



# BRAND GUIDELINES

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Version 1.1 —Sept 2025

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# BRAND FOUNDATION

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# MISSION

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The foundation of who we are and why we exist. Our mission drives every decision we make and reflects the core purpose behind the work we do.

**TO BE DEFINED BY OUR  
BOLD CREATIVITY AND OUR  
CONFIDENT SIMPLICITY.**

# VISION

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The future we're striving for and how we'll continue to make an impact that goes beyond the product.

**TO BE A TRUSTED VISIONARY  
FOR THE LIGHTING DESIGN  
COMMUNITY.**

# BRAND FRAMEWORK

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The blueprint to who GLLS is and what defines us.

## WHO WE ARE

We are a solutions-first lighting manufacturer that transforms complex LED lighting challenges into streamlined, magical results.

## WHAT WE DO

We design complex LED lighting systems that balance performance, precision, and aesthetic clarity.

## HOW WE DO IT

We pair advanced lighting technology with personalized service and design leadership.

## WHY WE DO IT

We believe even the most improbable lighting designs should be accessible and achievable.

# BRAND VALUES

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These are the principles we live by. They keep us grounded in what matters most as we grow and evolve.

## VISIONARY

We bring the impossible to life.

## CLARITY

We turn the complex into the clear.

## INTEGRITY

We do what we say, with accountability and transparency.

## INGENUITY

We approach every challenge with creativity and technical rigor.

## PROGRESS

We don't settle. We evolve alongside the industry.

# BRAND STORY

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Our brand story brings together our journey, values, and purpose. It's more than products—it's about building a brand people rely on when it matters most.

**AT GLLS**, our journey began over 20 years ago with the idea that LED lighting could do more, and be more. As lighting demands grew more complex, so did the need for clarity. We've evolved into a creative and technical partner trusted by leading architects, lighting designers, and fabricators. From concept through installation, we simplify every phase of the lighting process as we merge the artistry of lighting with a relentless commitment to customer success.



## TAGLINE

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Our tagline is more than just a phrase; it's a succinct representation of our brand's core message. It encapsulates what we stand for and how we want to be perceived.

# Complexity, Simplified.

A promise and a principle. It's the essence of how we think, work, and serve.



# VERBAL IDENTITY

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# PERSONALITY

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This is how we express our brand's character. These are the traits that make us relatable, engaging, and consistent in all our communications.

## ***THE CREATOR MEETS THE MAGICIAN***

*Inventive. Transformative. Exacting. Inspired.*

### **DESIGN-CENTRIC THINKING**

GLLS doesn't just build lighting, it crafts elegant solutions that enhance architectural features.

### **SIMPLIFYING THE COMPLEX**

We turn intricate lighting challenges into intuitive tools, helping specifiers move from concept to confidence without second-guessing.

### **VISUAL SIMPLICITY, TECHNICAL DEPTH**

Our products are clean and refined in appearance, but carry the depth and durability required by demanding applications.

### **FROM VISION TO REALITY**

We help lighting designers bring abstract visions to life with precision-built, configurable systems. We bridge imagination and implementation.

# TONE

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Our tone of voice reflects the way we speak to our audience. It ensures that our messages are delivered in a style that is both authentic and engaging.

## **PRECISE, NEVER RIGID**

We communicate clearly and accurately, delivering exacting information without being inflexible.

## **INVENTIVE, YET GROUNDED IN REALITY**

Our creativity is always purposeful, balancing bold ideas with practical, buildable solutions.

## **CONFIDENT, YET COLLABORATIVE**

We lead with expertise and humility, working alongside our clients as trusted partners.

## **WARM, WITH QUIET INTENSITY**

Our tone is human and approachable, driven by a deep, focused commitment to excellence.

## **DETAIL-ORIENTED, YET OUTCOME-DRIVEN**

We obsess over the small stuff to ensure big-picture success.



