

IPG ingredient brand style guide

HP Vivera

November 2006



Introduction

To manage the HP Vivera ingredient brand in market, HP's Imaging and Printing Group (IPG) has created this guide—meant to inform how we consistently articulate HP Vivera across all of our customer touchpoints.



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Subbrand and ingredient brand tools and usage

Delivering our subbrands and ingredient brands in a consistent and effective manner requires a coordinated approach—from product development through customer touchpoints. To achieve consistency and clarity, HP has developed a set of internal tools to help guide and inform all expressions of our subbrands and ingredient brands.

The process begins by establishing category value propositions. These, in turn, guide the creation of internal subbrand and ingredient brand characteristics and eventually their in-market deliverables, such as packaging, advertising and collateral.

By applying these tools, we create high-impact, meaningful brands and help our customers find the right product or solution to meet their needs.

1. Value propositions

Internal tools to prioritize the key differentiators to lead product development activities.



2. Defining elements

Internal tools to guide and inform development of subbrand and ingredient brand customer touchpoints.

These include:

- Role and scope
- Target audience
- Product families
- Brand persona
- Graphic identity elements
- Product ID direction
- Voice and tone
- Positioning/
competitive map

Customer touchpoints

In-market expressions of the subbrand and ingredient brand as informed by defining elements and HP guidelines.

Examples:

- Packaging and out-of-box experience
- Point of sale (POS)
- Advertising
- Interactive
- Collateral
- Product design
- Service and support

Communication tools and guidelines

Within HP, there are several communication tools and guidelines available to help manage our brands, communications programs, voice and tone, messaging and copy. Some of these tools are long-term, foundational documents. These include: the HP Brand Identity Standards, HP Voice Guide, IPG Messaging and Copywriting Guide and the IPG Subbrand and Ingredient Brand Style Guides.

These foundational documents, in turn, inform go-to-market (GTM) tools and guides. These include: Big Bang Roadmaps, which guide our overall communications, and messaging guides, which guide our in-market activities at the product family and individual product levels.

The IPG Subbrand and Ingredient Brand Style Guides are just one important tool at your disposal. It is through careful use of both foundational and go-to-market tools and guides that we will ensure that our customer touchpoints are consistent and successful. Please see the contacts and resources page at the end of this guide for direct links to many of the documents referenced here.

Sustaining reference guidelines¹

- IPG Messaging and Copywriting Guide
- **IPG Subbrand and Ingredient Brand Style Guides**
- HP Voice Guide
- HP Brand Identity Standards
- HP and IPG Naming Guidelines

GTM Tools

- Big Bang Roadmap¹
- GTMU Messaging Guide²
- Product Family Messaging Guide³
- Product Family Messaging Master³

¹ Created by Worldwide IPG Communications/HP Corporate

² Created by Region Marketing Communications

³ Created by Global Business Unit Outbound Marketing

HP master brand

The IPG subbrands and ingredient brands live under the HP master brand and must always support HP’s brand promise and brand characteristics. These brands both build and augment the HP master brand in a complementary relationship that helps clarify our offering and make it relevant to our many target customers, across many product families.

HP’s brand promise, “We can help you do that,” is what we stand for (i.e., the commitment we make to our customers, partners and each other). It defines the very essence of who we are, what we do and how we do it. Our IPG subbrand and ingredient brand positionings map to the master brand promise, while further defining each brand’s place within the competitive market.

The HP master brand characteristics—Inspired, Genuine and Trusted—support the brand promise. In turn, the IPG subbrand and ingredient brand personas are evolved from these traits, to build and complement the master brand strategy, while uniquely differentiating each brand. It is important to note that while the brand promise and characteristics, shown at right, should inform the copy that you write, they should not be used verbatim in your communications.

Our promise:

We can help you do that.

Our character:

Inspired

We enable smarter ways of working and living.

We are dedicated to making things better for our customers.

We value intelligence, innovation and inventiveness.

We are passionate about helping people achieve their goals.

Genuine

We do what we say.

We are friendly, approachable and easy to do business with.

