lightbridge

Brand Style Guide

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Brand Statement

03

We exist to deliver a lightspeed dependable connection to the community of Rexburg at a cost effective rate.

We stand for reliable speed in our community

Misson Statement

We are the only groundbreaking internet provider who supplies internet that literally travels at the speed of light for residents and companies in Rexburg who need faster internet at a time when we depend on it.

Brand Attributes

Reliable
Connected
Intuitive
Groundbreaking
Future Proof

Fast
Transparity
Economical
Secure
Flexibility

Identity Elements

08

Main Brandmark

lightbridge

lightbridge

Tagline

Faster **Together.**
Stronger **Together.**
Better **Together.**

Safespace

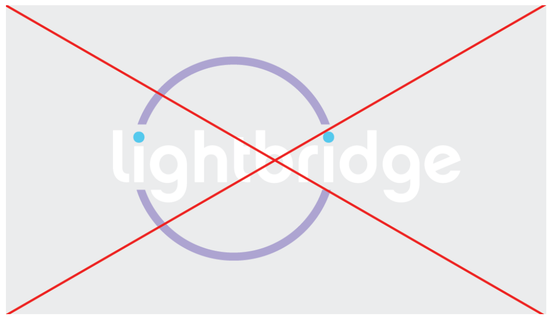
This safespace should be used as a minimum space that the logo needs between other elements. This however, does not mean it’s absolute.

