



Brand Guidelines

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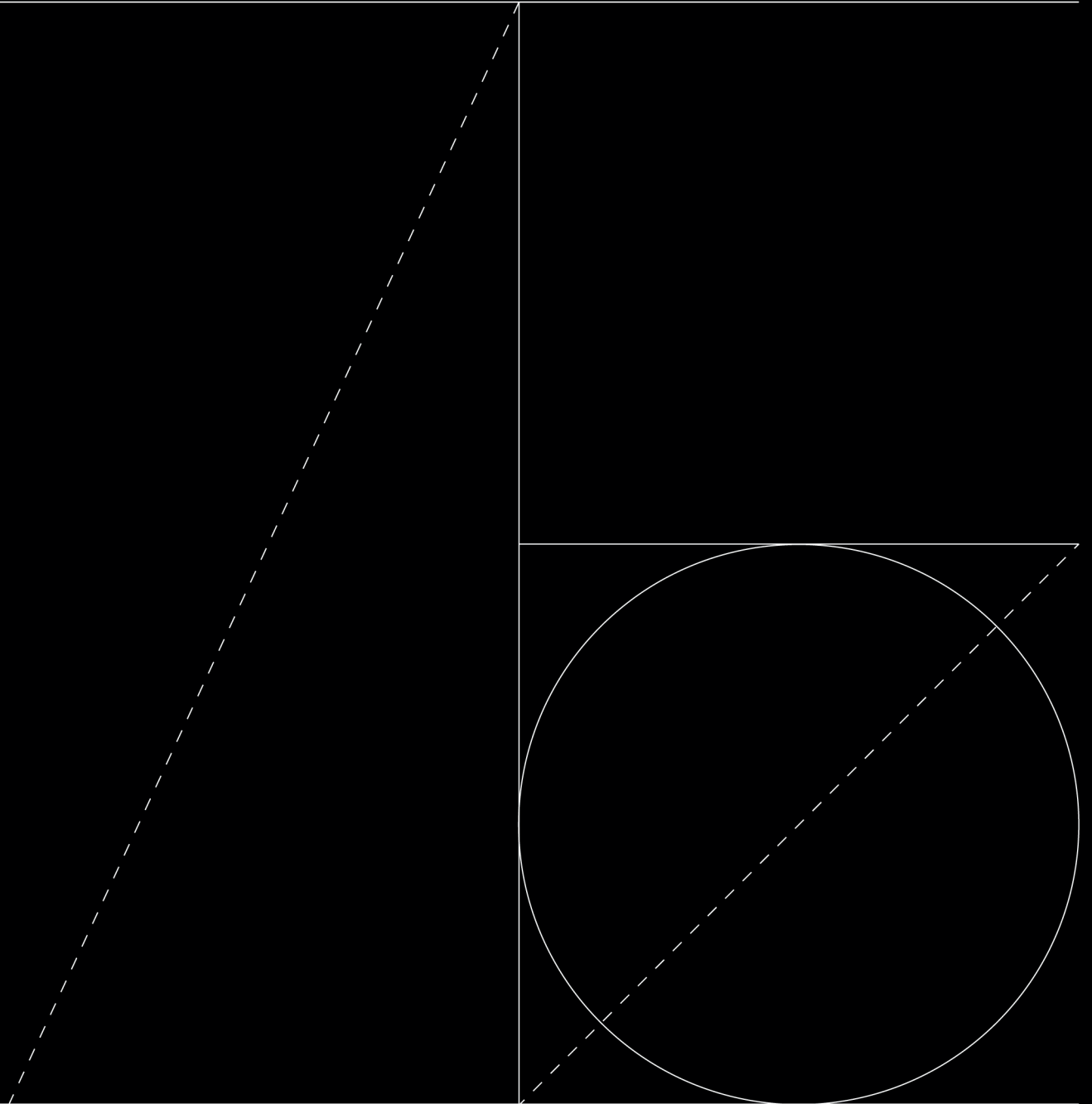
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Backstory



A-1. About mLight



mLight Pty Ltd is dedicated to engineering and manufacturing high-quality LED luminaires for commercial, healthcare and education applications worldwide. Founded in 1992 and 100% Australian-owned, our specialist R&D and Design teams utilise innovative technologies in our diverse range of affordable products.

When you match this with our commitment to working collaboratively with our client's right through from conception to installation, you have everything you need to **integrate light with life beautifully**.

A-2. Where it began



George Toth
Managing Director

Twenty-five years ago, George Toth began distributing luminaires out of a small garage in the south-eastern suburbs of Melbourne. After identifying a need for design-driven luminaires and equipped with Australian ingenuity, mLight was founded and the journey of engineering and manufacturing luminaires locally, had begun.

Technology has changed a lot over the decades but our commitment to developing high-performance, innovative and high-quality lighting products has never wavered. Today, we are focussed on designing and manufacturing locally-made custom LED lighting for commercial, healthcare and education markets. Our dedicated team continues to provide new ideas and applications for lighting solutions for architects, designers, building professionals and engineers.

A-3. Vision

mLight will be recognised, trusted and preferred, for providing beautifully resolved lighting solutions that set the standard in our chosen market space.

A-4. Purpose

To integrate light with life – beautifully.

A-5. Positioning Statement

We provide innovative lighting and systems that integrate beautifully with the built environment and with the lives and needs of people who live and work in them.

A-6. Core Values

Can-do

We are resourceful in addressing a new challenge and we anticipate changing needs rather than merely respond to wants and demands. We encourage 'can-do' in our people and build it into our solutions capability.

Collaborative

We recognise that the best solutions are going to come out of great collaborations, within our team, with specifiers and with our partners.

Considered

We know that fully resolving a solution requires us to fully consider the needs of users and specifiers, and the demands of manufacture. We want all our actions and outputs to be seen to be well considered.

Committed

We are committed to our purpose and to excellence in what we do. Once we make a commitment we fully follow through.

A-7. Our Customer Cause

"Make light a natural part of my life!"

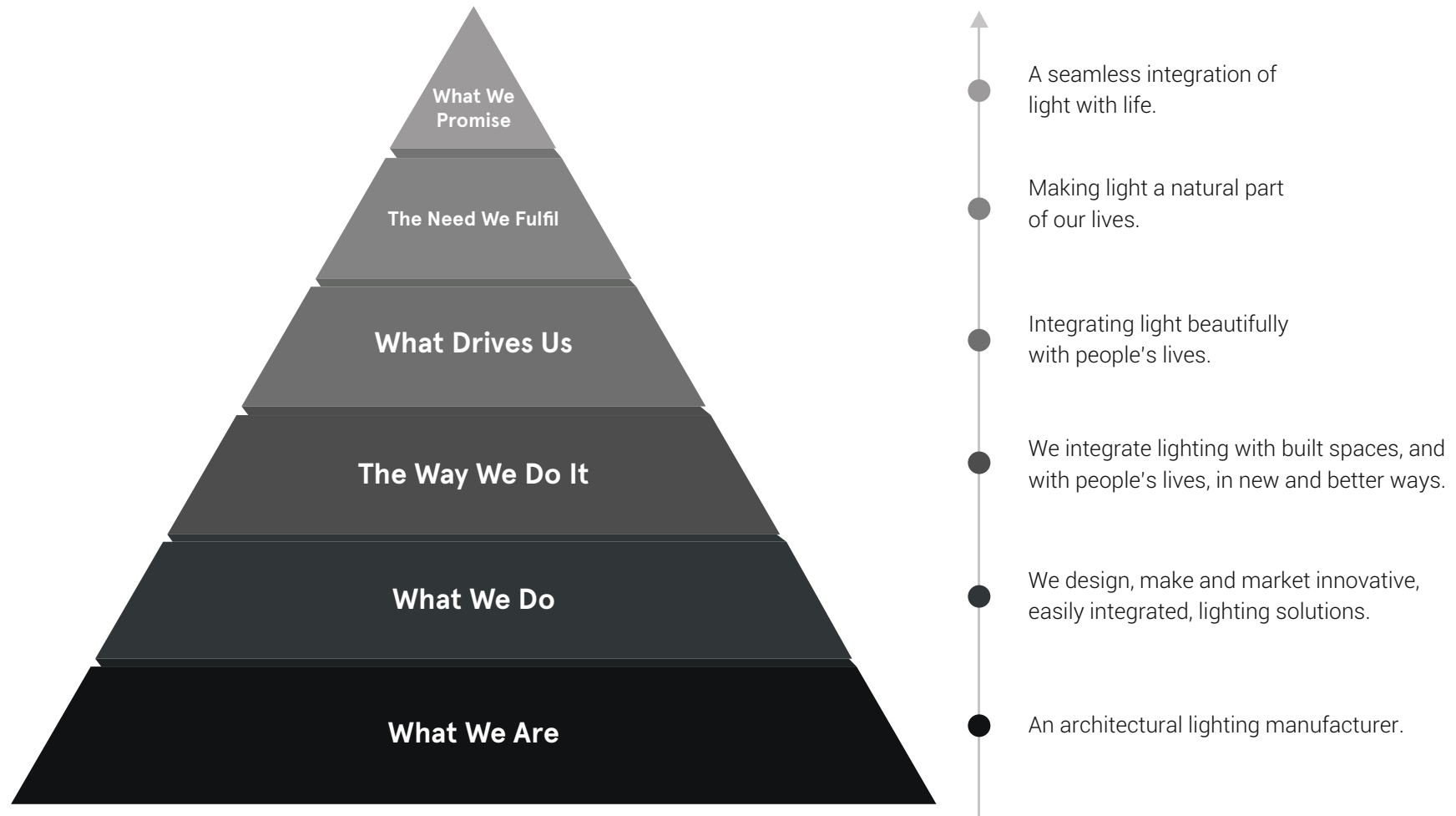
A-8. How We Will Get There

Innovative lighting solutions design for optimal user-experience and ease of integration.

A-9. Brand Promises

A seamless integration of light with life.

