Nokia Lumia with Windows Phone Co-branding Guideline

31.7.2012

VALID Q3/2012 - END OF Q1/13

NOKIA

Nokia Lumia with Windows Phone co-branding guideline

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1. Mode of Operation

Mode of Operation Principles

Guiding Branding Principle.

Both parties commit to periodic consumer research to help to create differentiated consumer value propositions for Nokia with Windows Phone.

Branding Guidelines.

Each party will provide the other party with its branding guidelines, and will provide updates to those guidelines on at least a semi-annual basis, or as otherwise applicable, such as when a partys brand itself changes or is updated. Both teams identify brand team members to engage and support each other's questions and escalations in a timely manner.

Co-Branding Guidelines.

In addition to the Branding Guidelines, the parties will create co-branding guidelines outlining the use of the Nokia and Windows Phone brands in a wide variety of marketing executions (media, print, packaging, retail, etc.) across all channels where the Nokia and Microsoft brands are used together by either party, or a third party (the "Co-Branding Guidelines"). The parties will review and update the Co-Branding Guidelines on a semi-annual basis, or as otherwise applicable. Provided that the Co-Branding Guidelines are adhered to, no further approval of the use of the brands is required.

Discreet Brand Building.

Each party may continue to invest and dedicate resources toward individual and discreet brand building.

Mode of Operation

Global master creative

Nokia's Marketing Creation creates the global Nokia with Windows Phone campaign following these Windows Phone co-branding guidelines. Marketing Creation will work with Microsoft to ensure the Windows Phone branding is correctly implemented.

Nokia will implement the Windows Phone logo according to jointly agreed co-branding guidelines, but Microsoft will not have the right to approve the Nokia creative work.

Global, reviewed master assets are distributed to local Nokia agencies via Marco Polo.

Localization of campaigns

When localizing the assets the product representation and the branding must be done precicely as represented in the global master assets.

Branding can not be changed, apart from translating text and localizing the creative and screenshots as per campaign and screenshot localization guidelines, respectively.

Mode of Operation

In scope of this guideline

The joint marketing guideline focuses on marketing touchpoints where Nokia and Windows Phone brands will co-exist.

ATL

TVC
Cinema
Print
Outdoors

BTL

Point of sales materials
Leaflets
Nokia.com
Web banners
Packaging

2. Branding Principles

Branding Principles

We have outlined a set of guiding principles for our co-marketing.

Clarity

It's clear who is communicating - Nokia, Microsoft or the operator. We don't mix identity systems. Even when we are talking together, one brand leads.

Device and Interface are the stars

The iconic Nokia hardware and Windows Phone user experience should be the heroic storytelling elements within our communications. The interface is always on the move - media that shows the interface moving should preferred over static media whenever possible.

A People Powered phone

Windows Phone is the only people powered operating system, and Nokia Lumia is the premier phone with the experience. Built in a better way – it brings you closest to the people and things you care most about. It's something you have to experience personally because it truly comes alive only when your stuff is in it:

It's Personal and Immediate
It's Safe
It works with Windows

Branding Principles

Logotype versions and proportions

Logotypes

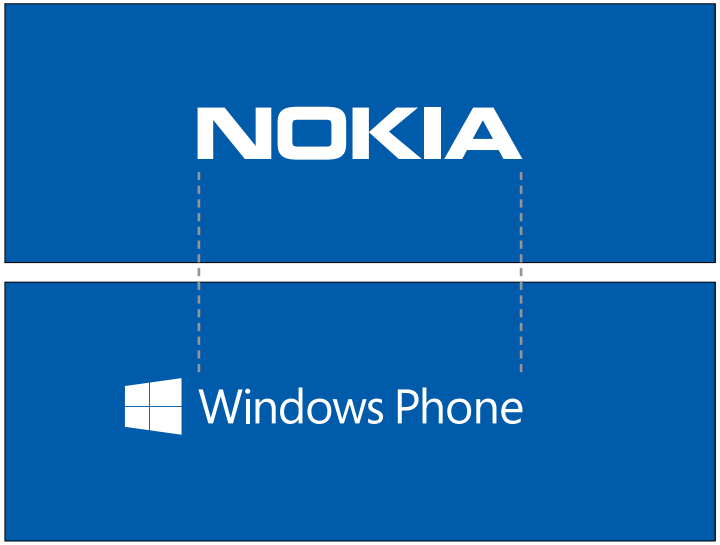
Nokia and Windows Phone logotypes are present in ATL and BTL executions. The logotypes must be used in the exact pre-defined proportion where the Nokia logotype is prominent, as illustrated on the right.

The new size relationship with Windows Phone logo is based on the fact that the previous large Lumia lockup is not used.

Nokia logotype is used confidently on its own, without text attached to it.

