

# Unified Experience for applications

Strategy & guidelines to unify the branding  
of dsm-firmenich's applications

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## Executive summary

Currently, dsm-firmenich has many applications in its digital product portfolio, each using its own color palette, logo, and design elements, leading to an inconsistent user experience. One of the goals of the rebranding effort is to unify the experience across all dsm-firmenich digital products and deliver a cohesive digital experience to customers. This transition involves addressing the almost sub-brands created by these products and simplifying design efforts across teams.

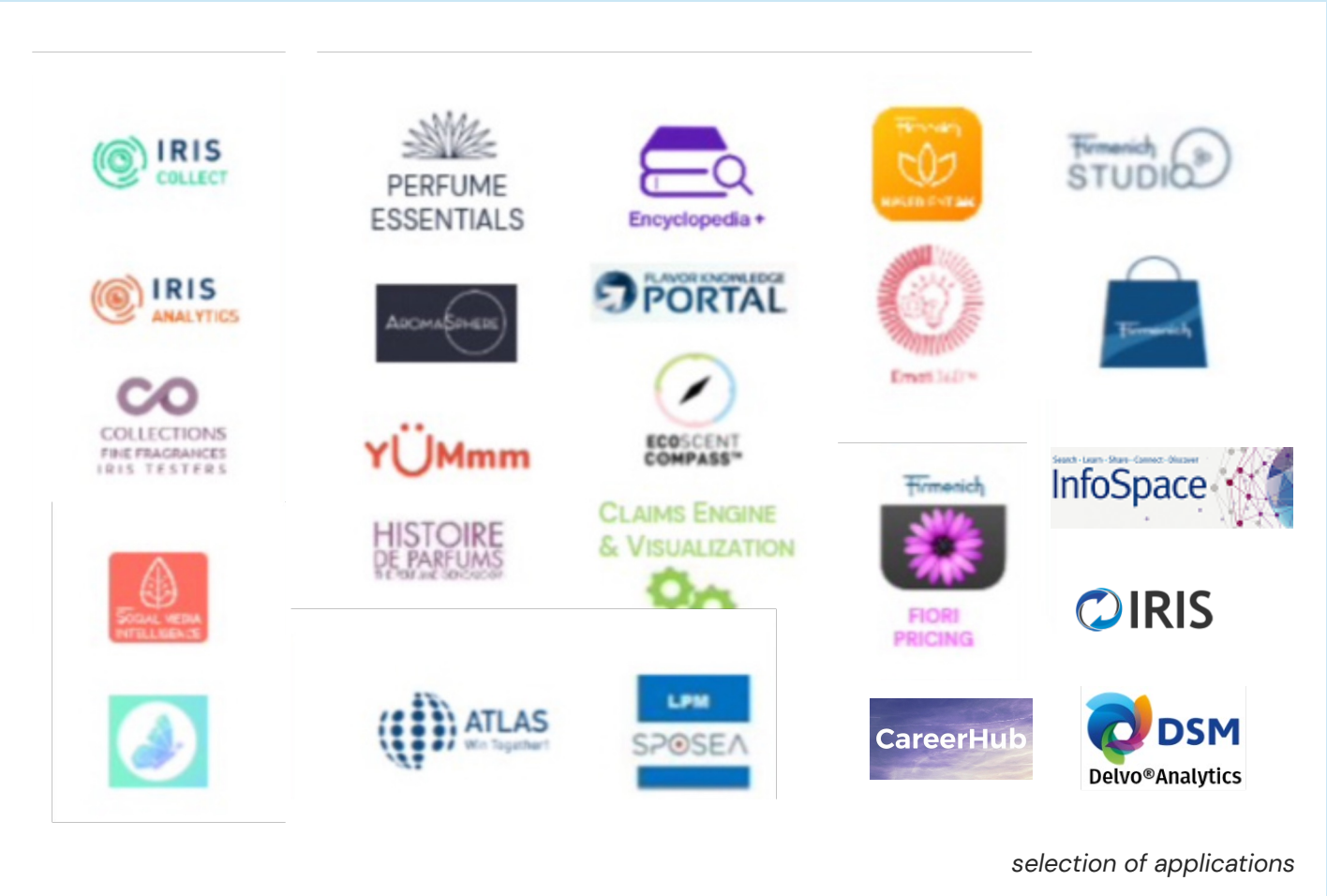
To tackle this issue and strengthen the dsm-firmenich brand, we have developed a clear, easy-to-implement framework for all applications. The framework includes a primary and secondary wordmark, an icon for easy navigation, and naming guidelines.

To ensure a unified brand experience, generally only the name is used in communications and marketing materials. The wordmark is used for navigation and communication purposes, while the icon is reserved for channels where quick identification between different application is needed, such as app stores and internal overview pages.

# Current State Analysis

# The current experience lacks standardization

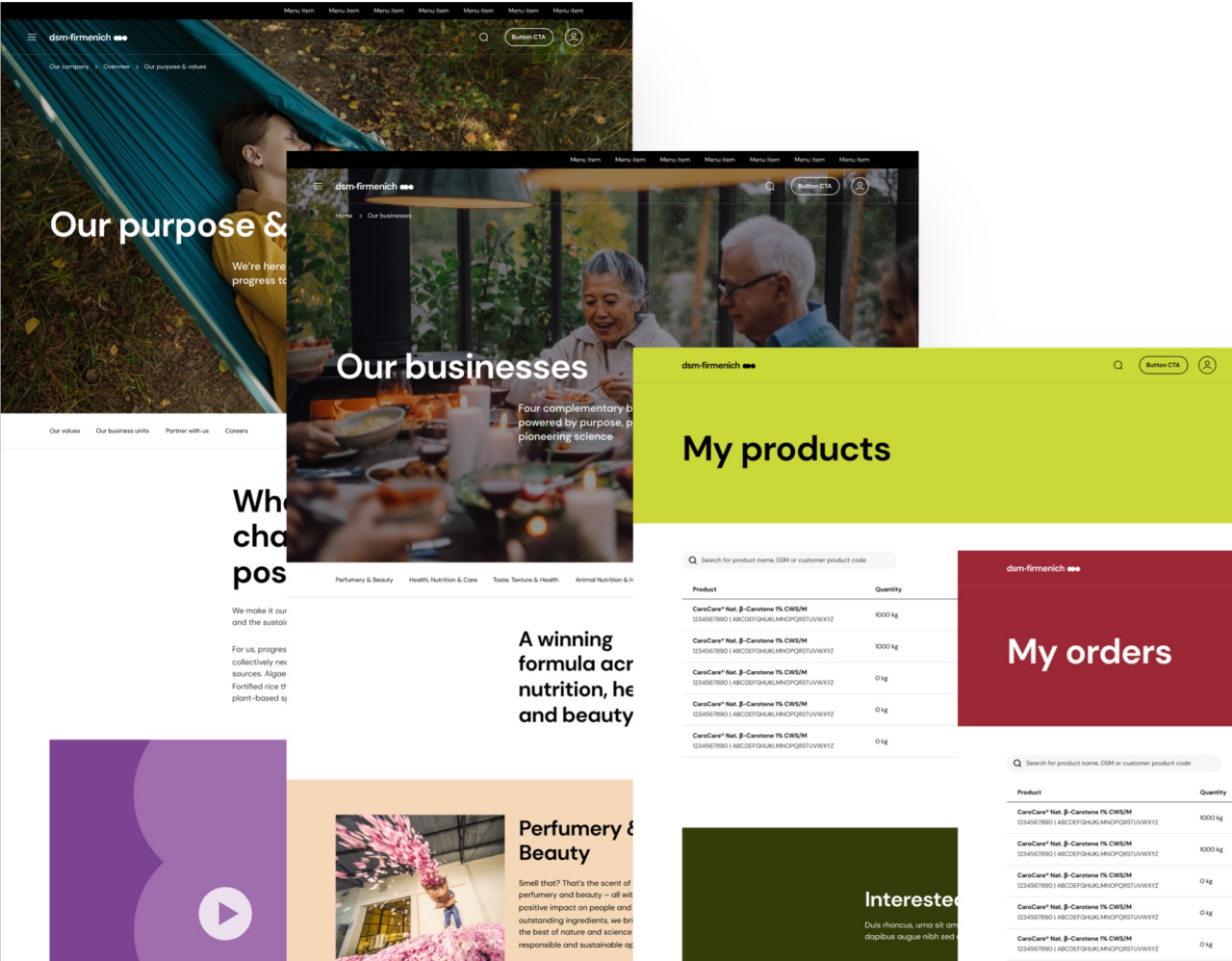
dsm-firmenich has a large number of applications in its product portfolio, that all use their own logos, naming conventions, navigation and design. The result is that the applications currently lack a clear link to the dsm-firmenich brand.



