The principles

Brand identity guide, March 2008

PHILIPS

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More information
pww. ourbrand.philips.com

Helpdesk
brand.helpdesk@philips.com

Contents

Introduction

Why we have a brand identity

The Philips brand is recognized and trusted around the world and our most valuable asset. The brand identity is the visual and verbal expression of our brand through all communication media. It will enable us to build and maintain One Philips through consistent expression of our positioning and strategy.

The principles of our brand identity are founded on "sense and simplicity". Easy to Experience means communicating clearly and consistently, Designed Around You means communicating from the audience's point of view and Advanced means communicating new and sometimes unexpected ideas and solutions that make the latest technologies accessible to all. Together these govern the structure, style and content of our communications.

The brand identity applies globally across all of our activities, product divisions and touchpoints. It is continually researched and developed to achieve communications our audiences find appealing, distinctive and powerful. In this it uses key performance indicators such as stopping power, fit to brand positioning, relative position in competitive field and purchase preference.

The brand identity program

The brand identity program is a comprehensive approach to building and managing our brand identity globally across all activities, product divisions and touchpoints and comprises:

• Elements, the component parts of our brand identity such as the wordmark, shield and typography which together make up our communications
• Principles defining how to use each element of our communications

• Our unique signatures that provide the distinct character and focus of our identity by means of certain specially selected signature elements such as photography, headlines and color that carry our message and convey value to our audiences.

The brand identity principles

The elements, principles and signature are summarized over the page and described in more detail in this document. There are separate documents for applying the brand identity to each of the media we use. More information is available at pww.ourbrand. philips.com.

This principles document is intended for anyone involved in the creation and development of marcom tools. Used accurately and consistently over time, it will help build our brand in the hearts and minds of our audiences and maintain a leadership position in our markets.

The communication brand identity principles drive all touchpoints

principles — touchpoint, touchpoint, touchpoint, touchpoint, touchpoint, touchpoint
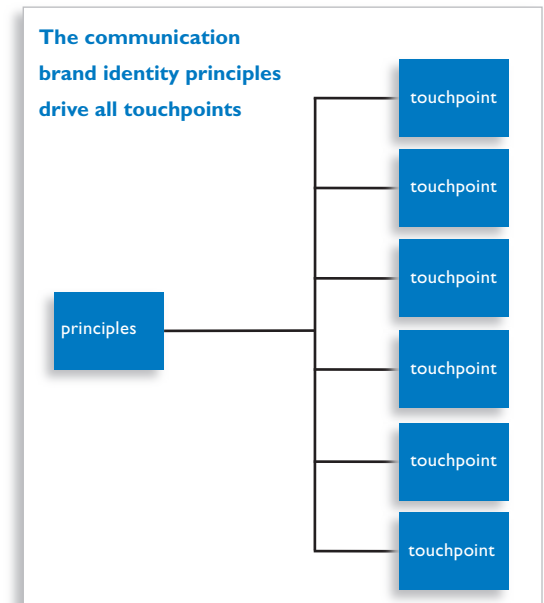
The communication brand identity model

Elements are the component parts of our brand identity which together make up our communication.

Principles define how to use each element of our communication.

Signatures provide the distinct character and focus to our identity.

For more information see The Principles in Our Brand Identity at pww.ourbrand.philips.com

Roles	Elements	Principles
Who	Wordmark	Our wordmark is our most valuable asset. Give it pride of place and present it with clarity and consistency.
	Shield	Our shield symbolizes our rich heritage. Present it proudly with clarity and consistency.
	Brand promise	Our brand promise is "sense and simplicity". Use it consistently and do not provide a substitute, even when it is not used.
What	Naming string	Use the verbal components clearly and consistently to communicate essential information, aiding product/service navigation through simplicity.
Key message carrier	Photography ∗	People – Natural, intimate photography captures the essence of our brand promise by portraying people benefiting from our technology. Product – Present our products proudly, showing their distinctive form and function.
	Headlines ∗	Ensure our headlines are short, clear and relevant and supported by our imagery, inspiring belief in our proposition.
	Copy	Our written communication is personal, clear, vibrant and credible. Bring our brand positioning to life through language that is human and compelling.
Value radiation	Color ∗	We are colorful and our brand is blue and white.
	Materials finishes	Apply systematically to create distinction for our brand and differentiation of our propositions.
Structure	Layout	Our layouts serve our communication structure. Use them to grab, hold and direct attention towards our photography, headlines and proposition.
	Typography	Our typography is inviting and highly legible and has enduring style.
	Graphic elements	Our graphic elements are functional not decorative. Use them to structure and organize information.

∗ Signature elements

Wordmark – principle

Our wordmark is our most valuable asset. Give it pride of place and present it with *clarity* and *consistency*.

How we achieve this

Clarity
Ensure pride of place and maximum visibility through size, position, space and background

Consistency
Use the fewest possible variations for each application and across different applications

Wordmark – do's and don'ts

Do

PHILIPS

use the wordmark in blue and in its standardized
form on a white background

When the word Philips is used in text

use in text typeface with a capital P

Don't

combine the wordmark with
concept/family logo's

use a different typeface

use framing or a specially created background

use more than one color

use abbreviations

use the wordmark in combination with
a text The configuration with the brand
promise is the only exception to this rule

use the wordmark (whole or partial) in
combination with another visual element
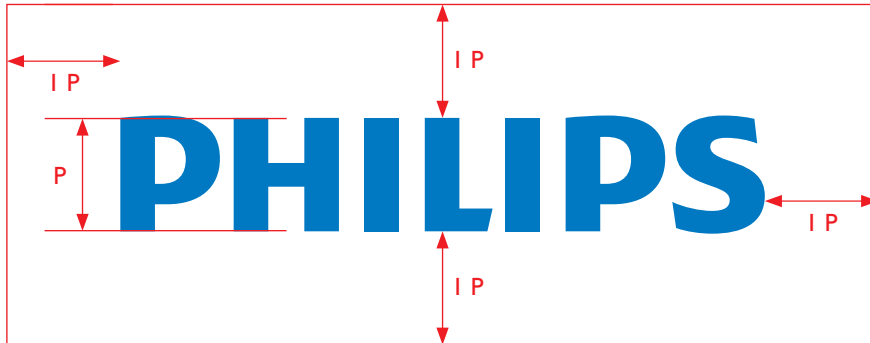such as a trademark or symbol

create a new name or visual device using the
word Philips or any part of it

use the wordmark as part of a text

Wordmark – specifications

For the wordmark the clear zone is 1 x P
In conjunction with other trademarks the clear zone is 2 x P
P is the height of the Philips wordmark

Standardized form

The Philips wordmark is a registered trademark and should not be altered in any way. It must always be used consistently in its standardized form. This provides legal protection and aids recognition and awareness. See our trademark policy for rules on the use of our trademarks.

Note that these rules replace the UD-D 1111 Standard policy.

Color

You must always reproduce the wordmark in Philips blue on a white background. The specifications are as follows:
• Pantone 300
• CMYK: C100, M44, Y0, K0
• RGB: R11, G94, B215
• HTML: 0B5ED7
• RAL 5015

For some communication tools it may not be possible to apply Philips blue. The exceptions are:
• Product hardware: apply the wordmark in the color of the product graphics. The wordmark must have enough contrast with the background and the background must be an even color
• One-color printing (black), e.g. flexographic packaging, user manuals and some leaflets: the wordmark appears in black.

