

LIGHTSPEED GMI BRANDING GUIDELINES

SEPTEMBER 2014 | GLOBAL MARKETING



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BRANDING & VISUAL IDENTITY

OUR BRAND STRATEGY SETS AND ALIGNS VISUAL AND VERBAL STANDARDS AROUND THE WORLD AND ACROSS ALL OF THE COMPANIES IN THE LIGHTSPEED FAMILY

THE UNIFIED LIGHTSPEED BRAND

Since 1996, Lightspeed has been committed to a comprehensive approach to Quality: Quality online panels, Quality data and Quality products.

With the rollout of the Lightspeed Group and the family of brands – Lightspeed GMI, Lightspeed All Global, Lightspeed FSG – it is paramount at this time to focus on a unified Lightspeed brand that spans all companies and all employees around the world. This means a consistent voice, message, and recognizable visual identity.

Our brand needs to personify the universal focus towards which Lightspeed has always driven the company: Quality.

BRAND POLICY

In order to achieve a consistent and quality message, all Lightspeed Group businesses – including their team members, contractors and vendors – have the responsibility to understand, use and reinforce the expression of our brand correctly and consistently. This includes compliance with all components of the Lightspeed branding and its brand standards.

As the Lightspeed Group family of brands (Lightspeed GMI, Lightspeed All Global and Lightspeed FSG) continues to grow, it is more critical than ever for us to be a consistent and recognizable force in the marketplace. To achieve consistency company-wide, each employee must do their best to comply with our brand guidelines.

Each employee must take personal responsibility to ensure that he or she is working within all branding guidelines at all times, to read this document and update personal files.

BRAND DEVELOPMENT

The new brand strategy initiative was launched to meet several objectives:

- Fully integrate and merge the legacy Lightspeed Research and GMI brands into one unified brand
- Fully integrate and align the All Global business into the Lightspeed family
- Reposition the Financial Services Group as a key player in the market
- Energize and distinctly position the Lightspeed brand to drive business
- Give clients new reasons to take a new or renewed interest in Lightspeed GMI and Lightspeed All Global
- Create market awareness of the range of Lightspeed offerings
- Drive marketing and communication efficiencies
- Attract the best team members, build team member engagement and retention
- Reinforce our position as an industry leader

LIGHTSPEED GMI

VISUAL IDENTITY OVERVIEW

Our brand elements set the foundation for the Lightspeed GMI visual identity. The combination of elements – logos, colors, icon images and typography – help us express the Lightspeed GMI brand powerfully and uniquely. These elements must be used consistently to help us differentiate our brand from our competitors and create preference with clients and prospects.

LOGO



TYPOGRAPHY

ARIAL

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

CENTURY GOTHIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

COLOR



ICON IMAGERY



KEY VISUAL ELEMENTS OF THE BRAND DESIGN

USE OF WHITE AND WHITE SPACE

White is a unifying element in our communications materials, from print to web to signage. This ensures all of our materials are highly legible and helps our message stand out.

WHITE PAPER

Lightspeed GMI materials should always have a clean, fresh and contemporary look and feel. Use only white paper for all materials. Do not use off-white, cream or color paper. Do not print a background color effect.

A GRAY BASE

In addition to white space, our materials use shades of gray as the base for our materials. The grays in our logo tie all of our materials together. The logo orange is the preferred highlight color, followed by the rest of the branded color palette.

USING COLOR

Adding color is a lot like adding spice while cooking: a little can go a long way. In planning communications, the formula is white space plus gray elements as a base, then the addition of a main color. The color can be used monochromatically in different shades on the same page, slide or visual. In certain cases, an additional accent color can be added when necessary to highlight an important message or idea. Do not use more than 2 colors on a page or slide. Do not use gradients or special effects. For more on color go to [page 18](#).

LOGOS

THE LIGHTSPEED FAMILY OF LOGOS
LIGHTSPEED GMI, LIGHTSPEED ALL GLOBAL, LIGHTSPEED FSG
AND THE LIGHTSPEED GROUP

THE LIGHTSPEED FAMILY OF LOGOS



LIGHTSPEED GMI LOGO



The Lightspeed GMI logo should be used for all Lightspeed GMI business and materials. It replaces both the Lightspeed Research and GMI logos *in all instances*. The old Lightspeed Research and GMI logos should no longer be used.

- The Logo files are available on [The Source](#), [The Hub](#), and [SharePoint](#) in a .jpg format with a white background or in a .png format with a clear background
- The Gray Text version is for use on white or light color backgrounds
- The White Text version is for use on dark backgrounds
- Logo colors include Logo Orange, Logo Light Orange, Logo Dark Gray and Logo Light Gray; Extra Light Gray and White (white text version only). The color codes are available on [page 19](#).



The logo must never be altered, modified, or recreated. Any attempt to alter or modify our logo is a direct violation of our Brand Policy.

LIGHTSPEED ALL GLOBAL LOGO



The Lightspeed All Global logo should be used for all Lightspeed All Global business and materials. It replaces the previous All Global logo *in all instances*. The old All Global logo should no longer be used.

- The Logo files are available on [The Source](#), [The Hub](#), and [SharePoint](#) in a .jpg format with a white background or in a .png format with a clear background
- The Gray Text version is for use on white or light color backgrounds
- The White Text version is for use on dark backgrounds
- Logo colors include Logo Orange, Logo Dark Gray, and Logo Light Gray; and Logo Extra Light Gray and White (white text version only). The color codes are available on [page 19](#).



The logo must never be altered, modified, or recreated. Any attempt to alter or modify our logo is a direct violation of our Brand Policy.

LIGHTSPEED FSG LOGO (AMS ONLY)



The Lightspeed Financial Services Group logo should be used for all Lightspeed FSG business and materials. The old FSG logo should no longer be used.

- The Logo files are available on [The Source](#), [The Hub](#), and [SharePoint](#) in a .jpg format with a white background or in a .png format with a clear background
- The Gray Text version is for use on white or light color backgrounds
- The White Text version is for use on dark backgrounds
- Logo colors include Logo Orange, Logo Light Orange, Logo Dark Gray and Logo Light Gray; Logo Extra Light Gray and White (white text version only). The color codes are available on [page 19](#).



The logo must never be altered, modified, or recreated. Any attempt to alter or modify our logo is a direct violation of our Brand Policy.

LIGHTSPEED GROUP LOGO



The Lightspeed Group logo represents the Lightspeed family of brands and should only be used in limited instances when a specific material or communication spans across the entire company (i.e. a company-wide internal presentation, memo, or document).



- The Logo files are available on [The Source](#), [The Hub](#), and [SharePoint](#) in a .jpg format with a white background or in a .png format with a clear background
- The Gray Text version is for use on white or light color backgrounds
- The White Text version is for use on dark backgrounds
- Logo colors include Logo Orange, Logo Light Orange, Logo Dark Gray and White (white text version only). The color codes are available on [page 19](#).