# VISUAL IDENTITY

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## Visual Identity

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# LOGOS

# PRIMARY LOGO

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Our most recognizable and valuable visual asset is our logo. It is the unifying visual element that appears across all of our communications.



*Light Background*

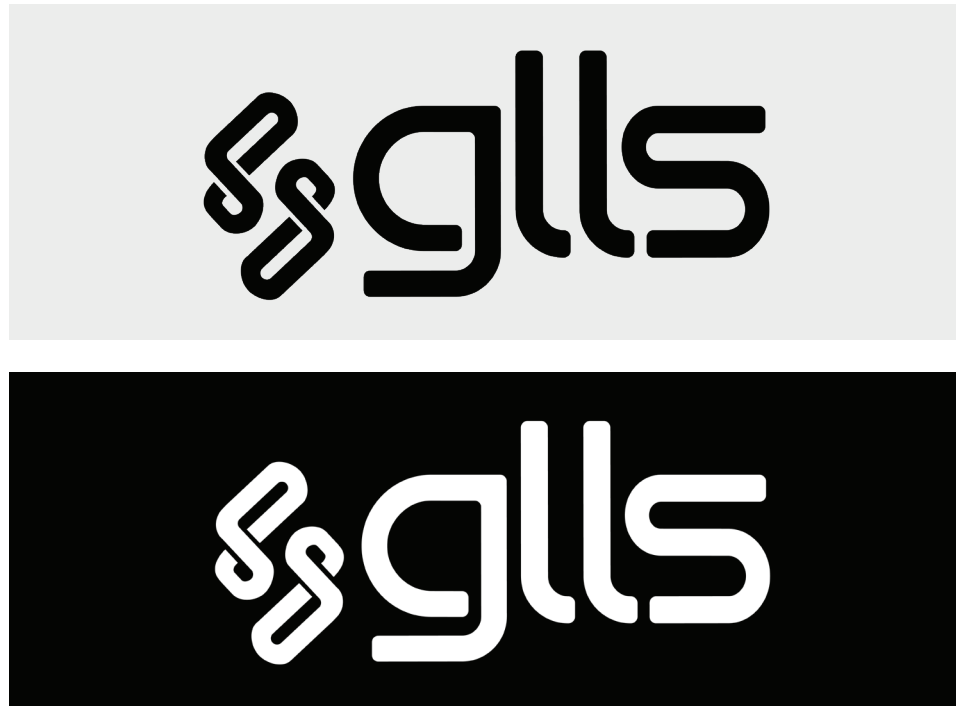


*Dark Background*

# SINGLE-COLOR LOGO

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Our single-color logo should only be used where it's not possible to use the primary logo in full color, such as one-color printing or conflicting backgrounds.





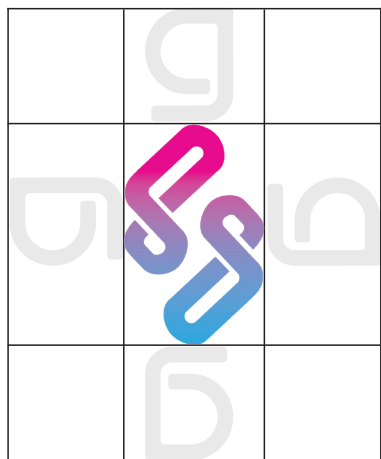
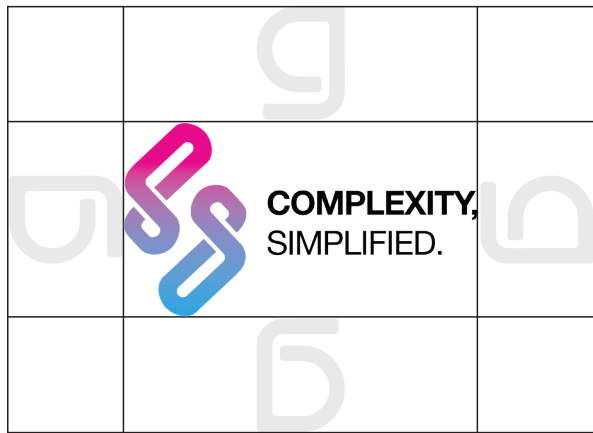
# SECONDARY LOGOS

These logos are designed for use when the primary logo doesn't fit the layout or design.



