

PHILIPS brand guideline

And what can we learn from it

Brand guideline

▲ Implement:

Advertising, social media, power point presentation and printed stationery.



PHILIPS Values



Caring



Innovative



Impactful

Basic Element(quickly identify who we are)

- Brand: wordmark, PHILIPS shape, shield, brand line
- Photography
- text(brand voice)

Principle(application of aesthetics)

- Layout
- Color
- Typography
- Graphic element

Element-brand-Wordmark

▲ Color: Blue and white

(Pantone 300 C / C:100 M:44 Y:0 K:0 / R:11 G:94 B:215 / RAL 5015)

▲ Size:



P is the cap-height of the Philips wordmark

▲ Minimum size :



▲ The distance of other brand is 2P

The two examples below show the two possible configurations between the wordmark and other trademarked names

PHILIPS  **Ledino**

PHILIPS

LivingColors



Use the wordmark with another visual element e.g. a trademark or symbol.



Apply the wordmark to a color background.



Use the wordmark as text.



Use the wordmark in any frame or background other than the official holding device.



Lock up the wordmark with the brand line.



Use the old wordmark.



Use the Philips name in a product or program name.



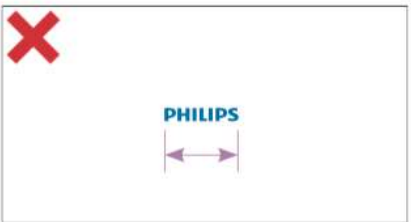
Combine the wordmark with a product name.



Use part of the wordmark to create a new name or abbreviate the wordmark.



Translate the wordmark.



Reduce the wordmark to less than 15 mm.



Use any other color. Our wordmark is always blue on white.



Change the design or typeface of the wordmark.



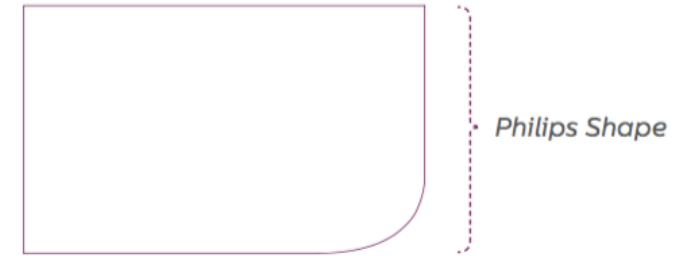
Add a drop shadow to the wordmark.



Apply the wordmark to an image background.

Element- PHILIPS shape

Make wordmark prominence

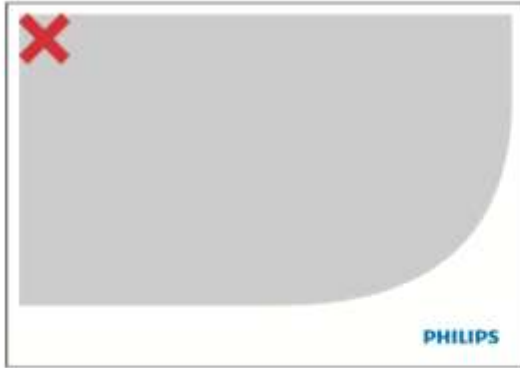


1.With wordmark outside



2.With wordmark inside

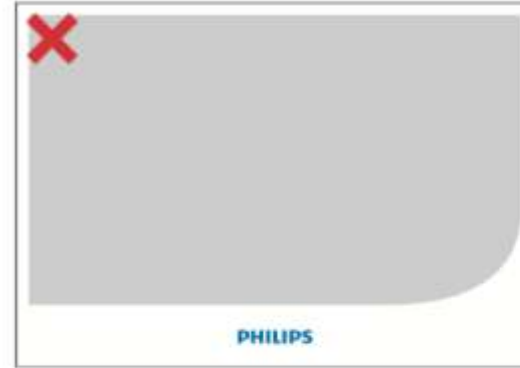




Alter the Philips Shape curve.



