



Lithium Style Guide 2009

Logo Primary



Primary Horizontal Configuration

The primary version of the Lithium logo is horizontal in format. This version should be a first choice for all Lithium branded materials. The logo combination features our logo symbol or “bug” on the left side of our logotype. The logo should be used in high contrast compared to the container it lives in. The symbol and the logotype should never be separated and used without each other in this format.

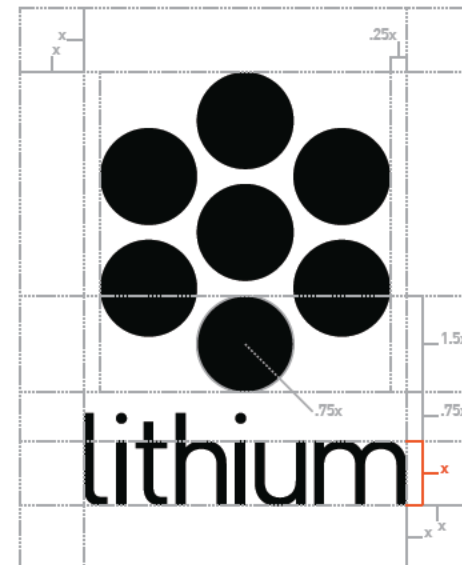


Logo Stacked



Stacked Configuration

While the primary version of the logo should be used whenever possible we have developed a vertical version. Example use cases of the stacked logo would be for sub branded areas of Lithium or for areas that call for a more square shaped format like online advertisements. This version features the symbol or “bug” above the logotype and center aligned together.



Logo Colors



The logo should always be one solid color. There should be a high amount of contrast between the logo and the background. Color choices for the logo are; black, 80% black, or white.



Primary Black



Primary Gray 80%



Primary White



Stacked Black



Stacked Gray 80%



Stacked White

Logo with Tag line



Our tagline can be paired with our logo in certain instances. The tag line can only be used as shown below with the Primary horizontal Lithium logo. Because of the readability of the tag line, this version of the logo must not go below **2.5"** or **180px** wide.



Improper Logo Use



The primary and stacked are the only versions of our logo. The relationship between the logotype and the symbol should never be changed. The logo should never use multiple colors or colors that don't live within this style guide. We do not like strokes, the logo should reflect that, and never be displayed with only, or the addition of a stroke. Also the logo should never be used over images with poor contrast or as a mask for an image. Effects like gradients or drop shadows should never be added to the logo.



Primary Color Palette



The Lithium.com primary color palette uses high contrast colors to create depth within flat space. White is the primary color and serves as the main, foreground element within the layout. The 80% gray is used both for minor layout modular elements and the base background color for the area. Black is also one of our primary colors and we use it about 30% in comparison to the total amount of white in the area. Like the 80% gray, our gray scale shifts at levels of 20% from black to white.

Primary Colors



Black
CMYK: 0 0 0 100
RGB: 0 0 0
WEB: #000000



Gray K80%
CMYK: 0 0 0 80
RGB: 51 51 51
WEB: #333333



Pantone 173c
CMYK: 0 80 94 1
RGB: 204 51 0
WEB: #CC3300

Gray scale



Gray K60%
CMYK: 0 0 0 60
RGB: 125 125 125
WEB: #7D7D7D



Gray K40%
CMYK: 0 0 0 40
RGB: 172 172 172
WEB: #ACACAC






Gray K20%
CMYK: 0 0 0 20
RGB: 215 215 215
WEB: #D7D7D7

Expanded Color Palette



When 3 colors just isn't enough we have developed an expanded color palette. These colors should only be used as to highlight non-hero items on either lithium.com web pages or print collateral. The colors can also be used for lithium sub-branded items to extend the reach of our brand style while differentiating itself from primary lithium brand elements.

Expanded Colors

		Pantone	CMYK	RGB	WEB
	Orange	1375c	C0 M47 Y100 K0	R255 G153 B0	#ff9900
	Yellow	7409c	C1 M29 Y100 K0	R254 G187 B0	#FEBB00
	Green	360c	C69 M0 Y71 K0	R65 G190 B122	#41BE7A
	Blue	2915c	C62 M23 Y0 K0	R58 G170 B255	#3AAAFF
	Purple	2597c	C81 M100 Y27 K18	R69 G30 B102	#451E66
	Pink	1925c	C0 M100 Y50 K0	R237 G20 B91	#ED145B

Typography



Our branding is based on modern aesthetics that borrow from vintage styles. Because of this we use a font that represents those aesthetics while keeping a very modern feel. That font is DIN, a variation of the original DIN 1451 used by the Prussian rail network in 1906. Din is the sole font used for all of our print collateral and as the title font for our web site pages. Arial substitutes DIN for static HTML body text.