# CLEARSPACE

To ensure optimal readability, there should be a minimum amount of clear space around our logo. This space isolates the mark from any competing graphic elements that may conflict with, crowd, or diminish the overall impact of our logo.



# LOGO MISUSE

It is important that the appearance of the logo remains consistent. Please use the logo with the utmost care.

✗ Do not warp, stretch or distort.



✗ Do not change the logo color.



✗ Do not rotate the logo.



✗ Do not rearrange or recreate the logo.



✗ Do not put a stroke on the logo



✗ Do not apply shadows, outlines, or other effects.



✗ Do not place the logo on similar or contrasting backgrounds.

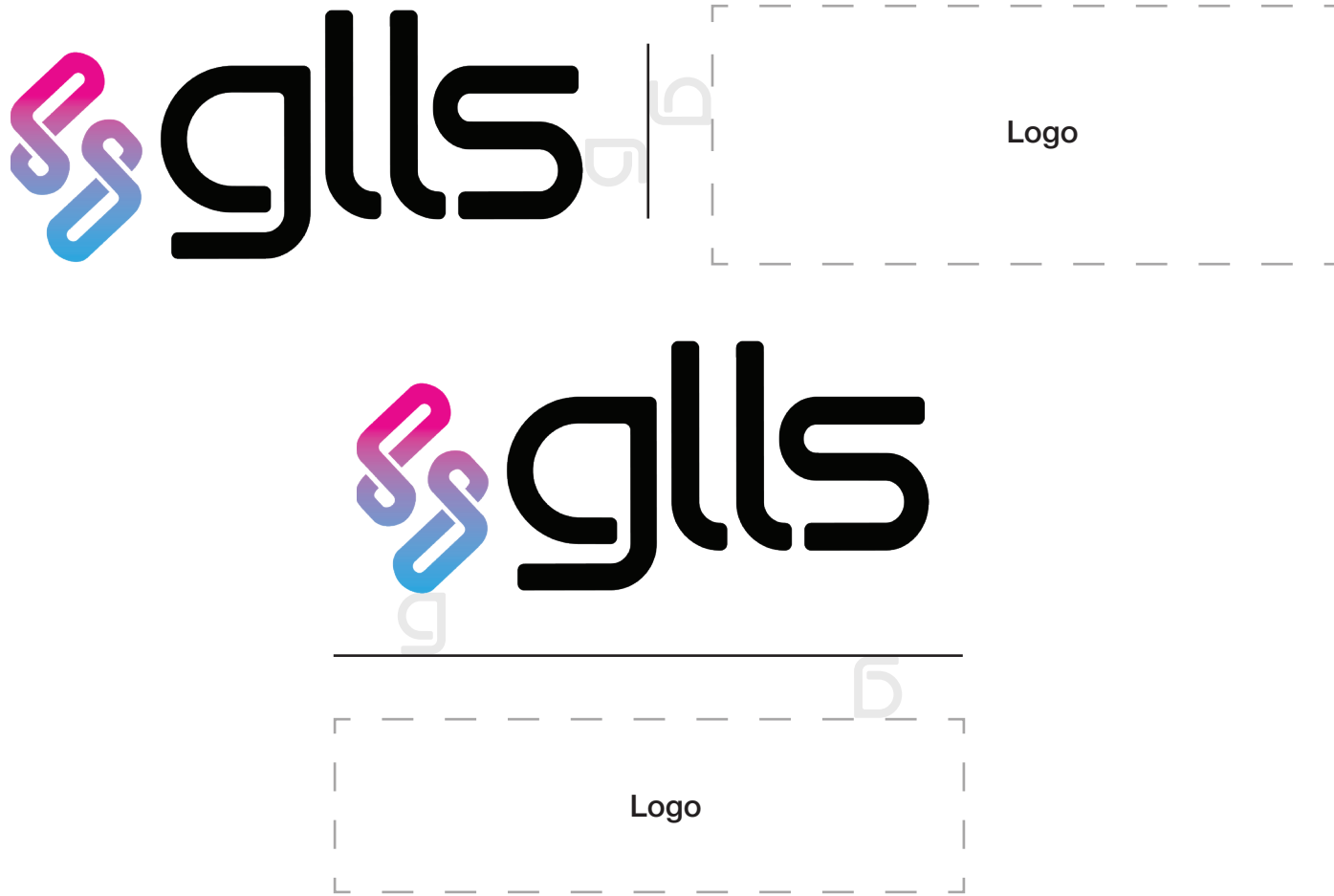


✗ Do not use old branding.



# CO-BRANDING

Sometimes, we may need to lockup our logo with agencies or another company. Our logo and the company's logo should have equal visual weight. In most cases, making the logos the same height, with the exception of small overhanging elements, will achieve this balance.





## **Visual Identity**

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# **COLOR**

# COLOR PALETTE

Our color palette consists of 6 colors based off our logo and colors that complement them. This palette enhances our brand’s presence, blending boldness with subtlety for a cohesive and professional look.

