

LAND ROVER

MASTER IDENTITY GUIDELINES



Welcome

Land Rover is moving forward into its next exciting chapter. A new chapter for our brand, our products and the service we provide our customers. We have invested significantly to ensure we are building our business on a robust foundation of design, engineering and manufacturing excellence.

Now, as we seek to realise this investment, we need to be confident in who we are (our Brand Positioning) and how we express ourselves (our Brand Identity). Success and reward will only come if we achieve global excellence in our marketing and communications at every touchpoint with our customers.

The guidelines that follow are the first set of tools for our new Brand Identity. These offer clear and practical guidance to execute our identity across the range of communications channels we appear in around the globe.

I ask that you follow the guidance and seek help if you have any uncertainty. I also ask that you feed back on your experience using them so we can evolve and improve them as we move forward together.

I'd like to thank you in advance for your commitment and effort when executing our global brand with excellence.

John S Edwards

LAND ROVER Global Brand Director

Contents

Brand Identity Overview

BRAND FRAMEWORK			
BUSINESS VISION	PRODUCT STRATEGY	DESIGN STRATEGY	BRAND ESSENCE

BRAND POSITIONING MODEL			
WE STAND FOR... INNER STRENGTH	OUR PURPOSE IS TO... HELP PEOPLE MAKE MORE OF THEIR WORLD	CHARACTER... WE ARE AN UNRUFFLED HERO	CREATIVE PLATFORM EXTRAORDINARY STORIES

OUR VISUAL STYLE			
OUR VISUAL STYLE PRINCIPLES			
1. BE ICONIC	2. ALWAYS CAPABLE WITH COMPOSURE	3. KEEP IT REAL	4. CAPTURE OUR BRITISH CHARM

OUR CORE IDENTITY ELEMENTS			
LOGO	BRAND SPACE	TYPOGRAPHY	COLOUR
PHOTOGRAPHY	LANGUAGE		LAYOUT AND GRID

COMMUNICATION EXAMPLES		
PRINT COMMUNICATIONS	DIGITAL COMMUNICATIONS	INTERNAL COMMUNICATIONS

Brand Framework and Brand Positioning Model

Introduction

Our Brand Identity has been developed to support our Business Vision. The foundation for creating our identity has been our Brand Positioning and our Brand Character.

Brand Framework and Brand Positioning Model

BRAND FRAMEWORK			
BUSINESS VISION	PRODUCT STRATEGY	DESIGN STRATEGY	BRAND ESSENCE
BRAND POSITIONING MODEL			
WE STAND FOR... INNER STRENGTH	OUR PURPOSE IS TO... HELP PEOPLE MAKE MORE OF THEIR WORLD	CHARACTER... WE ARE AN UNRUFFLED HERO	CREATIVE PLATFORM EXTRAORDINARY STORIES

OUR VISUAL STYLE			
OUR VISUAL STYLE PRINCIPLES			
1. BE ICONIC	2. ALWAYS CAPABLE WITH COMPOSURE	3. KEEP IT REAL	4. CAPTURE OUR BRITISH CHARM

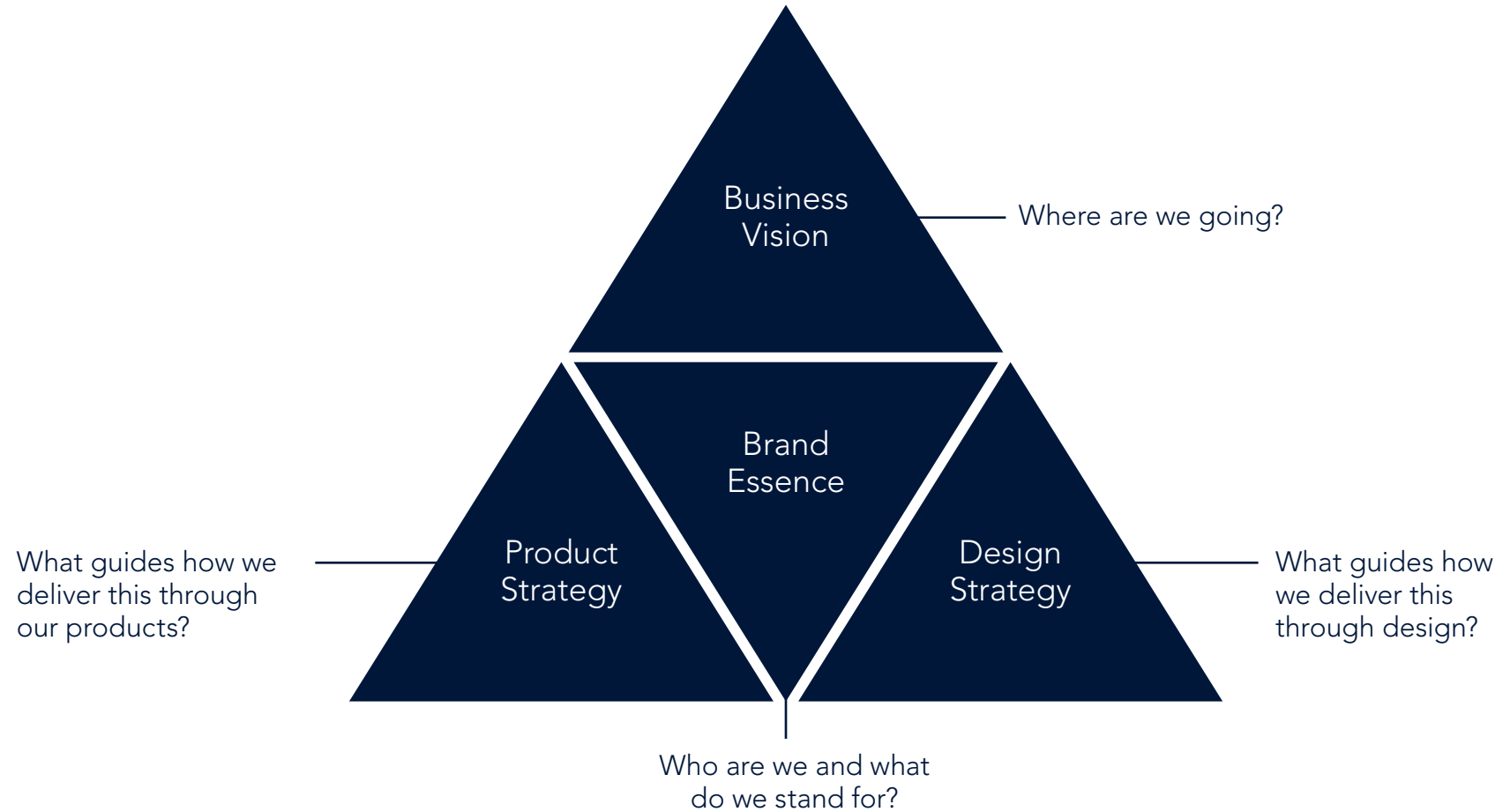
OUR CORE IDENTITY ELEMENTS			
LOGO	BRAND SPACE	TYPOGRAPHY	COLOUR
PHOTOGRAPHY	LANGUAGE		LAYOUT AND GRID

COMMUNICATION EXAMPLES		
PRINT COMMUNICATIONS	DIGITAL COMMUNICATIONS	INTERNAL COMMUNICATIONS

Brand Framework

Our Purpose:

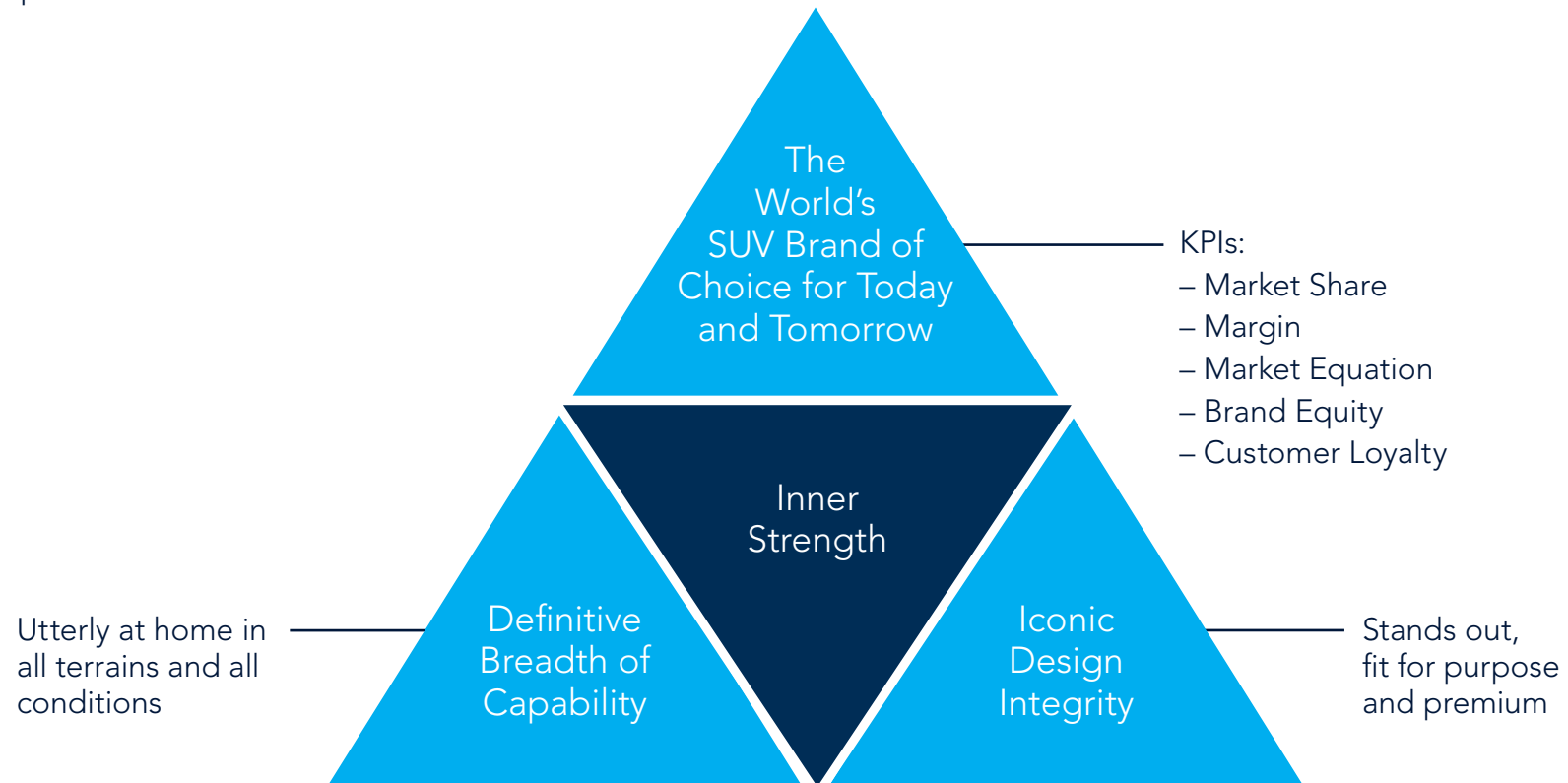
What is our reason to exist?



Brand Framework

Our Purpose:

We help people make more of their world.



Brand Positioning Model

One Icon	
One Purpose	To help people make more of their world
One Target Audience	Active Achievers – people who are driven, live life to the full and achieve their goals with integrity
One Target Insight	The more you put in the more you get out
One Brand Essence	Inner Strength – a strong sense of self-belief that creates the confidence to tackle any situation head on
One Proposition	Capability with Composure
One Key Brand Benefit	Unrivalled Confidence
One Brand Character	Unruffled Hero – intelligent and understated with a touch of British charm
One Customer Expression	Above and Beyond

Land Rover Brand Manifesto

At Land Rover, we've always been known for our 'go anywhere' spirit – designing iconic vehicles with genuine capability and composure at their heart.

We believe in ambition with integrity; we care about what we do as well as the way in which we do it. We have a 'can do' attitude and believe that life shouldn't be constrained by obstacles, no matter how big or small.

We call this Land Rover's Inner Strength.

It's our Inner Strength that gives our people and our customers the courage and the confidence to embrace their challenges head on, with heart, determination and self-assurance.

And with Inner Strength we will continue to embrace our own challenges, and our vision – to be the world's SUV brand of choice, today and tomorrow.

It's a responsibility we don't take lightly, but we are confident that we will succeed by staying true to who we are and true to our dreams – to aim higher, to go further, to make more of our world... to go Above and Beyond.

Our Visual Style and Our Visual Style Principles

Introduction

Our Visual Style has been developed to guide the overall tonality of our brand. This ensures we have a consistent expression wherever we are.

To help achieve this we have developed four guiding principles ensuring we stay true to our Brand Positioning and our Brand Character.

Our Visual Style and Our Visual Style Principles

BRAND FRAMEWORK			
BUSINESS VISION	PRODUCT STRATEGY	DESIGN STRATEGY	BRAND ESSENCE

BRAND POSITIONING MODEL			
WE STAND FOR... INNER STRENGTH	OUR PURPOSE IS TO... HELP PEOPLE MAKE MORE OF THEIR WORLD	CHARACTER... WE ARE AN UNRUFFLED HERO	CREATIVE PLATFORM EXTRAORDINARY STORIES





OUR VISUAL STYLE			
OUR VISUAL STYLE PRINCIPLES			
1. BE ICONIC	2. ALWAYS CAPABLE WITH COMPOSURE	3. KEEP IT REAL	4. CAPTURE OUR BRITISH CHARM

OUR CORE IDENTITY ELEMENTS			
LOGO	BRAND SPACE	TYPOGRAPHY	COLOUR
PHOTOGRAPHY	LANGUAGE		LAYOUT AND GRID

COMMUNICATION EXAMPLES		
PRINT COMMUNICATIONS	DIGITAL COMMUNICATIONS	INTERNAL COMMUNICATIONS

Our Visual Style Principles

When creating communications consider them in light of our four Visual Style Principles.

Born of our Brand Positioning (what we say...)		Born of our Brand Character (how we say it...)	
Principle 1: Be Iconic	Principle 2: Always Capable with Composure	Principle 3: Keep it Real	Principle 4: Capture our British Charm
			
Unmistakably Land Rover	Delivering a sense of calm however dramatic the situation	Always feel natural and authentic	We take what we do seriously but not ourselves
Visual Territory		Visual Territory	
Communicate our product design characteristics ↓	Capture the benefit we offer ↓	Be authentic and human ↓	Deliver Land Rover British Charm ↓
Presence within any situation (be it product or character); it fits in and stands out	Effortless ability. A sense of confidence and perspective	Delivering a meaningful context. A sense of natural landscape and light (be it urban or rural)	Always with a narrative. Calm through confidence and a light touch of intelligent humour

Using Our Visual Style Principles

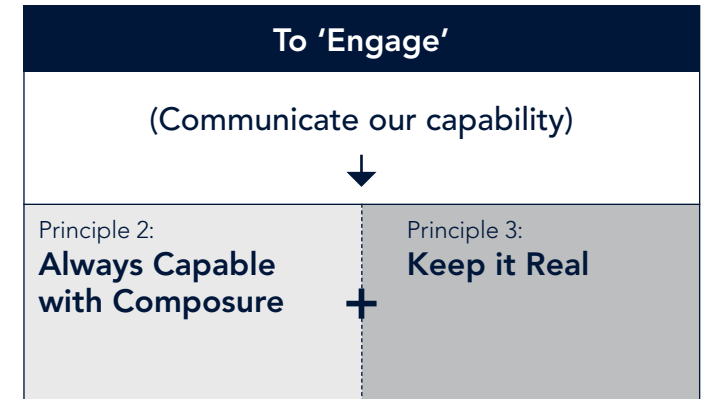
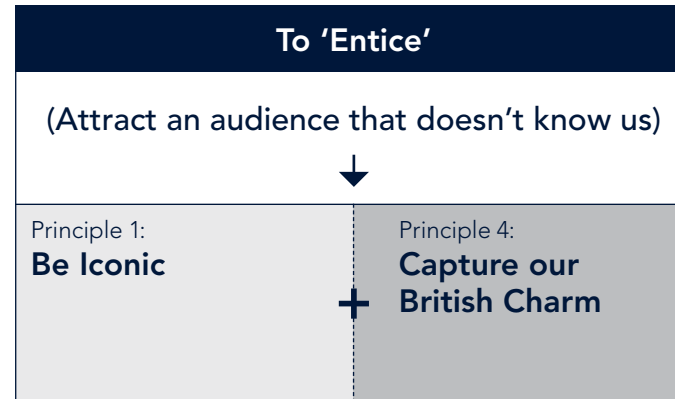
Which of our four principles we use when communicating depends on what we want to achieve.

When we want to connect with people emotionally, for instance when we advertise our brand – we seek to **Entice** them.

To **Entice** people we are Iconic (Principle 1) and use our British Charm (Principle 4).

When we want to connect with people logically, for instance when we want to talk about our capabilities in a brochure – we seek to **Engage** them.

To Engage people we are Capable with Composure (Principle 2) and Keep it Real (Principle 3).



Land Rover British Charm Explained

What do we mean by British Charm?

The following is a definition of Land Rover British Charm and how it should be expressed through our communications.

Land Rover British Charm...

...is an intelligent humour with a light touch that observes, discusses and raises an opinion about a topic even if it is serious. It is delivered in an understated and self-deprecating way in order to ease tensions or diffuse situations.

Expressing Land Rover British Charm in communications

- Quiet intelligence. To be certain and poised without ever needing to shout about it.
- An affable wit. The gentle quip that reveals your character but isn't just to get a laugh and is never at anyone's expense.
- Genuine individual, not to stand out of the pack, but because there's just nothing better to be.
- British Charm is understated. Small, distinctive details that put a smile on seriousness.
- Heritage is valued but gently undermined by humour.
- Tradition and modernity, delivered in style.

Our Core Identity Elements

Introduction

Our Brand Identity is dependent on the correct and consistent application of all the core elements across all our channels and applications. Collectively they make a powerful expression of our Brand Positioning.

Our Core Identity Elements

BRAND FRAMEWORK			
BUSINESS VISION	PRODUCT STRATEGY	DESIGN STRATEGY	BRAND ESSENCE

BRAND POSITIONING MODEL			
WE STAND FOR... INNER STRENGTH	OUR PURPOSE IS TO... HELP PEOPLE MAKE MORE OF THEIR WORLD	CHARACTER... WE ARE AN UNRUFFLED HERO	CREATIVE PLATFORM EXTRAORDINARY STORIES

OUR VISUAL STYLE			
OUR VISUAL STYLE PRINCIPLES			
1. BE ICONIC	2. ALWAYS CAPABLE WITH COMPOSURE	3. KEEP IT REAL	4. CAPTURE OUR BRITISH CHARM

OUR CORE IDENTITY ELEMENTS			
LOGO	BRAND SPACE	TYPOGRAPHY	COLOUR
PHOTOGRAPHY	LANGUAGE		LAYOUT AND GRID

COMMUNICATION EXAMPLES		
PRINT COMMUNICATIONS	DIGITAL COMMUNICATIONS	INTERNAL COMMUNICATIONS

Logo and Brand Space

Introduction

Our logo is our marque of quality.
It must always be protected and allowed
to be seen clearly and confidently.
It is our stamp of authenticity.

Logo and Brand Space

Born of our Brand Positioning (what we say...)



Be Iconic and Always Capable with Composure
Purposeful and Simple.

Born of our Brand Character (how we say it...)



Keep it Real and Capture our British Charm
Uncontrived and Authentic.

Our New Logo

Like our products our logo needs to be updated and evolved to ensure it remains relevant and reflective of our belief in purposeful design.

For this reason our logo has been optimised for clarity and standout. It stays true to its origin but has refined typography, colour treatment and alignment.

Clear space

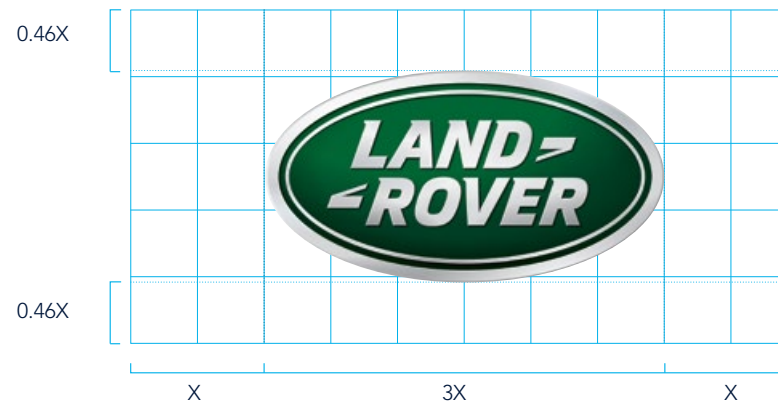
A clear space around our logo helps to ensure it stands out in every layout.

The amount of clear space is calculated as follows:

If width of the logo = $3X$
 Clearance above and below = $0.46X$
 Clearance to the sides = X
 So if width of the logo = 3cm
 Clearance above and below = 0.46cm
 Clearance to the sides = 1cm



Clear space



Logo Size

Sizing

The size of the logo is defined by its overall width.

Minimum size

For print, the minimum recommended width of the primary Land Rover logo is 18mm. If the logo needs to be smaller than 18mm, use a single colour white, black or green version (See page 22 for more information). The logo can never be less than 12mm wide.

Digital usage

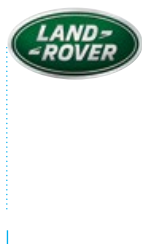
In digital applications, the minimum recommended size of the primary Land Rover logo is 60 x 32 pixels.

Recommended sizes

The vast majority of communications will use the logo in a locked position within the Brand Space. The size of the Brand Space and logo is defined by our grid system, which is explained in the Layout and Grid section on page 75. Please see the charts on page 32 and 33 for recommended sizes across common formats.



How to measure the logo



18mm
(minimum print size)



60 x 32 pixels
(minimum digital size)

Logo Variants

Four different versions of the Land Rover logo can be used when our primary logo cannot be reproduced. Each has a specific purpose.

Greyscale logo

This version is used in greyscale applications where colour printing cannot be achieved, e.g. newsprint.

Green logo

This Pantone® 349 Green logo is the preferred logo to use for single or two colour reproduction. It can be used when printing a single colour on white material or if you are producing a two colour logo (white and green) on merchandise - for example clothing or physical objects.

Black logo

This version is used in single colour applications when you are printing on a white background. It can also be used for merchandise items.

White logo

This version is for use when production restraints dictate that the logo needs to be reversed out of white. Ideally the logo would be reversed out of an indigo background.

Artwork for all versions of the Land Rover logo in CMYK for print and RGB for digital are available to download from landroverhub.com.



Greyscale logo

A premium expression of the Land Rover logo in monochrome applied where colour printing cannot be achieved, e.g. newsprint.



18mm
(minimum size)



Black logo

For use on a white background. To maintain legibility on small applications such as merchandise.



12mm
(minimum size)

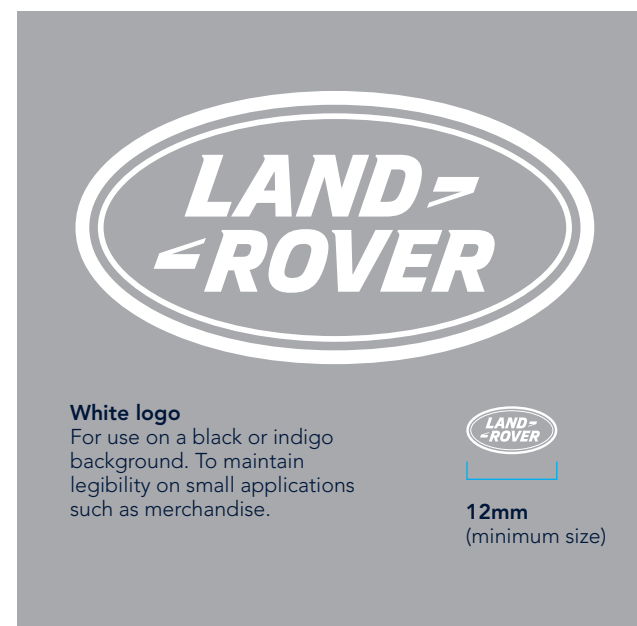


Green logo

For use when printing a single colour on white material or if you are producing a two colour logo (white and green) on merchandise.



12mm
(minimum size)



White logo

For use on a black or indigo background. To maintain legibility on small applications such as merchandise.



12mm
(minimum size)

Our Brand Space

The Brand Space provides a distinctive look to our communications, but also plays a highly functional role in protecting the Land Rover logo and ensuring its visibility at all times.

The Brand Space includes a dynamic halo around the logo and also contains our Brand Statement 'Above and Beyond'.

Further information on how and when to use the Brand Space can be found in the following pages.



External Print Communications

For external communications such as print advertising and brochures the Brand Space is positioned bleeding off the right-hand side and the Land Rover logo and Brand Statement are centred.

There are two Brand Space artworks available, one for use in standard print communications and one for use in large formats (48-sheet, 96-sheet and supersite).

The large-format Brand Space has been developed to increase visibility of the Land Rover logo and Brand Statement from great distances. **This artwork must never be used for small print applications such as press advertising.**

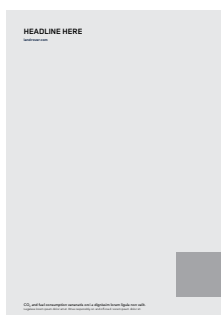
For more detailed guidance on size and positioning see pages 31 to 37.

