

Essential principles of brand guidelines illustrated in a practical manual for understanding, selecting and applying elements of the Lih Ming brand





brandgrammar™

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Enabling Enterprise







Contents

6	Foreward
8	The Lih Ming Brand
12	Brand Identity
18	Corporate Stationery
32	Corporate Uniform
36	Digital Usage
40	Personal Protective Equipment
42	Onsite Equipment
48	Environmental Branding

Foreword



This brand manual concludes Lih Ming's extensive branding journey.

It stems from the brand audit phase that cuts through all levels and digs deep into what matters.

It interprets the brand strategy into very applicable and tangible deliverables. It is a document that should be referred to frequently and regularly in order to understand, measure and apply.

It must be made readily available to all stakeholders; simple in language and easy to use.

It encapsulates the entire brand essence by transforming it into executables and artefacts to be used in real-life applications and environments.

In its entirety, the brand manual is the culmination of the branding journey.

The Lih Ming Brand





The brand is captured by a superbold line culminated with a solid concentric.

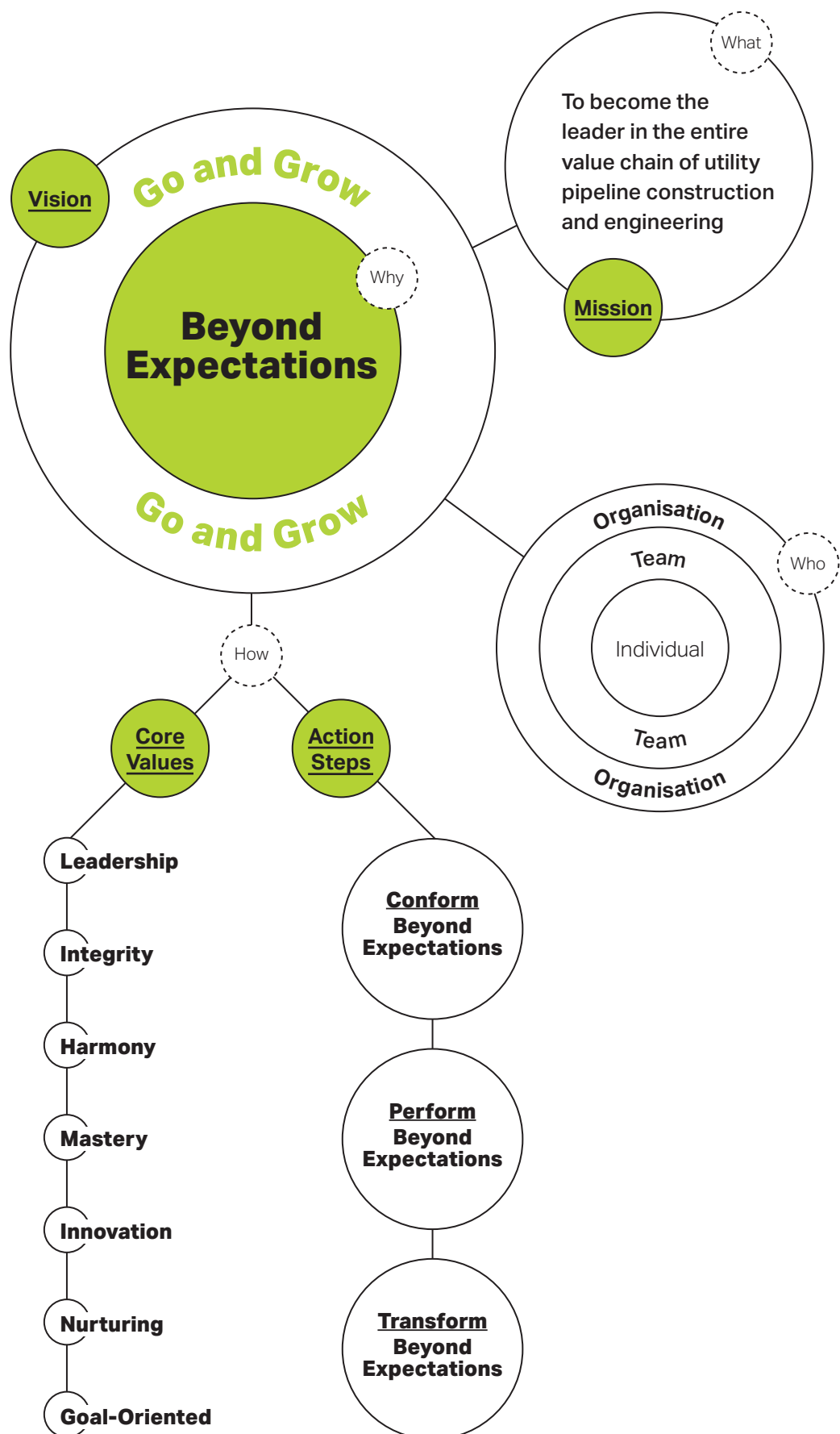
It represents the pipe, the tunnel that always end with bright hope for the future.

It embodies the foundation that leads to better and greater things.

It epitomises the teamwork that is finally the responsibility of the individual.

**LIH
MING**

The logo graphic consists of a solid lime green horizontal bar followed by a solid lime green circle, positioned directly beneath the word 'MING'.



