

The LeasePlan Brand Manual

Guidelines for our visual identity



It's easier to leaseplan

Welcome to the LeasePlan Brand Manual. This manual has been developed to provide you with a clear set of guidelines for our visual identity. This will help to ensure clear and consistent communications around the globe, thus allowing us to jointly build a strong LeasePlan brand. Now, tomorrow and beyond!

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Introduction

We strive to be ‘The proactive service excellence partner in fleet and vehicle management’. Or in other words, it is all about constantly anticipating the best interests of our clients, providing expert advice, adding value in every situation, and working with every client in a clear and transparent way.

Our identity

The LeasePlan identity consists of the following elements:



Our positioning

Our positioning describes what LeasePlan strives to be, what we should achieve, how we should interact with clients and in which areas we should excel as a company. It expresses what distinguishes us from our competitors, defines the image we wish to communicate and determines how our fleet management services benefit our clients and their business activities. Our positioning is expressed through our brand promise: 'It's easier to leaseplan.'

Our brand promise

Our brand promise is a statement that provides assurance. It communicates what our clients will experience by choosing our services and solutions. Accordingly, our brand promise is reflected in our market offering: what LeasePlan promises to deliver and how we deliver it. The word LeasePlan in our brand promise is written as a verb. Therefore, 'to leaseplan' is spelled without a capital l and p.

Our personality

In a service business like ours, our people are our business. That is why LeasePlan staff need to make the difference, each and every day. Our behaviour is consistently driven by LeasePlan values, which enable us to live up to the promise we make to our clients. Each value is explained through a set of behavioural statements. These statements express what we expect from our people, which helps them to deliver on our promise to our clients.

Our product, services & processes

Through our products, services & processes we provide tangible proof to our clients that 'it's easier to leaseplan'.

The evolution of LeasePlan's visual identity strengthens the LeasePlan identity.

Fixed and mixed

Our visual identity is built on a ‘fixed and mixed’ principle. This means that some elements are fixed and cannot be changed. The implementation of these elements, however, is mixed and can therefore be used in a variety of ways, opening up many possibilities. This provides us with the opportunity to mix and match these elements for optimal communication and medium development.

Fixed



Brand logo + proposition

A light gray square containing the text "It's easier to leaseplan" in a bold, black, sans-serif font.

It's easier to
leaseplan

Typography



Colours



Style of photography



Skew planes



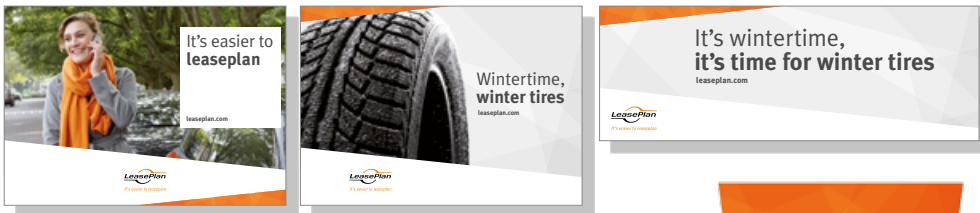
Faceted texture

Mixed

Inspirational designs in which the implementation of the elements are mixed and used in a variety of ways for optimal communication.



Advertising



Billboards



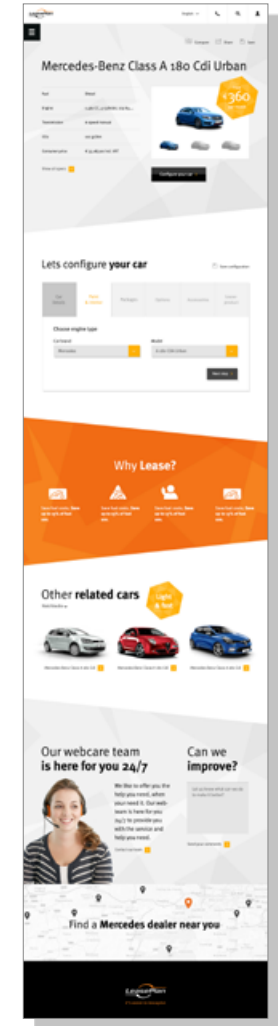
DM



E-mail

Online

E-commerce



The brand essentials

We have laid down a design foundation for our brand that allows you to meet the demands of different media, while still presenting a cohesive identity. It demonstrates our core identity design principles through clear design essentials and a variety of examples.

The key elements

In order to ensure a consistent message to our customers and stakeholders, as well as creating a positive and memorable impression in the market, it is very important that we have one recognisable brand globally.

Logo

This chapter features a number of rules to ensure that the LeasePlan logo is always presented correctly. Logos are the most important element of a company image and bear a unique signature, representing the brand in all forms of communication. The more consistent a logo looks and is used, the more likely it will be remembered and the stronger its impact. The logo can be downloaded from www.leaseplanbrand.com.

We use two types of logos:

- 1: the LeasePlan logo with the brand promise
- 2: the LeasePlan logo without the brand promise

You should preferably use the logo with the brand promise in all campaign communication. If the brand promise is used as a punch line in the body copy of a campaign communication, the logo without the brand promise can be used.



1: the LeasePlan logo with the brand promise

This is the preferred version with our brand promise and is used in all communications. The logo against a white background is our preferred version in all communications.



2: the LeasePlan logo without the brand promise

This is the basic version and is used on some stationery, such as letterheads, etc.

Colour combinations

The LeasePlan logo can be used in 6 colour combinations.

The LeasePlan logo can only be used with the following background colours: white, black, orange and grey. It can be used with or without the brand promise. For the background, a white or black background is preferable to an orange or grey background.



1: orange + black



2: orange + white



3: black + white



4: white



4: white



4: white



5: black



6: black + grey

Don'ts



Don't place the logo on a faceted texture background.



Don't change the font, font size, font type, or colour of the brand promise. Don't use upper case or recreate the brand promise.



Don't use other colour combinations of the logo and background than is allowed.



Don't scale the logo disproportionately making it wider, taller, thinner or thicker than the approved proportions.



Don't use any other background colour than the house style colours.



Don't add a drop shadow or glow to the logo.



Don't put the logo on an image.



Don't change the colours or cover the logo with any graphic or image.

Protected area

An area of clear space must be maintained on all sides of the LeasePlan logo and is defined by X.

Proportion

The various elements of the logo should always be kept in proper proportion to maintain the integrity of the logo. Always use the approved logo files.

Size

The logo should not appear smaller than 1.5" (3.8 cm) in any printed material, or 100 pixels wide on screen.



It's easier to leaseplan



Typography

Meta is our corporate font and should be used in all printed communication materials, such as ads, brochures, magazines etc. It is important to use this font in order to give our brand identity a strong and unique character. For situations where it is not possible to use Meta, Arial should be used. For PowerPoint and e-mail Trebuchet can be used.

The font for printed and online communication is: **Meta**

Meta Normal:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

Meta Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

The substitute font for Meta, which can be used for office software and screens, is: **Arial**

Arial Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

Arial Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

The substitute font for Meta, which can be used for PowerPoint presentations and e-mail is: **Trebuchet**

Trebuchet Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

Trebuchet Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

Specifications offline

Headlines use Meta Normal and Bold (mixed weight typography). Headlines always have an initial capital letter. Font size may vary depending on the available space. The line spacing is always equal to the font size.

It's easier to leaseplan

Sub headline Meta Normal, font size variable.
Lorem ipsum dolor sit amet

Sub headline highlight Meta Normal, font size variable, colour orange.
Lorem ipsum dolor sit amet

Introduction Meta Normal 10.5 pt, line spacing 14 pt.
Lorem ipsum dolor sit amet consectetur adipiscing elit.

Headline body text Meta Normal 14 pt, line spacing 14 pt.
Lorem ipsum dolor sit amet

Sub-heading body text Meta Bold 8.5 pt, line spacing 14 pt.
Lorem ipsum dolor sit amet

Body text Meta Normal 8.5 pt, line spacing 14 pt.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Tum ille timide vel potius verecunde: Facio, inquit ad Pericli sepulcrum accederem.

Captions Meta Normal 7.5 pt, line spacing 10 pt.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Tum ille timide vel potius verecunde: Facio, inquit.

Figures in all styles are set in Meta caps (= table numbers). Roman numerals (= old-style numbers) must not be used.
1234567890 1234567890

Euro sign is set in Euromonospace regular and bold.
€ €

Url Meta Bold 11.5 pt, line spacing 14 pt.
leaseplan.com

Address Meta Normal 7 pt, line spacing 14 pt.
LeasePlan Corporation N.V.
P.J. Oudweg 41
1314 CJ Almere
The Netherlands

Colour usage
Text on a white or grey background is in off-black. Text on an orange background is white. Orange text is only used as a highlight in subheadings on a white or light grey background.

For the online typography specifications, see the online style guide.

It's easier to
leaseplan

It's easier to
leaseplan

It's easier to
leaseplan

Don'ts



Don't use other colour combinations.



Don't put the headlines all in capitals, only start with a capital letter.

Don't use italics, except for the brand promise when it is not used in the body copy.



Don't spread out the words too much.

Don't change the line spacing.



Don't outline the font.

Don't use other colours than off-black, white or grey.



Don't stretch the font vertically.

Don't stretch the font horizontally.



Don't add a drop shadow or glow.



Don't enlarge a single word of the headline.

Don't change the position of the headline, it has to be placed on top with the right margins.

Tone of voice

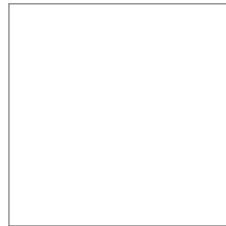
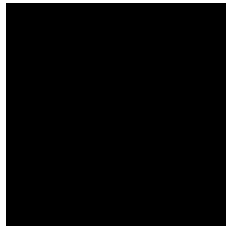
We are reviewing this topic meanwhile, if you have any questions, please contact the Marketing Department of LeasePlan Corporation.

Colours

Colour is essential and powerful in all forms of our communication. When used consistently, colours help make a brand more cohesive and recognisable. In fact, colours help identify the brand if used consistently and correctly.

Primary colours

White, orange and black are our primary colours and should be the dominant colours in all printed materials. This will help make all LeasePlan's communication instantly recognisable. CMYK and PMS colours are provided to allow for exact matching. Only use pure primary colours (100% saturation), not percentages.



Orange

PMS 021
CMYK 0-60-100-0
RGB 245-130-30
HEX #f5821e

Black

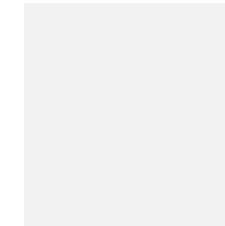
PMS Process black
CMYK 0-0-0-100
RGB 0-0-0
HEX #000000

White

PMS -
CMYK 0-0-0-0
RGB 255-255-255
HEX #ffffff

Secondary colours

The secondary colour palette includes a range of neutral greys that can be paired with our primary colours without overpowering them. These colours are predominantly used for graphics (e.g. in annual reports).



Off-black

PMS -
CMYK 0-0-0-85
RGB 69-69-69
HEX #454545

Grey

PMS -
CMYK 0c-0-0-60
RGB 96-96-96
HEX #606060

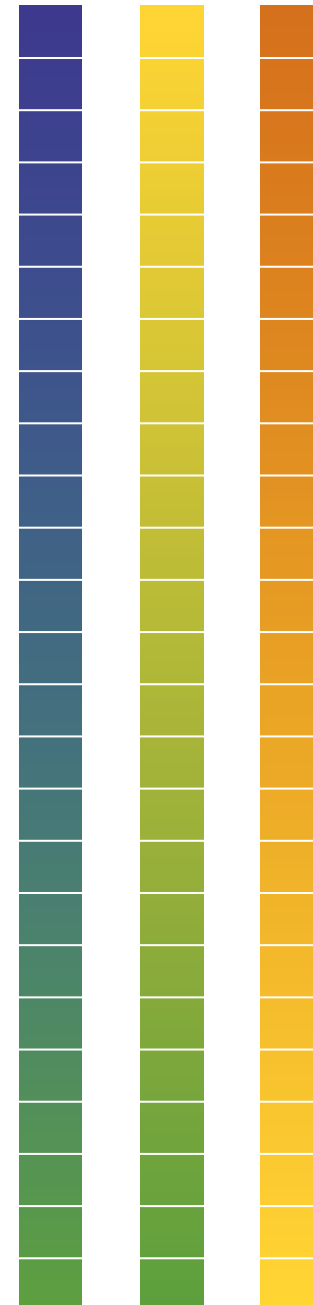
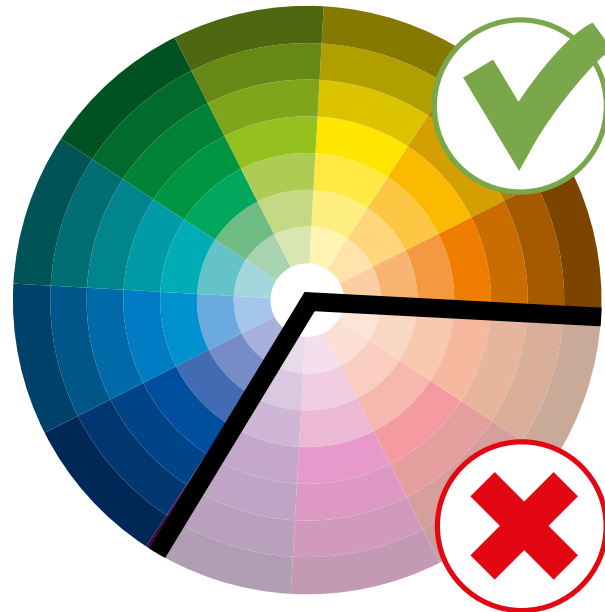
Light grey

PMS -
CMYK 0-0-0-7
RGB 240-240-240
HEX #f0f0f0

Supportive colours

The set of supportive colours can only be used in (info)graphics. Never use supportive colours for text or as background.

For the online usage of supportive colours, you can check the online style guide.



Photography

Photography is divided in 3 different types. The correct usage of the different types is essential for ensuring consistency and communicating the right messages in the right places. More information about the photography guidelines and our imagebank is available at www.leaseplanbrand.com.

1. Brand photography

Driving a car is not just about the machine, but also about emotion. We depict these different kinds of emotions by showing people in different situations. The car has an important role, but not the lead role. A part of the car may be visible or maybe just a reflection in a window. The person, the setting and the emotion are leading. There is always a small orange element in these images.



2. Car photography

When a specific car requires attention, use should be made of photography that makes the car tangible and alive. No people or clear faces are shown unless they are driving the car. The lighting needs to be natural and there are no heavy shadows or hard contrasts. Also freestanding car photography is allowed.



3. Freestanding photography

Freestanding photography is used to enrich a certain component on a page. For example, when a component is about winter tires, a freestanding image can be added. Freestanding photography should always include a realistic shadow. Freestanding people are also allowed.



Briefing for photography

Driving a car is not just about the machine itself, but maybe even more about emotion. Cars can make you feel different and change your image, take you to places you never been before and, of course, it makes your life easier and more pleasant. We want to depict these kinds of emotion and situations. The visual concept is to show people in certain situations enjoying themselves

(traveling with family, going to work, relaxing at a coffee shop, etc...), and to have just a hint of a car nearby. The machine that got them there. A part of the car could be visible or maybe just a reflection in a window. The person (people), the setting and the emotion are leading.

Keywords

Realistic, human, positive, simple, enjoyable.

Composition

For the composition, it is important to leave lots of air around the main subject to emphasize simplicity and quietness. Make sure that compositions are clean and that there is not a lot of visual clutter or distraction. The main focus should always be the person, the setting and then the car. Always shoot at a normal perspective. People should never look directly into the camera and seek contact. The viewer must feel like a spectator and close shots of people are not desirable.

Light and colours

The lighting needs to be natural and diffuse. No heavy shadows or hard contrasts. Colours should be balanced, soft and warm and never bright and explosive. These choices are made to ensure that the viewer gets a sense of calmness and simplicity. Every image should have a small detail of (LeasePlan) orange. This could be anything from an orange cup of coffee to a tiny detail on a shirt. Never make orange the dominant colour in the image but there should always be a hint of orange. However, don't use orange sun lighting.

Locations

All types of locations are allowed unless they are too loud and distracting the viewer. Make sure that locations are minimalistic and feel peaceful but never unnatural. Minimize the amount of people in the frame unless they are playing a relevant part in the scene.



Do's and don'ts



People should never look directly into the camera and seek contact. The viewer must feel like a spectator and close shots of people are not desirable.



Minimize the amount of people in the frame unless they are playing a relevant part in the scene.



Make sure that compositions are clean and that there is not a lot of visual clutter or distraction.



The lighting needs to be natural and diffuse. No heavy shadows or hard contrasts. Colours should be balanced, soft and warm and never bright and explosive.



The main focus should always be the person, the setting and then the car.



Every image should have a small detail of (LeasePlan) orange. Never make orange the dominant colour in the image but there should always be a hint of orange.



