



UNILEVER VISUAL IDENTITY STANDARDS GUIDE

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THIS IS A yoU. AS WE BEGIN TO ROLL OUT OUR NEW IDENTITY SYSTEM, WE WILL ONLY USE yoUs INTERNALLY AT UNILEVER FOR NOW. IT'S IMPORTANT THAT WE USE yoUs PROPERLY AND BUILD MEANING INTO THEM INTERNALLY BEFORE BRINGING THEM TO THE WORLD.

PART 1 AN INTRODUCTION

INTRODUCTION

A NEW IDENTITY SYSTEM

A NEW VISUAL IDENTITY SYSTEM FOR UNILEVER.

Over 100 years ago, one of our founding fathers, William Lever, made cleanliness commonplace. Today, Unilever has the ambitious goal of making sustainable living commonplace through the power of the everyday. We'll do it by showing that sustainable living can be desirable. That the smarter way is the better way. We will show that every one of us has the potential to change the world for the better.

THIS IS A RULE BOOK TO GUIDE YOU, NOT LIMIT YOU.

This document is intended as a guide, however not all circumstances can be considered, so as a result, common sense is required and should be used where appropriate. If it feels right for Unilever, it most likely is!



INTRODUCTION

BRAND VISION & PURPOSE

THE NEW VISUAL IDENTITY SYSTEM BUILDS ON OUR GOAL TO WIN WITH PURPOSE.

We are a company founded on great people, a great place to work, great brands and constant innovation, and an ambitious goal to make sustainable living commonplace.

We now have a new visual identity system to help us tell that story.

There are a few key principles that drive the system in a way that empowers us by helping us to speak with one voice.

SUSTAINABLE LIVING

BRANDS & INNOVATION

GREAT PEOPLE, GREAT PLACE

PART 2 OUR PRINCIPLES

OUR PRINCIPLES

1) BE HUMAN

We are a big company but we are made up of people from all around the world. We should not think in terms of 'messaging', we should think in terms of real stories about real people. We should balance logic with magic. We should let life in.



Cho Hee, Seoul



Amaka, Nigeria



Daniel, Boston

OUR PRINCIPLES

2) BE REAL

We are telling an inspiring story about real people making real progress in the quest to make sustainable living commonplace. It's a tough challenge, but the authenticity and credibility that results is priceless.



Rafiga, Azerbaijan

OUR PRINCIPLES

3) BE CONNECTED

We connect people to one another through our common purpose and through our brands. We will work together to make sustainable living commonplace. Together we can change the world.



Jamal, Cape Town

OUR PRINCIPLES

4) AND DON'T FORGET TO HAVE FUN!

We will not make sustainable living commonplace if we're boring or too serious. We have to be credible but we have to have fun. We have to show that the more sustainable way of living is also more exciting and more interesting.



PART 3 ELEMENTS & GUIDELINES

VISUAL ELEMENTS AT A GLANCE

The identity system is flexible and robust enough to work across a full range of applications. It's made up of 8 elements. Each element plays an important role in bringing the brand to life and communicating our voice and commitment to sustainable living, in a fresh and exciting way!

Note: Use the tab below to help navigate your way through this section.



UNILEVER LOGO



ICONS



COLOUR



TYPOGRAPHY



PATTERN



PHOTOGRAPHY



yoUs



SPEECH BUBBLE

ELEMENTS

PART 3 ELEMENTS & GUIDELINES

Unilever Logo / Icons / Colour / Typography / Pattern / Photography / yoUs / Speech Bubble

UNILEVER LOGO

INTRODUCTION

ROOTED IN MEANING

Our business is committed to making sustainable living commonplace and our logo is a visual expression of that commitment. Each icon represents some aspect of our effort to make sustainable living commonplace. We're actively working to make the logo a quality mark for sustainable living.



UNILEVER LOGO

HOW IT LIVES

In its primary form, the Unilever logo must always remain Unilever blue and be placed over a white background. It's in this way that it lives in its purest form, and most effectively maintains its visual integrity and brand recognition.

In rare circumstance when a blue on white approach is not feasible, the Unilever logo can be white over a coloured background or image, providing there is enough contrast for legibility. This secondary approach is to be used sparingly though – always consider the primary (blue on white) treatment first.

For more information on technical constraints and guidelines for logo use, please refer to guideline 'Unilever Logo Use' on the Unilever Brand Centre.



BLUE ON WHITE (PRIMARY)



WHITE (SECONDARY)

UNILEVER LOGO

CLEAR SPACE + MINIMUM SIZE

Clear space:

The clear space for the Unilever logo is defined by 'x'.
'x' is the width of the 'U' in Unilever.

Minimum size:

The Unilever logo should never reduce beyond 8mm high. Otherwise it's recommended that the logo is at least 12mm tall.

Note: Exceptions apply for the Project Sunlight campaign logo only – please refer to page 18.



CLEAR SPACE



Do not:

- 1) distort the Unilever logo
- 2) crop the Unilever logo
- 3) rotate the Unilever logo
- 4) use the Unilever logo without the Unilever script underneath the 'U'
- 5) change the colour of the Unilever logo
- 6) place the blue Unilever logo over a coloured background or image
- 7) place the white Unilever logo over a light colour or image with little contrast
- 8) use the logoscript to create a new logo
- 9) add any type to the Unilever logo*
- 10) create a new logo with single icons
- 11) change the position of the logo elements in relation to each other
- 12) change the fixed size relationship of the logo elements
- 13) use different colours for the individual logo elements*
- 14) outline the logo
- 15) allow text to encroach on the minimum clear space

* Exceptions apply for the Project Sunlight campaign logo only – please refer to page 18.



UNILEVER LOGO PROJECT SUNLIGHT

Unilever's official Project Sunlight campaign logo has a few exceptions to the rule. Note that the following exceptions ONLY apply to the Project Sunlight logo.

In addition, this logo takes on a different set of parameters for clear space and minimum size. Please see the Project Sunlight Guidelines available on the Brand Centre for more details.

Exception: The sunlight icon within the 'U' is yellow



Unilever

projectSunlight

Exception: 'projectSunlight' title text is anchored below the 'U'

THE ICONS

INTRODUCTION

DEEPENING MEANING

The icons that make up the Unilever Logo help us tell the multitude of sustainable living stories we have to share. Icons bring even more meaning to the brand. And, based on the context of their application, can have a variety of meanings.



THE ICONS

WHAT THEY REPRESENT



DNA The double helix, the genetic blueprint of life and a symbol of Unilever's strong heritage of positive change that still lies at the heart of our business today.
Additional Keywords: *Heritage, purpose, life, progress, business, science.*



HEART A symbol of love, care and health. It represents our commitment to helping people take small everyday actions to improve their health and wellbeing.
Additional Keywords: *Love, care, health, activity, wellbeing, pride, like, giving.*



HAND A symbol of sensitivity, care and need. It represents our commitment to helping people improve their everyday health & hygiene habits through our brands and health improvement programmes.
Additional Keywords: *manufacturing, made, help, care, hygiene, affection, sensitivity, personal.*



ICE CREAM A treat, pleasure and enjoyment.
Additional Keywords: *Treat, pleasure, enjoy, refreshment, dessert, fun.*



PALM A nurtured resource, symbolising our respect for the natural world.
Additional Keywords: *Palm oil, nature, tree, forests, growth, environment.*



SUN An infinite source of light and renewable energy. It represents our work to find innovative ways to reduce the greenhouse gas impact of our products across the lifecycle.
Additional Keywords: *Innovation, life, impact, radiance, warmth.*



CHILLI PEPPER One of the many fresh ingredients in our products. It represents our commitment to sourcing the agricultural raw materials for our products sustainably.
Additional Keywords: *ingredients, raw materials, produce, vegetables, food.*



PLANT A symbol of the natural world we inhabit. It represents our commitment to reducing environmental impact across our value chain – from how we source raw materials, to our manufacturing operations, to the way consumers cook, clean and wash with our products.
Additional Keywords: *Nature, sustainability, environmental, farming, agriculture, growth, tea.*



WATER A precious natural resource and fundamental for life, health and cleanliness. It represents our work to reduce the water associated with the making and use of our products.
Additional Keywords: *cleanliness, filtered, fresh, conservation, hydration, drink, sea, river, stream.*



SPARK Represents Unilever's role as a catalyst for change, aiming to enhance the livelihoods of the people we work with around the world – our suppliers, distributors and farmers.
Additional Keywords: *Catalyst, energy, idea, innovation, development.*



SPOON A symbol of nutrition, tasting and cooking. It represents our commitment to continually improve the taste and nutritional quality of all our food products, helping millions of people enjoy delicious food and achieve a healthier diet.
Additional Keywords: *Nutrition, tasting, cooking, measuring, sampling, soup, food.*



FLOWER A symbol of sensitivity, care and our respect for beauty; the beauty of our consumers and the beauty of nature.
Additional Keywords: *Nature, blossom, expand, fragrance, pretty.*



CLOTHES A symbol of fresh laundry, looking good and feeling confident.
Additional Keywords: *Laundry, confidence, invigorate.*



LIPS A symbol of communication, openness and transparency.
Additional Keywords: *Communication, talk, openness, transparency, inspiration.*



TRANSFORMATION A symbol of positive change or transformation.
Our commitment to find new sustainable ways of doing business.
Additional Keywords: *Change, science, technology, innovation, development.*



