

# LEDiL

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## Brand Guidelines

VERSION 1.0 — SEPTEMBER 20, 2021

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# Logo

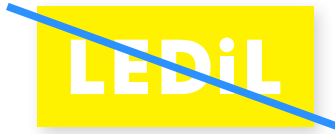
Preferred colours and colour combinations with logo



Logo safe area



Non-recommended color usage



# Typography: Futura PT font family (Adobe Fonts)

# Perfecting light for a luminous future.

**Our story**  
Since our beginnings in 2002, we set out on a mission to perfect light for a luminous future – for humankind and the life around us. Our story is one of continuous discovery.

Our state-of-the-art optical solutions help create light that enhances wellbeing, **safety and sustainability**. We have the experience and technological know-how to achieve extraordinary results on a wide range of applications.

**Close co-operation**  
Together with our customers and partners, we enable and strengthen a shared ecosystem of light. Because we know that no one can achieve a better future alone.

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**> Read more about our innovations**

**Linear lenses**

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**DAISY** ^

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Solutions for premium class indoor lighting. Part of LEDiL’s Dark Light concept with UGR <19. Optimized for 2835, compatible with up to 5630 size mid-power LED.

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**LILLIAN** ^

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286 x 27 mm linear lens for architectural lighting optimized for mid-power and CSP LEDs and up to 20 mm wide PCBs.

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**SHELLY** v

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**VANESSA** v

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**VIOLET** v

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**Big headings :**  
Futura PT Medium / Optical kerning, Tracking +20

**Headings / highlight bolds:**  
Futura PT Medium / Optical kerning, Tracking +20

**Big body texts / Intros:**  
Futura PT Book / Optical kerning, Tracking +20

**Body text:**  
Futura PT Book / Optical kerning, Tracking +20

**Subtitles:**  
Futura PT Medium / Optical kerning, Tracking +20

**Links:**  
Futura PT Medium in LEDiL Black

**Product names / Subtitles in CAPS:**  
Futura PT Demi / Optical kerning, Tracking +80  
! WWTo used only at smaller sizes.

# Colours

## Brand colours

<b>LEDiL Black</b> rgb 0 0 0 cmyk 0 0 0 100	<b>LEDiL Yellow</b> rgb 255 255 0 cmyk 0 0 100 0	<b>LEDiL White</b> rgb 255 255 255 cmyk 0 0 0 0
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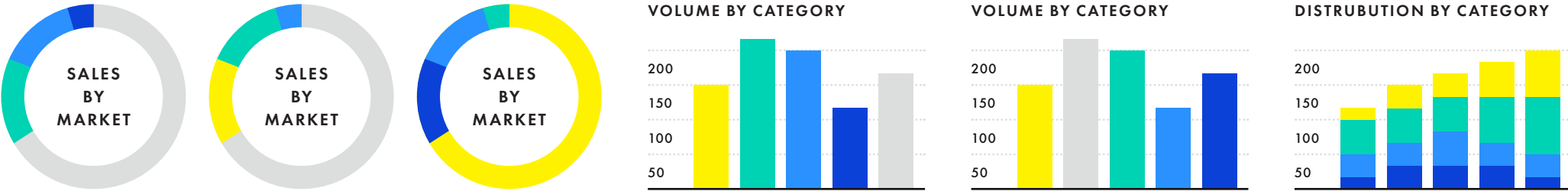
## Supportive colours: Neutral greys

<b>Very Light Shadow</b> rgb 234 235 235 cmyk 0 0 0 8	<b>Light Shadow</b> rgb 220 221 221 cmyk 0 0 0 15	<b>Shadow</b> rgb 180 181 181 cmyk 0 0 0 34
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## Supportive colours: Accents / Graphs

<b>Ledil Green</b> rgb 0 210 180 cmyk 67 0 40 0	<b>Ledil Blue 1 / Links</b> rgb 42 145 255 cmyk 69 40 0 0	<b>Ledil Blue 2</b> rgb 12 65 215 cmyk 87 74 0 0	<b>Ledil Blue 3</b> rgb 14 43 129 cmyk 100 92 18 7
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## Colour in use Examples



