



## **PR Guidelines**

### **Corporate Wording, Language and Spelling**

Other cameras take pictures, while a Leica gives you goose bumps – it is a brand that makes photography so vivid that it needs its own emotional language. That is why its tone should be lively, passionate and rousing. Leica tells stories that are expressed through images. The language used should always do justice to the brand’s premium character, while always being precise and authentic. Just like Leica products, in other words.

To ensure the same tone of voice is conveyed everywhere, there are rules for text writing, which are clarified here with examples. It is only when these guidelines are adhered to, that we can achieve a consistent brand presence in terms of language, and ensure that the Leica brand becomes recognisable.

### **tone of voice**

Leica Camera’s tone of voice is one of trustworthiness, select quality and authenticity. It communicates the true strengths of the company. There is a distinction to be made between emotional and informative texts. Emotional texts focus on stories that can be experienced in every sentence, without being imprecise: they move, touch, arouse curiosity and position the product. Informative texts are product descriptions. In this case it is important to convey precise information.

### **text formatting**

**Font:** CorpoS

**Font size:** 12pt

**Formatting:** Justified text

**Line spacing:** 1.5

**Font size headline:** 16pt (bold)

**Font size sub-headline:** 14pt (bold)

**Font size Press Release:** 21pt (bold, Capital letters)

## **BRAND NAME**

The name Leica, and the company name Leica Camera AG, use upper case and lower case letters in headlines and copy text. In brand and cooperation partnerships, the partner is always mentioned first and the company name (Leica Camera AG) is written out in full.

**Examples of headline and copy text:** A Leica, Leica M, Leica engineer, Leica Camera AG

The Leica brand name always stands alone.

**The exceptions for English are:** the Ur-Leica, and Leica's

## **PRODUCT NAMES**

Product names combine upper and lower case letters in headlines and copy text.

**Wording for cameras:** Leica M10, Leica SL2, Leica D-Lux 7, Leica V-Lux 5

Special editions are written with upper and lower case letters and set between quotation marks.

**Examples:** Leica CL "Urban Jungle" by Jean Pigozzi, Leica M Monochrom "Drifter" by Kravitz Design

**Wording for systems:** The letters of a system and established expressions are always linked with a hyphen. SL-System, M-Photography, S-Lenses

**Wording for lenses:** Leica Tri-Elmar-M 16-18-21 f/4 ASPH., Leica Noctilux-M 50 f/1.2

**Wording for flash equipment:** Leica SF 58, Leica SF 24D

**Wording for accessories:** Comfort carrying strap, Hand grip M

## **WORDING FOR TECHNOLOGY PARTNERSHIPS**

The correct wording for the technological (brand/company partnership) always uses upper and lower case letters and is set between quotation marks: "co-engineered with Leica".

## **COMPOSITES**

Hyphens are used in accordance with the guidelines in the Chicago Manual of Style and the Merriam-Webster Dictionary to aid legibility. These guidelines must be applied consistently at all times.

**Examples:** red-eye correction, high-quality photography, seven-segment digital LED display

## **INTER PUNCTUATION**

No fullstop is applied at the end of a headline in any press text. If required, the headline can be followed by a colon. Sub-headlines are not a requirement. If there is a sub-headline, it ends with a fullstop.

**The only exception:** a headline that ends with the abbreviation ASPH.

**Example:**

**Headline:** Leica Noctilux-M 75 f/1.25 ASPH.

**Sub-headline:** Fast optics for the Leica M-System enrich the lens portfolio.

## **ABBREVIATIONS**

To ensure the comprehensibility of texts, only well-known abbreviations should be used.

**Examples:** e.g, i.e., CEO, etc.

There is always a fullstop behind the abbreviation ASPH. (for aspherical).

There is no fullstop after abbreviations for units of measurement.

**Examples:** mm, s, kg, MB

Well-known abbreviations can also be used in copy text.

**Examples:** LED (Light Emitting Diode), CMYK (Cyan, Magenta, Yellow, Key), JPEG (Joint Photographic Experts Group)

For less known abbreviations, it is recommended to use the full wording the first time it appears in a text, followed by the abbreviation between brackets. After that the abbreviation can be used for the rest of the text.

**Examples:** Digital Negative Format (DNG), Leica Oskar Barnack Award (LOBA); German Photographic Society (DGPh)

## **TECHNICAL DATA**

A product's most important technical data is listed in table form at the end of the text. Each column within the table begins with a capital letter, and a full stop is placed at the end of the column.

**The only exception:** The product reference at position one in the table is not followed by a punctuation mark.

For a better overview, bold script can be used in tables. Enumerations are separated by a comma.  
Product references use upper case and lower case letters.

**Examples:** Order Nr. 12345 (E Version), 12345 (U Version).

Zoom optical/digital 24x/4x.

**The only exception:** Product Leica SL2

### **FILE NAMES FOR PRESS PICTURES**

In the case of product images, the image file name describes the camera and/or lens, accessory or accessories shown in the image, and the view from which it is seen. The details are separated by an underline. Furthermore, the corresponding format, RGB or CMYK, is indicated.

**Examples:** Leica M Monochrom\_Typ246\_Leitz\_APO-Summicron-M\_50\_ASPH\_top\_CMYK  
Leica M Monochrom\_Typ246\_Leitz\_APO-Summicron-M\_50\_ASPH\_right\_RGB  
Leica Elpro 52\_front\_CMYK  
Leica SF60\_back\_CMYK

Press pictures related to an exhibition must always include copyright details. Where available, the caption for each picture should also be included; alternately, the name of the series or of the exhibition. If pictures from a same series have the same file name, the pictures can be numbered accordingly. If a photographer expresses the wish for a press picture to have a specific file name, this must be taken into consideration.

#### **Example:**

1\_Name of the series © Name of the photographer, or agency if applicable

2\_Name of the series © Name of the photographer, or agency if applicable

Geraldine Chaplin, 2012 © Anatol Kotte

Christer Strömholm Nana, Place Blanche, Paris 1961 © Christer Strömholm Estate 2014

If people appear in a press picture, they should be named from left to right in the file name (From the left). Depending on the number of people and the length of the corresponding file name, first names can be shortened. The names should be separated by a comma.

**Example:**

From the left: Karin Rehn-Kaufmann, Désirée Nosbusch, Dr. Andreas Kaufmann

From the left: K. Rehn-Kaufmann, D. Nosbusch, Dr. A. Kaufmann