Font Examples

DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789 ":!@#%\$*?

DIN Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789 ":!@#%\$*?

DIN Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789 ":!@#%\$*?

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789 ":!@#%\$*?

Application Icons



The lithium icons represent the individual branding of our core product line. Through positive and negative space, these icons create a clean, sharp, and modern look consistent with the Lithium brand. Please do not attempt to modify the icons, doing so could potentially disrupt the family and cause one or more of the icons to become outcasts, therefore diluting the Lithium brand.

The Family



Forums



Ideas



Chat



Blogs



Knowledge Base

24x24



16x16



12x12



Photography



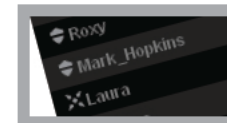
Lithium's brand is bold and cinematic. Our photography should maintain that cinematic quality. The aspect ratio of our photography, screen shots, and avatars is 16x9. Photography should be cropped clean and shear without frames or borders. The images chosen should feel candid, not staged. The use of stereotypical stock photography should be avoided and a more journalistic style of photography should be used.



Product Screen Shots



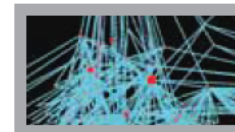
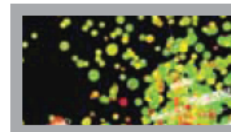
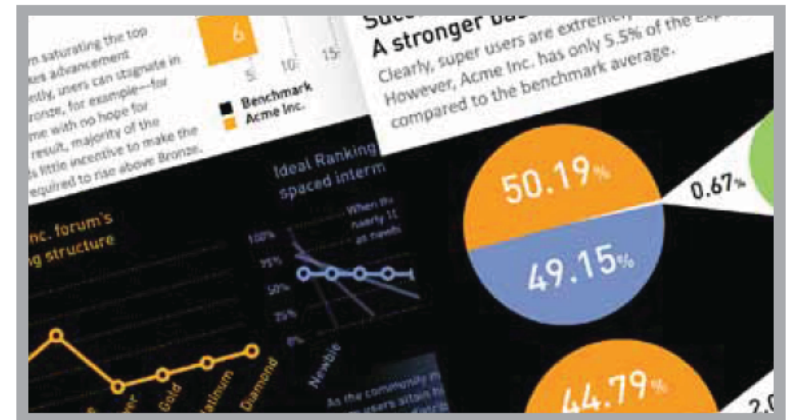
Like the format of the photography used within all lithium branded materials, screen shots of Lithium products should maintain the same cinematic quality. Because the image edges of screen shots usually consist of white there needs to be separation from the background. To remedy this we add a 4px, 40% gray border around the inside of the screen shot to create separation between the white space of the background and the screen shots. Another treatment we use for screen shots is giving them a **15 degree counter clockwise** rotation this helps to keep the screen shot from looking like part of the UI.



Documentation Screen Shots



Like the format of the photography used within all lithium branded materials, screen shots of Lithium products should be framed with the same cinematic 16x9 aspect ratio. Like product screen shots the documentation screens also have a **15 degree counter clockwise** rotation. Documentation screens shots consist of data sheets, case studies , and white papers so to give them a real world look we apply a very subtle drop shadow.



Product Avatars



Avatars are a way for the users in our communities to express their individuality. Lithium avatars use the same 16x9 cinematic aspect ratio that our brand does. They should be composed with the main action coming from the bottom right.

Avatar Size Examples

Profile 128x72



Message 64x36



Favicon 16x16



In-line 16x9



Corner Radius



Lithium rounded corners use a 5px radius and retain that 5px radius if the shape is scaled. As Shown below, if shapes are nested the parent shape will maintain, at minimum, a 5px area of padding on the inside. The first nested shape will have a reduced corner radius of 2px, and like the parent shape have a minimum padding area of 5px. If there is a second nested shape the corners should not be rounded.