# Imagery / Image types

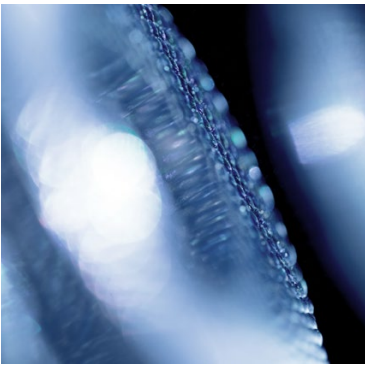
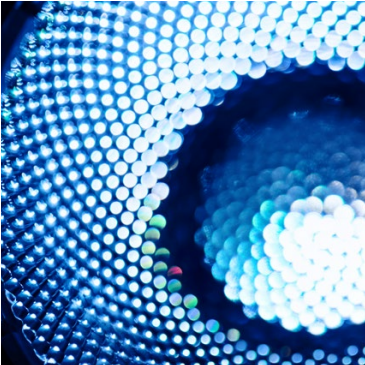
## BRAND LEVEL

### People



Brand photos with people give LEDiL a human touch and portray lighting technology as part of the bigger picture – the world we live in.

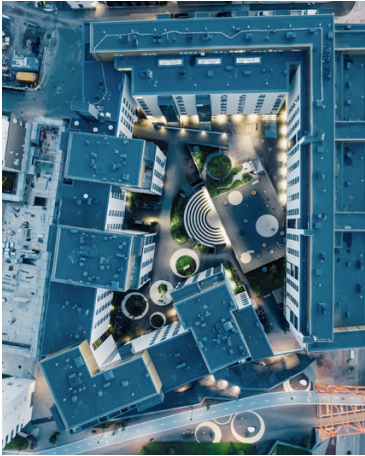
### Abstracts



Not showing the product but more abstract details or light reflections is simultaneously a way of showing confidence, know-how and precision within the hi-tech lighting field.

## APPLICATION LEVEL

### Category images



Category images take a broader look at an application area within indoor or outdoor lighting. The images don't need to show real cases, but they present the application in an inspiring way.

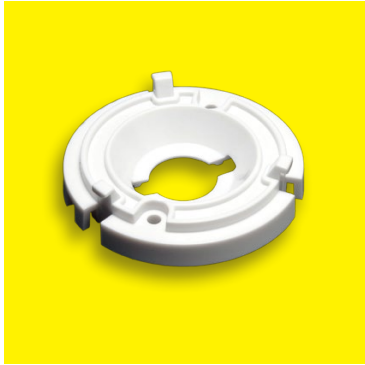
### Cases



Reference images show end results of projects. It is important to maintain a superior quality of those pictures. Pay attention to details in the way lighting is portrayed.

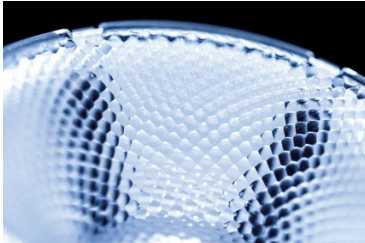
## PRODUCT LEVEL

### Product shots



Product images are simple and straight-forward images. The understanding of the product is key. Ideally, the angle and the perspective wouldn't vary much, as this will make product presentation more coherent and consistent.

