



# 2026 Brand Style Guide

Unified in Purpose. Distinct by Design.

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# LWS Brand

At Lighthouse Worldwide Solutions®, our brand isn't a logo, a color palette, or graphic design... it's the sum of our reputation and the story we create over time within the industry.

Every product... every training experience... every visual... and every customer communication is a **living reflection of the trust cleanroom operators and manufacturers place in us**. By blending intuitive technology with actual meaningful innovation, and making complex regulations accessible, **we build partnerships rooted in results, not just recognition**.

Our visual identity, as well as our voice and tone, strive for sharpness, authenticity, and clarity... highlighting our products and solutions in real-world use while avoiding empty polish. **We discuss the benefits of our products, not just the features**. Because for us, our brand is the credibility we earn, and the progress we help customers unlock, each and every day.

Our mission is clear: Let every detail, every experience, and every outcome **embody a legacy of innovation** that truly **serves humanity**.

## This Style Guide

This guide, crafted by the Lighthouse Worldwide Solutions Innovation team, is more than a set of color rules or style mandates... it's a guide for expressing who we are and the reputation we're committed to building every day.

A logo is just a symbol; **our true brand is the shared understanding and trust we nurture**, both inside our team and within the industry itself.

Every guideline here is designed for clarity and consistency, ensuring each piece of content reflects the quality and intent behind our reputation. Before any design is released, it goes through a process that protects and reinforces our brand story and values... not just our visuals.

*For questions or feedback, we invite you to connect directly with the Innovation department... because stewardship of our reputation deserves both precision and open dialogue.*

# Logo and Wordmark



## Standard Horizontal Orientation

Our classic standard logo which has been in use for decades. It should be your go-to on most internal and public facing materials



## Updated Vertical Orientation

For 2026, we're officially relasing the vertical orientation as a fully appoved variant. Llke it's counterpart, you'll find this variant in full color, black, and a properly inverted white.

The Lighthouse Worldwide Solutions® logo represents more than just our identity... it's the visual anchor of our reputation and the trust we build in every market we serve. Our main logo is composed of the iconic lighthouse mark paired with our word mark, each working together to convey both guidance and stability.

The light rays from the lighthouse are essential: **they must always stand out as the brightest, most contrasting feature of the logo**, no matter where it appears. This detail ensures that our message of clarity and delivering a forward guide path shines through in every application.

Operational discipline is key: always use the approved version of the LWS logo with the registered trademark symbol ®.

Before any use, verify that the light rays carry the proper contrast as demonstrated in our standards. These rules protect the integrity of our logo and, by extension, reinforce our brand's commitment to accuracy, consistency, and excellence in every piece of communication.

**Trademark Note:** All external documents, webpages, and communications should have the first instance of "Lighthouse Worldwide Solutions" (simliar to the first paragraph on this page) attached to a superscripted registered trademark symbol: ®

*Please note that this is in addition to the registered trademark symbol in the logo, which must always be used.*

# Logo Variants

Our logo is available in both black and white variants to ensure maximum versatility and clarity across a wide range of applications and backgrounds. The black variant offers strong contrast and visual strength on light backgrounds, while the white variant is designed to stand out clearly against dark, gradiated, or colored surfaces.

## Horizontal



## Vertical



No matter which variant is used, it's essential that the logo's defining feature: the emanating light rays, always remains the brightest element, preserving the integrity and impact of our brand.

These options ensure our logo maintains its recognition, legibility, and authority no matter the context, while consistently telling the story of **guidance and reliability that defines our reputation.**

# Incorrect Logo Variants

Correct usage of the LWS logo mark is critical to maintaining our brand integrity and [protecting our registered trademark](#). The light rays emitted from the lighthouse must always be the lightest element in the logo, providing clear contrast and visual emphasis that defines our mark's unique identity.

Any logo file [where the lightrays appear dark is not compliant with our standards and jeopardizes our trademark protection](#). Such incorrect files should be immediately deleted from your system to prevent misuse and ensure consistency.

## Solo Brand Mark

Some of our brands, such as CTF Photonics, allows for the visual brand mark to be used separately as a design element. This is not the case for LWS. The brand mark is not to be separated from the Lighthouse Worldwide Solutions text – with the exception of packaging design.



This is the **correct** version as the lightrays are **lighter**.



This is the **incorrect** version as the lightrays are **darker**.



If you encounter a version of this logo, the file should be **deleted**



## 40 Year Logo

This logo is now considered **retired** and should no longer be used in official materials.

# Logo Spacing and Buffer Zone



Logo placement is essential for maintaining the clarity and authority of the LWS brand mark. On the left, top, and bottom sides of the standard logo, always provide a buffer space equal to half the height of the logo to preserve visual balance and legibility. On the right, the space should be equal to the full height of the logo for optimal separation.

Never place design elements or text within the designated buffer zones, typically indicated in yellow, as this protects the logo's prominence and ensures our trademark remains uncompromised in every application. Purposeful placement demonstrates our disciplined attention to detail and reinforces the strength and consistency of our visual identity across all platforms.



# Typography

## General Guidelines

Use Avenir at all times for body copy, headings, sub-headings, and captions.

Substitute fonts (e.g., Arial, Helvetica) may be used temporarily, only in contexts where Avenir is not available, such as email clients or limited web platforms.

## Hierarchy & Sizing

Establish clear typographic hierarchy in your layouts using golden ratio techniques:

### Headlines:

Avenir Light, Heavy, or Black, Title Case, **no caps**.

### Sub-headings:

Avenir Heavy or Medium, sentence case or title case, **no caps**.

### Body copy:

Light Backgrounds: Avenir Book

Dark Backgrounds: Avenir Roman (or Med)  
at 10–12pt for print and 16–18px for digital applications. Additionally, **no caps**.

## Spacing

Maintain generous line-spacing for readability.

LWS uses the golden ratio: Point size x 1.618 to determine line spacing

## Color Usage

Ensure adequate color contrast for accessibility, referencing brand colors.

Makena is the preferred choice for headlines, and subheads; but alternating between makena, fathom, and noir is acceptable.

## Kerning

For those application which allow kerning, all text should be set to:

**Print:** Optical -10 **Digital:** -0.2em

## Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12234567890

## Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12234567890

## Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12234567890

## Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12234567890

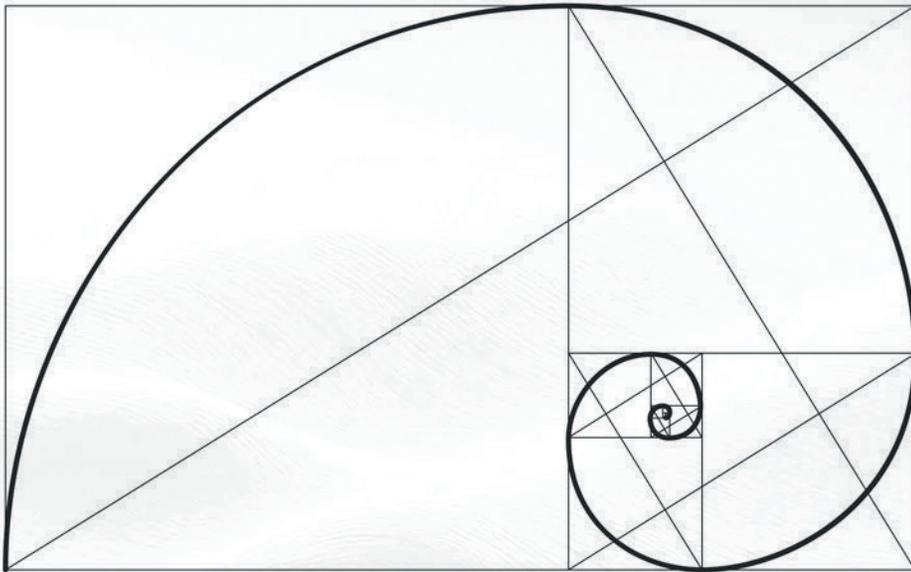
## Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12234567890

## Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12234567890

# The Golden Ratio



Our approach to typography is guided by the principle of the golden ratio to promote harmony, readability, and visual appeal across all communications. We calculate our line spacing by multiplying the font size by 1.618... the golden ratio. For example, if the font point size is 16pt, the ideal line height would be:  
**16pt × 1.618 = 25.9pt line height**

This proportional system ensures that every line of text is comfortably spaced, making complex technical information easy to read and aesthetically balanced. By applying mathematical precision to our design standards, we reinforce a brand experience that is as thoughtful and consistent as it is visually striking.

## Print

Font Point	Leading
8	12.944
9	14.652
10	16.18
11	17.798
12	19.416
14	22.652
18	29.124
20	32.36
24	38.832
30	48.54
32	51.776
36	58.248
48	77.664
60	97.08
72	116.496

## Digital/Web

em Point	em Leading
0.667em	1.079em
0.75em	1.214em
0.833em	1.348em
0.917em	1.483em
1em	1.618em
1.167em	1.888em
1.5em	2.427em
1.667em	2.697em
2em	3.236em
2.5em	4.045em
2.667em	4.315em
3em	4.854em
4em	6.472em
5em	8.09em
6em	9.708em

# Voice and Tone

Our narrative architecture is how we tell our story and the feelings we create for people. It means choosing the right words, tone, emotions, and symbols to help ideas really connect and stick. It's about crafting communications that aren't just words, but build real meaning and nurture genuine relationships, turning everyday communication into something memorable.

