

WE ARE NOT JUST A TECHNOLOGY COMPANY. WE DON'T JUST MANUFACTURE ELECTRONICS. OUR WORK IS MORE IMPORTANT THAN THAT. WE ARE THE COMPANY THAT POWERS THE PEOPLE WHO DO. THE ENGINE THAT HELPS THEM DO MORE. DO BETTER. DO WHAT'S NEVER BEEN DONE. SO WE TINKER FOR THE TINKERERS. CREATE FOR THE CREATORS. BUILD FOR THE BUILDERS. OUR GREATEST SERVICE IS TO DEVELOP THE TOOLS THAT MAKES THEIR WORK EVEN GREATER. AND WE ARE UNITED IN THE QUEST TO HELP OUR USERS DEFY THE IMPOSSIBLE. EVERY DAY.

IF YOU'RE READING THIS NOW, YOU'RE PART OF WHO WE ARE AND WHAT WE DO. YOU'RE HELPING TO DEVELOP THE MATERIALS MEANT TO GET OUR PRODUCTS INTO THE HANDS OF THOSE WHO DO. SO GO THROUGH THIS CAREFULLY. UNDERSTAND OUR BRAND. AND EMBRACE OUR MISSION. WE DON'T BELIEVE WE MAKE THE WORLD'S BEST TECHNOLOGY. WE BELIEVE WE MAKE THE TECHNOLOGY THAT POWERS THE WORLD'S BEST IDEAS. LENOVO. FOR THOSE WHO DO.

WE ARE FOR THOSE WHO DO.





WE MAKE DO MACHINES.

BRAND CAMPAIGN COOKBOOK

THIS BRAND CAMPAIGN COOKBOOK SHOULD BE USED AS A CLEAR SET OF GUIDELINES ON HOW TO CREATE COMMUNICATIONS FOR OUR BRAND, LENOVO "FOR THOSE WHO DO."

IT PROVIDES THE BRAND FUNDAMENTALS THAT ALLOW YOU TO CREATE LOCALIZED COMMUNICATIONS FOR YOUR REGION AND UNDERSTAND THE BRAND SPIRIT.

REGIONAL MARKETING TEAMS ARE RESPONSIBLE FOR VETTING ANY AND ALL LOCAL LEGAL REQUIREMENTS, AS NECESSARY.



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1. BRAND VISION

VISION STATEMENT

MISSION STATEMENT

CMO STATEMENT



VISION

Become one of the world's leading personal technology companies over the next five years.



HOW WE GET THERE

CULTURE:

To be recognized as one of the best, most trusted and most well-respected companies to work for, do business with, and own.

COMPUTERS:

To be one of the strongest Personal Computer Device companies in the world, outgrowing the market and balancing consistent performance in our core businesses with exceptional growth in new markets.

CONVERGENCE:

To create the innovative devices and the preferred ecosystem of services and applications that will connect people with the communities and content most relevant to them.

LENOVO 3.0

WE NEED TO STEP UP AND BECOME A **POWER BRAND**

We all know a Power Brand when we see it:

- A brand that people know about and follow
- A brand that stands for something important and meaningful
- A brand that's consistent and surprising
- A brand that commands respect and engenders loyalty
- A brand that is **RELEVANT** and has **RESONANCE**
- A brand that becomes an enduring part of culture
- A brand like Nike or Google or Samsung

David Roman, CMO Lenovo

2. BRAND PHILOSOPHY

BRAND IDEA

BRAND BELIEFS

BRAND VOICE

BRAND BEHAVIOR

DEFINING DO

MIRROR/MAGNET



lenovo® FOR
THOSE WHO DO.TM

lenovo® FOR
THOSE WHO DO.TM

FOR THOSE WHO DO

This idea is the essence of what personal technology should be and how a community of people use it in a certain way:

Tools that ignite human accomplishment. Not just potential, not just possibilities, but real action and tangible achievement.

THE DO MINDSET:

Makers, achievers, today's action figures of all ages who are impatient to make reality, not dreams. They are students and entrepreneurs, artists and activists, business owners and educators, who live to roll up their sleeves and leave their mark. For them technology is a tool, not a badge to some cool club.

THE DO CULTURE:

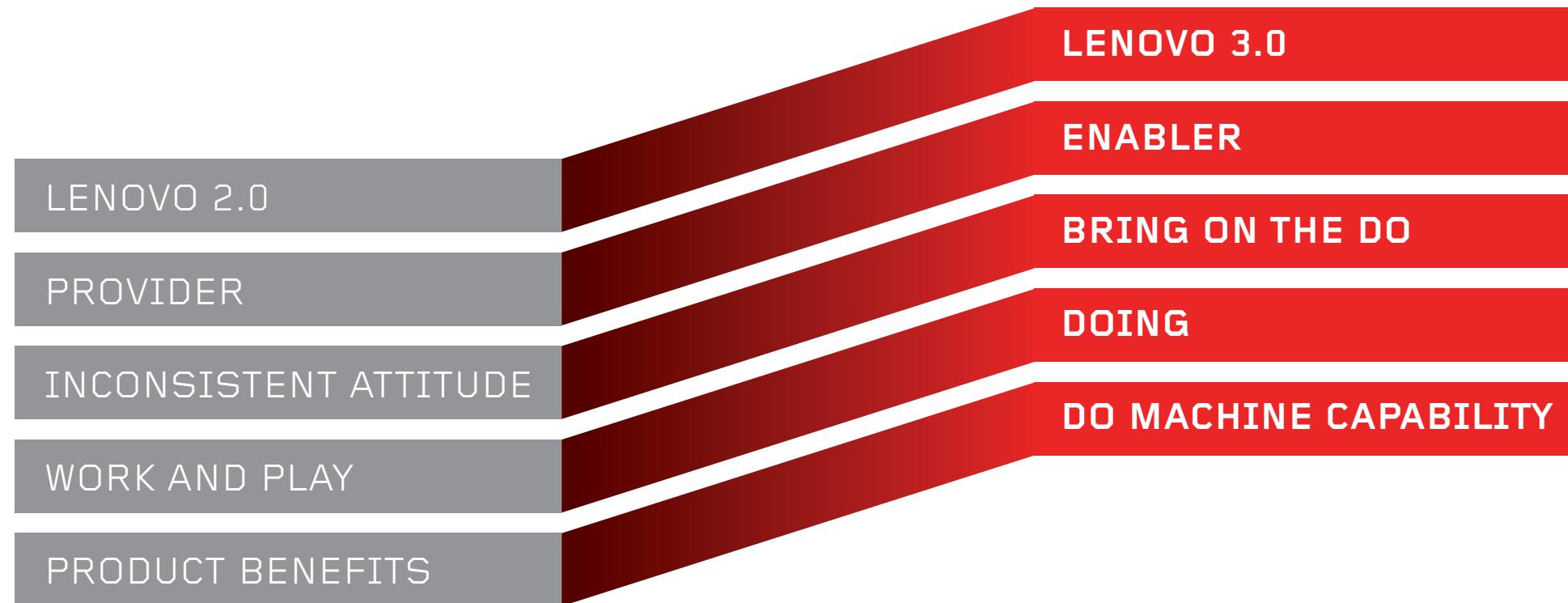
Lenovo's global collective of empowered innovators who are obsessed with making perfect tools for Doers.

THE DO MACHINES:

Ready-to-rock, sublimely functional personal technology, For Those Who Do.



FROM A COMPANY TO A BRAND



Turning Lenovo into a power brand requires a new approach on all levels.

BRAND BELIEFS

LENOVO BELIEVES IN:

1.
MAKING DO
MACHINES

2.
HELPING
PEOPLE DO

3.
CELEBRATING
DOERS'
ACCOMPLISHMENTS

BRAND VOICE

OPTIMISTIC:

Our idea revives that amazing feeling that technology exists so people can do great things and accomplish what they always wanted to. It's deliberately positive and expects the best will happen.

INTO IT:

We're enthusiastic and passionate about what we do, sharing the same drive as the Do Generation. There's an inherent energy and intensity about what we do as we build the perfect Do machines For Those Who Do.

DELIBERATE:

Everything we do, we do with purpose. Listening and watching how our customers use and rely on our machines, we tinker and tinker again to get it right, making sure the end-user experience works in a sublime and perfect way.

AUTHENTIC:

There's an intelligence and substance and pragmatism to our brand. It's the opposite of shallow. Lenovo will never pretend to be something it isn't, because it's too real for that. Our machines are built to get in the thick of Do and that's what we're about. Our work should be genuine and honest, never overstylized.

UNDERSTATEDLY COOL:

We're for Those Who Do. And Those Who Do, Do cool things. We don't brag about it, we just make stuff happen. We don't associate with celebrities or borrow interest; we just don't need or want it. Our innovations enable Doers to accomplish what they need to do. And that's why you'll never see us talking about what we're doing.



BRAND BEHAVIOR

ACTIVE:

We Do what we say. Every brand action or communication must be active—anything from a message to a media channel to even the packaging we present ourselves in. So it's not about passive behavior, but communications that have attitude and energy that you can just feel. As a result, consumers will naturally want to participate with our brand, associating themselves with what we Do.

CHALLENGE:

Lenovo is a brand that challenges everyone to do something with their inspiration. Our spirit is overly optimistic and into it, so we expect the same from our customers. We challenge people to max out on their passions to get the most out of our machines because that's what they're built to Do.

ENABLE:

Our brand purpose is to enable people in their quest for Doing what they're really passionate about. We need to ask ourselves in everything we Do, how are we helping someone to accomplish their Do?



DO NEEDS CLEAR BOUNDARIES

Do isn't: Do is:

People doing things with computers

People Doing interesting, even amazing things with technology

For everyone

An exclusive club for anyone who wants to Do

More work than play

Doing whether it's work OR play —it's the spirit and results that define it

A choice between style and substance

Substance with attitude

Passive scenarios you see in most tech ads

Purposeful action resulting in tangible accomplishment

A follower

A trailblazer

WE NEED TO BE A MAGNET, NOT A MIRROR

This idea needs to put out an aspirational vision of Do that more casual users will be attracted to—not just show people doing everyday stuff with computers. We'll get lost in the clutter if we let our idea become a mirror for everyday consumer behavior.

