Panasonic
ideas for life

PSNA
Style Guide

Panasonic System Networks Company of America

Introduction

The Panasonic System Networks Company of America (PSNA) brand identity has been developed to provide us with a fresh, unique and unified look and feel for our marketing materials. By presenting a consistent theme and graphic style across all of our communications, we can define and extend our company brand image with maximum impact and efficiency while still supporting specific sales and business goals, and the overarching Panasonic ideas for life brand.

This Style Guide is intended to provide you with the basic tools and rules for using this new identity system properly. The following pages explain the individual elements of the style and show examples of the template in use:

Color

A specific color has been assigned to each product group within PSNA, giving them their own unique branding within the overarching identity and making their materials instantly recognizable.

Home & Business Communications

PMS **301**
C**100** | M**45** | Y**0** | K**18**
R**0** | G**101** | B**164**
Hex **0065a4**

Document Management

PMS **2925**
C**85** | M**24** | Y**0** | K**0**
R**0** | G**150** | B**215**
Hex **0096d7**

Retail Information Systems

PMS **2915**
C**59** | M**7** | Y**0** | K**0**
R**85** | G**188** | B**235**
Hex **55bceb**

Surveillance, Monitoring and Video Imaging

PMS **430**
C**5** | M**0** | Y**0** | K**45**
R**147** | G**155** | B**161**
Hex **939ba1**

Typography

Use Helvetica Neue 95 Black with -45 kerning for all headlines and URLs:

Helvetica Neue 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Use Helvetica Neue 55 Roman with 0 kerning for all body copy and disclaimer text:

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Different digital type foundries may have different names for the various weights of the Helvetica font. If Helvetica Neue is not available for use, you may substitute it for Helvetica Black and Roman respectively.

The System

The PSNA identity system, which is illustrated in the print ad example to the right, is made up of the following elements:

1 Panasonic ideas for life ribbon with "ideas for life" in group-specific color.

2 Lifestyle "Scene" with PSNA product in use.

3 Headline in group-specific color.

4 Signature.

5 URL and disclaimer copy (if applicable).

The following pages detail the specifics of each element and provide instructions on how to implement them into your marketing materials.

Panasonic ideas for life **1**

2

3 **Headline goes here.**

Lorem ipsum aeque libris eu has, eam enim mundi argumentum ex. Bonorum omittam forensibus ut vel, id nisl eros dicam nec, vix at nibh delenit iracundia. Labore indoctum laboramus vix ne. Laoreet necessitatibus duo an, ea moderatius intellegam quo, in mel delicata theophrastus contentiones. No melius probatus indoctum sea, duo solum euismod maluisset ea, qui et omnes consul aperiam. Lorem ipsum aeque libris eu has, eam enim mundi argumentum ex. Bonorum omittam forensibus ut vel, id nisl eros dicam nec, vix at nibh delenit iracundia. Labore indoctum laboramus vix ne.

4

Panasonic System Networks Company of America | Home & Business Communications

5 panasonic.com/psna_homeandbusiness

Lorem ipsum omnesque deseruisse duo id, te mutat eripuit vituperata vix, te cibo docendi alienum ius. Sit eu munere complectitur, eu nostrum pertinax interesset vis, te ipsum temporibus referrentur qui. Ei suas vivendo signiferumque vim, vim mucius accusam forensibus in. Hinc eleifend omittantur eum ex, ex ius adhuc nonumy efficiendi, mei ei meis augue primis. Ei tamquam dolorum copiosae mei, eu duo gubergren dissentiet, qui cu mutat nihil lucilius.

The System PIFL Ribbon

A common thread in the PSNA identity system is the group-specific color. It should be utilized in the headline, signature and in the Panasonic ideas for life (or PIFL) ribbon. The "ideas for life" portion of this logo lockup should always appear in the group-specific color, while "Panasonic" should appear in white or Panasonic blue* - depending on the ribbon style:

1. Color PIFL ribbon
(Home & Business Communications)

Panasonic
ideas for life

2. Gray PIFL ribbon**
(Document Management)

Panasonic
ideas for life

The Color PIFL ribbon is constructed in two layers - the bottom layer is the group-specific color and the top layer is solid black at 50% opacity. The Gray PIFL ribbon is one layer and should appear in a light gray - anywhere from 7% to 15% solid black. A gradient mask should be applied to the ribbon so that the fade begins to the left of the PIFL logo lockup and ends at 0% opacity.

*Panasonic blue color values: PMS **293** • C**100** | M**56** | Y**0** | K**0** • R**0** | G**89** | B**194** • Hex **0033cc**

**Gray PIFL ribbon may be used for all product groups except Home & Business Communications, because of this group-specific color's proximity to Panasonic blue.

The System PIFL Ribbon

The PIFL ribbon should reside in the upper right corner of all marketing materials when possible. The gradient mask should fade to 0% approximately halfway across the page. The PIFL ribbon should appear behind people and/or product images:

Halfway point

The PIFL logo lockup requires clearspace defined by the height of the letter "P" in "Panasonic," shown as "X" in the diagram to the right:

The System Alternate PIFL Treatment

In certain Web applications, like the HTML Newsletter example shown below, the PIFL ribbon can reside at the bottom of the marketing material. And when the ribbon cannot be implemented because of space limitations, as in the Web Banner shown below, the PIFL logo lockup may be used alone outside of the ribbon.*

HTML Newsletter (Header & Footer Graphics)

