



LeasePlan

brand evolution toolkit

How to use this toolkit

This is a toolkit not brand guidelines. The purpose of this document is to show how the brand has evolved. It aligns the LeasePlan visual identity back to the core brand characteristics. It's made to guide, inspire and give direction on how to make the best use of our visual identity.

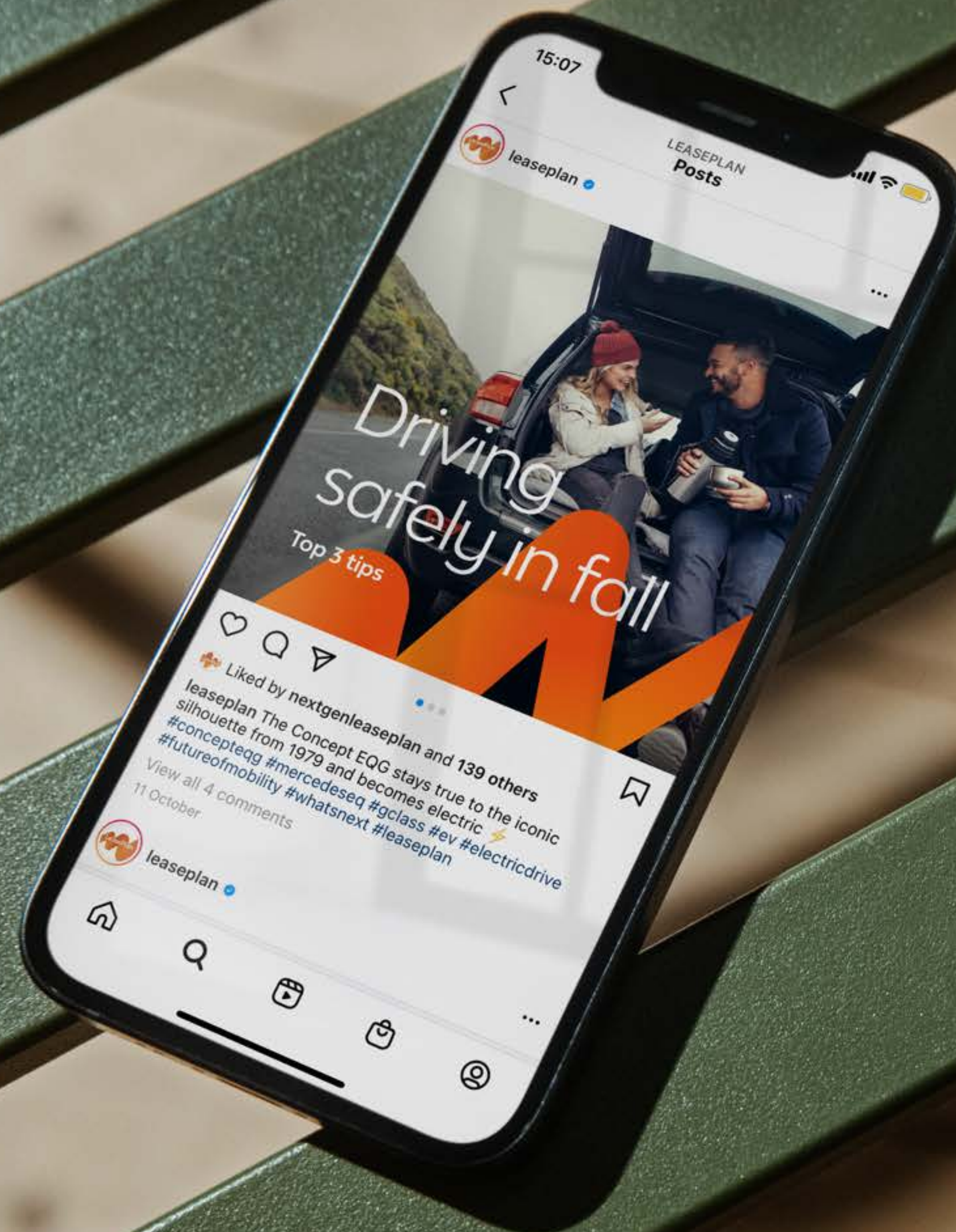
The ultimate
driving experience

Polestar 2



Whats next? leaseplan.com

Offres réservées aux locataires, dont la durée doit être comprise entre 12 et 36 mois. Les offres sont soumises à la validation de LeasePlan. Les offres sont soumises à la validation de LeasePlan. Les offres sont soumises à la validation de LeasePlan.





Scan me

What's next? Join our team

LeasePlan



Adjust your speed, drive slower

Be careful and drive slower on wet roads or roads covered with leaves. It takes longer to brake on slippery roads.



Plan your winter tyre change

With summer in the rear view mirror it is time to plan your tyre change. Change your tyres before the weather gets too wettery.



Be prepared for all weather types

Sun, rain, fog, fall brings all different types of weather. You have kept your headlights clean.

This year drive a Volkswagen ID.3 business lease with 8% tax

- Completely equipped
- 3 versions available
- Delivered this year

What's next? leaseplan.com/nl-nl

LeasePlan

1. Colour and balance

The primary brand colours used within this toolkit are white and mid orange, supported by electric blue with small accents of the fresh green, aqua blue and light grey.

The colour balance example is to be used to keep new designs on-brand colour wise.

Key take-outs:

- Use white confidently
- Always add a touch of orange
- Electric blue is more prominent then before

4. Journey line

The journey line can be used in many different ways. Solid in backgrounds, carrying messages or as a window to place photography in. On photography we're only making use of 'solid' journey lines.

Within this toolkit we've made sure to always keep it recognizable by including a rounded part of the shape and to always use the pre-made journey lines.

2. Typography

The main aspects to keep in mind when looking at typography is the weight of the font in relation to the font size.

The bigger the headers, the lighter the font.
The smaller the headers, the bolder the font.

For large headers we're using 'Regular'
For small headers we're using 'Bold'
For body copy we're using 'Regular'

5. Rounded square

A new addition to the visual identity is the 'rounded square'. Containing sharp and rounded corners. The rounded square allows us to tackle difficult situations such as placing text on photography.

3. Pill shape

The pill shape is the rounded 'friendly' carrier of call-outs and pricing. For the sake of consistency, the ratio of the pill's dimensions should always be the same (i.e. 225 px x 160px onwards "1 : 1.4").

The pill shape can be accompanied by a maximum of 2 streamlines as supporting call outs.

6. Photography

The type of photography used in this toolkit focusses on catching realistic moments. In the photos the focus is on the positive emotions LeasePlan's products and services bring. While most photos have cars or vans in them, people are the stars of the photography.

