

JAGUAR LAND ROVER

DUAL BRAND GUIDELINES

September 2014

ONE GREAT COMPANY TWO ICONIC BRANDS



For decades, Jaguar and Land Rover have been bastions of British motoring heritage. Two brands with their own iconic identities, unmistakable personalities and unwavering values. This remains true today. Now they are greater than ever before.

Some of history's greatest partnerships are born out of a union between two strong icons. That's why, when Jaguar and Land Rover joined forces in January 2013, it was the beginning of an extraordinary journey as a business. A journey that would see many Jaguar Land Rover staff working side by side across both brands and will go on to see us rolling out the dual brand in retail format by 2020, across dealers who follow the same site dual brand retail format.

Our mantra of 'one great company, two iconic brands' acknowledges this shift in the way we do business. It's imperative that we strike the right balance: we need to keep the two brands entirely distinct while, on the proper occasion, reflect the united company we have become.

Welcome to the guidelines for the Jaguar Land Rover dual brand identity. These pages set out the fundamentals for when and how to speak on behalf of both brands under one roof. Rest assured, the principals we've established are here to stay as we embed them into the company to 2020 and beyond.

CONTENTS



SECTION 1 OUR APPROACH

1.0	INTRODUCTION	5
1.1	DECISION TREE	10
1.2	CORPORATE SALES	12
1.3	CORPORATE RELATIONS	18
1.4	CONSUMER ACTIVITY	26
1.5	INTERNAL & HR	34

SECTION 2 OUR TOOLKIT

2.0	TOOLKIT OVERVIEW	43
2.1	DUAL GRID	46
2.2	UNIFIER	50
2.3	DUAL LINE	65
2.4	COLOUR	72
2.5	TYPOGRAPHY	76
2.6	ART DIRECTION	85
2.7	LAYOUT PRINCIPLES	98
2.8	CHARTS & DIAGRAMS	114
2.9	ROYAL WARRANTS	117

SECTION 3 BRINGING IT TO LIFE

3.0	BRAND APPLICATIONS	124
—	CONTACT & BRAND SUPPORT	171

SECTION 1

OUR APPROACH

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|-----|-----------------|-----|---------------------|
| 1.0 | INTRODUCTION | 1.3 | CORPORATE RELATIONS |
| 1.1 | DECISION TREE | 1.4 | CONSUMER ACTIVITY |
| 1.2 | CORPORATE SALES | 1.5 | INTERNAL & HR |

THREE GOLDEN RULES

‘Customers buy a Jaguar, or a Land Rover,
not a Jaguar Land Rover’

ANTHONY BRADBURY.

HERO THE PRODUCT BRANDS

Our ‘one great company, two iconic brands’ mantra should always be respected. Clarity is key. The dual brand identity should bring a sense of unity and consistency to situations where both product brands are present, but its role is purely to provide the stage on which they can each shine. The toolkit is sympathetic to both brands, but always remains in the background so that it never overshadows them.

THE EXCEPTION, NOT THE RULE

There are times when a dual brand presence is the recommended approach, but there should always be a clear, objective justification for why it’s been used. And when it’s used we should celebrate our two product brands (where appropriate).

The audience always comes first. The dual brand identity must only be used when there is a clear customer end benefit in doing so or when operational/functional realities prevent the brands from being communicated or promoted independently.

For example, when the reputation of each product brand is enhanced by grouping them together.

TREAT EACH SITUATION INDIVIDUALLY

While the dual brand may be appropriate to use for a number of different audiences, it should never be used as a blanket approach to branding. Every communication, initiative, activity or environment should be assessed individually, and branded dual or single accordingly.

HELPING YOU NAVIGATE THE DUAL BRAND



These guidelines will help you apply the dual brand wherever its needed, from printed collateral to sponsorship activity, events to digital communications and more. Our aim is to help provide clarity on when to use the dual brand and what it looks like.

WHAT THIS DOCUMENT CONTAINS:

- The strategic principles that underpin how we assess any potential dual brand scenario.
- A decision tree to help you to clearly and quickly identify which brand voice is the best for your situation.
- Definition of the key audiences for whom dual brand is relevant, and the objective for each audience.
- Examples for each audience that bring these objectives to life in a real-world context.
- A breakdown of the new dual brand identity toolkit and how it leverages equities from both product brands.
- Examples of how this identity should be applied across a range of different scenarios (best practice).

WHAT ISN'T IN THIS DOCUMENT

Our aim is to arm you with a detailed and useful manual for using the dual brand. However, there are limits to how exhaustive they can be.

These guidelines do not contain:

- Design recommendations for every single possible scenario for use of the dual brand – however, we have covered all major touch points and established clear precedents that can be applied to other formats.
- Information on how to approach scenarios that are to be single branded; please see the respective Jaguar or Land Rover guideline documents for this information.

If you can't find the answers you need to a specific question, please liaise with your local market brand team for further guidance.

TWO POSSIBLE ROUTES TO A SUCCESSFUL DESTINATION



There are always two possible solutions to any potential branding scenario; dual brand or single brand.

DUAL BRAND

Uses the visual identity defined in these guidelines that is distinct from, but sympathetic to, both product brands. It has its own defined toolkit that should always be used correctly.

SINGLE BRAND

Based on the principles we have established in these guidelines, there will be times when it is not appropriate to use the dual brand. The correct solution will be to use the correct single brand visual identity. Some pieces of collateral may need to be duplicated for each brand, but protecting the integrity of our two premium product brands is always our priority.

WE HAVE IDENTIFIED 4 KEY AUDIENCES



If you are part of the Global Team or Local market, an Importer, Dealership or Franchise, we have identified four key audiences for whom dual brand communications may be relevant. We have defined clear strategies to help you approach any potential scenario for each audience.

- CORPORATE RELATIONS
- CORPORATE SALES
- CONSUMER ACTIVITY
- INTERNAL & HR

1.1

DECISION TREE

The decision tree on the following page is a tool that allows you to assess when to use dual or single brand for any possible scenario.

DECISION TREE

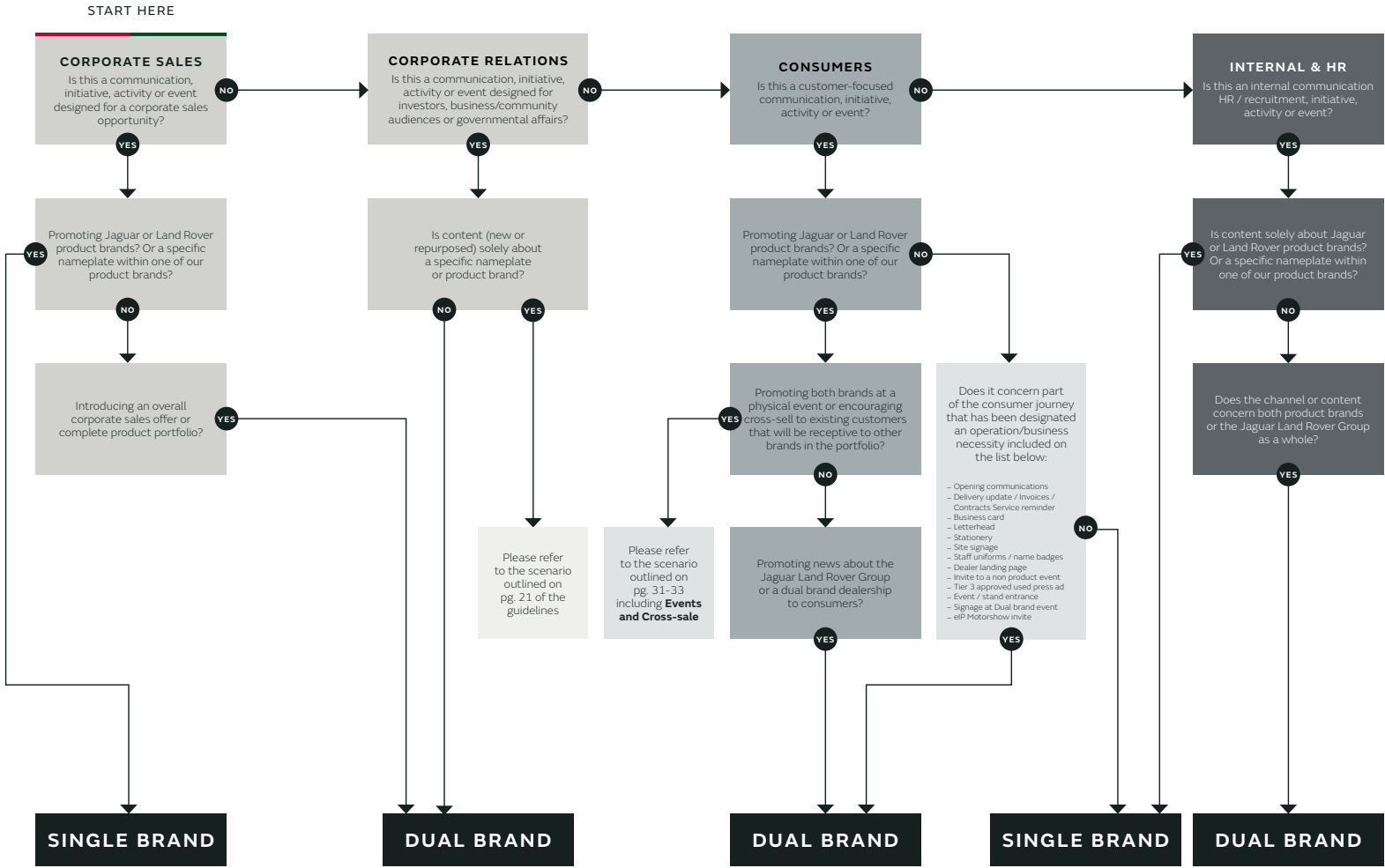
These guidelines set out a detailed overview of the strategic principles that explain when to use dual brand. The examples we’ve used on the following pages aim to show how these principles are applied for each audience to provide clear and consistent solutions.

However, this is only a snapshot of the instances where the dual brand may be correctly used. The decision tree is a tool that allows you to assess when to use dual or single brand for any possible scenario, from communications to sponsorship activity, events and any other initiatives. Before you start you need to be clear on two things regarding each scenario:

- Its intended audience
- Its purpose

With these two pieces of information in mind, the decision tree will provide the strategic rationale needed to determine whether the use of a single or dual brand identity is appropriate.

Please start on the left hand side and select the correct audience.



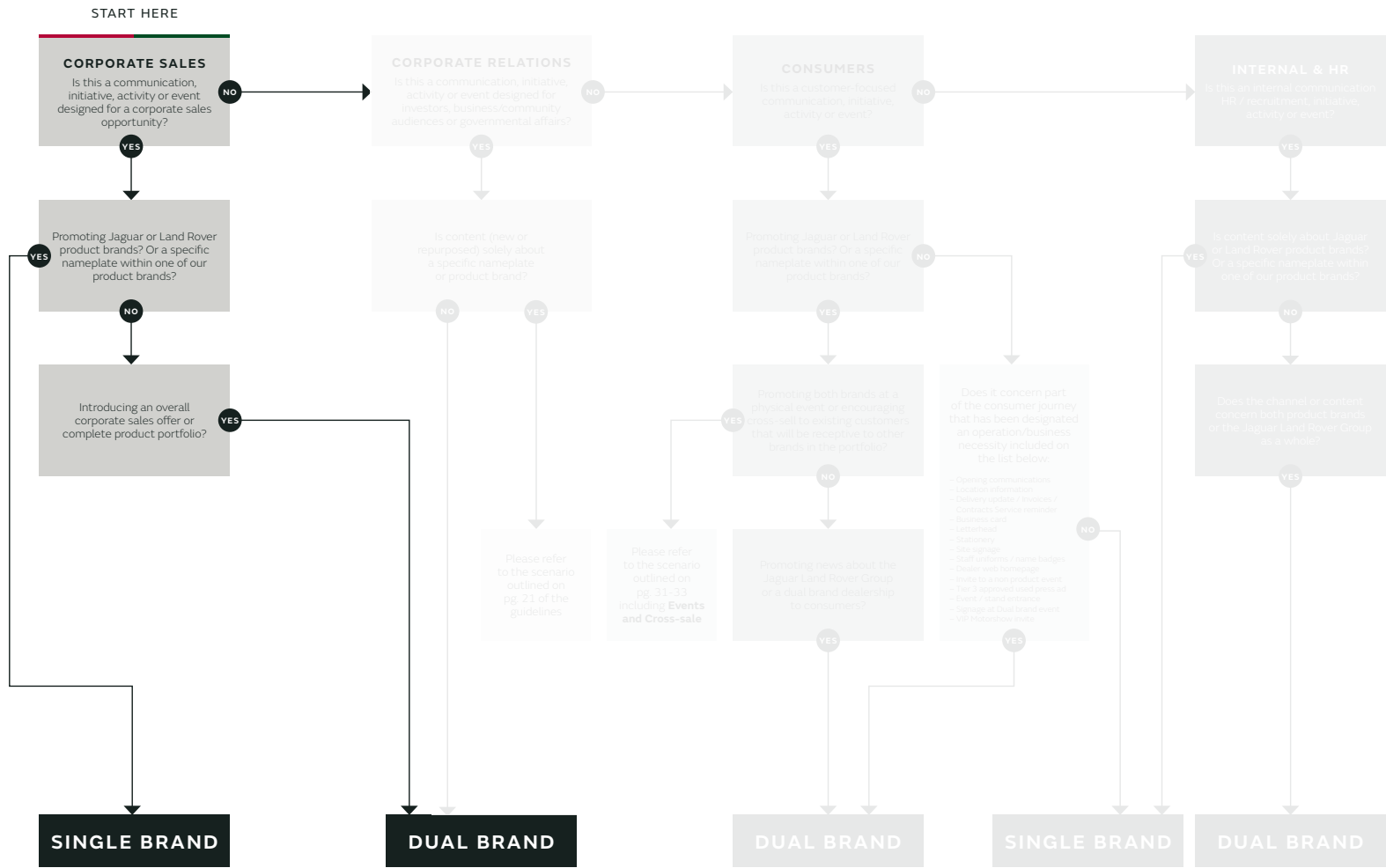
If you cannot find an answer to your query through the decision tree or the principles or scenarios set out in the dual brand guidelines please contact the Central Marketing team for advice on next steps.

1.2

CORPORATE SALES

Corporate Sales covers fleet sales.
Communications are wide-ranging and
include collateral, initiatives and events
for both product brands to win new clients
and retain existing ones.

CORPORATE SALES
RATIONALE



If you cannot find an answer to your query through the decision tree or the principles or scenarios set out in the dual brand guidelines please contact the Central Marketing team for advice on next steps.

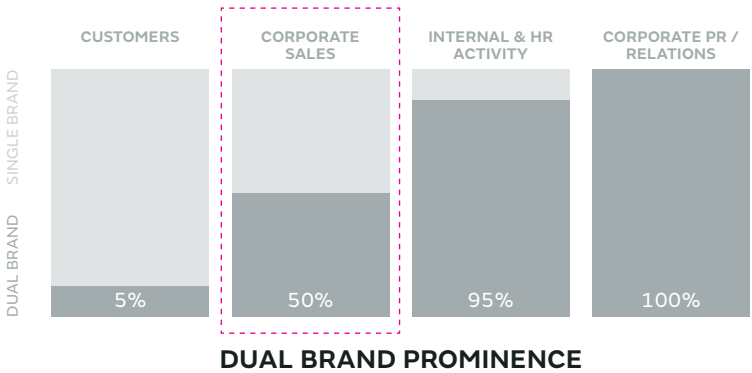
CORPORATE SALES
RATIONALE

Corporate Sales is a division that can offer customers the full suite of Jaguar and Land Rover products, or focus on promoting a specific nameplate, and needs the flexibility to use both the dual and single brand identities.

Where we are introducing Jaguar Land Rover Corporate Sales it's important that we use the dual brand identity to represent both product brands, so customers are aware of the full range of our portfolio.

However, when the subject matter is communicating or promoting a specific product brand or nameplate, we will want to use the appropriate single brand identity. This is important so that we stay true to our ambition to build equity, wherever possible, in each of these two iconic brands.

As the dual brand identity is sympathetic to both product brands, Corporate Sales can create dual branded packs and include single product brand collateral or pages.



50% impact on corporate sales activity will be dual brand including:

- Brochures
- Corporate Sales homepage
- Presenter Pack e.g. folder/pen/note page
- Invite to non product/general event
- Delivery update/Invoice/Contract
- Business Card
- Letterhead
- Stationery
- Staff uniforms/name badges

Activities that will be single brand include:

- Press adverts
- TV/film content
- Single product brochures
- Single product fact sheets



Dual brand



Jaguar brand



Land Rover brand

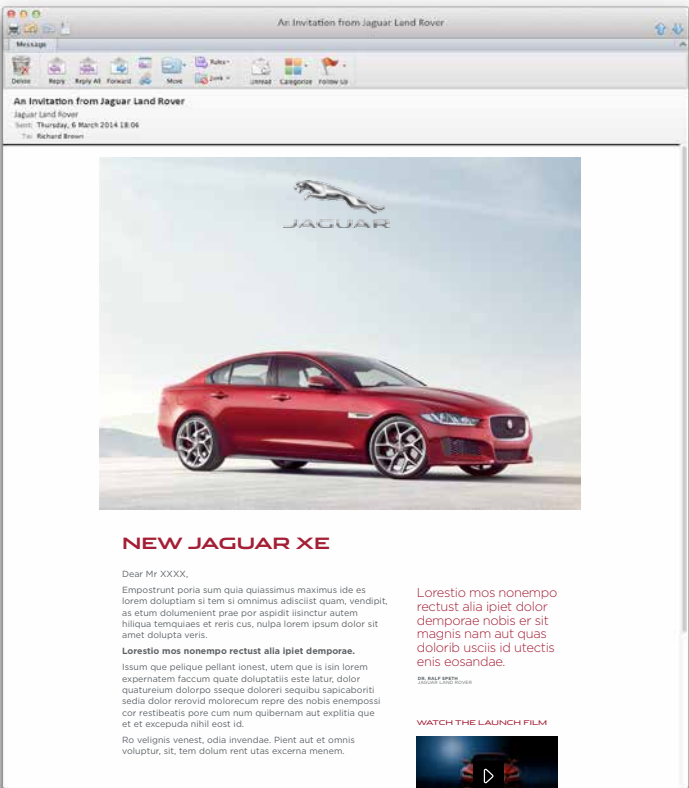
CORPORATE SALES
EXAMPLES

COMMUNICATING AS A SINGLE BRAND

Customers are looking to buy in to the Jaguar or Land Rover brands first and foremost.

The communication examples shown here relate to a specific nameplate from a specific product brand and therefore use their individual brand identities.

Above the line press ads will be single brand led, to ensure that we are building emotional engagement, brand affinity and awareness.



Email newsletter introducing the new Jaguar XE



Land Rover above the line press ad



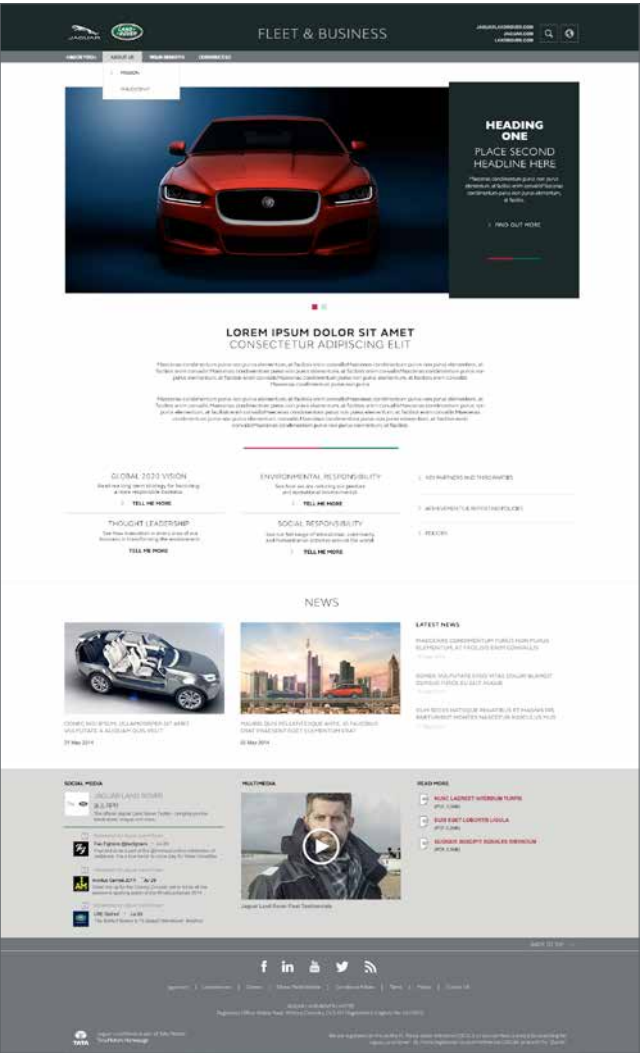
Land Rover specific advertisement

CORPORATE SALES EXAMPLES

DUAL BRAND COMMUNICATIONS

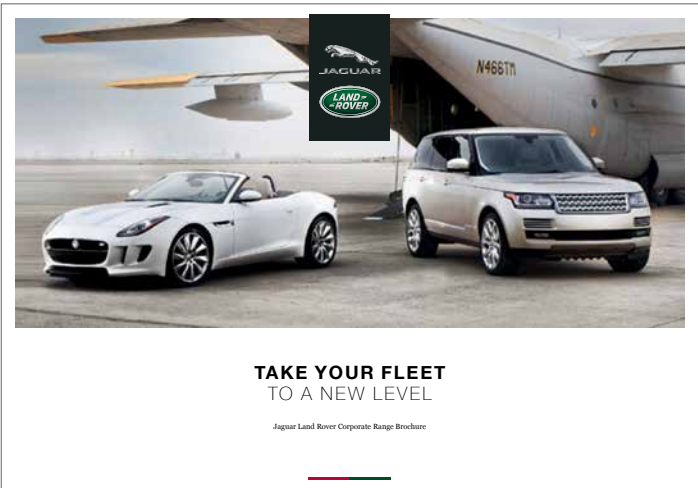
Communications need to be flexible on branding in order to best meet the customer's brief.

The dual brand should be used where we are representing the wider product portfolio or information on corporate sales.



Please note the application of logos on the Jaguar Land Rover corporate sales global website is an exception in use of logos due to customer/user conventions.

Jaguar Land Rover corporate sales global website



Jaguar Land Rover brochure cover

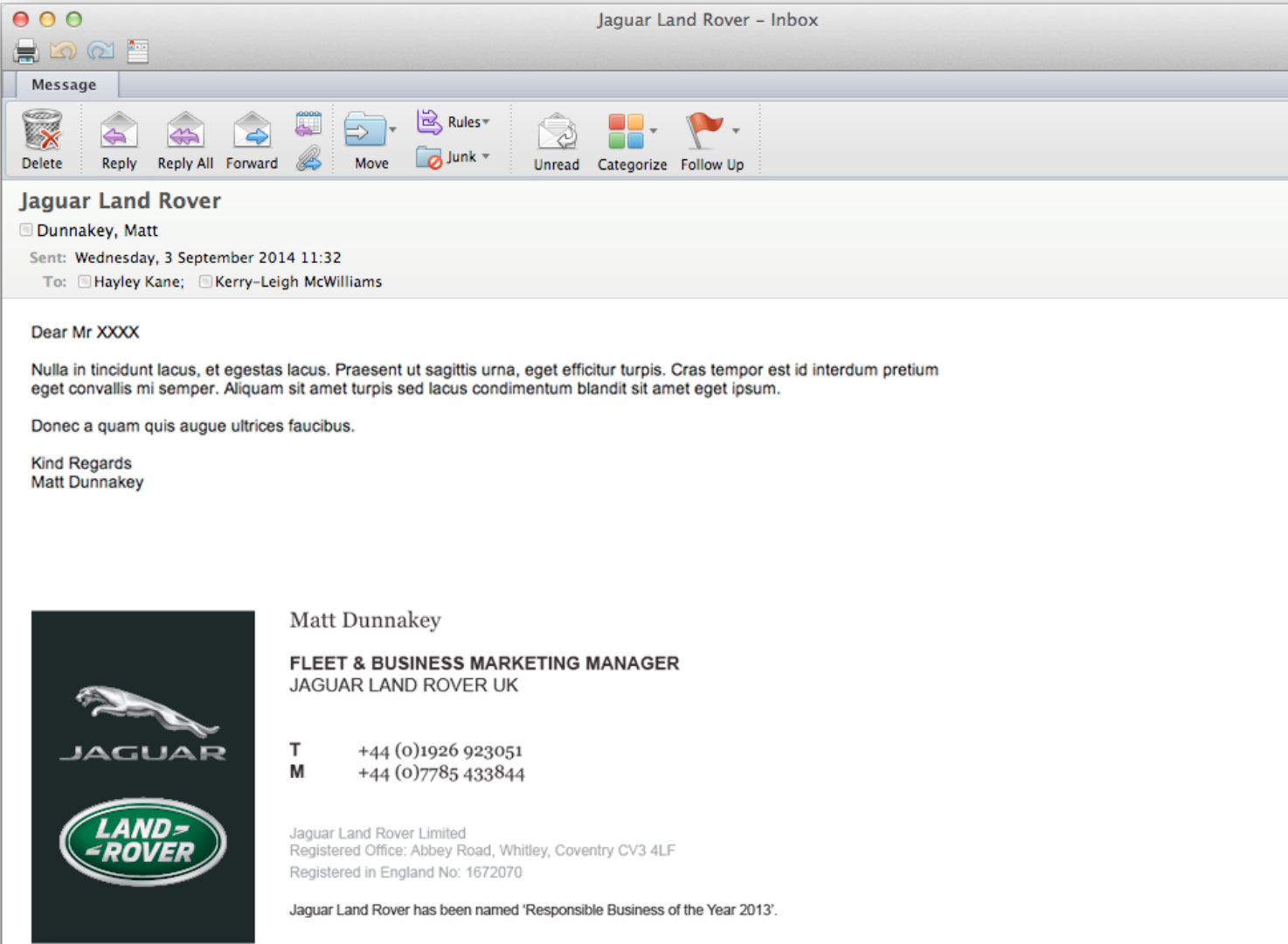
CORPORATE SALES EXAMPLES

EMAIL ADDRESSES

Email content needs to be flexible on branding to meet the desired purpose of the individual email.

A personal email from a corporate sales advisor should be dual branded as a representative of Jaguar Land Rover.

If the email promotes a single brand or product it should be from the single brand.

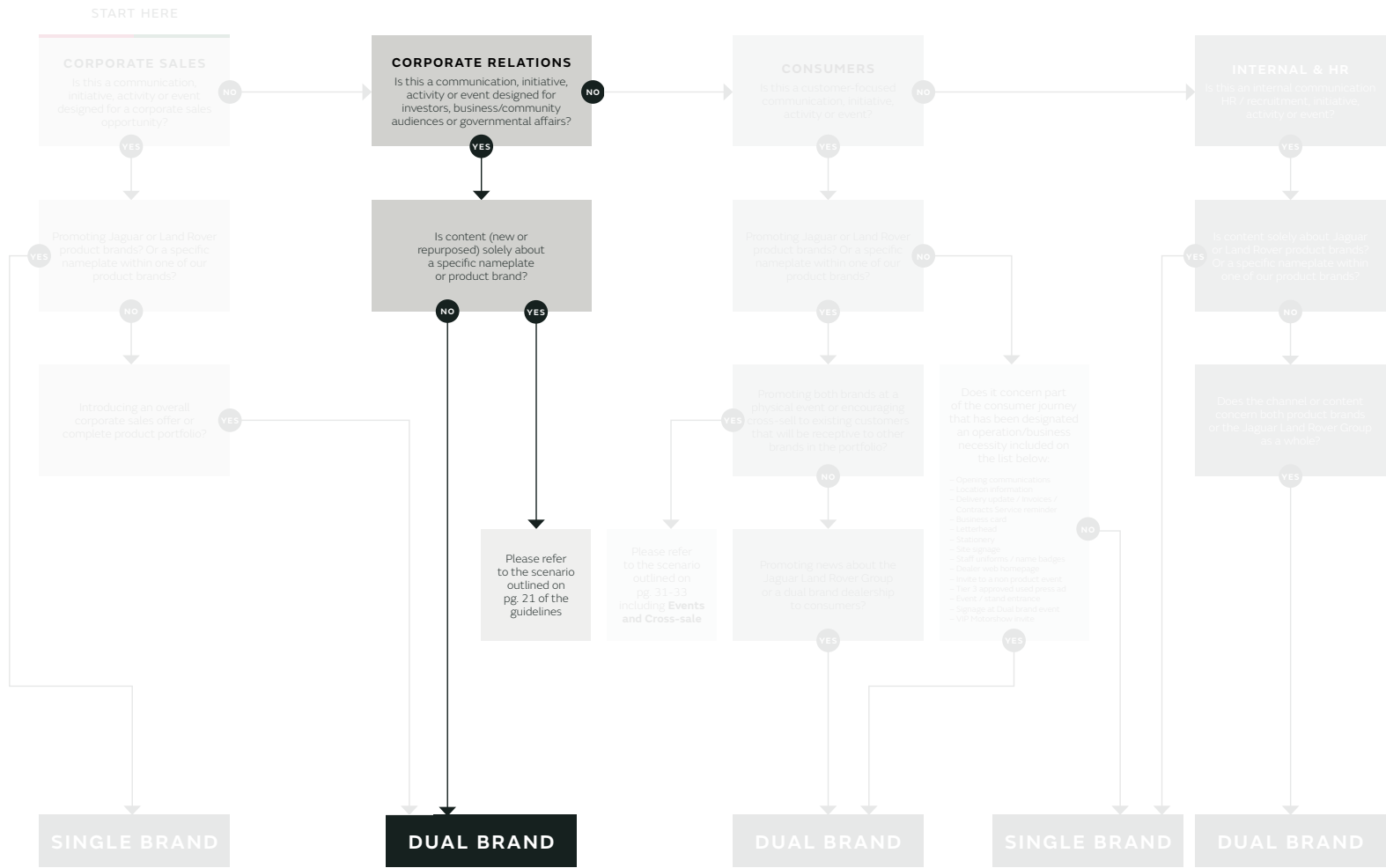


1.3

CORPORATE RELATIONS

How we communicate through our Corporate Relations is integral to how Jaguar Land Rover is perceived by highly influential parties – investors, government and community audiences, business journalists, suppliers and business partners.

CORPORATE RELATIONS RATIONALE



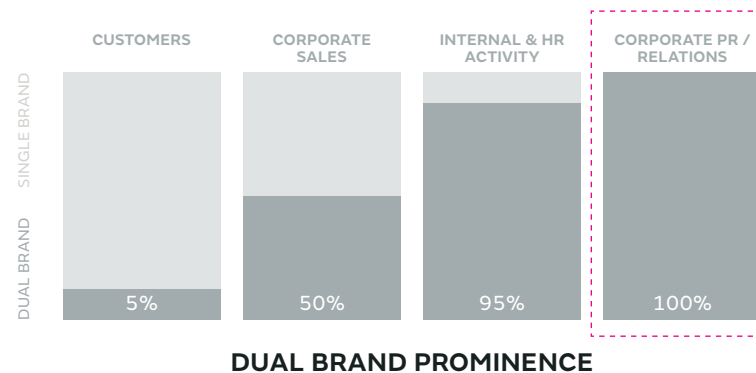
If you cannot find an answer to your query through the decision tree or the principles or scenarios set out in the dual brand guidelines please contact the Central Marketing team for advice on next steps.

CORPORATE RELATIONS RATIONALE

It is vital to the success of our business that we speak with a compelling single voice. Corporate relations communications should be dual branded.

Many of these audiences have a relationship solely with the Jaguar Land Rover Group and not with the individual product brands (such as investors and business audiences), so all content should always be clearly 'owned' by the dual brand.

From a strategic perspective, the dual brand can add greater gravitas and authority when we are communicating vital or sensitive news to these audiences. It also means that when we have good news to share it has a positive halo effect on both Jaguar and Land Rover.



All activity will be dual brand including:

- Annual Reports
- Corporate PR
- Corporate Reports
- Local community or business sponsorships & initiatives
- General business meetings/conferences
- jaguarlandrover.com
- Media/Corporate websites

Corporate relations communications should be dual branded.

CORPORATE RELATIONS EXAMPLES

ANNUAL/CSR REPORT, AGM COLLATERAL

These documents are more than a summary of our business performance, they are a celebration of all that we have achieved as one united company; from innovation success to global growth and our ongoing commitment to sustainability.

They provide an opportunity to focus on our vision for both Jaguar and Land Rover by creating and delivering experiences that customers love for life.

Corporate relations communications, reports and brochures will always be dual branded but can feature pages on a single product brand using the dual brand look and feel. No additional colours, fonts or logos should be introduced into these communications.



Annual Report cover



Annual Report spread

CORPORATE RELATIONS
EXAMPLES

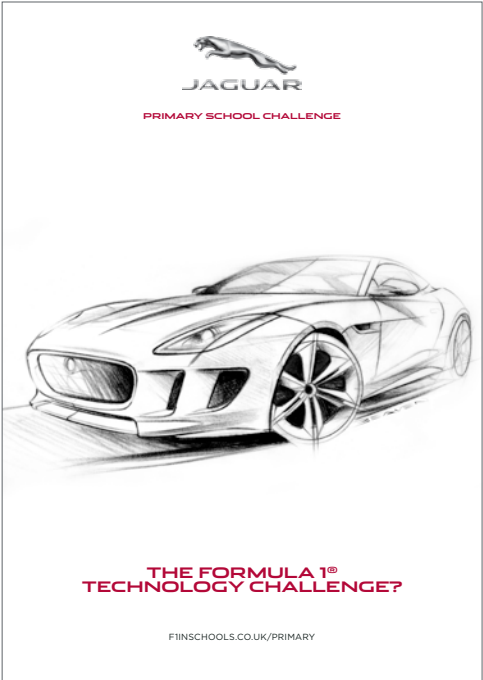
ANNOUNCEMENT OF A NEW LOCAL
COMMUNITY INITIATIVE, SPONSORSHIP
OR EDUCATION PROGRAMME OR FUN DAY

We proudly partner with local authorities and community groups to identify initiatives which need support. Some community initiatives may have a single product brand focus but will be presented as dual brand to ensure that both Jaguar and Land Rover celebrate the corporate level of investment in all activities like this.

For example, a local community event may be sponsored by Jaguar Land Rover but the activity and focus of that activity may revolve around a single brand.



Initial dual brand communications



Jaguar branded flyer for local community event

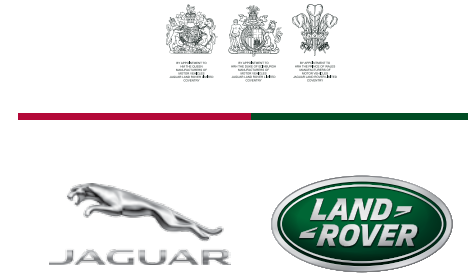


Land Rover branded flyer for local community event

CORPORATE RELATIONS EXAMPLES

PRESS EVENT TO ANNOUNCE OPENING OF A NEW PLANT

Both Jaguar and Land Rover receive equal prominence. This should be seen as an initiative attributable to the whole company which is therefore dual branded.



EMBARGO: 18 June 2014, 23:00 BST.

News Release

JAGUAR LAND ROVER CREATES 250 NEW JOBS AS HALEWOOD IS CONFIRMED AS THE HOME OF THE NEW DISCOVERY SPORT

- 250 new jobs created by Jaguar Land Rover as company announces plans to build the Land Rover Discovery Sport at Halewood.
- New jobs see the Halewood workforce treble in four years.
- More than £200m invested at the plant to support the Discovery Sport introduction.

Halewood, Merseyside, 18th June 2014. 250 new jobs have been created by the UK's largest automotive employer as the Land Rover Discovery Sport is today confirmed as the latest model to be produced at Jaguar Land Rover's Halewood plant.

The additional jobs announced to support Jaguar Land Rover's newest model will see the Halewood workforce reach 4,750 – more than treble the number employed there in 2010.

Commenting on the announcement, Jaguar Land Rover CEO, Dr. Ralf Speth, said: "The Land Rover Discovery Sport is the next in a line of exciting new products to come from Jaguar Land Rover. I am delighted that Halewood – and Liverpool – has been selected for this new investment. It is totally deserved, and strengthens the 'special relationship' that bonds Jaguar Land Rover to this great city."

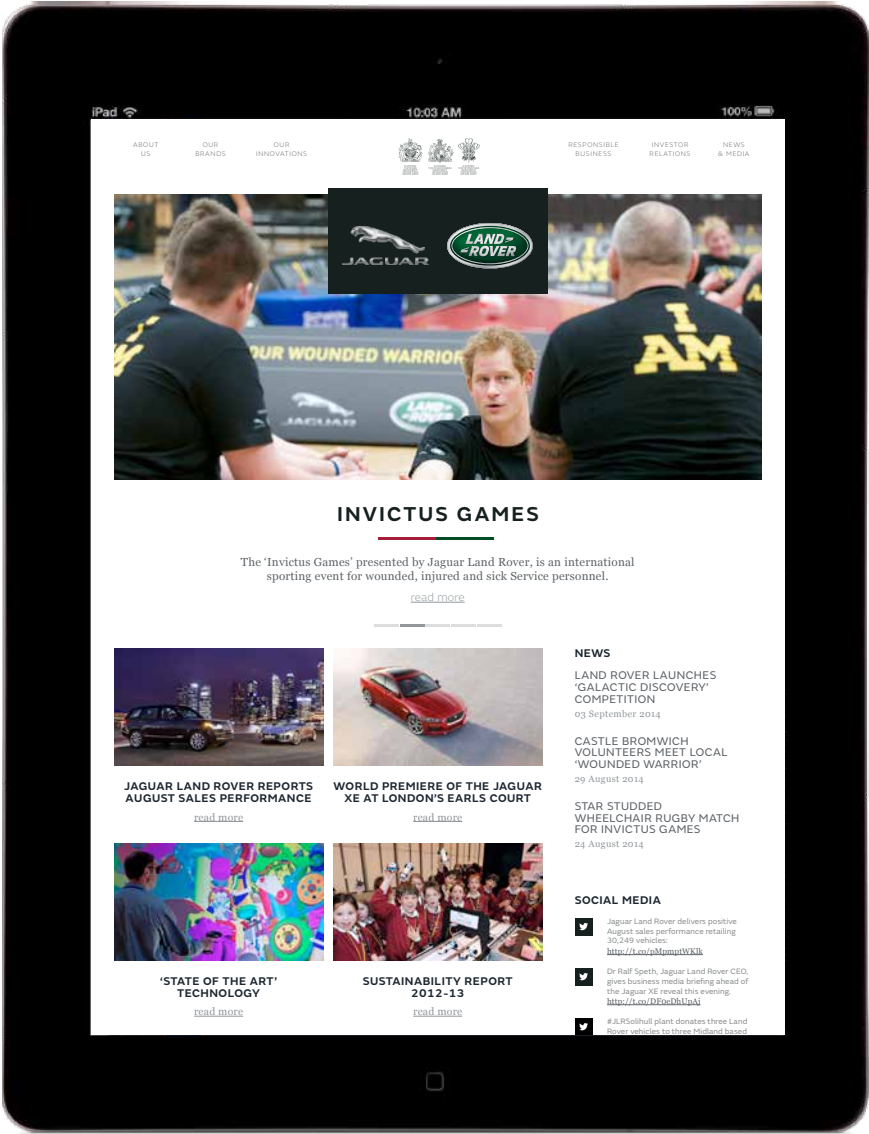
CORPORATE RELATIONS EXAMPLES

CORPORATE WEBSITE

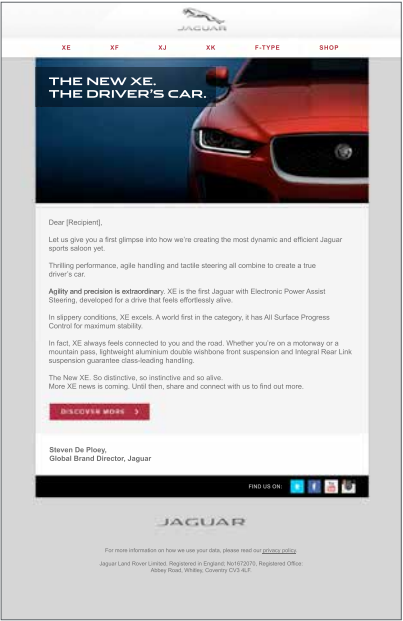
This will contain news that relates to both product brands and the company as a whole and should therefore be dual branded.

There should be the opportunity to navigate to and explore single product brand offers within the dual branded space.

Please note, applications are for visual purposes only.



Dual brand landing page



Links to separate brand pages

CORPORATE RELATIONS EXAMPLES

WHITE PAPER FOR GOVERNMENT AUDIENCE

Any dialogue with government departments or bodies should be conducted using the Jaguar Land Rover corporate voice, which speaks on behalf of both product brands.

