nanoleaf®
Smarter by Design

Nanoleaf Brand Guide

2021

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Rethink What's Possible

At Nanoleaf, we create smart home products that take ordinary experiences & make them extraordinary.

We do this by rethinking what's possible, and creating products that can help improve the way we experience our everyday lives. Nanoleaf is made up of a team of passionate and motivated individuals who want to make an impact in the world through designing with our customers' needs in mind.

Why Are We Building Nanoleaf?

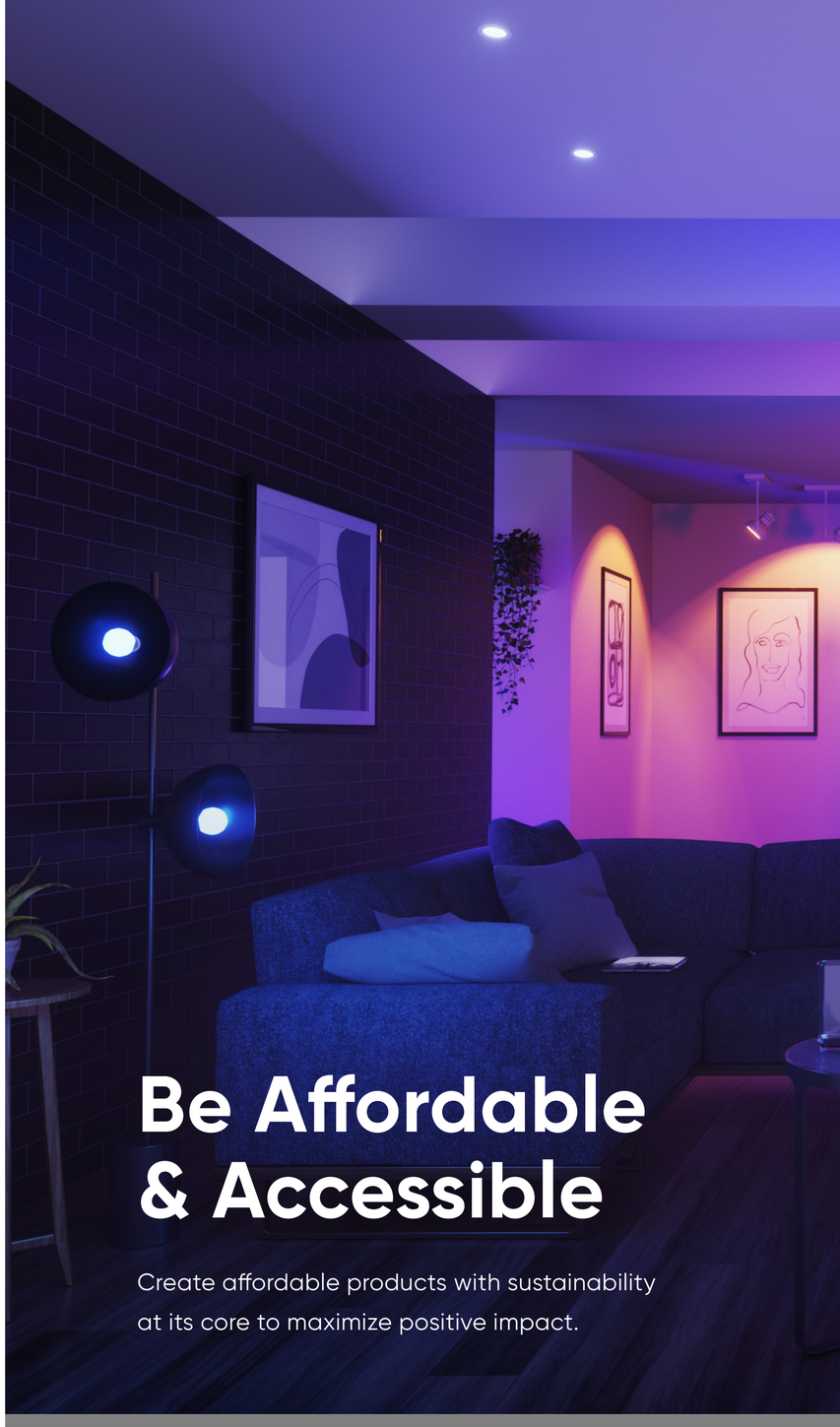
At Nanoleaf, we aim to change the way people experience everyday life. With innovation that aims to create impact on the most personal level, our products can help improve the way we live inside our homes, how we utilize our workspaces, and how we choose to enjoy our free time. By transforming these spaces, we not only make them smarter, but also intuitive enough to help us reach our highest potential.

