

**Smarter technology for all**

# One Lenovo interim brand guidance

WW Brand | May, 2022

**Lenovo**

# Purpose of this document

This document is designed to provide the following

**Interim guidance** on how to execute the new One Lenovo VI

Guidance on how to create assets aligned to the **new brand campaign**

A full set of VI assets and guidance **will be released on Digital Brand World in 2Q**. In the interim, all work should follow the VI guidance provided here.

# One Lenovo VI Objective

CREATE A FAMOUS

# One Lenovo

brand identity that reflects a  
**leading global technology solutions company**

## Striking

stand out in any  
environment

## Scalable

convey One Lenovo  
across all current and  
future categories

## Simple

fewer, stronger  
brand elements

## Sustained

long-lived so that it  
can build easy  
recognition

# VI principles guided by a global study

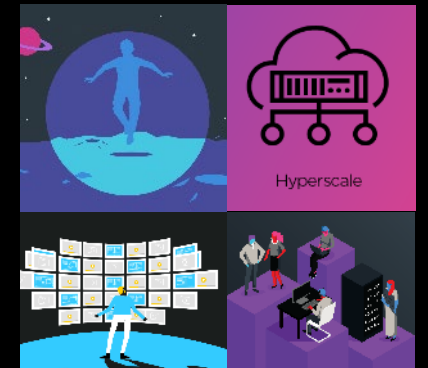
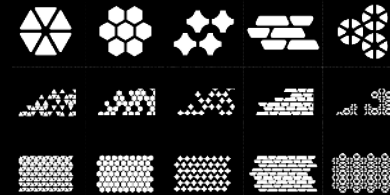
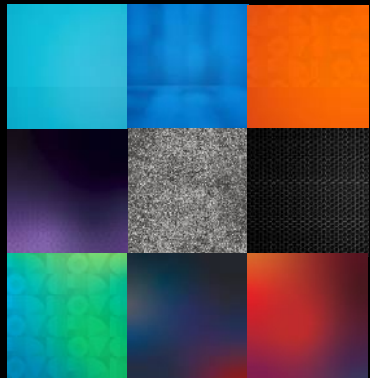
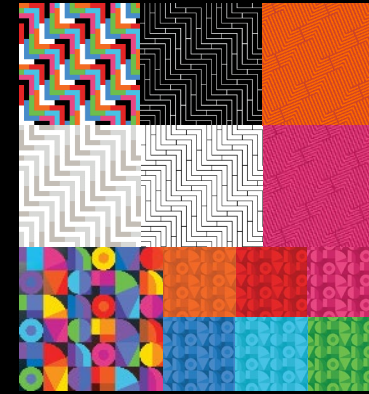
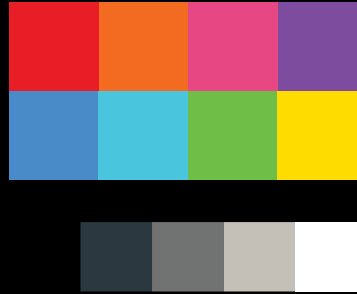
- Must establish **visual consistency** across the brand
- Must be **simple and recognizable**
- Increase our **perception of premium innovation**
- Our red logo is our **most recognized** asset

\* Results and conclusions from Interbrand 6-country survey of 3631 ITDMs, BDs, and TOs and from internal competitor analysis

# Current brand design system: highly complex and varied



Gotham Book  
Gotham Bold  
方正兰亭超细黑  
方正兰亭细黑  
方正兰亭黑  
方正兰亭中黑  
方正兰亭大黑



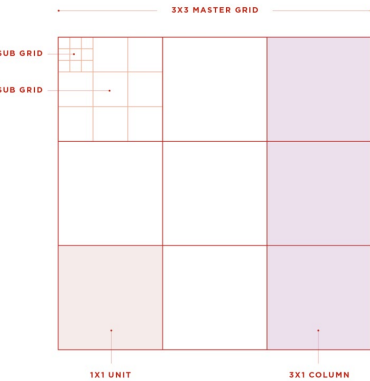
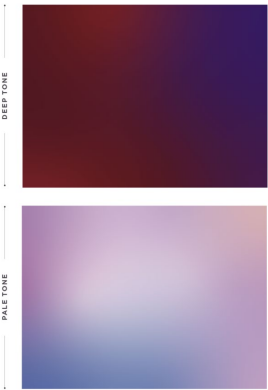
# New brand design elements:

Simplified, strong and recognizable



Gotham Book  
**Gotham Bold**  
 方正兰亭黑  
 方正兰亭大黑

Superior Red	Purple	Blue	Neutral
<p>CMYK: 40/50/0/0                      CMYK: 10/50/0/0                      HEX: #800000</p>	<p>The purple is a harmonious companion to our red and is our connector color to be used by present and all future backgrounds.</p>	<p>The blue is our secondary color used to denote the red and purple. It is vibrant and adds a lot of energy to the quality when used together.</p>	<p>The grey is a collective selection of neutral tones that should only be used when it backgrounds and typography.</p>
<p>CMYK: 80/50/0/0                      CMYK: 20/50/0/0                      HEX: #400000</p>	<p>Deep Purple 1                      CMYK: 40/50/0/0                      CMYK: 20/50/0/0                      HEX: #400040</p>	<p>Deep Blue 1                      CMYK: 40/50/0/0                      CMYK: 20/50/0/0                      HEX: #004040</p>	<p>Black                      CMYK: 50/50/50/50                      HEX: #333333</p>
<p>CMYK: 80/50/0/0                      CMYK: 20/50/0/0                      HEX: #400000</p>	<p>Deep Purple 2                      CMYK: 40/50/0/0                      CMYK: 20/50/0/0                      HEX: #400040</p>	<p>Deep Blue 2                      CMYK: 40/50/0/0                      CMYK: 20/50/0/0                      HEX: #004040</p>	<p>Dark Grey                      CMYK: 20/20/20/20                      HEX: #666666</p>
<p>CMYK: 80/50/0/0                      CMYK: 20/50/0/0                      HEX: #400000</p>	<p>CMYK: 40/50/0/0                      CMYK: 20/50/0/0                      HEX: #400040</p>	<p>CMYK: 40/50/0/0                      CMYK: 20/50/0/0                      HEX: #004040</p>	<p>Light Grey                      CMYK: 10/10/10/10                      HEX: #999999</p>
<p>CMYK: 80/50/0/0                      CMYK: 20/50/0/0                      HEX: #400000</p>	<p>CMYK: 40/50/0/0                      CMYK: 20/50/0/0                      HEX: #400040</p>	<p>CMYK: 40/50/0/0                      CMYK: 20/50/0/0                      HEX: #004040</p>	<p>White                      CMYK: 0/0/0/0                      HEX: #FFFFFF</p>





**Red** becomes our signature color that represents the heart of the company and our passion to deliver smarter technology for all.

