

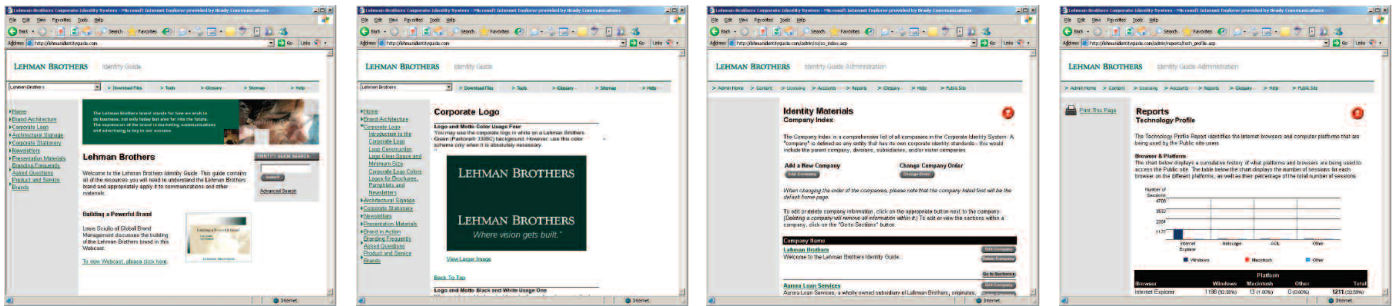
Organizing a Global Brand

An innovator in global finance for over 150 years, Lehman Brothers served the financial needs of corporations, governments and municipalities, institutional clients and high-net-worth individuals worldwide. After several major acquisitions, they needed to consolidate and organize the assets of their different brands.

With such rapid growth, instant updates and seamless global communication became imperative for maintaining consistency and effectively managing their corporate identity. *IdentityGuide* provided solutions for all of Lehman Brothers' identity management problems.

The content management tools enable brand managers to create and post content such as logos, color standards, literature templates,

typography guidelines and more. Additionally, *IdentityGuide* tools track site use and downloads, providing administrators with helpful information in planning future content.



A Powerful Tool for Brand Management

Given the company's rapid expansion, brand managers can effectively update and track identity elements through an intuitive administrative tool built into the site. The site also records download activity to provide increased oversight of how Lehman Brothers is being marketed.

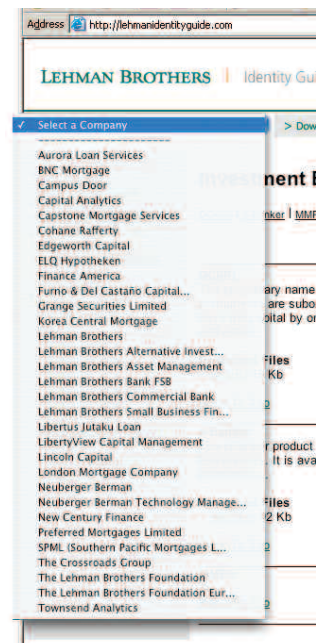


Setting Clear Standards

IdentityGuide covers a wide range of branding aspects, from color palette to standards for using the Lehman Brothers logo.



Choose a Lehman Company
To help the user navigate the site, a pull-down menu lists all of Lehman Brothers' companies and reduces the chance of selecting incorrect branding elements.



Business Units Worldwide

Lehman Brothers' interests are spread across the globe but are linked by consistent branding – something the Web site helps enforce.