Be Unique

Do what hasn't been done before.

Rethink What's Possible

Challenge the norm and think outside of the box.



Be Affordable & Accessible

Create affordable products with sustainability at its core to maximize positive impact.

Brand Personality

Our personality helps establish a unified voice for consistent messaging. By keeping the following things in mind, this can help inform our customers about who we are, what we stand for and how we can bring value with our products.

Nanoleaf
is our name, not...

NanoLeaf	Nanos
Nano Leaf	Leafs
Nanoleafs	Aura
Nanoleaf Leaf	Nanoleaf Aurora
Nano Leaves	Aurora Panels

Our Tone of Voice

We communicate in a way that strives to reflect our values and product experience. When speaking as Nanoleaf, we are...

Approachable not corporate

Talking to Nanoleaf is like talking to a helpful friend.

Clever not simple-minded

Witty while still being reliable.

Playful not generic

No cookie-cutter messages, we like to keep things fun.

Fresh not behind

We're on top of trends and like to look forward to what's new and coming.

Brand Personas

PERSONA 1

Occupation

Product Manager at a Tech Startup

Interests

Jogging, traveling, guitar, epic movies, gaming

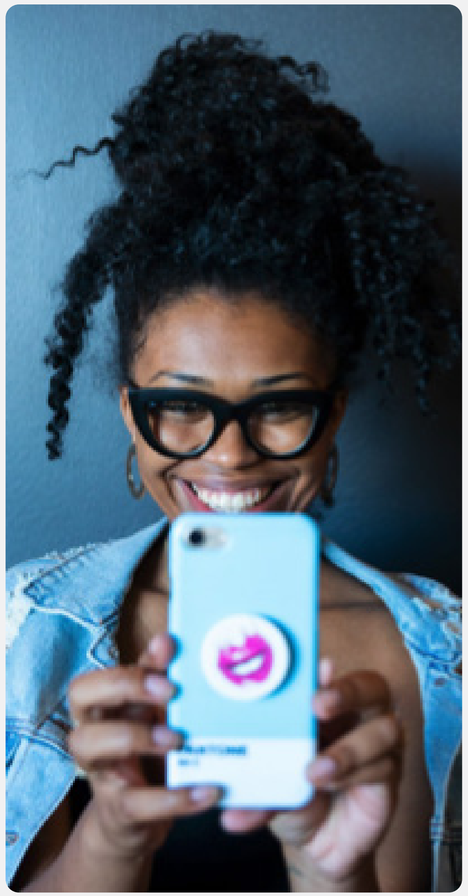
Shops At

H&M Uber IKEA BEST BUY dyson

"I'm often busy with work and have an active social life. I want my condo to be a space I call home so that I can escape from daily stresses. I'm currently transforming my space into a man cave that is reflective of my personal style and equipped with the latest gadgets for entertaining friends."

Brand Personas

PERSONA 2



Occupation

Freelance Digital Magazine Editor

Interests

Home styling, reading & writing, yoga, healthy foods

Shops At

west elm

Breville

Frank And Oak

"I currently live in a small condo in the city. Since I don't have much space, it's important that the items I fill my home with are purposeful. I'm constantly staying in tune with the latest technologies to help boost my personal style and creativity.

