



**brand  
guidelines**

#### DISCLAIMER

This guide should serve in producing and gathering future brand communication. The following creative is conceptual and not final.

## table of contents

- 04** **brand overview**
  - brand architecture
  - brand promise
  - tagline
- 34** **copy and tone**
  - headline tone
  - body copy tone
- 38** **typography**
  - typefaces and usage
- 44** **color palette**
  - color guide
- 48** **photography**
  - styles and application
- 78** **branding elements**
  - illustration
  - color fields
  - headline treatments
  - grids
- 94** **logo & tagline**
  - logo usage
  - tagline
  - incorrect usage
- 104** **corporate communications**
  - corporate affinity
  - corporate photography





# **brand overview**

brand overview

**the better experience we aim  
to deliver to our customers  
starts with our communications.**



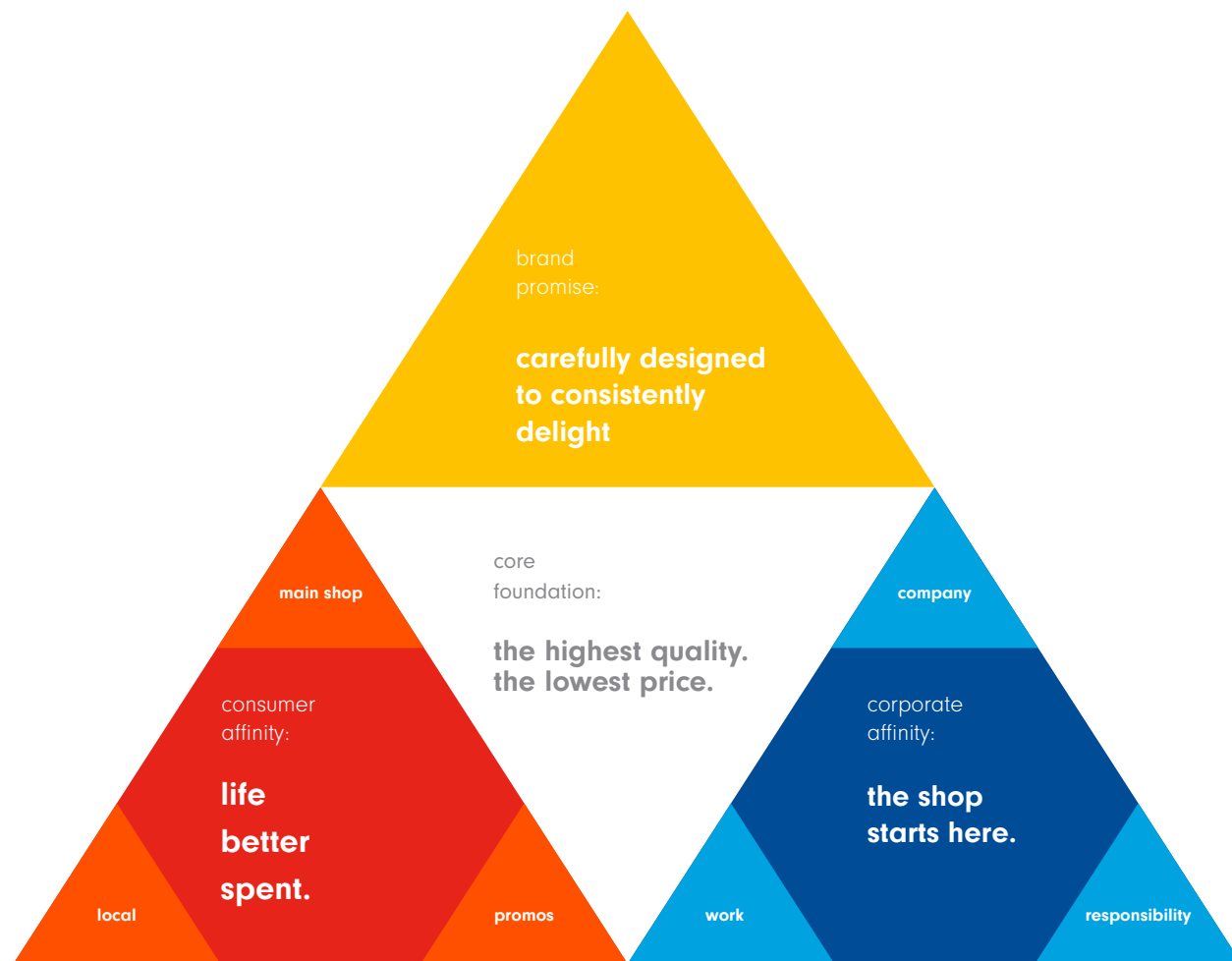
The same efficiency, precision, and quality they'll find in our stores should come through in every piece of messaging. This guide was created to help you understand what the brand stands for and how it sounds when communicating consistently to our customers.



A decorative graphic consisting of two horizontal bars. The top bar is yellow on the left and blue on the right. The bottom bar is yellow on the left and blue on the right. The text 'brand architecture' is centered between these bars.

**brand  
architecture**





# Lidl U.S. brand house

## brand promise

This promise, **"carefully designed to consistently delight,"** guides the whole house of communication. It is broad and flexible enough to encompass all audiences and should be viewed as something for all materials to aspire to.

## consumer house

This side of the brand house guides the communication to a retail audience around the consumer affinity of **"life better spent."** We support this through three very simple communication channels: **main shop, local, and promos.**

## corporate house

This side of the brand house guides the communication to an internal and partnership audience with the corporate affinity of **"the shop starts here."** We support this through three very simple communication channels: **company, work, and responsibility.**

## core foundation

At the core of every product, communication, and experience that Lidl provides is a foundation meant to ground the brand to the most simple of goals: **"the highest quality. the lowest price."**

With high quality products at the lowest possible price, Lidl has revolutionized the way consumers shop.

