

Bowers & Wilkins

# Px8 S2 McLaren Edition Marketing Toolkit

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01

# Logo Guidelines & Copyright

## Logo Lockup

A joint Bowers & Wilkins | McLaren logo lockup has been created for use on assets related to the partnership. No other logos or lockup versions can be used, and the guidelines here should be adhered to.

NOTE: If the placement of the logo means the lockup will be smaller than the minimum size specified, the logos should be used separately, see the following pages for guidance.

[The logo can be downloaded from the Hub here.](#)



### Colour

The logo should be black or white only. It should always be one colour and it should contrast with the background.

### Size

The minimum width for the full logo lockup is 100mm or 300px for digital applications.



### Clear space

The logo needs a dedicated area of clear space to keep it legible. To stop anything from interfering with this space, we follow a simple rule: the surrounding space is equal to that of the 'B' in Bowers & Wilkins.

## McLaren Logo

The McLaren logo acts as a visual ident to represent the brand. It consists of the McLaren name and the Speedmark symbol in a fixed lockup and should only be used in relation to the Px8 S2 McLaren Edition product.



### Colour

The logo should be black or white only. It should always be one colour and it should contrast with the background.

### Size

The minimum width for the logo is 53mm or 150px for digital applications.



### Clear space

The logo needs a dedicated area of clear space to keep it legible. To stop anything from interfering with this space, we follow a simple rule: the surrounding space is equal to that of the 'n' in McLaren.

## Copyright and Trademark Notices

The full legal notice shown here MUST be included on print and digital materials displaying the Px8 S2 McLaren Edition headphones or using the McLaren logo.

### **Full copyright legal notice:**

Manufactured under license from McLaren Automotive Limited.  
The McLaren name and logo are registered trademarks of McLaren.

# 02 Asset Usage Guidelines: Lando Norris and Oscar Piastri

Due to the sensitivity of this partnership, usage of the McLaren Driver imagery and assets must be protected to ensure they are never used in a way that could lead to the McLaren Brand terminating the contract.

Please read the following pages before using any McLaren Driver assets. If you are ever in doubt, contact the Brand or Partnerships team directly. See page 11 for the Request, Question and Approval process.

Anyone handling approved McLaren Driver assets is responsible for ensuring the usage adheres to the contractual guidelines. The relationship holder (or the individual who provided the assets) is also responsible for any misuse of McLaren Driver campaign assets by a third party. Any usage that contravenes the guidelines will result in disciplinary action.

- Only pre-approved creative assets (supplied in the global toolkit) can be used as part of the partnership.
- McLaren Driver assets can be re-sized, but regions must seek approval for any changes to creative.
- Unapproved alterations to any McLaren Driver asset are a breach of contract.
- Any alteration of approved assets requires approval by the Brand team, Partnerships team and McLaren brand team and must include a valid business case. See page 11 for the Request, Question and Approval process.
- Although we can provide co-brand executions, the license is strictly non-transferable and rights cannot be passed to a third-party dealer or retailer to run their own programs. See page 14 for Co-Branding Guidelines.
- No licensed products.

Approved McLaren Driver campaign assets are available via the Hub for internal staff only. All asset downloads will be monitored.

We should supply partners with finished assets where possible. If assets need to be resized, this can be done externally but only via trusted agencies, distributors and dealers.

It is your responsibility to check and approve all resizing work done externally to ensure it complies with the toolkit guidelines. If in doubt, please see page 11 for the Request, Question and Approval process.

Any individual sharing McLaren Driver assets with third parties is solely responsible for their usage.

A specific process has been created to ensure guidelines are adhered to and to help manage creative requests, questions and approvals. Please submit any asset requests within a reasonable time frame as the additional checks and approvals for assets will take longer than usual SLA timings.

To make a request, ask a question or seek approval, please email the applicable region below:

**Americas** — [NA.DBKP.Requests@soundunited.com](mailto:NA.DBKP.Requests@soundunited.com)

**EMEA** — [EMEA.DBKP.Requests@soundunited.com](mailto:EMEA.DBKP.Requests@soundunited.com)

**APAC** — [APAC.DBKP.Requests@soundunited.com](mailto:APAC.DBKP.Requests@soundunited.com)

**Requests** — To ensure your request is dealt with efficiently, provide as much information as possible:

- Creative requirements (dimensions, copy/image preference, dealer logos, file types required, etc.)
- Deadline (please allow additional time for new creative requests)
- Physical examples of where the creative will be used (e.g. a dealer flyer or website)
- Business case for asset usage

Once received, the request will be reviewed, and the asset will be created and provided, or a ticket will be raised to Creative Services for design support. You will be notified of the progress.

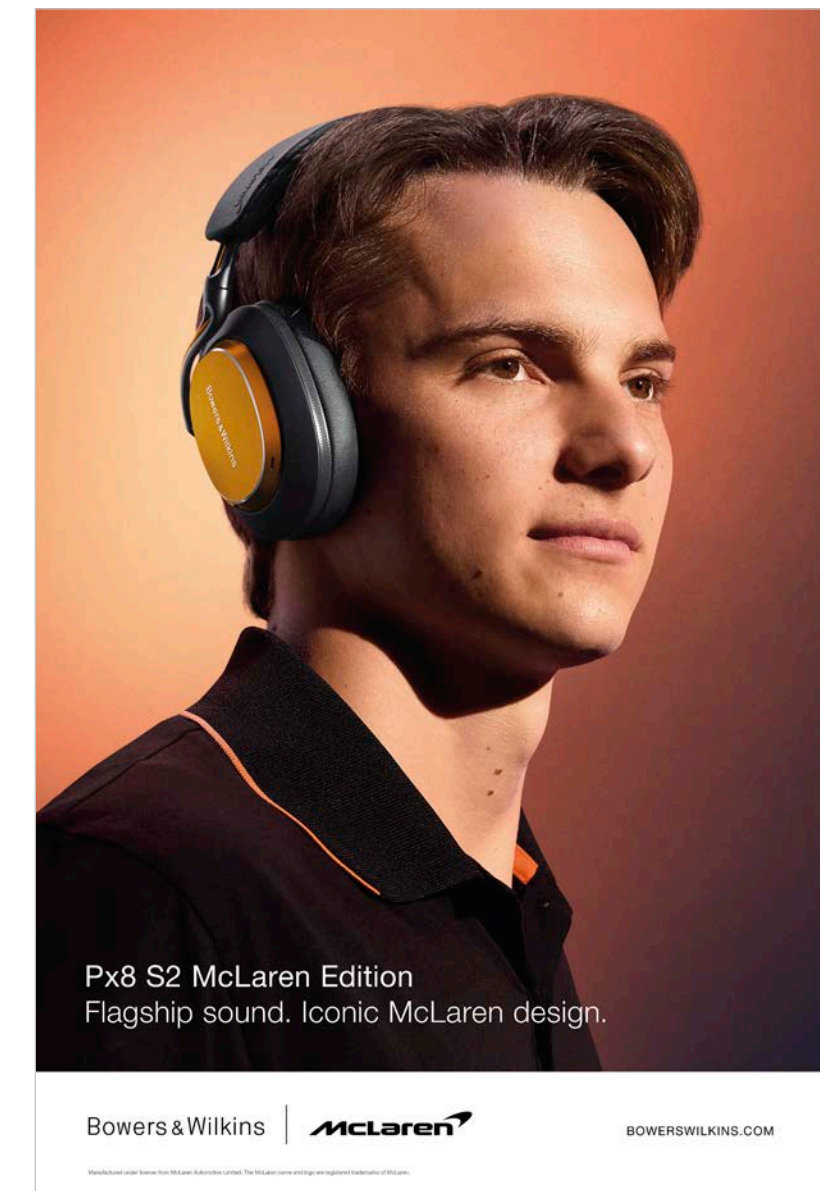
**Questions and Approval** — Email your regional address above and you will receive a response as soon as possible. Please allow five working days for approvals.

# Design Guidance

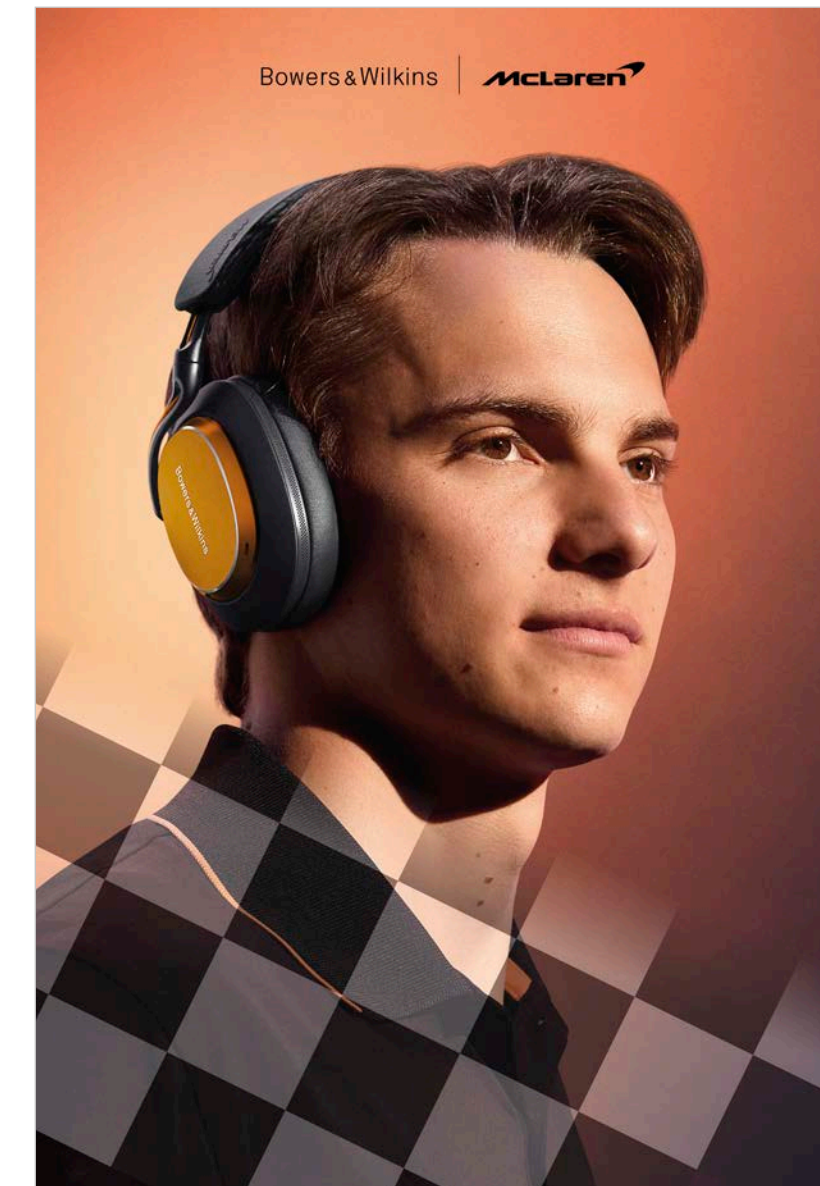
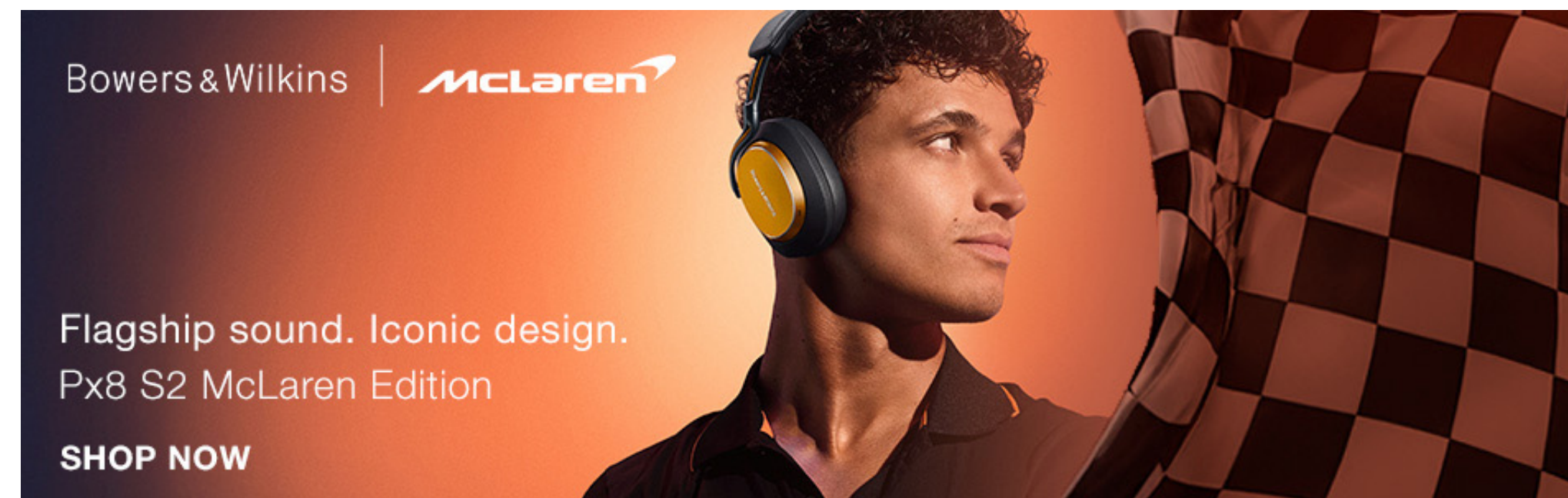
To ensure creative is approved quickly, please follow these rules:

- Only use approved toolkit designs and copy. If new creative is required, use the existing toolkit assets to guide your layout and design.
- Copy and images can be swapped out with other versions as long as they are taken directly from this toolkit.
- NEVER place logos or additional information over the imagery.
- DO NOT add any new visual elements to the design besides the co-branded dealer logo (where applicable).
- NEVER use McLaren car photography that has not been approved or provided as part of this toolkit.
- DO NOT move or remove the Bowers & Wilkins logo from any of the assets.
- NEVER redraw, adjust, or modify the McLaren logo under any circumstances.