selection of applications

# Application names, wordmarks and icons are important elements to standardise

Part of this problem will be tackled as part of the Unified Web Experience rebranding efforts, when the look and feel of the applications will be rebranded to align with the dsm-firmenich brand. An important element of the rebranding will be to consider the icon and the names of applications, as these serve as the first point of contact with the users and therefore play a crucial role in brand cognition. By standardising these elements, we ensure that every interaction reinforces the dsm-firmenich brand identity, leading to a stronger, more unified market presence.



# Competitors are behind which gives dsm-firmenich the opportunity to get in front

A quick scan of the market shows that most competitors do not have a clear branding strategy regarding their applications. While Givaudan seems to consistently follow a Masterbrand strategy, others use different naming, logos, and even navigation formats for their applications. This results in a fragmented and inconsistent user experience.



# The Need for a Unified Experience

## The benefits of a unified experience for applications



# A unified brand identity enhances market presence and recognition



## Increased brand recognition

Standardization ensures that all digital applications present a consistent brand image, which helps in building a recognizable and cohesive identity for dsm-firmenich. Uniformity reinforces the brand in the minds of users, making it easier for them to associate dsm-firmenich's applications with dsm-firmenich.



## Strong market position

Standardized branding makes the company more recognizable and memorable. As users repeatedly encounter the same brand elements, they become more likely to remember dsm-firmenich applications, thereby strengthening the company's position in the market.



## Signal of professionalism

A standardized and consistent visual identity signals professionalism and reliability. It reflects that the company is organised which can increase user trust and confidence in the company's products and services.



## Differentiator from competitors

Market research learned that many of dsm-firmenich competitors, are less matured in the standardization of the branding of their applications, leading to a fragmented user experience. By standardizing the branding of all digital outings, dsm-firmenich will be a frontrunner in the market.

# A consistent experience leads to brand loyalty, trust and ease of navigation



## Brand loyalty and trust

When users have a seamless and coherent experience across various platforms, they are more likely to develop a positive relationship with the brand.



## Ease of navigation

When users encounter a consistent design across different applications, it reduces the cognitive load needed to learn and navigate each new tool. Familiarity with the design elements in one app makes it easier for users to adapt to and use other applications within the same ecosystem.



## Enhanced accessibility for all users

A standardized design can ensure that accessibility features are consistently implemented across all applications. This makes it easier for all users, including those with disabilities, to interact with the company's digital products, improving overall user satisfaction.

# Standardization simplifies processes and reduces efforts and costs



## Reduced design and development costs

Standardizing the visual elements across applications can significantly reduce the costs associated with creating and maintaining unique designs for each product. This allows the design team to focus on improving user experience and adding new features rather than reinventing the visual identity for each app.



## Streamlined marketing efforts

A unified brand strategy simplifies marketing efforts by allowing the company to create a single, cohesive message across all channels. This not only saves time and resources but also amplifies the brand's presence in the market.



## Simplified process for introducing new applications

With a standardized approach, introducing new applications becomes a more clear, straightforward and cost-effective process as a clear set of guidelines will be followed. This consistency not only accelerates the launch process but also ensures that new products align seamlessly with the existing brand identity, reducing the need for extensive design iterations and approvals.

# Strategy & Guidelines

# A clean design in line with the dsm-firmenich identity that ensures a consistent brand experience

At dsm-firmenich, we follow a Masterbrand strategy, meaning everything we do should strengthen our Masterbrand, dsm-firmenich. Therefore, products and services fall under the dsm-firmenich brand, with no sub-brands. To adhere to this strategy, all applications should follow the brand guidelines. To ensure a smooth user experience, the design should be clean and simple.

The guidelines apply to all our B2B applications. Exceptions can be filled for B2C applications.

## On brand

All applications are part of dsm-firmenich and follow the brand guidelines. The aim of the design is high light an application without adding new elements.

## Clean and clear

A clean design improves clarity and the overall user experience. We follow a clean and minimalistic approach while allowing room for differentiation where needed.

## 3 application assets that will ensure brand consistency

The system provides three asset options to use when communicating about the application. Each asset having its own time and place to be used. Please follow these guidelines for all communications regarding the application.



### Wordmark

If a visual element is needed, the wordmark is used, such as for navigation and internal and external marketing purposes (e.g. newsletter).



### Icon

The icon is reserved for channels where quick and easy identification between different applications is needed, such as app stores and (internal) overview pages.



### Name (font only)

In most communications and marketing materials, the name alone is sufficient to identify the application. In this case, the name will be used in running text, following the overall dsm-firmenich guidelines.

# Primary wordmark

dsm-firmenich ●●● App Name

# Primary wordmark

The primary wordmark is the default workmark to be used.

The primary wordmark for applications displays the application name after the dsm-firmenich logo. The application name is displayed within a container with a slight opacity, that makes the name stand out next to the dsm-firmenich logo. A clean design, proudly showing the application is part of the dsm-firmenich brand.

There are two color variations: 'onDark', to be used on top of dark backgrounds (such as black, rich of vibrantRich colored backgrounds), and 'onLight' to be used on top of light backgrounds (such as white or soft, softVibrant backgrounds).