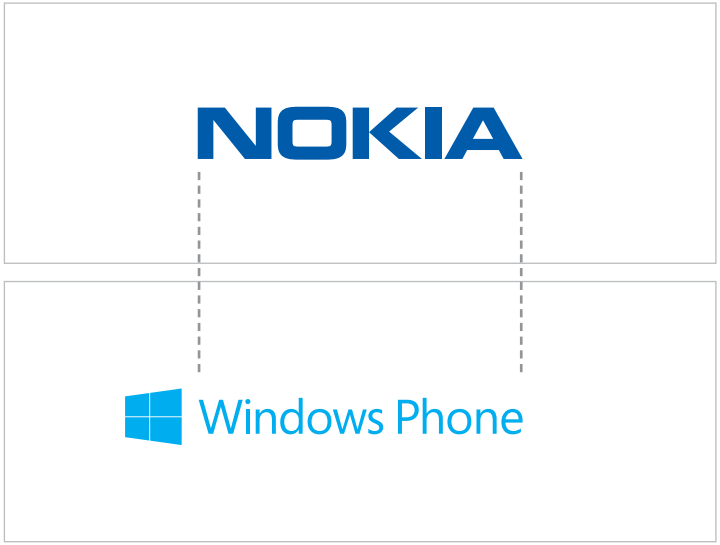
IMPORTANT
Notice new
Windows Phone logotype

On a colour background



Windows Phone logotype is set so that the width of the ‘Windows Phone” text matches the width of the Nokia logotype.

On a white background



On white background, the blue Nokia logotype and the cyan Windows Phone logotype must be used.

MINIMUM SIZE
The Nokia logotype should be no smaller than 32mm in width

Branding Principles DO NOTS



Never use the old Nokia Connecting People wordmark



Never use the old Nokia Lumia logotype lockups



Never lock the Nokia and Windows Phone logotypes together



Never use the Microsoft logotype in Nokia marketing.



Never use the old Windows Phone logotype



Never use the even older Windows Phone logotype



Never use other colour variations of Windows Phone logo than Cyan or White



Never use multiple colours in the Windows Phone logotype



Never have a slogan attached to the Windows Phone logotype



Never use the two line Windows Phone logotpe

Branding Principles Nokia Lumia naming

A new kind of an experience.

The end-user experience is Nokia brand led, with Windows Phone as the premier ingredient brand.

For the first time ever for Nokia, this holistic end user experience is delivered under one family name - “Nokia Lumia” (placeholder name), instead of just numbered products.

The end-user experience also includes elements unique to Nokia Lumia products such as Carl Zeiss optics (in products where applicable) and Nokia services applications, such as Nokia Maps and Nokia Drive.

The Nokia Lumia experience EXAMPLE

The Nokia Lumia family of products EXAMPLE

The Nokia Lumia experience. EXAMPLE
Windows Phone software.
Curved glass in a unibody design.
Nokia Maps. Nokia Drive. Nokia Music.

Nokia today introduced the new Nokia Lumia 800 with Windows Phone. Wrapped in curved glass...

Never...

~~“Lumia”~~
~~“Lumia devices”~~
~~“Nokia Lumia range”~~
~~“Windows Phone 8 OS”~~
~~“Nokia with Windows Phone experience”~~
~~“Nokia Lumia with Windows Phone experience”~~

Branding Principles

Nokia Lumia numbering and platform

All Nokia products are numbered with a standard tier and sequence based numbering system with three numbers.

We group our most important products into families - the first Nokia with Windows Phone devices will share the same family name, for example.

We change the family name when there is a significant shift in consumer experience.



Brand Name

Must be always used

Family Name

Main focus on marketing communications after Nokia brand

Tier and Sequence

Used only when necessary to identify product. Set in lighter than main product name.



Product Name

Brand and Product Name must always be used. Tier and Sequence number only when relevant.