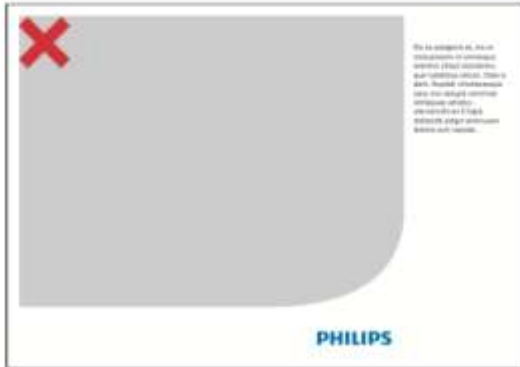
Alter the Philips Shape.



Alter the placement of the wordmark in relation to the Philips Shape. (Arab countries exempt.)



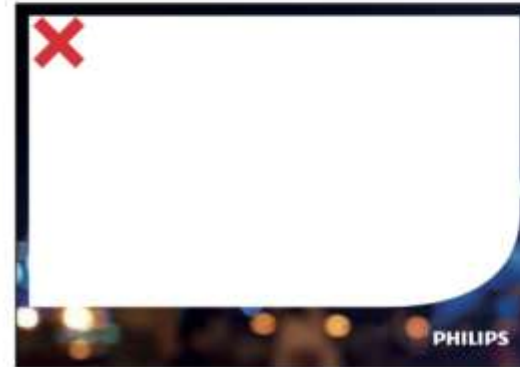
Add the brand line to the Philips Shape.



Alter the proportions of the Philips Shape to accommodate other content such as text.



Alter the proportions of the Philips Shape to accommodate other content such as text.



Place the Philips Shape onto an image.



Place the Philips Shape onto any other color but white.

Element-shield

Symbolizes over 120 years of innovation



▲ Minimum size



Minimum width of 6 mm/30 px.

Our full shield with stars and waves may be scaled down to a minimum width of 6 mm/30 px.

▲ The distance(clear zone) of other



Clear zone is 50% of the height of our shield

When used on a photograph the clear zone requirements still apply. Also make sure that the shield is clearly legible.

▲ Apply to a background



Opacity 90%



Use our old shield on any new brand identity touchpoints.



Use a drop shadow.



Use the shield on a spotlight-effect background.



Use a blue shield on any color (or gradient).



Use the white shield on one of our very light colors.



Distort the shield in any way.



Use the shield in any color other than blue or white.



Replace any elements in the shield with other elements.



Use the white shield in less than 90% opacity.



Use the shield on visually cluttered photography.



Use the white shield on a very light photograph.



Use a blue shield on a photograph.

Element-brand line

Color
Background
Distance(clear zone)

Position

The brand line, which acts as a summary and conclusion of the innovation story, is placed at the end of a piece of text, movie, or combination of headline and image.

Position
Size
Minimal digital size
Minimal print size

Size

Make the brand line prominent whenever it's used. It enforces our brand promise: 'Philips delivers innovation that matters to you'.

Minimal digital size

The height of the brand line, measured on the height of the stars, should not be smaller than 16 px. For the English brand line that would give a minimal size of 103 px wide and 16 px high. For other languages the width will differ but in ratio to the height of 16 px.

Minimal print size

The height of the brand line, measured on the height of the stars, should not be smaller than 5 mm. For the English brand line that would give a minimal size of 32 mm wide and 5 mm high. For other languages the width will differ but in ratio to the height of 5 mm.



Summary and conclusion for our stories



Use a color version of the brand line on a photographic background.



Position the brand line on an area of a photograph where there is insufficient contrast or where legibility is poor.



Use a color version of the brand line on a colored background.



Use the brand line in combination with a background that gives insufficient contrast.



Use the brand line in any other than the official colors.



Use a different typeface or way of writing.



Replace the words in the brand line.



Use another configuration.



Add graphic elements like a drop shadow.



Lock it up with the Philips word mark.



Use the brand line (whole or partial) in combination with another visual element



Use the stars as a graphic element.

