



# UNILEVER BUILDING GUIDELINES

ISSUED JUNE 2013



# THE MOST IMPORTANT THINGS TO CONSIDER WHEN BRANDING A UNILEVER SPACE

## IT'S ABOUT PURPOSE

Unilever is committed to making sustainable living commonplace. Our buildings should embody this idea in all content, imagery and materials used.

Our purpose should be beautifully articulated and accurately expressed. Strong mandatory guidance is given in part 4 of this document.

## FIRST IMPRESSIONS COUNT

How our employees and visitors first come into contact with Unilever in reception and entrance areas should be consistent in every building.

## BUILD THE STORY

There are 10 visual elements that help to build Unilever's equity. They are fun and flexible and work together to create a unique Unilever experience. Most focus should be given to:

**The 25 Unilever icons:** Core to who we are, they should be proudly celebrated in a meaningful way.

**Our brands and heritage:** Woven throughout all our spaces to tell the story of our past and future.

We hope this document provides you with inspirational examples of how to bring a Unilever building to life.

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# **PART 1 USING THIS DOCUMENT**



## USING THIS DOCUMENT

### OVERVIEW

## A NEW VISUAL IDENTITY SYSTEM FOR UNILEVER.

Unilever's ambition is to make sustainable living commonplace. To help achieve this, employees need to understand it and see it reflected in their daily lives and workplaces.

These guidelines should be deployed where new buildings are being created or older workplaces are being updated. Reduced impact on the environment should be the first and foremost criterion in our decision making and for the materials we use.

Before using these guides, you should familiarise yourself with the Unilever Visual Identity Standards Guide, also found on the Brand Centre. Together, these two documents provide all the information you should need to start integrating the new visual identity in your buildings.



## USING THIS DOCUMENT

### OVERVIEW

## WHAT ARE WE TRYING TO ACHIEVE IN OUR BUILDINGS AND WHY?

How the workspace is branded should reflect our company's ambitious goal of making sustainable living commonplace.

We want to bring the Unilever's story to life in our buildings so that all of our workspaces, no matter where they are in the world, feel like they are part of one family.

The design of our buildings will help bring our brands closer, stimulate a positive and unique workplace culture, improve navigation, and encourage open communication within our diverse departments and divisions through shared experiences.

## GENERAL DESIGN PRINCIPLES

Our buildings should feel unmistakably Unilever by reflecting one company with different functions, be visually stimulating, be easy to navigate and encourage interaction.

Find a balance between standardisation (with benefits of minimizing costs and allowing for central specification) and customisation (allowing for more pertinent, personal interpretations tailored to the location and audience).

## WHAT NOT TO DO

Unnecessary clutter in the workplace diminishes the impact of our new visual identity, therefore we need to be decisive in its application.

Applications should be professionally planned and implemented. Reproducing ad hoc DIY posters printed from a desktop inkjet or creating countless sub-identities from the system will fragment and weaken the brand identity.

## **PART 2 PRINCIPLES**

## PRINCIPLES

### FOUR KEY PRINCIPLES THAT EMPOWER THE NEW UNILEVER VISUAL IDENTITY SYSTEM

These guidelines are meant to inspire you, not limit you. They provide guidance on how to bring Unilever's visual design and sustainable living stories to life in our spaces.

Our new visual identity system encourages friendly and fluid physical spaces that emphasise a space's soft curves and integrate many playful, but meaningful elements.

**1) BE HUMAN**

**2) BE REAL**

**3) BE CONNECTED**

**4) AND DON'T  
FORGET TO  
HAVE FUN!**

# PART 3 VISUAL ELEMENTS

Unilever Logo / Icons / Colour / Typography / Pattern / Photography / yoU / Speech Bubble / Our Brands / Our Heritage

# VISUAL ELEMENTS

## AT A GLANCE

Our identity system is flexible, robust and works across a full range of physical applications. There are 10 visual elements that play an important role in bringing Unilever to life. They help us communicate our commitment to sustainable living throughout our buildings.

### CORE ELEMENTS



UNILEVER LOGO



ICONS



COLOUR



TYPOGRAPHY



PATTERN



PHOTOGRAPHY



you



SPEECH BUBBLE

### OTHER ELEMENTS



OUR BRANDS



OUR HERITAGE

## UNILEVER LOGO

The Unilever logo and Unilever blue are the heroes of the company. These are the central building blocks of the Unilever identity and are the first and last experience when entering or exiting a building.

The Unilever logo should be treated as art: romanced and always created with premium materials such as stainless steel, backlit acrylic or glass. Representation of the logo and the colour blue should be displayed in the entrance spaces, but more subtly applied in appropriate spaces elsewhere, such as a speaker's podium in the auditorium.





## UNILEVER ICONS

The 25 icons that make up the Unilever logo each contain a meaning related to our company's sustainable living goals. The icons should be used in a way that clearly expresses their associated meanings, whether it be in text, imagery or through the material used to create them. Icons should be treated as individual elements, giving them space to breathe and express their meaning, rather than as groupings of icons that form a decorative pattern.





# COLOUR

We love colour. How we use it represents the energy and fun inherent in our company, rather than taking a standardised and rigid corporate approach.

Applying the colours to the spaces helps you navigate easily throughout our buildings. The colour wheel provides a vibrant palette of colour wedges that can be used to define specific spaces, as well as enhance our overall visual experience.



## TYPOGRAPHY

Unilever's primary typeface is DIN Pro—a clear, clean and extremely legible font. It gives weight to messaging, is scalable and when used in space helps to offset the playfulness of other visual elements. It is a flexible font for 3D applications because of its semi-condensed proportions and sharp structure.

For select applications we have developed an illustrative typeface that is fun, rough around the edges and real. This typeface is known as Unilever Illustrative Type.

### NOTE

For more details on Unilever Illustrative Type, refer to the Unilever Visual Identity Standards Guide found on the Unilever Brand Centre.



DIN PRO



ILLUSTRATIVE TYPE



## PATTERN

The pattern is a fresh addition to Unilever's visual identity elements. Its shape is inspired by nature and can be found on the leaves of a tree or the wings of a dragon fly.

The pattern is used to frame spaces, images and act as a container for objects. It should be used as a secondary design element to ensure that the primary elements and their meaning are the main focus.

In buildings, the pattern gains an additional layer of meaning, articulated as furniture, shelving units or distinctive wall panels that add character to any space.



