

# Global Handover Guide

---

Bonsai — Inspiron™ 11 3000 Series

v2 8/7/2013

URN: CO1403G0008\_02

# Table of contents

3 Value Proposition & Key Features

5 Proof of Concept

- a. Print: lifestyle/product
- b. Email: lifestyle/product
- c. OA: lifestyle/product
- d. Site Banner: lifestyle/product

22 Messaging

27 Environmental/Lifestyle Photography

33 Product Photography

36 Ecosystem Photography

39 Screenfills

41 Guidance

- a. Print: lifestyle/product
- b. Email: lifestyle/product
- c. OA: lifestyle/product
- d. Site Banner: lifestyle/product

59 Contact & General Details

# Value Proposition & Key Features

## Value proposition:

Essential features for your everyday computing needs, packed into the most affordable ultraportable.

Priority #1	11.6" touch notebook offers a mobility-optimized, very affordable product. Full PC productivity capabilities and optimized touch experience in a small form-factor. 11.6" touch notebooks are predicted to be a "must have" for Holiday 2013 due to affordability, mobility, and optimized touch experience with full Win 8 OS
Reasons to believe	<ul style="list-style-type: none"><li>• A great value for an ultraportable – \$399 price point for current generation processors and full Win8</li><li>• Small and light so it can go anywhere – 11.6" screen, 21mm thin and weighs just over 3lbs*</li><li>• Superb battery life – 30% more battery capacity than nearest competitor**</li><li>• No more annoying background noise when on Skype™ or conference call – Noise-canceling dual array microphones</li><li>• Easy to communicate with my family and friends – HD webcam, pre-loaded Skype™</li><li>• Superb audio – Waves MaxxAudio® Pro standard</li></ul>

## Positioning statement:

Only 11.6" and starting at just over 3lbs\*, the Inspiron 11 goes everywhere but has a full suite of standard features for life on the go.

\*Weights vary depending on configuration and manufacturing variability.

Note: Final size and weight to be confirmed mid-August 2013.

\*\*Please note we are waiting for final battery test results

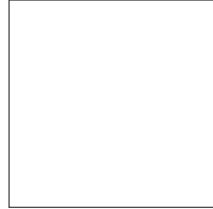
## Color Palette



Dell Blue  
#0085C3



Dell Dark Gray  
#444444



White #FFFFFF

## Touch Iconography Options

Touch icons to be used next to touch enabled systems only.

1. Hero **or** the only touch system on a viewing plane should use the Touch icon and the "Touch" text below icon.
2. Secondary touch systems on the same viewing plane should only use the touch icon without "Touch" text below.
3. Location recommended is near "hinge" of product

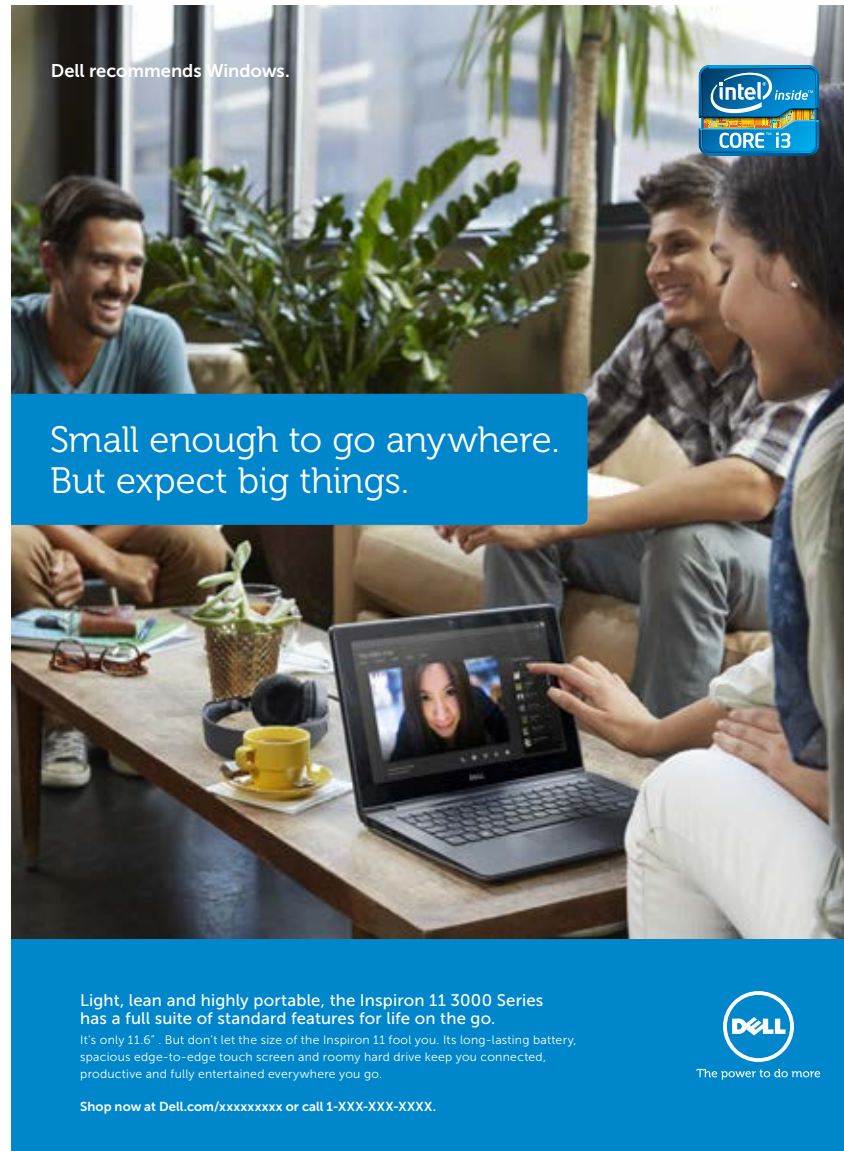


[https://wau.enfatico.com/PORTAL/BROWSE.php?path=/raid/global-asset-library/Dell/Supporting\\_Assets/Icons/Touch/64\\_Pixel&server=MTUyLjE0Ni44Ny40MA==&siteurl](https://wau.enfatico.com/PORTAL/BROWSE.php?path=/raid/global-asset-library/Dell/Supporting_Assets/Icons/Touch/64_Pixel&server=MTUyLjE0Ni44Ny40MA==&siteurl)

# Proof of Concept

TBD:

# Print - Single Page Lifestyle




Dell recommends Windows.

intel inside  
CORE i3

Small enough to go anywhere.  
But expect big things.

Light, lean and highly portable, the Inspiron 11 3000 Series has a full suite of standard features for life on the go. It's only 11.6". But don't let the size of the Inspiron 11 fool you. Its long-lasting battery, spacious edge-to-edge touch screen and roomy hard drive keep you connected, productive and fully entertained everywhere you go.


Shop now at [Dell.com/xxxxxxx](http://Dell.com/xxxxxxx) or call 1-XXX-XXX-XXXX.

 **DELL**  
The power to do more


Print Lifestyle:  
TBD

# Print - Single Page Product

Dell recommends Windows.



Small enough to go anywhere.  
But expect big things.




Touch

Light, lean and highly portable, the Inspiron 11 3000 Series has a full suite of standard features for life on the go.

It's only 11.6". But don't let the size of the Inspiron 11 fool you. Its long-lasting battery, spacious edge-to-edge touch screen and roomy hard drive keep you connected, productive and fully entertained everywhere you go.

