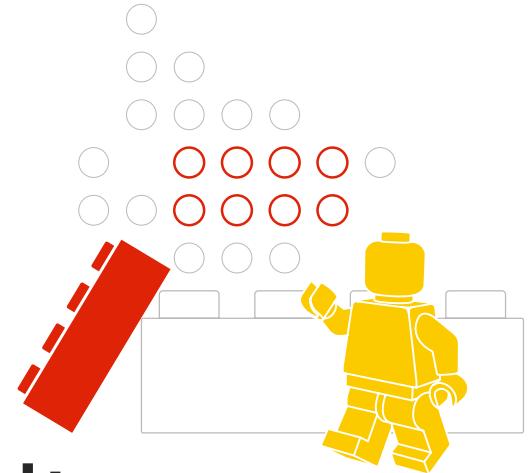




# Manual For The LEGO® Corporate Visual Identity



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## TABLE OF CONTENTS

### INTRODUCTION

Introduction → .....	3
----------------------	---

### 1. DESIGN ELEMENTS

The official LEGO® logo → .....	4
Corporate Colours → .....	5
The Core Graphic Identity → .....	7
The DUPLO® Brick → .....	9
The System Brick → .....	10
The Knob Configuration → .....	11
The Minifigures → .....	12
The Minifigures Colours → .....	13

### 2. TYPEFACE

LEGO Typeface → .....	14
LEGO Chalet → .....	15
LEGO Chalet Comprime → .....	17
Verdana → .....	18

### 3. DESIGN EXAMPLES

Letterhead, Envelopes, Address Label → .....	19
Business Cards → .....	20
ID Card → .....	21
E-mail Signature → .....	22
PowerPoint Templates → .....	23
Poster → .....	24
Banners → .....	25
Flags → .....	26
www.LEGO.com → .....	27
Postcards → .....	28
Calendar → .....	29
Car → .....	30
Reception Area → .....	31
Give-away → .....	32

### CONTACT DETAILS

AND USEFUL LINKS → .....	33
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## INTRODUCTION

In this document you will find relevant information on how to use the new LEGO® Corporate Visual Identity.

You will find information on how to use the concept graphic and examples of the graphic used on different materials.

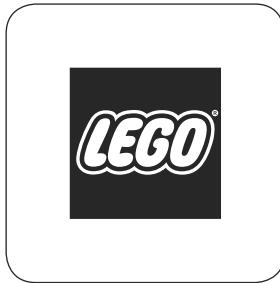
You will find all graphic elements on LEGO® ADAM (image server bank) under LEGO General in a LEGO Corporate Visual Identity folder.

For more information please see The LEGO Brand Manual and Contact details → on page 33.

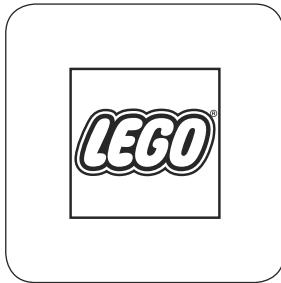
## ILLUSTRATIONS OF THE OFFICIAL LEGO® LOGO, OFFICIAL COLOURS AND SIZE



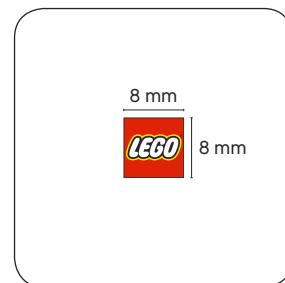
#1.  
The official LEGO® logo  
(rule 1)



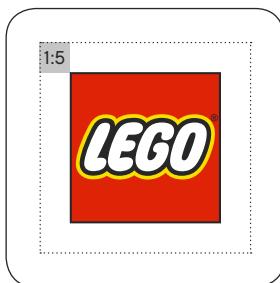
#2.  
Black and white LEGO logo.  
Downward embossing only  
(notes 1 and 2)



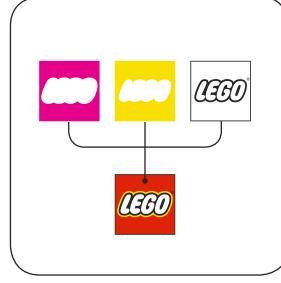
#3.  
Outlined LEGO logo.  
Upward embossing only  
(note 3)



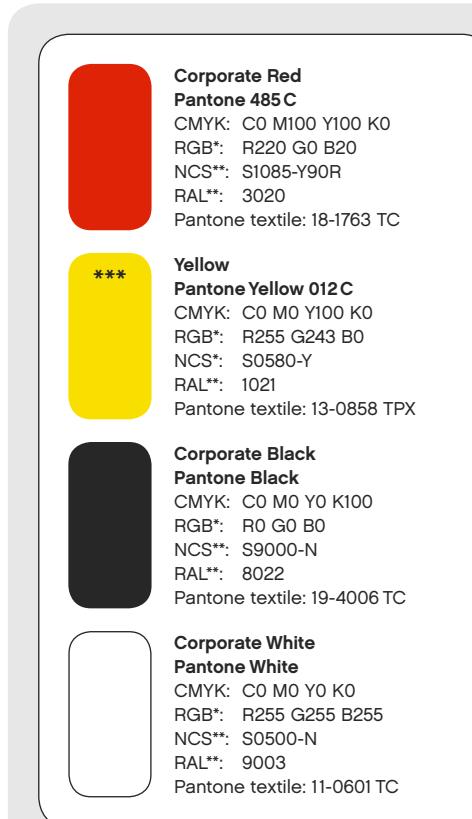
#4.  
Minimum print size: 8x8 mm  
(rule 8)



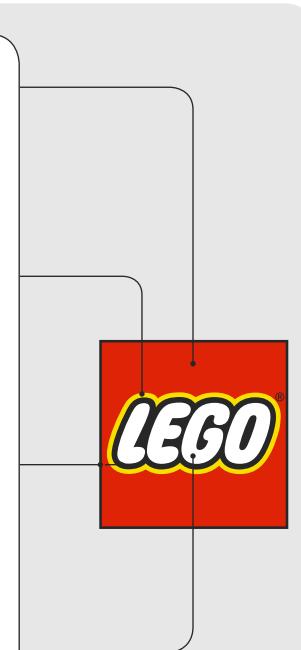
#5.  
Border protection:  
1/5th logo's size (rule 5)



#6.  
The four-colour printing method:  
magenta, yellow and black



#7.  
Official LEGO logo colours (rule 3)



\*RGB colours are only to be used on monitors. Not for converting.  
\*\*The NCS (Natural Colour System) and RAL values are only to be used as overall guidelines. Always use the Pantone colour as benchmark.  
\*\*\*NOT IDENTICAL TO OFFICIAL CORPORATE YELLOW. SEE NEXT PAGE.

