

brilliant

Brilliant Brand and Co-Marketing Guidelines

Introduction_

The purpose of this document is to provide guidelines on how to apply Brilliant's brand and marketing assets. This is a guide is to help ensure that every Brilliant marketing asset that you use will be consistent with the Brilliant brand system.

Our brand identity is not just a logo – it's a design scheme composed of a number of core elements that come together to create a distinctive look and feel that makes the Brilliant brand instantly recognizable. The following pages guide you through our brand system and will assist you in designing and producing compelling communications with a high degree of creative flexibility.

Have a read and get to know Brilliant a little bit better. We have created this document to not only protect the value of Brilliant's brand, but to make it seamless to apply. As a partner or employee, you expressly consent to adhere to these guidelines when using any of Brilliant's brand assets throughout your own marketing and sales efforts. Our joint success is the way in which our messages come together to tell a simple, authentic, and positive story.

Not all marketing executions are created equally; if your use case for Brilliant brand materials is not covered or you are not sure, please contact: michael@brilliant.tech for review.

Content_

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Our Logo_

Our logo is one of Brilliant's most valuable assets and we offer two versions: on blue and on white. The Brilliant logotype is stylish, yet maintains a clarity that conveys the precise technological aspects of the Brilliant's hardware. You will see that the "illi" brings in influence from the touch sliders on the Brilliant Control itself. The letterforms were individually drawn and modified, using a framework provided by an existing Serif type. The Brilliant logo is at home as well as audacious in the tech arena.

The word "brilliant" is written in a white, lowercase, sans-serif font. The letters are clean and modern, with a slight shadow effect on the 'i' and 'l' characters. The background is a solid, dark blue.The word "brilliant" is written in a blue, lowercase, sans-serif font. The letters are clean and modern, with a slight shadow effect on the 'i' and 'l' characters. The background is solid white.

Logo Lock Up_

Smart Home Lock up

- Don't change the lockup (how it's positioned with our logo)
- Never recreate the combined logo and tagline art only use art as advertised here.

When using the Brilliant/Smart Home Control lockup, "Smart Home Control" must maintain a distance of at least 1X from "Brilliant" (where X equals the height of the "S" in "Smart Home Control").



brilliant
Smart home Control



brilliant
Smart home Control 1X

Logo placements

The placement of logos communicate brand dominance. The dominant brand is always on the left or on top, subordinate/partner logo is always on the right or on the bottom. Maintain the proper clear space around each logo.

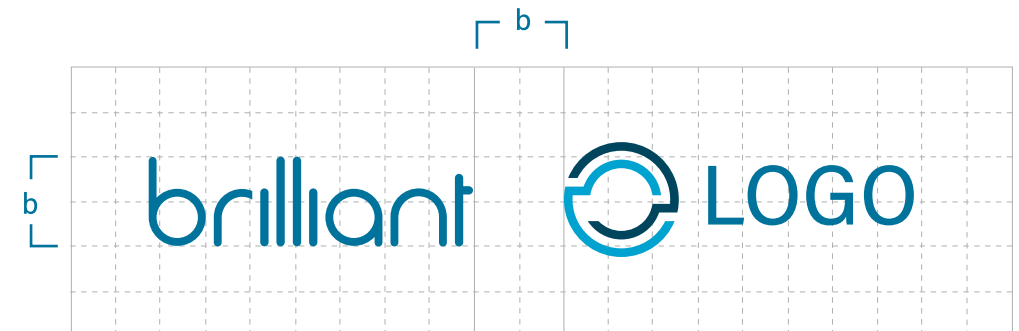
Follow these rules when locking up the Brilliant logo with the partner logo:

- The default is to use the full color logo on a white background whenever possible.
- The two logos should be of the same visual size.
- When the logos are locked up, separate them by the distance of “1b” as shown in the example on the right.

The logo guidance rules to the right must always be followed regardless of brand dominance.



