

Sometimes you want
a challenge.



Sometimes you don't.

Lexmark EMEA Brand Guidelines

We make printing easy

LEXMARKTM

- 1** How to use these guidelines
- 2** 'Make it easy' - The approach
- 3** 'Make it easy' - The concept
- 4** 'Make it easy' - The language
- 5** 'Make it easy' - The look
 - 5.1** Keep it simple
 - 5.2** The colour
 - 5.3** The font
 - 5.4** The strapline
 - 5.5** The environment pictogram
- 6** 'Make it easy' - Global activity
 - 6.1** TV
 - 6.2** TV part II
 - 6.3** Radio
 - 6.4** Print - Concept
 - 6.5** Print - Solutions & services
 - 6.6** Print - Environment photos
 - 6.7** Print - Environment publications
- 7** Basic construction principles for Print
 - 7.1** The composition
 - 7.2** Print-on-demand documents
 - 7.3** Environment pictogram integration
- 8. Examples**
 - 8.1** Advertising
 - 8.2** Environment advertising
 - 8.3** Data sheets
 - 8.4** Channel communication
 - 8.5** Retail POS
 - 8.6** PowerPoint presentations
- 9. Web**
 - 9.1** Teaser (standard version)
 - 9.2** Teaser (campaign version)
 - 9.3** Banner (standard version)
 - 9.4** Banner (campaign version)
 - 9.5** Web page
- 10. ANNEX - Specific construction principles**
 - 10.1** Data sheet - front

These guidelines have been created to help each country implement the EMEA concept in all collaterals and should be used in unison with the 'Hi' style guide.

In addition to helping you integrate our global strategy into all of your communication tools, these guidelines provide a complete and updated list of design, language and templates to help you apply the 'Make it easy' approach to every element you produce for the Lexmark brand.

'Make it easy' What is it?

It's what we do and think as a company. It's how we express our global brand strategy: We make it easy to get things done. It's why, when a lot of companies prattle on about complicated technologies, we stay focused on simply great results. It's what leads to smarter, friendlier, easier-for-everyone-to-use products. And bold, innovative solutions. It's why we work so hard to demystify technology. And make printing and life simpler. In other words: make it easy.

'Make it easy' It's what we say and how we say it

'Make it easy' isn't just the way we view ourselves; it's how we express ourselves. Whether it be through advertising, PR or internal communications, our message should always be simple, focused, relevant and approachable.

To introduce this 'Make it easy' concept, we are using a classic 2-step problem/solution format across all media, including TV, radio, press and direct mail.

Step 1:

Evoked the idea of complexity or difficulty

Step 2:

Show how Lexmark can be the solution for simplicity

The idea of easiness – that Lexmark makes things easy – should always be the primary thought of any communication tool. But this doesn't mean every headline or subhead needs to include the word 'easy'. We aren't looking for constant repetition. To preserve its strength, the word 'easy' should only be used where it has real meaning.

For example, in environmental communications, the 'Make it easy' concept will be adapted to show 'bad' behaviour / 'good' behaviour.



COMPLEXITY



SIMPLICITY

Titles and body copy should always be written in plain-speak, never using overly technical jargon or anything else that may feel complicated. Keep it simple. Be honest. Be direct and sincere.

Sometimes you want
complicated.

Sometimes you don't.

Sometimes you want
difficult.

Sometimes you don't.


Sometimes you want
a challenge.

Sometimes you don't.

Sometimes energy isn't
well preserved.

Sometimes it is.

Nothing says 'easy' like simple, clean, uncluttered pages. We must always avoid busy backgrounds, tricky typefaces and fonts.



Sometimes you want narrow possibilities.

Sometimes you don't.

Take the next step with Lexmark's wide range of products and services.

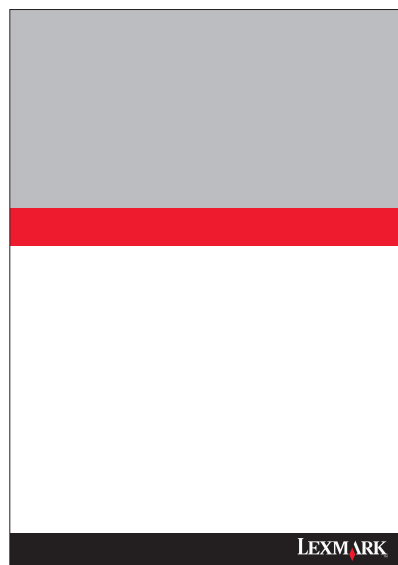
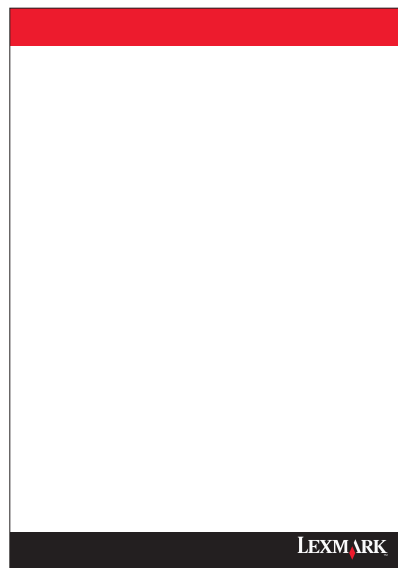
We make printing easy

LEXMARK

5.1 Keep it simple

We always apply a very simple template: black strip at the bottom of the page incorporating the Lexmark logo.