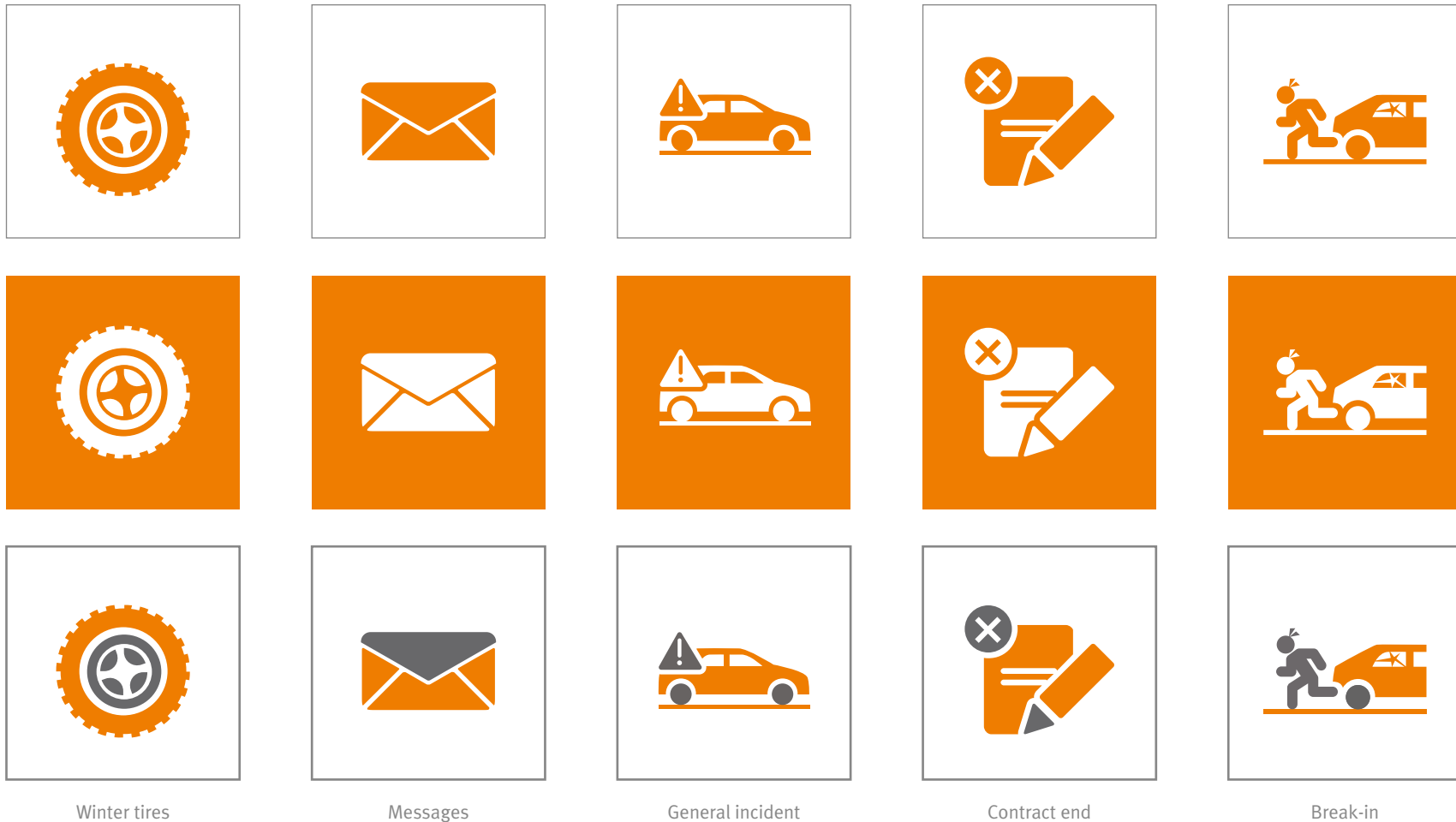
Always shoot at a normal perspective.



Don't use an orange filter or strong backlight.

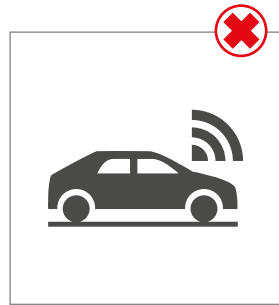
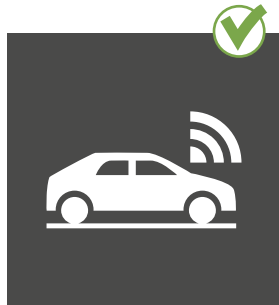
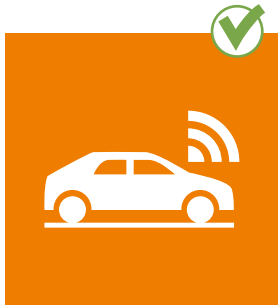
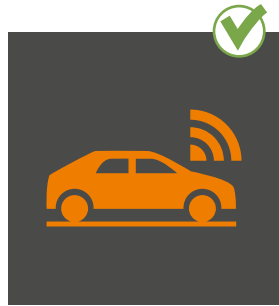
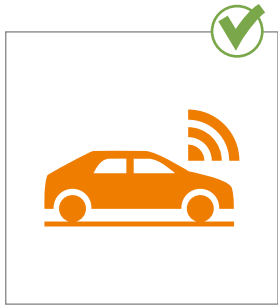
Pictograms

LeasePlan has developed a set of pictograms, which can be used in brochures, websites, apps, etc. Below you see a selection of some of these icons. The complete selection is provided through www.leaseplanbrand.com.

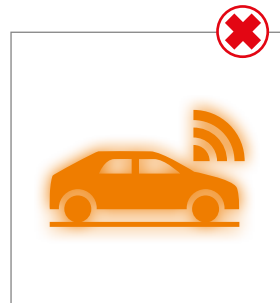
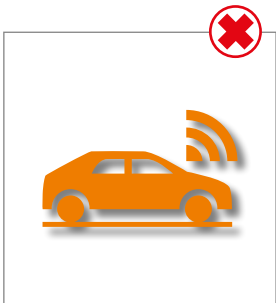
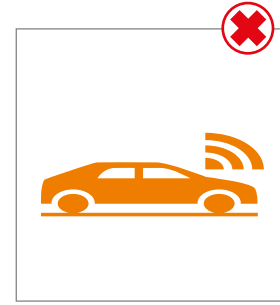
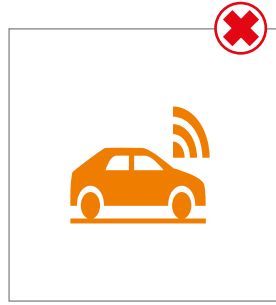
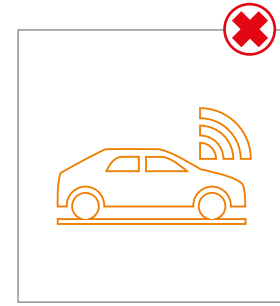
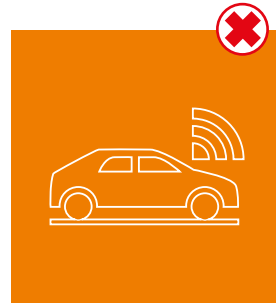


For usage of the pictograms in the mobile app, please refer to the mobile app guideline.

Do's and don'ts



Don't use other colour combinations of the pictogram and background than is allowed.



Don't outline.

Don't put the pictogram on an image.

Don't scale the pictogram disproportionately making it wider, taller, thinner or thicker than the approved proportions.

Don't add a drop shadow or glow to the pictogram.

The style characteristics

The style for LeasePlan is based on the following characteristics: rational and rhythmic layout, skew planes and faceted texture, functional whitespace, mixed weight typography and colour dominance. Pages should always reflect these characteristics to ensure the same visual identity.

Rational and rhythmic layout

All page layouts need to have a logical and engaging rhythm. The visual weight and balance of the components and images should be varied in such a way that users are triggered to keep reading.



LeasePlan Private Lease

It's all about details

Discover the benefits of private lease at LeasePlan. Leasing offers clear advantages, comprehensive servicing and 24-hour roadside assistance. Amenity cars, fleet management, maintenance, repairs, replacement, and more. LeasePlan is the only provider that offers a complete solution for your business. Contact us today to learn more.

LeasePlan
It's easier to leaseplan

leaseplan.com

Imagine, leasing could be this easy

The Latest news about leasing

Interested in which car you could drive?

The winter is coming

What our customers say about us

75% of our customers find LeasePlan to be an effective solution

Searching for an occasion?

Find LeasePlan locations

Skew planes and faceted textures

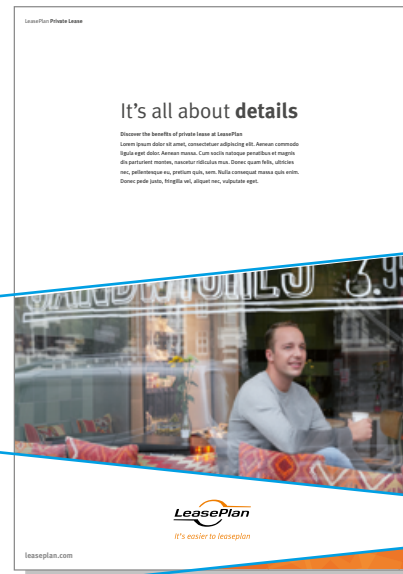
To ensure a surprising and rhythmic layout, skew planes and faceted textures are added. The faceted textures are a key element in making our visuals recognisable.

Skew planes

The most recognisable element in the LeasePlan design is the dynamic ‘zig-zag’ structure based on skewed lines.



Based on a 6 degree line from the logo.



Faceted texture

There are 2 versions of the faceted texture: orange and grey. The colours may not be changed.

The faceted textures may only be used in the background. It fills the entire width of the layout except when used on the top or bottom of a page.

Within one layout you should always use the same magnification percentage of the faceted texture. For A4-A3, the percentage is 110%. For a smaller or larger media format, scale the faceted texture linearly.

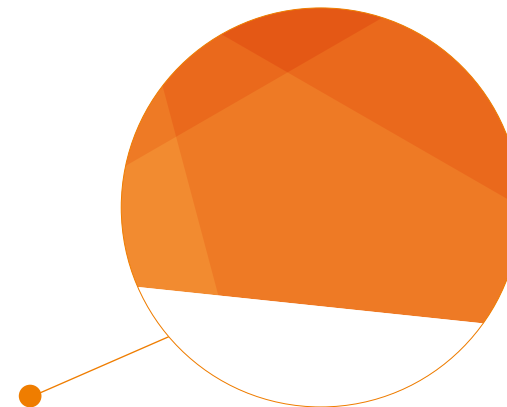
These faceted texture files can be downloaded from www.leaseplanbrand.com.



Faceted texture orange



Faceted texture grey

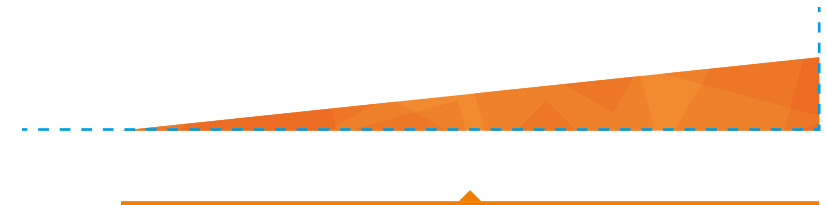


The triangle is a derivative of the orange faceted texture developed especially for offline formats. It's only used at the top or bottom of a layout.

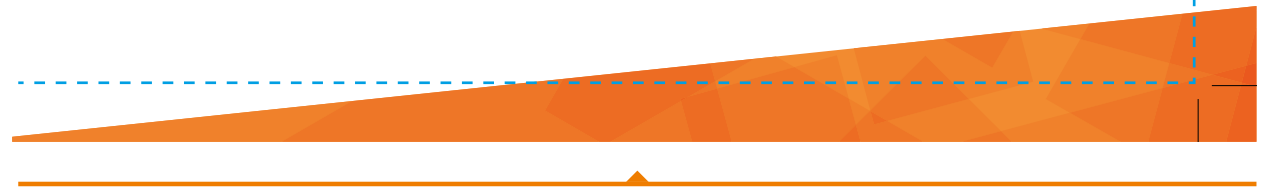
The triangle covers 50% of the width of an item. The triangle can only be used once per layout.

There are 2 files with the triangle available: with and without bleed. These files should not be modified. They can be scaled, mirrored and/or rotated.

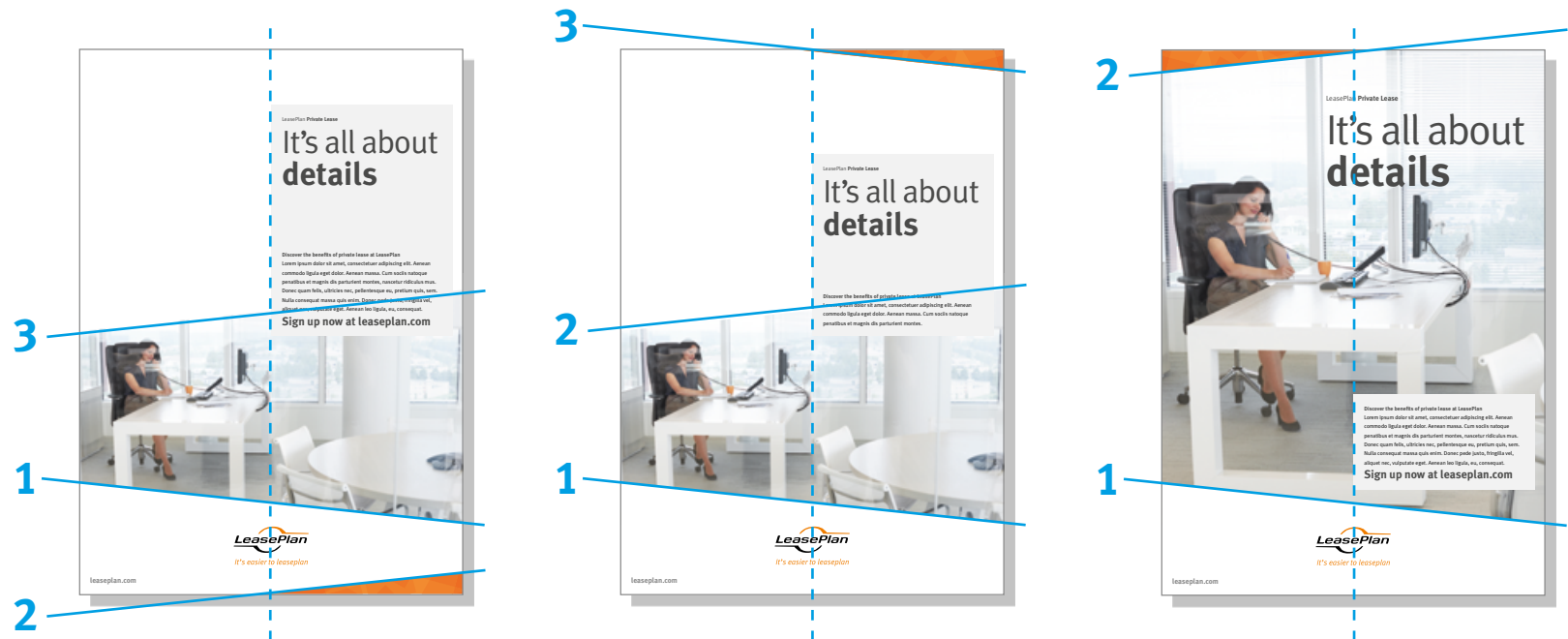
The triangle can be downloaded from www.leaseplanbrand.com.



The LeasePlan triangle without bleed



The LeasePlan triangle with bleed



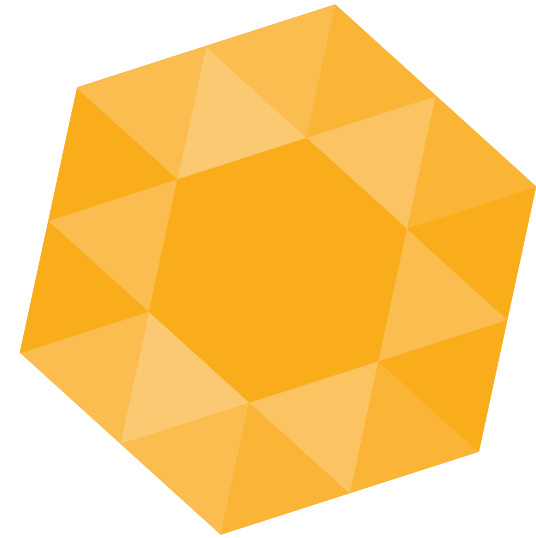
The LeasePlan diamond

An additional key element with a faceted texture is the LeasePlan diamond.

The diamond comes in one colour version and the colour and transparency must not be altered or changed, but can be scaled.

The diamond should be placed on top of a layout, like a stamp. It's always used in combination with a moderate amount of text.

The diamond can be downloaded from www.leaseplanbrand.com.



The LeasePlan diamond

Wintertime, wintertires

Up to 40% discount

leaseplan.com

LeasePlan
It's easier to leaseplan

Special offer
Audi A1
Sportback 1.6 TDI Ambition 5d

Leasen speciale decontenit și avantajul de leasing opțiunea de rambursare
și leasing decontenit. Cu avantajul de leasing decontenit decontenit.
Leasen speciale decontenit și avantajul de leasing opțiunea de rambursare.

ADS - Alty vehicly
Board computer - 20% agregation
€-695,-
€ 549,- /m²

Benefit now!

LeasePlan
It's easier to leaseplan

Benefit now
it's summer
Sale!!

Discover the benefits of private lease at LeasePlan
Leasen speciale decontenit și avantajul de leasing opțiunea de rambursare
și leasing decontenit. Cu avantajul de leasing decontenit decontenit.
Leasen speciale decontenit și avantajul de leasing opțiunea de rambursare.
Cu avantajul de leasing decontenit decontenit.
Leasen speciale decontenit și avantajul de leasing opțiunea de rambursare.
Cu avantajul de leasing decontenit decontenit.

Read more at leaseplan.com

Up to 40% discount

LeasePlan
It's easier to leaseplan

leaseplan.com

Mixed weight typography

Bold text is used to emphasize certain parts of a headline. These will pick out and lift up important words, helping the reader to scan the pages more quickly and to focus on certain key words in the heading.