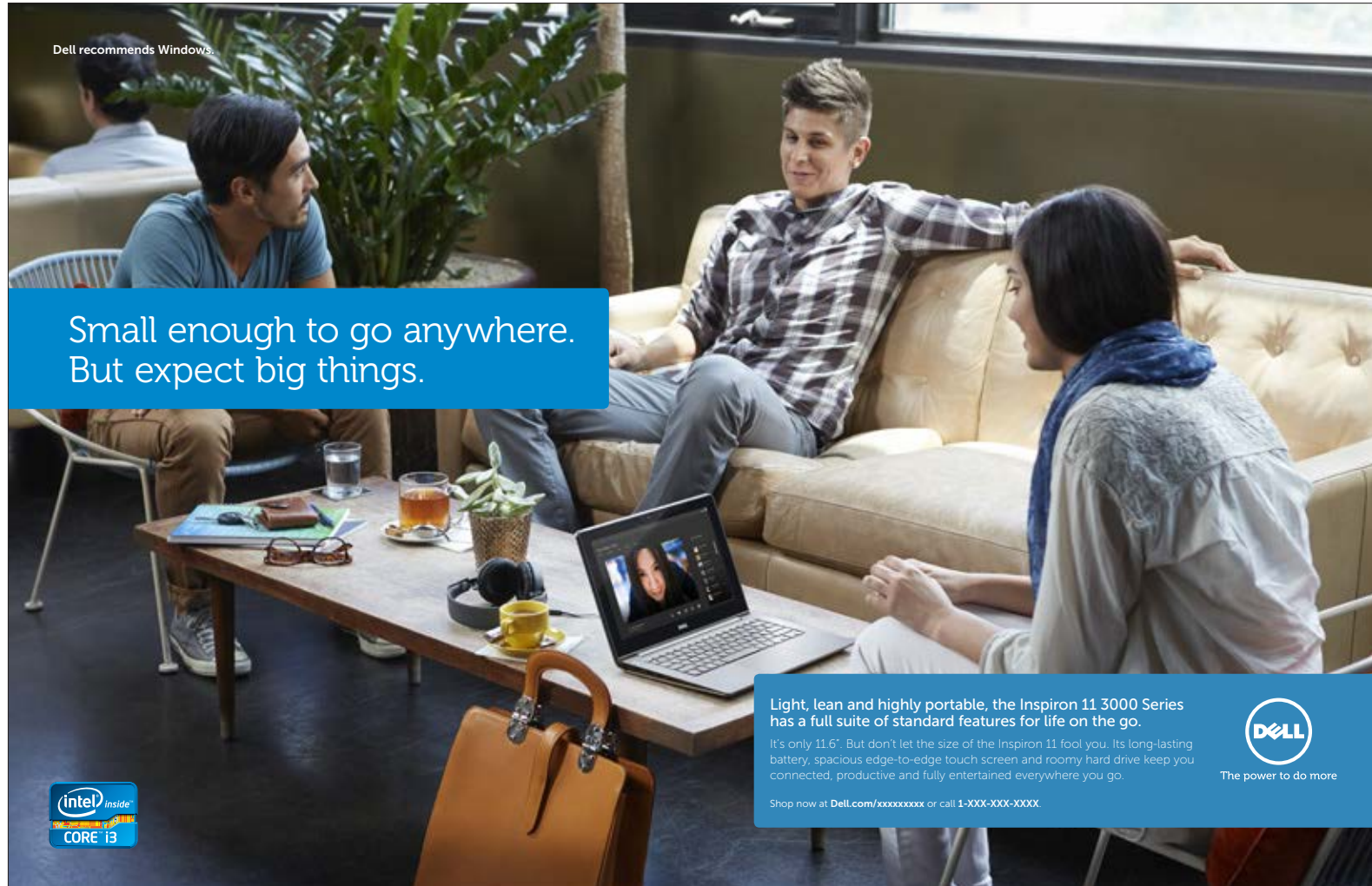
Shop now at [Dell.com/xxxxxxx](http://Dell.com/xxxxxxx) or call 1-XXX-XXX-XXXX.



The power to do more

Print Product:  
TBD

# Print - Spread Lifestyle



Dell recommends Windows.

Small enough to go anywhere.  
But expect big things.



Light, lean and highly portable, the Inspiron 11 3000 Series has a full suite of standard features for life on the go.

It's only 11.6". But don't let the size of the Inspiron 11 fool you. Its long-lasting battery, spacious edge-to-edge touch screen and roomy hard drive keep you connected, productive and fully entertained everywhere you go.

Shop now at [Dell.com/xxxxxxxx](http://Dell.com/xxxxxxxx) or call 1-XXX-XXX-XXXX.



The power to do more

Print Product:  
TBD





New Inspiron 11

11 | Questions? Dell experts are online 24/7 at [Dell.com/chat](https://Dell.com/chat)

Dell recommends Windows.

## Small enough to go anywhere. But expect big things.

It's only 11.6". But don't let the size of the Inspiron 11 fool you. Its long-lasting battery, spacious edge-to-edge touch screen and roomy hard drive keep you connected, productive and fully entertained everywhere you go.

The new Inspiron 11  
Available with Xth gen  
Intel® Core™ iX processor.  
Starting at \$XXX<sup>99</sup>



\*See pg. 39 for important details.

Get the latest prices at [Dell.com/inspiron3000](https://Dell.com/inspiron3000) | 1-800-291-DELL | 12

Laptops

# Print - FSI Cover Lifestyle



Dell recommends Windows.



The power to do more.

Small enough to go anywhere.  
But expect big things.

Light, lean and highly portable, the Inspiron 11 3000 Series has a full suite of standard features for life on the go.

**The new Inspiron 11**

It's only 11.6". But don't let the size of the Inspiron 11 fool you. Its long-lasting battery, spacious edge-to-edge touch screen and roomy hard drive keep you connected, productive and fully entertained everywhere you go.

After \$109 instant savings

Market Value\* \$499

**\$399**

E-Value™ code: XXXXXXXX

As low as: \$109/mo\*

- 4th Gen Intel® Core™ i3 processor
- Edge-to-edge Touch Display
- 11.6" display, 21mm thin and just over 2lbs\*
- Extended battery life
- Roomy 320GB/500GB\* Hard Drive
- HD webcam with preloaded Skype™
- Noise-canceling, dual-array microphones
- Standard Waves MaxxAudio® Pro



**Free shipping\***

Take advantage of free ground shipping on PCs and electronics at Dell.com for a limited time. No minimum purchase required.

**Easy returns\***

Send it back within 30 days of your invoice date for a full refund, plus free return shipping. We'll even waive the restocking fee.



Shop Now at [Dell.com/xxxxxxxxx](http://Dell.com/xxxxxxxxx) or call 1-XXX-XXX-XXXX

Offers valid X/XX - X/XX/20XX unless otherwise noted.

Print Product:  
TBD

# Print - FSI Cover Product

Dell recommends Windows.



The power to do more

Small enough to go anywhere.  
But expect big things.



Light, lean and highly portable, the Inspiron 11 3000 Series has a full suite of standard features for life on the go.

**The new Inspiron 11**  
It's only 11.6". But don't let the size of the Inspiron 11 fool you. Its long-lasting battery, spacious edge-to-edge touch screen and roomy hard drive keep you connected, productive and fully entertained everywhere you go.

After \$109 instant savings  
Market Value\* \$kXX  
**\$XXX**  
E-Value™ code: XXXXXXX

As low as: \$XX/mo\*



Touch

- 4th Gen Intel® Core™ i3 processor
- Edge-to-edge Touch Display
- 11.6" display, 21mm thin and just over 3lbs\*
- Extended battery life
- Roomy 320GB/500GB\* Hard Drive
- HD webcam with preloaded Skype™
- Noise-canceling, dual-array microphones
- Standard Waves MaxxAudio® Pro

**Free shipping\***  
Take advantage of free ground shipping on PCs and electronics at Dell.com for a limited time. No minimum purchase required.

