



# Brand Guidelines.





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01

# Introduction.

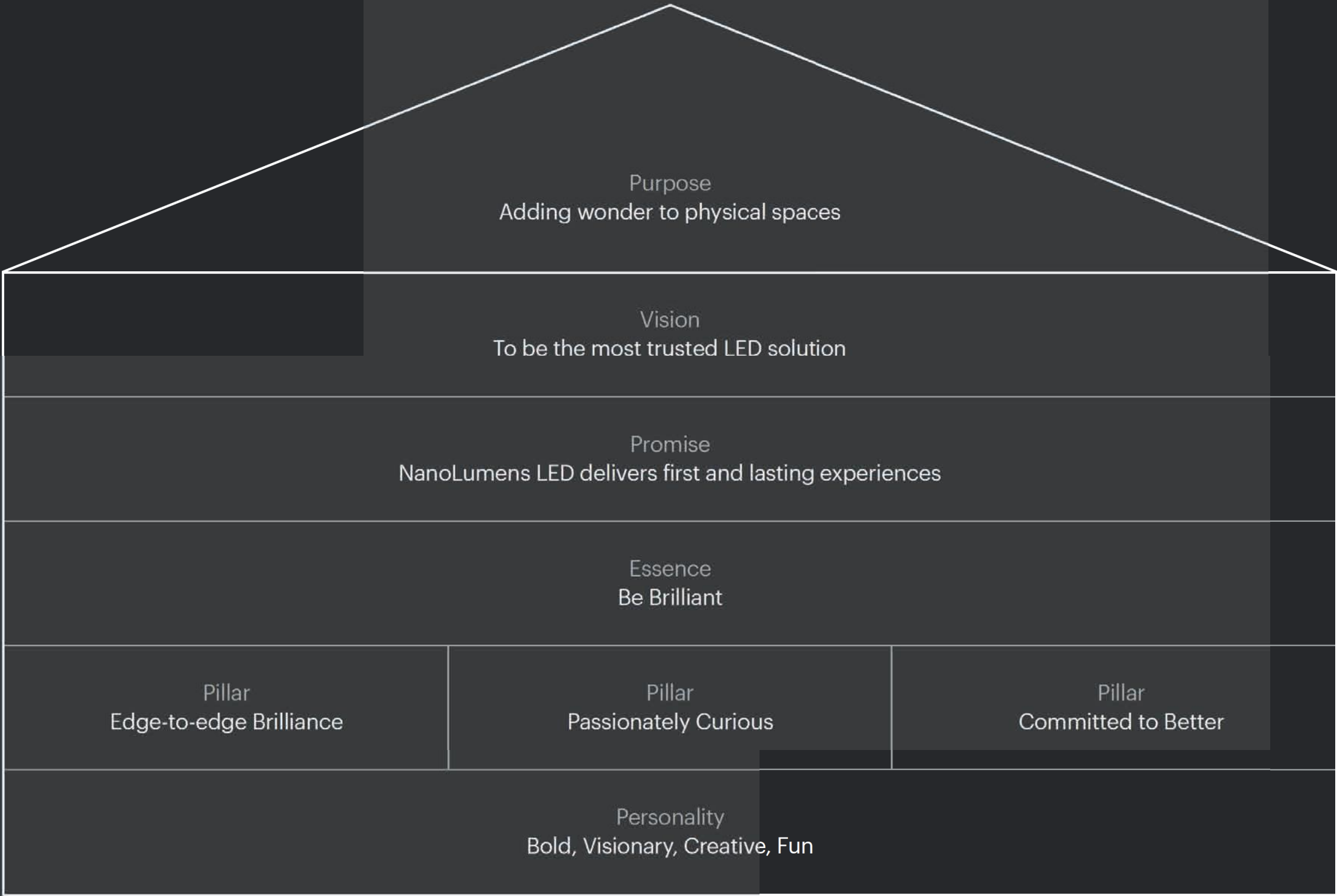


We are pioneers,  
leaders, and experts in  
LED — and it's time our  
brand reflected that.

Creating a strong brand identity is essential in any industry, but especially in an increasingly widening market like LED. It helps customers get to know who we are and helps us stand out from the competition. These guidelines capture how we express our brand, from the verbal (voice, messaging) to the visual (typography, colors, imagery). When used collectively, correctly, and consistently, these guidelines will help us bring the NanoLumens brand to life.

Our Brand House.

From our purpose to our personality, every aspect of our brand informs and supports one another. When in doubt about if an asset is “on brand,” this house is a compass that helps guide those decisions.



