



IDENTITY GUIDEBOOK

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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



The screenshot shows the Amazon product page for the BenQ ZOWIE XL2411Z monitor. The product title is "BenQ ZOWIE XL2411Z 144Hz 1ms 24 inch Gaming Monitor NVIDIA 3D Vision Supported seamless FPS RTS MOBA Game eSports". The price is listed as \$289.99, with a list price of \$329.00. The page includes a "Buy new" button, a "Share" button, and a "More in Video Games" section with links to "Digital Deals", "PC Game Download Deals", "PC Gaming Accessories", and "PC Gaming Components".

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.



ZOWIE

XL2411Z
144Hz, 1ms High Performance 24-inch LED Gaming Monitor

benq

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.



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.



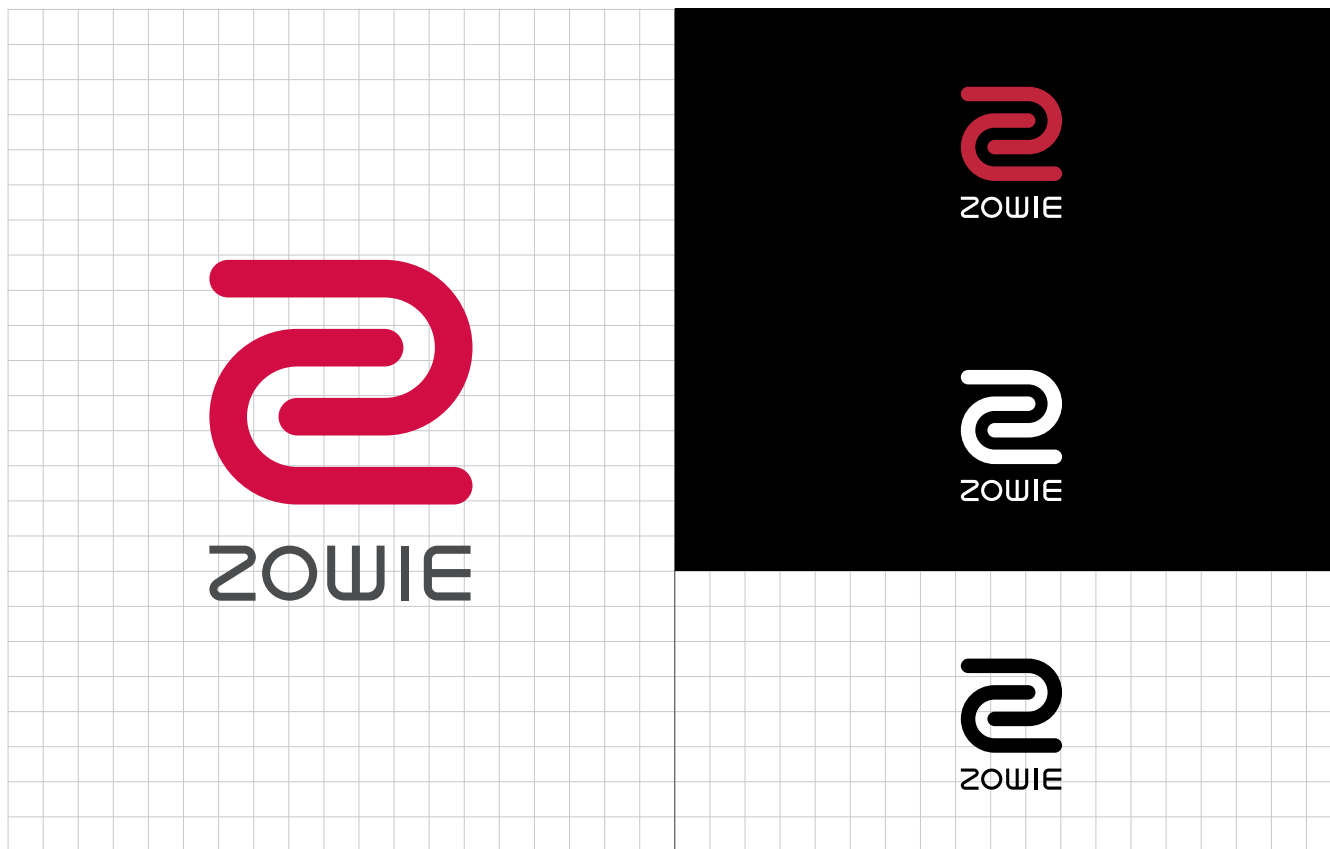
PANTONE 200C



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.