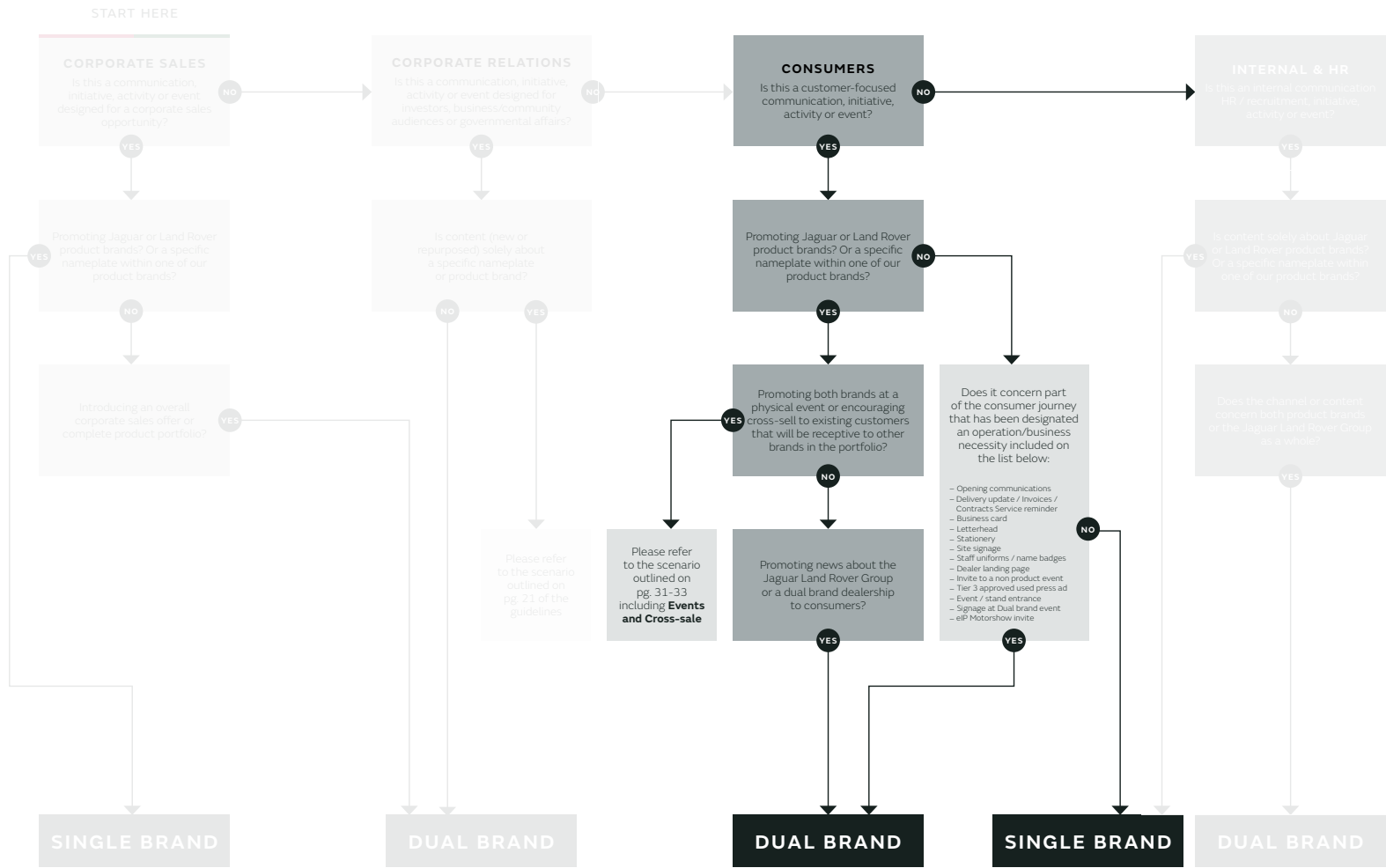


1.4

CONSUMER ACTIVITY

The Consumer category applies to all communications, collateral, initiatives, activities and events created by the Jaguar Land Rover teams for a consumer audience, as well as those created by our franchise network.

CONSUMER ACTIVITY
RATIONALE



If you cannot find an answer to your query through the decision tree or the principles or scenarios set out in the dual brand guidelines please contact the Central Marketing team for advice on next steps.

CONSUMER ACTIVITY RATIONALE

With so many different consumer touch points and scenarios, we need to be particularly strict about when to use dual brand.

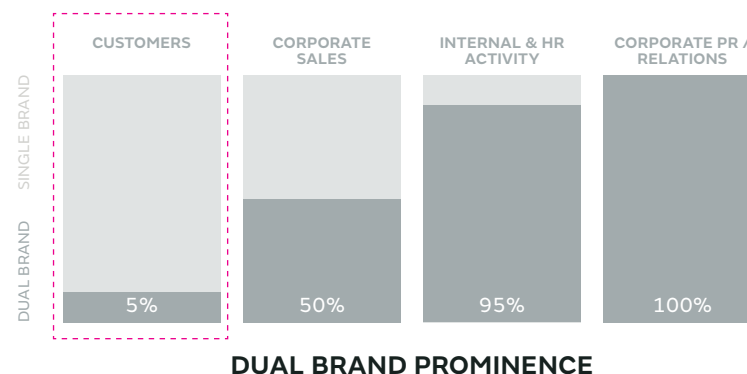
Dual brand is always the exception, not the rule.

Our primary purpose is to strengthen and build equity in both product brands. Jaguar and Land Rover have clearly defined and distinct target audiences and we want to communicate to them using the product brand that we know will resonate the most. Many of our franchises now offer both brands, so there is a need to define precisely when it is appropriate to communicate on behalf of both, to preserve the integrity of each product brand.

Dual brand assets should never be used for product launches, price based sales promotions and events, aftersales direct marketing or product promotions. Dual brand is usually only permitted if the scenario concerns an essential part of the customer journey. For example, activities or communications directly related to a dual brand retail dealer, such as dealership signage, launch comms, dealership business cards, servicing reminders and invoices.

The only other instance where dual brand is allowed is when we are communicating news that relates to the Jaguar Land Rover Group to consumers, but this will be clearly indicated by the global marketing team.

Dealers can reference themselves as 'Jaguar Land Rover Dealer Name' on dual brand communications or areas where they are promoting both brands. On all product launches, price based sales promotions and events, aftersales direct marketing or product promotions single brand references should be used, e.g. 'Land Rover Dealer Name'.



5% impact on consumer activity will be dual brand including:

- Opening communications
- Delivery update/Invoices/Contracts service reminder
- Business Card
- Letterhead
- Stationery
- Site signage
- Staff uniforms/name badges
- Dealer landing page
- Invite to a non-product event
- Tier 3 Approved used press ad
- Event/stand entrance
- Signage at dual brand event
- VIP Motorshow invite

The above only applies to dealers who operate both brands out of the same retail building.

Activities that will be single brand include:

- Tier 1, 2 and 3 TV, press & digital advertising
- Product brochures
- Primary brand websites landrover.com / jaguar.com
- Motorshow stand, Event stands, Experience centres (separated down the middle, Jaguar on the left, Land Rover on the right with a dual brand reception and hospitality area)
- Social media
- Sponsorships relating to the strategic sponsorships or partnerships from the two separate brands

CONSUMER ACTIVITY EXAMPLES

AFTERSALES COMMUNICATIONS

Branding will depend on the origin and purpose of the communications. Marketing collateral (such as a poster or email) will be single branded, based on the product brand that the customer has purchased. However, a personal letter or service reminder direct from a dual brand dealer will be dual branded as it comes directly from the dealer as a representative of Jaguar Land Rover.



Mr A Jones
Company Name
135 – 142 Brewhouse Yard
London EC1V 4DG

01. Month 2015

Dear Mr Jones

This is a letter confirming your Land Rover Discovery is due for a service.
Please contact us on 0800 432 567 to book your appointment.

Yours Sincerely


Roger at Stratstone of Mayfair
Dealership Manager

CONSUMER ACTIVITY EXAMPLES


**APPROVED USED ONE PAGE PRESS
AD FOR BOTH BRANDS**

The page should be split into two distinct single branded spaces with Jaguar occupying the first space and Land Rover occupying the second space so that the two logos sit apart and are as distinct from each other as possible.

The dual brand dealer details will sit at the bottom of the page as a sign off. While this is not an ideal scenario, treating one ad as two separate executions will ensure that the integrity of both of our premium product brands is retained. This is only acceptable in print where space is constrained, not in digital or TV.



JAGUAR APPROVED CARS



IMAGE

JAGUAR XJR
 Description ximinu orit ua.
 Ugia inilo icimos ut lorem dolores.

£8,995

IMAGE

JAGUAR XJR
 Description ximinu orit ua.
 Ugia inilo icimos ut lorem dolores.

£8,995

IMAGE

JAGUAR XJR
 Description ximinu orit ua.
 Ugia inilo icimos ut lorem dolores.

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IMAGE

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 Ugia inilo icimos ut lorem dolores.

£8,995

IMAGE


JAGUAR XJR
 Description ximinu orit ua.
 Ugia inilo icimos ut lorem dolores.

£8,995

IMAGE

JAGUAR XJR
 Description ximinu orit ua.
 Ugia inilo icimos ut lorem dolores.

£8,995



LAND ROVER APPROVED CARS

ABOVE & BEYOND

IMAGE

LAND ROVER DEFENDER
 Description ximinu orit ua.
 Ugia inilo icimos ut lorem dolores.

£15,995

IMAGE

LAND ROVER DEFENDER
 Description ximinu orit ua.
 Ugia inilo icimos ut lorem dolores.

£15,995

IMAGE

LAND ROVER DEFENDER
 Description ximinu orit ua.
 Ugia inilo icimos ut lorem dolores.

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 Ugia inilo icimos ut lorem dolores.

£15,995

IMAGE

LAND ROVER DEFENDER
 Description ximinu orit ua.
 Ugia inilo icimos ut lorem dolores.

£15,995

JOE BULLARD CARS
 71-75 High Street, Ascot, SL5 7HS
 T 44 (0)20 7514 0433

joebullard.com
 info@joebullard.com

CONSUMER ACTIVITY EXAMPLES

MARKET/DEALER RUNNING A DRIVE EVENT (EXCLUDES SALES PROMOTION)

It's important to clearly brand physical environments for events.

When the event is a single product launch, the invite should come from the single product brand.

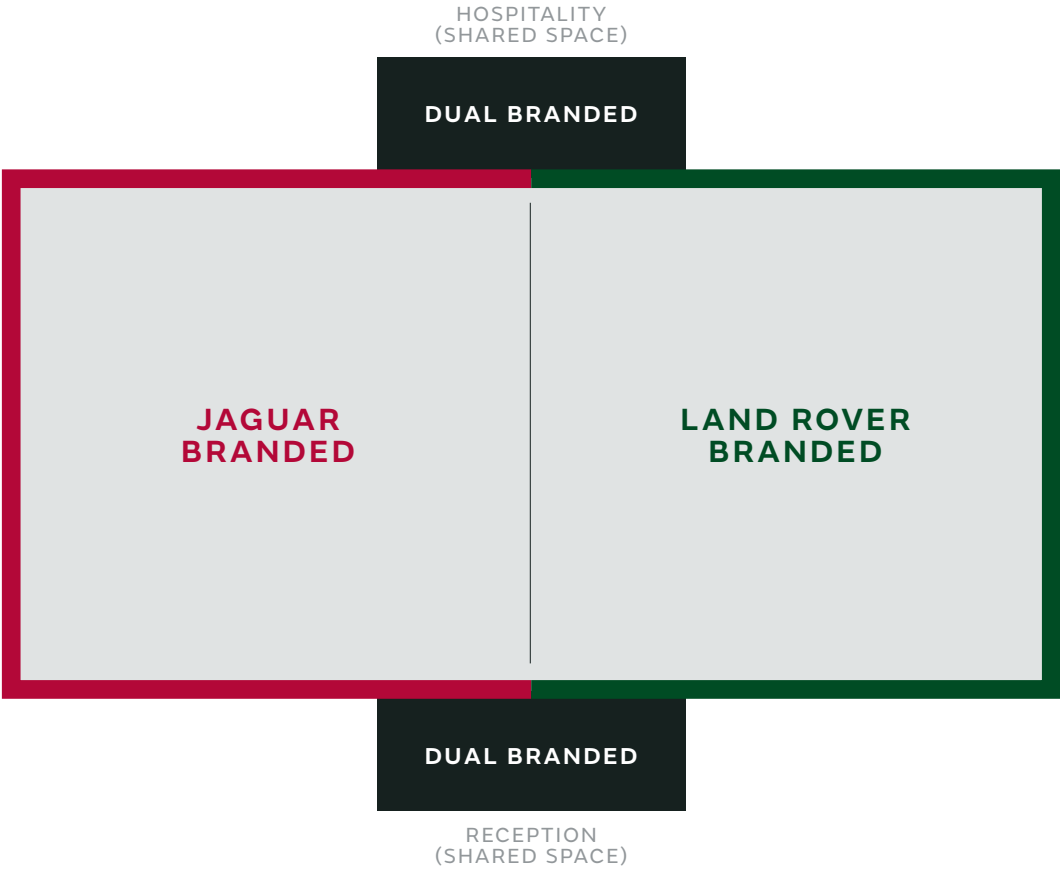
When the event is a multiple product launch the invite should be dual branded.

When you want to invite customers from the other side of the business the invite should be from the product brand they have an existing relationship with. The introduction header/image should be a neutral image with secondary content or information from the product brand you are introducing.

When consumers arrive at the event, the reception area, entrance or gateway should be single branded if only one brand is present or dual branded if both product brands are being promoted.

From here there will be two zones, left and right. One zone should be Land Rover branded and only feature Land Rover products. The other zone should be Jaguar branded and only feature Jaguar products.

Family and product brands will be clearly represented in each zone through signage and creative assets.



USE INDIVIDUAL BRAND LOGOS IF SPACE PERMITS

USE DUAL BRAND ONLY IF SPACE IS LIMITED

CONSUMER EVENT EXAMPLES

NEW YORK AUTOSHOW INVITE TO THE JAGUAR LAND ROVER STAND

As the majority of customers will have a relationship with or knowledge of one single brand, the invite to this event for mass audiences should be from the single brand they have a relationship with, with the content tailored to promoting the whole portfolio.

If the invite is going to more targeted audiences (e.g. owners of both brands) who have the potential to buy across the portfolio or VIP's that are interested in both brands, the invite should be dual brand.

New York Motorshow - Jaguar Land Rover

Message


Deliver Reply Reply All Forward Move Rules... Insert Categorize Follow Up

New York Motorshow - Jaguar Land Rover

Jaguar Land Rover

Sent: Thursday, 6 March 2014 18:06


To: Richard Brown



NEW YORK AUTOSHOW
YOU'RE INVITED

Empostrunt poria sum quia quiaissimus maximus ide es doluptiam si tem si omnimus adisciist quam, vendipit, as etum dolumenient prae por aspidit iisinctur autem hiliqua temquiaes et reris cus, nulpa lorem ipsum dolor sit amet dolupta veris doluptatur...


[read more](#)



NEW JAGUAR XE

Sum quia quiaissimus maximus ide es new Jaguar XE doluptiam si tem si omnimus adisciist quam...

[find out more](#)



NEW DISCOVERY SPORT

Aas etum dolumenient prae new Discovery Sport por aspidit iisinctur autem hiliqua temquiaes et reris cus...

[find our more](#)

CONSUMER EVENT EXAMPLES

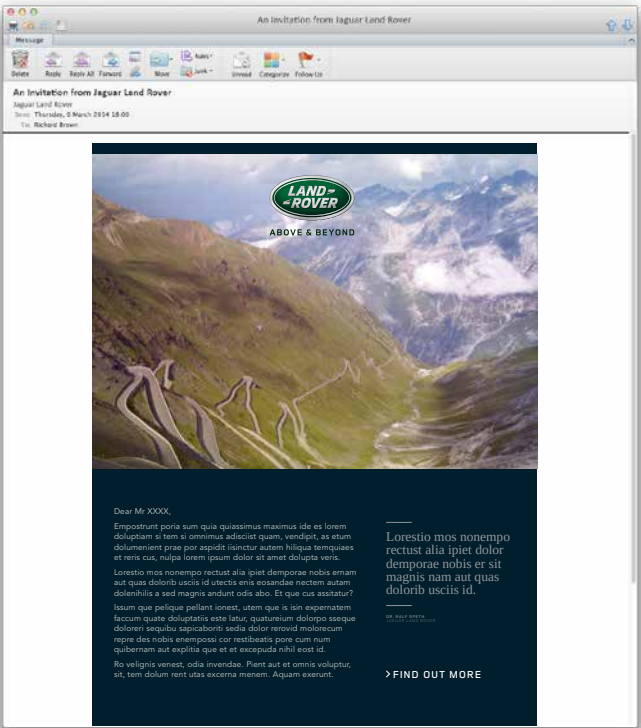
CROSS-SELL EMAIL PROMOTING THE F-TYPE TO LAND ROVER CUSTOMERS

Be careful about use of branding when cross-selling between the two product brands.

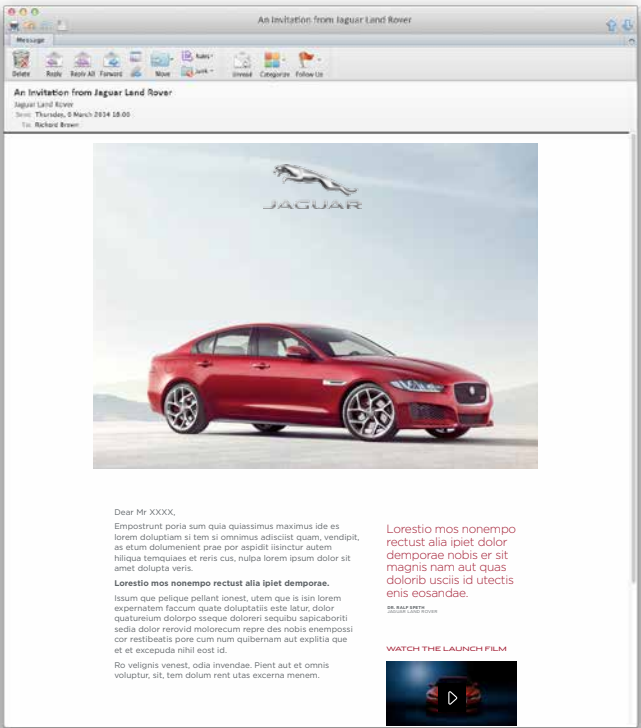
When the introduction is from the brand that the customer has a relationship with, in this case Land Rover, the initial look and feel and the overall framework should be Land Rover. The customer should be in no doubt that this is a communication from Land Rover and therefore Land Rover introduces the Jaguar activity. A Jaguar image or information could be included in the body of the email.

Once the customer registers an interest in the Jaguar, subsequent communications should come directly from the Jaguar product brand according to the Jaguar visual identity guidelines.

Please do adhere to any data privacy/legal requirements in your market.



Introductory email from the brand the customer has a relationship with



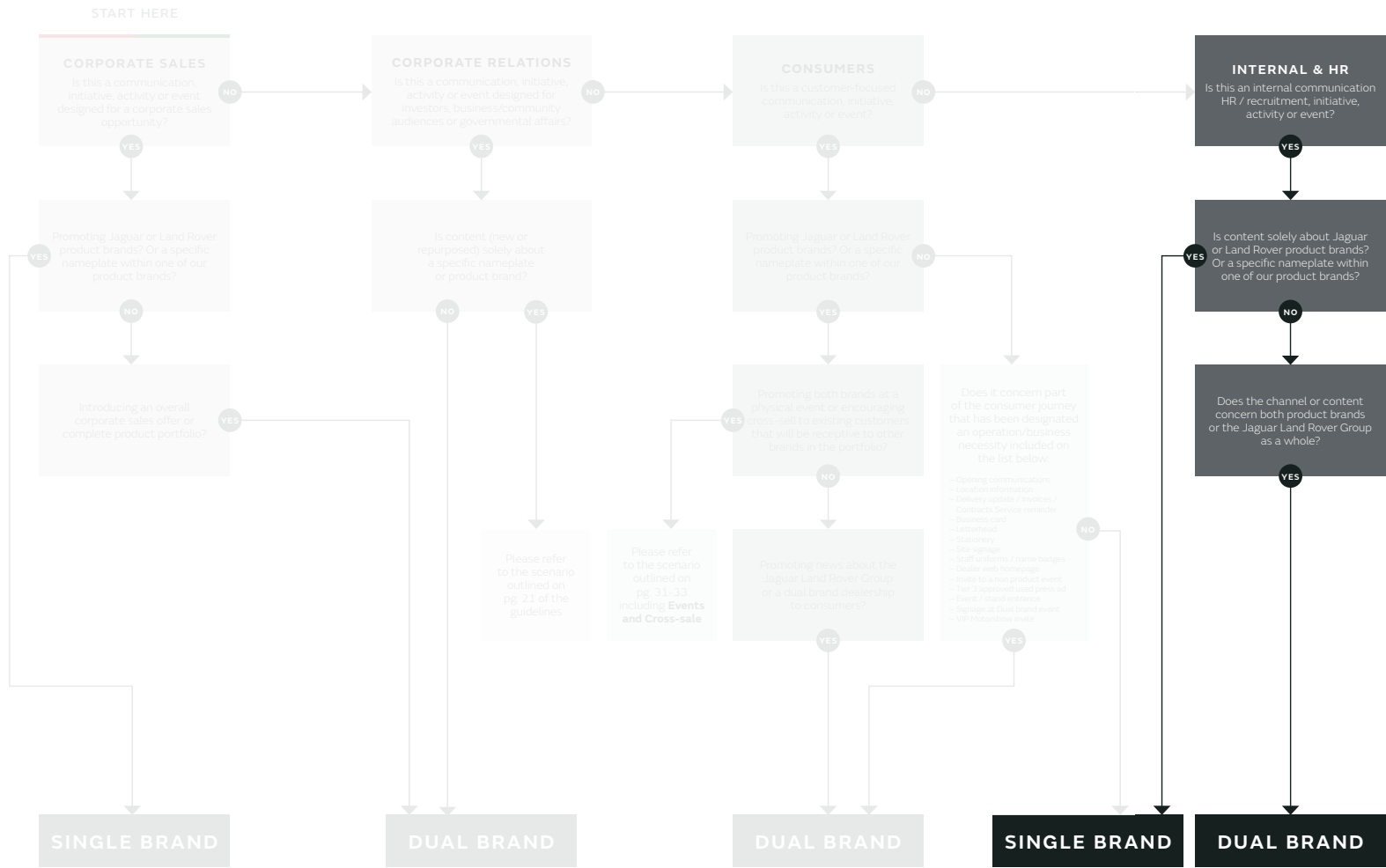
Subsequent communications from the newly introduced brand

1.5

INTERNAL & HR

Now we're two iconic brands under one roof, we use the dual brand for company-wide communications but use our single brands when talking about a nameplate or product brand.

INTERNAL & HR
RATIONALE

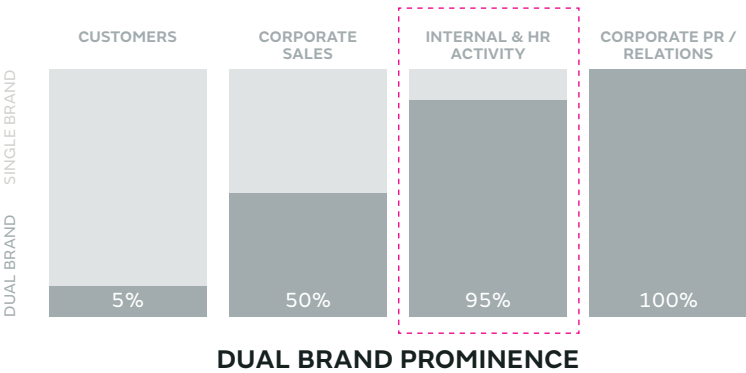


If you cannot find an answer to your query through the decision tree or the principles or scenarios set out in the dual brand guidelines please contact the Central Marketing team for advice on next steps.

INTERNAL & HR RATIONALE

Almost all Jaguar Land Rover staff now work for both brands, and many dealership staff work in dual branded environments. For these reasons, there will be instances where it is appropriate to use the dual brand, especially for more functional communications that contain group wide news, information or initiatives.

However, it's our ambition to ensure that the two product brands are always put in the spotlight (where appropriate). When the purpose of a communication or initiative is solely to share information about a particular nameplate or product brand, we use the relevant single brand.



Majority of all activity will be dual brand including:

- Emails
- Newsletters
- Dealer portals
- Intranet
- Stationery
- PPT, Word, Excel templates

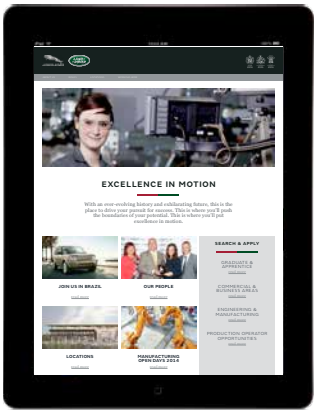
Activities that will be single brand include:

- Brand or product roadshow
- Product reveal event
- HUB / brand website
- HUB bulletin regarding a specific brand

Almost all Jaguar Land Rover staff now work for both brands.



HUB



Brand specific information sites

INTERNAL
EXAMPLES

HR EMAIL TO STAFF ABOUT HEALTH
AND SAFETY

Communications designed to inform all company staff about vital information, regardless of whether they work on both product brands or not, should be dual branded.

Team Talk - March 2014 - Inbox

Message

Delve Reply Reply All Forward Move Archive Link Unread Categorize Follow Up

Team Talk - March 2014

Jaguar Land Rover

Sent: Thursday, 6 March 2014 18:06

To: Richard Brown



A SAFER WORKPLACE BEST PRACTICES

Fugia dundiatur ad quiantumque natiata spideles et omnihicimpos duntiae nestrume porem sitas aut exccaruntem. Nequi repudit, consed maios reraest ut ex ese etusda conestio tempelit as volorat inus evellabor sit qui nonsequ untesequ molestrumet omnihillori ut...

[read more](#)



INVICTUS GAMES

Prince Harry launches a new international sporting event for injured and sick service personnel...

[read more](#)



GENEVA MOTOR SHOW

Jaguar Land Rover showcase design and innovation leadership at the Geneva Motor Show...

[read more](#)



DAVID BECKHAM

Jaguar announces David Beckham as Brand Ambassador for Jaguar China and will support significant...

[read more](#)

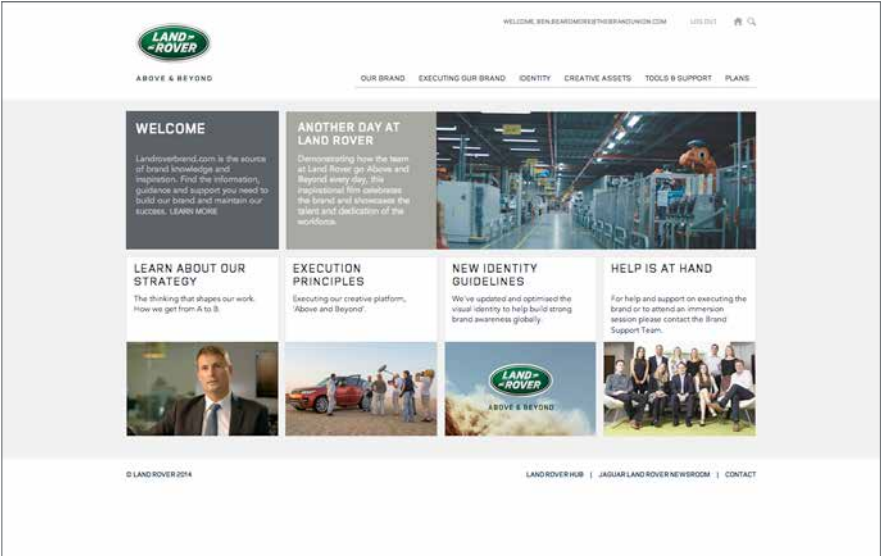
INTERNAL
EXAMPLES

SENIOR LEADERS/MANAGERS
PRESENTING A NEW PRODUCT
OR BRAND SPECIFIC STORY

When revealing news to staff about a new product from a particular nameplate or product brand, it should be from the relevant product brand.



Reveal of new Discovery Sport



landroverbrand.com homepage

INTERNAL
EXAMPLES

INTERNAL NEWSLETTERS

Their purpose is to showcase news about both Jaguar and Land Rover, as well as any group wide activity. The content will vary from issue to issue, but the look remains dual branded.

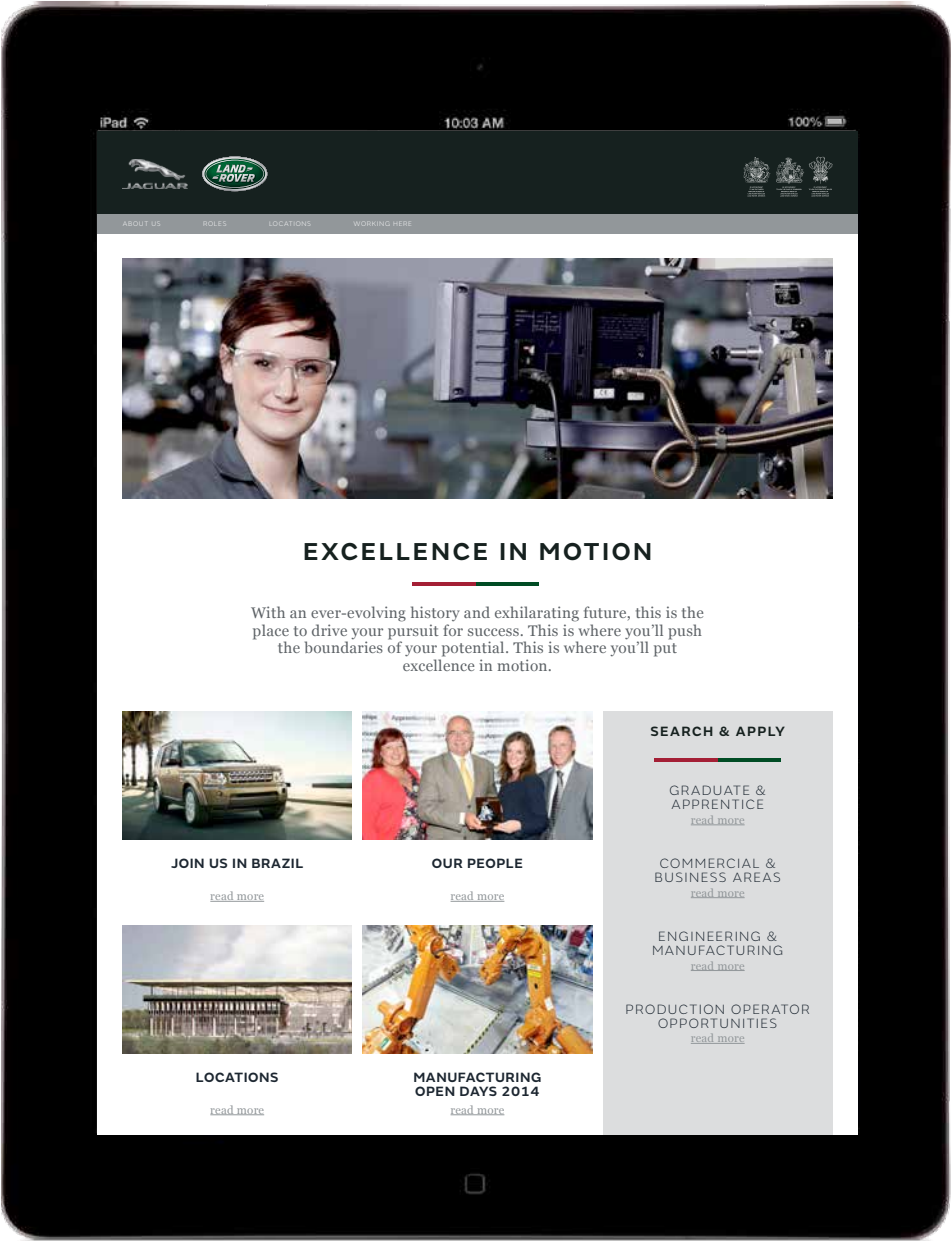


INTERNAL
EXAMPLES

JAGUAR LAND ROVER
INTRANET / DEALER PORTALS

These types of websites, information and assets relate to all areas of the business and should be dual branded. Certain areas of the site will relate solely to one of the single product brands, but the framework should remain dual. ‘One company, two iconic brands.’

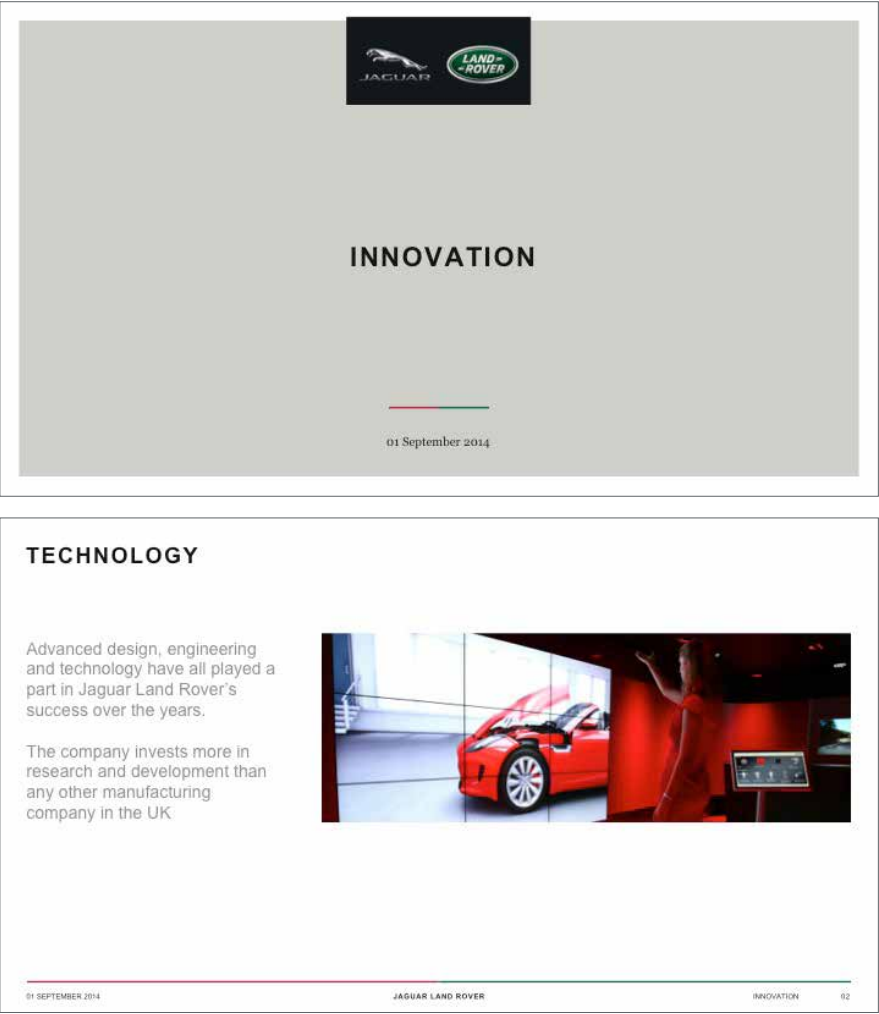
Please note the application of logos on the Jaguar Land Rover intranet/dealer portal is an exception in use of logos due to customer/user conventions.



INTERNAL
EXAMPLES

POWERPOINT, WORD
AND EXCEL TEMPLATES

Their purpose is to present information about both Jaguar and Land Rover as well as Jaguar Land Rover. Templates will therefore vary depending on the ownership, purpose and audience of the presentation.



Please note: Notional PPT design only.

SECTION 2

OUR TOOLKIT

2.0	TOOLKIT OVERVIEW	2.5	TYPOGRAPHY
2.1	DUAL GRID	2.6	ART DIRECTION
2.2	UNIFIER	2.7	LAYOUT PRINCIPLES
2.3	DUAL LINE	2.8	CHARTS & DIAGRAMS
2.4	COLOUR	2.9	ROYAL WARRANTS

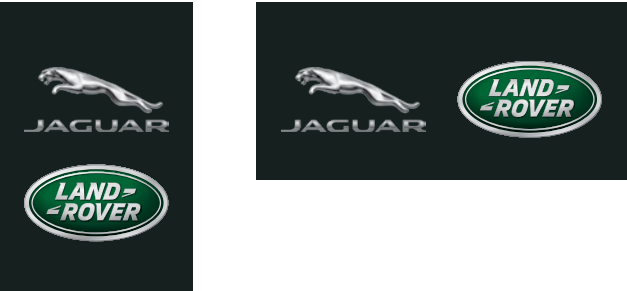
UNITY

OUR APPROACH

An approach that captures the idea of unity by physically connecting our two brands together through a central point of contact. Celebrating shared attributes, our brands join forces to create the power of two and a united look and feel.

DUAL TOOLKIT
OVERVIEW

PRIMARY UNIFIER



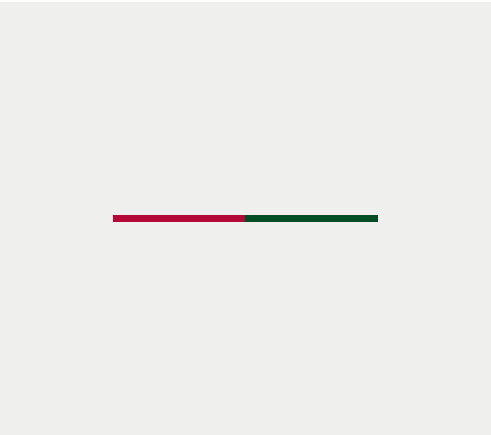
SECONDARY UNIFIER



TYPOGRAPHY

JLR EMERIC SEMI BOLD
JLR EMERIC EXTRA LIGHT
JLR Emeric Regular
Georgia Regular

DUAL LINE



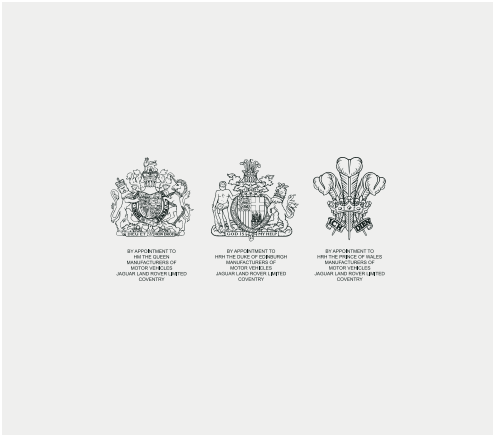
COLOUR



ART DIRECTION



ROYAL WARRANTS



DUAL ASSETS
INTRODUCTION

UNIFIER
Unites our logos, sitting centrally within layouts.



THE FRAME
Frames imagery and colour giving layouts power and poise.

JLR EMERIC
Our primary typeface used on all headings.

DUAL LINE
Unites Jaguar Red and Land Rover Green.

LUXURY IN MOTION
JAGUAR LAND ROVER



Commercial & Key Accounts

GEORGIA
Our secondary typeface used for descriptors and pull-out information.

2.1

DUAL GRID

A flexible yet robust system that underpins our two brands and helps to unify them in a balanced way.

DUAL GRID

LANDSCAPE FORMATS

The Dual Grid determines the size and placement of our core assets. Use the Dual Grid to construct all dual brand communications.

The grid is constructed in the following way:

STEP 1: CALCULATING 'X'

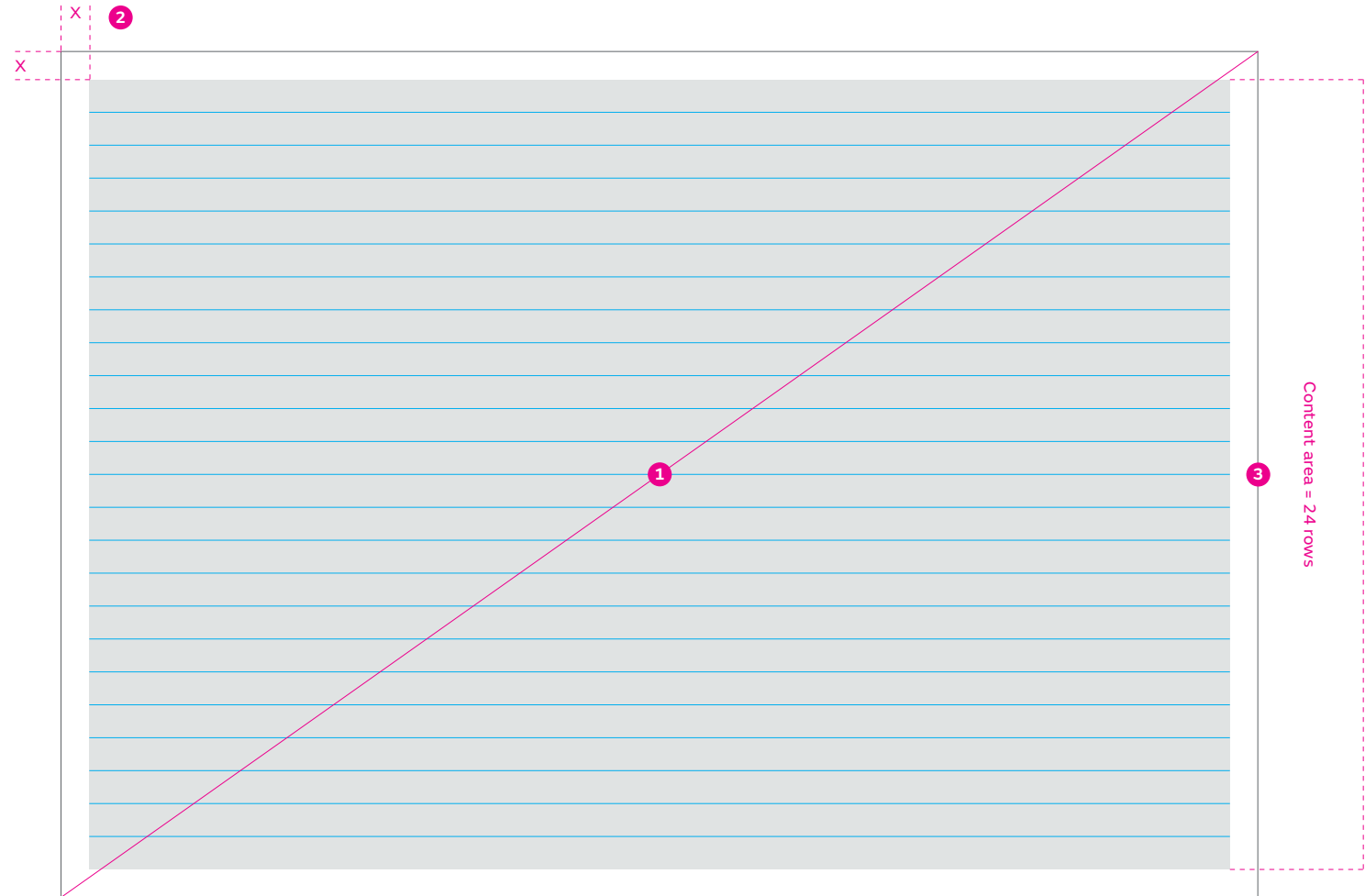
- Draw a line from the bottom corner to the top opposing corner of the page.
- Divide the length of this line by 50 and round up to calculate 'X'.

