

A woman and a young girl are sitting on a grassy field, seen from behind. The woman is wearing a white t-shirt and sunglasses, and the girl is wearing a white t-shirt. A small, fluffy, light-brown dog is sitting between them. In the background, a teal-colored SUV is parked on a paved area. The scene is set outdoors with trees in the distance. A large, stylized orange graphic is overlaid on the left side of the image.

LeasePlan

What's next?

Brand guidelines
August 2021

Welcome. These guidelines define what makes the LeasePlan brand different and explain how to create the 'look & feel' of the LeasePlan brand identity.

Consistent expression of the LeasePlan brand can only be achieved by understanding and using these guidelines.

Please take a look inside and familiarise yourself with everything that makes us unique.

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Our brand strategy



1.0

Providing sustainable carefree car mobility. That's why we keep asking ourselves: What's next?

We love people who set things in motion. This entrepreneurship mind set created us. It is how we changed the world of leasing more than 55 years ago. And what keeps us innovative to this day.

We love to bring freedom of mobility to you. Because people and businesses need movement. Movement to progress and flourish. Our mission is to make this hassle free and affordable. With an easiness that makes you smile. So, you can focus on what's important for you. And have the freedom to do what you want.

It keeps us focused. Focused on doing the right things for you. Keeping our promise:

Providing you with sustainable carefree car mobility. Today and tomorrow. That's why we keep asking ourselves: what's next?

[Download the Brand Manifesto & Canvas](#) for more information on our brand promise and story.



Welcome to our identity

LeasePlan

What's next?

Our brand identity



2.0

2.1 Our brand toolkit

Logos



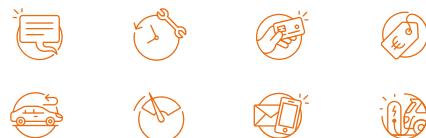
Alternative logos



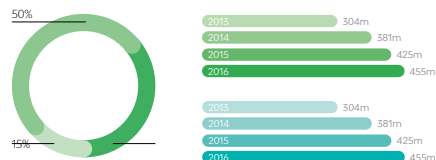
The journey line



Icons - Small and Large



Information graphics



Colour palette



Corporate typeface

LeasePlan Sans

Light & Italic

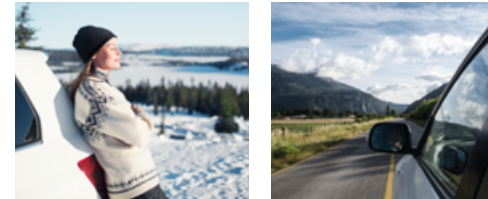
Regular & Italic

Bold & Italic

System typeface

Arial
Regular Bold

Photography



2.2 Our brand world



Our logo

A large, stylized letter 'L' in the background, composed of overlapping shapes in various shades of orange and red. The 'L' is positioned on the left side of the page, with its vertical stroke extending from the top to the bottom and its horizontal stroke extending from the middle to the right.

3.0

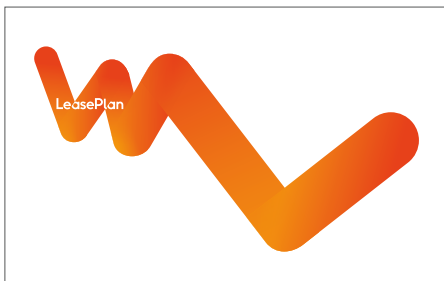
3.1 Logo

Inside versions

LP_journeyline_solid_logo_inside_2



LP_journeyline_solid_logo_inside_3

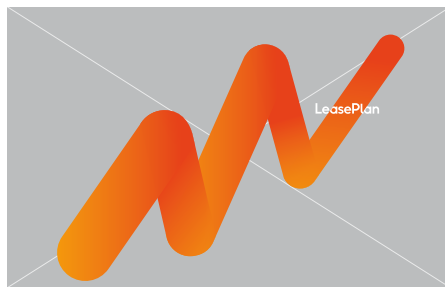


LP_journeyline_solid_logo_inside_6



Outside versions

LP_journeyline_solid_logo_outside_4



LP_journeyline_solid_logo_outside_5



Always use the master artwork files provided and never try to re-create the logo or change it in any way.

Inside versions

The inside versions of our logo have a wordmark that lies entirely within the journey line. They may be used on all backgrounds and colours (as specified in section 3.4).

Outside versions

The outside versions of our logo have a wordmark that reaches outside the journey line. They should not be used on white/light backgrounds as the wordmark will not be fully legible.

Cropping logos

All logos except logo 6 and the alternative/small use logo must be cropped on at least one side.

They can be cropped from all sides but must respect the minimum clearance area.

They should not be used together with a journey line on the same visible surface.

All logo master artworks are available to download.

Always ensure the journey line ends in an upwards direction.

In the United States (LPUS) logos 2 & 6 can't be used.

3.2 Logo tagline lockups

Inside version

LP_journeyline_solid_logotag_wht_inside_2



Outside version

LP_journeyline_solid_logotag_wht_outside_4



LP_journeyline_photo_logotag_wht_inside_2



LP_journeyline_photo_logotag_wht_outside_4



LP_journeyline_solid_logo_inside_6



LP_journeyline_solid_small_logotag_inside_rgb



Our tagline

We use our tagline to communicate our strategy across all of our brand expressions.

When using the tagline in copy, the tagline may be translated to the corresponding language.

When the tagline is used within the logo it should always appear in English, 'What's next?'.

Our lockups

There are inside and outside versions of the lockup. The inside version can be used on all backgrounds and colours. The outside version should not be used on white/light backgrounds as the wordmark will not be fully legible.

Using our tagline

We have two logo versions which use the tagline as a lockup.

Ensure to respect the logo tagline lockup exclusion zone.

'What's next?' can also be used in a number of other ways, such as:

- a headline
- a sub head or conclusion to a headline, to make a stronger point
- call to action or sign off

Not all journey lines can be used with the 'What's next?' tagline. Use only the logo tagline lockups provided.

You can see examples of how we can use our tagline in the various options in Section 10.

3.3 Exclusion zone

Primary logo

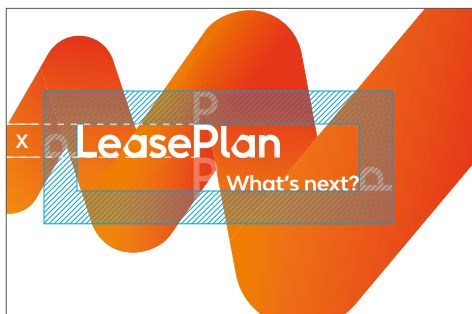


Our logos may be positioned on top of photos or panels of flat colour.

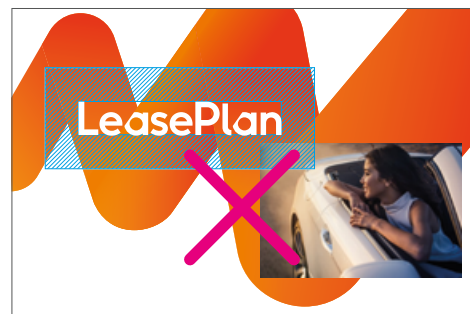
The recommended exclusion zone around our wordmark is shown here. The minimum clear space (X) is equal to the height of the letter 'P'.

Type and other graphics should never encroach on this minimum exclusion zone (with the exception of the tagline, see section 3.2).

Logo tagline lock-up



Examples of misuse



3.4 Alternative logos

Alternative logo on solid colour



LP_journeyline_solid_alt_logo_inside



Minimum size

The alternative logo should only be used in exceptional circumstances when the logos can not be cropped or reproduced in full-colour.

Minimum size

At Minimum size, the alternative logos are still clearly legible and provide a strong level of identification. None of these alternative logos should be smaller than 22mm width.

Alternative logo 2-colour



LP_journeyline_mono_alt_logo_inside_whiteorange

Alternative logo mono colour (Positive and Reversed)



LP_journeyline_mono_alt_logo_inside_orange



LP_journeyline_mono_alt_logo_inside_white

The alternative logo mono colour positive version should only be used when the full colour option is not possible e.g. merchandise etc.

The alternative logo mono colour reversed version should only be used on Black or Orange.

Wordmark logo



When it's not possible to use the alternative logo e.g. the space for the logo is too small, you can use the wordmark only logo. This is the LeasePlan wordmark without the journey line. It can only be used in white or mid orange and it's only to be used for merchandise.

3.5 Backgrounds

Logo



On White (for logos 1, 2, 3 only)



On 100% Light Orange



On 100% Mid Orange



On 100% Blood Orange



On photography



On 100% Petrol Blue



On 100% Fresh Green



On 100% Aqua Blue

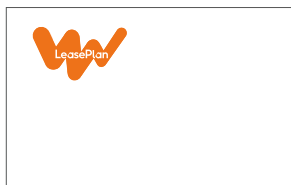


On 100% Grass Green

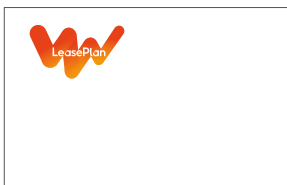


On 100% Steel

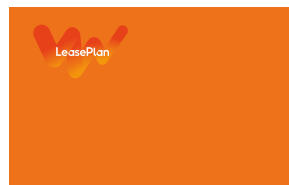
Alternative logos



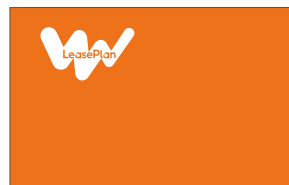
Mid Orange on White



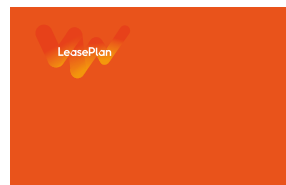
On White



On 100% Mid Orange



White on Mid Orange



On 100% Blood Orange

Permitted backgrounds

There are 5 versions of our logo (see section 3.1). Only versions 2, 3 & 6 can be used on white backgrounds. "Outside" logos shouldn't be used on white as part of the "LeasePlan" wordmark will not be visible.

All logos can only be used on any of our primary or secondary colours. They can't be used on shades of secondary colours, photographic backgrounds to ensure the wordmark is fully legible (see section 3.6).

When placing the logo on a Blood Orange or Mid Orange background, do not use the master files for use on photography or apply a hard light filter on the logo.

On-photography logo files

We have created master artwork files specifically for use on photography (see section 3.6).

Restricted printing

If a full-colour logo is not practicable (such as a newspaper ad), use the Alternative logos.

Examples on page 55 & 56 for what to do when a logo is half on solid half on transparent. The logo should not be split or made partly solid/transparent.

Guidelines for using the logo on photography are discussed in greater detail in section 3.6.

3.6 On-photography logos

Inside version

LP_journeyline_photo_logo_inside_2



Outside version

LP_journeyline_photo_logo_outside_4



LP_journeyline_photo_logo_inside_3



LP_journeyline_photo_logo_outside_5



LP_journeyline_photo_logo_inside_6



Our logo may be placed on top of photographic images, but it's important to ensure the wordmark remains fully legible on lighter tones.

We have created master artwork files specifically for use on photography. Always use the master artwork files provided and never try to re-create the logo or change it in any way.

See section 3.1 for details of the master artwork library.

3.7 Exceptional vertical formats

Skyscraper banner



LP_journeyline_solid_logo_inside_6 LP_journeyline_solid_logo_inside_2

Large vertical formats



LP_journeyline_solid_logo_inside_2 LP_journeyline_solid_logo_inside_6

In extreme vertical formats, the clear space zone and positioning should be applied around the wordmark on the left and right sides of the logo.

The vertical distance from the wordmark to edge of the format should be at least 2X.

The right-hand side of the journey line should always finish pointing upwards.

Larger vertical formats only

For large-format environmental uses (e.g. flags or signage), it is acceptable to rotate the logo 90 degrees (i.e. vertical).

3.8 Examples of misuse



Do not separate the wordmark from the journey line.



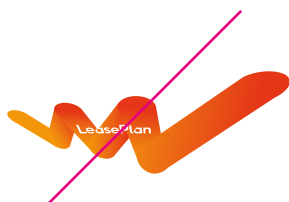
Do not change the colour of any of the logo elements.



Do not add any effects to the logo, i.e. drop shadows.



Do not greyscale the logo.



Do not stretch the logo or add perspective.



Do not rotate the logo.



Do not tint the logo.



Do not place the logo on complex shapes or devices.



Do not enlarge or alter the wordmark.



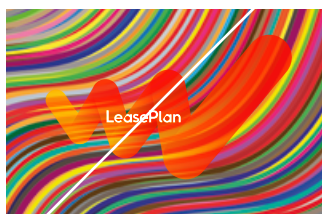
Do not alter the wordmark typeface.



Do not create logo taglines.



Do not place the logo on gradient backgrounds.



Do not place the logo on complex coloured backgrounds.



Always ensure the full wordmark is legible.



The logo should always be cropped.

Always use the master logo files

A strong brand is applied consistently. It is important that our logo is never altered. Shown here are a few simple things to avoid.

Always use the master logo artwork files from the logo artwork library and do not alter or distort the logo artwork in any way.

It is never allowed to create new logos. Not for products, services, programmes, teams or internal projects.

Our journey line



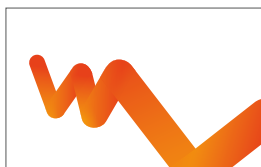
4.0

4.1 Journey lines and backgrounds

On White



LP_journeyline_solid_2



LP_journeyline_solid_3



LP_journeyline_solid_4



LP_journeyline_solid_5



LP_journeyline_solid_6

On Mid Orange



LP_journeyline_solid_2



LP_journeyline_solid_3



LP_journeyline_solid_4



LP_journeyline_solid_5



LP_journeyline_solid_6

On Blood Orange



LP_journeyline_solid_2



LP_journeyline_solid_3



LP_journeyline_solid_4



LP_journeyline_solid_5

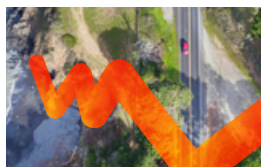


LP_journeyline_solid_6

On photography



LP_journeyline_photo_2



LP_journeyline_photo_3



LP_journeyline_photo_4



LP_journeyline_photo_5



LP_journeyline_solid_6

Our journey line exists in five energetic expressions, to work across multiple formats and applications.

Alternative versions of the journey line should not be created.

Solid backgrounds

The journey line has been created to be used on White, Mid Orange and Blood Orange backgrounds. It should never be used on any other colour background.

Photo backgrounds

Our journey line may be positioned over photographic images. We have created 'on-photography' journey line master artworks specifically for use on photography. No other journey line artworks should be used over imagery.

Take care when placing the journey line over imagery. Ensure the storytelling of the image is clear; do not obstruct key elements or people's faces.

Our journey lines must be cropped

The journey lines should always be cropped on at least one side of the artwork.

They can be cropped from all sides but must respect the minimum clearance area.

They should not be used together with a primary logo on the same visible surface.

Always ensure journey lines end in an upwards direction.

All journey line master artworks are available to download.