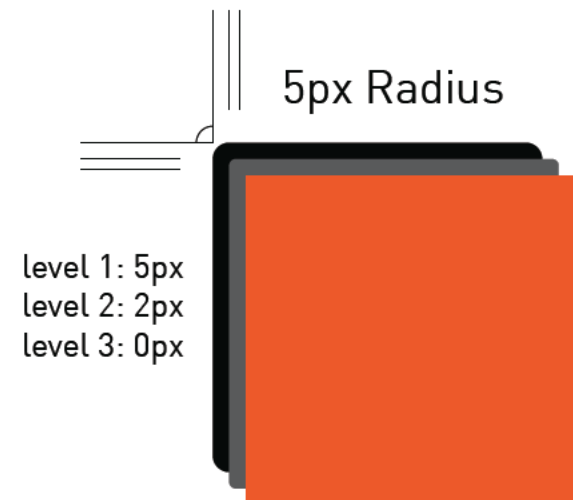
Radius Diagram

Illustrator: Using the “Rounded Corners” filter is the best way to achieve exact corner radii. The values differ depending on the unit of measurement being used.

Pixels = 5px
Inches = .069in
Millimeters = 1.764 mm
Points = 5pt

Photoshop: Using the Rounded Rectangle Tool (U), manually set the corner radius in the tool options bar. The values will change depending on the resolution of the document.

72dpi = 5px
300dpi = 21px
150dpi = 10px



Basic Data Sheet Layout



This is the standard layout for our single page data sheets. We use a modified 3-column grid layout where the third column has a padding area of .25". The right margin of the document is 2.5" not .5" like the rest. Margins of this layout should be followed exactly. This base layout should also be used for both data sheets and case studies. The document has a bleed area of .25", the header and right column should extend to fill those areas.

Layout Specifications

Document Size: 8.5 x 11"

Bleed: .25" overall

Header: 8.5 x 1.5" (9 x 1.75" w/ bleed)

Right Column: 2.5 x 9.5" (2.75 x 9.75" w/ bleed)

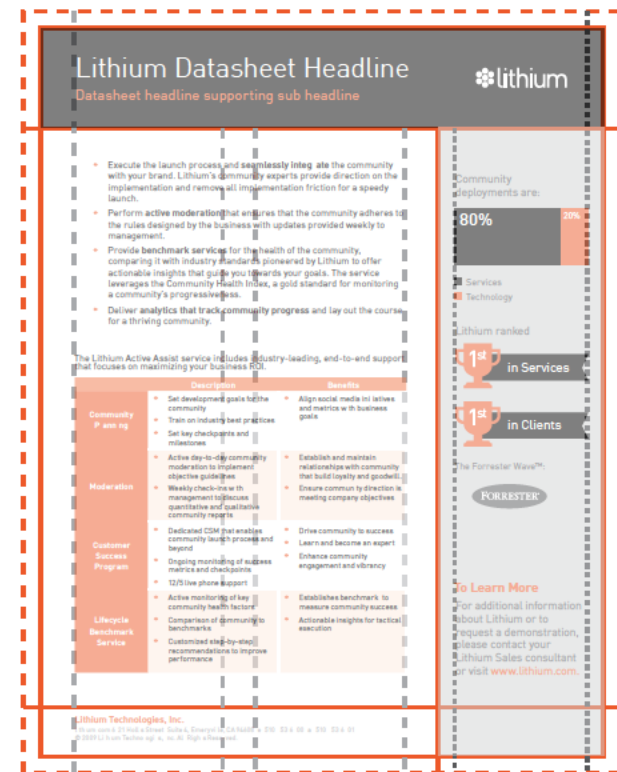
Footer: 8.5 x 1"

Body & Header margins: .5" each side

The single line headline and subhead should be centered vertically within the header. If the subhead wraps to two lines the second line is not factored into the alignment.

Right Column margins: .25" each side

Content within the right column can be positioned anywhere in the vertical space of the column with a minimum margin of .25" on the top and .75" on the bottom.



Data Sheet Layout Colors



The colors used for different layout sections of Lithium data sheets are simple yet concrete. The header uses black and the right column uses 20% gray. The base color used for elements within the right column should be 80% gray, combined with the Lithium red as a secondary highlight color.

Header



Black
CMYK: 0 0 0 100
RGB: 0 0 0
WEB: #000000

Right Column



Gray K20%
CMYK: 0 0 0 20
RGB: 215 215 215
WEB: #D7D7D7



Basic White Paper Layout



This is the standard layout for our white paper documents. Our white papers use a two column structure based on a four column grid. The first column is used for call out elements then the other three are combined to create the body column of the page. Graphics can be added to both the body or the left column. Just like the data sheet layout, this layout should never be modified.

