

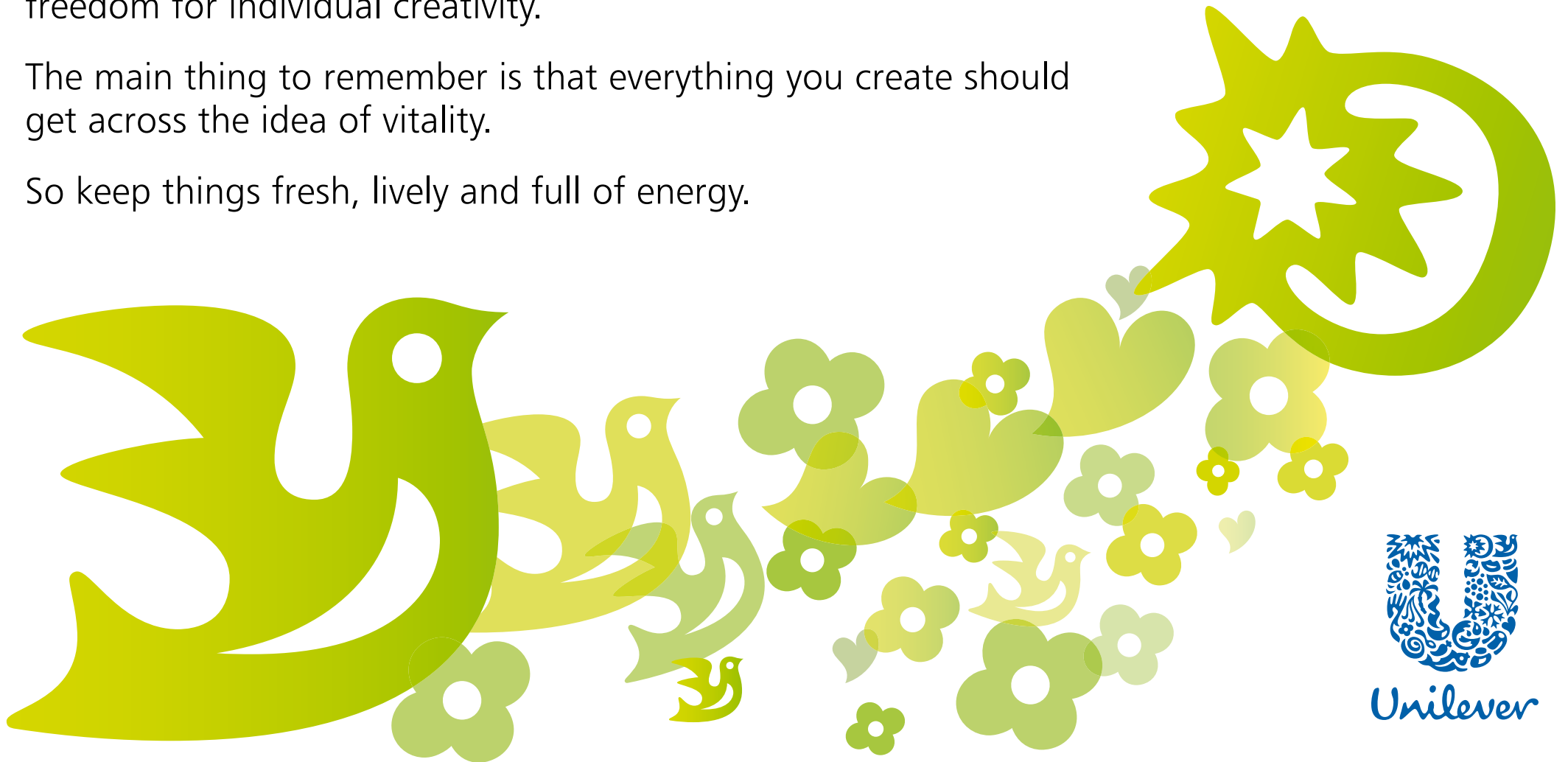
Guidelines and artwork

This PDF gives you all the tools you need to apply the Unilever identity – from using the logo to writing in a tone of voice that conveys vitality.

The guidelines give a simple set of rules to ensure consistency of look and feel across the whole of Unilever. However, they also allow freedom for individual creativity.

The main thing to remember is that everything you create should get across the idea of vitality.

So keep things fresh, lively and full of energy.



The Unilever brand has been designed to work across a broad spectrum of applications, from stationery and signage to promotional items and giveaways.

Examples are given in the following pages on how to apply the identity in different situations.





Applications

- Stationery
- Signage & workplace
- Access card
- Promotional items
- PowerPoint
- Website

Stationery

All stationery bears our Unilever logo.

In communications to consumers that come from our product brands, Unilever takes the role of endorsement.

Sample Quark Xpress artwork files can be downloaded from the image library (www.unileverlibrary.com).



All our business stationery should feature the Unilever logo.



Where co-branding is required, the back of the business card may be customised with the consumer brand (but never the front).



Product branded letterheads may be retained for communications to consumers, but should feature the Unilever logo in the form of an endorsement.





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Signage & workplace

All the signage on our buildings has changed to reflect our single identity. Our workplaces will be changing internally, incorporating our visual language to create an environment that reflects vitality, in line with the Unilever mission.

For guidelines on creating and applying signage in the Unilever style, please speak to your Unilever client.





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Access card

Building access and vending cards are essential, everyday items within Unilever. Sample artwork of these items may be downloaded from the image library (www.unileverlibrary.com).

Regions may tailor the designs to their own requirements or use them as a creative starting point for production.

For more about how to create background designs, see the Unilever Look & Feel guidelines.

For security reasons, the access cards do not feature the Unilever logo or the building address.





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Promotional items

The gifts and promotional items we produce should reflect the idea of vitality, both in choice of object and in design. They should be desirable objects that people want to keep.

The brand is not about putting a logo on a pen. Unilever is looking for items that will capture the idea of vitality. They could be about well-being, health, balance, sparkle, energy, excitement, lifting spirits... There's plenty of room to be creative – so put some vitality into it.





Applications

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PowerPoint

We have designed three PowerPoint presentation templates to reflect the idea of vitality and our identity.

The Colour Template is the preferred template for external presentations. The White Template is a simple template for internal use.

There's lots of colour and vibrancy in the design so try not to spoil it with too much text or diagrams with too much detail for people to understand.

If you require Unilever branded PowerPoint templates, please speak to your Unilever client.





Applications

- Stationery
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Website

The Unilever brand unites us all behind a single vision, with a common mission, identity and values. We can bring our brand to life online, through websites which connect with consumers, clearly express our mission and exude vitality.

A framework and single technology solution has been created which all countries wishing to have a Unilever website should use.

If you require guidelines on creating a website, please speak to your Unilever client.