FISH Represents fresh food, sea and nature's resources.
Additional Keywords: *Fresh, sea, ocean, nature, resources.*



WAVE A symbol of cleanliness, freshness and vigour.
Additional Keywords: *Movement, momentum, trend, progress, refreshing.*



SWIRL Represents our passion for great flavours and taste.
Additional Keywords: *Passion, circle, mix, stir.*



VIRTUOUS CYCLE A continuous, virtuous circle that represents our work to reduce the waste associated with the disposal of our products.
Additional Keywords: *reduce, reuse, recycle, replenish, efficiency.*



PARTICLES A reference to science and our ongoing commitment to find new innovative ways to improve the lives of our consumers.
Additional Keywords: *Bubbles, science, innovation.*



PACKAGING Symbolises our dedication to the consumer experience and our commitment to finding new and innovative packaging that is better for the consumer and the planet.
Additional Keywords: *Waste, product, manufacturing, container.*



HAIR A symbol of beauty, looking good and feeling confident.
Additional Keywords: *Beauty, confidence, self-esteem, style.*



DOVE A symbol of freedom, empowerment and self-esteem.
Additional Keywords: *Freedom, empowerment, self-esteem, confidence, peace.*



BEE Represents the community spirit of our people and our commitment to find innovative ways of working to reduce our environmental footprint.
Additional Keywords: *People, working, collaboration, activity, productivity.*



BOWL A bowl of great smelling food symbolising our commitment to great ingredients and healthy mealtimes.
Additional Keywords: *Food, soup, dinner, enjoyment.*

THE ICONS

WHAT THEY REPRESENT

As shown on the previous page, every icon has a rich meaning at its core. These icons can be applied in many ways to help build out that meaning. Examples are given to the right. Please note, all icons should almost always focus on sustainable living so that over time we build equity into them. This will help our business become synonymous with the various parts of our sustainable living mission.



ICE CREAM

A treat, pleasure and enjoyment.



SUN

An infinite source of light and renewable energy. It represents our work to find innovative ways to reduce the greenhouse gas impact of our products across the lifecycle.

THE ICONS

HOW THEY LIVE

In the Unilever logo:

The icons first came to be in the Unilever logo itself. As a result, anywhere the Unilever logo appears, the icons do as well.

On their own:

In the past, icons were used as decorative elements, and now we're really celebrating their meanings! Icons may be used on their own, as long as they are used in a context that gives them meaning – either through relevant accompanying text or photography. This will ensure the icons do not become a decorative accent without meaning. Some applications where the icons are used may have their meanings more explicitly understood, while others may not be as easily seen. This is okay, as long as there's a reason for using a specific icon (or group of icons) in the first place.

With a yoU:

The icons can be paired with a yoU to tell a sustainable living story. In this way, the icons become imbued with new meaning – meanings that can link to sustainable living (i.e. a yoU speaking about a new laundry formula that promotes washing with cold water, could use the shirt or water icon). Learn more about pairing an icon with a yoU on page 56.



THE UNILEVER LOGO



ON THEIR OWN (IN THE CONTEXT OF MEANING)



WITH A yoU

THE ICONS TREATMENTS

Icons are a big part of the Unilever brand and we strongly encourage their use! There are many ways icons can be visualized. Playing with using them at larger scales helps bring our icons to life. Consider using dynamic crops and even image crops when on a white background.

The pattern is a big part of the Unilever visual identity, and using the icons with them feels fresh and uniquely Unilever. When placing icons in segments consider their position and scale - to avoid the effect that they're floating arbitrarily within the segment, cropping them large works really well! If placing icons in a larger pattern, it's important to recognize that not every segment needs to contain an icon.



DYNAMIC CROP



IMAGE MASK



IN SEGMENTS (CROPPED)

THE ICONS

TREATMENTS – CLUSTERS

When using more than one icon together to communicate a specific message, the same treatment considerations from the previous page apply.

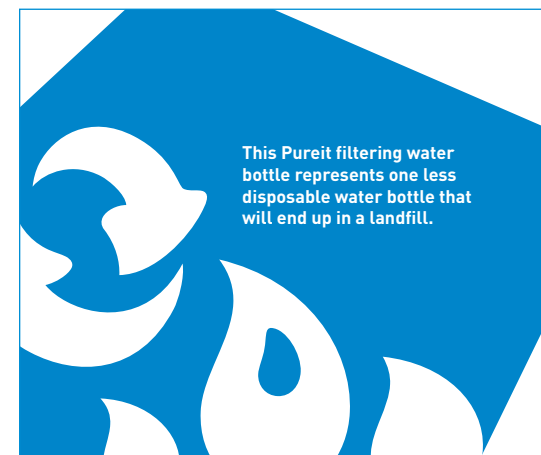
In addition, it's important to consider how clusters are formed. Icons should be arranged so that they interlock with one another – feeling as a unit. Play with scale variations and subtle rotations to help allow for this.

When using colour, finding similar shades within the same wedge, or adjacent wedges helps give the clusters a nice layered feel.

When using icon clusters in segments, they tend to work best when they're white and not too many icons. Keeping the number of icons to around 2 per segment avoids a complex, cluttered look. If you're using more than one segment, consider placing one icon per segment (as shown on previous page).



CLUSTER EXAMPLES



CLUSTER IN SEGMENT

THE ICONS DON'TS

Do not:

- 1) use multiple colours within a single icon
- 2) use gradients of colour
- 3) distort an icon in any way
- 4) use transparencies
- 5) modify an icon
- 6) flip/mirror an icon
- 7) overlap icons
- 8) outline an icon

Note: Do not use icons in a layout where they have no context/meaning and feel random as a result.



COLOUR INTRODUCTION

A WHEEL OF OPTIMISM

We love colour. And lots of it. How we use it represents the energy and fun inherent in the brand. No corporate look. It's time to form an informal and relatable bond with the rest of the world.



COLOUR BREAKDOWN

Unilever has an extended colour palette that can be used from internal departments to initiative specific applications. For example, if an environment story is being told, the green wedge's palette can be applied to the appropriate graphics.

Primary Palette:

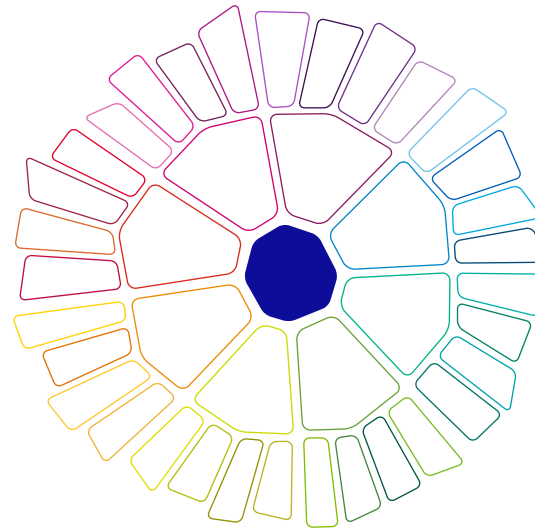
At the core of the identity system lies Unilever Blue. Unilever Blue is the original colour the brand was built on, and holds equity as a result.

Secondary Palette:

There are 8 new colours that cover the spectrum. These colours are core to the Unilever identity system.

Tertiary Palette:

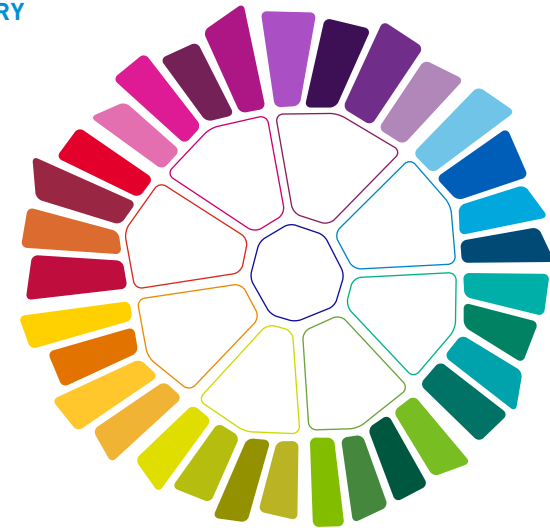
The outer ring of complimentary shades work together with the core colours of the secondary palette. When used alongside one another, they add a depth and richness to the identity system.



PRIMARY



SECONDARY



TERTIARY

COLOUR

HOW TO USE IT

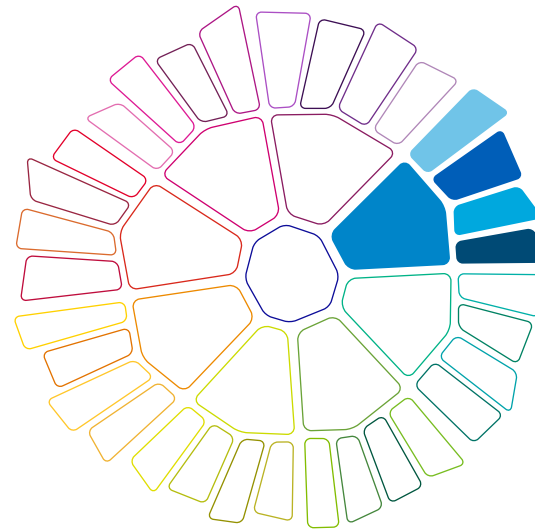
The Wedge:

Choose your palette by wedge (a primary colour with its supporting shades). Depending on the application, anywhere from one to multiple wedge palettes may be used. Often, pairing wedges that sit next to each other works very well. Alternatively (and for more visual differentiation) you may pair wedges that aren't directly linked to one another and sit further away from each other on the wheel.

