

Reducing harmful noise,
creating a quieter world.





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Overview

“Lios,” a Celtic word for ring forts or fairy forts - these heritage sites are reflective of quiet, enclosed, safe spaces.

Lios is an Irish technology company specialising in innovative products that help contribute to a quieter world. These brand guidelines have been compiled as an intelligent introduction to the brand. It includes our foundational strategy, Logo usage, colour palette, typography, and brand applications.

This document should be used to bring the company aesthetic to life, providing a blueprint for a clear and consistent approach to brand implementation.



Brand Idea

The Quiet Space Within.

The establishment of a place of solitude whether in the physical world or within ourselves. Creating calmness and a safe haven from harmful noise.

Brand Purpose

To reduce harmful noise and create a quieter world.

Emotional Benefit

Calmness and tranquility in your environment and peace within. Lasting relief.

Smart

Everything about Lios is smart. The advanced materials used in SoundBounce are intelligent, adapting to their surroundings to provide the best quality of sound protection on the global stage. Each element of our company is considered with a strong foundation in research and science, ensuring an intelligent response or approach in any given situation.

Innovative

Innovation is at the core of Lios. Identifying problems and coming up with inventive solutions. Our team goes beyond the norm, pushing the boundaries to create ground-breaking, game-changing products and services.

Expert

Having been in the industry for over a decade, the people at Lios are some of the most experienced individuals in their field. Thought leaders in this space, we want to educate others about the benefits of our products and how we can change this industry for the better.

Passionate

A young, lively team, at Lios we are passionate about our products. We are committed and driven to developing solutions that change the way the world works.

Warm

Relationships are important to us and as a company we feel every individual should be treated with kindness and respect. The logo mark draws the eye in, inviting people to enter a protective sanctuary.



Brand Voice & Tone

How to Speak

Professional, insightful, helpful and positive. Lios is *empathetic to the frustrations* of those whose products they affect. Although knowledgeable, we are *never pretentious* when offering *insight* into the industry, our company or products. Our content should always be founded in *fact and scientific-proof* but with an element of *warmth and softness*. Introducing an *Irish* element to brand voice, incorporating Irish terminology and references, can help to add this more *personable, friendly* tone.



The Logo

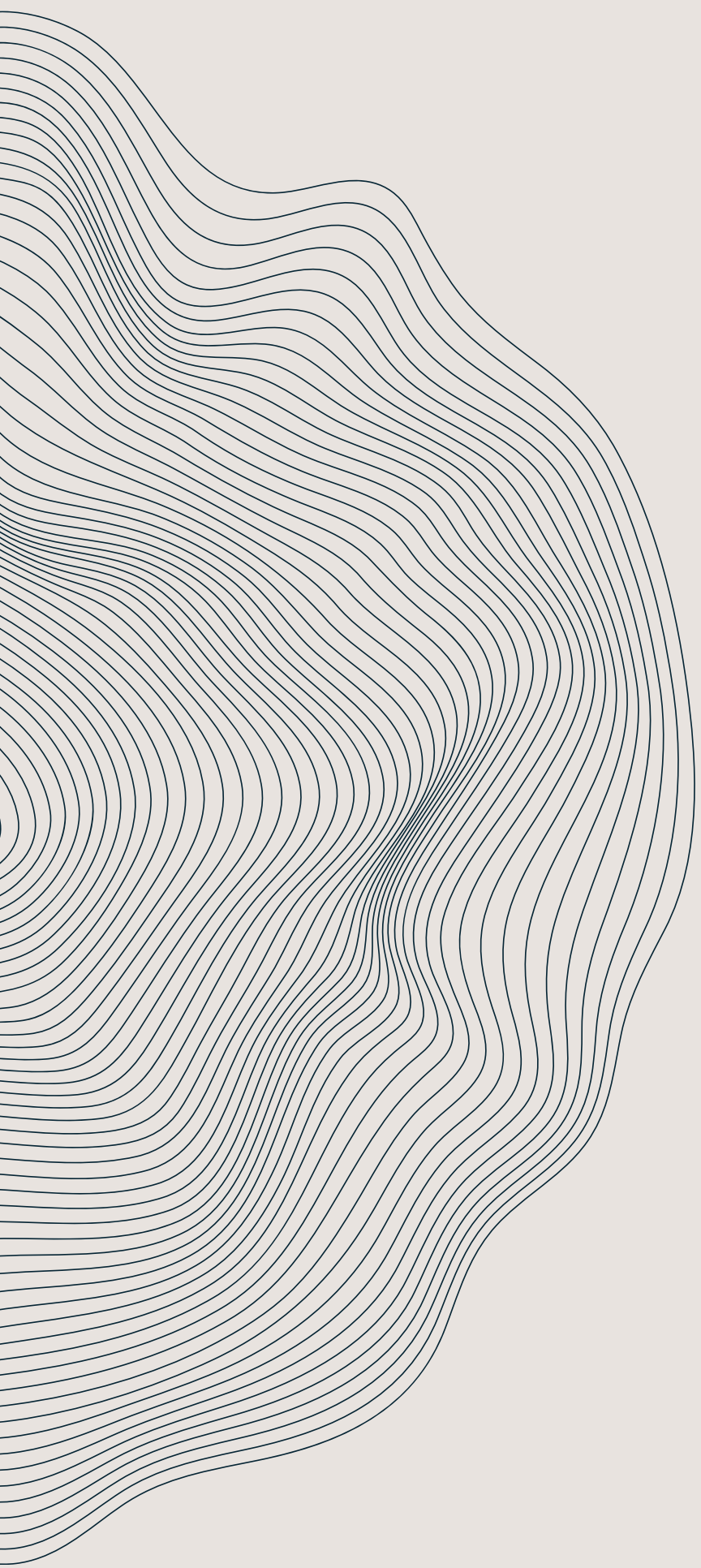
“Lios,” a Celtic word for ring forts or fairy forts - the round, cyclical nature of the Lios mark is inspired by this. The logotype is also inspired by Irish history, the full typeface being drawn and inspired by half uncial letterforms.



