Pillars**
Design
Sound
Craft
- Brand Audience**
Creative Curators



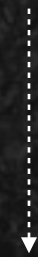
- BRAND ARTICULATION -

Our Vision



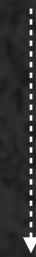
To be the most desired audio brand in the world.

Our Purpose



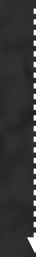
We exist to create timelessly distinctive products that challenge conventions and engage imaginations.

Our Positioning



We focus on the Luxury Lifestyle segment.

Brand Pillars

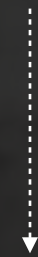


Our Design is honest, innovative, human-centric, and magical.

Our Sound is natural, authentic and as the artist intended.

We Craft our products with unrivalled dedication, passion and attention to detail.

Our Audience



Our products are made for People who value inspiration and the power of the imagination.

- BRAND PURPOSE -

EXIST TO CREATE

We create timelessly distinctive products that challenge conventions
and engage imaginations.

We exist to create: **Freedom, Movements, Stories,**
Communications and Culture.

- OUR BRAND PRINCIPLES -

More than just a brand purpose, Exist to Create acts as the guide for behaviour that runs through everything we do as a brand and business.

Everything we create, from product to communications, is an expression of creativity that triggers the imagination.

AMPLIFY THE IMAGINATION

We only bring the unique into the world and whatever we create is timelessly distinctive.

ALWAYS BE DISTINCTIVE

Everything we create should trigger the imagination of our audience.

DEEPEN HUMAN EXPERIENCES

We work tirelessly to form experiences that enrich people's lives.

LOGOS

BANG & OLUFSEN

- SIGNATURE LOGO -

The Signature Logo should be used on all communications.

The Signature Logo has a vital role in establishing brand awareness in new markets. It has equal weighting and a clear, guided relationship with the Attention Logo.

The two logos are not reflecting two companies, but ONE company with a dynamic identity system geared for all touchpoints.



- SIGNATURE LOGO -

BANG & OLUFSEN

DOWNLOAD
Signature Logo here.

The Signature Logo always remains black and/or white.





BANG & OLUFSEN

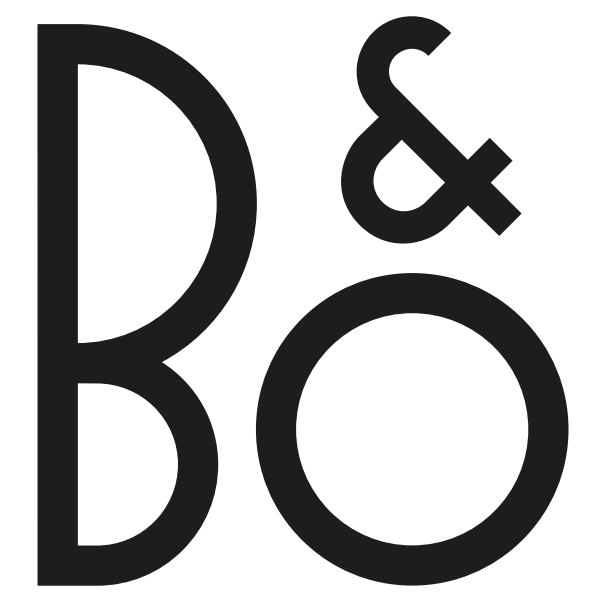
BANG & OLUFSEN

- ATTENTION LOGO -

The Attention Logo should be used on all communications.
A unique icon that allows us to convey narrative in an instant – globally.
Simplicity is iconic.



- ATTENTION LOGO -



DOWNLOAD
Attention Logo here.

Our heritage logo is pure, with no circular constraint or framing.
The logo should always remain black and/or white.



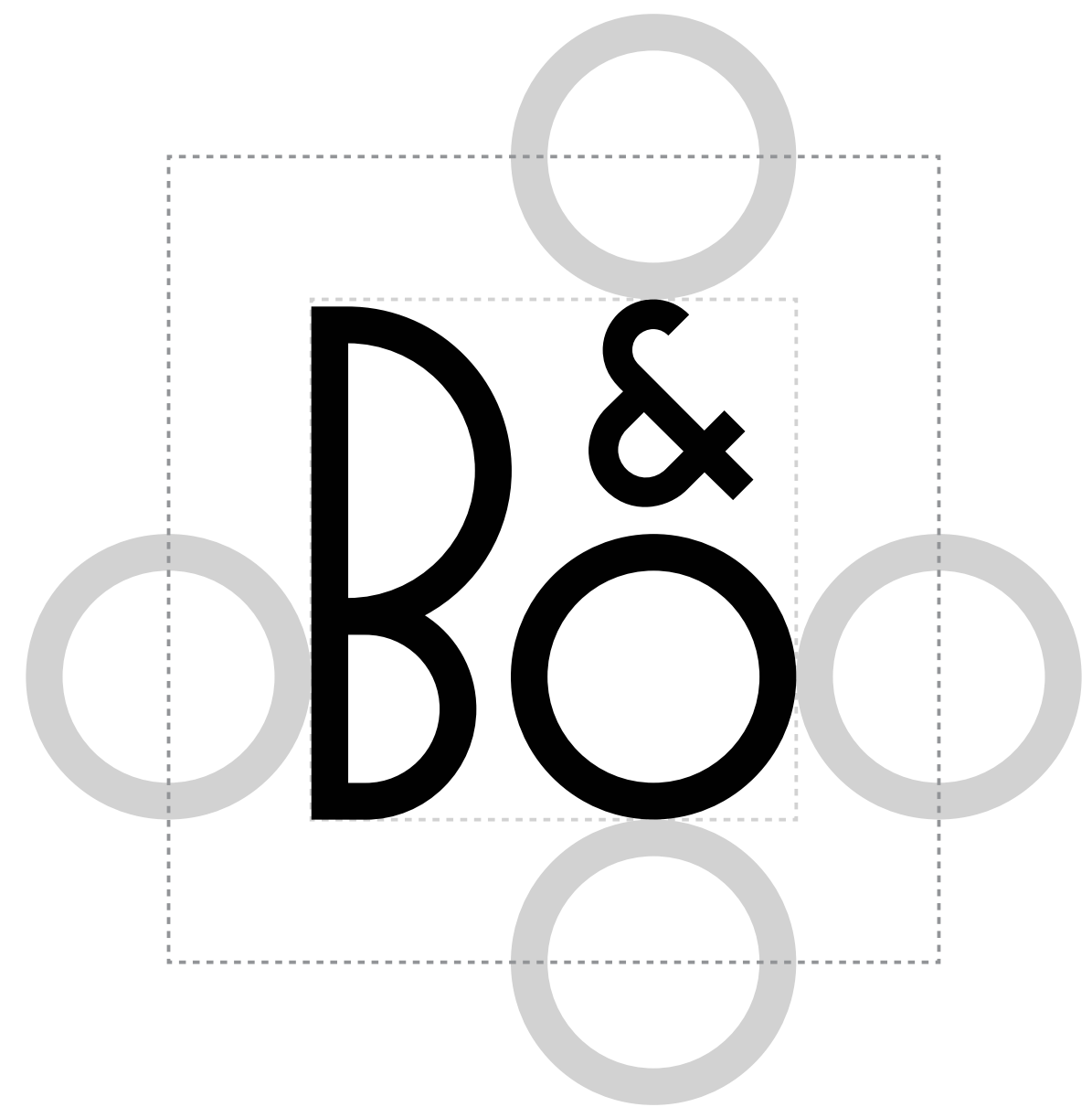
B&
O

B&
O

B&
O



- SPACING / MINIMUM SIZE -

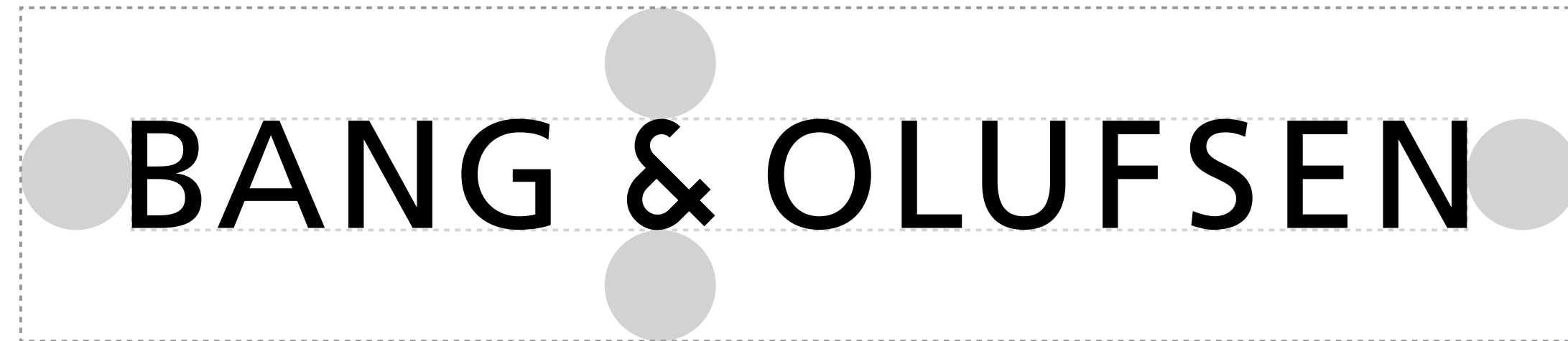


ATTENTION LOGO
For legibility and impact, avoid putting any graphics within half of one 'o' distance on all sides.

In print uses, the Attention Logo must never be smaller than 10mm wide.



- SPACING / MINIMUM SIZE -



SIGNATURE LOGO

The minimum amount of space around the logo must be the same as the height of the logotype.

In print uses, the Signature Logo must never be smaller than 20mm wide.

B&
B O

- S I Z I N G -

B&
B O

x

ATTENTION LOGO
Width is equal to one.

BANG & OLUFSEN



- SIZING -



DEFAULT RELATIONSHIP
Width is equal to 3.5 x Attention Logo.
This is the default and preferred relationship.



ALTERNATIVE RELATIONSHIPS
Under certain exceptions width can equate 2 x and 1 x Attention Logo. These exceptions include larger external signage usages including exterior store POS, outdoor advertising, billboards.



All exceptions should be communicated to Global Creative for signoff.

! All exceptions should be communicated to Global Creative for signoff.



LOGO RELATIONSHIP



- THE RULE -

One logo reflects the placement of the other.

Assuming the viewer is reading the canvas from left to right and top to bottom, the Attention Logo is always placed first.

From left to right, top to bottom the order of information is:
Attention Logo, Content, Signature Logo.

When content can be split across multiple canvasses or different side of a single object, the logos can be separated.

If you encounter the need to reverse this relationship, please
consult Global Creative and request sign off.



- DIAGONAL RELATIONSHIP -

SINGLE PAGE



The two logos are placed diagonally above each other at each end of the given format following the logo history of the Attention Logo first and the Signature Logo second.

MULTI-PAGED/SIDED APPLICATION



...or on each side of a multi-page/sided application.

If opposite diagonal relationship is required (Signature Logo before Attention Logo, please consult Global Creative for sign off.



- CENTRED RELATIONSHIP -

SINGLE PAGE



The two logos are centred above each other at each end of the given format

MULTI-PAGED/SIDED APPLICATION



...or on each side of a multi-page/sided application.

If opposite centred relationship is required (Signature Logo before Attention Logo, please consult Global Creative for sign off.



BANG & OLUFSEN

B&O

BANG & OLUFSEN

B&O

BANG & OLUFSEN

LOGO RELATIONSHIP / PRINT



- STATIONARY -

BUSINESS CARDS



FRONT BLACK



FRONT WHITE

FRONT
Size : 85 x 55 mm
Paper : White, minimum 1 mm thick
Surface : Matte and luxurious
Logo : Silver foil matching and gilding

BUSINESS CARDS - REVERSED LOGO ORDER



FRONT BLACK



FRONT WHITE



BACK



BACK

SIDE



SIDE
Sliver gilding

Attention Logo on front.
Signature Logo – our brand name on back. Connected to person name.



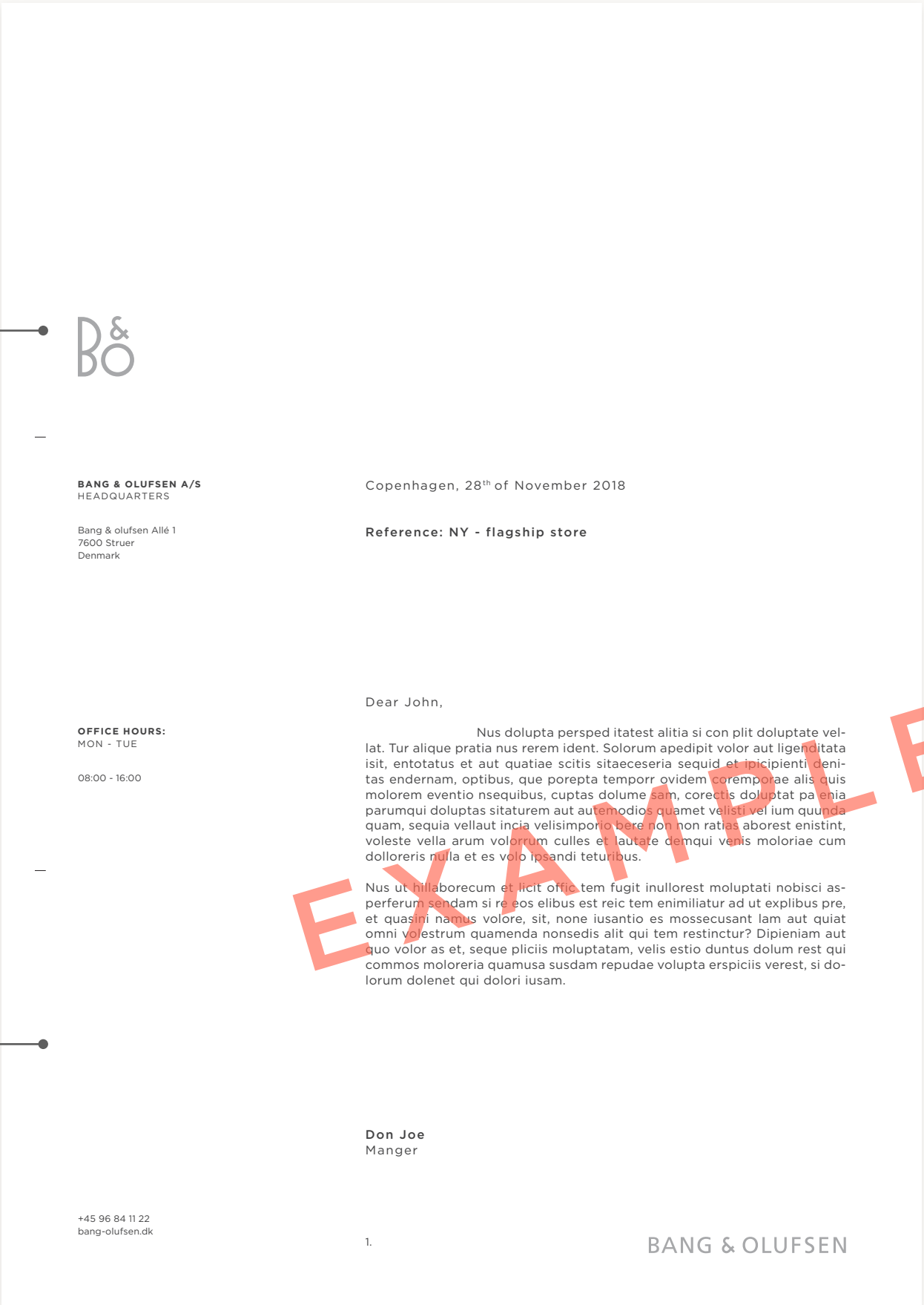
- STATIONARY -

LETTERHEADS

LOGOS
Finish : Silver foil

MARKS
Proportional folding
option

FINISH
Finish : White premium
175 gm/s



PAGE 1
Attention Logo top left aligned with address details.
Signature Logo bottom right.



PAGE 2 AND ONWARDS

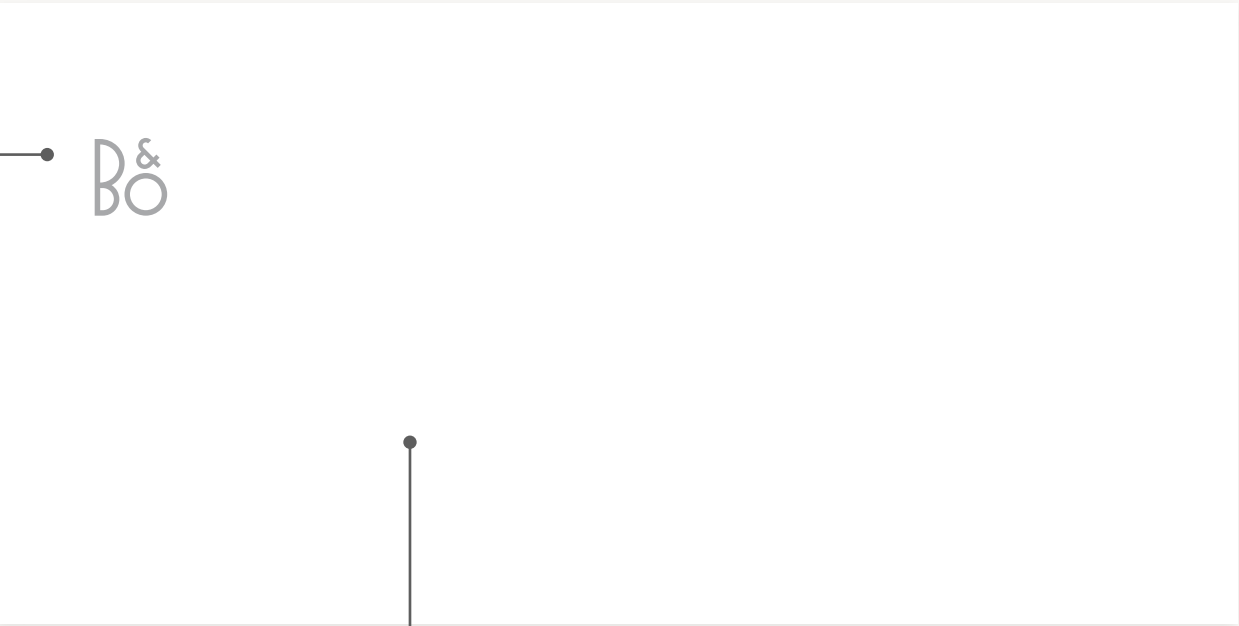


LETTERS FOLD



- STATIONARY -

ENVELOPES



DL FRONT



DL BACK



DL BACK / INSIDE

LOGOS
Finish : Silver foil

Size : 120 x 220 mm
Paper : 175 gm/s
Printing : Black print / Foil
Surface : Matte and
luxurious

FORMATS

Envelopes will be developed in standard sizes with and without windows for addresses.

DL (fitting Z-folded A4) : 220 x 110 mm
C4 (fitting A4) : 229 x 324 mm
C5 (fitting single folded A4 / A5) : 162 x 229 mm

- BAGS -

MINI BAG EXAMPLE



Subtle details
Craft in finishes
Confident & refined designs

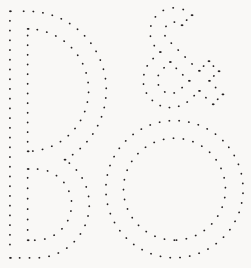
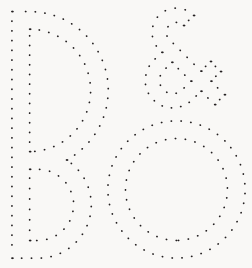
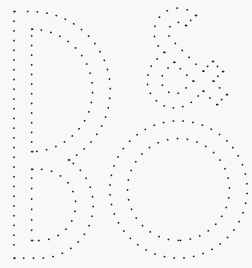
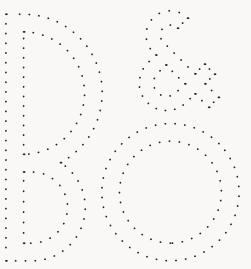
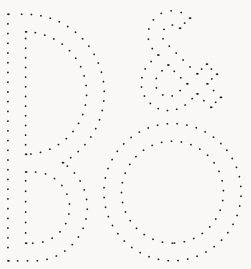
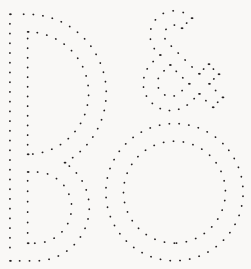
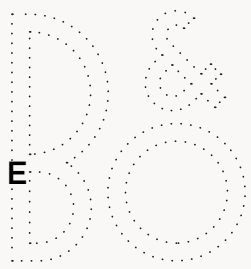
The diagonal relationship of the logos is applied to retail bags. In this instance, where there is no other communication on the bag than branding, the Attention Logo is being scaled up dramatically for maximum decor effect.