Element-photography

▲ Photography is

Iconic

Natural

Unrehearsed

Aspirational

▲ Through

- Lighting
- Depth of field
- Color and contrast
- Angles, composition and framing

Photography levels



1. The experience
Our products in use.



Andy Wilson

2. Interaction
How people engage with our products.



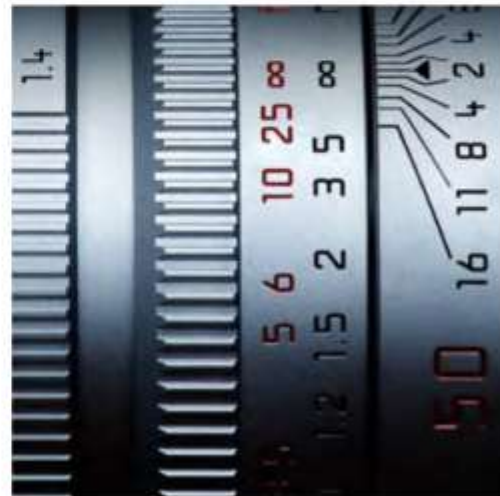
3. Product as hero-in situ
Celebrating the design of our products.



4. The end benefit
The emotional impact of our products.



5. Product free-standing
Emphasizing iconic design qualities.



6. Product details
Highlighting an important part of the design.



7. Portraits
Capturing personal essence.

Ryan J Lane



Use black-and-white images.

Bill Grove



Use images as metaphors.

Simone Becchetti



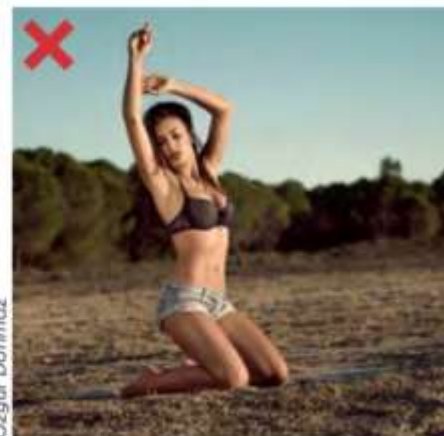
Use washed-out images.

Sergey Ivanov



Use oversaturated, flat colored images.

Ozgur Dalmaz



Show inappropriate or rude poses.

Steve Debenport



Use theatrical expressions.

Geber86



Use unrealistic and overtly-styled images.

Dan Porges



Use uninspiring 'real' images.

Krape



Dress people up in 'faddy' clothes.