Incorrect usage

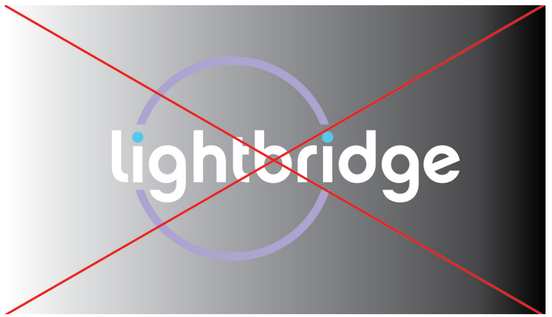
No Gradient Letter

Different “i” Circles

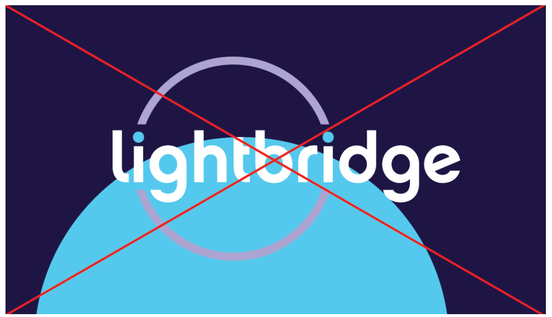
Mixing Non-brand Colors



Using Lighter Non-Contrasting Background



Using a Gradient Background

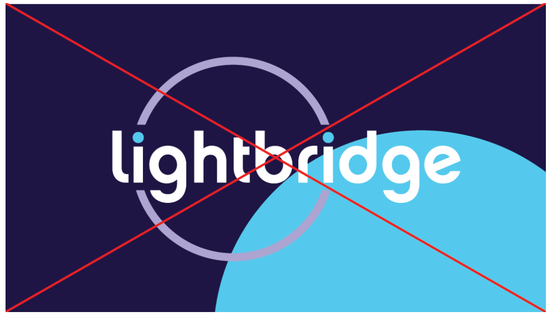


Using a Non Solid Background

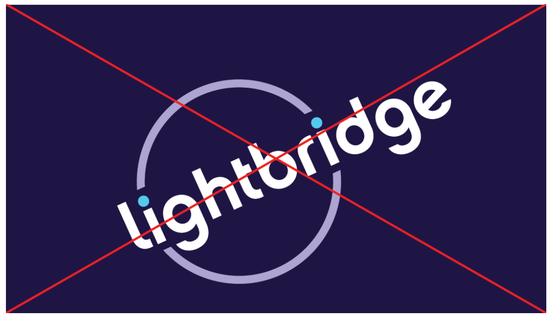
Incorrect usage

No Vertical Stretching

No Horizontal Stretching



No Putting it Halfway on a circle



No Rotating

No Reflecting

No Subtext

Brand Colors

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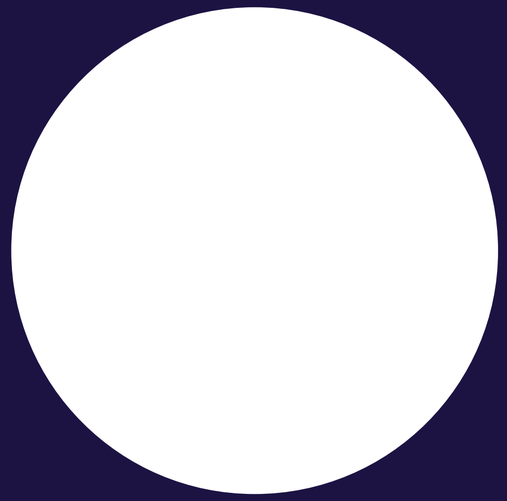
Color System



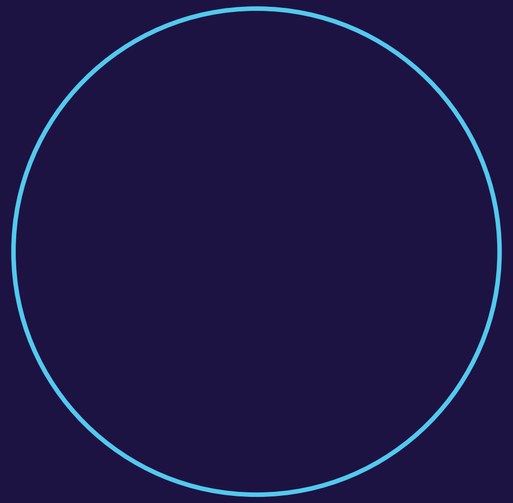
C: 0 **M:** 0 **Y:** 0 **K:** 0

R: 255 **G:** 255 **B:** 255

Hex #ffffff

PMS 11-0601

Sherwin-Williams
Extra White SW7006



C: 96 **M:** 98 **Y:** 39 **K:** 46

R: 31 **G:** 22 **B:** 67

Hex #1f1643

PMS 187-2 U

Sherwin-Williams
Majestic Purple SW 6545

C: 32 **M:** 34 **Y:** 0 **K:** 0

R: 172 **G:** 163 **B:** 208

Hex #aca3d0

PMS 176-6 U

Sherwin-Williams
Forever Lilac SW 9067

C: 57 **M:** 0 **Y:** 4 **K:** 0

R: 87 **G:** 201 **B:** 235

Hex #57c9eb

PMS 232-4 U

Sherwin-Williams
Fly Away SW 6795

Typography

17

Typeface family

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

123456789

Poppins
Bold

Used for titles

Supporting Typefaces

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

123456789

Poppins
Medium

Used for tag lines

Usage examples

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

123456789

Poppins
Extralight

Used for taglines

Typeface family

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

123456789

Poppins
Regular

Used for body copy

Typeface family

Titles will be bold
Our taglines will be extra light/medium
Body will be regular

Image Library

Photo Library & Usage

Images used for the brandding should always include these 3 things.

- A group photo
- Faceing towards us
- Smiling

This is to ensure that the message of the branding is communicated to the audience. What makes Lightbridge stand out and successful is because we work together, because we make people happy.

Photo Library & Usage

These images then should always be masked into a circle. This circle then needs to be cropped off the page.
The whole circle should never be shown.