<b>PINK</b> HEX: #EC008C RGB: 236, 0, 140 CMYK: 0, 100, 0, 0	<b>LIGHT BLUE</b> HEX: #00AEEF RGB: 0, 174, 239 CMYK: 100, 27, 0, 6	<b>DARK BLUE</b> HEX: #2C296D RGB: 44, 41, 109 CMYK: 60, 62, 0, 57
		<b>WHITE</b> HEX: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0
		<b>LIGHT GRAY</b> HEX: #E6E6E6 RGB: 230, 230, 230 CMYK: 0, 0, 0, 10
		<b>BLACK</b> HEX: #000000 RGB: 0, 0, 0 CMYK: 0, 0, 0, 100

# TINTS & SHADES

These tints and shades expand on our primary palette, adding depth and flexibility. Use these colors where restricting colors to the primary palette isn't practical.

<b>PINK</b> HEX: #EC008C	<b>LIGHT BLUE</b> HEX: #00AEEF	<b>DARK BLUE</b> HEX: #2C296D	<b>BLACK</b> HEX: #000000
80%	80%	80%	80%
60%	60%	60%	60%
40%	40%	40%	40%
20%	20%	20%	<b>LIGHT GRAY</b> 20%



**Visual Identity**

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# **TYPOGRAPHY**



# TYPEFACE

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We use Helvetica Neue, a clean, modern sans-serif typeface known for its balanced, neutral appearance and exceptional versatility across a wide range of design applications.

## Helvetica Neue

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 0123456789

Thin  
Light  
Regular  
Medium  
SemiBold  
Bold  
ExtraBold  
Black

*Thin*  
*Light*  
*Regular*  
*Medium*  
*SemiBold*  
*Bold*  
*ExtraBold*  
*Black*