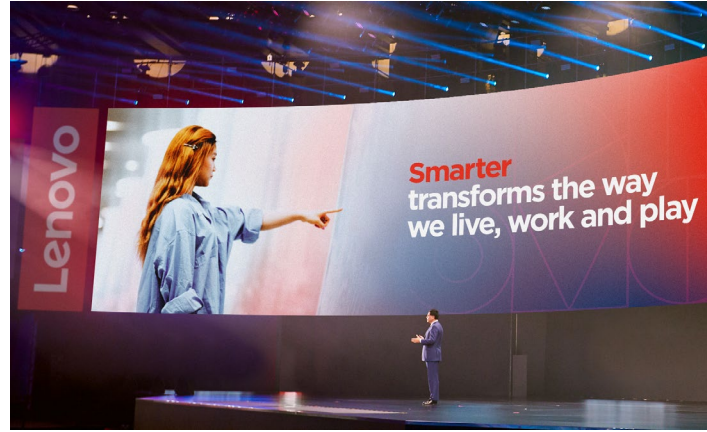






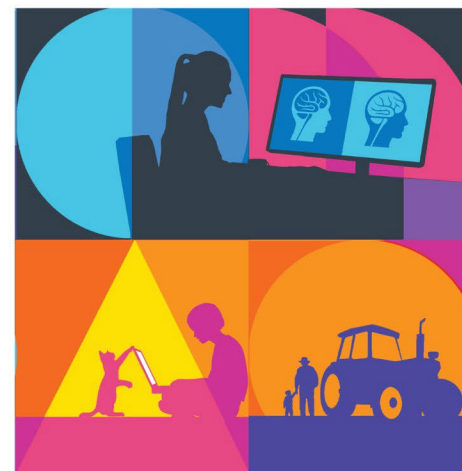
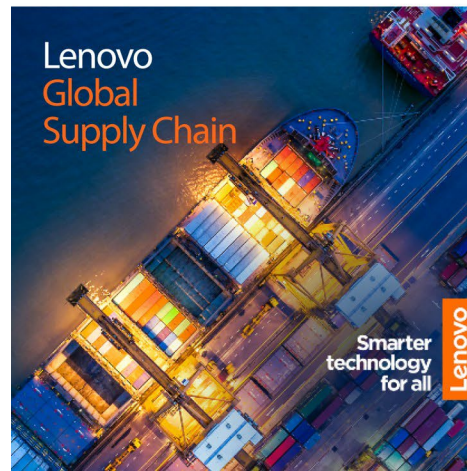
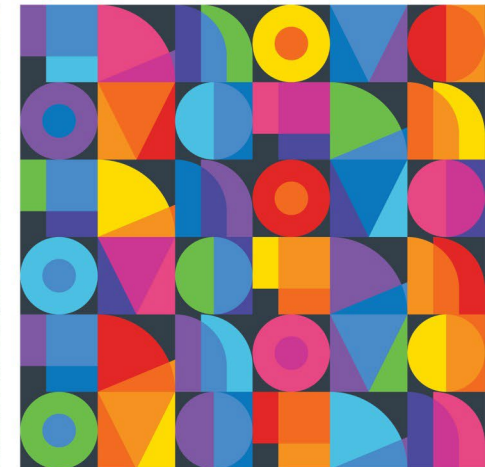
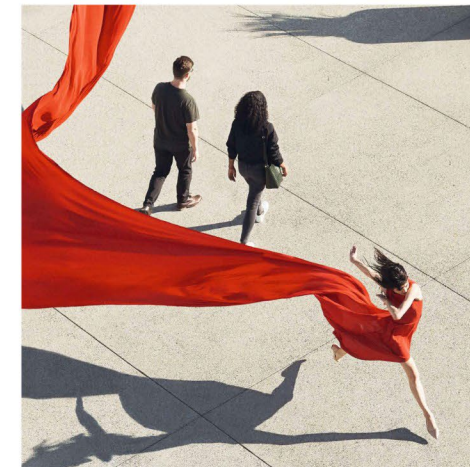
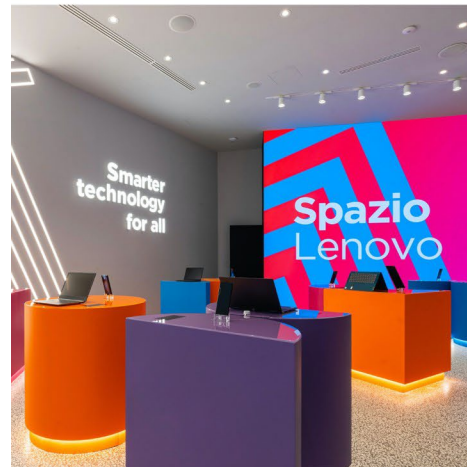


New Brand Touchpoint Examples



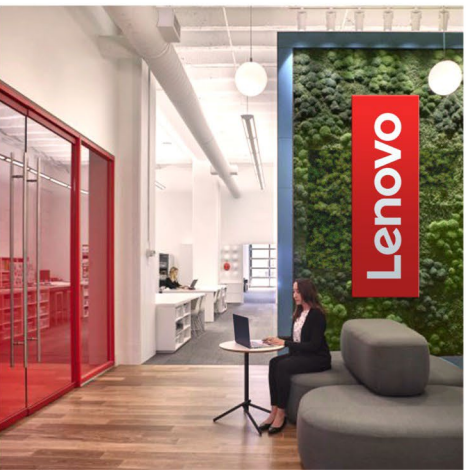
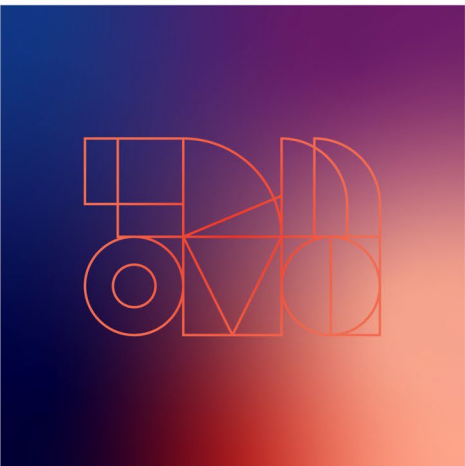
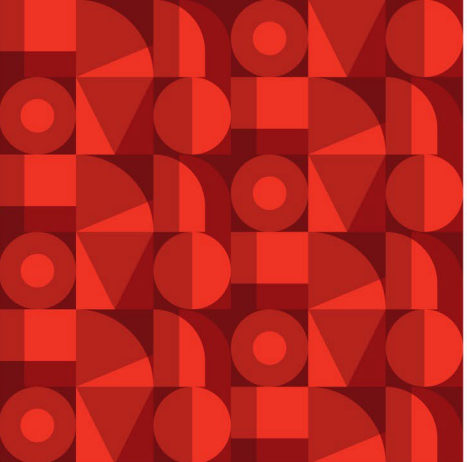
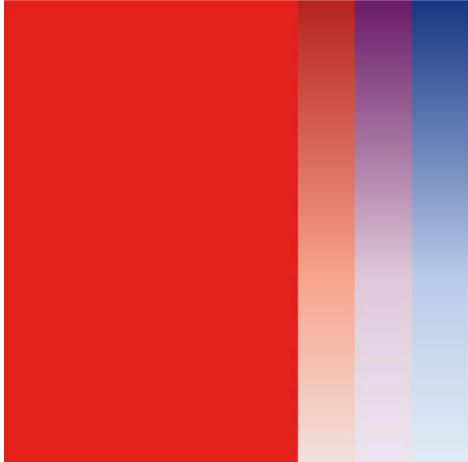


# Lenovo Now





# One Lenovo





**Bringing the  
elements together:**

**One Lenovo VI +  
brand platform**

# Human centered campaign defining elements

Brand vision and tagline

**Smarter technology for all**

Brand tone

Purposeful. Unexpected. Brave.

- There's intention behind everything that we do.
- We don't sound like everyone else.
- We have a point of view.

Brand-to-demand communication platform

It's only smarter if it has a positive human benefit.

Smarter technology = human centered technology.



**Smarter** turns computing into compassion.

[www.lenovo.com/xx](http://www.lenovo.com/xx)

Smarter technology for all **Lenovo**

Processing trillions of data points to help find cures faster



Helping seniors fight loneliness with gaming.

TECHNOLOGY FASHION AGENTS CRITICISM OF FAKE NEWS BY

## BUSINESS & FINANCE

91 Friday, July 16, 2021

**WallStreetBets Creator Looks On in 'Horror'**

**Apple, Facebook Tangle On Privacy**

**Growth Falls in 2020 To Worst Since '40s, But Year Ends Strong**

**AstraZeneca Faces Vaccine Fallout**

**Smarter takes charge of change.**

Introducing **Lenovo TruScale**: a simple, powerful and scalable everything-as-a-service consumption model.

When it comes to business, change is inevitable. Shouldn't you have a technology solution that can change with it? **Lenovo TruScale** helps you achieve your vision by giving you access to powerful, flexible solutions delivered with the simplicity of a scalable consumption model.

From the pocket to the cloud, **TruScale** enables you to adopt technology as a service and gives you peace of mind as you turn your vision into value.

**Lenovo TruScale** Smarter technology for all **Lenovo**

**Smarter** fights global warming with water-cooled servers.

[www.lenovo.com/xx](http://www.lenovo.com/xx)

Smarter technology for all **Lenovo**



# Aligning work to the platform

To align creative to the platform, ask these 3 questions:

- *Does it communicate a clear and positive human benefit for an individual, business, community, or society at large?*
- *Is the benefit believable and compelling?*
- *Does the creative manifest our experience principles (purposeful, unexpected, brave)?*

# Examples of platform articulations in communication

As you adopt the brand-to-demand platform to develop your campaigns based on your priorities and audience insights, here are some thought starter examples from the human centered corporate brand campaign.

Role for 'smarter' in driving a clear positive human benefit	Articulation of the platform in communication	Creative copy example
<b>We are smarter than our problems</b>	Are we smarter than that?	Are we destined to grow old alone, <b>or are we smarter than that?</b>
<b>A more innovative solution</b>	Now that's smarter	Fighting loneliness with a plasma blaster, <b>now that's smarter.</b>
<b>Improved human outcomes</b>	Smarter (makes/takes/creates/does something) ...	<b>Smarter fights</b> loneliness with a plasma blaster.

