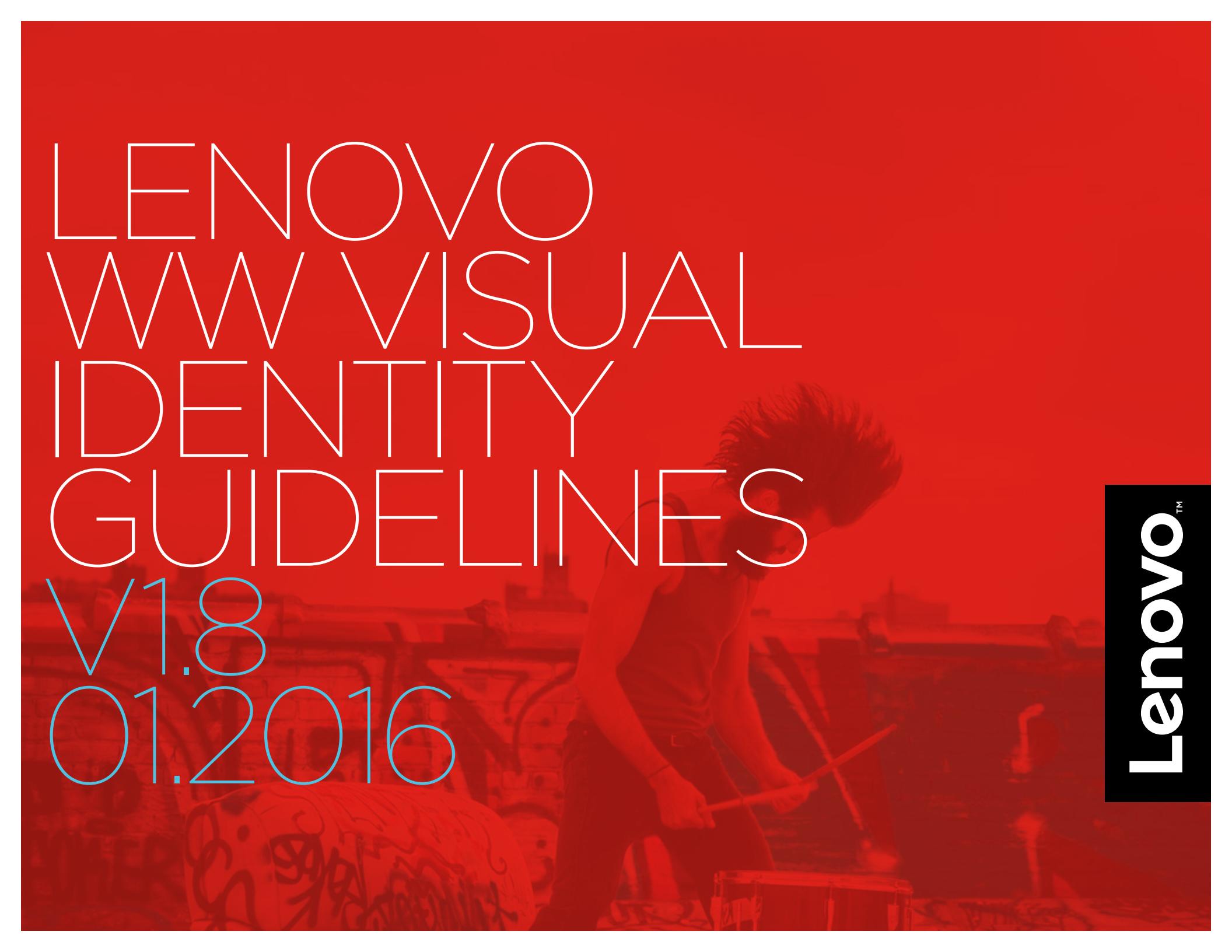


LENOVO VISUAL IDENTITY GUIDELINES

V1.8
01.2016

A photograph of a person playing a traditional Chinese drum (Xylophone) with a dragon head at night. The person is wearing a dark shirt and shorts, and is captured in motion, with their hair blurred. The background is dark, suggesting an outdoor night setting.

Lenovo™

CONTENTS

3 OVERVIEW

- 4 Guideline Intent
- 5 Brand Strategy

9 LOGOS

- 10 Lenovo Logo
- 10 Logo Rotation
- 11 Logo Shape
- 12 Clear Space
- 12 Minimum Size
- 13 Incorrect Use
- 14 Colored Logos
- 15 Image Logos
- 16 Animated Logos
- 17 Chinese Lenovo Logo
- 17 Chinese Logo Colors

18 PROGRAM IDENTITIES

- 19 Partner Lockups
- 20 Lenovo Companies
- 21 Programs & Events
- 22 Lenovo Business Partner Program

23 BRAND COLORS

- 24 Color Palette

25 DESIGN ELEMENTS

- 26 Brand Patterns
- 27 Lenovo Icons
- 28 Halo Product Photography

29 TYPOGRAPHY

- 30 Typefaces

31 STATIONERY

- 32 Letterhead
- 32 Envelopes
- 33 Business Cards
- 34 Email Signature

35 APPLICATIONS

- 36 Presentation Template
- 37 Lenovo.com
- 38 Social Media
- 39 Product
- 40 Packaging
- 41 Events
- 42 Marketing Communications
- 43 Merchandise
- 46 Real Estate
- 47 Employee Badge
- 48 Screensavers
- 49 Wallpapers

50 APPENDIX

- 51 Trademarks
- 52 File Naming & Formats
- 53 Document Version Control

The logo consists of the word "Lenovo" in a bold, white, sans-serif font. A small "TM" symbol is located at the top right corner of the letter "o". The entire logo is set against a solid orange rectangular background.

GUIDELINES OVERVIEW



Lenovo™

Guideline Intent

We are pleased to present the first critical step in establishing the new visual identity for Lenovo. Below you will find a brief introduction to the new identity, and in the following pages you will find additional usage guidance and links to key resource files.

It is important to note that, like our brand and the world it lives in, this guidance will expand, evolve and change over time. This document is simply the starting line. We will continue to update it over time, so please always come to this site to ensure you have the most up to date version.

This new identity comes at a critical time for Lenovo. The world has changed significantly over the past five years and as a global leader we need to stay ahead of this evolution. To do this, we need a visual identity that can live and thrive in this exciting world.

The strategic foundation for our new visual identity is our fundamental belief that life rewards those who never stand still. We hire people who share this belief and we reward them for delivering on it. Every day, every employee at Lenovo is focused on moving forward. On rejecting traditional limits. And on always seeking a better way.

One of the most important ways we're expressing this attitude and energy is through our new logo. The new logo is meant to be a dynamic, digital-first window into the world around us. The content behind the logo will change and evolve as our world and our users do, connecting our brand to those in the world who never stand still.

The new visual identity laid out in this document replaces For Those Who Do as the guiding element for our brand. This is exactly the right move for our times. Disruptive brands today don't rely on taglines. They rely on an energy and attitude. Our goal is to harness the energy and attitude inside Lenovo to ensure we are not only a leader in technology, but also one of the leading brands in the world.

Related Content

Stay tuned for additional guidelines in specialized areas such as real estate, retail and merchandise, so please check back frequently. The **Lenovo Brand World** guidance has been created with these WW Visual Identity Guidelines, but extends into much more depth and examples as they relate to Marketing Communications and beyond. All of these, plus logos and more are available online via Lenovo Central in [Branding Resources](#). If an external partner requires these assets, you can either download and send, or have them sign up for access to the Lenovo Vault.

Global Brand & Design Team

Further assistance on design and identity, including approvals, is available from the [Global Brand & Design](#) team.

Brand Strategy



At the heart of our brand is our brand idea, 'Never Stand Still'.

An attitude that captures the vibrant thread of energy running through every aspect of our business, inspiring us to never settle for the expected or do things the same way.

