

August 2010

Herman Miller
Brand Guidelines

Corpor



To navigate, click on the sections below—
or the arrows at the bottom

1. Advocating for the Herman Miller brand

The Herman Miller brand is one of our most valuable assets. We want you to become advocates for our brand and to help us use it consistently.

Our brand is expressed in many ways—our behavior, our products, our communications. We are asking you to pay special attention to two ways we express our brand—through the use of our logomark and our brand promise.

We hope you will join us in our efforts to strengthen and expand this already wonderful part of Herman Miller. These guidelines give you clear ways you can help in this important work.



2. Brand introduction

A brand is a perception of a product, service, experience, or organization.

The Herman Miller brand is shorthand for who we are, what we do, and why we do it.

It stands for our products, our services, and our values.

It sums up our history.

It points toward our future.



Logomark: the graphic symbol of a brand

HermanMiller

Logotype: the specific typographic treatment of a name



2. Brand introduction, brand promise

Brand Promise: a phrase that sums up our highest and collective aspirations

“[for] a better world around you”

We conducted research to learn how different groups of people perceive the Herman Miller brand. People consistently chose two words to describe us: Pioneer and Advocate. A pioneer originates new lines of thinking; an advocate works in the interests of others.

Our brand promise, “for a better world around you,” embodies those perceptions. The word “for” conveys our advocacy. “Better world” implies our commitment to finding original, inventive ways of improving the world our customers inhabit—whether it’s an office, hospital, school, home, an entire building, or the world at large.

The phrase “around you” puts the reason for our advocacy and pioneering efforts into clear focus: We do this for you—whether that “you” is a customer, an employee, a partner, a shareholder, or a member of our community.



3. Logomark evolution

Logomarks often evolve. The most recent evolution for ours has separated, or unlocked, the stylized M in the circle from the words Herman Miller.



Eventually, we will use only the stylized M logomark to identify Herman Miller. Our intent is to emphasize the stylized M as the most important visual asset of the brand and give our customers a single, simple, and memorable symbol for our company. Compare this to Nike's swoosh or Apple's apple.

& HermanMiller

For now, while more people learn that our logomark stands for Herman Miller, we want to relate the two elements. The examples on page 5 show how the stylized M can relate to the words Herman Miller.

3. Logomark evolution, relating logomark to Herman Miller

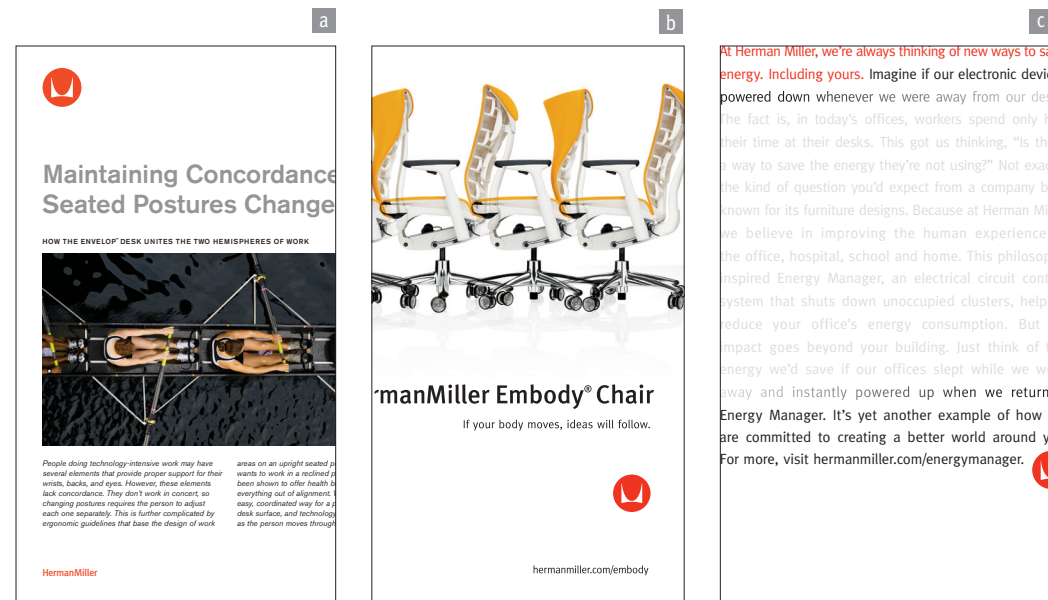
The association between the stylized M logomark and the words Herman Miller can occur in several ways.