We care about our customers and treat them with respect.

We are people dealing with people, not a corporation dealing with customers.

Trusted

Our heritage is built on quality and reliability.

Our customers rely on HP to find a solution that’s right for them.

Our products are well-made, dependable and adaptable to future needs.

We partner with industry leaders—and do it better than anyone else.

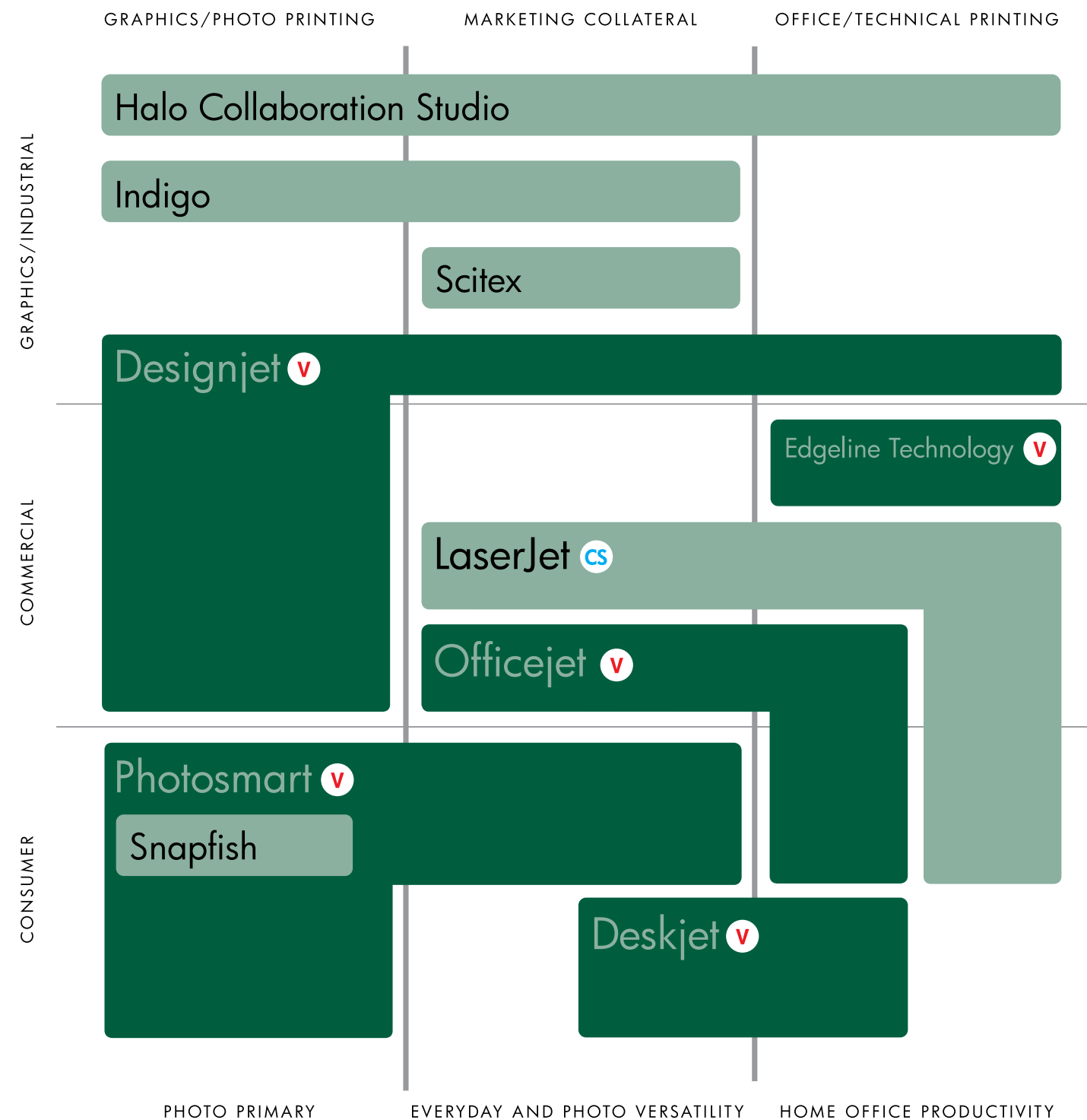
Brand architecture

Brand architecture describes the associations between a master brand, subbrands and ingredient brands, as well as associations among subbrands. Similar to a family tree, which illustrates relationships linking family members, brand architecture clarifies important connections and differences within a family of subbrands.

