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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 timeless and distinctive.

ALWAYS BE DISTINCTIVE

Everything we create should trigger the imagination of our audience.

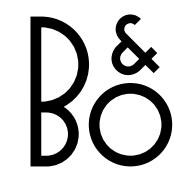
DEEPEN HUMAN EXPERIENCES

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

LOGOS

A close-up, low-angle shot of a Bang & Olufsen speaker. The speaker features a dark, perforated grille. In the center, there is a circular cap with the brand name 'BANG & OLUFSEN' embossed in a serif font. The lighting is dramatic, coming from the side, which creates strong highlights on the grille and the central cap, while the rest of the speaker is in deep shadow.

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.



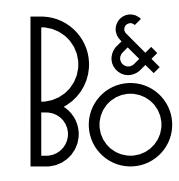
BANG & OLUFSEN

B&
BO

BANG & OLUFSEN

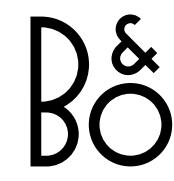
BANG & OLUFSEN

BANG & OLUFSEN

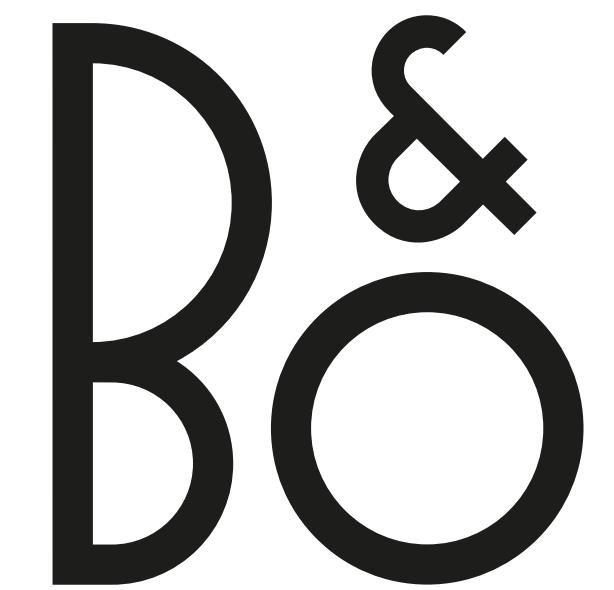


- ATTENTION LOGO -

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.

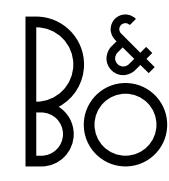


B&
B&O

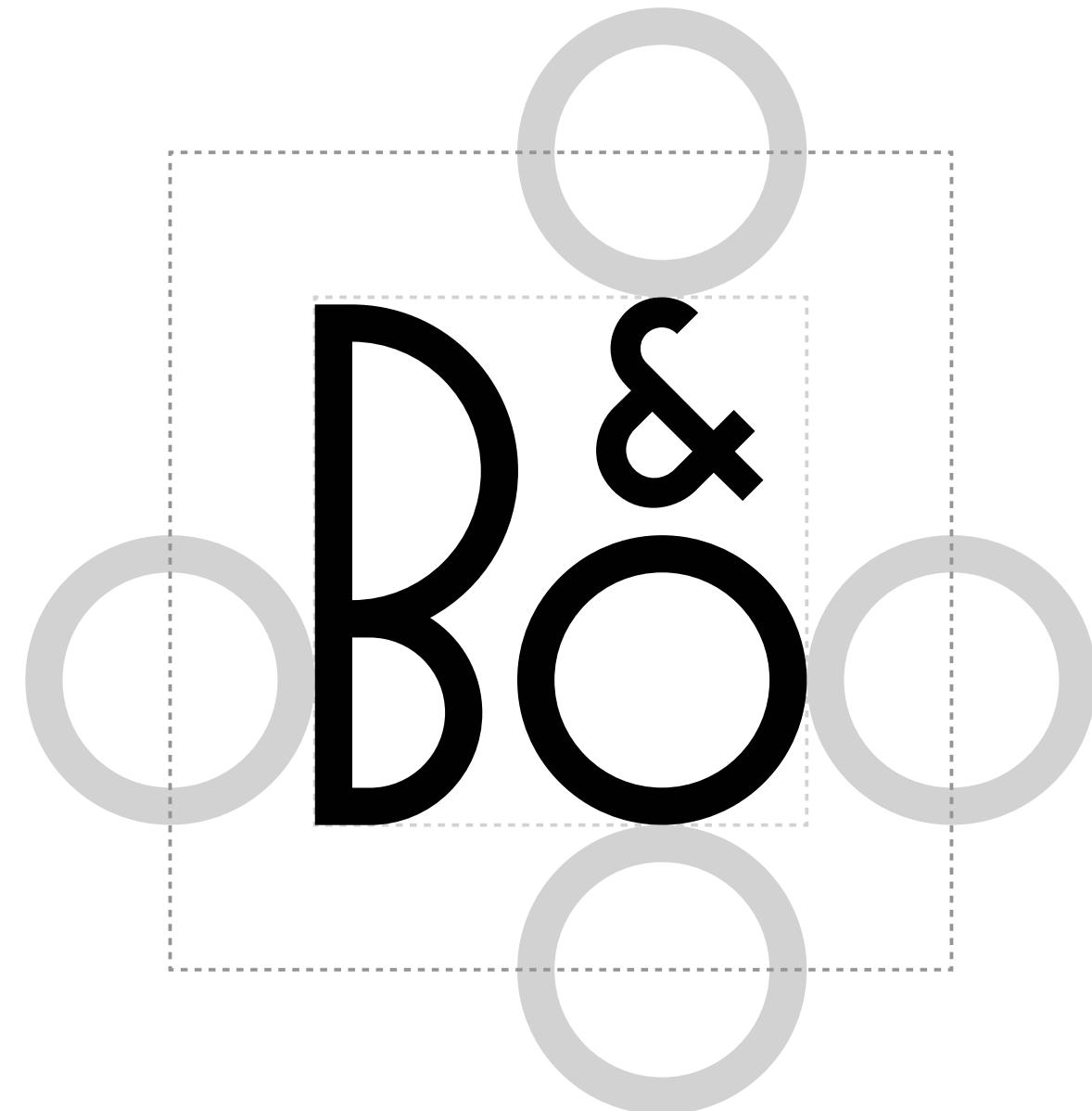
B&
B&O

B&
B&O

BANG & OLUFSEN



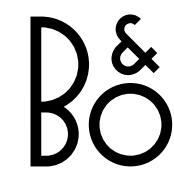
- SPACING / MINIMUM SIZE -



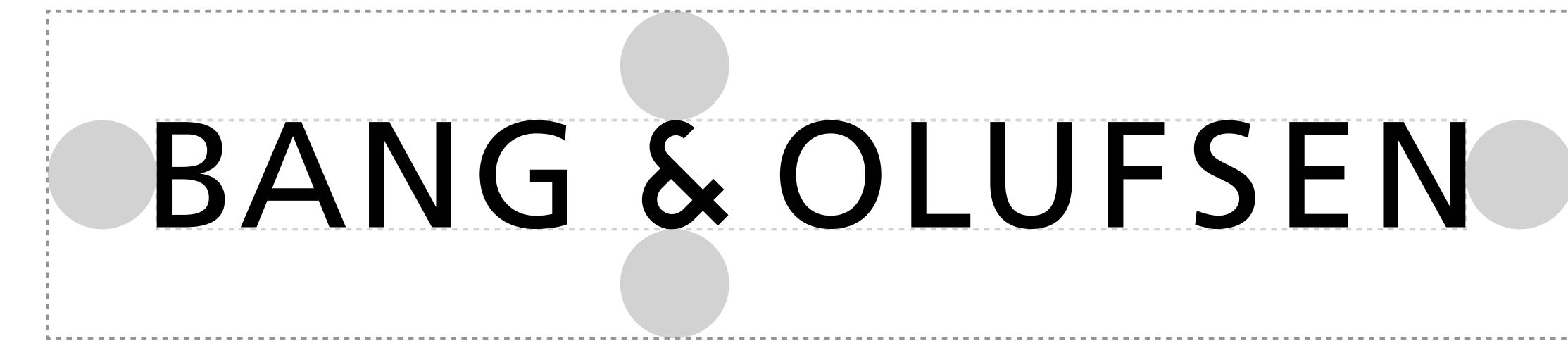
ATTENTION LOGO

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.



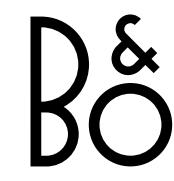
- SPACING / MINIMUM SIZE -



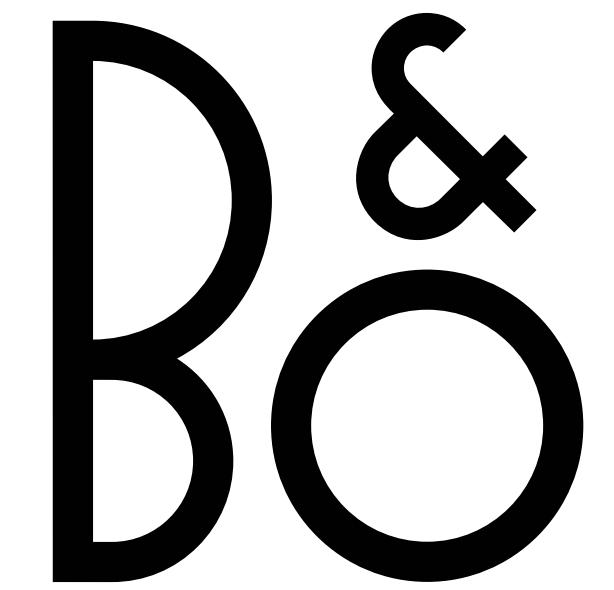
SIGNATURE LOGO

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.



- SIZING -



X

ATTENTION LOGO

Width is equal to one.



- 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 2x and 1x 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.

BANG & OLUFSEN



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



MULTI-PAGED/SIDED APPLICATION



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.

...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.

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- CENTRED RELATIONSHIP -

SINGLE PAGE



MULTI-PAGED/SIDED APPLICATION



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

...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&
B&O

BANG & OLUFSEN

B&
BØ

BANG & OLUFSEN

D&
B&O

BANG & OLUFSEN

LOGO RELATIONSHIP / PRINT



- STATIONARY -

BUSINESS CARDS

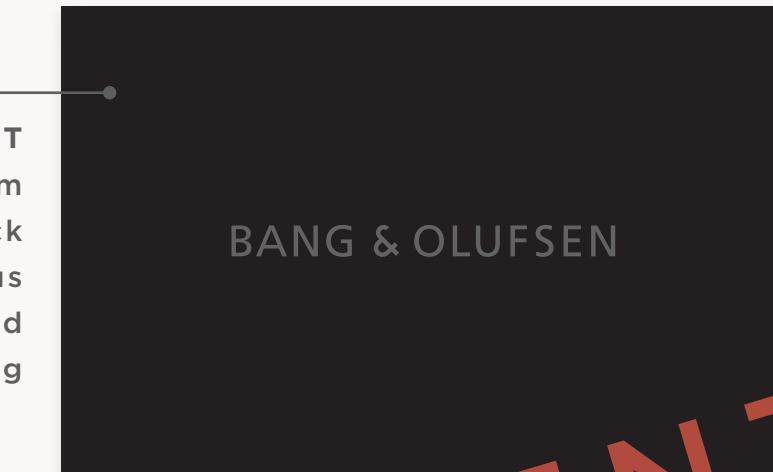


FRONT BLACK



FRONT WHITE

BUSINESS CARDS - REVERSED LOGO ORDER



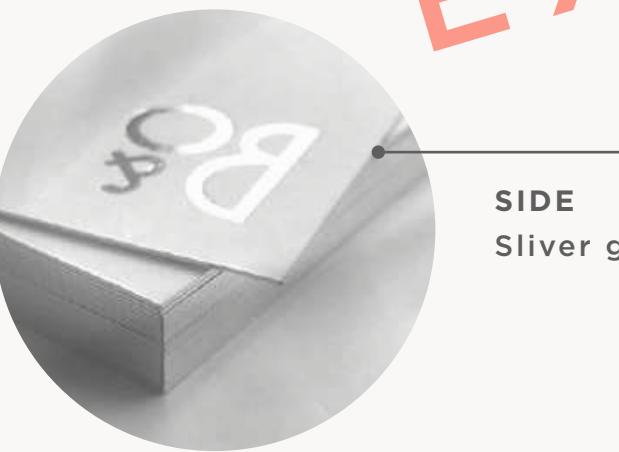
FRONT BLACK



FRONT WHITE

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

SIDE



SIDE
Silver gilding

BACK



BACK

Attention Logo on front.

Signature Logo - our brand name on back. Connected to person name.

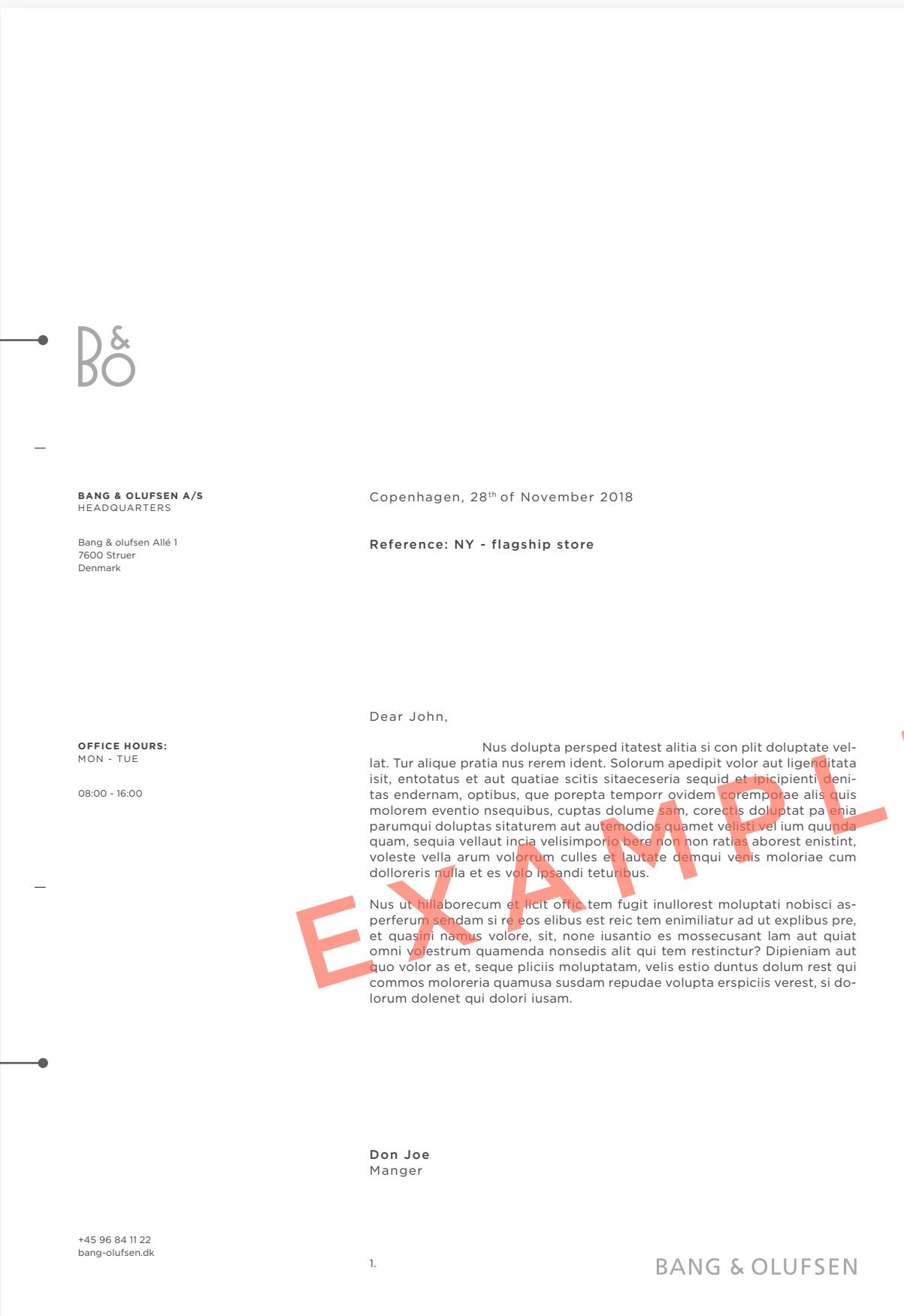
BANG & OLUFSEN

EXAMPLE TO BE IMPLEMENTED

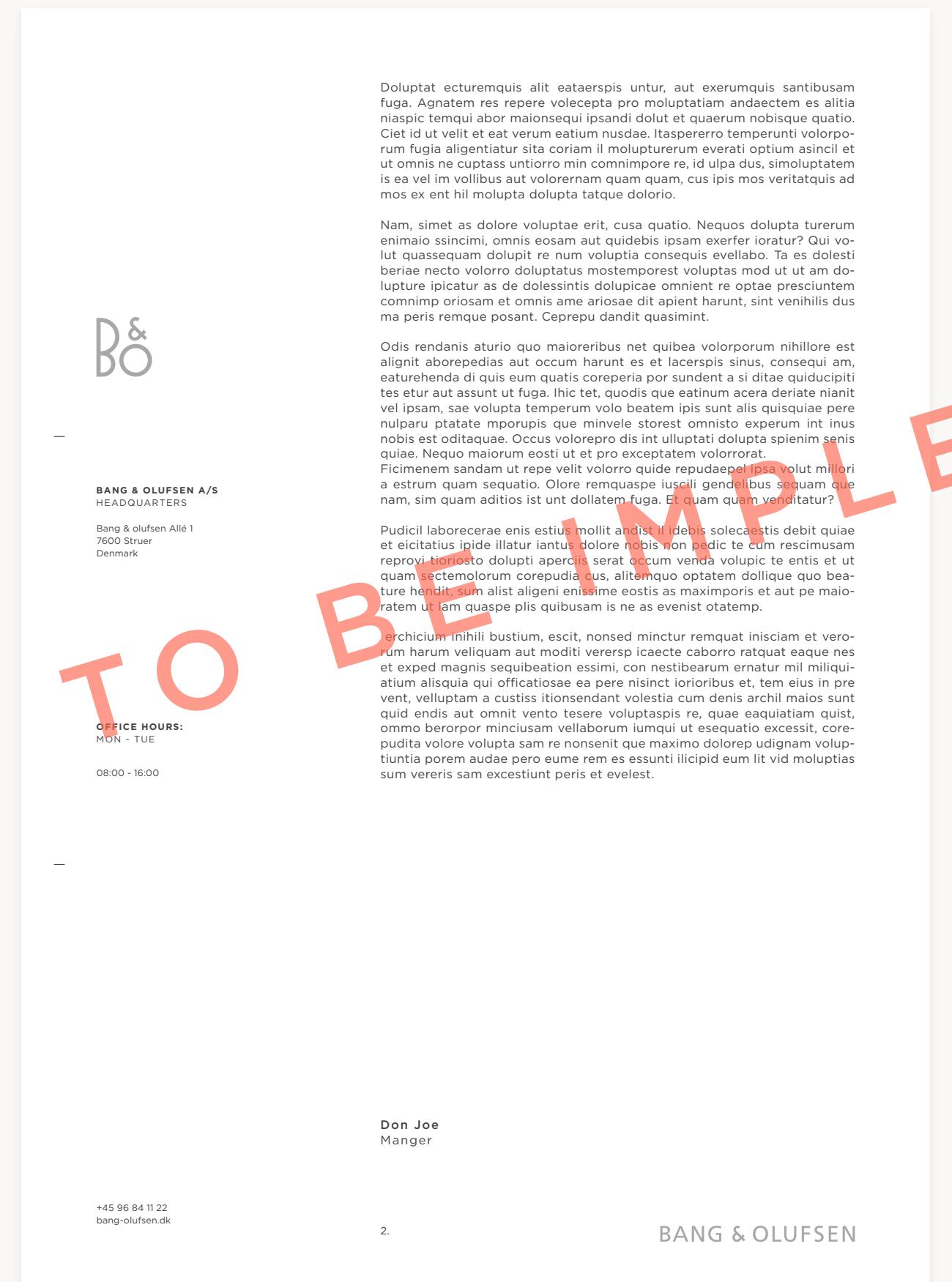


- STATIONARY -

LETTERHEADS



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



Doluptat ecturemquii alit eataerspis untur, aut exerumquis sanitbusam fuga. Agnatem res reperre velecepta pro moluptatiam andactem es alita niaspic temari abor malonsequi ipsandi dolut et quaerum nobisque quatio. Clet id ut velit et eat verum ea in nusdæ. Itasperero temperunti voloprum fugi aligatian sita corism in molopterum evertat optium asincil et ut omnis ne cuplass untirro min commimpore re, id ulpa dus, simoluptatem is ea vel im volibus aut volorernam quam quam, cus ipsi mos veritatauis ad mos ex ent hil molupta dolupta tataque dolorio.

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Ficimenem sandam ut repe velit voloro quide repudaepl ipsa volut miliori a estrum quam sequatio. Olore remquas iuscili gendebibus sequam que nam, sim quam aditios ist unt dolatatem fuga. Et quam quan venitatur?

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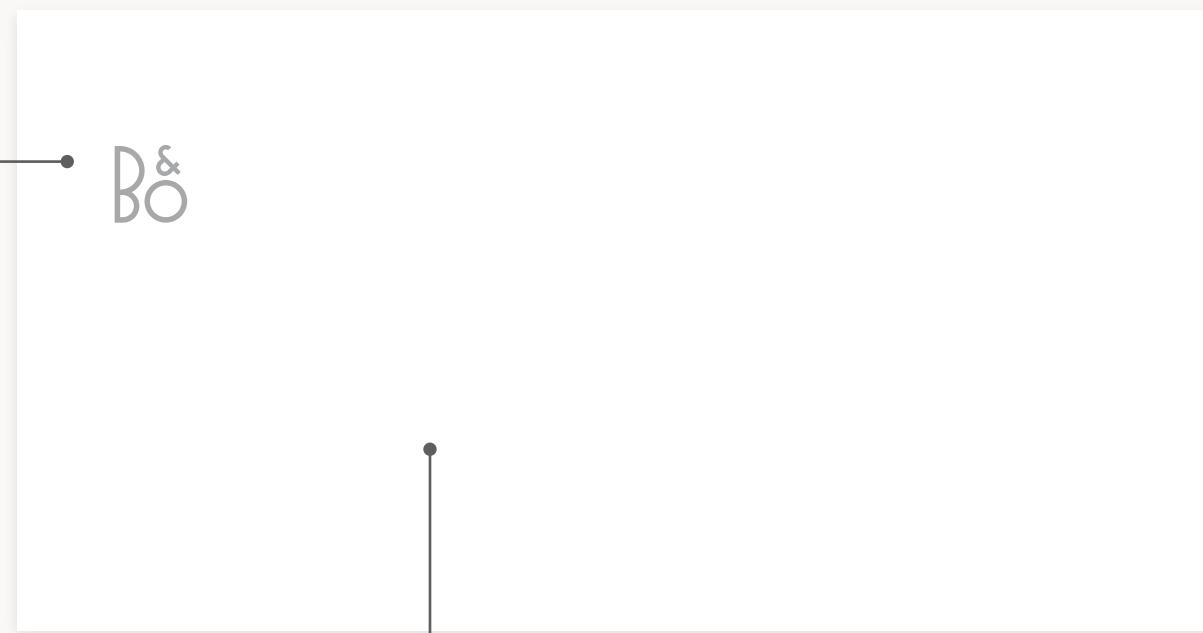
LETTERS FOLD

BANG & OLUFSEN



- STATIONARY -

ENVELOPES



LOGOS
Finish : Silver foil

DL FRONT



DL BACK

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

EXAMPLE TO BE IMPLEMENTED



DL BACK / INSIDE

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

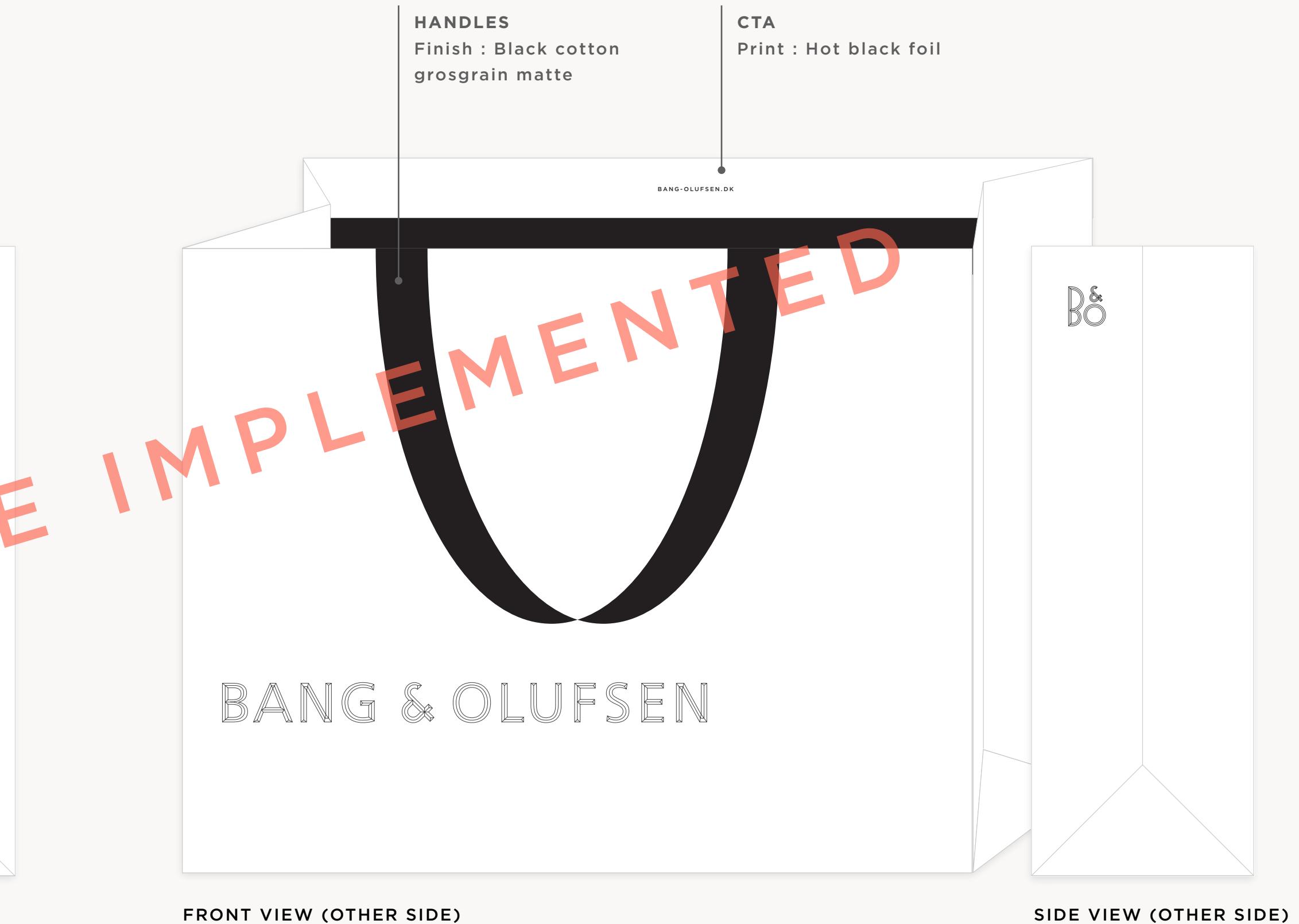
- BAGS -

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.