The logotype (HermanMiller) can be used to supplement the stylized M logomark as we transition to a time when people know that it stands for Herman Miller. (See examples a and b)

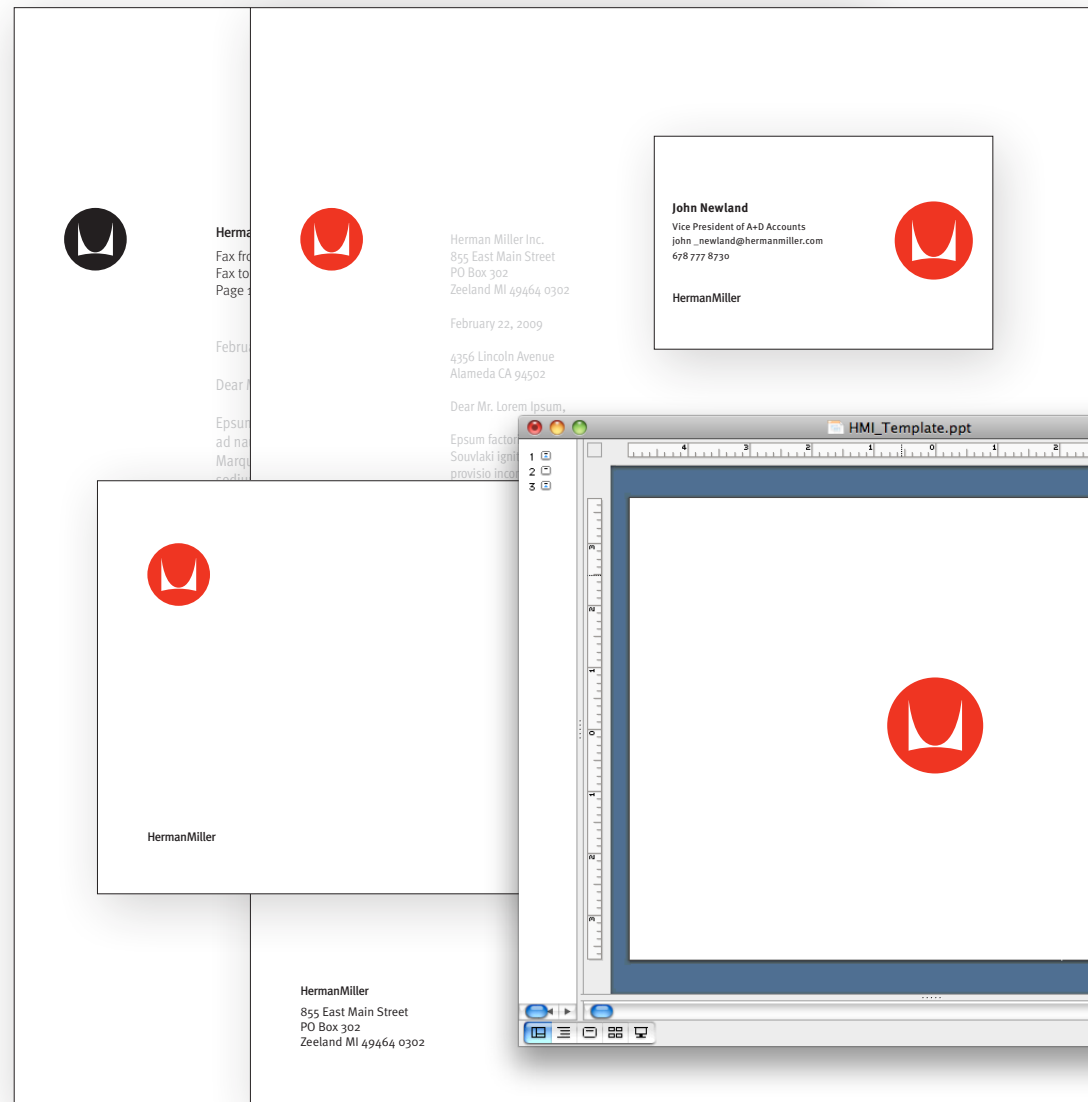
Using the logotype to supplement the logomark requires an art file (.tiff, .eps, .jpg, or .gif) because of the special formatting.