**PHOTOGRAPHY**  
REFLECTING REAL LIFE

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





## yoU THE AVATAR

Every yoU gives a human face to Unilever. yoUs are a story telling tool and a way for people to engage with Unilever in a fun and meaningful way. Authenticity is crucial.

We have the power to unite people around the world under the common cause of making sustainable living commonplace. The yoU is a graphic device that helps us achieve this.



## SPEECH BUBBLE

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.



# OUR BRANDS

## OUR FAMILY

Our brands reach 2 billion people around the world everyday. We strive to make everyone’s lives better in small ways, from helping to keep a child’s hands clean to making it easier to clean one’s house. We should be proud of our brands and treat them as heroes, placing them where they can be admired.

Buildings are a unique opportunity to see all of our brands together in one space as a family.

Avoid clutter by ensuring that the logos are displayed clearly and without any overlapping elements. Choose close-up photography that puts our products in context.





## OUR HERITAGE

### BUILDING ON OUR ROOTS

Our company is built on a heritage of doing well by doing good. By sharing our roots, we convey the authenticity of our actions today as rooted in our history. Some spaces in our buildings are well suited for these stories, such as lounges, boardrooms and any other spaces where a subtle approach to branding is more appropriate.





# **PART 4 CONTENT**

Mission Statement / Sustainable Living Plan / Values

## CONTENT AT A GLANCE

### ARTICULATING OUR PURPOSE

Inside our buildings, our content is our voice. We are telling an inspiring story of where we've been and where we are going, in our quest to make sustainable living commonplace. We should not think in terms of 'messaging'; we should think in terms of reflecting real people making real progress. We should balance logic with magic. We should let life in.

While most of the content will reflect local sustainable living stories and brands, there are 3 pieces of mandatory global content that must appear somewhere in every Unilever building: our mission statement, our Sustainable Living Plan and our values.

This content is not to be modified or interpreted. It should be used as is and placed in dominant and communal spaces, such as reception and breakout areas.



MISSION STATEMENT



SUSTAINABLE LIVING PLAN



VALUES

## MISSION STATEMENT OUR COMMITMENT

Unilever has a clear purpose to make sustainable living commonplace. We are bold and want to put our name behind this mission.

Our promise is visualised in blue and is highlighted as you enter and exit the building. It is given space to breathe and placed where you have a moment to pause, read and reflect.

### NOTE

The copy for this plan has been carefully crafted and is not to be altered in any way. The exception is local translation, where we request careful time is taken to match the words and visual layout as closely as possible. We want to have one voice irrespective of where we are in the world. For examples of this application in the buildings, see pages 33 and 34.

### TO DOWNLOAD THE ARTWORK FOR THE MISSION STATEMENT, VISIT:

<http://thebrandcentre.unilever.com/>

### EXAMPLE



**Our purpose is to make sustainable living commonplace.**

**Our purpose is to make  
sustainable living commonplace.**

**LAYOUT 1** - The mission statement must be laid out in one continuous line along walls with allowable space.

**LAYOUT 2** - The mission statement can be broken into two lines should the wall width be restricted.

# SUSTAINABLE LIVING PLAN

## OUR DRIVER

We are making sustainable living a driver of everything we do. The Unilever Sustainable Living Plan is the blueprint for growing our business sustainably. While the entire building reflects the various elements of the plan, we recommend you select a space where the top level of the plan—summarised as three concise goals—can be expressed.

### NOTE

The copy for this plan has been carefully crafted and is not to be altered in any way. The visual layout, however, needs to be modified on a case-by-case basis as it is dependant on the space within which the content is showcased.

TO DOWNLOAD THE COPY OF UNILEVER SUSTAINABLE LIVING PLAN, VISIT:

<http://thebrandcentre.unilever.com/>

### EXAMPLE



### LAYOUT



# VALUES

## OUR INNER COMPASS

Unilever’s values have always been at the heart of our company and they remain as relevant today as they have ever been. These values act as our ‘inner compass’ while we drive growth and seek to make sustainable living commonplace.

Our buildings provide an opportunity for us to remind ourselves of these values. They should be proudly placed in high-traffic areas.

### NOTE

The copy for our values has been carefully crafted and is not to be altered in any way. The visual layout, however, needs to be modified on a case-by-case basis as it is dependant on the space within which the content is showcased.

### TO DOWNLOAD THE COPY OF OUR VALUES, VISIT:

<http://thebrandcentre.unilever.com/>

### EXAMPLE



### LAYOUT





# PART 5 GUIDELINES

Exteriors / Entrances / Wayfinding / Work Areas / Common Areas & Circulation Spaces

Use these guidelines as a source of inspiration for what is possible in our buildings. There are many design opportunities beyond what is detailed in the guidelines.

The background of the page is a solid dark red color. It is decorated with several abstract, geometric shapes in various shades of red and purple. These shapes are located in the top-left, bottom-left, and bottom-right corners, creating a modern, layered effect. The shapes include triangles, polygons, and rounded corners, all separated by thin white lines.

# PART 5 GUIDELINES **EXTERIORS**

Building Signage

# EXTERIORS

## BUILDING SIGNAGE

The exterior of our buildings are a proud expression of who we are. They should offer a clear and impactful introduction to Unilever. Our logo is the hero of our company and a signal to many visitors. Regardless of its context, be it on the facade of our building or existing as a sculpture, it should be featured prominently and visible from far away.



ON FACADE

**UNILEVER LOGO**

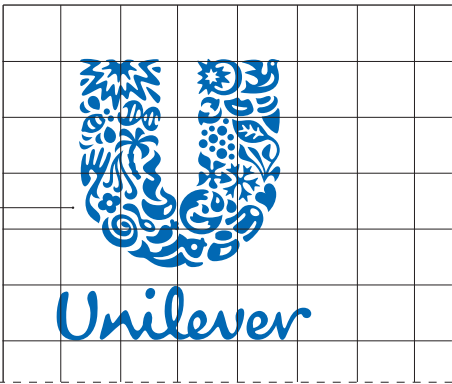
Dimensional high-gloss material directly fastened onto the facade above eye level; the logo must always be in Unilever blue with sufficient space on all sides.

**SITE NAME SIGNAGE**

Dimensional high-gloss site location and welcome signage in DIN Pro is most visible when installed above eye level.