DM Sans Bold  
Line height: 100%  
Letter spacing: -1.5%  
Container opacity 'onDark': FFFFFFFF, 16%  
Container opacity 'onLight': 000000, 6%



# Primary wordmark guidelines

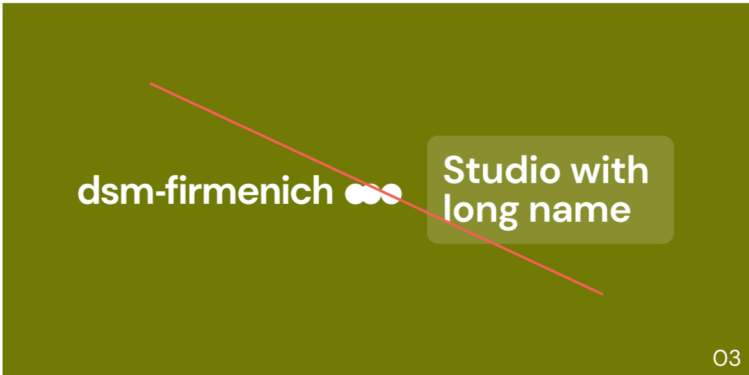
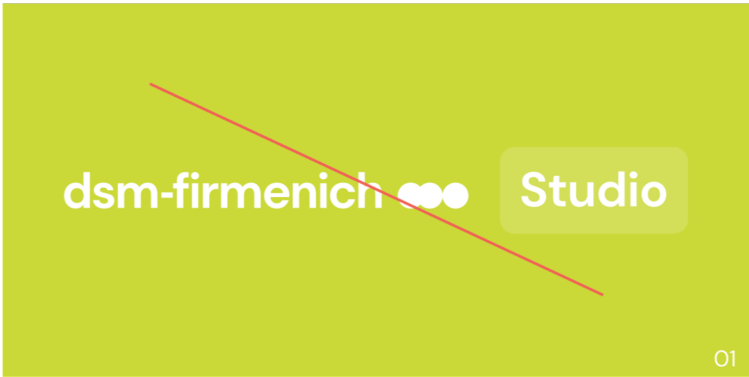
The color usage should follow the defined accessibility guidelines for all digital products. Don't place the white on light background (image 01).

The background of the Apps/ Tool name has a fixed opacity in black or white that shouldn't be replaced by any other color (image 02).

The Apps/ Tool name should always fit on one line. If this isn't possible in the design, use the secondary wordmark (image 03).

Use title case for the App/ Tool name. The naming can never be displayed only with lowercases or a combination of upper and lowercase (image 04).

The use of dropshadow is not permitted (image 05).



# Secondary wordmark

dsm-firmenich ●●●

App Name

# Secondary wordmark

The secondary wordmark can only be used if there is not sufficient horizontal space to use the primary wordmark.

The secondary wordmark for applications displays the application name below the dsm-firmenich logo.

There are two color variations: 'on Dark', to be used on top of dark backgrounds (such as black, rich of vibrant Rich colored backgrounds), and 'on Light' to be used on top of light backgrounds (such as white or soft, soft Vibrant backgrounds).

DM Sans Bold  
Line height: 100%  
Letter spacing: -1.5%  
Container opacity 'onDark': FFFFFFFF, 16%  
Container opacity 'onLight': 000000, 6%

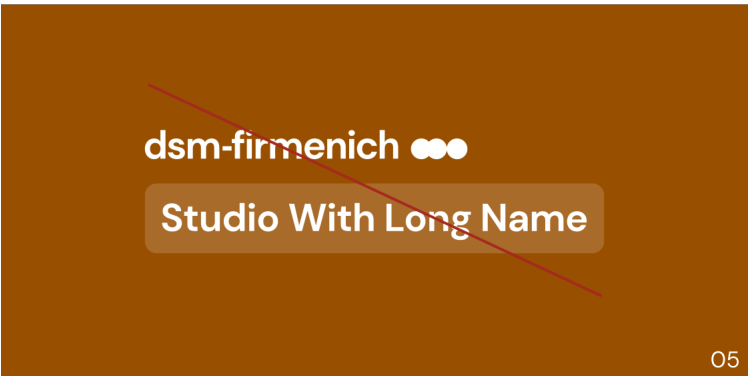


# Secondary wordmark guidelines

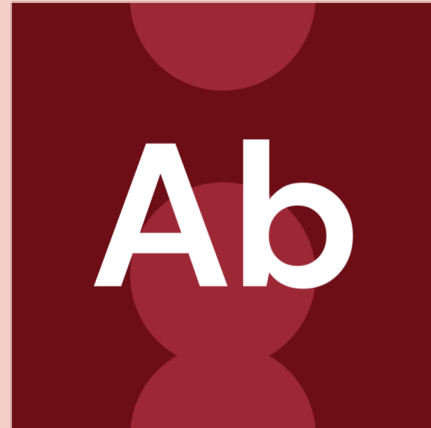
The same guidelines apply for the secondary wordmark as defined for the primary wordmark: make use of the defined color pairings that ensure sufficient contrast, only use the fixed opacity in black and white, names are always displayed in title case, and display the application name on one row (image O1 to O4).

The application name is always center aligned below the dsm-firmenich logo. Do not left or right align the application name (image O5).

Do not adjust the positioning of the application name or the size (image O6).



# Icon

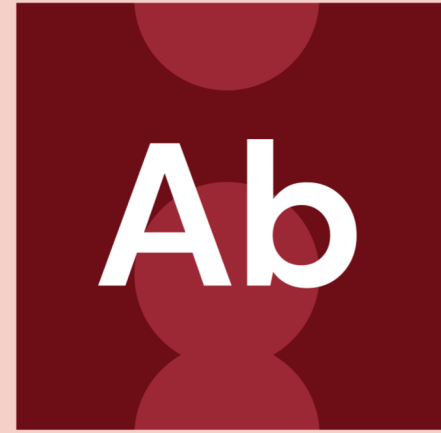


# Icon

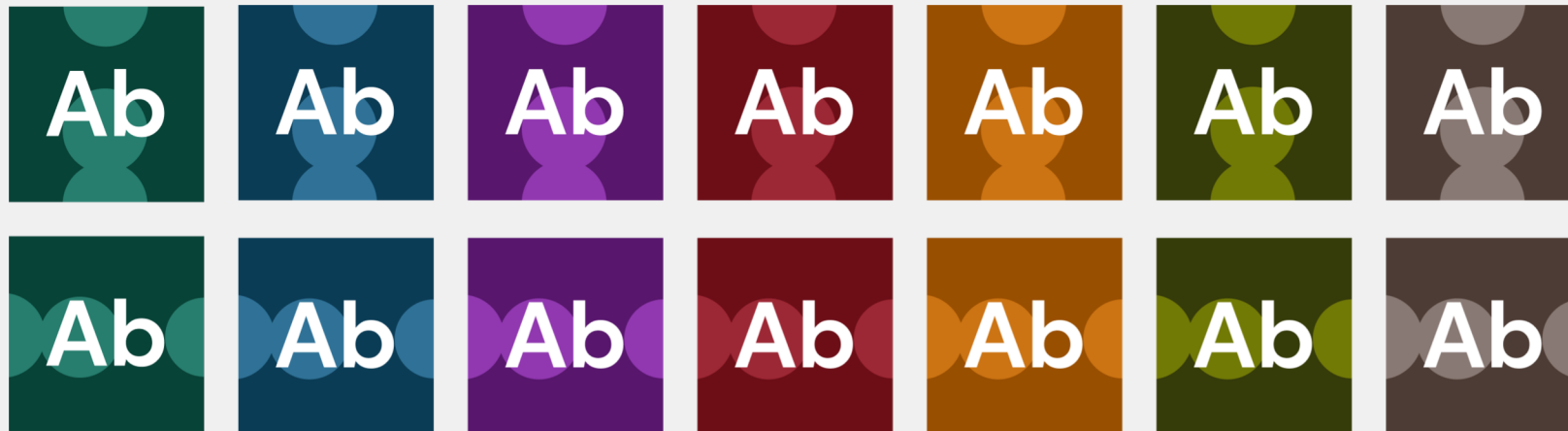
The icon helps users differentiate between applications. The icon is not meant to be used for marketing purposes and shouldn't be used on flyers, newsletters, banners, and other marketing materials. The icon is a visual aid that helps users identify and distinguish between applications and tools, but it is not a key element of the branding of applications.