MIRROR

A LITERAL REFLECTION OF
WHAT CONSUMERS ARE
ALREADY DOING EVERYDAY



MAGNET

AN ASPIRATIONAL SCENARIO,
ACTION AND END RESULT
THAT RESONATES WITH
DOERS + ATTRACTS THOSE
WHO ASPIRE TO DO

POWER BRANDS ARE MAGNETS NOT MIRRORS

SPORTSWEAR CATEGORY – BRAND

MIRROR



MAGNET



lenovo FOR
THOSE WHO DO™

3. CAMPAIGN ARCHITECTURE

TARGETING

CAMPAIGN STRUCTURE

CAMPAIGN ARCHITECTURE ILLUSTRATIONS

WORK-IN-PROGRESS CAMPAIGN ELEMENTS

TARGETING FOCUS

The **Do SPIRIT** is creative, optimistic, ambitious, impatient, and will stop at nothing to accomplish the “Do” in their life.

CREATIVE TARGET: Talks to the Do Spirit in Doers.

COMMUNICATIONS TARGET: Talks to the Do Spirit in key segments.

CONSUMER: Microsoft Segments Tech Trendsetters and Go-Getters

SMB: Founders, Entrepreneurs, Office/Tech Managers

BUSINESS: C-Suite, Business Professionals, IT Managers



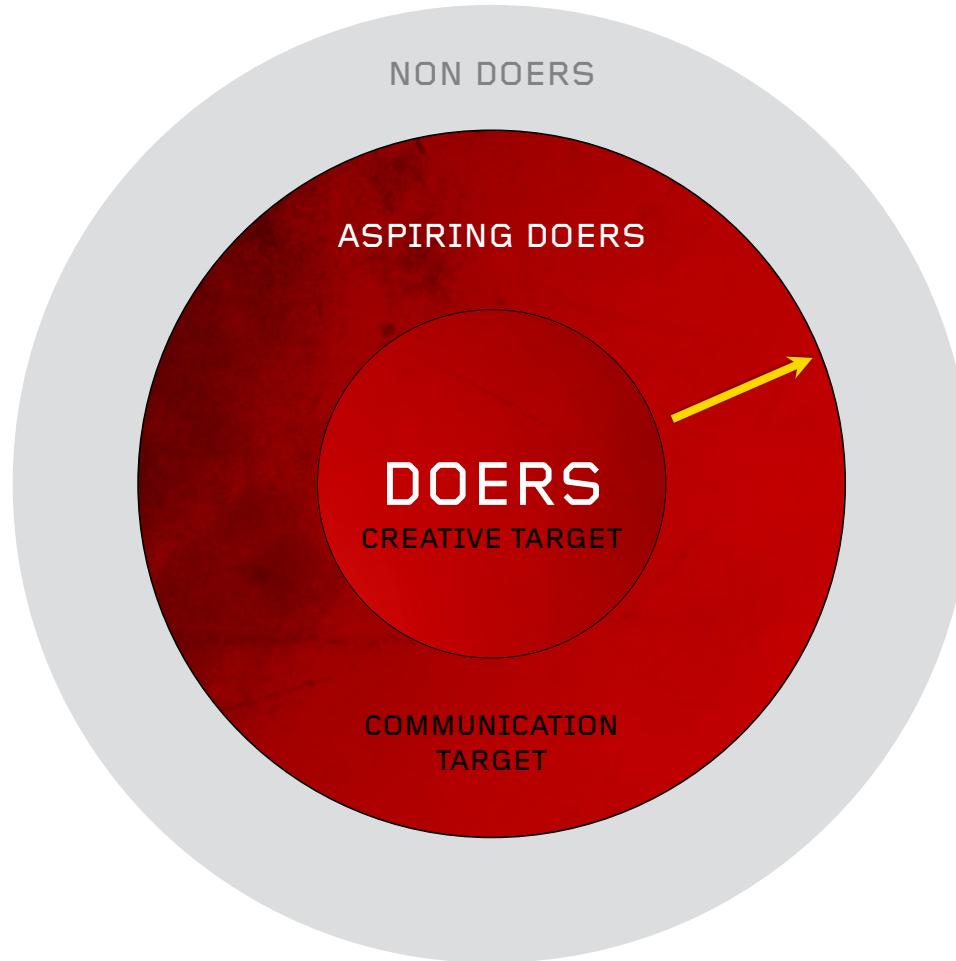
TARGETING THE DO MINDSET

THE CREATIVE TARGET:
The Do Spirit
(18-24 Net Gen Appeal)

THIS WILL INFORM TONE,
MESSAGING AND BEHAVIOR

The Do mindset is creative,
optimistic, ambitious, impatient
and will stop at nothing to
accomplish the "Do" in their life.

Whether we are creating
communications targeted at
Consumer,* SMB or LE, it has to
speak to the Do Spirit within them.



THE COMMUNICATIONS TARGET:
The Do Spirit in Con/SMB/LE

THIS WILL GUIDE MEDIA
SELECTION

The Do spirit exists within
our core market segments –
Consumer,* SMB and Large
Enterprise.

We will extend our targeting
beyond just Doers as we use our
communications as a magnet to
attract the people who aren't
currently utilizing all of their
potential: the aspiring Doers.

This is a bigger market volume
opportunity.

Non Doers will naturally "overhear"
the campaign.

*Microsoft segmentation: Tech Trendsetters and Go-Getters

GLOBAL CAMPAIGN STRUCTURE.

ONE BRAND. ONE IDEA. ONE CAMPAIGN

GLOBAL BRAND
IDEA

LENOVO. FOR THOSE WHO DO

MARKETING
OBJECTIVE

DRIVE AWARENESS AND CONSIDERATION TO PUT LENOVO IN THE
TOP 3 CONSIDERATION BOX IN 9 KEY MARKETS

THREE BRAND
CONSIDERATION
TASKS

DECLARE

FOR THOSE WHO DO
"AM I A DOER?"

PRODUCT PROOF

MATCH DO MACHINES
WITH DO PEOPLE

FIND THE RIGHT TOOL
X + DOER
U + DOER
A + DOER
(HALO NPD LAUNCHES)

PEOPLE PROOF

CREATE, GROW &
SUSTAIN
A DO COMMUNITY

DO PARTICIPATION IDEAS



BRAND TASK OBJECTIVES

DECLARATION: Establish brand POV and resonate with Doers

Declare our clear and distinct brand point of view that differentiates Lenovo from the category. Put a stake in the ground and set the scene. We are not for "everyone"; we are For Those Who Do. This task will trigger people to identify whether they are a Doer or not.

PRODUCT PROOF: Match Do Machines with Do People

Launch new products to demonstrate the differentiated Do machine capability that will help people find the right tool for their needs.

PEOPLE PROOF: Create, Grow and Sustain a Do Community

Live up to our brand philosophy and provide proof that our technology can enable great things. Do this by creating or facilitating platforms that help people accomplish their Do.

BRAND CAMPAIGN STRUCTURE



DECLARATION FOR THOSE WHO DO

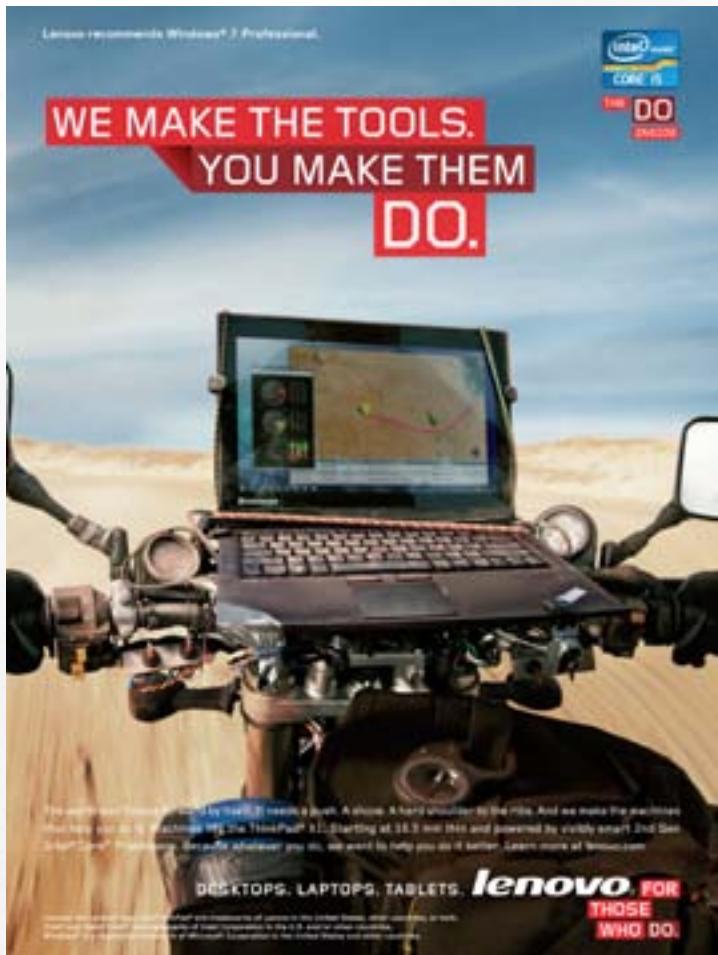
BRAND ANTHEM TV – :30 & :60



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DECLARATION FOR THOSE WHO DO

BRAND ANTHEM OOH/PRINT – MOTORCYCLE



lenovo FOR
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DECLARATION FOR THOSE WHO DO