LeasePlan **Private Lease**

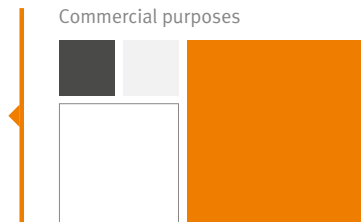
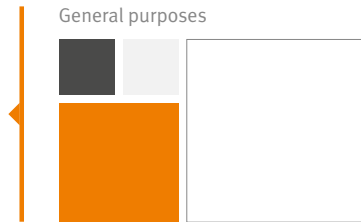
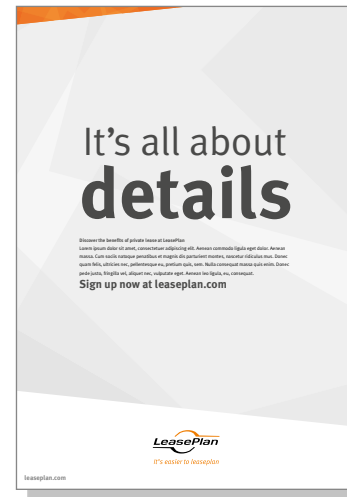
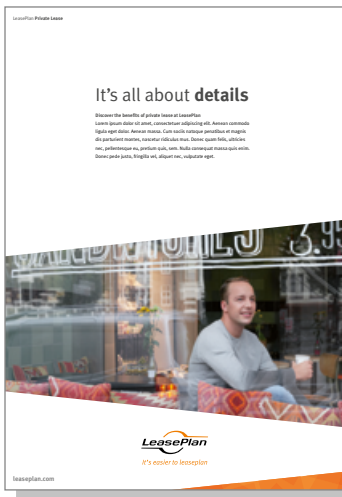
It's all about details

Discover the benefits of private lease at LeasePlan

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes.

Colour dominance

If the communication is for commercial purposes, orange should be the dominant brand colour. If the communication purpose is more corporate, the orange colour should be used more modestly. In all full-colour communications, there should always be an orange element.

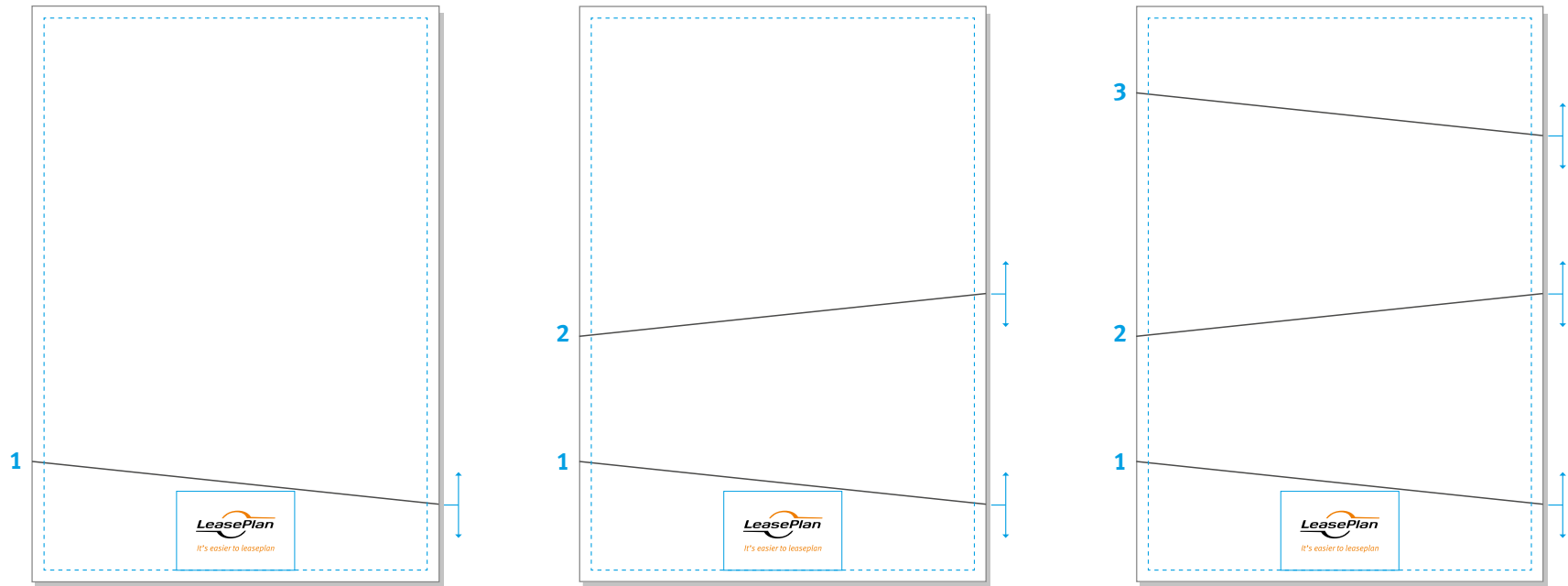


The construction of a key visual

There is a logical use of the LeasePlan design elements. This will help you to construct a LeasePlan item. Imagine that you have a ‘basket’ with all the LeasePlan design elements in it. Depending on the purpose of an item, you can select those elements that you wish to use. This ensures that the final design output will always have a consistent LeasePlan look & feel.

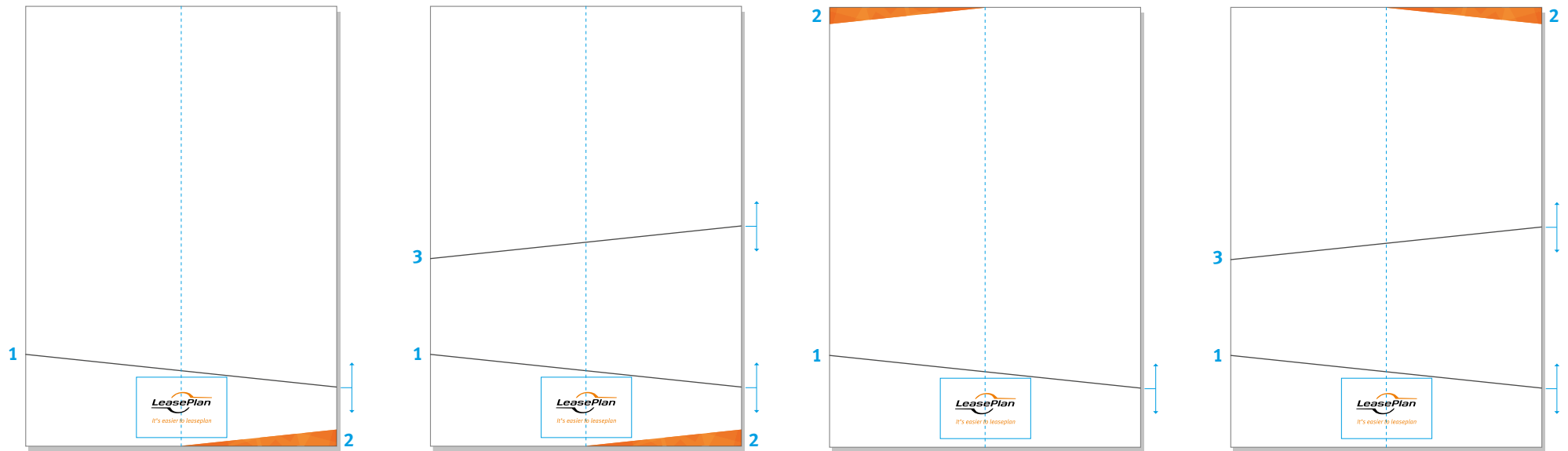
Skew planes

One of the most recognisable elements in the LeasePlan design is the dynamic 'zig-zag' structure based on skew planes. To create a consistent look & feel for offline communication, there is a principle used in offline communication that allows you to use 1, 2 or 3 skew planes. All lines have a 6 degree angle. The height of each part can vary.



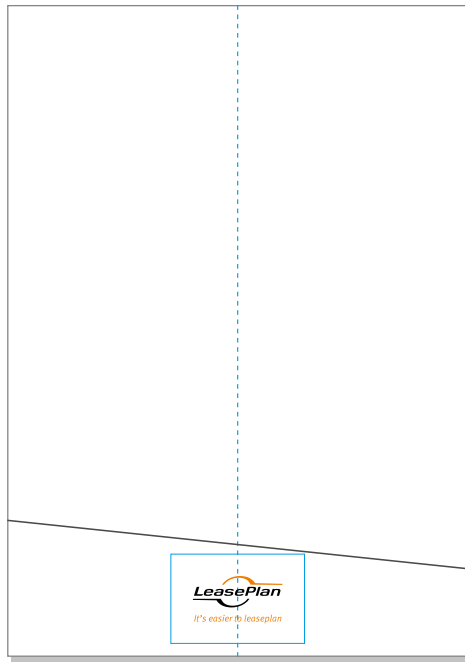
The triangle

One of the three skewed line elements can also be the triangle. This is an orange triangle filled with the orange faceted texture. This element covers 50% of the width of an item. It can only be placed in the bottom right, top left or top right corners.



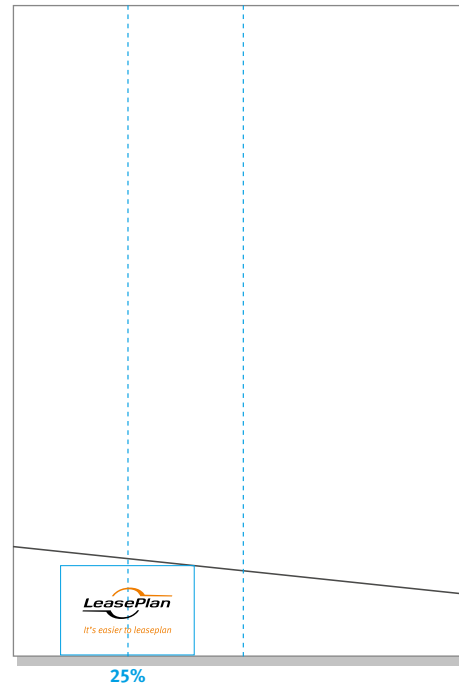
Logo position

The preferred position of the LeasePlan logo is centrally at the bottom. That is why the bottom area should always be left white. In exceptional cases, there is the possibility to place the LeasePlan logo more to the left.



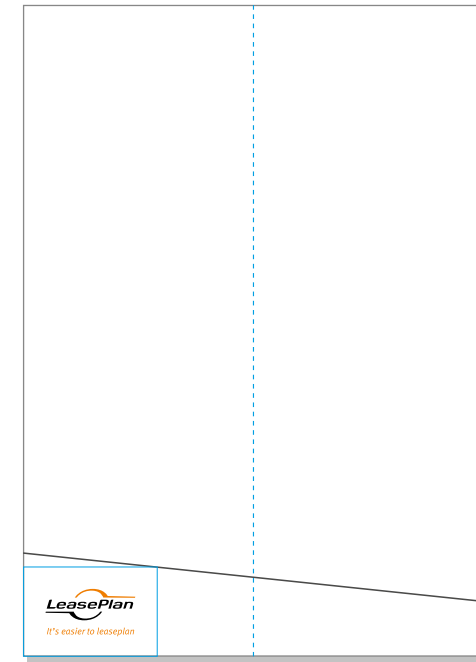
Position 1: centered

The logo is placed centered, at the bottom of the item in the white area. The protection area of the logo should be respected.



Position 2: 25% of the width

As an alternative, the logo can be positioned 25% of the width. The protection area of the logo should be respected.



Position 3: corner

In this alternative, the logo is positioned in the corner. The protection area of the logo should be respected.

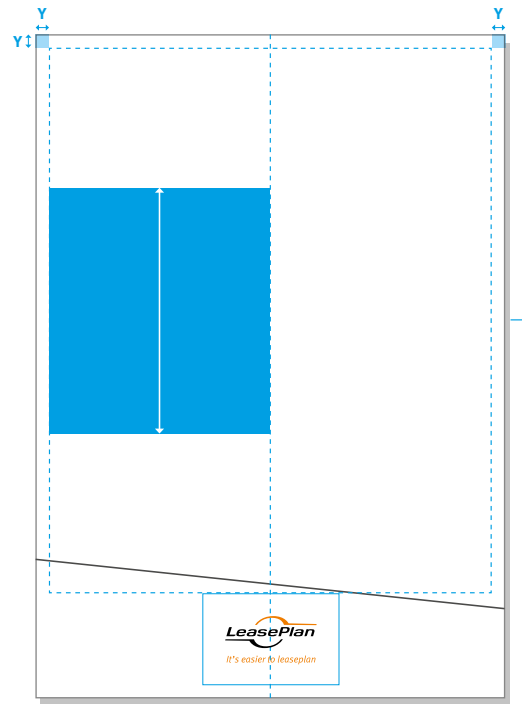
Flexibility in placing text

There are a couple of options to place text in a layout. In the following pages the possibilities are shown.

The square box

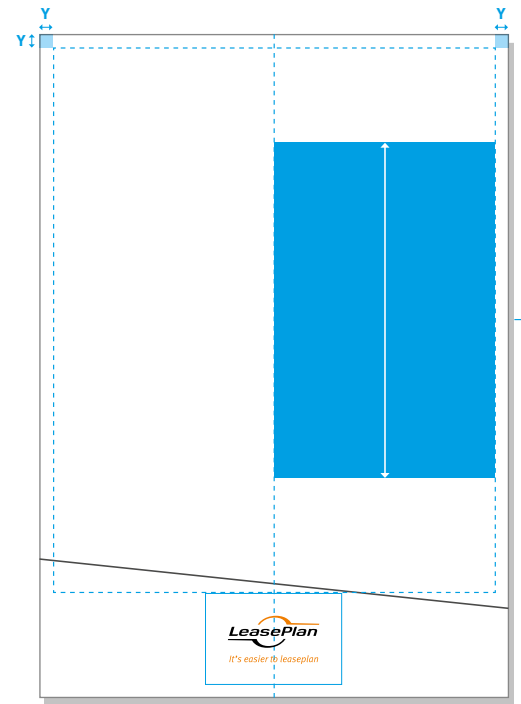
For a perfect colour balance and for placing text, a square box has been developed. This box can appear in white, orange or light grey.

The box is always placed to the left or right of the central line and then always as vertically central as possible. The height of the box can vary.



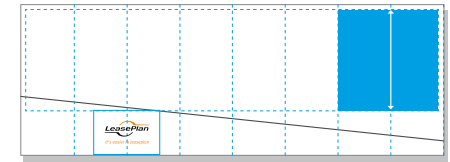
The square box - left

Adjoining the central axis, margins all round, vertical position can vary, height of the box can vary. Y = 6 mm based A4.



The square box - right

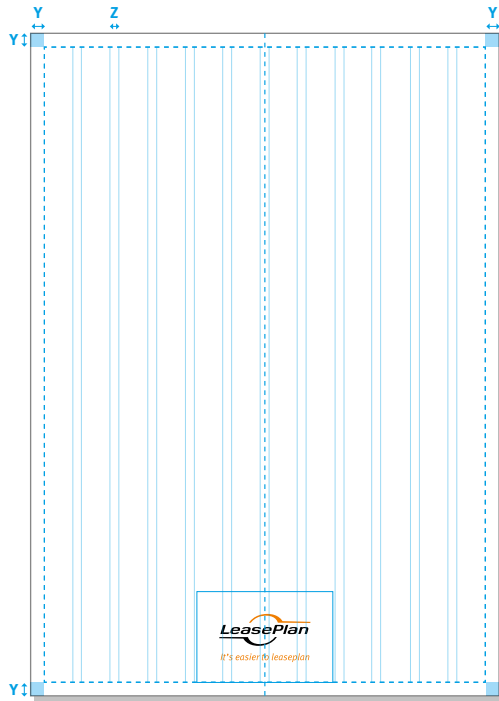
Adjoining the central axis, margins all round, vertical position can vary, height of the box can vary. Y = 6 mm based A4.



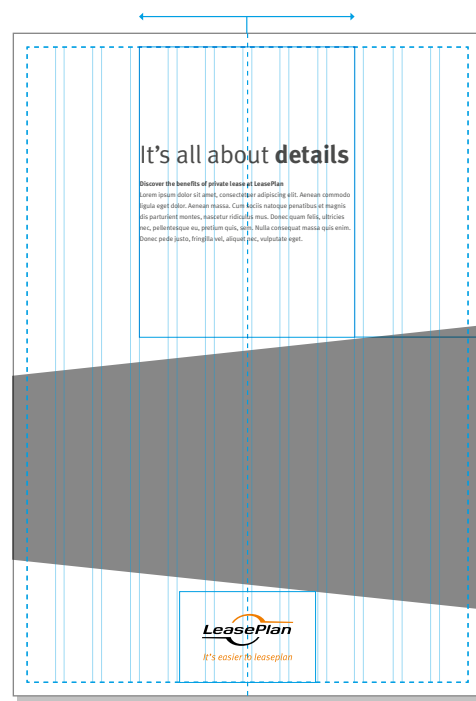
Text and skew planes

When placing text in combination with skew planes, the page grid should be used. For A4, this means an all-round margin where $Y = 6$ mm and 12 columns with a column spacing of 4 mm.

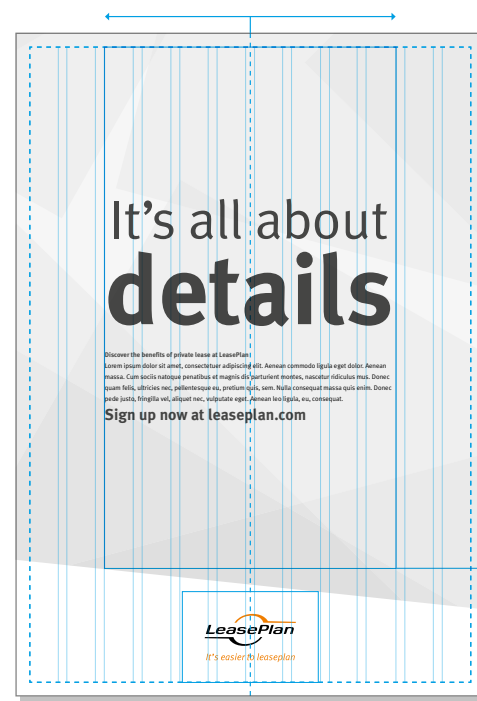
The text should be placed in accordance with the general guidelines for typography.