Use the icons consistently across all platforms where the apps are available (desktop, mobile, web). Ensure the icons are displayed in app stores (such as the Apple App Store and Google Play Store) for easy identification. Use the icons within internal systems like company intranets and productivity tools (e.g., Teams) to help users quickly locate and access the apps. Additionally, display icons on product overview pages on the company's website to help users navigate and differentiate between the various apps and tools.

The design of the icons for applications is consistent and leverages the three-dot graphical elements that are arranged according to the level 2 and level 3 crop guidelines. There are currently 2 layouts possible in 7 different color modes, resulting in a set of 14 icons that can be used for applications.



## Icon overview



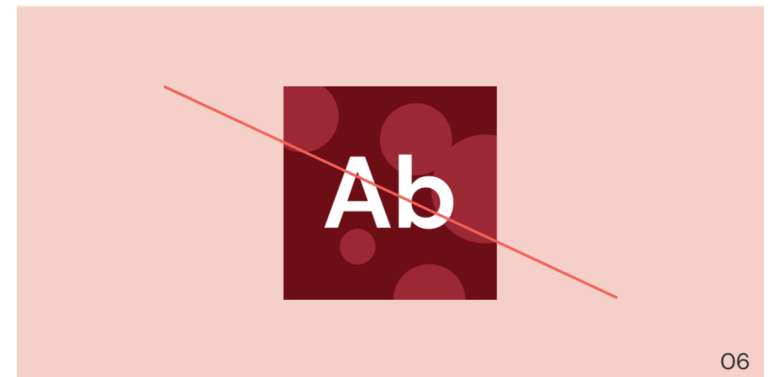
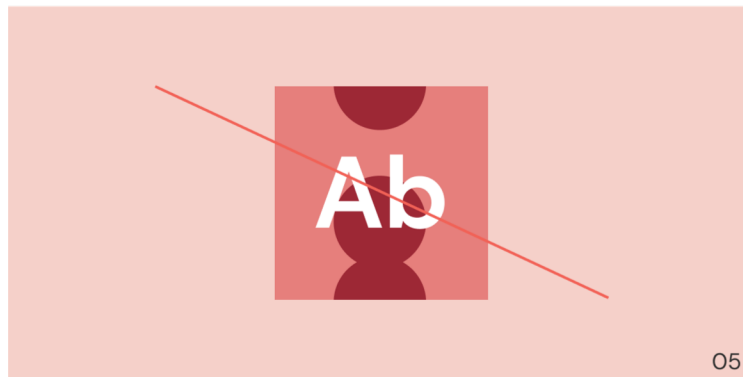
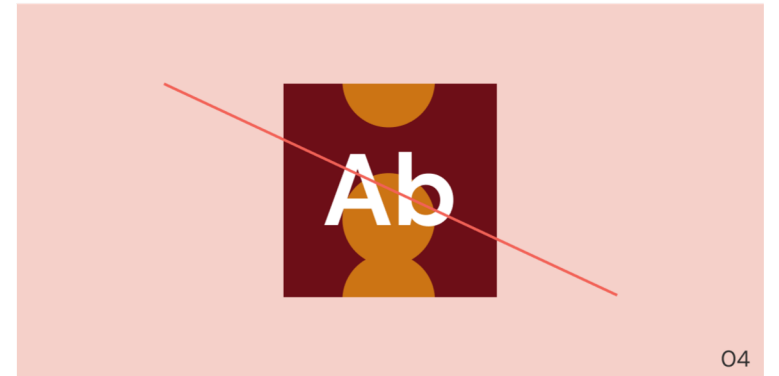
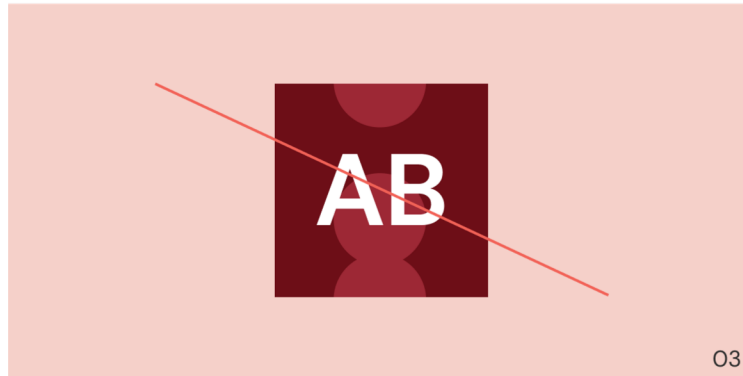
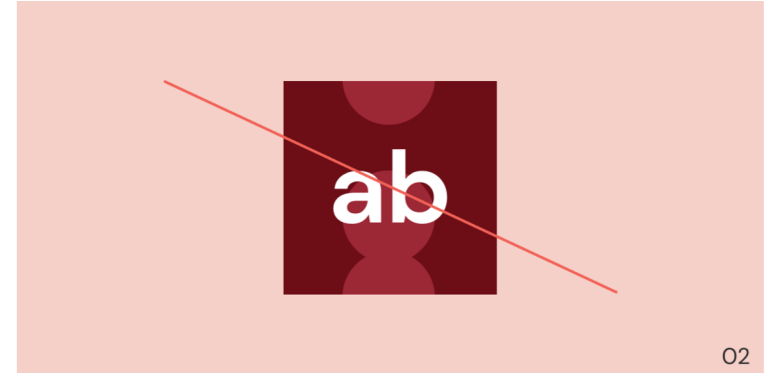
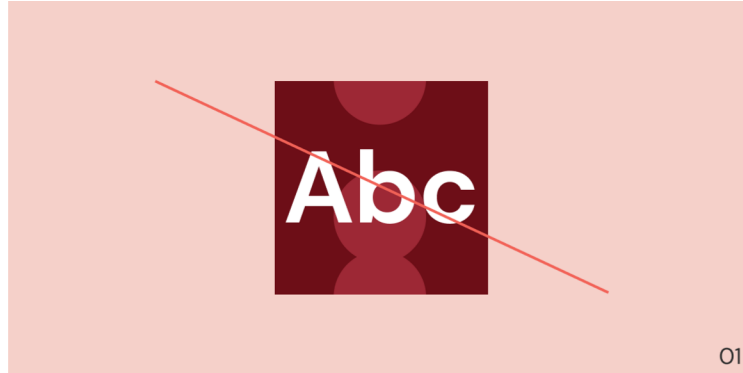
# Icon guidelines

Always use 2 letters as an abbreviation for the application name. Never use 1 or more than 2 letters. Don't use other characters (image 01).

Always display the first letter in uppercase and the second letter in lowercase, never both in uppercase or lowercase (image 02 and image 03).