# Bold • Visionary Creative • Fun

Our Personality.

Brands are like people: they have a personality that is expressed in what they say and do. It's also what distinguishes brands from each other.



02

# Voice & Tone.



It's not just what  
we say, it's how  
we say it.

NanoLumens' personality traits inspire the "voice" that is used for all company communications, from how our sales team talks to clients to marketing emails. Our tone will change depending on the situation, perhaps no-frills in a press release (functional) versus empathetic in a customer service call (emotional).



# Our personality shines through voice.

01

## Bold.

Confident • Experienced • Knowledgeable

We're LED experts, so we're confident when speaking about the industry, technology, and our products. We clearly communicate benefits and stand behind what we say and do.

02

## Trustworthy.

Authentic • Candid • Committed

We put relationships first: ones built on trust and respect. We do business the right way; we're committed to making your project a success and will be honest every step of the way.

03

## Creative.

Curious • Original • Imaginative

We like to solve problems, which is why we dream alongside you and build custom, original designs. We believe LED can go beyond meeting basics needs — it can inspire wonder.

04

## Fun.

Friendly • Down-to-earth • Authentic

We work with technology, but we're humans first! We don't sound flat, dry, or unengaged, but we're friendly and you feel like we're speaking directly to you (not talking at you).

The following includes examples of how our tone of voice changes with different situations.

# Sounds like.

# Not like.

# Notes.

The display that bends — and breaks the rules of what is possible.

The curvable and customizable solution for outdoor and indoor needs.

Lean into our bold and creative side to build excitement around a flagship product like Nixel.

Get the patented technology that elevated the industry standard for seamlessly curved displays for 15 years.

We created True Curve technology in order to build curvable displays.

We’re leveraging bold and creative here: showcasing our pioneering and visionary spirit.

Collaboration, support, and execution for your project — down to the pixel.

We provide project management and risk assurance to ensure your project is successful.

Use clever language when it can illustrate your point.

A pixel-perfect match.

A bright future for LED technology.

Headlines are an ideal place to be creative and fun, but avoid potentially overused phrases.

Get industry-leading expertise — our team takes your project personally and has your back every step of the way.

Our team of experts has unmatched knowledge and experience in LED.

Sometimes we don’t want to sound too “bold,” but human, accessible, and trustworthy.



# Boilerplate messaging.

The following copy is meant as a jump-off point for future communications. Below are some of NanoLumens' value propositions, with corresponding 1-liners. Feel free to borrow from the keywords, format, and tone and massage it to fit any new copy needs.

# Value Proposition

# 1-liners

Cutting-edge technology and products

- World-class screens for corporate settings, from up-close-and-personal viewing in the boardroom to grand displays in the lobby.
- The ultimate all-in-one display management software that gives you total control.
- Over 68 trillion colors are brighter and sharper than ever, from virtually any viewing angle.

Premium quality and true value

- We invest in superior materials so your display stays brilliant over time.
- We don't cut corners when it comes to our products — they're made with premium materials and designed to fit a range of budgets.
- Our displays are made with quality materials like gold wiring, which outperform copper versions by at least five years.

# Value Proposition

# 1-liners

Expert support and guidance you can trust

Get a team of expert engineers, designers, and project managers who have your back, from concept to completion.

Our expertise is built on years of experience building LED displays of all shapes and sizes, across a range of industries.

Get the help you want, whenever you need it — our customer service team is here for you.

Creativity and inspiration

Bring your creative vision to life with world-class technology and expert support.

Delivering larger-than-life displays that transform your environment.

Leverage the best of LED technology to meet everyday needs and enable digital transformation.



