

# Brand Alignment

NICE  
TOUCH × VIOLETT

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2021

WELCOME TO YOU

# Ultra-clean air is something we can all agree on.

Congratulations! You're holding an elegant solution to a real problem, with the key tech innovation and a sincere vision for its potential. We appreciate your view of better air filtration as an opportunity to improve the world through something fundamental: shared space. Success now is a matter of communicating this clearly. That's where we come in.

Branding is the firm foundation your identity relies on at every level: as a business, a product, a feeling. We want everything you are and stand for to be known at a glance. So at this stage, we focus on the elements at the heart of Violet as a brand, from the core **values** that guide you to where you belong in the **market**. These are distilled into general **visual pillars** to be perceived at the emotional level, before specific suggestions are explored.

Let's take a close look at you.



VALUES

# Purest air, purest intentions

Our ambition is supported by reliability and transparency.

**INNOVATION: "THIS IS THE FUTURE"**

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It's the right frontier of tech to move forward and invest in.  
Novelty, leadership, ambition, disruption, complexity

**EFFECTIVENESS: "THIS IS THE ONE"**

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It just works.  
Performance, dependability, safety, protection, no-nonsense

**COMMUNITY: "THIS IS FOR ALL OF US"**

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It's with common good / collective well-being in mind.  
Transparency, collaboration, vision, humanism, optimism



# Let's clear the air on filtration technology.

Violett shines a light on current UVC market shortcomings:

1

## INEFFICIENCY

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Through its cyclone technology, Violett is more thorough by going beyond purification and into disinfection.

2

## MISLEADING CLAIMS

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In contrast to exaggerated marketing among competitors, Violett's technology is actually more complete of a solution and quieter.