All Brand Space artworks in CMYK are available to download from the landroverhub.com.



Standard Brand Space right-hand side

This Brand Space is positioned bleeding off the right-hand side. It is used for external advertising and print communications.



A4 single page



Large-format Brand Space right-hand side

This Brand Space is positioned bleeding off the right-hand side. It must only be used on billboards of 48-sheet or larger.



48-sheet

External Digital Communications

Application in Websites and Portals

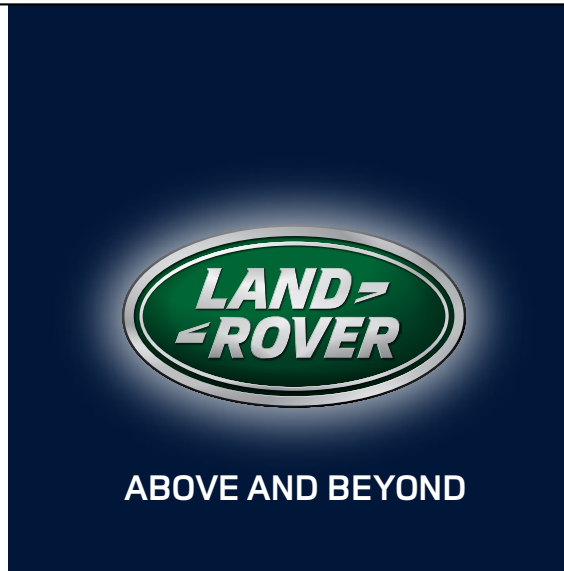
All websites, portals, and large-format digital communications such as newsletters and emails use the Brand Space artwork in its purest form, with halo and Brand Statement. This artwork is positioned bleeding off the top left of the communication and signifies Land Rover's ownership of the space.

Note that in this artwork the Land Rover logo and Brand Statement are positioned within the bottom half of the Brand Space to visually balance the elements.

For detailed guidance on positioning see pages 31 to 37.

Brand Space artworks in RGB are available to download from the landroverhub.com.

Page edge



Brand Space top

This artwork is positioned bleeding off the top left of the communication. This version is used on websites and portals.



Brand Space top

Position on websites, portals, newsletters and emails.

External Digital Communications

Application in Digital Banners (standard formats)

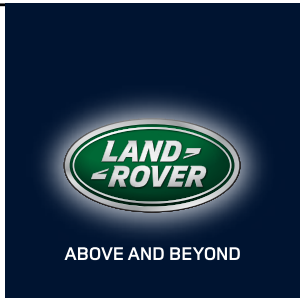


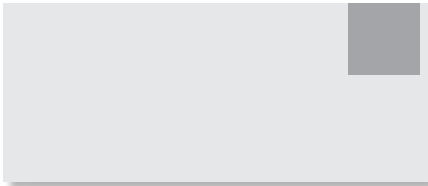
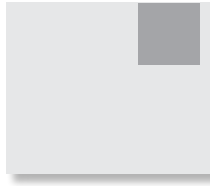

The top down Brand Space should be used for all digital banners when possible. It should be positioned in the top right-hand corner of the digital banner in standard formats and centred within long, narrow formats.

Digital banners are usually small in format and scale, therefore two additional Brand Space artworks are available for use at specified sizes to ensure the Land Rover logo is presented at an optimum resolution.

The table on the right provides an overview of how to apply the Brand Space and in what instances the artworks are to be used.

For detailed guidance on positioning see pages 31 to 37.

All Brand Space artworks in RGB are available to download from the landroverhub.com.

Brand Space size and usage		
120 pixels in width and above	Below 120 pixels to 80 pixels width	Below 80 pixels to 40 pixels width
<p>Use the Brand Space with the Brand Statement Positioned in the top right-hand corner of all large-format digital banners.</p> <p>Examples of use: Digital banner, 720 x 300 pixels</p>	<p>Use the Brand Space with halo but without Brand Statement The Brand Statement is not included due to legibility issues at these sizes.</p> <p>Examples of use: Digital banner, 336 x 280 pixels Digital banner, 300 x 250 pixels Digital banner, 250 x 250 pixels Digital banner, 240 x 200 pixels</p>	<p>Use the Brand Space without the halo and Brand Statement This create maximum standout of the Land Rover logo.</p> <p>Examples of use: 180 x 150 pixels</p>
<p>Banner edge</p> 	<p>Banner edge</p> 	<p>Banner edge</p> 
<p>Brand Space position animated digital banner 720 x 300 pixels</p> 	<p>Brand Space position animated digital banner 336 x 280 pixels</p> 	<p>Brand Space position animated digital banner 60 x 160 pixels</p> 

External Digital Communications


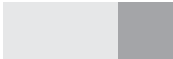
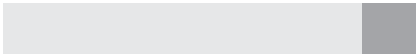

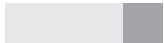
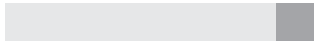
Application in Digital Banners (extreme landscape formats)

It is not always possible to position the Brand Space in the top right because of the shallow depth of some extreme landscape formats. Two additional Brand Space artworks that bleed off the right side are to be used in these circumstances to ensure that the Land Rover logo is presented at an optimum resolution.

The table on the right provides an overview of how to apply the Brand Space and in what instances the artworks are to be used.

For detailed guidance on positioning see pages 31 to 37.

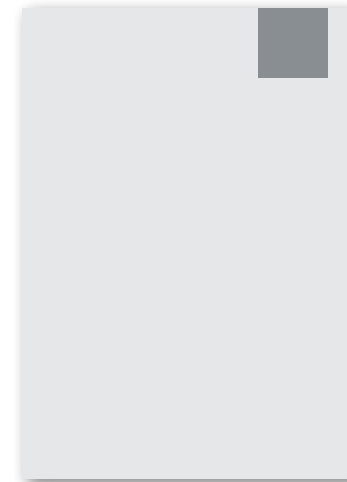
All Brand Space artworks in RGB are available to download from the landroverhub.com.

Brand Space size and usage	
<p>Below 120 pixels to 80 pixels width</p> <p>Use the Brand Space with halo but without Brand Statement The Brand Statement is not included due to legibility issues at these sizes.</p> <p>Examples of use: Medium and small-format digital banners, application idents.</p> <div data-bbox="949 686 1187 941">  </div> <p>Centred logo To be used when the Brand Space comes in from the side.</p> <p>Brand Space position</p> <div data-bbox="860 1177 1032 1235">  </div> <p>Animated digital banner 60 × 160 pixels</p> <div data-bbox="860 1321 1274 1375">  </div> <p>Animated digital banner 728 × 90 pixels</p>	<p>Below 80 pixels to 40 pixels width</p> <p>Use the Brand Space without the halo and Brand Statement This create maximum standout of the Land Rover logo.</p> <p>Examples of use: Small-format horizontal banners.</p> <div data-bbox="1641 686 1881 941">  </div> <p>Centred logo To be used when the Brand Space comes in from the side.</p> <p>Brand Space position</p> <div data-bbox="1603 1177 1765 1219">  </div> <p>Animated digital banner 234 × 60 pixels</p> <div data-bbox="1603 1321 1915 1362">  </div> <p>Animated digital banner 460 × 60 pixels</p>

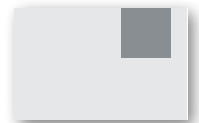
Stationery

Stationery such as letterheads, compliments slips and business cards should use the Brand Space positioned top right and bleeding off the edge. Stationery items do not require the Brand Statement.

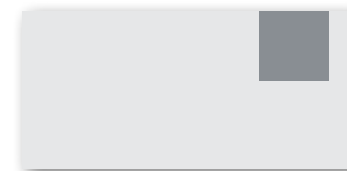
Page edge



Letterhead



Business card

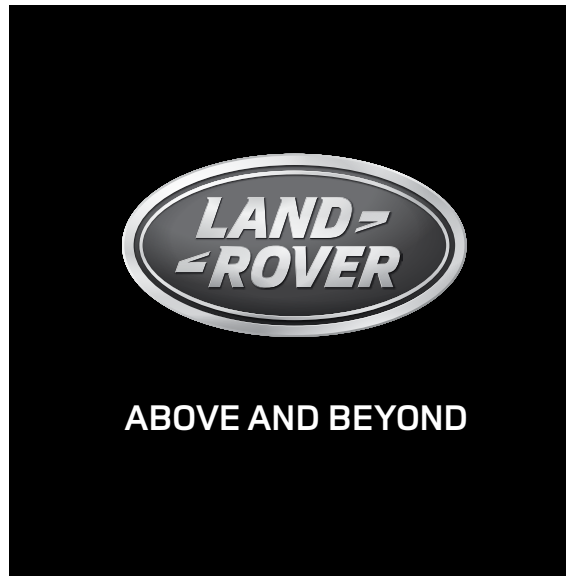


Compliments slip

Greyscale Brand Space (for use only in newsprint)

In greyscale applications, the Brand Space uses a black background and features the greyscale logo. The halo is not used on greyscale applications. The positioning rules are the same as colour applications.

Artwork for all versions of the Land Rover Logo with Brand Space are available to download from landroverhub.com.



Greyscale Brand Space for print advertising, e.g. newspaper.

Page edge

Page edge



Greyscale Brand Space for internal communications.

Aligning the Brand Space

Clear space area

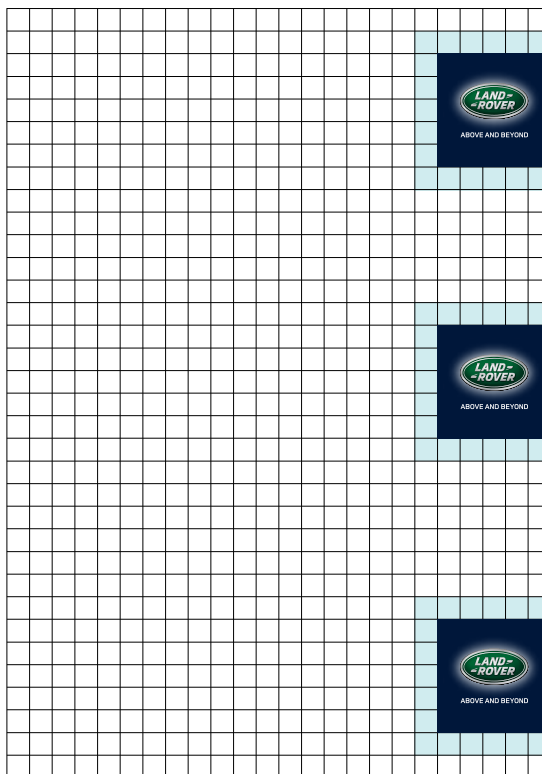
All versions of our Brand Space have a clear space area of 1 grid square.

It is very important that no part of a vehicle used within an image encroaches within this clear space area.

Choose the Brand Space location that provides the optimum standout for the image, copy and Brand Space. For campaigns, please follow the approved position.

Brand Space right-hand side

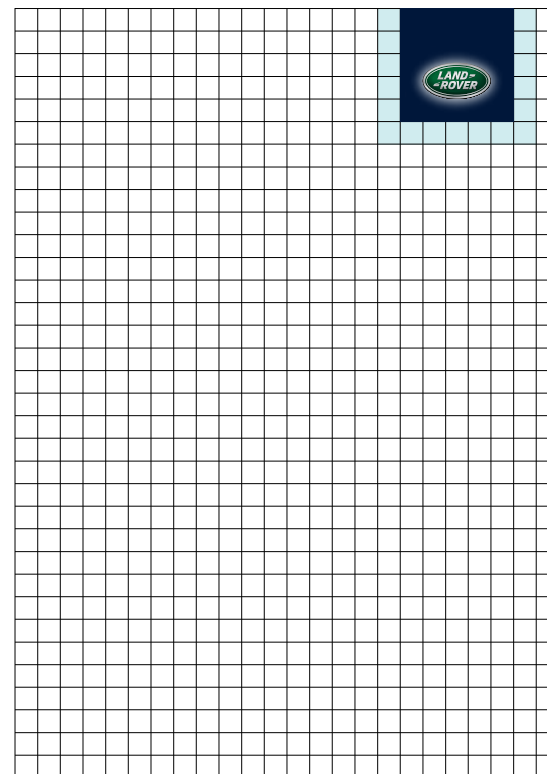
(a choice of three positions for advertising)



Blue denotes the clear space area for our Brand Space

Brand Space top

(stationery)



Print Advertising

Brand Space Sizing Principle

Our Brand Space must be used in all our advertising communications. Its recommended size in standard size communications is 5 grid squares wide. This ensures consistency across all our standard formats and creates recognition and awareness of the brand within the marketplace.

There are two occasions when it may be appropriate to adjust the size of the Brand Space and make it one grid square bigger or one grid square smaller.

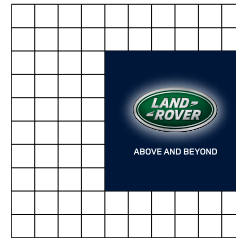
This is dependent on the type of photography, i.e. if the photography has a simple and uncluttered composition then the Brand Space can be increased by 1 grid square. The opposite is true when the photography has a lot of visual information or when the Brand Space limits the size of the vehicle, then you can reduce the size of the Brand Space by 1 grid square.

When reducing the Brand Space ensure it is **never** smaller than 24mm in width.

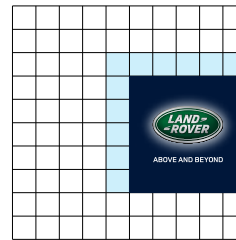
The examples on the right illustrate the scenarios when a change in Brand Space size may be required.

Please note: always use the recommended 5 grid square Brand Space to calculate the size and position of elements.

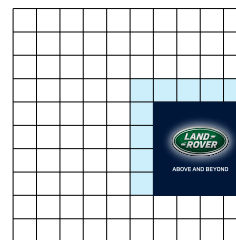
Brand Space sizes



Maximum size
6 grid squares in width



Recommended size
5 grid squares in width



Minimum size
4 grid squares in width
(can be no smaller than 24mm in width)

Brand Space size change examples



Recommended 5 grid squares Brand Space.

The Brand Space has not been enlarged because it has sufficient clear space around it and would appear too close to the tree if it were increased by 1 grid square.



Reduced Brand Space to 4 grid squares

Allows the vehicle to stand out within small Tier 3 advertising.



Increased Brand Space to 6 grid squares

For greater impact on this clean image.

Brand Space Size

Print Communications

The size of the Brand Space always relates to the grid. The table on the right displays the Brand Space sizes for standard print formats. Please refer to the 'Layout and Grid' section (page 75).

Format	Dimensions	Grid ratio	Grid square size	Brand Space sizes (5 grid squares recommended)		
Literature						
A4 cover	210 x 297mm	24 × 34	8.75mm	6 squares (52.5mm)	5 squares (43.75mm)	4 squares (35mm)
A5 cover	148 x 210mm	23.8 × 34	6.15mm	6 squares (37mm)	5 squares (30.9mm)	4 squares (24.7mm)
1/3 A4 cover	99 x 210mm	16 × 24	6.19mm	6 squares (37mm)	5 squares (30.9mm)	4 squares (24.7mm)
210 square cover	210 x 210mm	34 × 34	6.19mm	6 squares (37mm)	5 squares (30.9mm)	4 squares (35mm)
US letter cover	215.9 x 279.4mm	24.68 × 32	8.75mm	6 squares (52.5mm)	5 squares (43.75mm)	4 squares (35mm)

Print Advertising						
DL (1/3 A4)	210 x 99mm	24 x 11.3	8.75mm	6 squares (52.5mm)	5 squares (43.75mm)	4 squares (35mm)
A5 single page	148 x 210 mm	24 x 34	6.19mm	6 squares (37.14mm)	5 squares (30.95mm)	4 squares (24.76mm)
210 square	210 x 210mm	24 x 24	8.75mm	6 squares (52.5mm)	5 squares (43.75mm)	4 squares (35mm)
US letter	215.9 x 279.4mm	24.68 x 32	8.75mm	6 squares (52.5mm)	5 squares (43.75mm)	4 squares (35mm)
1/4 page	180 x 250mm	24.5 x 34	7.4mm	6 squares (44.4mm)	5 squares (37mm)	4 squares (29.6mm)
A4 single page	210 x 297mm	24 x 34	8.75mm	6 squares (52.5mm)	5 squares (43.75mm)	4 squares (35mm)
A4 double page	420 x 297mm	48 x 34	8.75mm	6 squares (52.5mm)	5 squares (43.75mm)	4 squares (35mm)
A3 single page	297 x 420mm	24 x 34	12.38mm	6 squares (74.28mm)	5 squares (61.9mm)	4 squares (49.52mm)
A3 double page	594 x 420mm	48 x 34	12.38mm	6 squares (74.28mm)	5 squares (61.9mm)	4 squares (49.52mm)
A3	297 x 420mm	24 x 34	12.38mm	6 squares (74.28mm)	5 squares (61.9mm)	4 squares (49.52mm)
A2	420 w 594mm	24 x 34	17.5mm	6 squares (105mm)	5 squares (87.5mm)	4 squares (70mm)
A1	594 x 841mm	24 x 34	24.7mm	6 squares (148.2mm)	5 squares (123.5mm)	4 squares (98.8mm)
A0	841 x 1189mm	24 x 34	35mm	6 squares (210mm)	5 squares (175mm)	4 squares (140mm)

* Brand Space sizes in this format are larger than 6 grid squares wide.

¹ Use of large-format Brand Space in these formats

Large format						
6-sheet	1200 x 1800 mm	22.6 x 34	50mm	6 squares (300mm)	5 squares (250mm)	4 squares (200mm)
48-sheet ¹	6096 x 3048 mm	24 x 48	126mm	6 squares (756mm)	5 squares (630mm)	4 squares (504mm)
96-sheet* ¹	12192 x 3048 mm	24 x 96	126mm	11 squares (1386mm)	10 squares (1260 mm)	9 squares (1134mm)

Brand Space Size

Digital Communications

The size of the Brand Space always relates to the grid. The table on the right displays the Brand Space sizes for standard digital formats. Please refer to the 'Layout and Grid' section (page 75).

Format	Dimensions	Grid ratio	Grid square size	Brand Space width
Rectangles and pop-ups:				
Rectangle	720 × 300 pixels	72 × 30	10 pixels	10 squares (100 pixels)
Rectangle	336 × 280 pixels	33.6 × 28	10 pixels	10 squares (100 pixels)
Rectangle	300 × 250 pixels	30 × 25	10 pixels	8 squares (80 pixels)
Rectangle	300 × 100 pixels	30 × 10	10 pixels	10 squares (100 pixels)
Rectangle	250 × 250 pixels	25 × 25	10 pixels	8 squares (80 pixels)
Rectangle	240 × 200 pixels	24 × 20	10 pixels	8 squares (80 pixels)
Rectangle	180 × 150 pixels	18 × 15	10 pixels	6 squares (60 pixels)

Banners and Buttons:				
Banner	728 × 90 pixels	72.8 × 9	10 pixels	10 squares (100 pixels)
Banner	460 × 60 pixels	46 × 6	10 pixels	6 squares (60 pixels)
Banner	234 × 60 pixels	23.4 × 6	10 pixels	6 squares (60 pixels)
Banner	120 × 240 pixels	12 × 24	10 pixels	10 squares (100 pixels)
Button	125 × 125 pixels	12.5 × 12.5	10 pixels	12.5 squares (120 pixels)
Button	120 × 90 pixels	12 × 9	10 pixels	12 squares (120 pixels)
Button	120 × 60 pixels	12 × 6	10 pixels	12 squares (120 pixels)
Button	88 × 31 pixels	8.8 × 3.1	10 pixels	8.8 squares (88 pixels)

Social Media:				
Facebook	851 × 351 pixels	85.1 × 35.1	10 pixels	20 squares (200 pixels)
Twitter	960 pixels width	96	10 pixels	12 squares (120 pixels)
YouTube	960 pixels width	96	10 pixels	12 squares (120 pixels)

Position in Printed Press Communications

Brand Space-right hand side

This Brand Space is used specifically for the following:

Tier 1:

Wholly owned Land Rover communications promoting a single message on brand or product.

For outdoor and print in both landscape and portrait formats. For these communications the Brand Space can be in one of three positions. The Brand Space can be centred or 2 grid squares from the top or bottom of the page. The correct position is the one that works most effectively with the photography and headline.

Tier 2:

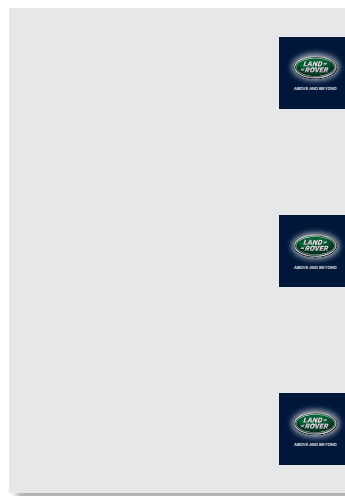
Wholly owned or originated Land Rover multi-message communications promoting a product or offer.

and Tier 3:

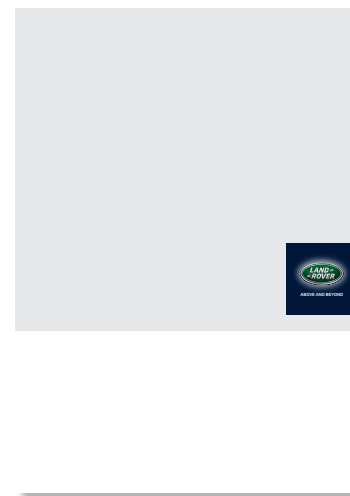
Dealer owned multi-message communications relating to Land Rover products or services.

For these communications the recommended Brand Space position for both landscape and portrait communications is within the image 1 grid square above the white text box and to the right of the page.

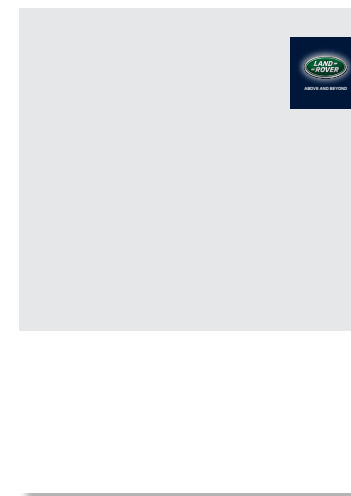
On occasion it may be necessary to move the Brand Space to the top right 2 grid squares from the edge of the page. This occurs when the composition of the image or size of the vehicle would be compromised by leaving the Brand Space in the bottom right corner.



Tier 1
A choice of three positions



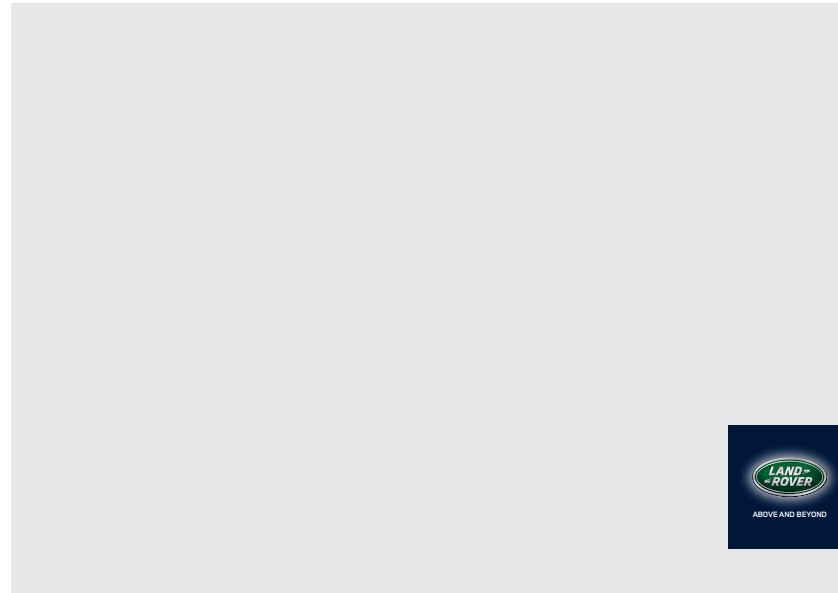
Tier 2 and 3
Alternative position



Tier 2 and 3
Alternative position

Position in Brochureware

In brochureware the Brand Space must be positioned locked to the right no closer than 2 grid squares to the bottom of the page.



Brochureware

Position in Digital and Stationery

Brand Space top

This Brand Space is used specifically for the following:

Digital communications

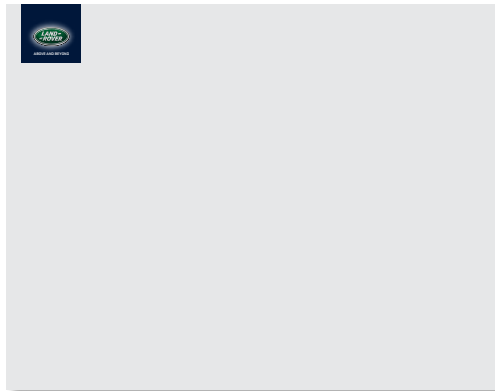
The Brand Space that locks to the top left of the page should only be used for websites and mobile applications.