The logo must never be altered, modified, or recreated. Any attempt to alter or modify our logo is a direct violation of our Brand Policy.

LOGO CLEAR SPACE

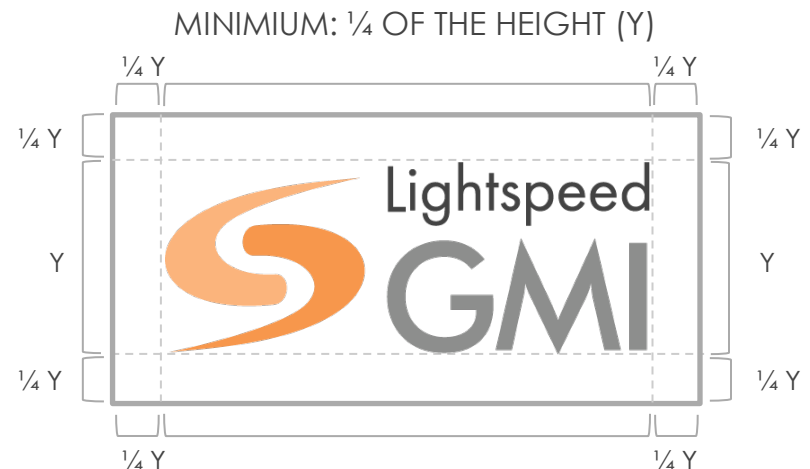
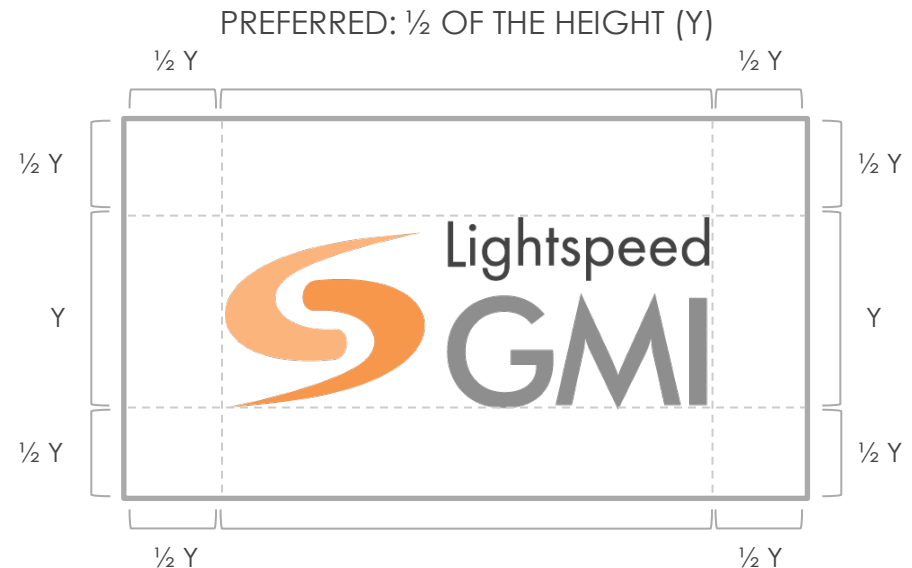
Our logo is one of our most valuable assets. Always position it for maximum impact and give it plenty of room to “breathe.”

Clear space frames the logo, separating it from other elements such as headlines, text, imagery, and the outside edge of printed materials.

The examples shown to the right represent the preferred and minimum clear space.

The **preferred** amount of space around the logo is **$\frac{1}{2}$ of the height**.

The **minimum** amount of space around the logo is **$\frac{1}{4}$ of the height**.



LOGO SIZE AND PLACEMENT

In reproducing our logo, consider its size and legibility and use your best judgment. A logo that is too small to read ceases to serve its communicative function.

The preferred placement of the Lightspeed GMI logo is the bottom right corner of the material for printed materials, Word documents and PowerPoint slides.

For web and email communications, the logo should be on the top header.

SMALL BUT LEGIBLE:



TOO SMALL:



LIGHTSPEED GMI BRANDING GUIDELINES

SEPTEMBER 2014 | GLOBAL MARKETING



BRANDING & VISUAL IDENTITY

OUR BRAND STRATEGY SETS AND ALIGNS VISUAL AND VERBAL STANDARDS AROUND THE WORLD AND ACROSS ALL OF THE COMPANIES IN THE LIGHTSPEED FAMILY