Vertical Lockup



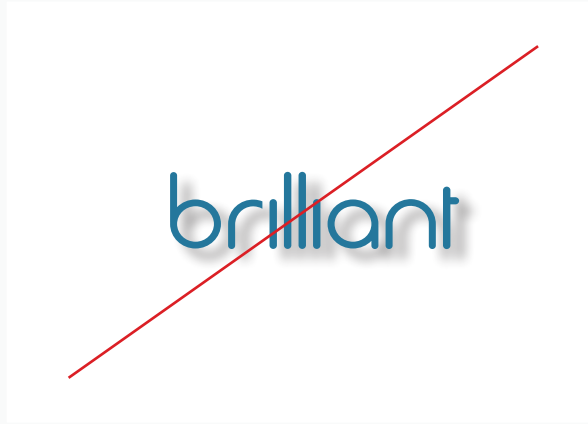
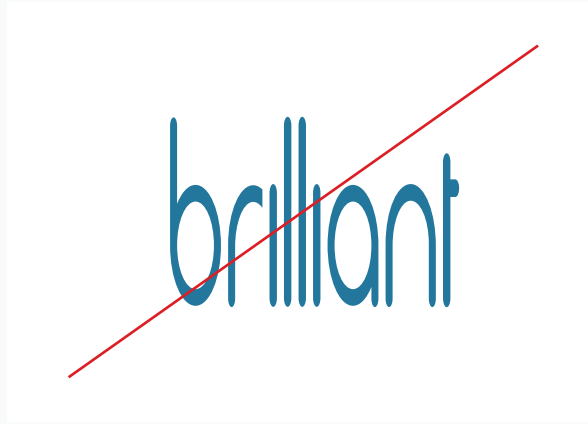
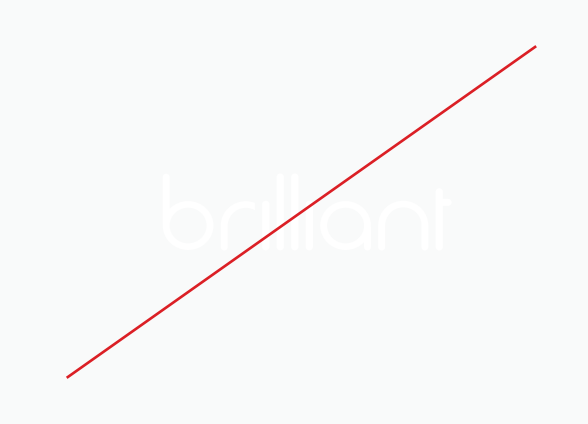
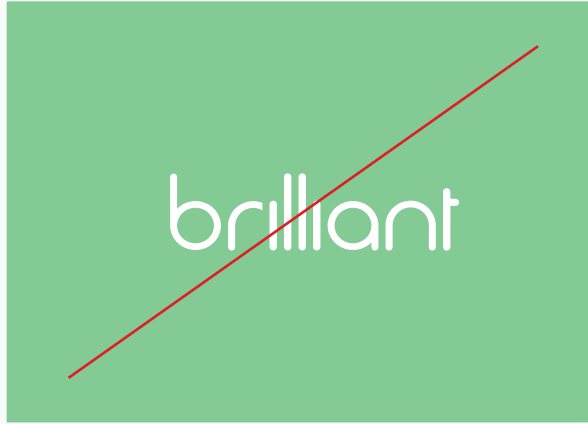
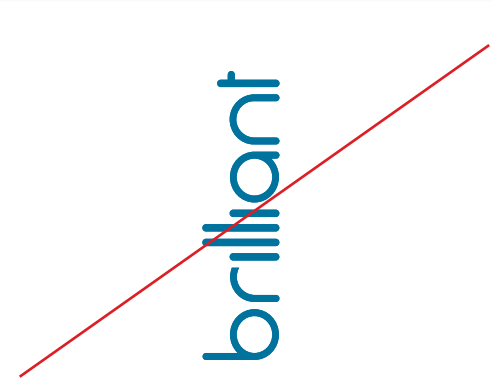
Horizontal Lock Up

Logo Dont's

Unacceptable usages of the Brilliant identity

The examples shown are not exhaustive, but they illustrate some common mistakes.