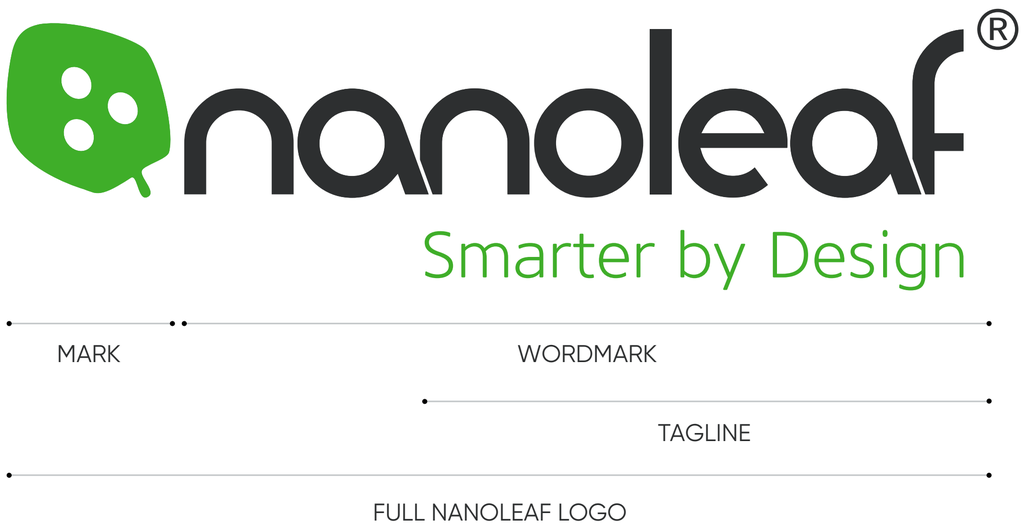
Visual Identity

Visual elements such as the logo, color palette, and typography can help enhance our brand personality even more. Help us put our best face forward by using these elements appropriately wherever Nanoleaf is present.

Our Logo

The Nanoleaf logo should be used consistently wherever it's displayed and reproduced according to the following guidelines. These may be used freely, but the logo itself cannot be altered in any way.

GET ASSETS



Logo Do's

File Formats

Our logo comes in 4 different formats: EPS, JPG, TIF and PNG. EPS is a vector-based format for printed literature, silk-screen printing, signs and other large displays. JPG, TIF and PNG are pixel-based formats used for screens, Microsoft Word® documents and PowerPoint® presentations. PNG should only be used when a clear background is required.

Background Color

The Nanoleaf logo can appear on dark or colored backgrounds as long as it is clearly legible. In these cases, a completely white version of our full logo should be used. If needed, a dark overlay can be added on the image to make our logo pop even more.

Minimum Size

The minimum height of the Nanoleaf logo should be at least 10 mm high on printed communications and at least 30 pixels high for on screen use.If needed, the wordmark “Smarter by Design” can be removed when working in a space smaller than a 15 mm height.

Clear Space

Always give our logo room to breathe by leaving at least the minimum amount of blank space around the logo. The width of ‘n’ represents the minimum amount of clearance required. Do not place graphics, type, photographs, or illustrations inside the clear space area.

Logo Dont's

DISTORT OR STRETCH THE NANOLEAF LOGO LOCKUP, MARK OR TAGLINE

SEPARATE OR ADJUST THE PLACEMENT OF THE WORDMARK AND EMBLEM

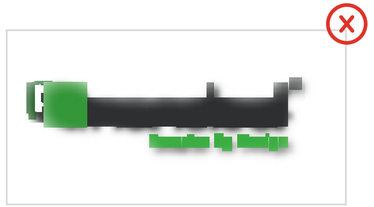
ALTER OR ATTEMPT TO RECREATE THE WORDMARK

PLACE THE EMBLEM ANYWHERE WITHIN THE WORDMARK

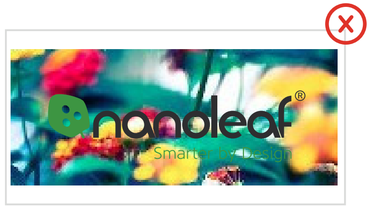
USE ANY OTHER COLORS FOR THE WORDMARK OTHER THAN BLACK WHEN USED WITH THE EMBLEM.

