



MOVE TO THE LIGHT

BRAND GUIDELINES

Brand identity

Logos

Colors

Logo Usage

Fonts

CONTENTS

THE FUTURE OF LED TECHNOLOGY

We create light products and
immersive experiences that
encourage human creativity &
interaction

Brand
Guidelines
2021

LIGHT

TECHNOLOGY

INNOVATION

INTERACTIVITY

MOVE TO THE LIGHT

THE RELATION BETWEEN THREE FACTORS:

Emotion



Movement



Brand

SLOGAN

Assuming the light as a universal positive concept, the slogan complements the meaning of the logo. Movement impulsed by positive emotions brings results.

FAMILY OF LOGOS

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LED PULSE



MAIN LOGO

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SYMBOL

[DOWNLOAD >](#)



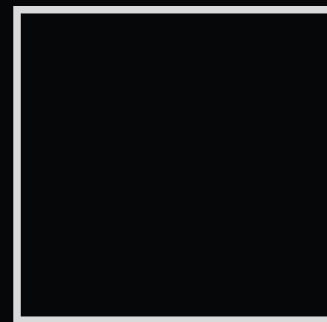
DRAGON O²

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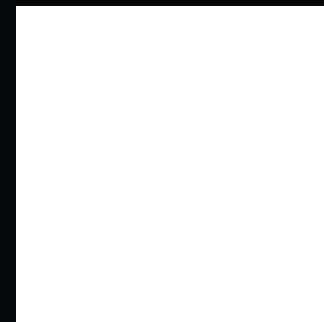
Logo
Usage

COLOR SCHEME

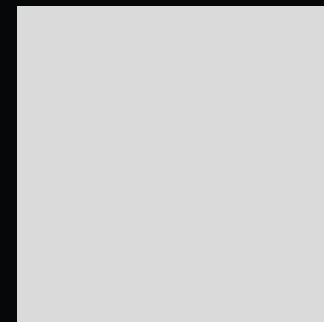
OTHER VARIANTS



#000000



#FFFFFF



#dadada



#969698

MAIN LOGO

Led  Pulse®

DOWNLOAD >

TYPOGRAPHY



MELTING EFFECT



REGISTERED SYMBOL

The typography proportions used for the logo are based in a "Helvetica" Style and preserves the elegance and aesthetic properties of this renowned font.

The space between the letters is minimal, and in some areas, it melts. This increases the sense of unity.

The borders are intentionally rounded avoiding any kind of aggressive or sharp angle. This creates a natural connection with the logo Symbol that is conformed by circles and curves.

Logo Usage

SAFE AREA



The inclusion of any element inside the safe area must be avoided

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Family of Colors

FOR PRINT OR DIGITAL

ACCEPTABLE COMBINATIONS

The logo for Led Pulse, featuring the word "Led" in a sans-serif font, followed by a stylized circular icon with a dot and a curved line, and the word "Pulse" in a sans-serif font with a registered trademark symbol.

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The logo for Led Pulse, featuring the word "Led" in a sans-serif font, followed by a stylized circular icon with a dot and a curved line, and the word "Pulse" in a sans-serif font with a registered trademark symbol.

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The logo for Led Pulse, featuring the word "Led" in a sans-serif font, followed by a stylized circular icon with a dot and a curved line, and the word "Pulse" in a sans-serif font with a registered trademark symbol.