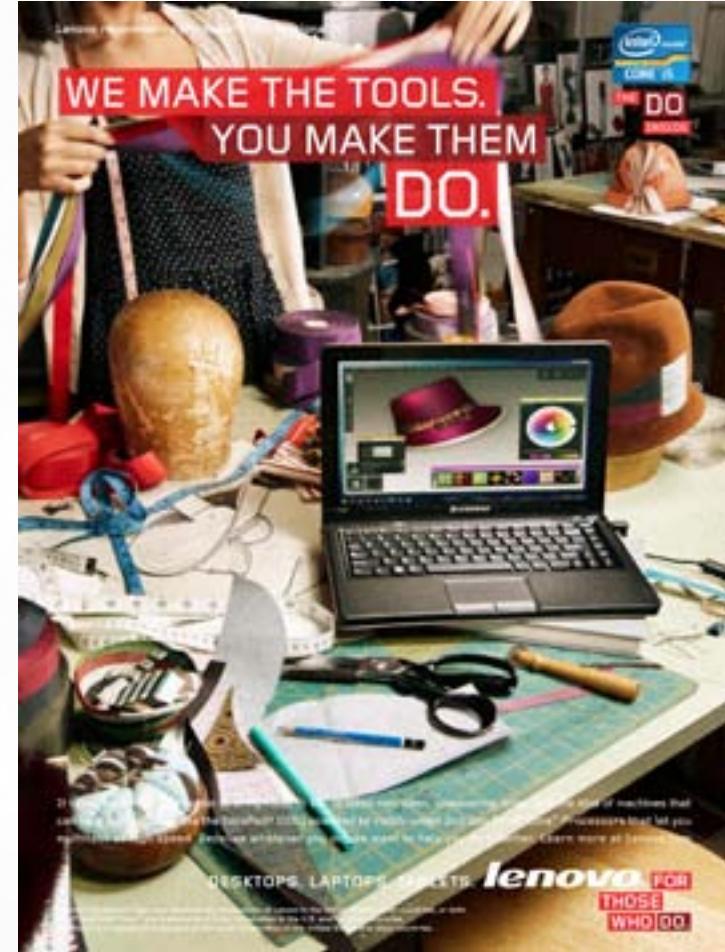
BRAND ANTHEM OOH/PRINT – DJ



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DECLARATION FOR THOSE WHO DO

BRAND ANTHEM OOH/PRINT – HAT



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DECLARATION FOR THOSE WHO DO

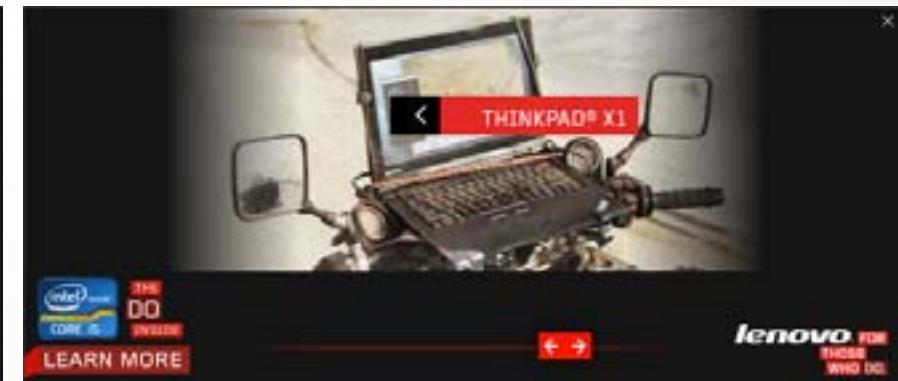
BRAND ANTHEM OOH/PRINT – TOY



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DECLARATION FOR THOSE WHO DO

BRAND ANTHEM DIGITAL – RICH



lenovo FOR
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WHO DO.

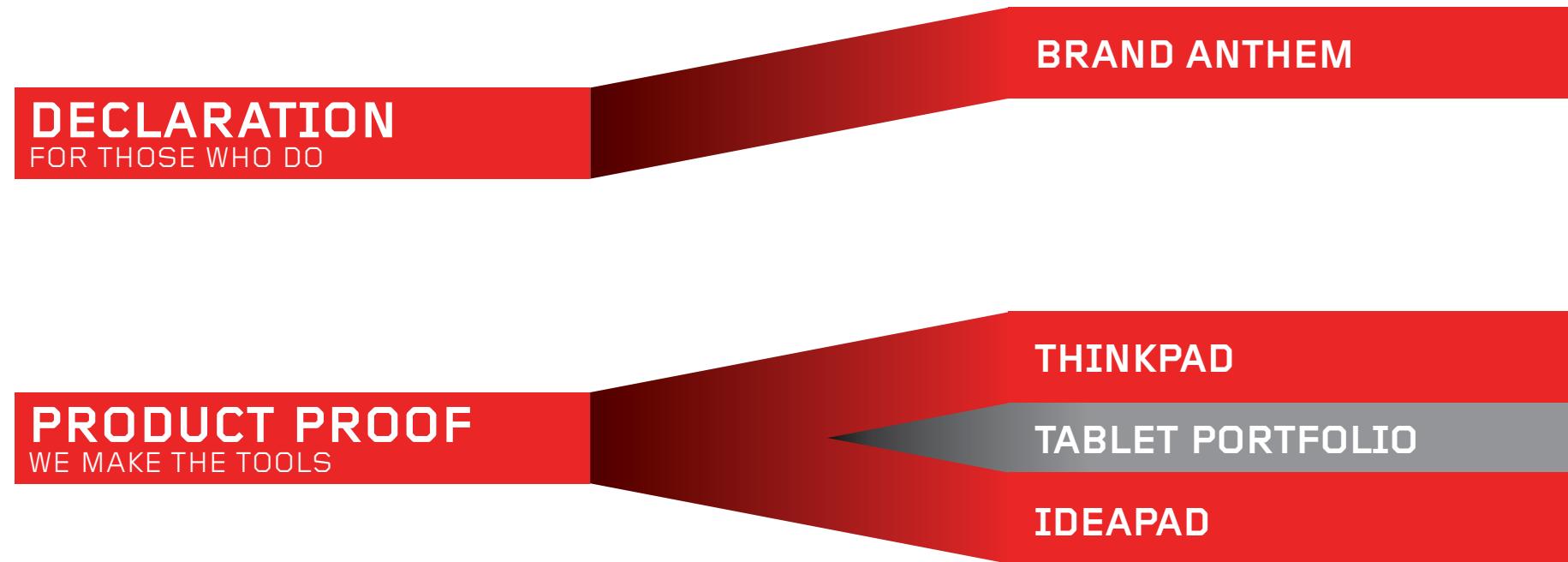
DECLARATION FOR THOSE WHO DO

BRAND ANTHEM DIGITAL – STANDARD



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WHO DO.

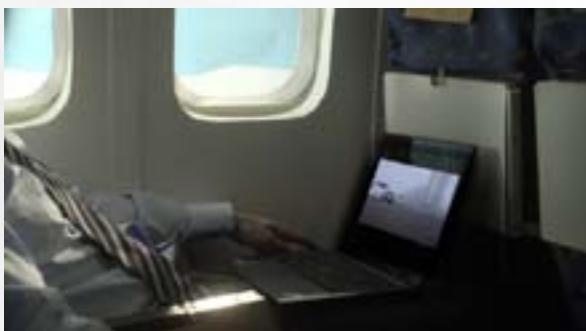
BRAND CAMPAIGN STRUCTURE



PRODUCT PROOF

WE MAKE THE TOOLS

THINKPAD X1 TV – BUSINESSMAN



VO: Stuck on the tarmac on the way to a meeting next to a guy who talked about Chihuahuas. Seriously? Chihuahuas? But he gave me an idea and it changed everything.
VISUAL: Scenes on airplane with Hero and seatmate. Powerpoint presentation on screen.
SUPER: LENOVO® THINKPAD® X1

VO: Landed. Went to the hotel, got ready, called my client. She came over and freaked out, but she always freaks out.
VISUAL: In restaurant. Water spills on laptop.
SUPER: SPILL-RESISTANT KEYBOARD

VO: Told her not to worry. I called my partner, we called room service and we got to work.
VISUAL: Quick cuts of Hero and Partner in hotel room working on presentation and eating. Generic software on screen.

VO: The meeting was early. Too early. But everyone loved the new direction. Except that guy who never loves anything. Hate that guy.
VISUAL: Quick cuts: hotel room, shower, conference room. Generic software on screen.
SUPER: INTEL® WiDi

VO: Didn't matter, clients were happy, even the freaked out one.
SUPER: HD VIDEO CONFERENCING

VO: Time to pop in some headphones and kick back with a movie. Not a bad day.
VISUAL: Hero in airplane seat with laptop open watching movie.
SUPER: LENOVO® THINKPAD® X1

VISUAL: Product shoot around in situation.
SUPER: THE LENOVO® THINKPAD X1 (LENOVO®. FOR THOSE WHO DO. On X1 screen)

