



DE LORENZO

BRAND STYLE GUIDE

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Part 1

Introduction

1.1 What is a "Brand Style Guide"?

This guide includes standard versions of De Lorenzo's logo/brandmark, name, core brand values and mission statement, in print and digital formats.

It also explains where you can obtain further guidance and advice on promoting, protecting and reinforcing De Lorenzo's brand identity.

Please follow these standards when creating any branded communication materials for De Lorenzo to others.

1.2 Why a Brand Style Guide for De Lorenzo?

De Lorenzo's trusted public identity is among its most valuable assets.

This Brand Style Guide includes examples of and advice on using standard forms of the core visual and verbal elements that make up De Lorenzo's public impact and our ability to provide quality professional products to national salons.

De Lorenzo's name and round emblem symbol are the company's most recognisable assets. They are how we are recognised by the public, by our salon clients and by media. They contribute to building a positive, trusting relationship between the brand and consumers.

De Lorenzo's round emblem represents De Lorenzo's holistic approach to the complete health of the scalp and hair. Each time a communications piece is sent out from the company with the logo attached or embedded in the communication, it strengthens De Lorenzo's identity and the consistency of this brandmark has helped to build trust. It is positive brand reinforcement.

In summary, following the brand standards in this guide is crucial to protecting and reinforcing the brand trust that has been built over the years.

1.3 Who should use this Brand Guide?

These standard images and text guidelines are to be followed by De Lorenzo staff, contracted staff including advertising and design teams, media and salon owners wanting marketing material for salon support etc.

1.4 When to use this guide

The standard brand elements are to be used whenever you are developing or producing materials such as:

- Publicity
- Printed communication including posters, flyers or invitations for joint events
- Newsletters
- Websites and social media where relevant
- Reports and other key organisational documents
- All Education material
- All Laboratory communication
- All ASPYA communication

1.5 How to obtain graphic files referred to in this guide

A pdf version of the whole Brand Style Guide, as well as individual graphic files in both jpg and eps file formats, are available by contacting the Marketing Department:
bridgetb@delorenzo.com.au

Approval of all artwork containing any De Lorenzo brandmark must be obtained by Marketing prior to finalising artwork.

1.6 Advice, questions and guidance on using De Lorenzo's name and brandmark

De Lorenzo staff, media and salon owners can contact the Marketing Department at De Lorenzo on:

email: bridgetb@delorenzo.com.au or call (02) 9748 8900.

Media should contact Bridget at bridgetb@delorenzo.com.au

1.7 Advice and policy on representing De Lorenzo in public

It is critical that De Lorenzo staff members, including creative artists, carry out work in ways that support the positive reputation and identity of the organisation. This is especially true whenever we speak or take action on behalf of De Lorenzo, particularly in public settings.

Examples of these include:

- Consumer/salon or media events organised or supported by De Lorenzo
- Working with other organisations on public events
- Meetings with clients/suppliers/potential new clients
- Giving public presentations that refer to De Lorenzo's product ranges, core brand values and company history
- Education evenings or sessions (in-house and in-salon)
- Media interviews and articles
- Website development

If you have any questions or want to clarify De Lorenzo's approach in any of these situations, contact Bridget Bajada in the Marketing Department.

Part 2

2.1 The De Lorenzo landmark: examples, explanatory notes, creative specifications

The core of the De Lorenzo landmark includes:

- The De Lorenzo name or logotype
- The De Lorenzo round emblem
- In some instances, the tagline appearing next to or underneath the name

This section of the Brand Style Guide includes examples of, and guidelines for, using the standard De Lorenzo landmark.

The consistent use of the standard De Lorenzo landmark helps strengthen public recognition of De Lorenzo at public and trade events, in our public materials, and in the media and elsewhere. It also contributes to building a positive relationship between our clients and consumers and the organisation.

The guidelines provide the standard visual examples, along with the technical specifications, for most applications of our landmark.

Following these standards ensures a correct and consistent use of De Lorenzo's Landmark, therefore please adhere to these standards when creating any branded communication materials for De Lorenzo.

2.2 Diagrams of De Lorenzo's brandmark with key elements identified

a. De Lorenzo brandmark:



The De Lorenzo brandmark is to be used and should have a place in the following communication materials:

- In all media advertising pertaining to the promotion of key ranges/products/education
- On all banners
- On all invitations
- On all price lists/brochures/programs
- Packaging

b. Tagline brandmark: **inspired by nature™**

inspired by nature™

The logo with our tagline 'Inspired by Nature™' is to be used on any communication material/documents pertaining to our environmental message.