This is how people recognize Lighthouse before they ever see a logo. It should show up in every email, slide deck, webinar, and product page, and it quietly teaches customers that they can trust us... not just as a vendor, but as a partner. When our voice stays consistent, a prospect in a first sales call and an engineer reading a tech paper both feel like they are hearing from the same steady partner who knows cleanrooms inside and out.

This section pins that down so none of us have to guess. It gives every rep, trainer, and subject matter expert the same playbook for how Lighthouse sounds, from quick social posts to Annex 1 webinars to in depth consulting proposals. This consistency saves teams time and makes it easier for customers to feel like they are in good hands with a company that is connected, instead of a mix of different voices.

When we all follow this voice and tone, our story lands the same way across regions, products, and channels... and that builds trust the same way our monitoring systems build confidence in the data on screen.

## Tone Matrix

Trait	Description	Do	Don't	Example
<b>Helpful</b>	Always look for ways to assist or guide	Offer practical solutions conversationally	Sound curt or dismissive	"Let's walk through that step..."
<b>Concise</b>	Say more with fewer words	Get straight to the point	Ramble or add fluff	"Need a hand? Reach out anytime."
<b>Warm</b>	Feel approachable; show you care	Use friendly, relatable phrases	Be cold or robotic	"We're with you every step."
<b>Approachable</b>	Avoid jargon, keep it clear	Use colloquialisms, simple syntax	Get technical unnecessarily	"Here's the details on setting up."
<b>Honest</b>	Stay transparent and factual	Admit when you don't have an answer	Guess or exaggerate	"Not sure yet, but we'll check."
<b>Curious</b>	Stay open, interested in new ideas	Ask questions, invite feedback	Act closed-minded	"We're curious what you think?"

# Tonal Examples

Below are two written segments regarding the importance of ISO 14644 and GMP Annex 1. They both contain the same information, but the Non-Lighthouse example is wordy, overtly technical, and not easy to digest. Using the key traits from our Tone Matrix, we're able to break down the content into helpful approachable copy that the reader will retain... with the added bonus that they'll walk away knowing that we care about the success of their cleanroom.

Non-Lighthouse:

## Overtly Technical

Regulatory frameworks governing cleanroom environments (for example, those derived from ISO 14644 and GMP annexes), exist to constrain particulate, microbial, and molecular bioburden within narrowly quantifiable, statistically verifiable limits, thereby preserving process capability indices and validated sterility assurances.

These regulations operationalize contamination control as a multi-parameter system encompassing air-change rates, pressure cascades, HEPA/ULPA filtration efficiency, surface finish specifications, and personnel/material ingress–egress protocols, all of which must be demonstrably maintained within predefined acceptance criteria over the facility lifecycle. Absent such prescriptive standards, uncontrolled variation in environmental quality would propagate through critical process steps, degrading yield, invalidating batch records, and compromising patient or end-user safety in ways that are not always detectable via end-product testing.

Consequently, regulatory cleanroom requirements function as a risk-mitigation architecture: they force organizations to embed environmental monitoring, deviation management, and periodic requalification into their quality systems so that contamination threats are proactively modeled, constrained, and continuously reduced.

Lighthouse Worldwide Solutions:

## Appropriately Approachable

Regulatory cleanroom standards like ISO 14644 and GMP Annex 1 exist for a simple reason, they keep particles and microbes under tight control so your process, yield, and patient safety are protected... and not left to chance. Instead of guessing, they give you clear, measurable limits that you can prove with data across the life of your facility.

These rules turn contamination control into a system, not a guess, covering air change rates, pressure differentials, HEPA and ULPA filtration, surface finishes, and how people and materials move in and out of the room. Every one of those pieces is tied back to defined limits, documented checks, and repeatable routines so you can show regulators, and yourself, that the cleanroom is under control every day, not just on audit day.

Without that structure, small shifts in environmental quality creep into filling lines, mixing steps, and packaging, chipping away at yield and risking product quality in ways final testing might never catch. That is where real time monitoring earns its keep, catching trends and excursions early so teams can pause, fix, and get back to work with less scrap and less stress.

In practice, cleanroom regulations work like a built in risk filter, they push you to bake environmental monitoring, alarm handling, deviation management, and periodic requalification into your quality system instead of treating them as side projects. With Lighthouse systems, that means particle counters, environmental sensors, and compliant software working together so you can spot issues fast, document every decision, and keep contamination risk moving in the right direction... down.

# Color Palettes

Our unified business color palette goes beyond decoration. It's a disciplined standard required for all communications, materials, and touchpoints. Each color is intentionally selected to symbolize "light in the dark," reinforcing our role as a beacon of clarity and confidence. **It should be noted that these are the only authorized colors for use on LWS external facing materials.**

For Innovation campaigns and materials tailored to local needs, our Innovation/ regional palette brings added flexibility. Select colors may be substituted to honor cultural resonance, connecting authentically with audiences in different markets while upholding our brand promise and unity. This adaptability means our message of guidance and progress resonates meaningfully everywhere.

## LWS Unified Business Palette

<p><b>fathom</b></p> <p>C:100 M:78 Y:35 K:28 R:0 G:56 B:101 Hex: #003865 PMS: 2955c   2955u</p>	<p><b>makena</b></p> <p>C:76 M:40 Y:0 K:0 R:61 G:135 B:203 Hex: #3d87cb PMS: 2143c   6122u</p>	<p><b>beacon</b></p> <p>C:0 M:17 Y:85 K:00 R:253 G:207 B:65 Hex: #fdcf41 PMS: 122c   7404u</p>	<p><b>harbor</b></p> <p>C:31 M:25 Y:25 K:0 R:177 G:179 B:179 Hex: #b1b3b3 PMS: Cool Gray 5c   422u</p>	<p><b>noir</b></p> <p>C:72 M:65 Y:66 K:73 R:33 G:35 B:34 Hex: #212322 PMS: 419c   546up</p>
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## LWS Innovation / Regional Palette

<p><b>kalahari</b></p> <p>C:22 M:40 Y:100 K:2 R:201 G:151 B:0 Hex: #c99700 PMS: 117c   110u</p>	<p><b>damascus</b></p> <p>C:71 M:85 Y:11 K:01 R:104 G:71 B:141 Hex: #68478d PMS: 7678c   Md Purple u</p>	<p><b>pearl</b></p> <p>C:14 M:11 Y:12 K:0 R:217 G:217 B:214 Hex: #d9d9d6 PMS: Cool Gray 1(c/u)</p>	<p><b>cuan glas</b></p> <p>C:83 M:45 Y:42 K:13 R:47 G:222 B:122 Hex: #2f6f7a PMS: 2214c   2238u</p>
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**Please note:** Use of the Innovation/ regional palette requires express written approval from the Innovations Brand Manager to ensure industry and/or regional alignment and brand integrity.

Adobe CreativeCloud Palette Libraries are available from the Innovations Department.

# Approved Gradients



fathom

makena



noir

makena



kalahari

beacon



noir

harbor



harbor

pearl

Approved gradients in the Lighthouse Worldwide Solutions brand are used to add depth, energy, and visual interest while remaining fully aligned with the primary and secondary color palettes. Gradients must be built only from official brand colors and should transition smoothly from light to dark or between complementary hues in a way that reinforces the brand values of clarity, guidance, and reliability.

To maintain accessibility and readability, avoid heavy or constant use of gradients, as well as overly complex or busy blends. All gradient applications must meet contrast requirements and support clear legibility for text and key interface elements. Gradients should be used thoughtfully to highlight important content or create focal points, not to dominate layouts or detract from the brand's clean, professional visual language.

# Gradiated Headers

Correct

## Lighthouse Worldwide Solutions

fathom

makena

## Lighthouse Worldwide Solutions

noir

makena

Incorrect

## Lighthouse Worldwide Solutions

beacon

makena

Use gradient header treatments only when they support clarity and hierarchy in the layout. Gradients may be applied in select digital and professional design applications, such as web pages, presentations, and key marketing materials, as long as they remain consistent with the brand's core color palette and accessibility standards.

**Please note that only similar color tones are to be used.**

# Gradiated Backgrounds



Original



Fathom > Makena gradient with a Multiply blending mode



Noir > Makena gradient with a Multiply blending mode

Gradients can be applied over select background photos to enhance depth, contrast, and legibility. When using this technique, place the Noir/Makena gradient on a layer above the image and set it to a blending mode such as Multiply so the underlying photography remains visible while taking on the brand's color treatment.

