



# THE ING BASIC ELEMENTS

GUIDELINES OCTOBER 2002

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# BASIC ELEMENTS

This booklet contains the basic elements of the ING corporate identity. Our corporate identity is an important tool to maximise the use of 'how we perceive ourselves' to ING's benefit.

The corporate identity programme supports our positioning with a consistent visual identity. This is essential to build a strong visual recognition in the market.

In order to support our corporate identity, proper use should be made of the corporate design.

## LOGOS AND GRIDS

Logos and grids can be downloaded on the Intranet/Internet:

Intranet [www.brand-reputation.intranet](http://www.brand-reputation.intranet) (with hyperlinks to [www.cid.staf.ing-int](http://www.cid.staf.ing-int))

Internet [www.styleguide.ing.com](http://www.styleguide.ing.com) (logo download)

Username and password can be obtained from ING Group Corporate Communications.

## GENERAL INFORMATION

When in doubt during the design process please contact:

ING Group Corporate Communications

Branding Department

P.O. Box 810

1000 AV Amsterdam

Amstelveenseweg 500

1081 KL Amsterdam

The Netherlands

T +31 20 5415437

F +31 20 5415431

E [brand@ing.com](mailto:brand@ing.com)

## LOGO PROPORTIONS

### Corporate logo

The typography of the basic corporate logo is set in the specifically designed letter for ING logos.

The ratio of the height of the letters and the lion is 1 : 1.3.  
The corporate logo can be downloaded from the Intranet.



### Logo with suffix

The typography of the logo with suffix is set in a different specifically designed letter for ING suffix logos.

The ratio of the height of the letters and the lion is 1 : 1.5.  
All approved logos with suffix can be downloaded from the Intranet.



### Corporate logo with business descriptor

The distance between the baseline of the business descriptor and the logo is the same as the height of the letters ING. The height of the letters of the business descriptor is 0.4 the height of the ING letters.

The spacing of the business descriptor depends on its length. Standard spacing is +60. If the business descriptor surpasses twice the length of the corporate logo, the spacing is +30.

All approved logos with business descriptors can be downloaded from the Intranet.



### Foreign characters

It is allowed to create a business descriptor using the characters of the country's local language.

## FREE SPACE AROUND THE LOGO



### Corporate logo and logo with suffix

A minimum space of 0.5 I-height around the logo should be left blank.

### Corporate logo with business descriptor

A minimum space of 1 I-height around the logo should be left blank.



The I-height is the height of the letter 'I' in the ING logo.

## USE OF COLOURS

We need colour to help us differentiate in our environment. The use of a colour helps us to recognise things. A combination of two colours provides even more recognition.

ING has selected the colours orange and blue.

Orange is used for the lion symbol in the logo. Blue is the complementary colour to orange and used for the letters ING in the logo. The logo should be reproduced in blue and orange.

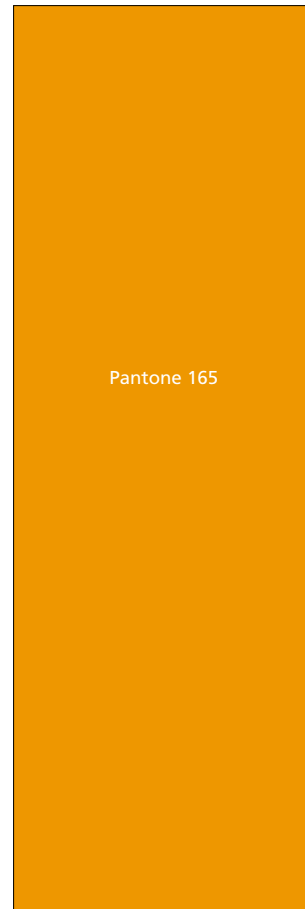
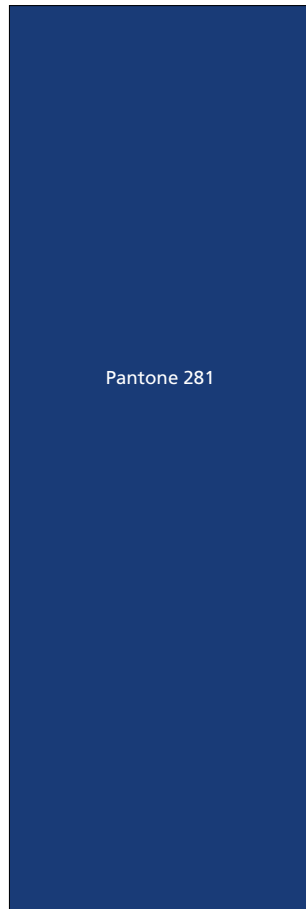
If the logo is reproduced in blue and orange, the colours white, a percentage of blue and warm grey can be used as an additional background colour (see page 7).