**Easy returns\***  
Send it back within 30 days of your invoice date for a full refund, plus free return shipping. We'll even waive the restocking fee.

Shop Now at [Dell.com/xxxxxxxxx](http://Dell.com/xxxxxxxxx) or call 1-XXX-XXX-XXXX


Offers valid X/XX - X/XX/20XX unless otherwise noted.



Print Product:  
TBD

# Email - Lifestyle

Month DD, 20YY [Mobile Version](#) | [Web Version](#) | [View email in Spanish](#)

 [Dell Home](#) | 1-877-887-DELL

[Laptops](#) | [All-in-Ones & Desktops](#) | [Electronics & Software](#) | [Phones & Broadband](#) | [Services](#)

## Small enough to go anywhere. But expect big things.



Light, lean and highly portable, the Inspiron 11 3000 Series has a full suite of standard features for life on the go.

**Dell Inspiron 11**

- Powerful Intel® Core™ i3 processor
- Stunning 11.6" HD display
- Thin, lightweight design

Starting at **\$XXXXX**  
Limited time offer



[Shop Now](#)



[www.dell.com/home](#) | 1-877-887-3355 [Feedback](#)

Retail location and address goes here

[Chat Online](#)  
[Store Locator](#)  
[Dell.com/Deals](#)  
[Dell Outlet](#)  
[Financing](#)  
[Preference Center](#)  
[Check Order Status](#)

 Follow on Facebook  
 Follow on Twitter

Did someone forward you this message? [Subscribe](#) to receive Dell Direct email.

This email is an advertisement or solicitation. If you do not wish to receive email marketing from Dell, please [unsubscribe](#) here: [Unsubscribe](#)

To update your preferences for Dell marketing emails or to submit questions or comments, please use the following links instead of replying to this email:  
[Update My Preferences](#) | [Questions or Comments](#) | [Dell Privacy Policy](#)

Dell is located at One Dell Way, Round Rock, TX 78682.

Dell Direct for customers is a special publication to inform subscribers of the latest in technology news and offers from Dell Home and Home Office.  
Make sure you receive your email from Dell Direct. Add [dell@delhome.usa.dell.com](mailto:dell@delhome.usa.dell.com) to your address book. [More Details](#)

**Important Details:**  
Offers subject to change; not combinable with all other offers. Taxes, shipping, handling and other fees apply. U.S. Dell Home and Home Office new purchases only. In-production orders are non-cancellable. Returns are subject to restocking fee; see [dell.com/return](#) policy. Availability of select Electronics and Accessory products varies and quantities may be limited. Dell reserves the right to cancel orders arising from pricing or other errors.

Email Lifestyle:  
TBD

# Email - Product

Month DD, 20YY | [Mobile Version](#) | [Web Version](#) | [View email in Spanish](#)

**Dell Home** | 1-877-887-DELL

[Laptops](#) | [All-in-Ones & Desktops](#) | [Electronics & Software](#) | [Phones & Broadband](#) | [Services](#)

## Small enough to go anywhere. But expect big things.

Light, lean and highly portable, the Inspiron 11 3000 Series has a full suite of standard features for life on the go.

**Dell Inspiron 11**

- Powerful Intel® Core™ iX processor
- Stunning 11.6" HD display
- Thin, lightweight design

Starting at **\$XXXXX**  
Limited time offer

[Shop Now](#)



Touch

---

[www.dell.com/home](#) | 1-877-887-3355 [Feedback](#)

Retail location and address goes here

[Chat Online](#)

[Store Locator](#)


[Dell.com/Deals](#)


[Dell Outlet](#)

[Financing](#)

[Preference Center](#)

[Check Order Status](#)

 Follow on Facebook

 Follow on Twitter

Did someone forward you this message? [Subscribe](#) to receive Dell Direct email.

This email is an advertisement or solicitation. If you do not wish to receive email marketing from Dell, please unsubscribe here: [Unsubscribe](#)

To update your preferences for Dell marketing emails or to submit questions or comments, please use the following links instead of replying to this email:

[Update My Preferences](#) | [Questions or Comments](#) | [Dell Privacy Policy](#)

Dell is located at One Dell Way, RR156, Round Rock, TX 78682.

Dell Direct for customers is a special publication to inform subscribers of the latest in technology news and offers from Dell Home and Home Office.

Make sure you receive your email from Dell Direct. Add [dell@delhome.usa.dell.com](mailto:dell@delhome.usa.dell.com) to your address book. [More Details](#)

**Important Details:**  
Offers subject to change; not combinable with all other offers. Taxes, shipping, handling and other fees apply. U.S. Dell Home and Home Office new purchases only. In-production orders are non-cancellable. Returns are subject to restocking fee; see [dell.com/return](#) policy. Availability of select Electronics and Accessory products varies and quantities may be limited. Dell reserves the right to cancel orders arising from pricing or other errors.

Email Product:  
TBD



# OA: 300x250 - Lifestyle



Frame 1



Frame 2



Frame 3



Frame 4



Frame 5



Frame 6

# OA: 160x600 - Lifestyle

Introducing the Inspiron 11 3000 Series.

Small enough to go anywhere. But expect big things.

Like a spacious touch display.

Loads of room for music, movies and more.

And more time between charges.

Introducing the Inspiron 11.

Light and lean. With all the essentials for life on the go.

Touch

Starting at \$XXXXX

Shop Now

Intel  
CORE i3

Featuring Intel® Core™ i3 processors.

Frame 1

Frame 2

Frame 3

Frame 4

Frame 5

Frame 6

OA Lifestyle:  
TBD

# OA: 728x90 - Lifestyle



Introducing the Inspiron 11 3000 Series.




Frame 1



Small enough to go anywhere. But expect big things.


Frame 2



Like a spacious touch display.


Frame 3

Loads of room for music, movies and more.



Frame 4

And more time between charges.



Frame 5



The new Dell Inspiron 11. Light and lean. With all the essentials for life on the go.




Starting at \$**XXXXX**

Shop Now

Featuring Intel® Core™ i3 processors.



Frame 6

OA Lifestyle:  
TBD



# OA: 300x250 - Product



Frame 1



Frame 2



Frame 3



Frame 4



Frame 5



Frame 6

# OA: 160x600 - Product

Introducing the Inspiron 11 3000 Series.



Frame 1

Small enough to go anywhere. But expect big things.



Frame 2

Like a spacious touch display.



Frame 3

Loads of room for music, movies and more.



Frame 4

And more time between charges.



Frame 5



Introducing the Inspiron 11.

Light and lean. With all the essentials for life on the go.



Touch



Starting at \$XXXXXX

[Shop Now](#)



Featuring Intel® Core™ i3 processors.

Frame 6

OA Product: TBD



# OA: 728x90 - Product

Introducing the Inspiron 11 3000 Series.




Frame 1

Small enough to go anywhere.  
But expect big things.



Frame 2

Like a spacious touch display.




Frame 3

Loads of room for music,  
movies and more.



Frame 4

And more time between charges.



Frame 5

 The new Dell Inspiron 11.  
Light and lean. With all the essentials  
for life on the go.

Starting at  
**\$XXXXX**

[Shop Now](#)

Featuring Intel®  
Core™ i3  
processors.



Frame 6


OA Product:  
TBD

# Site Banner - Lifestyle

Small in size.  
But expect big things.


Light, lean and highly portable, the Inspiron 11 3000 Series has all the essentials for life on the go.

[Shop Now >](#)



Site Banner Lifestyle:  
TBD

# Site Banner - Product



Small in size.  
But expect big things.

Light, lean and highly portable, the Inspiron 11 3000 Series has all the essentials for life on the go.