Examples of new creative that WOULD get approval



Examples of new creative that WOULD NOT get approval



03

# Co-Branding Guidelines

Co-branding is permitted, but it must be done within the official creative templates.

Co-branded designs have been added to the following assets on the Hub:

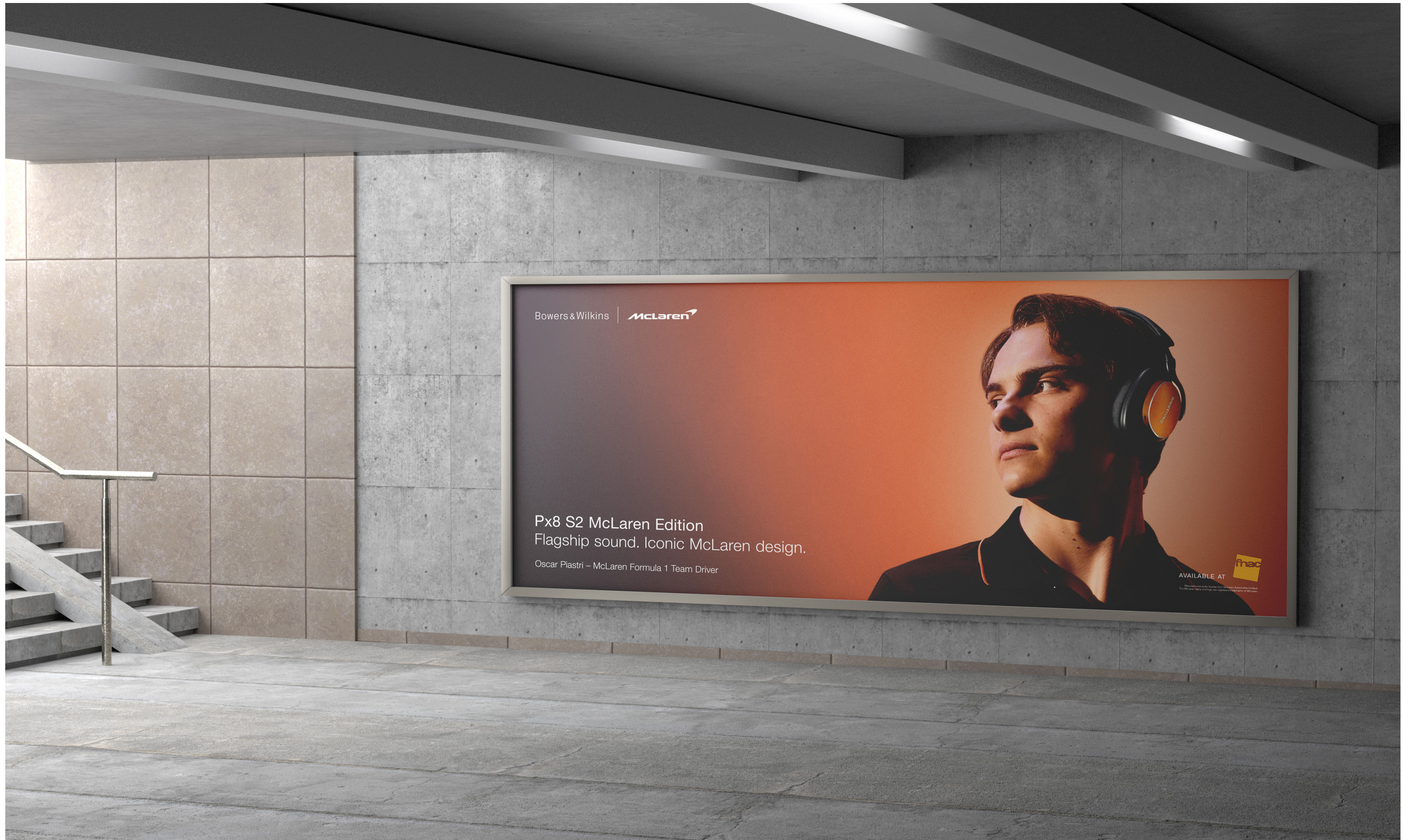
- Single and Double-page Print Adverts
- 6 and 48 Sheet OOH Adverts
- Digital Banner Adverts
- Hanging Banners

Bowers & Wilkins must always remain as the lead partner and maintain principal control and responsibility as the primary sponsor/administrator of the partnership and all related assets.

Where possible, co-branded logos should be at least 30% smaller than the Bowers & Wilkins logo.

If there is a strong business rationale, other executions may be considered on a case-by-case basis but will need to be reviewed and require full prior approval by Brand, Partnerships and McLaren Brand teams. See page 11 for the Request, Question and Approval process.

The following pages show examples of the co-branded assets.



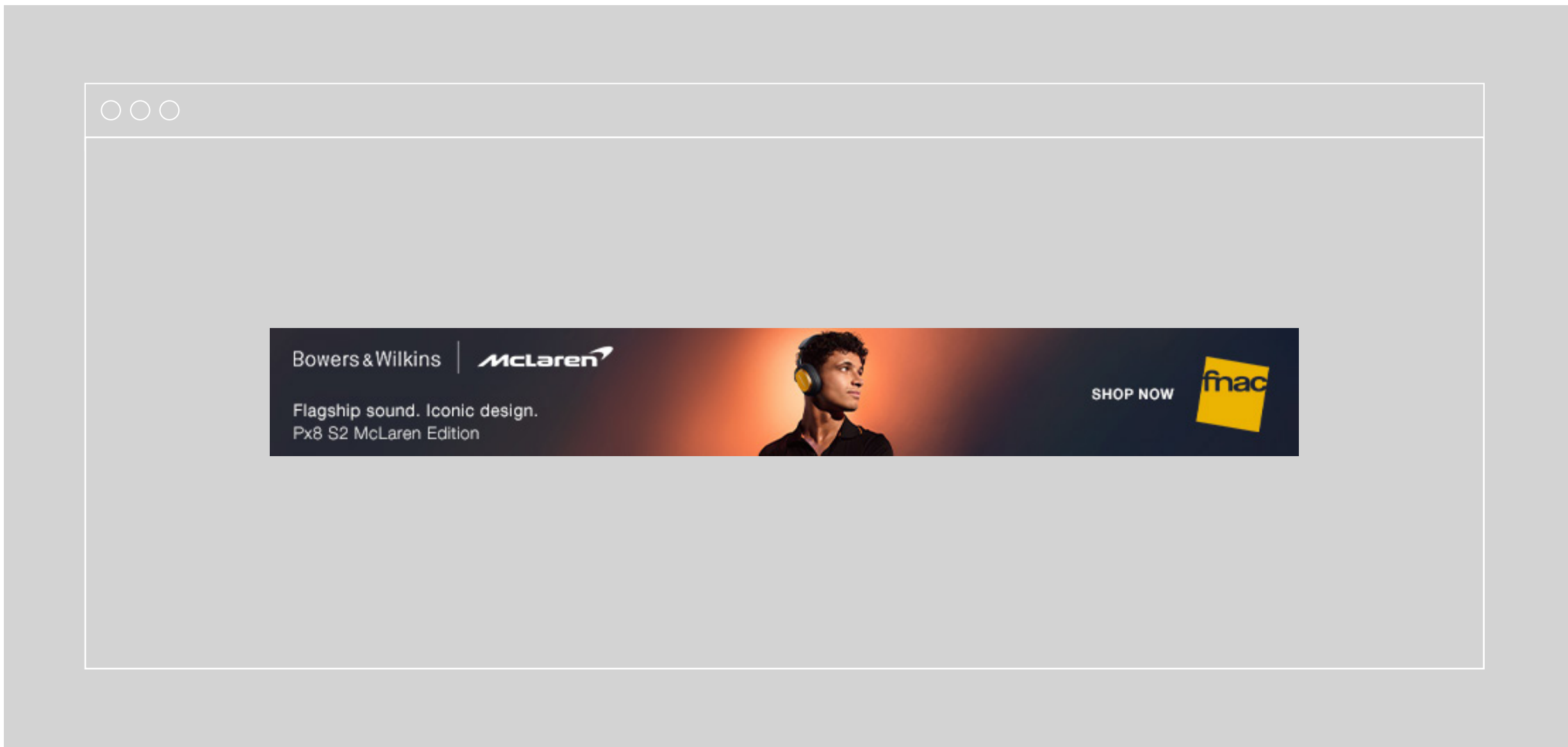


Px8 S2 McLaren Edition  
Flagship sound. Iconic McLaren design.  
Lando Norris - McLaren Formula 1 Team Driver

Bowers & Wilkins | McLaren

AVAILABLE AT   
Manufactured under license from McLaren Automotive Limited.  
The McLaren name and logo are registered trademarks of McLaren.





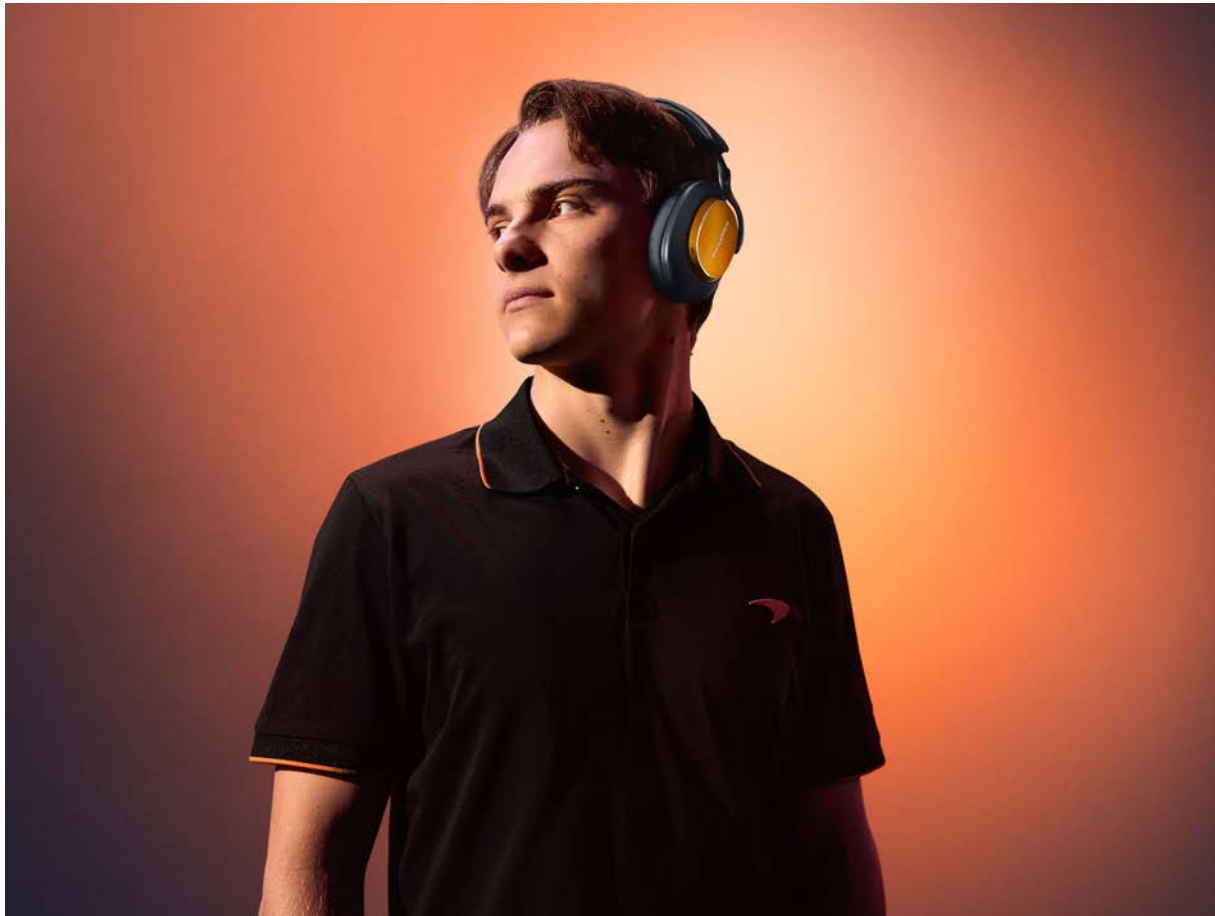
04

# Image Assets

# McLaren F1 Driver Imagery: Lando Norris and Oscar Piastri

Imagery: Lando Norris  
and Oscar Piastri

A selection of images showcasing  
the McLaren F1 Team drivers using  
the Px8 S2 McLaren Edition is  
available by request only.



# Product Imagery: Beauty

# Product Imagery: Beauty

The Px8 S2 McLaren Edition beauty imagery showcases the headphones in tonal worlds corresponding to the beautiful finishes. Soft, diffused lighting has been used to create a high-end look and feel.

Images are also available in 16:9, 9:16, 4:5 and 1:1 crops for use on social media channels.

