

Device Branding

A way forward

21 September 2004



- Requirement for single-minded and common approach to device branding
- Inconsistent expression of our brand currently on devices
- Limited sympathy with the device form factor
- Opportunity to invest in establishing icon as a long term branding device

Device Branding
Snapshot of current situation

Hardware

Horizontal Logo



Horizontal Logo comes in 3 different colour variants: white out of red, red on silver background, silver or white (if background is silver), different holding devices too

Brand Flag



Consistent branding device but applied in various techniques

Icon



3G Button with silver roundel



Moulded icon as element of industrial design



Portal access hard key (reversed colours)



Moulded icon with red roundel

Software



Portal header

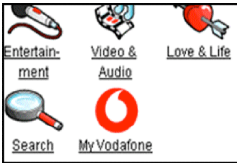
Start-up and shut-down animation



Vodafone branding devices are applied to terminals in a diversity of shapes and colours



Portal access soft keys with and without word live!



My Vodafone icon on live! portal (reversed colours)



live! portal access from HBD main menu (reversed colours)



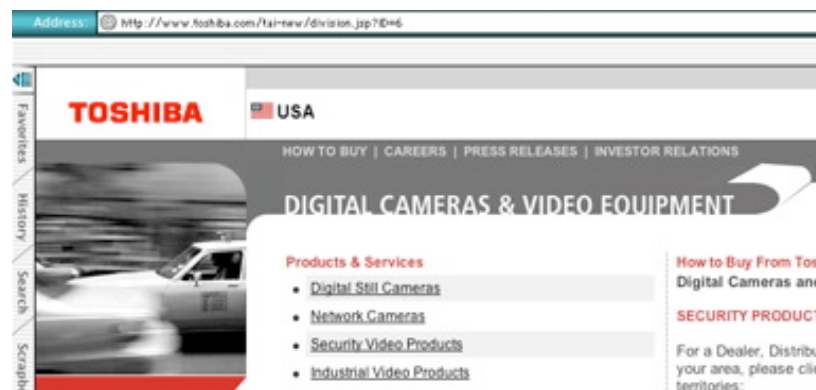
Device Branding

Branding Products – Best Practice & Principles

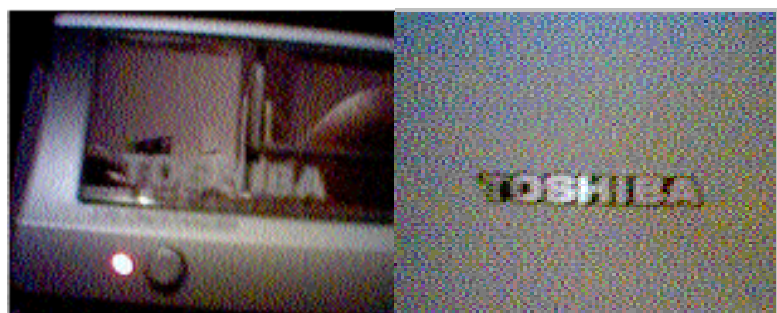
- Generally, only one badging device is used. This tends to be a wordmark or graphic device



- Corporate applications logo appears as red



- In product application colour of logo takes form of device



- Branding devices are used consistently without variation across product/audience.



- Branding adopts the colour/finish reflective of the device's material. Silver is predominant in most mechanical/electronic devices



Device Branding

Today: Key Issues – Vodafone Product Badges



- Brand Flag: poor legibility both for word Vodafone and icon.
- Does not fit on many devices due to space constraints in height
- SIM shaped holding device is not a core element of the brand's identity but it is the most visible element from distance