[Shop Now >](#)

Site Banner Product:  
TBD

Messaging



# Messaging and support copy

## Email, Catalog, FSI, Print

### Headline:

Small enough to go anywhere.  
But expect big things.

### Alt Headline:

Travel light. But take all the essentials.  
You'll be pleased with its features. And surprised by its size.  
Small in stature. Huge in possibilities.  
The features you need. For the freedom you want.  
Ultraportable. Highly capable.  
All the essentials. For travel or home.  
Everything you need for going or staying.

### Subhead:

Light, lean and highly portable, the Inspiron 11 3000 Series has a full suite of standard features for life on the go.

### Body Copy:

It's only 11.6". But don't let the size of the Inspiron 11 fool you. Its long-lasting battery, spacious edge-to-edge touch screen and roomy hard drive keep you connected, productive and fully entertained everywhere you go.

### Alt Body Copy:

You know exactly what you want in an 11.6" ultraportable. And the Inspiron 11 has it. A spacious edge-to-edge touch display. A roomy 320GB\* hard drive for all your movies, music and more. And long battery life for more time between charges. It's everything you need to listen, watch, chat or surf on the go.

\*GB means 1 billion bytes; actual capacity varies with preloaded material and operating environment and will be less.

# Messaging and support copy

## OA:

**Frame 1** Introducing the Inspiron 11 3000 Series.

**Frame 2** Small enough to go anywhere. But expect big things.

**Frame 3** Like a spacious touch display.

**Frame 4** Loads of room for music, movies and more.

**Frame 5** And more time between charges.

## End Frame

The new Dell Inspiron 11.

Light and lean. With all the essentials for life on the go.

## Online Site Banner:

**Headline:** Small in size. But expect big things.

**Subhead:** Light, lean and highly portable, the Inspiron 11 3000 Series has all the essentials for life on the go.

## Product Positioning:

Only 11.6" and starting at just over 3lbs\*, the Inspiron 11 goes everywhere but has a full suite of standard features for life on the go.

\*Weights vary depending on configuration and manufacturing variability.

**Note:** Final size and weight to be confirmed mid-August 2013.



## Spec Lines

### Intel Processor:

**Intel® Celeron® processor 2955U:** Stream, surf or chat to your heart's content with the power of the latest processors.

Notes: When the Intel Bay Trail processor launches at the end of October 2013 then this will need to change to: "Up to Intel® Celeron® processor DC N2810: Stream, surf or chat to your heart's content with the power of the latest processors."

**Celeron is no longer a fundable, reimbursable Intel® Core™ processor.**

### AMD Processor:

**AMD A4-1250 Accelerated Processor:** Stream, surf or chat to your heart's content with the power of the latest processors.

### **Edge-to-edge touch display :**

Enjoy the interactivity and convenience of a tablet in a full-featured laptop.

### **11.6" display, 21mm thin and starting at just over 3lbs\*:**

Stow it in your bag or simply slip it under your arm.

\*Weights vary depending on configuration and manufacturing variability.

Note: Final size and weight to be confirmed mid-August 2013.

### **Long battery life:**

Expand the time between charges.

### **Roomy 320GB/500GB\* hard drive:**

Take all your favorite videos, music and files with you wherever you go.

\*GB means 1 billion bytes; actual capacity varies with preloaded material and operating environment and will be less

### **HD webcam with preloaded Skype™\*\*:**

Stay in touch with family and friends, no matter where you are.

\*\*Service subject to third-party service subscription terms and conditions.

## Spec Lines (continued)

### **Noise-canceling, dual-array microphones:**

Minimize background noise so you can web chat in a crowded café or stream your favorite tunes while you talk.

### **Waves MaxxAudio® Pro:**

Superb audio brings your favorite movies and videos to life.

### **HDMI, Media Card Reader and USB 3.0:**

Transfer your files quickly and easily or watch the videos you just edited on your HDMI-equipped TV.

# Environmental/Lifestyle Photography

# Environmental/Lifestyle Photography

Bonsai — Inspiron™ 11 3000 Series



in11\_07130010\_11125.psd



in11\_07130010\_11013.psd



in11\_07130010\_11012.psd



in11\_07130010\_11738.psd



in11\_07130010\_11700.psd



in11\_07130010\_11214.psd

Environmental:  
.../global-prelaunch/dell/Notebooks/Inspiron/11/Lifestyle

# Environmental/Lifestyle Photography

Bonsai — Inspiron™ 11 3000 Series



in11\_am\_01478.psd



in11\_am\_01506.psd



in11\_am\_01847.psd



in11\_enb\_home\_office\_11805.psd



in11\_am\_01921.psd



in11\_enb\_outdoor\_11643.psd

Environmental:  
.../global-prelaunch/dell/Notebooks/Inspiron/11/Lifestyle



# Environmental/Lifestyle Photography

Bonsai — Inspiron™ 11 3000 Series



in11\_enb\_outdoor\_11649.psd



in11\_inside\_afternoon\_1544.psd



in11\_mnb\_outdoor\_cafe\_11233.psd



in11\_mnb\_outdoor\_cafe\_11250.psd



in11\_07130010\_0517.psd



in11\_07130010\_0942.psd

Environmental:  
.../global-prelaunch/dell/Notebooks/Inspiron/11/Lifestyle

# Environmental/Lifestyle Photography

Bonsai — Inspiron™ 11 3000 Series



in11\_inside\_afternoon\_1160B.psd



in11\_07130010\_0201.psd



in11\_07130010\_0063.psd



in11\_07130010\_0470.psd

Environmental:  
.../global-prelaunch/dell/Notebooks/Inspiron/11/Lifestyle

# Environmental/Lifestyle Photography

Bonsai — Inspiron™ 11 3000 Series



in11\_07130010\_0544.psd



in11\_07130010\_1140.psd



in11\_07130010\_0541.psd

Environmental:  
.../global-prelaunch/dell/Notebooks/Inspiron/11/Lifestyle



# Product Photography

# Standard product photography

Bonsai — Inspiron™ 11 3000 Series



in11\_3000\_lnb\_00045lf110\_gy.psd



in11\_3000\_lnb\_00000f90\_gy.psd



in11\_3000\_lnb\_00045rf110\_gy.psd



in11\_3000\_lnb\_00090l90\_gy.psd



in11\_3000\_lnb\_00090r90\_gy.psd



in11\_3000\_lnb\_00120lb25\_gy.psd



in11\_3000\_lnb\_00120lb60\_gy.psd

.../global-prelaunch/dell/Notebooks/Inspiron/11

# Standard product photography

Bonsai — Inspiron™ 11 3000 Series



in11\_3000\_lnb\_00180b90\_gy.psd



in11\_3000\_lnb\_00120rb60\_gy.psd



in11\_3000\_lnb\_90000t90\_gy.psd



in11\_3000\_lnb\_5115lb55\_gy.psd



in11\_3000\_lnb\_25035lf130\_gy.psd



in11\_3000\_lnb\_05130lf130\_gy.psd



in11\_3000\_lnb\_05000f90\_gy.psd



in11\_3000\_lnb\_hero.psd

.../global-prelaunch/dell/Notebooks/Inspiron/11

# Ecosystem Photography

TBD: To come when published.

## Dell recommended essential accessories for your Inspiron 11 3000 Series / Inspiron 3135 3000 Series

You can maximize the versatility and performance of your Inspiron 11 with essential accessories that are great for on-the-go or at-home productivity. When you're on the move, protect your Inspiron 11 with a carrying case and take a long a wireless travel mouse. For a more traditional desktop setup, connect to a Dell productivity dock, multi-touch monitor, and wireless keyboard and mouse.