[Imagery can be downloaded from the Hub here.](#)



# Product Imagery: ID

Product Imagery: ID

[Imagery can be downloaded from the Hub here.](#)



05

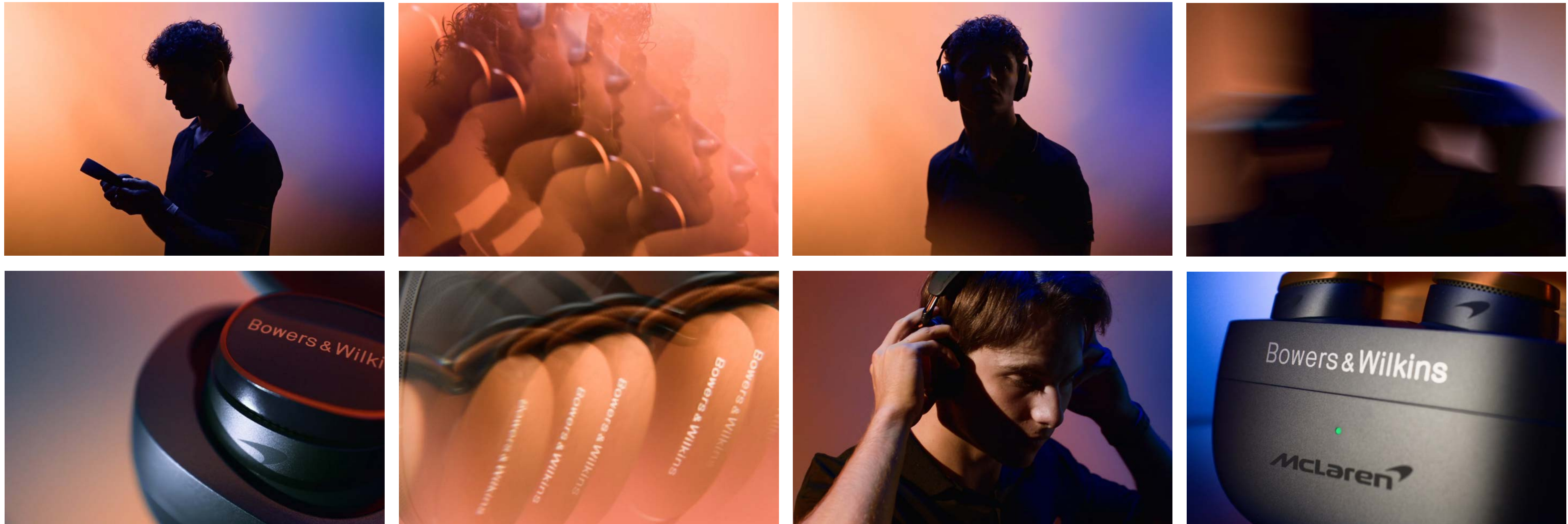
# Video Assets

# McLaren F1 Driver Video: Lando Norris and Oscar Piastri

Video: Lando Norris and Oscar Piastri

The master video is 30 seconds long and showcases both Px8 S2 McLaren Edition and Pi8 McLaren Edition. Additional shorter 15-second and 6-second edits for Px8 S2 McLaren Edition are available for social media use.

All videos are available in 16:9, 9:16 and 1:1 crops.



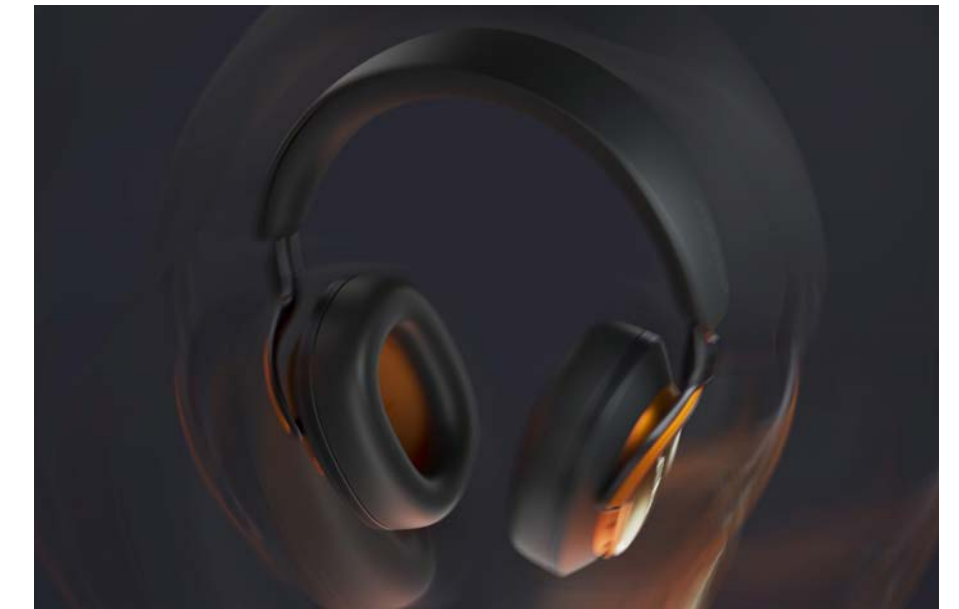
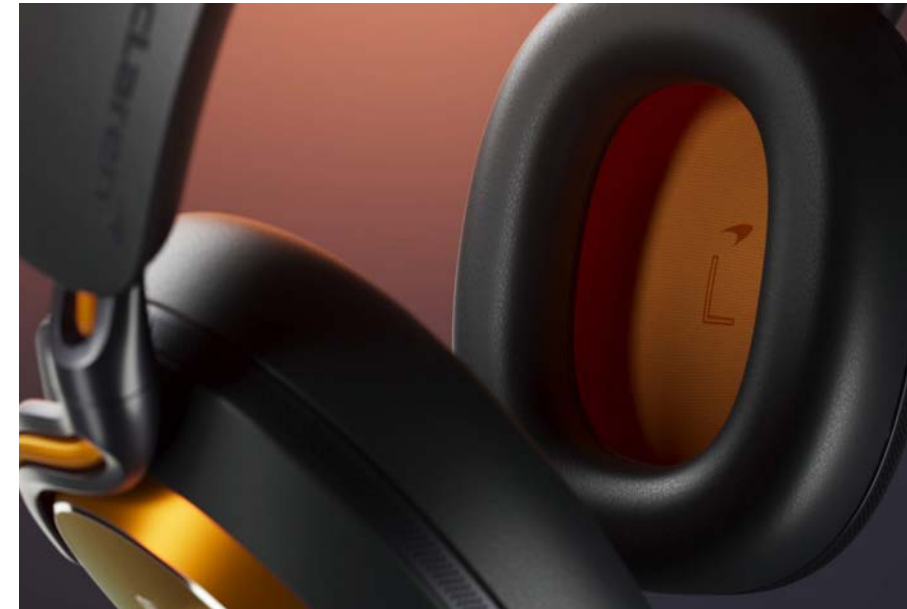
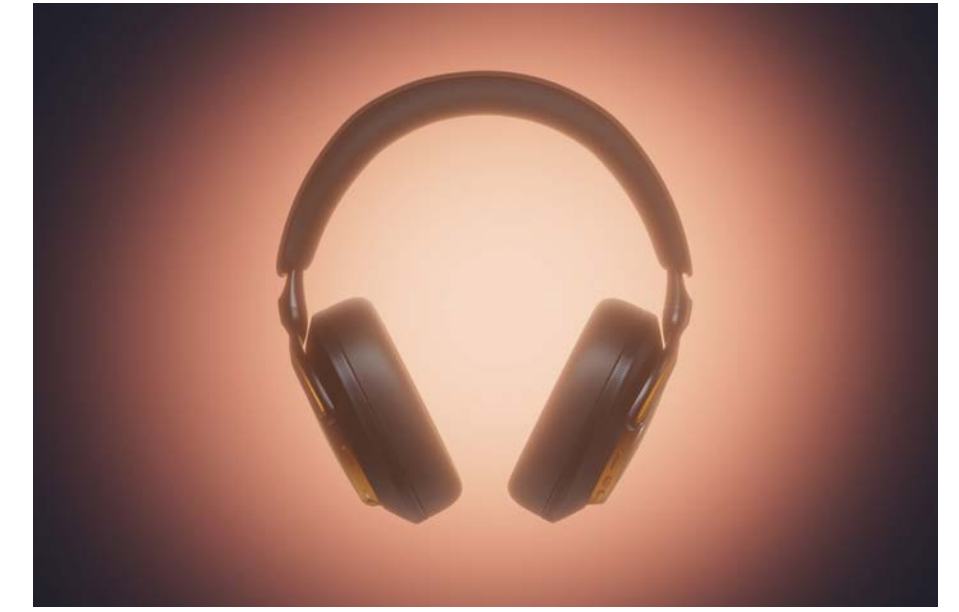
# Video: Beauty

## Video: Beauty

The master video is 30 seconds long, with additional shorter 15 second and 6-second edits for social media use.

All videos are available in 16:9, 9:16 and 1:1 crops.

[Videos can be downloaded from the Hub here.](#)



06

# Copy Assets

The copy in this toolkit is divided into two types, each of which has a distinct function and, together, provides a 360° marketing toolkit: **Campaign Copy** and **Lifestyle Copy**. There is some overlap between the types, but please consider the use you are putting the copy to when selecting it.

### Campaign Copy

This is top-level, upper-funnel copy, created to be used in areas such as lifestyle advertising, presentations and other communications. It speaks to the benefits of these headphones on an emotional level – what the Px8 S2 McLaren Edition bring to the user, not the technology that allows them to perform to such a high level.

- Upper-funnel activity
- OOH advertising
- Lifestyle advertising
- 3rd-party websites

### Lifestyle Copy

This copy focuses on both the benefits of the headphones and the top-level technology points that will be of interest to potential customers. It avoids highly technical language and focuses instead on terminology that non-specialist potential customers will recognise – high-resolution sound rather than 24/192kHz processing.

- Mid-funnel and lower-funnel activity
- 3rd-party retailer websites (Amazon, etc.)
- A+ Content
- Point of Sale in non-specialist environments (InMotion, etc.)

Flagship sound. Iconic McLaren design.

# Campaign Copy

**Long**

**306 characters | 45 words**

The Px8 S2 McLaren Edition is the newest expression of the partnership between Bowers & Wilkins and McLaren Automotive and McLaren Racing. It fuses the exceptional wireless sound and luxurious materials synonymous with Bowers & Wilkins' flagship over-ear headphones with a bold new McLaren-inspired design.

**Medium**

**178 characters | 24 words**

Evolving the relationship between Bowers & Wilkins and McLaren, the Px8 S2 McLaren Edition headphones fuse exceptional sound and luxurious materials with McLaren-inspired design.

**Short**

**99 characters | 13 words**

Px8 S2 McLaren Edition fuse exceptional sound and luxurious materials with McLaren-inspired design.

# Lifestyle Copy

### **McLaren inspired**

**292 characters | 45 words**

The Px8 S2 McLaren Edition features all-new design details that reference McLaren's iconic performance and sporting heritage. Inspired by the iconic colour of founder Bruce McLaren's early racing cars, this distinctive Papaya finish is still used on McLaren's Formula 1 Team cars to this day.

### **Design highlights**

**190 characters | 28 words**

Anthracite Grey Nappa leather across every primary surface and metallic Papaya-coloured earcups assert a bold new elegance while the embossed McLaren logo on the headband completes the look.

### **Audio partners**

**237 characters | 36 words**

The relationship is built on firm technical foundations, something that has already been recognised with three iF DESIGN awards for the performance audio system integrations of Bowers & Wilkins into the McLaren Speedtail, GT, and Artura.

### Ultimate sound quality

#### Medium

**364 characters | 51 words**

Px8 S2 McLaren Edition is engineered to deliver our ultimate headphone sound quality, ensuring you hear every detail in your music with precision and clarity. By combining custom-designed drive units with powerful digital processing, Px8 S2 McLaren Edition offers unrivalled audio performance. When paired with high-resolution music, the results are unforgettable.

#### Short

**256 characters | 36 words**

Combining custom-designed drive units with powerful digital processing for a truly focused and engaging listening experience, Px8 S2 McLaren Edition offers unrivalled audio performance. The result is a headphone that delivers our best sound quality ever.

### Exceptional sound, wirelessly

#### Medium

**307 characters | 44 words**

Whether you are listening to music, watching movies or playing games, Px8 S2 McLaren Edition makes it sound exceptional thanks to aptX™ Lossless and aptX™ Adaptive. These latest high-resolution capable wireless audio technologies allow Px8 S2 McLaren Edition to adjust dynamically to optimise performance.

#### Short

**196 characters | 28 words**

With aptX™ Lossless and aptX™ Adaptive support, Px8 S2 McLaren Edition finds the optimum connection between your headphones and music source to deliver the best listening experience imaginable.

### More music, less noise

#### Medium

**307 characters | 43 words**

Block out the world and enjoy the ultimate, focused listening experience. Eight precisely positioned microphones and our proprietary active noise cancellation technology enable Px8 S2 McLaren Edition to shut out unwanted sounds, while retaining your music's dynamics and energy – even in noisy environments.

#### Short

**189 characters | 27 words**

A total of eight microphones in Px8 S2 McLaren Edition ensures outstanding noise cancellation. This shuts out unwanted intrusions without harming your favourite music's dynamics and energy.

### Crystal-clear calls

#### Medium

**195 characters | 27 words**

Px8 S2 McLaren Edition uses precisely positioned microphones and next-generation voice technology to ensure crystal-clear call quality. Don't miss a thing – find your focus in every conversation.

#### Short

**135 characters | 17 words**

Px8 S2 McLaren Edition uses precisely positioned microphones and next-generation voice technology to ensure crystal-clear call quality.

### Premium design, perfect fit

#### Medium

**304 characters | 46 words**

Px8 S2 McLaren Edition is a joy to wear all day long, offering comfortable, luxurious listening thanks to memory foam earpads that perfectly cushion your ears in fine Nappa leather. The sleeker headphone silhouette features slimmer earcups connected by aluminium arms with exposed Papaya cable detailing.

#### Short

**164 characters | 24 words**

Px8 S2 McLaren Edition has been crafted with aluminium arms and fine Nappa leather detailing for comfortable, extended listening from a sleek headphone silhouette.

### Direct streaming, complete control

#### Medium

**369 characters | 56 words**

Enjoy all your music effortlessly with the Bowers & Wilkins Music app. Integrate your favourite streaming platforms, receive personalised recommendations that help you discover future classics, launch your phone's voice assistant and select the type of noise cancellation. And now, with a new five-band EQ, tailoring your music to your taste is more precise than ever.

#### Short

**174 characters | 30 words**

Use the Bowers & Wilkins Music app to fine-tune Px8 S2 McLaren Edition to your tastes, discover your next favourite album and select the type of noise cancellation you need.

