
Brand Guidelines

The Laiye brand is one of our most important assets. It symbolizes who we are and how we differ. Clearly articulating and establishing a consistent, compelling brand identity will distinguish us from our competitors. And help us build our business.

This brand guide is an essential tool for anyone working on or with the Laiye brand. It sets the expectations for the experiences and relationships we seek to create and provides guidance on how Laiye should be presented to the world at large. It assures that everything we do is at the highest-level quality. And will have the greatest impact.

The goal of this document is to create consistency in all messaging to help build the Laiye brand and generate demand for our products and services. The more consistent we are in tone, appearance, and message, the more effective we will be.

The Laiye Brand Guide will help Laiye management, marketers, designers, writers, and communicators understand the nature of our brand and utilize a common voice when presenting our brand.

Competitors can copy what we do.

They can copy what we say.

But they cannot be who we are.



01 Brand Idea

02 Brand Voice

03 Logo

04 Colors

05 Typography

06 Photography

07 Graphic Language

08 Digital

09 Applications

10 Inventory

01 Brand Idea



The Laiye story is one of achievement, betterment, innovation, and potential realized.

We envision a world where businesses and people are transformed by the power of intelligent automation, by AI-powered software robots. Our mission is to make that vision a reality. To improve business performance and people's lives, to help them do better and be better.

We help business and people achieve their full potential. Our intelligent automation products and services optimize the human-robot collaborative alliance with sophisticated, dynamic, productivity-enhancing digital "workforce solutions". We deliver advanced, leading-edge products and solutions to help businesses become more efficient, effective, agile, and successful. And to free people to focus on meaningful, innovative, mission-critical initiatives.

Laiye. Do Better. Be Better.



02 Brand Voice



Our primary brand persona is dynamic and imaginative (we bring innovation, creativity, and energy to everything we do).

We are quietly confident (we do not brag; we are not arrogant). We are resourceful and unrelenting (we leave no stone unturned in our quest to help our customers succeed). And above all, we are collaborative (we are partners with our customers; we act as part of their team).



Our verbal and written voice is vibrant and energetic, imaginative, and inventive.

We are enthusiastic and spirited, dedicated to helping our clients succeed. We are creative, resourceful, and innovative in our pursuit of ever-better products.



Our visuals match the core of our brand idea and link closely with our verbal and written voice.

BOLD / CONFIDENT
OPTIMISTIC
ENERGETIC
ENTHUSIASTIC
AUTHENTIC
REAL

03 Logo



A bold, confident statement

The Laiye logo is the primary identifier of our brand and our products and services. It reflects and reinforces our mission, positioning, and promise. It invigorates our brand. It sets us apart from our competition. It works across all media.

Our brand name is expressed in a unique, powerful, self-assured typeface. The yellow bars over and under the A and I in our logo highlight, focus on, and leverage our core attribute...AI, Artificial Intelligence, which is the heart and soul of Laiye. They add emphasis and structure to the logo and its meaning.

Primary Logo / White Background

The primary logo consists of the word "LAIYE" in a bold, black, sans-serif typeface. The letters 'A' and 'I' are highlighted with thick yellow horizontal bars positioned above and below them. The 'L' is a simple block letter, the 'Y' has a distinctive shape with a wide base, and the 'E' is a simple block letter.

Reverse Primary Logo / Dark Background

The reverse primary logo features the word "LAIYE" in white, bold, sans-serif typeface. The letters 'A' and 'I' are highlighted with thick white horizontal bars positioned above and below them. The background is solid black.

Yellow Primary Logo / Black Background

The yellow primary logo features the word "LAIYE" in yellow, bold, sans-serif typeface. The letters 'A' and 'I' are highlighted with thick yellow horizontal bars positioned above and below them. The background is solid black.

Black Primary Logo / Yellow Background

The black primary logo features the word "LAIYE" in black, bold, sans-serif typeface. The letters 'A' and 'I' are highlighted with thick black horizontal bars positioned above and below them. The background is solid yellow.

Black Primary Logo / White Background

The black primary logo features the word "LAIYE" in black, bold, sans-serif typeface. The letters 'A' and 'I' are highlighted with thick black horizontal bars positioned above and below them. The background is white.

Do Better. Be Better.

Our tagline is our mantra. It summarizes our purpose and encapsulates our values in a compelling, meaningful, differentiating way.

Primary Tagline Lockup / White Background



Reverse Tagline Lockup / Dark Background



Black Tagline Lockup / Yellow Background



Black Primary Logo / White Background



Intelligent Automation

Our descriptor is a frame of reference for people. It helps them understand who we are and what we do. It should be used when needed to help convey information about us.

Tagline + Descriptor Lockup / White Background



Do Better. Be Better.
Intelligent Automation

Descriptor Lockup / White Background

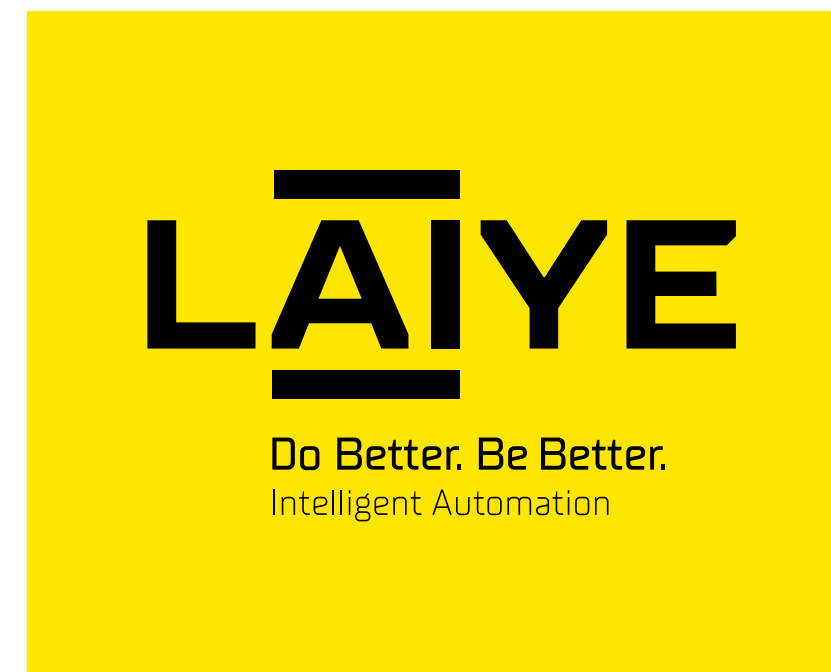


Intelligent Automation

Reverse Tagline + Descriptor / Dark Background



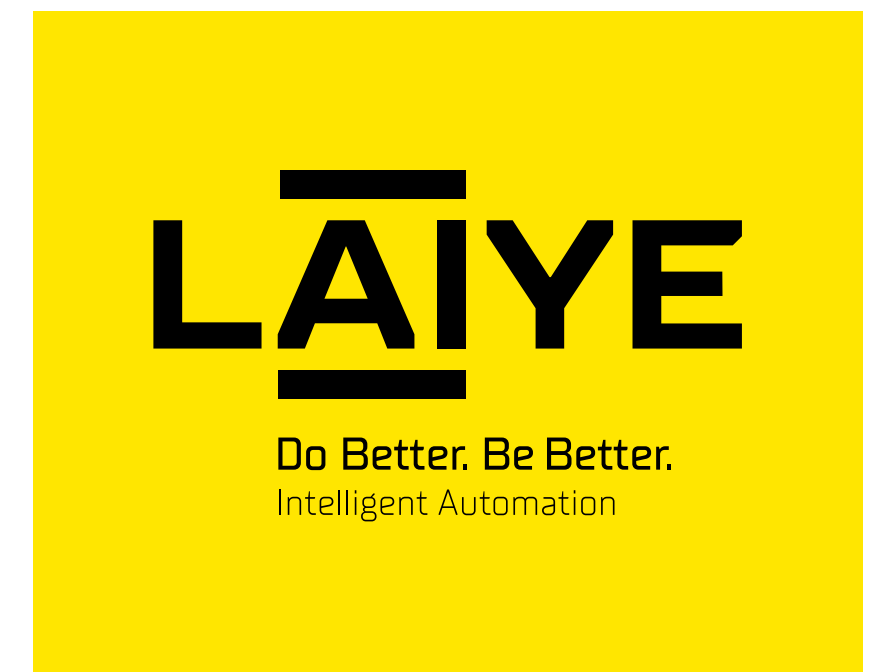
Black Tagline + Descriptor / Yellow Background



Reverse Descriptor / Dark Background



Reverse Descriptor / Yellow Background



Our logo requires defined clear space around all sides to ensure clear communication. The yellow bars are considered “x” and are the baseline for determining edge spacing. A 2x distance is used for the top and bottom of the logo and 3x for both sides of the logo.

Primary Logo



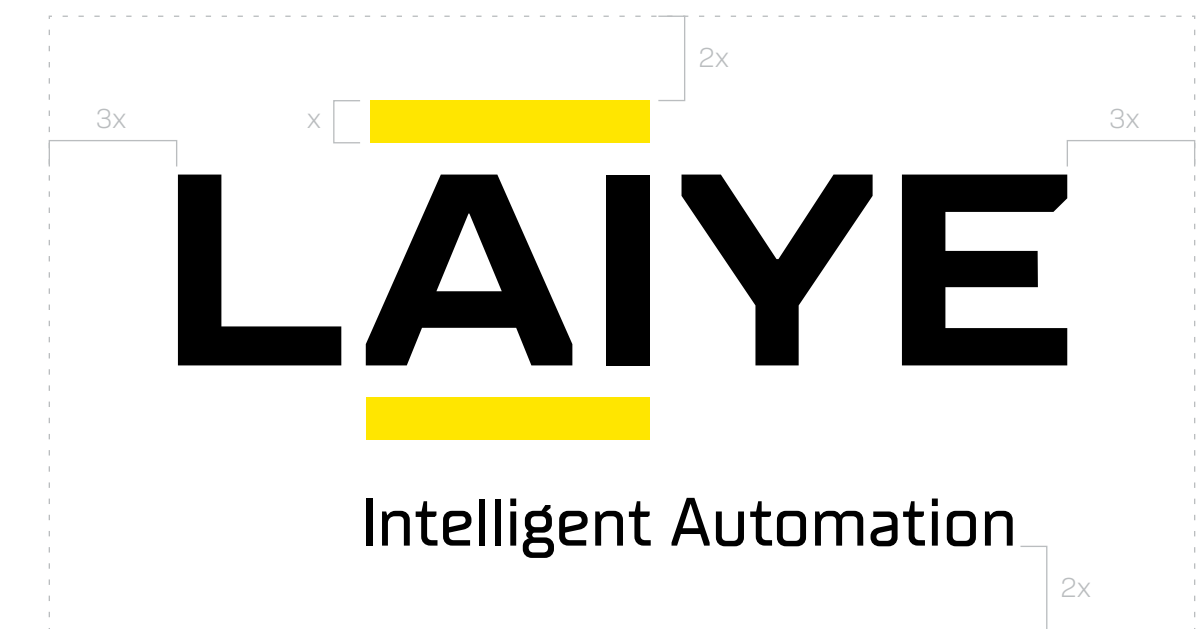
Tagline



Tagline / Descriptor



Descriptor



Always use the supplied logos in their original forms and color variations only. Never alter the logos in any way. This applies to all logo assets, primary and secondary included.