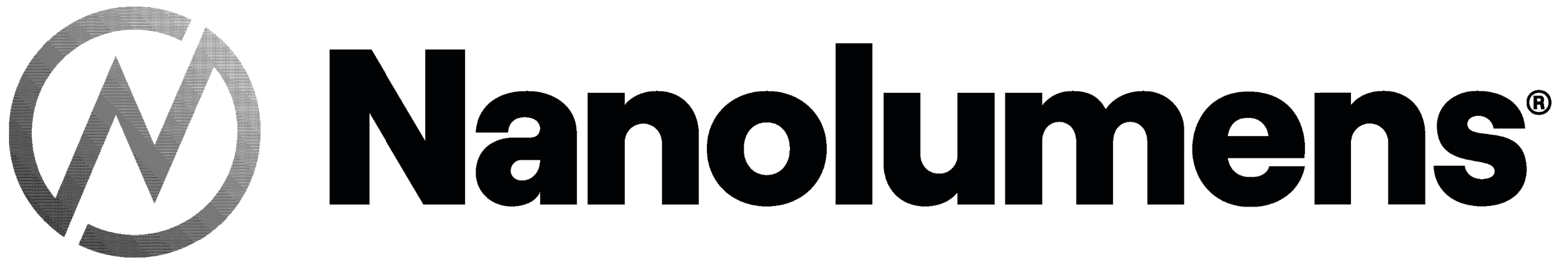
03

# Logo.



# The face of the brand.

Our logo is the primary visual identifier for NanoLumens. The bolt glyph and wordmark should be used in conjunction, as they reflect our commitment to pioneering progress & innovation in LED technology and strengthen each other. Our logo is used across many mediums — internal facing, external facing, and by third parties — so correct usage is essential to maintain its integrity.



# Primary

Our logo should always be set in Nanolumens Black and Nanolumens White, respectively.





# Do's

## Spacing

Make sure that text or other design elements do not encroach upon the logo. The marked space should always let the logo “breathe,” free from distraction.



## Minimum Sizing

In the primary logo format, a minimum size must be adhered to so that legibility is retained. In rare instances where space is below the recommended size, the Nanolumens “Bolt” should be used on its own.



# Don'ts

## Stretching

Don't stretch the logo in any way, vertically or horizontally, that effects the integrity of the lockup.



## Non-approved colorways

Only use the colorways and versions provided from the brand guidelines when using the lockup.



04

# Typography.





# Roobert

Our typography goes beyond literally conveying our words, it serves as a nonverbal cue to our brand. The NanoLumens type, Roobert, embodies our technological savvy, versatility, and elegance. It's geometric and structured, with a wider base to add a sense of confidence and stability, while the smooth curves are sophisticated and thoughtful.

We use Roobert Light for headlines to keep the larger text elegant and simple. Regular is used for body copy to optimize legibility; this weight is more hardworking to convey the “main” message. Together, the two weights contrast and complement the visual and verbal dynamic of our copy.

Roobert Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()\_+=, '<> ./?


Roobert Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()\_+=, '<> ./?

05

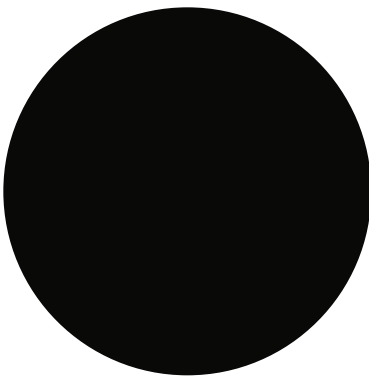
# Color.



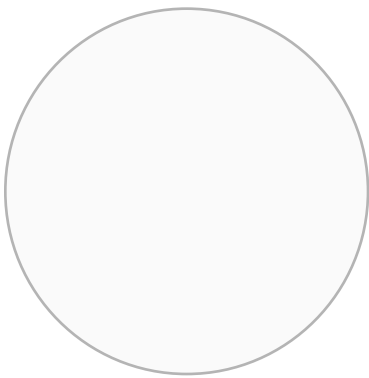


# We see the world in color.

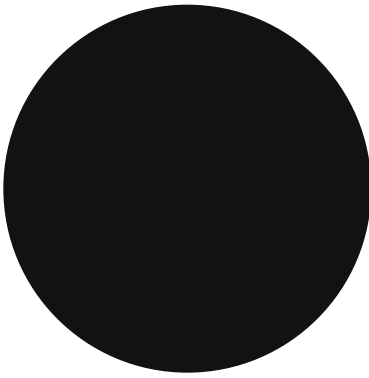
Brilliance is at the heart of what we do and we use color intentionally in our visual assets. We go for a palette of neutrals that conveys a sense of weight and seriousness, but opt for color to add vibrancy. We don't show color as a static tool, but in a spectrum because NanoLumens is dynamic, creative, and imaginative.