Placeholder for
website screenshot

INCORRECT LOGO USAGE



DO NOT – stretch or alter the logo in any way



DO NOT – recreate or retype the name in the logo



DO NOT – change the logo colors



DO NOT – place the logo on backgrounds that limit legibility



DO NOT – give the logo outlines or special effects



DO NOT – use graphic effects like shadows, reflections or embossing



DO NOT – use the words alone



Do not – replace or modify the swoosh



DO NOT – use the logo as a read-through in text



DO NOT – lock up photos with the logo



DO NOT – lock up icons with the logo



DO NOT – use the logo in outline form

COLORS

MAIN COLOR PALETTE

Logo Orange

PMS #157C
RGB: 247, 150, 76
CMYK: 0, 49, 78, 0
Web #F7964C

Logo Light Orange

PMS# 714C
RGB: 251, 180, 124
CMYK: 0, 34, 55, 0
Web #FBB47C

Logo Dark Gray

PMS# Cool Gray 11
RGB: 67, 67, 67
CMYK: 67, 60, 59, 45
Web #434343

Logo Light Gray

PMS# Cool Gray 8
RGB: 140, 140, 140
CMYK: 47, 39, 40, 4
Web #8C8C8C

Light Gray 2

PMS# Cool Gray 4
RGB: 201, 200, 199
CMYK: 19, 16, 16, 1
Web #C9C8C7

Logo Extra Light Gray

PMS# Cool Gray 1
RGB: 241, 242, 242
CMYK: 0, 0, 0, 5
Web #F1F2F2

Lime Green

PMS# DS 303-3
RGB: 182, 204, 66
CMYK: 33, 4, 94, 0
Web #B6CC42

Green

PMS# DS 282-3
RGB: 113, 195, 121
CMYK: 58, 0, 71, 0
Web #71C379

Blue-Green

PMS# DS 256-5
RGB: 107, 179, 176
CMYK: 50, 0, 25, 15
Web #6BB3B0

Blue

PMS# 7456C
RGB: 100, 126, 190
CMYK: 65, 48, 0, 0
Web #647EBE

Red

PMS# DS 90-2
RGB: 242, 99, 84
CMYK: 0, 76, 67, 0
Web #F26354

Yellow

PMS# 127C
RGB: 244, 225, 110
CMYK: 6, 6, 69, 0
Web #F4E16E

COLOR TINTS/SHADES

<p>Logo Orange</p> <p>PMS #157C RGB: 247, 150, 76 CMYK: 0, 49, 78, 0 Web #F7964C</p>	<p>Logo Orange Light</p> <p>PMS# 714C RGB: 251, 180, 124 CMYK: 0, 34, 55, 0 Web #FBB47C</p>	<p>Logo Dark Gray</p> <p>PMS# Cool Gray 11 RGB: 67, 67, 67 CMYK: 67, 60, 59, 45 Web #434343</p>	<p>Logo Light Gray</p> <p>PMS# Cool Gray 8 RGB: 140, 140, 140 CMYK: 47, 39, 40, 4 Web #8C8C8C</p>	<p>Light Gray 2</p> <p>PMS# Cool Gray 4 RGB: 201, 200, 199 CMYK: 19, 16, 16, 1 Web #C9C8C7</p>	<p>Logo Extra Light Gray</p> <p>PMS# Cool Gray 1 RGB: 241, 242, 242 CMYK: 0, 0, 0, 5 Web #F1F2F2</p>
<p>Lime Green</p> <p>PMS# DS 303-3 RGB: 182, 204, 66 CMYK: 33, 4, 94, 0 Web #B6CC42</p>	<p>Green</p> <p>PMS# DS 282-3 RGB: 113, 195, 121 CMYK: 58, 0, 71, 0 Web #71C379</p>	<p>Blue-Green</p> <p>PMS# DS 256-5 RGB: 107, 179, 176 CMYK: 50, 0, 25, 15 Web #6BB3B0</p>	<p>Blue</p> <p>PMS# 7456C RGB: 100, 126, 190 CMYK: 65, 48, 0, 0 Web #647EBE</p>	<p>Red</p> <p>PMS# DS 90-2 RGB: 242, 99, 84 CMYK: 0, 76, 67, 0 Web #F26354</p>	<p>Yellow</p> <p>PMS# 127C RGB: 244, 225, 110 CMYK: 6, 6, 69, 0 Web #F4E16E</p>
75%	75%	75%	75%	75%	75%
50%	50%	50%	50%	50%	50%
25%	25%	25%	25%	25%	25%

COLOR USAGE

A little color goes a long way.

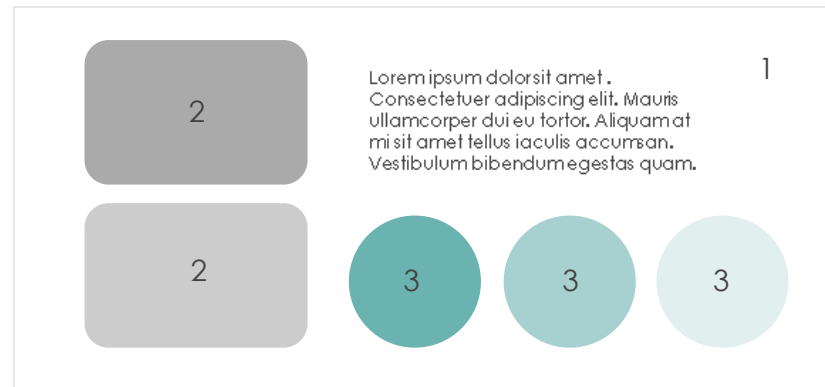
In planning a slide, the formula is: plenty of white plus shades of gray for the base. Then we add a main color. Tints of the main color can be used for a monochromatic look, mixed with shades of gray.

Sometimes an additional accent color is needed to highlight important information, but less is more when designing a slide.

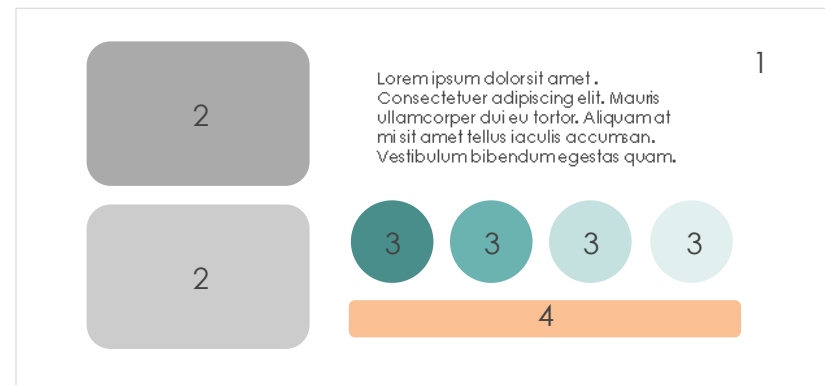
DO NOT use more than two (2) colors on a slide or page.

White is simple and clear and allows us to highlight our text and icons in a compelling way.

1. WHITE SPACE + 2. GRAY BASE + 3. MAIN COLOR



1. WHITE SPACE + 2. GRAY BASE + 3. MAIN COLOR + 4. ACCENT COLOR



COLOR EXAMPLES



WE MAKE RESEARCH EASY

Quality-seeking researchers, marketers and brands choose Lightspeed GMI as their trusted GLOBAL PARTNER for digital data collection. Our innovative technology, proven sampling methodologies and operational excellence facilitate a deep understanding of consumer opinions and behavior.

We have LOCAL MARKET Knowledge and Experience with more than 700 staff situated in 13 countries throughout the Americas, Europe, and Asia Pacific. This group of experienced local talent understands the nuances of each market.

EME: +44 (0)20 7399 7010 THE AMERICAS: +1 908 605 4500 ASIA PACIFIC: +61 2 9290 4333

Lightspeed GMI
www.lightspeedgmi.com

WHITE SPACE + GRAY BASE +
SHADES OF BLUE-GREEN +
ORANGE ACCENT



LIGHTSPEED GMI
CONTEXT

SOCIAL INTELLIGENCE FOR MARKET RESEARCH

Social networking sites are rich sources of consumer behavioral data, yet until now brands have been unable to fully leverage this resource for marketing research.

CONTEXT, the industry leading Social Intelligence solution, is designed for marketing insights and merges social media data with GMI's deeply profiled, surveyable panel of respondents to give brands an in-depth, 360-degree social portrait of their consumers.

BEYOND SOCIAL MEDIA MONITORING

Designed specifically for market research insights, CONTEXT leverages the quality and dependability of our online panels to provide a structured, single-source Social Intelligence solution for:

"Social" Segmentation. Analyze CONTEXT data seamlessly alongside survey data to personify your segment.

Competitive Analysis. View the social profiles of your competitors' fans and your own fans. Understand how they compare and contrast. Use "Like" data to guide your targeting strategy.

Brand Outreach. Communicate directly with Brand Fans and competitors' fans.

THREE NEW WAYS TO SEE SOCIAL

CONTEXT has three distinct products to incorporate social into your marketing insights analysis.