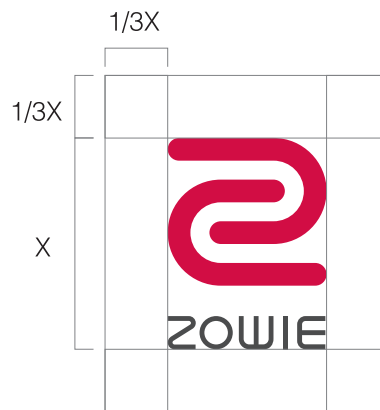
■ PANTONE 200C
■ C0 M100 Y63 K12
■ R204 G0 B64



■ 85% PANTONE Black C
■ C0 M0 Y0 K85
■ R54 G54 B54

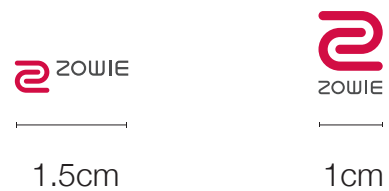
Recommended Minimum Staging Area

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.



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.

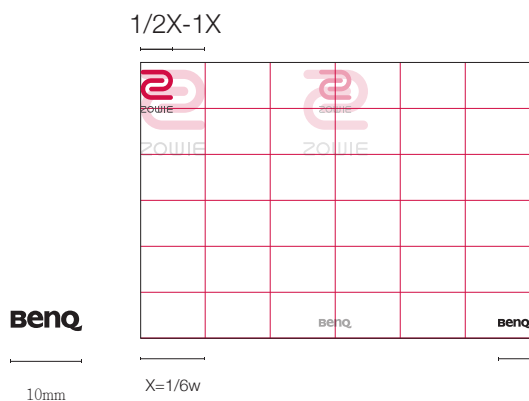
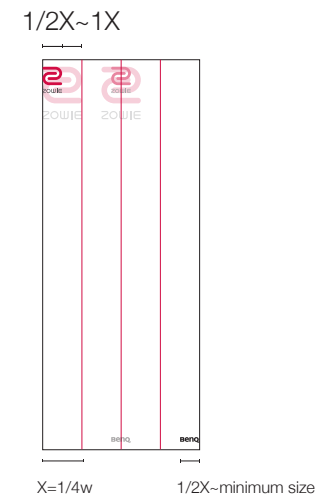
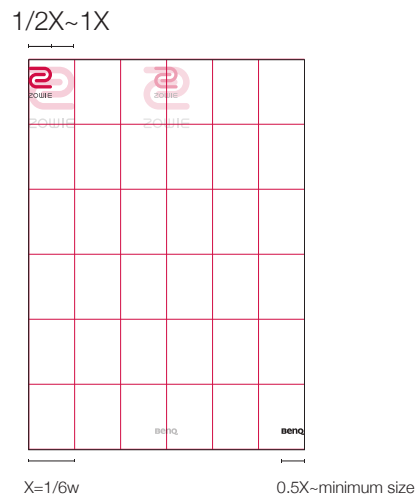
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#%&*()_-+=[]{};:'"/?\

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.

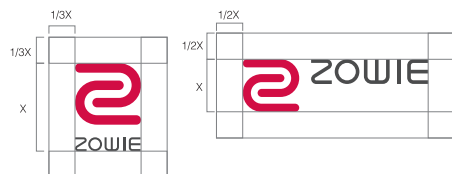


ZOWIE Logo and BenQ

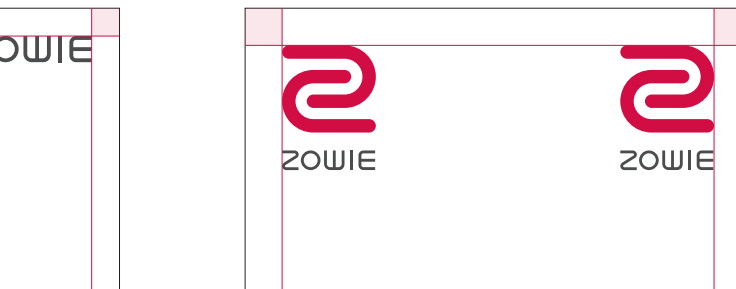
Logotype Positions / Margins

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



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

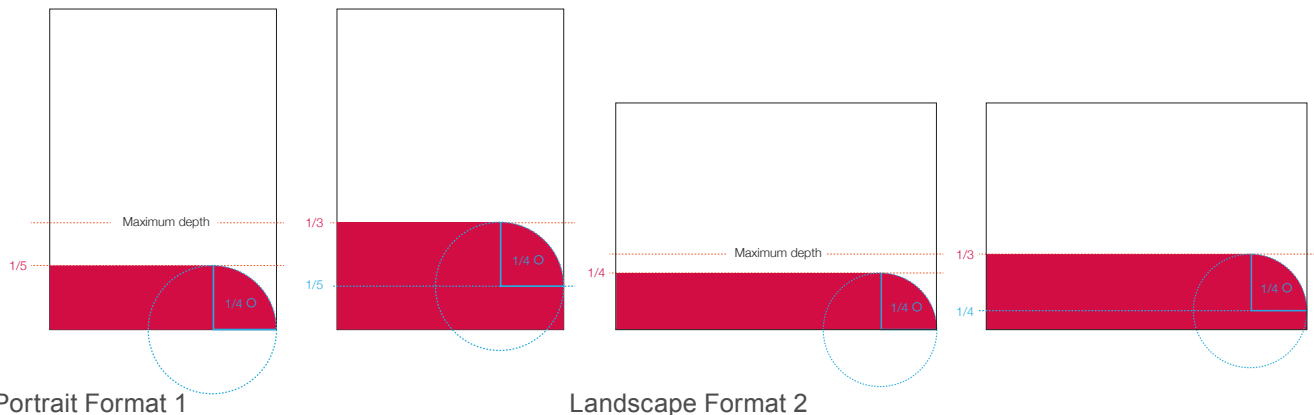
The curved shape is derived from the ZOWIE logo. The shape may be used to house the product information and photos.



