



Key Visual

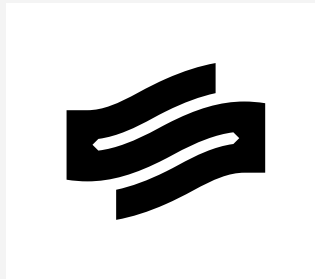
WWW.SILENTIUMPC.COM

Logo

Use the SilentiumPC logo only in one of two colors: black or white. Choose a color depending on the final visibility of the logotype on the background you choose.

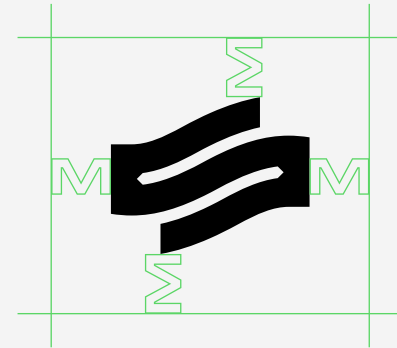
The "S" brandmark can appear alone or in combination with the "SilentiumPC" logotype.

The "SilentiumPC" logotype cannot appear alone without a brandmark.



Logo

The 'safe' areas around the
brandmark and logotype
determine the distances that
should be kept from other
elements of a given composition.



Logo

Do not

If you scale a logotype, do it proportionally, without enlarging or reducing only certain elements.

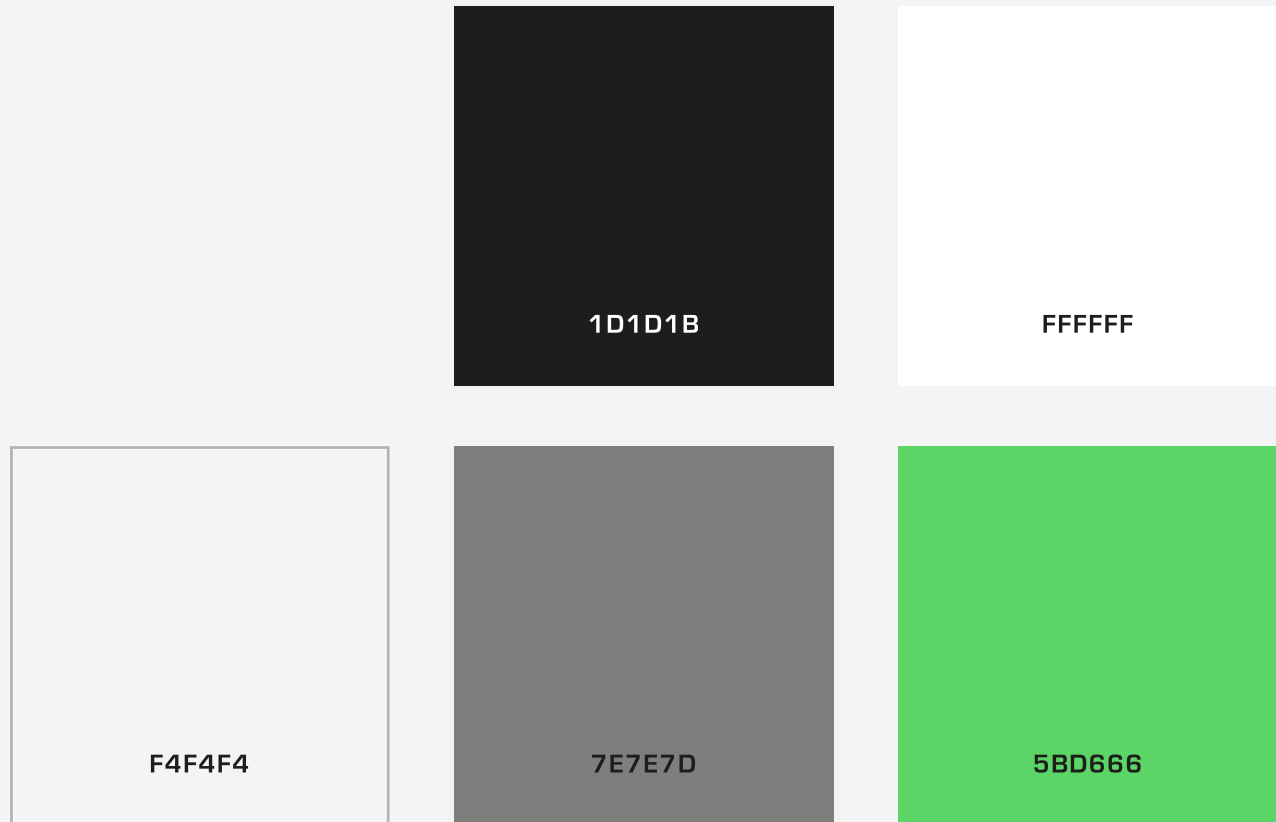
Do not modify the SilentiumPC logotype at your own discretion: it is forbidden, for example, to replace individual signs / characters with others (including your own).