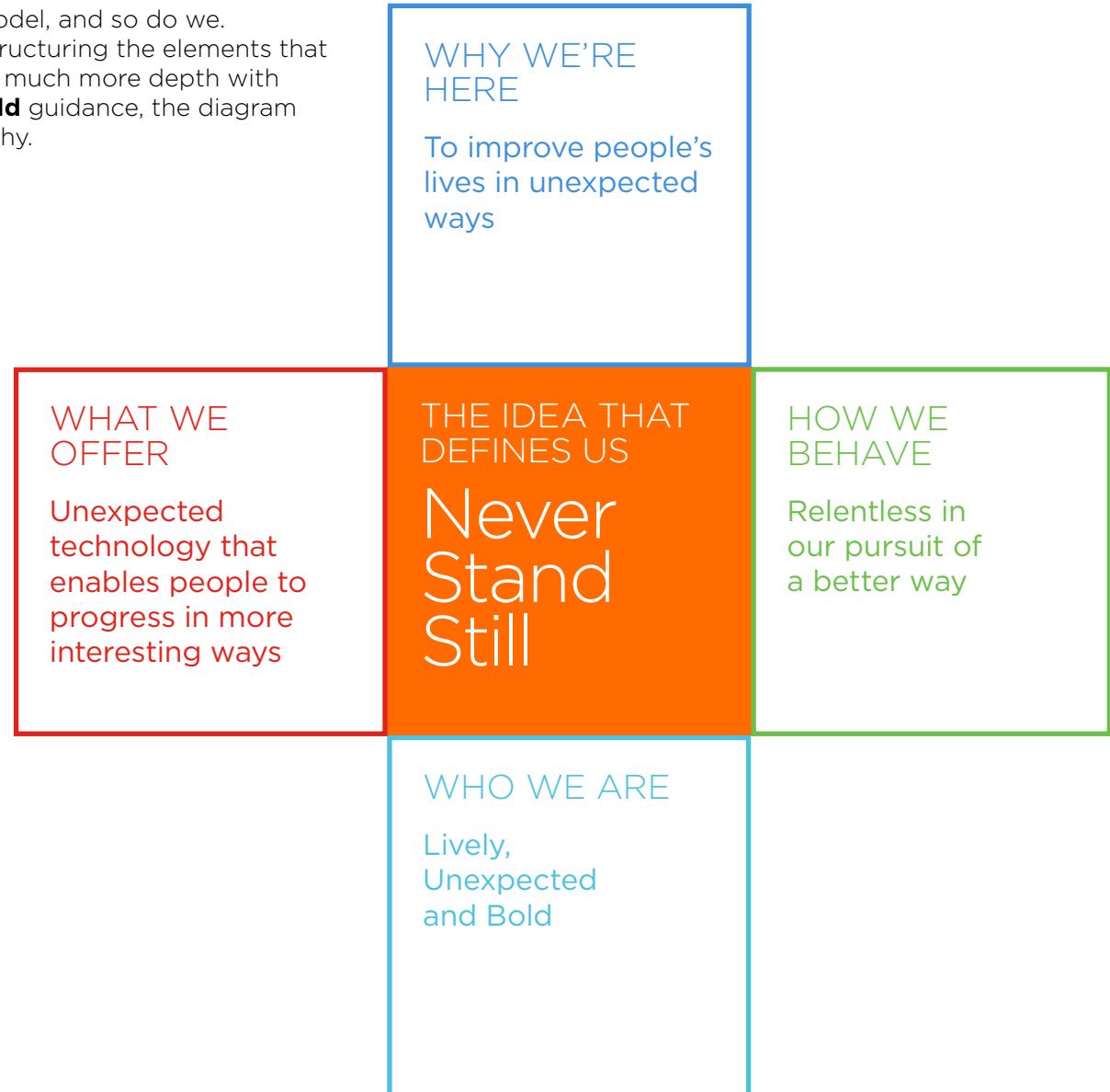
It's an attitude we share with all those who have a progressive mindset – the restless, those who never settle, who have boundless enthusiasm and are shamelessly curious, tapping into unexpected opportunities all around.

We too are incurable tinkerers, questioning how things work and how they can be made better, not just for the sake of it, but for the sake of serving those who keep the world a fascinating and interesting place. In ways both big and small.

But it's not just what we do, it's how we do it that makes us different too. A lively spirit, open, collaborative, infectious to those around us, always seeking the unexpected way forward. It's fun to be part of Lenovo, because we help those who keep the world around us interesting, always in unexpected ways, and therefore we never declare 'job done'.

What makes Lenovo, Lenovo

Every successful brand has a model, and so do we. Our 'brand plus' is our way of structuring the elements that define our brand. We travel into much more depth with these in our **Lenovo Brand World** guidance, the diagram below summarizes this philosophy.

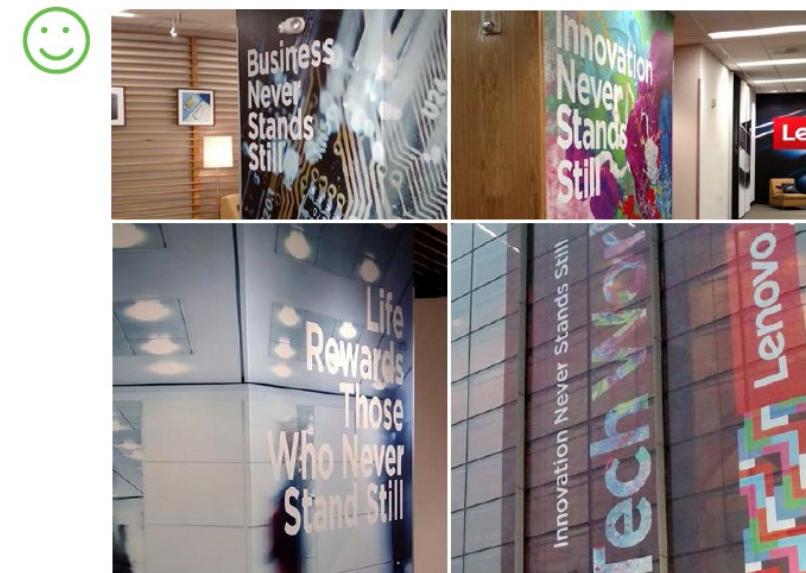


The idea that defines us

By never standing still, we do our bit in helping those who keep the world interesting. But we wouldn't shout it out to the world, we just get on with it. That's why we don't use 'Never stand still' as a corporate tagline.

NEVER STAND
STILL, IT'S AN
ATTITUDE NOT
A CORPORATE
TAGLINE.

Because it's a spirit we already share with those with a progressive mindset, we should use our brand idea in unexpected ways in communications to enhance a message, as part of a sentence or phrase for instance:



When we talk specifically about 'Never stand still' as the idea that defines us we use single quotation marks and an uppercase N.

The exception to this rule is: #neverstandstill



Lenovo™
Never stand still

'Never stand still' should never be used as a tagline.

Never stand still in summary

What it is and what it isn't

-  **For people with a progressive mindset**
 -  Not for people who don't like change or challenge
-  **Being unexpected**
 -  Not being predictable
-  **Enabling progress in interesting ways**
 -  Not just progressing or just being interesting
-  **Relentless pursuit as an ongoing commitment**
 -  Not working towards an endpoint
-  **Inspiring and enabling**
 -  Not preaching or constraining
-  **Bold and lively and unexpected**
 -  Not passive or formal or formulaic

LOGOS

LOGOS



Lenovo™

 DOWNLOAD LENOVO LOGOS

Lenovo Logo

The Lenovo Logo has a white wordmark within a containing shape. This containing shape allows us to use the logo as a tag – a bit like a fashion brand – while providing our logo room to breathe. This bounding box allows us to be playful in the way we use our logo, allowing us to fill it with color, images, and textures. This is explained more in the following guidelines.



Horizontal Lenovo Logo



Never use the wordmark without containing shape

Logo Rotation

Preferred Orientation

We want the Lenovo Logo to be disruptive and to stand out, innovatively, therefore please consider using the vertical version of the logo first in application. However, we realize that this may not be suitable for all instances.

When rotating the logo, use a 90° counter-clockwise motion as shown here. No other rotation of the logos is allowed at any time. (When rotating the Logo, be sure it reads from bottom to top.)



Vertical Logo



Incorrect Rotation

Logo Shape



The dimensions and spacing of the Lenovo Logo shape has been carefully designed to look optically right. The spacing shown here is a unit of measure derived from the cap height of the "L" i.e., L = 11 unit squares. All other measurements are defined by this unit square measure.

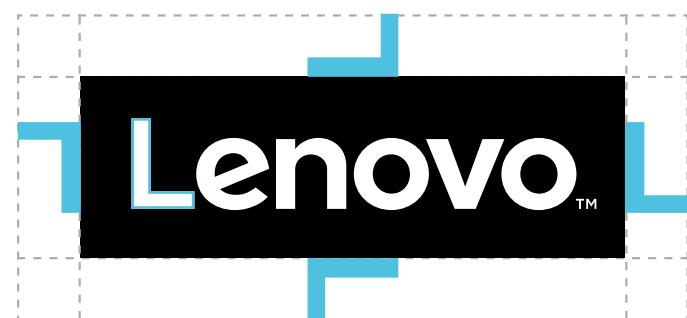
NOTE: You should never recreate the Lenovo Logo. Always use the logo files that are available from the provided link. The measurements shown here can be helpful for large scale three-dimensional applications (i.e. signage).



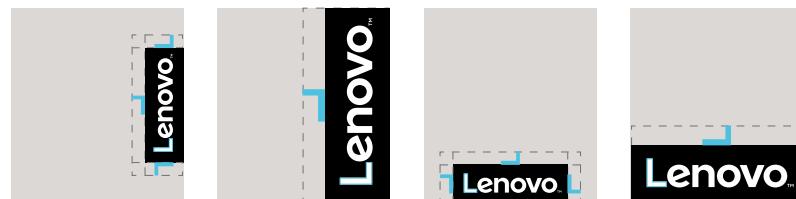
Clear Space

To preserve the integrity of the Lenovo logo, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy or photography that may divert attention.

As illustrated below, the clear space for the **Lenovo Logo** is measured by using the width of the 'L'.



Clear space exceptions along an application edge:



Minimum Size

The Lenovo logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced too small, it is no longer legible and its impact is diminished.

For print applications, the Lenovo Logo should never be reproduced in a width smaller than 15 mm (.6 in).