**Visual #1:** Inspiron 11 w/Dell Urban 2.0 Topload Case and Dell WM524 Wireless Travel Mouse



**Visual #2:** Inspiron 11 w/Dell 21.5" Touch Monitor I S2240T, Dell SuperSpeed USB 3.0 Docking Station, and Dell KM632 Wireless Keyboard & Mouse Combo



**Visual #3:** Inspiron 11 w/Dell 21.5" Touch Monitor I S2240T, Dell SuperSpeed USB 3.0 Docking Station, and Dell KM632 Wireless Keyboard & Mouse Combo

.../global-prelaunch/dell/Notebooks/Inspiron/11/Lifestyle

# Essential accessories for your Inspiron 11 3000 Series

## Hero ecosystem items:

Essential or major accessories supporting dominant or additional usage scenario. Merchandise online and offline.

Regionalization guidelines: no additions, deletions or substitutions.



### Dell Urban 2.0 Topload Case

Be prepared for wherever your day takes you with a comfortable, lightweight and stylish bag that fits laptops with up to 15.6" displays.

.../global-asset-library/Dell/Products/Electronics\_and\_Accessories/Dell/Carrying\_Cases/dell\_toploader.psd



### Dell WM524 Wireless Travel Mouse

Travel light with a stylish, high-precision wireless Bluetooth 3.0 mouse with a long battery life.

.../global-asset-library/Dell/Products/Peripherals/Dell/Pointing\_Devices/WM524/wm524\_bkb\_shot01\_mouse.psd



### Dell SuperSpeed USB 3.0 Docking Station

Offering high-speed data transfer and easy compatibility, this docking station provides easy connection to external displays and devices.

.../global-asset-library/Dell/Products/Peripherals/Dell/Docks\_and\_Stands/dl\_superspeed\_dock\_332-0446\_lb\_use.psd



### Dell KM632 Wireless Keyboard & Mouse Combo

Keep your desk clutter free with this wireless combo. Low-profile keys and optical tracking let you work in comfort without a cord in sight.

.../global-asset-library/Dell/Products/Peripherals/Dell/Keyboards/KM632\_Wireless\_Keyboard\_and\_Mouse/dlkm632\_bkb\_shot02\_all.psd



### Dell 21.5" Touch Monitor I S2240T

Get outstanding clarity and usability with a full HD 21.5" display featuring 10-point multi-touch capability.

.../global-asset-library/Dell/Products/Peripherals/Dell/Monitors/S2240T/S2240T\_lfp\_0025f98.psd

# Screenfills

# Screenfills

Bonsai — Inspiron™ 11 3000 Series



.../global-asset-library/Dell/  
Supporting\_Assets/Screenfills/  
Usage/Chat/screenfills\_usage\_  
chat\_meetupFPO\_small.psd



.../xau-creative/dell/campaigns/  
Product-Launches/Global/  
FY14Q2/118683\_Global\_Bonsai\_  
Launch/Art/Screenfill/screenfills\_  
usage\_chat\_myvideochat\_bonsai\_  
final.psd



.../global-asset-library/Dell/  
Supporting\_Assets/Screenfills/  
Usage/Productivity/Design/EUC\_  
Workstation\_screenfills\_usage\_  
design\_right.psd



.../global-asset-library/Dell/  
Supporting\_Assets/Screenfills/  
Usage/Music/screenfills\_usage\_  
music\_myalbums.psd



.../global-asset-library/  
Dell/Supporting\_Assets/  
Screenfills/Usage/Productivity/  
Presentation/screenfills\_usage\_  
productivity\_presentation.psd



.../global-asset-library/Dell/  
Supporting\_Assets/Screenfills/  
Usage/Video/Editing/  
screenfills\_usage\_video\_editing\_  
myvideoeditor\_v1.psd



.../global-asset-library/Dell/  
Supporting\_Assets/Screenfills/  
Usage/Productivity/Financial/  
Screenfill\_double\_screen\_chart\_  
rgb1.psd



.../global-asset-library/Dell/Supporting\_  
Assets/Screenfills/Third-Party/Microsoft/  
Windows\_8/English/SCREENSHOT\_  
WIN8\_IE10\_BingAddBar\_WW\_EN.psd



Guidance

# Fixed/Flex Guidance

## FIXED

All items not highlighted or showing Flexible or Menu cannot be changed under any circumstance.

## MENU

A menu of options for these areas is provided in the handover guide for selection e.g. colors, headlines, body copy, images etc. Should transcreated copy not fit in allotted space, decrease copy size.

## FLEXIBLE

Content population is flexible within the creative design/placement, format size, layout, purpose and shape. Copy must be selected from the Copy Bank and images/graphics from the DAM.

Note: Price must reflect the cost of the system shown

# Print - Single Page Lifestyle

Dell recommends Windows.

intel inside  
4 CORES

1. small enough to go anywhere.  
But expect big things.

2.

3.

Light, lean and highly portable, the Inspiron 11 3000 Series has a full suite of standard features for life on the go. It's only 11.6". But don't let the size of the Inspiron 11 fool you. Its long-lasting battery, spacious edge-to-edge touch screen and roomy hard drive keep you connected, active and fully entertained everywhere you go.


5. Shop now at [Dell.com/xxxxxxx](#) or call 1-XXX-XXX-XXXX.

**DELL**  
The power to do more


- 1. Headline, subhead and body copy — Menu
- 2. Environmental photography — Menu
- 3. Screenfill — Menu
- 4. Partner funding requirements — Flex
- 5. CTA — Flex

# Print - Single Page Product

Dell recommends Windows.




1. Small enough to go anywhere.  
But expect big things.



3. Touch

1. Light, lean and highly portable, the Inspiron 11 3000 Series has a full suite of standard features for life on the go.  
It's only 11.6". But don't let the size of the Inspiron 11 fool you. Its long-lasting battery, spacious edge-to-edge touch screen and roomy hard drive keep you connected, productive and fully entertained everywhere you go.