On digital banners the Brand Space is placed on the right bleeding off the top edge.

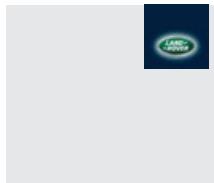
Stationery

The Brand Space is placed in the top right of the page in stationery.

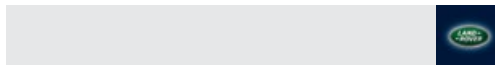
Digital communications



Website and mobile applications

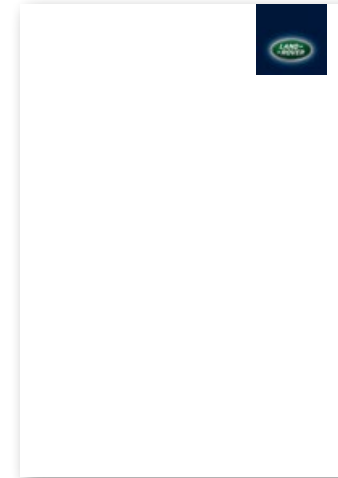


Digital banner advertisement

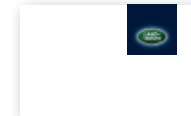


Digital banner advertisement

Stationery



Letterhead



Business card



Compliments slip

Minimum Size

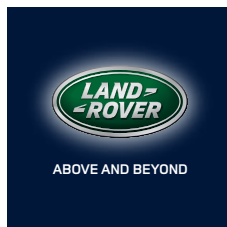
Print communications

The minimum width of the Brand Space is 24mm.

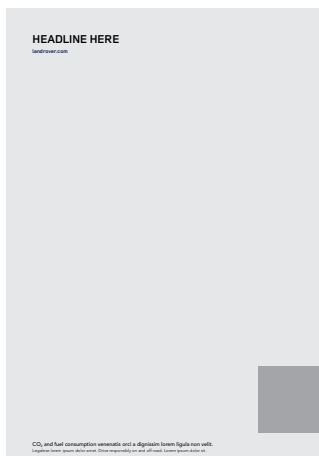
Digital communications

The minimum size of the Brand Space within digital communication is 40 pixels.

Print communications

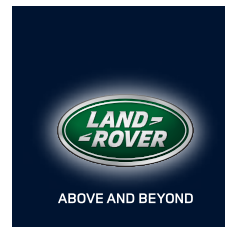


Brand Space
minimum size = 24mm

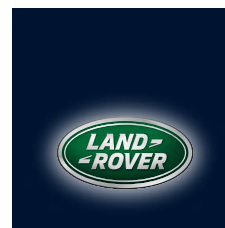


A4 single page

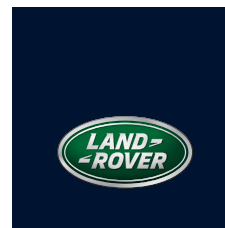
Digital communications



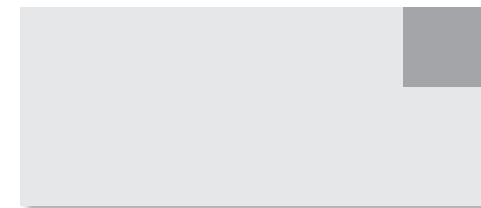
Brand Space with halo and Brand Space
minimum size = 120 pixels



Brand Space with halo but no Brand Statement
minimum size = 80 pixels



Brand Space without halo
minimum size = 40 pixels



Animated digital banner
720 × 300 pixels



Animated digital banner
336 × 280 pixels

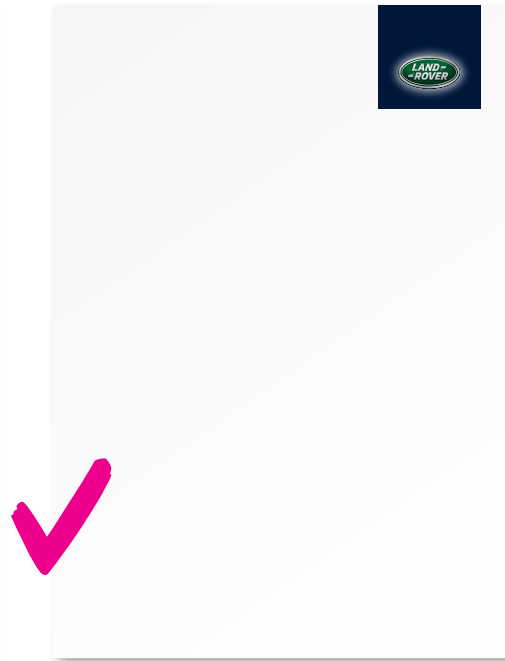


Animated digital banner
60 × 160 pixels

Logo and Brand Space Do's



Correct logo position in single-page print advertising.



Correct logo position on letterhead.



Correct application of green 2 colour-logo (green and white) on merchandise.

Logo Don'ts




Don't distort our logo to fit different formats.



Don't change the lock-up or proportion of the elements nor alter any artwork.



Don't attach unofficial descriptors to our logo.

The new  EVOQUE
will take you to the
next level.

Don't use our logo within a sentence.

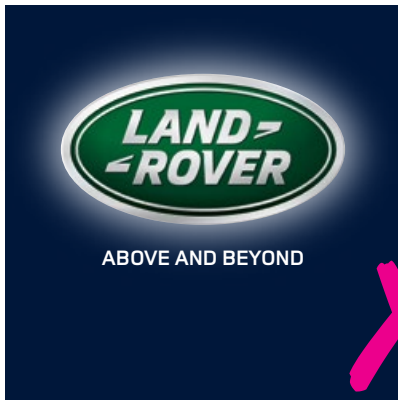


Don't change the colour of the elements.
Don't alter the artwork.



Don't use the black logo on an indigo surface.

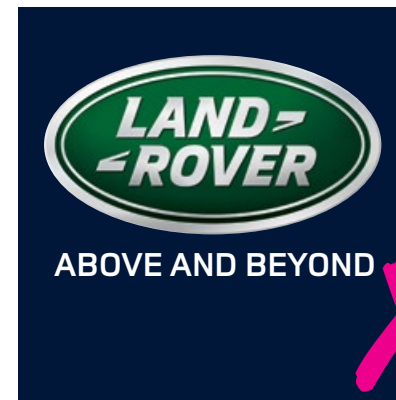
Brand Space Don'ts



Don't alter the size, relationships or positions of the logo and Brand Statement within the Brand Space.



Don't increase or decrease the halo.
Don't alter the artwork.



Don't increase the size of the logo.



Don't use other fonts for the Brand Statement.



Don't use unofficial messaging within the Brand Space.



Don't create bespoke Brand Spaces.

Typography

Introduction

Our typography reflects the iconic design of our vehicles – upright, clarity of line and purposeful. We always say what we mean and are confident in how we do it.

Overview

We use two main typefaces for our brand communications, Land Rover and Avenir.

Land Rover

Land Rover is a distinctive, specially created typeface unique to the Land Rover Brand. It is used in upper case for headlines, subheads and our product names within advertising and brochure covers. Within pages of communication it is used in title case for page titles and sub-titles.

Avenir

Land Rover is supported in Latin communications by Avenir to create a highly legible typographic style. Avenir is used in sentence case for body copy.

Avenir Next

Used in sentence case for body copy in Greek and Cyrillic communications only.

Arial

Arial is our typeface for digital and system-created internal communications. It should also be used in exceptional circumstances when Land Rover and Avenir are not available.

Colour

Type always appears in indigo, or white when reversed out of imagery. The exceptions are legalese and system-created internal communications where it appears in black. Colour can be used in digital applications to aid navigation.

Alignment

Copy is always left aligned.

We use two main typefaces

LAND ROVER

**FOR PRODUCT NAMES, HEADLINES AND SUBHEADS
AND COVER PAGES IN UPPER CASE
and Page Titles and Subtitles in Title Case**

Our bespoke primary typeface is used for all product names, headlines, subheads, titles and sub-titles within communications and for key messages. It is visually upright, capable and composed.

Avenir

For body copy in sentence case.

Our secondary typeface is used for all body copy. It is conversational, real and delivered with charm.

Avenir Next

Used in Greek and Cyrillic markets **only**.

For digital and internal communications

Arial

For body copy in sentence case within internal communications

Our tertiary typeface, Arial is used for live copy within digital and all system-created internal communications.

Primary Typeface

Latin

Land Rover Bold upper case is used for all headlines in outdoor and print advertising and all external communications such as brochure. It is also used for our product names and to add extra emphasis to key messaging.

Land Rover Medium title case is used for page titles on the inside pages of a communication.

Land Rover Light can be used in upper case as a subhead within outdoor and print advertising. Title case can be used for subtitles and pull-out text (key brand messages) within the inside pages of a communication.

Downloading Land Rover

Land Rover is free to download and use for Land Rover employees and our partner agencies at landroverhub.com.

For headlines, subheads, product names, page titles, subtitles and key brand messages.

Land Rover Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Land Rover Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Land Rover Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Primary Typeface

Greek and Cyrillic

The Land Rover font (Land Rover 04) has a built-in Greek and Cyrillic character set that can be accessed through the glyphs menu and comes in three weights, Bold, Medium and Light.

Use these fonts in exactly the same way that the Latin font is used.

For headlines, subheads, product names, page titles, subtitles and key brand messages.

Greek

Land Rover Bold

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
Α'Ε'Η'Ι'Ο'Υ'Ω
αβγδεζηιλμνξορςστυφχψω
άέήϊόϋώϊύϋ

Land Rover Medium

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
Α'Ε'Η'Ι'Ο'Υ'Ω
αβγδεζηιλμνξορςστυφχψω
άέήϊόϋώϊύϋ

Land Rover Light

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
Α'Ε'Η'Ι'Ο'Υ'Ω
αβγδεζηιλμνξορςστυφχψω
άέήϊόϋώϊύϋ

Cyrillic

Land Rover Bold

АБВГДЕЖЗИЙКЛМНОПРСТУФХ
ЦЧШЩЪЫЬЭЮЯ
абвгдежзийклмнопрстуфхцчш
щъыьэюя

Land Rover Medium

АБВГДЕЖЗИЙКЛМНОПРСТУФХ
ЦЧШЩЪЫЬЭЮЯ
абвгдежзийклмнопрстуфхцчш
щъыьэюя

Land Rover Light

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦ
ЧШЩЪЫЬЭЮЯ
абвгдежзийклмнопрстуфхцчшщ
ъыьэюя

Secondary Typeface

Latin

Avenir Heavy sentence case can be used for our product names in body copy, subtitles and to highlight a key message within body copy.

Avenir Medium sentence case can be used for body copy including legalese where Avenir Light is not appropriate (e.g. on images when text requires extra standout).

Avenir Light sentence case can be used for body copy including legalese.

Download Avenir Latin alphabet
The Avenir font can be purchased and downloaded from [linotype.com](https://www.linotype.com)

For body copy.

Avenir Heavy used for our product names in body copy, subtitles and to highlight a key message within body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Avenir Medium used for body copy including legalese

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Avenir Light used for body copy including legalese

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Secondary Typeface

Greek and Cyrillic

We use Avenir Next for all Greek and Cyrillic markets. It comes in two weights, Medium and Light.

Avenir Next Medium sentence case can be used for subtitles and for highlighting our product names or key messages within body copy. Legalese can also be set in Avenir Next Medium but only when Avenir Light is not appropriate e.g. on images when text requires extra standout.

Avenir Next Light sentence case can be used for body copy including legalese.

Download Avenir Next alphabet

The Avenir Next font can be purchased and downloaded from **linotype.com**

For body copy.

Greek

Avenir Next Medium

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨ
Ω ΆΈΗΪΌΥΩ
αβγδεζθιλμνξορςστυφχψω
άέήίόϋώϊϋ

Avenir Next Light

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨ
Ω ΆΈΗΪΌΥΩ
αβγδεζθιλμνξορςστυφχψω
άέήίόϋώϊϋ

Cyrillic

Avenir Next Medium

АБВГДЕЖЗИЙКЛМНОПРСТУ
ФХЦЧШЩЪЫЬЭЮЯ
абвгдежзийклмнопрстуфхцчш
щъыьэюя

Avenir Next Light

АБВГДЕЖЗИЙКЛМНОПРСТУФ
ХЦЧШЩЪЫЬЭЮЯ
абвгдежзийклмнопрстуфхцчш
щъыьэюя

Typeface for Digital and Internal Communications

Arial Bold can be used for titles and sub-titles and to highlight a key word within body copy.

Arial Regular is used for all body copy. Arial is a universally available system font.

For live copy within digital and all system-created internal communications.

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz**

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Typeface Selection for Different Languages

The table on the right details our recommendations on font selection for markets that do not have our brand fonts in their alphabet.

These have been selected in order to conform with the Land Rover identity and achieve a consistent presentation in communications throughout the globe.

Language	Typeface for Headline	Typeface for Body Copy	Typeface for On-screen
Arabic	Frutiger 45 Light Frutiger 55 Regular Frutiger 65 Bold تالمريكي تلبرت	Frutiger 45 Light Frutiger 55 Regular Frutiger 65 Bold تالمريكي تلبرت	Arial Regular Arial Bold عاسم
Chinese	Hiragino Sans W3 Hiragino Sans W6 汉体书写信息技	Hiragino Sans W3 Hiragino Sans W6 汉体书写信息技	Hiragino Sans W3 Hiragino Sans W6 汉体书写信息技
Korean	HY Gothic Light HY Gothic Medium HY Gothic Bold 유니코드에 대해	HY Gothic Light HY Gothic Medium HY Gothic Bold 유니코드에 대해	Arial Regular Arial Bold 제맥습있까골
Hindi	Devanagari Simplified Light Devanagari Simplified Roman Devanagari Simplified Bold है। इसका क्षेत्रफल	Devanagari Simplified Light Devanagari Simplified Roman Devanagari Simplified Bold है। इसका क्षेत्रफल	Devanagari Simplified Light Devanagari Simplified Roman Devanagari Simplified Bold है। इसका क्षेत्रफल
Thai	Sirichana Light Sirichana Bold ประเทศไทย โครงการ	Sirichana Light Sirichana Bold ประเทศไทย โครงการ	Sirichana Light Sirichana Bold ประเทศไทย โครงการ

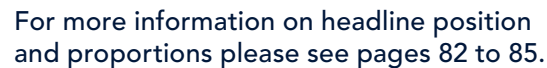
URL Naming Convention

URLs are set in Land Rover Bold, lower case, in white or indigo. The website address should not contain the prefix 'www' on any communication or in text, and is the preferred URL on all Tier 1 and Tier 2 communications.

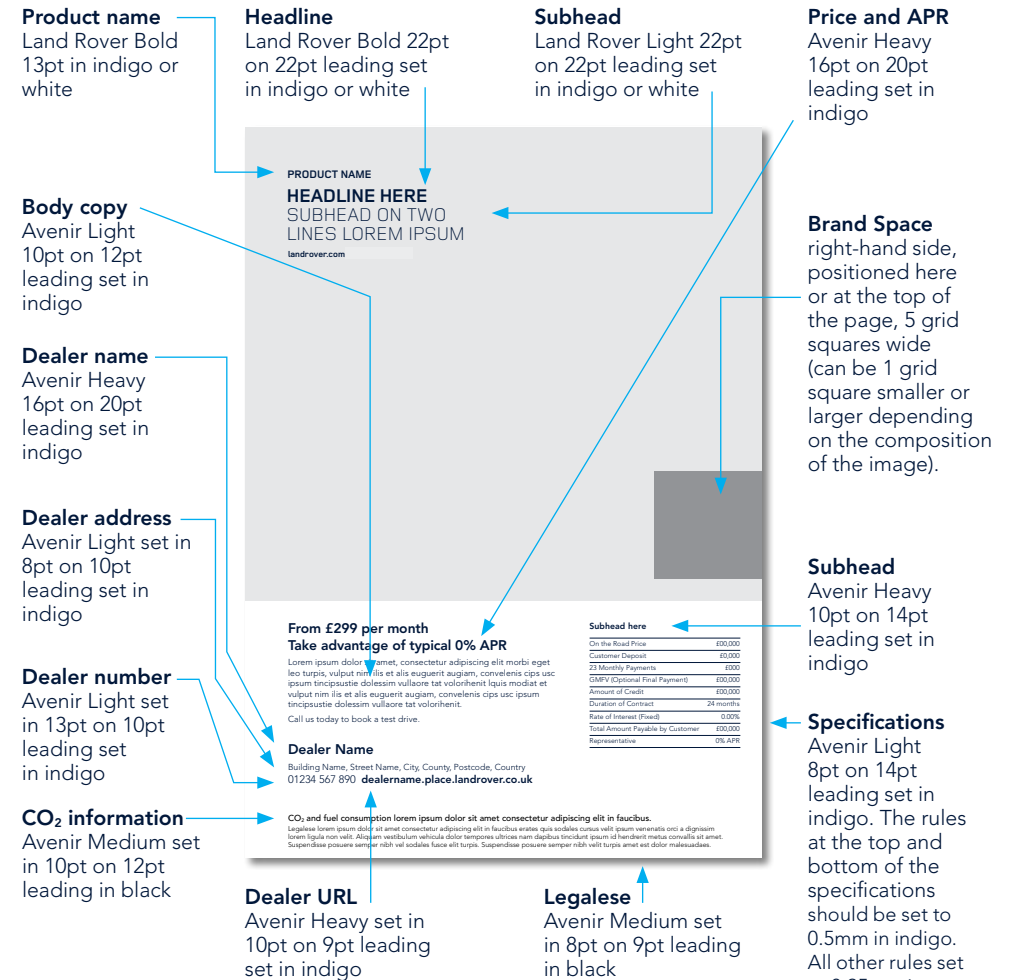
- 1 **landrover.com**
- 2 **landrover.country**

Land Rover Bold 463pt on 463pt leading set in indigo or white

URL Land Rover Bold 160pt on 160 leading set in indigo or white



Dealer advertising – Single page A4



Examples – Brochure and Digital Banner

Brochure spread



Avenir Light
Sentence case set in indigo

Digital banner

Land Rover Bold
upper case set in indigo

**BEARUM ISIN EVERUM LAB INUM
CERFERUNTIN RE COMMOS IPIS**

Land Rover Medium
upper case set in indigo

CALL TO ACTION >>

Examples – Internal PowerPoint Template

PowerPoint opening slide 16x9

Arial Bold sentence case
22pt on 24pt line spacing
set in indigo

Arial Regular sentence case
16pt on 22pt line spacing
set in indigo

**Presentation Title set in Arial Bold
22pt Title Case on a 24pt Line Spacing**



Author Title set in Arial Regular 16pt
Month Day Year set in Arial Regular 16pt

PowerPoint text slide 16x9

Arial Bold sentence case
18pt on 22pt line spacing
set in indigo

Arial Regular sentence case
18pt on 22pt line spacing
set in 60% black

Text slide Arial 18pt bold on 22pt line spacing
Sub title Arial 18pt regular



Sub headings set in Arial 12pt bold

Reduced body copy should be set in Arial 12pt with 15pt line spacing. At volorum sinvelia por sita quodia quate vel id quae.

To emphasise a word of phrase set the text in bold italics as shown in this sentence.
Apellesecum cum soleste voluptatem et, untur accust harum ad quid millam quunt.

Sub headings set in Arial 12pt bold

Reduced body copy should be set in Arial 12pt with 15pt line spacing. At volorum sinvelia por sita quodia quate vel id quae. Pienisc et erit quam erendi voluptatia sita ius. Apellesecum cum soleste voluptatem et, untur accust harum ad quid millam quunt. Pienisc et erit quam erendi. At volorum sinvelia por sita quodia quate vel id quae. Pienisc et erit quam erendi voluptatia sita.

Sub headings set in Arial 12pt bold

Reduced body copy should be set in Arial 12pt with 15pt line spacing. At volorum sinvelia por sita quodia quate vel id quae.

Sub headings set in Arial 12pt bold

- > First line indent text is set in Arial 12pt with 15pt line spacing, set in Arial 12pt with 15pt line spacing
- > First line indent text is set in Arial 12pt with 15pt line spacing, set in Arial 12pt with 15pt line spacing
 - Second line indent is set in Arial 12pt with 15pt line spacing using the greater than arrow
 - Second line indent is set in Arial 12pt with 15pt line spacing using the greater than arrow
 - Second line indent is set in Arial 12pt with 15pt line spacing using the greater than arrow

Proprietary | 11/06/2013 | 6

Arial Bold sentence case
12pt on 15pt line spacing
set in indigo

Arial Regular sentence case
12pt on 15pt line spacing set
in indigo

Typography Do's

ROAD RAGE? RISE ABOVE IT.
landrover.com

Official fuel consumption figures for the x in l/100km (mpg): Urban x.x (xx.x) – x.x (xx.x), Extra urban x.x (xx.x) – x.x (xx.x), Combined x.x (xx.x) – x.x (xx.). CO2 emissions g/km: xxx – xxx. Drive responsibly on and off-road.

Tier 1 advertising – correct use of Land Rover Bold in headline.

"The signature clamshell bonnet, floating roof, deep imposing grille and headlamp graphics have the familiar Range Rover presence. Yet, a closer look reveals subtle differences; the new silhouette is gently tapered and more curved giving the vehicle a more streamlined, aerodynamic shape."

Richard Woodley
Land Rover Design
Studio Director

Brochure spread – correct use of Avenir Light used for body copy.

PRODUCT NAME

HEADLINE HERE
SUBHEAD ON TWO
LINES LOREM IPSUM

landrover.com

From £299 per month
Take advantage of typical 0% APR

Lorem ipsum dolor sit amet, consectetur adipiscing elit morbi eget leo turpis, vulput nim ilis et alis euguerit augiam, convelenis cips usc ipsum tincipustie dolessim vullaore tat volorihenit lquis modiat et vulput nim ilis et alis euguerit augiam, convelenis cips usc ipsum tincipustie dolessim vullaore tat volorihenit.

Call us today to book a test drive.

Dealer Name

Building Name, Street Name, City, County, Postcode, Country
01234 567 890 **dealersname.place.landrover.co.uk**

CO₂ and fuel consumption lorem ipsum dolor sit amet consectetur adipiscing elit in faucibus.

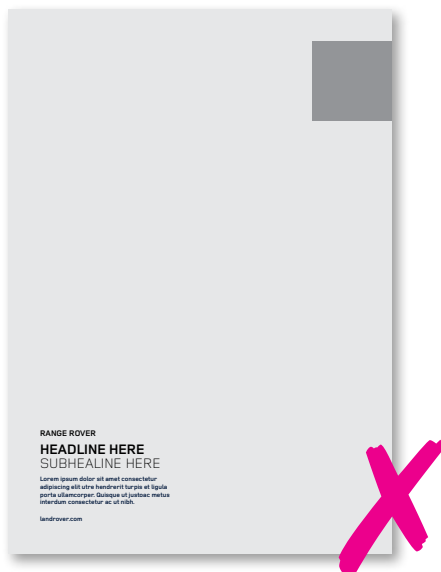
Legalese lorem ipsum dolor sit amet consectetur adipiscing elit in faucibus erates quis sodales cursus velit ipsum venenatis orci a dignissim lorem ligula non velit. Aliquam vestibulum vehicula dolor tempus ultrices nam dapibus tristique ipsum id hendrerit metus convallis sit amet. Suspendisse posuere semper nibh vel sodales fusce elit turpis. Suspendisse posuere semper nibh velit turpis amet est dolor malesuadaes.

Subhead here

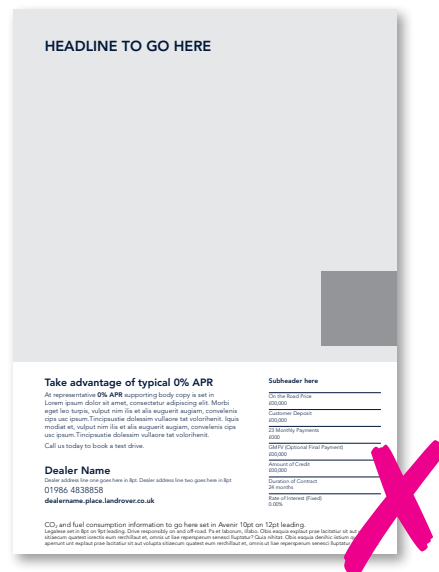
On the Road Price	£00,000
Customer Deposit	£0,000
23 Monthly Payments	£000
GMFV (Optional Final Payment)	£00,000
Amount of Credit	£00,000
Duration of Contract	24 months
Rate of Interest (Fixed)	0.00%
Total Amount Payable by Customer	£00,000
Representative	0% APR

Tier 3 advertising – correct hierarchy of information.

Typography Don'ts



Don't use Land Rover typeface for body copy.



Don't use Avenir for headlines.

AVENIR BLACK
 AVENIR BOOK
AVENIR HEAVY OBLIQUE
AVENIR HEAVY OBLIQUE
AVENIR HEAVY OBLIQUE

Don't use weights of Avenir other than Heavy, Medium or Light (and their Italics) or any other typeface.

HEADLINE

Don't stretch, distort or add effects to our typefaces.