Animated Web Banner (shown as individual frames)
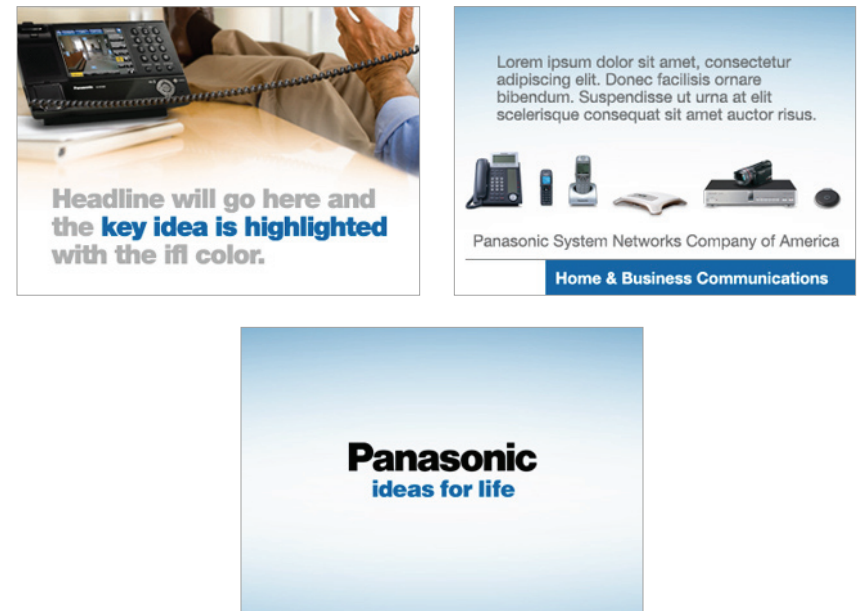
*Note: When the PIFL logo lockup is used alone outside of the ribbon in a Home & Business Communications application - the "Panasonic" must be either black or white because of this group-specific color's proximity to Panasonic blue.

The System Lifestyle Scene with PSNA Product in Use

Whenever possible, marketing materials should show a PSNA product in use within a lifestyle "scene." If actual photography with a product in use is not available, product images can be superimposed into lifestyle photography as long as the scene looks believable (product at proper scale/angle, shadow applied, etc.)

Superimposed PSNA Product

Lifestyle photography with light, washed out backgrounds are preferable because they push the subjects and PSNA product into focus.

Lifestyle photography with full bleed, more colorful backgrounds can be utilized, as long as the product and subject are the focus.

The System Alternate Product Image Treatment

In certain applications, PSNA product imagery may be used without a lifestyle image. When used alone, the product image should be the main focus. The examples below show two accepted approaches:

Sell Sheet (front)

Tradeshow Poster

The System Headline & Body Copy

Headlines should be typed in Helvetica Neue 95 Black (-45 kerning) and should appear in the group-specific color. Body copy should be typed in Helvetica Neue 55 Roman (0 kerning) and should appear in gray (70% black recommended.)

Headline - Helvetica Neue 95 Black

Headline goes here.

Lorem ipsum aeque libris eu has, eam enim mundi argumentum ex. Bonorum omittam forensibus ut vel, id nisl eros dicam nec, vix at nibh delenit iracundia. Labore indoctum laboramus vix ne. Laoreet necessitatibus duo an, ea moderatius intellegam quo, in mel delicata theophrastus contentiones. No melius probatus indoctum sea, duo solum euismod maluisset ea, qui et omnes consul aperiam. Lorem ipsum aeque libris eu has, eam enim mundi argumentum ex. Bonorum omittam forensibus ut vel, id nisl eros dicam nec, vix at nibh delenit iracundia. Labore indoctum laboramus vix ne.

Body copy - Helvetica Neue 55 Roman

The System Signature

The PSNA graphic signature is a key element of the new identity system, and makes it very easy to recognize unique product groups across all marketing materials. A lineup of representative product images sits above a holding line. Each product has a subtle drop shadow, making them appear as if they are sitting on the same plane. Below the holding line is the company name in gray (70% black) Helvetica Neue 55 Roman, followed by the product group name in white Helvetica Neue 75 Bold, which resides in a color-coded bar. Both of these elements should be of equal type size.

Panasonic System Networks Company of America   **Home & Business Communications**

The product group name requires clearspace within the color-coded bar defined by the height (shown as "Y") and width (shown as "X") of its first letter, in this case the "H" in "Home" shown as "X" in the diagram below:

ompany of America   **Home & Business Communications**

The space between the company name and the product group name should be equal to the width (shown as "X") of its first letter of the company name as well.

The System Signature

4

The product lineup should be left justified and the products are equally spaced across the holding line.

X   X   X   X   X

Panasonic System Networks Company of America   **Home & Business Communications**

Product lineup starting point

When there are fewer representative products in a given sub-group, the same rules still apply - lineup is left-justified and the products are equally spaced across the line - they just don't span the entire holding line. The Retail Information Systems signature is a good example of this:

Panasonic System Networks Company of America   **Retail Information Systems**

The System Signature

The signature resides towards the bottom of all marketing materials when possible. The color bar and product holding line always bleed off the right side of the page.

The main product integrated into the lifestyle scene (the speakerphone in the Home & Business Communications example to the right) should not appear in the signature. This serves as a way to promote other PSNA products within a particular product group.