The following are examples of how to use the red and black strips.



5.2 The colour

We must always use Lexmark's corporate colours: red, black and white.
And it is critical that we consistently use the correct red.



Lexmark Red
Pantone Process 485
c0 m95 y100 k0
#CC0000

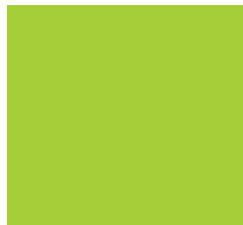


Lexmark Black
Pantone Process Black
c0 m0 y0 k100
#000000

For environment-related communications (ISO certifications, commitments, actions, labels such as 'Blue Angel', and others), the two greens below must be used.

Light green must be integrated in the document, along with the 're.' pictogram (see 5.5). This is the basic colour for all our environmental messages and should be used for all key environment-related titles.

Dark green is to be used within the copy to highlight key words.



Lexmark Light Green
Pantone Process 382
c40 m0 y100 k0
#BDCF01

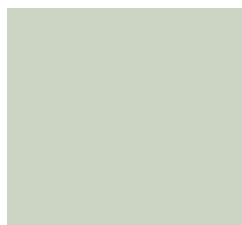


Lexmark Dark Green
Pantone Process 390
c40 m0 y100 k7
#A5C143

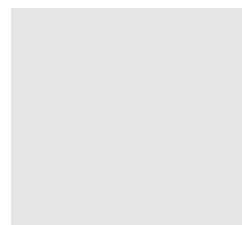
For online communications, the following shades of grey can be used.



Lexmark Dark Grey
Pantone Process 424
#666666



Lexmark Medium Grey
Pantone Process 420
#CCCCCC



Lexmark Light Grey
#E2E2E2

Helvetica

Chosen for its simplicity, this font should always be used in its purest form. We must never 'play' with it to increase its impact. The following must always be avoided: italics, diagonal type, drop shadows, huge 'screaming' headlines, etc.

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

Lexmark Bodoni

To be used for advertising headlines...

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

For HTML Web copy and PowerPoint presentations use the Verdana typeface.

5.4 The strapline

Whenever the main thrust of the message concerns printers or supplies, we must use the following: 'We make printing easy'

However, if the key focus is anything other than products (services, software solutions, environment, etc.), this strapline should not be used. You can use the Lexmark website in its place or leave this area blank.

For all back pages, one of these black strips must be used at the bottom.

We make printing easy

LEXMARKTM

www.lexmark.com

LEXMARKTM

LEXMARKTM

LEXMARKTM

5.5 The environment pictogram

For environmental communications, we must use the 're.' pictogram.

There are four versions of this pictogram, with either a white or green background. The 're.' pictogram must be used in English only; it will not be translated.

The 're.' pictogram must never be used without the four key words that have been selected. These elements are inseparable.

The first two options form a single icon.



The second two options enable you to separate the 're.' from its key words.



(and)

reduce recover reuse recycle



(and)

reduce recover reuse recycle

Always use with a solid background.



As with all other media, the concept is to introduce a printing-related problem and then show how to solve it – the solution being a Lexmark product or service.

'Hard to print' television commercial for consumer products

COMPLICATED



I don't get it.



Why is it easier to take pictures than it is to print them



Or scan them.



Transfer them



Find them, Warm them up, Clean them up. Heaven help us, store them.



Music: Very Complicated. Now theres there's a way to uncomplicate.

EASY



Lexmark. Our all new home photo centre makes it easy to...



see, enhance, scan and print your photos.



Go to Lexmark.com and see how we can help you uncomplicate.

COMPLICATED

'Print less' television commercial for enterprises



Everyday, printer companies say they can help us print cheaper



why dont they show us how to print less? Less? Print less?



Printer companies don't help companies....print less



Thats any oxymoron.



Music: Very Complicated.
One company will help you print less.



Lexmark

EASY



We've designed smarter ways for the world's biggest business



to print move and manage information



Go to lexmark.com and see how we can help yours uncomplicate.

For use of this TV spot, please contact Pascale Lieval in Corporate Communications Paris at pascale.lieval@lexmark.fr.

6.3 Global activity - Radio

Given the flexibility of radio, it is very simple to illustrate some of the particular printing problems that companies or individuals face.

The following examples are from the French 'Enterprise' campaign.

*RADIO SCRIPT
TITLE: 'Not printed'
LENGTH: 20 seconds*

*Male voice:
Printing documents is costing your company a lot of money. Up to 1200 euros a year, per employee! That's why Lexmark, a world leader in printing solutions, has developed a revolutionary way to reduce these costs... print less!*

Because the cheapest page is the one that's not printed.

Music ('Very complicated')

COMPLICATED

*Female voice:
It's easy to save up to 30% on printing costs. Visit Lexmark.com to see how.*

Lexmark. Print less. Save more.