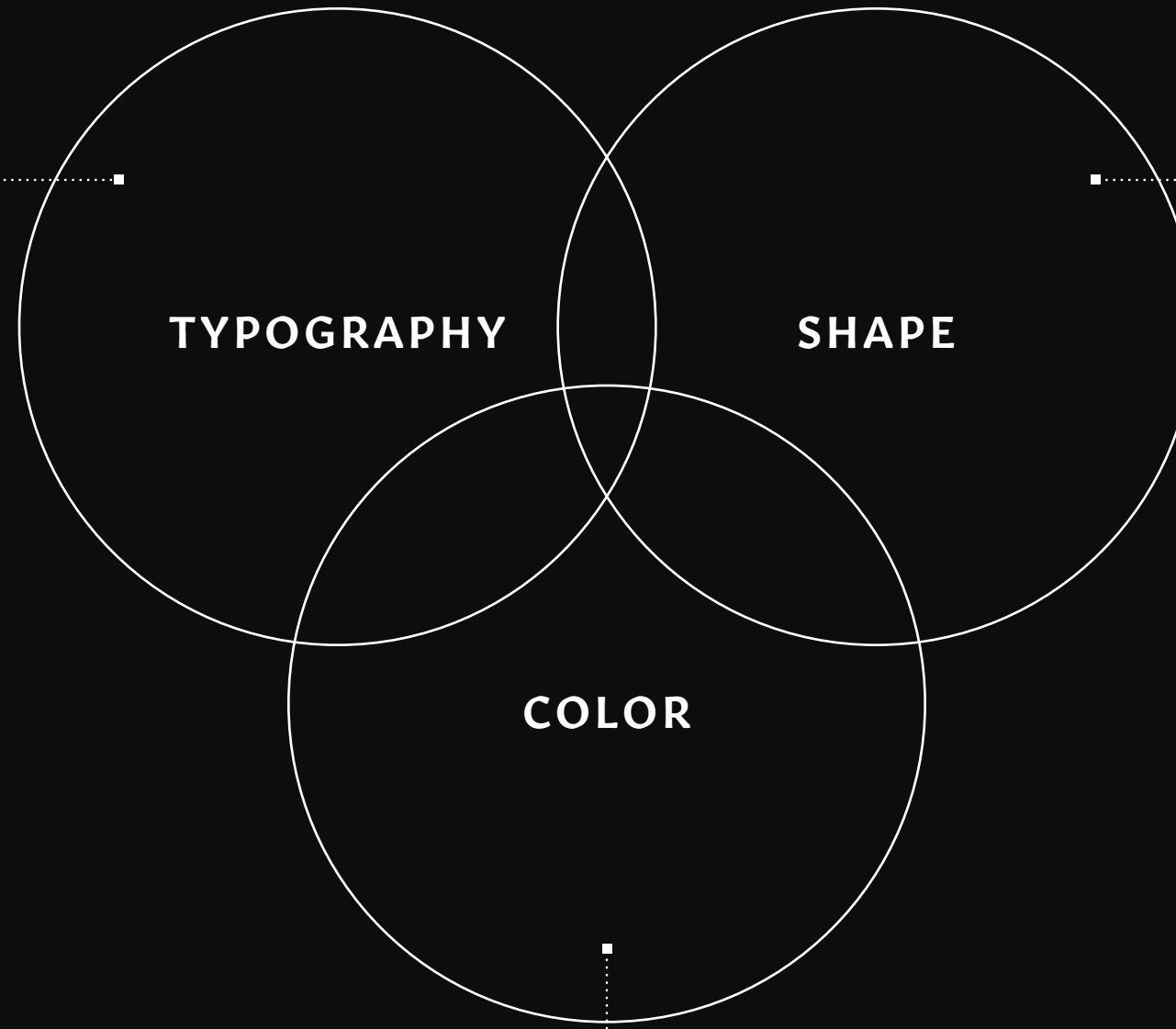
BRAND IDENTITY

# Visual Pillars

# VISUAL PILLARS

## UNIVERSAL

Simple  
Accessible  
Practical



TYPOGRAPHY

SHAPE

COLOR

## CIRCULAR

Balanced  
Flowing  
Pure

## LUCID

Clear  
Spacious  
Quiet



## VISUAL PILLARS

# Typography

Typography is the simplest and most direct form of brand recognition. Living up to the German spelling, Violett typography should communicate a pro-social, global reputation for useful products that take pride in precision, **universal** accessibility, and the simple joy of something working well.

## UNIVERSAL

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Global relevance

As essential as transportation

Inclusively simple

Not niche



VISUAL PILLARS: TYPOGRAPHY



Brutalist  
Engineering  
Design



kopter



DeallocTests



Stegers



aiera



Daily  
Objects





## VISUAL PILLARS

# Shape

Shapes strengthen a brand by creating a tangible connection for people to have. They encompass the heart and soul of a brand when words are not around. A **circular** shape embodies Violet, from the technology involved to the balance and purity it produces.

### CIRCULAR

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References the cyclone technology