- 1 DO NOT construct a pattern from the logo.
- 2 DO NOT rotate the logo.
- 3 DO NOT reverse the logo out of any solid colors blue
- 4 DO NOT place the logo over a too-light background.
- 5 DO NOT distort the shape of the logo.
- 6 DO NOT change the color of the logo.
- 7 DO NOT use drop shadows
- 8 DO NOT place the logo over busy imagery



Primary Colors

Color is an integral part of our brand identity. Colors help us create brand recognition and visual interest across our communications. It's one of our primary ways to signal Brilliant at every customer touch point. From packaging to collateral to all MARCOM communications, the consistent use of color reminds customers that we are committed to staying engaged with them.

Simple in principle, but loaded with impact is the consistent use of color to convey Brilliant's brand identity. Think of color in the same way a sports team uses it — color distinguishes, unifies, and solidifies our brand experience.

Pantone 111-6C

RGB 45/118/155

CMYK 83/46/24/3

#2d769b

Pantone 000C

RGB 255/255/255

CMYK 0/0/0/0

#ffffff

Secondary Colors

Secondary colors have been selected to complement the primary colors. Our colors have been chosen to work in combination with each other and to enable a full range of visually engaging communications.

Pantone® is an internationally recognized color matching system and should be utilized for communicating color to a professional print vendor. When it is not possible to print a solid Pantone color, use the recommended CMYK (Cyan, Magenta, Yellow and Black) percentages specified to achieve the closest match to Pantone inks. RGB and Web values specify colors for screen and Internet display only. RGB color printouts should not be used to match the color.

Pantone 24-8C

RGB 246/135/31

CMYK 0/58/98/0

#f57f20

Pantone 179-15C

RGB 40/49/60

CMYK 81/67/55/53

#27333c

Pantone 174-10C

RGB 87/110/130

CMYK 71/50/36/10

#576e82

Pantone 83-9C

RGB 119/143/153

CMYK 57/36/33/2

#778f99

Pantone 000C

RGB 240/239/239

CMYK 5/3/3/0

#f0efef

Primary Font_

Aa

Typography is elemental in providing a visual voice to the brand. Our typographic choices influence the messages we are communicating. They are the clothes our words wear and deliver distinct messages about how our brand is perceived.

HEADLINES / SUB HEADLINES

Typeface: Gotham

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%&<>

Gotham Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%&<>**

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%&<>**

Secondary Font_

Aa

Typography is elemental in providing a visual voice to the brand. Our typographic choices influence the messages we are communicating. They are the clothes our words wear and deliver distinct messages about how our brand is perceived.

BODY TEXT

Typeface: Open Sans

Open Sans light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis no

Open Sans Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis no

Product Photography

Unacceptable Photographic Alteration

- 1 DO NOT present photos in angles other than those shown in official release.
- 2 DO NOT rotate product photography.
- 3 DO NOT use severe cropping or enlarge photography for use as texture.
- 4 DO NOT obstruct photography with other elements like typography.
5. DO NOT modify the screen images or change the color of the Brilliant device.