EASY

*RADIO SCRIPT
TITLE: 'How much?'
LENGTH: 20 seconds*

*Male voice:
Document production is worth between 1 and 3% of a company's turnover. How much is that in your business? Don't know? Then who does? The financial director? The CEO? The IT people...? The janitor?*

Music ('Very complicated')

COMPLICATED

*Female voice:
It's easy to save up to 30% on printing costs. Visit Lexmark.com to see how.*

Lexmark. Print less. Save more.

EASY

6.4 Global activity - Print - Concept

In print, we often highlight the fact that sometimes it's stimulating to be challenged by complexity, but that in most cases it's better to settle for something simple.

The 'complicated' visuals (left side) can be as serious or as fun as required. There is also a wide degree of freedom in the words used. However, initially at least, the focus should be maintained on 'complicated'.

COMPLICATED



Sometimes the key to security is hard to find.

EASY



Sometimes it isn't.

Introducing cutting-edge security for A3 printing!

Lexmark's new A3 laser printers.

Going far beyond high quality and performance, these new printers deliver a wealth of security features, including solid transmission security, user-specific password controls, "expiration time" programming and much more. To unlock your workgroup's potential, visit us at www.lexmark.com

© 2011 Lexmark International, Inc. All rights reserved.

We make printing easy

LEXMARK

LEXMARK

6.5 Global activity - Print - Solutions & services

In the special cases where a Lexmark product or logo cannot be displayed in the 'easy' visual (such as a service or solution brochure), the word 'Lexmark' must be used in the follow-up headline.

Some documents can take the long way. Some can't.

Accelerate cycle times and save money with
Lexmark's Distributed Imaging practice

Business-critical documents need to get to their multiple processing points quickly and efficiently - including customer applications, invoices, price quotes, partnership contracts and more. However, a few obstacles may be slowing them down...

Costly processes
Traditional methods for transmitting documents - post, courier, central scanning sites - can be expensive and time-intensive. While customers and business prospects await your response, their forms and applications are constantly travelling, changing hands, waiting in boxes or getting lost before finally making it into 'the system'.

Poor reactivity
In the meantime, accessing or sharing information is virtually impossible. For example, if a customer enquiry occurs during this 'waiting' period, no one can even say where the document is. And when processing departments finally do receive the documents, they have to enter the data manually, risking errors and more delays.

To tackle these issues effectively, Lexmark has developed a solution that eliminates these profit-draining inefficiencies.

LEXMARK

6.6 Global activity - Print - Environment photos

In environmental communications, we must always use photos of the Earth, seen from above. The aim is to show peaceful, pleasant landscapes with blue and green as the dominant colours.

Two approaches:

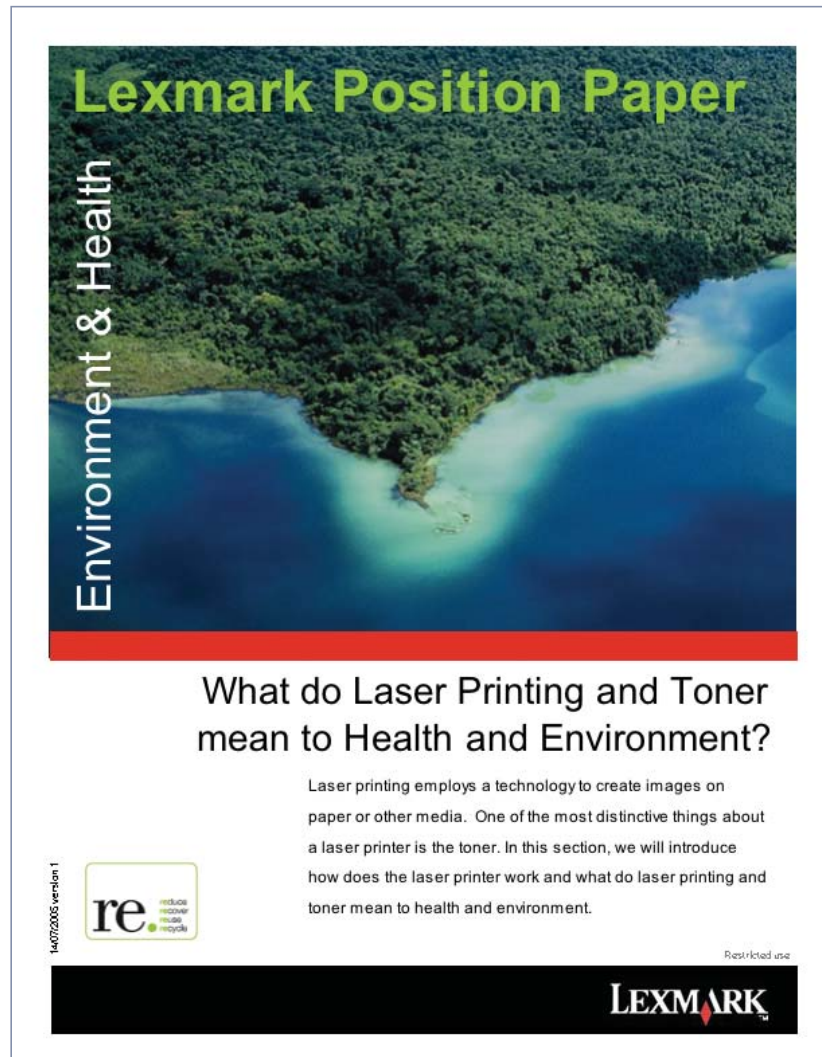
- 'Bad' behaviour / 'good' behaviour visuals when a product is involved and the main subject is the environment.
- One visual only when the main subject of the communication is the environment (see following page).



