ALINA™

BRAND GUIDELINES

AUGUST 2022 V1

Meet **ALINA**, the Smart Solar Reflector.

ALINA is the new way to introduce the restorative power of natural sunlight into homes and offices. Not a lamp, but an autonomous self-powering solar reflector, she uses unique algorithms to track the sun through the day and bring natural light simply, effortlessly, and elegantly into life.

She brings energy, happiness and wellbeing. Hence her name – ***ALINA derives from the Ancient Greek Goddess 'Helena' meaning, light, truth and brilliance.***

RATIONALE FOR SMART SOLAR REFLECTOR:

- **‘Smart’** communicates ’well-designed’, ‘luxury’, ‘intelligence’ and ‘technology’.

- **‘Solar reflector’** is a precise scientific description of the product. **‘Solar’** denotes energy derived from the sun’s rays. A reflector is a piece of glass or metal that reflects light in a required direction.

TONE OF VOICE

The tone of voice brands use to speak to their consumers is crucial in forming connections and positive perceptions. For ALINA, the right copy tone will help reinforce her values, her brand positioning and help build her personality.

The purpose of articulating tone is to help everyone involved in the brand create and maintain a coherent, consistent, strong identity.

ALINA’S brand personality is uplifting, bright, straightforward, helpful, and lightly scientific (i.e. not overly academic).

HOW THIS TONE WILL WORK IN PRACTISE

Optimistic, forward looking, not passive, ALINA looks ahead. She is for today's world.

The language should be approachable, easily accessible.

Cliché and jargon should be avoided.

Plain, simple, direct is best.

She is a new product, in a new category and in many ways, we are educating people about personal health, how the sun works, and indeed, for some, how she works as an lighting element in interior design.

We don't want to over-complicate.

But we do want to come across as helpful and sincere about good mental/ physical health and the eco-benefits of nature.

LANGUAGE THAT STRENGTHENS THE BRAND

- Sunshine or sunlight is always natural.
- Its power is always restorative
- Where possible ALINA's location outside or inside the home should be described as being under direct sun light, or close to an open window.
- ALINA is a smart solution to tackle the lack of sunlight. She does bring light but she is not a lamp, or a light.
- The benefits natural sunlight can bring to the spaces where ones lives and work are simple, effortless and beautiful.
- ALINA is a timely example of innovation in wellness: technology and nature working in harmony – and it means a smarter, more sustainable world.

AND REMEMBER…

ALINA is always a she and should be referred to as female.

ALINA Logo Suite

All logo's exist in several file formats EPS, PNG & JPG.
These formats have been chosen to work in both print and online.

EPS EPS files are for print. These brand elements are vectored and therefore can be used at any size without losing resolution.

PNG PNG files are for screen. This means they should only be used for social media, websites and within digital presentations. PNG files have a transparent background which makes them ideal for digital use.

JPG JPG files can be used anywhere and is an industry standard file format. One important thing to note is that JPGs shouldn't be scaled up beyond its original size.



Main **ALINA** Logo



File : Alina TM Main_Logo.eps
File : Alina TM Main_Logo.png
File : Alina TM Main_Logo.jpg

ALINA Lockup



THE SMART SOLAR REFLECTOR

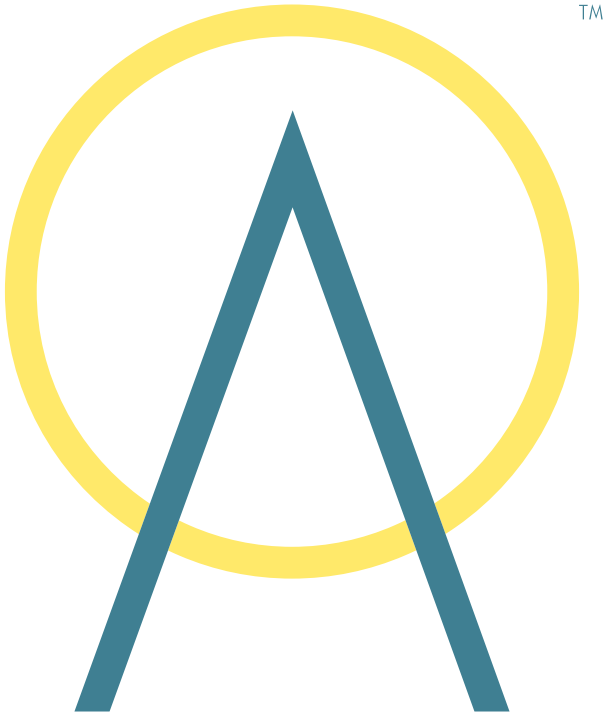
File : Alina TM Lockup.eps
File : Alina TM Lockup.png
File : Alina TM Lockup.jpg

Main **ALINA** Logo with URL



File : Alina TM URL_Logo.eps
File : Alina TM URL_Logo.png
File : Alina TM URL_Logo.jpg

ALINA Icon



File : Alina TM Icon.eps
File : Alina TM Icon.png
File : Alina TM Icon.jpg

ALINA URL Strap

ALINA . SOLAR™

File : Alina TM URL_Strap.eps
File : Alina TM URL_Strap.png
File : Alina TM URL_Strap.jpg

ALINA Logo – Second Colour



File : Alina TM Logo_Col2.eps
File : Alina TM Logo_Col2.png
File : Alina TM Logo_Col2.jpg

ALINA Logo – Third Colour



File : Alina TM Logo_Col3.eps
File : Alina TM Logo_Col3.png
File : Alina TM Logo_Col3.jpg

ALINA Brand Rules

A few simple guidelines on how to use ALINA brand colours, logo’s and fonts.