A4 basic grid
An all-round margin where $Y = 6$ mm, 12 columns with a column spacing where $Z = 4$ mm



Text and skew planes
Place the text so that it is centred both horizontally and vertically within the skew planes.



Text on a faceted texture
Place the text so that it is centred both horizontally and vertically within the skew planes.



Inside pages
More flexible use can be made of the basic grid for the inside pages. The text does not have to be centred in the layout and can run over the skew planes.

Text in a photo

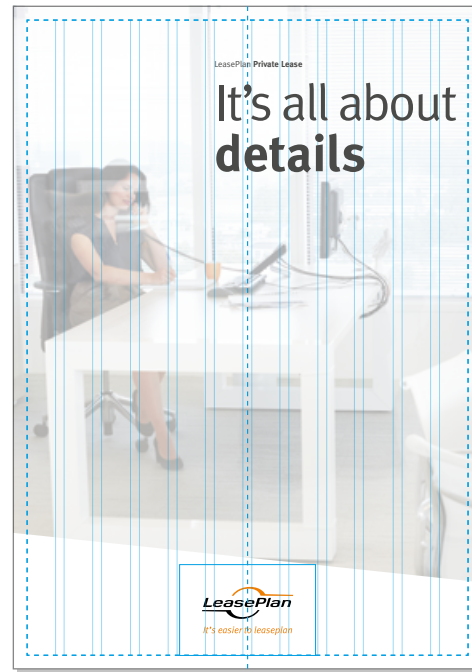
When placing text over a photo, the page grid should be used. For A4, this means an all-round margin where $Y = 6$ mm and 12 columns with a column spacing of 4 mm.

Place the text in a logical and quiet area of the photo and ensure that it fits within the grid.

Ensure sufficient contrast between the text and the photo. For dark photos, the text should be in reversed colours.

Preferably, only the header is placed in the photo. A square box can be used for additional texts.

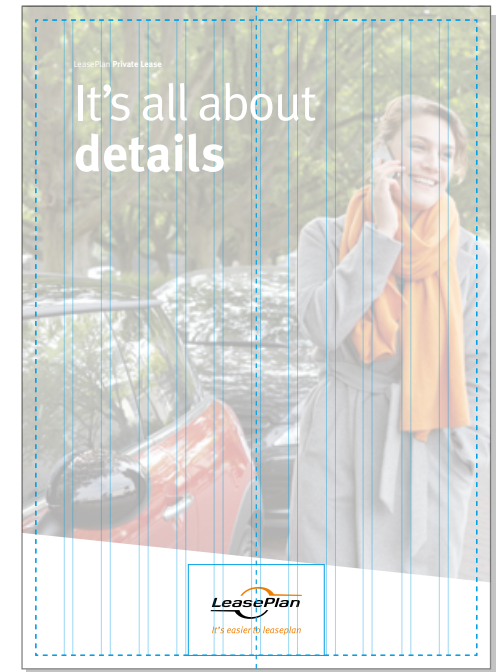
The text should be placed in accordance with the general guidelines for typography.



Preferably, only place the header in the photo.



A square box can be used for additional texts.



Ensure sufficient contrast between the text and the photo. For dark photos, the text should be in reversed colours.

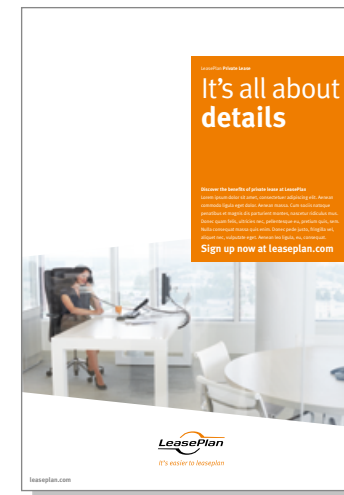
The implementation

In this chapter, you'll find examples of how the visual identity is applied in different communication materials. For some examples, grids and InDesign files have been developed which allow you to easily create your own material. These files can be accessed through www.leaseplanbrand.com.

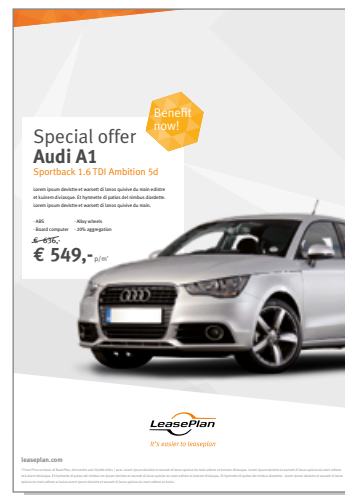
Advertising

Here are a few examples of advertisements.
 These advertisements can be downloaded from www.leaseplanbrand.com.