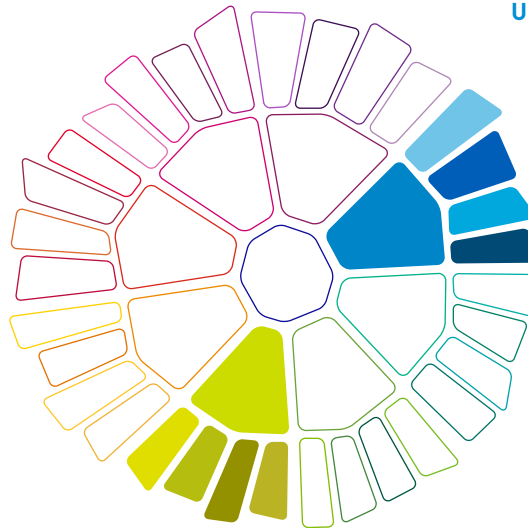
Note: When using colours in the blue wedge, it is an option to use the primary Unilever Blue with them as well.

Considerations:

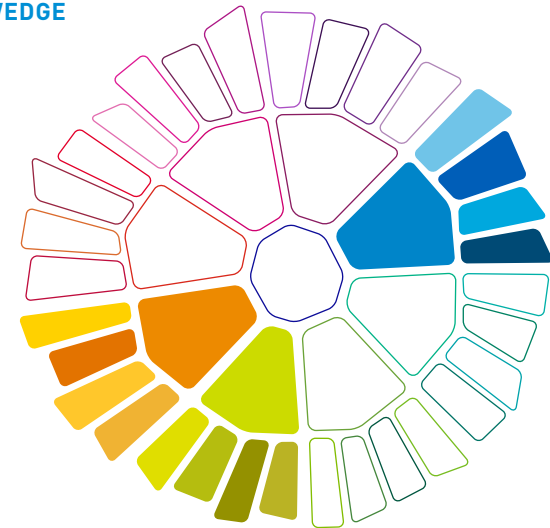
For Unilever company applications, the blue wedge should be used most often. For the internal application of colour, please refer to the Internal Identities and Communications Guidelines on the Brand Centre.



USING 1 WEDGE

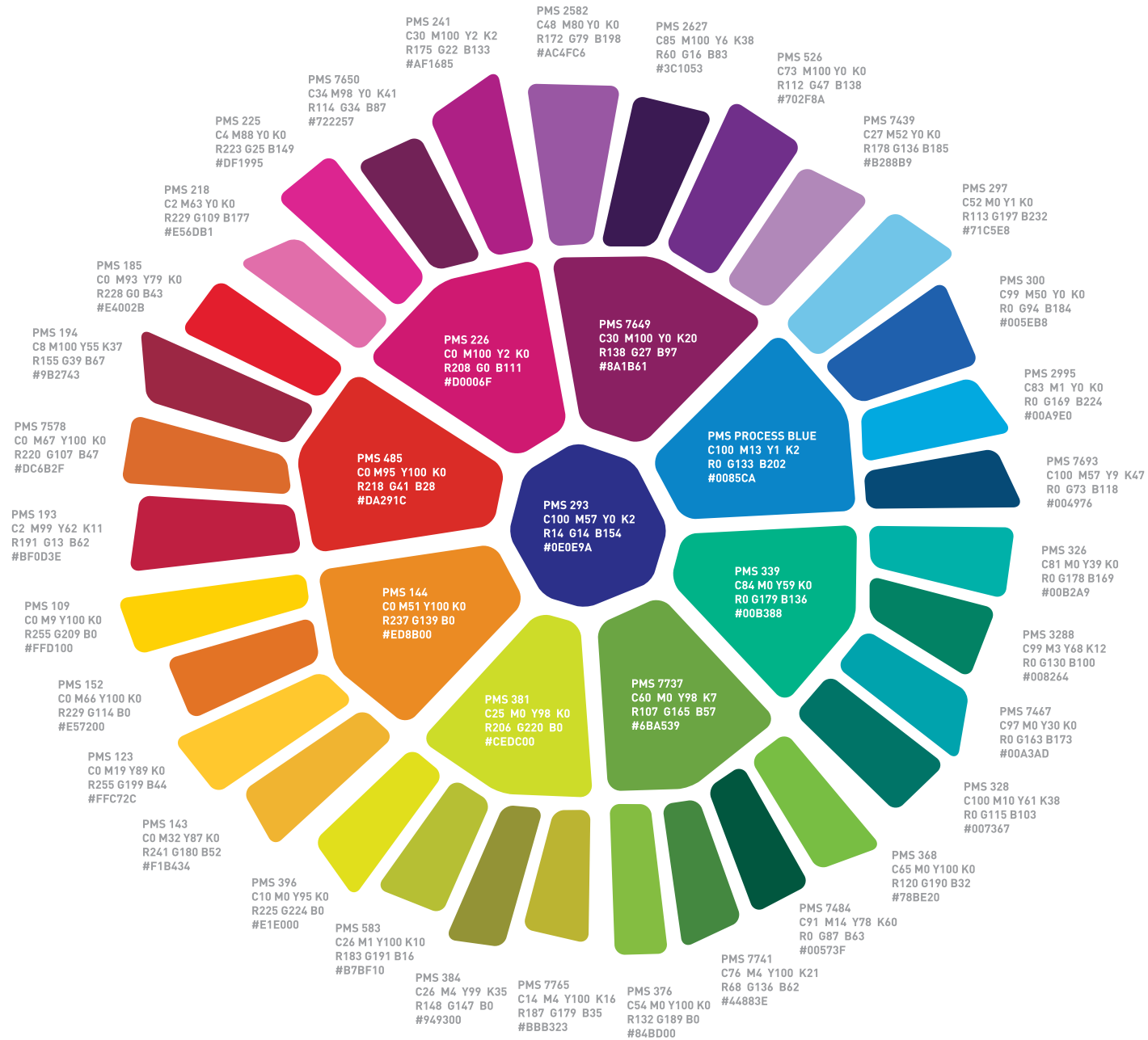


USING 2 WEDGES



USING 3 WEDGES

COLOUR VALUES



UNILEVER LOGO

ICONS

COLOUR

TYPOGRAPHY

PATTERN

PHOTOGRAPHY

yoUs

SPEECH BUBBLE

COLOUR

TINTS/TRANSPARENCIES

Modifying the tint or transparency of a shade in the colour wheel is not permitted, with the exception of one scenario – you can lighten the tint of only the lightest colours in each wedge. This will give the added flexibility when a very light background is required or text needs more contrast for legibility when applied as a tone-on-tone. Be sure to use tints sparingly!



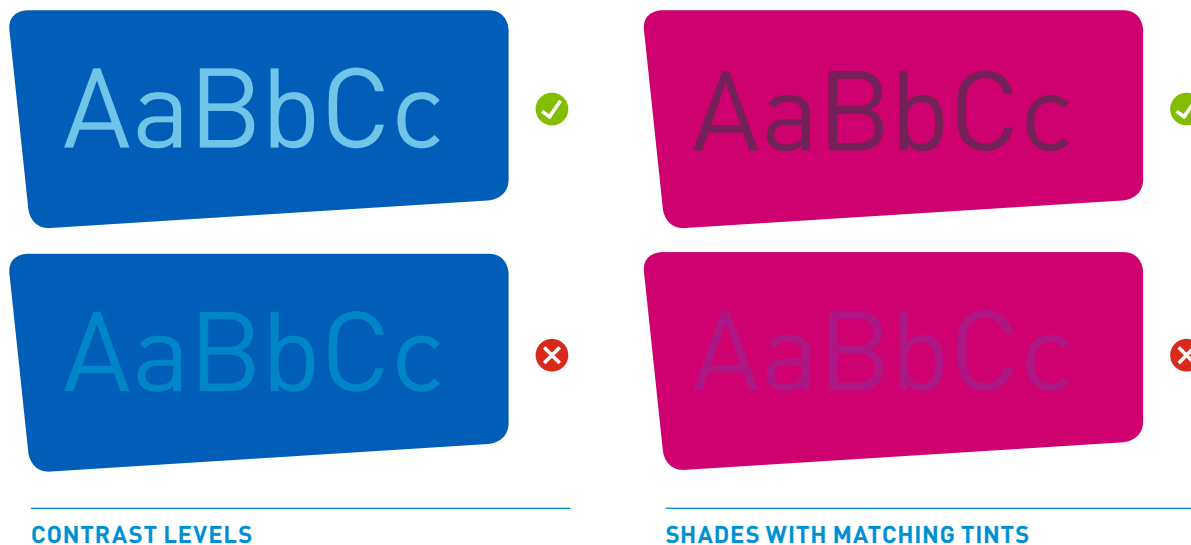
SHADES THAT CAN HAVE MODIFIED TINTS/TRANSPARENCIES

COLOUR

TONE-ON-TONE

For more design flexibility, certain elements can be tone-on-tone when over a solid background. Always ensure contrast levels are strong when text is being used tone-on-tone.

When considering shades to use for a tone-on-tone treatment, be sure to use shades within the same wedge that have similar tints, and do not clash when overlapping. White may be better suited over a solid background – consider this before using the tone-on-tone approach.



