



Reducing harmful noise,
creating a quieter world.



Brand Guidelines Document
2020

Work created by
Good as Gold

Overview

Lios is an Irish technology company specialising in innovative products that help contribute to a quieter world. These brand guidelines have been compiled as an intelligent introduction to the brand. It includes our foundational strategy, Logo usage, colour palette, typography, and brand applications. This document should be used to bring the company aesthetic to life, providing a blueprint for a clear and consistent approach to brand implementation.



01



Brand Idea

– *The Quiet Space Within.*

Brand Idea

The Quiet Space Within. The establishment of a place of solitude whether in the physical world or within ourselves. Creating calmness and a safe haven from harmful noise

Brand Purpose

To reduce harmful noise and create a quieter world.

Emotional Benefit

Calmness and tranquillity in your environment and peace within. Lasting relief.



Smart

Everything about Lios is smart. Our advanced materials used in Sound Bounce are intelligent, adapting to their surroundings to provide the best quality of sound protection on the global stage. Each element of our company is considered with a strong foundation in research and science, ensuring an intelligent response or approach in any given situation.

Innovative

Innovation is at the core of Lios. Identifying problems and coming up with inventive solutions. Our team goes beyond the norm, pushing the boundaries to create ground-breaking, game-changing products and services.

Expert

Having been in the industry for over a decade, the people at Lios are some of the most experienced individuals in their field. Thought-leaders in this space, we want to educate others about the benefits of our products and how we can change this industry for the better.

Passionate

A young, lively team, at Lios we are passionate about our products. We are committed and driven to developing solutions that change the way the world works.

Warmth

Relationships are important to us and as a company, we feel every individual should be treated with kindness and respect. The logo mark draws the eye in, inviting people to enter a protective sanctuary.



Brand Voice & Tone.

How to Speak

Professional, insightful, helpful and positive. Lios is empathic to the *frustrations* of those whose products they affect. Although knowledgeable, we are never *pretentious* when offering *insight* into the industry, our company or products. Our content should always be founded in fact and scientific-proof but with an element of *warmth and softness*. Introducing an Irish element to brand voice, incorporating Irish terminology and references, can help to add this more personable, friendly tone.

