ZOWIE

IDENTITY GUIDEBOOK

Contents

Introduction

Introduced in late 2008, ZOWIE is a brand dedicated to the development of the best competitive gaming gears available that compliment e-Sports athletes' combating performance. From 2015 on, the ZOWIE brand was acquired by BenQ Corp to represent the company's e-Sports product line that delivers truly competitive experience and enjoyment.

This guidebook is to keep the original ZOWIE brand identity and also to set a rule of the BenQ logo and the ZOWIE logo usage to ensure the consistency and effectiveness of brand communications across a variety of different application.

To display the ZOWIE logo and the BenQ logotype, please refer to the page 15 to 16 for the ideal proportions. While communicating with gamers in a limited space, ZOWIE logo lockup with a brand by BenQ can be used instead of BenQ logotype (please refer to page 17 to 19).

The Combination for Both Equity

Product Brand → Defines a product offering with Clarity (diver role)

a brand by BenQ

Master Brand → Defines the origin and links with Monitor credentials (endorser role)

Typed Out

ZOWIE is always used in all caps when being typed out. When being used with a model name as description of the product offering, use "BenQ ZOWIE (model name) (product name), when brand mentioned and product mentioned are done in one sentence.

When in the context with sufficient brand mention, use (model name)+(product name) and do not repetitively say the brand name.

The ZOWIE Logo

The ZOWIE Logo

The ZOWIE logo is composed of two elements: the symbol and the ZOWIE wordmark. The symbol is the combination of the letter "Z" and the spiral pattern of fingerprint, which symbolize the brand's unique and ergonomic products and should be managed as the most important element of the brand identity.

Whenever possible, the symbol and wordmark should always be displayed together. In situations where the wordmark will not fit, the symbol can be used alone. Please note that the wordmark has to always be displayed with the symbol and no standalone use in any of the applications.

The lock-up logo is a fixed design and no modification in the sizing, partial scaling, spacing between the two compartments are permitted.

Symbol   wordmark

Logo

Logo Variations Horizontal

The logo has been designed in colors for the use on the following backgrounds to ensure the symbol and wordmark are legible.
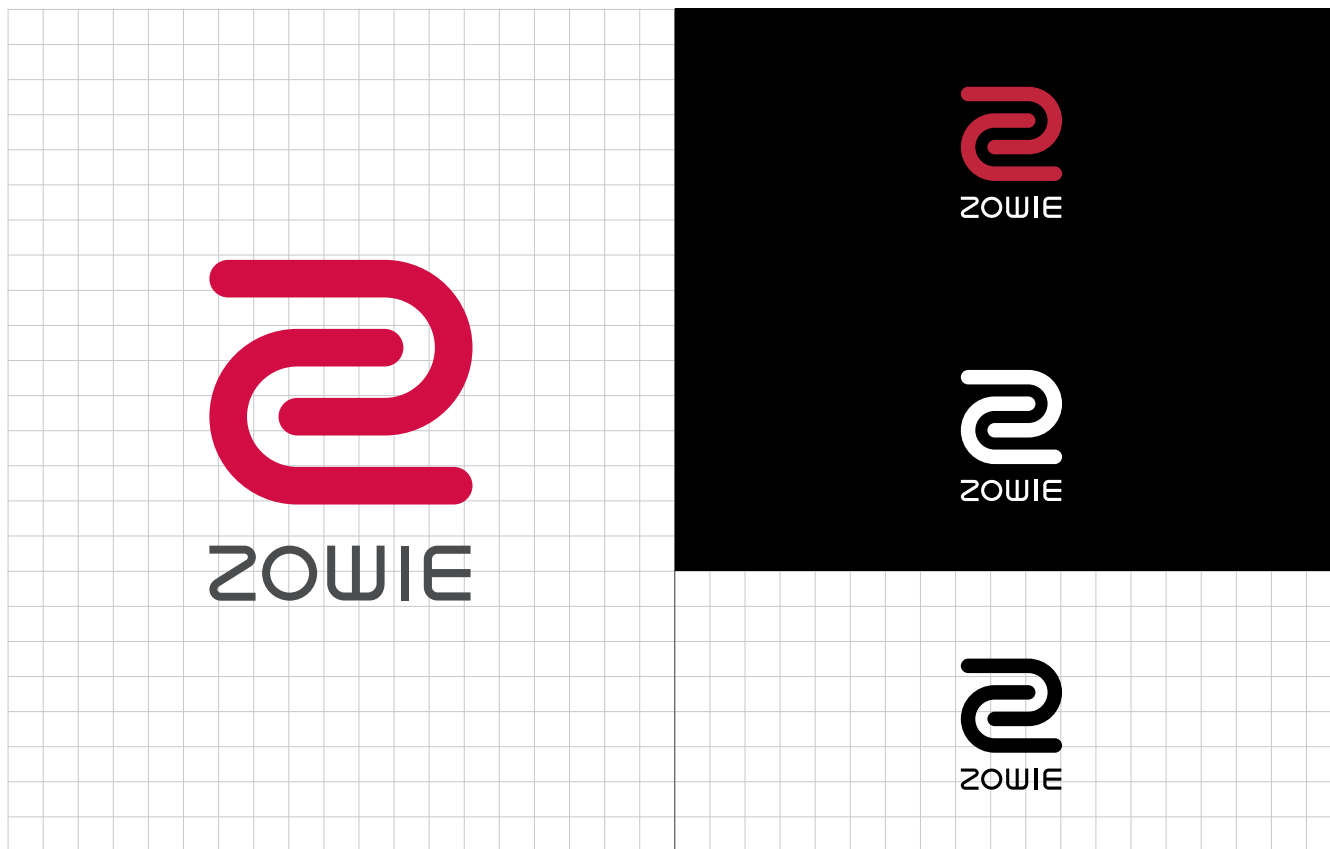