Everywhere else—as when you type Herman Miller in text—two words are called for. (See example c)

- a This cover of a solution essay uses the logomark and the logotype.
- b This ad uses the address for our website to convey Herman Miller authorship. The www prefix is no longer used in the Herman Miller web address.
- c In this ad, Herman Miller appears in the website address used in the last sentence.



4. Business communications



The most fundamental business communication is the standard correspondence system (letterhead, business card, and envelope).

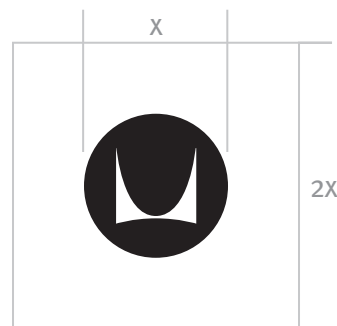
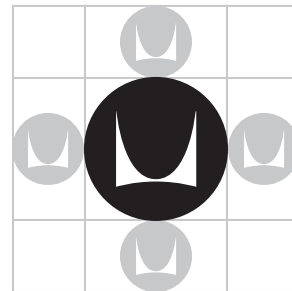
Pre-formatted template files for creating letters, addressing envelopes, and making on-screen presentations are available from Herman Miller Brand Marketing.



5. The visual use of the brand, space

Open it up. Give the logomark room to shine.

The logomark should always be surrounded by a clear space at least 50% of the logomark size.



The logotype should always be surrounded by a clear space at least the height of the capital H.



The logomark and logotype should be used in proportion to each other—ensuring a visual hierarchy.



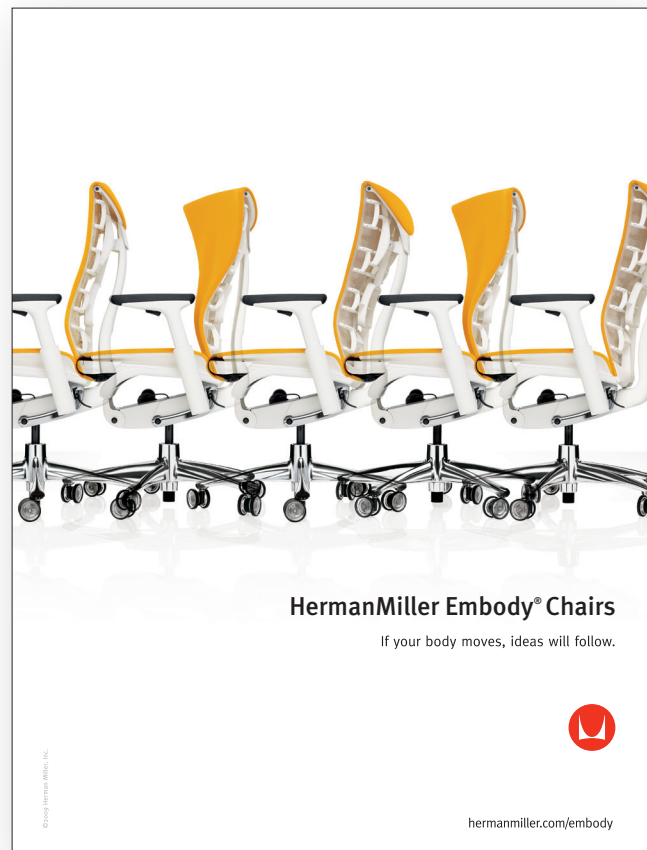
5. The visual use of the brand, scale

Go for impact, but balance the logomark with other elements.



no smaller than 1/4 inch

The logomark should be at least 1/4-inch in diameter.



John Newland
Vice President of A+D Accounts
john_newland@hermanmiller.com
678.777.8730
HermanMiller



These examples demonstrate that more space doesn't require a larger logomark.

5. The visual use of the brand, color

We ♥ red; it's in our blood (but black and white are sometimes necessary).



0.93.100.0



Herman Miller
custom red



255.51.0



18-1-7 C

Please consider the intended media when applying the logomark; use the corresponding specification.

Print: paper applications (from office copiers or professional offset printers) use either 4-color process (CMYK) or spot color inks (Pantone Goe library). Suggested files: .tif or .eps

Screen: work viewed on-screen (projected presentations or websites) use an RGB value. Suggested files: .jpg or .gif

Other: embroidered amenities and product applications need special attention. Suggested file: .eps



When the logomark is placed on a white background, the color of the stylized M should also be white.