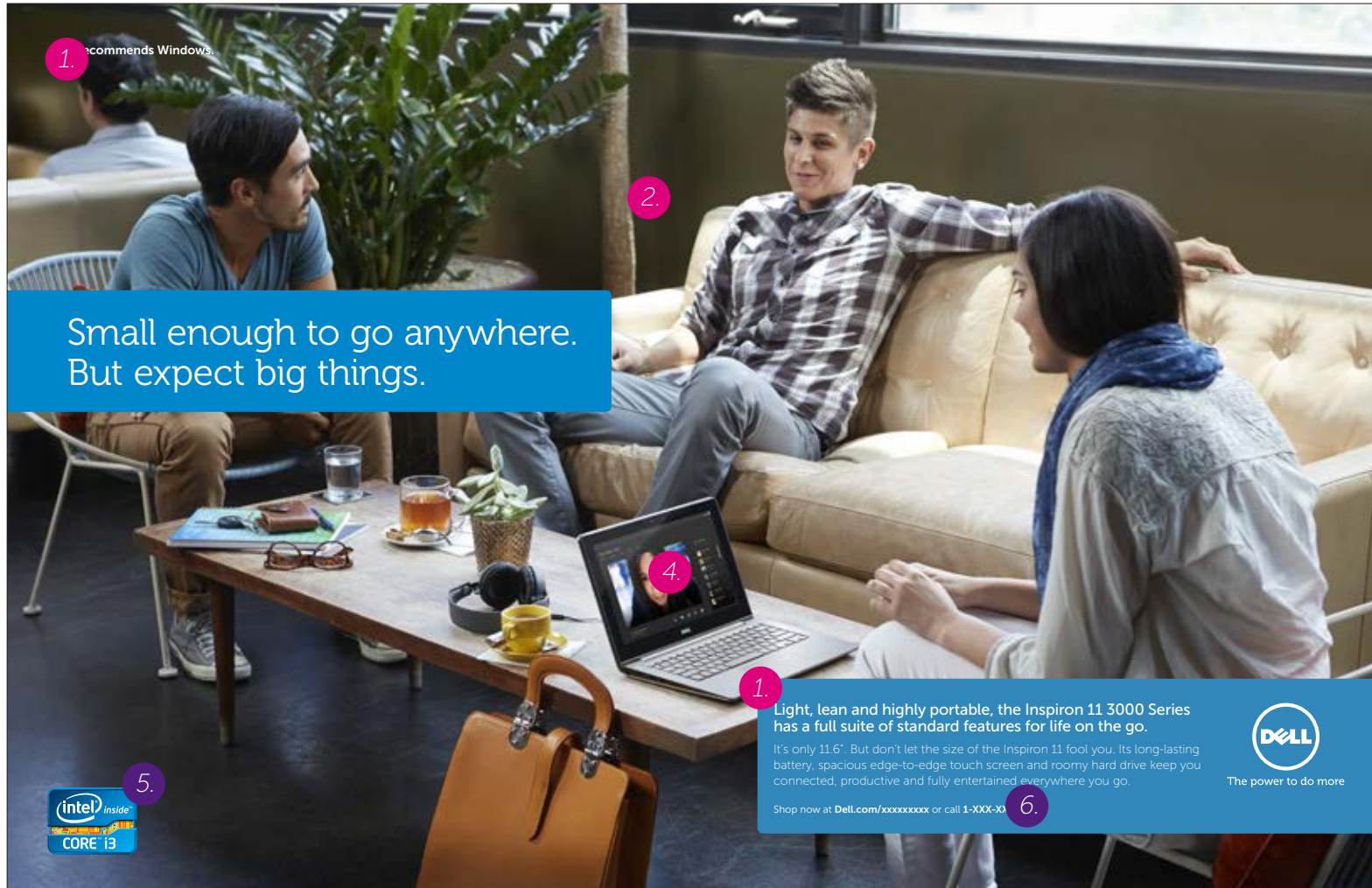
5. Shop now at [Dell.com/xxxxxxx](http://Dell.com/xxxxxxx) or call 1-XXX-XXX-XXXX.



The power to do more

1. Headline, subhead and body copy — Menu
2. Product photography — Menu
3. Screenfill — Menu
4. Partner funding requirements — Flex
5. CTA — Flex

# Print - Spread Lifestyle



Small enough to go anywhere.  
But expect big things.

Light, lean and highly portable, the Inspiron 11 3000 Series has a full suite of standard features for life on the go. It's only 11.6". But don't let the size of the Inspiron 11 fool you. Its long-lasting battery, spacious edge-to-edge touch screen and roomy hard drive keep you connected, productive and fully entertained everywhere you go.

Shop now at [Dell.com/xxxxxxx](http://Dell.com/xxxxxxx) or call 1-XXX-XX



The power to do more



- 1. Headline, subhead and body copy — Menu
- 2. Environmental photography — Menu
- 3. Product photography — Menu
- 4. Screenfill — Menu
- 5. Partner funding requirements — Flex
- 6. CTA — Flex



# Print - Catalog Spread



New Inspiron 11

11 | Questions? Dell experts are online 24/7 at [Dell.com/chat](https://Dell.com/chat)

Dell recommends Windows.

Laptops

1. Small enough to go anywhere. But expect big things.

1. At only 11.6". But don't let the size of the Inspiron 11 fool you. Its long-lasting battery, spacious edge-to-edge touch screen and roomy hard drive keep you connected, productive and fully entertained everywhere you go.

The new Inspiron 11  
Available with Xth gen  
Intel® Core™ iX processor.  
Starting at \*XXX\$99



Touch



6.

Get the latest prices at [Dell.com/inspiron3000](https://Dell.com/inspiron3000) | 1-800-291-DELL | 12

- 1. Headline, subhead and body copy — Menu
- 2. Environmental photography — Menu
- 3. Product photography — Menu
- 4. Screenfill — Menu
- 5. Partner funding requirements — Flex
- 6. CTA — Flex





# Print - FSI Cover Lifestyle

Dell recommends Windows.

DELL  
The power to do more

2.

1. Small enough to go anywhere. But expect big things.

4.

1. Light, lean and highly portable, the Inspiron 11 3000 Series has a full suite of standard features for life on the go.

**The new Inspiron 11**  
 It's only 11.6". But don't let the size of the Inspiron 11 fool you. Its long-lasting battery, spacious edge-to-edge touch screen and roomy hard drive keep you connected, productive and fully entertained everywhere you go.

After \$109 instant savings  
 Market Value\* \$XXX  
**\$XXX**  
 E-Value™ code: XXXXXXX

As low as: \$XX/mo\*

3.

• 4th Gen Intel® Core™ i3 processor  
 • Edge-to-edge Touch Display  
 • 11.6" display, 21mm thin and just over 3lbs\*  
 • Extended battery life  
 • Roomy 320GB/500GB\* Hard Drive  
 • HD webcam with preloaded Skype™  
 • Noise-canceling, dual-array microphones  
 • Standard Waves MaxxAudio® Pro

Free shipping\*  
 Take advantage of free ground shipping on PCs and electronics at Dell.com for a limited time. No minimum purchase required.

Easy returns\*  
 Send it back within 30 days of your invoice date for a full refund, plus free return shipping. We'll even waive the restocking fee.

6. Shop Now at [Dell.com/xxxxxxxx](http://Dell.com/xxxxxxxx) or call 1-XXX-XXX-XXXX  
 \*Offers valid X/XX - X/XX/20XX unless otherwise noted.

5. CORE i3

1. Headline, subhead and body copy — Menu
2. Environmental photography — Menu
3. Product photography — Menu
4. Screenfill — Menu
5. Partner funding requirements — Flex
6. CTA — Flex

# Print - FSI Cover Product

Dell recommends Windows.



The power to do more

1. Small enough to go anywhere. But expect big things.



3.

1. Light, lean and highly portable, the Inspiron 11 3000 Series has a full suite of standard features for life on the go.

**The new Inspiron 11**  
 It's only 11.6". But don't let the size of the Inspiron 11 fool you. Its long-lasting battery, spacious edge-to-edge touch screen and roomy hard drive keep you connected, productive and fully entertained everywhere you go.

After \$109 instant savings  
 Market Value\* \$kXX  
**\$XXX**  
 E-Value™ code: XXXXXXX

As low as: \$XX/mo\*

- 4th Gen Intel® Core™ iX processor
- Edge-to-edge Touch Display
- 11.6" display, 21mm thin and just over 3lbs\*
- Extended battery life
- Roomy 320GB/500GB\* Hard Drive
- HD webcam with preloaded Skype®
- Noise-canceling, dual-array microphones
- Standard Waves MaxxAudio® Pro

**Free shipping\***  
 Take advantage of free ground shipping on PCs and electronics at Dell.com for a limited time. No minimum purchase required.

**Easy returns\***  
 Send it back within 30 days of your invoice date for a full refund, plus free return shipping. We'll even waive the restocking fee.