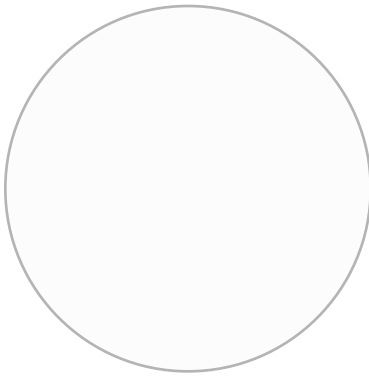
**Pure Black**  
Hex: #090908  
RGB: 9,9,8  
CMYK: 74, 67, 67, 86



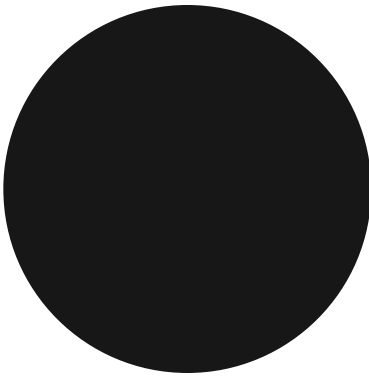
**White**  
Hex: #FAFAFA  
RGB: 250, 250, 250  
CMYK: 1, 1, 1, 2



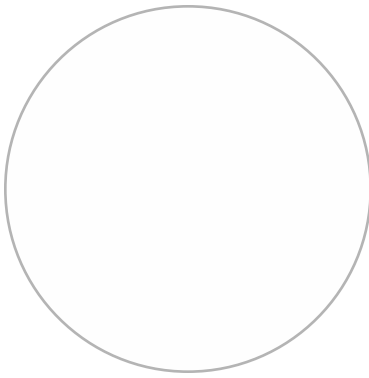
**Off Black**  
Hex: #121212  
RGB: 18,18,18  
CMYK: 73, 67, 66, 82



**Off White**  
Hex: #FCFCFC  
RGB: 252, 252, 252  
CMYK: 0, 0, 0, 0



**Black Soft**  
Hex: #171717  
RGB: 23,23,23  
CMYK: 73, 67, 65, 80



**Soft White**  
Hex: #FEFEFE  
RGB: 254, 254, 254  
CMYK: 0, 0, 0, 0





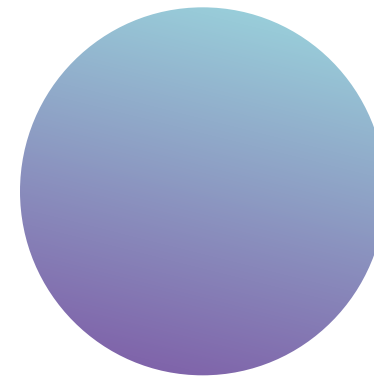
**Rainbow Gradient**

Hex: #9BD8DE  
RGB: 155, 216, 222  
CMYK: 37, 0, 13, 0

Hex: #7C57A4  
RGB: 124, 87, 164  
CMYK: 59, 76, 0, 0

Hex: #EF3B4C  
RGB: 239, 59, 76  
CMYK: 0, 91, 67, 0

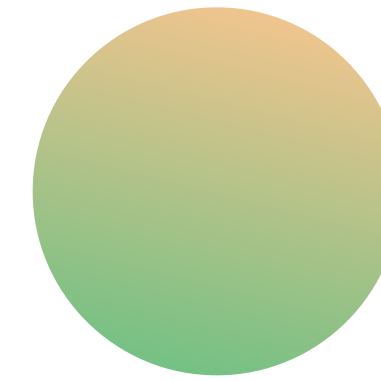
Hex: #F9BBBA  
RGB: 249, 187, 186  
CMYK: 0, 32, 17, 0



**Indigo Gradient**

Hex: #9BD8DE  
RGB: 155, 216, 222  
CMYK: 37, 0, 13, 0

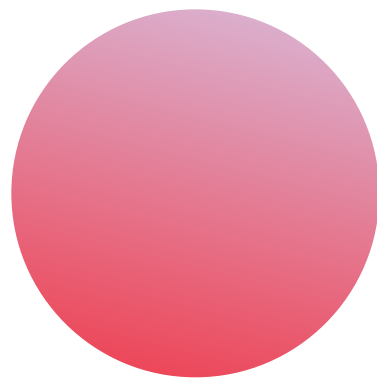
Hex: #7C57A4  
RGB: 124, 87, 164  
CMYK: 59, 76, 0, 0



**Green Gradient**

Hex: #FDC58F  
RGB: 253, 197, 143  
CMYK: 0, 25, 46, 0

Hex: #66C083  
RGB: 102, 192, 131  
CMYK: 61, 0, 65, 0



**Red Gradient**

Hex: #D9B9D8  
RGB: 217, 185, 216  
CMYK: 13, 29, 0, 0

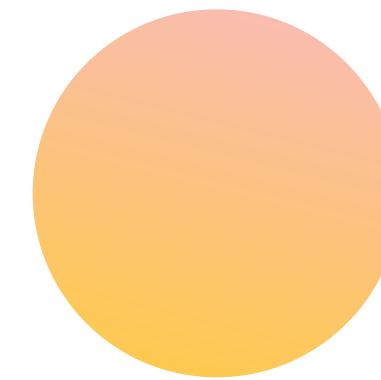
Hex: #EF3B4C  
RGB: 239, 59, 76  
CMYK: 0, 91, 67, 0