STEP 2: THE FRAME

- X = Frame width (page margin).
- The Frame appears along all four edges.
- The area within the Frame becomes our content area.

STEP 3: ROWS

- Divide the height of the content area by 24 to create rows.



DUAL GRID

PORTRAIT FORMATS

The portrait Dual Grid is constructed in the same way as the landscape Dual Grid. The only difference is the content area, which is divided into 36 rows.

The grid is constructed in the following way:

STEP 1: CALCULATING 'X'

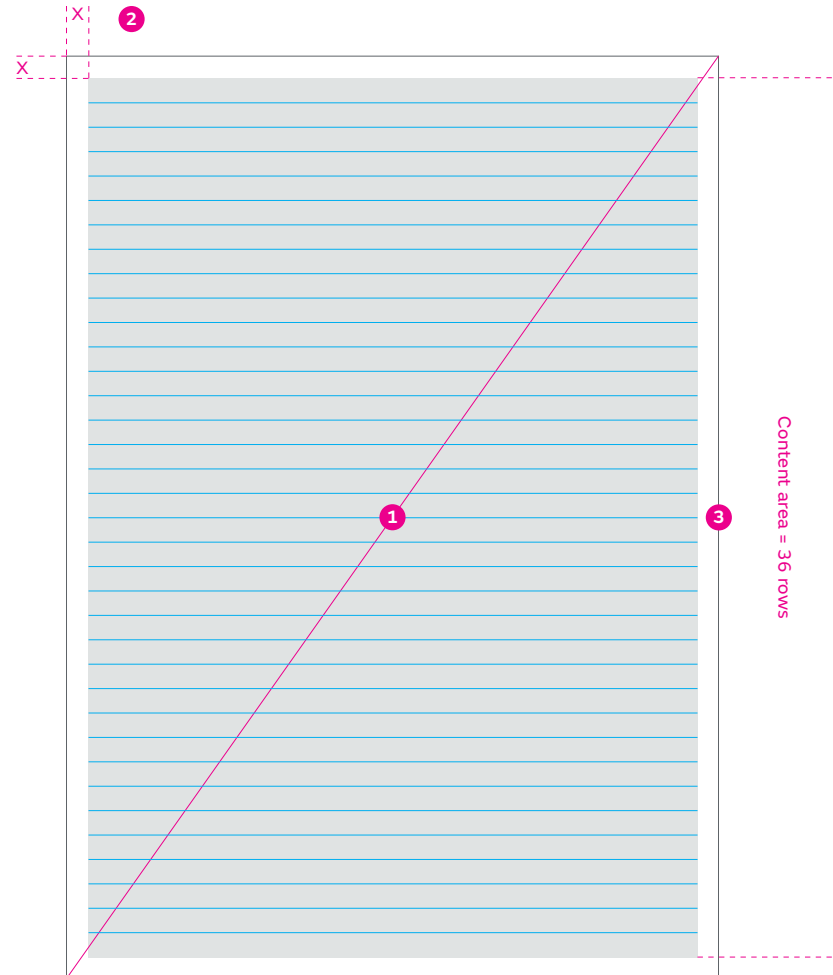
- Draw a line from the bottom corner to the top opposing corner of the page.
- Divide the length of this line by 50 and round up to calculate 'X'.

STEP 2: THE FRAME

- X = Frame width (page margin).
- The Frame appears along all four edges.
- The area within the Frame becomes our content area.

STEP 3: ROWS

- Divide the height of the content area by 24 to create rows.



DUAL GRID

DOUBLE PAGE SPREAD

For double page spreads, the grid is calculated on a single page and extended on to the opposite page.

The grid is constructed in the following way:

STEP 1: CALCULATING 'X'

- Draw a line from the bottom corner to the top opposing corner of the page.
- Divide the length of this line by 50 and round up to calculate 'X'.

STEP 2: THE FRAME

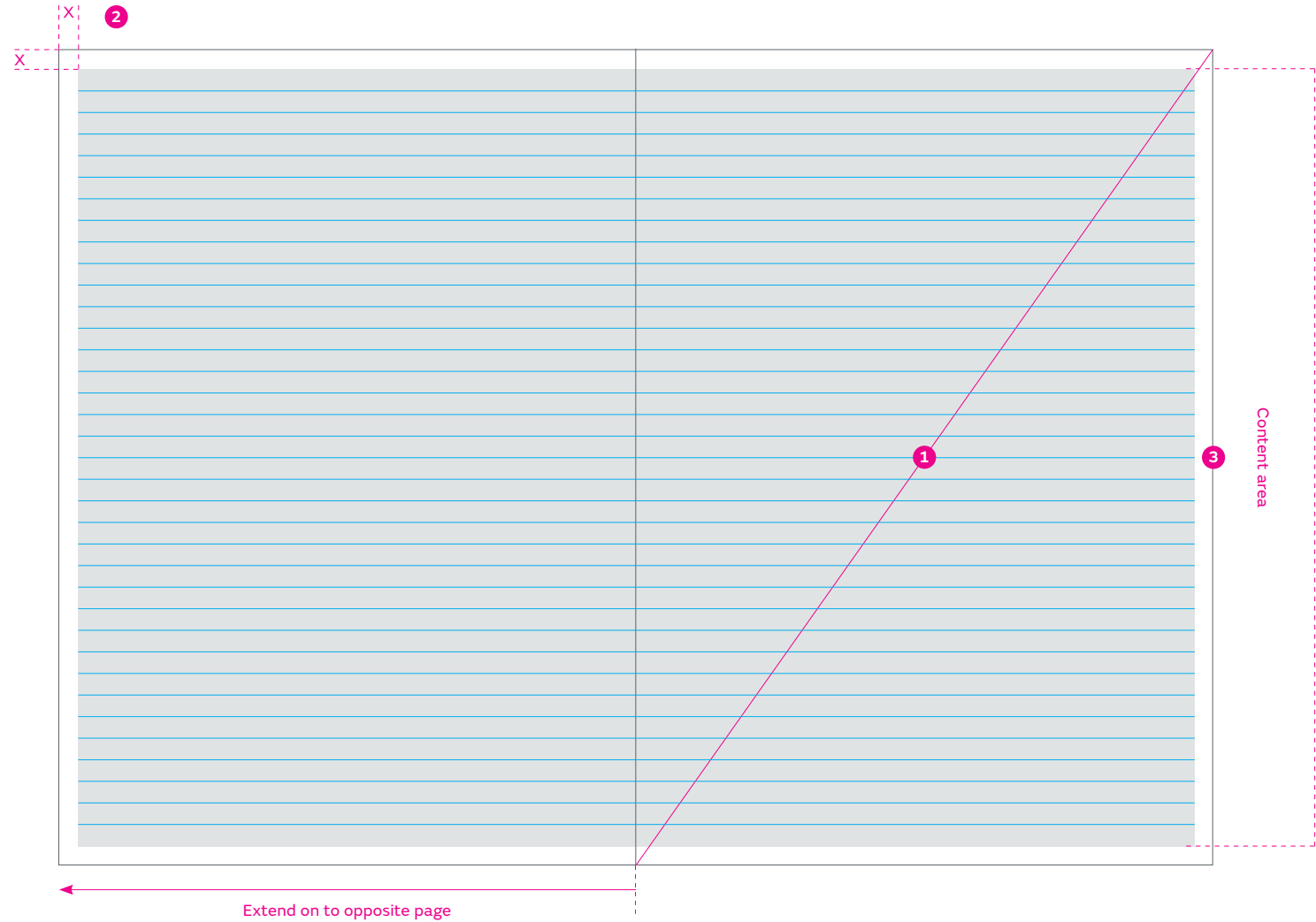
- X = Frame width (page margin).
- The Frame appears along all four edges.
- The area within the Frame becomes our content area.

STEP 3: ROWS

- If the single page is portrait, divide the height of the content area by 36 to create rows.
- If the single page is landscape, divide the height of the content area by 24 to create rows.

STEP 4: OPPOSITE PAGE

- Extend the Frame, content area and rows onto the opposite page.



2.2 UNIFIER



A vertical device where our two brands meet. The Unifier creates balance and equilibrium, reflecting the power and stature of both brands.

UNIFIER INTRODUCTION

The purpose of the Unifier is to unite our two logos and provide an elegant way to combine content from each brand.

There are two versions: Primary and Secondary. They are used in the following ways:

PRIMARY UNIFIER

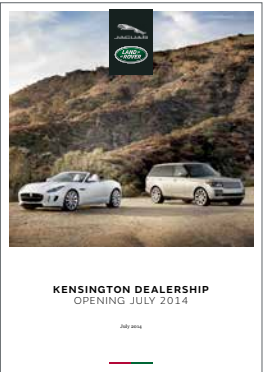
- Used against photography or flat colour.
- Never used against a flat white background.
- Always Grey Black.
- Vertical and horizontal versions.

SECONDARY UNIFIER

- Used against white backgrounds.
- Never used against photography or flat colour.
- Contains the addition of the Dual Line above the logos.
- Both vertical and horizontal versions.

Primary and Secondary Unifiers are always placed top and centre of applications using our grid system.

PRIMARY UNIFIER



SECONDARY UNIFIER



PRIMARY UNIFIER

There are two lock-up versions of our Primary Unifier: vertical and horizontal. They add flexibility to the system; either lock-up can be used to best suit the format. In general, content heavy applications work better with the horizontal version to maximise space.

The Primary Unifier is always Grey Black (except for mono and greyscale versions) and only holds the logos. The only exception to this is in Sponsorship (see page 167 for more guidance).

For mono and greyscale versions, see page 64.

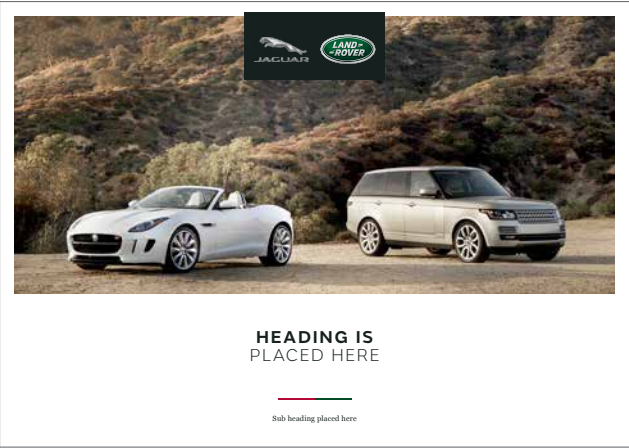
The Primary Unifier is used with a single image or background colour. When two images exist, the Full Drop Unifier is used (see page 56 for more guidance).

It cannot be used against a white background. The Secondary Unifier should be used (see page 59 for more guidance).

VERTICAL



HORIZONTAL

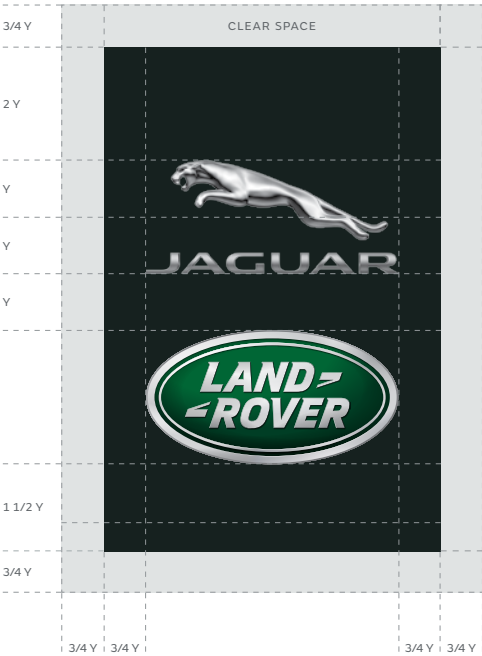


PRIMARY UNIFIER
CLEAR SPACE & MINIMUM SIZE

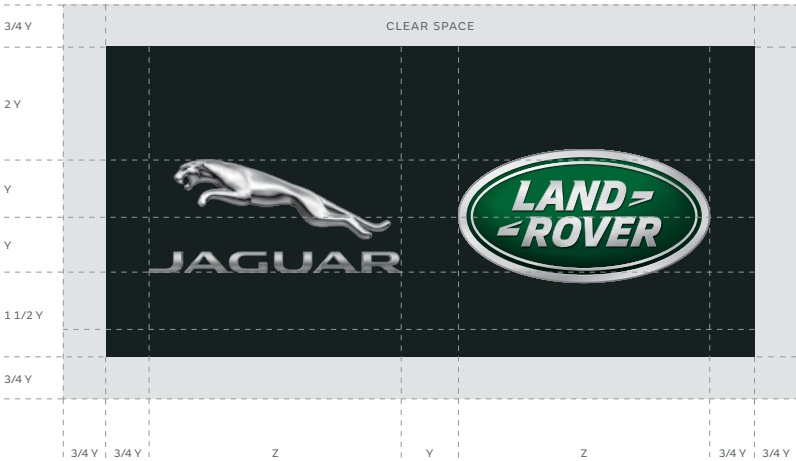
The Primary Unifier is a set lock-up that must be used at all times. Ensure the clear space and minimum size rules are followed.

N.B. Y = 1/2 height of Jaguar logo.

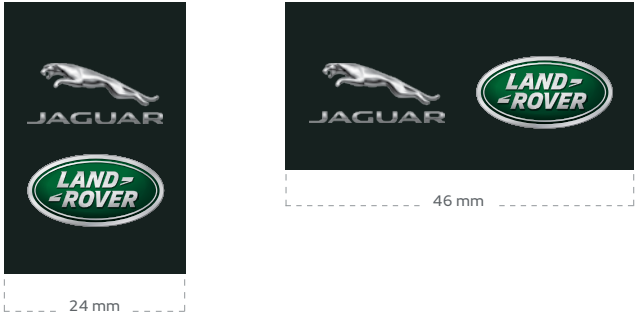
VERTICAL



HORIZONTAL



MINIMUM SIZE



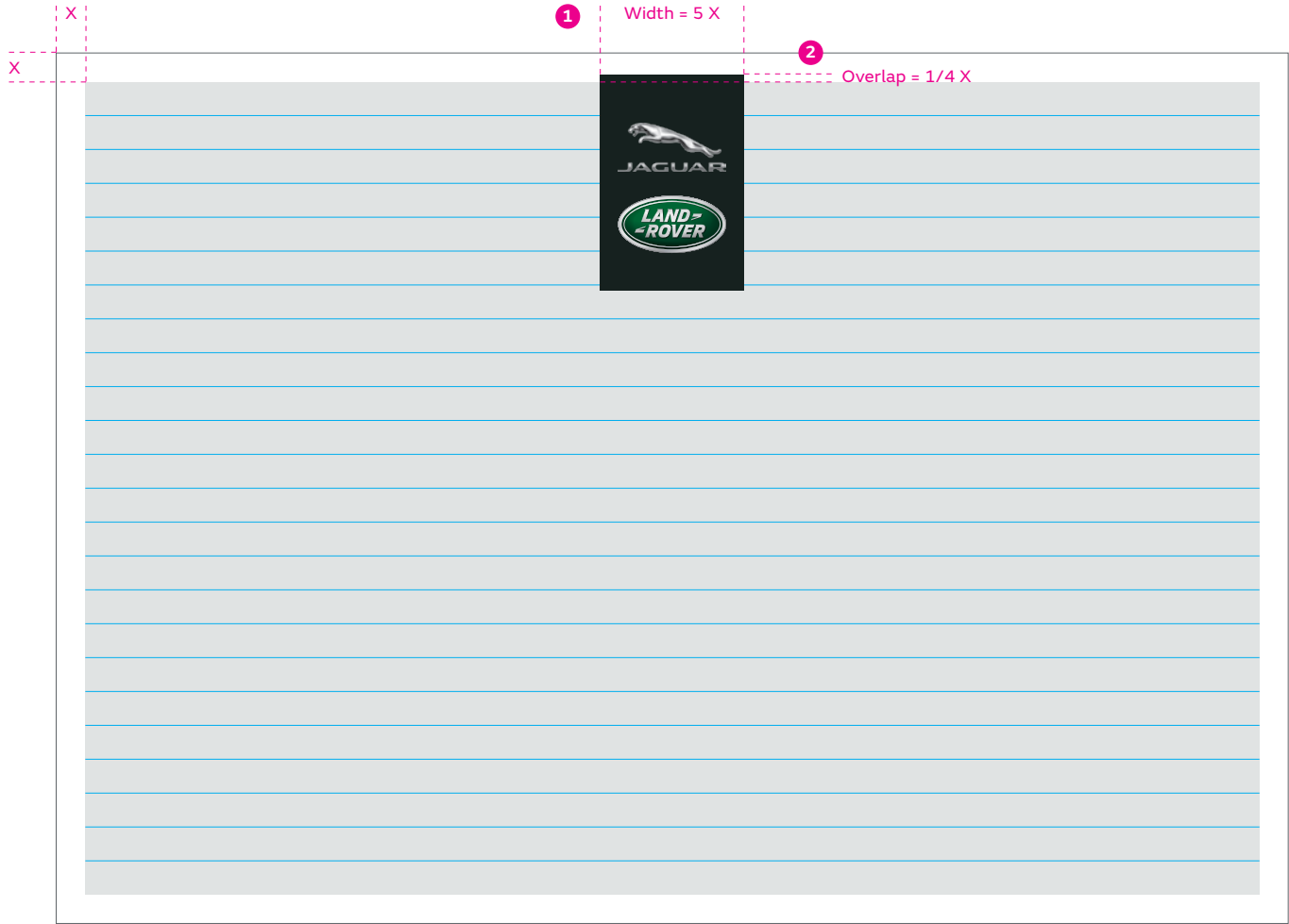
PRIMARY VERTICAL UNIFIER

SIZE & POSITIONING

The size and positioning of the Primary Vertical Unifier is always calculated using our Dual Grid and is done so in the following way:

- STEP 1: SIZE**
- The width of the Primary Vertical Unifier is 5 X.
- STEP 2: POSITIONING**
- The Primary Vertical Unifier is centred to the format and overlaps the frame by 1/4 X.

N.B. X = width of the Frame.
To construct the Dual Grid, please refer to page 50.



PRIMARY HORIZONTAL UNIFIER
SIZE & POSITIONING

The size and positioning of the Primary Horizontal Unifier is always calculated using our Dual Grid and is done so in the following way:

STEP 1: SIZE

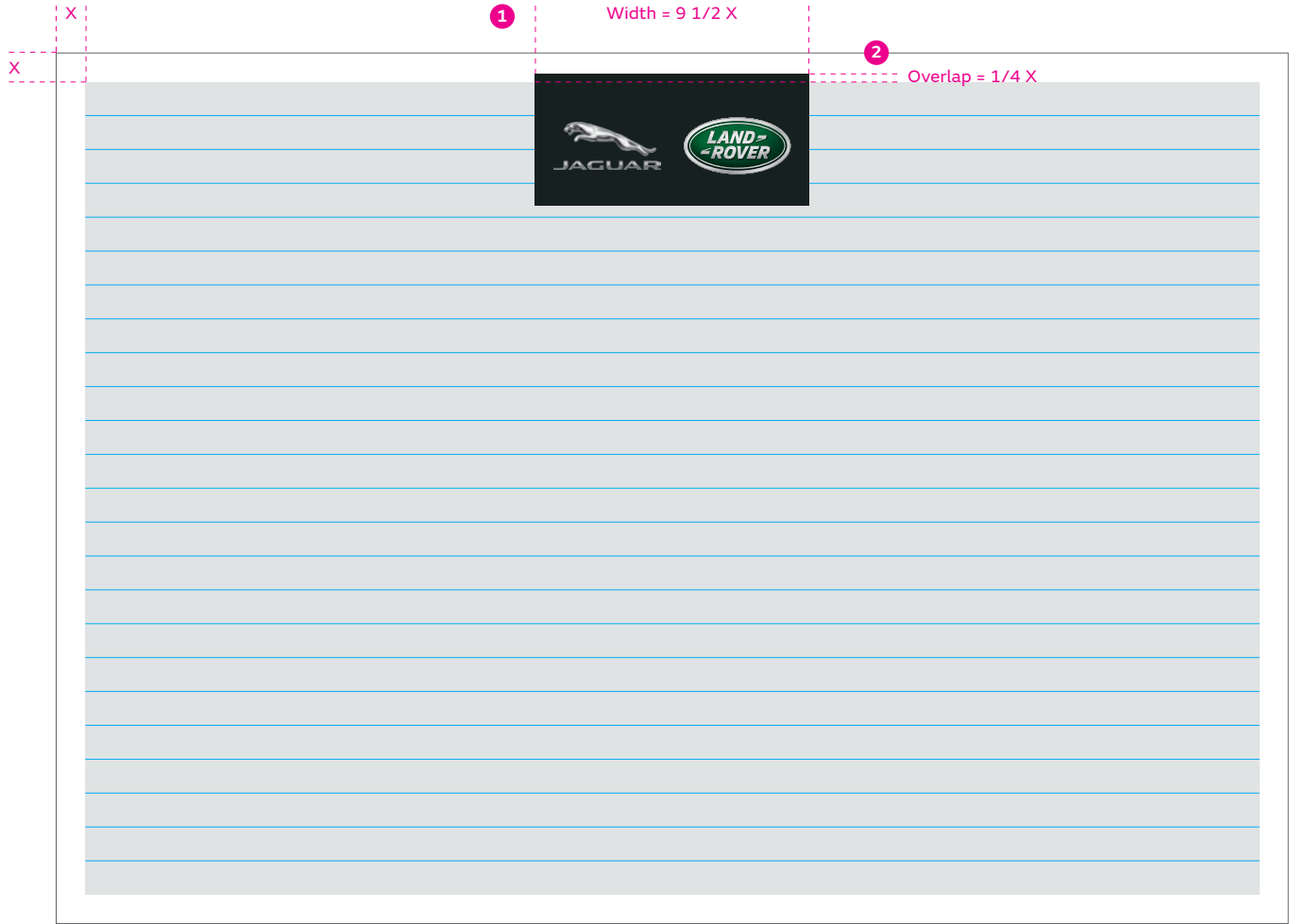
- The width of the Primary Horizontal Unifier is $9\frac{1}{2} X$.

STEP 2: POSITIONING

- The Primary Horizontal Unifier is centred to the format and overlaps the frame by $\frac{1}{4} X$.

N.B. X = width of the Frame.

To construct the Dual Grid, please refer to page 50.



PRIMARY UNIFIER
FULL DROP

The Full Drop Unifier has been designed to unify our two brands when two separate vehicle images are used together.

The Full Drop Unifier can only be used vertically. It must never be used with the Horizontal Unifier.

The Full Drop Unifier is placed in the following way:

STEP 1: PRIMARY VERTICAL UNIFIER

- Place the Primary Vertical Unifier.
- The width of the Primary Vertical Unifier is 5 X.

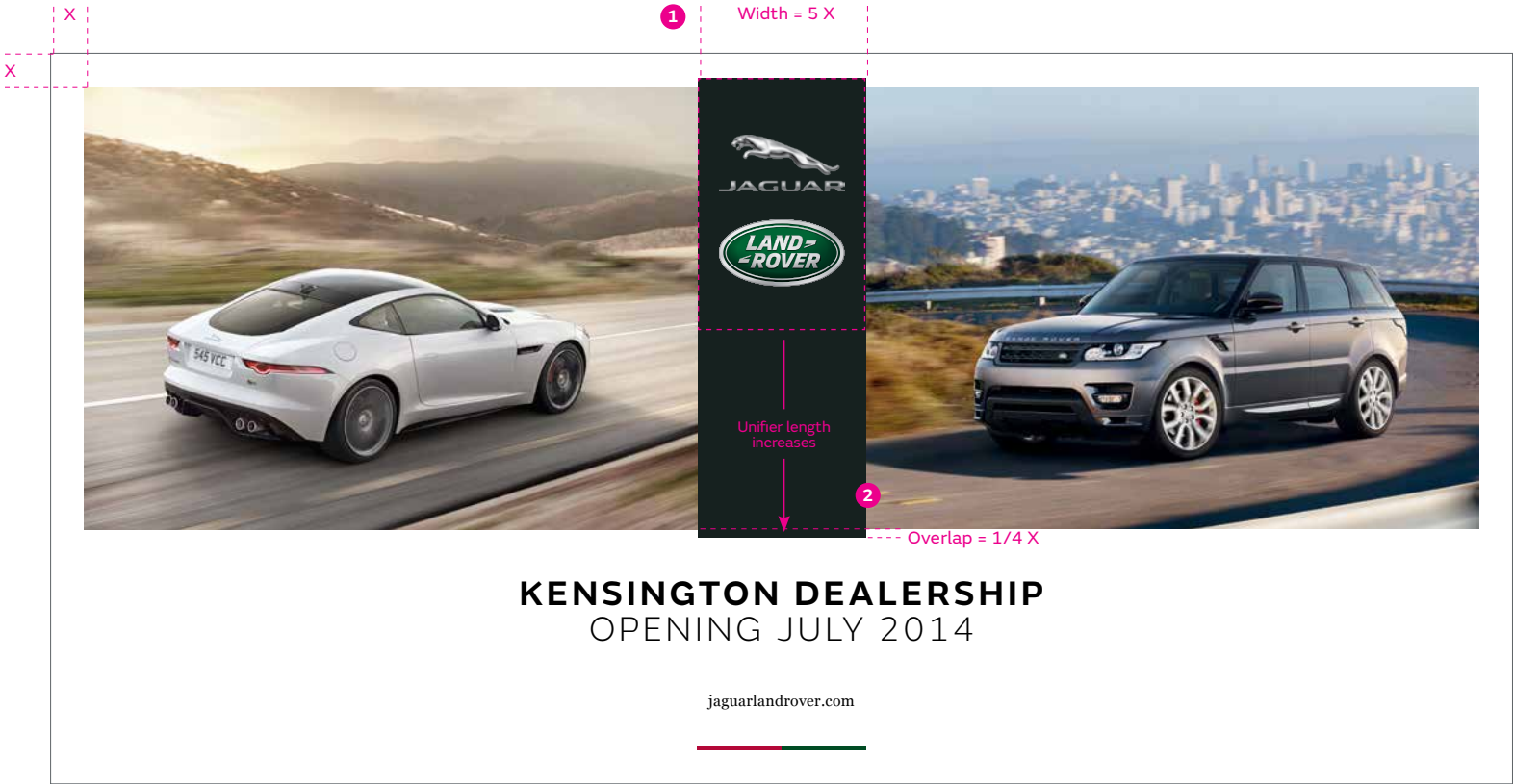
STEP 2: EXTEND

- The Primary Horizontal Unifier is extended over the image area and overlaps the bottom of the frame by 1/4 X.

When a single image is used, use the Primary Unifier (not Full Drop).

For more detailed guidance on grids and page layouts, please see page 98.

For more detailed guidance on using and pairing photography, see page 89.



When a single image is used, use the Primary Unifier (not Full Drop).

EXCEPTIONS

Exceptions apply to the following applications:

ONLINE

- The logos are positioned top left on a Grey Black background.
- Their size and relationship to each other follows the Horizontal Unifier.

END FRAMES

- The logos are centred to the format on a Grey Black background.
- Their size, clear space and relationship to each other follows the Horizontal Unifier.

For more detailed guidance on end frames, please see page 151.

DIGITAL BANNERS

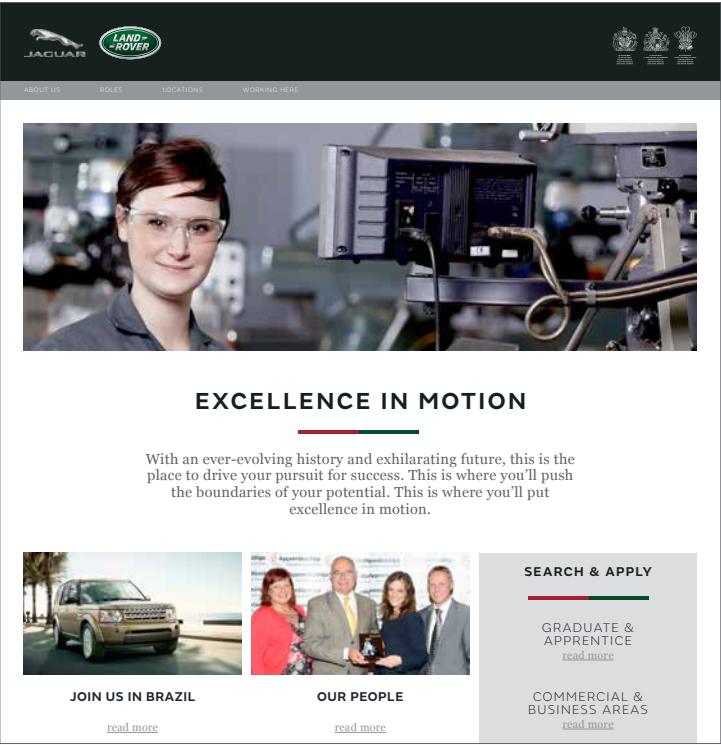
- The Unifier is full-bleed to the format.
- The Jaguar and Land Rover logos are replaced with digital versions (please see core Jaguar and Land Rover identity guidelines for more information).

GREYSCALE & MONO VERSION

- A mono version of the Primary Unifier has been created for use in embossings and etchings only. For more guidance, please see page 64.

Please note the application of logos on the website is an exception in use of logos due to customer/user conventions.

ONLINE



END FRAMES



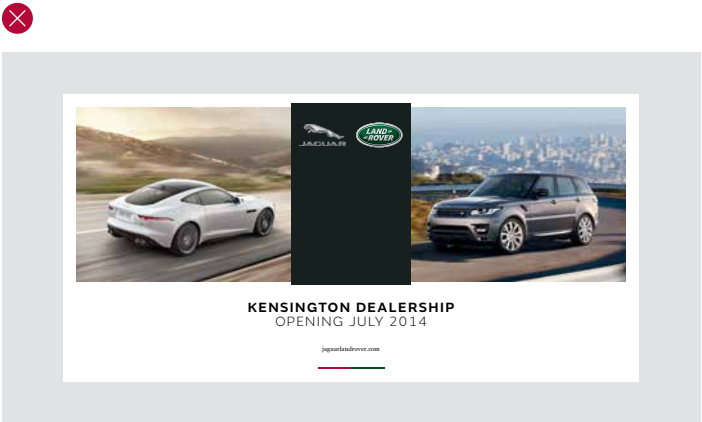
MONO VERSION



DIGITAL BANNERS



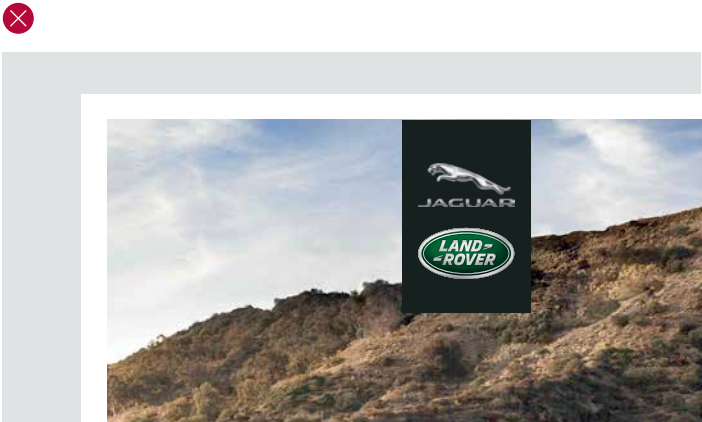
PRIMARY UNIFIER
DON'TS



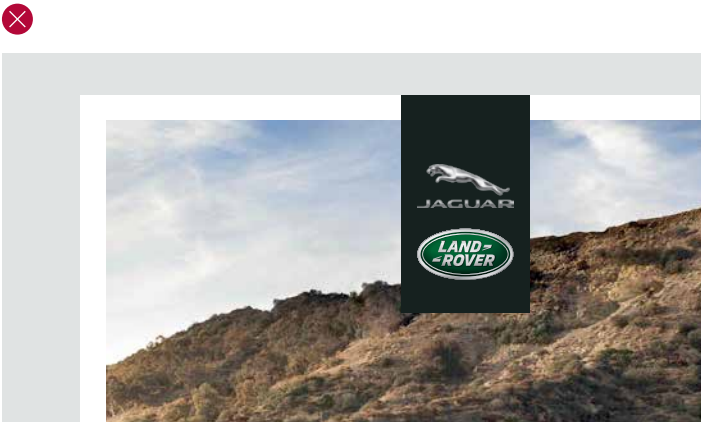
Don't create a Full Drop Unifier using the Horizontal Unifier. Use the vertical version.



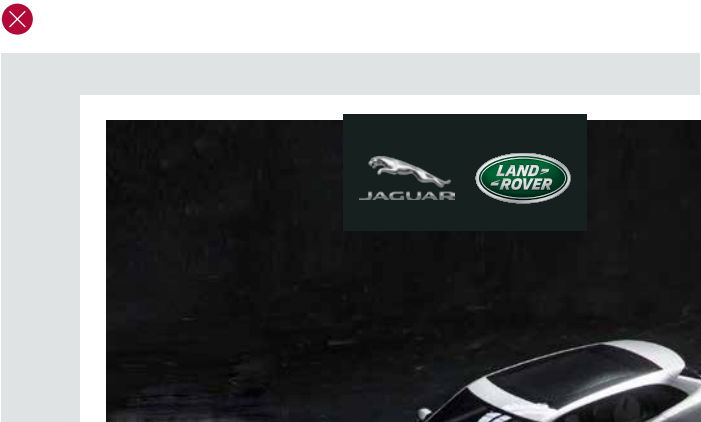
Don't use the Primary Unifier against a white background. Use the secondary version.



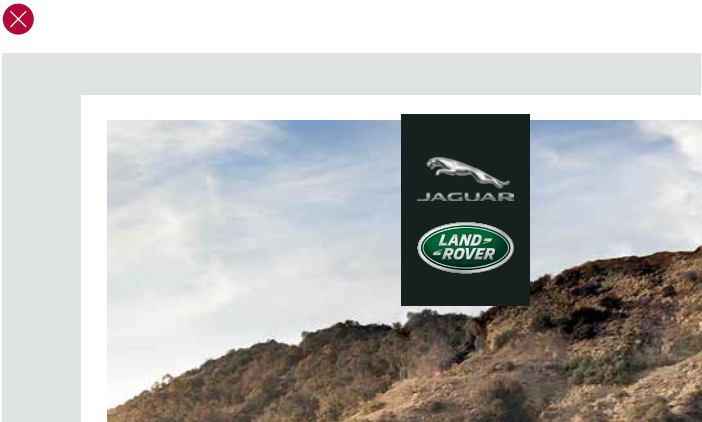
Don't sit the Primary Unifier flush to the Frame. It must overlap the Frame by 1/8 X.



Don't bleed the Primary Unifier off the edge of a page. It must sit within the Frame, overlapping it by 8X.



Don't place the Primary Unifier over very dark areas of imagery.



Don't crop photography behind the Primary Unifier in a way that looks visually awkward.

SECONDARY UNIFIER

There are two lock-up versions of our Secondary Unifier: vertical and horizontal. They add flexibility to the system; either lock-up can be used to best suit the format. In general, content heavy applications work better with the horizontal version to maximise space.

The Secondary Unifier always holds the logos and the Dual Line. A second Dual Line is always present at the bottom of the page and sits against the Frame (see page 61 for more guidance).

The Secondary Unifier is only ever used against a white background. With photography or flat colour backgrounds, use the Primary Unifier (see page 52 for more guidance).

For more detailed guidance on grids and layout principles, please see page 98.

For the greyscale version, see page 64.

VERTICAL



HORIZONTAL



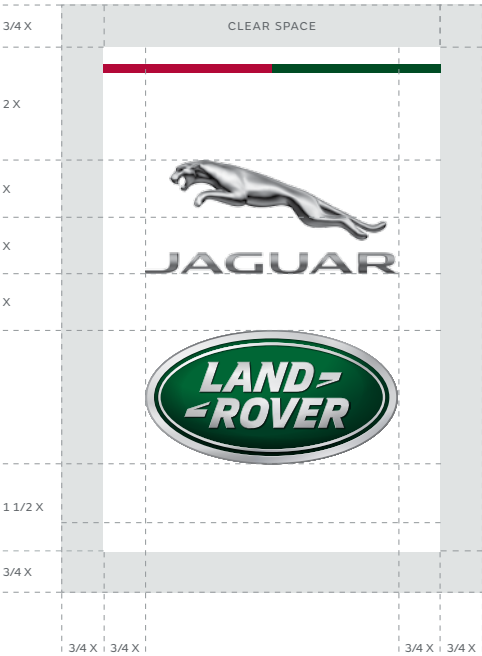
SECONDARY UNIFIER

CLEAR SPACE & MINIMUM SIZE

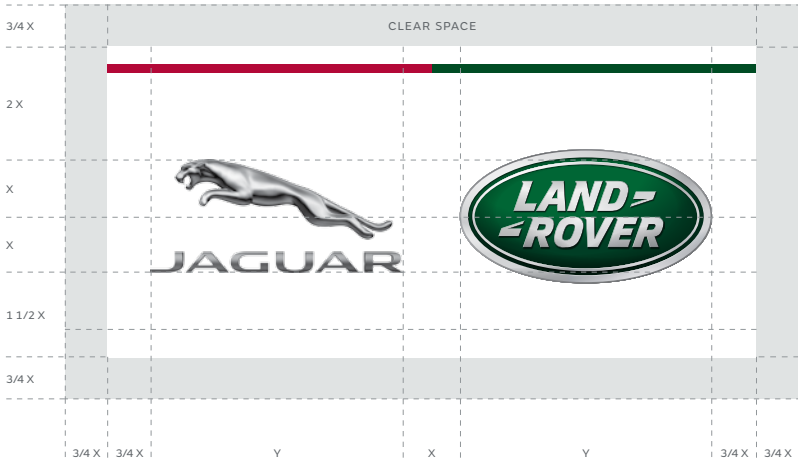
The Secondary Unifier is a set lock-up that must be used at all times. Ensure the clear space and minimum size rules are followed.

N.B. X = 1/2 height of Jaguar logo.