**It is carefully designed to consistently delight.**

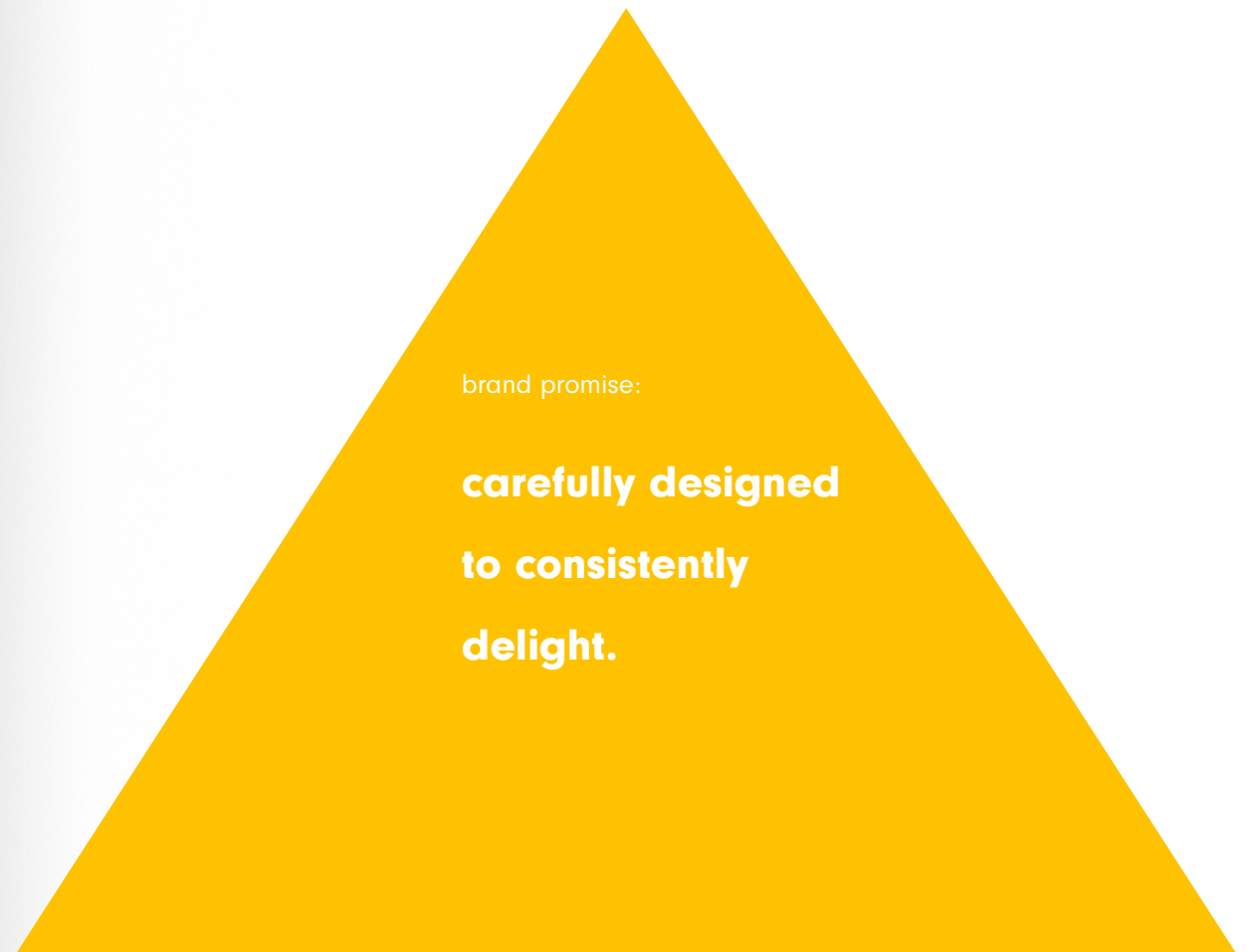
### **carefully designed**

Without any relaxation of standards. Curated to maximize value.

### **consistent delight**

Of an incredible, astonishing or exaggerated nature. Consistent excitement. Constant surprise.

## brand promise



consumer affinity:

## life better spent.

Life is for living, not for spending. That's why Lidl offers the highest quality groceries for the lowest price. When our customers spend less money and less time getting the things they want and love, for the ones they love, their lives gets better.

communication channels:

## main shop

At the top of the house is communication driven by value. It commands that consumers use Lidl as their main shop with values including:

- Private label
- Leading in freshness
- Clean products
- Healthy choices

## local

Communication that engages local audiences should show Lidl's interest in supporting the community and consumer through these values:

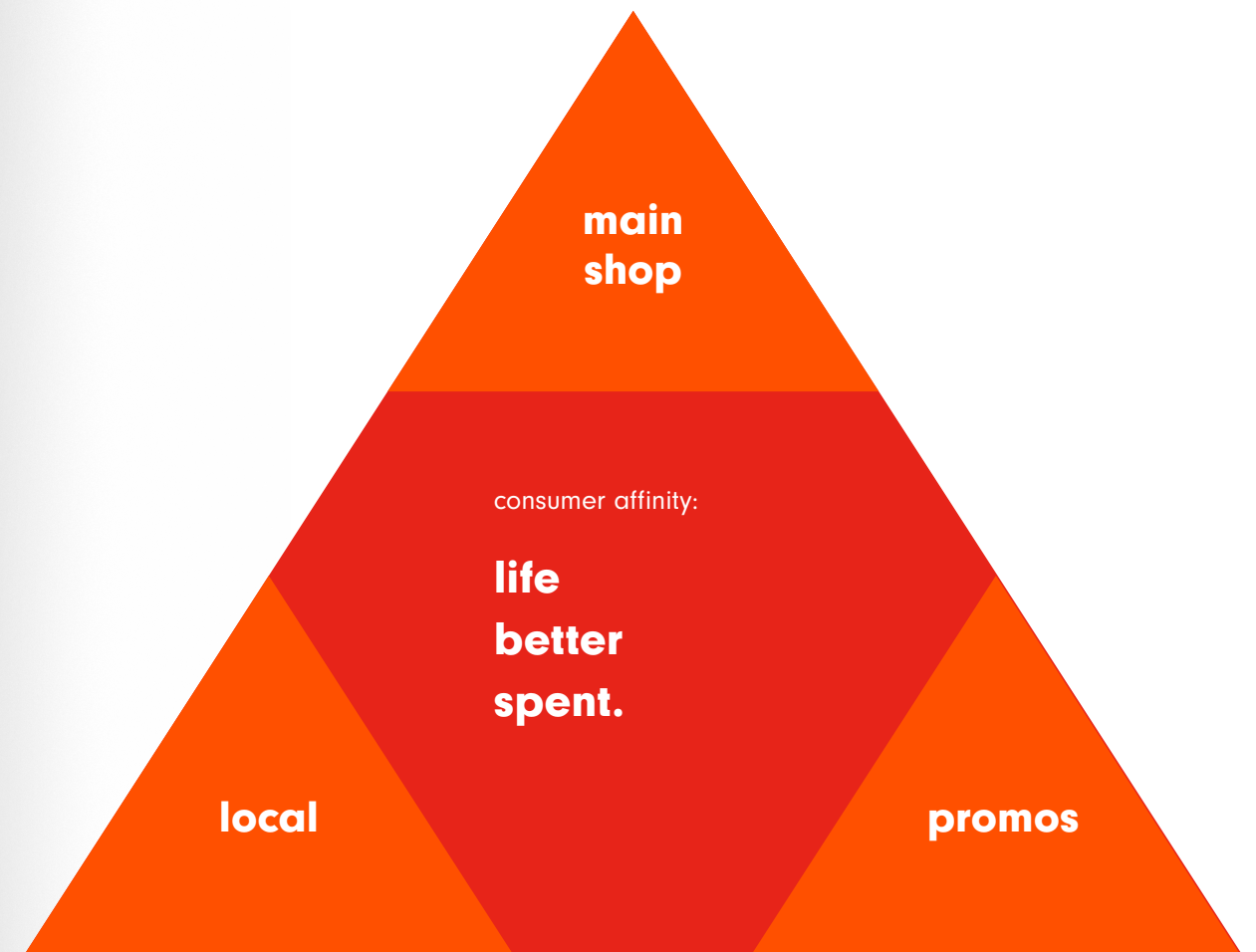
- Environmentally friendly
- Consumer responsibility

## promos

Communication that engages purely on a price and product level:

- Non-food
- Seasonal luxury
- Themes
- Price reductions and sales

# consumer house



corporate affinity:

## the shop starts here.

Lidl's employees and partners belong to something special. The ideas and practices developed and cultivated here drive the experiences of the consumer and help revolutionize the way people shop. Personal growth, company growth, and community growth all start here.

communication channels:

## company

At the top of the house is communication driven by company goals. It helps guide internal communication through the following subjects:

- Company goals
- Retail communication
- Supplier relationships

## work

This line of communication helps communicate the personal growth and culture of your employees through the following subjects:

- Incentives
- Personal growth and education
- Recruitment

## responsibility

We communicate that Lidl is driven by responsible business practices through the following subjects:

- Civic activity
- Health and wellness
- Sustainability
- Responsible sourcing

# corporate house



## core foundation

This foundation is the basis for all communication, but should never be used in a public facing venue. It is simply here to guide communication.

Consumer:

Quality of products. Quality of experience.

Company:

Quality of culture. Quality of talent.

