



Brand Guidelines

Revised July 2020



Our Vision

We see LiFi in every light and every device connecting everything and everyone.

Our Mission

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

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

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 variation of the pureLiFi logo without the light beam can be used is on hardware, clothing, tools and implements when the primary logo (with light beam) cannot be used.

All digital and print material including product packaging should use the primary 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, always case sensitive and written the same way.



Light Beam

3 colours overlapping underneath represents the light fracturing into data

The Golden Rule

The Logo should only be used in full, unless for exceptions relating to hardware and clothing outlined on page 3 of this document. In no circumstances may the logo be cut up removing the 'elements', no amendments are to be made to the logo may that be sizes, colours or fonts.

Logo Spacing

pureLiFi's logo design is simple and 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



Title Fonts

Roboto Bold
Roboto Medium
Roboto Regular
Roboto Light

Body Fonts

Roboto Regular

Ugiam, qui sequis debitor nedit,
entisit asperibus que labo. Itate sus
eicab ium comniandaes assi is aut
et, te nonsequi dipsapidebis quae
nos.

Roboto Light

excepe quam faccaborest verum
discillabor si re optatat. Quiam fugit,
quam net qui dem dollorr ovitatu
sapientia nonse pro.

Roboto Thin

excepe quam faccaborest verum
discillabor si re optatat. Quiam fugit,
quam net qui dem dollorr ovitatu
sapientia nonse pro.

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

pureLiFi use of Colour

Our Primary Palette

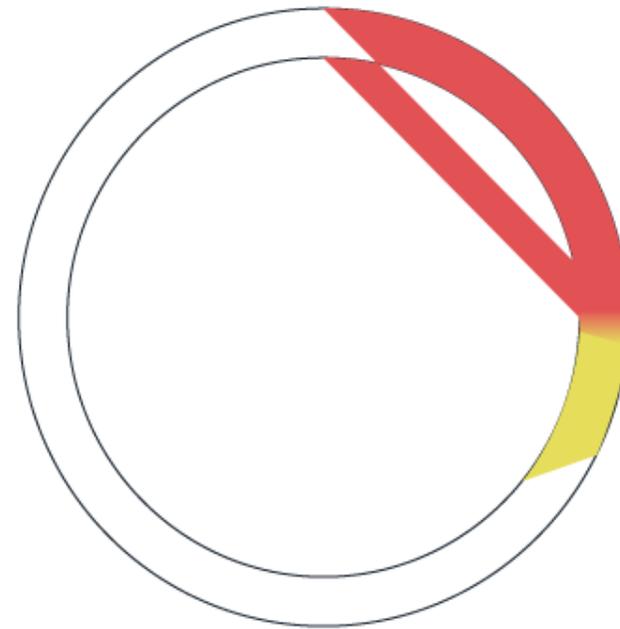
These three colours are part of a broader colour palette of contemporary colours, plus black and white. We use these to clearly define, add impact and bring consistency to our communications.

Our primary colour palette appears in all our communications, except things like monochromatic or grayscale, clothing, hardware or newsprint advertising.