The System Signature

Each product group has its own color-coded signature as shown in the print ad examples below. The representative products can be added, removed and/or changed out as needed:

Document Management

Retail Information Systems

Surveillance, Monitoring & Video Imaging

The System Alternate Signature Treatments

In certain applications, like the sell sheet example shown below, alternate versions of the PSNA signature may be used. The front of the sell sheet shows the signature without the product lineup to accentuate the focus on the speakerphone. The full signature is then implemented on the back:

Sell Sheet (front)

Sell Sheet (back)

The System Alternate Signature Treatments

4

In certain electronic applications, alternate versions of the signature can be utilized. The product lineup in the HTML Newsletter Header has been scaled down to allow room for the title, and the signature appears at the top of the material instead of the bottom. This is accepted because of the importance of information hierarchy in an email. The PowerPoint Template example below shows a version where the product lineup has been removed to maximize presentation real estate:

HTML Newsletter (Header & Footer Graphics)
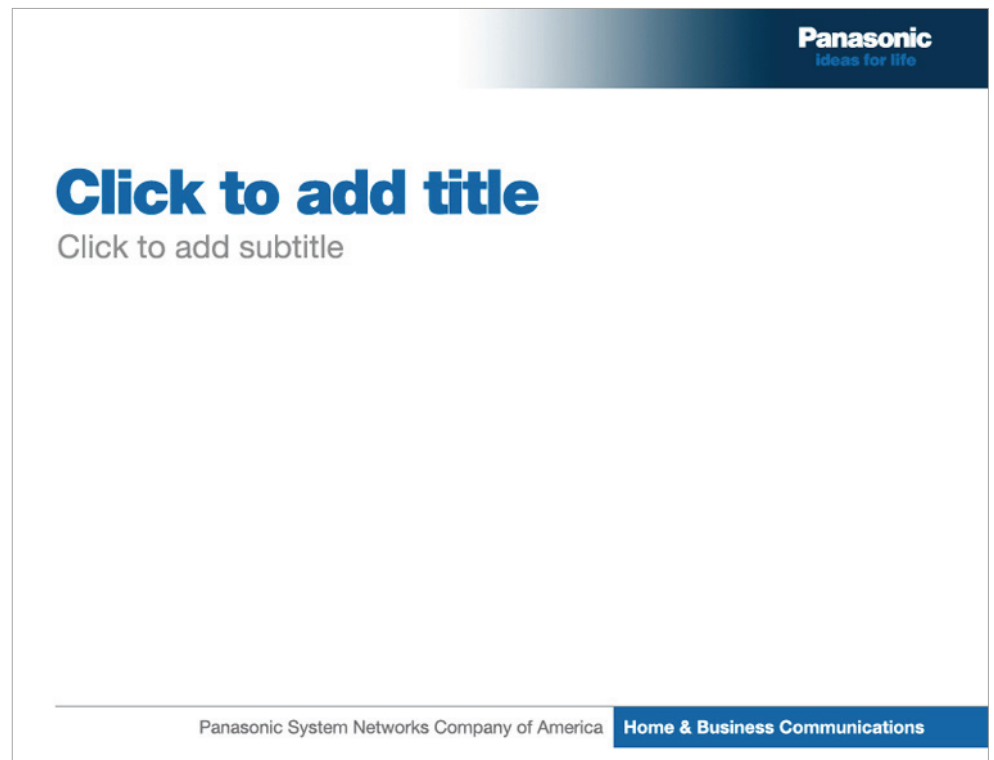
PowerPoint Presentation Template

The System Alternate Signature Treatments

4

When creating a Webpage, an alternate signature should be used. The product lineup is removed and the signature can reside in a higher level of hierarchy. In the example shown below, it acts as a sub-navigation to the other PSNA product groups. The product lineup has been placed toward the bottom of the page and is also used as a sub-navigation for this particular groups other products:

Webpage (default)

Webpage (rollover states)

The System URL & Disclaimer Copy

When applicable, URLs should be typed in Helvetica Neue 95 Black (-45 kerning) and should appear in gray (70% black recommended.) Disclaimer text should be typed in Helvetica Neue 55 Roman (0 kerning) and should appear in a lighter gray than the URL (25% black recommended.) All URLs and disclaimer copy should reside underneath the PSNA signature.

Headline - Helvetica Neue 95 Black

panasonic.com/psna_homeandbusiness

Lorem ipsum omnesque deseruisse duo id, te mutat eripuit vituperata vix, te cibo docendi alienum i vis, te ipsum temporibus referrentur qui. Ei suas vivendo signiferumque vim, vim mucius accusam fo nonumy efficiendi, mei ei meis augue primis. Ei tamquam dolorum copiosae mei, eu duo gubergren

Body copy - Helvetica Neue 55 Roman

Template Examples
How it All Comes Together

The following pages show examples of how all of the elements in the PSNA Brand Guidelines work together. Please note that these are template examples only. Actual content and licensed photography need to be merged with the style elements to create impactful and effective marketing materials.*

Use these examples as a guide for the new overall look and feel of the PSNA Brand Style.

They are all available as electronic templates
for download at **www.iandD.com/Panasonic/PSNA/templates.**

Please note that all photography displayed throughout this Style Guide and the electronic templates is not licensed and therefore cannot be used in actual marketing materials.