1. Colour balance

White

Mid orange

Electric blue

Light grey

Fresh green

Aqua blue

2. Typography

LeasePlan
Light

Big

LeasePlan
Regular

The bigger
the header,
the lighter

LeasePlan
Bold

The smaller the header, the bolder

LeasePlan
Regular

The designs within this toolkit all have ‘regular’ for body copy. All body copy is displayed in the colour ‘electric blue’.

3. Pill shape



4. Check lists

- ✓ Completely equipped
 - ✓ 3 versions available
 - ✓ Delivered this year
-
- ✓ Completely equipped
 - ✓ 3 versions available
 - ✓ Delivered this year

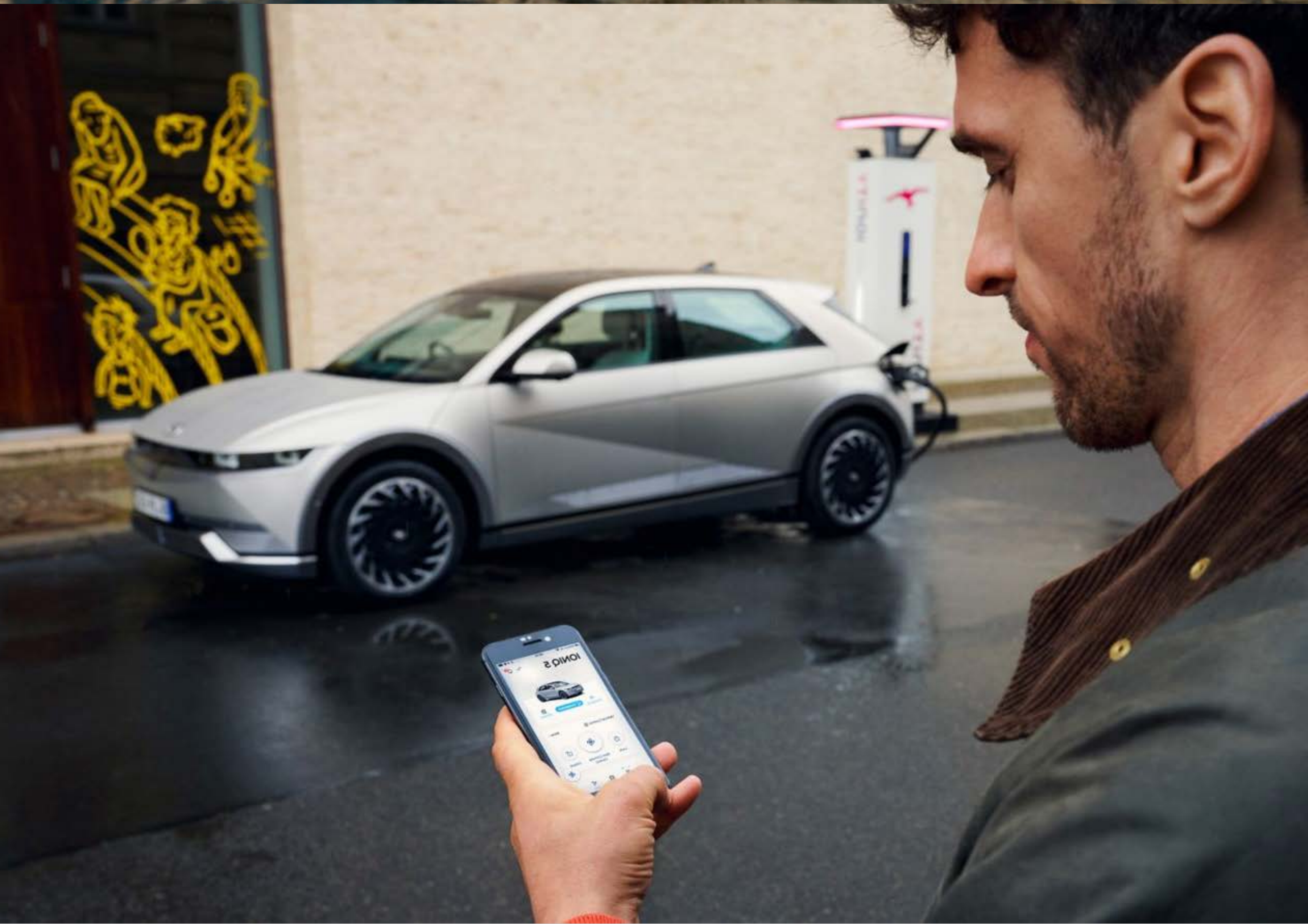
5. Journey line



6. Rounded square



7. Photography




*Images are for inspiration only and not for use in LeasePlan materials






The ultimate
driving experience

Polestar 2



Whats next? leaseplan.com

Offerte finanziarie sono riservate, dipende da approvazione e da variabili commerciali sottostanti alla polizza. Messaggio di natura pubblicitaria nella letteratura sempre puntuale in quanto l'unico valido riferimento con ogni dettaglio di, accuratezza e ogni altro.



What's next?

Driving in winter

Sed ut perspiciatis unde omnis iste
natus error sit voluptatem
accusantium dolo remque tarso los
lasto laudantium.

All weather proof

Sed ut perspiciatis unde omnis iste natus
error sit voluptatem accusantium
doloremque laudantium, totam rem
aperiam, eaque quo quare ob illo
inventore veritatis et quasi architecto,
Sed ut perspiciatis unde omnis iste natus
error sit voluptatem accusantium
doloremque Sed ut perspiciatis unde
omnis iste natus error sit voluptatem

At vero eos et accusamus et iusto odio
dignissimos ducimus qui blanditiis
praesentium voluptatum deleniti atque
consequat quos dolores et quas molestias
excepturi sint occaecati cupiditate non
provident, similique sunt in culpa qui
officiis deserunt nulla ut sint, id est
laborum et dolorum fuga.

**Book
now!**

What's next?
leaseplan.com/nl-nl

Click and Drive



SEAT Arona
1.0 TSI Style 115 cv

€265
per month

Volkswagen
Tiguan Carat
2.0 TDI 150 ch DSG7

€265
per month

Lease is 36 months and 10,000 km a year

Price includes:

- ✓ Maintenance
- ✓ 24/7 assistance
- ✓ Replacement vehicle
- ✓ Guarantee best price

Visit leaseplan.com

Offerte illustrative non vincolante. Sono da prendere come orientamento. Massima di euro 100.000. Offerta valida fino al 31/12/2023. Per maggiori informazioni visitate il sito leaseplan.com



Leasing, whatever, whenever

Benefit
now!