Bags have been designed in these dimensions:

Mini: 310 x 280 x 120mm
Small: 430 x 340 x 120mm
Medium: 450 x 340 x 210mm
Large: 600 x 400 x 300m

- WRAPPING PAPER -

WRAPPING PAPER EXAMPLE

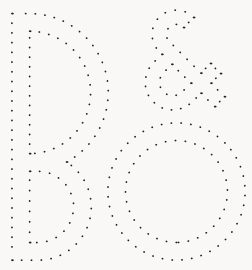


EXAMPLE TO BE IMPLEMENTED

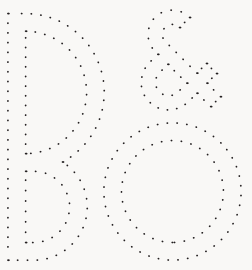
PAPER
Size : TBD
Paper : 170gsm (TBC)
Printing : Outside
Surface : Textured (patterned)
Logo : Foil (relief / perforated)

**Delicate & Elegant
Pattern**
Touch & feel

2 variants: Black or white WHITE
Format TBD

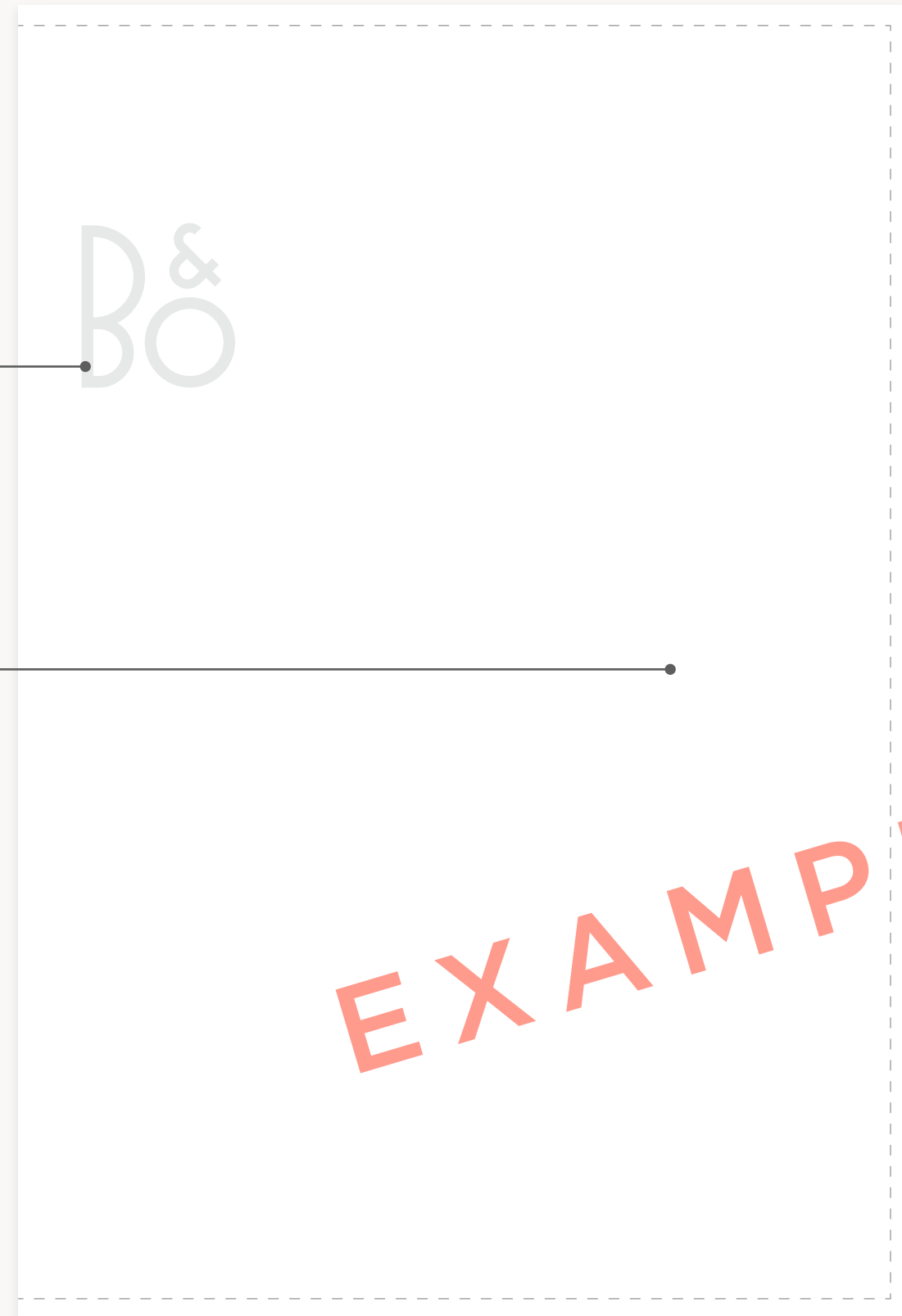


Only the Attention Logo is in use when creating a pattern of logos.



- RECEIPT FOLDER -

FOLDER FRONT



LOGOS

Embossing : Blind
embossing

MATERIALS

Surface : Black luxurious
thick leather

...

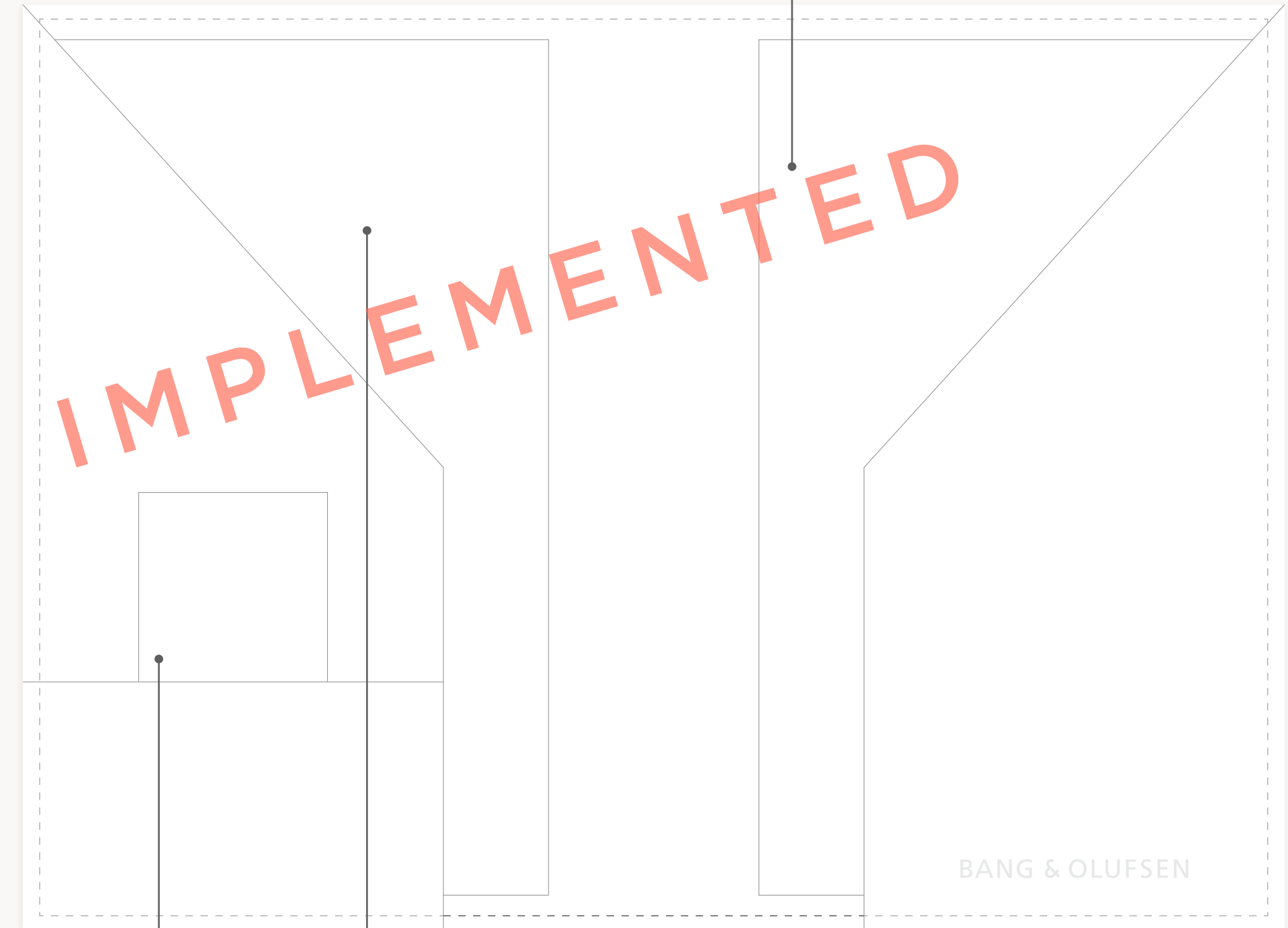
Alternative surface :
Textile specially made in
collaboration with
KVADRAT

FOLDER BACK



BANG & OLUFSEN

FOLDER INSIDE



RIGHT POUCH

Warranty : Features serial number and
authenticity document (signed by hand)

LEFT POUCH

Personalised note : Congratulation note from the retailer. (signed by hand).

Starting manual : Quick start manual with easy instructions.

Portfolio: Exclusive promotional images.

CARD

Business card - retailer



- PRINTS -

SINGLE PAGE PRINT



MULTI-PAGE PRINT



FRONT

BACK

FRONT

BACK

Throughout printed matter the diagonal or centred relationship of logos is applied. The Attention Logo is always present above content, aligned left or centre.

The Signature Logo is always present below content, aligned left or centre.



- LARGE FORMATS -

LOGO ROLL-UP



IMAGE ROLL-UP



Examples shown here, illustrates how the relationship of the two logos can be adapted to be used large or small on their own or on op of an image.

LOGO RELATIONSHIP / DIGITAL

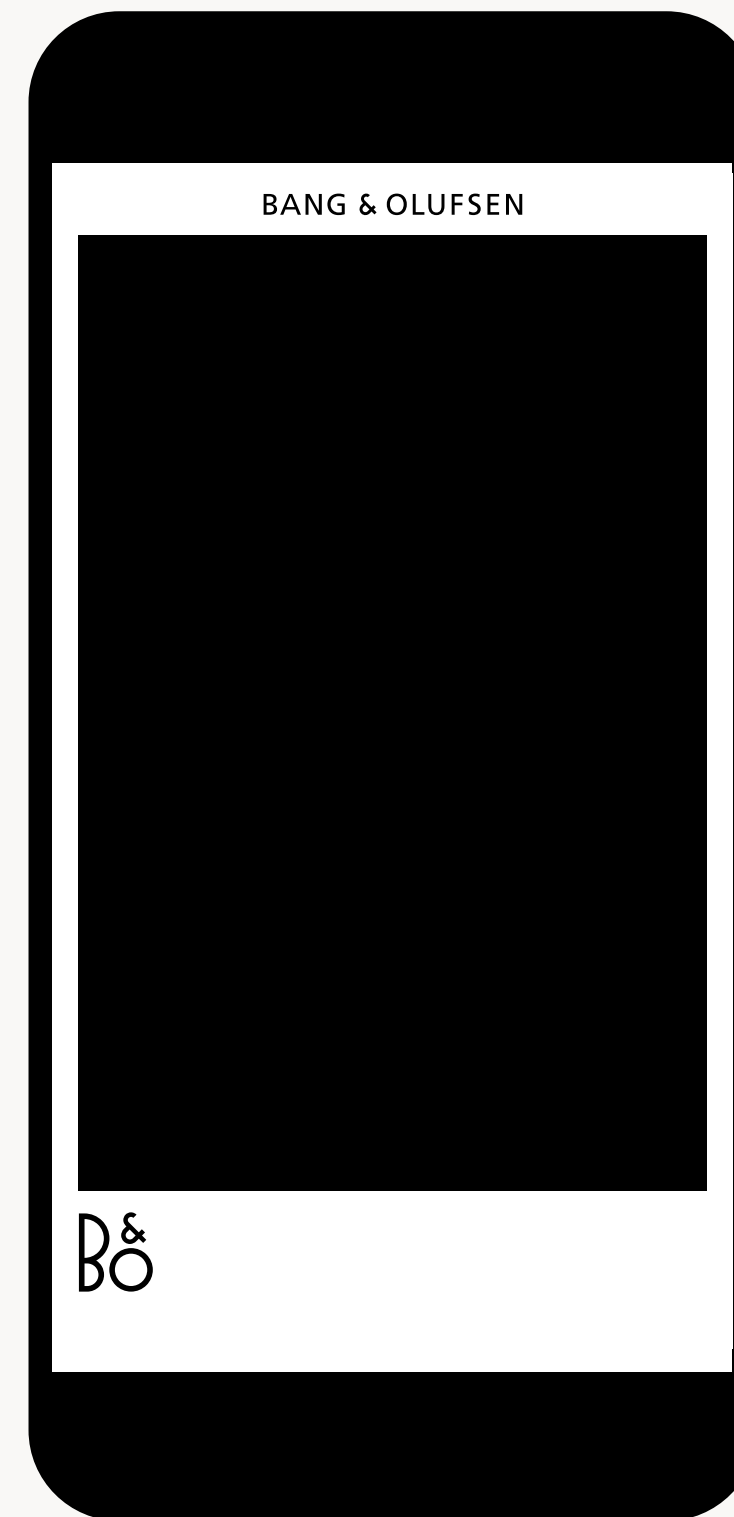


- DIGITAL -

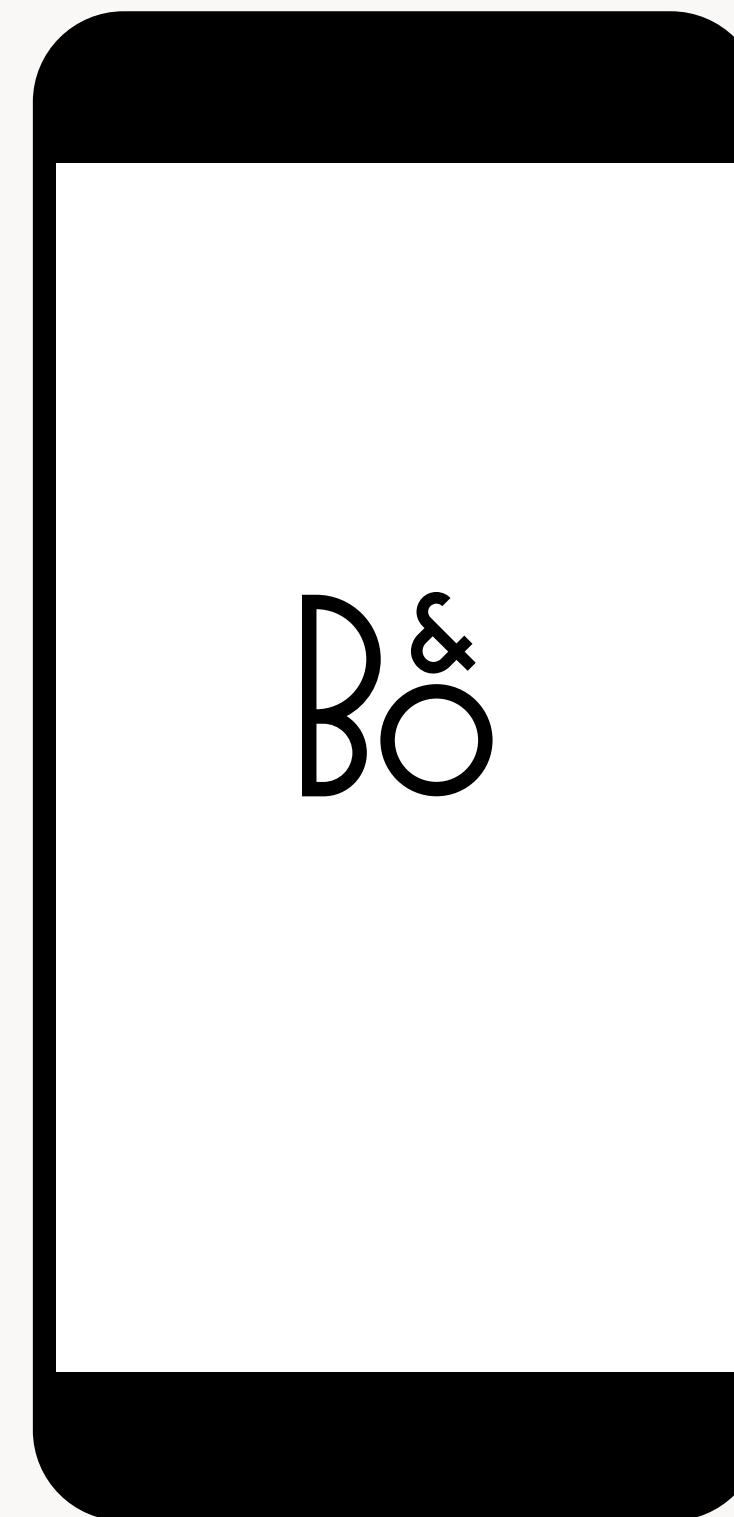
DESKTOP



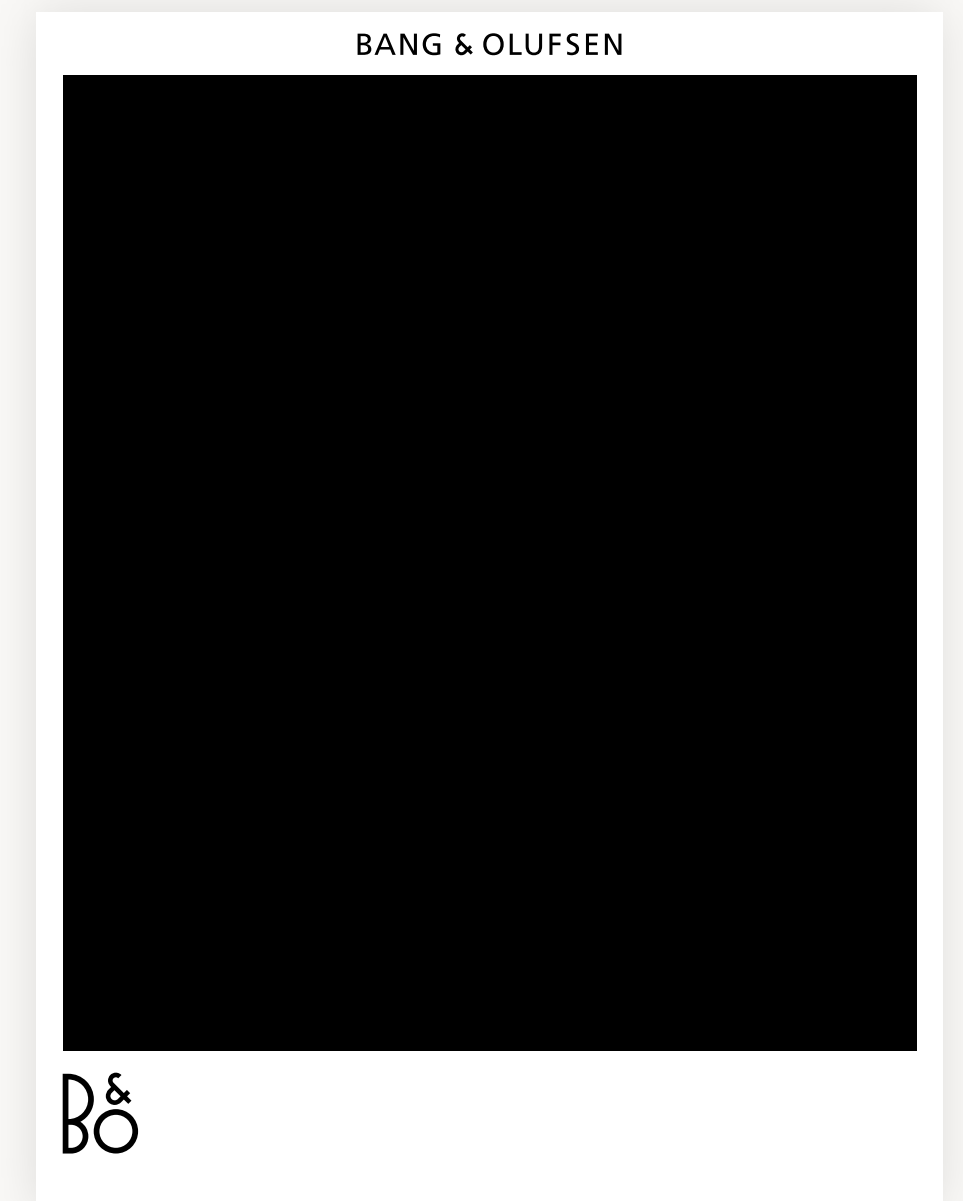
MOBILE



APP



NEWSLETTER

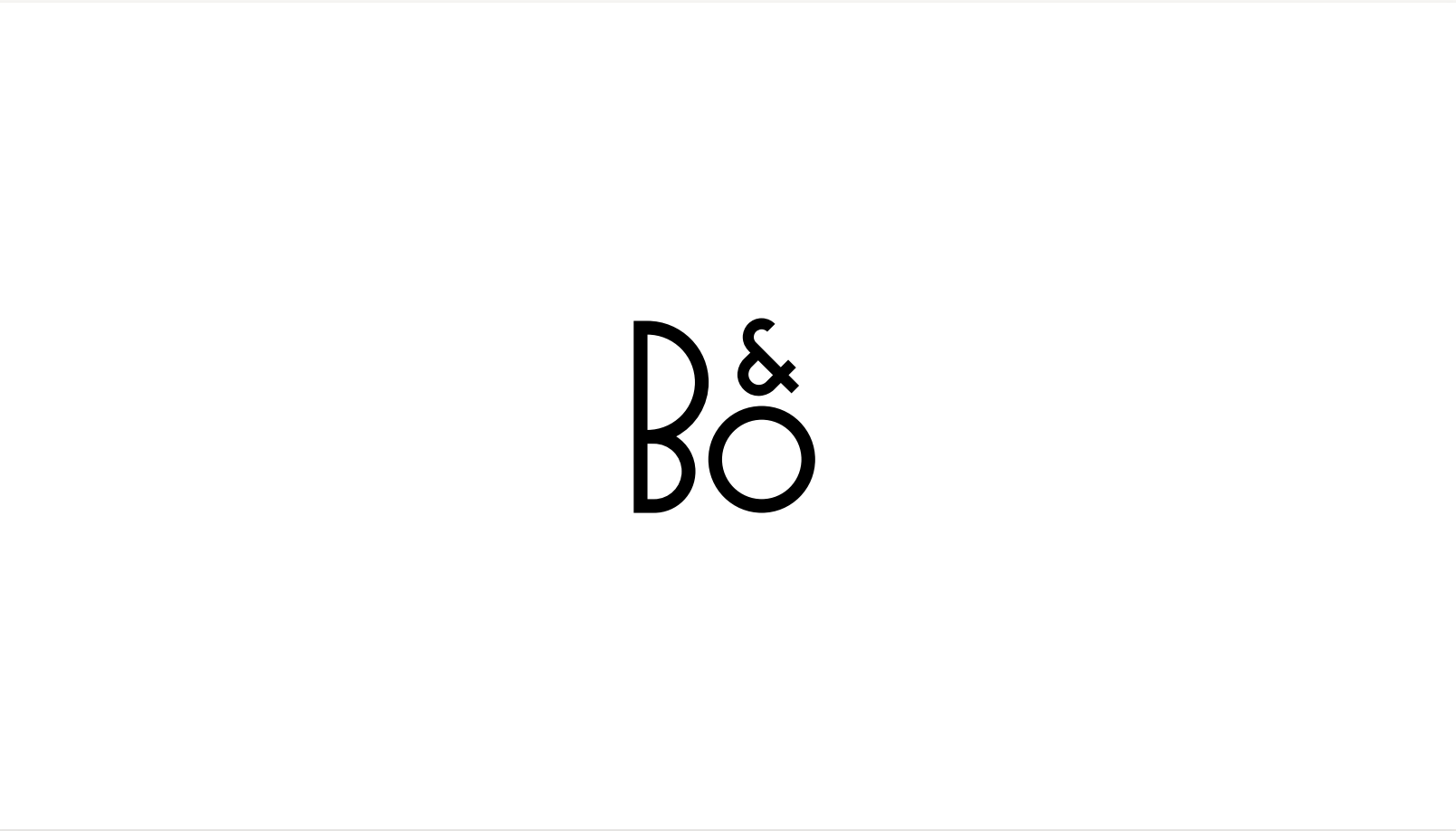


The diagonal or centred relationship is applied to digital designs in reversed order due to space limitations.