## **Visual Identity**

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# **GRAPHIC ELEMENTS**

# ICONS

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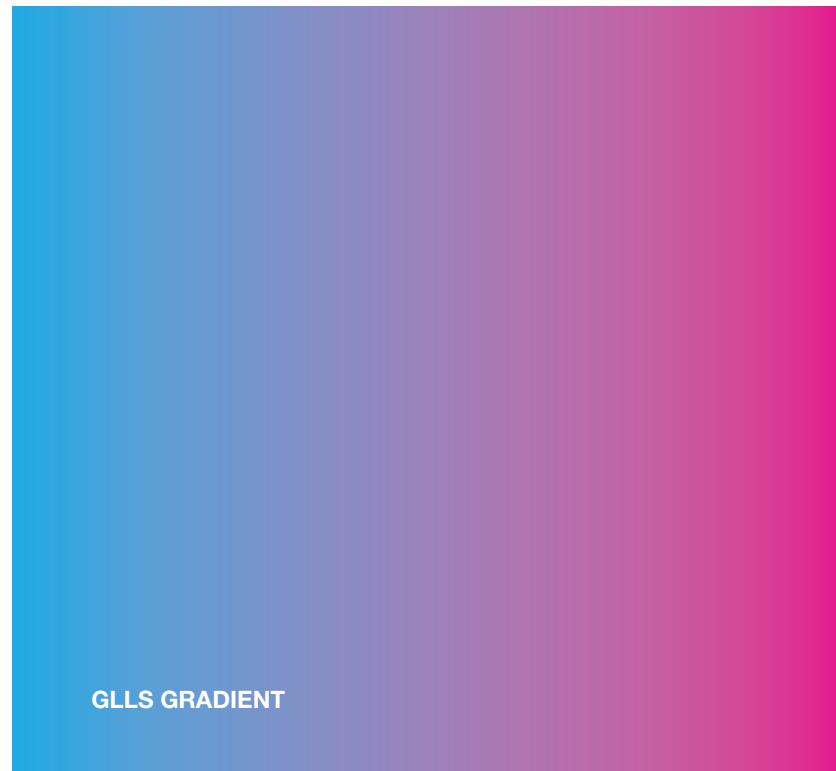
Our icons provide straightforward representations of essential concepts, helping users navigate and interact with our content effectively.



# GRADIENTS

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Gradients with our brand colors add visual interest and depth. Apply gradients sparingly to ensure they enhance rather than overwhelm the design.





# APPLICATIONS

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**Applications**

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# LAYOUT & HIERARCHY

# WEB

This example illustrates our brand hierarchy and style, while serving as a guide for maintaining consistency and readability in brand communications on the web. Adjust the specific weights and styles according to the content’s context and intended use.

# GLLS, REFRESHED

Headings  
Helvetica Neue Bold — 30 pt

Sub-headings  
Helvetica Neue Medium Italic — 14 pt

Paragraph Headings  
Helvetica Neue Medium — 10 pt

Paragraph Headings  
Helvetica Neue Regular — 10 pt

*Latassum volupta tatus. Omnimpor a que nullorem eatiur? Apidebiti sunt earunt et*

## THE NEW LOOK

Illabo. Volor sa praepudi intiorit erum fugiae. Nam, quia aut fugiae nem el elis id qui alit, simagnis iuntia eaque non pa cus quae vendandi blabore praepro ommolor eniendit, si od estrum cumque la numet et laturest ex experori dus unturitem volor assum nosant, ut officit autatet facerep ellent. Vidunt ullorum ut parum int, conse persprietum voluptatur susapersped quuntet et esequam nost as de verum quo mollabo. Nam vendi od maio berum a dit escid maxim enturib usamuscit, que pera dunt.



*Our lighting solutions are more than just functional—they’re designed with care,*


Captions  
Helvetica Neue Italic — 6 pt

LEARN MORE


CTA Text  
Helvetica Neue Bold — 10 pt

SPEC SHEETS


This example illustrates our brand hierarchy and style, while serving as a guide for maintaining consistency and readability throughout our spec sheets. Adjust the specific weights and styles according to the content's context and intended use.






Customer:  Date:   
Project:



**LINE VOLTAGE S160: PVC - 120V**  
Indoor & Outdoor Rated Linear Flex Profile - Static Whites & Colors



PROFILE CAPABILITIES



MIN BENDING DIAMETER  
4.72in (120mm)

IP65

IK10

RoHS

DALI

120 AC

5 YEAR

FLAME

NO SOLVENT

PAINT WATER

TEMPERATURES

AMBIENT OPERATING TEMPERATURE:  
-4°F to 95°F (-20°C to 35°C)

AMBIENT INSTALLATION TEMPERATURE:  
32°F to 95°F (0°C to 35°C)

FIXTURE STORAGE TEMPERATURE:  
-4°F to 95°F (-20°C to 35°C)