PANTONE 200C   K85

Logo Variations Vertical

The logo has been designed in colors for the use on the following backgrounds to ensure the symbol and wordmark are legible.

PANTONE 200C   K85

Primary Color

Color is the element for visual identification. By using the identity colors consistently we can build visibility of recognition for ZOWIE.

When used at applications like sponsorship where there is limit and challenge to adopt the primary colors, please consult Brand Management Office (Mei. KM.Tu@BenQ.com) for consultation.

PANTONE 200C

C0 M100 Y63 K12

R204 G0 B64

85% PANTONE Black C

C0 M0 Y0 K85

R54 G54 B54

Recommended
Minimum Staging Area

Always maintain the minimum clear space around the logo to ensure ZOWIE logo visual clarity and provide maximum impact. The minimum clear space for logo is different for each logo orientation and the clear space will change depending on scale.
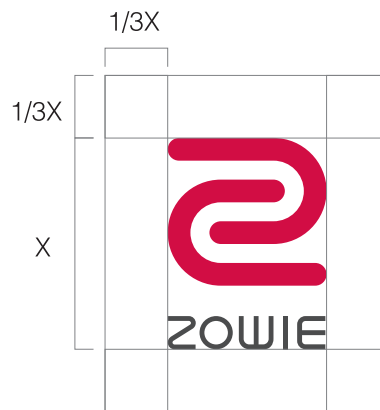
Logo Minimum Size

The minimum logo size provides the smallest possible reduction in which the logo is still visible. The minimum size for logo is different for each logo orientation.

1.5cm   1cm
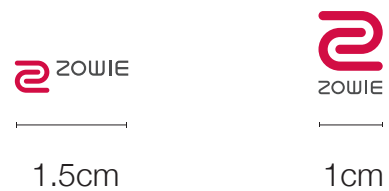
Incorrect Usages

In order to maintain the brand integrity and professionalism, altering or recreating the logo in any way negates the consistency is not allowed. There are several examples of incorrect usage of the logo.

The color contrast cannot be too low. For the logo color application, please refer to page 4.

Do not put the logo on a complicated background.

Do not rotate the logo.

Do not change the color of the logo.

Do not change the proportion of the logo.

Do not reverse the logo.

Do not change the color of the logo.

Do not distort the logo.

Do not use Zowie alone

Do not use ZOWIE GEAR as the brand name and do not re-arrange the logo

English Typeface

Montserrat is the brand typeface used for print, graphic on-screen and digital executions. However, if you do not have access to these typefaces they can be purchased and downloaded from a number of font libraries.

The secondary typeface is Arial and should be only used for technical copy such as specifications and captions.

Font Library Contact Details
www.fontshop.com
www.fontfactory.com
www.adobe.com

Note
Due to copyright law, ZOWIE is unable to provide these fonts. Therefore it is the responsibility of the agency or manufacturer to purchase the required fonts.

Montserrat Bold_Use for headings and sub headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*()_-=+[]{};:'"/?

Montserrat Regular_Use for body and lead copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#$%^&*()_-=+[]{};:'"/?\

Arial Bold_Use for headings and sub headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#$%^&*()_-=+[]{};:'"/?