As a company, it's our goal to accurately differentiate and market the subbrands of the IPG product portfolio to their corresponding customer targets. Brand architecture helps us organize and effectively communicate how this happens.

The IPG brand architecture map is the visual tool we use to show how our subbrands interrelate. Each subbrand is positioned on the map according to printing needs and target audiences.

HP Vivera's position on the IPG brand architecture map



V = HP Vivera

CS = HP ColorSphere

Value proposition

HP Vivera inks deliver a unique combination of outstanding print quality along with leading durability and permanence relative to both hardware competitors' inks *and* aftermarket inks. Competitors will trade off print permanence to attain image quality, or trade off image quality for print longevity or water fast qualities. HP engineers design our inks to optimally balance these attributes in each ink family.

Color quality is an important attribute for many applications. HP Vivera inks, with superior ingredients and ink purity, deliver lab quality results for photos and gallery-quality for fine arts applications. For office and everyday use, HP Vivera inks maintain laser-quality black.

Durability and permanence attributes vary to meet the demands of different types of printing. Some inks are designed around photo printing with long-lasting, fade-resistant results. Other inks are designed to be quick drying and water- and smudge-resistant when handling prints.

Consistency is especially important in commercial printing applications. HP Vivera inks provide consistent print quality from the first print to the last, and from cartridge to cartridge.

HP Vivera value proposition



Role and scope

Role is the strategic purpose for an element of the brand architecture (e.g., master brand, subbrand, endorser brand, product brand, branded differentiator or ingredient brand); the reason it exists; what it is/what it does. **Scope** is the extent to which the branded element spans product categories and markets and the value spectrum, now and in the future.

The intent of the HP Vivera ingredient brand is to elevate the role the ink plays in delivering superior print quality. HP Vivera ink is a differentiator from HP hardware competitors and establishes a foundation for competing in the aftermarket.

HP Vivera inks provide the best combination of vivid, brilliant color and permanence for durable, long-lasting prints. In addition, HP Vivera inks deliver consistent color, page after page, print after print. Original HP print cartridges with HP Vivera inks deliver quality and a seamless printing experience for both consumers and business customers.

Positioning

How a company wants their target customers to think and feel about a brand. It should create a unique image or identity in the minds of the customers. It is expressed relative to the position of competitors and can include both functional and emotional benefits. Ultimately, positioning is about cultivating difference and relevance at every opportunity – from product development to customer touchpoints – to create loyal and committed customers.

HP Vivera inks provide brilliant, enduring color because they are formulated to deliver a superior combination of print quality along with durability and permanence.

Short copy point

There are three major families of Vivera inks—**photo versatile, professional and office**. HP is continually innovating our inks to meet the varied needs of our customers in these markets. These innovations maintain our print quality leadership by providing the best combination of color quality and durability/permanence for different markets. The supporting details vary by print family. The family names include generic modifiers (professionals, office, etc.) to signal the difference in design target when relevant to the communication. See the HP Photosmart, Deskjet, Designjet, Officejet and Edgeline subbrand guides for more details.

Design target

Related subbrands

Benefit innovation focus areas



Brilliant, Enduring Color.