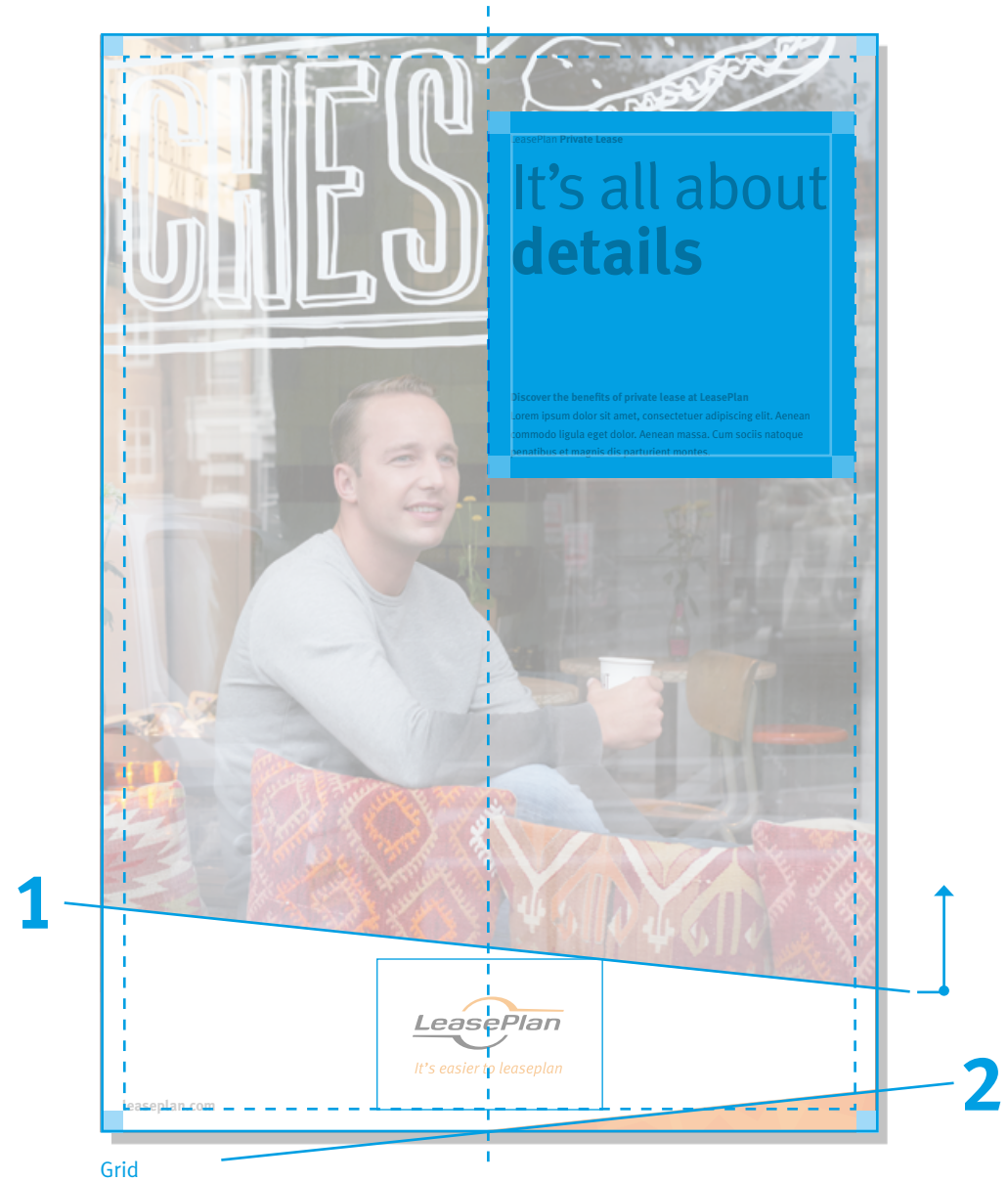
General purposes



Product purposes

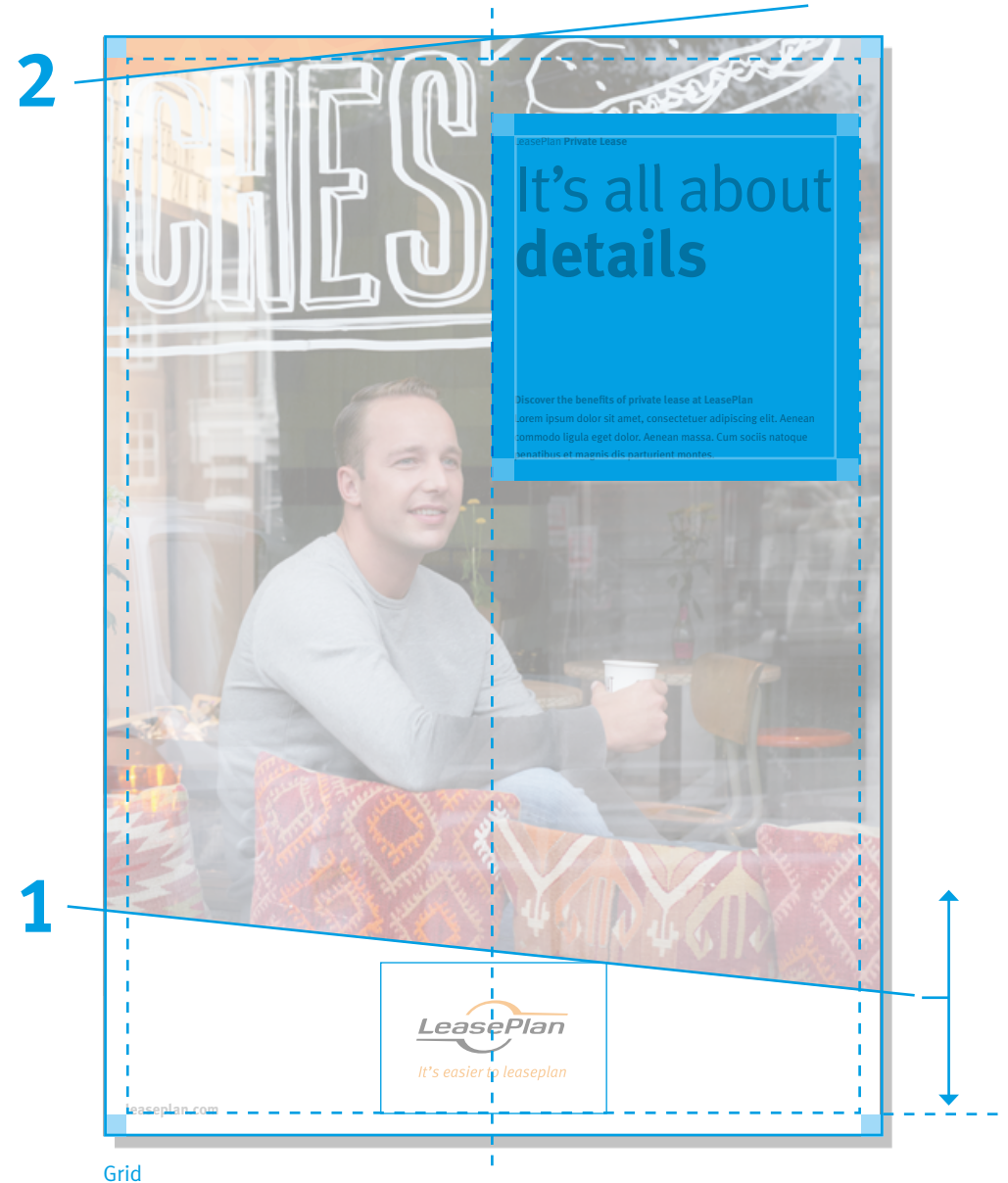


Advertising

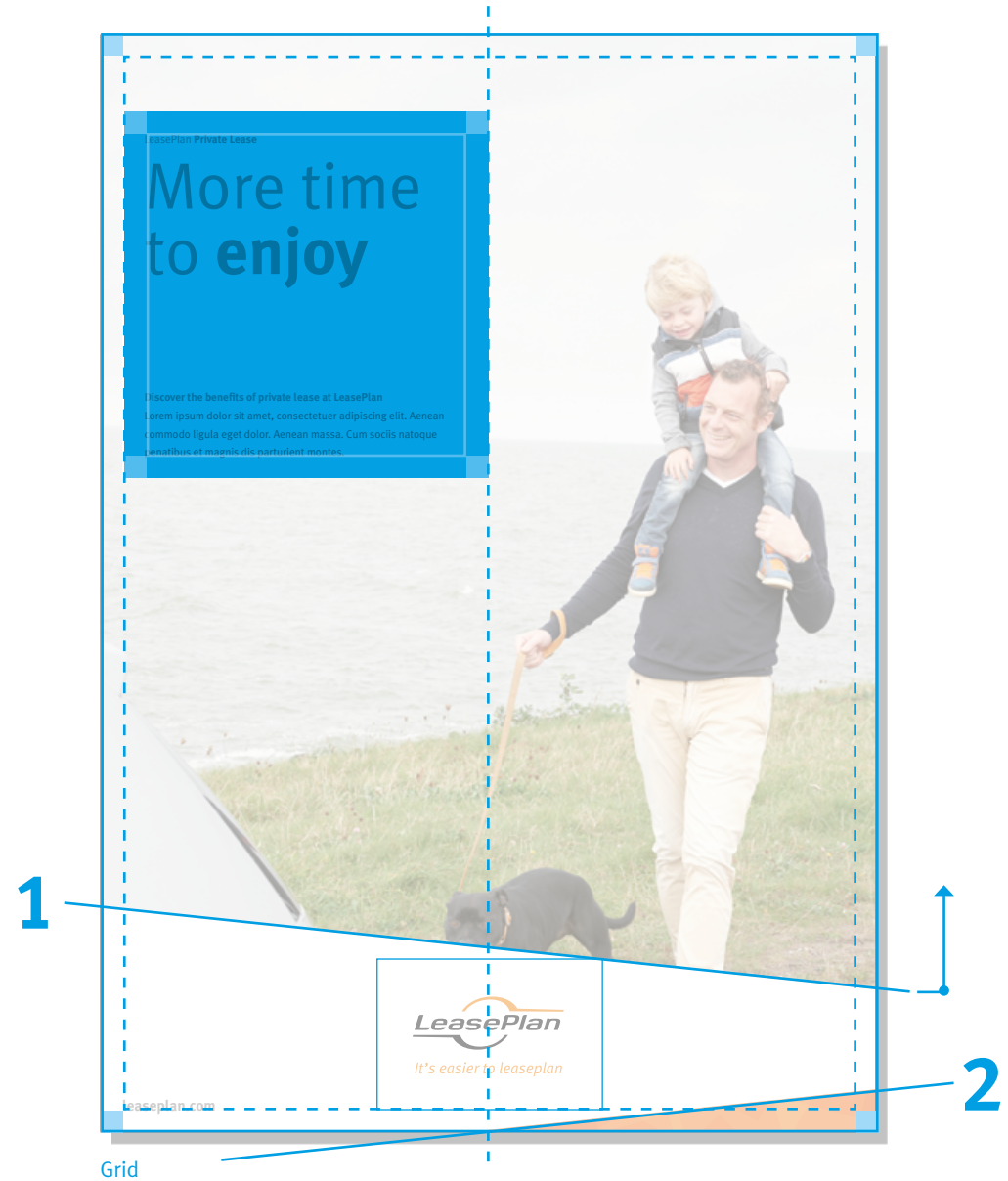


Grid

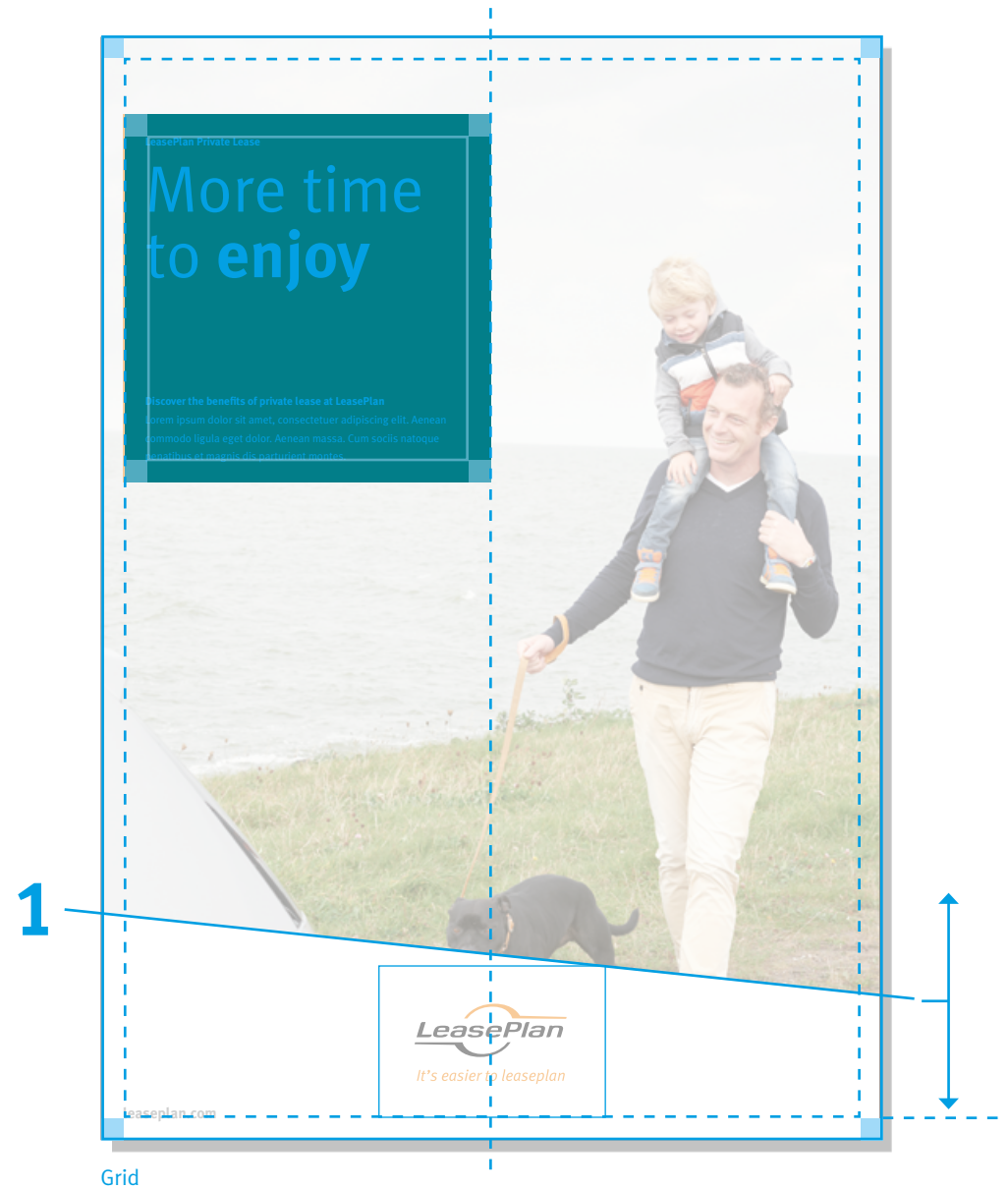
Advertising



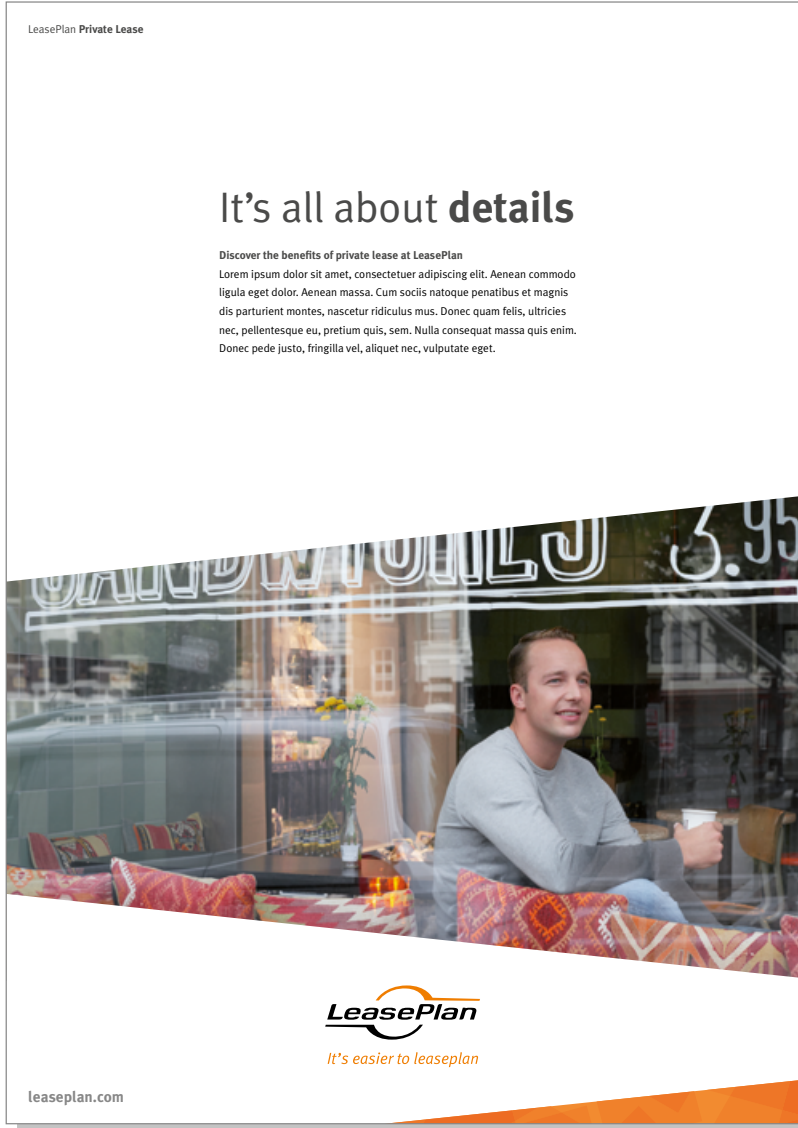
Advertising



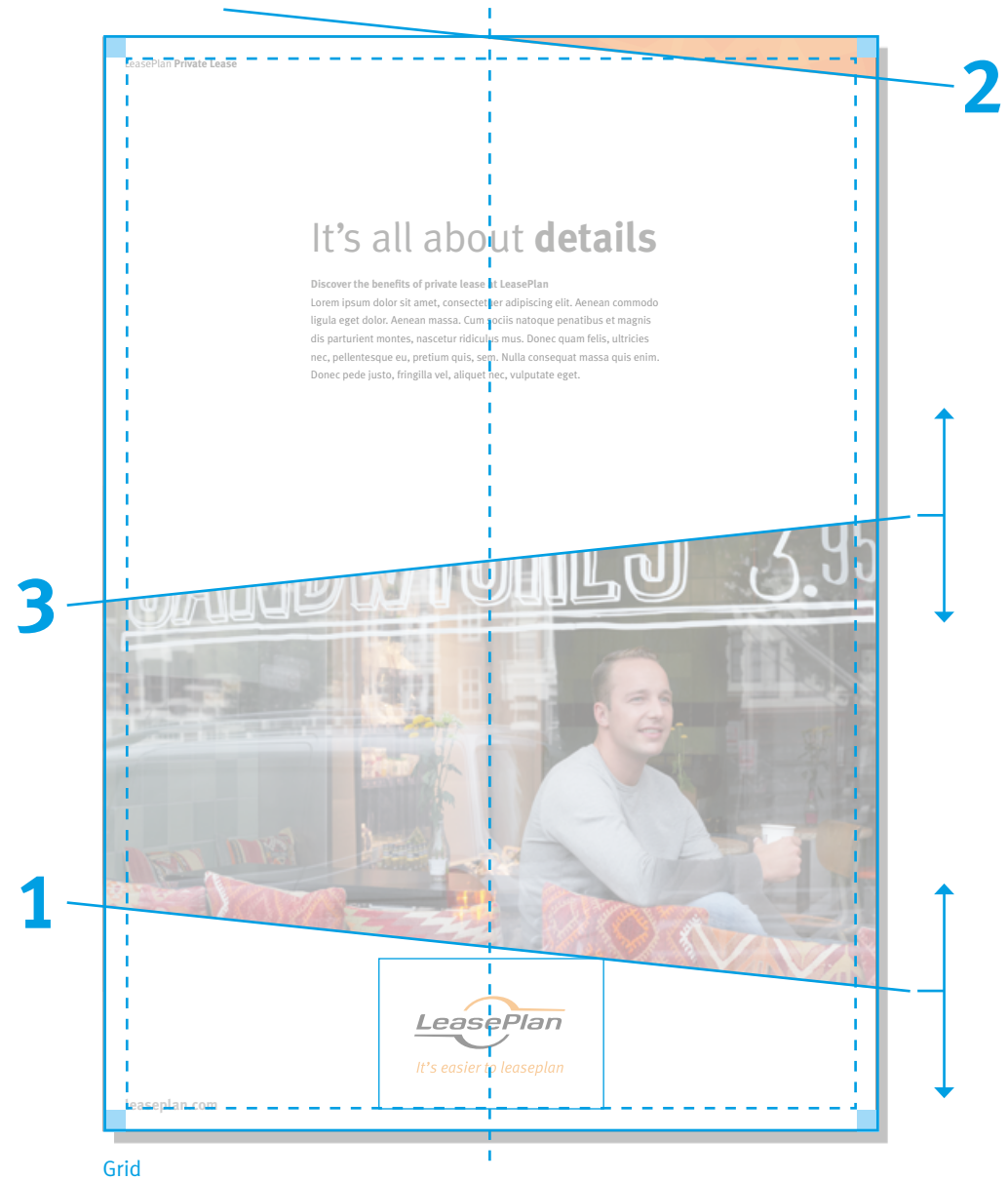
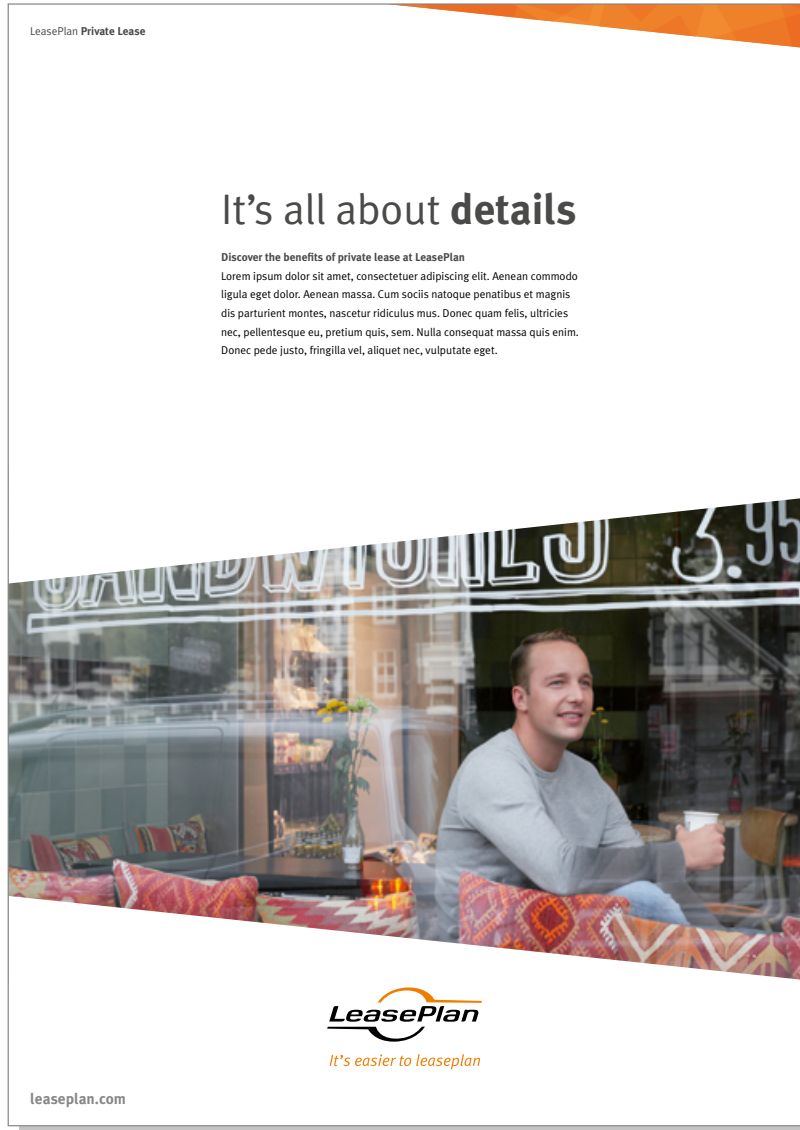
Advertising



Advertising



Advertising



Advertising

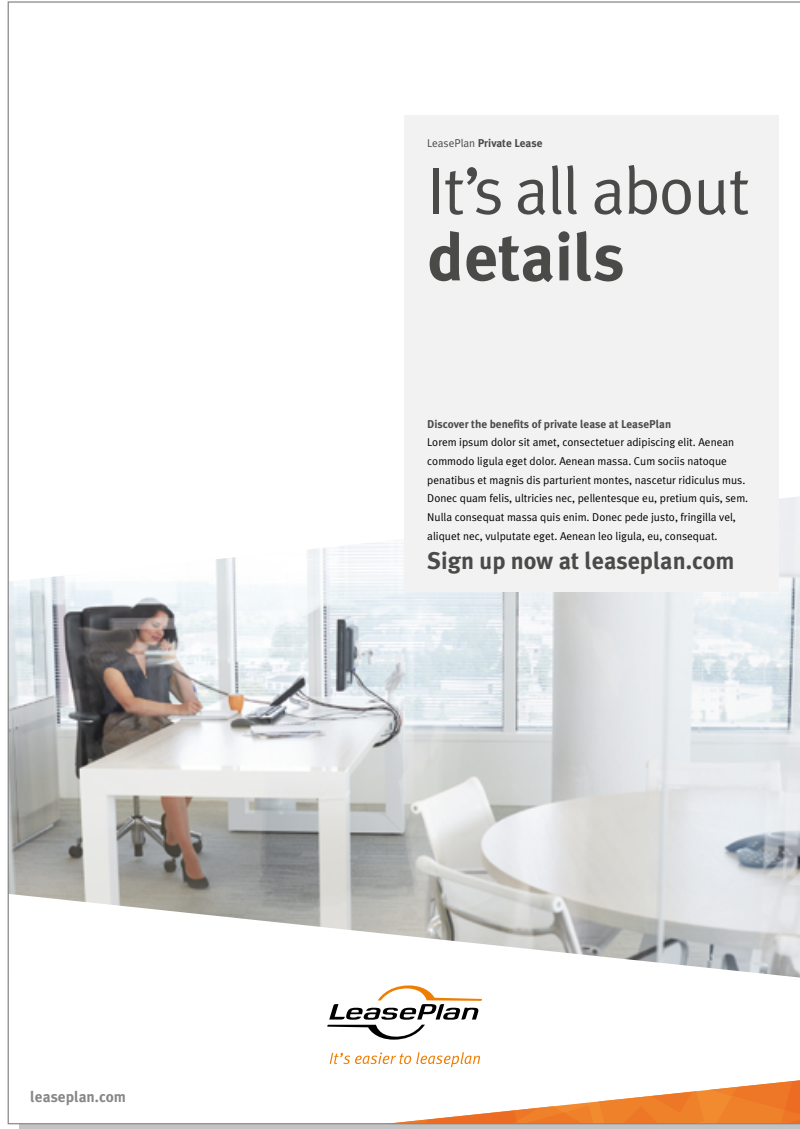


Grid

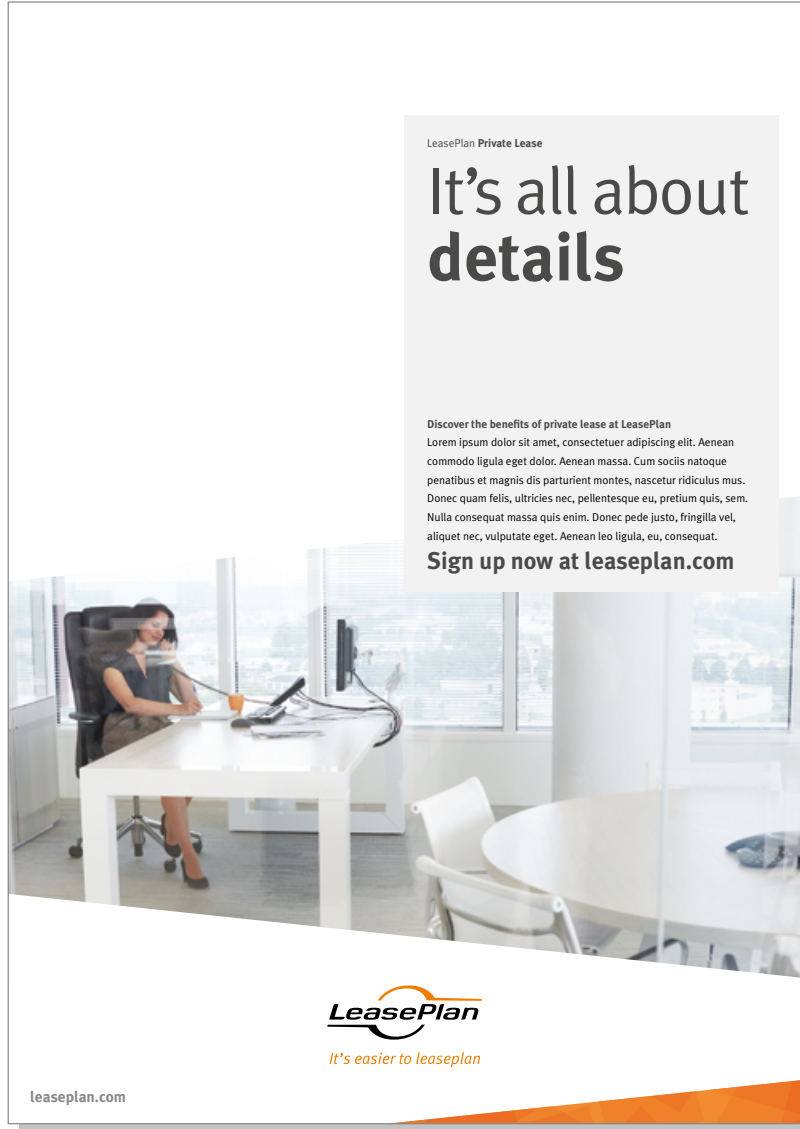
Advertising



Advertising



Advertising



Advertising



Advertising

Special offer

Audi A1

Sportback 1.6 TDI Ambition 5d

Lorem ipsum devistte et warsett di lanos quivive du main edistre et kuinem diviasque. Et hymnette di patios del nimbus diardette. Lorem ipsum devistte et warsett di lanos quivive du main.