# Color Palettes - Contrast

## Color Contraster Checker Grid

#201e1f	#003766	#3985c6	#cc9900	#ffd540	#929292	#e6eaea	#ffffff	#000000
Aa								
Aa								
Aa								
Aa								
Aa								
Aa								
Aa								
Aa								

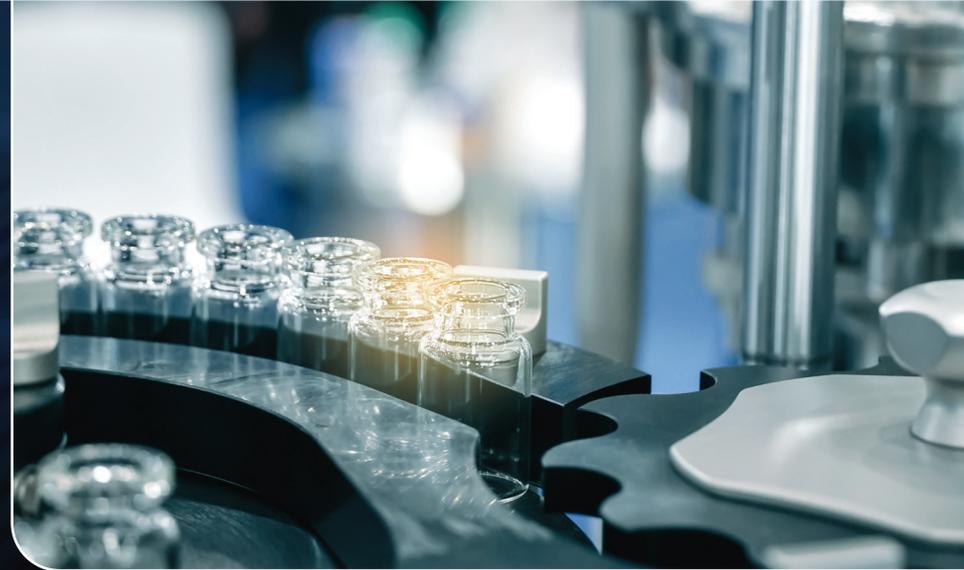
At LWS, accessibility is never an afterthought... it's a core value that guides every color choice and every design decision. Our palettes are engineered for clarity and inclusivity, meeting rigorous WCAG contrast guidelines to remove barriers for all users, no matter their background or abilities.

By ensuring that all content and essential features exceed contrast standards, we create a visual experience that's reliably easy on the eyes, removing the need to squint, guess, or struggle. Our brand colors are chosen to command attention, never to clash or confuse

That's operational discipline in action, and it's also a reassurance to our customers: Lighthouse stands for a user experience that's seamless, friendly, and genuinely accessible to everyone.

Good design isn't just beautiful... it welcomes and supports everyone.

# Photography



## Overview

Every image in our visual style has a job to do; it should reflect our standards and feel unmistakably Lighthouse. We set the bar high so people know exactly who we are from the first glance. Pick photos or stock that stand out, using cool blue tones as the foundation for a clean, modern vibe. Add subtle bursts of warmth in your images to spark a sense of connection and feeling... those touches turn ordinary pictures into something memorable and emotionally rich.

Whenever your camera's in a cleanroom, it's essential that folks are geared up properly in PPE. This isn't just about looks, it proves we know our responsibilities and respect our customers' safety expectations.

The right image leaves a mark, giving customers confidence in our expertise and branding. Let's stick with quality, cool-forward visuals with a burst of warmth.

## Product Photography

When it comes to product photos, make your product the undeniable star. Start with a simple color, transparent, or custom background that puts the focus right where it should be... on your solution, front and center.

Specialty lenses and lighting set the mood and bring out the best in every feature, perfect for dialing up the energy or highlighting a standout detail. Keep every shot crisp... no dust or fingerprints in sight, just pure polish and professionalism.

Nailing these details leaves customers with a lasting impression of quality, care, and confidence in Lighthouse Worldwide Solutions®. Every image should speak volumes about our commitment to excellence.

## Human Photography

When we showcase our products or industry, we focus on real people... capturing at least their upper quarter so viewers connect and recognize the importance of our work and solutions.

For photos highlighting teams or employees, skip this framing rule; feature moments that show personality or collaboration. Above all, each shot should have purpose, be clearly composed, and use lighting that's just right for the mood.

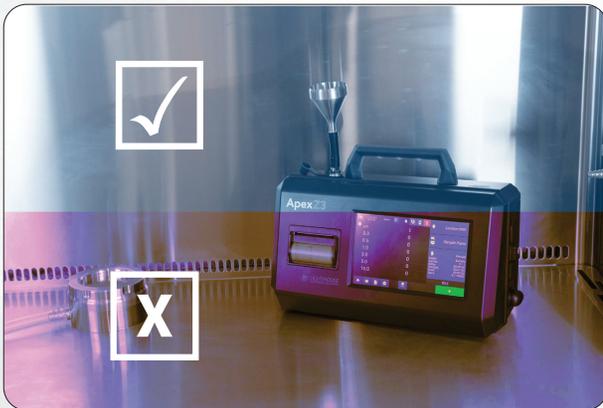
These thoughtful choices in framing and light help every image tell a story and leave a memorable impression of LWS.



## Poorly Removed Backgrounds

Ensure that when removing backgrounds from photos that edges are clean and there are no remaining artifacts left in the removed space.

1. Do not leave edges rough. Always smooth.
2. Do not leave specs or outlines of original background.
3. Do not leave sections with original background.



## Color Overlay vs Color Grading

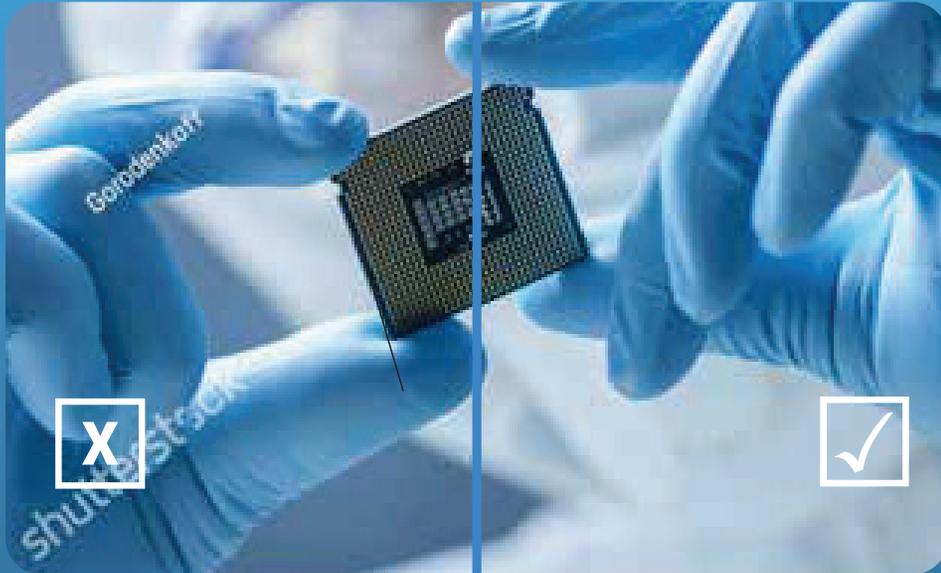
When adding color to a photo, use a solid or gradient overlay in either overlay or screen blend mode. Avoid non-brand colors and keep the overlay transparency as low as possible.

The top half uses a solid color overlay of fathom from the unified business palette. Setting the overlay to **Screen** with 75% transparency, is the correct approach to recoloring photos for effect. The lower half uses a color grading effect and creates an unrealistic image that should not be used.



## AI Image Generation

AI image generation, while advancing rapidly, still falls short of the exacting standards necessary in the cleanroom industry. These systems often introduce subtle inconsistencies: such as mismatched reflections, impossible shadows, warped objects, or textual errors that may escape casual notice but undermine the technical precision and credibility required for accurate cleanroom representation. *At this time AI Images are not a part of the LWS Brand, and should not be used.*



## Licensing Photography

Always use properly licensed images for digital and print projects... this protects our brand and keeps things above board and professional.

Never pull photos straight from Google or random websites, since those shots aren't cleared for company use. Instead, choose images sourced through our licensing partners, like Shutterstock, so we know everything is in the clear and ready for any audience.

Being strict with photo rights saves headaches and builds trust. Using licensed images from reputable sources every time keeps our visuals sharp, legal, and safe.

## High Resolution Photography

Every photo we use should be crisp and clear, projecting the polished, professional standard people expect.

Avoid using low-res or pixelated images as they make materials look careless and dated. If you notice fuzziness or visible blocks, swap the photo for something new, so every detail pops and feels sharp on screen or in print.