Check the specific communications tools in Our Brand Identity for the rules.

Clear zone

Always maintain a clear zone around the wordmark and any other trademarks. A clear zone is an area that contains no text or symbols of any kind.

Note that the clear zone specifications may change according to the application. Always check the specific communication tools in Our Brand Identity for other clear zone specifications.

Size and position

For guidelines on the size and position of the wordmark, you should refer to the specific communication tools in Our Brand Identity at pww.ourbrand.philips.com. The minimum size is 15 mm or 100 pixels wide.

Non-Roman alphabets

The wordmark may not be comprehensible in non-Roman alphabet countries. Additional standardized versions of the wordmark are available in non-Roman scripts. Go to non-Roman alphabets in the Downloads section.

Note that the standard Philips wordmark in the Roman alphabet must always be displayed alongside the non-Roman alphabet version. Use this consistently across all product categories and product divisions. Contact your regional brand manager for the policy in your region/language area.

For more information, contact us at brand.helpdesk@philips.com.

In text

When the word Philips is used in text (such as this paragraph), you must use the same typeface, style and color as the rest of the text. Use sentence case (a capital P followed by lower case letters).

Do not use the standardized Philips wordmark in body text, headlines, pay-offs, slogans or a repetitive pattern. Never use uppercase only.

Our shield symbolizes our rich heritage. Present it proudly with *clarity* and *consistency*.

How we achieve this

Clarity

The shield is a mark of quality. Reserve it for prominent applications

Consistency

Use it consistently to protect our trademark and aid recognition and awareness

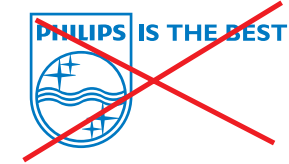# Shield – do's and don'ts

Do

use the shield in Philips blue in its standardized
form on a white background

Don't

use framing or a specially created background

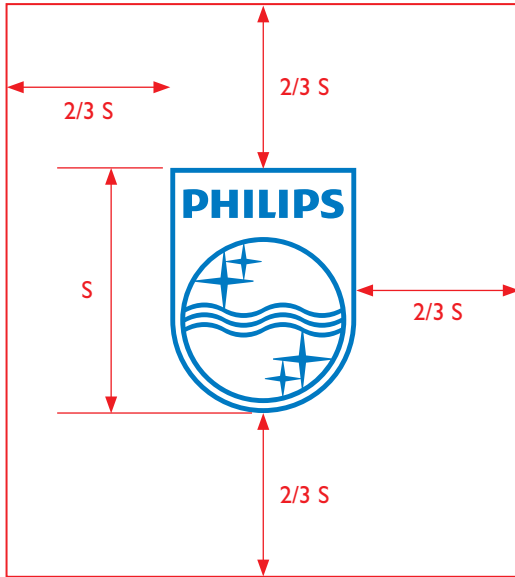use the shield as part of a text

use more than one color

use the shield (whole or partial) in
combination with another visual element
such as a trademark or symbol

use the shield in another way than the
standardized form

Shield – specifications

For the shield the clear zone is 2/3 x S

In conjunction with other trademarks the clear zone is 2 x P

S is the height of the Philips shield

P is the height of the Philips wordmark elsewhere on the communication tool

Standardized form

The shield is a registered trademark and should not be altered in any way. It must always be used consistently in its standardized form. This provides legal protection and aids recognition and awareness. See our trademark policy for rules on the use of our trademarks.

Note that these rules replace the UD-D 1111 Standard policy.

Color

Reproduce the shield in white on a Philips blue background or in Philips blue on a white background.

For some communication tools it may not be possible to apply Philips blue. The exceptions are:
• Product hardware: apply the shield in the color of the product graphics, in the printing color of the type plate, or mold it into the material of the product
• One-color printing (black), e.g. flexographic packaging, user manuals and some leaflets: the shield appears in black.

Check the specific communications tools in Our Brand Identity for the rules.

Clear zone

Always maintain a clear zone around the shield and any other trademarks. A clear zone is an area that contains no text or symbols of any kind.

Note that the clear zone specifications may change according to the application. Check the specific communication tools in Our Brand Identity for other clear zone specifications.

Size and position

For guidelines on the size and position of the shield check the specific communication tools in Our Brand.

Our brand promise is "sense and simplicity". Use it *consistently* and do not provide a substitute, even when it is not used.

How we achieve this

Consistently

• Use the brand promise on our above-the-line communications and other high awareness application areas

• Apply it in a fixed configuration with our wordmark

• Never use an alternative, even when there is no brand promise

Brand promise – do's and don'ts

Do

PHILIPS

sense and simplicity

use the brand promise in the standard
configuration with the wordmark

When "sense and simplicity"
is used in text

use the brand promise in the typeface of the text, between
double inverted quotation marks and completely in lower case

Don't

PHILIPS
sense and simplicity

use a different typeface or way of writing

PHILIPS sense and
simplicity

use another configuration

PHILIPS
sense and simplicity

use framing or a specially created background

PHILIPS
sense and simplicity

use the configuration (whole or partial) in
combination with another visual element
such as a trademark or symbol

When **sense and simplicity**
is used in text
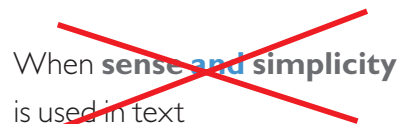
use the brand promise in a distinct
font or color in a text

When "Sense & Simplicity"
is used in text

use initial capital letters and/or an
ampersand '&'

Brand promise – specifications

PHILIPS

sense and simplicity

1.3 P

1.3 P

P

1.3 P

1.3 P

For the brand promise configuration the clear zone is 1.3 x P

In conjunction with other trademarks the clear zone is 2.6 x P

P is the height of the Philips wordmark

The rational for "sense and simplicity"
We provide products, services, and solutions that make sense by understanding our consumers and customers, as inspired by the Designed Around You pillar. We know exactly what our stakeholders are looking for through close collaboration and extensive research.
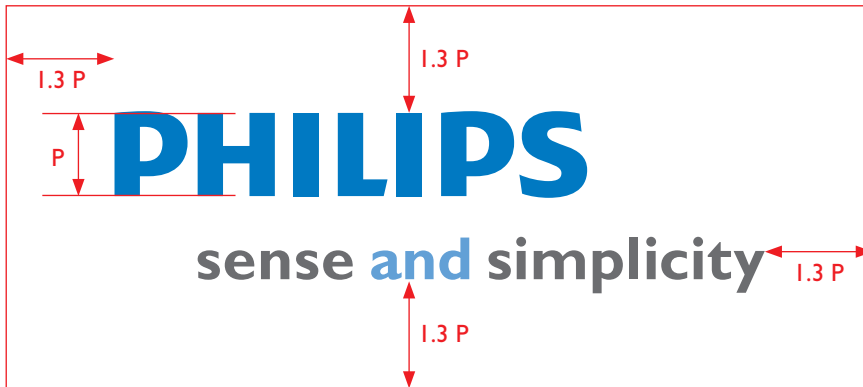
Simplicity is the over-arching theme of the three pillars and naturally communicates Easy To Experience. In addition, our products, services, and solutions fulfill the Advanced brand pillar.

