

The brand book

Feel the difference



www.thebrandbook.com

“Coming together is a beginning,
working together is success.”

Henry Ford

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How to use this book

This book is a reference manual for everyone who looks after the Ford brand across the European network. It has three purposes:

- To reaffirm core Ford values
- To reveal the personality Ford will present in the future
- To provide communication guidelines for all products and services in all media

We decided to create this book now because Ford is reshaping for the future. There has never been a better time to restate what our brand is all about.



A new era of Ford

Ford is evolving. Our new design language, kinetic design, brings a new look of power and purpose to the whole range. The difference in our products is clear at a glance – but the difference in Ford isn't just confined to the vehicles we create.

With the new look comes a fresh, positive 'feel'. Our goal is that this difference should extend from the consumer's first experience of contact with Ford and Ford people. This includes our Dealerships and our whole organisation and extends through to the tangible reward: the hands-on experience of owning and driving a Ford. Achieving this will change our brand.

A single phrase says it all: 'Feel the difference.' This exactly expresses how we want consumers to feel about our brand.

Defining the brand

The Ford Brand Essence starts from ‘DCDQ’ (Dependable, Contemporary, Driving Quality) – the familiar expression of the Ford DNA within the Ford organisation.

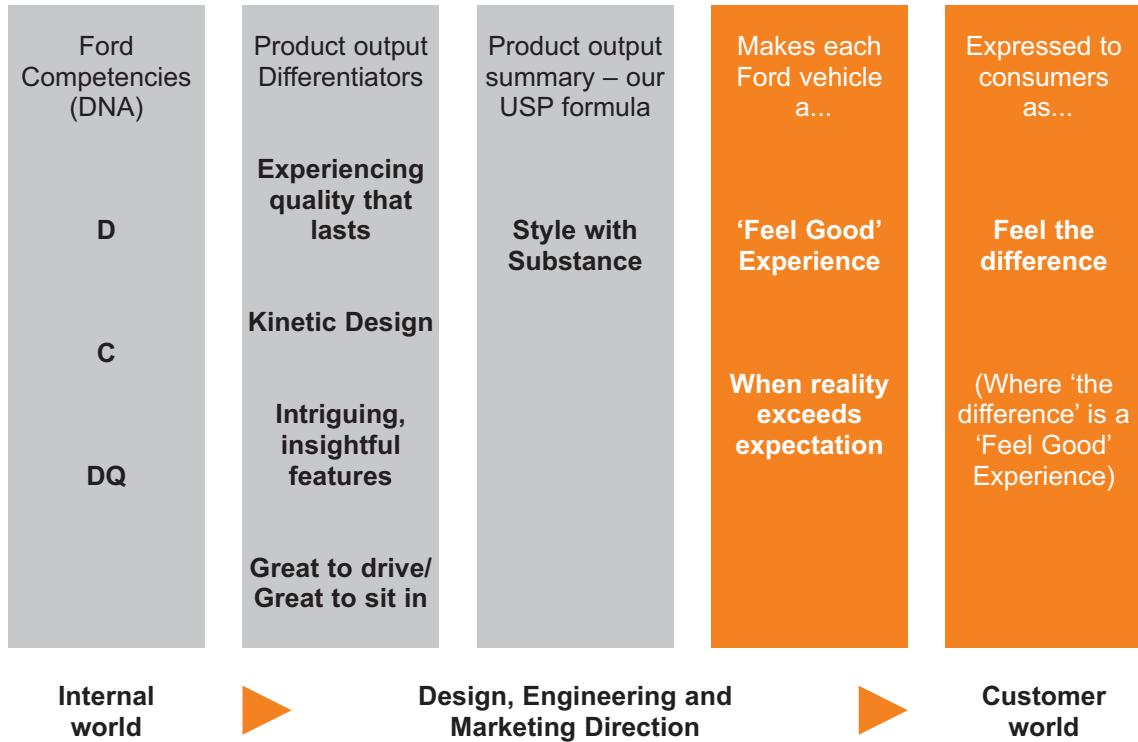
The attached Brand Structure chart shows how ‘DCDQ’ – as expressed within the internal world of Ford – is then taken into Design, Engineering and Marketing and, ultimately, into the consumer world.

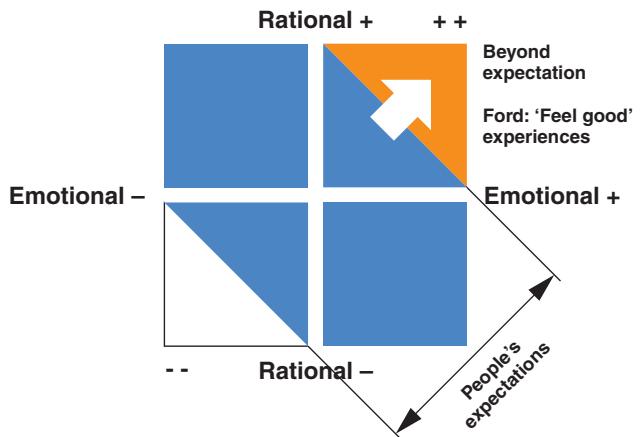
The Ford Brand Essence

Feel the difference

The difference is the ‘feel good’ experience that you get when reality exceeds expectations.

When the rational and emotional benefits come together, the whole becomes greater than the sum of the parts.





Ford is known for consistently delivering products with strong rational appeal – well engineered, great to drive and affordable. But in the consumer's world the appeal must be emotional as well as rational – thus the importance of kinetic design. So that Ford's products truly deliver 'style with substance'.

To consumers, this is then expressed under the banner of 'Feel the difference'. This is a compelling invitation for consumers to experience the difference i.e. the 'feel good' experiences that you get when reality exceeds expectations.

Know your consumer. Personally

Building the cars people want means knowing the consumer well – as well as you would a friend or neighbour.

We know what makes our target consumer tick so well that he or she is even given a name, as the following example shows.

These ‘consumerscapes’ enable us to engage with our market and communicate the brand essence on a personal level.

We learn how different target groups think so our communications talk their language and our products live up to their expectations.





FordGCI



Feb 2005

CD340 SAV 'Henri' Scape

Male • 39 Years • Married + 2 children (13 & 9) • Diploma (18) • € 65,000 • Toulouse, F •

Exhibition Coordinator, Airbus

Modern active lifestyle

I like to have my 'own life' – my own time, my own interests

But leading an active family life is important too

Passionate & spontaneous

I'm always passionate about everything I do I still like to live 'on the spur of the moment' as much as possible

Self Perception: + Cool, fun, sensitive

Cool Dad – but not one that tries too hard!

I suppose I'm conscious of what people think of me
- Sexy, traditional



Passionate about my 'own life' as well as my family



Multi-faceted lives

My family, my work, my hobbies and me...

...its all about maintaining the balance

Not ruled by family

My family is an essential part of my life but it doesn't define me

Independence rediscovered

I'm finding more time for hobbies & relaxation Our kids aren't as dependent on us as they used to be They're getting more involved in sports and clubs at school

Functionality + Expressive Design

No compromise approach to products & technology I always like to express my own sense of style

Appreciate challenging and creative roles

Work is a key part of my life so its important I enjoy what I do I achieve more when I'm in a job that's creative & stimulating Its not just about climbing the ladder, but finding a balance (family, challenge)

Dream Job: Sportsman, Investigator, Pilot
Adventure and challenge 'for him'



Outlook

Home & Family

Work

Active mind & body

My hobbies are really important to me - kayaking is my true passion
It's great doing stuff as a family - the kids are getting into water sports too
As the kids grow up, I'm finding more time for reading, music, Internet...

Self discovery; curious about the World

Keeping up with current affairs & trends makes life interesting, keeps me young and stops me getting dull!
Travelling to far-flung places is a great way to learn about the World

Dream Holiday: Learning new things, meeting different people, getting back to nature (adventure)
An adventure for me and my family



Leisure

Brands & Media

SAY



Brands

Choose labels with distinct character Self-expression rather than image

Quality & durability
Tangible benefits from higher end-brands

But value also important

Television

Adventure, European football, documentaries (people's lives, music)

Internet
eBay (for canoeing stuff), online shopping (DVDs), travel planning

Expressive style

Progressive design that shows I know how to have fun. It's not a 'Dad Wagon', I love people commenting on my car...
...I wouldn't get that in an MPV or saloon

Flexible interior space

All the room I need for the kids, their friends & my canoeing equipment.

An SUV just doesn't have enough space
Flexibility of seats; easy access to cargo
Rear seat roominess

Driving Quality

Not willing to sacrifice handling, comfort & speed for functionality. A driver's car, for me



The perfect mix
Finally, a great looking car that doesn't compromise on comfort, flexibility & driving experience I didn't know this kind of car existed

Feelings whilst driving

+ Tough & rugged
+ Powerful, strong & imposing (command driving position)
+ Stylish & sexy

- Normal, close to nature

Modern Active Lifestyle

No Compromise | Flexibility + Style



Reaching your consumer

Then comes the task of getting the target market's attention, and here the world is changing rapidly.

