



element[®]

BRAND GUIDE

At Element, we care deeply about our customers and strive to be the most inclusive technology company. These values are embedded in the DNA of our business, our people and our brand. This document is your guide to creating consistent written and visual communications that convey these values.

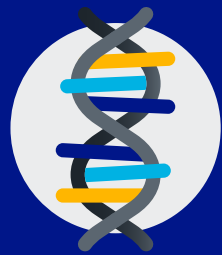
**QUESTIONS REGARDING THE CONTENT
IN THIS DOCUMENT, PLEASE CONTACT:**

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BRAND PLATFORM



MISSION STATEMENT

This statement is a reminder of our daily mission and why we show up to work. It is embedded in our culture and drives our every day performance.

To make high-quality consumer electronics and appliances accessible to everyone



VISION STATEMENT

This statement describes our higher purpose as an organization. It inspires future growth and shapes whom we aspire to become.

To be the go-to brand for high quality products and service at the most accessible prices



CORE VALUES

These are the fundamental beliefs embedded in the DNA of our organization and our people. They describe how we conduct ourselves on a daily basis.

We are determined

We approach our work with grit, passion and determination. We know that our collective success means digging in our heels and making things happen every day. The motivation to better ourselves and the world drives us to bring our best to everything we do.

We are inclusive

We believe that our products should always remain accessible to everyone, and are dedicated to continuously evolving our business to deliver on this belief.

We are flexible

We are willing to tackle anything that comes our way and quickly adapt to our rapidly changing business climate. We put our customers and consumers first and always deliver on our promises.

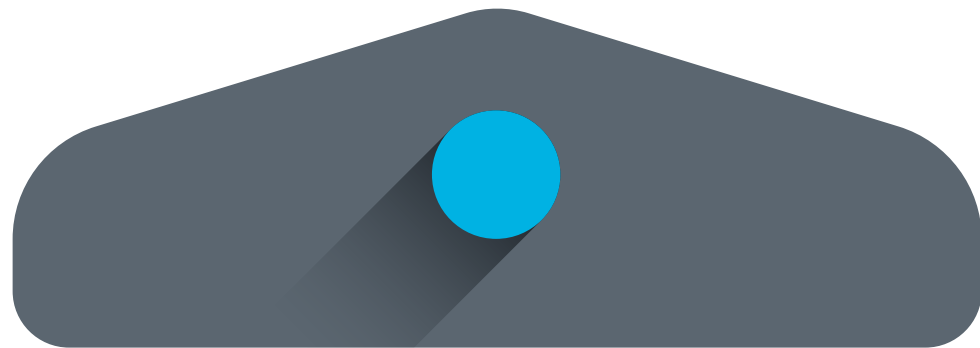
We are homegrown

We are a family-owned, American business. Rooted in America's diversity, we've embraced inclusivity as a competitive advantage. We are neighbors, friends and family living in and serving our communities.



KEY MESSAGE PILLARS

These are the foundational messages and statements our brand stands upon and drives our external-facing marketing. The essence of each statement should be extracted and infused into whatever messaging is being developed.



ACCESSIBILITY:
We bring exciting technology and product trends within reach.



Everyone always wants the latest and greatest, whether that's 4K resolution, Roku streaming, HDR10 or Dolby Audio in their television. Or maybe it's Energy Star ratings and glass shelves in their refrigerator. We make products with all of those features at price points that are well below the competition.

CUSTOMER SERVICE:
We put our customers first.



We offer comprehensive customer service to make sure the people who purchase our products for their homes are proud to do so. Our warranty ensures that if our 24/7 service team can't solve a potential problem through troubleshooting, we'll find another way to make things right. We make a point to offer one-touch resolutions to eliminate unnecessary back and forth, and we successfully achieve this 93% of the time. For our customers, we create engaging and thoughtful how-to videos and content, reach out through handwritten notes and take the time to connect and understand what they truly care about.

HOMEGROWN:
We are proud of our American roots.



As the only major television brand assembling TVs in America, we employ over 300 local workers at our thriving South Carolina factory and have received recognition and awards from our retail partners as a result of our domestic job initiatives, including the Impact Award for Investing in American Jobs. We give back to our people and our communities through initiatives in education and veteran affairs, with donations to the St. Paul Public and Fairfield County School Districts, as well as Folds of Honor, which offers support to the families of fallen and disabled service-members.

BRAND ARCHETYPE

Our archetype allows us to explore our brand in a more creative and intuitive manner. It establishes a richer personality and voice for our brand and creates a stronger connection to our audiences.