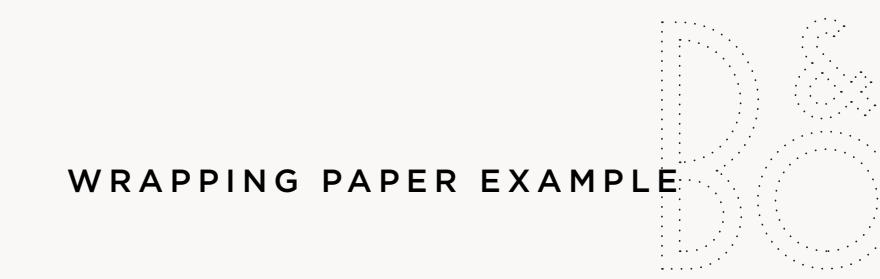


Bags have been designed in these dimensions:

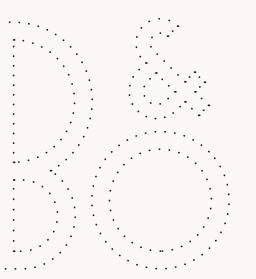
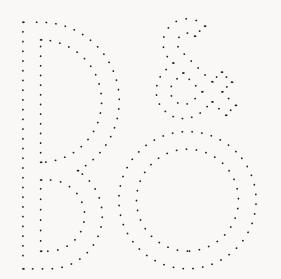
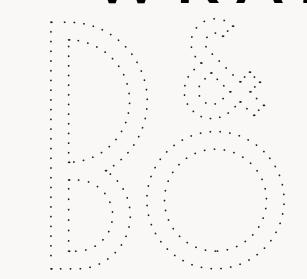
Mini: 310 x 280 x 120mm
Small: 430 x 340 x 120mm
Medium: 450 x 340 x 210mm
Large: 600 x 400 x 300m



WRAPPING PAPER EXAMPLE



- WRAPPING PAPER -

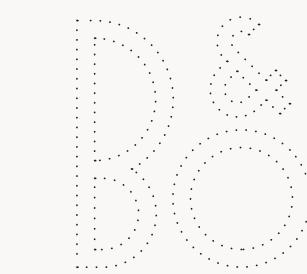


PAPER
Size : TBD
Paper : 170gsm (TBC)
Printing : Outside
Surface : Textured (patterned)
Logo : Foil (relief / perforated)



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.

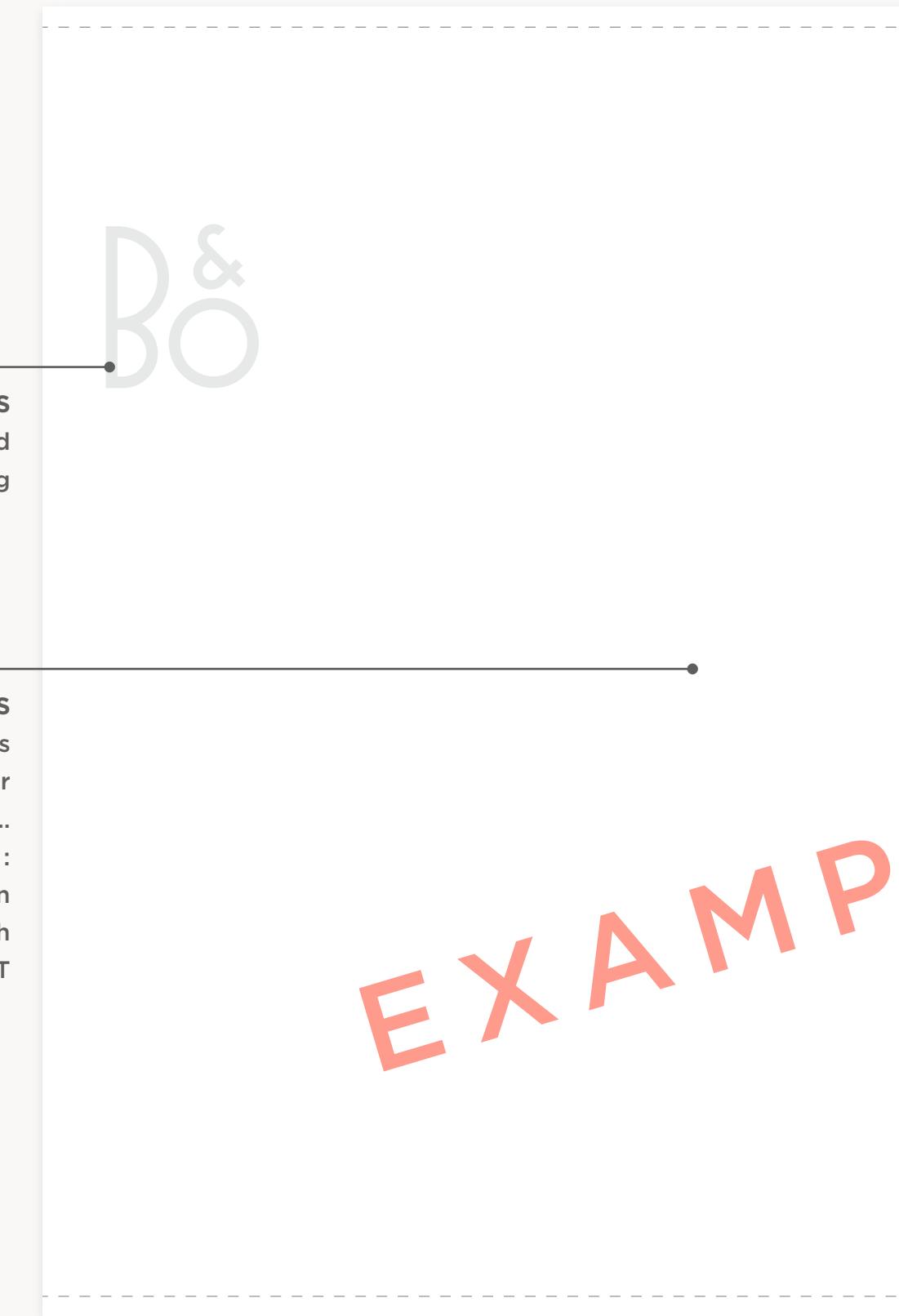


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- RECEIPT FOLDER -

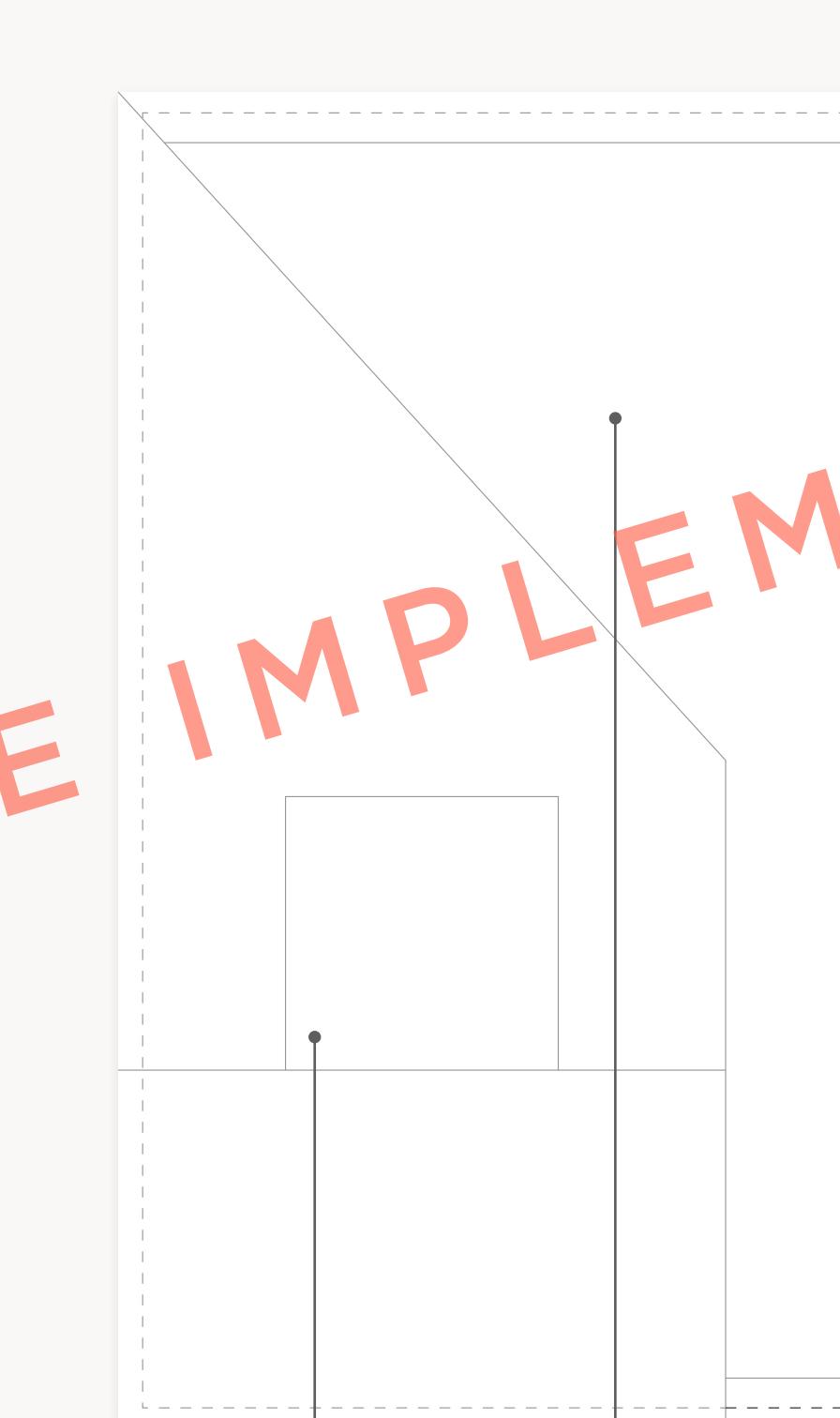
FOLDER FRONT



FOLDER BACK



FOLDER INSIDE



LEFT POUCH

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

Starting manual : Quick start manual with easy instructions.

Portfolio: Exclusive promotional images.

RIGHT POUCH

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



BANG & OLUFSEN



- PRINTS -

SINGLE PAGE PRINT

FRONT



BANG & OLUFSEN

BACK



BANG & OLUFSEN

MULTI-PAGE PRINT

FRONT



BANG & OLUFSEN

BACK

FRONT



BANG & OLUFSEN

BACK



BANG & OLUFSEN

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.

BANG & OLUFSEN



- 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 top of an image.

BANG & OLUFSEN

LOGO RELATIONSHIP / DIGITAL

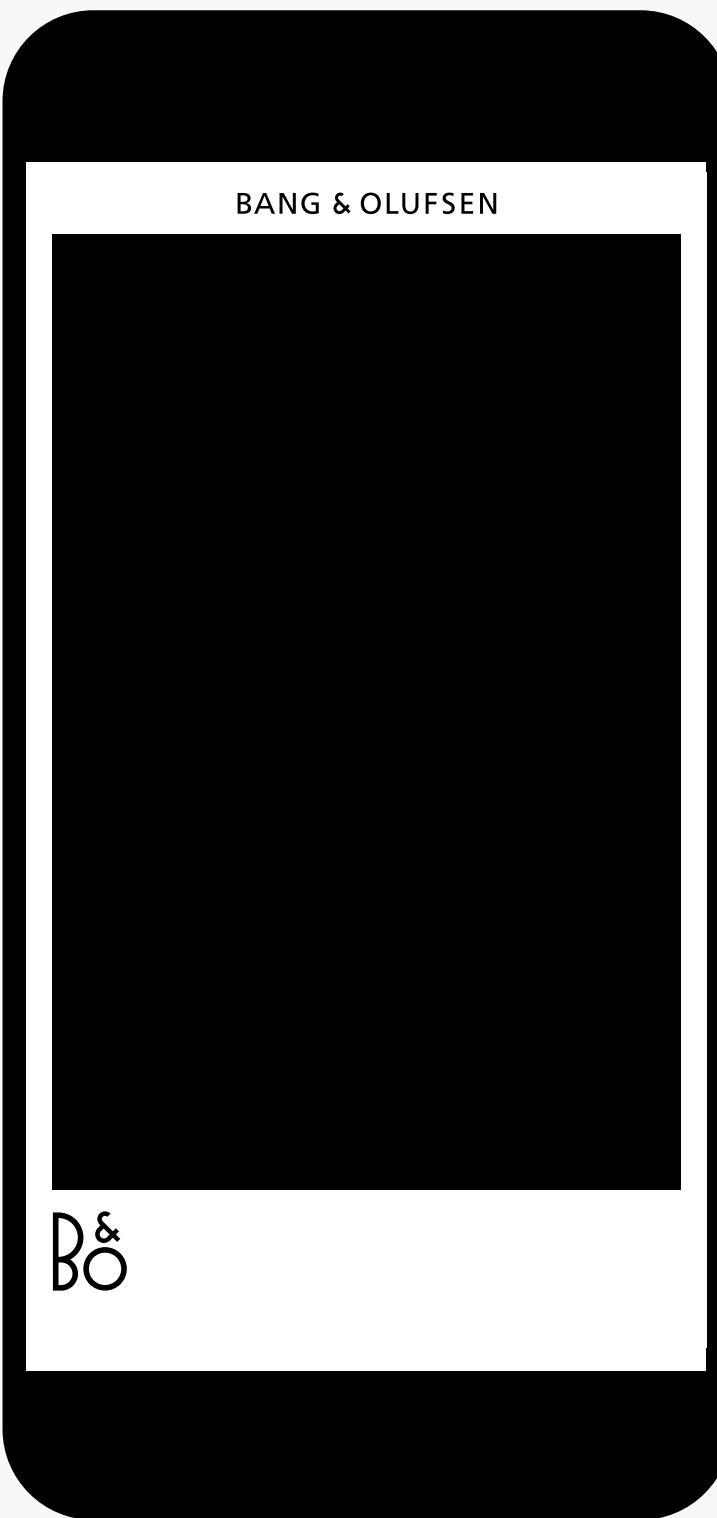


- DIGITAL -

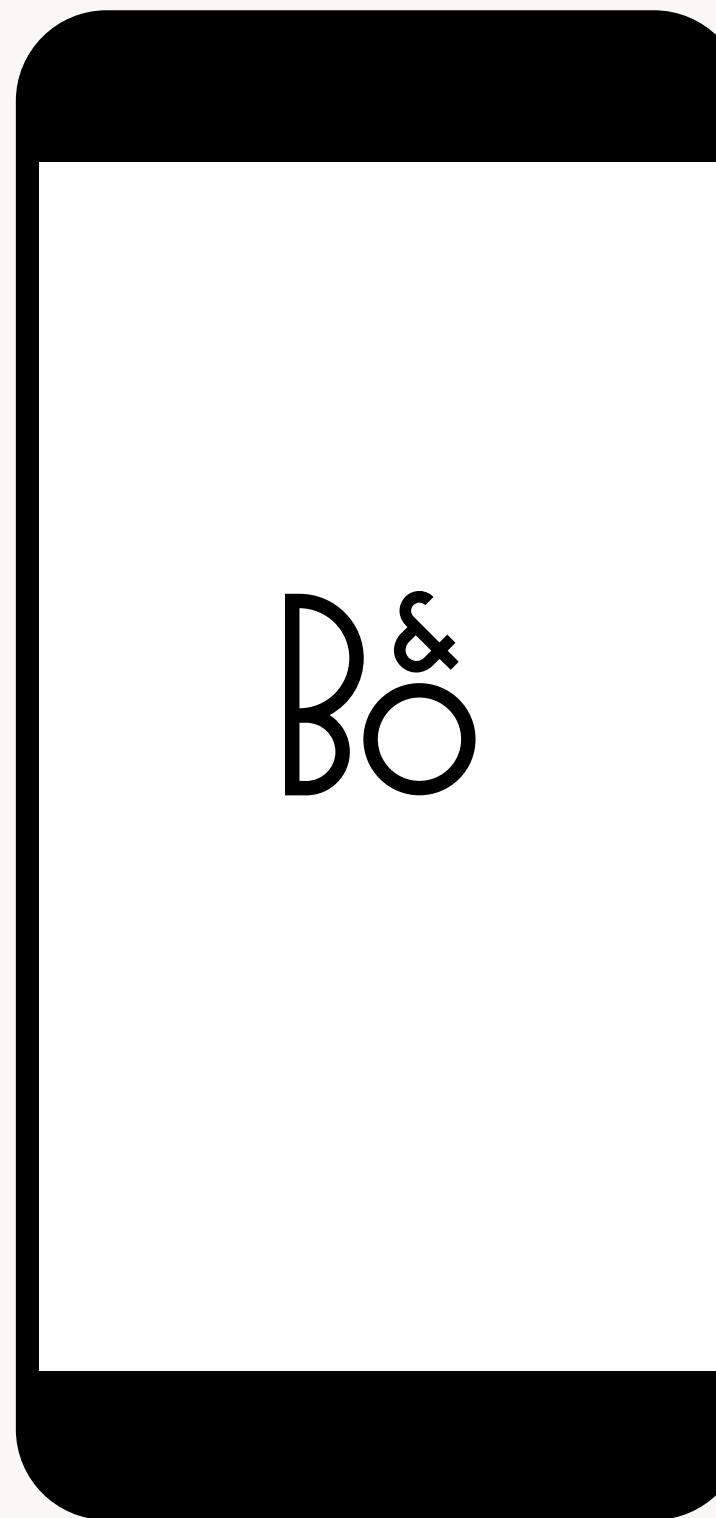
DESKTOP



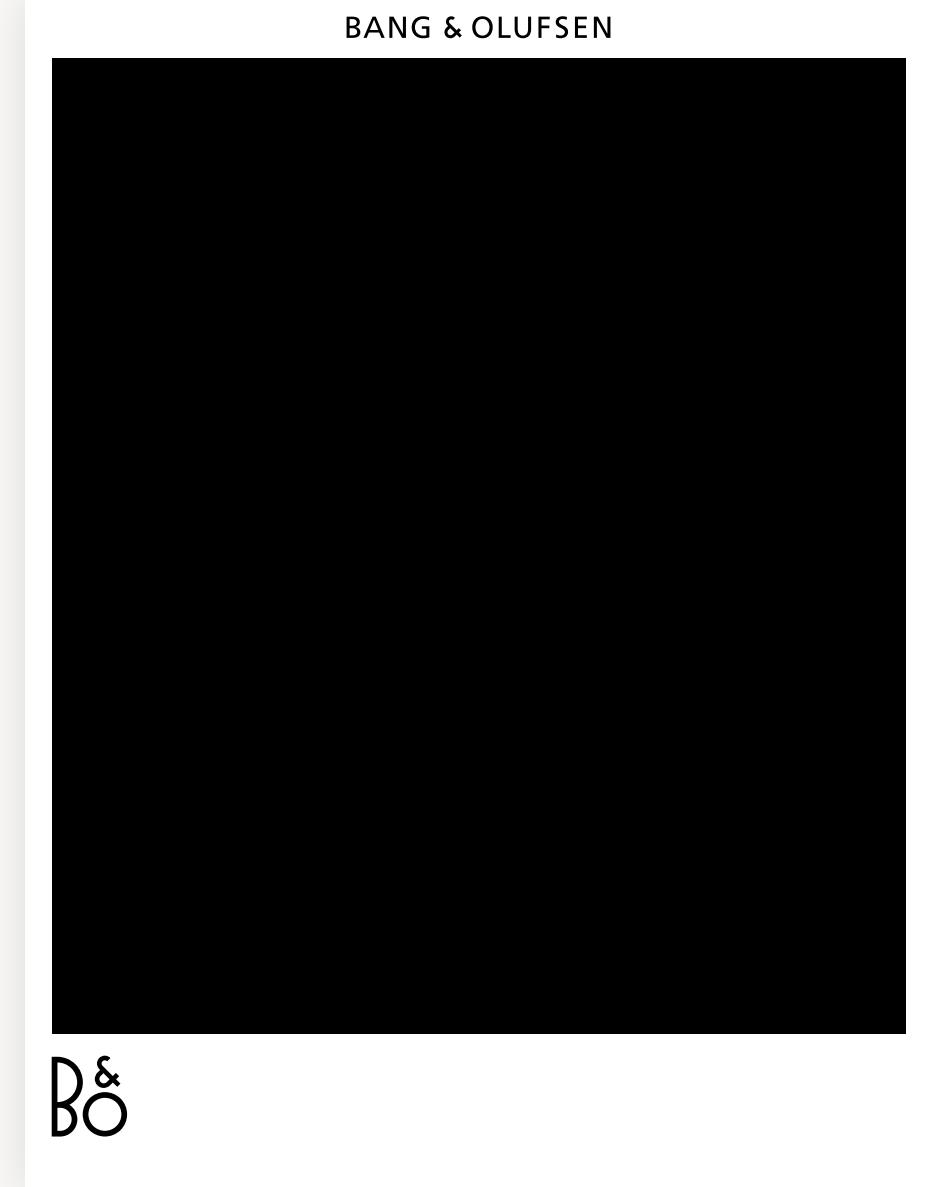
MOBILE



APP



NEWSLETTER



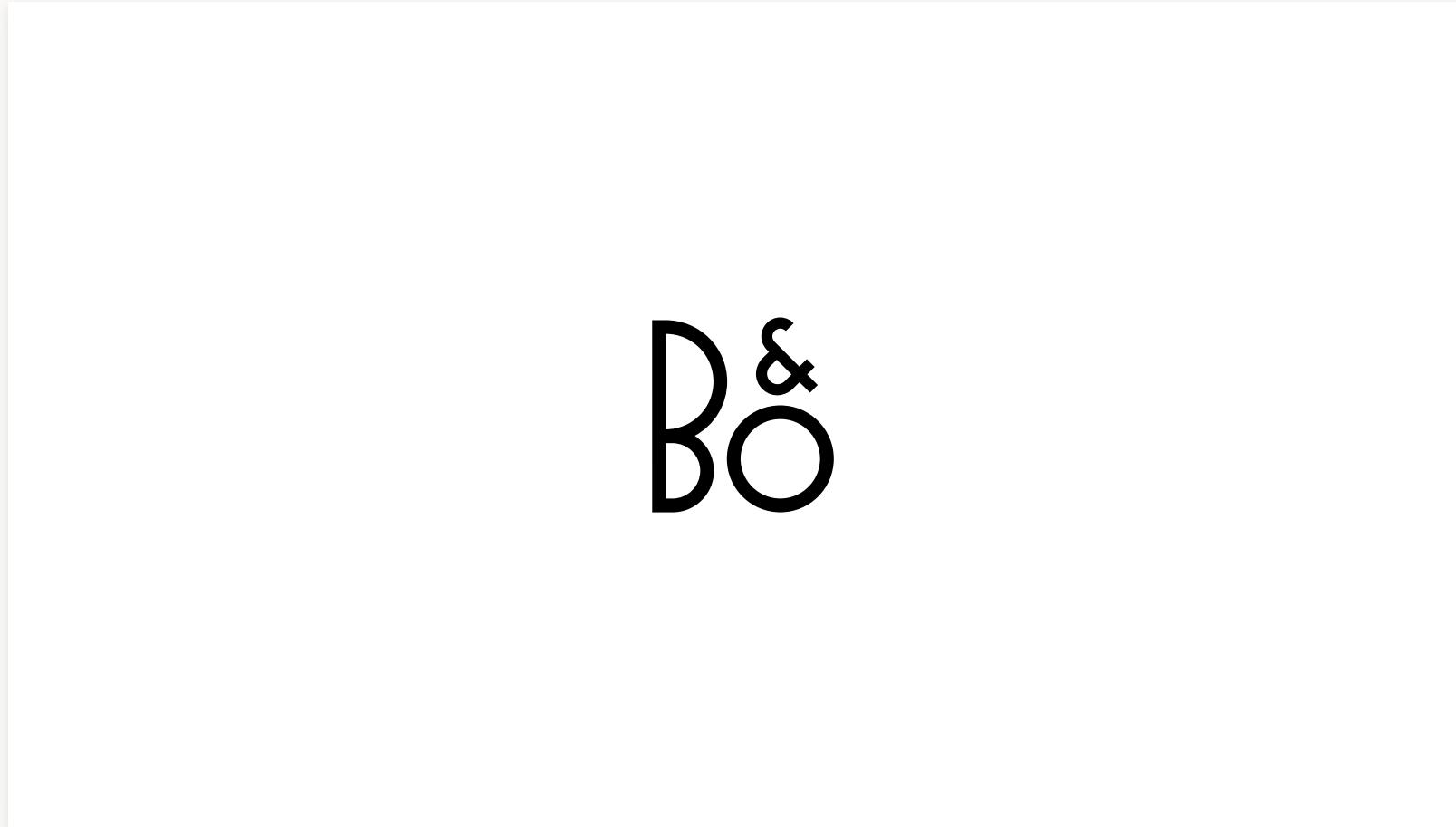
The diagonal or centred relationship is applied to digital designs in reversed order due to space limitations.

BANG & OLUFSEN



- 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.