Do not alter any of the established colors



Do not alter the proportions or position of logo elements



Do not recreate the logo or use alternate typography



Do not add any treatments or effects



Do not create or use unapproved lockups



Do not add illustrative elements



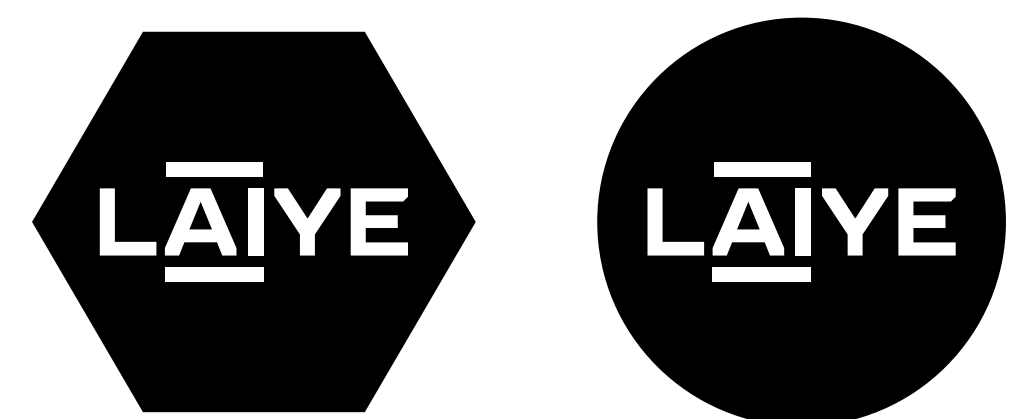
Do not stretch or rotate any logos or lockups



Do not place the logo over complex imagery



Do not contain in a shape



04 Colors



Our color palette is an important brand asset. We have leveraged our original palette and given it new energy to better reflect our core brand idea and persona.

Our primary color (Laiye Yellow) is a bold, confident, optimistic color. It is energetic. It is friendly and approachable. It symbolizes warmth and honesty. It is the color of light, hope, and encouragement. Its partner, black, represents strength, gravitas, power, and authority.

Laiye Yellow

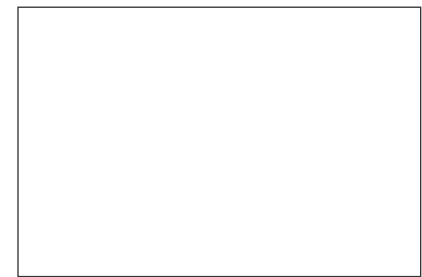
RGB 255 / 230 / 0
CMYK 7 / 10 / 87 / 0
#FFE600

Laiye Black

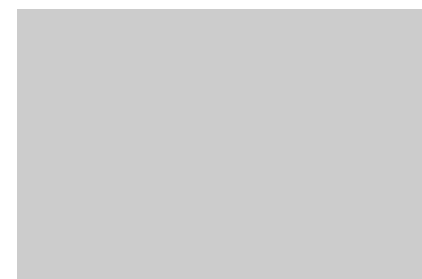
RGB 0 / 0 / 0
CMYK 75 / 68 / 67 / 90
#000000

Our secondary/supplemental colors have been selected to augment and complement our primary, foundational colors. They add an energy, optimism, and spirit to the palette.

Neutral Palette



White
RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0
#FFFFFF



Light Gray
RGB 229 / 229 / 229
CMYK 9 / 6 / 7 / 0
#e5e5e5



Medium Gray
RGB 128 / 128 / 128
CMYK 52 / 43 / 43 / 8
#808080



Dark Gray
RGB 51 / 51 / 51
CMYK 69 / 63 / 62 / 58
#333333



Blue
RGB 81 / 135 / 228
CMYK 67 / 44 / 0 / 0
#5187E4

Green
RGB 65 / 215 / 159
CMYK 62 / 0 / 53 / 0
#41D79F

Red
RGB 255 / 66 / 66
CMYK 0 / 88 / 73 / 0
#FF4242

Orange
RGB 255 / 128 / 59
CMYK 0 / 62 / 84 / 0
#FF803B

05 Typography



Our typographic family reinforces our brand identity.

As with our logo, consistent use of our primary, corporate typeface, TT Supermolot Neue, further reinforces our brand identity. It is a well-designed, easy-to-read font that makes a statement relevant to our brand idea. Stylistic Set #2 of the typeface has a power, elegance, and confidence that are important to our communications. Expanded-Bold should be used for all headlines and Regular-Medium for subheads.

Our secondary typeface, Bio Sans, complements the primary typeface and echoes its characteristics with greater legibility. It should be used for body copy across all communications.

TT Supermolot Neue / Stylistic Set #2

Expanded / Bold

**abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890?!@#\$%^&*()-+=**

Regular / Medium

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890?!@ #%^&*()-+=

Bio Sans

Regular

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890?!@#\$%^&*()-+=

Light

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890?!@#\$%^&*()-+=

06 Photography



Photography (and videography) play a critical role in our branding and communications. Our photography is about business and people. It is about achievement, betterment, innovation, empowerment, and potential realized. It is about doing better and being better. It is about success.

Our photography is:

Confident

Positive

Forward-thinking

Inspirational (yet accessible)

Aspirational (yet approachable)

Authentic

Believable (photo-realism)

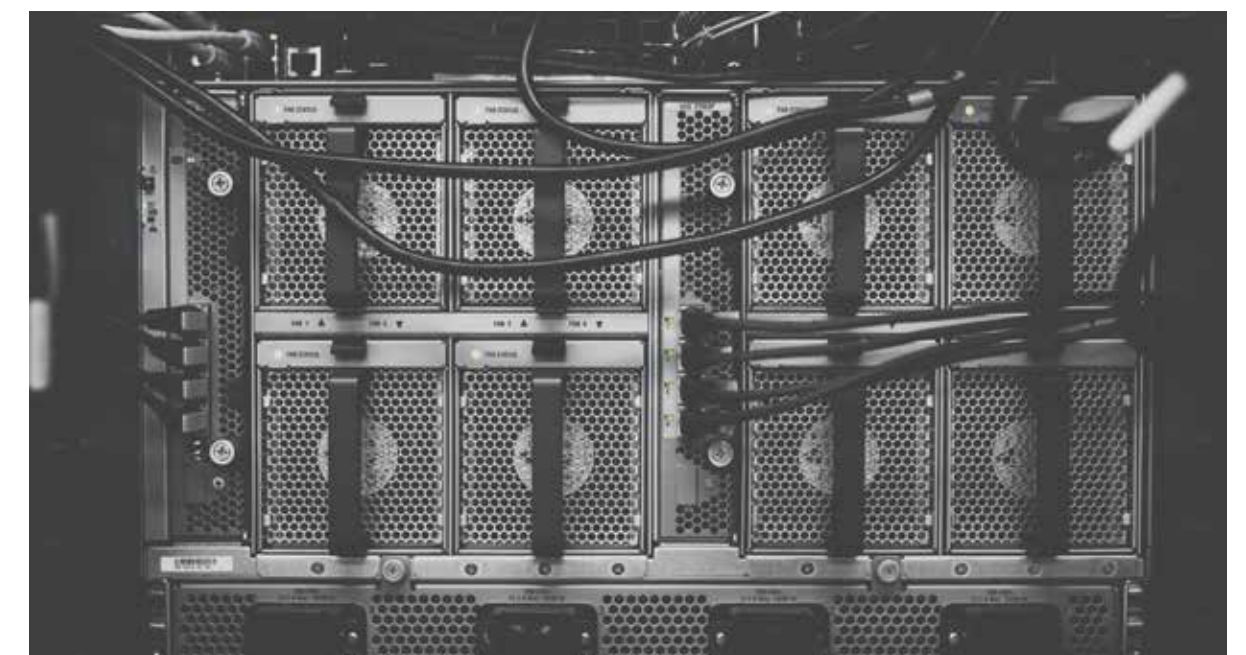
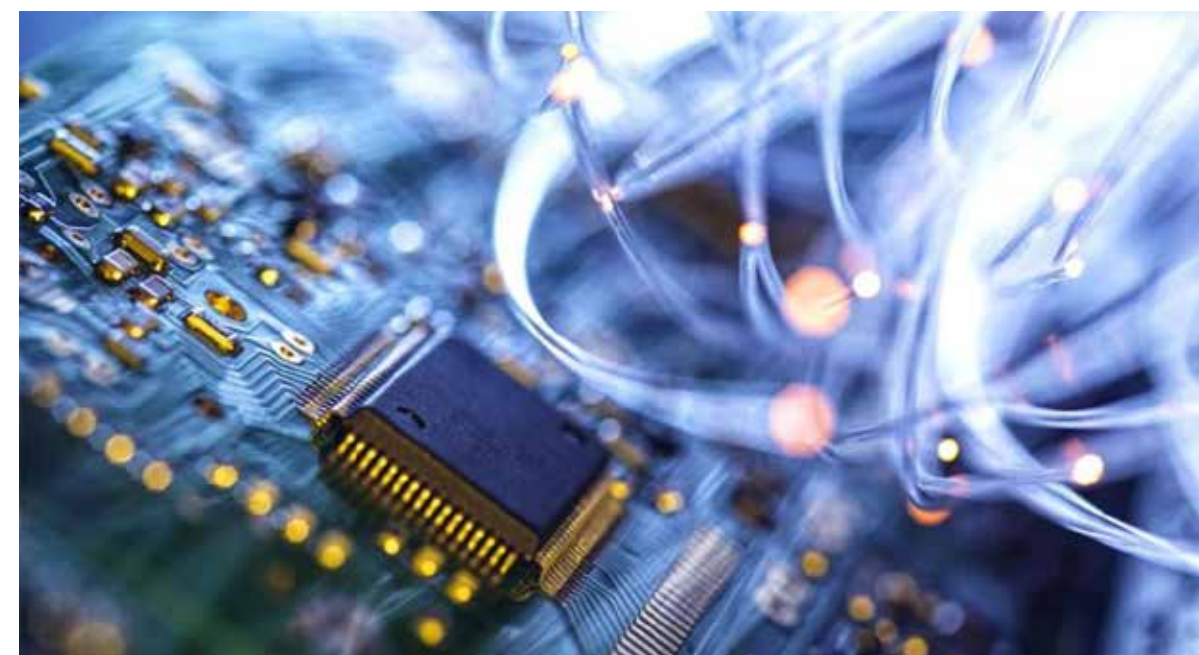
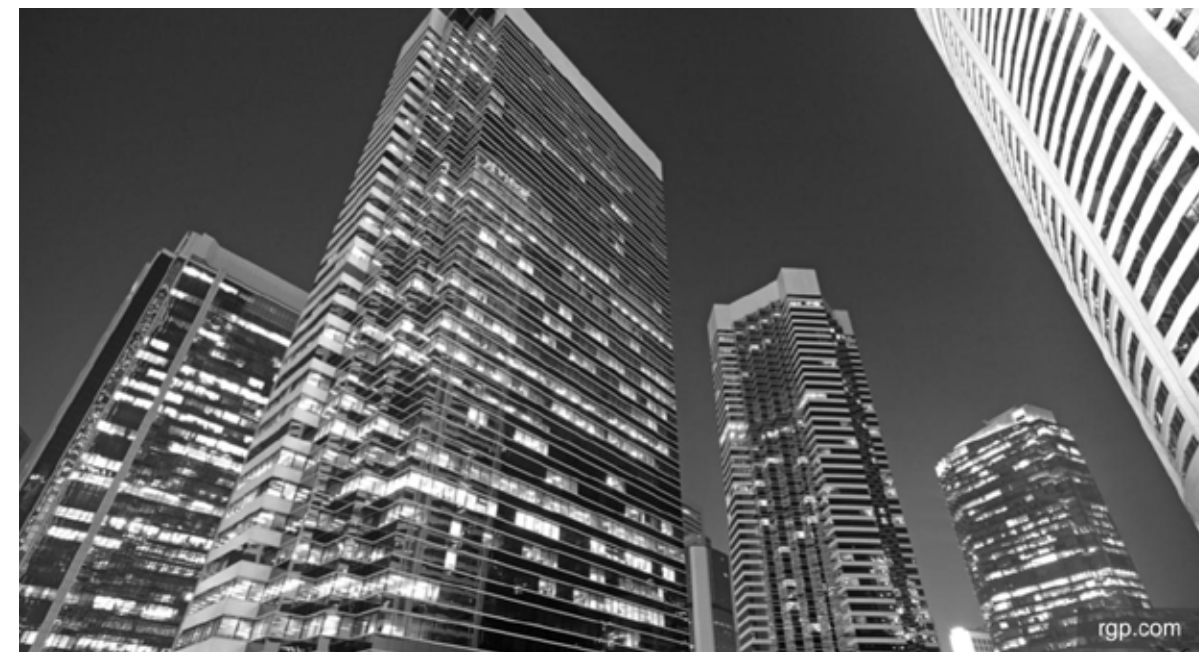
Solution-oriented