When placed over a dark color, an image, or complicated pattern the stylized M should be white—to ensure visibility.



5. The visual use of the brand, type

Meta. More Meta. (Sometimes Verdana).

Typography is an important part of visual communication; Meta is an important element for communicating the Herman Miller brand. Why? Like our company, the Meta type family is friendly and modern. Like good seating, Meta works in a wide range of sizes. It makes small copyright lines legible and provides impact for large applications on signs or trucks. Meta also translates well to both printed and on-screen presentations.

Use Meta (or Verdana)

Meta is Herman Miller's principal typeface, but sometimes a complementary typeface is useful. For copy in PowerPoint or e-mail messages, Verdana is a good substitute because it is installed on every computer as a part of the operating system.

Meta Book & Meta Bold

We suggest two primary versions of the Meta font for creating branded communications, Meta Book and Meta Bold.

old-style:

0123456789

lining:

0123456789

Meta has two types of numerals: old-style figures within sentences; lining figures for charts and graphs.

Meta Roman *Meta Italic* Meta Caps

To increase impact, the Meta typeface is available in multiple type styles. The three most important styles are Roman (or regular), italic, and small caps.



5. The visual use of the brand, media

To keep the “points” of the stylized M logomark crisp, use the correct file for your media.



Herman Miller Micro



Herman Miller Normal



Herman Miller Display

On-screen: work viewed on screen (presentations or websites), use the logomark with tips that are more open and easily translated into pixels (Micro, see 2 below).

Print: printed paper applications (from office copiers or professional offset printers), use the logomark with finer points (Normal or Display, see 2 below).

Special substrates: fabric embroidery, silkscreened plastics, signage, or embossed steel require additional testing and consideration. Please request a recommendation from Herman Miller Brand Marketing.

There are two ways to keep the logomark crisp:

1. Use an image file (.eps, .tif, or .gif) that is close to the actual size you need to prevent scaling the file size up or down by more than 10%. These files include both the logomark and logotype.
2. Use one of the proprietary Herman Miller font files: **Herman Miller Micro** wide simplified “tips” that keep the mark open when viewed in small sizes (below 16pt); **Herman Miller Normal** small flat “tips” that keep the mark open when viewed in the most common sizes (16pt to 72pt); **Herman Miller Display** “tips” that come to a complete point for large sizes (above 72pt).

5. The visual use of the brand, trademarks


Trademarks play an important role in protecting a brand's intellectual investments and marketplace leadership. The following examples demonstrate the requirements for protecting our products, services, and ideas. Please note that when the logomark is used alone, it is not necessary to add a trademark symbol to it.

Always: Introducing Setu™ Chairs. Its innovative kinematic spine bends and flexes to your every move. There's nothing to tilt, nothing to tweak. Setu's finely tuned elastomeric fabric provides superior suspension and conforms to your contours. It's comfort now.

We always add a trademark symbol to a product or service name the first time it appears in copy. It is not necessary to repeat the trademark. Also, use the product or service name as an adjective modifying a noun the first time it appears, as in "Setu Chairs." This should be done whenever possible, but certainly at the first prominent use of a product or service name.

Always: © 2010 Herman Miller, Inc.

We always include a copyright line in all printed material.

Sometimes: © 2010 Herman Miller, Inc., Zeeland, Michigan
® , **HermanMiller**, Action Office, Aeron, Ambi, Avive, Capex, Celle, Co/Struc, Eames, Ethospace, Ergon 3, Equa 2, Herman Miller Options, Meridian, Mirra, My Studio, Pedastool, Resolve, V-Wall, and Vivo are among the registered trademarks of Herman Miller, Inc.
™ Intent, My Studio Environments, Stackable, Setu, Stackable Storage, and Vantage are among the trademarks of Herman Miller, Inc.

In more complicated pieces that mention many products or trademarks (like brochures), we provide a comprehensive list at the end that includes both the copyright line and a list of all trademarks and service marks used in the piece.

6. The written use of the brand

Honest. Friendly. Spirited. Human. Purposeful. Conversational. Informative.

A brand based on “a better world around you” implies the voice you would use in a conversation over dinner. It is plain-spoken, confident, original, energetic, inspiring, and sometimes passionate. There is a sense of the playful, a sense of humor, friendliness, and hospitality. There is an absence of jargon.