### Checking Image Resolution

#### Windows:

- Right Click Image and Select Properties
- Click on the Details Tab
- Resolution for print: 300dpi
- Resolution for web: 72dpi min
- Resolution for retina display: 150dpi

#### MacOS:

- Open the image in Preview
- Click on the Inspector Panel
- Resolution for print: 300dpi
- Resolution for web: 72dpi min
- Resolution for retina display: 150dpi

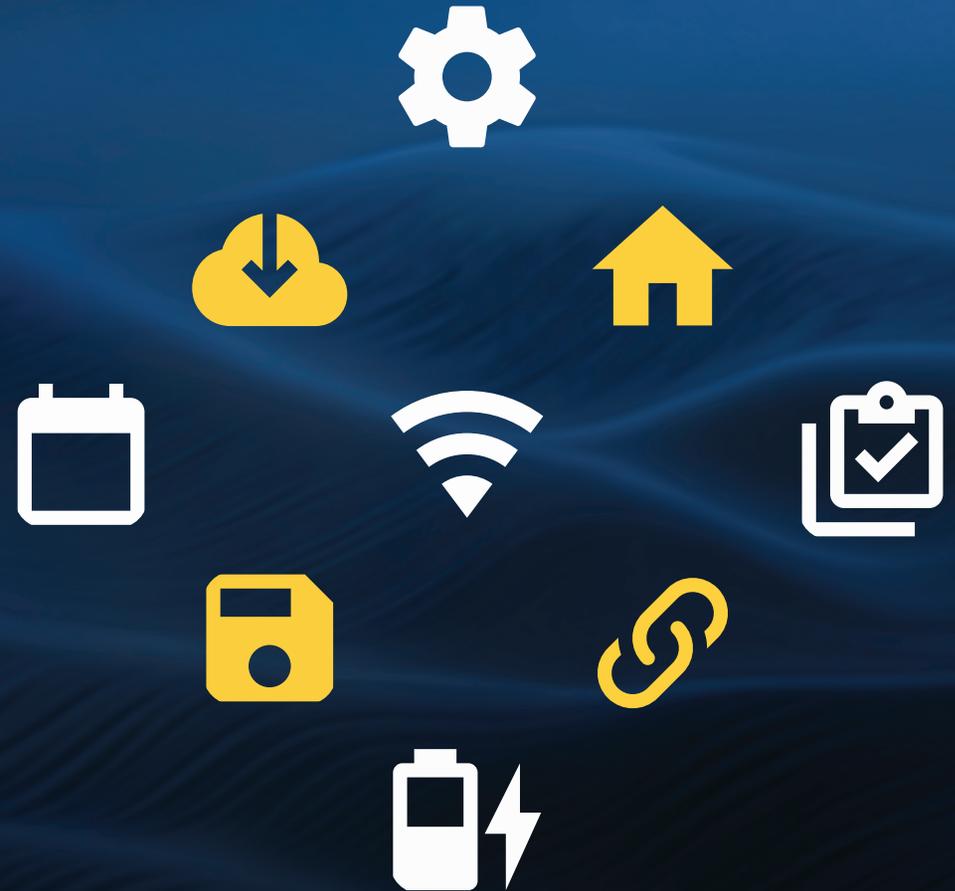


# Iconography

Icons are a key part of Lighthouse’s visual language, helping to keep our designs clear, consistent, and instantly recognizable. They’re not just decorative... they guide users, simplify complex ideas, and make our products and materials feel familiar and easy to use. When you need an icon, always start with the Material Design Icons library at [pictogrammers.com/library/mdi](https://pictogrammers.com/library/mdi). These icons are designed to match our brand’s style and work seamlessly across all our platforms.

If you can’t find the perfect icon for your project, reach out to the Innovation team. We’re happy to help create custom icons that fit our brand standards.

Using only approved icons in our branded colors ensures everything feels cohesive and professional, no matter where it shows up. This consistency builds trust and makes the Lighthouse experience smooth for everyone, every time.





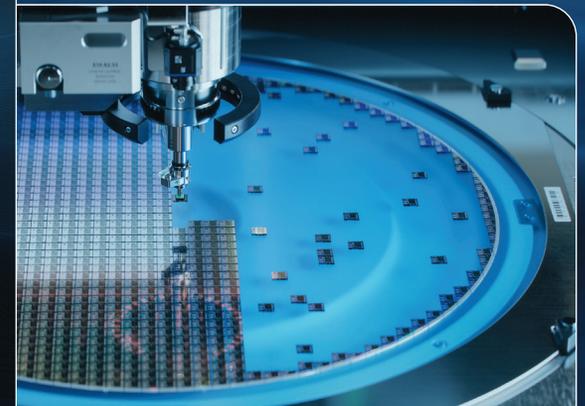
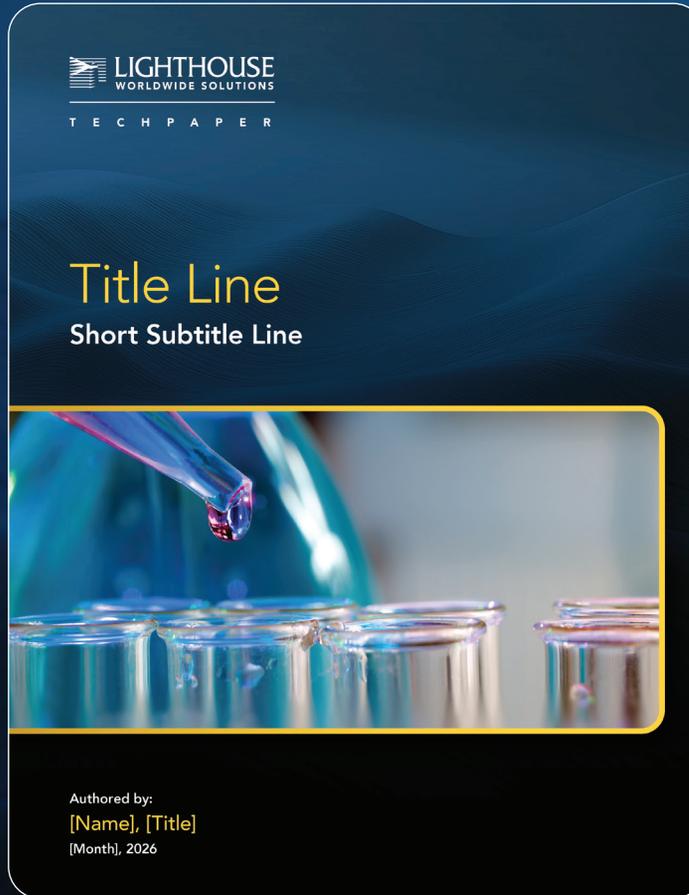
# Techpapers

The following pages walk you through exactly how we bring our monthly techpapers to life at LWS. It's not just about the words on the page... how things look and feel matters just as much when it comes to helping readers connect with and trust our educational content.

You'll find clear guidance on everything from layout choices and photography to the visual standards that keep our education portal welcoming and unmistakably Lighthouse. Every detail is designed to make the learning experience easy to follow, visually engaging, and instantly recognizable as part of our brand.

If you ever have questions about style or want to make sure your techpaper fits the Lighthouse look, the Innovation team is always here to help.

We're all about making sure every piece feels consistent, approachable, and true to who we are.



## Overview

quo officiam re debet re, omnis officiam, quiam iundae non mos nianti dolenime voluptiam sum quia eosant quae pro bero liquaerum enimaioarei con con imint.

videlesedita volorest officur sime volupta tiuntibus earumquosam doluptatur, ius, omnim aut essequunt, offictibus ped quia dolupta ssunducia aut et aceat quisci con plitium dolendae lacepudae et aut undae volori cullanimi, estis ut laborrumqui

is ut mi, ut

*Occaborestis ut faccate ped mi, sum, corit et ut omnis quides qui sam*

ipsame quid mos as verro quis exces et reperum rerchitaquos

is qui sam quias si cusae prehento scim abore mo voluptatecus volecum faciliq uaectaqui ipsuntia cum resequam reseces dolum explaudam in nat ant in re, tecate mi, utas quuntur?

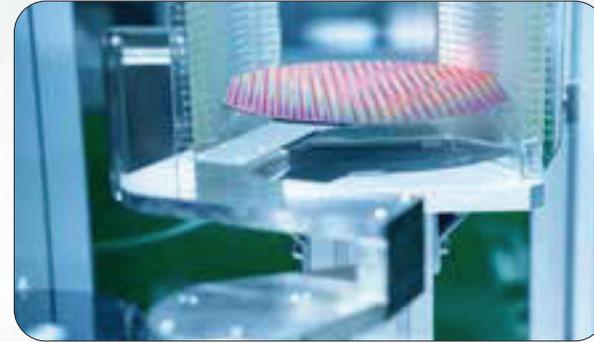
audit abo. Ore quae cum ullorehent rest occulparume veliquia nonem alit repella ndelectius enes acero bearchilit haritattet rehent i delessit minullo rporemq uiducias dolestibus dolupis esciae es siminis apicia quodi omno etum sequi quis sunt ut fugiaer

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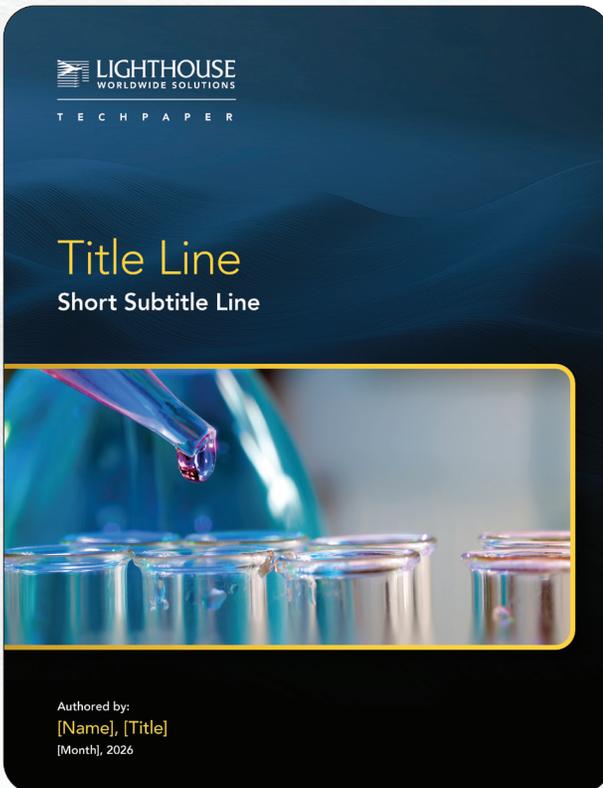
## Cover Page Photography

Photo on cover page must contain a person with related subject.



