

THE LOGO

NOCTUA VISUAL IDENTITY GUIDELINES | LOGO VARIATIONS

Version 1.4

Vienna, Austria - 10.01.2024

This document is subject to periodic revision.

www.noctua.at

Designed in Austria, Noctua's premium cooling components are internationally renowned for their superb quietness, exceptional performance and thoroughgoing quality. Having received more than 6000 awards and recommendations from leading hardware websites and magazines, Noctua's fans and heatsinks are chosen by more than a hundred thousand satisfied customers around the globe.

www.noctua.at

THE LOGO

PRIMARY LOGO VARIATIONS

The Noctua logo is at the heart of all imagery we create. It is therefore essential that the following guidelines are adhered to throughout all branded and sub-branded materials.

There are several logo variations that are used throughout our products, packaging and marketing materials. Each variation has particular situations that it is best suited for, and its own unique set of instructions for its correct use. Please ensure that you use the correct guidelines for the logo variation that you are using.


Primary Logo

This is the main Noctua logo, and wherever possible should be the first choice when using the Noctua logo across all branded or co-branded content and mediums.

The primary logo can appear both with or without the subheading 'designed in Austria'. Careful attention should be paid to the correct spacing and sizing of each variation, the guidelines for which can be found on this page.

Spacing

The spacing of the logo should adhere to the following:

- The brown border around the logo should be equal to x by y .
- If possible, there should be an additional exclusion zone around the logo, equivalent to x^2 (striped area ).
- Under no circumstances should the proportions between the owl and text be changed.



x = half of the width of the Noctua owl
 y = the height of the 'n' in 'noctua'

RGB colour

R85 G24 B5

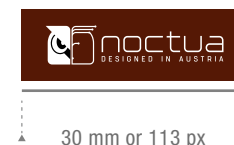
Pantone colour

483C

Primary Logo Variation 1



Minimum Size



Primary Logo Variation 2



Minimum Size



THE LOGO

PRIMARY LOGO VARIATIONS | USE & POSITIONING

Use & Positioning

The positioning of the logo should adhere to the following:

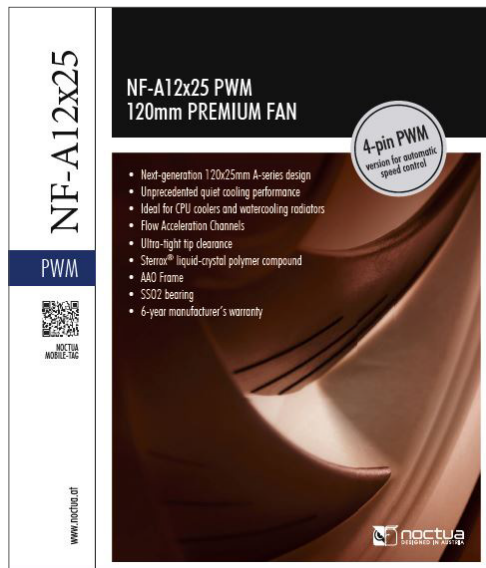
- Always maintain a clear distance from other images, fonts or elements.
- The principal logo position is in the bottom right (posters, packaging etc.) or in the middle (cards, flyers etc.) of the design. If neither of these options are possible, the logo should instead be positioned in an alternate corner of the design, whilst keeping the exclusion zone in mind.
- If possible, the logo should be placed on Noctua brown or a solid neutral colour.
- To ensure legibility, the background colour must have enough contrast.
- We discourage the use of our logo on bright backgrounds such as blue, green, yellow etc.
- In some cases, the logo may be placed on an image. Preferably, this should be an out of focus section of a Noctua product image. It should never overlap with sharp edges or other distinctive shapes.



Regardless of the background, the beak and eye of the owl must remain black.

THE LOGO

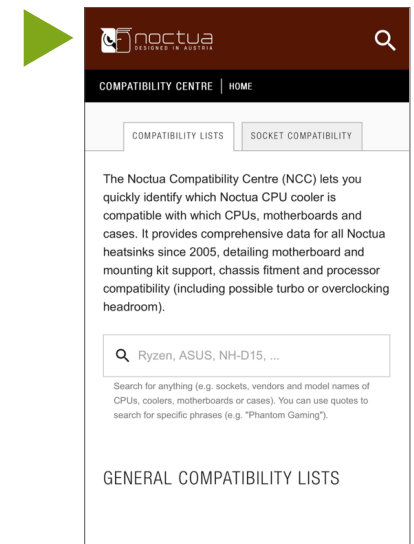
PRIMARY LOGO VARIATIONS | USE & POSITIONING



Principal position of the logo.