Colors

Basic colors

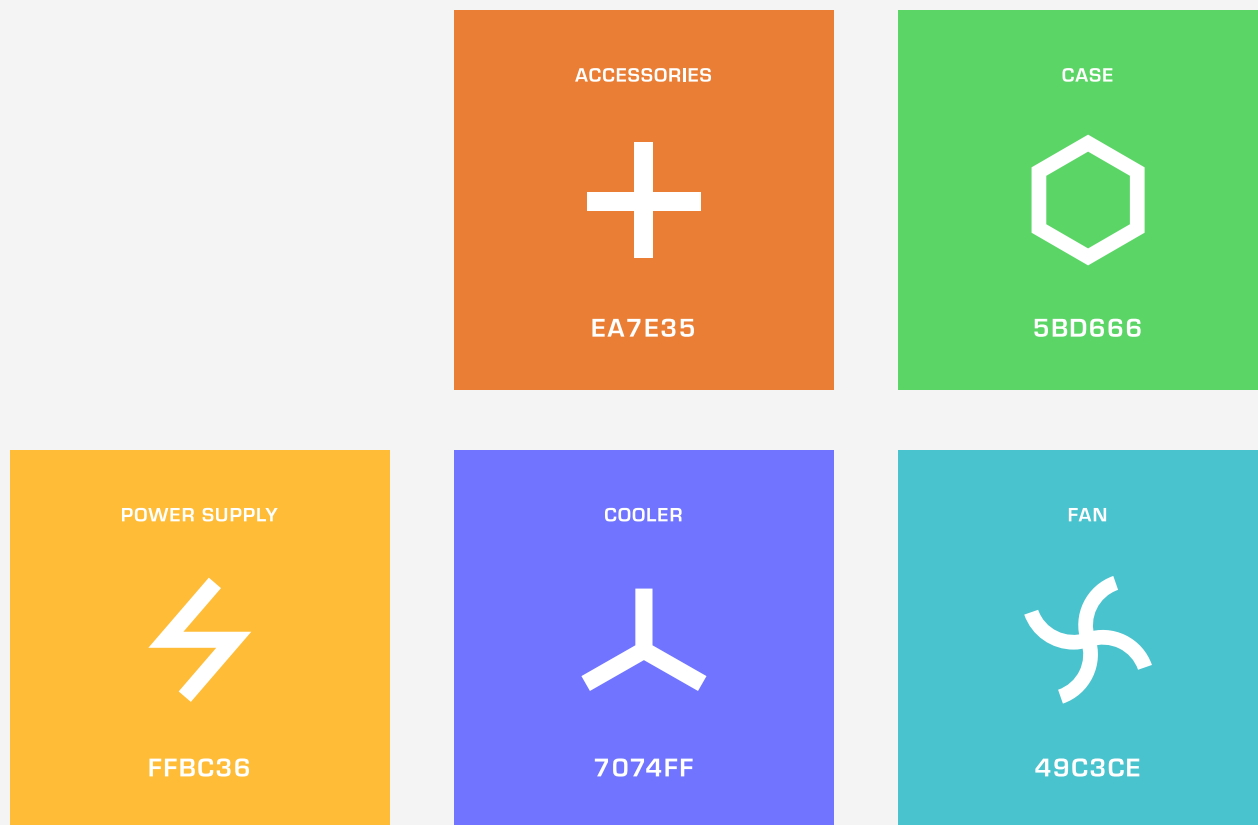
Visual elements (excluding the product) presented in materials related to SilentiumPC should be presented only with the use of 5 basic colors.



Colors

Additional colors to distinguish the category

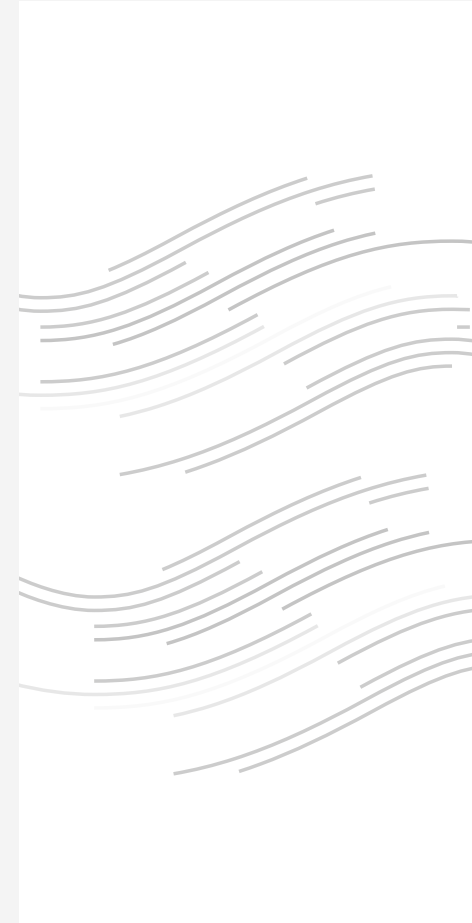
If the material associated with SilentiumPC includes only products from one product category, e.g. only power supplies or PC cases only, you can use a color from the additional palette.