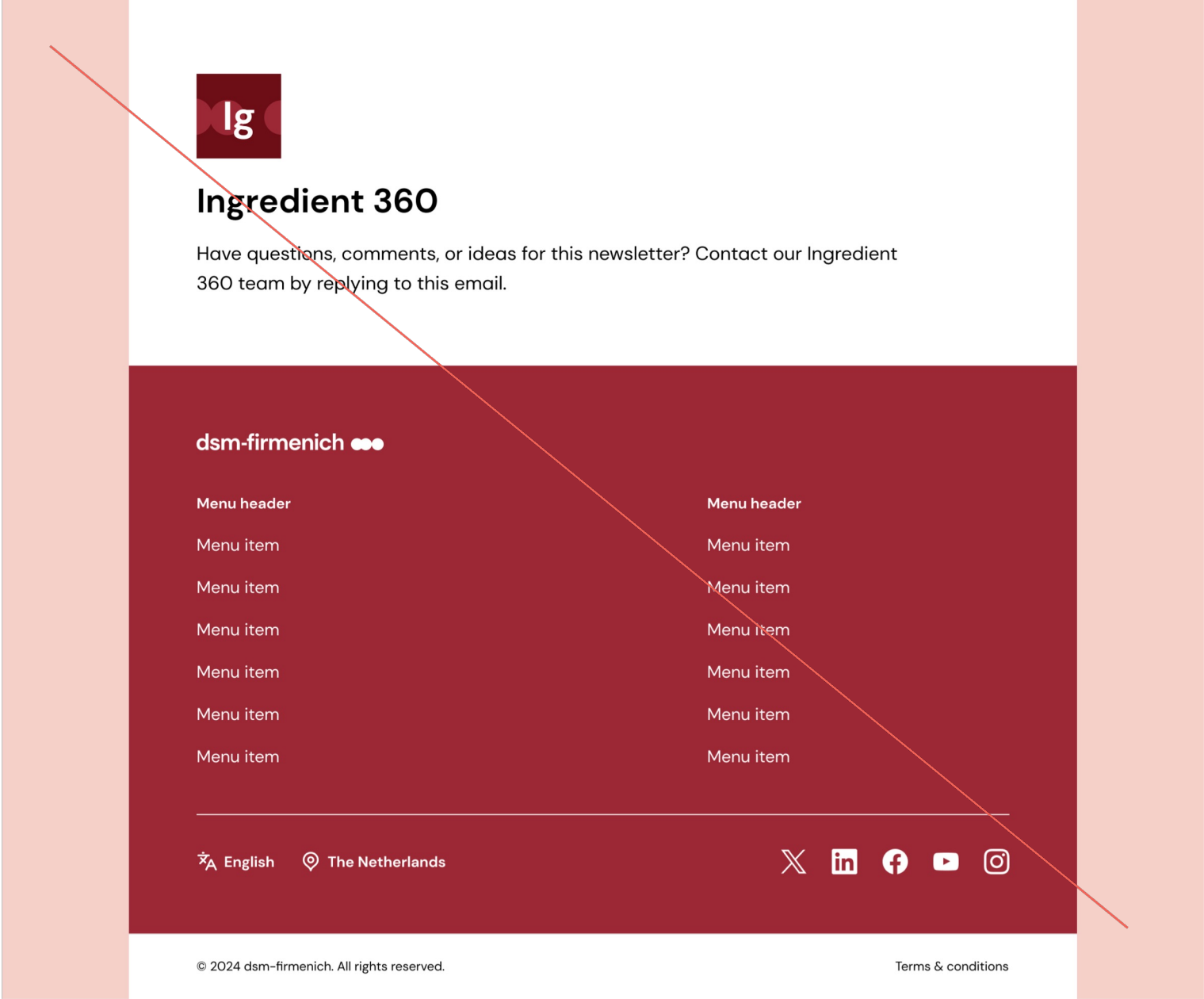
Do not combine color themes within one visual. Always use the rich color as a background color, and VibrantRich for the dots (image 04 and image 05).

Do not use a display of the three dots that isn't prescribed within the guidelines of the brand (image 06).

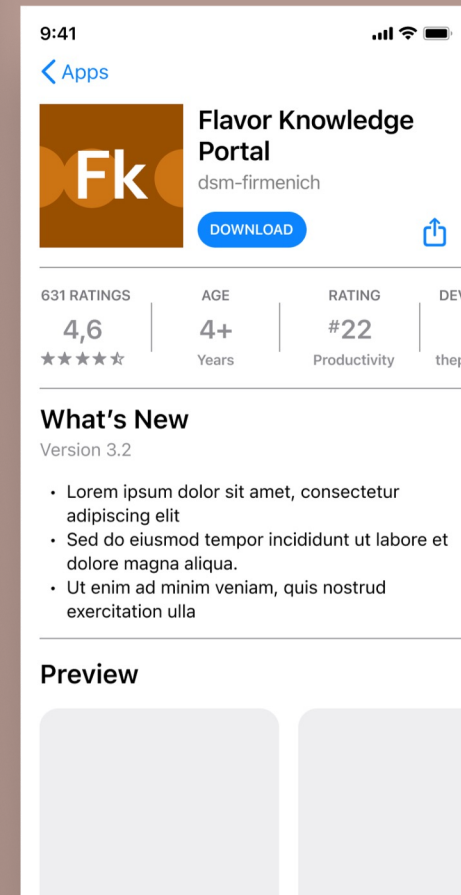
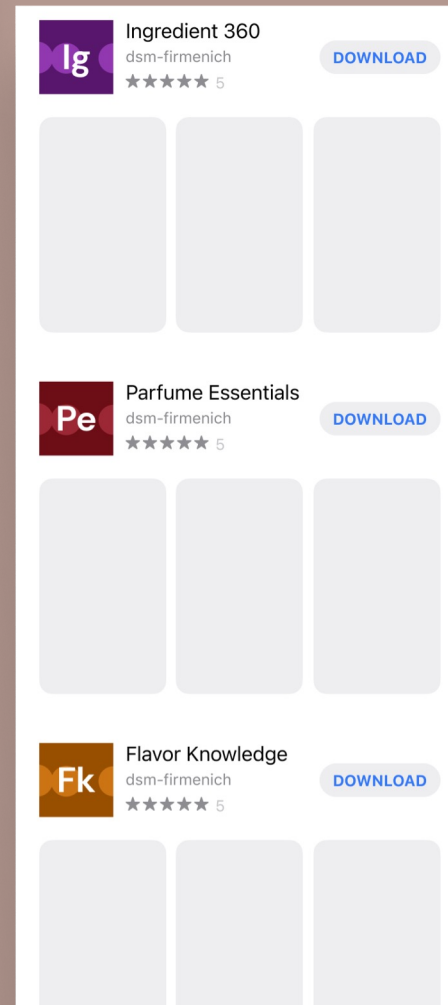
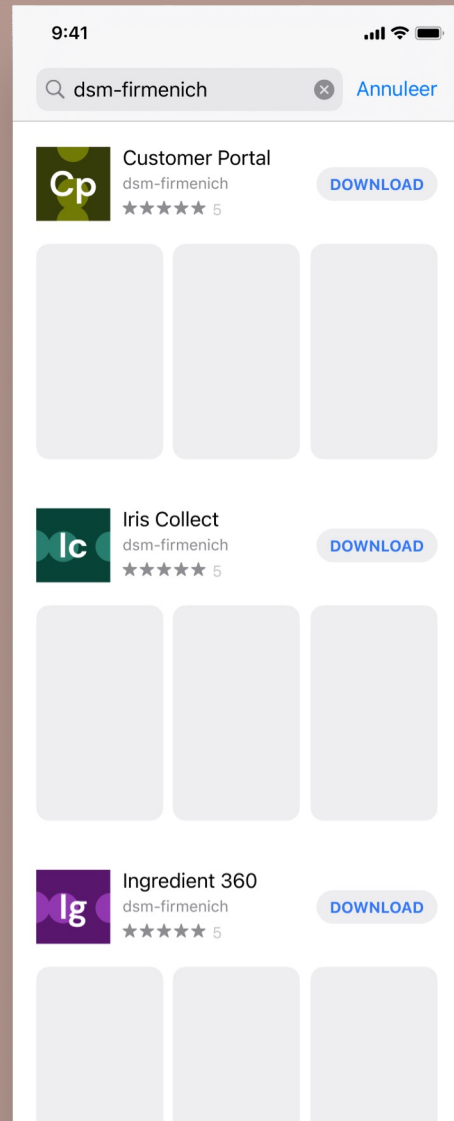


# Icon guidelines

The icons should not be used for marketing purposes of any kind. Therefore, the icons shouldn't for instance be used as a visual in a newsletter, as there is no need to differentiate between multiple applications.



