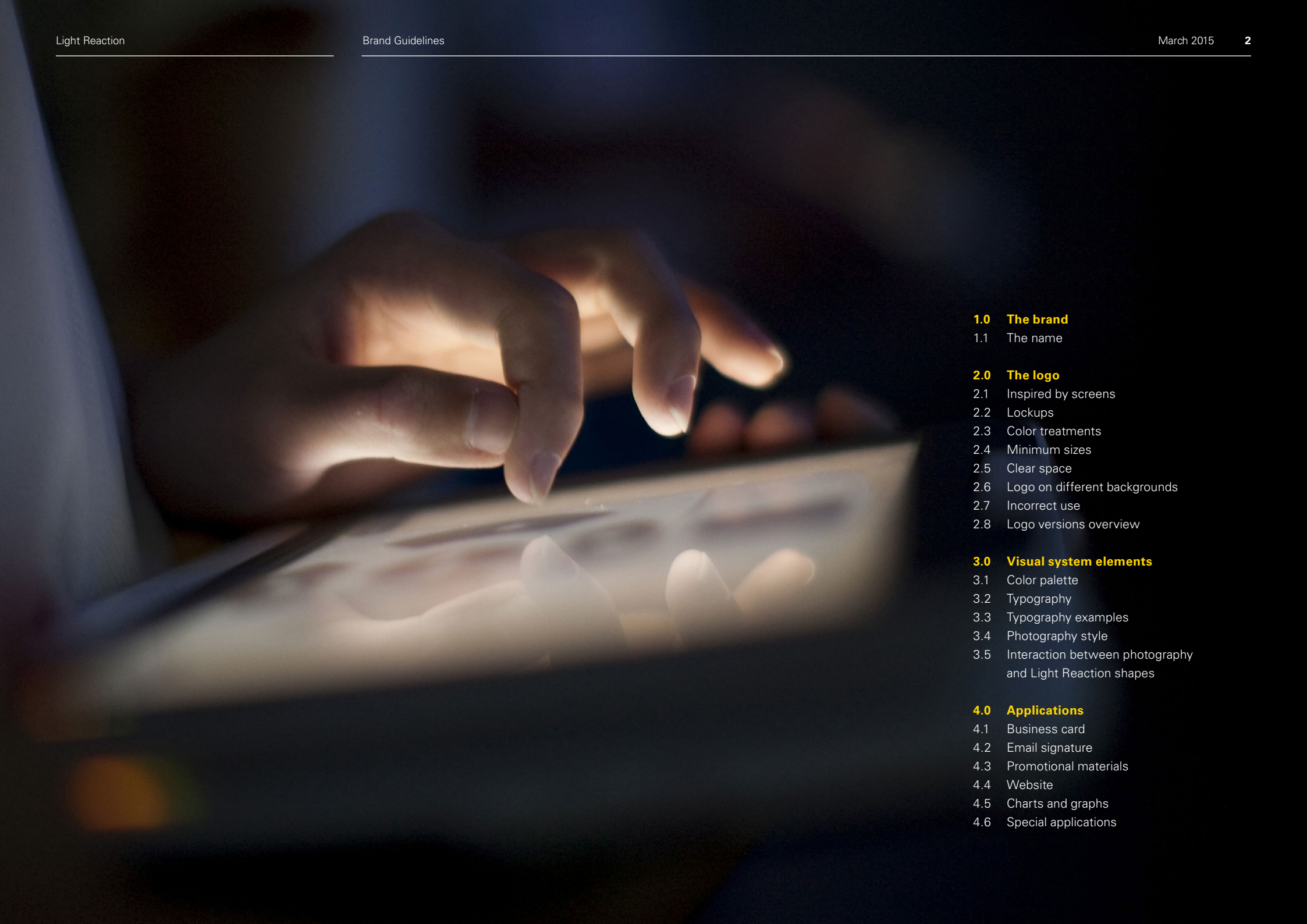




Brand Guidelines

**1.0 The brand**

- 1.1 The name

2.0 The logo

- 2.1 Inspired by screens
- 2.2 Lockups
- 2.3 Color treatments
- 2.4 Minimum sizes
- 2.5 Clear space
- 2.6 Logo on different backgrounds
- 2.7 Incorrect use
- 2.8 Logo versions overview