07

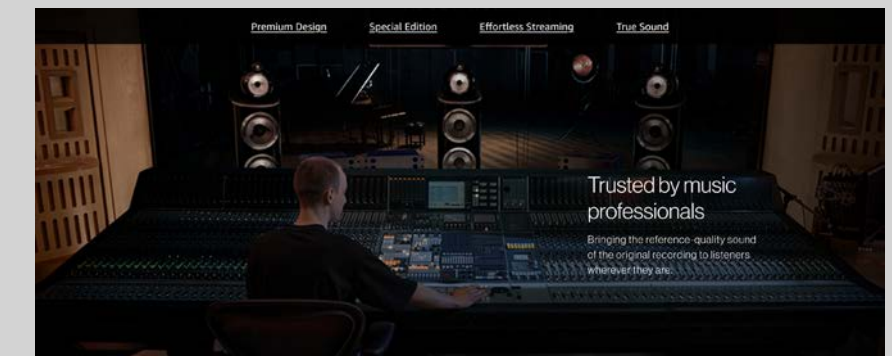
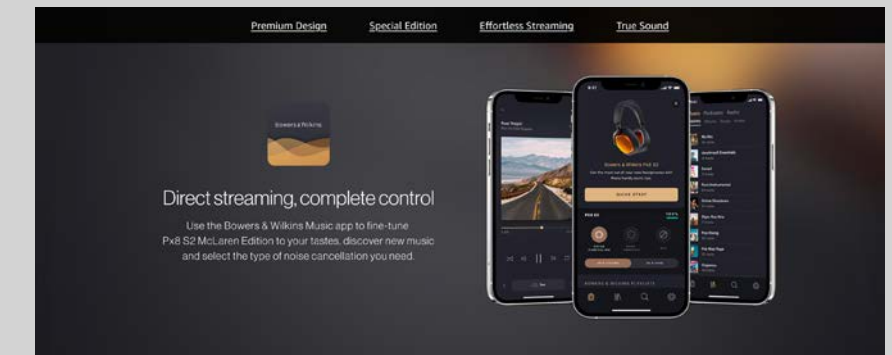
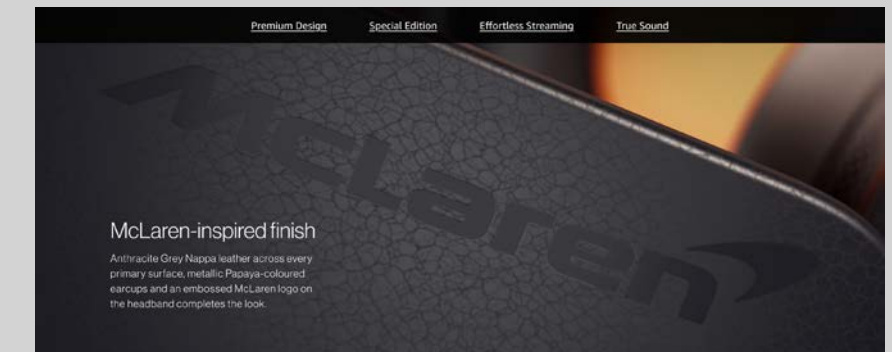
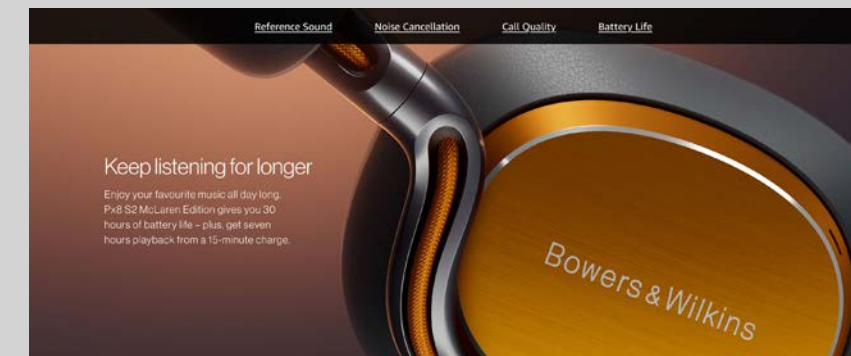
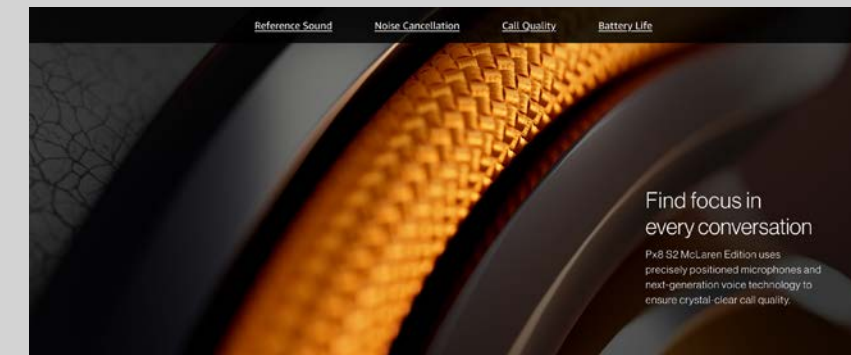
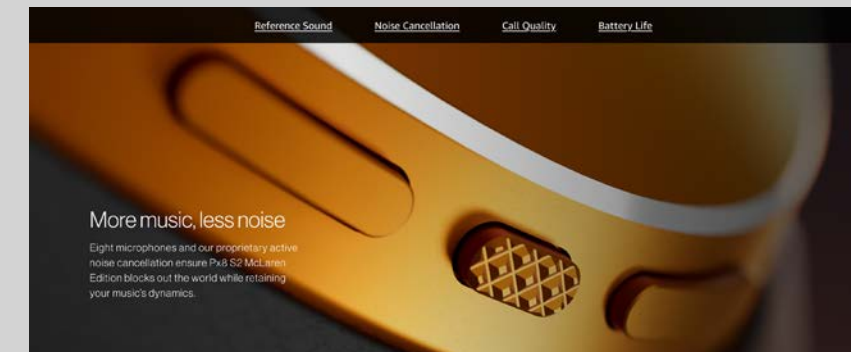
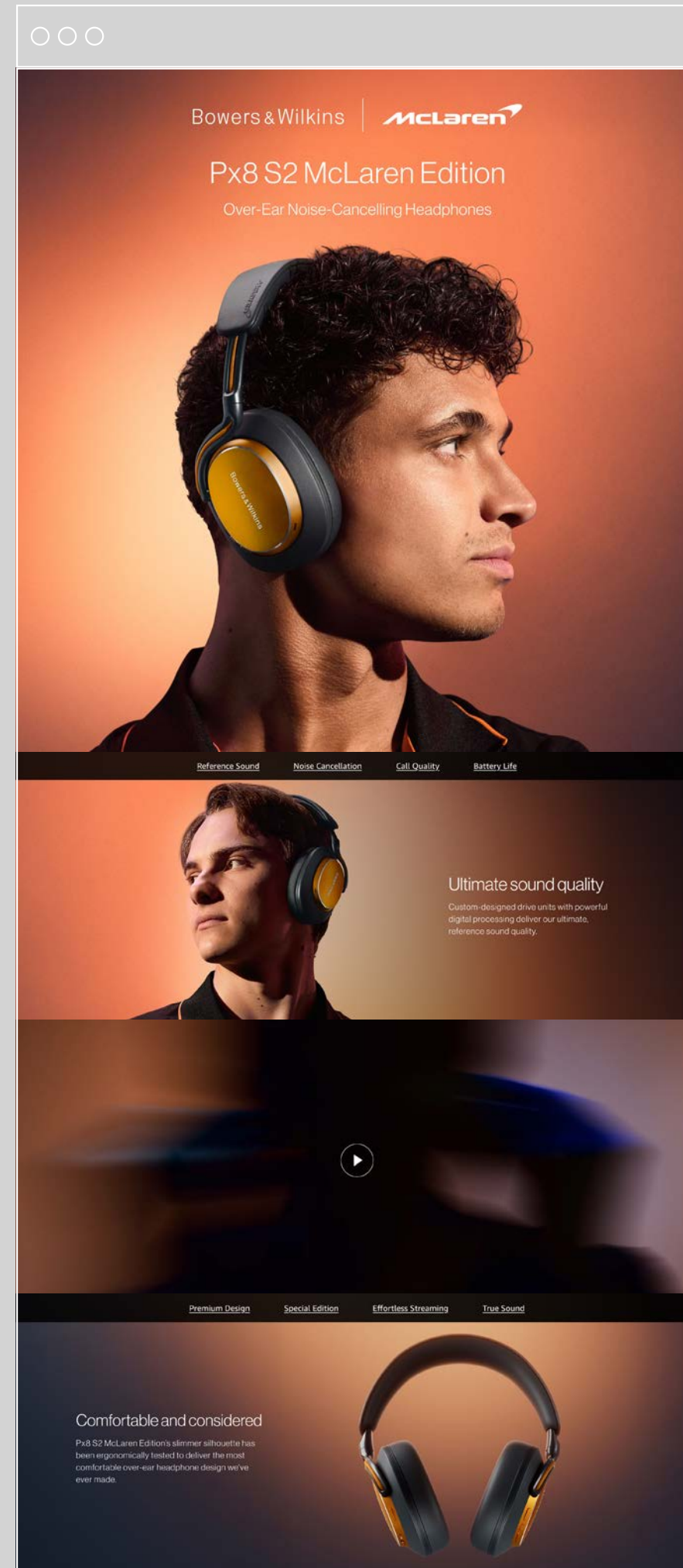
# Digital Assets

# Premium A+ Page

# Premium A+ Content

The premium content designs reflect the overall visual language of the campaign for Px8 S2 McLaren Edition. Desktop and Mobile designs are available.

Fonts for A+ and Text Overlay artwork can be downloaded from Adobe Font.

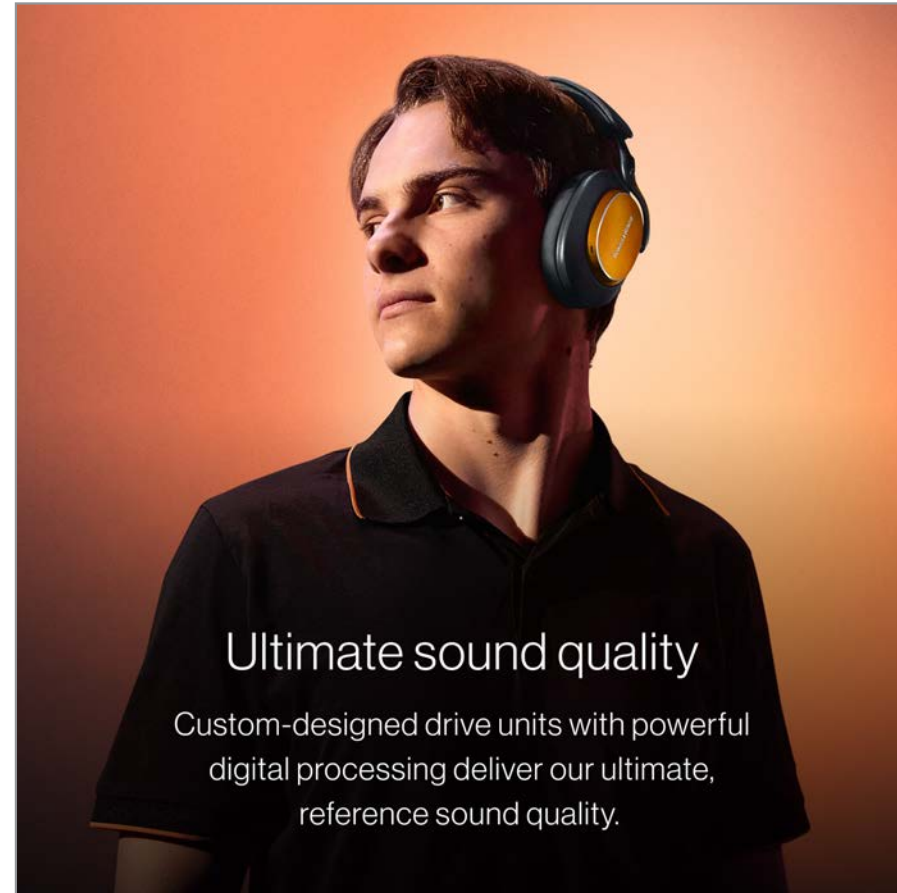


# Text Overlays

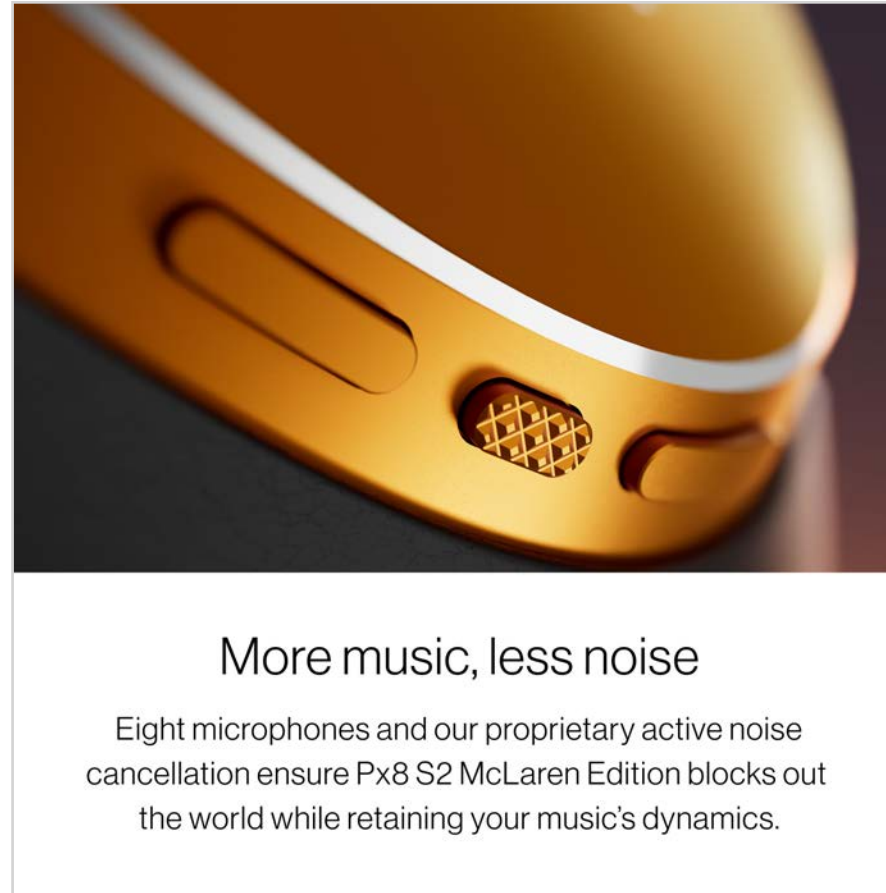
## Text Overlays

Text overlay designs can be used to highlight the key features and technologies of the Px8 S2 McLaren Edition as well as their visual design characteristics with accompanying imagery.