VI Elements Cropping Guide for Curved Shape

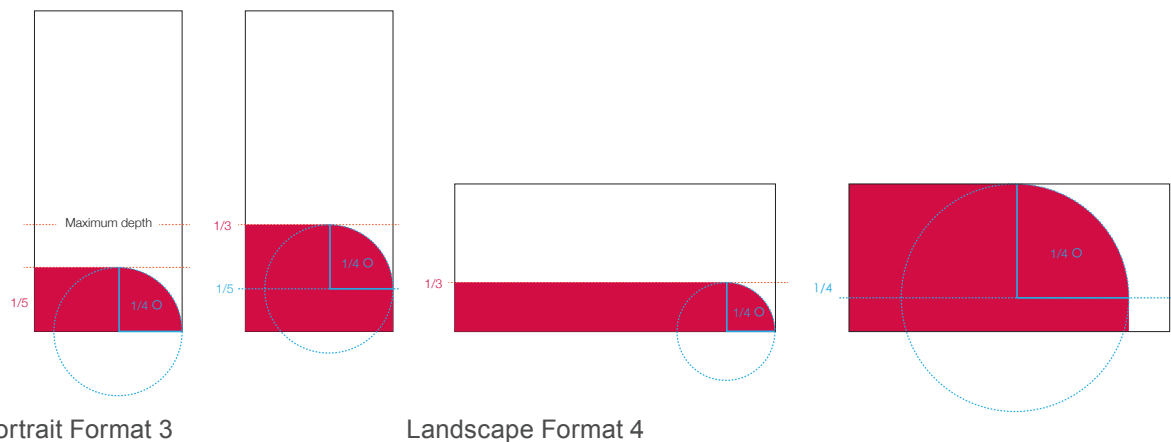
The curved shapes may be cropped for use on brochure and advertising. A cropping guide has been supplied to assist in cropping sections. The curved shape must never be flipped or rotated.

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



GL2450HM-FL 24
The Ultimate Domination

Harvest's powerful reporting gives you real-time access to keep your projects on time and on budget. Get the insight you need to estimate future projects, and ensure your business's profitability. Harvest's powerful reporting gives you real-time access to keep your projects on time and on budget. Get the insight you need to estimate future projects, and ensure your business's profitability.






GL2450HM-FL 24
The Ultimate Domination



Harvest's powerful reporting gives you real-time access to keep your projects on time and on budget. Get the insight you need to estimate future projects, and ensure your business's profitability. Harvest's powerful reporting gives you real-time access to keep your projects on time and on budget. Get the insight you need to estimate future projects, and ensure your business's profitability.





GL2450HM-FL 24
The Ultimate Domination

Harvest's powerful reporting gives you real-time access to keep your projects on time and on budget. Get the insight you need to estimate future projects, and ensure your business's profitability. Harvest's powerful reporting gives you real-time access to keep your projects on time and on budget. Get the insight you need to estimate future projects, and ensure your business's profitability.