Standard configuration
You must use the brand promise in the standard configuration with the wordmark as shown.

Color
Use the following color specifications for the wordmark and brand promise configuration:

Wordmark:
• Pantone 300
• CMYK: C100, M44, Y0, K0
• RGB: R11, G94, B215
• HTML: 0B5ED7
• RAL 5015

The word "sense" and the word "simplicity":
• 70% black
• RGB: R109, G110, B112

The word "and":
• 60% of Pantone 300
• CMYK: C60, M26, Y0, K0
• RGB: R109, G158, B231

Clear zone
Always maintain a clear zone around the brand promise configuration and any other trademarks. A clear zone is an area that contains no text or symbols of any kind.

Note that the clear zone specifications may change according to the application. Always check the specific communication tools in Our Brand Identity for other clear zone specifications.

Brand promise usage
We use the brand promise on various communication tools. In the downloadable Brand Promise Usage guide, you can find which application areas do or don't carry the brand promise.

Approved translations
In all markets the brand promise is used in English, unless a local translation is required by law. In the downloadable Brand Promise Usage guide, you can find which markets require a local translation. Any exception to this rule is at the sole discretion of GMM.

Translation of the brand promise in these markets is the responsibility of DDB. Local DDB offices will liaise with their local Philips organization for input and alignment.

GMM must approve a local translation before use. To ensure consistency, GMM will review a proposed translation and provide written approval.

Naming string – principle

Use the verbal components clearly and *consistently* to communicate essential information, aiding product/ service *navigation* through simplicity.

How we achieve this

Consistently

• Use the naming string components consistently

• Ensure prominence as required so key messages have maximum impact

Navigation

• Display clearly without adding complexity

Naming string – do's and don'ts

Do

CINEOS

use logos based on the Gill Sans typeface family

Philips Cineos flat TV with Ambilight

use on one line

Philips Cineos
flat TV
with Ambilight

use line breaks like here if it doesn't fit on one line

Don't

PHILIPS
CINEOS

use logos in combination with the wordmark

CINEOS

use additional graphic shapes

Cineos

use logos based on another typeface than the Gill Sans family

CINEOS

use multiple colors

Philips CINEOS flat TV with Ambilight

use logos within the naming string

CINEOS

contain logos in a shape

Naming string – specifications

Application of the naming string

The standard ways to apply the naming string are described below. For information on how to apply it to a specific area, see the rules per communication tool in Our Brand Identity at pww.ourbrand.philips.com.

For rules on the contents and composition of the naming string, see Naming String in Brand Architecture at pww.ourbrand.philips.com.

Naming string at start of text

Use (part of) the naming string at the start of a text to give it attention. If you use a part, it must at least contain the master brand, the concept/family name if there is one, and the descriptor. Set the naming string in bold if the following text is regular, and regular if the text is light. In addition, you may display the concept/family logo.

Naming string in running text

If you use (part of) the naming string in a running text, use the specifications of the running text. You may not display the concept/family logo if you only use the naming string in a running text.

Concept/family logo

As our master brand must always have the main focus, a concept/family name may not have a distinctive logo. The following strict rules for the concept/family logo must be applied:
- Base it on the Gill Sans typeface family
- Only use the letters of the name, do not add elements
- Use the letters on one line, do not use a baseline shift
- Do not contain it in a shape
- Only use black on white, do not use colors or tints
- Keep it simple and clear, so it can be reproduced in a small size in and any technique
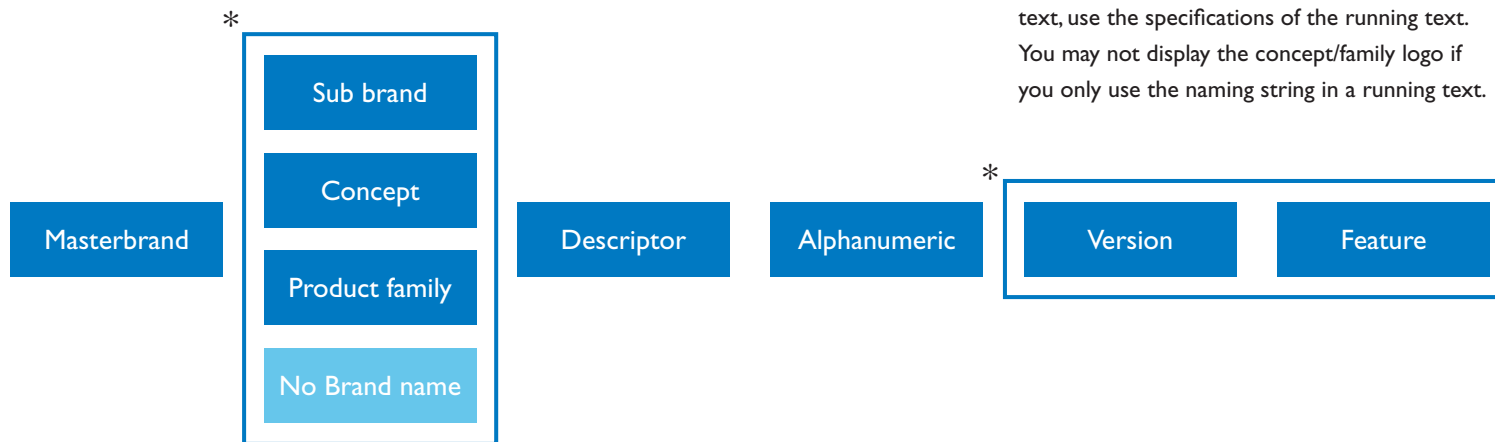
CINEOS

Streamium

GoGear

MODEA

Always keep recognition between the concept/family name (how we use it in text) and the logo. If a name has a distinctive way of writing (e.g. GoGear), apply this in the logo.

*

| Masterbrand | Sub brand / Concept / Product family / No Brand name | Descriptor | Alphanumeric | Version | Feature |

* depends on product if applicable

People photography – principle

Natural, intimate photography captures the essence of our *brand promise* by portraying *people* benefiting from our *technology*.

How we achieve this

People

- Show people and their stories to demonstrate that we design around them
- Capture intimate observations of real life people, eye-catching compositions that are close up on emotion
- Show real life situations that are natural, unrehearsed and above all human
- Ensure images are clean, simple and flooded with illumination

Technology

- Provide a new perspective to demonstrate that we are imaginative, progressive and advanced
- Capture a spontaneous, decisive moment of customer satisfaction to show our solutions are easy to experience
- Ensure our stories depict the benefit of our proposition: technology touching people's lives

Brand promise

- Sense: ensure our photography is relevant and meaningful
- Simplicity: ensure our photography is bold and clear

Photography is a signature element

Product photography – principle

Present our products proudly, showing their distinctive *form* and *function*.