# Corporate Brand Campaign examples

Tech proof point	Human outcome	Static OOH copy uses 'Smarter'	15s film script uses 'Are we smarter than that?'
Water cooled servers	A greener world	<b>Smarter fights</b> global warming with water cooled servers.	Will snow days be a thing of the past, <b>or are we smarter than that?</b> Fighting global warming with water cooled servers.
Edge servers	Helping the most vulnerable	<b>Smarter turns</b> computing into compassion.	Should where we live determine the care we get, <b>or are we smarter than that?</b> Edge servers support emergency medical aid around the world.
HPC, Analytics & AI, Storage	Fighting disease	<b>Smarter fights</b> disease with data.	Do we have to wait years for a cure, <b>or are we smarter than that?</b> Processing trillions of data points to help find cures faster.
Gaming systems	Fighting isolation in seniors	- <b>Smarter fights</b> loneliness with a plasma blaster. - <b>Smarter fights</b> loneliness with gaming.	Are we destined to grow old alone, <b>or are we smarter than that?</b> Helping seniors fight loneliness with gaming.
Digital workplace solutions	Breaking barriers to opportunity	<b>Smarter breaks down</b> barriers to opportunity.	Should where we are from determine where we work, <b>or are we smarter than that?</b> Digital workplace solutions open doors for anyone, anywhere.
TruScale	Bigger bolder ambitions	- <b>Smarter takes charge</b> of change. - <b>Smarter turns</b> vision into victory. - <b>Smarter untethers</b> you from your tech.	-
F1 partnership: Computing power Performance Partnership	Passion of fans Thrill of the race Uniting everyone	- <b>Smarter turns</b> data into devotion. - <b>Smarter makes</b> the fastest faster. - <b>Smarter unites</b> us.	-



# Considerations and watchouts

- Be deliberate in using 'smarter' by applying the 3 questions outlined earlier.
- Don't change the meaning of smarter. For Lenovo, smarter = human centered. We are not tech for the sake of tech, or innovation for innovation's sake.
- Use the 'One Lenovo' visual identity system
- Help support Lenovo brand consistency and recognition: Do not create new campaign platforms or visual identity elements and systems.

# One Lenovo: Visual identity interim guidance

Lenovo Brand | v1.0 May 2022

Lenovo

## ONE LENOVO: INTERIM VI

### LOGOS

The red logo is our most recognizable visual asset. Our signature red color represents the heart of the company and our passion to deliver smarter technology for all.

The Lenovo logo is constructed of a white wordmark within a red containing shape. The Lenovo logo should appear in red wherever possible to maximize recognition and enable connections to other visual elements through color.

Our palette is designed to elevate the bold expression of our signature red. Only when the legibility of the red containing shape is threatened should an alternate, one color logo (reversed in white) should be used.

#### LENOVO LOGO LOCKUP

The Lenovo logo lockup has been carefully crafted to maximize its impact and reinforce the brand. There are several variations of the logo lockup depending on application, positioning and orientation.

Have questions about the Lenovo logos? Contact [wwbrandcomms@Lenovo.com](mailto:wwbrandcomms@Lenovo.com)

- DO** Use the red logo across all touchpoints except on a red background
- DON'T** Use other color or image infill versions; use the Lenovo wordmark without the containing shape.



#### SIGNATURE RED LOGO

The signature red logo should always be used to showcase Lenovo as a cohesive and unified brand. A variation of the Lenovo logo lockup should be used in all campaign marketing touchpoints except for when a small scale causes legibility concerns.

Clear space



Minimum size



Bottom aligned Lenovo logo lockup



# ONE LENOVO: INTERIM VI

## LOGOS

To maintain our brand and provide flexibility in usage, we have created two primary and two alternate versions of the Lenovo logo lockup.

The primary version incorporates the vertical logo and should be used whenever possible. Use the alternate version when space is restricted.

Always use the available logo files. The 'Smarter technology for all' tagline should never be recreated to align or stack differently. Do not recreate any element of the Lenovo logo lockup.

Have questions about the Lenovo logos? Contact [wwbrandcomms@Lenovo.com](mailto:wwbrandcomms@Lenovo.com)

- DO** Use the vertical logo lockup wherever possible
- DON'T** Recreate any element of the Lenovo logo lockup

### LENOVO LOGO LOCKUP VERSIONS

The signature red logo should always be used to showcase Lenovo as a cohesive and unified brand. A variation of the Lenovo logo lockup should be used in all campaign marketing touchpoints except for when a small scale causes legibility concerns.

#### Primary: Bottom alignment

Use the bottom alignment version when the logo is placed on the bottom half of the composition.



#### Primary: Top alignment

Use the top alignment version when the logo is placed on the top half of the composition.



#### Alternate: Horizontal

Use this version ONLY when a vertical application is not possible because of application size constraints



Reversed (white STFA)





## ONE LENOVO: INTERIM VI

### TYPOGRAPHY

Our personality comes through not just in the words we use, but also in how those words look and feel.

#### CORPORATE TYPEFACE

Our preferred corporate typeface for marketing and external communications is Gotham. It is a modern typeface available in a variety of weights for flexibility of use. Typefaces are software and are licensed per user, and should not be distributed.

We like our letters spaced tight! Use a minimum of -40 letterspacing for headlines and prominent typographic messaging in communication materials.

- DO** Use only approved typefaces
- DON'T** Add special treatments to distort type in any way

# Hello!

This is Gotham Bold. ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdđefghi jklmnopqrsštuvwxyzžБВГГДЂЕЄЖЗСИІЙЈКЛЉМНЊОРСТЋУЎФХЦЦШЩЪЫЬЭЮЯабвггдђеєжзсииійјкљмњопрстћуўфхццшщъыьэюяАВГДЕЗΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩαβγδεζηθικλμνξοπρστυφχψωάΑέΕέΗίϊΐόΟύϋϋΥϚΩĂĀÊÔăâêô1234567890'?"!"(%)[#]{@}/&\<-+÷x=>©\$€£¥¢;,:,\*

This is Gotham Book. ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdđefghi jklmnopqrsštuvwxyzžБВГГДЂЕЄЖЗСИІЙЈКЛЉМНЊОРСТЋУЎФХЦЦШЩЪЫЬЭЮЯабвггдђеєжзсииійјкљмњопрстћуўфхццшщъыьэюяАВГДЕЗΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩαβγδεζηθικλμνξοπρστυφχψωάΑέΕέΗίϊΐόΟύϋϋΥϚΩĂĀÊÔăâêô1234567890'?"!"(%)[#]{@}/&\<-+÷x=>©\$€£¥¢;,:,\*

## Smarter Gotham bold headline

Headline leading is 95% of the type size.  
(Size) x 0.95 = leading

### Subhead set in Gotham book as an example.

Subhead leading is 105% of the type size.  
(Size) = leading

The body copy is set in Gotham Book. Gotham is our corporate typeface. It has many choices and we primarily use two fonts within the typeface family.

Body copy leading is 125% of the type size.  
(Size) x 1.25 = leading

#### ONLINE TYPEFACE

In web applications, the preferred typeface for body copy, titles, and headlines is Montserrat, which has characteristics similar to Gotham. Montserrat is an open-source typeface, making it accessible to all.

## Montserrat Bold Montserrat Regular

If for any reason it's not possible to use Montserrat in an online application, Lato or Arial may be used instead.

#### TYPOGRAPHIC HIERARCHY

A typeface and the choices within can help create levels of hierarchy within a communication.

To drive consistency with our typographic style, our preferred prominent messaging is Gotham Bold in sentence case.

The example to the left uses our two preferred font weights, book and bold, within the Gotham family to create hierarchy.

# ONE LENOVO: INTERIM VI

## BRAND PALETTE

Red represents the passion and the heart of the company.

As our primary color, red should be present in every touchpoint for the Lenovo brand beginning with our signature red logo. Our connector and secondary palettes work to elevate our emphasis on red.