The Everyman

We believe that everyone matters equally and that everyone should have access to great technology regardless of status, age, ethnicity or creed. We strive to make a complicated industry easy to navigate for our customers. We are a neighbor that always seeks to do the right thing for our community of employees, customers and consumers. We radiate a sense of positivity, approachability and reliability. We are motivated by a sense of belonging, the enjoyment of life and the need to forge meaningful connections with people.

Everyman Personas

NAYSAYERS (AGES 16 - 30)

- Do not like complicated things
- They buy especially for comfort, not for style
- Practical concept is more important than trends
- They are bargain hunters

FLOATERS (AGES 30 - 55)

- Floaters have a practical approach to shopping
- Respect traditional values
- Spend a lot of time at home
- They watch a lot of TV

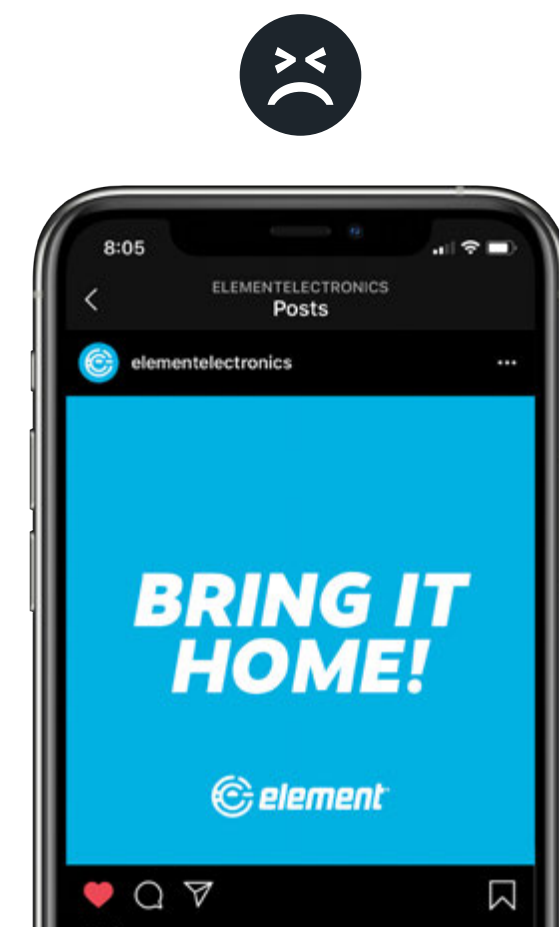
TAGLINE

Bring it home.

Our tagline is an amalgamation of our brand personality, mission, the industry we serve and core values. It's a friendly and actionable sentiment that encourages a purchase decision without being overly aggressive and invites customers to become part of the Element community. It speaks to the inclusivity of our business – everyone can easily afford to bring an Element product into their home. The word home not only speaks to consumer electronics and appliances but also represents our American roots. Lastly, it's a motivational statement that encourages our employees always to do their best.

Tagline usage

We can't think of a better way to end communications than with our tag line! It should be used as a final statement or sign-off. It should never be used as a standalone headline or within body copy and should always be accompanied by a supporting statement. It can also be used with our logo or super graphic, but should never be used in a co-branded situation. When used with the logo, it should be right-justified with the wordmark to balance the super graphic. When used with the super graphic, it should be centered underneath. It should always be set in Motiva Sans extrabold italic with a period at the end.



CONTENT MARKETING



At Element, we know electronics and appliances have many high-level terminologies that can be a bit confusing. We're here to educate consumers and help understand technology in an easy to digest way.

Using a conversational tone and wit, we're playful with our words and strive to bring a smile to someone's day.

We keep things short and straight to the point while remaining approachable and reliable. We strive to forge meaningful connections with every communication.

We strive to respond to all incoming messages and resolve any issues that arise online. We're empathetic and helpful without being condescending. We provide tips and tricks to help quickly solve problems.

We strive to position our brand and products as having the latest technology and features, but still accessible to all consumers.

CONTENT CHANNELS & PILLARS

We communicate through digital platforms to reach our audiences and to remain approachable. We're open to adding new platforms as the landscape evolves, and it makes sense for our business.



Social



Blog/Website



E-mail

We carry our visual identity through to our digital platforms. We minimize the clutter and use our vibrant brand colors, mid-century modern theme, and playful iconography to visually communicate our message. When incorporating people into images, we do so thoughtfully and strive to be as diverse and inclusive as possible.