Consumer:

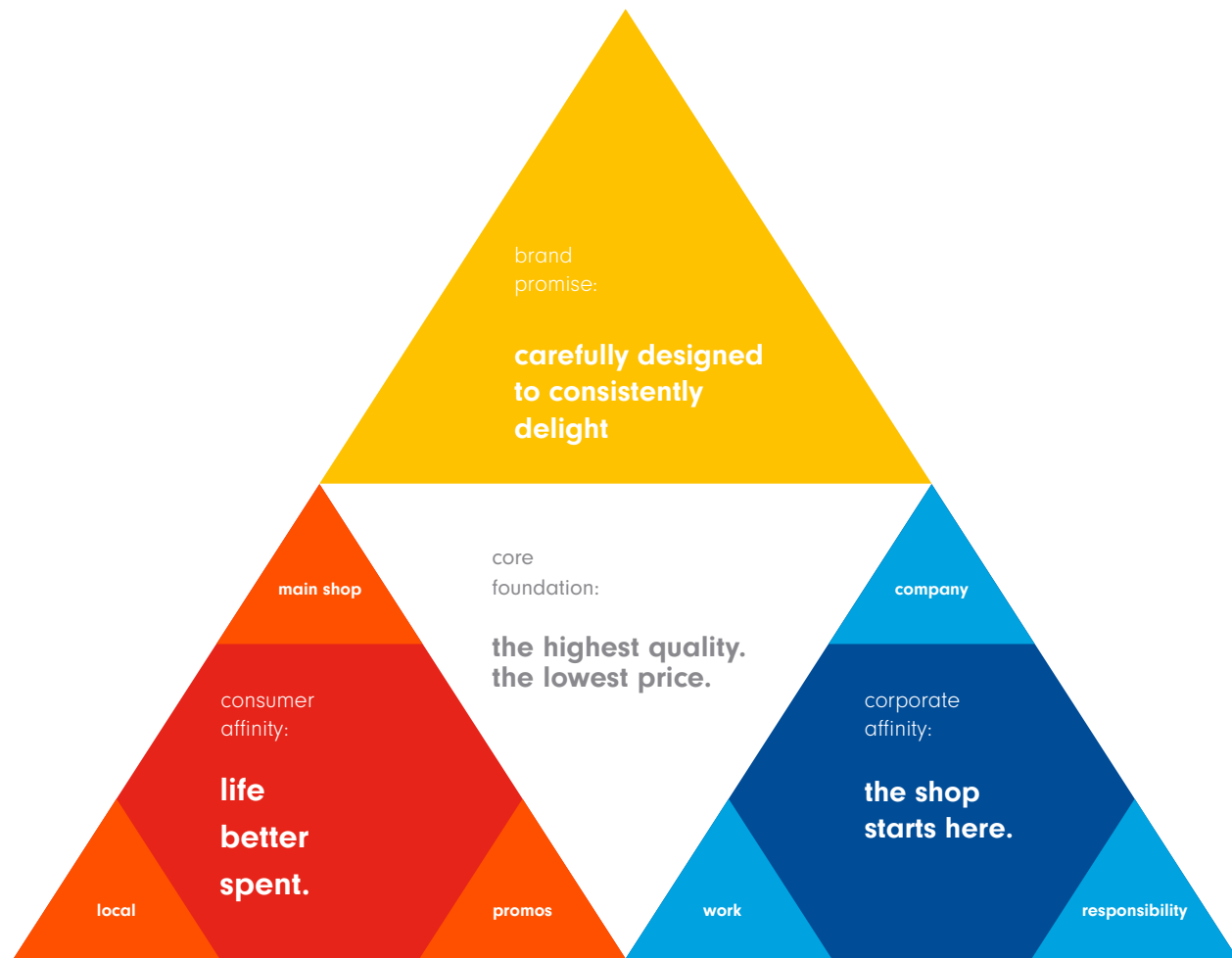
Money spent. Time spent. Life spent.

Company:

Resources spent. Opportunities spent.

**the highest  
quality.  
the lowest  
price.**





# Lidl U.S. brand house



**brand  
promise**





brand promise

# carefully designed to consistently delight.

---

What separates Lidl from other grocers is its customer-centric approach and a flawlessly executed business model centered on simplicity at the store level, all while delivering the lowest prices. Lidl is carefully designed to consistently delight and committed to always deliver the highest quality. Combine these ideas and we have our Unique Selling Proposition (USP).



# brand pillars

## **a powerful philosophy guided by simplicity.**

Simple means we don't waste our customers time or money. We have a less complicated process that allows us to simply deliver lower prices, higher quality, and the best experience for our customers.

## **flawless execution.**

We come through for our customers. Through greater efficiency and a process carefully designed to work better, we always deliver our customers the highest quality for the lowest price.

## **surprise and delight always.**

With our impressive commitment to quality, unbelievably low prices, fresh style of communication, and unique offers and promotions—we always have a surprise in store for our customers.

# brand tone

We've established a set of tone words that provide a helpful framework for creating messaging. Think of these as ingredients to combine in different ratios to create different messages depending on the audience and situation. You needn't include each in every message. Rather they serve as helpful touchstones to keep you from veering too far from the brand voice.

With its authentic voice and clear mission statement, Lidl always comes across as real and straightforward.

Lidl doesn't waste words or time, it always communicates with clarity and precision.

Lidl is an open book. Its values, methods, and results are easy to understand and plain to see.

Lidl is steadfast in its commitment to always deliver the highest quality at the lowest price.

Lidl stirs excitement at every turn, cultivating an alluring and inviting atmosphere through imaginative promotions and a fierce commitment to freshness.

Whether it's the incredible low prices, impressive high quality, or what's on offer in the middle aisle—Lidl always has a surprise in store for its customers.

Lidl is committed to coming through for its customers, saving them more time and money to spend on who and what they love.

- genuine
- efficient
- intuitive
- uncompromising
- enticing
- surprising
- heroic



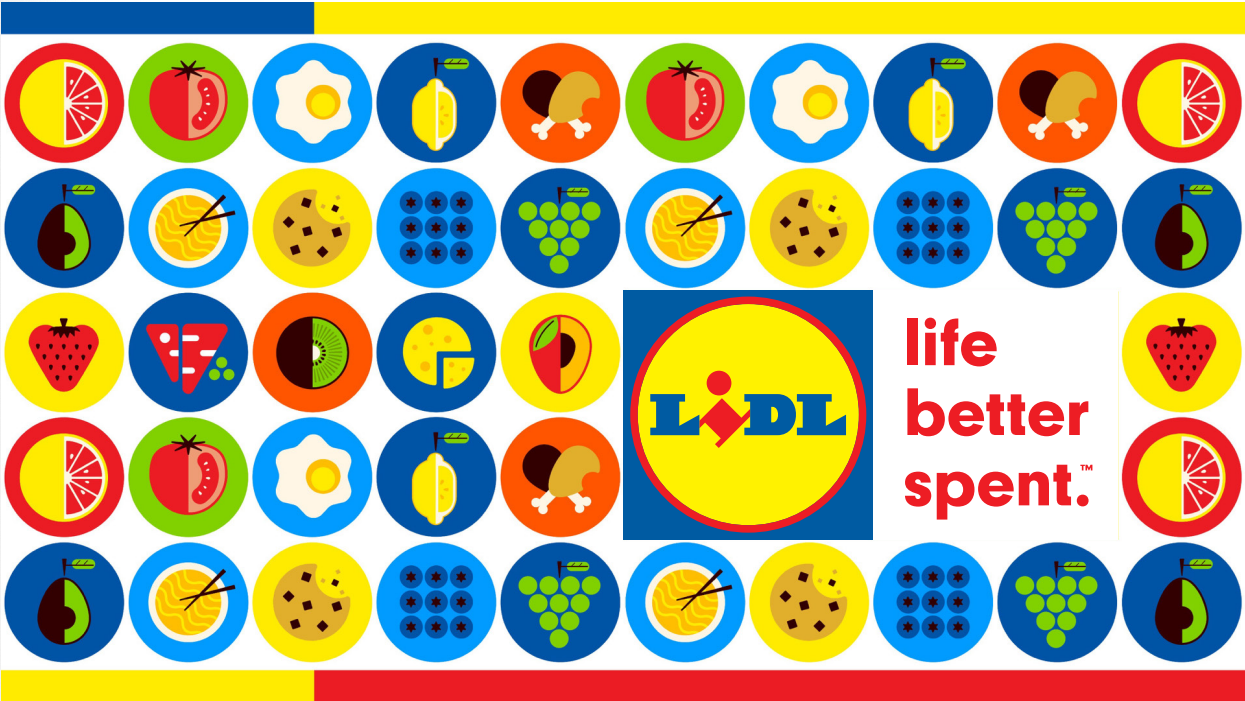
**tagline**

# consumer affinity

Life is for living, not for spending. That's why Lidl offers the highest quality groceries for the lowest price. When our customers spend less money and less time getting the things they want and love, for the ones they love, their lives gets better.