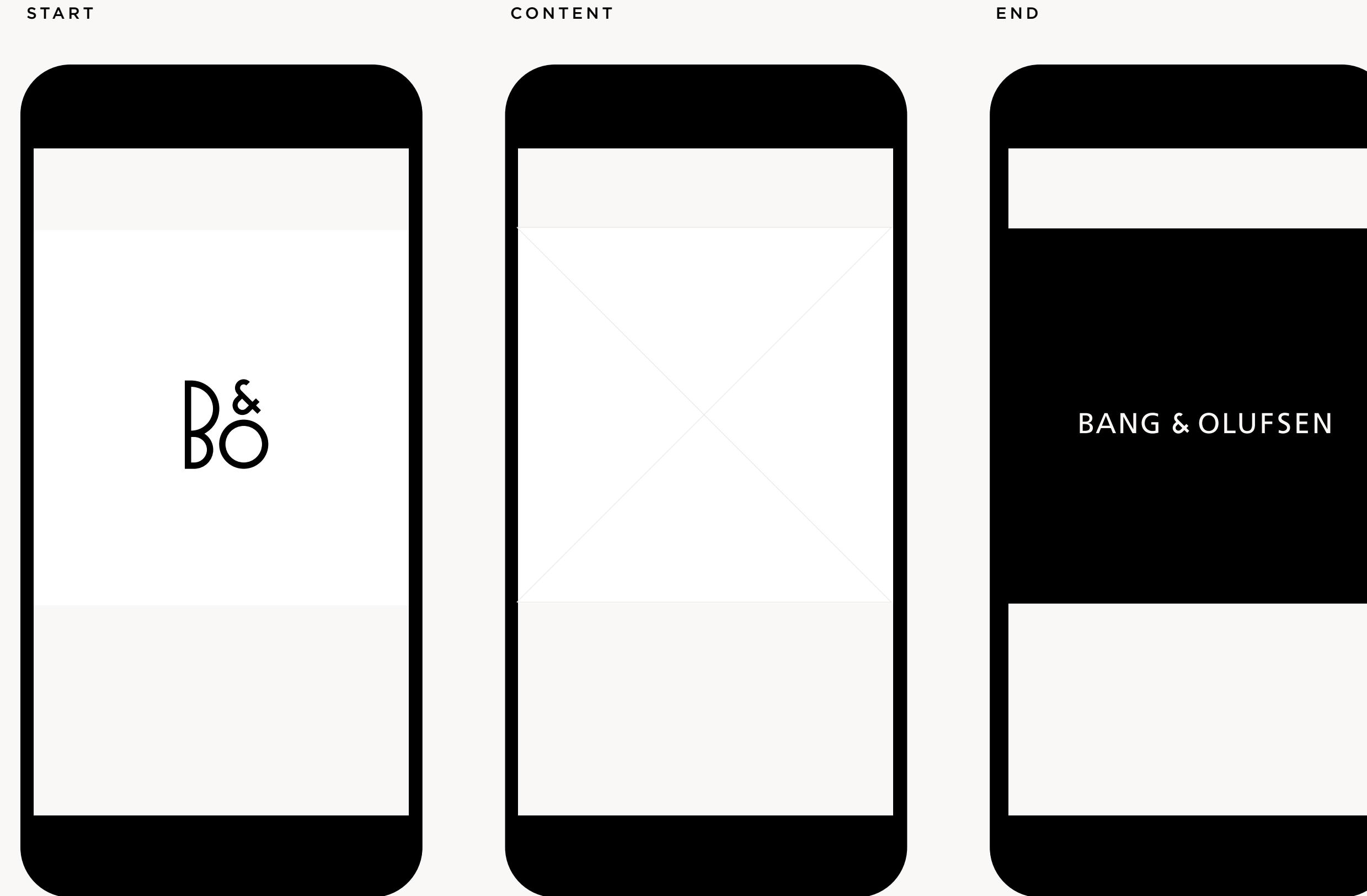
Exceptions are made in edits under 10 seconds, where just one of the two logos are present.



BANG & OLUFSEN



- VIDEO CONTENT 1:1 -



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.

BANG & OLUFSEN



- SOCIAL -

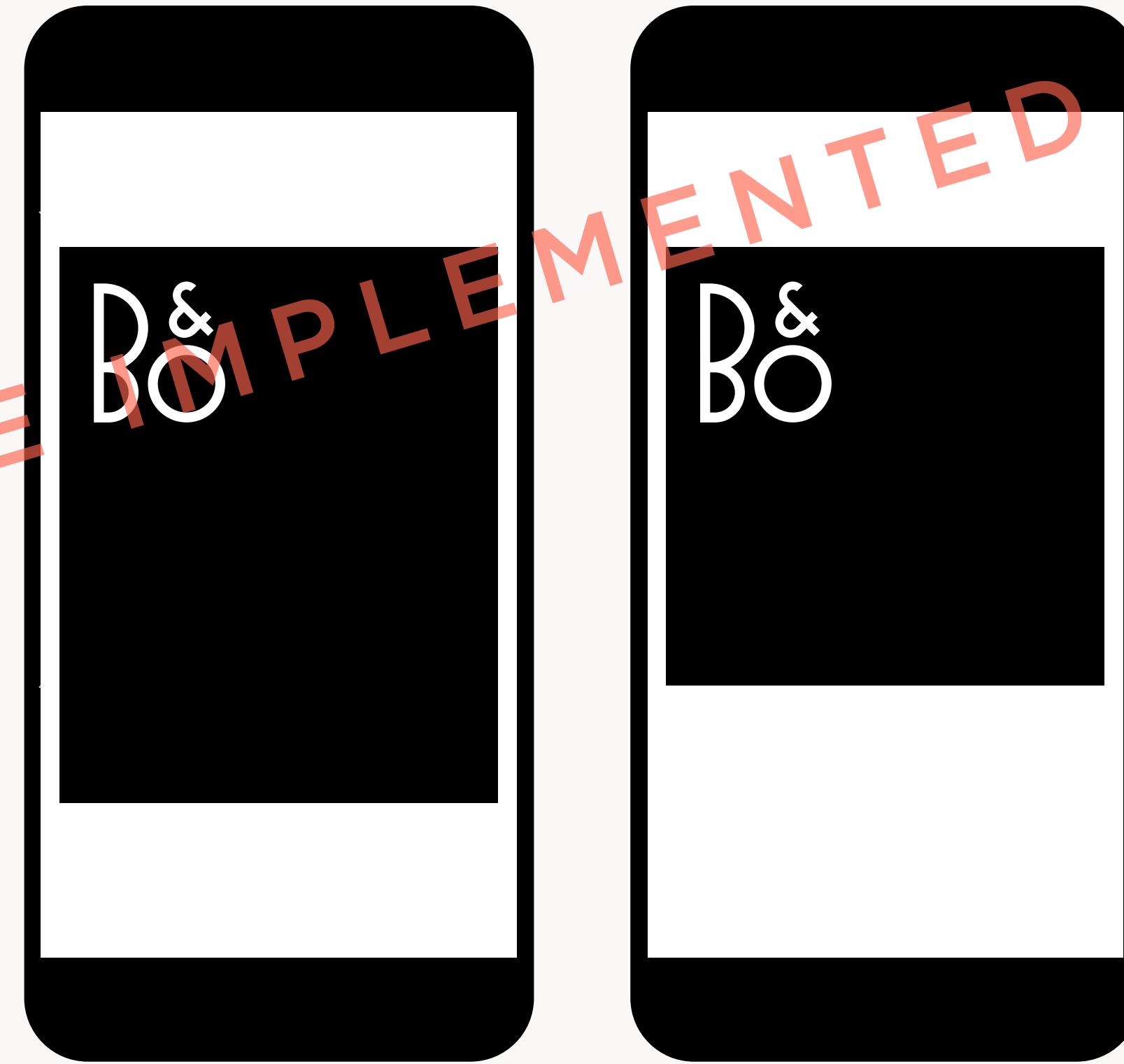
DESKTOP



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.

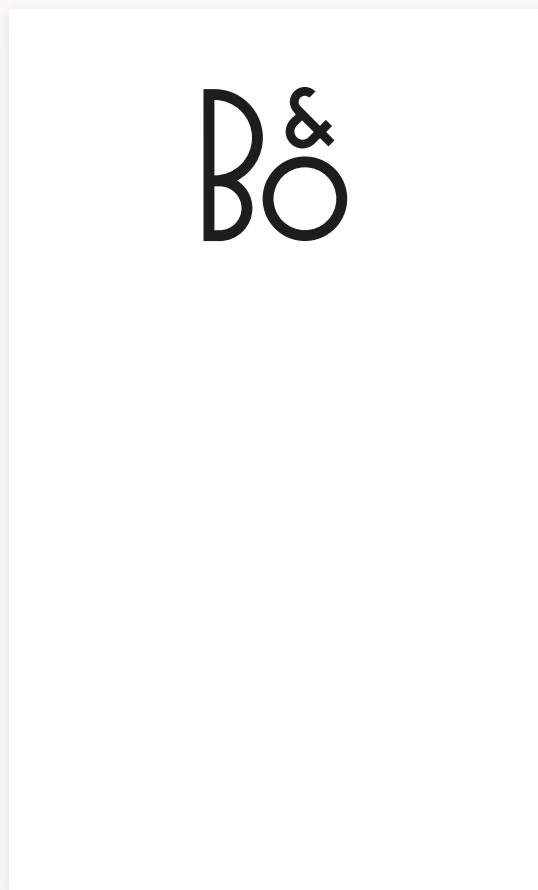
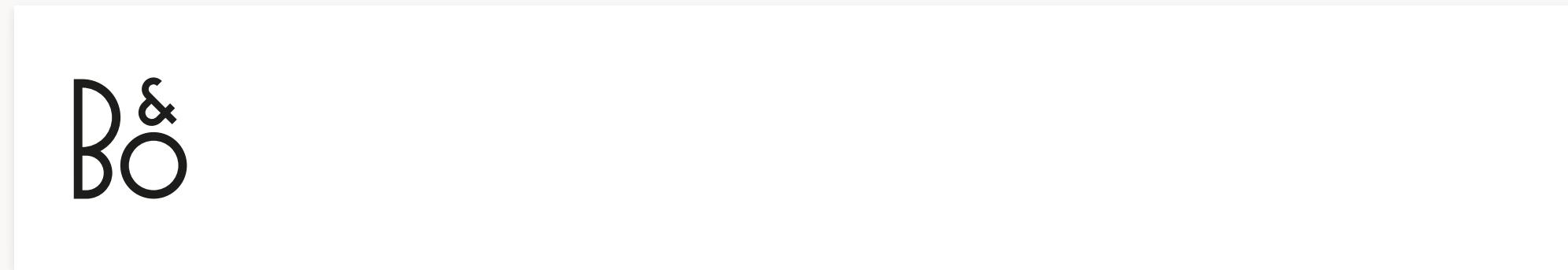
MOBILE



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

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2800 Kgs. Lyngby

Denmark

bang-olufsen.com

EXAMPLE TO BE IMPLEMENTED
BANG & OLUFSEN

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

BANG & OLUFSEN



- SOCIAL ICONS -



CORPORATE SOCIAL PLATFORMS
Black attention logo on white.



LOCAL SOCIAL PLATFORMS
White attention logo on black.

[DOWNLOAD
Social Icons here.](#)



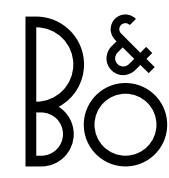
B&
BO

B&
BO

PARTNERING LOGO LOCK-UPS

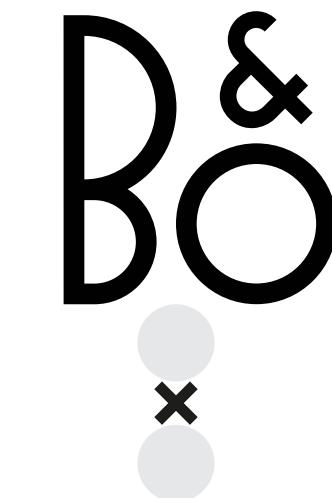
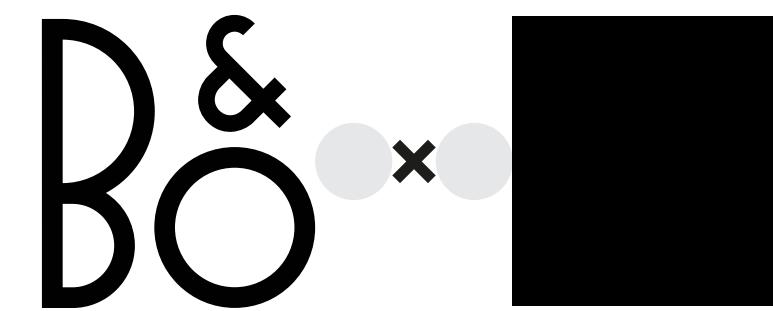


BANG & OLUFSEN



- LOCK-UPS ON PRODUCTS -

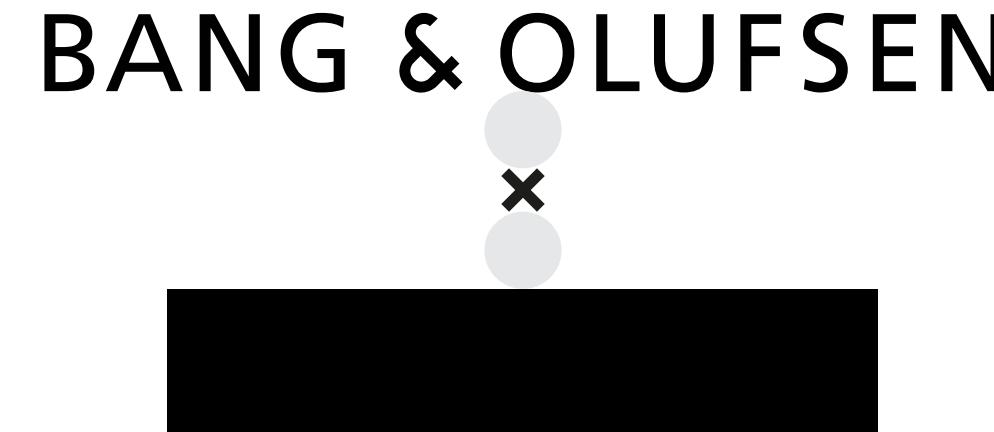
ATTENTION LOGO X PARTNER LOGO EXAMPLES



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.

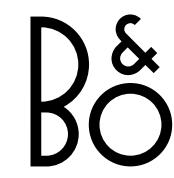
Reversed logo lock-ups are available. See next page.



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

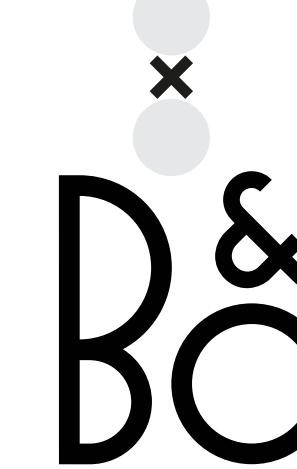
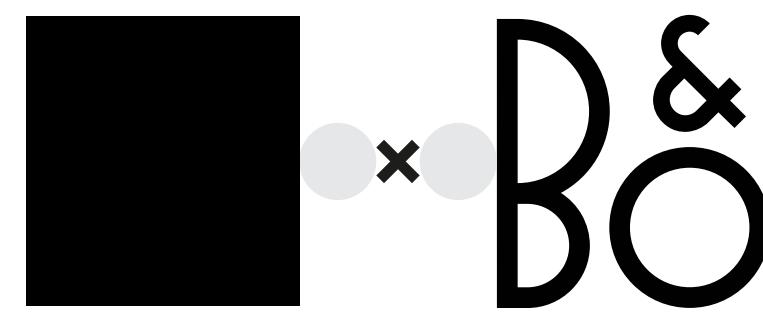
All partnering logos should be created or signed off by Global Creative.

BANG & OLUFSEN



- LOCK-UPS ON PRODUCTS -

PARTNER LOGO X ATTENTION LOGO EXAMPLE



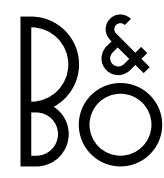
Reversed examples.

PARTNER LOGO X SIGNATURE LOGO EXAMPLE



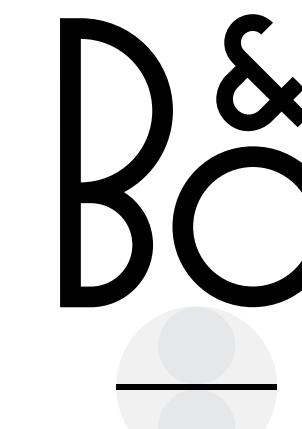
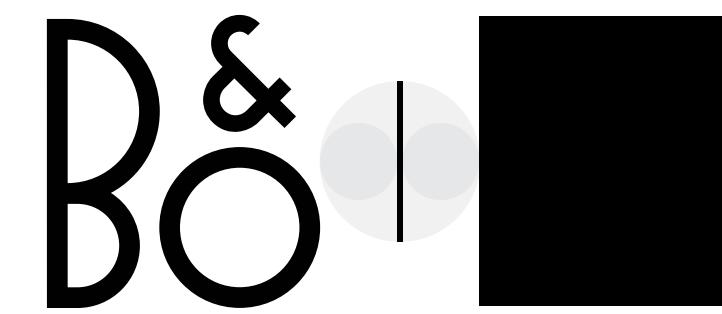
The cross between the two logos is always consistently the same weight as the ampersand.

BANG & OLUFSEN



- LOCK-UPS IN COMMUNICATIONS -

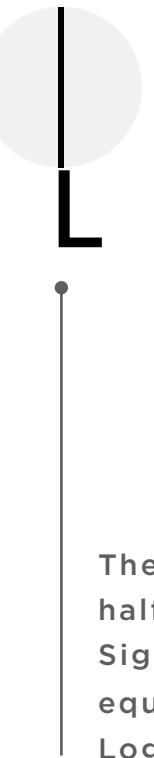
ATTENTION LOGO | PARTNER LOGO EXAMPLES



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



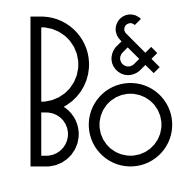
The line is always exactly half the weight of the Signature Logo 'L'. Height is equal to 'o' in Attention Logo.

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

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

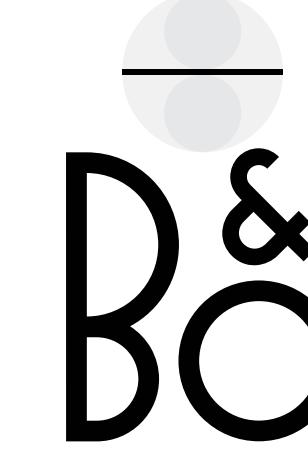
All partnering logos should be created or signed off by Global Creative.

BANG & OLUFSEN



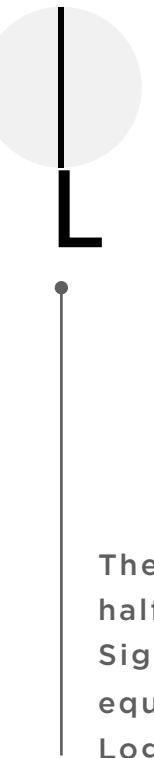
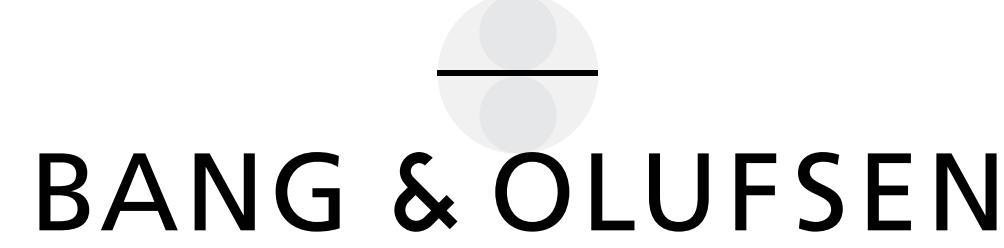
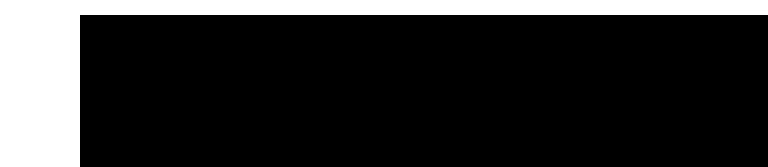
- LOCK-UPS IN COMMUNICATIONS -

PARTNER LOGO | ATTENTION LOGO EXAMPLES



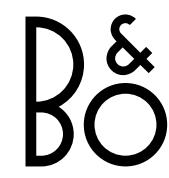
Reversed examples.

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.

BANG & OLUFSEN

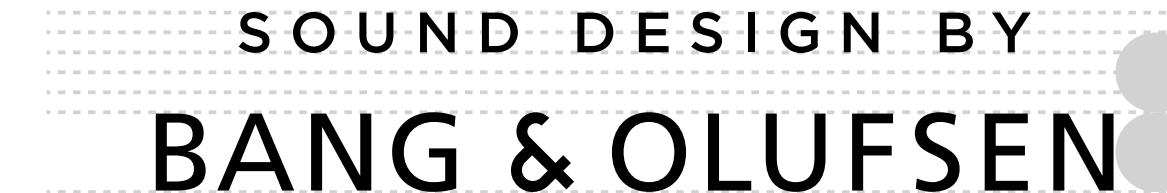


- PROMISE MARKS -

PROMISE + SIGNATURE LOGO EXAMPLES



ATTENTION LOGO | PARTNER LOGO EXAMPLE



AUDIO BY
BANG & OLUFSEN

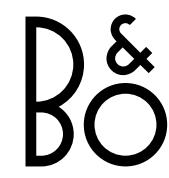
Attention Logo versions can
only be locked up like above.

AUDIO BY
BANG & OLUFSEN

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.

BANG & OLUFSEN

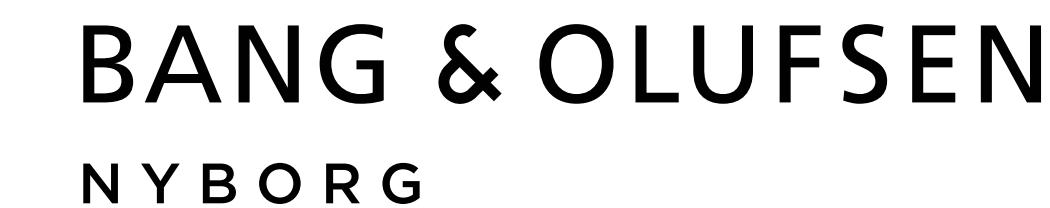
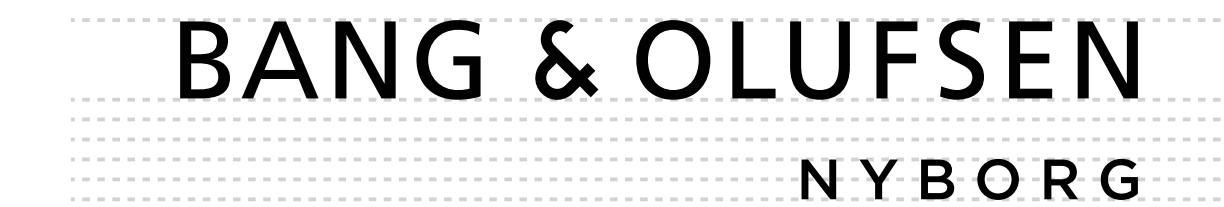
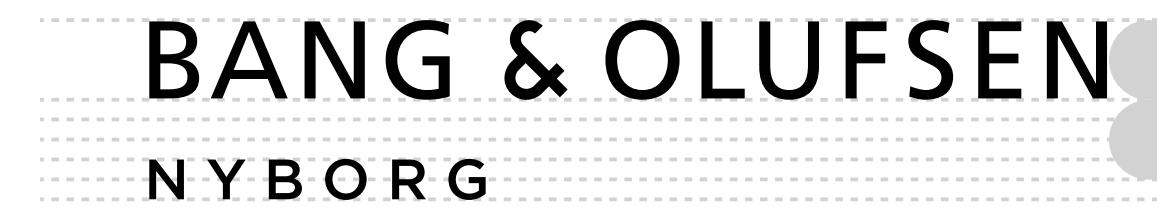


- LOCAL STORE MARKS -

ATTENTION LOGO + LOCAL STORE CITYNAME



SIGNATURE LOGO + LOCAL STORE CITYNAME



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

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

... or right.

DOWNLOAD
[Editable versions here.](#)

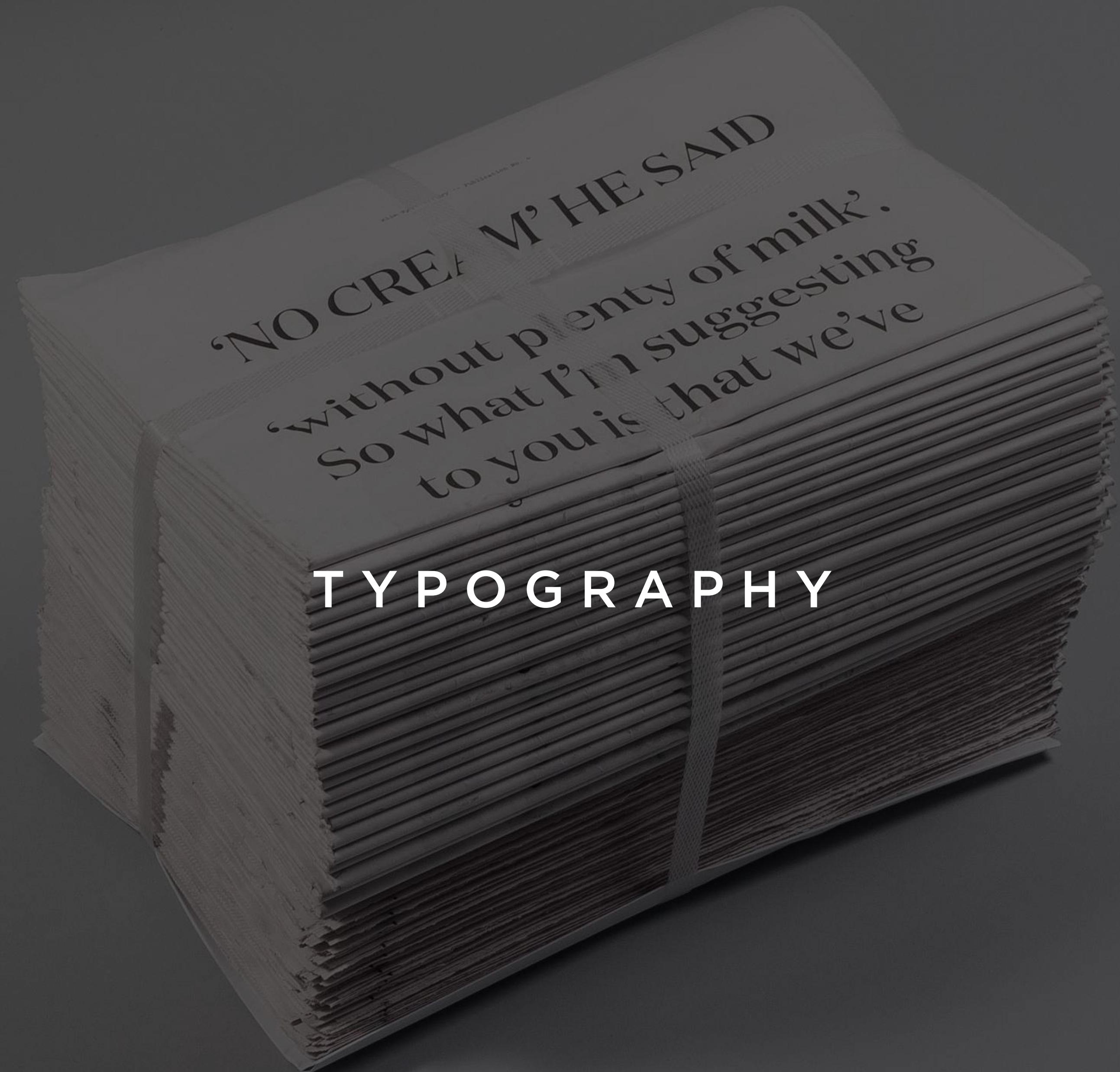
Local store marks can be used in locally created communication.
But never on social.