FlexiPlan

Sometimes you need a vehicle that's immediately available and you don't know exactly how long. That is why we have FlexiPlan. A full service vehicle lease that can last for anything between 1 and 24 months

- ✓ Immediately available
- ✓ No early termination costs
- ✓ Always be mobile
- ✓ Full-service leasing

What's next? leaseplan.com/nl-nl



Is your business EV ready?

Running an electric fleet from 2030 will be the norm. Electric vehicles can help you meet your environmental targets, offer lower running costs and reduce emissions. At LeasePlan, we offer a wide range of electric and hybrid vehicles to private individuals and businesses.

Visit leaseplan.com/nl-nl



Scan me



What's next? Join our team





€265
per month

Polestar 2

The ultimate driving experience

Lease is 36 months and 10,000 km a year

Price includes:

- ✓ Maintenance
- ✓ 24/7 assistance
- ✓ Replacement vehicle
- ✓ Guarantee best price

Visit leaseplan.com

Offres réservées aux sociétés, dans la mesure où elles ne sont pas en conflit avec les lois en vigueur. Les offres sont soumises à validation préalable. Les offres sont réservées aux sociétés et ne peuvent pas être combinées avec d'autres offres. Les offres sont réservées aux sociétés et ne peuvent pas être combinées avec d'autres offres.



Make
the switch
to electric

in a
Kia EV6

From
€515,-
per month



LeasePlan
What's next?

- ✓ 12% tax
- ✓ 100% electric
- ✓ Fast delivery
- ✓ €1000 discount

For winter tyres or for charge station



Is your business EV ready?

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For winter tyres or for charge station

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What's next?

Electric vans
are what's
next for cities

[Read whitepaper](#)



Electric vans
are what's
next for cities

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Electric vans
are what's
next for cities

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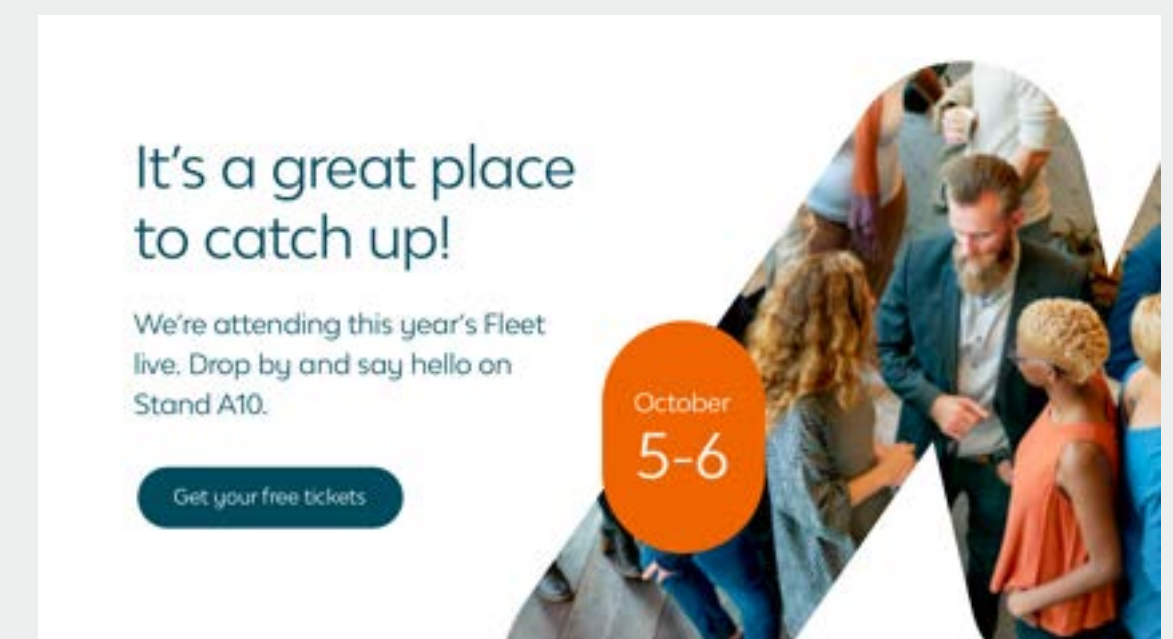


It's a great place
to catch up!

We're attending this year's Fleet
live. Drop by and say hello on
Stand A10.

[Get your free tickets](#)

October
5-6



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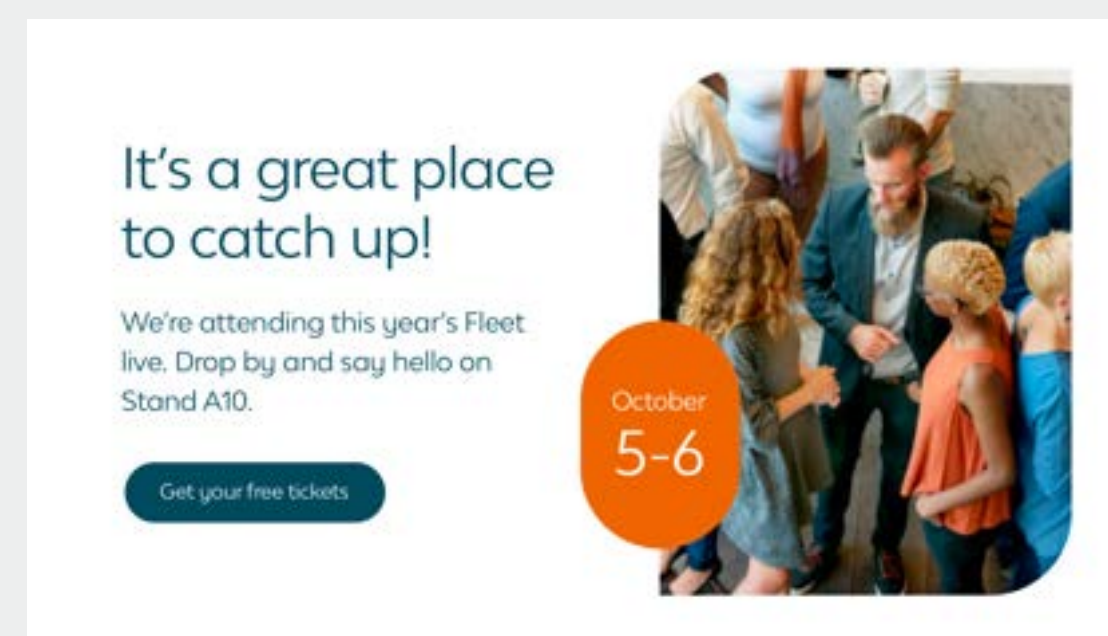