Template Examples Print Ads

These examples show different ways of using the PSNA Style. Electronic template file locations are listed below each image:

Home & Business Communications - 8.5" x 11" Print Ad
Templates > Print Ads > Home & Business Communications

Document Management - 8.5" x 11" Print Ad
Templates > Print Ads > Document Management

Template Examples Print Ads

These examples show different ways of using the PSNA Style. Electronic template file locations are listed below each image:

Retail Information Systems - 8.5" x 11" Print Ad
Templates > Print Ads > Retail Information Systems

Surveillance, Monitoring & Video Imaging - 8.5" x 11" Print Ad
Templates > Print Ads > Surveillance, Monitoring and Video Imaging

Template Examples Sell Sheets

These examples show different ways of using the PSNA Style. Electronic template file locations are listed below each image:

IP Conference Speakerphone - 8.5" x 11" Sell Sheet (front)
Templates > Sell Sheets > Sell Sheet 1

IP Conference Speakerphone - 8.5" x 11" Sell Sheet (back)
Templates > Sell Sheets > Sell Sheet 1

Template Examples Sell Sheets

These examples show different ways of using the PSNA Style. Electronic template file locations are listed below each image:

IP Conference Speakerphone - 8.5" x 11" Sell Sheet (front)
Templates > Sell Sheets > Sell Sheet 2

IP Conference Speakerphone - 8.5" x 11" Sell Sheet (back)
Templates > Sell Sheets > Sell Sheet 2

Template Examples Digital Signage

These examples show different ways of using the PSNA Style. Electronic template file locations are listed next to each image:

IP Conference Speakerphone
1920x1080px Digital Signage (title slide)
Templates > Digital Signage

IP Conference Speakerphone
1920x1080px Digital Signage (interior slide)
Templates > Digital Signage

Template Examples Digital Signage

These examples show different ways of using the PSNA Style. Electronic template file locations are listed next to each image:
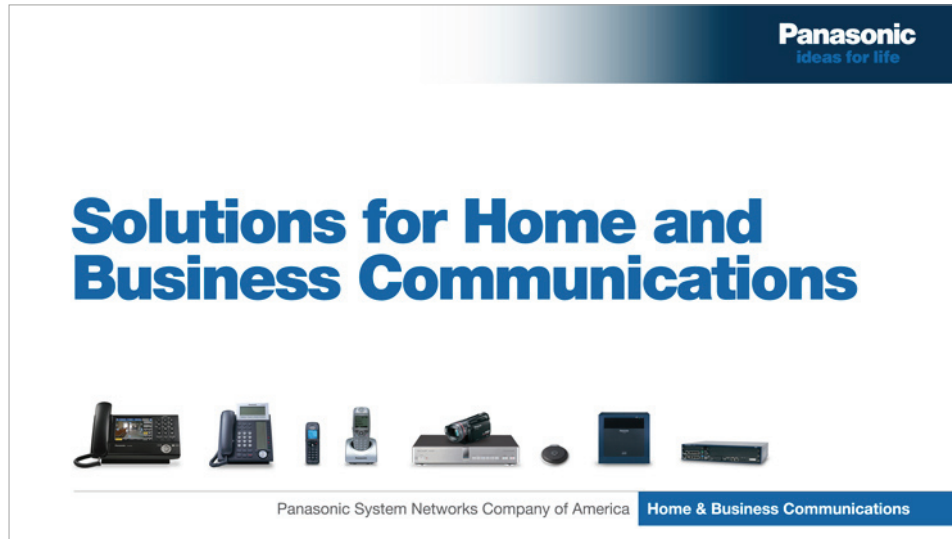

IP Conference Speakerphone
1920x1080px Digital Signage (title slide)
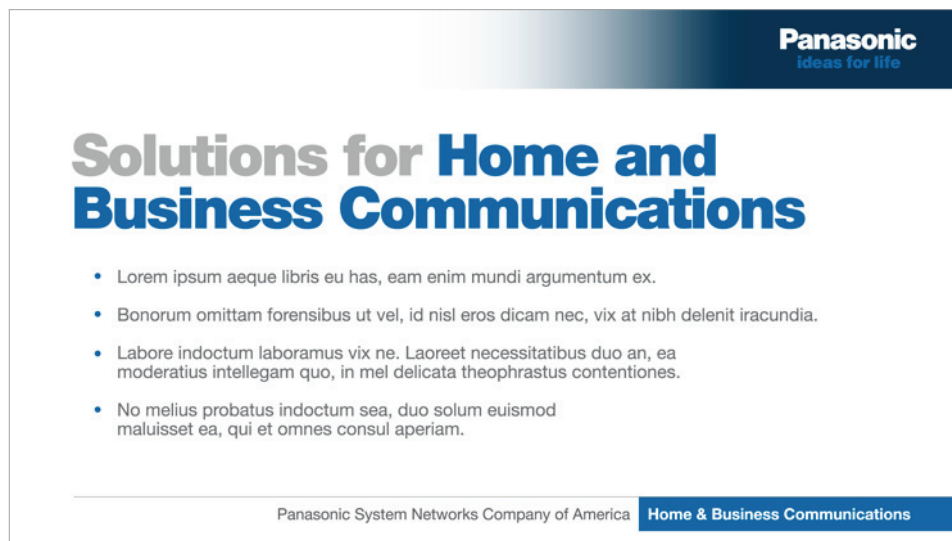*Templates > Digital Signage*

IP Conference Speakerphone
1920x1080px Digital Signage (interior slide)
Templates > Digital Signage

Template Examples Tradeshow Signage

These examples show different ways of using the PSNA Style. Electronic template file locations are listed below each image:

Home & Business Communications - 2' x 3' Poster
Templates > Tradeshow Signage > 2x3 Posters > Poster 1*

Home & Business Communications - 2' x 3' Poster
Templates > Tradeshow Signage > 2x3 Posters > Poster 2*

*Template created to scale. Not actual large format dimensions.