Our brand promise implies action, too, so that the conversation is purposeful. We undertake things for a reason. Our products and services solve problems, improve people’s environments. We never talk just to hear ourselves, and we listen intently. We are as considerate as we are clear.

Because we work “for a better world around you,” our communication focuses on the human qualities of the people we serve.



6. The written use of the brand, “for a better world around you”

When to use the brand promise

- As a sign-off incorporated into a sentence in corporate pieces focused on the brand or the corporation, rather than a product or specific program, or when the copy needs to tie back to Herman Miller.
- As an introduction of the brand when the piece is focused on a vertical market like healthcare or retail.

When Not to Use

- As a headline or part of a headline.
- As a tagline or a phrase associated with the logomark.

How to Use

- Always keep the phrase “a better world around you” intact as a unit.
- Include the preposition “for” when possible, as in “Being an advocate for the environment is one way we work for a better world around you.”
- Combine the phrase with an action verb, such as work, create, make, design, build, etc.
- In cases where “work, heal, learn, live” language was used in the past (as in “...that improve the human experience wherever people work, heal, learn, and live”), replace it with language such as, “Our products and services improve your environment, whether it’s an office, hospital, school, home, an entire building, or the world at large.
- When dealing with products or programs in which the overall brand statement is not appropriate, use “for you” or “you” statements. Consider this statement from a sales presentation: “Action Office evolves for you.”



6. The written use of the brand, useful brand statements

Consistent use of our brand promise—“for a better world around you”—is vital for engaging with our audiences in all markets and contexts. To that end, here are ready-made statements and suggestions for where to use them.

At Herman Miller, we design and develop furniture and related services and technologies that improve your office, hospital, school, or home. It's how we work for a better world around you.

Use this version when there are very tight constraints, such as a 25–30 word statement for a sponsorship program listing or on a retailer's website.



6. The written use of the brand, useful brand statements

At Herman Miller, we design and develop furniture and related services and technologies that improve your environment, whether it's an office, hospital, school, home, an entire building, or the world at large. In business over 100 years, we continue working hard to create a better world around you.

This version works for 50-word-or-less situations; as in the previous statement, the brand promise comes at the end so the reader has context for it.



6. The written use of the brand, useful brand statements

Herman Miller is a 100-year-old-plus company that places great importance on design, the environment, community service, and the health and well-being of our customers and our employees. Innovative ways to improve the performance of our customers' organizations have become our hallmark. Our award-winning furniture and related services and technologies are available through dealers and retailers around the world. Whether your world is an office, a school, a home, or a hospital—and whether you are a customer, an employee, a shareholder, or a member of our community—we work hard to create a better world around you.

Use this statement when you need a more in-depth description, there are no length constraints, and when there is no need for financial context; this version was used in the 2009 Proxy Statement.



6. The written use of the brand, useful brand statements

At Herman Miller, we work for a better world around you. We do this by designing and developing award-winning furniture and related services and technologies that improve your environment, whether it's an office, hospital, school, home, an entire building, or the world at large. In fiscal 2009, we generated \$1.6 billion in revenue. More than 100 years of innovative business practices and a commitment to social responsibility have established Herman Miller as a recognized global company. In 2009, we were again cited by FORTUNE as both the “Most Admired” in our industry and among the “100 Best Companies to Work For” in America, while Fast Company named Herman Miller among the innovative “Companies to Watch.” Herman Miller trades on the NASDAQ Global Select Market under the symbol MLHR.

This statement provides a full description and proof of performance, in terms of revenue and recognition; use it for a “boilerplate” at the end of a press release.



7. Authorship of the brand

Don't let people forget who we are and what we do.

Another way to advocate for the brand is to make sure people know that Herman Miller is the author. To do this, put the words Herman Miller in the first position when you mention our products, services, or programs. Do this in the first instance; after that the product, service, or program name can stand alone.

In all situations—a headline for an ad, the body copy for a brochure, the script for a radio program sponsorship, etc.—make Herman Miller the author. For example:

Introducing the Herman Miller Setu™ chair. For how we live and work now.

The Herman Miller rePurpose™ program gives companies a sustainable furniture disposal solution.

This program is brought to you by Room & Board, your authorized retailer for the Herman Miller Aeron® chair and other great products for lifework.

By putting Herman Miller front and center at the outset, we make it clear we are the author of, and only source for, these products, services, and programs.