# Visual impression



# App dashboard



## Customer Portal

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Installed



## Iris Collect

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## Ingredient 360

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## Parfume Essentials

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## Flavor Knowledge Portal

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## Claims Engine & Visualization

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# Top navigation

dsm-firmenich ●● App Name



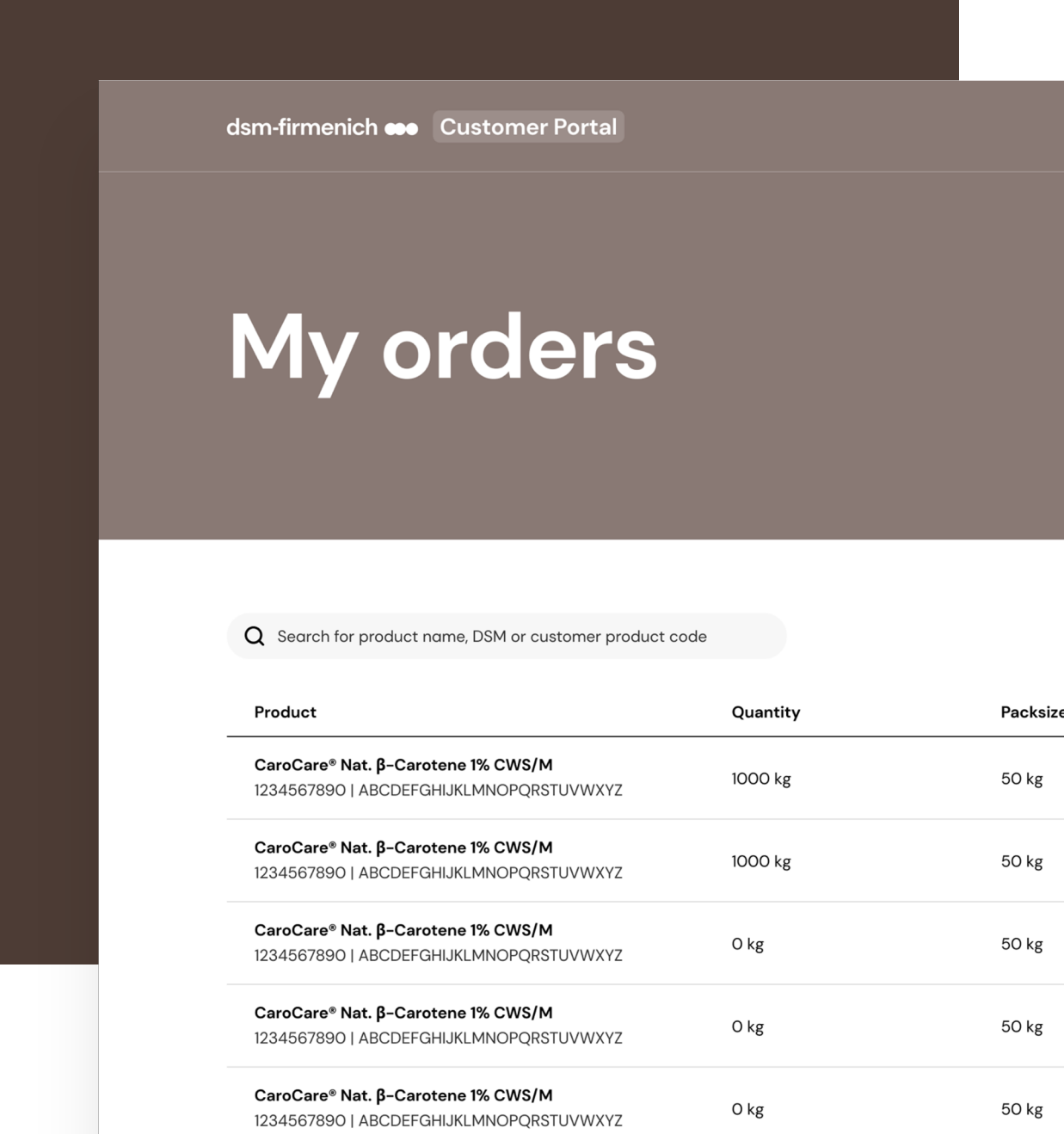
Button CTA



# Top navigation

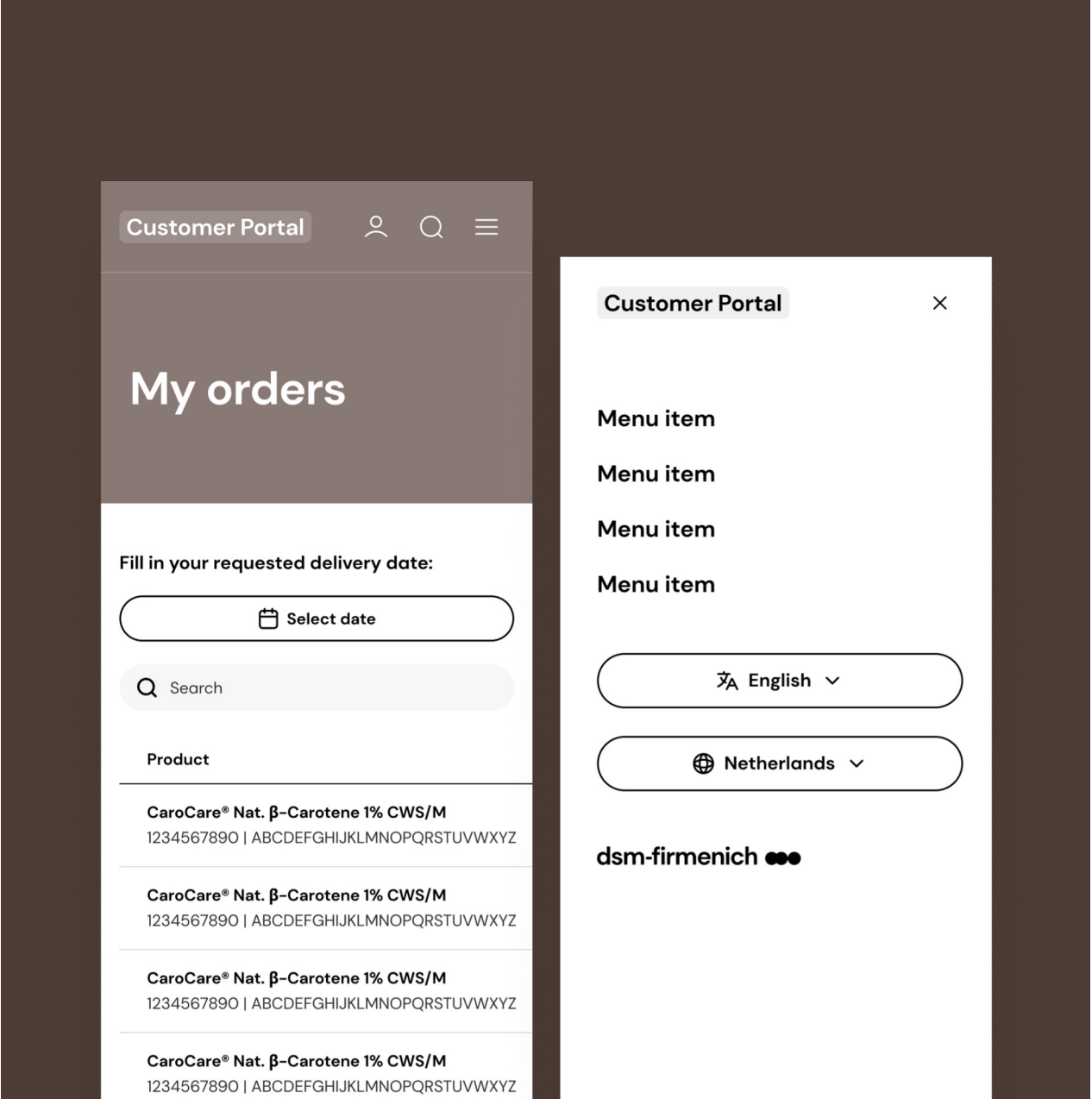
The application name will appear next to the dsm-firmenich logo in the top navigation. Since the positioning of the dsm-firmenich logo will be similar for all applications, as well as for the global dsm-firmenich website and the experience of other digital products on desktop, there are two benefits: uniformity in the experience and brand recognizability for users. Additionally, the same navigation bar can be leveraged for all digital products.