Arial Regular_Use for body copy, specifications and captions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#$%^&*()_-=+[]{};:'"/?\

The Usage of
the BenQ Logo and
the ZOWIE Logo

ZOWIE Logo and BenQ Logotype Proportions

BenQ is endorsing the ZOWIE brand, always use BenQ logotype throughout all ZOWIE communication materials. The purpose is to inform that the message is from BenQ while allowing the ZOWIE brand to occupy the spotlight, follow the rules to maintain the ideal proportions when applying them on the posters (The ZOWIE logo and a brand by BenQ lockup is only used in space limited environment where no other BenQ logotype is present).

The BenQ logo should always be smaller than 0.5X, but not smaller than the minimum size of 10mm.

Product Brand — Defines a product offering with Clarity (diver role)

a brand by BenQ — Master Brand — Defines the origin and links with Monitor credentials (endorser role)

1/2X~1X

X=1/6w   0.5X~minimum size

1/2X~1X

X=1/4w   1/2X~minimum size

1/2X-1X

10mm   X=1/6w

1/2X~1X

X=1/4h

1/2X~minimum size
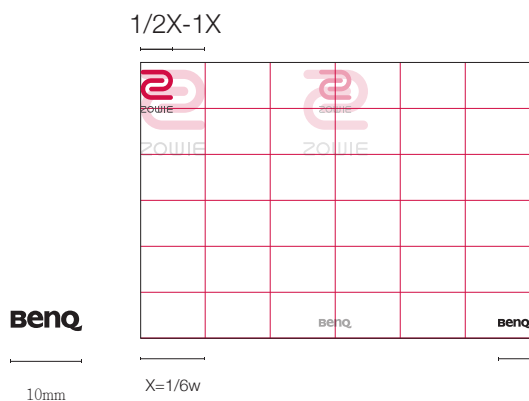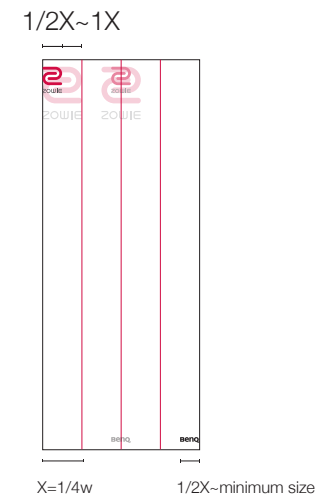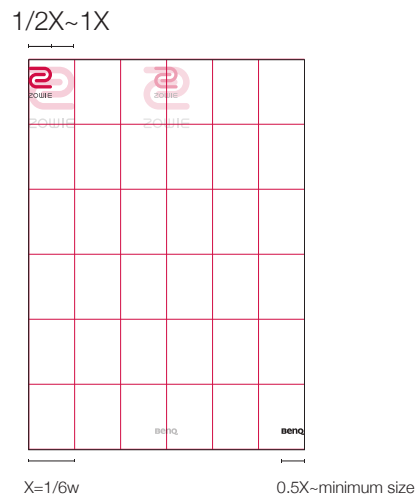
ZOWIE Logo and BenQ Logotype Positions / Margins

The ZOWIE logo should be placed in the top of the layout to represent it is the lead brand.

The BenQ logotype should be placed in an area at the periphery and the bottom of the layout, which is a way to signal that it is an endorsement.

Top Left Corner

Top Left Corner

Top Left Corner

Top Left Corner

1/3X

1/3X

X

1/2X

1/2X

X
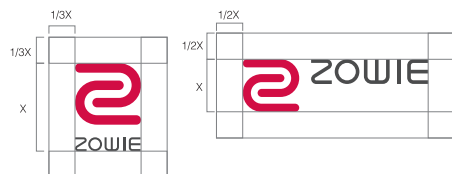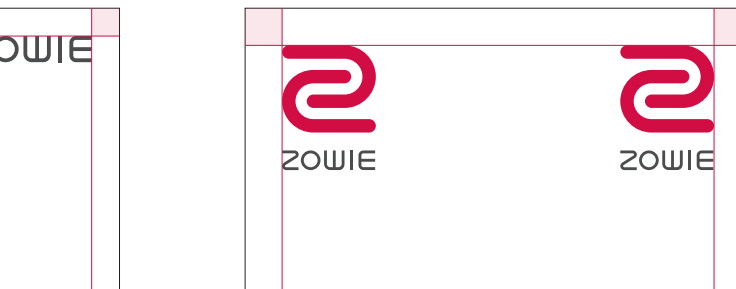
Bottom Left Corner

Bottom Right Corner

Zowie and
a Brand by BenQ Lockup

The ZOWIE logo and a brand by BenQ Lockup is only used in space limited environment where no other BenQ logotype is present. Always be conscious of the context of the environment. The primary goal is build awareness of ZOWIE as a brand within BenQ so be sure that the connection between the two is always clear.