4.2 Journey lines as a supporting element

Journey line with brand photography



LP_journeyline_solid_2



LP_journeyline_solid_5



LP_journeyline_solid_3

Journey line with brand photography

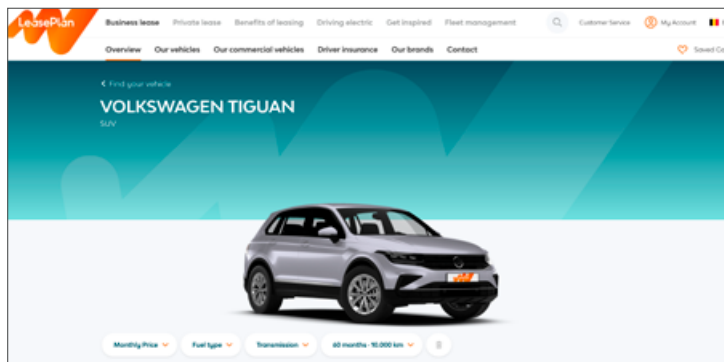
For magazines, white papers, PowerPoints & branded brochures you can use the shape of the journey line with an image inside it to give more variation in the design.

Only LeasePlan brand images should be used inside the journey line and this variation should only be used in the specific materials mentioned above.

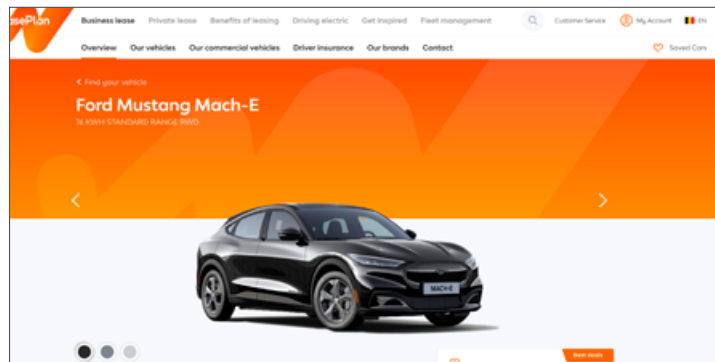
The other guidelines around the journey line still apply, mainly: the journey line should always be cropped on at least one side and it should always end going up.

The journey line with brand photography should never be used in materials that do not also contain the LeasePlan logo.

Watermark journey line



Watermark on aqua blue



Watermark on mid orange

Watermark journey line

For use on the leaseplan.com website and PowerPoint you can use the "watermark" journey line as a supporting design element. The watermark journey line can be used in petrol blue, aqua blue, mid orange and fresh green only.

The watermark journey line shouldn't replace the use of the full colour journey line but should be used secondary to the full colour journey lines.

The watermark journey line should never be used in materials that do not also contain the LeasePlan logo.

4.3 The journey line in use



The journey line graphic device adds colour, dynamism and movement to enhance images and backgrounds.

The examples here show how the journey line can be applied across a range of touchpoints.

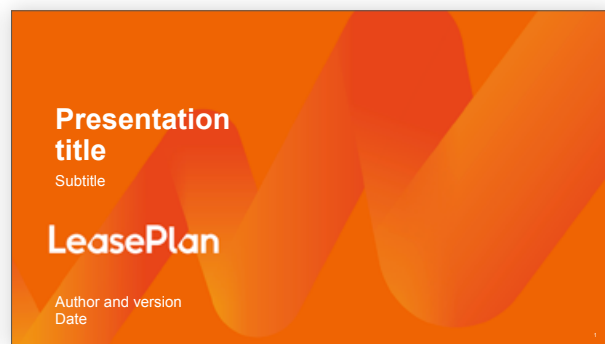
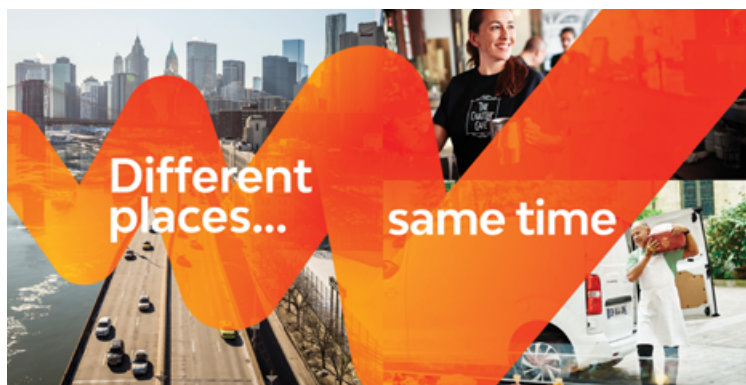
As a rule, the journey line should never be seen in full. It should run across most or all of the background and be cropped at one or both ends.

Do not use multiple journey lines. Only one journey line should be used over a single photograph or colour background.

Always ensure the journey line ends in an upward direction.

Two sets of journey line master artwork files are available to download:

1. On-photo background journey line master artwork
2. On-solid background journey line master artwork



Our colours

5.0

We are an
+ orange brand

Aqua Blue

Petrol Blue

Grass Green

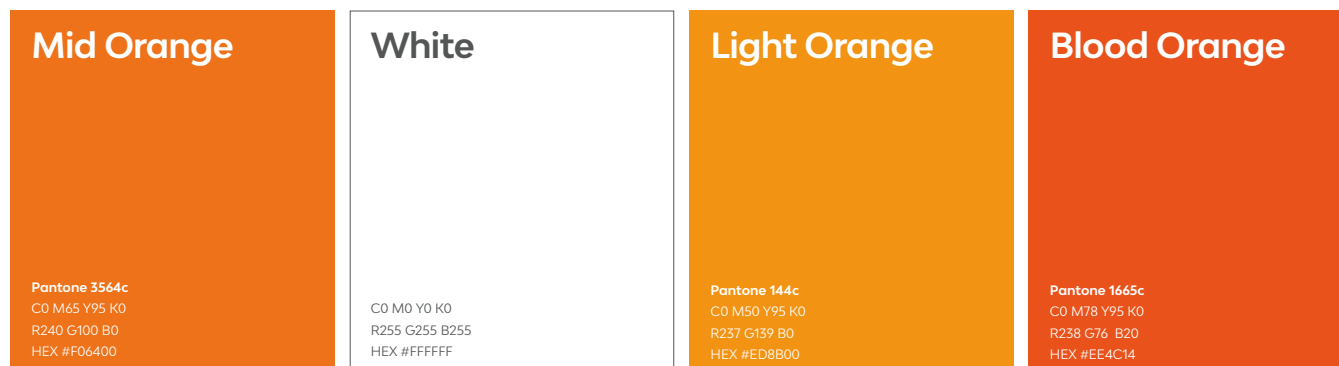
Fresh Green

Steel

White

5.1 Primary and secondary colour palette

Primary colour palette



Primary colour palette

Our primary colour palette is simple yet distinctive. The use of these colours in our communication helps build brand awareness by creating a sense of familiarity among our target audience.

Blood Orange, Mid Orange, Light Orange and White are our core brand colours. They are used in our logo and journey line as a consistent thread running through all our brand material.

Mid Orange

We use Mid Orange as a default primary colour. Always choose Mid Orange as a first option when you start working with our colour palette.

White

White is also important and should be used generously in all our brand communication.

Light Orange and Blood Orange

We use Light Orange and Blood Orange colours to give contrast and add visual diversity to all marketing communication.

Blood Orange on-screen

For on-screen applications, where possible try to avoid the use of Blood Orange, particularly for solid fills or large areas.

Secondary colour palette

A set of secondary colours has been developed for use in illustrations and information graphics, such as graphs, diagrams and tables. These colours should be used minimally after using all the primary colours.

They may be used as solid colours (100%) or in the permitted tint values shown here (20%, 40%, 60%, 80%). Using tints helps extend our colour palette for illustrations and information graphics with large amounts of data or key information that needs visual differentiation. When using % of secondary colours, the 100% secondary colour should also be present. It is not allowed to use a % of orange colours.

Steel should be used for all body copy.

Large main headings and key information text may appear in Blood Orange or Mid Orange.

Orange gradient

It is allowed to use an orange gradient (from Light to Blood Orange) as a background colour and as a text colour.

Secondary colour palette



Orange gradient

From Light to Blood Orange

5.2 Primary colour palette in use



These examples show our primary colour palette in promotional and corporate communication.

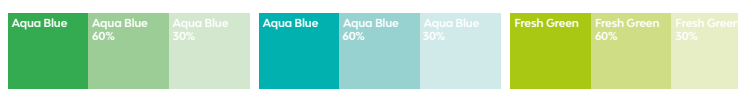
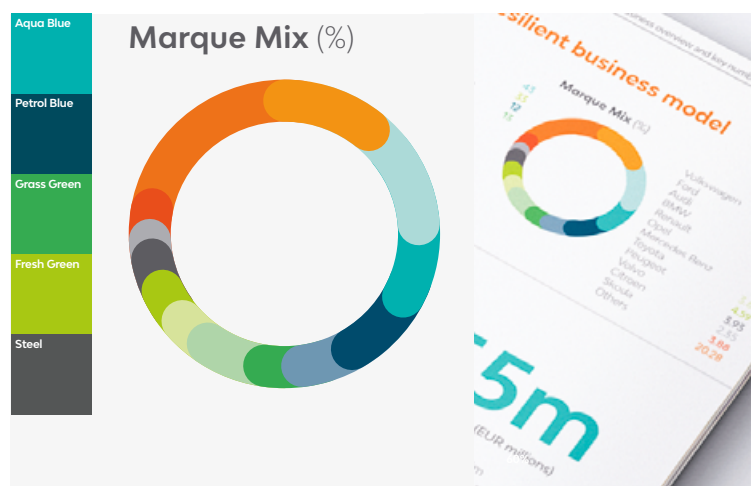


The momentum of a journey.

An expression of energy that comes from being able to move forward, your way.



5.3 Secondary colour palette in use



These examples show our secondary colour palette in promotional and corporate communication.



Our typography

LeasePlan
Sans

6.0

6.1 LeasePlan Sans – our bespoke typeface

LeasePlan Sans is a minimal, robust, reliable & pragmatic geometric sans. Its clean shapes and generous x-height make it a very competent face for both display and body copy purposes.

A B C

LeasePlan Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%="+&*"><>#

LeasePlan Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%="+&*"><>#

1 2 3 4

¥ € \$

LeasePlan Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%="+&*"><>#

We have a bespoke typeface called LeasePlan Sans, which has been specifically designed for our use.

There are three weights available, including italics.

In general, LeasePlan Sans Light and Regular should be used in body copy. LeasePlan Sans Bold should be used to highlight key information or provided emphasis, when needed.

Refrain from using all uppercase characters. Sentence case should be used as much as is possible.

LeasePlan Sans is the typeface that should be used for all marketing and brand communication.

In exception to this rule, when Microsoft Office Suite is used, we revert to our system typeface, Arial (see section 6.3).

6.2 LeasePlan Sans typeface in use



These examples show our bespoke typeface in promotional and corporate communication.



6.3 Arial – our system typeface

Arial

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%="+&*><#

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%="+&*><#

Bold

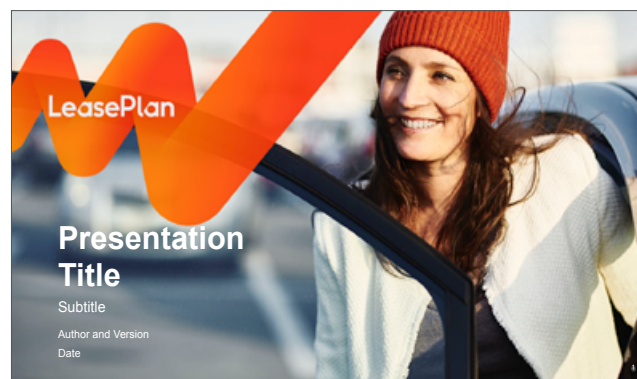
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%="+&*><#

Italic

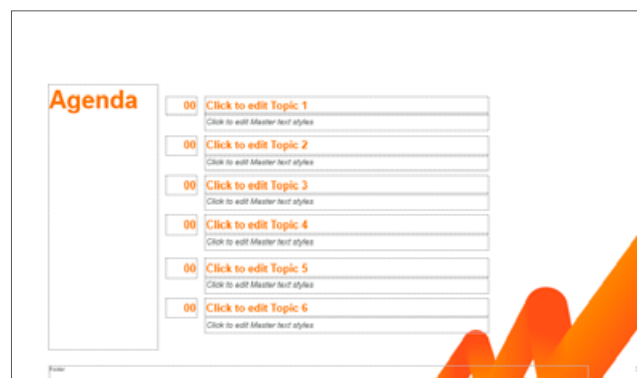
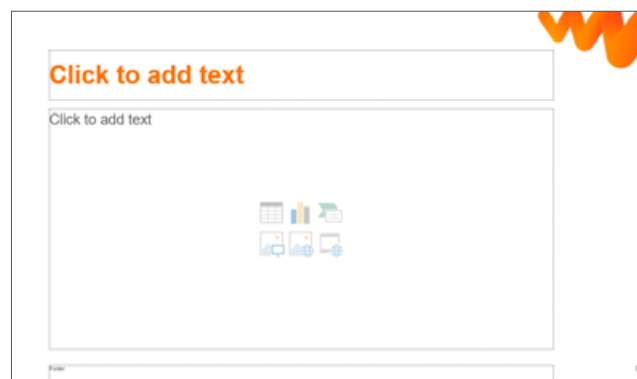
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%="+&*><#

A contemporary sans serif design, widely available on Windows and Apple operating systems. Arial contains more humanist characteristics than many of its predecessors. The overall treatment of the curves is softer and fuller than in most industrial-style sans serif faces. Terminal strokes are cut on the diagonal which helps to give the face a less mechanical appearance.

Arial – our system typeface in use



In some applications, it may not be possible to use our bespoke typeface. In this case, we revert to our system typeface, Arial.



Our photography



7.0

7.1 Our photography style



Our photography captures the momentum of a journey, using a combination of images to take you along with it.

It communicates stories about real life and real people. It covers a range of topics in the industry, as well as our business globally.

We focus on communicating the benefit LeasePlan brings to its customers both in private and business segments.

Style

We want our overall feeling to be a natural, reportage style — real life in motion. It should feel as though you are actually in the scene.

To create a feeling of the benefit we bring, our images use natural light, to feel fresh and positive.

We use varied scale and perspective to draw the viewer into the story and capture the benefit we bring to each of our customers.

Our reach is global therefore our demographic should reflect this. Something for anyone, anywhere, anyhow.

Please note that the photography section will be further developed in the course of time.

7.2 Storytelling with photography

Storytelling combination photography



We use our photography to tell our story in a visually engaging and ownable way.

We must start with a clear view of what we want to communicate to the reader and how it will be delivered.

The majority of the time we use a combination of two to three images to tell our story — wide-angle, mid-range and close-up images linked to create a visual story which will draw you in.

Single images can also be used, but consider how it links to the previous or next image(s) that flow through the piece of communication.

