LayerZero Power Systems, Inc.

The Foundation Layer

LayerZero Media Kit


Revised 5/23

The LayerZero Brand Promise

The concept of this document is driven by marketing goals identified by LayerZero management, and made shape through a common set of strategic ideas. The Brand Guide is to be utilized as a reference for marketing efforts, in an effort to synergistically strengthen the image of LayerZero by developing a uniform and consistent "look" among various marketing and sales documents.

The purpose of the brand promise is to encapsulate the mission and vision, core values, and brand attributes in one succinct declaration. With this in mind, we have developed the following statement.

"LayerZero designs innovative power products with an emphasis on safety, reliability, connectivity, and information centricity."
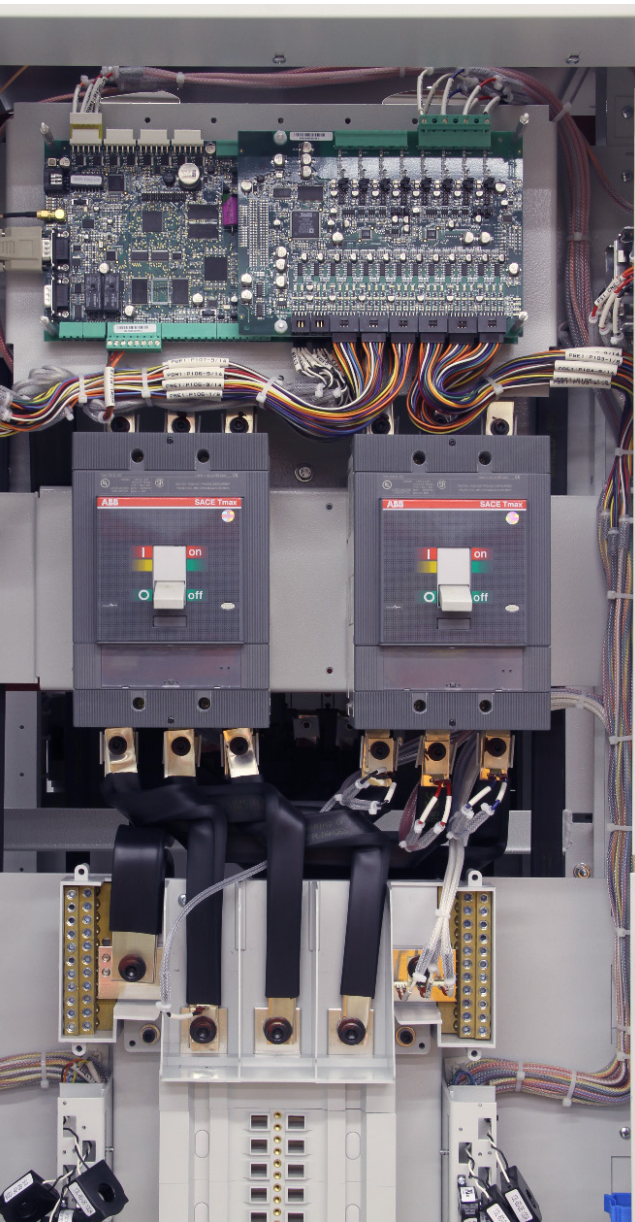
The Series 70 eRPP

The Series 70 ePanel-1

Design Details

In this design, the differentiating product attributes become the focal point of marketing materials, and we use captions to educate the reader about the features. By using the attributes in such a bold fashion it allow allows us to draw more attention to the fact that power distribution equipment is not created equal. This design enables us to show the reliability and safety features that LayerZero offers. The design utilizes bold colors and white space to express confidence to power distribution professionals.

When presenting to end customers and data center operators, the voice of the marketing materials encourages the readers to get excited and ask questions, delivering information through short paragraphs and photos with captions. The technical aspects of the products will be conveyed using easy-to-follow custom-artwork, professional photography, and engaging and interactive content.

The standard fonts to be used in LayerZero marketing materials are Cambria and Calibri. Using the same font at different weights will allow a range of design options, while preserving consistency of font.

Using fonts other than these will diminish the strength of the LayerZero identity. Please note that these are not system fonts, and may have to be embedded.