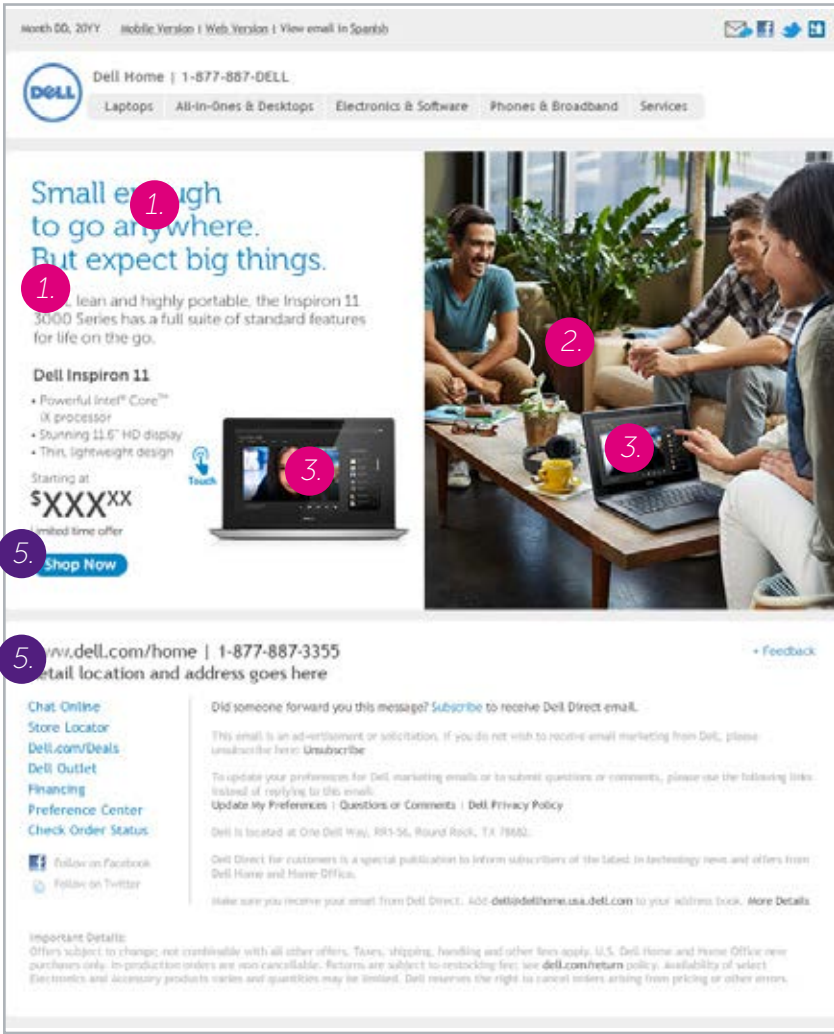
2. Shop Now at [Dell.com/xxxxxxxxx](#) or call 1-XXX-XXX-XXXX

4. intel CORE i3

5. Offers valid X/XX - X/XX/20XX unless otherwise noted.

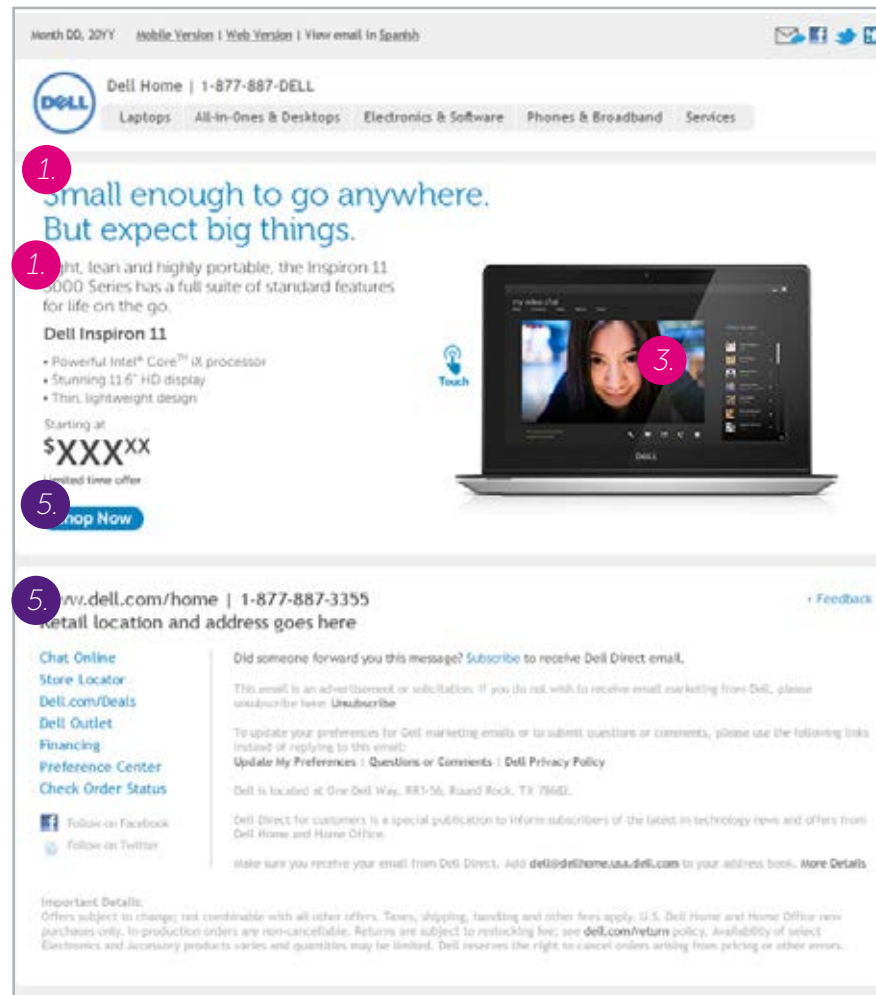
1. Headline, subhead and body copy — Menu
2. Product photography — Menu
3. Screenfill — Menu
4. Partner funding requirements — Flex
5. CTA — Flex

# Email - Lifestyle



- 1. Headline, subhead and body copy – Menu
- 2. Environmental photography – Menu
- 3. Screenfill – Menu
- 4. Partner funding requirements – Flex
- 5. CTA – Flex

# Email - Product



1. Headline, subhead and body copy — Menu
2. Product photography — Menu
3. Screenfill — Menu
4. Partner funding requirements — Flex
5. CTA — Flex

# OA: 300x250 - Lifestyle



Frame 1



Frame 2



Frame 3



Frame 4



Frame 5



Frame 6

- 1. Headline, subhead and body copy — Menu
- 2. Environmental photography — Menu
- 3. Screenfill — Menu
- 4. Partner funding requirements — Flex
- 5. CTA — Flex



# OA: 160x600 - Lifestyle



Frame 1



Frame 2



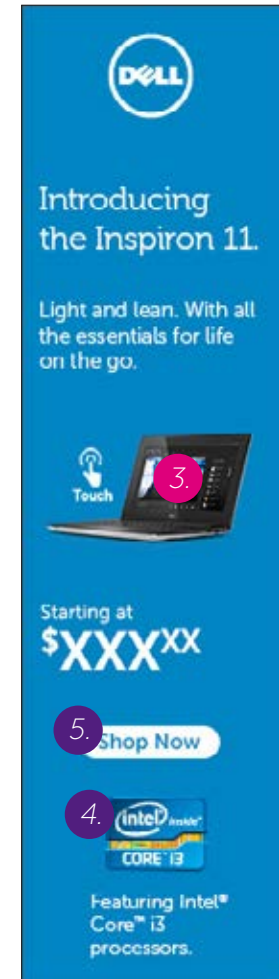
Frame 3



Frame 4



Frame 5



Frame 6

- 1. Headline, subhead and body copy — Menu
- 2. Environmental photography — Menu
- 3. Screenfill — Menu
- 4. Partner funding requirements — Flex
- 5. CTA — Flex



# OA: 728x90 - Lifestyle

2. 3. 1. Introducing the Inspiron 11 3000 Series. 

Frame 1

2. 3. 1. Small enough to go anywhere. But expect big things.

Frame 2

2. 3. 1. Like a spacious touch display.

Frame 3

1. Loads of room for music, movies and more. 2. 3.

Frame 4

1. And more time between charges. 2. 3.

Frame 5

 The new Dell Inspiron 11. Light and lean. With all the essentials for life on the go.  3. Starting at \$XXXXX  5. Featuring Intel® Core™ i3 processors.  4.