Brand Identity

Logo Clearspace



Colours



Pantone Solid



Pantone Black



Pantone 381C/ U

Pantone Process



Pantone Process Black



Pantone S302-2

CMYK



100K



35C 0M 100Y 0K



Logo Variations



Vertical



Horizontal

BEYOND EXPECTATIONS

Brand Slogan



Logo with Slogan



Full black logo on green background



Full black logo on green background



Inverted vertical logo



Inverted horizontal logo

Typography — Print

Aktiv Grotesk

**We go and
grow beyond
expectations.**

Aa Aa

Aa Aa

Typography — Web

Source Sans Pro

**We go and
grow beyond
expectations.**

Aa

Aa

Aa

Aa

Corporate Stationery



Name Cards

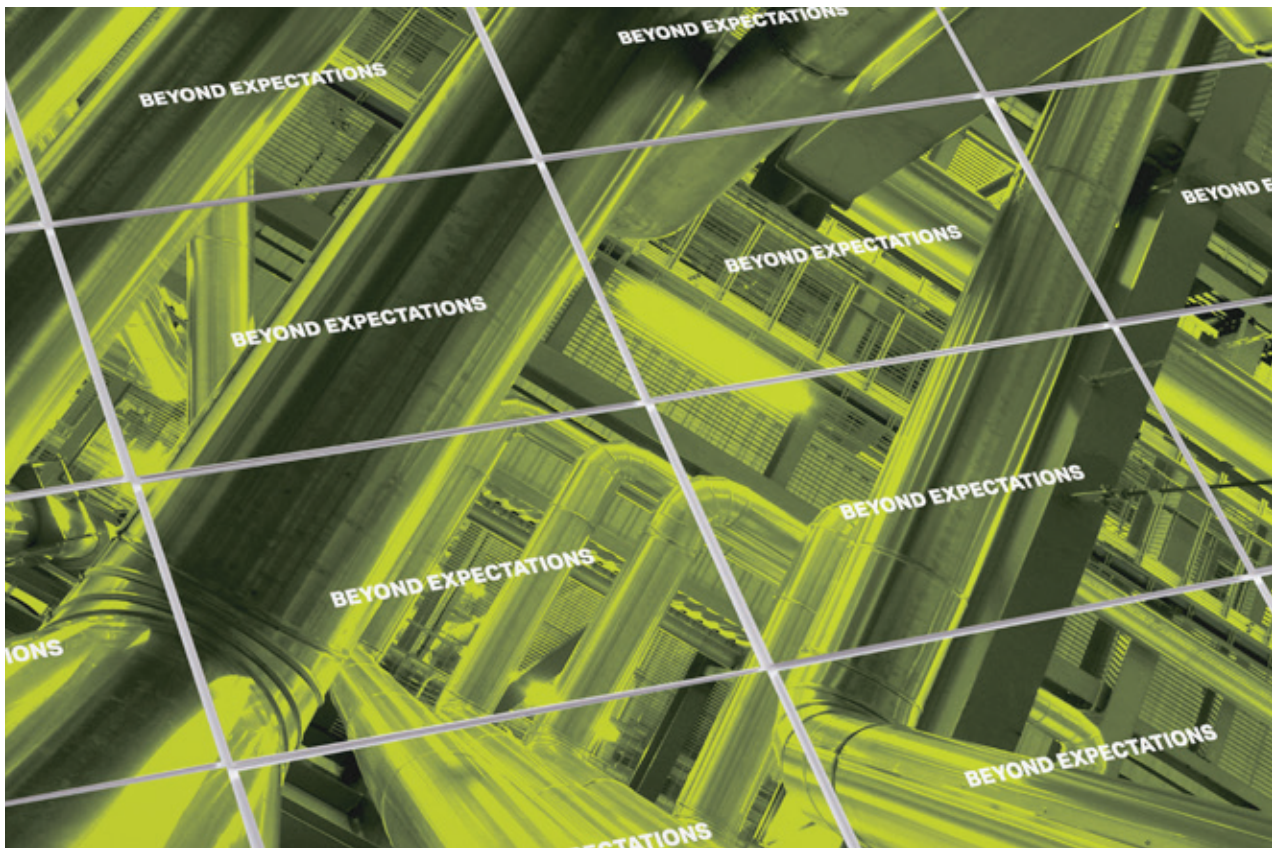


01



02

- 01 Front
- 02 Back – a different image on every name card, as illustrated on the facing page



An image that embodies the back of
the company's name cards



Lih Ming Construction Pte. Ltd
Woodlands Industrial Xchange
71 Woodlands Ave 10
#02-18 Singapore 737743

Reg no. 200202569E
T. +65 6555 2555
F. +65 6555 5554
general@lihming.com.sg

BEYOND EXPECTATIONS

25th March 2017

Mr. Dui Purus Semper

Donec Blandit Felis Pte. Ltd.
75 Woodlands Industrial Park
#34-20
Singapore 100100

Dear Nunc Ornare,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sodales orci non neque ultricies consectetur. Nunc sed orci pretium, elementum turpis et, pretium ipsum. Maecenas mollis venenatis porttitor. Morbi sapien metus, scelerisque quis rhoncus sed, consequat vel ex. Phasellus posuere velit sit amet imperdiet porta. Sed in mi libero. Sed gravida leo vulputate iaculis pellentesque. Quisque non nisl non dui hendrerit tincidunt. In auctor massa turpis, eu vestibulum orci ultricies a. Etiam orci nunc, rhoncus eu consectetur id, faucibus eget mi. Curabitur auctor nibh turpis, eget lobortis lectus mollis et. In sollicitudin lacus eu sapien finibus, quis suscipit mi rutrum. Suspendisse maximus dui purus. Suspendisse at varius est. Nam metus tortor, condimentum sagittis orci ac, facilisis condimentum ante.

Fusce vel blandit ex. Pellentesque at leo at quam mattis lobortis. Integer orci nisl, consequat nec auctor at, eleifend vel turpis. Phasellus eget velit consequat, rhoncus nibh id, volutpat elit. Curabitur eget facilisis nibh. Aliquam varius velit quis interdum vestibulum. Nam a cursus sapien. Sed ut nisi ac orci laoreet convallis quis quis est. Maecenas convallis leo erat. Interdum et malesuada fames ac ante ipsum primis in faucibus. Vivamus rutrum sem at tellus dignissim, non interdum enim rhoncus. Aenean in tempor libero. Phasellus laoreet neque non diam varius suscipit.

Suspendisse fringilla est in dolor luctus euismod. Sed malesuada euismod varius. Nam eu massa mollis, vestibulum erat quis, eleifend magna. Quisque facilisis, arcu in pharetra egestas, ex quam pellentesque diam, sit amet auctor enim metus ut felis. Vestibulum a nibh eget magna facilisis ullamcorper sed non felis. Duis volutpat lobortis dui, nec imperdiet lacus. Ut neque dui, luctus non sodales ac, tempus eget velit. Mauris viverra pharetra tincidunt. Integer aliquam lectus nec est tempor, placerat imperdiet urna volutpat.

Maecenas tempus vulputate leo, at dignissim est vulputate quis. Ut mollis ex nec libero tincidunt consequat. Ut dictum vestibulum nisi ac luctus. Praesent dapibus molestie elit vel scelerisque. Etiam pulvinar lorem aliquam risus congue imperdiet. Proin sit amet quam ipsum. In convallis enim vel tellus gravida gravida. Morbi pulvinar et diam in ullamcorper. Curabitur pretium libero convallis lectus gravida sodales. Morbi risus nulla, lobortis ut mollis at, efficitur a est. Donec dictum at nibh placerat tempor. Morbi nec ornare neque. Nullam molestie mi vitae elementum porttitor.

Aliquam in purus non sapien consectetur aliquet nec tincidunt sem.

Sincerely,

Tan Lih Weoi
Director



Lih Ming Construction Pte. Ltd
Woodlands Industrial Xchange
71 Woodlands Ave 10
#02-18 Singapore 737743

Reg no. 200202569E
T. +65 6555 2555
F. +65 6555 5554
general@lihming.com.sg

BEYOND EXPECTATIONS

Quotation

Quote to **Lorem Ipsum Pte Ltd**
75 Woodlands Industrial Park
#34-20
Singapore 100100
T. +65 6000 9000
F. +65 6002 9002

Attn **Mr. John**
+65 9123 6123

Quotation no. LM/QUO/201710001
Quotation date 01/ 01/ 2017
Issued by Jane Doe
Valid for 7 days from date above

No.	Description	Qty	UOM	Unit Price (\$\$)	Amount (\$\$)
1	Supply pipe and fittings for extension of 63mm gas pipe. Live connection, and testing and purging. Location: 9, Jervois Hill	1	Job	3,000.00	3,000.00

Terms & Conditions	Subtotal	\$S 3,000.00
1. Quotation does not include any type of reinstatement of site (E.g. turfing, interlocking tiles, asphalt reinstatement and etc.)	GST (7%)	\$S 210.00
2. Pricing basis: In SGD, Ex-Works Singapore, excluding GST	Total	\$S 3,210.00
3. Validity: All quoted prices for a 7 day period from the date of quotation.		
4. Payment Terms: 50% upon confirmation of repair work, balance 50% made payable after repair work is completed.		