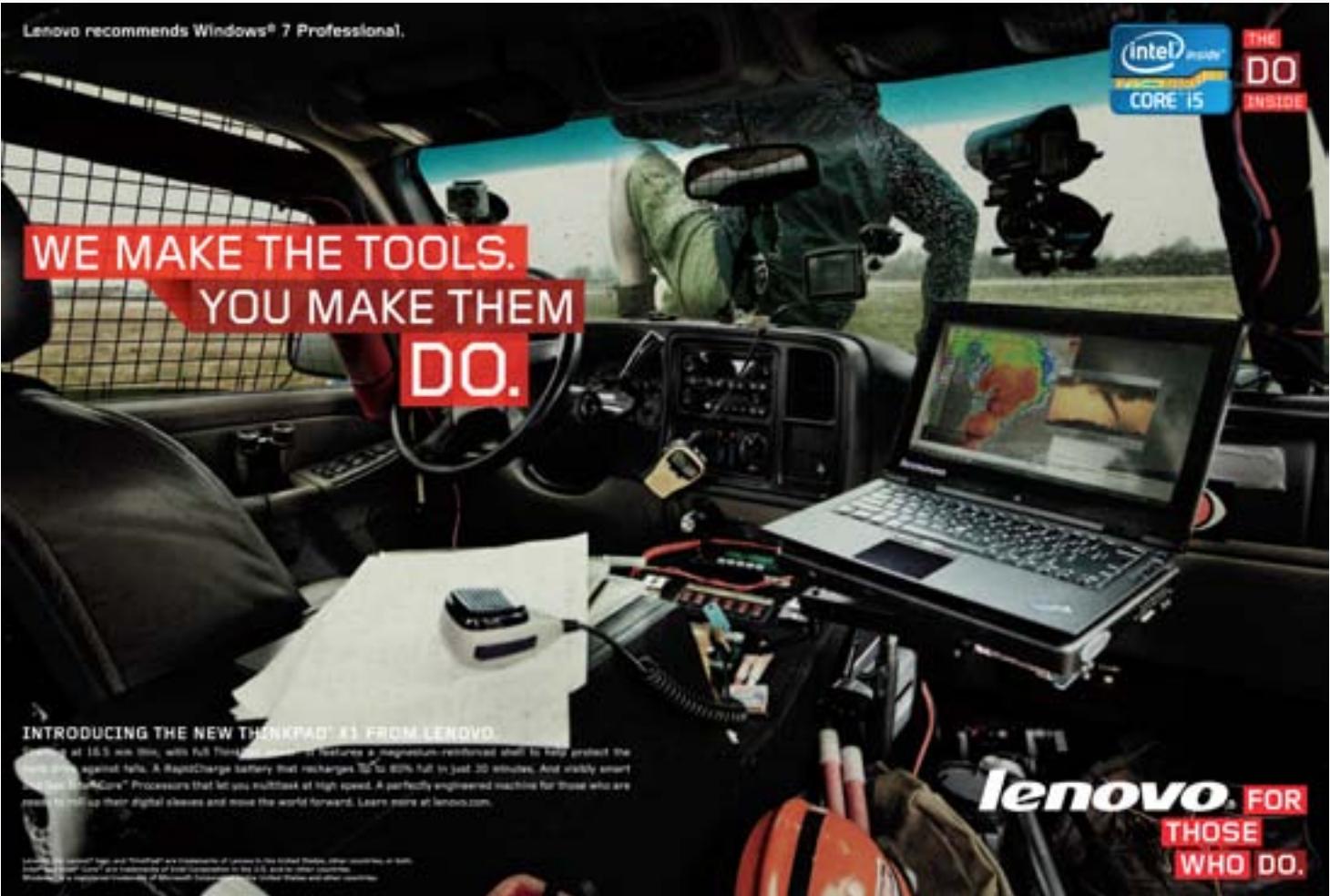
AUDIO: Intel Bong
VISUAL: Intel “The Do Inside” Logo
SUPER: Visibly Smart 2nd Gen Intel® Core™ Processors

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TM

PRODUCT PROOF

WE MAKE THE TOOLS

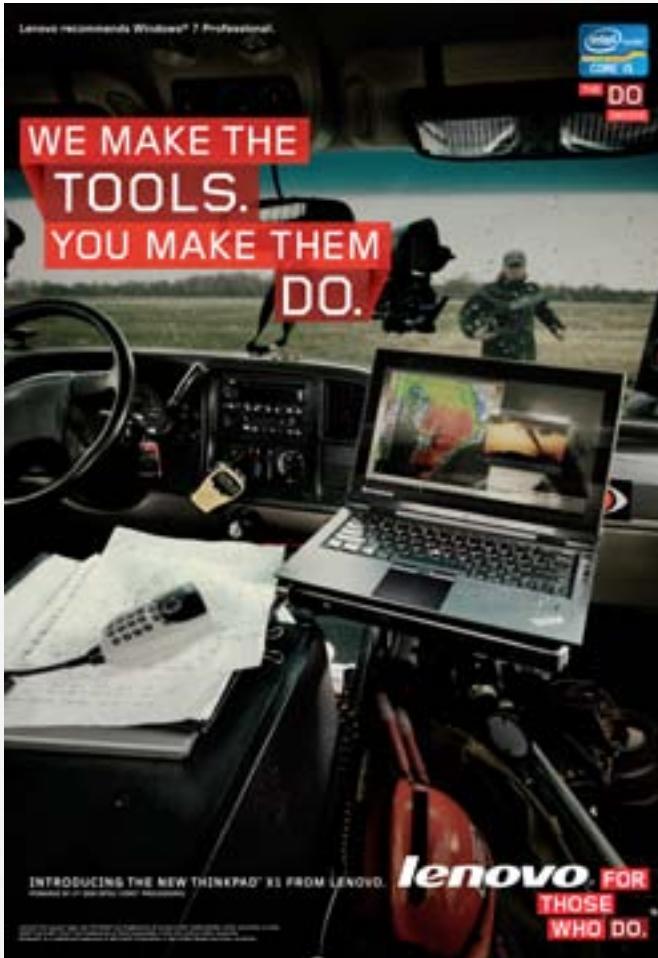
THINKPAD X1 PRINT – STORM CHASER



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PRODUCT PROOF

THINKPAD X1 OUTDOOR – STORM CHASER

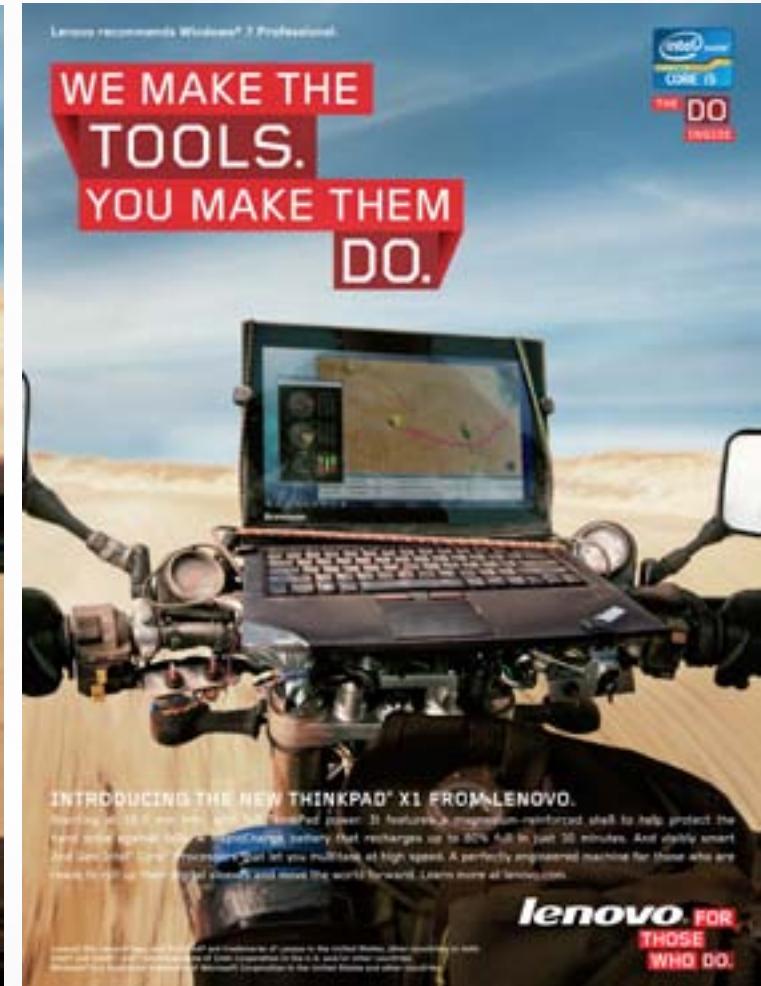


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PRODUCT PROOF

WE MAKE THE TOOLS

THINKPAD X1 PRINT – MOTORCYCLE

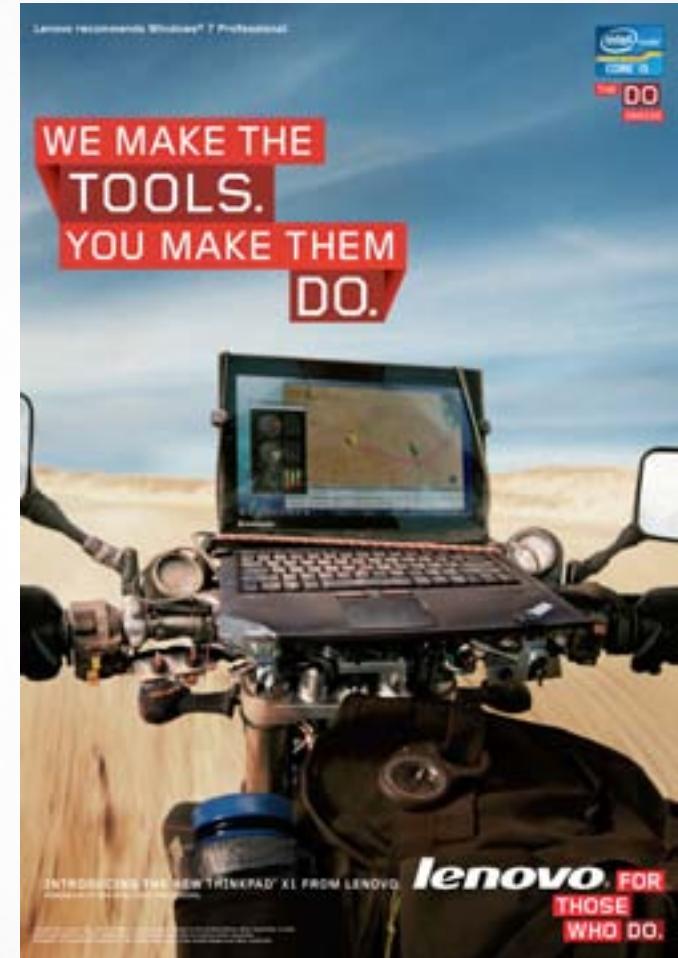


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WHO DO.