Have questions about the brand palette? Contact [wwbrandcomms@Lenovo.com](mailto:wwbrandcomms@Lenovo.com)

- DO** Use red in every touchpoint
- DON'T** Add any new colors to the brand palette

	Primary	Connector	Secondary	
DEEP TONES	<b>Signature Red</b> PMS: 485C CMYK: 0.95.100.0 RGB: 225.37.27 HEX: #E1251B	<b>Purple</b> The purple is a harmonious companion to our red and is our connector color. It should be present in all Lenovo touchpoints.	<b>Blue</b> The blue is our secondary hue used to elevate the red and purple. It is vibrant and adds a bit off coolness to the palette when used together.	<b>Neutral</b> The gray is a cohesive selection of neutral warm tones that should play a minimal role in backgrounds and typography.
	<b>Deep Red 1</b> PMS: 1815C CMYK: 30.85.59.70 RGB: 100.19.30 HEX: #64131E	<b>Deep Purple 1</b> PMS: 262C CMYK: 58.92.12.54 RGB: 77.20.74 HEX: #4D144A	<b>Deep Blue 1</b> PMS: 2768C CMYK: 100.90.13.71 RGB: 17.24.79 HEX: #TBD	<b>Black</b> CMYK: 30.55.20.95 RGB: 30.01.19 HEX: #1E0013
	<b>Deep Red 2</b> PMS: 7622C CMYK: 16.97.86.54 RGB: 135.28.35 HEX: #871C23	<b>Deep Purple 2</b> PMS: 7657C CMYK: 47.94.0.36 RGB: 122.18.107 HEX: #7A126B	<b>Deep Blue 2</b> PMS: 3584C CMYK: 99.83.0.17 RGB: 41.78.149 HEX: #294E95	<b>Deep Gray</b> CMYK: 20.30.10.75 RGB: 78.68.78 HEX: #4E444E
MID TONES	<b>Mid Red 1</b> PMS: 7620C CMYK: 0.95.94.28 RGB: 184.37.46 HEX: #B8252E			<b>Mid Gray</b> CMYK: 0.0.0.0 RGB: 171.168.177 HEX: #ABA8B1
	<b>Mid Red 2</b> PMS: 7416C CMYK: 0.69.65.0 RGB: 242.106.82 HEX: #F26A52			
	<b>Mid Red 3</b> PMS: 487C CMYK: 0.43.40.0 RGB: 255.185.162 HEX: #FFB9A2			
PALE TONES	<b>Pale Red 1</b> PMS: 7520C CMYK: 04.26.16.0 RGB: 240.199.191 HEX: #F0C7BF	<b>Pale Purple 1</b> PMS: 5165C CMYK: 07.19.02.03 RGB: 217.193.216 HEX: #D9C1D8	<b>Pale Blue 1</b> PMS: 7450C CMYK: 25.13.0.0 RGB: 201.208.240 HEX: #TBD	<b>Pale Gray</b> CMYK: 01.03.01.08 RGB: 230.226.228 HEX: #E6E2E4
	<b>Pale Red 2</b> PMS: 7604C CMYK: 04.12.05.0 RGB: 250.236.235 HEX: #FAECEB	<b>Pale Purple 2</b> PMS: 663C CMYK: 03.06.0.02 RGB: 241.225.237 HEX: #F1E1ED	<b>Pale Blue 2</b> PMS: 649C CMYK: 10.02.0.0 RGB: 234.238.245 HEX: #EAEEF5	<b>White</b> CMYK: 0.0.0.0 RGB: 255.255.255 HEX: #FFFFFF

# ONE LENOVO: INTERIM VI

## COMBINING ELEMENTS

### Creating the right blend of elements to elevate the Lenovo signature red.

#### SMARTER GRADIENTS

Our custom gradients are carefully crafted from our Lenovo brand palette to bring depth and dimension into background applications.

Suggested uses of smarter gradients include dynamic backgrounds:

- Print
- Digital/Video
- Presentations
- Event environments

#### ALPHA BLOCKS

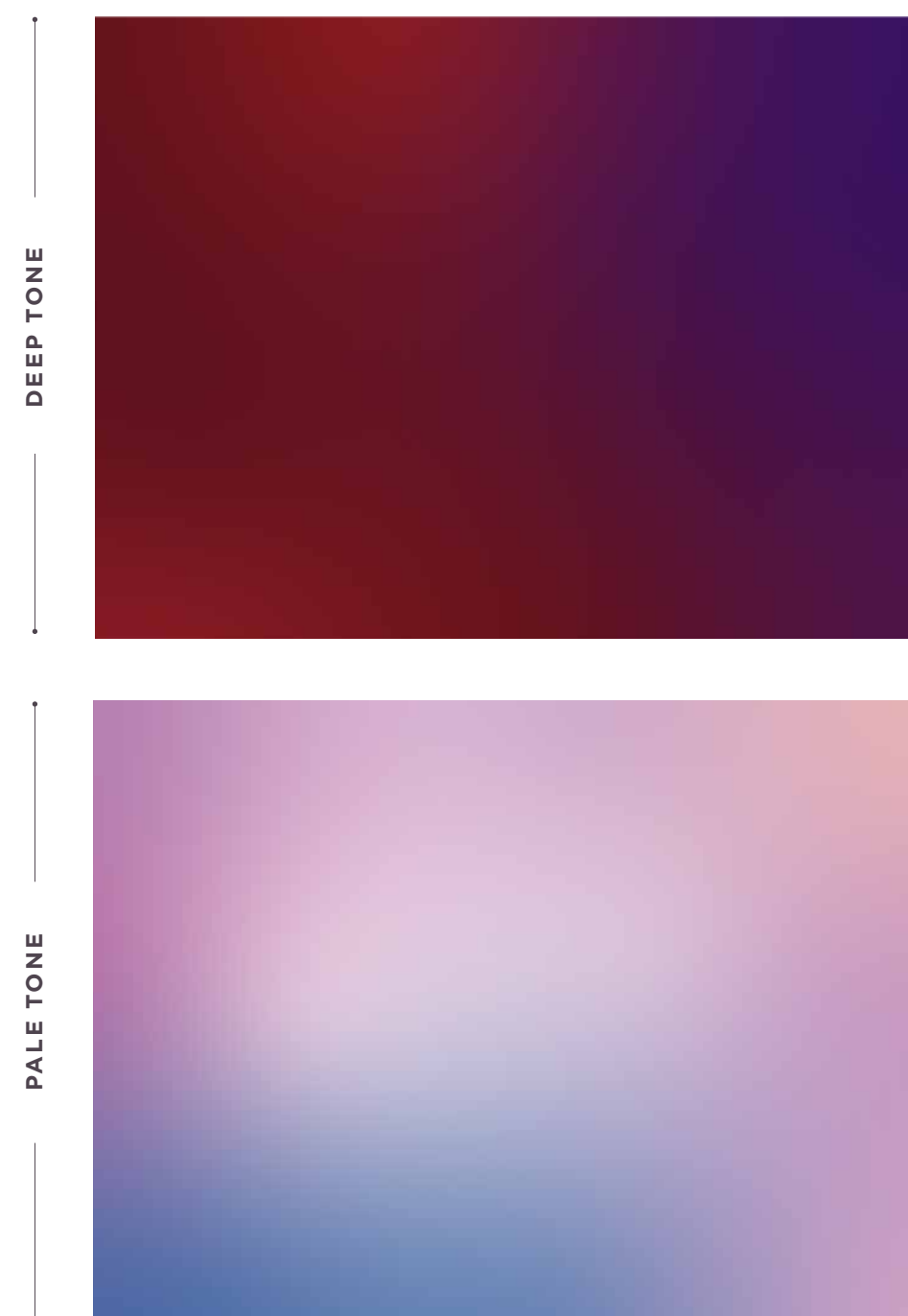
Limited selection of our alpha pattern blocks bring an ownable texture to our backgrounds.

Careful consideration has gone into the selection of the alpha block combinations. Do not create new combinations or apply multiple combinations together.