TYPOGRAPHY

PRIMARY

The primary typeface of the Unilever brand is DIN Pro. DIN Pro is clear, clean, and an extremely legible font. It gives weight to messaging and in context of the entire identity system, it offsets the playfulness of the other visual elements. Its construction flows seamlessly with the identity system. With its semi-condensed proportions, it's a flexible font when it comes to flowing text into layouts.

Primarily, DIN Pro Bold and Regular weights should be used most commonly. DIN Pro Black, Medium and Light can be used secondarily, as needed.

Creative agencies looking to license and download DIN Pro for use, can do so by visiting the following links:

For DIN Pro Bold, Medium and Regular:

<https://www.fontfont.com/fonts/din/packages#41515>

For DIN Pro Black and Light:

<https://www.fontfont.com/fonts/din/packages#41516>

For internal use, the typeface takes on the name Unilever DIN, and from June 2012, will be licenced and installed on all employee computers. Unilever DIN consists of two weights – Bold and Regular (with italics).

Please note: DIN is a globally used font. If your agency already has DIN, this purchase may not be necessary.

DIN PRO BOLD / UNILEVER DIN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN PRO REGULAR / UNILEVER DIN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN PRO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN PRO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY

SECONDARY

The secondary typeface of the Unilever brand is Arial. Arial is to be used sparingly - only in the exceptional circumstance where DIN Pro is not available for use.

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY

COLOUR

When text is used as a headline, subhead or caption, it should use the Unilever palette. When placed over a solid colour background, the text should primarily be white. As a secondary approach (and used sparingly), text may take on colour as long as it's within the same colour wedge, and legibility is not compromised as a result.

Always ensure that the contrast levels of the colours used are strong enough to avoid legibility issues.

When text is used for body copy it should be ideally set at 70% black. Alternatively, or when laying out large amounts of text, 100% black may be used.



AaBbCc
AaBbCc

PRIMARY COPY (HEADLINES/SUBHEADS/CAPTIONS)

AaBbCc

K 70%

AaBbCc

K 100%

BODY COPY

TYPOGRAPHY

ILLUSTRATIVE TYPE

We're humanizing the brand, so let's humanize our typeface too! For select applications we've developed an illustrative style that is fun, rough around the edges, and real.

This type treatment is to be used sparingly though, only in applications that can use a bit more of an expressive visualization with type – something that just can't be substituted with the conventional structure of a typeface. Think of it as a tool to inject the brand personality into a scene when DIN Pro just isn't enough.

When using illustrative type, be sure that it's only used once or twice in a single layout – it's important not to over use.

ILLUSTRATIVE
TYPE
STYLE

TYPOGRAPHY

ILLUSTRATIVE TYPE

Unilever Illustrative Type is a set of English characters that are available in Regular and Bold weights for added flexibility. This TrueType font works across various applications in both PC and Mac. As of July 2013, the TrueType font will be available and can be downloaded on the Brand Centre.

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0**

UNILEVER ILLUSTRATIVE TYPE BOLD

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0**

UNILEVER ILLUSTRATIVE TYPE REGULAR

PATTERN

INTRODUCTION

ALWAYS CONNECTED

The pattern is a key visual element of the new brand identity. With its inherent flexible nature, it can provide a backdrop for other brand elements and help to organize space. When used appropriately with scale and colour, the pattern brings a vibrant energy to layouts.

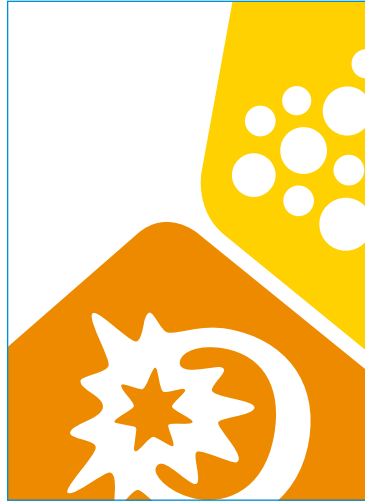
DID YOU KNOW? The pattern was actually inspired by nature. It can be seen in many different forms, from the leaves on a tree to the wings of a dragonfly!



PATTERN

HOW TO USE

The pattern is a visual device that is intrinsic to the Unilever identity. How we use it is crucial to maintaining the integrity of the brand. The pattern and its segments are a flexible visual tool that can be used in different ways – primarily it should be used as a functional device to frame content (icons, yoUs, text, photography, the Unilever logo, etc.). Secondly, it can be used as an accent on its own to create visual interest on a page – This treatment should be used very sparingly, as it's important not to overuse the pattern so that it adds unnecessary clutter to a layout.



ICONS



yoUs



TEXT



PHOTOGRAPHY



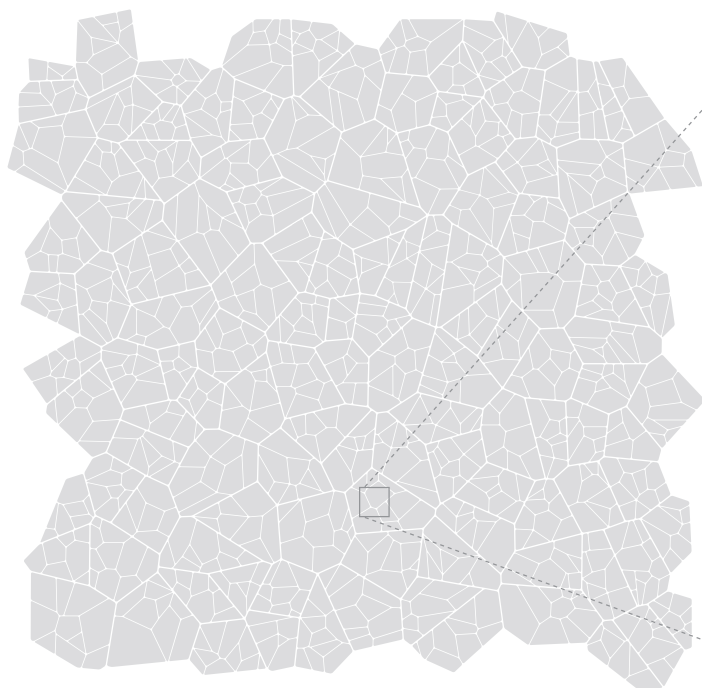
UNILEVER LOGO



ACCENT (ON ITS OWN)

PATTERN

USING MULTIPLE SEGMENTS



STEP 1) Carefully assess the pattern and choose the section you'd like to use in your layout. It's important to take a close look at the number of segments you use – Generally, a simplified approach is key. Using less segments gives a more visually appealing dynamic.

Note: Artwork for the pattern can be downloaded from the Unilever Brand Centre: thebrandcentre.unilever.com

STEP 2) Once you've placed the segments in your layout, it's important that the pattern has an irregular edge. Remove segments accordingly. Be sure to consider the white space surrounding the segments. For further flexibility, you can slightly alter the individual segments to better suit your layout by shifting the corner anchor points – but do so carefully. You may also rotate the entire group of segments to better work with your layout.

STEP 3) Assess which segments you'd like to use to frame content. You can use any element from photography to an icon (or combinations of). Remember, not all segments need to contain an element, so use your judgement.

PATTERN

WHITE SPACE

White is crucial to the identity system as a whole. Using whitespace is an effective device in bringing a sharp contrast to the many colours of the Unilever palette, and bringing clarity when using the many elements of the identity system.

When using the pattern specifically, carefully consider the white space that is formed by the edges of the pattern. Embrace this! It brings in a dynamic that becomes distinctly Unilever.

In addition, it's important that the visuals never feel too cluttered, and white space is an effective tool to help ensure there is always visual clarity.

Invitation

iam fringilla, lorem et bibendum tincidunt, nisl
na consequat erat, tempus iaculis nunc ipsum
is libero. Sed sapien nibh, eleifend id venena-
vel, dignissim sit amet arcu. In dui arcu,
ctum nec molestie nec, iaculis ac lectus.

m urna metus, lacinia ac sagittis non, imperdiet in velit.
uris lacus dui, adipiscing vel dapibus eget, porttitor in nulla.
rabitur sit amet nisi nisl, aliquam sodales nibh. Morbi libero
gue, facilisis vitae dictum eget, posuere sed nisi. Quisque id
gilla enim. Cras luctus lorem vel enim pharetra molestie.
isque ullamcorper interdum convallis. Quisque a dolor quam.
nc non ante eget augue posuere facilisis.