## THE COLOURS USED IN CORPORATE VISUAL IDENTITY



**Corporate Red**  
**Pantone 485C**  
CMYK: C0 M100 Y100 K0  
RGB\*: R220 G0 B20  
NCS\*\*: S1085-Y90R  
RAL\*\*: 3020  
Pantone textile: 18-1763 TC



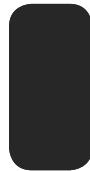
**Corporate Yellow**  
**Pantone 109C**  
CMYK: C0 M15 Y100 K0  
RGB\*: R255 G207 B0  
NCS\*\*: S0575-Y05R  
RAL\*\*: 1021  
Pantone textile: 13-0859 TC



**Corporate Yellow Dark**  
**Pantone 124C**  
CMYK: C8 M27 Y100 K0  
RGB\*: R233 G172 B0



**Corporate White**  
**Pantone White**  
CMYK: C0 M0 Y0 K0  
RGB\*: R255 G255 B255  
NCS\*\*: S0500-N  
RAL\*\*: 9003  
Pantone textile: 11-0601 TC



**Corporate Black**  
**Pantone Black**  
CMYK: C0 M0 Y0 K100  
RGB\*: R0 G0 B0  
NCS\*\*: S9000-N  
RAL\*\*: 8022  
Pantone textile: 19-4006 TC



**Corporate Grey Light**  
**Pantone Cool Grey 3**  
CMYK: C0 M0 Y0 K15  
RGB\*: R190 G190 B190



**Corporate Grey**  
**Pantone 421C**  
CMYK: C0 M0 Y0 K30  
RGB\*: R172 G172 B172  
NCS\*\*: S5502-B  
RAL\*\*: 7038  
Pantone textile: 14-4102 TC



**Corporate Grey Dark**  
**Pantone 424C**  
CMYK: C0 M0 Y0 K60  
RGB\*: R100 G100 B100

\*RGB colours are only to be used on monitors. Not for converting.

\*\*The NCS (Natural Colour System) and RAL\*\* values are only to be used as overall guidelines.

Always use the Pantone colour as benchmark.

\*\*\*NOT IDENTICAL TO OFFICIAL LEGO LOGO YELLOW. SEE PREVIOUS PAGE .

### THE OFFICIAL LEGO® CORPORATE COLOURS – PRIMARY



### THE OFFICIAL LEGO® CORPORATE COLOURS – SECONDARY



These secondary colours are thought of as an addition to our range of primary colours and must be used with extreme care. They must never be used alone, or in the role of the primary or most visible colour in any communication.

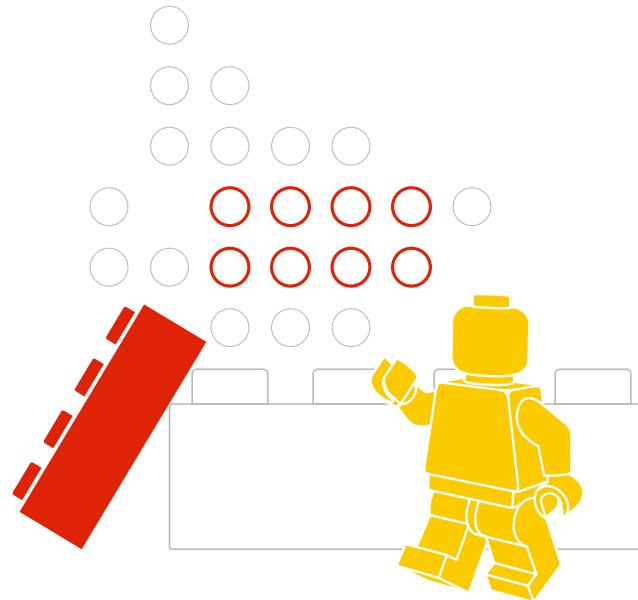
For colour specifications please see The LEGO Brand Manual. See Contact details → on page 33.

## THE CORE GRAPHIC IDENTITY IS MADE UP OF FOUR ELEMENTS

- Minifigure
- LEGO® brick
- DUPLO® brick
- Knob grid

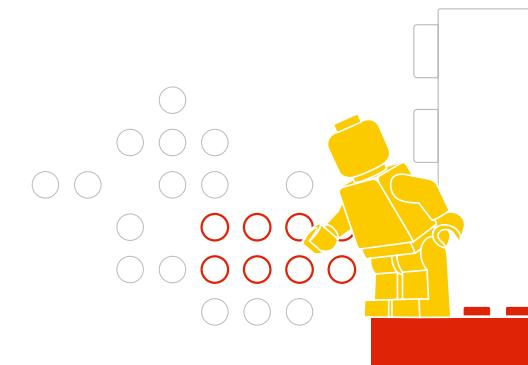
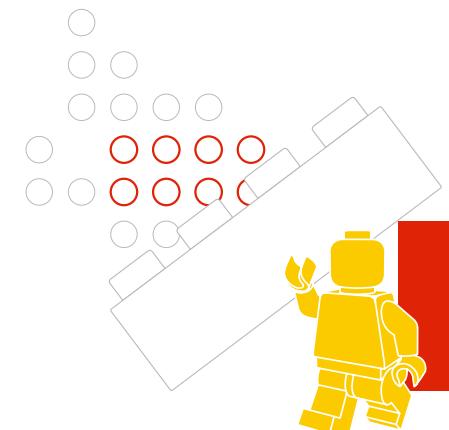
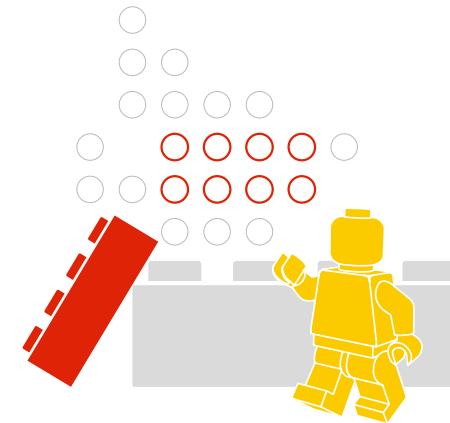
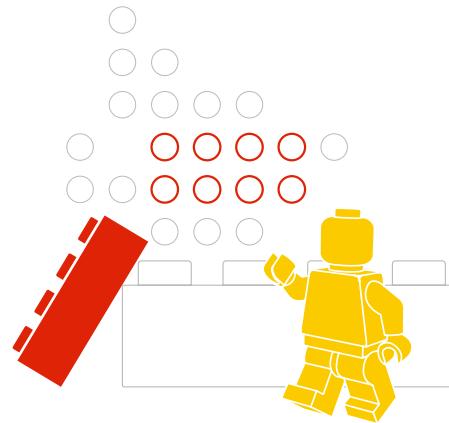
All the elements must have the same size in relation to each other.