Conduct primary research and analysis through a social lens using the CONTEXT Survey's product. Survey's combines our deeply profiled panel with their Facebook "Like" data, revealing the social framework surrounding panels' survey responses. CONTEXT data can be used for improved survey targeting by inviting people who have liked specific pages or by appending to survey data.

Explore the social universe of CONTEXT data through the Dashboard tool, with presentation-ready charts and graphs available immediately to be exported and integrated into reports. A slick interface allows users to mine millions of likes and filter by brand, page, demo or segment. Any intriguing view can easily be exported and added to your report.

CONTEXT Reports allow clients to view the social profiles of Brand Fans or Competitive Brand Fans through the Dashboard application. Select an Audience Profile Report to focus specifically on one set of Brand Fans, or order a Competitive Landscape Report to see your Brand Fans compared with up to three Competitors' Brand Fans.

Lightspeed GMI

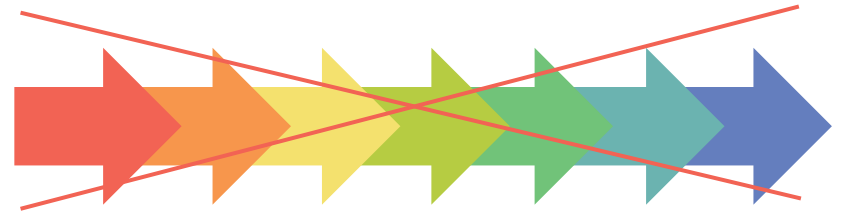
THE AMERICAS: +1 908 605 4300
ASIA PACIFIC: +61 2 9017 6700
EME: +44 (0)20 7399 7010

www.lightspeedgmi.com
Copyright 2014 © Lightspeed, LLC

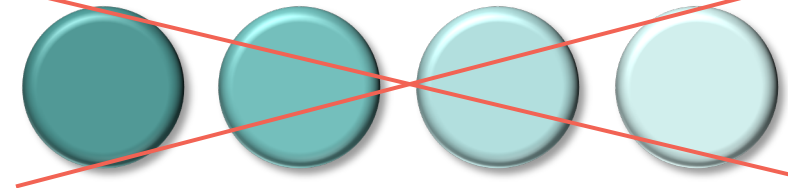
WHITE SPACE + GRAY BASE +
SHADES OF LIME GREEN +
ORANGE ACCENT

COLOR “DO NOT” EXAMPLES

- **Do not** use too many colors on one page (no rainbows), keep the pages monochromatic and shades of gray. Use an accent color sparingly. (The only exception to this rule are charts and graphs.)
- **Do not** highlight text in any color other than orange or shades of gray
- **Do not** use color backgrounds for materials. White is preferred, but if a dark background is needed, use gray
- **Do not** use gradients of our colors
- **Do not** use special effects (bevel, emboss, shadows, etc.)



LOREM IPSUM DOLOR SIT AMET.
CONSECTETUER ADIPISCING ELIT.
MAURIS ULLAMCORPER



TYPOGRAPHY

CORPORATE FONTS AND USAGE

CORPORATE FONTS

As part of the new global brand, all internal and external facing documents require the **EXCLUSIVE** use of the CENTURY GOTHIC (titles) and Arial (body text) fonts. No other fonts are permitted.

Century Gothic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TYPOGRAPHY GUIDELINES

USE CENTURY GOTHIC, ALL CAPS, FOR TITLES AND HEADERS.

Use Arial for body text, sidebar text, footers and copyright information. Follow the template guidelines and presets for PowerPoint and Word.

USE CENTURY GOTHIC, ALL CAPS, FOR SUBTITLES AND CHARTS

Use sentence case for body text. Do not use Arial in all caps.

To highlight or draw attention to specific body text use the designated highlight colors of light gray or orange. For additional emphasis, the text can be changed to CENTURY GOTHIC IN ALL CAPS or **bolded**. Do not use more than one style of emphasis **PER PRESENTATION DECK**. Do not use underlining for emphasis.

IMAGERY

IMAGERY



The Lightspeed GMI brand uses icons and simple icon style illustrations for the main imagery.

Adding imagery is an excellent way to make a page more visually appealing and easier to read by breaking up too much text.

The icon imagery should be relevant to the topic on the page. Unrelated decorative imagery confuses the reader and dilutes the message.

[illegible]

This graphic depicts a dense, interconnected web of digital concepts. A series of grey lines, resembling circuit traces or data paths, crisscrosses the entire frame. Interspersed along these lines are numerous icons. Many icons are enclosed in orange circles, while others are smaller and grey. The icons represent a wide range of digital themes: social media (Twitter bird, speech bubbles), technology (gears, Wi-Fi symbols, smartphone, laptop), communication (megaphone, envelope, @ symbol), business (handshake, bar chart, lightbulb), and general connectivity (globe, arrows, people silhouettes). The overall composition suggests a highly integrated and dynamic digital ecosystem.

ICON SQUARES



Part of the Lightspeed GMI brand is to use icon squares to help break up text and illustrate ideas.



Icon squares are available on The Hub in the Image Library under Icons.



Icon squares are designed to be gray with rounded corners to stand out on white backgrounds.

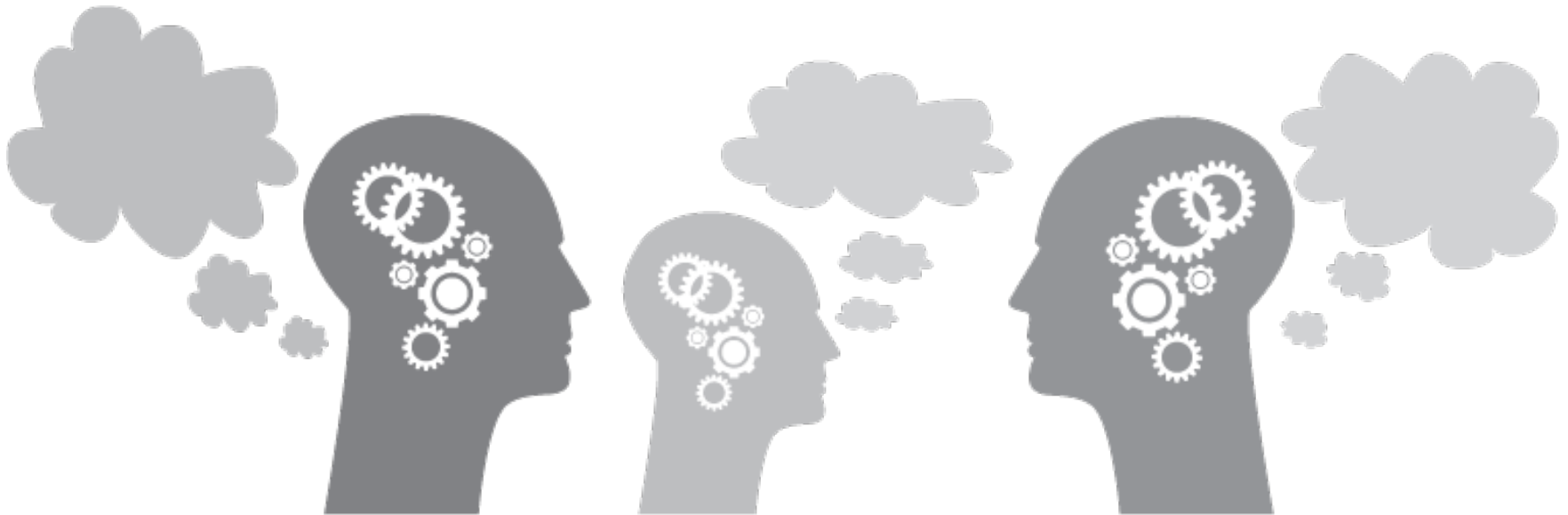


Strategically placed icons help direct the flow of the page and make it easy for the reader to find the heart of our message.