- VIDEO CONTENT 16:9 -

START



CONTENT



END



DOWNLOAD
16:9 Graphics
Template here.



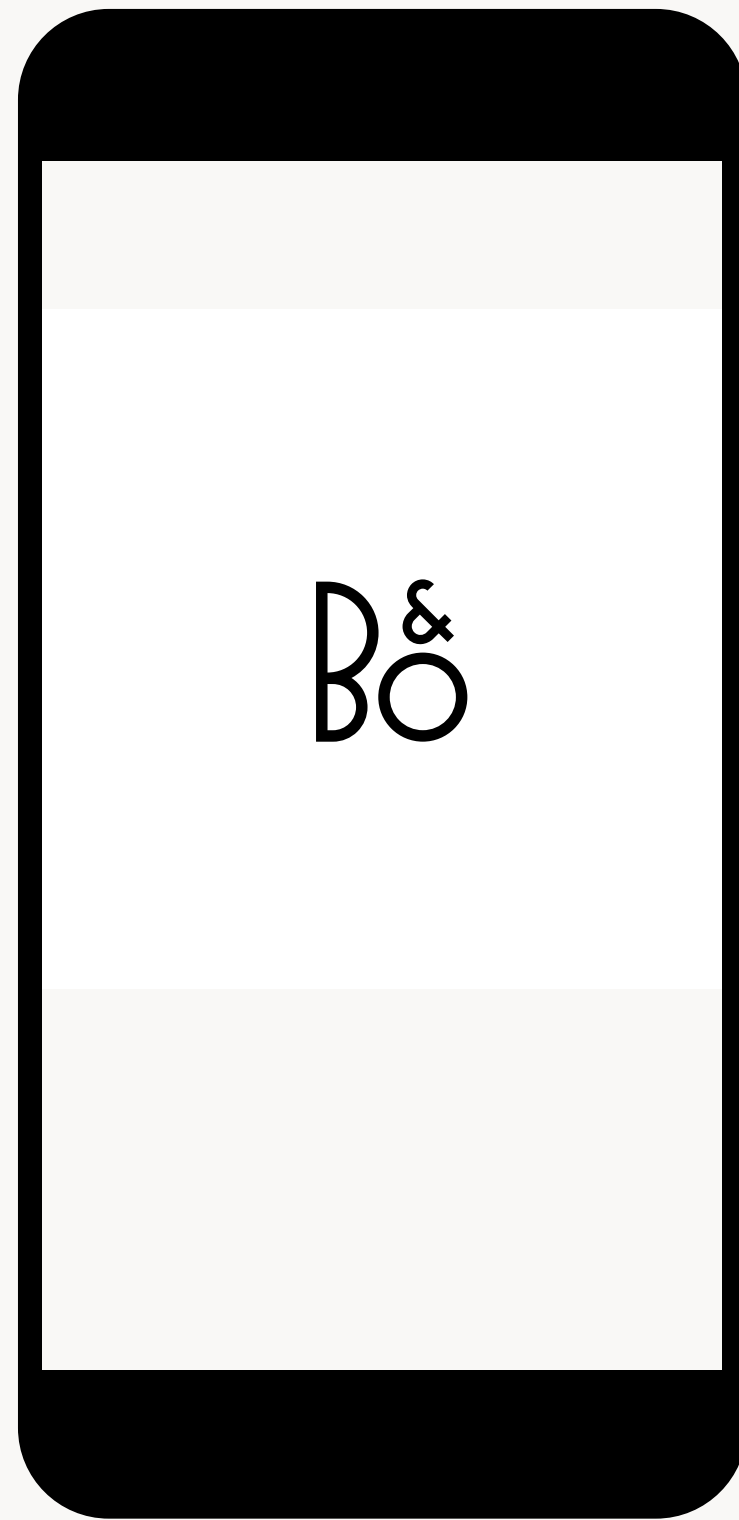
The Attention Logo is shown first and we always finish on the Signature Logo, both align centre.

Exceptions are made in edits under 10 seconds, where just one of the two logos are present.

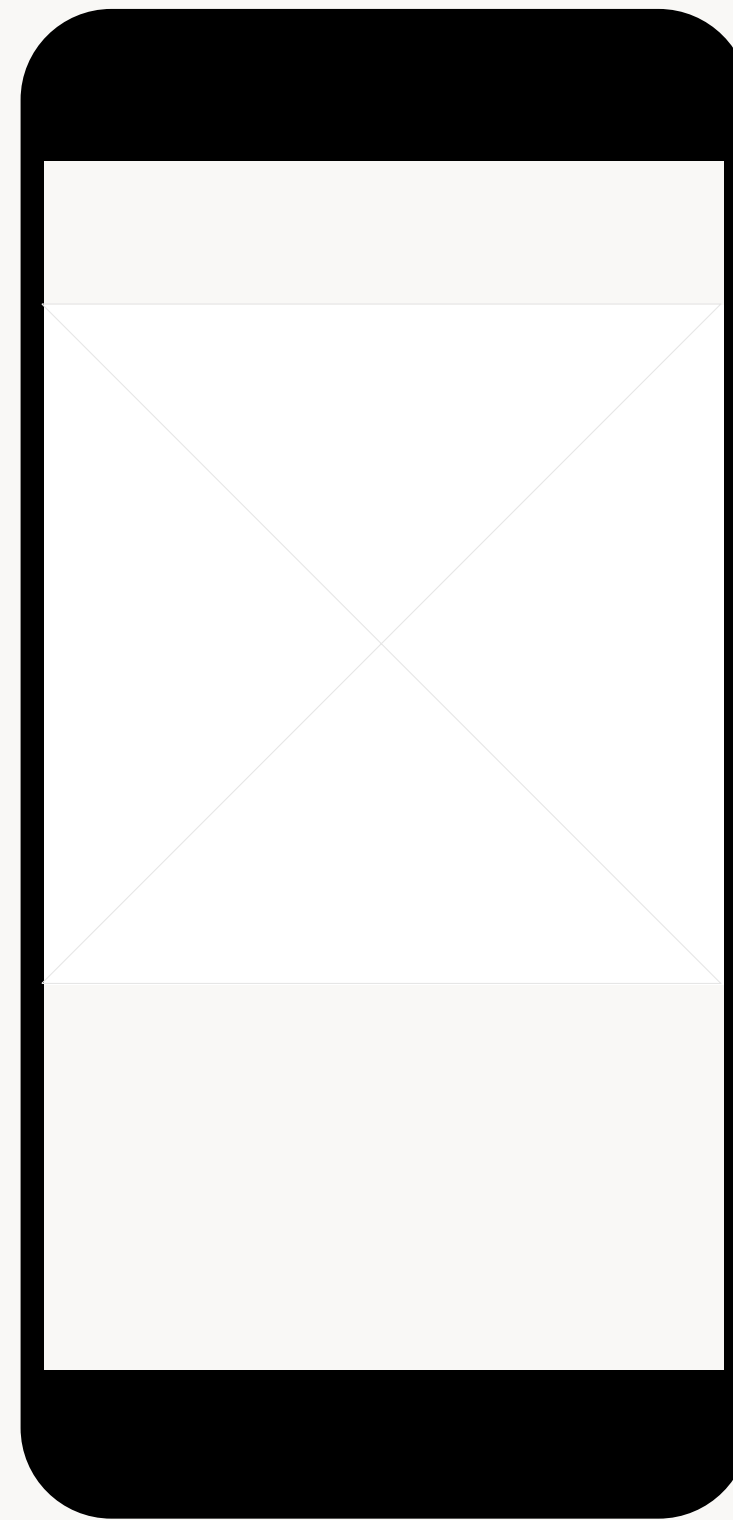


- VIDEO CONTENT 1:1 -

START



CONTENT



END



The Attention Logo is shown first and we always finish on the Signature Logo, both align centre.

Exceptions are made in edits under 10 seconds, where just one of the two logos are present.



- SOCIAL -

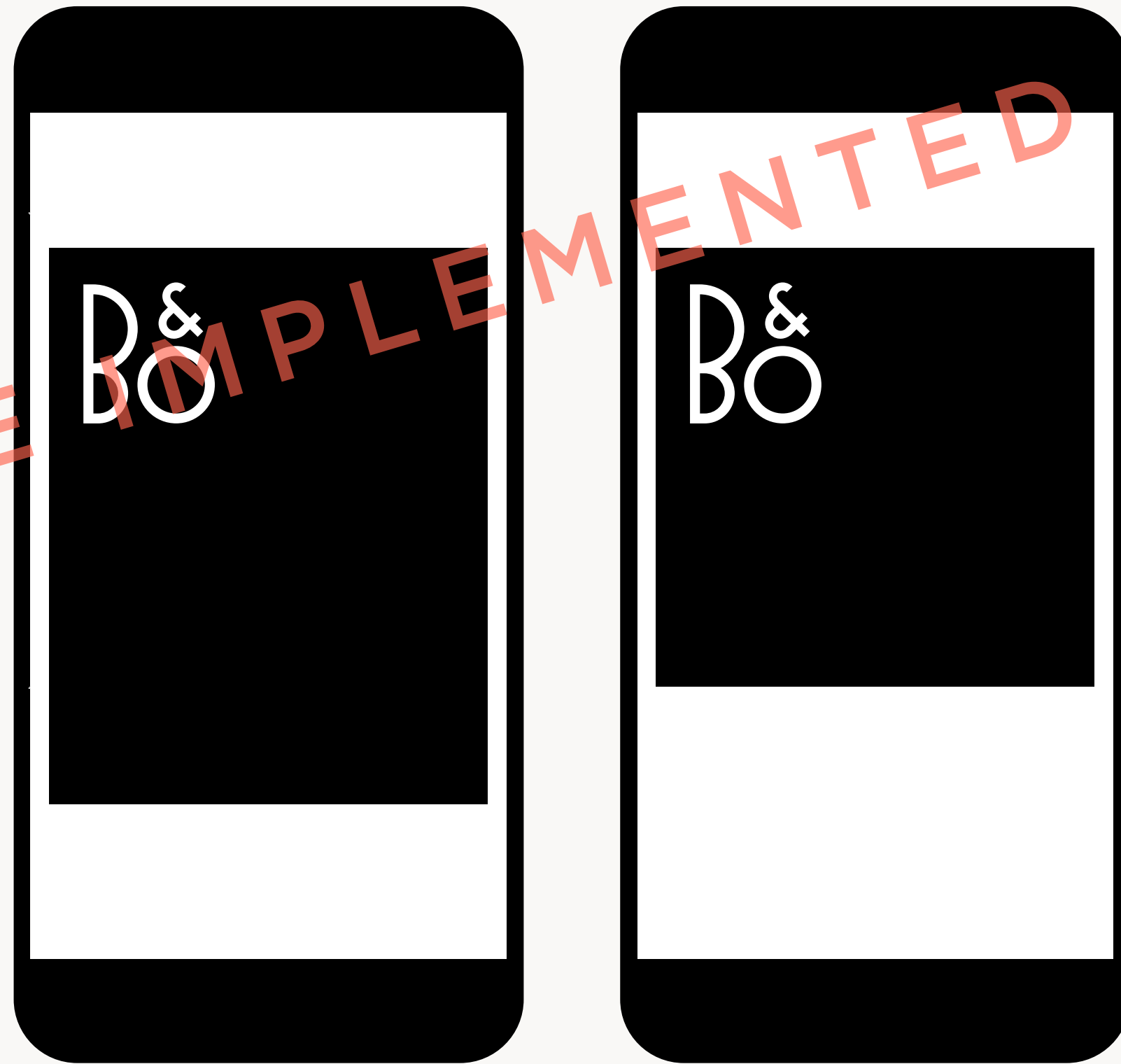
DESKTOP



5:3 CROP

For digital advertising and sponsored social posts only the Attention Logo is applied to designs, always in the top left corner. The full story including the Signature Logo is one click away.

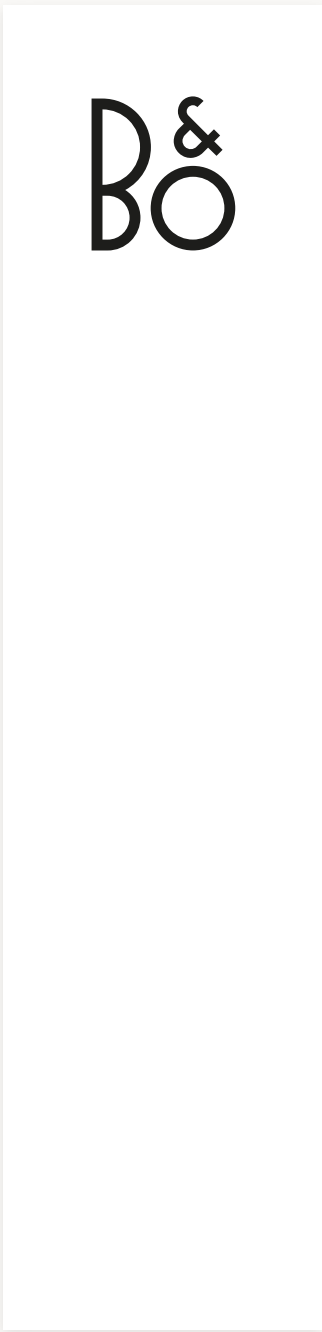
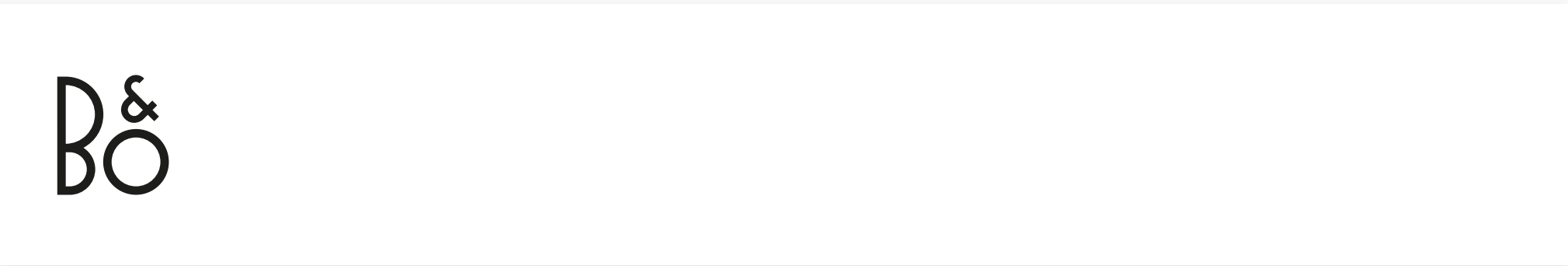
MOBILE



4:5 CROP



- DIGITAL BANNERS -



Throughout digital advertising, the social treatment is applied. The Attention Logo is used in the top left corner apart from on narrow formats where the logo placement is centred.

All logos are same size.



- EMAIL SIGNATURES -



PIA KLEIST
VICE PRESIDENT | MARKETING & LICENSING

+45 24 40 05 80
pj@bang-olufsen.dk

Bang & Olufsen a/s
Gl. Lundtoftevej 1B
2800 Kgs. Lyngby
Denmark
bang-olufsen.com

BANG & OLUFSEN

All signatures are to be presented in the Arial font.
Logos are fixed.



- SOCIAL ICONS -



CORPORATE SOCIAL PLATFORMS
Black attention logo on white.



LOCAL SOCIAL PLATFORMS
White attention logo on black.

DOWNLOAD
Social Icons [here.](#)





B&O

PARTNERING LOGO LOCK-UPS

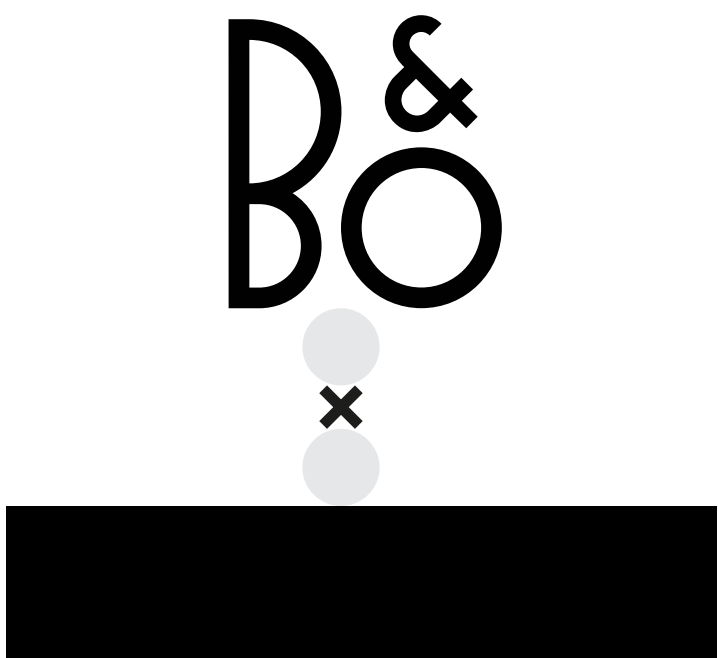
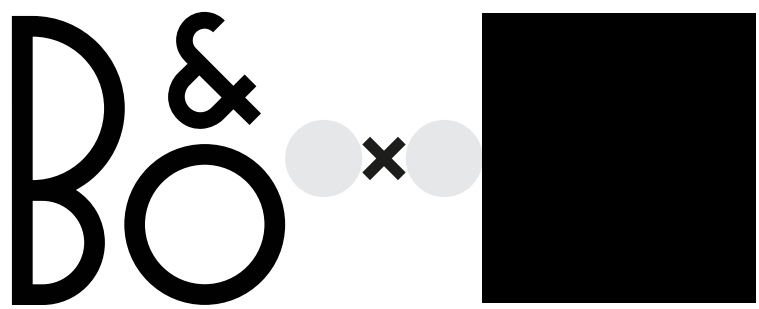


BANG & OLUFSEN



- LOCK-UPS ON PRODUCTS -

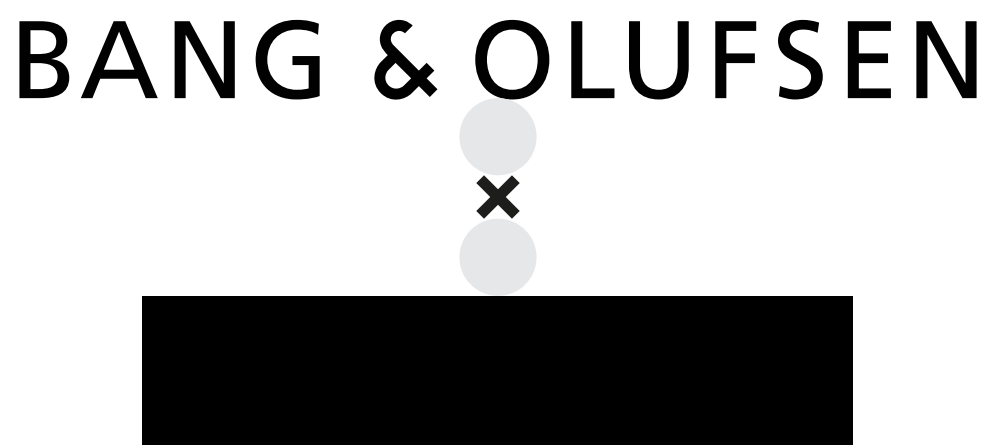
ATTENTION LOGO X PARTNER LOGO EXAMPLES



Lock-ups on products are divided by a small customised 'x'.

In most cases we lead with the Attention or Signature Logo. The Attention or Signature Logo sits to the left of the collaborator logo - or on top of the collaborator logo.

SIGNATURE LOGO X PARTNER LOGO EXAMPLES



Versions are made so it's possible to insert on wide, narrow and circular shapes.

Reversed logo lock-ups are available. See next page.

All partnering logos should be created or signed off by Global Creative.

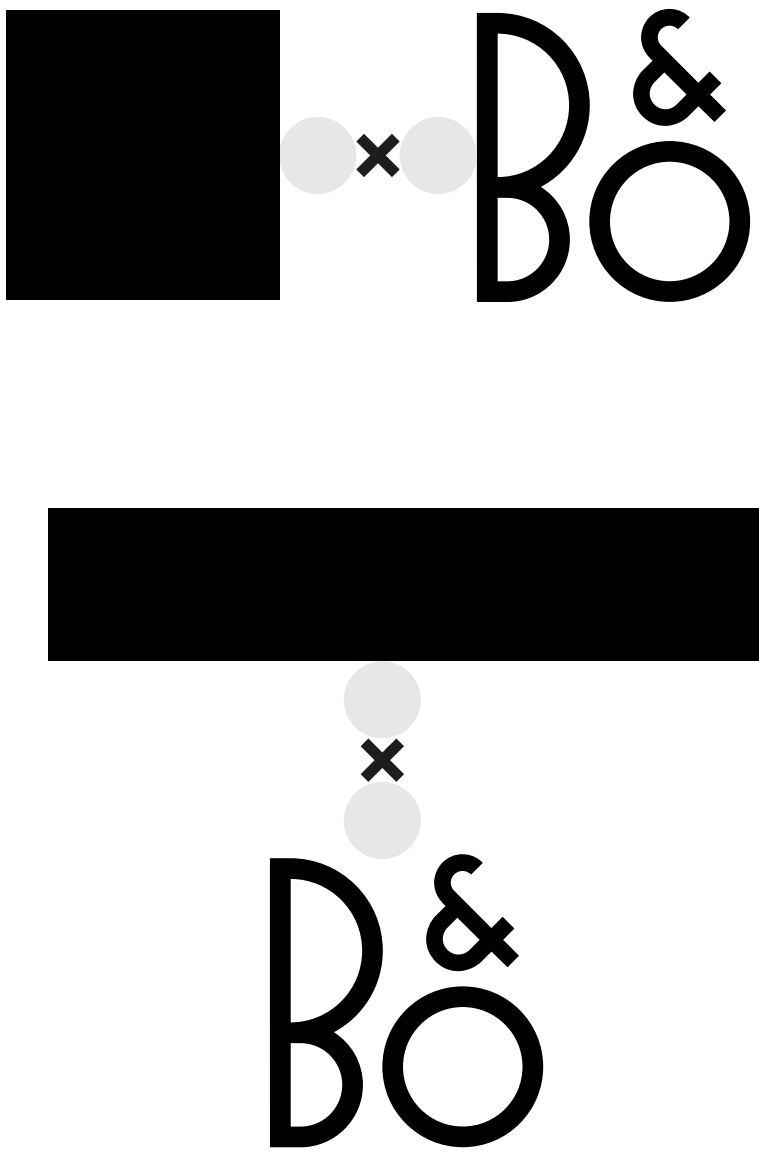


The cross between the two logos is always consistently the same weight as the ampersand.



- LOCK-UPS ON PRODUCTS -

PARTNER LOGO X ATTENTION LOGO EXAMPLE



Reversed examples.