3.0 Visual system elements

- 3.1 Color palette
- 3.2 Typography
- 3.3 Typography examples
- 3.4 Photography style
- 3.5 Interaction between photography and Light Reaction shapes

4.0 Applications

- 4.1 Business card
- 4.2 Email signature
- 4.3 Promotional materials
- 4.4 Website
- 4.5 Charts and graphs
- 4.6 Special applications

1.0 The brand

1.1 The name

At LightReaction, we understand the science behind consumer behaviour. We embrace the power of performance — performance in the form of actions that drive guaranteed business outcomes and grow revenue. We strive to make advertising accountable and remove risk for our clients. We believe in performability.

1.1

The name

When exposed to the right stimuli, people respond by taking action — either physical or mental. This is the science behind Light Reaction — a programmatic platform that ignites consumers to take action.

Light Reaction

2.0

The logo

- 2.1 Inspired by screens
- 2.2 Lockups
- 2.3 Color treatments
- 2.4 Minimum sizes
- 2.5 Clear space
- 2.6 Logo on different backgrounds
- 2.7 Incorrect use
- 2.8 Logo versions overview

Our logo is one of the most valuable assets of Light Reaction's visual system. The following pages show all the iterations of the logo and give guidance on its usage.

2.1

Inspired by screens

The Light Reaction logo is inspired by the multiple ways that customers can connect with brands. The logo is formed by three different screens at different angles. It represents the multiple devices that customers use to interact with the world — anytime and anywhere.

The yellow gradient in the logo mimics the light of the screens, the natural habitat of the Light Reaction brand.



2.2

Lockups

The Light Reaction logo is presented in two different lockups.

The primary logo shows the wordmark over the shape created by the three screens and should be used wherever possible.

The horizontal logo shows the wordmark outside the symbol and was created for special use only. It can be used in small sizes to maintain the legibility of the wordmark and in horizontal applications where the main version is not legible.

PRIMARY



HORIZONTAL



2.3

Color treatments

Both the primary and horizontal logos are available in three different color treatments, which need to be chosen according to the nature of the specific application and printing process.



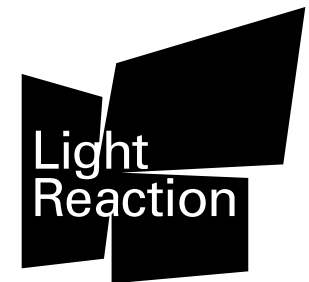
YELLOW GRADATION

This is the main version of the Light Reaction logo. It can be used for applications such as the website, advertising and any other application that allows for high-quality printing or good screen quality.



YELLOW FLAT

This can be used when the printing process allows more than one color, but no gradation. It can also be used in special applications like embroidery.



ONE-COLOR BLACK/WHITE

This version of the logo utilizes only one color, with the type knocked out. It's ideal for special applications like etching glass, embossing, stamps and printed materials that only allow one color. The black version can also be used when it is not possible to achieve enough contrast with one of the yellow versions.

2.4

To ensure that the logo is always legible in printed materials, it should not be smaller than the sizes on this page.

The horizontal version allows a smaller height with more legibility and it should be used in every application under 1.3 cm in height or when the main version loses its legibility because of the printing process.

The minimum size for screens varies according to resolution and pixel size for each screen. The wordmark should be legible in every application.