8. Making brand decisions, brand guideposts

How do we know if our work is on brand? The following six guideposts will help keep us on track. Try to include as many of these attributes as possible.

simplify

Like good design, our communications should be refreshingly simple.
Take the complex, distill it, and make it simpler.
Get to the heart of the issue/problem.
Make sure the takeaway is singular and consistent.

tell a story

People remember stories, not statistics or lists.
Tell engaging, memorable stories.
Create emotional pull and impact.
Bring a new and different perspective.

be human

At Herman Miller, everything starts with people.
Show the human perspective.
Demonstrate empathy and advocacy.
Focus on the human situation, inspiration, and benefit.

inspire

Herman Miller is a pioneering company.
Make others wish they had done what we did.
Encourage others to follow our lead.
Be provocative and challenge convention.

think big

Herman Miller is one of the world's most innovative companies and top places to work.
Think beyond office furniture.
Look beyond West Michigan.
See beyond today.

be spirited

Let your audiences see and feel the Herman Miller spirit.
We're serious about our work, friendly in our relationships, and creative in our play.
Bring this spirit everywhere people experience the Herman Miller brand.



8. Making brand decisions, questions to ask

You need an ad or trade show banner. What's next?

What is the intent of the material? Promote a product? Connect with a certain audience? Represent a corporate sponsorship or community effort?

Do you know the production specifics and design parameters? Is it to be printed in black and white—or color? What's the trim size? How should the files be delivered? In what format?

What impact will licensing rights have on how your material will be used? Are you purchasing rights for one-time or multiple uses? In what type of media will you use your material?



8. Making brand decisions, the ingredients

1 The HermanMiller Setu® Chair

2 Instructions: Sit back. Relax
Introducing the Setu Lounge, how we live and work now.

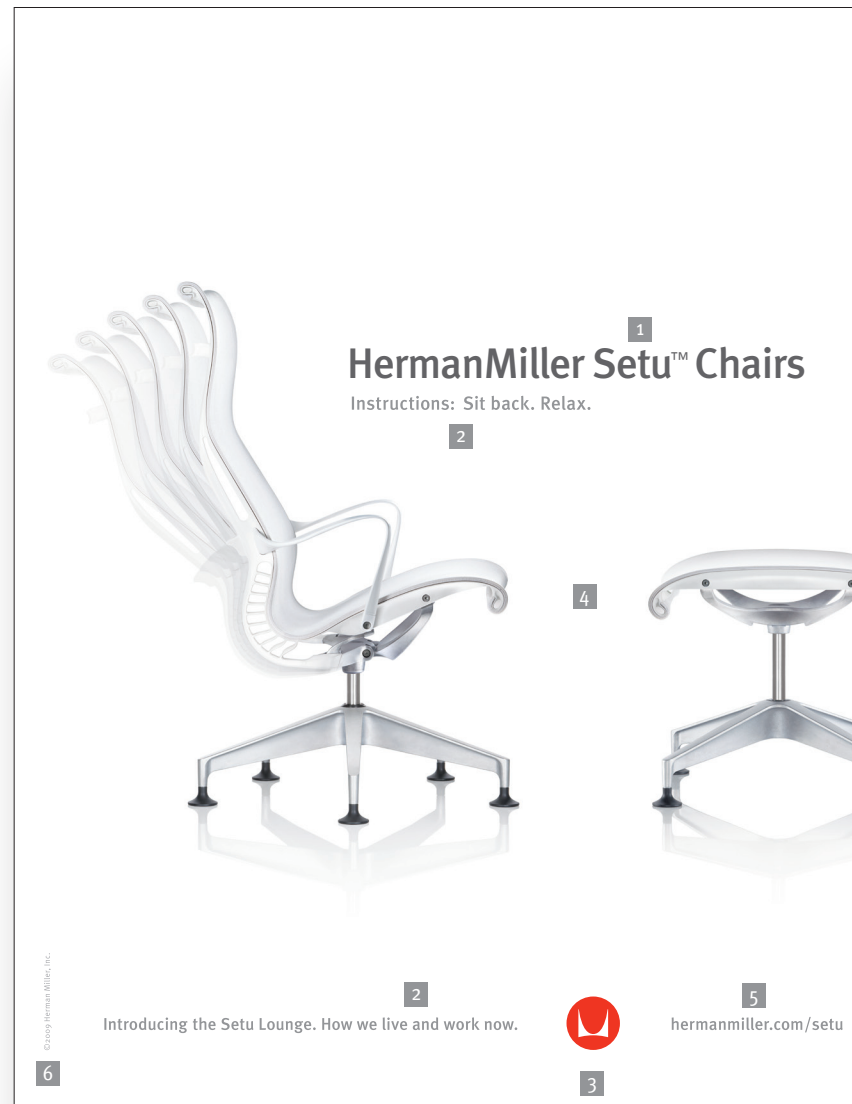


5 hermanmiller.com/setu

6 © 2010 Herman Miller, Inc.