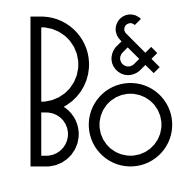


On social such as Facebook, local stores can use the reversed
Attention Logo (white letters on black), see page 43.



BANG & OLUFSEN





- 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

- GOTHAM -

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, manchets, 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 ladeetuet 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.

LICENSE

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

GOTHAM USE

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

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”

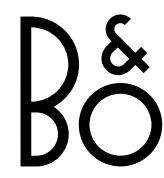
The serif fonts Tiempos Fine is perfect for editorial highlights. With it's fine serifs it brings personality.

In the examples above we use Tiempos Fine Medium and Medium Italic. The font family is large, and all 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

BEOSOUND SHAPE
BANG & OLUFSEN

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

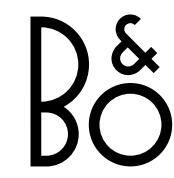
BEOSOUND SHAPE

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

BANG & OLUFSEN

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

BANG & OLUFSEN



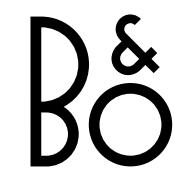
- PRODUCT NAMES / OVERVIEW -

LIST OF CURRENT PRODUCT AND COLLECTION NAMES

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

A black and white photograph of a woman with dark hair, wearing a ribbed grey hoodie and white earphones. She is in a dynamic pose with her arms raised and hands open. The image is split vertically down the center, with the left side being darker and the right side being lighter, creating a mirrored effect.

GRID / SPACING



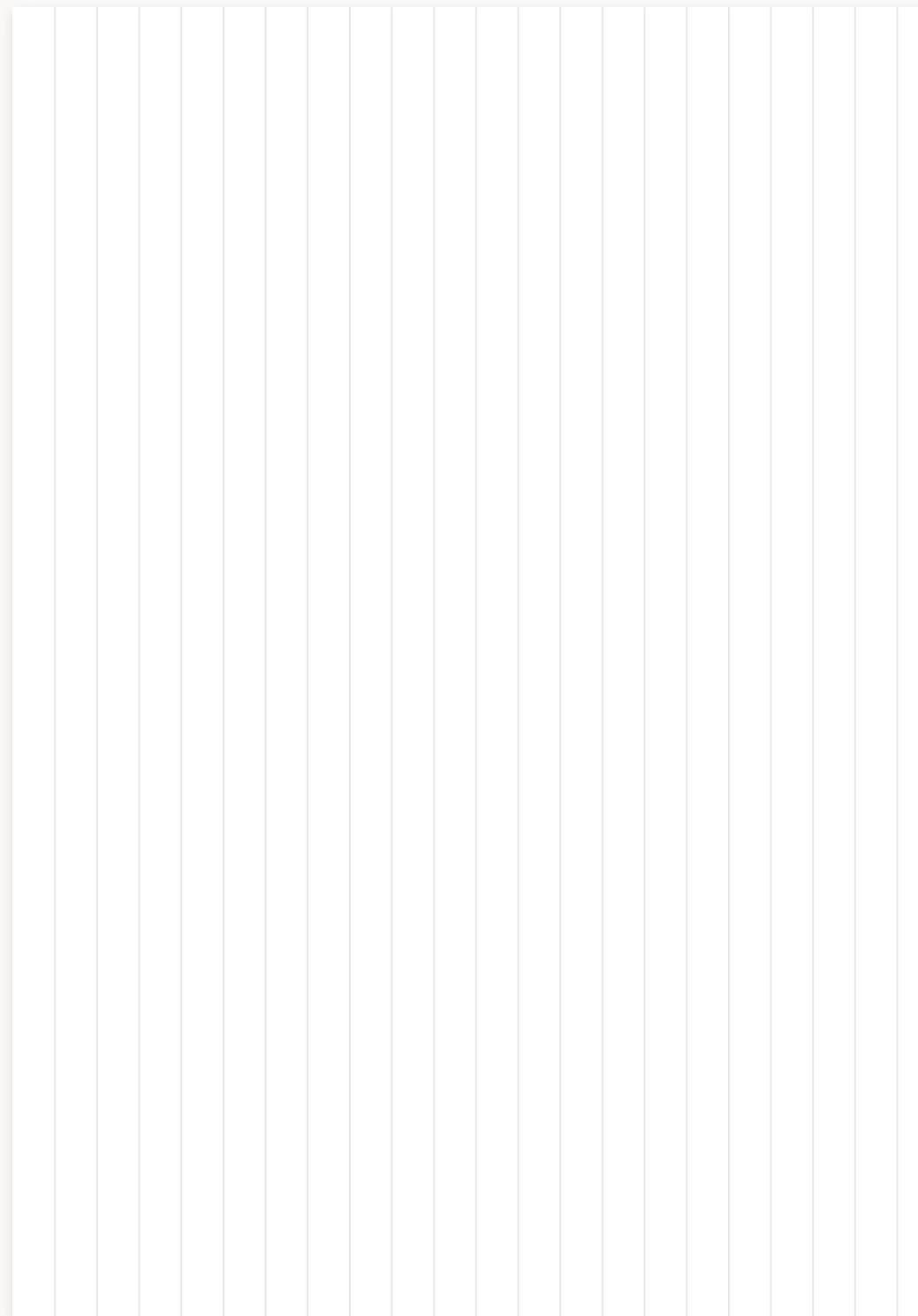
- THE RULE -

Layouts and content positioning use a grid system.

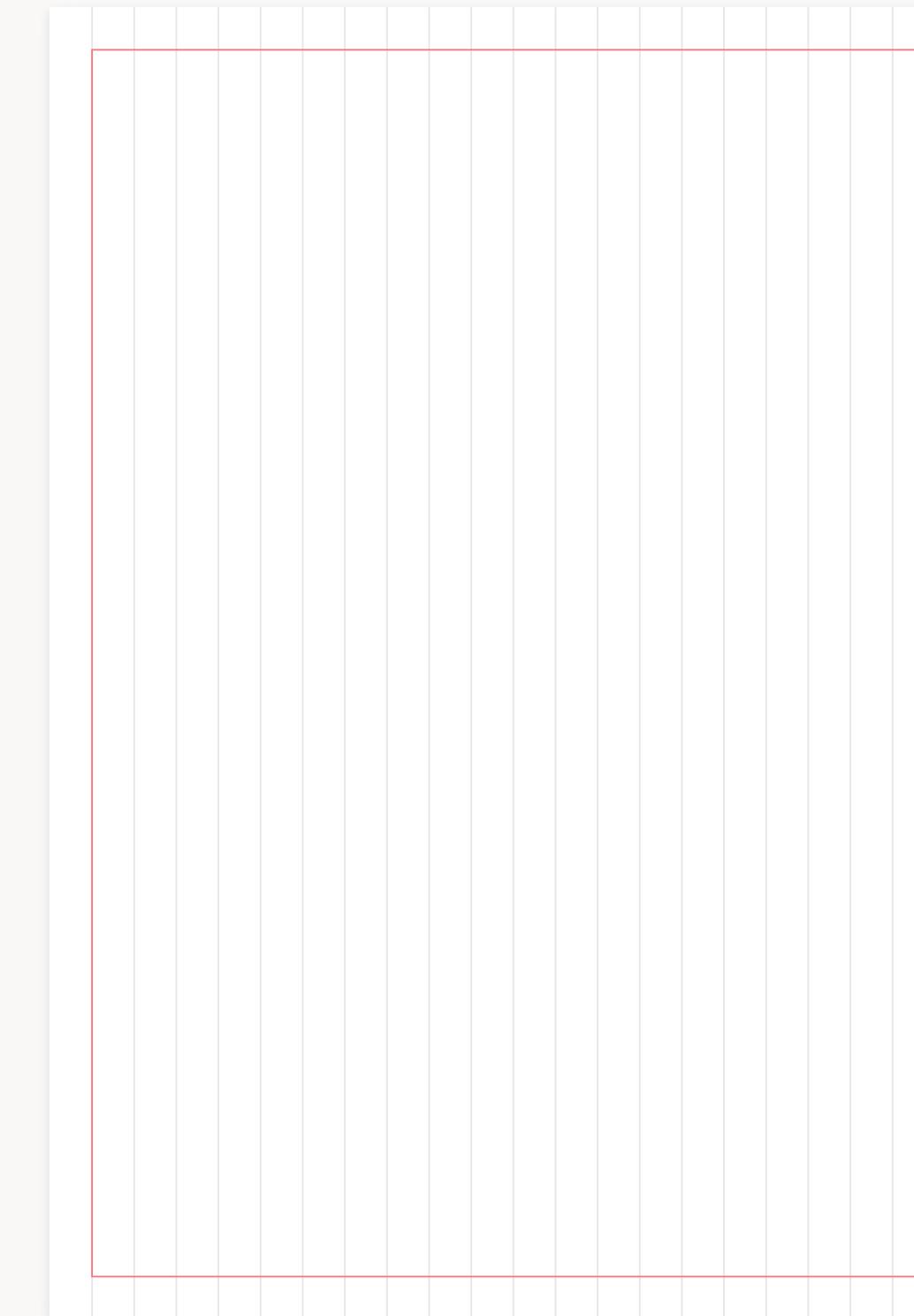
We want to encourage consistency across platforms, environments and media sizes.

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

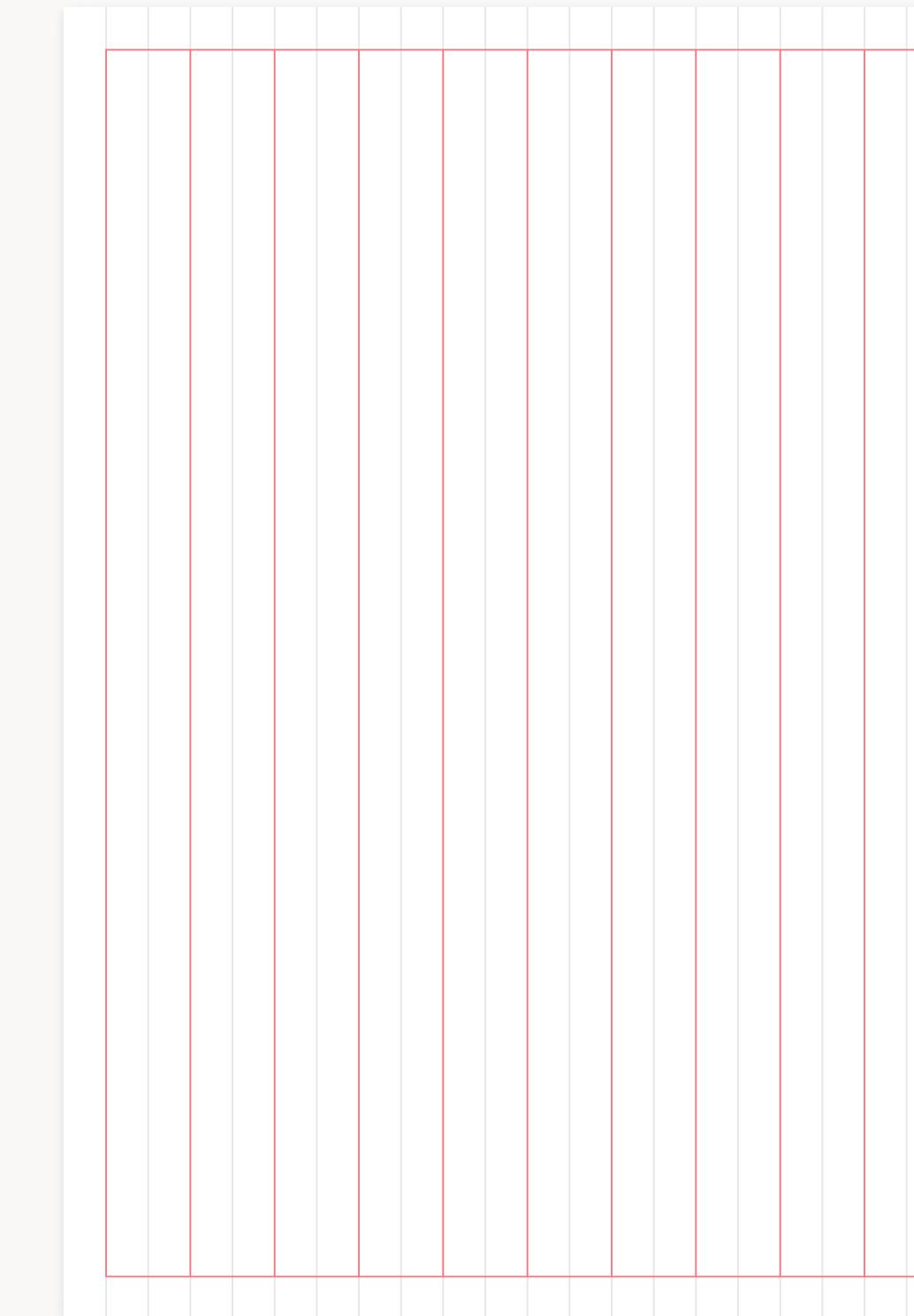
- CONSTRUCTION THE GRID -

**STEP 1**

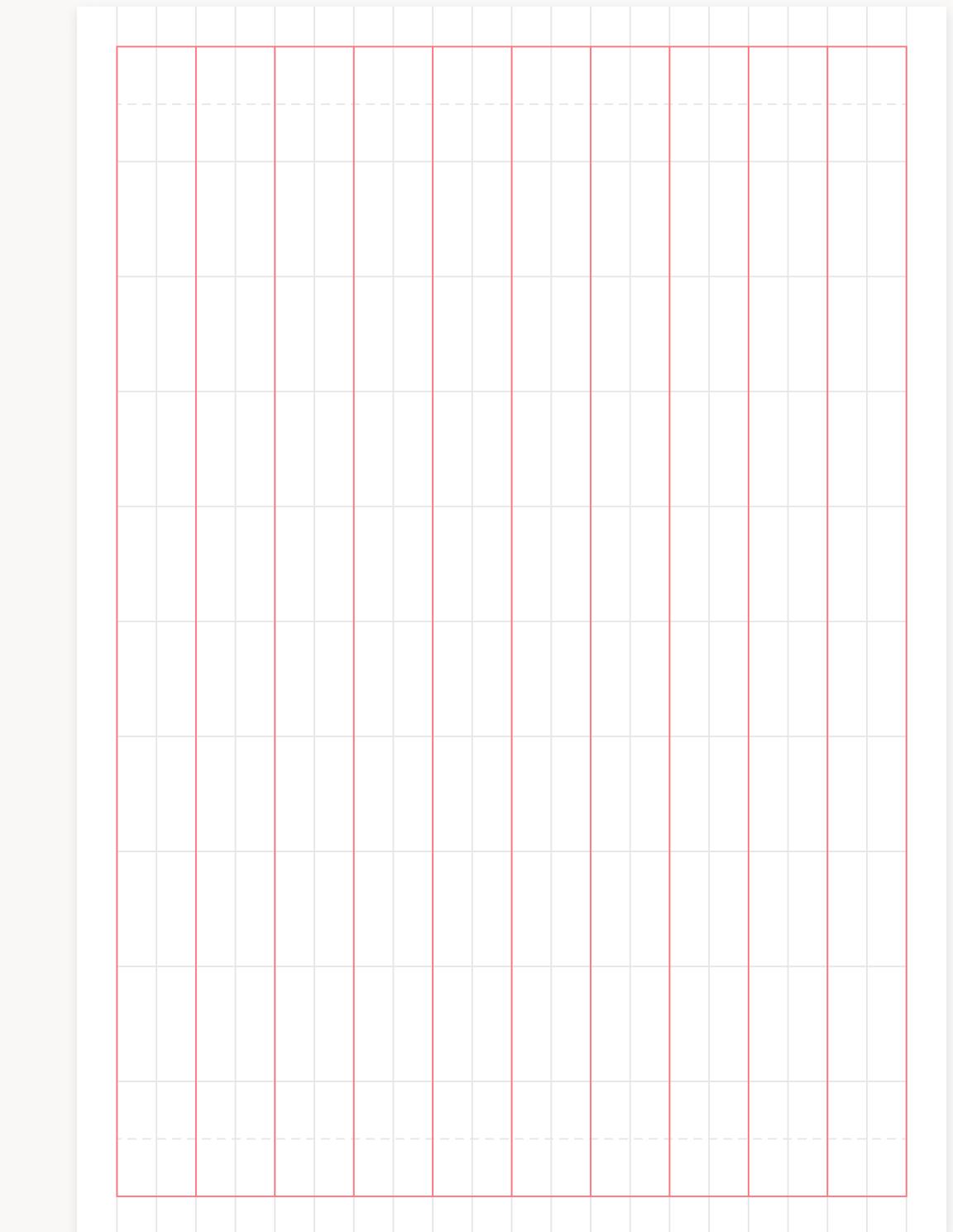
Divide the total width of the format by 22 equal width columns

**STEP 2**

Use the width of 1 column to determine margin sizes.

**STEP 3**

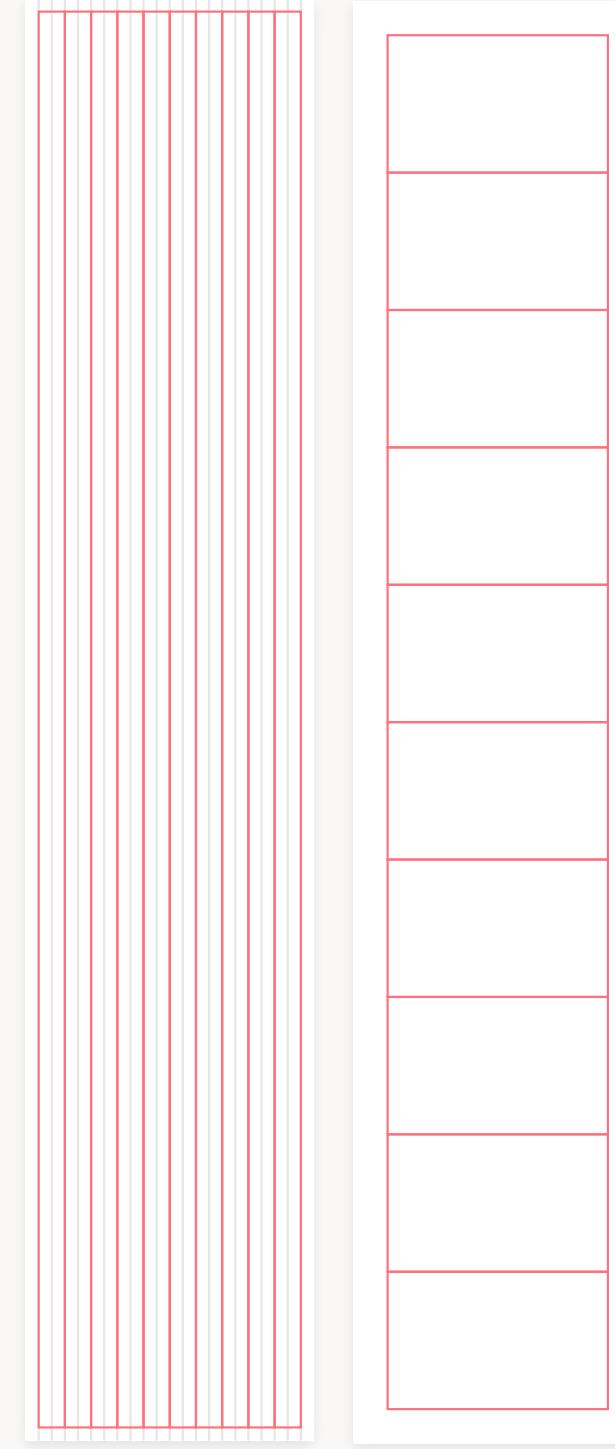
Divide the working area (within margins) into 10 equal columns.

**STEP 4**

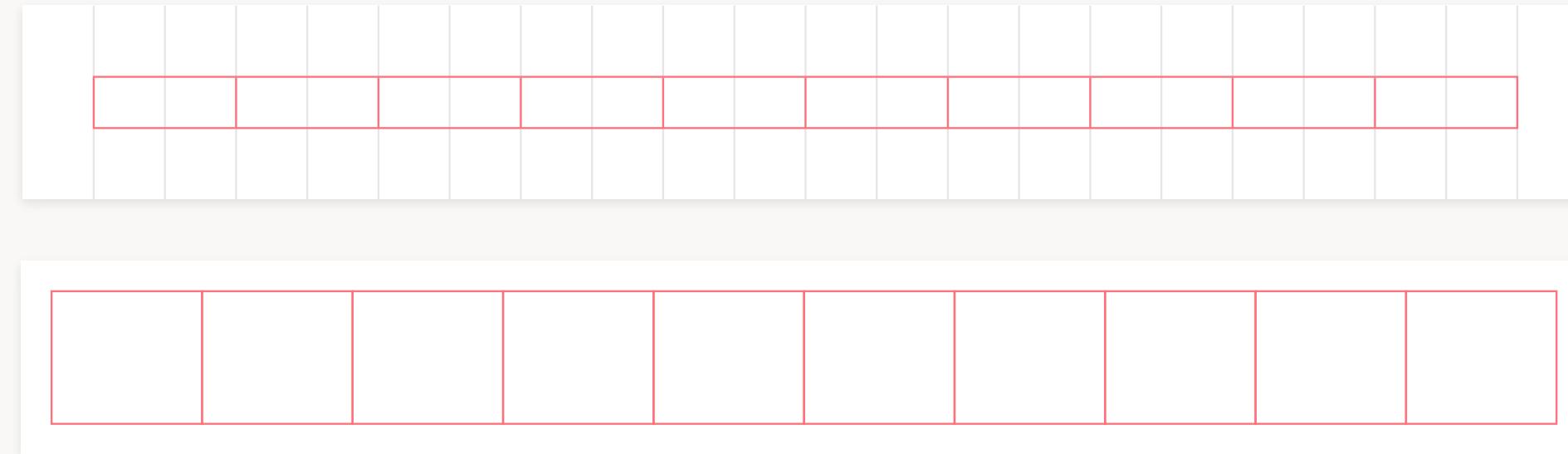
Divide the working area (within margins) into 10 equal rows. Add an additional subdivision to the top and bottom rows.

- DIGITAL USE -

SKYSCRAPER (120 X 600PX)



LEADERBOARD (728 X 90PX)

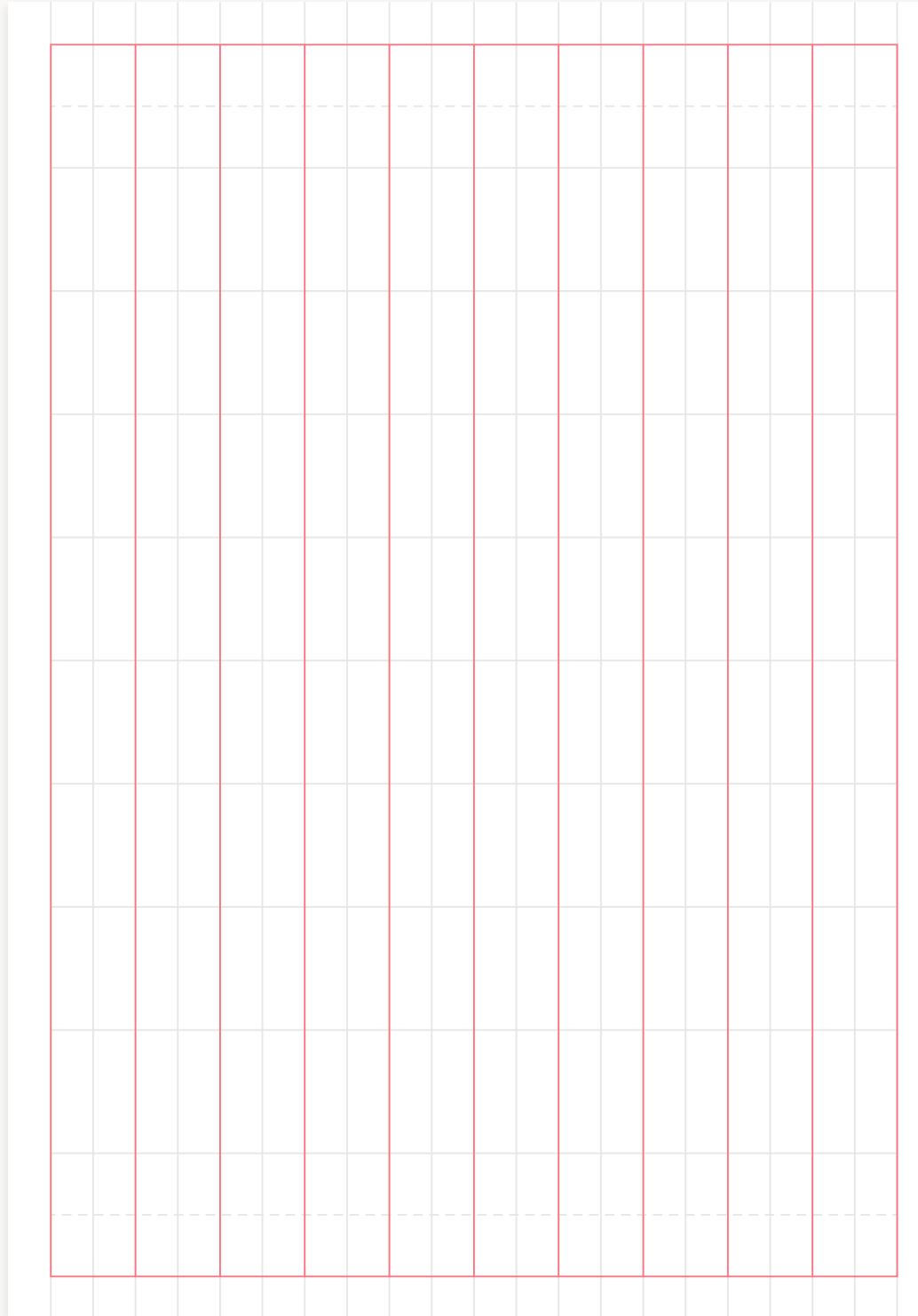


There will be rare instances where the grid structure is not applicable. Extreme landscape and portrait canvas sizes, or very small applications. Discretion should be used to determine an appropriate margin size, which should then be subdivided by 10 (rows for portrait, columns for landscape).