**UNILEVER LOGO**

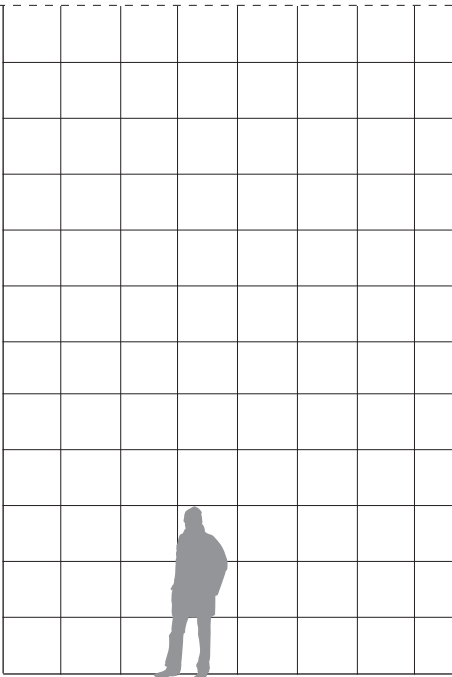
Powder-coated aluminium directly fastened onto the facade; the logo must always be in Unilever blue with sufficient space on all sides.



SCULPTURE

**BLUE SEGMENTS**

Cut stainless steel sheet, powder coated and fastened directly on the facade.



ON BUILDING

## EXTERIORS

### BUILDING SIGNAGE: EXAMPLE

- 1 UNILEVER LOGO
- 2 WELCOME SIGN
- 3 BLUE SEGMENT

WELCOME TO  
UNILEVER





## EXTERIORS

### BUILDING SIGNAGE: EXAMPLE

- 1 UNILEVER LOGO
- 2 WELCOME SIGN
- 3 BLUE SEGMENT







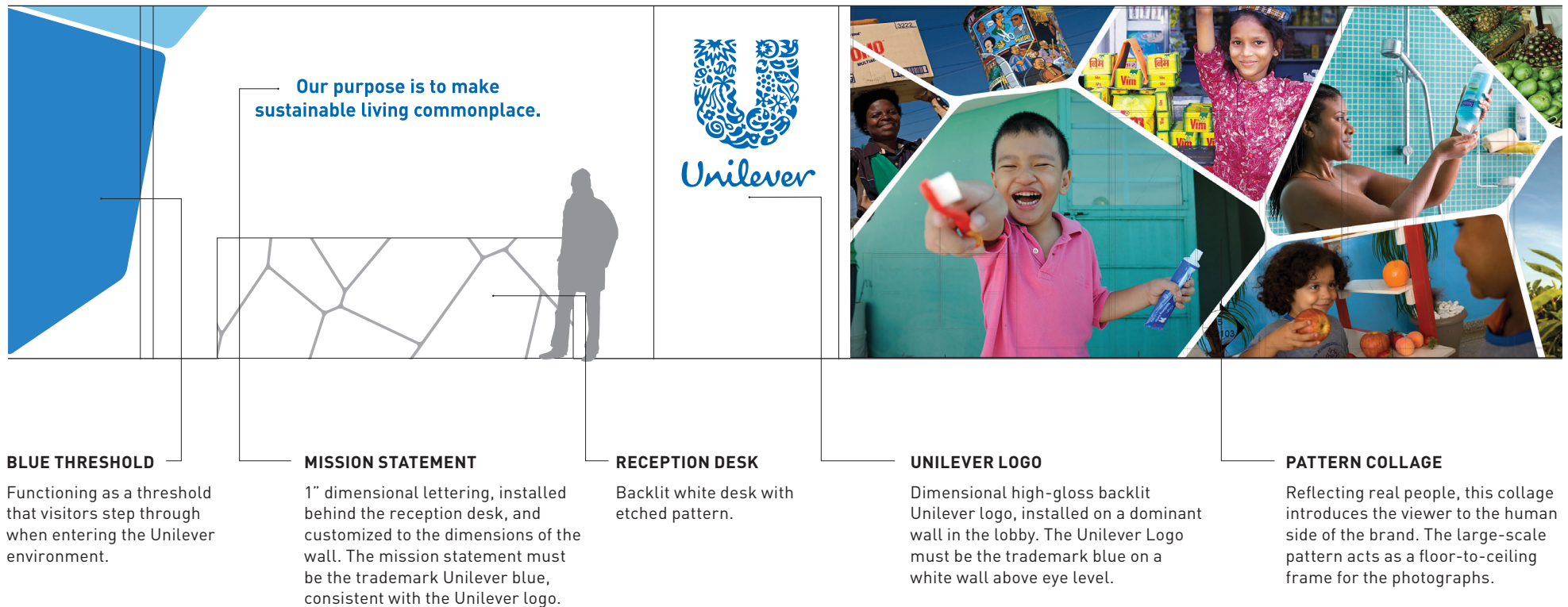
# PART 5 GUIDELINES **ENTRANCES**

Reception Areas

## ENTRANCES

### RECEPTION AREAS

Our reception areas present a bold, immersive experience that greets visitors and introduces them to who we are at Unilever. Use of materials, soft lighting, and a blue threshold can help create this ‘step into the blue’ experience. It is mandatory that the mission statement, Unilever logo and strong use of the colour blue are present and most prominent. We are Unilever and this is the space to be proud.



## ENTRANCES

### RECEPTION AREAS: EXAMPLE



- 1 BLUE THRESHOLD
- 2 UNILEVER LOGO
- 3 MISSION STATEMENT
- 4 RECEPTION DESK
- 5 PATTERN COLLAGE



## ENTRANCES RECEPTION AREAS: EXAMPLE

- 1 BLUE THRESHOLD
- 2 UNILEVER LOGO
- 3 MISSION STATEMENT
- 4 RECEPTION DESK
- 5 PATTERN COLLAGE





The background of the page is a solid dark red color. It is decorated with several abstract, geometric shapes in various shades of red and purple. These shapes are separated by white lines, creating a modern, fragmented look. The shapes include triangles, polygons, and rounded corners, some of which are partially cut off by the edges of the page.