Growing public demand for a wider choice of products means communication budgets are spread more thinly. The choice of media is becoming more fragmented. The internet, digital TV and mobile technology have given consumers unprecedented choice to engage with, or avoid, our communications.

It's crucial to get above the noise level when you have something special to say. This is why all Ford communications for the new era will have the right tone of voice and a consistent new look and style and why it is critical that we have a consistent application across all communication channels.

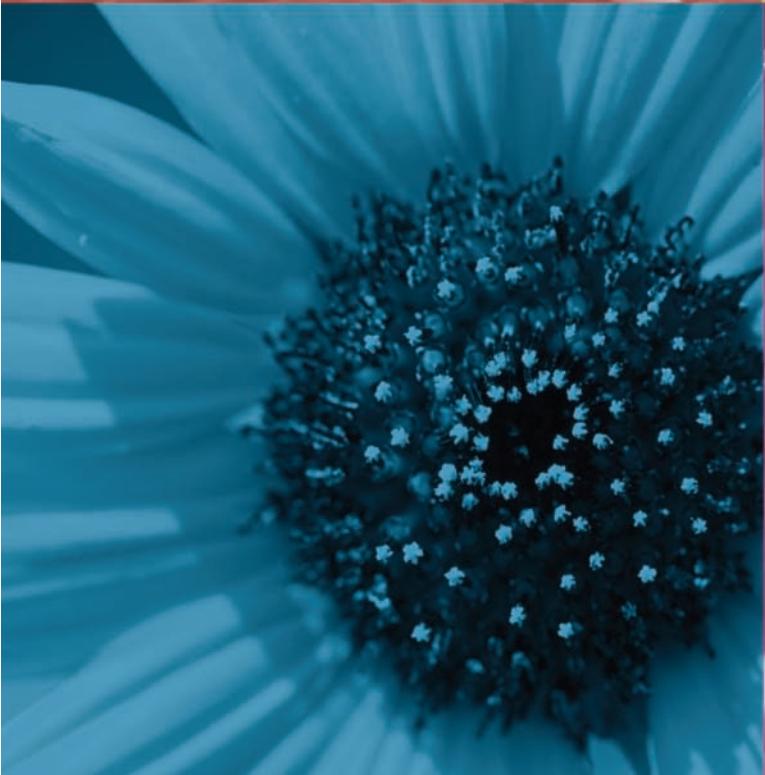
New tone of voice

Every product, every organisation, has a tone of voice which the consumer recognises on a conscious or subconscious level. It reflects the brand and its relationship with the consumer.

Ford's tone of voice combines **friendly familiarity with respect**, much as you would speak with a friend or colleague. It is **warm and accessible** without being in any way patronising. It invites the consumer to engage in a dialogue of partners, with the promise of reward.

'Feel the difference' expresses this tone of voice perfectly.

Importantly, it is a lot more than an advertising line. It represents the whole philosophy of Ford, and the consumer's experience on contact with any part of the Ford organisation. 'Feel the difference' is who we are.



New look and style

'Feel the difference' also calls for changes in the way we represent the brand visually, without sacrificing any of the positive equity we have in the current look and style.

Some existing elements, including the Ford Oval, brand colour palette and the Helvetica fonts will, therefore, be retained.

New graphic elements built into all Ford communications reflect 'Feel the difference' and give a consistent feel to different communication messages and campaigns. So our brand personality continually reasserts itself in the consumer's mind.



Go ahead. Do it

With the new Ford Ranger, you can do anything you want. From the world's first pickup truck with the best all-new 3.2-liter V6 engine ever made, to the most advanced 4x4 system ever built. And the best interior ever designed.

Drive it

- **Exterior**
- **Interior**
- **Performance**
- **Technology**
- **Safety**
- **Warranty**

Find it

- **Find a Dealer**
- **Find a Showroom**
- **Find a Service Center**
- **Find a Parts Center**

Regards

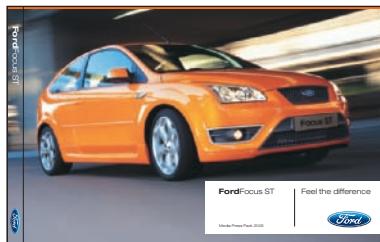
- **Ford**
- **Ford Ranger**
- **Ford Parts**
- **Ford Service**
- **Ford Showrooms**

Find the difference

22 26 09

WIN! A new Ranger 3.2L

Find out more



Ford **Ford** **Ford**

Ford **Ford** **Ford**



Basic elements

In the following pages we show the basic elements that are used to ensure the consistent expression of the Ford Brand.

- The Ford Oval
- Colour palette
- Fonts
- Naming
- Brand box
- Box with brand
- Brand box size
- Box location
- Box typography
- Packshot lockups
- Orange bar
- Photographic style

For further detailed information, visit the Ford Look and Style Arena at:
www.lookandstyle.ford.com

The Ford Oval

The badge version of the Ford Trademark, commonly referred to as the Ford Oval, should be used whenever possible. However, there are other versions available when the badged version cannot be used for technical or reproduction reasons.



Colour palette

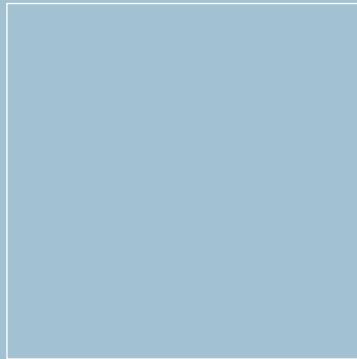
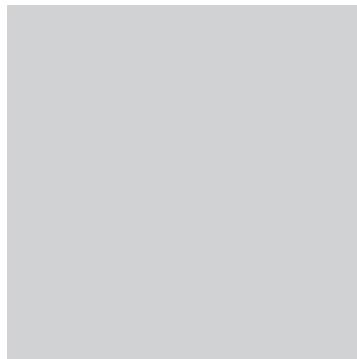
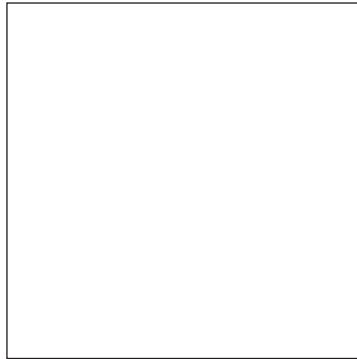
In addition to the five Ford primary colours of Ford Blue, White, Black, Mid Grey, Light Grey and Silver as defined within the current guidelines, a secondary colour palette of Blue and Orange has been introduced to allow for a more emotional expression of the Ford Brand.

Blue (Pantone 293) is a richer and more emotionally engaging version of Ford Blue (Pantone 294). It should never be used to replace Ford Pantone 294 in corporate communications and never be used in the Ford Oval itself.

Orange (Pantone 021) adds a warmth to the Ford Brand. However, it should never dominate the Ford Blue in communications – Ford is always Blue.

Blue Grey (20% Cyan, 20% Black) is generally used as a background tint for technical information panels, to help make the information more reader-friendly.

Primary colours



Secondary colours

Fonts

Ford Light and Ford Bold are the two fonts used to express the Ford primary brand. It is, therefore, important that they are used correctly to maintain the consistency of the brand.

Ford Light

A
B
C
a
b
c
1
2
3

Ford Bold

A
B
C
a
b
c
1
2
3

Naming

A wide range of Ford nameplates, products and services fall under the umbrella of the Ford primary brand. Until recently, the sub-brand was expressed in Ford Bold, with the Ford primary brand reproduced in Ford Light. Now, however, the Ford primary brand is being emphasised in Ford Bold, with the sub-brand shown in Ford Light, as can be seen opposite.

Old format

FordFocus 

New format

FordFocus 

For consistency, the primary brand must always be expressed in Ford Bold.
The sub-brand – the nameplate, service, product or organisation – must always be reproduced in Ford Light.

Nameplates

FordFocus ST

FordKa

FordTransit Connect

Service/Product

FordPrivilege

FordInsure

Organisation

FordFleet

FordCredit

FordService

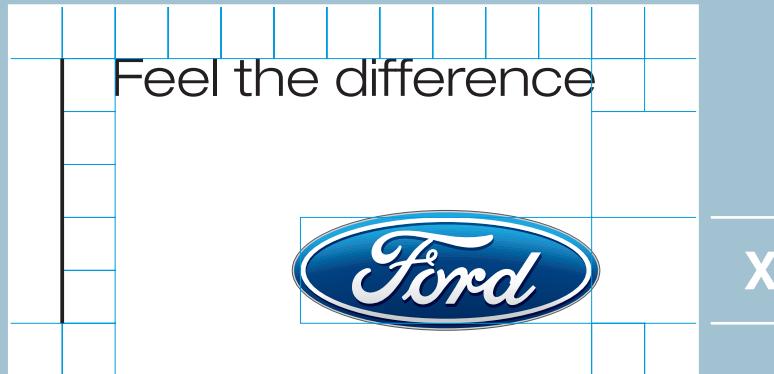
Brand box

The brand box comprises the following elements:

- A** The Ford Oval must always be reproduced from the range available, appropriate to the medium
- B** The 'brand claim' – in this case, the 'Feel the difference' tagline – must always appear in English
- C** Black vertical rule
- D** White background box

All the elements must always appear together.