Platform Name

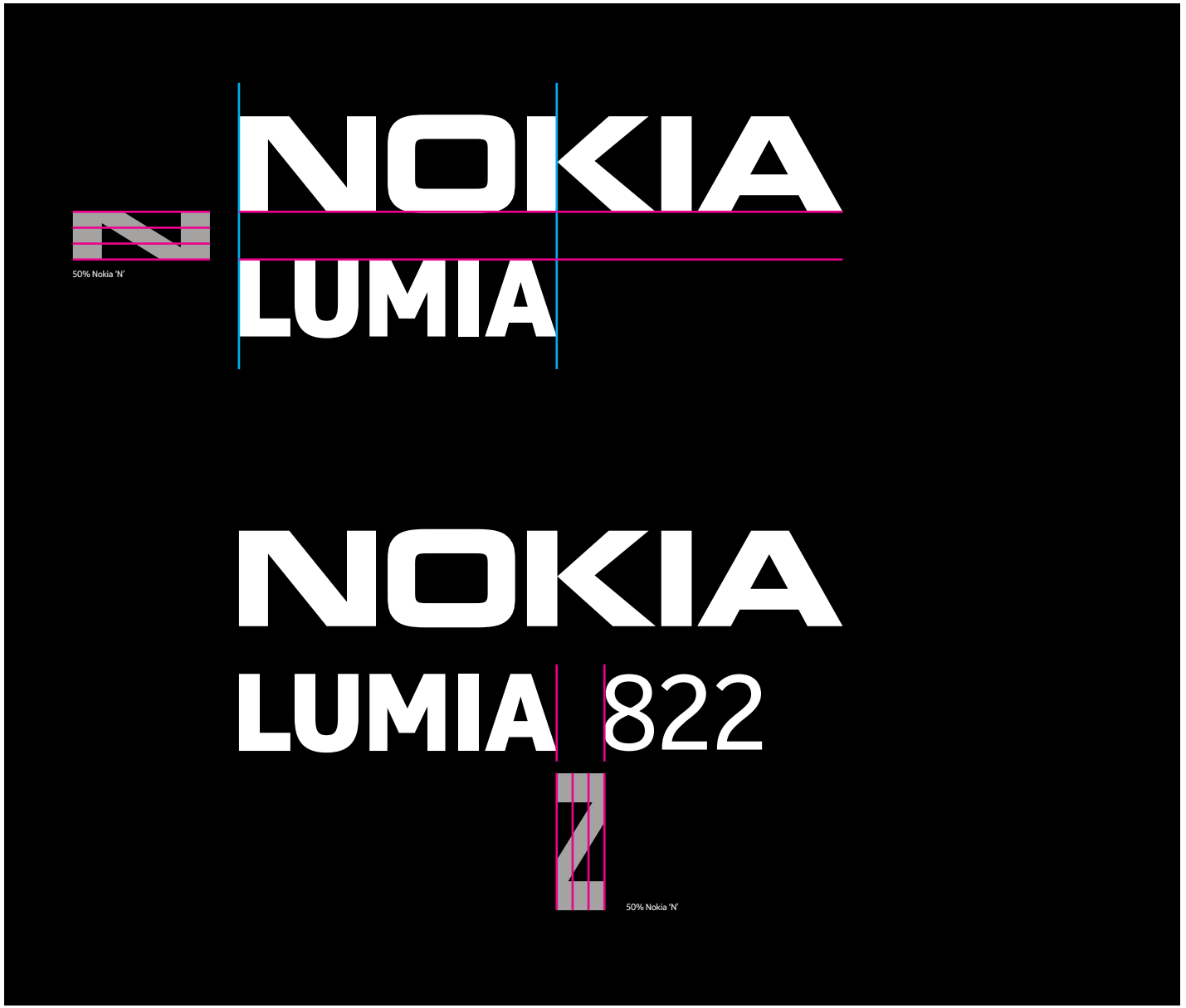
Spelled out in copy text when context benefits of ecosystem story - for example in press release, in store when product sits next to Android and iOS, in website when comparing to other devices, in leaflets telling apps story etc.

Nokia Lumia identifier

Nokia with Windows Phone products are the first Nokia device family ever to get a distinct name.

In campaign use, the family name has to be set in Nokia Pure Headline Extra Bold in a predefined size and distance compared to the Nokia logo.

Use the combination of family name set in text and Nokia logotype exactly as provided.



Branding Principles Nokia Lumia 822 Logos



100% BLACK



CMYK
C100 M70 Y0 K4



100% WHITE



RGB
R18 G65 B145



PANTONE 293

Colour

We are blue. Through and through. Any other colours we use come from our devices and UIs.

Wether we use blue a little or a lot, it helps us stand apart.

That said, white can be a powerful canvas upon which to present colourful devices.

PANTONE®
293



Print

C100
M70
Y0
K4

Retail

NCS®
S 3065
- R90B

Screen

R18 G65
B145

HEX
#124191

Branding Principles Legal text

All marketing materials except for TVC need to feature the standard short legal texts from Nokia and Microsoft

SHORT VERSION

© 2012 Nokia. All rights reserved.
© 2012 Microsoft. All rights reserved.

Printed materials excluding ATL and POS, but including packaging, manuals and leaflets need to feature the long copyright statement.

LONG VERSION

© 2012 Nokia. All rights reserved.

© 2012 Microsoft Corporation. All rights reserved. Microsoft, Windows and the Windows logo are trademarks of the Microsoft group of companies.

3. ATL guidelines

ATL guidelines

Print

All ATL for Nokia with Windows Phone will feature the Windows Phone logotype.

