

Brand Guidelines

Mission

The mission of iLamp California is to improve the safety of streets, roads, and neighborhoods throughout the state. We are committed to reducing road and traffic deaths and injuries, decreasing crime, 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 increases the quality of life in the communities it is installed in, creating 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 for all.

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.

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

iLamp is extremely robust, manufactured using the highest quality components and rated to withstand extreme weather.

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 and companies to deliver results.

Serve Communities. Be useful.

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.

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.

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:



Value Proposition

- By replacing inefficient streetlights with modern, modular, scalable, technology-packed LED streetlights, iLamp can not only improve energy efficiency, but also generate revenue through the monetization of data, media and excess energy produced.
- iLamp's modular design allows for easy maintenance and scalability including the integration of other renewable energy technologies such as enhanced turbine, solar and generator, further increasing the potential for energy and revenue generation, making it a cost-effective and future proof solution for cities looking to upgrade their streetlights.
- Replacing aging, inefficient streetlights with iLamp creates local jobs in various areas including manufacture, assembly, installation, maintenance, and management of the streetlamps. iLamps use of local labor and materials in the construction and maintenance of iLamp stimulates economic growth in the surrounding communities.
- iLamp presents a unique opportunity to improve energy efficiency, generate revenue, and promote sustainability, all while modernizing infrastructure. It is a perfect solution for addressing crime, energy, public safety, and job creation concerns.

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.

Primary Logo



iLamp | California

The primary logo design is presented within a large, light gray rectangular frame. The text "iLamp | California" is centered within this frame. The word "iLamp" is in a bold, lowercase sans-serif font, followed by a vertical bar separator and the word "California" in a bold, uppercase sans-serif font. The entire logo is rendered in black.

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.

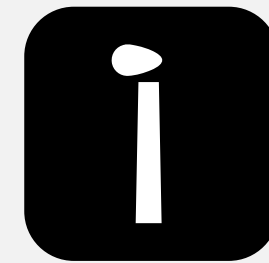


Logo Variations

iLamp | Texas

iLamp | Texas

iLamp | Texas



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

Typeface

Overpass Medium

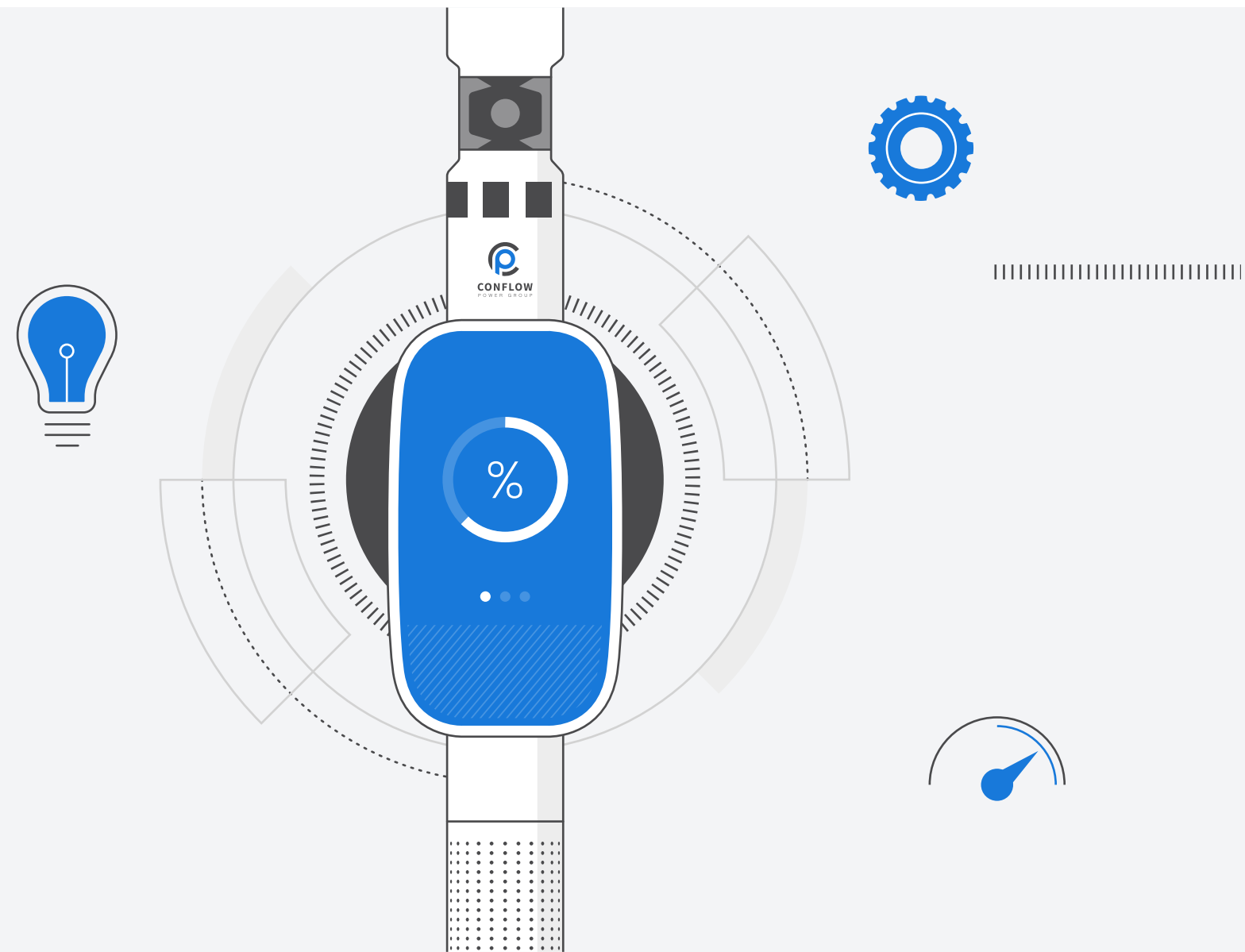
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aa

Illustration



iLamp

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