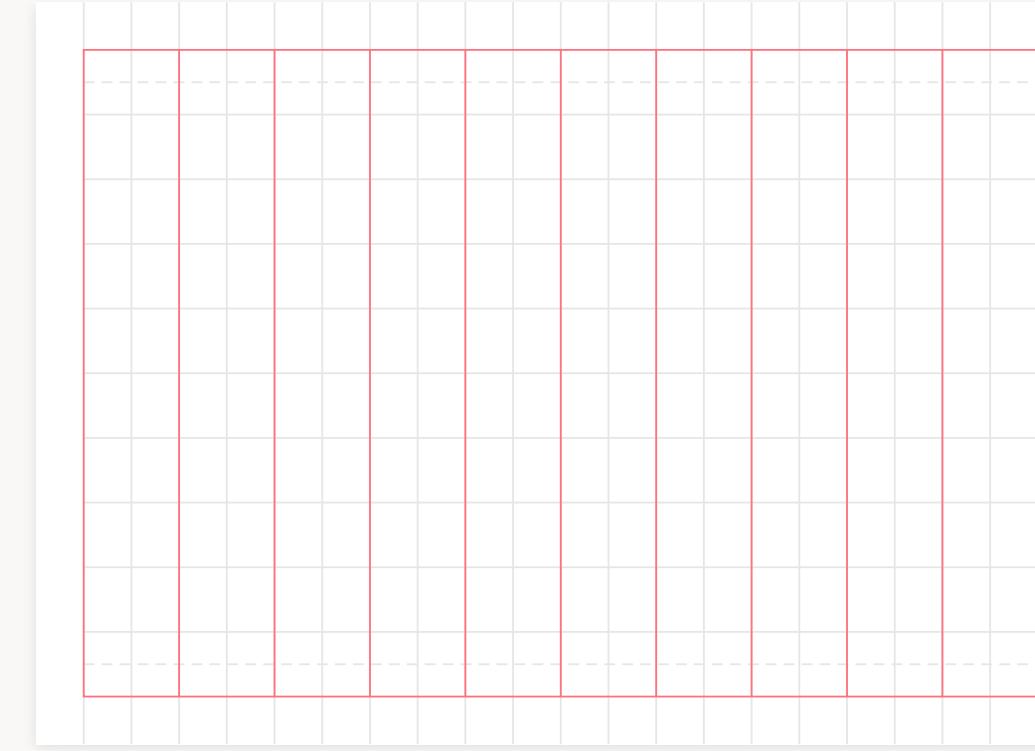


- PORTRAIT, LANDSCAPE -

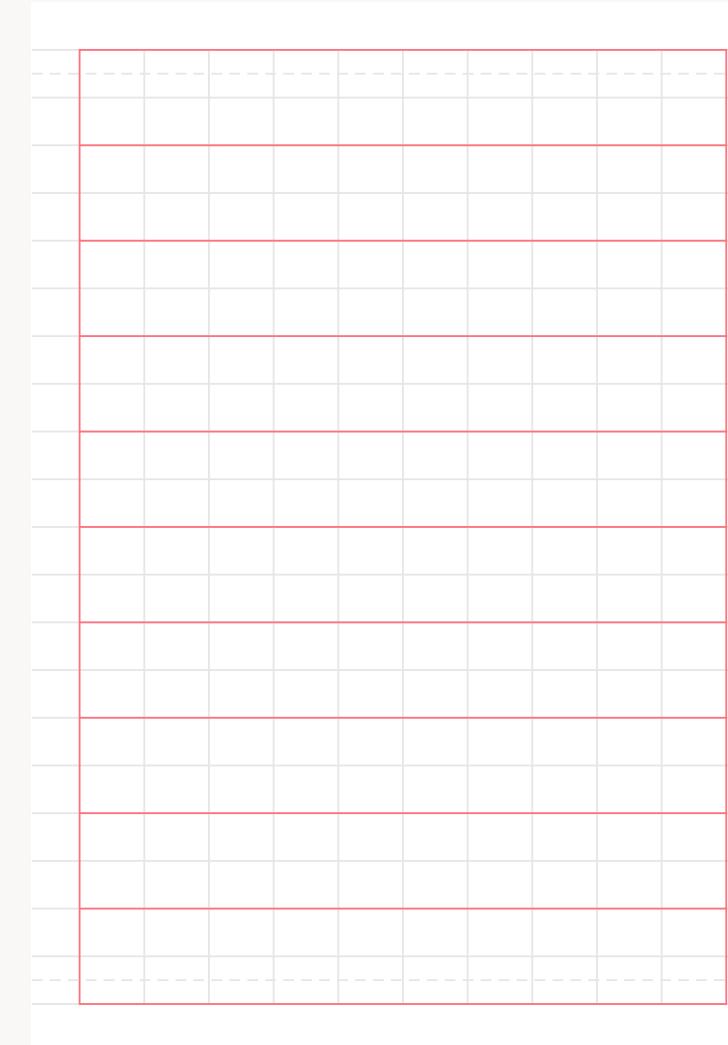
A4 LANDSCAPE



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 -

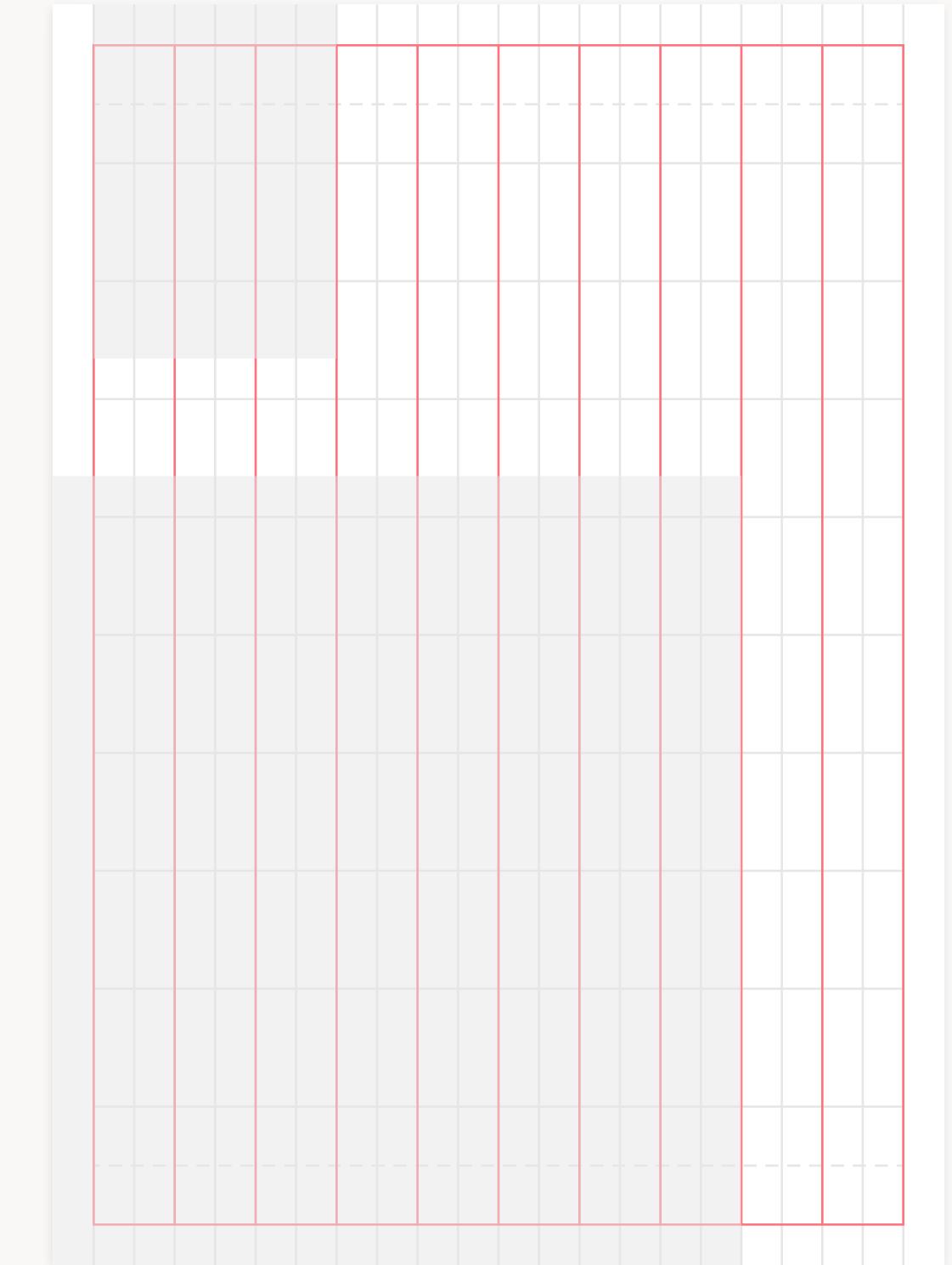
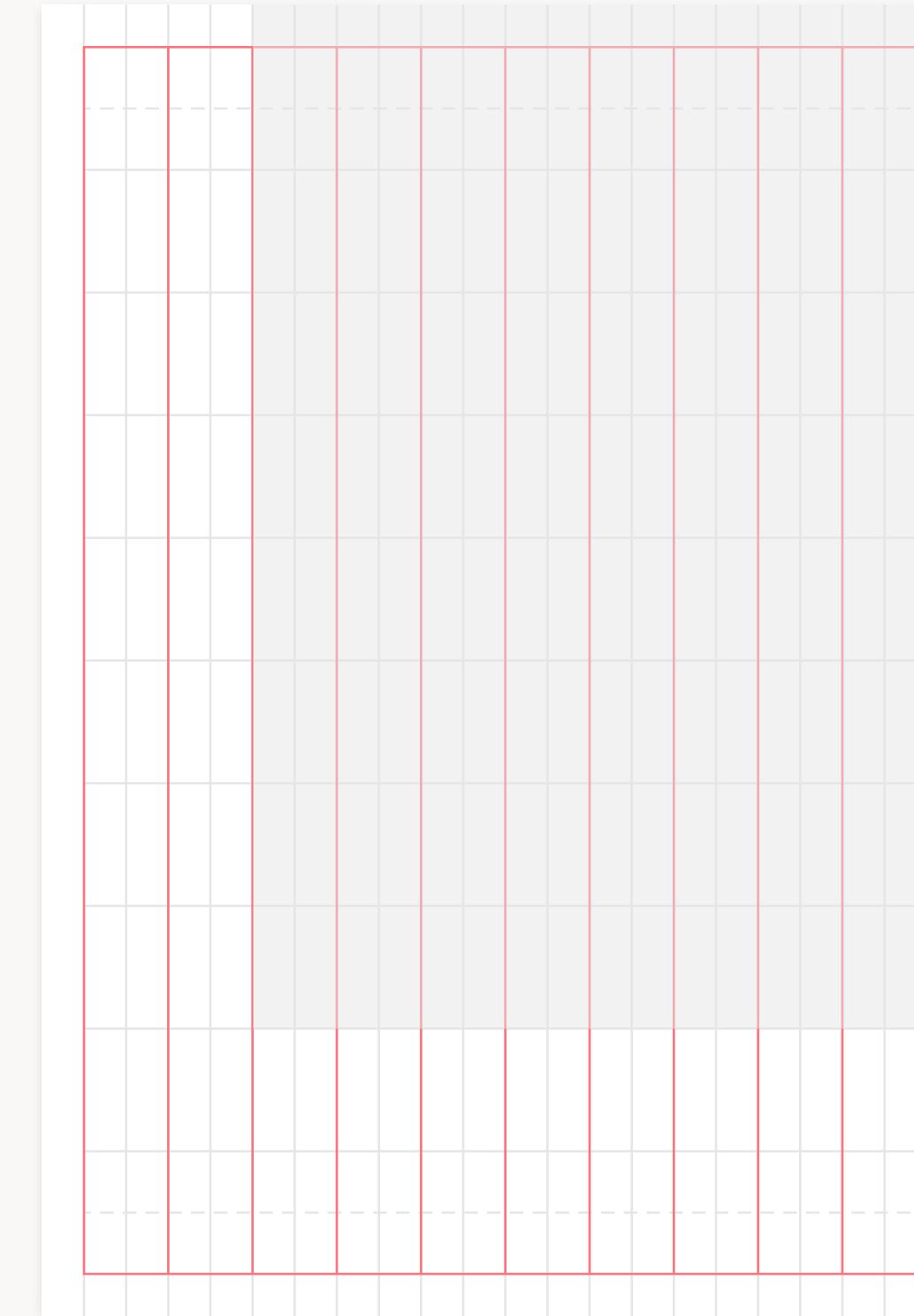
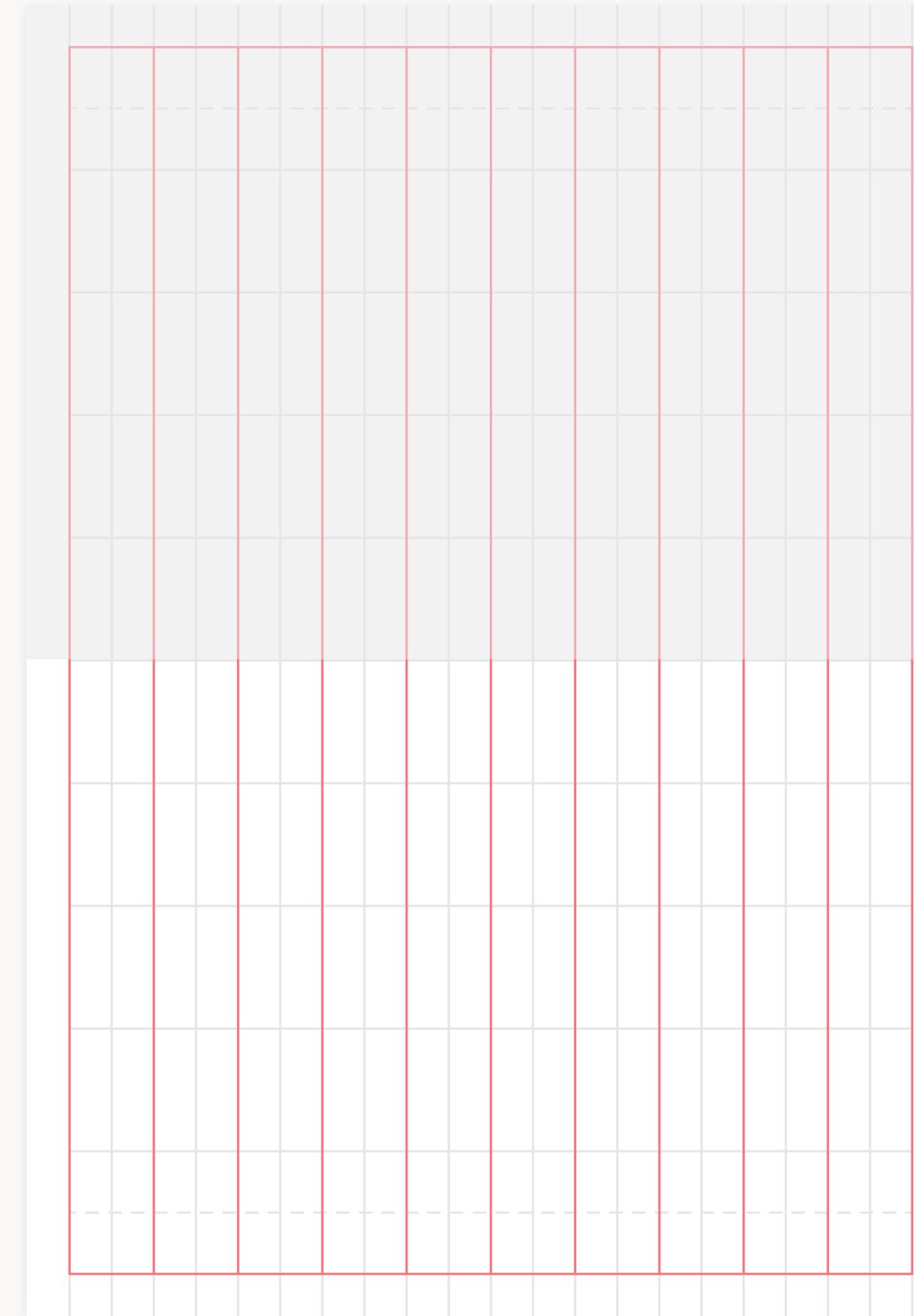
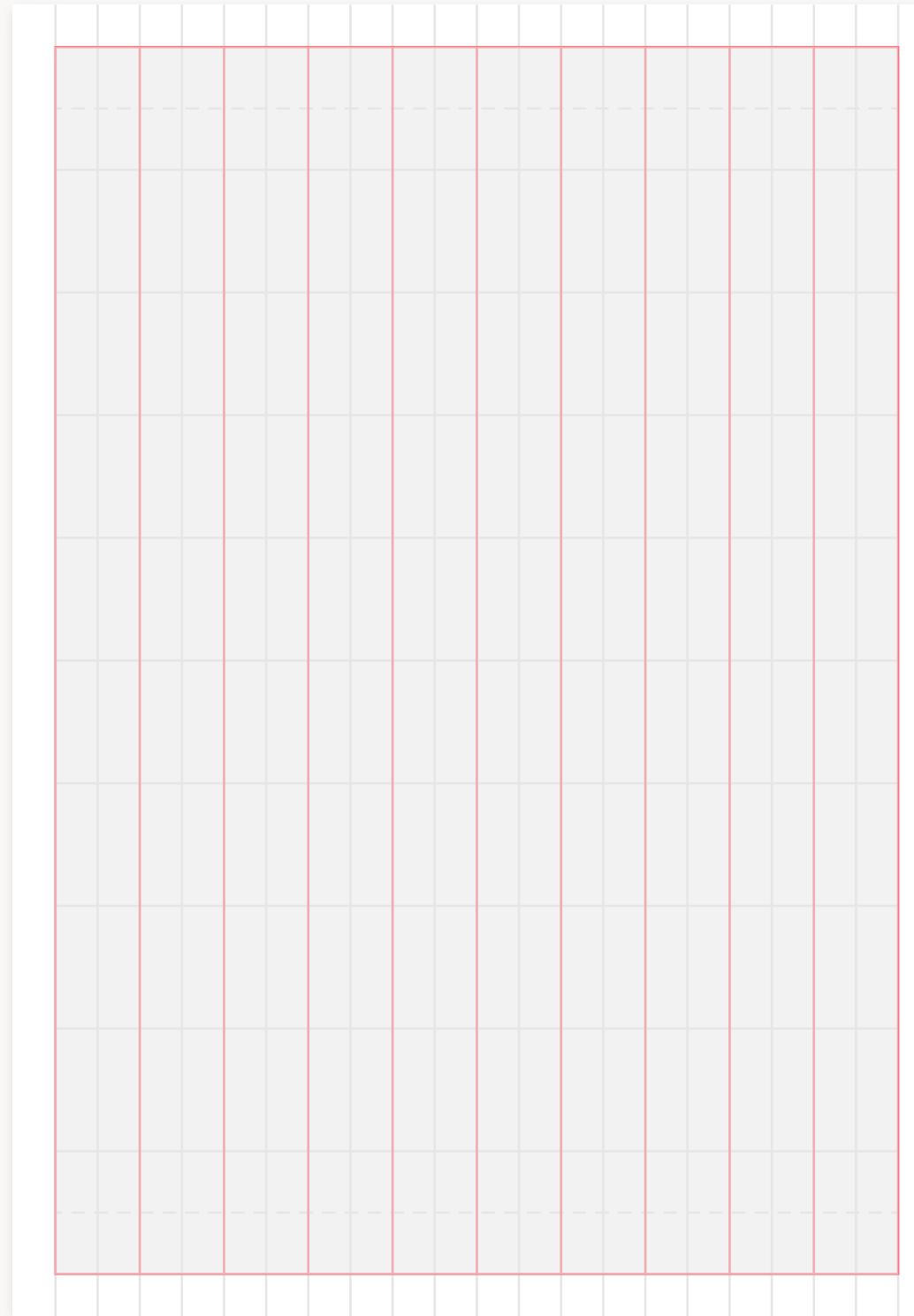
Low density layouts use greater space between elements, helping to guide the viewer through different types of digital or print content.

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.