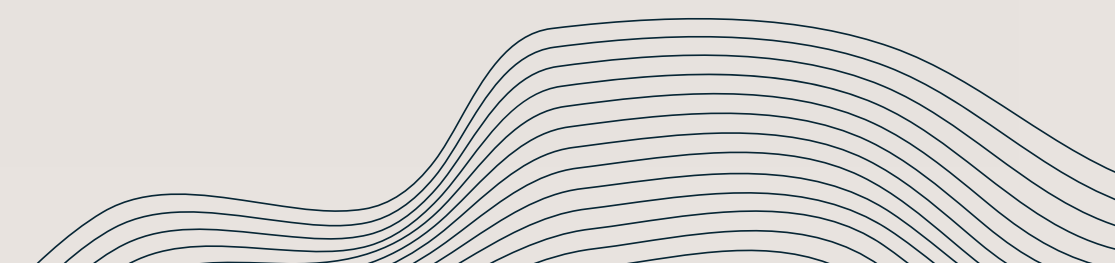
The Lios logo is comprised of two separate elements: the rings and the custom logotype. Wherever possible, the primary logo lockup should be used.

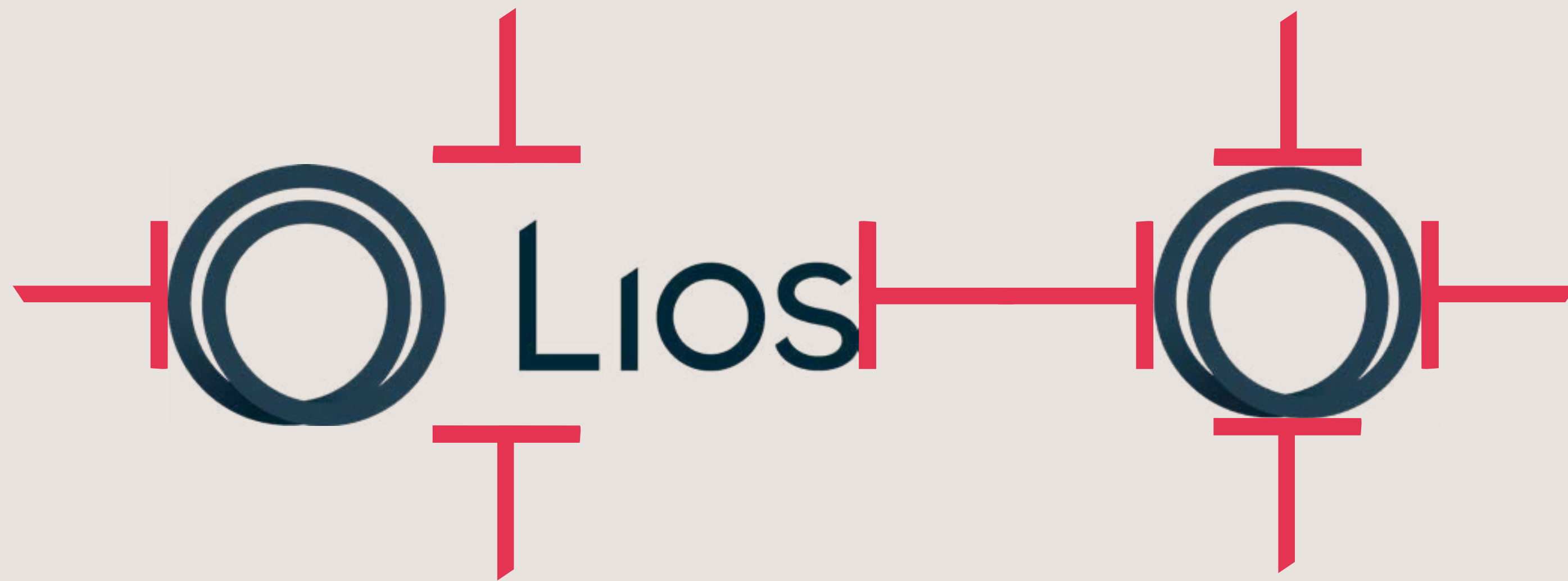
The word "Lios" is rendered in a custom, modern sans-serif typeface. The letters are white and set against a dark blue background. The 'L' and 'i' have a distinctive slanted top edge. The 'o' is a simple circle, and the 's' has a clean, geometric form. In the background, there are decorative elements: a series of concentric, light gray circles on the right side and a pattern of fine, white, wavy lines in the top right corner.

The Lios logotype uses custom letterforms created for the brand. The letterforms are inspired by the Irish Half Uncial Typeface but contains the main characteristics of a contemporary geometric typeface. This logo can be used as a secondary logo.



The logo icons can be used decoratively, as a motif in patterns, and where space is limited. Additionally, it may be used for profile pictures on social media.





Space should be left clear around the logo as shown above in ways that ensure clarity. The primary logo should never be printed smaller than 22mm wide, the logo and the icon no smaller than 10mm wide.

sound
bounce

sound
bounce

sound
bounce

sound
bounce



An example of how the Lios rings can be integrated into the Lios promotional graphics.