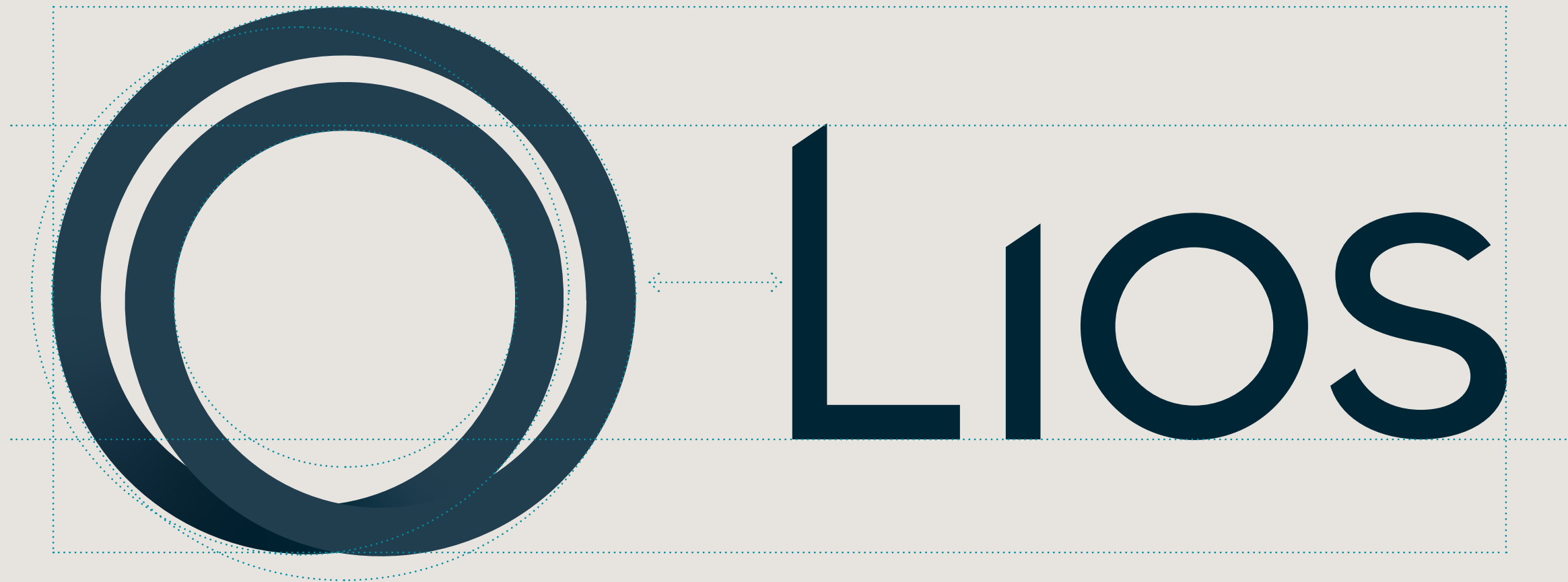


Lios
Brand Guidelines

- 02 Logo*
- Logo Marques*
- Logotype*
- Logo Icon*
- Clearspace & Scale*
- Sub Logos*



02



The Lios logo is comprised of 2 separate elements: the rings and the custom logotype. Where possible, the primary lockup should be displayed.

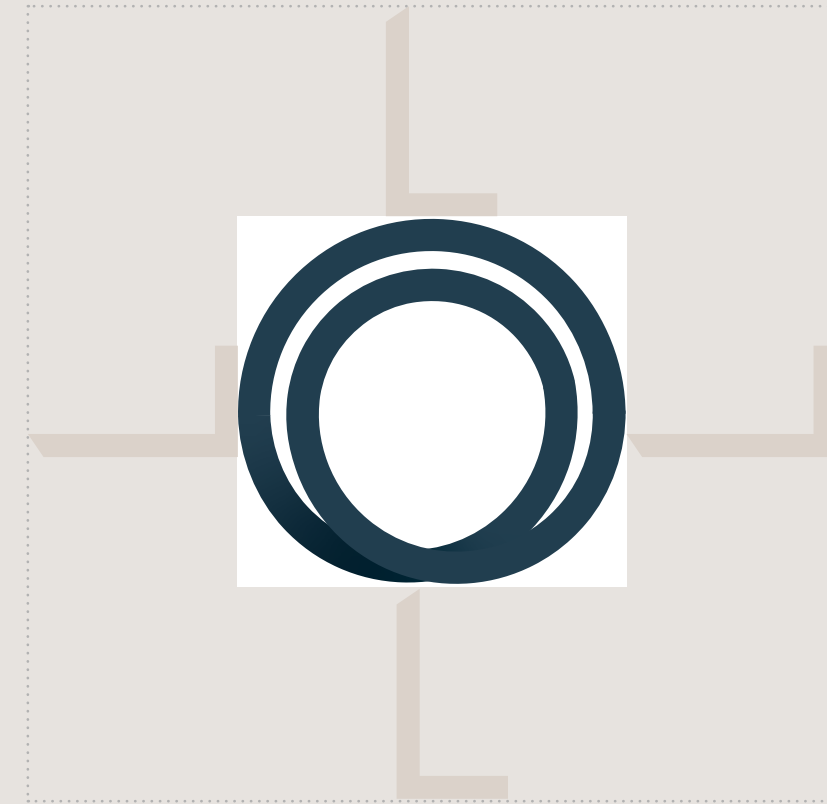


Lios™

The lios logotype uses custom letterforms created for the brand. The letterforms are inspired by the Irish Half Uncial Typeface but contains the main characteristics of a contemporary geometric typeface. This logo can be used as a secondary logo.



The logo icon can be used decoratively, as a motif in patterns, for profile pictures on social and where space is limited.