ICON ILLUSTRATIONS

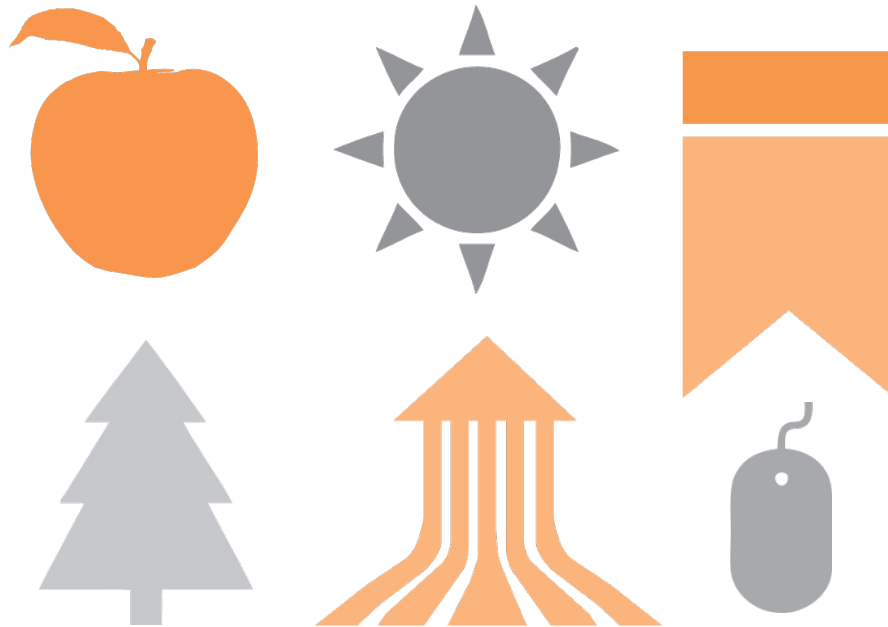
The icon illustrations are icon images with clear backgrounds.

A full suite of gray images are available on [The Hub](#).



COLOR IMAGES

As part of the new more colorful brand, color icon illustrations in our branded colors are now available in the Image Library on [The Hub](#).

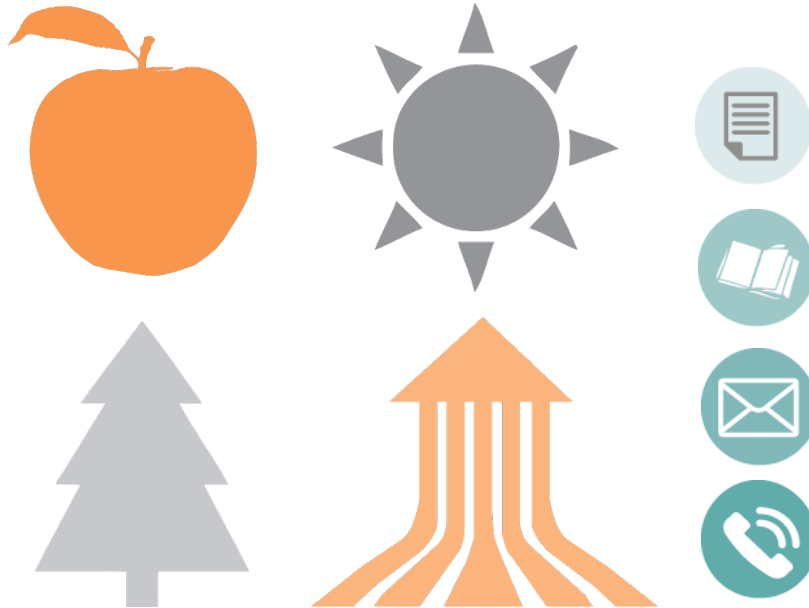


When using color images, you need to follow the color guidelines outlined on [slides 21-23](#). Pages should keep monochromatic (i.e., one color in different shades / tints) with shades of gray. A single accent color may be added (more on [slide 33](#)), but too many colors together becomes distracting.

WHITE SPACE + GRAY BASE + MAIN COLOR

USING ACCENT COLORS WITH IMAGERY

LESS IS MORE when it comes to color. Sometimes an accent color is needed to help illustrate an idea or highlight an important message.



Accent colors are reserved to for shapes (including icon squares and circles) or to highlight important information.

Do not use more than two colors plus shades of gray on a page.

WHITE SPACE + GRAY BASE + MAIN COLOR + ACCENT COLOR

PHOTOGRAPHY

In certain instances, iconography cannot be used and specific presentations / materials will require photographs instead. Photos are to be used sparingly and only in necessary situations.

Icon illustrations and photos should NEVER be mixed on the same slide.

A selection of purchased images can be found in the Image Library on [The Hub](#).



