

# BRAND BOOK



**beko**

THIS BOOK IS DEDICATED TO  
ALL BEKO SUPPORTERS WORLDWIDE.

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# 1.1

## CHANGE FOR THE BETTER

Change is the only constant in life. It's happening right now; at the very moment you are reading this sentence. And it will continue to happen after you have read this story - with you and Beko.

Beko set out in 1955 - with a single washing machine. And with one goal: to bring smart products to everyone. Today, we are the second largest brand within the European white goods sector. It's because we are always driven by the constant desire to innovate for a better life. Thanks to this approach, we have become one of the leading home appliances companies in the world. And over the last five years, we have emerged as the fastest growing white goods brand in Europe - with 25,000 employees, 14 global production sites and products sold in more than 130 countries.

But no matter where our success stories begin, each and every one of them starts with our inspiration to keep on changing for the better. And there is one reason for this aspiration: people. They have been shaping our vision; setting our course and helping us navigate towards our goals. Their actions, enthusiasm and spirit are what has been inspiring us today, yesterday, and indeed for over 60 years.

And this is what we want to embody, in our actions and in our appearance - with our new logo. At first sight, it represents our innovative spirit and illustrates Beko's energetic way of approaching tomorrow's challenges. But, in fact, this is much more than just a logo. It's the beginning of a new chapter in Beko's story. A story that is built on the belief, that we can drive change for the better.

This belief is something we all share. And together, we can turn this new chapter into another long-term Beko success story - one in which we create smarter ideas and better solutions, now and for the future.

# 2.1

## STORY AND FACTS

Since we were established in 1955, one leading principal has guided Beko: change for the better. Consequently the story of Beko has been a story of constant, positive change. And this desire to innovate - for the good of our customers and our environment - has already brought us a long way.

Today Beko is the second largest brand in the European white goods sector. Moreover, it has been the fastest growing brand on the European market for five consecutive years. In other words: one of our products is sold every two seconds somewhere in the world.

Beko is the international home appliances brand of the Arçelik Group. It is owned by Koç Holding, which - as one of the largest companies in Europe - is ranked in the top 250 on the Fortune Global 500 list.

We warmly welcome you to step in and become part of the innovative world of Beko.

### **Respects the globe, respected globally**

440,000,000 contented customers  
25,000 committed employees  
130 countries served  
59 years of history  
14 global factories  
1 brand



# 2.2

## GLOBAL ACHIEVEMENTS

We believe that every single person's contribution counts towards changing the world for the better. This is why the smart generation is our greatest source of inspiration: we get inspired by people's ever-changing needs and lifestyles and strive to meet subsequent demand with the best and most beneficial solutions. And those aren't empty words. We number among the top 100 patent owners in the world. People say that Beko stands for game-changing engineering and ingenious design at affordable prices. We like that.

At the same time Beko fully respects the environment and understands its critical importance for society. We have managed to grow on a global scale specifically because we are manufacturing resource-efficient, environmentally-friendly and eco-award-winning products.

To ensure this growth in the future, our company never stops reflecting on innovation and new ways to overcome challenges. We truly embrace new experiences, seeing them as an opportunity to move forward. By closely listening to our more than 440 million customers, we have been able to continuously improve every aspect of what we're doing - including quality, reliability, and efficiency. This external know-how base has been and will continue to be a key driver in the aspiration for innovation within Beko's network of 14 international production sites.

What's the bottom line? As a global brand, we provide smart solutions for the smart generation. We are proud that - by implementing constant change for the better - we are meeting the needs of people from different cultures and diverse backgrounds in more than 130 countries. Beko is addressing these diverging demands by offering smart home appliances that help to save time and natural resources and to protect family budgets.

# 2.3

## AWARDS AND CERTIFICATES

At Beko, we have always challenged ourselves to find answers that customers really appreciate. By tuning into the needs and wishes of the smart generation, we have dedicated ourselves to developing intelligent products that make everyday life as simple and stress-free as possible. While anticipating an inspiring future, we are very fortunate to have already experienced plenty of public support. Leading consumer organizations and publications have certified the quality, design, and environmental standards of our products. At Beko we are all grateful, and we pledge to never stop changing for the better. Because we believe that wherever there's good - there is also the potential to do better.

### APPRECIATED BY CONSUMERS.



### DESIGNING THE BEST.



### CARING ABOUT THE WORLD.



The first home appliances manufacturer to receive a 'Platinum Certificate' for 'Energy Efficiency in Green Factories' with eight of its production facilities.

Finalist in the Management Category at the 'European Business Awards for the Environment, European Programme', organized by the EU Commission.

Beko products' truthfulness and accuracy of labelling have been approved by the ATLETE (Appliance Testing for Washing Machines Energy Label and Ecodesign Evaluation) Project.

Two Beko heat pump dryers have been distinguished by Eco Top Ten, indicating high quality, good value for money and satisfactory eco performance.

### PROUD OF OUR ACHIEVEMENTS.



The first home appliances manufacturer in the world to receive the 'TPM Advanced Special Award' from the JIPM (Japan Institute of Plant Maintenance).

Plimsoll Portfolio Analysis declared Beko Plc as 'The Best Durable Goods Company' and 'The Fastest Growing Company' in its sector in the UK.