We use three different types of imagery:

- Wide angle
- Mid range
- Close up

Things to avoid

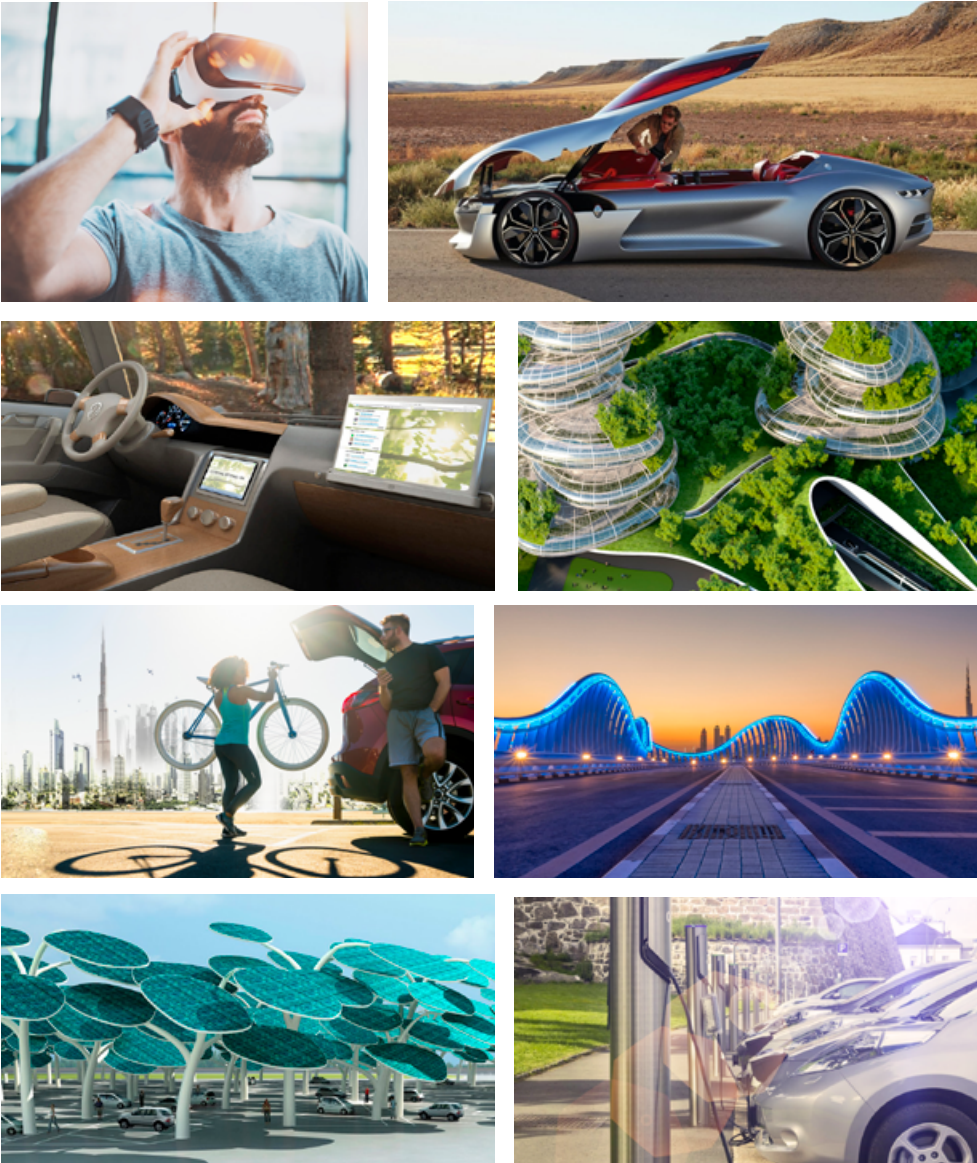
Avoid using several busy images together in any combination.

Avoid using images with conflicting content or obviously different locations or topics.

Avoid using too many images which feel grey or sombre.

Avoid images which use a colour filter or feel treated or washed out.

7.3 The Future of Mobility



Please note these are for demonstration, comparison & review. Individual images may belong to third parties and may not be reproduced in any way.

The way we speak about the future makes us unique. When we speak about it we always do it the LeasePlan way.

The LeasePlan visual world shows how mobility will progress in the near and far future.

Even when we show the most progressive scenarios, we do it driven by optimism, using images with real people, real life, real benefits.

One image can't express everything our brand stands for; but each of these examples demonstrates, regardless the audience, our vision of the future as something natural, achievable and sustainable.

Art Direction

Showing the merge between the most futuristic scenarios with the most sustainable lifestyles.

People interacting with the most advanced technology in an informal way

Highlight, when possible, the common benefit of innovation for the society and the environment All the principles of the previous slides still apply.

Photography Styling

Modern man-made technology in beautiful natural or historic urban environment

All the principles of the previous slides still apply.

Things to avoid

- Hyperfuturistic scenarios
- Out-of-control urban growth
- Machines replacing humans
- Gray or polluted skies
- Artificial-look postproduction
- All the principles of the previous slides still apply

7.4 Image types

Wide-angle



Wide-angle

Our wide-angle photography reflects the freedom to move that our brand brings to our customers. These images help to set the scene and give an idea of the bigger context for the varied topics and regions we speak to. Used in combination with the mid-range and close-up images, there is a sense of journey and transformation to be discovered.

Mid-range

Our mid-range photography is an important link in bringing our visual stories together and communicating a focussed message. They show people, interactions with their cars, and how they benefit from their LeasePlan experience. Use images which focus on the benefit, and make a clear link to other images in any combined set.

Mid-range



Close-up

Our close-up photography captures the details of each story – whether it's the style details of a car, the technology or performance, or the emotions and reasons to believe. These images create richness and help us to be specific about the benefit we bring. These should support, and have a clear link to the other images used in any combined set.

Close-up



7.5 Our photography – misuse



Do not apply filters.



Do not alter the colour of our photography, e.g. contrast, brightness, warmth, saturation, hues, levels, colour balance.



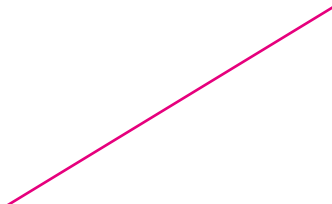
Do not add effects, e.g. drop shadows, glows, lens flare and lighting effects.



Do not use our photography in greyscale or Black and White.



Do not stretch, distort or add perspective.



Do not skew images.



Do not crop images in a way that the image story becomes unclear or loses focus on the end benefit.



Do not over-scale images to formats which are too large.



Do not apply colour overlays.



Do not alter opacity or transparency.



Do not overlay images.



Do not stylise images with effects, e.g. vignettes, tilt-shift or blur.

Photography misuse

On this page are examples of what not to do with our photography.

Our visual elements

8.0

8.1 The call-out device

Sale!

Special offer!

Limited authentic edition

50% off

LP_callout_device_orange

LP_callout_device_blue

Up to
40%
Discount

Up to
40%
Discount

LP_callout2_device_orange

LP_callout2_device_blue



We use a call-out graphic device to capture the reader's attention and highlight key offers.

The device should be placed on top of a layout — like a stamp. It can be scaled and should always be used in combination with a limited amount of text.

It comes in two colour versions and two formats. The colours and transparency must not be altered or changed. It should primarily be used in orange. The call-out should not be used as a button. You should never use two different call-outs on one visual.

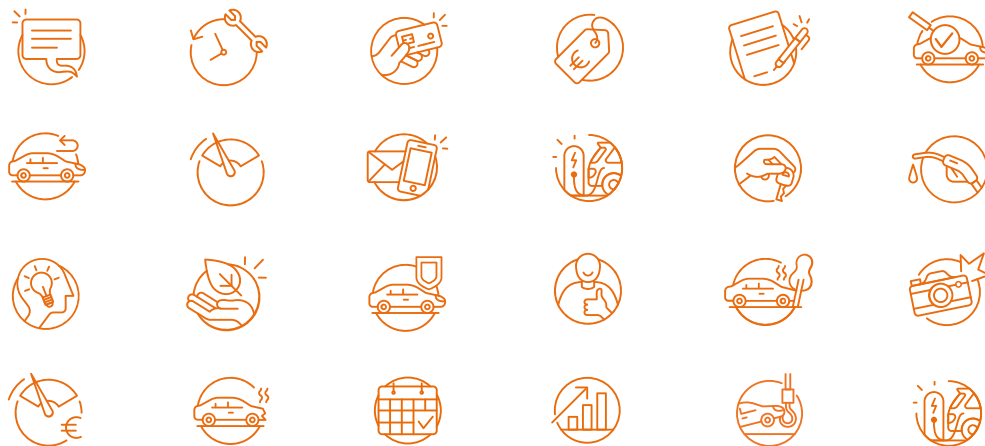
Text colour should be white in the call-out.



The call-out device in use

8.2 Icons

Large icons



Small icons



Car icons



Colours



Using our icons

A collection of specially created icons are available to use.

Icons help signpost information both in digital and print applications. They should only be used to draw attention to specific information on a design.

They can also be used in diagrams, charts and instructions. Please use them sparingly. Try not to fill your design with too many icons.

Use icons to indicate key information, e.g. a call-to-action, statistics, facts or quotes.

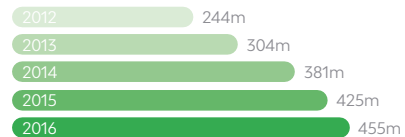
In banner backgrounds and animations, icons in shades of the secondary colours can be used.

8.3 Information graphics

Bar charts

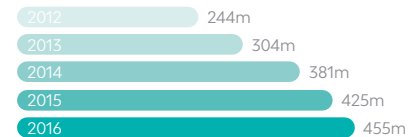
14.9%

Underlying return on equity



455m

Underlying net result (EUR millions)



Pie charts



Volkswagen	13.11
Ford	13.1
Audi	8.75
BMW	8.83
Renault	6.02
Opel	4.41
Mercedes Benz	7.11
Toyota	3.66
Peugeot	4.59
Volvo	3.93
Citroen	2.35
Skoda	3.88
Others	20.28

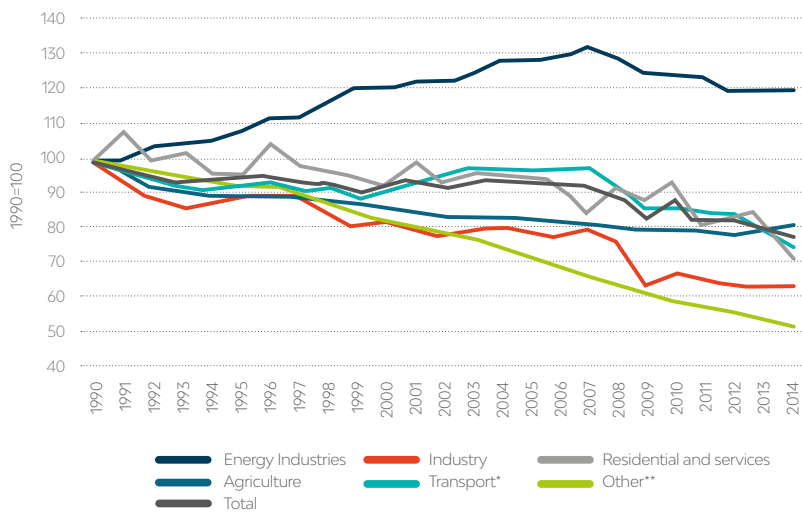
Information graphics can use both primary and secondary colours to bring the information to life.

Use bold lines with rounded ends for charts, graphs, diagrams and linear information.

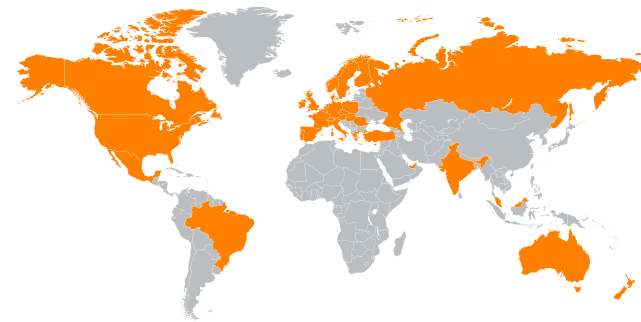
Use large numbers and words to highlight facts and figures. Use contrasting size to draw attention to the key information.

Avoid using too many information graphics on any page. Keep layouts clean and ordered, using white space to help give structure to the piece of communication.

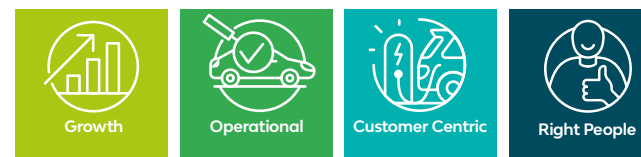
Linear graphs



Geographic data



Icons



All illustrations are for inspiration only.

8.4 Streamlines

Usage examples

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin malesuada augue sapien, sodales vulputate augue malesuada vel. Donec facilisis ex vel nullo condimentum convallis. Mauris sollicitudin, arcu in viverra facilisis, urna urna ultricies urna, vitae porta mi magna ut felis. Nulla ornare convallis dapibus. Duis ductor est eget enim suscipit, quis luctus lorem semper. Aliquam erat volutpat. In blandit occumsan ex id sollicitudin. Vestibulum vitae vestibulum mauris. Ut lacinia placerat quam ac rhoncus. Donec id mi faucibus, faucibus velit ac, ultrices neque. Mauris fermentum, risus ac convallis placerat, lacus ex iaculis nisl, non mollis velit nisl id velit. Donec velit tellus, euismod consequat nunc dapibus, porttitor varius ipsum. Pellentesque turpis lorem, commodo non pulvinar quis, pharetra et est.

Aenean ultrices tristique sapien, ac ullamcorper tortor semper sit amet. Sed sit amet tortor ac nisl suscipit faucibus at non felis. Ut eleifend dolor et neque tristique viverra. Nam ullamcorper aliquam libero sit amet tristique. Curabitur venenatis ex nec risus pretium placerat. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Aliquam lacinia, quam id tempus ornare, leo tellus ornare lacus, nec mattis est tortor at purus. Ut efficitur fringilla pulvinar. Sed at libero id ex porttitor dignissim. Maecenas sed tempor est, ut consectetur velit. Integer eget pulvinar est. Vivamus luctus nulla et odio ultrices viverra. Quisque fermentum eu lorem sit amet sagittis. Suspendisse potenti. Aenean magna nisl, ullamcorper non nibh vitae, porttitor faucibus.

Aenean metus erat, viverra ut mi sit amet, consequat mattis neque. Fusce suscipit quis massa ut occumsan. In laoreet justo nec nisl molestie, eget vestibulum nisl dictum. Curabitur blandit massa magna. Sed quis purus nec nisl pulvinar consectetur eget ut libero. Sed eu felis porttitor, tincidunt ex eu, facilisis libero. Quisque vitae egestas magna. Praesent tempor eget dolor sit amet tristique. Maecenas id porttitor mi. Vivamus et nisl odio. Aliquam quis libero non tellus convallis gravida. Cras aliquam neque lobortis nunc hendrerit, ac lacinia enim lobortis. Duis rhoncus tempor mi at eleifend. In vitae libero non massa commodo scelerisque in ornare leo. Mauris id mauris condimentum, pellentesque nunc in, bibendum massa. Pellentesque vitae est ex.

Nulla facilisi. Aenean at imperdiet turpis, id aliquam arcu. Donec at nisl blandit, efficitur elit quis, finibus ligula. Quisque ut mi sodales nibh



We use Streamlines as a dynamic supporting element which create visual interest across a wide range of communication pieces.

This asset may be used on brand led communication, such as corporate brochures, magazines, websites and presentations. It is not to be used on communication for specific products, services or for activation purposes.