When making content, we use brand content pillars to ensure we're staying loyal to our brand and providing useful and meaningful content. Our pillars are:

Products/Brand

These posts are about the Element brand, the products we produce, and the benefits and features that our products provide.

Lifestyle

Lifestyle posts inspire readers to incorporate Element products into their lives in a natural way that doesn't look like an ad. These can be inspired by Element employees and what we're doing outside of our 40-hour workweek.

Holidays/Giveaways

We like to celebrate the random fun holidays and the more serious ones. When it's appropriate, we're okay with taking the spotlight off our brand. We reward our followers and fans with giveaways big and small – think \$5 coffee gift cards to a chest freezer.

Partners/Sponsors

We're proud of our partners. We share content created by them when it fits into our brand standards and promotes our partnerships' best parts and how they're benefiting our community.

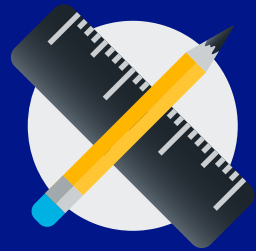
COMMUNICATION STANDARDS

- *Sentence case should always be used within body copy.*
- *Periods should not be used at the end of a headline.*
- *Quotation marks are used when using a direct quote only.*
- *We use abbreviations and acronyms only when they're well known.*
- *We use commas in lists for consumer-facing communication.*
- *We don't overuse ellipses or any other punctuation marks.*
- *No *, ® or TM in headlines.*
- *Use single space between sentences.*
- *Phone numbers should use periods, not dashes (651.123.4567).*
- *Only one call to action should be used.*
- *Use ® and TM in the first instance only and once per document.*
- *Time display: 8:00 p.m. not 8PM.*