Minimum sizes

PRIMARY



1.8 cm minimum height



1.3 cm minimum height



1.3 cm minimum height

HORIZONTAL



1 cm minimum height



0.75 cm minimum height



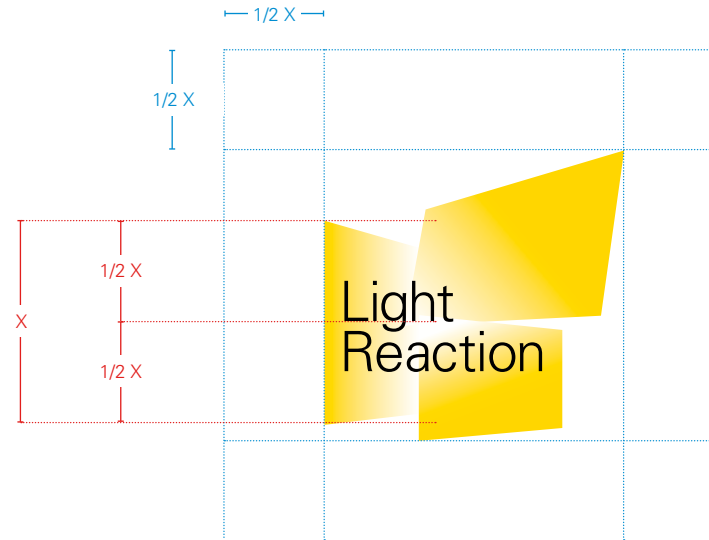
0.75 cm minimum height

2.5

To keep the integrity of the Light Reaction logo, it is recommended that a clear space is maintained around it. The clear space is the distance between the logo and any other design element or text.

The clear space for the Light Reaction logo is $\frac{1}{2} X$, with X being the height of the shape that represents the screen on the extreme left of the symbol.