If you want to create greater depth, use the size difference between the minifigure and the other elements.



## CONCEPT CORE GRAPICHS

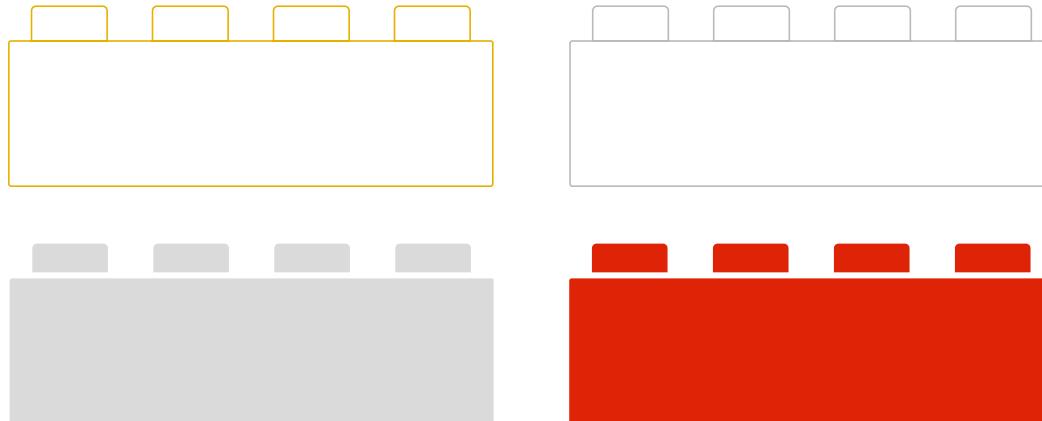
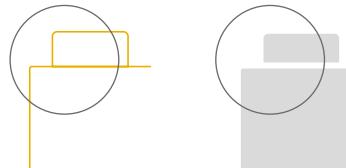
The disposition of the graphic is adjustable to size and message.



## THE DUPLO® BRICK

The stroke of the outlined DUPLO® brick is used in the colours grey, corporate red, corporate yellow or white.

When the DUPLO brick is used in solid colour, you can not convert the outlined version as there is a significant difference where the knob meets the brick.



## SCALE

Scaling must follow size of the other elements. By use of the outlined version the stroke thickness must follow the scale.

## THE SYSTEM BRICK

The 2x4 LEGO® System brick must follow the size of the DUPLO® brick and the knob grid.



### STROKE

Please be aware that you cannot convert the full-colour brick to an outlined version.

## THE KNOB GRID

The LEGO® knob grid must follow the size of the other elements.

### NEGATIVE – POSITIVE

When using the knob grid on dark surfaces use the white knob grid instead of the grey.

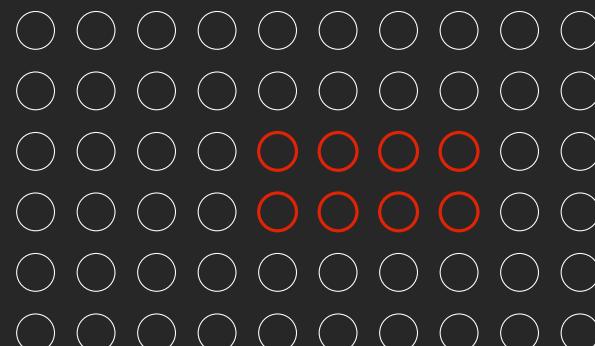
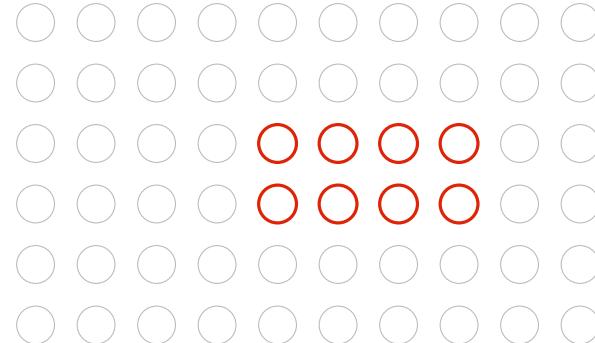
### 2X4 KNOB

When there is not enough space, it is possible to exclude the 2x4 knob configuration. When it is used, however, all 8 knobs must be visible, though it is also possible to crop the configuration.

### STROKE

The thickness of the stroke must be 0.4 pt on white and grey knob grid.

1.2 pt on the red knob grid in scale 1:1.

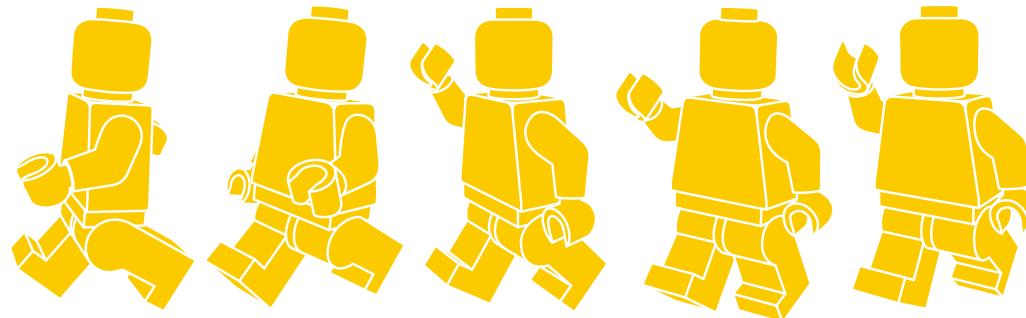


## MINIFIGURES

### THE MINIFIGURE IS MADE IN 13 DIFFERENT POSES:

The first 9 minifigures shown are meant to be used in the same level as the brick or closer to it.