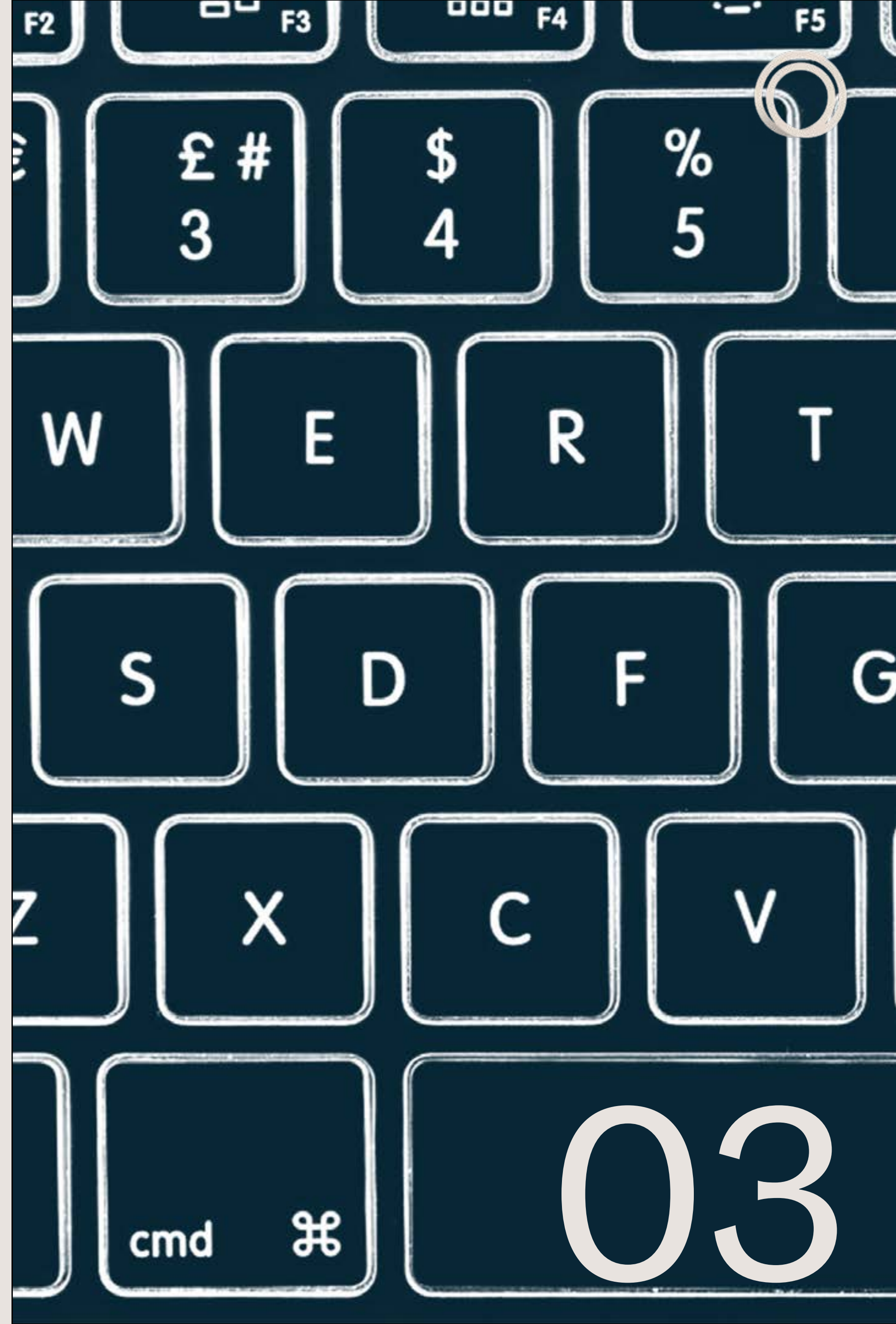
When using the icon where the colour fades into the background, it is referred to as the “high,” “low,” or “side” rings.

The directional rings gradient level may be adjusted as necessary for a given promotional graphic.



Typography

The Lios logotype and custom typeface is a full alphabet inspired by and cut from Irish half-uncial letterforms.





Lios Uncial Sans

A B C D E F G H I J K L m n

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z . , ! 7

0 1 2 3 4 5 6 7 8 9 #

Fann Grotesque

This typeface was selected to act as a suitable accompaniment to the round brand lettering. Its notable contrast and small inktraps, combined with some humanist touch gives the type a confident appearance that creates an overall balanced colour in passages of text. The generous spacing allows Fann to function well at a range of sizes, making it a suitable candidate for a body copy. At its extremes, the Thin and Black styles are geared towards larger display uses. The family may be used in its regular weight, italic, and bold weight.