6.7 Global activity - Print - Environment publications

A single image can be used, but only for corporate environment brochures, position papers or corporate magazines. If such is the case, you must significantly increase the height of the image and reduce the height of the red strip by half (if no text is to go in it).

Here is an example of a brochure cover that correctly implements this principle.



The choice of paper type is obviously very important, as it strongly contributes to the effectiveness of our message.

Very 'environment-friendly' paper types are recommended (such as ISO 14001 and Standard EMAS), accompanied by the appropriate claim: 'This paper was selected by Lexmark in its concern for environment protection and biodiversity.'

7.1 Basic construction principles for Print - The composition

When designing your page, in order to stay in line with the 'Make it easy' guidelines, please adhere to the following rules:

- Red and black strips must always be the same size (20mm height for A4 format). The black strip is always positioned at the bottom of the page. The red strip always borders the bottom edge of key visuals.
- Both visuals ('complicated' and 'easy') must always be positioned at the top of the page, the 'complicated' visual on the left, the 'easy' visual on the right. Also, both visuals should always be the same size (50/50)*.
- The total height of the visuals and red strip combined corresponds to 45% of the total height of the page above the black strip (not including the black strip).



*excluding data sheets, which could be 40/60 (see ANNEX-A)

7.2 Basic construction principles for Print - Print-on-demand documents

When designing print-on-demand documents, there must always be a sufficient margin. To keep the same look and feel for all documents, the following rule has been defined...

For A4 and A3 formats,
leave a 10mm margin around the page,
with a 0.5 pt grey border.

Sometimes you need to play detective. Sometimes you don't.

Solve the mystery of your output costs with Lexmark's Document Accounting Solution

Despite all the electronic processes that exist today, the printed page is still alive and strong! But traditionally, understanding and managing output costs has not been an easy task.

Tracking usage
Who's printing, copying, scanning and faxing what, when and where? And how much is it costing you? Without the ability to track each document transaction to the right end user, it's impossible to charge back the proper departments or business units. This makes it difficult to maintain budgetary control and promote cost-consciousness.

Convenience and security
How much time do your employees spend queuing at the printer, waiting for their print jobs? Or worse, how many confidential documents are left sitting around because the user couldn't run to the device in time? In today's competitive business environment, efficiency and security are critical to your success.

To respond to these issues, Lexmark has developed an innovative Document Accounting Solution (LDAS) that helps you effectively track usage, enhance efficiency and print in total security.

LEXMARK

Border:
0.5 pt
U grey 100%

10mm
margin

U grey:
C 20%
M 15%
Y 15%

7.3 Basic construction principles for Print - Environment pictogram integration

When designing an environment document, we must integrate the 're.' pictogram. Please adhere to the following rules:

- When using the two-step visual approach (as seen below), the 're.' pictogram must be positioned at the bottom of the page, on the left.
- If using only a single visual, you may place the pictogram at the top, on the left.
- The ideal size of the 're.' pictogram corresponds to the height of the black strip at the bottom of the page.
- When using the 're.' pictogram version with the key words outside the icon, the maximum height of these key words is equal to half the height of the letters 're.'.

Some people think there's no life after... Some people don't.

Corporate Cartridge

REDUCING THE ENVIRONMENTAL IMPACT OF HIGH-VOLUME PRINTING

re. reduce recover reuse recycle

We make printing easy

LEXMARK

re. reduce recover reuse recycle

re. reduce recover reuse recycle



Sometimes big and colourful is difficult.

Sometimes it isn't.

Introducing wide possibilities in colour printing!

Lexmark's new C920 A3 colour laser.

It's powerful enough to churn out documents at lightning-fast speeds. Yet sophisticated enough to enhance your documents with outstanding colour quality. Best of all... it's easy for everyone in the office! To add more colour and performance to your workgroup, visit www.lexmark.com

© 2008 Lexmark International, Inc.

We make printing easy

LEXMARK



Sometimes the key to security is hard to find.

Sometimes it isn't.

Introducing cutting-edge security for A3 printing!

Lexmark's new A3 laser printers.

Going far beyond high quality and performance, these new printers deliver a wealth of security features, including solid transmission security, user-specific password controls, "expiration time" programming and much more. To unlock your workgroup's potential, visit us at www.lexmark.com

© 2008 Lexmark International, Inc.

We make printing easy

LEXMARK

8.2 Examples - Environment advertising



Sometimes energy isn't well preserved.