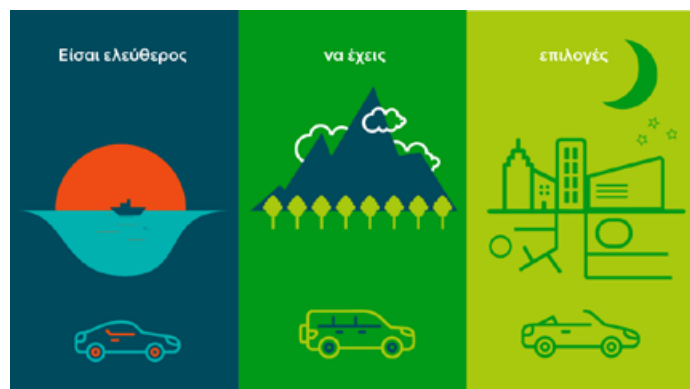
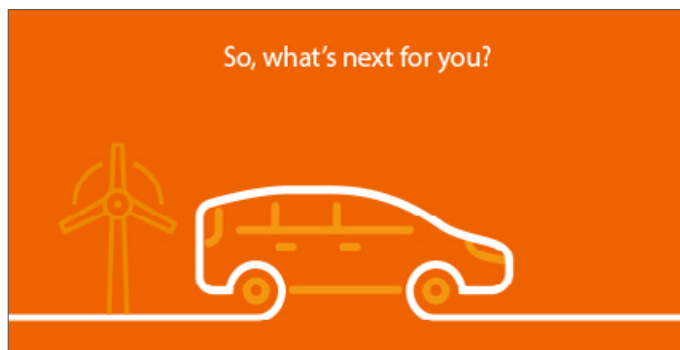
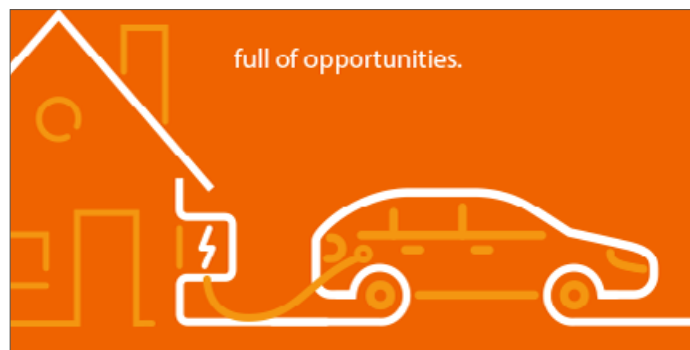
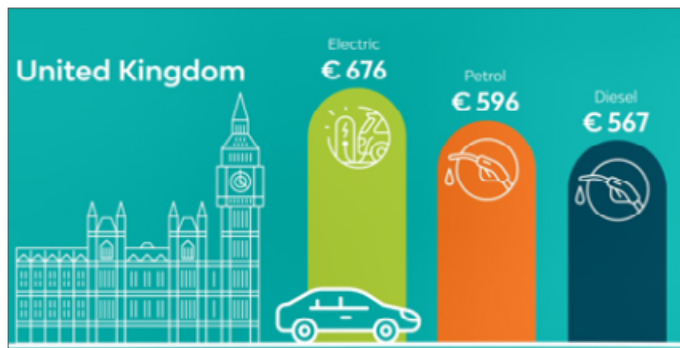


Animations

A large, bold, white number '9.0' is positioned in the lower right quadrant of the page. The background is a solid orange color, overlaid with several large, semi-transparent, abstract shapes in various shades of orange and red, creating a layered, wavy effect. The number '9.0' is rendered in a clean, sans-serif font.

9.1 Animations

Animation examples



Our animation style is a simple 2D style that combines the use of our brand colours, icons and text. We do not create characters. The icon's lines can be used to connect different drawings or scenes.

In all animations and videos the LeasePlan sound must be used as the music.

Our tone of voice

10.0

10.1 Our tone of voice

How does LeasePlan talk? The voice of LeasePlan reflects who we are and what we stand for.

We adapt our tone based on the context and situation. Without losing sight of our brand.

Our tone of voice needs to reflect the positive changes that are taking place at LeasePlan as we move forward in a dynamic and changing industry.

Our language needs to express our personality, and show that we're ambitious, proactive, connected and aware of what lies ahead. We must capture all of this while remaining clear and concise.

We're jargon free and business casual, not corporate. We're friendly and warm, never long winded. We love progress and achievement, and understand how people's needs are changing.

And when we tell stories about our innovative services and products, we always highlight the benefits we bring to people's everyday lives.

Please refer to the writing guide document to find out more about LeasePlan's tone of voice.



10.1 Our tone of voice

9 golden writing rules

1. Know your audience and put yourself in their shoes.
2. Write in an informal tone — but don't use jargon or slang.
3. Use the first person whenever possible (i.e. you, we).
4. Connect with your audience by writing in a positive, enthusiastic, can-do style.
5. Write in an active voice.
6. Use short sentences where possible.
7. Get to the point and use (sub)headings for easy scanning.
8. Avoid overpromising, exaggeration and superlatives.
9. Avoid repetition, imprecise words and generalisations.

10.1 Our tone of voice

What's next? This is our tagline. But it's so much more. It's the single most powerful question on everyone's minds.

Yet it's different for everyone and different from one day to the next. 'What's next?' expresses our curiosity and positive attitude towards the unknown. Raising the question takes guts, confidence and a bring-it-on mentality.

Please read the "What's next manifesto" to learn more about what we stand for.

Applying 'What's next?' to your message

Our tagline is more than just a teaser. It's a mindset that expresses who we are. But throwing 'What's next?' in every other sentence is not the way to go. Here are some practical examples of its everyday use.

The principles

1. You can use what's next in a literal sense: What will happen next for clients or LeasePlan today, tomorrow and in the future?
2. It is fine to use what's next as a pay-off. Or as part of a sentence. But make sure you use the correct spelling.
3. Be creative by putting what's next in a header or sub-header.
4. Express enthusiasm for what's next when you communicate with prospects and clients.
5. Create (social) content with a positive angle that relates to what's next
6. Use what's next in a negative situation, to ensure you end on a high note.

Sonic branding



11.0

11.1 Sonic branding

The way we communicate our story is often enhanced with music and sound. Sound can enhance brand values the same way a visual identity does.

Our Sound

Sound sets the mood and has the ability to create a positive experience. It communicates with our customers on an emotional and subconscious level. The right sound makes a brand memorable.

That's why we developed our own audio identity, consisting of an audio logo and specific musical elements that can be used in various compositions. Using these elements the music becomes recognisable as a LeasePlan expression.

Audio Logo

The audio logo is the sonic counterpart of our animated logo. Our audio logo consists of two parts: the Leader (intro) and the Logo (outro).

Every audiovisual production starts with the Leader (movieclip + audio) and ends with the Logo (movieclip + audio). These two logo clips should be used as they are presented. Movie or audio may not be edited or moved, because the audio is timed exactly to the visuals.

The audio logo (both intro & outro) both have a rather long reverb tail. It should never be cut off early, but other audio can be layered over the leader-tail to make a smooth transition.

LeasePlan brand sound

The brand score has the tension of a dance track, with industrial elements. By adding the plucked strings and claps, the human factor is introduced.

The brand sound is built out of musical elements, translating the company's values of fast moving, autonomy, being upfront and innovative while explicitly keeping the human feel and an open character. The overall feel of the track communicates the brand story as well.

Library

The separate elements are used in different ways to create a wide range of applied compositions with various energy levels for different occasions and touchpoints, e.g. there's music that can be used as "waiting music" in our phone systems.

With all these differences in mind, the specific musical elements defined for the brand sound should be present from the start in order for LeasePlan to be recognisable in the music.

Our brand applications

A large, stylized, light orange 'M' logo is positioned in the background, spanning across the middle of the page. The 'M' is composed of two rounded vertical strokes and a central vertical stroke, all in a light orange color that blends with the background.

12.0

12.1 Key Visual – pulling our brand assets together

Portrait examples



100% Mid Orange background page



White background page



Image and Mid Orange panel page



Full bleed image page

The key visual is used to communicate key messages about our brand.

We use a combination of our key brand assets to communicate our messages across various print applications, including posters, brochures and advertising.

The key message should be the most prominent feature, supported by our primary logo.

When the key message is displayed over imagery use 'quiet' areas of the image to ensure legibility of the text.

The tagline should be positioned so that its hierarchy succeeds the story of the visual.

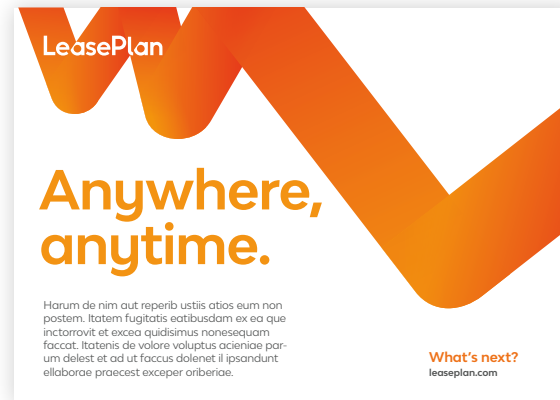
All key visuals should sign-off with our web address.

12.1 Key Visual – pulling our brand assets together

Landscape examples



100% Mid Orange background page



White background page



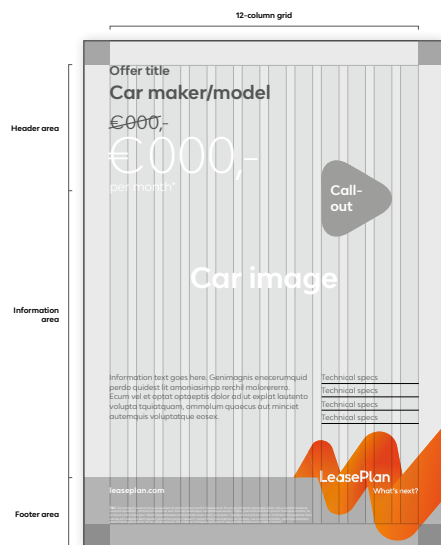
Image and 100% Mid Orange panel page



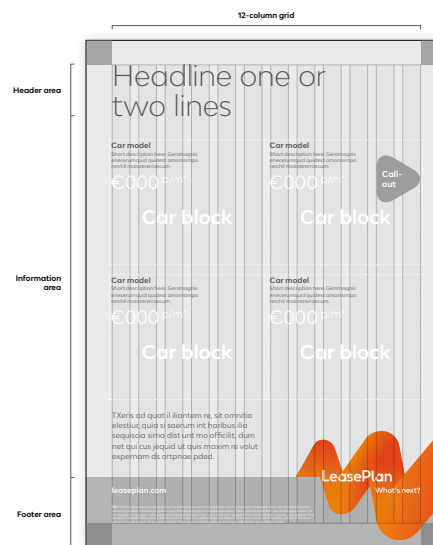
Full-bleed image page

12.2 Print advertising – car promotion portrait

Single offer



Multi offer



A4 advertising grid

An A4 portrait grid has been constructed for advertising designs. The grid should be adhered to at all times to ensure consistency across our advertising and promotions.

The image and headline referring to the offer should be the most prominent features and positioned in the specified header and image areas. The headline or offer should appear in the top-left corner of the advert.

Where multiple offers are required, the 12-column grid allows up to four offers to be displayed in portrait formats.

All advertising designs should use the specified 'information area'. The information area uses a Mid Orange panel with our primary logo, web address, 'What's next?' tagline and the advert copy. The tagline should be base-aligned with the web address.

The call-out device should be positioned next to the relevant vehicle in the image. For call-out device guidelines please see section 8.1.

Car promotion advertising

Car visuals and offers are the heroes of the advert and should be the most prominent feature. Car visuals should be isolated on a White background, allowing for optimum legibility of the offer and accompanying specifications. Car visuals with backgrounds must not be used.

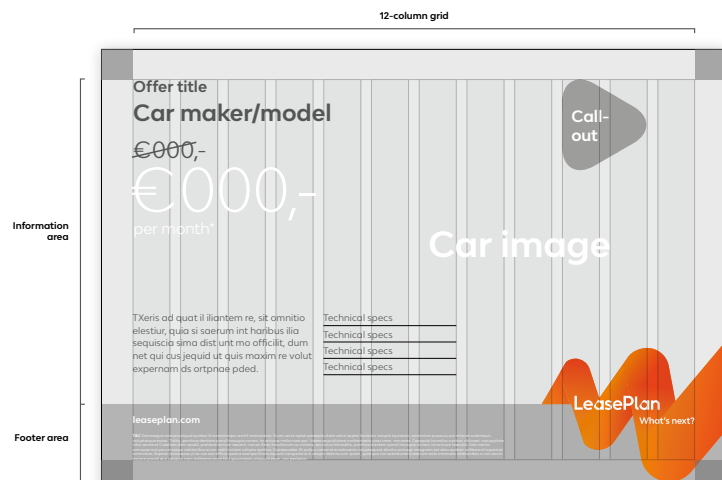
Where a headline or offer is used, it should appear in the top-left corner of the advert.

Where appropriate a call-out device can be added to draw attention to a particular offer. Only one call-out device may be used per advert. For call-out device guidelines please see section 8.1.

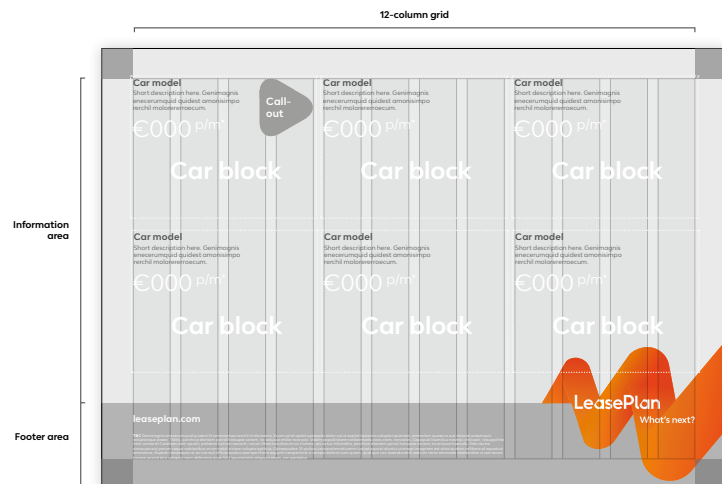


12.3 Print advertising – car promotion landscape

Single offer



Multi offer

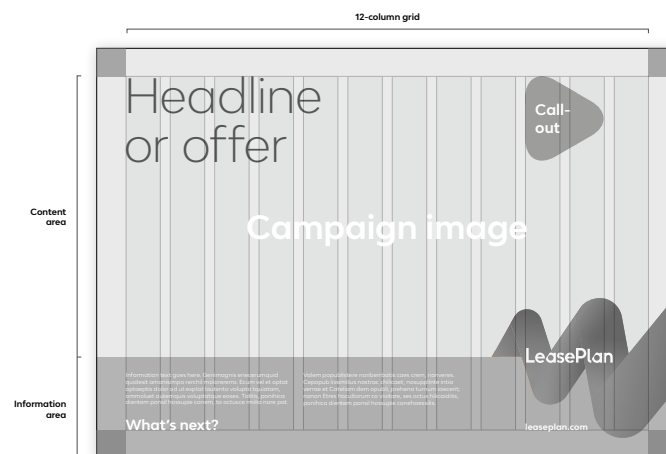


12.4 Print advertising – campaigns

Portrait example



Landscape example



A4 advertising grid

An A4 portrait grid has been constructed for advertising designs. The grid should be adhered to at all times to ensure consistency across our advertising and promotions.