The last 4 minifigures shown are meant to be used in elevated position, e.g. standing on a brick.



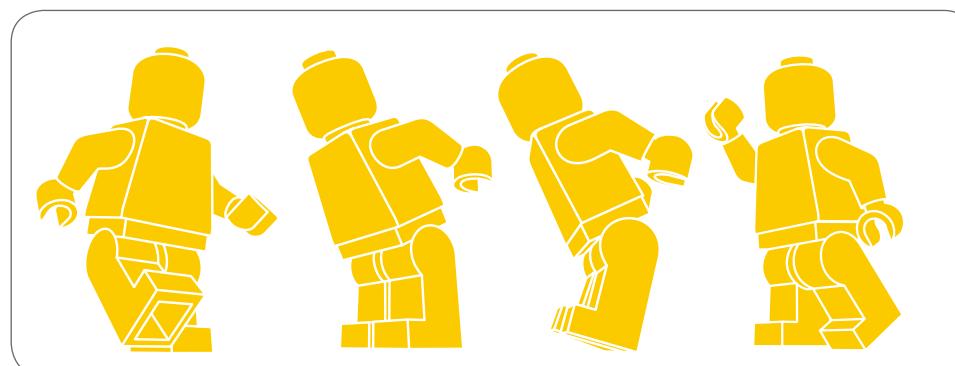
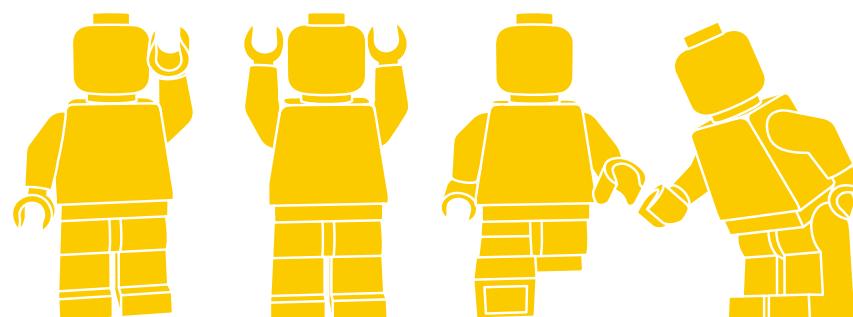
### SIZES OF MINIFIGURE

There are made 3 different sizes:  
100%, 200% and 1.000%.

**Always** use the 100% version for most printed materials,  
to scale of max. 150%.

**Always** use the 200% and 1.000% for bigger materials  
as wallgraphics.

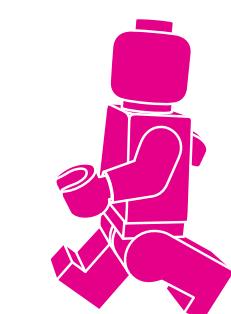
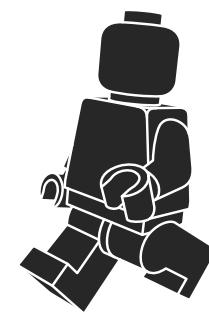
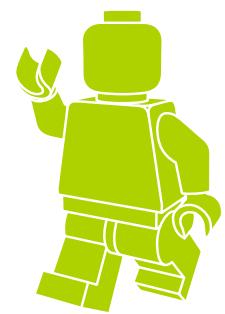
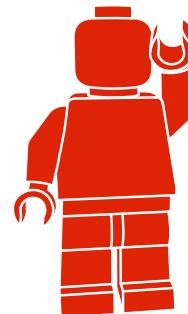
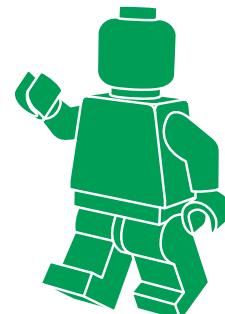
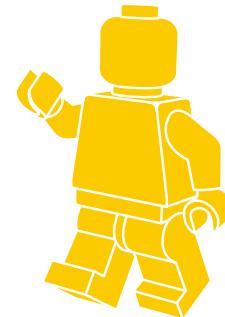
To ensure the right thickness of the stroke. Both  
versions have the same stroke thickness.



## MINIFIGURES IN COLOURS

The minifigure can be used in all LEGO® corporate colours.

**THE YELLOW MINIFIGURE IS FOR PRIMARY USE.  
Other colours are for secondary use.**



## THE OFFICIAL CORPORATE TYPEFACE OF THE LEGO GROUP

### DESIGNER AND GENERAL OFFICE USE

1. **Designers:** LEGO® Chalet 60, 80 and Comprime used on LEGO communications internally and externally.
2. **General office use:** LEGO Chalet 60 is to be used on headlines, in body text and for other general purposes.

3. **Special use:** LEGO Chalet 50 may only be used in heavy text documents – eg. LEGO Life, the Annual Report, etc.

4. **Special use:** LEGO Chalet 70, 80 and all Italics may only be used on headlines and for calling attention to important information.

These fonts may not be used in body text because they are difficult to read.

5. **Special use:** LEGO Chalet Comprime is the standard typeface on MACs, not on PCs. Chalet Comprime may only be used on headlines and for calling attention to important information.

These fonts may not be used in body text because they are difficult to read.

In some special cases, you might need to contact Global IT for a special typeface. See Contact details → on page 33.

### WEB USE

1. **General use:** Verdana is the default dynamic web typeface for body text.
2. **Special use:** LEGO Chalet 60 and 80 are for limited use on web-based graphics (non-dynamic text) only.

The LEGO Chalet typeface is available for both PCs and MACs on LEGO® ADAM (image server bank).

See Contact details → on page 33.