PRODUCT PROOF

WE MAKE THE TOOLS

THINKPAD X1 OUTDOOR – MOTORCYCLE

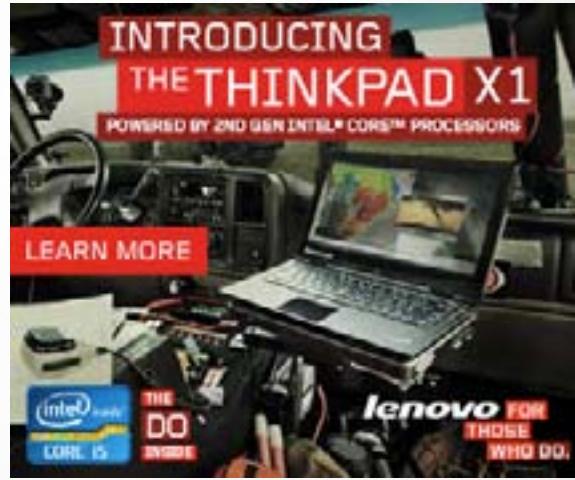
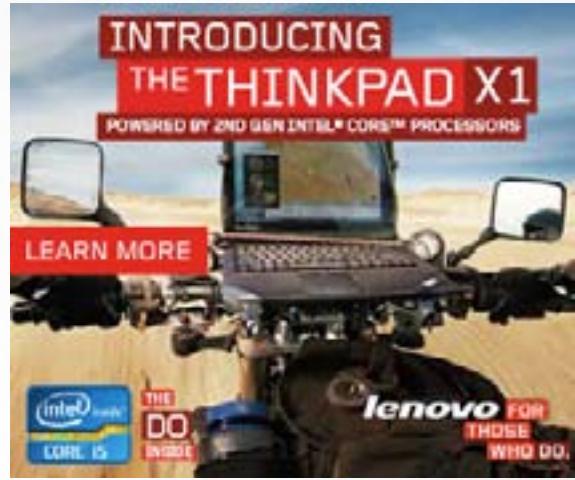


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PRODUCT PROOF

WE MAKE THE TOOLS

THINKPAD X1 DIGITAL



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WHO DO.

PRODUCT PROOF

WE MAKE THE TOOLS

IDEAPAD U260 TV – BAND



VO: So the show went late in Tulsa and I woke up in the van in Omaha. That's life in a band. Got online and got us to the next gig.

VISUAL: Grabs U260 an opens it up.

SUPER: LENOVO® IDEAPAD® U260

VO: Sound check, equipment check, tweaked the T-shirt designs. Nice.

VISUAL: Backstage they are using graphics on the laptop to design and make T-shirts. T-shirt design software.

SUPER: INTEL® HD GRAPHICS

VO: Showtime. Small place, massive crowd. They seemed into it except for the guy throwing stuff. Jerkwad.

VO: Laptop fell but didn't crash. Good thing. We killed it.

VISUAL: Computer gets knocked off speaker. Generic software program created by SSNY.

SUPER: ACTIVE PROTECTION SYSTEM™

VO: Picked up a few new fans. Show ended, but the night didn't.

VO: We drove a few hours before camping out, then watched the first cut of our first video. Not a bad day.

VISUAL: Hanging out outside gathered around the U260 watching a video.

SUPER: Dolby® Advanced Audio™

VISUAL: Product shoot around in situation.

SUPER: THE LENOVO® IDEAPAD U260 (LENOVO®. FOR THOSE WHO DO. on U260 screen)

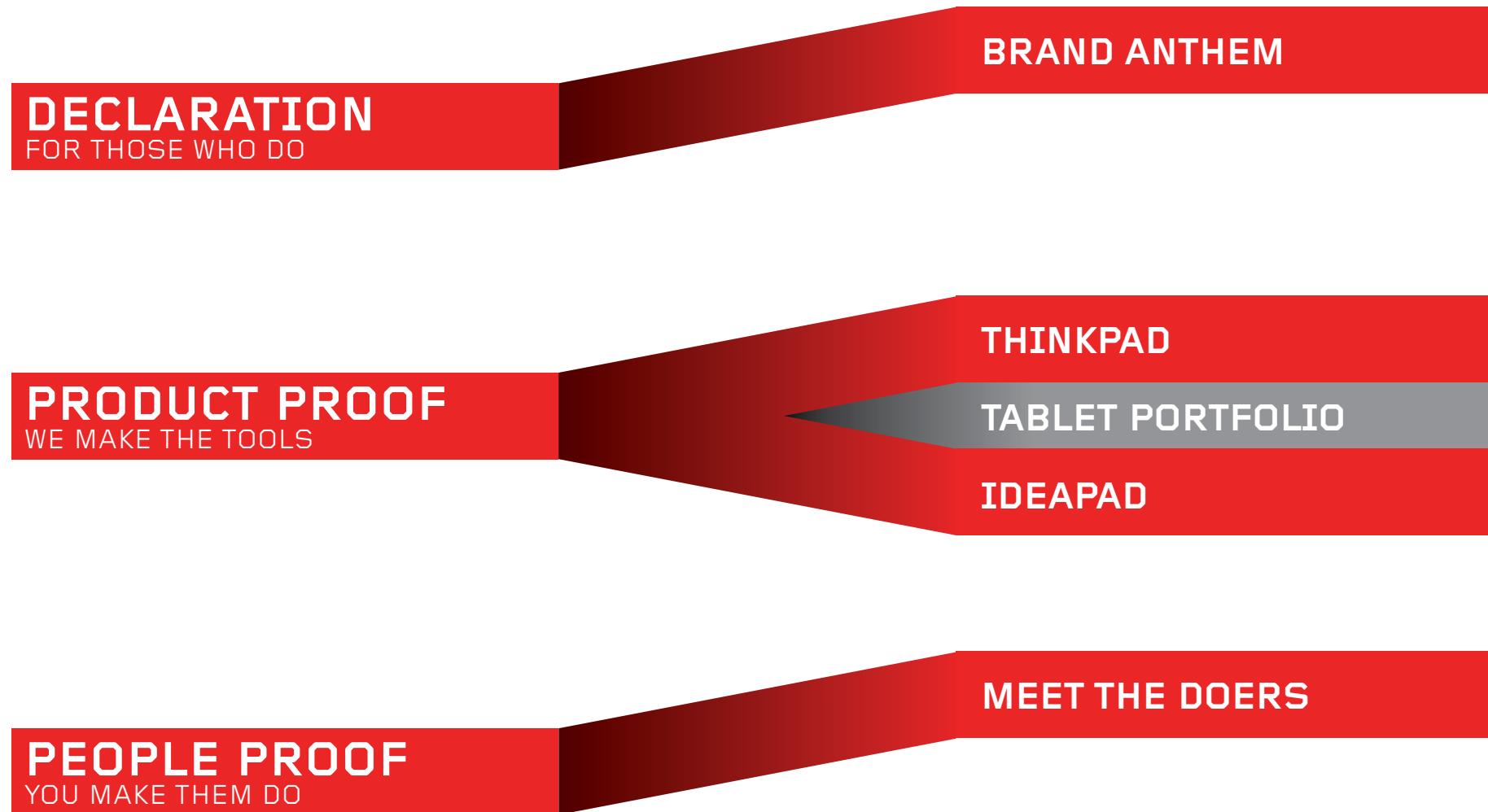
AUDIO: Intel Bong

VISUAL: Intel "The Do Inside" Logo

SUPER: Visibly Smart 2nd Gen Intel® Core™ Processors

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BRAND CAMPAIGN STRUCTURE



PEOPLE PROOF™ “RECIPE”

WE BELIEVE A SUCCESSFUL RECIPE CALLS FOR:

1.
AN ORDINARY
PERSON

2.
IN AN
UNEXPECTED
SCENARIO

3.
DOING
EXTRAORDINARY
THINGS WITH
LENOVO
TECHNOLOGY

4.
WITH A GREAT
ACCOMPLISHMENT

MEET THE DOERS TV – HOW RAYMOND LI DOES



Raymond Li will be the first global doer. We will create an integrated body of work around Raymong Li and his Do(creating water-powered jetpacks with Lenovo technology). Actual content is in development.

4. TOOLKIT

BRAND VOICE

FINAL IMAGES FOR GLOBAL USE

LOGO GUIDELINES

SUB-BRAND GUIDELINES

TYPOGRAPHY GUIDELINES

PHOTOGRAPHY GUIDELINES

INTEL LOGO GUIDELINES



OUR COPY.

Lenovo's voice is always straightforward. There is a strength to the phrasing. A utility to the words. We do not speak in flowery, effusive terms about our technology. We do not load sentences up with adjectives and employ cute wordplay. Reading our copy should give you a sense that our machines mean business. Serious business. Be economical. Be on point.



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WHO DO.



WE MAKE THE TOOLS.
YOU MAKE THEM
DO.

OUR HEADLINES.

Headlines should be written in a similar fashion to copy. Lines are never preachy or pedantic. Try to avoid writing lines that use the word "Do" as much as possible. It's very tempting, but overuse will make the work feel cute and uninspired. Instead, write headlines that convey ideas that support and dovetail into our tagline.

lenovo FOR
THOSE
WHO DO.™

HOW TO USE DO.

Do. This is the sacred word in our campaign, and not one to be treated lightly. We need to be very careful with how it is used. And more importantly, how often. Please refrain from peppering it throughout your copy or using it repeatedly in headlines.

That being said, there will be times you need to use it. A few rules to follow:

1. Use Do as a noun or adjective wherever possible. We make Do machines. This is our Do. When "Do" is being used in this manner, it should always be capitalized. However, if you are required to use the conventional "do"(as a verb) in your copy, it should remain lowercase. We are people who do.
2. Try to avoid using doing, did, and done in your copy. They make for tempting wordplay. But it chips away at the integrity of the word "do." Please use these words sparingly, or find new ways to phrase your copy.
3. Do should never be used as a pun or to create a new word. Ex: EDOcation. DO-velop. Using it in this manner denigrates our idea and makes us seem more cute than utilitarian.



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APPROVED IMAGES FOR GLOBAL USE

BRAND ANTHEM



Any images from the Brand Anthem TV spot with talent (marked with an X above) are approved for unlimited usage in all non-print mediums.