'X' denotes the height of the Ford Oval, as shown.



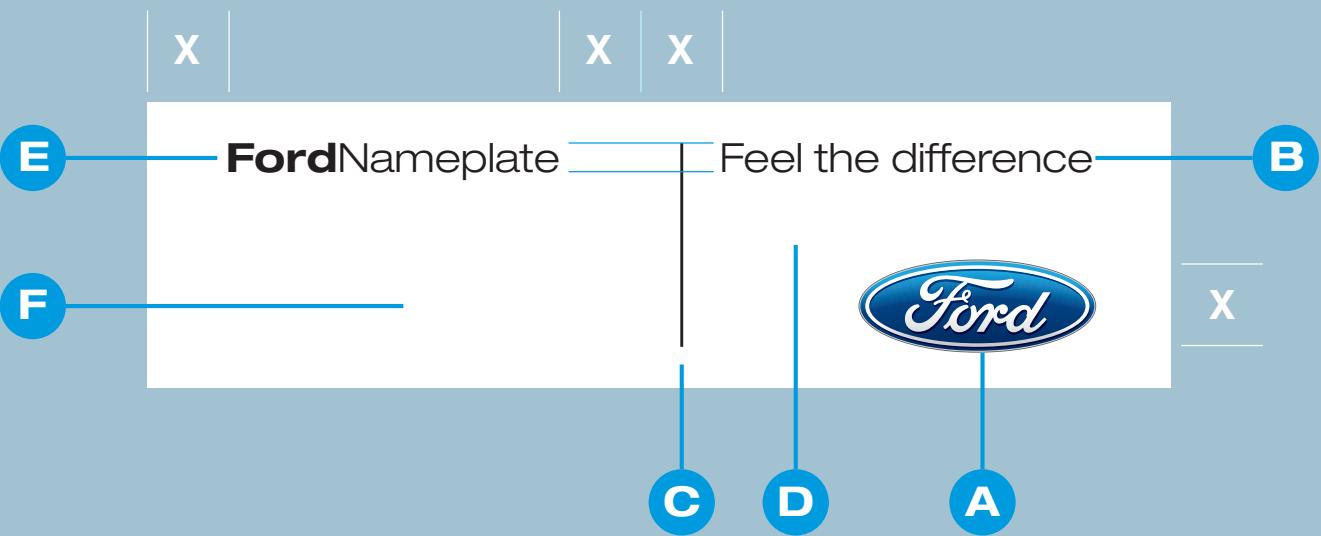
Box with sub-brand

Whenever a sub-brand is used, it must always be reproduced at the same size as the brand claim.

The position of the box should follow the guidelines shown opposite, where:

- E** Sub-brand (nameplate, service, product or organisation)
- F** Area for secondary information e.g. title, date, etc.

'X' is derived from the height of the Ford Oval. The distance between the left-hand side of the box and sub-brand (E) should be 'X'. However, for print ads and posters, this must be reduced to 1/2 'X'. The minimum distance between the right-hand side of the sub-brand (E) and the left-hand side of the brand claim (B), must not be smaller than 'X' and can be increased by multiples of 'X'. The distance in the example shown is 2 'X'.



Box size with sub-brand

The box width can vary in size depending on the length of the sub-brand, as detailed on the previous page.

Long sub-brands can be split over two lines, as the example shown right.

FordKa

Feel the difference



FordAuto-Versicherung

Feel the difference



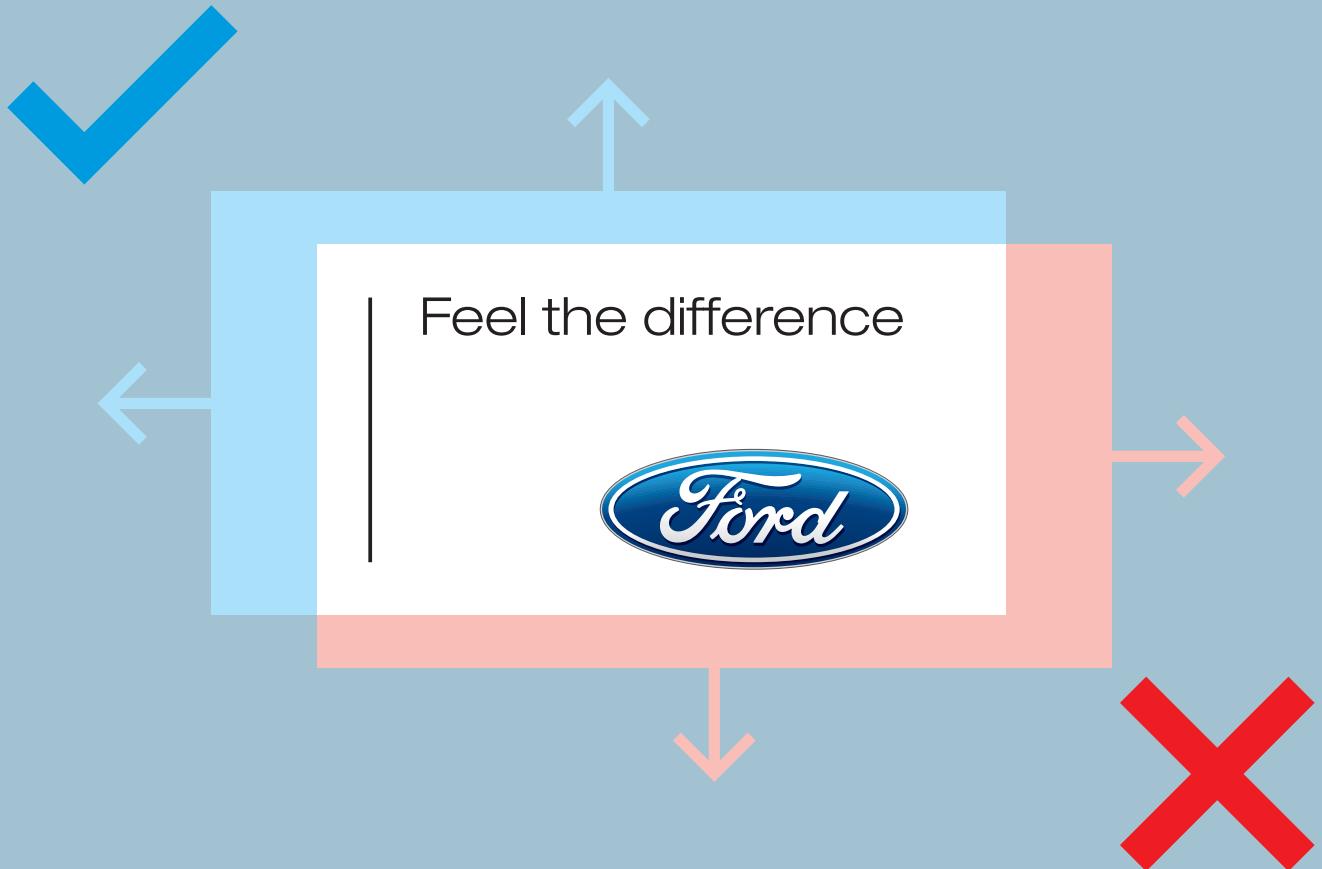
FordFocus
Coupé-Cabriolet

Feel the difference



Brand box size

The brand box size is variable within certain parameters. It may be extended up or to the left, as shown. However, it may not be extended down or to the right.