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Healthy businesses
have active fleet
safety programmes

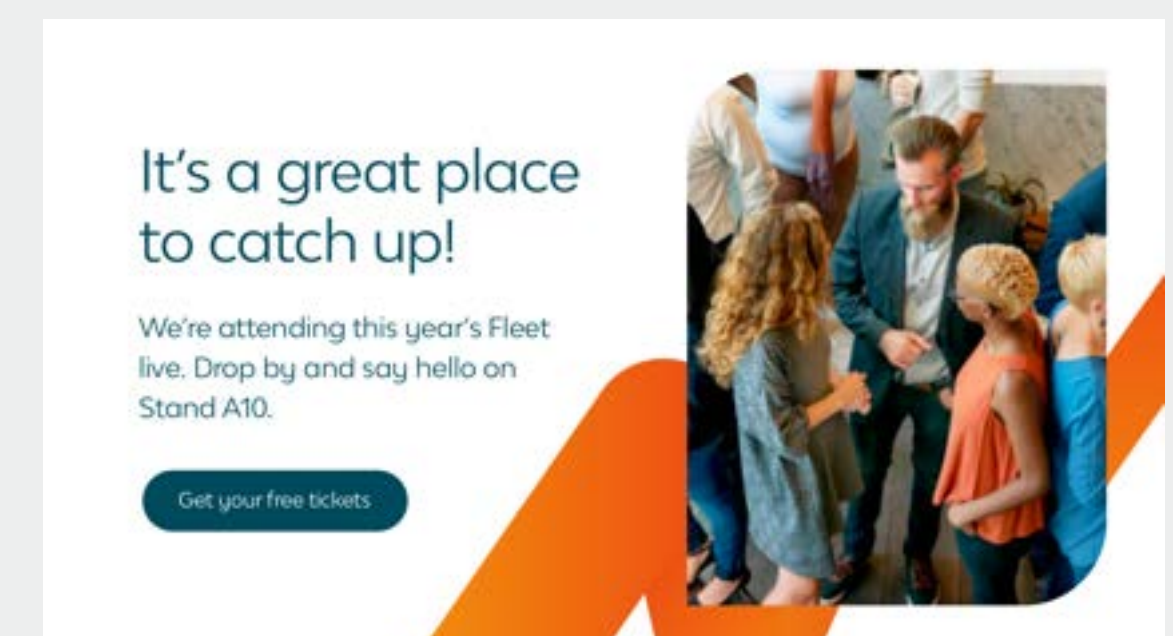
[Read whitepaper](#)