This is an estimated cost of repair, any additional unforeseen repair, quantity or other repair works incurred shall be billed to you accordingly.

Confirm & accepted by

Signature & Company Stamp
Name
Date



Lih Ming Construction Pte. Ltd
Woodlands Industrial Xchange
71 Woodlands Ave 10
#02-18 Singapore 737743

Reg no. 200202569E
T. +65 6555 2555
F. +65 6555 5554
general@lihming.com.sg

BEYOND EXPECTATIONS

Invoice

Quote to

Attn

Lorem Ipsum Pte Ltd
75 Woodlands Industrial Park
#34-20
Singapore 100100
T. +65 6000 9000
F. +65 6002 9002

Mr. John Doe
+65 9123 6123

Invoice no.

Invoice date

Issued by

Valid for

LM/INV/201710001

01/ 01/ 2017

Jane Doe

7 days from date above

No.	Description	Qty	UOM	Unit Price (S\$)	Amount (S\$)
1	Supply pipe and fittings for extension of 63mm gas pipe. Live connection, and testing and purging. Location: 9, Jervois Hill	1	Job	3,000.00	3,000.00

Terms & Conditions	Subtotal	S\$ 3,000.00
1. Please make payment to -	GST (7%)	S\$ 210.00
2. Pricing basis: In SGD, Ex-Works Singapore, excluding GST.		
3. Validity: All quoted prices for a 7 day period from the date of invoice.		
4. Payment Terms: 50% upon confirmation of repair work, balance 50% made payable after repair work is completed.	Total	S\$ 3,210.00

This is an estimated cost of repair, any additional unforeseen repair, quantity or other repair works incurred shall be billed to you accordingly.

Confirm & accepted by

Signature & Company Stamp
Name
Date



Lih Ming Construction Pte. Ltd
Woodlands Industrial Xchange
71 Woodlands Ave 10
#02-18 Singapore 737743

Reg no. 200202569E
T. +65 6555 2555
F. +65 6555 5554
general@lihming.com.sg

BEYOND EXPECTATIONS

Purchase Order

To **Lorem Ipsum Pte Ltd**
75 Woodlands Industrial Park
#34-20
Singapore 100100
T. +65 6000 9000
F. +65 6002 9002
Attn **Mr. John**
+65 9123 6123

PO no. LM/PO/201710001
Order date 01/ 01/ 2017
Delivery date 01/ 02/ 2017
Remark Delivery

No.	Description	Qty	Unit	Unit Price (\$\$)	Amount (\$\$)
1	6" + 4" Cone Sleeves & 2 pcs of Powergas logo	50	sets	4.20	210.00
2	SP Powergrid Gas division sticker for signboard (Dimension: 130mm)	100	pcs	0.70	70.00
3	900mm x 900mm "Traffic Light Ahead" Flo-orange reflective sign	6	pcs	75.00	450.00
4	Individual numbering plates – 2mm thick "0-9" reflective for completion date signboard	1	sets	55.00	110.00

Subtotal S\$ 840.00
GST (7%) S\$ 58.80
Total S\$ 898.80

Delivery Address
75 Woodlands Industrial Park
#34-20
Singapore 100100

Contact Person
Mr. John Doe
+65 9123 6123

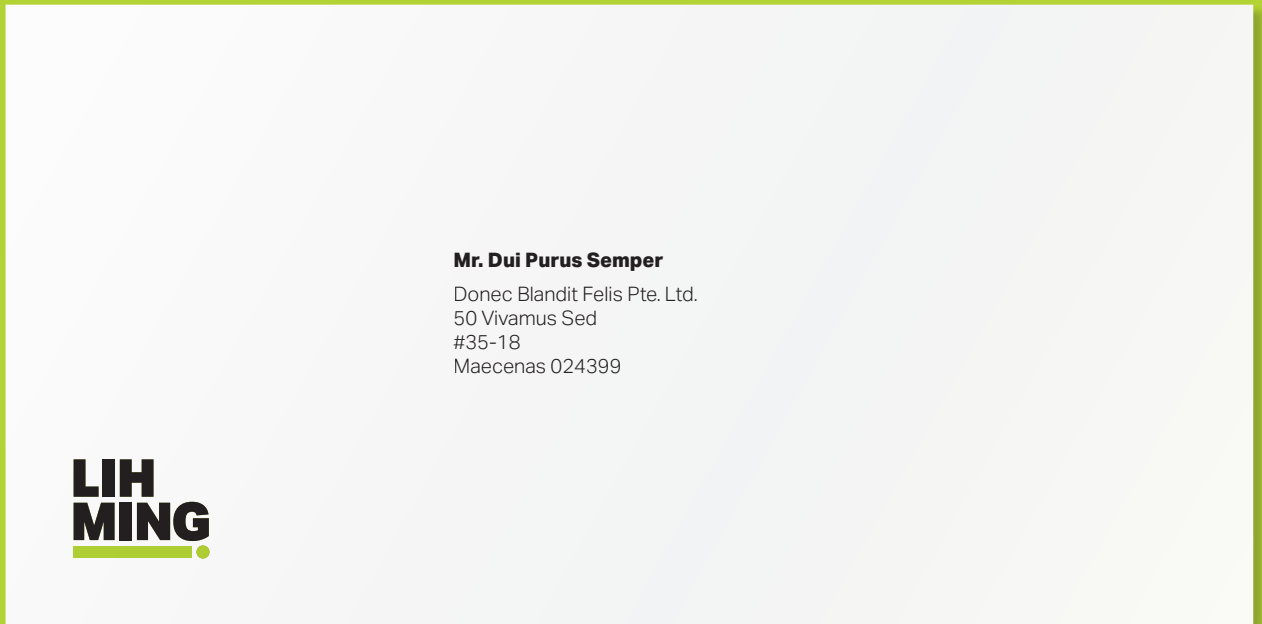
Attention
All invoice to be attached with our
original Purchase Order.