A-10. Brand Pyramid



A-11. How it All Aligns

Our vision

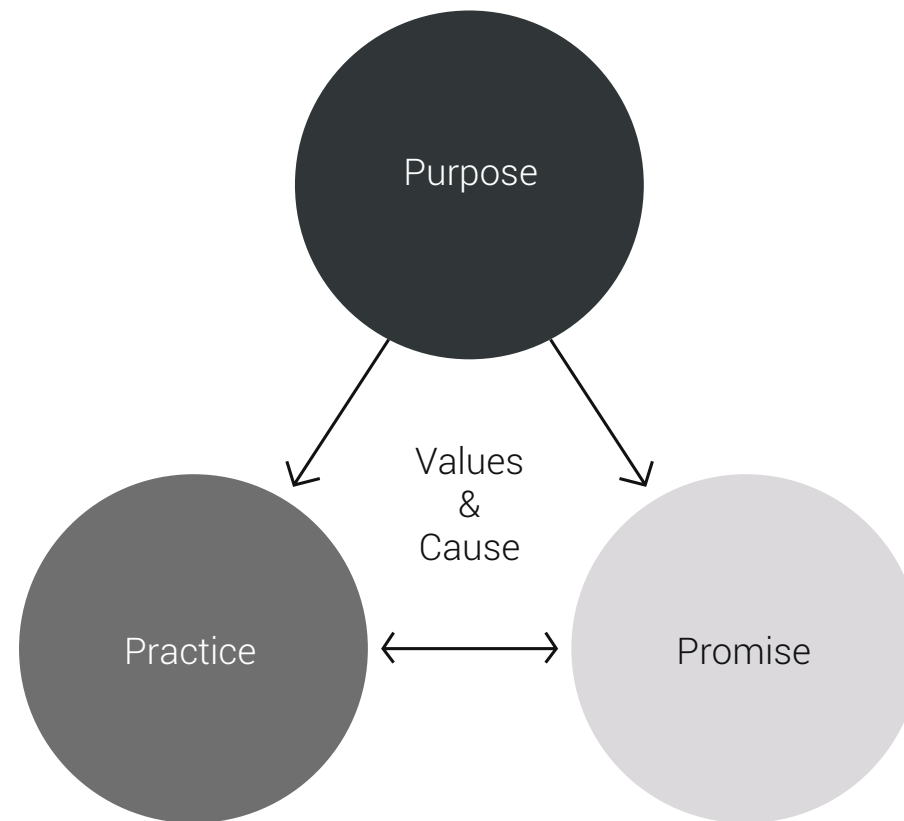
To be recognised, trusted, and preferred for providing beautifully resolved lighting solutions.

Our values

Can-do, collaborative, considered, and committed.

Our cause

"Make light a natural part of my life".

**Our purpose**

To integrate light with life beautifully.

Our promise

A seamless integration of light with life.

Our practice

Innovative lighting solutions design for optimal user-experience and ease of integration.

A-12. Tone of voice



Tone of voice is how we communicate everyday, and part of our personality. Our tone of voice is manifested in every contact and situation with people inside and outside mLight. In advertising, public relations, corporate communication, events exhibitions, product ranges, learning material, even in a simple email or a greeting daily.



You could also say that it's how mLight come across as a brand. Verbally, visually, in writing and even in body language. Everything we do is part of how we communicate. As mLight continues to expand, we don't want our brand voice to get lost in translation. We want mLight to have a consistent and evolving voice in an ever-changing world.



Tone of voice is the personality characteristics of mLight and it connect with the values of 'Integrate Light with Life, Beautifully'. It's how we identify mLight as persona and how should it's express to the world.



mLight is Assertive & Confident

We like to work hard for what we want. It makes us feel that we have achieved a goal and ticked items off that ever-growing task list. Confidence can be trained with an excellent preparation process, lots of discipline and hard work. That is who we are! mLight's goal is to integrate light with life beautifully.

We pride ourselves in being the best choice for our clients, and are confident and assertive in what we provide as solutions to meet their needs.

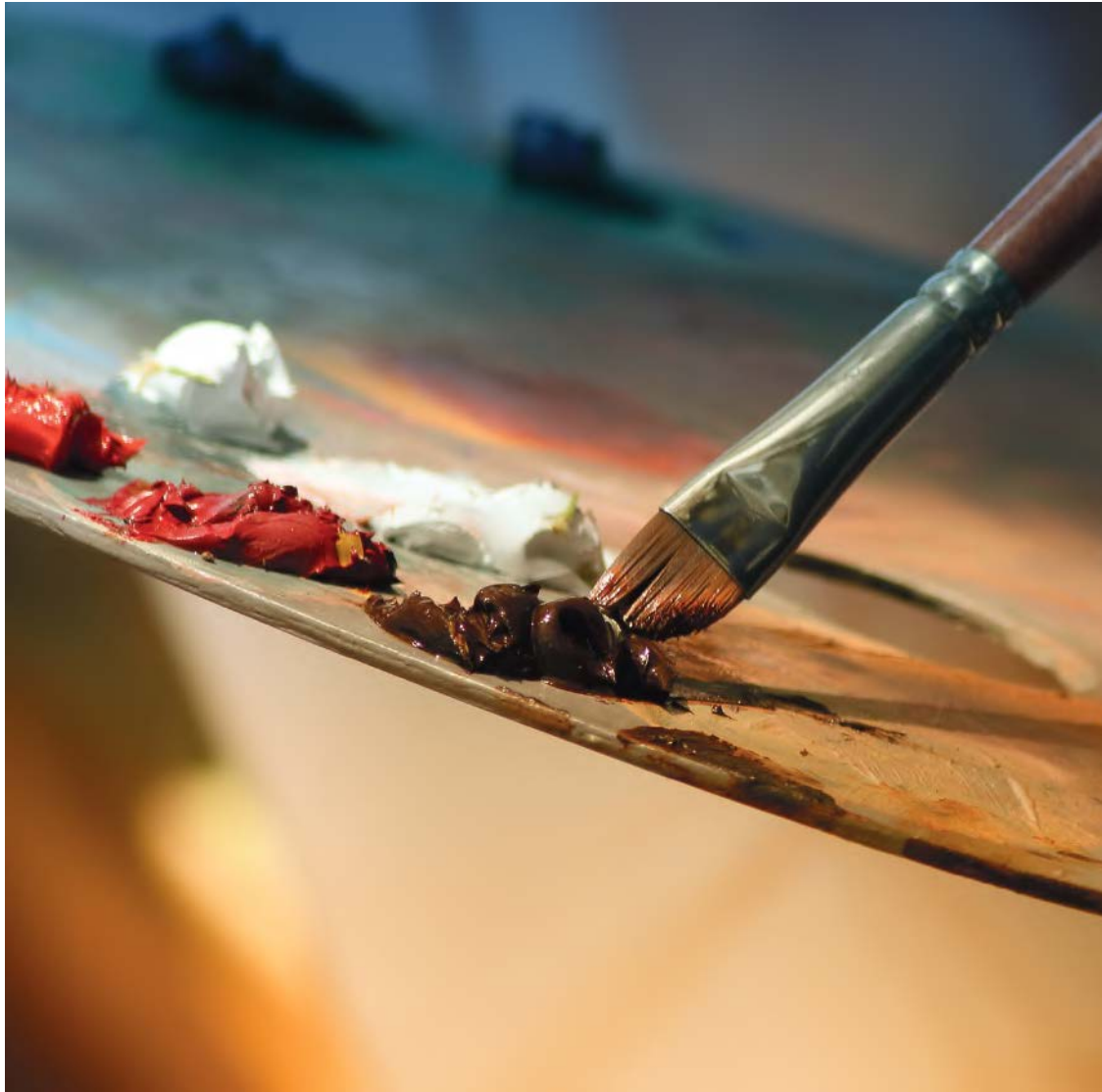
Our team's confidence comes from a pro-active approach to preparation and communication, providing a better understanding of what each stakeholder requires of us.



mLight is Supportive & Positive

From a young age, we are always told to tell the truth. It all comes back to being authentic and genuine to ourselves, no matter what situations present. mLight, as a business, is striving to be congruent between action and words, and its beliefs and values.

At mLight, we value authenticity at the workplace. We follow trends and keep up with new technology, but our design ideas, innovation, and integration originate from our team. We want our light to be one of consideration, collaboration and commitment to the right ideas and solutions for the right application.



mLight is Authentic

From a young age, we are always told to tell the truth. It all comes back to being authentic and genuine to ourselves, no matter what situations present. mLight, as a business, is striving to be congruent between action and words, and its beliefs and values.

At mLight, we value authenticity at the workplace. We follow trends and keep up with new technology, but our design ideas, innovation, and integration originate from our team. We want our light to be one of consideration, collaboration and commitment to the right ideas and solutions for the right application.



mLight is Adaptive

All of us live in a world where everything is easily accessible and understandable. The power of providing dynamic information - personalised to different user groups - showcases the ability to adapt to any situation. This skill is learnt over time, through past experiences and building a solid knowledge base of incoming and outgoing data.

Our way of recognising and adapting to new situations - both negative and positive - gives us real satisfaction to know we can solve anything. At mLight, we are always open to new ideas and willing to adjust the current product, systems and services to consistently improve our offering for our clients.

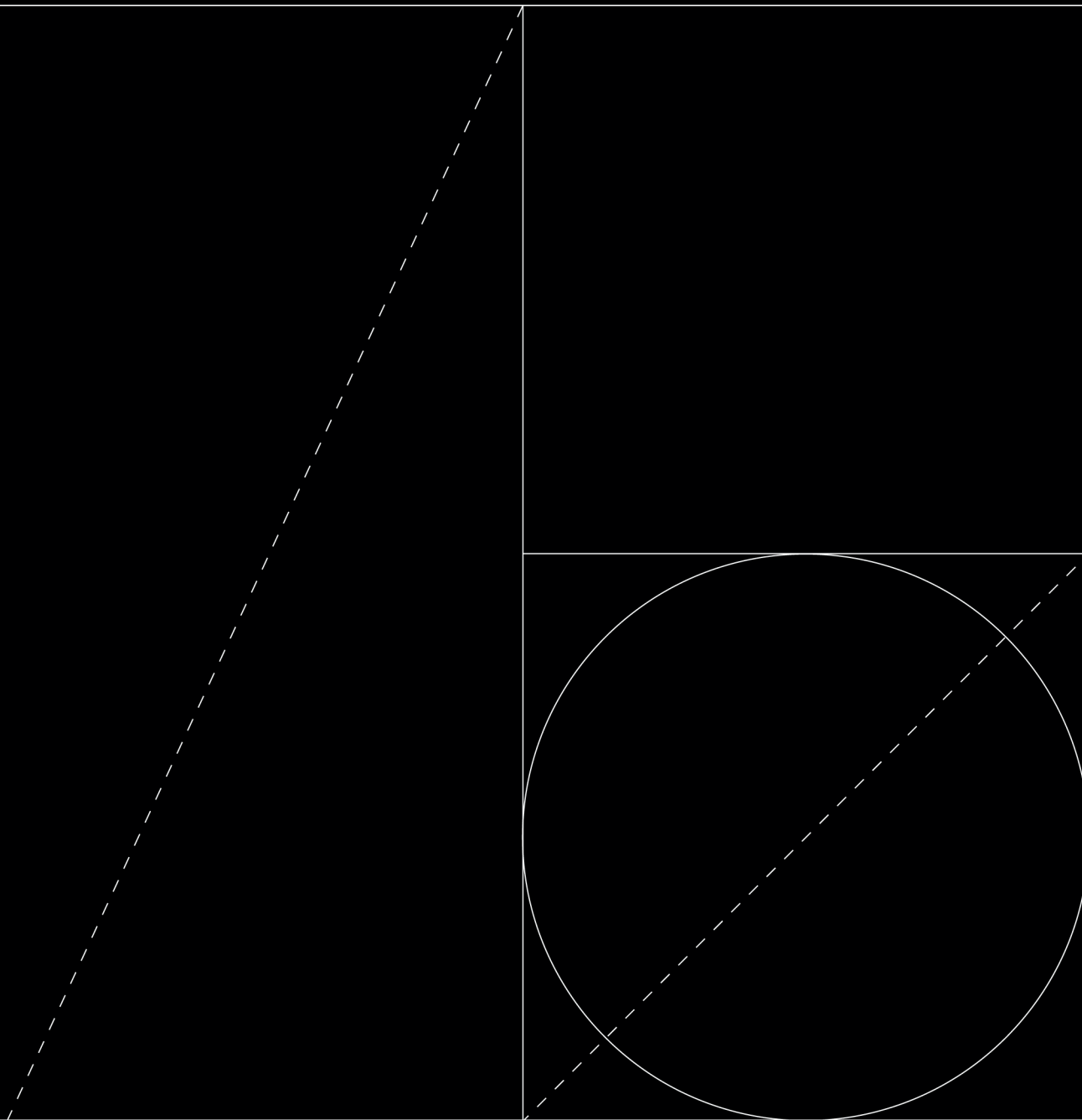


mLight is Mindful

Our world is a busy planet, moving all the time, never-ending. We hardly take time to stop and reflect on what we have done, where we are going and what we are willing to do to get there.