How we achieve this

Form

• Display our products proudly in eye-catching still life compositions that express both form and function

• Emphasize design, shape, color and finish through distinctive use of depth and angles

• Use bright white lighting to illuminate the products and a white reflective background to provide reflection and shadows

Function

• Capture and express the essential properties of the proposition

Photography is a signature element

Photography – signatures

People

Emotional benefit

photography level 1

Depicting the emotional benefit and reward our products or technologies bring to our customers.
• Pleasure and enjoyment for consumers
• Satisfaction and confidence for businesses.

Product in use

photography level 2

Capturing our products helping our customers achieve their goals. This supports the reasons to believe the emotional benefits.

Product standalone

photography level 3

Proudly displaying our product through:
• Form, emphasizing its design, shape, color and finish
• Function, expressing attributes of the product type and proposition.

Product detail

photography level 4

Drawing attention to specific design or technological features of the product.

Photography signature
Emotional benefit

Composition
Intimate: close up on emotion
Eye catching: simple, 'clean' and human

Lighting and color
'Bright white': flooded with illumination
We are colorful

Timing
Spontaneous: real people, real needs, real stories, natural and unrehearsed

Photography signature
Product in use

Composition
Clear: expressive of function
Eye catching: simple, 'clean' and human

Lighting and color
'Bright white': flooded with illumination
We are colorful

Timing
Spontaneous: (real people) real events, natural and unrehearsed

Photography signature
Product standalone and detail

Composition
Proud: expressive of form and function
Eye catching: freestanding, depth and angles

Lighting
'Bright white': flooded with illumination
White background: reflections and shadows

Timing
Still life

Products

Signatures provide the distinct character and focus to our identity.

Emotional benefit photography – do's and don'ts

Photography signature
Emotional benefit

Composition
Intimate: close up on emotion

Eye catching: simple, 'clean' and human

Lighting and color
'Bright white': flooded with illumination

We are colorful

Timing
Spontaneous: real people, real needs, real stories, natural and unrehearsed

Signatures provide the distinct character and focus to our identity.

Improvement process
Start using our photography signatures today by making a best practice selection of our current photographs in use.

The photography signatures are designed to allow continuous improvement of our photography style over time.

Color photography
Use color photography to ensure real and natural pictures. Do not use black and white photographs, except in one-color (black) printing. Never use duotone photographs.

Do

Intimate: close up on emotion
Eye catching: simple, 'clean' and human

'Bright white': flooded with illumination, we are colorful

Spontaneous: real people, real needs, real stories, natural and unrehearsed

Don't

Uninvolved, distant

Dark and colorless

Posed and rehearsed

Product in use photography – do's and don'ts

Photography signature

Product in use

Composition
Clear: expressive of function

Eye catching: simple, 'clean' and human

Lighting and color
'Bright white': flooded with illumination

We are colorful

Timing
Spontaneous: (real people) real events, natural and unrehearsed

Signatures provide the distinct character and focus to our identity.

Improvement process
Start using our photography signatures today by making a best practice selection of our current photographs in use.

The photography signatures are designed to allow continuous improvement of our photography style over time.

Color photography
Use color photography to ensure real and natural pictures. Do not use black and white photographs, except in one-color (black) printing. Never use duotone photographs.

Do

Clear: expressive of function

'Bright white': flooded with illumination, we are colorful

Spontaneous: (real people) real events, natural and unrehearsed

Don't

Obscure function

Dark and colorless

Posed

Product standalone and detail photography – do's and don'ts

Photography signature

Product standalone and detail

Composition
Proud: expressive of form and function
Eye catching: freestanding, depth and angles

Lighting
'Bright white': flooded with illumination
White background: reflections and shadows

Timing
Still life

Signatures provide the distinct character and focus to our identity.

Improvement process
Start using our photography signatures today by making a best practice selection of our current photographs in use.

The photography signatures are designed to allow continuous improvement of our photography style over time.

Color photography
Use color photography to ensure real and natural pictures. Do not use black and white photographs, except in one-color (black) printing. Never use duotone photographs.

Do

Proud: expressive of form and function
Eye catching: freestanding, depth and angles

Bright white': flooded with illumination
White background: reflections and shadows

Bright white': flooded with illumination
White background: reflections and shadows

Don't

Flatly displayed

No reflections

Product and background lighting too dark

Headlines – principle

Ensure our headlines are short, *clear* and *relevant* and supported by our imagery, *inspiring* belief in our proposition.

How we achieve this

Clear
• Help people understand we are easy to do business with and our solutions are easy to experience
• Use the headline as a caption to the main photograph; use the main photograph to illustrate the headline

Relevant
• Communicate from our audience's point of view, with an understanding of their needs
• Talk about technology itself, if relevant to the audience

Inspiring
• Encourage people to believe we design advanced solutions

Headlines are a signature element

Headlines – do's and don'ts

Headlines signature

Structure
Few words, large letters

Style
Straightforward language

Content
Personal: from our audience's point of view
Inspiring: communicates advanced solutions
Clear: acts together with the main photograph

Signatures provide the distinct character and focus to our identity.

Do

Supreme steam

use few words and large letters

Don't

Non stop and intelligently controlled steam output for superb ironing results

use many words and small letters

Copy – principle

Our written communications are *personal*, *clear*, *vibrant* and *credible*. Bring our brand positioning to life through language that is human and compelling.

How we achieve this

Personal

• Encourage people to respond to us by being personal and never aloof

Clear

• Be clear by focusing only on the essentials, being brief and using straightforward language

Vibrant

• Engage with our audience by saying things in an original way
• Surprise your reader occasionally to get the point across and stimulate thought

Credible

• Encourage people to trust us by using a natural, unforced style
• Include human insights and realistic examples while avoiding jargon and generalizations

Copy – do's and don'ts

Writing style

Writing style is the words we choose and the way we use them in written communications. Just as the way we speak says a lot about us, so our style of writing leaves a powerful impression on an audience.

Overall, our writing style is founded on the three pillars of our brand positioning:

- Personal and responsive to encourage people to believe we design for people's needs.

- Clear and straightforward to encourage people to believe we are easy to do business with and our solutions are easy to experience.

- Inspiring and interesting to encourage people to believe we design advanced solutions.

The rules on the following pages show how to achieve our writing style and ensure we write with one voice.

Tone of voice

Tone of voice is the character or overall effect of our writing, and gives the reader an impression of who we are. It helps communicate our brand positioning.

	Do	Don't
American English		
Our spelling, grammar, punctuation and choice of words are governed by the standard rules of American English. Useful reference works for US English are The Elements of Style, Fourth Edition and The New Oxford American Dictionary. There is a very helpful chapter on the differences between American and British English in The Economist Style Guide.	Personalized	Personalised
	Program	Programme
	Color	Colour
	Catalog	Catalogue
	Fiber	Fibre
	Parentheses	Brackets
	Fall	Autumn
	Period	Full stop
	Zip code	Postcode
	Cellular phone	Mobile phone
	Spelled	Spelt
Clear language		
Your writing will be clear if you are straightforward and explain things in your own words. Obscure or complicated words, clichés and figures of speech get in the way of a message and make us sound bureaucratic and out-of-touch. You will connect with your audience every time if you keep things short and simple.	Begin	Commence
	About	Regarding
	About	Approximately
	Method	Methodology
	A year	Per annum
	Let	Permit
	Use	Utilize
	Show	Demonstrate
	End	Terminate
Be personal		
Companies aren't cold, faceless organizations but using formal, impersonal language certainly gives people that impression. Address yourself to the individual and you will instantly connect with your audience. 'I', 'we', 'our' and 'you' are seldom overused.	We	Philips
	You	Company Name
	Our	The

Copy – do's and don'ts

	Do	Don't
Short headlines, sentences and paragraphs		
Short sentences help the reader to understand your meaning. One thought per sentence is enough.

