



Authorised  
Reseller

# Branding Guidelines

Revised July 2020



# Welcome to team LiFi

As a pureLiFi partner you are now part of a global community of LiFi evangelists who will drive adoption and lead a light revolution that will transform the way the world connects.

Lets get started.

# Background

pureLiFi are recognised as the leaders in LiFi technology. Our Chief Scientific Officer, Professor Harald Haas, first demonstrated LiFi technology to the world, live on stage at TED Global in July 2011.

Established in 2012, Our team includes highly qualified, international visible light communication engineers and management experience in the mobile and communications sector exceeding 50 years.

# Our Vision

We will connect everything and everyone with LiFi.

# Our Mission

We are LiFi visionaries, inventors and leaders driving technology that will revolutionise the way the world connects by:

- Creating and innovating the technology we invented with a passionate and dedicated team
- Producing world-leading products and solutions that revolutionises mobile communications
- Being easy to do business with so that our customers and partners succeed
- Sharing the knowledge of LiFi and educate the world on how LiFi will solve our connectivity challenges of the future.

# Our Values

**T**eamwork

**A**gility

**C**ustomers

**T**aking Responsibility

**I**nnovation

**C**ontinuous Improvement

# Quick Brand Guide

## The Name

pureLiFi stands for 'pure' 'light' 'fidelity.' In written documents such as this, the initial 'p' in 'pure' is written in lowercase, i.e. pureLiFi. It is important that in written documents the 'p' remains lowercase, despite the fact that normal grammar guidelines indicate uppercase is required.

The 'L' and 'F' in LiFi should always remain uppercase. The distinctive case sensitive nature of our name is part of what makes our brand identifiable.

## The Logo

It is vital that pureLiFi's logo remains consistent throughout all applications. Its shape, colours, and detail should never be compromised. The following rules are guidelines when using the logo for either screen or printed materials.

## The Logo on hardware and clothing

The only time the light beam can be removed from the Logo is on hardware, clothing, tools and implements. All digital and print material including product packaging should use the full Logo including the light beam. Where possible the full colour version of Logos should always be used.

Authorise Resellers, Distributors and Solutions providers should always use the partner logo and never separate out the pureLiFi logo from the Reseller, Distributor and Solutions Provider wordmark.

The following logos are represented in RGB within this document.

Please note that CMYK colors will vary depending on how this document is being viewed, i.e. screen versus print

# Logo Breakdown

## Visual Identity

pureLiFi word mark, and 3 colours overlapping underneath represents the light fracturing into data



## Authorised Reseller

## 'Partner Element'

In all of our partner logos this sections outlines the type of partnership the organisation has with pureLiFi.

# The Golden Rule

The Logo should only be used in full. In no circumstances may the logo be cut up removing the 'Partner element', no amendments are to be made to the logo may that be sizes, colours or fonts.

# Logo Spacing

pureLiFi's logo design is simple, yet complex. Because of this its silhouette must remain strong. This can be achieved by making sure the logo always has sufficient spacing around it.

In the diagram below the 'p' in pure acts as a reference showing the minimal amount of space that must be left in order to allow the logo to stand strong on its own without fighting with extra details, edges or shapes around it.



# Logo Types

Colour



Greyscale



Colour



Greyscale



# Writing LiFi

LiFi should always be written the same way which aligns with the Light Communications Alliance. LiFi has no Hyphen and is case sensiive as outlined below.

LiFi

correct!

Lifi

X

lifi

X

Li Fi

X

Li-Fi

X

Li-fi

X

Liphy

X

Light-Fi

X



# Writing pureLiFi

pureLiFi should always be written the same way. pureLiFi is always case sensitive and never with a hyphen. It always has a lowercase "p" even at the beginning of a sentence.

pureLiFi

correct!

PureLiFi

X

pureLi-Fi

X

purelifi

X

PureLifi

X

PURELIFI

X

# Press Releases & Editorial Content

## Issuing Press Releases and other Editorial Content

Please share any plans to issue press releases about pureLiFi products with the pureLiFi Marketing and Communications team ASAP. pureLiFi will need to approve any Press Releases ahead of time, we advise you leave no less than two week for approval. However in cases where approval is required quickly we will always endeavour to speed up this process.