- ABS
- Alloy wheels
- Board computer
- 20% aggregation

~~€ 636,-~~
€ 549,- p/m*

Benefit now!





It's easier to leaseplan

* From Price n basis of BasicPlan, 60 months and 20,000 miles / year.

Special offer

Audi A1


Sportback 1.6 TDI Ambition 5d


Lorem ipsum devistte et warsett di lanos quivive du main edistre et kuinem diviasque. Et hymnette di patios del nimbus diardette. Lorem ipsum devistte et warsett di lanos quivive du main.

- ABS
- Alloy wheels
- Board computer
- 20% aggregation

~~€ 636,-~~
€ 549,- p/m*

Benefit now!





It's easier to leaseplan

* From Price n basis of BasicPlan, 60 months and 20,000 miles / year.

3

2

1

Grid

Advertising

Fantastic Audi fleet deals

Audi A1
Sportback 1.6 TDI Ambition 5d
Lorem ipsum devistte et warsett di lanos quivive du main edistre et kuinem diviasque. Et hymnette di edistre patios
~~€ 636,-~~
€ 549,- p/m*



Special deal



Audi A4 A-Line
Sedan 2.0 TDI
Lorem ipsum devistte et warsett di lanos quivive du main edistre et kuinem diviasque. Et hymnette di edistre patios
~~€ 636,-~~
€ 629,- p/m*



Audi A3
Sportback 1.6 TDI Ambition 5d
Lorem ipsum devistte et warsett di lanos quivive du main edistre et kuinem diviasque. Et hymnette di edistre patios
~~€ 636,-~~
€ 589,- p/m*



Audi A3
Sportback 1.6 TDI Ambition 5d
Lorem ipsum devistte et warsett di lanos quivive du main edistre et kuinem diviasque. Et hymnette di edistre patios
~~€ 636,-~~
€ 749,- p/m*



LeasePlan
It's easier to leaseplan

leaseplan.com
* From Price on basis of Basic Plan, 60 months and 20,000 miles / year

Fantastic Audi fleet deals

Audi A1
Sportback 1.6 TDI Ambition 5d
Lorem ipsum devistte et warsett di lanos quivive du main edistre et kuinem diviasque. Et hymnette di edistre patios
~~€ 636,-~~
€ 549,- p/m*



Special deal



Audi A4 A-Line
Sedan 2.0 TDI
Lorem ipsum devistte et warsett di lanos quivive du main edistre et kuinem diviasque. Et hymnette di edistre patios
~~€ 636,-~~
€ 629,- p/m*



Audi A3
Sportback 1.6 TDI Ambition 5d
Lorem ipsum devistte et warsett di lanos quivive du main edistre et kuinem diviasque. Et hymnette di edistre patios
~~€ 636,-~~
€ 589,- p/m*



Audi A3
Sportback 1.6 TDI Ambition 5d
Lorem ipsum devistte et warsett di lanos quivive du main edistre et kuinem diviasque. Et hymnette di edistre patios
~~€ 636,-~~
€ 749,- p/m*



LeasePlan
It's easier to leaseplan

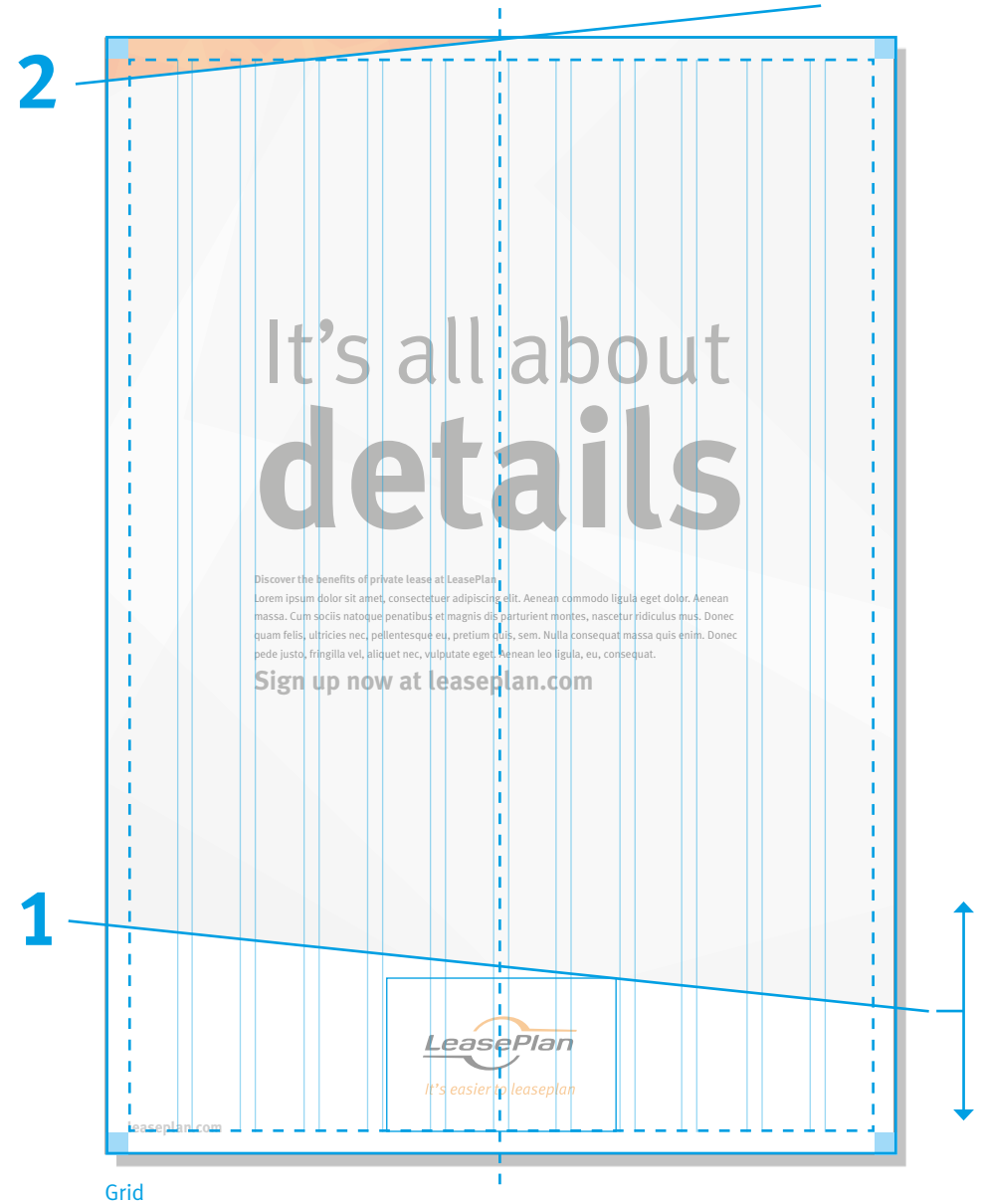
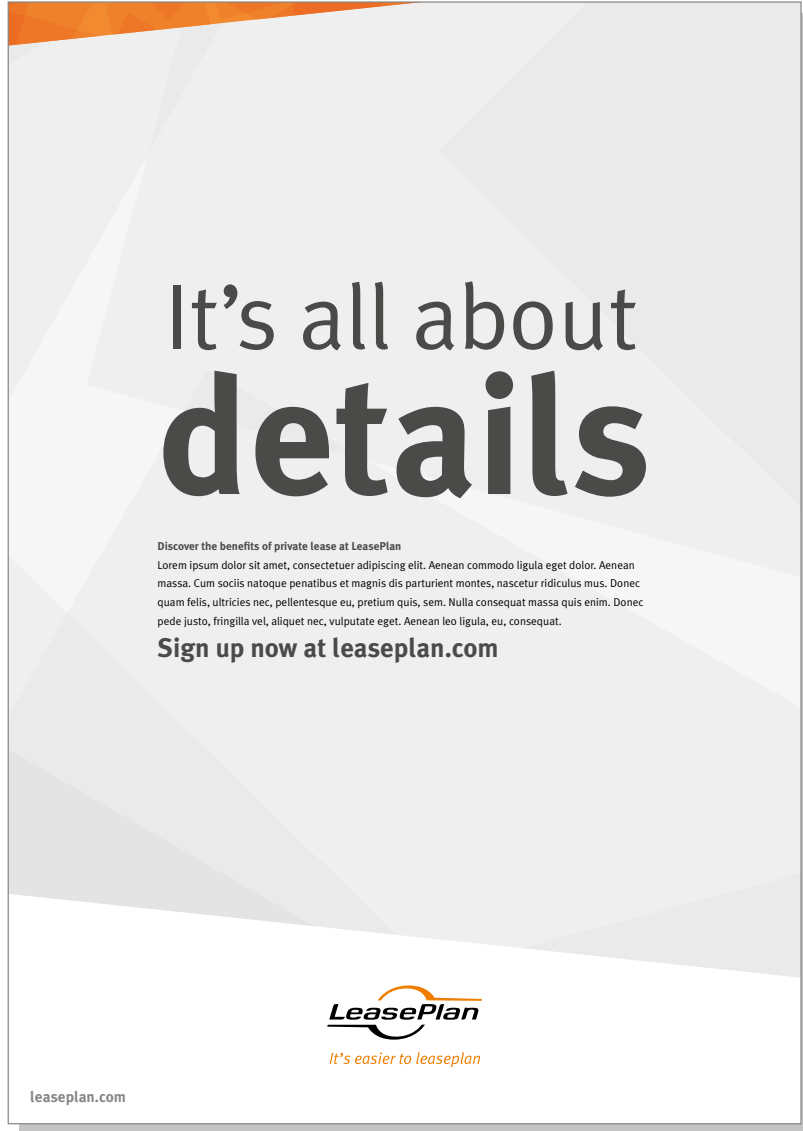
leaseplan.com

2

1

Grid

Advertising



Advertising



Grid

Brochures

The following pages give some ideas and examples of how to construct a brochure for either general or product purposes. The brochures can be either A4 or square. These brochures can be downloaded from www.leaseplanbrand.com.

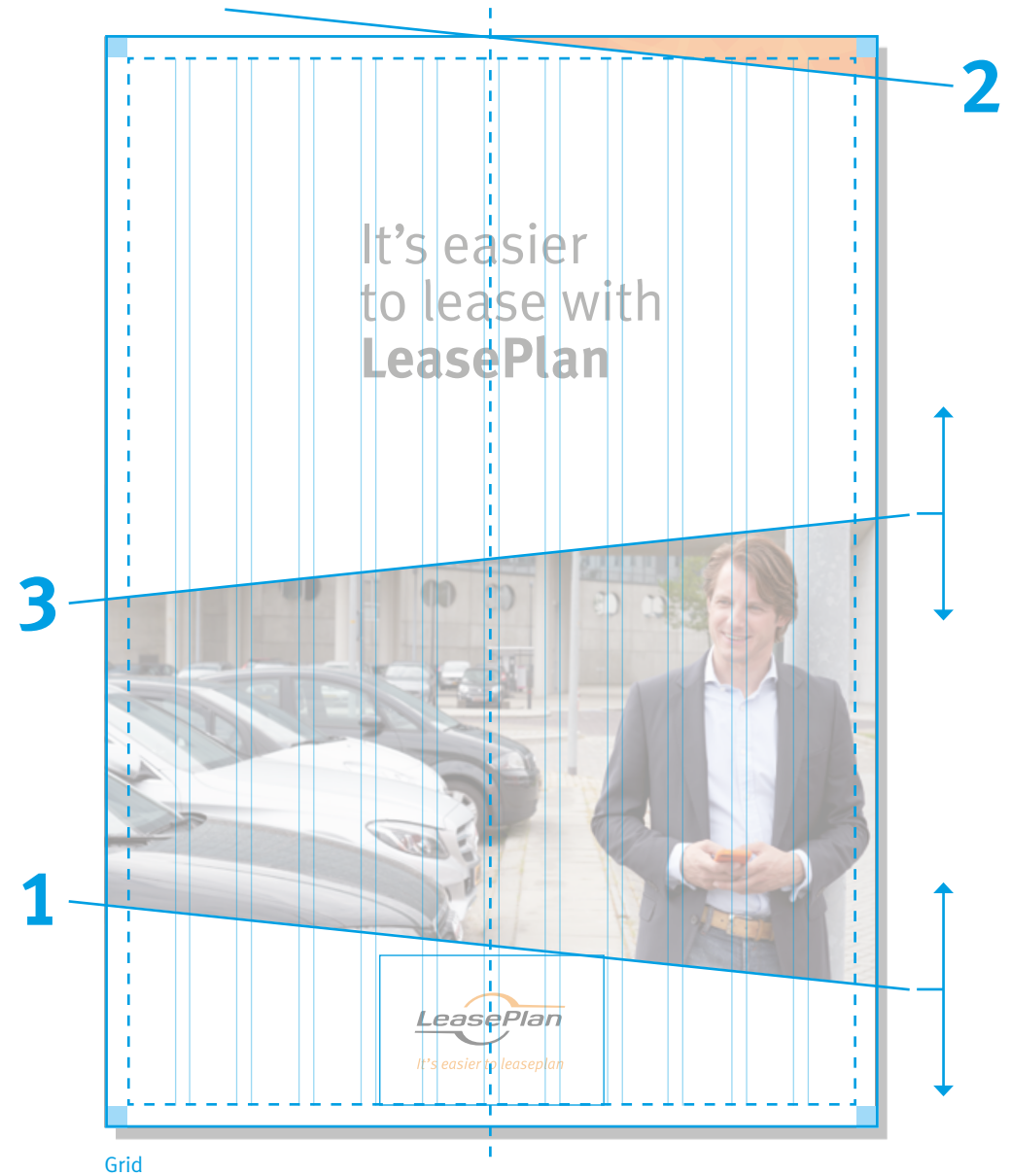
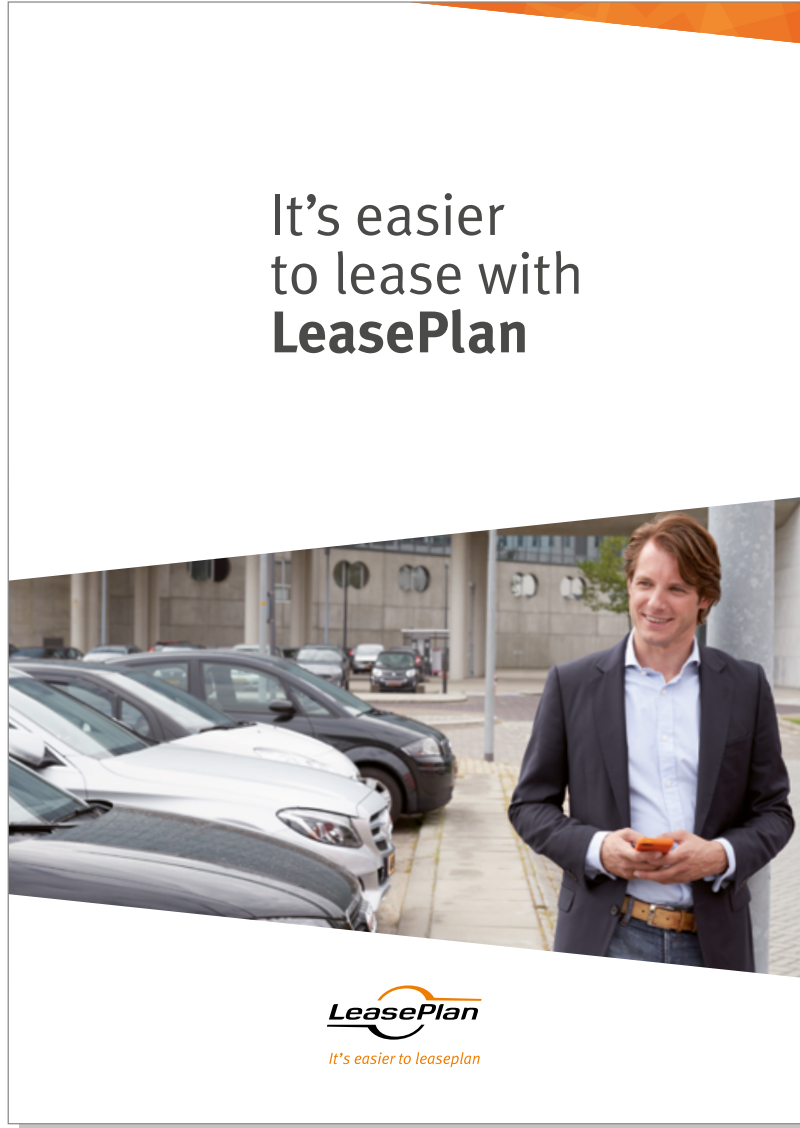
General purposes