It should never be used on salon banners/packaging/event sponsorship branding and is secondary to our core brandmark. When in doubt also revert to the use of the De Lorenzo brandmark.

Fonts

Default font: **Futura**

eg: futura book
futura book italic
futura book bold
futura heavy
futura light
futura medium

Supporting fonts:

Helvetica Neue LT Std
Helvetica 55 Roman
Helvetica Ultra Light
Gill Sans
Garamond

2.3 Brandmark colour configurations

The brandmark can be used in the following colours:



- Black on White



- White on Black



- PMS 5767C
Green on White (only)



- PMS 8400C
Metallic Grey on White (only)



- Silver Foil

2.4 ASPYA brandmark
elements, versions and colour configurations



- **Black on White**



- **Grey on White**



- **10% Grey on White**



- **White on Black**

2.5 Core Colour Palette

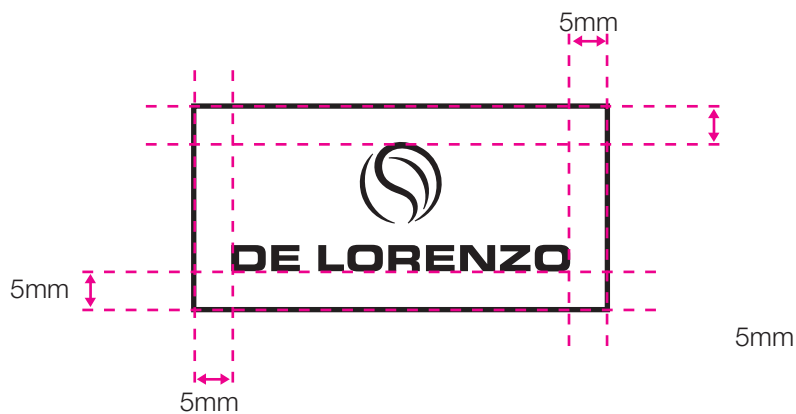


Swatches may be tinted down to 80%, 50% and 30%.

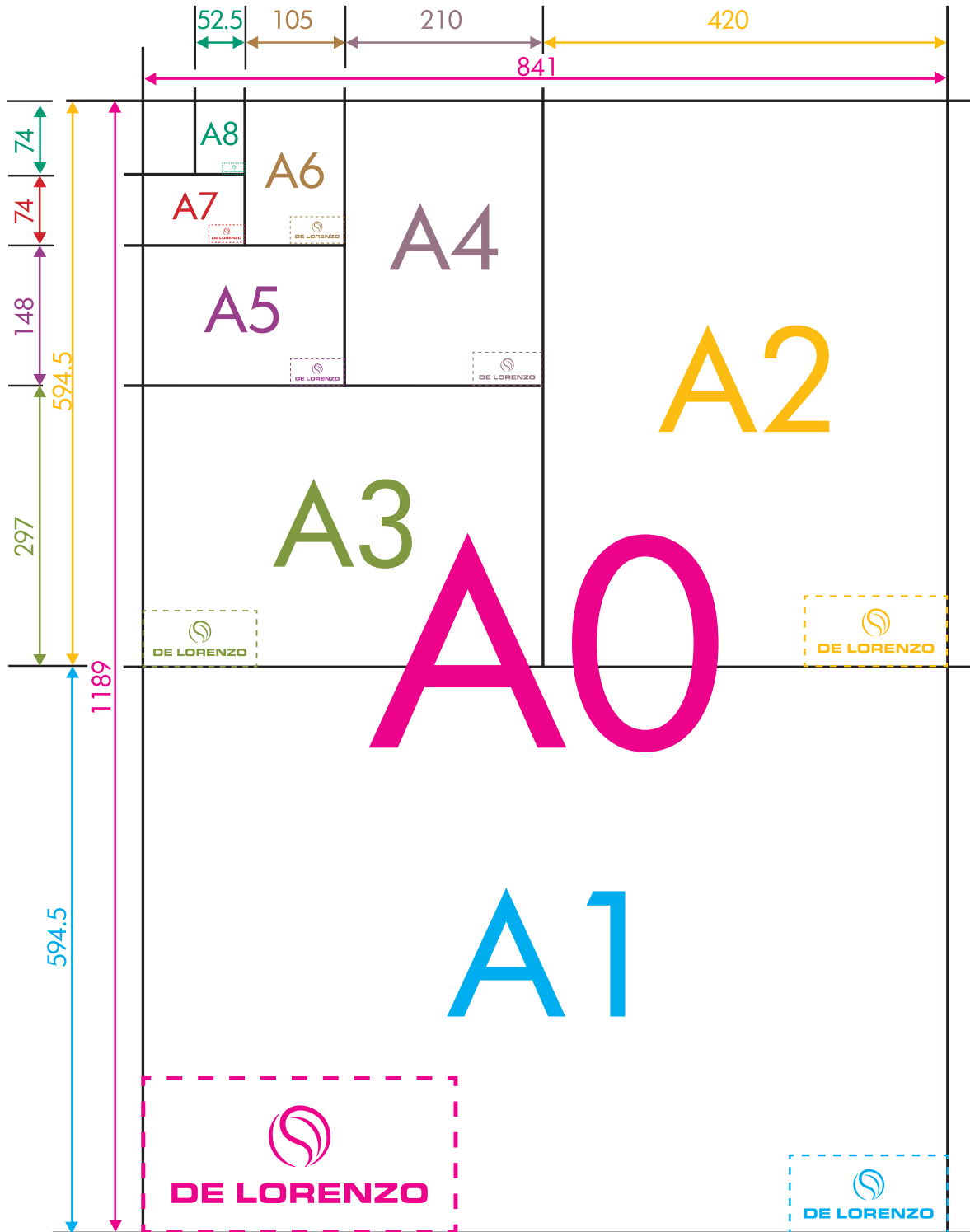
2.6 Standard landmark non-interference space examples and specs