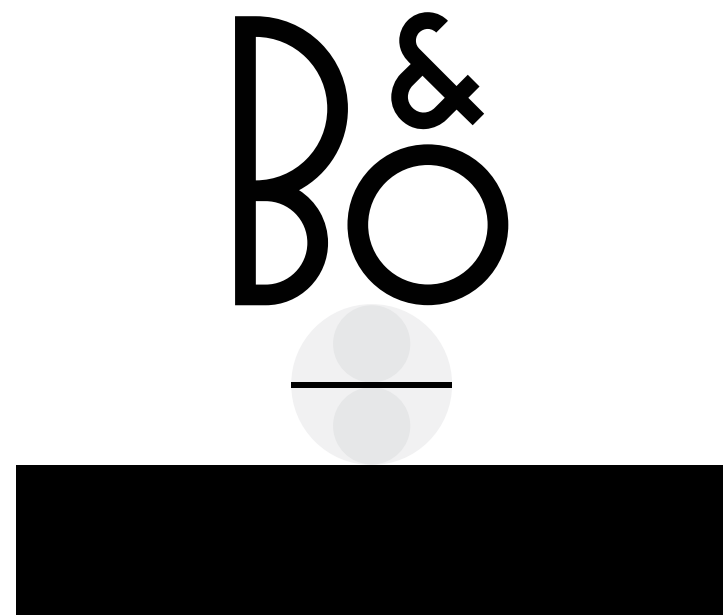
PARTNER LOGO X SIGNATURE LOGO EXAMPLE



The cross between the two logos is always consistently the same weight as the ampersand.

- LOCK-UPS IN COMMUNICATIONS -

ATTENTION LOGO | PARTNER LOGO EXAMPLES



Lock-ups on communications are divided by a customised thin line.

As on products we, in most cases, lead with the Attention or Signature Logo.

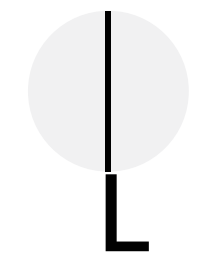
SIGNATURE LOGO | PARTNER LOGO EXAMPLES



Versions are made so it's possible to insert on wide, narrow and circular formats.

Reversed logo lock-ups are available. See next page.

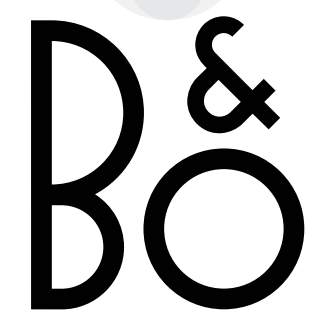
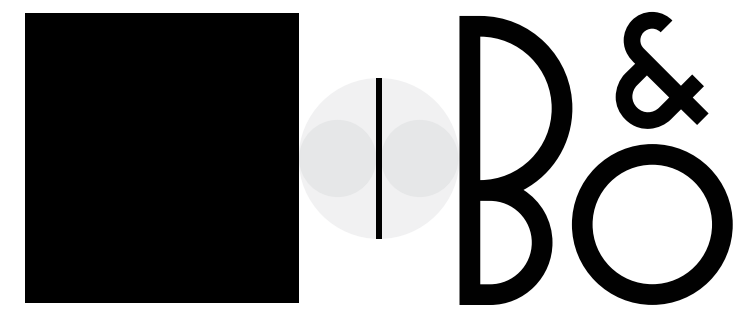
All partnering logos should be created or signed off by Global Creative.



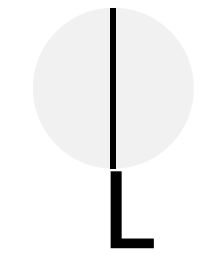
The line is always exactly half the weight of the Signature Logo 'L'. Height is equal to 'o' in Attention Logo.

- LOCK-UPS IN COMMUNICATIONS -

PARTNER LOGO | ATTENTION LOGO EXAMPLES



PARTNER LOGO | SIGNATURE LOGO EXAMPLES



The line is always exactly half the weight of the Signature Logo 'L'. Height is equal to 'o' in Attention Logo.

Reversed examples.



- PROMISE MARKS -

PROMISE + SIGNATURE LOGO EXAMPLES



ATTENTION LOGO | PARTNER LOGO EXAMPLE



Attention Logo versions can only be locked up like above.

Signature Logo versions can be aligned center, left or right.

Promise marks are created by Global Creative only.
The craft promise is either locked up with the Signature Logo or the Attention Logo - carefully planned with the partner.



- LOCAL STORE MARKS -

ATTENTION LOGO + LOCAL STORE CITYNAME

B&O NYBORG

B&O NYBORG

Attention logo version can
only be locked up like above.
Cityname is always to the
right of the logo.

SIGNATURE LOGO + LOCAL STORE CITYNAME

BANG & OLUFSEN
NYBORG

BANG & OLUFSEN
NYBORG

Signature logo version
always have the cityname
below the logo.
Aligned left...

BANG & OLUFSEN
NYBORG

BANG & OLUFSEN
NYBORG

... or right.

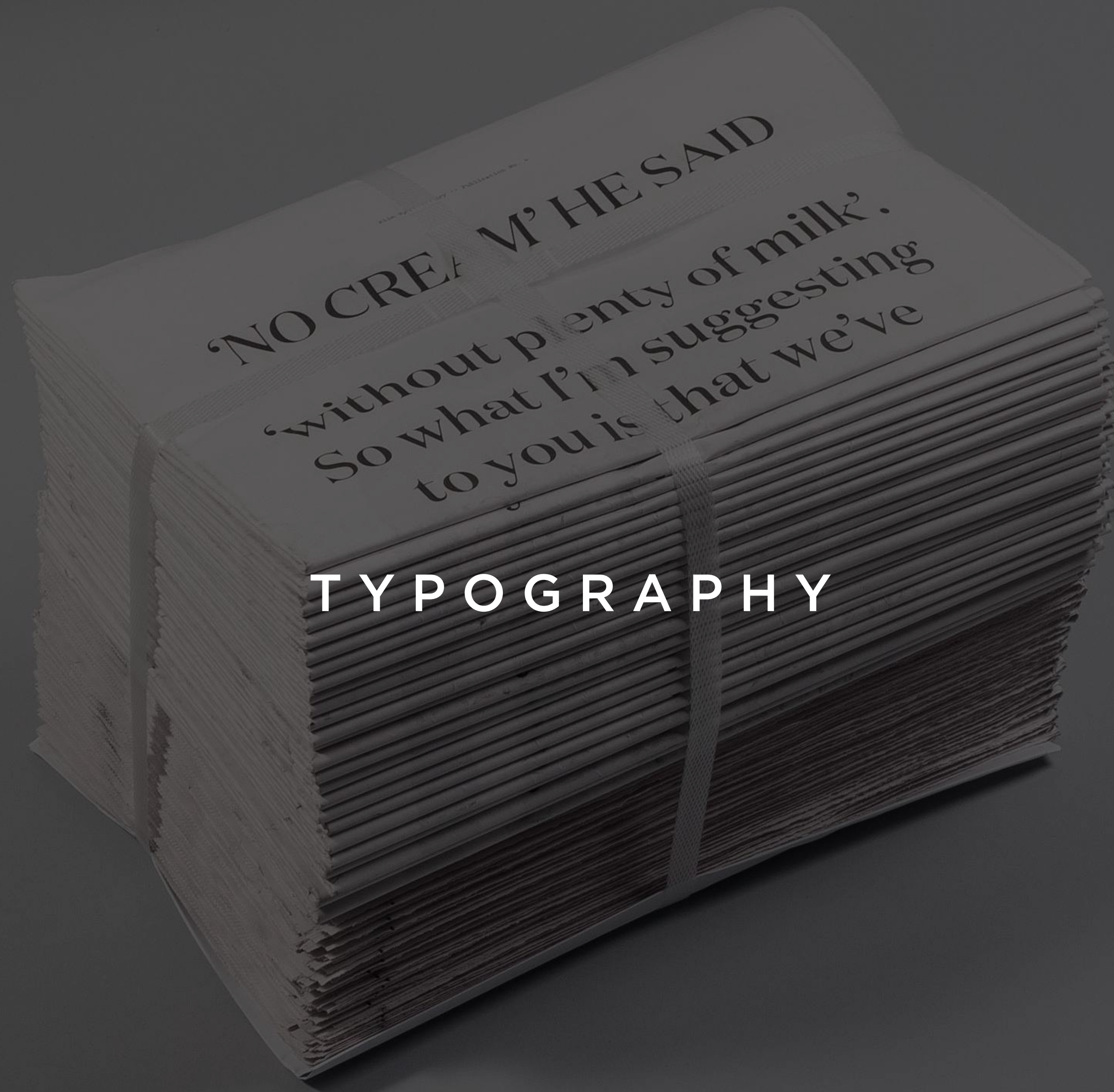
DOWNLOAD
Editable versions [here](#).

Local store marks can be used in locally created communication.
But never on social.

On social such as Facebook, local stores can use the reversed
Attention Logo (white letters on black), see page 43.



BANG & OLUFSEN



TYPOGRAPHY

- OUR TYPEFACES -

Gotham is our primary font.

Product naming and functional information is always to be displayed in Gotham, regardless of its format or sizing.

A serif font, Tiempos Fine, takes priority for editorial and headline copy.

Used together, the two fonts create a dynamic, beautiful and varied brand typographic image.

- THE TYPOGRAPHY ROLES -

WORDS SERVE THE VISUAL

FUNCTIONAL USE AND BODY COPY

Words are the visual

HEADLINES AND HIGHLIGHTS

Thin

Extra Light

Light

Book

Medium

Bold

Black

Functional
Clean
Confident
Geometric

LICENSE

For licence info and install, please get in touch with Global Creative.

FAMILY

All 7 weights above can be used to give character to certain text elements. We do not use italic versions of the various weights.

USAGE

Body copy, product names, functional copy, copy on products.

Fine Light / *Fine Light Italic*

Regular / *Fine Italic*

Medium / *Medium Italic*

Semibold / *Semibold Italic*

Bold / *Bold Italic*

Black / *Black Italic*

Elegant
Refined
Organic
Editorial

LICENSE

For licence info and
install, please get in
touch with Global
Creative.

FAMILY

All 12 weights above can be used to give character to certain
text elements.

USAGE

Headline, quotes, manchetts, text which need to stand out.
Editorial approach.



- TRACKING -

GOTHAM IN HEADLINES:
CAPITALISE + SPACE OUT CA. 300%

BEOPLAY E8 2.0

Here we’re using Gotham Bold. Spaced out 300%. Weights and tracking can of course vary, as long as it’s consistent throughout a given application (brochure, app etc). The combination of large tracking (space between each letter) and capitalisation. gives the headline a luxurious timeless feel. Used it with finesse.

GOTHAM IN BODY COPY:
SENTENCE CASE + SPACED OUT 0-20%

Beoplay E8 2.0 er helt trådløse.

Beoplay E8 2.0 leveres i et trådløst Qi-certificeret ladeetui, så du kan genoplade Beoplay E8 2.0 uden at have en stikkontakt i nærheden. Du skal bare lægge ladeetuiet på en Qi-certificeret trådløs opladningsplade, så oplades Beoplay E8 2.0 automatisk.

In this example, a mix of Gotham Book and Medium is used. Spaced out 10%. Opening up the space between each letter makes the text appear more timeless. Tracking and weights can vary.

GOTHAM USE
Our main corporate font.
Used for headlines, body copy and functional text. Blend it with small sections of the serif font.

LICENSE
For licence info and install, please get in touch with Global Creative.

TIEMPOS FINE HEADLINE:
SENTENCE CASE OR CAPITALS + SPACED OUT 0-50%

Sound like home / SOUNDS LIKE HOME

TIEMPOS FINE IN MANCHET / QUOTE USE:
SENTENCE CASE + SPACED OUT 0-40%

–“The same way
great lighting
does, *music*
creates a special
kind of
atmosphere in
the home”

The serif fonts Tiempos Fine is perfect for editorial highlights. With it’s fine serifs it brings personality.
In the examples above we use Tiempos Fine Medium and Medium Italic. The font family is large, and all all weights can be used, but of course with consistency within a given application in mind.

TIEMPOS FINE
Editorial font.
Used for headlines, quotes and editorial highlights.
Use in combination with Gotham.

PRODUCT NAMES



- PRODUCT NAMES / IN WRITING -

PRODUCT NAMES IN BODY COPY

Beolab 50
Beovision Eclipse
Beoplay A9
Beolit 17

Always write product name in full.
Capitalise first letter in each word.

EXAMPLE

Beosound Shape is a wall-mounted wireless speaker system for design conscious music lovers

Bang & Olufsen is current, luxurious and less tech, and therefore, no longer capitalise letters after ‘Beo’ (i.e. as in BeoLab).

A few products, especially Beoplay products, can in campaign work be named by their Alpha number (A9, H9i etc). These names can not be used on their own though.

NAMES IN CAMPAIGN IDENTITY

BEOSOUND SHAPE

Always capitalise and bold the entire product name when used as a campaign identity elements – mostly in headlines in conjunction with the signature logo.

EXAMPLES



Centred example, where both elements are locked up in a closed relationship.

BEOSOUND SHAPE

BANG & OLUFSEN

Bottom aligned example, where elements are separated, but still maintaining the relationship.

The full name should always be present somewhere else in a given communication. Only Global Creative can define these exceptions



- PRODUCT NAMES / OVERVIEW -

LIST OF CURRENT PRODUCT AND COLLECTION NAMES

Bang & Olufsen Multiroom	Beoplay A1	Beoremote One	Celestial
	Beoplay A9		
Beolab 17	Beoplay E4	Beosound 1	Palatial
Beolab 18	Beoplay E6	Beosound 2	
Beolab 19	Beoplay E6 Motion	Beosound Edge	
Beolab 20	Beoplay E8 2.0	Beosound Shape	
Beolab 50	Beoplay E8 Motion		
Beolab 90	Beoplay H3	Beovision Eclipse	
	Beoplay H4	Beovision Harmony	
Beolit 17	Beoplay H8i	Beovision Horizon	
	Beoplay H9i		
	Beoplay M3	Bronze Collection	
	Beoplay M5		
	Beoplay P2		
	Beoplay P6		

GRID / SPACING

- THE RULE -

Layouts and content positioning use a grid system.

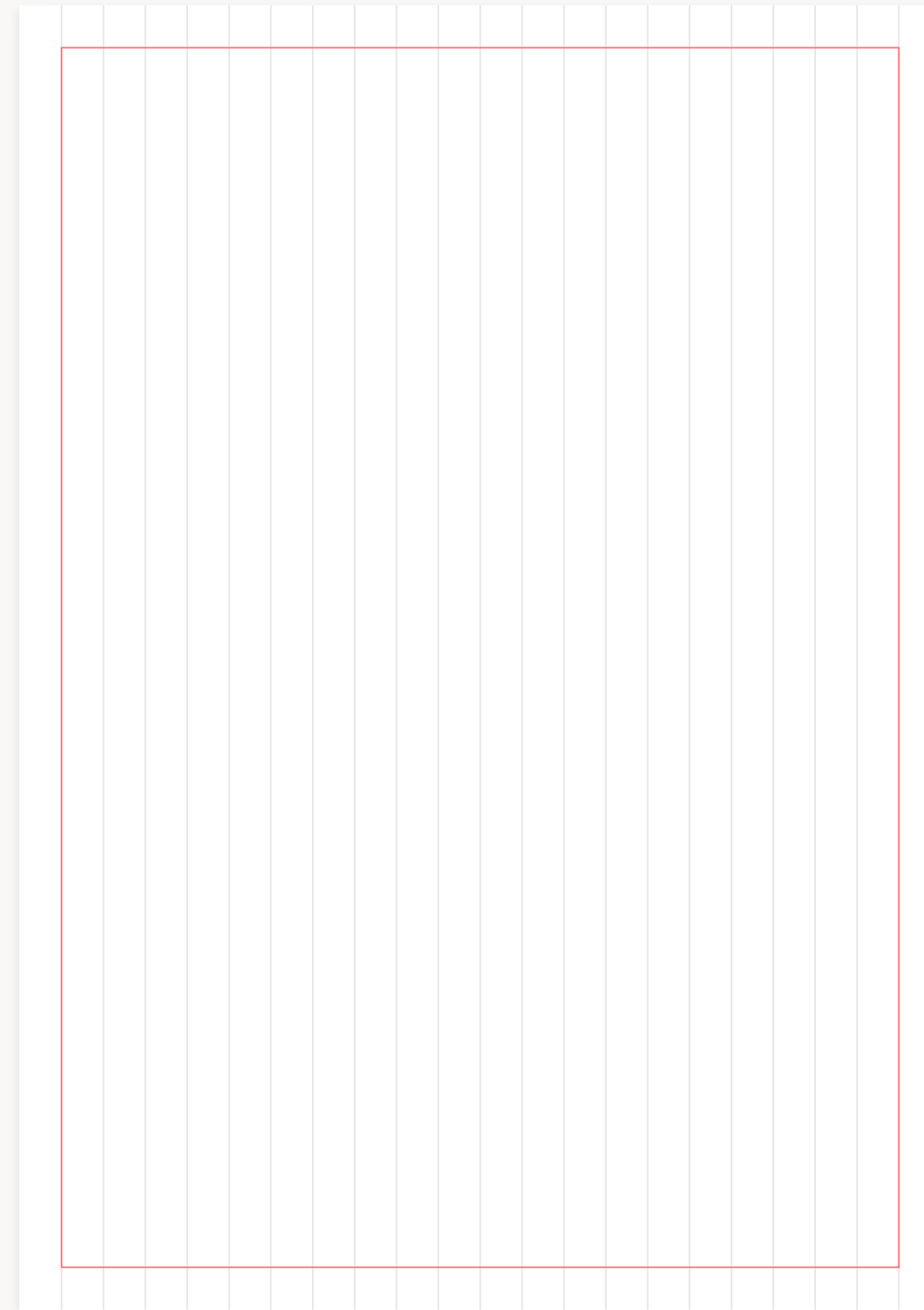
We want to encourage consistency across platforms, environments and media sizes.

The layout grid can be adjusted to meet the needs of our product, or various canvas sizes.

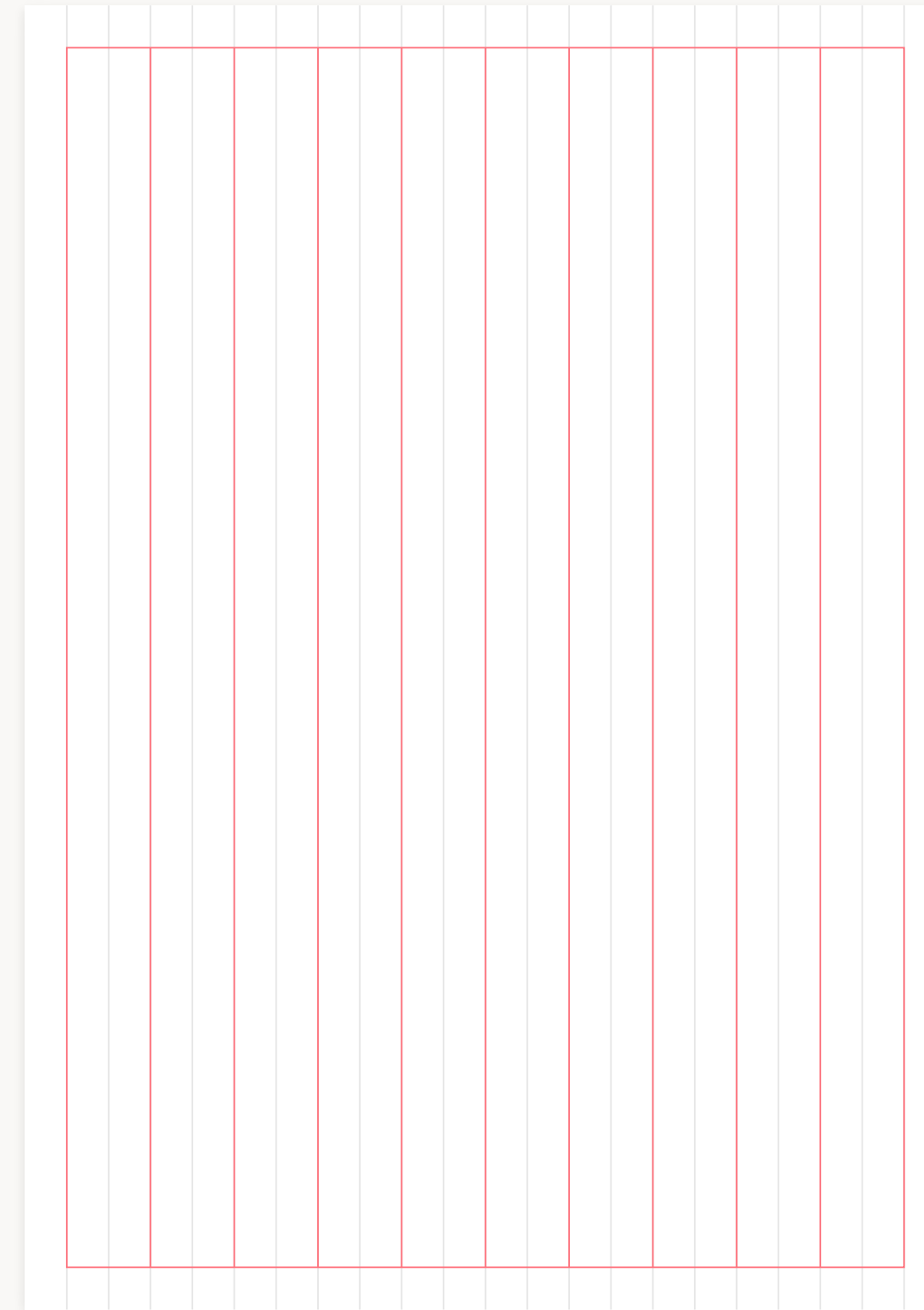
- CONSTRUCTION THE GRID -



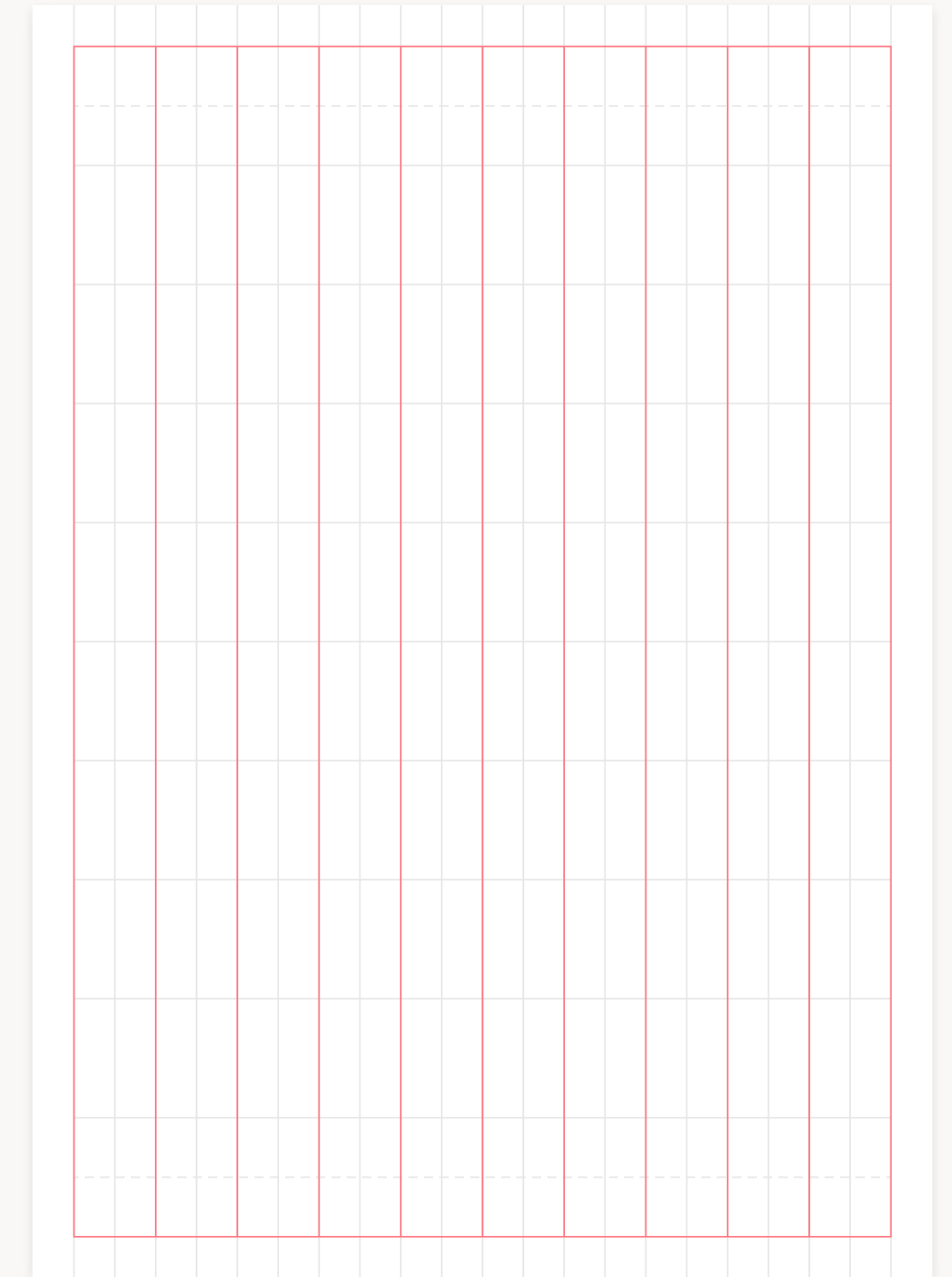
STEP 1
Divide the total width of the format by 22 equal width columns



STEP 2
Use the width of 1 column to determine margin sizes.