Warmest regards,



Rob Luersman



WHITESPACE IS IMPORTANT

PATTERN DON'TS

Do not:

- 1) use only one colour of a palette's wedge (always use shades of a colour)
- 2) randomly use completely different colours versus shades of a colour in adjacent segments
- 3) use the pattern too detailed in a layout
- 4) place multiple segments over an image so that the image is seen between the gaps of the segments – to avoid this, only one segment can be placed over an image
- 5) place the pattern over a coloured background
- 6) keep edges straight, there should always be at least one visible irregular edge
- 7) have the radius of the pattern's segments too sharp or too round
- 8) modify a segment so that an inward angle is created. All segments should have outward angles only.
- 9) crop the segments with a hard edge if they do not bleed or extend to the edge of layout (ensure all edges are rounded if this happens and a margin of whitespace is required)

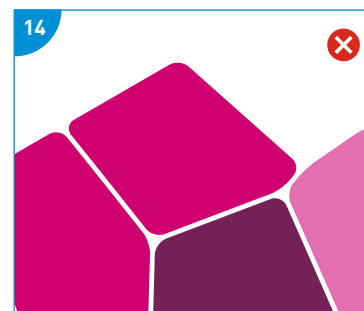
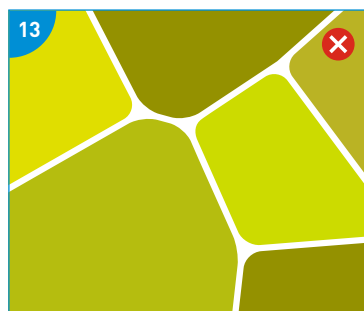
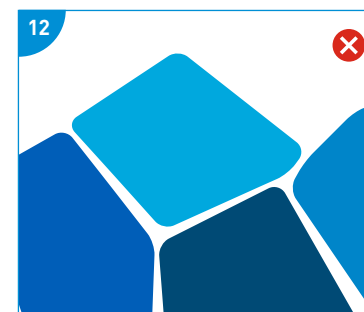
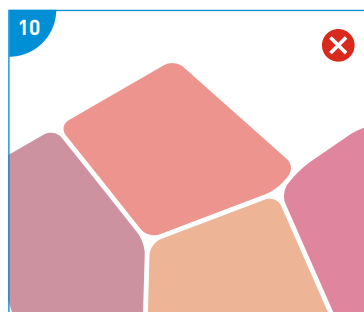
More continued on next page...



PATTERN DON'TS

Do not:

- 10) use transparencies
- 11) have large gaps between the segments (making them feel disconnected)
- 12) have uneven gaps in between the segments - all segments should interlock neatly
- 13) fully bleed the segments off all sides of a layout – whitespace needs to be present.
- 14) have two of the same shades/colours directly next to each other.



PHOTOGRAPHY

INTRODUCTION

REFLECTING REAL LIFE

We're flipping the lens and viewing our brands through the lives of the people who use them. We visualise real people to reflect the sustainable living stories they share. Photography captures the vibrancy of human moments, bringing Unilever to life in an honest, authentic way.



PHOTOGRAPHY CONSIDERATIONS

Here's a few considerations to help ensure the photography we use is aligned:

Keep it real: We want to form a relatable bond with the rest of the world. To do this, we need to ensure that the people and the scenes we feature feel real. If the scene feels staged, or the expressions of the people feels acted, it's not right for Unilever.

Capture moments: Think in terms of documentary-style photography, which is about capturing real, authentic moments. The key is to create an overall tone that is genuinely optimistic and upbeat.

Share relevant stories: Every photo tells a story. Our main story is our sustainable living story so we should be sure to show scenes where our products are helping people live more sustainably.



PHOTOGRAPHY CONSIDERATIONS

Brand Close-ups:

We have an opportunity to showcase our brands through the lives of the people who use them. When it's necessary to feature close-ups of our brands, it's important to show them in the context of an environment – as opposed to on sterile white backgrounds. Introducing hands holding our products often works very well and helps to further humanise us!



PHOTOGRAPHY TREATMENT

Depending on its application, imagery can live in a traditional frame, or more dynamically in the segments of the brand pattern. Cropping imagery in the segments of the brand pattern is the preferred option. In this application, imagery can be framed by one segment or span multiple – as shown to the right. Most circumstances will be better suited for using one image per segment. When spanning multiple segments, it's important that the image crops are carefully considered, and the gaps between the segments do not interfere awkwardly with the image – This treatment should be used less frequently.

In layouts, it's recommended to crop at least one side of the image off the page.



SEGMENTS FROM PATTERN



TRADITIONAL

PHOTOGRAPHY

DON'TS

Do not:

- 1) use imagery that feels pessimistic
- 2) use images that feel staged or stock
- 3) use images that use stylized filters including high contrast and coloured tints
- 4) use images that use textural filters
- 5) crop an image awkwardly when spanning multiple segments
- 6) use too many segments when masking an image
- 7) use images where the connection to the individual is lost



MEET yoU. yoU IS AN AVATAR.

Every yoU gives a human face to the brand. yoUs are a way for employees, consumers, and global citizens to engage with Unilever in a more fun and meaningful way.

Unilever has the power to unite people around the world under a common cause, to make sustainable living commonplace. The yoU is the graphic device that helps us achieve this.



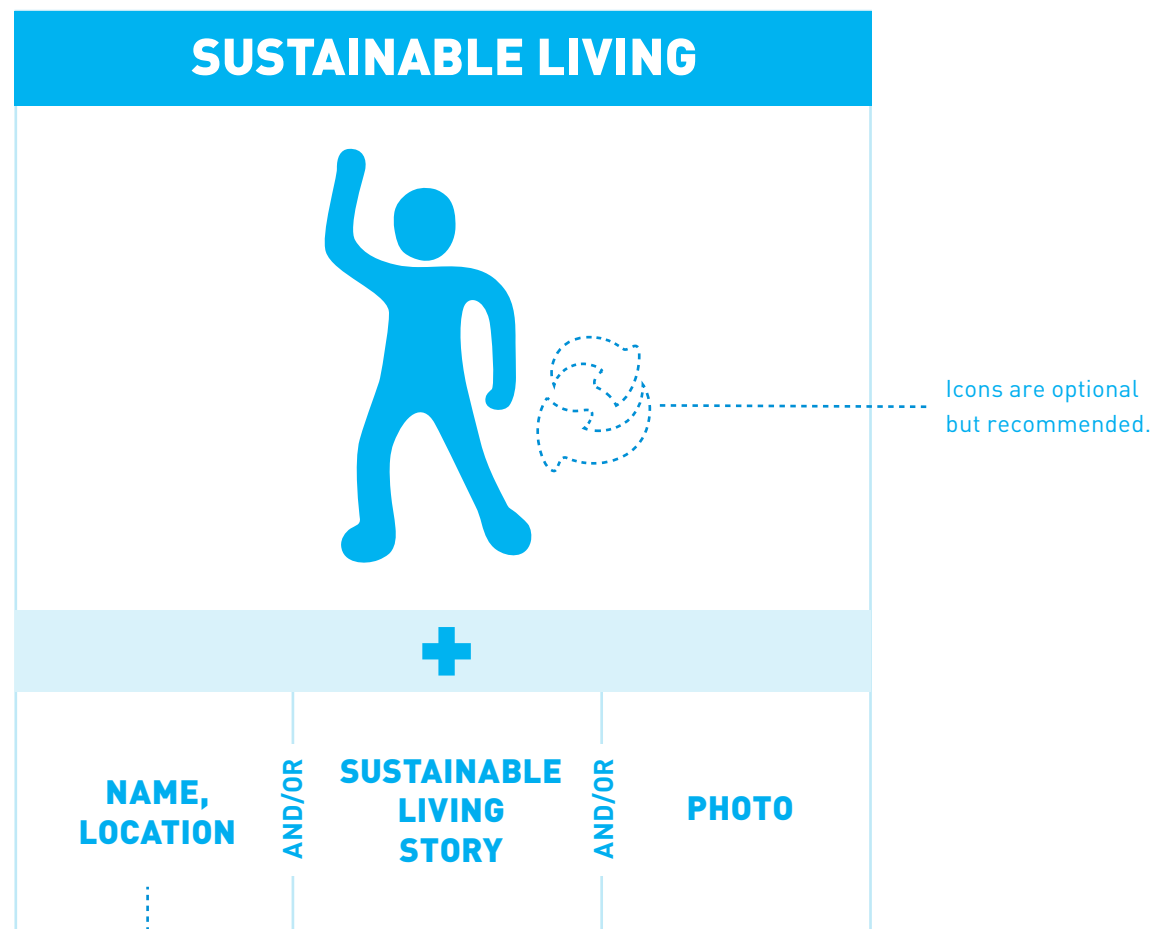
WE WILL ONLY USE yoUs INTERNALLY AT UNILEVER FOR NOW. It's important that we build meaning into the yoUs internally before bringing them to the world.

'yoU' PROPER USAGE

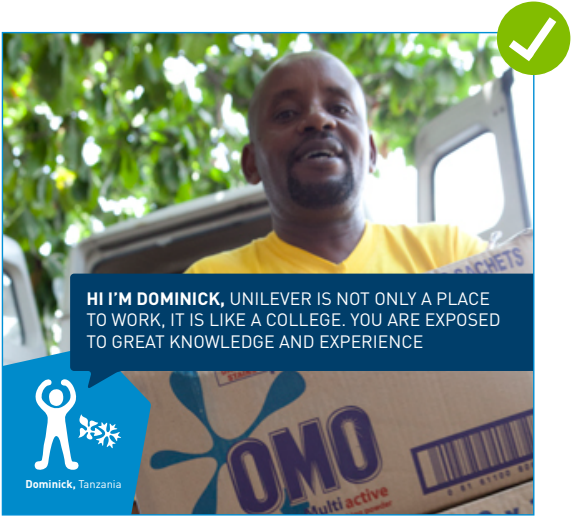
yoUs are graphic elements that are intended to build up Unilever's overall brand equity in the territory of sustainable living. It's essential that this equity is not diluted by using the yoUs incorrectly. Refer to the chart to the right as a guide to help ensure you're using yoUs correctly.

Please remember: A yoU can only be used if it lives in the context of sustainable living.

As our sustainable living agenda grows into the business, so too will the use of the yoUs. If you are working on a project – before you consider using a yoU, have you considered sustainable living?