No special colour codes have been selected for project groups, products, departments or general management centres.

## LOGO COLOUR SPECIFICATIONS

### Blue

- Pantone 281
- Process printing:
  - uncoated paper:**
    - 100% Cyan
    - 90% Magenta
    - 0% Yellow
    - 35% Black
  - coated paper:**
    - 100% Cyan
    - 90% Magenta
    - 0% Yellow
    - 35% Black
  - newspaper:**
    - 100% Cyan
    - 90% Magenta
    - 0% Yellow
    - 25% Black
- RAL 5022



### Orange

- Pantone 165
- Process printing:
  - uncoated paper:**
    - 0% Cyan
    - 60% Magenta
    - 100% Yellow
    - 0% Black
  - coated paper:**
    - 0% Cyan
    - 70% Magenta
    - 100% Yellow
    - 0% Black
  - newspaper:**
    - 0% Cyan
    - 55% Magenta
    - 100% Yellow
    - 0% Black
- RAL 2004

A printed version of this document on a not professional printer will not show the right examples. Please always refer to the Pantone numbers.

### Screen logos

Because of the deviation of Pantone or CMYK colours on computer screens, the values of the 2 main ING colours are translated to RGB and hexadecimals for screens:

**Blue** : R 0, G 0, B 102  
**Orange** : R 255, G 102, B 0

**Blue** : Hex #000066  
**Orange** : Hex #FF6600

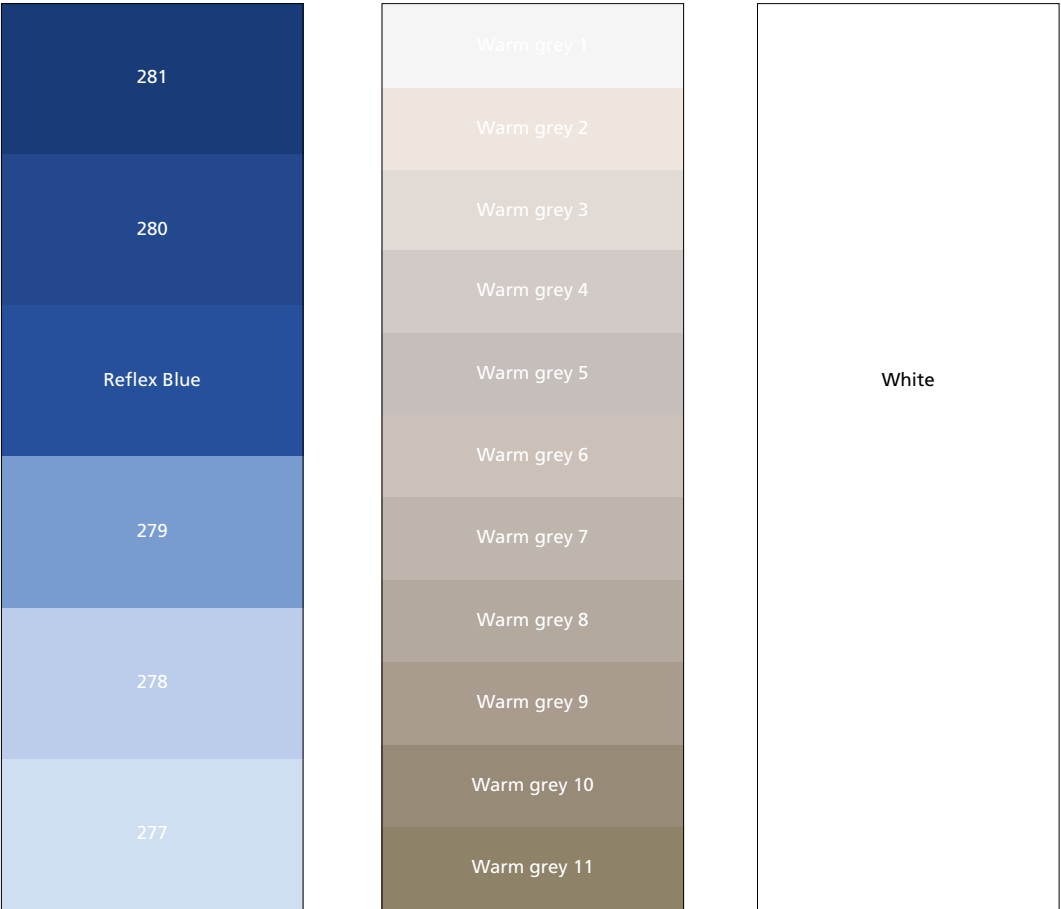
## LOGO IN BLUE AND ORANGE



When printed on a white background and enough colours are available the logos should be reproduced in blue and orange.



# LOGO BACKGROUND COLOURS



- Background Colours**
- (a tone of) ING Blue  
(Pantone 281 to 277)
  - Grey  
(Pantone Warm Grey 1 to 11)
  - White

## LOGO COLOUR OPTIONS



1. When printed on a dark background the logo for reverse applications should be used. For this purpose we have developed a special version of the lion. In this release the lion keeps his natural eye-shadows and not the unnatural luminous eyes on a reversal version. Therefore you should always use the reversed logo which can be downloaded from the Intranet.