An area of non-interference ensures the optimum visibility of the brand elements.

- De Lorenzo logo x 5mm around logo:



2.7 Examples of minimum size of landmark



2.8 Incorrect brandmark applications

1. Do not change the ratio size of the round logo/wording elements:



2. Do not separate the symbol from the logo type:



3. Do not distort the symbol:



4. Do not use a portion of the symbol:



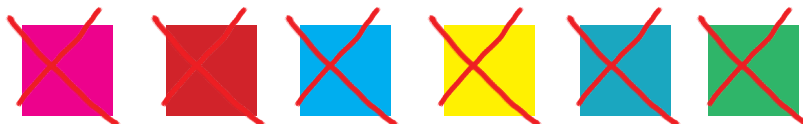
5. Do not change the typography:



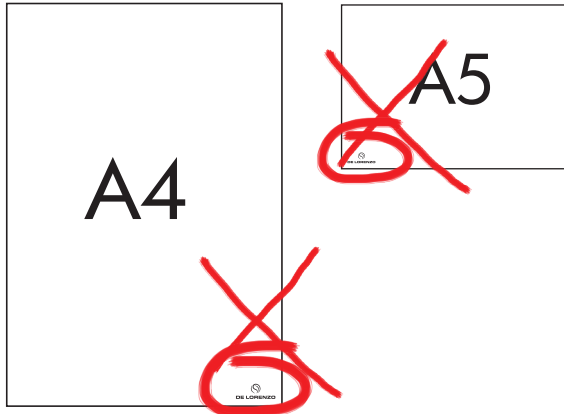
6. Do not use anything other than the standard or alternate taglines in the brandmark:

~~everyday haircare~~
~~hair for aussie chicks~~
~~just brush it~~

7. Do not use any other colours other than the core colours listed in this guide unless special permission is granted by Marketing:



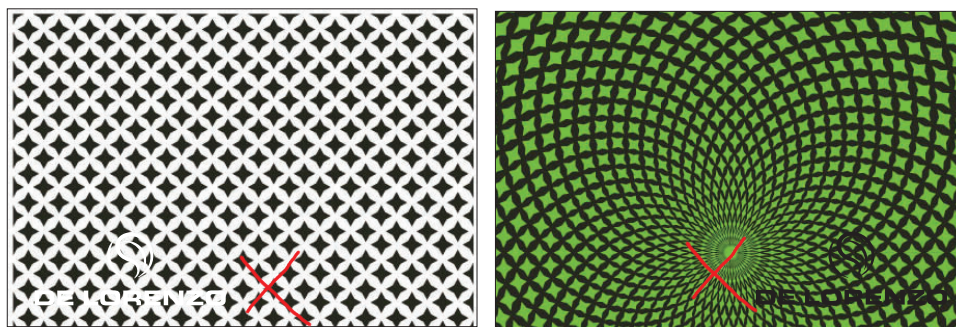
8. Do not reduce the brandmark to less than minimum size:



9. Do not place the brandmark on backgrounds with colours outside the standard 'dark' and 'light' complimentary palettes:



10. Do not place the brandmark on distracting backgrounds:

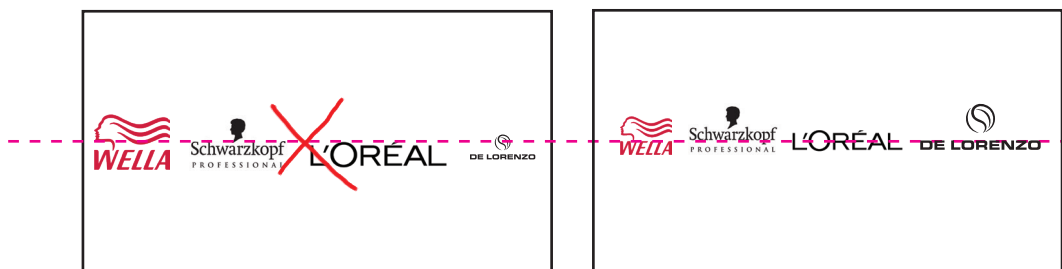


Maintaining the visual consistency of the brandmark is vital to preserving its integrity and ensuring its ease of recognition. None of the standard branding elements included in these guidelines should be altered in any way.

2.9 Use of brandmark in combination with brandmark graphics of other organisations

Correct example: When used in proximity to the brandmarks of other organisations always ensure that the De Lorenzo brandmark is is:

1. At least equivalent in size to (and no smaller than) other brandmarks
2. Equally visible
3. Preferably on an equal horizontal plane



2.10 Use of symbol as a graphic element in combination with standard brandmark.

In some instances, the De Lorenzo symbol may be adapted to help visualise a special De Lorenzo event. This is acceptable on the condition that the complete, standard De Lorenzo brandmark is clearly included alongside or within the document.

TO PLACE YOUR ORDER
Please contact your local
De Lorenzo Account Manager

For Customer Service enquires
from 8:30am – 4:30pm EST.

Toll Free Phone
1800 800 347

Technical Hotline
1300 733 303

Freight \$21.00 per order
Terms Net 30 days from invoice,
Cash with Order or
Order to Order

Discount Incentive Levels Applicable

no animal ingredients or testing

vegan certified plant based ingredients

100% Australian made & owned company

environmentally sustainable

DE LORENZO

De Lorenzo Hair & Cosmetic Research Pty Ltd.
103 Carnarvon Street, Silverwater,
NSW 2128 Australia
Telephone: (02) 9748 8900
Fax: (02) 9748 8700
Website: www.delorenzo.com.au
Toll Free: 1800 800 347

DE LORENZO
TAFF PRICE LIST
2018

eg: De Lorenzo Pricelist

Part 3

Protection of model images

The images De Lorenzo produces for its own brand identity are not to be shared with clients for their own marketing use. We must always maintain complete control of the use of these images. This is because of the high royalty costs associated with the use of these top models, to avoid over-saturation of our model/image and to maintain complete control over our brand positioning in the marketplace. These images are to be protected by Marketing at all costs and should never be given to a salon client or Account Manager without permission from the Marketing Department. Requests will be considered only where the intended use for images is first disclosed for Marketing to consider.

Images for ASPYA Salon Marketing are sourced via shutterstock:

Examples of acceptable stock images:



Examples of unacceptable stock images:



(Heavy make-up, unnatural, 'cheap' feel/look to imagery).

Part 4

'Inspired by Nature™'

The meaning of De Lorenzo's tagline

Inspired by Nature™ was Mr Vincent and Mr Anton de Lorenzo's core philosophy for De Lorenzo. "Nature is far cleverer than man will ever be". The tagline tells of being in awe of nature and its power. We know that nature has long held all of the secrets to wellbeing, to remedies, to cures and we draw on this knowledge and fuse this with the most innovative technologies we can. We respect and learn from nature around us. We seek to emulate nature in the products we manufacture.

Part 5

De Lorenzo Core Brand Values

De Lorenzo Mission Statement

Respecting our world, our legacy and our people,
for a brighter future through our products.

When to use Mission Statement

The mission statement can be used to represent De Lorenzo in any official documents or communications where a summary of our business is needed.



DE LORENZO

De Lorenzo Hair and Cosmetic Research Pty. Ltd.
103 Carnarvon Street, Silverwater, NSW, 2128

www.delorenzo.com.au



delorenzo_haircare



delorenzohaircare