Sometimes it is.

reduce

Energy consumption has highly damaging effects on the environment: firstly because it often draws on non-renewable resources and secondly, the greenhouse emissions are directly responsible for global warming. It is up to everyone to do something about this, and much can be done. At Lexmark, we have managed to bring down our printers' energy consumption by 70% in the last decade.

On your side, you could do your part by activating the Power Saver Mode of your Lexmark printer. Thus, you win twice. You save energy and you save money.



LEXMARK



Some people treat our planet badly.

Some people don't.

recover

"Environmentally sound waste management" is one of the priorities of the United Nations Environment Program. By inviting to change unsustainable patterns of production and consumption, it makes everyone of us responsible for doing something about it. At Lexmark, over the years, we have developed and enhanced the Lexmark Cartridge Collection Programme. We now offer environmentally sound collection and recycling of all our cartridges, soon to be extended to all our equipment. On your side, you can also do your part; return your used cartridges to Lexmark. You will help by increasing the material recovery, thus bringing down production and materials consumption.



LEXMARK

LEXMARK™

8.3 Examples - Data sheets



Sometimes you want complicated. Sometimes you don't.

Lexmark P315

Portable Photo Printer

- 10 x 15 cm high resolution photo printing (up to 4800 dpi)
- Variable drop size technology for sharper printing
- Borderless quality prints as fast as 38 sec*
- Easy to Use: PC-free prints only. No need for a PC!*
- Large LCD screen to edit, preview & enhance photos directly from your printer (crop & rotate, sharpen, adjust brightness)
- Retractable handle for portability
- Direct camera printing from all popular memory cards and with PictBridge

High Definition
10 x 15 cm photos

With you for every occasion

Direct camera printing

* In single print mode.
** Print speeds will vary based on setup and conditions.

We make printing easy **LEXMARK**



Sometimes you want a challenge. Sometimes you don't.

Lexmark C920

Outstanding A3 colour made easy

Performance and quality
Benefit from high-volume colour printing, pairing tireless performance with superior image quality.

Total flexibility
Handle an array of media formats and sizes with ease, plus benefit from quality-control features and a wide range of finishing options.

True peace of mind
Ensure your sensitive documents always stay in the right hands, with state-of-the-art data security features.

Up to 36 ppm in mono
Up to 32 ppm in colour

2400 IQ

USB Direct interface

We make printing easy **LEXMARK**



Sometimes you want a challenge. Sometimes you don't.

Lexmark X3350

High Definition All-in-One Photo Edition

- High quality black, colour & photo prints up to 4800 dpi (from 10x15cm up to A4)
- Stunning photos that last for generations* with evicolor™ inks & Lexmark Premium Glossy Paper
- Borderless 6-colour photos to bring your memories to life
- Direct camera printing with PictBridge
- High definition scanner (up to 48 BIU/600x2400 dpi)
- Produces black & colour copies without a PC

High Quality Prints

Direct Camera Printing

Long Lasting Prints*

* Based on fade resistance testing of prints displayed or stored under appropriate conditions. Contact Lexmark for details.

We make printing easy **LEXMARK**



Sometimes you want complicated. Sometimes you don't.

Lexmark W840

Wide-format mono with cutting-edge data security!

Total versatility
Print everything from cards and envelopes to large drafts and designs – and A4 documents as fast as 50 ppm!

PC-free printing
Launch print jobs directly from a USB key, quickly and easily via the direct USB interface and intuitive operating panel.

True peace of mind
Ensure your sensitive documents always stay in the right hands, with state-of-the-art data-security features.

Up to 50 ppm

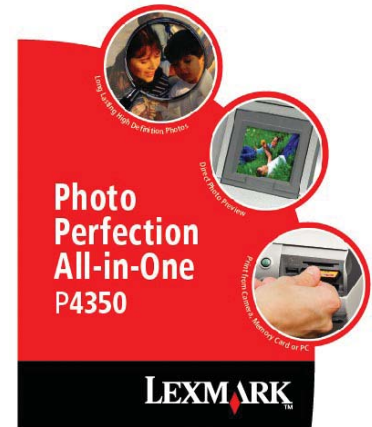
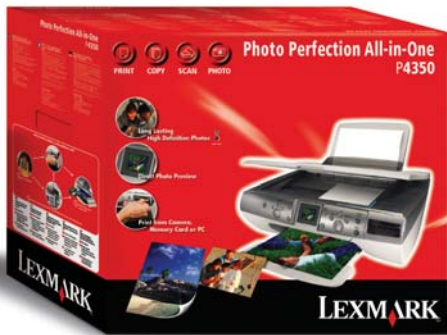
Direct PDF printing

High capacity up to 2,100 sheets

We make printing easy **LEXMARK**

8.5 Examples - Retail POS

For POS tools, always use the black strip, corporate colours and font, in order to keep the same look and feel as the packaging.