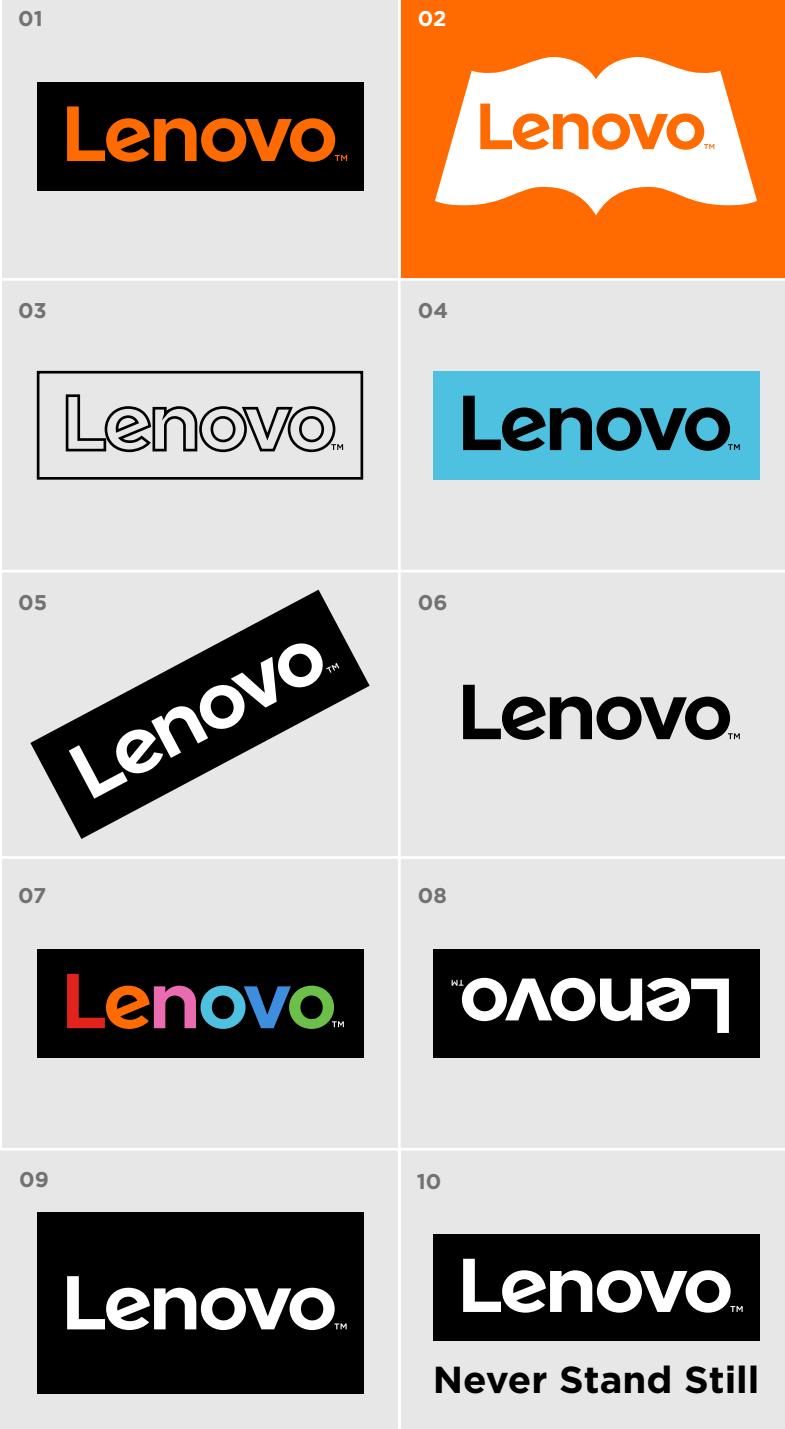


For digital applications, the Lenovo Logo should never be reproduced in a width smaller than 100px at 72dpi.

Incorrect Use

Incorrect use of the Lenovo Logo compromises its integrity and effectiveness. Our logo is more dynamic and flexible than most corporate identities, however there are still some things that are not allowed:

1. Don't color the wordmark inside the logo
2. Don't change the containing shape
3. Don't outline the logo
4. Don't make the text black inside the logo
5. Don't rotate the logo in any way other than the way outlined in the logo rotation rules
6. Don't use the wordmark without the containing shape.
7. Don't apply multiple colors
8. Don't flip the logo or have it read upside down
9. Don't distort, reshape or resize the logo elements in any way
10. Don't use the logo with Never Stand Still as a lock-up



Colored Logos

 DOWNLOAD LENOVO LOGOS

Lenovo Logo

The Lenovo Logo can appear in any of the brand colors shown below. The choice of color should be determined by the item or content the logo is being applied to.

The logo should not have any other color variations than what is shown here.



Lenovo Logo: 1-Color

In some cases, a 1-Color logo may be required. In those instances please use one of the options available below.





Image Logos

The containing shape behind the Lenovo Logo allows us to be playful with our brand- bring it alive, personalize it for specific events, consumer and commercial audiences and to add artistry.

Below is our first collection of image logos that feature carefully selected photos and textures. They share a strong energy and attitude while providing enough contrast for the Lenovo wordmark to stand out.

These versions should only be used where their size is large enough to be legible, such as: an event, in retail or on-screen.

Please do not create one of these on your own. Consult with the **Lenovo Global Brand & Design** team if your team has a need or unique idea. Also, check back for additional image logos, as this is the first installment to our every growing library.



Movement



Chinese pottery



Concert



Light artist



Circuit board



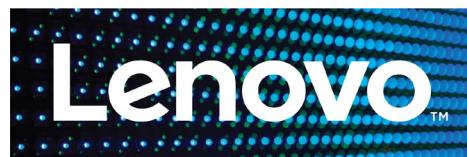
Energy



City



Linear pattern



Blue



Connectors



Racing team



Op art



TrackPoint stems



Skater



Crowd



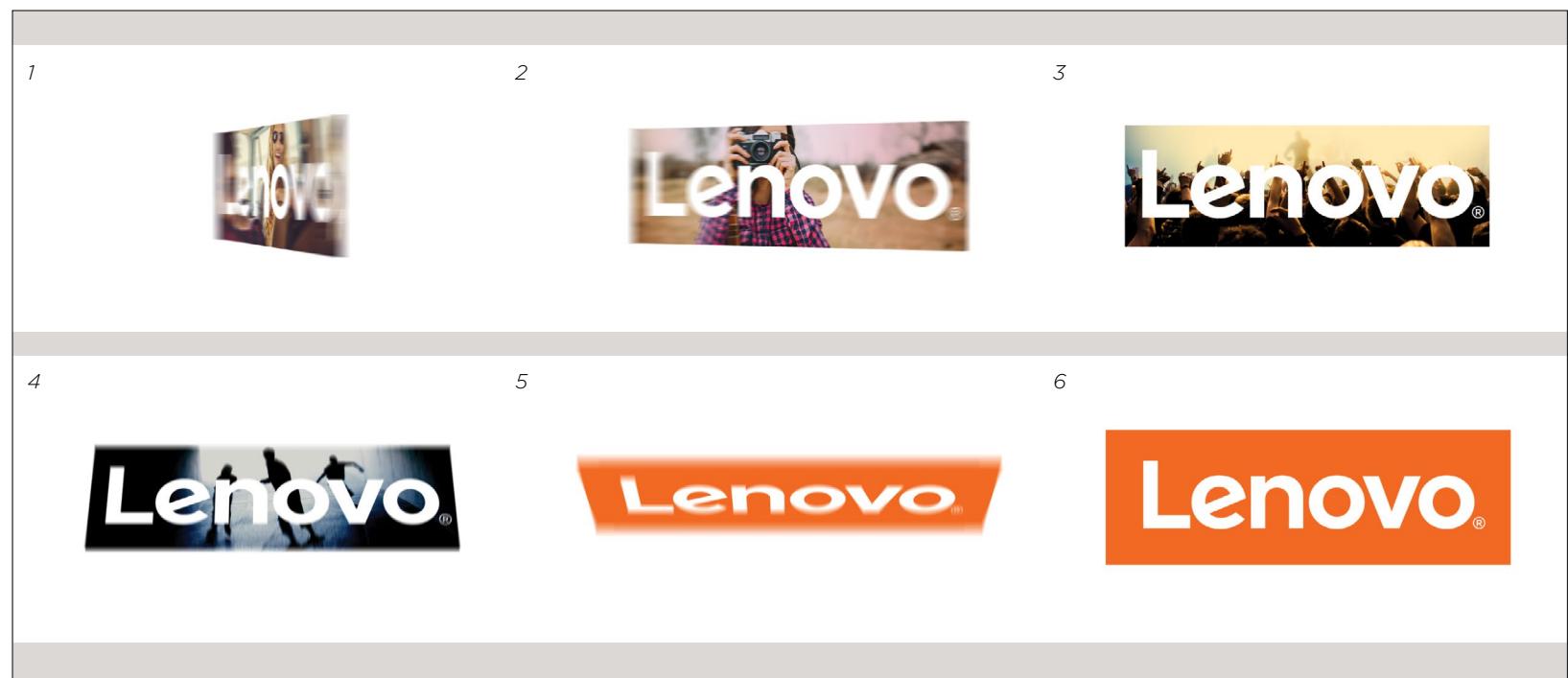
Galaxy

Animated Logos

 DOWNLOAD
ANIMATED LOGOS

A collection of animated logos have been created using various styles to reflect Lenovo's master and product brands. These take advantage of animating the containing shape and images behind the Lenovo logotype, the goal being to show the logo as an energetic and vivacious extension of our identity.

The **Lenovo Global Brand & Design** team will continue to add to this collection, so please check back often.



Chinese Lenovo Logo

 DOWNLOAD CHINESE
LENOVO LOGOS

In China, the Lenovo Logo is most recognizable when followed by the Chinese characters. The Chinese Lenovo Logo and Chinese Lenovo Wordmark are for use in China only.

Chinese Logo

The Chinese Lenovo Logo shown below has white wordmarks within two containing shapes.



Chinese Lenovo Logo

Chinese Lenovo Logo: 1-Color

In some cases, a 1-Color logo may be required. In those instances please use one of the options available below.



Chinese Logo Colors

Chinese Lenovo Logo

The Chinese Lenovo Logo can appear horizontally or vertically in any of the brand color combinations shown below. The choice of color should be determined by the application. Please do not create any other color variations than what is shown here.



PROGRAM IDENTITIES

PROGRAM IDENTITIES

Lenovo™

Partner Lockups

In the course of doing business, Lenovo may enter into joint ventures, partnerships and relationships with other companies. In these cases, the use of the Lenovo name and trademarks must be carefully considered. The Lenovo identity should always be retained unless the legal relationship states otherwise.