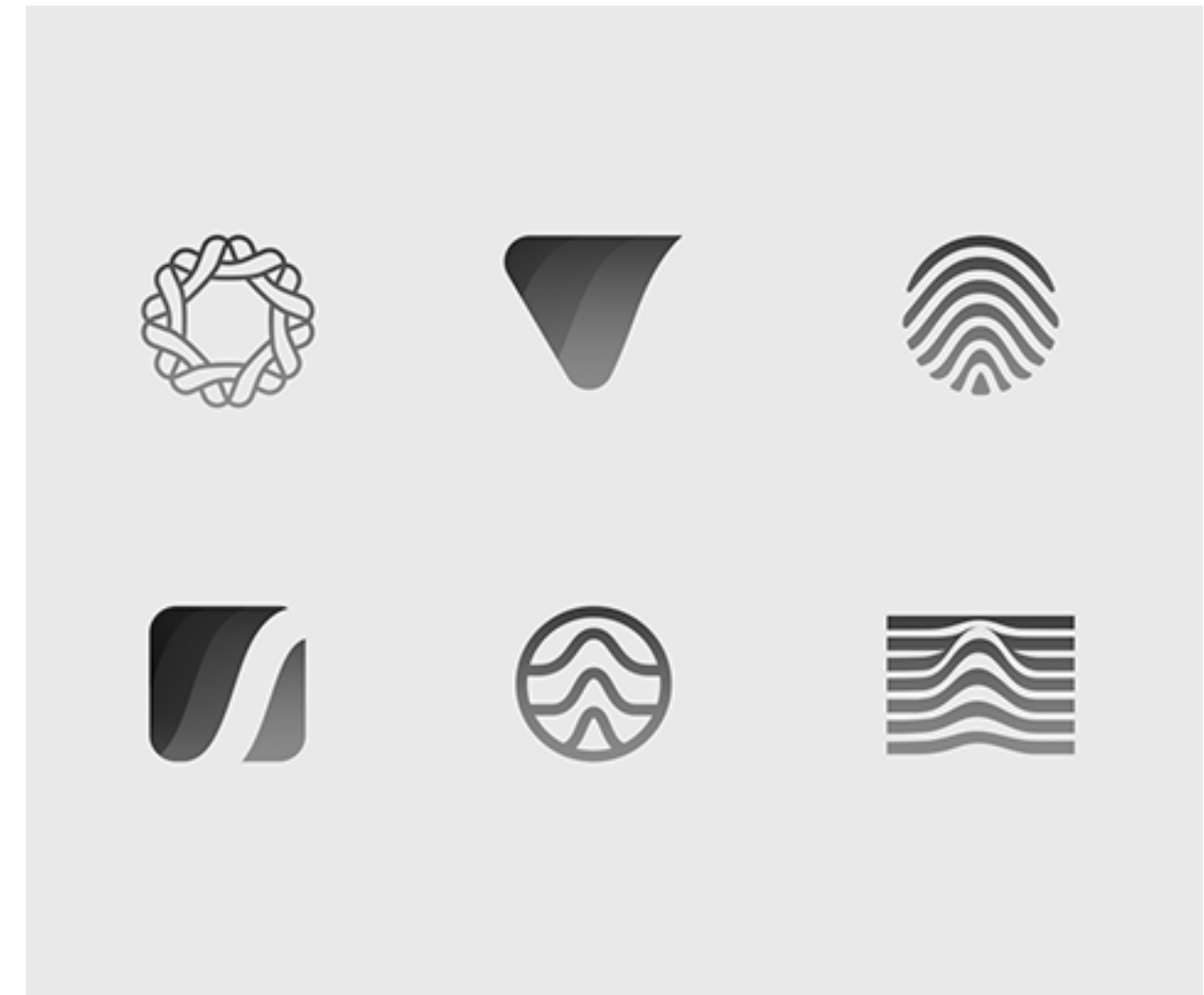
Communicates flow, continuity

Implies stability, balance

Embodies collaboration, the collective good



VISUAL PILLARS: SHAPE



## VISUAL PILLARS

# Color

Color conveys our mood and differentiates our brand from others. While being direct about Violet's UV color range, we balance that dynamic energy with calm through the use of white, spaciousness, and the occasional touch of transparency or gradation. Our **lucid** color focuses in on the ultimate result: peace of mind.