MAX MOUNTING SURFACE TEMPERATURE:  
140°F (60°C)

HUMIDITY (NON-CONDENSING):  
0-95%


THERMAL MANAGEMENT:  
Free Air Convection

FIXTURE ORDER CODE

E	A	B
5	2	1
INPUT CONNECTORS See Page 5 to select input connector	SERIES E = Line Voltage MATERIAL 2 = PVC PROFILE C = S160 BENDING 1 - Side JACKET/BASE + LENS COLOR W = White + Diffused LED FUNCTION 1 = Static LED COLOR A = Amber B = Blue C = Green E = Red H = 2200K J = 2700K L = 3000K M = 3500K N = 4000K Q = 5700K CHIP + CRI 1 = Epistar SMD LED Chip Colors 2 = Epistar SMD LED Chip + CR880 Whites	

C	D	E
F	2A	5
POWER F = 3.05w/ft (10w/m)	VOLTAGE + CIRCUIT TYPE 2A = 120V AC ORDER UNIT LENGTH* F = 3.28in (83.3mm) Glow Width H = 4.92in (125mm) Output Red Amber	OUTPUT CONNECTOR See Page 5 to select output connector


F	G
C 1	C
MOUNTING PROFILE See Page 7 to select connector	MOUNTING ACCESSORIES See Page 13 to select mounting POWER SUPPLIES & CONTROLS: By Others By GLLS



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GLLS reserves the right to make any design changes for continuous improvement which will not affect the overall appearance or performance. REV. 20250520

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**LINE VOLTAGE S160: PVC - 120V**  
Indoor & Outdoor Rated Linear Flex Profile - Satic Whites & Colors



COMPLEXITY,  
SIMPLIFIED.

A

MECHANICAL

ASSEMBLY  
Fixtures are carefully assembled using high-quality components to ensure durability and performance. Each unit is built to meet strict specifications, with attention to electrical safety, thermal management, and optical alignment.

OVERALL & CUTTING LENGTHS  
Fixtures feature defined overall lengths and specific cutting increments for easy customization. Cutting must be done at marked points to maintain proper function and consistent light output.

JACKET COLOR  
The white jackets, with diffused lens covers provide a clean, uniform appearance while softening light output for reduced glare. It enhances visual comfort and delivers smooth, even illumination ideal for architectural and display applications.

BENDING RADIUS  
Do not bend smaller than allowed minimum bend diameter, or may cause damage to the light & void warranty.

OPERATION

LIGHT ENGINE  
Static Pulse Width Modulation (PWM) light engines use pulse width modulation to deliver stable, flicker-free light at a fixed brightness. They offer consistent color and reliable performance for long-term applications.

ELECTRICAL  
Designed to meet UL, CE, and RoHS standards, they feature overload, overvoltage, and short-circuit protection, along with low EMI and efficient thermal management for safe, reliable operation.

DIMMING  
Dimming controls for 120V Static PWM systems include 0-10V, RDM DMX, and DALI protocols. These options allow smooth, flicker-free dimming while maintaining consistent color and performance across fixtures.

GENERAL

WARRANTY  
Limited 5-Year Warranty against defects in materials and manufacturing. Coverage applies to properly installed and maintained products. Damage from misuse or improper installation is not covered. GLLS may repair, replace, or issue credit for eligible claims.

LUMEN MAINTENANCE  
GLLS static lighting fixtures are tested to IES LM-84 and projected with IES TM-28 to ensure consistent lumen maintenance. Fixtures are designed to retain at least 70% of their initial brightness (L70) over a 10-year lifespan when properly installed and operated.