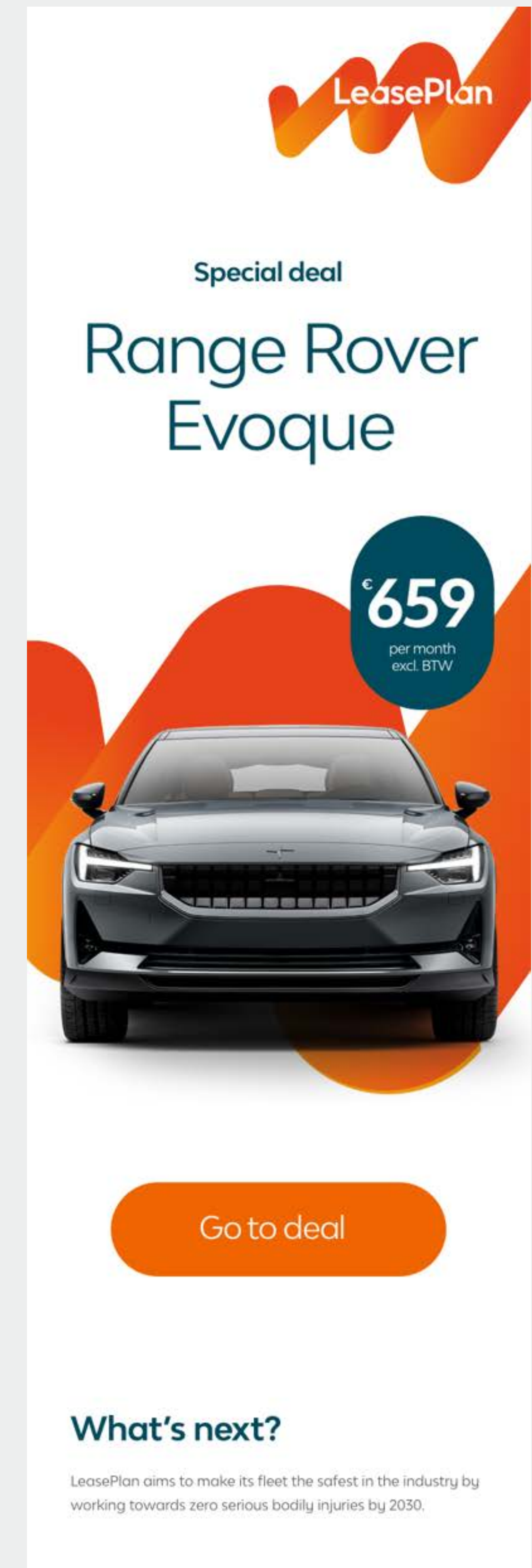
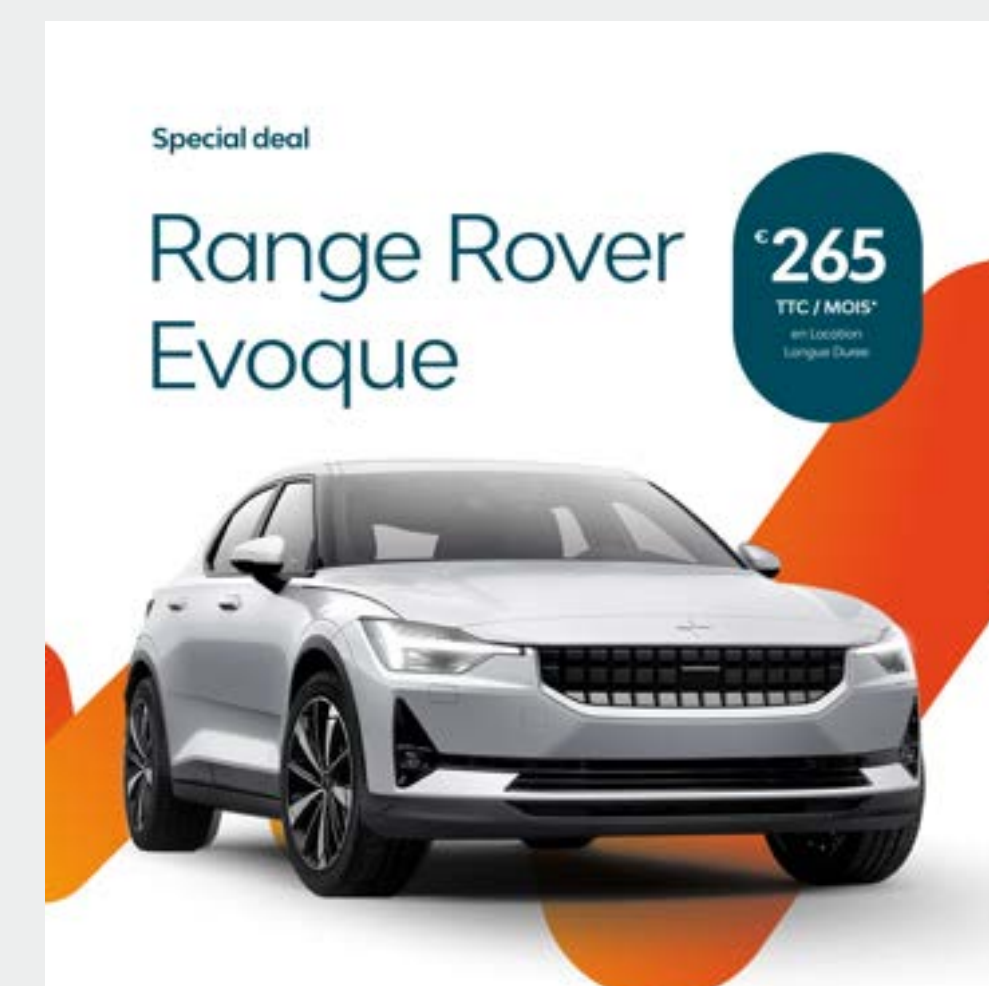
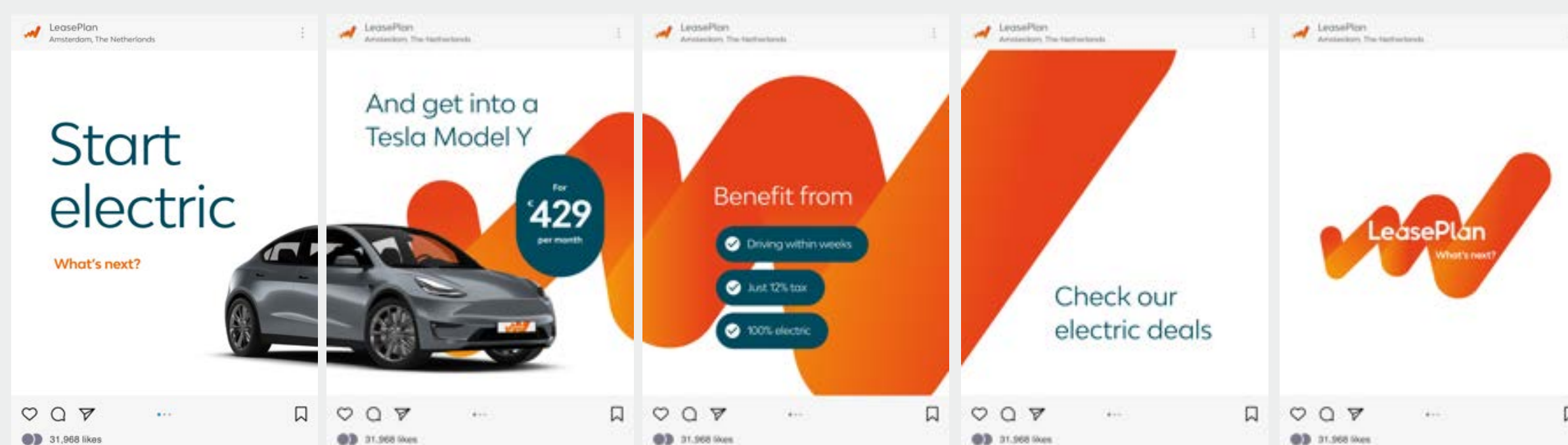
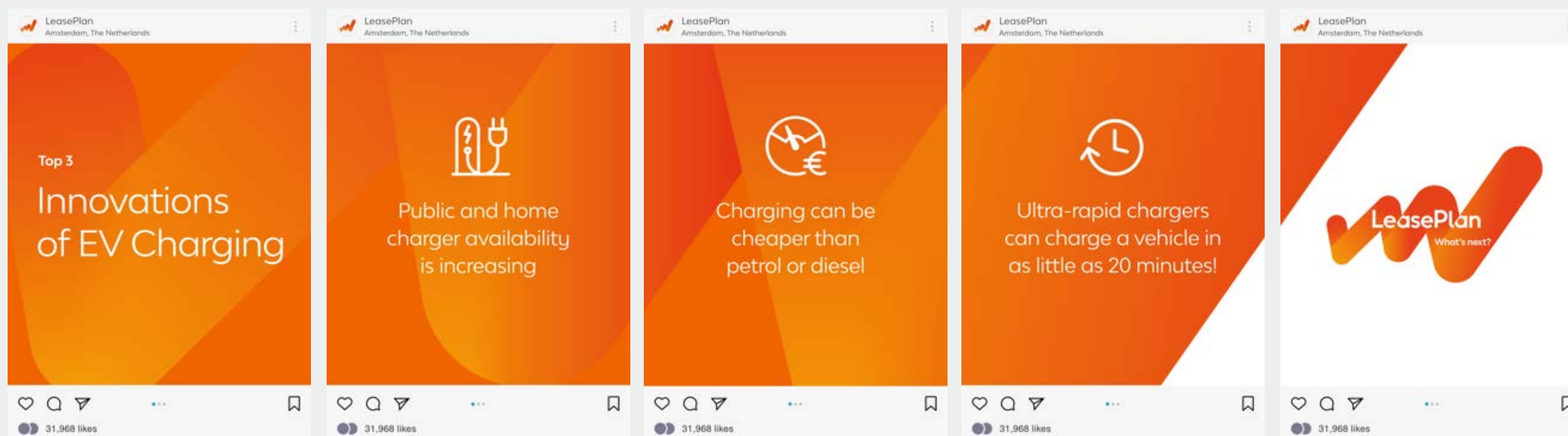