Beko Plc was selected as 'The Home Appliance Supplier of the Year' by Currys and 'The Domestic Appliance Supplier of the Year' by CIH-Euronics in the UK.

# 3.1

## OUR POSITIONING: INSPIRED BY THE SMART GENERATION

What motivates us? Why are we so keen to bring smart technology to everyone? Well, inspired people inspire us.

The world around us is changing faster than ever before. Change seems to be the only constant in life. As a result, a new generation is coming to the fore. A generation which is progressively challenging traditional values. A generation which knows that everything we do impacts the environment and the wellbeing of future generations.

For this reason this smart crowd of conscious people is accepting personal accountability in order to create a sustainable tomorrow. These global citizens are seeking to protect the integrity of our fragile ecosystems and demanding a responsible world economy.

This new generation knows that assuming responsibility opens new doors for opportunity. Individually or collectively, its members have the power, the passion, and the potential to bring about prolific change that benefits us all. This is the smart generation. It's our inspiration, our main audience, and our undisputed priority in pioneering future solutions.

# 3.2

## TARGET GROUP: SOCIABLES<sup>+</sup>

We're a company that is driven by the needs of people of all types and ages. Yet, we have a core target group that we focus on - the Sociables<sup>+</sup>. How do we define this group in terms of lifestyle, attitudes, habits, practices, needs, and desires?

The Sociables<sup>+</sup> are:

- **Friendly/companionable:** They pursue dynamic lifestyles, look for new experiences and love surprises. As sociable individuals, they like to be around friends, enjoy every moment and give great importance to their families.
- **Up-to-date:** As digital natives in a social and urban environment, they like to keep their finger on the pulse of time and are keen on using the newest technologies.
- **Dynamic:** Most of them are in a transition stage of their lives - for example: from relationship to marriage, from graduation to first job, or from living on rent to buying a house.
- **Living for the moment:** Living the 'carpe diem' approach, they stay open-minded to various areas of life at all times. As outgoing, optimistic people, they also like to indulge or treat themselves whenever possible.
- **Conscious:** As altruistic and thoughtful members of the society they are aware of the world around them and have respect for its resources, for other people and for social causes. They are always eager to positively contribute to society and the future of the environment.

To sum it up: our core target group is social by nature - but they are also improving our society and adding value to our future generations. That's why we distinguish them with a "+". They try to keep their footprint small by saving money, time, and the world's natural resources. They also want to add value to our future generations. This is the reason why Sociables<sup>+</sup> are choosing Beko: they demand smart and efficient technology with stylish design at a fair price.



# 3.3

## — TONE OF VOICE: ATTRIBUTES IN BEKO COMMUNICATION

The identity of a brand is not only transported by a good and valid brand compass, but also through engaging and attractive packaging. To ensure that our communications are appealing, effective and consistent, we have to define the appropriate tone of voice - because 'how' something is said is as important as 'what' is being said. For this reason, visual and linguistic tonality is an integral component of Beko's communications.

Take a look at the most important attributes of Beko communication, to make sure you always strike the right note.

So how should our audience be addressed? Just imagine you are describing our brand to your best friend.

- **Beko stands for an inclusive approach - avoid being cold, distant or pretentious.**
- **Our communication reflects sincerity - with an empowering tone.**
- **We prefer images with smart everyday stories to words.**

We are an energetic brand that embraces people power. The images therefore convey the empowerment of people, togetherness, and an overall feeling of joy, putting a smile on people's faces.

- **Our messages resonate with the smart generation - rather than focusing purely on the brand itself.**



— 3.5

BRAND VISION

“To be one of the top 3 preferred brands in the countries where we operate.”

— 3.6

BRAND BELIEF

“We believe in the power of people to change for the better.”

# 4.1

## CORPORATE DESIGN INTRODUCTION

Please download master files  
for all Beko branding elements from:  
[www.beko.com/brandbook](http://www.beko.com/brandbook)  
Username: BekoBrand  
Password: BrandBook2014

Today Beko products are sold in more than 130 countries worldwide. An outreach like this requires reflection within. We have all been experiencing changes in our consumers' preferences and competitive environments. Given our strong global market position, these observations required us to take action. Hence we carefully rethought our communication strategy and came up with this: a completely updated Beko brand identity. Led by a new corporate design and topped by a brand new and meaningful Beko logo.

This corporate design embodies the passion of the Beko people. And captures our energetic way of approaching tomorrow's challenges. It's the beginning of a new chapter in the Beko story - a story that is built on the belief that Beko drives change for the better.

The upward stripe in our logo highlights the pursuit of progress. It emphasizes that we want to keep fuelling Beko's evolution and celebrate the dynamism of our brand in accordance with the smart generation. We also decided to plunge our rounder-shaped logo into a warm, bluish colour. This communicates the way we are inspired by human stories and adds a human touch to our distinctive four-letter name.

The new Beko logo:

- It's composed of a memorable logotype for our prominent name.
- The stripe in the logo signals the importance of change in Beko, the evolution, and the dynamism of the brand.
- The warmer blue colour and the typography create an energetic, more human and youthful feature for effective application on products, in stores, and in all communication media.

Our new logo is one of three main elements of Beko's new corporate design. The other two are colour and typography. The consistent use of these three elements is absolutely vital to ensuring a strong and identifiable Beko brand. On the following pages we'll introduce these elements in detail and present rules and guidelines on how to use them.