The top navigation always uses the primary wordmark for applications, never the secondary wordmark.



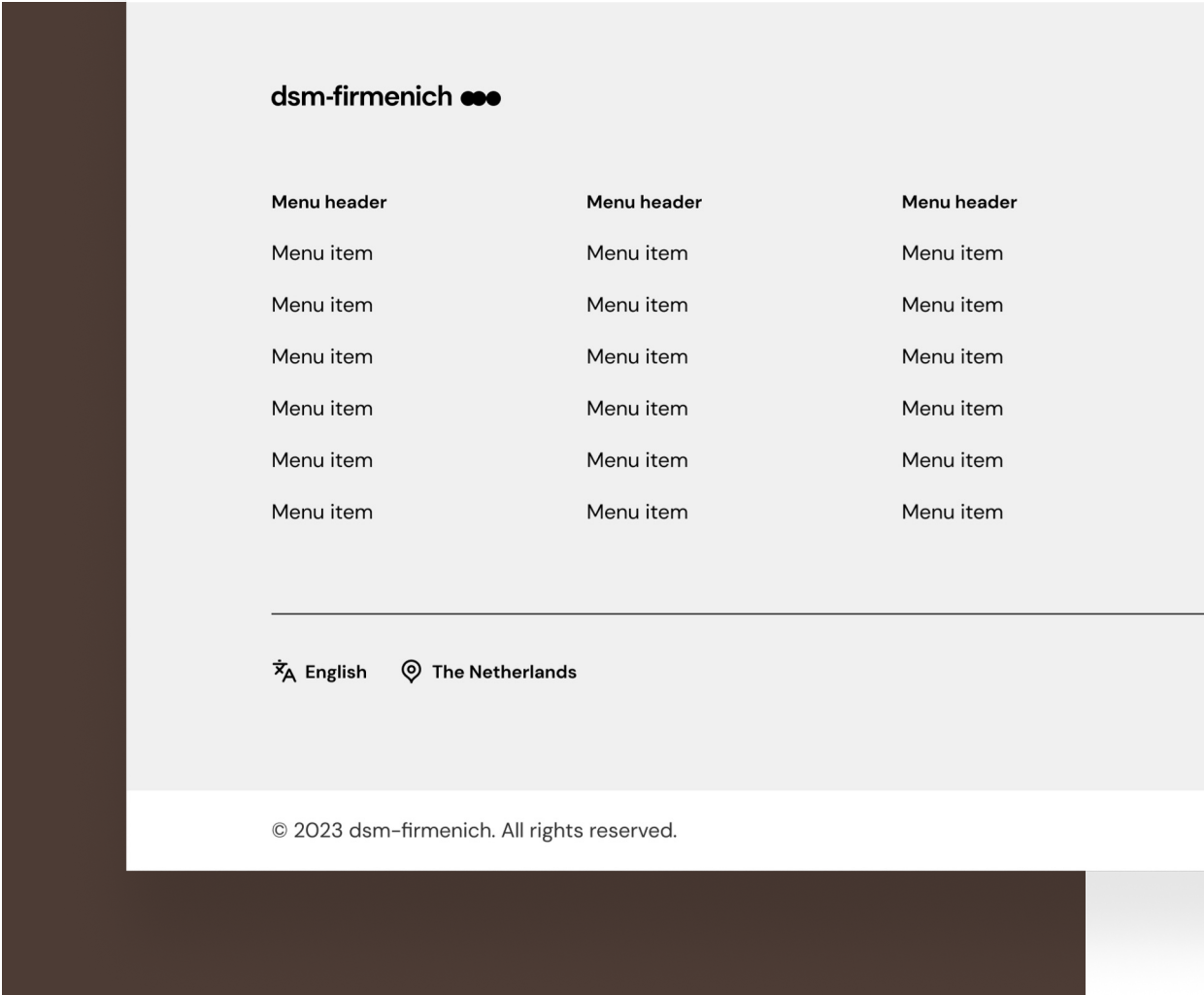
# Top navigation mobile experience

On mobile, the application name will be visible in the top navigation and the dsm-firmenich logo will be visible after opening the navigation drawer.



# Footer navigation

The application wordmark will never be mentioned within the website footer. The footer should always, only, display the dsm-firmenich logo.



Name

dsm-firmenich ●●●

Customer Portal

# Name

At dsm-firmenich, we follow a Masterbrand strategy, which means all our applications fall under the dsm-firmenich brand. They are products rather than sub brands with their own brand names. To follow this strategy and maintain the identity of dsm-firmenich, the naming for applications should be descriptive, simple, and short.

To ensure overall consistency, names should always be written in title case. For names that are abbreviations, an exception can be requested to write the name in full capitals. All names should be written in our primary typeface, DM Sans. When open fonts are not permitted, use our system typeface, Verdana. Follow the weight and spacing of the running text, and do not use the italic or underlined versions of the font.