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv

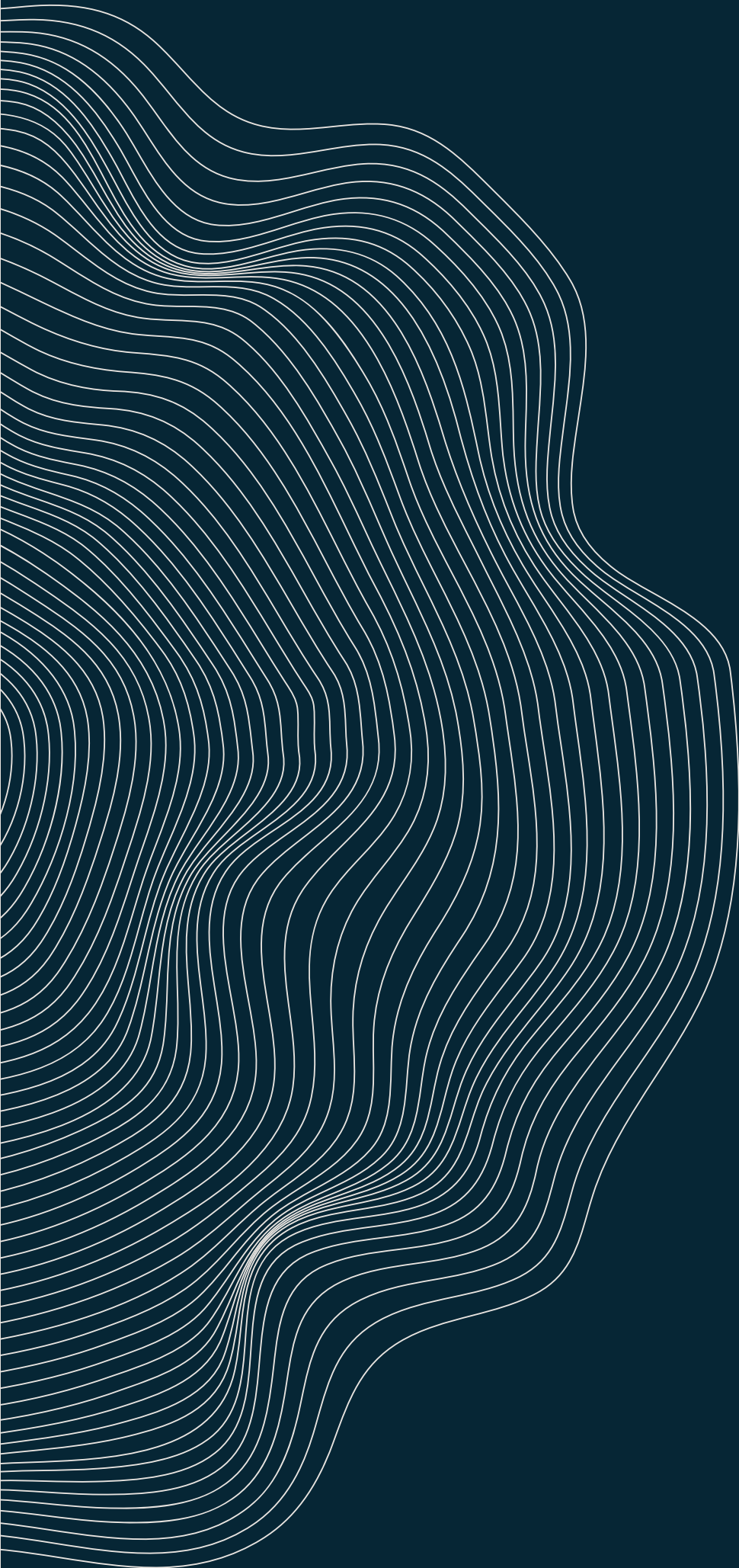
Ww Xx Yy Zz

1234567890 , . : ; ! () [] / ' " _ *



Colour and Pattern

– Primary Colour Palette



Navy
Hex: #072635
RGB: 7, 38, 53
CMYK: 94, 73, 53, 60

Neutral Light
Hex: #e8e3df
RGB: 231, 227, 223
CMYK: 8, 8, 9, 0

Cool Grey
Hex: #53565b
RGB: 83, 86, 91
CMYK: 67, 57, 51, 28

Progress Red
Hex: #e53451
RGB: 229, 52, 81
CMYK: 4, 94, 63, 0

Red Tint 1
Hex: #ce0941
RGB: 206, 9, 65
CMYK: 13, 100, 72, 3

Red Tint 2
Hex: #910231
RGB: 145, 2, 49
CMYK: 28, 100, 74, 27

When using gradients, they should primarily go from Navy to Progress Red. They may also go from Navy or Progress Red to Neutral Light. Progress Red and Navy are preferred. Avoid using Cool Grey in gradients.