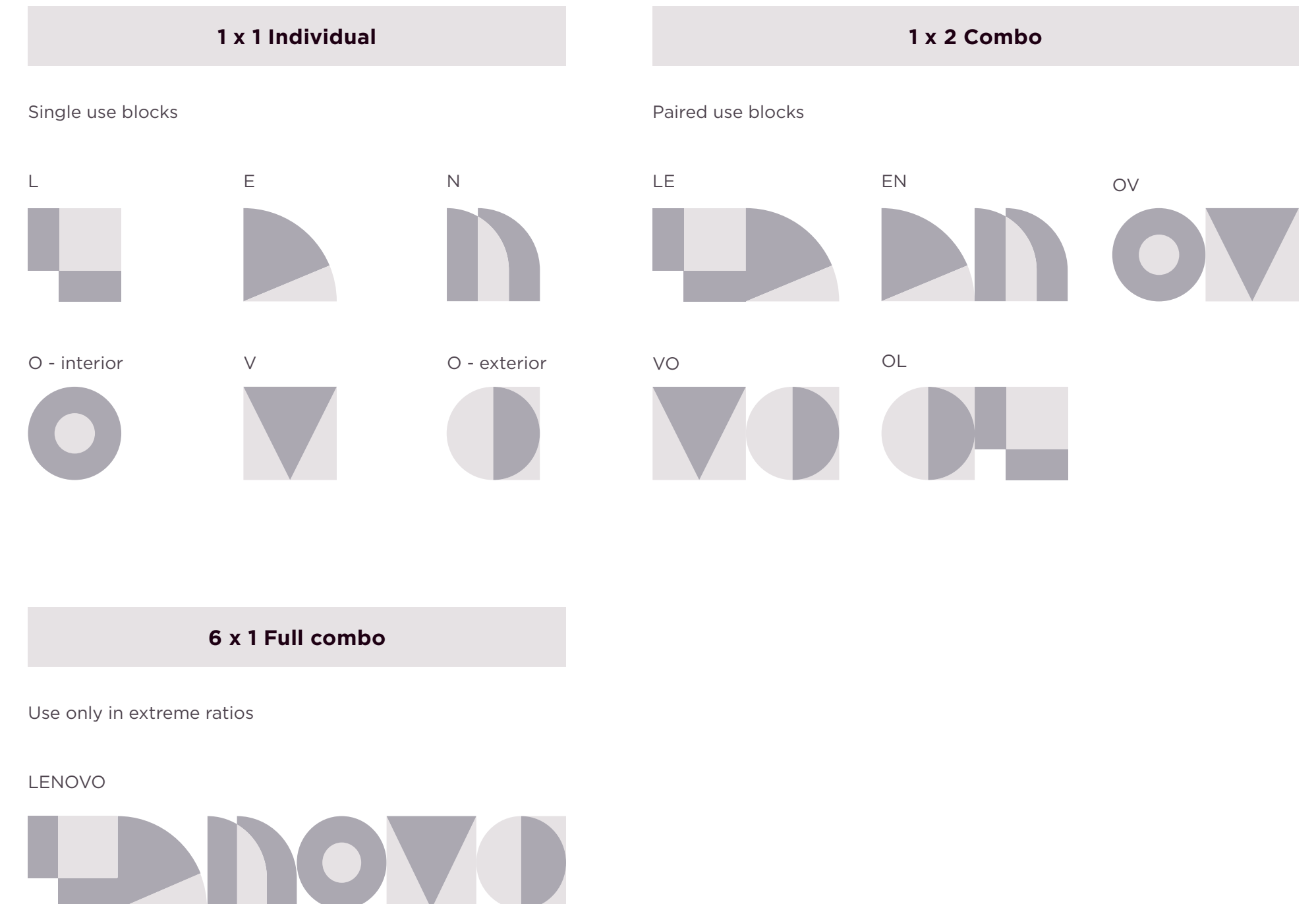
**DO** Use smarter gradient and alpha block combinations to bring depth and dimension to backgrounds

**DON'T** Create any new combinations of color or pattern

#### SMARTER GRADIENTS



#### ALPHA BLOCKS



# ONE LENOVO: INTERIM VI

## ALPHA BLOCKS

The Lenovo alpha pattern was created with the goal to develop a distinct visual language that reflects the modular nature of our business.

### TEXTURAL BACKGROUND

The subtle addition of the alpha pattern in the background adds a unique layer of our visual identity.

Careful consideration has gone into the selection of the alpha block combinations. Do not create new combinations or apply multiple combinations together.

Examples show how to combine these provided assets with our brand palette for successful combinations that showcase the Lenovo brand.

Have questions about the use of the alpha pattern? Contact [wwbrandcomms@Lenovo.com](mailto:wwbrandcomms@Lenovo.com)

- DO** Use the approved alpha block combinations to showcase the Lenovo brand
- DON'T** Create new combinations or apply multiple combinations together

## ALPHA BLOCK BACKGROUNDS

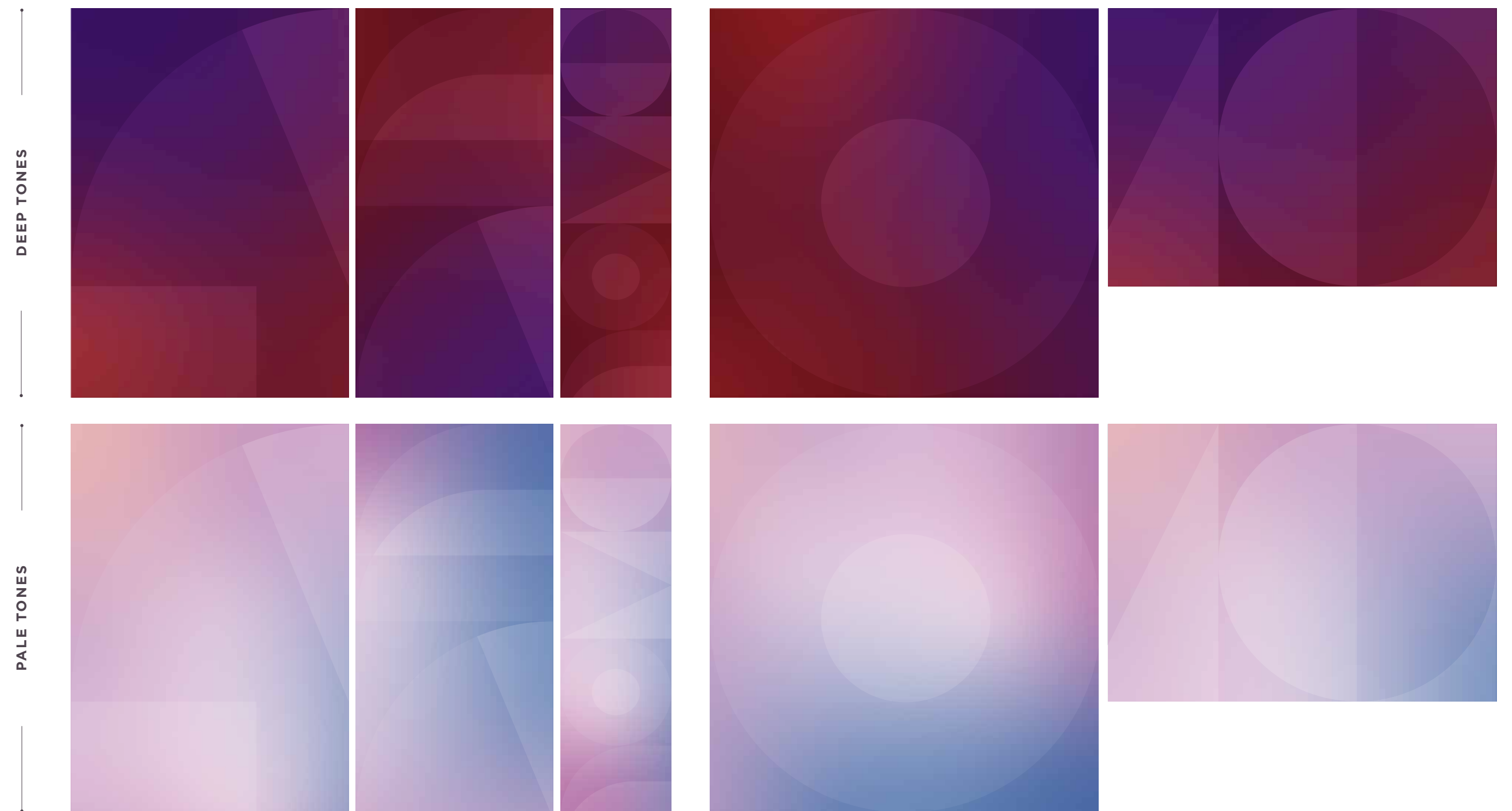
Combining the alpha blocks with our smarter gradients applied as an overlay effect as shown to allow legibility of other elements. Assets are available as Adobe Photoshop layered files, using smart vector objects for maximum scalability.

### Vertical examples

When using multiple blocks vertically, rotate 90 degree counter-clockwise and align the focus alpha block edge to the top of the application. For extreme sizes, use enough blocks to fill edge to edge of the application.

### Horizontal & square examples

When using multiple blocks horizontally, the alpha block height should equal the background height; always align to the right edge of the application. When using a single block, the alpha block height should equal the background height; always align to the right edge of the application.





## ONE LENOVO: INTERIM VI

### LOGO + BACKGROUNDS

Always remember to elevate the Lenovo signature red logo.

#### LOGO PLACEMENT

It is important to be mindful of the placement of the Lenovo signature red logo on backgrounds. Our smarter gradients use the spectrum of red from our palette. For legibility, always place the Lenovo signature red logo on areas of the background that have the least amount of red and focus rather on the purple or blue of our palette.

Have questions? Contact [wwbrandcomms@Lenovo.com](mailto:wwbrandcomms@Lenovo.com)



#### DON'T conceal the Lenovo logo containing shape

Avoid placing the Lenovo signature red logo on areas of our mid red tones or similar color values in our smarter gradients.



#### DO apply deep red, and the purple and blue areas

Rotate and scale the smarter gradient until the background behind the Lenovo signature red logo allows for maximum contrast and legibility.

# ONE LENOVO: INTERIM VI

## GRID SYSTEM

The 3x3 grid is our foundation to constructing consistency.

### MODULAR GRID

Utilizing a grid in our applications will bring structure, efficiency, and continuity.