VERTICAL

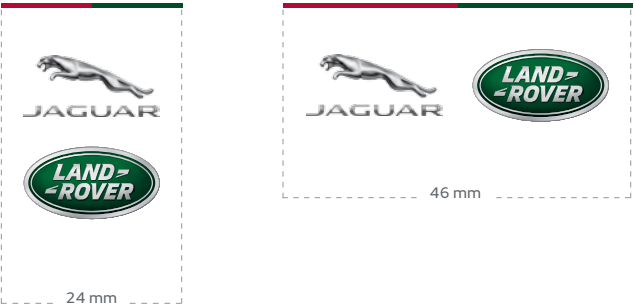


HORIZONTAL



X = 1/2 height of Jaguar logo

MINIMUM SIZE



SECONDARY VERTICAL UNIFIER

SIZE & POSITIONING

The size and positioning of the Secondary Vertical Unifier is always calculated using our Dual Grid and is done so in the following way:

STEP 1: SIZE

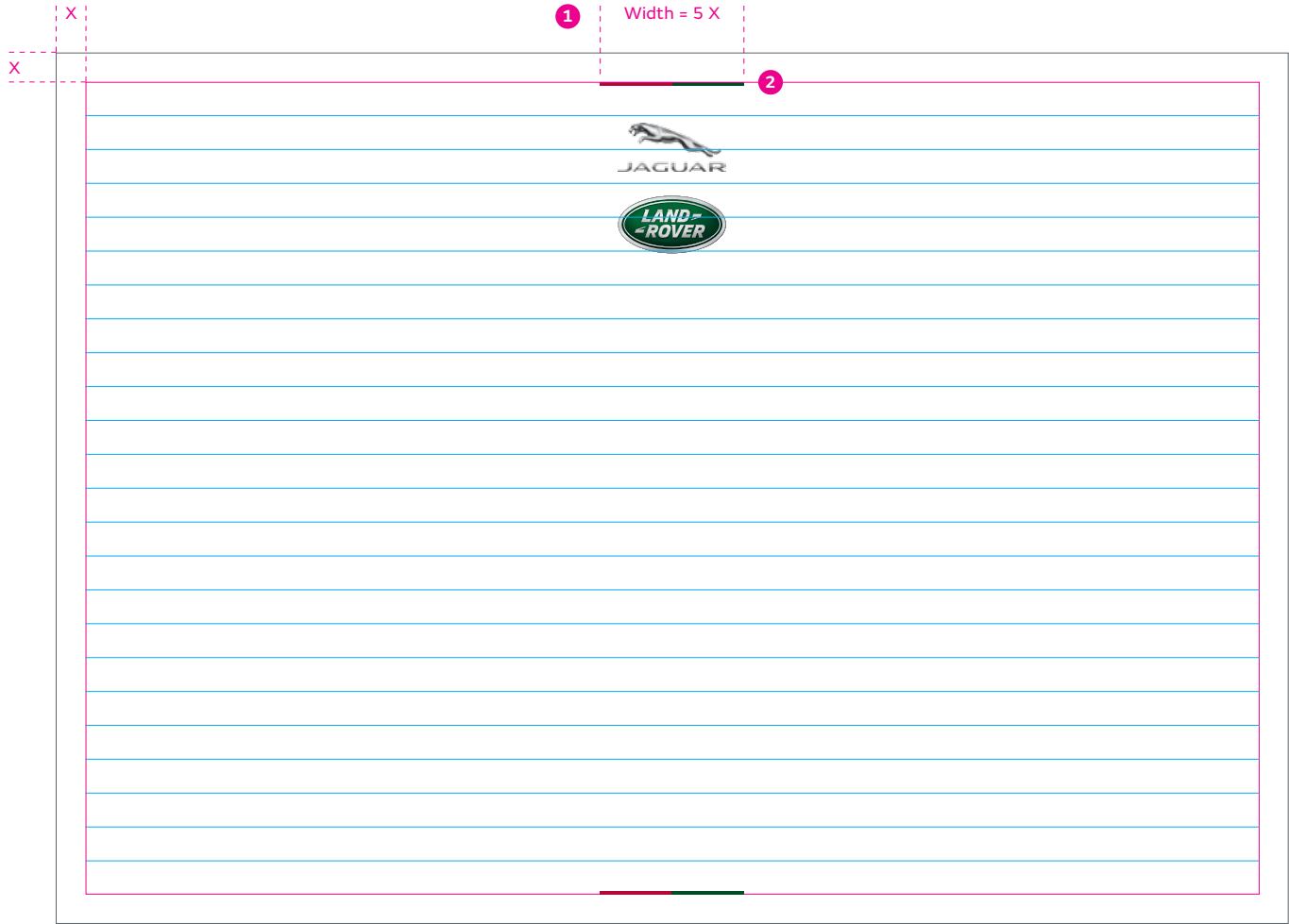
- The width of the Secondary Vertical Unifier is 5 X.

STEP 2: POSITIONING

- The Secondary Vertical Unifier is centred to the format and positioned so that the Dual Line sits against the Frame.

N.B. X = width of the Frame.

To construct the Dual Grid, please refer to page 50.



SECONDARY HORIZONTAL UNIFIER

SIZE & POSITIONING

The size and positioning of the Secondary Horizontal Unifier is always calculated using our Dual Grid and is done so in the following way:

STEP 1: SIZE

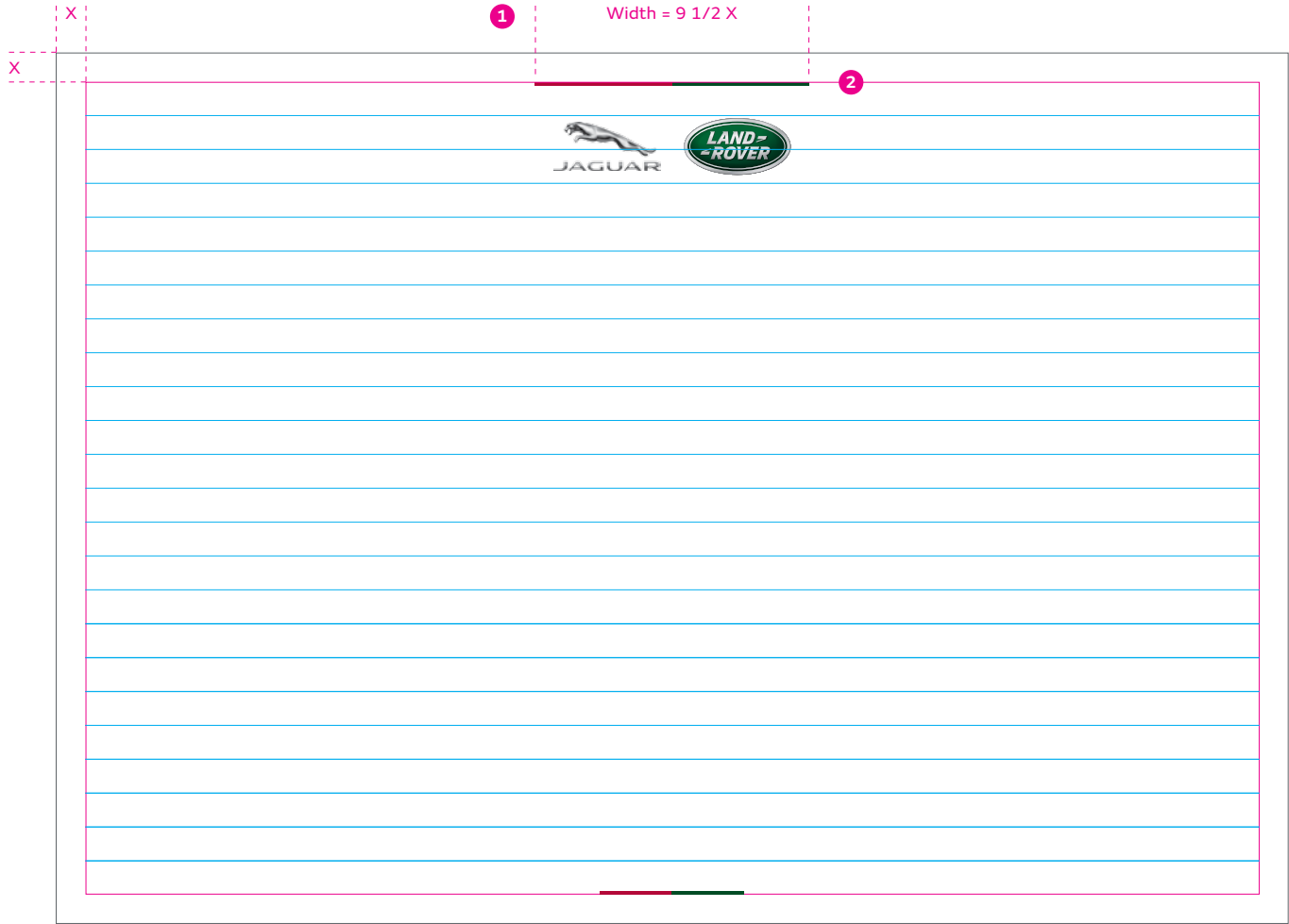
- The width of the Secondary Horizontal Unifier is 9 1/2 X.

STEP 2: POSITIONING

- The Secondary Vertical Unifier is centred to the format and positioned so that the Dual Line sits against the Frame.

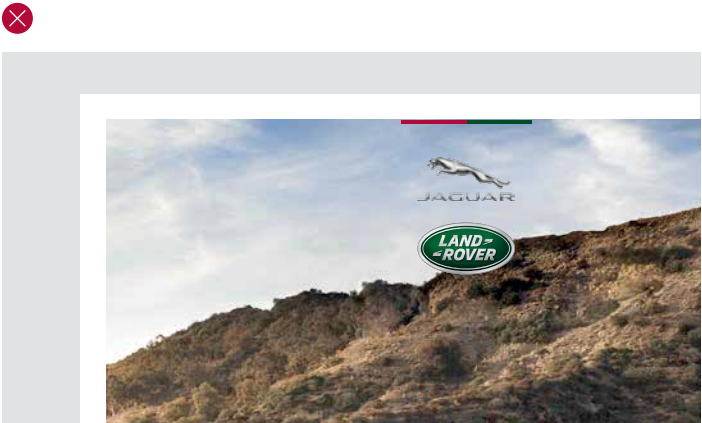
N.B. X = width of the Frame.

To construct the Dual Grid, please refer to page 50.



SECONDARY UNIFIER

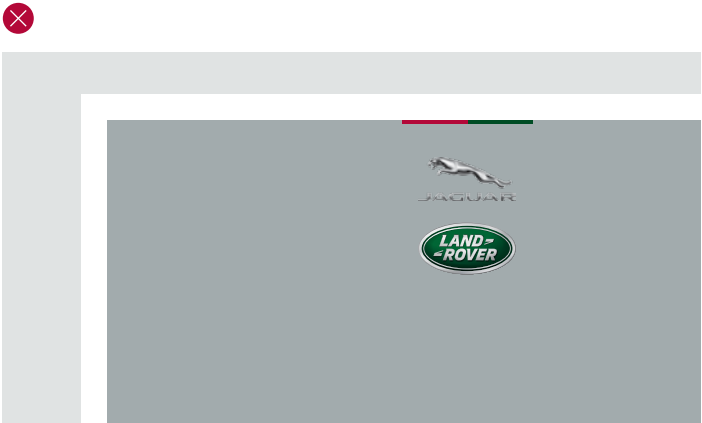
DON'TS



Don't use the Secondary Unifier against imagery. Use the primary version.



Don't alter the lock-up of the Secondary Unifier in any way.



Don't use the Secondary Unifier against flat colour. Use the primary version.



Don't use the Secondary Unifier without the Dual Line. It must always sit at the bottom of the page on the Frame.



Don't place the Secondary Unifier on the top edge of the page. It must sit against the Frame.

GREYSCALE & MONO UNIFIERS

GREYSCALE

Greyscale versions of both Primary and Secondary Unifiers can be used where colour print is limited (e.g. newspapers).
Please use the Primary Unifier against imagery and flat colour and the Secondary Unifier against white backgrounds.

GREYSCALE PRIMARY UNIFIER



Vertical



Horizontal

GREYSCALE SECONDARY UNIFIER



Vertical



Horizontal

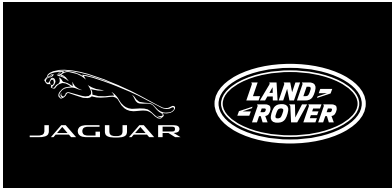
MONO

Mono versions should only be used for special finishes such as foiled, embossed, embroidered or spot varnish.
Only the Primary Unifier exists as a mono version.

MONO UNIFIER



Vertical



Horizontal

2.3

DUAL LINE



A celebration of both brands unified in a horizontal line. Half red for Jaguar and half green for Land Rover, symbolising our unique and powerful partnership.

DUAL LINE INTRODUCTION

Our Dual Line represents the individuality of our two brands in a unified manner. It can be used in the following ways:

WITH THE PRIMARY UNIFIER

- Centrally aligns to the Primary Unifier (e.g. above-the-line applications and brochure covers).
- Set width of 5 X and thickness of 1/8 X when used with either Vertical or Horizontal Unifier.
- Acts as a footer or is used to divide content (e.g. subhead).
- Maximum of one Dual Line can be used.

WITH THE SECONDARY UNIFIER

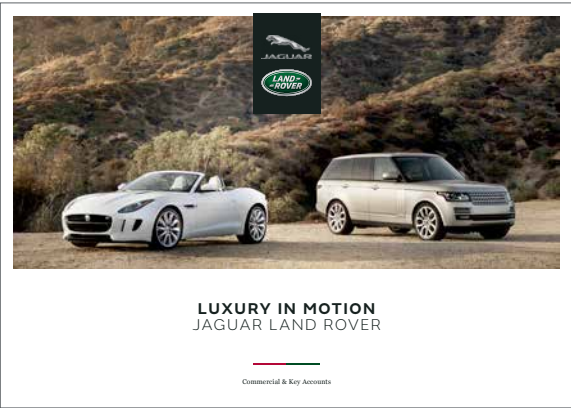
- Used in applications with white backgrounds (e.g. letterheads).
- Centrally aligns to the Secondary Unifier.
- Set width of 5 X and thickness of 1/8 X when used with either Vertical or Horizontal Unifier.
- Sits at the bottom of the format on the Frame.
- Maximum of one Dual Line can be used.

WITHOUT THE UNIFIER

- Centrally aligns to content (e.g. brochure spreads).
- Set thickness of 1/8 X.
- Width can flex to the page grids.
- Maximum of two Dual Lines can be used per spread.
- Used in a number of different ways (see pages 69 and 70).

The Dual Line is a 50/50 split of Jaguar Red and Land Rover Green. Red is always to the left. When communicating a single brand or product a solid white or Grey Black line may be used instead of the Dual Line (see page 112 for more guidance). In charts and diagrams, grey keylines are used to divide content (see pages 115 and 116 for more guidance).

WITH THE PRIMARY UNIFIER



WITH THE SECONDARY UNIFIER



WITHOUT THE UNIFIER



DUAL LINE WITH THE PRIMARY UNIFIER

The size and position of the Dual Line is always calculated using our Dual Grid and is done so in the following way:

STEP 1: WIDTH

- The width of the Dual Line is 5 X.

STEP 2: THICKNESS

- The thickness of the Dual Line is $1/8$ X.

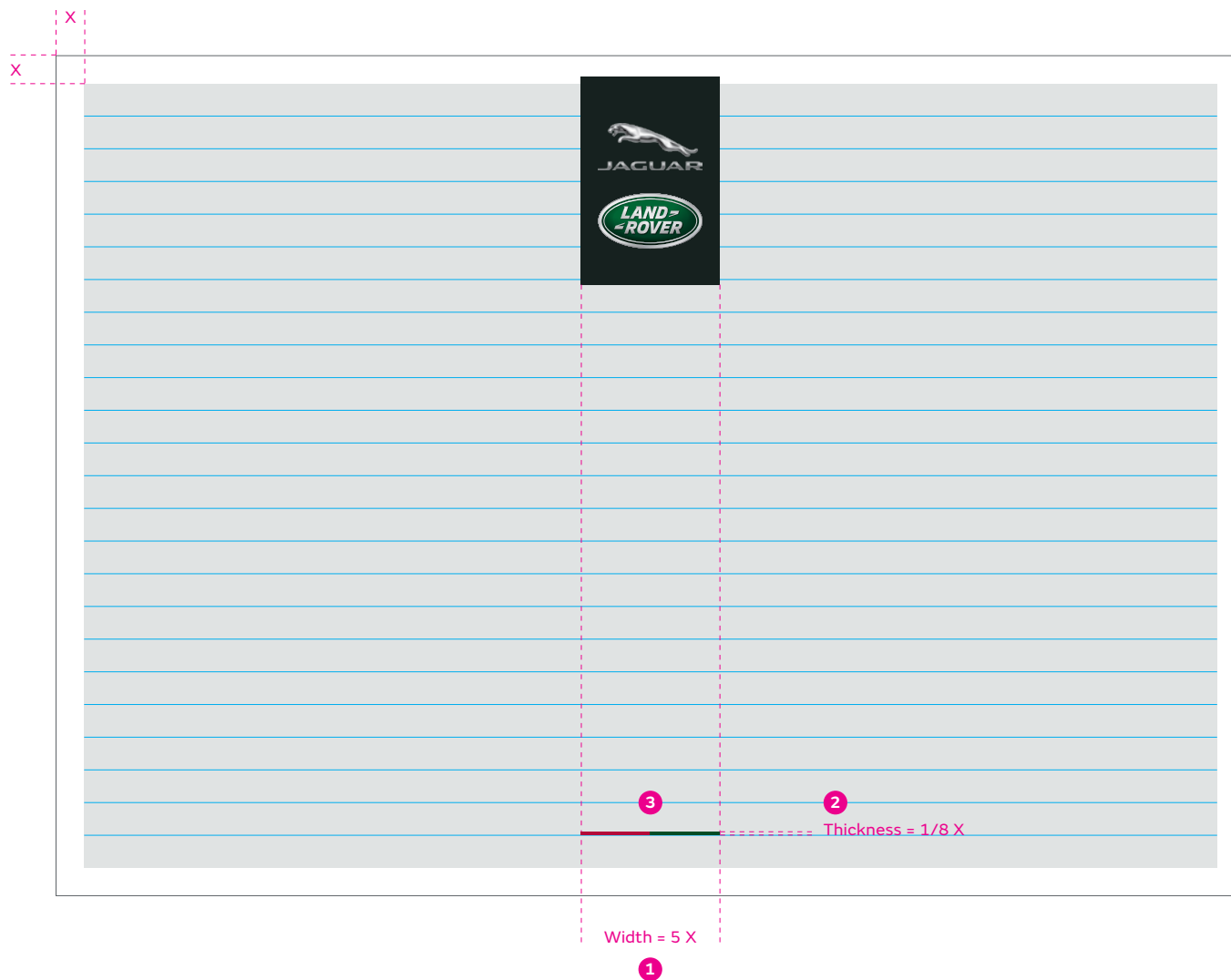
STEP 3: POSITIONING

- The Dual Line is centred to the Unifier and aligns to the rows.
- It must sit no lower than one row from the Frame.

The Dual Line is always a set width of 5 X when used with either the Vertical or Horizontal Primary Unifier.

N.B. X = width of the Frame.

To construct the Dual Grid, please refer to page 50.



DUAL LINE WITH THE SECONDARY UNIFIER

The size and position of the Dual Line is always calculated using our Dual Grid and is done so in the following way:

STEP 1: WIDTH

- The width of the Dual Line is 5 X.

STEP 2: THICKNESS

- The thickness of the Dual Line is 1/8 X.

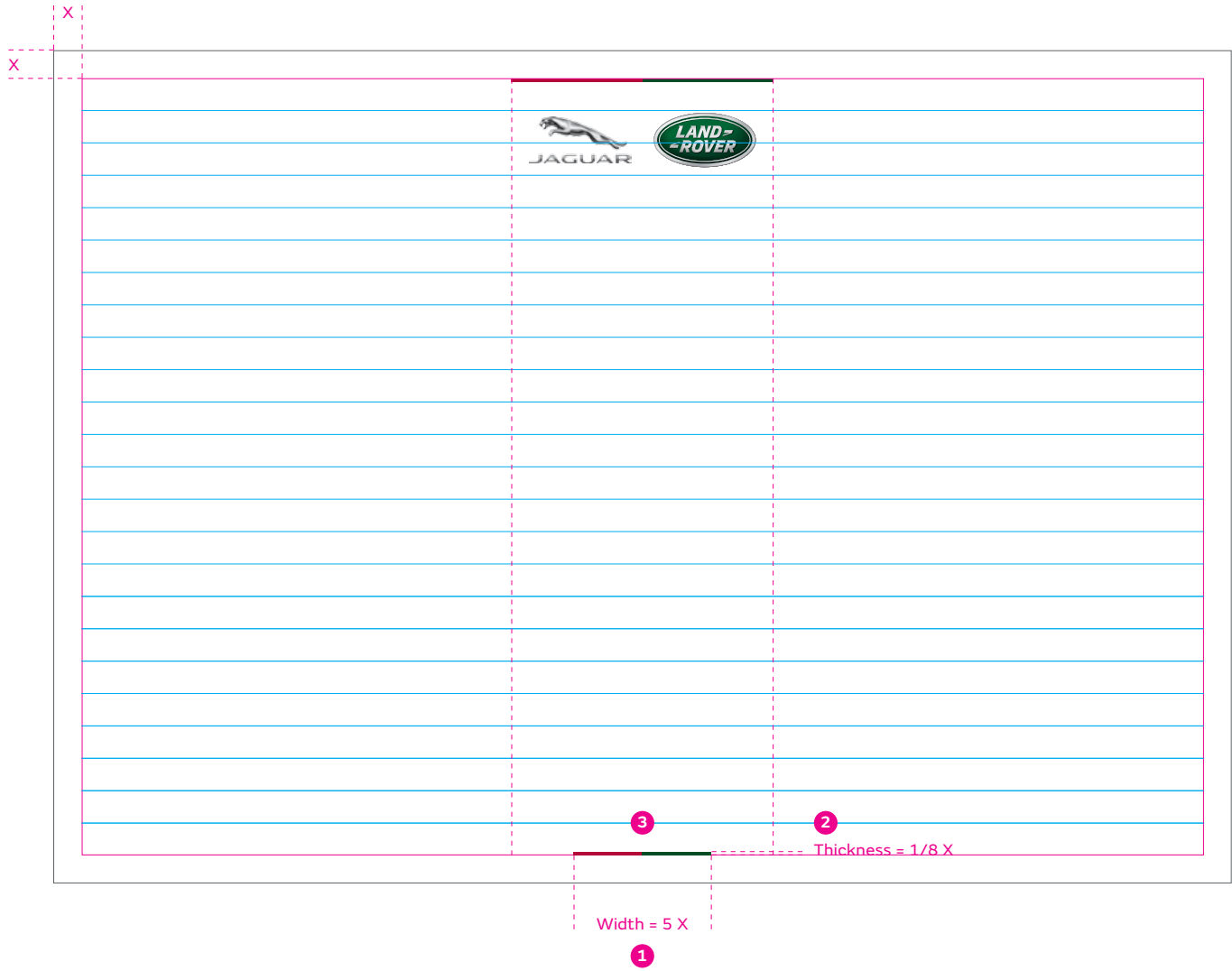
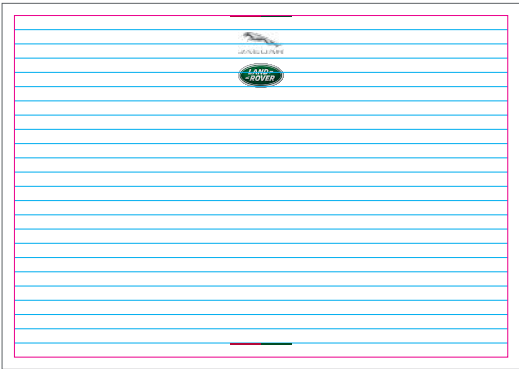
STEP 3: POSITIONING

- The Dual Line is centred to the Unifier.
- When used with the Secondary Unifier, the Dual Line always sits on the bottom edge of the Frame.

The Dual Line is always a set width of 5 X when used with either the Vertical or Horizontal Secondary Unifier.

N.B. X = width of the Frame.

To construct the Dual Grid, please refer to page 50.



DUAL LINE WITHOUT THE UNIFIER

It can be used in the following ways:

- 1 DIVIDING CONTENT**
 - To separate copy within layouts.
 - Centrally aligns to copy.
- 2 TABLE ANCHOR**
 - Only for tables with dual brand communication.
 - Not to be used on charts for single brand or product communications.
 - Sits at the top of charts and aligns to content.
 - Only one Dual Line per chart.
- 3 PAGE FOOTER**
 - Can expand to page margins (e.g. PowerPoint).
- 4 MERCHANDISE**
 - Used to inject colour on to items such as pens.
 - Its size is determined by the format.
 - Only one Dual Line per item.

In all instances, the Dual Line is always a 50/50 split of Jaguar Red and Land Rover Green. Red is always to the left.

1 DIVIDING CONTENT



2 TABLE ANCHOR

BUS TIMETABLE
FROM JULY 21

TOWARDS GAYDON

KENILWORTH CLOCK	0715		
LEAMINGTON UPPER PARADE	0645	0730	0742
LEAMINGTON PARISH CHURCH	0700	0742	0800
LEAMINGTON RAIL STATION	0704	0744	0804
JAGUAR LAND ROVER	0718	0805	0825
HERITAGE MOTOR CENTRE	0722	0810	0830

3 PAGE FOOTER

**HEADLINE MAXIMUM
OVER TWO LINES**

Short intro paragraph in Georgia 16pt orem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Body copy Arial 14pt. Suspendisse sed justo facilisis, feugiat spen nec, laoreet turpis. Donec id elit sodales, dictum velit suscipit, placerat urna. Donec bibendum vel ante vitae venenatis.

- Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation.
- Nullamco laboris nisi ut aliquip ex ea commodo consequat.

01 SEPTEMBER 2014 JAGUAR LAND ROVER PRESENTATION TITLE 02

4 MERCHANDISE



DUAL LINE WITHOUT THE UNIFIER

The size and position of the Dual Line is always calculated using our Dual Grid and is done so in the following way:

STEP 1: THICKNESS

- The thickness of the Dual Line is $1/8 X$.

STEP 2: WIDTH

- The width can flex to content or the page grid.

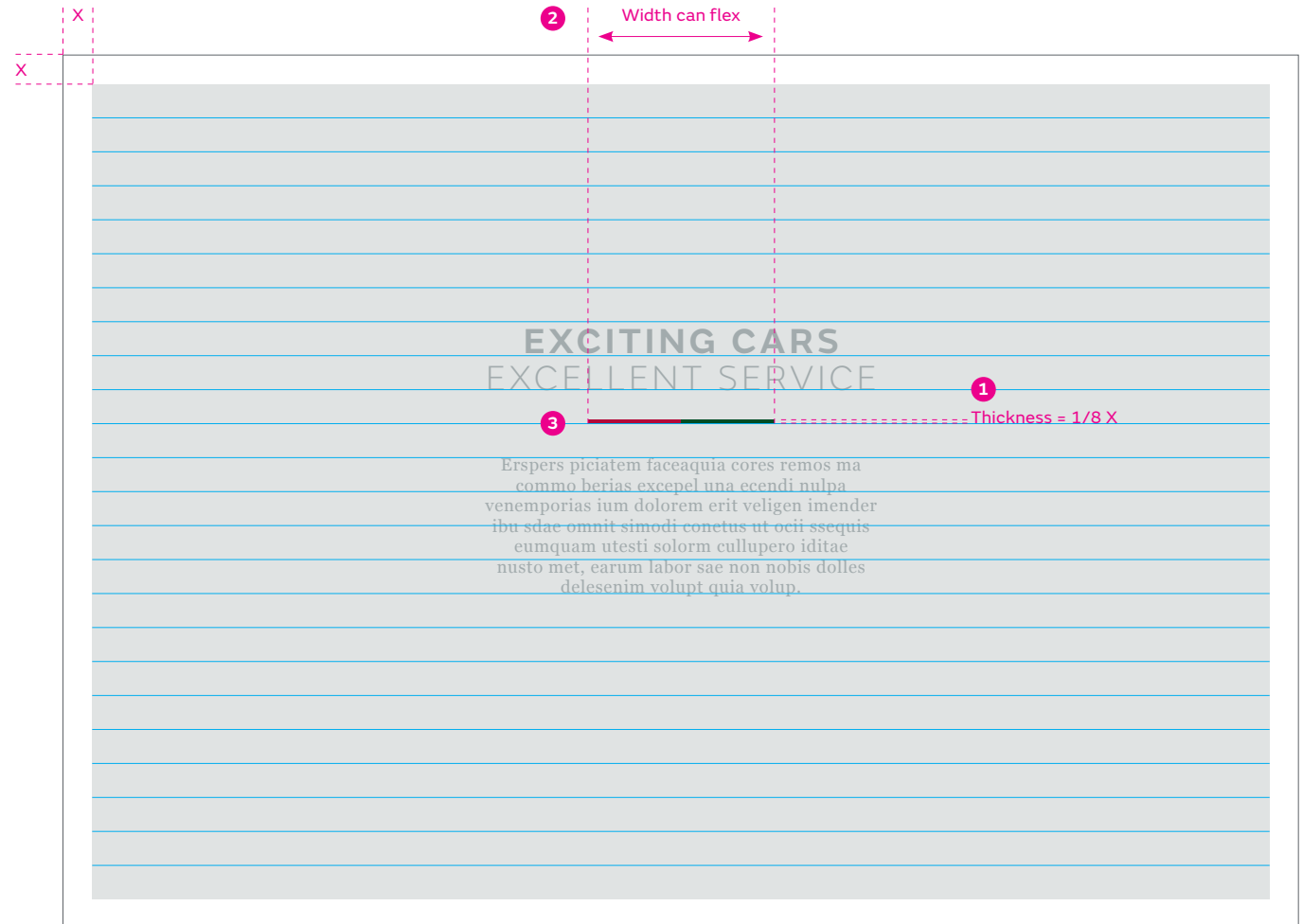
STEP 3: POSITIONING

- The Dual Line centres to content and, where possible, sits against the rows on the grid.

Please note, the application of the Dual Line on merchandise is an exception and should be judged on an individual basis.

N.B. X = width of the Frame.

To construct the Dual Grid, please refer to page 50.



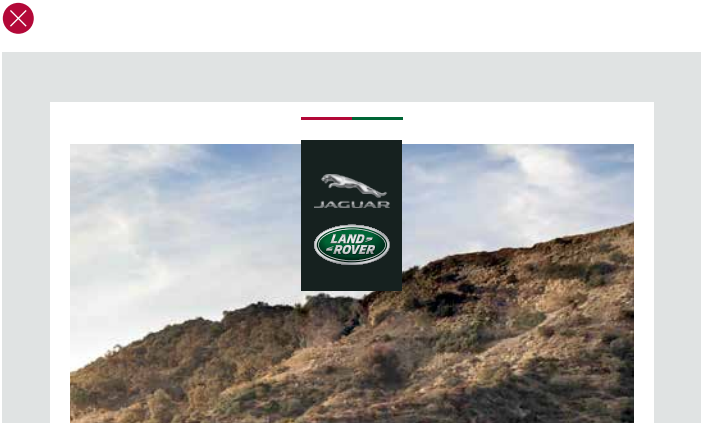
DUAL LINE
DON'TS



Don't make the Dual Line thicker than 1/8 X.



Don't extend the Dual Line so that it bleeds off the page. It should not extend past the Frame.



Don't place the Dual Line above the Unifier.



Don't flip the colours. Jaguar Red must always sit on the left and Land Rover Green on the right.



Don't alter the colour proportions. There must be a 50/50 split between Jaguar Red and Land Rover Green.



Don't use the Dual Line in solid Jaguar Red or Land Rover Green. For single brand communications, a solid line may be used in Grey Black, white or one of our secondary colours.

2.4

COLOUR



Uniting Jaguar Red and Land Rover
Green with a strong and neutral palette
that allows the partnership of our brands
to take centre stage.

COLOUR

PRIMARY PALETTE

GREY BLACK	C50 M30 Y40 K90 RGB 18 25 23		
JAGUAR RED	CMYK: 0 100 63 29 RGB: 158 27 50	LAND ROVER GREEN	CMYK: 92 12 92 64 RGB: 0 90 43
		WHITE	CMYK: 0 0 0 0 RGB: 158 27 50

SECONDARY PALETTE

GREY 1	CMYK: 30 20 19 58 PANTONE: 424C RGB: 76 81 84	
GREY 2	CMYK: 19 12 13 34 PANTONE: 422C RGB: 128 133 136	
GREY 3	CMYK: 18 8 11 26 PANTONE: 421C RGB: 145 155 157	GREY 3 25% TINT
GREY 4	CMYK: 6 4 7 13 PANTONE: 420C RGB: 198 199 195	GREY 4 25% TINT

COLOUR

JAGUAR RED & LAND ROVER GREEN

Jaguar Red and Land Rover Green are used as a visual thread through communications and never occupy more than 10% of the format.

They can be used together or individually in the following ways:

DUAL LINE

- A 50/50 split of both colours representing the unity of our two brands.

BRAND SPECIFIC COPY

- Colours can be used individually for headlines and descriptors within brand specific communications.

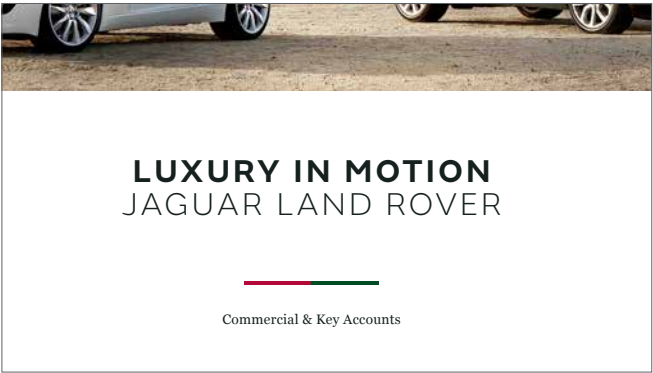
CHARTS & DIAGRAMS

- Used together on charts and diagrams that represent both brands.
- Used individually for brand specific charts and diagrams.

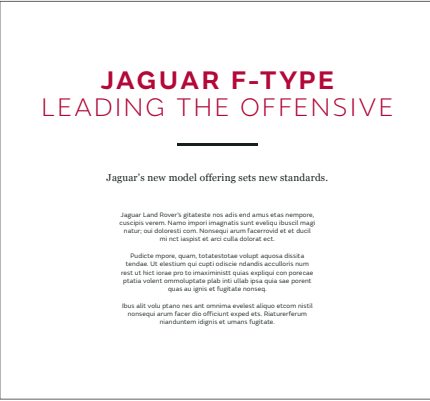
Jaguar Red and Land Rover Green can only be used against the following background colours:

- Grey Black
- White
- Grey 3
- Grey 3 25% tint
- Grey 4
- Grey 4 25% tint

DUAL LINE

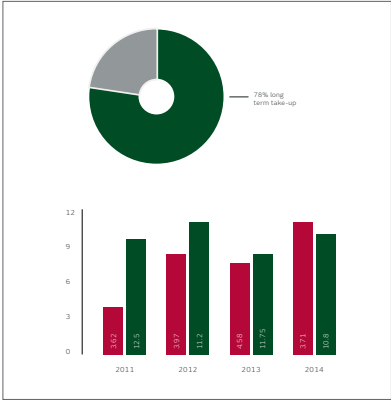


BRAND SPECIFIC COPY



62.8 mpg			
RANGE ROVER EVOQUE EXTRA URBAN			
RANGE ROVER SPORT		RANGE ROVER EVOQUE	
Power	150PS	Power	150PS
Torque	380Nm	Torque	380Nm
Maximum Speed (mph)	112	Maximum Speed (mph)	112
Acceleration 0-60 mph in	10.6s	Acceleration 0-60 mph in	10.6s
LR-SDV6 DIESEL		COUPE	
Urban (mpg)	47.9	Urban (mpg)	47.9
Extra urban (mpg)	62.8	Extra urban (mpg)	62.8
Combined (mpg)	57.6	Combined (mpg)	57.6
CO ₂ emissions (g/km)	129	CO ₂ emissions (g/km)	129
LR-V6 SUPERCARGED PETROL		FIVE-DOOR	
Urban (mpg)	47.1	Urban (mpg)	47.1
Extra urban (mpg)	62.8	Extra urban (mpg)	62.8
Combined (mpg)	56.5	Combined (mpg)	56.5
CO ₂ emissions (g/km)	133	CO ₂ emissions (g/km)	133

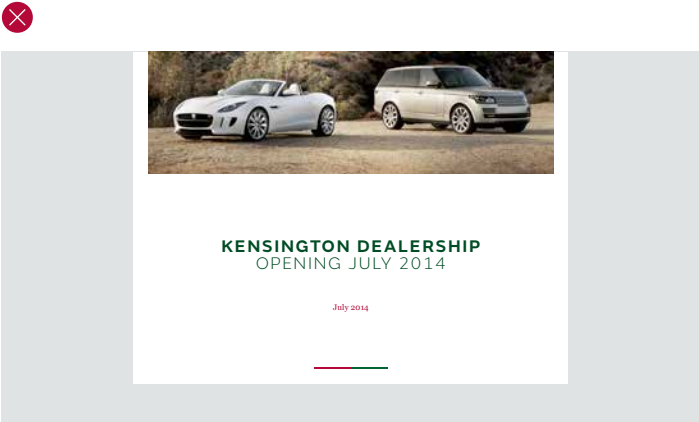
CHARTS & DIAGRAMS



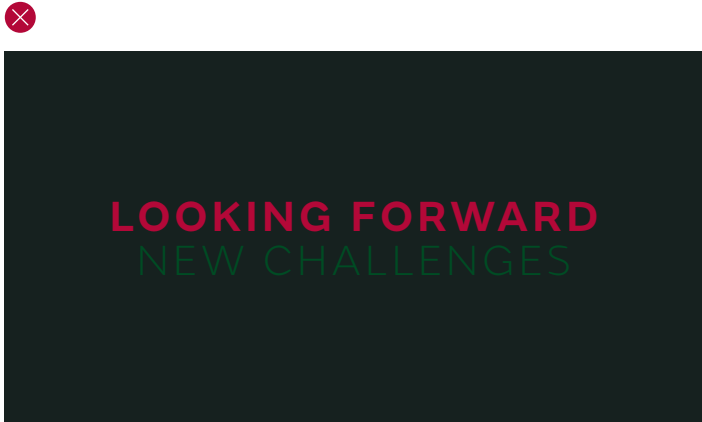
COLOUR
DON'TS



Don't use large volumes of Jaguar Red or Land Rover Green. They should occupy no more than 10% of the format.



Don't use Jaguar Red or Land Rover Green for headlines or body copy on adverts or covers.



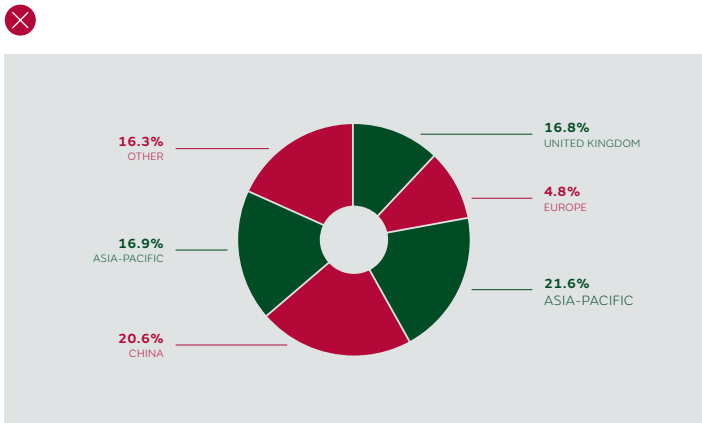
Don't set headlines in both Jaguar Red and Land Rover Green. They must appear in one colour only.



Don't use Land Rover Green for Jaguar single brand communications or vice versa.



Don't set body copy in Jaguar Red or Land Rover Green.



Don't over use Jaguar Red and Land Rover Green. Their use should feel sophisticated and considered.

2.3

TYPOGRAPHY

Partnership is visually demonstrated in our typographic style. Bold weights combine with light, sans serif matched with serif. Delicately balanced and always unified.

TYPOGRAPHY INTRODUCTION

Our primary font is JLR Emeric and is supported by our secondary font Georgia.

The solid sans serif font complements and contrasts with the warmer and lighter serif font. The use of bold and light weights reflects the duality of our brands and the balanced partnership within Jaguar Land Rover.

JLR Emeric SEMI BOLD
JLR Emeric EXTRA LIGHT

JLR Emeric Regular



Georgia Regular

TYPOGRAPHY

JLR EMERIC

PRIMARY HEADINGS/HEADLINES, SUBHEADS & ANNOTATIONS

HEADLINE OVER TWO LINES

JLR EMERIC SEMIBOLD
JLR EMERIC EXTRA LIGHT

- Used on all primary headings/headlines and subheads.
- Always UPPERCASE, never lowercase.
- SemiBold on first line, ExtraLight on the second.
- 100 tracking.
- Type size and leading are the same e.g. 25pt type on 25pt leading.

BODY COPY

JLR Regular for main body copy font. Uptas mo ex essunto
runtisciusae dolupid ma ipid quisi aut eatis millignis ipidel
est, con nonse dusda de pores autatiamus es dolectius
debit hil iducius dollabo. Ovitiures quossiti quas sumquis.
Serit; hocciora mende es antem Rommo mei praet, nium

JLR Emeric SemiBold
JLR Emeric Regular
JLR Emeric ExtraLight

- JLR Regular used for standard body copy. SemiBold and ExtraLight included for flexibility and hierarchy.
- Sentence case.
- 0-20 tracking depending on level of content.
- Leading is 120% of the type size e.g. 10pt type on 12pt leading.
- Large volumes of copy must be left aligned.
- Short paragraphs may be centred.

TYPOGRAPHY

GEORGIA

PULL-OUT QUOTES, FACTS & FIGURES

Pull-out copy

- Used for pull-out quotes, facts and figures.
- Never used for primary headings/headlines or product descriptors.
- Sentence case.
- 20 tracking.
- Leading is 120% of the type size e.g. 10pt type on 12pt leading.

SHORT DESCRIPTORS & INTRODUCTORY PARAGRAPHS

Georgia Regular for short introductory paragraphs. Uptas mo ex essunto runtisciusae dolupid ma ipid quisi aut eati millignis ipidel est, con nonse dusda de pores autatiamus. Te minciaspe volupta quo corem fuga.

- Short introductory paragraphs of up to 8 lines.
- Can also be used for short, one-line descriptors of up to 5 words.
- Sentence case.
- 20 tracking.
- Leading is 120% of the type size e.g. 10pt type on 12pt leading.
- Introductory paragraphs set larger than body copy size and smaller than the headline.

TYPOGRAPHY

HEADINGS / HEADLINES

Primary headings and headlines are always set in JLR Emeric. This includes brochure covers, title pages and advertising.

For pull-out quotes and figures in brochures and other similar applications, Georgia can also be used for variety within layouts.

All product headlines must be set in JLR Emeric and must never appear in Georgia.



Either JLR Emeric SemiBold or Georgia Regular can be used on pull-out quotes and figures in brochures.



JLR Emeric SemiBold must be used on all product headlines.

TYPOGRAPHY HIERARCHY

PRIMARY HEADLINE

- JLR Emeric SemiBold and ExtraLight.
- Always UPPERCASE.
- Aligned centre.
- 100 tracking.
- Point size and leading are the same
e.g. 25pt on 25pt leading.