Henrik
 Emil Henriksen Christensen
 The most powerful player in the world

Sam
 Abdulhamid Spayif Mohamed
 12 times world champion, 10 times the champion

Gaming is in the Details

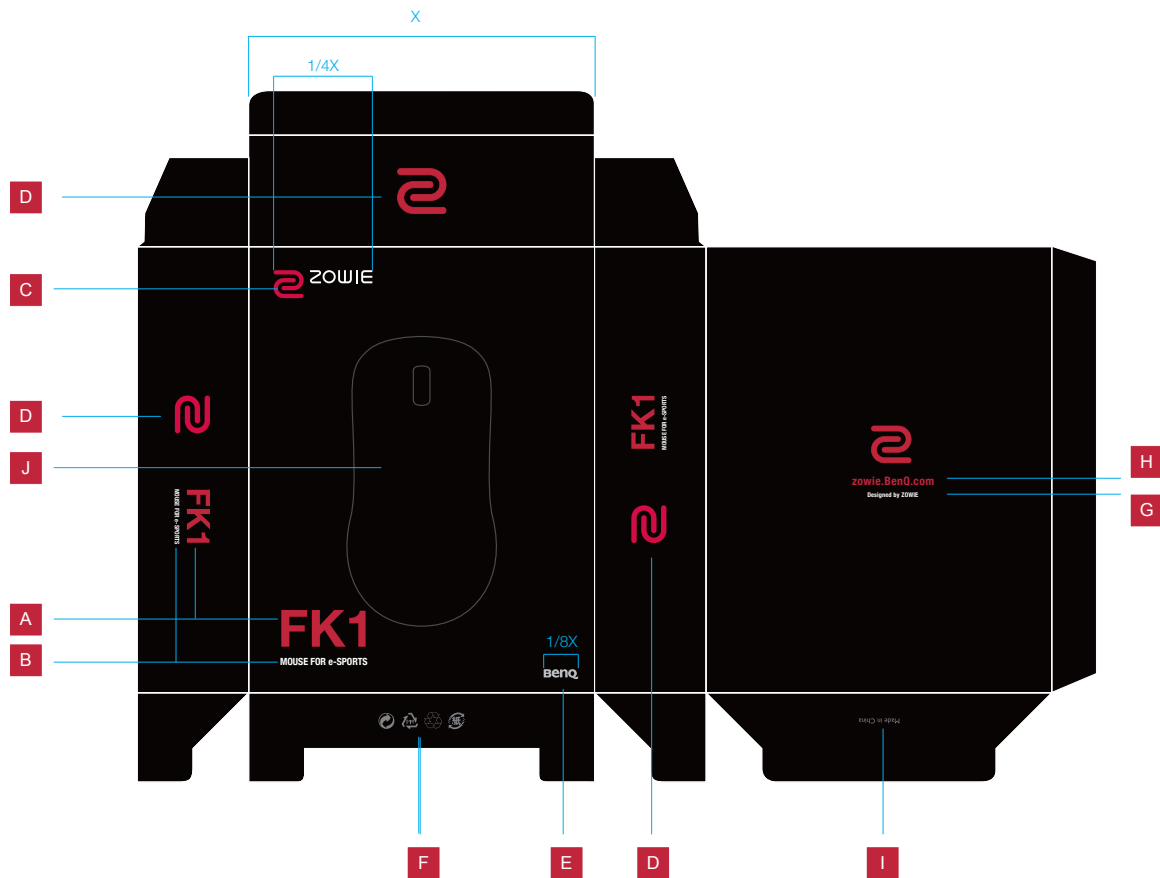
GL2450HM-FL 24
The Ultimate Domination



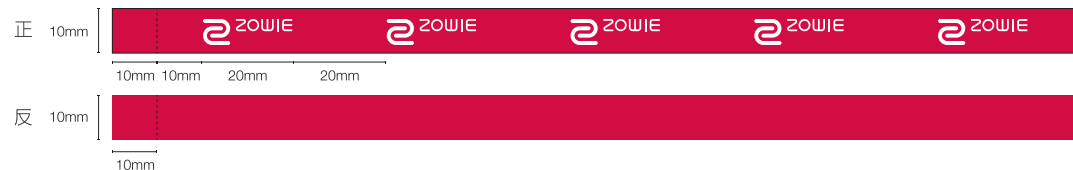

Applications

Application Examples- Package

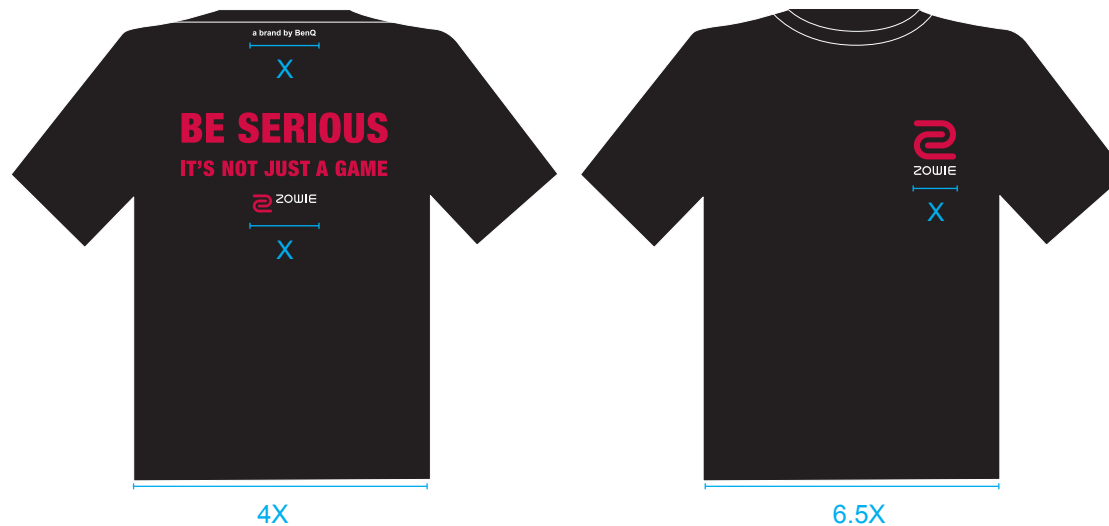
- A** Series (ex. FK1)
- B** "Product Feature" for e-Sports (ex. mouse for e-Sports)
- C** ZOWIE logo
- D** ZOWIE Symbol
- E** BenQ logotype
- F** Icon
- G** Designed by ZOWIE
- H** Website
- I** Place of Manufacture
- J** Product Image



