



Smarter
technology
for all

Lenovo

Lenovo Sustainability Solutions
Identity Toolkit 2023

Contents

01

Our driving force

Our Why — the core set of beliefs that keeps us questioning, exploring, and innovating — is derived from our purpose. We speak from our Why, then support it with How we approach the problem and What uniquely allows us to solve our customers' needs. Being able to articulate the Why, How, and What of Lenovo Sustainability Solutions is an essential part of communicating our value.

Our driving force

Our Why

We believe the decisions organizations make now have a profound impact on generations to come and the future of our planet.

This is the time to deepen and expand our global response to the climate crisis. Technology has a pivotal role to play.

Sharing what we know today with our customers and global network of partners lets us work together to build a more sustainable future with meaning and opportunity for all.



Our driving force

Our How

We put our experience, insight, and global partnerships to work, helping you embed sustainability in your organization, rethink and measure sustainable performance, and access the right solutions to turn ambition into action.



Our driving force

Our What

Lenovo Sustainability Solutions equip and empower you to pursue your sustainability goals with smarter end-to-end solutions. From how we make and ship your technology to how you use and return it, we help you reduce waste, better manage your carbon footprint, and keep resources circular.

02

Lighting the way

Lenovo's vision of "Smarter technology for all" means we're committed to delivering technology that improves human outcomes. We're not developing tech for tech's sake; we are purposeful in delivering human-centered innovation. The same holds true for Lenovo Sustainability Solutions.

Lighting the way

Promise

**Partnering with you to create
a sustainable future for your
organization and the wider world.**

To get to our loftiest sustainability goals, bold initiatives and innovation must be both imagined and achieved. It will take time, innovative thinking, and resources, underpinned by a deep sense of purpose that we enthusiastically take on.

It's our goal to be a true collaborator — a force multiplier for positive change through sharing common sustainability commitments with customers, partners, and suppliers across the industry and the globe.



Lighting the way

Value proposition

Lenovo is committed to achieving net-zero greenhouse gas emissions by 2050, with science-based targets validated through the Science Based Targets initiative (SBTi) Net-Zero Standard.

We deliver tailored Sustainability Solutions, devices, and infrastructure solutions from our broad portfolio to support your target outcomes across the IT lifecycle.

Lenovo works with any size company, at any level of experience, and meets you wherever you are on your sustainability journey.

We harness innovation to reduce emissions across our operations and value chain, increasing sustainability in manufacturing and decreasing the environmental impact of our products.



Lighting the way

Messaging pillars

The following pillars are the three foundational aspects of Lenovo Sustainability Solutions. Each pillar includes messages described in the full Lenovo Sustainability Solutions messaging framework.



PILLAR 1

Choose sustainable technology

Look for technology solutions with sustainability built in

Making sustainable choices when it comes to your organization's technology can go far beyond comparing energy efficiency scores.

At Lenovo, we're committed to providing hardware and solutions with sustainability built in at every opportunity, so you — and we — can achieve our shared sustainability commitments and make a meaningful difference for our world.

- Benefit from Lenovo's sustainability journey.
- Be a sustainable company employees want to work for.
- Buy responsibly with built-in sustainability.
- Choose energy-efficient devices and servers.
- Eliminate individual packaging waste with bulk packaging and server rack integration.
- Let Lenovo Logistics Services help reduce your carbon footprint while delivering your IT.



A woman with short dark hair, wearing a light blue button-down shirt and an orange lanyard with a badge, is looking down at a laptop she is holding. She is in a server room, with server racks visible in the background. The lighting is soft and focused on her.

Lighting the way

PILLAR 2

Take smarter climate action

Increase energy efficiency and decrease emissions

Choosing technology that supports your sustainability commitments is important. But, as a true partner on your journey, Lenovo is committed to helping you take smarter climate action with the technology you use every day — with sustainable practices across the device lifecycle. Not only are these climate actions environmentally responsible, they are also cost-efficient.

- Buy with as-a-service models.
- Optimize energy consumption in the data center with as-a-service solutions and software.
- Boost data center energy efficiency with liquid cooling technology.
- Make tangible contributions toward managing your IT carbon footprint with offsets.
- Get tailored sustainability solutions to meet your organization's needs.