The lockups shown illustrate how the Lenovo logo and a partner logo can be used together.

NOTE:

Intel and Microsoft lockups are examples for guidance only when a simple co-branding application is needed. Please work with your Intel and Microsoft Lenovo contact to incorporate the proper alliance partner logos.



Proud Sponsor of the NFL

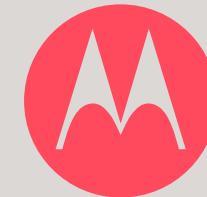


Lenovo Companies

 DOWNLOAD
MOTOROLA LOGOS

 DOWNLOAD MEDION
LOGO

The mergers and acquisition teams within Lenovo recommend how to communicate the relationship and prominence that the Lenovo brand will have in respect to these properties. Examples of brands where the logos have significance and brand recognition in their marketplace are shown on the right.



motorola
a **Lenovo** company

MEDION®

a **Lenovo** Company

Programs & Events

The examples below demonstrate the different ways to combine the Lenovo logo with various internal program and event names.

These designs do not alter the Lenovo Logo and have been customized with a carefully typeset font and visual elements that support the Lenovo brand.

Version 1: Horizontal with Containing Shape



Please work with the Global Brand & Design team to create approved program and event identities.

Examples:



Version 2: Horizontal with Straight Text



Examples:



Version 3: Vertical with Text



Example:



Lenovo Business Partner Program

 DOWNLOAD BUSINESS
PARTNER EMBLEMS &
CERTIFICATES

Lenovo Business Partner emblems may only be used by Lenovo Business Partners. There are four level designations: Classic, Premium, Premium Gold and Platinum. Certificates are available to support the various levels of Business Partner activation, and have been created in PowerPoint to facilitate customization.



Business Partner Emblems



Business Partner Certificate

BRAND COLORS

BRAND COLORS



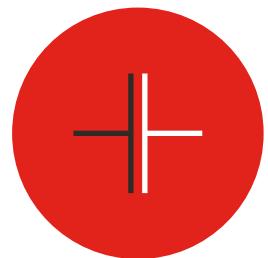
Lenovo™

Color Palette

 DOWNLOAD ADOBE COLOR SWATCHES

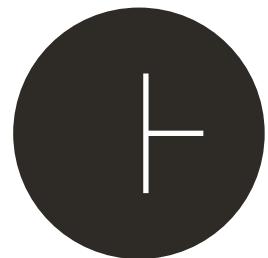
The Lenovo color palette consists of core and secondary colors. The consistent use of these colors will create recognition and strengthen the Lenovo brand.

Generic reds, grays, oranges, pinks, blues and greens are unacceptable substitutes for these carefully selected colors. Please use colors as specified below for accuracy.



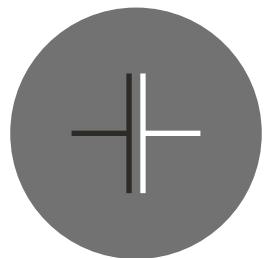
LENOVO RED

Pantone	PMS 485C
CMYK	5/98/100/0
RGB	226/35/26
Web Hex	#E2231A



BLACK

Pantone	PMS Black C
CMYK	20/0/0/100
RGB	0/0/0
Web Hex	#000000



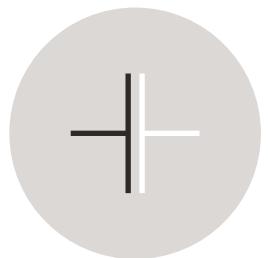
DARK GRAY

Pantone	PMS 424C
CMYK	57/47/48/14
RGB	111/113/112
Web Hex	#6F7170



MEDIUM GRAY

Pantone	PMS 400C
CMYK	23/20/25/0
RGB	196/190/182
Web Hex	#C4BEB6



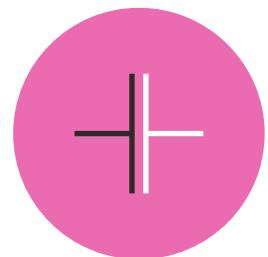
LIGHT GRAY

Pantone	PMS Cool Gray 1C
CMYK	13/10/12/0
RGB	217/216/214
Web Hex	#D9D8D6



FLAME ORANGE

Pantone	PMS 1505C
CMYK	0/72/100/0
RGB	255/106/0
Web Hex	#FF6A00



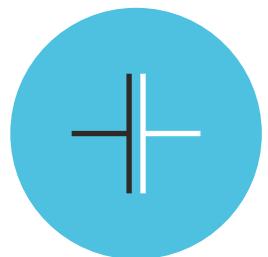
PEONY PINK

Pantone	PMS 218C
CMYK	4/72/0/0
RGB	233/107/175
Web Hex	#E96BAF



SAPPHIRE BLUE

Pantone	PMS 279C
CMYK	71/37/0/0
RGB	62/141/221
Web Hex	#3E8DDD



STYLE BLUE

Pantone	PMS 637C
CMYK	61/2/7/0
RGB	74/192/224
Web Hex	#4AC0EO



ENVY GREEN

Pantone	PMS 360C
CMYK	61/0/95/0
RGB	106/191/74
Web Hex	#6ABF4A

DESIGN ELEMENTS

DESIGN
ELEMENTS

Lenovo™

Brand Patterns

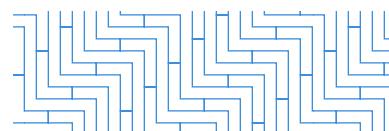
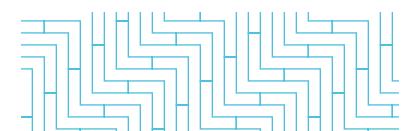
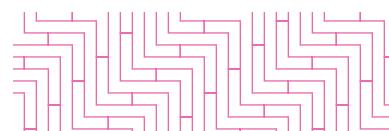
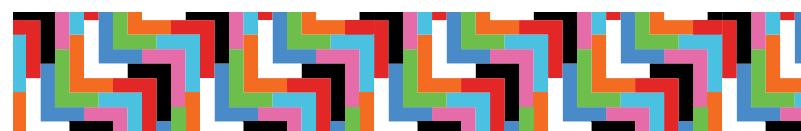
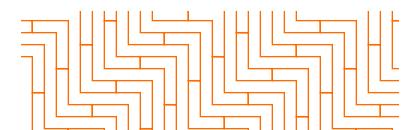
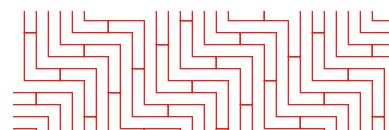
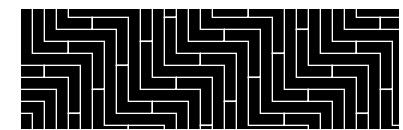
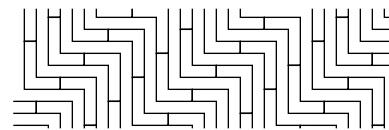
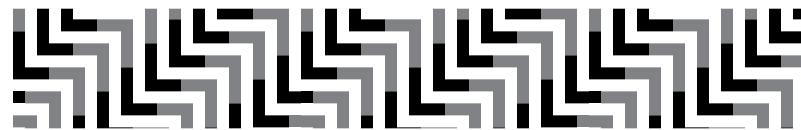
 DOWNLOAD BRAND PATTERN ARTWORK

By repeating the “L” from the Lenovo Logo we’ve created unique patterns that are directly related to our brand.

Used in combination with our logos, colors and fonts - these patterns can achieve an ownable look for Lenovo across many different forms of media and environments.

ARTWORK NOTE:

Illustrator pattern swatches can be found in the “Swatches” panel. You can use these swatches to fill any shape with a pattern. To adjust the scale of the pattern, edit its color or make other adjustments - double click an individual swatch icon that will open the pattern in an isolated editing environment.



DESIGN ELEMENTS

[DOWNLOAD LENOVO ICONS](#)

[DOWNLOAD MULTIMODE ICONS](#)

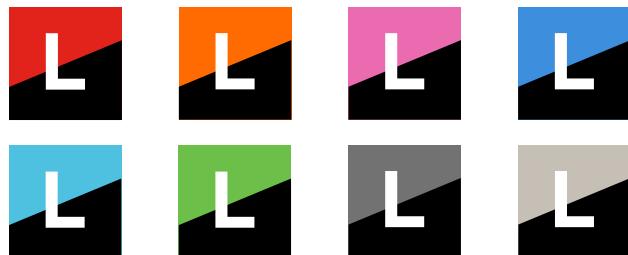
[DOWNLOAD DOit APP ICONS](#)

[DOWNLOAD LENOVO APP ICONS](#)

Lenovo Icons

In some instances, it won't be ideal to use the Lenovo Logo or Wordmark based on size constraints (i.e. Web Favicons, Social Avatars, etc.) In those instances it might make sense to use the Lenovo Icons featured below.

Lenovo Flat Icons



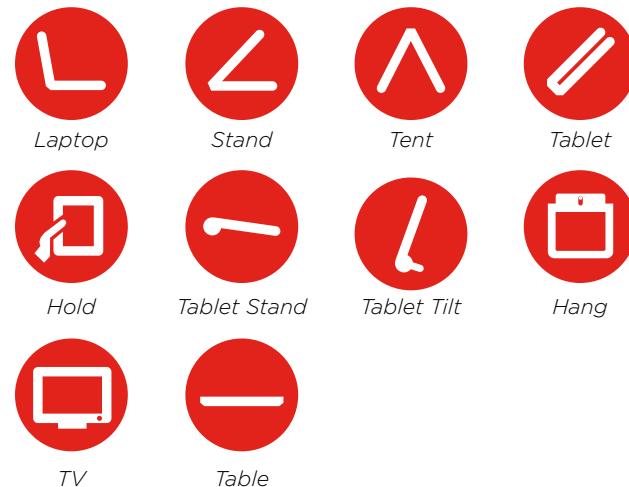
Lenovo Reflection Icons



Product Icons

Lenovo's product iconography is an important extension of our visual identity used across software as well as throughout our marketing and event materials. The icons shown below are the most famous of our library.