Issued by
Jane Doe

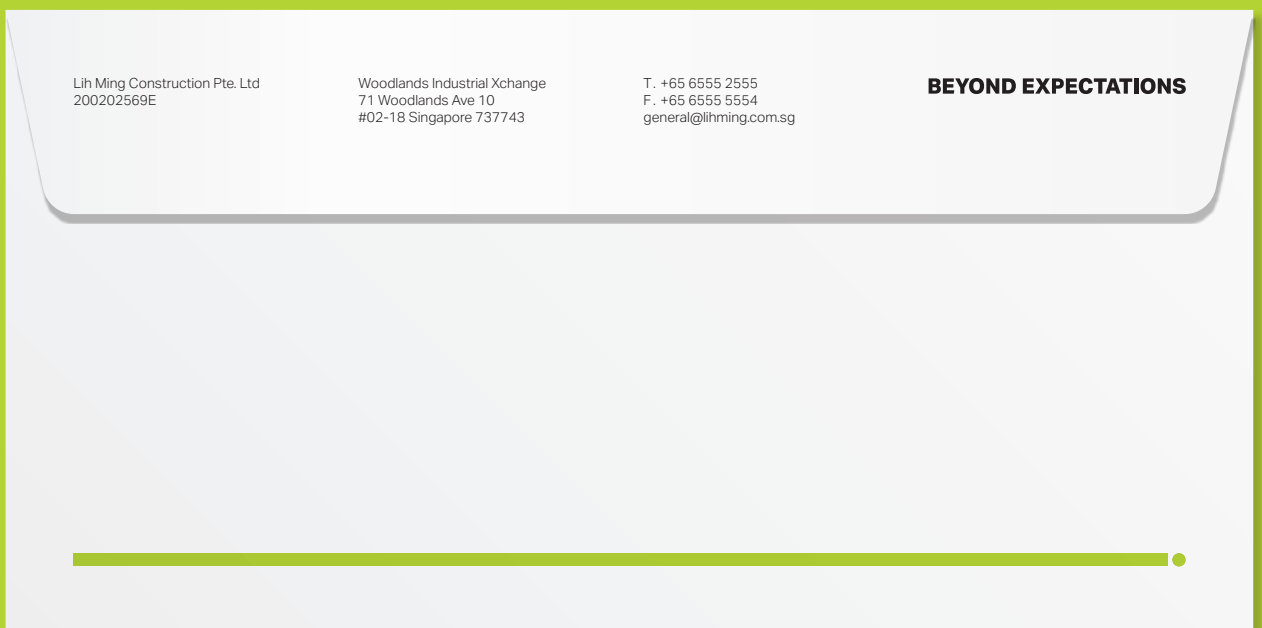
Signature & Company Stamp

Corporate Envelopes





01

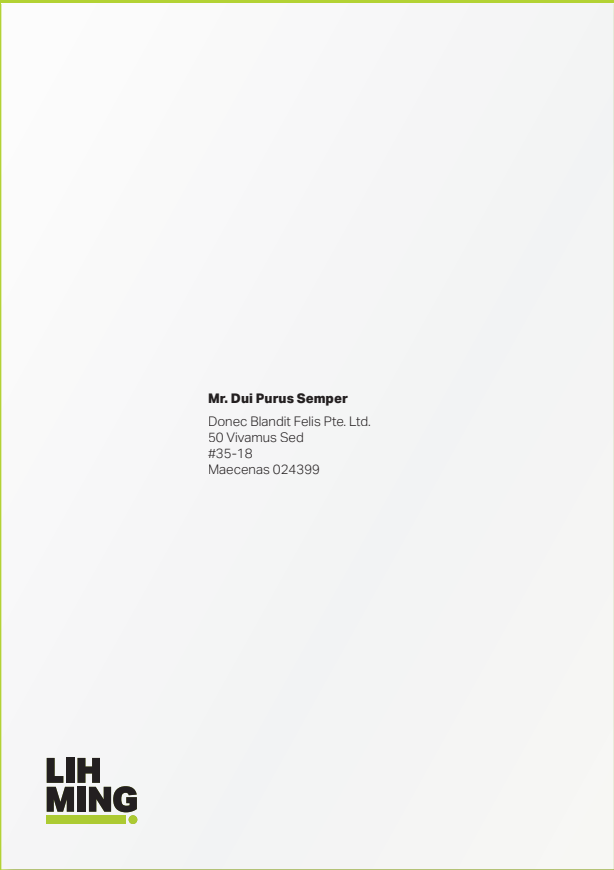


02

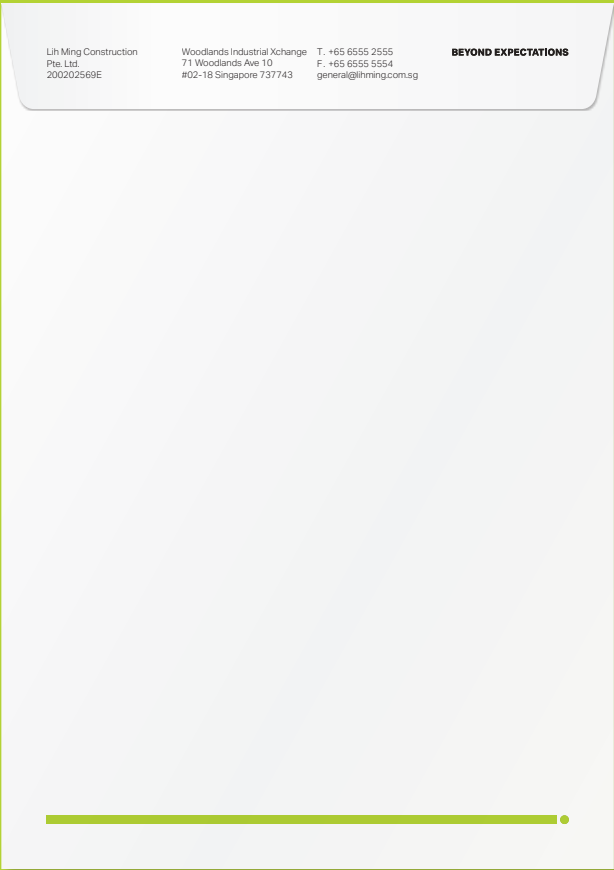
01 DL Envelope Front

02 DL Envelope Back

(75% of actual size)



01



02

- 01 C5 Envelope Front
 - 02 C5 Envelope Back
- (50% of actual size)



Corporate Folder



Corporate folder in
3-dimensional view



01

02



03

- 01 Front
- 02 Back
- 03 Inside, the pockets of the folder is formed by the shapes of the landmark

(25% of actual size)

Corporate Uniform





01



02



03



04

- 01 Black t-shirt design (front)
- 02 Black t-shirt design (back)
- 03 White t-shirt design (front)
- 04 White t-shirt design (back)



01



02



03



04

- 01 Black polo design (front)
- 02 Black polo design (back)
- 03 White polo design (front)
- 04 White polo design (back)



01



02



03



04

- 01 White long sleeve polo (front)
- 02 White long sleeve polo (back)
- 03 Black long sleeve polo (front)
- 04 Black long sleeve polo (back)