**life  
better  
spent.™**





**copy tone  
of voice**



## copy tone of voice

---

### efficient, direct, fun and worldly

The copy tone for the brand should be as efficient and direct as the store experience. Smart, economical, and sharp. It's simple but full of wit. It's fun at times but always confident. It's quick and to the point.

**our roots are european,  
but our vegetables are  
grown here.**

---

The story only started in Germany. Lidl has become a melting pot of products, cultures, and values, and copy that acknowledges this helps paint a picture of a more worldly company.

**less hunting,  
more gathering.**

---

Statements like this speak to the time saving, life enhancing aspects of a limited assortment grocer. The latter part of the statement allows viewers to imagine the possibilities of gathering with the ones they love.

**take a  
victory lap.**

---

The Lidl brand is about enhancing people's lifestyles. When our customers check out—with full bags and full wallets—they feel victorious.

**ciao down.**

---

Another way we playfully infuse our european roots is through adding phrasings and words from the many cultures in Europe. By adding these fun translations we're able to give some of the Lidl personality to what is otherwise a straightforward line.

### body copy

This is our approach. It's quite simple. Less compromise on quality and freshness. More fresh produce, meats, and poultry. Less time searching through huge stores. More time finding what you came for.

Less money spent on the things you need. More value from our incredible low prices. Less time in checkout lines. More time living outside them. Because life is for living. Not for spending.

---

Body copy is only used sparingly to supplement our efficient headline style when necessary. In this piece, we lay out what Lidl is all about in simple, digestible chunks. It efficiently communicates what Lidl stands for in a way that's direct and easy to understand.



**typography**

# typography

## clear and concise

Lidl's main typeface is Neuzeit Grotesk, a modern geometric sans-serif. This timeless typeface combines the regularity of form with legibility and practicality, resulting in strong forms in a style that appears objective. The type looks best set flush left and should never be centered.

heading  
black 36pt  
36pt lead

headlines are  
set in lowercase  
at all times.

body  
roman 11pt  
14pt lead

This is a piece of body copy. The type looks best set flush left, as seen throughout this guide, and should never be centered.

Neuzeit Grotesk also does not need much leading and the tracking should almost always stay at the built in optical size, except on headline type where adjustment is needed.

## headlines

Neuzeit Grotesk Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

## sub-head

Neuzeit Grotesk Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

## body copy

Neuzeit Grotesk Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 ! ? \$ %

# typography

## warm and inviting.

Lidl's secondary, retail-focused typeface is a Trump Soft Pro. It has no political affiliations. But it does help us tell a warm and inviting story in our stores. It can be used **for in-store communication only**, including supplier stories, signage, and approved opportunities for communication in a Lidl location.

HEADLINES ARE ALL CAPS, ALWAYS.

THIS TYPEFACE IS MEANT TO FEEL CASUAL  
AND MOST OFTEN FEELS

H A N D - T O O L E D .

it also is CHOSEN to blend  
nicely with our main typeface.

FEEL FREE TO TRACK IT OUT  
and M I X it up.

## headlines

Trump Soft Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9 ! ? \$ %





**color**



# color

## primary palette

The primary palette is all about efficiency, creating the most impact with the least amount of colors. They're the backbone, taking the lead in most design cases (roughly 75% of the time). They're used more in the type and color bars and work better for the corporate sector. The colors are primary and perhaps commonplace, but this familiarity gives the brand an approachable and lighthearted feel.



## secondary palette

The colors in the secondary palette pull from bright and lively products and produce, referencing fruits and veggies. They feel clean and fresh, simple, and light. They're used more in supporting illustrations, advertising, and in-store. These can be used in conjunction with the primary palette.

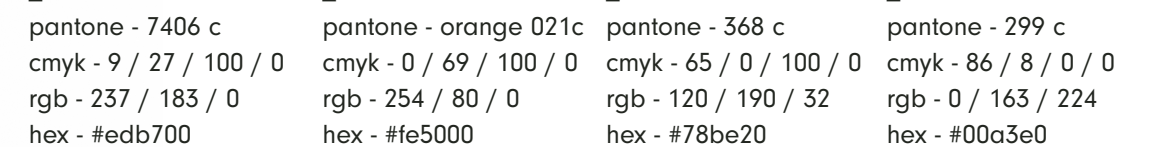
## neutrals

Neutral colors are used in backgrounds or to add weight to very light designs. They should be used sparingly except for white which is used often as a background color.

### brights



### neutrals



A decorative graphic consisting of two horizontal bars. The top bar is yellow on the left and blue on the right. The bottom bar is also yellow on the left and blue on the right. The word 'photography' is centered between these two bars.

**photography**



# photography

## overview

Lidl's photographic style should be vibrant, fresh, human, attractive, and efficient. Food photography must look appetizing and fresh, without being over-stylized or moody. The photographic tones aren't washed out—they're saturated and rich, conveying a sense of fresh and healthy living. There are a range of photography styles that can be used depending on the audience.

### it should look:

- + **heroic**
- + **attainable**
- + **fun**
- + **natural**
- + **warm**
- + **diverse**

### it should not look:

- **exclusive**
- **cold**
- **staged**
- **expected**

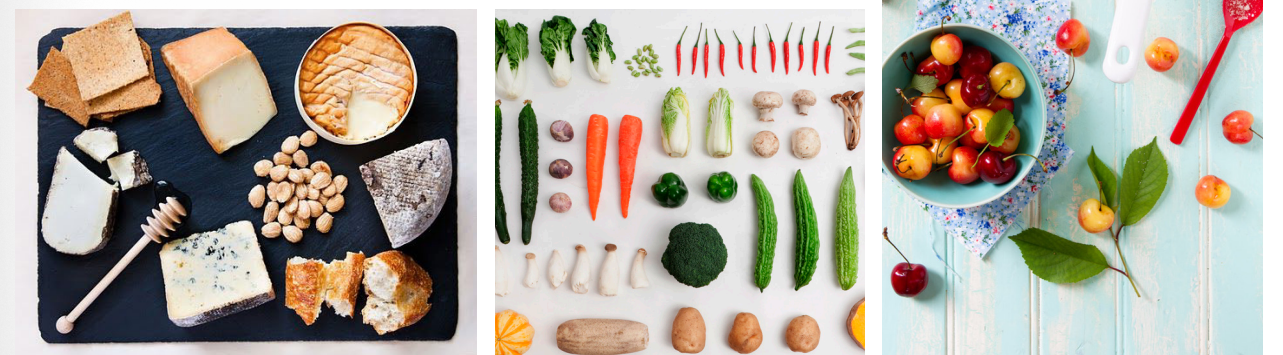
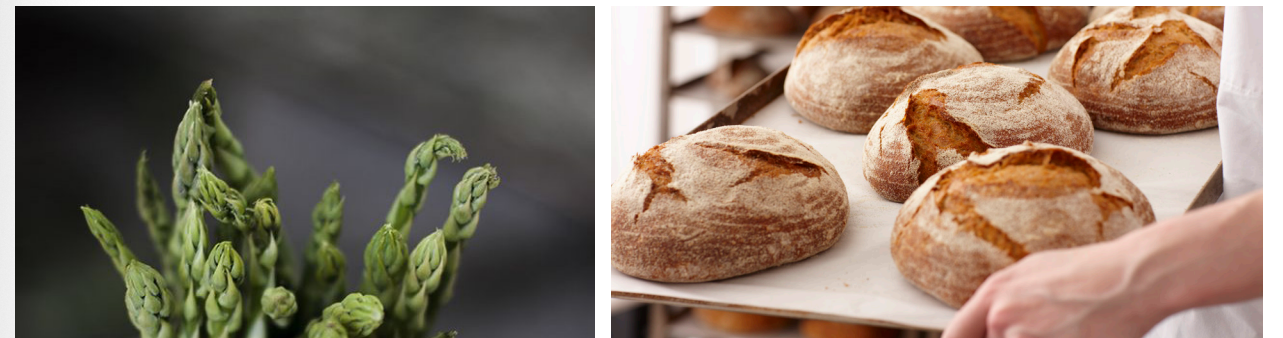