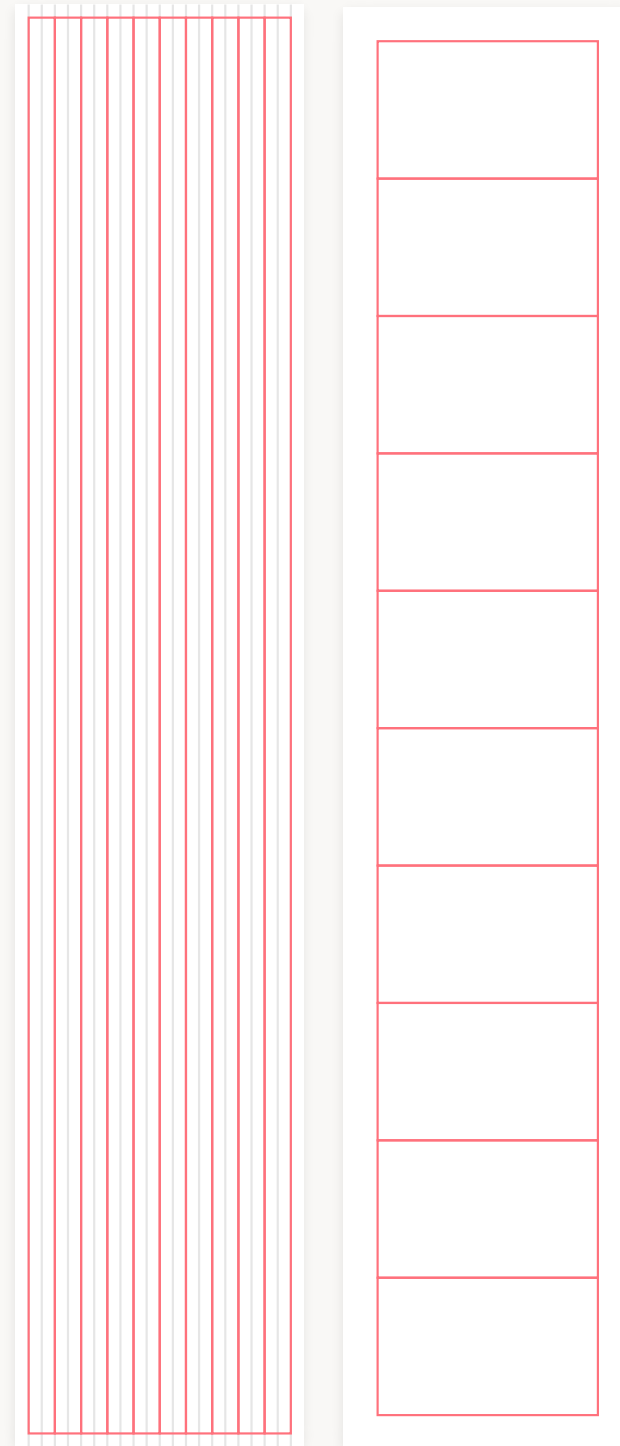
STEP 3
Divide the working area (within margins) into 10 equal columns.



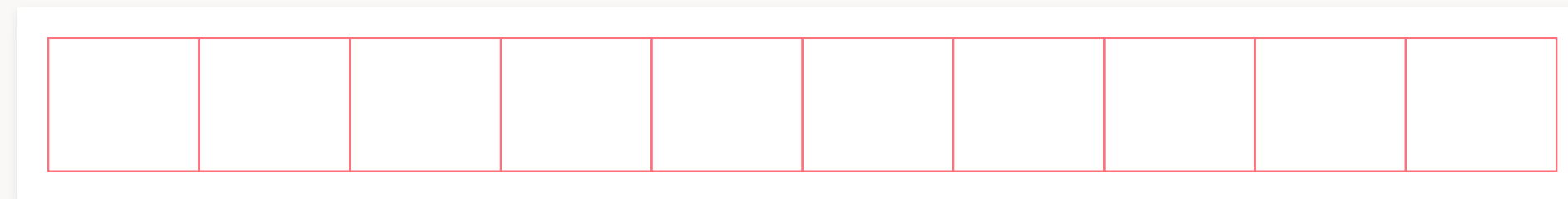
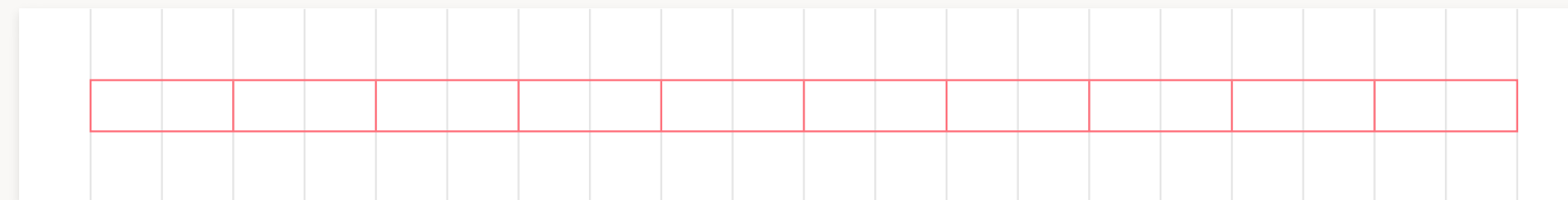
STEP 4
Divide the working area (within margins) into 10 equal rows. Add an additional subdivision to the top and bottom rows.

- DIGITAL USE -

SKYSCRAPER (120 X 600PX)



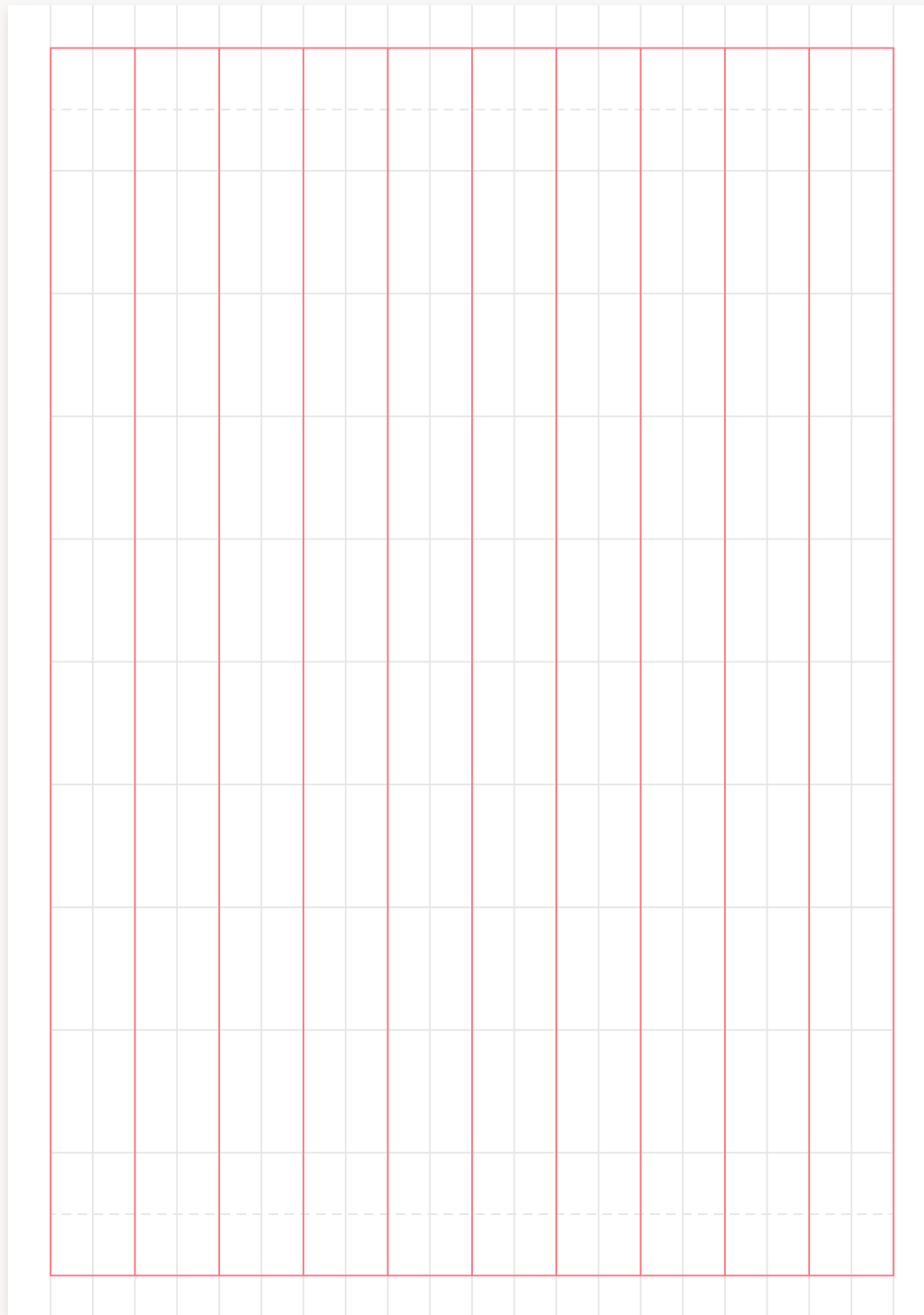
LEADERBOARD (728 X 90PX)



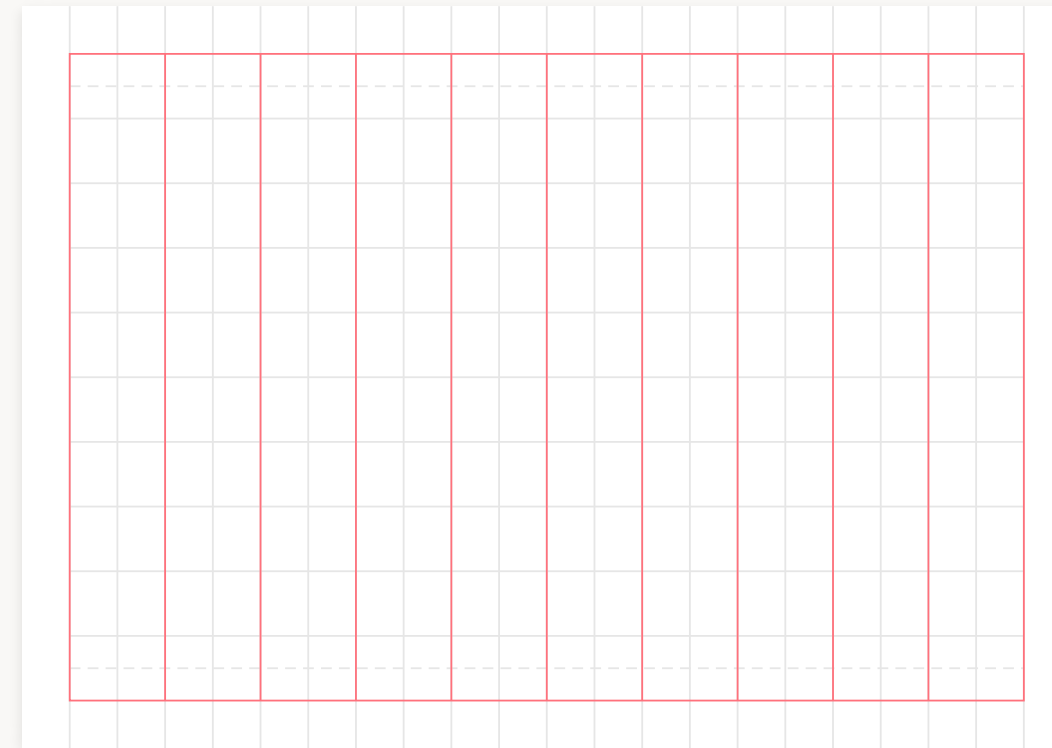
There will be rare instances where the grid structure is not applicable. Extreme landscape and portrait canvas sizes, or very small applications. Discretion should be used to determine an appropriate margin size, which should then be subdivided by 10 (rows for portrait, columns for landscape).

- PORTRAIT, LANDSCAPE -

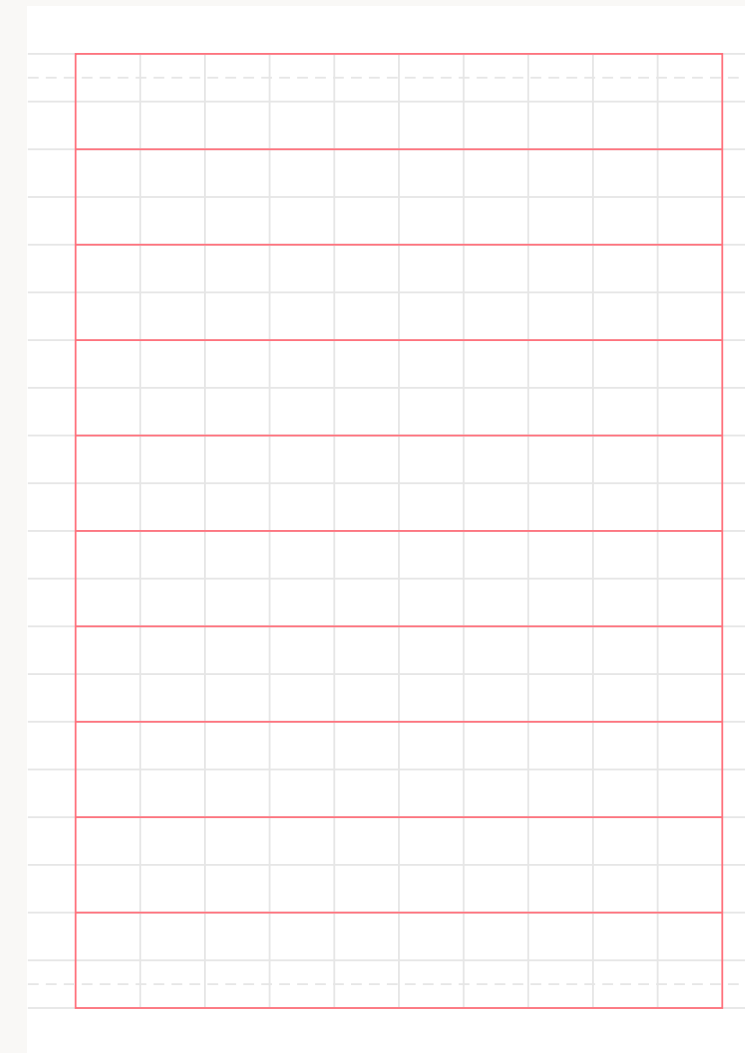
A4 LANDSCAPE



A5 LANDSCAPE (RECOMMENDED)



A5 PORTRAIT



A robust and adaptable system that flexes to meet the needs of the canvas sizes, ensuring our communications are both beautiful and consistent across all applications.

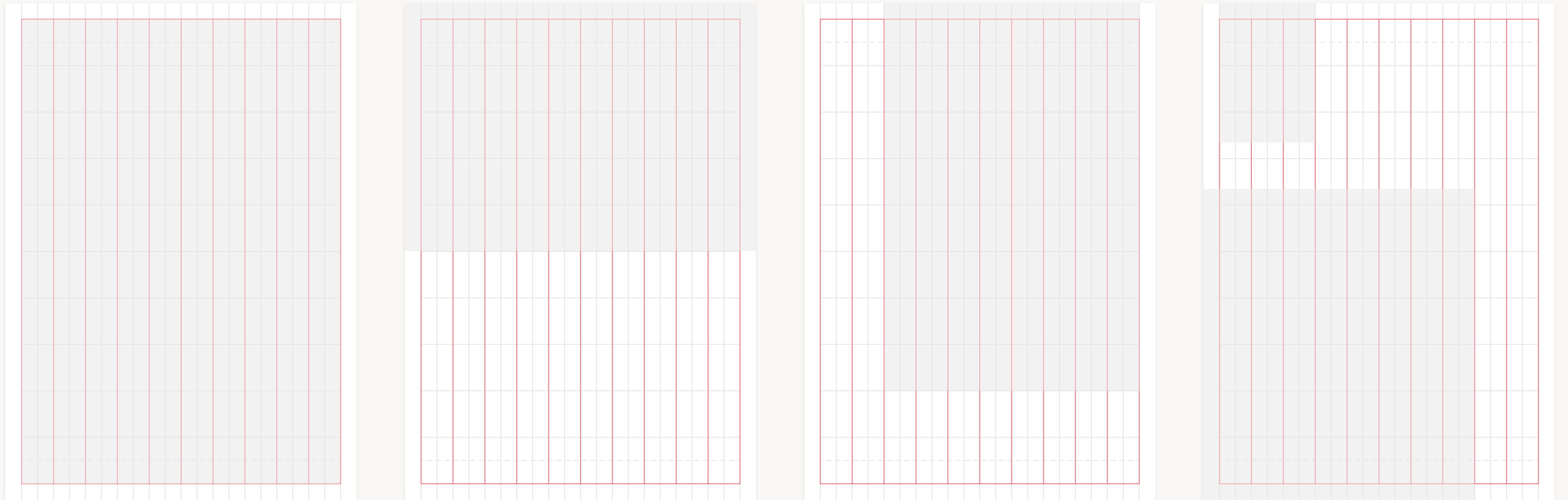
- SPACING METHODS -

Low density layouts use greater space between elements, helping to guide the viewer through different types of digital or print content.

White space from a design perspective, provides a sense of control and ease.

It is in the DNA of high end luxury design and a key part of our guidelines.