Digital Usage

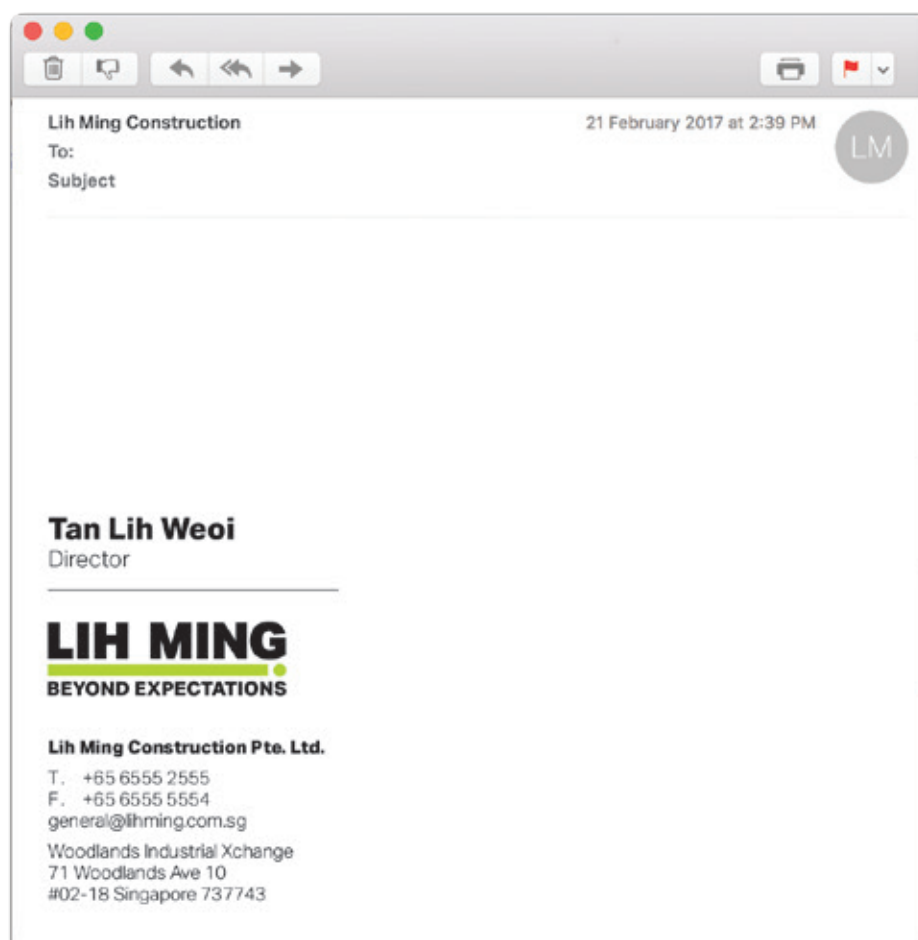
Facebook



01

01 Brandmark for Lih Ming's
facebook page

Email Signature



01

01 Email signature structure
for Lih Ming's staff

Powerpoint slide templates



01



02

Project Title



03

Project Title

Contents

- 01 Powerpoint cover
- 02 Title slide with green background
- 03 Content slide with clear background

(slides ratio — 4:3)

Personal Protective Equipment





01



02



03



04

- 01 White safety helmet for management staff
- 02 Yellow safety helmet for general workers
- 03 Safety vest (front)
- 04 Safety vest (back)

Onsite Equipment





01



02



03

- 01 Safety cone
- 02 White plastic barricade
- 03 Red plastic barricade



01

01 Banner for fenced work sites



01

01 Branding Lih Ming's forklift



- 01 Branding on the left face of an excavator
- 02 Branding on the right face of an excavator



01



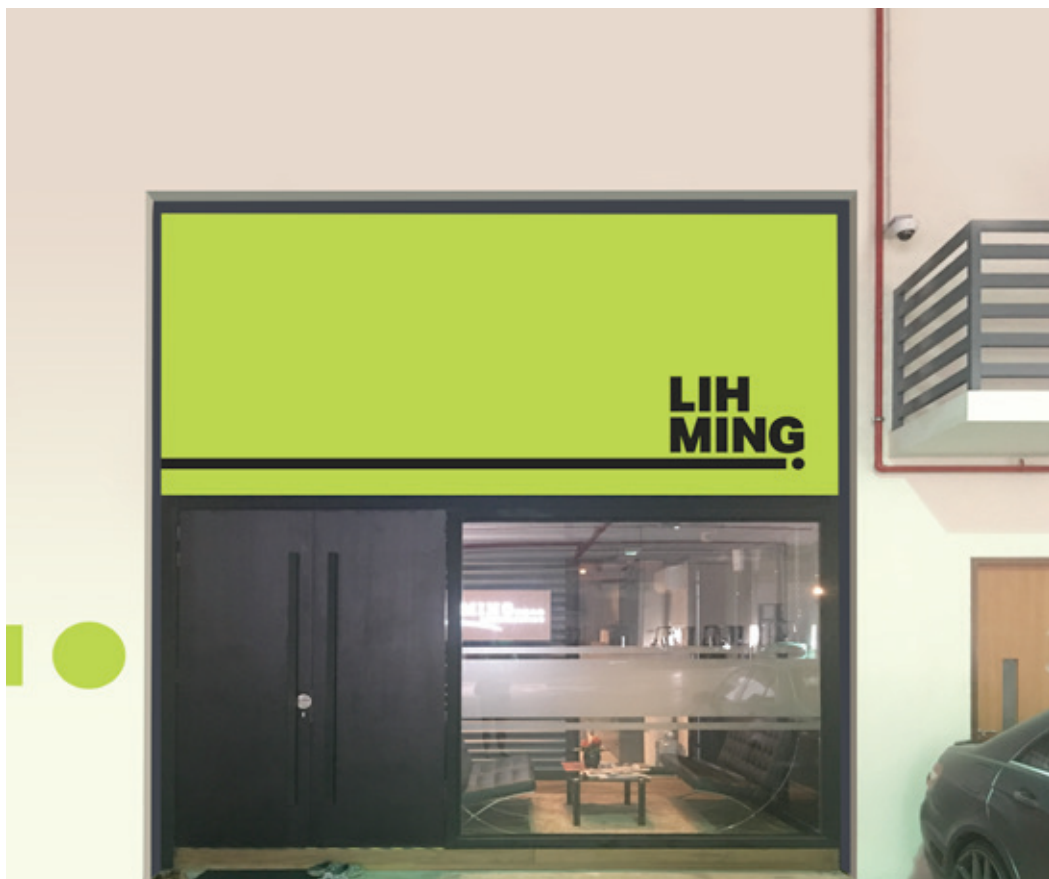
02



03

- 01 Branding on the left of the transportation vehicle
- 02 Branding on the right of the transportation vehicle
- 03 Branding on the back of the transportation vehicle