**Sky Gradient**

Hex: #A4D7BC  
RGB: 164, 215, 188  
CMYK: 36, 0, 32, 0

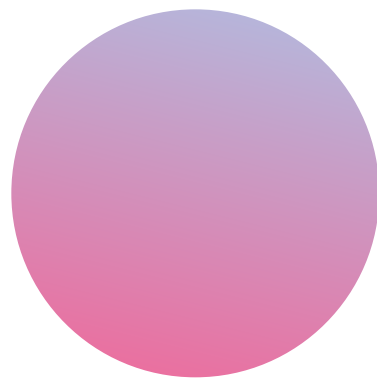
Hex: #5C72E5  
RGB: 92, 114, 229  
CMYK: 70, 59, 0, 0



**Gold Gradient**

Hex: #F9BBBA  
RGB: 249, 187, 186  
CMYK: 0, 32, 17, 0

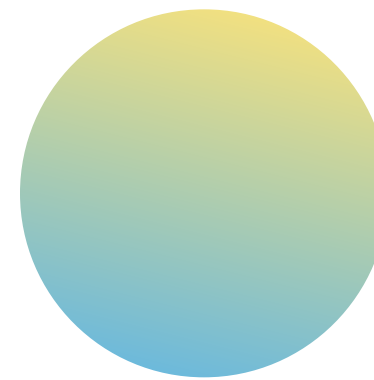
Hex: #FFCB44  
RGB: 255, 203, 68  
CMYK: 0, 20, 84, 0



**Pink Gradient**

Hex: #B1BCE0  
RGB: 177, 188, 224  
CMYK: 29, 21, 0, 0

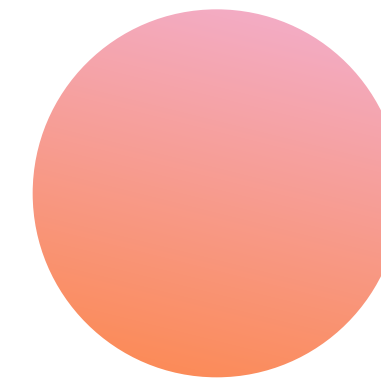
Hex: #F06899  
RGB: 240, 104, 153  
CMYK: 0, 74, 10, 0