Calibri
Calibri Italic
Calibri Bold
Calibri Bold Italic

Cambria
Cambria Italic
Cambria Bold
Cambria Bold Italic

Sample Introductory Copy

LayerZero products represent the future of power distribution, extremely reliable designs, providing triple modular redundancy, selective-trip coordinated circuit breakers, InSight™ IR Portholes, and the IP-20 rated SafePanel™. Designed to provide power distribution professionals with a wealth of power data and information, LayerZero products are the safest and most reliable in the industry. Custom-built to exact specifications, LayerZero products are quality built and backed with world-class 24/7 nationwide service. Discover what makes LayerZero products so reliable - visit www.LayerZero.com to learn more.

Sample Headlines

The Foundation Layer
The Future Of Power Distribution
Unrivaled In Reliability & Operator Safety
Ensuring Maximum Uptime & Reliability
Exceptionally Reliable Power Systems
Solutions To Stay Up And Running

Mission-Critical Power Technologies
Revolutionizing Reliability
The Science Of Reliability
High-Performance Reliability
High-Reliability Power Solutions

Color Palette

Signature Colors:

Energy
Strength
Endurance
Determination

LayerZero Orange
PMS: 158
RGB: 235, 113, 37
CMYK: 0, 68, 100, 0
Web: #CC6633

Knowledge
Trust
Confidence
Power
Integrity
Seriousness

LayerZero Blue
PMS: 2746
RGB: 51, 51, 153
CMYK: 95, 95, 0, 0
Web: #000099

Health
Safety
Friendliness
Warmth

Safety Orange
PMS: 1375
RGB: 255, 161, 45
CMYK: 0, 44, 90, 0
Web: #FF9933

Secondary Colors:

Admiration
Refreshment
Wisdom
Acceptance

Reliability Blue
PMS: 292
RGB: 94, 176, 229
CMYK: 58, 17, 0, 0
Web: #6699CC

Distinctness
High-Tech

Foundation Gray
PMS: 425
RGB: 95, 96, 98
CMYK: 0, 0, 0, 77
Web: #666666

Natural
Neutral

Neutral Orange
PMS: 713
RGB: 255, 204, 153
CMYK: 0, 22, 42, 0
Web: #FFCC99

Highlight Color:

Eco-Friendly
Optimism

Tree Hugger
PMS: 368
RGB: 102, 204, 51
CMYK: 57, 0, 100, 0
Web: #66CC33

The colors LayeZero Orange and Safety Orange were selected based on the familiarity of the existing LayerZero logo. LayerZero Blue is the compliment of Safety Orange, and was selected for its cooling nature, as well as to represent comfort. Foundation Gray is ambitious and robust, to help convey the sturdy and long-lasting qualities of LayerZero products. Neutral Orange is a ligher, more neutral version of Safety Orange, and is useful when communicating safety features. Tree Hugger contrasts with the primary colors, and can be used as a highlight shade.

The primary colors are to be used most often, and can be complimented with gradients. The secondary colors are to be used sparingly and only when their associated emotions need to be communicated. Foundation Gray has an effect of softening text, and may be appropriate for the corporate brochure. The highlight color is appropriate when marketing the environmentally friendly efforts of LayerZero.

To help maintain consistency of the LayerZero brand, do not change or substitute these colors for any other combination.

Logo Guidelines

The brand logo is an important proclamation of the LayerZero identity. To help maintain unification and consistency throughout various marketing efforts, it is essential to understand how to use the logo properly.

As a rule, do not attempt to reconstruct or distort the logo when producing official documents. The logo should only be used as a whole, without separating the symbol and type. The font should remain constant when used with the arrow symbol. The space between the symbol and type should not change, and the symbol should never be used alone. There should always be light colored space behind the logo. The logo should always be presented in a resolution that is appropriate for the output device. In addition, there should always be an adequate amount of space between the logo and adjacent objects, to help maintain a clean visual appearance and ensure prominent visibility. The graphic can only be removed in limited circumstances, such as when the content is specifically about the name LayerZero, or when the typeface is used to describe the historical nature of the content. For example, the graphic can be removed from content with titles such as "What is LayerZero", "The History of LayerZero", and "LayerZero News".