Our mindset drives our decisions and how we approach conversations. At mLight, we have actively chosen to be more mindful and aware of how we communicate and interpret information, both internally and externally. Every person may have different intentions, so we must ensure we have the right information before proceeding with actions.

Logo



B-1. Logo Versions

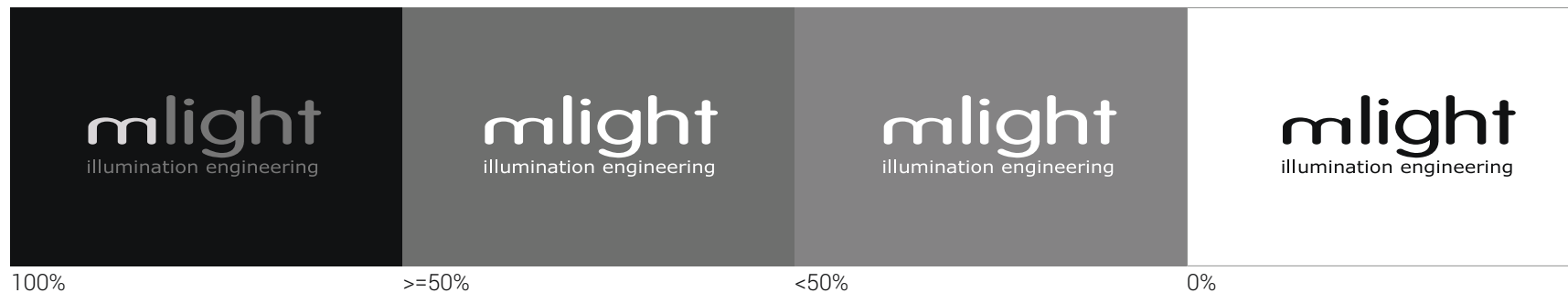


Logotype and tagline are always in one part, which cannot be separated. External communications collateral may use only the logotype only, at the discretion of the MRD Department and Management.

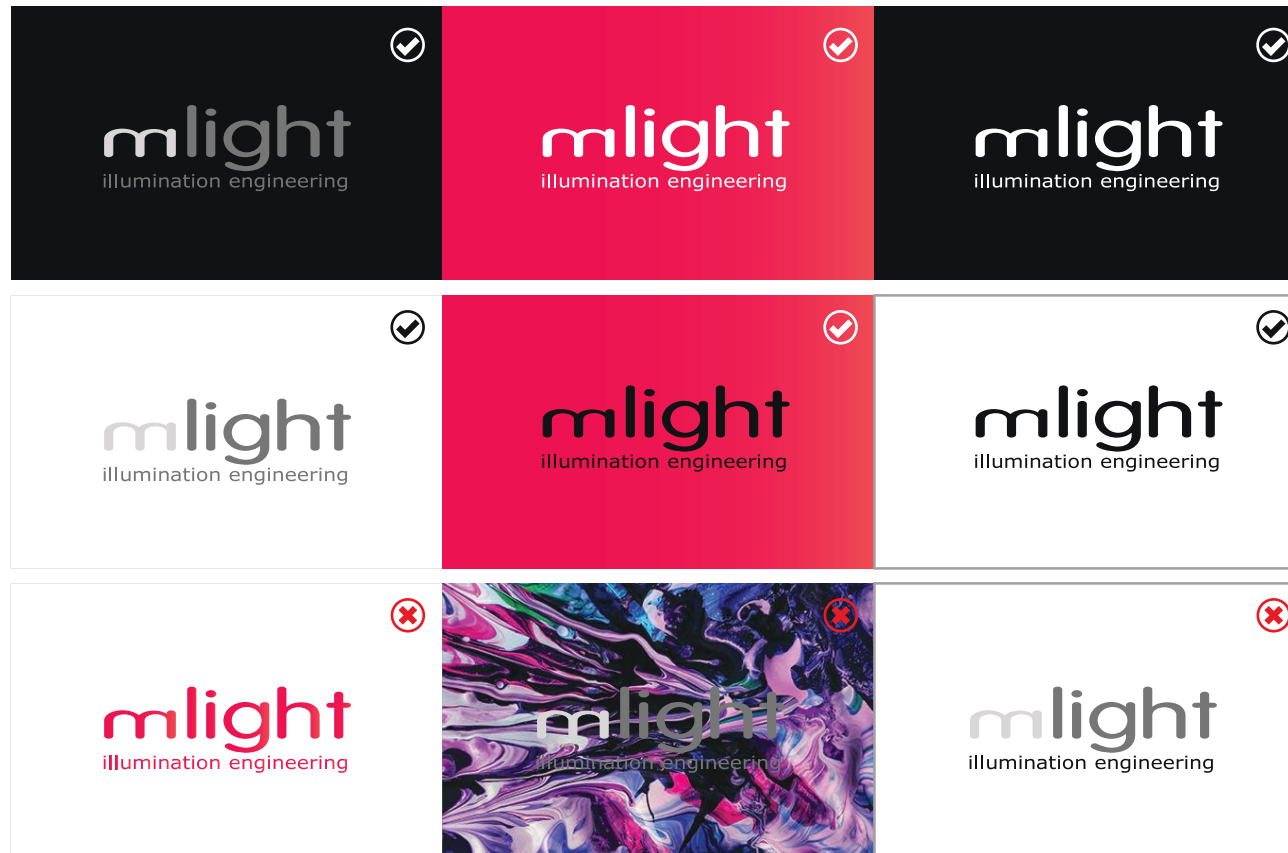
B-2. Logo Representation

Please ensure that the mLight logo is represented on a clean space. Do not represent the logo on complex backgrounds, or manipulate the logo by stretching or compressing irregularly. To ensure clarity and legibility of the logo, it is important to control the intensity of the background on which it appears. For reference, a preferred background gray scale table for use with. Additionally, this grayscale table can be used for measuring the intensity of a coloured background.

Monochrome grayscale background



B-3. Logo Policy



The colours in the logo should stay consistent at all times, however, some situations require adjustments. In situations where colour in the background is utilised, the CMYK black and white versions should be used.

B-4. Logo Misuse



Don't use a stroke



Don't change the colour



Don't change the official colour



Don't change the official colour



Don't tilt



Don't add a background



Don't change the text spacing



Don't change the typeface



Don't deform



Don't change the combined position



Don't change the design



Don't add any effects

B-5. Logo Lockup

Minimum Size



mLight Logo



mLight Logo white



B-6. Tagline

A tagline is designed to provide further definition on mLight's services. A tagline can also be a way of enhancing company value. It can be an integral part of your logo design or a separate element to be used elsewhere.

The tagline uses the typeface Verdana and is represented in our second color, dark gray.



Do not manually type the Tagline Signature. Always use the artwork files that are provided. One-color Pantone version of the Tagline Signature is available for use.

A. Tagline Usage

Using the tagline and wordmark in the following combinations reinforces our brand personality in print materials, on banners and in online communications. These tagline/wordmark combinations also work well as a sign-off on the back of print materials such as brochures, reports, proposals, invitations and publications.