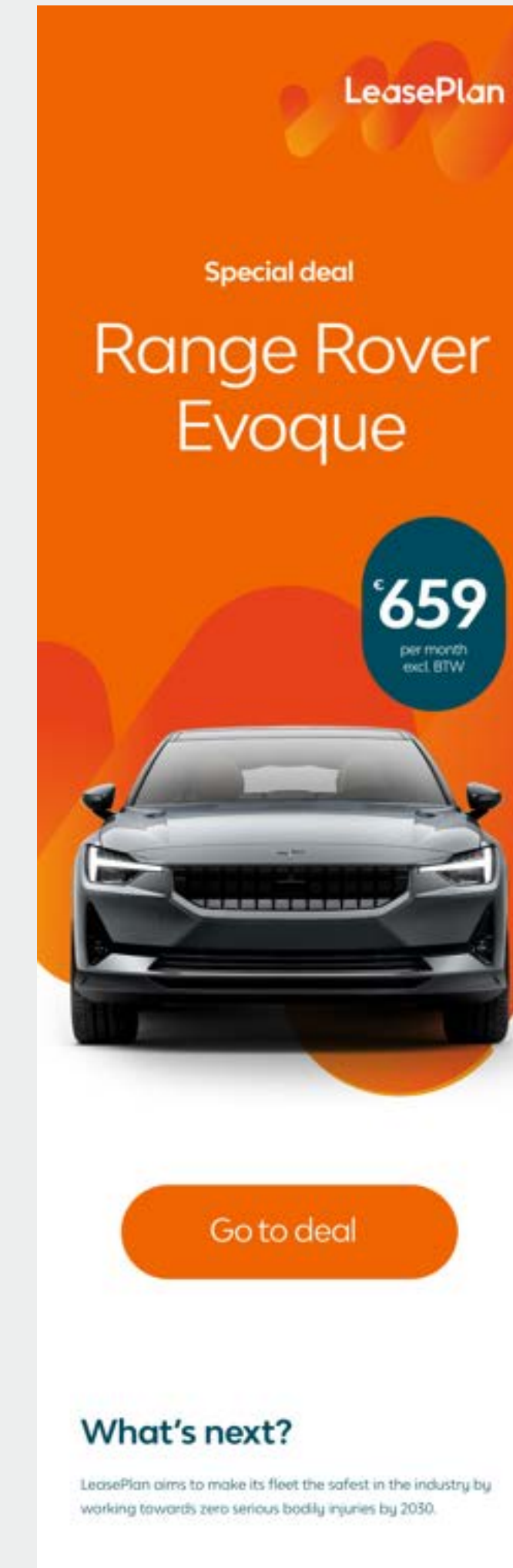
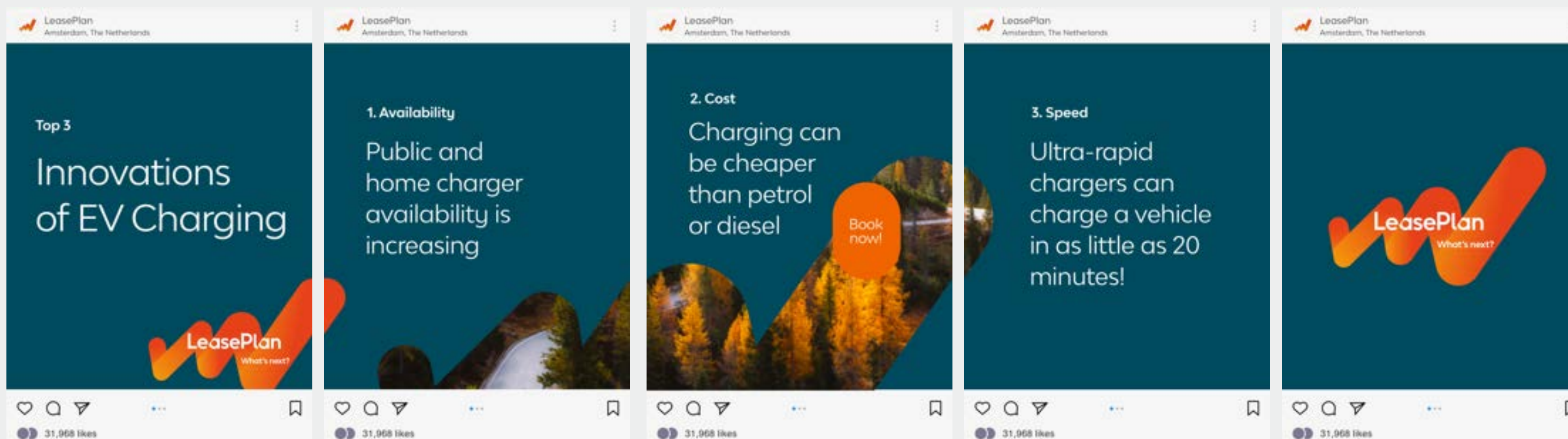
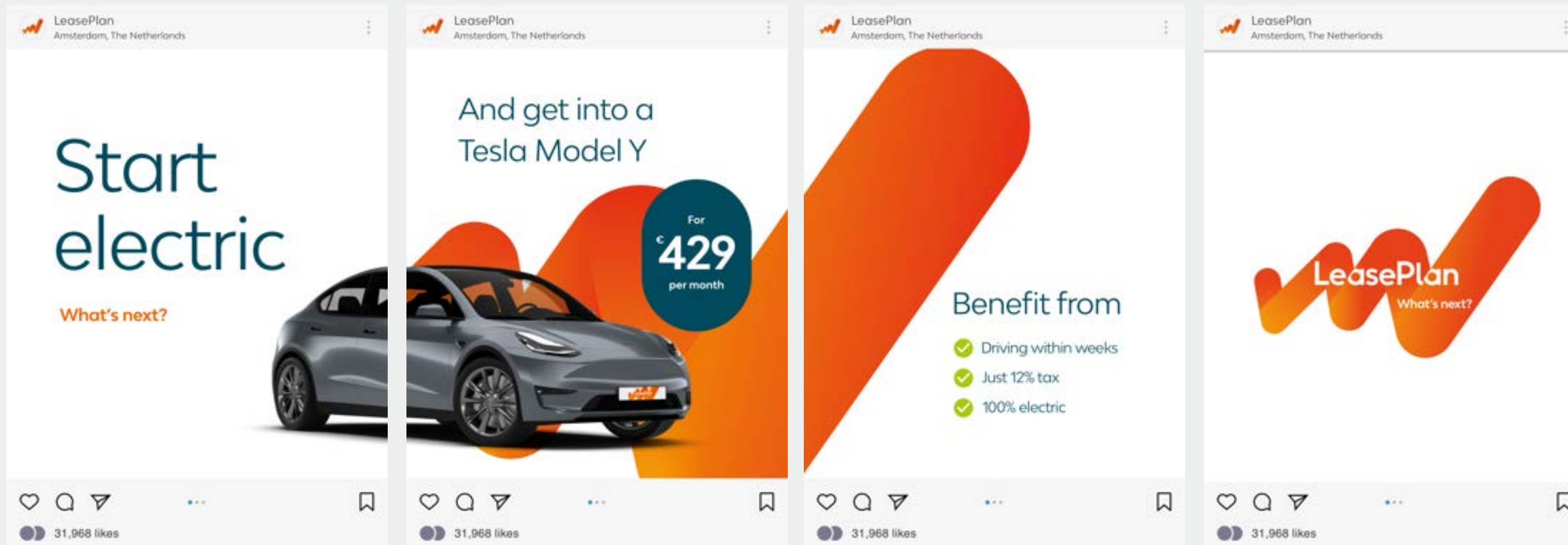
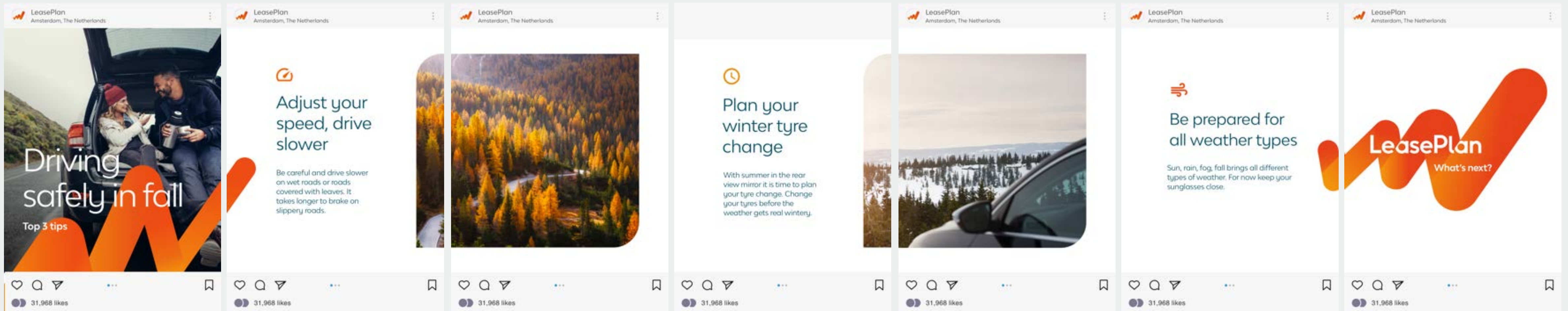
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549