**Dusk Gradient**

Hex: #FFE477  
RGB: 255, 228, 119  
CMYK: 1, 7, 65, 0

Hex: #5DB5E6  
RGB: 93, 181, 230  
CMYK: 58, 13, 0, 0



**Sunset Gradient**

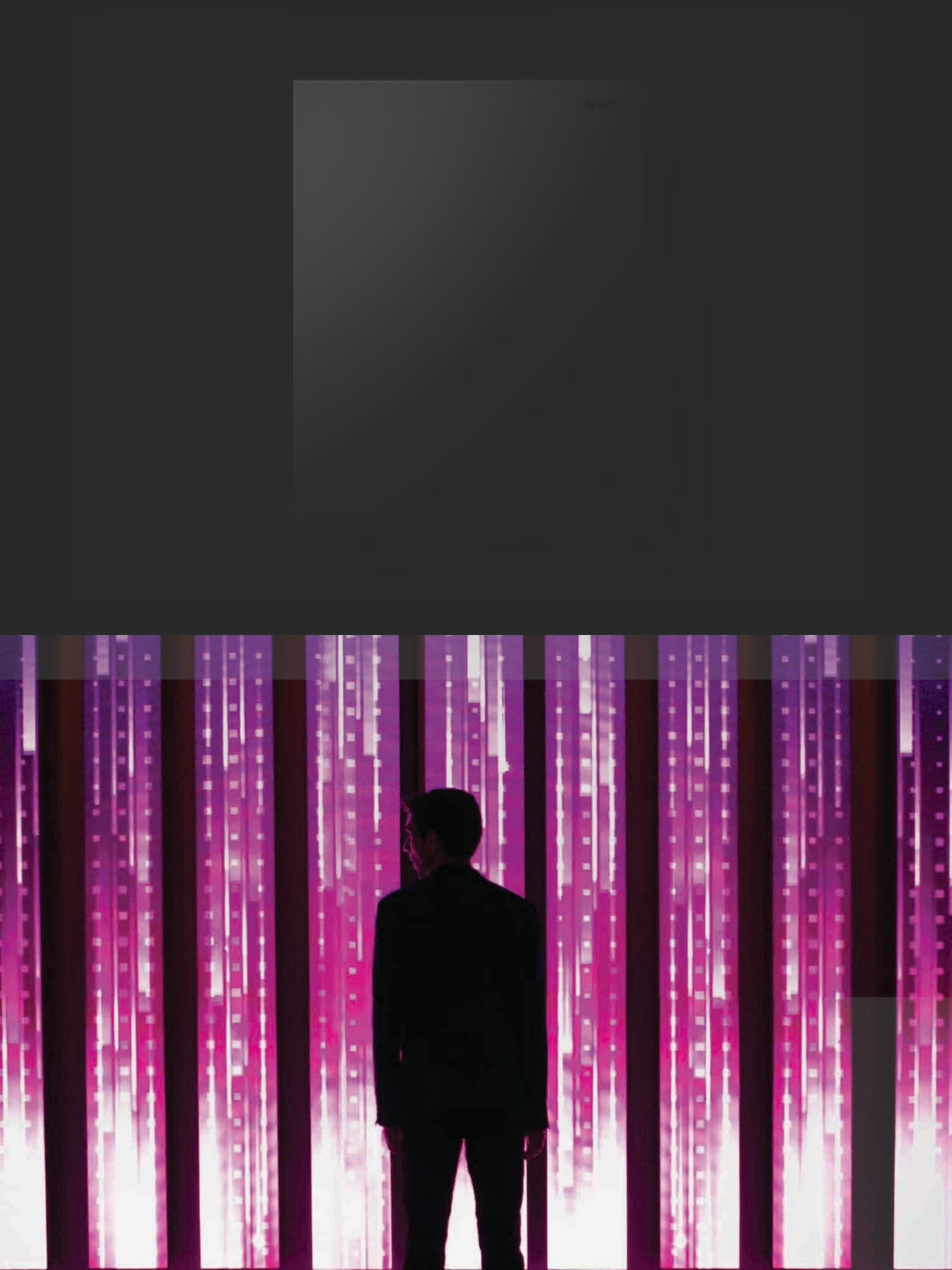
Hex: #F2AFCF  
RGB: 242, 175, 207  
CMYK: 1, 39, 0, 0

