

Hisense

BRAND GUIDELINES

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Our Brand

The purpose of this document is simple: to give you the guidance and information you need to work with the Hisense brand. Our Brand Manifesto provides a clear definition of the Hisense brand and how it occupies a unique position in the markets and categories in which it operates. The Manifesto should be used as both the blueprint and the inspiration for all marketing communications, across any channel.

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Values

Quality

Regardless of where a product sits within the Hisense range, there's a commitment to build quality and reliability that you would expect from a leading brand.

Forward thinking

We're always looking for opportunities to advance our products and brand, evidenced by investment in R&D and incorporation of the latest technology.

Thoughtful

We understand people and we carefully consider the best ways to make our products even better for them through the incorporation of genuinely useful features.

Giving more features

Our features aren't just thoughtful – you also get more with Hisense, either through paying less for desirable features, or getting more features than other models at the price point.

Bringing technology to everyone

We always strive to include the latest technology in products, whether that's Smart, inverter technology, triple zone cooling or something else, but at more accessible prices.

Design

Hisense products are well designed and look premium, to fit in with modern consumers' homes.

Consumer Benefits

Functional Benefits

Product quality – in terms of quality, Hisense products are comparable to or even better than products from leading brands. This is reflected in reviews and recognised by the trade.

More for your money – Hisense products are priced competitively. When you buy a Hisense, you get features you might not expect to find at that price point from Samsung and LG.

Improving life in your home – Additional Hisense features serve the purpose of improving life in the homes of our consumers. E.g. non-plumbed water dispensers, My Fresh Choice, Pause + Add and Vidaa U, specifically for the UK.

Making new technology more accessible – Hisense make new technology like 4K or HDR more accessible for more people, without compromising on quality.

Two year warranty – Compared to competitors in the industry, Hisense guarantee at least two years usage out of the product.



Consumer Benefits

Emotional Benefits

Aesthetically pleasing – the stylish design of Hisense products means they look like truly premium products.

Individuality – Consumers feel they are expressing individuality by choosing Hisense over other traditional leading brands.

Smart - value for money allows Hisense buyers who have researched thoroughly and know the quality of the products to feel like they know more/are more savvy than others.

Visibility – Hisense might be new to the UK market, but it's on a mission to grow brand awareness through its substantial marketing activities, including its sponsorship of the 2016 UEFA European Championships, the upcoming 2018 FIFA World Cup and the previous sponsorship of the Red Bull Racing Formula One Team.

Reassurance – The two year warranty offered by Hisense, combined with good reviews from respected sources gives consumers confidence in Hisense's product quality and reliability.

Expertise – Globally, Hisense have a long history of manufacturing and innovation.

Better than you'd expect – Consumers who choose Hisense are delighted with their purchase and the value it offers. As a result many become advocates of the brand.



Tone of Voice

When we communicate with consumers, we will always talk about how our products help people. We want to make our technology understandable and accessible, but we'll never talk down to the consumer. We make it simple by talking on a smart level that's empathetic and understands them and their life.

Sometimes we have exciting topics – like TVs and sponsorships – but we make more functional aspects interesting and relevant to the consumer too, for example talking about a 9kg washing machine in terms of how many loads it could save the user.

We don't say:

This is everything this product has.

We do say:

Here are the ways this product can help you in your life.

Examples

“See more colours on screen than ever before. The ultra wide colour gamut of ULED boasts over 1 billion colours, and more colours means breathtakingly vivid, true-to-life images that look exactly as the director intended.”

“Too much detergent can result in excess foam formation, reducing washing performance. Smart Foam Control automatically detects if there is too much foam in the machine and reduces it, improving the wash quality and making clothes kinder on your skin.”

Positioning and Core Thought

Positioning Statement

Everything Hisense does is designed to benefit the user – whether that's making good looking products that fit seamlessly into the home, incorporating features that meet a clear consumer need, or always being on the look out for new technologies and ways to make these more accessible.

Not only that, but they give a two year warranty and all at a price the consumer is willing to pay.

Reviews and global brand heritage give users additional confidence in Hisense's ability to deliver this.

Brand Truth

Hisense think about the user first and foremost.