'yoU'
 PROPER USAGE



ELEMENTS USED:
 yoU
 + Name, Location
 + Sustainable Living Story
 + Photo

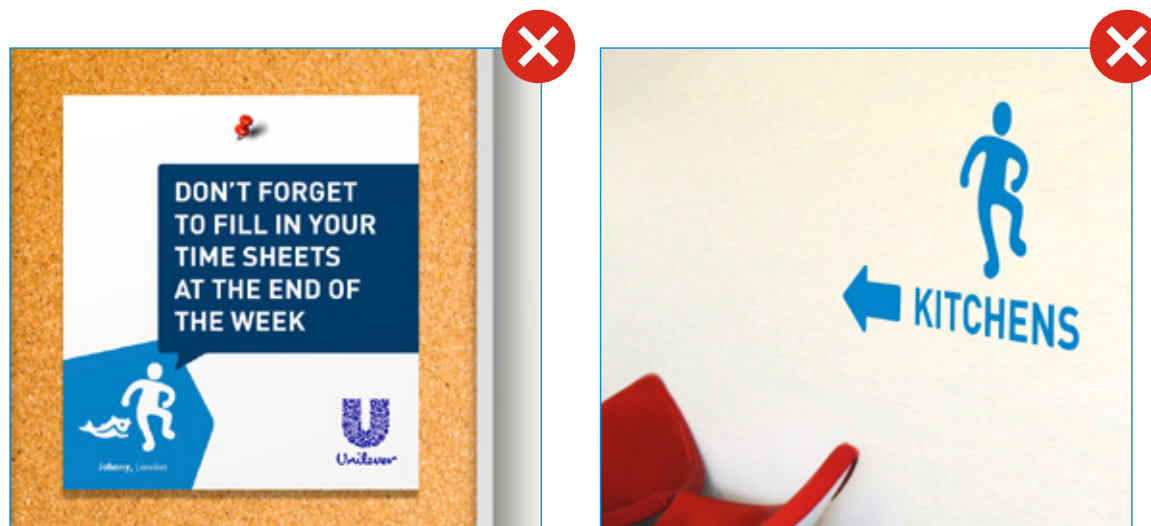


ELEMENTS USED:
 yoU
 + Sustainable Living Story



ELEMENTS USED:
 yoU
 + Name, Location

'yoU' IMPROPER USAGE



'yoU'

THE FIRST 25

A yoU can represent a real person who has joined the mission to make sustainable living commonplace, and has a relevant message to share. People can choose or create their yoU based on their own personality. The goal is to give each yoU a distinctive voice while having them all speak with one collective voice.

We've got 25 static yoUs that are used to communicate Unilever's sustainable living agenda. As the identity system progresses, there will be an ever expanding community of yoUs - made by real people to represent themselves.



'yoU'

HOW THEY LIVE IN A SCENE

In particular applications (primarily in video), a yoU can live in and interact with an illustrated scene (not photo-realistic) that relates to sustainable living. In these applications the yoUs are placed in a backdrop. This backdrop can be anything from a farmers field to a laundry room. Refer to the illustration style on page 67 when creating your illustrated scene.

White backgrounds:

Where scenes are in a white background, a coloured yoU should be used with a backdrop that is a light grey or a colour from the same wedge.

Colour backgrounds:

Where scenes are in a coloured background, a white yoU should be used. The backdrop and background should have a tone on tone relationship, where the backdrop takes on a lighter tone than the background.

Note: When a yoU is placed in a scene, it should be paired with an icon only when appropriate. If the icon interferes with other objects in the scene, avoid use. Alternatively, the icon itself can become the object in a scene. Use your discretion and creativity!



EXAMPLE SCENES ON WHITE



EXAMPLE SCENES ON COLOUR

'yoU' SCALE & MINIMUM SIZE

Scale is an important element when considering how a yoU appears in applications. A yoUs scale should always be considered proportionally relative to other elements in a layout. It should never feel abnormally large so that it overpowers other elements. yoUs are best proportioned as accents for example, supporting a real person's photograph as indicated on right.

Minimum Size:

yoUs should never be too small. To control this, the width of a yoUs head should never be smaller than 2mm. Anything smaller than this scale becomes illegible and should be avoided.



ACTUAL SCALE

'yoU' DON'TS

Using the yoUs is fun and always should be. With that said, there are a few things that should never be done to a yoU.

Do not:

- 1) accessorize yoUs. (dress up in hat, glasses, etc). yoUs are not gender specific.
- 2) modify yoUs to portray a negative tone (i.e. head down, hunched over, etc). yoUs movements and stances are always positive and proactive.
- 3) overlap multiple yoUs.
- 4) distort a yoU in any way.
- 5) give the yoUs distinguishable features (i.e. fingers or hair).
- 6) use more than one colour with a single yoU.
- 7) integrate a yoU into a photographic scene.
- 8) add any treatments to a yoU (eg. outlines, gradients, etc). yoUs should always be a solid colour.
- 9) treat the yoUs as a random wallpaper or design accent. Remember, yoUs can represent real people and always link to sustainable living in some way – every yoU should be thoughtfully considered when used and never trivialised.



'yoU' + ICON PAIRINGS

INTRODUCTION

LINKING PEOPLE AND PURPOSE

Every yoU brings the icons to life by giving them a platform for meaning – either through the stories they tell or their connection to Unilever. Every icon brings the yoUs to life by directly linking them to a purpose.

In this example, the yoU would be paired with the bowl icon because it's conveying a relevant message about soup or healthy meal times.



'yoU' + ICON PAIRINGS

HOW TO PAIR THEM

There are two ways an icon can be paired with a yoU.

1) As a personal connection to Unilever

Note: This is only relevant when a real person is creating their own yoU.

Every person who creates a yoU, chooses an icon to pair it with. This specific icon is chosen for the person's individual connection to Unilever.

2) To share sustainable living stories

When using yoUs to communicate a specific sustainable living message, the icon used should be one that best relates to the message.



Kavya, Mumbai

ICON AS A LINK TO UNILEVER



Kavya, Mumbai

ICON AS A STORY TELLING DEVICE

HI, I'M KAVYA. I'M COMMITTED TO WASHING MY HANDS 3 TIMES A DAY, KEEPING MYSELF HEALTHY.

'yoU' + ICON PAIRINGS

SCALE & POSITIONING

Scale

Icons should be approximately 50% scale relative to a yoU, and should never exceed the size of a yoU.

Positioning

Icons should visually lock into a yoU as best as possible. It's like putting the pieces of a puzzle together. Look at the yoU and the negative space formed around its body to find the perfect fit for an icon. Make sure the icon is not too distant to a yoU, but also make sure it's not touching.



EXAMPLE LOCKUPS

'yoU' + ICON PAIRINGS

DON'TS

Do not:

- 1) place an icon too far from the yoU
 - 2) place an icon too close or touching a yoU
 - 3) place an icon inside a yoU
 - 4) scale an icon too large relative to a yoU
 - 5) scale an icon too small relative to a yoU
 - 6) have an icon a different colour than a yoU
 - 7) have an individual yoU with more than one icon
 - 8) pair icons with yoUs so that unfortunate scenes are created (e.g. yoU running from bee).
- Be mindful while pairing.



SPEECH BUBBLE

INTRODUCTION

A STORY TELLING DEVICE

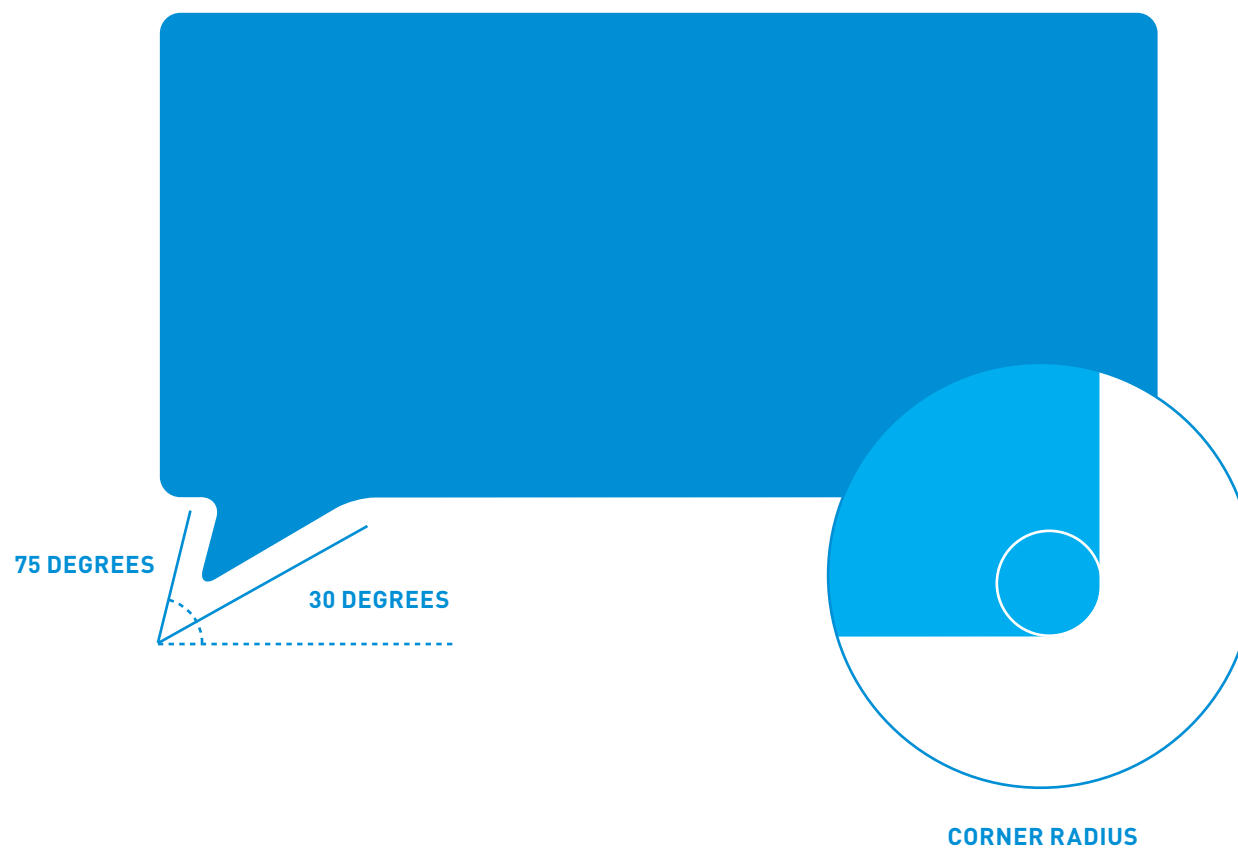
The speech bubble is how we infuse the brand with a human voice. Ideally, they can live in harmony with a yoU by allowing them to share a story or message around sustainable living. Alternatively they can be used on their own to communicate messages in a fun way.