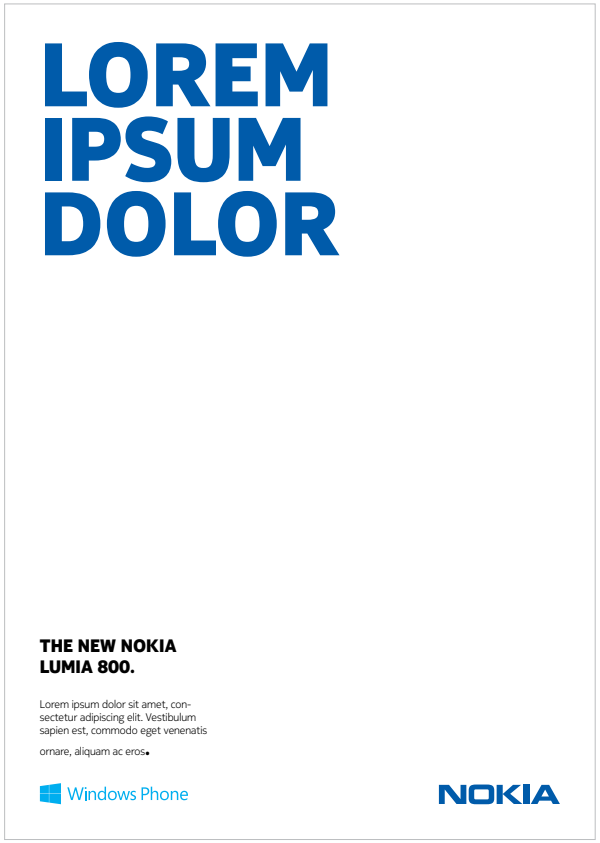
The logotype will be in a set proportion to the Nokia logotype.

Global Nokia campaign templates must be used to ensure correct sizing and versions of type and logotypes.

Mandatory

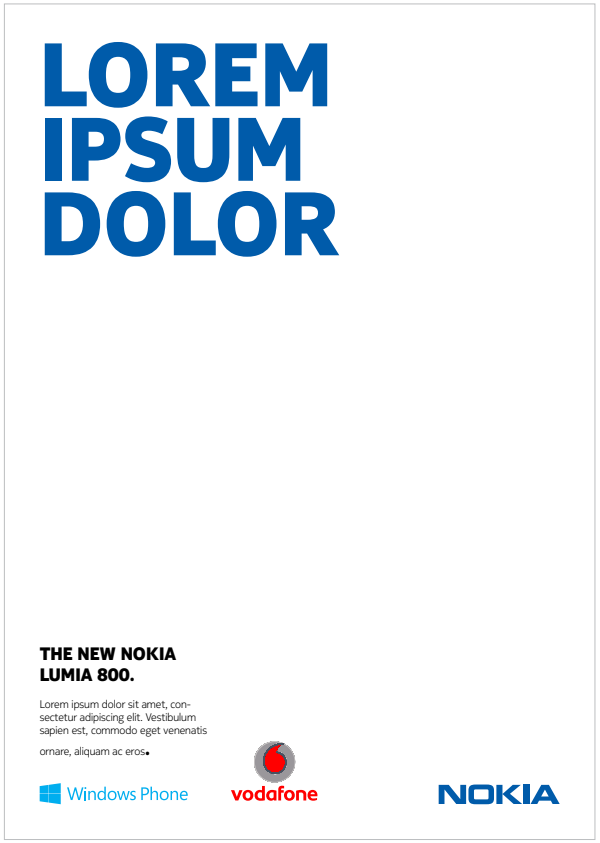
1. Windows Phone logo is included
2. Windows Phone logo size in relation to Nokia logo, observe minimum allowed size
3. Windows Phone logo is Cyan
4. Windows Phone logo is in bottom left corner, never on top of an image or tile

A4 ad



Nokia logotype
Windows Phone logotype

A4 ad with operator



Nokia logotype
Windows Phone logotype
Operator logotype

ATL guidelines

Global Nokia campaign templates must be used to ensure correct sizing and versions of type and logotypes.

