

# Download John Lewis Brand Identity Guidelines

A brand is an overall experience of a customer that distinguishes an organization or product from its rivals in the eyes of the customer. Brands are used in business, marketing, and advertising. Brand translation An opportunity to help your brand perform. Having a beautiful brand identity on paper is one thing, turning it into an impactful brand experience in the built environment, another. All electrical products you buy from us are guaranteed for a minimum of 2 years, at no extra cost. With Added Care, you'll enjoy the same benefits for a period of up to 5 years, while also adding further benefits not included in the original guarantee. Brand Fabrik provides industry insight for today's busy marketers. Our aim is simply to make your marketing activities as enjoyable and effective as possible.