The image and headline referring to the offer should be the most prominent features and positioned in the specified header and image areas. The headline or offer should appear in the top-left corner of the advert.

Where multiple offers are required, the 12-column grid allows up to four offers to be displayed in portrait formats.

All advertising designs should use the specified 'information area'. The information area uses a Mid Orange panel with our primary logo, web address, 'What's next?' tagline and the advert copy. The tagline should be base-aligned with the web address.

The call-out device should be positioned next to the relevant vehicle in the image. For call-out device guidelines please see section 8.1.

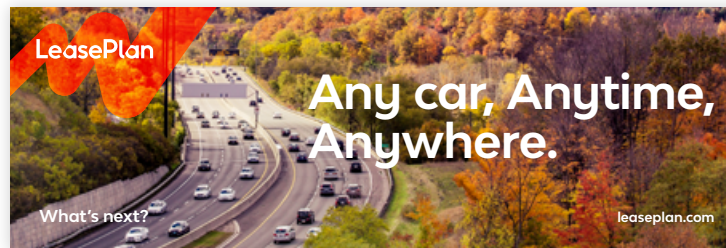
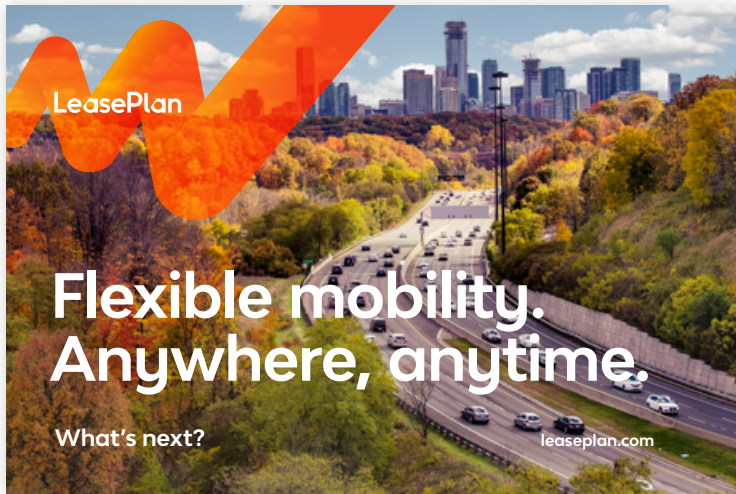
Campaign advertising

The image and message are the heroes of the advert and should be the most prominent feature, displayed in the relevant header and image areas. Ensure that the image includes a 'quiet' area to allow legibility of the headline.

Where appropriate a call-out device can be added to draw attention to a particular message. Only one call-out device may be used per advert. For call-out device guidelines please see section 8.1.

All other copy should be contained within the specified information area, along with our primary logo, tag-line and web address.

12.5 Billboards



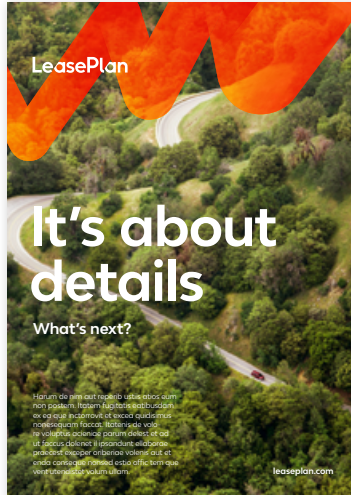
Our billboards are dynamic and striking, drawing attention through bold use of our primary logo and photography.

Headings should be short, powerful and to the point. Ensure legibility by using a 'quiet' area of the image.

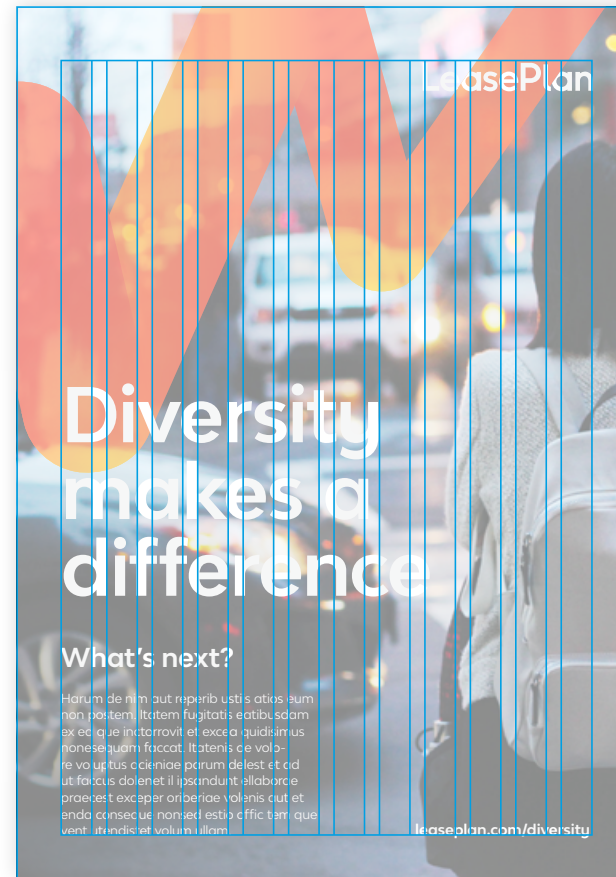
Where appropriate, the call-out device and 'What's next' tagline can be displayed.

Billboards should sign-off with the web address.

12.6 Posters – portrait format



Content
area



Our posters draw attention and inspire through bold use of our primary logo and photography.

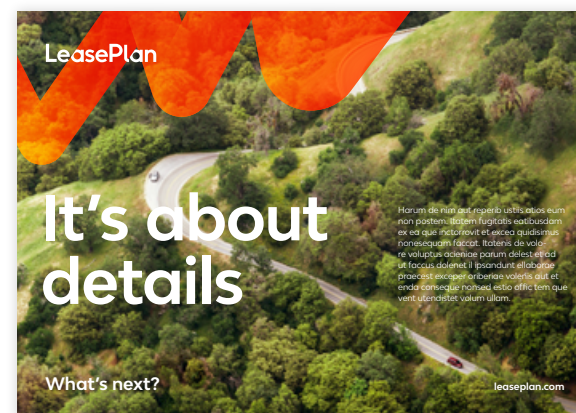
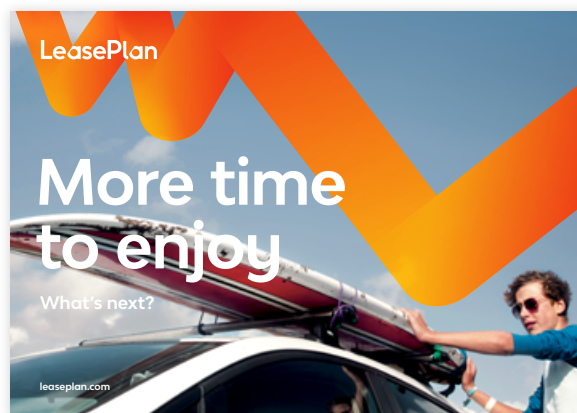
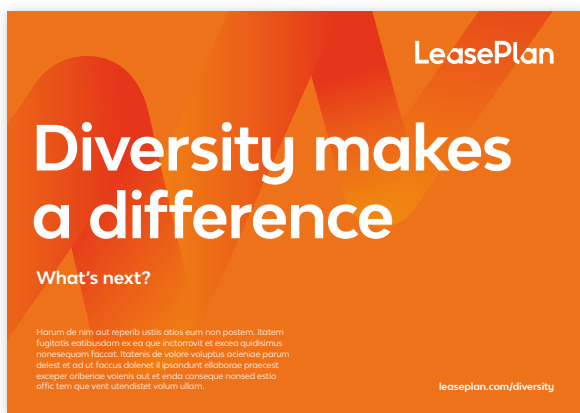
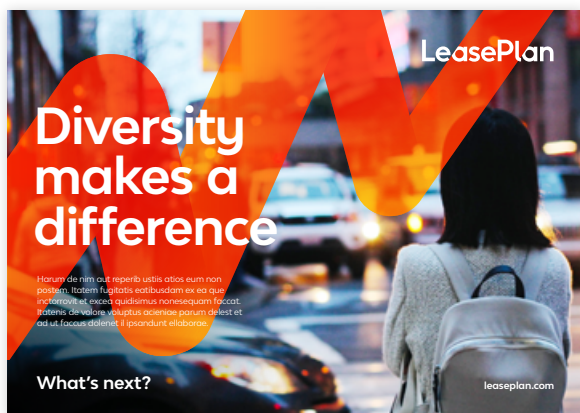
The background should be full-bleed using a single image from our photography or a solid Mid Orange background.

Our primary logo is positioned in the top area of the poster, above the content area.

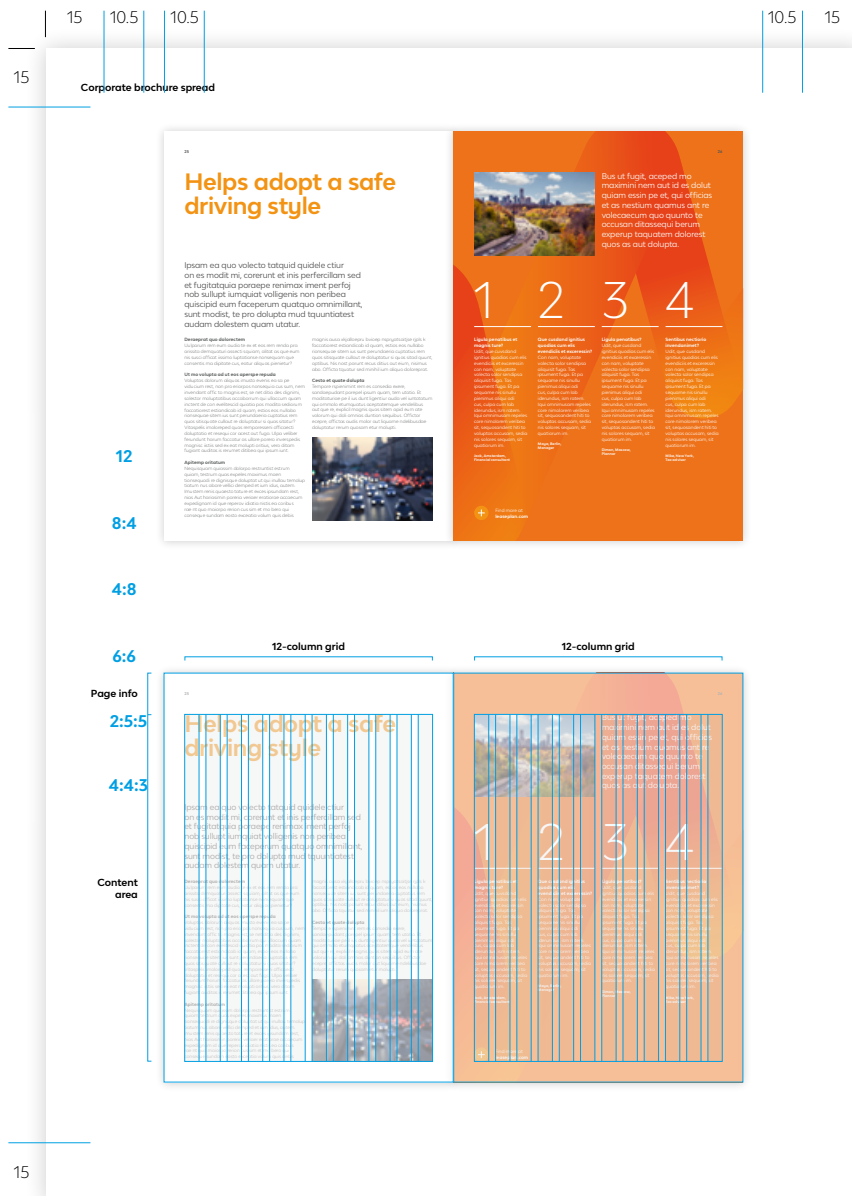
Headings should be short, powerful and to the point. Ensure legibility by using a 'quiet' area of the image. Headlines and copy should be placed within the specified content area.

The web address link relevant to the subject of the poster can be displayed in the bottom right-hand corner.

12.7 Posters – landscape format



12.8 Layout grid for brochures and magazines



The 12-column grid

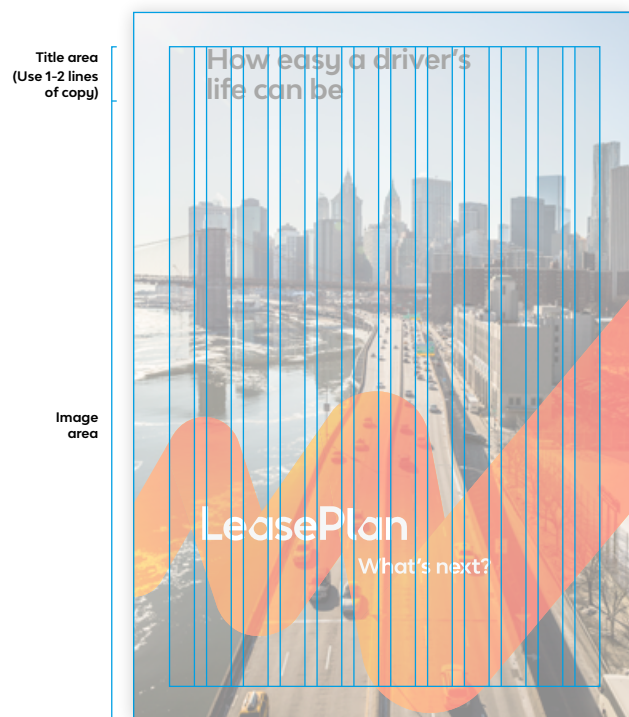
The layout grid should be used as the basis for all A4 portrait communications.

The grid is based on twelve columns of 10.5mm and 11 gutters of 4.9mm. The left and right margins have been set at a minimum of 15mm. The top and bottom margins have been set at a minimum of 15mm. Other than the cover no copy other than folios and running heads should ever appear above or below at least 15mm top or bottom respectively.

The 12-column grid allows for maximum variation when designing layouts and column widths of text. This should allow for the differentiation and flexibility necessary for headlines, body copy and charts — including mandatory/legal compliance (small print).

NB All dimensions shown are in millimetres and based on an A4 page.