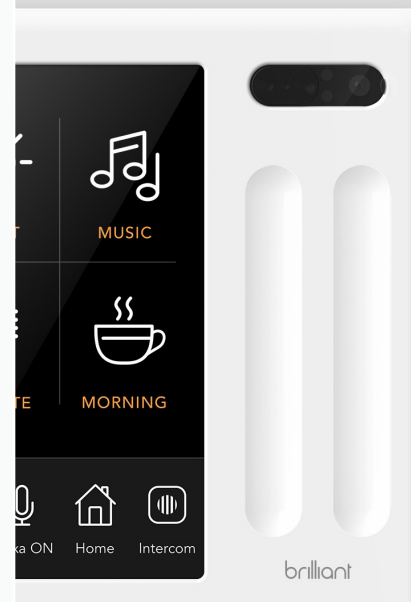
1



2



3



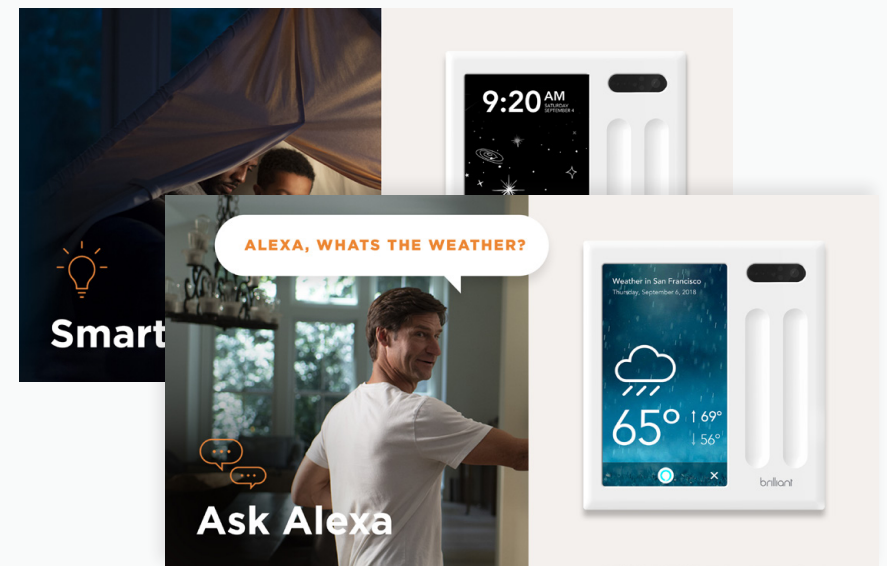
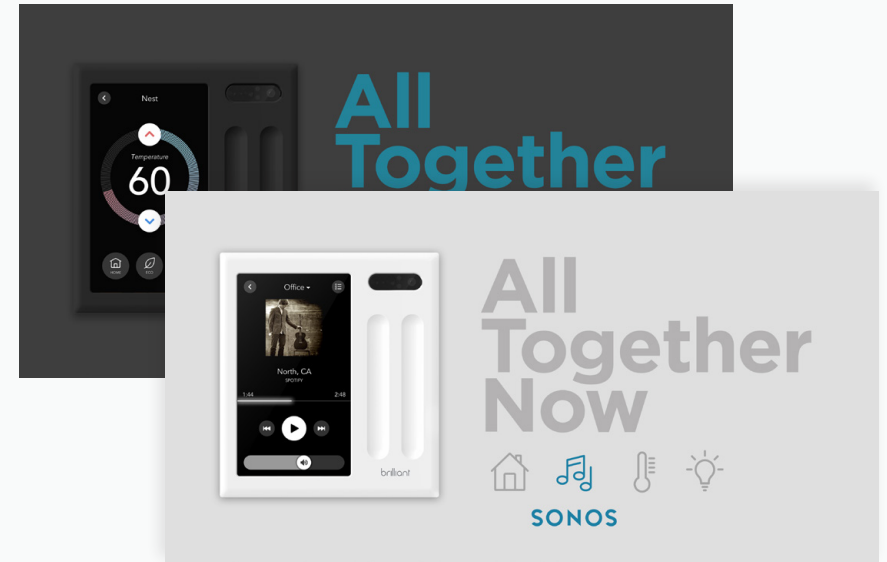
4



Brilliant Creative

Here are a few executions of types of creative that Brilliant uses in advertising, MARCOM materials, and social media. Our product imagery is designed to showcase the simplicity and elegance of Brilliant. We style each image to reflect our products and will make updated product images available for your use. Please don't modify by replacing the screen image, changing the color of the device or cropping an image's edge to alter a product made by Brilliant.

When a partner brand creates or heavily influences the MARCOM experience, it's critical that we protect and appropriately display the Brilliant logo. The visual treatment should convey that Brilliant is participating in, and is not responsible for the marketing activity. The Brilliant brand identity is clean and uncluttered. Keep clear space around approved imagery and free of text, graphics and busy background elements. The Brilliant logo should be optically equal in size in Co-Marketing materials.