Colour

Introduction

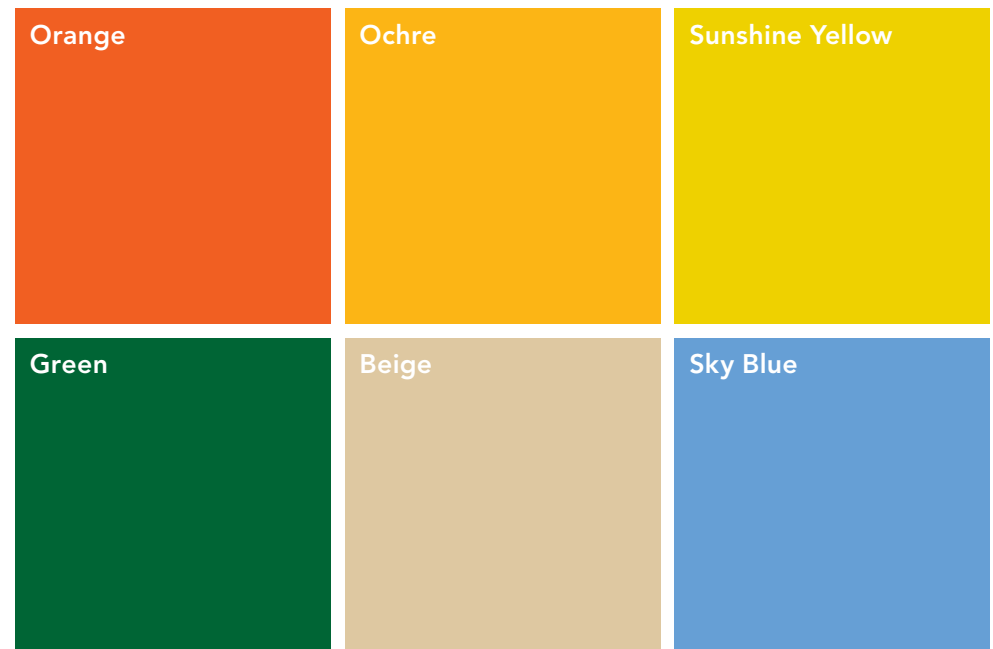
Our colour palette is made up of our brand colour and the colours of the world in which we live.

Overview

Core colour palette



Content colour palette



Core Colour Palette

Core colour palette

Indigo is our key brand colour. It is used for typography, Brand Space and other graphic elements. It can be used with our functional colours of black, silver and white.

Land Rover Indigo

Pantone 296C

CMYK: 100, 58, 10, 80

RGB: 3, 27, 52

HTML: 00173A

Black

Black

CMYK: 0, 0, 0, 100

RGB: 35, 31, 32

HTML: 231f20

Silver

Pantone 877C

CMYK: 0, 0, 0, 30

RGB: 188, 190, 192

HTML: BCBEC0

White

White

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255b

HTML: ffffff

Content Colour Palette

Content colour palette

We have six supporting colours that make up our content palette. They are warm and natural colours that are both contemporary and from our heritage.

The use of the content colour palette is limited. It is used as an accent colour within graphic devices and exclusively for graphs and charts within PowerPoint. Along with indigo, the content palette is used to make up the spectrum of colour in our photography (see page 60).

Digital usage

Sky Blue should be used within navigation to highlight where you are or where you have been. We call these location markers, and they will be used extensively in website interfaces that have many menus and pages to click through.

Orange is used to highlight all active links within a website or web banner. These buttons, when clicked, launch a completely new website. As such they are external-facing links.

* Green

To avoid conflict with our logo, green is used in photography only. Never use green for typography or graphic devices.

Orange	Ochre	Sunshine Yellow
Pantone 166C CMYK: 0, 78, 100, 0 RGB: 224, 82, 6 HTML: E05206	Pantone 131C CMYK: 0, 32, 100, 0 RGB: 232, 167, 19 HTML: E8A713	Pantone 1225C CMYK: 0, 6, 100, 9 RGB: 237, 212, 0 HTML: EDD400
* Green	Beige	Sky Blue
Pantone 349C CMYK: 91, 12, 92, 44 RGB: 0, 105, 60 HTML: 00693C	Pantone 7502C CMYK: 6, 14, 35, 7 RGB: 211, 191, 150 HTML: D3BF96	Pantone 659C CMYK: 59, 27, 0, 0 RGB: 101, 159, 213 HTML: 659FD5

Tints Exception – For Internal Charts and Diagrams Only

Tints of the core colour palette can be used to segment and differentiate parts of a chart, diagram or page.

Tints can be used at 10% intervals between 80% and 20%. Avoiding tints above 80% ensures our 100% colours remain distinct. Not using tints below 20% avoids colours that look too weak.

Tints of content colour palette are not to be used – except in PowerPoint graphs and tables.

Core colour palette tints

	Indigo	Black	Silver
80%			
70%			
60%			
50%			
40%			
30%			
20%			

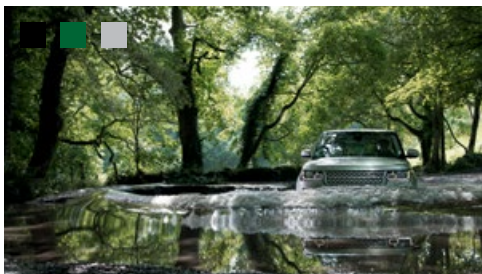
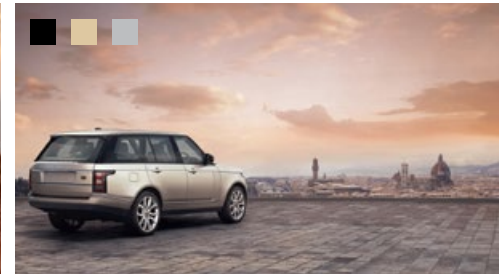
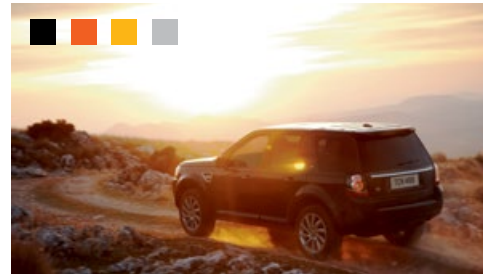
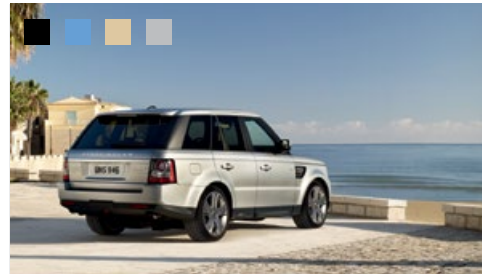
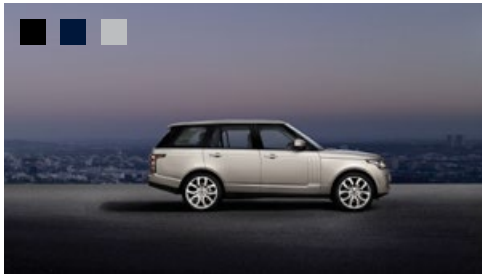
Photographic Colour Spectrum

The colour and vibrancy in our communications comes mainly through our photography. To ensure a consistent tone within our photography that is recognisably Land Rover, select/shoot your imagery with our content colour palette in mind.

Over saturation of one particular colour should also be avoided.

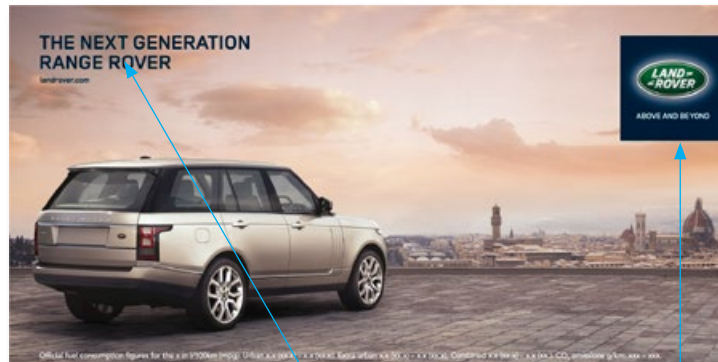
Please refer to page 65 for more guidance on photography style and content.

Your image does not have to contain all the colours within our colour palette but should fit within the spectrum shown below.



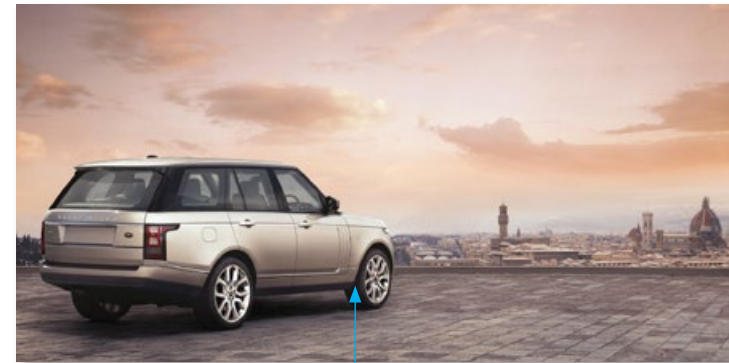
Application

Advertising



Core colour palette:

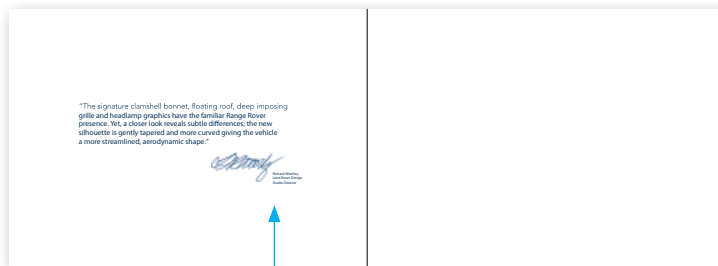
1. Typography
2. Logo and Brand Space



Content colour palette:

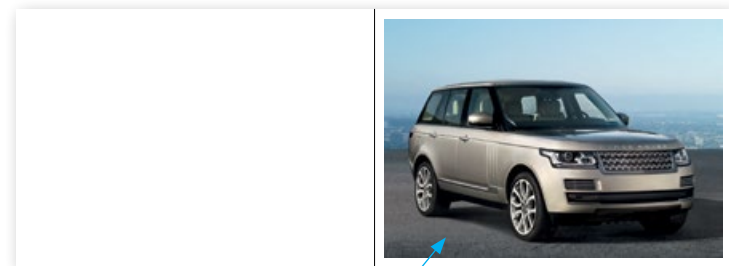
1. Photography

Brochure



Core colour palette:

1. Typography



Content colour palette:

1. Photography

Application

Website



Core colour palette:
1. Logo and Brand Space
2. Typography



Content colour palette:
1. Photography
2. Graphic elements

Digital banner advertising



Core colour palette:
1. Logo and Brand Space
2. Typography

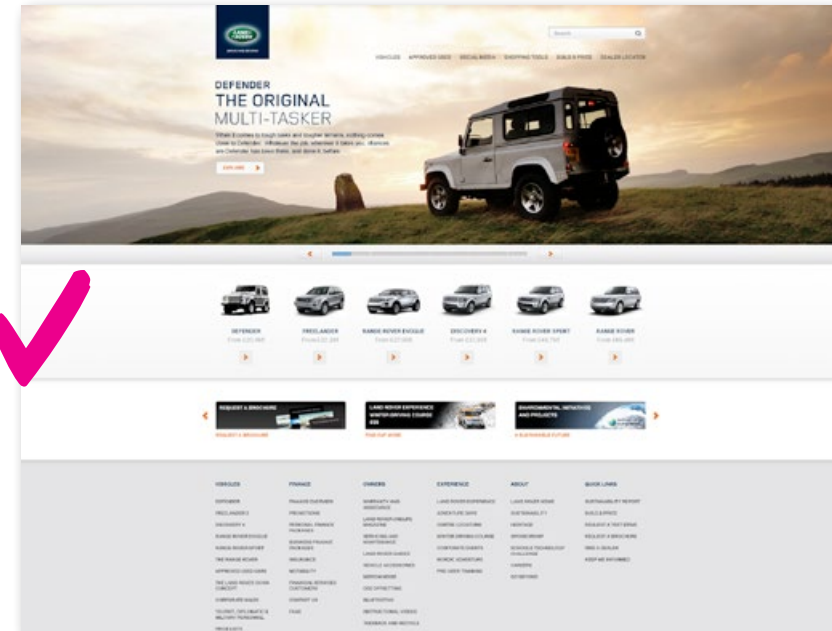


Content colour palette:
1. Photography
2. Graphic elements

Colour Do's

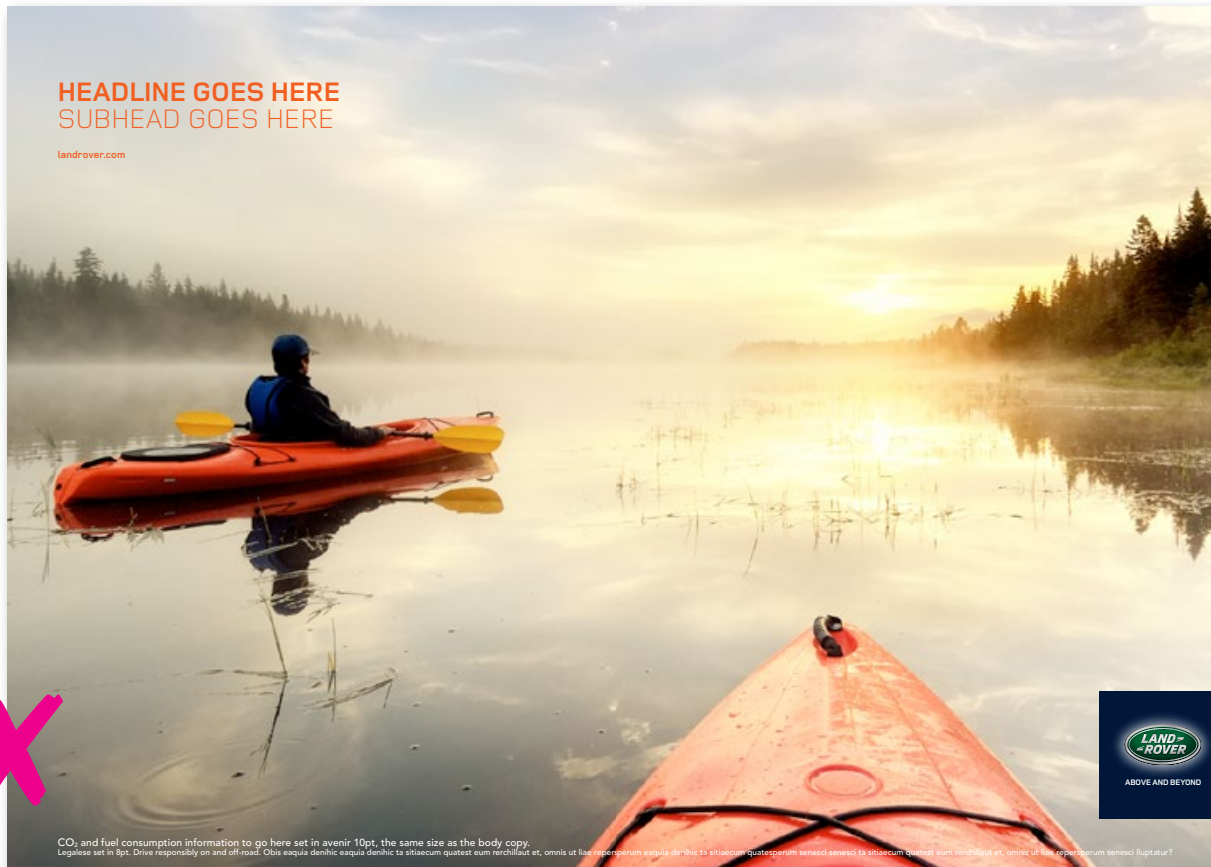


Tier 1 advertising – correct use of colour in photography.

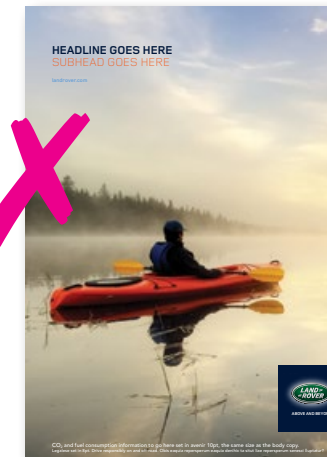


Website – correct use of colour in photography and graphic devices.

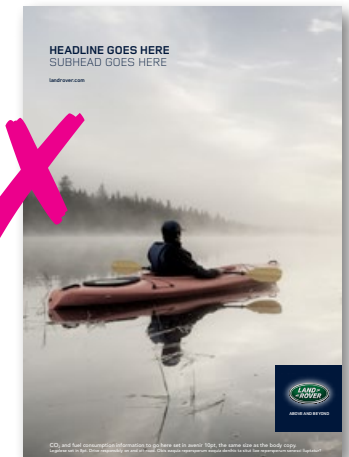
Colour Don'ts



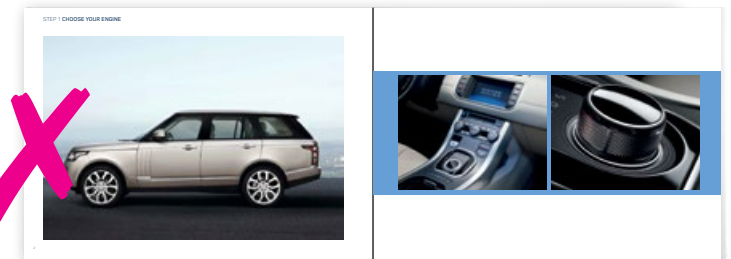
Don't use any other core colour for type other than indigo and white (black can be used for legalese).



Don't use multiple colours for any copy.



Don't use colours outside the colour spectrum



Don't use solid colours around imagery

Photography

Introduction

Rich stories come from our customers making more of their world with confidence. 'Keeping it Real' is the central belief at the heart of our photography.

Be Iconic

Unmistakably Land Rover

Stylistic elements:

1. Create compositions that appear visually simple.
2. Offer scenarios with meaning to our customers.
3. Deliver impact and visual strength in the way we shoot.
4. Showcase our iconic design by capturing our recognisable characteristics.



Always Capable with Composure

Delivering a sense of calm
however dramatic the situation

Stylistic elements:

1. Tell stories of capability.
2. Our products don't always need to be centre stage.
3. Demonstrate composure.
4. Dramatise our unique ability to tackle any terrain with absolute control.



Keep it Real

Always feel natural and authentic

Stylistic elements:

1. The images should always appear to be created in camera, resist use of post-production.
2. Use models empathic to the situation.
3. Dust and mud or showroom condition? Think what's natural for the scenario.



Capture our British Charm

We take what we do seriously
but not ourselves

Stylistic elements:

1. Never afraid to enjoy what we're doing.
2. Always modest and never brash.
3. Expert doesn't mean boring.



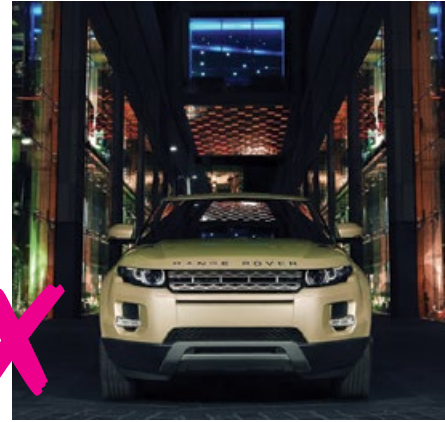
Photography Don'ts



Don't use over-contrasted images.



Don't use black and white images.



Don't use images that are too dark.



Don't use adjusted backgrounds.



Don't crop the car.



Don't use 'effects' to create drama.



Don't use dull imagery.



Don't use images with no complementary contrast.

Photography Don'ts



Don't position the vehicle across the fold in a double-page spread application.



Don't position the vehicle within the clear space of the Brand Space.



Don't compromise the size of the vehicle. Present the vehicle at the best size and composition to create impact and drama.

Language

Introduction

We speak through our Brand Character of the Unruffled Hero. With understated confidence we're always sure in what we say, and how we say it. Optimistic, human and not afraid to express our personality.

Our Character

The Unruffled Hero has traits that inform how we speak:

- We speak with confidence but are never arrogant
- We are positive but realistic
- We use simple language and never over claim
- We are inviting and approachable with a touch of British charm

We are	We're not
Determined	Ruthless
Genuine	Insincere
Courageous	Forceful
Understated	Passive
Confident	Arrogant
Worldly	Aloof
Poised	Reticent
Composed	Cold
Charming	Cheesy
Passionate	Obsessive
Driven	Selfish
Approachable	Over-familiar
Hands-on	Controlling
Hardworking	Single-minded
Grounded	Everyday

Language – Content and Style

Our character gives us our tonality and personality.
The following guidance helps you think about the words we use (the content) and the way we use them (the style).

Content	
Do	Don't
Quickly state the main benefit	Don't have general introductions
Use features to support benefit claims	Don't talk about features without explaining the benefits they bring
Explain how our products help customers embrace life's challenges	Don't talk about Land Rover more than the customer experience

Style	
Do	Don't
Use simple language	Don't use too many adjectives and adverbs or use technological terms, unless you have to
Be confident yet understated	Don't sound boastful or arrogant
Vary sentence length for a more enjoyable read	Don't overuse the subject/verb/object sentence structure or make long statements
Be single-minded, talk about one thing at a time	Don't talk about too many things in any one sentence/paragraph
Be approachable but not too familiar	Don't be abrupt, over-demonstrative or use slang
Use British charm and wit	Don't make jokes

Layout and Grid

Introduction

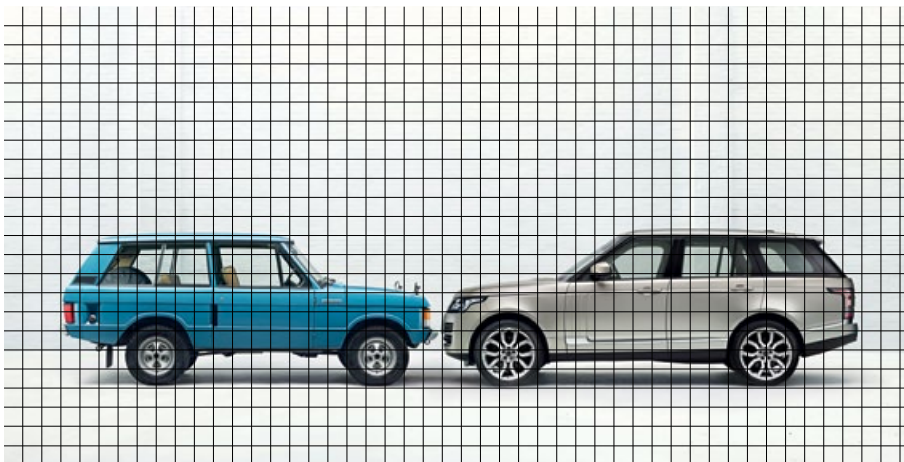
Our layout has been designed to create a sense of composure for our brand. The layout ensures the brand is always clearly presented and complements the content of our communications.

To enable consistency and structure in our layouts we have developed a grid system. The Land Rover grid ensures we are purposeful when we express ourselves. It keeps all elements in proportion and makes us consistent whichever channel we are in.

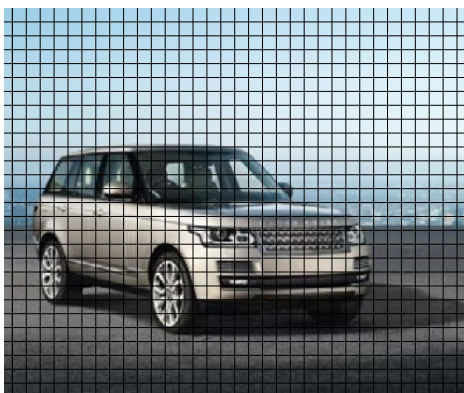
Overview

Our grid system ensures the consistent, accurate and precise layout of our Brand Identity across all formats.

We have developed two grid systems, one for all print communications and one for all digital communications, that optimise branding and messaging.



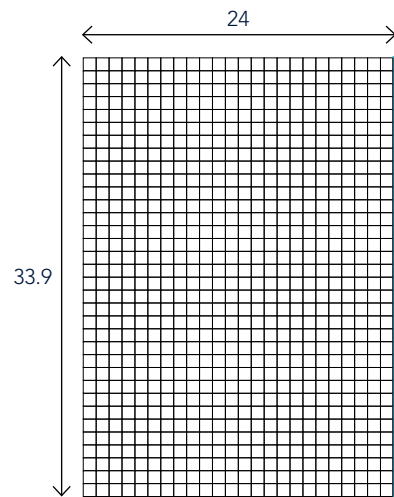
Print communications grid.



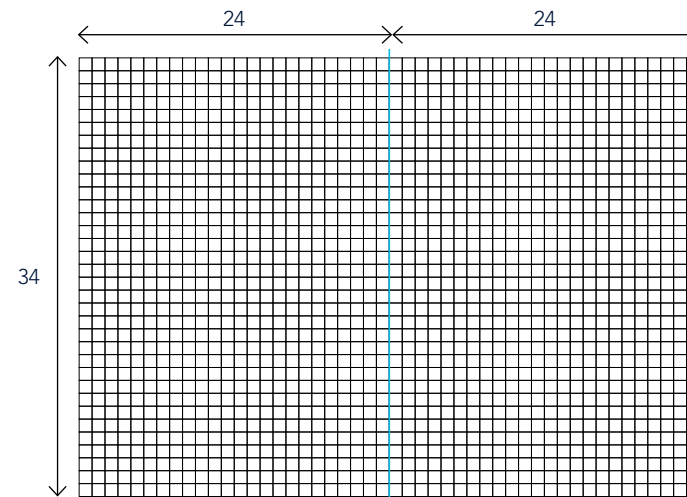
Digital communications grid.