Our modular grid was created using the proportions of our Lenovo logo, connecting our visual applications back to our most recognizable asset, the logo.

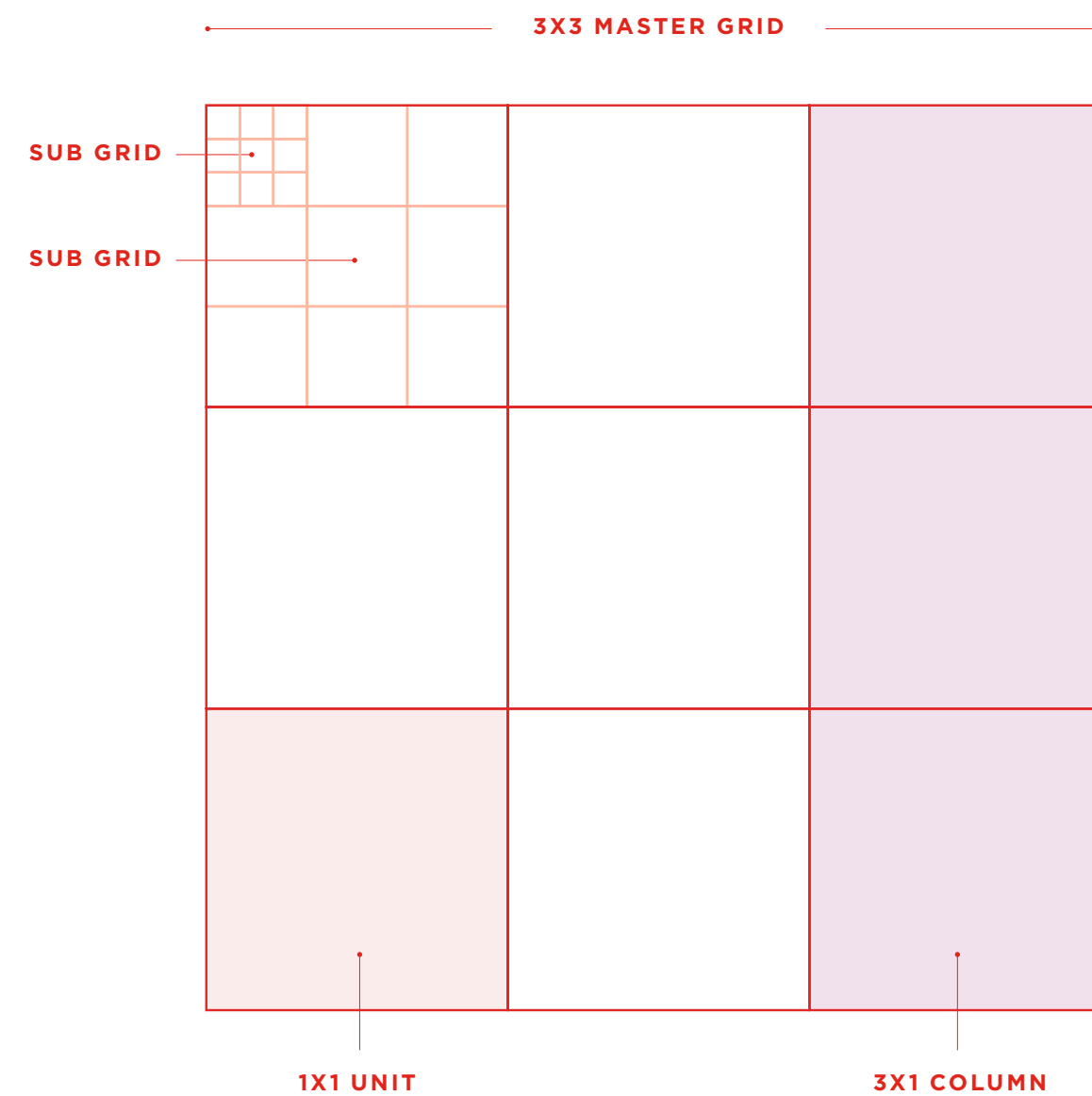
Have questions about the grid system? Contact [wwbrandcomms@Lenovo.com](mailto:wwbrandcomms@Lenovo.com)

- DO** Use the 3x3 master grid system across all assets
- DON'T** Deviate from the grid system

### 1 MASTER GRID

#### ELEMENTS OF THE GRID

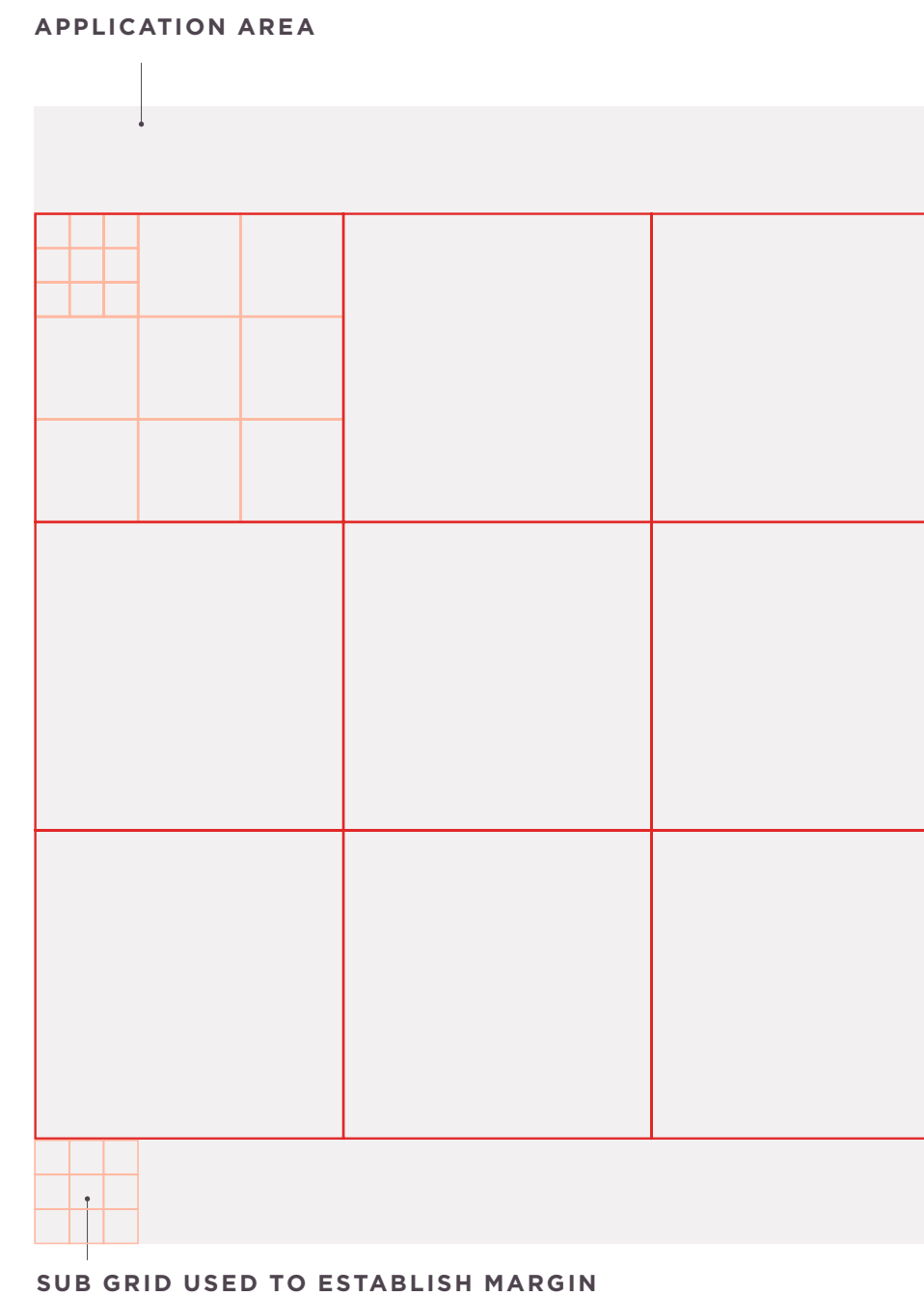
Each master grid can be broken down into three - 3x1 columns. Each column is broken into three squares. Each of those squares is a unit of the grid. Scale the master grid within a single unit to create sub grids for more detailed alignment.



### 2 APPLYING THE GRID

#### HOW TO BEGIN

Position the master grid so it fits within the application area. The master grid can be positioned on an edge or use the sub grids to determine a margin area. Sub grids can also be used to size the Lenovo logo and align content.