Template Examples Tradeshow Signage

This example shows a different way of using the PSNA Style. Electronic template file location is listed below the image:
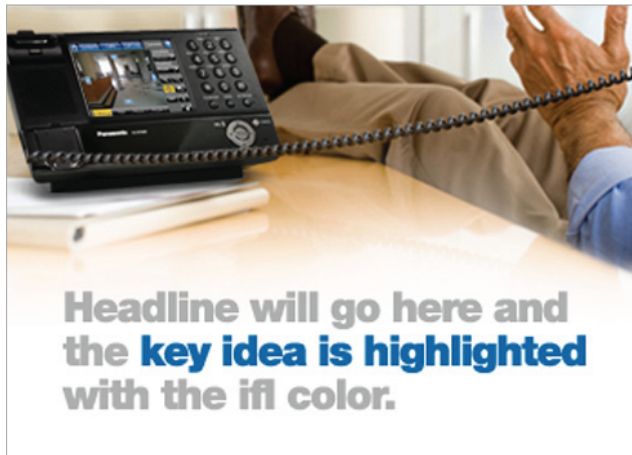

Home & Business Communications - 30' x 40' Poster
*Templates > Tradeshow Signage > 30x40 Poster**

*Template created to scale. Not actual large format dimensions.

Template Examples Web Banner

This example shows another way of using the PSNA Style. The animated Web Banner is shown as individual frames. Electronic template file location is located in the lower right of the page:

Frame 1

Frame 2

Frame 3

Home & Business Communications
350x250px Animated Web Banner
Templates > Web Banner
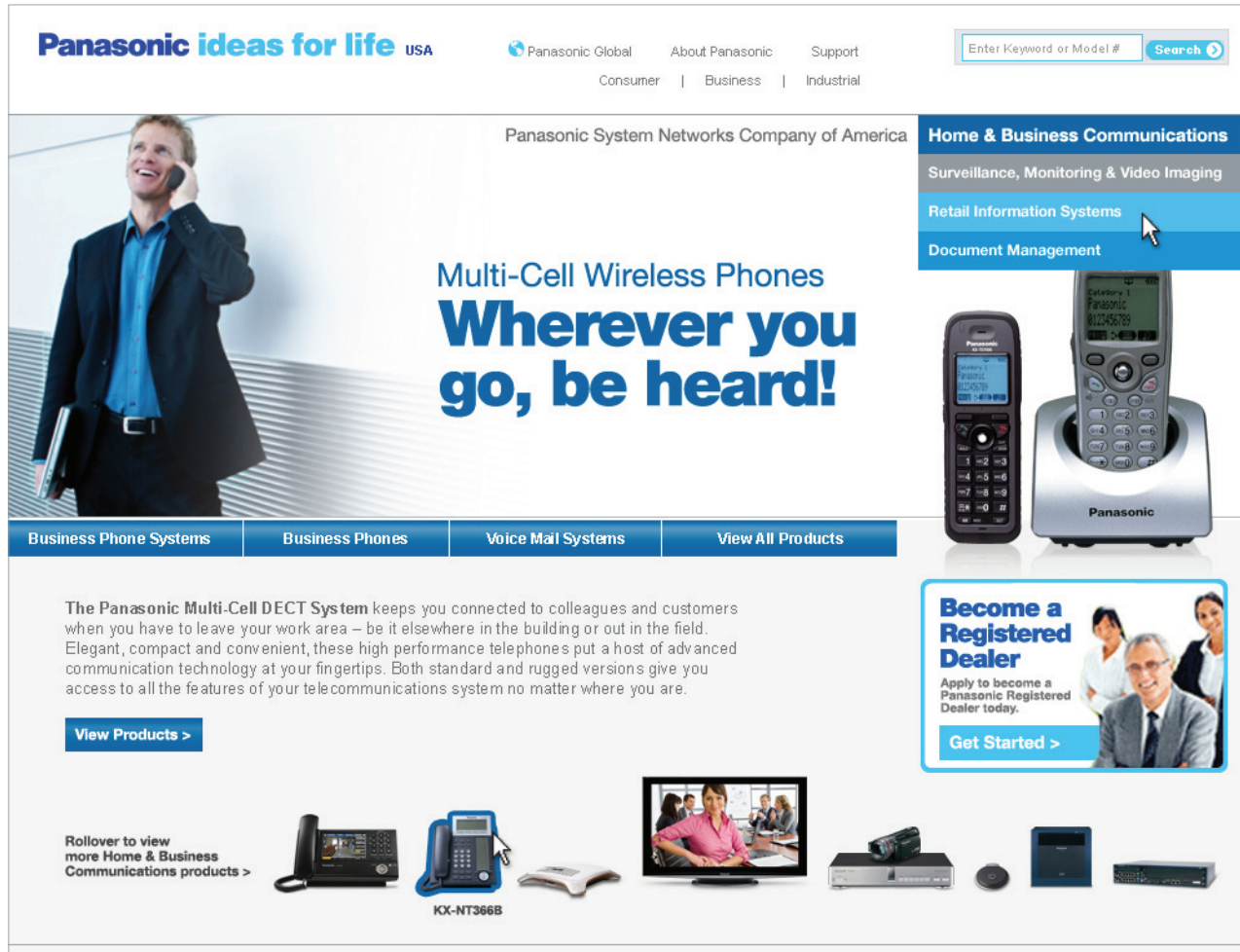
Template Examples Web Page

This example shows a different way of using the PSNA Style. Electronic template file location is listed below the image:

Home & Business Communications - 950x750px Web Page (default state)
Templates > Web Page > Standard