Hex: #FC874C  
RGB: 252, 135, 76  
CMYK: 0, 58, 75, 0

06

# Imagery.

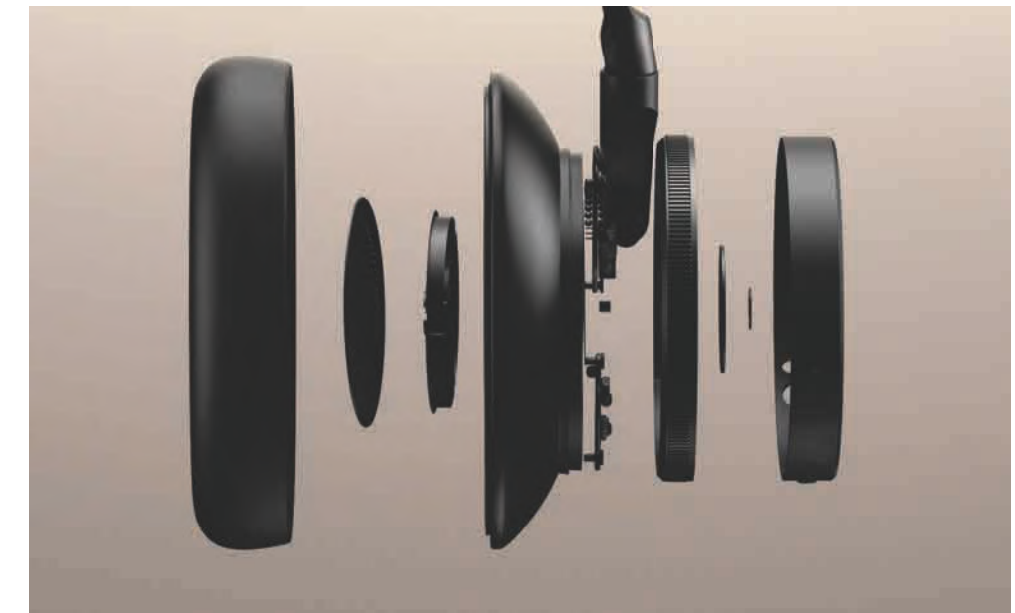
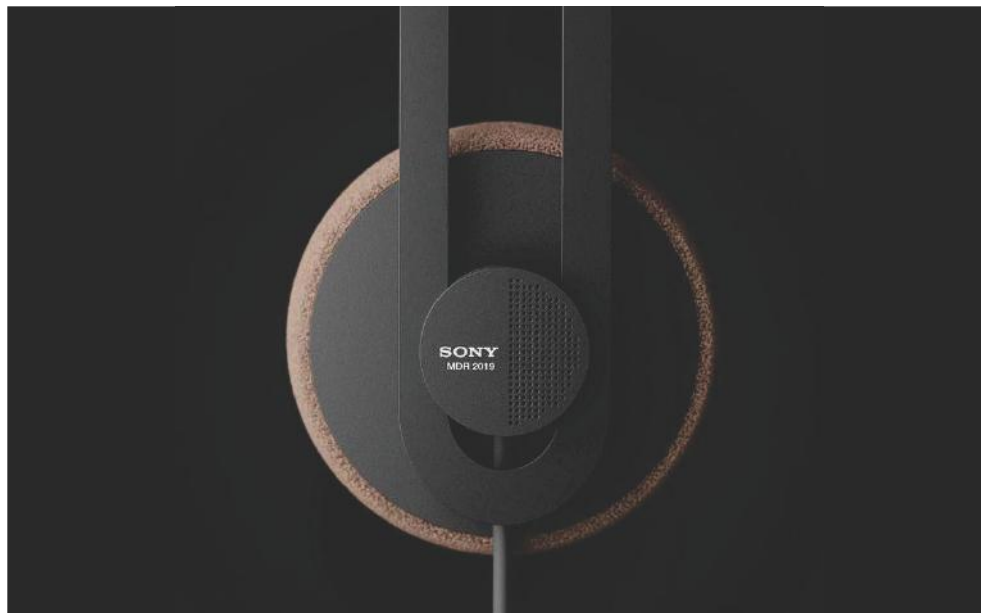




Our imagery is sharp, honest, and vibrant. Not only do our photos and videos provide real representations of our work and our people, they should truly bring our brand to life. That means our visual content is the highest quality, has loving attention to detail, and captures our work in the best light.



# Product Imagery.



Our products are made with premium materials so we go for shots that render attributes and show off the beauty in the details.

- Natural studio lighting
- Clean backgrounds
- Sharp focus
- Soft shadows
- Combination of straightforward and dynamic angles

# Project Imagery.



- Natural lighting
- Balanced composition
- Wide angles
- Can include people (candid and natural) Raw

Every project is a harmony of design and engineering, so we lean into architectural photography that treats every display like a work of art.





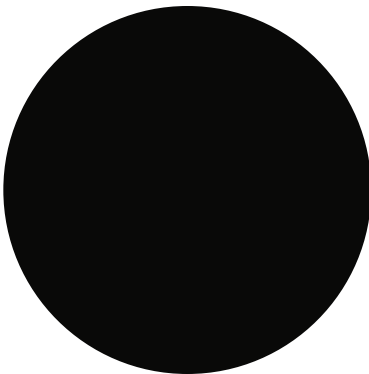
# Thank you.

Contact Information

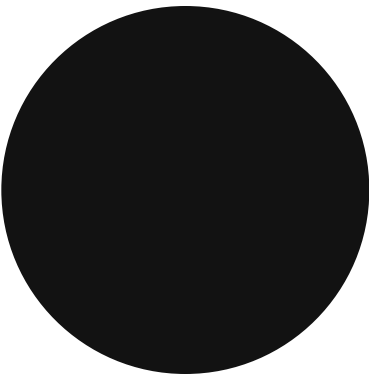
[info@nanolumens.com](mailto:info@nanolumens.com)