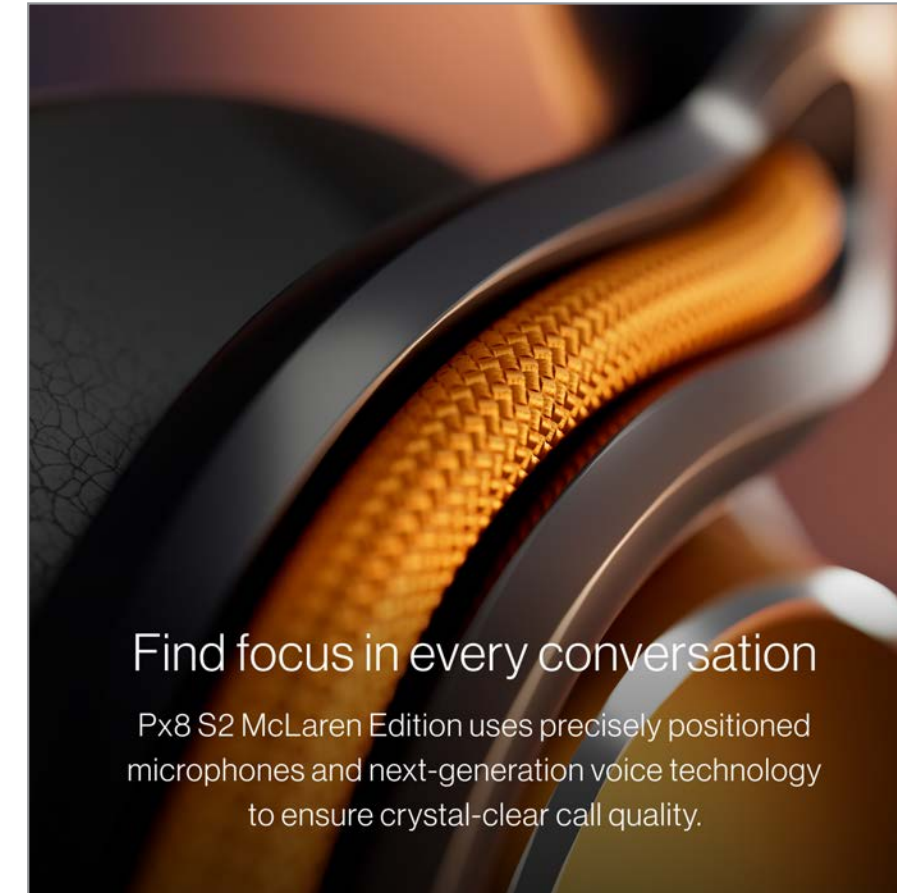
Fonts for A+ and Text Overlay artwork can be downloaded from Adobe Font.



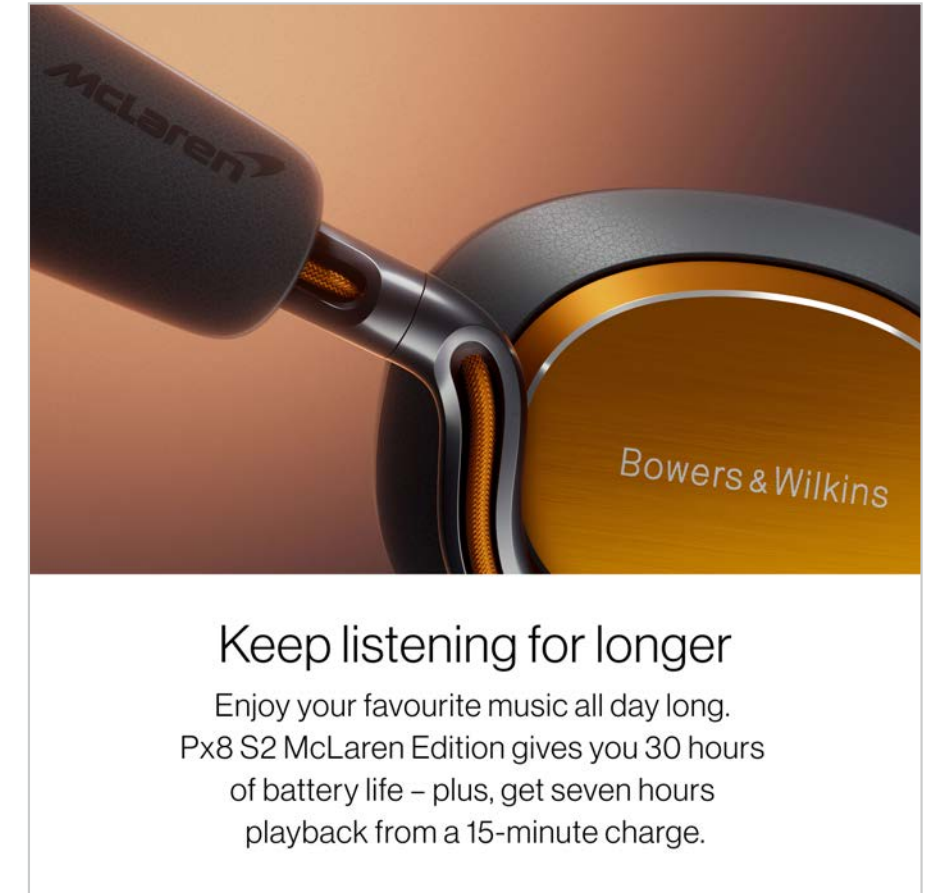
**Ultimate sound quality**  
Custom-designed drive units with powerful digital processing deliver our ultimate, reference sound quality.



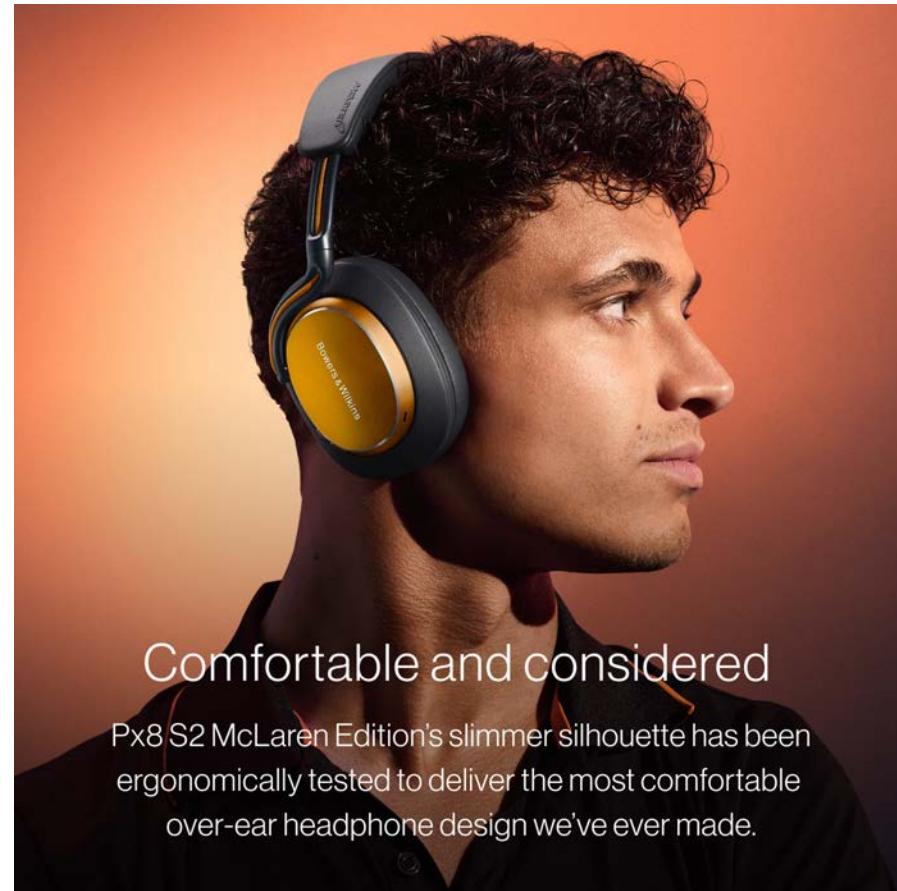
**More music, less noise**  
Eight microphones and our proprietary active noise cancellation ensure Px8 S2 McLaren Edition blocks out the world while retaining your music's dynamics.



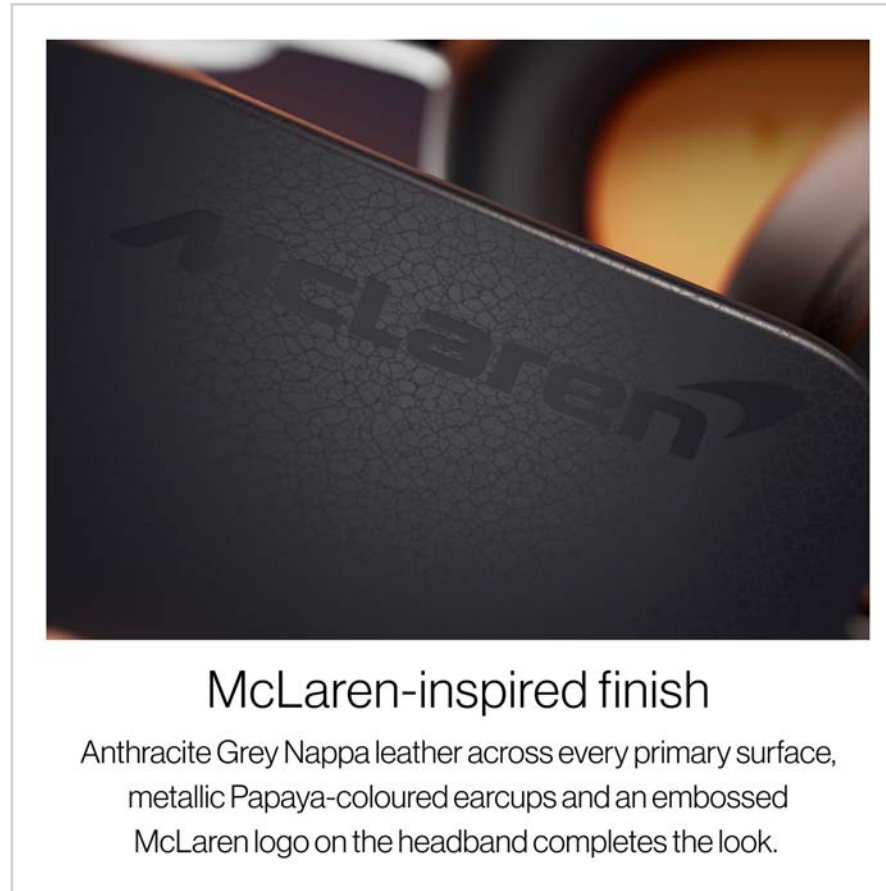
**Find focus in every conversation**  
Px8 S2 McLaren Edition uses precisely positioned microphones and next-generation voice technology to ensure crystal-clear call quality.



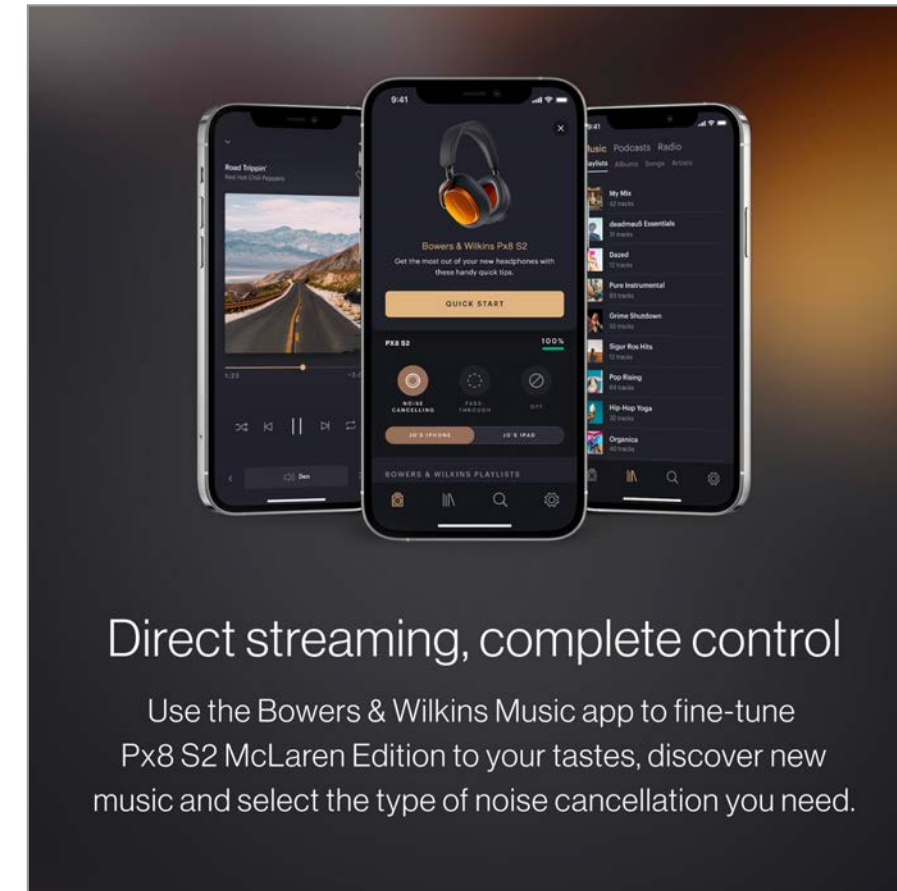
**Keep listening for longer**  
Enjoy your favourite music all day long. Px8 S2 McLaren Edition gives you 30 hours of battery life – plus, get seven hours playback from a 15-minute charge.