Please note that when the environment is allowed, BenQ logotype is always preferred to be applied for the proper presentation.

Zowie and a Brand by BenQ Variations

The full color logos should always be used on white or light colored background or on top of light colored images.

Only in Space-Limited Application

Zowie and a Brand by BenQ Variations

The full color or single color logos can be used on black or dark background or on top of dark colored images.

Only in Space-Limited Application

Brand VI Elements

VI Elements Curved Shape

The curved shape is derived from the ZOWIE logo. The shape may be used to house the product information and photos.

VI Elements Croping Guide for Curved Shape

The curved shapes may be cropped for use on brochure and advertising. A cropping guide has been supplied to assist in cropping sections. The curved shape must never be flipped or rotated.

The height and the length of the curved shape may vary depending on the application layout.
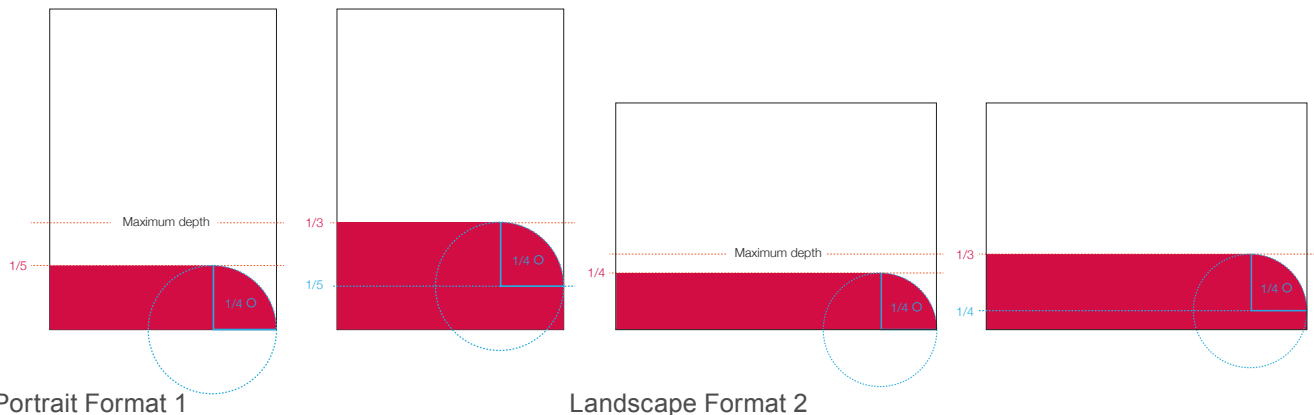
Portrait Format 1

Landscape Format 2
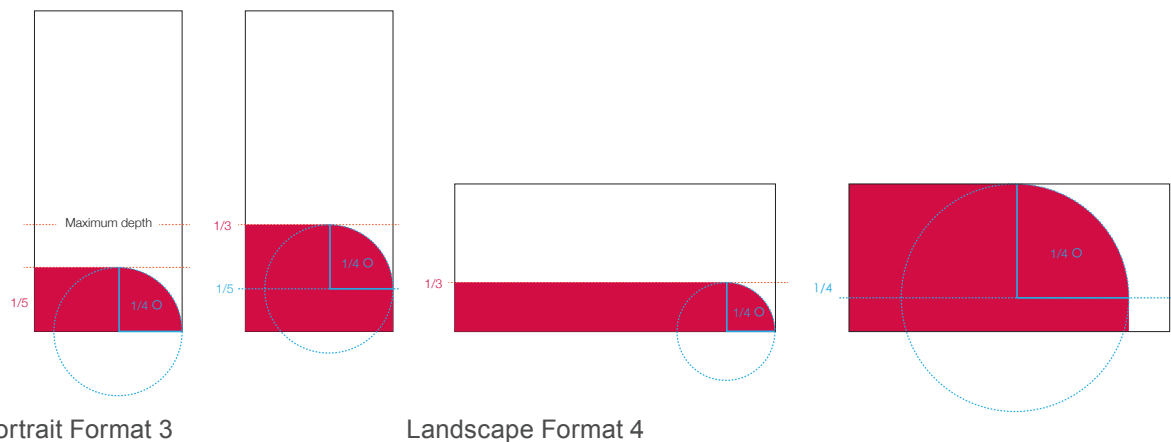
Portrait Format 3

Landscape Format 4

VI Elements Examples

Applications

Application Examples-Package

A   Series (ex. FK1)