PRIMARY



HORIZONTAL



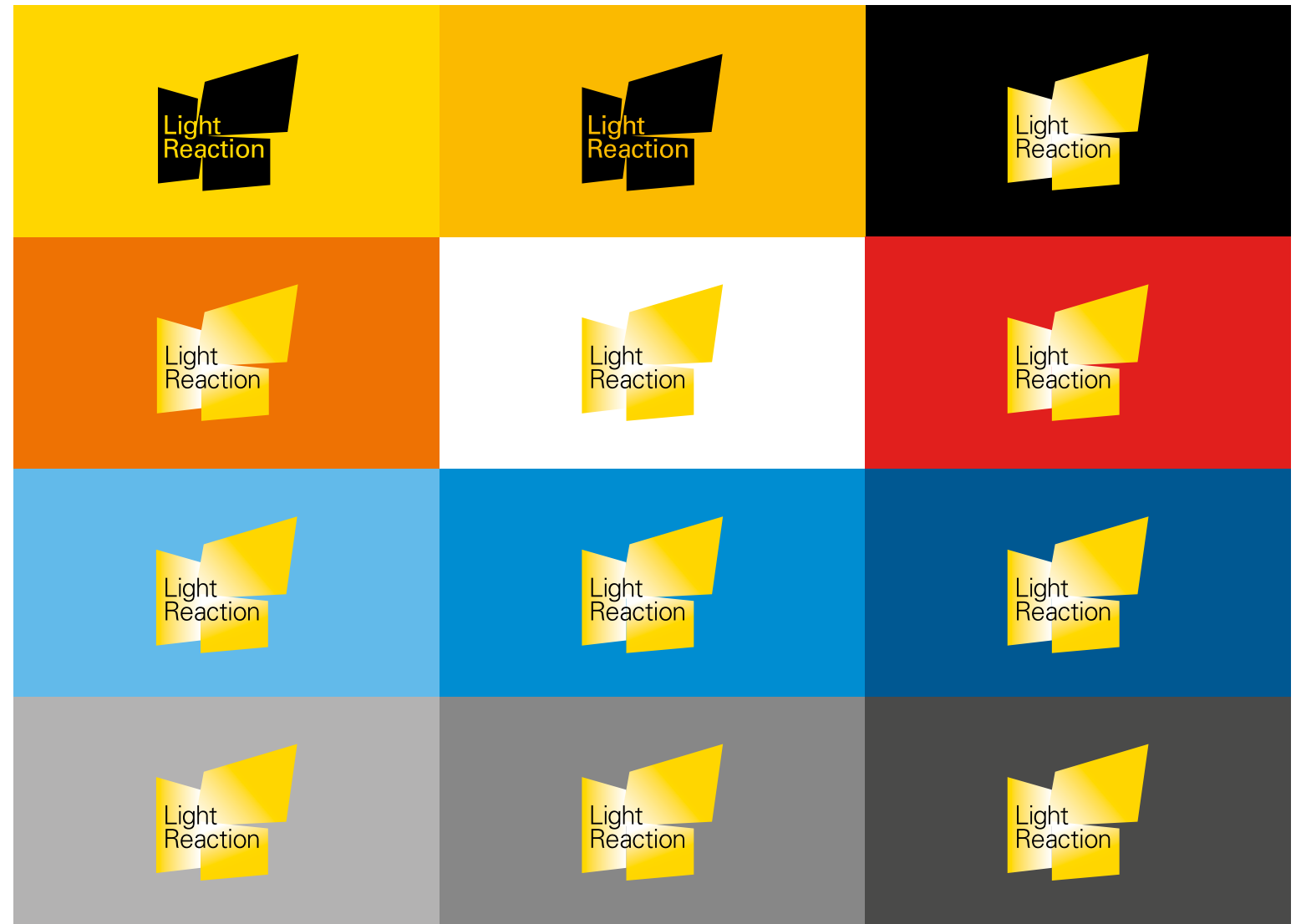
2.6

Logo on different backgrounds

While the Light Reaction logo works best on white, black, or dark gray backgrounds, it is not limited to these.

Certain colors will require the black logo. Use the black treatment of the logo every time the logo is displayed on a yellow background that has a similar hue to the Light Reaction yellow.

This color guidance applies to both the primary and horizontal logos.

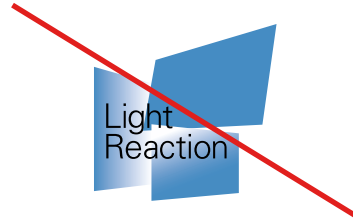


2.7

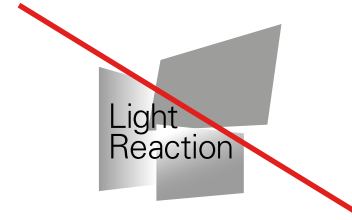
To ensure consistency across all touchpoints and media, only use the approved logo art.

This page shows some examples of incorrect use of the logo.

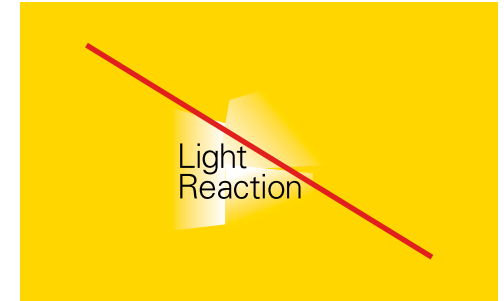
Incorrect use



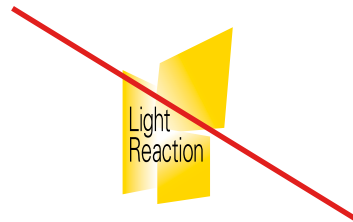
DON'T change the color of the logo.



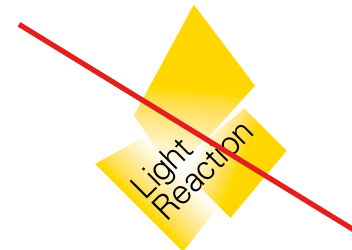
DON'T create a grayscale version for the logo. Use the black version instead.



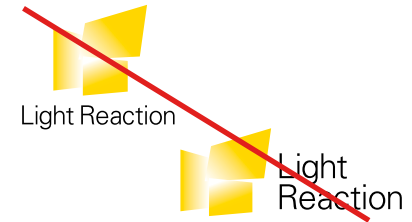
DON'T place the logo in backgrounds that do not provide enough contrast.



DON'T stretch or skew the logo in any way.



DON'T rotate the logo.



DON'T create new lockups for the logo.

2.8

Logo versions overview

To ensure the correct application of the Light Reaction logo, it's important to always use the original files provided by the brand team.