Pattern



The SilentiumPC pattern can be used as a background or as a visual element of a composition. It should have a color from the basic palette, or if the composition is associated with only one product category within the SilentiumPC brand – from the additional palette.



Font

MicroSquare

ExtraBold

Bold

DemiBold

Regular

**Title or name
of product** **Bold**
BANNER CAMPAIGN SLOGAN **Regular**

The basic font used in SilentiumPC materials is Microsquare. If you have access to this font, please use it.



Font - alternate

Eurostile

Heavy
Bold
Medium
Regular

In the case of lack of access to the MicroSquare font, an alternative font called “Eurostile” is available in the Adobe Creative Cloud service, you can get it from <https://fonts.adobe.com/fonts/eurostile>

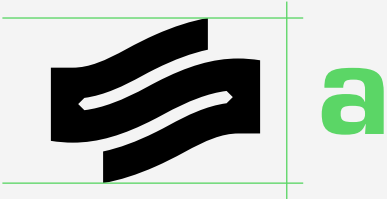
Heavy
/ **Title or name**
of product
/ Regular
BANNER CAMPAIGN SLOGAN



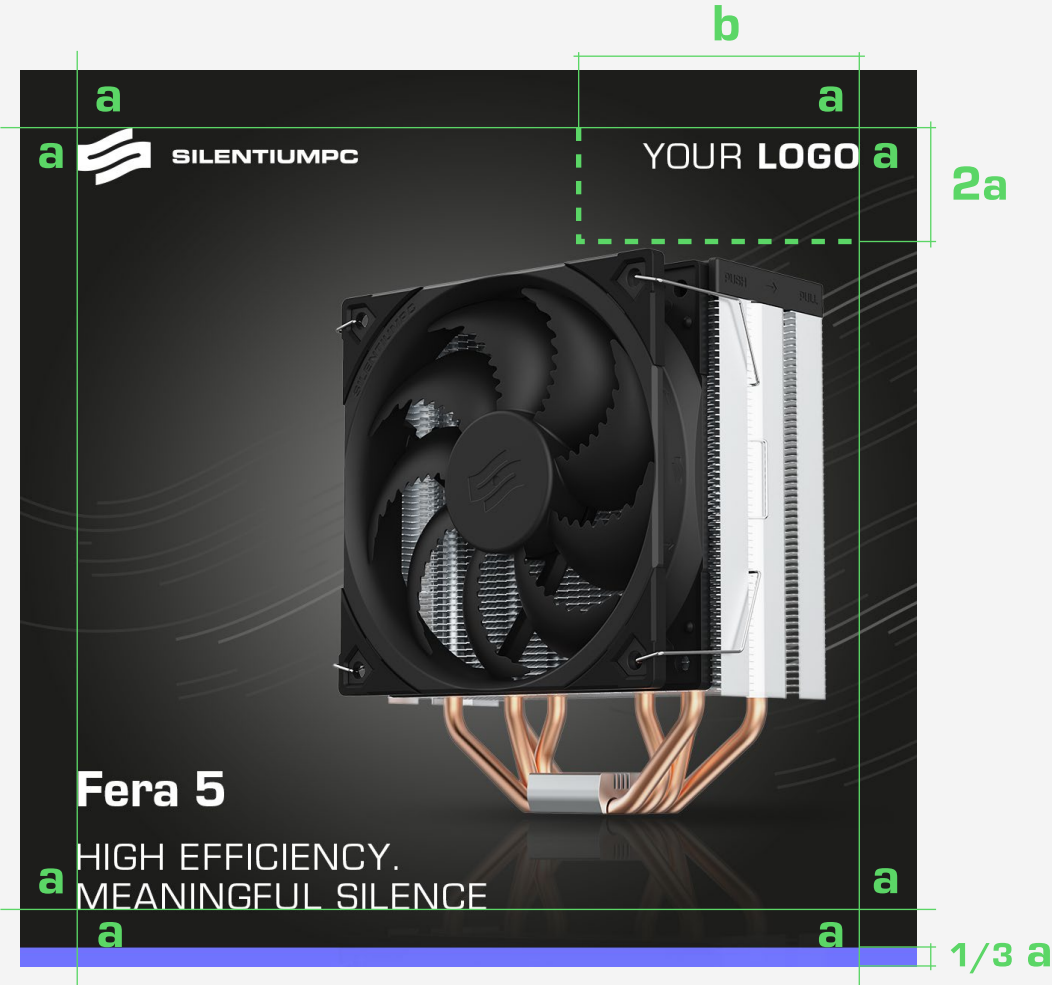
Artwork example

Max size of YOUR LOGO

$b \times 2a$



b



COLOR TO DISTINGUISH THE CATEGORY

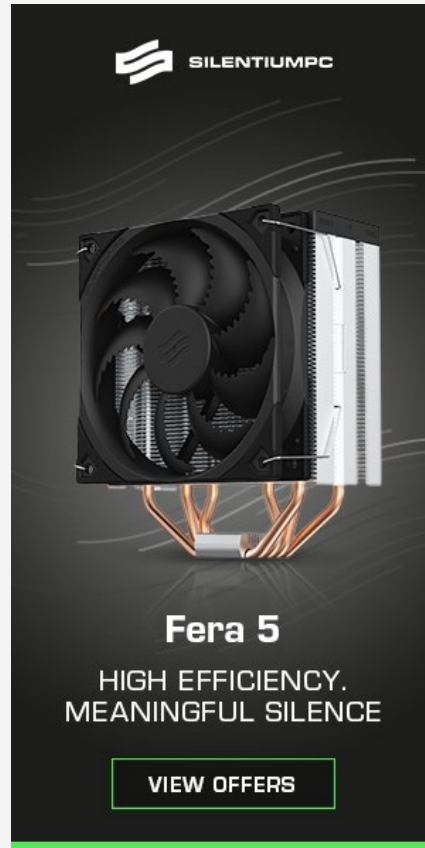
Artwork example



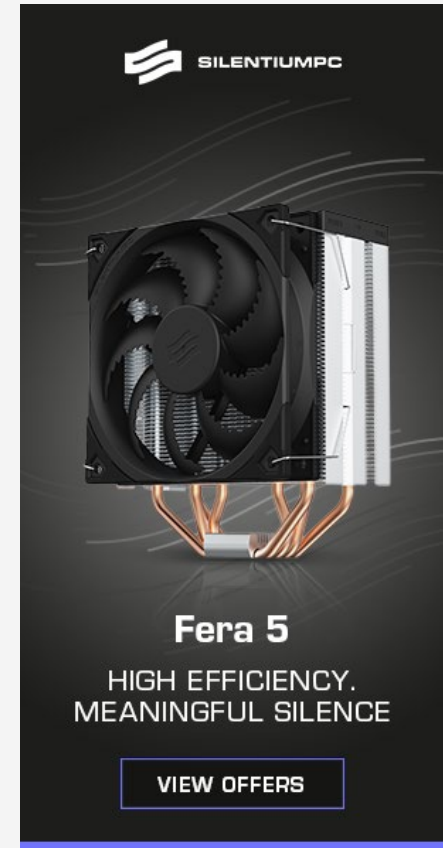
A color that stands out from the basic palette. You can use it for products from any category, especially when the composition shows products from different categories.



