



Branding Guidelines

Revised January 2021



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

Teamwork

Agility

Customers

Taking Responsibility

Innovation

Continuous 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



'Partner Element'

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

Visual Identity

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

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.

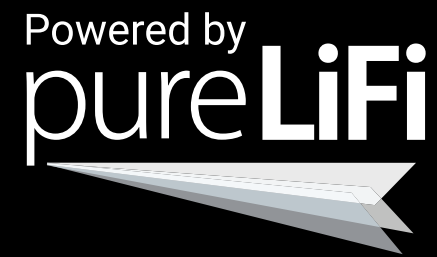


Logo Types

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

Products Powered by pureLiFi

A product powered by pureLiFi is a product that utilises pureLiFi's LiFi technology to enable wireless communications.

This product may be codeveloped or co-branded with pureLiFi.

If a product has been "Powered by pureLiFi" the following guidelines should be followed as part of the marketing and communications activity.

When in doubt the pureLiFi marketing team is happy to provide support and guidance and can be contacted at media@pureLiFi.com



Product Packaging

When packaging and distributing a co-branded or co-developed LiFi product the "powered by pureLiFi" logo must be visible on the product packaging.



Hardware

Both co-branded & co-developed LiFi products require the "powered by pureLiFi" logo to be visible on the product.

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 unavoidable 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 integrate LiFi technology powered by pureLiFi, 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 product name] 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 and binary code. 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 positioned below the sub-headline. To the right of the banner, a vertical sidebar lists various service categories: RF/Microwave Solutions, Microelectronics, Electromagnetic Integrated Solutions, Power Solutions, Secure Systems & Information Assurance, and Electronics Manufacturing Services. Below the main banner, the website is divided into three columns. The left column, titled "Welcome to API Technologies", provides a brief overview of the company's focus on high-performance systems. The middle column, titled "Featured Products", highlights the ION™ SA400 Service Access Point, describing its capabilities for remote device management. The right column, titled "API News", features a news item dated March 6, 2018, titled "API Technologies' SST™ Enters into Agreement with pureLiFi to Deliver LiFi TEMPEST and Secure Solutions".

Public Demonstrations & Events

When attending events and tradeshows where products powered by pureLiFi, systems and related services are being marketed the powred by 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.

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.



We are here to help!

We want to make working with us easy for you.
We are here to help you with whatever you need to drive LiFi adoption.

The pureLiFi marketing team can help develop news stories, case studies, social media campaigns to support your companies efforts.

To discuss any support get in touch with pureLiFi marketing & communications team at media@pureLiFi.com



www.pureLiFi.com | media@pureLiFi.com