# food

## fresh product scenarios

- + freshness — both cooked and uncooked
- + organic and natural tone
- + warm textures and naturally vibrant
- + natural settings and ingredients
- + attainably styled to season / setting
- + playfully arranged





# non-food

## lidl surprises

- + show product prominently in natural environment
- + show its value and need
- + attainably styled to season / setting





# lifestyle

preparation, families, and gathering scenarios

- + the fun & beauty of food and non-food
- + human touch
- + life in progress
- + people gathering around our products
- + unstaged and authentically fun
- + diverse families in realistic settings
- + display the heroism of parents and kids





# product

## retail photography

- + product clarity
- + packed & unpacked shots on seamless / silhouetted
- + prep shots on seamless
- + integrates with brand elements
- + allows price to be hero





# photography

+ extended guide

## DISCLAIMER

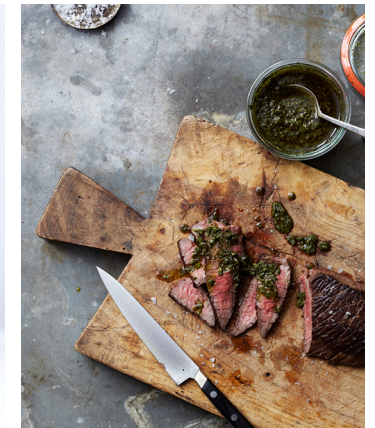
This guide should serve in producing and gathering future photo assets. None of the following photos are owned by Lidl.



# food

## meats

- + freshness — both cooked and uncooked
- + organic and natural tone
- + warm textures and bright natural lighting
- + natural settings and ingredients
- + attainably styled to season / setting





# food

## cheese

- + playfully arranged
- + organic and natural tone
- + warm textures and bright natural lighting
- + emphasise togetherness
- + attainably styled to season / setting





# food

## fruit

- + playfully arranged
- + vibrant and colorful
- + balanced color composition
- + fresh appearance — fresh and prepared
- + attainably styled to season / setting

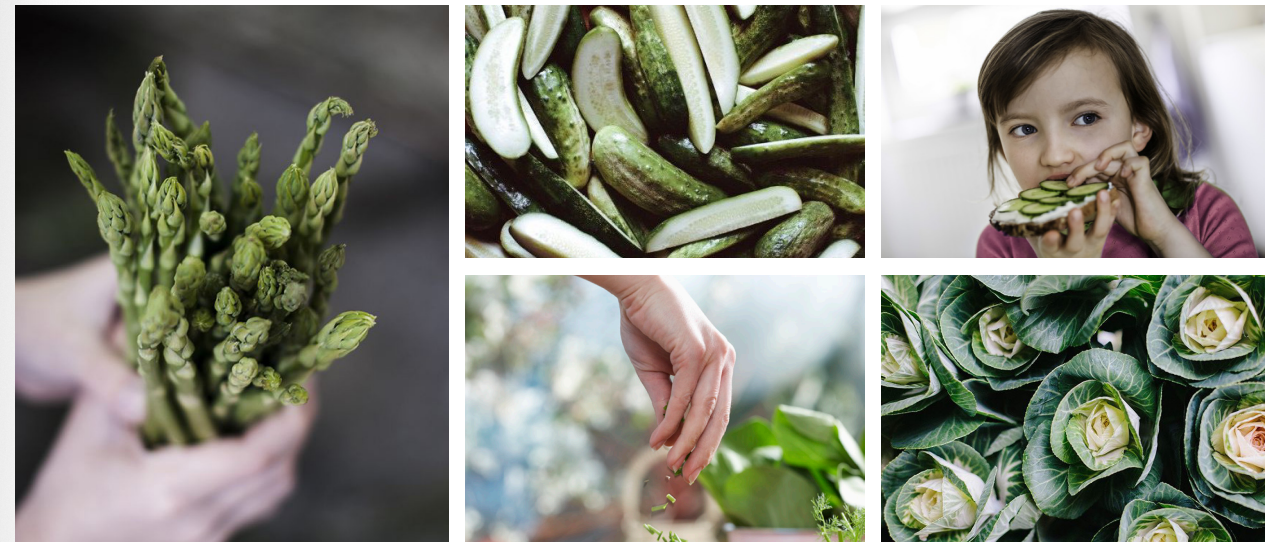
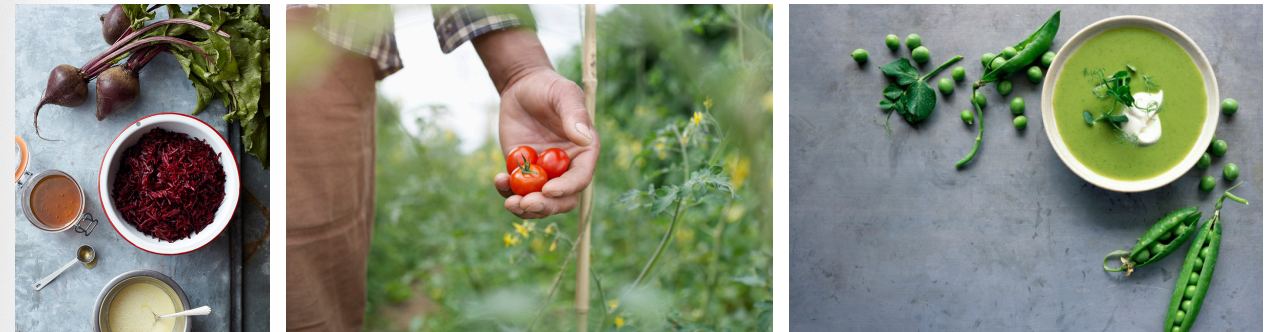




# food

## vegetables

- + **savory color balance**
- + **emphasis on freshness**
- + **naturally vibrant**
- + **attainably styled to season / setting**
- + **precise and unexpected arrangements**





# food

## baked goods

- + show all parts of the process
- + naturally vibrant
- + attainably styled to season / setting





# lifestyle

## yum scenario

- + the fun & beauty of food
- + bright & naturally lit
- + human touch
- + food in progress
- + unexpected variety
- + natural arrangement





# lifestyle



## taste life scenario

- + diverse families in realistic settings
- + show all parts in and out of the home
- + display the heroism of parents and kids

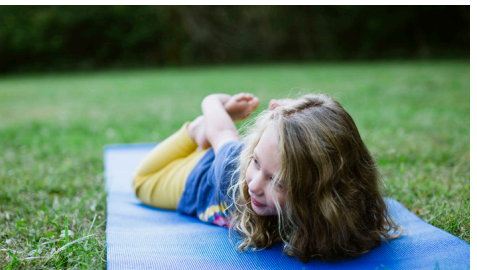




# lifestyle

## share moments scenario

- + people gathering through food
- + moments of entertaining
- + unstaged and authentically fun







**branding  
elements**



# branding elements

The visuals of a brand define the look and feel conveyed internally and externally. It speaks to all of the core values and principles of the company, while presenting the company in a unique and original way. The branding elements range from illustration, pattern, photo treatments and color fields, and work in conjunction with the brand's typography and color palette to form the brand style. Following these rules while using brand elements will help in keeping a consistent look and feel across all visuals.