SPEECH BUBBLE

HOW TO MAKE ONE

It's important for speech bubbles to maintain a visual consistency across all uses. Specific angles have been established for the tip of the speech bubble. In addition, it's important that all speech bubbles have rounded corners. Finding the right balance of corner radius size is crucial. Use your judgement to assess, but make sure they're not too rounded or too sharp. Use the supplied artwork as a visual reference.



SPEECH BUBBLE

PLACING CONTENT

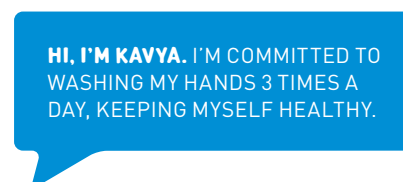
We like to think of the speech bubble as a container for good things. Primarily the speech bubble is for text only, however in certain applications when the speech bubble is used on its own, Unilever's 25 icons could accompany the text to further reinforce a message.

The margin of clear space from the edge of a speech bubble, to the edge of text, is defined by 'x'. 'x' is the distance from the bottom of the speech bubble's tip, to the bottom of the speech bubble.

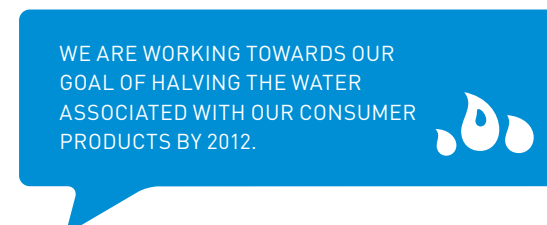
All text should be uppercase and primarily white when placed in a speech bubble. Most often, accompanying copy outside of the speech bubble should be sentence case.

Minimum size:

The minimum text size for a speech bubbles is 8pt with 10pt leading (line spacing).



MINIMUM TEXT SIZE



TEXT + ICON EXAMPLE

SPEECH BUBBLE PROPORTIONS

The speech bubble is a flexible container that can be adjusted to better fit text or placement in layout. Naturally, there are 4 sides to a speech bubble - Side a, b, c, and d. Side 'a' is locked in at all times. Sides 'b' and 'c' are the most ideal sides to extend or compress when altering width and height. For additional flexibility, Side 'd' can be adjusted if the layout requires.

Examples of horizontal and vertical layouts are shown below.



SPEECH BUBBLE

TIP POSITIONING

To allow for flexibility when placing a speech bubble with a yoU, the placement of the speech bubble's tip may slide along the horizontal axis, and even flip as needed. In either case, always ensure that the angles specified on page 61 are always maintained.

In exceptional circumstances when vertical space is limited, the speech bubble's tip can be relocated to either side of the container.



TIP CAN SLIDE AS NEEDED



TIP CAN FLIP



TIP CAN STEM FROM THE SIDES
(EXCEPTIONAL CIRCUMSTANCE)

SPEECH BUBBLE

PAIRING WITH A yoU

The speech bubble is a device that is most often used with a yoU. Remember, the tip of the speech bubble always needs to be linked to a yoU that lives inside or outside of a segment.

Pairing colours:

When pairing up a speech bubble with a yoU, it's important to consider colour. The colour of the speech bubble and the yoU's segment should never be the same. They should be from the same wedge palette, but of different shades. If the yoU is not framed by a segment and is on white, the colour can be the same as the speech bubble.



SPEECH BUBBLE DON'TS

Do not:

- 1) place the white text over a light colour with low contrast
- 2) place text with leading or tracking too tight
- 3) place text in sentence case
- 4) have the text too close to the edge of frame
- 5) have the corner radius too rounded
- 6) have the corner radius too sharp
- 7) have the tip of a speech bubble too far from a yoUs head
- 8) have the speech bubble the same colour as a yoU & icon's segment

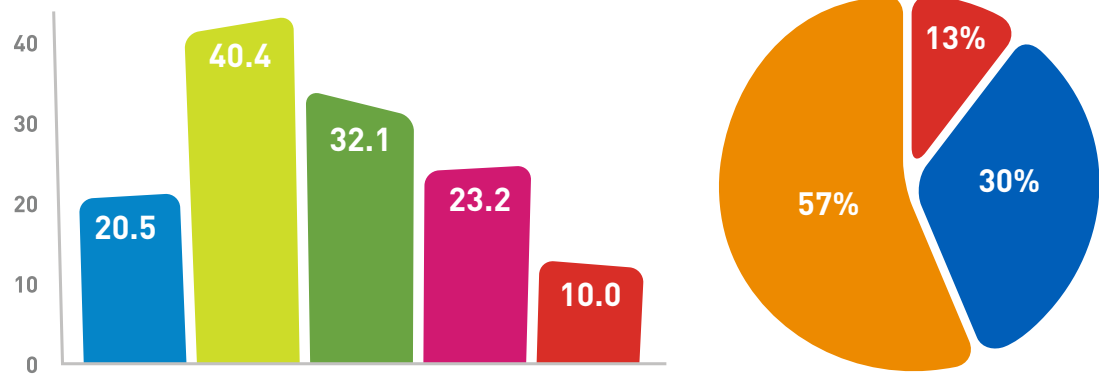


ILLUSTRATION STYLE

We're bringing a more informal look and feel to our illustrations. Our illustration style is about embracing simplified shapes, and using rounded, softer corners to give them a unified look. Lets avoid the perfectly constructed approach and embrace asymmetrical shapes that will liven up our illustrations. Shapes should avoid complex overlapping and often work best when on a white background.



OBJECTS AND SCENES



INFOGRAPHICS / CHARTS

VOICE & TONE

WHAT TO SAY & HOW

EXTERNAL

We speak with a clear and consistent voice: Human. Open. Connected. Entrepreneurial. Optimistic. Fun. Authentic. Collaborative. Fresh. Serious but never heavy handed. Unilever is accelerating positive change on a global scale. We will collaborate and cooperate with the world.

INTERNAL

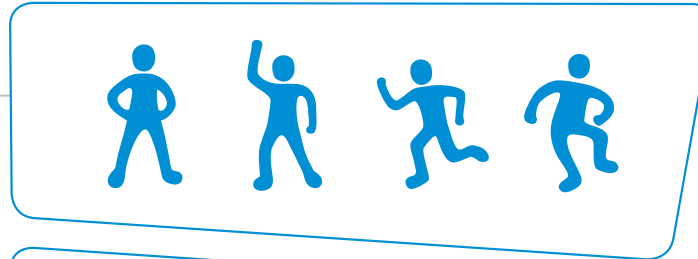
We speak as leaders and pioneers for sustainable growth, showing authority, ambition and passion for our business and brands. We are confident but not arrogant, challenging yet respectful, empathetic and always honest. We show personal ownership of this business and act with integrity at all times.

For further guidance on our internal tone of voice, see the Internal Identities and Communications Guidelines on the Brand Centre

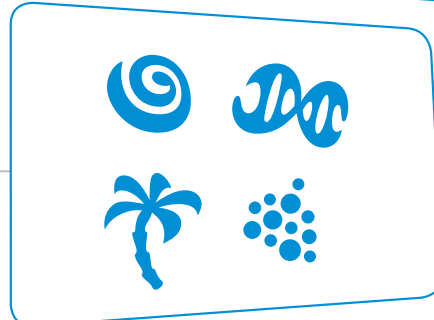


SUMMARY OF ELEMENTS

yoUs unite all of us under the shared ambition of making sustainable living commonplace.



ICONS can take on multiple meanings based on the context of their application. They are paired with yoUs or on their own in the context of meaning.



PATTERN introduces a dynamic flexibility to the identity system. It should be used primarily to frame content (yoUs, icons, type, photography, Unilever logo, etc).



UNILEVER LOGO is the quality mark of sustainable living.



DIN | **ILLUSTRATIVE
TYPE
STYLE**



SPEECH BUBBLES can be used to convey messages with a human voice.