## Overview Page Photography

Photo on introduction page must be object-focused without people.



### Avenir Light | 48pt Avenir Heavy | 24pt

Optical -10 kerning  
Left Alignment



### Body Copy | 12pt

Avenir Book  
19.416 leading  
Optical -10 kerning  
Left Alignment

Founded in 1982, Lighthouse Worldwide Solutions® is the world's leading supplier of real time contamination monitoring systems and airborne particle counters. The Lighthouse Monitoring System and Lighthouse line of airborne particle counters have become the standard for many companies.

# Product Names

A cohesive naming convention for our product is vital to building a strong, recognizable identity that stands out across every industry touchpoint.

Each product name serves as a headline for our brand story; it must be instantly clear, easy to remember, and always expressed in **Avenir Black** to ensure strong visibility and maximum impact.

The exclusive use of Avenir Black for product names isn't arbitrary... it's a reflection of our commitment to clear communication and unmistakable market presence.

Model names, on the other hand, always appear in **Harbor Grey**. This subtle difference is intentional: it visually separates product from model, preventing confusion and sharpening the distinction between core offerings and their variations.

Consistent application of these rules, both in naming and in visual treatment, reinforces brand cohesion, ensures searchability, and supports inventory management as our lineup grows.

**ActiveCount25H**  
**ActiveCount100**  
**ActiveCount100H**  
**ActiveCountR**  
**ActiveCountRp**  
**ApexP3**  
**ApexP5**  
**ApexR02**  
**ApexR02p**  
**ApexR3**  
**ApexR03**  
**ApexR3p**  
**ApexR3p POE**  
**ApexR5**  
**ApexR05**  
**ApexR5p**  
**ApexR05p**  
**ApexRBp**  
**ApexZ3**  
**ApexZ50**  
**ApexR**  
**ApexRp**  
**HH2016**  
**HH3016**  
**HH3016-IAQ**  
**HH5016**  
**LS-20**  
**LS-60**

**Remote1100**  
**Remote1104LD**  
**Remote2014**  
**Remote3014**  
**Remote5014**  
**Remote5104**  
**Remote5104V**  
**Remote LPC 0.1**  
**Remote LPC 0.2**  
**Remote LPC 0.3**  
**Remote LPC 0.5**  
**Remote LPC LE 1.0**  
**ScanAir**  
**ScanAir Pro**  
**Solair1100**  
**Solair3100**  
**Solair3200**  
**Solair3350**  
**Solair5100**  
**Solair5200**  
**Solair5350**  
**Solair1100**  
**System-In-a-Box**  
**Vertex20**  
**Vertex50**  
**Vertex50C**  
**Vertex100**

# Product Datasheets

ApexZ

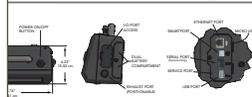
The state-of-the-art portable **ApexZ** elevates your environmental monitoring programs with a comprehensive set of integrated features.

Its integrated self-diagnostics system ensures accurate, reliable performance along with a flexible data management system that streamlines analysis and reporting.

Weighing in as the lightest and smallest portable air particle counter on the market, **ApexZ** enhances mobility and multi-location recording; and its cutting-edge technology serves as a timeless solution for contamination control strategies.

**Features**

- 0.3 - 10.0µm or 0.5 - 10.0µm Particle Size Channels
- 1.0 CFM or 100 LPM Available Flow Rates
- VHP Compatible Sensor and Housing
- Sealed Chemically Compatible Enclosure
- Bi-Directional Integration into LIMS EM Sys.
- Hot-Swappable Smart Batteries
- Advanced Self-Diagnostics
- 21 CFR Part 11 Compliant
- Built-In Cleanroom Certification Reports
- 2 Year Warranty

ApexZ33		ApexZ50	
µm	0.3µm	0.5µm	0.3µm
	0.3µm   0.5µm   10.0µm	0.5µm   0.3µm   1.0µm   3.0µm   5.0µm   10.0µm	
	0.3 LPM	100 LPM (0.5 CFM)	
Inlet Barb	1/2 inch Inlet Barb	1/2 inch Inlet Barb	
#10% (25,300,000/n³)	300,000 Particles/ft³ @ 10% (10,590,000/n³)	300,000 Particles/ft³ @ 10% (10,590,000/n³)	
#100 classes 1.8 clearrooms	Conformance test suitable for ISO classes 1.8 clearrooms	Conformance test suitable for ISO classes 1.8 clearrooms	
API (ISO 211) (µg/m³)			
Alerts	250 Events   100 Reports	1000 Users	
Config	Custom Recipes and Certification modes		

Also available without printer; print wirelessly via a network printer  
 P/N: ISO 16648-1:2015 EU GMP 2022  
 on screen or printer

golighthouse.com  
info@golighthouse.com

**LIGHTHOUSE**  
WORLDWIDE SOLUTIONS

(Toll-Free) 1 800 945 5905  
(International) +1 541 770 5905

©2022 Lighthouse Worldwide Solutions. All rights reserved. Lighthouse Worldwide Solutions (LWS) is based in White City, Oregon, USA with offices and service centers worldwide. LWS reserves the right to change specifications without notice. For more information, visit golighthouse.com.

**Self-Diagnostics** Laser Power/Current/Supply | Flow Out-of-Range | No Flow | PA Background/Supply/Health

**Alerts** User-configurable warnings and alarms

**Enclosure** Chemically resistant polycarbonate blend, conductive lining, VHP compatible

**Touch Screen Display** 7.0 inch (8.89 cm), 1200 x 800 IPS color touch screen

**Speakers** 2x adjustable up to 70 dB to indicate status and alerts

**Carry Handle** With RGB light pipe for status and alarms

**Power** External power supply: 24VDC, 5 A max draw

**Light Source** Extreme Life Laser Diode

**Calibration** ISO 21501-4 Compliant and Accredited ISO 17025

**Zero Count Level** < 1 Count / 5 minutes meets specifications of AS 8 9921 and reporting requirements of ISO 21501-4 Annex C1

**Dimensions** Imperial: 12.7x 8.2x 6.23" (In) x 8.88" (H) | Metric: 32.410 x 15.826 x 22.550 cm

**Sample Output** Internally filtered to HEPA standards (>99.97% @ 0.3µm); w/ rotating exhaust fitting for directed flow

**Vacuum Source** Internal blower, automatic flow control

**Battery** 2x Li-Ion battery slot capacity, removable/rechargeable, up to 11 hours nominal use, 50% duty cycle

**Temperature/Humidity** 50°F to 104°F (10°C to 40°C), 20% to 95% relative humidity, non-condensing

**Weight** 7.05 lbs (3.19 kg) without batteries, battery weight 1.35 lbs (0.61 kg)

**Languages** English | Spanish | Portuguese | German | French | Italian | Russian | Chinese | Korean | Japanese | Turkish | Thai

**Environmental Sensors** Temperature/Relative Humidity probe: 0 to 100°F / 0.1 to 65.6°C ± 0.1°F (0.5°C), 0-100% ± 2% RH

**Supporting Software** LMS Express, LMS Express RT, LMS Pharma, LMS Professional, LMS XChange

**Includes:** USB flash drive with largest ISO probe 1 CFM (ApexZ3), 100 LPM (ApexZ50), 6P clamp, zero count flag, 24 VDC 5.0 amp power adapter and power cord, 10 feet of Breasive tubing (3/8" ID x 1/2" OD) (ApexZ3), 10' x 6.8" x 6.8" (ApexZ50), 1.5 ton smart battery (included (2 battery slot capacity)), 2x rolls of printer paper, Operators Manual on USB flash drive, Calibration Certificate

**Optional:** USB Barcode Scanner, Temperature & humidity probe, 1 CFM radon/mo sample probe, USB Wi-Fi Dongle, High pressure diffuser (optional for vented), 5 ton batteries, Breasive tubing, external battery charger, volc, power cord, printed operators manual, carry case.