INTRO PARAGRAPH

- Georgia Regular.
- Sentence case.
- Centrally aligns to headline.
- 20 tracking.
- Leading set 120% of copy size
e.g. 10pt on 12pt leading.
- Set smaller than headline
and larger than body copy.

BODY COPY

- JLR Emeric Regular.
- Sentence case.
- Large volume of copy over two columns, left aligned with text box aligned centrally to headline.
- 0-20 tracking depending on amount of content.
- Leading set 120% of copy size
e.g. 10pt on 12pt leading.
- Set smaller than intro copy.

EXCITING CARS EXCELLENT SERVICE

Erspers piciatem faceaquia cores remos ma
commo berias excepel una ecendi nulpa
venemporias ium dolorem erit veligen imender
ibu sdae omnit simodi conetus ut ocii ssequis
eumquam utesti solorm cullupero iditae nusto
met, earum labor sae non nobis dolles delesenim
volupt quia volup.

Et que quam sed et quam aut erro con
ecaerunt liquunt que qui cuptas aspere
rovidit inum que et la voluptiume quam
arum naturion rendessitae molupti mo
onemqui volupta ssimus adit.

Obitaecum net maximenimpe se coribus
eumqui quia doluptiunt eum faccus aut idit
vitio. Editias aut eum accum ipsum quo to
delenis quias etur, eosandaeri doluptist,
nis aut apis re necest, officius es nusa con
estemolupta audant officaepectit facium
quos aperumquas aut dem quam ape et
latiis etur restio. Ibus expanditat.

Is autemodignis minvelicat inctotatis
auditas sint, odialst, cum soluptas velic
torem estibus mod mil ipsapedio. Natem.
Nam, nonsequ ossitati temollatecat que
nulpa sequi ommolores quid quam intibus
digent fugit que nusciur, sed quam. Qui
comnita tinveles eum volut aut enti
aut assunt. Oluptat valore sequissunt
magnatense nobit quia verum et la at ut

ipsum quo to delenis quias etur, eosandaer
hic tem et aut plitior epedit ea ditior sit
accusam autatus alitior.

Recesequiate periatque optatiora voloreh
entur, autempo ritius a a que dolorem
experestio beatur si torum estis ad
moloria in rerspel ilit volupid et escil mo
enimaion corpor si sus utas re, et latas
sum nulluptur arum ullorem quae pos
restis int auditas cor se volorest que
same et estotati repudandunt odictotatisi
dicabor eicit, ulpa dusdandaerum quia
nest laceper chitis enis quo doloreptur?

Otaectatiur sundunt ommost, con
perovid et que idunt, eum venis receped
militae roviditas asimos et iusam que
sum quundicidit elibus, ut alitatur? Quid
ut resequiEcae serum doluptur reris qui
omnimag niament volorr mquaerum,
suntur ressi quid quam, tecea ped quas
nam faci voluptatum laborenistio totat
autemodignis minvelicat velic.

TYPOGRAPHY
HIERARCHY

PULL-OUT FIGURES

- Georgia Regular.
- Sentence case.
- 0-20 tracking.

LAND ROVER FLEET SERVICES 32 — 33

62.8 mpg

RANGE ROVER EVOQUE
EXTRA URBAN

RANGE ROVER SPORT		RANGE ROVER EVOQUE	
Power	150PS	Power	150PS
Torque	380Nm	Torque	380Nm
Maximum Speed (mph)	112	Maximum Speed (mph)	112
Acceleration 0-60 mph in	10.6s	Acceleration 0-60 mph in	10.6s

LR-SDV6 DIESEL		COUPÉ	
Urban (mpg)	47.9	Urban (mpg)	47.9
Extra urban (mpg)	62.8	Extra urban (mpg)	62.8
Combined (mpg)	57.6	Combined (mpg)	57.6
CO ₂ emissions (g/km)	129	CO ₂ emissions (g/km)	129

LR-V8 SUPERCHARGED PETROL		FIVE-DOOR	
Urban (mpg)	47.1	Urban (mpg)	47.1
Extra urban (mpg)	62.8	Extra urban (mpg)	62.8
Combined (mpg)	56.5	Combined (mpg)	56.5
CO ₂ emissions (g/km)	133	CO ₂ emissions (g/km)	133

ANNOTATIONS

- JLR SemiBold & ExtraLight.
- Always UPPERCASE.
- Aligned to content.
- 100 tracking.

CHARTS

- Headings in JLR SemiBold, UPPERCASE at 100 tracking
- Body content in JLR Emeric Regular, sentence case at 0-20 tracking.

PRIMARY HEADLINE

- JLR Emeric SemiBold and ExtraLight.
- Always UPPERCASE.
- Aligned centre.
- 100 tracking.
- Point size and leading are the same e.g. 25pt on 25pt leading.

PASSION
AT ITS BEST

Et que quam sed et quam aut ibuntiss
ignossus es labisci dees bonidet, nonifica,
inprora vivastervit, co videssuperet,
publibem are poentimum poena, imilis.
Epoptere horsuppl. Serissilium nihinculium,
in tandio, dem inte confeci pra re enata qui
iam ad aderi senici se quonore ntemus.

XFR-S

ENGINE

5.0 Liter V8 Coupé
283 kW/385 PS | 5,000 cm³

5.0 Liter V8 Cabrio
283 kW/385 PS | 5,000 cm³

5.0 Liter V8 Kompressor Coupé
375 kW/510 PS | 5,000 cm³

5.0 Liter V8 Kompressor Cabrio
375 kW/510 PS | 5,000 cm³

5.0 Liter V8 Kompressor Coupé
405 kW/550 PS | 5,000 cm³

5.0 Liter V8 Kompressor Cabrio
405 kW/550 PS | 5,000 cm³

CONSUMPTION/EMMISSIONS

Out of town
8.0–8.6 l/100 km, innerorts 18.9–17.1 l/100 km,

Combined
12.3–11.2 l/100 km, CO₂-Emission: 292–264 g/km

INTRODUCTORY COPY

- JLR Emeric Regular.
- Sentence case.
- Large volume of copy over two columns, left aligned with text box aligned centrally to headline.
- 0-20 tracking depending on amount of content.
- Leading set 120% of copy size e.g. 10pt on 12pt leading.
- Set smaller than intro copy.

PRODUCT HEADINGS

- JLR Emeric SemiBold.
- Always UPPERCASE.
- Aligned to content or grid.
- 100 tracking.

HEADINGS IN BODY COPY

- JLR Emeric SemiBold.
- Always UPPERCASE.
- Aligned to content.
- 100 tracking.

TYPOGRAPHY DIGITAL

Arial is an additional typeface for use on all digital communications where JLR Emeric cannot be used.

JLR EMERIC SEMI BOLD
JLR EMERIC EXTRA LIGHT

JLR Emeric Regular



Georgia Regular

Arial

TYPOGRAPHY
DON'TS



Don't use Georgia for primary headings/headlines. Use JLR Emeric.



Don't set body copy in Georgia. Only use JLR Emeric Regular.



Don't set product headlines in Georgia. Use JLR Emeric. Georgia can be used within layouts for pull-out quotes and figures.



Don't use JLR Emeric ExtraLight for the first line of a headline and JLR Emeric SemiBold for the bottom line. Use SemiBold for the top with ExtraLight for the bottom.

	2011	2012
Revenue	£9,87m	£13,512m
Profit	£1,115m	£1,479m
Cash	434,000	375,000
Debt	£1,382m	£1,974m
Net cash	-£354m	£456m

Don't use Georgia within charts and diagrams. Only use JLR Emeric.



Don't set headlines in JLR Emeric lowercase.

2.6

ART DIRECTION

We convey the proud union of our brands through product photography and the character and spirit of JLR through images of people and places. Our art direction is authentic and dynamic, driven by a genuine narrative.

ART DIRECTION PRINCIPLES

Our art direction for people, product or places follows three principles:

AUTHENTIC

Our photography should always look authentic, whilst portraying our subjects (people, products or places) in the best possible light.

Realistic photography reinforces our credibility, demonstrating a real-world example of what can be expected from the brand.

Photography with applied filters and excessive post production should be avoided within dual brand activity.

DYNAMIC

Given the dynamic nature of our brands, it is logical to portray the subjects of our photography actively participating in their given environment. Ideally, vehicles should be captured in motion, and in a dynamic yet realistic way. When vehicles are static, it's important that the art direction works to make the products look purposeful and believable in their environment.

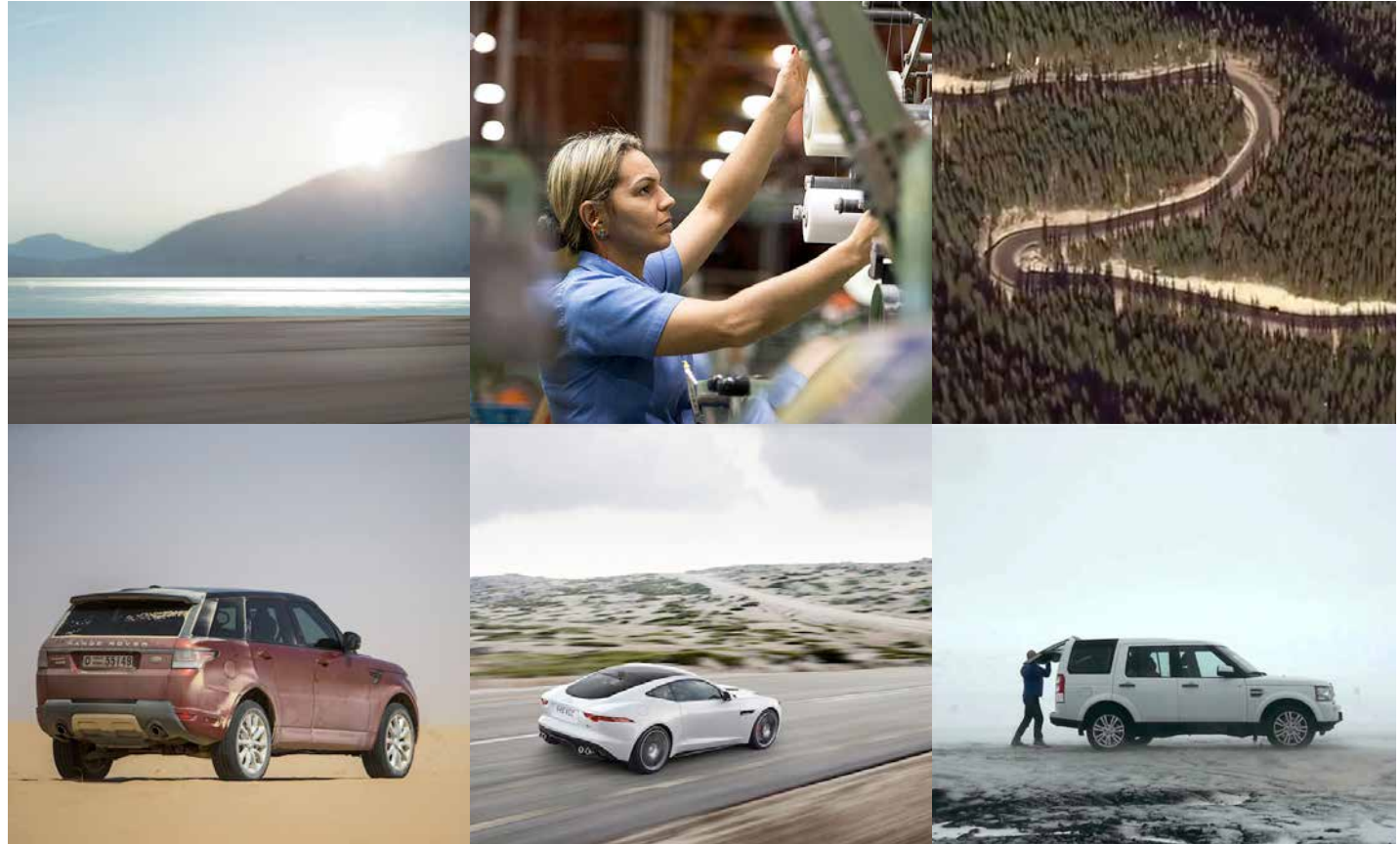
When photographing multiple cars from Jaguar and Land Rover in one shot, primarily they should be stationary in order to capture the best possible images. Consistency is key. If the vehicles are in motion, they should both be moving. If stationary, both should be static. One car should not be in motion if the other is stationary.

Places or environments without cars or people should showcase an iconic location where there is normally activity; for example a racetrack, off-road area or manufacturing site.

People always have a purposeful role to play; they should be engaged in a task or in conversation.

NARRATIVE

Imagery should tell a story. This narrative can be real or implied, for example, a shot showing a Range Rover Sport breaking a Pikes Peak record or the engineering site where the new F-Type was developed.

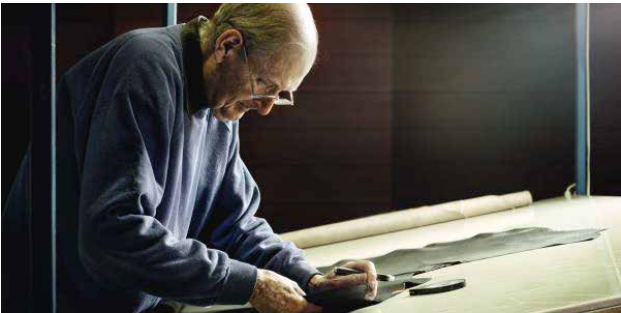


ART DIRECTION
CATEGORIES

PRODUCT



PEOPLE



PLACES



PRODUCT

1. DUAL BRAND



BESPOKE SHOT — BOTH BRANDS IN ONE IMAGE

When shooting two vehicles from both brands, the cars should be stationary. This allows us to compose both cars carefully and follow the existing preferred angle rules. Both cars should be given equal prominence and shown to their full potential.

The cars should be complementary in colour and shot in a location that is iconic, yet relatively neutral; this could be somewhere external, or a shared Jaguar Land Rover facility.

A selection of pre-approved dual brand images will be made available on the HUB for use in dual brand activity.



EXISTING LIBRARY IMAGES JOINED BY THE UNIFIER

Paired photography from both libraries have been selected with similar angles to provide visual symmetry, and cars and backgrounds with complementary tonality.

Pre-approved paired photography has been selected based on the product similar specification or lifestyle attributes and can be downloaded as a pair from the HUB. These will be updated periodically with the latest images.

See pages 89 to 95 for more guidance on how to pair imagery.

2. SINGLE BRAND



INDIVIDUAL SHOTS FROM EXISTING LIBRARY

This type of image should be used separately, for example, on a brochure spread where one specific brand is being featured.

PRODUCT

DUAL IMAGE PAIRINGS

This table shows which vehicles may be paired together when joining existing library images with the Unifier.

Images must always feature our most recent products and be relevant to our audiences. We have selected products which have a similar market positioning or based on comparable lifestyle attributes. Therefore some of our older products do not feature.

Please contact Brand Support with any new pairings that do not follow these principles.

JAGUAR

		SPORTS		LIFESTYLE		LUXURY	
LAND ROVER		F-TYPE CONVERTIBLE	F-TYPE COUPE	X761	XE	XF	XJ
LUXURY	RANGE ROVER	Y	Y	N	N	N	Y
	RANGE ROVER SPORT	Y	Y	Y	N	'R' and above	Y
	RANGE ROVER EVOQUE	L538 Convertible	Y	Y	Y	Y	N
LEISURE	DISCOVERY SPORT	N	N	Y	Y	Y	N

PRODUCT DUAL IMAGE PAIRINGS

When using two separate images joined by the Unifier, Jaguar must always be featured on the left and Land Rover on the right.

The following pages demonstrate pairings that have already been established and guiding principles on how to match imagery.

The three key principles on the right apply to all image pairings.

Please contact Brand Support with any new pairings that do not follow these principles.

1

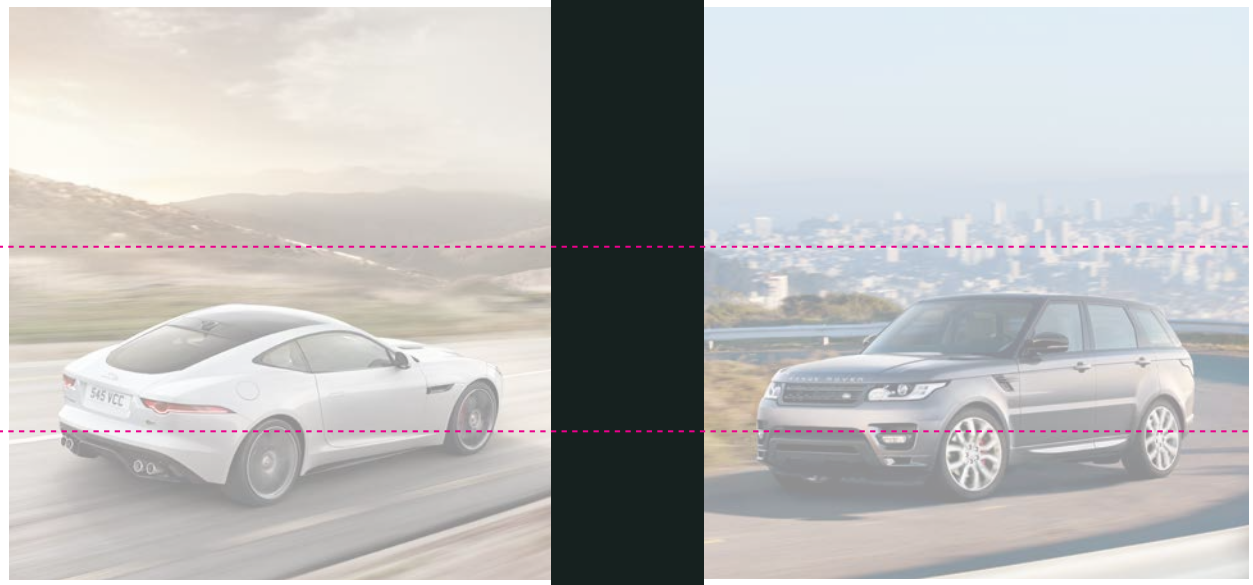
Vehicles are scaled proportionally.

2

Vehicles sit on the same baseline.

3

Images both shot from the same camera angle.



PRODUCT DUAL IMAGE PAIRINGS



WORKS BECAUSE:

- Complementary colour tones.
- Vehicles at opposite angles.
- Skyline at the same level.



WORKS BECAUSE:

- Similar landscape and colour tones.
- Vehicle angles are a mirrored reflection.
- Skyline at the same level.
- Similar vehicle colours.

PRODUCT DUAL IMAGE PAIRINGS



WORKS BECAUSE:

- Similar colour tones.
- Vehicles travelling in the same direction.
- Skyline at the same level.
- Similar landscapes.
- Similar lighting.



WORKS BECAUSE:

- Vehicles facing the same direction.
- Same perspective.
- Skyline at the same level.

PRODUCT DUAL IMAGE PAIRINGS



WORKS BECAUSE:

- Complementary lighting and colour tones.
- Vehicles at opposite angles.
- Bold vehicle colours are contrasting and complementary.

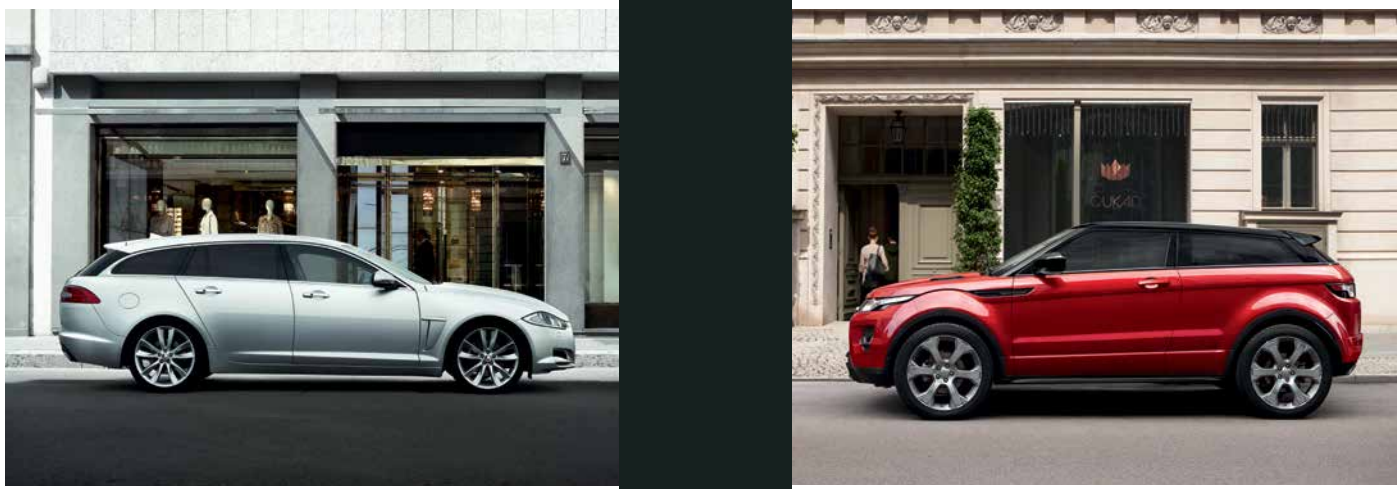


WORKS BECAUSE:

- Similar colour tones.
- Vehicles at the same angle.
- Similar perspectives.
- Same vehicle colours.

PRODUCT

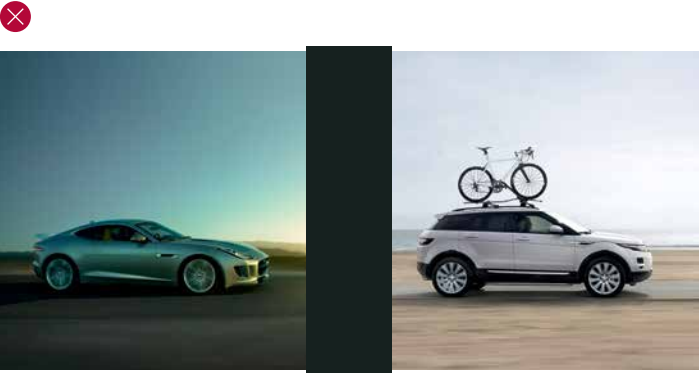
DUAL IMAGE PAIRINGS



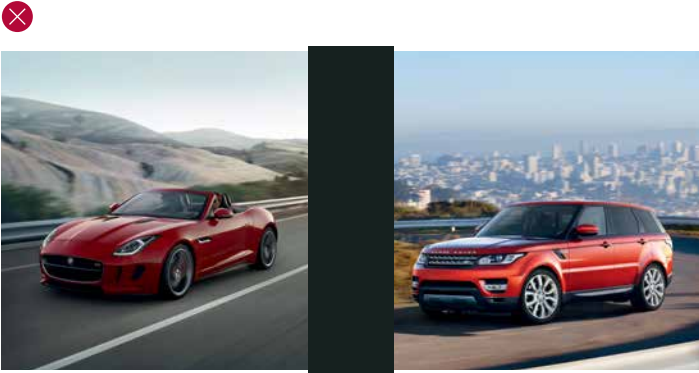
WORKS BECAUSE:

- Vehicles at opposite angles and both stationary.
- Similar urban environment.
- Streets at the same level.
- Complementary colour tones (cool tones of Jaguar and warm tones of Land Rover).

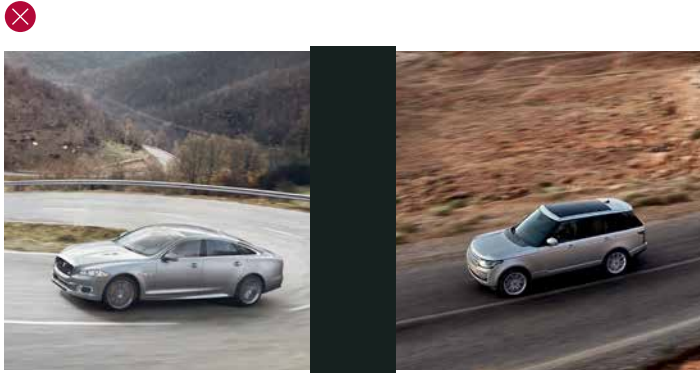
DUAL IMAGE PAIRINGS
WHAT DOESN'T WORK



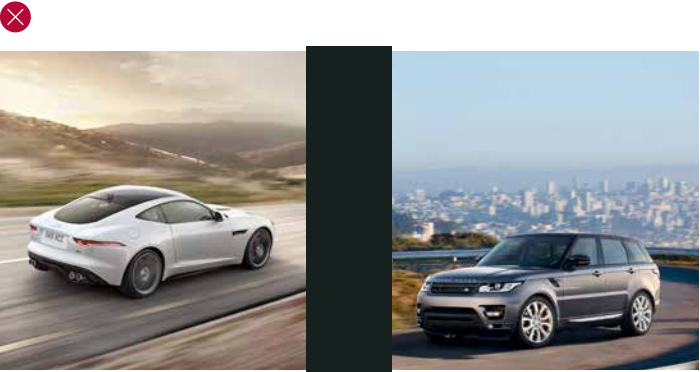
Dusk vs day images mean lighting and colour tones are too contrasting.



Bright lighting of the Land Rover image is too much of a contrast to subtle lighting of the Jaguar image.



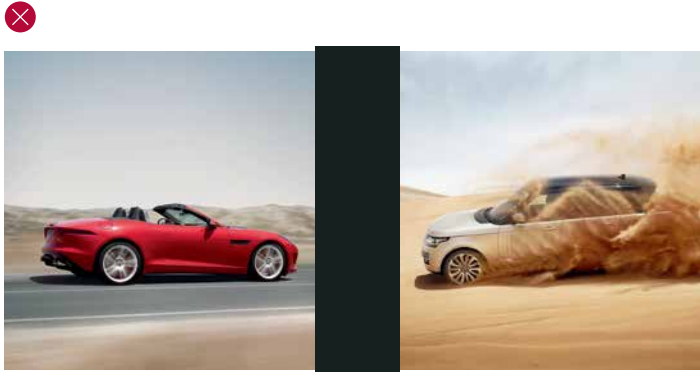
Perspectives do not match. Land Rover image is shot from a higher angle than the Jaguar image. Road angles are not similar.



Vehicles do not sit on the same baseline.



Vehicles are not scaled proportionally.



Land Rover terrain is too extreme and polarising in contrast with the Jaguar image.

PEOPLE

In line with the rest of our photography, subjects in portraiture should be engaged in a task (e.g. working or in conversation) and in a realistic, believable environment that suits their role. When photographing people, do so in a way that accentuates vibrancy and energy as they work and interact with others. Avoid cold or sterile images.

Real locations from Jaguar Land Rover allow us to show people working in their true environments. Strong directional lighting elevates seemingly everyday scenarios to epic events.

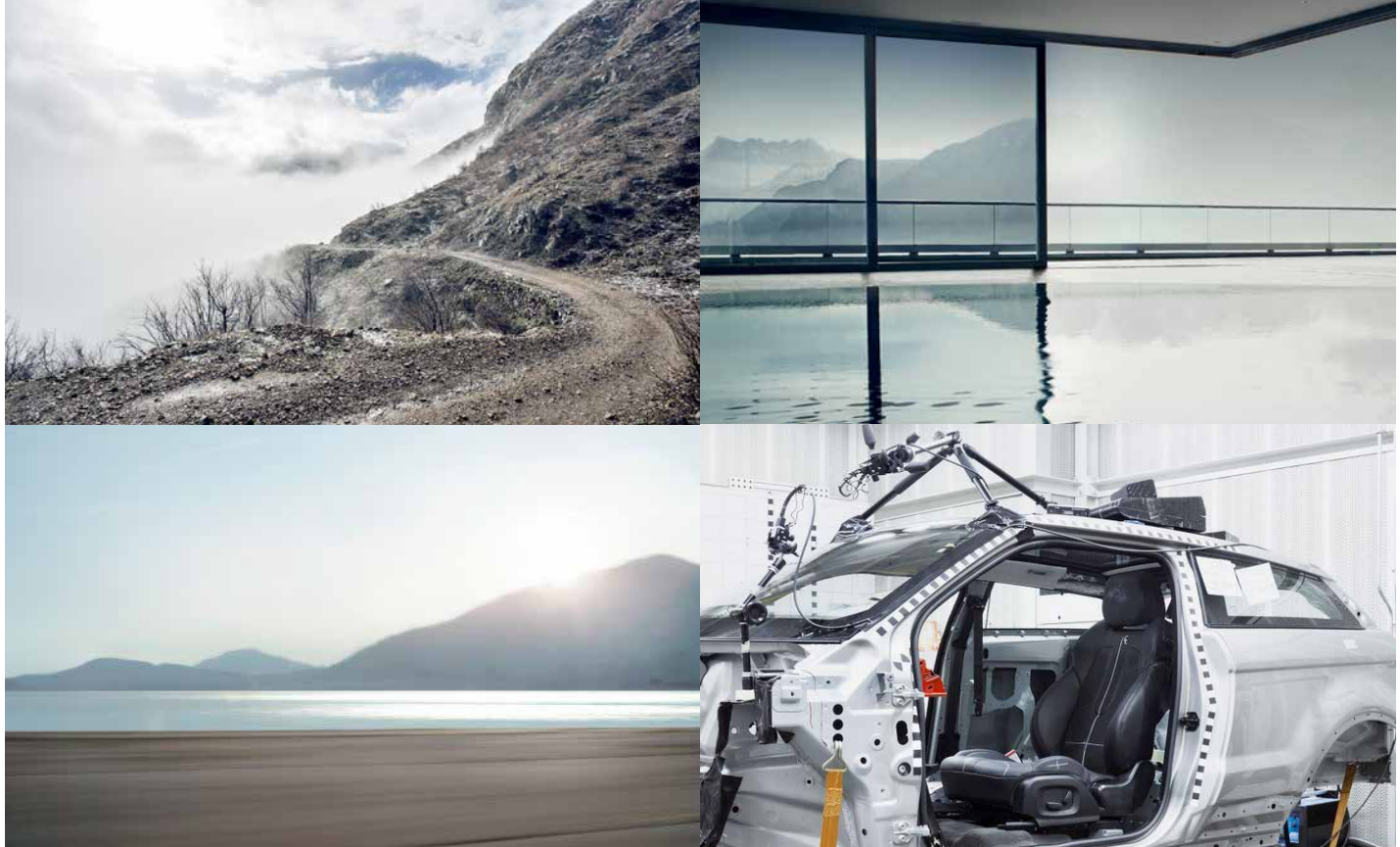
Colours should be realistic with compositions that complement our colour palette; rich, deep blues, browns and greys. These contrast with our predominantly white framework and the Grey Black of the Unifier.



PLACES

Real locations from Jaguar Land Rover allow us to showcase believable and unique environments. Strong directional lighting elevates seemingly everyday scenarios to epic events.

External locations capture the excitement of both brands through great driving roads and off road environments. We keep the same production levels and dramatic lighting for landscapes as well as portraits.



2.7

LAYOUT PRINCIPLES

The Dual Grid is key to creating page layouts.
The following pages show how the toolkit
is used with the grid to create layouts that
are distinct to our dual brand.

A4 COVER WITH A SINGLE IMAGE

Principles for placing a single image and copy on to the Dual Grid:

STEP 1: CONSTRUCT THE DUAL GRID

STEP 2: ADD THE UNIFIER

STEP 3: PLACE IMAGERY

- The content area for imagery is 16 rows.

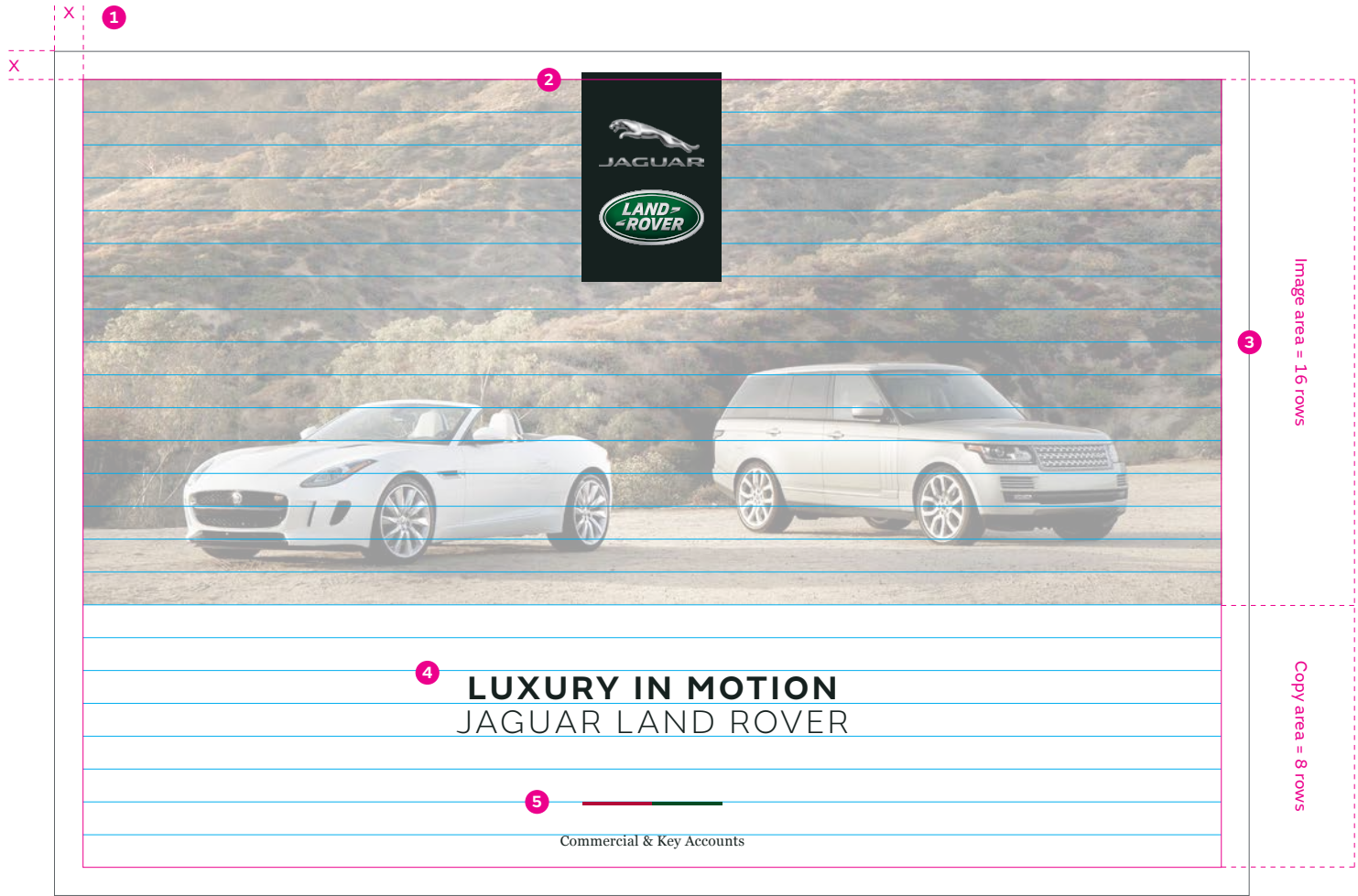
STEP 4: INSERT COPY

- Copy sits below imagery and centres to the format.
- The area for copy is 8 rows.

STEP 5: ADD THE DUAL LINE

- The Dual Line sits on the Frame or on rows to divide content within copy.

The same principles apply when using the Primary Horizontal Unifier.



A4 COVER WITH TWO IMAGES

Principles for placing two images and copy on to the Dual Grid:

STEP 1: CONSTRUCT THE DUAL GRID

STEP 2: ADD THE FULL DROP UNIFIER

STEP 3: PLACE IMAGERY

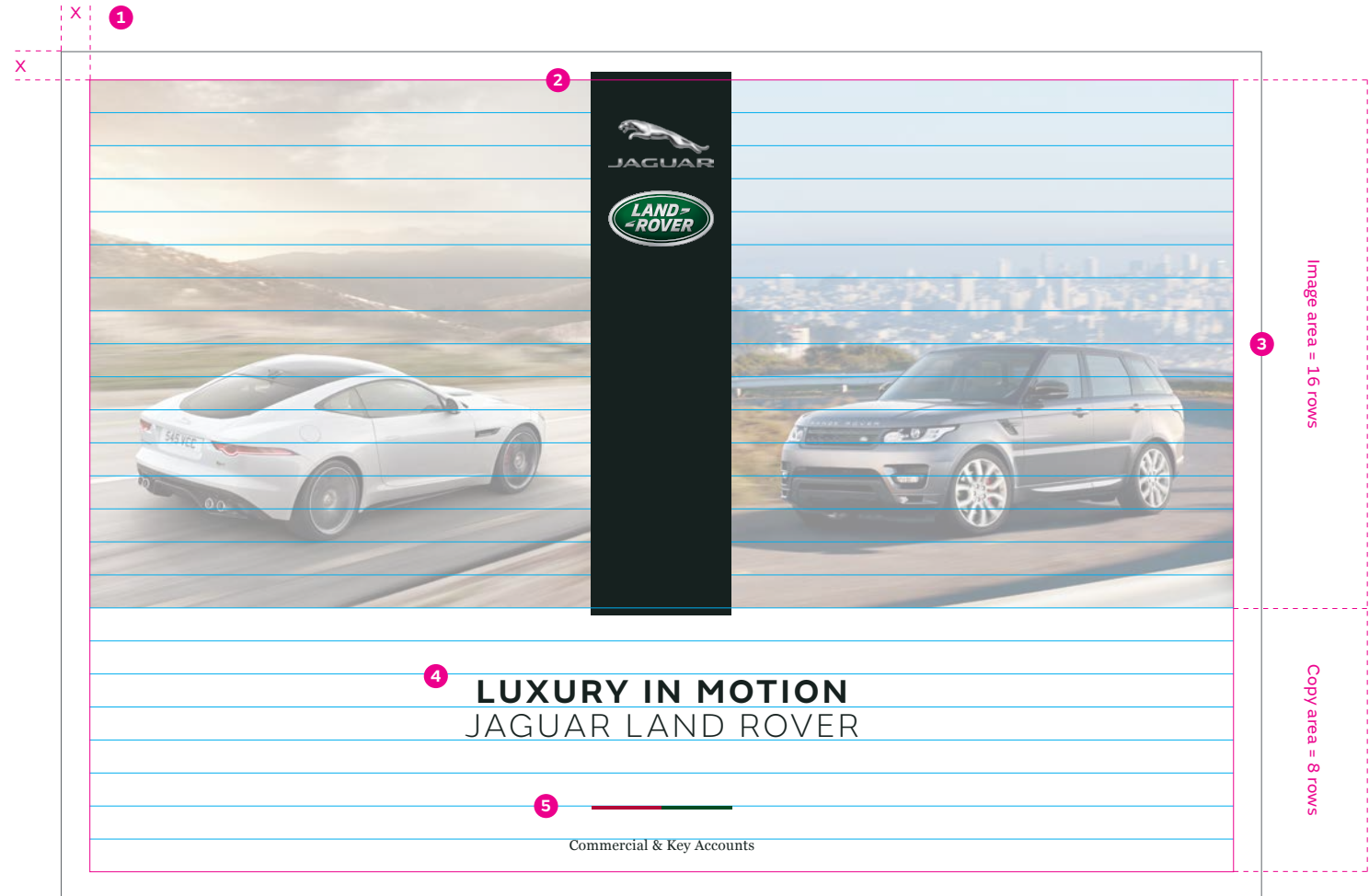
- The content area for imagery is 16 rows.
- Jaguar imagery must be placed on the left and Land Rover on the right.

STEP 4: INSERT COPY

- Copy sits below imagery and centres to the format.
- The area for copy is 8 rows.

STEP 5: ADD THE DUAL LINE

- The Dual Line sits on the Frame or on rows to divide content within copy.



A4 COVER
WITH FLAT COLOUR

Principles for placing flat colour and copy on to the Dual Grid:

STEP 1: CONSTRUCT THE DUAL GRID

STEP 2: ADD THE UNIFIER

STEP 3: PLACE FLAT COLOUR

- Flat colour fills the content area of 24 rows.