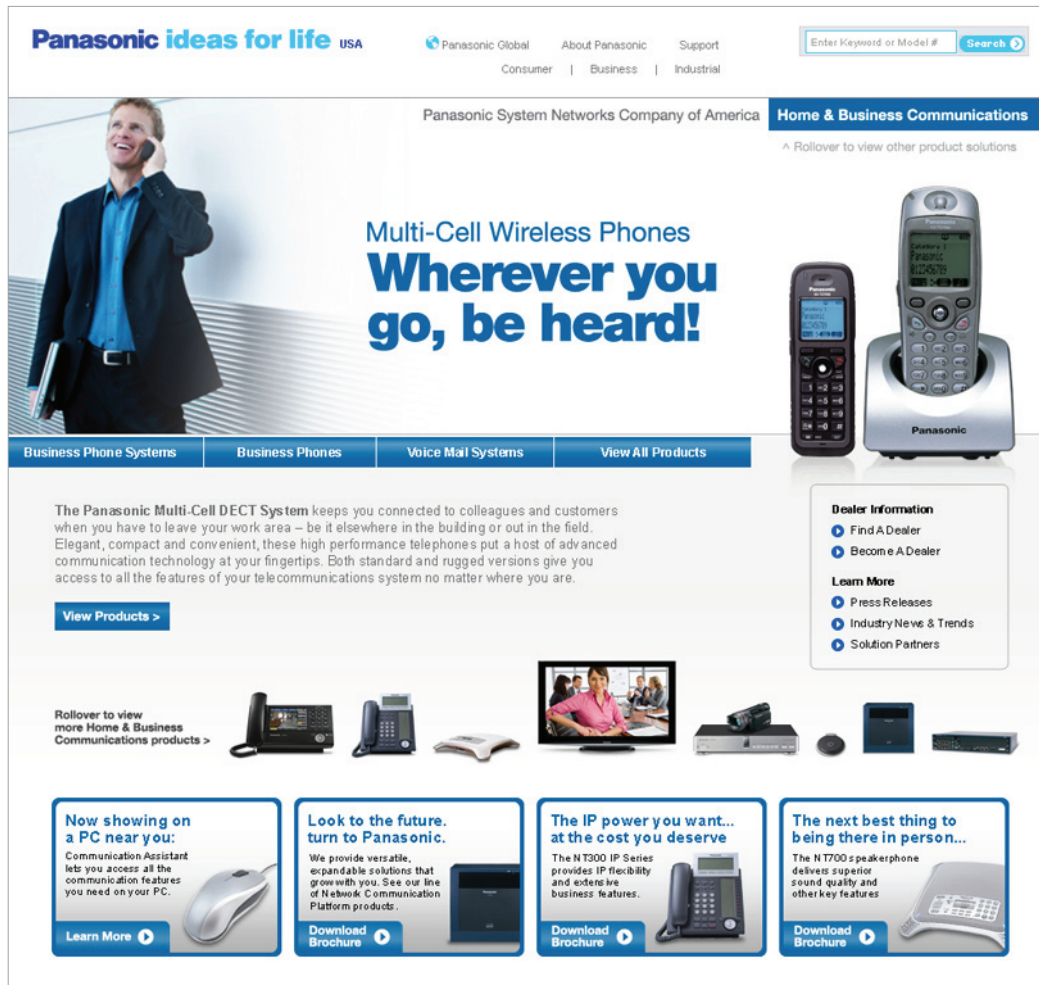# Template Examples Web Page

This example shows a different way of using the PSNA Style. Electronic template file location is listed below the image:

Home & Business Communications - 950x750px Web Page (rollover state)
Templates > Web Page > Standard

Template Examples Web Page

This example shows a different way of using the PSNA Style. Electronic template file location is listed below the image:
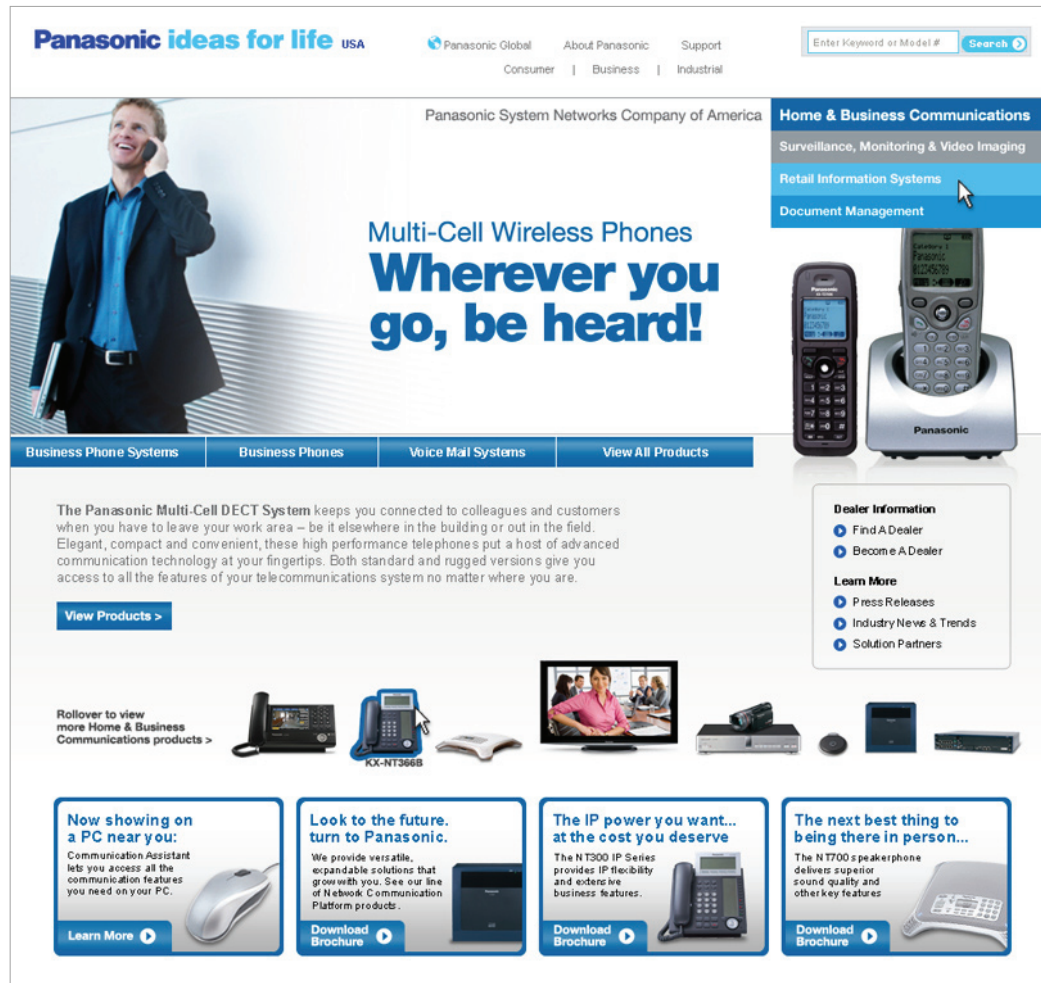