B. Do's and Don'ts



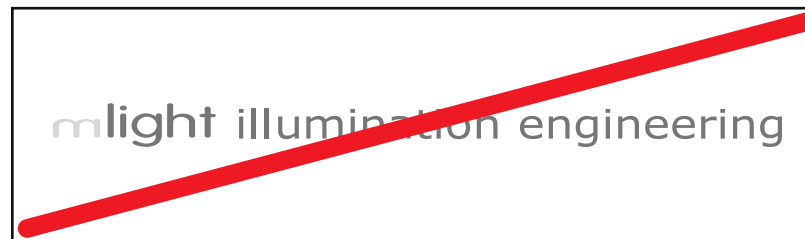
Don't remove the tagline



Don't change the combined position

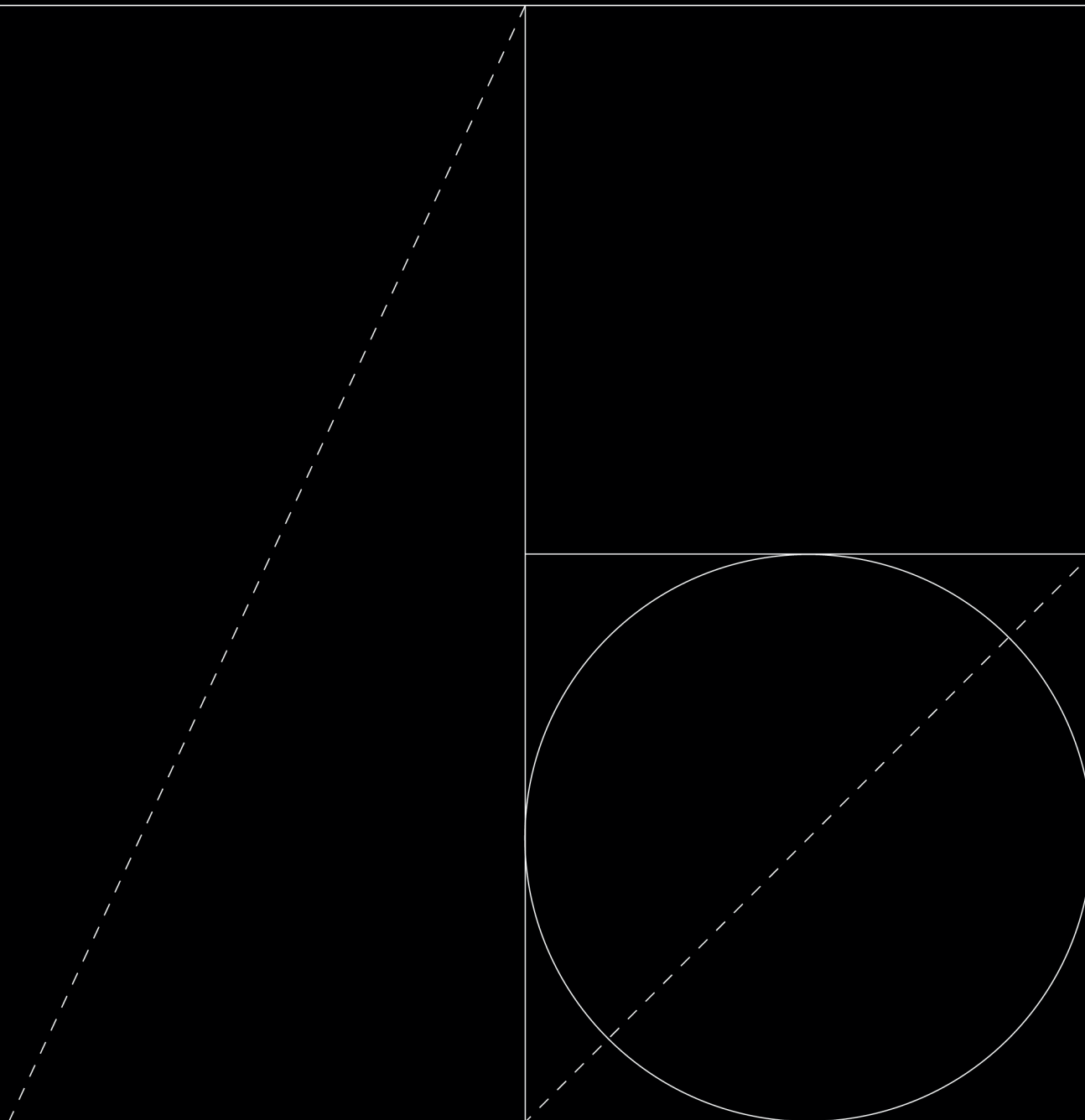


Don't change the official colour



Don't change the combined position

Colour



C-1. Colour Palette

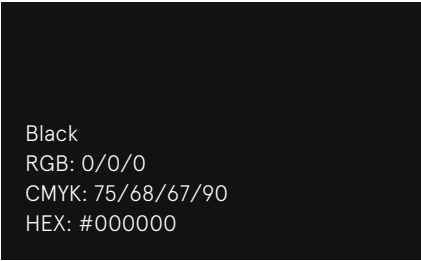
Please use these primary colours when representing the company brand.

The yellow should be reserved for highlights only.

Black and white are also acceptable brand colours. We do not currently have PMS colours to represent the company brand.



Yellow
RGB: 255/221/0
CMYK: 0/10/90/0
HEX: #FFD70D



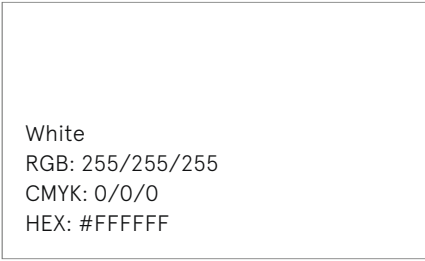
Black
RGB: 0/0/0
CMYK: 75/68/67/90
HEX: #000000



Dark Grey
RGB: 125/128/129
CMYK: 47/37/37/11
HEX: #7D8081

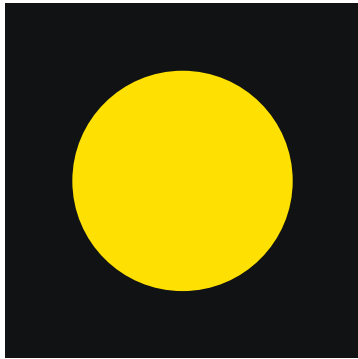


Light Grey
RGB: 210/211/211
CMYK: 17/12/13/0
HEX: #D2D3D3

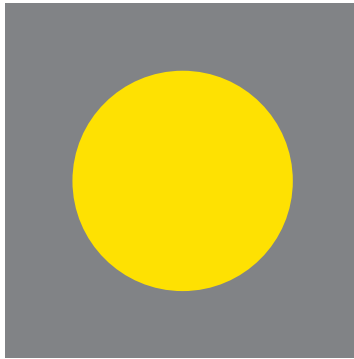


White
RGB: 255/255/255
CMYK: 0/0/0
HEX: #FFFFFF

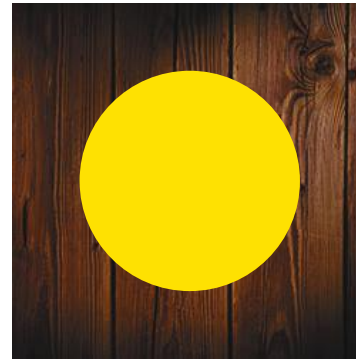
C-2. Colour Usage



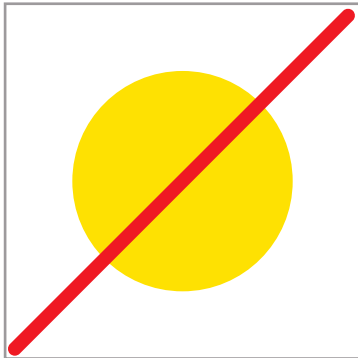
Yellow on black



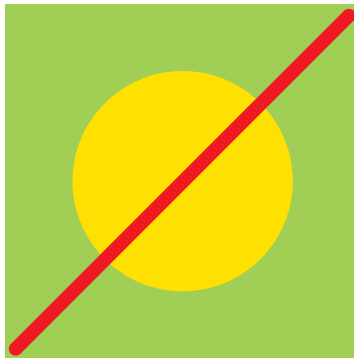
Yellow on dark grey



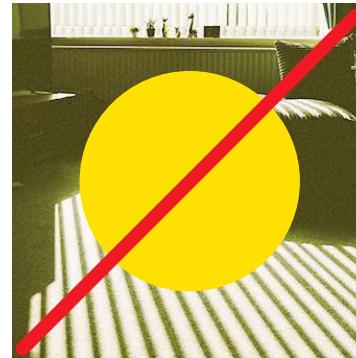
Yellow on contrast background



Yellow on white

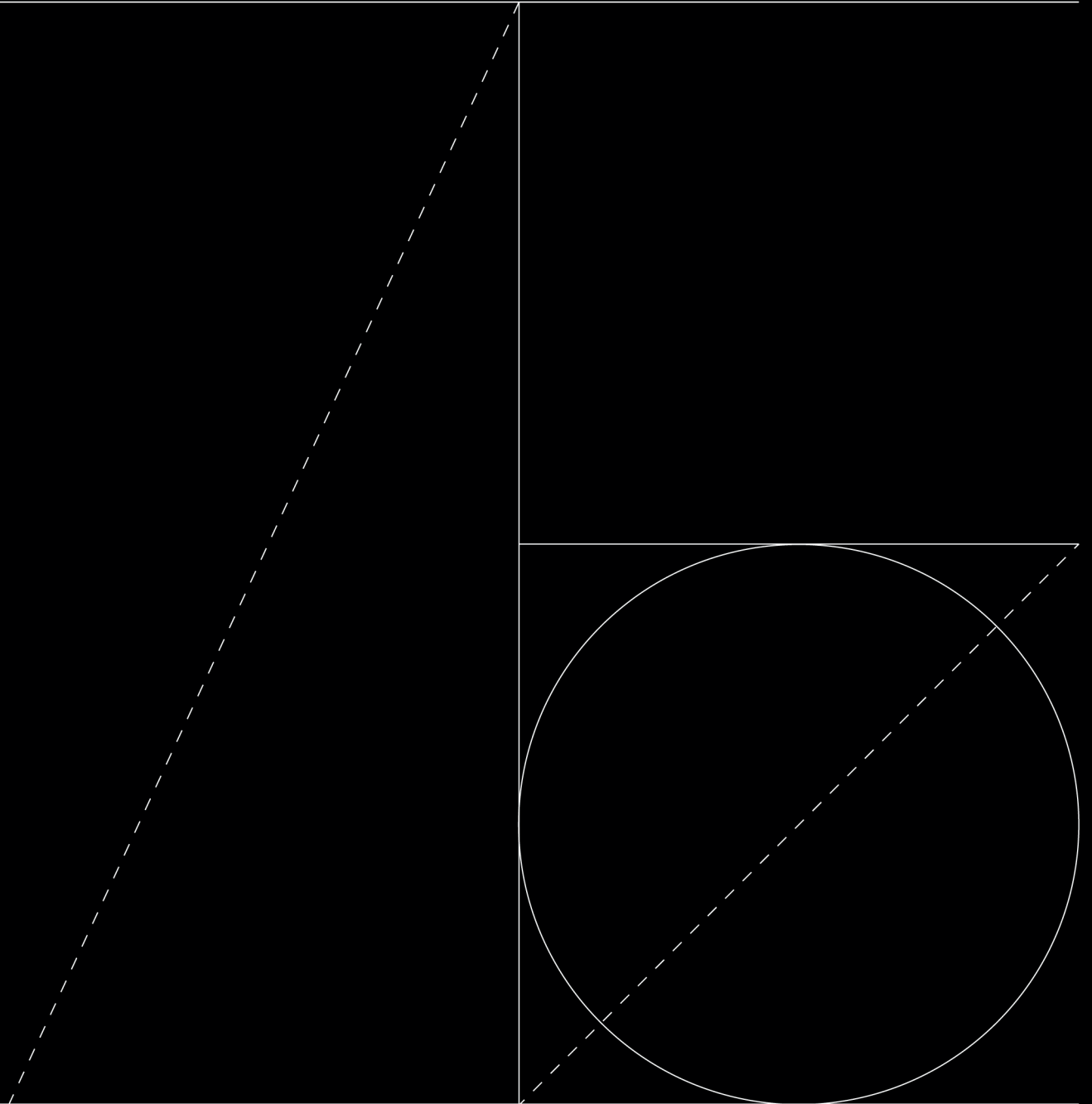


Yellow on an approximate colour



Yellow on a picture of a similar colour system

Typography



D-1. Primary Typeface

The main brand font is Apercu and should be used in the majority of cases.

Apercu Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()?**

Apercu Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()?

Apercu Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()?

Apercu Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()?

D-2. Secondary Typeface

Roboto is used as a web equivalent when Apercu is not available.

Typeface is used for internal and external communication material.

Roboto Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()?**

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()?

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()?

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()?

Roboto Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()?**

D-3. Tertiary Typeface

Gotham Light is only used for product names when possible and / or applicable to highlight text on documentation.

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()?

D-4. Typographic Hierarchy

Sizing**

6 pt size for reference information at the bottom of pages.

8 OR 10 pt size for all body text items.

12 pt OR 16 pt size for important statements.

32 pt OR 64 pt size for headings as required.