Layout Specifications

Document Size: 8.5 x 11"

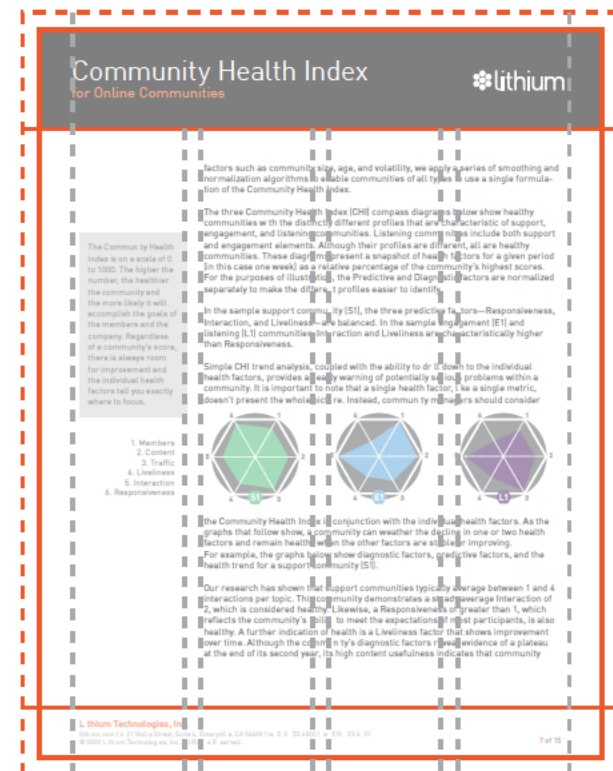
Bleed: .25" overall

Header: 8.5 x 1.5" (9 x 1.75" w/ bleed)

Footer: 8.5 x 1"

Body & Header margins: .5" each side

The single line headline and subhead should be centered vertically within the header. If the subhead wraps to two lines the second line is not factored into the alignment.



White Paper Layout Colors



This layout uses even a simpler color structure than the data sheets. The header should always be black. Unlike the side column in the datasheet template, the side column in the white paper template is the same color as the body.

Header



Black
CMYK: 0 0 0 100
RGB: 0 0 0
WEB: #000000



factors such as community size, age, and volatility, we apply a series of smoothing and normalization algorithms to enable communities of all types to use a single formulation of the Community Health Index.

The three Community Health Index (CHI) compass diagrams below show healthy communities with the distinctly different profiles that are characteristic of support, engagement, and listening communities. Although their profiles are different, all are healthy communities. These diagrams present a snapshot of health factors for a given period (in this case one week) as a relative percentage of the community's highest scores. For the purposes of illustration, the Predictive and Diagnostic factors are normalized separately to make the different profiles easier to identify.

In the sample support community [S1], the three predictive factors—Responsiveness, Interaction, and Liveliness—are balanced. In the sample engagement [E1] and listening [L1] communities, Interaction and Liveliness are characteristically higher than Responsiveness.

Simple CHI trend analysis, coupled with the ability to drill down to the individual health factors, provides an early warning of potentially serious problems within a community. It is important to note that a single health factor, like a single metric, doesn't present the whole picture. Instead, community managers should consider

the Community Health Index in conjunction with the individual health factors. As the graphs that follow show, a community can weather the decline in one or two health factors and remain healthy when the other factors are stable or improving. For example, the graphs below show diagnostic factors, predictive factors, and the health trend for a support community [S1].

Our research has shown that support communities typically average between 1 and 4 interactions per topic. This community demonstrates a steady average interaction of 2, which is considered healthy. Likewise, a Responsiveness of greater than 1, which reflects the community's ability to meet the expectations of most participants, is also healthy. A further indication of health is a Liveliness factor that shows improvement over time. Although the community's diagnostic factors reveal evidence of a plateau at the end of its second year, its high content usefulness indicates that community

Basic Case Study Layout



The Case Study layout shares the same measurements as white paper layout. The only difference with the case study layout is that we have created a customer profile at the beginning of the document. This Profile is the same width as the first column with a 1/8" area of padding on the inside.