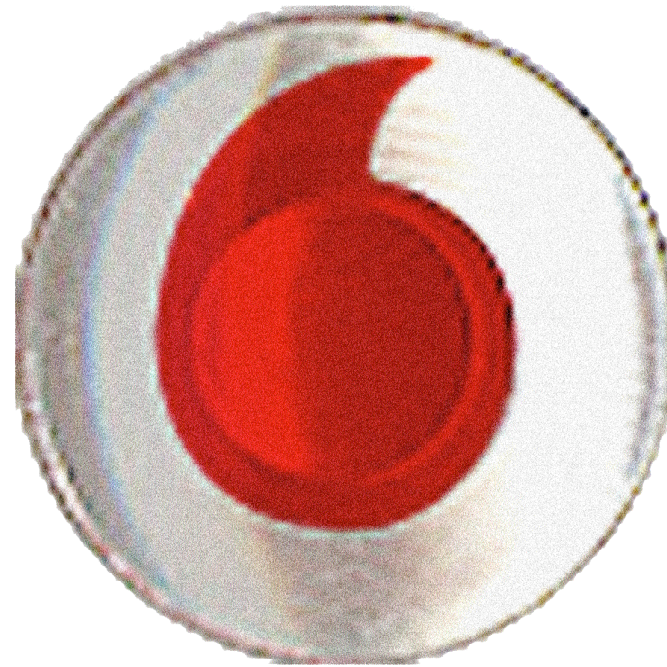


- Horizontal Logo: Good legibility for both icon and word Vodafone
- Looks odd when sitting in horizontal red bar



- 3D icon works with all handsets as branding device but needs higher production values
- In the short to mid term the 3D icon needs to be shown with the word 'Vodafone' as it doesn't have sufficient equity alone

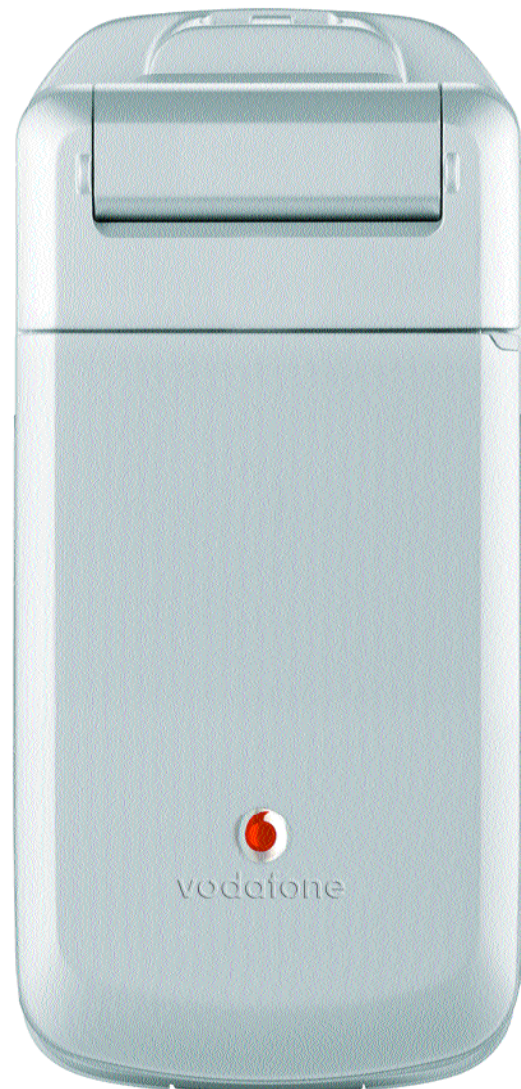




vodafone

- Long term destination will be to use metallic 3D or 2D roundel but in the interim this needs to be supported with the word “Vodafone”
- Future handset branding should enhance and be sympathetic to the device form
- Follow best practice where branding uses only 2% of the product real estate
- We land red only in the speechmark

Exclusive devices



Sharp 902



Production

- Metallic roudel and the word Vodafone is engraved on the outside of the device
- The stacked logo is engraved on the inside of the device



Non-exclusive devices



NEC 802



Samsung Z107V

Production

- Logo is silk-screen printed in 2 colours

Device Branding

Recommendations in practice

Business devices



Production

- Metallic roudel and the word Vodafone is engraved on the device



- There are many implications, so time is needed to get this right
- Planned migration phase will be necessary
- Recommended central production of metallic roundel from approved supplier