Colour

Gotham Light – all first page heading text

Usually seen in Yellow colour.

Apercu Light or Medium – all subheadings and statement text

Usually seen in Black, White or Grey.

Roboto Light or Medium – all body text

Usually seen in Black, White or Grey.

Roboto Light Italics – all small reference text

Usually seen in Black, White or Grey.

Paragraph

When writing paragraphs, it is recommended to justify all lines. But also please note in the last sentence, do not let the distance extend too far. Therefore, change the alignment to the left.

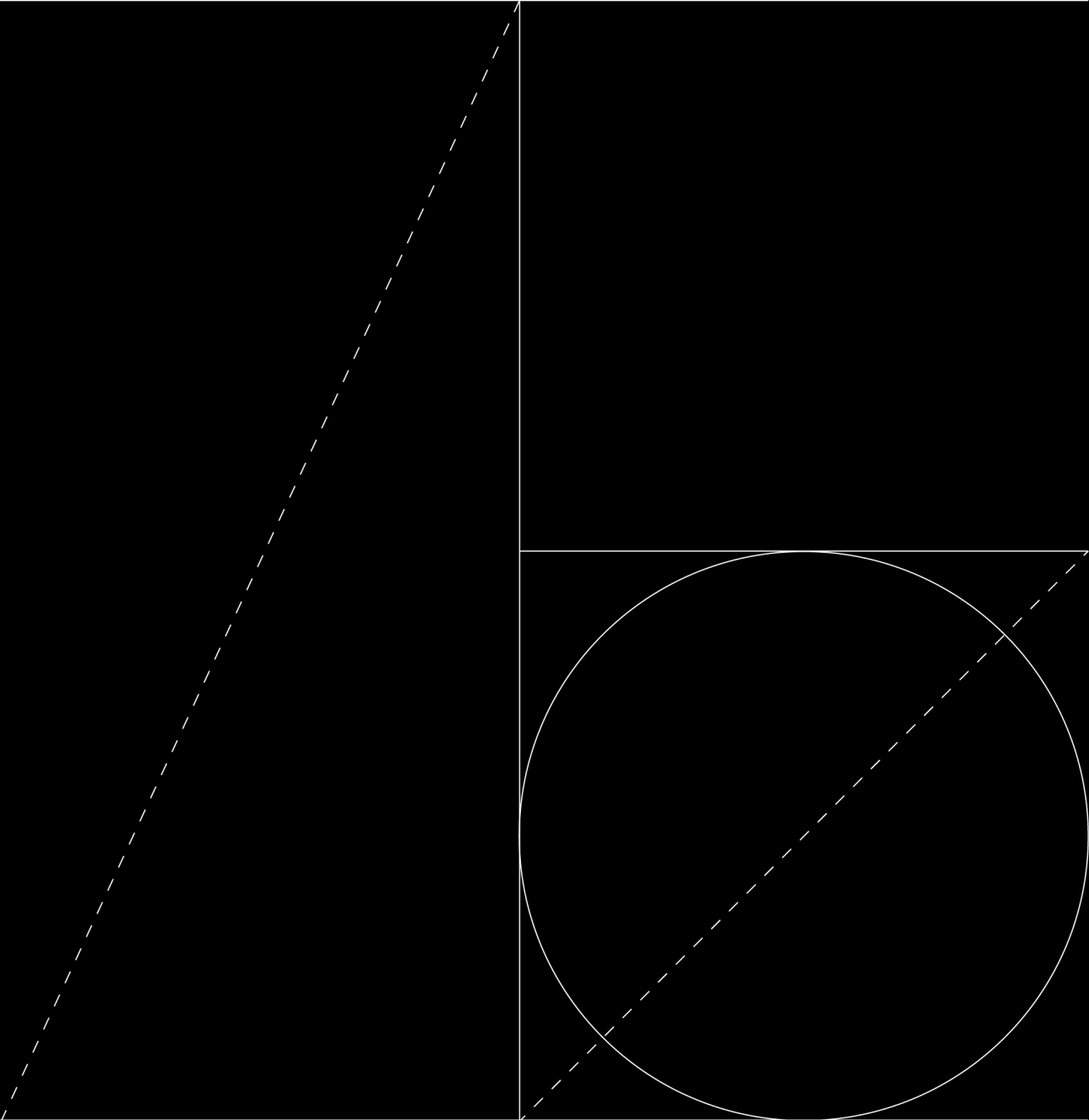


For example

How is Color Rendition Important? It can be a vital factor in practically any area, from your home to your business. A light with a low CRI imparts a flat, washed-out hue to whatever it illuminates. In objects, this can mean dull colours. In people, this can translate into sickly skin tones and unappealing, lifeless eyes.

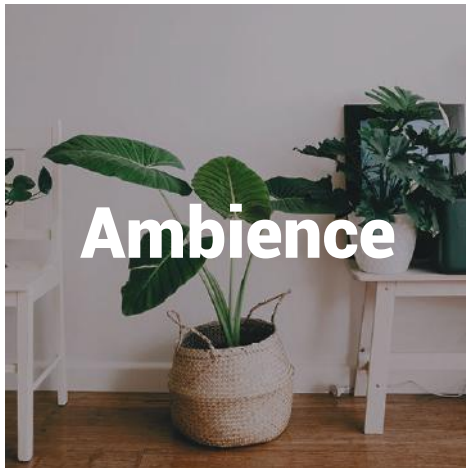
A high CRI makes the colours of furniture, clothing, food, and other objects “pop,” adding a very rich subtlety to the design you have set. This flattering aspect carries over to people. High CRI helps give people a vibrant skin tone and a glowing, healthy look.

Image Use



E-1. Image Use

To align with mLight's brand and core beliefs, reference images should follow the principals below in any communication forum. We have set out three categories that synchronise the messages that mLight wants to convey, and the mood we want to be expressed. These reference images should also be within our rights to use, either through purchasing, licencing, or taking with our equipment.



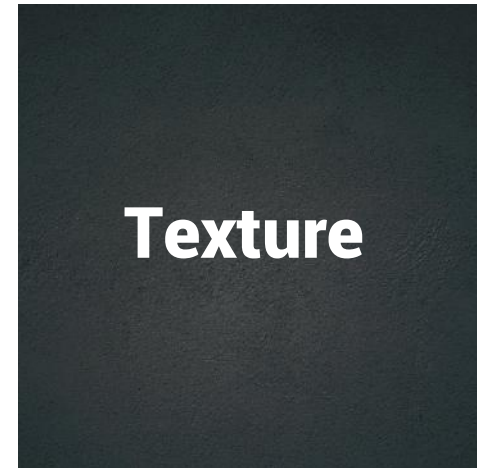
Ambience

Light and bright, safe and warm, clean and minimal. When using ambient-type imagery, the mLight tone of voice statements should be considered.



Product

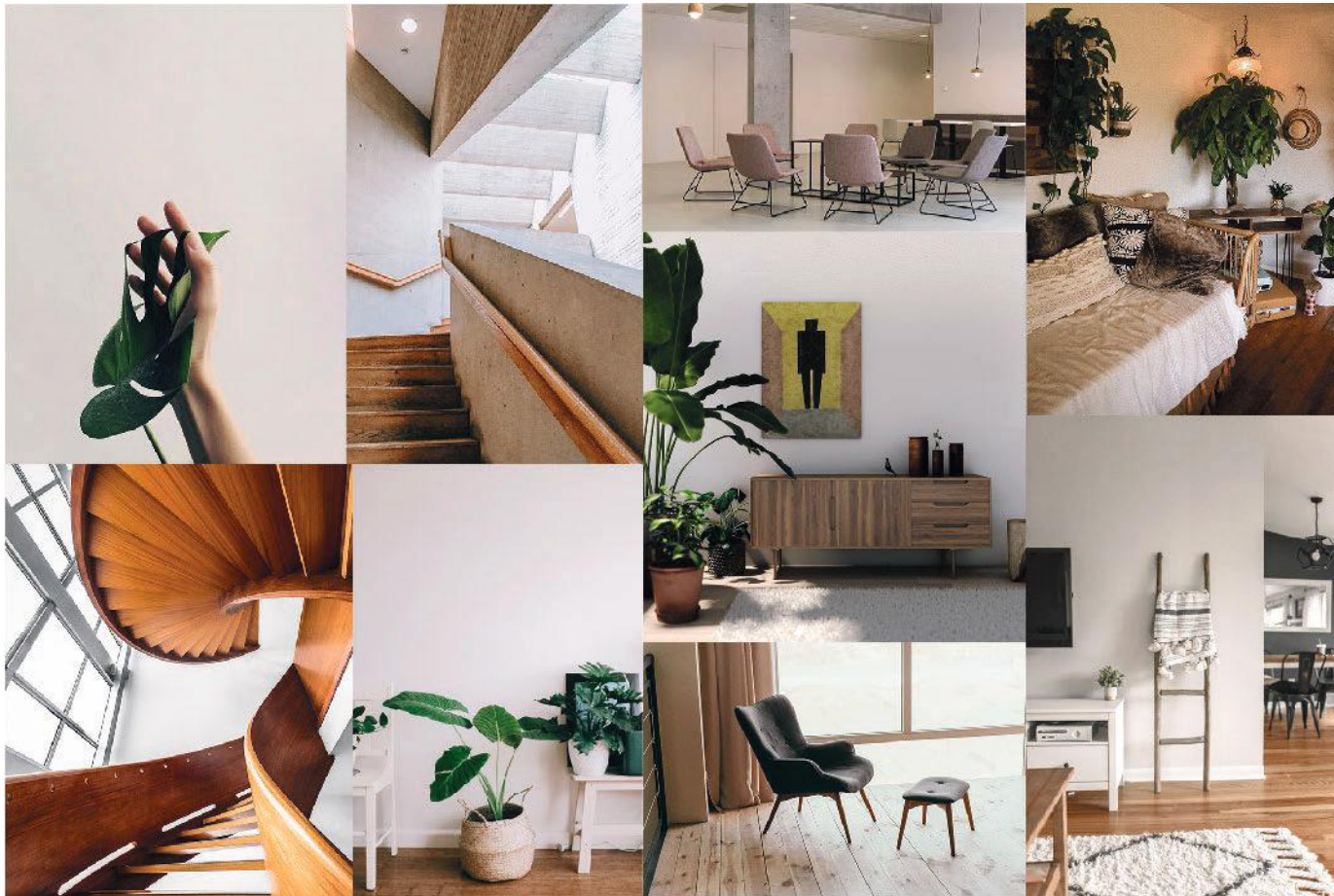
Singular and effortless, justified and with purpose. When using product-type images, the focal point should be on an essential feature or element to be showcased.