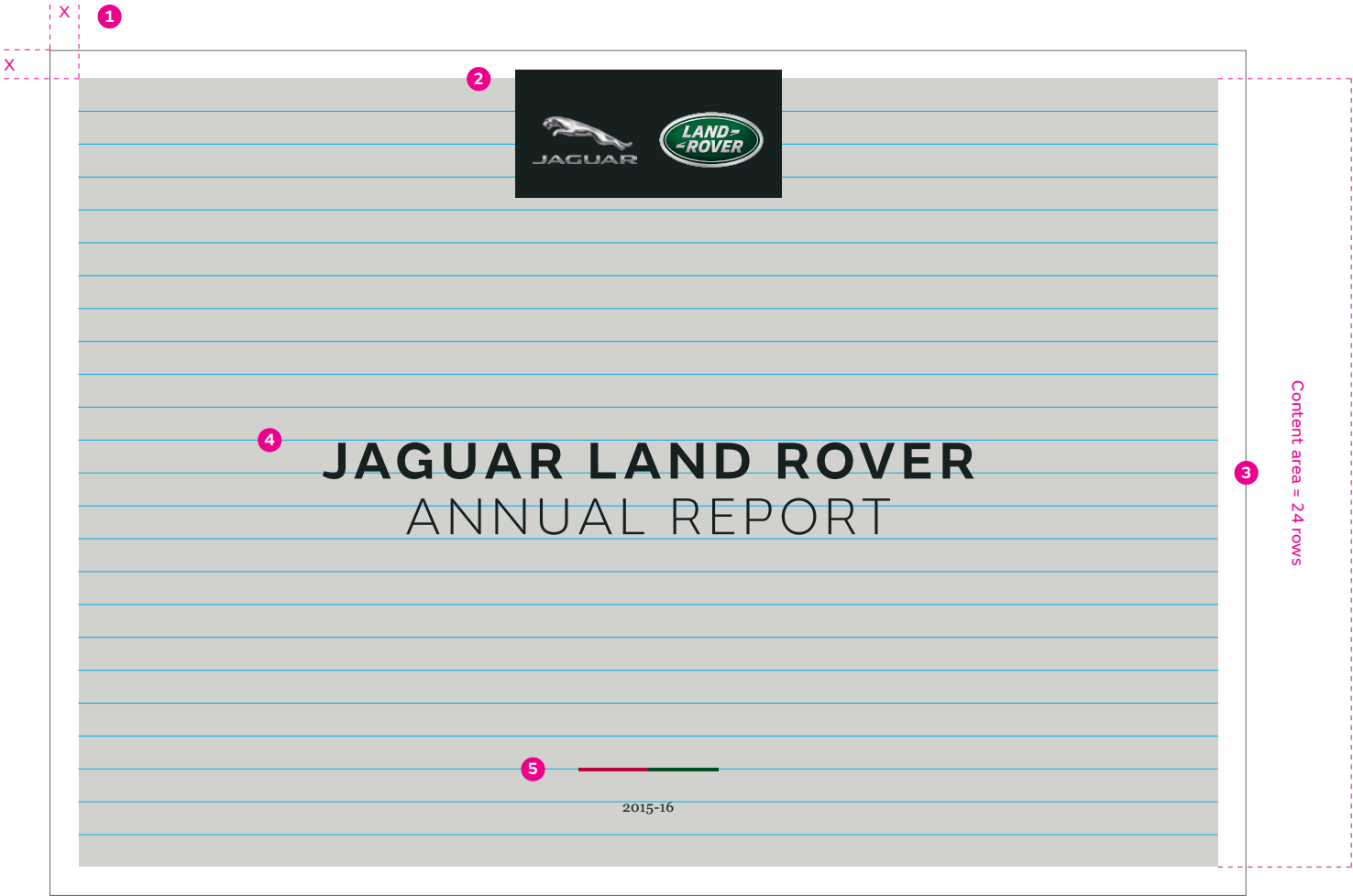
STEP 4: INSERT COPY

- Copy sits below the Unifier and aligns centrally to the format.

STEP 5: ADD THE DUAL LINE

- The Dual Line sits on the Frame or on rows to divide content within copy.

The same principles apply when using the Primary Vertical Unifier.



SINGLE PAGE SPREAD

Principles for placing imagery and copy on to the Dual Grid for a single page spread:

STEP 1: CONSTRUCT THE DUAL GRID

STEP 2: ADD THE UNIFIER

STEP 3: PLACE IMAGERY

- The content area for imagery is 24 rows.

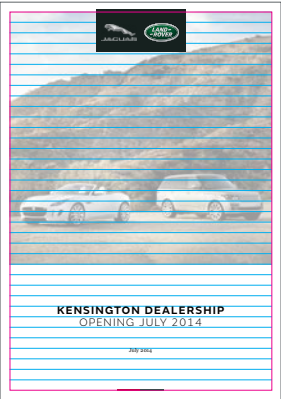
STEP 4: INSERT COPY

- Copy sits below imagery and centres to the format.
- The area for copy is 12 rows.

STEP 5: ADD THE DUAL LINE

- The Dual Line sits on the Frame or on rows to divide content within copy.

The same principles apply when using the Primary Horizontal Unifier.



DOUBLE PAGE SPREAD

Principles for placing imagery and copy on to the Dual Grid for a double page spread:

STEP 1: CONSTRUCT THE DUAL GRID

STEP 2: ADD THE UNIFIER

STEP 3: PLACE IMAGERY

- The content area for imagery is 24 rows.

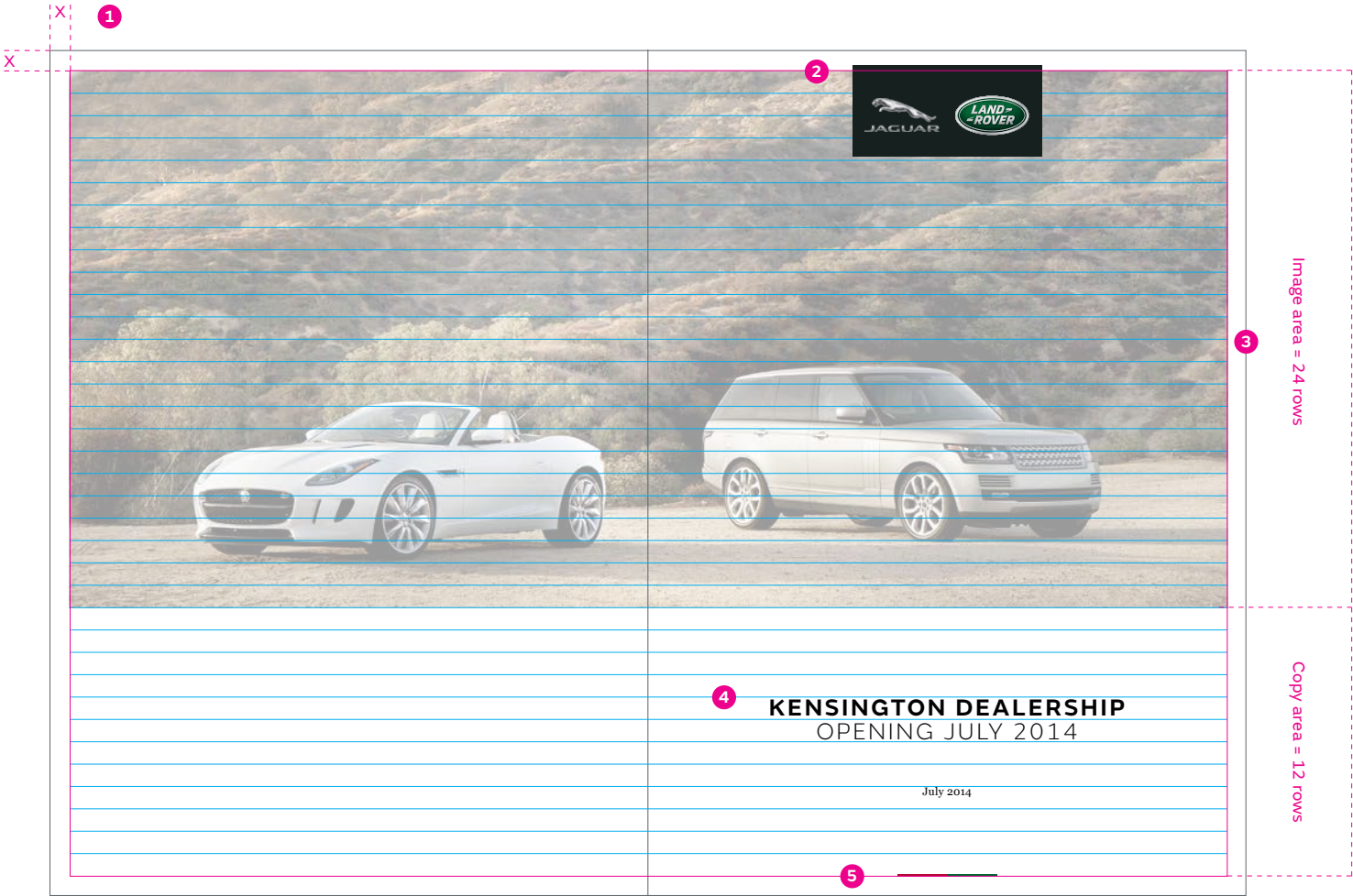
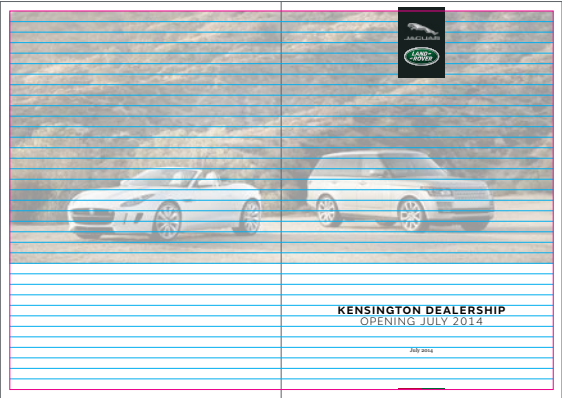
STEP 4: INSERT COPY

- Copy sits below imagery and centres to the format.
- The area for copy is 12 rows.

STEP 5: ADD THE DUAL LINE

- The Dual Line sits on the Frame or on rows to divide content within copy.

The same principles apply when using the Primary Vertical Unifier.



48 SHEET

Principles for placing imagery and copy on to the Dual Grid for a 48 Sheet poster:

STEP 1: CONSTRUCT THE DUAL GRID

STEP 2: ADD THE UNIFIER

- Only the Primary Horizontal or Full Drop Unifier can be used.

STEP 3: PLACE IMAGERY

- The content area for imagery is 16 rows.
- If using the Full Drop Unifier, Jaguar imagery must be placed on the left and Land Rover on the right.

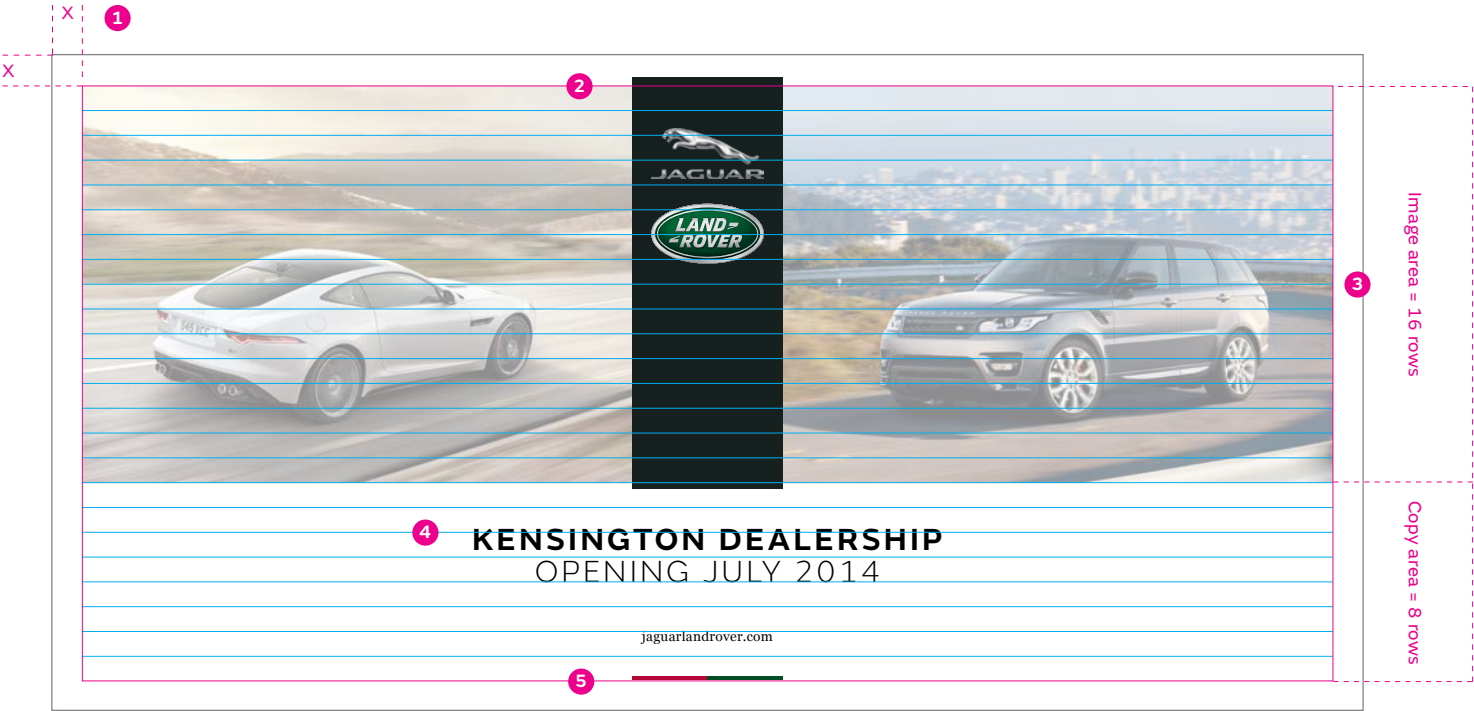
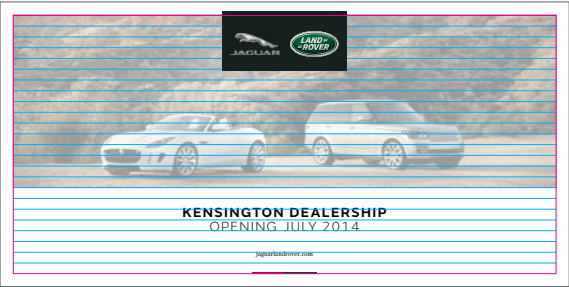
STEP 4: INSERT COPY

- Copy sits below imagery and centres to the format.
- The area for copy is 8 rows.

STEP 5: ADD THE DUAL LINE

- The Dual Line sits on the Frame or on rows to divide content within copy.

The same principles apply when using the Primary Horizontal Unifier and use of a single image.



A4 LETTERHEAD

WHITE BACKGROUND

Principles for placing imagery and copy on to the Dual Grid for an A4 letterhead:

STEP 1: CONSTRUCT THE DUAL GRID

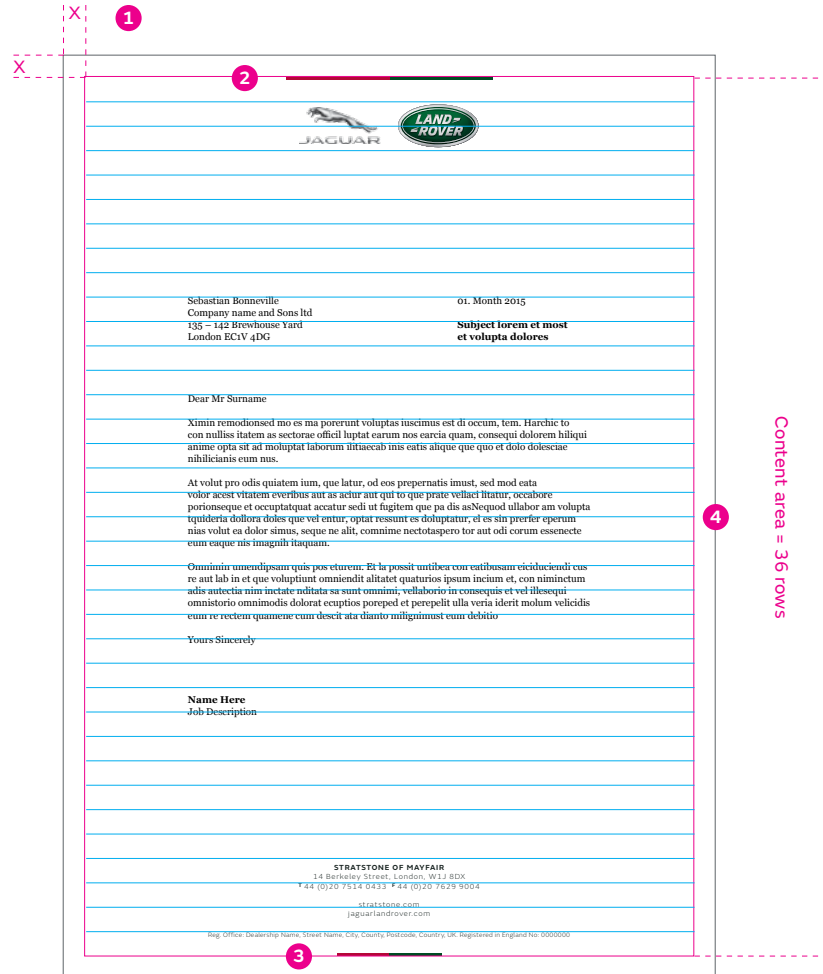
STEP 2: ADD THE SECONDARY UNIFIER

STEP 3: ADD THE DUAL LINE

- When used with the Secondary Dual Unifier, the Dual Line always sits at the bottom on the Frame.

STEP 4: ADD CONTENT

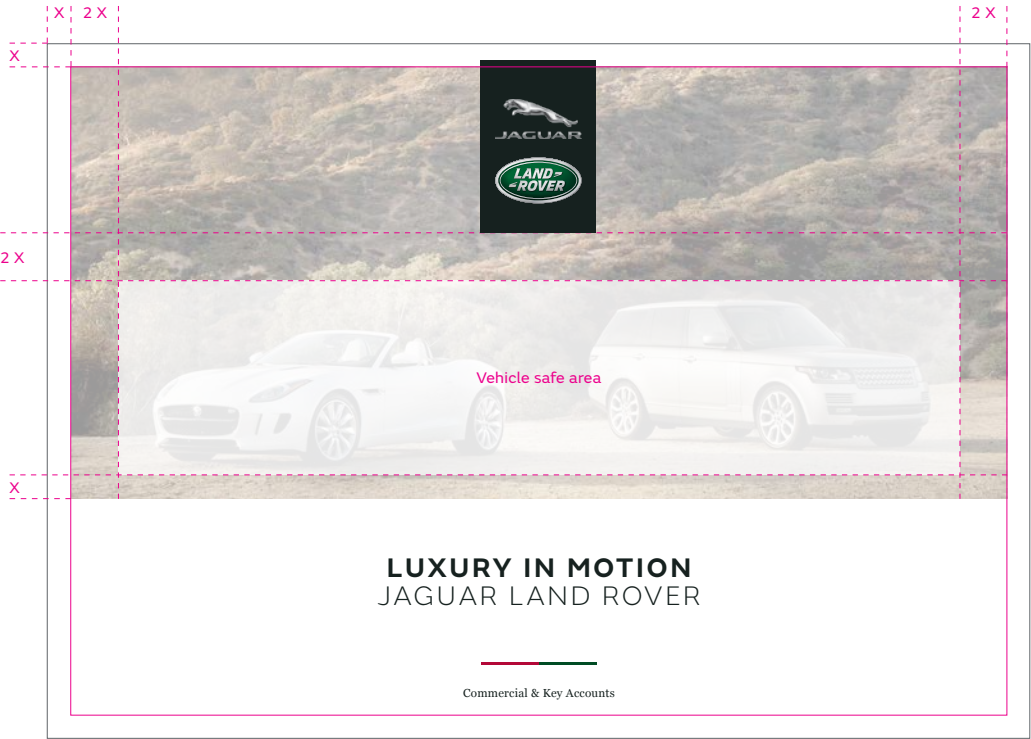
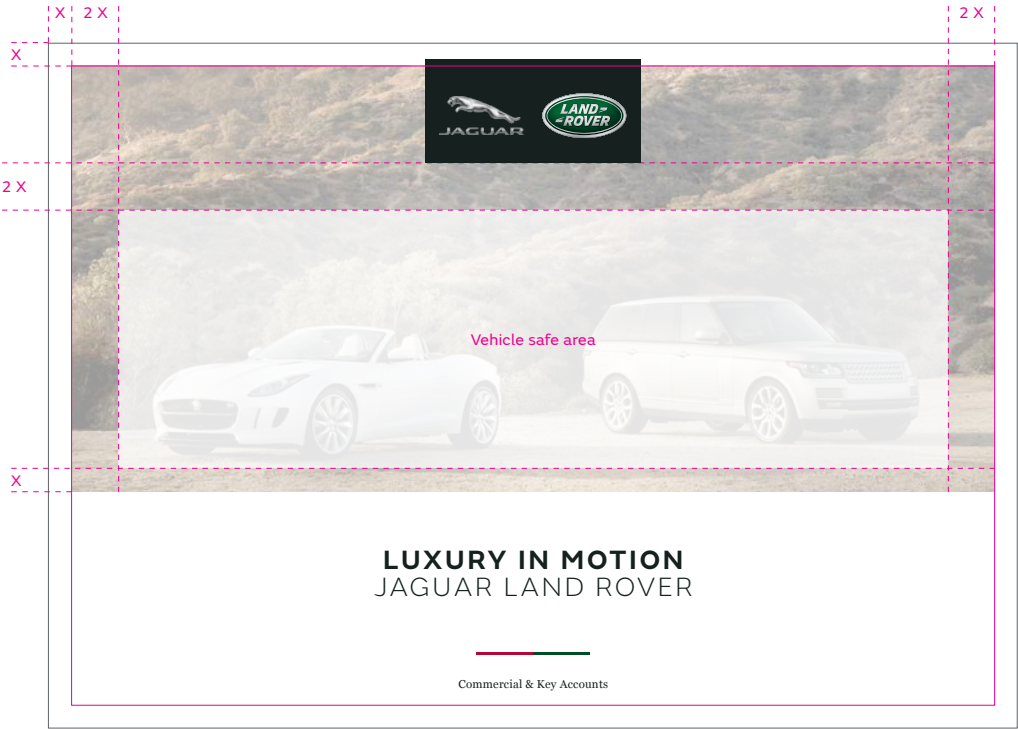
- The content area is 36 rows.



CROPPING THE VEHICLE

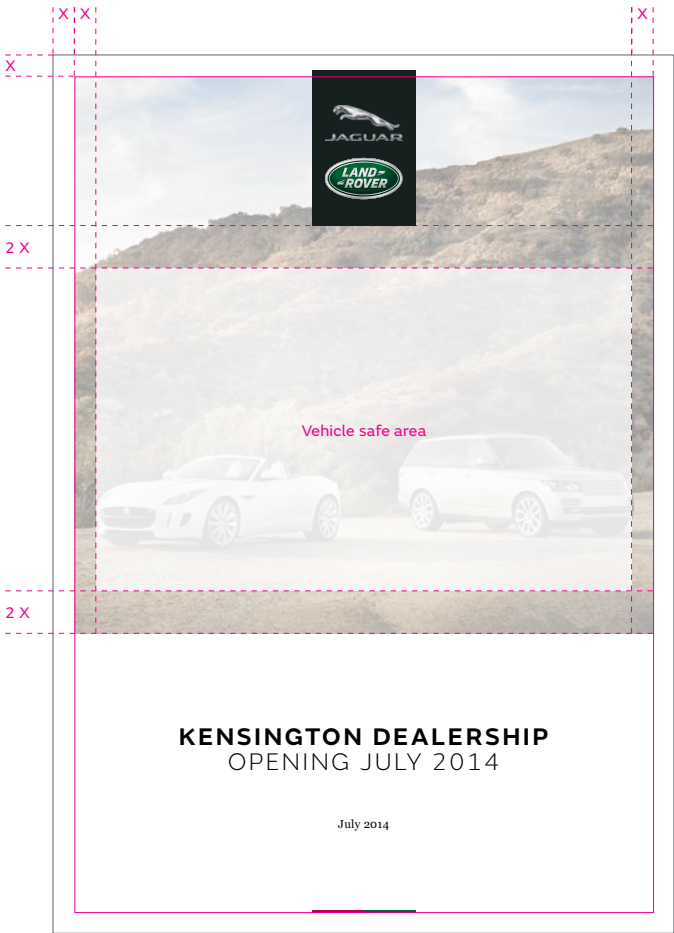
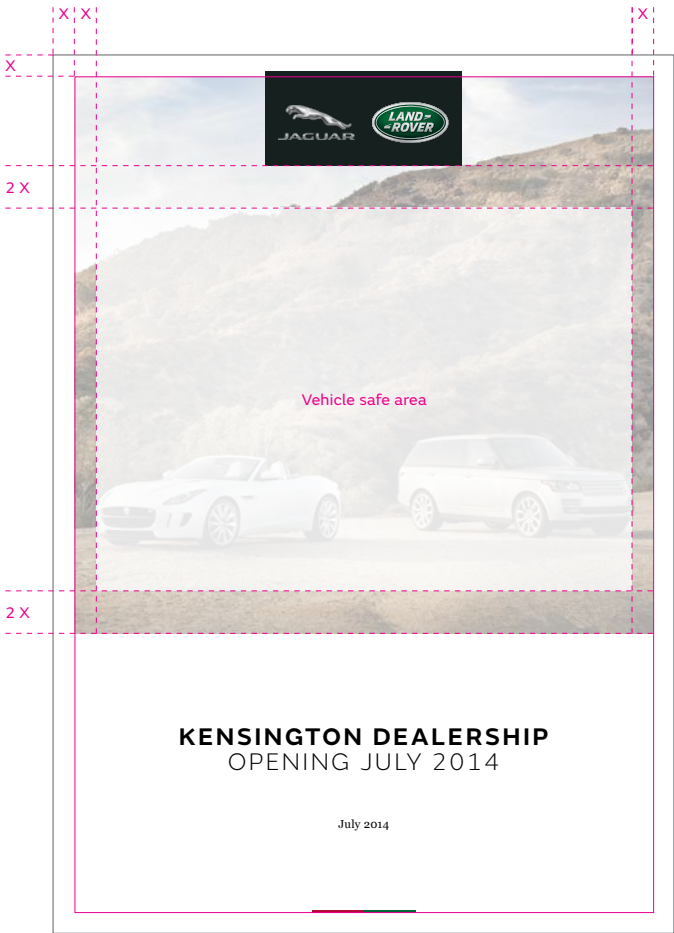
LANDSCAPE FORMATS

When featuring vehicle photography with the horizontal or vertical version of the Unifier, apply the following safe areas.



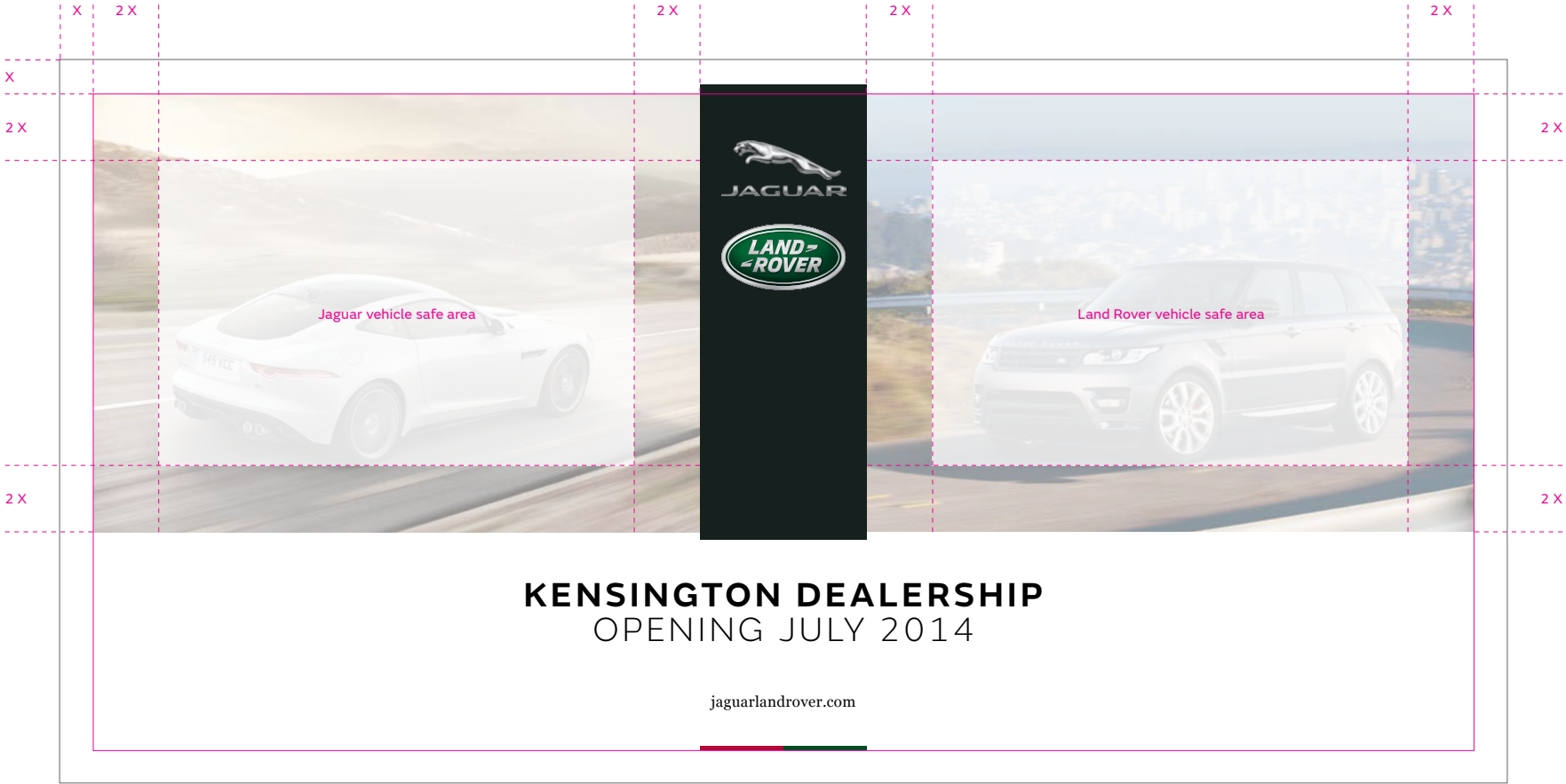
CROPPING THE VEHICLE
PORTRAIT FORMATS

When featuring vehicle photography with the horizontal or vertical version of the Unifier, apply the following safe areas.



CROPPING THE VEHICLE
FULL DROP DUAL UNIFIER

When featuring vehicle photography with the Full Drop Unifier, apply the following safe areas.



CROPPING THE VEHICLE
DOUBLE PAGE SPREAD

When featuring vehicle photography with the Horizontal Unifier on a double page spread, apply the following safe areas.



THE FRAME

The Frame is an important visual asset for our dual branding and is always present within applications. The only exceptions are in digital, merchandising and accessories where full bleed is permitted.

The Frame:

- is always present on all four sides, not just top and bottom.
- is always white.
- contains photography or flat colour.

On white backgrounds where the Frame is not visible, the Secondary Unifier is used. A second Dual Line visually represents the Frame by aligning to it at the bottom of the layout.

In brochure spreads, if an image is cropped to a page margin, the opposite page must contain a background colour to make the Frame visible (see the following pages for example spreads).



The Frame is present on all four sides, not just top and bottom.



On white backgrounds where the Frame is not visible, the Secondary Unifier is used.

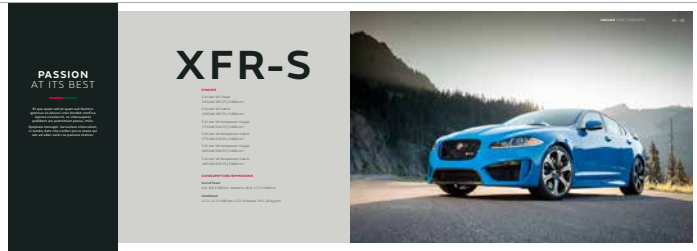
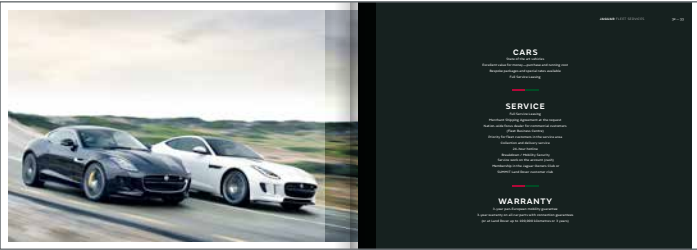
BROCHURE SPREADS

All brochure spreads use the Dual Grid, using the Frame to hold photography or flat colour.

We use Grey Black, white and our secondary palette to create panels for copy and content.

These panels overlap the Frame and bleed off the top and bottom of the page.

Their width can flex depending on the level of content and are used to add variety and pace to layouts.



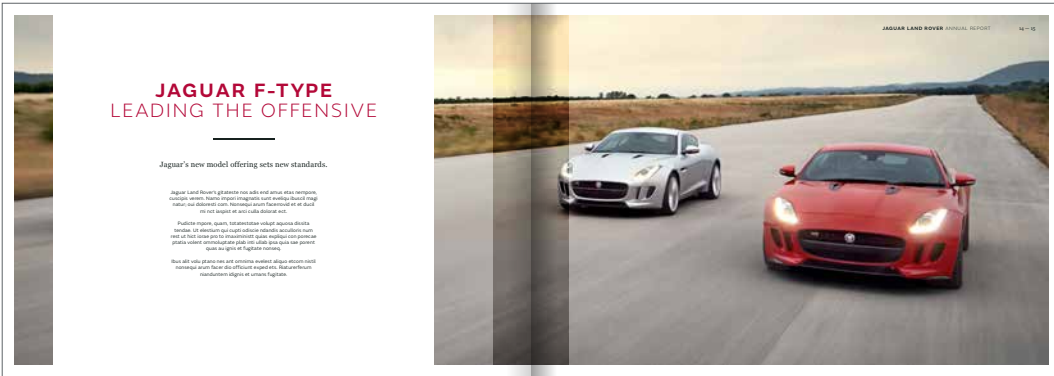
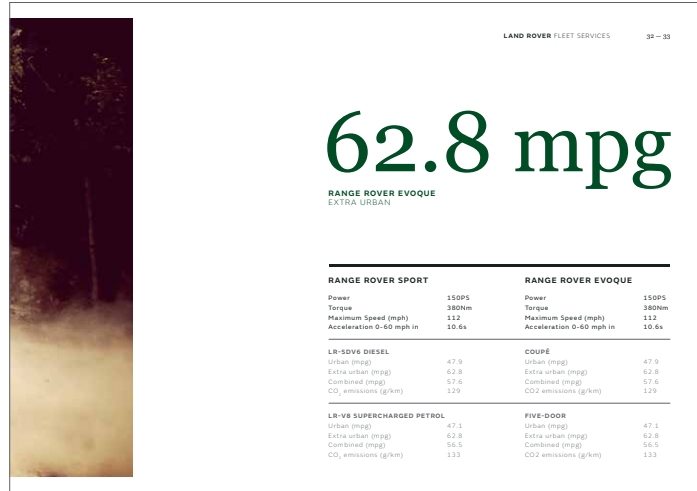
BROCHURE SPREADS

SINGLE COLOUR LINE

When part of a communication relates to a single brand, the use of the Dual Line is no longer appropriate. So a single colour line may be used instead. The single colour line can appear in Grey Black, white or one of our secondary greys.

The Dual Line should not be used when there is a heading/headline set in Jaguar Red or Land Rover Green. In this case, a single colour line should be used.

The single colour line must never be used in Jaguar Red or Land Rover Green.



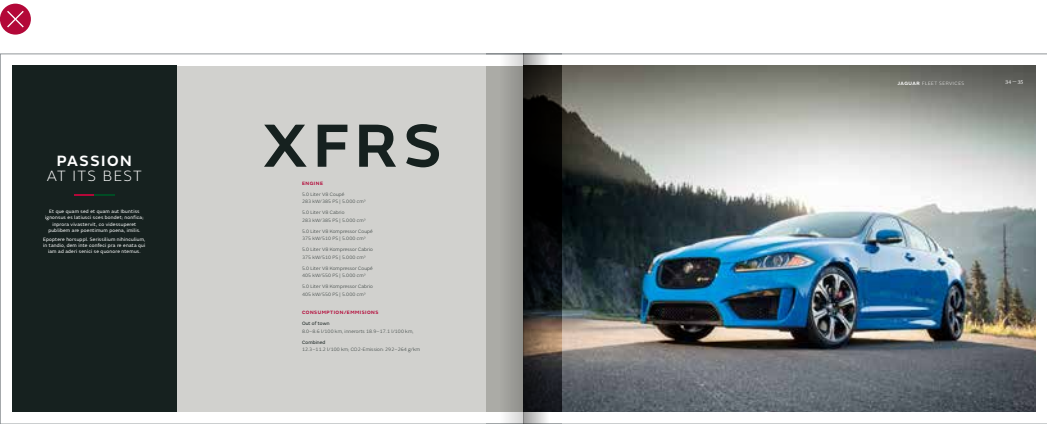
BROCHURE SPREADS
DON'TS



Don't use full-bleed imagery and colour. The Frame should be visible around the page.



Don't crop imagery into the page fold if the opposite page is white as the Frame is not visible. The opposite page should have a secondary background colour within the Frame.



Don't crop content panels into the Frame. Content panels should overlap the Frame and bleed off the page.



Don't restrict the Frame to the top and bottom. It must be visible on all four sides.

2.8

CHARTS & DIAGRAMS

Charts and diagrams are a regular feature within dual communications and it is important that we use them in a crafted and considered way.

CHARTS & DIAGRAMS

All charts and diagrams use JLR Emeric (or Arial if internal) and colours from our primary and secondary palettes.

Colours can be tailored to communicate our brands individually or together in the following ways:

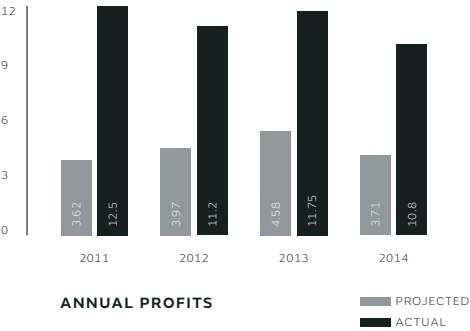
DUAL BRAND

- Applies to dual communications representing both brands together or Jaguar Land Rover as a whole.
- Jaguar Red and Land Rover Green can be used together to represent statistics of each brand.
- Grey Black, white and our secondary palette can be used in addition or as an alternative if the statistics do not directly relate to the individual brands.

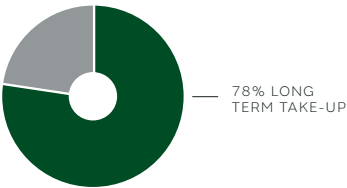
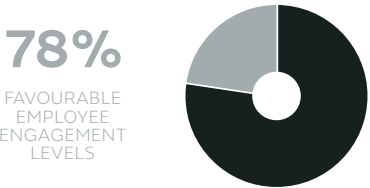
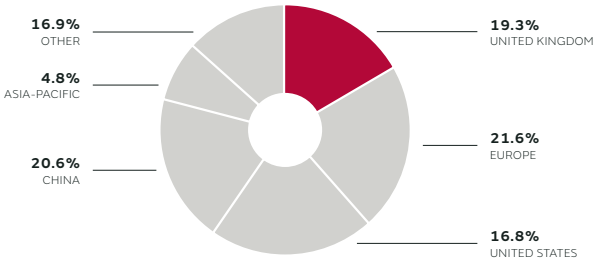
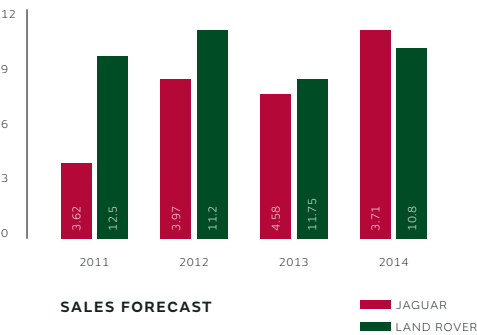
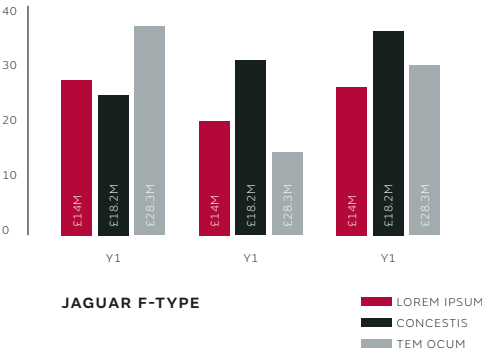
SINGLE BRAND

- Applies to communications representing Jaguar or Land Rover individually.
- Jaguar Red or Land Rover Green can be used with Grey Black, white and our secondary palette.

DUAL BRAND



SINGLE BRAND



TABLES

DUAL LINE

- Used as table anchor.
- Set thickness of 1/8 X.
- Only used for charts for dual communications.
- Width flexes to match content.

RULES

- Used to create hierarchy.
- Approximately 1/10 thickness of Dual Line.
- Matches colour of body copy.

SOLID LINE

- Used as table anchor.
- Either Grey Black or white.
- Set thickness of 1/8 X (same as Dual Line).
- Only used for brand specific communications.
- Width flexes to content.

TABLE CONTENT

- JLR Emeric Regular and/or ExtraLight
- 100 tracking for clarity and readability.
- Secondary Grey.

HEADINGS

- JLR Emeric SemiBold.
- UPPERCASE & 100 tracking.
- Set in Grey Black.

Please note:
Substitute Arial for JLE Emeric if documents are internal.

	2011	2012	2013	2014
Revenue	£9,87m	£13,512m	£15,784m	£19,386m
Profit	£1,115m	£1,479m	£1,674m	£2,501m
Cash	434,000	375,000	306,000	241,000
Debt	£1,382m	£1,974m	£2,167m	£2,010m
Net cash	-£354m	£456m	£680m	£1,449m
Free cash flow	£876m	£958m	£595m	£1,150m
EBITDA	£1,502m	£2,095m	£2,339m	£3,393m

RANGE ROVER SPORT		RANGE ROVER EVOQUE	
Power	150PS	Power	150PS
Torque	380Nm	Torque	380Nm
Maximum Speed (mph)	112	Maximum Speed (mph)	112
Acceleration 0-60 mph in	10.6s	Acceleration 0-60 mph in	10.6s
LR-SDV6 DIESEL		COUPÉ	
Urban (mpg)	47.9	Urban (mpg)	47.9
Extra urban (mpg)	62.8	Extra urban (mpg)	62.8
Combined (mpg)	57.6	Combined (mpg)	57.6
CO2 emissions (g/km)	129	CO2 emissions (g/km)	129
LR-V8 SUPERCHARGED PETROL		FIVE-DOOR	
Urban (mpg)	47.1	Urban (mpg)	47.1
Extra urban (mpg)	62.8	Extra urban (mpg)	62.8
Combined (mpg)	56.5	Combined (mpg)	56.5
CO2 emissions (g/km)	133	CO2 emissions (g/km)	133

2.9

ROYAL WARRANTS

Our Royal warrant is an incredibly powerful asset and one that we should use to leverage the true authenticity and premiumness of our dual brand.