OoH



48 sheet

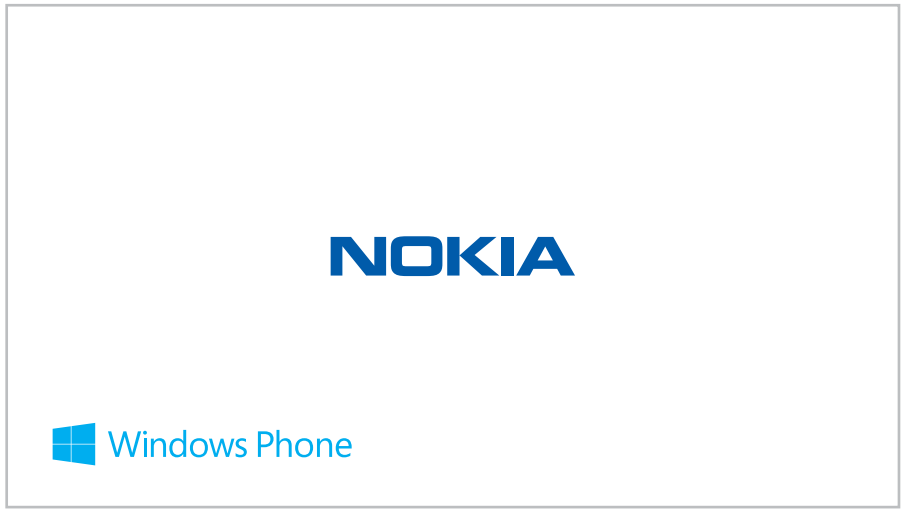


48 sheet with operator

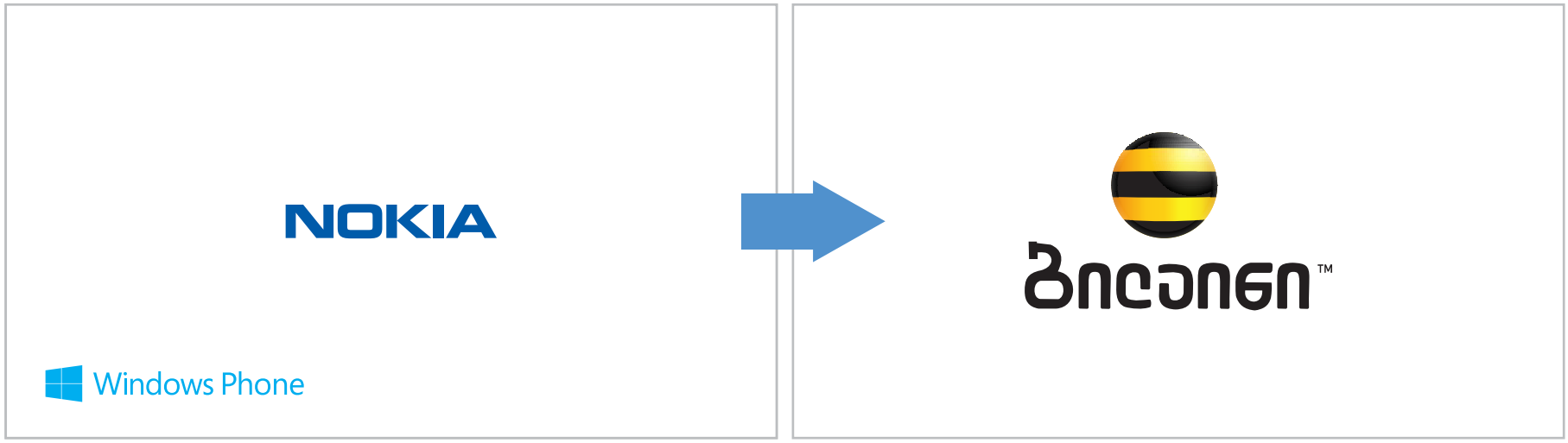
Advertising TVC + Cinema | Logotype location

NOKIA — A

16:9 endframe



16:9 endframe
with operator



4. BTL guidelines

BTL

All Nokia with Windows Phone BTL campaign materials feature the Windows Phone logotype, apart from exceptions featured in this guideline.

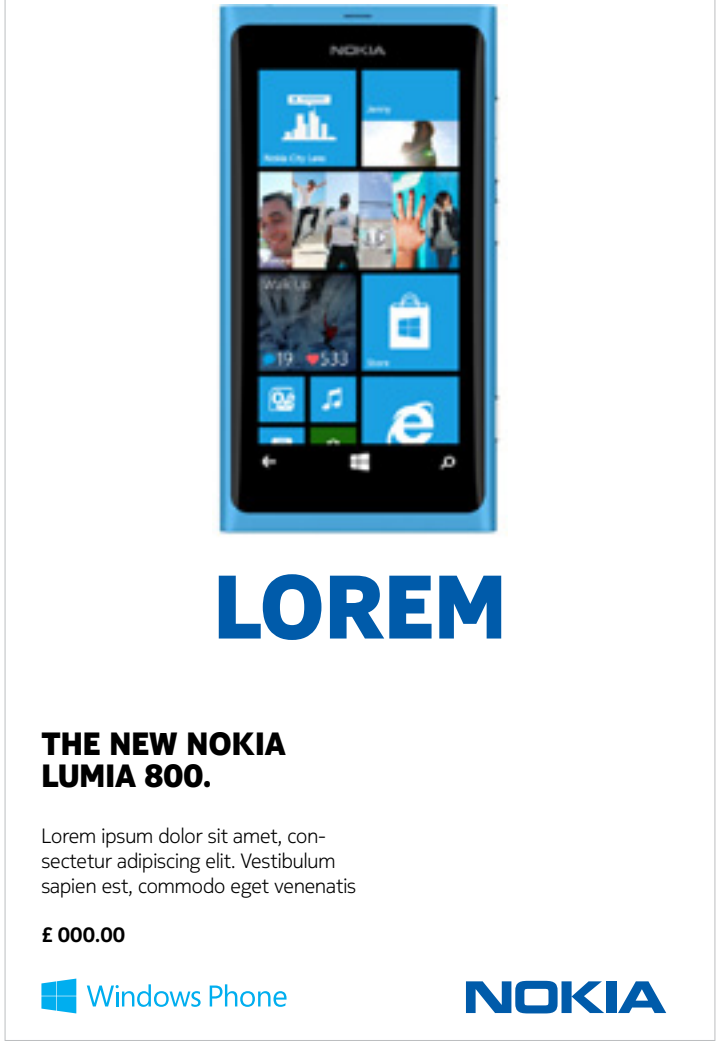
Nokia permanent retail fixtures do not feature any other logotypes than Nokia.