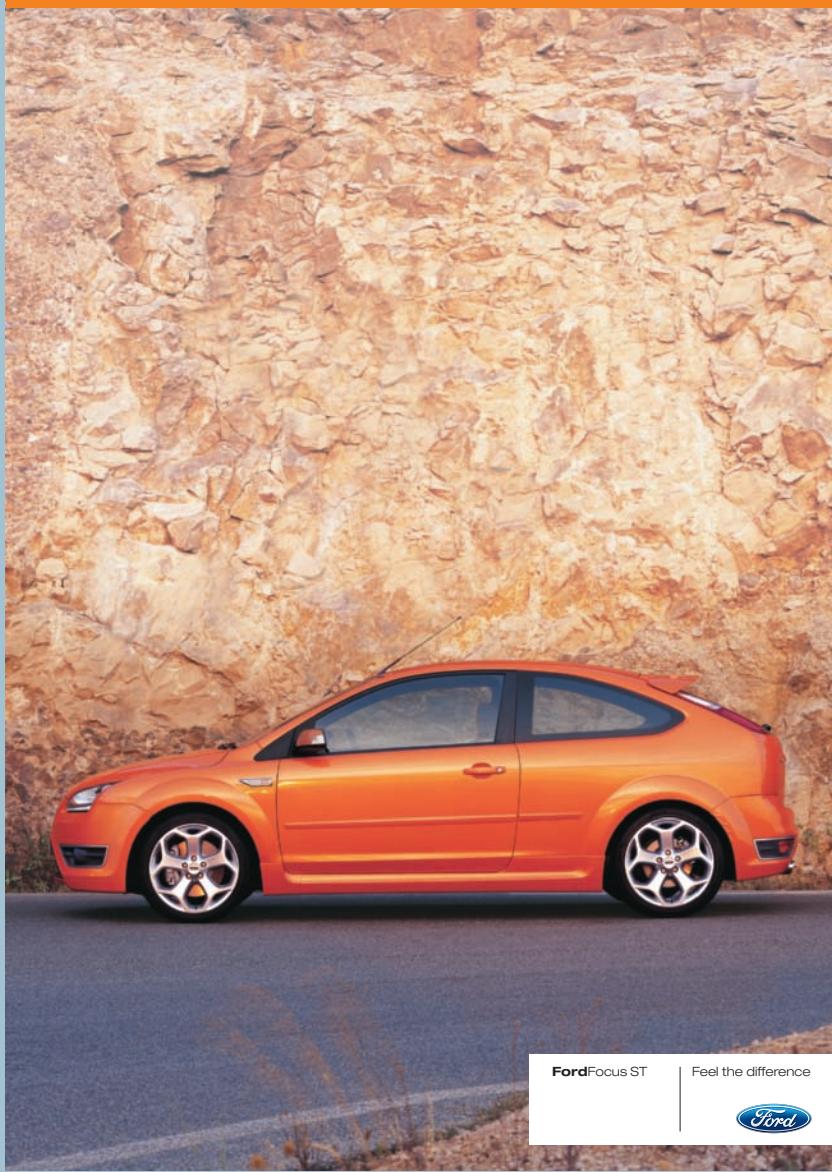
Box location

The box must always start from the right-hand edge, and may move up and down within the communication area, as required.

Minimum stop area = X (top and bottom).

'X' denotes the height of the Ford Oval.

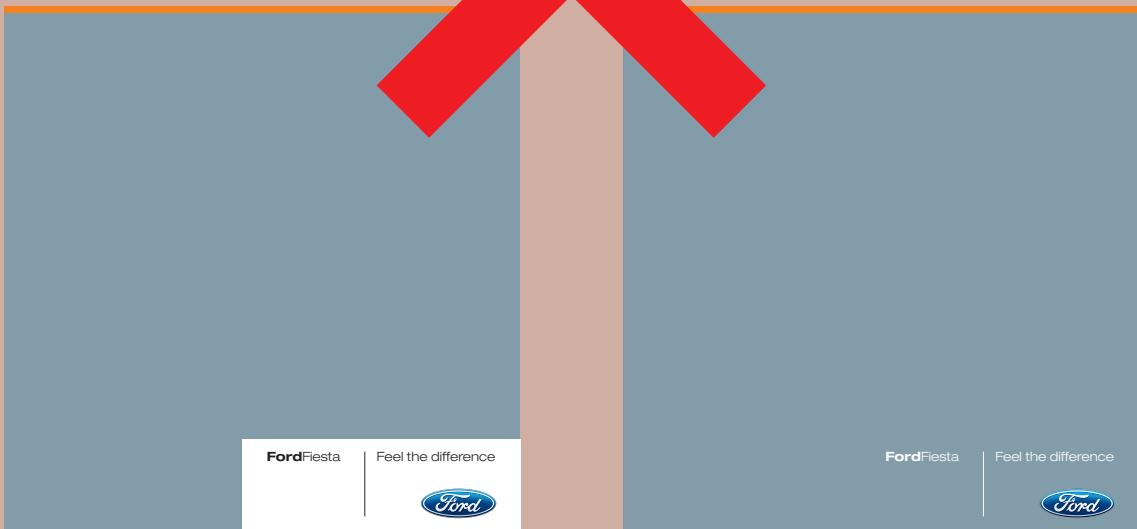
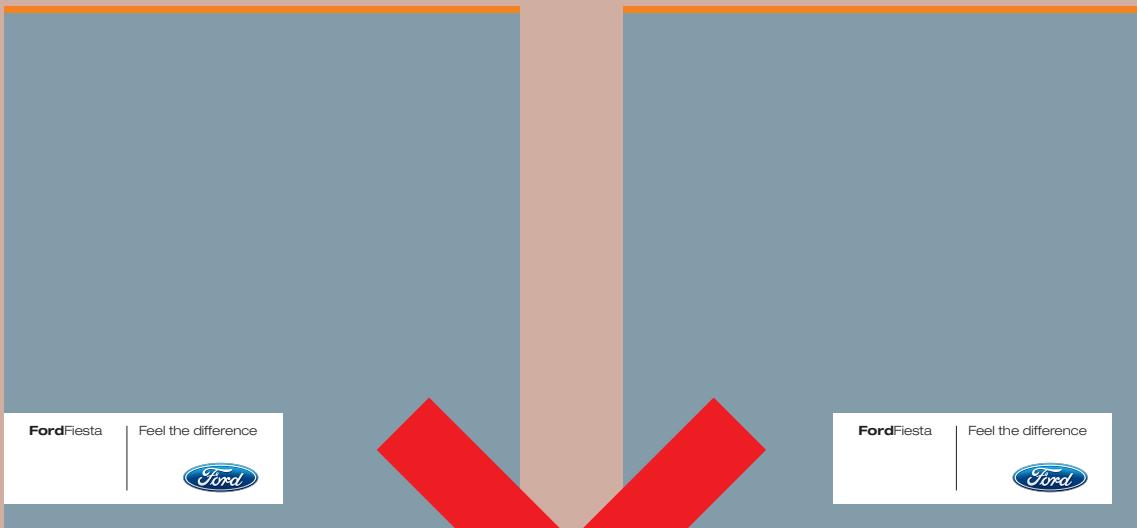
In the following spread, the examples shown on the right-hand page are correct.
Those reproduced on the left-hand page are not allowed.

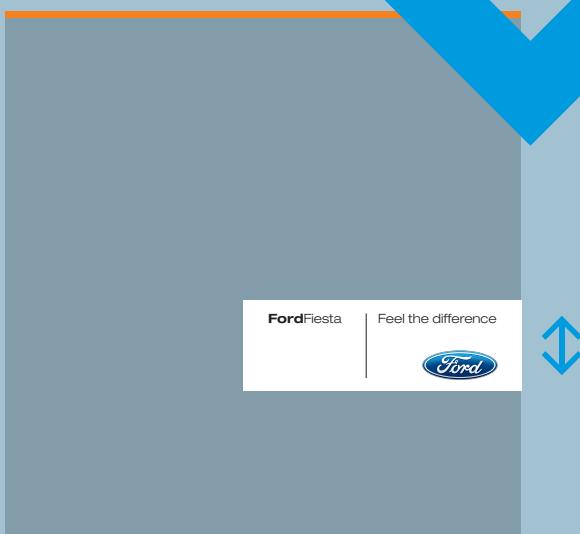
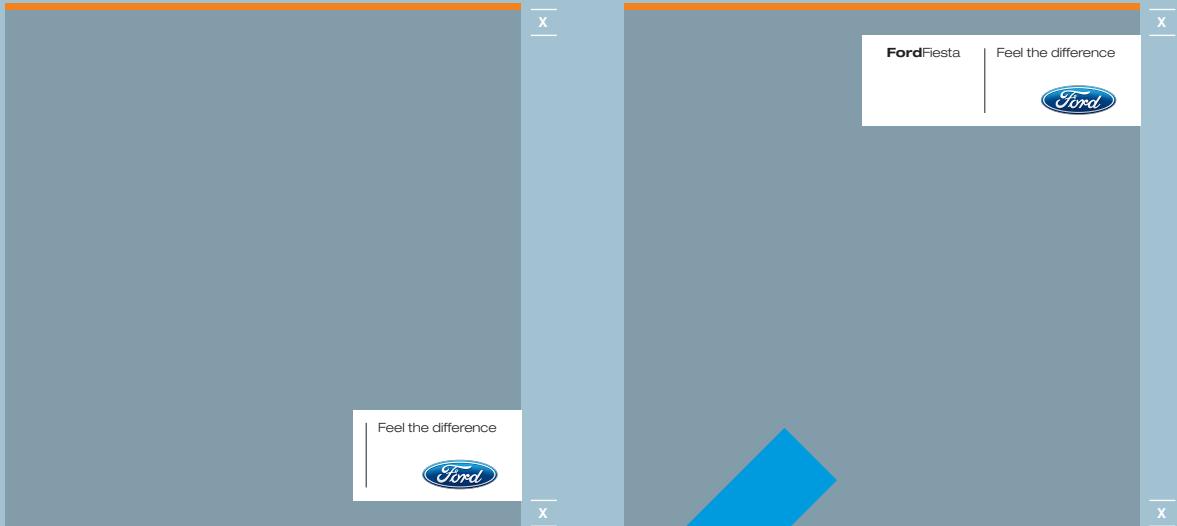


FordFocus ST

Feel the difference



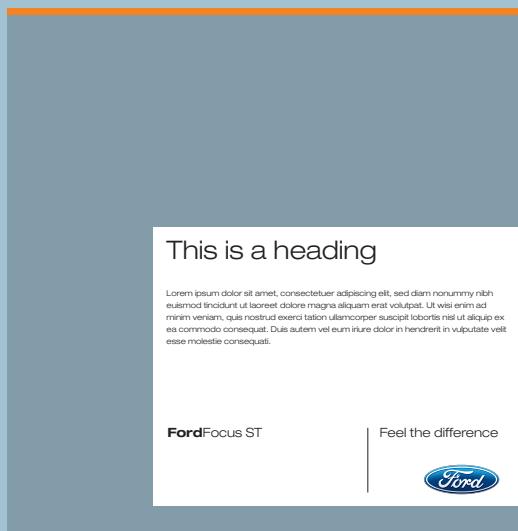




Box typography

Body copy must always be contained within a box, as illustrated.

