

# Brand Guidelines

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# Mission

The mission of iLamp Florida is to improve the safety of streets, roads, and neighborhoods throughout the state, while also providing more energy security to Florida. We are committed to reducing the risks of road and traffic accidents, improving air quality, and increasing public safety through the development of innovative and modular designs.

Our products can feature camera CCTV surveillance, gunshot detection, and a wide range of sensors to provide comprehensive protection for citizens.

iLamp creates safer and more secure environments for all citizens, including pedestrians, cyclists, drivers, and public transportation users, designed to be

cost effective, energy efficient, and easy to install. iLamp is committed to providing innovative solutions that reduce risk and improve the quality of life for all citizens.

iLamp not only improves safety, but is designed to be environmentally friendly. We use renewable energy sources to power our systems, reducing our carbon footprint, while also ensuring a more reliable and secure energy future for Florida.

iLamp is designed to be modular, so it can be adapted to feature a wide range of modules and sensors to fit the needs of any environment.

# Brand Values

Persistence. Courage to shape a better future and push forward the solutions that we believe in.

Build relationships. Make a difference by partnering with likeminded people/companies to deliver results.

Serve Communities. Be useful.

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# Brand Voice

## **INSPIRING LEADER**

We speak to people as peers in a movement.

### Attributes

Do — Be boldly optimistic.

Don't — Go negative, oppositional.

Do — Encourage people to act.

Don't — Judge, or dictate how to live.

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## **ENTHUSIASTIC CREATOR**

We think the future of power is amazing! And though it's an important matter, we want to make it sound fun and enjoyable to get people excited.

### Attributes

Do — Be enthusiastic!

Don't — Overdo it with hyperbole or fluff.

Do — Be playful.

Don't — Stoop to cliché or snark.

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## **THOUGHTFUL CITIZEN**

This movement is bigger than us.

So rather than always selling, we want communicate shared values that make it easy for anyone to join.

### Attributes

Do — Be relateable.

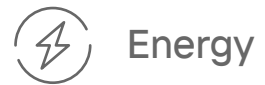
Don't — Sound divisive.

Do — Use words that normal people use.

Don't — Use industry jargon or fluff.

# What we talk about

## THE FUTURE OF:



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# Value Proposition

- iLamp is the most cost effective improvement that can be made to streets, roads, parking lots, campuses, hotels, resorts, arenas, parks and more.
- Certified by ELS to reduce crime, creating safer communities, increasing local commerce, house prices, community pride, and quality of life.
- Proven to reduce road accidents, saving lives and preventing injury, further boosting iLamp's cost benefit proposition.
- Designed for the future, installed today. iLamp's modular philosophy means every iLamp is capable of hosting every module future proofing each lamp and securing their place as nodes of the future smart city.
- Robustly constructed, and tested against wind, sand, dust, floods and extreme heat, powered by a cylindrical solar panel that sheds dirt, snow, sand, making iLamp easy to install in any location, giving it a long service life and extremely low maintainance requirements, offering a huge cost saving over other streetlighting solutions.
- Part-manufactured, assembled and installed locally, using local teams and contractors, stimulating economic growth in surrounding communitites.
- Modules enable advanced smart city functionality and connectivity. Providing a range of revenue generating services from numberplate to gunshot detection and communications.

# Visual Identity

This document contains the rules for our visual communication system. Follow these rules strictly to maintain brand consistency.

This includes all of the elements you may need logos, typefaces, colors, and more to create a consistent tone, look and feel for iLamp materials. We invite you to absorb this information and reference it often to become an informed keeper of the brand.

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# Primary Logo



**iLamp | Florida**





# Clear Space

Clear space is the area that is required around the outside of the logo.

This prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark.