ROTATE THE LOGO

USE ANY OTHER COLORS FOR THE WORDMARK OTHER THAN BLACK WHEN USED WITH THE EMBLEM.



ADD DROP SHADOWS OR SHADING TO CREATE A 3D EFFECT



PLACE A LOGO ON A BACKGROUND THAT AFFECT IT'S LEGIBILITY

ALTER THE LOGO IF IT APPEARS ON A DARK COLOR OR BACKGROUND. INSTEAD, USE THE APPROVED ALL-WHITE VERSION

Meet our primary typeface,

Gilroy

Gilroy Heavy
Gilroy Black
Gilroy ExtraBold
Gilroy Bold
Gilroy Medium
Gilroy Regular
Gilroy Light

Gilroy is a clean, sans serif typeface that speaks well to both web and print. It works both as a headline and body copy.

GET ASSETS

Our colors are what give us personality. We're bright, colorful and confident. We chose colors that best represent nature and our planet.

Nanoleaf Green
#3FAE29

PANTONE 361C

Midnight Sky
#3A4C55

C: 77%
M: 59%
Y: 51%
K: 34%

Peppercorn
#2D2F30

C: 72%
M: 64%
Y: 62%
K: 61%

Fog
#DADEE1

C: 13% M: 8% Y: 8% K: 0%

Cloud
#F1F1F2

C: 4% M: 2% Y: 3% K: 0%

Product Breakdown

Each Nanoleaf product is unique in their own way. From using proper naming conventions to choosing the best imagery, refer to the following guidelines to highlight the distinctive qualities of each.

Nanoleaf Light Panels

When naming specific SKUs

NA JAPAC	Nanoleaf Light Panels Rhythm Smarter Kit (# of Panels)
EU	Nanoleaf Light Panels Rhythm Starter Kit (# of Panels)
GLOBAL	Nanoleaf Light Panels Rhythm Expansion Pack (3 Panels)

Nanoleaf Canvas

When naming specific SKUs

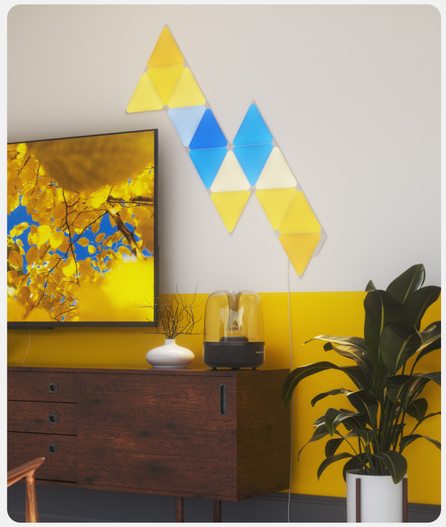
NA JAPAC	Nanoleaf Canvas Smarter Kit (# of Panels)
EU	Nanoleaf Canvas Starter Kit (# of Panels)
GLOBAL	Nanoleaf Canvas Expansion Pack (# of Panels)

Nanoleaf Shapes

Hexagons, Triangles & Mini Triangles

When naming specific SKUs

NA JAPAC	Nanoleaf Shapes – Hexagons Smarter Kit (# of Panels)
EU	Nanoleaf Shapes – Hexagons Starter Kit (# of Panels)
GLOBAL	Nanoleaf Shapes – Hexagons Expansion Pack (3 Panels)



Tips for Capturing Photos & Videos

Nanoleaf products may look amazing at full brightness, but this does not always translate well on camera. Our biggest tip is to **dim the brightness down to 50%** to capture the color of the lights.

Magically adjust your brightness by toggling the Dim button on your controller, using the Nanoleaf App, or using a Voice Assistant to adjust.

Showcase the space that your panels are setup in.

Try creative angles and cropping.

Make sure your panels are not overexposed!

Keep the environment clean and uncluttered.

Choose one color family to showcase your panels with.

Make sure the panels are properly centered and focused.

Let's Get Social

@nanoleaf

@thenanoleaf

nanoleaf.me