Principal position of the logo.



Alternative position of the logo.

THE LOGO

SECONDARY LOGO VARIATIONS


Secondary Logo

Due to its reduced design, the secondary Noctua logo offers greater flexibility and should be used when the full brown background of the primary logo does not harmonise well with other elements of a design.

This logo is often displayed on co-branded content and mediums where the Noctua colour scheme is reduced, or where the logo must be placed alongside a conflicting design style.

Spacing

The spacing of the logo should adhere to the following:

- The exclusion zone around the logo should be equivalent to x^2 (striped area ).
- Under no circumstances should the proportions between the owl and text be changed.

Colour - Noctua Brown

Process colour RGB colour
C0 M85 Y80 K78 R85 G24 B5

Web colour Pantone colour
#551805 483C

Secondary Logo Variation 1



Secondary Logo Variation 2



Secondary Logo Variation 2 Inverted



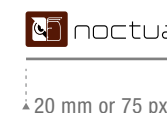
Minimum Size



Secondary Logo Variation 3 Inverted



Minimum Size



THE LOGO

SECONDARY LOGO VARIATIONS | USE & POSITIONING

Use & Positioning

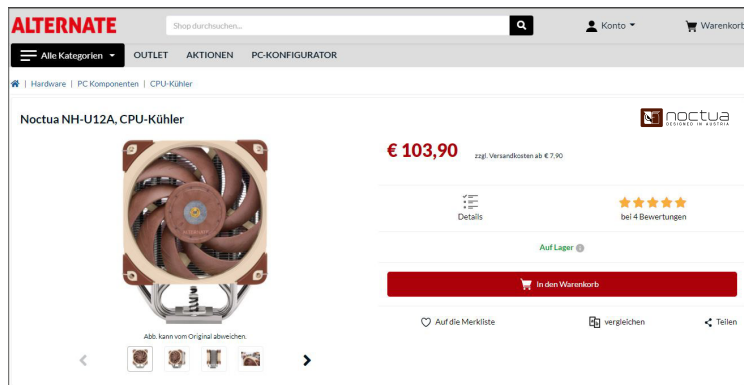
The positioning of the logo should adhere to the following:

- Always maintain a clear distance from other images, fonts or elements.
- The principal logo position is in the bottom right (posters, packaging etc.) or in the middle (cards, flyers etc.) of the design. If neither of these options are possible, the logo should instead be positioned in an alternate corner of the design, whilst keeping the exclusion space in mind.
- This Logo should never be placed on a Noctua brown background
- Under some circumstances, this Logo can be inverted to ensure contrast between the logo and background.
- We discourage the use of our logo on bright backgrounds such as blue, green, yellow etc.
- This is generally the preferred logo option if placed on an image. However, it should never overlap with sharp edges or other distinctive shapes.



THE LOGO

SECONDARY LOGO VARIATIONS | USE & POSITIONING



THE LOGO

TERTIARY LOGO VARIATIONS


Tertiary Logo

The tertiary logo offers a more compact design, for use in situations where the dimensions of the primary or secondary logo make them unsuitable.

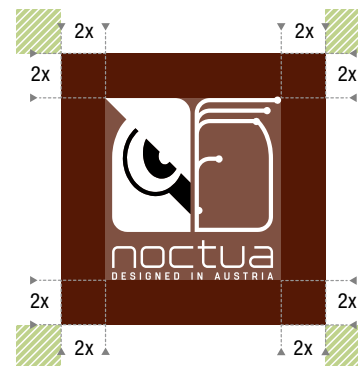
This logo variation is primarily used when the logo is centred within a design, for example on Noctua merchandise and certain accessory packaging, or if it appears alongside other, icon-based logos.

Spacing

The spacing of the logo should adhere to the following:

- The brown border around the logo should be equal to 2x.
- If possible, there should be an additional exclusion zone around the logo, equivalent to $2x^2$ (striped area ).
- Under no circumstances should the proportions between the owl and text be changed.