22mm

15mm

Space should be left clear around the logo as shown above, this will ensure clarity. The primary logo should never be printed below 22mm (wide) and the icon no smaller than 10mm (wide).





soundTM
bounce
by Lios

Any sub logos of the brand should be designed on a case-by-case-basis but should relate to the umbrella brand through use of the custom type as above.

sound
ReliefTM
by Lios

The above examples show how the wordmark should appear if trademarked. The TM symbol should not be used if the name has not been officially trademarked.

The above examples show how 'By Lios' can be integrated into the wordmark if desired. The 'By Lios' extension is optional.



soundTM
bounce

soundTM
bounce

Sound Bounce colour ways. Sound Bounce logos can be displayed in the colours shown here.

soundTM
bounce

soundTM
bounce



Sound Relief colour ways. The Sound Relief logos can be displayed in the colours shown here.

sound
Relief

sound
Relief

sound
Relief

sound
Relief



An example of how the Lios rings can be integrated into the Lios promotional graphics.



03



A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z y.



Fann Grotesque

This typeface was selected to act as a suitable accompaniment to the round brand lettering. Having a particularly high contrast between thick and thin strokes gives the letterforms a confidently audacious appearance and helps to create an overall balanced colour in passages of text. The generous spacing allows Fann to function well at a range of sizes, making it a suitable candidate for a body copy. At its extremes, the Thin and Black styles are geared towards larger display uses. The family comes in a wide range of weights, but Lios currently have Regular, *Italic* and **Bold**.

Fann Grotesque



04



Lios

Lios Colour Palette

This is the primary colour palette and should be used across all Lios brand visuals. The red should be used sparingly and simply as a visual device to anchor important information on spreads or for certain types of social media posts etc.

Navy

Hex: #072635

RGB: 7, 38, 53

CMYK: 94, 73, 53, 60

Neutral Light

Hex: #e8e3df

RGB: 231, 227, 223

CMYK: 8, 8, 9, 0

Progress Red

Hex: #e53451

RGB: 229, 52, 81

CMYK: 4, 94, 63, 0

Red Tint 1

Hex: #ce0941

RGB: 206, 9, 65

CMYK: 13, 100, 72, 3

Red Tint 2

Hex: #910231

RGB: 145, 2, 49

CMYK: 28, 100, 74, 27

Cool Grey

Hex: #53565b

RGB: 83, 86, 91

CMYK: 67, 57, 51, 28



Lios

Sound Bounce Colour Palette

This is the primary colour palette for Sound Bounce and should be used across all Lios Sound Bounce brand visuals. The orange should be used sparingly and simply as a visual device to anchor important information on spreads or for certain types of social media posts etc.

Navy

Hex: #072635

RGB: 7, 38, 53

CMYK: 94, 73, 53, 60

Neutral Light

Hex: #e8e3df

RGB: 231, 227, 223

CMYK: 8, 8, 9, 0

Vibration Orange

Hex: #fb411f

RGB: 251, 65, 31

CMYK: 0, 89, 96, 0

Medium Orange

Hex: #dd412c

RGB: 221, 65, 44

CMYK: 8, 89, 95, 1

Deep Orange

Hex: #c13021

RGB: 193, 48, 33

CMYK: 17, 94, 100, 7

Cool Grey

Hex: #53565b

RGB: 83, 86, 91

CMYK: 67, 57, 51, 28



Lios

Sound Relief Colour Palette

This is the primary colour palette for Sound Relief and should be used across all Lios Sound Relief brand visuals. The turquoise should be used sparingly and simply as a visual device to anchor important information on spreads or for certain types of social media posts etc.