Filtering Characteristics Checklist:

- Dynamic
- Active
- Big tech
- Perspective

Business



Filtering Characteristics Checklist:

In the moment
First person

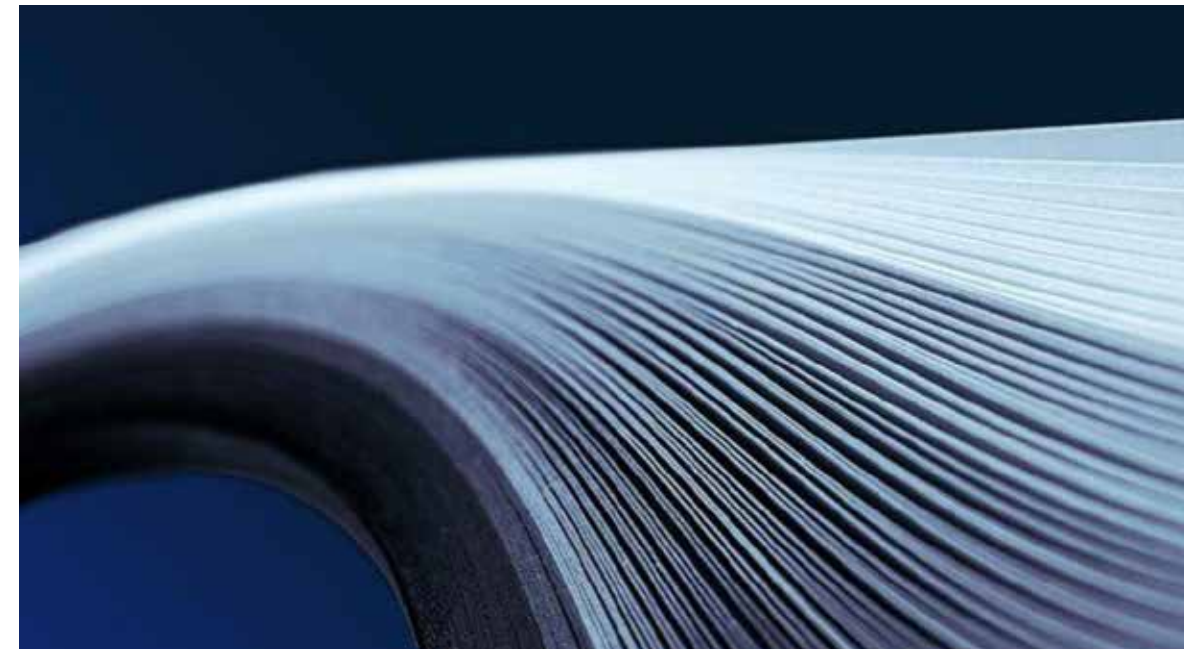
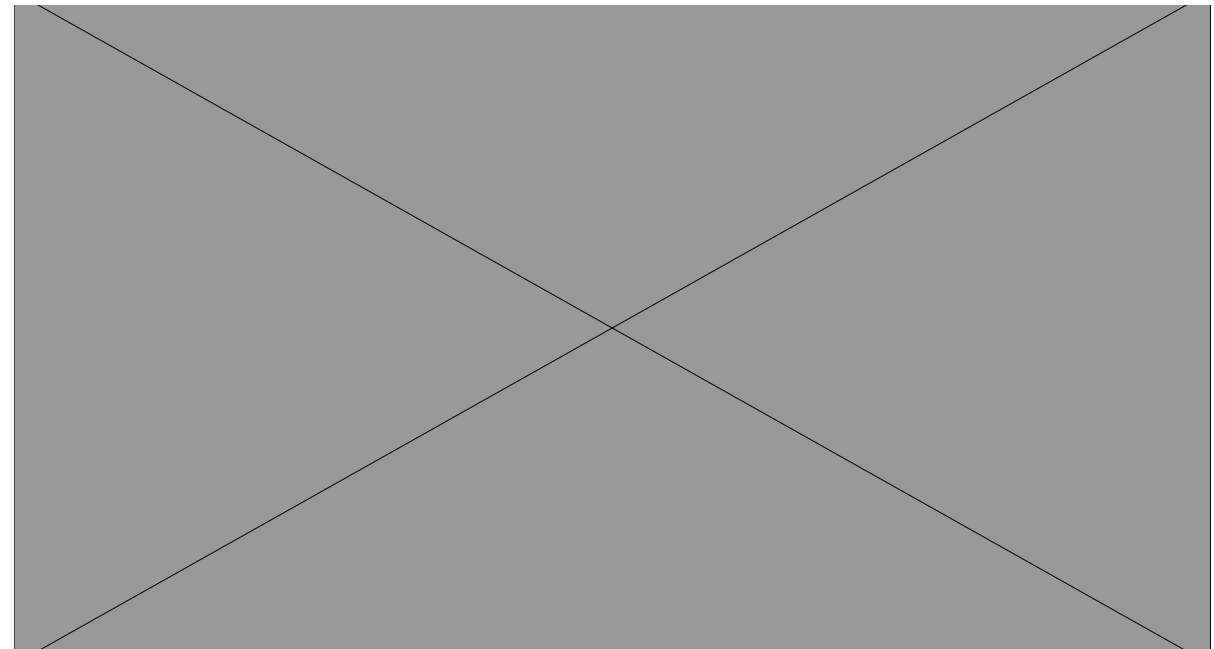
People



Filtering Characteristics Checklist:

- Dynamic motion
- Flowing
- Illuminating

Motion / Movement



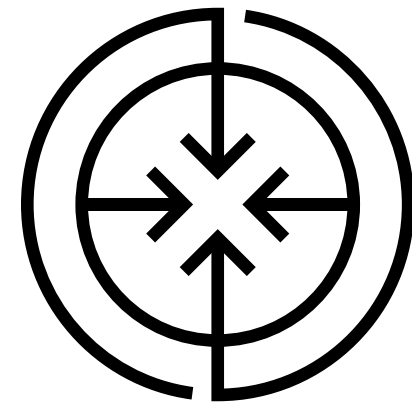
07 **Graphic Language**



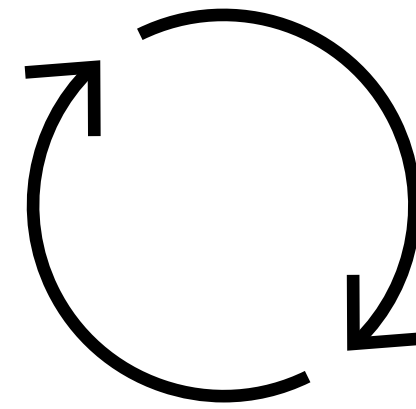
Iconography plays a supportive role in helping users navigate and intuitively understand our ideas and offerings. Meant to be viewed at-a-glance, they are extensions of our brand expression. Our graphic elements are stylized, clear in meaning, and relevant to our business and our customers.

Note: Pictograms similar to those noted here will be developed and compiled into a library for various applications, including websites, presentations, infographics, and other communications.