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APPROVED IMAGES FOR GLOBAL USE

DJ



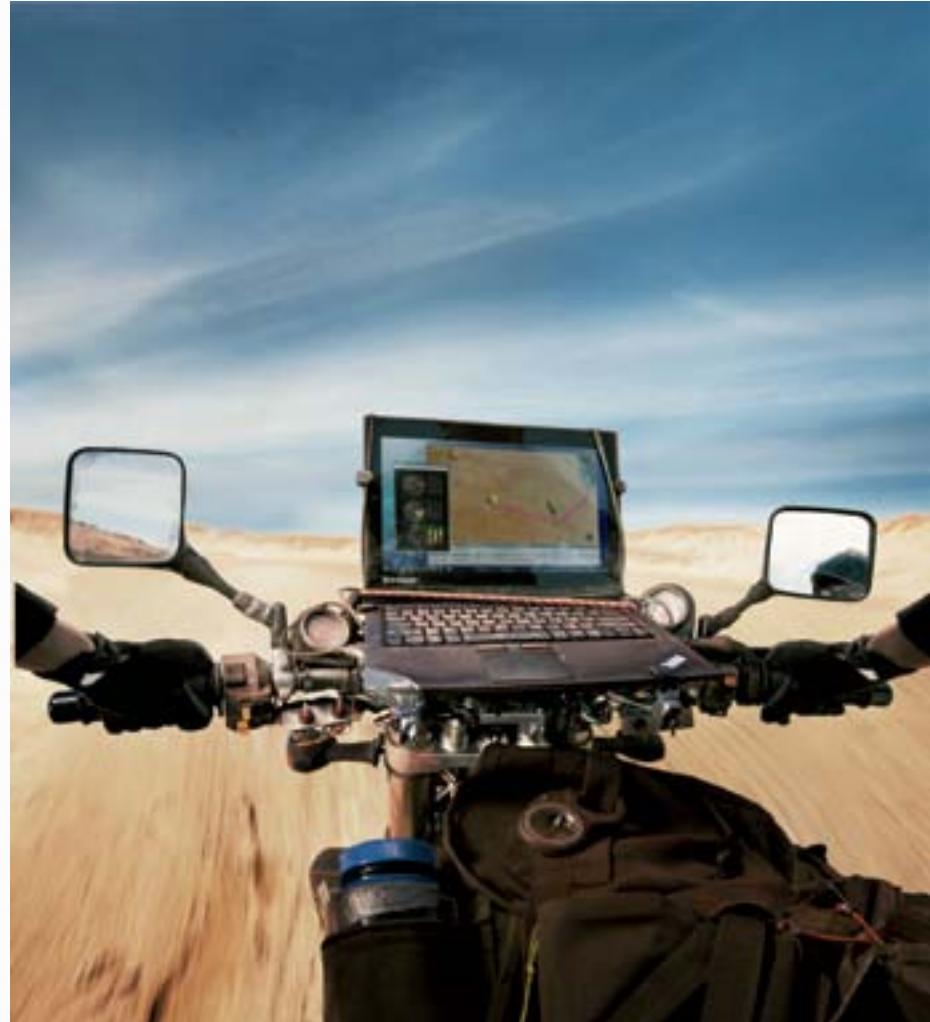
lenovo FOR
THOSE WHO DO.TM

APPROVED IMAGES FOR GLOBAL USE

HAT



lenovo FOR
THOSE WHO DO™







FOR THOSE WHO DO.

This is our tagline. Again, it is sacred language. These four words should never be changed. Do not create work that features lines like "For those who teach, for those who create, for those who fix, etc." The phrase "For Those Who Do" proves all of that.



LOGO LOCKUP GUIDELINES



ONLINE:
Logo should never appear smaller than 110px in width.

PRINT MEDIA:
Logo should never appear smaller than 25mm in width.

LENOVO LOGO



TAGLINE

This is the full logo and tagline lockup. It is provided as a single unit and should not be rearranged or tampered with. It always lives in this exact format and spacing.



FONT TYPEFACE

TYPEFACE NAME – LENOVO DO

BOLD

LENOVO DO

MEDIUM

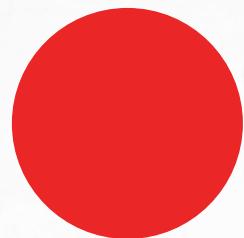
LENOVO DO

REGULAR

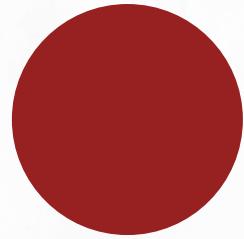
LENOVO DO

LOGO LOCKUP GUIDELINES

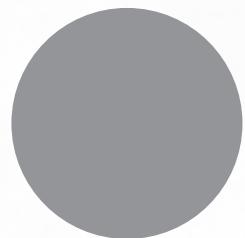
CAMPAIGN COLOR PALETTE



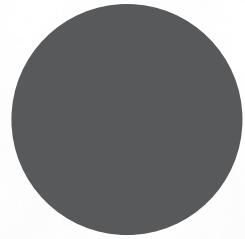
RED
CMYK: 1 / 98 / 98 / 0
RGB: 235 / 38 / 38



DEEP RED
CMYK: 26 / 98 / 98 / 25
RGB: 150 / 33 / 32



GREY
CMYK: 0 / 0 / 0 / 50
RGB: 147 / 149 / 152



DARK GREY
CMYK: 0 / 0 / 0 / 80
RGB: 88 / 89 / 91

LOGO LOCKUP GUIDELINES



Color and grey-scale versions of the tagline with logo lockup are shown above. The color version is used in the majority of media utilizing full-color. However, in the case of black-and-white layouts and media, the grey-scale logo and tagline lockup must be used.

Exclusion area must be equal or greater than the height of the red box. x = red box height.

TAGLINE FONT & COLOR PALETTE

FONT - LENOVO DO

WEIGHT - MEDIUM



RED

CMYK: 1 / 98 / 98 / 0
RGB: 235 / 38 / 38



DEEP RED

CMYK: 26 / 98 / 98 / 25
RGB: 150 / 33 / 32



GREY

CMYK: 0 / 0 / 0 / 50
RGB: 147 / 149 / 152



DARK GREY

CMYK: 0 / 0 / 0 / 80
RGB: 88 / 89 / 91

LOGO LOCKUP GUIDELINES

SOLID & PHOTOGRAPHY BACKGROUNDS



LENOVO LOGO W/TAGLINE - POSITIVE

LENOVO LOGO W/TAGLINE - NEGATIVE

LENOVO LOGO W/TAGLINE - POSITIVE

LENOVO LOGO W/TAGLINE - NEGATIVE



LOGO LOCKUP

UNACCEPTABLE



LOGO LOCKUP GUIDELINES

LOGO PLACEMENT



Logo lockup should reside in the bottom right-hand corner and it should not be flush to the edge of the artboard. It can have more space if the design requires it.

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WHO DO.

LOGO LOCKUP GUIDELINES

LENOVO LOGO



lenovo[®]

LENOVO LOGO - POSITIVE



lenovo[®]

LENOVO LOGO - NEGATIVE

The stand-alone Lenovo logo is used only when the logo lockup is also visible on the page.



Lenovo has several sub-brands, such as the Lenovo ThinkPad and the Lenovo IdeaPad. While these brands are both important and well-known assets, the focus of our work needs to be about strengthening recognition of the overall Lenovo brand. So the Lenovo logo takes precedent over all other sub-brand logos. Below are the guidelines for how sub-brands should be used in our work.

LOGOs

All work will be signed off with the Lenovo logo exclusively. Sub-brand logos (ThinkPad, IdeaPad, etc.) will only be permissible when seen on the products themselves. Ideally, they should not be used as independent elements within any (Brand or DG) advertising. However, if you're using sub-brands within DG advertising, do note sub-brand logos can never be larger than the "L" in the Lenovo logo.

COPY

Using sub-brand names (ThinkPad, IdeaPad, etc.) will often be required within body copy. But remember to always lead with the Lenovo name. So sub-brands should be referred to as the Lenovo ThinkPad, the Lenovo IdeaPad, etc. The overall Lenovo brand always comes first.

HEADLINE TREATMENT

ACCEPTABLE

WE MAKE THE TOOLS.
YOU MAKE THEM
DO.

WE MAKE THE
TOOLS.
YOU MAKE THEM
DO.

HEADLINE FONT & COLOR PALETTE

FONT - LENOVO DO

WEIGHT - MEDIUM



RED

CMYK: 1 / 98 / 98 / 0
RGB: 235 / 38 / 38



DEEP RED

CMYK: 26 / 98 / 98 / 25
RGB: 150 / 33 / 32

Headlines always appear in all caps and appear within the bands. All headlines should be kept to three or four lines maximum. The words that require more emphasis can be increased in size. The bands have no spacing in-between, but fit flush to one another. The spacing from the edge of letters to the edge of the bands remains consistent throughout.

For online executions, headlines can be split into two lines in certain instances where required (for example, in a banner size of 729x90). Otherwise, headlines are treated the same way as in print and OOH executions.

The additional dimensional flare on headline layouts (or triangle brackets) should always start on the second line and then alternate depending on the total number of lines in the headline layout. Aim to use as few flares as possible on headlines, keeping the layout of type as simple as possible.

Note: Not all headlines need to appear in red bands. Specifically, when the headlines are much greater in length.

HEADLINE TREATMENT

UNACCEPTABLE

WE MAKE
THE TOOLS.
YOU
MAKE THEM
DO.

WE MAKE
THE TOOLS.
YOU MAKE THEM
DO.

HEADLINE FONT & COLOR PALETTE

FONT - LENOVO DO WEIGHT - MEDIUM



RED

CMYK: 1 / 98 / 98 / 0
RGB: 235 / 38 / 38



DEEP RED

CMYK: 26 / 98 / 98 / 25
RGB: 150 / 33 / 32

Avoid overly large blocks of text with
too many bands of varying sizes.

TYPOGRAPHY GUIDELINES

HEADLINE PLACEMENT



Headlines should never appear over the product, rather over negative space elsewhere in the layout. Headlines should be larger than the logo and tagline, but only slightly. These headlines are adjusted based on the photographic situation, not solely on negative space, for best results.



lenovo FOR
THOSE WHO DO™

TYPOGRAPHY GUIDELINES



Subhead and body copy should appear in the lower left-hand corner of the layout, creating a natural information flow from the headline to the subhead and body copy, and lastly to the logo and lockup.

The subhead should always be written in all caps. Subhead and body copy should always be left aligned on the vertical grid. Body copy should be in sentence case.