12.9 Corporate brochure-cover

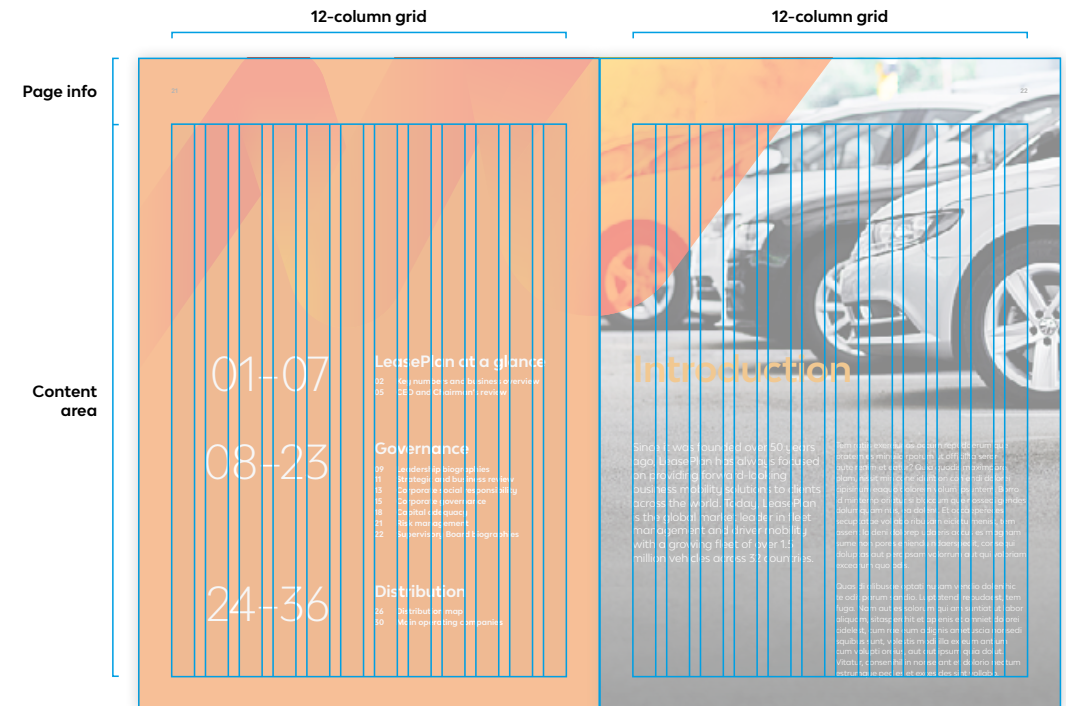


Cover design

The corporate brochure design uses a full-bleed image from our photography. Our primary logo with transparency should be used over the image.

The title should be displayed in the specified title area and should use no more than two lines. Ensure that the title occupies a 'quiet' area of the image and is legible.

12.10 Corporate brochure-inside pages

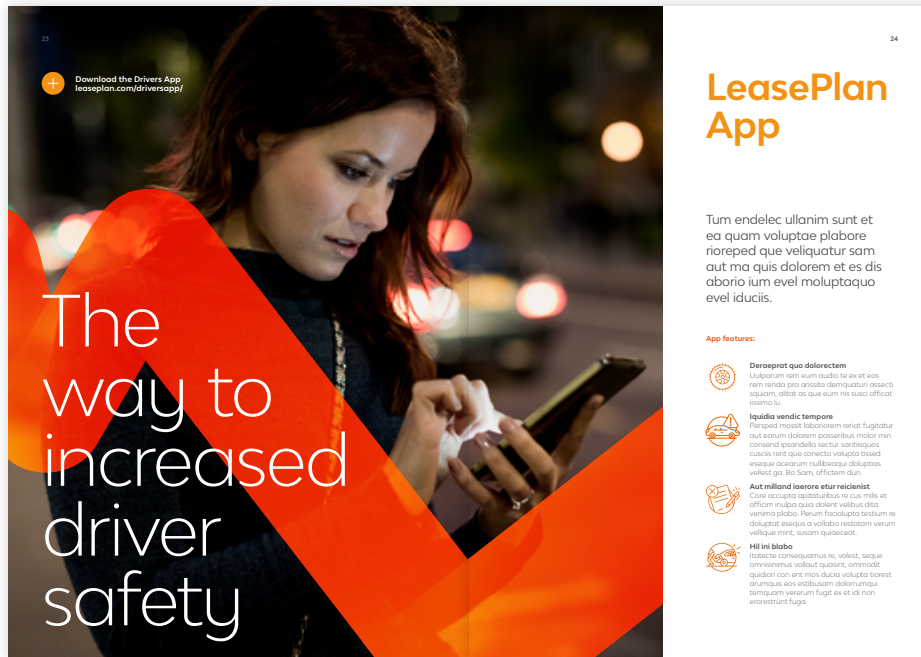


Inside page design

Adhere to the specified 12-column grid layout. All content should be contained within the content area. Page numbers and folios should be displayed in the page information area.

This inside page design can also be used in our product brochures.

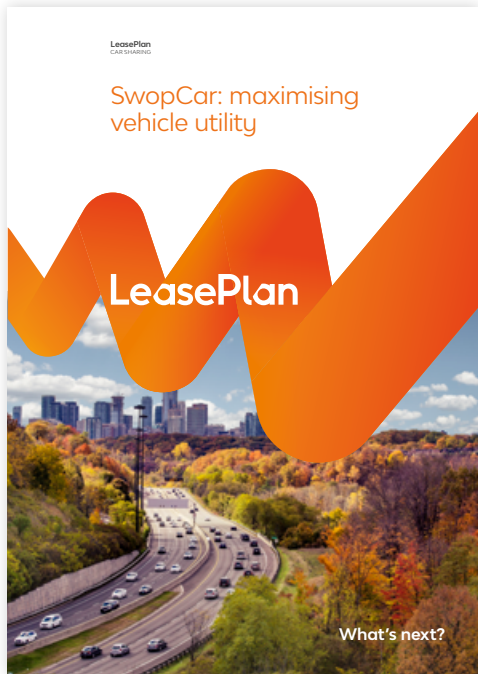
12.10 Corporate brochure-inside pages



12.10 Corporate brochure-inside pages

[illegible]

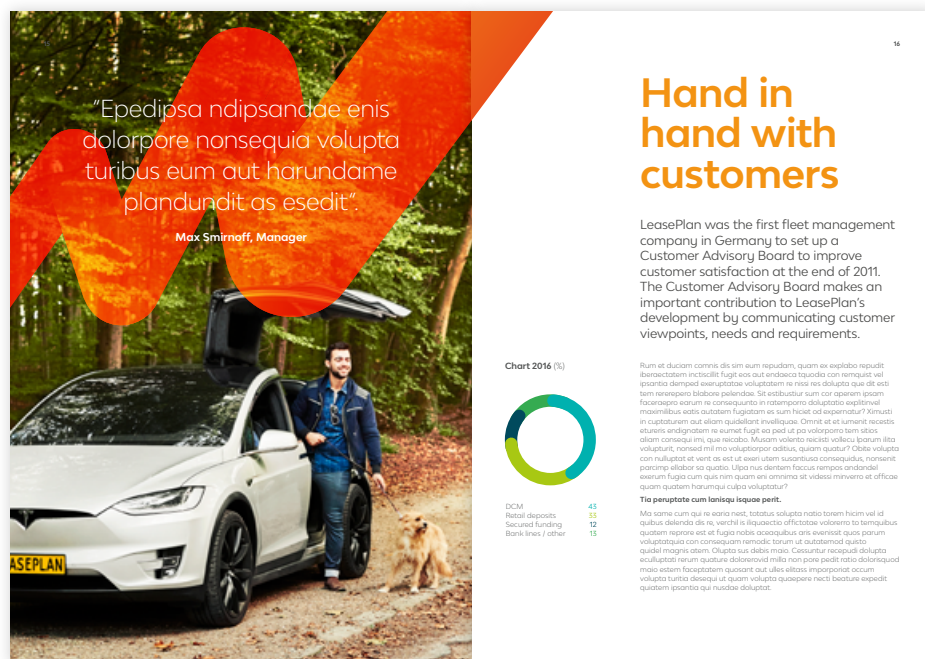
12.11 Product brochure-cover



Cover design
The product brochure design uses a full-bleed image from our photography. Solid logo 2 should be used over the image, in the specified logo area

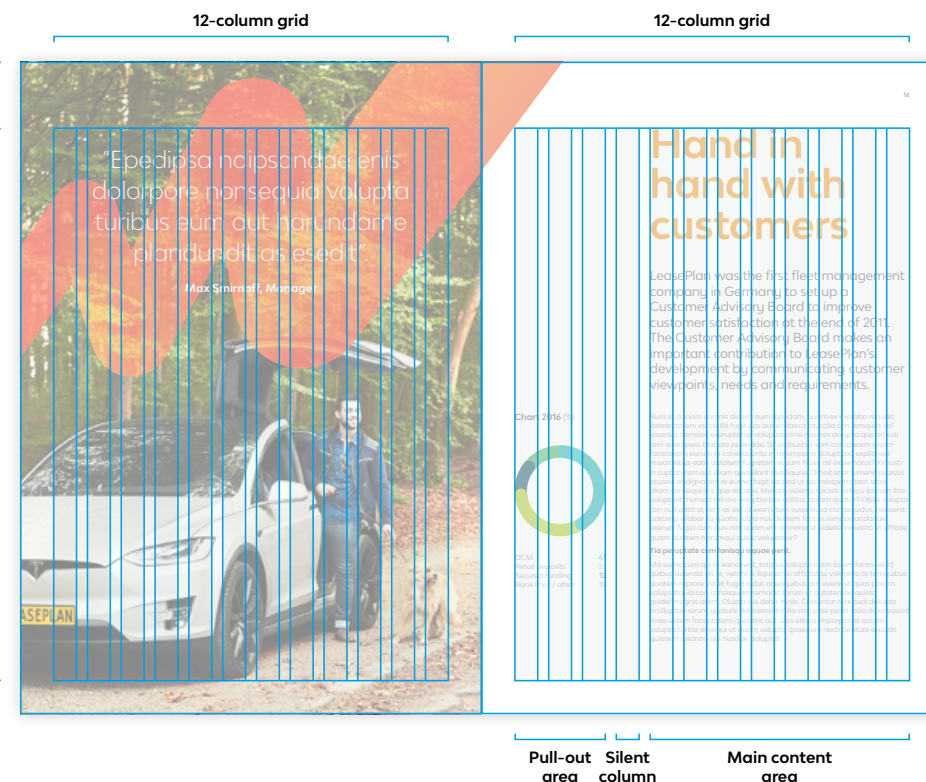
The title and product heading should be displayed in the specified title and product areas. Titles should use no more than two lines.

12.12 Product brochure-inside pages



Page info

Content area



Inside page design

Adhere to the specified 12-column grid layout. All content should be contained within the content area. Page numbers and folios should be displayed in the page information area.

A pull-out area is specified which can be used for infographics, charts and quotes where required. Use the silent column to give space between the main content area and pull-out area.

This inside page design can also be used in our corporate brochures.

12.12 Product brochure-inside pages

17

ISM 2016

Car sharing experience

LeasePlan was the first fleet management company in Germany to set up a Customer Advisory Board to improve customer satisfaction at the end of 2011. The Customer Advisory Board makes an important contribution to LeasePlan's development by communicating customer viewpoints, needs and requirements.

8%
Growth number of vehicles



18

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- 01 Maintain the strength and resilience of our business.
- 02 Enhance our profitability by unlocking "The Power of One LeasePlan".
- 03 Position ourselves strategically in the automotive sector.

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Maria Jackson, Manager

Page info

Content area

12-column grid


17

ISM 2016

Car sharing experience

LeasePlan was the first fleet management company in Germany to set up a Customer Advisory Board to improve customer satisfaction at the end of 2011. The Customer Advisory Board makes an important contribution to LeasePlan's development by communicating customer viewpoints, needs and requirements.

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Pull-out area

Main content area

12.13 Magazine-cover



Cover design

The masthead area consists of our primary logo and magazine title. The logo is positioned in the top-right hand corner. The magazine title is positioned over the journey line. These positions should remain consistent across all issues.

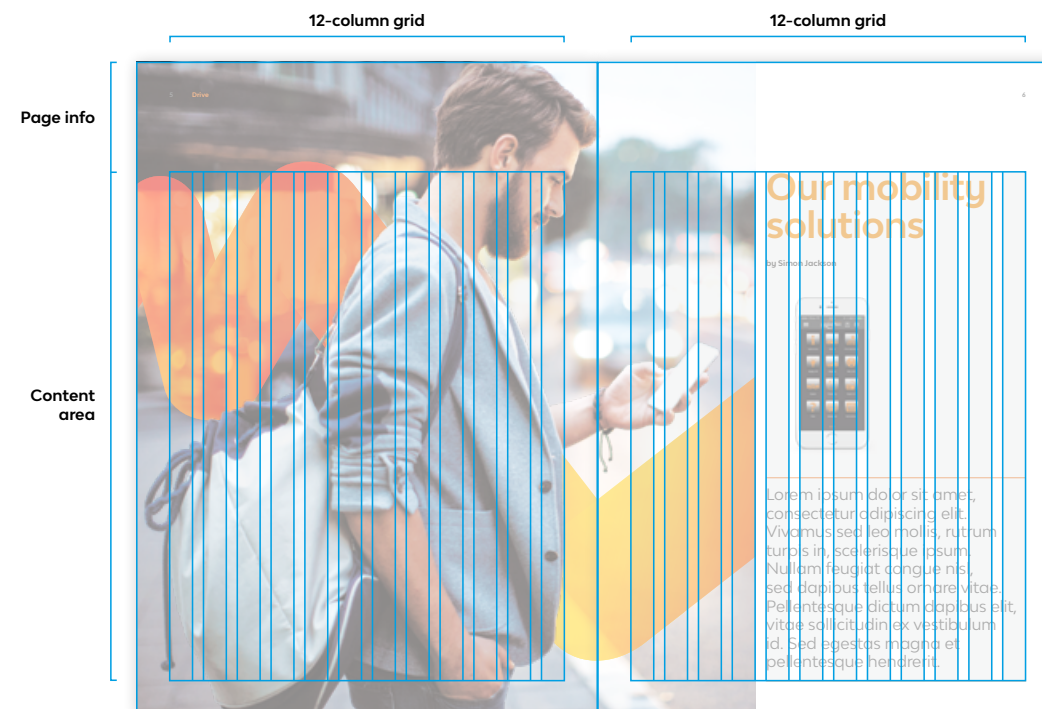
The issue number and date are positioned left-aligned above the magazine title. The cap height of the issue and date are aligned with the cap height of the LeasePlan wordmark.

Issue content should be displayed in the content area. Colours from the specified colour palette (see section 5.0) can be used to achieve contrast, vibrancy and to differentiate between articles. No other colours should be used.

Photography used for magazine covers should be bold and allow legibility of the magazine content.

Use one or more colours from our colour palette to achieve contrast and vibrancy of content.

12.14 Magazine-inside pages



Inside page design

Our magazine spreads are energetic with bold and varied use of imagery creating 'pace' throughout the document.

Adhere to the specified 12-column grid layout. All content should be contained within the content area. Page numbers and folios should be displayed in the page information area.

A pull-out area is specified which can be used for infographics, charts, quotes and pull-out information where required. Use the silent column to give space between the main content area and pull-out area.

Large pull-outs and quotes should be used where appropriate to highlight messages and points of interest.

12.14 Magazine-inside pages

7 Drive

Test

Volkswagen
Passat vs.
Ford Mondeo

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Page info

Content area

12-column grid

7 Drive

Test

Volkswagen
Passat vs.
Ford Mondeo

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7 Drive

Test

Volkswagen
Passat vs.
Ford Mondeo

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12.14 Magazine-inside pages

Projects

GoMore and LeasePlan

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Page info

Content area

12-column grid

12-column grid

Projects

GoMore and LeasePlan

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Main content area

Silent column

Pull-out area

12.14 Magazine-inside pages

11Drive

The way to increased driver safety



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Audi A3 Sportback 1.6 Tdi Ambition 5d

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ABS
Board Computer
Alloy wheels
20% Aggregation



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12

12-column grid


12-column grid

Page info

Content area

11Drive

The way to increased driver safety



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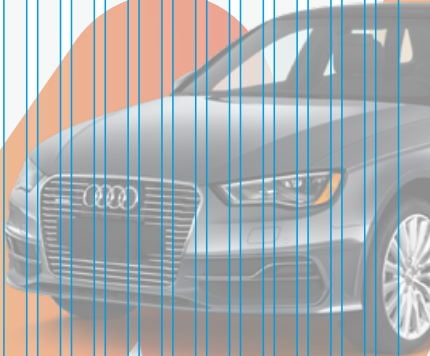
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ABS
Board Computer
Alloy wheels
20% Aggregation



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12.15 Co-branding guidelines



Co branding doesn't always have to be a tricky affair. With just a few simple tips you can easily create something both you and your branding partner are happy with.