Use paragraphs to build your point. A paragraph should comprise a number of linked thoughts that add up to a bigger idea, just like this.

Avoid sounding repetitious. Occasional use of bullet points, sub-headers and diagrams adds variety and maintains the reader's interest. But too many can be stifling. | | |
| **Active writing** | | |
| Active writing is light, energetic and direct. Start sentences with the subject, rather than the object. It also helps to use words that are interesting, powerful and, occasionally, unexpected. Finally, don't forget to keep things concise. | Customers are our most valuable asset.

The HeartStart home defibrillator won Popular Science's Best of What's New award. | Our most valuable asset is our customers.

Popular Science's Best of What's New award was won by the HeartStart home defibrillator. |
| **Inspire others** | | |
| Your audience will be inspired if you tell them something in an interesting way. Before writing, find your 'story': a compelling angle and engaging details illuminating what you have to say. For all but the most routine communications, avoid pre-prepared templates or copying and pasting, as these often produce stale and unconvincing results. | It was a bright cold day in April, and the clocks were striking thirteen. | It was 1 pm on a sunny April day. |

Copy – do's and don'ts

	Do	Don't
Avoid jargon		
Jargon is specialized, technical language understood by only a select group of people. Generally, it is difficult to understand and somewhat alienating for those not 'in the know'. It is therefore rarely the best choice of words for public or internal audiences.	Free software	Freeware
	Internet address	URL
	Customers	Target market
	Marketing communications	Marcoms
	User	End-user
You should always use clear, descriptive terms focusing on a key feature or benefit. Imagine you are writing to someone who is new to your subject. When using an uncommon term is unavoidable, be sure to accompany it with an explanation.	Approximate	Ballpark
	Self-evident	WYSIWYG
	Model	Paradigm
Names and trademarks		
Following these tips will ensure our names and trademarks are never compromised:		
• Always use names an trademarks with initial capital letters (unless this is a deliberate feature of the name)	Philips Cineos flat TV	Philips CINEOS flat TV
• Never abbreviate or make an acronym out of a name (unless this is a deliberate feature of the name)		
• Do not put ™, ©, ® or similar next to the name	Lift and Cut System	Lift and Cut™
• Avoid the possessive (Philips') if possible.	A new range of products from Philips	Philips' new range of products
Abbreviations		
Abbreviations for longer words interrupt the flow of your writing and can lead to misunderstanding. Only use abbreviations if they are extremely common and well understood (e.g. cont., etc., photo, bye, plane).	Hours	Hrs
	Yours	Yrs
	Administration	Admin
	Including	Inc
	Corporation	Corp
	Capital letters	Caps

Copy – do's and don'ts

	Do	Don't
Acronyms		
The problem with acronyms is knowing how well understood they are. They can interrupt the flow of writing and obscure your meaning. For these reasons it is better to minimize their use.	Business to business	B2B
	To be confirmed	Tbc
	Week commencing	W/c
	Original equipment manufacturer	OEM
However, they are convenient for long expressions requiring repetition. In this case make sure your reader understands the acronym by supplying an explanation the first time it is used.	Stock keeping unit	SKU
	Unique selling proposition	USP
	Solid State Lighting	SSL
Some acronyms are so well known they do not need explaining (e.g. DVD, CD, pm, www, ROM, EU, US, UK, BBC, GDP, PC, PDA, ISO, TV, MB, LED).	Home Entertainment	HE
Never make an acronym out of a trademark or brand name.		
Capital letters		
Use a capital letter at the start of every sentence, and for proper nouns, trademarks, acronyms and titles. Do not use a capital letter after a colon, semicolon or hyphen. You may use a capital letter for the start of a bullet or sub-bullet point.	Please take note: no initial capital after a colon.	Please take note: No initial capital after a colon.
Never use all capitals for a word or running text as this is harder to read.	Many of the world's most famous brand names are American: Nike; McDonald's; Ford; Microsoft	MANY OF THE WORLD'S MOST FAMOUS BRAND NAMES ARE AMERICAN: NIKE; MCDONALD'S; FORD; MICROSOFT.
Emphasis		
Bold or italics can be used to add emphasis within body text. Underlining must not be used. Use it for links onscreen only. Never use combinations of bold and italics.	The tone-of-voice of our writing is **personal, clear, vibrant** and **credible.**	The tone-of-voice of our writing is personal, clear, vibrant and credible.

Copy – do's and don'ts

	Do	Don't
Numbers		
Write numbers from one to nine as words and numbers over 10 as digits. Write alphanumerics and numbers in versions and technical specifications as digits. Use Arabic numerals for digits (1, 2, 3 etc.)	Nexperia Home is in 28% of all DVD recorders. Seven out of ten DVD+RW recorders are based on it.	Nexperia Home is in 28% of all DVD recorders and 7 out of 10 DVD+RW recorders are based on it.
Typesetting		
Keep your typesetting clear and simple. Use a single space between words and sentences. Use a white line between paragraphs.	Be careful. Type setting can really trip you up.	Be careful. Type setting can really trip you up.
Quotations marks		
Quotations are a good way of adding transparency and credibility to your writing. Double inverted commas should be used for quotations from speech or a text. Single inverted commas are for quotes within quotes or when a word is used out of context (i.e. in an unusual way).	"We are determined to carry forward the spirit of teamwork and enterprise shown during the year," says Gerard Kleisterlee, "as we pursue our goal of market leadership."	"We are determined to carry forward the spirit of team work and enterprise shown during the year" says Gerard Kleisterlee "as we pursue our goal of market leadership".
Commas and periods precede the final quotation mark. Colons, semi-colons, question and exclamation marks are placed as required.	Today's kitchen appliances are 'smart.'	Today's kitchen appliances are smart.

Color – principle

We are *colorful*
and our brand is *blue* and *white*.

How we achieve this

Philips blue

• Blue differentiates our brand

Philips white

• Our white is 'bright white'
• Use our 'bright white' to flood our communications with illumination
• Use 'bright white' to illuminate our photography
• Use 'bright white' to provide shadows and reflections in our publications

Colorful

• Our colors are modern and will evolve over time
• Use color to respect cultures and be effective in categories
• Use color to organize information
• Use color to reflect our vitality

Color is a signature element

Color – examples

Color signature

Structure

Our palette comprises Philips blue and white and six further colors in four shades

Style

Bright and colorful: stimulating for people, responsive to the categories

Signatures provide the distinct character and focus to our identity.
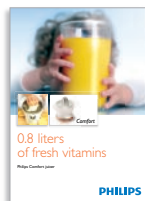
PHILIPS

Color – specifications

Philips blue

The Philips blue is based on Pantone 300. There are different color specifications for applications in print, on screen and in other reproduction methods and materials. Each is described in the palette.