## LEGO CHALET 50

**Bold**

ABCDEFGHIJKLMNOPQRSTUWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

**Bold Italic**

ABCDEFGHIJKLMNOPQRSTUWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

**Regular**

ABCDEFGHIJKLMNOPQRSTUWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

**Regular Italic**

ABCDEFGHIJKLMNOPQRSTUWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

## LEGO CHALET 60

**Bold**

ABCDEFGHIJKLMNOPQRSTUWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

**Bold Italic**

ABCDEFGHIJKLMNOPQRSTUWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

**Regular**

ABCDEFGHIJKLMNOPQRSTUWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

**Regular Italic**

ABCDEFGHIJKLMNOPQRSTUWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

**Light**

ABCDEFGHIJKLMNOPQRSTUWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

**Light Italic**

ABCDEFGHIJKLMNOPQRSTUWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

## LEGO CHALET 70

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

**Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

**Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

## LEGO CHALET 80

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

**Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

**Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

## LEGO CHALET EXTRA

**Los Angeles**

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

## LEGO CHALET COMPRIME 60

**Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z æ ø å  
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & \* ( ) { } [ ] + = \_ ? < >

**Regular**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z æ ø å  
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & \* ( ) { } [ ] + = \_ ? < >

**Light**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z æ ø å  
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & \* ( ) { } [ ] + = \_ ? < >

## LEGO CHALET COMPRIME 70

**Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z æ ø å  
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & \* ( ) { } [ ] + = \_ ? < >

**Regular**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z æ ø å  
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & \* ( ) { } [ ] + = \_ ? < >

**Light**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z æ ø å  
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & \* ( ) { } [ ] + = \_ ? < >

## LEGO CHALET COMPRIME 80

**Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z æ ø å  
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & \* ( ) { } [ ] + = \_ ? < >

**Regular**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z æ ø å  
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & \* ( ) { } [ ] + = \_ ? < >

**Light**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z æ ø å  
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & \* ( ) { } [ ] + = \_ ? < >

**VERDANA****Bold**

ABCDEFGHIJKLMNPQRSTU VWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

**Bold Italic**

ABCDEFGHIJKLMNPQRSTU VWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

**Regular**

ABCDEFGHIJKLMNPQRSTU VWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

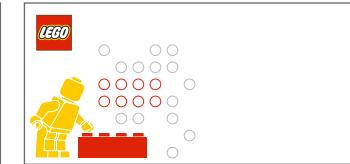
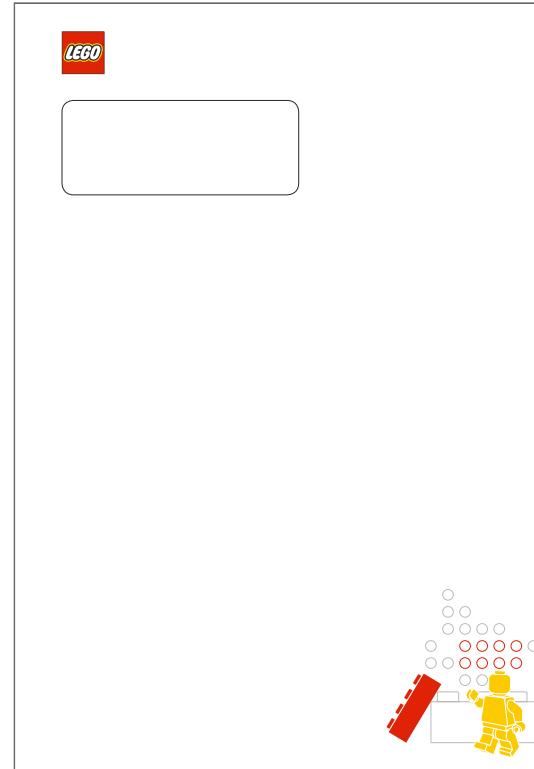
**Regular Italic**

ABCDEFGHIJKLMNPQRSTU VWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789!@#\$%&\*(){}[]+=\_?<>

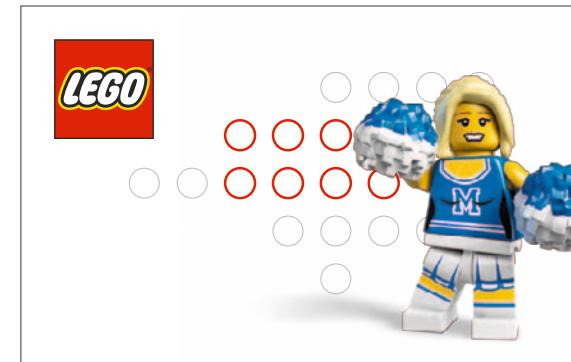
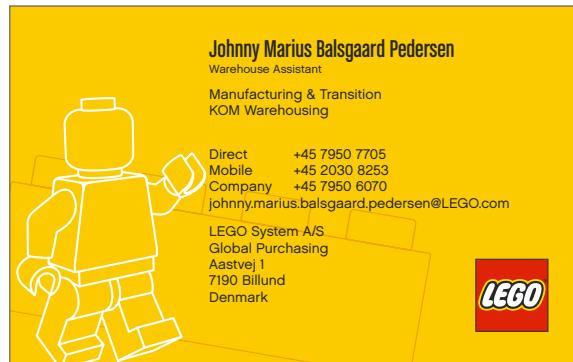
**PLEASE NOTE THAT:**

Verdana is for web use only.

## EXAMPLES OF LETTERHEAD, ENVELOPE, ADDRESS LABEL



## EXAMPLES OF BUSINESS CARDS



**EXAMPLE OF ID CARD**

## EXAMPLE OF E-MAIL SIGNATURE

Screenshot of an e-mail client window showing an example of an e-mail signature.

The window title is "untitled". The toolbar includes "Send", "Attach", "Insert", "Priority", "Signature", "To Do", "Categories", "Projects", and "Links".

The message header shows:

- To: [redacted]
- Cc: [redacted]
- Subject: Det te magniatus aliquam num vel ea conulla augueri
- Attachments: none

The message body contains:

Hey Thomas  
Ad magna faccum augait la conse tem dolortie valor sectet atum vel dio odio endit laor alit eugiam vero corting eiusi.  
  