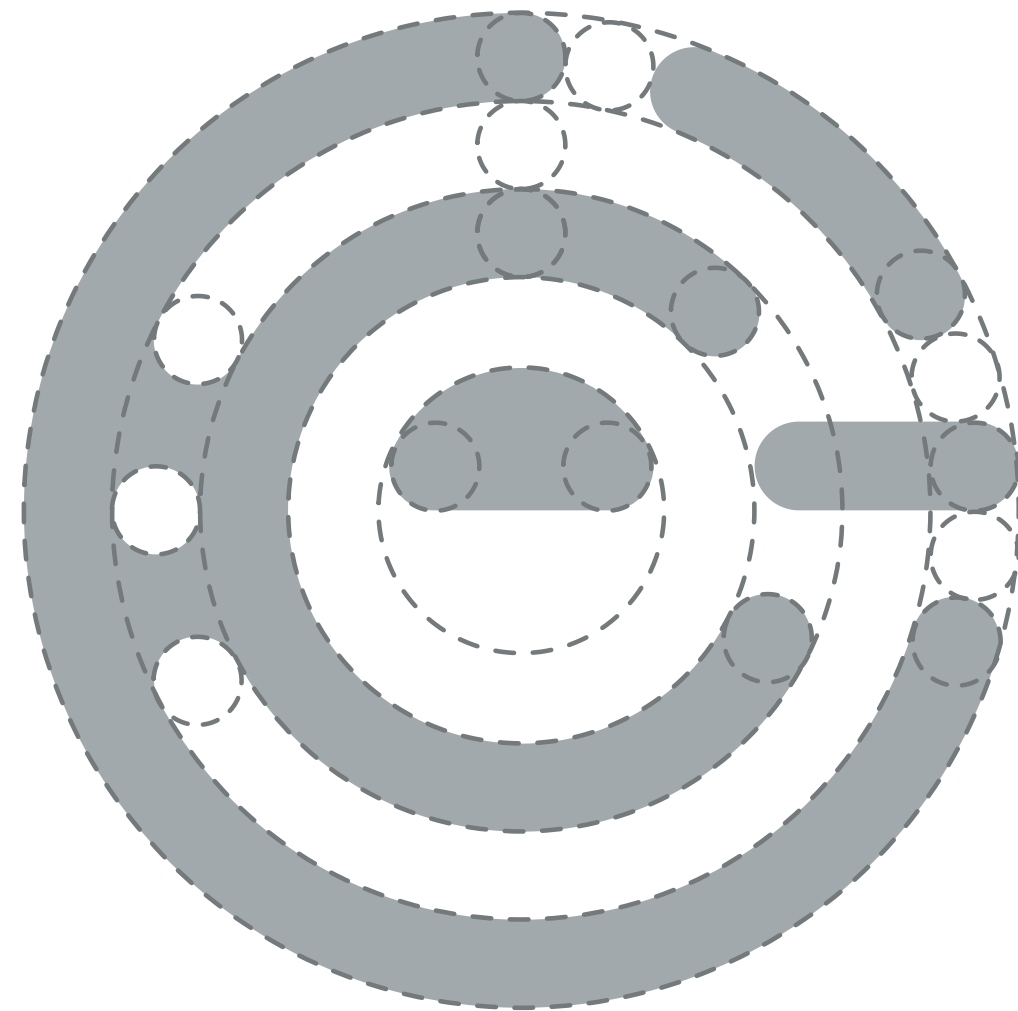
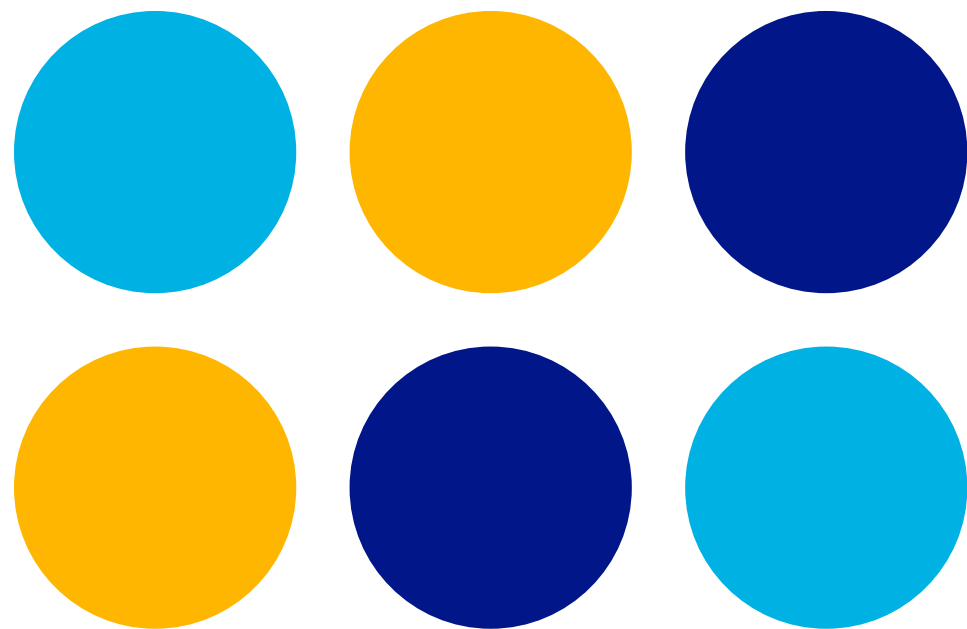
If we're confused about punctuation or grammar, we refer to the AP Style Guide to clear things up.

VISUAL IDENTITY



VISUAL LANGUAGE

The foundation of our visual identity is based solely on a circle. Circles are used in 20% of the world's most admired brands. They are softer, and more welcoming than harshly angled shapes. Just like our brand, circles convey unity, inclusivity and reliability. Within our brand, these shapes are an amalgamation of our diverse community of individual team members, customers and consumers, which we celebrate daily.



LOGO GUIDELINES

Deconstruction of logo



Stylized "e"

The stylized "e" in our logo represents our company name and our history.



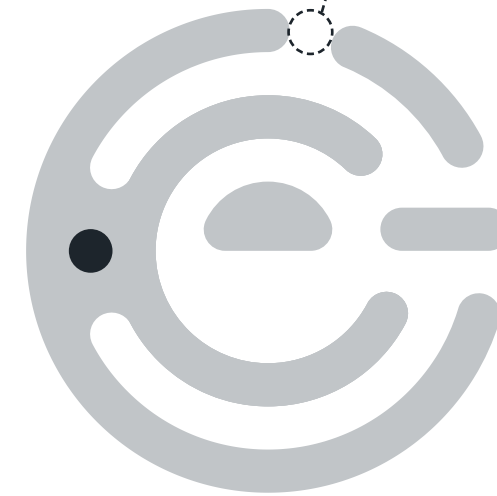
Power button

The power button in our logo represents the consumer electronics industry we serve.



Smile

The smile in our logo represents our dedication to customer service and our people.



Circle

The circle is the foundation of our visual identity and used solely to create the entire mark. It represents our community of team members, customers and retailers.