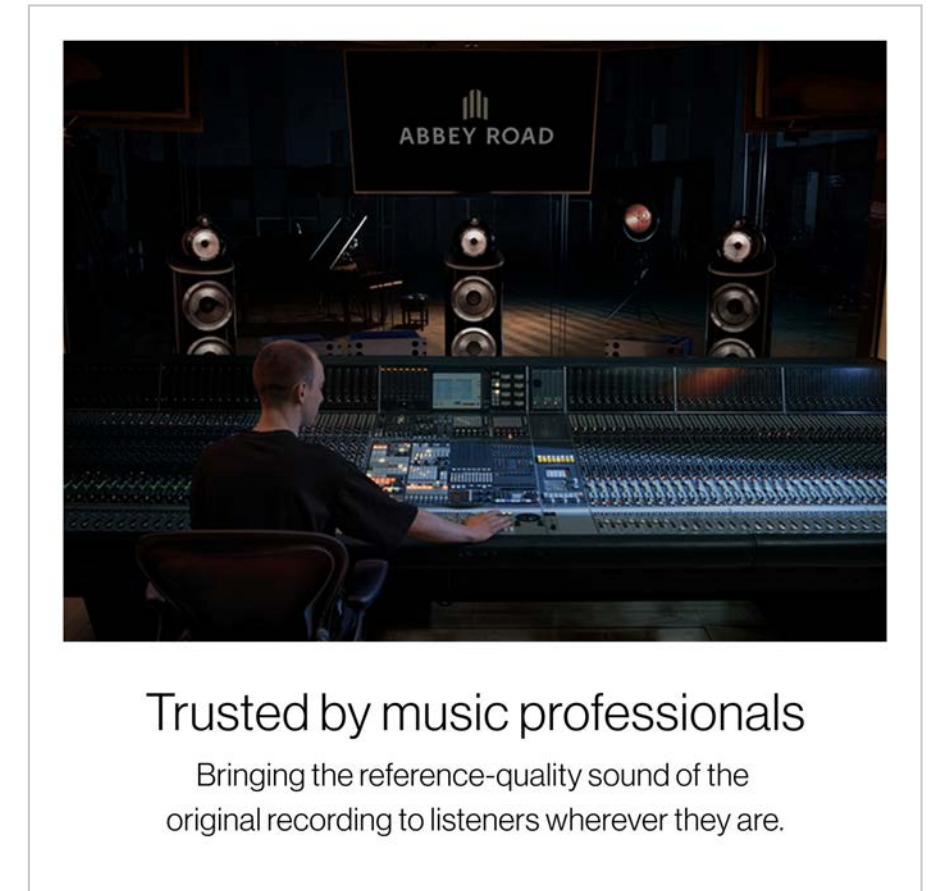
**Comfortable and considered**  
Px8 S2 McLaren Edition's slimmer silhouette has been ergonomically tested to deliver the most comfortable over-ear headphone design we've ever made.



**McLaren-inspired finish**  
Anthracite Grey Nappa leather across every primary surface, metallic Papaya-coloured earcups and an embossed McLaren logo on the headband completes the look.



**Direct streaming, complete control**  
Use the Bowers & Wilkins Music app to fine-tune Px8 S2 McLaren Edition to your tastes, discover new music and select the type of noise cancellation you need.



**Trusted by music professionals**  
Bringing the reference-quality sound of the original recording to listeners wherever they are.

# Digital Display Adverts

# Driver Digital Display Adverts: Lando Norris and Oscar Piastri

Imagery is the focal point, supported by the campaign headline and click-through call to action.



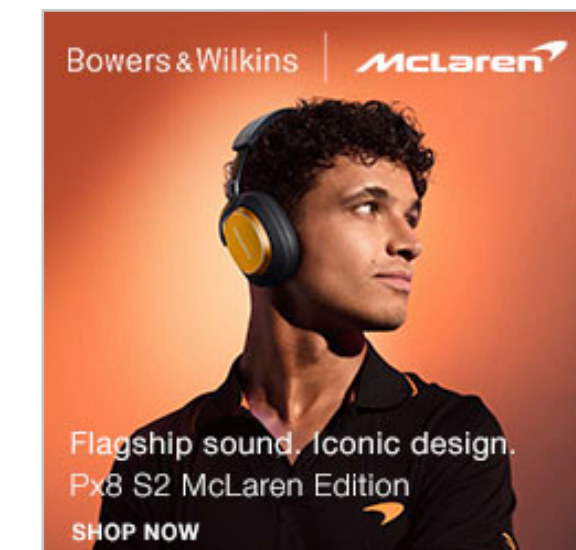
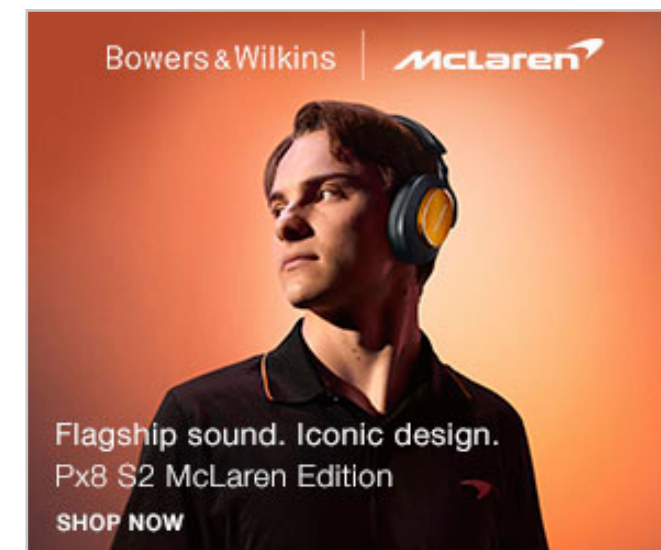
160 x 600px



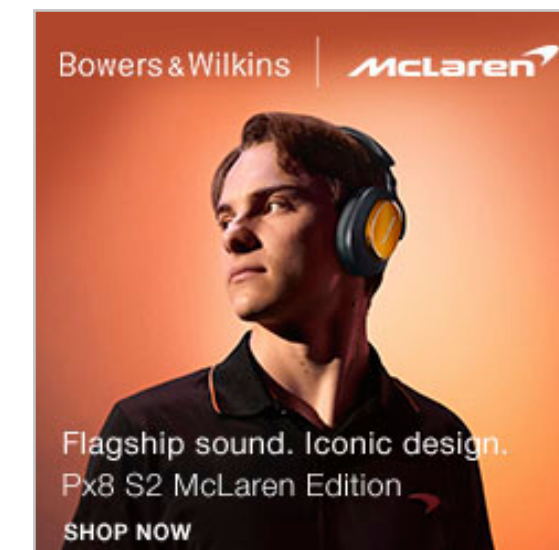
728 x 90px



300 x 250px



250 x 250px



# Digital Display Adverts: Beauty

The digital banners reflect the overall visual language of the Px8 S2 McLaren Edition campaign. A variety of options are available in various formats for image choice and cropping.

Imagery is the focal point, supported by the campaign headline and click-through call to action.

[Assets can be downloaded from the Hub here.](#)



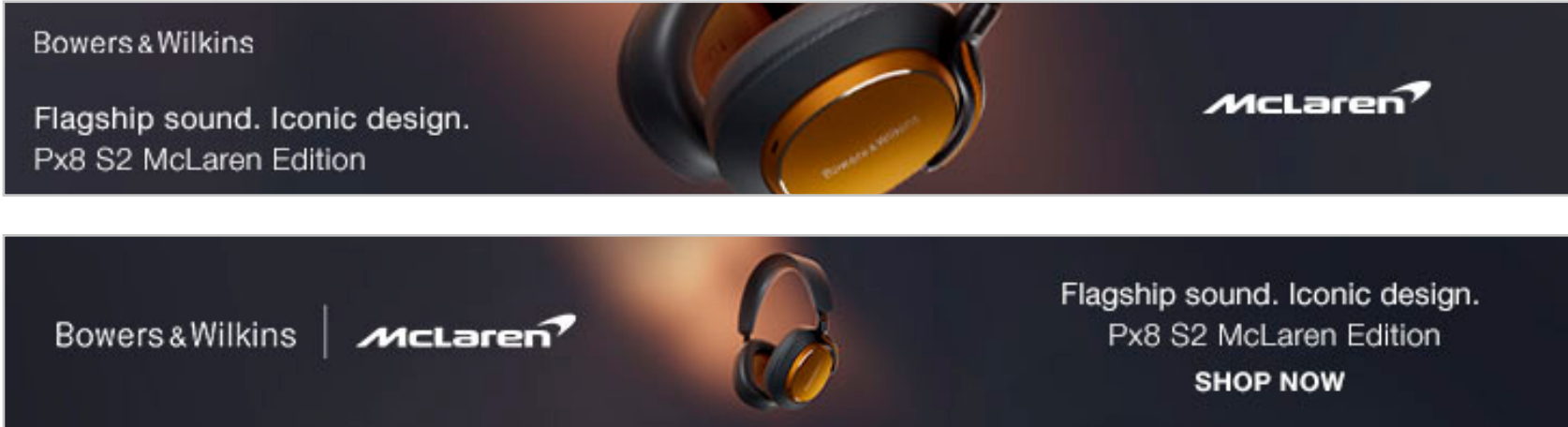
160 x 600px



250 x 250px



300 x 250px



728 x 90px

08

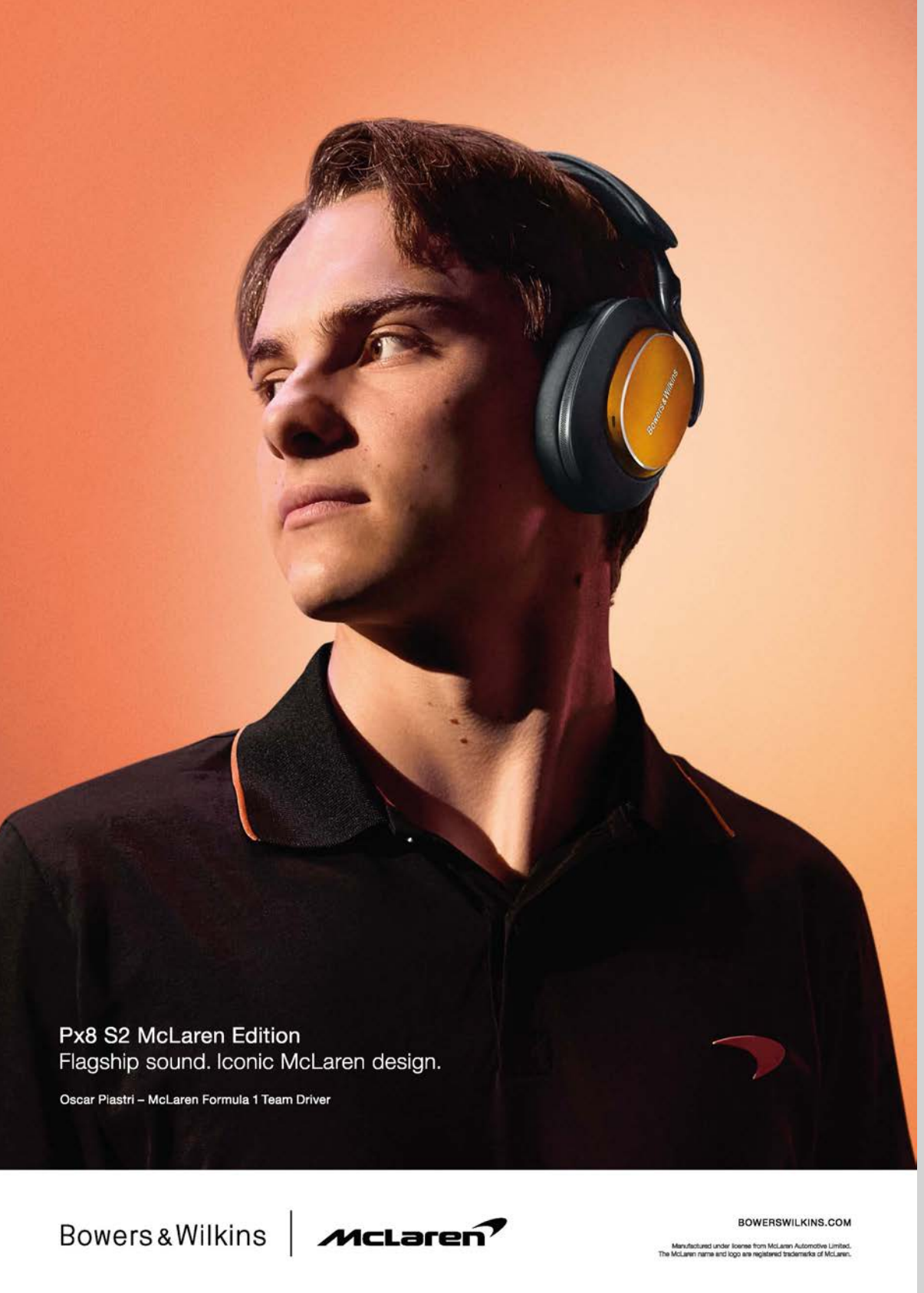
# Print Assets

# Single-Page Adverts

Single-Page Adverts:  
Lando Norris and Oscar Piastri

The print adverts reflect the overall visual language of the Px8 S2 McLaren Edition campaign and showcase the McLaren Driver images.

Imagery is the focal point, supported by the campaign headline and copy.



# Single-Page Adverts: Beauty

The print adverts reflect the overall visual language of the Px8 S2 McLaren Edition campaign.

Imagery is the focal point, supported by the campaign headline and copy.

[Assets can be downloaded from the Hub here.](#)



# Double-Page Adverts

# Double-Page Adverts: Lando Norris and Oscar Piastri

The print adverts reflect the overall visual language of the Px8 S2 McLaren Edition campaign and showcase the McLaren Driver images.

