

A more recognizable brand **across** the globe

*As De Lage Landen continues to embark on the ambitious global standardisation process, the revised **Corporate Style Guide** focuses on a standardised image or a corporate look and feel that will hold up in the international marketplace, and be easily recognisable to our partners. A corporate brand needs to be instantly identifiable - not only to our customers but to our members as well. Due to our large global nature, it is even more important that all our locations have **one look and feel**, making a seamless progression around the globe.*

Look and feel

The Style Guide was designed for members and designers alike. Speaking to both groups, DLL strives to be 'Best-in-Class' by creating a one company, one look philosophy. As a major player in the global marketplace, first impressions are important. Our Corporate Style Guide combines visual and instructional guides, including templates, policies and procedures and information regarding partner co-branding, for all members of De Lage Landen and any outside agency that does work for our company.

A winning team

The project was approached from a global standpoint, tapping key members of Marketing and Corporate Communications as resources for their knowledge and expertise. Veronica Broomell, Janice Meil, Scott Harrison and Caitlin McCloskey drove the project from the America's Division, collaborating with counterparts from Corporate Centre, Susanne van der Linden and Wanda Marcon. Also members of the European Marketing department were involved in this continental alignment. While collaborating on such an important

project proved to be a challenge across continents, the team achieved to complete the project in a timely fashion.

User friendly

The Style Guide addresses a broad range of topics, such as corporate branding, signage, logo usage, templates and standardised PowerPoints. The revised Style Guide is available to members on The Source, with PDF's sent to individuals or offices in countries that do not yet have Source access or external agencies working for DLL. Our goal is for individuals to understand and use this new style, and portray DLL as a company with a distinct image and direction.

In order to help facilitate standardisation, much thought has been given to collateral and presentations that are used on a day-to-day basis. If vendors or partners are presented with different messages from the same company, it doesn't speak well of our ability to serve their needs in a united way. This new Corporate Style assures that all members of DLL have access to the same tools and templates to create presentations,



Caitlin McCloskey, Veronica Broomell, Janice Meil, Wanda Marcon, Scott Harrison, Susanne van der Linden

collateral and proposals that look and sound unified and cohesive. This database of templates and tools gives members direct access to appropriate proposal covers, letter formats and the promotional item ordering process.

Further guidelines

A corporate brand consists of an unvarying look and message. As a companion to the Style Guide, a Communication Guide will be developed to assist members in the creation of standardised

correspondence such as letters, articles and powerpoint presentations. It contains approved stock copy regarding De Lage Landen to be used in collateral and presentations. It also discusses grammar, our primary selling points and common vernacular used within our company. A description of corporate initiatives and @oncefinance are also included. This guide is found on The Source as an easy reference point for all members.

Caitlin McCloskey

Figure 2.1A: 3-line logo and its elements



Figure 2.1B: 1-line logo and its elements



FIGURE 2.3A: Primary Colours



Primary & specialty colours

2.0 Branding

2.8.5 Additional Samples of Corporate Style Application

Consistency is important. By following the standards set forth in this guide you are consistently representing our corporate style. These standards also apply to other types of visual communications, including web and multimedia design (see Figure 2.8.5A).

Figure 2.8.5A: Samples of De Lage Landen corporate style



Samples of corporate style application

FIGURE 2.3B: Specialty colours



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