2. If no extra colour is available the logos can be reproduced in black.



## LOGO COLOUR SPECIALS

### 1. reversed logo



### 2. silver logo



### 2. chrome logo

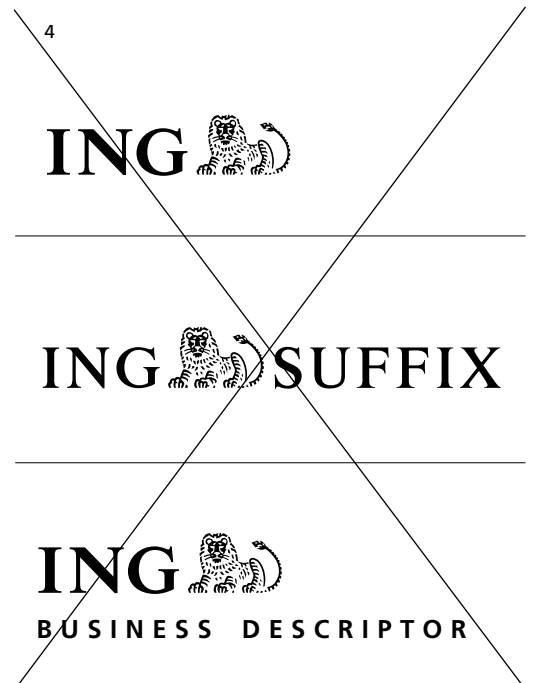
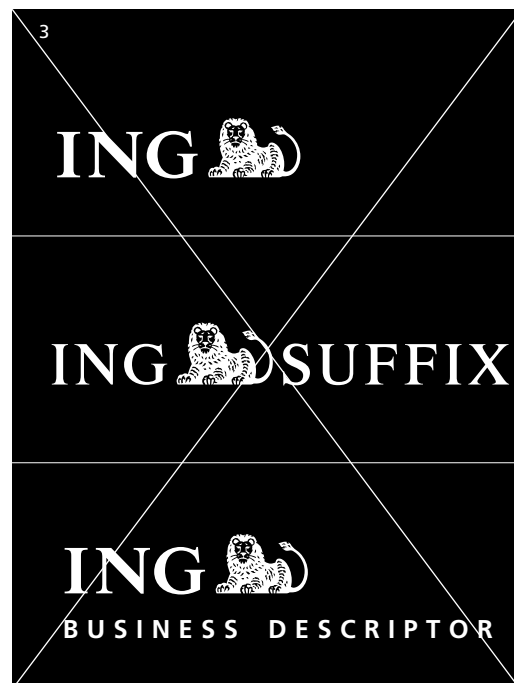
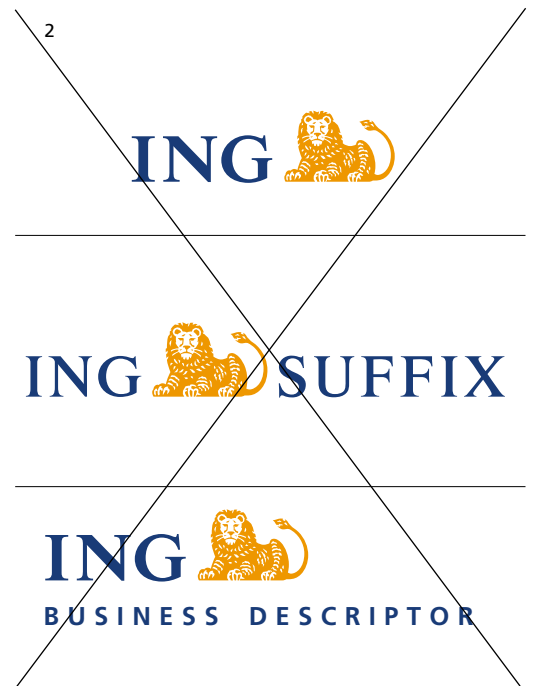
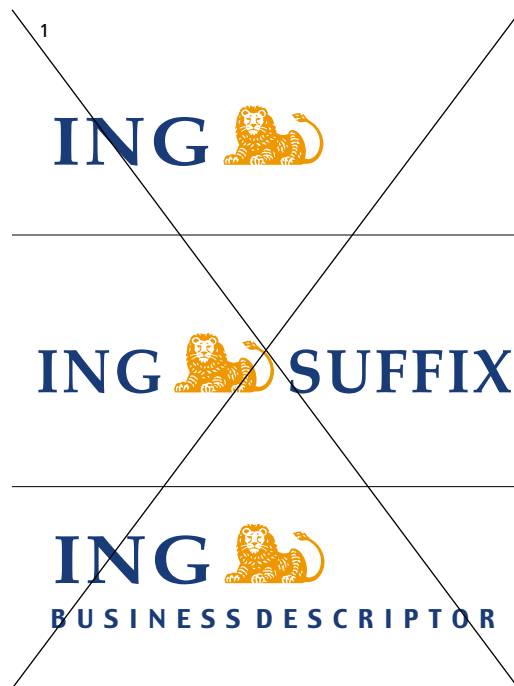


1. Orange is an important colour for the ING branding and therefore the option of a reversed logo on an orange background is a possibility.

2. In special situations (buildings/ facades, business gifts) a silver or chrome ING logo is allowed.

This use should always be checked by ING Group, Branding Department, Amsterdam, the Netherlands.

## DON'TS



1. Wrong typeface and spacing.

2. Wrong height of lion.

3. Wrong use of logo for reverse applications.

4. Wrong use of the reversed lion.

## DON'TS

1. Do not combine the lion with products and services.
2. Do not use the graphic lion without the corporate logo on the same page.
3. Do not use a different typeface for the logo lettering.
4. Do not play around with the initials ING in words or sentences.

Banking



5. Do not use the wrong proportions of the height of the letters and the lion.
6. Do not use stacked logo.

ING  GROUP



## TYPOGRAPHY

Typography is an important tool to add visual character to ING's corporate design programme. Since the reader's attention is often focused on the written word, typography plays an important role in fostering clarity and creating a strong visual impression.

The typography used by ING is immediately recognisable through the use of a serif letter in combination with sanserifs. The efficient letter types Times New Roman and Frutiger are known for their clarity and legibility.