This guideline features examples only. Refer to campaing toolkit for a comprehensive overview of assets.

BTL guidelines

Display Unit Surround

Global Nokia campaign templates must be used to ensure correct sizing and versions of type and logotypes.



Cardboard insert

BTL guidelines

Leaflet

Global Nokia campaign templates must be used to ensure correct sizing and versions of type and logotypes.



A5 catalog

BTL guidelines

Nokia.com

Nokia.com features a new section for the Nokia Lumia experience.

In the Nokia Lumia section we highlight the Windows Phone user interface, Microsoft experiences such as Xbox LIVE and Microsoft Office, Nokia services such as Nokia Drive and Nokia Maps, as well as the Carl Zeiss optics in our products.

Windows Phone logotype is shown in top right corner of content area.



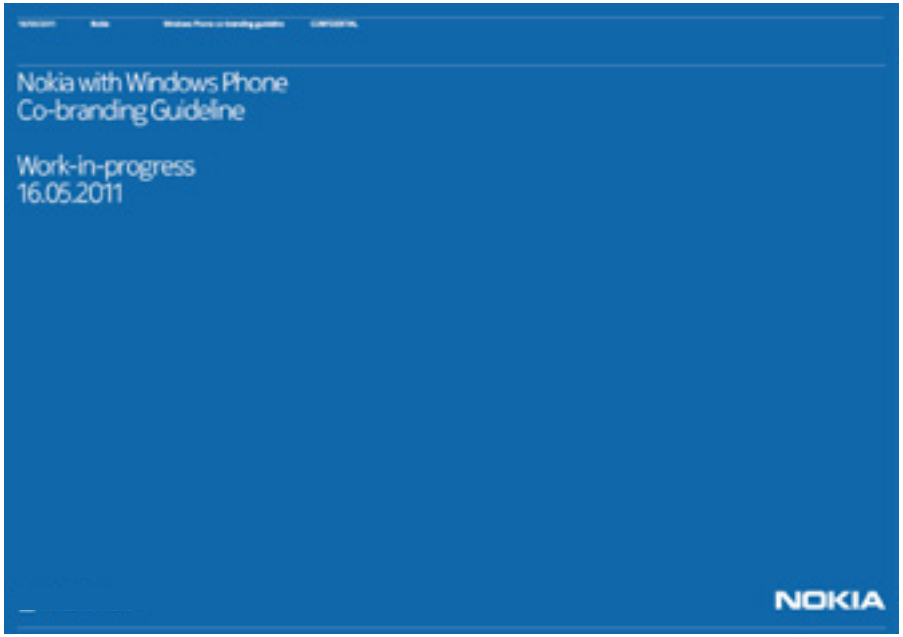
Windows Phone logotype position

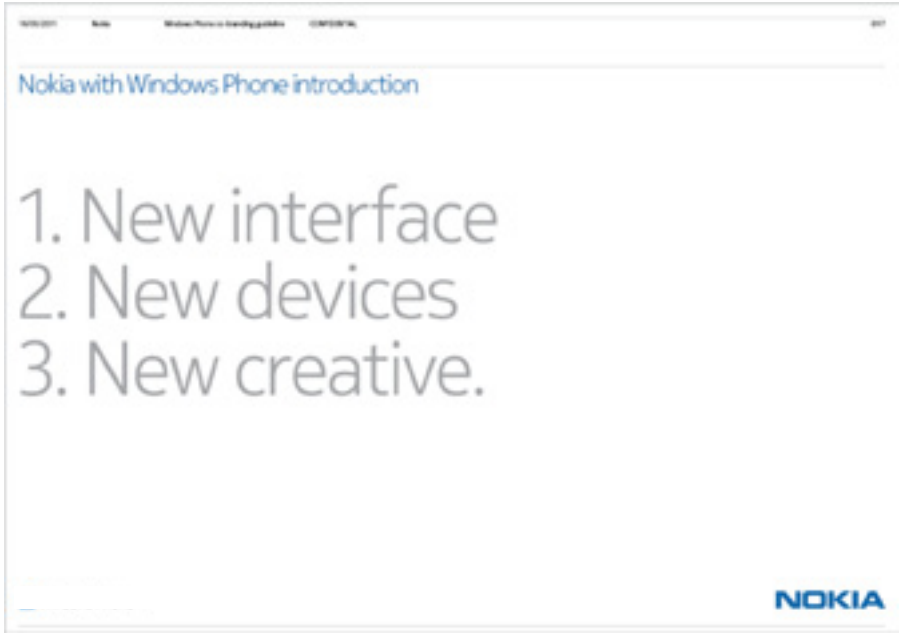
Windows Phone logotype is positioned in top right corner of content area on Nokia.com

Powerpoint presentation

Powerpoint presentations should have a minimal amount of text and imagery and focus on the device and interface.