- IMAGE PLACEMENT -

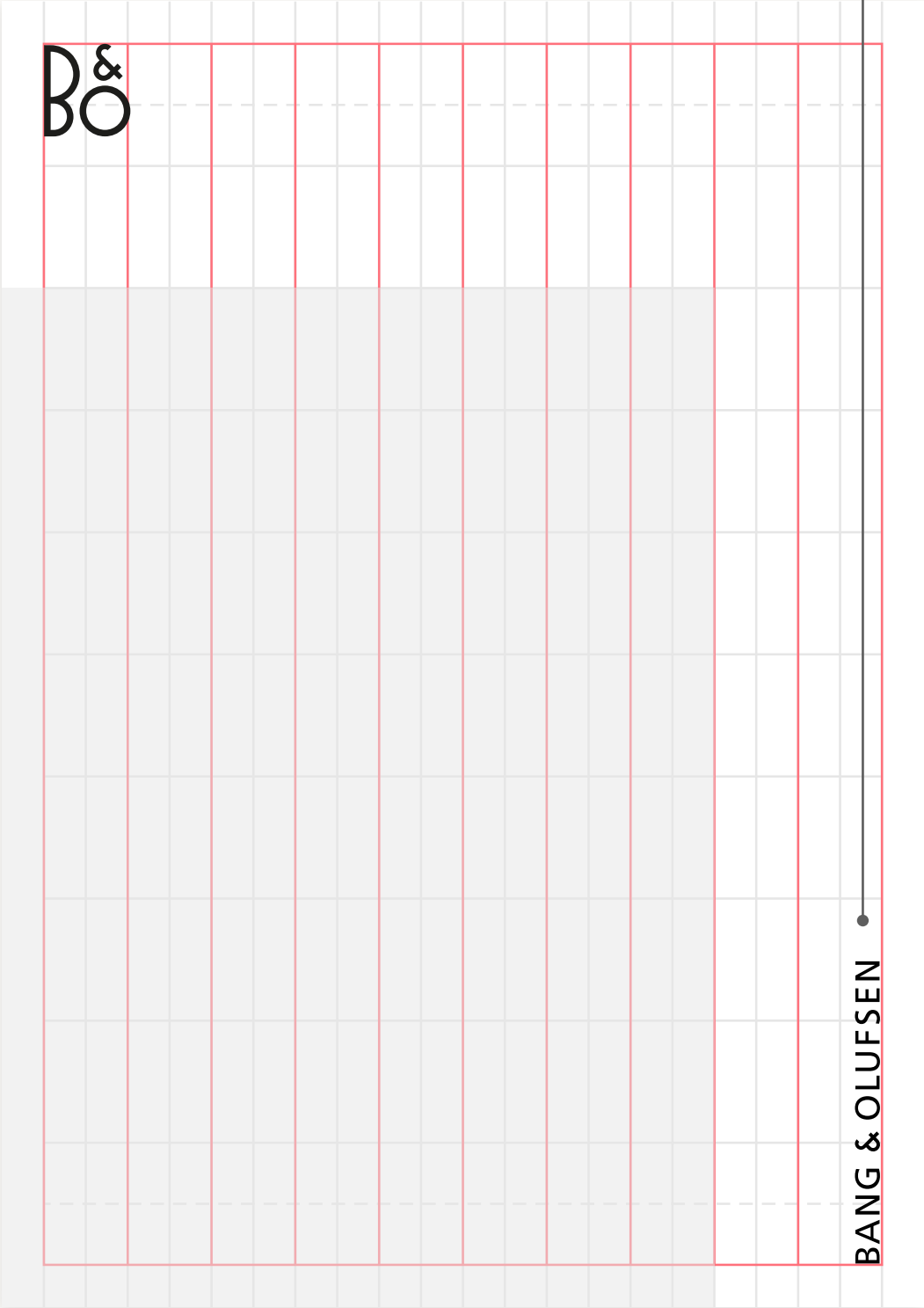
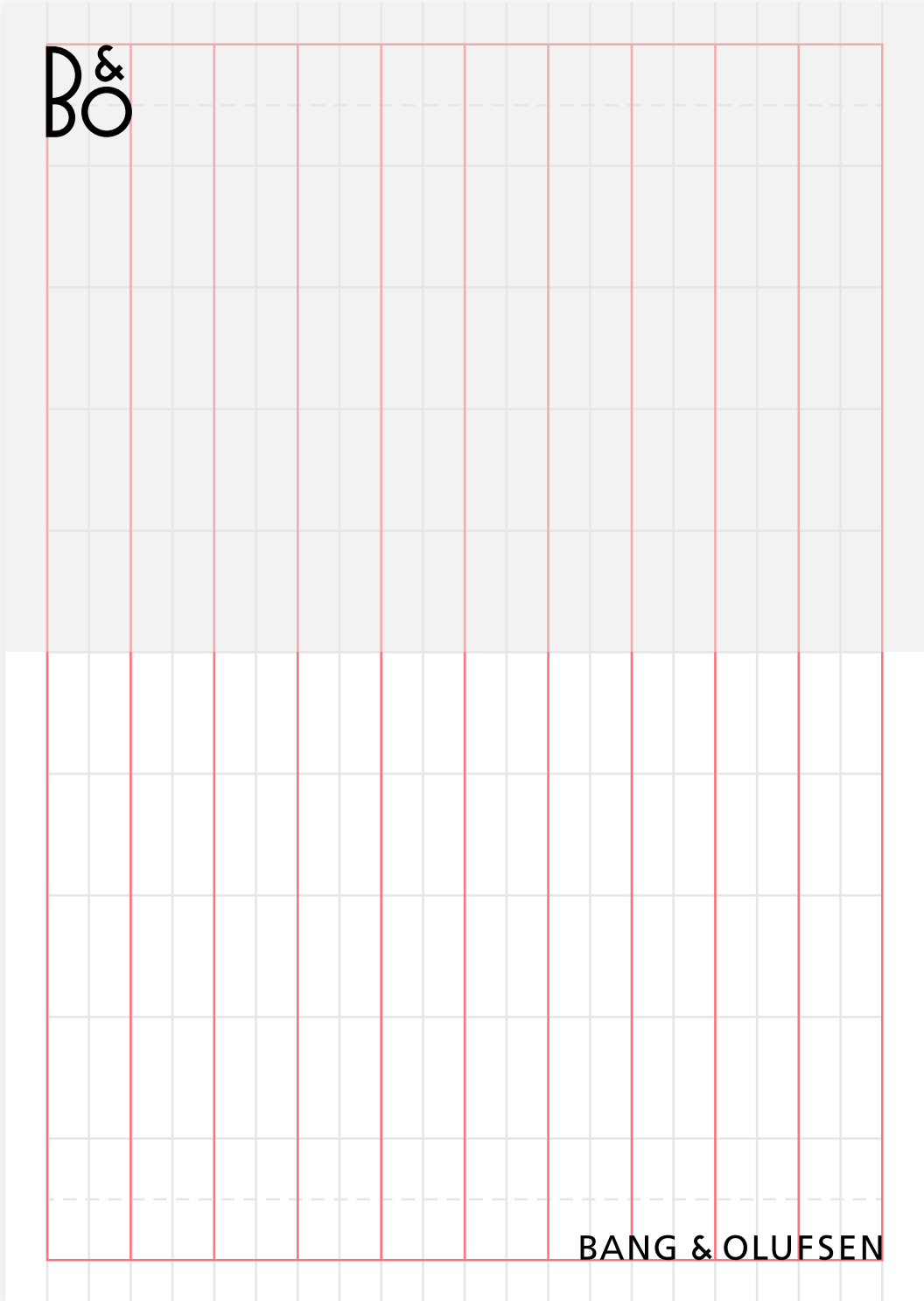
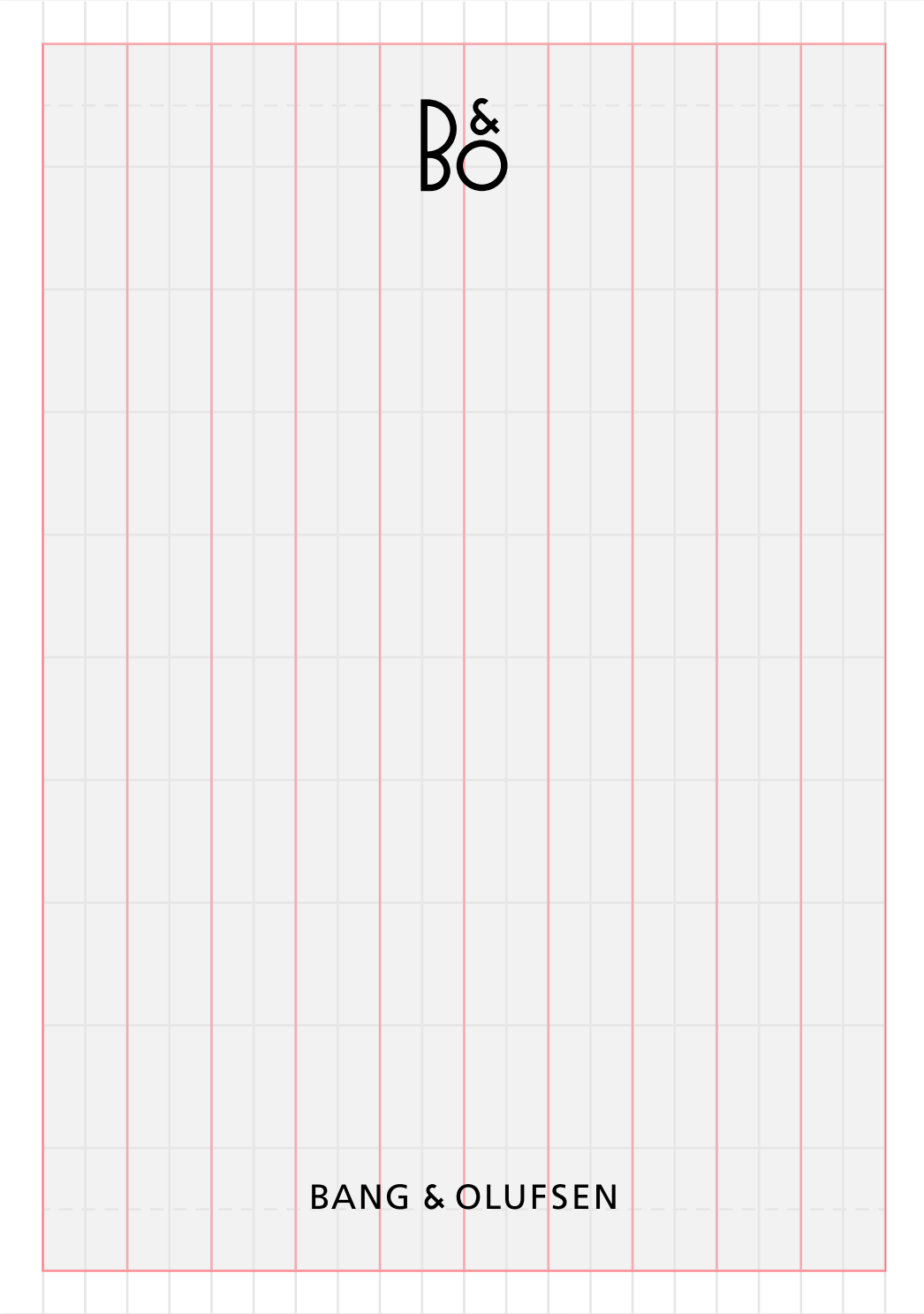


When possible, white space should be used to create a sense of control and ease within layouts. Content should sit flushed to any column or row.



- LOGO RELATIONSHIP ON SINGLE CANVASES -

VERTICAL SIGNATURE LOGO
Used for specific campaign material
only, Consult Global Creative before
using this version.



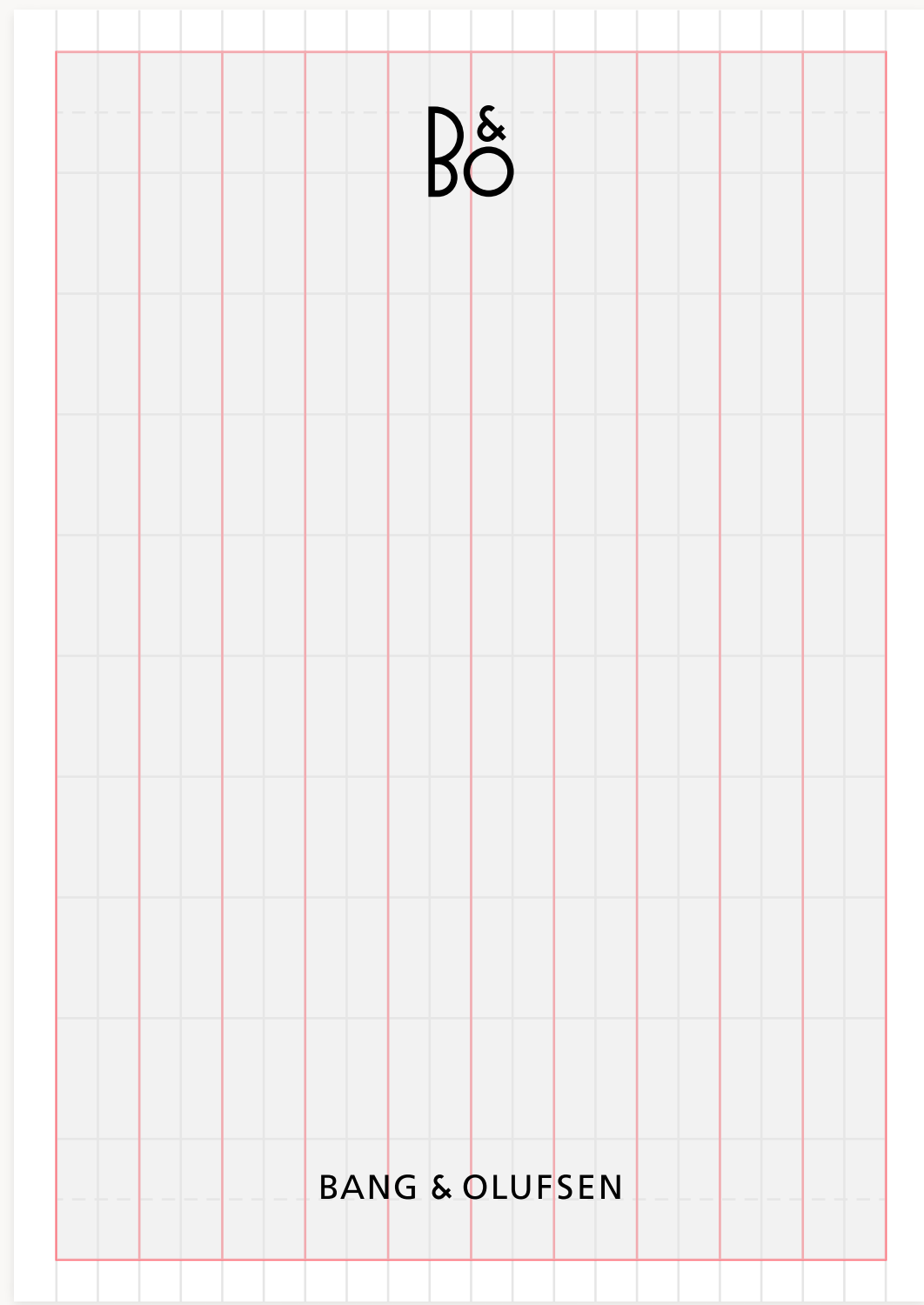
From left to right, top to bottom, the order is: Attention Logo,
content, Signature Logo.



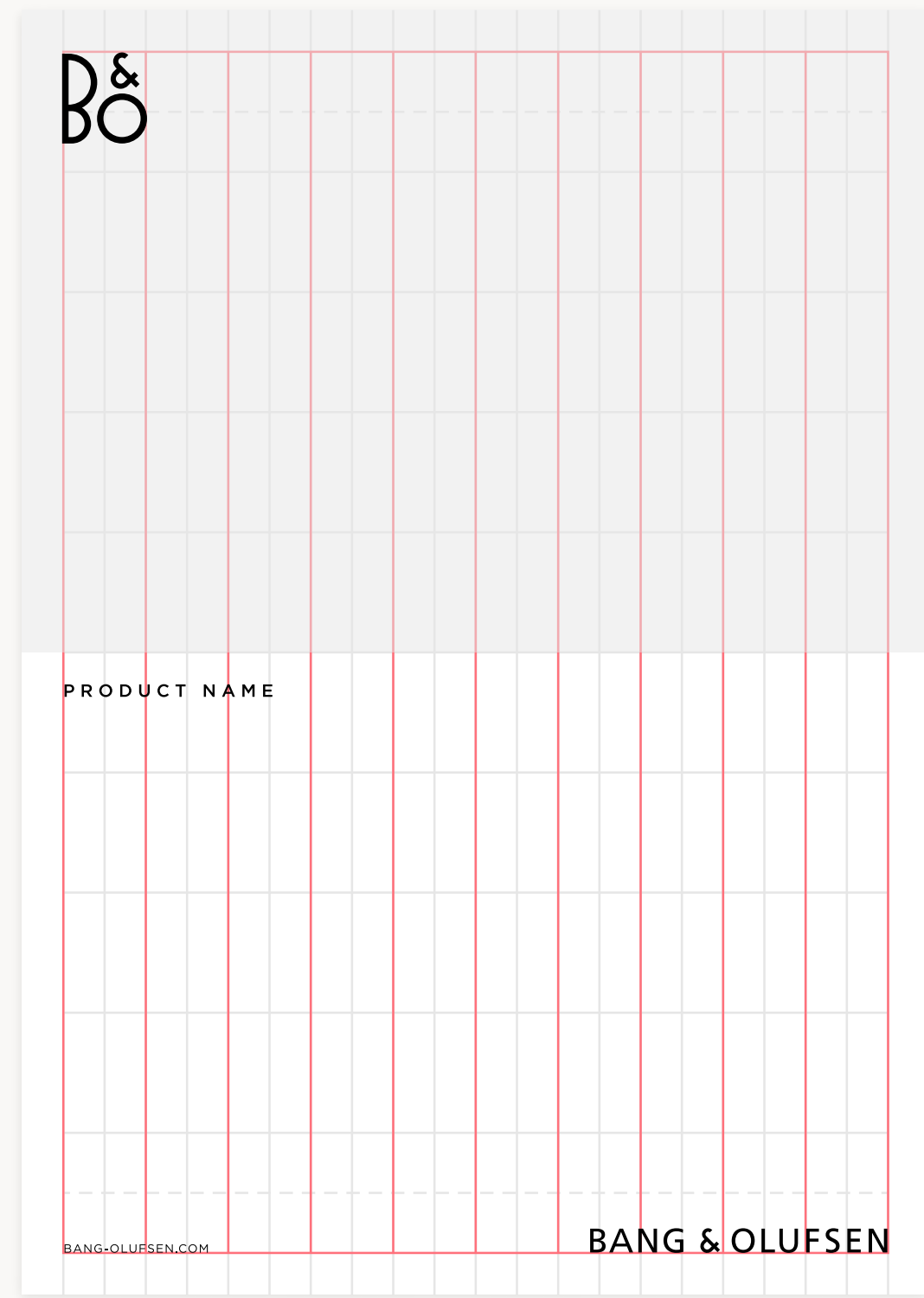
- POSITIONING PRODUCT NAME, URL, TITLE -

VERTICAL SIGNATURE LOGO
Used for specific campaign material
only, Consult Global Creative before
using this version.

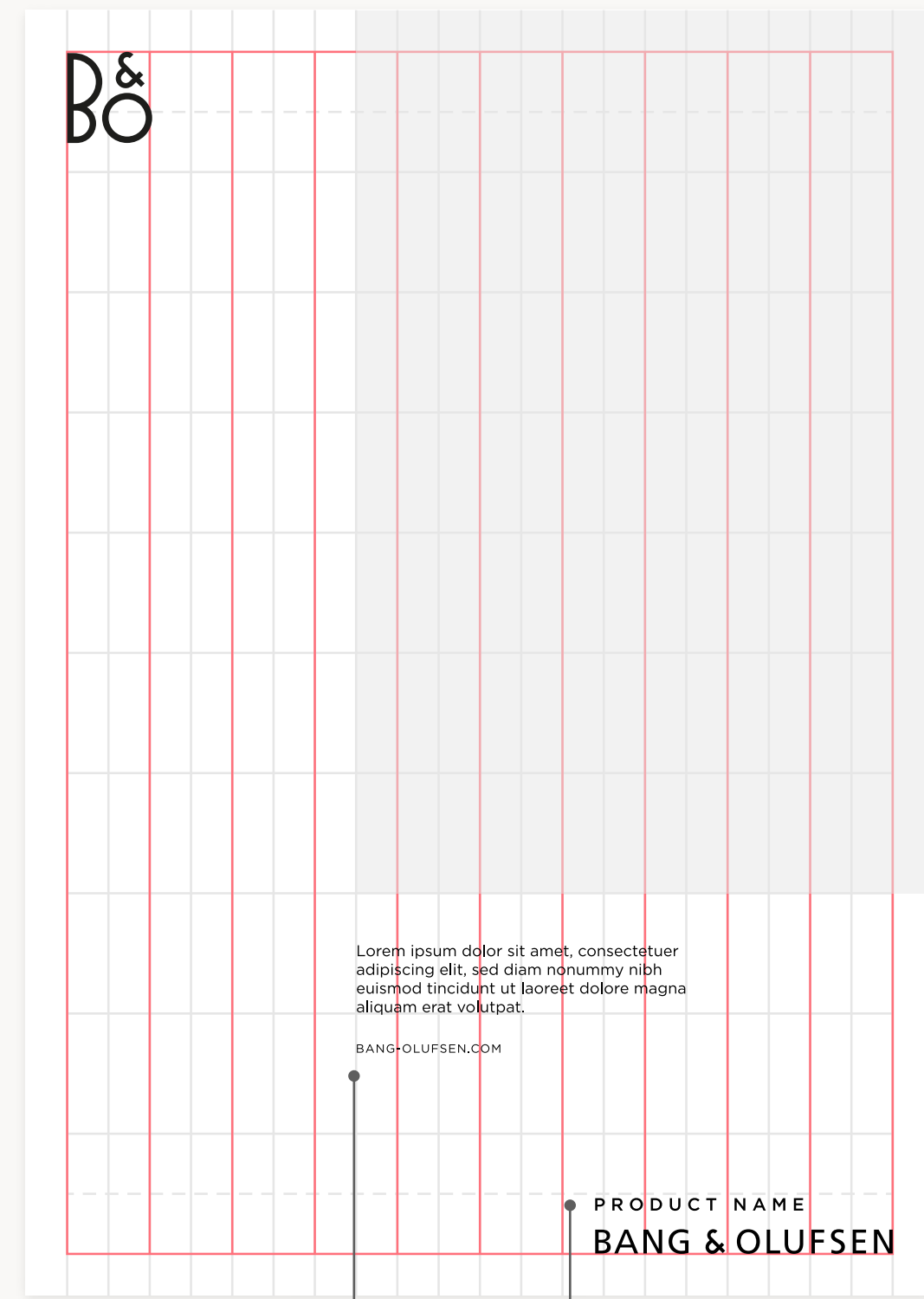
NO MESSAGING



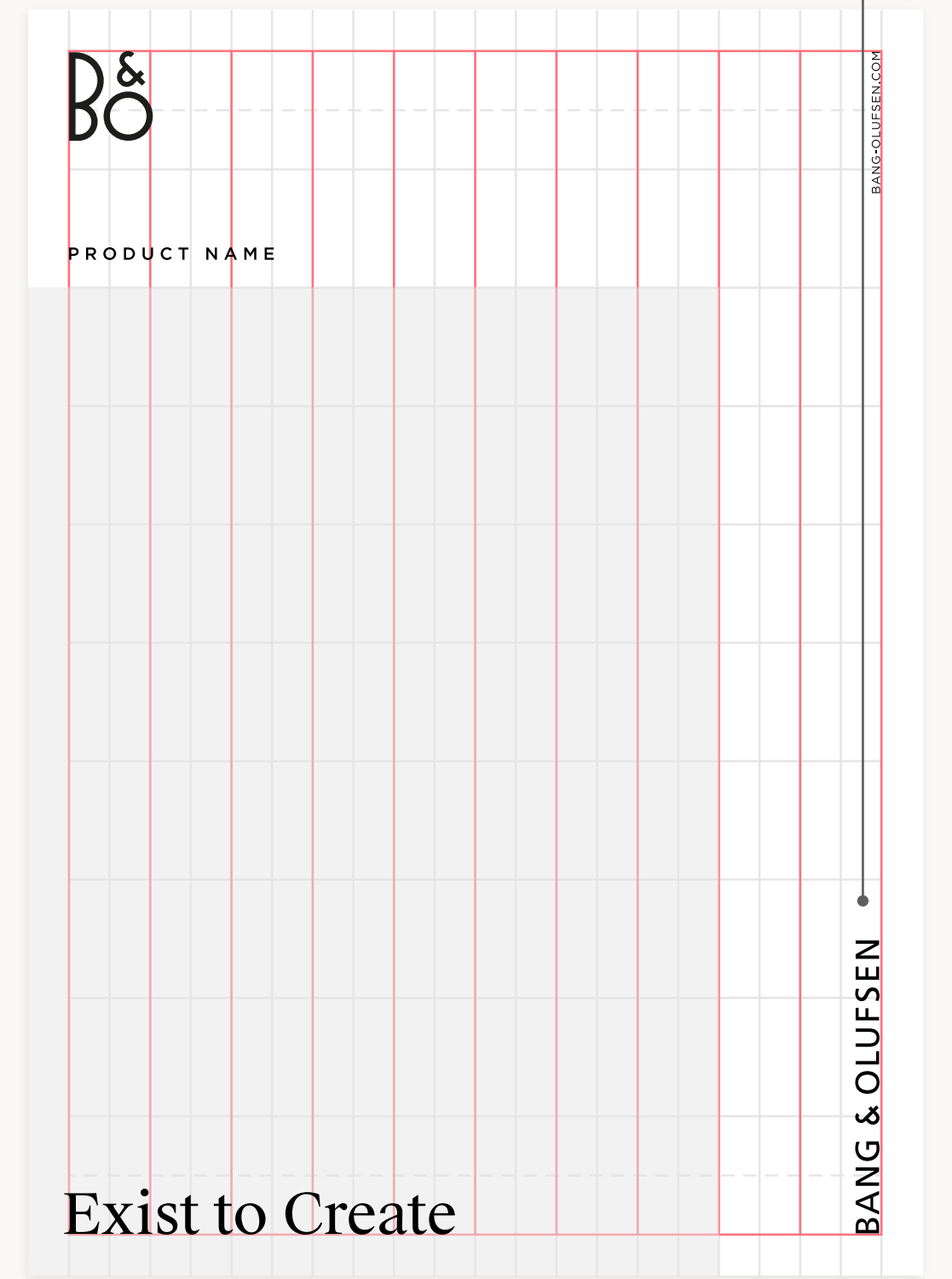
URL AND PRODUCT NAME



PARAGRAPH MESSAGING



LINE



From left to right, top to bottom, the order is: Attention Logo, content, Signature Logo.