Frame 6

- 1. Headline, subhead and body copy —Menu
- 2. Environmental photography — Menu
- 3. Screenfill — Menu
- 4. Partner funding requirements — Flex
- 5. CTA — Flex

# OA: 300x250 - Product



Frame 1



Frame 2



Frame 3



Frame 4



Frame 5



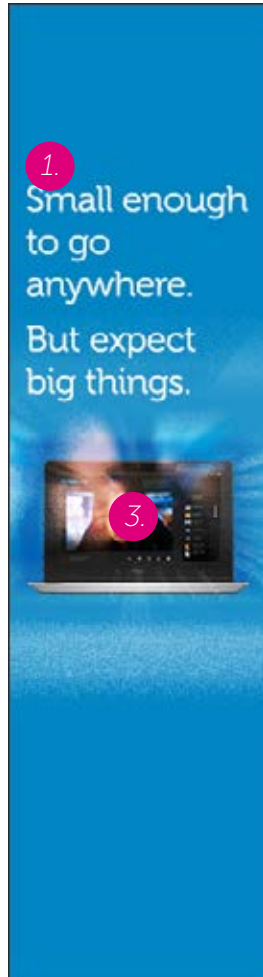
Frame 6

1. Headline, subhead and body copy —Menu
2. Product photography — Fixed
3. Screenfill — Menu
4. Partner funding requirements — Flex
5. CTA — Flex

# OA: 160x600 - Product



Frame 1



Frame 2



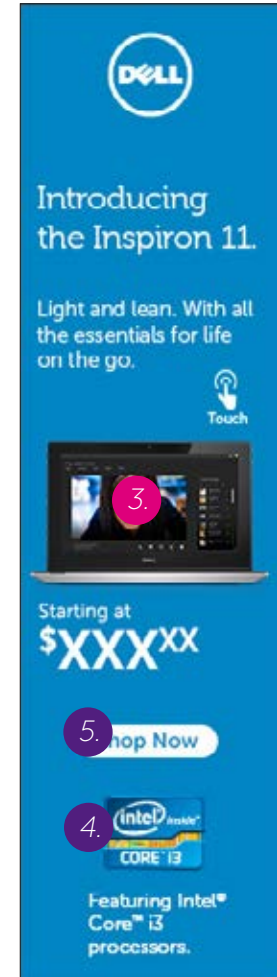
Frame 3



Frame 4



Frame 5



Frame 6

- 1. Headline, subhead and body copy — Menu
- 2. Product photography — Fixed
- 3. Screenfill — Menu
- 4. Partner funding requirements — Flex
- 5. CTA — Flex

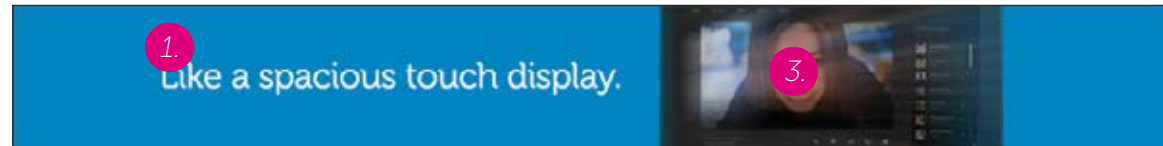
# OA: 728x90 - Product



Frame 1



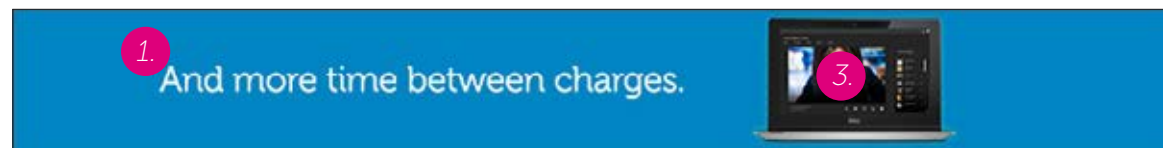
Frame 2



Frame 3



Frame 4



Frame 5

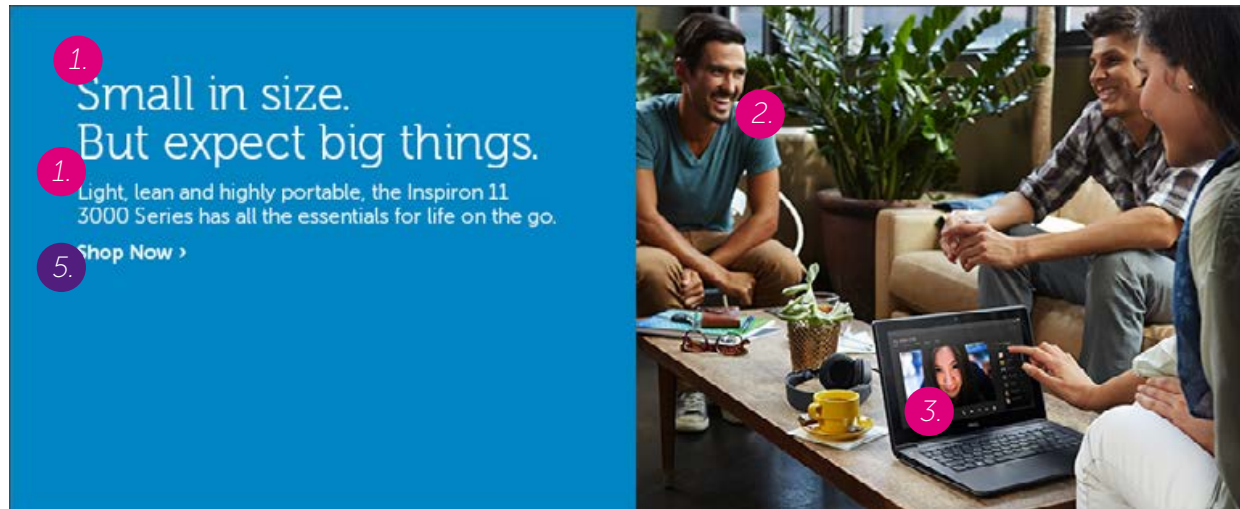


Frame 6

- 1. Headline, subhead and body copy — Menu
- 2. Product photography — Fixed
- 3. Screenfill — Menu
- 4. Partner funding requirements — Flex
- 5. CTA — Flex



# Site Banner - Lifestyle



1. Headline, subhead and body copy — Menu
2. Environmental photography — Menu
3. Screenfill — Menu
4. Partner funding requirements — Flex
5. CTA — Flex

# Site Banner - Product



1. Headline, subhead and body copy —Menu
2. Product photography — Fixed
3. Screenfill — Menu
4. Partner funding requirements — Flex
5. CTA — Flex



## Contact & General Details

# General details

Bonsai — Inspiron™ 11 3000 Series

## URN Numbers

Campaign - CO1403G0008  
Global Handover Guide - CO1403G0008\_02  
Print Wkng File - CO1403G0008\_08  
Catalog - CO1403G0008\_05  
FSI - CO1403G0008\_06  
Email Wkng File - CO1403G0008\_07  
Site Banner Wkng File - CO1403G0007\_04  
OA Wkng Files - CO1403G0008\_03

## Legal Ad Number

Legal Ad#: G13001742

## Contact Details

Global Marcom  
Jackie Keating, [Jackie\\_Keating@DELL.com](mailto:Jackie_Keating@DELL.com)

Agency  
Jennifer Watson, [jennifer.watson@adpeople.com](mailto:jennifer.watson@adpeople.com)

## Resources

Retail Toolkit  
[TBD](#)

Global handover guide and toolkit  
[TBD](#)

Thank you