Navy

Hex: #072635

RGB: 7, 38, 53

CMYK: 94, 73, 53, 60

Progress Red

Hex: #e53451

RGB: 229, 52, 81

CMYK: 4, 94, 63, 0



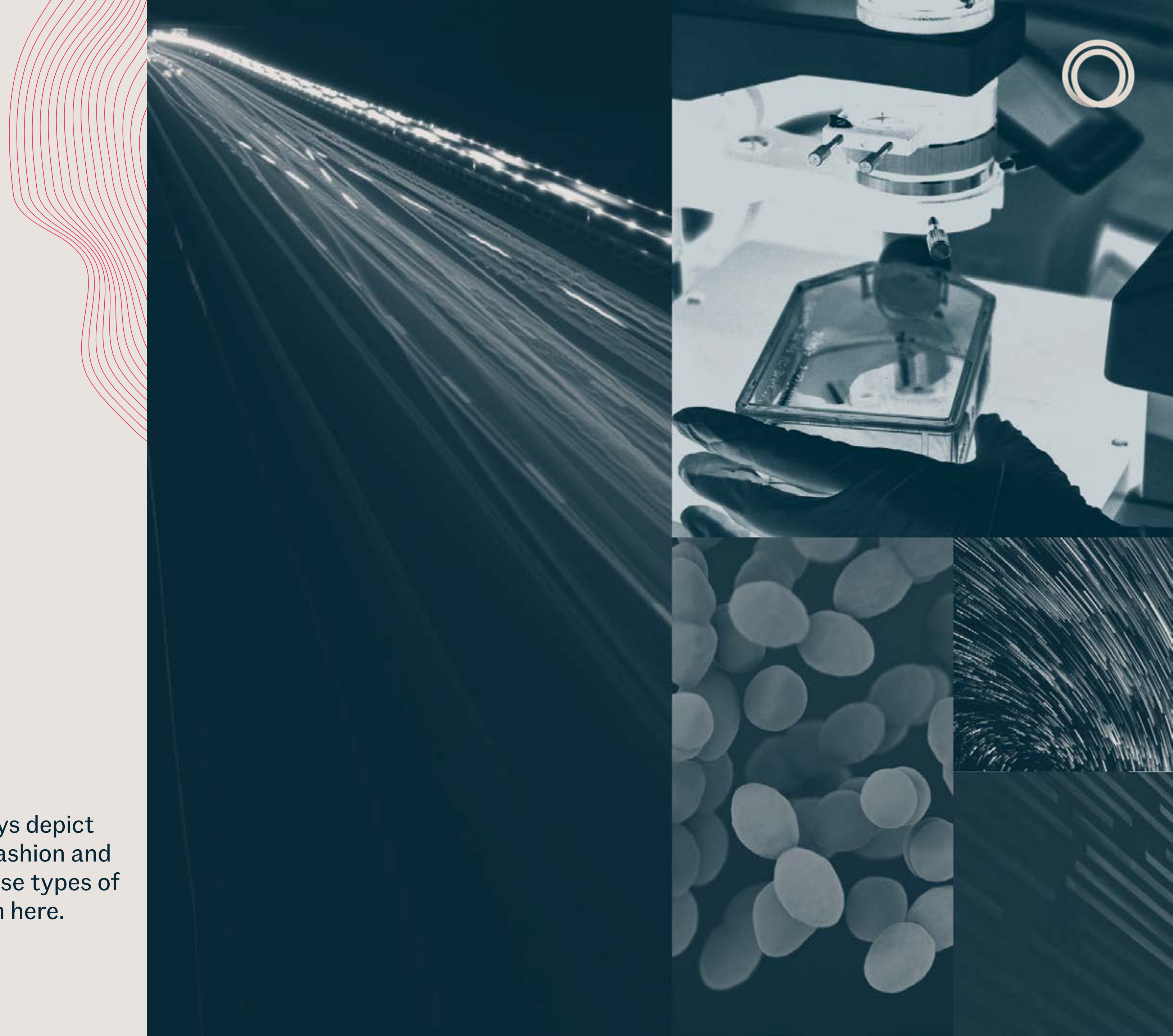
As shown here, the rings icon can be broken and distributed to create loose brand patterns. Avoid creating any rigid repeat patterns with these forms, instead use the forms to allude to a broader space beyond the frame.



Any photography to be used for promo materials, online display, or advertising should be minimal and as monochrome as possible to reflect quietness and or calm. Where possible the image should include a circular form.



Secondary images that can be used should always depict innovation, science, or progress in an abstract fashion and can be used purely for decorative purposes. These types of images can be treated in brand colours as shown here.





Asset Usage

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The Lios logo may be displayed in the following brand colours:

- Navy
- Neutral Light

The Lios logo may be displayed only in high contrast contexts.

The logo, wherever possible, should be displayed on previously listed brand colours.

An example of an acceptable exception to this rule is when printing the logo in navy onto white paper, as it is not practical to colour the paper.

All rules which apply to the logo, previously stated or following, also apply to the Logotype (logo without rings).



The Lios logo must not be printed in any other colour.