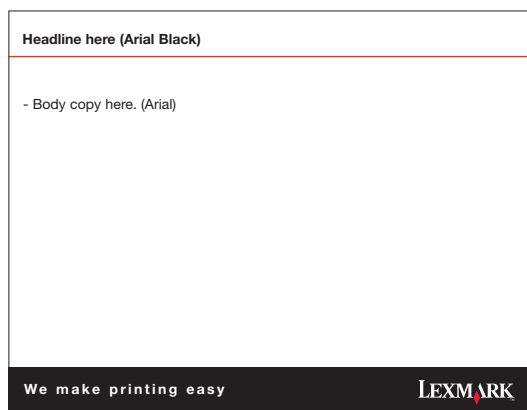


8.6 Examples - PowerPoint presentations

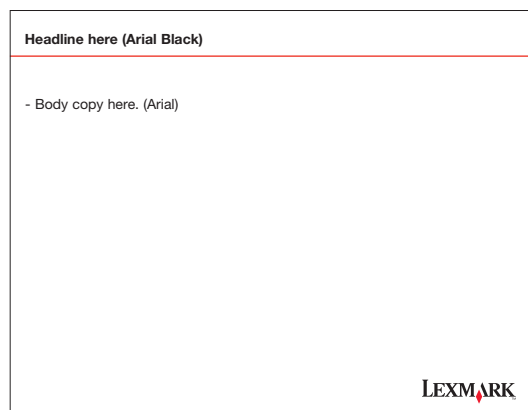
The new promotional PowerPoint template is to be used for product and promo presentations, or other marketing activity linked to the EMEA brand campaign.

However, the corporate PowerPoint template has not changed and is still to be used when the focus of the presentation contains generic company based content.

Promotional Powerpoint Template



Corporate Template



All online tools should follow the criteria of one of these two categories:

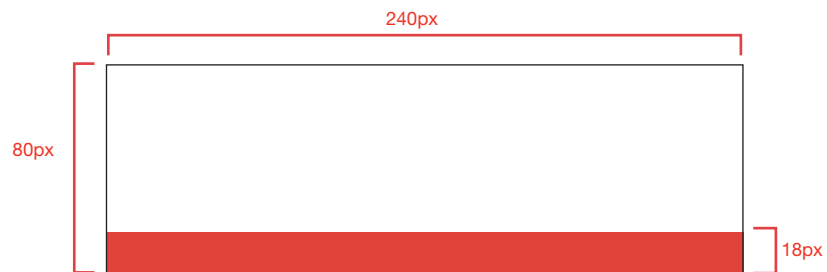
- Standard communication
- Campaign-related communication
(product launches, promotions, etc.)

The following simple rules have been established to help you apply the 'Make it easy' concept on all online communication tools, including teasers, Web banners, landing pages, newsletter headings and others.

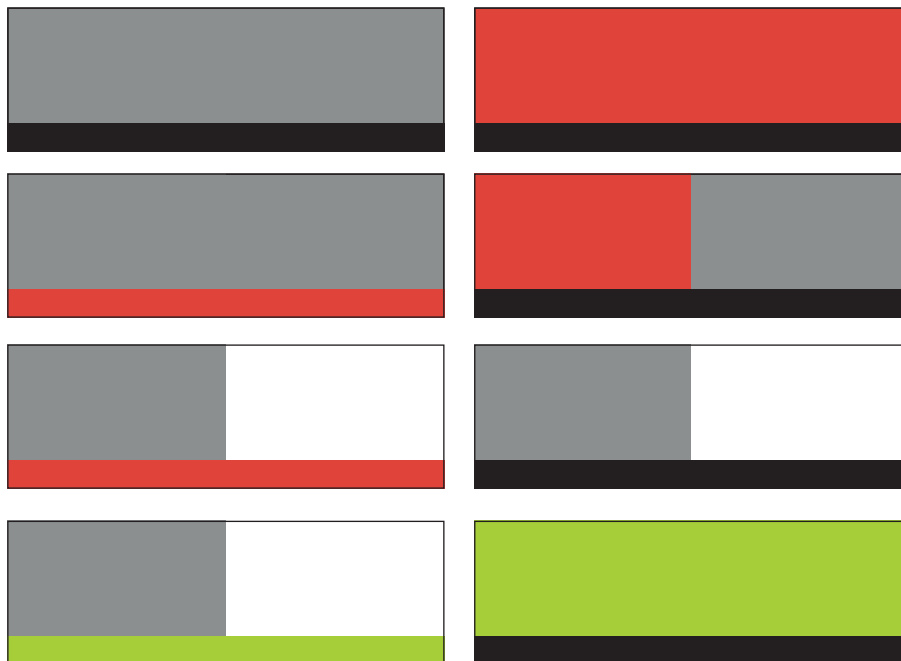
9.1 Web - Teaser (standard communication)

When designing a 'standard' teaser for the Lexmark website, the following rules must be applied:

- One size only: 240 x 80 pixels
- Teaser's background must be one or more of the following colours: red, grey, white or green (for the environment)
- The teasers must contain an 18-pixel strip at the bottom, in red, black or green (for the environment)



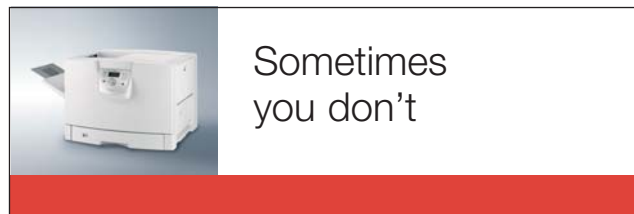
Background use examples:



9.2 Web - Teaser (campaign-related communication)

When designing a 'campaign-related' teaser for the Lexmark website, in addition to the rules mentioned on the preceding page (for 'standard' teasers), the following must also be applied:

- The teaser's 'storyboard' structure must follow the same logic as the campaign itself.