Application Examples- Lanyard



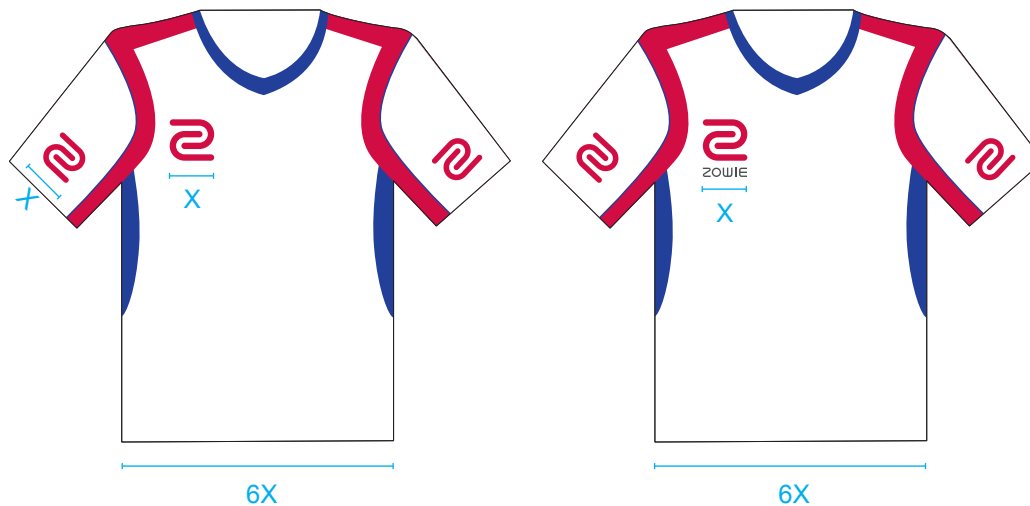
Application Examples- T-Shirt



■ PANTONE 200C

■ C0 M100 Y63 K12

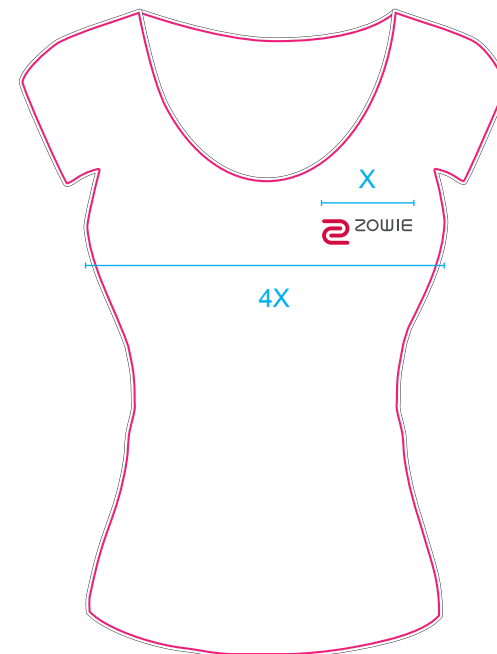
Application Examples - Jersey (Sponsor teams and tournaments)



■ PANTONE 200C

■ C0 M100 Y63 K12

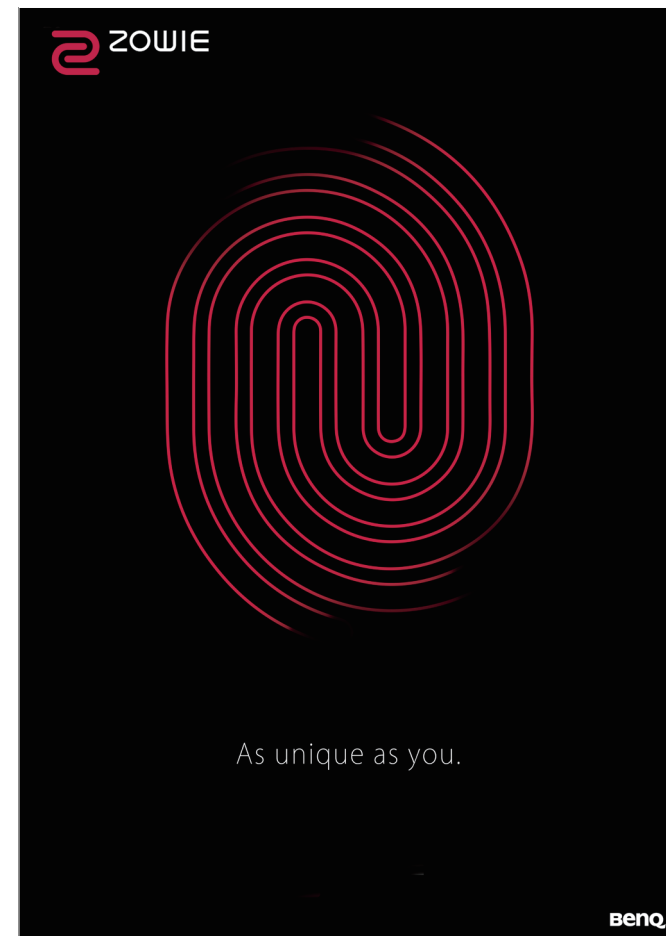
Application Examples- Show Girl Uniform



Application Examples- Show Girl Uniform



Application Examples - Brochure




Application Examples- Datasheet



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

BENQ

As unique as you.