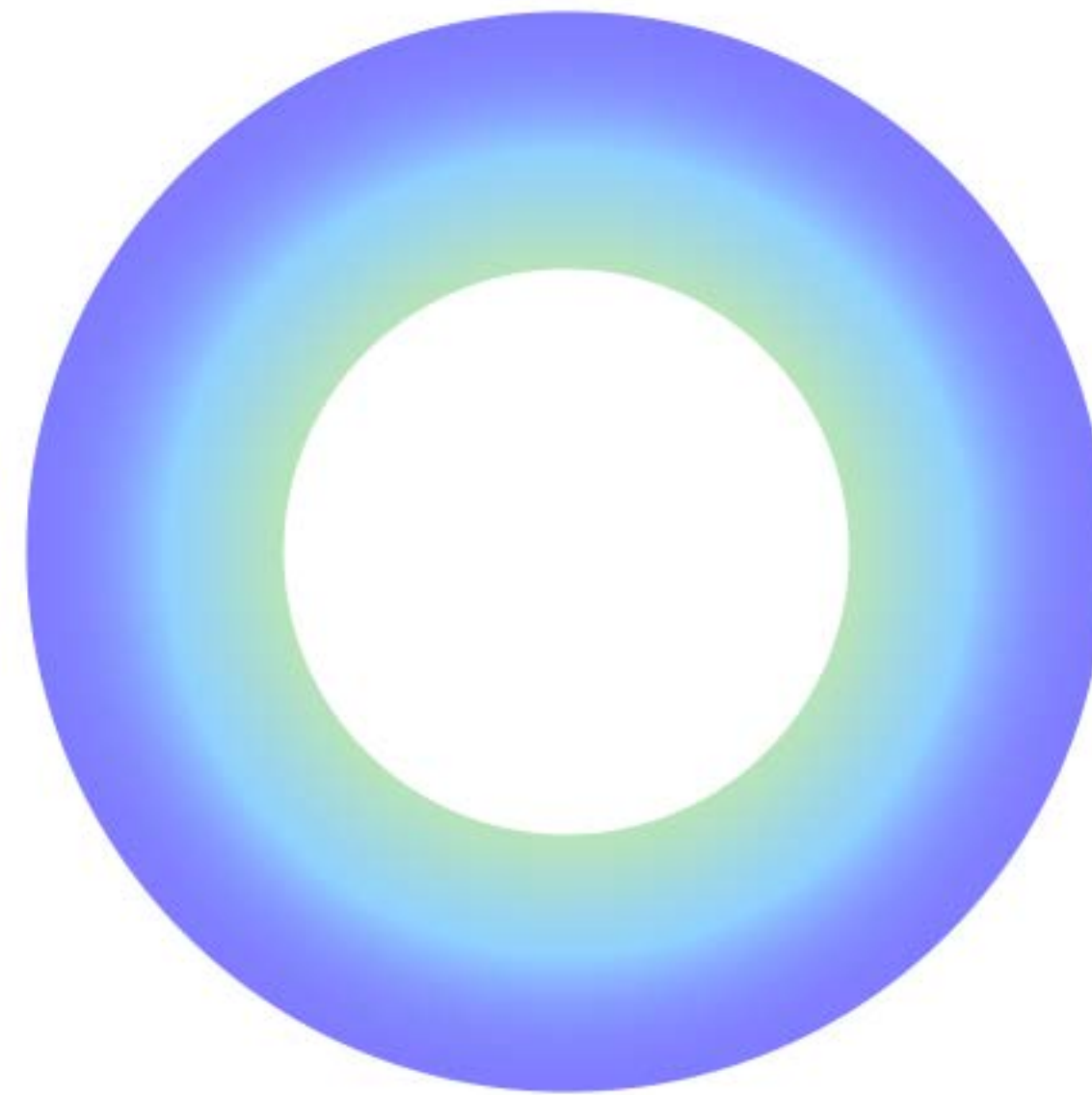
## LUCID

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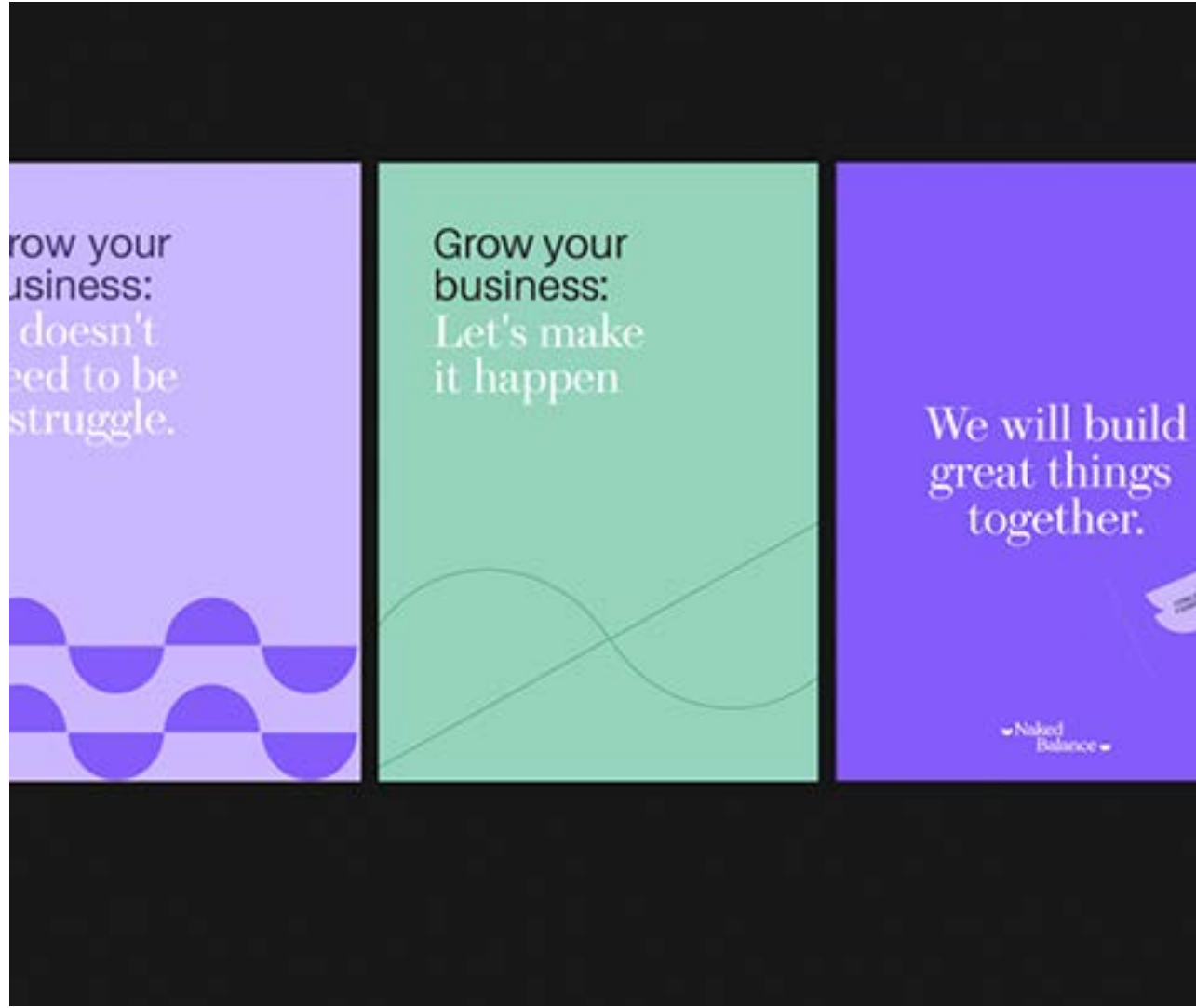
Silence, conveyed through simplicity

A subtle presence, working perfectly in the background

An overall enlightened, illuminated clarity



# VISUAL PILLARS: COLOR



**Cheers!**