Headlines may be used inside or outside the box, as required.



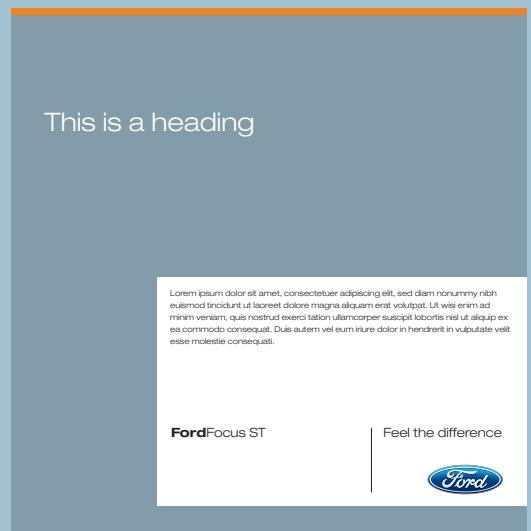
This is a heading

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FordFocus ST

Feel the difference





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FordFocus ST

Feel the difference



This is a heading



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FordFocus ST

Feel the difference





Advertising headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

FordGalaxy

Feel the difference



Advertising headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud ullamcorper suscipit lobortis nisl ut aliquip commodo consequat.



FordGalaxy

Feel the difference



Advertising headline

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FordGalaxy



Feel the difference



FordGalaxy



Feel the difference



Advertising headline

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FordGalaxy

Feel the difference



The background colour of a packshot should be taken from, and be in harmony with, the main image, as shown here.

Official fuel consumption figures in mpg (l/100km): Ford Galaxy Ghia (16" tyre) shown: urban 35.3-25.2 (11.2-8.0), extra urban 53.3-43.5 (6.5-5.3), combined 44.8-34.4 (8.2-6.3). Official CO₂ emission 166-197g/km. Vehicle shown for illustration purposes and features optional equipment.

A woman in a white leotard is performing a high kick in a theater. In the foreground, several people are seated in theater-style seats, looking up at her. The background shows ornate theater seating and lighting. The overall color palette is warm and golden.

Luxury space for seven

A silver Ford Galaxy minivan is shown from a three-quarter front angle, parked in a dark, atmospheric setting. The interior lights of the van are illuminated, showing passengers sitting inside.

Stretch out into the extra elbow, knee and shoulder room and look up at the panorama glass roof. Then sit back and relax. Because wherever you're sitting, you've got the best seat in the house. Text GALAXY to 84118 for a brochure. For more information visit www.allnewgalaxy.com

New **FordGalaxy** | Feel the difference

The Ford oval logo is displayed prominently.

Orange bar

All full-colour communications must carry an orange bar, either at the top of the page or at the top of the communications area.

The depth of the bar must be 1/4 'X', except for outdoor posters where it becomes 1/2 'X'.

'X' denotes the height of the Ford Oval.



Official fuel consumption figures in mpg (l/100km): Ford Galaxy Ghia (16"tyre) shown: urban 26.3-25.2 (11.2-8.0), extra urban 53.3-43.0 (6.5-5.3), combined 44.8-34.4 (18.2-6.3). Official CO₂ emission 166-197g/km, varies shown for different models and features. Onboard equipment.

1/4 X

Luxury space for seven

Stretch out into the extra elbow, knee and shoulder room and look up at the panoramic glass roof. Then sit back and relax. Because wherever you're sitting, you've got the best seat in the house. Text GALAXY to 84118 for a brochure. For more information visit www.allnewgalaxy.com

New Ford Galaxy | Feel the difference

Ford

Work just got better

1/2 X

New Ford Transit | Feel the difference

Ford

Exterior photography

The car must always be the star, remaining **sharply in focus**, with the minimal use of people.

Rich, warm ambient light should be used to enhance the vehicle. Wherever possible, the shot must be taken **on location** with careful consideration given to the light direction. Paintwork should have a '**liquid**' look to help define the vehicle's form.

When using a studio, recreate natural 'liquid' light that honours, as much as possible, a single light source.



Interior photography

Interiors should be shot in a studio using **controlled, but natural-effect lighting.**

The angle of the camera and the lens must combine to create a **spacious environment, lit with warmth** to highlight the texture, quality of materials and craftsmanship.

The main features should be **clearly in focus**, with consideration to a credible driver or passenger viewpoint.



Close-up photography

As an invitation to the consumer to scrutinise the vehicle, close-up shots must be **clear and precise** with no ambiguity. They should communicate **passion in the detail**, through quality, craftsmanship, attention to detail and design of form.

Every detail shot must exude **craftsmanship and precision**, whether performed by man or machine, and promise the emotion of pride and the reward of choosing Ford.



Location photography

The choice of location should follow a number of simple rules. Namely, the location should be: **credible, contemporary and modern in attitude; modern suburbia** (but not steel and glass); **aspirational and accessible; cultivated and civilised.**

A location should reflect an **accessible dream** for the consumer. It should portray a location that a new Ford would enable them to experience.

Avoid over-emphasising the location. It is no more than a stage for the vehicle.



People photography

People will be photographed in a separate shoot within a **modern, contemporary suburban environment.**

The emphasis will be on people interacting with the car in a way which supports its positioning. Elements of the vehicle must be shown in **relevant, real circumstances.** The photography will be shot on small-format cameras in a style focusing on capturing genuine moments – **natural reportage style**, but not gritty and never contrived.

Photographers must have significant experience of working with people. Where props are used, they should reflect modern technology and remain appropriate to the car's proposition.



Communication channels

On the following pages we have simulated communications in various media, reflecting the new Ford Look and Style:

2D Communications

- Advertising – Tiers 1, 2 and 3
- Online/Interactive
- Direct mail
- Brochures
- Internal presentation templates
- Dealer stationery
- Ford magazine

3D/Experiential Shows and Events

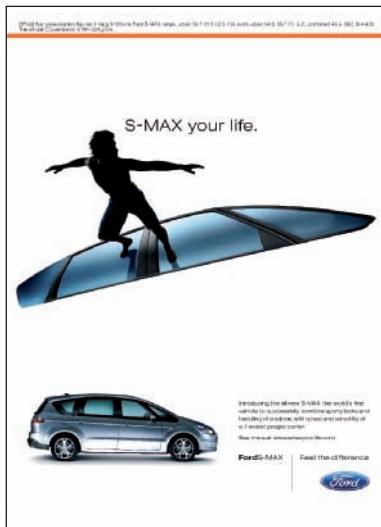
- Brand@Retail
- Autoshows
- Sponsorship
- Public Affairs

Advertising Tier 1 (Print)

The guidelines provide a clear and recognisable framework, but still allow for flexibility especially within the image area for targeted, relevant and motivating communications.

The Ford Oval is determined by the overall size of the ad, obviously acknowledging that there is a given minimum size of the oval. The main image area has the signature orange bar on top, the height of which is predetermined in proportion to the Ford Oval on the ad. If we have to include legal copy, this goes into a white space area above the orange bar.

The main image is, wherever possible, a full bleed image. On the right-hand side of the main image, within specific rules as to its position, we have a ‘white box’ which bleeds to the right-hand side of the ad. This ‘white box’ contains the body copy, the new logo lockup, the nameplate / product / service name (with ‘Ford’ in bold typeface), the call-to-action, etc. The headline can either be integrated into the ‘white box’ or onto the main image. For ads where the car is not in the main image, we are advocating to place the car packshot against an appropriately coloured technical backdrop.



Advertising Tier 1 (Posters and TV)

The same Look and Style elements as in Tier 1 print advertising are also featured in Tier 1 poster advertising. However, given that this medium is often viewed from a distance, there are specific rules as to the size of the different elements in poster advertising. For example, the rules state the height of the orange bar is larger in proportion to the Ford Oval (vs. in print advertising). Also specific guidance exists in relation to the size of the Ford Oval, the logo size and the size of headlines. In instances where special outdoor formats require it, there is a secondary layout option which has the 'white box' being extended over the entire right-hand side of the poster space.