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SYMBOL

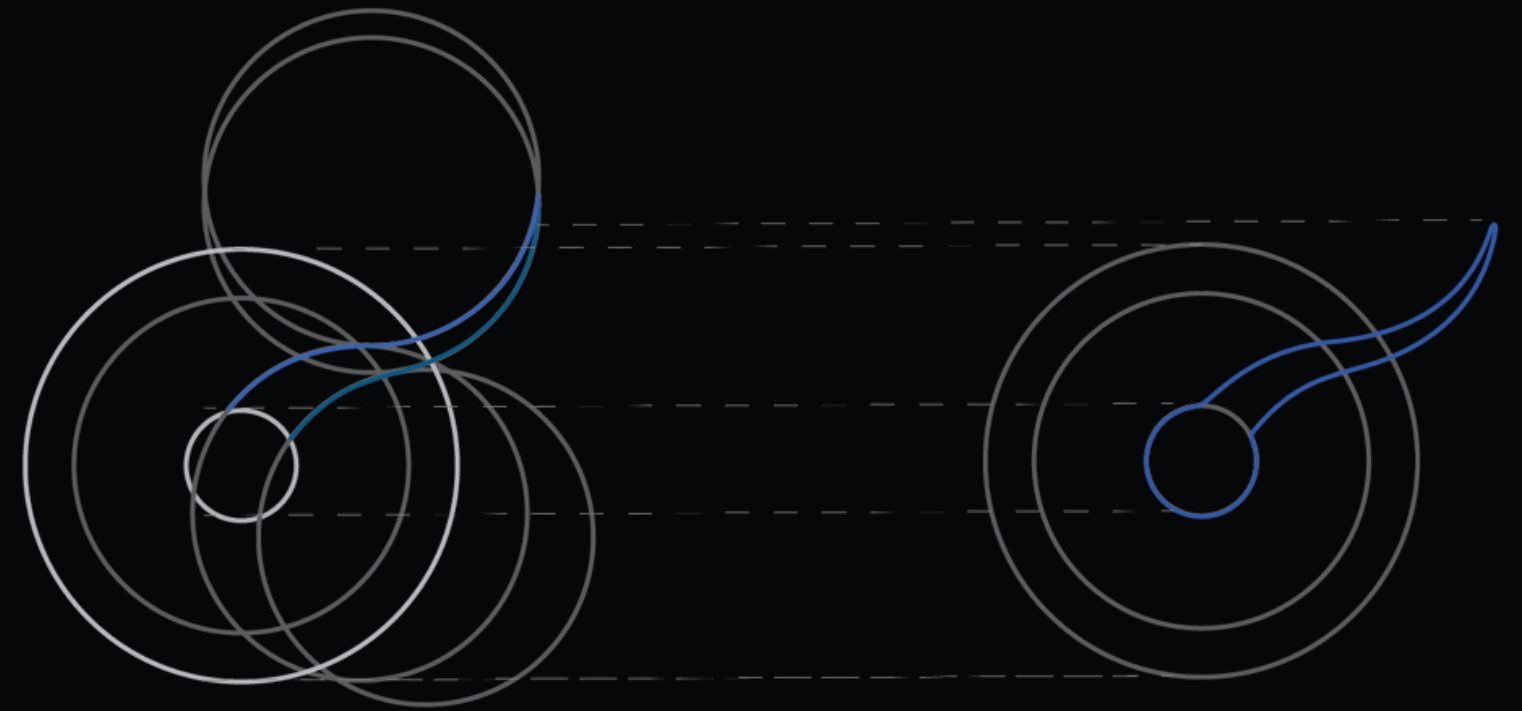


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Logo Elements

SYMBOL

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THE RELATION BETWEEN THREE FACTORS

The logo symbol is generated by circles. Three of them are concentric and the others conform a stylized curved line coming from the center. The result is a powerful combination of two elements merged in one solid symbol that advocates the exact instant of creation.

The moment. A combination of positive and negative. Ying and Yang. The Cero that needs One to exist.

The LedPulse symbol is universal and easily relatable to a natural fact.

