pipe symbol:

[9:34](https://newtonschoolm-9mk3295.slack.com/archives/C03KFEG8PEG/p1657814676772949)

<html>  
    <head>  
        <style>  
            li[id|="ac"]{  
                color:red;  
            }        </style>    </head>  
    <body>  
        <ul>  
            <li id="ac\_lg\_ac">LG</li>  
            <li id="onida\_acindia">Onida</li>  
            <li id="sony\_details\_ac-china">Sony</li>  
            <li id="ac-samsung\_lg">Samsung</li>  
        </ul>    </body>  
</html>