Multimode Icons



DOit App Icons



Lenovo App Icons



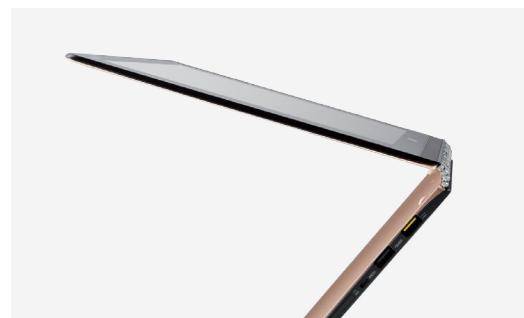
Halo Product Photography



Our brand philosophy, never stand still, can be used to inspire our product photography. We encourage you to consider treatments that are more exciting than the same 'static' product shots that consumers have seen for the last decade. Shown here are some examples of product shots that clearly demonstrate a sense of movement and action. Using color backgrounds is another way to add energy and

differentiate Lenovo from our competitors who use plain black and white backgrounds. Our color palette consists of all mid-tone values that allow clear product shadow and highlight details and has been specifically chosen to separate us from the pack.

Product photography can be found on [Lenovo Vault](#).



TYPOGRAPHY

TYPOGRAPHY

Lenovo™

Typefaces

Primary Typeface

The primary typeface for Lenovo is **Gotham**. Gotham is a modern typeface that comes in a variety of weights and offers flexibility of use. Commitment to this typeface will help create a consistent and strong identity.

Gotham Extra Light	<i>Italic</i>
Gotham Thin	<i>Italic</i>
Gotham Light	<i>Italic</i>
Gotham Book	<i>Italic</i>
Gotham Medium	<i>Italic</i>
Gotham Bold	<i>Italic</i>
Gotham Black	<i>Italic</i>
Gotham Ultra	<i>Italic</i>

Online Typefaces

For titles and headlines online, **Raleway** (an open source web font shown [here](#)) can be used to mimic the characteristics of Gotham. The primary typeface for body copy in web applications continues to be **Arial, Helvetica**.

Chinese Typeface

A clean modern typeface is recommended when Chinese translations are necessary. **Fang Zheng** featured below is a good example.

联想

Fang Zheng Ultra Light

联想

Fang Zheng Light

联想

Fang Zheng Regular

联想

Fang Zheng Bold

联想

Fang Zheng Extra Bold

STATIONERY

STATIONERY



A blurred photograph of a modern office interior. In the foreground, two people are walking away from the camera. One person is wearing a dark jacket and jeans, while the other is wearing a red dress. The background shows a large glass wall and a ceiling with recessed lighting.

Lenovo™

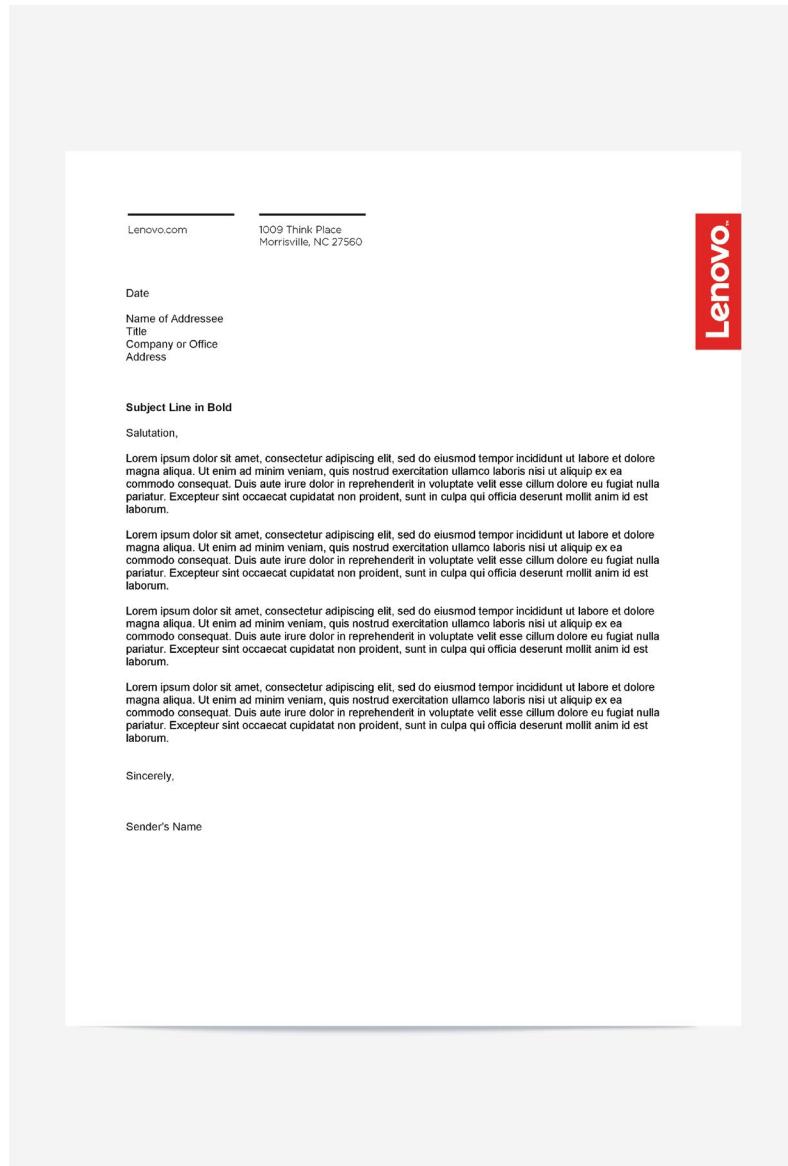
STATIONERY

Letterhead

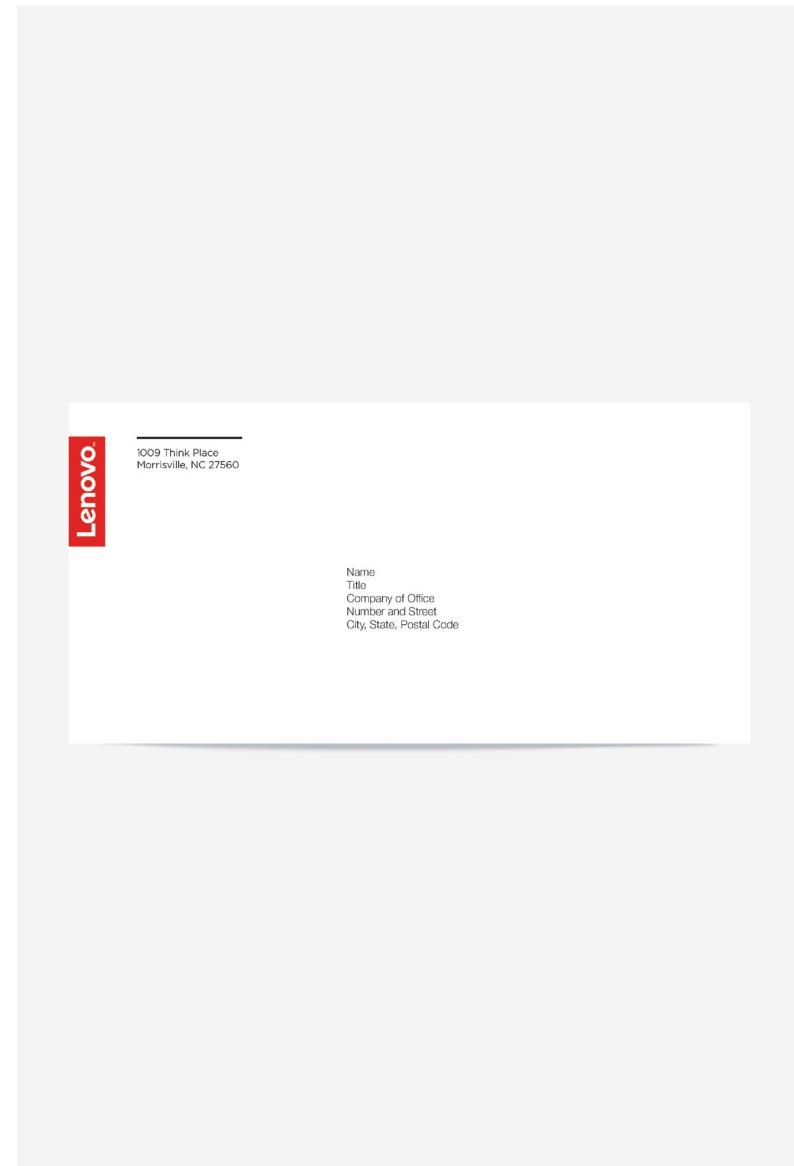
 DOWNLOAD
STATIONERY
GUIDELINES

 DOWNLOAD
ELECTRONIC
TEMPLATES (WORD)