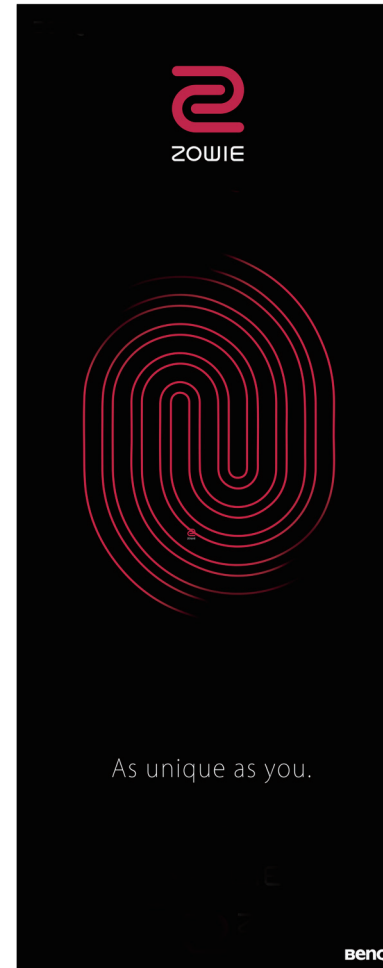


MICE	Overview	Features
FK1 FK2	No matter whether you are right-handed or left-handed, FK Series are designed for your comfort. The low profile design is for the claw-grip users, providing better control. FK Series comes in two different sizes.	<ul style="list-style-type: none"> • Ambidextrous mouse developed for claw grip usage • Two thumb buttons on both sides to comfortably serve left- and right-handed users • Plug and Play (No drivers needed) • Easy to switch between left- and right-handed functionality • 400 / 800 / 1600 / 3200 DPI adjustment • Adjustable USB report rate: 121 / 500 / 1000 Hz • Perfect lift-off distance = 1.5 - 1.8mm • Operating system: Win2000/XP/VISTA/7/8, Mac OS X +10.1
EC1A EC1A	Ergonomic design exclusively for right-handed users. It offers users a larger room for wrist movements. The shape of the right side of mouse is well rounded to allow the user's fingertips to hold over the mouse to move smoothly. EC Series comes in two sizes to meet different needs.	<ul style="list-style-type: none"> • Ergonomic right-handed design for increased comfort • Plug and Play (No drivers needed) • 400 / 800 / 1600 / 3200 DPI adjustment • Adjustable USB report rate: 121 / 500 / 1000 Hz • Perfect lift-off distance = 1.5 - 1.8mm • Operating system: Win2000/XP/VISTA/7/8, Mac OS X +10.1
ZA11 ZA12 ZA13	Comfortable designed for both right-hand and left-hand users. The high profile design gives support to user's palm. ZA Series comes in three different sizes.	<ul style="list-style-type: none"> • Ambidextrous mouse developed for palm and claw grip usage • Two thumb buttons on both sides to comfortably serve left- and right-handed users • Plug and Play (No drivers needed) • Easy to switch between left- and right-handed functionality • 400 / 800 / 1600 / 3200 DPI adjustment • Adjustable USB report rate: 121 / 500 / 1000 Hz • Perfect lift-off distance = 1.5 - 1.8mm • Operating system: Win2000/XP/VISTA/7/8, Mac OS X +10.1
PAD	Overview	Features
G-TP X (Large) / P-TP X (Small)	The new editions of the TP series, TPX brings together unique surface and the TP series and the new soft rubber base from the SR series. It has stitched edges and comes in two sizes.	<ul style="list-style-type: none"> • Unique combination of cloth and plastic materials • Uniquely designed base offers increased stability on any surface • Liquid resistant surface for easy maintenance • Textured edges prevent slipping and increases the lifetime of the pad • Rolled edges for added comfort while playing • 100% compatible with all types of mice • TP X is available in two sizes: <ul style="list-style-type: none"> • P-TP X: 315 x 115 x 3.5 mm • G-TP X: 480 x 400 x 3.5 mm
G-SR (Large) / P-SR (Small)	SR is the answer for gamers that enjoy the comfort of a soft rubber base in a cloth-mousepad. The newly developed soft rubber base is 100% flat, providing comfort while maintaining a consistent glide across the mousepad to ensure the best performance in most SR cases in two sizes, G-SR (big) and P-SR (small).	<ul style="list-style-type: none"> • The smooth and even texture offers a consistent and comfortable glide • Newly designed rubber base offers increased stability on any surface • 100% compatible with all types of mice • Dimensions: <ul style="list-style-type: none"> • G-SR: 480 x 400 x 3.5 mm • P-SR: 315 x 115 x 3.5 mm
SKATEZ	Overview	Features
skatez-type AS		<ul style="list-style-type: none"> • Especially designed to fit FK Series, ZA11 and ZA12 • 0.4 mm thickness gives enhanced durability
skatez-type A	<ul style="list-style-type: none"> • The speedy skatez are replacement mousefeet for different sizes made of 100% pure Teflon to ensure a great mousing experience. • Always remember to remove the old skatez before applying new skatez. 	<ul style="list-style-type: none"> • Especially designed to fit ZA13 • 0.4 mm thickness gives enhanced durability
skatez-type BF		<ul style="list-style-type: none"> • Especially designed to fit EC Series • 0.4 mm thickness gives enhanced durability
CAMADE	Overview	Features
	<p>ZOWIE CAMADE is a solution for inconveniences with the mouse cables such as space constraints or cable tanglement. CAMADE moves the cable ensuring that they don't get tangled and lets gamers adjust the cable length available to make quick and unconstrained movements.</p> <p>The unique adjustable spring design enables the user to choose a comfortable height and its solid design allows convenient mobility without any necessary assembly. CAMADE is equipped with a rubber cup that fits mouse cables of different thickness.</p>	<ul style="list-style-type: none"> • Guarantees that the cable does not get caught or entangled while moving the mouse. • Unique adjustable spring allows users to select a comfortable height • Rubber feet provides stability and a solid grip • Unique design allowing for convenient mobility • Rubber clip compatible with all types of mice cables