PHOTOGRAPHY The hero is the person whose story we are telling, the brands and products support that person and the story that they have to tell.

COLOUR introduces life and energy and should be applied appropriately based on its application. The use of the blue palette is important to build brand equity.



TYPOGRAPHY clearly communicates a message. It has the flexibility to do so in a more conservative form using DIN Pro, or a more human illustrative style.

PART 4 DESIGN INSPIRATION

WITH OR WITHOUT yoU

The background features a large, solid blue shape that dominates the right side of the frame. On the left, there are several geometric shapes in various shades of blue (dark blue, medium blue, and light blue) separated by white lines, creating a fragmented, abstract pattern. The text is positioned on the left side, overlapping the blue background.

WITH OR WITHOUT yoU DESIGN INSPIRATION

The following examples have layouts free of any yoUs.



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Englewood Cliffs
New Jersey 07632-3201
T: +1 (800) 598-1223
F: +1 (123) 456-7890
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Michael Johnson

Global Brand Development Manager
Unilever Brand

T: +44 (0)20 7822 5252
M: +44 (0)20 7822 6852
E: michael.johnson@unilever.com

Unilever PLC 100 Victoria Embankment,
London, EC4Y 0DY www.unilever.com



consumption on the environment and society and try to reduce the negative impacts and increase the positive ones. That can be done through a change in the behaviour of the consumer or through a change in the products offered by companies to consumers, so as to have a smaller negative impact on the environment. A good example are the products designed to use less energy, such as Unilever's laundry products.

It is important to remember that no product can be manufactured or used without the extraction of natural resources from the crust of the Earth and the use of water and energy. These items are present in the production or use of products, even when the consumer does not notice them explicitly. As a consequence, consumers can make an enormous everyday contribution to the present and future sustainability of life on our planet by choosing which companies to buy from and giving preference to



But let me repeat: the process starts at the level of the individual, with the understanding that small actions will lead to big changes. In order to show that individuals do have an enormous opportunity to contribute, let me give you two additional examples.

those that have adopted a more friendly stance towards the environment and society. They can choose products that were produced, and can be used and disposed of, with the best possible standards from an environmental and social point of view.

The opportunity ahead

It is important to emphasise that we are not referring to future risks but to the opportunities for each and every consumer to contribute today to reduce the present and future risks of unsustainability. However, the problem is of such magnitude that it would be too optimistic to expect a solution to come from any single social agent, be it government, multilateral organisations, corporations or civil society. We need a process that engages the whole of humanity, starting with the actions of each individual. This should be reflected in the enabling conditions provided by national governments, corporations and multilateral organisations so that change is implemented on a scale and at a speed that can contribute, in time, to reversing the present pattern of unsustainability of life on Earth.



Unilever



SUSTAINABLE GROWTH

At Unilever, we believe that growth and sustainability should be two sides of the same coin. And we believe that brands can help to inspire positive change throughout society.

To find out more visit unilever.com or www.facebook.com/unilever





TITLE OF DOCUMENT LOREM IPSUM

SUBTITLE LOREM IPSUM





Unilever

ANNUAL REPORT AND ACCOUNTS 2011

Creating a better future every day



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odio. In posuere placerat nunc. Nulla
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SUSPENDISSE

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Vestibulum lacinia sagittis metus eu
ultrices. Proin non libero ante. Mauris
sed blandit arcu. Quisque ante magna,
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semper pretium lacus vel gravida.
Quisque non massa massa.



UQUI TET, EST, CON RE CUPTATI
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ESTINTU REPUDA NIMPORESTEM
AUT RESTRUM HICATUS ULLACIPSUM
QUI CONSEQUAT



Made from 100% recycled cotton.
It's one small action in a collection of
many that help us live more sustainably.



ShareBuy

Unilever and your
savings – it's quick,
easy and secure!

Owning shares is one way to invest your money and plan for your future. Our ShareBuy Plan gives you the chance to buy Unilever PLC shares and enjoy some of the success you've helped create.

You are eligible to join ShareBuy if you are on a Unilever UK payroll and have been employed for at least six months by Unilever PLC and have a contract of employment with a ShareBuy Participating Company within the Unilever PLC Group (this excludes expatriates in the UK).

If you wish, you can join both ShareBuy and ShareSave.

ShareBuy also represents great value and is tax effective.

It's also easy to budget as you can invest between £10 and £125 a month or 10% of your salary, whichever is the lower. The plan is also very flexible – you can change the level of your monthly contribution.





NOS MARQUES

LES BOISSONS ET LES GLACES



LES PRODUITS ALIMENTAIRES



LES PRODUITS DE SOIN DE LA PERSONNE



PRODUITS D'ENTRETIEN DE LA MAISON



CHIFFRES CLÉS

2 milliards	de consommateurs utilisant un produit Unilever chaque jour
170 milliards	de produits Unilever achetés chaque année
190	Plus de pays dans lesquels nos produits sont vendus
1 milliard €	investis en R&D en 2011
13 ans	Depuis l'entreprise est la mieux cotée dans la catégorie « Food Producers » dans le Dow Jones Sustainability Index

UNILEVER FRANCE, C'EST AUSSI :

- 7 sites de production
- 1 siège à Rueil-Malmaison
- 4 centres de développement Marketing globaux ou européens
- Unilever a ouvert 7 centres d'innovation Client (CiC) dans le monde, dont un à Rueil-Malmaison, pour une collaboration plus interactive et plus approfondie avec nos clients, en utilisant notamment la technologie virtuelle et un magasin laboratoire.
- A fin 2011, Unilever France est, tous secteurs confondus, le 8^e annonceur en plurimédia, le 3^e en télévision, et le 11^e sur internet (Source Kantar Media).



TRAVAILLER CHEZ UNILEVER

Chez Unilever, les opportunités de carrière sont nombreuses et variées. Notre réputation en tant qu'employeur s'est forgée en créant un environnement propice à l'accomplissement professionnel et personnel de nos collaborateurs. Nous multiplions donc les initiatives pour développer nos talents, les opportunités pour faire évoluer et grandir nos collaborateurs, et leur offrir des carrières enrichissantes.

Nous disposons d'un large choix de métiers, de fonctions et de sites internationaux afin de satisfaire les esprits les plus déterminés et imaginatifs en termes de mobilité. Chez Unilever, les équipes sont amenées à travailler sur des marques passionnantes et à perfectionner leurs compétences en gérant des projets à la pointe de leur spécialité.

Notre culture est basée sur la performance. Nous encourageons nos collaborateurs à relever les challenges, à voir des opportunités plutôt que des difficultés et à aller toujours plus loin.

Notre réussite dépend de l'innovation. C'est pourquoi nous mettons tout en œuvre pour nous assurer que nos collaborateurs aient la liberté d'agir et d'être entrepreneurs. Enfin, nous considérons que la diversité des profils et des parcours est indispensable pour enrichir nos projets et mieux répondre aux attentes de nos clients et consommateurs.

UNILEVER FRANCE 2012



ISSUE NO • MONTH YEAR



UNILEVER

MAGAZINE REGION NAME

Formally known as ENCONTRO MAGAZINE

STORY TITLE HEADING ONE

Name of the pillar
the story falls under

STORY TITLE HEADING TWO

Name of the pillar
the story falls under

STORY TITLE HEADING THREE

Name of the pillar
the story falls under

LOCAL HEROES
Spotlight on
Name, Location



HEADING GOES
HERE. LOREM
IPSUM DOLOR SIT
AMET, CONSECTET
R ADIPISCING ELIT.

**MAIN
ARTICLE TITLE**



CHANGING CONSUMER BEHAVIOUR

Leave on conditioner is a win for the consumer who can save time and effort by conditioning their hair without rinsing.

A win for the environment, saving water and energy.



The background is a solid light blue color. It is decorated with several abstract geometric shapes in various shades of blue (dark blue, medium blue, and light blue) and white. These shapes are primarily located in the top-left and bottom-left corners, creating a modern, angular frame. The shapes include triangles, polygons, and rounded corners, some of which overlap each other.

WITH OR WITHOUT yoU DESIGN INSPIRATION

The following examples have layouts with yoUs.

A photograph of two women with dark hair, wearing red long-sleeved shirts and light blue headbands. They are both smiling and applying a white cream or soap to their faces with their hands. The background is a bright, slightly out-of-focus indoor setting. The photo is part of a poster layout.

HI, I'M LOIS. IF WE JUST CHANGE OURSELVES
AND I TEACH MY CHILDREN THE RIGHT WAY, AND
THEY TEACH THEIR CHILDREN THE RIGHT WAY...
IT WOULD HAVE A BETTER EFFECT BY FAR.



Lois, London





HI, I'M KAMLA. WITH THE HELP
OF PG TIPS I SEE THE BENEFITS
OF SUSTAINABLE FARMING.



Kamla, Sri Lanka

Sustainability at work



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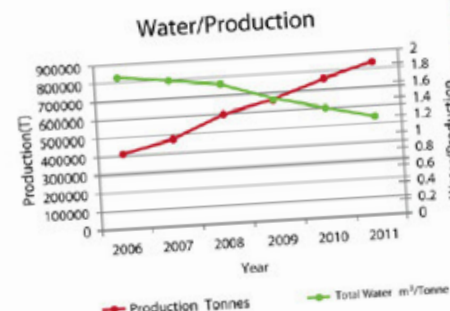
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