LIFE AND EVOLUTION

Symbol Usage

SAFE AREA



The inclusion of any element inside the safe area must be avoided

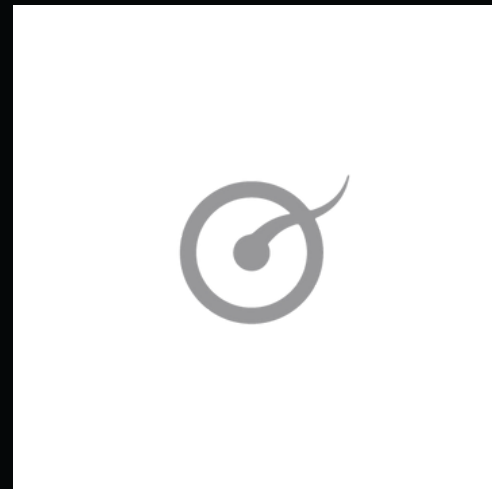
Family of Colors

FOR PRINT OR DIGITAL

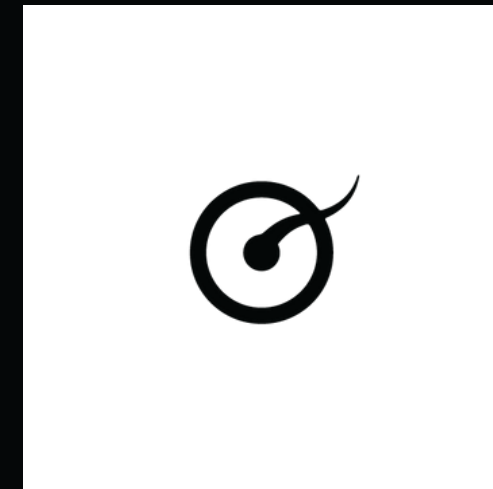
ACCEPTABLE COMBINATIONS



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DRAGON O



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Logo Usage



+

LedPulse Technologies

For single use of the logo without any other LedPulse assets,
use logo with *LedPulse Technologies* tag underneath

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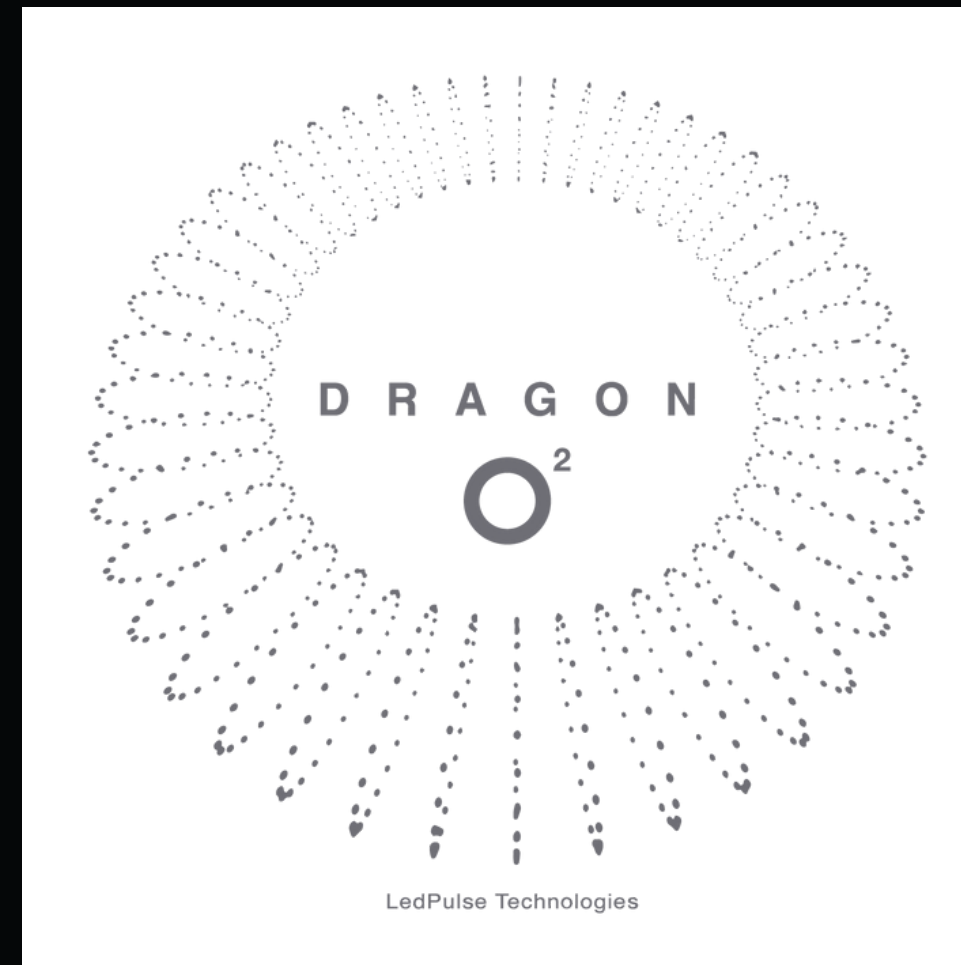
Family of Colors

FOR PRINT OR DIGITAL



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ACCEPTABLE COMBINATIONS



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PRIMARY FONT

FOR ALL TEXTS

Family of
Fonts

Aa

HELVETICA LIGHT

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09



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