First, you need to decide on which brand is the leading brand, LeasePlan or your partner's.

LeasePlan led co-branding

When your materials are led by the LeasePlan branding then everything should be in our house style with your partner's style included. If the material contains more than one partner brand always keep the other brands logos the same size.

Partner brand led

When your partner's brand is leading their house style is used with the LeasePlan logo on it. For these types of cobranding the "alternative/small use" logo is the preferred logo to use.

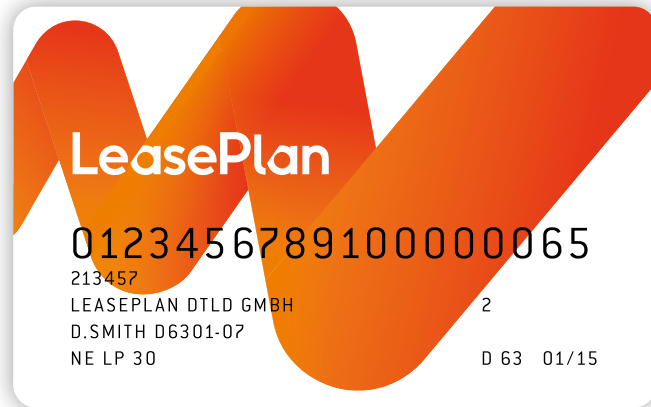
It's not necessary to say "Powered by LeasePlan" for all co branding material but if you want to please always use "Powered by LeasePlan" and not "By LeasePlan".



12.16 Direct mail



12.17 Fuel card



Fuel card front



Fuel card back

12.18 Invitation



12.19 Badge



Badge front 1



Badge front 2

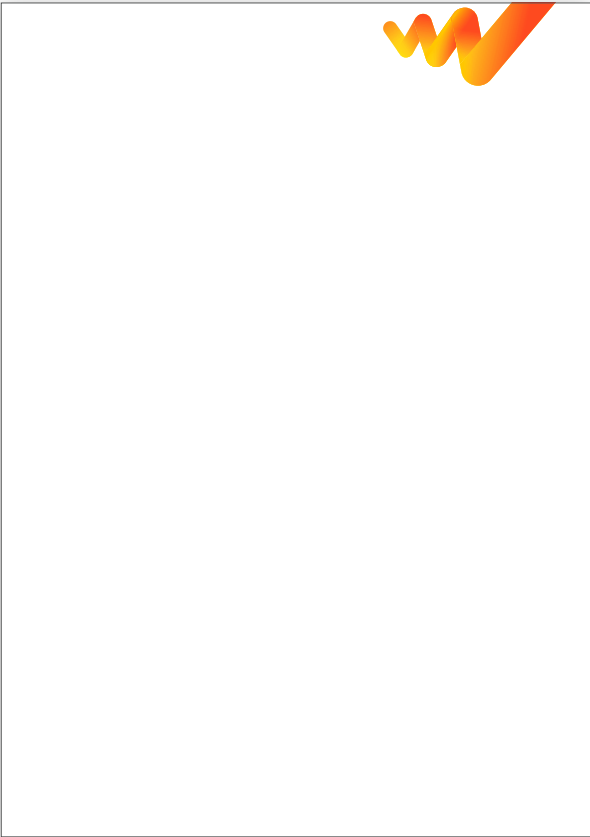
12.20 Stationery – letterheads, compliments slip, business card



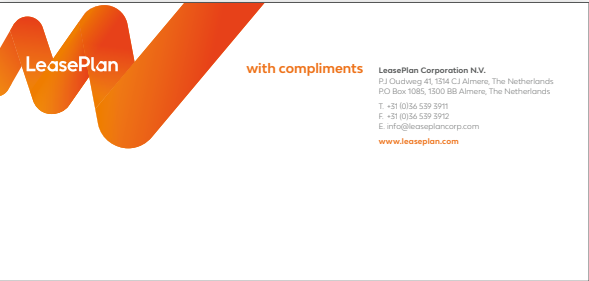
Letterhead front



Letterhead back (optional)



Continuation sheet



Compliment Slip front



Compliment Slip back

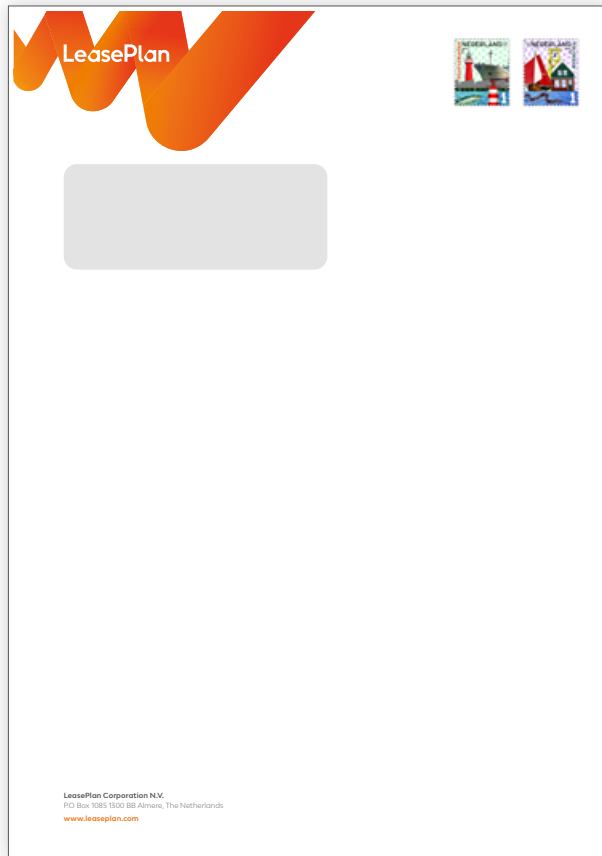


Business card front

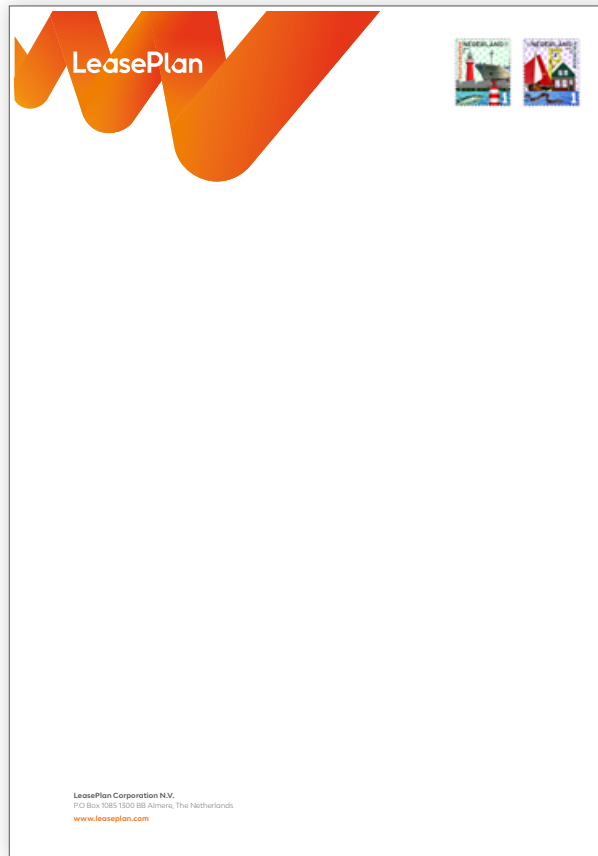


Business card back

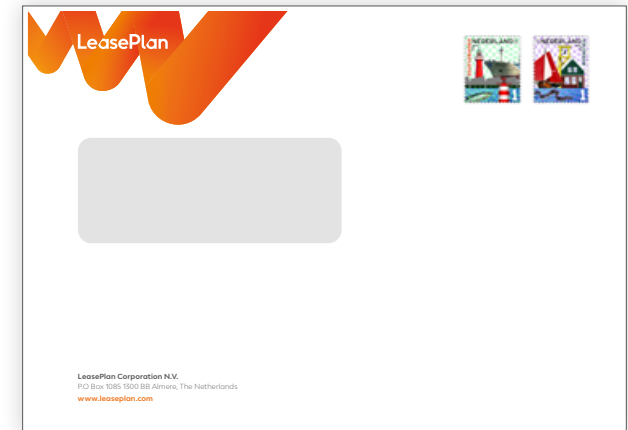
12.21 Stationery – A4 and A5 envelopes



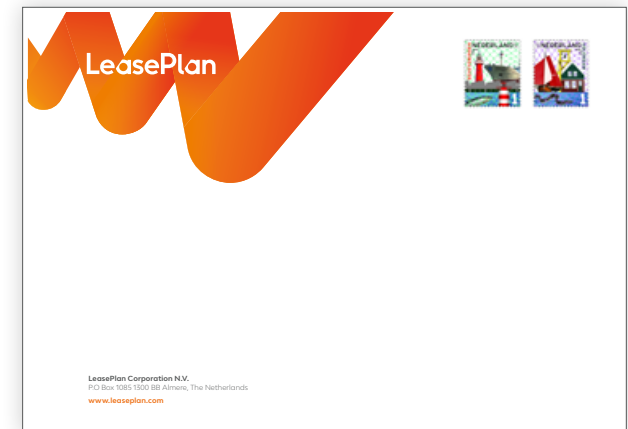
A4 window



A4

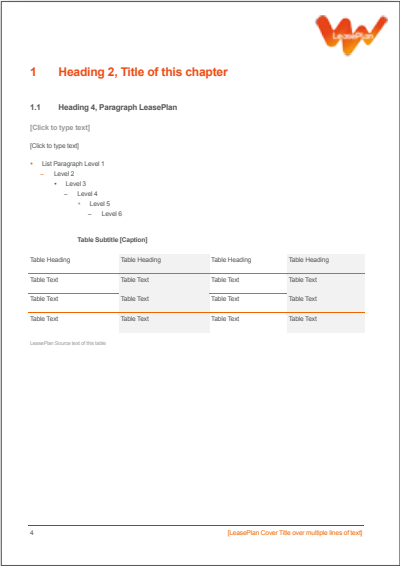
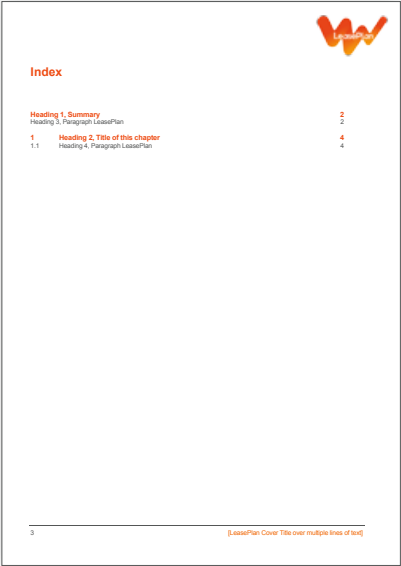
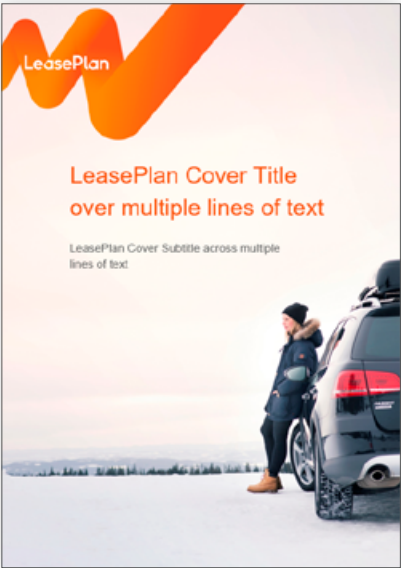
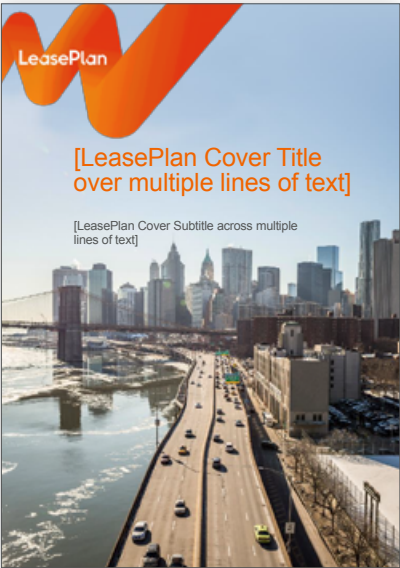