Print Advertising Communications

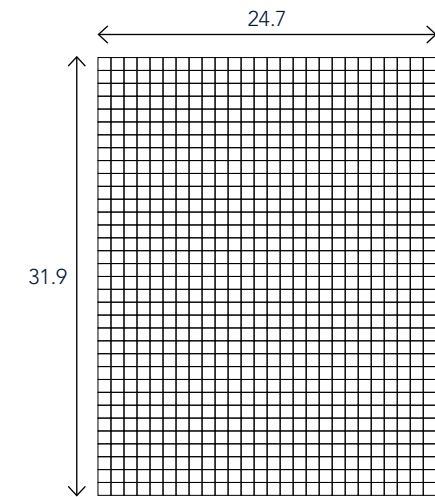
Grid sizes for standard print communications



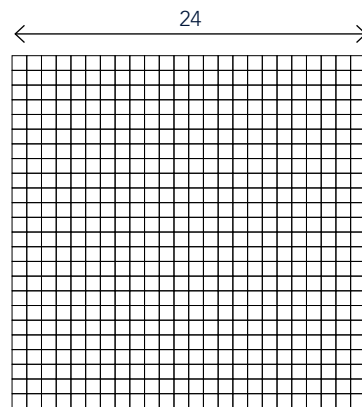
A4 single-page print advertising



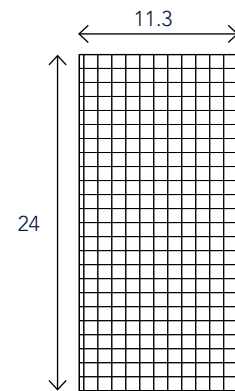
A4 Double-page print advertising



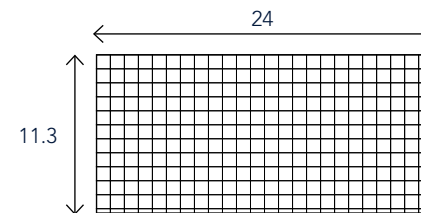
US letter print advertising



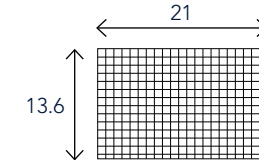
210 x 210mm brochure cover



1/3 A4 leaflet cover



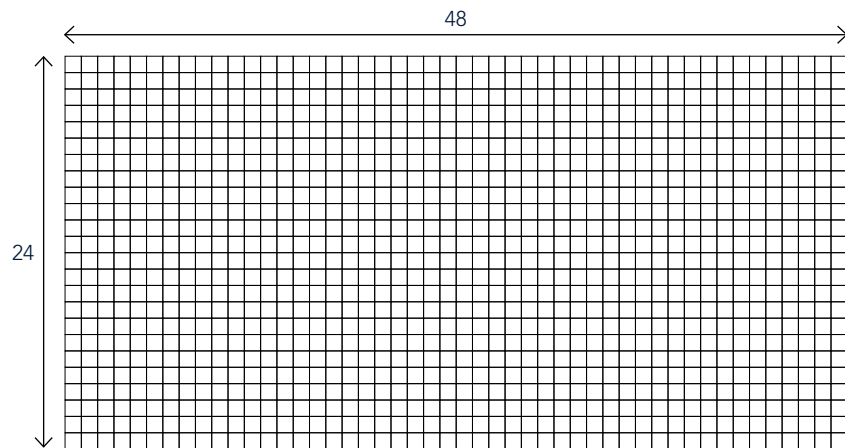
1/3 A4 flyer



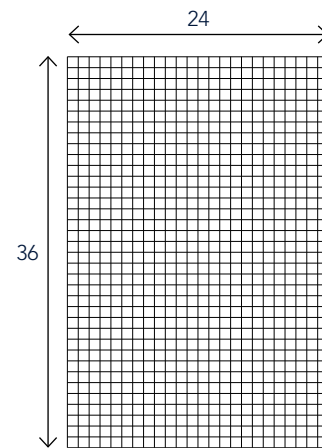
Business card

Large Print Formats

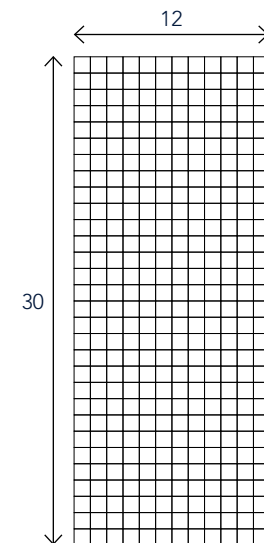
Grid sizes for standard large print formats



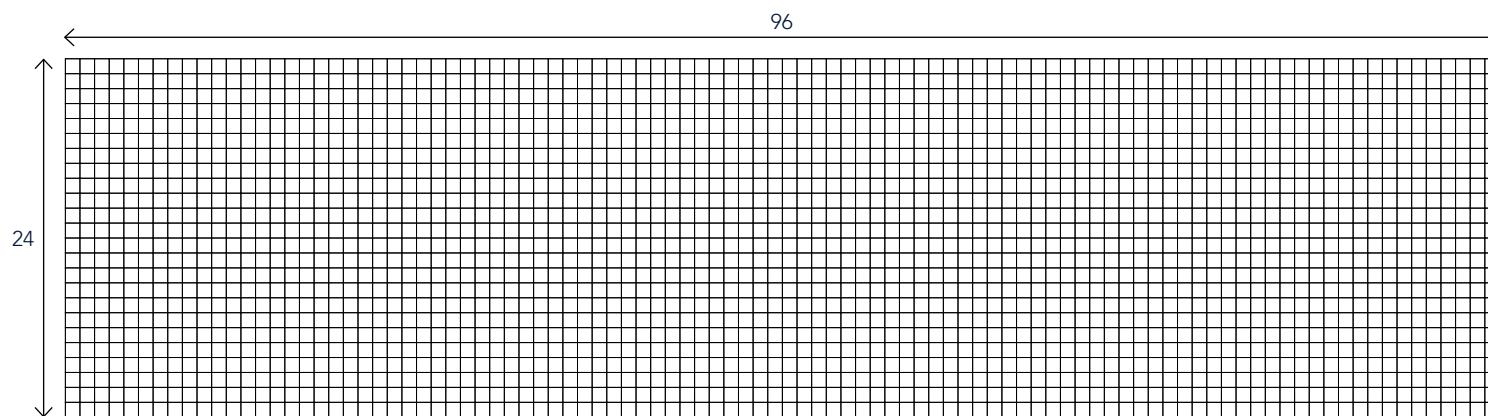
48-sheet advertisement



6-sheet advertisement



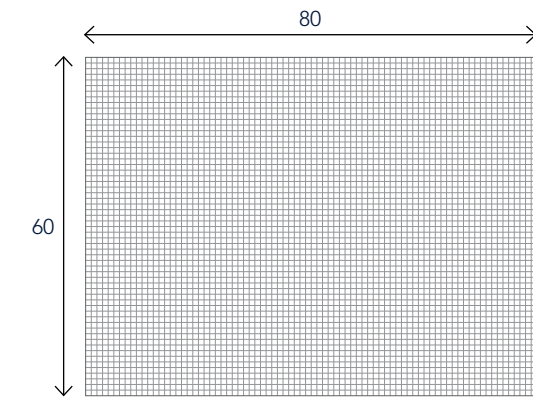
Pull-up banner



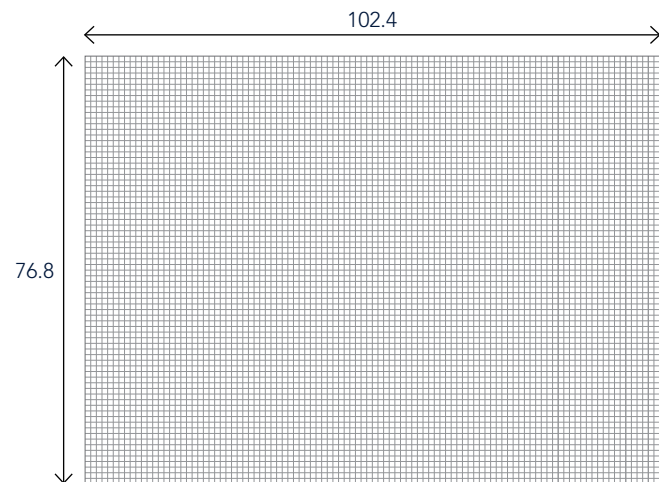
96-sheet advertisement

Digital Communications

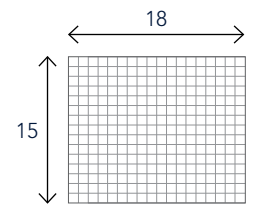
Grid sizes for standard digital formats



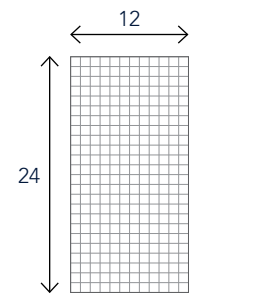
Website 800 x 600 pixels grid



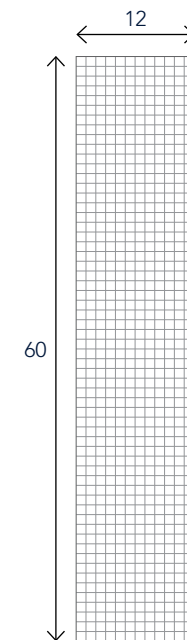
Website 1024 x 768 pixels grid



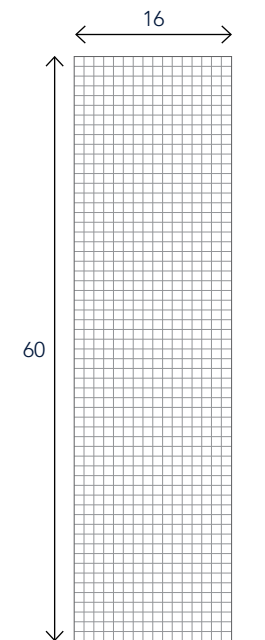
Animated digital banner
180 x 150 pixels grid



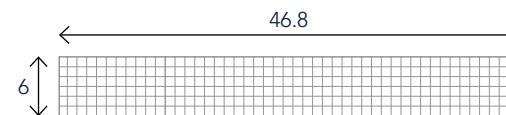
Animated digital banner
120 x 240 pixels grid



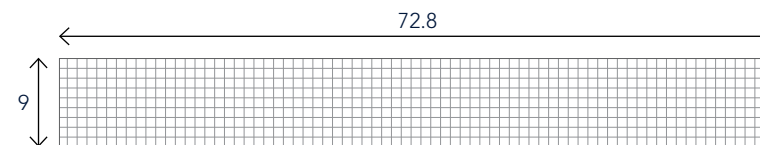
Animated digital banner
120 x 600 pixels grid



Animated digital banner
160 x 600 pixels grid



Animated digital banner
468 x 60 pixels grid



Animated digital banner
728 x 90 pixels grid

Print – Scaling the Grid for Exceptional Applications

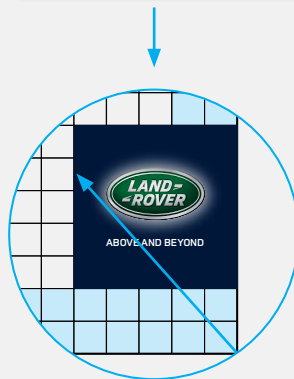
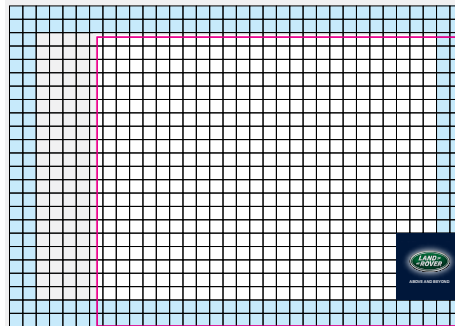
When a format does not have a specified grid, take the A4 grid and scale it up or down to fit the longest length of the exceptional format. Then simply add or take away squares until the format is completely covered by grid squares.

This scaling mechanism can be applied to all formats, portrait or landscape.

Always scale the grid from the corner or side that the Brand Space is on as this will ensure that the border around the logo is always made up of perfect squares.

Step 1.

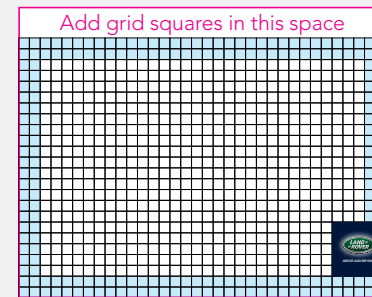
Scale down (in this example) the A4 grid until the longest length snaps to the longest length of the exceptional format.



Always scale the grid from the corner or side closest to where the Brand Space will be positioned. This ensures that the border around the logo is always made up of perfect squares.

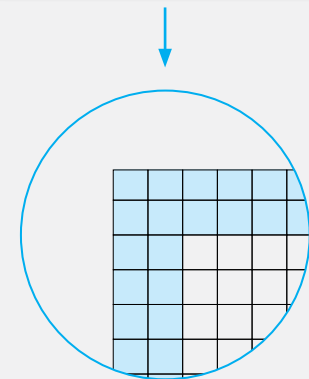
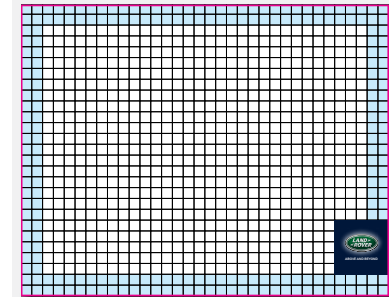
Step 2.

When the grid snaps to, you may find that the grid is larger or smaller than the exceptional format height. As in this example, add more squares to fill the space, or take away squares if the grid exceeds the height.



Step 3.

The grid is complete.



The corner opposite the Brand Space should have at least one full grid square aligned to the edge of the format.

Headline and Brand Space on Print Advertising Communications

Headline position

There are three positions for headlines within outdoor and print advertising. This allows copy lines to work more effectively and sympathetically with photography (content).

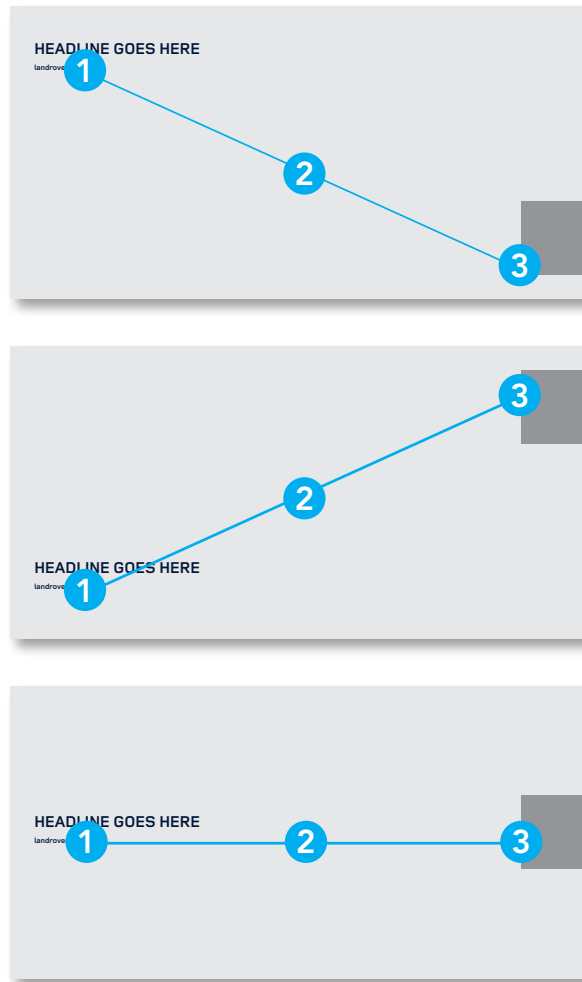
The headline should always be positioned 2 grid squares from the left edge of the page. The headline should be positioned 2 grid squares from the top or the bottom of the page.

Alignment with Brand Space

When defining the position of the headline, think carefully about its relationship with the Brand Space and logo. Consider what you are saying and how the creative idea can be best conveyed.

All Land Rover advertising communications follow a simple layout rule:

1. Headlines are always aligned to the left of the page.
2. The visual which brings the story to life is always central.
3. The Brand Space is always locked to the right of the page.



Outdoor print advertising.

Headline Size on Print Communications

All type sizes are proportionally related to the size of the Brand Space used.

Headlines

Most advertising will require a headline. A minimum and maximum size for headlines has been defined. Always set headlines in upper case within advertising. As a rule, smaller headlines work better in standard press advertising while large headline sizes are preferred on outdoor advertising such as billboards. Having a flexibility in headline size is useful when composing an advertisement.

Minimum height – single-page advertising

The minimum headline cap height is 12% of the height of the Brand Space. This is recommended for single-page print advertising.

Maximum height – double-page and outdoor advertising

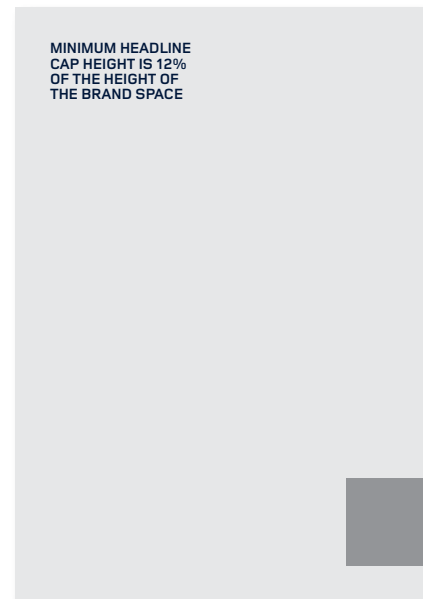
The maximum headline cap height is 15% of the height of the Brand Space in double-page newspaper or magazine advertising.

Leading

Always keep the leading the same as the type size. A headline within a single-page print advertisement will be 18pt type on 18pt leading.

Minimum headline cap height
12% height of Brand Space

**MINIMUM HEADLINE
CAP HEIGHT** 12%



Single-page print tier 1
Single brand message advertising.

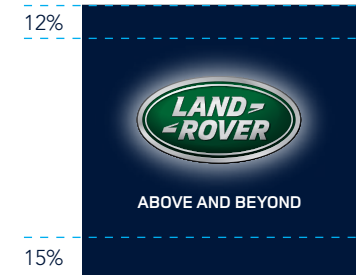
Maximum headline cap height
15% height of Brand Space

**MAXIMUM
HEADLINE
CAP HEIGHT** 15%



Double-page print tier 1
Single brand message advertising.

Percentage of Brand Space



Headline – Product Name Execution

All type sizes are proportionally related to the size of the Brand Space used.

A product name headline

Headlines that only contain the product name should be set like a normal headline in standard press advertising, i.e. no smaller than 12% of the height of the Brand Space and no larger than 15% of the Brand height of the Brand Space.

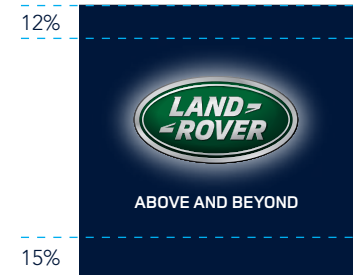
Minimum product name cap height
12% of the height of the Brand Space

RANGE ROVER EVOQUE 12%

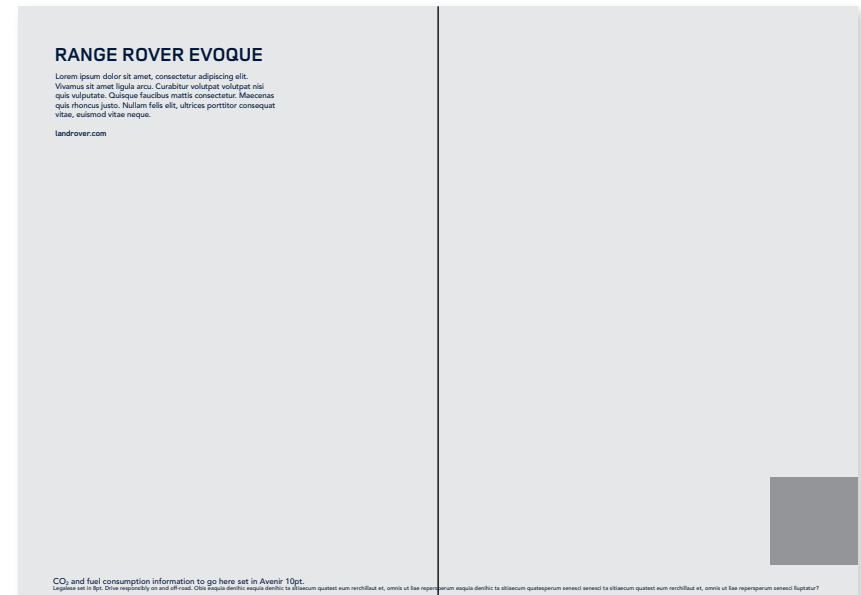
Maximum product name cap height
15% of the height of the Brand Space

RANGE ROVER EVOQUE 15%

Percentage of Brand Space



Single-page print tier 1
Single product message advertising.



Double-page print tier 1
Single product message advertising.

Important note: The examples shown include finance information and legal disclaimers that are according to UK legislation. It is your responsibility to check for compliance with the relevant regulatory bodies in your market regarding this information.

Headline – Out Door Billboard Advertising

All type sizes are proportionally related to the size of the Brand Space used.

Impactful headlines

Billboard viewing times are often short, and viewing distances can be large, so it is vital that headlines are larger and more impactful to capture attention and instantly convey an important message. Hence, headline sizes within out of home billboard advertising are different from standard press advertising.

Minimum height

The minimum headline cap height is 17.5% of the height of the Brand Space.

Maximum height

The maximum headline cap height is up to 20% of the height of the Brand Space.

The size of headline will be dictated by the composition of the advertisement and the distance that the billboard will be viewed at. Headlines must always be clearly legible. As a general rule headlines should not be more than 10 words.

Important note: The examples shown include finance information and legal disclaimers that are according to UK legislation. It is your responsibility to check for compliance with the relevant regulatory bodies in your market regarding this information.

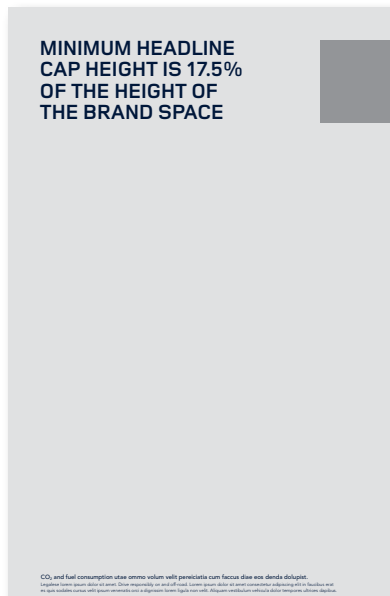
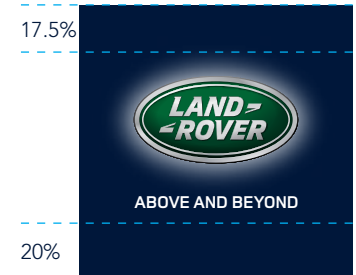
Minimum headline cap height
17.5% of the height of the Brand Space

HEADLINE SIZE 17.5%

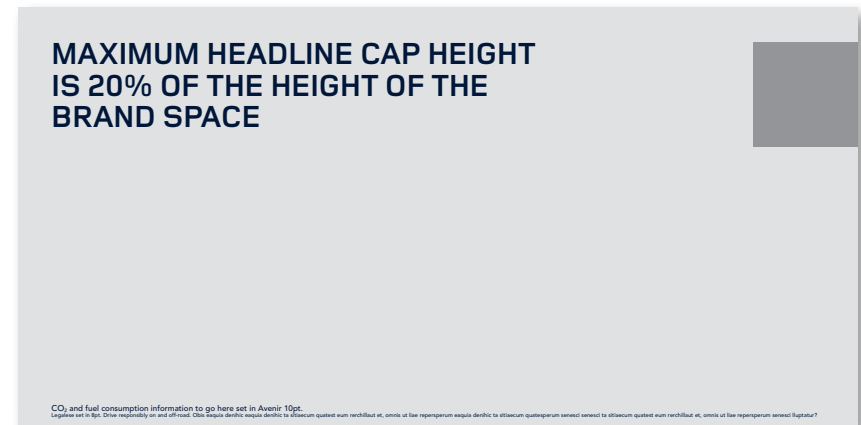
Maximum headline cap height
20% of the height of the Brand Space

HEADLINE SIZE 20%

100% height of Brand Space



6-Sheet (1200 x 1800mm) billboard tier 1



48-sheet (6096 x 3048mm) billboard tier 1

Typesetting in Printed Press Communications

Headlines should be brief and impactful. Use a maximum of **10** words including Subhead. Key messaging should include the following but can be in a different order if necessary:

- 1 Headline and URL – brand advertising
- 2 Headline, Subhead, body copy and URL – brand advertising
- 3 Product name and URL – product advertising

Approved product name identifiers include:

- Defender
- Freelander 2
- Discovery 4
- Range Rover
- Range Rover Sport
- Range Rover Evoque

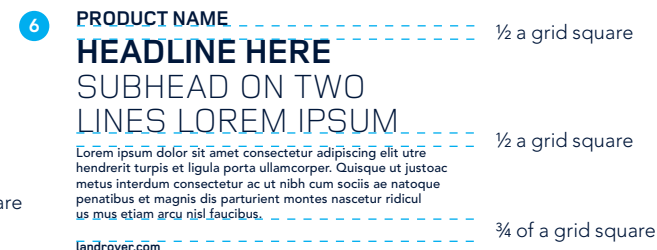
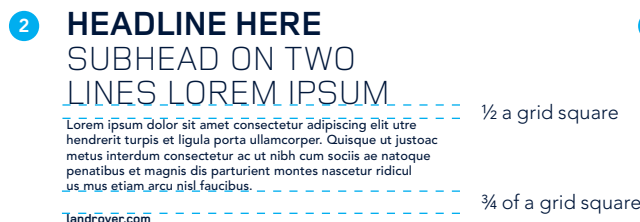
Do not include product specifications in product name identifiers.