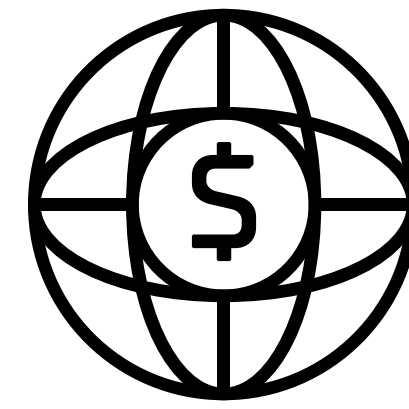
Black and White System



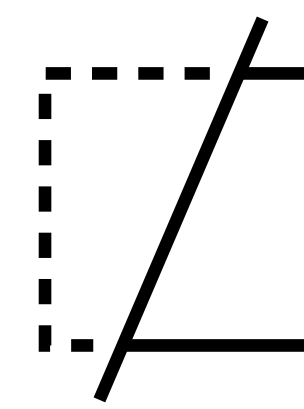
Synergy



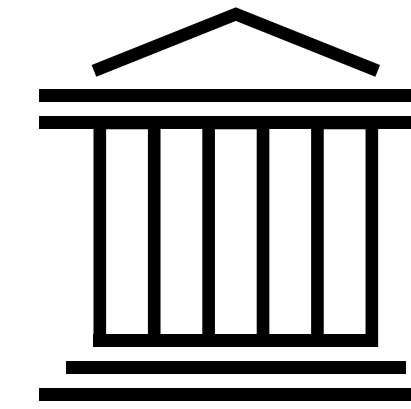
Efficiency



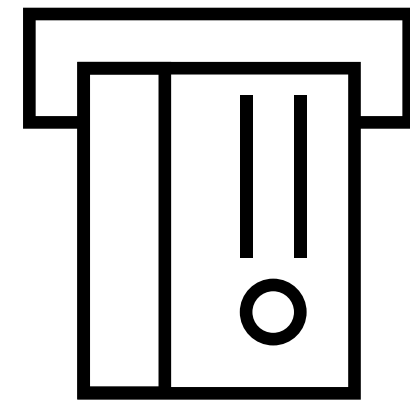
Insurance



Transformation

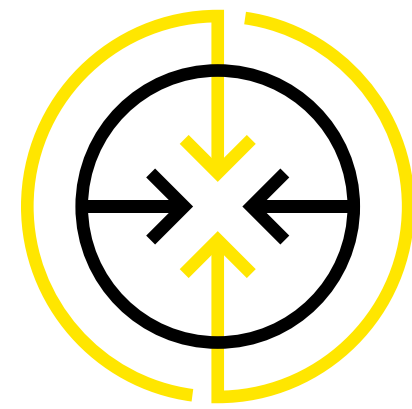


Government

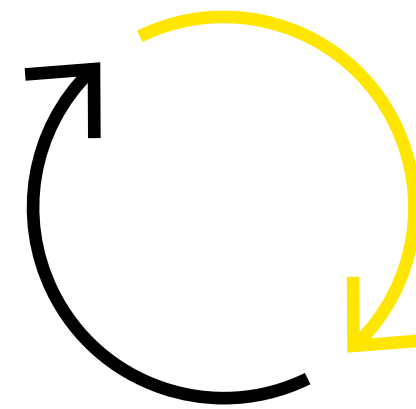


Banking

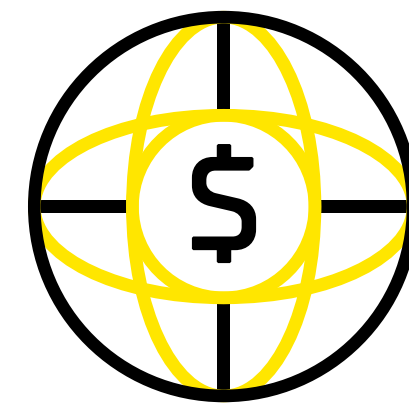
Color System



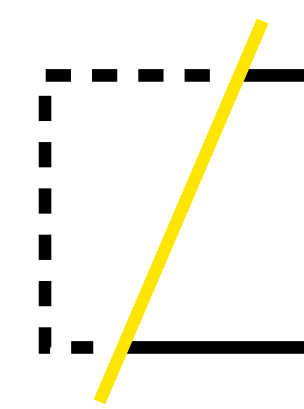
Synergy



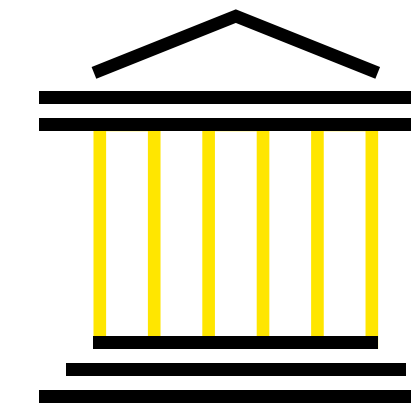
Efficiency



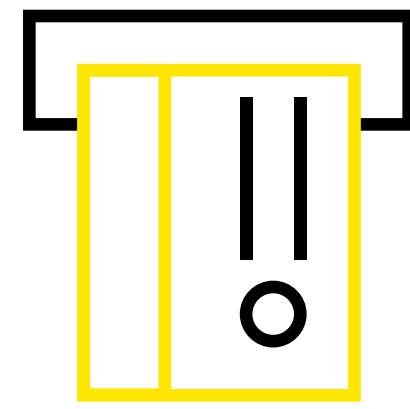
Insurance



Transformation



Government



Banking

The highlight bars used in our logo can also act as another brand element for accentuating specific copy. This should be used minimally for highlighting main titles or headlines.

The bars are of equal width to the Expanded-Bold font and remain this width in both font scenarios. They must always stretch over two letters, and over three in cases where Regular-Medium is used. It is best to align the right end of the the bars to the end of a letter for best visual results.

Color Usage (follow logo color guides on page 11)



The slash is one of our main design elements that has many uses for extending the identity of the brand. It can be used in four different ways to enhance visual layouts for a range of printed or digital media.

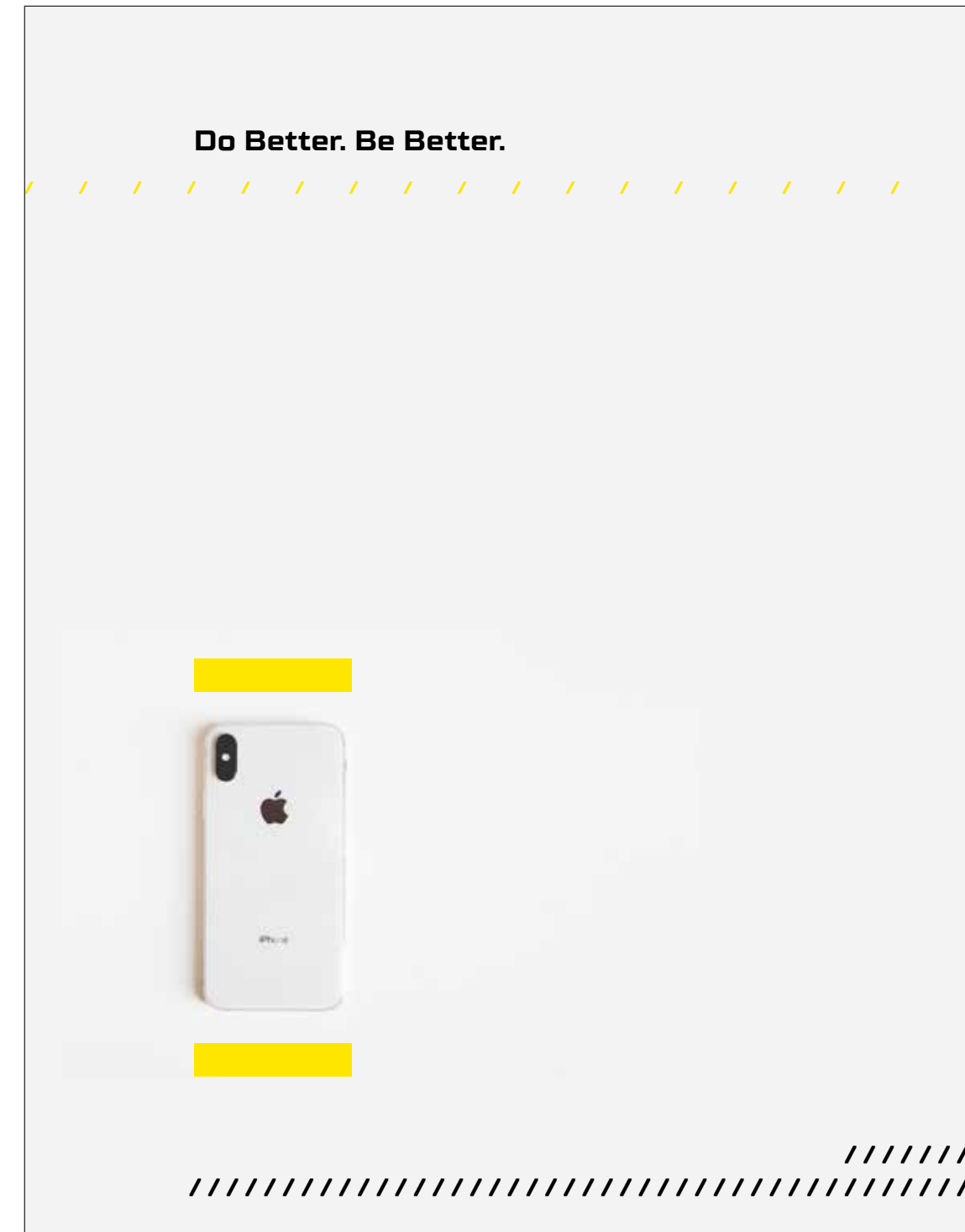
Slash uses:

- Type texture
- Linear texture
- Cornerstone
- Transparency
- Holding shape

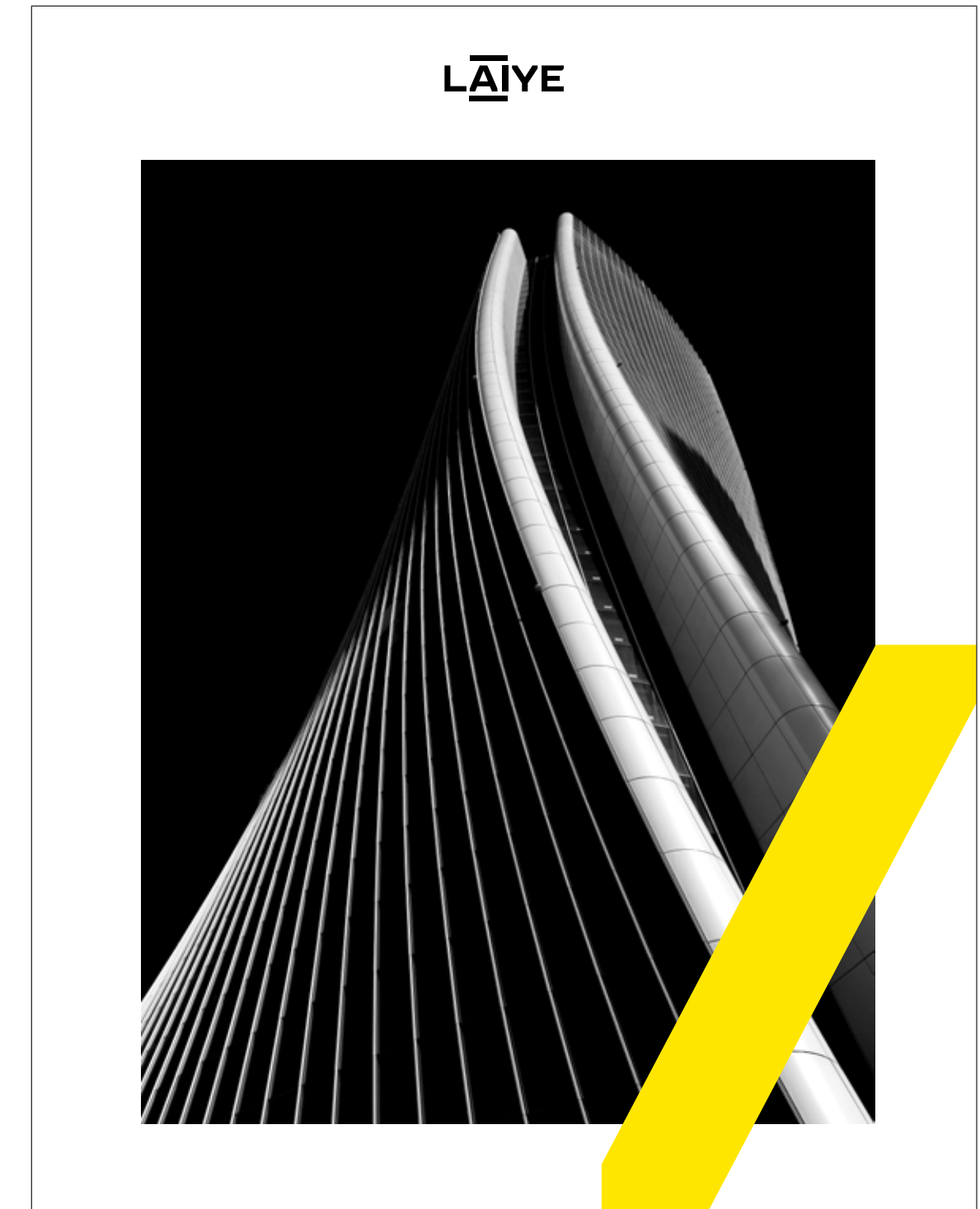
Type Texture



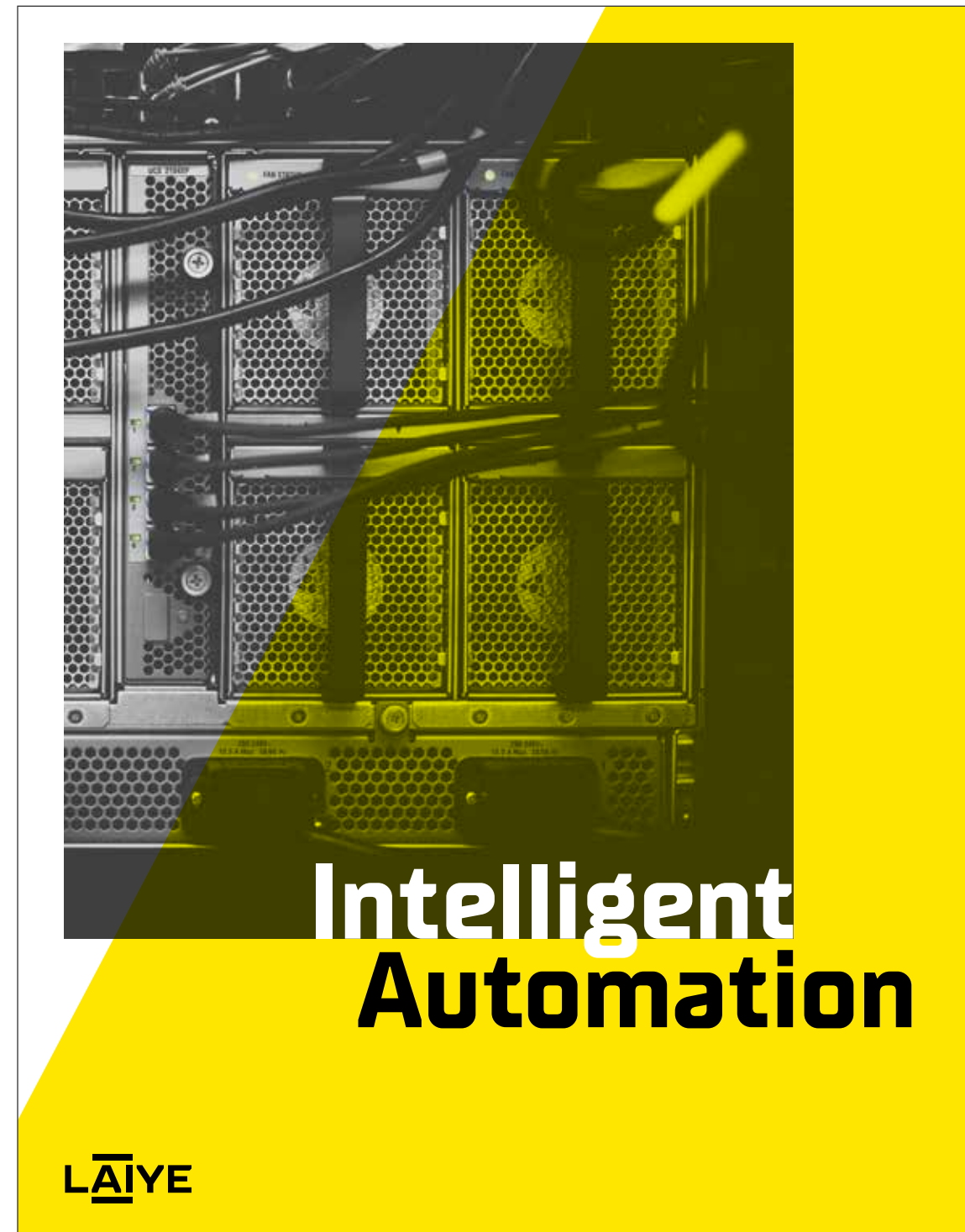
Linear Texture



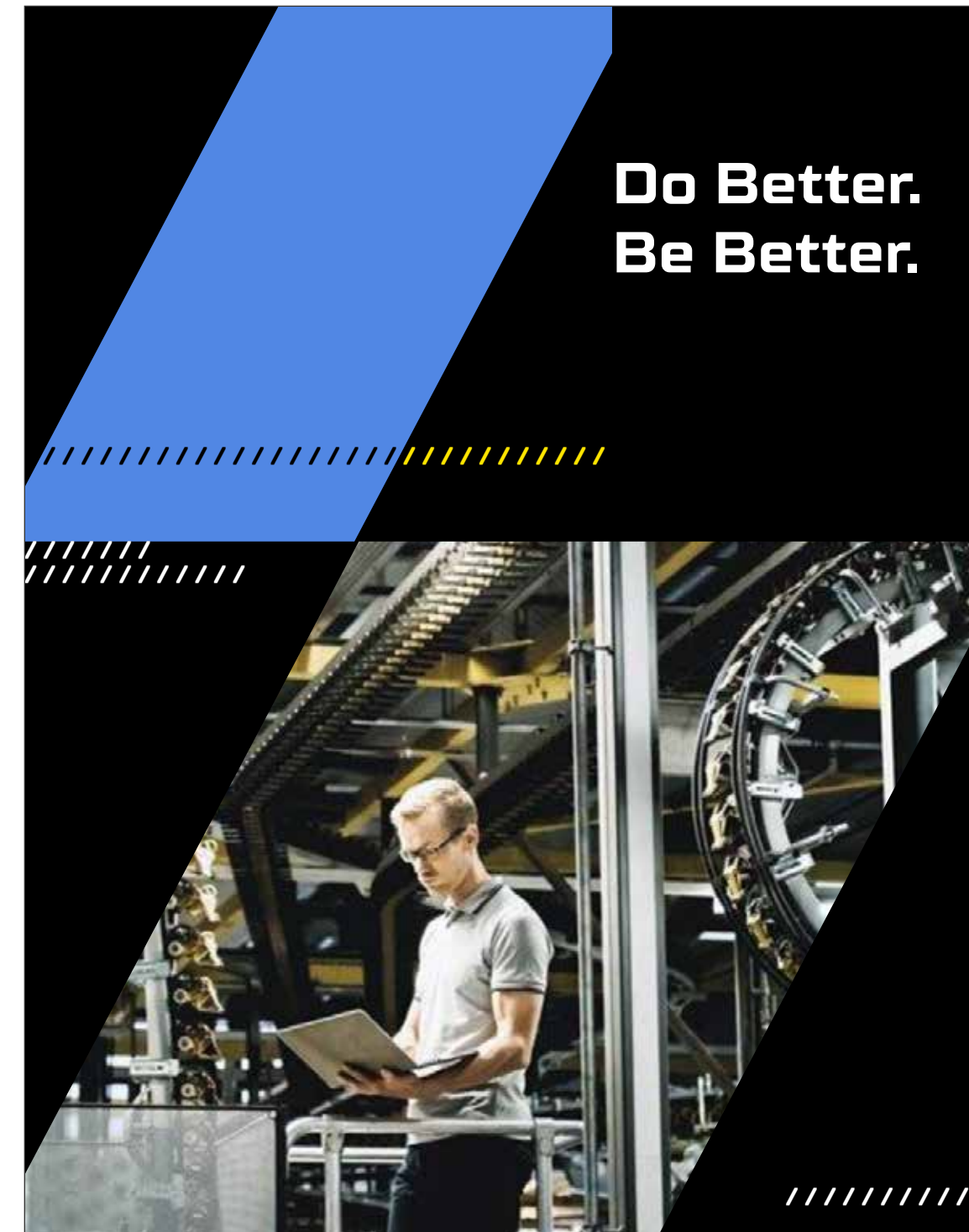
Cornerstone



Transparency



Holding Shape



The AI (for Artificial Intelligence) and IA (for Intelligent Automation) elements emanate from, and are supportive of, our logo. They, like our logo, descriptor, and tagline, convey the essence of what we are about.