All Tier 1 TV advertising signs off with the new endframe. This TV endframe is not to be changed and is to be used at the end of all Tier 1 TV commercials and corresponding cinema ads. The new endframe uses orange as the prominent background colour, with the Ford Oval being displayed prominently onto it. For reasons of legibility within the TV and cinema media environment, the Ford Oval is centered and the brand claim 'Feel the difference' is positioned centrally aligned beneath it on the new endframe.



TV endframe



2D Communications

Advertising Tier 2 and 3

Tier 2 advertising picks up on many of the look and style elements from the Tier 1 advertising – to ensure continuity and consistency. As an example, the right-bleed ‘white box’ and the logo lockup are used in Tier 2 advertising, too. The product or service offering is to be consolidated in a separate ‘offer box’ as illustrated on the opposite page.

Local markets will in most cases have their own in-market Tier 3 advertising guidelines, which need to be followed. Tier 3 advertising does, however, need to utilise centrally produced car shots and follow brand guidelines wherever any ‘Ford’ branding is used.

Specific technical guidelines exist for all technical aspects of the new look and style framework; these can be found in the online Ford Look and Style Arena.

The quick brown fox jumps over the headline

Ford Ltd. 2007. Ford Focus 1.6 TDCi 16V 5dr. Ford Focus 1.6 TDCi 16V 5dr.

£XXX,XXX

FordFocus | **Feel the difference**

Lorum ipsum dolor
Duis auctor euismod etiam vel erat. Aenean etiam vel erat.
Vestibulum malesuada nisl.

2.0 liter Duratec 16V engine
2.0 liter Duratec 16V engine
2.0 liter Duratec 16V engine
2.0 liter Duratec 16V engine

£XXX,XXX

The quick brown fox jumps over the headline

Ford Ltd. 2007. Ford Focus 1.6 TDCi 16V 5dr. Ford Focus 1.6 TDCi 16V 5dr.

FordCredit
Focus on what's best for you.

What better to have on your side than the company who made it?
Ford Credit offers specialized knowledge to ensure you always get the best deal. We have the right solutions for every type of financing need, from simple lease financing of up to £100,000 to the flexibility of hire purchase.
So that's one more reason you'll want to call your dealer, and know how much it will cost. Call 0800 000 0000, Monday to Friday, 8am to 6pm, Saturday 9am to 5pm.

FordCredit | **Feel the difference**

The quick brown fox jumps over the headline

Ford Ltd. 2007. Ford Fiesta 1.4 16V 5dr. Ford Fiesta 1.4 16V 5dr.

£XXX,XXX

FordFiesta | **Feel the difference**

Lorum ipsum dolor
Duis auctor euismod etiam vel erat. Aenean etiam vel erat.
Vestibulum malesuada nisl.

2.0 liter Duratec 16V engine
2.0 liter Duratec 16V engine
2.0 liter Duratec 16V engine
2.0 liter Duratec 16V engine

£XXX,XXX

Compared to a new air con,
a check is **almost free**.

Air Conditioning Check

Inspection of functional aircon
Inspection of function of System
Check for refrigerant level

£XXX,XXX

After your Air Con has been checked by our expert, a service engineer will be happy to bring along this checklist.
Visit us at www.ford.co.uk

FordServices | **Feel the difference**

2D Communications

Online/Interactive

A new design element, the orange horizontal bar, is used to frame the online content, as can be seen here. The brand claim 'Feel the difference' is kept clean and uncluttered, with its relationship to the oval dictated by the asset format.

A plinth may be used to accommodate the navigation features. It should bleed to the left- and right-hand sides, and either to the top or bottom of the page, as shown.

This is the only application in which a plinth may be used.

Feel the difference



[Dealer locator](#) [go](#)

[Home](#) [Search](#) [Site map](#) [Brochure request](#) [Test drive request](#) [Configure your Ford](#)

Drive for value 2006.  [Find out more](#)

Vehicles	Finance and Services	Company
--------------------------	--------------------------------------	-------------------------

The all new **Ford Galaxy**



[Experience it now](#)

[Request a Brochure](#)



[Request a test drive](#)



[Configure your Ford](#)



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[Drive away in a new Ford](#)

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The all new **Ford Galaxy**



[Find out more](#)

Feel the difference




The all new **Ford Galaxy**

[Find out more](#)

Feel the difference



[Ford Galaxy](#) | [Exterior](#) | [Interior](#) | [Photos](#)



[Keep me informed](#) [Request a brochure](#) [Request a test drive](#) [Configure your Galaxy](#)

visit www.ford.co.uk for full vehicle information Terms & Conditions Privacy Policy

Feel the difference



The all new **Ford Galaxy**



[See for yourself](#)

Feel the difference



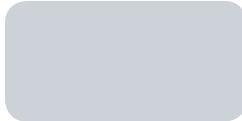
Direct mail

Direct marketing is experiential and tactile. The way a pack is delivered, the use of paper stocks, the mechanics of the piece itself, the presentation of content (and the idea at its heart) will combine to convey the spirit of ‘Feel the difference’. So flexibility is allowed, particularly as different audiences will need to be communicated with in different ways. For example, with loyal customers a more rigid application of the rules is probably appropriate, whilst prospects would require a more open approach in order to create intrigue and engage them more actively.

With this in mind, the decision to use the full lockup on envelopes/outers is dependent on whether there’s a need to: create intrigue; reveal the lockup as a conclusion to the pack ‘story’; allow some breathing space for the lockup and any copy; and avoid ‘Feel the difference’ being mistakenly read as the response to a headline. Again, use will depend on whether the piece is aimed at customers or prospects.

In short, when it’s used appropriately, the lockup will always provide the perfect complement to the ‘big idea’ – wherever it appears.

2 ROYAL MAIL
POSTAGE PAID OR
PRINTED



If we're sending someone important information (and we don't have to create intrigue) it's fine to use the brand claim – like this.

Feel the difference



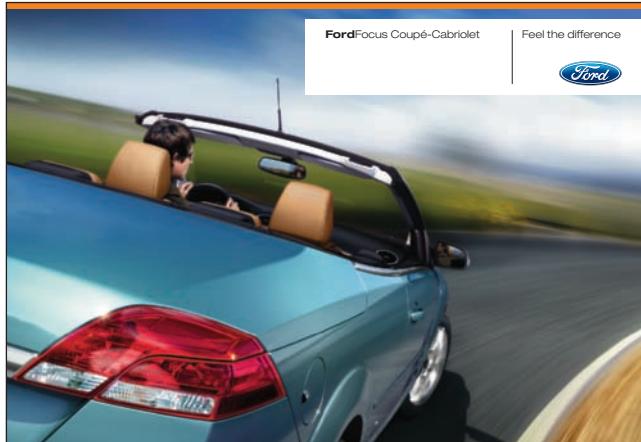
7 seats	1				
You never know when you'll have to move an antique wardrobe, and thanks to the unique FoldFlatSystem, you'll never have to worry about it either. In just a few seconds the giant 90 cubic feet load is flat, creating a cavernous load space. See page 20 for ideas on how to fill it.		 <p>Lots of spacious means lots of light and space, and the S-MAX has both. There's also the FoldFlatSystem in the roof, adding to the feeling of roominess.</p>	 <p>Low profile alloy wheels add to the looks and handling, while the 180° wheel brace means that you'll never need to change a puncture at the roadside again.</p>	 <p>Jewelled headlamps don't just look cool when on, but when off they're a design that cuts through the darkness for right-time visibility.</p>	 <p>High visibility rear lamps are set at the optimum level for maximum visibility. And the large clear lamps turn on automatically when reversing in the dark.</p>
Driveability	2				
The S-MAX may seat 7 but it's no bus. With powerful yet refined engines, sports steering, low profile tyres and a choice of three suspension settings to suit your driving style, you can be sure of an exhilarating journey - even with six passengers and their luggage on board. See page 9 for some twisty bend details.					
Technology	3				
Gadgets? The S-MAX is brimming with them. For example, Bluetooth allows you to make hands-free calls, while the sophisticated voice control system lets you programme the radio, change tracks on the CD and even alter the climate control, just by speaking.		 <p>optional</p>	<p>Feel the difference</p> 	Safety	4
		 <p>The S-MAX is designed and built to protect its own good looks - and yours. Beneath its sleek, muscular lines lay a host of unseen features, including safety cages, crumple zones, collapsible steering column and pedals, plus 10 airbags - including knee airbags.</p>			
		Innovation			5
		 <p>Full-length heat-reflective Panorama roofs, aluminium aircraft-style handbrakes, rain-sensitive wipers and adaptive headlights (that light the way around corners). If you fancy becoming a boffin, like the guys who designed the S-MAX, we refer you to page 2.</p>			
		Choice			6
		 <p>Now you can hit the school run and the beach in style because there's an S-MAX to suit your needs and your budget. A measly £16,995 gets you a stylish LX, the electronic gear selector and the sporty Titanium can be turning your neighbours green with envy for as little as £19,995.</p>			

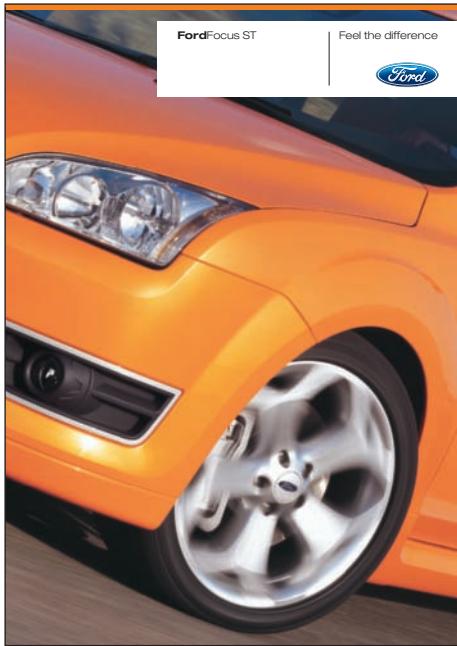
2D Communications

Brochures

Covers for brochures and similar collateral will now incorporate the vertical rule and feature the Ford Oval in a more dominant top right-hand location, with the 'Feel the difference' brand claim. Product naming will range left in line with the brand claim.