Home & Business Communications - 950x750px Web Page with Modules (default state)
Templates > Web Page > With Modules

Template Examples Web Page

This example shows a different way of using the PSNA Style. Electronic template file location is listed below the image:

Home & Business Communications - 950x750px Web Page with Modules (rollover state)
Templates > Web Page > With Modules

Template Examples Email Blast / Bulletin

These examples show different ways of using the PSNA Style. Electronic template file locations are listed below each image:

Home & Business Communications - HTML Email Blast
Templates > Email Blast > HTML

Home & Business Communications - Graphic Email Bulletin
Templates > Email Blast > Graphic

Template Examples HTML Newsletter

This example shows a different way of using the PSNA Style. Electronic template file location
is listed below the image:

Home & Business Communications - HTML Newsletter (Header & Footer Graphics)
Templates > HTML Newsletter - Header & Footer

Template Examples PowerPoint

These examples show different ways of using the PSNA Style. Electronic template file locations are listed below each image:

Home & Business Communications - PowerPoint
Templates > PowerPoint Templates > PPT 1

Home & Business Communications - PowerPoint
Templates > PowerPoint Templates > PPT 2
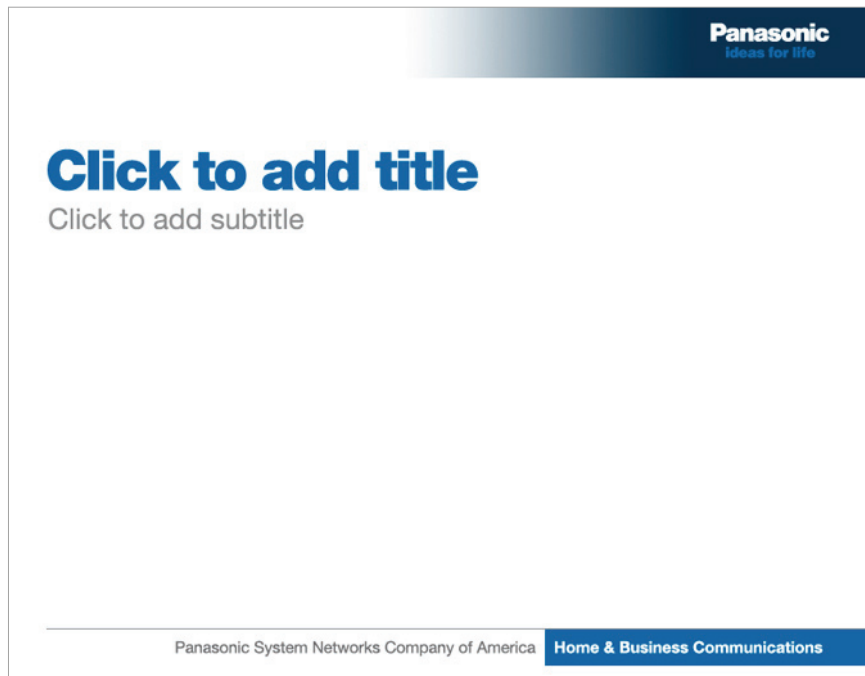
Template Examples Direct Mail Postcard

These examples show different ways of using the PSNA Style. Electronic template file locations
are listed below each image:

Home & Business Communications - 5" x 7" Postcard (front)
Templates > Direct Mail Postcards > DMP 1

Home & Business Communications - 5" x 7" Postcard (back)
Templates > Direct Mail Postcards > DMP 1