The break in the outer ring makes our logo asymmetrical. This allows our logo and brand to feel human-centric and relatable.

element[®]

Our wordmark is an evolution of our original logo. It's a custom created typeface that gives our brand a touch of modern while still infusing the softer design language with rounded edges. The forward motion makes our logo feel actionable and pairs well with our tagline.

LOGO GUIDELINES

Improper construction



The super graphic and wordmark were sized proportionally using the golden ratio for optimum aesthetics.



Do not resize either part of the logo.



Do not stack the two parts of the logo.



Do not skew the logo.



Do not rearrange the parts of the logo.

LOGO GUIDELINES

logo variations

element

For optimal legibility, only the wordmark should be used on the front of the TV bezel. The registered mark should also be removed as it does not reproduce well at this size. The color for bezel logo should always be Pantone 877c to match the Roku TV logo that is also printed on the bezel. The logo should always be placed in the center of the TV bezel.



LOGO GUIDELINES

Color variations

3-color version



Dark Practical Grey version



Black version



2-color version



Light Practical Grey version



White version



1-color version

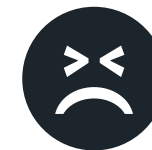
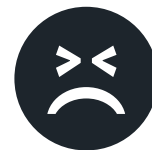


LOGO GUIDELINES

Improper color usage



We love our brand colors and think they look super cool on our logo. So please refrain from making any color modifications to our logo.



COLOR PSYCHOLOGY

Color is one of the most important assets of a visual identity. It's one of the first things people remember and associate with brands. 90% of snap judgments can be made on color alone, and 60% of purchase decisions can be made on color alone. Our brand colors were carefully selected to match the psychological profile of our brand.

Electric Cyan

Electric Cyan is an evolution of our old Element blue but with added saturation and vibrancy. This attention-grabbing color instills confidence and inspires feelings of joy and self-expression.

Optimistic Yellow

Optimistic Yellow energizes our brand as it's the color the eye sees first. Yellow also stimulates the left side of the brain, helping with clear thinking and decision making. It is often synonymous with feelings of positivity, happiness and optimism.

Loyal Blue

Loyal Blue is meant to ground our brand due to its calming nature. It's often used as a color to reduce stress and conveys trust, loyalty and security.

Practical Cool Grey

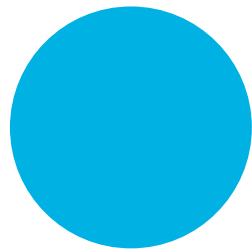
Grey is a neutral color used to stabilize and ground our color palette. It conveys feelings of reliability and practicality.



ELEMENT SOLID COLOR PROFILES

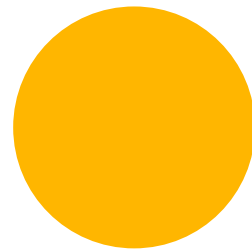


Electric Cyan



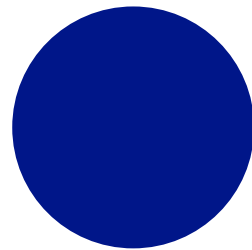
Pantone 306c
HEX: #00b2e3
RGB: 0, 178, 227
CMYK: 81, 4, 5, 0

Optimistic Yellow



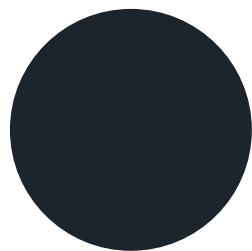
Pantone 7459c
HEX: #ffb600
RGB: 255, 182, 0
CMYK: 0, 31, 100, 0

Loyal Blue

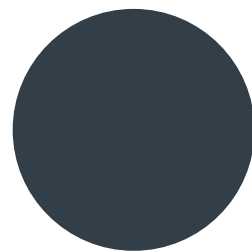


Pantone Reflex Blue
HEX: #001689
RGB: 0, 22, 137
CMYK: 100, 87, 0, 37

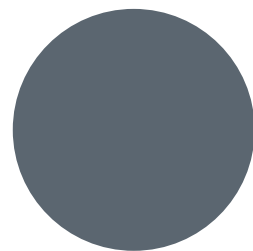
Practical Grey



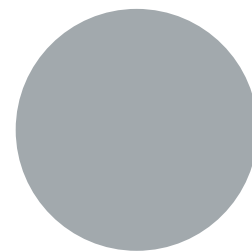
Pantone 433c
HEX: #1d252c
RGB: 29, 37, 44
CMYK: 80, 68, 58, 66