# PART 5 GUIDELINES **WAYFINDING**

Colour-Coding System / Naming System / Plaque Signage / Floor Indicator / Directional Signage

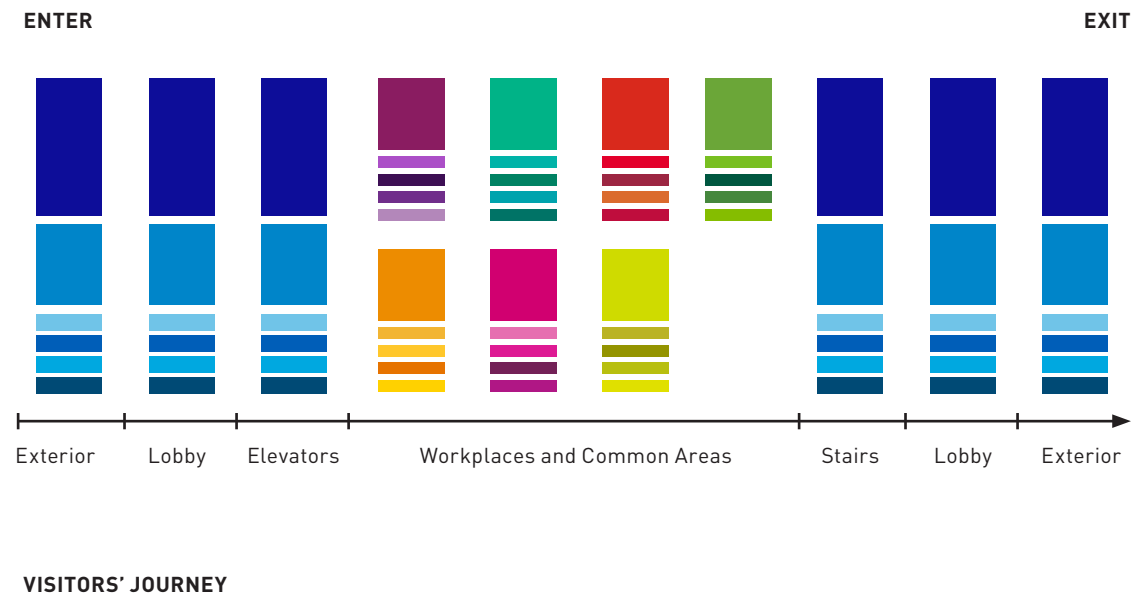
**WAYFINDING**  
**COLOUR-CODING SYSTEM**

**COLOUR CODING**  
**FLOORS OR ZONES**

Wayfinding by colour is a simple, effective way of orienting ourselves within a building and has the additional benefit of adding life to plain spaces.

Blue is Unilever’s core colour and should be used to create an immersive ‘step into the blue’ experience as you enter and exit any Unilever building. It must be featured prominently on the exteriors and in the reception areas. The colour blue is at the heart of Unilever and it flows through our buildings in main arteries such as elevators and stairs.

Colours from the vibrant colour wheel can be used to help demarcate different zones or floors throughout Unilever buildings.



## WAYFINDING NAMING SYSTEM

### RECOMMENDATIONS FOR NAMING ROOMS AND SPACES

When naming rooms and spaces, use a clear identification system, that also makes subtle reference to our company's esteemed heritage.

The 3 most significant spaces in a Unilever building should ideally be named after our 3 founders.

Other spaces within the facilities are labelled according to the function of each space. Universal wayfinding symbols can be used as visual support.

A conventional numbering system is used as an overlay to meet safety codes and to make wayfinding easier within larger buildings.

This hierarchical naming system will ensure consistency, while allowing for a degree of flexibility in spaces with different scales.



## WAYFINDING

### PLAQUE SIGNAGE: EXAMPLE

#### NUMBERS

The number appears at the top left corner in white as the first element on the sign.

The first digit identifies the floor or the area that the room is located. The next two digits mark the rooms within each floor in a sequential manner.

#### GRAPHICS

A supporting graphic can be placed in the bottom corner of the segment. For more details on appropriate use of Unilever icons in wayfinding, refer to pages 44 to 47.



#### NAME

The name of the room appears in DIN Pro.

#### COLOUR

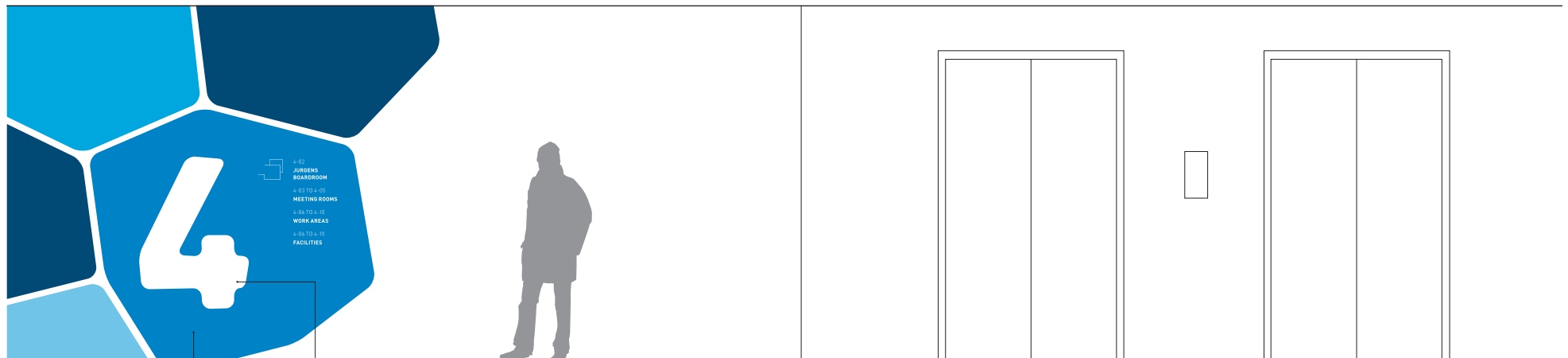
Wedges from the Unilever colour wheel are used to colour code areas and zones. The plaques are coloured to correspond with each specific zone.



## WAYFINDING

### FLOOR INDICATOR

Bold, yet simple, cues that identify which floor you are on are installed at eye level as you exit the elevators or stairwells. This application should always be in blue as the final bookend of the Unilever ‘step into the blue’ experience from the reception area and elevators.



#### SEGMENTS

The segments can be laser cut or CNCed high density foam directly installed onto the wall surface. They also could be represented in flat graphic vinyl application or paint.

#### NUMBERS

Cut-out high-gloss floor numbers in illustrative type is most visible when installed at eye level.