Each company should use their respective Powerpoint templates





4. Device hardware and UI

Product Colours

Nokia always prefers to used colourful devices in all marketing and promotional activities such as events and collaborations.

The inherent colour and the CMYK colour story are unique differentiators from all other competitors in the industry.

Preferred device colours in all marketing and promotion:

1. Yellow
2. Cyan
3. Red
4. White
5. Magenta

AVOID - Black



PLEASE NOTE
Avoid using black devices in any Nokia marketing or promotion.

Lock screen



Nokia carefully crafts screenshots that fit its brand character - in terms of photography style, people profiles, music, websites, messages, tone of voice.

Only ever use Nokia approved screenshots on Nokia devices.

NOT ACTUAL DEVICES OR COLOURS.
For illustration only.

DO NOT use default Windows Phone OEM screenshots for Nokia marketing.

DO NOT use Nokia screenshots for other OEMs.

Start screen

The Start screens are designed to match the hardware colours. The layouts emphasize the diversity of the Windows Phone Start Screen - you can make it yours.

Always use a Start Screen matching the hardware colour

Top tiles aligned to screen top for clarity and harmony



Only use Nokia brand imagery, never image bank photography

Bottom tiles cut off to promise more content below the fold

Only use Nokia's pre-approved Start Screen layouts

NOT ACTUAL DEVICES OR COLOURS.
For illustration only.

DO NOT use default Windows Phone OEM screenshots for Nokia marketing.

DO NOT use Nokia screenshots for other OEMs.

Windows Phone key experiences

Windows Phone key experiences screens must be used in their pre-approved configuration, only localization of text and apps is allowed.

Only globally signed off screens

Utilize the approved, Nokia specific experience hub screenshots on device screens to illustrate the products.

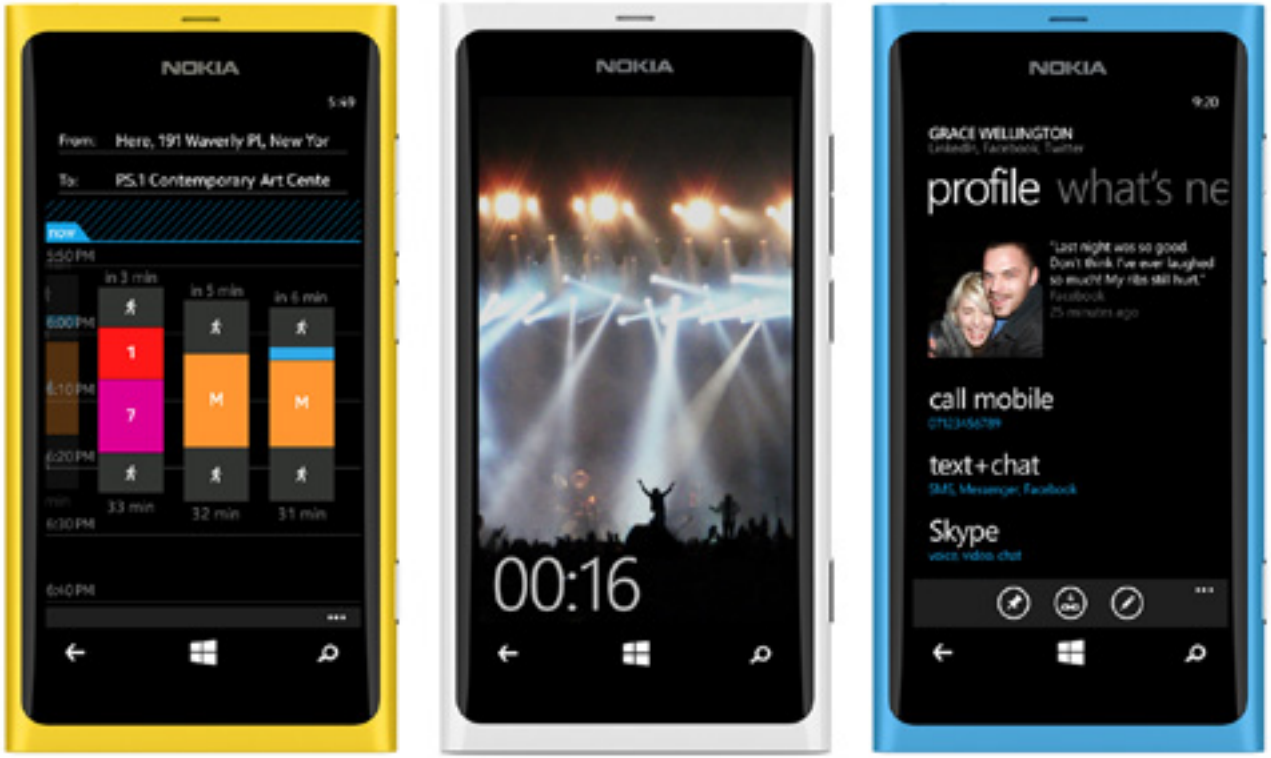
No floating app logos

The experience brands can only appear on screen, not as logos floating outside or separately.