Tertiary Logo Variation 1



Minimum Size



25 mm or 95 px

Tertiary Logo Variation 2



Minimum Size



15 mm or 55 px



Minimum Size

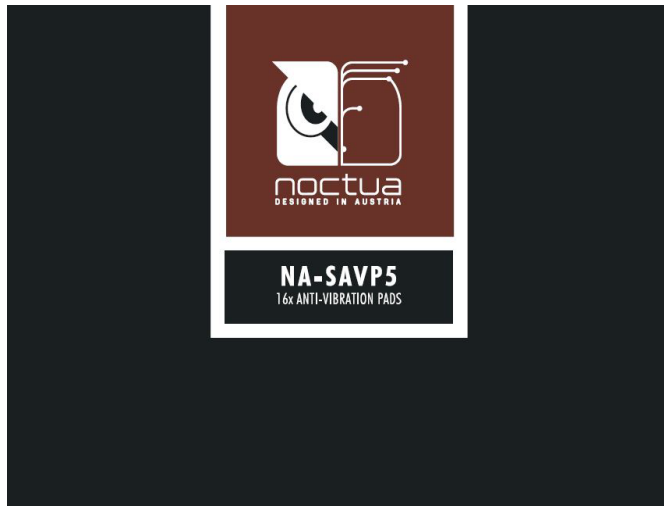


15 mm or 55 px

This version may also be placed in a circle if necessary.

THE LOGO

TERTIARY LOGO VARIATIONS | USE & POSITIONING



THE LOGO

OWL TAG

Owl Tag

In some situations, the owl tag can be used in place of a full Noctua logo. The tag logo is primarily used on designs related to other product lines, and can be used either alone, or in combination with a brown strip extending the length of the design.

The Noctua badge appears on all packaging and most branded materials for chromax, redux and industrialPPC product-lines, as well as press releases and Noctua stationary items.

Spacing

The spacing of the logo should adhere to the following:

- Should be placed at the edge of a design.
- Preferred use is with a brown strip.