B   "Product Feature" for e-Sports (ex. mouse for e-Sports)

C   ZOWIE logo

D   ZOWIE Symbol

E   BenQ logotype

F   Icon

G   Designed by ZOWIE

H   Website

I   Place of Manufacture

J   Product Image
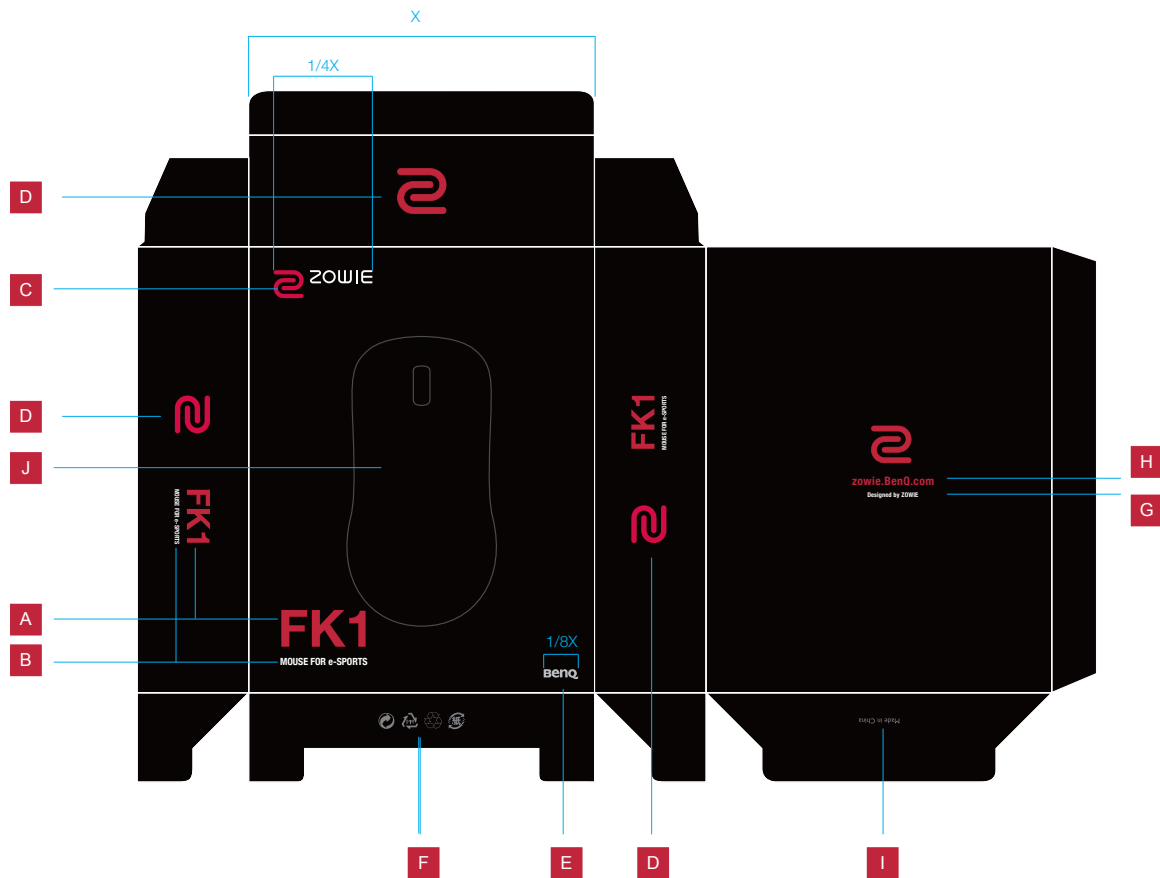
Application Examples-Lanyard