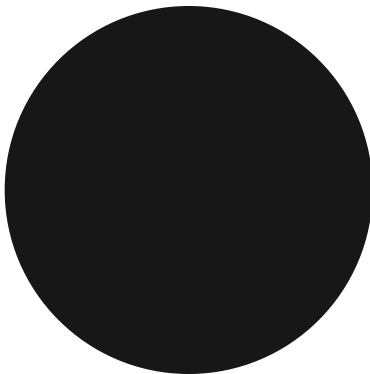
Pure Black  
#090908



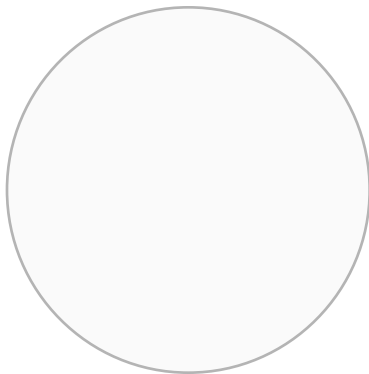
Off Black  
#121212



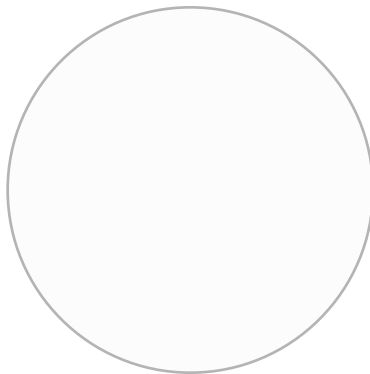
Black Soft  
#171717



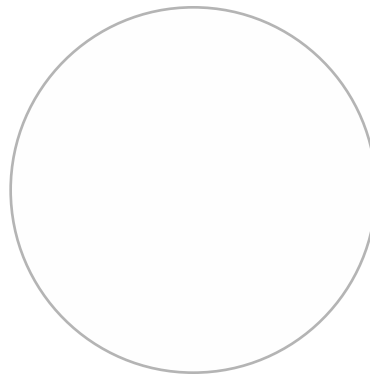
White  
#FAFAFA



Off White  
#FCFCFC



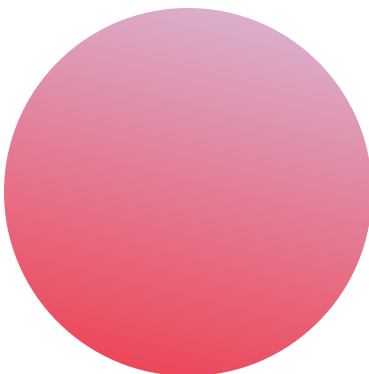
White Soft  
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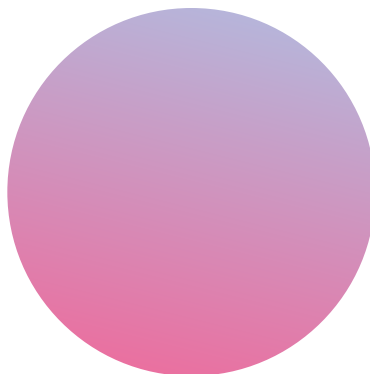
Rainbow  
#9BD8DE  
#7C57A4  
#EF3B4C  
#F9BBBA



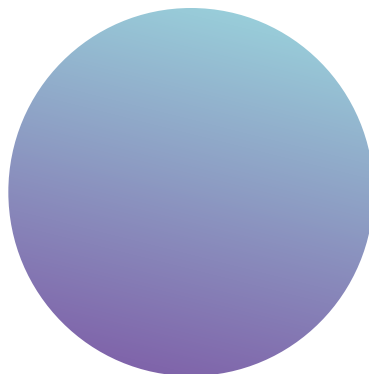
Red  
#D9B9D8  
#EF3B4C



Pink  
#B1BCE0  
#F06899



Indigo  
#9BD8DE  
#7C57A4



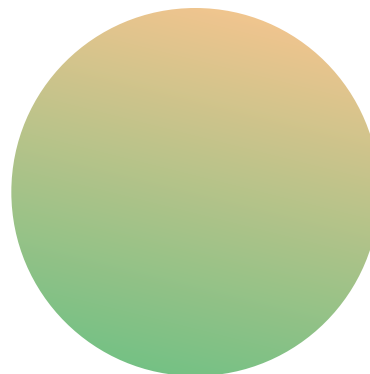
Sky  
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#5C72E5



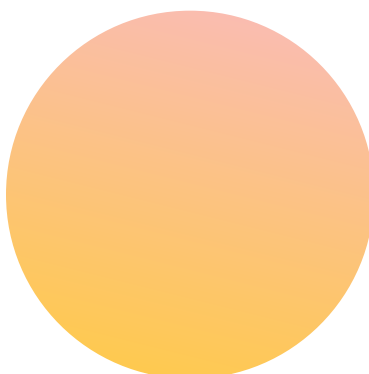
Dusk  
#FFE477  
#5DB5E6



Green  
#FDC58F  
#66C083



Gold  
#F9BBBA  
#FFCB44



Sunset  
#F2AFCF  
#FC874C