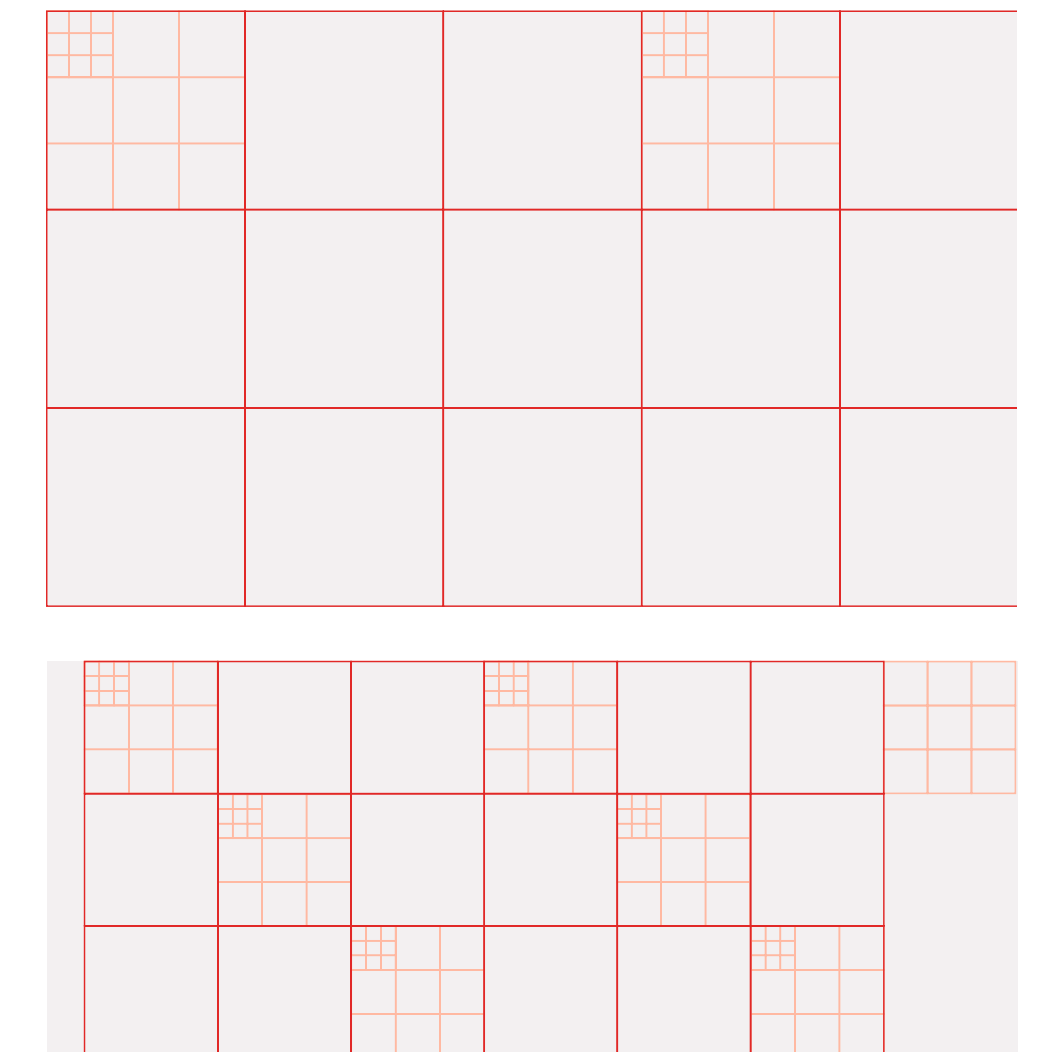
### 3 USING THE GRID

#### ALIGN AND REPEAT

The master grid is a modular system that was created for flexibility. Once the master grid is in place use additional columns to add more structure as needed to the application area.

Additional sub grids can be added to help with object alignment.

#### APPLYING MULTIPLE MASTER GRIDS



# ONE LENOVO: INTERIM VI

## GRID SYSTEM EXAMPLES

### A4 example

- Single master grid
- Sub grid use to create top margin



### 16 x 9 ratio example

- Single master grid + extra 3x1 column
- Sub grid use to create right margin & logo size



### Extreme ratio example

- Single master grid applied to provide comfortable content area
- Sub grid use to align key elements



## ONE LENOVO: INTERIM VI

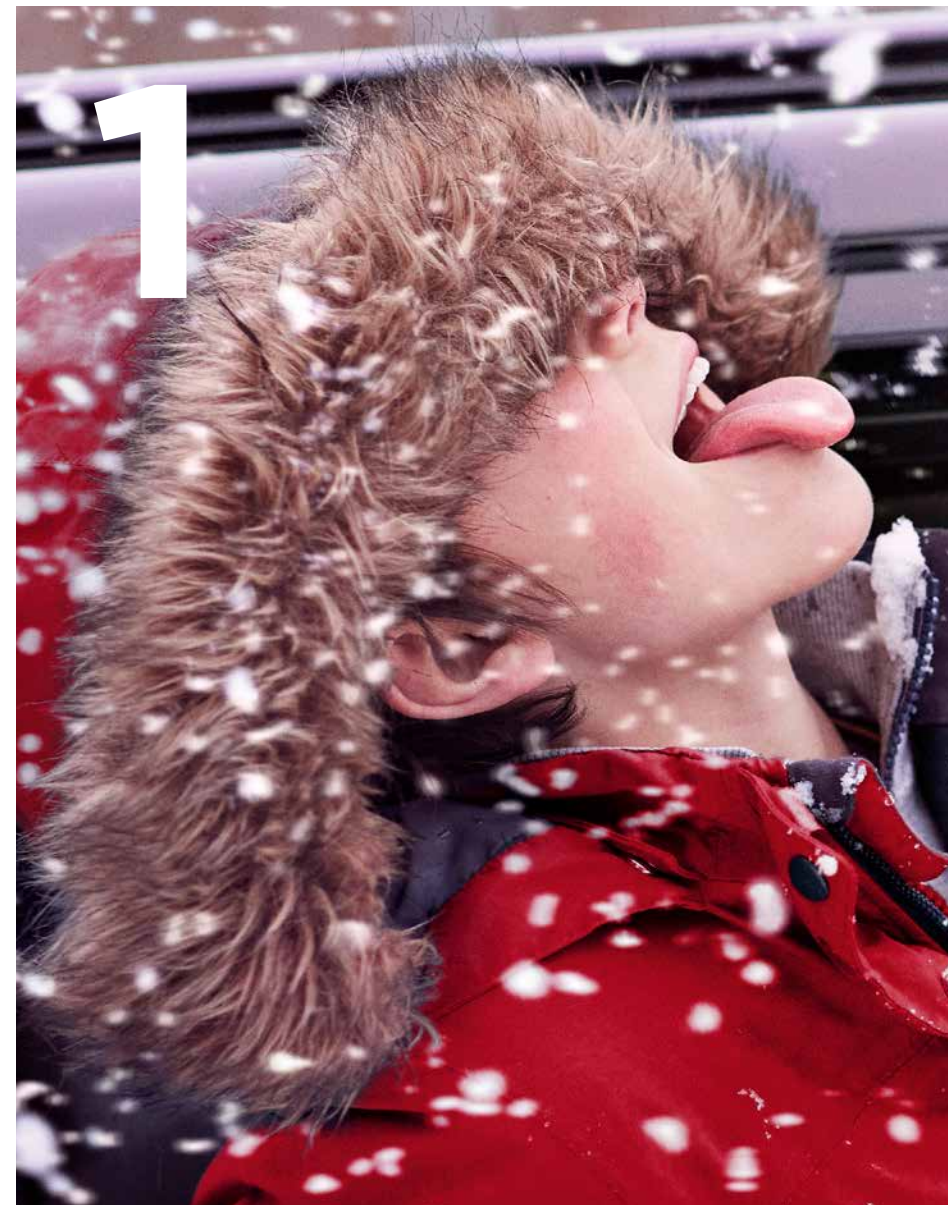
### IMAGERY

Images bring our brand to life. At a masterbrand level we use imagery to help tell stories about Lenovo and communicate our point of view on the world.

#### 1 CAMPAIGN IMAGERY

Primary Focus

An image set that is curated by the Lenovo Brand Team specifically for the F1 and human-centered campaign, audience and the overall objective.