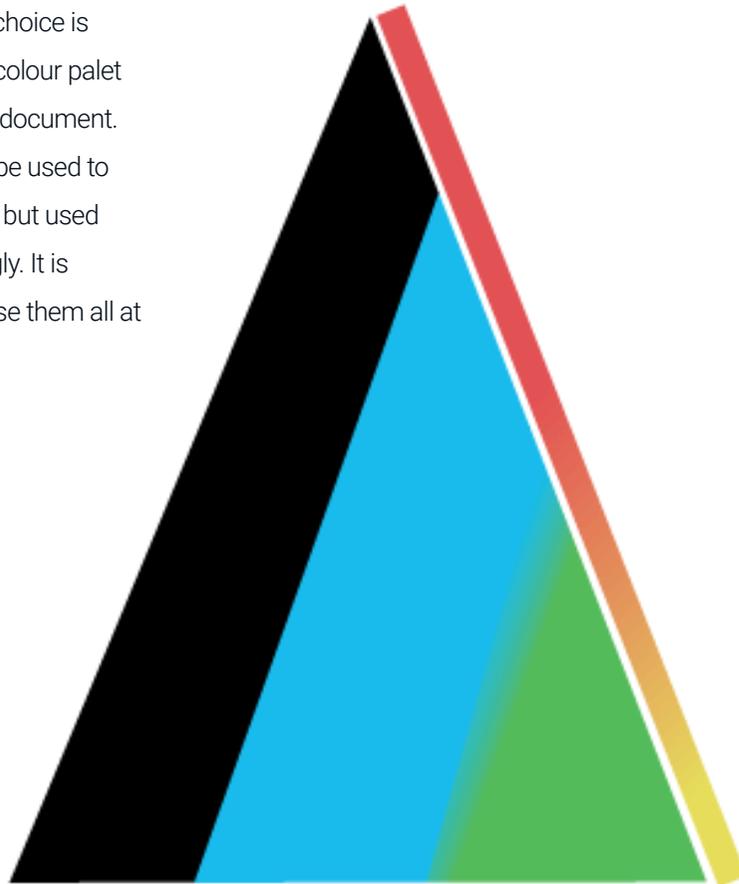
Our Secondary Palette

Our secondary colour palette has been designed to complement our primary colour palette. It's not compulsory that you have to use it but it can provide variety and vibrancy to our communications if required.



Striking a Colour Balance

The balance of colour choice is important. Our primary colour palette should be used in every document. Secondary colours can be used to compliment and accent but used thoughtfully and sparingly. It is recommended not to use them all at once.



Pantone 433 C
CMYK: 84,71,55,63
RGB: 27,38,49
HEX: #1b2b31

Pantone 299 C
CMYK: 69.4,1,0
RGB: 11,185,234
HEX: #2AB7EA

Pantone 802 C
CMYK: 67,0,87,0
RGB: 88,185,91
HEX: #5BB24C

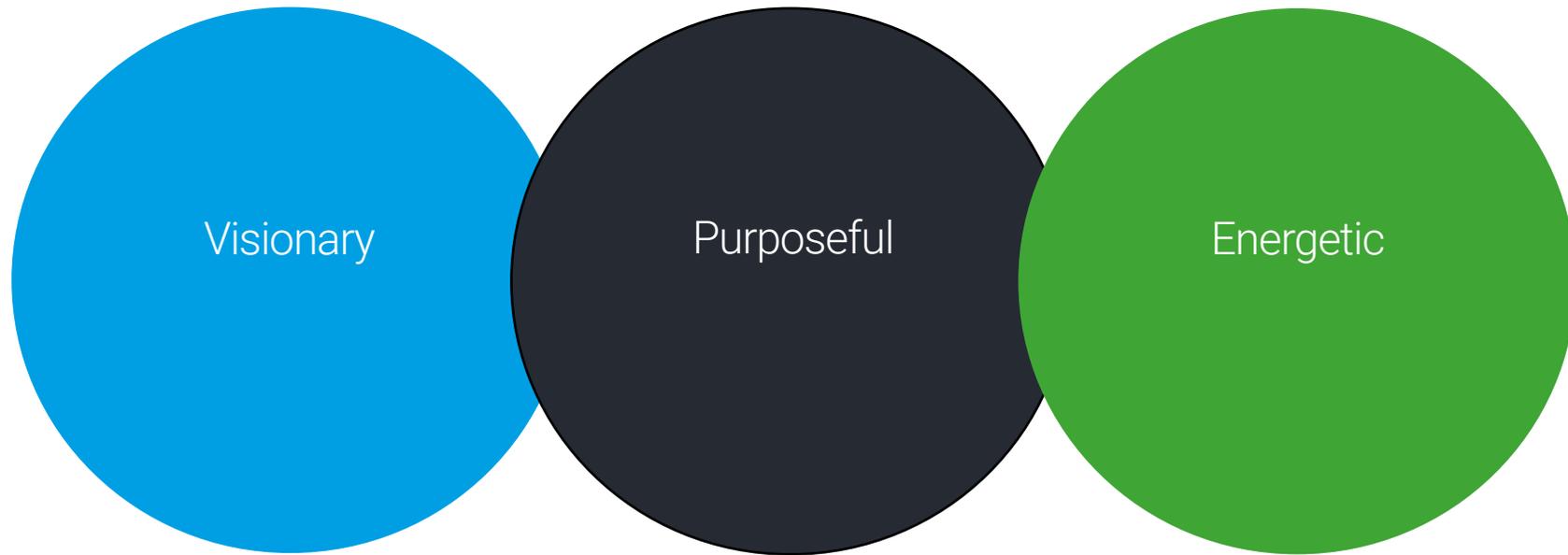
CMYK: 7,83,66,0
RGB: 223,83,83
HEX: #DE484A