Note: They are never to be used as a replacement for our logo but can be used as augments to our logo within an executional element such as a brochure or presentation.

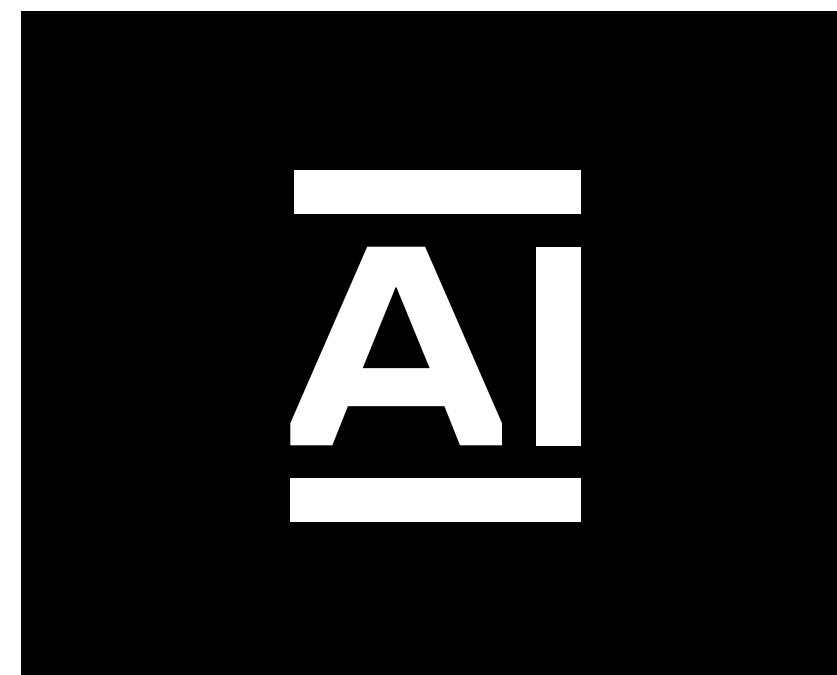
Alternate 2D / White Background



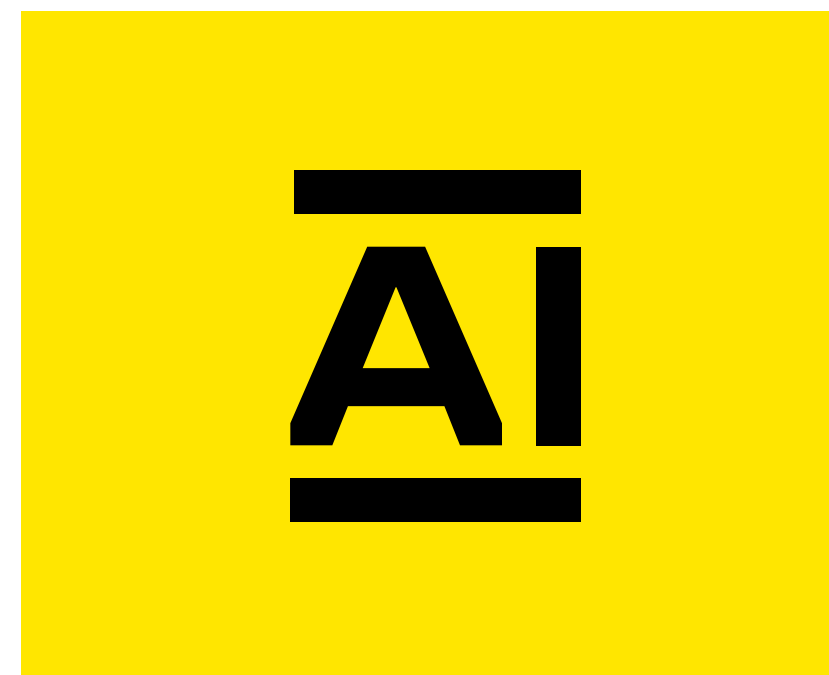
Alternate 3D / White Background



Reverse Alternate 2D / Dark Background



Black Alternate 2D / Yellow Background



08 Digital



Tahoma Bold, 6pt
Laiye Black



Laiye_Logo_Primary_Color



Tahoma Bold, 12pt
Laiye Black

Guanchun (Arvid) Wang

Tahoma Regular, 12pt
Dark Gray

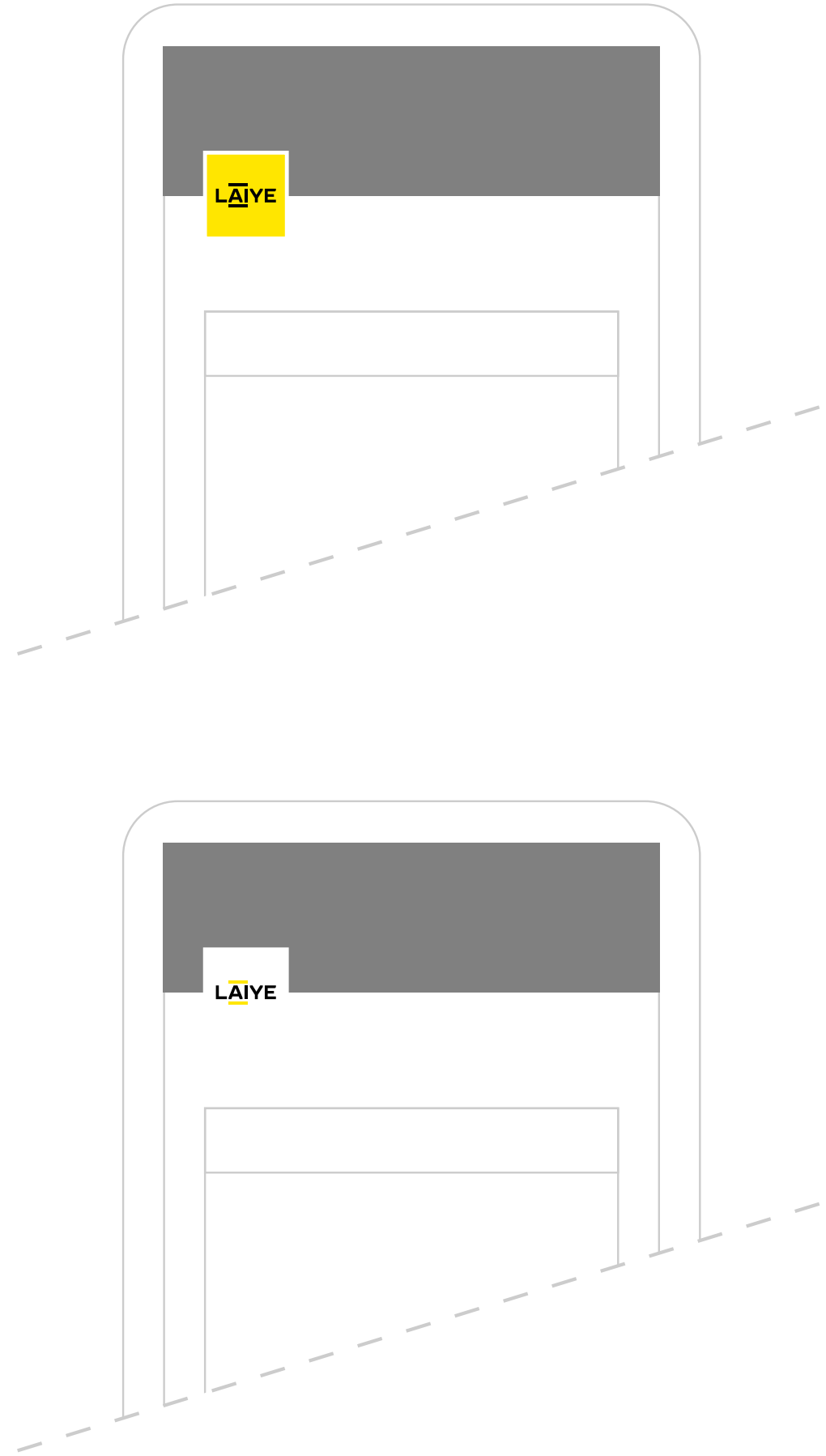
Chairman & CEO

Tahoma Regular, 12pt