Social Network

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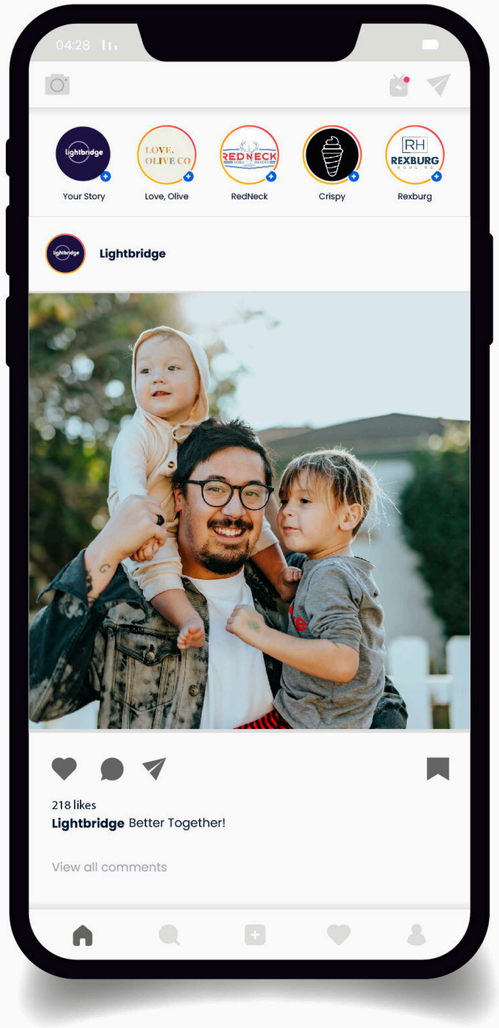