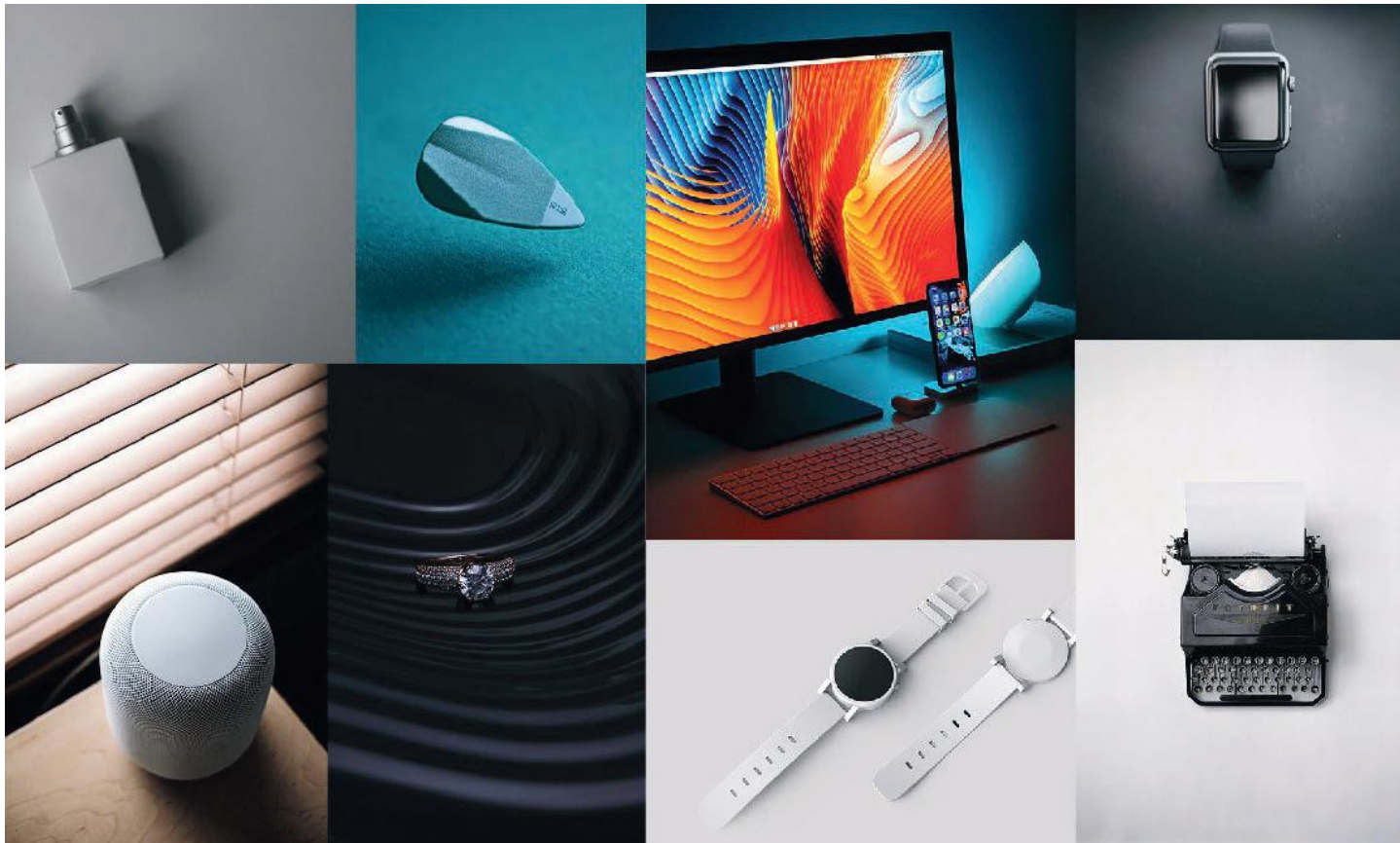
Texture

Elemental and relaxing, real and defined. When using texture-type images, the visual details should inspire how we integrate light with life, beautifully.

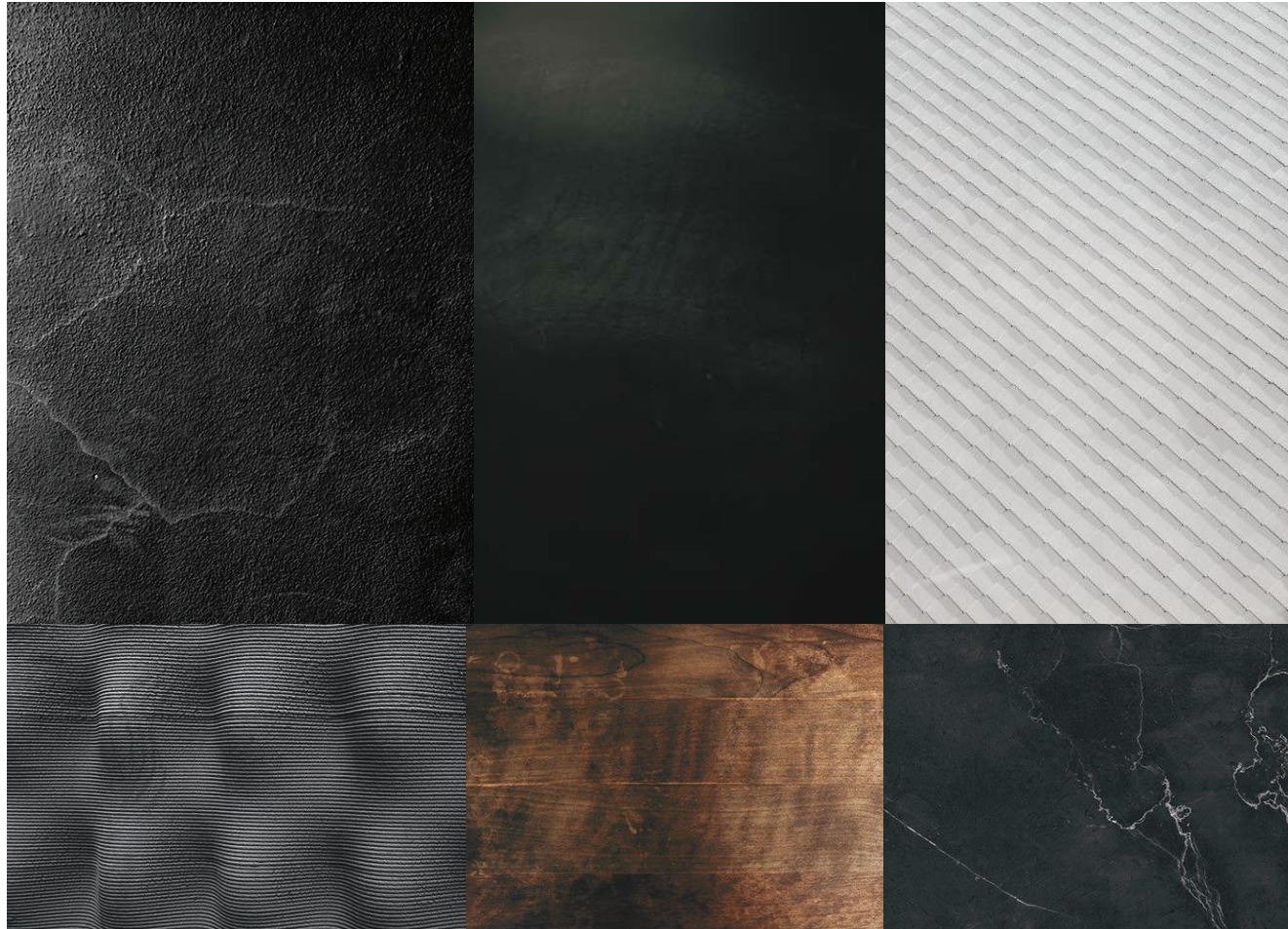
A. Ambience



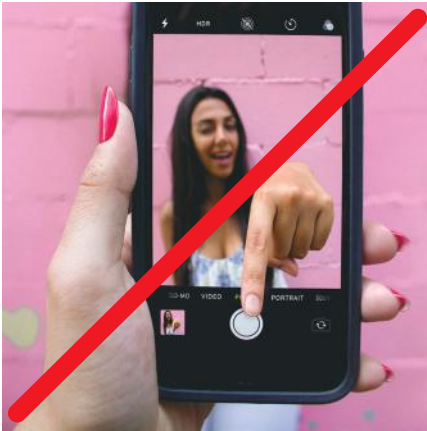
B. Product



C. Texture



E-2. Do's & Don'ts



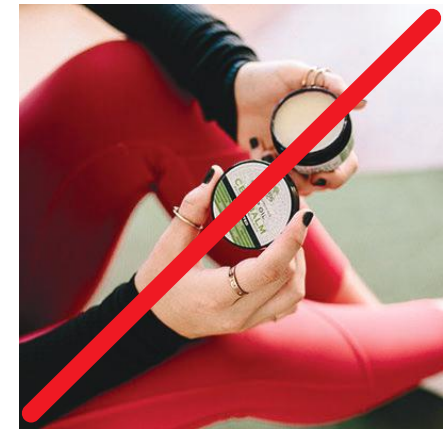
Fake



Simple/minimalist



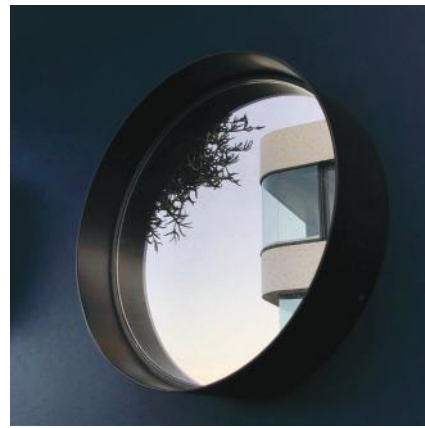
Play with Perspective



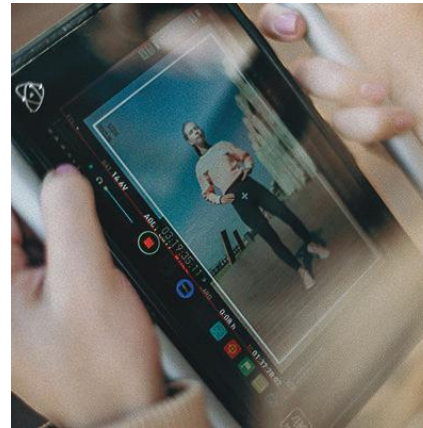
Old-fashioned



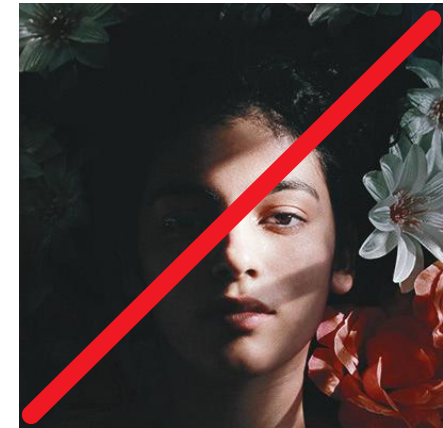
Too Many Colors



Unique



Authentic



Overexposing the Model

E-3. Restrictions



Poor Lighting



Distorted Images



Bad Composition



Montages



Low Resolution Images



Unnatural Images

E-4. Logo Treatment

**Scenario 1:**

On light backgrounds, use the black colour combination when the original colour will create too much contrast.