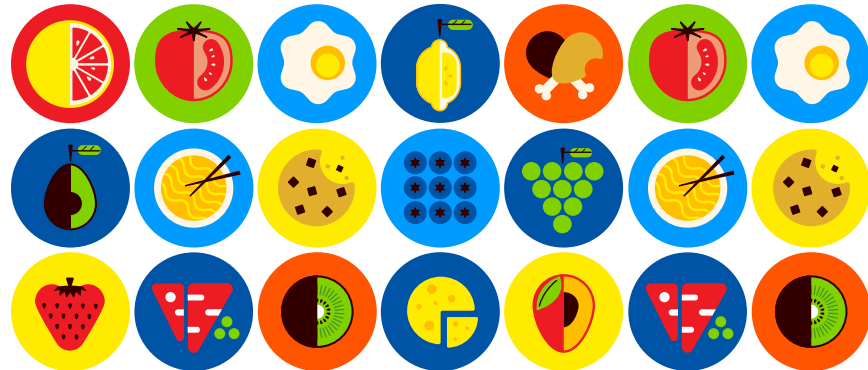
Please refer to the branding toolkit file for a range of approved branding elements to use in designs.





### full color pattern

The colorful vector illustration is geometric and stripped to its most basic representation of the object depicted. These illustrations can be used as a pattern or as stand alones to add color and style to pieces.

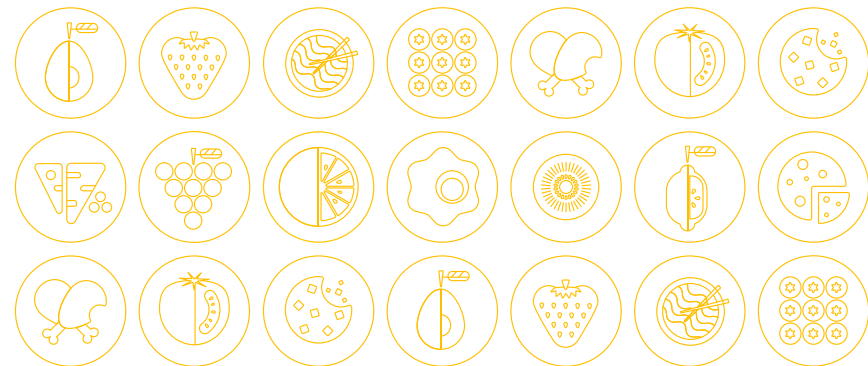


example



### line pattern

Vector illustration has been turned into an outlined repeating pattern and is added to give graphic interest and texture to pieces.

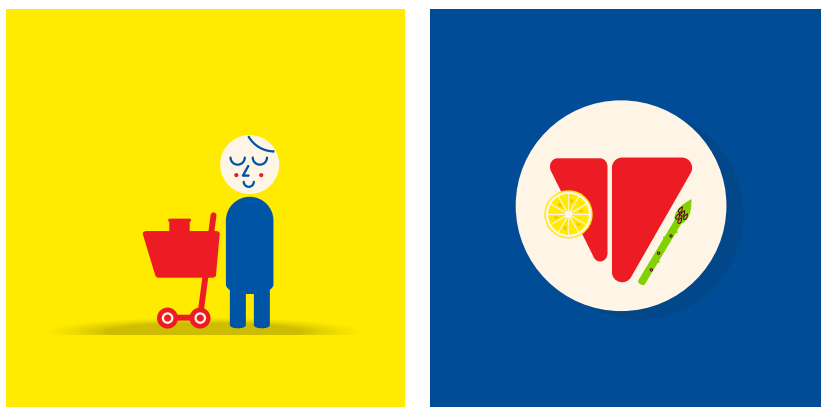


example



### illustration

Simple geometric illustration is used to tell stories in stylized and compelling way within the brand.



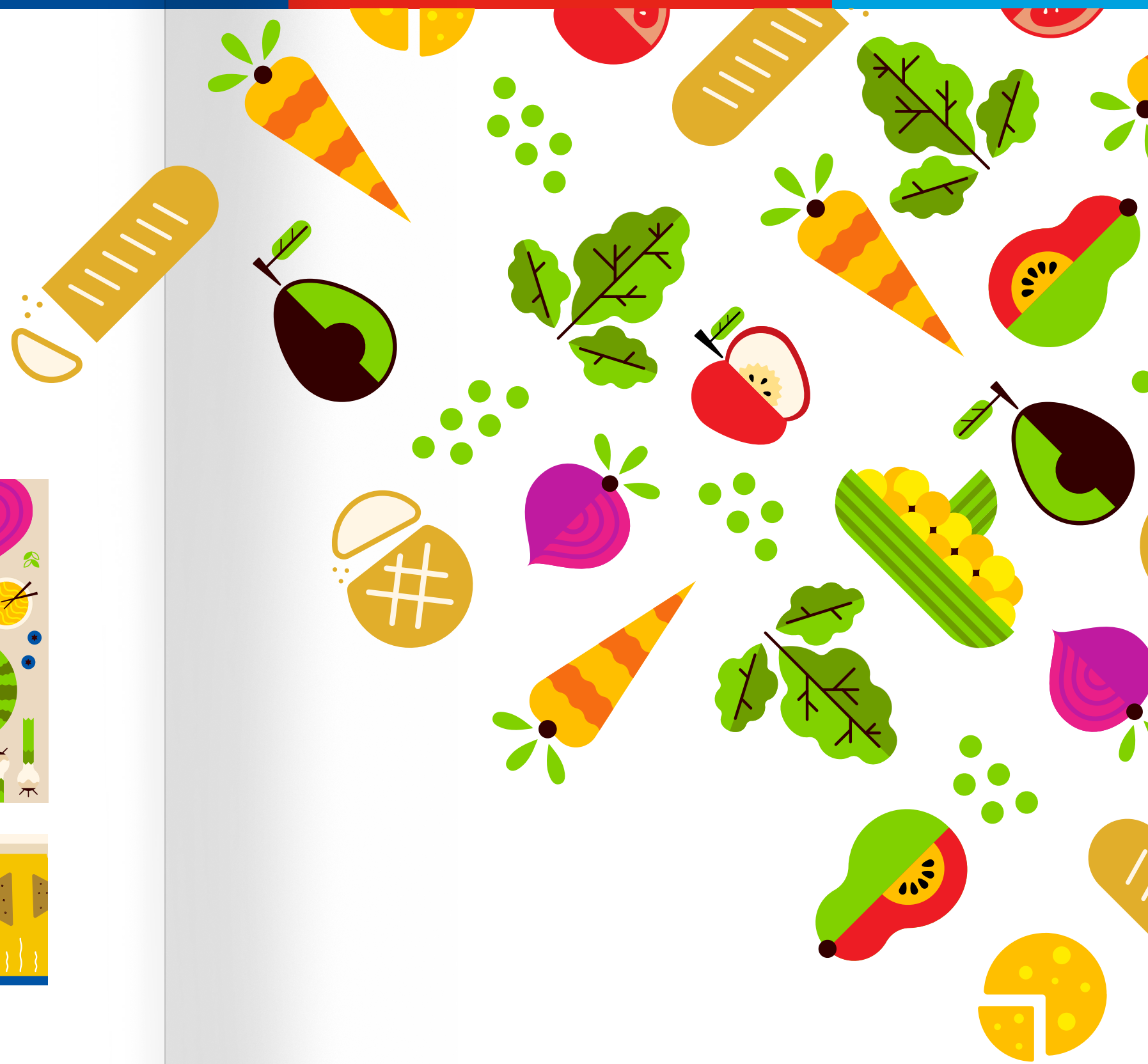
example





# illustration extended

The icon illustrations can exist outside of their circular housing and be displayed in interesting and playful ways. These floating illustrations can be arranged in a grided layout or in a more freeformed grouping that fills the negative space appropriately. Varying the scales and angle of the illustrations will create a visually interesting and dynamic layout.