正 10mm

10mm 10mm 20mm 20mm

反 10mm

10mm

LOGO

20mm

PANTONE 200C   C0 M100 Y63 K12

K 80

red

正 10mm   a brand by BenQ   a brand by BenQ   a brand by BenQ   a brand by BenQ

10mm 10 5 10 25mm

反 10mm

10mm

LOGO   a brand by BenQ

5mm   25mm

PANTONE 200C   C0 M100 Y63 K12

K 80

white

正 10mm   a brand by BenQ   a brand by BenQ   a brand by BenQ

10mm 10mm 20mm 10mm 25mm

反 10mm

10mm

LOGO   a brand by BenQ

20mm   25mm

PANTONE 200C   C0 M100 Y63 K12

K 80

white

Application Examples–
T-Shirt

a brand by BenQ

X

BE SERIOUS
IT'S NOT JUST A GAME
ZOWIE

X

4X

X

6.5X

PANTONE 200C   C0 M100 Y63 K12

Application Examples – Jersey (Sponsor teams and tournaments)

6X

6X

■ PANTONE 200C   ■ C0 M100 Y63 K12

Application Examples-
Show Girl Uniform

1.5X

ZOWIE
a brand by BenQ

X

X

4X
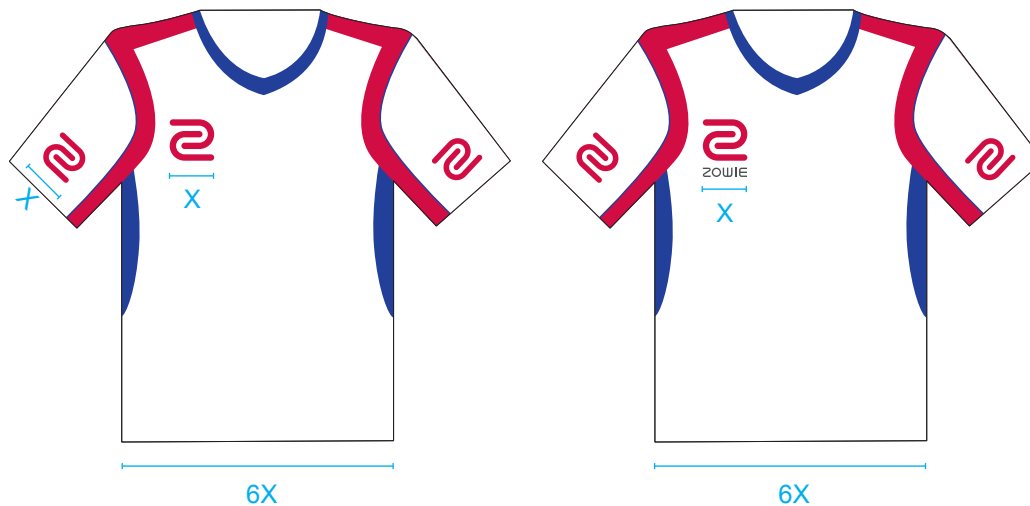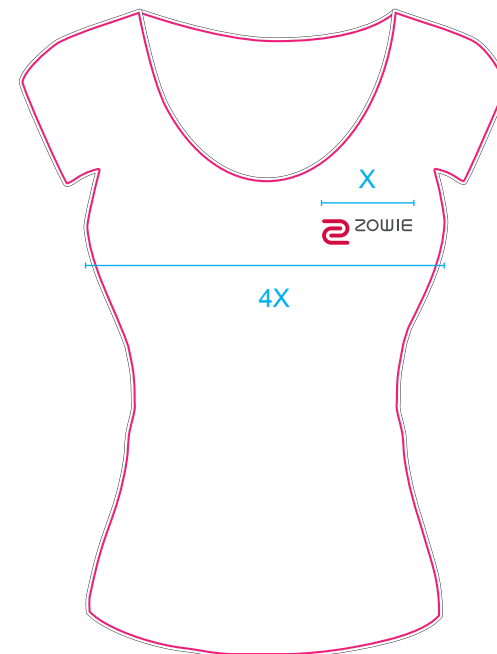
Application Examples–
Show Girl Uniform