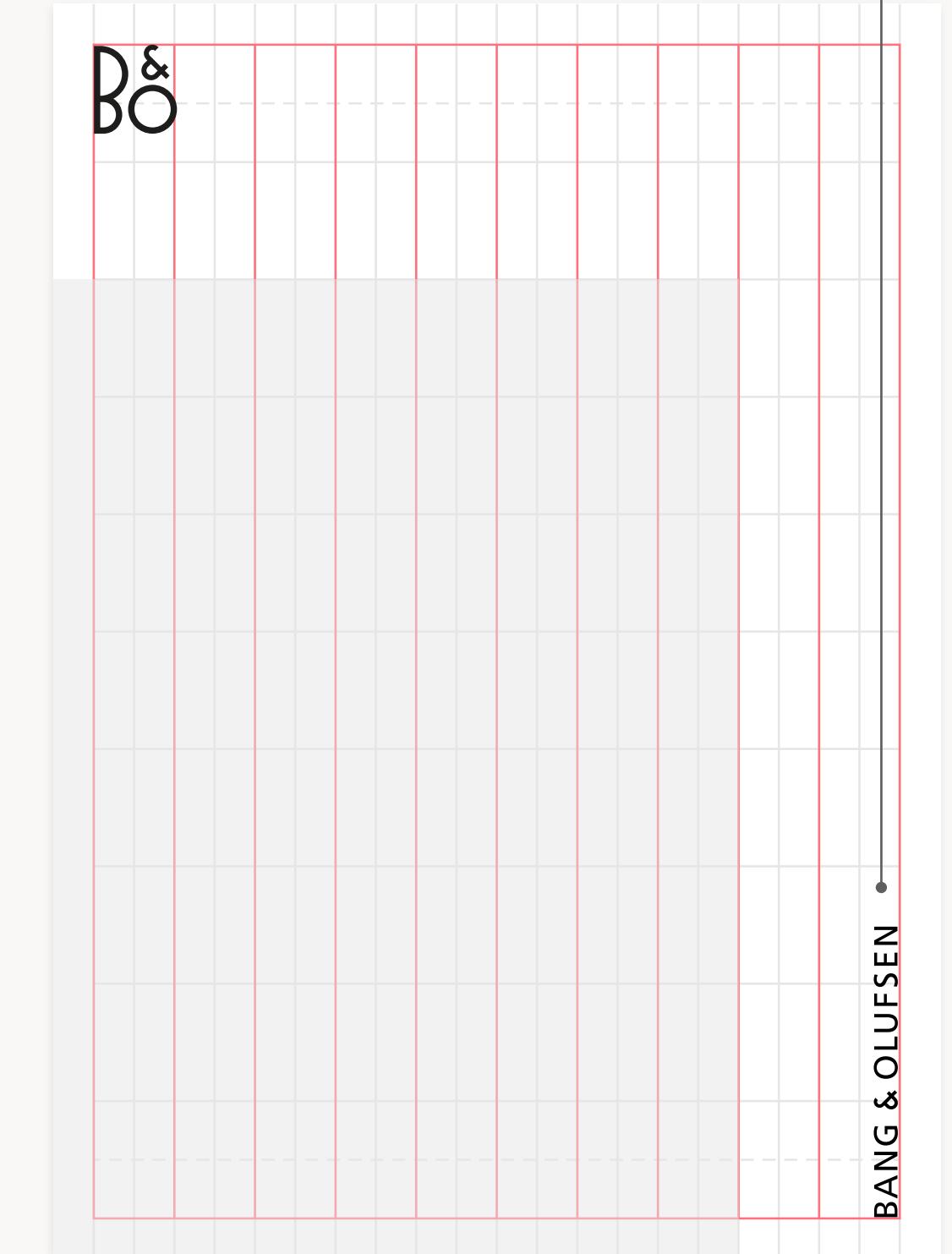
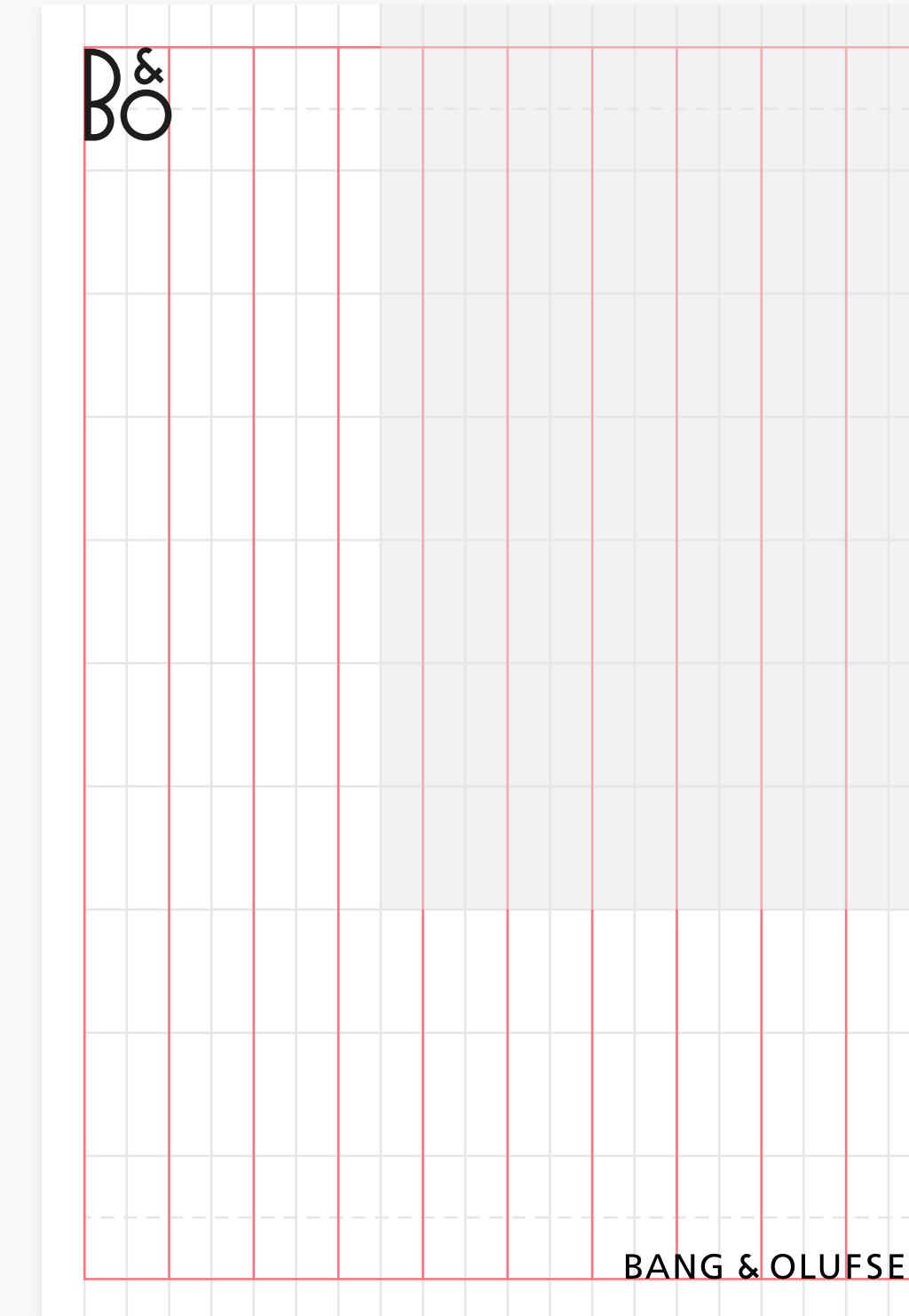
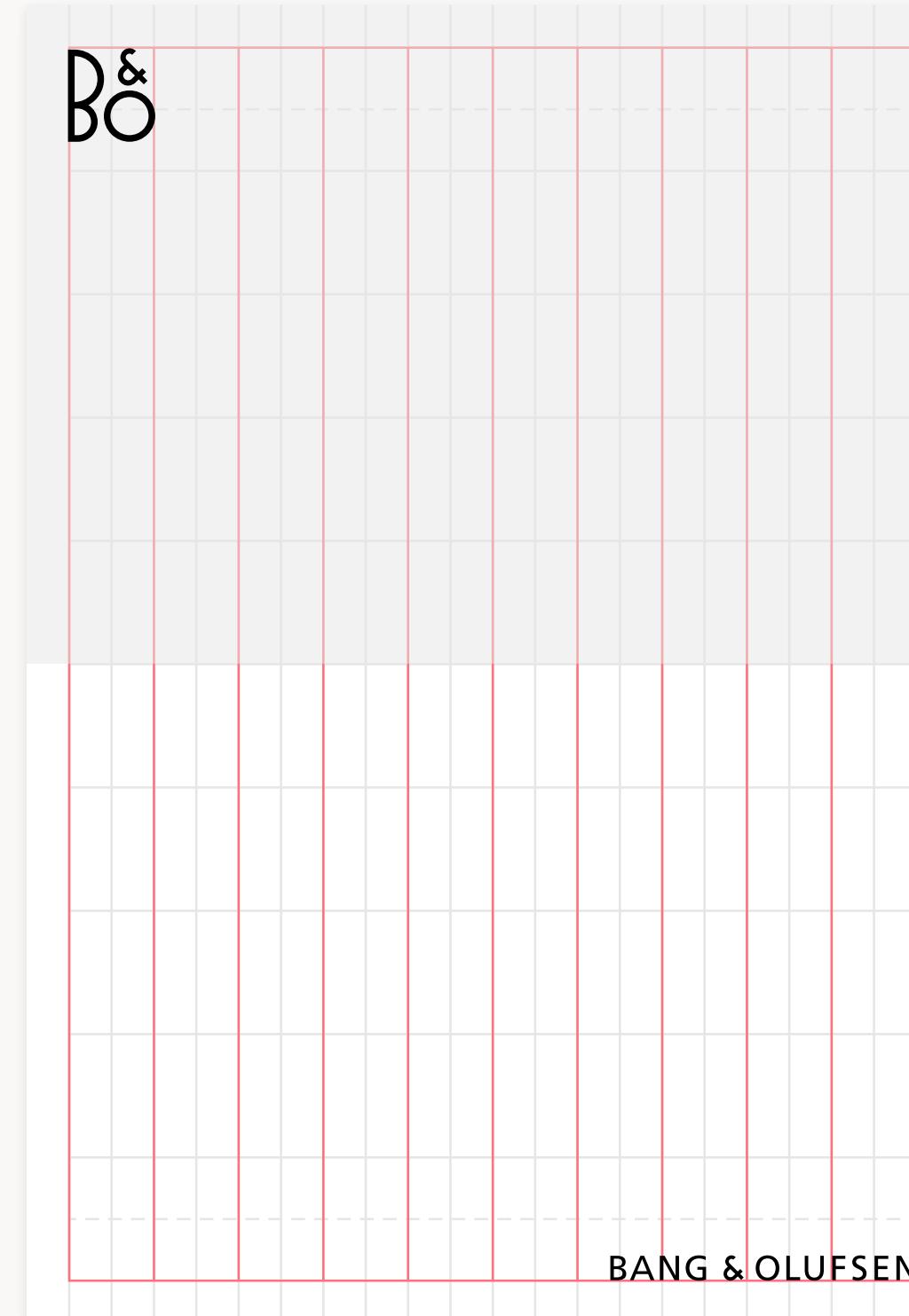
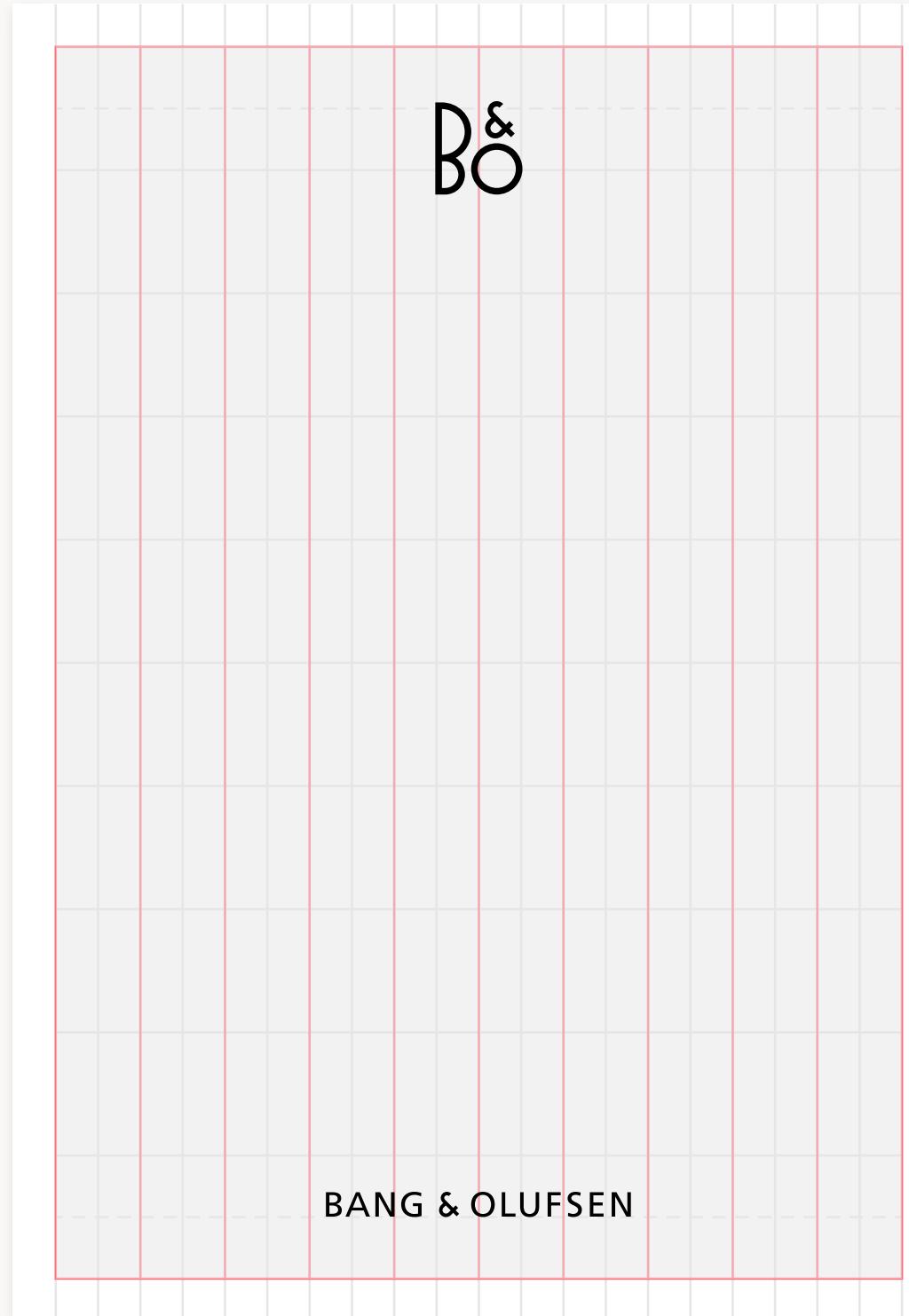
- IMAGE PLACEMENT -



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 -



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

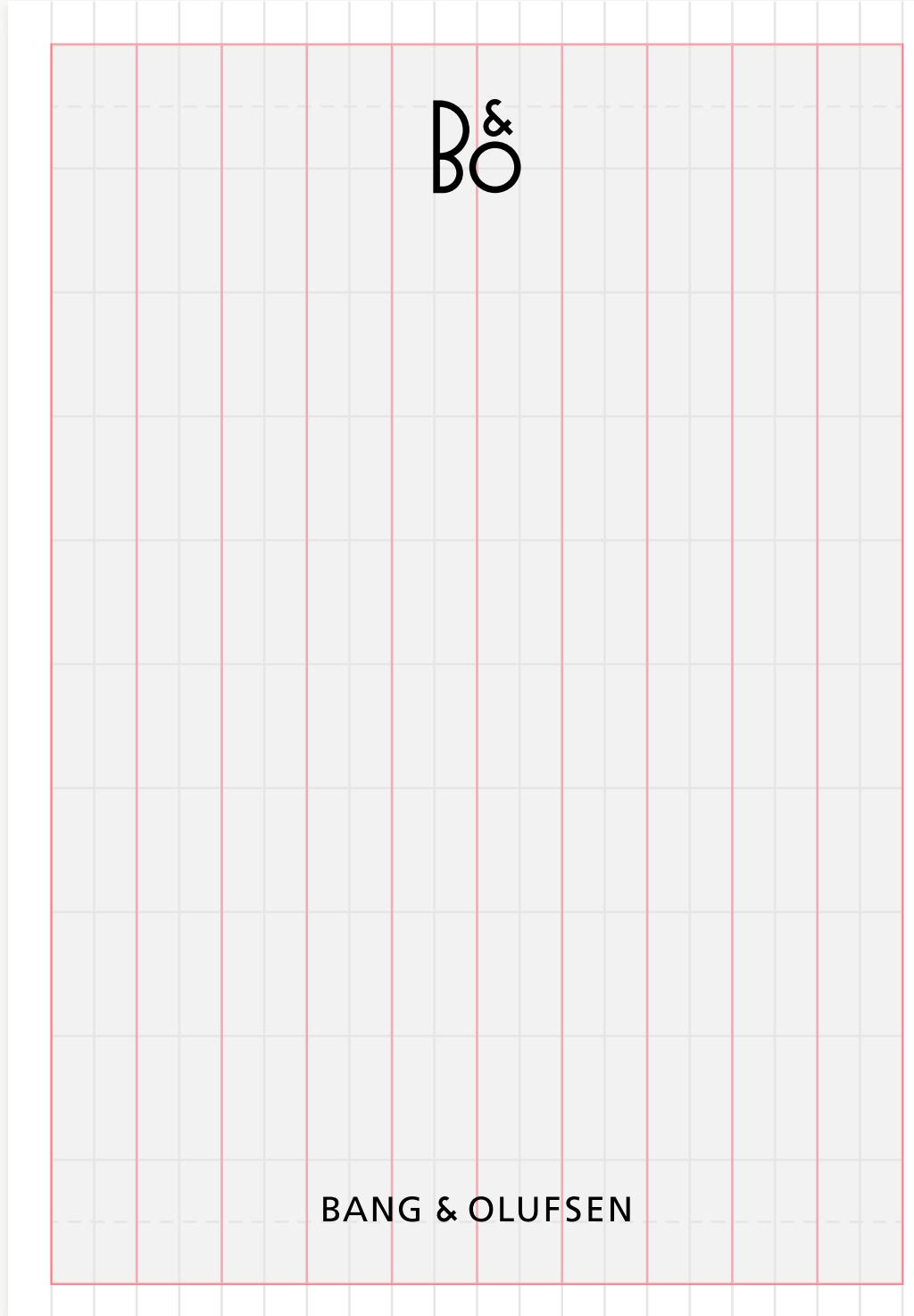
VERTICAL SIGNATURE LOGO
Used for specific campaign material only, Consult Global Creative before using this version.

BANG & OLUFSEN

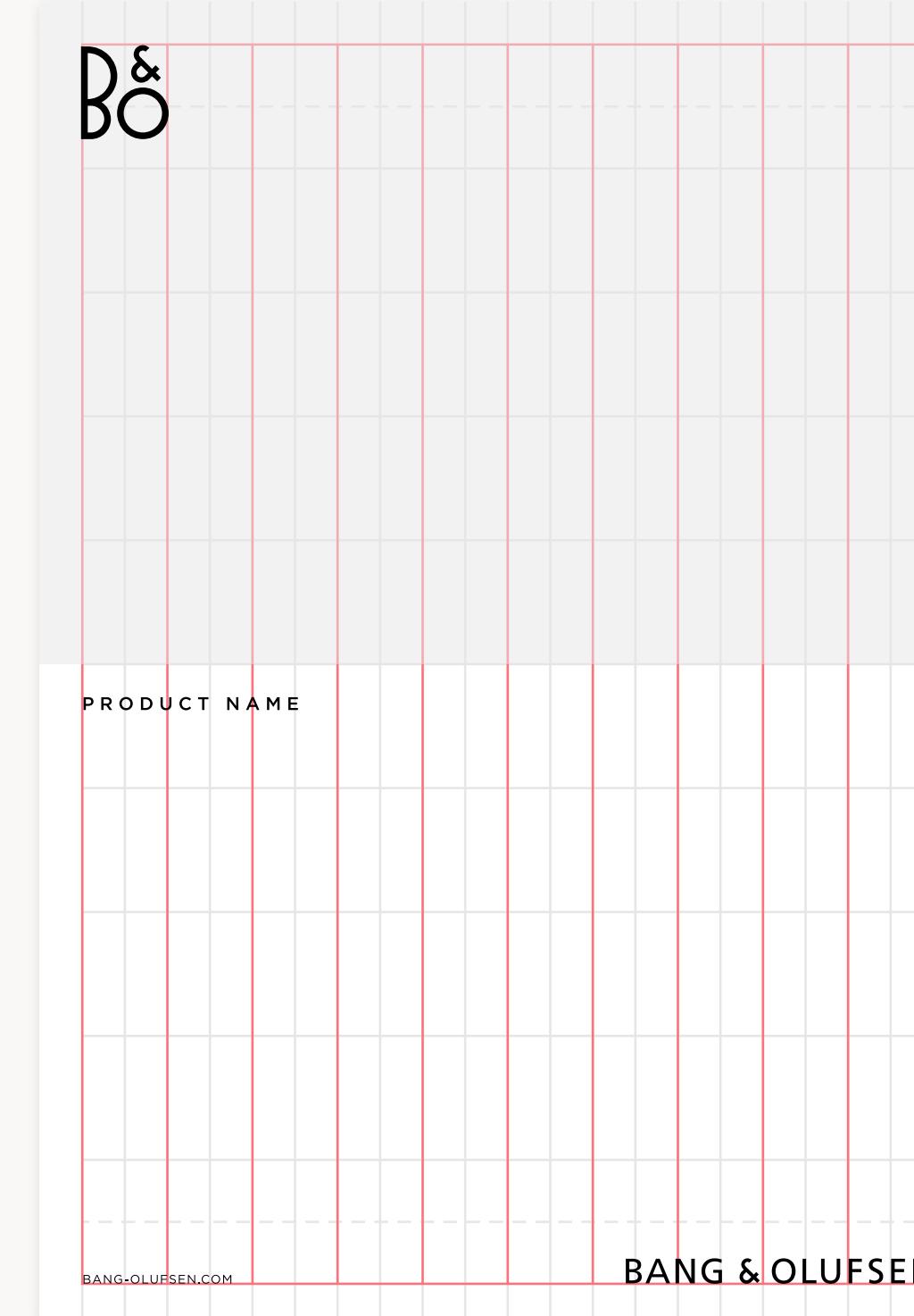


- POSITIONING PRODUCT NAME, URL, TITLE -

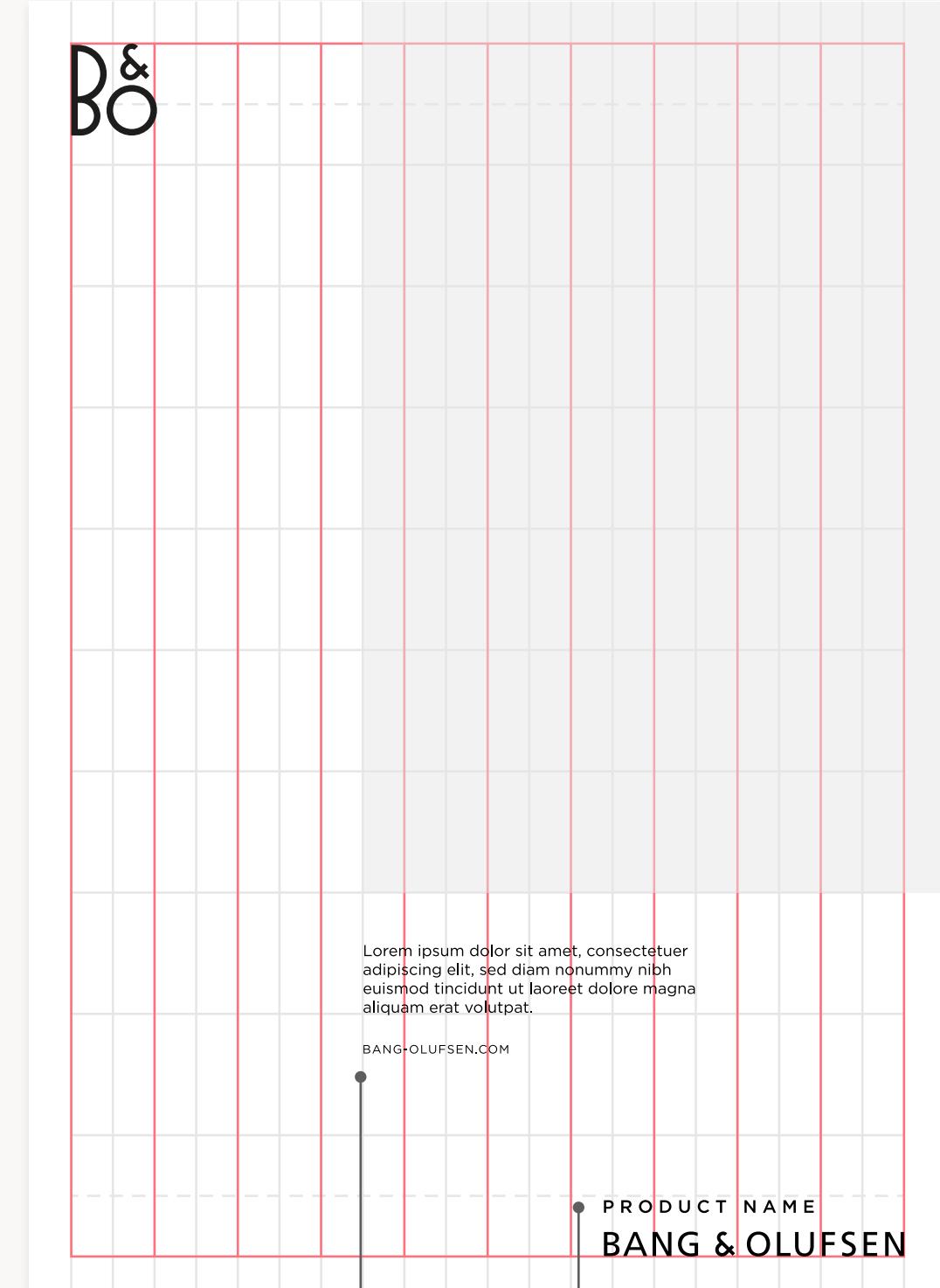
NO MESSAGING



URL AND PRODUCT NAME



PARAGRAPH MESSAGING

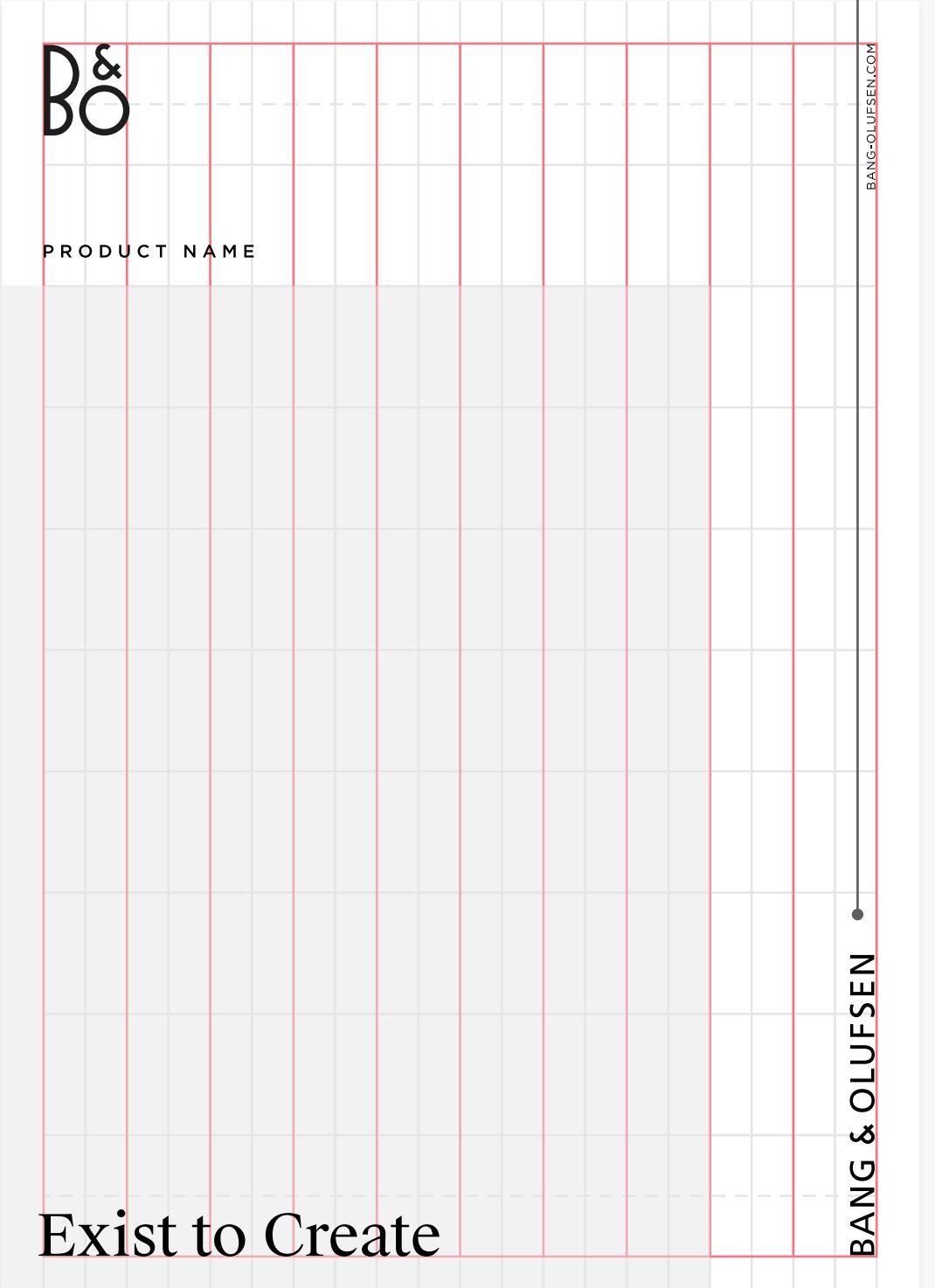


CTA
Always use URL
as a direct call
to action at the
end of
messaging
paragraphs.

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

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

LINE



Exist to Create

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

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				
FLEXIBLE											
	BEOPLAY P2	BEOPLAY A1	BEOPLAY P6	BELOIT 17	BEOSOUND 1						
STAGED											
	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 -

TECH SPECS											
DIMENSIONS											
REMOTE											
ALARM											
E-COM											
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					DRAG	TAP/TOUCH	CONTROL/REMOTE	PLAYBACK			
REASONS TO BUY											
SHARE	FREE DELIVERY	FREE RETURN	EXTRA WARRANTY	SECURE	HANDED WITH CARE	3 STEPS	PERSONAL PICKUP				

DOWNLOAD
All Icons here.

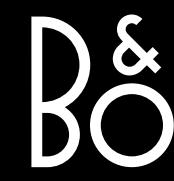
Display friendly and always in a circle. Positive or negative.

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.



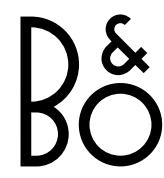
COLOURS AND FINISHING



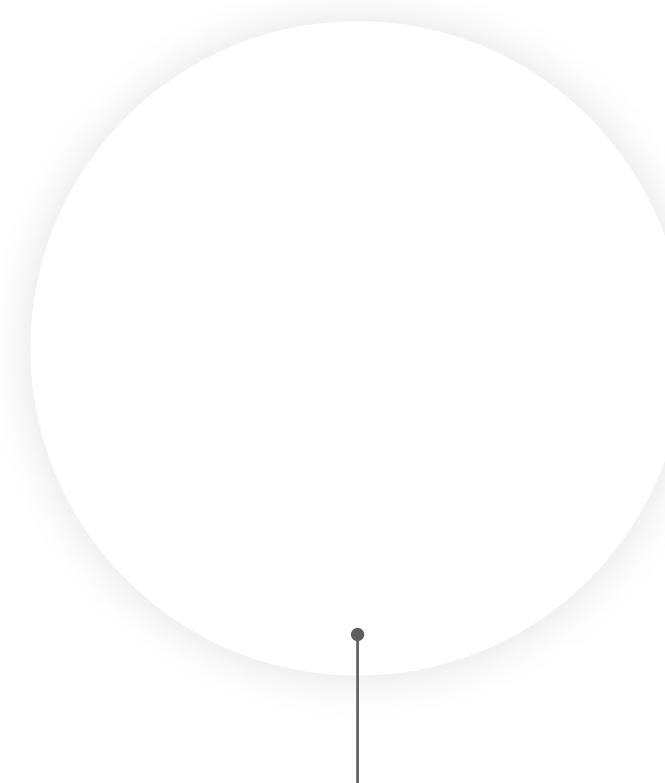
- PRIMARY PALETTE -

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

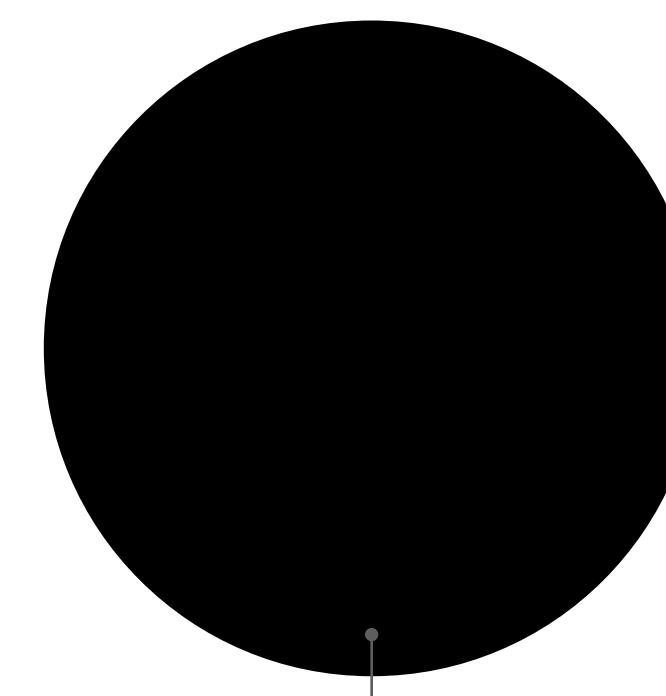
Text and graphics are to appear black or dark grey, and must be clearly legible. It is important to remember that contrast is essential within all communications.