ALINA Brand Colours

BRAND TEAL

PMS 2223U

C 73
M 35
Y 31
K 13

R 73
G 35
B 31

467E92

MID TONE

PMS 7542U

C 36
M 16
Y 18
K 1

R 175
G 195
B 203

AFC3CB

POP YELLOW

PMS 106U

C 0
M 5
Y 69
K 0

R 255
G 234
B 103

FFEA67



LOGO SPATIAL CLEARANCE

Providing the right amount of clear space around the logo reinforces the importance of the identity.

Clear space is the minimum amount of “breathing room” maintained around our logo.

Keep it free of graphics, text, and other marks. Clear space also defines the minimum distance from the logo to the edge of a printed piece.

We use 1/4 of the “O” in ALINA to determine the minimum amount of clear space required to ensure visibility and legibility.





MINIMUM SIZE

We have defined a minim ALINA logo size that allows the logo to still be readable and easily identifiable.

Even though this is the smallest the logo can be we would always suggest keeping the logo as big a physically possible when in use.

The minimum **PRINT** size of the logo is 30 mm wide.

The minimum **SCREEN** size of the logo is 90 pixels wide.

ALT MONO COLOUR

We only use our black and white versions of ALINA for engraving and when our brand colours conflict with external brand environments. This can be the case when collaborating with or sponsoring an event etc...





ALINA LOGO RULES



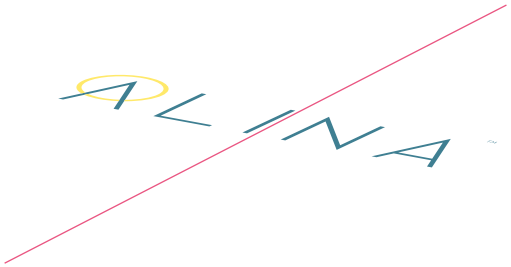
Don't remove circle



Don't place on backgrounds with poor contrast



Don't place on photos with poor contrast



Don't distort or skew



Don't rotate



Don't alter colours



Don't add effects



Don't use other typefaces



Never remove ™ mark

ALINA FONTS

POPPINS MEDIUM - HEADER PULL OUT (60 TRACKIING)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910?!#£@

POPPINS EXTRA LIGHT - HEADER COPY (60 TRACKING)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910?!#£@

POPPINS BOLD ITALIC - QUOTE (60 TRACKIING)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910?!#£@

COLOUR USE

When we are using text on a white background we should always use Black.

When we are using our brand colour Teal 2223 U as our background, we then switch the font colour to white or Mid Tone 7542 U. Example below.

You can **DOWNLOAD** the Poppins font from https://fonts.google.com/specimen/Poppins?category=Sans+Serifs

Example of using our brand colour as a background with text using mid tone 7542 U.

If you want your copy to stand out more use white instead of 7542 U

NOTE : WHEN USING POPPINS WE ALWAYS OPEN UP THE TRACKING TO GIVE SPACE AROUND THE LETTERS.

ALINA FONTS

ROBOTO LIGHT – BODY TEXT (25 TRACKING)

Roboto is a simple and clean typeface which is great on screen and in print. It's a slightly narrow type face that allows you to get more copy on each line which is great for large sections of text.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

Ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

ROBOTO MEDIUM – INTRO OR PULL OUT TEXT (25 TRACKIING)

Roboto medium is used when we want to pull out text in a paragraph.
We do not use Roboto medium for titles or headlines.

As Roboto is our main body text font we NEVER enlarge it bigger than the rest of body text on the page. For big text pull-outs use :
POPPINS EXTRA LIGHT **OR MEDIUM**.

DOWNLOAD

You can **DOWNLOAD** the Roboto font from https://fonts.google.com/specimen/Roboto?category=Sans+Serif

BRANDING IN USE

ALINA icon & strapline combination.
NOTE : The Icon when supersized makes a great impactful brand graphic.

Poppins Extra Light
All captials title.

Main ALINA
logo on both sides.

Sun icon detail

Brand yellow used as a pop colour.



RIGHT

FRONT

When images are not seen we use the strapline to descibe ALINA's purpose.

BACK

Roboto body text with a combination of bold and light typefaces.

Text is neatly organised into a column using the left hand edge.

Standard box brown board

LEFT



BASE

ALINA URL logo. This should always be applied to any NON-web based Alina collateral or packaging.

FOR ANY FURTHER INFORMATION
ABOUT THE BRAND PLEASE CONTACT

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