This page shows all the available versions of the Light Reaction logo. The files are available in EPS for printing (CMYK and spot color) and PNG for screen (RGB)

	YELLOW GRADATION	YELLOW FLAT	BLACK	WHITE
PRIMARY				
HORIZONTAL				

3.0

Visual system elements

- 3.1 Color palette
- 3.2 Typography
- 3.3 Typography examples
- 3.4 Photography style
- 3.5 Interaction between photography
and Light Reaction shapes

The visual system is formed by the combination of several elements that are designed to complement the logo. The correct use of typography, color, photography and the logo shapes can be a powerful tool to keep the visual consistency of the Light Reaction brand.

3.1

The Light Reaction color palette is formed by three groups of colors with different roles in the visual system.

The Bright Palette is what makes the brand recognizable and brings in the light aspect of Light Reaction. The Bright Palette is formed by the Light Reaction Yellow, used in the logo, and three other warm colors.

The Grays group is made up of three different shades of gray, bringing a powerfull contrast when combined with the Bright Palette.

The Blue Accent group brings three different shades of blue to the palette. It should be used in small proportions in layouts or as an additional color in charts and graphs.

Color palette

BRIGHT PALETTE

Light Reaction Yellow Pantone 116 CMYK 0/14/100/0 RGB 255/214/0 HEX FFD600		
Dark Yellow Pantone 124 CMYK 0/30/100/0 RGB 252/184/19 HEX FCB813	Orange Pantone 158 CMYK 0/65/100/0 RGB 243/121/32 HEX F37920	Red Pantone 1795 CMYK 0/96/93/2 RGB 231/44/42 HEX E72C2A

GRAYS

Light Gray CMYK 0/0/0/40 RGB 166/168/171 HEX A6A8AB	Gray CMYK 0/0/0/60 RGB 128/129/132 HEX 808184	Dark Gray CMYK 0/0/0/85 RGB 77/77/79 HEX 4D4D4F
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BLUE ACCENT

Light Blue PANTONE 2915 CMYK 60/9/0/0 RGB 98/181/229 HEX 62B5E5	Blue PANTONE 2193 CMYK 92/24/0/0 RGB 0/144/218 HEX 0090DA	Dark Blue PANTONE 7691 CMYK 100/43/0/30 RGB 0/98/152 HEX 006298
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3.2

Typography plays a significant role in Light Reaction's visual system. Univers LT STD is the primary font family of Light Reaction. It should be used in three different weights: Light, Roman and Bold.

For cases where Univers is not available, Arial can be used in Regular and Bold weights.

Typography

PRIMARY

Univers LT STD 45 Light

Univers LT STD 45 Light Oblique

Univers LT STD 55 Roman

Univers LT STD 55 Roman Oblique

Univers LT STD 65 Bold

Univers LT STD 65 Bold Oblique

SYSTEM

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

3.3

Typography hierarchy

When typesetting, it is important to let the content lead the typography. Legibility should always be taken into consideration in every application.

Illustrated here is an example of a correct use of typography for Light Reaction. The headline in the large type size and light weight brings connection with the Light Reaction logo and ownership to the visual system. In this case the leading is 1/5 bigger than the type size for the headline and 1/3 bigger than the type size for subhead and body copy.

USAGE EXAMPLE

Univers LT STD 45 Light
35/42 pt

This is one example
of a headline set in
Univers LT Std 45 Light.

Univers LT STD 65 Bold Oblique
15/20 pt

The subheads can be set in Univers LT STD 65 Bold in a smaller size. *In some cases, the subheads can be set in Univers LT STD 65 Bold Oblique.*

Univers LT STD 45 Light
9/12 pt

The body copy should be set using legibility as the main criteria. In this example, the type is set in Univers LT STD 65 Light. The body copy is usually aligned to the left and used with the standard letterspace to preserve the legibility of the text. The text can be broken out in different columns to keep the lines in a reasonable length.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin elit quam, sollicitudin vitae magna sed, finibus scelerisque lorem. Pellentesque eu arcu ultrices.