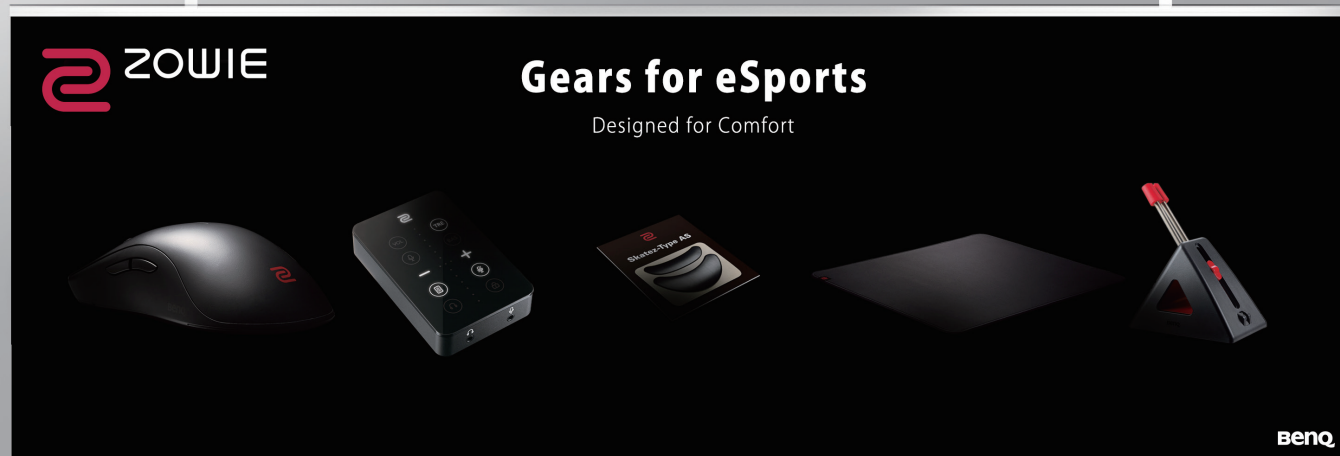
BENQ © 2015 BenQ Corp. Specification may vary by region, please visit your local stores for details. Actual product's features and specifications are subject to change without notice. This material may include corporate names and trademarks of third parties which are the property of the third parties respectively.