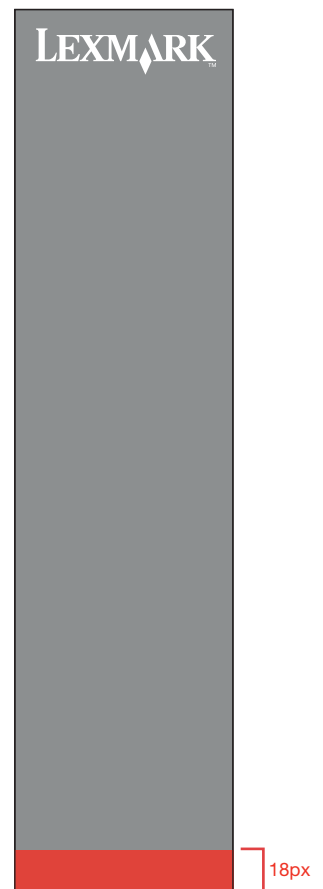
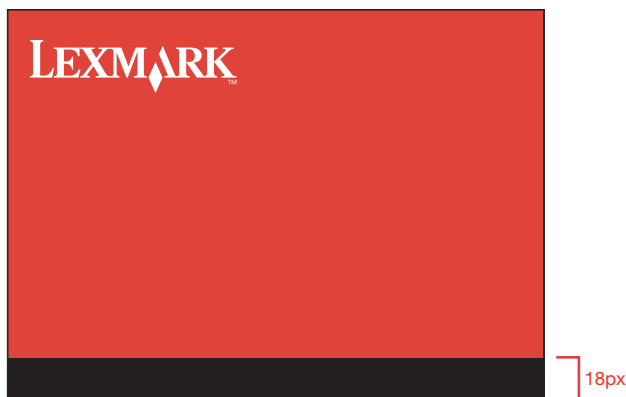
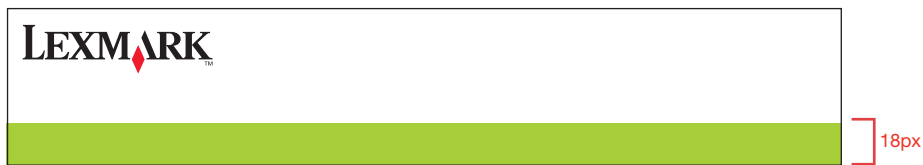


- The final image of the teaser should include the following elements:
 1. White background
 2. Marketing message
 3. Product shot or solution logo

9.3 Web - Banner (standard communication)

When designing a 'standard' (not campaign-related) banner for a Website other than Lexmark's (whatever the format or technological aspects of the site), the following rules must absolutely be applied:


- The Lexmark logo must always appear in its entirety
- The banner's background must be one of the following colours: red, grey, white or green (for the environment)
- The banner must contain an 18-pixel strip at the bottom, in red, black or green (for the environment)



9.4 Web - Banner (campaign-related communication)


When designing a 'campaign-related' banner, in addition to the rules mentioned for 'standard' banners (see previous page), the following must also be applied:

- The banner's 'storyboard' structure must follow the same logic as the campaign itself
- The final image of the banner should include the marketing message, product shot (if applicable) and white background



LEXMARK
Sometimes the key to security is hard to find.


Step 1



LEXMARK
Sometimes it isn't.

Step 2

LEXMARK
Wide-format mono with cutting-edge data security!
Lexmark W840



Step 3


LEXMARK



Sometimes you want complicated.

Step 1


LEXMARK



Sometimes you don't.