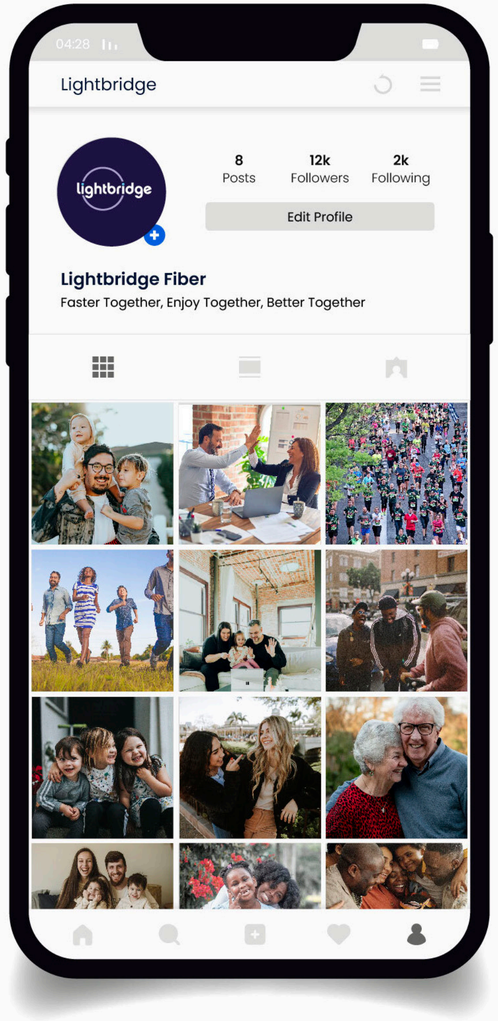
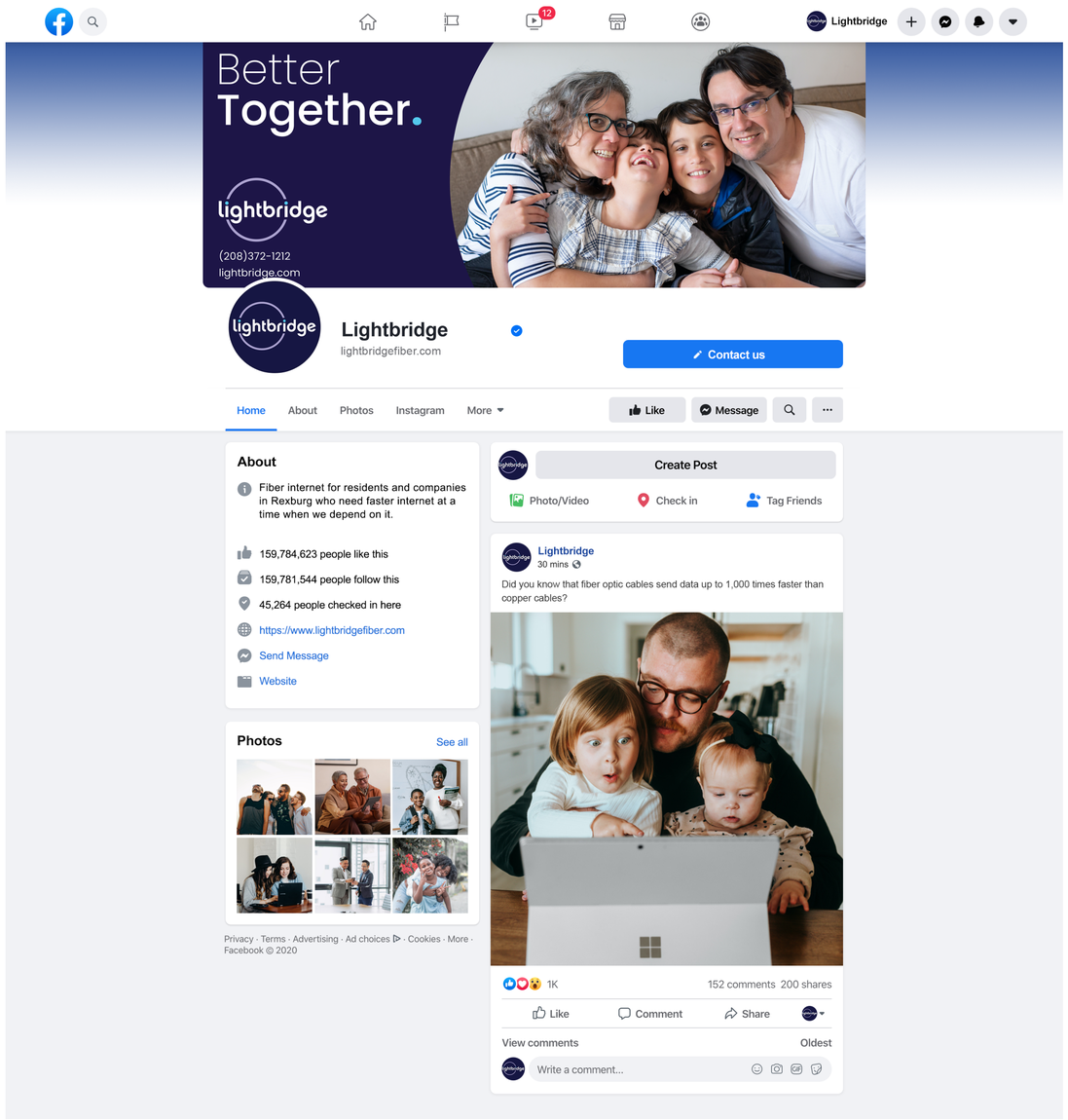
Instagram


