Brand rollout plan

Version 1

2-5-2023

dsm-firmenich

Introduction

About this rollout plan

From May 9, we are no longer two separate companies, each with our own unique histories and skills. Instead, we are a single business with a whole world of opportunities ahead of us.

Our new brand is designed to capture the ambition of our new business: to be a category of one. Now it's up to all of us to bring this ambition into our work. To create something breath-taking and stand out from the world behind us.

Rebranding doesn't happen overnight. The wider brand rollout across our business will last until the end of 2025.

This document is designed to provide an overview of:

- Available brand assets per phase – do's and don'ts
- High-level rollout schedule and the key steps we will take to fully build our brand

For Internal Use Only

Brand launch – day 1*

What is available and how to use the new company brand

What is available:

- Temporary brandcenter, FAQ and helpdesk, online request form
- Guidelines v.1.0
- Initial design assets and MS office templates:
  Logo, three dots, favicon
  Word: blank; letter; announcement; memo; press release; label
  PowerPoint: US English; 15 layout options
  Email signature
  MS teams backgrounds
  Newsletter
- First photography selection: 52 ready to use and license free stock photos
- Social media: ambassador guidelines, templates and ready to go posts
- Motion: animated logo assets
- Guidelines, templates and ready to go posts
- Boilerplate English
- Publications: brand reveal video. Company presentation, Code of Ethics, Employee brochure coming soon

*Details of next phases will be shared when defined

Do's:

- Follow the guidelines
- Install the dsm-firmenich signature provided in outlook
- Use one of the dsm-firmenich teams backgrounds to promote our new brand identity
- Apply the new word and powerpoint templates when you talk about the dsm-firmenich company
- Apply the new brand when creating new business materials or campaigns
- Keep using the separate legacy DSM and Firmenich brands in any running campaigns, exhibitions or trade shows

Don'ts:

- Do not experiment beyond the guidelines
- Do not use the merger brand anymore
- Do not use the legacy DSM and Firmenich brands for any company related (corporate) communication
- Do not use the legacy DSM and Firmenich identities for new business brand campaigns
- Do not mix the new brand identity with the legacy DSM and Firmenich identities in for example customer-focused presentations or materials

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High-level brand rollout-schedule

Day 1

- Revealing our dsm-Firmenich brand to the world
- Internal launch engagement activities
- Reskinned corporate website, social media channels and branded day 1 SharePoint site
- Brand guidelines v.1 and basic assets and templates available
- Temporary brand center and helpdesk
- Start of impact analysis to help define the wider brand rollout
- BU brand architecture and strategy to be defined in alignment with their business strategies

Day 100

- Continued brand design development
- Continued onboarding and engaging of employees
- Brand training plan setup
- Experience rollout at priority touchpoints
- Guidelines v.2., extension of existing and new assets and templates
- Kick-off next generation brand center solution
- Impact analysis completed and BU brand architecture and strategy defined
- Wider brand rollout scenario drawn up

Rest of 2023

- Wider brand rollout of internal and external touchpoints based on the defined rollout scenario
- Brand engagement campaign
- Guidelines v.3., new scoped templates and assets, incl. BU photography
- Next generation brand center solution selected
- Start of BU brand strategy implementation planning in alignment with BU business strategies

2024-2025

- Completion of brand implementation of internal and external touchpoints based on the selected rollout scenario
- Continued internal and external brand engagement
- Finetuning of all scoped assets and templates where needed
- Guidelines updated where needed
- Implementation of next generation brandcenter
- Finalization of BU brand strategy implementation

Until the full brand rollout is completed, the separate legacy DSM and Firmenich brands will co-exist alongside the dsm-firmenich company brand.

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