OUR BRAND

Proposition

Designed with you in mind

Putting the person first with thoughtful features that are designed specifically to enhance their experience

Good looking products to fit seamlessly into users' homes

The latest technology at prices people are willing to pay

Making life easier for the user – whether with a Netflix button or Pause and Add

Reliability and a two year warranty

More for your money in terms of features

Build quality

Design

Accessible technology

R&D

Thinking about you

More features

STRAPLINE

Life Reimagined

Brand Devices

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Logos

Main Logo

Hisense

Colour Variations



Clearance Area



Minimum Print Size 10mm Always scale in proportion



Position from corner of digital asset



Minimum Digital Asset Size 50px



Logo with strapline



1



2



Logo with strapline block



Fonts

Headline Font

CircularStd-Bold.otf

Aa Zz

Body Font

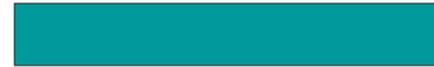
Calibre-light.ttf

Aa Zz

BRAND DEVICES
Colour Palette

Brand Colour

Logo colour



Hisense Green

CMYK
 100, 0, 44, 0

RGB
 0, 154, 154

Hex Code
 009A9D

Block Colours

Colours to be used as backgrounds and headline font colours.

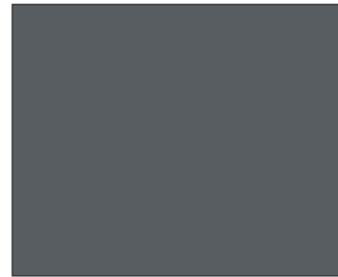


Dark Grey

CMYK
 60, 45, 45, 75

RGB
 43, 43, 41

HEX Code
 2B2B29



Medium Grey

CMYK
 61, 48, 43, 38

RGB
 88, 92, 97

HEX Code
 585C61



Mid Grey

CMYK
 36, 28, 27, 6

RGB
 170, 169, 171

HEX Code
 AAA9AB



Light Grey

CMYK
 11, 8, 9, 0

RGB
 231, 231, 231

HEX Code
 E7E7E7



White

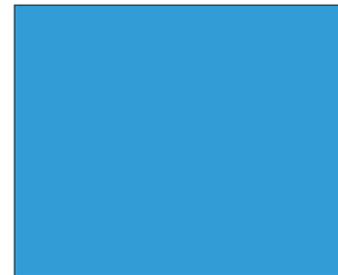
CMYK
 0, 0, 0, 0

RGB
 255, 255, 255

HEX Code
 FFFFFFFF

Highlight Colours

Colours to be used on select headline words and small highlights.

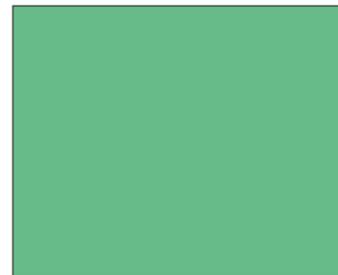


Blue

CMYK
 73, 24, 0, 0

RGB
 0, 161, 238

HEX Code
 00A1EE

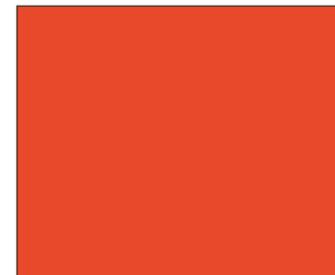


Green

CMYK
 62, 0, 58, 0

RGB
 69, 219, 147

HEX Code
 45DB93

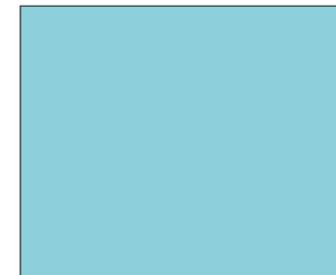


Orange

CMYK
 0, 82, 86, 0

RGB
 250, 71, 32

HEX Code
 FA4720

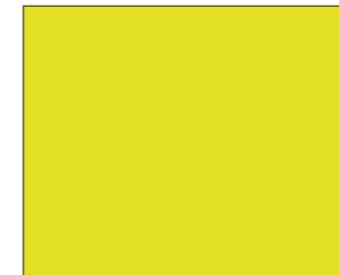


Light Blue

CMYK
 48, 0, 16, 0

RGB
 115, 249, 244

HEX Code
 73F9F4



Yellow

CMYK
 17, 0, 90, 0

RGB
 238, 249, 35

HEX Code
 EEF923

BRAND DEVICES
Colour Usage

Block Colours

Background in 'Dark Grey'
 Headline in 'White'



Highlight Colour

Pull-out word in 'Yellow'

Block Colours

Background in 'Light Grey'
 Headline in 'Dark Grey'



Highlight Colour

Pull-out word in 'Orange'

Legibility

Ensure all combinations allow for good legibility on screen or printed materials.