HP Vivera photo versatile inks	HP Vivera professional inks	HP Vivera office inks
Designed for photo printing and for everyday home printing	Designed for professional photography, graphics, fine arts & signage	Designed for office applications, in-house marketing & technical drawings
HP Photosmart & HP Deskjet printers	HP Photosmart Pro & HP Designjet photo printers	HP Officejet, HP Officejet Pro, HP Designjet technical printers & HP MFP with Edgeline Technology
Print Quality <ul style="list-style-type: none"> Breadth and range of colors for photo printing Comparable text printing to laser 	Print Quality on wide range of papers <ul style="list-style-type: none"> Breadth and range of colors for photo & graphic arts printing 	Print Quality <ul style="list-style-type: none"> Color range and brightness tuned for office graphics & photos within marketing collateral Laser-quality text, crisp lines
Permanence and durability on photo papers <ul style="list-style-type: none"> Fade-resistance for photos on display under glass Water-resistant photos Smudge- & handling-resistant photos 	Permanence and durability on photo papers, fine art & signage media <ul style="list-style-type: none"> Fade-resistant Water-resistant Color consistency & accuracy Reliable, durable, permanent finish 	Durability and Permanence on plain paper <ul style="list-style-type: none"> Fast drying for fast printer speeds Fast dry, smudge-resistant handling* Water & fade resistant for archiving*

* Claims may require paper mention

Target customers and product families

Target customers are groups to which the branded element is marketed and for whom the products are designed; the target must represent adequate size and profitability and will map to the go-to-market worldwide segmentation. **Product families** are specific product categories covered by the subbrand, now and in the future.

Target customers*

Primary (hardware buyer) – single-function printer or All-in-One purchaser

Secondary (aftermarket buyer) – existing HP printer and All-in-One owners who print photos and/or documents for personal or professional use

Product families

Includes most product families within the following:

- HP Designjet
- HP Deskjet
- HP Edgeline Technology
- HP Officejet and HP Officejet Pro
- HP Photosmart and HP Photosmart Pro

* Source: see relevant IPG Subbrand Style Guides

Voice and tone

Voice and tone are powerful expressions of our subbrand. **Voice** is the personality that comes across through the written message. **Tone** is the way in which the subbrand expresses the character of its voice and is communicated through word choice and sentence structure.

Customers are asking for a shift from “HP product-focused” to “people-focused” copy. They prefer copy that is brief and clear, in a language that is relevant to their day-to-day experiences. To communicate more effectively with customers and partners, use a voice that speaks in terms of customer needs, desires, interests and goals. Do so clearly and directly, so customers can easily understand the message. Use a conversational tone by choosing simple, everyday words, and expressing them in short, lively sentences.

Our voice is upbeat, confident (but not arrogant) and passionate about solving our customers’ problems. We choose simple, clear words to directly address the reader—as if in a one-on-one conversation. Our voice helps customers feel confident that we clearly understand current technology issues and trends.

Think of voice and tone in terms of a conversation when developing copy—either friendly or professional, as the situation calls for.

For more information on applying voice and tone, please consult the IPG Messaging and Copywriting Guide (<http://www.hp.com/go/onevoice>).

Naming and nomenclature

The HP Vivera ingredient brand will be used across many different HP marketing applications including printer and supply packaging, product ID, printing software, web and POS.

As an ingredient brand, HP Vivera is only used in naming in long, descriptive cartridge product names. The “HP” is not repeated in long product names.

Use “inks,” plural in reference to sets of inks; “ink” in reference to a single set or single color of ink.

For general information regarding naming, refer to the HP Product Naming Guide (<http://communications.corp.hp.com/bmc/guidelines.htm>). For more specific details, refer to IPG Supplies Guide to Terms and Style (<http://ipgsmo-gtm.corp.hp.com>).

❗ In all communications, the master brand precedes the subbrand and ingredient brand names, e.g., HP (master brand) Photosmart (subbrand) xxxx (model number) Printer (descriptor) with Vivera Inks (ingredient brand).

Full product naming (including capitalization)

HP 94 Tri-color Inkjet Print Cartridge with Vivera Inks



Family name example

HP Inkjet Print Cartridges with Vivera Inks

Text example

Print long-lasting, true-to-life color prints with HP Vivera inks.

Communication guidelines

In addition to the general guidance already provided, this section outlines specific written and graphic elements and usage rules unique to HP Vivera. Further context is also given to illustrate how this ingredient brand is to be executed in various touchpoints as information becomes available.