Application Examples – Brochure
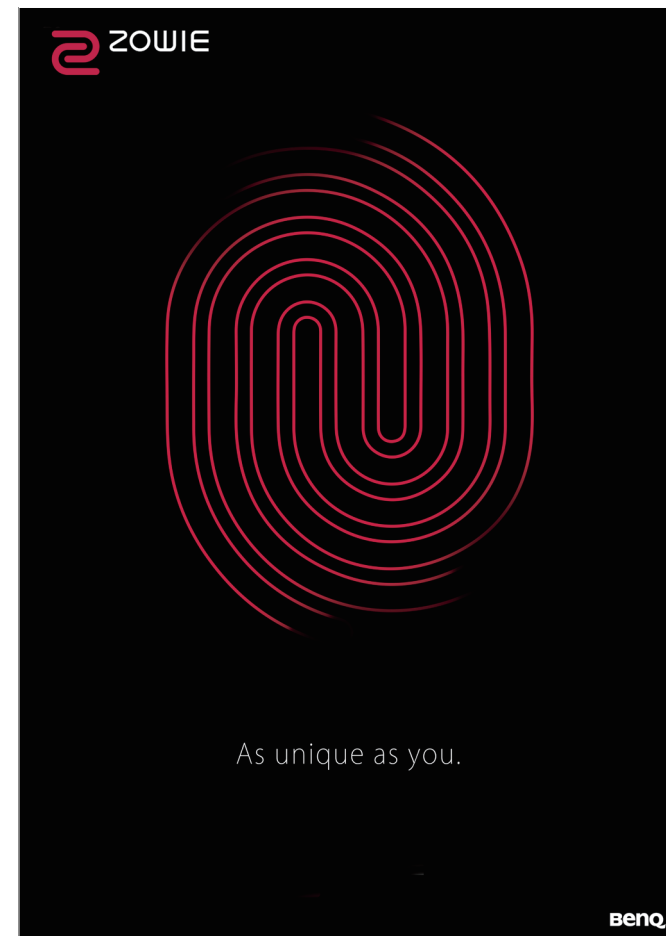
Application Examples-Datasheet

As unique as you.

About Zowie

ZOWIE GEAR exists to design and manufacture professional gaming gear.
ZOWIE GEAR is a subsidiary of BenQ Group.

Application Examples – Vertical Banner

Application Examples – Horizontal Banner
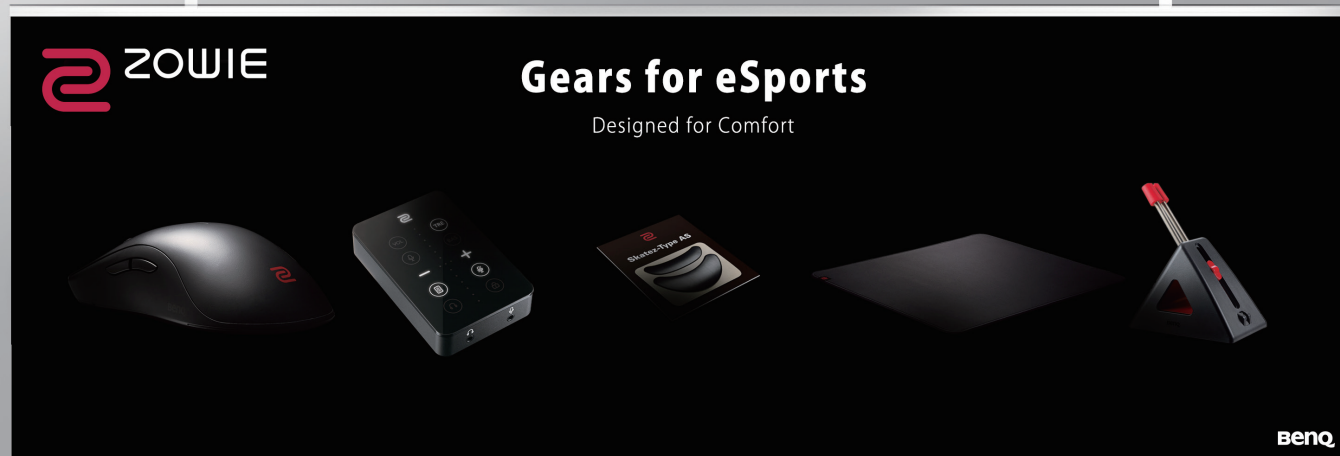
Application Examples – Repeat Logos for Media / Press Backdrop
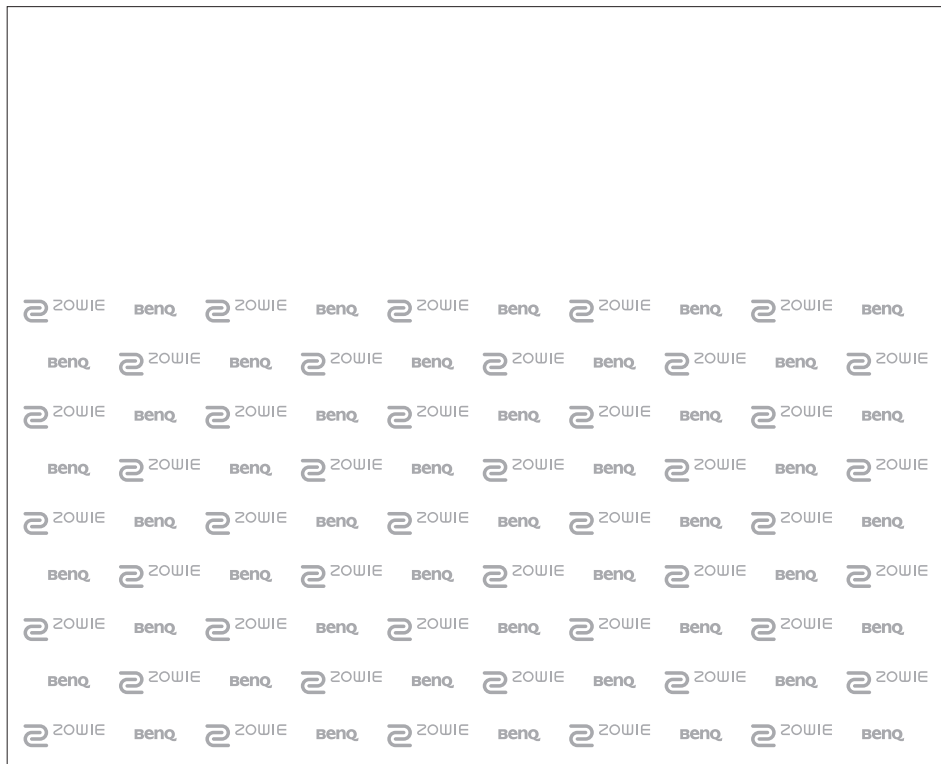
Application Examples-
Environmental Visual Identity