Correct Example

Correct Example



Incorrect Example

Incorrect Example

Icons

Product Icons

There is a library of product feature icons for each product category

Laundry.



360 Smart Wash Technology



Smart Wash Time Adjustment



9kg Capacity

TV.



Ultra Colour



Ultra Smooth Motion



Ultra Contrast

Refrigeration.



Total No Frost



Electronic LED Display



Super Cool / Super Freeze

Icon usage

Icons can appear in any of the brand colours as long as legibility is kept



Icon with copy description

All icons have accompanying copy descriptions which should be used where appropriate



Product Copy

Product Copy

Product copy has been written for all the different product features. For each feature please use the long, medium, short and strapline versions depending on space available.

Examples

ULED

Long Version

Groundbreaking ULED technology combines the latest in hardware and software to bring you the best ever 4K experience.

Ultra Colour gives breathtakingly vivid images, Ultra Contrast uses Local Dimming for striking levels of brightness and depth, Ultra Smooth Motion means a smoother, more fluid visual experience, and Ultra HD guarantees a pin sharp, stunningly realistic picture.

Medium Version

Groundbreaking ULED technology combines the latest in hardware and software to bring you the best ever 4K experience.

Short Version

ULED technology brings you the best ever 4K experience.

Strap Line

Our Ultimate 4K Experience.

Imagery

CGI



Fridge room image



TV room image

NETFLIX



Clip image - which can be used for a screen fill.



Cover image

Netflix titles used must adhere to all Netflix guidelines. A bank of images are available through the Netflix online portal. Please be aware that all assets must be signed off by Netflix.

3rd Party Logos

Companies



Awards



Features



Online Examples

The following examples are to be used as a style guide only.

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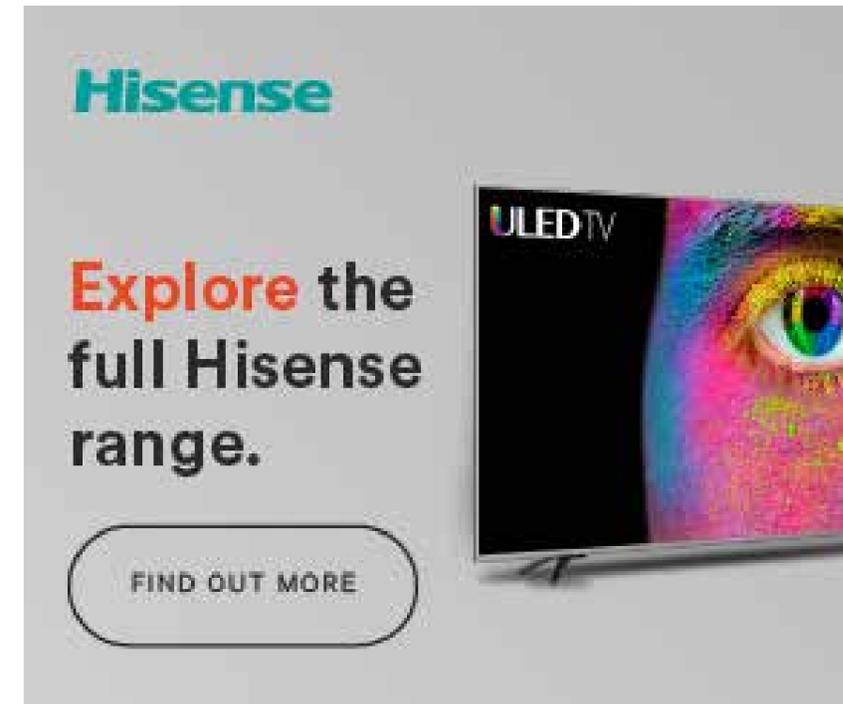
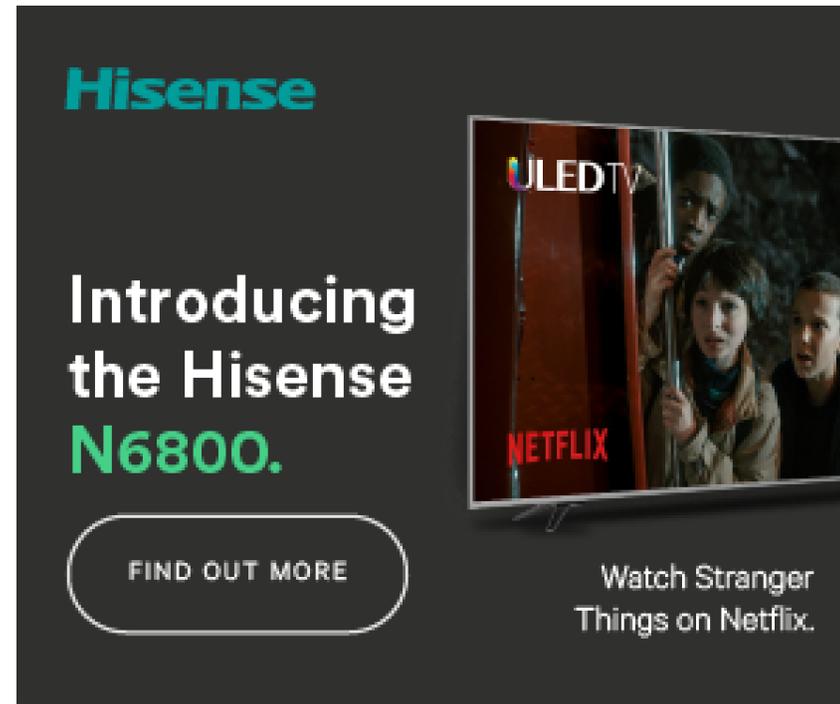
Illustration Examples