Navy

Hex: #072635

RGB: 7, 38, 53

CMYK: 94, 73, 53, 60

Neutral Light

Hex: #e8e3df

RGB: 231, 227, 223

CMYK: 8, 8, 9, 0

Still Green

Hex: #40aaad

RGB: 64, 170, 173

CMYK: 71, 13, 34, 0

Green Tint 1

Hex: #2c8989

RGB: 44, 137, 137

CMYK: 80, 29, 46, 5

Green Tint 2

Hex: #055453

RGB: 5, 84, 83

CMYK: 91, 48, 60, 34

Cool Grey

Hex: #53565b

RGB: 83, 86, 91

CMYK: 67, 57, 51, 28



Lios
Pattern

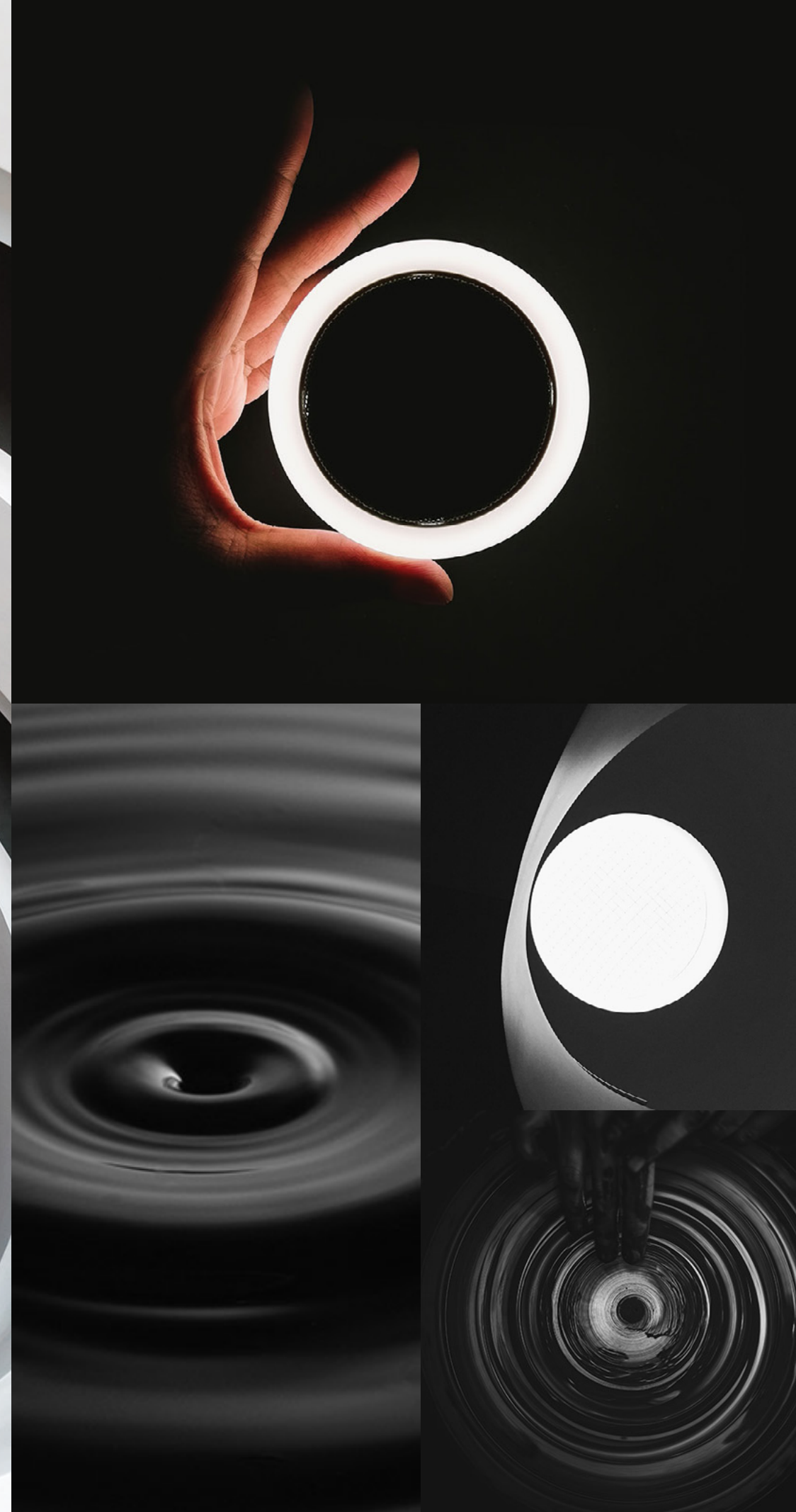
As shown here, the rings icon can be broken and distributed to create loose brand patterns. Avoid creating any rigid repeat patterns with these forms, instead use the forms to allude to a broader space beyond the frame.