Lighting the way

PILLAR 3

Support the circular economy

Minimize e-waste and maximize device lifecycle

As global citizens, we're all sharing our planet's finite resources. And with the accelerating rate of change in business today, technology can be very resource-intensive.

As your technology partner in pursuing sustainability commitments, Lenovo has a wide range of ways to help you minimize e-waste and maximize your IT lifecycle in support of a more sustainable circular economy.

Our end-to-end services embrace a "design, use, return" philosophy that optimizes both the technology experience for your users and the utilization of our collective resources.

- Reuse or recycle assets responsibly with end-to-end asset recovery services to increase circularity and save costs.
- Give devices a second lease on life with Recertified services.
- Extend device refresh cycles with premium warranty services.
- Eliminate over-provisioning and reduce the environmental footprint of your employee technology with TruScale DaaS.



03

Capturing our spirit

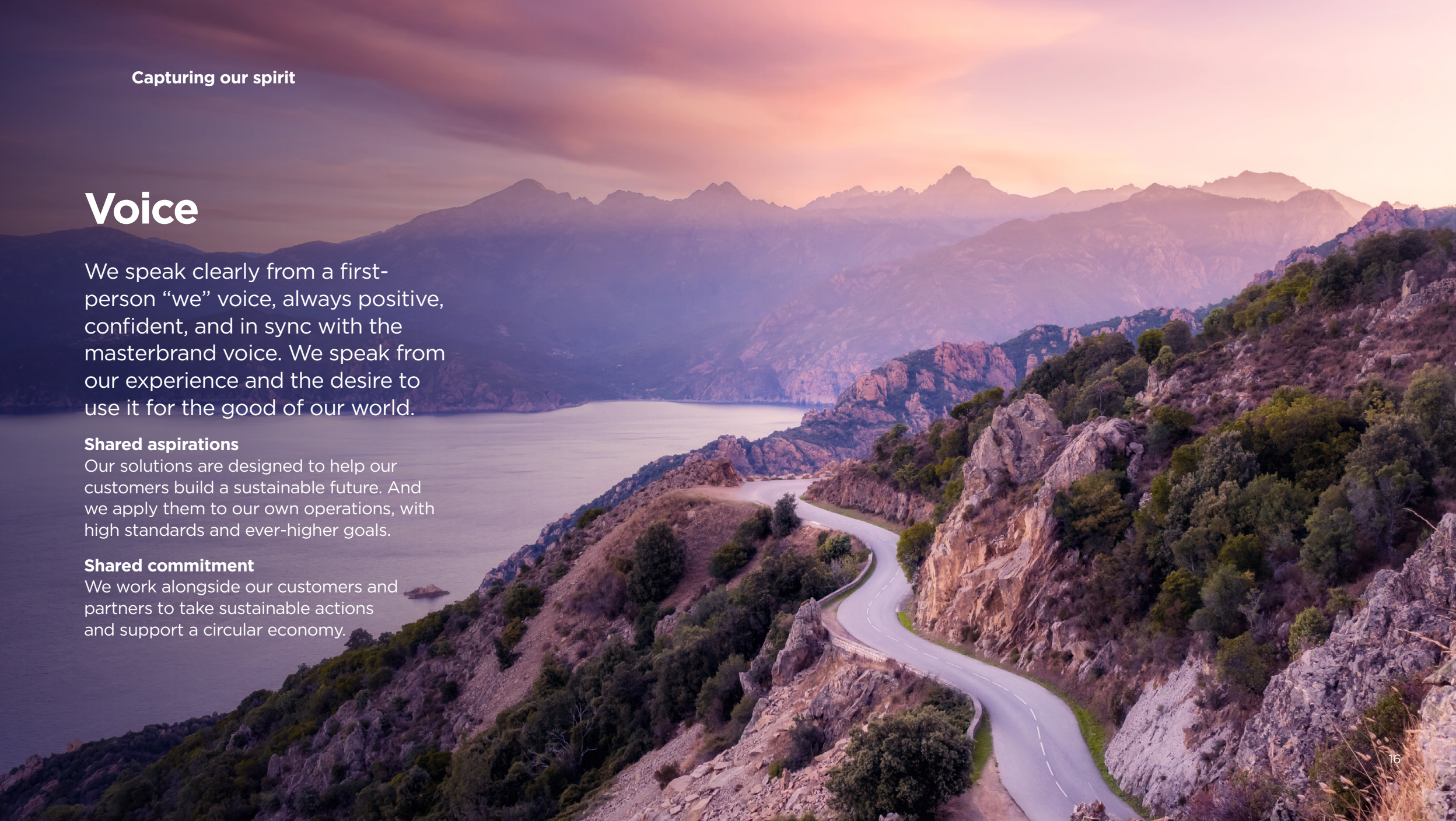
Not only is the content of our messaging important, but also the style we use to convey it. How our messaging is delivered is important to create a consistent, recognizable style. Our style comes together through personality and voice — Lenovo's personality includes being purposeful in everything we do, brave in our actions, and unexpected in the category.