### Details and close-ups

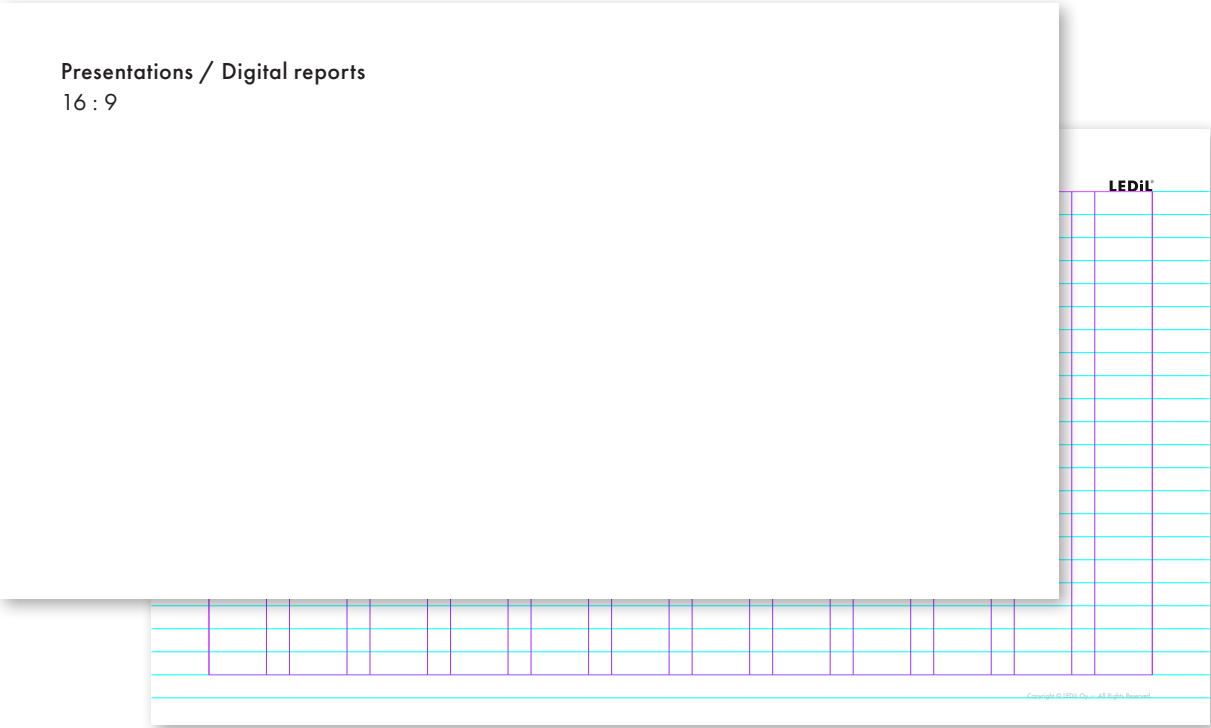
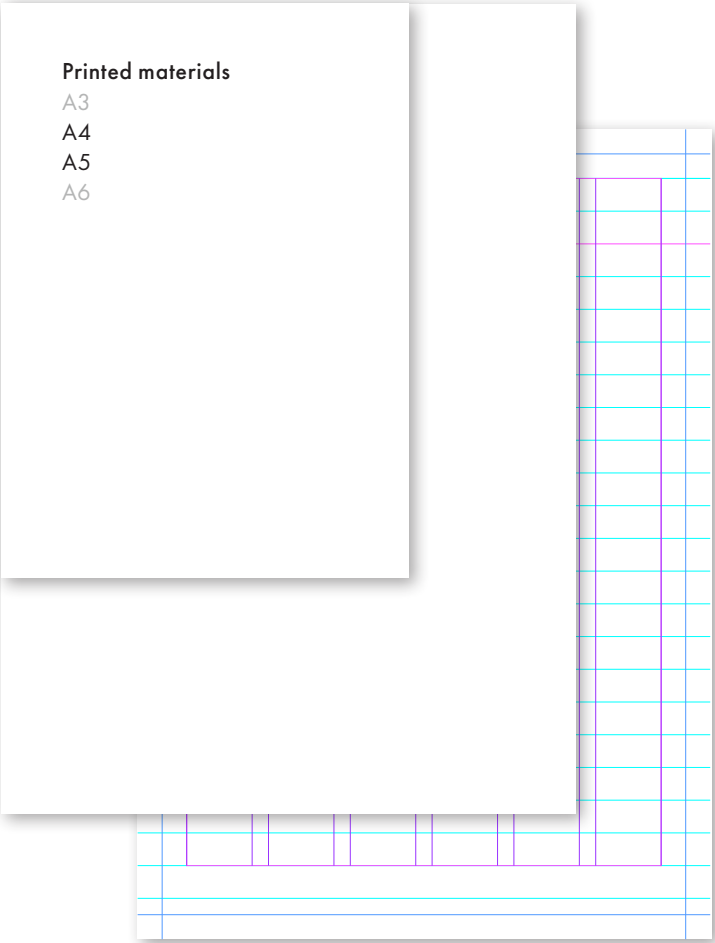


Macro shots of products highlight the idea of precision and hi-tech know-how in our area of expertise. They also complement product images in a visually inspiring way.