Lios
Imagery

Any photography to be used for promo materials, online display or advertising should be minimal and as monochrome as possible to reflect quietness or calm. Where possible the image should include a circular form.





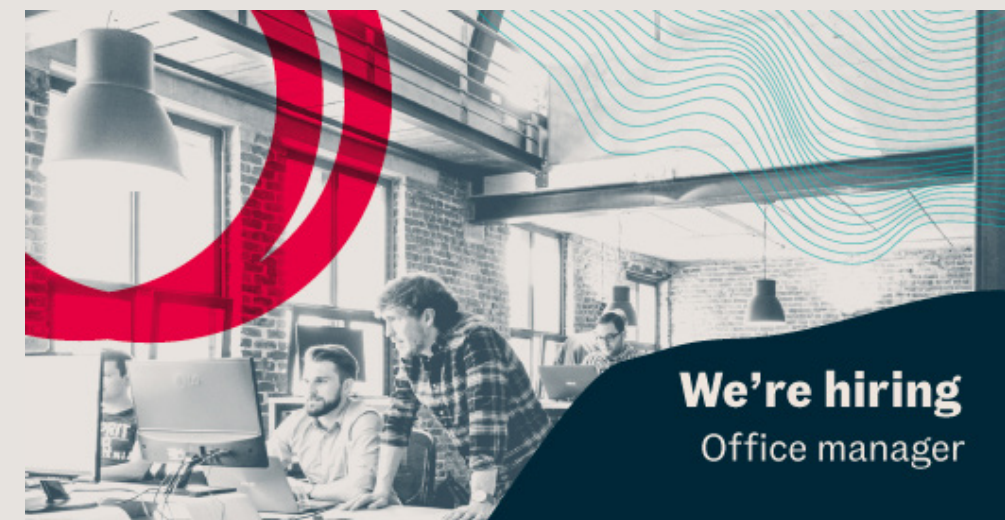
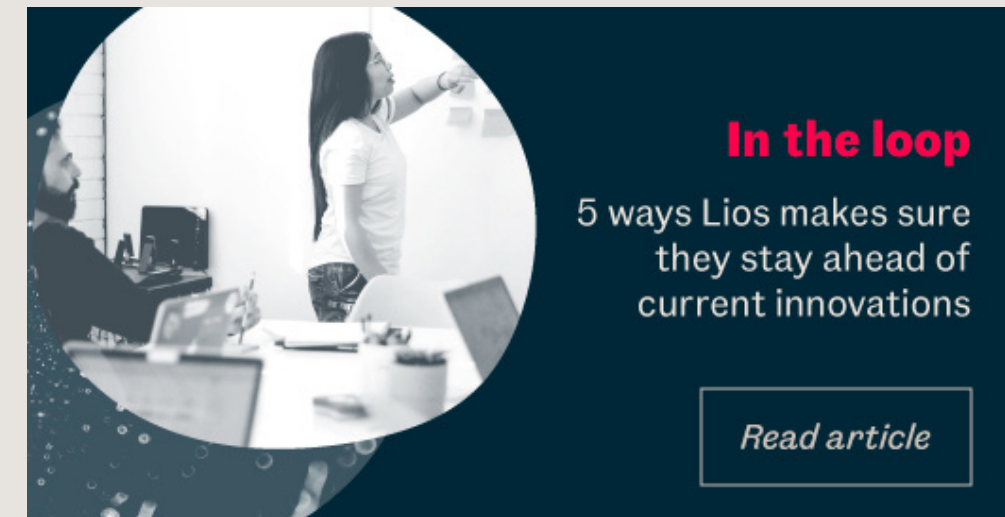
Lios
Imagery

Secondary images that can be used should always depict innovation, science or progress in an abstract fashion and can be used purely as decorative purposes. These types of images can be treated in brand colours as shown here.