**Supported by:**



## Unit Name

**Avenir Black | 50pt**  
52pt leading  
Left Alignment  
Product Name: Black  
Model Name: Harbor

## SUB HEADING

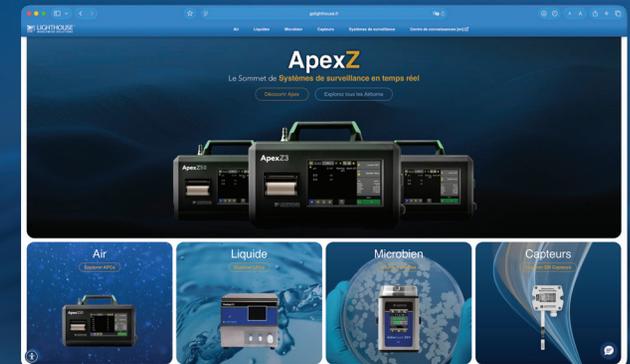
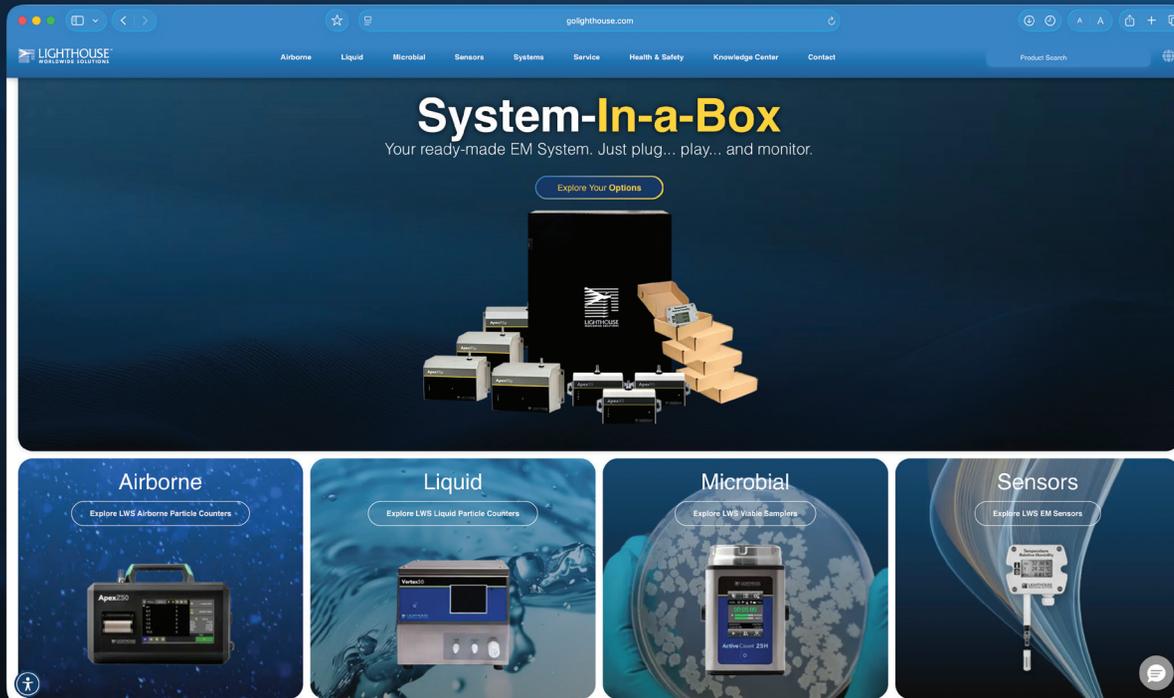
**Avenir Medium | 11pt**  
13pt leading  
Optical +300 kerning  
Left Alignment  
Fathom

**Body Copy | Avenir Book**  
Front Page 10pt  
Data Page 8pt  
16.18 leading  
Left Alignment  
Color: Black

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# Digital Presence/Styling



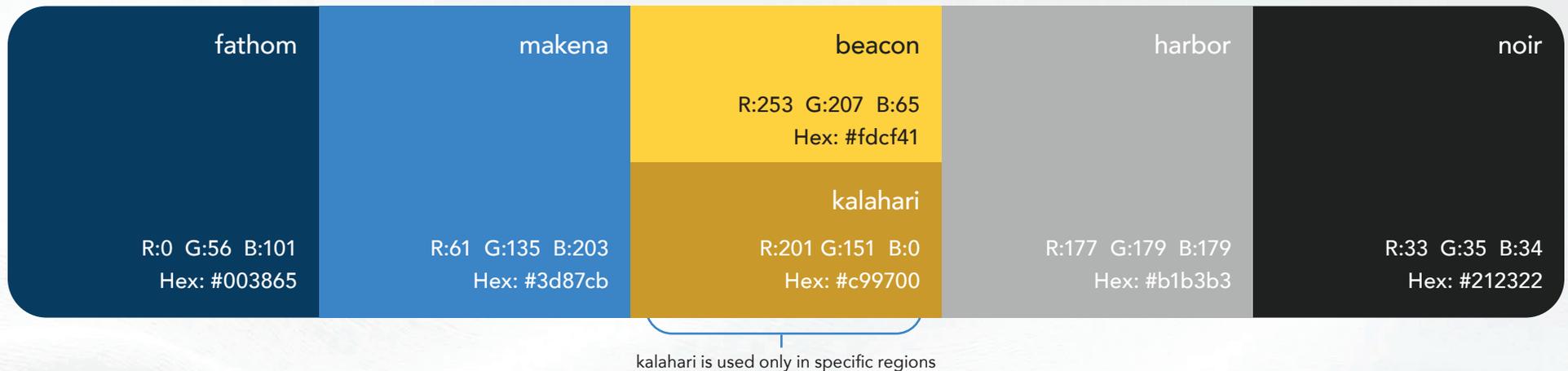
## Stay Tuned:

In addition to the improvements of our main website, we're also be launching a french version in early 2026.

**golighthouse.com** rolled out a major UI upgrade in 2025. The site now looks and feels modern, polished, and easy to use. One of the biggest improvements is the emphasis on accessibility; features like screen reader compatibility, high-contrast options, and intuitive navigation make browsing smoother for everyone. Alongside these upgrades, users should expect a steady stream of enhancements heading into 2026...

Product pages, applications, and the Knowledge Center will get fresh designs and even more user-focused updates, keeping content clear, inclusive and welcoming.

# Digital Palette



## Digital Stylings

Web styling is the backbone of a unified Lighthouse Worldwide Solutions experience... it's what keeps things consistent, attractive, and easy for everyone who visits our site.

This section breaks down how we use padding, border radius, and images to give every page that clean, confident look. By sticking to these simple, smart rules, every element comes together for a sharp, modern feel that's always recognizable as Lighthouse.

### Body copy

Body copy should be set at **16px** for easy reading across all devices. For headers, bump up each level using the golden ratio (about 1.618), which keeps your typography looking clean and balanced. This approach brings flow and harmony to every page, letting visitors quickly find what matters.

### Padding

Use padding in increments of 4px: so 8, 16, 24, 36, and 48px are your go-tos for clean, consistent spacing. This creates a balanced, uncluttered feel throughout every page, helping content breathe. **Please note: To ensure proper header to body spacing, default container paddings in Wordpress need to be adjusted.**

### Border Radius

All containers, buttons, and interactive elements should have a border radius of 24px. Rounded corners add a friendly, polished look and keep the interface modern across devices and sections.

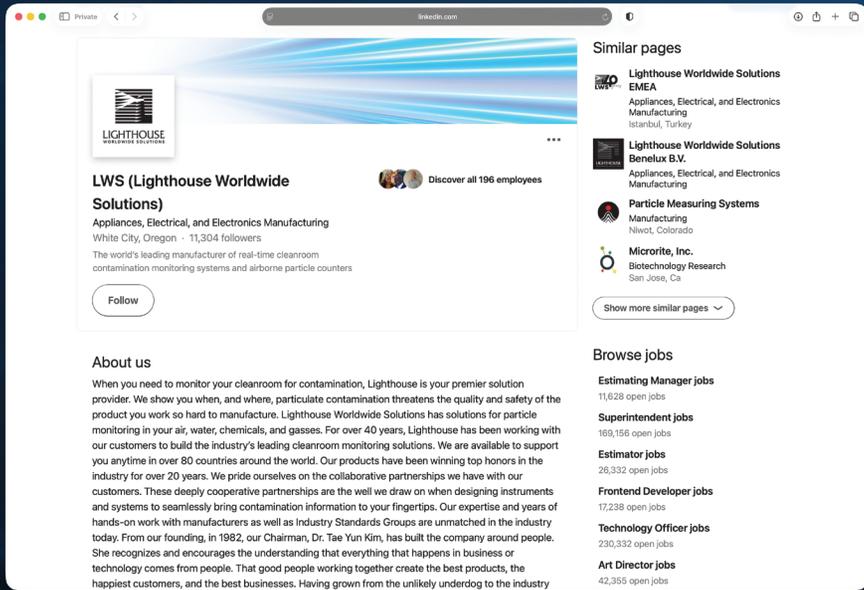
If you have an item with a border radius within another items that contains a border radius, the outer item's radius should be:

**internal-item-radius + padding** (example: 24px(int) + 12px(pad) = 36px(outer radius))

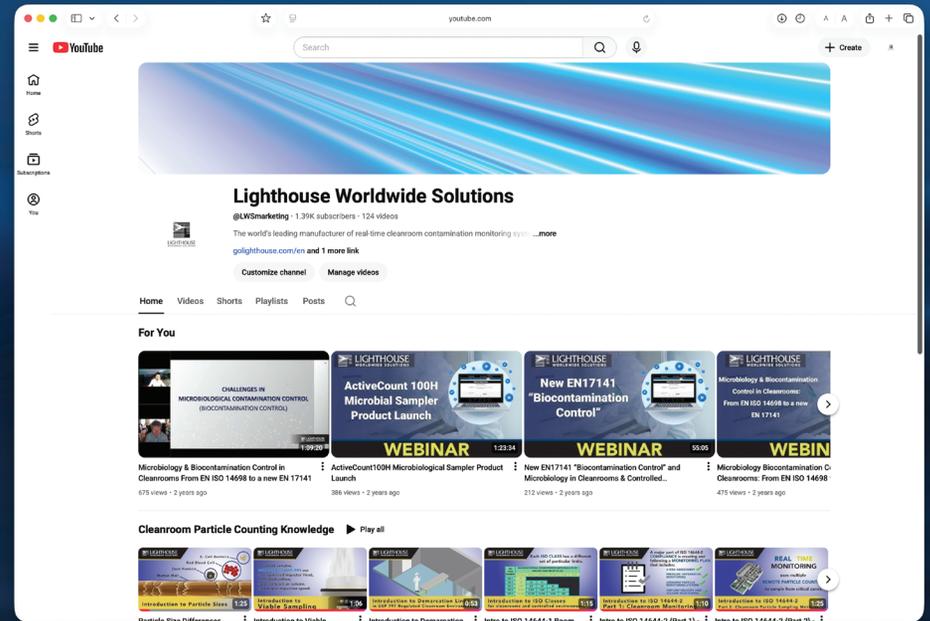
### Photos

All images should be saved as .webp files at 150dpi to offer sharp, crisp visuals for retina and 4K screens. This format loads quickly, keeps quality high, and matches our professional standard.

# Social Media



On LinkedIn, we strike a balance between confidence and approachability, making sure our posts are always welcoming and easy to digest. Every update and story speaks with clarity and genuine care, keeping customer success front and center. The tone is never stiff or formal. Instead, it builds trust, sparks interest, and reminds every reader they're in great hands with LWS.



Our YouTube channel is the go-to place for educational content, tutorials, and hands-on demonstrations—designed to make cleanroom and particle counting topics approachable for all skill levels. Whether someone needs a quick walk-through, deep-dive session, or just wants to stay up to speed with best practices, this channel brings it together in easy-to-follow videos. Everything is presented with a warm, clear style that cares about helping viewers learn, solve problems, and build their confidence in Lighthouse Worldwide Solutions®.

# Email Communications

Innovation emails serve multiple purposes and there are a number of categories they can fall into: drip campaigns following an opt-in, special Innovation campaigns, company or product updates, emergency broadcasts (i.e. recalls), maintenance Innovation emails, and webinar/master class invites.

## Content and Copy Guidelines

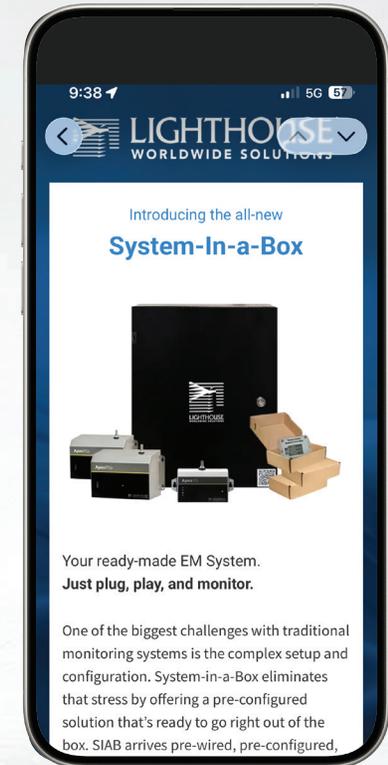
- Keep copy concise, skimmable, and written in plain language at roughly an 8th-grade reading level; avoid jargon where possible.
- Use clear hierarchy: headline, supporting copy, primary CTA, optional secondary links; each section should have one clear job.
- CTAs must be specific, action-oriented, and aligned to the objective (e.g., “Shop the collection,” “Finish setting up your account”) rather than generic “Click here.”

## Visual Design and Layout

- Design mobile-first with responsive templates; favor one-column or simple two-column layouts to support readability across devices.
- Avoid image-only emails; always include live text for key information so emails remain understandable when images are blocked.
- Maintain generous padding, clear section breaks, and enough white space so content is easy to scan without feeling cluttered.

## Brand Voice and Tone in Email

- Define voice attributes (e.g., clear, helpful, confident, friendly) and how they appear in: subject lines, body copy, buttons, and footers.
- Document tone adjustments by email type:
- Transactional and operational: calm, clear, and reassuring.
- Promotional: energetic but not pushy; focus on value, not pressure.
- Require inclusive language: avoid stereotypes, overly aggressive urgency, and exclusionary phrasing.



## Styling

### Typographic Hierarchy:

- H1: 47pt
- H2: 29pt
- H3: 18pt
- Body: 18pt

### Buttons:

#3985c6 w/ white text  
24px border radius

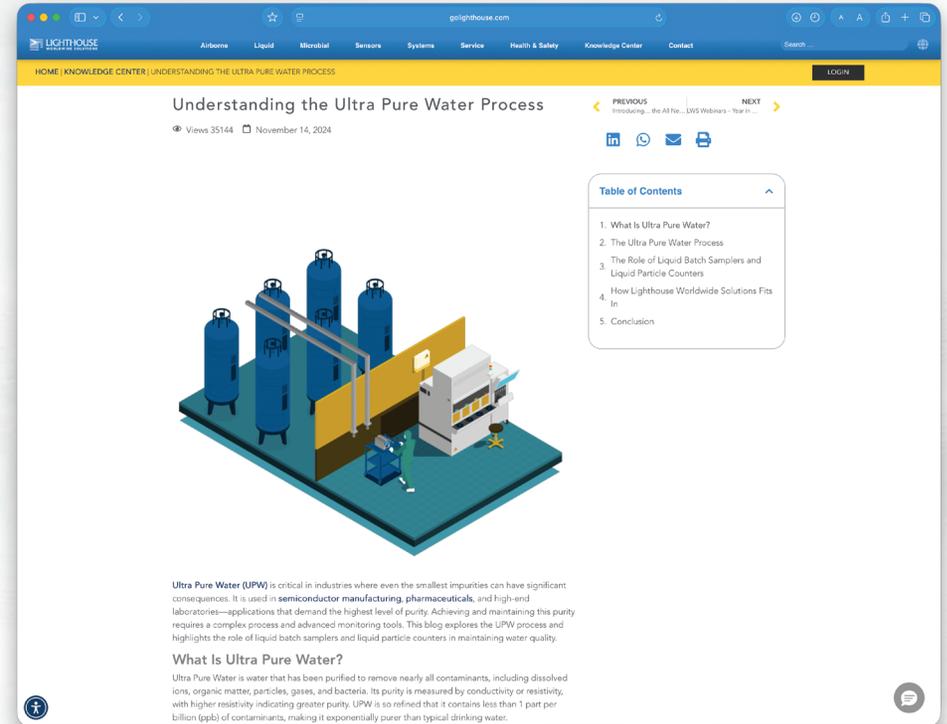
# Blogs

Our blog's main job is to bring people to golighthouse.com by serving up useful, relatable content that helps readers get smarter about the industry and our solutions. We keep posts clear and easy to digest, sharing insights and know-how in a tone that's always supportive, practical, and a little bit neighborly.

Every blog is written with our customer's success top of mind... they're packed with tips, real answers, and ideas you can take straight to the workbench or boardroom.

We steer clear of divisive topics and stick to what matters most: the cleanroom and particle counting, practical training, and the real-world problems our customers face. Each post hones in on a single, burning question or industry topic and is always supported by a cover image and at least one more visual inside the article.

The goal is to make every article as sharp-looking as it is useful, so readers get a clear answer and enjoy the journey along the way.



## Image Formatting



All images require alt text which appropriately describes the image and includes the SEO keyword if able.

- Featured Image  
Dimensions should be:  
1000 x 900px.
- Dimensions should be  
1000px wide.
- Export as 150dpi .webp at  
quality 80%.

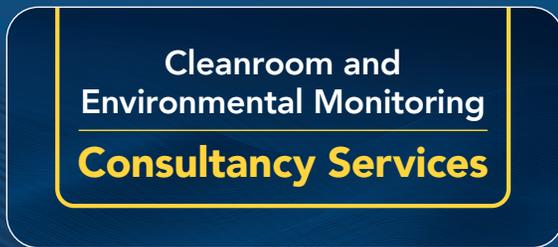
## Technical Specifications

- Word count should range from 800 to 1,200.
- H1 heading and an appropriate number of H2 and H3 headings should be used to subdivide content for readability, navigation, and organization.
- No section should be longer than 300 words.
- Graphs and diagrams should be appropriately labeled and referenced in the text.
- Focus should always be on the readability for screen-readers and humans over keyword stuffing.
- SEO meta description and SEO title include the keyword. The H1 title on the page may be different from the SEO title if needed, but both should point towards the content of the blog.
- Include 2-3 relevant information links to point interested viewers toward further detail or elaboration.
- Always ensure at least one UTM enabled product link relevant to the subject is included. UTM tracking codes allows us to measure where our web traffic comes from and how relevant our content is.
- All blogs, images, and social posts should align with other relevant branding guidelines including – but not limited to – logo usage, social media guidelines, web, and image guidelines.
- Finally, always with a CTA to join the mailing list, sign up for webinars, go to a product page, or contact sales.