# Formats / Document sizes

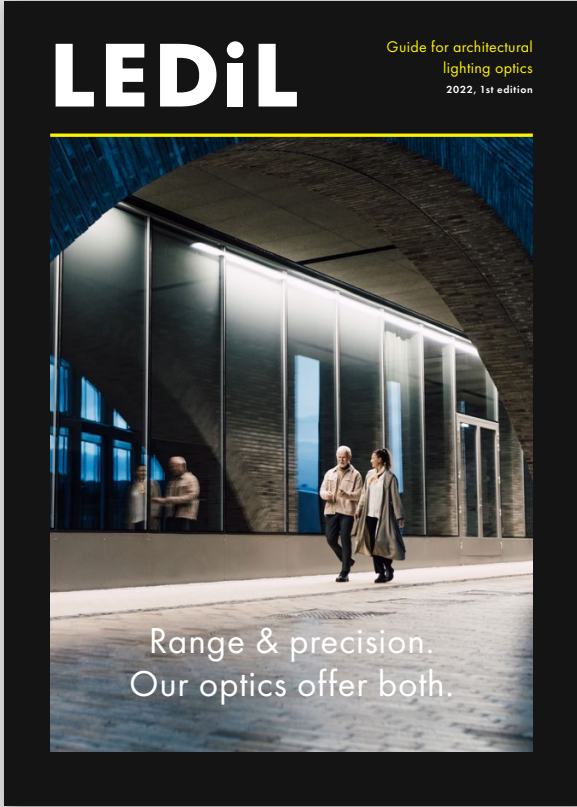
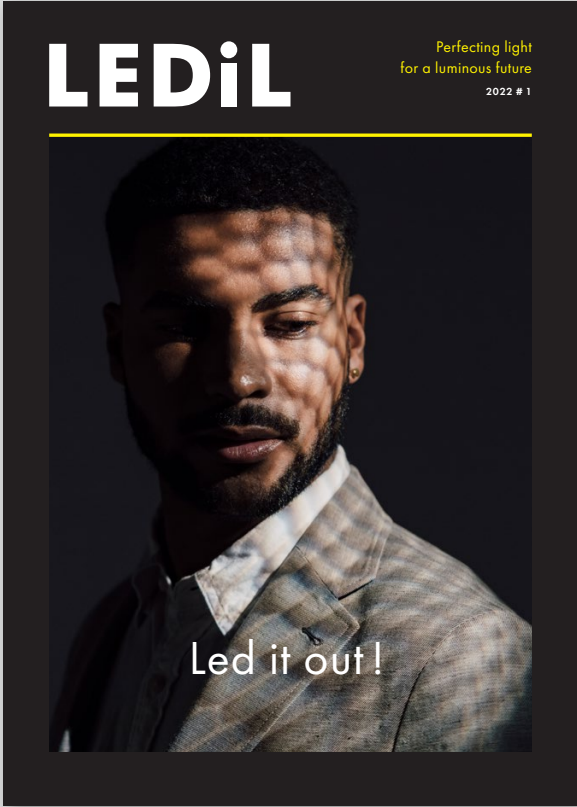
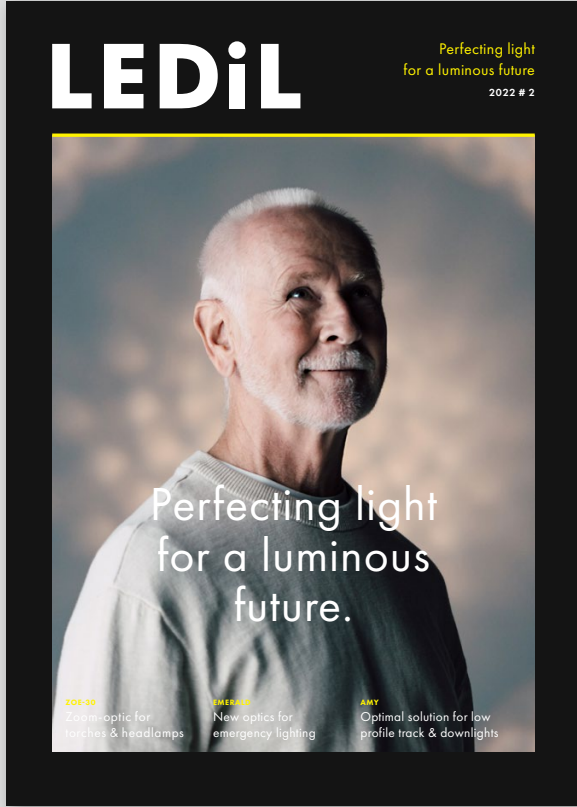
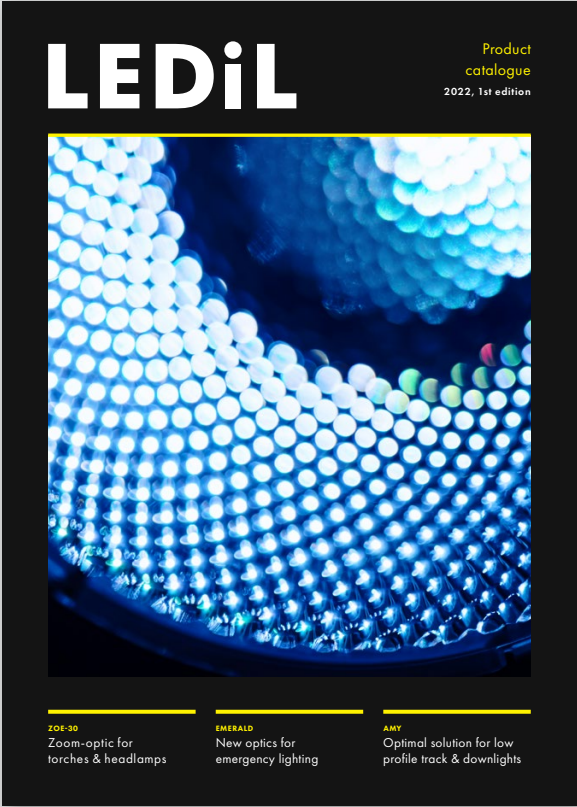
## Consistency & continuity in document sizes