SUBHEAD:

FONT - LENOVO DO WEIGHT - BOLD



WHITE
CMYK: 0 / 0 / 0 / 0
RGB: 0 / 0 / 0

BODY COPY:

FONT - LENOVO DO WEIGHT - MEDIUM



WHITE
CMYK: 0 / 0 / 0 / 0
RGB: 0 / 0 / 0

REVERSED SUB HEAD:

FONT - LENOVO DO WEIGHT - BOLD



DARK GREY
CMYK: 0 / 0 / 0 / 90
RGB: 65 / 64 / 66

REVERSED BODY COPY:

FONT - LENOVO DO WEIGHT - MEDIUM

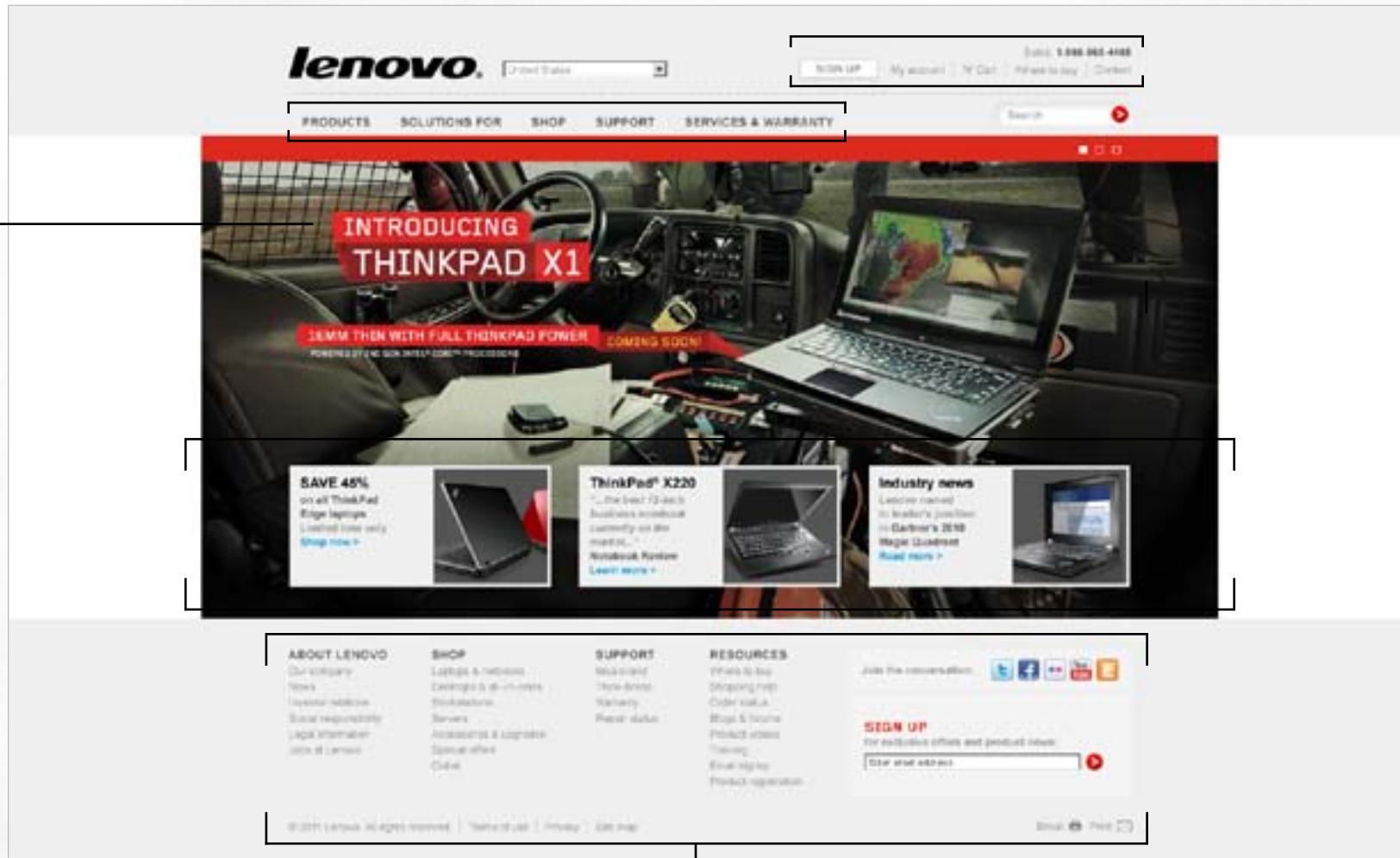


DARK GREY
CMYK: 0 / 0 / 0 / 90
RGB: 65 / 64 / 66

SUBHEAD & BODY COPY



FONT - LENOVO DO
WEIGHT - MEDIUM



Anything that's not a headline or title
(existing as artwork) can be a web-safe
sans-serif font, like Arial.

lenovo FOR
THOSE WHO DO.

THE RULES



In our brand advertising, the product is always featured through lifestyle photography with a documentary-style treatment. The product is always in situation, a focus in the frame, but not appearing overly posed or forced. The photography style is real, rough and raw, and captures a frame of a larger story in which the product is an integral part.

THE RULES

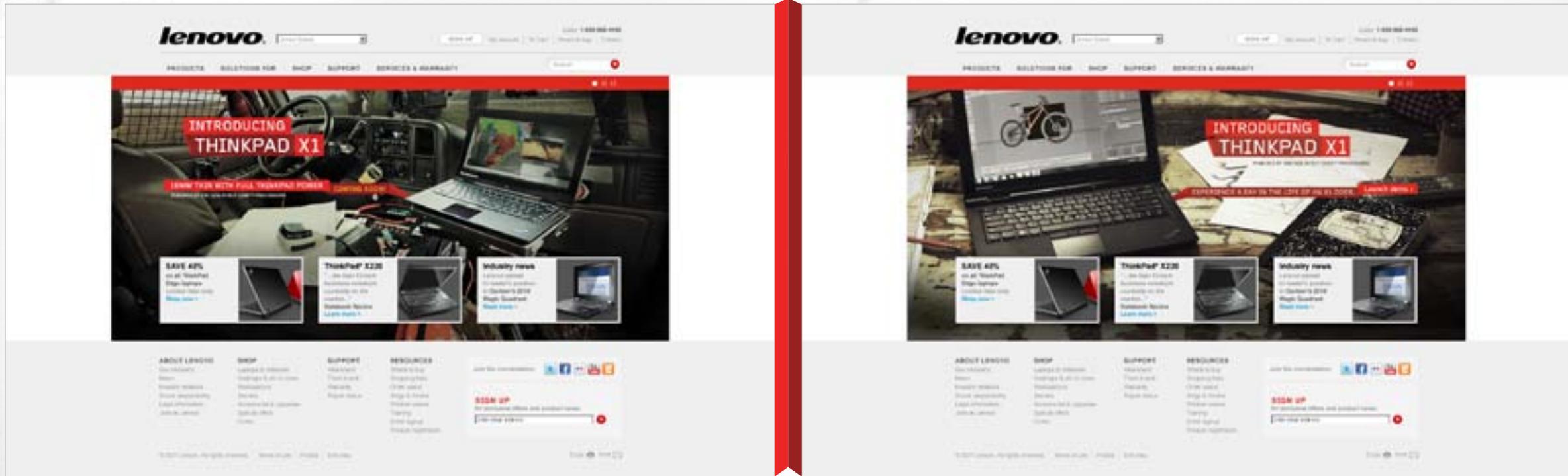
- 1.** It's always in situation. We never just show the product on a black or white background. The product always appears in an environment that allows the viewer to get an understanding of how the product is being utilized (by an artist, a businessperson, a musician, etc.)
- 2.** The visual style is consistent with all of our other communications. Everything we do feels like it is a cohesive part of our brand personality, as well as a natural visual continuation of the story we're telling.
- 3.** It can vary in style. There may not be one set method for how we do this. It could be a combination of still imagery that creates a stop-motion-style rotation. It could be shot on video. It's essential for it to feel like a part of the specific communication we're seeing it in at the moment.
- 4.** The consistency comes in how we treat the machine. It is always central in the frame. The screen features something related to the story. For example, a musician might have a music-editing program on-screen, a traveler might be using GPS software, etc.

PRODUCT PHOTOGRAPHY GUIDELINES

OUR GOAL.

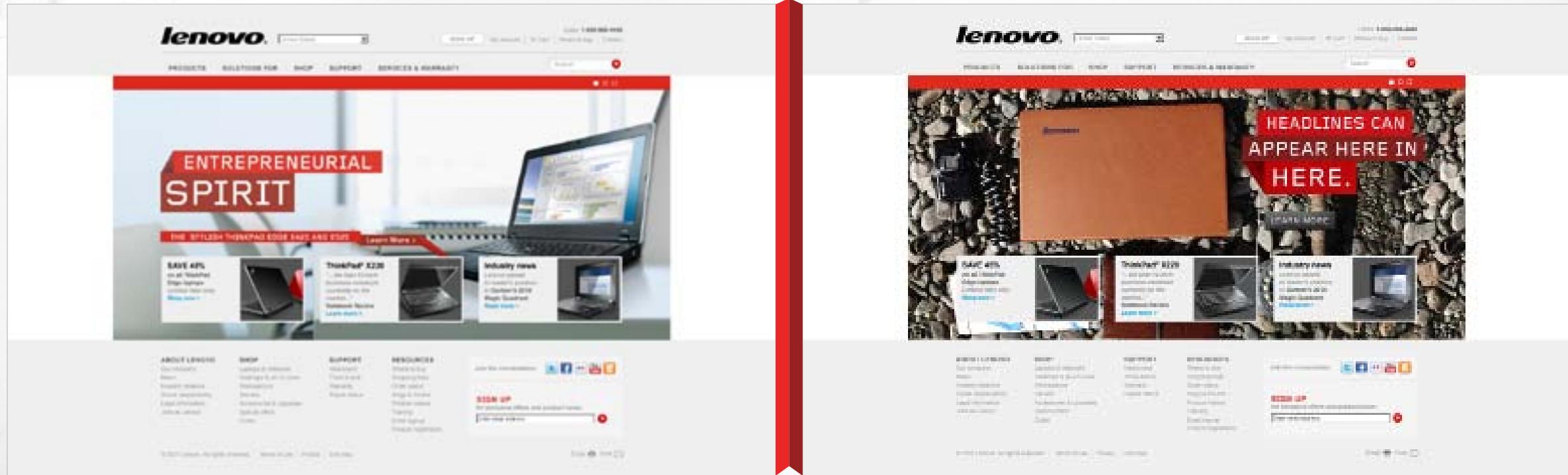
Along with standard and current product photography, which will continue to remain in certain media placements (web, brochure, etc.), the new photography style will be integrated throughout to create consistency through brand communications. In areas that provide first impression of the product, for instance website homepage or product information pages, the product will continue to appear in situation as it does in print photography. It is important to establish the product as the key tool in a Doer's arsenal of tools, presenting it as an integral part of the situation and essential to how they get things done. Differing from the print photography, in these instances the product will appear larger in frame with an overall size and focus comparable to a traditional product shot.