A decorative graphic on the right side of the page, featuring a dark blue background with a pattern of white, diagonal, slightly blurred lines. Overlaid on this are two thick, concentric red curved lines that sweep from the top right towards the bottom right. At the bottom right, the number '05' is written in a large, white, sans-serif font, partially overlapping the red curves.

05



- Content Type
- Description
- CTA

LinkedIn Post Anatomy

Sample LinkedIn Graphics



thejournal.ie
READ, SHARE AND SHAPE THE NEWS

Dublin: 6 °C Tuesday 18 February, 2020 Danielle Higgs

FORA THE 42

Irish Politics International Voices Family Culture Business Brexit My Feed

Tags #CAPTECH #ENBIO #ESA #FORA #FORA MAGAZINE #NASA

A moment in the sun: Meet the Irish spacetech entrepreneurs boldly growing

As investment in spacetech increases, the Irish tech sector has something to phone home about.

Feb 8th 2020, 1:01 AM 2,629 Views 3 Comments Share 5 Tweet Email 2

UPDATES FROM THE European Space Agency might not often be high on the agenda for Irish business, but around 4am on Monday a launchpad in Cape Canaveral, Florida, was the centre of the universe for a couple of Irish companies.



After a few postponements, the ESA and NASA launched the Solar Orbiter mission, which will travel thousands of kilometres to observe our sun's behaviour. For Dublin companies Enbio and Captec the mission is the culmination of a massive job of work.

That both contributed to the project is perhaps a signal that Ireland's space industry is set for launch, albeit from a low base according to John O'Donoghue, CEO and founder of Enbio.

"When we started out back in 2009, I wouldn't have been aware that there was a space sector in Ireland other than, say universities," O'Donoghue told *Fora*.

"Since then I've learned that the space industry is growing year on year and way quicker than any other sector in the Irish economy because it started from such a small base."

Enbio won the contract to provide a "sunscreen for satellites" for the Solar Orbiter – to protect it from the 500 degrees Celsius it will come up against on its mission – as well as the -180 degrees when facing away from the sun.

O'Donoghue's business is one of the many Irish companies which got into space tech but started out in something else, having originally made synthetic enamel coatings for dental and orthopaedic implants.

Read Next: Ryanair plane in Dublin disinfected as 'precaution' after two fall ill on flight from Poland # DUBLIN AIRPORT



sound relief

"Days have gone by without a hint of my tinnitus"