**A B C D E F G H I J K L M N O P Q R**  
**S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
 Frutiger Bold

A B C D E F G H I J K L M N O P Q R  
 S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0  
 a b c d e f g h i j k l m n o p q r s t u v w x y z  
 Frutiger Roman

A B C D E F G H I J K L M N O P Q R  
 S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0  
 a b c d e f g h i j k l m n o p q r s t u v w x y z  
 Frutiger Light

A B C D E F G H I J K L M N O P Q R  
 S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0  
 a b c d e f g h i j k l m n o p q r s t u v w x  
 Times New Roman

Stationery End Stage (re-branded logos)

A B C D E F G H I J K L M N O P Q R  
 S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0  
 a b c d e f g h i j k l m n o p q r s t u v w x y z  
 Verdana

## GUIDELINES FOR THE GRAPHIC LION

Uncontrolled use of the stand-alone lion may damage the overall image and the strategic power of the company house style. If the use of the lion is permitted, it will be necessary for the important core values remain intact. For this, it is imperative that the following guidelines are observed.

### SHAPE

- At least the two forepaws and the head are fully visible.
- The lion stands on some base (for example: the bottom of the page or a bar).

### POSITION

- On the lower half of the selected medium.
- Right, downward.
- Horizontal.

### COLOUR

- Lion: orange Pantone 165 or a shade of orange 25% till 50% Pantone 165.
- For black&white print, a grey lion is an option.
- Background: follow the colour scheme; white, warm grey, percentage of blue.
- Reversed lion only in exceptional cases, to be reviewed by the Global Branding Committee.

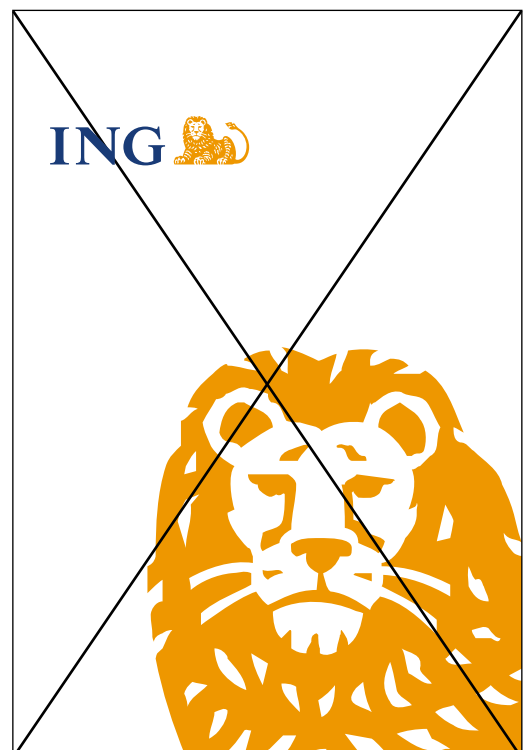
### FORMAT

- In a horizontal presentation, the cut lion is at least half the breadth of the presentation.
- In a vertical presentation, the cut lion is at least half the height of the presentation.

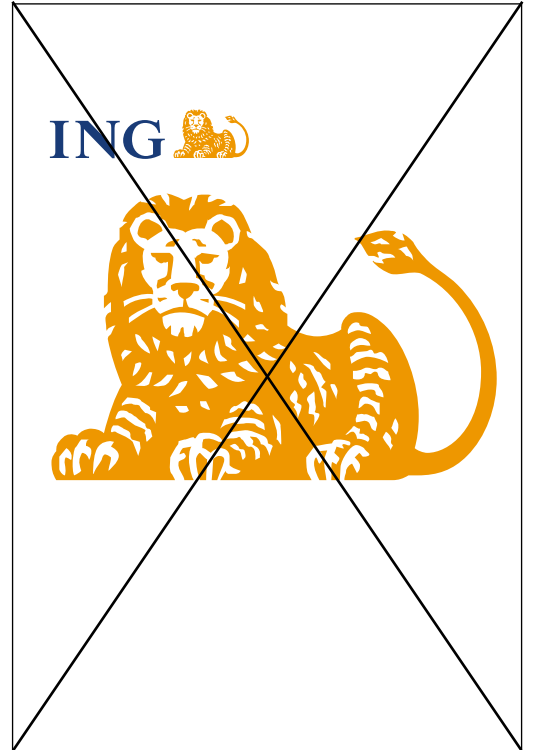
### LOGO POSITIONING

- Always in combination with the full logo in corporate colours (to identify ING).
- The full logo in corporate colours must be prominently present.
- The distance from the logo shall be at least the I-height in relation to the enlarged lion.  
The I-height is the height of the letter 'I' in the ING logo.