Step 2

LEXMARK
Lexmark P315



Your Portable Photo Printer

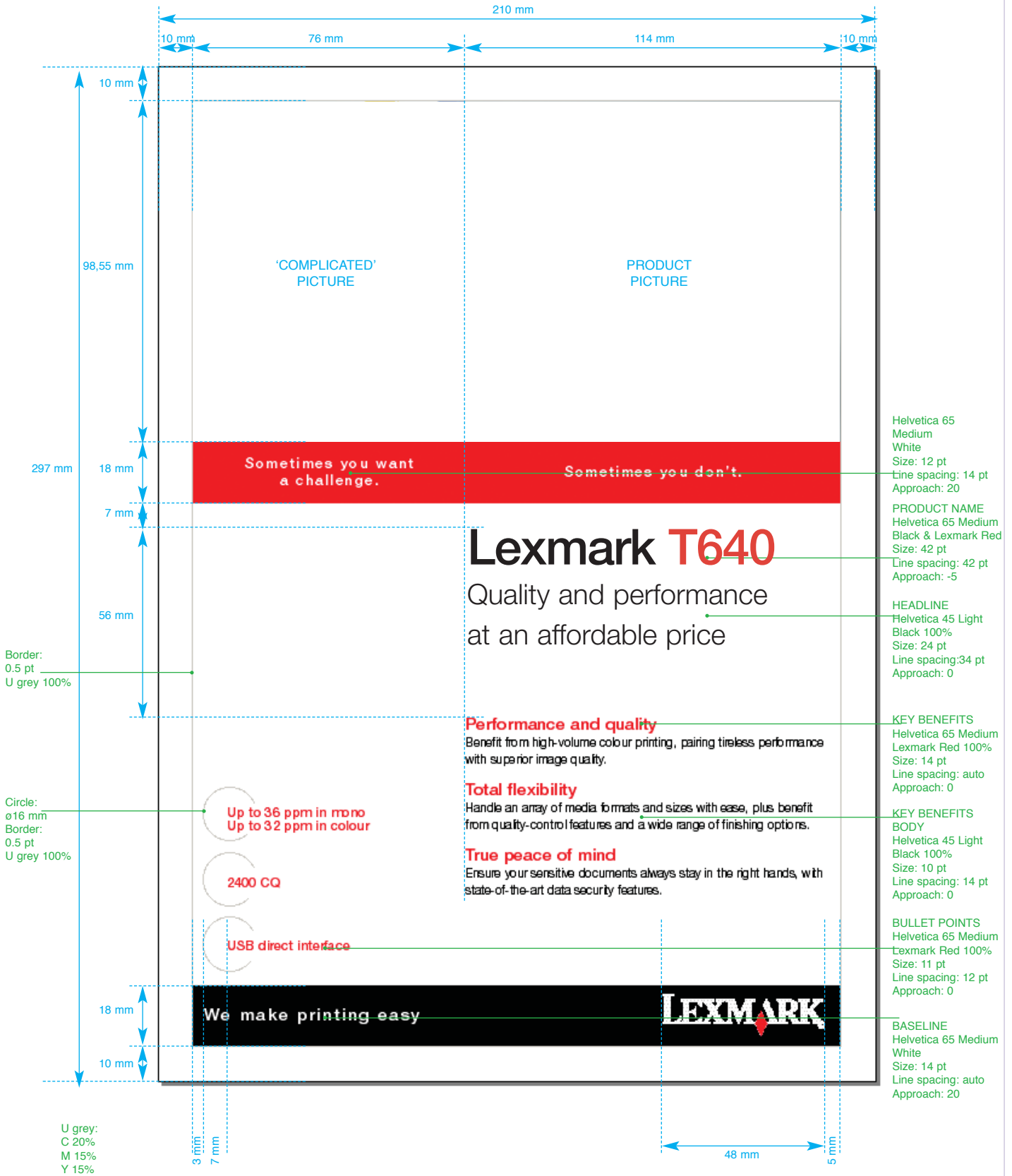
Step 3

9.5 Web - Web page

When designing a Web page, the following rules must be applied:

- For landing and promo pages, **you must always use a red strip (60 pixels high)** at the top of the key-content area
- The main title should go in this strip, justified at the left, centred top-to-bottom
- For all versions to be printed or placed on a partner site, **you should use a black strip at the bottom (60 pixels high) containing the Lexmark logo**
- For all environment pages, the main titles (of the page or of the various paragraphs) can be written in bright green

The screenshot shows a Lexmark website page. At the top, there is a navigation menu with links: drivers & downloads, support / services, buy now, about lexmark, and contact us. Below this is the Lexmark logo and a secondary navigation menu with links: Home Printing, Small & Medium Business, Large Enterprise, Partners & Resellers, and Supplies. A sidebar on the left contains a list of links: Solutions, Business Products, New Business Products, Reduce your output costs, Order Status, Printing in action, Lexmark Services, Printer Registration, and Customer focus. The main content area is titled "New Business Products" and features a "Printable version" link. Below the title is a "Select your chapter:" dropdown menu with "Special reseller promotion" selected. A red banner with white text reads "Special reseller promotion: Buy a Lexmark E330, get the 2nd FREE!". Below the banner is a photograph of a man looking at a Lexmark E330 printer. To the right of the photo is the text: "Magnify your profits. Between 18 July and 31 October, buy a Lexmark E330 mono laser printer and get the second one absolutely free. It's the perfect opportunity to boost your profits and give your customers brand new reasons to smile!". Below the photo is the text: "Sometimes seeing double is bad. Sometimes it's good." and "2 for the price of 1!". To the right of the photo is the text: "Lexmark E330 Big laser performance for growing needs. The Lexmark E330 was designed for those looking for a high-performance printer that's modular, cost-efficient and remarkably inexpensive to purchase." followed by a list of features: "Space-friendly footprint and design", "Up to 26 pages per minute", "Less than 8 seconds to first page", "200MHz processor, 32MB of memory", "High-yield 6K toner cartridges available", "Integrated paper drawer for reliable feed", and "Expandable options, including second input tray". At the bottom of the main content area is a black banner with the Lexmark logo. Red brackets on the right side of the page indicate a height of 60px for the red promotional banner and the black footer banner.



Datasheets follow the same basic construction principles as an A4 print-on-demand document