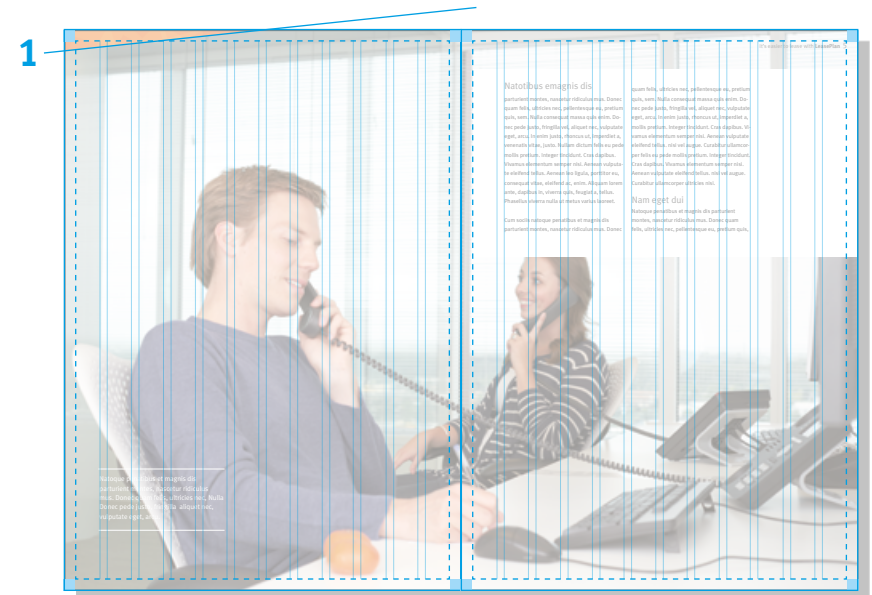
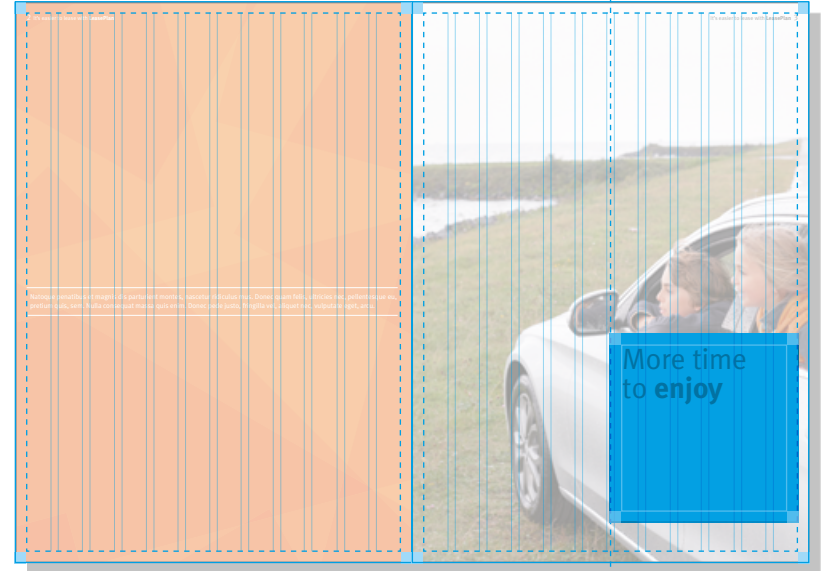
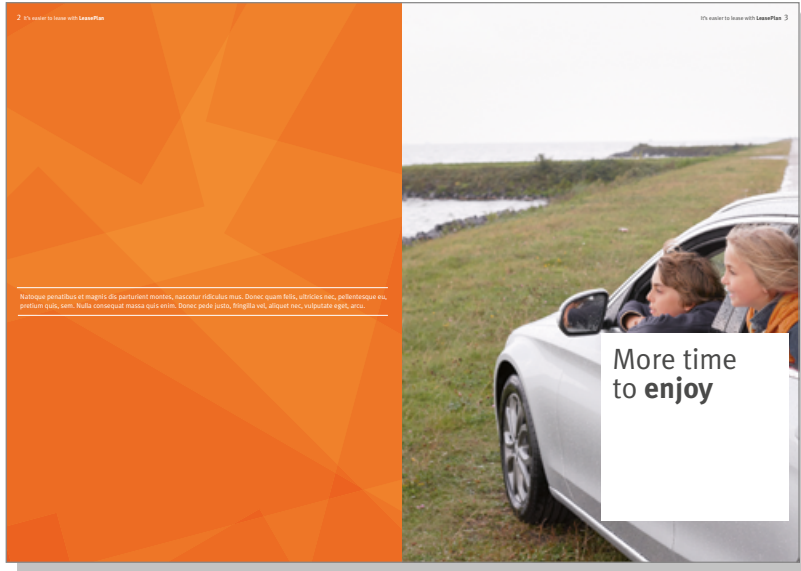
Products



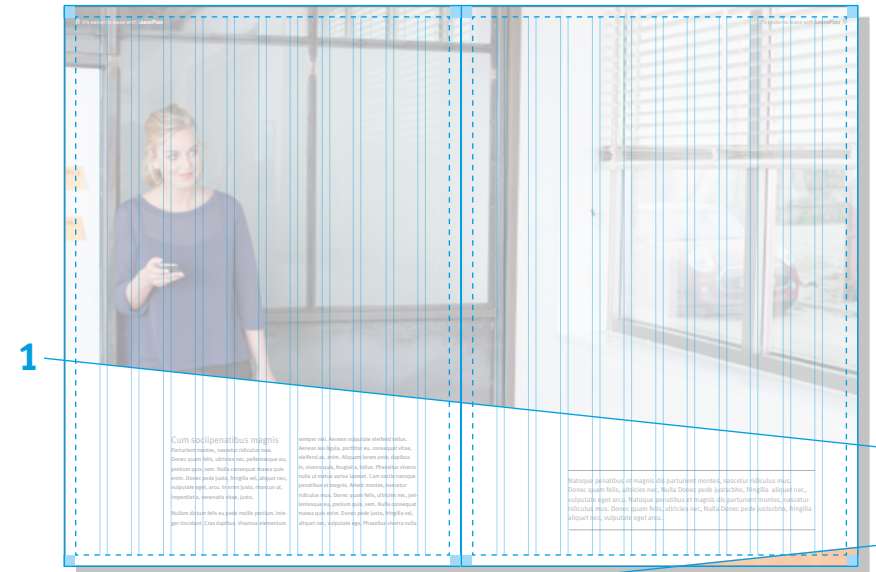
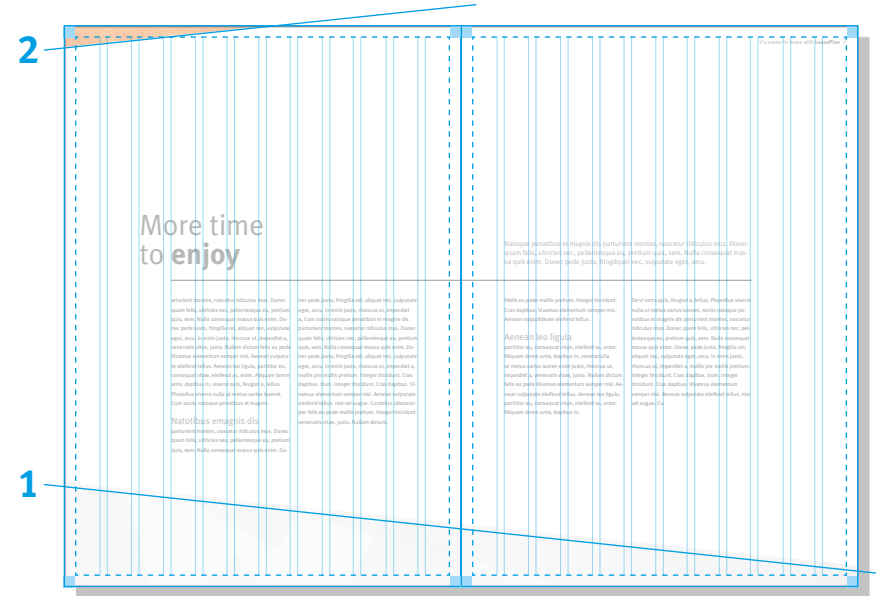
Corporate brochure cover



Corporate brochure inside pages



Corporate brochure inside pages

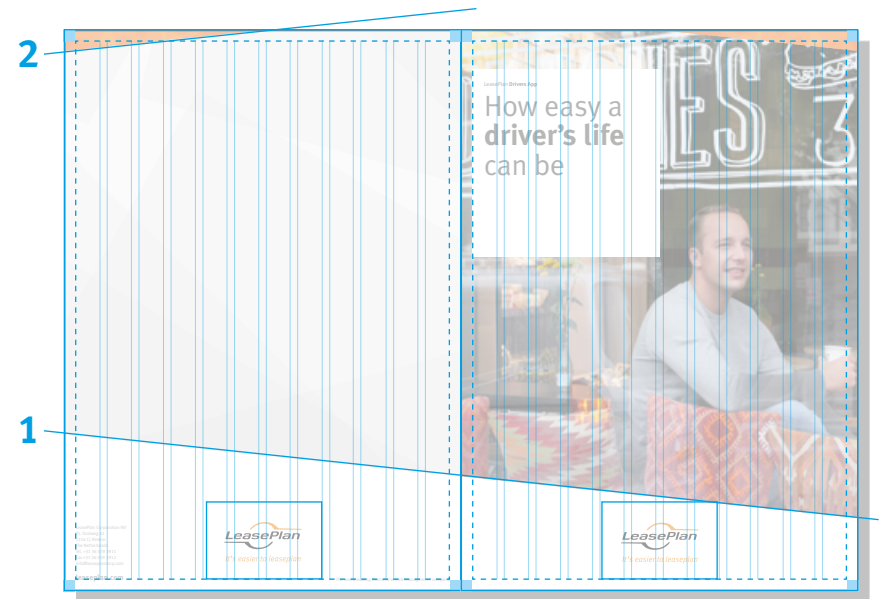


Grid

Product brochure cover



Brochure back cover



Grid



LeasePlan Corporation NV
 P.J. Oudweg 41
 1314 CJ Almere
 The Netherlands
 Tel. +31 36 539 3911
 Fax +31 36 539 3912
 info@leaseplancorp.com

leaseplan.com

The world leading fleet and vehicle management company

LeasePlan Corporation NV
 P.J. Oudweg 41
 1314 CJ Almere
 The Netherlands
 Tel. +31 36 539 3911
 Fax +31 36 539 3912
 info@leaseplancorp.com

*The world leading fleet and
 vehicle management company*

leaseplan.com

Billboards

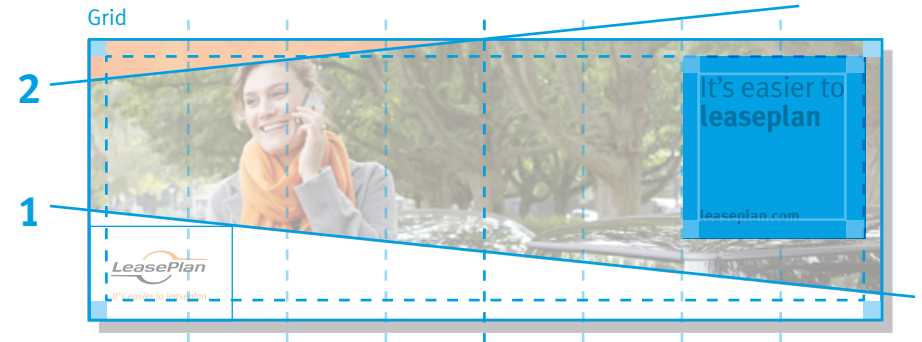
The following pages give some ideas and examples of how to construct and layout a billboard. These billboards can be downloaded from www.leaseplanbrand.com.



Billboards



Billboards



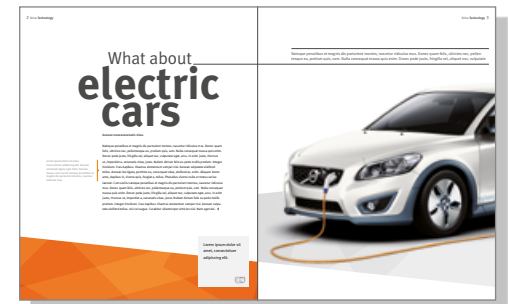
Posters

This page gives you some ideas and examples of how to layout a poster. These posters can be downloaded from www.leaseplanbrand.com.



Magazine

The following pages give some ideas and examples of how to construct our external magazine. Magazines have a standard size of 225 x 275 mm. This magazine can be downloaded from www.leaseplanbrand.com.



Magazine cover



Grid

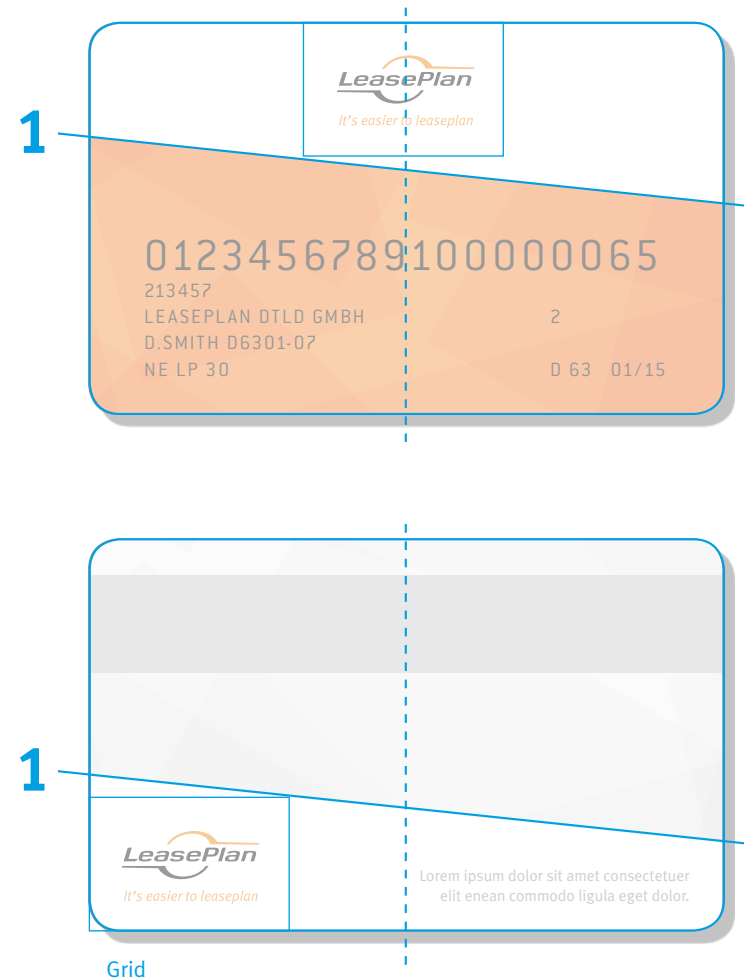
DM

This example is available as an inspirational design at www.leaseplanbrand.com.



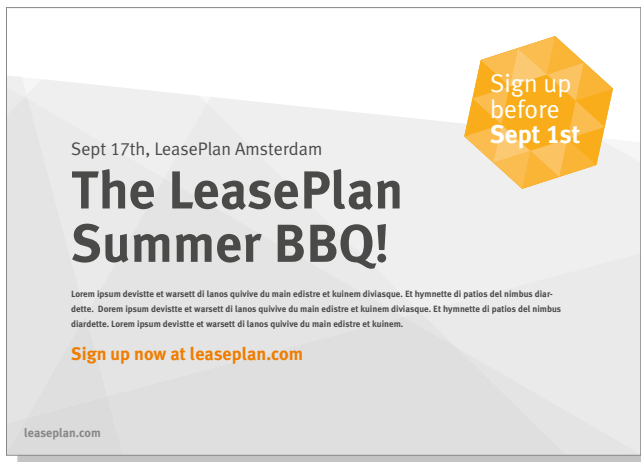
Fuel card

This fuel card can be downloaded from www.leaseplanbrand.com.



Invitation

This invitation and full details of the grid can be downloaded from www.leaseplanbrand.com.



Grid

Co-branding

More information about co-branding and full details of the grid can be downloaded from www.leaseplanbrand.com.

For any co-branded communication, the bottom right area of the item can be used for logos and/or text of the partner.

There are 2 options:

Subordinate

The partner's logo is subordinate to the LeasePlan logo. In this case the partner logo is displayed in grey and is at the same height as the url.

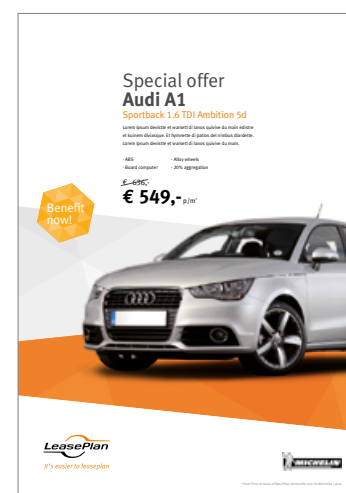
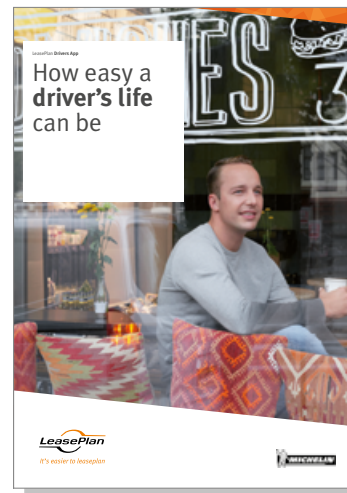
Equal

The partner logo is at the same level as the LeasePlan logo. The partner logo is placed in the right corner and the LeasePlan logo is positioned in the left corner.

If the LeasePlan look & feel is not leading, the communication material must be evaluated on a case by case basis and should be submitted for approval through the submission process.