Capturing our spirit

Personality

The spirit of Lenovo Sustainability Solutions is optimistic, visionary, and focused. It is energized by the potential of technology to empower businesses and individuals with sustainable solutions to solve the challenges threatening our environment. The expression of our personality should support the Lenovo masterbrand personality traits of purposeful, unexpected, and brave.





Capturing our spirit

Voice

We speak clearly from a first-person “we” voice, always positive, confident, and in sync with the masterbrand voice. We speak from our experience and the desire to use it for the good of our world.

Shared aspirations

Our solutions are designed to help our customers build a sustainable future. And we apply them to our own operations, with high standards and ever-higher goals.

Shared commitment

We work alongside our customers and partners to take sustainable actions and support a circular economy.

04

A unique perspective

Lenovo's imagery communicates how we see the world and brings the brand to life. It is used to tell stories and to illustrate our point of view. A collection of photography, curated for Lenovo Sustainability Solutions, will complement and energize content. Composed of five themes, the collection leans into settings where materials and colors appear organic in nature and aims to represent a variety of situations.



A unique perspective

Collection



05

Expressing our style

A curated collection of Lenovo brand elements created just for Lenovo Sustainability Solutions helps bring content to life. Maintaining visual consistency strengthens recognition of Lenovo and our Sustainability Solutions in the global marketplace.

Expressing our style

Logo

The red logo is our most recognizable visual asset. Our signature red color represents the heart of the company and our passion to deliver smarter technology for all.

Descriptive names

Descriptive names are not brands and should follow text-only treatment using our corporate-approved fonts. Use the same weight font for all words and related content. For example, use bold for headlines and book for body copy. Use one line unless the application calls for two lines. Do not combine words or use multiple colors within a line.

Descriptive name
in a headline

Lenovo Sustainability Solutions

This is an example of secondary messaging.

Smarter
technology
for all

Lenovo

Logo-tagline
lockup

Descriptive
name as a label

Lenovo Sustainability Solutions

This is an example of a headline.

This is an example of
secondary messaging.

Smarter
technology
for all

Lenovo

Logo-tagline
lockup

Typography

Gotham is our corporate typeface and should be used for all marketing and external communications. It is a modern typeface available in a variety of weights (also known as fonts) for flexibility of use in communications.

Gotham Bold, sentence case is the preferred font for prominent messaging in all Lenovo communications.

Gotham Book, sentence case is the preferred font for secondary messaging in all Lenovo communications.

Information about how to obtain a license for Gotham can be found [here](#).

Label on single line (descriptive name)

This is an example of a headline.

This is an example of the secondary messaging with multiple lines of content.

This is a paragraph header

This is an example of a body copy. Gotham is our corporate typeface. Gotham has many choices, and we primarily use two fonts within the typeface family. Gotham Bold is the preferred font for prominent messaging. It can also be used when differentiation in style, such as weight, is needed to define and organize content.