CMYK:12,6,78,0
RGB: 229,219,91
HEX: #ECDD4F



Tone of Voice

How we say something is as vital as what we say and this is what tone of voice is all about. Everything we produce in print, advertising, presentations, online or any other media needs to consistently use the right language.



Visionary

pureLiFi's voice should evoke inspiration of the possible. Our technology is a transformative platform and therefore our communication should stimulate the imagination of our audience. We should illustrate a greater vision of a light connected world while also illuminating the immense possibilities our technology offers today. Be a LiFi evangelist.

Purposeful

pureLiFi should never communicate without purpose. Our message should be clear, concise and determined. Our prime objective is to create value for our customers, and therefore our communication should offer value and assure our audience we are the LiFi authorities. Be confident, be clear.

Energetic

pureLiFi's voice should never be apathetic. We are leaders in building transformative technology and we are excited about it! Communicate with enthusiasm for what we do and what the entire light and communications ecosystem is doing to transform communications. Be passionate, show spirit.

Logo Don'ts

In order to preserve the logo's clean aesthetics these simple rules must be adhered to.



This is the **correct** usage of the Logo.



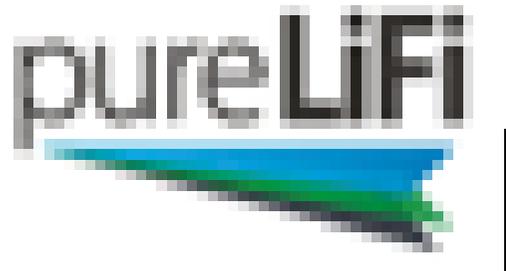
Never stretch or squash the logo. Always constrain proportions when scaling.



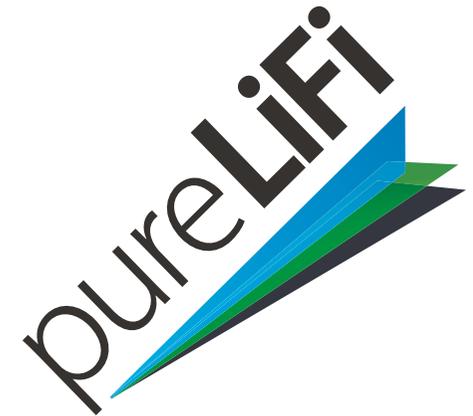
Never recolor the logo under any circumstances.



Never change the fonts or a font weight. Comic Sans is forbidden in any pureLiFi document.



Never upscale a low resolution version of the logo. Downsizing is fine, but upscaling leads to undesirable results.



Never rotate the logo to random angles. Standard horizontal or vertical placement is acceptable.

Brand Approval

Having a consistent approach to our communication material is central to the success of our brand. Please ensure you have an up-to-date copy of our guidelines at the start of any project. When producing any piece of material for pureLiFi please make sure that it: Uses the elements of our brand identity as specified within this document Is written in a manner that is purposeful, energetic and straightforward. Please make sure that you have brand approval before proceeding to any form of print or production or public release.

For brand approval contact: Director of Marketing & Communications

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