dsm-firmenich ●●●

Pricing

dsm-firmenich ●●●

Collect

dsm-firmenich ●●●

Flavor Knowledge

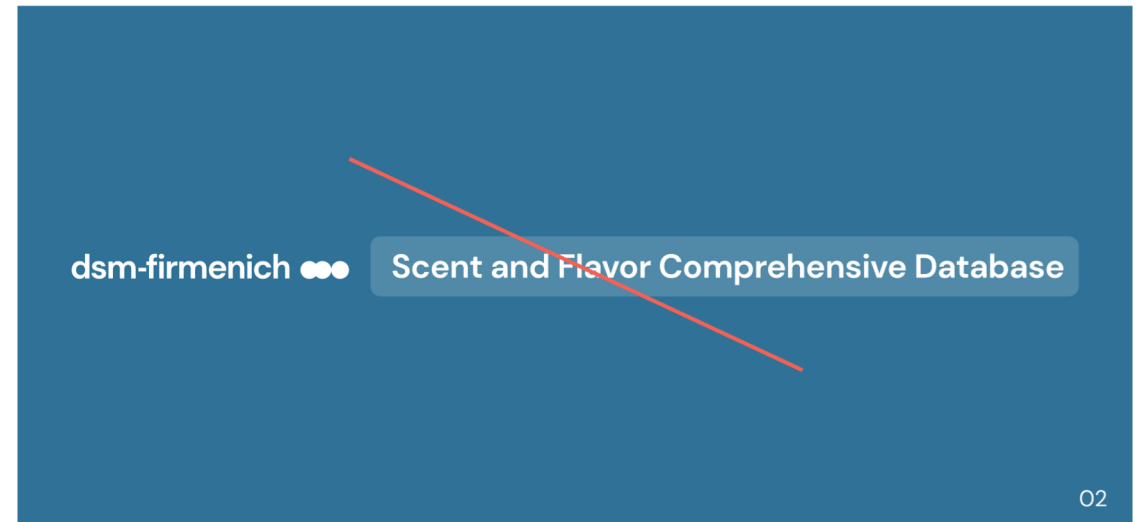
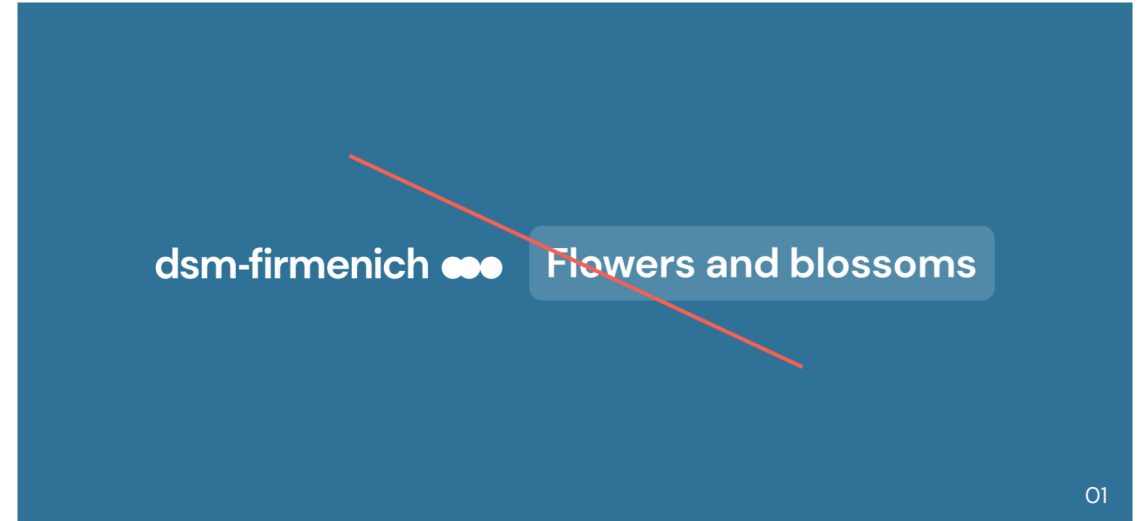
# Name guidelines

## Simple & clear

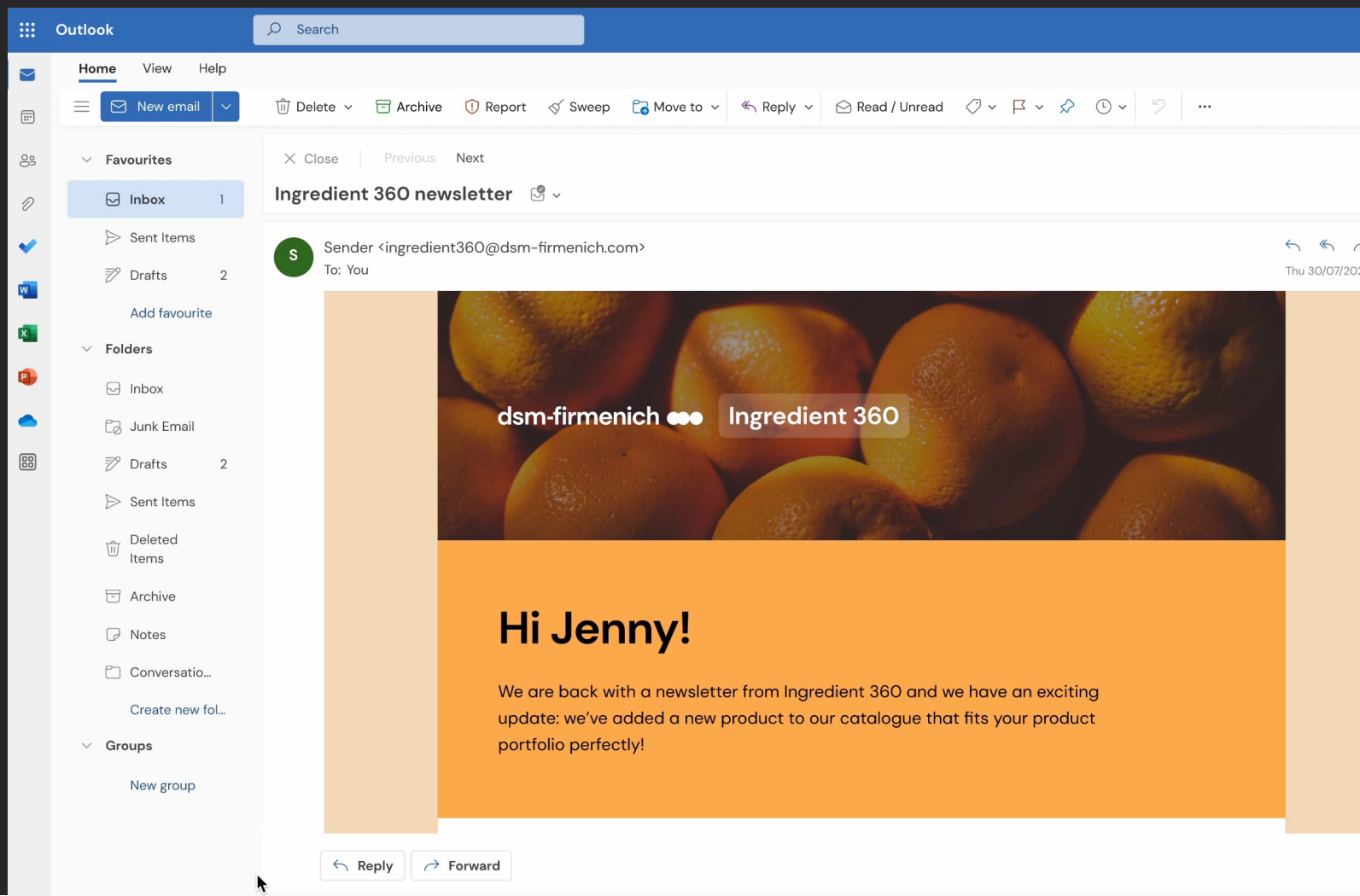
Everything we say should be nice and simple. The same goes for the names of our applications. Choose a clear, descriptive name that focuses on the functionality and/or impact of the application. Don't use confusing or unclear names (image 01).

## Short & snappy

The shorter, the sweeter. A short name forces you to confidently focus on the core functionality of the application. It facilitates a clean look and feel and ensures clear navigation. Therefore, don't use long application names (image 02).



# To-be Experience



# Resources

# Resources

Source: Figma, Apps & Tools

## Wordmark & Icon

Here you can find editable templates for the wordmark, icon and modified top navigation bar for desktop.

## Prototype

This is a link to the prototype from slide 13. Keyboard arrows can be used to navigate between screens. The designs are desktop only, therefore the responsive feature in Figma can not be used.

## Visual impressions

View this page for visual impressions of the application of names and icon on among others a newsletter, the portal, an overview page.

**We bring progress to life**