Product Descriptions & Key Messages_

Product Descriptions

A. Brilliant simplifies your smart home experience, giving you touch and voice control over all your smart home technology. From lights, music, climate, security, and doorbells to whatever comes next, Brilliant replaces any existing light switch and connects everyone in the home with controls that are easy to access and use.

B. Brilliant replaces any existing light switch to give you touch and voice control over smart home technology, including Sonos, Nest, Ring, Phillips Hue, and many others. With Alexa built in for voice control, a personalizable high-resolution display for touch control, and a camera with a privacy shutter for room-to-room video chat, your home is now more than just smart. It's Brilliant.

Taglines

- Smart Home Control
- Smart Home, Made Simple
- Everything. Everyone. Every Room.
- All Together Now.

Key Features and Benefits

Turn dumb lights into smart lights.

Turn any wall-controlled light into smart lighting controllable by touch, by mobile app, or by voice with Amazon Alexa.

Smart, meet simple.

Brilliant connects to your smart home products in just a few steps. Once you connect over WiFi, anyone in the home now has touch and voice control over a wide range of products.

A match made in audio heaven.

Brilliant can control the entire Sonos Home Sound System. With easy access right on the wall, everyone in the home can access and enjoy their favorite music effortlessly.

Alexa in every room without the clutter.

Brilliant brings Amazon Alexa to any room, enabling verbal and visual responses to requests. It's the first Amazon Alexa compatible third-party device to offer visual responses directly in the wall of your house.

Talk to the entire house or just one room.

Brilliant includes a microphone and camera with a privacy shutter. When installing two or more, Brilliant can be used to make announcements to the entire house or as a video intercom between specific rooms.

Create a “scene” for every occasion.

Activate custom experiences with a single tap or voice command to recall specific lighting, music, temperature, and other settings.

Know who’s ringing and let them in.

Connect Brilliant to Ring + August Smart Lock to see who’s at the door, and never miss a visitor or package. Want to let them in? Just touch the screen.

Adjust the temperature from any room.

Connect Nest or other smart thermostats to Brilliant and quickly adjust the temperature with touch or voice control.

Add your own personal touch.

Upload family photos, art, or seasonal themes to complement your home’s sense of style and decor.

Be Brilliant from anywhere. Not at home?

Forgot to turn off a light? No problem. Brilliant has Android and iOS apps for remote control.

Business Positioning Long and Short

Keep this in mind and use these descriptions when talking to your partners and clients about Brilliant's key value proposition.

Positioning long

For those seeking a smarter home experience, Brilliant eliminates the complexity of managing all your smart home devices and lighting by integrating them into a unified smart home control. Unlike all your smart home products that require you to interact through various apps, Brilliant is designed for the home, not just the phone. It simply replaces any existing light switch, instantly converting standard lights into smart lights. Brilliant enables the home experience for everyone – effortlessly and intuitively – via touch and voice controls.

Positioning Short

For those struggling to manage all of their smart home products and lighting, Brilliant simplifies their lives by integrating all smart home products into a unified home control that everyone in the house can access and use.

PR and Social Media_

Use the below description to describe Brilliant as a business in marketing materials.

About Brilliant

From lights, music, climate, security, and doorbells to whatever comes next, Brilliant makes interacting with all of your smart devices simple by building controls that are easy for everyone to access and use right in the walls of your home. Brilliant creates technology that unifies the home experience through simple and thoughtful interaction.

Press and Media Inquiries

For all PR related questions such as mentioning or featuring Brilliant in a press release or a news article, please email: michael@brilliant.tech

When mentioning Brilliant in social media posts, here's all the key information.

Social Media Handles

Twitter: <https://twitter.com/brillianttech>

Instagram: https://www.instagram.com/brilliant_tech/

YouTube: <https://www.youtube.com/watch?v=QlgocFKBjrc>

Facebook: <https://www.facebook.com/BrilliantTech/>

Key Hashtags to categorize content

#AllTogetherNow

#SmartHome

#EverythingEveryoneEveryRoom