## Providing quotes to journalists

A pureLiFi partner should never act as a spokesperson for pureLiFi. However we encourage all partners to position themselves as LiFi evangelist's, driving adoption of revolutionary tech, and offering to the market leading LiFi technology provided by pureLiFi. pureLiFi spokespeople can provide quotes to support partners news releases where required.

Likewise pureLiFi will never position themselves as a spokesperson for the partner and will also ask the partner to provide quotes and contribution to represent their brand.

pureLiFi is keen to help promote your press releases therefore ensure we know the date of issue well in advance.

Example of a joint press release.

### SST Enters into Agreement with pureLiFi

API Technologies' SST business has entered into an agreement with pureLiFi to collaborate on the design, develop and manufacture of TEMPEST and Secure certified LiFi products utilizing next generation pureLiFi proprietary technology.

- [View Press Release](#)



# Examples of how to position quotes & comments

## Correctly positioned quotes:

*"[Your Company Name] launches deal to resell LiFi technology by pure-LiFi, that will revolutionize wireless communications"*

*"leading technology dealers [Your Company Name] enter the world of LiFi communications by introducing the LiFi integrated pendent lamp with pureLiFi technology."*

## Incorrectly positioned quotes:

"[Your Company Name] launches new LiFi product the LiFi-XC which will revolutionise wireless communications.

" [Your Company Name] enter the world of LiFi communications by introducing the LiFi integrated pendent lamp."



# Digital & Print

In order to optimise SEO and enhance joint promotion of a co-developed or co-branded LiFi products. All online product descriptions should include the appropriate partner brand with a link to the pureLiFi website.

All reciprocal links will also go back to the partner from the pureLiFi website. This will help us raise our profiles together.

Printed material should also include the “powered by pureLiFi” brand and reciprocal brand or company naming will be included in all pureLiFi printed material promoting the co-developed or co-branded LiFi product.

Example of a digital co-branded campaign.

The screenshot displays the API Technologies Corp. website. The header features the company logo, a search bar, and navigation links for COMPANY, PRODUCTS, MEDIA ROOM, CONTACT, CAREERS, and RESOURCES. The main content area is dominated by a large banner for the SST + pureLiFi partnership. The banner includes the SST logo, a plus sign, and the pureLiFi logo, set against a background of digital data. Below the banner, a headline reads "API's SST Enters into Agreement with pureLiFi to Deliver LiFi TEMPEST and Secure Solutions". A sub-headline states: "API's U.K.-based SST business will collaborate with pureLiFi to design, develop and manufacture TEMPEST and Secure certified LiFi products utilizing pureLiFi proprietary technology." A "Learn More" button is visible. To the right of the banner is a vertical menu of product categories: RF/Microwave Solutions, Microelectronics, Electromagnetic Integrated Solutions, Power Solutions, Secure Systems & Information Assurance, and Electronics Manufacturing Services. Below the banner, the website is divided into three columns: "Welcome to API Technologies" with a brief description of the company's focus on high-performance systems; "Featured Products" highlighting the ION™ SA400 Service Access Point; and "API News" featuring a news item titled "API Technologies' SST™ Enters into Agreement with pureLiFi to Deliver LiFi TEMPEST and Secure Solutions" dated March 6, 2018.

# Public Demonstrations & Events

When attending events and tradeshows where pureLiFi products, systems and related services are being marketed the pureLiFi brand should be visible.

Likewise, pureLiFi will always display the logo of partners when their technology or product is present.

pureLiFi is keen to promote your LiFi demo and event schedule therefore please send relevant information to [media@pureLiFi.com](mailto:media@pureLiFi.com).

If you need recommendations for demonstration set-up or support please contact either your pureLiFi account manager or the pureLiFi marketing team.

Example of a Exhibition featuring pureLiFi products.





[www.pureLiFi.com](http://www.pureLiFi.com) | [media@pureLiFi.com](mailto:media@pureLiFi.com)