**Scenario 2:**

On dark backgrounds, keep the logo colour if the logo is identifiable.

**Scenario 3:**

On complicated backgrounds, use the white colour when the original colour will create too much contrast.

Avoid using complicated backgrounds; the simpler, the better.

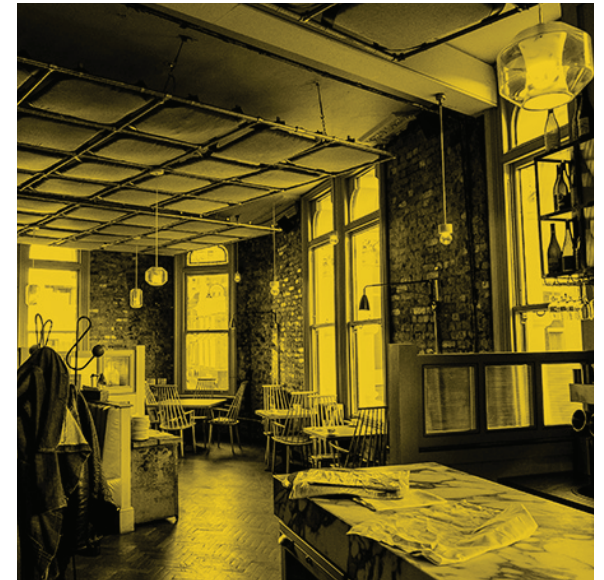
E-5. Photography Treatment

**High Contrast:**

For full colour images, apply a 'high pass' filter to create a more defined and stylised image.

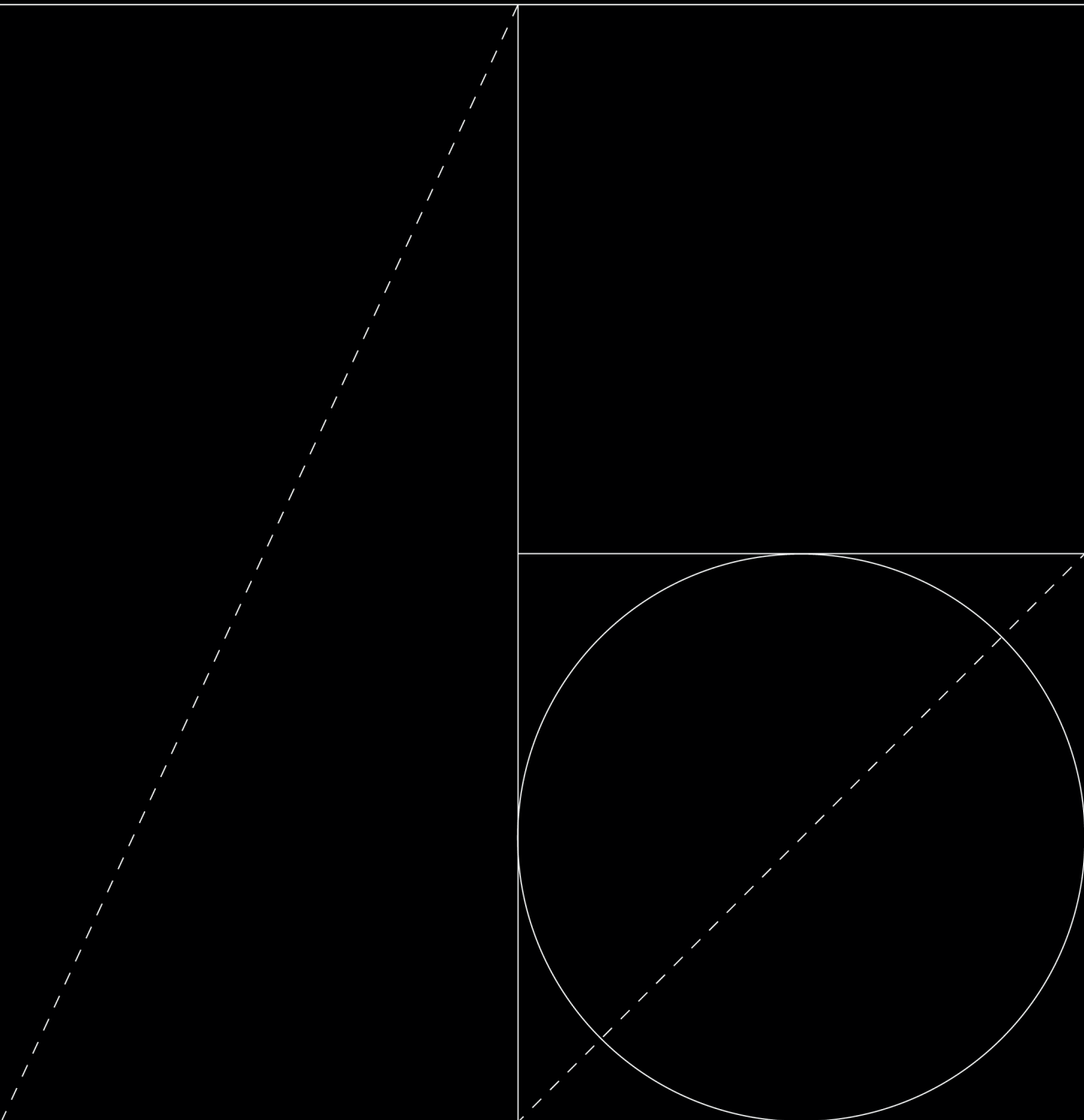
**Black & White:**

On complicated backgrounds, use a black and white filter to reduce colour contrast and avoid confusion.

**Gradient:**

Adding a gradient can produce a dynamic effect that enhances visual impact and strengthens associations with the mLight brand.

Media Application

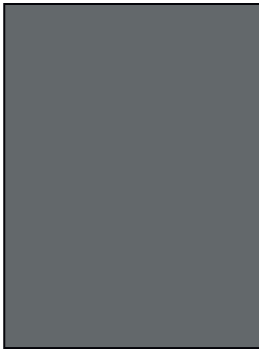


A geometric diagram on a black background. It features a circle in the lower right quadrant. A vertical solid line is to the left of the circle, and a horizontal solid line is above it, meeting at a point. A dashed line runs diagonally from the bottom left towards the top right, passing through the circle. Another dashed line runs diagonally from the bottom left towards the top right, parallel to the first one but further to the right. The text 'Media Application' is located in the bottom left corner.

F-1. Advertorial Device Specifications

Size:

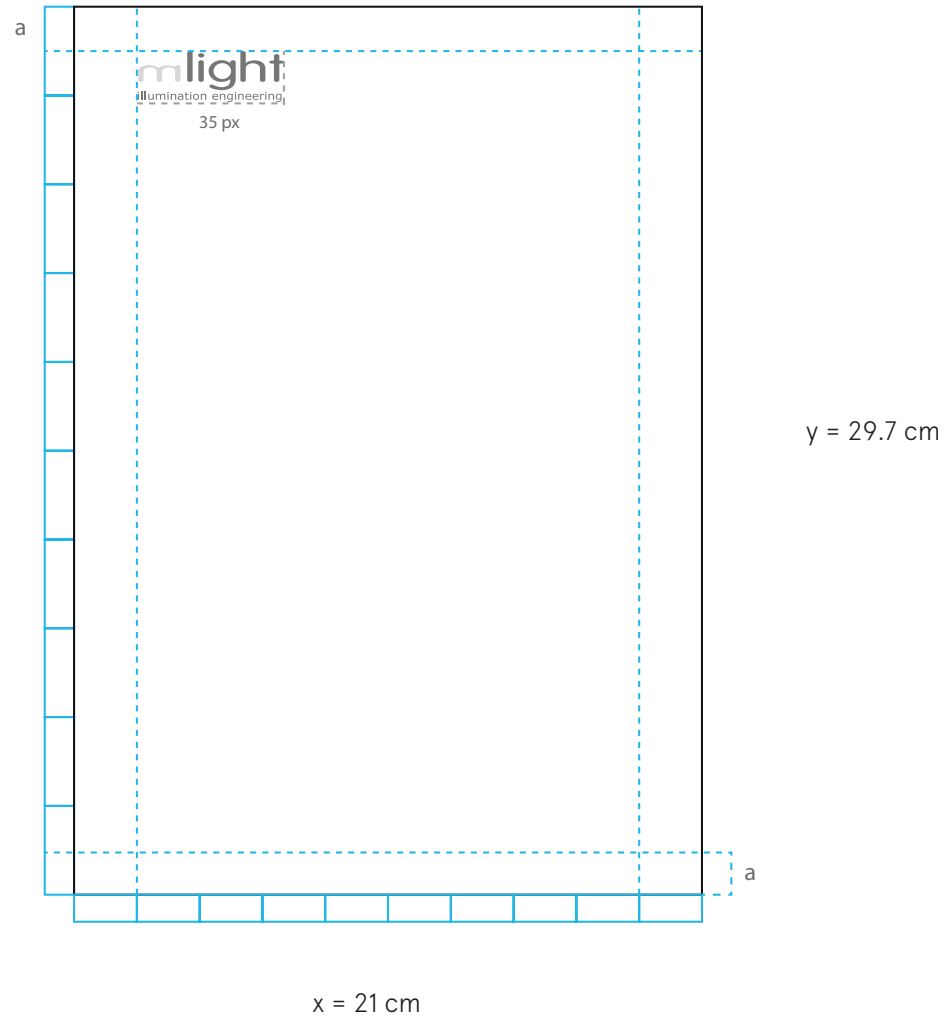
29.7 cm x 21 cm

 $a = 1.485Y \times 1.05X$ 

Layout example on a magazine or
a newspaper display

Logo Lockup:

mLight Logo with
minimum size (35 px)



F-2. Online Media Specifications

a. Online Banner Ad

a. 1. E-mail Signature

Size:

850 px x 354 px

a = 14.75 px Y x 14.75 px X



Layout example on a Zelle
E-mail Signature

Logo Lockup:

mLight Logo with
minimum size (35 px)

Resolution:

300 ppi (High)



B. Social Media

b. 1. Profile Picture

mLight's profile picture uses the primary logo for brand image consistency and has 3 colours for variation.

Option 1 is the white version, option 2 is the black version and option 3 is the gradient version. Use options 1 and 2 as preference, before using option 3.

Always remember to adjust the logo according to its area, and do not crop the logo to ensure brand image consistency.