- 4 Product name, headline, body copy and URL – product advertising
- 5 Product name, headline, Subhead and URL – product advertising
- 6 Product name, headline, Subhead, body copy and URL – product advertising

When setting headlines in portrait advertising always ensure the text does not extend beyond the Brand Space clear space area. This is the maximum extension; most headlines will not need to extend so far.

The spacing between the headline or Subhead and URL is half a grid square, as shown in examples 1, 3 and 5. There is a three-quarter grid square between the body copy and the URL, as shown in examples 2, 4 and 6. All text prints indigo or white.

Please note: Do not use full stops or exclamation marks after a headline. However, if you need to use punctuation within a headline, do use a full stop.



Short Copy in Advertising

Always position body copy below the headline.
The headline sits in the top left corner no closer than 2 grid squares from the top and left of the page.

Headline and body copy column width should be no wider than 9 grid squares on a standard A4 print advertisement. Within A3 advertising, column widths should be no wider than 11 grid squares.

Ensure that there is half a grid square between the headline and the body copy.

Body copy

Body copy should be concise and kept to a minimum. The body copy cap height is a minimum of 5% of the height of the Brand Space. In a standard A4 print advertisement set body copy in Avenir Light at 10pt on 12pt leading.

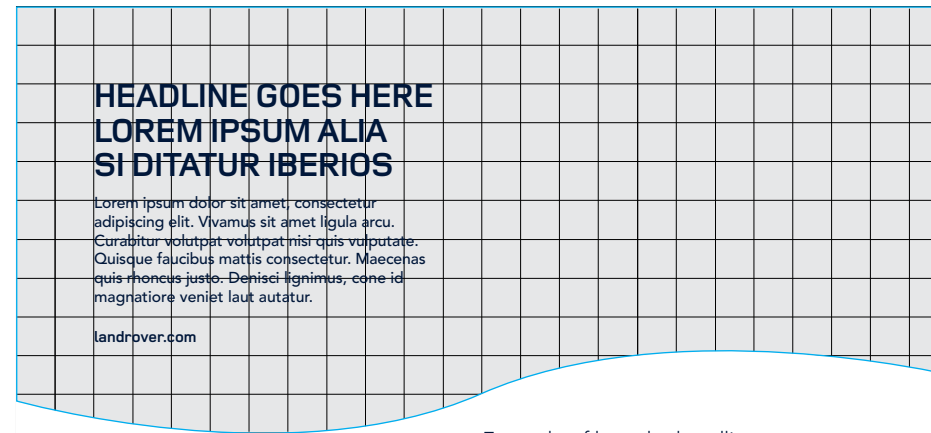
URL

The URL should be the same size as the body copy but set in Land Rover Bold, sentence case. If no body copy is present then set the URL to a minimum 5% of the height of the Brand Space. In a standard A4 print advertisement the URL will be set in Land Rover Bold at 10pt on 12pt leading.

Legalese

CO₂ and fuel consumption information must be the same size as the secondary type (subhead or body copy). All legalese must be clearly legible.

Important note: The examples shown include finance information and legal disclaimers that are according to UK legislation. It is your responsibility to check for compliance with the relevant regulatory bodies in your market regarding this information.



Example of how the headline copy locks to the grid.



Single-page print advertising.



Double-page print advertising.

Long Copy Advertising – Exception

This application style is not recommended. It is used only when there is large amounts of copy. When positioning imagery behind text always ensure the text remains legible.

1 column advertising

Headline
Land Rover Bold is 12% of Brand Space set in indigo or white

Subhead
Land Rover Light 22pt on 22pt leading set in indigo or white

Introduction
Avenir Heavy 13pt on 15pt leading set in indigo or white

Body copy subhead
Avenir Heavy 13pt on 15pt leading set in indigo or white

Body copy
Avenir Medium 10pt on 12pt leading set in indigo or white

URL
Avenir Heavy 10pt on 12pt leading set in indigo or white

HEADLINE GOES HERE
SUBHEAD GOES HERE

Temporibus autem quodam aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusand.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rem facilis est et expedita distinctio.

Voluptatum praesentium deleniti

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores officia debitis aut repellat.

Voluptatum praesentium deleniti

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

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor harum quidem rerum facilis repellendus.

Necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusand. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

www.itaquehicadel.com

Important note: The examples shown include finance information and legal disclaimers that are according to UK legislation. It is your responsibility to check for compliance with the relevant regulatory bodies in your market regarding this information.

Title and Body Copy Application – Brochure

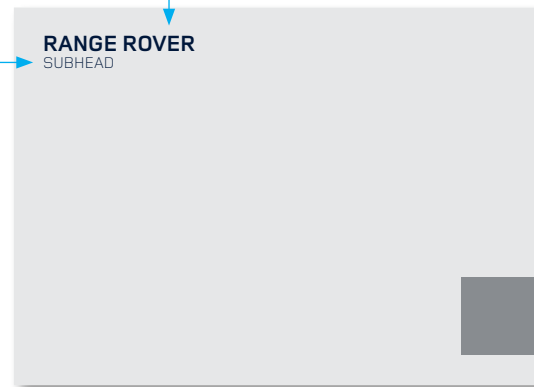
Title on brochure covers should always be set in upper case and coloured indigo or white so it is clearly legible over imagery. The cap height should be no larger than 20% of the height of the Brand Space.

Subheads should be set to 70% of the size of the headline.

Body copy is set in Avenir light 18pt on 21pt leading.

Land Rover Light 26pt upper case set in indigo

Land Rover Bold 37pt upper case set in indigo

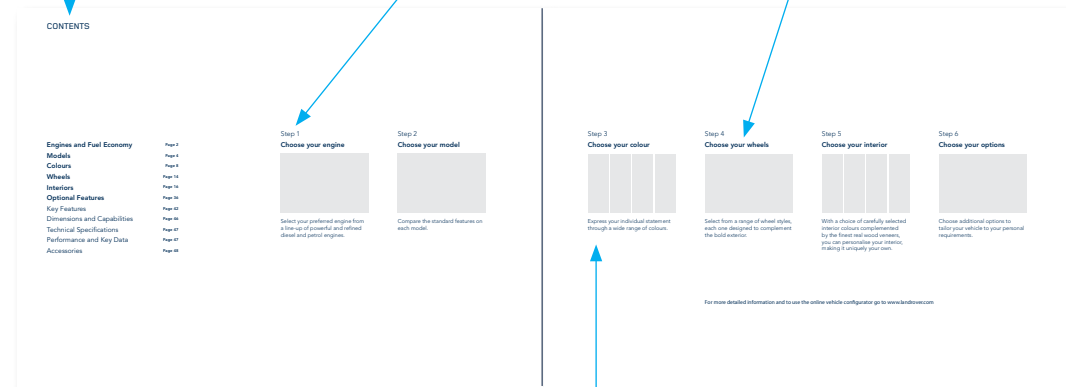


Brochure cover

Contents set in Land Rover Medium 14pt upper case in indigo

Land Rover Light 11pt sentence case in indigo

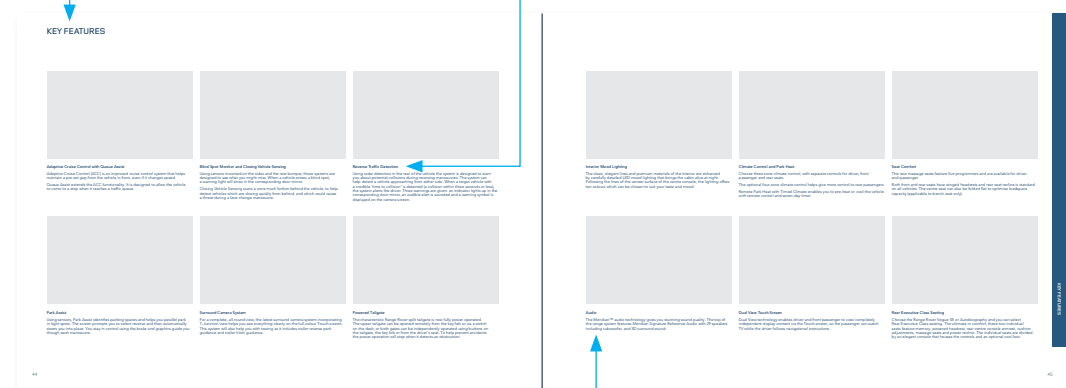
Avenir Heavy 11pt sentence case in indigo



Body copy set in Avenir light 9pt on 11pt leading in indigo

Page header set in Land Rover Medium 14pt Upper case in white

Header set in Avenir Medium 6.5pt title case in indigo



Brochure spreads

Header set in Avenir Light 6.5pt title case in indigo

Land Rover Bold 7.5pt Upper case set in white

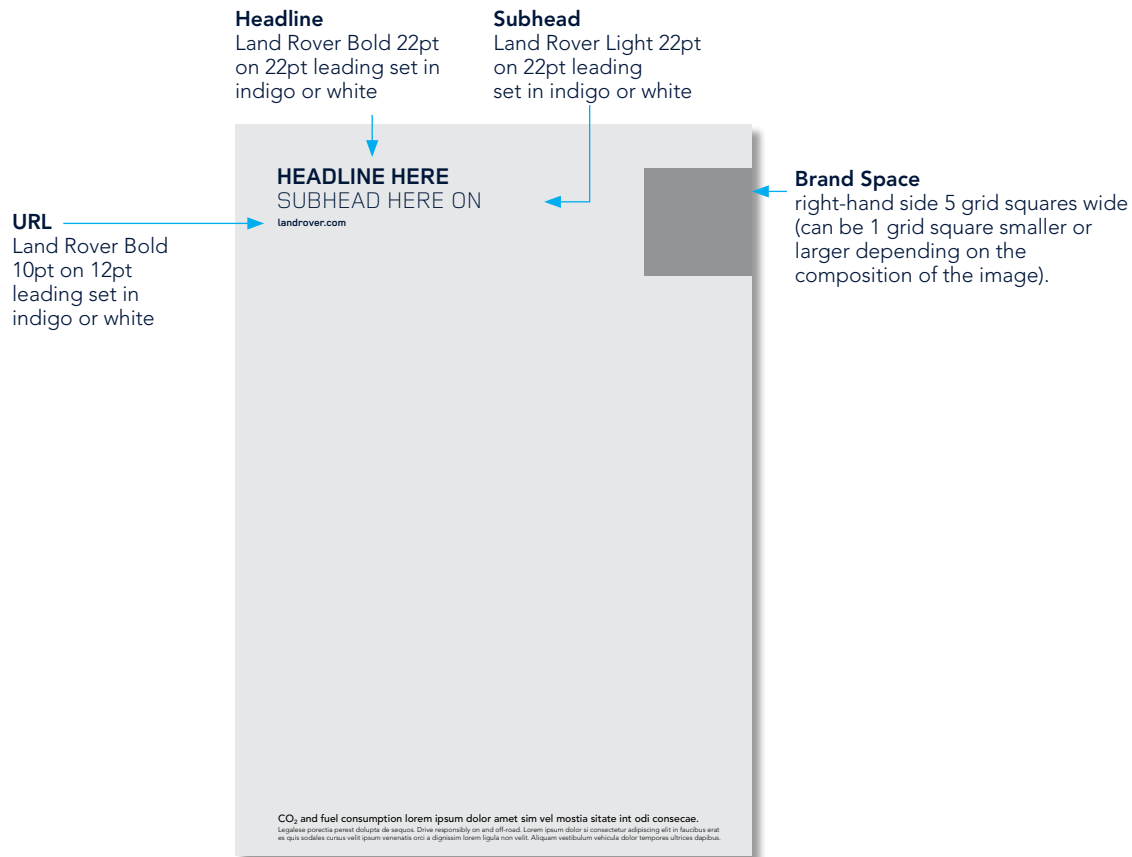
Tier 1 Advertising – Single Brand Message

Land Rover communication promoting a single brand message.

A **Tier 1 brand advertisement** should include the headline, optional subhead and URL.

It is recommended that headlines double-page advertising be set at 15% of the height of the Brand Space so they are instantly recognisable and legible. Within single-page advertising, headlines can be smaller and set to 12% of the height of the Brand Space to be more conversational.

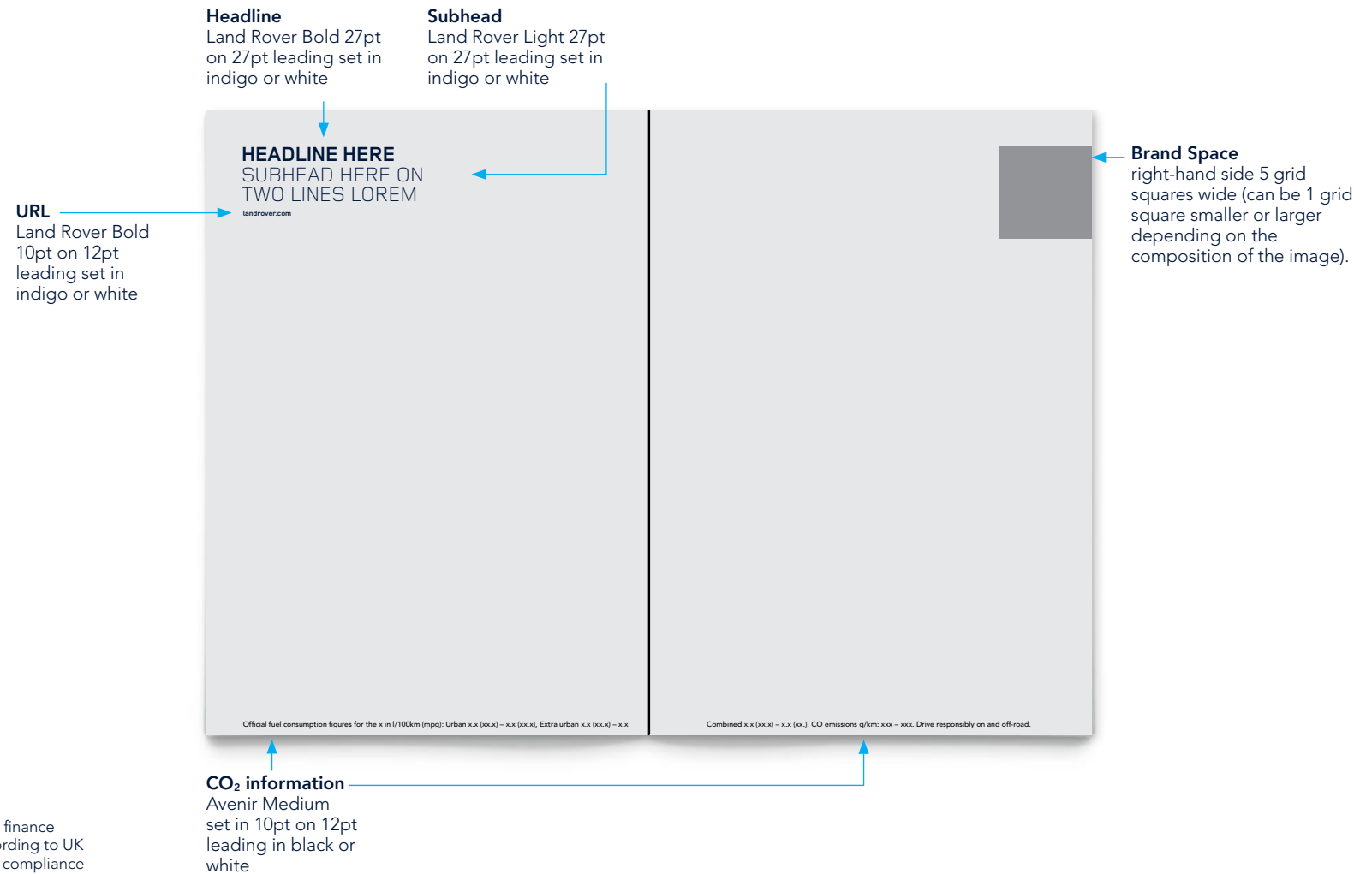
Single-page print advertising



Important note: The examples shown include finance information and legal disclaimers that are according to UK legislation. It is your responsibility to check for compliance with the relevant regulatory bodies in your market regarding this information.

Tier 1 Advertising – Single Brand Message

Double-page print advertising



Important note: The examples shown include finance information and legal disclaimers that are according to UK legislation. It is your responsibility to check for compliance with the relevant regulatory bodies in your market regarding this information.

Tier 1 Advertising – Single Product Message

Land Rover communication promoting a single product message.

A **Tier 1 product advertisement** should include the product name, headline, optional subhead, body copy, URL, CO₂ and fuel consumption figures and legalese.

It is recommended that headlines within outdoor advertising and double-page print advertising be set at 15% of the height of the Brand Space so they are instantly recognisable and legible. Within single-page advertising, headlines can be smaller and set to 12% of the height of the Brand Space to be more conversational.

Single-page print advertising

Product name

Land Rover Bold
13pt in indigo or white

Headline

Land Rover Bold 22pt
on 22pt leading set in
indigo or white

Body copy

Land Rover
Medium 10pt on
12pt leading set in
indigo or white

URL

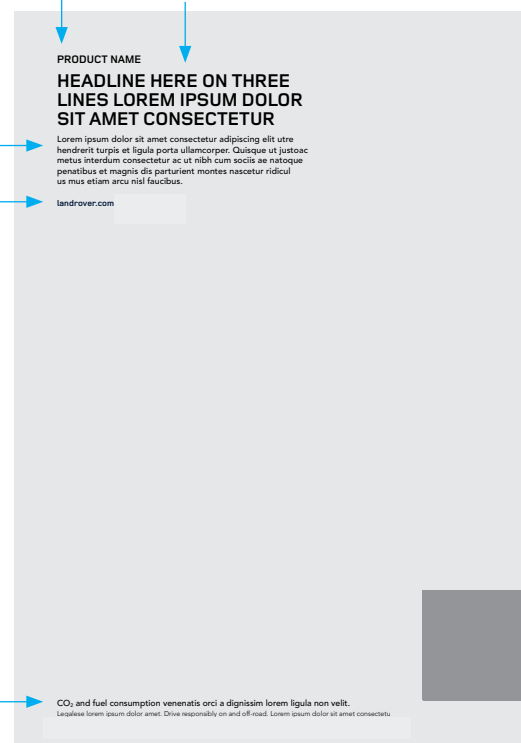
Land Rover Bold
10pt on 12pt
leading set in
indigo or white

CO₂ information

Avenir Medium
set in 10pt on 12pt
leading in black or
white

Legalese

Avenir Medium set in
8pt on 9pt leading in
black or white



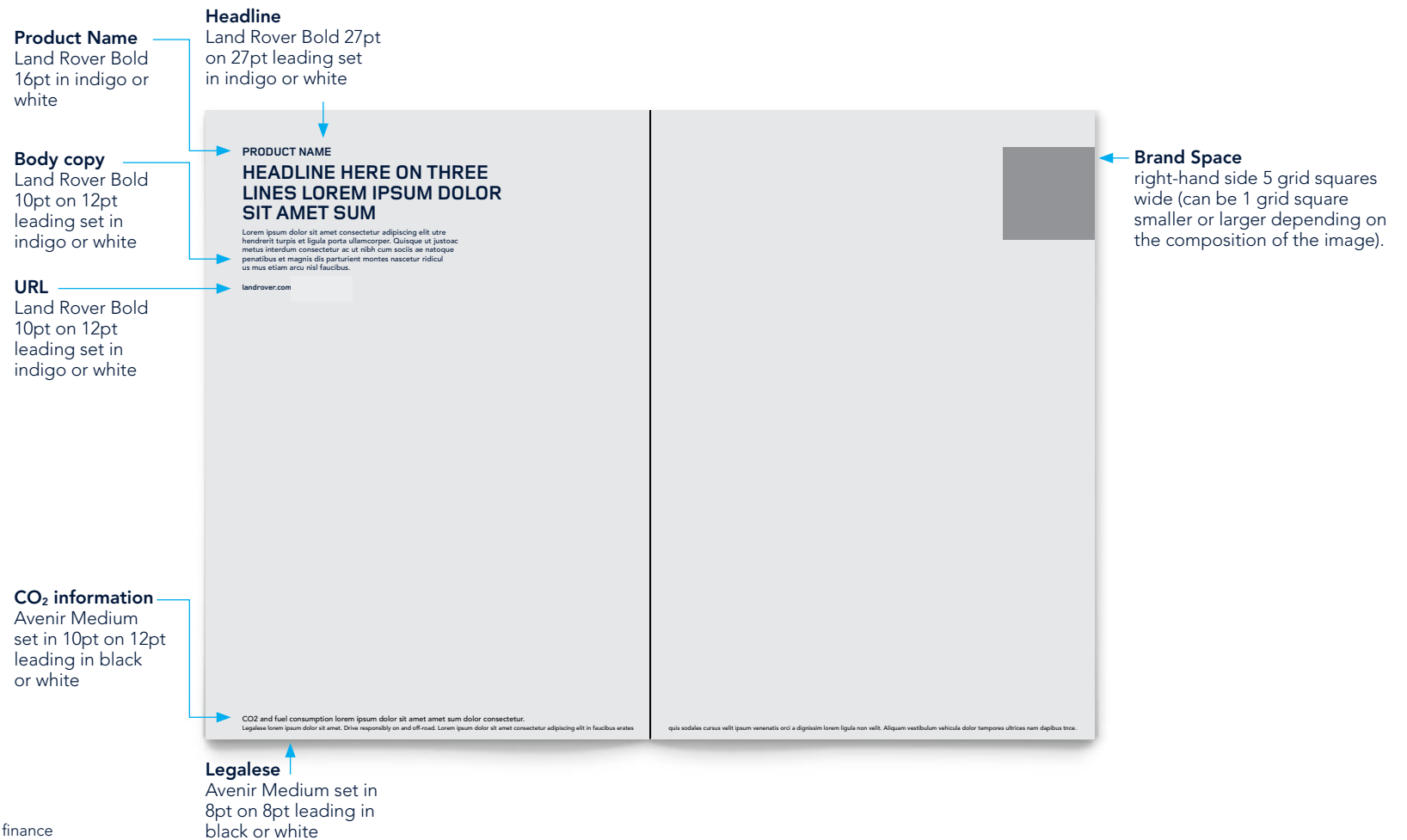
Brand Space

right-hand side 5 grid squares wide
(can be 1 grid square smaller or
larger depending on the
composition of the image).

Important note: The examples shown include finance information and legal disclaimers that are according to UK legislation. It is your responsibility to check for compliance with the relevant regulatory bodies in your market regarding this information.

Tier 1 Advertising – Single Product Message

Double-page print advertising



Important note: The examples shown include finance information and legal disclaimers that are according to UK legislation. It is your responsibility to check for compliance with the relevant regulatory bodies in your market regarding this information.

Tier 2 Advertising – Product with Price

Land Rover multi-message communication promoting a product or offer.

White area

These communications have a white text-area border at the bottom of the page to allow space for price, APR, body copy, specifications and legal information. The border height is one-third of the total page height.

Brand Space

The Brand Space is positioned 1 grid square above the border and to the right of the page.