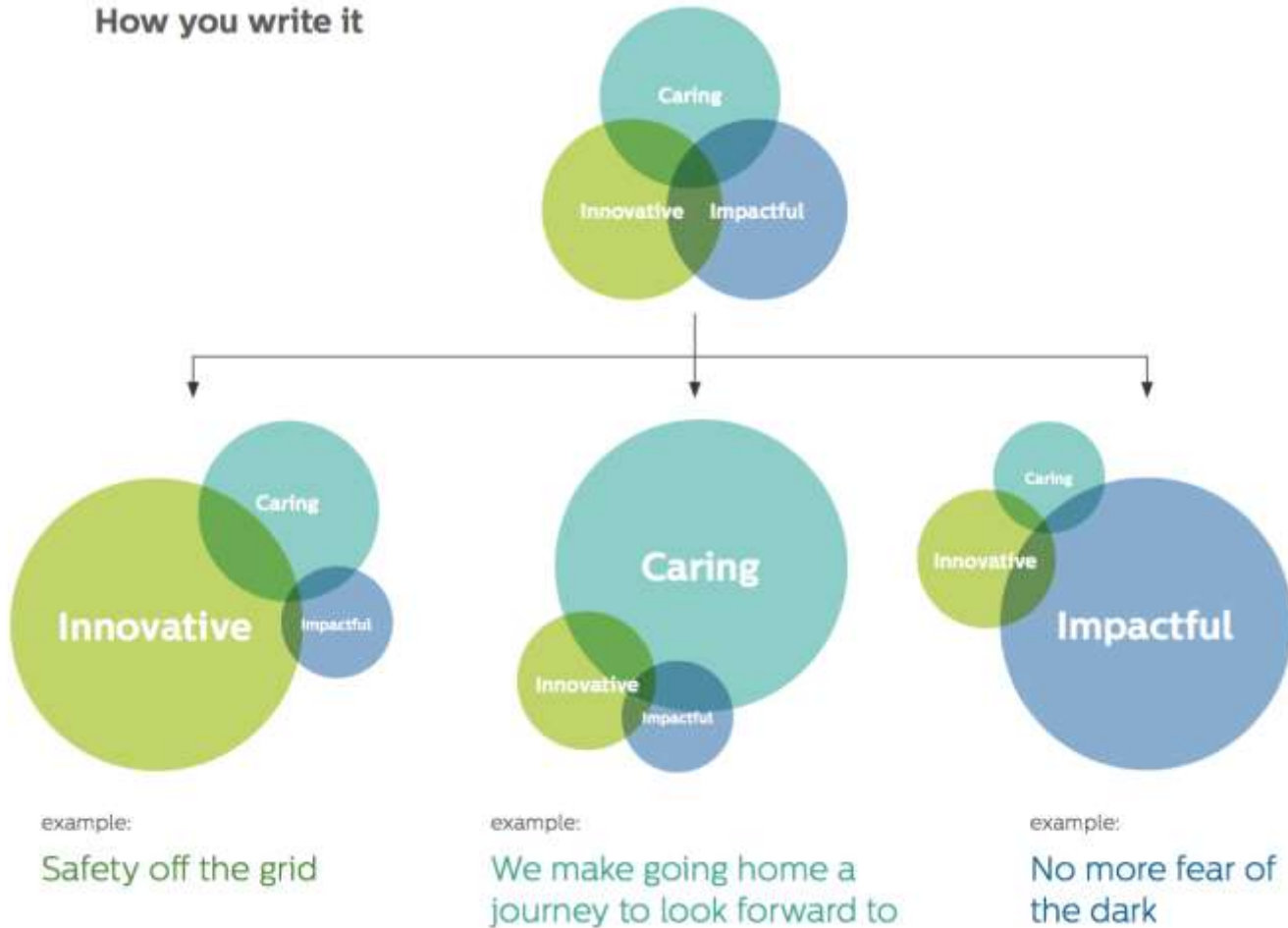
Verena Stefanie Grotto



Show any brand logos other than Philips.

Element-text

How you write it



▲ Important considerations

Humor

Offensive language

Potentially controversial topics