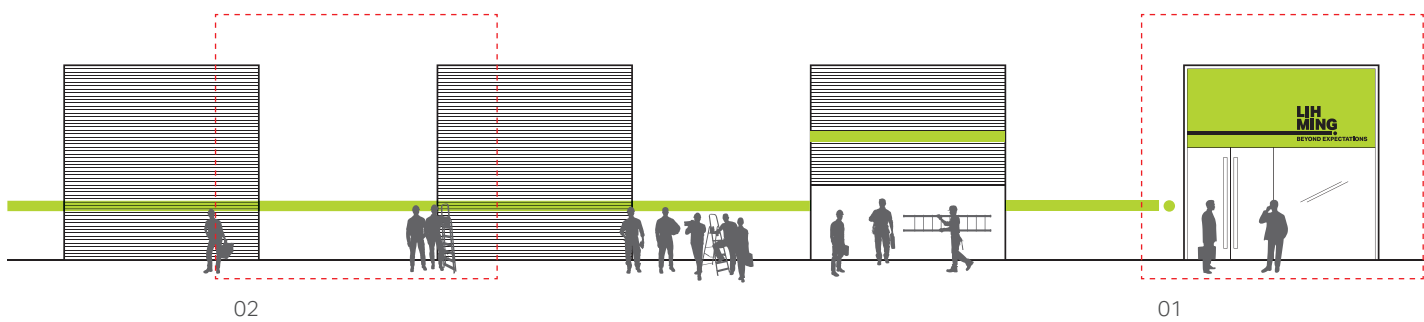
Environmental Branding



01



02



02

01

- 01 Office front signage
- 02 Green strip across Lih Ming's warehouses

Lih Ming's Core Values

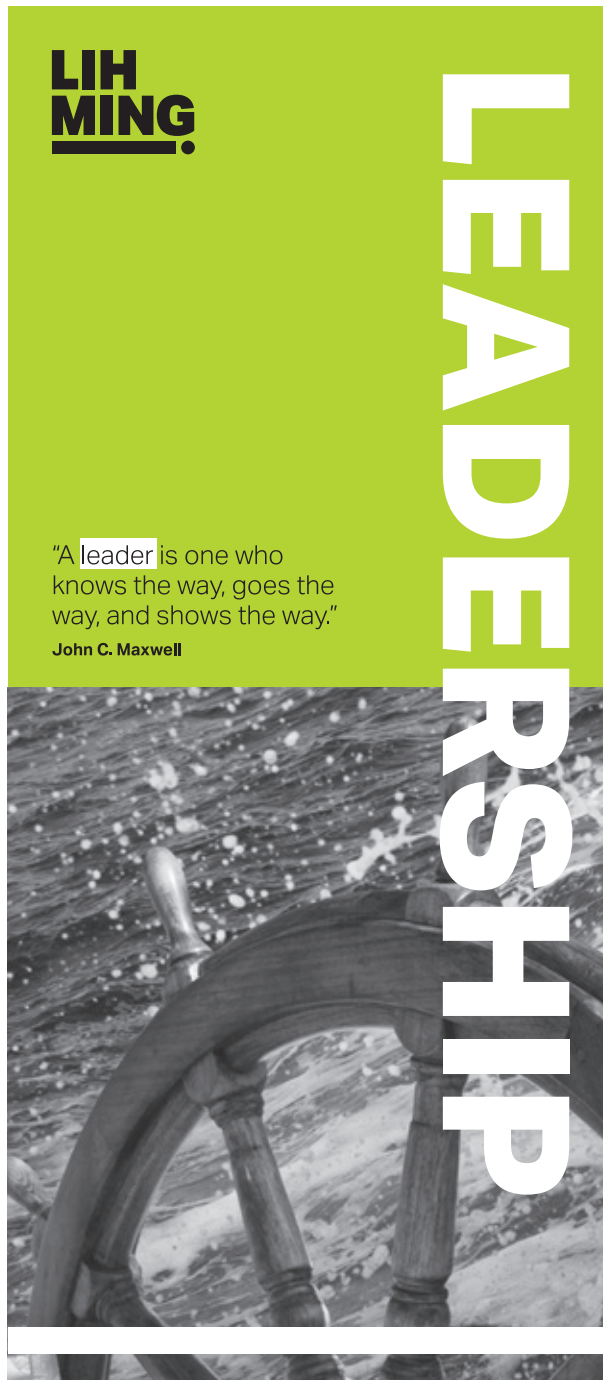


01

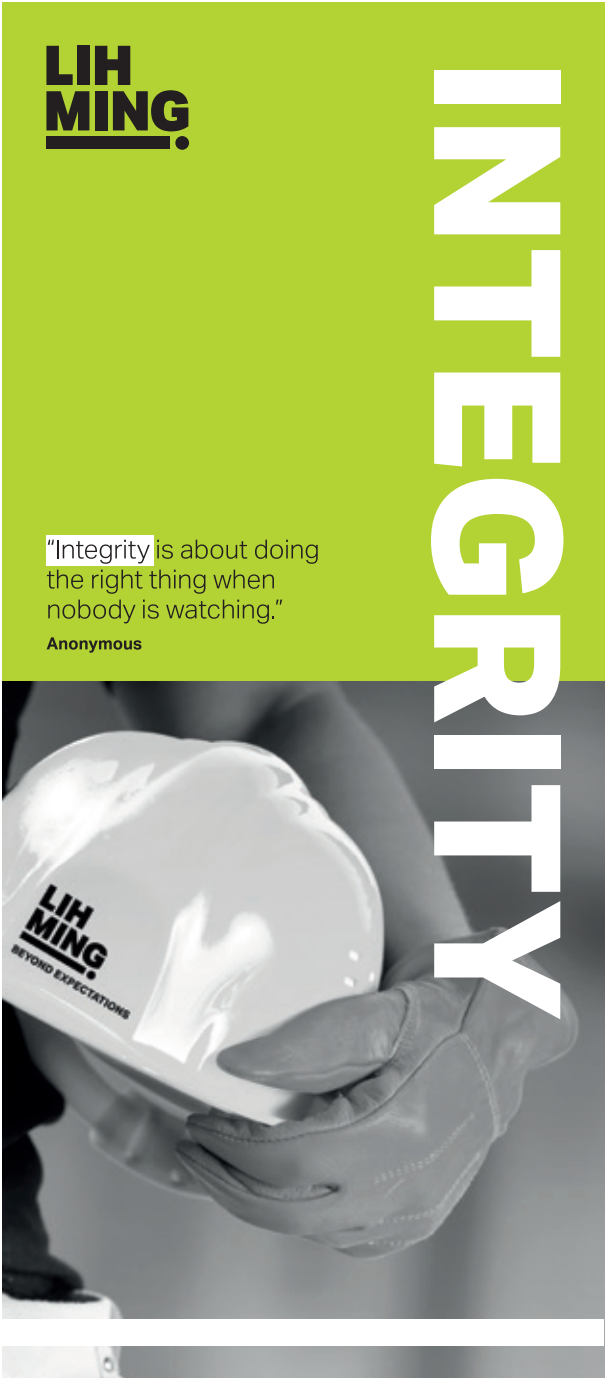


02

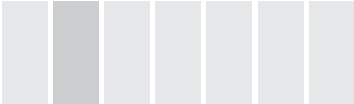
- 01 Core values banners hanging on the wall of a warehouse
- 02 The 7 core values of Lih Ming