Imagery is the focal point, supported by the campaign headline and copy.

Note: Adjust image to account for binding gutter tolerances to ensure drivers and the product are not lost to the binding edge.

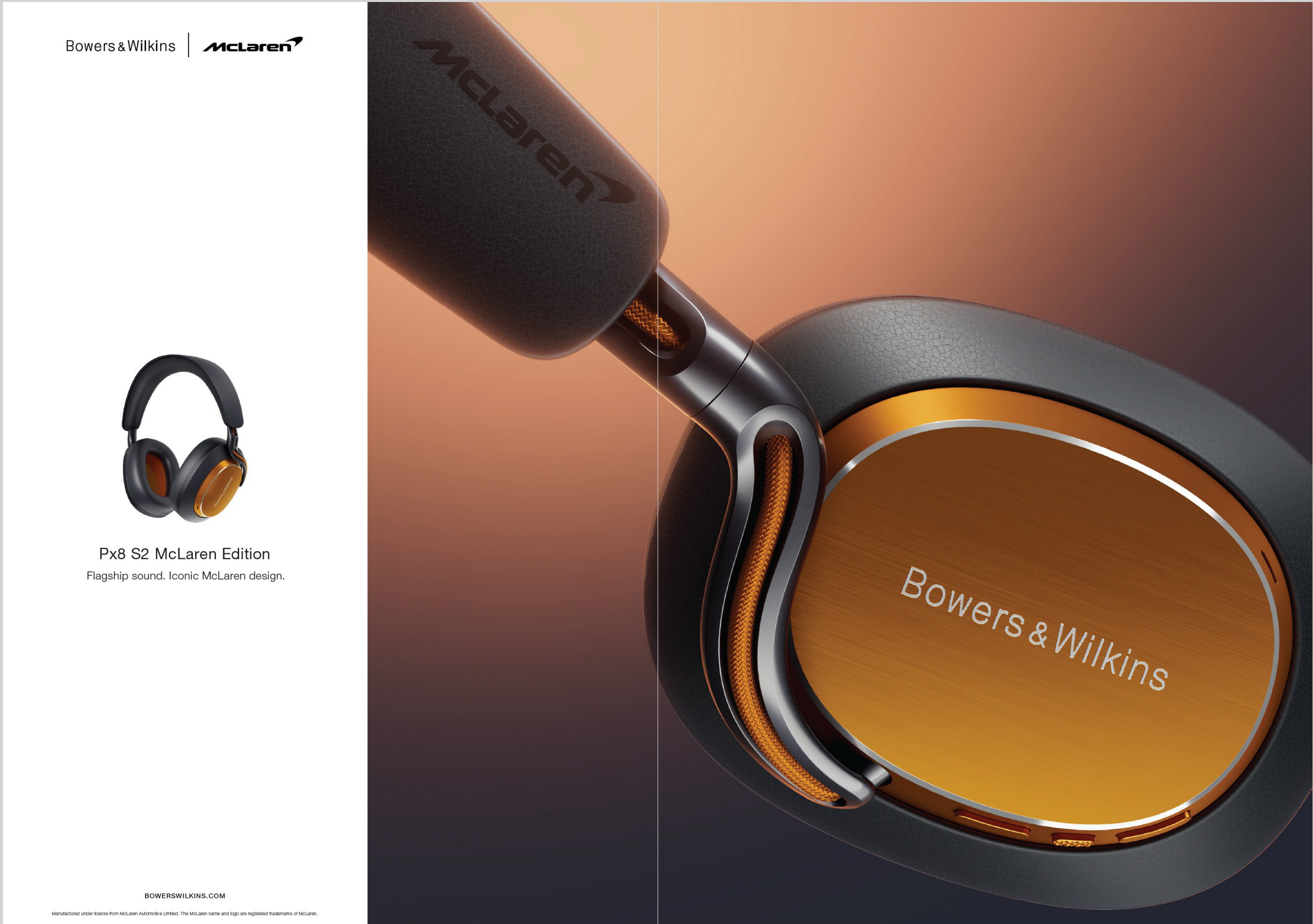


Double-Page Adverts:  
Beauty

The print adverts reflect the overall visual language of the Px8 S2 McLaren Edition campaign.

Imagery is the focal point, supported by the campaign headline and copy.

[Assets can be downloaded from the Hub here.](#)

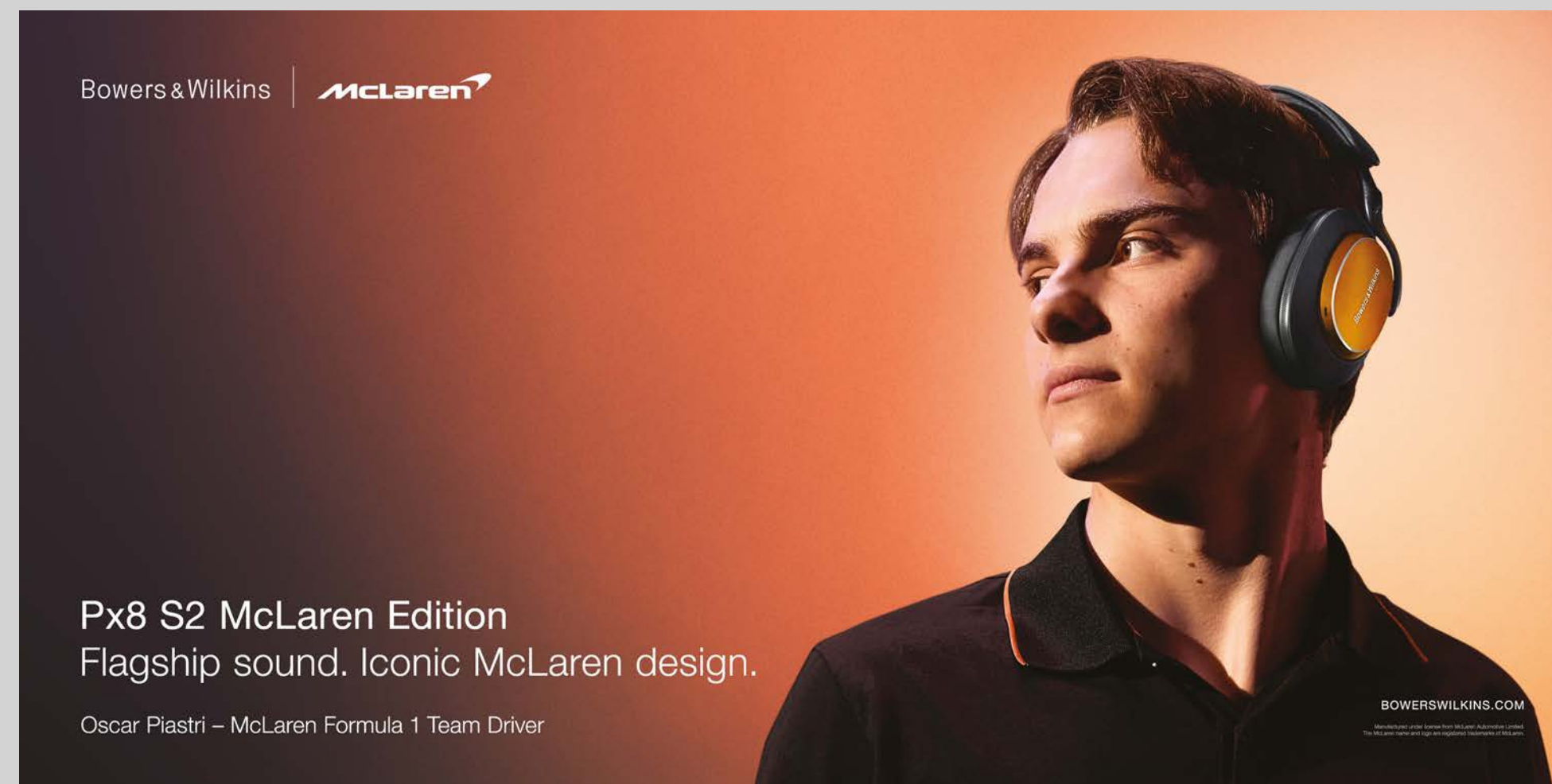
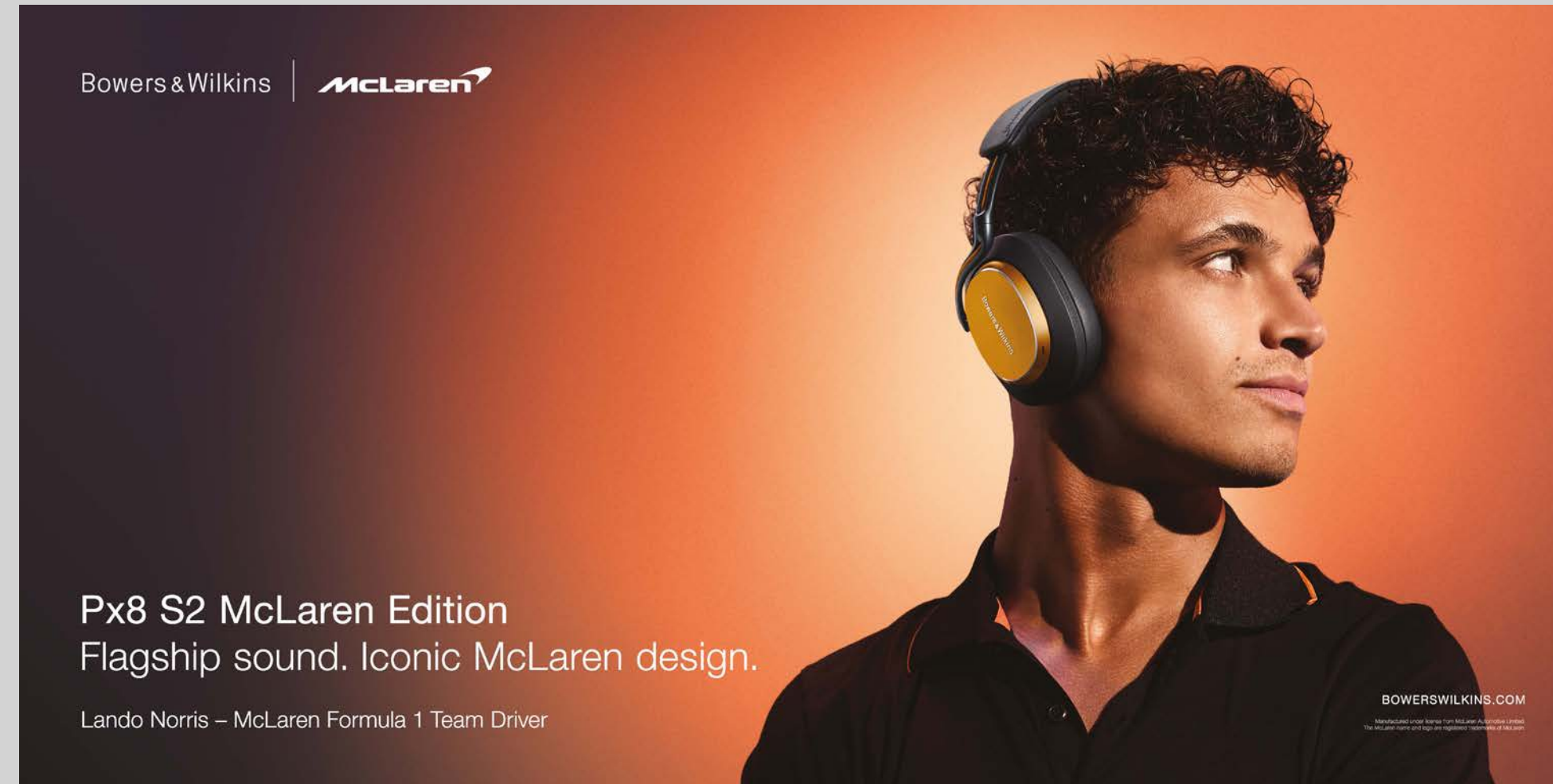


# OOH Adverts: 6 and 48 Sheet

## 48 Sheet OOH Adverts: Lando Norris and Oscar Piastri

The OOH adverts reflect the overall visual language of the Px8 S2 McLaren Edition campaign and showcase the McLaren Driver images.