Illustration style

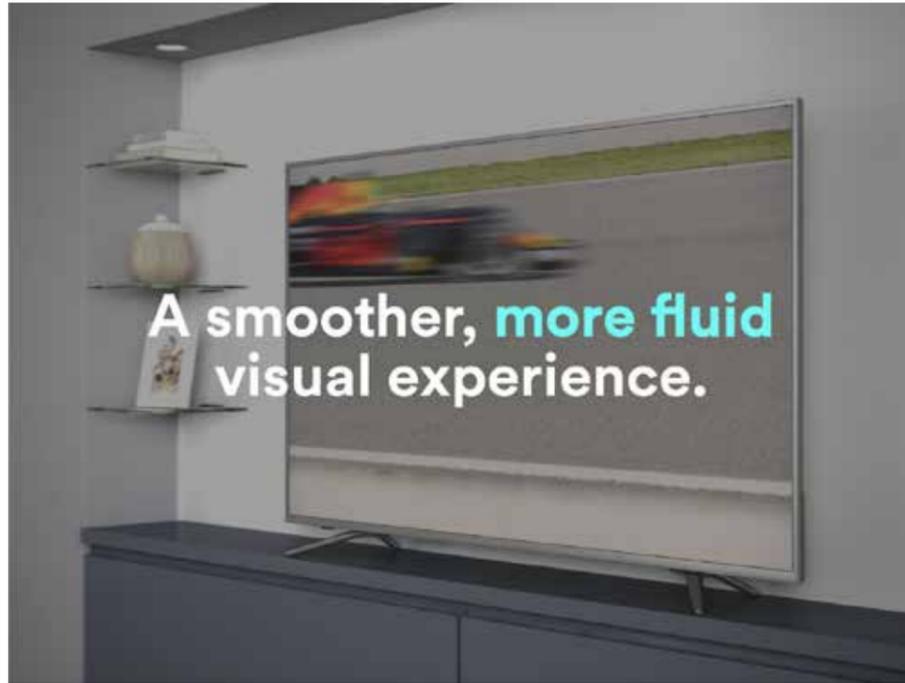
Product features shown with support of graphics - please follow this style when creating illustrative graphics.