Standard color palette

Use only colors from the standard color palette built from six base colors and their shades (including the Philips blue). Always check specific applications for how color is used. In Graphic Elements you can find the color specifications for tables, graphs and the like. In Our Brand Identity at pww.ourbrand.philips.com you can find out how color is used in specific communications tools.

Do not use unspecified colors.

The CMYK values are for print applications, and the RGB and # values for onscreen.

Pantone equivalent base colors

These equivalents are for reproduction processes that require Pantone specifications, such as Pantone colors used in printing or exhibition stand text.
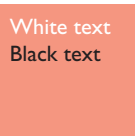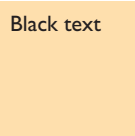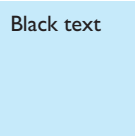
Color usage

Deep

Used for shades and accents in specific applications. In exceptional cases may be used for headlines and the benefit bars on packaging, such as for value differentiation.

Base

Used mainly for headlines and the benefit bars on packaging. See Packaging.

Tint and soft

Used mainly in graphs and tables.

	Purple	Red	Orange	Green	Turquoise	Blue
Deep	White text C45 M100 Y0 K55 R92 G0 B92 #5C005C	White text C30 M100 Y70 K30 R153 G0 B51 #990033	White text C30 M90 Y100 K30 R153 G51 B0 #993300	White text C78 M0 Y63 K67 R0 G92 B31 #005C1F	White text C100 M0 Y27 K68 R0 G84 B92 #00545C	White text C100 M55 Y0 K55 R0 G0 B102 #000066
Base	White text C50 M100 Y0 K0 Pantone 513 R153 G44 B150 #992C96	White text C0 M100 Y100 K0 Pantone 485 R233 G40 B35 #DF2823	White text C0 M60 Y100 K0 Pantone 144 R245 G143 B8 #F58F08	White text C60 M0 Y100 K0 Pantone 368 R124 G189 B42 #7CBD2A	White text C100 M0 Y35 K0 Pantone 3125 R0 G167 B188 #00A7BC	White text C100 M44 Y0 K0 Pantone 300 R11 G94 B215 #0B5ED7
Soft	White text / Black text C20 M50 Y0 K0 R205 G143 B189 #CD8FBD	White text / Black text C0 M50 Y45 K0 R243 G169 B149 #F3A995	White text / Black text C0 M25 Y50 K0 R249 G200 B132 #F9C884	White text / Black text C25 M0 Y50 K0 R208 G227 B147 #D0E393	White text / Black text C50 M0 Y20 K0 R172 G224 B228 #ACE0E4	White text / Black text C50 M0 Y0 K5 R145 G199 B255 #91C7FF
Tint	Black text C5 M25 Y0 K0 R243 G220 B233 #F3DCE9	Black text C0 M25 Y20 K0 R255 G205 B192 #FFCDC0	Black text C0 M12 Y35 K0 R255 G234 B192 #FFEAC0	Black text C10 M0 Y35 K0 R241 G248 B206 #F1F8CE	Black text C25 M0 Y15 K0 R229 G244 B237 #E5F4ED	Black text C20 M0 Y0 K0 R225 G241 B255 #E1F1FF

Headlines and benefit/feature bars

Philips blue
C100 M44 Y0 K0
Pantone 300
R11 G94 B215
#0B5ED7
RAL 5015

Philips white

Black

Materials and finishes – principle

Apply systematically to create *distinction* for our brand and *differentiation* of our propositions.

How we achieve this

Distinction

• Use those materials and finishes that enhance our presentation and raise our appeal

• Create a perception of luxury across the range

• Make us stand out in the crowd through quality and consistency

Differentiation

• Begin at a high quality level and from there go up

• Stay true to our identity principles, while matching the tone and type of materials to the proposition

Materials and finishes – specifications

Environmental standard

Make sure all materials and production processes conform to the Philips environmental standard. Contact the Corporate Sustainability Office for more information.

Paper standard

Worldwide we produce many brochures and other printed matter. To achieve consistency and efficiency, Philips defined a paper standard for all offset printing on sheets. The standard is Magno Satin of the supplier Sappi. See for the specifications www.sappi.com. It is available in many locations. In case it is not available, select the closest alternative.

Our layouts serve our communication structure. Use them to *grab*, *hold* and *direct* attention towards our photography, headlines and proposition.

How we achieve this

Grab

Use impact to get attention in the crowd so we are seen and noted

Hold

Use relevance to hold the viewers' attention so they like what they see and spend time with us

Direct

Use hierarchy to guide the viewer via reading paths and label consideration

Layout – do's and don'ts

Layout can be used to draw attention to the important elements of a composition, leading the viewer to the essence of your message. Open and uncluttered layout keeps your message clear. Use a large area of white space in relation to the text and visuals and, in the case of three-dimensional design, color and lighting. Be a fierce editor. Use only those words, images and three-dimensional forms absolutely essential to the message.

Layout should be dynamic and have impact. When arranging text, images and three-dimensional objects bear in mind your viewer's attention will be caught and held by composition that has variety and a hint of the unexpected. Keeping things original and imaginative will appeal to your audience.

Here are a few specific ways to achieve an uncluttered, dynamic layout style:
• Do the unexpected: combine contrasting sizes of text, images and white space
• Do not bleed photographs on more than three sides of any space (page, signage, screen, etc.)
• Use a sequence of shots to tell a good story
• Use a large font size for important text to keep your message clear
• Combine a large, powerful image with short, concise text and 'frame' them with lots of white space
• For three-dimensional compositions, use plenty of space and light and minimize the use of color
• Keep headlines brief and to the point
• Keep things open and organic by avoiding a grid-like or tight, compact layout
• Avoid symbols. If they must be included, group them to avoid disturbing the overall openness of the layout.

Do

Light, open, uncluttered

Reader's viewpoint, distinctive

Light, open, distinctive, clear

Don't

No white, cluttered

No human focus, no white, cluttered

No white, unclear

Typography – principle

Our typography is *inviting* and *highly legible* and has *enduring style*.

How we achieve this

Inviting

• Our typography has a balanced, clear structure that is accessible

• Use short paragraphs and large headings to add clarity

Highly legible

• Make sure our typography is easy to read

• Be straightforward, respecting the reading experience

Enduring style

• Ensure our typography is subtle, not overpowering

• Ensure it is timeless, not trendy

Typography – do's and don'ts

Do

use large size main heading, upper and lowercase, Gill Sans Light

In se perpetuo Tempuolubile gyro lam revocat et nobis Zephyros, vere tepente, noInduiturque brev Tellus all anreparata iuventam, lamque sgel.

Exuit invisam
Redeunt in carmina vires, Ingeniumque mihi munere veris ades Munere veris adest, iterumque vigescit ab atque aliquod iam sibi poscit opus. Castalis ante culos, bifid umque cacumen oberrat. Pyrenen somnia nocte ferunt. Concitaquq arcano fervent mctora motu, Et

range left, unjustified text, regular word/ letter space, spacious leading

Et hinc titulos adiuvat ipsa tuos, polsse

Placuit diva sicana deo. Nec sine dote tuos temeraria quaerit amores terra, n optatos poscit egena toros. Aspice, phoebe, tibi faciles hortantur amores, mellitas movent flamina verna preces.