Dark Gray

3 Owls Way / Lawrenceville, NJ 08648

1.861.197.4350 x86

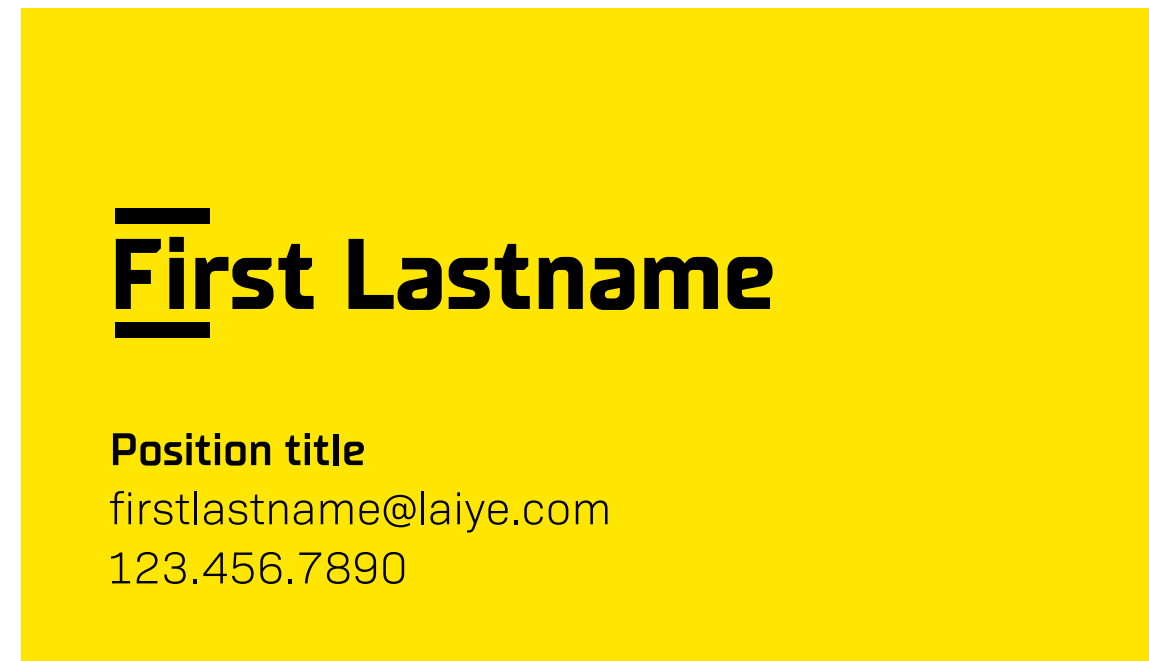
arvid@laiye.com



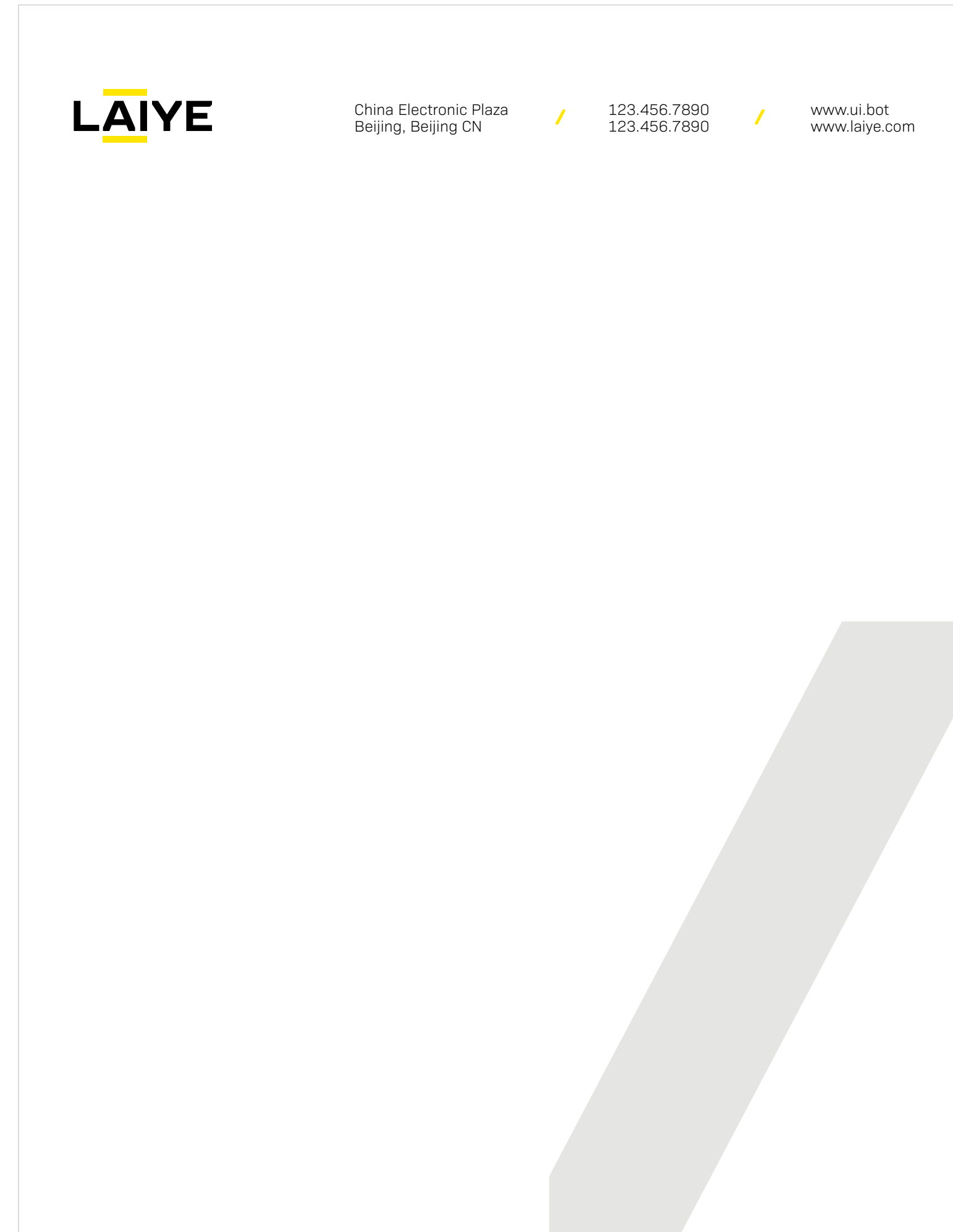
09 Applications



Business Card



Letterhead

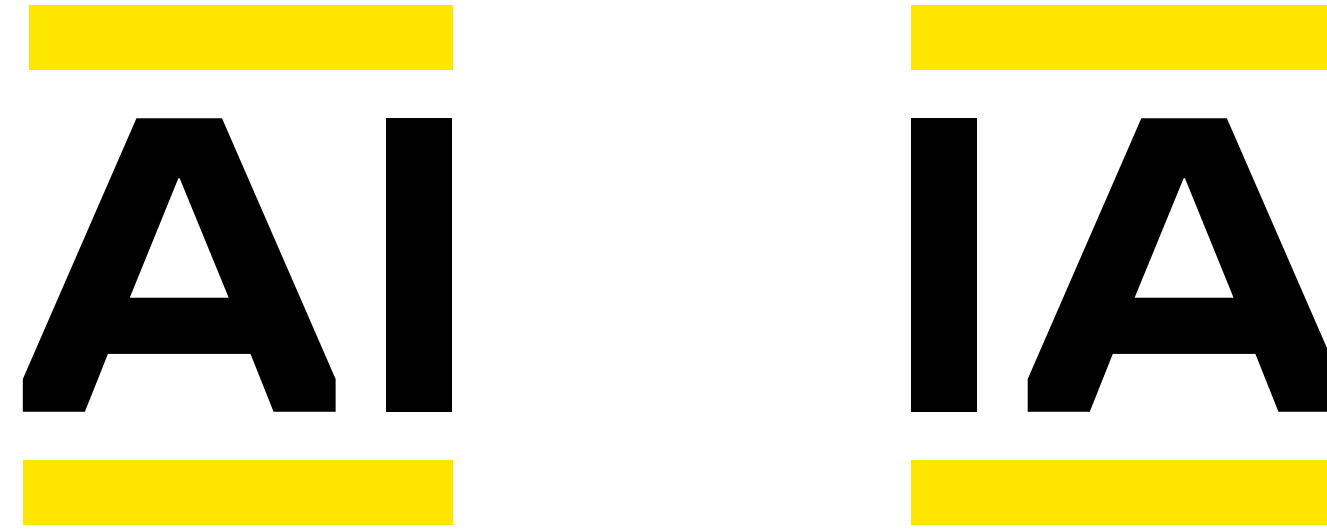




The AI (for Artificial Intelligence) and IA (for Intelligent Automation) elements emanate from, and are supportive of, our logo. They, like our logo, descriptor, and tagline, convey the essence of what we are about.

Note: They are never to be used as a replacement for our logo but can be used as augments to our logo within an executional element such as a brochure or presentation.

