

EVERLIGHTS

Brand Guidelines

Brand Guidelines - EverLights 2021



About

We specialize in the design, manufacturing, and installation of the premier line of color changing accent lighting products. Our lights are app controlled and work seamlessly with home automation systems. We have built, and strive to maintain, a technological advantage in our market. Adjectives that may describe us are: innovative, classy, smart, modern, and polished.



EVERLIGHTS

Introduction: Logo

The following information about logo construction and usage is meant to guide the use of your logo across all marketing channels.



Logo



EVERLIGHTS

The main logo is the first element identifying the EverLights brand.
The logo style is pictorial. The Logo will look the best in the white and black background.
Our logo Format should be as below, not to add, reduce or change the
orientation, shape, ratio, and font style.

Logo Alternative



The alternate logo orientation follows the same rules as the main logo in regard to orientation, shape, ratio, and font style

Distances & Clear Space

Proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way; sizes mentioned are for your reference only. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.



Logo Icon

Our logo icon directly represents simpler version of our logo. Our logo icons are commonly used in label, photo profile, favicon and media that have tight space.



Brand Color

To keep the brand fresh and exciting, we have created a palette of 8 colors: the inspiration for these is explained in the next section. The EverLights logotype can be produced only from these colors.

Please select the most appropriate color for your communication and over time try to use them equally so we don't become associated with just one colors.



Black & White Color

Black and White logo should be used only in special circumstances, when, for example, it is not possible to print with colors. For full color specifications, and guidance on usage, see the Brand Colors section.

Always reproduce the colored logos from the master artwork. For print applications where using color isn't possible, it's acceptable to use the b/w version shown down.



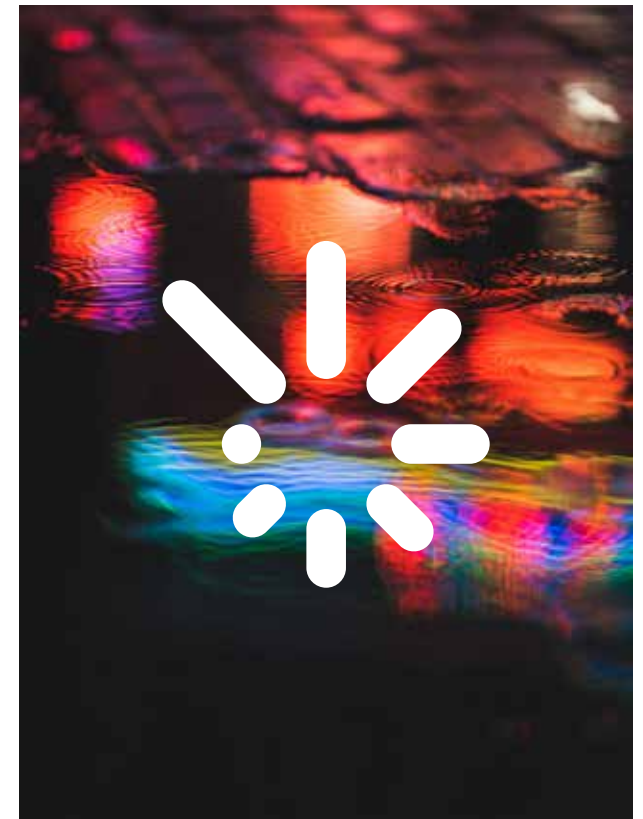
Incorrect Usage

As with any creative identity guidelines, there will be elements that are open to interpretation. The EverLights logotype operates around rules of common sense. If you feel what you have done doesn't make sense, or looks strange, then it is probably wrong. To help you, here are some highlighted things that should never be done to the logotype.



Logo On Photographs

Care must be taken to create well balanced and considered compositions: photography is a key part of the identity and the use of color should always feel complimentary to the image; images should be thought-provoking and inspiring. Images should show a unique, unexpected and surprising angle on EverLights. They should be warm with an element of vibrancy, depicting natural actions and emotions of people within them. Images should create a sense of place and capture all aspects of EverLights. When placing the logo over photography please choose a pale area of the image to maintain sufficient stand out.



Typography

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. Selected fonts are one of the best fonts in history: “Gotham Family”

typeface.
Primary

Gotham

<https://www.typography.com/fonts/gotham/styles>

or

<https://freefontsfamily.com/gotham-font-family/>

Brand Guidelines - EverLights 2021

Book

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + = " : ? > <

Medium

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + = " : ? > <

Bold

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + = " : ? > <

Primary Colors

Color strongly helps in building interest and association with the brand. The logo colors that represent EverLights are a vital part of the overall logo and should always be used in accordance with the rules contained in this book without exception to maintain consistency and continuity of the EverLights brand.

HEX #1E6DFF

R: 30
G: 109
B: 255

C: 88
M: 57
Y: 0
K: 0

HEX #7CB933

R: 124
G: 185
B: 51

C: 24
M: 0
Y: 53
K: 27

HEX #FFBC21

R: 255
G: 188
B: 33

C: 0
M: 26
Y: 87
K: 0

HEX #Ff8329

R: 255
G: 131
B: 41

C: 0
M: 49
Y: 84
K: 0

HEX #Ff0000

R: 255
G: 0
B: 0

C: 0
M: 100
Y: 100
K: 0

HEX #000000

R: 0
G: 0
B: 0

C: 0
M: 0
Y: 0
K: 100

HEX #Ff3399

R: 255
G: 51
B: 153

C: 0
M: 80
Y: 40
K: 10

HEX #AF00EA

R: 175
G: 0
B: 234

C: 23
M: 92
Y: 0
K: 8

HEX #33CC99

R: 51
G: 205
B: 153

C: 60
M: 0
Y: 20
K: 0

Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

Thank You

contact

myeverlights.com

385-233-0220

info@myeverlights.com



Brand Guidelines - EverLights 2021