In se perpetuo tempus as revolubile gyro lam revocat zephyros, vere tepente, novos. Induiturque b tellus reparata iuventam, lamque

range left, clear structure

Don't

capitals only, Gill Sans Bold

In se perpetuo Tempuolubile gyro lam revocat Zephyros, vere tepente, noInduiturque brev Tellus reparata iuventam, lamque sgelusibi poscit op

Exuit invisam
redeunt in carmina vires, Ingeniumque mihi munere veris ades Munere veris adest, iterumque vigescit ab atque aliquod iam sibi poscit opus. Castalis ante culos, bifid umque cacumen oberrat. Pyrenen somnia nocte ferunt. Concitaquq arcano fervent mctora motu, Et furor, et sonitus. dea crimen in ore fatetur, Et mcnos oscius urget equos. Exuit invisam Tellus rediviva senectam, Et an et nobis redeunt in carmina vires, Ingeniumque

justified text, irregular or extra letter spacing, very little leading

Et hinc titulos adiuvat ipsa tuos, polsse

Floribus et erat redimita capillos, taenario placuit diva sicana deo. Nec sine dote tuos temeraria quaerit amores nec optatos poscit egena toros. Aspice, phoebe, tibi faciles hortantur amores, mellitas moventmunere veris adest flamina verna preces.
In se perpetuo tempus as revolubile gyro lam revocat zephyros, mihi egena novos. Induiturque brev tellus

range right, unclear structure

Typography – specifications

Gill Sans Light

Gill Sans Light Italic

Gill Sans Regular

Gill Sans Italic

Gill Sans Bold

Our typeface

For professional designers, a font with an alternative figure 1 is available from Monotype for tabular settings.

Onscreen typefaces

For certain applications such as presentations use Arial instead of Gill Sans. For internet applications use Verdana. Refer to the rules for each onscreen application area. For information on the typefaces in our product user interfaces, contact brand.helpdesk@philips.com.

Typesetting

• Range all text left
• Never center or range text right
• Always use standard letter and word spacing. Professional designers may adjust individual letter spacing in headlines manually to visually balance the spacing
• Use type only in its standard form and do not alter it in any way, such as condensing or extending letters
• Make sure the single and double quotation marks from the original text are transferred correctly when you copy it into another application
• Do not use automatic hyphenation. Use manual hyphenation only for long words in a body text that cause a visually disturbing gap in a layout. Never hyphen headlines.

For rules on copywriting and punctuation, see Copy.

Our graphic elements are *functional* not decorative. Use them to *structure* and organize information.

How we achieve this

Functional

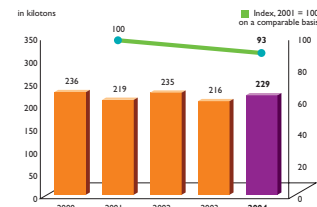Make sure the form of our graphic elements is derived from their function

Structure

Use structure to emphasize hierarchies and organize information
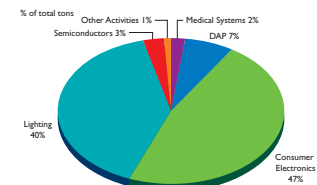
Graphic elements – do's and don'ts

Do

Total packaging material

in kilotons

use clear graphics: bar chart
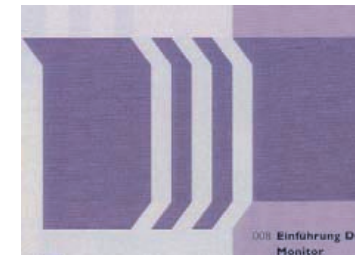
Total packaging by sector in 2004

use clear graphics: pie chart

use clear graphics: table

Don't

put graphic elements behind text

adorn the page with decoration

Sector name

use graphic elements to identify a
sector or business group

Graphic elements – specifications

Tables

Use tables to display lists of similar items/data in a structured and accessible way. A table consists of two axes: a vertical listing on the left and a horizontal listing at the top. The results of these are in the middle.

The basic rules for tables are:
- Horizontal, colored bars separate the items on the vertical axes:
  - The top bar is 70% of a base color with white text in Gill Sans Bold. This bar is optional; only use it if you need an extra layer at the top.
  - The second bar is in 100% soft color with white text in Gill Sans Bold. This bar is fixed. Use this bar also to create sections in a longer table.
  - The following bars alternate from 100 % of a tint color to 70% of a tint color. The text is black in Gill Sans Regular.
- Use the shades of one color for all tables in one application.
- Include the subject of the table, either in the first bar or as a heading above the table.
- Text columns separate the items on the horizontal axes.
- Texts are ranged left. Only if the columns are narrow, they may be centered. The first column must always be ranged left.
- Use a bullet to represent a 'yes' and an empty space for a 'no'.
- Do not use lines in tables.

Example

Phasellus sapien purus	Pellentesque lectus ipsum		
	Tempor	Pretium	Amsan
Lorem ipsum dolor sit amet consectetuer adipiscing	Consectetuer adipiscing elit	Lorem ipsum dolor sit amet	Dolor sit amet conse
Nula condimentum aliquam sa tis mauris dapibus eros et	Condimentum aliquam satis	Aliquam sagittis mauris dapibus	Nulla condimen ros et donec
Duis blandit euis justo tempor	Euis justo sed	Duis blandit	Justo sed tempor
Fusce porta,ipsum vehicula	Ipsum ac egestas	Fusce porta	Egestas vehicula
Phasellus sapien purus			
Erat mauris ultrices erat auctor massa augue id	Ultrices erat, quis auctor massa	Erat mauris massa augue	Quis auctor massa augue id sem vesti
Nulla accumsan, dolor in euismod, justo erat	Dolor in tempor accumsan risus	Nulla accumsan euismod	Tempor euismod, justo erat accum

Example with centered colums

| Condimentum aliquam	ABCD	ABCD	ABCD	ABCD	ABCD	ABCD	ABCD	ABCD
Mauris eros et pede								
Tis mauris dapibus	14	14	20	20	20	20	20	20
Eros et pede	9	9	9	9	9	9	9	9
Nula aliquam sa	•		•		•	•		•
Condimentum	24	24	24	24	24	24	24	24
Dapibus eros et pede	•	•		•	•		•	•
Mauris eros et pede								
Tis mauris dapibus	45	45	45	45	45	45	45	45
Mauris eros et pede								
Tis mauris dapibus	17	17	17	17	17	17	17	17
Eros et pede		•	•		•	•	•	
Nula aliquam sa	•		•	•			•	•

Graphic elements – specifications

Bar charts

Use bar charts to visualize increases/decreases over a period of time. A bar chart consists of two axes: a vertical line on the left for amounts and a horizontal line at the bottom to represent time. If required, you may add lines to emphasize an increase/decrease or you may use lines instead of bars. Keep the axes the same.