In printer communications, highlight that HP Vivera inks contribute to our print quality leadership. This attribution establishes a foundation for supplies differentiation from aftermarket inks.

In aftermarket communications, reinforce that only Original HP print cartridges contain HP Vivera ink. Customers will trade-off the superior print quality and print durability and permanence if they use alternative brands of ink.

Core elements of the HP Vivera ingredient brand are the wordmark and short copy, “Brilliant, Enduring Color.” Whenever possible, incorporate both across the marketing communications mix of printer advertising, packaging, web and retail point-of-sale.

These guidelines are not intended to replace the HP Brand Identity Standards or other communications standards documents.

Please refer to those guides for further information (<http://www.hp.com/go/onevoice>).

Communication guidelines: wordmark

The HP Vivera wordmark was developed to highlight the ingredient brand on key applications such as printer and supply packaging and product ID as well as printing software, web, advertising and retail point-of-sale.

The HP Vivera wordmark has been designed to visually express the superior print quality of HP inks. The multiple colors that make up the HP Vivera wordmark celebrate the power of color and inspire people to express that power through their creations.

The position, size, color and spatial and proportional relationships of the wordmark's elements are pre-determined and may not be altered. The wordmark should never appear in text.

HP Vivera communications should always include the short copy point. Whenever possible, use the suggested lock-up, shown at right. When this lock-up cannot be used, ensure that "Brilliant, Enduring Color." appears in close proximity to the wordmark.

When referencing the HP Vivera wordmark in text, it should be written and capitalized as described in the naming section of this guide.

HP Vivera wordmark



Suggested lock-up with short copy point



Brilliant, Enduring Color

Communication guidelines: wordmark (cont.)

Three standard sizes of the HP Vivera wordmark have been created: small, medium and large. Each size of the wordmark has been designed specifically to work at that scale.

Use the small size for smaller-sized communications such as POS materials and stickers. At this size, the phrase “HP INKS” has been made larger for readability. Use the medium size for most printed pieces. Use the large size for large posters and banners. At this size, the lettering has been tightened to maintain integrity at a very large scale.

The HP Vivera wordmark should not be reproduced smaller than 0.25 inches or 6.35 mm in height.

HP Vivera wordmark: scale and sizing

Small HP Vivera wordmark:
minimum height of 0.25 inches (6.35 mm) and maximum height of 0.5 inches (12.7 mm)

Medium HP Vivera wordmark:
minimum height of 0.5 inches (12.7 mm) and maximum height of 4 inches (101.6 mm)

Large HP Vivera wordmark:
minimum height of 4 inches (101.6 mm)



Communication guidelines: wordmark (cont.)

The proper use of clear space protects the integrity of the HP Vivera wordmark and ensures that it creates an impact. As a unit of measurement, “x” equals the height of the word “Vivera.” The preferred clear space around the HP Vivera wordmark is equal to the distance of “x.”

Occasionally, there may be an instance where there is not enough space available to meet that requirement. In those instances, the minimum clear space around the HP Vivera wordmark is equal to the distance of “z,” where “z” equals the height of the phrase “HP INKS.” Do not use the wordmark with clear space of less than “z.”

The clear space prevents type or other graphic elements from interfering with the HP Vivera wordmark. Be sure that the wordmark’s placement is complementary to the placement of other graphic elements such as text, images or the +hp graphic device.

HP Vivera wordmark:
clearspace



Preferred clear space



Minimum clear space required

Communication guidelines: wordmark (cont.)

The multiple-color HP Vivera wordmark is the primary version. The wordmark is shown against a white background, with the phrase "HP INKS" appearing in black.

The multiple-color HP Vivera wordmark may not be placed over an image, illustration or color field. It may not be rendered in colors other than those contained in the approved lockup.

Single-color versions of the HP Vivera wordmark have been created for specific campaigns only. Do not create your own version of the single-color wordmark.

**HP Vivera wordmark:
unacceptable useage**



The multiple-color wordmark on a white background, with the phrase "HP Inks" shown in black.



Do not use the multiple-color HP Vivera wordmark on a black background.