€430 p/m

Meet the impressive Hyundai Ioniq 5

- ✓ Edgy 80s-retro styling
- ✓ 800 volt + solar roof recharging
- ✓ 450 km expected range

[FIND OUT MORE →](#)

Delayed delivery due to chip shortage →

Lease a

What are you looking for?

Start leasing

- [Find your ideal vehicle](#)
- [The benefits of leasing](#)
- [Lease or buy](#)
- [Fleet solutions](#)


Fleet management

Support & contact


[Support & contact](#)

- ✓ 50+ years experience
- ✓ Maintenance & service included
- ✓ Lowest price guaranteed


Find your ideal lease vehicle



Electric



Premium





Our best deals

Best deal

Flex plan


549

€430 p/m

BMW 1 Series


120D Xdrive




Fiat

1.0 Fire

Self service for drivers




Maintenance & repairs



Accident

[repairs](#)
[dan](#)


What's next?



FlexiPlan for companies

When the future is uncertain, flexibility is the best plan. Freedom to come and go. And stop whenever you want.


[ENJOY FLEXIBILITY >](#)



#NoStress Plan

- ✓ Never
- ✓ Best p
- ✓ Early r situati





[UNWIN](#)



What's next?

- [Business Lease](#)
- [Private Lease](#)
- [Used cars](#)
- [Fleet management](#)
- [Drivers](#)
- [About us](#)
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[Our vehicles](#)[Leasing with LeasePlan](#)[Driver support](#)

Meet the impressive Hyundai Ioniq 5

✓ Edgy 80s-retro styling

✓ 800 volt + solar roof recharging


✓ 450 km expected range




FIND OUT MORE →

519

€430

p/m





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[Our vehicles](#)[Leasing with LeasePlan](#)[Driver support](#)


Meet the impressive Ioniq 5




FIND OUT MORE →

519

€430

p/m





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[Our vehicles](#)[Leasing with LeasePlan](#)[Driver support](#)

Meet the impressive Kia EV6

✓ Up to 528 km driving range

✓ Ultra-fast charging power


✓ Dynamic and even a bit futuristic




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519

€430

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Meet the impressive Kia EV6




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Meet the impressive Hyundai Ioniq 5

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✓ 800 volt + solar roof recharging

✓ 450 km expected range

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519

€430

p/m

Delayed delivery due to chip shortage →

Lease a commercial vehicle →

Compare the latest eSUVs →

What are you looking for?

Start leasing

Find your ideal vehicle

The benefits of leasing

Lease or buy

Fleet solutions

Service & support

Maintenance & repairs

Accidents & damage

Tyres

Contact us

What's next?

Electric driving

Get inspired

Featured vehicles

Local content

✓ 50+ years experience ✓ Maintenance & service included ✓ Lowest price guaranteed

Find your ideal lease vehicle

Electric

Premium

Family

Used car

City car

Van

Or tell us what you're looking for

SEARCH

Our best deals

Best deal

Flex plan

519

€430

p/m

BMW 1 Series
120D Xdrive

Best deal

519

€162

p/m

Fiat Tipo
1.0 Firefly Turbo

Best deal

No Stress Plan

519

€149

p/m

Only 3 left
SEAT Arona
1.0 Ecosti Style Business

Self service for drivers

Electric

Premium

Family

Used car

City car

Van

Or tell us what you're looking for

SEARCH

Our best deals

Best deal

Flex plan

519

€430

p/m

BMW 1 Series
120D Xdrive

Best deal

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p/m

Fiat Tipo
1.0 Firefly Turbo

Best deal

No Stress Plan

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p/m

Only 3 left
SEAT Arona
1.0 Ecosti Style Business

Self service for drivers

Maintenance & repairs

Accidents & damage

Order & delivery

Vehicle return

FAQs

What's next?