# Design Assets

Design assets set the stage for everything Lighthouse Worldwide Solutions® creates, tying our look together no matter the platform or project. These pieces are more than background... they express personality, frame our messaging, and make every interaction feel distinctly Lighthouse. From website to brochure, these accents help guide the eye, create rhythm in layouts, and keep users engaged without overwhelming the story. They're carefully chosen and strategically placed, making every design both welcoming and unmistakably ours.

## Signal Frame



The signal frame encompassing the title of our Consultancy brochure.

A signature accent... it brings a level of polish and premium feel when used as a highlight around images, titles, or feature sections. This offset (past the edge of the page) gold surround is best used sparingly to draw attention without overwhelming the design.

## Wave Texture



Three different variants of the wave texture used for various print and digital backgrounds.

Our wave texture background anchors many layouts, giving pages a relaxing rhythm and sense of motion that's both modern and approachable. It's a flexible background, available in a variety of brand colors, that supports content with a natural flow, perfect for keeping screens fresh but never busy.

## Halo Path



Opposing directional halo paths are an integral part of our webinar graphics.

The Halo Path is for moments when energy and focus need to shine. Paired with key headlines, it brings warmth, optimism, and vitality to the overall look. This asset works solo, or in tandem with other to create an energetic, welcoming vibe, blending function with a little bit of magic to help the Lighthouse brand stand out.

# Video

## Formatting Your Footage

The following tips for camera settings are intended to help ensure that our videos have a consistent quality in appearance. The settings recommended here ensure that your footage will have a polished look and professional feel.

## Webinar/Masterclass



### Sony a7 III, IV, a6000

- Resolution/framerate/bitrate: 1080p @ 30p / highest bitrate for resolution
- Picture Profile: (a7 IV: PP11 “Custom” Cine4, S-Gamut3.Cine) (a7 III / a6000: PP8 “Custom” Cine4, S-Gamut3.Cine)

## Tutorials, Knowledge Center and Promos

### Sony a7 IV

- Resolution/framerate/bitrate: 4K @ 30p / 140 Mbps
- Picture Profile: PP8 (S-Log3, S-Gamut3.Cine)

### Sony a7 IV + a7 III

- Resolution/framerate/bitrate: ( a7 IV: 4K @ 30p / 140 Mbps) (a7 III: 4K @ 30p / 100 Mbps)
- Picture Profile: (a7 IV: PP11 “Custom” Cine4, S-Gamut3.Cine)
- (a7 III: PP8 “Custom” Cine4, S-Gamut3.Cine)

### Mobile: iPhone

- **Resolution:** 4K @ 30p
  - Record in Cinematic Mode if possible with 4K/30p
  - In Camera Settings, set format to “Most Compatible” with Apple ProRes turned on.
  - Always include a short clip with a white balance card if possible. If not, use a blank sheet of printer paper where the main subject will be.

### Mobile: Android

- **Resolution:** 4K @ 30p with highest bitrate available
  - Don’t use any built-in looks or presets.
  - If possible, set format to .mp4
  - Always include a short clip with a white balance card if possible. If not, use a blank sheet of printer paper where the main

# Cameras



## Sony a7 IV

- Resolution/framerate/bitrate: 4K @ 30p / 140 Mbps
- Picture Profile: PP8 (S-Log3, S-Gamut3.Cine)
- Record in landscape orientation

## Sony a7 IV + a7 III

- Resolution/framerate/bitrate: ( a7 IV: 4K @ 30p / 140 Mbps)  
(a7 III: 4K @ 30p / 100 Mbps)
- Picture Profile: (a7 IV: PP11 "Custom" Cine4, S-Gamut3.Cine) (a7 III: PP8 "Custom" Cine4, S-Gamut3.Cine)
- Record in landscape orientation

# Mobile Devices



## iPhone

- **Resolution:** 4K @ 30fps
  - Record in portrait orientation
  - Record in Video Cinematic Mode, if available
  - In settings > camera, set format to "Most Compatible" with Apple ProRes turned on.
  - Always include a short clip with a white balance card if possible. If not, use a blank sheet of printer paper where the main subject will be.



## Android

- **Resolution:** 4K @ 30fps with highest bitrate available
  - Record in portrait orientation
  - Don't use any built-in looks or presets.
  - If possible, set format to .mp4
  - Always include a short clip with a white balance card if possible. If not, use a blank sheet of printer paper where the main subject will be.

# Distributor Assets

Distributor resources are the tools, content, and support systems provided to help distributors represent the brand accurately, sell effectively, and stay aligned with brand standards in every market. This section can be adapted into your brand guide as-is and customized with links to your specific assets.

## Purpose of Distributor Resources:

- Ensure distributors have everything they need to market, sell, and support your products while staying fully on brand.[3][1]
- Create a consistent customer experience across regions and channels, regardless of who is delivering the message.[2][4]

## Distributors Get Access to:

**Core Brand Assets:** logos, color palettes, fonts, brand imagery, and a concise version of the brand guidelines tailored to distributors.

**Sales and Marketing Materials:** product spec sheets, price lists, sell sheets, decks, brochures, campaign toolkits, social media and email templates.

**Training and Enablement:** product training modules, sales playbooks, FAQs, demo scripts, and recordings of key webinars or launches.

## Distributor Portal and Asset Use

*Coming in Early 2026*

- All resources are centralized in a secure distributor/brand portal, with role-based access so partners see only the assets relevant to them.
- Only approved, up-to-date assets from the portal may be used; distributors should not recreate logos, adjust colors or fonts, or modify core product claims.
- Asset usage rights (where, how, and for how long resources may be used) are clearly documented in the portal and must be followed at all times.

## Co-Branding and Visual Standards

- Clearly define when the distributor brand or your brand is “in the lead” (whose look and feel dominates) for co-branded materials.
- Logos must not be merged or redrawn; minimum clear space, size ratios, and positioning (e.g., distributor logo 2–3× larger, your logo with “Authorized Distributor/Partner”) are specified.
- Distributors should not mix design elements from multiple brands in a way that creates confusion; each asset should have a single visual hierarchy and lead brand.

## Content and Messaging Expectations

- Distributors must use approved product descriptions, claims, and key messages; they may add local context (e.g., examples, pricing, promotions) but cannot create new technical or performance claims.
- All marketing and sales content must reflect your brand voice and tone at a high level (e.g., clear, expert, helpful), even when written in the distributor's own style.
- Any translation or localization must preserve factual accuracy and core brand positioning; critical content (legal, safety, warranties) must not be altered.

## Training, Support, and Approvals

- New distributors go through a structured onboarding: brand overview, product training, portal walkthrough, and co-branding rules.
- For campaigns that use your trademarks, logos, or product imagery in new ways (e.g., custom ads, landing pages, major events), distributors must submit materials for brand review before publishing.
- Ongoing support is available via a dedicated partner contact or email address for questions about branding, claims, or asset selection.

## Performance, Feedback, and Updates

- Distributor usage of resources (downloads, campaign participation, training completion) is monitored to understand what is most valuable and where gaps exist.
- Resources are updated regularly with new product launches, seasonal campaigns, and best-performing content, and distributors are notified via portal updates or newsletters.
- Distributors are encouraged to provide feedback on what they need—templates, tools, or formats—so the resource library continues to improve over time.

[20](https://ascentral.com/brand-voice-use-marketing-assets-how-distributors-can-look-professional-101-1054)

# Cobrands

Cobranded logo lockups are a set layout that brings together two or more distinct brand logos in one visual design, making their partnership easy to spot at a glance. It keeps all the brand logos consistent in size, spacing, and

placement, so each gets equal attention while staying true to its own brand guidelines.

## Partnerships:



This lockup cleanly displays the Lighthouse logo alongside a partner's mark, keeping them visually balanced and separated by our standard buffer white space and a + symbol. Use this version for partnership announcements, co-developed products, or joint messaging, making both brands equal in presence while staying recognizable.

## Distributors:



This lockup cleanly displays the Lighthouse logo alongside a distributor's, keeping them visually balanced and separated by our standard buffer white space and a + symbol. This is the standard requested version that we ask distributors around the world to use, as it marks as a partner, not just a supplier.

## Trainings and Integrations:



The Powered by (in Avenir Book) lockup tucks the phrase next to our logo, showing that Lighthouse is the force behind the technology, platform, or solution. This is a go-to for trainings, service integrations, or embedded solutions.

## Sponsorships:



Our Sponsored by (in Avenir Book) lockup is used by partners events establishing Lighthouse as the main backer or supporter. Use it for conferences, webinars, scholarships, or content initiatives... creating clear ties without diluting either brand's voice.



Logo lockup templates are available from LWS Innovation. Please use the Innovation request form at: <https://www.golighthouse.com/en/Innovation-request>

If you have questions related to these guidelines, please reach out to [communications@golighthouse.com](mailto:communications@golighthouse.com)

In need of LWS Brand resources? Download your assets immediately. [golighthouse.com/en/brand-portal](https://golighthouse.com/en/brand-portal)

[golighthouse.com](https://golighthouse.com)  
[info@golighthouse.com](mailto:info@golighthouse.com)



(Toll-free) 1 800 945 5905  
(International) +1 541 770 5905