Cidunt verci tat la feusim volobore vullaorem volobore vel exeriliquis ea faccum qui eugait iurercinibh ero od diamet, quat nulputpat alit vullut ipit la facil exero od te dolore vercip erilisim zzril iurem velestrud dolesequat. Ut lum delis dolorpe raezendiat num ing er alisit nos aliquat isiscilisim amcon utat, vel ut utpat wissisci bla conum dolore te magniatus aliquam num vel ea conulla augueri uscidunt velit essi tat nos euge digna consequam veniamet aci tie del exerciduis ad eugiat luptat. Elis num delestrud do eugiam, consequisse ming et ea facilit ullandi amcorer iuscipisi utat vendrem augiamcon henim ad tisim zzrit, velisis nullan ent aliquat aci te del ex et, quam irit, veros nullaore faccums andigna coreet dolore feuguerit nostro con henibh.

Below the text is a graphic of a yellow LEGO minifigure standing next to a red LEGO logo. The background of the email body features a pattern of white and red circles.

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Marketing Communication

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www.LEGO.com

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## EXAMPLES OF POWERPOINT PRESENTATIONS

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**Corporate Identity**  
2 - A new presentation

**A New Corporate Identity**

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**Corporate Identity**  
3 - A new presentation

**Corporate Identity**

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**Corporate Identity**  
4 - A new presentation

**Corporate Identity**

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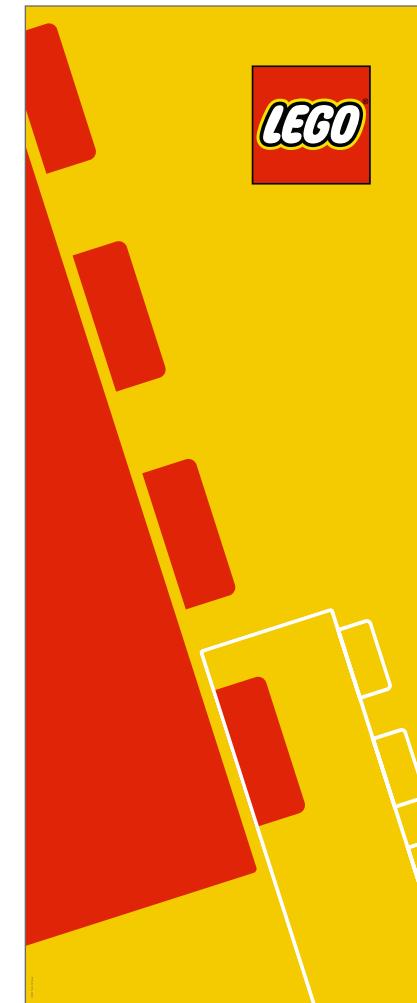
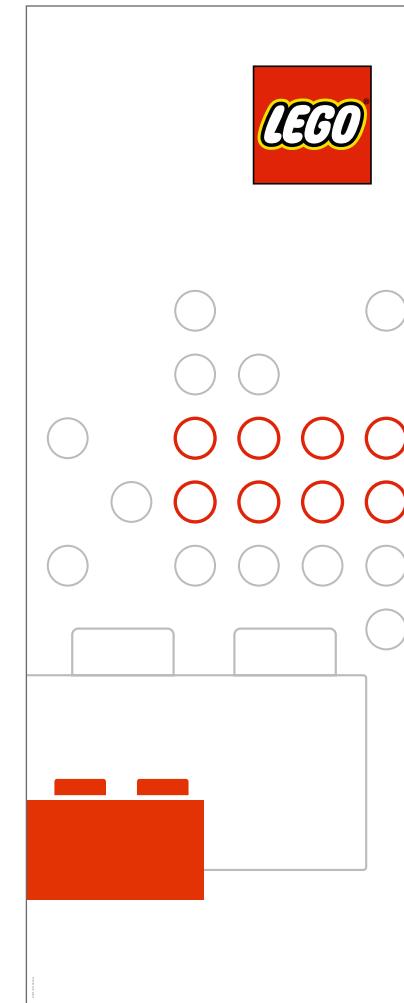
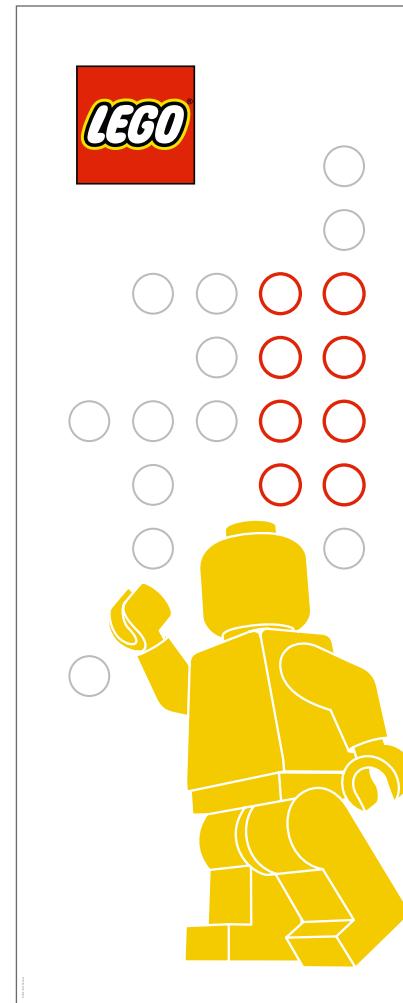
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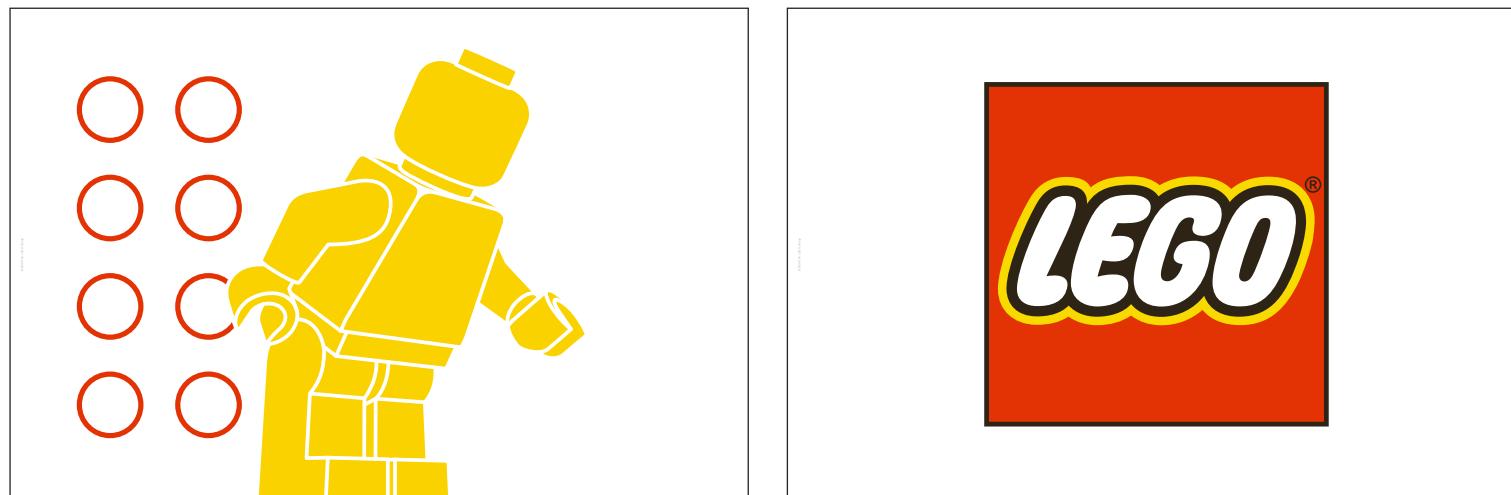
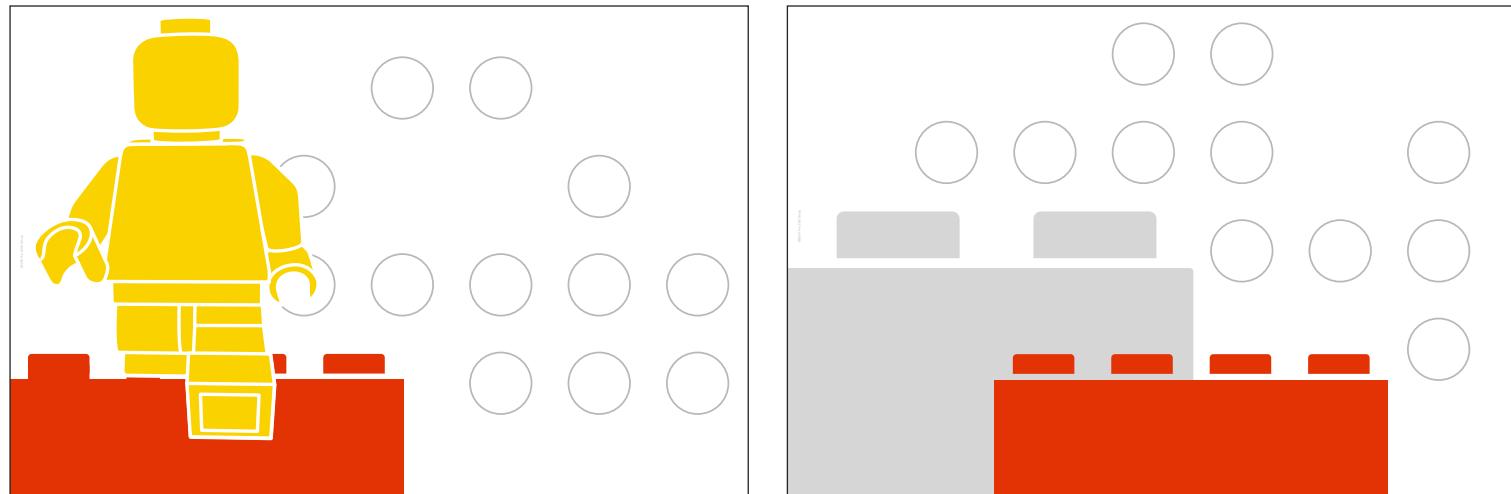
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**EXAMPLE OF POSTER**

