Fresh look, same great quality: we proudly present our new logo!



ARCTICs company logo is adapted to the spirit of the time and now represents a modern, reduced look. The constant further development of our products and new product innovations have always been important components of our corporate philosophy – and this should be reflected in our brand identity.





Straight and strong in signal: The redesigned company logo represents familiar values in a new design

The new, straight design is in its entirety reduced, but is thereby gaining a much stronger significance and becoming extremely versatile. The color blue which represents ARCTIC already for some time now, is brought into focus for the first time and underlines the word mark. The characteristic letter "A" can be interpreted as an iceberg and stands even without the brand name for itself. The wave from the old logo is repeated here in a modified form, inspired by the swing of ARCTICs popular fans.



The new brand label in the creation process







On Friday, January 13th, ARCTIC presents the new Brand Logo to a broad audience for the first time – at the gaming-festival <u>Dreamhack</u> in Leipzig.

## 15 Years of Expertise

ARCTIC does not only play in the top league of the cooling specialists ever since, ARCTIC initiated the trend towards quiet cooling systems for desktop PCs and left a distinct mark. In 2001 the Swiss engineer and company founder Magnus Huber has determined to fight against loud computers – today, the still privately-owned company with locations in Germany, Hong Kong and the USA offers one of the world's largerst ranges of CPU and GPU coolers. Maximum compatibility, first-class performance and lowest volume convince enthusiasts in over 45 countries around the globe. With the competence of an unique expert knowledge from 15 years of (pc) noise minimization ARCTIC is building out its portfolio through high-quality sound products and office equipment.

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