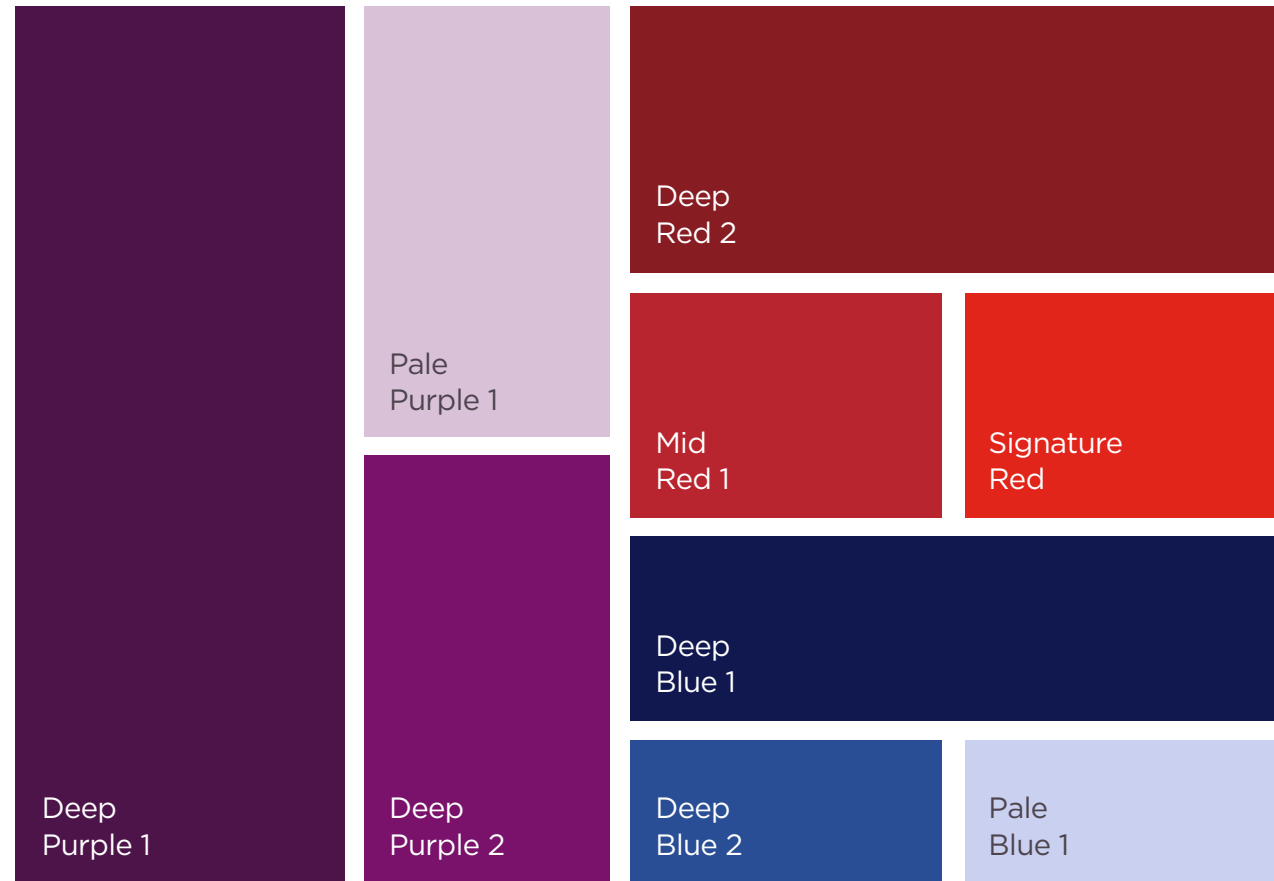
Gotham Book is a secondary font within the typeface family and plays an important role in setting the information hierarchy by categorizing content according to a contrast and variation in typographic style.

Call to action

Color in design

Red represents the passion and the heart of the company. As our primary color, red should be present in every touchpoint for the Lenovo brand, beginning with our signature red logo. Our connector and secondary palettes work to elevate our emphasis on red.

Look for opportunities to utilize blues and purples from the palette. They help complement the organic tones in Sustainability Solutions photography.



Expressing our style

Color in photography

The Lenovo Sustainability Solutions photography collection explores settings where materials and colors that are or appear organic in nature are present — for example, woods, open skylines, and plant life over metals and glass.

Pops of red are utilized, and purples and blues from the brand palette are placed in clothing and environmental/ background elements to complement the Knowledge and Creative gradients. Greens in plant life lean darker as to not distract from the subject matter.



Gradient and pattern

Custom freeform gradients that have been carefully crafted from the brand palette bring depth and dimension to all our touchpoints.

The subtle addition of the alpha pattern in the background adds a unique layer to the visual identity.

Lenovo Sustainability Solutions assets utilize the deep gradient Knowledge as primary and the pale gradient Creative as secondary.