## WAYFINDING

### FLOOR INDICATOR: EXAMPLE

- 1 FLOOR INDICATOR
- 2 UNILEVER ICON



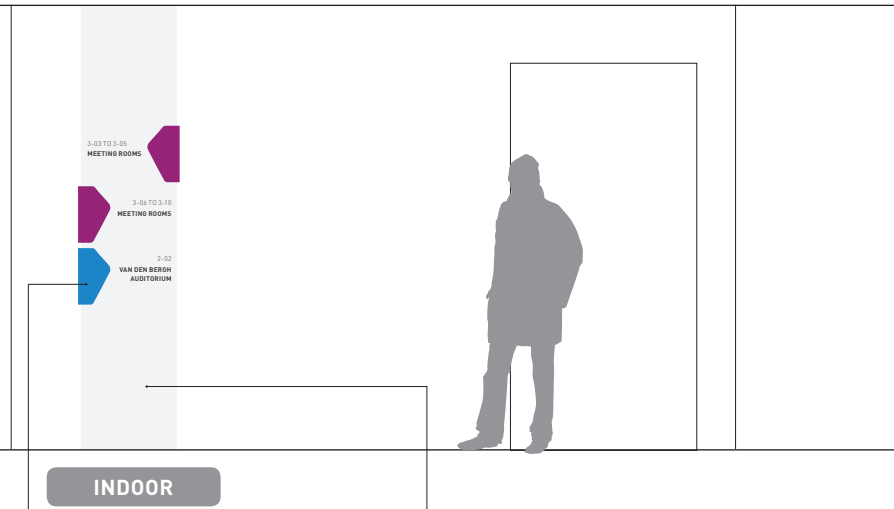
# WAYFINDING

## DIRECTIONAL SIGNAGE

The pattern segment is not only a visual cue of the Unilever identity—its soft angles are also useful as wayfinding markers. Directional signage helps visitors find their way through the workspace, with segments colour coded according to building zones.



**CORE PANEL**  
Stainless steel panel can be used for outdoor applications, where appropriate.



**COLOUR-CODED SEGMENTS**  
Cut stainless steel sheet, powder coated and fastened directly on to the core vertical panel.

**CORE PANEL**  
White acrylic core of the directional signage extend from floor to ceiling and, when possible, are installed on white walls.

**WAYFINDING**  
DIRECTIONAL SIGNAGE

**NUMBER RANGE**

Numbers appear at the top to show the range of rooms according to directions.

3-03 TO 3-05  
BECEL ROOMS  
  
3-06  
LEVER HALL

**COLOUR-CODED SEGMENT**

Colour-coded segment arrows show directions and the colour of the related zone.

**LABELS**

Complete list of room titles according to direction.

3-07 TO 3-10  
DOVE ROOMS

2-02  
VAN DEN BERGH  
AUDITORIUM



## WAYFINDING

### DIRECTIONAL SIGNAGE: EXAMPLE

- 1 PLAQUE SIGNAGE
- 2 DIRECTIONAL SIGNAGE
- 3 RECEPTION DESK
- 4 UNILEVER ICON



The background is a solid dark red color. It is decorated with several abstract, geometric shapes in various shades of red and purple. These shapes are separated by thin white lines, creating a modern, fragmented look. The shapes include triangles, polygons, and rounded corners, some of which are partially cut off by the edges of the page.

## PART 5 GUIDELINES

# **WORK AREAS**

Meeting Rooms / Boardrooms

**WORK AREAS**  
UNILEVER ICONS

**UNILEVER ICONS  
AND THEIR STORIES**

The Unilever logo is made up of 25 icons, each of which represents a piece of the company and our goal to make sustainable living commonplace. These icons build meaning within the Unilever identity. Think of the icons as a lenses through which you can see multiple facets of our business. They are aspirational and their stories should be featured proudly within our buildings.

**TO DOWNLOAD THE ARTWORK AND THE ICON MEANINGS, VISIT:**

<http://www.thebrandcentre.unilever.com/>



## WORK AREAS

### MEETING ROOMS: APPROACH

## INTERPRETING THE ICONS' MEANINGS

Meeting rooms are a great opportunity to highlight our icons and share the stories associated with them.

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.