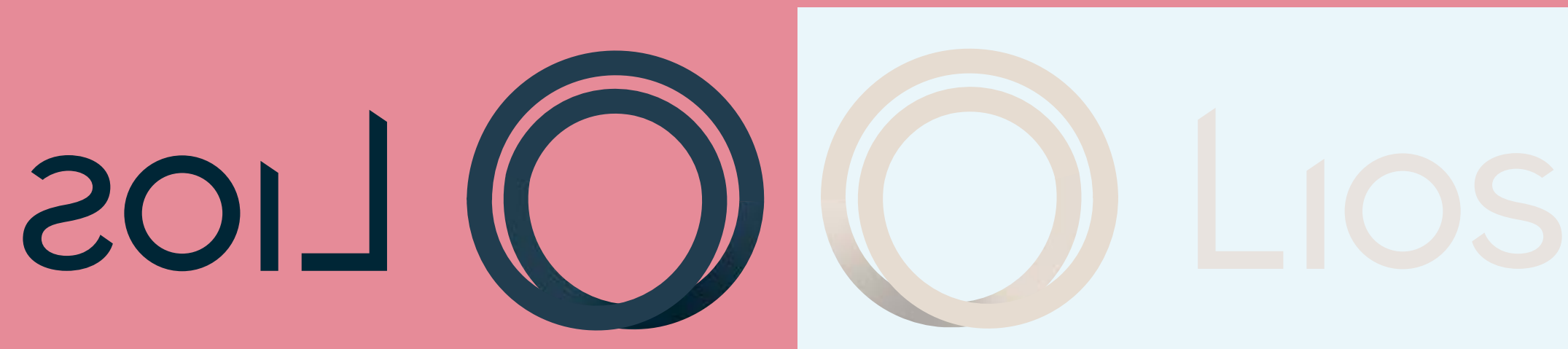
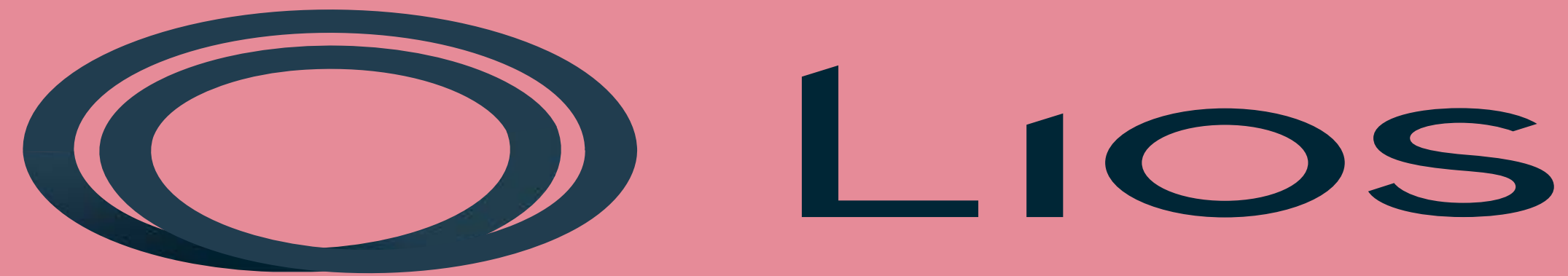
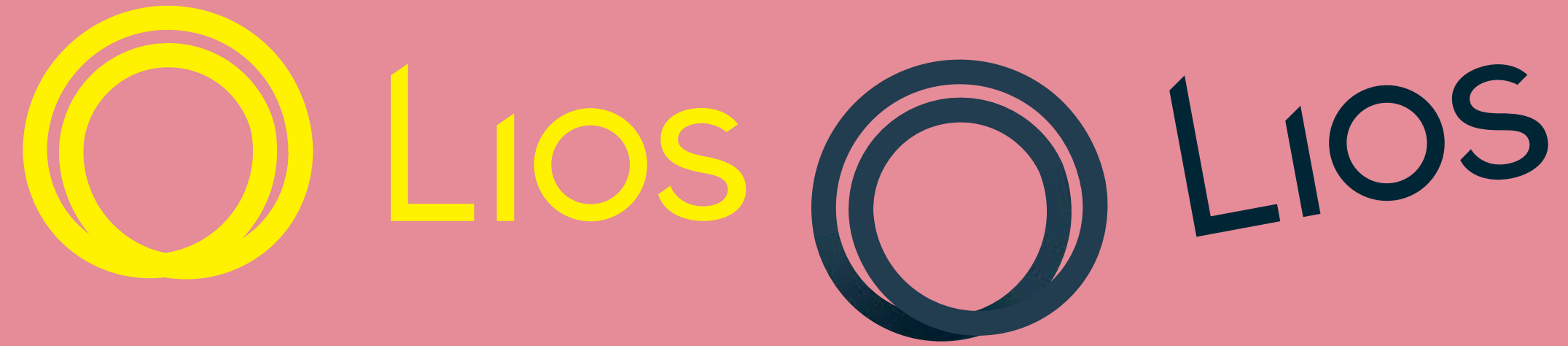
The Lios logo must never be stretched, scaled, or warped in any way that is not proportional to its original design.

The Lios logo may not be rotated or inverted and must be legible from left to right.

The Lios logo must not be displayed with low contrast..

The Lios logo must not be obstructed in any way.

An exception may be made to the colour rule for black when planning for printing in black and white.



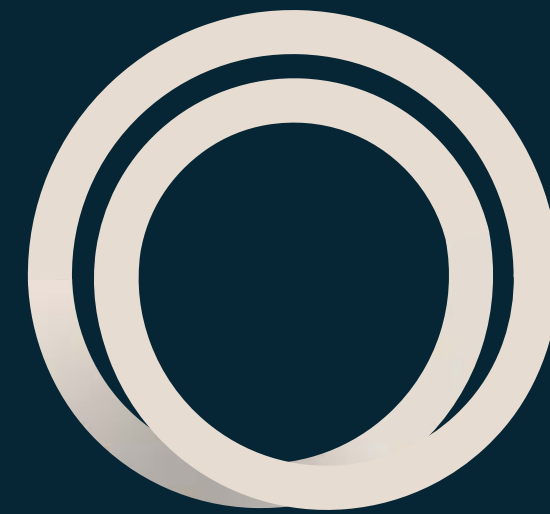
The Lios icon may be displayed in the same colours as listed for the logo. In addition, it may be displayed in Progress Red.

The Lios icon may also may be displayed as a gradient from a brand colour to transparent.

Otherwise, the Lios icon must always be displayed in high contrast environments.

The exceptions to these rules are the same as those which apply to the logo.

Sublogos, type, and other assets may be overlaid on the icon where appropriate. The overlaid asset must still follow the high contrast rules.