### color bars

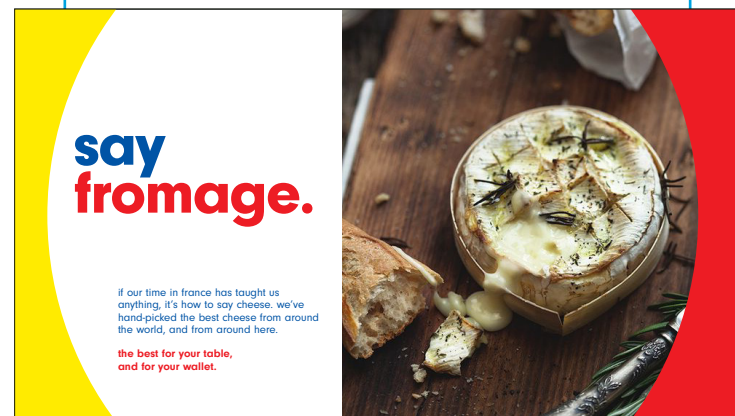
the brand color bars are added to ground the design and add visual weight while minimally branding a piece.



**the last thing this town needs  
is another supermarket.**

### logo window frame

this framing device references the shape of the logo and is a subtle nod to paying attention to the details. this framing device is best used when you wish to draw attention to a specific element or item and pairs well with close up photography.



### diagonal color field

diagonal blocks of colors are used as a framing system to break up a design, add visual interest, and give a sense of forward movement. small parts of color field elements can be screened back 65-85% allowing small parts of the photography underneath to become highlighted.



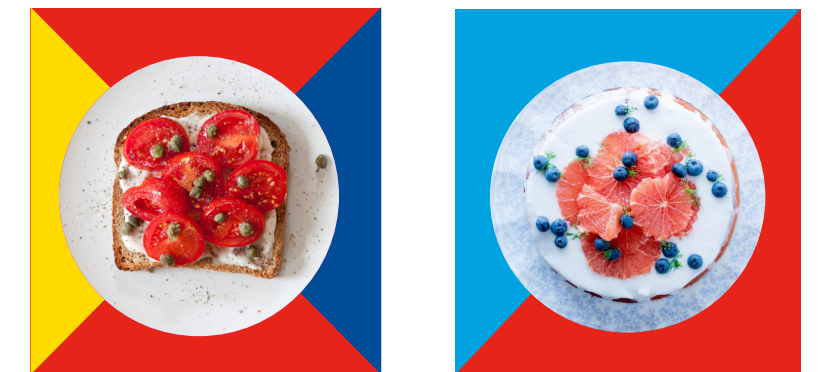
### color field grids

silhouetted grocery items and produce can be placed on color fields as a checker grid. this creates a vibrant and modern feeling layout that moves the viewer's eye through a more complex piece containing a lot of information.



### silhouetted on color blocked background

showcases the product in a fun and attractive way with a modern tone. this method should not be mixed with pattern or illustration but work in conjunction with other full color photography.



### diagonal framing with pattern and color bars

the diagonal cropping frames up the photography in a modern and exciting way. Mixed with the pattern and branding bars the layout becomes a vibrant and active space.





# headlines

## design and layout

Designing with type in a clear and consistent way allows the viewer to easily digest what they are reading. There are several styles to use when laying out type. Follow these guidelines for engaging and impactful design.

### headline style 1

vary type colors on headline copy to draw attention to certain parts of the message.

**better pies.**  
**less dough.**

### headline style 2

use color bars above and below the headline copy, but do not mix the colors of the type with color bars.

**just enough is greater  
than too much**

### headline with supporting copy

vary type colors between the headline and the body copy to create contrast and eye movement between the two. The headline is always much larger than the body and set in Neuzeit black, while the body is set in Roman.

**say  
fromage.**

if our time in Fance has taught us anything it's how to say cheese. We've hand picked the best cheese from around the world, and from around here.

### headline with illustration

some letters can be replaced with food illustrations that clearly resemble the letter. use only 1 illo per piece and never mix with photography in a headline.

**hallo** 

### headline with photography

some letters can be replaced with silhouetted photos that clearly resemble the letter. use only 1 illo per piece and never mix with an illustrative piece.

**ciao**  
**d**  **wn.**

## multiple branding elements in action

The branding elements are a toolkit, and you can pair up the elements in different combinations to create visually compelling media depending on your needs. The following examples show suggested element pairings as a guide for creating more demanding designs.

### color bars

These bars are the quintessential branding element and act as a grounding device on the tops and bottoms of the ad.

### silhouetted grid of products

this grid features straightforward-shot photography that clearly highlights each product on sale.

### color blocked fields

This directional field of color is inviting, suggests movement, and leads the eye into the composition.

### headline with illustration

The headline uses the opportunity of Italian week to replace the "o" with a tomato, clearly in theme for the circular.

**On Sale**

Deluxe Tortelloni \$1.99	Alma Prosciutto \$6.99	Italian Baguette \$.75 <small>baked fresh in-store</small>
Virgin Olive Oil \$3.99	Penne Pasta \$.99	<b>a new taste of the old country.</b>

**LIDL** life better spent.

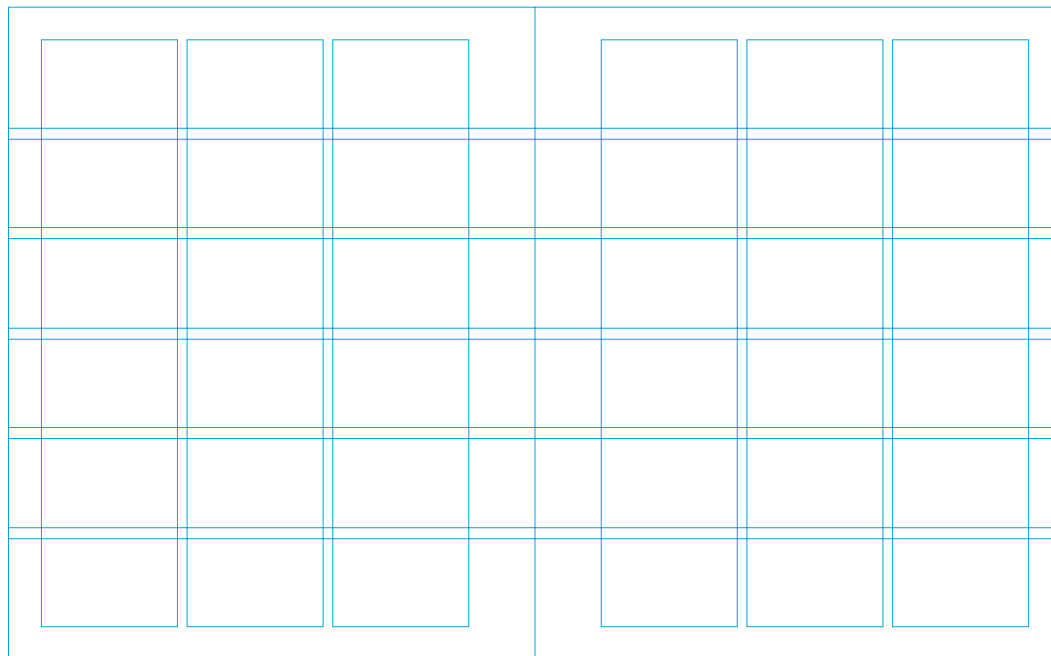


# layouts

## the grid

The brand is rooted in the principles of the swiss grid style; a preference for sans serif type, asymmetric layouts, healthy amounts of negative space, and modular grids over traditional centered arrangements. This grid system helps the arrangement of information on a page and is vital to keeping a consistent look and feel to the brand.

Use the grid outlined here as a starting point to design, but additional grids can be



this grid is a great starting point for design, but the columns can be sub divided to aid in more complex layouts.

why use a grid?

**the grid is  
flexible and smart.**

This page is designed on a 3x6 grid with 3 to 2 ratio blocks. The grid lines help align objects up, and each column can be further subdivided into smaller units for more flexibility in aligning complex layouts. But the key thing to consider is how some elements span all 3 columns, while others only occupy 1 or 2. This contrast creates dynamic layouts that are organized and intuitive.

Two horizontal bars are positioned above and below the text. Each bar is composed of a yellow segment on the left and a blue segment on the right, extending from the blue background area into the white background area.