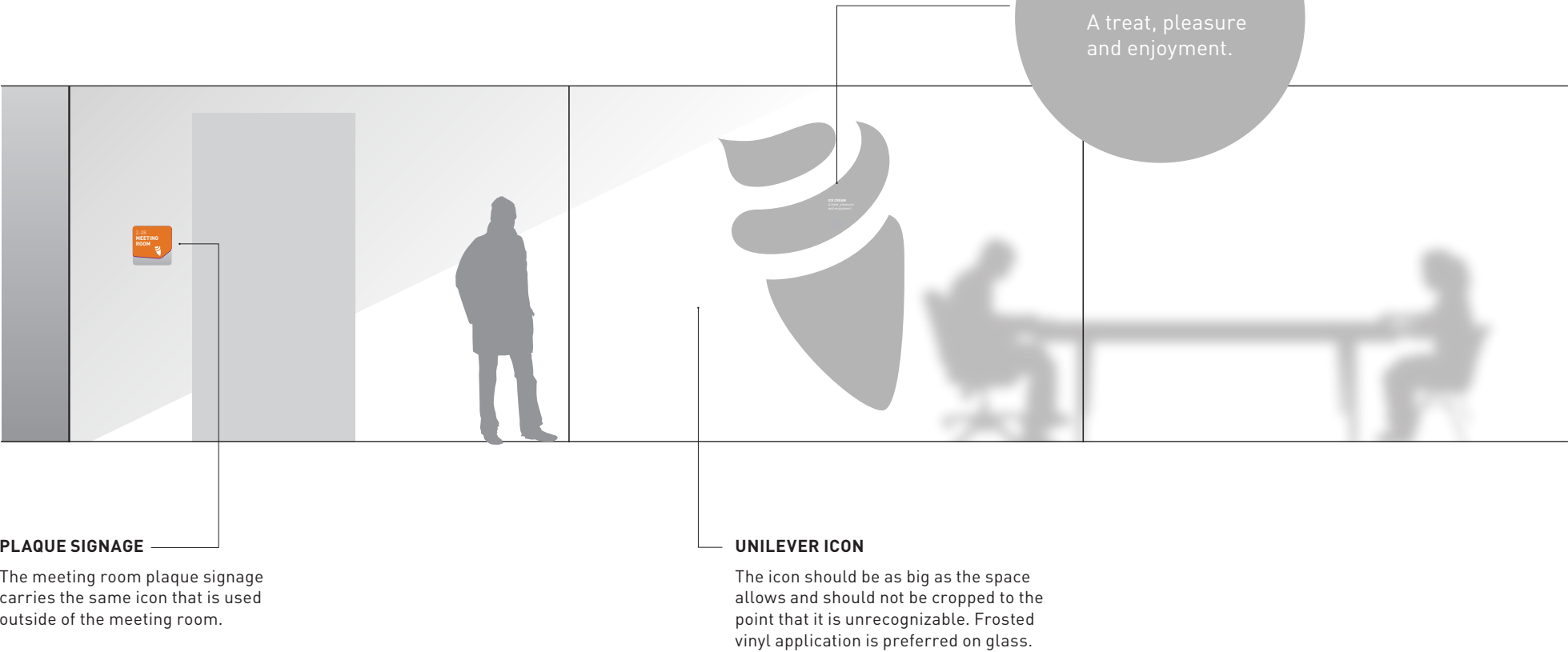




# WORK AREAS

## MEETING ROOMS: EXTERIOR

We recommend using icons as identifiers outside of meeting rooms. Icons should always have their meanings associated with them and the actual meanings should accompany the icons as often as possible.



## WORK AREAS

### MEETING ROOMS: INTERIOR

Meeting room interiors are an opportunity to tell an extended, in-depth story about our company through the lens of our icons. Use vibrant colours, photography, yoUs and even real products to bring this application to life.

#### EXAMPLE LAYOUTS



EXAMPLE 1

#### PREFERRED OPTION: REFLECTING REAL STORIES

This option is the preferred option when a real story is available. The language is from first person, and the yoUs in combination with icons and speech bubbles are used to tell the story.



EXAMPLE 2

#### ALTERNATIVE OPTION: UNILEVER MESSAGE

When real stories are not available, a Unilever message can capture how Unilever brands help make sustainable living commonplace.



EXAMPLE 3

#### ALTERNATIVE OPTION: PRODUCT STORIES

Alternatively, when real stories are not available, product displays can be used to highlight Unilever products, brands and their stories.

EXTERIORS

ENTRANCES

WAYFINDING

WORK AREAS

COMMON AREAS & CIRCULATION SPACES

## WORK AREAS

### MEETING ROOMS: REFLECTING REAL STORIES



4

2

1

3

1 yoU

2 STORY

3 UNILEVER ICON

4 PHOTOGRAPHY



## WORK AREAS

### MEETING ROOMS: REFLECTING REAL STORIES



**HI, I'M RAFIGA – AN ONION FARMER  
WORKING WITH UNILEVER AND  
OXFAM TO GROW SUSTAINABLY.**



**Rafiga, Azerbaijan**

#### SEGMENTS

The segments can be directly applied to the wall surface as flat vinyl application or dimensional acrylic panels, where suitable, in order to create visual depth.

#### COPY

Content in white and typeset in Din Pro (vinyl application).

#### yoU AND ICON

Place the white vinyl application onto the coloured segment. For more info regarding yoUs and icons, refer to the Unilever Visual Identity Standards Guide.



## WORK AREAS

### MEETING ROOMS: UNILEVER MESSAGE

- 1 UNILEVER MESSAGE
- 2 UNILEVER ICON
- 3 PHOTOGRAPHY





## WORK AREAS

### MEETING ROOMS: UNILEVER MESSAGE

We're committed to making delicious treats responsibly. By 2014, 100% of our children's ice creams will contain 110 calories or less.

#### COPY

Content in white and typeset in Din Pro (vinyl application).

#### UNILEVER ICONS

Subtle cropping of the icons can create dynamic aesthetics. However, the icons should not be cropped to the point that they are unrecognizable.



## WORK AREAS

### MEETING ROOMS: PRODUCT STORIES

1 PRODUCT DISPLAY

2 STORY

3 UNILEVER ICON

4 PHOTOGRAPHY

By 2020, we aim to provide 5B and/or households in water-scarce countries with products that deliver excellent cleaning but use less water.

2

1

3

4



## WORK AREAS

### MEETING ROOMS: PRODUCT STORIES

By 2020, we aim to provide 50 million households in water-scarce countries with products that deliver excellent cleaning but use less water.

#### UNILEVER ICONS

Subtle cropping of the icons can create dynamic aesthetics. However, the icons should not be cropped to the point that they are unrecognizable.

#### COPY

Content in white and typeset in Din Pro (vinyl application).

#### PRODUCT DISPLAY

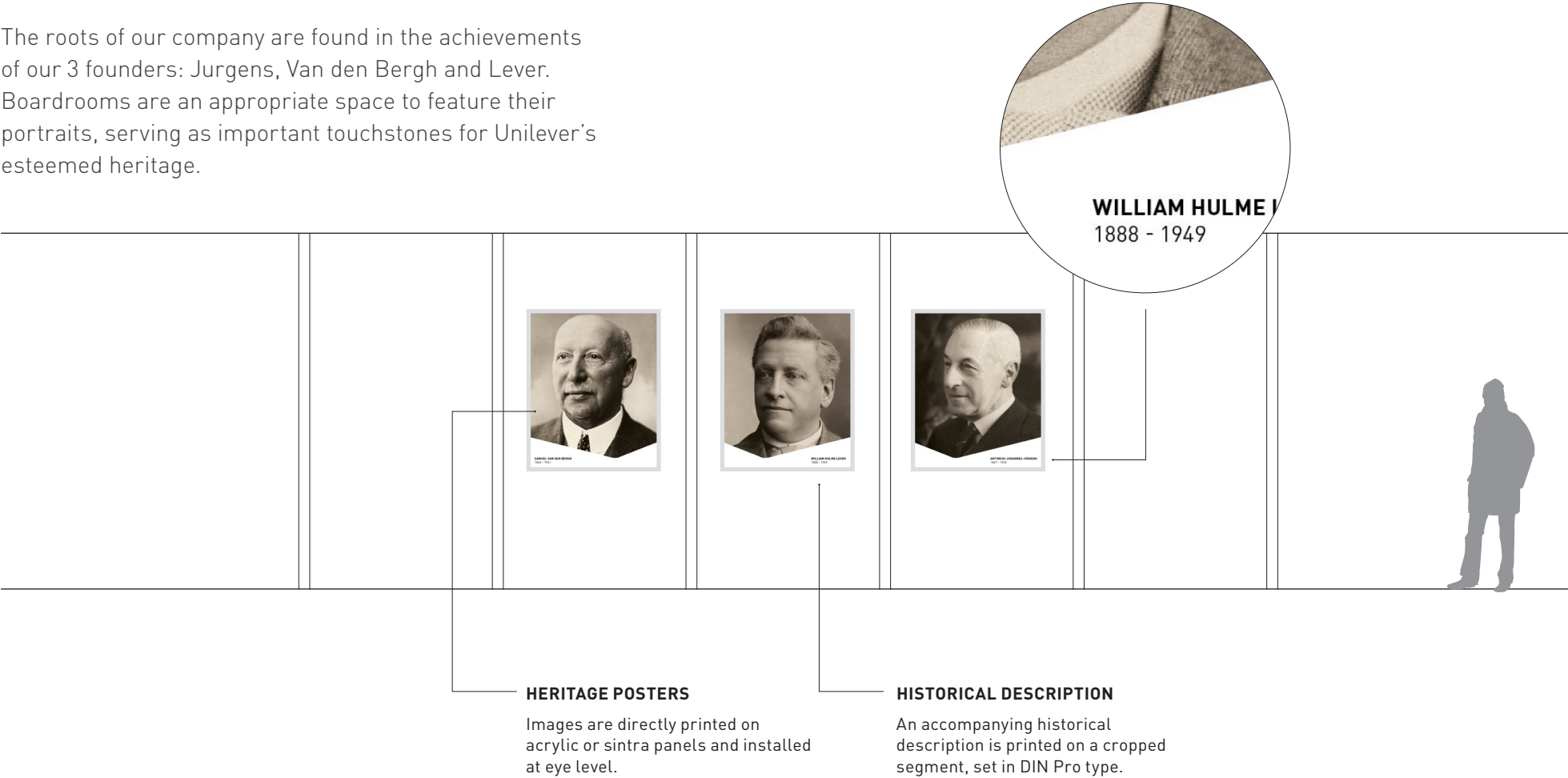
Integrated display solutions with built-in shelving and lighting.