Deep — Knowledge



Pale — Creative



Iconography

Lenovo has a simple, singularly focused icon style that is consistent across all product brands and across all platforms. From print to packaging to digital, the icon style helps users quickly and simply identify and navigate.

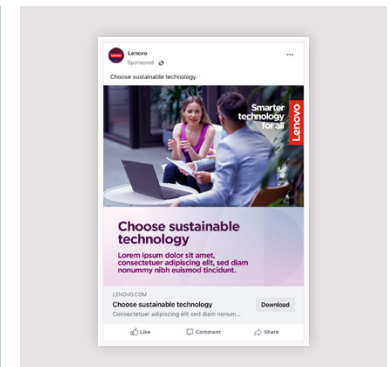
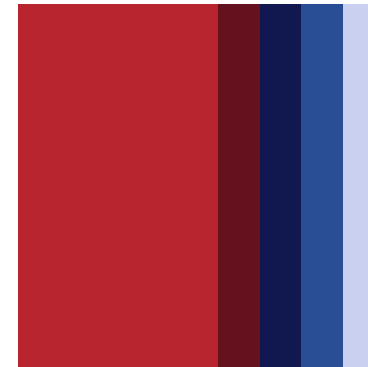
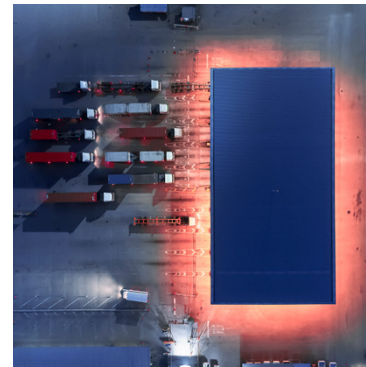
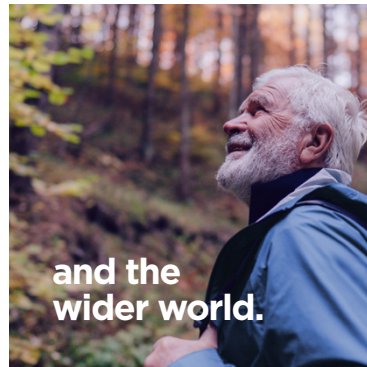
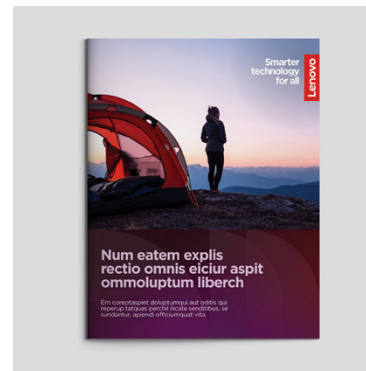
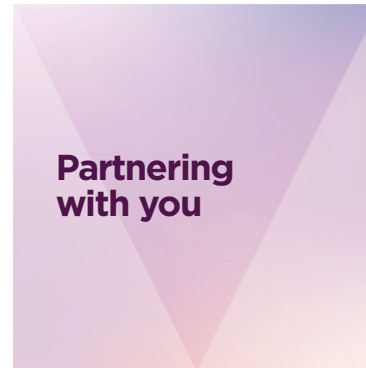
The library to the right has been curated from the masterbrand set of icons, as well as custom iconography, for their relevance to Sustainability Solutions. Using this set of icons ensures that concepts can be represented consistently in Sustainability Solutions materials.

If additional icons are needed, pull from the Lenovo master set of icons or use the icon creation guidance provided on **Brand World** to create custom iconography appropriate for Lenovo Sustainability Solutions needs.



Expressing our style

Brand elements at a glance



Expressing our style

Application examples



Brochure



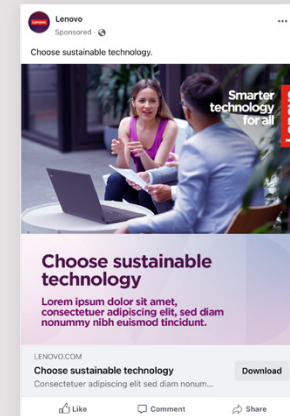
Event banner



Article



Social



For additional Lenovo Masterbrand guidance,
visit [Lenovo Brand World](#).

**Smarter
technology
for all**

Lenovo