FlexiPlan for companies
When the future is uncertain, flexibility is the best plan.
ENJOY FLEXIBILITY →

#NoStressPlan
✓ Never without a car
✓ Best price on the market
✓ Early returns free of charge, if the situation requires
UNWIND & DRIVE →

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Business Lease

Overview

Our vehicles

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Used cars

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p/m



BMW 1 Series
120D Xdrive

Best deal

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€162
p/m



Fiat Tipo
1.0 Firefly Turbo

Best deal

No Stress Plan

549
€149
p/m



Only 3 left
SEAT Arona
1.0 Ecotsti Style Business

Best deal

549
€749
p/m



Tesla Model 3
Long Range Dual Motor AWD

Best deal

549
€430
p/m



BMW 1 Series
120D Xdrive

Best deal

549
€162
p/m



Fiat Tipo
1.0 Firefly Turbo

Best deal

549
€149
p/m



Only 3 left
SEAT Arona
1.0 Ecotsti Style Business

Best deal

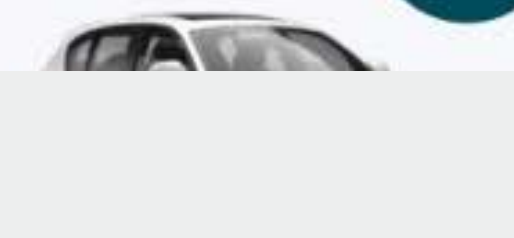
549
€749
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Tesla Model 3
Long Range Dual Motor AWD

Best deal

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€430
p/m



BMW 1 Series
120D Xdrive

Best deal

549
€162
p/m



Fiat Tipo
1.0 Firefly Turbo

Best deal

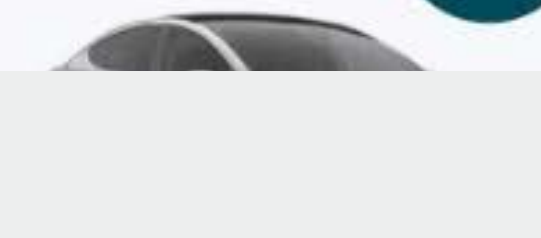
549
€149
p/m



Only 3 left
SEAT Arona
1.0 Ecotsti Style Business

Best deal

549
€749
p/m



Tesla Model 3
Long Range Dual Motor AWD

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Find your ideal lease vehicle



Or tell us what you're looking for...

Business | Private | Make & model | Price | Lease options | Fuel type | Body type | More filters

Our best deals

Most relevant



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BMW 1 Series 120D Xdrive | Fiat Tipo 1.0 Firefly Turbo | Only 3 left SEAT Arona 1.0 Ecotsti Style Business | Tesla Model 3 Long Range Dual Motor AWD



BMW 1 Series 120D Xdrive | Fiat Tipo 1.0 Firefly Turbo | Only 3 left SEAT Arona 1.0 Ecotsti Style Business | Tesla Model 3 Long Range Dual Motor AWD



BMW 1 Series 120D Xdrive | Fiat Tipo 1.0 Firefly Turbo | Only 3 left SEAT Arona 1.0 Ecotsti Style Business | Tesla Model 3 Long Range Dual Motor AWD

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What's next?

- Business Lease**
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 - Fleet & assets
 - Leasing vs buying?
 - Why LeasePlan?
- Private Lease**
 - Overview
 - Our vehicles
 - Fleet & assets
 - Why LeasePlan?
 - Used cars
- Used cars**
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 - Leasing vs buying?
- Fleet management**
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Business Private Make & model Price Lease options Fuel type Body type More filters

Our best deals

Great cars for an even better price

- ✓ Super sharp prices
- ✓ Most popular options included
- ✓ Quick delivery

TELL ME MORE →



BMW 1 Series
120D Xdrive



Fiat Tipo
1.0 Firefly Turbo



Only 3 left
SEAT Arona
1.0 EcoSti Style Business

Flexible leasing

All the benefits of leasing + extra freedom

- ✓ 1-12 months
- ✓ Cancel anytime without penalty
- ✓ Quick delivery

TELL ME MORE →



Premium
Jaguar i-pace
Or similar



Compact
Kia Picanto
Or similar



Economy
Skoda Octavia
Or similar

LeasePlan Find your ideal lease vehicle

Electric Premium Family Used car City car Van

Search

Business Private Make & model Price Lease options Fuel type Body type More filters

Our best deals

Great cars for an even better price

- ✓ Super sharp prices
- ✓ Most popular options included
- ✓ Quick delivery

TELL ME MORE →

BMW 1 Series 120D Xdrive €430 p/m

Fiat Tipo 1.0 Firefly Turbo €162 p/m

Only 3 left SEAT Arona 1.0 EcoSti Style Business €149 p/m

Flexible leasing

All the benefits of leasing + extra freedom

- ✓ 1-12 months
- ✓ Cancel anytime without penalty
- ✓ Quick delivery

TELL ME MORE →

Jaguar i-pace Or similar €980 p/m

Kia Picanto Or similar €245 p/m

Skoda Octavia 1.0 petrol €345 p/m

Popular makes

Volkswagen Citroën Renault BMW Toyota

Go electric

Better for the planet, better for you

- ✓ Lowest monthly payments
- ✓ Low running costs
- ✓ Low tax rates

TELL ME MORE →

Peugeot 208 €492 p/m

Renault Zoe Business €506 p/m

Nissan Leaf 40 kWh €518 p/m

Get inspired

Safest in class Go green Drive in style Roadtrip Be different

Top 10 lease cars

The most popular lease cars right now

- ✓ Super sharp prices
- ✓ Most popular options included
- ✓ Quick delivery

TELL ME MORE →

Volkswagen Golf 250d Business Design €430 p/m

Kia Sportage Design DCi €314 p/m

Audi A3 Sportback 1.9 TFSI €419 p/m

Used cars

High quality used lease vehicles for attractive prices

- ✓ High quality used lease vehicles
- ✓ Lowest monthly prices
- ✓ Guaranteed for lease vehicles
- ✓ Quick delivery

TELL ME MORE →

Peugeot 208 1.6 115kWh €357 p/m

Nissan X-trail Business €289 p/m

Volkswagen Golf 2.0 TSI €259 p/m

What's next?

Business Lease Private Lease Used cars Fleet management

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Our vehicles

Leasing with LeasePlan

Driver support

Meet the impressive Kia EV6

✓ Up to 528 km driving range

✓ Ultra-fast charging power


✓ Dynamic and even a bit futuristic

FIND OUT MORE →

519

€430

p/m





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Our vehicles

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👤


☰


Small cars,
big savings


Discover the best city cars for your budget

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Our vehicles

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Driver support

🔍

👤

☰

All new
MyLeasePlan
app

Driver service & support at your fingertips

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