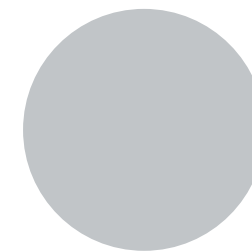
Pantone 432c
HEX: #323e48
RGB: 50, 62, 72
CMYK: 78, 64, 52, 43



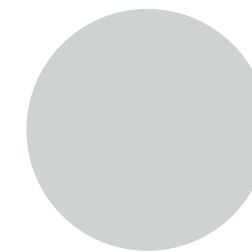
Pantone 431c
HEX: #5b6670
RGB: 91, 102, 112
CMYK: 66, 52, 44, 17



Pantone 429c
HEX: #a2a9ad
RGB: 162, 169, 173
CMYK: 38, 27, 27, 0



Pantone 428c
HEX: #c1c5c8
RGB: 193, 197, 200
CMYK: 24, 17, 16, 0



Pantone 427c
HEX: #cfd2d3
RGB: 207, 210, 211
CMYK: 18, 12, 13, 0



HEX: #ebebec
RGB: 235, 236, 237
CMYK: 7, 4, 4, 0

ELEMENT GRADIENT COLOR PROFILES



These stunning and vibrant color transitions are packed with energy and are a great way to elevate our brand while creating depth and movement where applied. They should be used sparingly for maximum effect.



HEX: #0093c9
RGB: 147, 201, 0
CMYK: 79, 28, 5, 0

HEX: #00b2e3
RGB: 0, 178, 227
CMYK: 81, 4, 5, 0



HEX: #d39000
RGB: 211, 144, 0
CMYK: 17, 45, 100, 1

HEX: #ffb600
RGB: 255, 182, 0
CMYK: 0, 31, 100, 0



HEX: #021d49
RGB: 2, 29, 73
CMYK: 100, 91, 37, 46

HEX: #001689
RGB: 0, 22, 137
CMYK: 100, 85, 0, 27



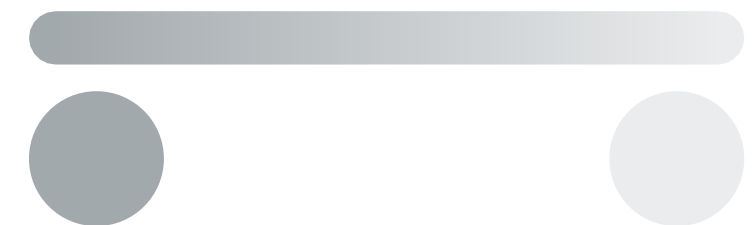
HEX: #00b2e3
RGB: 0, 178, 227
CMYK: 81, 4, 5, 0

HEX: #001689
RGB: 0, 22, 137
CMYK: 100, 85, 0, 27



HEX: #1d252c
RGB: 29, 37, 44
CMYK: 80, 68, 58, 66

HEX: #323e48
RGB: 50, 62, 72
CMYK: 78, 64, 52, 43



HEX: #a2a9ad
RGB: 162, 169, 173
CMYK: 38, 27, 27, 0

HEX: #ebeced
RGB: 235, 236, 237
CMYK: 7, 4, 4, 0

TYPOGRAPHY PROFILE



Motiva Sans

Motiva is a modern and expressive typeface with unique letterforms, but doesn't scream for attention. It has just the right amount of personality, yet can remain timeless. It is a great everyday typeface and is often associated with the Everyman archetype. It performs well in both digital and printed platforms.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Hello!

Motiva Sans Thin

Motiva Sans Thin Italic

Motiva Sans Light

Motiva Sans Light Italic

Motiva Sans Regular

Motiva Sans Regular Italic

Motiva Sans Medium

Motiva Sans Medium Italic

Motiva Sans Bold

Motiva Sans Bold Italic

Motiva Sans Extrabold

Motiva Sans Extrabold Italic

Motiva Sans Black

Motiva Sans Black Italic

TYPOGRAPHY LAYOUT STANDARDS

HEADLINE GOES HERE

Subheadline goes here.

Supporting copy goes here.

Eos sus, in comnis eosanda

sumet expellame nessinc

taspidit ad que nos es estotat.

Nem as et, cus dolut que perro

blaborrunto velluptaest

volorepudam volupta tiuntur.

Headlines should always be set in Motiva Sans Black Italics and all caps. This helps establish dominance within the visual hierarchy and also conveys forward movement.