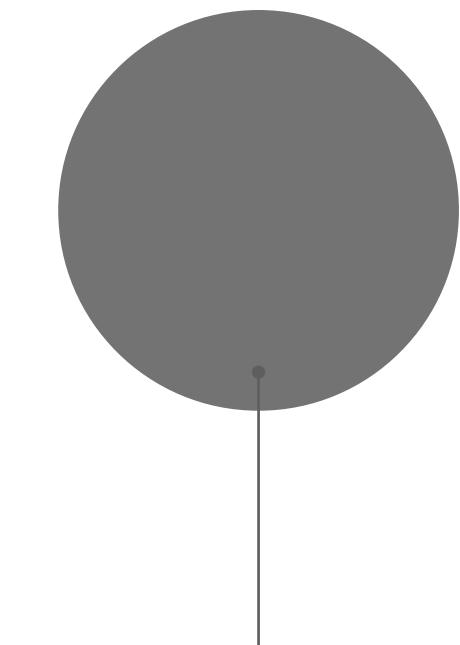
- PRIMARY PALETTE -



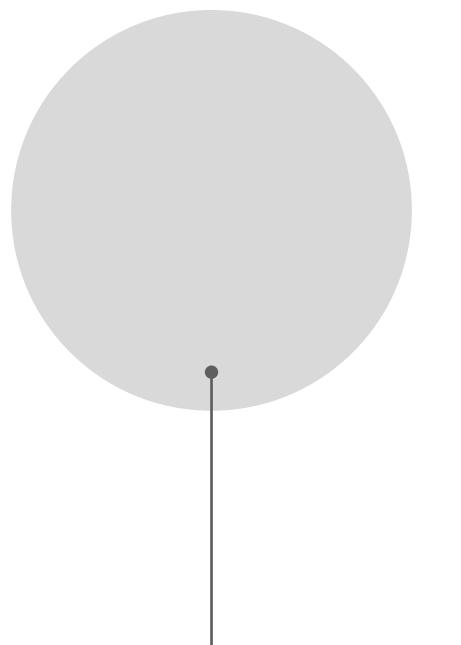
WHITE
CMYK - 0 0 0 0
RGB - 255 255 255
HEX - #FFFFFF



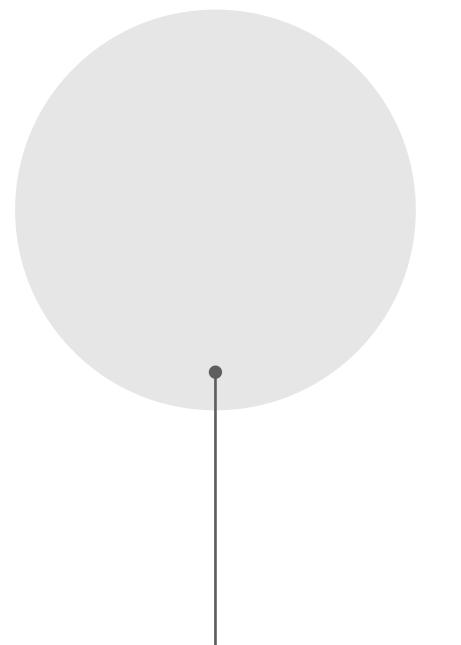
BLACK
CMYK - 0 0 0 100
RGB - 0 0 0
HEX - #000000



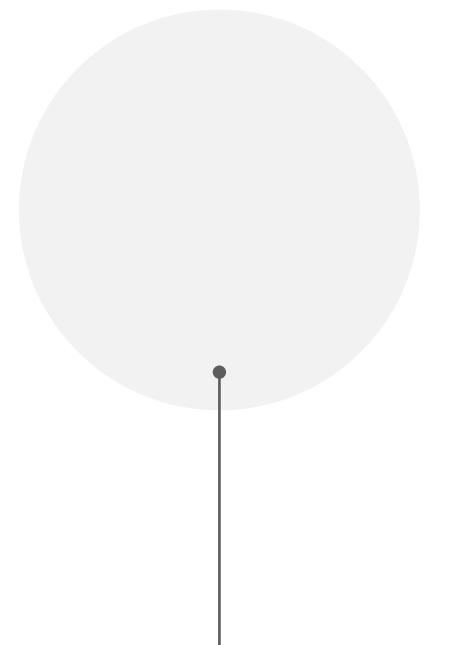
GREY 55
CMYK - 0 0 0 55
RGB - 115 115 115
HEX #737373



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

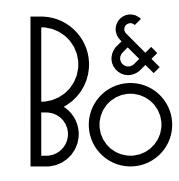


GREY 5
CMYK 0 0 0 5
RGB 242 242 242
HEX #F2F2F2

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.

BANG & OLUFSEN



- 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.

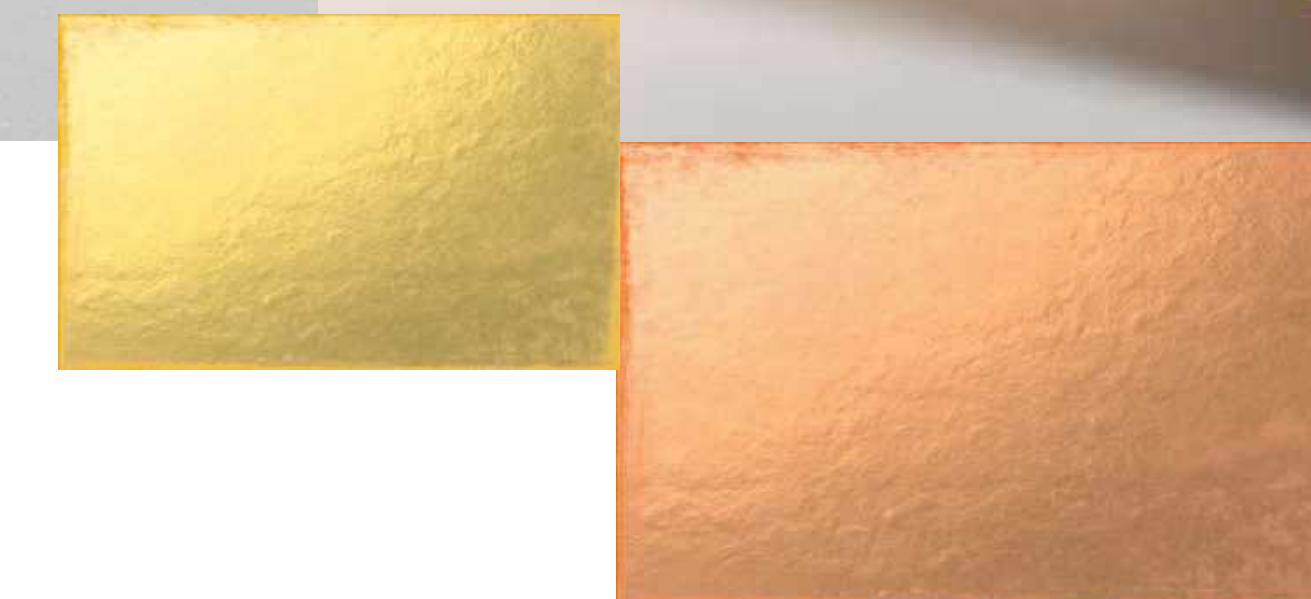
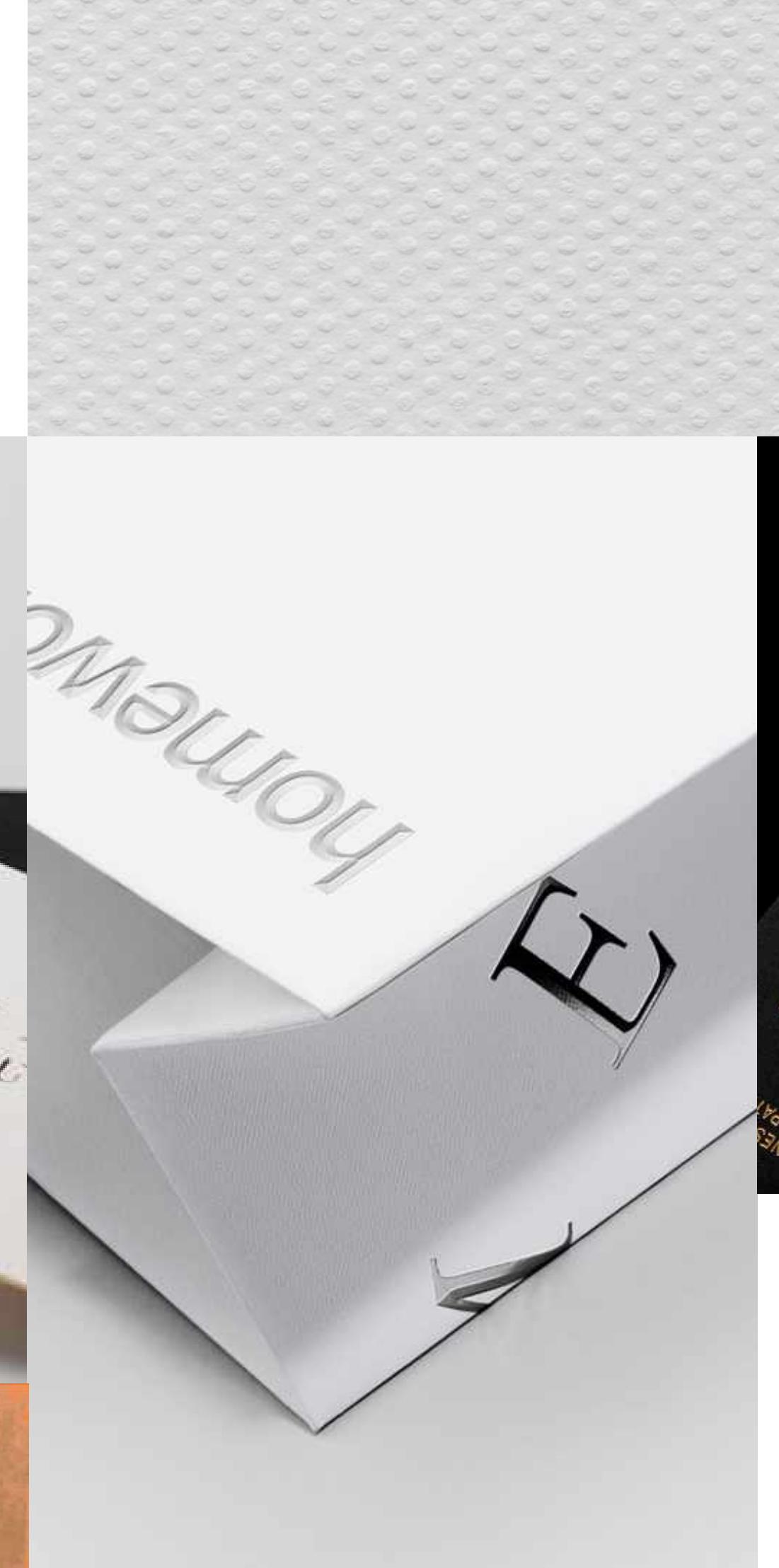
NOTE

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.

B&O

- 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.

BANG & OLUFSEN

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



EXPRESSIVE
HEROES



DECONSTRUCTED
SPACES

#B

- LIFESTYLE -



CAPTIVATING
TACTILITY

#C

- PRODUCT FRAMING -



IMMACULATE
PERFECTION

#D

- PACK SHOTS -

- 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.



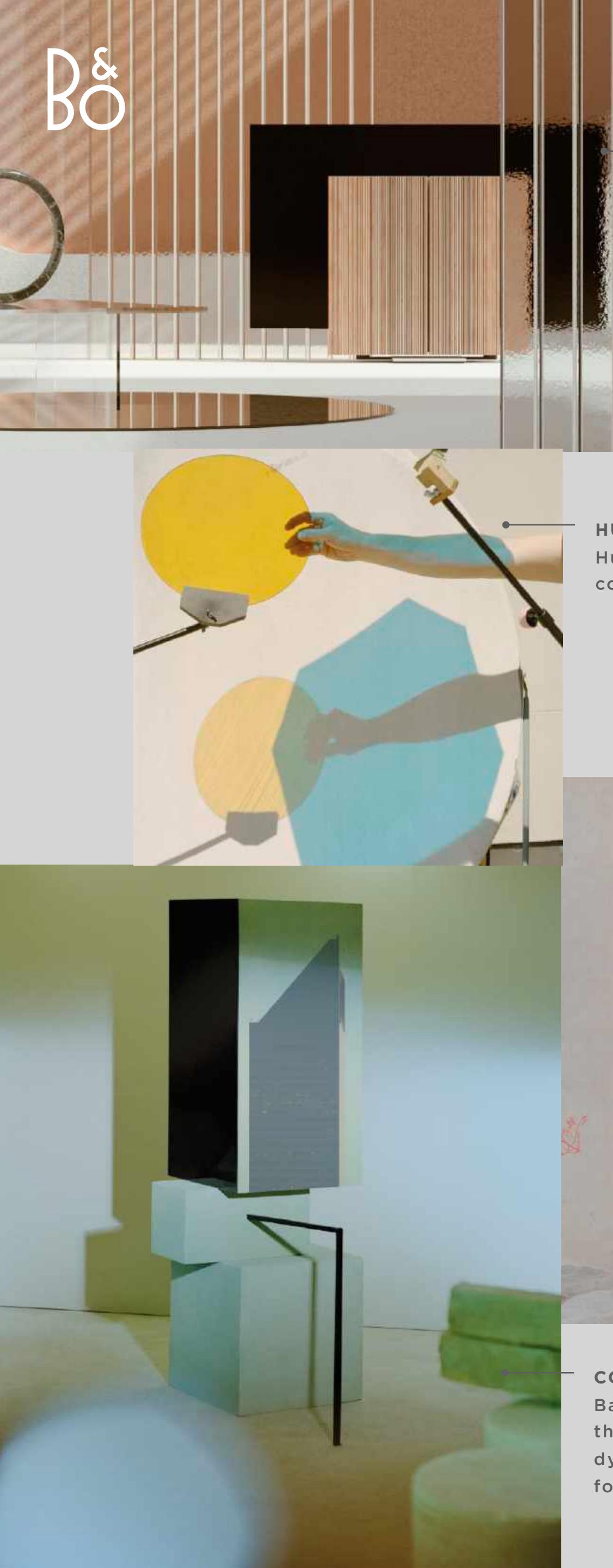
UNREAL

Apirational
Magic & wonderful
Surreal balance

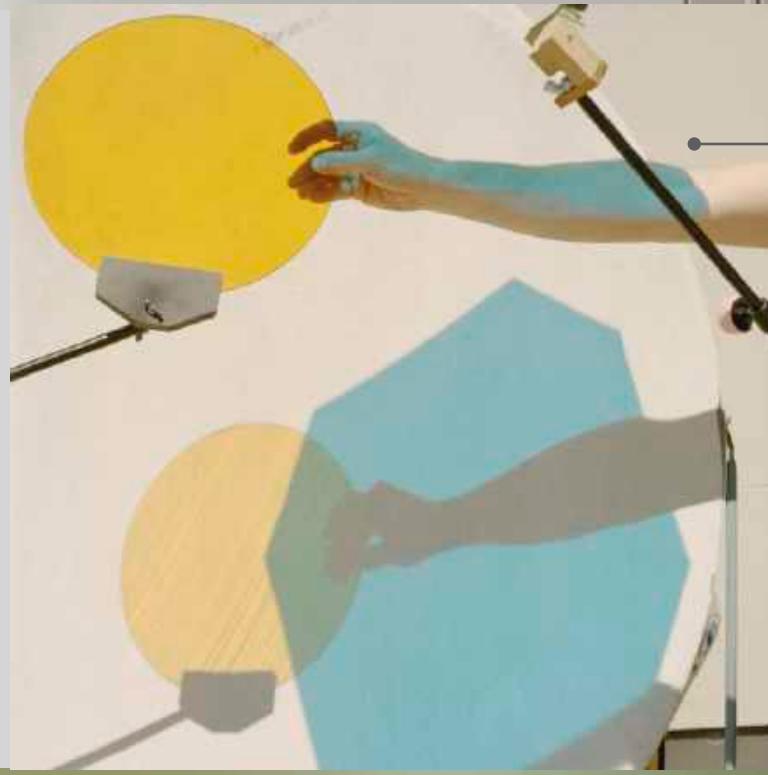
REAL

Crafted
Magic & wonderful
Real compositions

BANG & OLUFSEN

**PRODUCT GEOMETRY**

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

**HUMAN DETAIL**

Human detail can be part of composition - objectified.

**COMPOSITION**

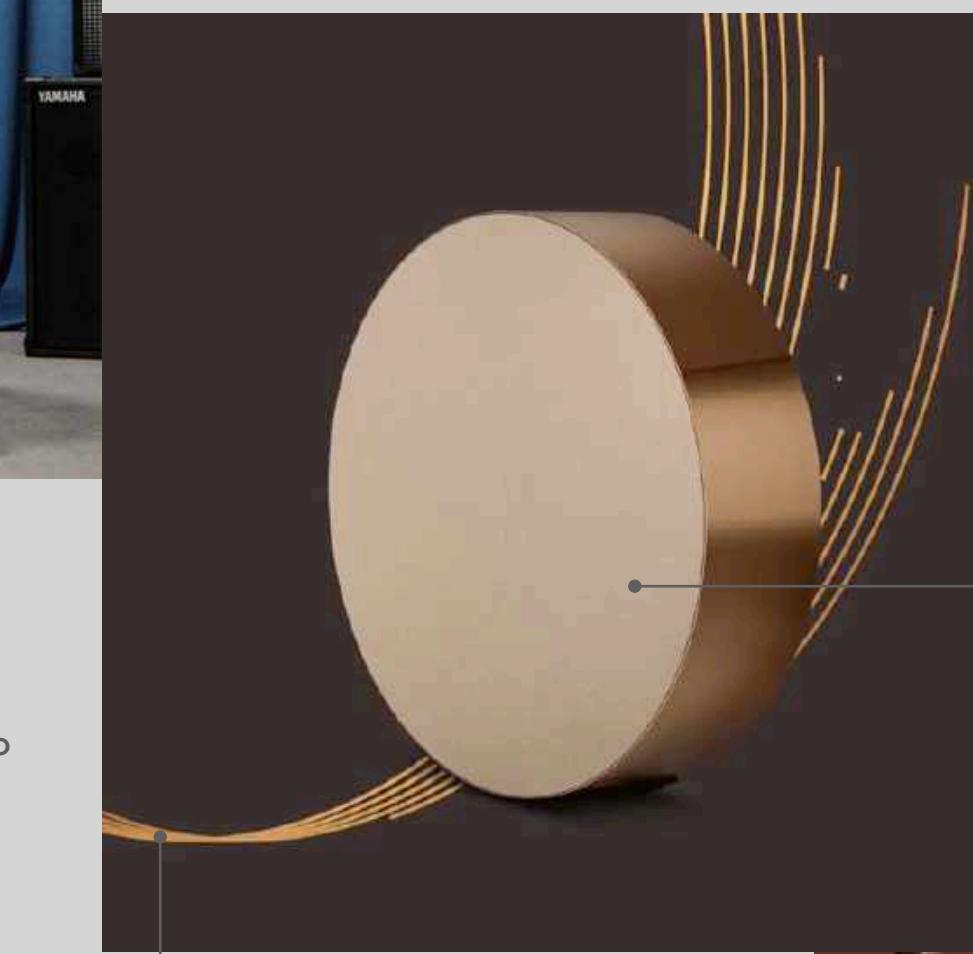
Balanced, but intriguing, so that product is framed dynamically. Leave space open for interpretation.

**MATERIALS**

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

**PEOPLE**

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

**LOCATION**

Re-imagined spaces, limitless to the imagination.

**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.

TEXTURES

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

- GENERAL RULING -



- 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.



BANG & OLUFSEN

- 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 away around. They represent the values of the brand and bring the magic of the imagination to life.



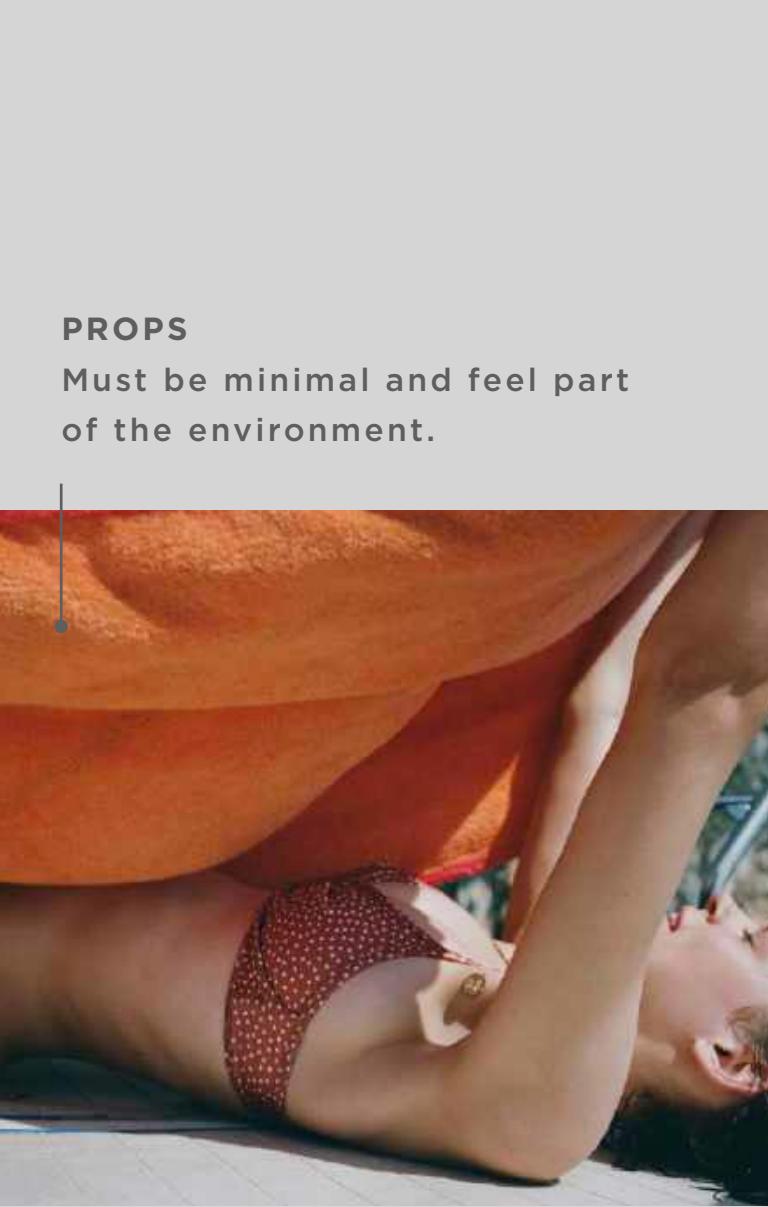
CURATED

Intelligently crafted
Magic and wonderful elements
Natural Lighting

REAL

Natural environment
Uncomplicated stories
Extraordinary in the ordinary

BANG & OLUFSEN

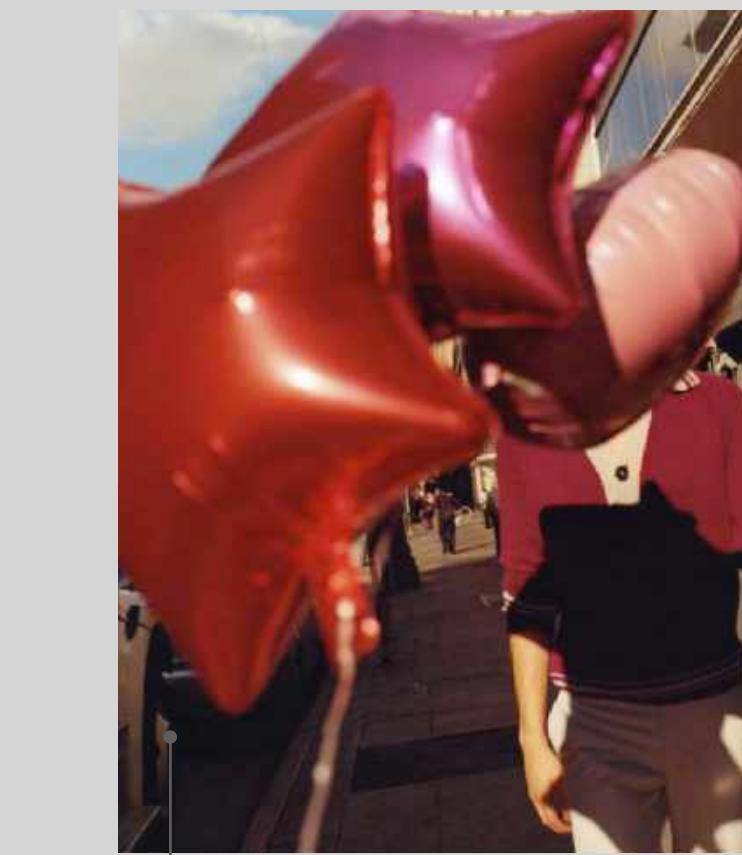


PRODUCT
Must be visible, flattering and part of the story.

- 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.