Use of grids and templates helps in  
implementing stronger brand visual  
language in the long run.

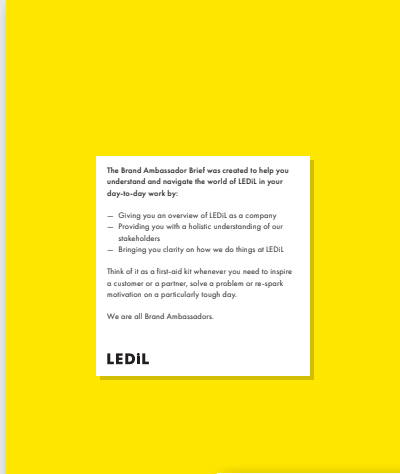




# Cover examples



# Layout examples



**Table of content**

- 5 Welcome words
- 6 The world of LEDiL
  - Our story
  - LEDiL in brief
  - Main application areas
- 16 Strengthening relationships
  - Communicating with different stakeholders
  - Defining the relationship
- 22 How we do things at LEDiL
  - Our values
  - Our tone of voice
  - Our collective energy



**Hello and welcome to the world of LEDiL**

As a LEDiL Brand Ambassador, your work, effort and energy actively contribute to our collective success as a company. You make LEDiL a better place to work in, and you are a key person in helping us nurture our relationships with some of our most important stakeholders.