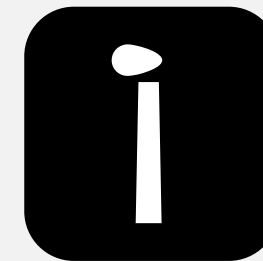


# Logo Variations

iLamp | Florida

iLamp | Florida

iLamp | Florida



# Color Palette

#000000

RGB  
0, 0, 0

#1A1A1A

RGB  
26, 26, 26

#333333

RGB  
51, 51, 51

#B3B2B3

RGB  
179, 178, 179

#148AFF

RGB  
20, 138, 255

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# Typeface

Overpass Medium

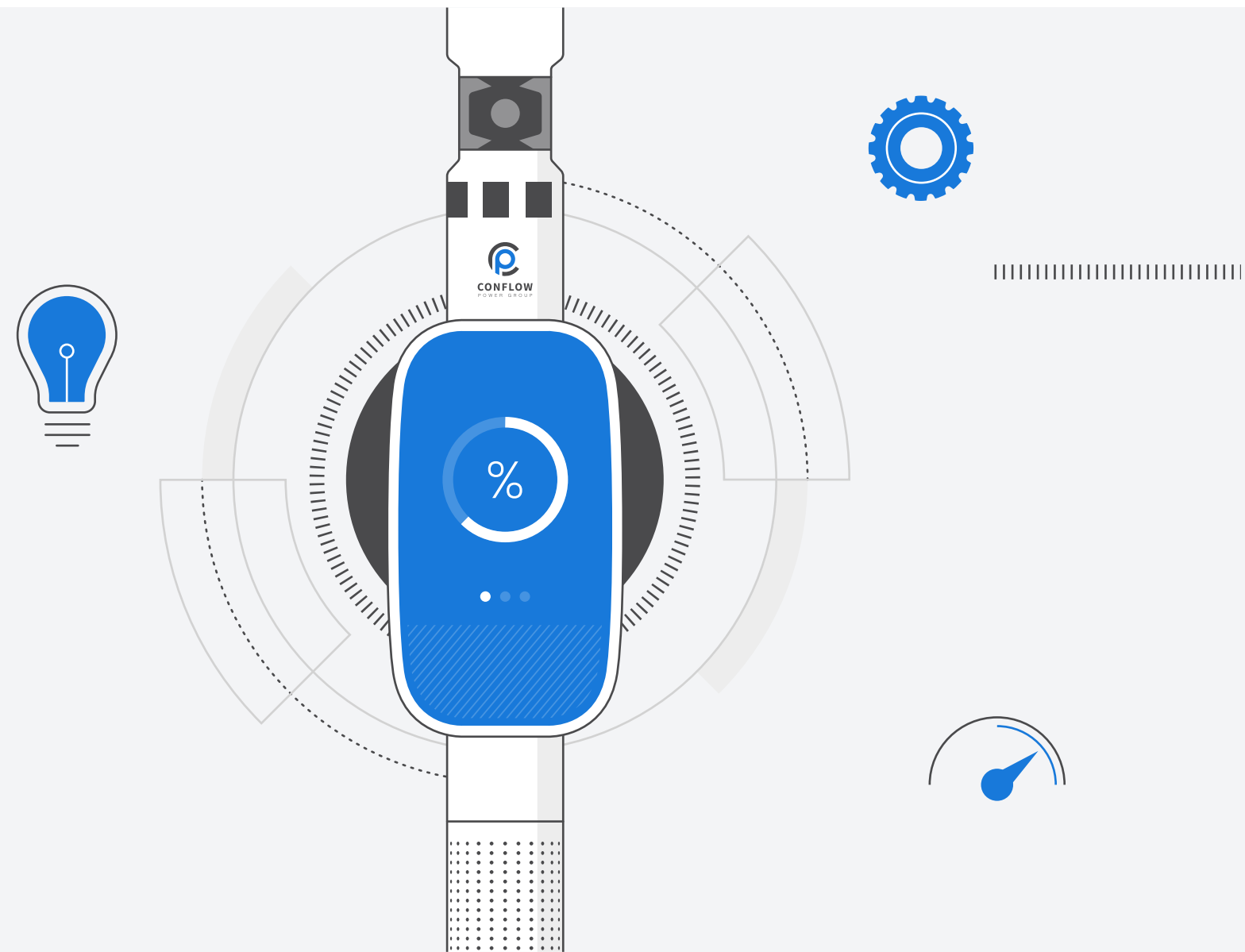
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aa

# Illustration



# iLamp

iLamp Brand Guide