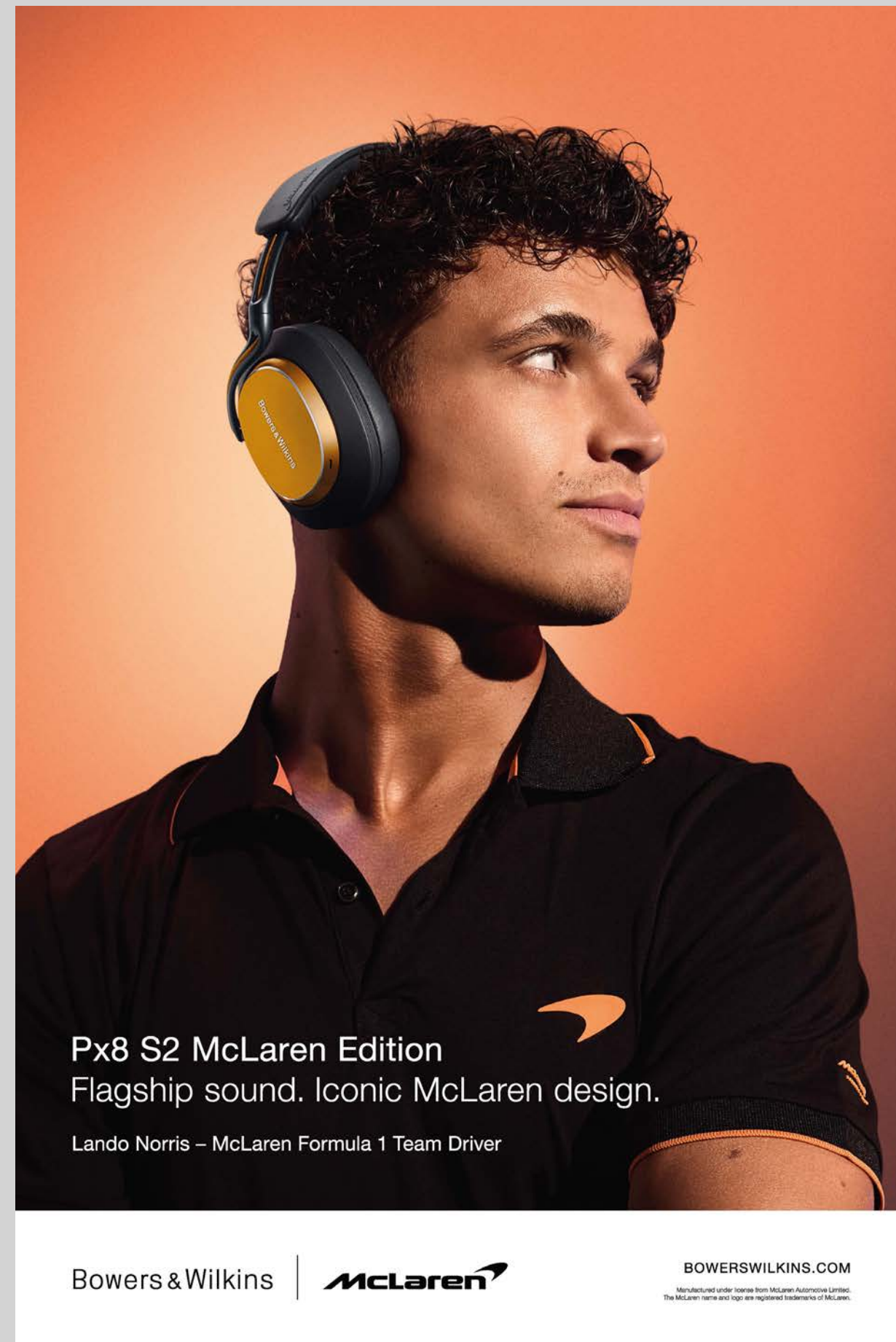
Imagery is the focal point, supported by the campaign headline and copy.



## 6 Sheet OOH Print Adverts

The OOH adverts reflect the overall visual language of the Px8 S2 McLaren Edition campaign and showcase the McLaren Driver images.

Imagery is the focal point, supported by the campaign headline and copy.

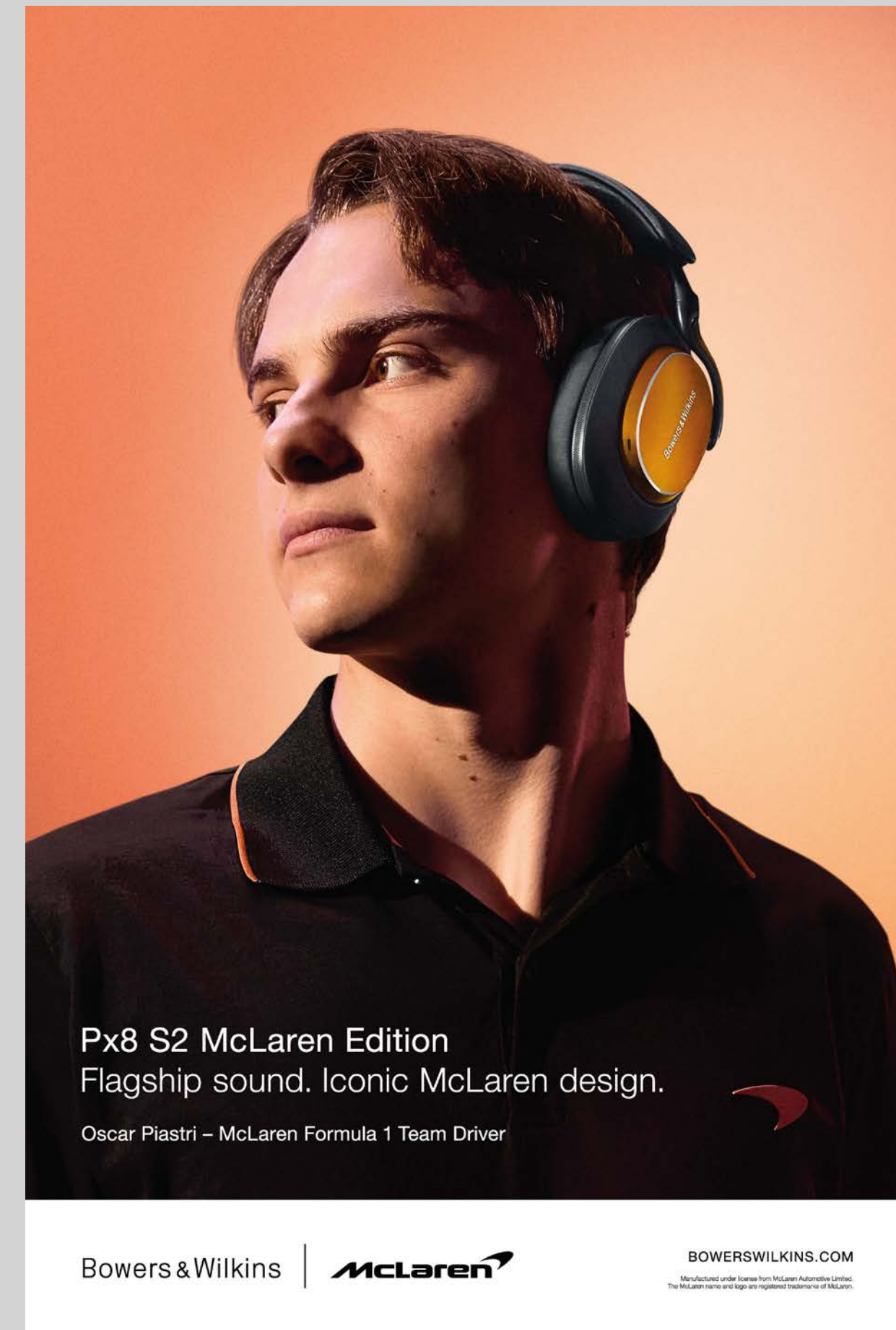


Px8 S2 McLaren Edition  
Flagship sound. Iconic McLaren design.

Lando Norris – McLaren Formula 1 Team Driver

Bowers & Wilkins | McLaren

BOWERSWILKINS.COM  
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Px8 S2 McLaren Edition  
Flagship sound. Iconic McLaren design.

Oscar Piastri – McLaren Formula 1 Team Driver

Bowers & Wilkins | McLaren

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## 48 Sheet OOH Adverts: Beauty

The print adverts reflect the overall visual language of the Px8 S2 McLaren Edition campaign, with a variety of options showcasing all finishes.

Imagery is the focal point, supported by the campaign headline and copy.

[Assets can be downloaded from the Hub here.](#)



## 6 Sheet OOH Adverts: Beauty

The print adverts reflect the overall visual language of the Px8 S2 McLaren Edition campaign, with a variety of options showcasing all finishes.


Imagery is the focal point, supported by the campaign headline and copy.

[Assets can be downloaded from the Hub here.](#)



Px8 S2 McLaren Edition  
Flagship sound. Iconic McLaren design.

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Px8 S2 McLaren Edition  
Flagship sound. Iconic McLaren design.

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# Retail Display

# Hanging Banners

Hanging Banners

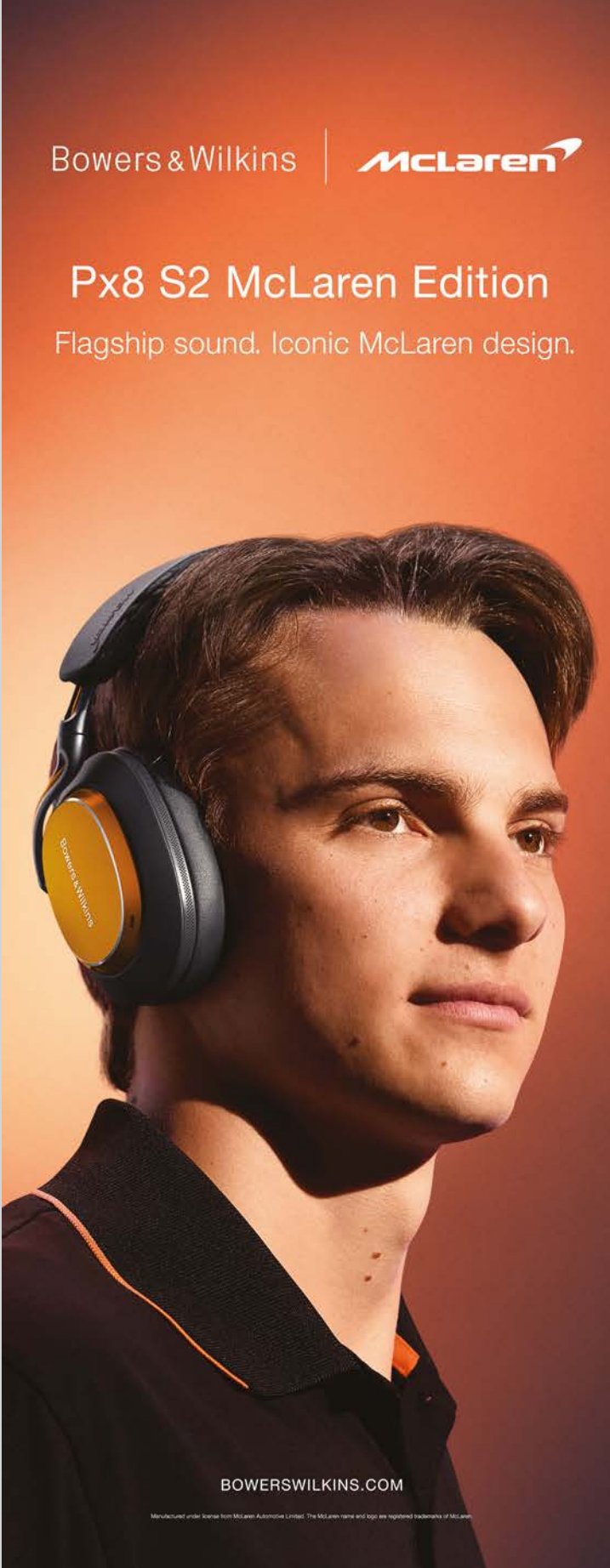


Hanging Banners:  
Lando Norris and Oscar Piastri

Hanging banner:  
2000x800mm

Retail environments provide opportunities for larger format promotional materials.

Hanging banners communicate the core campaign message with detailed product shots.



## Hanging Banners: Beauty

Hanging banner:  
2000x800mm

Retail environments provide opportunities for larger format promotional materials.

Hanging banners communicate the core campaign message with detailed product shots.

[Assets can be downloaded from the Hub here.](#)



# Window Vinyl

The glazing application can be used to announce the launch of new products in-store.

[Assets can be downloaded from the Hub here.](#)

# Px8 S2 McLaren Edition

Flagship sound. Iconic McLaren design.

Bowers & Wilkins



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# Product Assets

# Product Sell Sheets

# Product Sell Sheets

Product sell sheets for use in-store are available for all products.

These sell sheets introduce the earbuds and deliver key technical features and specifications.

[Assets can be downloaded from the Hub here.](#)



Bowers & Wilkins | McLaren

**Px8 S2 McLaren Edition**  
Technical Information

<b>Technical Features</b>	High-performance DSP with dedicated amplifier/DAC True 24-bit audio connection 5-band customisable EQ + TrueSound™ mode Bluetooth 5.3 with aptX™ Lossless technology Multipoint connectivity Active Noise Cancellation (ANC) USB-C charging and audio interface Fast charging support Apple MFi Made For iPhone® support Google Fast Pair
<b>Wearing Style</b>	Over-ear Noise-Cancelling Headphones
<b>Bluetooth Codecs</b>	aptX Lossless aptX Adaptive aptX HD aptX Classic AAC SBC
<b>Microphones</b>	8 mics total - 4 mics per earcup
<b>Voice Call Quality Algorithm</b>	ADI Pure Voice
<b>Drive Units</b>	2 x ø40mm dynamic full-range carbon driver
<b>Battery Life &amp; Charging</b>	30 hours playback 15-minute charge for 7 hours playback
<b>Accessories</b>	1.2m USB-C to 3.5mm stereo jack audio cable 1.2m USB-C to USB-C cable Carry Case
<b>Weight (Headphone)</b>	0.31 kg
<b>Dimensions (Carry Case)</b>	177 mm (w) x 60 mm (d) x 234 mm (h)
<b>Finishes</b>	Anthracite Grey / Papaya

**McLaren**  
Px8 S2 McLaren Edition  
Technical Information

bowerswilkins.com

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# Design & Typesetting

## Colour

Colour is a key factor of the Bowers & Wilkins brand to ensure a consistent identity across all print and digital assets.

White  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
HEX #FFFFFF

Black  
CMYK 0, 0, 0, 100  
RGB 0, 0, 0  
HEX #000000  
Pantone Black C

20% Black  
CMYK 0, 0, 0, 20  
RGB 211, 211, 211  
HEX #D3D3D3  
Pantone Cool Grey 2 C

The Helvetica Neue typeface should always be used.

Helvetica Neue is the Bowers & Wilkins brand typeface.

Using this typeface ensures a consistent identity across all print and digital assets.

**AaBbCc**

**Helvetica Neue 75 Bold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789?!@%.,**

AaBbCc

Helvetica Neue 45 Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789?!@%.,

## Typesetting

These are the preferred typography styles; they should be followed where possible.

Following these rules ensures a consistent identity across all print and digital assets.

**Large Headline / Sub-Copy**  
Helvetica Neue 55 Roman  
Tracking: 20pt

**Body Copy**  
Helvetica Neue 45 Light  
Tracking: 20pt

**CTA**  
Helvetica Neue 75 Bold  
Tracking: 20pt

**Flagship sound. Iconic McLaren design.**

Px8 S2 McLaren Edition uses precisely positioned microphones and next-generation voice technology to ensure crystal-clear call quality.

**Discover more**

Bowers & Wilkins

# Thank You