Talk about it correctly

Windows Phone featuring Bing
Windows Phone featuring Microsoft Office
Windows Phone featuring Xbox LIVE
Nokia Transport
Nokia Maps

Use the correct copyright line



NOT ACTUAL DEVICES OR COLOURS. For illustration only.

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© 2012 Microsoft Corporation. All rights reserved. Microsoft, Windows, the Windows logo, Xbox LIVE, Bing and Microsoft Office are trademarks of the Microsoft group of companies.

Device hardware and UI

Packaging

The new Nokia packaging is minimalist. The packaging front highlights only the product with a screenshot, with all information on the back.

Front Panel

Windows Phone screenshot
Colour matched theme to device colour
Media and content matching target group of device

Front Panel

Windows Phone screenshot

Back Panel

Windows Phone logotype with slogan
Key ingredient brands

Single colour PMS print



Device hardware and UI

Device hardware features Nokia logotype only. Windows symbol can appear in menu key where applicable.

Menu key

The Windows symbol appears on the menu key.

Hardware

Nokia logo
(+ with exception - MO logo)



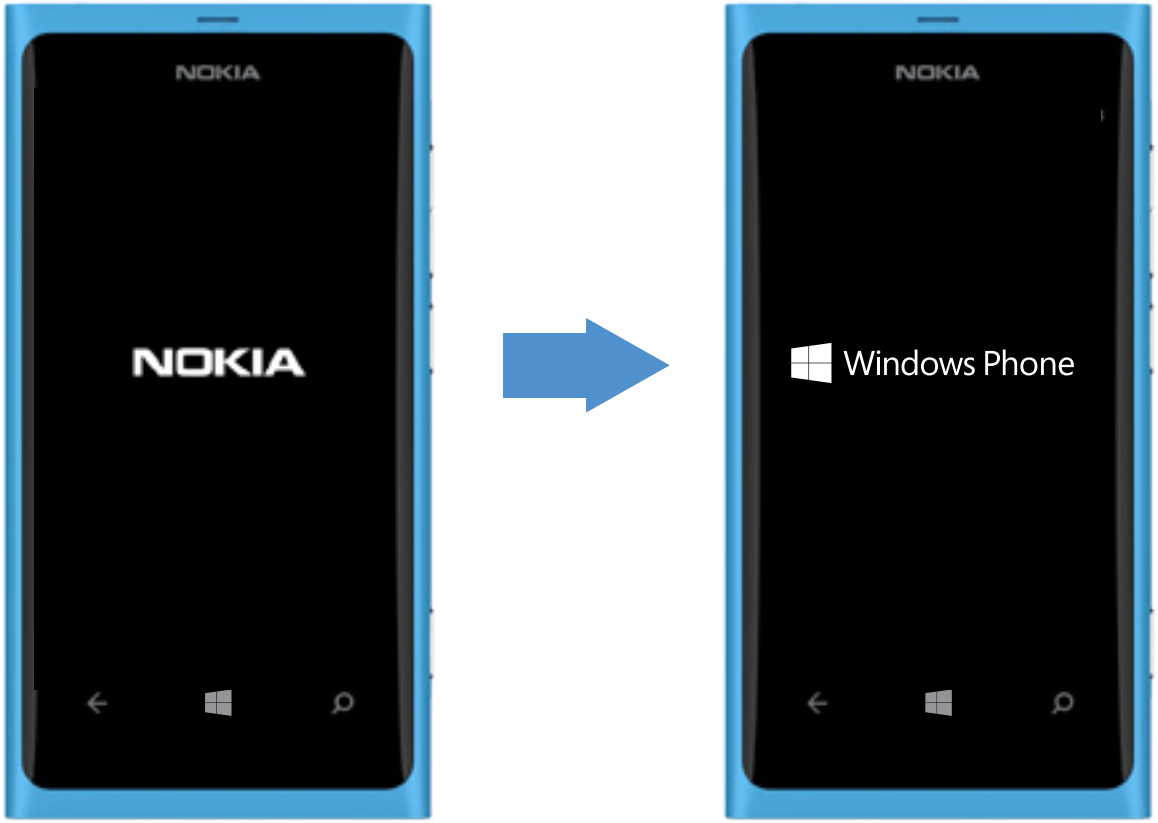
Windows Phone menu button
(notice new symbol)

Nokia logo
(+ Carl Zeiss logo for select devices)



Device hardware and UI

Boot-up | Unlocked



Nokia Tune played

Device hardware and UI

Boot-up | Operator locked



Nokia Tune played