The ZOWIE logo and a brand by BenQ lockup is
used in space limited environment.

Application Examples – Event Banners

Application Examples-
Mouse Display Fixture

可替換換面板 - 滑鼠系列 - w55 x h35cm

可替換換面板 - 滑鼠系列 - w55 x h35cm

Application Examples-
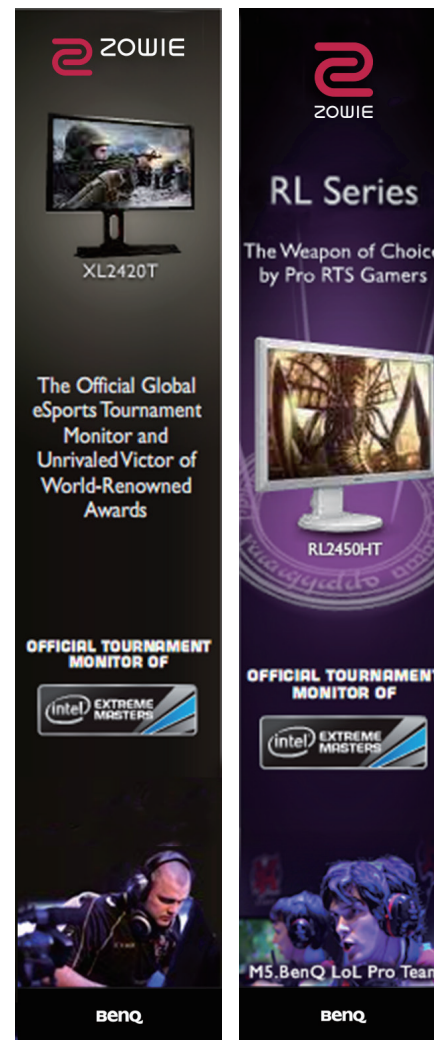# the ZOWIE Logo Sticker

If there is existing BenQ logo in the center, please place the ZOWIE logo sticker on the right side.

If there is no existing BenQ logo on the back, please attach the ZOWIE logo sticker in the center.

Application Examples –
Vertical Banner Logos on Top of
Dark Colored Images

Application Examples –
Horizontal Banner Logos on Top of
Dark Colored Images

Application Examples- ZOWIE Logo on Monitor Screen

Application Examples-
Opening Cut Image for Video

Application Examples–
Ending Cut Image for Video

Application Examples-
Sponsor Logo

This is the exceptional example where the ZOWIE wordmark is displayed alone for the DreamHack Open. Please consult Brand Management Office (Mei.KM.Tu@BenQ.com) for the approval on the exceptional application.