Template Examples Direct Mail Postcard

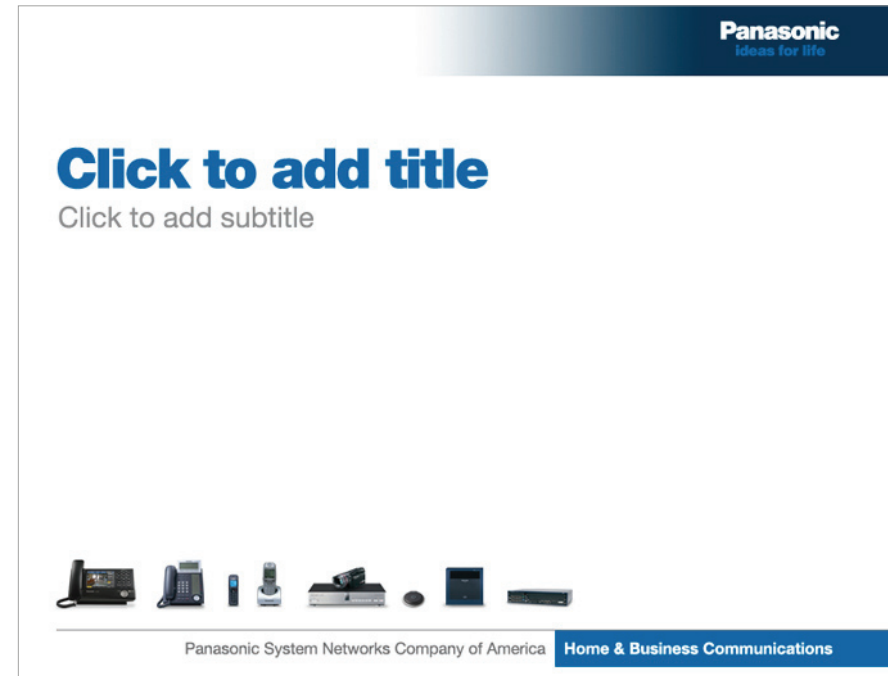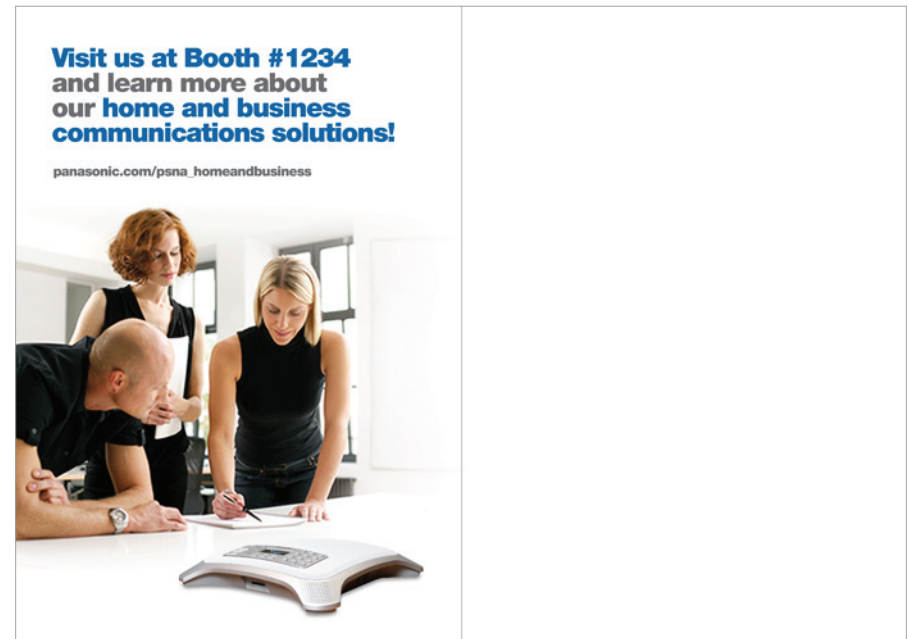These examples show different ways of using the PSNA Style. Electronic template file locations are listed below each image:

Home & Business Communications - 5" x 7" Postcard (front)
Templates > Direct Mail Postcards > DMP 2

Home & Business Communications - 5" x 7" Postcard (back)
Templates > Direct Mail Postcards > DMP 2
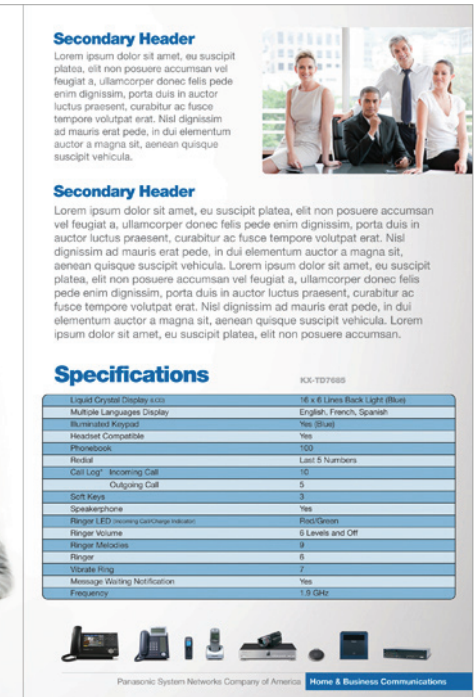
Template Examples Brochure

These examples show different ways of using the PSNA Style. Electronic template file locations are listed below each image:

IP Conference Speakerphone
8.5" x 11" 4-panel Brochure (outside spread)
Templates > Brochure > Brochure 1

IP Conference Speakerphone
8.5" x 11" 4-panel Brochure (inside spread)
Templates > Brochure > Brochure 1

Template Examples Brochure

These examples show different ways of using the PSNA Style. Electronic template file locations are listed below each image:

Home & Business Communications
8.5" x 11" 4-panel Brochure (outside spread)
Templates > Brochure > Brochure 2

Home & Business Communications
8.5" x 11" 4-panel Brochure (inside spread)
Templates > Brochure > Brochure 2