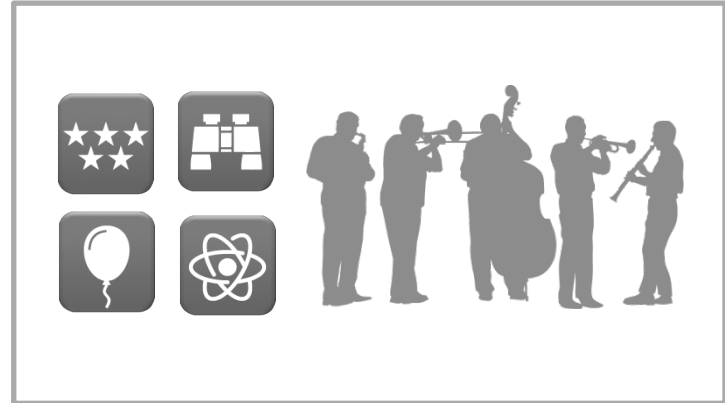
IMAGERY

DO'S & DON'TS

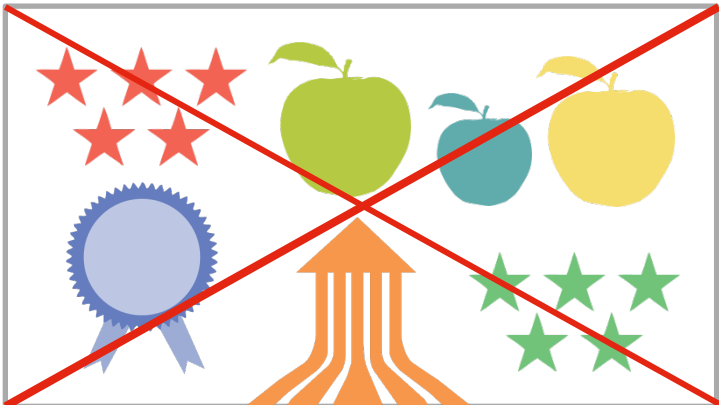
DON'T Mix Photos and Icons



DO Use Icons exclusively



DON'T Mix lots of colors together



DO Keep the slide monochromatic



THEMES & TEMPLATES IN MICROSOFT OFFICE

WHAT IS A THEME?

A theme is a fast and easy way to apply the Lightspeed GMI corporate colors and fonts to any Microsoft Office file including PowerPoint, Word and Excel.

As part of the new global brand, all internal and external facing documents require the EXCLUSIVE use of the corporate colors and fonts (CENTURY GOTHIC TITLES and Arial Body text).

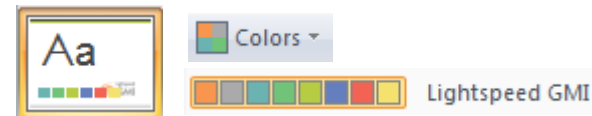
All other fonts and colors are no longer permitted.

HOW TO SAVE AN OFFICE THEME

The fastest and easiest way to ensure the proper colors and fonts in any application is to save the `LightspeedGMI_2014.thmx` theme file to your computer. This file is available on [The Hub](#).

TO SAVE THE THEME:

1. Right click on the **LightspeedGMI_2014.thmx** file and select **Save As**.
2. If the folder doesn't automatically reroute to Document Themes, navigate to **My Computer** and select the **C:** drive, then select **Users** folder and find your **username** folder. Open this folder and navigate through **App data> Microsoft> Templates> Document Themes**.
3. Name your file "**LightspeedGMI_2014.thmx**" and click **save**. This will save your theme for use in all Microsoft Office applications.



TO USE THE THEME IN:

- PowerPoint – See [Slide 30](#)
- Word – See [Slide 33](#)
- Excel – See [Slide 32](#)

POWERPOINT THEMES & TEMPLATES

THE LIGHTSPEED GMI 2014 THEME AND TEMPLATE

should be used for all Lightspeed GMI presentations

CLICK TO EDIT
MASTER TITLE STYLE

CLICK TO EDIT MASTER SUBTITLE STYLE



THE LIGHTSPEED GROUP / LIGHTSPEED GMI / LIGHTSPEED ALL GLOBAL MULTI-BRANDED TEMPLATE AND THEME should be used for all presentations that span across all of the Lightspeed Group brands

CLICK TO EDIT
MASTER TITLE STYLE

CLICK TO EDIT MASTER SUBTITLE STYLE



All of the templates and themes are available on [The Hub](#), in the Marketing section under Templates.

HOW TO SAVE & USE A THEME OR TEMPLATE IN POWERPOINT

THEME:

1. Right click on the **LightspeedGMI_2014.thmx** file and select **Save As**.
2. Navigate to **My Computer** and select the **C:** drive, then select **Users** folder and find your **username** folder. Open this folder and navigate through **App data>Roaming>Microsoft>Templates>Document Themes**.
3. Name your file and hit save.
4. Open PowerPoint To apply this theme to a new or current presentation, select the **Design** tab and choose the **Lightspeed GMI 2014 Theme** thumbnail.

POWERPOINT TEMPLATE:

1. Open the .potx file **in PowerPoint** on your computer (not your internet browser).
2. In PowerPoint go to **File>Save As**.
3. At the bottom of the window, in the **Save As Type** drop-down menu, select **"PowerPoint Template (.potx)"**. This will automatically reroute you to the Microsoft Office Design Template folder on your computer. If not, navigate to **My Computer** and select the **C:** drive, select **Users** folder, find your **username** folder, Open and navigate to **App Data> Roaming> Microsoft> Templates**.
4. Choose a file name for the template and **Save**.
5. Close PowerPoint.
6. Reopen PowerPoint. The new design template will be conveniently located in you're **My Templates** menu when you to the **Office Button>New** to create a new file. The **My Templates** option is under **Templates** on the upper left side in the new pop-up window.

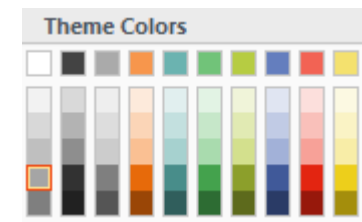
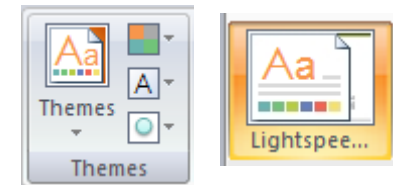
EXCEL THEME

TO OPEN A THEME IN EXCEL:

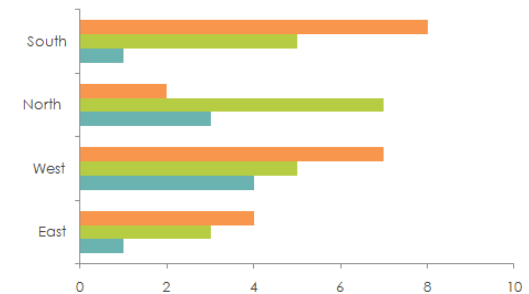
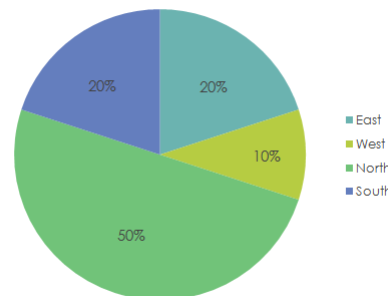
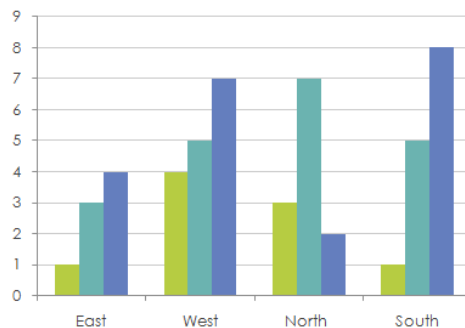
Open Microsoft Excel. To apply the theme to a new or current document, select the **Page Layouts** tab and choose the **LightspeedGMI_2014 Theme** thumbnail from the Themes Dropdown Menu on the left.