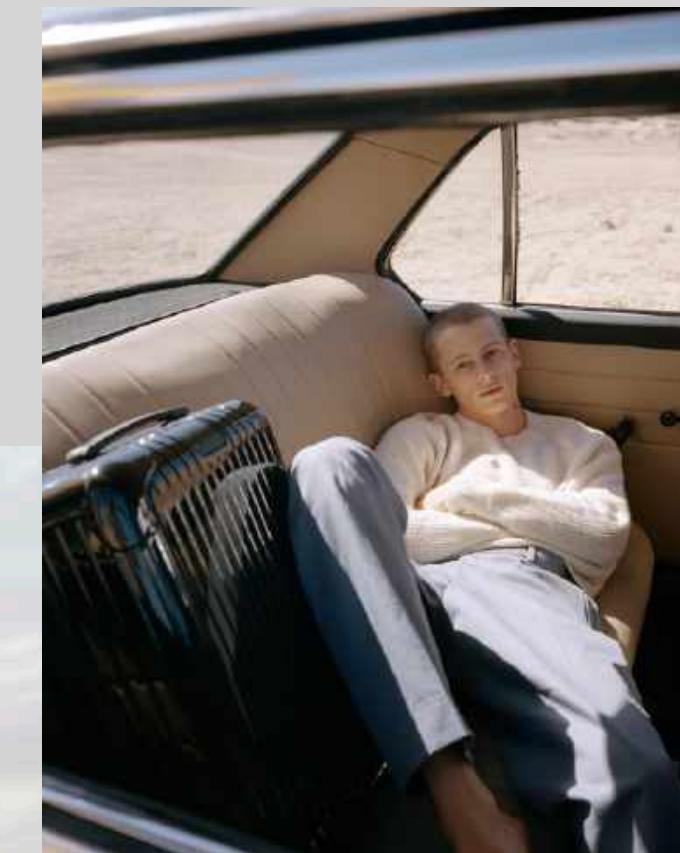


BANG & OLUFSEN

- 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.

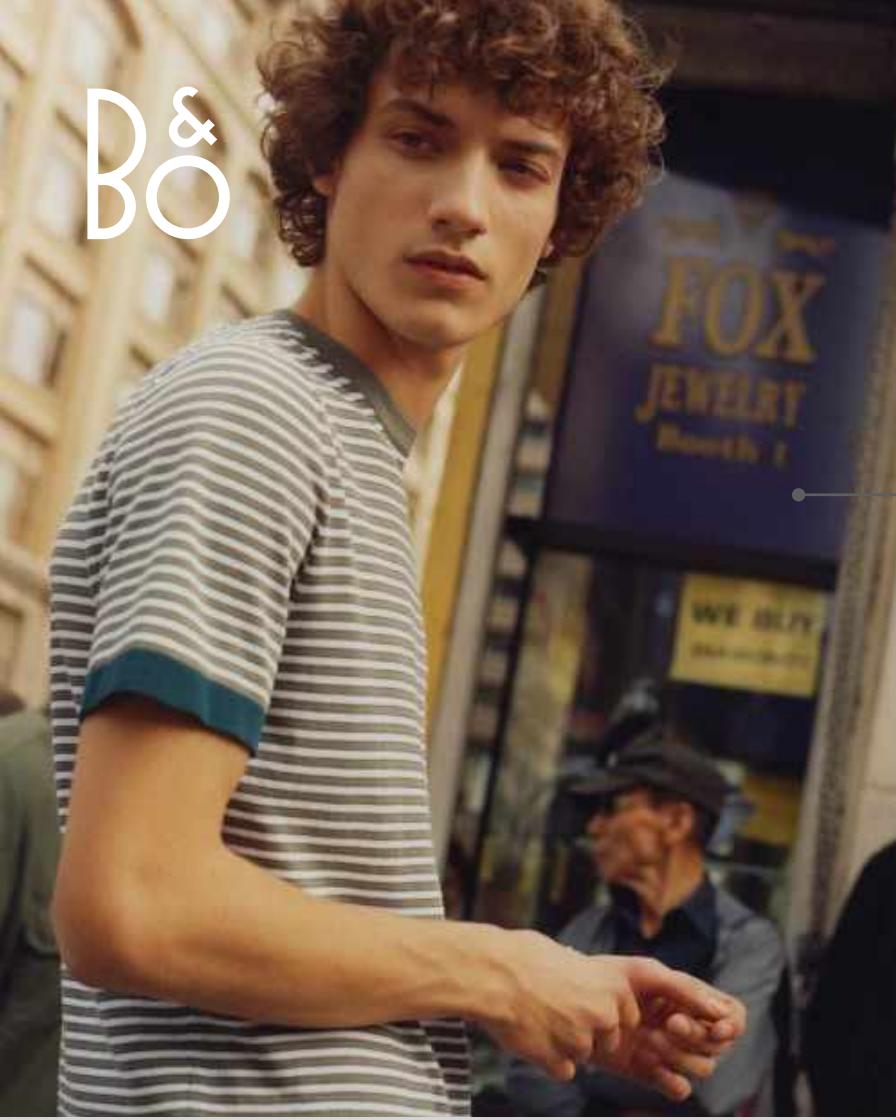


CREATIVE SPACES

The creative spaces of our curators.



BANG & OLUFSEN

**GENERAL LOOK**

People must look modern and relevant to the world today.

- PEOPLE -**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.

**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.

**ATTITUDE**

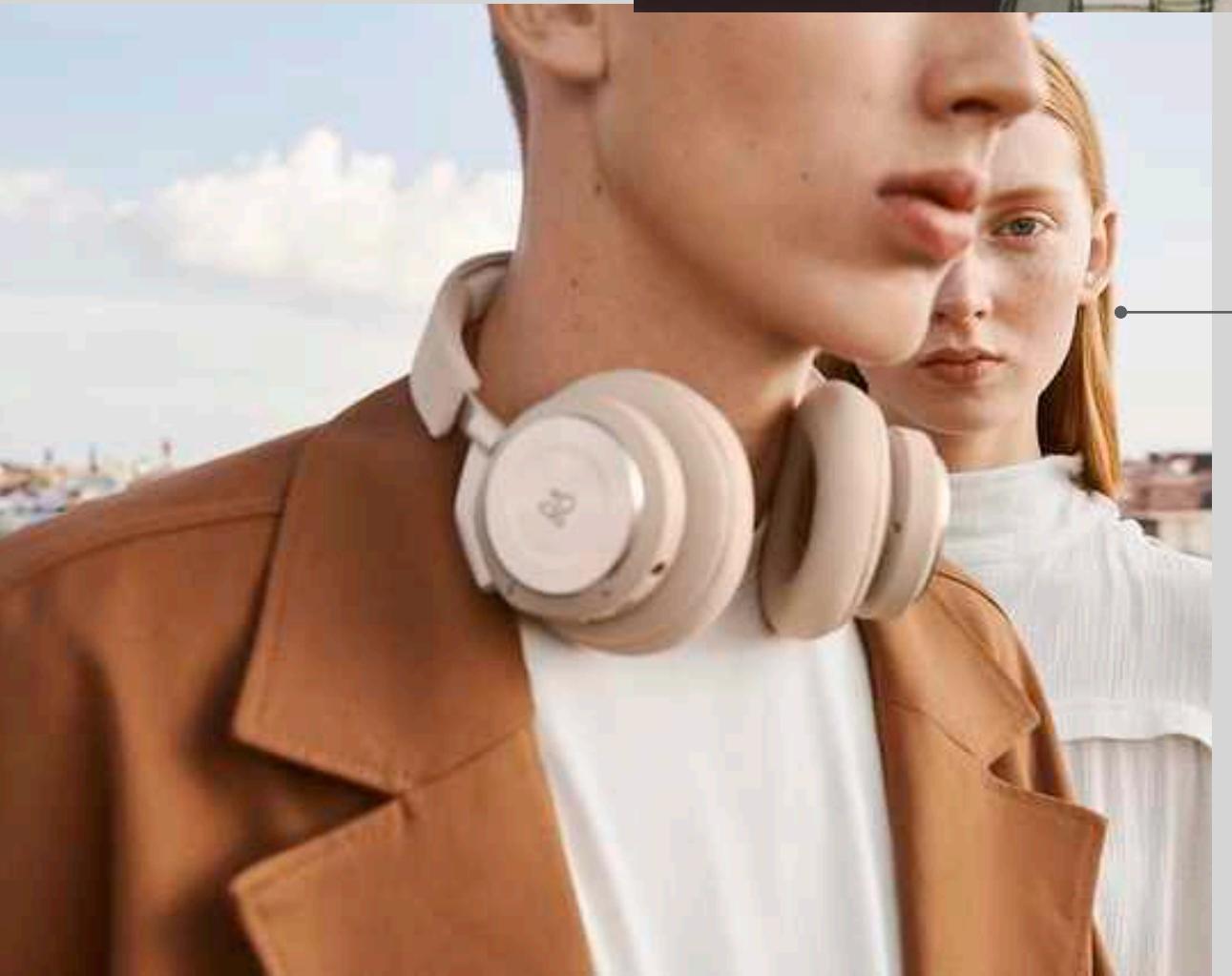
Thoughtful, natural, expressive, creative, and aspirational, but not elitist.

**MAKE-UP**

Minimal and natural looking make up.

LAYERING

Creative layering of textures give personality to our models.

**FASHION**

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

- STYLING -**HAIR**

Minimally groomed hair for an authentic and personal look.

**COLOURS**

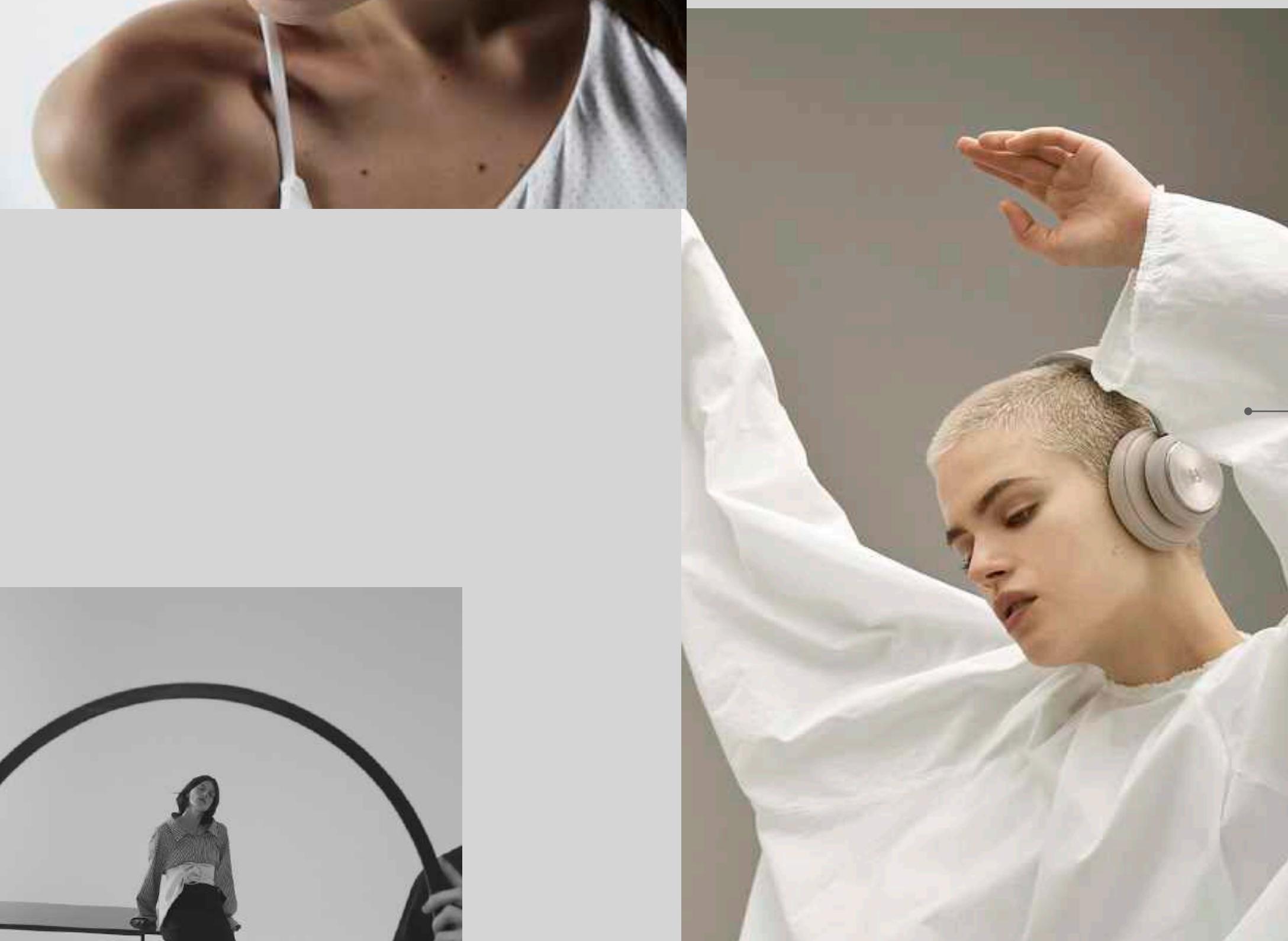
Styling may incorporate pops of colour to add personality, or enhance the colour palette of the image.



BANG & OLUFSEN



FRAMING
Dynamic framing and crops for an expressive image.



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



- IN-STUDIO -

PROPS

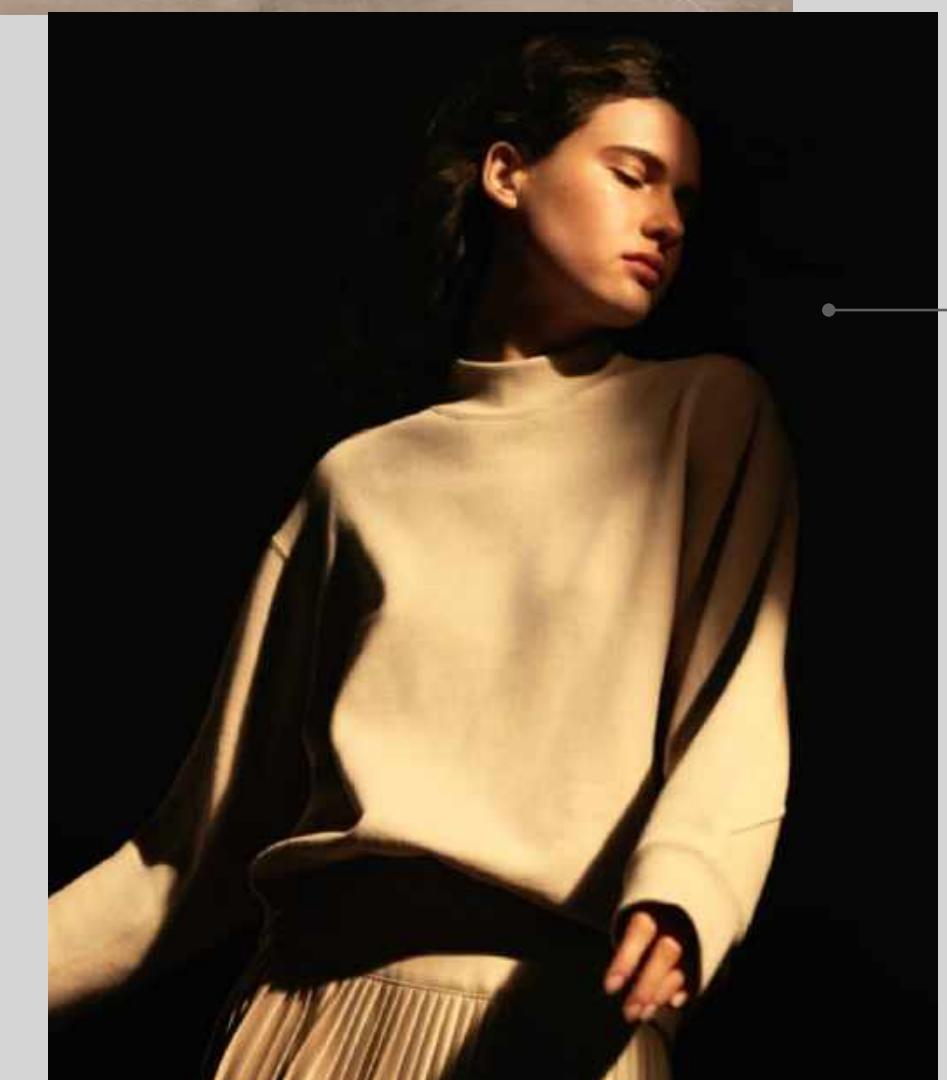
Minimal and down to earth, but clever and visually engaging.



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



LIGHTING + COLOUR
Creative but natural, poetic and believable.



BANG & OLUFSEN

- 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

BANG & OLUFSEN

COLOUR

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

**TEXTURES**

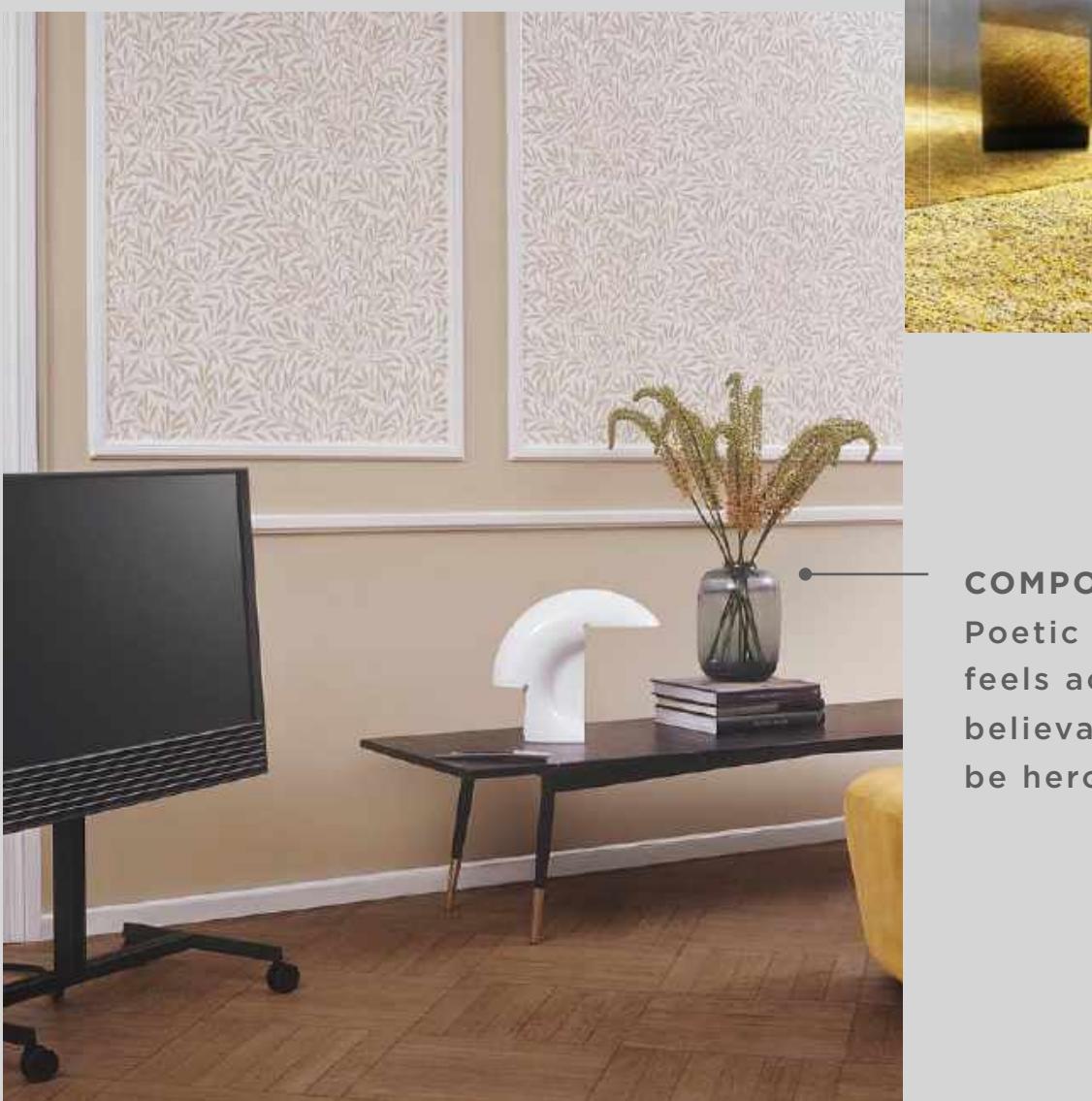
A variety of tangible and realistic human textures should be used creatively.

**PRODUCT**

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

- GENERAL RULING -**LIGHTING**

Creative but natural, poetic and believable.

**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.

BANG & OLUFSEN

- 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

BANG & OLUFSEN

**PRODUCT**

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

**FRAMING**

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

**- GENERAL RULING -****NEGATIVE SPACE**

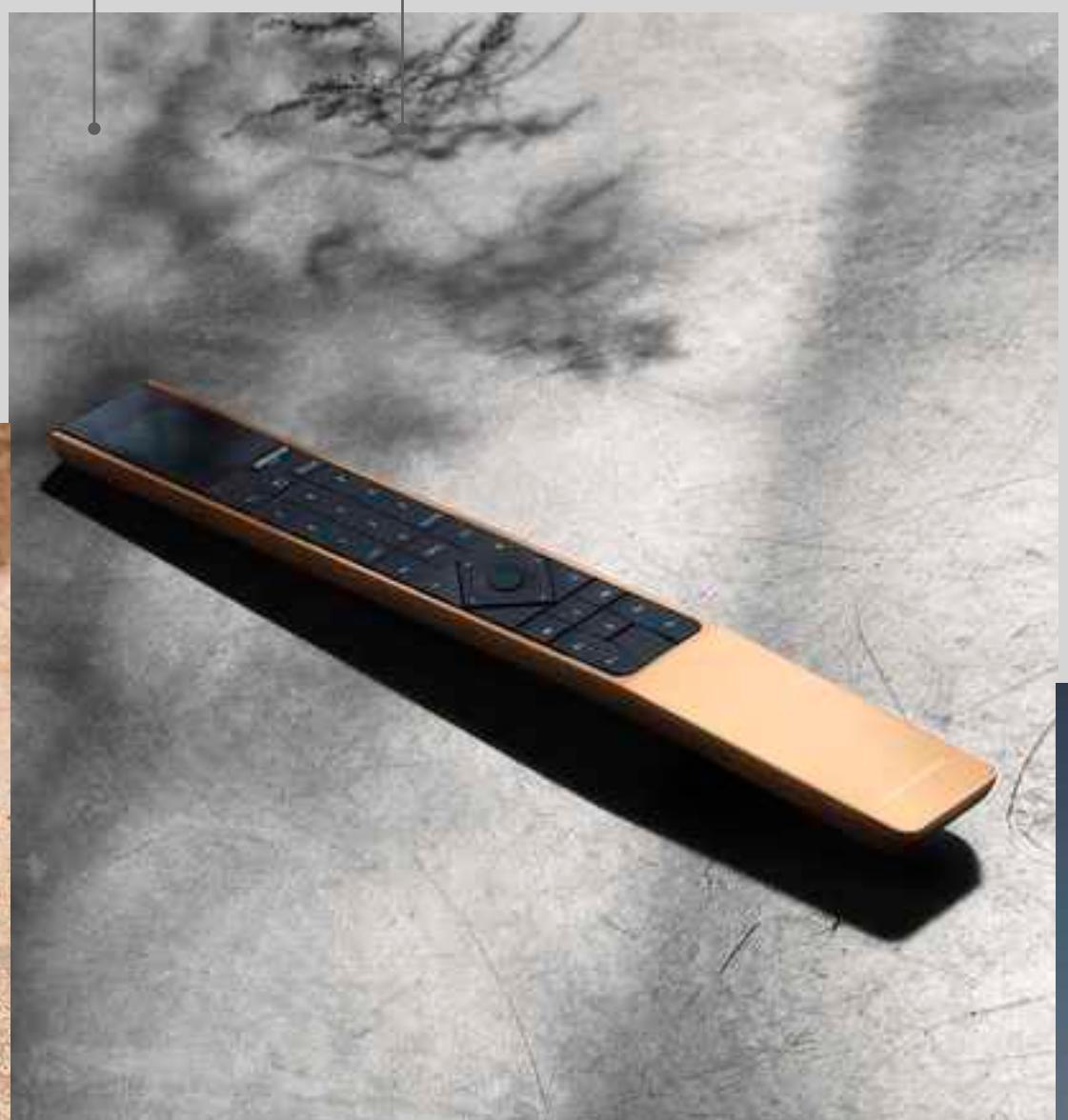
As much as possible operate with a large monochromatic negative space.

**LOCATION**

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

**TEXTURES**

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

**LIGHTING**

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

**HUMAN DETAIL**

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



BANG & OLUFSEN

- 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.

BANG & OLUFSEN

- 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

BRAND PILLARS
The proof points of our expertise

BRAND PRINCIPLES
The rules of brand behaviour

MANIFESTATIONS
Where our brand comes to life



EXIST
TO CREATE

DESIGN SOUND CRAFT

ALWAYS BE
DISTINCTIVE

AMPLIFY
THE IMAGINATION

DEEPEN HUMAN
EXPERIENCES

PRODUCTS

VISUAL AND WRITTEN
LANGUAGE

STORES

CUSTOMER
SERVICE

WEBSITE AND
SOCIAL MEDIA

MARKETING
COMMUNICATIONS

BANG & OLUFSEN

- 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.



BRAND

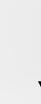
At the highest brand level, we can afford to lean towards imaginative writing, especially within headlines and subheadings.

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.

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.



COMMERCIAL

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

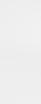
We still need to frame product descriptions via the leading benefits rather than features, but use the facts of our products to drive credibility. And do it consistently, from a Beolab 90 to an E8 - the writing intent and quality should always be the same.

CURIOS

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.



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.



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.

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 -

CURIOS**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.

CURIOS 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.

CURIOS 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:

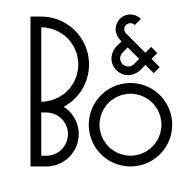
Power	Influence
Performance	Detail
Clarity	Memorable
Discreet	Cinematic
Modern	Independent
Aesthetic	Ambience
Rich	Form
Vivid	Imaginative
Bold	Immersive
Superior	Flexible
Distinctive	Dynamic

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 -

For inquiries or permission, please
contact Global Creative.
globalcreative@bang-olufsen.dk

A black and white photograph showing two men in a workshop environment. One man is in the foreground, focused on working on a complex piece of machinery or equipment. The other man is in the background, also engaged with a similar piece of equipment. The workshop is filled with various tools, equipment, and what appears to be electrical wiring or components hanging from the ceiling.

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

BANG & OLUFSEN

1925



Tak.