In, gravida arcu. Aliquam erat volutpat. Donec a diam posuere, dignissim lacus Vivamus nec lorem posuere, placerat magna non, tempus justo. Nam auctor iaculis libero, ut tempor sem fringilla eu. Sed imperdiet elementum purus, a tempus elit ultricies et. Sed dolor gravida pharetra.

3.4

Photography style

Photography can be a powerful tool to communicate the brand values and messages. This page shows some examples of correct and incorrect use to ensure the brand stays consistent across all the different applications.



AUTHENTIC PORTRAITS

People photography should always aim for a natural and authentic feeling.



LIGHT FROM DEVICES

Photographs with crops that shows the light coming from devices can be effective in suggesting technology in an interesting way and with no risk of quickly becoming outdated. It also brings a close connection with the concept of the logo and the name.



BLACK AND WHITE

Black and white photographs bring a visual connection with the grays of the system and an interesting contrast with the bright colors.



POSED PHOTOGRAPHY

Don't use posed and expected photography.



DATED TECHNOLOGY

Don't use photography with dated devices.



BUSINESS CLICHÉS

Don't use images with artificial environments and business clichés.

3.5

The screens of the logo created by the three yellow shapes can interact with photography, bringing ownership to the system in an effective and meaningful way. The use of people interacting with different screens is encouraged whenever relevant.

When interacting with photos, the shapes should be in flat yellow and never with the yellow gradient.

Interaction between photography and Light Reaction shapes

ENVIRONMENT



ISOLATED



4.0 Applications

- 4.1 Business card
- 4.2 Email signature
- 4.3 Promotional materials
- 4.4 Website
- 4.5 Charts and graphs
- 4.6 Special applications

The consistency of a visual system is created not only by the correct use of its individual elements, but by a consistent combination of all the different facets of the system. The following pages show some examples of different applications that demonstrate Light Reaction's visual system.

4.1

Business card

The business card should communicate clearly and directly. It's important to keep the typography legible and adaptable.

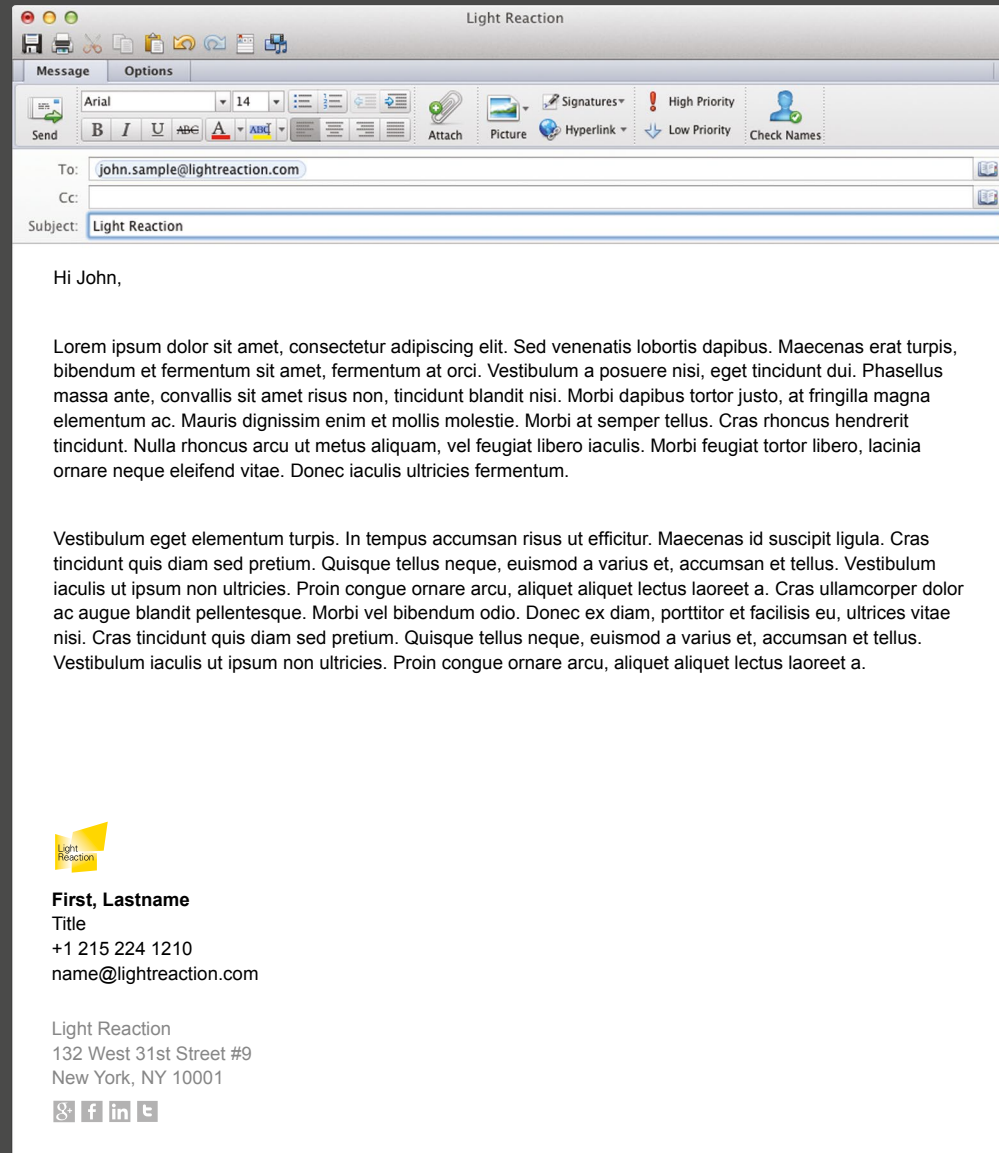
In the example, the angle of one of the shapes of the logo is used to separate the logo from the information in a distinctive and effective way.