The Lightspeed GMI branded color scheme and fonts will then be **automatically applied** to the Excel file.

These two steps are a very fast and convenient way to apply the branded color scheme and fonts to charts, tables and graphs and minimizes the work involved in producing branded charts and graphs in Excel.



Theme Fonts	
Century Gothic	(Headings)
Arial	(Body)



WORD THEME

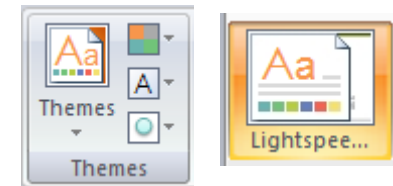
TO OPEN A THEME IN WORD:

Open Microsoft Word. To apply the theme to a new or current document, select the **Page Layouts** tab and choose the **LightspeedGMI_2014 Theme** thumbnail from the Themes Dropdown Menu on the left.

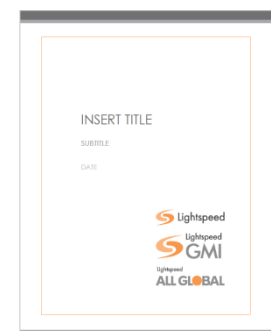
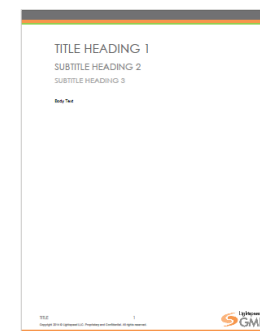
The Lightspeed GMI branded color scheme will then be automatically applied to the document. This is especially helpful for adding charts, tables and graphics to a Word document.

The theme fonts are also brought to the top of the list for convenient use.

While the Lightspeed GMI theme makes colors and fonts more convenient in Word, the Lightspeed GMI Word Doc Templates are the best and most convenient way to make branded documents. See [slide 43](#) for more on Word Templates.



Theme Fonts	
Century Gothic	(Headings)
Arial	(Body)



WORD TEMPLATES

Word Templates are the fastest and easiest way to apply the Lightspeed GMI branding to your Word Docs. The fonts and headings are preloaded; the logos, headers and footers are set up. The files are available on [The Hub](#).

THE LIGHTSPEED GMI 2014 WORD TEMPLATES

should be used for all Lightspeed GMI docs.



THE LIGHTSPEED GROUP / LIGHTSPEED GMI / LIGHTSPEED ALL GLOBAL MULTI-BRANDED WORD TEMPLATES

should be used for all docs that span across all of the Lightspeed Group brands (such as internal company wide documents).



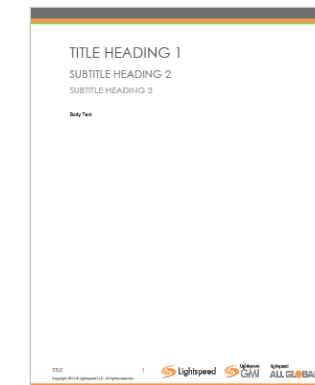
MULTIPLE TEMPLATES FOR ALL YOUR NEEDS.

All of the templates for Lightspeed GMI and Lightspeed Group are available in two sizes (A4 and 8.5x11), two formats (with and without a cover), and two styles (all gray or color stationary)

SAVING WORD TEMPLATES

TO SAVE A WORD TEMPLATE:

1. Open the .dotx file **in Word** on your computer (not your internet browser).
2. In PowerPoint go to **File> Save As**
3. At the bottom of the window, in the **Save As Type** drop-down menu, select **“Word Template (.dotx).”** This will automatically reroute you to the Microsoft Office Design Template folder on your computer. If not, navigate to **My Computer** and select the **C:** drive, select **Users** folder, find your **username** folder, Open and navigate to **App Data> Roaming> Microsoft> Templates.**
4. Choose a file name for the template and click **Save.**
5. Close Word and Reopen it. The new design template will be conveniently located in you're **My Templates** menu when you create a new doc. Select the **Office Button>New**, and the new presentation pop-up window will come up. The **My Templates** option is under **Templates** on the upper left side in the new presentation pop-up window.

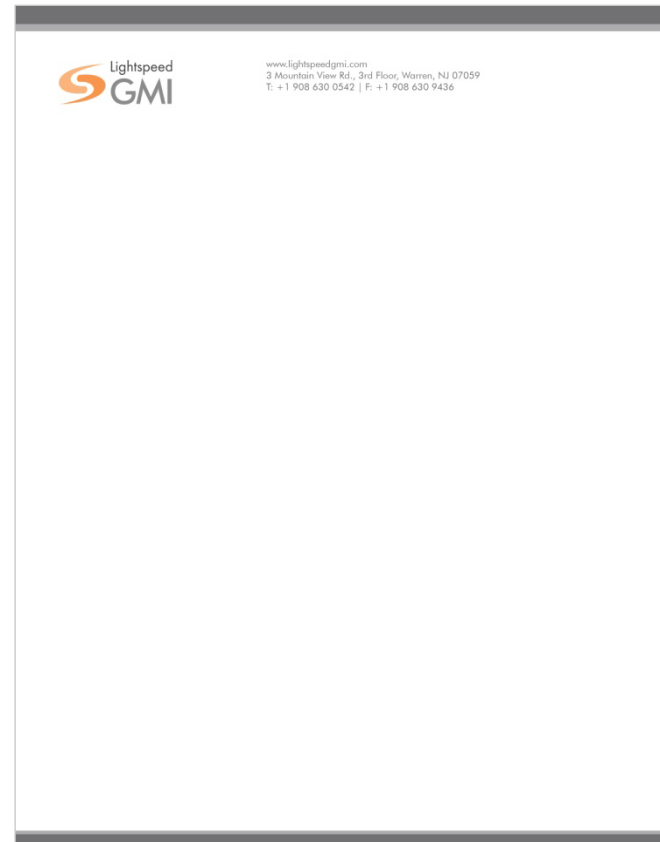


LETTERHEAD

Office Letterhead is available in Word for each Lightspeed GMI office around the globe.

All AMS office letterhead files are in 8.5x11 format. All EMEA and APAC office letterhead files are in A4 format.

The files are available on [The Hub](#).



COMMUNICATIONS

COMMUNICATIONS: TONE OF VOICE

OUR VERBAL, WRITTEN AND VISUAL IDENTITIES COMING TOGETHER

Like our visual identity, our verbal and written identity stems directly from our brand purpose and our positioning. It expresses clarity, energy, confidence and forward movement. In our visual identity, we channel all the insights and connections of our global teams to clearly communicate to our clients and stakeholders.

Think of your writing in the same way. People inevitably associate clear writing with clear thinking, and accurate writing with a broader ability to pay attention to detail. So it is essential we write clearly and accurately in all our communications — particularly those we send to clients. Whether written or verbal, it is important that all Lightspeed GMI communications convey the same tone by reflecting our brand promise and our core attributes: quality and innovation.