#### 2 BRAND IMAGERY

Secondary Focus

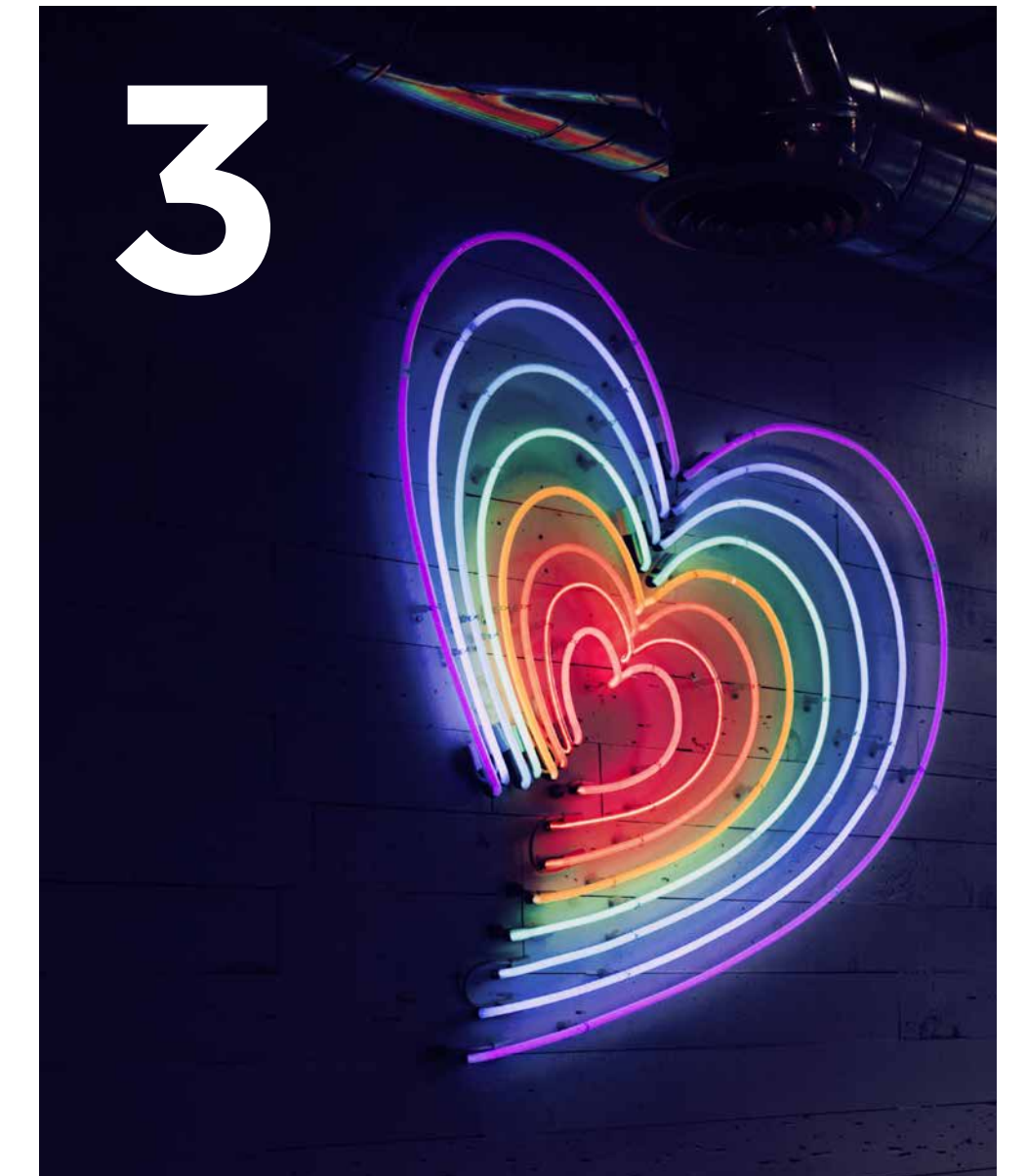
Focused collection of photography retouched by the Lenovo Brand Team that captures the essence of Lenovo's global mission and vision. These images can be found in our [brand image library](#).



#### 3 LIBRARY COLLECTIONS

Tertiary Focus

An extensive library of curated images that support the Lenovo brand attitude of purposeful, unexpected and brave. These images can be found in our [brand image library](#).



AEM Collection / [Brand: One Lenovo](#)



# ONE LENOVO: INTERIM VI

## IMAGE RETOUCHING

Using stock photography outside the Lenovo brand image library is acceptable. Use the following examples as a framework to apply the same adjustments to new purchased stock imagery to align with the Lenovo brand.

### CONSIDERATIONS

Photography representing the Lenovo brand should pay special consideration in connecting back to the Lenovo brand colors. There are several different methods of adjusting imagery:

#### Role of red

Consider the role red will play the image. Will red be added as an accent color to bring focus to an important subject or object; Will the red spectrum replace a dominant color.

#### Brand color

Shift the palette to the Lenovo brand colors with an authentic approach.

#### Balance

Add deeper, richer tones to the neutrals, especially black, can connect the warmth back to our brand palette. Add warmth to greens and cyans in a natural and authentic application to support the role of red.

**DO** Use red thoughtfully to activate a space or draw focus to a subject or object

**DON'T** Apply a flat filter of color to an image

## BEFORE & AFTER EXAMPLES

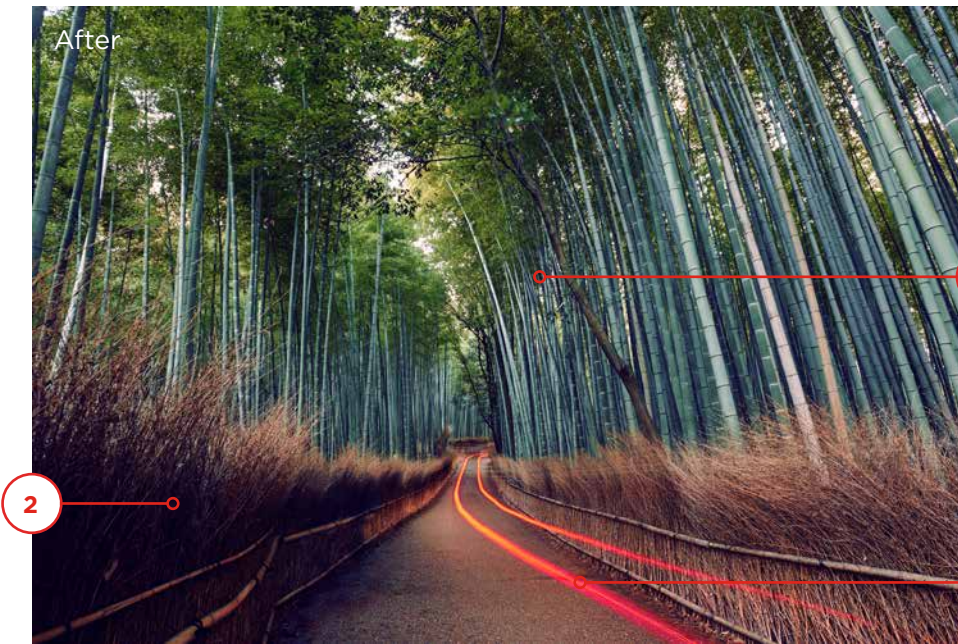
Always consult a professional to help in adjusting stock photography. Never apply a flat filter of color to a photograph that will make the environment feel fake or monotone.

### Example 1



	<b>1 ROLE OF RED</b> Red is used purposefully to draw attention to platform moving toward the cityscape and individual looking out to the horizon.
	<b>2 BRAND COLOR</b> Adjustment of color in photograph to align to brand color palette.
	<b>3 BALANCE</b> Bring a contrasting coolness to the shadows to further emphasize the red landing.

### Example 2



	<b>1 ROLE OF RED</b> Red is used to emphasize the light moving forward along the path.
	<b>2 BRAND COLOR</b> Adjustment of color in photograph to align to brand color palette.
	<b>3 BALANCE</b> Desaturate and add warmth to cyan green & yellow to feel neutral and still authentic to the environment.

### Example 3



	<b>1 ROLE OF RED</b> Desaturate and add warmth to cyan green & yellow to feel neutral and still authentic to the environment.
	<b>2 BRAND COLOR</b> Adjustment of color in photograph to align to brand color palette.
	<b>3 BALANCE</b> Bring additional warmth to environment to support the role of red.



# ONE LENOVO: INTERIM VI

## APPLICATION EXAMPLES

DEEP TONES



**Product focus:** Individual alpha block background used above a horizon line behind a product



**Brand Campaign:** Individual alpha block background + imagery in a split layout



**Campaign, long-form:** Individual alpha block background + imagery in a split layout



**Product Campaign:** 2x1 alpha block background (rotated to read vertical) + imagery + product in a split layout

PALE TONES



**Product focus:** Individual alpha block background used above a horizon line behind a product



**Brand Campaign:** Individual alpha block background + imagery in a split layout



**Campaign, long-form:** Individual alpha block background + imagery in a split layout



**Product Campaign:** 2x1 alpha block background (rotated to read vertical) + imagery + product in a split layout



**thanks.**

**Lenovo**