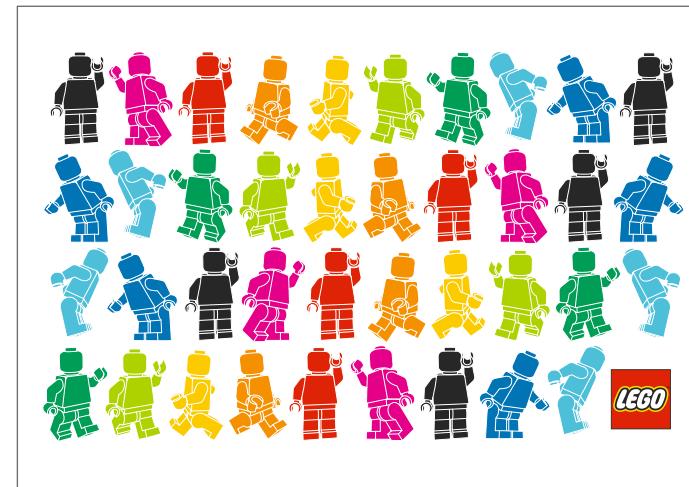
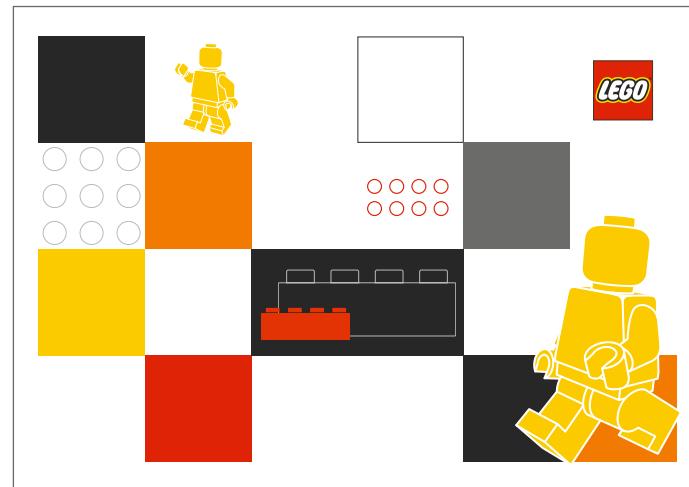
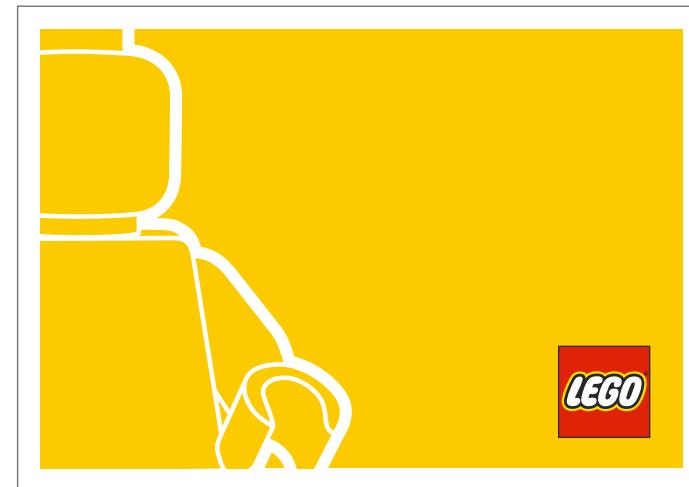
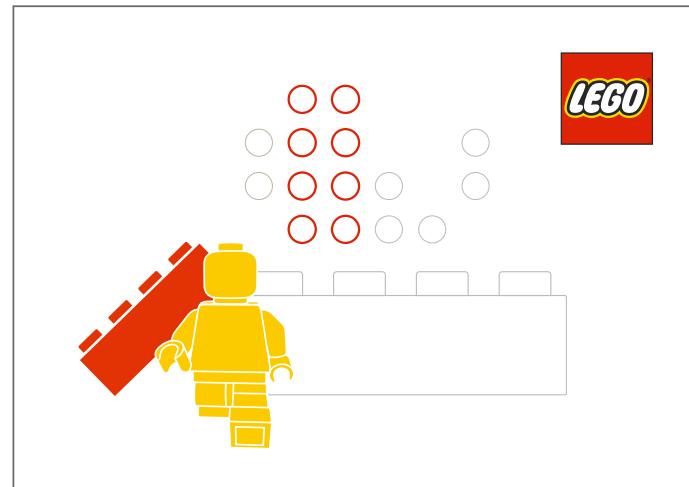
**EXAMPLES OF BANNERS**

