

# Brand Guidelines

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# Mission

The mission of iLamp Washington is to improve the safety of streets, roads, and neighborhoods throughout the state, while also providing more energy security to Oregon. 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 Washington.

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 iLamp 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 people 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

- 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 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 and microgrid systems. iLamps use of local labor and materials in the construction and maintenance of microgrids stimulates economic growth in the surrounding communities.
- iLamp presents a unique opportunity for Oregon to improve energy efficiency, generate revenue, and promote sustainability, all while modernizing the state's infrastructure. It is a perfect solution for addressing the state's 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.

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# Primary Logo



**iLamp** | Washington





# 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.

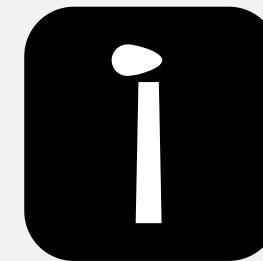


# Logo Variations

iLamp | Washington

iLamp | Washington

iLamp | Washington



# 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

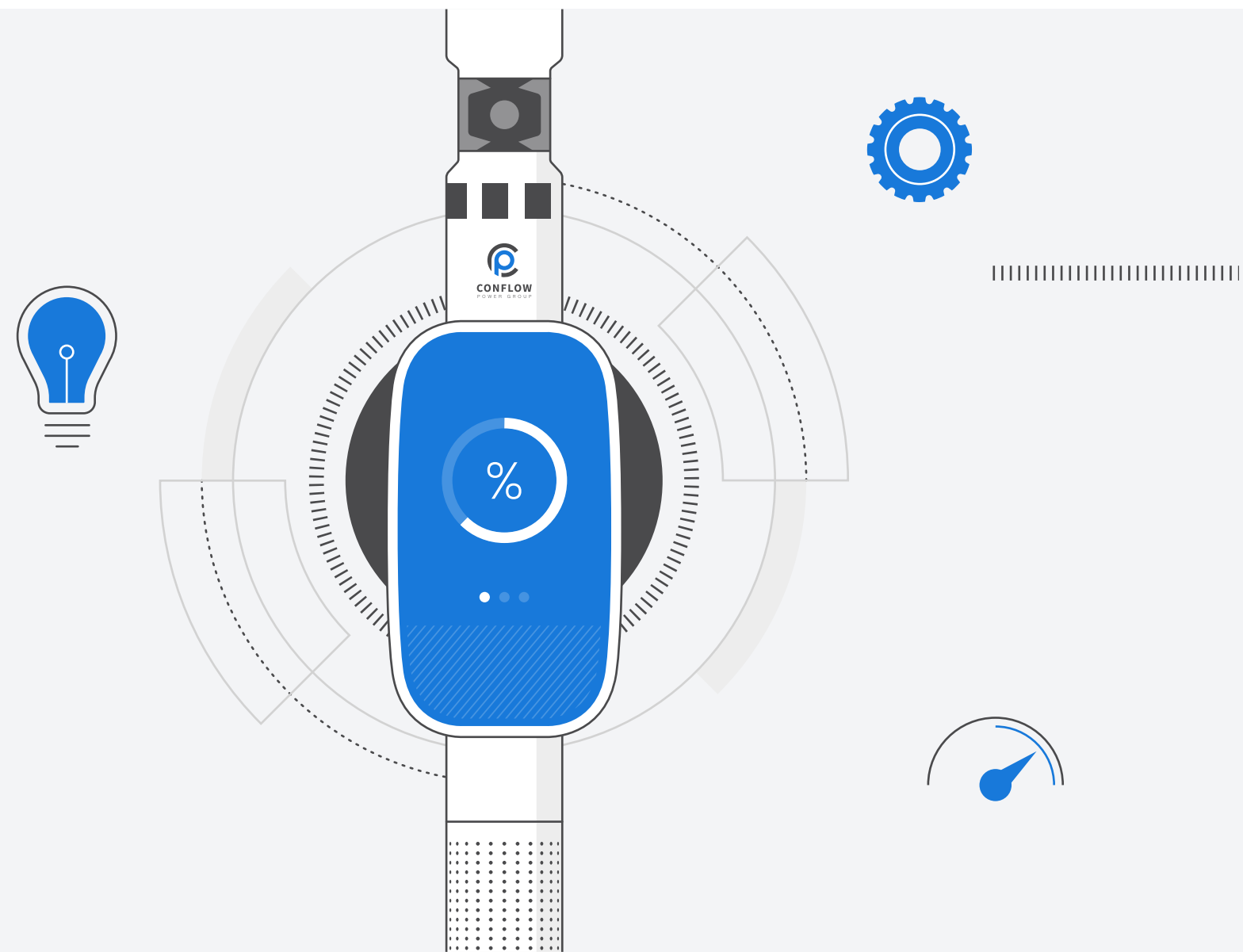
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aa

# Illustration



# iLamp

iLamp Territorial Guide