Do not show the wordmark over a photograph.



Do not use a single-color version of the wordmark in black or white as it violates the intent of celebrating color. Pre-approved single-color versions in other colors may be used for specific campaigns only.



Do not reverse out the wordmark against a color field as it violates the intent of celebrating color.








Communication guidelines: wordmark (cont.)

Adhere to the specifications in these standards and use qualified vendors and reliable reproduction methods to ensure consistency of colors. The CMYK mixes are based on media tests using coated stock. The mixes may need to be adjusted to suit your process.








For all communications that will be displayed onscreen or on the web, refer to these RGB and HEX color formulas. They have been developed for the best fidelity on a variety of screens.

HP Vivera wordmark: print and web specifications

HP Vivera Inks color palette: print specifications chart

Color name	CMYK equivalent
 Vivera Magenta	0c 100m 0y 0k
 Vivera Light Blue	100c 0m 0y 0k
 Vivera Green	60c 0m 100y 0k
 Vivera Yellow	0c 30m 100y 0k
 Vivera Dark Blue	100c 0m 0y 40k
 Vivera Red	0c 100m 80y 0k
 Vivera Black	0c 0m 0y 100k

HP Vivera Inks color palette: web and screen specifications chart

Color name	web-safe (HEX)	R	G	B
 Vivera Magenta	FF0066	240R	3G	127B
 Vivera Light Blue	0099CC	0R	160G	198B
 Vivera Green	669933	102R	184G	33B
 Vivera Yellow	FF9900	255R	179G	0B
 Vivera Dark Blue	006666	0R	96G	119B
 Vivera Red	FF0000	252R	0G	25B
 Vivera Black	000000	0R	0G	0B

Communication guidelines (cont.)

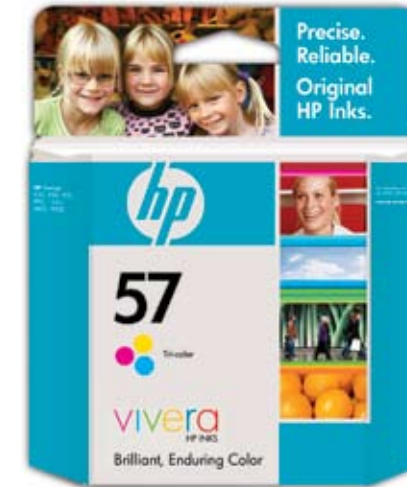
Ink Packaging

HP Vivera ink packaging follows standardized design templates in order to ensure consistency across multiple products and package structures. The layout and information hierarchy of these packages may not be changed, and placement of the HP Vivera wordmark is immutable.

The primary color for all ink supplies packaging is HP Medium Blue. Secondary color is used to aid select-and-buy for portfolio offerings such as high-volume and performance SKUs. The assigned secondary colors are intended to avoid color associations between families of ink packaging and individual printer subbrands. As such, HP Green and HP Red (used for high-volume and performance SKUs, respectively) are not printer subbrand colors.

Printer packaging

The HP Vivera wordmark appears on associated printer packaging. Placement of the wordmark is consistent across subbrands. The wordmark is placed on the front panel, in conjunction with supplies “attach” imagery and messaging, as shown.



HP Vivera in use

This section shows HP Vivera in use across a variety of communication applications such as packaging, advertising and interactive. These examples are best practices, intended to inspire your marketing efforts. In creating new marketing materials, be sure to follow existing templates and guidelines. Additional examples will be added as they become available.

HP Vivera on product nameplate



HP Vivera in use (cont.)

HP Vivera in advertising



Contacts and resources

Contacts

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Resources

IPG communication resources are located on an internal HP-only site (<http://ipgsmo-gtm.corp.hp.com>) and include:

- **IPG Brand Architecture**
- **IPG Brand Frequently Asked Questions**
- **IPG Naming Process and Decision Model**
- **IPG Model Numbering Guide**
- **IPG Supplies Guide to Terms & Style**

Many branding and communication resources are available through the HP One Voice 2 Brand Resource Center (<http://www.hp.com/go/onevoice>). This site requires a password and training before entering and is accessible to approved partners outside of HP. Here are a few examples of what you will find on the OV2 brand site.