- 1 product name (with trademark)
- 2 copy messages
- 3 logomark
- 4 images (from hermanmiller.com)
- 5 call to action—website
- 6 copyright protection

8. Making brand decisions, the assembly



Note: The www prefix is no longer used in the Herman Miller web address.

examples

Here are some recent projects that demonstrate brand decisions and design thinking.



Guideposts included

simplify

The complexity of material and finish choices are presented in a manageable system.

be spirited

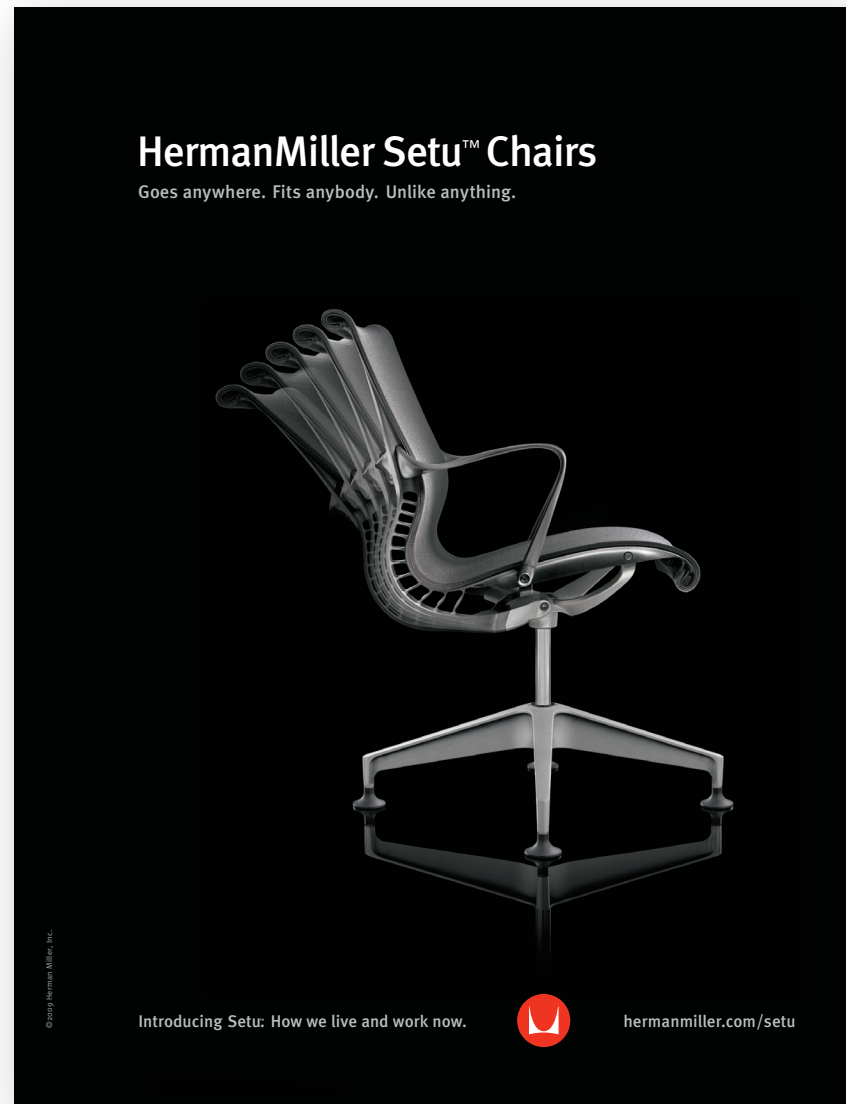
The package lets the colorful and lively range of materials show through.

inspire

The utility of this design inspires people to imagine their own workplace.



8. Making brand decisions, examples




The advertisement features a black background with a white Herman Miller Setu chair in the center. The chair is a modern, ergonomic office chair with a high back and a five-point base. The text is white and positioned above and below the chair.