Please note, Royal Warrants can only be used if the activity is from Jaguar Land Rover and does not involve a third party or distributor (e.g. dealer).

ROYAL WARRANTS

The Royal Warrants are given to Jaguar Land Rover, Land Rover and Jaguar as a company and not to products or family groups.

Therefore, they must never be used for Dealership communications.

The Royal Warrants are a protected asset and we must adhere to the following rules when using them in applications:

- The minimum size for crests is 10mm in width, the Legends should be legible.
- The Royal Arms should always include the Legend.
- The Royal Warrants cannot be part of any word mark or logo lock up, they must be separated with a clear area of space surrounding them.
- The Royal Warrants must always be used in a horizontal formation and must never be altered in any way.
- The position of the Royal Warrants should always be at the same height or higher than other logos within the applications.
- They can be shown on flat colour.
- Special permission is required to position them over an image as the image needs to be approved.
- The Royal Warrants can be printed in full colour, mono colour (Slate Blue or white), foils (green or silver) or as a special finish (e.g. blind embossing).

In dual branded communications, the Royal Warrants always appear in mono.

For further information, contact Brand Support.

JAGUAR LAND ROVER ADS



CORPORATE STATIONERY



ROYAL WARRANTS

GUIDING PRINCIPLES IN APPLICATION

WEBSITE

- The Royal Warrants can appear on the Jaguar Land Rover, Land Rover and Jaguar website homepage, and only once within the site.

BROCHURES

- Jaguar Land Rover, Land Rover and Jaguar have permission to print Royal Warrants on brochures and not books (books require special permission).
- There can be no association to other brands in brochures/books when using the Royal Warrants.

MERCHANDISING

- Jaguar Land Rover, Land Rover and Jaguar do not have permission to use the Royal Warrants on any merchandising or be situated near to where merchandise is showcased or sold and cannot be used on give-aways (i.e. notepads).
- The Royal Warrants cannot be used in conjunction with other partners that have Royal Warrants.

ADVERTISING

- The Royal Warrants could potentially be used in print advertising and end frames. This applies only for Jaguar Land Rover activities that do not include a third party or distributor (e.g. dealer). Special permission would need to be granted for any use of the Royal Warrants in advertising.

SPONSORSHIP

- Royal Warrants cannot be used on a publication to promote other products (for example, a commemorative programme for the Rugby World Cup, even if Land Rover is a sponsor).

EMAILS

- The Royal Warrants cannot be used on an email.

BUILDINGS AND SIGNAGE

- If the Royal Warrants appear on a Jaguar Land Rover building it may only appear once.
- The Royal Warrants can appear at places where the product is made or used.
- The Royal Warrants cannot appear on vehicles.
- Use of the Royal Warrants at International Jaguar Land Rover offices requires special permission. The offices / buildings must be fully owned by Jaguar Land Rover.
- The Royal Warrants cannot be used by Dealers, Franchises or Importers.

EXHIBITION STANDS

- Stands/displays require special permission and cannot be associated with any other products or brands.

For further information, contact Brand Support: bsupport@jaguarlandrover.com

ROYAL WARRANTS
SINGLE PAGE SPREAD

Principles for placing the Royal Warrants with imagery and copy on to the Dual Grid for a single page spread:

STEP 1: CONSTRUCT THE DUAL GRID

STEP 2: DROP IMAGE AREA

- The image area drops by two rows from the top (= 22 rows).

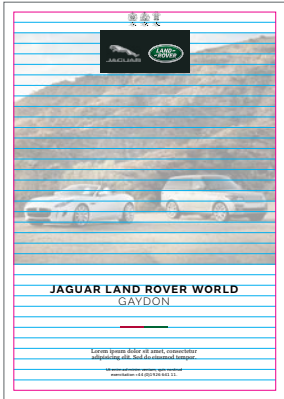
STEP 3: ADD THE UNIFIER

- The Unifier now sits two rows down from the Frame (= 12 rows).

STEP 4: ROYAL WARRANTS

- The Royal Warrants are 3 1/2 X wide and sit centrally above the Unifier.

The same principles apply when using the Primary Horizontal Unifier.



ROYAL WARRANTS
DOUBLE PAGE SPREAD

Principles for placing the Royal Warrants with imagery and copy on to the Dual Grid for a double page spread:

STEP 1: CONSTRUCT THE DUAL GRID

STEP 2: DROP IMAGE AREA

- The image area drops by two rows from the top (= 22 rows).

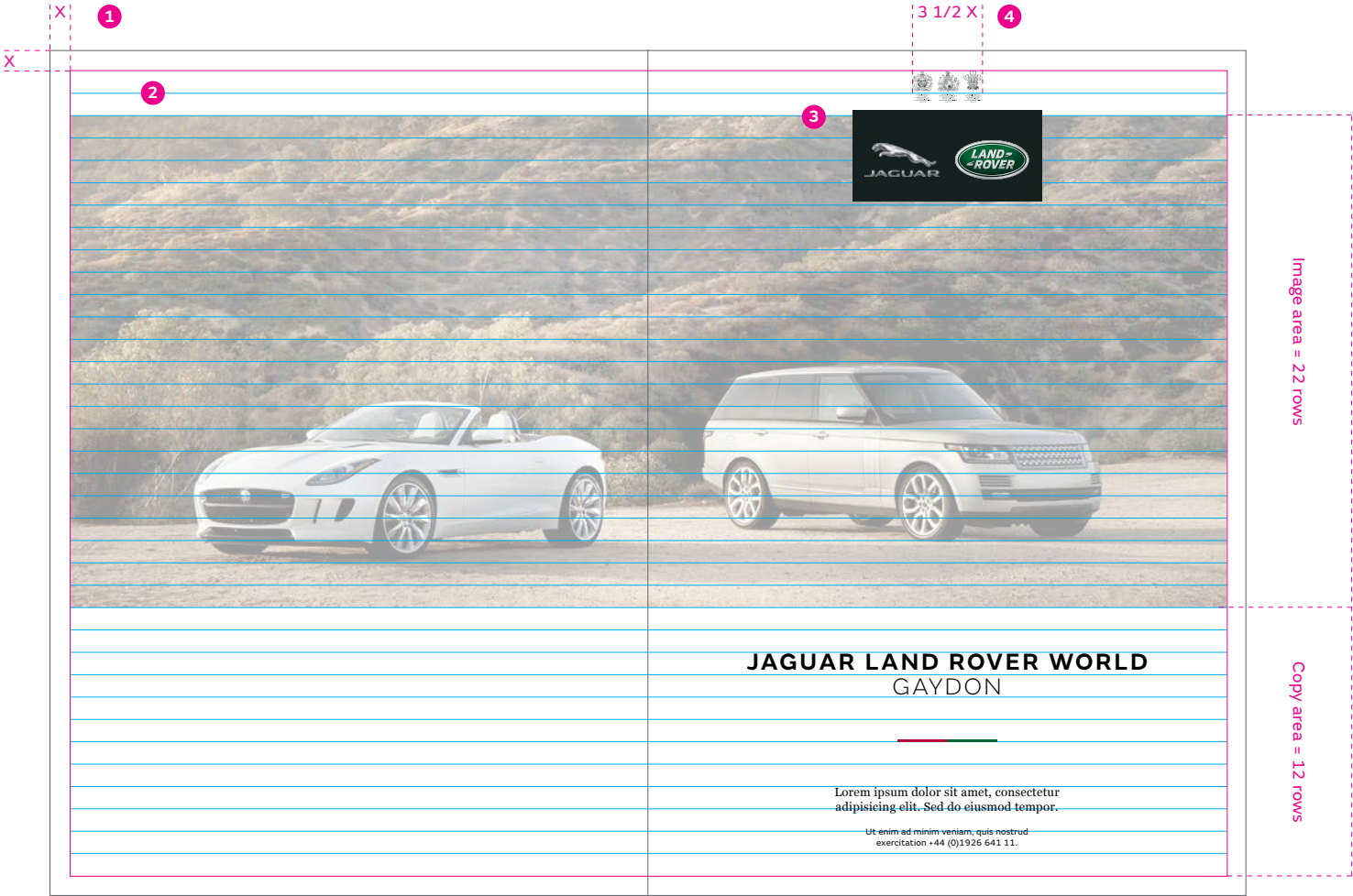
STEP 3: ADD THE UNIFIER

- The Unifier now sits two rows down from the Frame (= 12 rows)

STEP 4: ROYAL WARRANTS

- The Royal Warrants are 3 1/2 X wide and sit centrally above the |Unifier.

The same principles apply when using the Primary Vertical Unifier.



ROYAL WARRANTS
48 SHEET

Principles for placing the Royal Warrants with imagery and copy on to the Dual Grid for a 48 Sheet poster:

STEP 1: CONSTRUCT THE DUAL GRID

STEP 2: DROP IMAGE AREA

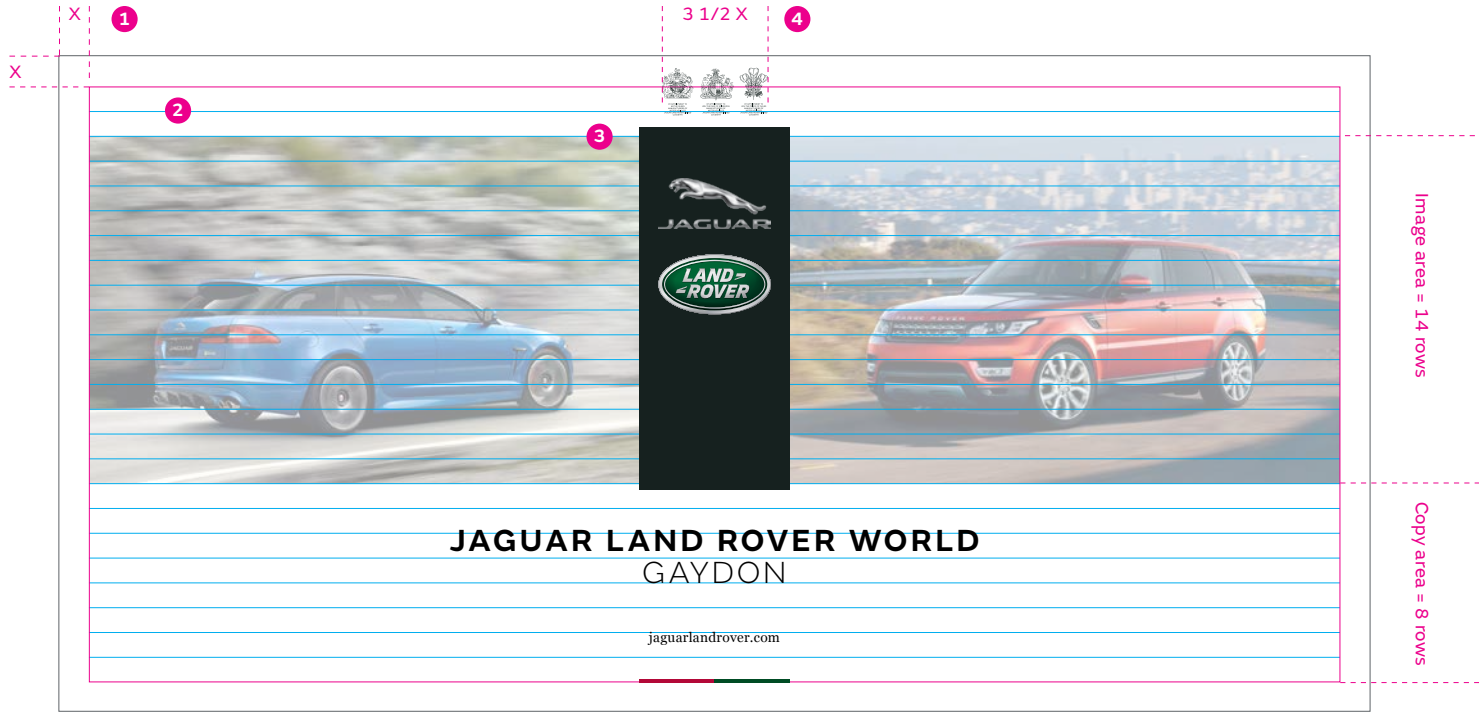
- The image area drops by two rows from the top (= 14 rows).

STEP 3: ADD THE UNIFIER

- The Unifier now sits two rows down from the Frame (= 8 rows)

STEP 4: ROYAL WARRANTS

- The Royal Warrants are 3 1/2 X wide and sit centrally above the Unifier.



ROYAL WARRANTS

A4 LETTERHEAD

Principles for placing the Royal Warrants with imagery and copy on to the Dual Grid for an A4 letterhead:

STEP 1: CONSTRUCT THE DUAL GRID

STEP 2: DROP CONTENT AREA

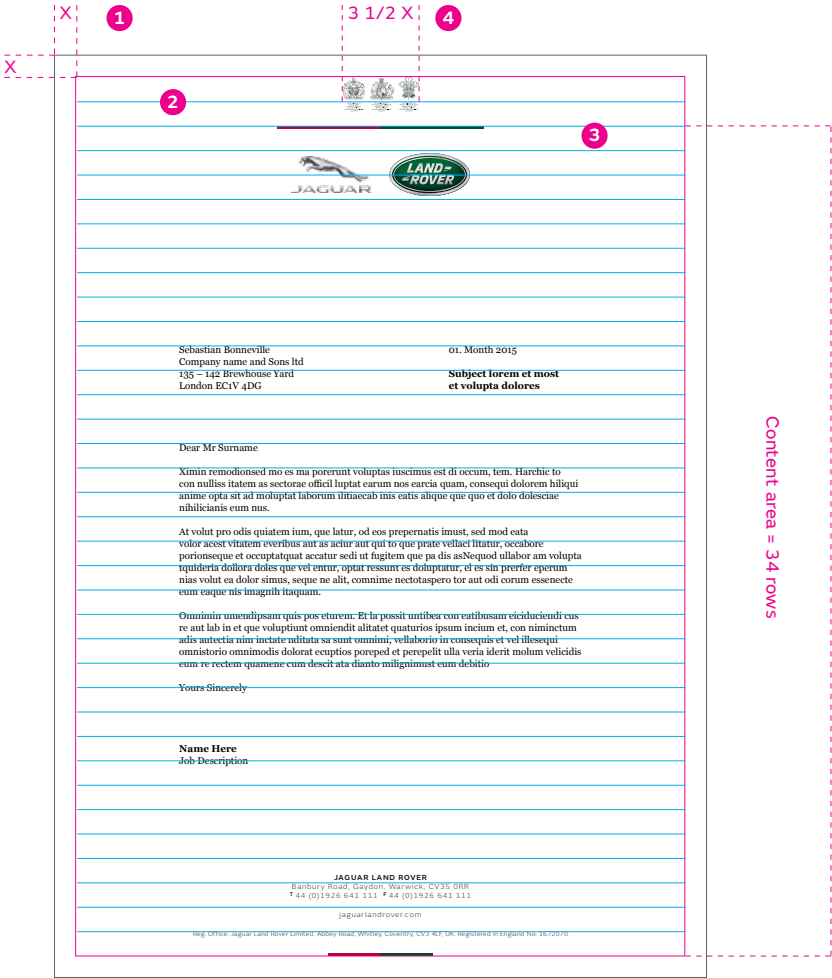
- The content area drops by two rows from the top (= 34rows).

STEP 3: ADD THE UNIFIER

- The Unifier now sits two rows down from the Frame (= 12 rows)

STEP 4: ROYAL WARRANTS

- The Royal Warrants are 3 1/2 X wide and sit centrally above the Unifier.



SECTION 3

BRINGING IT TO LIFE



Please note, applications using our sponsorships or partners
and any facts are used for illustrative purposes only.




JAGUAR LAND ROVER ADS
SINGLE & DOUBLE PAGE SPREAD



JAGUAR LAND ROVER
GAYDON

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Sed do eiusmod tempor.

Ut enim ad minim veniam, quis nostrud
exercitation +44 (0)1926 641 11.






JAGUAR LAND ROVER
GAYDON

Lorem ipsum dolor sit amet, consectetur
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Ut enim ad minim veniam, quis nostrud
exercitation +44 (0)1926 641 11.

JAGUAR LAND ROVER ADS
SINGLE & DOUBLE PAGE SPREAD








JAGUAR LAND ROVER
GAYDON

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adipiscing elit. Sed do eiusmod tempor.

Ut enim ad minim veniam, quis nostrud
exercitation +44 (0)1926 641 11.





JAGUAR LAND ROVER
GAYDON

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Sed do eiusmod tempor.

Ut enim ad minim veniam, quis nostrud
exercitation +44 (0)1926 641 11.

JAGUAR LAND ROVER ADS

48 SHEET—SINGLE IMAGE



JAGUAR LAND ROVER

GAYDON

jaguarlandrover.com

JAGUAR LAND ROVER ADS 48 SHEET—SEPARATE IMAGES



JAGUAR LAND ROVER
GAYDON

jaguarlandrover.com

STATIONERY



Sebastian Bonneville
Company name and Sons ltd
135 – 142 Brewhouse Yard
London EC1V 4DG

01. Month 2015

**Subject lorem et most
et volupta dolores**

Dear Mr Surname

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Yours Sincerely

[illegible]

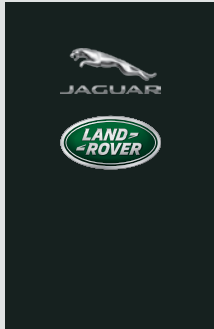
JAGUAR LAND ROVER
Banbury Road, Gaydon, Warwick, CV35 0RR
T 44 (0)1926 641 111 F 44 (0)1926 641 111
jaguarlandrover.com

Reg. Office: Jaguar Land Rover Limited, Abbey Road, Whitley, Coventry, CV3 4LF, UK. Registered in England No: 1672070



JAGUAR LAND ROVER
Banbury Road, Gaydon, Warwick, CV35 0RR
T 44 (0)1926 641 111 F 44 (0)1926 641 111
jaguarlandrover.com

Reg. Address: Jaguar Land Rover Limited, Abbey Road, Whitley
Coventry, CV3 4LF, UK. Registered in England No: 1672070

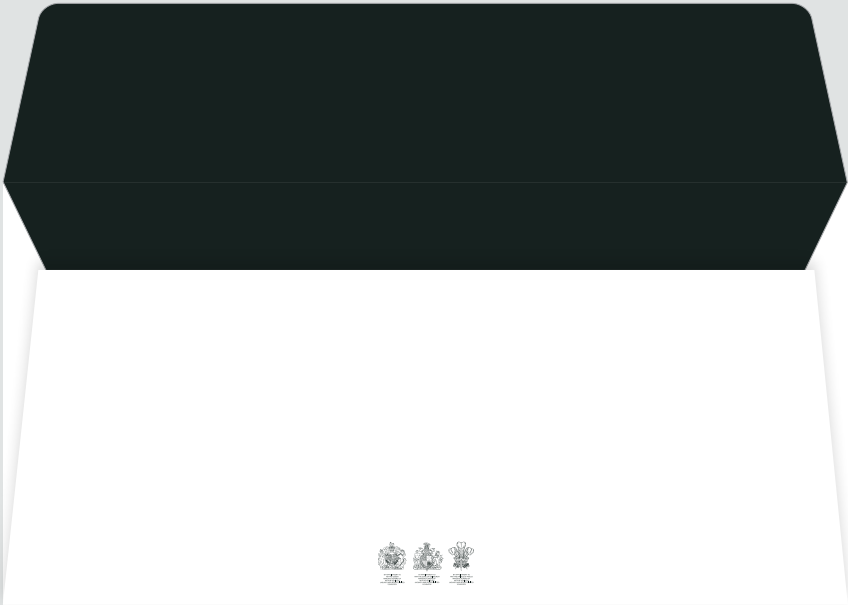
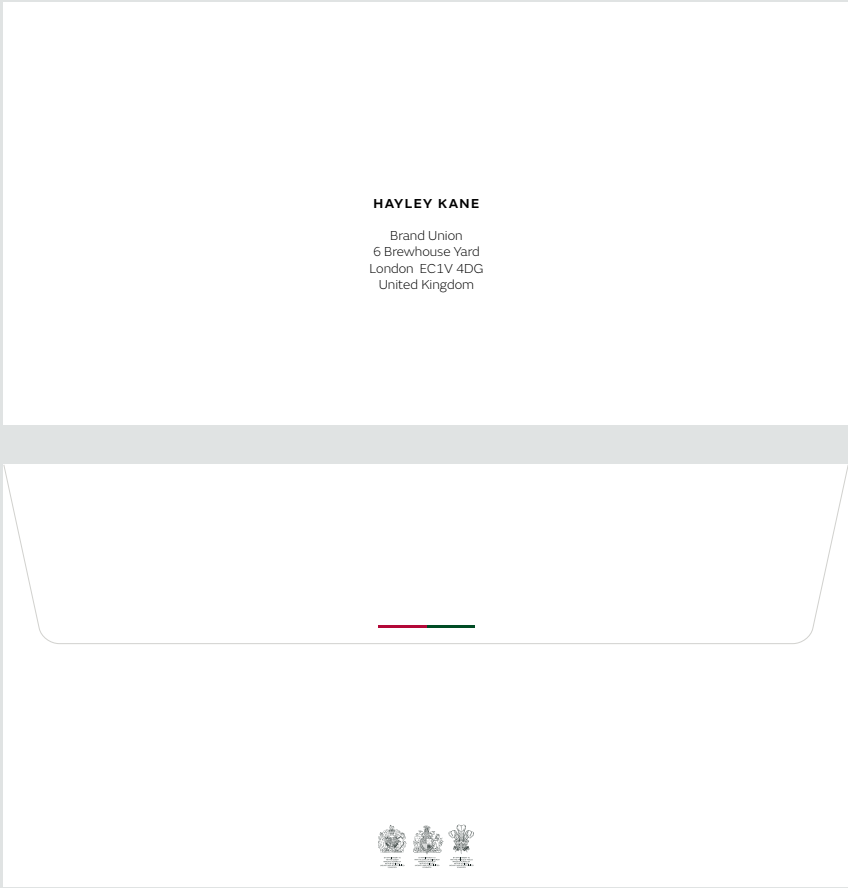
NAME SURNAME
TITLE DEPARTMENT

JAGUAR LAND ROVER
Banbury Road, Gaydon
Warwick, CV35 0RR

T 44 (0)1926 641 111
F 44 (0)1926 641 111

n.surname@jaguarlandrover.com
jaguarlandrover.com

ENVELOPE



POWERPOINT
TITLE SLIDES

WITH IMAGE



HEADLINE ONE
HEADLINE TWO

01 September 2014

WITHOUT IMAGE



HEADLINE ONE
HEADLINE TWO

01 September 2014

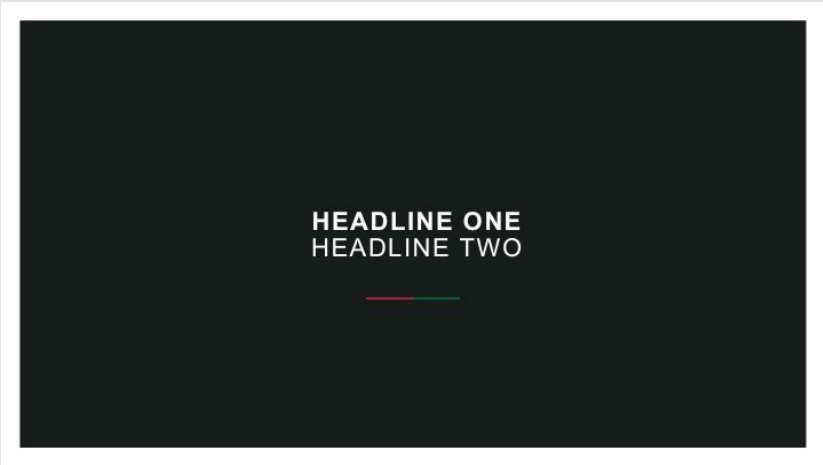


HEADLINE ONE
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01 September 2014

POWERPOINT
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BRAND SPECIFIC



POWERPOINT
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HEADLINE MAXIMUM
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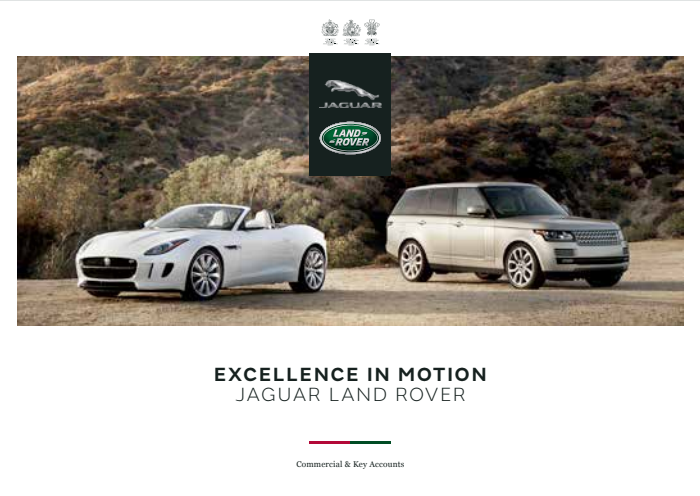
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Image / chart / diagram

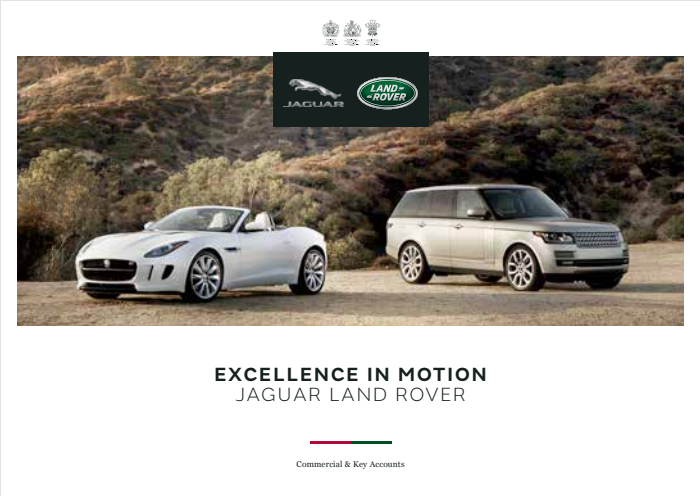
BROCHURE COVERS

PRIMARY VERTICAL UNIFIER



With image

PRIMARY HORIZONTAL UNIFIER



With image



Without image



Without image

BROCHURE COVER

FULL DROP UNIFIER



EXCELLENCE IN MOTION
JAGUAR LAND ROVER

Commercial & Key Accounts

BROCHURE SPREADS



JAGUAR FLEET SERVICES30 – 31

A BRITISH INSTITUTION
POISE & POWER

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LAND ROVER FLEET SERVICES36 – 37

EXCITING CARS
EXCELLENT SERVICE

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Year	Projected	Actual
2011	2.5	10.5
2012	3.5	9.5
2013	4.0	10.5
2014	3.0	8.5

BROCHURE SPREADS



LAND ROVER FLEET SERVICES32 — 33

62.8 mpg

RANGE ROVER EVOQUE
EXTRA URBAN

RANGE ROVER SPORT		RANGE ROVER EVOQUE	
Power	150PS	Power	150PS
Torque	380Nm	Torque	380Nm
Maximum Speed (mph)	112	Maximum Speed (mph)	112
Acceleration 0-60 mph in	10.6s	Acceleration 0-60 mph in	10.6s
LR-SDV6 DIESEL		COUPÉ	
Urban (mpg)	47.9	Urban (mpg)	47.9
Extra urban (mpg)	62.8	Extra urban (mpg)	62.8
Combined (mpg)	57.6	Combined (mpg)	57.6
CO ₂ emissions (g/km)	129	CO ₂ emissions (g/km)	129
LR-V8 SUPERCHARGED PETROL		FIVE-DOOR	
Urban (mpg)	47.1	Urban (mpg)	47.1
Extra urban (mpg)	62.8	Extra urban (mpg)	62.8
Combined (mpg)	56.5	Combined (mpg)	56.5
CO ₂ emissions (g/km)	133	CO ₂ emissions (g/km)	133

PASSION
AT ITS BEST

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XFR-S

ENGINE

5.0 Liter V8 Coupé
283 kW/385 PS | 5,000 cm³

5.0 Liter V8 Cabrio
283 kW/385 PS | 5,000 cm³

5.0 Liter V8 Kompressor Coupé
375 kW/510 PS | 5,000 cm³

5.0 Liter V8 Kompressor Cabrio
375 kW/510 PS | 5,000 cm³

5.0 Liter V8 Kompressor Coupé
405 kW/550 PS | 5,000 cm³


5.0 Liter V8 Kompressor Cabrio
405 kW/550 PS | 5,000 cm³

CONSUMPTION/EMISSIONS

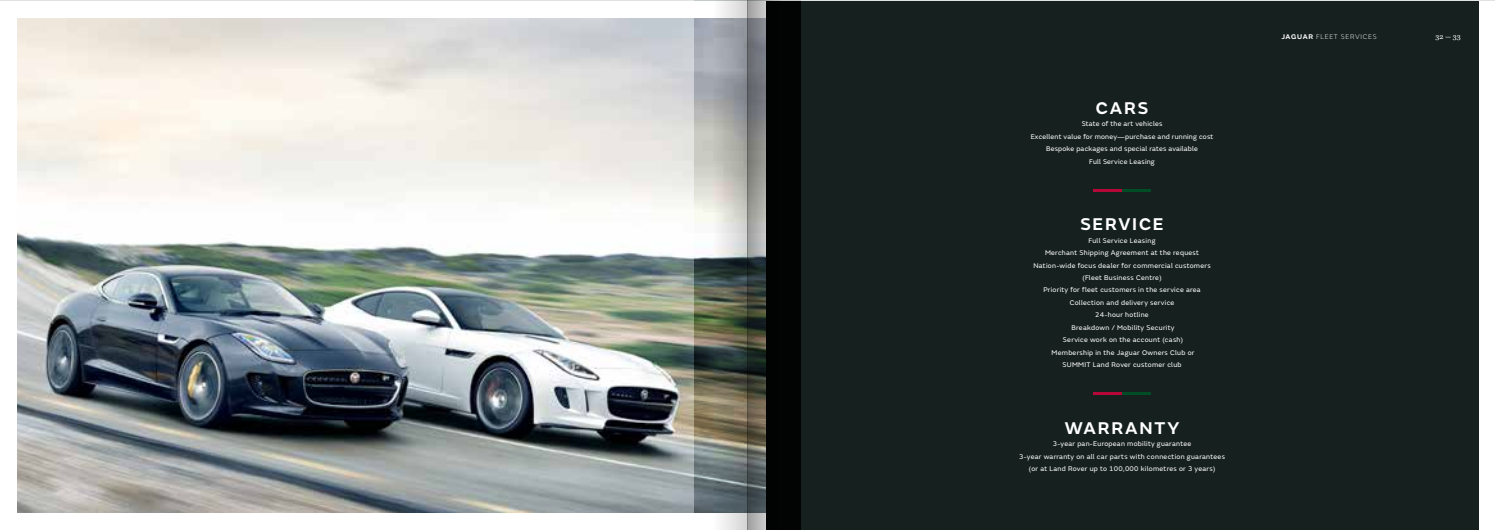
Out of town
8.0–8.6 l/100 km, innerorts 18.9–17.1 l/100 km,

Combined
12.3–11.2 l/100 km, CO₂-Emission: 292–264 g/km

JAGUAR FLEET SERVICES34 — 35



BROCHURE SPREADS



BROCHURE SPREADS



JAGUAR LAND ROVER ANNUAL REPORT12 – 13

1,000,000

Land Rover Discovery rolled off the production line in autumn 2013.

VOYAGE OF DISCOVERY
10,000 MILE JOURNEY

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JAGUAR F-TYPE
LEADING THE OFFENSIVE

Jaguar's new model offering sets new standards.

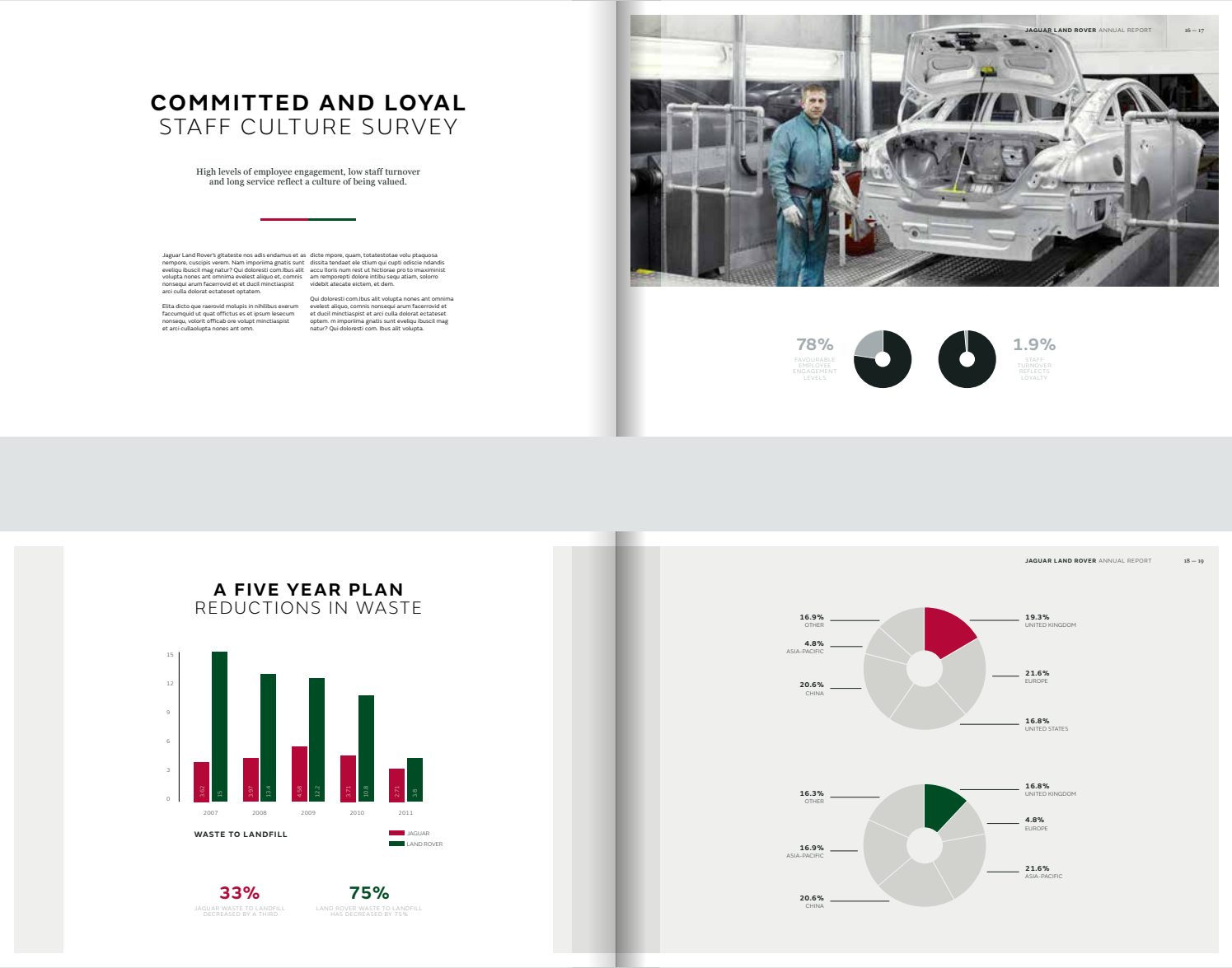
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BROCHURE SPREADS



JAGUARLANDROVER.COM
HOMEPAGE




ABOUT USOUR BRANDSOUR INNOVATIONSRESPONSIBLE BUSINESSINVESTOR RELATIONSNEWS & MEDIA



INVICTUS GAMES


The 'Invictus Games' presented by Jaguar Land Rover, is an international sporting event for wounded, injured and sick Service personnel.