Compliance

Target audience

Capital letters

A note on competence

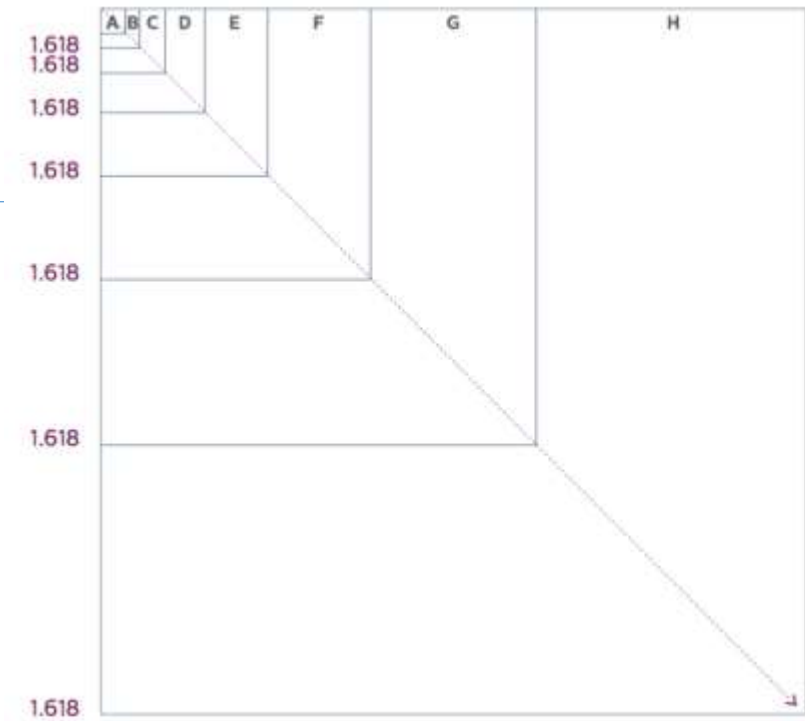
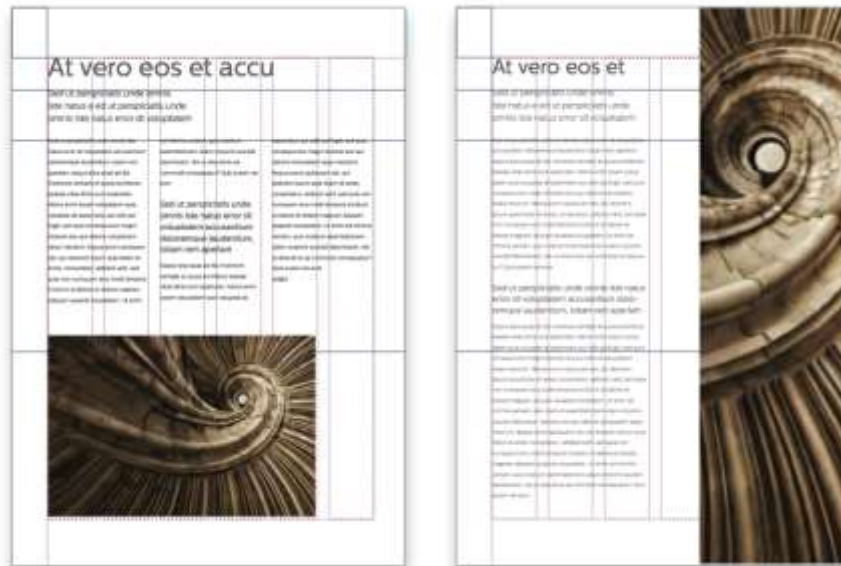
Let's talk about how to apply
principle of aesthetics!