 ORDER STATIONERY IN
AVAILABLE REGIONS



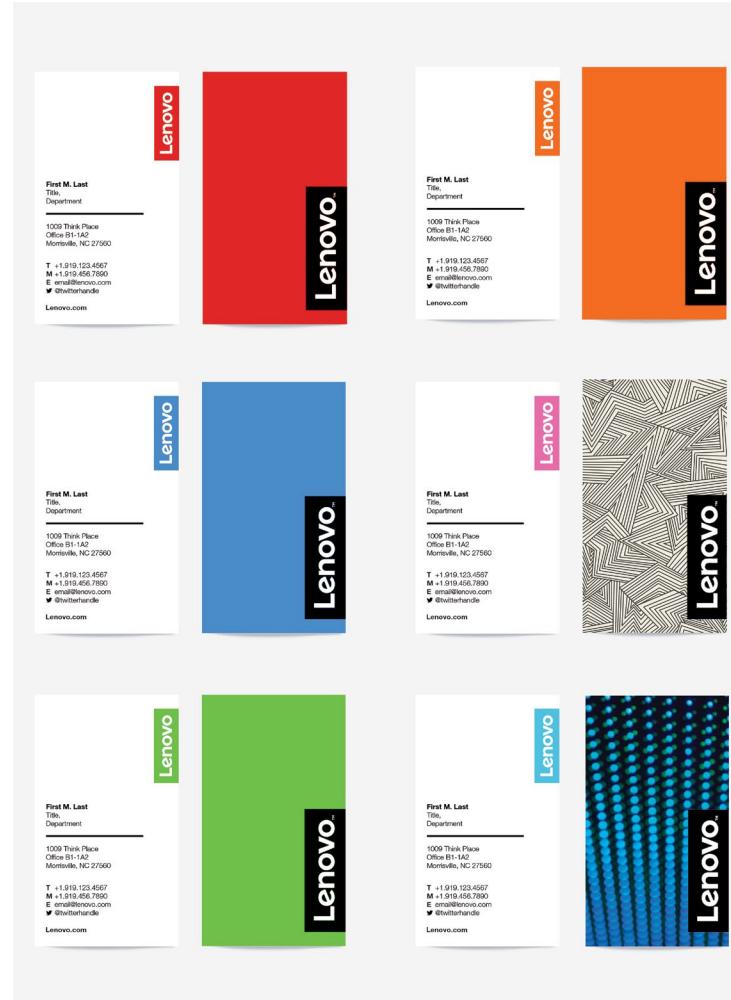
Envelopes



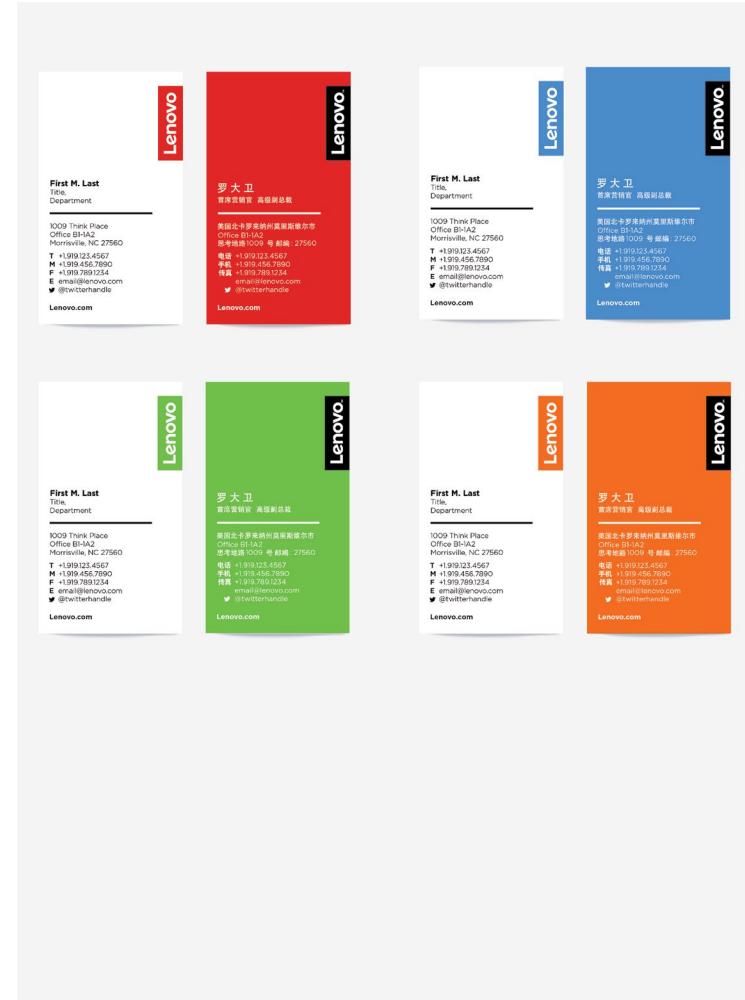
Business Cards

Our new business card design will allow employees to order their cards with all red, or for the more adventurous, a multi-color, multi-image printed back. Designs may vary by region based on local requirements and print restrictions.

English Only



Translated Backs



Email Signature

 CREATE EMAIL
SIGNATURE

Email Signature

Consistent use of our electronic Microsoft Outlook email signatures will contribute to a consistent brand language and a common voice with our outside customers.

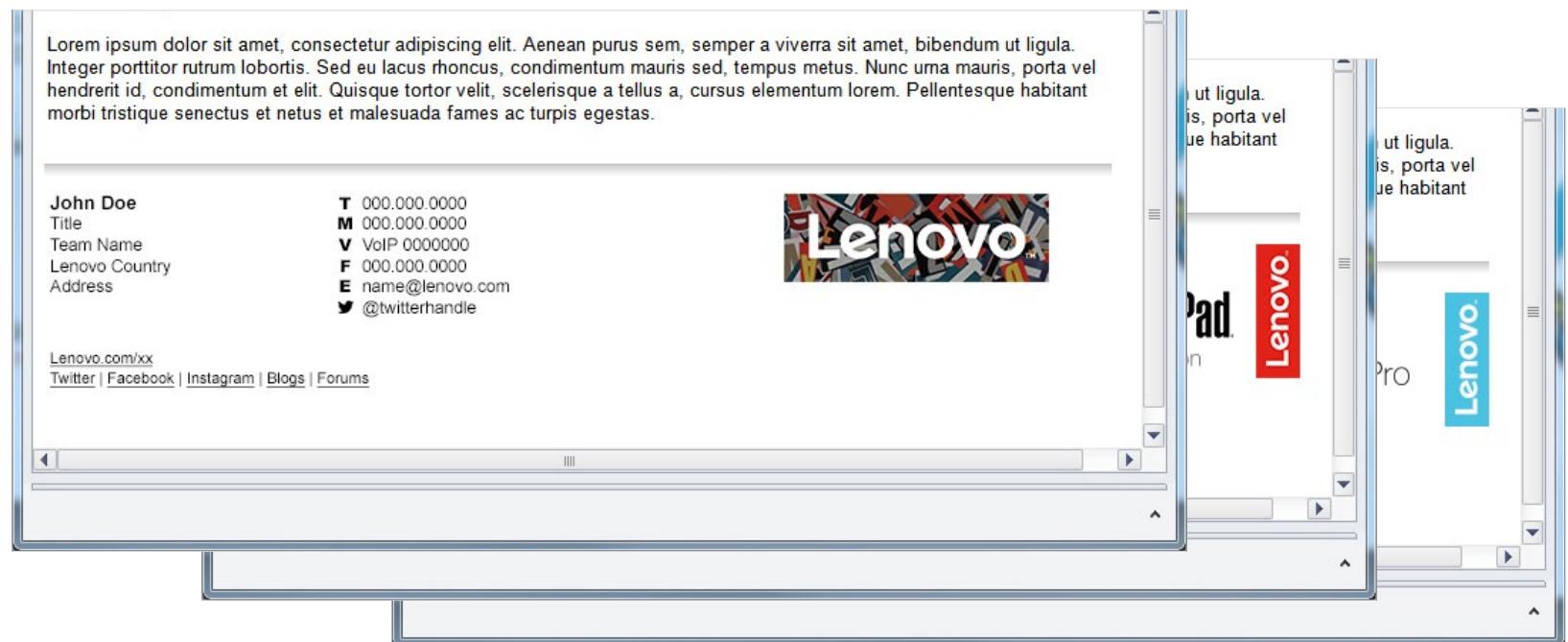
Email signatures should never be created by individuals. Typefaces, colors, hyperlinks and graphics have been carefully chosen to be consistent with our visual identity.

Email Stationery & Fonts

All default fonts in Microsoft Outlook should be set to Arial 10 for brand consistency.

Instructions (Outlook 2007):

1. Tools > Options > Mail Format > Stationery and Fonts.
2. Under “New Mail Messages” click on Font.
3. Select Arial/Regular/10, then click OK.
4. Repeat step 3 for “Replying or forwarding messages”
5. Click OK.



APPLICATIONS

APPLICATIONS

Lenovo™

 DOWNLOAD
PRESENTATION
TEMPLATES

Presentation Template

It is important to project a consistent image of the company through our internal and external communications. The corporate presentation template should be used for all electronic presentations.

For additional graphic slide layouts, please download the Image Expansion Pack. You will find additional Section Header, Content w/Image, Photo + Statement, Content w/ Product and Quote layouts.

The preferred presentation aspect ratio is 16:9 which accommodates most modern computer and presentation screen sizes.

A 4:3 template is also available for special circumstances.

Printing Tip

When printing 16:9, choose “Scale to fit paper” from print dialogue. This will ensure the whole slide is printed on your selected paper size.

Information Security

All presentations should be updated in order to be compliant with [Lenovo Information Security](#) requirements. Presentations containing restricted content should use the RESTRICTED templates.