PRODUCT PHOTOGRAPHY GUIDELINES



Option 1. Composed Backgrounds:

In this option, the product is placed within an environment through the use of props and photography, or compositing the product within a setting with the use of preexisting images. With the understanding of the angles and perspectives of the machines in product photography, a background can be photographed in a consistent perspective for the product to be composited into afterwards.

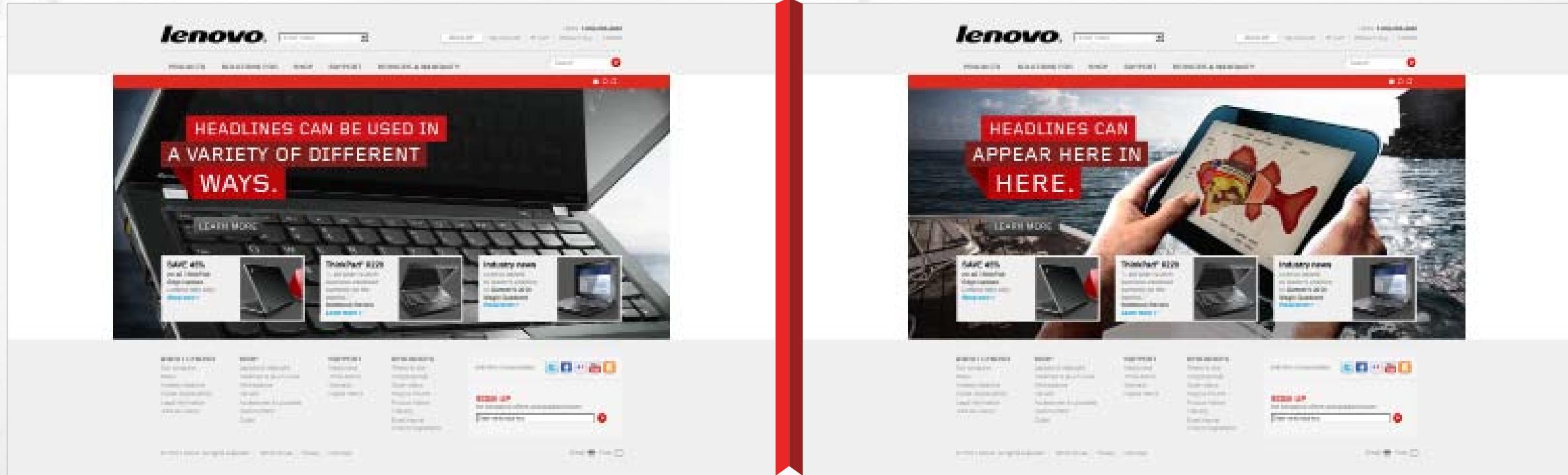


Option 2. Blurred Backgrounds:

In this option, a few exclusive backgrounds can be used along with blur filters to assist in the illusion of the machines appearing in a specific space. This option works particularly well for some of the larger, desktop-based models.

Option 3. Toolkit:

In this option, backgrounds are created with a series of overhead shots of simple settings with a few tools to provide context of possible use. This example is specific to overhead photography of laptops or tablets only.



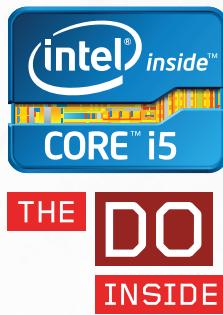
Option 4. Close-Cropped/Blurred Background:

In this option, less standard photography (floating products, artsy angles) can be used to show close-ups of the product and its features. A smaller section of the background still appears to provide context of possible use.

Option 5. Generic Background:

This option is more specific for products that are mobile based, such as tablets and smartphones. Because of the mobile nature of their usage, background photography from stock imagery can be used with filters to give the appearance that the machine is being used in an actual environment.

THE DO INSIDE PROGRAM

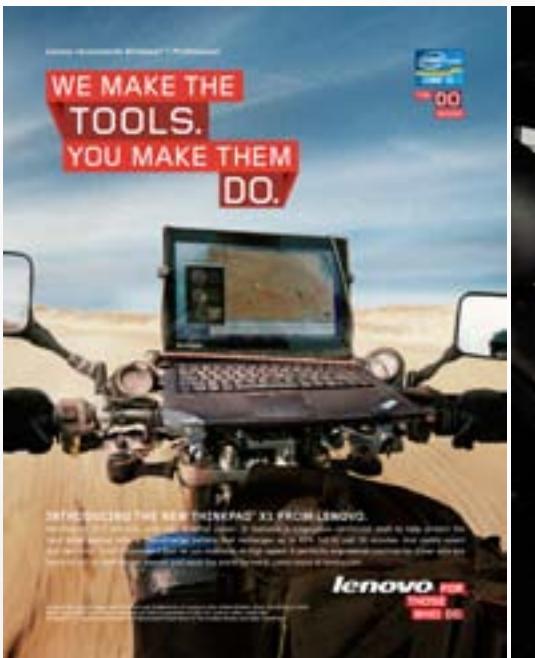


This is a unique collaboration between Intel and Lenovo. Although technically a JMP program, we believe that DO INSIDE takes the notion of “Intel Inside” to an entirely new level and is, as a result, distinct and to be treated individually. Please note: The Do Inside program applies to a limited opportunity negotiated within specific parameters:

- Negotiated at the HQ level between Lenovo and Intel.
- Covered in a discrete SOW and specific media/country spend against Brand communication.
- For a limited-time period (through September 2011).
- The enhanced reimbursement rate is for a specific segment of this program and does not apply broadly within and outside of this program.
- Other segments/communications tiers are not included and would need to be negotiated separately “from scratch” to achieve an enhanced reimbursement rate (up to 60% with the 2nd Gen® Core™ JMP Special in this case).

Given the specific application of Do Inside, we will not issue additional, formal Terms and Conditions. Nevertheless, we offer thoughts on guidance for the program fundamentals on the following pages.

THE DO INSIDE PROGRAM

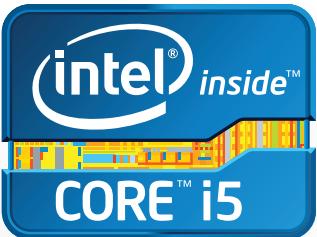


Logos are justified right. Right edge of border of box around "DO" should line up vertically with right edge of border of the box from the Intel logo.

INTEL LOGO GUIDELINES

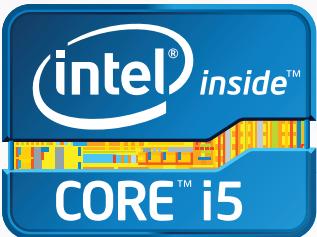
THE DO INSIDE PROGRAM

PRINT - VERTICAL



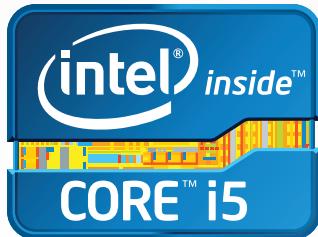
THE
DO
INSIDE

PRINT - HORIZONTAL



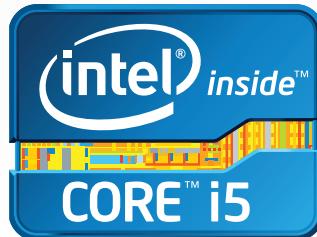
THE
DO
INSIDE

TV



THE DO INSIDE

ONLINE



THE
DO
INSIDE

- Intel® logo should always be a lockup along with the copy THE DO INSIDE.
- Intel® logo should be comparable in size to the Lenovo FOR THOSE WHO DO lockup.
- The DO should always be caps.

Depending on the creative execution and size there is flexibility on how to feature the lockup:

- The DO Inside can be positioned underneath or adjacent to the Intel logo.
- If working with a small unit, such as a 160x600 banner unit, THE DO INSIDE can be made smaller to adjust for the more limited space, yet keeping the Intel logo prominent.

GUIDANCE TO FOLLOW IN LATER VERSIONS

The Lenovo Brand Campaign Cookbook is a working document that will continually be updated as campaign assets are created. The following guidance will follow in later versions:

COOKBOOK VERSION 2.0 (coming soon/next installment)

Treatment of Brand and Product (Desktops, Laptops, Workstations, Servers, S&P), Lifestyle Professional, Think/Idea, Hero/Halo

Communications by segment (consumer, SMB, LE, mobile) – includes description of guidelines (if any) and examples. Treatment of alliance partnerships (details TBD based on alliance relationships – Intel, AMD)

Treatment of channel communications

Templates – Execution of the guidelines in the following media channels: TV, Print, OOH, Online, Retail Point of Sale, Catalogue, Email, DM



COVER - V1



COVER - V2



INTERNAL PAGE EXAMPLE

Note: Use of ThinkPad and IdeaPad sub-brand logos is not recommended in Do materials as our goal is to build the Lenovo brand. Ultimately, regions must decide how quickly to discontinue use."



Note: Use of ThinkPad and IdeaPad sub-brand logos is not recommended in Do materials as our goal is to build the Lenovo brand. Ultimately, regions must decide how quickly to discontinue use."



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