**WORK AREAS**  
**BOARDROOMS**

The roots of our company are found in the achievements of our 3 founders: Jurgens, Van den Bergh and Lever. Boardrooms are an appropriate space to feature their portraits, serving as important touchstones for Unilever’s esteemed heritage.



## WORK AREAS

### BOARDROOMS: EXAMPLE

#### 1 HERITAGE POSTERS



The background of the page is a solid dark red color. It is decorated with several abstract, geometric shapes in various shades of red and purple. These shapes are primarily located in the top-left and bottom-left corners, with some extending towards the center. The shapes are separated by thin white lines, creating a modern, architectural feel.

PART 5 GUIDELINES

# **COMMON AREAS & CIRCULATION SPACES**

Breakout Areas / Multipurpose Rooms / Gymnasium / Cafeteria / Tea Areas / Shops / CiiC Centres / Stairs / Elevators / Corridors



# COMMON AREAS & CIRCULATION SPACES INSPIRATIONS

This section includes inspirational examples for common areas and circulation spaces. These are only some of the ways that the visual elements can be brought to life throughout Unilever buildings; possibilities are limitless.





## COMMON AREAS BREAKOUT AREAS: EXAMPLE

- 1 PATTERN COLLAGE
- 2 BLUE CARPET





**COMMON AREAS**  
MULTIPURPOSE ROOMS: EXAMPLE

- 1 UNILEVER LOGO
- 2 UNILEVER WALL ART
- 3 BLUE CARPET





## COMMON AREAS GYMNASIUM: EXAMPLE

### 1 PATTERN COLLAGE





**COMMON AREAS**  
**CAFETERIA: EXAMPLE**

- 1 PATTERN COLLAGE
- 2 UNILEVER ICON

**2**  
**SPOON**  
A SYMBOL OF NUTRITION  
TASTING AND COOKING  
EXPERIENCES ARE ESSENTIAL TO  
SUSTAINABLE AND AFFORDABLE  
DIET. IT IMPROVES THE QUALITY OF  
LIFE AND WELL-BEING OF ALL OUR  
PEOPLE. HELPING MILLIONS  
OF PEOPLE ENJOY  
DELICIOUS FOOD  
AND ACHIEVE A  
HEALTHIER DIET



## COMMON AREAS

### TEA AREAS: EXAMPLE

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



- 1 yoU
- 2 SPEECH BUBBLE
- 3 PHOTOGRAPH
- 4 UNILEVER ICON



**COMMON AREAS**  
**TEA AREAS: EXAMPLE**



1

**VIRTUOUS CIRCLE**  
A continuous, virtuous circle that represents the work we do to secure the future associated with the disposal of our products.

**BEE**  
Represents the community of our people and our commitment to find innovative ways of working to reduce our environmental footprint.

2

- 1 UNILEVER ICON
- 2 ICONS MEANINGS



## COMMON AREAS SHOPS: EXAMPLE

TRY ME  
LOVE ME  
SHARE ME

FOR MORE DETAIL ON SHOPS, REFER  
TO UNILEVER SHOP TOOLKIT (TO BE  
RELEASED OCTOBER 2012):

<http://www.inside.unilever.com/>



LOREM IPSUM DOLOR SIT AMET, CONSECTETUR  
ADIPISCING ELIT. VESTIBULUM EGRET VELIT NEC  
VELIT BIBENDUM SODALES ID SIT AMET PURUS.