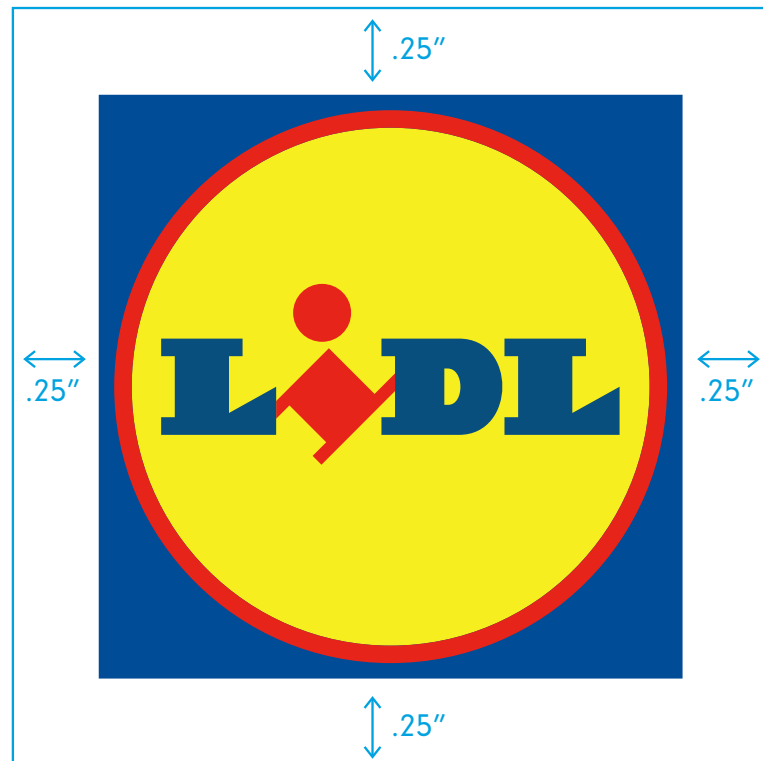
**logo  
& tagline**



# logo usage

## primary logo

This is the primary logo and must be used on all marketing communications, including but not limited to, printed pieces, presentations, advertising, and all materials that represent the company to external audiences. The logo should not be altered, stylized, rendered, or obstructed in any way. If you are unsure about the correct logo and its placement, please contact advertising within the marketing department for further advice.



### clear space and size

The logo needs room to breathe in order for it to preserve the integrity and visual impact of the logo. Please allow a minimum .25" around the logo. Never use the logo smaller than .5" in print or 75px on screen / web.

### print version

Primary logo in a cmyk color space which reproduces accurately for all print purposes. Never print the logo smaller than .5" or 100px on screen.

Lidl-Logo\_4C.eps



### screen version

Primary logo in a rgb color space which reproduces accurately for all digital and screen related purposes. Never print the logo smaller than .5" or 100px on screen.

Lidl-Logo\_rgb.eps



### black and white version

Primary logo in a black and white color space which reproduces accurately for all instances of print where only 1 color is available. Never print the logo smaller than .5" or 100px on screen.

Lidl-Logo\_1C.eps



# logo usage on background

When using the logo on either a color background or over top of a photo, it's important to make sure the logo includes its white border. This helps the logo stand out from its colorful or busy backgrounds. The white border is included in the Lidl logo and should scale proportionally as the scale of the logo changes.





## logo with tagline

---

horizontal



**life  
better  
spent.™**

## logo with tagline

---

vertical



**life better spent.™**

## incorrect usage

Our logo is very important to us, and a great deal of time and effort have gone into crafting the perfect embodiment of our brand. We ask designers and users to respect this by keeping it in its pure form within the rules specified in this guidebook. If you are unsure about the correct logo and its placement, please contact advertising within the marketing department for further advice.

The following are just a few examples of improper usage that would violate the Lidl logo and brand.

### low resolution

The logo should always be reproduced from an approved vector file, not a jpeg. If you need this file please contact advertising within the marketing department.



### changing box size

Never change the box size around the logo. When placing the logo make sure nothing scales down in size that changes it from the original logo.



### removing elements

Never remove the box or any other elements in the logo. They are a package and must never be separated or the logo colors altered in any way.



### obstructing logo

Never change the box size around the logo. When placing the logo make sure nothing scales down in size that changes it from the original logo.



### adding effects

Never add any effects to the logo, including but not limited to, gradients and drop shadows.







**corporate  
communications**

## corporate affinity

The better shopping experience Lidl has carefully developed doesn't begin with our customers or our stores. Our commitment to greater efficiency and quality extends to every part of our business, from corporate and the supply chain to real estate and our communities.

**the  
shop  
starts  
here.**





# start here.

## corporate setting scenario

- + show a vibrant and active workplace
- + support the style of individuals
- + celebrate collaboration
- + emphasize beauty of environment
- + natural portraiture style





# extended family

partner values scenario

- + show texture of environment / process
- + personality of partners
- + local / community focus
- + tell a story

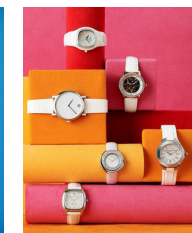
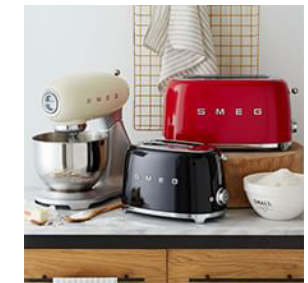




# appetizing arrangement

## packaged product scenario

- + private label / high quality
- + branded arrangement
- + supporting ingredients / products

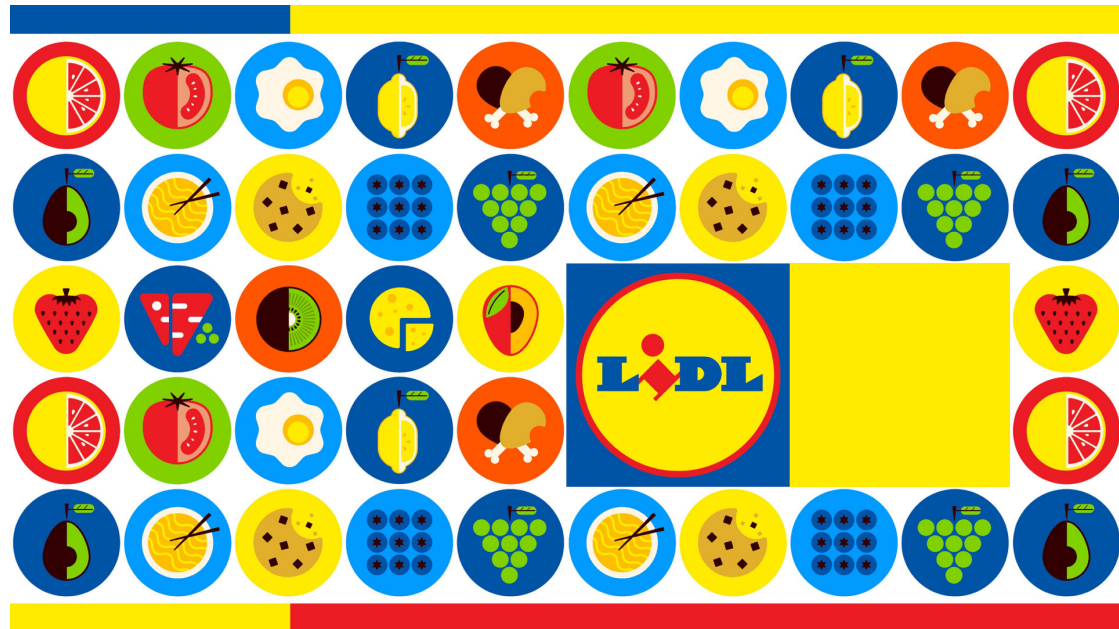




**brand  
overview**







more questions?

# contact

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**brand  
guidelines**  
v1.5