Presentation Title Here Two Lines Maximum

Speaker Name

Date



2015 Lenovo Internal. All rights reserved.



Lenovo

Section Header Layout

Click [here](#) for alternate section header photo options

2015 Lenovo Internal. All rights reserved.

How to Use This Template

- This is what a content slide looks like without a subtitle
- Try not to exceed six bullet points per a slide.
- Bold color is your highlight **text, text, text, text, text**
- Tips for transferring content from other templates:
 - Do not copy and paste entire slides from the slide pane. Instead, copy and paste the content within the slide
 - After pasting, choose “Use Destination Theme” from the fly out menu
- Discover all available slide layouts by following these instructions:
 - Right click on thumbnail in slide panel on left
 - Selected “Layout” and choose option based on your content needs

2015 Lenovo Internal. All rights reserved.

“
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Nulla nec lobortis nisl. Praesent eu
dapibus est. Etiam et diam sit amet
augue lobortis auctor.
”

Quote Source

2015 Lenovo Internal. All rights reserved.

Lenovo.com

Lenovo.com communicates the new brand direction by conveying an immediate visual impact with bold use of color and clear, purposeful open space. The youthful optimistic energy envelops an underlying structure that remains consistent from the previous incarnation of the site, to extend continuity for customers who frequent our online shopping experience.

To further add fun, kinetic engagement on the homepage, the logo employs a “slip scroll” technique that allows it to change background through interaction with the layout and the page movement as users scroll up and down the page content.

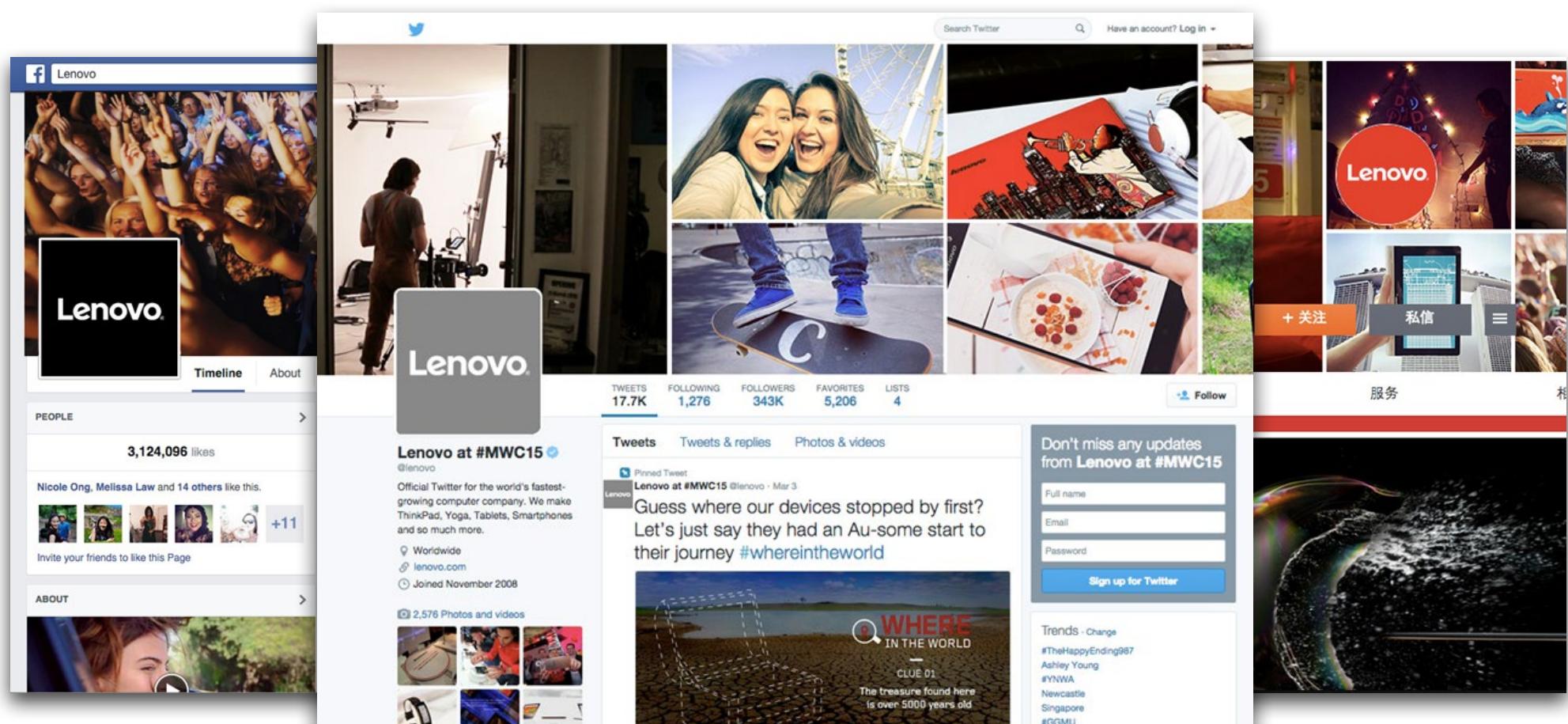


Social Media

Through social media we have the opportunity as a brand to inspire and enable people to make progress every day. We can achieve this through our many platforms that include Facebook, Twitter, Weibo, LinkedIn, Google+, YouTube and Instagram.

What makes an image right for use on a Lenovo social platform? It's all about people. It's about people making

progress, and it's about inspiring others to do something, or be somewhere. A Lenovo image invokes movement, momentum, agility, and inspires one to keep innovating and keep seeking. It is optimistic, bold, energetic and human.



Product

An important part of the new Lenovo logo is how it reacts and is applied to our hardware products. Given the production challenges of the Lenovo logo, this is the only area where the use of the rectangular shape is not required every time. The examples shown on this page show a range of applications. We are just beginning the

journey into discovering the materials and finishes that work best. Engineers and designers are encouraged to work directly with their business unit leaders to ensure that the appropriate brand hierarchy and market goals are met in the application of the Lenovo logo on their products.



Product labels use the Lenovo logo inside the containing shape

Packaging

The range of Lenovo packaging allows for the new brand to be applied consistently near the right edge of the box. In our consumer boxes, such as in the Yoga and Vibe examples shown below, the designs can be model specific and allow the Lenovo logo to wrap around the side and present the product brand and / model information.

In the instances such as the Think packages, the same box is used for multiple products so therefore it does not contain model specific information. In all cases, the Lenovo logo should be in a vertical orientation, handsomely in coordination with the other typography, photographic and materials of the package.



Yoga and Vibe family



Think Series



Y Series ideapad and ideacentre

Events

Showcasing the Lenovo brand at events has allowed our products to connect with our audiences around the world with a new boost in vitality and presence. Building from the “Innovation Never Stands Still” positioning statement, adding in the multiple corporate colors, brand patterns and photography, we are able to build a recognizable Lenovo environment around our products.



Exterior Signage: Tech World 2015

Our activation goals are to create sharable moments and product experiences. Consider showing fewer options of the same product in lieu of having a demo of a unique feature or experience. A few examples are shown below of recent events.



Interior Signage: Tech World 2015



Booth layout: Educause 2015



Booth layout: IFA 2015

Marketing Communications

The layouts below illustrate how the new branding will be reflected in our marketing communications. Sizing is approximate in proportion to our partner logos which dictate how large our logo can be in relation to theirs.



Please reference the **Lenovo Brand World** document for more thorough guidance.



 DOWNLOAD SELECT
MERCHANDISE
ARTWORK

Merchandise

Try using our logo in an interesting way such as a tag on apparel or computer bags. For legal reasons, do not use a red tag on denim fabric. All other color tags and materials are acceptable.



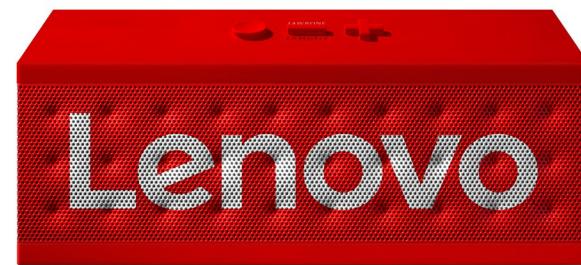
Lanyard



Badge Clip

Merchandise, continued

Great care should be taken when applying the Lenovo visual identity to merchandise and giveaways. Materials should be high quality and innovative when appropriate. Here are some well executed examples of Lenovo branded merchandise.



Smartphone Case

Bluetooth Speaker

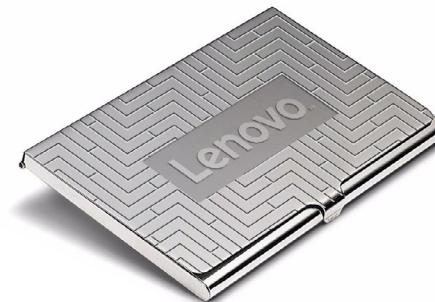
Water Bottle



Merchandise, continued



USB Sticks



Business Card Holder



Towel



Portable Hard Drive



Tumbler
(liquid shows through containing
shape)



Laptop Cover

Real Estate

An important and one of the more costly aspects of the Lenovo brand is the signage around our campuses.

Temporary Signage Solutions



Flags and Window Wraps

Please look for our new formal set of real estate guidelines for use in production which are coming soon.

Permanent Signage Solutions



Exterior Signage: if existing architecture can support the vertical Lenovo logo, then proceed. If a building's design does not lend itself to this orientation because of structural, zoning or office configurations, then a horizontal version is acceptable.