We are proud of our work so far and we want to be proud of it in the future too.

We aim high and make success possible through our courage, ambition, dedication, willingness to learn and ability to collaborate with our colleagues, customers and partners alike.

We are happy to have you in our global team. We know that you have a lot to bring to our mix of expertise, experience and ambition.

Thank you for believing in our common journey. Together, we perfect light for a luminous future.

**! NOTE**

The use of round shapes gives layouts a hint of softness and contrast with the rectangular shapes. Like the dot from the "i" in the LEDiL logo or the shapes of the Futura typeface.

**Our story**

Since our beginnings in 2002, we set out on a mission to perfect light for a luminous future – for humankind and the life around us. Our story is one of continuous discovery.

With every customer case, we advance the quality of LED light by continuously challenging our competence and pushing the boundaries of innovation.

Our state-of-the-art optical solutions help create light that enhances wellbeing, functionality, safety and sustainability.

Whether we work on indoor or outdoor lighting, we have the experience and technological know-how to achieve extraordinary results in a wide range of applications.

Together with our customers and partners, we enable and strengthen a shared ecosystem of light; because we know that no one can achieve a better future alone.



**Our story is one of continuous discovery.**

**No one can achieve a better future alone.**

**FURTHER RESOURCES**  
 Brand book at [ledil.com/media](http://ledil.com/media)  
 ledil.com

**SOCIAL MEDIA**  
 #LEDiLOptics  
 #LEDiLGlobal  
 #LEDiL\_Cy  
 #LEDiL\_Dy - LED Optics  
 #LEDiL\_Sales



# Presentation layout examples

### Table of content

3 About LEDiL	19 Social and employee responsibility	
4 CEO words	— Chemicals	
5 Our values	— Employee wellbeing and safety	
6 LEDiL sustainability in brief	— Competence development	
— About the report	— Employee satisfaction	
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— Environmental impact of LEDiL products and services	— Compliance	
11 Environmental compliance	— Responsible supply chain	
— Materials	— Data privacy	
— Energy	24 Ledil sustainability KPIs 2020	
— Emissions		
— Waste		

LEDiL

### About LEDiL

As an undisputed leader in the field of LED optics, LEDiL strongly believes in light that is right for increased wellbeing and safety, optimised functionality and improved sustainability with energy efficiency.

LEDiL stands out thanks to its highly-rated technical support service, a global network of sales teams and distributors, as well as superior operational performance and service, creating a great customer experience. Our innovative solutions, extensive standard product portfolio and unlimited custom products based on state of the art design expertise, combined with our global production footprint also make us the first choice for the most demanding applications.

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### CEO words

LEDiL leads the way in enhancing the efficiency and performance of LED lighting and hence reducing the climate impact of lighting even further.

Our optical solutions help provide light which increases wellbeing, improves safety, enhances light functionality and even helps to grow food sustainably with a smaller footprint: with less lumens, less watts, less space, less energy and less costs. Our prioritized sustainability focus areas are climate impact in the value chain, employee wellbeing at work and ethical business practices. Our code of conduct and related policies are applied throughout our own, and our subcontractors' operations, building the foundation for LEDiL sustainable performance by establishing standards that ensure safe working conditions, equal and respectful treatment of employees, and environmentally responsible and ethically conducted business operations.

Petteri Saarinen  
CEO

LEDiL

### A materiality analysis has been used to define the key sustainability topics and focus

The environmental, social and economic topics relevant to our business are based on various stakeholder interactions, a questionnaire and comparing the input with significance to LEDiL.

Materiality analysis has been reviewed since last year for this report and significance has been updated. The focus topics have remained the same.

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### Our values

**Customer benefit**

"Creating real benefit for all customers is at the core of everything we do"

**In this together**

"One LEDiL, one team, one goal"

**Competence**

"We take pride in our profession and are dedicated to climbing the mountain of knowledge"

**Inspiration**

"We are curious and inspiration is the source of our innovation"

**Respect**

"We value people and believe that mutual respect is about appreciation, fair treatment and consideration for all"

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