Principle-layout

Balance and harmony

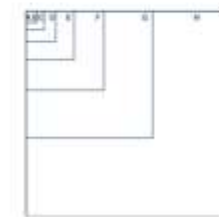
Using the Philips Ratio to set layout

1. Creating layout grid
2. Sizing elements
3. Composing layouts and placing elements



Stretch the Philips Ratio to fit your canvas.

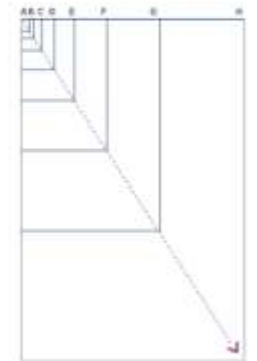
Drag to the corner of your canvas.



Square



Long



Tall

Principle-layout

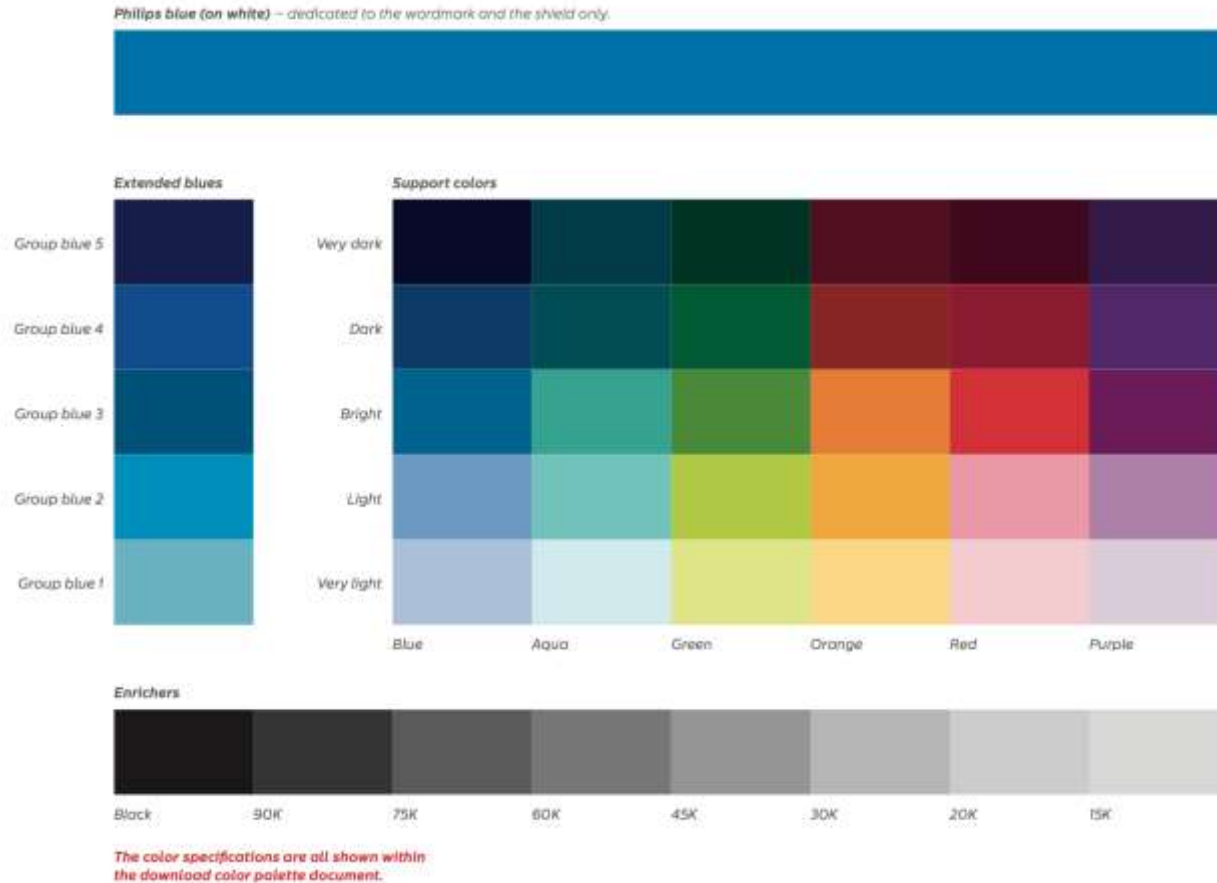
- Creating focus for photography or illustration, using the sweet spot template



Sweetspot template

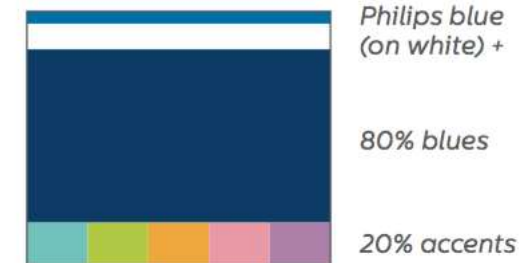


Principle-color



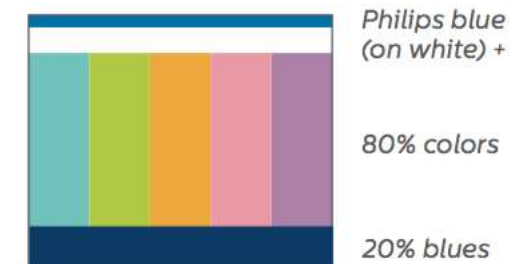
Using color for group communications

Group communications color balance:



Using color for business propositions

Business propositions color balance:





Do not use colors that don't form part of the Philips color palette.



Do not use the Philips blue for anything other than the Philips wordmark or shield.



Do not use the extended blue palette for anything other than Philips group communications.



Do not mix your own gradients.



Do not change your color palette once defined.



Do not use bright red without careful consideration.



Do not use multiple colors per headline.

Principle-typography:Centrale Sans

- Clear , guiding, meaningful

Print: headlines/ body copy



Digital:





Overuse contrasting weights.



Use all capital letters.



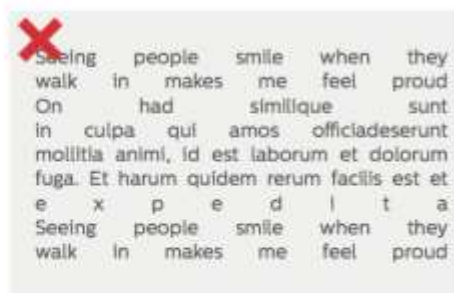
Make the contrast between two weights too subtle in headlines.



Use more than two different colors or weights.