EACH MESSAGE , NO MATTER THE AUDIENCE, SHOULD CONTAIN THE FOLLOWING CHARACTERISTICS:

- Honest
- Knowledgeable
- Proactive
- Professional

STYLE GUIDE

The Lightspeed GMI style guide will help you produce text that is clear and readable. This means choosing words and expressions that a global readership can understand.

Our focus in developing this guide is to use language clearly, accurately and consistently. But clear writing also depends heavily on planning what we want to say, using structure effectively and making sure our that words and design work **POWERFULLY** together.

Our writing style guide, **Strengthening our brand through words**, will be available in Q4 2014 on The Hub.

MESSAGING

We have made changes to our corporate messaging to reflect the adoption of our new purpose and positioning, and the use of Lightspeed GMI, Lightspeed All Global and Lightspeed FSG as consistent brand names. Extending our brand is an important part of how we reach new audiences and build deeper relationships with clients and other stakeholders.

Within our written communications, we need to write in a “tone of voice” that is identifiably ours. To help you do this, focus on the three pillars of the positioning when putting a deliverable together. With this structure, we can be confident that we are supporting the global organization’s vision of strengthening our brand.



INSIGHTFUL



CONNECTED



RESPONSIVE

MESSAGING



INSIGHTFUL

Make sure to have a point of view and that what you are saying is relevant and distinctive. State the positive outcomes of Lightspeed GMI's involvement.

Write confidently, avoiding words such as “probably” and “perhaps.” Highlight facts, white papers, case studies and endorsements. Pull out key action points for readers to consider: use the imperative forms, where appropriate.



CONNECTED

Acknowledge the reader's key issues and how Lightspeed GMI can address them. Create energy by keeping your sentences and paragraphs short and varying the pace of your writing.

Address the reader directly – use “you” and “we” often.



RESPONSIVE

Think carefully about the reader's needs and reflect them in your content. Adjust your language according to your reader's culture and technical understanding..

Focus on outcomes and opportunities. Structure your writing to express a sense of progress.

BOILERPLATE

Lightspeed GMI is an award-winning global digital data collection enterprise. Founded in 1996, its innovative technology and proven sampling methodologies deliver operational excellence throughout the online research process. With more than four million online research respondents in 40+ countries, Lightspeed GMI's proprietary panels deliver unparalleled quality, capacity and targeting. Its comprehensive portfolio, including **Lightspeed All Global** and **Lightspeed Financial Services Group**, offers the tools and services needed to generate dependable research results.

Headquartered in Warren, New Jersey, Lightspeed GMI is part of the Kantar Group, the insight, information and consultancy division of WPP, the world leader in marketing communication services. For more information, visit www.lightspeedgmi.com.

PROOF POINTS

INDUSTRY LEADER

Lightspeed GMI is the leading provider of online access panels for global market research. From healthcare specialists and financial solutions to mobile web survey platforms, Lightspeed GMI offers a variety of solutions.

LOCAL MARKET KNOWLEDGE

With more than 700 staff situated in 13 countries throughout the Americas, Europe and Asia Pacific, Lightspeed GMI has extensive local market experience.

CONNECTING CLIENTS TO DIGITAL CONSUMERS

From attitudes and behaviors to exposures and profiling, Lightspeed GMI delivers a 360 degree view of what consumers think, see and do through its comprehensive product suite.

DEEPLY PROFILED PANELISTS

Through deeply rooted, high quality panels, we partner with broad reach portals and special interest sites, resulting in diverse panelist profiles. Our panelists are deeply profiled so that they can be easily matched to your research needs. We offer quick and accurate feasibility estimates based on our deep understanding of our panelists.

COMPREHENSIVE QUALITY

At Lightspeed GMI, we employ a comprehensive approach that is built upon our propriety Quality Suite fieldwork quality methodology. Beginning with expert survey design, Lightspeed GMI ensure high quality data output and delivery through expert data processing. Our premier product, Honesty Detector, adds critical quality control to externally sources respondents.

COPYRIGHT

All materials, printed and digital, should include the correct copyright information in the footer.

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Lightspeed GMI, Lightspeed All Global, and Lightspeed FSG are all part of the Lightspeed Group. Lightspeed Research, GMI / Global Market Insite, and All Global names should *no longer be used in the copyright*. Lightspeed is headquartered in Warren, NJ, where we are incorporated as Lightspeed, LLC. The standard copyright for all of materials reflects the Lightspeed, LLC incorporation, however Lightspeed is registered differently in various countries around the world (such as Lightspeed Ltd.). If the copyright needs to be updated in your country to reflect the legal Lightspeed registration name, it is the responsibility of the individual employee to ensure that the copyright year and legal company name are correct on their presentations.

EMAIL & EMAIL SIGNATURES

Email messages are an important communication vehicle and need to reflect the corporate brand, internally and externally.

All employees must follow all email standards and guidelines, using Arial (preferred) or Century Gothic fonts in black 10 pt. for all email body text.

All employees must use the standard email signature for all email communications. Please refer to the detailed Email Signature Instructions document, available on [The Hub](#) to set up your email signatures and update your default email font.

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jsmith@lightspeedresearch.com | www.lightspeedgmi.com



SOCIAL MEDIA

TWITTER, FACEBOOK, LINKEDIN, ETC. GUIDELINES

SOCIAL MEDIA: TWITTER

- Following [@LightspeedGMI](#) on Twitter for updates on external events, industry conferences and the promotion of our thought leadership.
- Retweeting the Lightspeed GMI posts is strongly encouraged.



Note: As an employee of Lightspeed GMI, your online behavior on personal, private or public social media accounts is a reflection of the company. Illegal, lewd, or any behavior deemed inappropriate by the company will not be tolerated. Abusive or Inflammatory comments or behaviors that infringe on another person's rights, gender race or personal beliefs / religion will not be tolerated.

SOCIAL MEDIA: FACEBOOK

- Like the **Lightspeed GMI** Facebook page!
- Visit the Lightspeed GMI Facebook page as we build employee awareness of internal events, corporate responsibility and social gatherings.



Note: As an employee of Lightspeed GMI, your online behavior on personal, private or public social media accounts is a reflection of the company. Illegal, lewd, or any behavior deemed inappropriate by the company will not be tolerated. Abusive or Inflammatory comments or behaviors that infringe on another person's rights, gender race or personal beliefs / religion will not be tolerated.

SOCIAL MEDIA: LINKEDIN

- Join the **Lightspeed GMI Group** on LinkedIn
- Stay involved with our strategic vision as we publish our white papers, promote our thought leadership and product suite and also advertise our external blogs.



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THANK YOU.

FOR MORE INFORMATION ON THE VISUAL
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