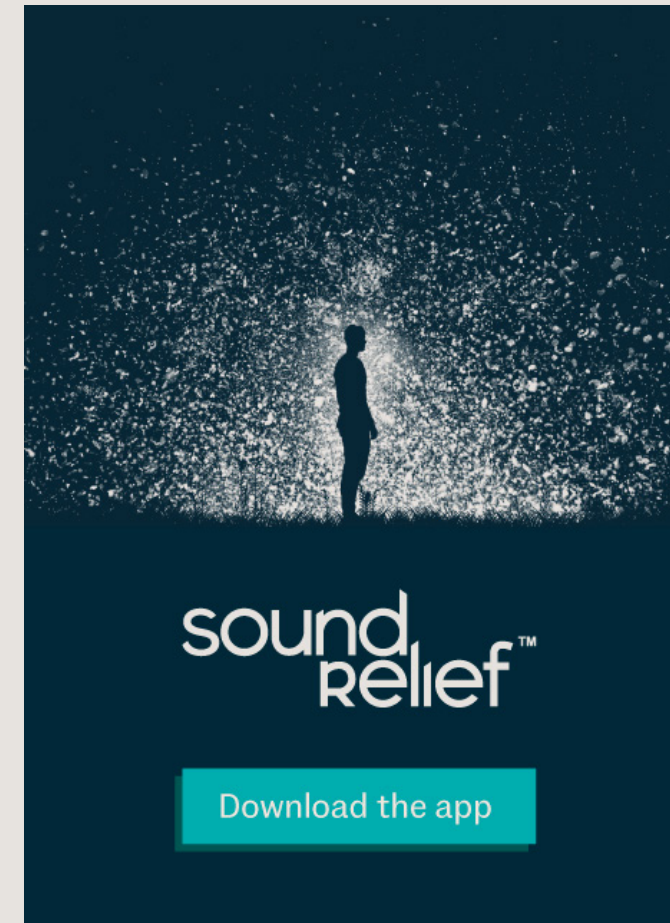
Download the app

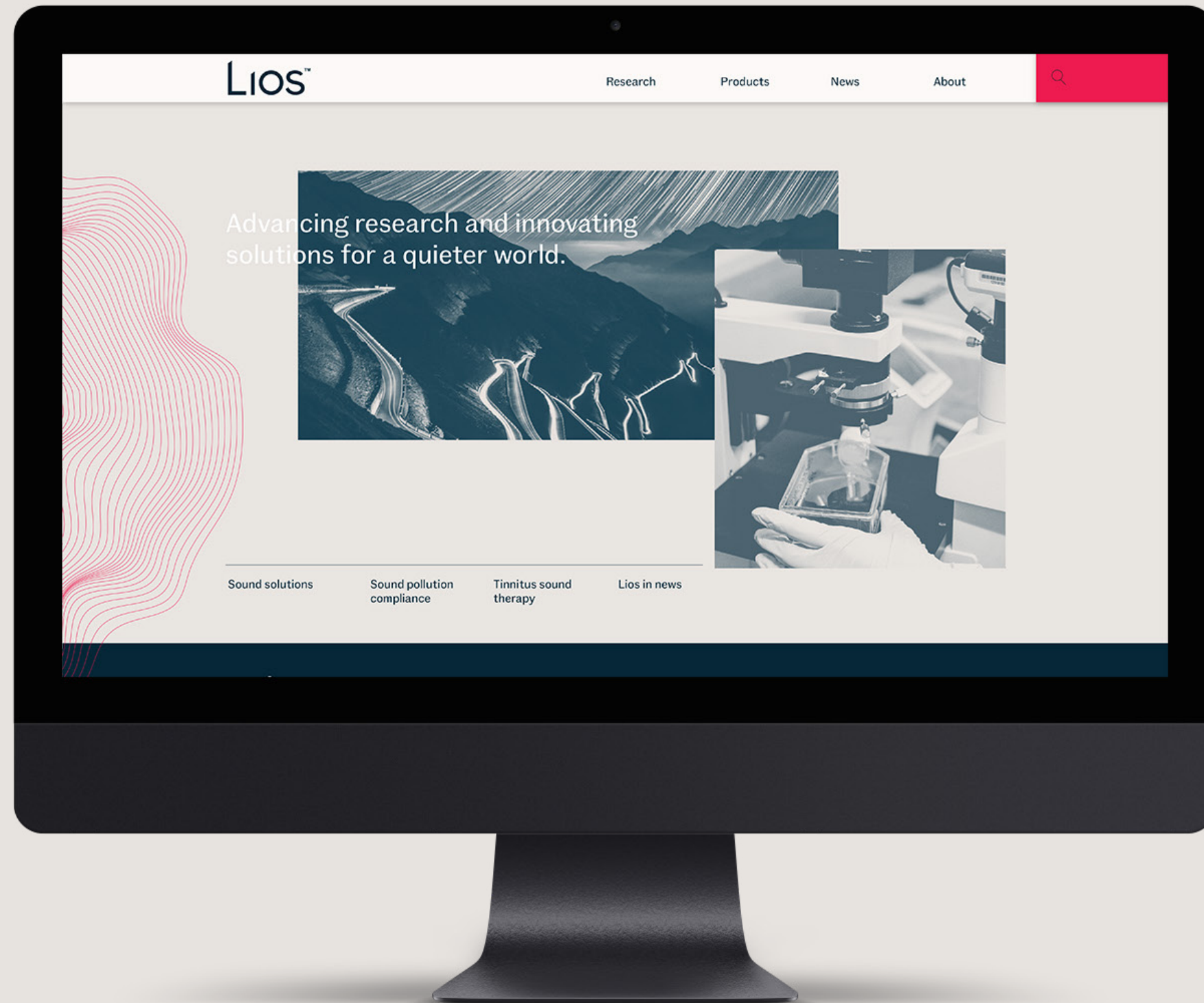
Lios

Download our app

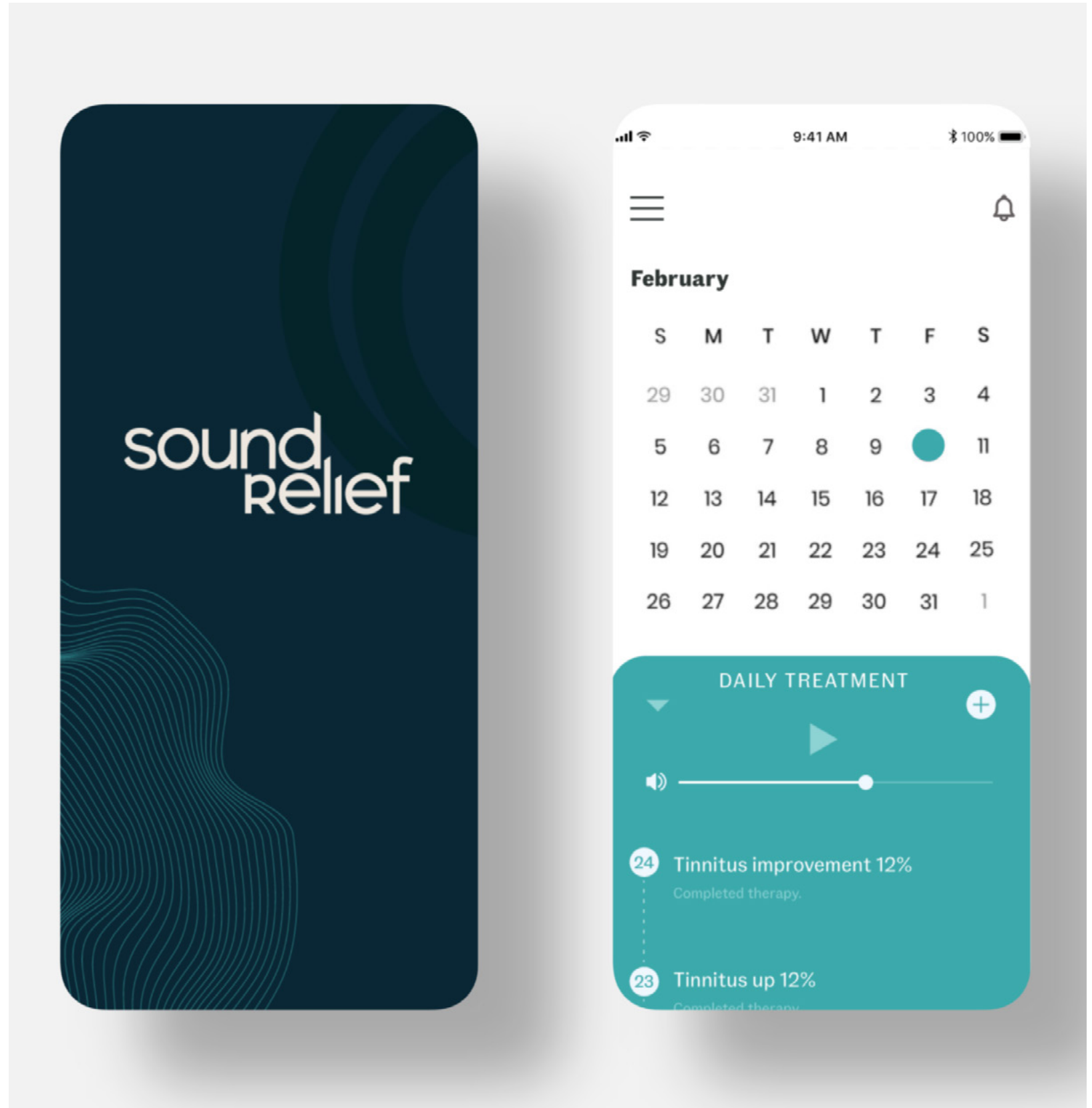
Available on the App Store

GET IT ON Google play





Website Concept









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