HermanMiller Setu™ Chairs
Goes anywhere. Fits anybody. Unlike anything.

© 2010 Herman Miller, Inc.

Introducing Setu: How we live and work now.

 hermanmiller.com/setu

Guideposts included

tell a story

The headline tells the entire Setu story in six words.

simplify

The entire ad has only 17 words.

be human

The signoff includes the reader—simply by using the pronoun “we.”

8. Making brand decisions, examples

At Herman Miller, we've managed to take our company philosophy and bottle it.

One day in 1995, after we became the first office furniture company to design, build and occupy a LEED-certified building, we noticed large colonies of angry paper wasps had decided to make the exterior of our building their new home. But we weren't about to reach for the pesticides. Our solution? Bees. Six-hundred thousand of them, housed in 12 beehives on the GreenHouse grounds in Holland, Michigan. Before long, the bees had persuaded the wasps to move elsewhere. And our new friends cross-pollinated the surrounding fields, giving us spectacular wildflowers. We also had another favorable result: Honey. And lots of it. So we began harvesting and bottling about 5,000 pounds of GreenHouse Honey a year as gifts for our guests. And while the honey may only come in a 4-ounce bottle, we believe the story behind it speaks volumes. To us, the honey exemplifies our commitment to the environment, to those who live in it, and to those who will inherit it. Angry wasps included. If you would like to learn more about what we're doing for a better world around you, visit hermanmiller.com/environment.



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Guideposts included

tell a story

The entire ad is a story.

be human

The story is all about people solving a problem creatively.

simplify

The simple image tells the story without words.

inspire

The story shows how anyone, with a little thought, can think creatively.

be spirited

The playful bees and friendly copy make this ad a memorable piece.

Note also the association of the words Herman Miller, which begin the ad, and the logomark by itself, which ends it.

8. Making brand decisions, examples



SIT HERE,
GO PLACES

At Herman Miller, we make the innovative Aeron® chair, as well as other great furniture for offices, homes, and health-care. From the way we approach design to the way we respect the earth, a spirit of innovation permeates our company.

So does a spirit of inclusiveness. We value the whole person and everything each of us has to offer. We foster a workplace where each person can achieve his or her best. We invite you to check us out. See how you can take a seat with us and start going places. And when you visit our booth, be sure to register to win an Aeron chair.

To learn more about a career with us and what we're doing for a better world around you, please visit hermanmiller.com.



Guideposts included

be human

The emphasis here is on the people.

tell a story

The active nature of the photography tells an intriguing story.

be spirited

The headline and images make you want to know what's going on.

Note also the association of the logomark, used by itself, with both the web address and the words Herman Miller in the first sentence.

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8. Making brand decisions, examples



Guideposts included

simplify

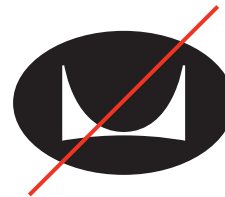
The simplicity of the logo by itself makes an impression.



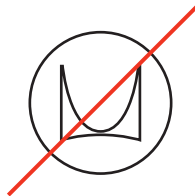
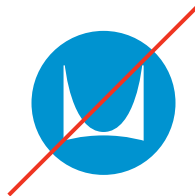
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8. Making brand decisions, incorrect applications



Do not apply effects like drop-shadows, bevels, or stretched proportions.



Do not miscolor or outline the logomark (or logotype).



Herman Miller



Do not combine the logomark and logotype.



HermanMiller

Do not fill the logomark or logotype with imagery.



9. Resources

If you need help, please contact Brand Marketing.



9. Resources

Tools to use as you advocate for the Herman Miller brand:



10. Bibliography

These are excellent resources for building your brand knowledge.

BOOKS

Designing Brand Identity (third edition), Alina Wheeler

The Brand Gap, Marty Neumeier

ZAG, Marty Neumeier

The Designful Company, Marty Neumeier

The Dictionary of Brand, Marty Neumeier

It's Not How Good You Are, It's How Good You Want To Be, Paul Arden

Brand Simple: How the Best Brands Keep it Simple and Succeed, Allen Adamson

Brand Digital: Simple Ways Top Brands Succeed in the Digital World, Allen Adamson

WEBSITES

Business Week resources: [Brand Blog](#) and [Nussbaum On Design](#)

[@Issue Online Journal of Business & Design](#)