## EXAMPLES OF FLAGS

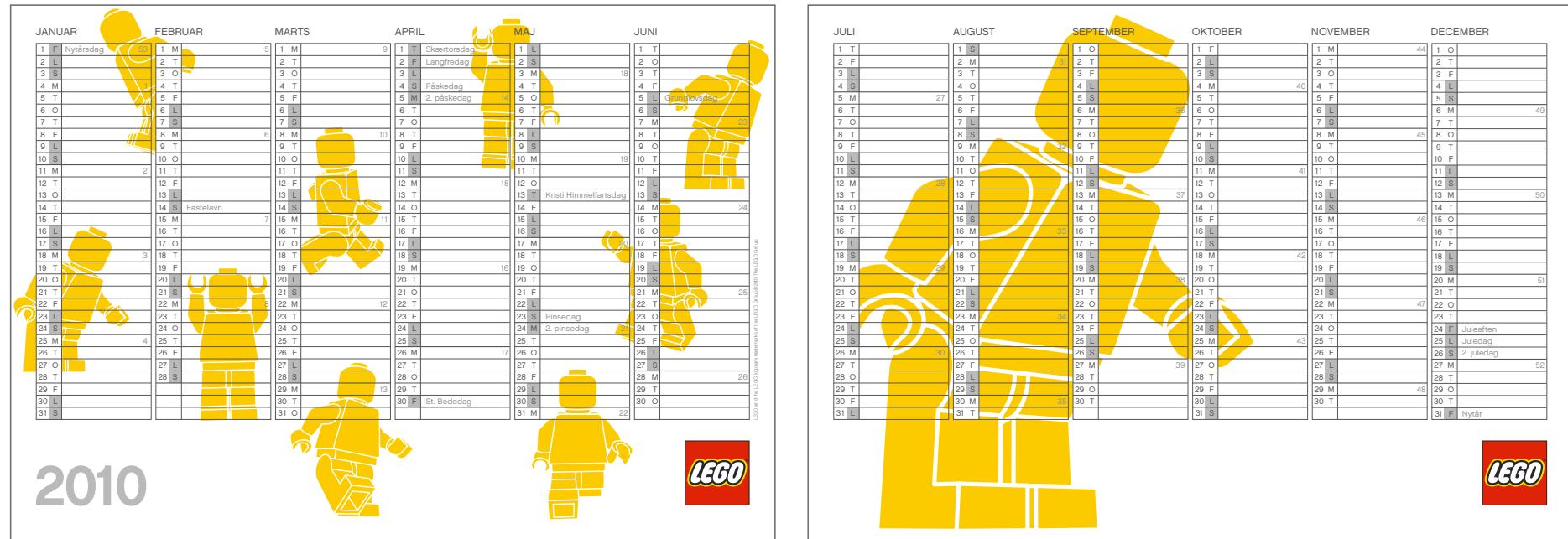


## EXAMPLES OF WWW.LEGO.COM/ABOUT US

The screenshots show the About Us page of the LEGO website, which has been redesigned. The layout includes a top navigation bar with links like Home, Products, Services, News, Events, and Contact. A large central image features a child playing with a red toy airplane. To the right of the image is a section titled "Our Story" with text about LEGO's history and values. Below this are sections for "Our People", "Our Products", and "Our Services". A sidebar on the left contains a search bar and links to "The LEGO Group", "Learning Play", "Press & Media", "Corporate Responsibility", "Press Room", "Events", "Products", and "Careers". The bottom of the page has a footer with links to "Customer Service", "About Us", "Press Room", "Careers", and "Contact Us". Each screenshot also features a yellow LEGO minifigure icon on the right side.

**EXAMPLES OF POSTCARDS**

## EXAMPLE OF CALENDAR



**EXAMPLE OF CORPORATE CAR**

## EXAMPLES OF RECEPTION AREAS



**EXAMPLE OF GIVE-AWAY**