CTA
Always use URL
as a direct call
to action at the
end of
messaging
paragraphs.

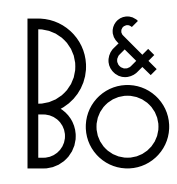
PRODUCT NAME
Product name
can, but does
not have to,
easily be
displayed above
Signature Logo.

BANG & OLUFSEN

ICONOGRAPHY

- ICONOGRAPHY -

Our icons are clear and easily recognisable.
Their shapes are hyper geometric, with clean lines and simple detailing.
They are harmonious both alone and as a family.
Most importantly they are iconic.
All of our products have an associated icon.



- PRODUCT ICONS -

Unique design language
Minimal strokes
Scalable
Geometric (as products)
Works with our font Gotham

ON THE GO												
	BEOPLAY H3	BEOPLAY E4	BEOPLAY E6 BEOPLAY E6 MOTION	BEOPLAY E8 BEOPLAY E8 MOTION	BEOPLAY H4	BEOPLAY H8i	BEOPLAY H9i					
	BEOPLAY P2	BEOPLAY A1	BEOPLAY P6	BELOIT 17	BEOSOUND 1							
FLEXIBLE												
	BEOPLAY M3	BEOPLAY M5	BEOPLAY A9	BEOSOUND 2	BEOSOUND EDGE	BEOSOUND SHAPE						
	BEOLAB 18	BEOLAB 20	BEOLAB 50	BEOLAB 90	BEOVISION HORIZON	BEOVISION ECLIPSE	BEOVISION HARMONY · ON	BEOVISION HARMONY · OFF				

DOWNLOAD
Product Icons [here](#).



Display friendly and always in a circle. Positive or negative.

All our products have an associated icon as displayed on this page.

Icons can be white on dark background, dark on light background - and without a circle on a clean calm background.

Product icons can only be created by Global Creative.

- GENERAL ICONS -

Unique design language
Minimal strokes
Scalable
Geometric (as products)
Works with our font Gotham

GENERAL												
	POWER	WIRELESS	SOUND SIGNATURE	BATTERY	SEARCH	DESIGN	PHONE	SUPPORT	QUOTE	EMAIL	LIGHTNING	
	MAGAZINE	TRUE360	CALENDAR	MANUAL	LOCATION	FREEDOM	QUESTION	HOTLINE	PRIVACY	WARNING	HOME	
	DELETE / BIN	FEEDBACK	CLOUD	REPAIR	SEE MORE	AWARD	STAR	LOVE	CONNECTED AUDIO	LOADING	CAMERA	
	INFORMATION	MOTION	(VIRTUAL) WALL									

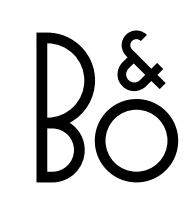
DOWNLOAD
All Icons here.



Display friendly and always in a circle. Positive or negative.

Icons can be white on dark background, dark on light background - and without a circle on a clean calm background.

Product icons can only be created by Global Creative.



- TECH + E-COM ICONS -

Unique design language
Minimal strokes
Scalable
Geometric (as products)
Works with our font Gotham

TECH SPECS												
	DIMENSIONS	WEIGHT	CORD	DIAMETER	ANC	DESIGNER	COLOURS	BOX	LEATHER	WIRELESS STEREO PARRING	COMPATIBLE B&O APP	
	REMOTE	TONETOUCH	MATERIAL	ROBUST	POWER	SETUP	LIGHT WEIGHT	MICROPHONE	FREQUENCY	BLUETOOTH	BASS	
E-COM												
	ALARM	SMART CHARGING	AVAILABILITY MODE	TRANSPARENCY MODE	SPEAKER VOL	MINT	GLOBAL	GVA				
	UPLOAD	DOWNLOAD	LOGIN	LOGOUT	DOWNLOAD FILE	CART	CHECKMARK	SECURE				

DOWNLOAD
All Icons here.












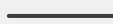


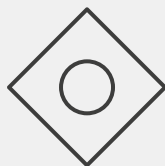

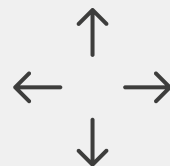







Display friendly and always in a circle. Positive or negative.

Icons can be white on dark background, dark on light background - and without a circle on a clean calm background.

Product icons can only be created by Global Creative.

- INTERACTION + REASONS TO BUY ICONS -

Unique design language
Minimal strokes
Scalable
Geometric (as products)
Works with our font Gotham

INTERACTION												
	PLAY	PAUSE	PREVIOUS	NEXT	DRAG	TAP/TOUCH	CONTROL/REMOTE	PLAYBACK	VOLUME UP	VOLUME DOWN	SHARE	
												
	SHARE	CONTROL	CLONE	MOVE AROUND								
REASONS TO BUY												
	FREE DELIVERY	FREE RETURN	EXTRA WARRANTY	SECURE	HANDLED WITH CARE	3 STEPS	PERSONAL PICKUP					

DOWNLOAD
All Icons here.



Display friendly and always in a circle. Positive or negative.

Icons can be white on dark background, dark on light background - and without a circle on a clean calm background.

Product icons can only be created by Global Creative.

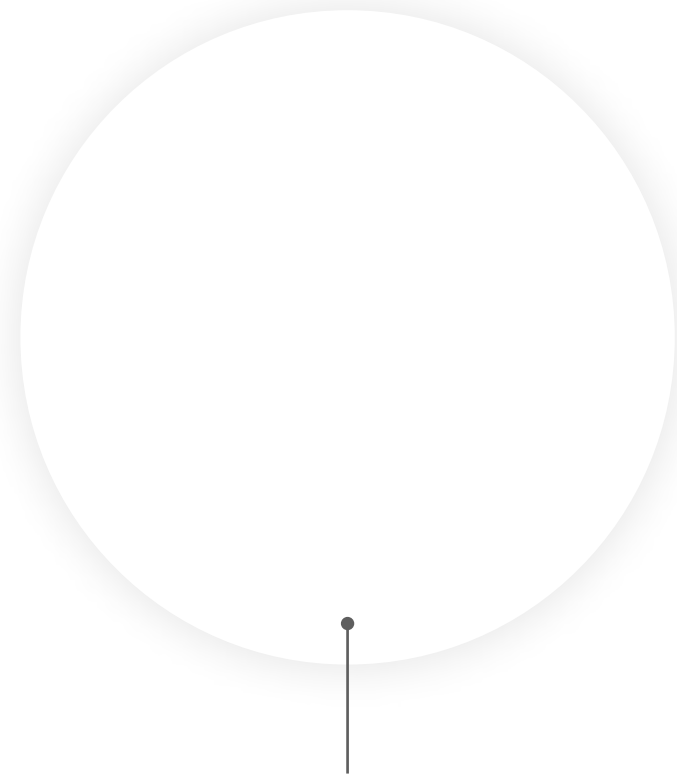
COLOURS AND FINISHING

- PRIMARY PALETTE -

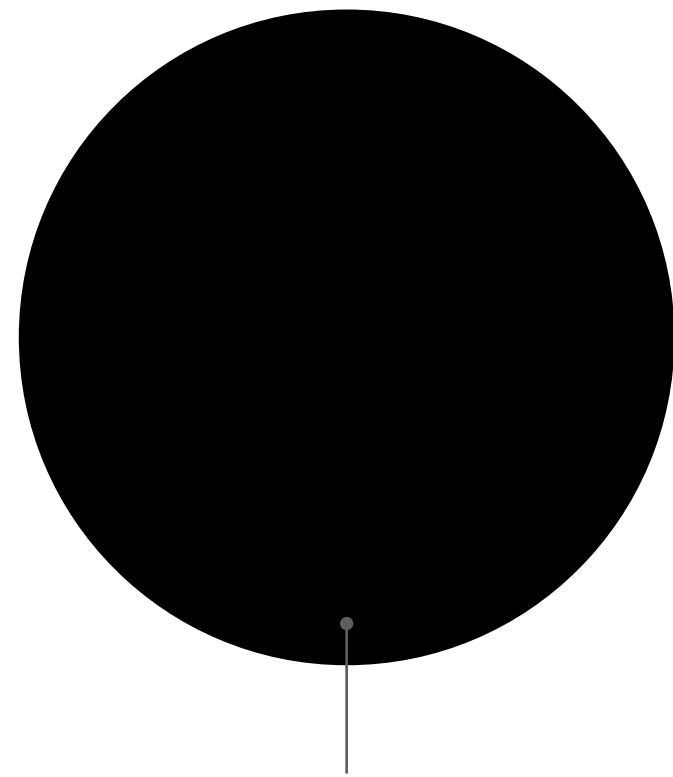
Our corporate, core colours are black, white and specific tones of grey.
White and black are both used as neutral colours.

Text and graphics are to appear black or dark grey, and must be clearly legible. It is important to remember that contrast is essential within all communications.

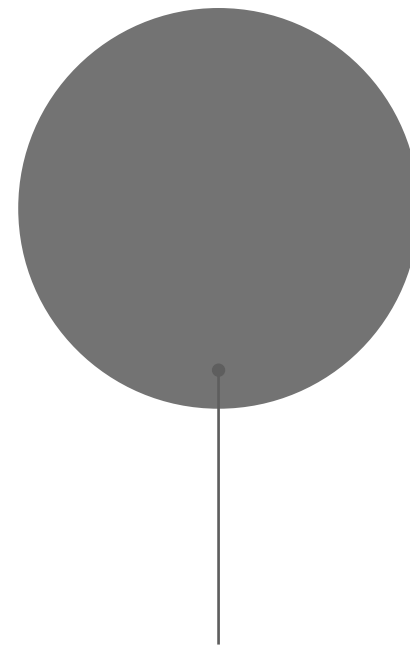
- PRIMARY PALETTE -



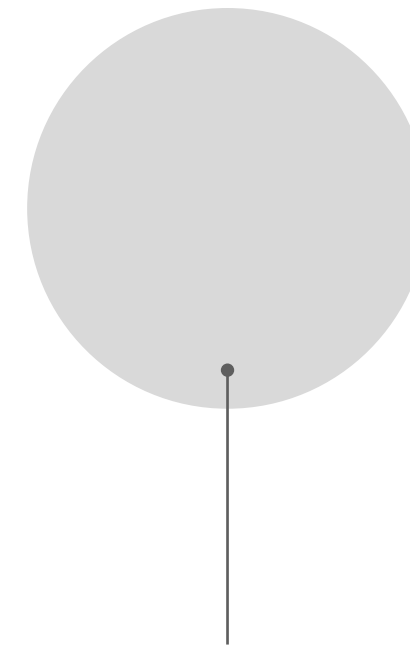
WHITE
CMYK - 0 0 0 0
RGB - 255 255 255
HEX - #FFFFFF



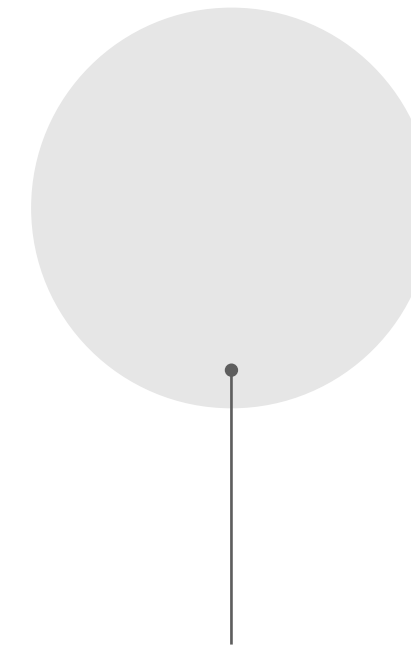
BLACK
CMYK - 0 0 0 100
RGB - 0 0 0
HEX - #000000



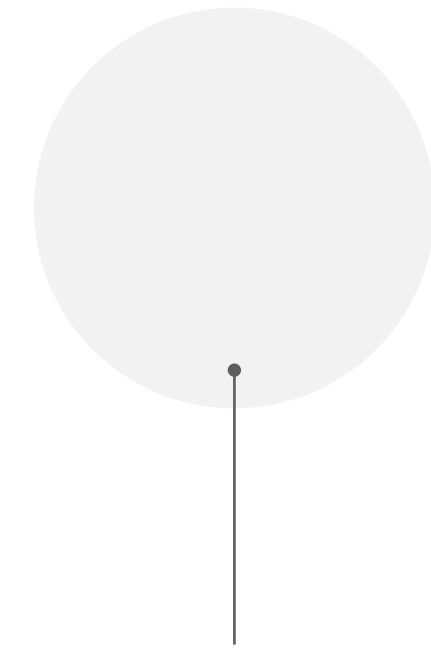
GREY 55
CMYK - 0 0 0 55
RGB - 115 115 115
HEX #737373



GREY 15
CMYK 0 0 0 15
RGB 217 217 217
HEX #D9D9D9



GREY 10
CMYK 0 0 0 10
RGB 229 229 229
HEX #E5E5E5



GREY 5
CMYK 0 0 0 5
RGB 242 242 242
HEX #F2F2F2

BLACK. WHITE. GREY.
Minimalistic and elegant.

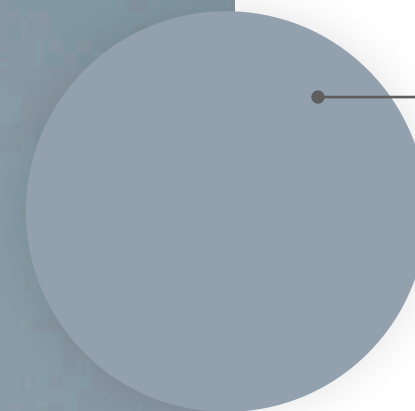
Use them with confidence. Contrast is essential in all communications. Make sure text and graphics are legible on black or dark grey.

- SECONDARY PALETTE -

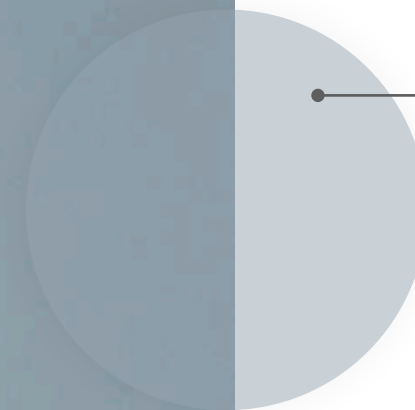
Our secondary palette are colours that are tied specifically to moments.

Colours other than black, white and grey are specified by Global Creative, and can only be used in association with the product for which they have been specified.

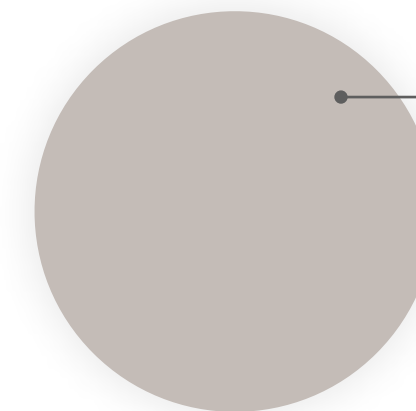
- SECONDARY PALETTE -



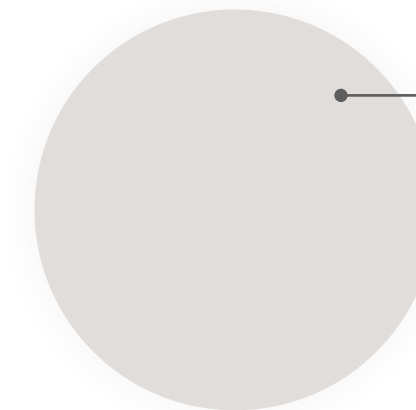
SKY
HEX #7492A4



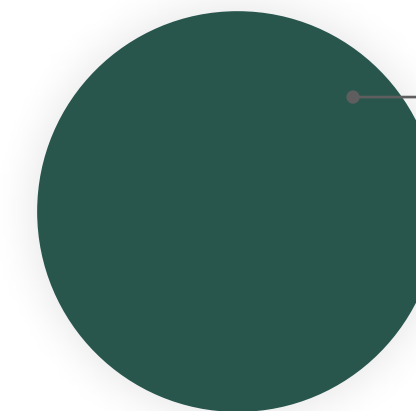
LIGHT SKY
HEX #7492A4



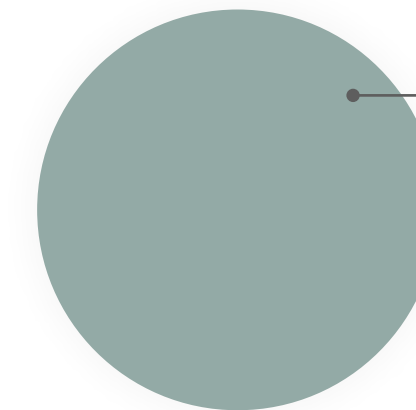
CLAY
HEX #A5968D



LIGHT CLAY
HEX #A5968D



PINE
HEX #294139



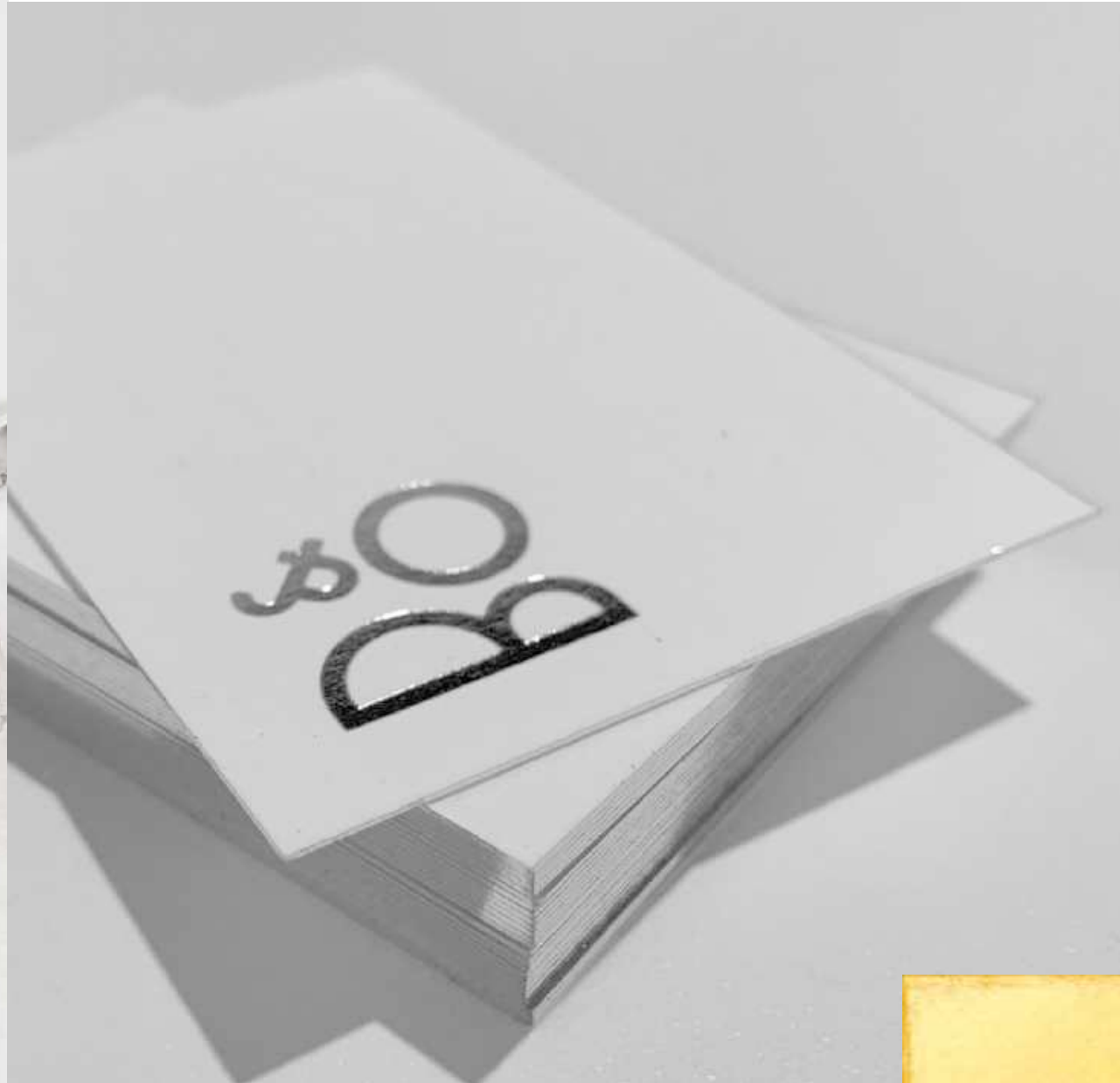
LIGHT PINE
HEX #294139

The example on this page illustrates colours driven from SS19. A specific palette of muted greens are associated with the products, images and other assets.

NOTE

Unique colours can only be specified by Global Creative.
Unique colours can only be used in association with the product they've been created for.