04:28
Your Story
Love, Olive
RedNeck
Crispy
Rexburg
Lightbridge
218 likes
Lightbridge Better Together!
View all comments

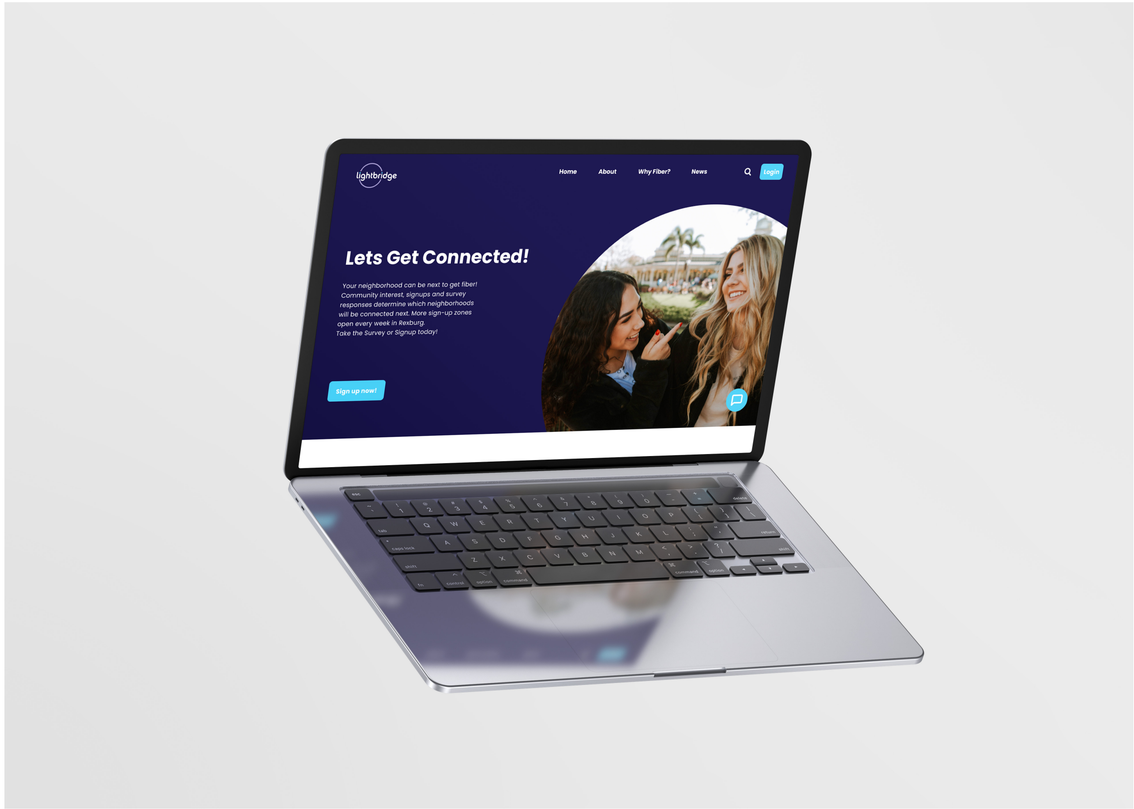

04:28
Lightbridge
8
Posts
12k
Followers
2k
Following
Edit Profile
Lightbridge Fiber
Faster Together, Enjoy Together, Better Together

Facebook


Lightbridge
Better
Together.
lightbridge
(208)372-1212
lightbridge.com
Lightbridge
lightbridgefiber.com
Contact us
Home
About
Photos
Instagram
More
Like
Message
About
Fiber internet for residents and companies in Rexburg who need faster internet at a time when we depend on it.
159,784,623 people like this
159,781,544 people follow this
45,264 people checked in here
https://www.lightbridgefiber.com
Send Message
Website
Photos
See all
Privacy · Terms · Advertising · Ad choices · Cookies · More · Facebook © 2020
Create Post
Photo/Video
Check in
Tag Friends
Lightbridge
30 mins
Did you know that fiber optic cables send data up to 1,000 times faster than copper cables?
1K
152 comments 200 shares
Like
Comment
Share
View comments
Oldest
Write a comment...

Brand Application Examples

Website


lightbridge
Home
About
Why Fiber?
News
Login
Lets Get Connected!
Your neighborhood can be next to get fiber! Community interest, signups and survey responses determine which neighborhoods will be connected next. More sign-up zones open every week in Rexburg.
Take the Survey or Signup today!
Sign up now!

Print Advertisements

Posters

Faster together.
Fiber optic cables send data up to 1,000 times faster than copper cables, meaning it is easier to connect with others, upload data, load websites, and stream. All other technologies on the market have lower upload speeds vs. download. With fiber, you get the same fast speed, upload and download.
Learn more at lightbridgefiber.com or call us at (208)372-1212
lightbridge

Enjoy together.
The fiber network we install today will be able to handle the increased demand for more bandwidth in the future. As that demand grows, only the network equipment would need to be upgraded over time, not the actual fiber cables.
Learn more at lightbridgefiber.com or call us at (208)372-1212
lightbridge