Center body copy.



Fully justify text.



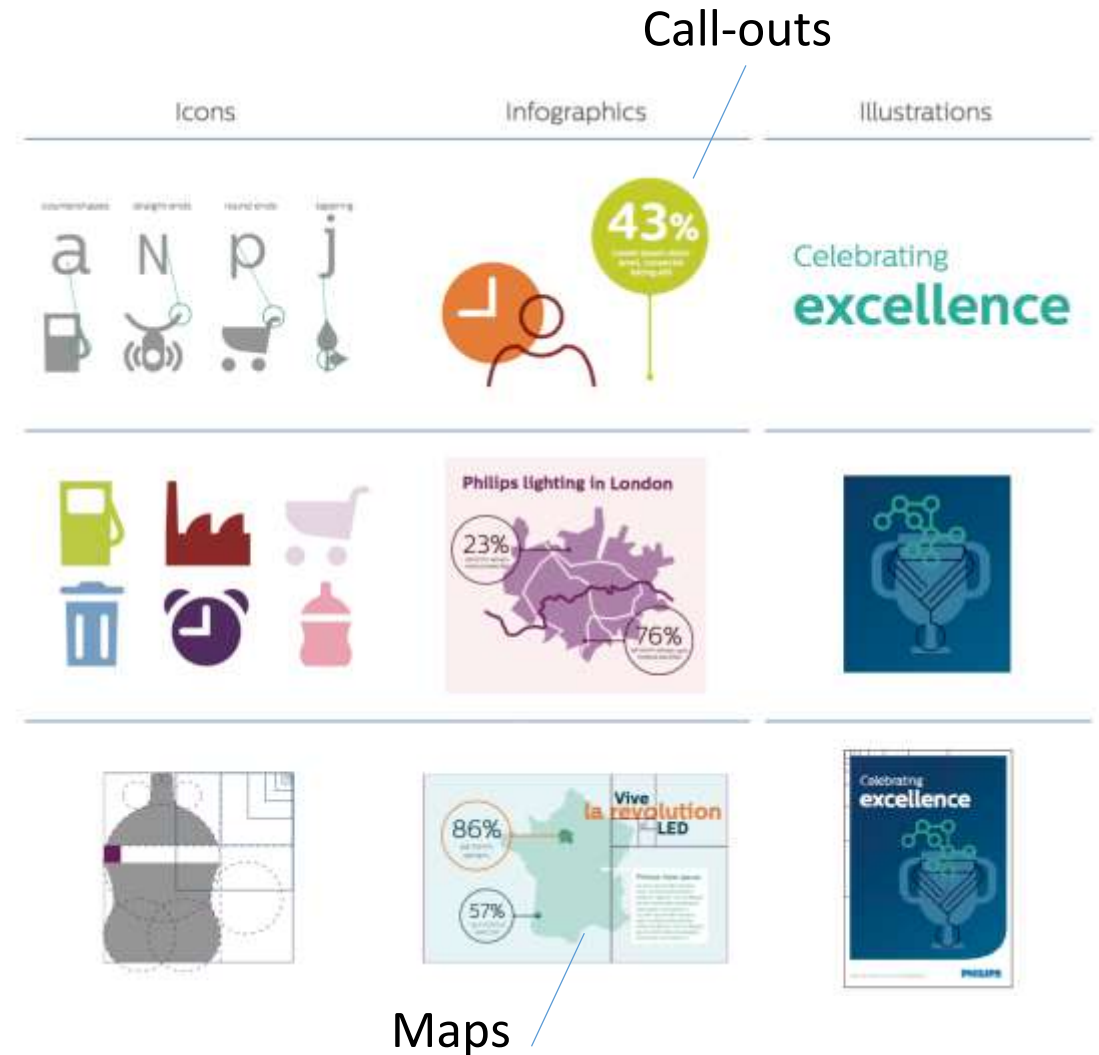
Place type on imagery and colored backgrounds so it cannot be read clearly.



Put type on a path, use drop shadows, or other effects like 3D.

Principle-graphic element

Clear, inspirational, instantly understandable



Thank you

Welcome to discuss with email : Hongyi@justv.com.tw