## DO'S AND DON'TS FOR THE GRAPHIC LION

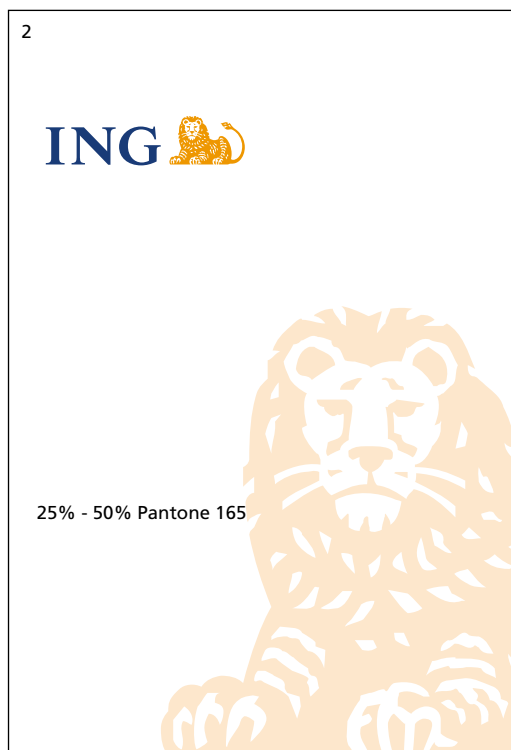
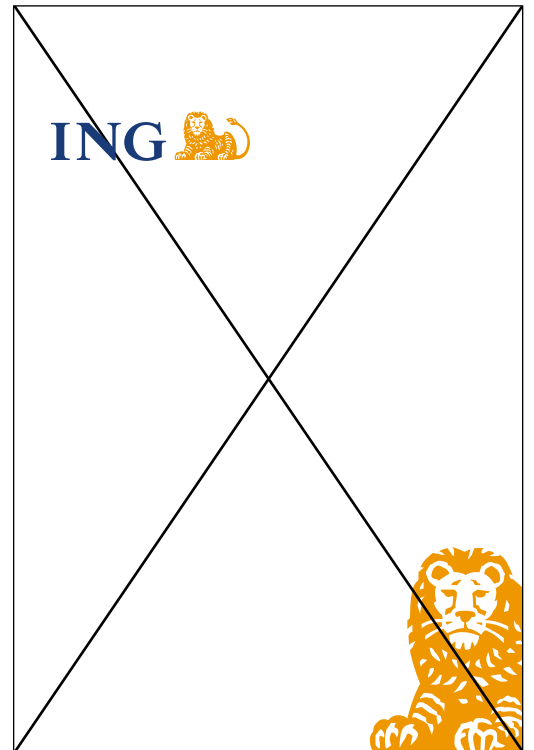






1. Position.

2. Reversed lion.



1. Format.

2. Colour.

## GUIDELINES FOR THE NATURAL LION

### **TYPE**

Only strong, healthy, not too old male lions may be used, with the manes clearly visible around the head.

### **FACIAL EXPRESSION**

The lion may only be shown with a natural facial expression. Image manipulation creating an unnatural expression is not permissible. Furthermore the lions shown must not be aggressive (fighting, biting), passive (sleeping, dozing), or show degrading behaviour.

### **NUMBER OF LIONS**

The lion shown should normally be alone. The male lion with a pride is allowed, if the male lion is prominent in the front.

### **NOTIFICATIONS**

The above guidelines shall not apply if lions are displayed in an illustrative, natural photograph in which the goal is something other than communicating and advertising message.

When in doubt or if situations are not covered by the above guidelines please contact the Representative of the Business Unit.