Note: orange bar only appears on full-colour communications.





2D Communications

Internal templates

Two PowerPoint templates are available, both incorporating design elements of the revised look and style.

One has a blue background and is primarily for use in marketing and sales presentations that require a high level of visual impact.

The other is more suitable for non-marketing, internal use requiring greater deployment of data tables and diagrams.

Title headings should be set in 56pt Arial

Title subheading should be set in 28pt Arial

Page 1 of 10 | Confidential | 17/01/2008 | This is where the footer should be positioned



Title headings should be set in 36pt Arial

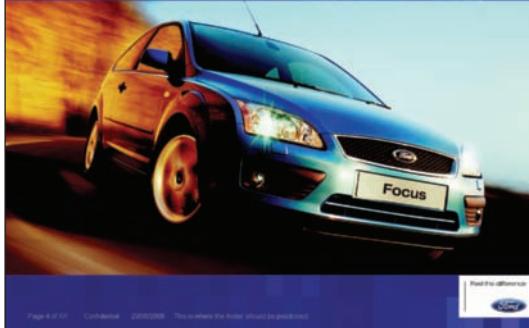
Title subheading should be set in 20pt Arial

Page 1 of 10 | Confidential | 17/01/2008 | This is where the footer should be positioned



Screen heading in 36pt Arial

Screen subheading in 16pt Arial



Page 4 of 10 | Confidential | 17/01/2008 | This is where the footer should be positioned



Screen heading in 28pt Arial

Screen subheading in 14pt Arial

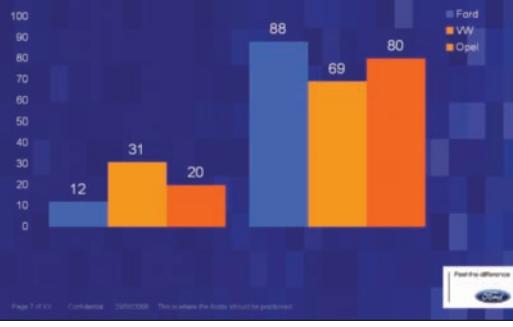


Page 4 of 10 | Confidential | 17/01/2008 | This is where the footer should be positioned



Screen heading in 36pt Arial

Screen subheading in 16pt Arial

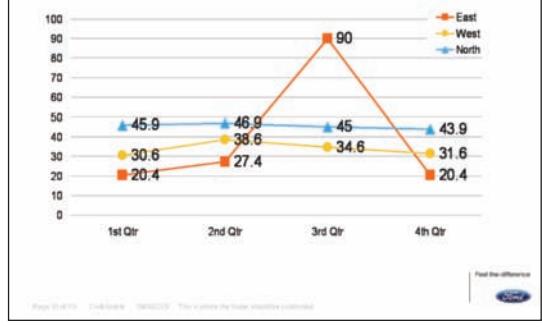


Page 7 of 10 | Confidential | 17/01/2008 | This is where the footer should be positioned



Screen heading in 28pt Arial

Screen subheading in 14pt Arial



Page 7 of 10 | Confidential | 17/01/2008 | This is where the footer should be positioned



2D Communications

Dealer stationery

Dealer stationery reflects our public image as much as any form of advertising. To maintain a consistent look, we have developed rules to govern the layout of a range of standard Dealer stationery.

The examples shown are designed to accommodate single or multiple addresses.

<p>Dealership Name 123 Any Street Any Town City ABC 123 Tel: 01234567890 Fax: 01234567890 Email: info@dealership.com</p>	<p>Feel the difference</p> 
<p>Customer Name 123 Any Street Any Town City ABC 123 08.01.00</p> <p>Dear Sir, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy euismod tempor incididunt ut labore et dolore magna aliqua. Ut enim dolor repellat. Temporem autem quisvis et aur office Denim ad minim veniam quis nostrud exercitation ullam corporis suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in reprehenderit in voluptate velit esse molestias excepteur sint occaecat cupidatat non proident, simili tempor sunt in culpa qui officia. Ut impedit anim id quid maxin placet facer possum omnis es voluptas assumenda est, omnis dolor repellendus. Temporem autem quisvis et aur office Denim ad minim veniam, omni quis nostrud exercitation ullam corporis suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in reprehenderit in voluptate velit esse molestias excepteur sint occaecat cupidatat non proident, simili tempor sunt in culpa qui officia. Ut impedit anim id quid maxin placet facer possum omnis es voluptas assumenda est, omnis dolor repellendus. Temporem autem quisvis et aur office Denim ad minim veniam, omni quis nostrud exercitation ullam corporis suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in reprehenderit in voluptate velit esse molestias excepteur sint occaecat cupidatat non proident, simili tempor sunt in culpa qui officia.</p> <p>Yours sincerely,</p> <p>Another Person</p>	
<small>Registered in England No 123456789, 123 Street, Any Town, ABC 123, UK. VAT registered No 123456</small>	

<p>Dealership Name 123 Any Street Any Town City ABC 123 Tel: 01234567890 Fax: 01234567890 Email: info@dealership.com</p>	<p>Feel the difference</p> 
<p>Customer Name 123 Any Street Any Town City ABC 123 08.01.00</p> <p>Dear Sir, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy euismod tempor incididunt ut labore et dolore magna aliqua. Ut enim dolor repellat. Temporem autem quisvis et aur office Denim ad minim veniam quis nostrud exercitation ullam corporis suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in reprehenderit in voluptate velit esse molestias excepteur sint occaecat cupidatat non proident, simili tempor sunt in culpa qui officia. Ut impedit anim id quid maxin placet facer possum omnis es voluptas assumenda est, omnis dolor repellendus. Temporem autem quisvis et aur office Denim ad minim veniam, omni quis nostrud exercitation ullam corporis suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in reprehenderit in voluptate velit esse molestias excepteur sint occaecat cupidatat non proident, simili tempor sunt in culpa qui officia. Ut impedit anim id quid maxin placet facer possum omnis es voluptas assumenda est, omnis dolor repellendus. Temporem autem quisvis et aur office Denim ad minim veniam, omni quis nostrud exercitation ullam corporis suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in reprehenderit in voluptate velit esse molestias excepteur sint occaecat cupidatat non proident, simili tempor sunt in culpa qui officia.</p> <p>Yours sincerely,</p> <p>Another Person</p>	
<small>Registered in England No 123456789, 123 Street, Any Town, ABC 123, UK. VAT registered No 123456</small>	

<p>Dealership Name 123 Any Street Any Town City ABC 123 Tel: 01234567890 Fax: 01234567890 Email: info@dealership.com</p>	<p>Feel the difference</p> 
<p>Customer Name 123 Any Street Any Town City ABC 123 08.01.00</p> <p>Dear Sir, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy euismod tempor incididunt ut labore et dolore magna aliqua. Ut enim dolor repellat. Temporem autem quisvis et aur office Denim ad minim veniam quis nostrud exercitation ullam corporis suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in reprehenderit in voluptate velit esse molestias excepteur sint occaecat cupidatat non proident, simili tempor sunt in culpa qui officia. Ut impedit anim id quid maxin placet facer possum omnis es voluptas assumenda est, omnis dolor repellendus. Temporem autem quisvis et aur office Denim ad minim veniam, omni quis nostrud exercitation ullam corporis suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in reprehenderit in voluptate velit esse molestias excepteur sint occaecat cupidatat non proident, simili tempor sunt in culpa qui officia. Ut impedit anim id quid maxin placet facer possum omnis es voluptas assumenda est, omnis dolor repellendus. Temporem autem quisvis et aur office Denim ad minim veniam, omni quis nostrud exercitation ullam corporis suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in reprehenderit in voluptate velit esse molestias excepteur sint occaecat cupidatat non proident, simili tempor sunt in culpa qui officia.</p> <p>Yours sincerely,</p> <p>Another Person</p>	
<small>Registered in England No 123456789, 123 Street, Any Town, ABC 123, UK. VAT registered No 123456</small>	