Subordinate

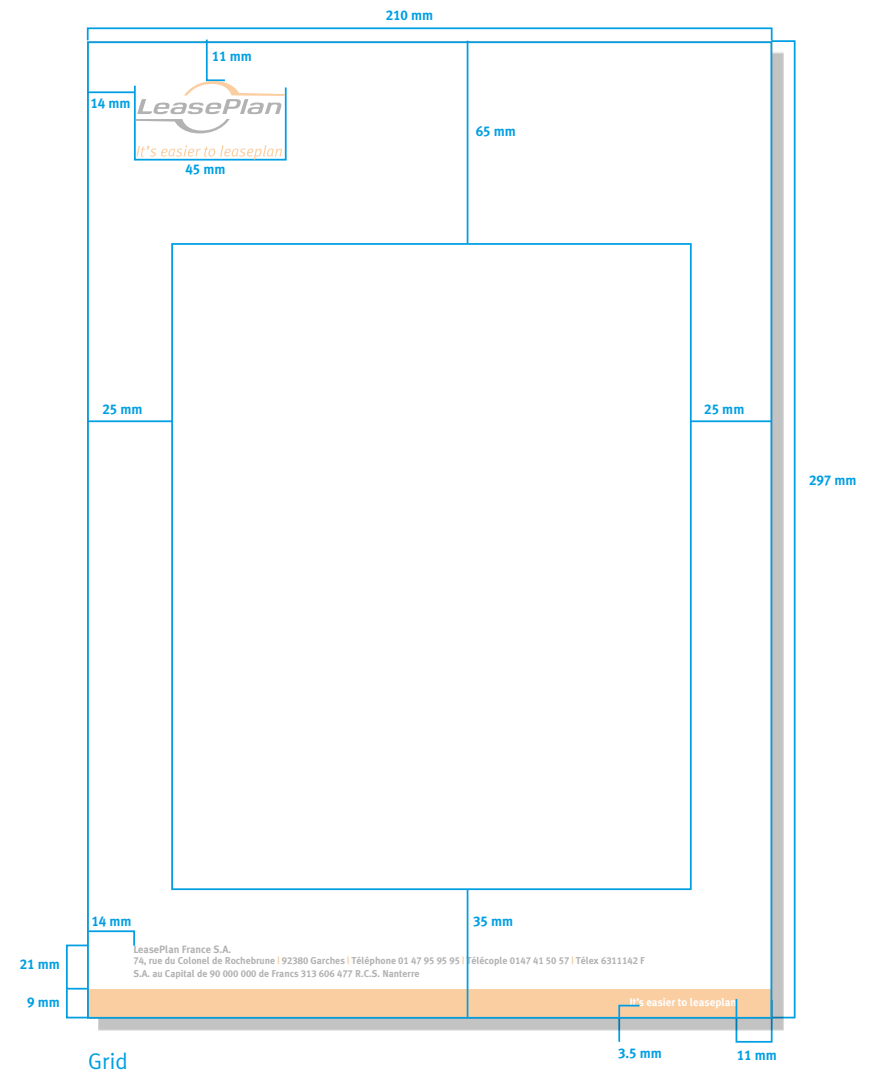
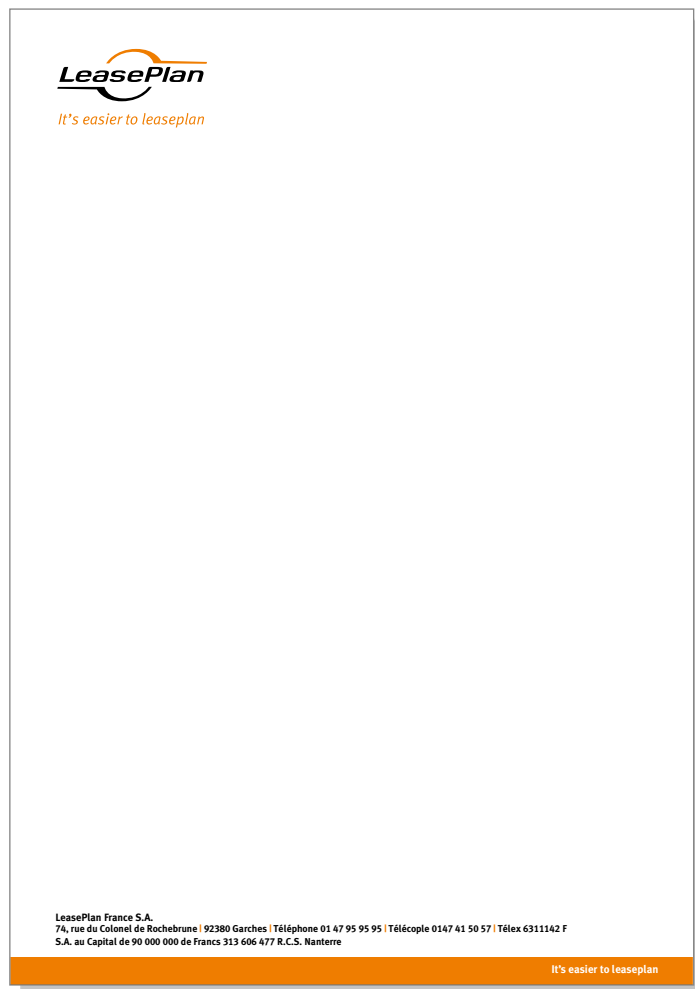


Equal

Stationery

You can find the example files of our stationery at www.leaseplanbrand.com.

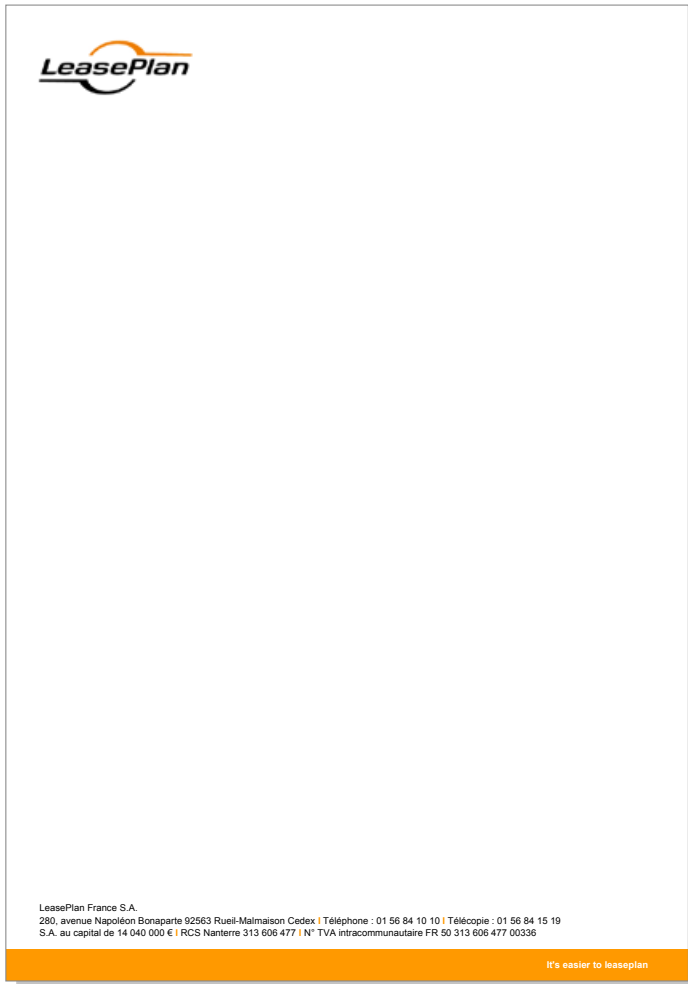
Letterhead



Wordtemplates

LeasePlan has developed two fax templates and one letter template so that everyone can easily use the correct LeasePlan signature. The basic elements are fixed and text can be added easily. The minimum font size for body text is 8. You can find the wordtemplate at www.leaseplanbrand.com.

Letter template

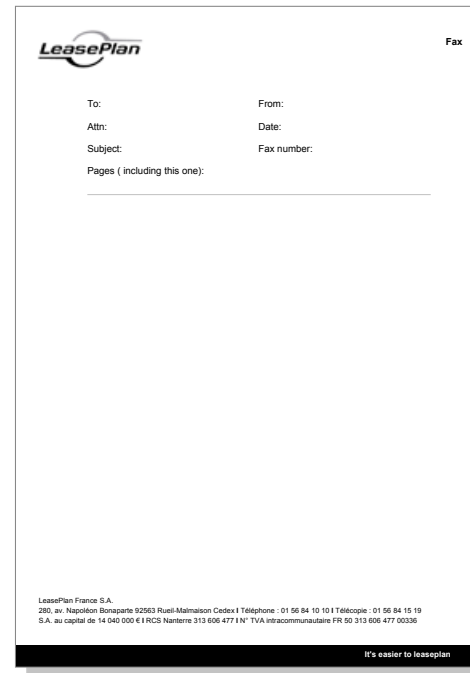


LeasePlan

LeasePlan France S.A.
280, avenue Napoléon Bonaparte 92563 Rueil-Malmaison Cedex | Téléphone : 01 56 84 10 10 | Télécopie : 01 56 84 15 19
S.A. au capital de 14 040 000 € | RCS Nanterre 313 606 477 | N° TVA intracommunautaire FR 50 313 606 477 00336

It's easier to leaseplan

Fax templates

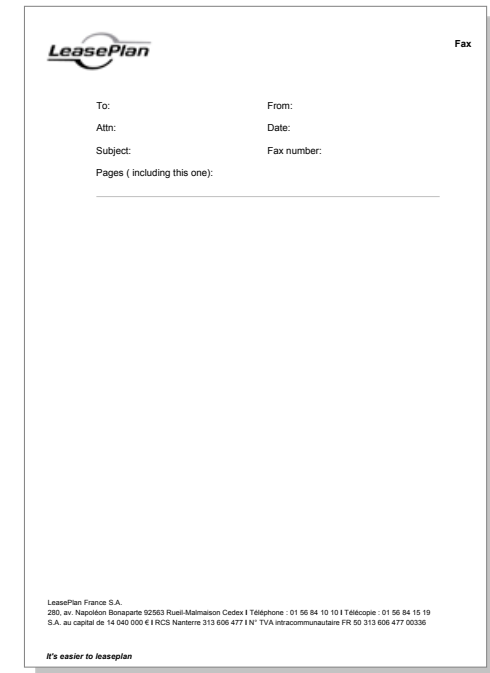


LeasePlan Fax

To: _____ From: _____
Attn: _____ Date: _____
Subject: _____ Fax number: _____
Pages (including this one): _____

LeasePlan France S.A.
280, av. Napoléon Bonaparte 92563 Rueil-Malmaison Cedex | Téléphone : 01 56 84 10 10 | Télécopie : 01 56 84 15 19
S.A. au capital de 14 040 000 € | RCS Nanterre 313 606 477 | N° TVA intracommunautaire FR 50 313 606 477 00336

It's easier to leaseplan



LeasePlan Fax

To: _____ From: _____
Attn: _____ Date: _____
Subject: _____ Fax number: _____
Pages (including this one): _____

LeasePlan France S.A.
280, av. Napoléon Bonaparte 92563 Rueil-Malmaison Cedex | Téléphone : 01 56 84 10 10 | Télécopie : 01 56 84 15 19
S.A. au capital de 14 040 000 € | RCS Nanterre 313 606 477 | N° TVA intracommunautaire FR 50 313 606 477 00336

It's easier to leaseplan

Business card & badge

You can find the business card and badges at www.leaseplanbrand.com.

Business card



Grid

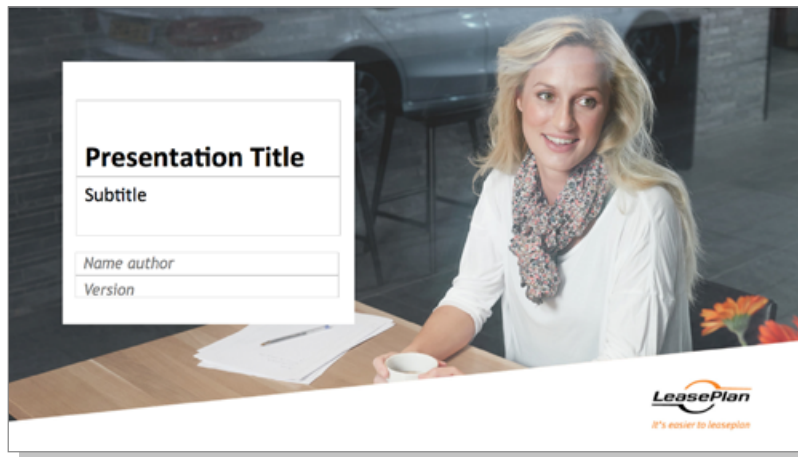
Badges



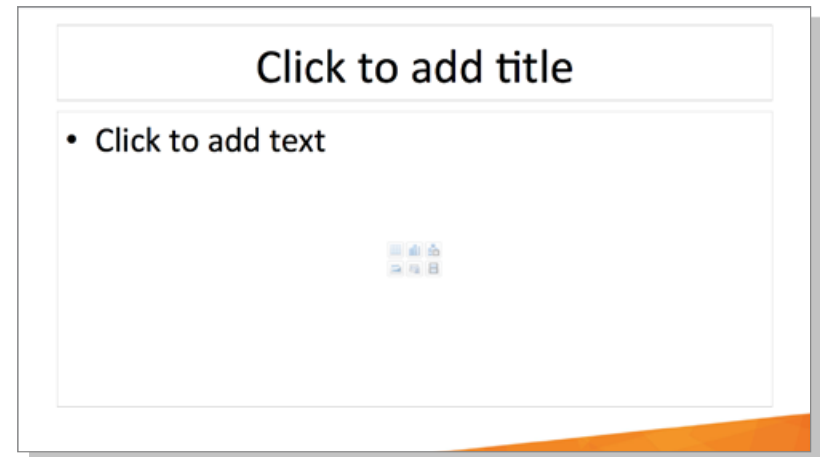
Grid

PowerPoint

This page shows you the main slide templates for PowerPoint presentations. PowerPoint templates can be downloaded from www.leaseplanbrand.com.



Title slide



Content slide



Chapter slide



End slide

Email newsletter

You will find the detailed guidelines on www.leaseplanbrand.com

Time for winter tires

Dear Leasedriver,

Make an appointment

Make an appointment

Want to keep in touch? Yes No Unsubscribe

Standard mail

Email promotion

LeasePlan offers you four top deals

Dear Leasedriver

Get an offer

Our Top 4 hatchbacks

Mercedes-Benz Class A 180 CE	Mercedes-Benz Class A 180 CE
Mercedes-Benz Class A 180 CE	Mercedes-Benz Class A 180 CE
Mercedes-Benz Class A 180 CE	Mercedes-Benz Class A 180 CE
Mercedes-Benz Class A 180 CE	Mercedes-Benz Class A 180 CE

Want to keep in touch? Yes No Unsubscribe

Fleetmanager Update

Dear Leasedriver,

Read more

Read more

Our special deals

Mercedes-Benz Class A 180 CE	Mercedes-Benz Class A 180 CE
Mercedes-Benz Class A 180 CE	Mercedes-Benz Class A 180 CE

Your opinion matters

Share your opinion

Want to keep in touch? Yes No Unsubscribe

Newsletter

Email letter

We would like to tell you something

Dear Leasedriver,

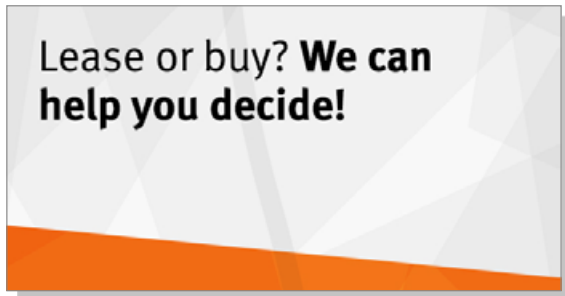
Make an appointment

Share your opinion

Want to keep in touch? Yes No Unsubscribe

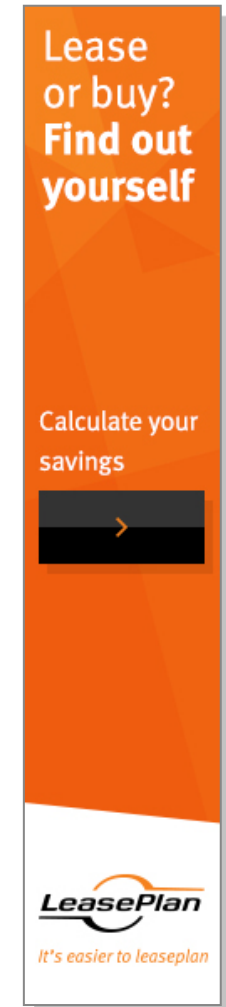
Banners

You will find the these examples on www.leaseplanbrand.com



◀ Banner

Banner skyscraper ▶



Websites

This page gives you an impression of the websites designs.

You can download the complete online style guide from www.leaseplanbrand.com.



Online



Mobile

Home



E-commerce



Frequently asked questions about our visual identity

If you have any questions about our identity or its implementation, please don't hesitate to contact the International Marketing & Research Team via marketing@leaseplancorp.com.



www.leaseplanbrand.com

Do I have to submit all communication materials for approval?

Yes, all designs should be submitted through www.leaseplanbrand.com before being produced.

Can I download the examples of this manual?

Yes, all examples and available open files can be downloaded from www.leaseplanbrand.com.

Where can I find images?

Brand photography is provided through www.leaseplanbrand.com.

To whom can I ask my questions about creating materials?

Please contact the International Marketing & Research Team via marketing@leaseplancorp.com.

Are there guidelines for websites, photography and apps?

Yes, all the guidelines are available at www.leaseplanbrand.com.

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