Layout Specifications

Document Size: 8.5 x 11"

Bleed: .25" overall

Header: 8.5 x 1.5" (9 x 1.75" w/ bleed)

Footer: 8.5 x 1"

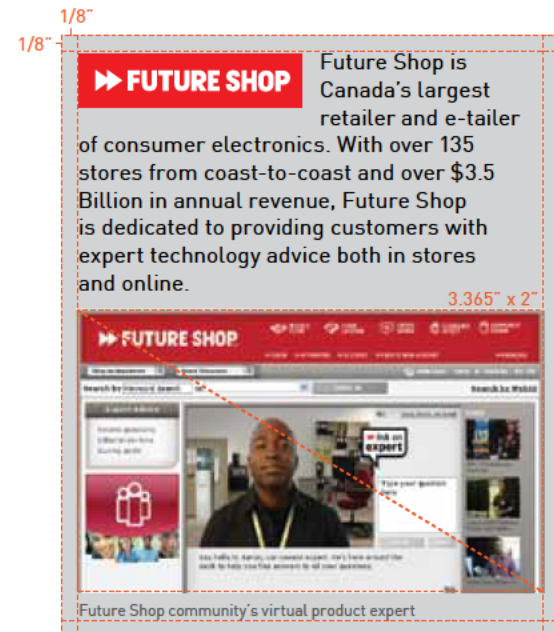
Body & Header margins: .5" each side

The single line headline and subhead should be centered vertically within the header. If the subhead wraps to two lines the second line is not factored into the alignment.

Layout Grid



Customer Profile



Case Study Layout Colors



This layout uses even a simpler color structure than the data sheets. The header should always be black. The right column is not used within the structure of this layout to make room for two full columns of text.

Header



Black
CMYK: 0 0 0 100
RGB: 0 0 0
WEB: #000000

Customer Profile



Gray K20%
CMYK: 0 0 0 20
RGB: 215 215 215
WEB: #D7D7D7



FUTURE SHOP
Future Shop is Canada's largest retailer and e-tailer of consumer electronics. With over 135 stores from coast-to-coast and over \$2.5 billion in annual revenue, Future Shop is dedicated to providing customers with expert technology advice both in stores and online.



Canada's #1 Technology Company

Future Shop's overall goal is to deliver trusted, personalized service with the customer in mind. The company's online channel, FutureShop.ca, strives to extend the company's brand promise with its mandate to deliver an expert-guided experience for customers that creates loyalty, trust, and customers for life.

FutureShop.ca is executing on its mandate with a Lithium-powered online community called the Future Shop Community Forum whose motto is "Connect, Share, Learn" and the results are impressive. The Future Shop customer community in Canada is #1 community of technology and consumer electronics enthusiasts. With over 80,000 members and 100,000 posts to date, the community is thriving with a four-fold growth in traffic over the last year. Best Buy, Future Shop's parent company, recognized the forward-thinking nature and success of the community by awarding it Canada's #1 million member community award.

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Future Shop's community is available in both English and French, has 12 key discussion categories ranging from home theatre to home office to appliances, with some boards boasting over 10,000 posts to date. The community's main target audience is consumers, but the site also serves merchants and vendors who are able to gather direct customer feedback, and in-store Product Experts. Not only can Product Experts increase their personal brand equity by helping customers online, they also have an opportunity to improve their product knowledge and learn from customers and each other. Future Shop encourages them to log-in to the community from inside the store face.

Future Shop Community Achievements

- #1 technology community in Canada
- reduced customer service costs
- winner of the Best Buy Chairman's Innovation Award

As proof of the community's importance and support within the organization, several honours recipients including Future Shop's top management receive a weekly report compiled by the community's manager that includes key activity statistics and highlights issues and hot topics. With its high degree of reliability, the community is quickly becoming a go-to vehicle for departmental issues Future Shop is accomplishing business goals.

Customer Support: Because the community helped build a self-service knowledge base that customers tap into to find answers to product information questions, Future Shop has lowered its customer service costs related to product information calls and its support centre.

Marketing: Marketing not only amplifies promotions through the community, but also reaches out to the community as a key source of product input and feedback.

Collateral Typography



This is our standard list of font sizes for all forms of Lithium print collateral. Like the layout they should be followed accordingly. The only exception to a change in the font size would be slight reduction in the size of the headline to a minimum of 24pt. If the headline still cannot fit on a single line at this size please re-think your headline.