Lorem Ipsum





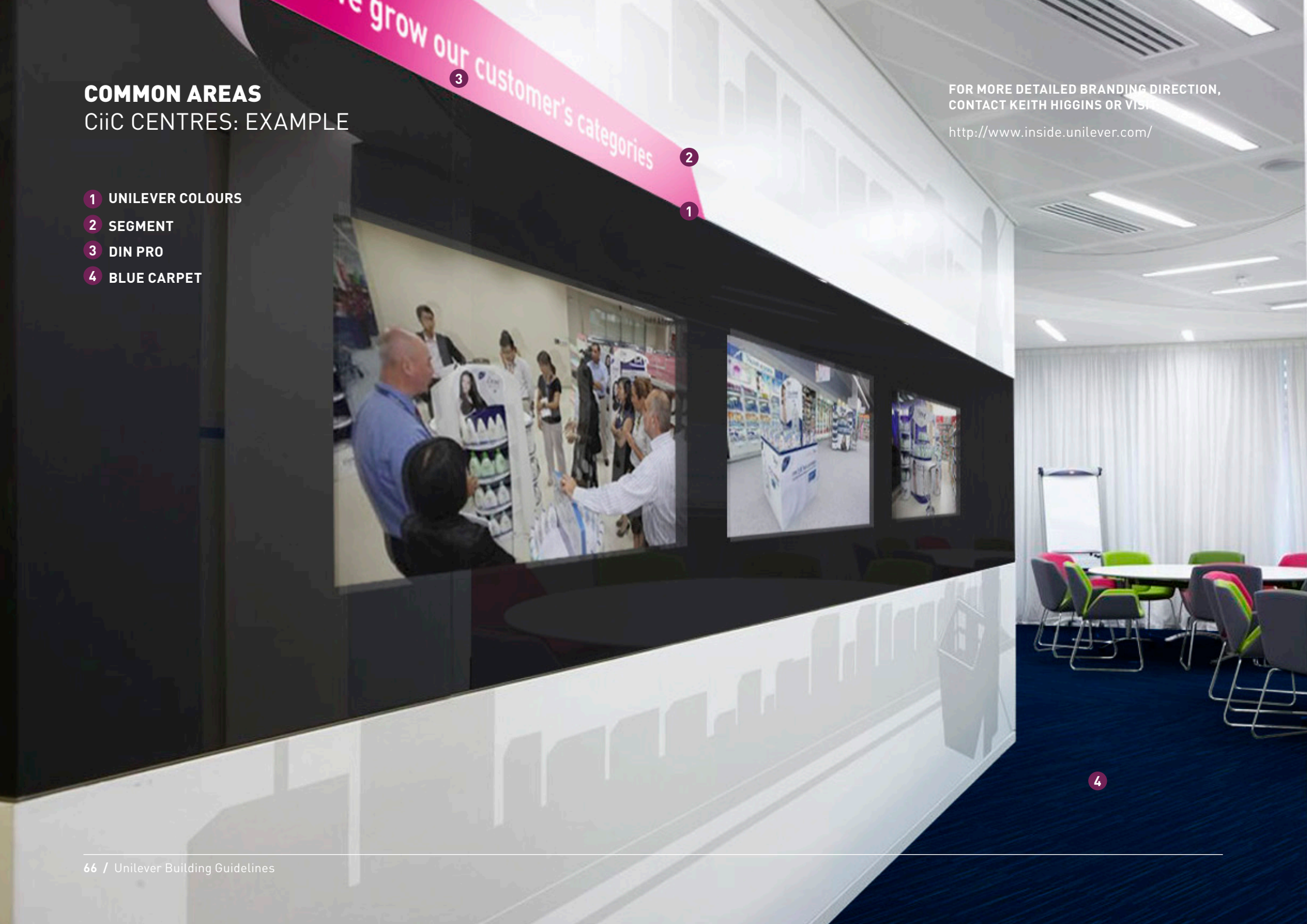
## COMMON AREAS

### CiiC CENTRES: EXAMPLE

- 1 UNILEVER COLOURS
- 2 SEGMENT
- 3 DIN PRO
- 4 BLUE CARPET

FOR MORE DETAILED BRANDING DIRECTION,  
CONTACT KEITH HIGGINS OR VISIT

<http://www.inside.unilever.com/>





## CIRCULATION STAIRS: EXAMPLE

- 1 FLOOR NUMBER
- 2 PATTERN





## CIRCULATION

### STAIRS: EXAMPLE

1 UNILEVER ICON

2 ICONS MEANING

CLOTHES  
A SYMBOL OF  
FRESH LAUNDRY  
LOOKING GOOD AND  
FEELING CONFIDENT

2

1



**CIRCULATION**  
ELEVATORS: EXAMPLE

- 1 UNILEVER ICON
- 2 ICON DESCRIPTION
- 3 BLUE THRESHOLD





**CIRCULATION**  
**CORRIDORS: EXAMPLE**



## **PART 6 SPECIAL FEATURES**

## SPECIAL FEATURES

These special features are inspirational examples of what can be done with the Unilever's visual elements beyond these guidelines. When using these applications, make sure that they suit the space and that they are more than just a decorative feature. All applications should be contextually appropriate and should tell Unilever's story.





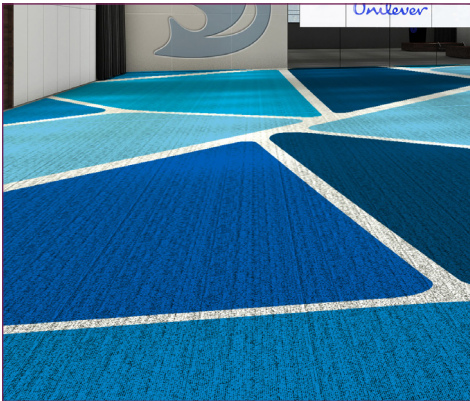
# SPECIAL FEATURES

## INTERIOR ELEMENTS



### LIGHTING

An example of backlit white light that seeps through the opaque blue segments of the pattern.



### PATTERN CARPET

A secondary carpet application to the blue carpet is to be used in multipurpose facilities.



### PATTERN FURNITURE

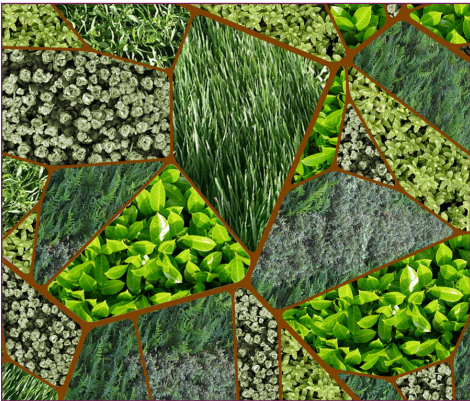
The pattern furniture is a simple custom-made piece that comes in various Unilever colours.



### SUSTAINABILITY TAGS

These tags are used to share facts and sustainability stories related to products and objects found in each site.

## WALL APPLICATIONS



### LIVING WALL

An example of a green wall application to grow different types of vegetation within the pattern's segments.



### MAP WALL

The map wall shares Unilever stories from across the world, and highlights the brand in a global context.



### HISTORY WALL

The history wall celebrates Unilever's history and heritage using photography and segments.

# SPECIAL FEATURES

## GLASS APPLICATIONS



### UNILEVER SHOP WINDOW TREATMENT

Unilever brand logos are showcased in this flat graphic window application.

## OTHER



### HERITAGE ADVERTISEMENTS

Unilever heritage posters framed in the pattern segments.



### TEXTILE APPLICATION

The pattern can be applied to textiles.