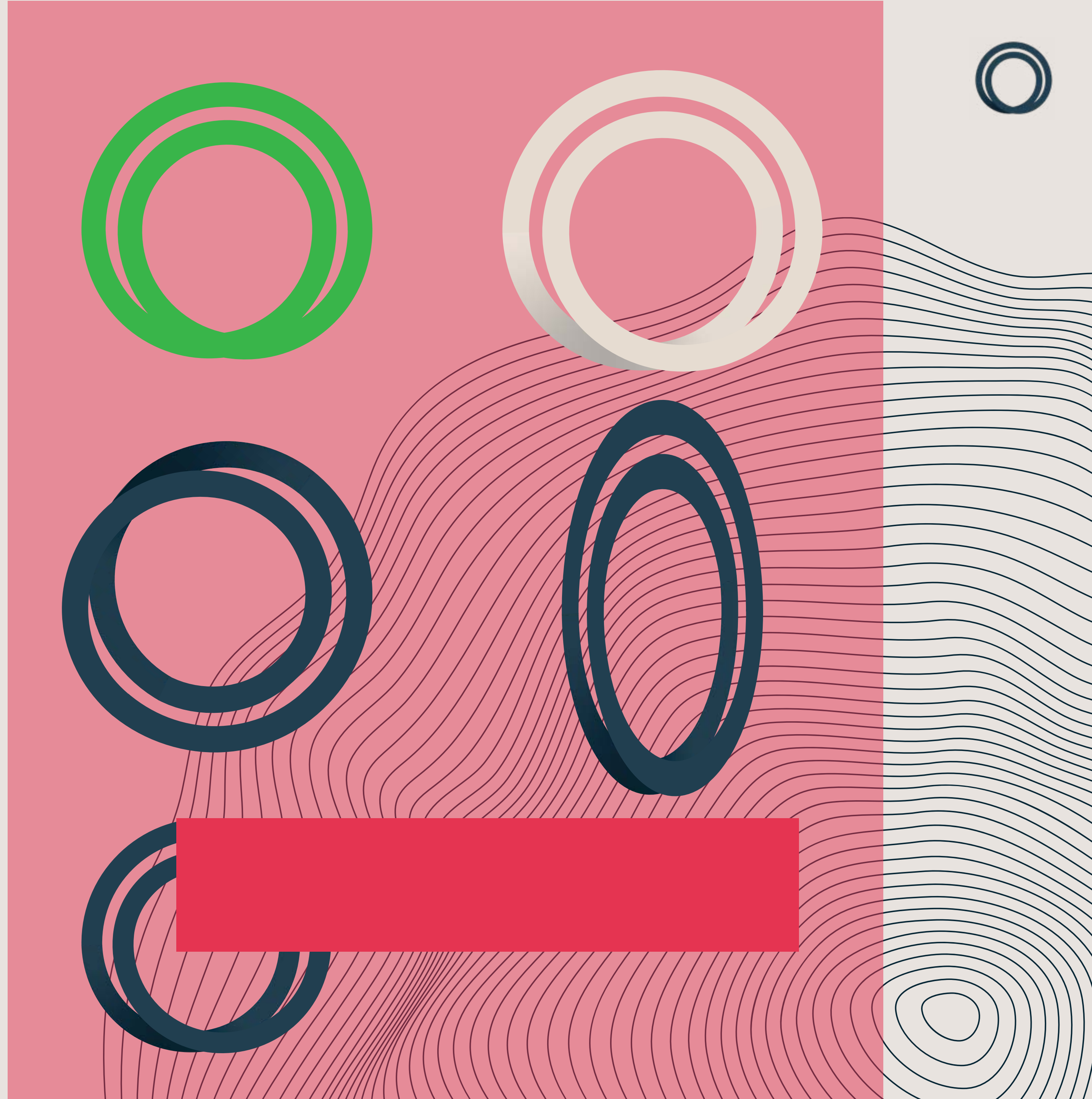


The Lios icon may not be used in place of the logo in contexts where the logo would typically appear. It also may not be the only identifying symbol on the opening page of a document.

For the icon, the same rules apply as to the logo when it comes to forbidden usages.

The exception to these rules is that it may be taken apart or rotated in order to create designs and patterns as previously stated (see pg. 19).

The icon still may not be stretched or warped in any way that is not proportional to its original scale.