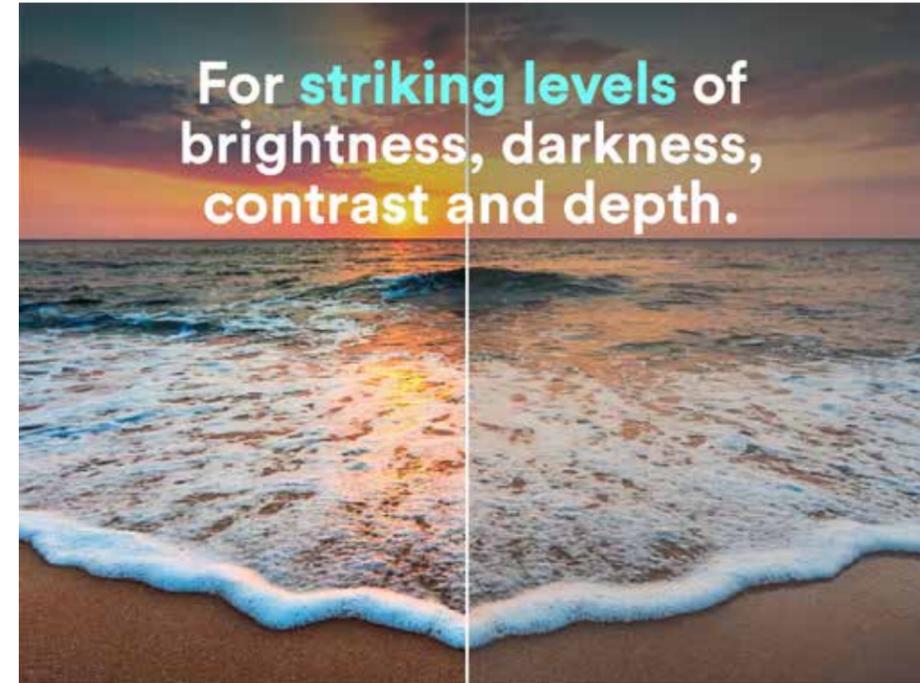
Digital Banners - Product MPUs Examples



Social Assets - Examples



Product Feature



Product Feature



Netflix

Screen Fill Examples

Icons

White panel set to 75% opacity with faded outer edge



Shanghai Skyline 1 (ULED + features screenfills)



Shanghai Skyline 2 (UHD TV screenfills only)



Colour paint close-up (ULED TV screenfills only)



2018 FIFA World Cup Sponsorship

Sponsorship

The following pages show an overview of some of the sponsorship assets. Please see individual Sponsorship guidelines for a comprehensive list of assets and the rules set around them.

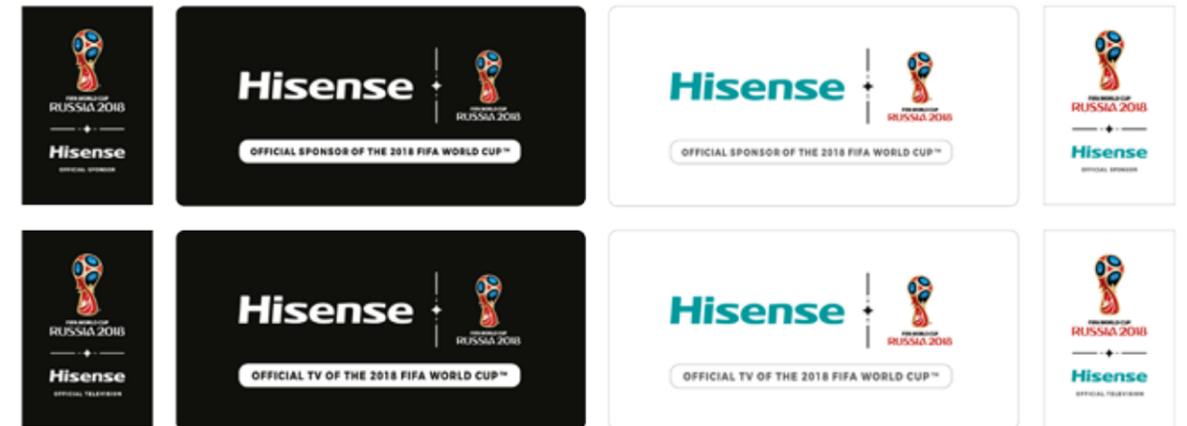
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Sponsorship - World Cup 2018

Logo lock-ups



Backgrounds



Sponsorship - Aston Villa FC

Logo lock-up



Logo example on asset



Example of supplied photography