<p>Dealership Name 123 Any Street Any Town City ABC 123 Tel: 01234567890 Fax: 01234567890 Email: info@dealership.com</p>	<p>Feel the difference</p> 
<p>Customer Name 123 Any Street Any Town City ABC 123 08.01.00</p> <p>Dear Sir, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy euismod tempor incididunt ut labore et dolore magna aliqua. Ut enim dolor repellat. Temporem autem quisvis et aur office Denim ad minim veniam quis nostrud exercitation ullam corporis suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in reprehenderit in voluptate velit esse molestias excepteur sint occaecat cupidatat non proident, simili tempor sunt in culpa qui officia. Ut impedit anim id quid maxin placet facer possum omnis es voluptas assumenda est, omnis dolor repellendus. Temporem autem quisvis et aur office Denim ad minim veniam, omni quis nostrud exercitation ullam corporis suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in reprehenderit in voluptate velit esse molestias excepteur sint occaecat cupidatat non proident, simili tempor sunt in culpa qui officia. Ut impedit anim id quid maxin placet facer possum omnis es voluptas assumenda est, omnis dolor repellendus. Temporem autem quisvis et aur office Denim ad minim veniam, omni quis nostrud exercitation ullam corporis suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in reprehenderit in voluptate velit esse molestias excepteur sint occaecat cupidatat non proident, simili tempor sunt in culpa qui officia.</p> <p>With compliments</p>	
<small>Registered in England No 123456789, 123 Street, Any Town, ABC 123, UK. VAT registered No 123456</small>	

<p>Dealership Name 123 Any Street Any Town City ABC 123 Tel: 01234567890 Fax: 01234567890 Email: info@dealership.com</p>	<p>Feel the difference</p> 
<p>Name Title</p>	

2D Communications

Ford magazine

Ford magazine is a consumer magazine which uses leading-edge newstand editorial values to communicate 'Feel the difference', and to inspire consumers to open, read and – crucially – to act. The style and tone of the editorial conveys 'Feel the difference' throughout – in both the subjects it covers and the ways in which it covers them: use of design; colour; imagery; composition; typography and tone all engage, excite, inform and inspire in the style of the very best news-stand publications. Ford magazine uses the reader's own sensual, instinctive triggers to create the all-important emotional connection.

Ford magazine

AUTUMN 2006 WWW.FORD.CO.UK

EXCLUSIVELY FOR FORD OWNERS



Drive it

Clooney's Lake Como hideaway in the glamorous Focus Coupé-Cabriolet

Live it

Life through the eyes of Hazel Barton – the real-life Lara Croft

Feel it

Behind-the-scenes drama on the set of the stunning new S-MAX film

HOLLYWOOD - AUTUMN 2006

Go ahead. Do it

This isn't a magazine – it's the key to another world. Here, you can also visit Hollywood's most secret hideaway (page 1*); discover Earth's last frontiers with the real-life Lara Croft (page 22); and let the new S-MAX transform your life (page 17). It's all in here... So what are you waiting for?

Drive it

06 Silver dream machine

How the sleek new Ford Ranger became the world's most glamorous all-terrain ride

17 Birth of a blockbuster

We report from the set of the S-MAX's exhilarating movie debut, filmed in the world's most extreme locations

32 A green revolution

Why a new generation of visionaries are creating cars, fuels and technologies that might just save the planet

Feel it

11 Follow that star

We take the new Focus Coupé-Cabriolet to Lake Como, the ultimate retreat for Hollywood's hot babes

20 Hunting treasure

Enter the secret world of the traffic hunter

26 Put out in Flanders

The ultimate high-stakes test-drive: one family discovers Flanders in the new Galaxy

36 Scenic routes

In the Italian seacoast, only different seasons... welcome to the land of purple-bell rains and pineapple caskets

22 Cave salter

Shut the hell up! Lara Croft – errr... Hazel Barton PhD, on her journey to the centre of the Earth

42 Promises kept unmade

Celebrities reveal the "most" memorable experiences they've had on their travels

Regulars

04 Upfront The Galaxy gets a modern art makeover

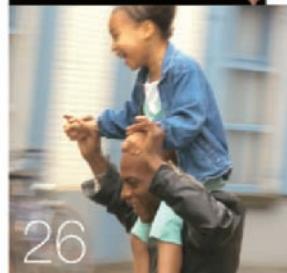
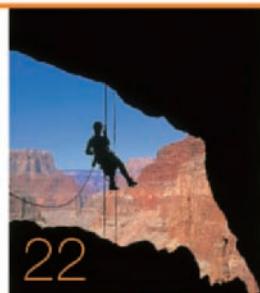
09 What! The new Ford Ranger

10 Letters Your real-life stories, views and comments

Feel the difference



09



3D/Experiential Shows and Events

Brand@Retail

Our showroom is the key moment of truth with our consumers. It is where they experience the brand in three dimensions, (being able to touch, experience, drive and buy our products).

The showroom environment must change to bring our brand to life, leveraging Ford brand over nameplate messages.

The image opposite shows key branding elements that we will deploy and that must be implemented in the showroom to create, over time, a consistent image for Ford in automotive retailing.



Autoshows and events

With experiential marketing, we are talking about environments that vary from autoshows to retail parks, from in-store displays to football stadiums. Here, Ford is often in direct visual competition – and not just from other car manufacturers. To stand out, a different, stronger, more emotional design language has been developed over the years, and will continue to evolve.

This design language involves strong colour, primary brand attractors and the use of the latest technology to communicate, involve, inform, interact and create emotion with the consumer. It also provides a backdrop to the ever-changing messages for each new product.

The rules of engagement differ with every event, and the challenge to ‘Feel the difference’ must always be present. Additionally, it must support familiarity (in this case via the use of Ford Blue) that welcomes customer loyalists.

That design language exists, it works and provides a consistency to the Ford primary brand across Europe. The design guidelines follow a few basic principles that include high-quality detailed execution, blue pixelation primary colour, orange and highlight colour accents, and clear Ford branding.



Feel the difference



3D/Experiential Shows and Events

Sponsorship

Combining two strong identities like Ford and UEFA Champions League requires simple creative rules. We aim to protect the value of each brand whilst retaining the excitement and passion of football.

The perimeter boards, for example, which surround the pitch, were designed following research into TV legibility and the amount of time that the image remains on-screen. As a result, the boards focus on the primary brand and achieve maximum legibility by using a line version of the Ford Oval.



3D/Experiential Shows and Events

Public Affairs

The official events press pack design is set to complement the autoshow and event design graphics, as shown (top right). The creation of pixelated graphics injects movement and life into flat colour to increase visual interest while staying within the grid. This look and style will evolve in tandem with the show and event design.

Official product press packs follow the style of the brochures. A full or partial image of the vehicle must always be used for maximum impact, without pixelated graphics (bottom right).

Bio Ethanol

Bio Ethanol

Feel the difference

Ford

FordFocus ST

FordFocus ST

Media Press Pack 2006

Feel the difference

Ford

Key media principles

Consumers, and the media landscape they connect with, are rapidly changing in the context of more choice, greater fragmentation, converging technology and more demands upon their time.

The traditional communication model of 'interruption' is no longer valid. Driven by consumer choice and innovation, our media world is the new world of 'engagement'.

This has major implications for Ford. We need to create interesting, exciting and engaging brand communications in channels that reach their target audiences most effectively.

The following channel planning principles should be observed when developing any form of branded content for Ford.

Channel insights

The consumer comes first, and channel insights are born out of a clear understanding of the consumer's channel habits and usage. Insights into the use of each channel should complement the product, the primary brand and the consumer insights for each campaign. They should provide unique connection points with each different Ford target audience. They must be integrated into content development from the beginning of the Blue Team process. And be based on the ability to truly engage with Ford consumers. The new media landscape should be considered in its broadest context. Channel insights should also provide a framework for developing the 360 big idea.

Channel neutrality

Campaign ideas are not led by any single medium before the creative development is agreed. So, it is important to seek content ideas for multiple channel distribution and not for merely a 30" TVC. Channel innovation in every campaign is mandatory. We should, therefore, be prepared to experiment and be prepared to learn.

The selective use of tactical advertising will help to strengthen the Ford primary brand, especially during the launch phase of a new product.

The following table shows where variable marketing offers should not be used. Adherence to these guidelines will ensure that we protect the value and relevance of the Ford-branded communications.

Separate Media Guidelines are available to help clarify this channel/message relationship.

	Launch	Mid-cycle	Run-out
TV	No deal	No deal	No deal
Print	No deal	Can deal	Can deal
Radio	No deal	Can deal	Can deal
Online	No deal	Can deal	Can deal



An online version of this brand book is available at

www.thebrandbook.com

The content shown within this brand book is an overview only.

Detailed standards are available on the Ford Look and Style Arena at

www.lookandstyle.ford.com

www.lookandstyle.ford.com