- **HP Brand Identity Standards**
- **IPG Subbrand and Ingredient Brand Style Guides**
- **IPG Messaging and Copywriting Guide**

In addition there is an HP-only internal brand communications site (<http://communications.corp.hp.com/bmc/guidelines.htm>) where many tools and guidelines are located. Examples include:

- **HP Product Naming Guidelines**
- **HP Brand Templates and Tools**
- **Product Design, Interaction and User Interface Guidelines**
- **Web Standards for hp.com**
- **Trademark and Logo Usage Guidelines**

HP CRL Image and Video Library
(<http://www.hp.com/go/crlimages>)

Glossary of terms

Brand architecture - An organizing structure of the brand portfolio that specifies brand roles and the nature of relationships between brands.

Branded differentiator - A branded feature, ingredient, service or program that creates a point of differentiation for a branded offering that is meaningful for customers and merits active management over an extended period of time.

Branded element - An element in the overall brand architecture portfolio that is branded including subbrands, ingredient brands and branded differentiators.

Copy - Text that has been written in a final form for external communications to a specific audience in a specific communications vehicle (i.e., the words we use to communicate with our customers, partners, investors and each other). HP research shows that copy written in a relevant and reassuring manner is more likely to aid the sale.

Customer segment - A group of customers with similar characteristics that are also significantly different from other groups in the same model.

Endorser brands - Give credibility and substance to the offering and are usually organizational or parent brands.

Ingredient brand - A type of branded differentiator that brands the ingredient or technology to imply a benefit or a unique value proposition.

Master brand - The primary indicator of the offering and the point of reference. Visually it will usually take top billing.

Master brand characteristics - Characteristics that HP has determined uniquely support the HP brand promise: Inspired, Genuine and Trusted.

Master brand promise - A Brand Promise is what we stand for (i.e., the commitment we make to our customers, partners and each other). It defines the very essence of who we are, what we do and how we do it. The HP Brand Promise has evolved over time based on our brand strategy. As of May 2006, the promise at the heart of the HP Brand is: "We can help you do that."

Messaging - Phrases that provide guidance for what we want to tell the marketplace about a brand, initiative, technology, product, etc. Messaging is the first step in translating our positioning into a conversation with customers, partners, investors and each other. Messages are not applied literally, word for word, externally, but are instead used to inspire communication through development of copy, which is applied through specific communication vehicles. Messages may be regionalized.

Product brand - Defines a specific product offering within the brand portfolio. Product brands fit with and support the master brand and receive limited investment.

Subbrand - Modifies the associations of a master brand, which remains the primary frame of reference. Subbrands can add associations, a brand personality and even energy – and in doing so, stretch the master brand into new markets, segments, etc.

Subbrand role - The strategic purpose for an element of the brand architecture (e.g., master brand, subbrand, endorser brand, product brand, branded differentiator or ingredient brand); the reason it exists; what it is/what it does.

Subbrand scope - The extent to which the branded element spans product categories and markets and the value spectrum, now and in the future.

Subbrand persona - The traits that define the subbranded element's voice, character and unique identity as part of the HP brand system.

Subbrand positioning - Positioning articulates how a company wants their target customers to think and feel about a brand. It should create a unique image or identity in the minds of the customers. It is expressed relative to the position of competitors and can include both functional and emotional benefits. Ultimately, positioning is about cultivating difference and relevance at every opportunity – from product development to customer touchpoints – to create loyal and committed customers.

Subbrand product families - The specific product categories the subbrand covers, now and in the future.

Target customer - The customers to whom the branded element is marketed and for whom the products are designed; the target must represent adequate size and profitability and will map to the go-to-market worldwide segmentation.

Value proposition - An internal statement summarizing the customer targets, competitor targets and the core strategy for how one intends to differentiate one's product from the offerings of competitors. The value proposition should answer the question: "Why would I buy this product?" for the customer.



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