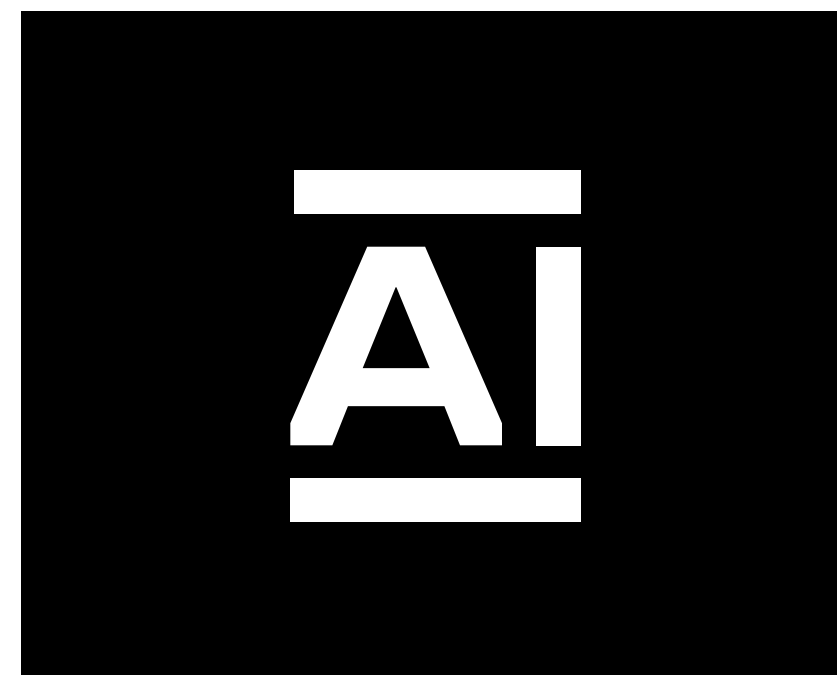
Alternate 2D / White Background



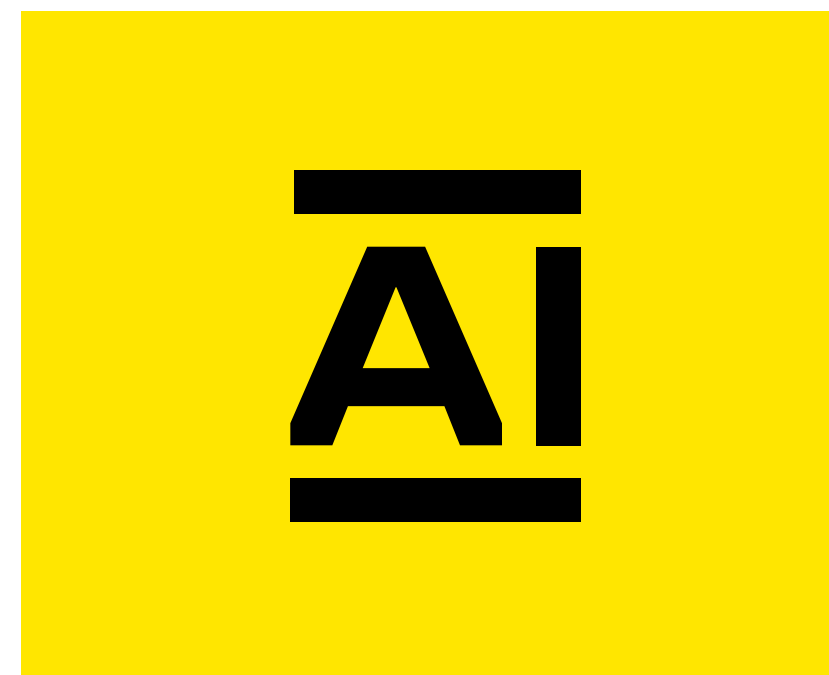
Alternate 3D / White Background



Reverse Alternate 2D / Dark Background



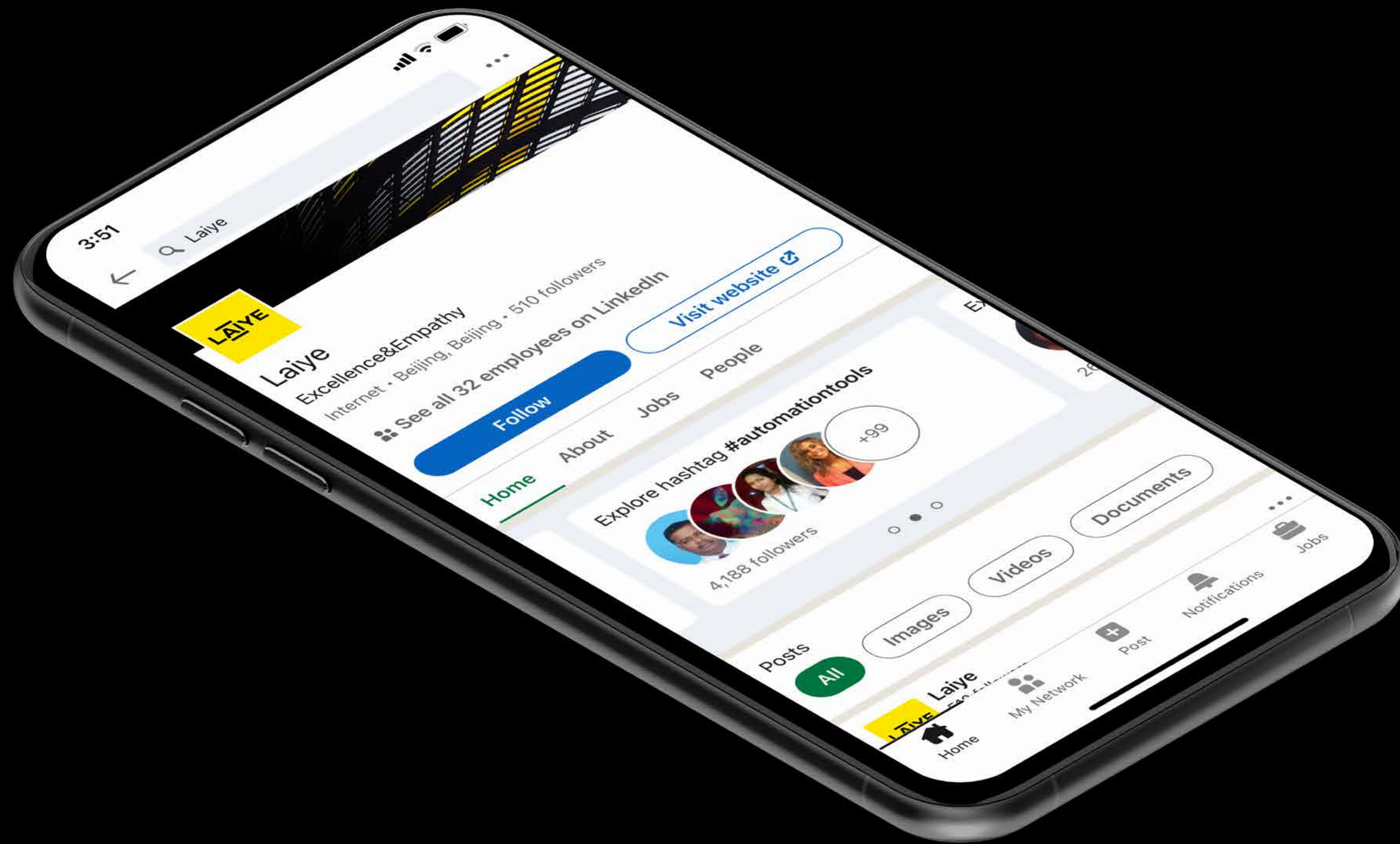
Black Alternate 2D / Yellow Background













10 Inventory



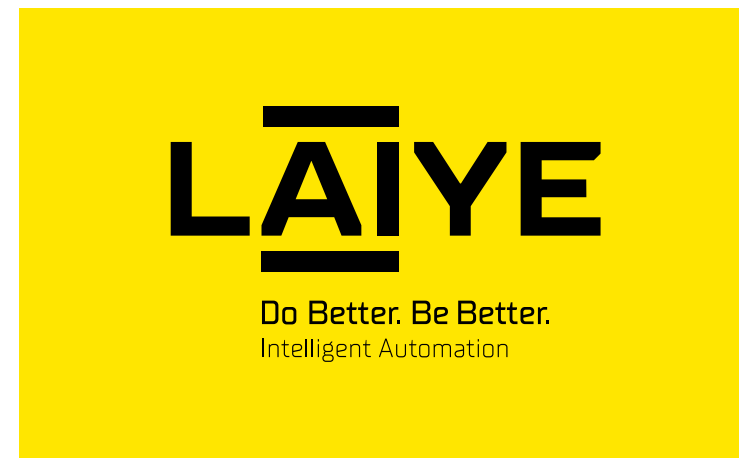
Primary / EPS, JPEG, PNG



Tagline / EPS, JPEG, PNG



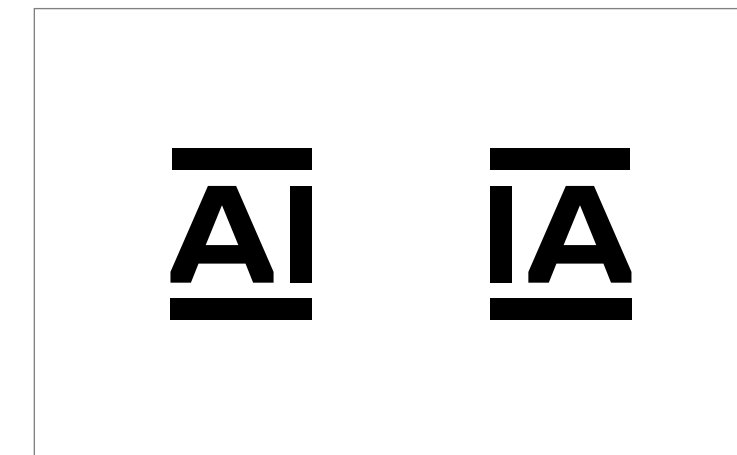
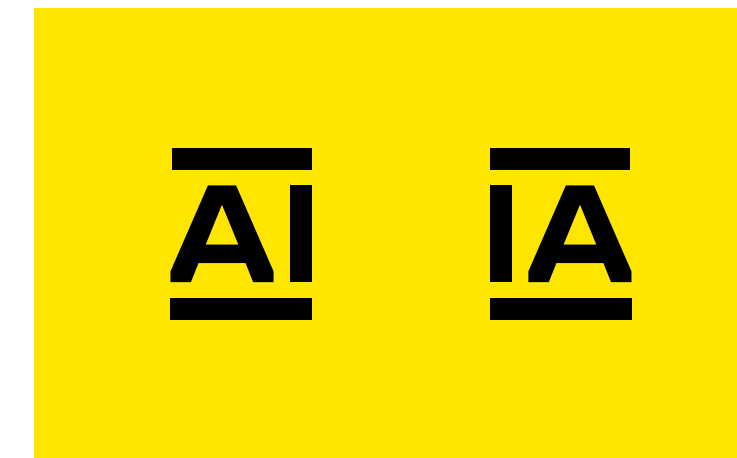
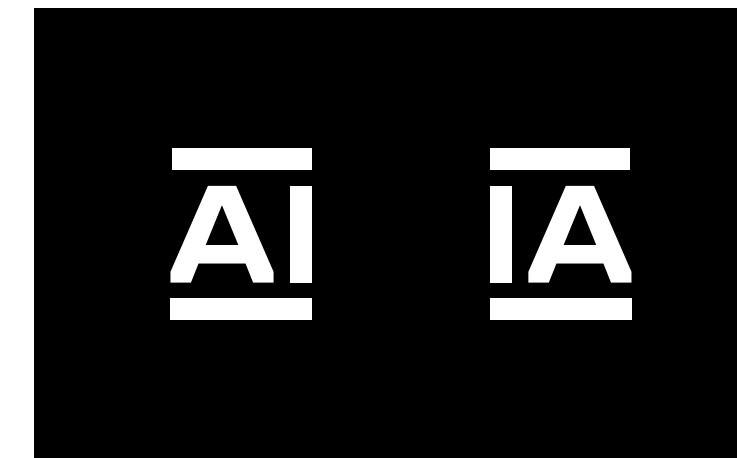
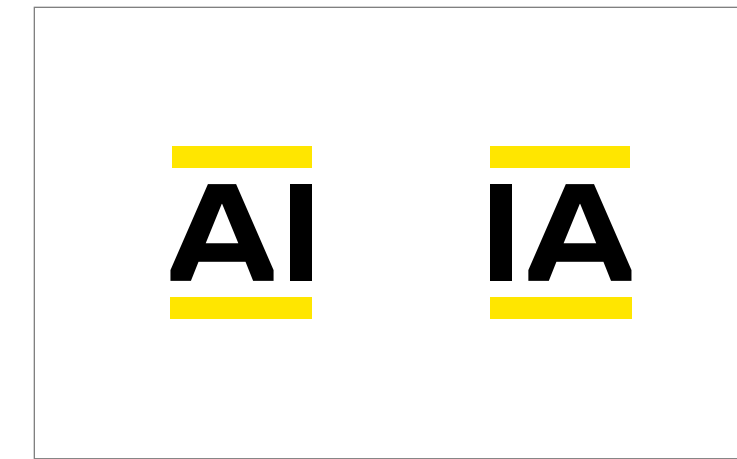
Tagline + Descriptor / EPS, JPEG, PNG



Descriptor / EPS, JPEG, PNG



Alternate 2D / EPS, JPEG, PNG



Alternate 3D / EPS, JPEG, PNG