Dealer's Stamp

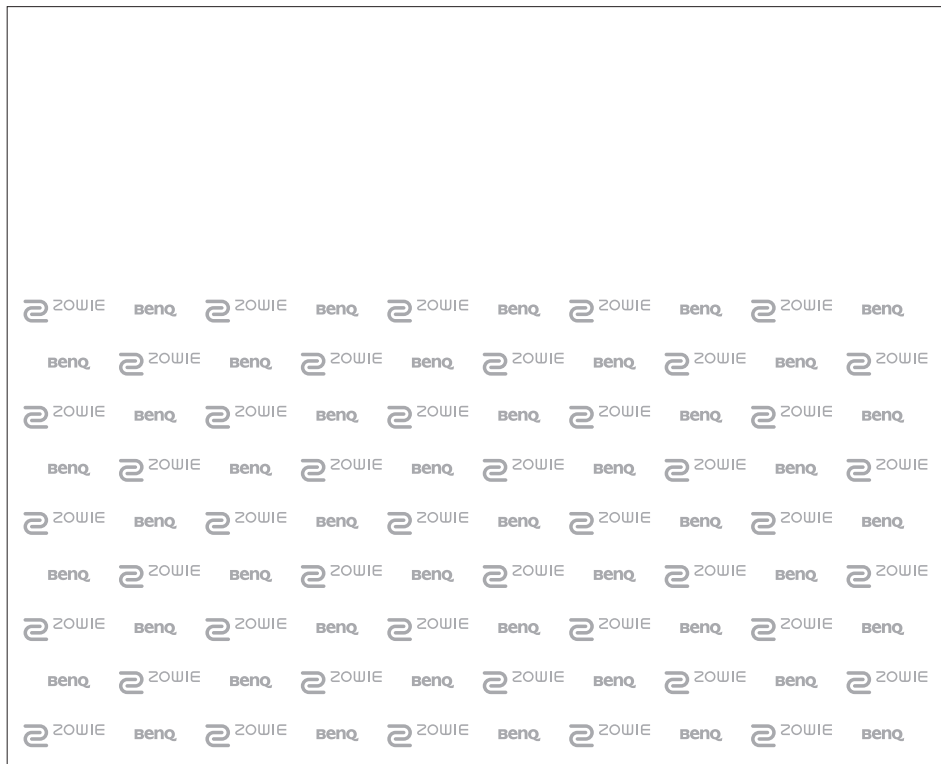
Application Examples - Vertical Banner



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



紅色露出部分為
指紋造型的面板鑲空
*厚度為0.3mm

ZA Series	FK Series	EC Series
<p>ZA Series</p> <p>Customized design for both right hand and left hand users.</p> <p>The design is made of red lines and is suitable for both right and left hand users.</p>	<p>FK Series</p> <p>The design is made of red lines and is suitable for both right and left hand users.</p> <p>The design is made of red lines and is suitable for both right and left hand users.</p>	<p>EC Series</p> <p>The design is made of red lines and is suitable for both right and left hand users.</p> <p>The design is made of red lines and is suitable for both right and left hand users.</p>

可替換面板 - 滑鼠系列 - w55 x h35cm

紅色露出部分為
指紋造型的面板鑲空
*厚度為0.3mm

ZA Series	FK Series	EC Series
<p>ZA Series</p> <p>Customized design for both right hand and left hand users.</p> <p>The design is made of red lines and is suitable for both right and left hand users.</p>	<p>FK Series</p> <p>The design is made of red lines and is suitable for both right and left hand users.</p> <p>The design is made of red lines and is suitable for both right and left hand users.</p>	<p>EC Series</p> <p>The design is made of red lines and is suitable for both right and left hand users.</p> <p>The design is made of red lines and is suitable for both right and left hand users.</p>

可替換面板 - 滑鼠系列 - w55 x h35cm

Application Examples- the ZOWIE Logo Sticker

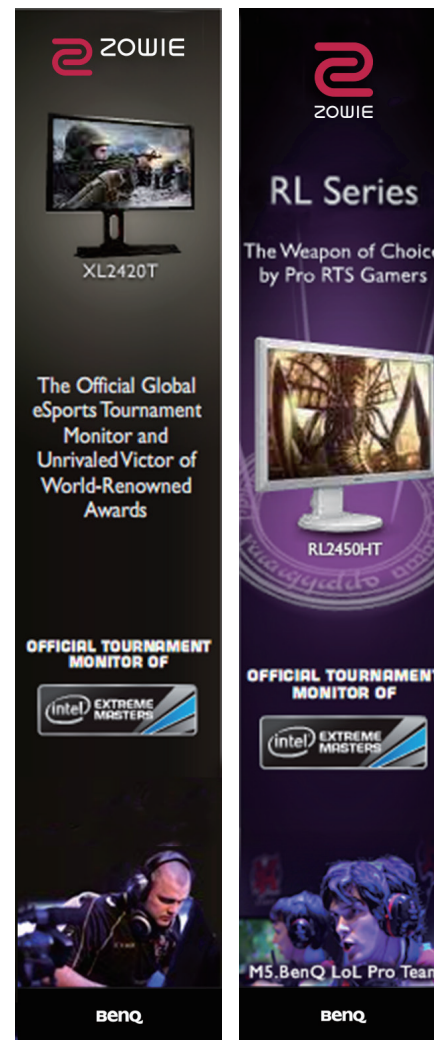


If there is existing BenQ logo in the center, please place the ZOWIE logo sticker on the right side.




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



ZOWIE




XL2420T

The Ultimate Domination

The Official Global eSports Tournament Monitor and Unrivaled Victor of World-Renowned Awards

OFFICIAL TOURNAMENT MONITOR OF



BenQ

OFFICIAL TOURNAMENT MONITOR OF



BenQ



RL2450HT

RL Series

The Secret Weapon of Choice by Pro RTS Gamers



ZOWIE

MS.BenQ LoL Pro Team

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.