4.2

Email signature

The email signature is one of the cases in which it will be necessary to use the system font, Arial. To ensure that the information will always appear, the core part of the text should be live, and never an image.



4.3

Promotional materials

The logo can be used in different treatments according to the printing methods available. The horizontal lockup can be effective in applications like a pen and other horizontal objects.

Consider using black materials or objects when possible — giving a sense of high quality while also getting the most impact out of the logo.



4.4

Website

The website on this page is an example of how the colors can live together. The black and white photography matching with the different shades of gray creates a strong contrast with the Bright Palette. Using blue as an accent is a great way to emphasize information, but it should be used judiciously.

The headline with the large font size and light weight is also a good example of how typography should work in Light Reaction's visual system.



4.5

Charts and graphs

To better communicate the information and ensure the correct visualization of charts and graphs, the gray can be used with more prominence than in other applications.



4.6

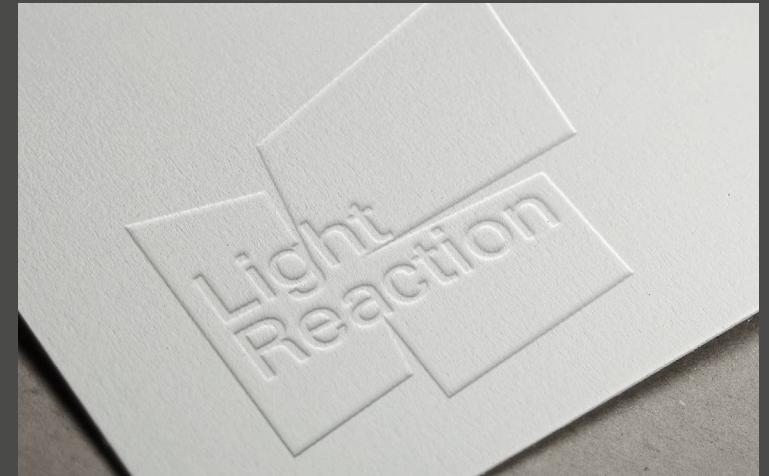
When reproducing the logo in special applications, consider the different color treatments of the logo. The one-color version, available in black or white, can be used for etched glass or embossed materials, while the yellow flat treatment can be a good option for embroidery or silkscreen.

Special applications

ETCHED GLASS



EMBOSSSED



EMBROIDERED





For more informations about
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