



Lexmark Brand Center overview

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Purpose

The Lexmark Brand Center is our “single source of truth” for brand standards, visual identity guidelines, related resources and information. The Brand Center provides the building blocks needed to create materials that represent the Lexmark brand across channels and media touch points and to keep the brand cohesive and consistent for internal and external audiences.

Audience

Our content is developed to address the needs of internal teams and third-parties such as Lexmark partners and support agencies.



Individual contributors



Lexmark partners



Third-party agencies

Guiding principles

Lexmark design principles reflect our philosophies for creating visuals and experiences that represent core Lexmark characteristics of: **focus, expertise, accessibility** and **authenticity**. The purpose of Lexmark design principles is to promote cohesive designs and inspire goal-oriented decisions, enabling creative visual solutions that effectively express our brand look and feel.

- ▶ Create focus with design
- ▶ Drive simplicity over complexity
- ▶ Use a modular design approach
- ▶ Create goal-driven designs
- ▶ Create designs that are light and open vs. dark and dense
- ▶ Prioritize user-first thinking
- ▶ Flex designs for digital touchpoints
- ▶ Prioritize function over trends
- ▶ Use brand elements impactfully
- ▶ Plan for global scalability

Guiding principles

Create focus with design

Create focus with intentional elements that direct attention toward key aspects of the collateral, product or environment and create a visual hierarchy. Thoughtful use of layout and visual cues will guide the users' attention and lead to enhanced user experiences and more effective communication.

ASK YOURSELF:

Q: Does the design create a clear hierarchy for the user?

Drive simplicity over complexity

Create straightforward designs that minimize unnecessary intricacies. By focusing on simplicity, designs can enhance succinct communication and confident interactions. More streamlined designs foster quicker understanding for the target audience, which can increase trust of the Lexmark brand.

ASK YOURSELF:

Q: Is the design presented in a succinct, scannable format?

Use a modular design approach

By following modular design principles, the design elements are broken down into smaller, reusable components and patterns. This enhances efficiency for creating content and global updates while allowing flexibility for creating new designs. Additionally, this promotes vetted designs that maintain cohesive brand looks and experiences.

ASK YOURSELF:

Q: How can I make use of existing components and design patterns effectively?

Create goal-driven designs

By keeping a clear objective in mind, designers can create impactful visuals and experiences that effectively communicate the intended message and drive the target audience toward desired actions.

ASK YOURSELF:

Q: Will the design prompt the user to take action or connect with the content?

Create designs that are light and open vs. dark and dense

Overall, opt for light, bright designs to convey an approachable feel, modern look and airy aesthetic. Avoid dense, dark elements. In cases where darker elements are needed for contrast, keep the balance of the design lighter. Use darker design themes sparingly and intentionally for specific use cases that benefit the end user or project goal.

ASK YOURSELF:

Q: Should this design theme be lighter or darker considering the use case?

Prioritize user-first thinking

Focus on intuitive layouts, clear navigation and accessible aesthetics. This enhances the user experience and considers their needs, preferences and goals. Approach designs with empathy, usability and visual choices that aim to create a seamless, engaging, user-centric and audience-oriented experience.

ASK YOURSELF:

Q: What does the user need from the design and/or what benefit will user receive from this experience?

Guiding principles

Flex designs for digital touchpoints

Consider digital platforms when designing. A high percentage of our content is accessed digitally. Focusing on responsive web design, user-friendly interfaces and optimized content for various devices helps ensure that designs work seamlessly across the digital landscape, delivering an inclusive user experience.

ASK YOURSELF:

Q: Will this design concept and execution flex for both static and dynamic purposes?

Prioritize function over trends

A functional approach helps ensure that content resonates with the target audience and fulfills its intended purpose effectively. Keep designs rooted in proven best practices, industry standards and designs and experiences that represent the Lexmark brand. Keep a clear line between design innovation and trends that might diminish performance or goals.

ASK YOURSELF:

Q: Does the new design or feature enhance performance, goals and/or brand equity or diminish overall?

Use brand elements impactfully

Leveraging foundational elements in designs reinforces brand consistency and builds trust with our users. Overusing these elements in designs can divert key focus from content. Strategic placement of the attention-grabbing building blocks of the brand elements such as photos and colors is needed to keep designs balanced and visually effective.

ASK YOURSELF:

Q: Does the design use brand colors and elements in a balanced way with other content to maximize impact?

Plan for global scalability

By anticipating linguistic and cultural variations, designers can plan for adaptability of the content to different regions with more flexible designs. This approach helps keep the content consistent for global audiences and facilitates translation workflow efficiencies.

ASK YOURSELF:

Q: Will this design flex for longer or shorter content from translations and visually resonate with geographically diverse audiences?

Lexmark brand history

Founded in 1991 and headquartered in Lexington, Kentucky, Lexmark creates cloud-enabled imaging and IoT technologies that help customers in more than 170 countries worldwide quickly realize business outcomes. Through a powerful combination of proven technologies and deep industry expertise, Lexmark accelerates business transformation, turning information into insights, data into decisions, and analytics into action.