Interior Signage: Wallpaper Mosaic

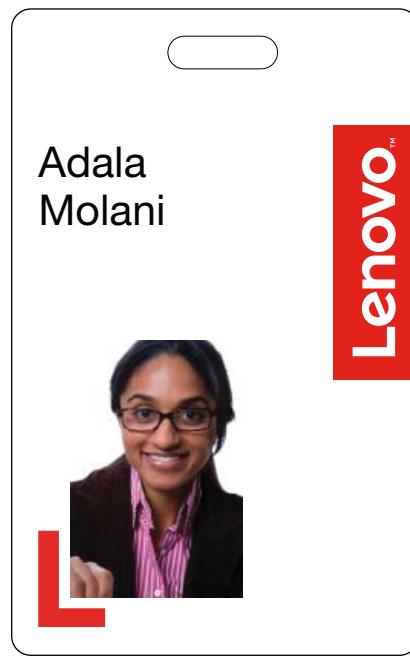


Interior Signage: Branding Imagery

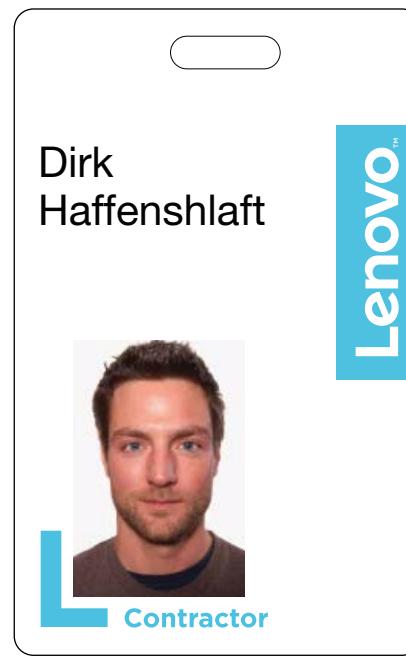
Employee Badge

 DOWNLOAD
BADGE ARTWORK

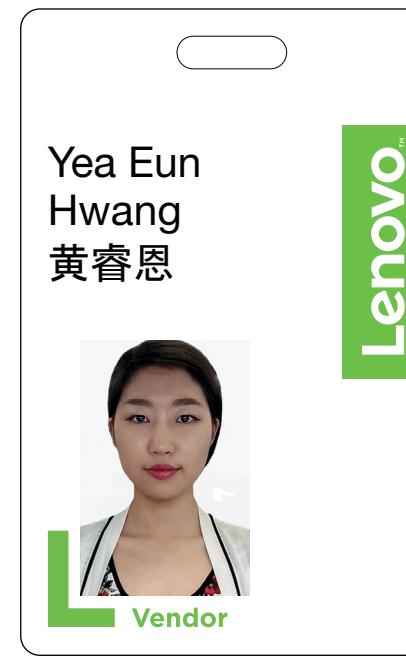
The standard worldwide badge design is shown. Some geographies may have different technologies built into their badges, such as security chips, that may require slight shifts in design elements. In these cases, please use this design as a starting point.



 *Lenovo Employee*



 *Contractor*



 *Vendor*

Screensavers

 DOWNLOAD
SCREENSAVERS

The Lenovo screensaver is a fun and energetic expression of the new visual identity. We will be adding more designs to collection, so check back for updates.



Wallpapers

 DOWNLOAD
WALLPAPERS



APPENDIX

APPENDIX

Lenovo™

Trademarks

ADDITIONAL INFORMATION

A trademark identifies a product or service and distinguishes it from the competition. Trademark rights can last forever, but incorrect use can result in trademark rights being lost. Lenovo protects its important logos and names by registering them with trademark offices around the world.

The Lenovo Logo and Lenovo Wordmark are both trademarked and should be denoted with the notation ™. Proper usage includes a notation at least once per publication (typically first appearance) and always in a prominent position. This is a requirement for external, customer facing communications and does not apply to internal campaigns.

Important Note

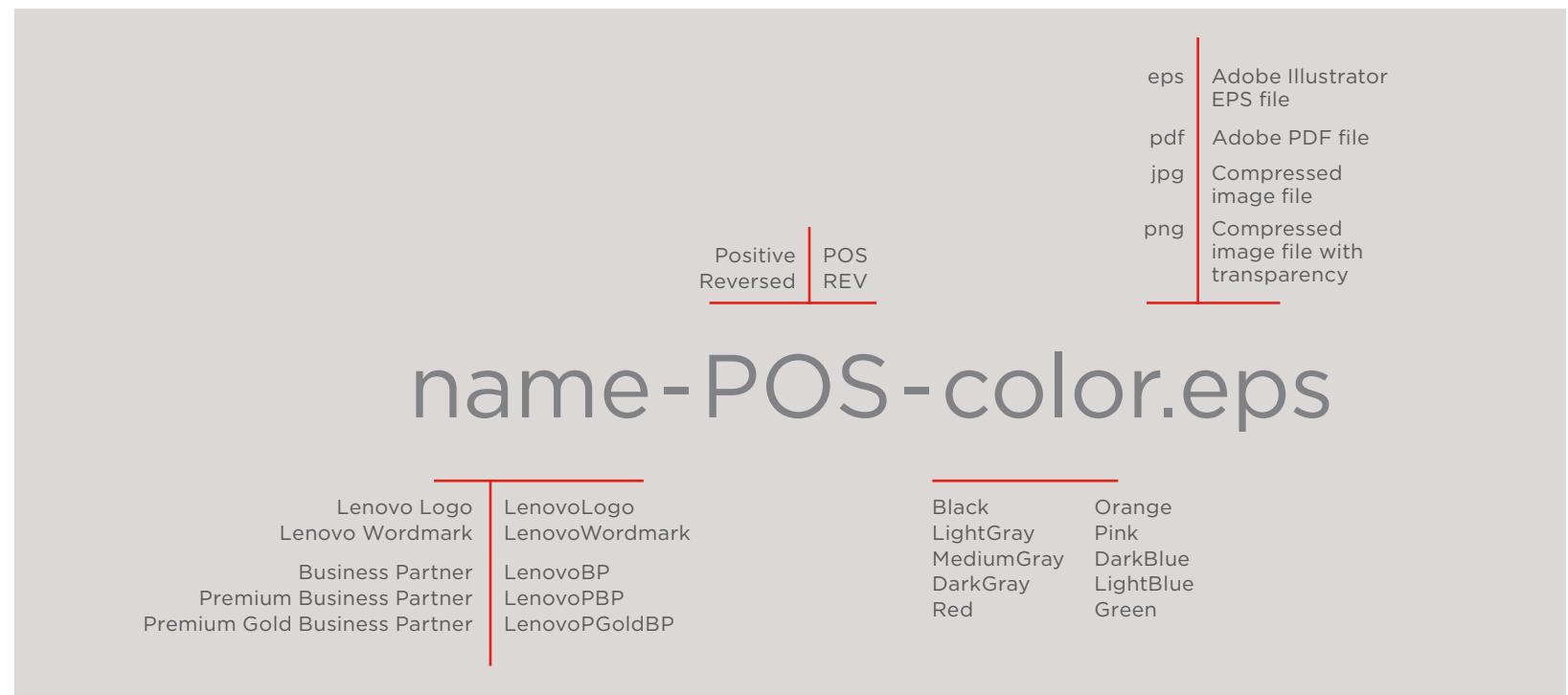
These guidelines are not intended to be the definitive source for all copyright and trademark attribution. They should be used in conjunction with any additional product requirements which may exist with Lenovo partnerships and licensing specific to your area of expertise.



Lenovo and the Lenovo logo are trademarks of Lenovo in the United States, other countries, or both. © 2015 Lenovo, all rights reserved.

File Naming & Formats

Use this naming convention guide to select the appropriate files for reproduction.



EPS Files

EPS files can be imported into or opened through page layout and illustration software such as Adobe Illustrator, Photoshop or InDesign. The EPS logos should be used for high-resolution print applications.

PDF Files

PDF files can be used to ensure documents look the same from system to system when sharing files with others that don't have the same software, platform or fonts.

PNG Files

PNG images are best used with logos, line drawings, icons and photographs with transparency. (In photos without transparency, JPEG can be used for smaller file sizes.)

JPG Files

JPG images are best used with photographic or bitmap images. Care must be taken when working with JPEG images as each time a JPEG is resaved, more and more compression artifacts are introduced.

Document Version Control

Document Title: Lenovo Worldwide Visual Identity Guidelines

Version and date: Version 1.8 January 2016

Owner: Lenovo Global Brand & Design, Morrisville, NC

Authors:

Rebecca Welles, Director Global Brand & Design
rwellles@lenovo.com

Kathy Palmisano, Senior Designer Global Brand & Design
kathyp@lenovo.com

Toni Gomes, Designer Global Brand & Design
tgomes1@lenovo.com

Approvers:

David Roman, SVP and Chief Marketing Officer
Quinn O'Brien, VP Brand Strategy, Content & Design

Review Frequency:

Biannually or as change is needed

Change History:

- Version 1- Created by Rebecca Welles, June 2015
- Version 1.5 - Created by Rebecca Welles, June 15 2015
- Version 1.7 - Created by Rebecca Welles, September 2015
- Version 1.8 - Created by Kathy Palmisano, January 2016

Changes in this version:

- Pg 6-8, Updated Brand Strategy pages
- Pg 10, Combined Lenovo Logo and Rotation pages
- Pg 11, Added new Logo Shape page
- Pg 13, Revised Incorrect use examples 09 & 10
- Pg 17, Combined Chinese Logo & Colors pages
- Pg 20, Removed Stoneware logo
- Pg 21, Updated Programs & Events identities page
- Pg 22, Updated 2016 Business Partner assets
- Pg 28, Removed references to MediaBin
- Pg 30, Removed Helvetica, added new chinese font
- Pg 34, Updated email signature example
- Pg 42, Updated marketing communication examples