Headline

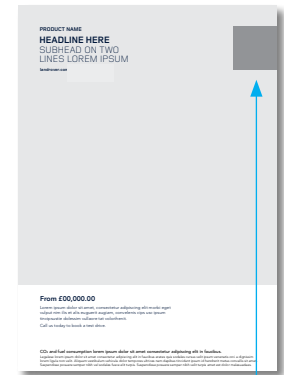
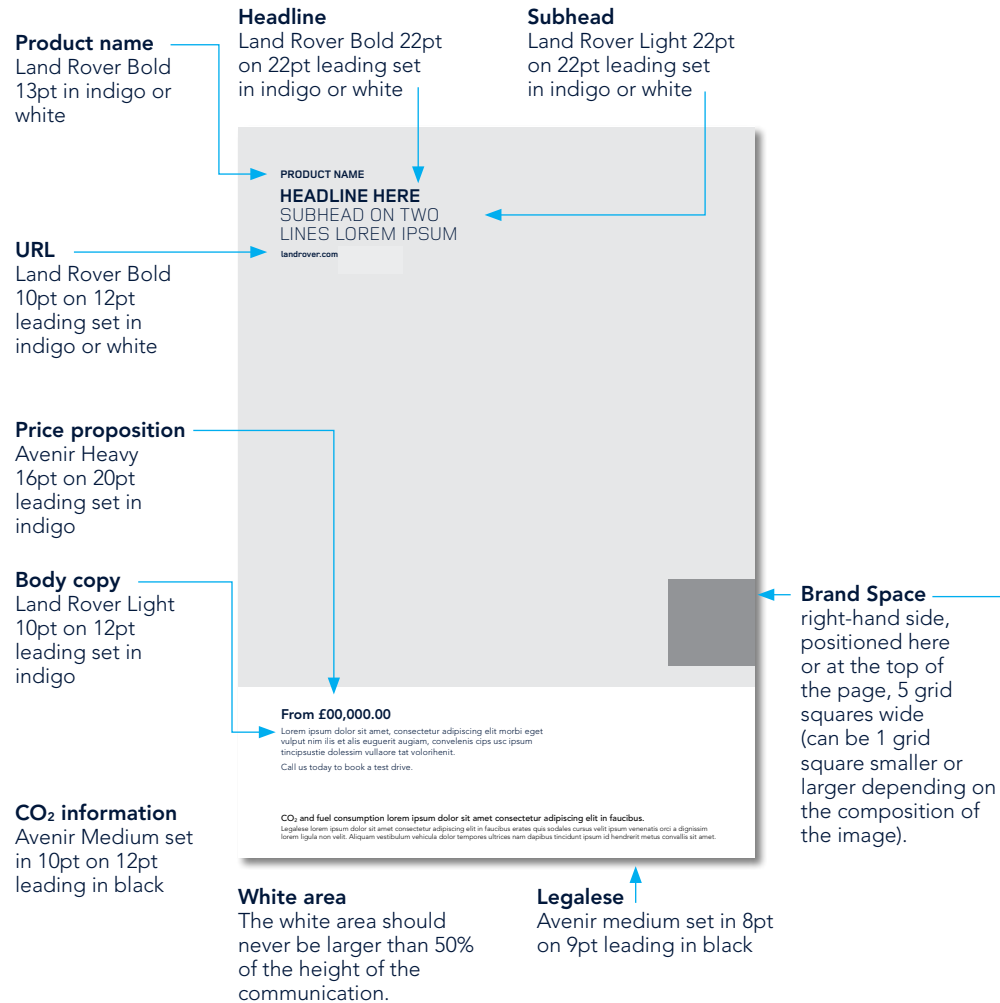
Always position the headline in the top left corner, 2 grid squares from the left edge and the top of the page in large applications. In smaller applications the headline can be positioned 1 grid square from the left and top edge. Headline cap height should be set at 12% of the height of the Brand Space.

Legalese

CO₂ and fuel consumption information is the same size as the body copy. Legalese should always be legible.

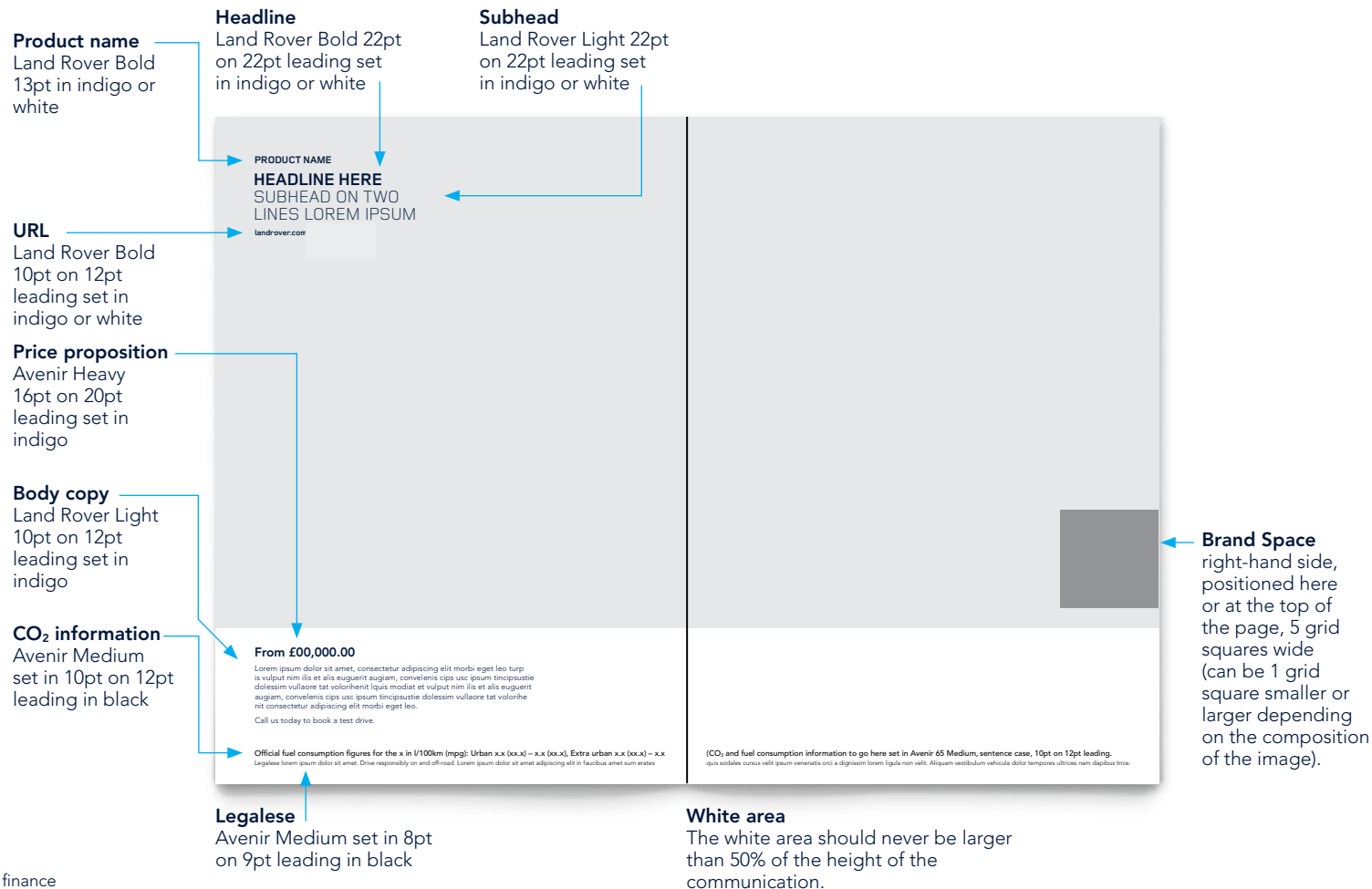
Important note: The examples shown include finance information and legal disclaimers that are according to UK legislation. It is your responsibility to check for compliance with the relevant regulatory bodies in your market regarding this information.

Single-page print advertising



Tier 2 Advertising – Product with Price

Double-page print advertising



Important note: The examples shown include finance information and legal disclaimers that are according to UK legislation. It is your responsibility to check for compliance with the relevant regulatory bodies in your market regarding this information.

CO₂ and fuel consumption information is the same size as the body copy. Legalese should always be legible.

Important note:
The examples shown include finance information and legal disclaimers that are according to UK legislation. It is your responsibility to check for compliance with the relevant regulatory bodies in your market regarding this information.

Tier 3 Advertising – Dealer

Single-page A4

Product name
Land Rover Bold
13pt in indigo or
white

Headline
Land Rover Bold 22pt
text on 22pt leading set
in indigo or white

Subhead
Land Rover Light 22pt
on 22pt leading set
in indigo or white

Body copy
Avenir Light
10pt on 12pt
leading set in
indigo

Dealer name
Avenir Heavy
16pt on 20pt
leading set in
indigo

Dealer address
Avenir Light set
in 8pt on 10pt
leading set in
indigo

Dealer number
Avenir Light set
in 13pt on 10pt
leading set in
indigo

CO₂ information
Avenir Medium set
in 10pt on 12pt
leading in black

PRODUCT NAME
HEADLINE HERE
SUBHEAD ON TWO
LINES LOREM
landrover.com

From £299 per month
Take advantage of typical 0% APR
Lorem ipsum dolor sit amet, consectetur adipiscing elit morbi eget
leo turpis, vulputat nim ilis et alis euguerit augiam, convelenis cips usc
ipsum tinciduntstie dolessim vullaore.
Call us today to book a test drive.

Dealer Name
Building Name, Street Name, City, County, Postcode, Country
01234 567 890 **dealersname.place.landrover.co.uk**

CO₂ and fuel consumption lorem ipsum dolor sit amet consectetur adipiscing elit in faucibus erates quis sodales.
Legalese lorem ipsum dolor sit amet consectetur adipiscing elit in faucibus erates quis sodales cursus velit venenatis tempore ultrices nam dapibus tincidunt ipsum id hendrerit orci a dignissim lorem ligula non velit.
Aliquam vestibulum vehicula dolor tempore ultrices nam dapibus tincidunt ipsum id hendrerit metus convallis sit amet. Suspendisse posuere semper nibh vel adipiscing elit in faucibus erates cursus velit venenatis.

Dealer URL
Avenir Heavy set in
10pt on 9pt leading
set in indigo

Legalese
Avenir Medium set in 8pt
on 9pt leading in black

White area
The white area should never be
larger than 50% of the height of
the communication.

Price and APR
Avenir Heavy
16pt on 20pt
leading set in
indigo

Brand Space
right-hand side, positioned
here or at the top of the
page, 5 grid squares wide
(can be 1 grid square smaller
or larger depending on the
composition of the image).

Subhead
Avenir Heavy
10pt on 14pt
leading set in
indigo

Specifications
Avenir Light
8pt on 14pt
leading set in
indigo. The rules
at the top and
bottom of the
specifications
should be set to
0.5mm in indigo.
All other rules set
to 0.25mm in
indigo

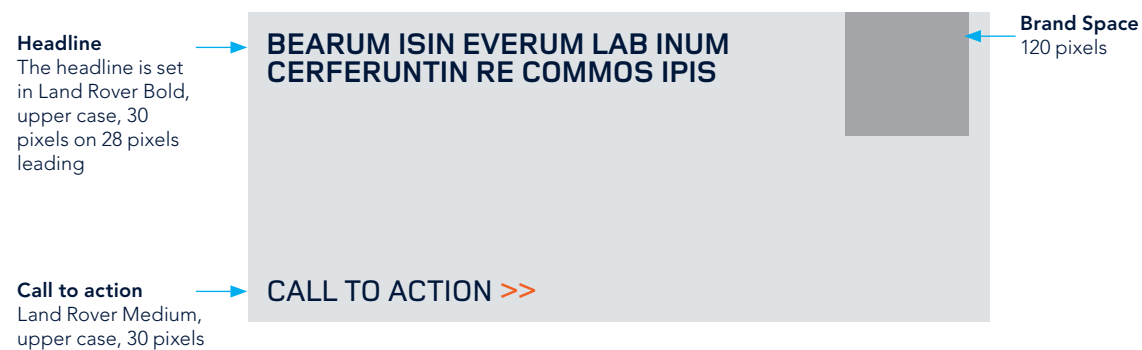
Subhead here

On the Road Price	£00,000
Customer Deposit	£0,000
23 Monthly Payments	£000
GMFV (Optional Final Payment)	£00,000
Amount of Credit	£00,000
Duration of Contract	24 months
Rate of Interest (Fixed)	0.00%
Total Amount Payable by Customer	£00,000
Representative	0% APR

Important note: The examples shown include finance information and legal disclaimers that are according to UK legislation. It is your responsibility to check for compliance with the relevant regulatory bodies in your market regarding this information.

Digital Advertising

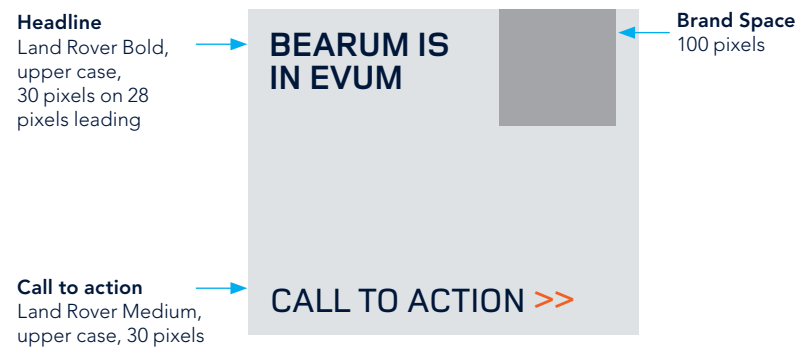
Animated digital banner
720 x 300 pixels



Animated digital banner
462 x 60 pixels



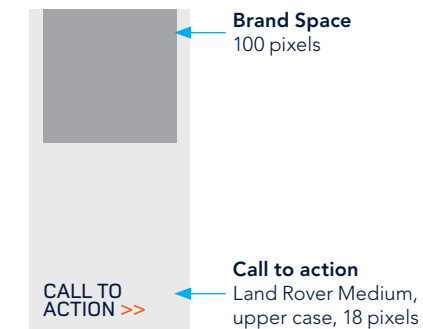
Animated digital banner
336 x 280 pixels



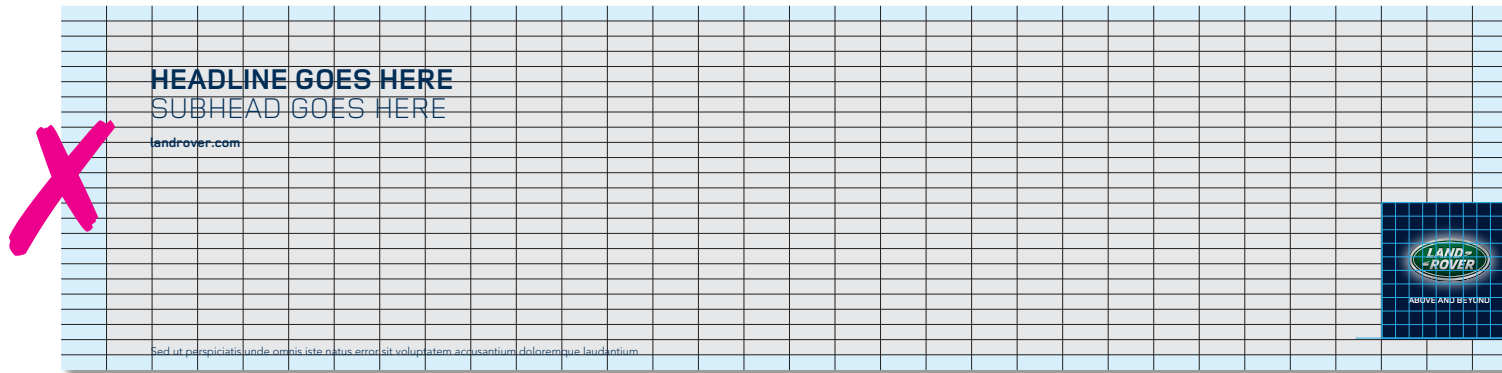
Animated digital banner
300 x 100 pixels



Animated digital banner
120 x 240 pixels



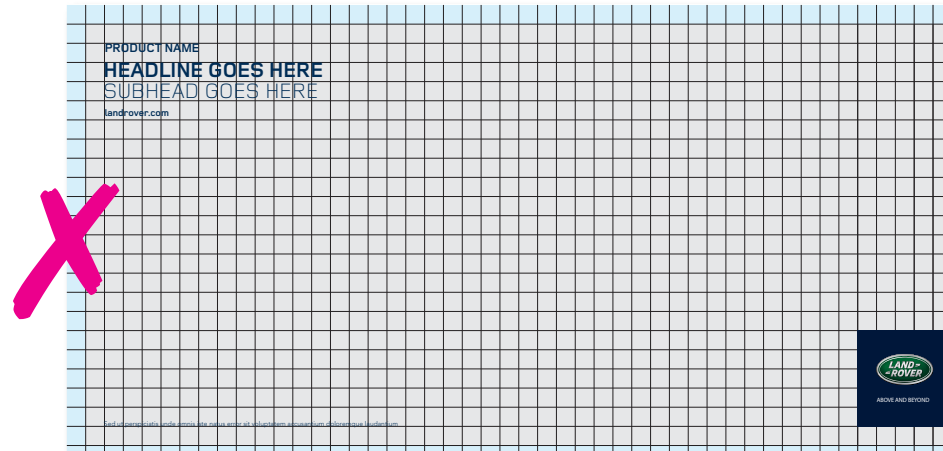
Layout and Grid Don'ts



Don't stretch the grid to create rectangles instead of squares.



Don't create new grids for A-sizes. They have been designed to provide flexibility and too few squares will affect this.



Don't align grid on less than three sides.

Communication Examples

We are one global brand and need to ensure we present ourselves consistently wherever we appear in the world. The following examples illustrate how we use our identity elements together across our different types of communications.

Communication Examples

BRAND FRAMEWORK			
BUSINESS VISION	PRODUCT STRATEGY	DESIGN STRATEGY	BRAND ESSENCE

BRAND POSITIONING MODEL			
WE STAND FOR... INNER STRENGTH	OUR PURPOSE IS TO... HELP PEOPLE MAKE MORE OF THEIR WORLD	CHARACTER... WE ARE AN UNRUFFLED HERO	CREATIVE PLATFORM EXTRAORDINARY STORIES

OUR VISUAL STYLE			
OUR VISUAL STYLE PRINCIPLES			
1. BE ICONIC	2. ALWAYS CAPABLE WITH COMPOSURE	3. KEEP IT REAL	4. CAPTURE OUR BRITISH CHARM

OUR CORE IDENTITY ELEMENTS			
LOGO	BRAND SPACE	TYPOGRAPHY	COLOUR
PHOTOGRAPHY	LANGUAGE		LAYOUT AND GRID

COMMUNICATION EXAMPLES		
PRINT COMMUNICATIONS	DIGITAL COMMUNICATIONS	INTERNAL COMMUNICATIONS

Print Communications

Tier 1 Advertising

Brand

Wholly owned Land Rover communication promoting a single brand message.



Product

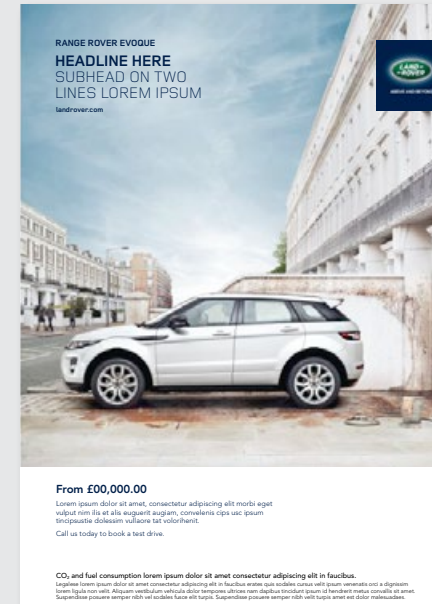
Wholly owned Land Rover communication promoting a single product message.



Tier 2 Advertising

Product with price

Wholly owned or originated Land Rover multi-message communication promoting a product or offer.



Tier 3 Advertising

Dealer

Dealer owned multi-message communications relating to Land Rover products or services.



Important note: The examples shown include finance information and legal disclaimers that are according to UK legislation. It is your responsibility to check for compliance with the relevant regulatory bodies in your market regarding this information.

Please note the latest regulations that apply in your market regarding the way in which speed is communicated, both implicitly and explicitly.

Please also be aware that in some markets there are restrictions regarding the off road environment in which a vehicle can be shown.

Tier 1 – Single Brand Message



Double-page advertisement.

Tier 1 – Single Product Message



Double-page advertisement.



Single-page advertisement.

Tier 2 – Product with Price

Please note: includes APR Information

FREELANDER 2

HEADLINE HERE
SUBHEAD ON TWO
LINES LOREM IPSUM

landrover.com



From £00,000.00

Lorem ipsum dolor sit amet, consectetur adipiscing elit morbi eget leo turp
 is vulput nim ilis et alis euguerit augiam, convelenis cips usc ipsum tincipustie
 dolessim vullaore tat volonhenit lquis modiat et vulput nim ilis et alis euguerit
 augiam, convelenis cips usc ipsum tincipustie dolessim vullaore tat volonhe
 nit consectetur adipiscing elit morbi eget leo.
 Call us today to book a test drive.

Official fuel consumption figures for the x in l/100km (mpg): Urban x.x (xx.x) – x.x (xx.x), Extra urban x.x (xx.x) – x.x (xx.x),
 Legalesse lorem ipsum dolor sit amet. Drive responsibly on and off-road. Lorem ipsum dolor sit amet adipiscing elit in faucibus amet sum erates.




Double-page advertisement.

RANGE ROVER EVOQUE

HEADLINE HERE
SUBHEAD ON TWO
LINES LOREM IPSUM

landrover.com



From £00,000.00

Lorem ipsum dolor sit amet, consectetur adipiscing elit morbi eget
 vulput nim ilis et alis euguerit augiam, convelenis cips usc ipsum
 tincipustie dolessim vullaore tat volonhenit.
 Call us today to book a test drive.

CO₂ and fuel consumption lorem ipsum dolor sit amet consectetur adipiscing elit in faucibus.
 Legalesse lorem ipsum dolor sit amet consectetur adipiscing elit in faucibus erates quis sodales cursus velit ipsum venenatis orci a dignissim
 lorem ligula non velit. Aliquam vestibulum vehicula dolor tempus ultrices nam dapibus tristique ipsum sit hendrerit metus convallis sit amet.
 Suspendisse posuere semper nibh vel sodales famesc elit turpis. Suspendisse posuere semper nibh velit turpis amet est dolor malesuada.



Single-page advertisement.

Tier 3 – Dealer

RANGE ROVER SPORT
HEADLINE HERE
SUBHEAD HERE
landrover.com




From £000.00 per month
Take advantage of typical 0% APR

Enjoy advanced technologies such as Terrain Response® and Dynamic Stability Control in luxury and comfort. 2012 models feature selectable CommandShift!

Call us today to book a test drive.

Dealer Name
Building Name, Street Name, City, County, Postcode, Country
01234 567 890 **dealersname.place.landrover.co.uk**



Official Fuel Consumption figures for The Freelander 2 range in MPG(L/100Km): Urban 32.5 (8.7) – 39.8 (7.1) Extra Urban 48.7 (5.8) – 52.3 (5.4) Combined 40.4 (7.0) – 47.1 (6.0) Co² Emissions: 185 – 158 G/Km.

Legalese lorem ipsum dolor sit amet consectetur adipiscing elit in faucibus erates quis sodales cursus velit ipsum orci a dignissim lorem ligula non velit. Aliquam vestibulum vehicula dolor temporibus ultrices nam dapibus trincidunt ipsum id hendrerit metus convallis sit amet suspendisse posuere semper nibh vel sodales fusce elit turpis malesuadaes.example) and being in good condition.

Subhead here	
On the Road Price	£22,995
Customer Deposit	£6,410
36 Monthly Payments of	£299
GMFV (Optional Final Payment) (Includes £295 fee)	£8,423
Amount of Credit	£16,585
Total Amount Payable by Customer	£25,597
Duration of Contract	37 Months
Rate of Interest (Fixed)	6.17%
Representative	6.9% APR

Half-page advertisement (268 x 170mm).

RANGE ROVER EVOQUE
HEADLINE HERE
SUBHEAD HERE
landrover.com




From £299 per month
Take advantage of typical 0% APR

Lorem ipsum dolor sit amet, consectetur adipiscing elit morbi eg et leo turpis vulput nim ilis et alis euguent augiam, convelis nis cips usc ipsum tincipsustie dolessim vullaore tat volonhent lquis modiat et vulput nim ilis et alis euguent augiam conv elenis cips usc ipsum tincipsustie dolessim.

Call us today to book a test drive.

Dealer Name
Building Name, Street Name, City, County, Postcode, Country
01234 567 890 **dealersname.place.landrover.co.uk**



CO₂ and fuel consumption usc ipsum tincipsustie dolessim vullaore tat volonhent lquis modiat.

Legalese lorem ipsum dolor sit amet consectetur adipiscing elit in faucibus erates quis sodales cursus velit ipsum orci a dignissim lorem ligula non velit. Aliquam amet vestibulum vehicula dolor temporibus ultrices nam dapibus trincidunt, usc ipsum tincipsustie dolessim vullaore tat volonhent lquis modiat et ilis et alis.

Subhead here	
On the Road Price	£90,000
Customer Deposit	£0,000
23 Monthly Payments	£000
GMFV (Optional Final Payment)	£00,000
Amount of Credit	£90,000
Duration of Contract	24 months
Rate of Interest (Fixed)	0.00%
Total Amount Payable by Customer	£90,000
Representative	0% APR

Single-page advertisement.

Long Copy Advertising – Exceptional



HEADLINE GOES HERE
SUBHEAD GOES HERE

Temporibus autem quidam aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

Voluptatum praesentium deleniti

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, aut repudiandae voluptates maiores alias consequatur aut perferendis doloribus asperiores repellat.