Correct Usage Of The LayerZero Logo on light and dark backgrounds

3/C Version for printing, when 4/C process cannot be used

Incorrect Example: Logo On Top Of Color or Pattern

Incorrect Example: Low Resolution, Wrong Graphic

Incorrect Example: Wrong typeface

Incorrect Example: Elements omitted, Wrong Typeface, Shadow Added, Wrong Colors in Graphic

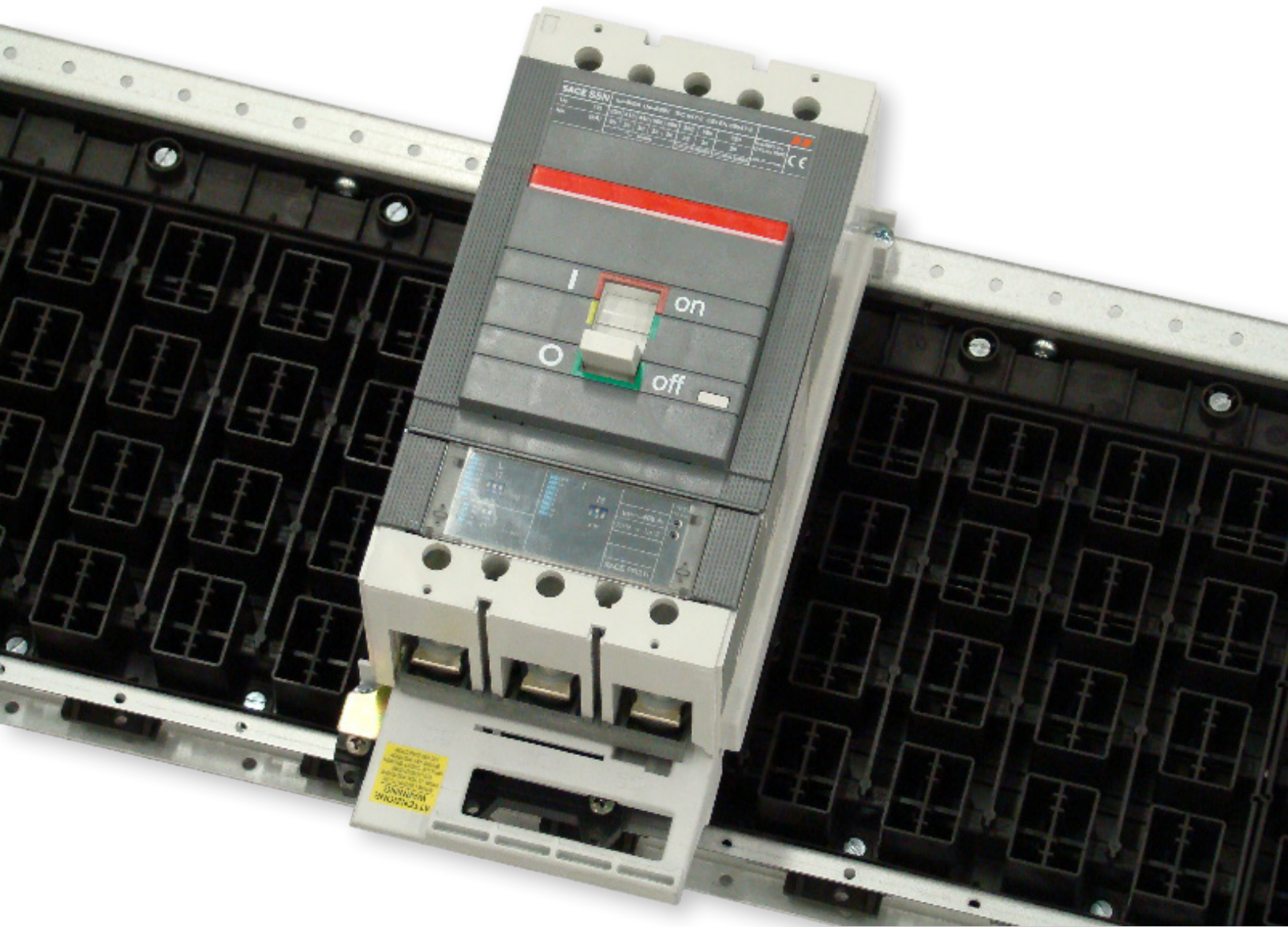Incorrect Example: Logo Reconstructed, graphic rotation

Incorrect Example: Logo Distorted

Incorrect Usage Of The Logo

LayerZero
Power Systems, Inc.

www.LayerZero.com

For questions or to request more information regarding the brand guide,
please contact LayerZero's Marketing Department at info@layerzero.com