CERTIFICATION  
Tested to UL1598/2388 Class 2 by Underwriters Laboratory for use in the USA and Canada. Exceeds ANSI C78.377A, CE, and RoHS standards. Must be used under Class 2 ratings to maintain certification.  
UL Certificate #: E347880  
Report Reference #: E347880-2130503

TESTING

OPTICAL TESTING

TEST	RESULTS
Spectrum Analysis	IES LM 79 (Lumen, CCT, CRI, XY, SDOM, Wavelength)
Photometric Distribution	IES LM 79
Lumen Maintenance & Lifetime	IES LM 84 & IES TM28

ENVIRONMENTAL TESTING


TEST	RESULTS
Salt Water Immersion	IEC60598-1, Salinity 4%
Salt Spray Test	IEC60598-2-11
Outdoor Exposure	Manufacturer-defined
Flame Resistance	UL94
UV Exposure	ASTM G154, ISO 4892-3, UVA @ 340nm & 65°C
IPX8	EN 60598-1: 2015/A1:2018 Clause 9.2.2 & 9.2.8
Temperature Shock(Silicone)	Manufacturer-defined, -40°C - 60°C (typical temperature range)
Constant Temperature	Manufacturer-defined
12mm Needle Flame Test (Silicone)	IEC60895-11-5
650°C Glow-wire Test (Silicone)	IEC60895-2-10

TEMPERATURE TESTING

TEST	RESULTS
Normal Temperature Test	UL1598 & UL2388 & IEC60598-1 & IEC60598-2-21
Abnormal Operation Test	UL1598 & UL2388 & IEC60598-1 & IEC60598-2-21

DURABILITY TESTING

TEST	RESULTS
Bending Test	Manufacturer-defined, 500 cycles
Tensile Test	Manufacturer-defined, > The weight of light in max.
Twist Test	Manufacturer-defined, >200 cycles
Ball Impact	UL1598 & UL2388 & IEC60598-1 & IEC60598-2-21
IK	IEC62282



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GLLS BRAND GUIDELINES

APPLICATIONS | 32



# PRINT COLLATERAL


This example illustrates our brand hierarchy and style, while serving as a guide for maintaining consistency and readability throughout our print collateral. Adjust the specific weights and styles according to the content’s context and intended use.




## LINEAR FLEX

Installation Manual

Version 1.0 - May 2025

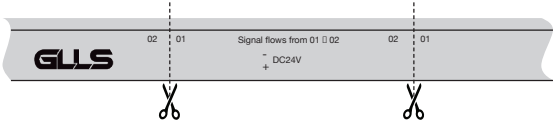


### ORIENTATION



#### CUTTING UNITS


When installing connectors onto Vivid Linear Flex, it is crucial to correctly orientate the cutting unit. Each cutting unit has an "01" end and an "02" end, which are clearly marked at every cut point.



#### BENDING DIRECTIONS

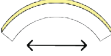
Vivid Linear Flex comes in two bending profiles: Side Bending and Top Bending. In order to avoid damaging the circuit board and the LEDs, you must only bend the fixture in its specified direction. You can find the bending direction of a fixture by looking at the printing marks on the fixture body. Failure to follow the proper bending direction or over-bending will damage the product and void the product warranty.

LIGHT SURFACE




TOP BENDING

MIN BENDING DIAMETER



11.81in (300mm)

LIGHT SURFACE

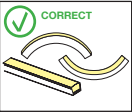


SIDE BENDING


CAUTION

Do not twist, stretch, or pull on the fixture.  
Do not bend the first cutting unit of the fixture near the connector.  
Repeated bending and unbending can weaken the PCB.  
Damage to components can result.

CORRECT



INCORRECT




#### THERMAL FLUCTUATION

Defined in the fixtures OFF state

Fixtures have an Expansion and Contraction variance of up to:

PVC - 0.5%

Silicone - 0.05%



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**Applications**

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**STATIONARY**

# BUSINESS CARD

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# LETTERHEAD



# ENVELOPE

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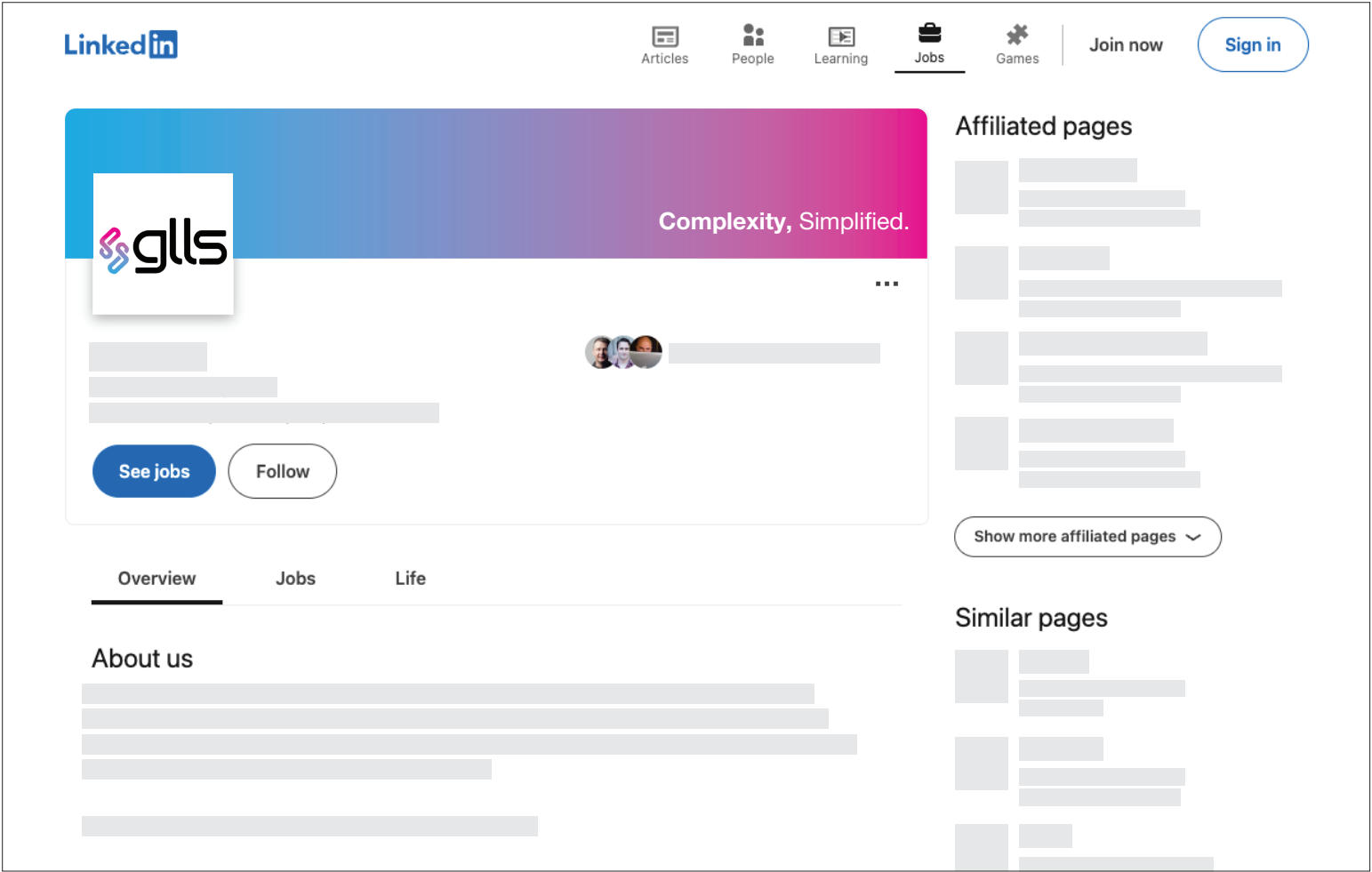




## Applications

# DIGITAL

# SOCIAL MEDIA



# EMAIL SIGNATURE

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**JOHN SMITH**

*Job Position*



---

Main: (xxx) xxx-xxx

Direct: (xxx) xxx-xxx

jsmith@glls.com

glls.com