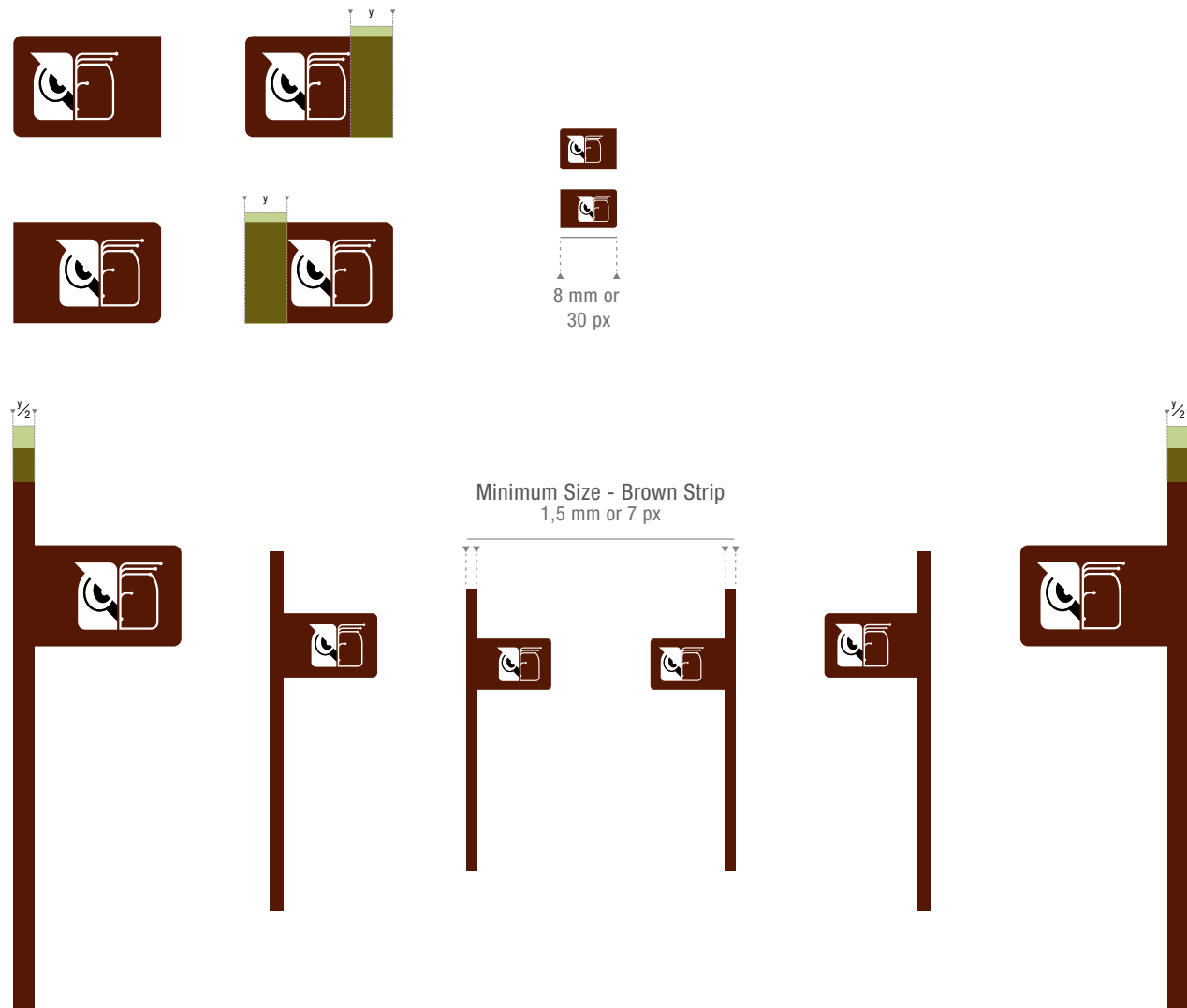
Colour - Noctua Brown

Process colour
C0 M85 Y80 K78

RGB colour
R85 G24 B5

Web colour
#551805

Pantone colour
483C



THE LOGO

OWL TAG

MULTILINGUAL E-MANUALS

Thank you for purchasing your Noctua CPU cooler.

For a step-by-step guide through the installation process, please scan the QR code present on the outer packaging of this product to be taken to our online installation manuals, which are available in full, multilingual versions on our website.

Should you encounter any difficulties, please check the FAQs on our website (www.noctua.at/faqs) and don't hesitate to contact our support team at support@noctua.at.

NOCTUA CERTIFIED B-GRADE PRODUCTS

As part of our ongoing mission to reduce unnecessary environmental waste, Noctua B-grade products aim to refurbish and resell used or returned products, which remain functionally perfect.

All Noctua B-grade products are thoroughly inspected and tested by our talented team of technicians, to verify proper functionality and completeness. Whilst B-grade rated products may have slight optical defects, these do not affect performance or function in any way, guaranteeing the same Noctua-quality performance that our products are known for.

As with all Noctua products, we back our commitment to quality with our 6-year manufacturer's warranty, and ongoing, expert customer care. If you encounter any problems or have any questions regarding your B-grade product, please contact us directly, and our team will be happy to help you find a solution.



www.noctua.at

Instagram: [noctua_at](https://www.instagram.com/noctua_at) | Facebook: [noctua.at](https://www.facebook.com/noctua.at)

NOCTUA NF-A8 PWM chromax.black.swap

WITH SWAPPABLE ANTI-VIBRATION PADS IN 6 COLOURS

■ ■ ■ ■ ■ ■



CHROMAX
by NOCTUA




NOCTUA BROWN ANTI-VIBRATION PADS


AVAILABLE NOW FOR PURCHASE SEPARATELY



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THE LOGO

OTHER VARIATIONS



Logo tag from the top



Logo icon



Social media icon



Logo inverted

These logo variations should only be used by Noctua's internal design team or with their approval.

THE LOGO

EXAMPLES OF MISUSE



NO

Do not distort or warp the logo in any way.



NO

Do not change the proportions of the logo in any way.



NO

Do not place the logo on bright backgrounds.



NO

Do not add any effects to the logo or its immediate surroundings.



NO

Do not change the colour of the logo.



NO

Do not rotate the logo.

THE LOGO

EXAMPLES OF MISUSE



NO

Do not outline or create a keyline around the logo.



NO

Do not change the colour of the beak.



NO

Do not mirror the owl.



NO

Do not change the thickness of the brown strip when used in combination with the tag.

DISCLAIMER

If you are unsure which logo to use or none of the logos presented in this guide fit within your design, please do not refrain from contacting our design team to discuss and approve your use of the Noctua logo.

You may reach us via email at presse@noctua.at