A color from the additional palette for products from the "Cooling" category. The "Fera 5" product belongs to this product category and is the only product in the composition, so it may be depicted in relation to the color mentioned.



OR



Artwork example



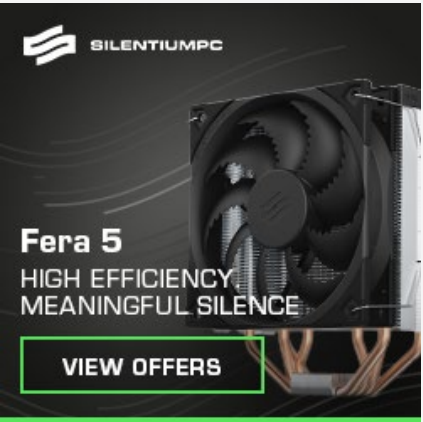
320×100



468×60



750×200



250×250



300×600



Materials

If you are creating content related to SilentiumPC, we encourage you to use our public repository (silentiumpc.com/content) where products are sorted by codes. You will always find the latest product-related materials there in multiple easy-to-edit versions, including high-resolution 4800px widescreen images with products cut out of the background.

PNG

- White background
- Shadow



SilentiumPC > Name of product > PNG

PNG WWW

- No background
- Shadow



SilentiumPC > Name of product > PNG WWW





Images related to our products are available at:

www.silentiumpc.com/content

Please let us know/We're happy to help:

- If you have doubts about the use of the SilentiumPC logo or visual materials related to the brand,
- if you need an image with a product in a non-standard position, not available in our public materials, or a view of a specific detail,
- if you need help in preparing materials related to SilentiumPC.
- 4800 px images not good enough for you? Hold our beer, 12K images and more are available if you want them!

Do not hesitate to contact us at:

content-request@silentiumpc.com

THANK YOU

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