Highlight or Call to Action

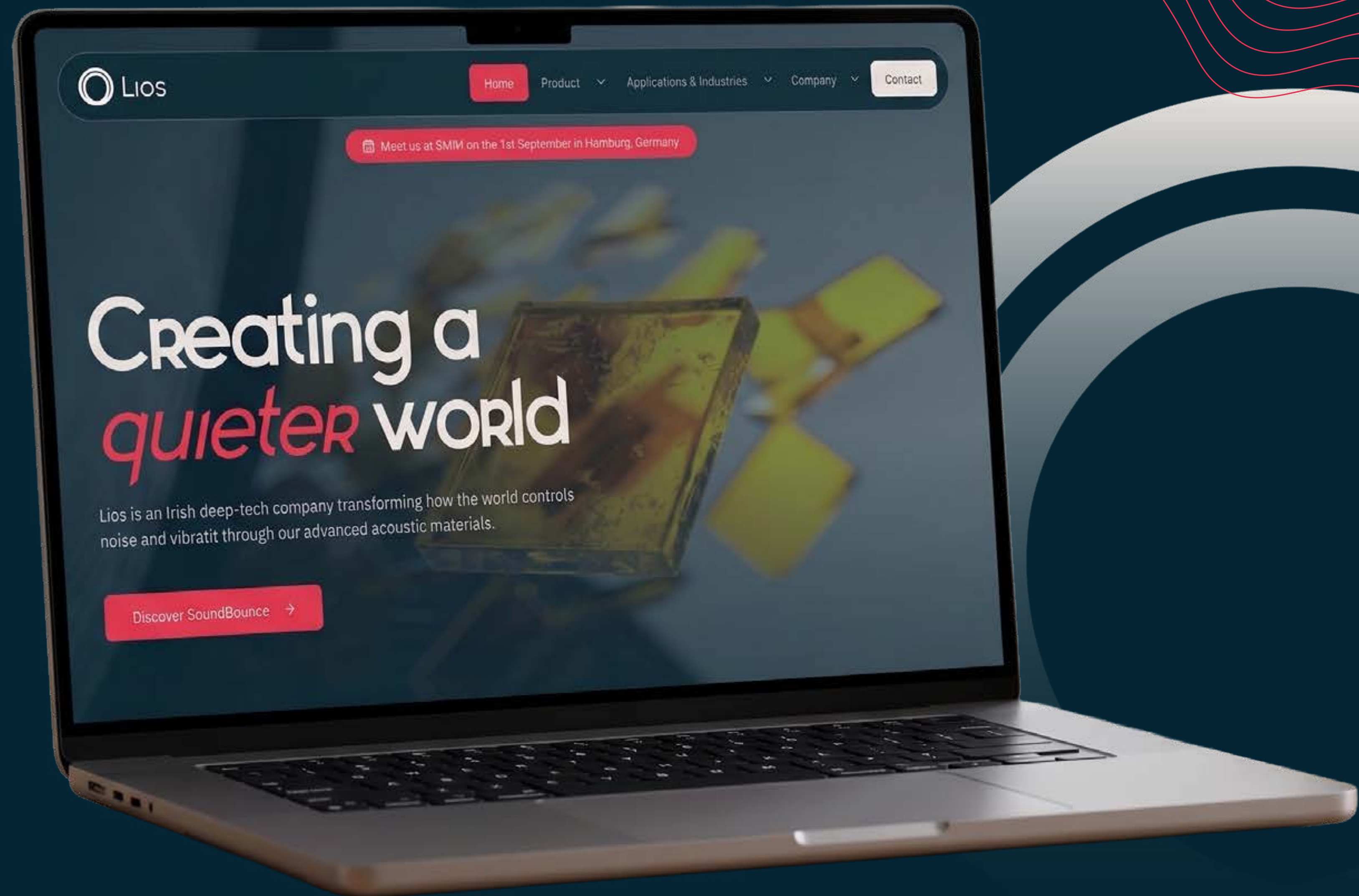
Background Gradient

Lios “High Rings”

Logo

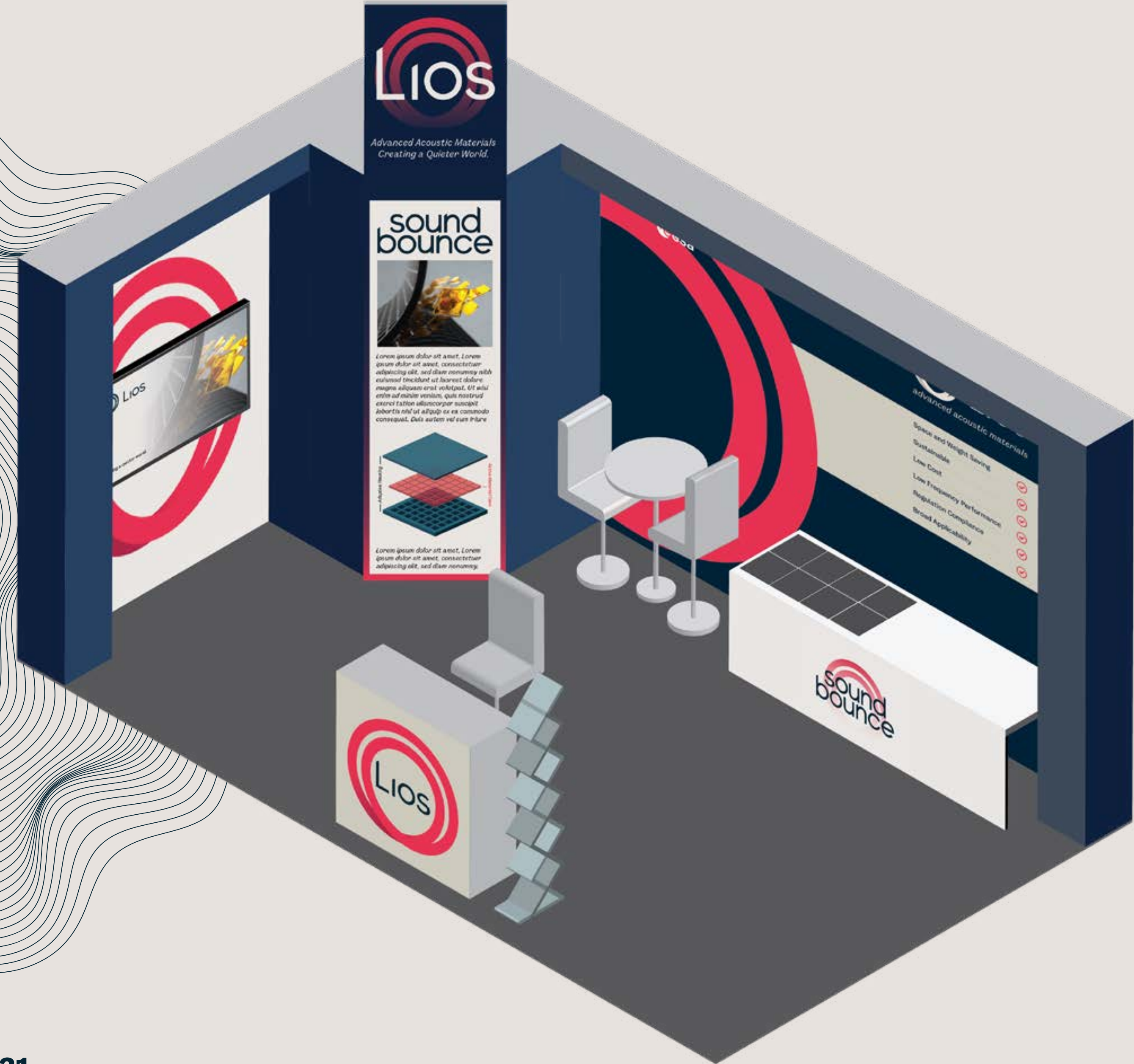
Feature

Social Media Post Anatomy





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Conclusion

Our goal is to eradicate harmful noise pollution and create a quieter world. Powered by scientific rigour and innovative technology like SoundBounce, Lios represents an intelligent, empathetic approach to sound protection.

This document serves as your guide to maintaining brand consistency while showcasing our commitment to advancements in acoustic materials.

Questions? Contact info@lios-group.com.