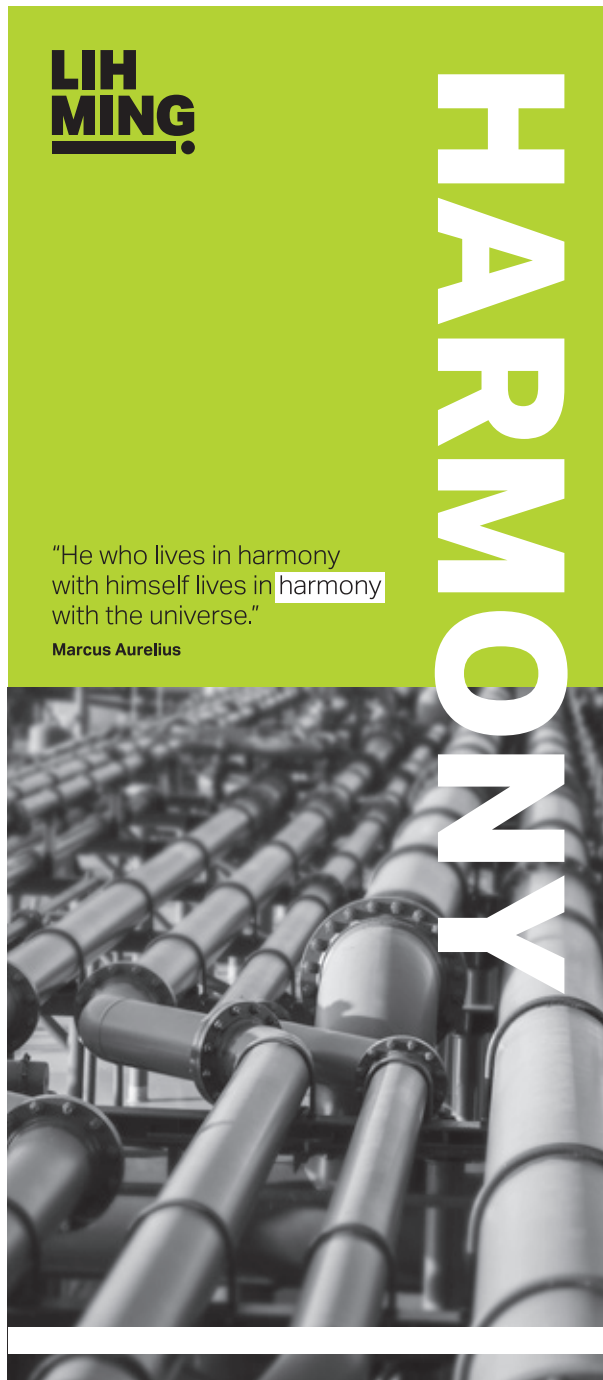


Leadership banner



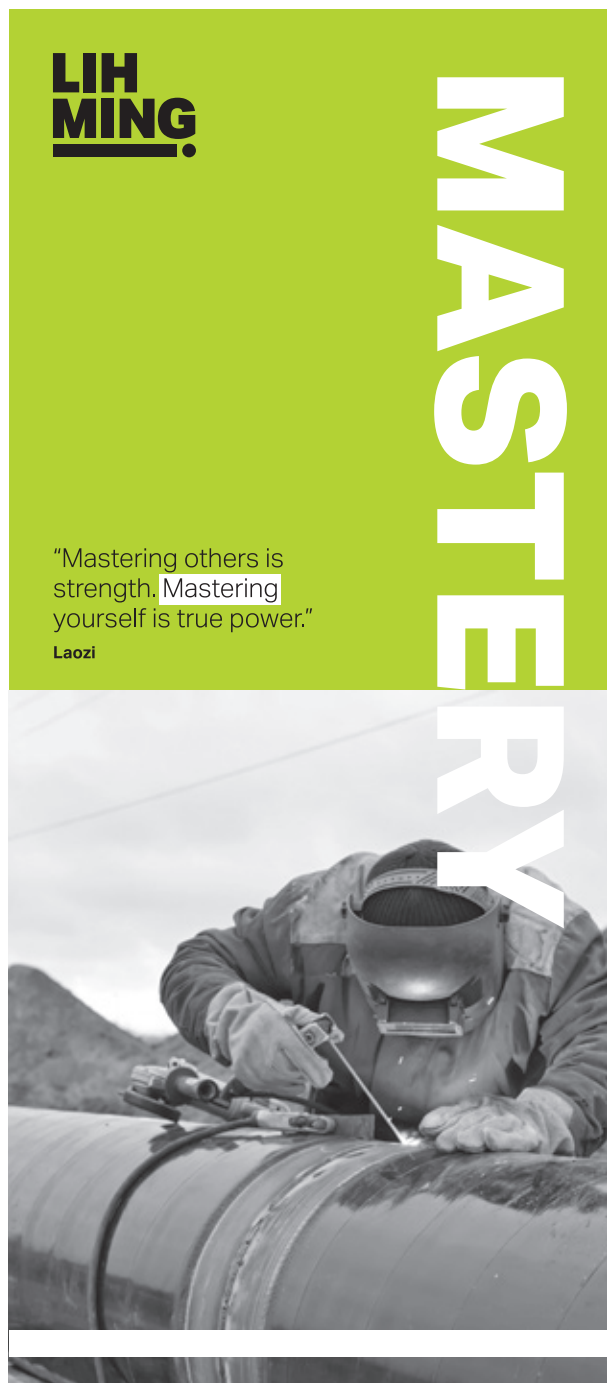
Integrity banner





Harmony banner



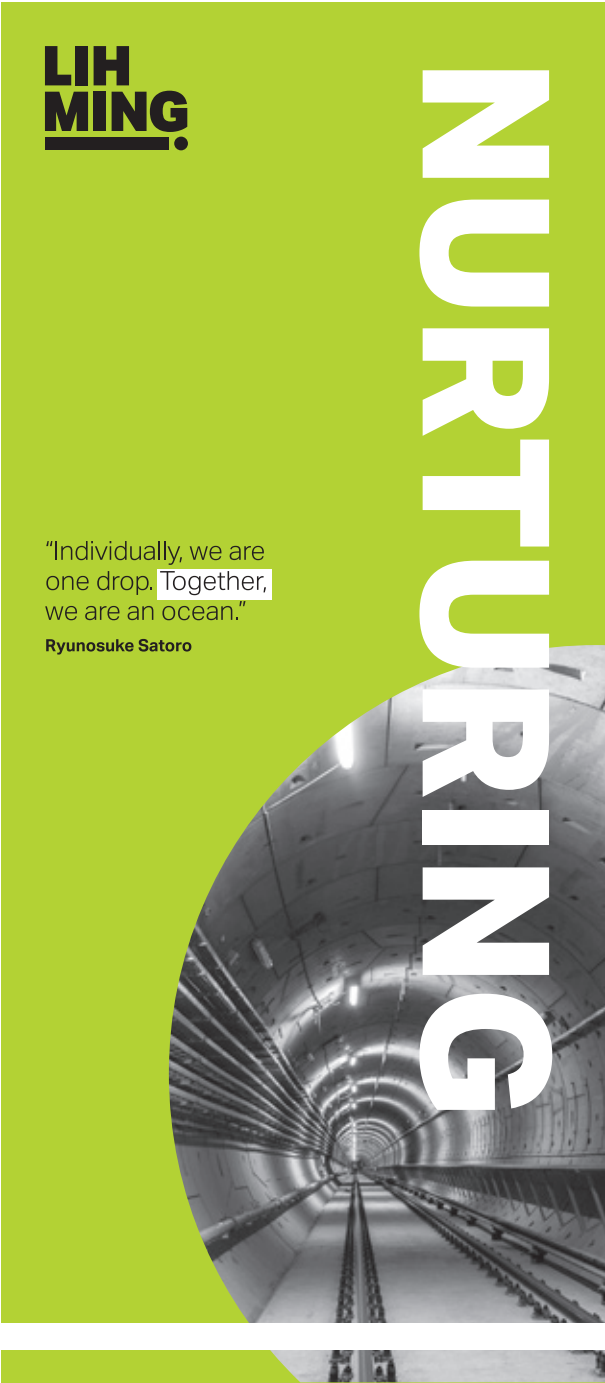


Mastery banner

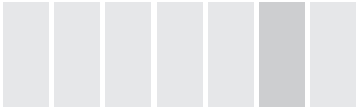


Innovation banner





Nurturing banner

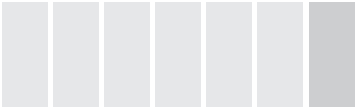


LIH
MING.