A5 window

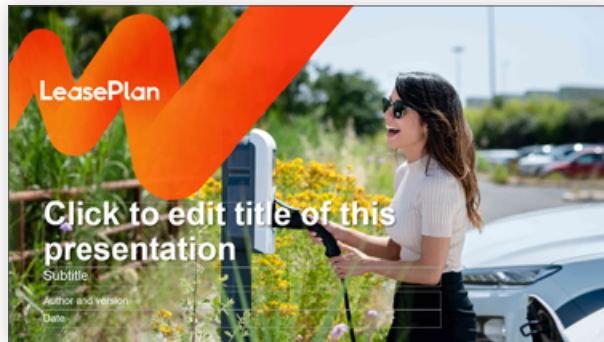


A5

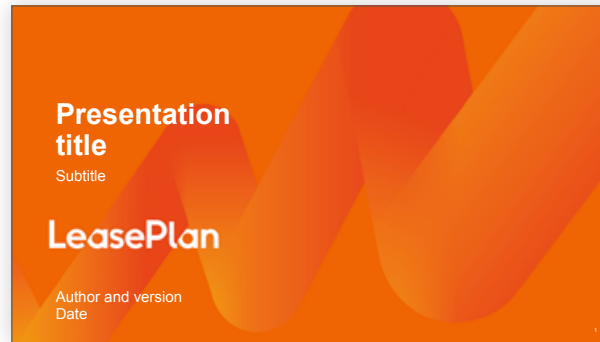
12.22 Word template



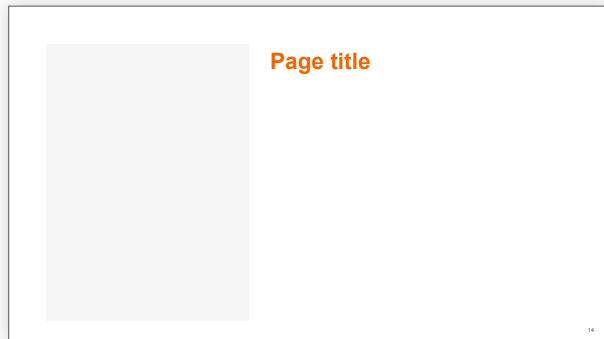
12.23 Powerpoint template



Title Slide



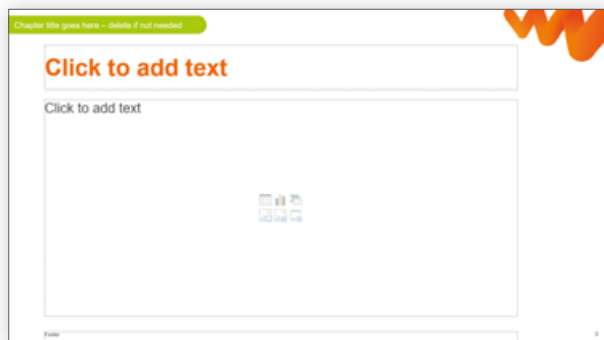
Title Slide



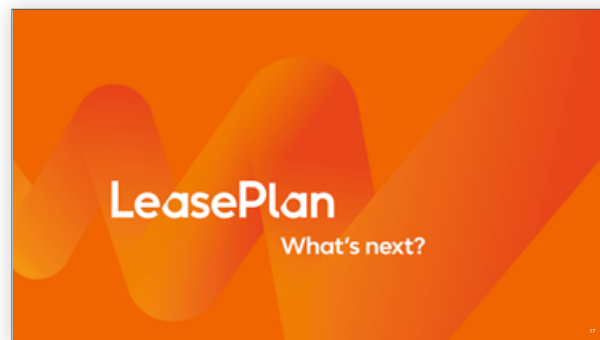
Chapter Slide



Contents page Slide

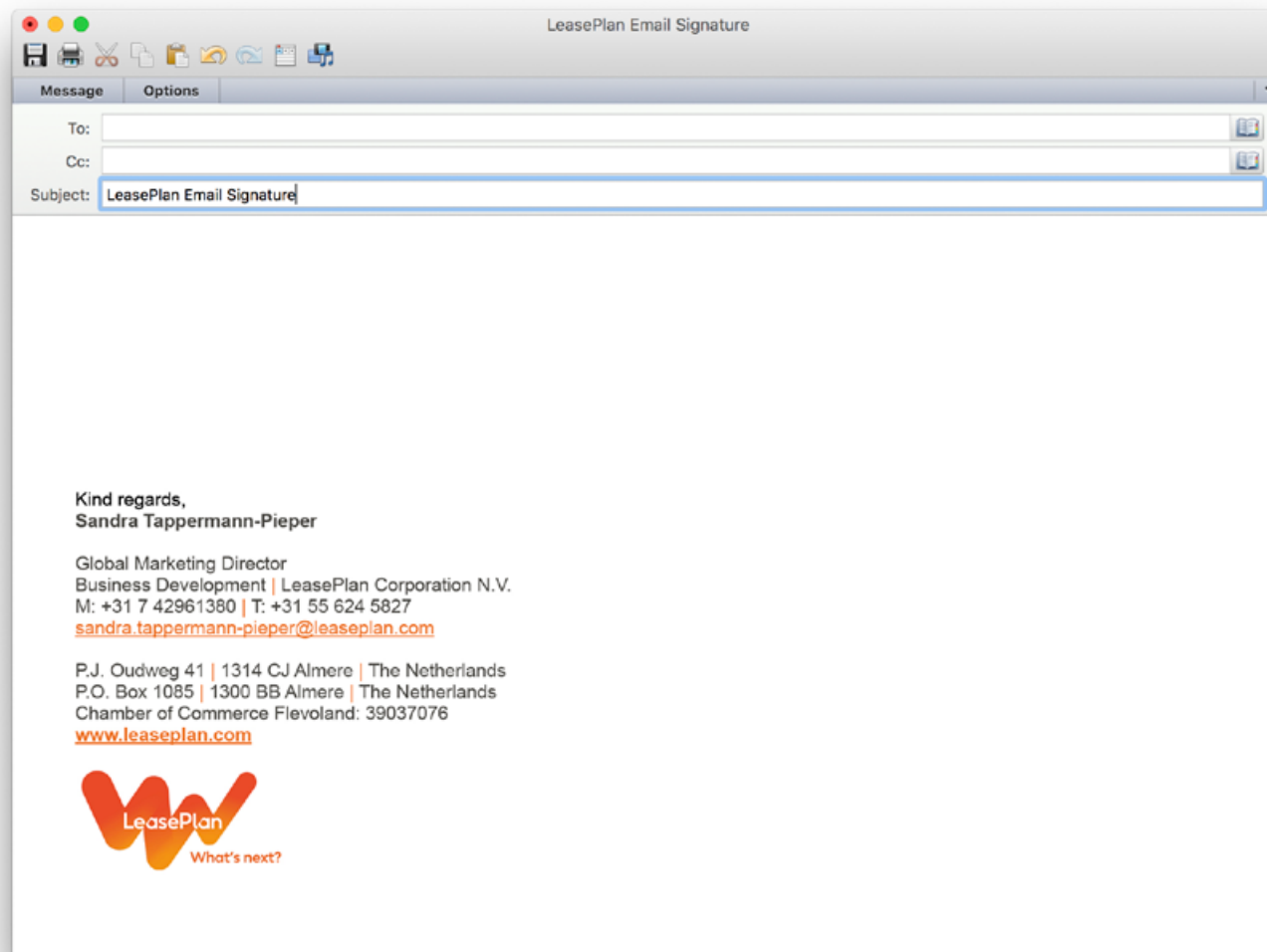


Page content Slide

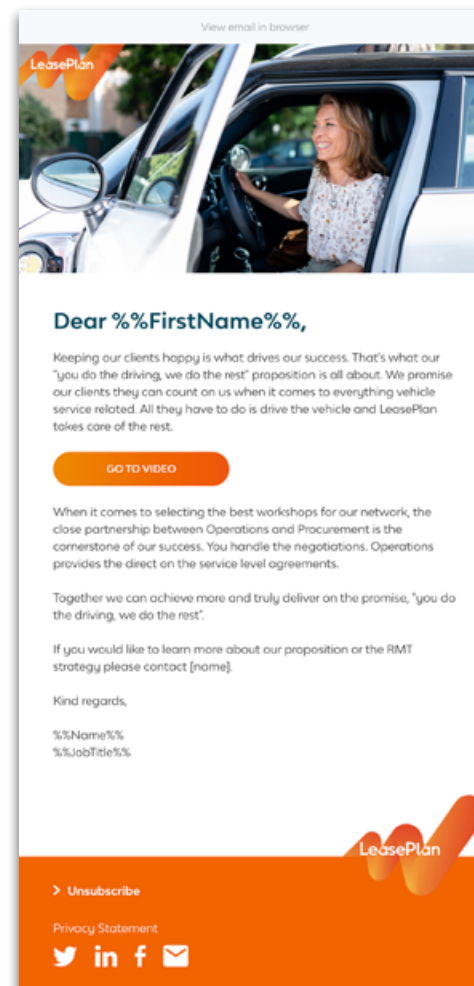
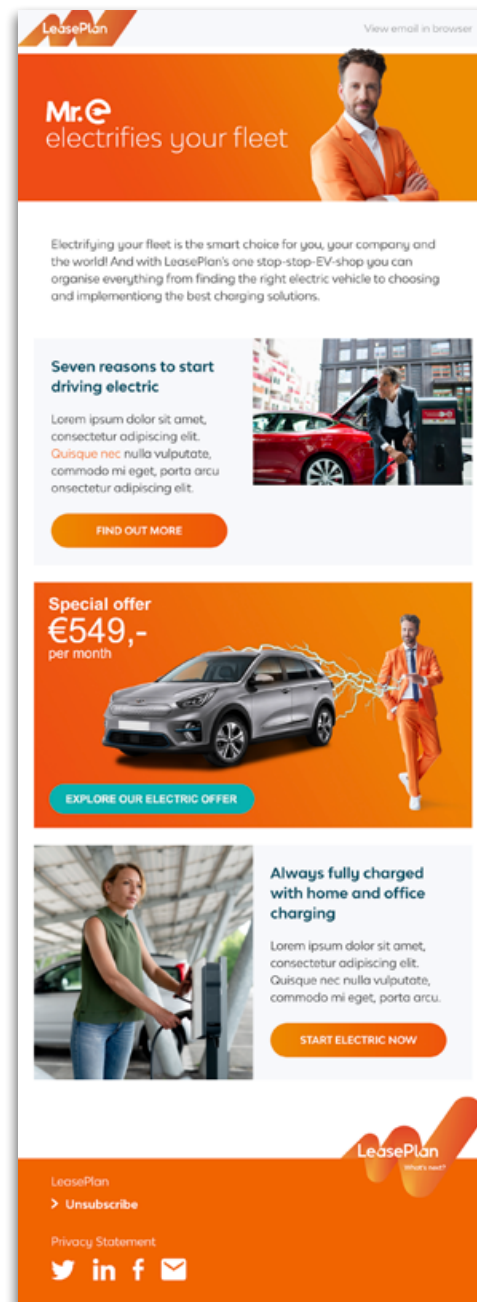
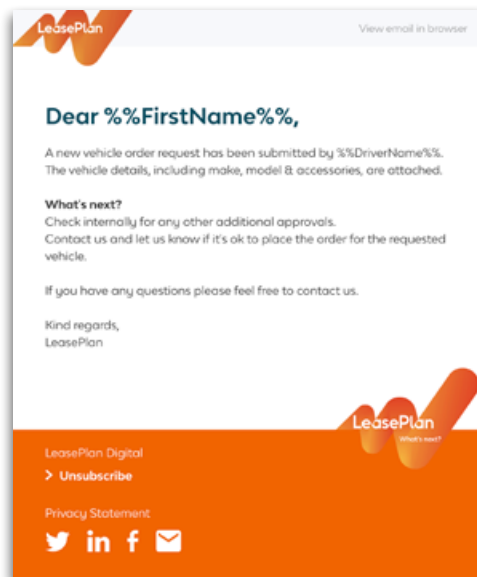


End Slide

12.24 Email signature



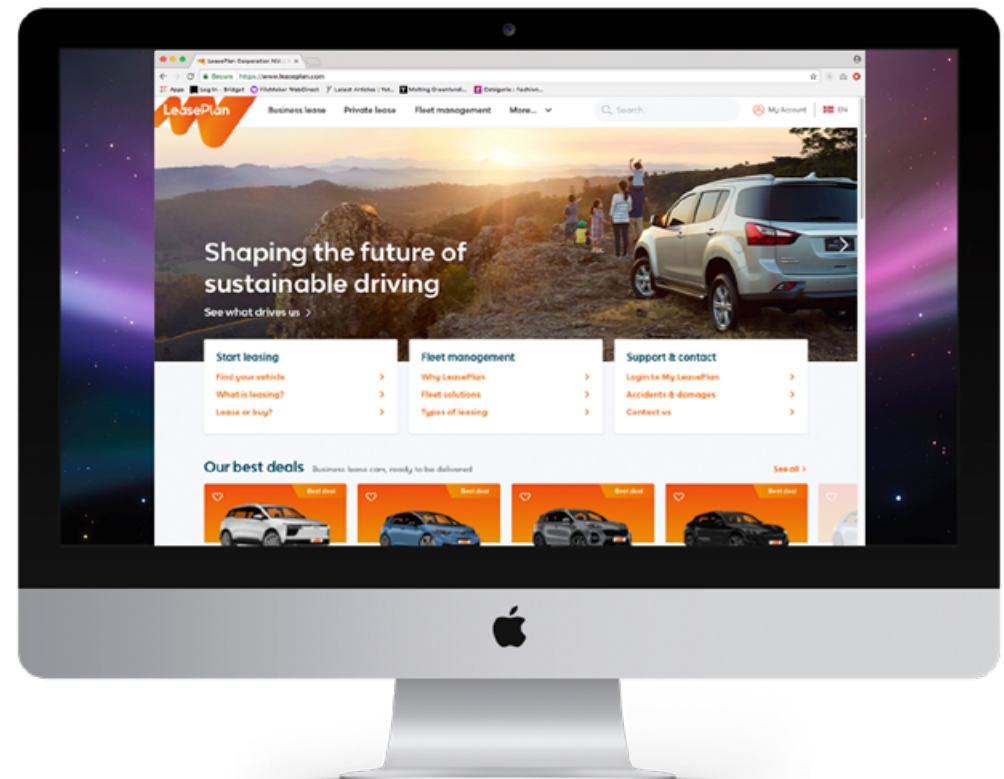
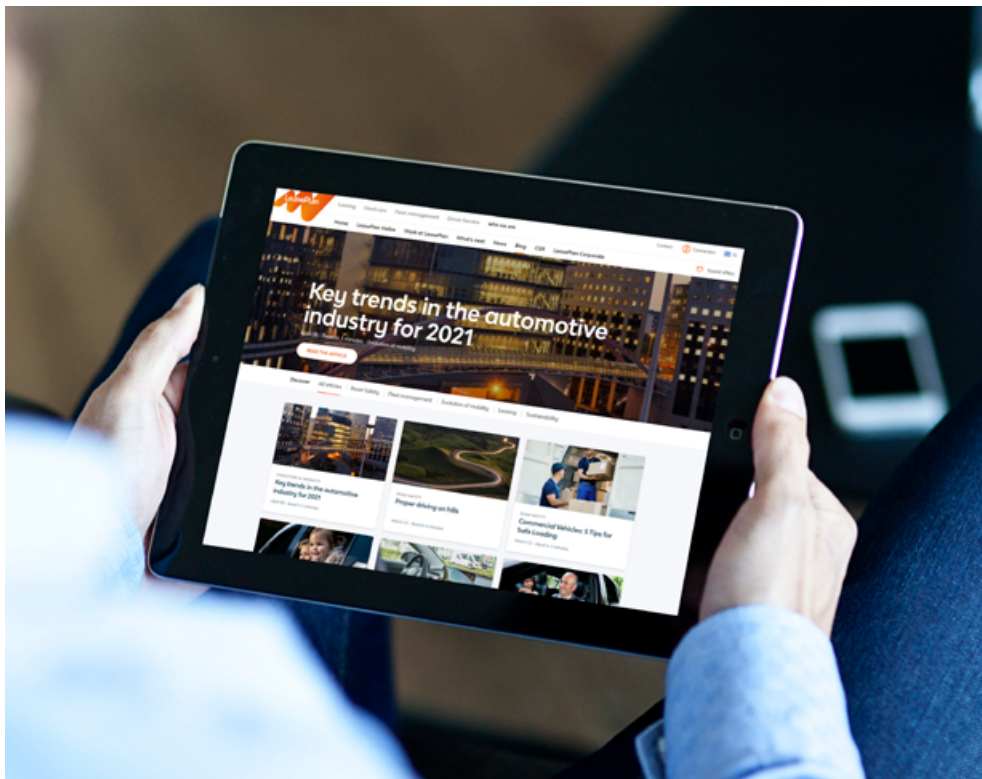
12.25 Newsletters and EDM



12.26 Online

You can find everything related to our website/portal style on a separate online portal (Velocity). This includes available Sitecore templates. If you would like access please email marketing@leaseplan.com

Further more you can find latest examples of our website style by visiting leaseplan.com.



12.27 Social media

Also on social media a consistent and bold brand expression is key.

Especially in the fast paced and ever changing world of social media we need to be able to stay at the forefront of the key mobility topics while staying true to our visual identity and verbal tone of voice.

Please refer to social guidelines document to find out more.

For more information about social media guidelines please contact
corporate.affairs@leaseplan.com

Contact information

13.0

13.1 Contact information

Contact the marketing team at

marketing@leaseplan.com



LeasePlan

What's next?

leaseplan.com