Subheadlines should always be set in Motiva Sans Extrabold Italic. This is where the true personality of this typeface comes alive. It's much more playful and adds a friendly feel to the brand, a great juxtaposition to the weight and feel of our headline typeface. To determine the size of the subheadline, use the golden ratio and divide the headline point size by 1.618.

Supporting copy should always be set in Motiva Sans Regular. To determine the size of the supporting copy, use the golden ratio and divide the headline size by 1.618. If that's too large, you can continue to divide down.

POWERPOINT TYPOGRAPHY

Helvetica

Helvetica is our corporate presentation font. It's one of the most universal fonts for cross-platform usage and tends to be one of the most legible fonts in digital environments. Typestyles have been set up within our PowerPoint template to allow for easy text formatting.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

**SLIDE
HEADLINE**

Slide subheadline

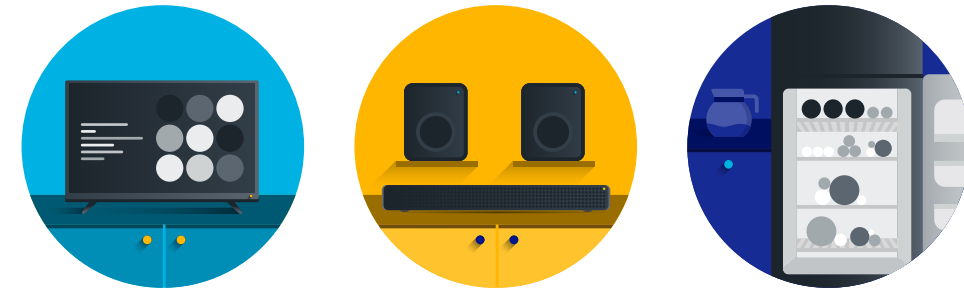
Supporting copy goes here.
Eos sus, in comnis eosanda
sumet expellame nessinc
taspidit ad que nos es estotat.
Nem as et, cus dolut que perro
blaborrunto velluptaest
volorepudam volupta tiuntur.

CUSTOM ICONOGRAPHY

Some of the earliest forms of communication came through pictures and drawings. We use iconography and illustrations to communicate a specific message or story in the same way today. We have three tiers of icons based on usage. Tier one icons are reserved for our product line. Tier two icons are meant to be more directive and can visually supplement the messaging or standalone without needing supporting copy. They should be used in marketing and packaging. Tier three icons are much simpler in design style to allow for maximum legibility. They should only be used in web and app platforms.



Tier One



Tier Two



Tier Three



Tier 3 icons should be built at 250 x 250 pixels

Stroke should be set at 5 pt. and the color should be set to #c1c5c8

Radius of corner should be set at 20 pixels



PRODUCT PHOTOGRAPHY

Our photography is a very important extension of our brand. It stimulates our brand with energy and positivity and makes us feel much more approachable. By minimizing the surrounding environments and using a monochromatic color approach, our products become the hero. This gives our brand much more personality and creates a unique style that truly stands out from the industry.



ON SET

The use of flat lighting and zero-depth of field gives our photos a fun and inviting personality.