[read more](#)




JAGUAR LAND ROVER REPORTS AUGUST SALES PERFORMANCE

[read more](#)




WORLD PREMIERE OF THE JAGUAR XE AT LONDON'S EARLS COURT

[read more](#)



'STATE OF THE ART' TECHNOLOGY

[read more](#)



SUSTAINABILITY REPORT 2013-14

[read more](#)


NEWS

LAND ROVER LAUNCHES 'GALACTIC DISCOVERY' COMPETITION
03 September 2014


CASTLE BROMWICH VOLUNTEERS MEET LOCAL 'WOUNDED WARRIOR'
29 August 2014

STAR STUDDED WHEELCHAIR RUGBY MATCH FOR INVICTUS GAMES
24 August 2014


SOCIAL MEDIA



Jaguar Land Rover delivers positive August sales performance retailing 30,249 vehicles.
<http://t.co/pMpmp1WKlk>

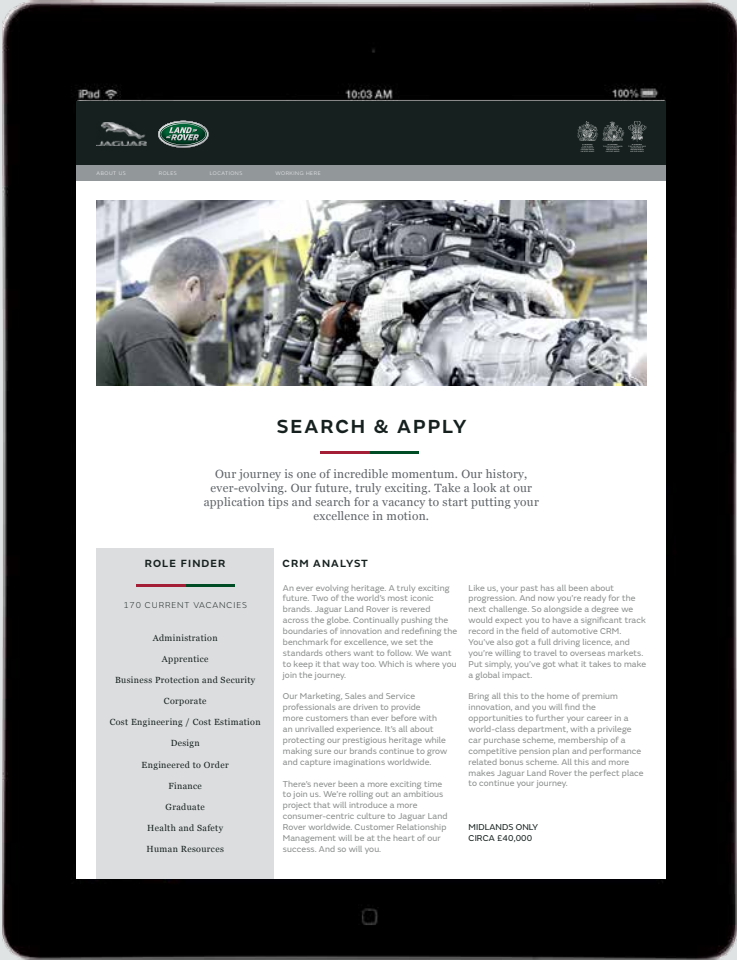
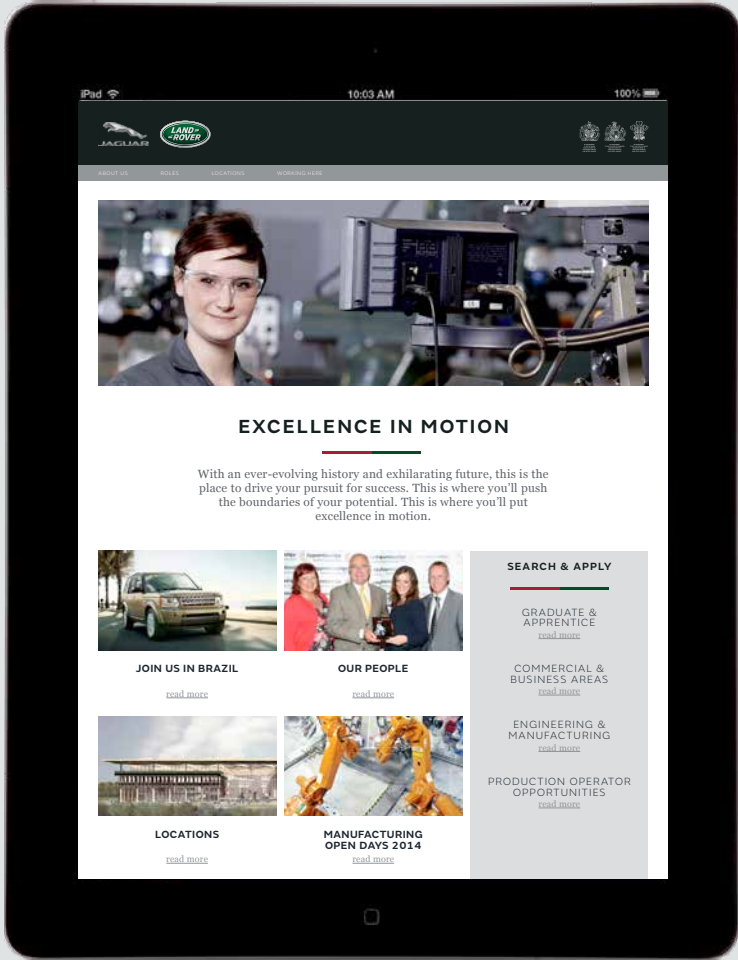


Dr Ralf Speth, Jaguar Land Rover CEO, gives business media briefing ahead of the Jaguar XE reveal this evening.
<http://t.co/DFoeDhUpAi>

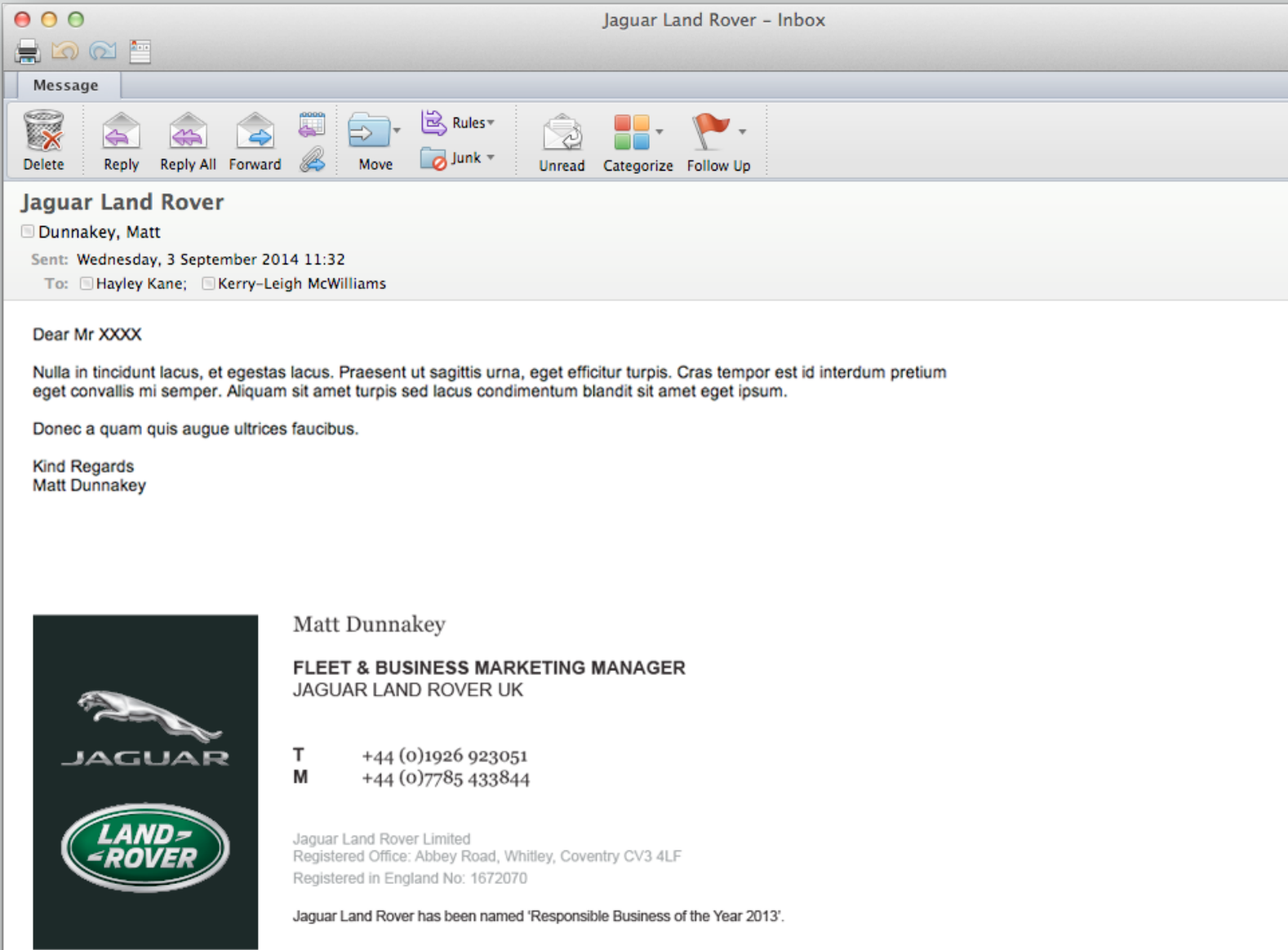


#JLRSolihull plant donates three Land Rover vehicles to three Midland based charities in need of transportation.
<http://t.co/Nydsocvscv>

JAGUARLANDROVER.COM
CAREERS



EMAIL SIGNATURE



TEAMTALK
PRINT

OUR MONTHLY NEWSLETTER

Nº 27 — SEPTEMBER 2014

TEAMTALK

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INVICTUS GAMES

Prince Harry launches a new international sporting event for injured and sick service personnel... pg.2

GENEVA MOTOR SHOW

Jaguar Land Rover showcase design and innovation leadership at the Geneva Motor Show... pg.7

DAVID BECKHAM

Jaguar announces David Beckham as Brand Ambassador for Jaguar China and will support significant... pg.10

HEADLINE

Magnificasae expligam, veli officium dolor accrem quam, dolor comind qpi tessequi rationesquid... pg.14

FOCUS ON SOLIHULL

FOCUS ON SUCCESS

Last year was another record one for Land Rover. It's not just the fact that the new Range Rover Sport was the best-selling SUV in the world, but also the fact that the new Range Rover Sport was the best-selling SUV in the world.

25 YEARS OF DISCOVERY

It's hard to imagine a period in time when Land Rover operated a two-vehicle strategy. However, up until the late 1980s this was just the case. Series II/III/IV were the only models available, and the Range Rover was the only vehicle to be added to the fleet. The wheels were set in motion for Project Jay in 1986, using the 100-inch wheelbase of the existing Range Rover. The Discovery was born.

1989

The Discover was born

1998

Discovery II

2004

Discovery 3

2009

Discovery 4

2014

Today

'POLE OF COLD' EXPEDITION TEAM GETS READY TO DEPART

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HEADLINE SOLIHULL

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HEADLINE

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JAGUAR LAND ROVER

DUAL BRAND GUIDELINES

144

TEAMTALK
EMAIL



Full image version (hero article)

ACCESSORIES



SECURITY CARD



VISITOR NAME BADGE

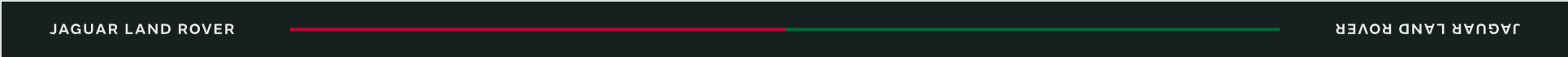


STEEL NAME BADGE

JAGUAR RED
PANTONE: 201C

LAND ROVER GREEN
PANTONE COATED: 7484C
PANTONE UNCOATED: 7736C

Please note, for Land Rover Green there are different Pantone swatches for coated and uncoated stocks. On uncoated stocks, we still refer to a coated colour. This is our target and must be matched as closely as possible.



LANYARD

ACCESSORIES



JAGUAR RED

PANTONE: 201C

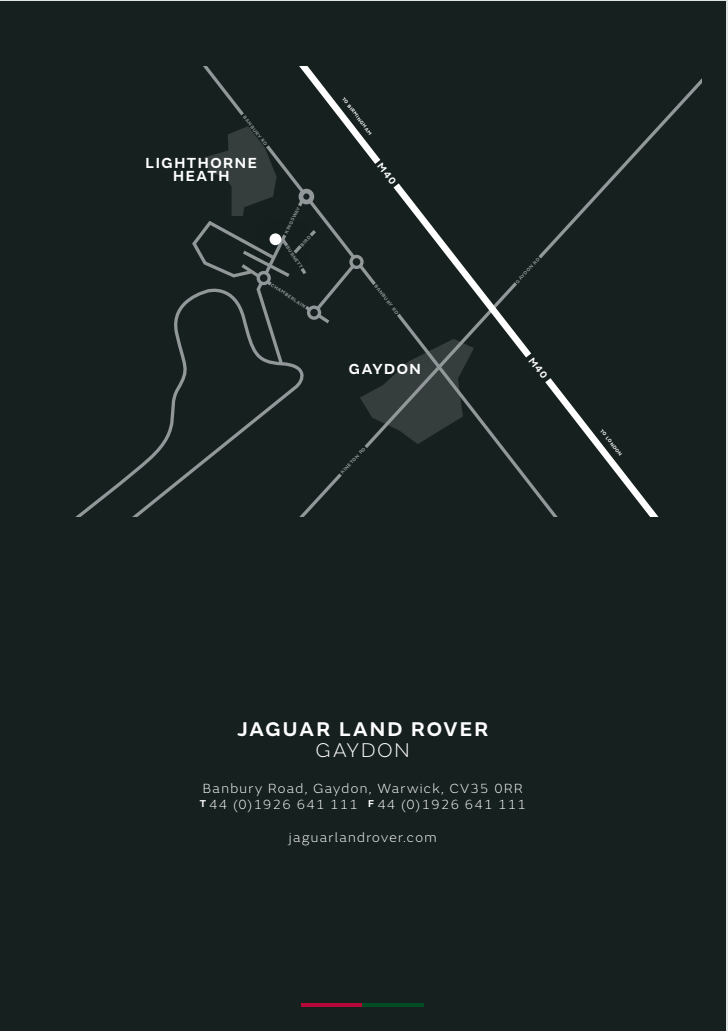
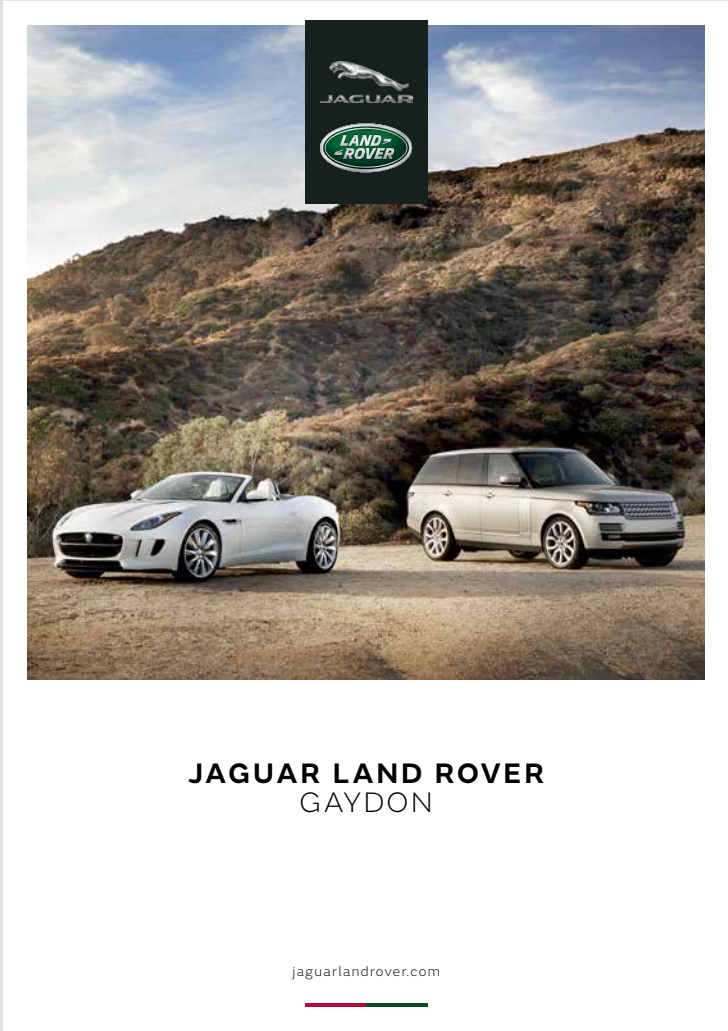
LAND ROVER GREEN

PANTONE COATED: 7484C


PANTONE UNCOATED: 7736C

Please note, for Land Rover Green there are different Pantone swatches for coated and uncoated stocks. On uncoated stocks, we still refer to a coated colour. This is our target and must be matched as closely as possible.

CORPORATE FLYER
BESPOKE MAP



BUS TIMETABLE



BUS TIMETABLE

FROM JULY 21

TOWARDS GAYDON

KENILWORTH CLOCK		0715	
LEAMINGTON UPPER PARADE	0645	0730	0742
LEAMINGTON PARISH CHURCH	0700	0742	0800
LEAMINGTON RAIL STATION	0704	0744	0804
JAGUAR LAND ROVER	0718	0805	0825
HERITAGE MOTOR CENTRE	0722	0810	0830

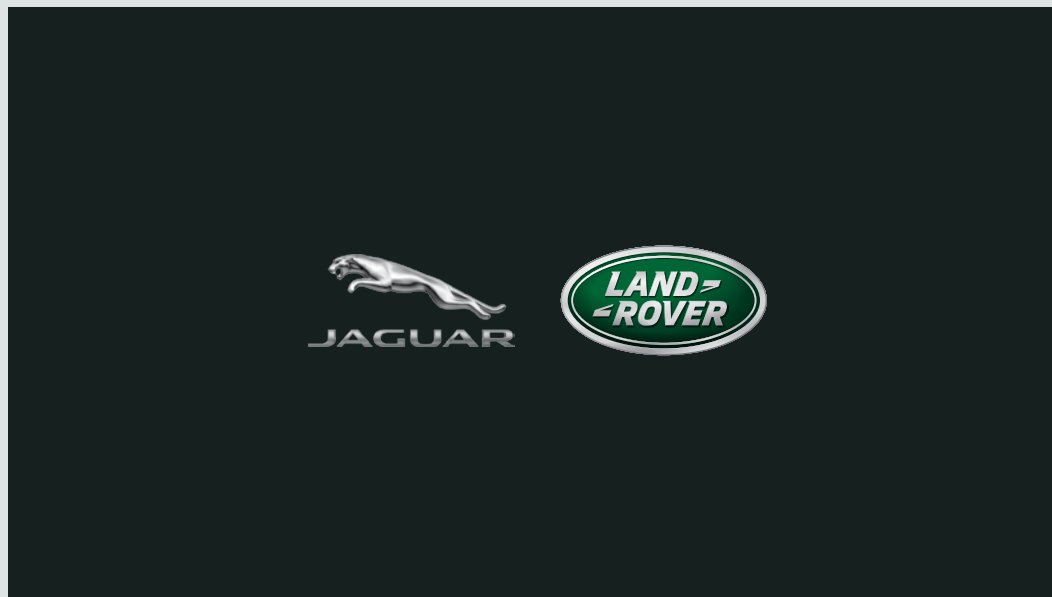
FROM GAYDON

HERITAGE MOTOR CENTRE	1635	1705	
JAGUAR LAND ROVER	1638	1708	1715
LEAMINGTON RAIL STATION	1704	1734	1718
LEAMINGTON PARISH CHURCH	1706	1736	1812
LEAMINGTON UPPER PARADE	1710	1740	1817
KENILWORTH CLOCK		1755	1832

RECEPTION BANNERS





END FRAME




The logo lock-up is 1/2 of the width of the screen.



DEALER ADS
SINGLE & DOUBLE PAGE SPREAD



KENSINGTON DEALERSHIP
OPENING JULY 2014


July 2014







KENSINGTON DEALERSHIP
OPENING JULY 2014

July 2014




DEALER ADS
SINGLE & DOUBLE PAGE SPREAD







KENSINGTON DEALERSHIP
OPENING JULY 2014

July 2014








KENSINGTON DEALERSHIP
OPENING JULY 2014

July 2014



DEALER ADS

48 SHEET—SINGLE IMAGE



KENSINGTON DEALERSHIP

OPENING JULY 2014

jaguarlandrover.com

DEALER ADS

48 SHEET—SEPARATE IMAGES



KENSINGTON DEALERSHIP
OPENING JULY 2014

jaguarlandrover.com

DEALER STATIONERY



Sebastian Bonneville
Company name and Sons ltd
135 – 142 Brewhouse Yard
London EC1V 4DG

01. Month 2015

**Subject lorem et most
et volupta dolore**

Dear Mr Surname

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Yours Sincerely

Name Here
Job Description

STRATSTONE OF MAYFAIR
14 Berkeley Street, London, W1J 8DX
T 44 (0)20 7514 0433 F 44 (0)20 7629 9004

stratstone.com
jaguarlandrover.com

Reg. Office: Dealership Name, Street Name, City, County, Postcode, Country, UK. Registered in England No: 0000000



STRATSTONE OF MAYFAIR
14 Berkeley Street, London, W1J 8DX
T 44 (0)20 7514 0433 F 44 (0)20 7629 9004

stratstone.com
jaguarlandrover.com

Reg. Office: Dealership Name, Street Name, City, County, Postcode, Country, UK. Registered in England No: 0000000



NAME SURNAME
JAGUAR SALES MANAGER

STRATSTONE OF MAYFAIR
14 Berkeley Street,
London, W1J 8DX
T 44 (0)20 7514 0433
F 44 (0)20 7629 9004
n.surname@stratstone.com
stratstone.com

jaguarlandrover.com

DIGITAL BANNERS

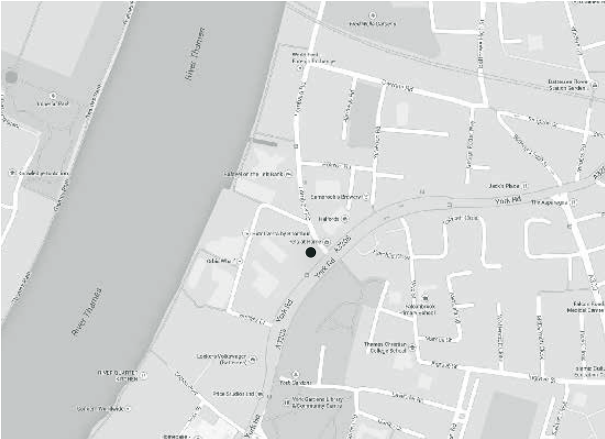


DEALER OPENING FLYER
GOOGLE MAP



KENSINGTON DEALERSHIP
OPENING JULY 2014

jaguarlandrover.kensington.co.uk
jaguarlandrover.com



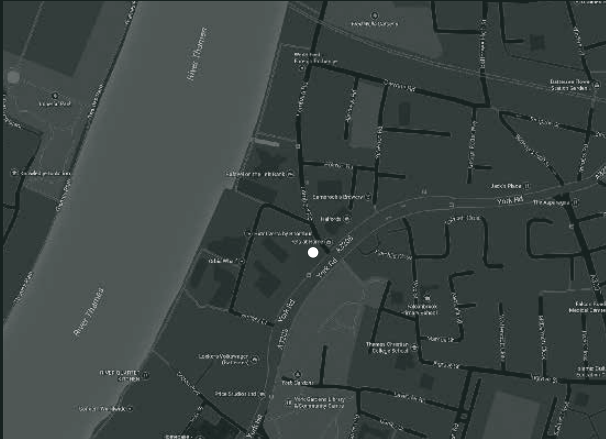
KENSINGTON DEALERSHIP

Building No, Street Name
City, County, Postcode
T44 (0)20 9876 1234 F44 (0)20 9876 1235
jaguarlandrover.kensington.co.uk
jaguarlandrover.com

OPENING HOURS

SALES
Monday to Friday 8.00 – 5.30
Saturday 9.00 – 12.00
Sunday Closed

SERVICE
Monday to Friday 8.00 – 5.30
Saturday 9.00 – 12.00
Sunday Closed



KENSINGTON DEALERSHIP

Building No, Street Name
City, County, Postcode
T44 (0)20 9876 1234 F44 (0)20 9876 1235
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jaguarlandrover.com

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SALES
Monday to Friday 8.00 – 5.30
Saturday 9.00 – 12.00
Sunday Closed

SERVICE
Monday to Friday 8.00 – 5.30
Saturday 9.00 – 12.00
Sunday Closed

DEALER INVOICE



SECOND HAND MARGIN SCHEME INVOICE

Deliver to:

Sir P Parks
14 Bothwell Road
Hamilton
ML3 0AY

Order No.	-	Vehicle	Discovery Sport	Reg No.	SA12BJZ
Order Date	-	Engine No.	A866J014hse		
Salesmen	hse	Chassis No.	WBAUM12080VM78322	Date 1st Registered.	10/06/2014
Delivery Date	10/06/2014				
Stockbook No.	89688				
Sale Type	G	Colour	White	Finance	
Invoice No.	511825	Trim	Matching	Agreement No.	0
Tax Point	10/06/2014	Mileage	13629		

Description	Value	V	VAT%	VAT	Total
Selling price	36500.00	s	0.00	0.00	36500.00

36500.00	0.00	36500.00
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INVOICE TOTAL INC. VAT

	Invoice Total	36500.00								36500.00
	Part Payment Received	0.00								
	Gross P/E x Value	0.00								
	HP Settlement	0.00								
			Dep. Ref.	0 /	0 /	0				
			Stock Nos.	0 /	0 /	0				
			HP Company(s)							
	NET TOTAL DUE	36500.00								

Due From:
Sales Acc. v0045

PARK'S LAND ROVER
Park's (Ayr) Ltd. 100 Heathfield Road, Ayr, KA8 9BN
T 44 (0)1292 653200 F 44 (0)1292 653201
sales@landrover.ayr.co.uk

parks.landrover.co.uk jaguarlandrover.com

Reg. Office: Dealership Name, Street Name, City, County, Postcode, Country, UK. Registered in England No: 00000000

DEALER SPLASH PAGE

JOE BULLARD

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SERVICES: (251) 732 2549



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JAGUAR LAND ROVER DUAL BRAND GUIDELINES

160

CORPORATE SALES BROCHURE



JAGUAR

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**CORPORATE SALES
BROCHURE**

Jaguar Land Rover

THE VIEW FROM THE TOP

Jaguar Land Rover is the UK's largest premium automotive manufacturer, both overall and across Britain and Ireland. Jaguar, one of the world's premier luxury vehicle and premium SUV brands, has also become the world's leading maker of premium all-wheel drive vehicles.

We have over 140,000 employees across the world. Our commitment to excellence is reflected in the fact that we have won the European Car of the Year award for the third time in 2015, and the European SUV of the Year award for the first time in 2015. We have also won the European Car of the Year award for the first time in 2015.

£3.5 billion

Our total sales for the year ended 31 March 2015 were £3.5 billion, an increase of 1.1% on the previous year. This reflects the strong performance of our core brands, Jaguar and Land Rover, and the success of our new models, the Jaguar XE and the Land Rover Discovery Sport.

AIMING HIGH

In the last five years, Jaguar and Land Rover have achieved a remarkable record of growth and success. Our sales have increased by 15% over the last five years, and our profits have increased by 25%. This is a testament to the quality, craftsmanship and innovation of our products, and the dedication of our employees.

Our commitment to quality, craftsmanship and innovation is what has made us one of the leading premium car makers in the automotive industry.

F-TYPE is designed to deliver pure driving pleasure.

F-TYPE is designed to deliver pure driving pleasure. It is a true sports car, with a powerful engine, a responsive chassis and a sleek, aerodynamic design. It is the ultimate in luxury and performance.

F-TYPE

Powerful, agile and utterly distinctive, F-TYPE is the new benchmark in the supercar world. It is the ultimate in luxury and performance.

New Discovery Sport

The New Discovery Sport is the first vehicle in a new generation of Land Rover SUV design. It is a well-proportioned compact SUV, with a distinctive silhouette and a beautifully equipped interior. It is the perfect vehicle for the modern lifestyle.

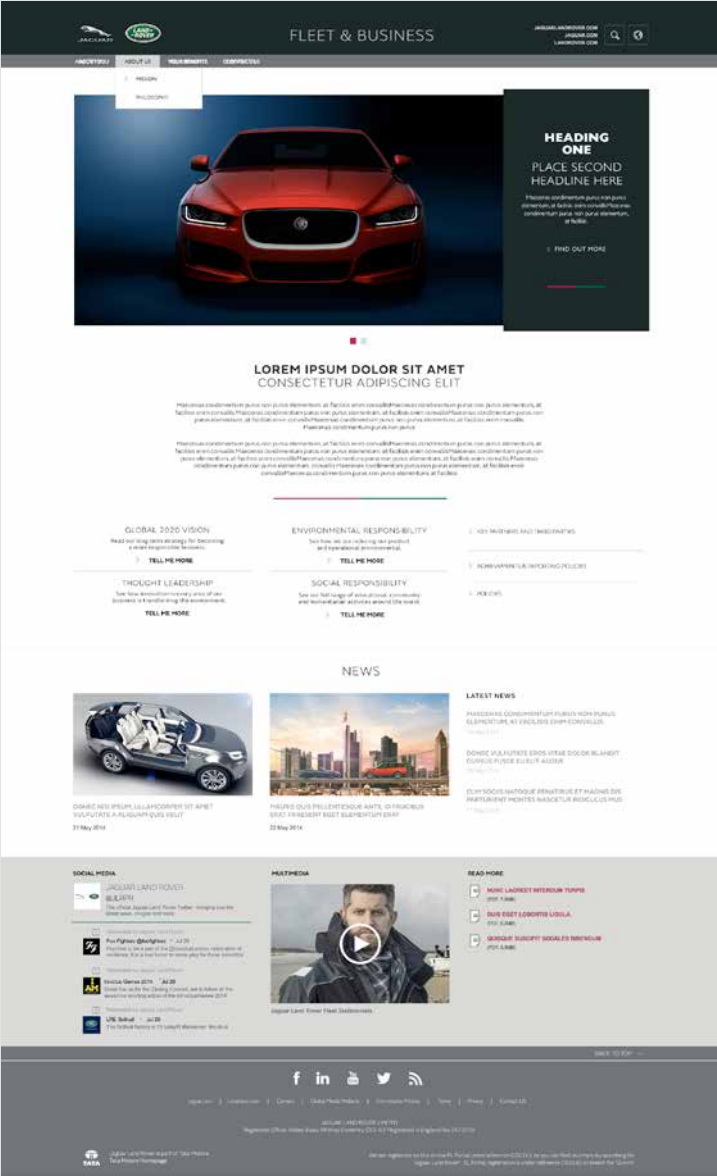
1,698

Starting from £16,980, the New Discovery Sport is the most affordable Land Rover SUV ever. It is the perfect vehicle for the modern lifestyle.

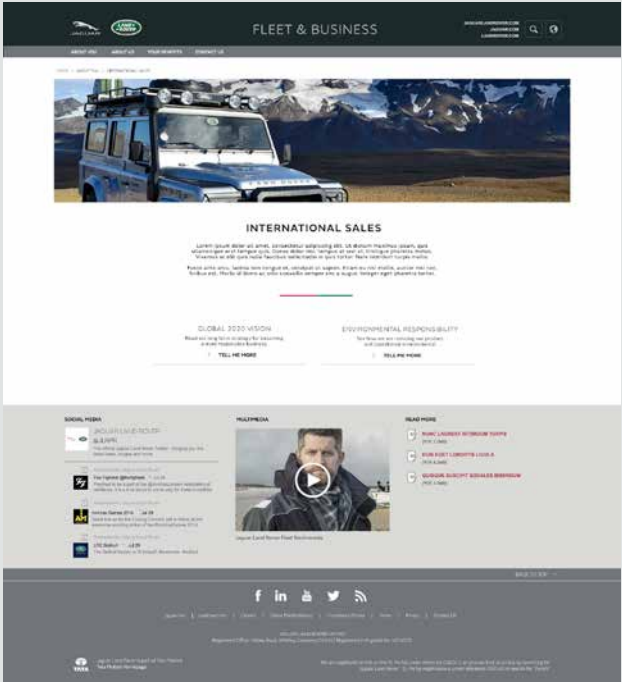
NEW DISCOVERY SPORT

The New Discovery Sport is the first vehicle in a new generation of Land Rover SUV design. It is a well-proportioned compact SUV, with a distinctive silhouette and a beautifully equipped interior. It is the perfect vehicle for the modern lifestyle.

FLEET & BUSINESS WEBSITE



Please note the application of logos on the Jaguar Land Rover corporate sales global website is an exception in use of logos due to customer/user conventions.



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Design partner



Event partners

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Headline sponsor



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SPONSORSHIP
CHECKERBOARD



Primary unifier on colour or dark backgrounds.



Secondary unifier on white backgrounds.

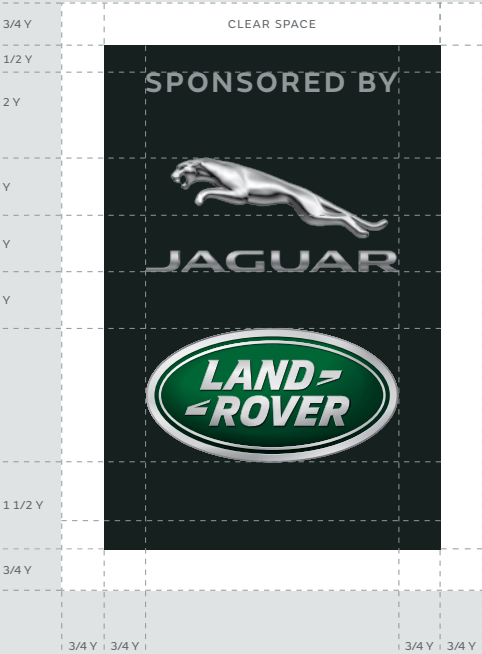
SPONSORED BY
LOCK-UP USING PRIMARY UNIFIER

There are two versions of the sponsorship lockup; one utilising our Primary Unifier for use on colour or dark backgrounds and one utilising our Secondary Unifier for use on white backgrounds.

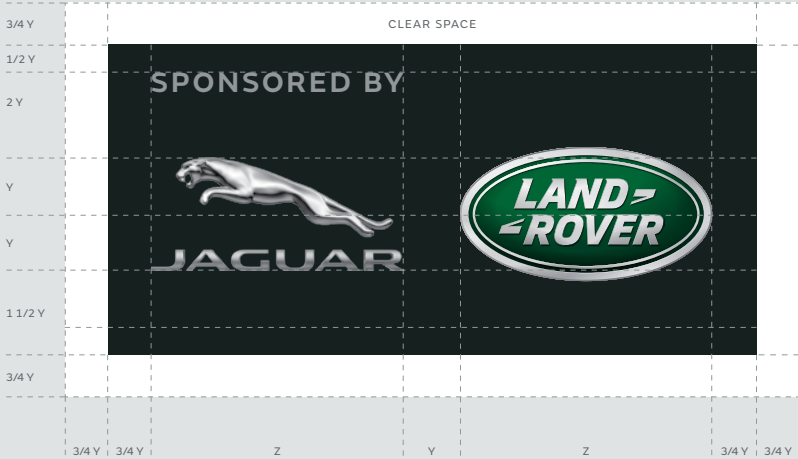
This sponsorship lock-up utilises our Primary Unifier with the addition of 'SPONSORED BY' positioned 1/2 Y from the top.

It is set in JLR Emeric SemiBold in secondary Grey 2 tracked at 100.

VERTICAL



HORIZONTAL



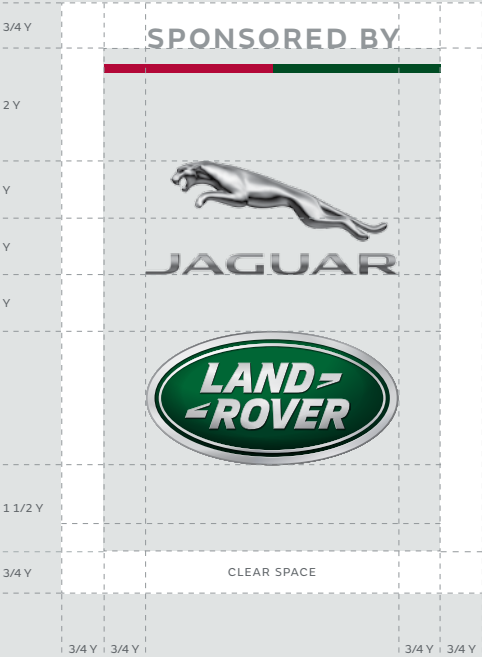
SPONSORED BY
LOCK-UP USING SECONDARY UNIFIER

There are two versions of the sponsorship lockup; one utilising our Primary Unifier for use on colour or dark backgrounds and one utilising our Secondary Unifier for use on white backgrounds.

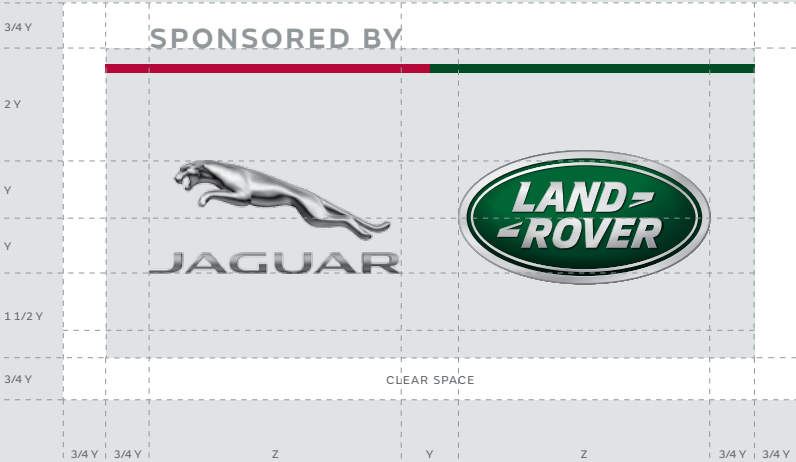
This sponsorship lock-up utilises our Secondary Unifier with the addition of 'SPONSORED BY' aligned to the baseline of the existing 3/4 Y clear space zone.

It is set in JLR Emeric SemiBold in secondary Grey 2 tracked at 100.

VERTICAL



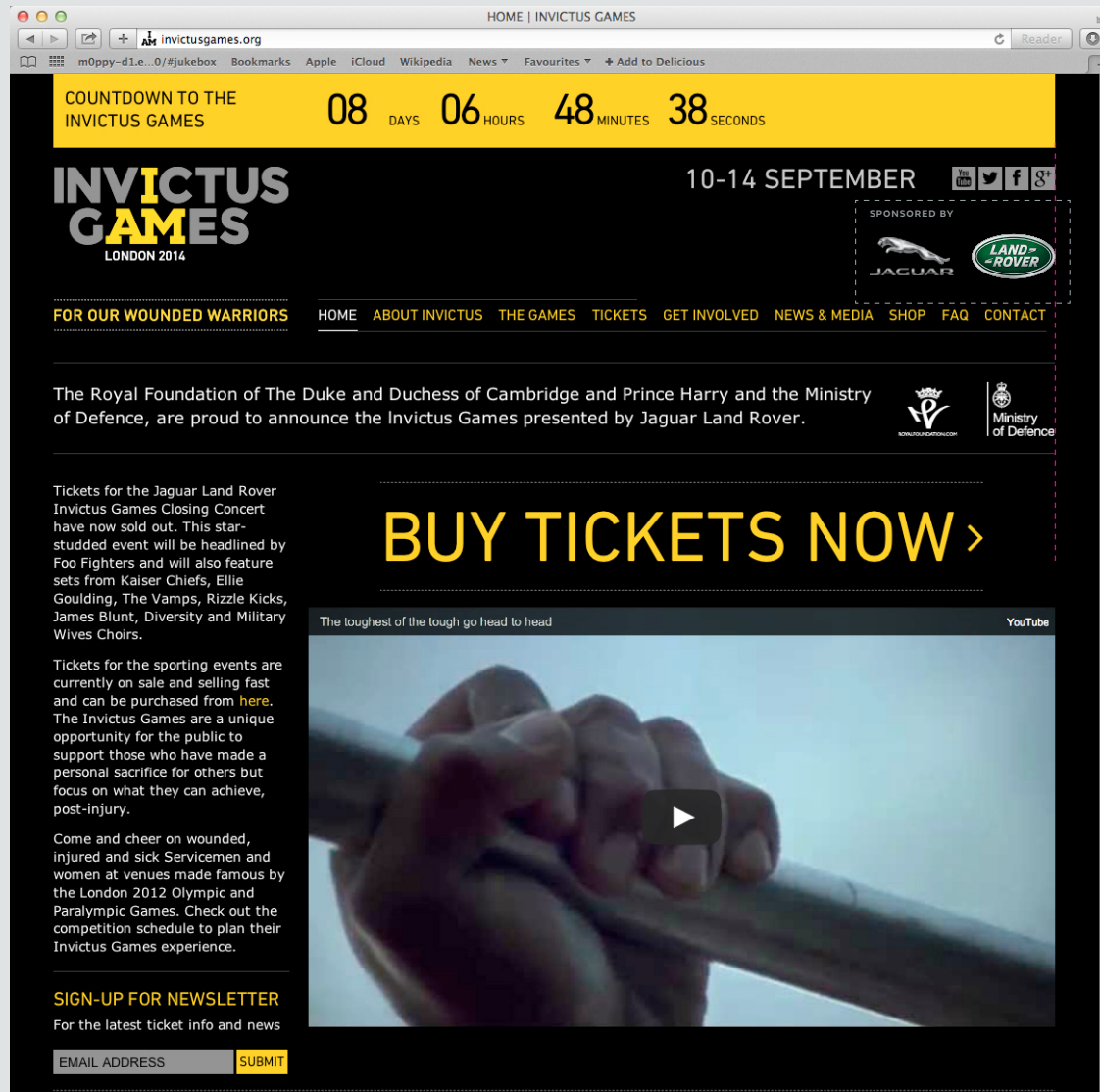
HORIZONTAL



SPONSORSHIP LOCK-UP

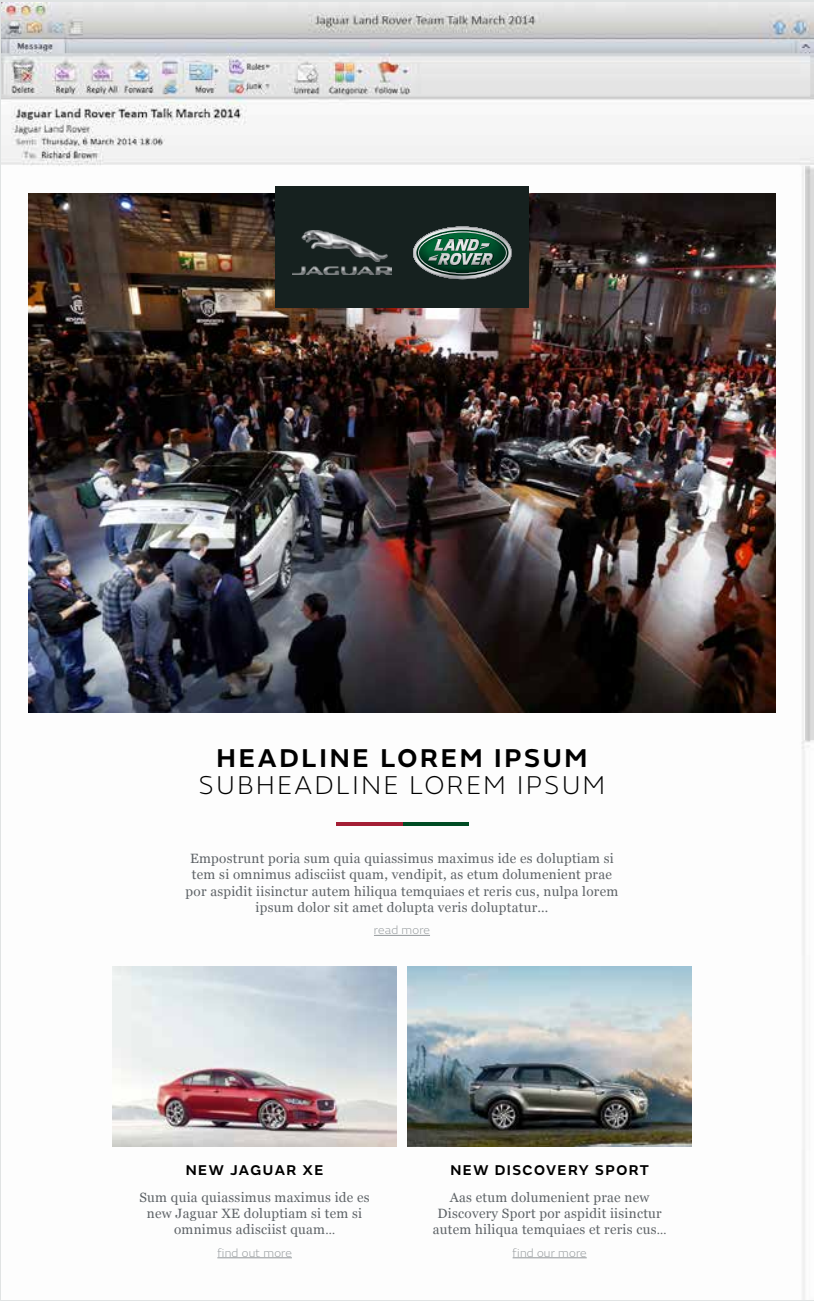
Where the background colour is close to our Grey Black (e.g. Invictus Games' black) use the sponsorship lock-up for positioning purposes, and then remove the Grey Black background.

For visual balance, place the Unifier so that the Land Rover logo aligns right to the rest of the content on the page.



EMAIL INVITE

The use of dual branded emails varies depending on application. Please refer to pages 32 and 33 for more detailed information.



CONTACT & BRAND SUPPORT



BSUPPORT@JAGUARLANDROVER.COM