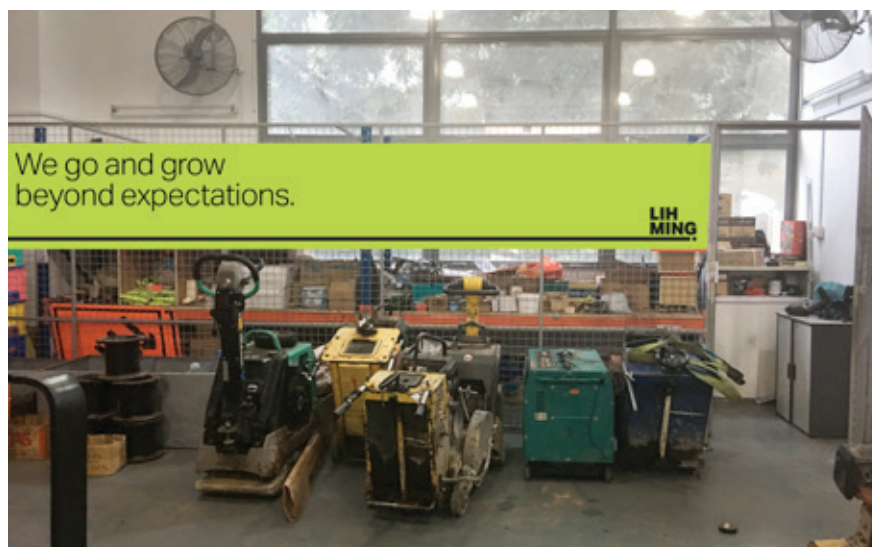
"A goal is a
dream with
a deadline."
Napoleon Hill

GOAL-
ORIENTED

Goal-Oriented banner



Warehouse Space 1



01



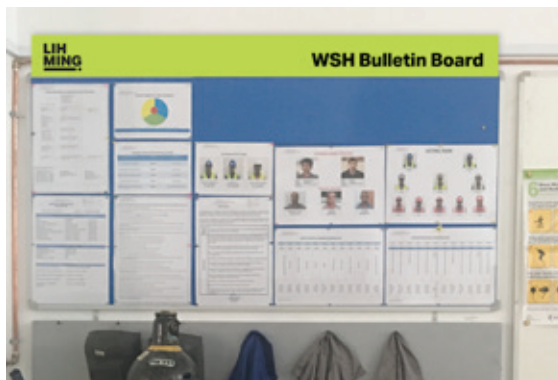
02

- 01 Banner on the fence of storage space
- 02 Wall with landmark

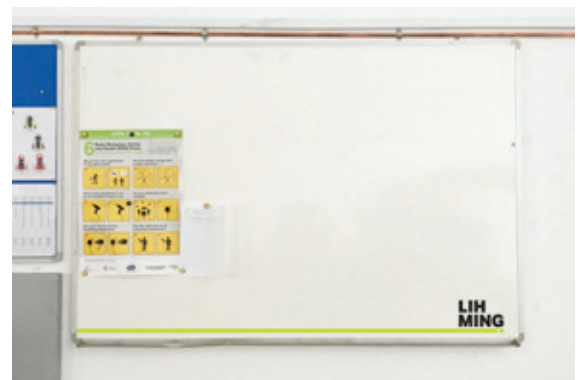
Warehouse Space 3



01



02



03

- 01 The 7 core values of Lih Ming banner on the wall
- 02 WSH bulletin board
- 03 Whiteboard

Branding the office space



01

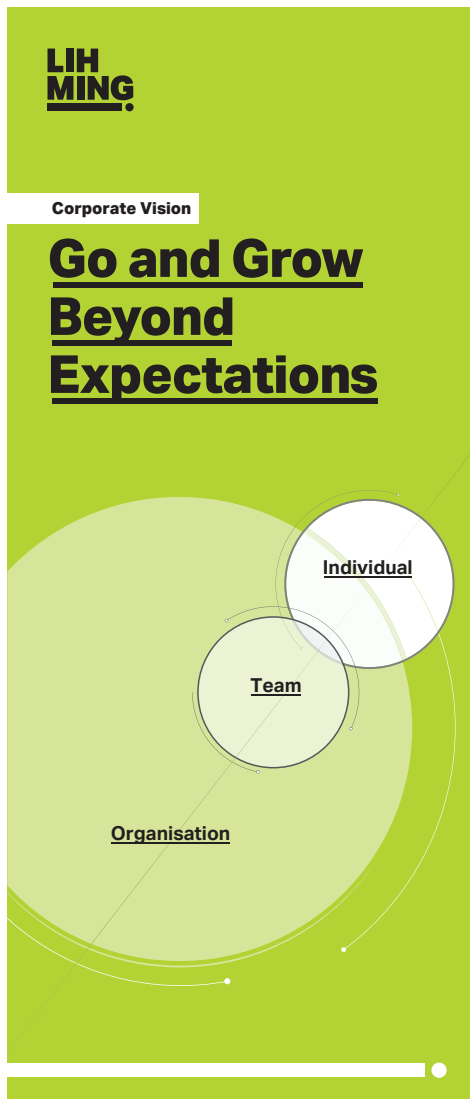
01 Reception area

Dark grey wall

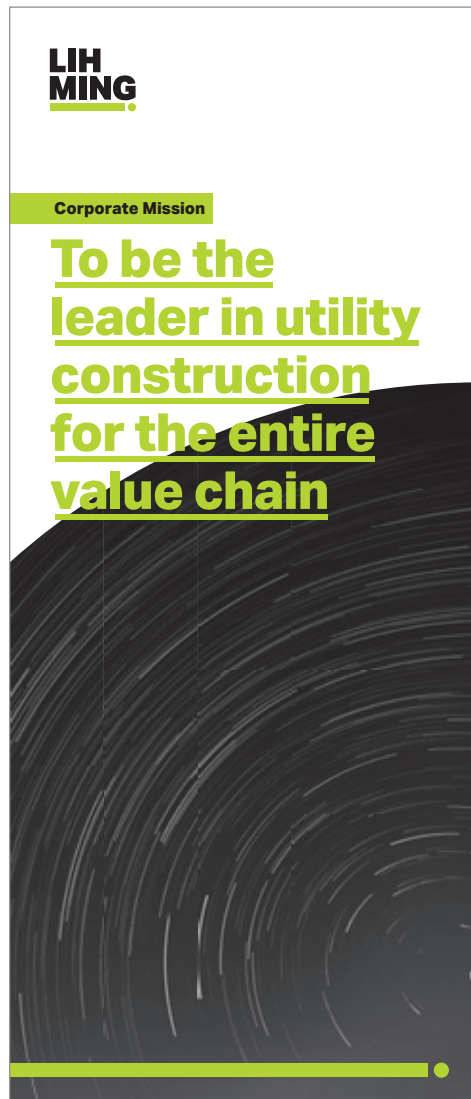


01

01 Pantry area — Action steps
towards Lih Ming's vision



01



02



03

- 01 Corporate vision banner
- 02 Corporate mission banner
- 03 Hanging banners of corporate vision and mission



01



02

- 01 The 7 core values of Lih Ming
- 02 Hanging banners of the 7 core values of Lih Ming



01

01 Conference room



01



02

- 01 Core values posters in conference room
- 02 Core values posters in conference room

LIH MING

BEYOND EXPECTATIONS