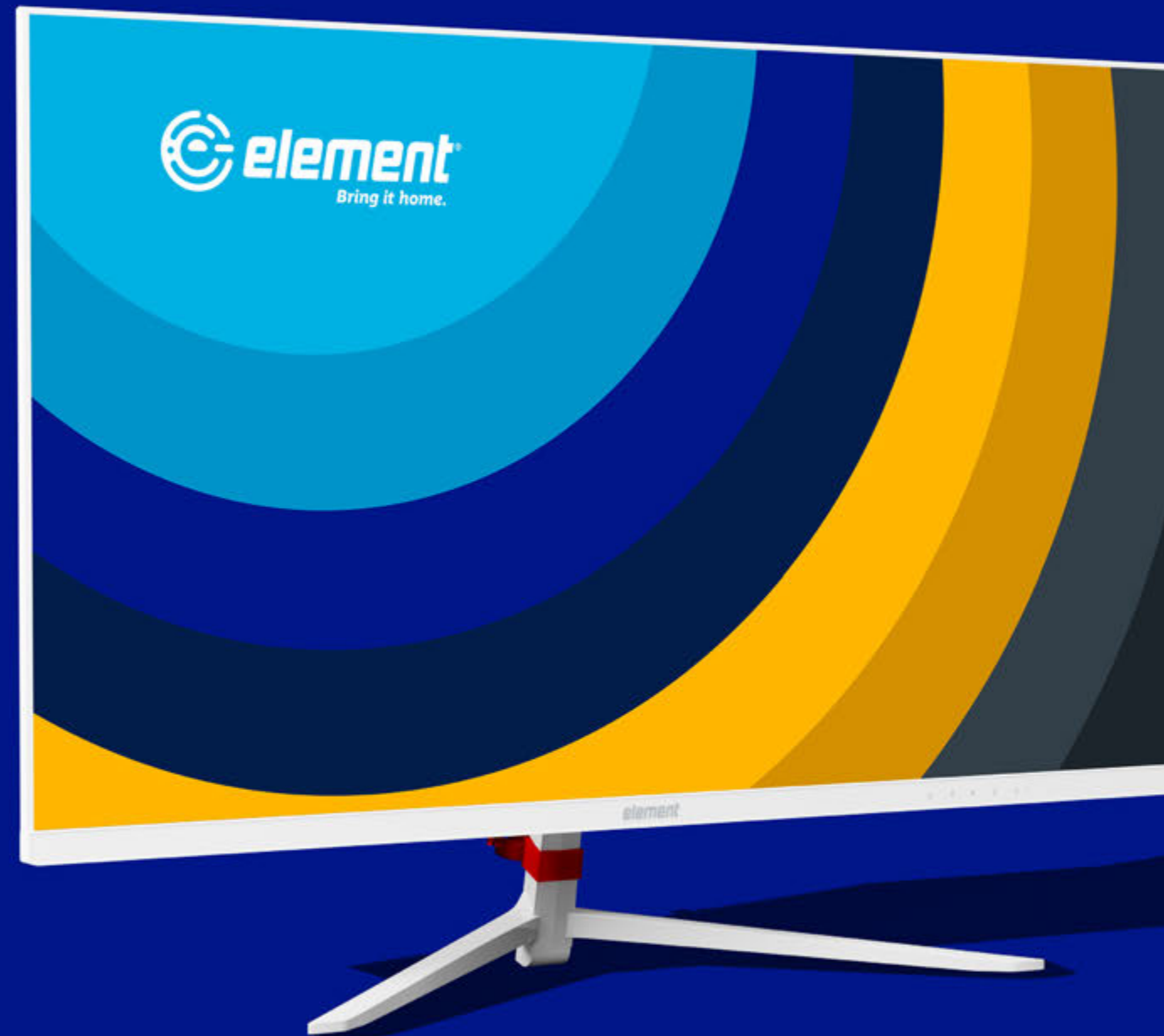
Furniture and other props within the set should have a mid-century modern style.

Sets should feel minimalistic and un-cluttered to keep focus on the product.

One brand color should be applied to all elements of the image with the exception of the product.



ON SWEEP



Sweep should be one solid color. Only one of the three main brand colors should be used.

The background should feel flat with little to no lighting, and no horizon line should be visible.

Strong, dynamic shadows should be used to make our products feel iconic.

ONE SCREEN PHOTOGRAPHY

Connected Televisions



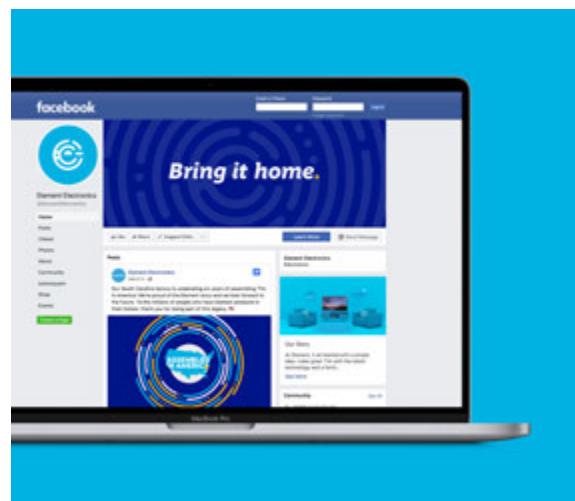
For all connected televisions, only an approved Roku user interface should be used. For smart TV consumers, showing the UI is a major selling feature, and it should be very clear they are purchasing a smart TV. Per our contract with Roku, the UI should be updated once a year to its most current version. Per the Roku brand standards, the UI should never be cropped or cut off.

Non-Connected Televisions



For non-connected televisions, only the approved and licensed photography by Australian photographer Lincol Harrison should be used. These photographs were carefully selected with our brand's visual language in mind and showcase the dynamic image quality. No stock photography should ever be used on our screens.

HOW WE LOOK





Bring it home.