Business Cards

Letterhead and Envelope

Truck Wrap

lightbridge
lightbridgefiber.com
(208)359-3020

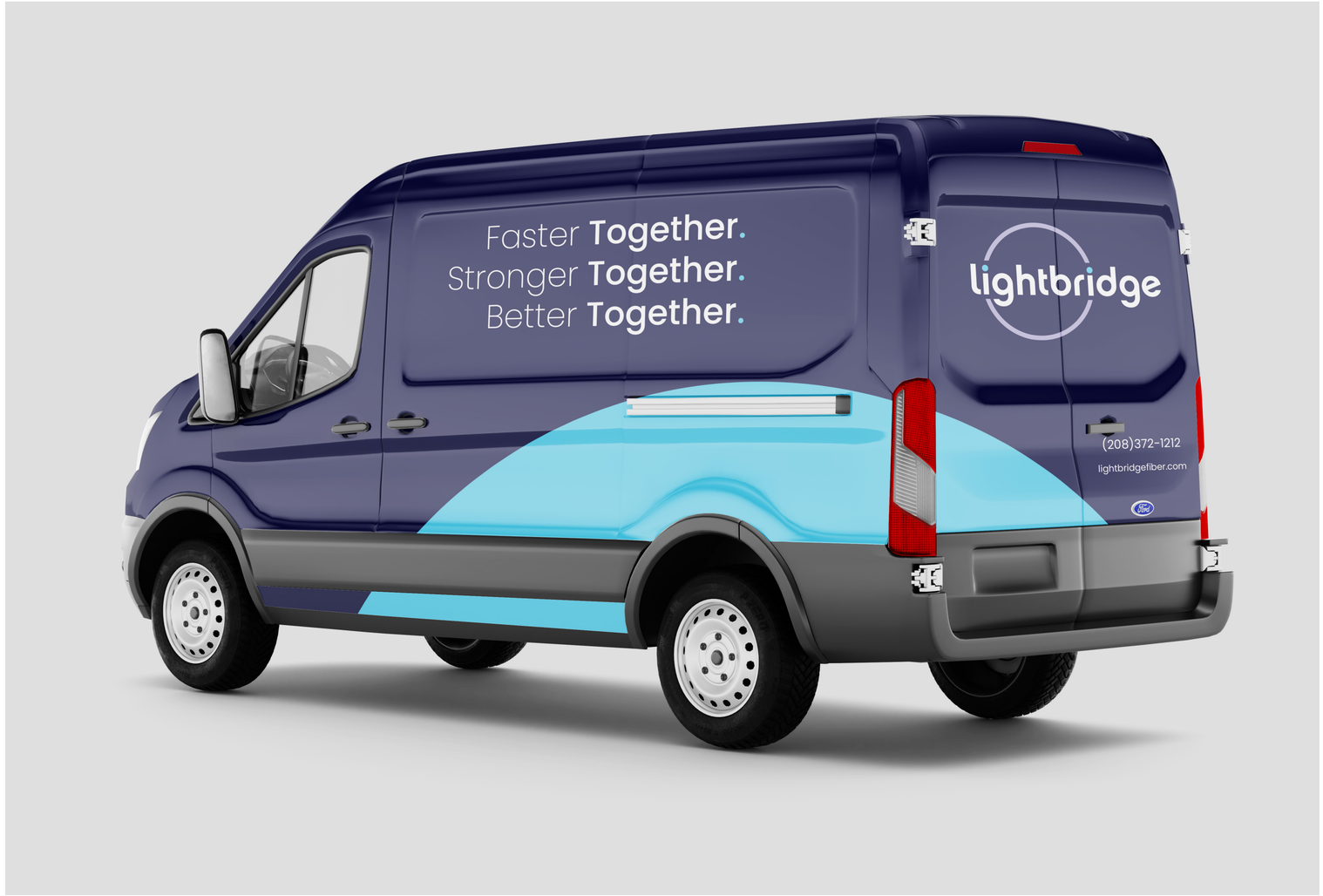
lightbridge
lightbridgefiber.com
(208)359-3020
lightbridge
(208)359-3020
lightbridgefiber.com
Faster Together. Stronger Together. Better Together.

Truck Wrap

lightbridge
lightbridgefiber.com
(208)359-3020

lightbridge
(208)359-3020
lightbridgefiber.com
Faster Together. Stronger Together. Better Together.

Van Wrap


Faster Together.
Stronger Together.
Better Together.
lightbridge
(208)372-1212
lightbridgefiber.com

Billboards

Better
Together.
lightbridge
(208)372-1212
lightbridge.com

Faster
Together.
lightbridge
(208)372-1212
lightbridge.com

Yard Signs

Faster Together.
Stronger Together.
Better Together.
This home is powered by lightbridge
(208) 327-1212
www.lightbridgefiber.com

Main Street Light Posts

Office Supplies

Apparel

lightbridge

Faster Together.
Stronger Together.
Better Together.

Apparel

lightbridge
lightstogether.com

lightbridge
Faster Together.
Stronger Together.
Better Together.

Swag

lightbridge
lightbridge
lightbridge

Lightbridge
Lightbridge

Swag

lightbridge
Faster Together.
Stronger Together.
Better Togeth

lightbridge

Files

45

Files

- Lightbridge
  - Deliverables
  - Logo
  - Stock Photos