The basic rules for bar charts are:
• Use flat tints of color: 100% base, 70 % base, 100% soft, 70% soft 100% tint, and 70% tint
• Use deep colors if the shapes are three-dimensional
• Use color to group information
• Use thin black or gray lines for the axes
• Use a thicker line in a base color for lines that illustrate an increase/decrease
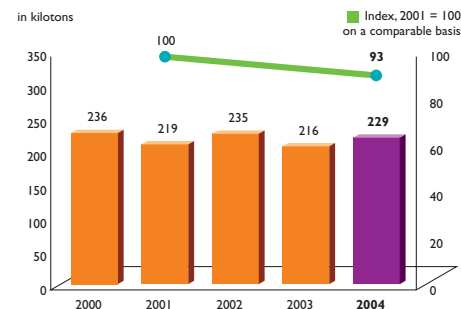
Pie charts

Use pie charts to visualize relative percentages of items. The sum of the percentages is hundred.

The basic rules for pie charts are:
• Use flat tints of color:
   100% base, 70 % base, 100% soft, 70% soft 100% tint, and 70% tint
• Use deep colors on three-dimensional shapes
• Use color to group information
• Use thin black or gray lines
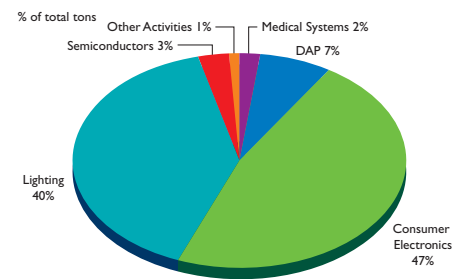
Diagrams

Use diagrams to visualize processes and organizations.

The basic rules for diagrams are:
• Use flat tints of color:
   100% base, 70 % base, 100% soft, 70% soft 100% tint, and 70% tint
• Use color to group information
• Use lines only if necessary for additional ingredients
• Do not use lines as a frame around a colored block

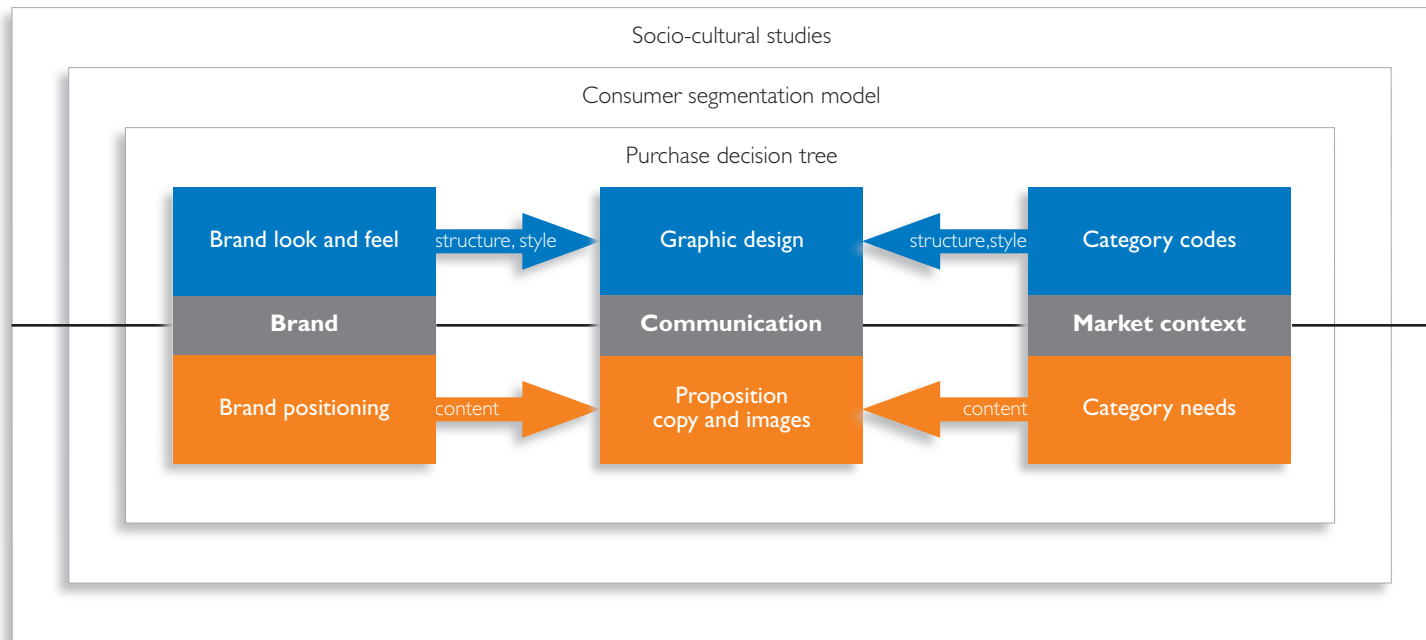Total packaging material

Total packaging by sector in 2004
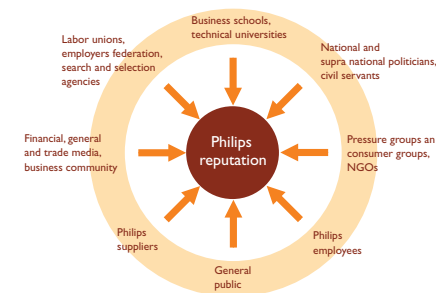
Appendix

Communication: brand and category model

Unity for the brand

Consistent with our values and recognizable in our market places

Validity for the proposition

Capable of delivering category supremnacy

Communication: brand pillars and brand look and feel

Light	Open	Honest	Distinctive
• white	• spacious	• truthful	• unique
• bright	• accessible	• credible	• striking
• radiant	• inviting	• authentic	• clearly defined
• alive	• understandable	• genuine	• recognizable
	• visible	• valid	• surprising
			• differentiated
			• standing apart

●	●			**Easy to experience** *"I feel comfortable with Philips. They have made technology effortless and truly accessible"* Speak clearly: our words and pictures work together; headline explains image, image illustrates headline
		●		**Designed around you** *"They have obviously put a lot of thought into understanding my needs"* Speak from the readers point of view: we speak with insights of your needs and circumstances
			●	**Advanced** *"New, surprising and empowering – Philips enables me to do things that I didn't think were possible"* Speak of the new and surprising solution: we communicate the benefit, evoking the "wow, I didn't know I could do that" feeling.

Communication: design process

Understanding the target group, in relation to category needs and brand perceptions

Understanding the competitive/required performance levels across the relevant drivers, for the relevant target groups, in the relevant markets

Identifying the specific position in the market for the company/brand/product, in relation to needs, competitors and target group perceptions

Defining the core sentence to establish 'what we offer the consumer/customer/employee'

Translating the offer into an appropriate and effective idea with which to capture attention, create awareness, and develop desire

Identifying communication tools that effectively and efficiently convey the proposition to the consumer, in the chosen markets, appropriate to the positioning and the 'big idea'

Creating and organizing verbal and visual assets into a design, in order to communicate the proposition, and manifest the 'big idea' across appropriate tools

Defining how the design is to be executed across chosen tools, in the chosen markets, by means of a communication and identity program

Ensuring efficient and effective deployment and implementation of the communication and identity program across chosen tools, in the markets

Ensuring the continued relevance and vitality of the communication and program, through a defined process

Analysis
- Target group analysis
- Contextual analysis

Positioning and proposition
- Positioning
- Proposition

Experience (creation)
- Creative Springboard/Big idea
- Communication design strategy
- Design

Comunication and identity program
- Program design

Program management
- Roll out
- Evaluation