- COLOUR USAGE IN PRINT -



Colour mainly manifests itself through different finishes, dyed papers and elegant touches within the design process. Textures from the product can be replicated in print.

ART DIRECTION

- ART DIRECTION OVERVIEW -

Bang & Olufsen's art direction is skewed away from the normal and into the surreal – intriguingly beautiful compositions and captivating details.

Our art direction is characterised by positivity, colour, character and graphic sensibility.

- ART DIRECTION PRINCIPLES -

#1

ALWAYS BE DISTINCTIVE

We only bring the unique into the world and whatever we
create is timelessly distinctive.

- ART DIRECTION PRINCIPLES -

#2

AMPLIFY THE IMAGINATION

Everything we create should trigger the imagination
of our audience.

- ART DIRECTION PRINCIPLES -

#3

DEEPEN HUMAN EXPERIENCES

We work tirelessly to form experiences that
enrich people's lives.

- ART DIRECTION TIERS -

#A

- MOMENT / CAMPAIGN -



DISTINCTIVE
COMPOSITIONS

#B

- LIFESTYLE -



EXPRESSIVE
HEROES



DECONSTRUCTED
SPACES

#C

- PRODUCT FRAMING -



CAPTIVATING
TACTILITY

#D

- PACK SHOTS -



IMMACULATE
PERFECTION

- ART DIRECTION TIERS -

TIER #A MOMENT / CAMPAIGN

This section is the Tier #A Art Direction guide for the Bang & Olufsen **Moment Campaigns**, where we incite magical and extraordinary moments, by creating **Distinctive Compositions**.

Imagination is the only limit.

CHANNELS
ATL, Ads, POS, OOH.

- DISTINCTIVE COMPOSITIONS -

These are the creative and intriguing ways to capture our product in a distinctive composition in a real and digital setting. The product holds the composition together, becoming the hero of every image in perfect geometry.



UNREAL

Aspirational
Magic & wonderful
Surreal balance



REAL

Crafted
Magic & wonderful
Real compositions

- GENERAL RULING -

PRODUCT GEOMETRY
Product should always be captured showing some kind of perfect geometry and harmony.

PEOPLE
People should interact with the composition and be part of the story.

HUMAN DETAIL
Human detail can be part of composition - objectified.

LIGHTING
Natural, poetic and believable.
The fifth element, the story outside of framing.

PRODUCT
Always visible, accurate in colour and geometry. The hero of the composition.

MATERIALS
Raw organic materials for a human element of cool, creative craft - and contrast to product.

LOCATION
Re-imagined spaces, limitless to the imagination.

COMPOSITION
Balanced, but intriguing, so that product is framed dynamically. Leave space open for interpretation.

TEXTURES
A variety of tangible and realistic textures should be used creatively.

- ART DIRECTION TIERS -

TIER #B LIFESTYLE

This section is the Tier #B Art Direction guide for the Bang & Olufsen **Lifestyle** imagery.

Through our **Expressive Heroes** and **Deconstructed Spaces**, we turn ordinary lifestyle moments into the extraordinary.

CHANNELS

Editorial, Ads, POS, PR, Ecom + Channel Marketing publications.

- EXPRESSIVE HEROES -

This is how we capture the people who are at the core of Bang & Olufsen; the creative curators, in real and staged settings. The creative curator carries the product, not the other way around. They represent the values of the brand and bring the magic of the imagination to life.



CURATED
Intelligently crafted
Magic and wonderful elements
Natural Lighting



REAL
Natural environment
Uncomplicated stories
Extraordinary in the ordinary

BANG & OLUFSEN



- GENERAL RULING -



PROPS

Must be minimal and feel part of the environment.



MOMENTS

Capturing magical moments when the ordinary turns extraordinary.



LIGHTING + COLOUR

Natural, poetic, believable.

FRAMING

Dynamic framing that feels spontaneous and in the moment.



PRODUCT

Must be visible, flattering and part of the story.



BANG & OLUFSEN

- LOCATION / STORYTELLING -



ON-THE-GO
Navigating the global city,
connected to the world.



HOME
The personal and intimate
spaces of our creative
curators.



ADVENTURE
Inspiring places such as
off-beaten tracks, nature,
travel etc. where our
curators explore the world
around them.



CREATIVE SPACES
The creative spaces of our
curators.



- PEOPLE -

GENERAL LOOK

People must look modern and relevant to the world today.

MOOD

Engaging and curious, our creative curators can interact with the camera and/or space around them.



DIVERSITY

The inclusion of all ethnicities should always be considered.



ATTITUDE

Thoughtful, natural, expressive, creative, and aspirational, but not elitist.



AGE GROUP

The creative curators have no age, their spirit is ageless.



POSITIVE

The sentiment should generally be positive but not goofy. The most positive moments should feel natural and spontaneous.



MAKE-UP
Minimal and natural looking
make up.



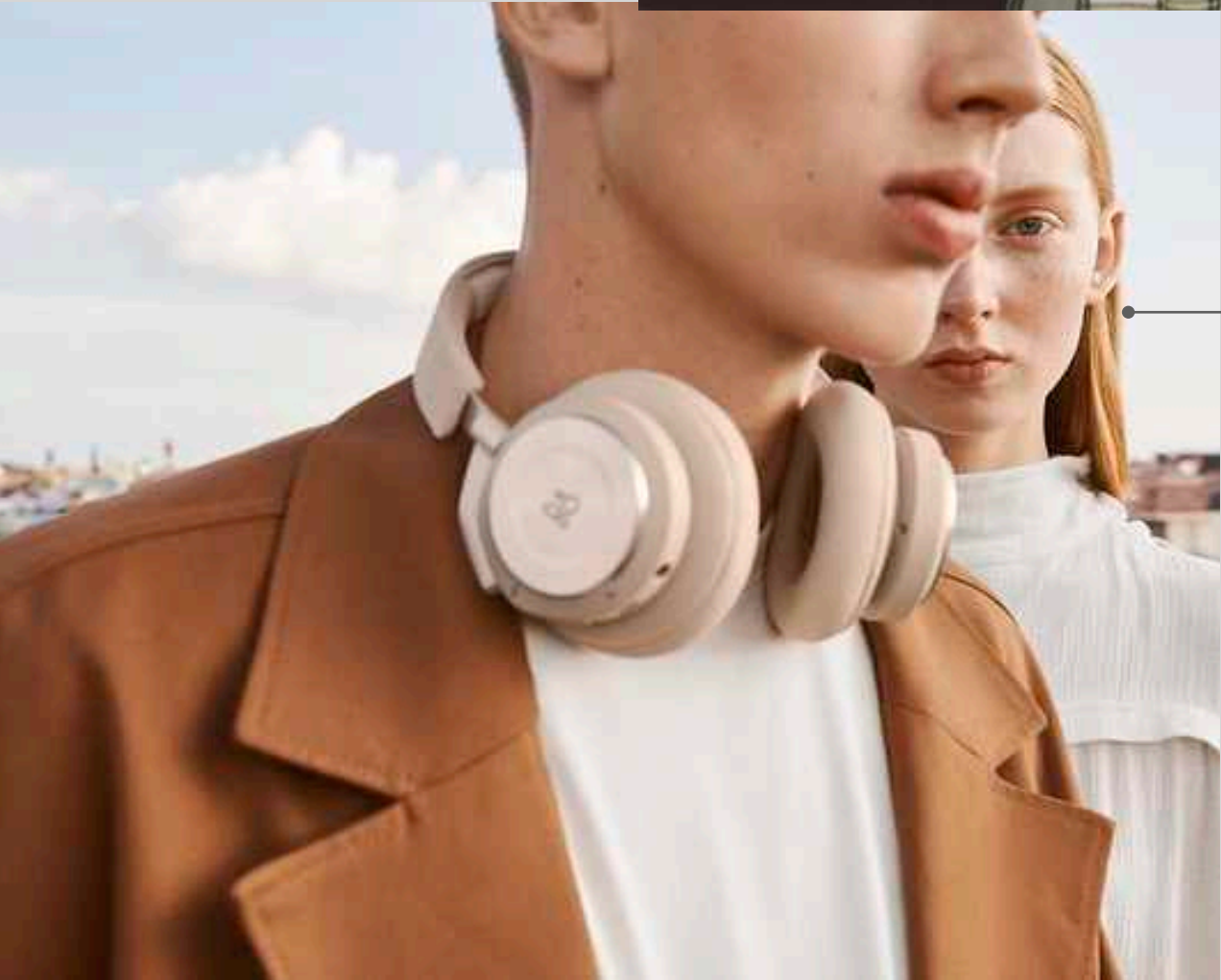
LAYERING
Creative layering of textures
give personality to our
models.



HAIR
Minimally groomed hair for
an authentic and personal
look.



COLOURS
Styling may incorporate pops
of colour to add personality,
or enhance the colour palette
of the image.



FASHION
The fashion should evolve
to stay modern, but feel
classic and timeless rather
than of a trend.



- STYLING -



- IN-STUDIO -

PROPS
Minimal and down to earth,
but clever and visually
engaging.



PRODUCT
Product must be flattering
and visible. Our creative
curators carry the product,
not the other way around.



DIGITAL ELEMENTS
Post-production elements can
be used to enhance story-
telling.



FRAMING
Dynamic framing and
crops for an expressive
image.



LIGHTING + COLOUR
Creative but natural,
poetic and believable.



- DECONSTRUCTED SPACES -

This is how we capture the interior settings in which Bang & Olufsen products live. Our digital spaces are artistic and left for interpretation. Our real spaces, are aspirational but relatable. Both show how our product lives in and enhances an environment.



CURATED
Composed
Magic and wonderful
Perfectly balanced



REAL
Natural
Extraordinary within the ordinary
Curation has a twist

COLOUR
Colour can be used creatively, complimenting the material of the product



TEXTURES
A variety of tangible and realistic human textures should be used creatively.



LIGHTING
Creative but natural, poetic and believable.



PRODUCT
Product must always be visible, accurate in colour and geometry.

- GENERAL RULING -



LOCATION
The spaces where our creative curators experience our products, such as home, studio, etc.



COMPOSITION
Poetic composition that feels accidental and believable. Product must be hero of the image.

- ART DIRECTION TIERS -

TIER #C PRODUCT FRAMING

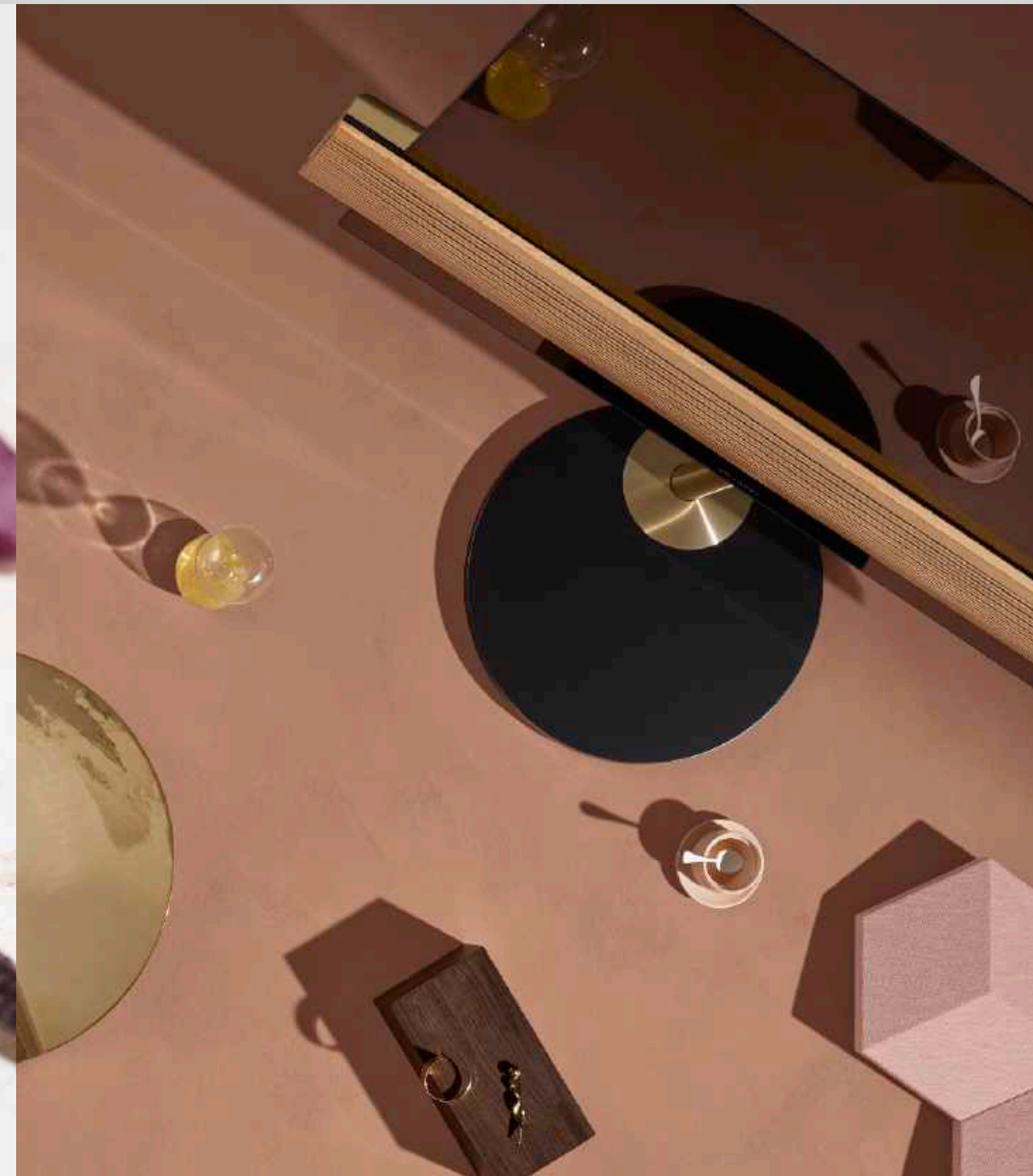
This section is the Tier #C Art Direction guide for the B&O **Product framing**. Through minimal styling, intimate macro to full-product shots, we indulge the senses by capturing **Captivating Tactility**.

CHANNELS

Editorial, POS, Ecom + Channel Marketing publications.

- CAPTIVATING TACTILITY -

These are the most intimate and close-up depictions of our product. Minimal styling, full-body shots and macro shots allow us to emotionally experience the product and all it's details. Perfection for our senses.



CURATED
Hyper-Real; digital or studio
Aspirational
Magic and wonderful



REAL
Intimate
Extraordinary In the ordinary
Natural

- GENERAL RULING -

PRODUCT

Product must always be visible, accurate in colour and be the hero of the image.

NEGATIVE SPACE

As much as possible operate with a large monochronic negative space.

TEXTURES

Textures are based on real materials but can be interpreted creatively, indulging the senses.

HUMAN DETAIL

Human detail can be part of composition for a personal touch.

LOCATION

An intimate lived in space, or studio setting with minimal styling that indulges the senses and describe a minimal use case.

FRAMING

Dynamic framing and angles make an intimate setting feel exciting, as if the viewer is present.

LIGHTING

Interesting, never simple, but always natural. Poetic and believable.

- ART DIRECTION TIERS -

TIER #D PACK SHOTS

This section is the Tier #D Art Direction guide for the B&O **pack shots**, simply shot and created in **Immaculate Perfection**.

CHANNELS

PR, Ecommerce + Channel Marketing publications.

- IMMACULATE PERFECTION -

The Bang & Olufsen product in its
purest and clearest form.



Perfect product shots
Highly desirable
Clear detail
Brand coloured backgrounds

- GENERAL RULING -



Framing

Dynamic but simple photographic framing and composition that captures the best angles of the product, and make the image exciting.



Shadows

Soft shadows on products that are standing. No shadows on or behind product hanging in air.



LIGHTING

Balanced, soft lighting that enhances the product detail and beauty

SHARPNESS

100%.

Background

White or brand colour background without any textures.



TONE OF VOICE

- TONE OF VOICE -

In order to bring our brand and products to life for the Creative Curator audience, we need to define the language we use.

This tonality is driven by our brand purpose and brand principles, then shaped and refined to meet our language needs.



- BRAND PRINCIPLES -

OUR BRAND
Who we are



BRAND PURPOSE
Our reason for being

**EXIST
TO CREATE**

BRAND PILLARS
The proof points of our expertise

DESIGN SOUND CRAFT

BRAND PRINCIPLES
The rules of brand behaviour

**ALWAYS BE
DISTINCTIVE**

**AMPLIFY
THE IMAGINATION**

**DEEPEN HUMAN
EXPERIENCES**

MANIFESTATIONS
Where our brand comes to life

PRODUCTS

**VISUAL AND WRITTEN
LANGUAGE**

STORES

**CUSTOMER
SERVICE**

**WEBSITE AND
SOCIAL MEDIA**

**MARKETING
COMMUNICATIONS**

- TONAL VALUES -

IMAGINATIVE

We amplify the imagination in our language, using our brand purpose as the starting point.

We consider imaginative contexts for how our products are interpreted and used.

CONCISE

We do not overemphasise in our language, or become flowery.

There is a potency to our brand and product that demands we communicate in a concise manner.

CURIOUS

We generate interest and imagination in our language.

We pose questions or provocations that give our brand and products deeper emotive meaning.

We encourage dialogue with our audience where possible.

AUTHENTIC

We do not mimic other brands. We stay true to the power of our brand purpose.

We remain consistent in how we speak, flexing our tone to context but remaining inimitably Bang & Olufsen.

We qualify statements with fact.

BRAND

At the highest brand level, we can afford to lean towards imaginative writing, especially within headlines and subheadings.

Authenticity comes in the consistency of how our brand communications are presented, meaning judicious and self-critical assessment of brand language across every piece of communication - produced by central marketing to local markets.

COMMERCIAL

At pure product level, the facts matter. This is where our Concise and Authentic tonal values matter.

We still need to frame product descriptions via the leading benefits rather than features, but use the facts of our products to drive credibility. And do it consistently, from a Beolab 90 to an E8 - the writing intent and quality should always be the same.

WEB

Web extends beyond simply our website into social media and CRM.

Here Curiosity is a lead value as we want to engage at a human core. This means leading with dialogue-based language - questions, provocations, curiosities. Frame the product as a point where the imagination can be sparked and amplified and live up to our core brand principles.

EDITORIAL

Longer form content, such as website articles, sponsored PR or advertorial, or even our own Bang & Olufsen magazine, must lead with authenticity first from a language perspective.

Curiosity and imagination should combine in the way we intersect our products with human context, which is the essence of powerful editorial content.

- TONAL VALUES -

IMAGINATIVE

GUIDING DEFINITION:

We amplify the imagination in our language, using our brand purpose as the starting point.

We consider imaginative contexts for how our products are interpreted and used.

IMAGINATIVE IS:

Setting a scene

- using words that evoke a feeling or memory.

Connecting the product to the brand purpose

- communicating its special nature.

Looking forward

- hinting at the moment of joy or wonder that the user may encounter.

Artistic

- using the product form and performance to suggest a sensory experience.

IMAGINATIVE IS NOT:

Hyperbole

- we are meaningful, touching the emotions and senses in a refined way.

Technical features

- the net result of the tech is the imaginative part, not the tech itself.

Pure fiction

- we must ground the context of product in a feeling of fact.

Flowery

- yes, there is a poetry to our product that needs communicating, but stray away from superlative phrases.

- TONAL VALUES -

CONCISE

GUIDING DEFINITION:

We do not overemphasise in our language, or become flowery.

There is a potency to our brand and product that demands we communicate in a concise manner.

CONCISE IS:

Knowing Bang & Olufsen

- we reduce complication in our products, and too in our language.

Getting to the point

- think of the customer, what do they want to hear?

Being meaningful

- use words that have true meaning.

Truncated sentences

- think economically about the phrase or sentence you are constructing.

CONCISE IS NOT:

Verbose

- we limit word and character length to allow the imagery and language to breathe and work.

Complex

- we do not try to pack in too much information in one sentence. If you have space, break it up. If not, choose information wisely.

Novel

- keeping language concise means straying from a multitude of synonyms. If a simple word works, use it.

- TONAL VALUES -

CURIOUS

GUIDING DEFINITION:

We generate interest and imagination in our language.

We pose questions or provocations that give our brand and products deeper emotive meaning.

We encourage dialogue with our audience where possible.

CURIOUS IS:

Human

- write with open-ended possibility.

Dialogue

- where possible, pose a question that drives interest in finding out more.

Inquisitive

- In longer form content consider a hypothesis or framing of the story around a quest for knowledge or feeling.

CURIOUS IS NOT:

Daydreamy

- don't allow the notion of curiosity to become ethereal or non-sensical.

Chatty

- keep any dialogue or open-ended inflection grounded and sophisticated. Don't resort to chatty language that's too familiar.

Pretentious

- don't go too far in your framing, keep language and phrasing meaningful and true.



- TONAL VALUES -

AUTHENTIC

GUIDING DEFINITION:

We do not mimic other brands. We stay true to the power of our brand purpose.

We remain consistent in how we speak, flexing our tone to context but remaining inimitably Bang & Olufsen.

We qualify statements with fact.

AUTHENTIC IS:

Knowing your voice

- constantly refine the Bang & Olufsen lexicon.

Measured

- we speak smoothly and calmly.

Intelligent

- Language is sophisticated yet relatable.

Based in fact

- use evidence to back up assertions and claims made about our products.

AUTHENTIC IS NOT:

Being someone else

- you may like how others communicate, but we have to stay true to ourselves.

Shouty

- we don't lean on exclamation or big, loud language. Bang & Olufsen is not that brand, so keep the tone measured and calm.

Colloquial

- yes, we want to be relatable, but let's not drop the tone too far. Keep the language refined.

Untrue

- may be simple to state it, but at product level, the facts are sacred. We never lie or fudge the truth about our product benefits, materials, construction or technology.

- LEXICON -

LEXICON:

Word choice is essential to ensure the tonal values have practical application. Largely this is about removing superlatives from how we speak. Like the greatest luxury brands, it is the refinement of our language, not the volume, that will make an impression.

This lexicon is a starting point - we continue to self-assess and refine the language we use and adapt our brand guidelines to support.

WORDS WE USE:

Power	Influence
Performance	Detail
Clarity	Memorable
Discreet	Cinematic
Modern	Independent
Aesthetic	Ambience
Rich	Form
Vivid	Imaginative
Bold	Immersive
Superior	Flexible
Distinctive	Dynamic

WORDS WE DO NOT USE:

Fabulous	Great
Amazing	Beautiful
Stunning	Lovely
Spectacular	Breathtaking
Sensational	Brilliant
Fantastic	Sublime
Outstanding	Cool
Astonishing	Trendy
Awesome	Dazzling
Outrageous	Superb
Terrific	Gorgeous



CONTACT DETAILS



- CONTACT DETAILS -

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“A never-failing will to
create only the best.”

BANG & OLUFSEN

1925

Tak.