Voluptatum praesentium deleniti

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

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor harum rerum facilis repellendus.

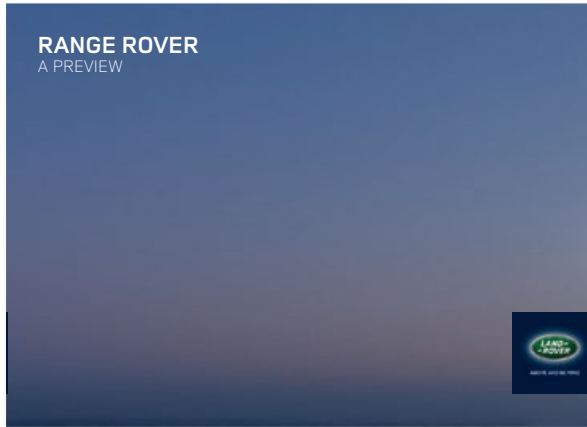
Necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut repudiandae voluptates maiores alias consequatur aut perferendis doloribus asperiores repellat.

landrover.com

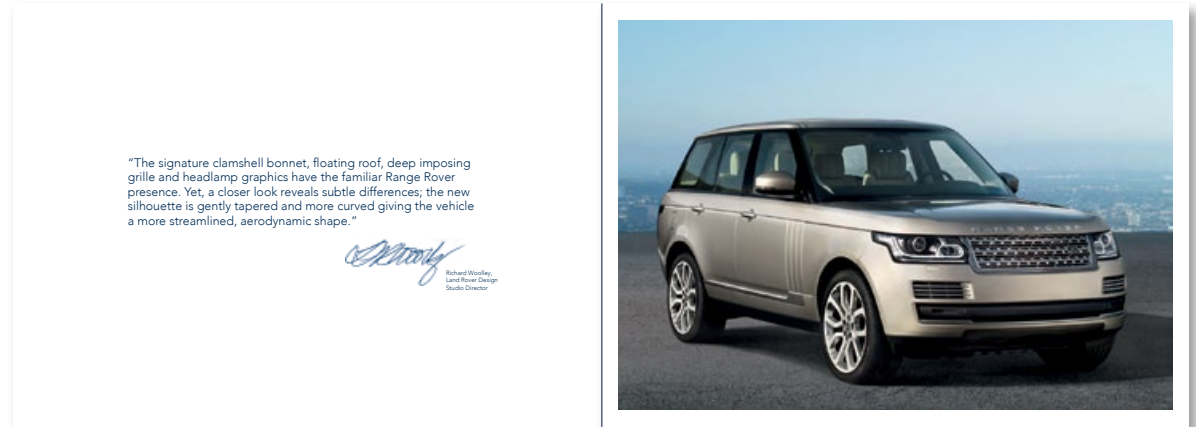
LAND ROVER
ABOVE AND BEYOND

Single column advertisement.

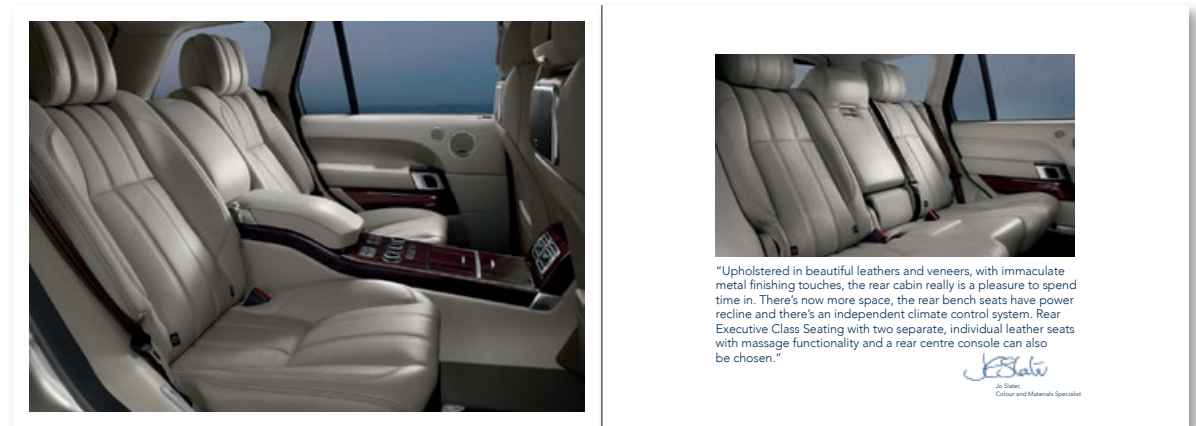
Brochure



Brochure cover.



Brochure introduction page copy.



Brochure spreads showing body copy.

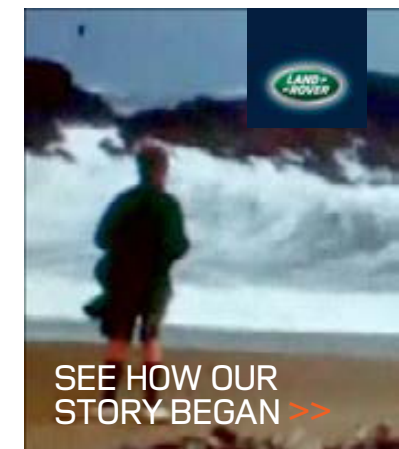
Digital Communications



Website

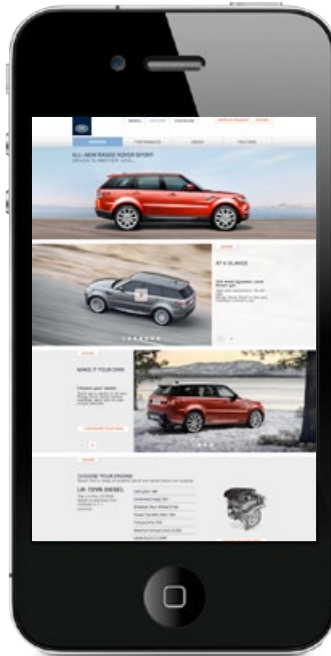


Animated digital banner
advertising 300 x 250 pixels.

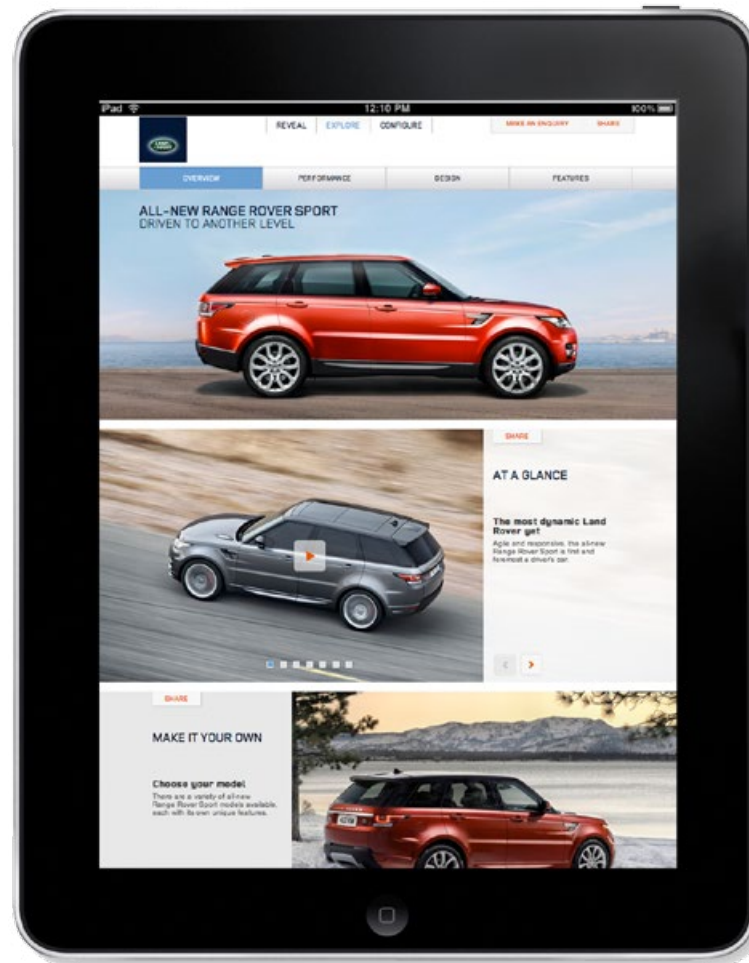


Animated digital banner
advertising 250 x 300 pixels.

Digital Communications



Mobile website




Website on tablet

Internal PowerPoint Template

16x9


**Presentation Title set in Arial Bold
22pt Title Case on a 24pt Line Spacing**



Author Title set in Arial Regular 16pt
Month Day Year set in Arial Regular 16pt

Cover slide

Text slide Arial 18pt bold on 22pt line spacing
Sub title Arial 18pt regular



Lorem Ipsum em cus apis	04	Lorem Ipsum em cus apis	34
Lorem Ipsum em cus apis	07	Lorem Ipsum em cus apis	40
Lorem Ipsum em cus apis	08	Lorem Ipsum em cus apis	42
Lorem Ipsum em cus apis lorem	09	Lorem Ipsum em cus apis lorem	45
Ipsum em cus apis	12	Ipsum em cus apis	48
Lorem Ipsum em cus apis	18	Lorem Ipsum em cus apis	50
Lorem Ipsum em cus apis	21	Lorem Ipsum em cus apis	52
Lorem Ipsum em cus apis	23	Lorem Ipsum em cus apis	56
Lorem Ipsum em cus apis	28	Lorem Ipsum em cus apis	60

Proprietary | 11/06/2013 | 4

Contents slide


**1. Divider Title set in Arial Bold 22pt
Title Case on a 24pt Line Spacing**



Proprietary | 11/06/2013 | 2

Divider slide

Text slide Arial 18pt bold on 22pt line spacing
Sub title Arial 18pt regular



Subheadings set in Arial 16pt bold
Standard text should be set in Arial 16pt with 19pt line spacing. At por volorum sinvelia por sita quodia quate vel id quae.

- > First line indent text is set in Arial 16pt with 19pt line spacing
 - Second line indent is set in Arial 16pt with 19pt line spacing using the greater than arrow. Second line indent is set in Arial 16pt with 19pt line spacing
 - Second line indent is set in Arial 16pt with 19pt line spacing


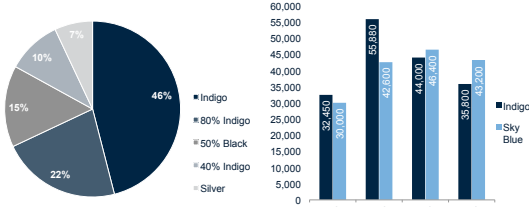
Subheadings set in Arial 16pt bold

- > First line indent text is set in Arial 16pt with 19pt line spacing
 - Second line indent is set in Arial 16pt with 19pt line spacing using the greater than arrow. Second line indent is set in Arial 16pt with 19pt line spacing
 - Second line indent is set in Arial 16pt with 19pt line spacing

Proprietary | 11/06/2013 | 5

Text slide

Text slide Arial 18pt bold on 22pt line spacing
Sub title Arial 18pt regular





The slide contains two charts. The pie chart shows the following distribution: Indigo (46%), 80% Indigo (22%), 50% Black (15%), 40% Indigo (10%), and Silver (7%). The bar chart shows values for four quarters: 1st Qtr (32,450), 2nd Qtr (50,800), 3rd Qtr (44,000), and 4th Qtr (43,200). The legend for the bar chart includes Indigo and Sky Blue.

Proprietary | 11/06/2013 | 7

Multiple chart and graph slide

Text slide Arial 18pt bold on 22pt line spacing
Sub title Arial 18pt regular



Heading	Heading	Heading	Heading
Lorem ipsum	Lorem ipsum	Lorem ipsum	Lorem ipsum
Lorem ipsum	Lorem ipsum	Lorem ipsum	Lorem ipsum
Lorem ipsum	Lorem ipsum	Lorem ipsum	Lorem ipsum
Lorem ipsum	Lorem ipsum	Lorem ipsum	Lorem ipsum
Lorem ipsum	Lorem ipsum	Lorem ipsum	Lorem ipsum

Proprietary | 11/06/2013 | 9

Table slide

Land Rover Stationery Overview



Letterhead



Compliments slip



Business card front and back

Land Rover Stationery Specifications

Letterhead

Royal Warrants

Ensure the latest version of the letterhead is used containing the new Royal Warrants. These are vertically and horizontally aligned to the letterhead margin. The crests of the Royal Warrants are 14mm high and align with the bottom of the word 'Rover' in the Land Rover Logo.

Address

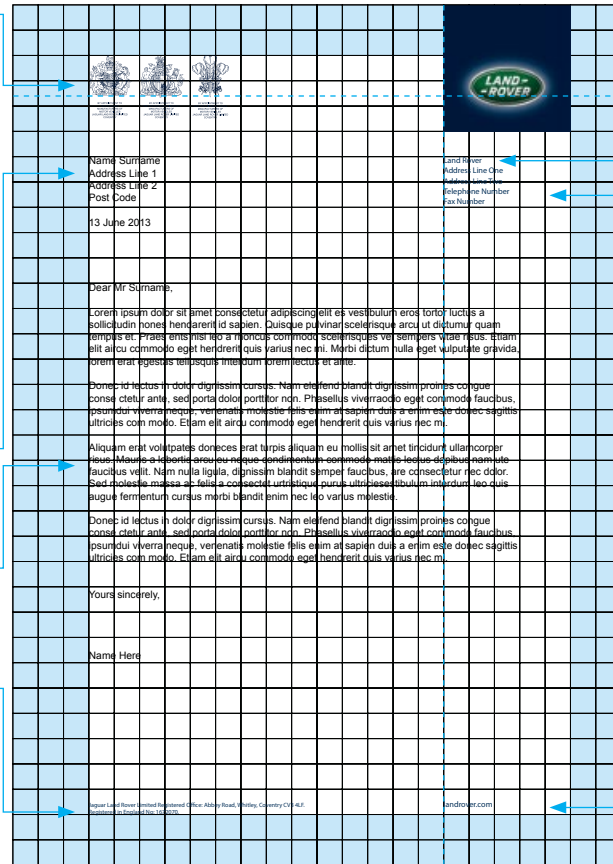
Arial Regular 10pt on 12pt leading set in black

Letter content

Arial Regular 10pt on 12pt leading set in black

Registration details

Avenir Light 6pt on 7pt leading set in indigo. From 1 January 2013 the new registered company address that should appear on corporate stationery: Jaguar Land Rover Limited Registered Office: Abbey Road, Whitley, Coventry CV3 4LF.

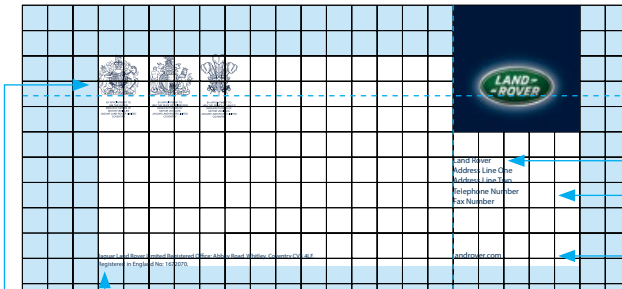


Land Rover name
Avenir Medium 8pt on 10pt leading set in indigo

Land Rover address
Avenir Light 8pt on 10pt leading set in indigo

URL
Avenir Heavy 8pt set in indigo

Compliments slip



Land Rover name
Avenir Medium 8pt on 10pt leading set in indigo

Land Rover address
Avenir Light 8pt on 10pt leading set in indigo

URL
Avenir Heavy 8pt set in indigo

See letterhead for details

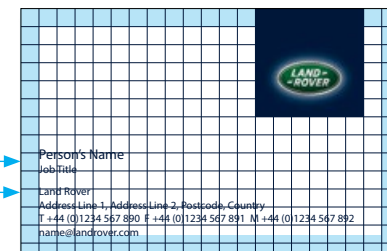
Business card front

Name

Avenir Medium 9pt set in indigo

Land Rover name

Avenir Medium 7pt set in Indigo



Contact details
Avenir Light 7pt on 8.5pt leading set in indigo

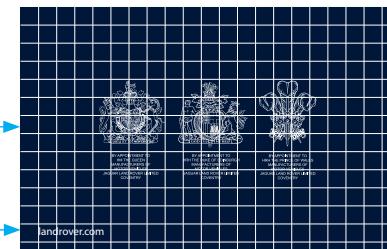
Business card back

Royal Warrants

The crests of the Royal Warrants are 14mm high

URL

Avenir Heavy 7pt set in white



For corporate stationery please use the automated templates available on the Land Rover HUB.

Land Rover Stationery

Business Card with Royal Warrants

Recommended version

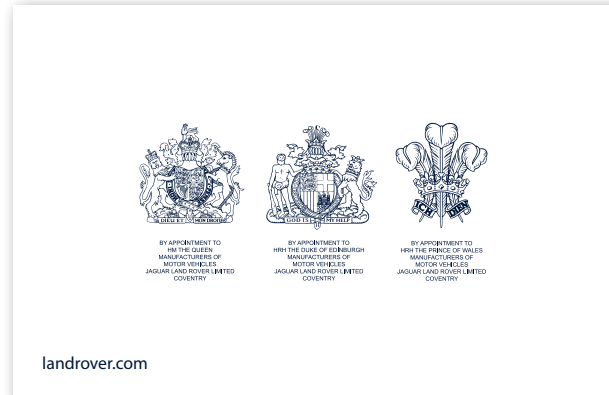


Front



Back – primary option

For corporate business cards. Indigo background with white Royal Warrants reversed out.

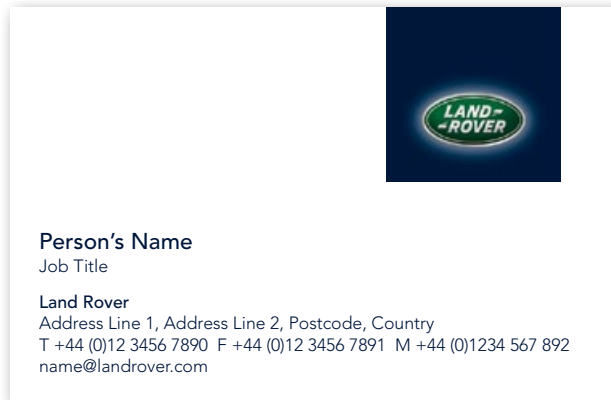


Back – secondary option

White background with indigo Royal Warrants (for instances where print limitations prevent the primary option).

Land Rover Stationery

Business Card without Royal Warrants



Front



Back – without Royal Warrants

If the usage of Royal Warrants is not relevant to your region.



Back – if dual language is required

Dealer Stationery

Overview



Letterhead




Letterhead continuation page



Business card front and back

Dealer Stationery Specifications

Letterhead/Letterhead continuation page*



Address
Arial Regular 10pt
on 12pt leading set
in black

Letter content
Arial Regular 10pt
on 12pt leading set
in black

Registration details
Avenir Light 6pt
on 7pt leading set
in indigo

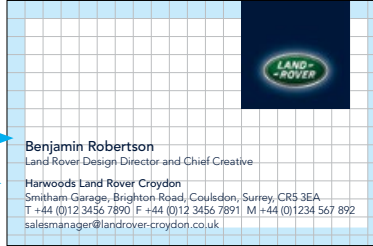
Dealer name
Avenir Medium 8pt
on 10pt leading
set in indigo

Land Rover address
Avenir Light 8pt on
10pt leading set
in indigo

URL
Avenir Heavy 8pt
set in indigo

* Continuation page contains Brand Space only

Business card front



Name
Avenir Medium
9pt set in
indigo

Dealer name
Avenir Medium
7pt set in Indigo

**Position and
contact details**
Avenir Light 7pt
on 8.5pt leading
set in indigo

Business card back



URL
Avenir Heavy 7pt
on 8pt leading
set in white

Dealer Stationery

Business Cards



Front



Back

Addendum

Royal Warrants

Jaguar Land Rover Limited has permission to use three Royal Warrants, as shown. These can be displayed on Land Rover brand communications from Jaguar Land Rover Limited companies only. In all cases, dealers may only use the equities if they have specifically been awarded them.

3D Royal Warrants



BY APPOINTMENT TO
HM THE QUEEN
MANUFACTURERS OF
MOTOR VEHICLES
JAGUAR LAND ROVER LIMITED
COVENTRY



BY APPOINTMENT TO
HRH THE DUKE OF EDINBURGH
MANUFACTURERS OF
MOTOR VEHICLES
JAGUAR LAND ROVER LIMITED
COVENTRY



BY APPOINTMENT TO
HRH THE PRINCE OF WALES
MANUFACTURERS OF
MOTOR VEHICLES
JAGUAR LAND ROVER LIMITED
COVENTRY

Full colour

2D Royal Warrants



Indigo on white



Black on white



White on indigo



White on black

Royal Warrants

Sizes

Minimum sizes

Both the 3D and 2D Royal Warrants have a set minimum width of 31.5mm. These have been determined primarily to ensure maximum clarity and legibility at small sizes.

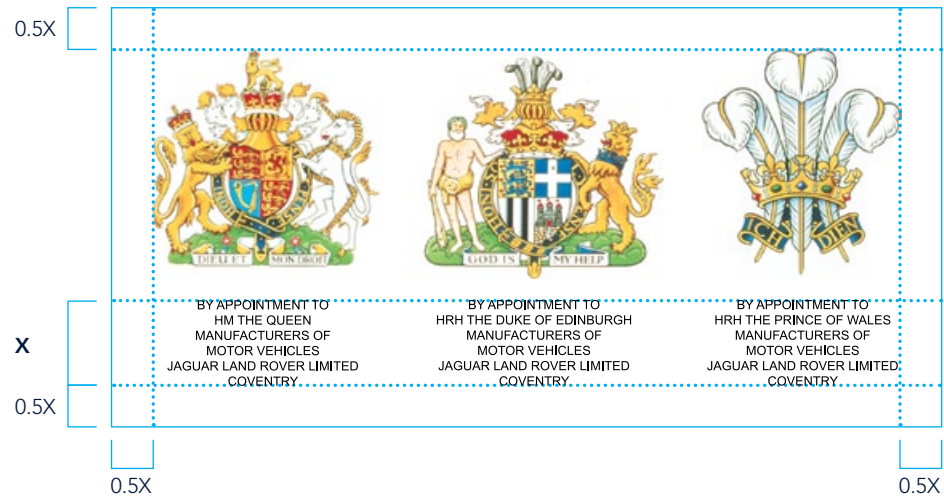
Clear space

To ensure prominence and legibility, the Royal Warrants are always surrounded by an area of clear space which remains free from other elements, such as type and imagery.

Minimum size – 31.5mm wide

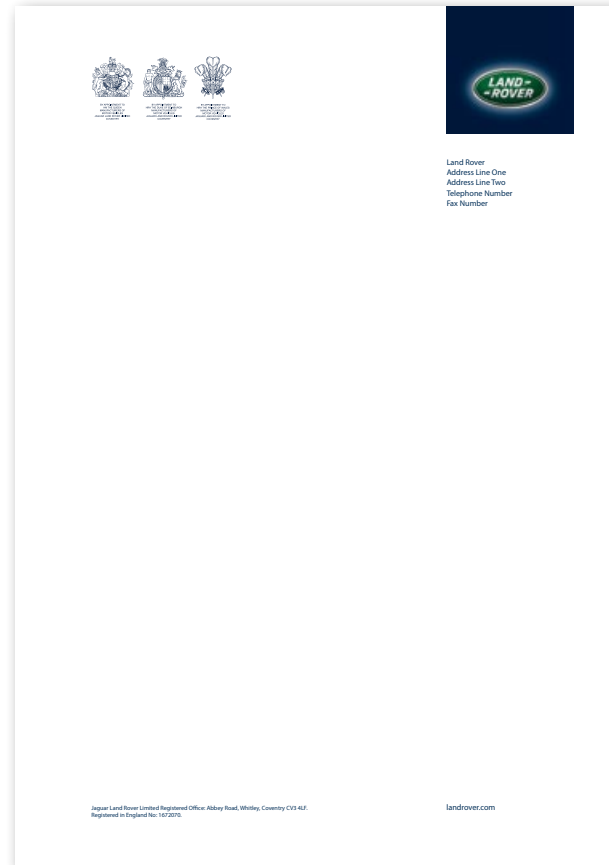


Minimum clear space

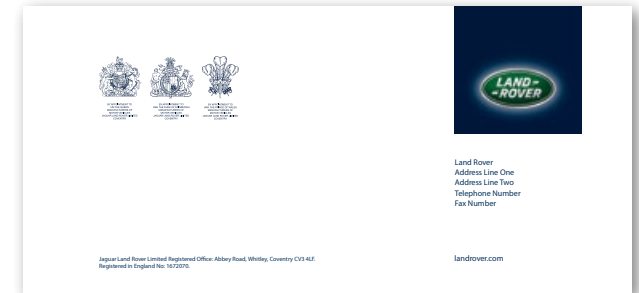


Royal Warrants Application

For all applications, other than brochures, Royal Warrants must always be positioned at the highest level on the page (never at the bottom) and no other element should appear to be positioned in close association with them. Always use the automated templates on the Land Rover HUB as these have been formatted to correctly position the warrants within the overall layouts.



Letterhead



Compliments slip



Business card front and back