Headline: 30pt DIN Regular, white

Sub Headline: 16pt DIN Regular, Lithium red

Right Column

Headline: 14pt DIN Medium, Lithium red

Copy: 12pt DIN Regular, black 80%

Copy Highlight: 12pt DIN Regular, Lithium red

Footnote: 10pt DIN Light, black 80%

Body Column

Headlines: 16pt DIN Regular, Lithium red

Bold: 10pt DIN Bold, black

Copy: 10pt DIN Regular, black

Copy Highlight: 10pt DIN Regular, Lithium red

Footer

Company Name: 10pt DIN Medium, Lithium Red

Contact Info: 7pt DIN Regular, black 40%

Punctuation Marks



To keep our branding strong we modify as many aspects possible to create a stronger voice for Lithium. Some of our main punctuation marks reflects this unification of brand voice.

The Lithium Bullet



Specifications:

Bullet Size: W= .06" H= .0497"

Bullet Indents: .25" for the bullet .5" for the copy

- Execute the launch process and **seamlessly integrate** with your brand. Lithium's community experts provide implementation and remove all implementation for launch.
- Perform **active moderation** that ensures that the rules designed by the business with updates management.
- Provide **benchmark services** for the health of the comparing it with industry standards pioneered by

The Lithium Quotation



Specifications:

Used in collateral quote call-out sections. We use the end quote only at the bottom right of the quoted statement.

For use in data sheets they should be 72pt in size

id. Gras on nare libero
sit amet.



Side Column Pull Quotes



The side column section of our data sheets can be used to display multiple types of content. A pull quote is a perfect example of highlighting body content to add value to the overall message of the data sheet.

Specifications

A) Expanded

Fonts Specifications

Quote: 12pt DIN Regular, White
Attribution: 10pt DIN Light, 80K

Colors

Quote Box: ● 80% Black (80K)
Quote Marks: ● Lithium Red

The expanded version of the side column pull quote uses our branded speech bubble with the addition of the logo from the attributed customer.



B) Compact

Fonts Specifications

Quote: 12pt DIN Regular, White
Attribution: 10pt DIN Light, White

Colors

Quote Box: ● 80% Black (80K)
Quote Marks: ● Lithium Red

The compact version of the side column pull quote contains the attribution within the box keeping a 1/4" margin around all copy.



Body Pull Quotes

Even though our white paper and case study layouts do not support a side column, we have developed a treatment for pull quotes within the body of these documents. The layout and margins are similar to those found in the compact version of the side column pull quote.

Specifications

A) Compact

Fonts Specifications

Quote: 12pt DIN Regular, 80K

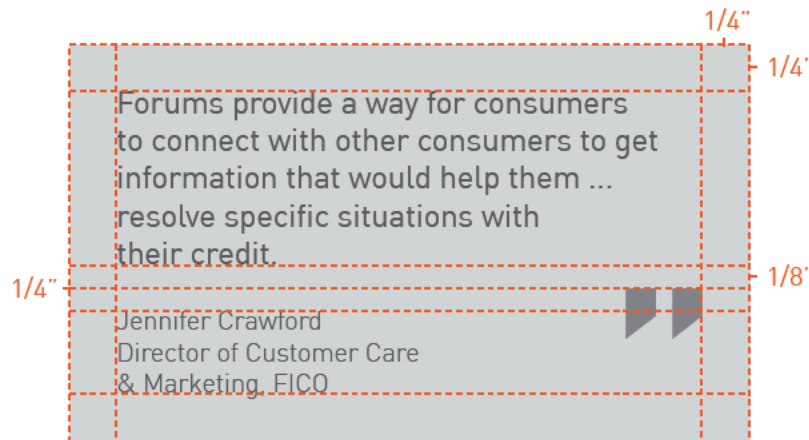
Attribution: 10pt DIN Light, 80K

Colors

Quote Box: ● 20% Black (20K)

Quote Marks: ● 60% Black (60K)

The body pull quote is very similar to its side column equivalent. The only difference here is that the quotation marks also align to a 1/4" of padding within the quote box.



Whitepaper Pull Quotes



The layout of the our white papers includes a side column with the same background color as the body. Because of this we use a pull quote style similar to the body pull quote. Pull quotes added to any of our white papers should be added in the left side column only.

Specifications

A) Compact

Fonts Specifications

Quote: 9pt DIN Regular, 80K

Attribution: 7pt DIN Light, 80K

Colors

Quote Box: ● 20% Black (20K)

Quote Marks: ● 60% Black (60K)

The body pull quote is very similar to it's side column equivalent. The only difference here is the that the quotations marks also align to a 1/4" of padding within the quote box.