Option 1

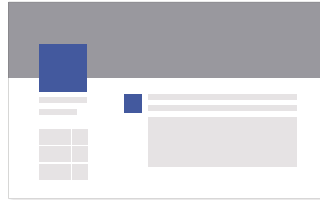


Option 2



Option 3

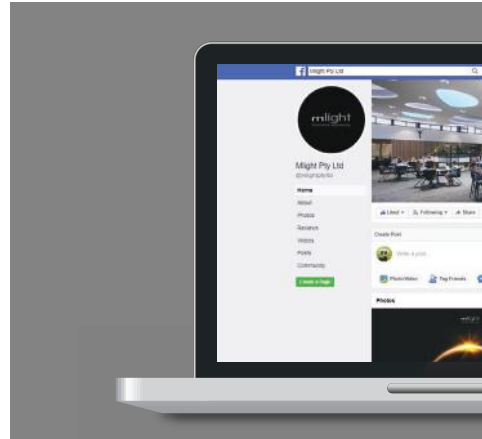
Facebook



Size:
1800 px x 1800 px

Minimum Size:
180 px x 180 px (150 ppi)

Logo Lockup:
mLight
Square Logo



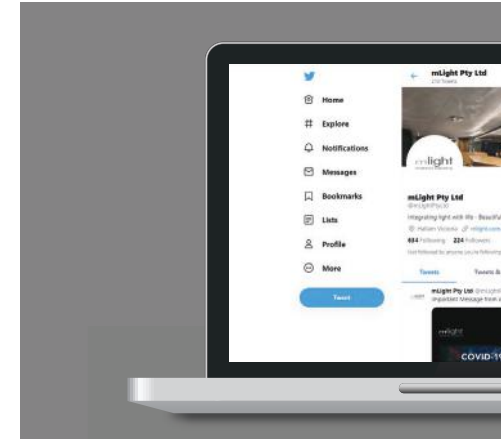
Twitter



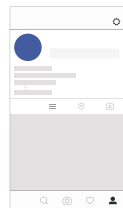
Size:
1800 px x 1800 px

Minimum Size:
180 px x 180 px (150 ppi)

Logo Lockup:
mLight
Square Logo



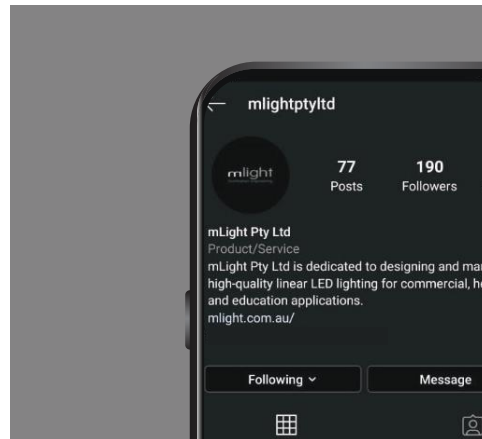
Instagram



Size:
1800 px x 1800 px

Minimum Size:
180 px x 180 px (150 ppi)

Logo Lockup:
mLight
Square Logo



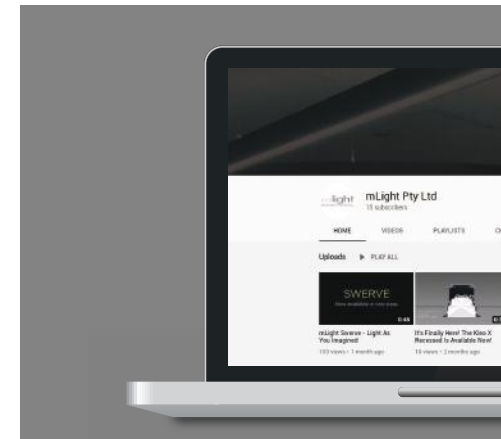
Youtube



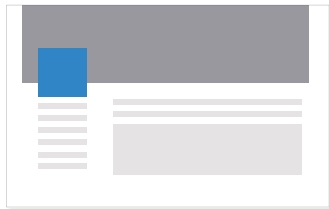
Size:
1800 px x 1800 px

Minimum Size:
180 px x 180 px (150 ppi)

Logo Lockup:
mLight
Square Logo



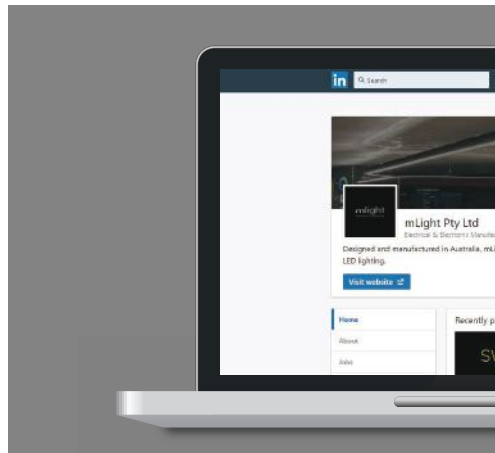
LinkedIn



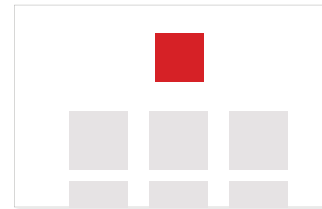
Size:
1800 px x 1800 px

Minimum Size:
180 px x 180 px (150 ppi)

Logo Lockup:
mLight
Square Logo



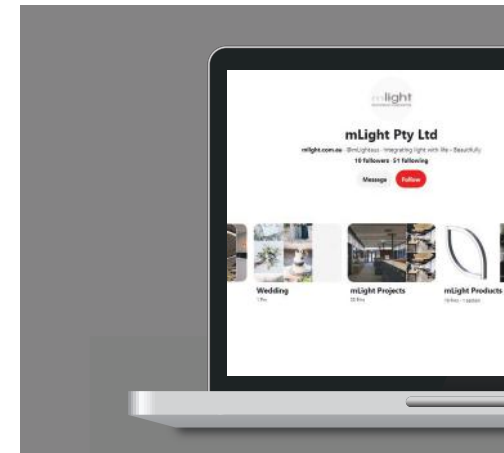
Pinterest



Size:
1800 px x 1800 px

Minimum Size:
180 px x 180 px (150 ppi)

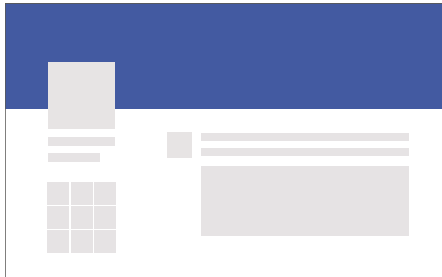
Logo Lockup:
mLight
Square Logo



b. 2. Cover photo

Facebook

The Facebook cover picture uses logo or images, although it can be replaced with the thematic version and adjusted according to the context of certain holidays or celebrations. It is not recommended to use the supergraphic because the logo is already emphasised.



Size :
1656 px x 630 px

Minimum Size:
851 px x 315 px (300 ppi)

Picture:
Image/Logo

Patterns & Images :
Always use patterns and images that adhere to the preferred image styles.

Supergraphic:
Always use colours that adhere to the colour palette.



Logo Version



Image Version



Thematic Version

Twitter

The Twitter cover picture uses logo or images, although it can be replaced with the thematic version and adjusted according to the context of certain holidays and celebrations. It is not recommended to use the supergraphic because the logo is already emphasized.



Size :
3000 px x 1000 px

Minimum Size :
1500 px x 500 px (300 ppi)

Picture :
Image/Logo

Patterns & Images :
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Color Usage and Images on Image Use and Color Section.

Supergraphic:
Always use colors that adhere to the color palette.



Logo Version



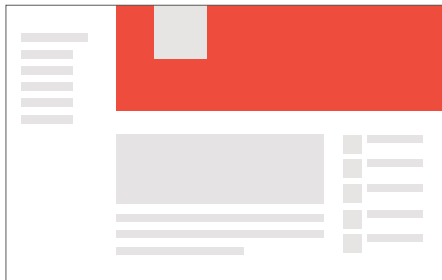
Image Version



Thematic Version

YouTube

The Youtube cover picture uses logo or images with a darker background although it can be replaced with the thematic version and adjusted according to the context of certain holidays and celebrations. It is not recommended to use the supergraphic because the logo is already emphasised.



Size :
3000 px x 1000 px

Size :
1500 px x 500 px (300 ppi)

Picture :
Image/Logo

Patterns & Images :
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Color Usage and Images on Image Use and Color Category.

Supergraphic:
Always use colors that adhere to the color category. Please refer to the rules in Supergraphic Usage section.



Logo Version



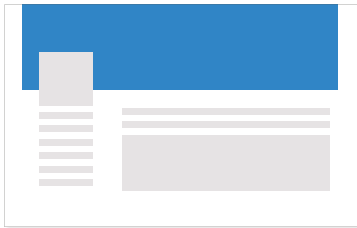
Image Version



Thematic Version

LinkedIn

The Youtube cover picture uses logo or images with a darker background although it can be replaced with the thematic version and adjusted according to the context of certain holidays and celebrations. It is not recommended to use the supergraphic because the logo is already emphasised.



Size :

1536 px x 768 px

Minimum Size :

1192 px x 220 px (300 ppi)

Picture :

Image/Logo

Patterns & Images :

Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Color Usage and Images on Image Use and Color Section.

Supergraphic:

Always use colors that adhere to the color palette.



Logo Version



Image Version



Thematic Version

b. 3. Shared image

Facebook

A shared image is one of the most common forms of sharing on Facebook. These images will always appear on your timeline, and ideally they will show up in most of your followers' News Feeds — though with the decrease in organic reach, it's unlikely that everyone will see your post. The more people engage with your post, the more likely it is that the rest of your followers and their followers will see that activity.

**Size :**

1200 px x 630 px

a = 45 px Y x 45 px X

Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).

Will appear on page at a max width of 504



Twitter

It's important to note that Twitter may collapse your photo into a smaller version to fit in a user's stream. Make sure Twitter displays the portion of the photo you want followers to see by setting the width of your image to fit the minimum requirements. Also, horizontally center your content so the most important elements of the image are visible in the collapsed version.



Size :
1024 px x 512 px

Minimum Size :
440 px x 220 px (2:1 ratio)

a = 30 px Y x 30 px X

Maximum file size of 5 MB for photos, and 5 MB for animated GIFs on mobile and 15 MB on web.

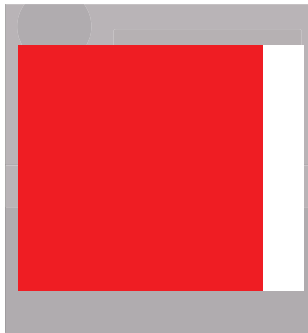
Can tweet up to 4 images at one time.



Instagram

Instagram is all about the images and videos presented in your followers' feed. In fact, Instagram higher resolution photos when taken from the native application. If you decided to upload a photo or video from any other device, the resolution will be much lower.

Instagram Photo



Size :
1080 px x 1080 px

a = 54 px Y x 54 px X

Portrait Size :
1080 px x 1350 px (4:5)

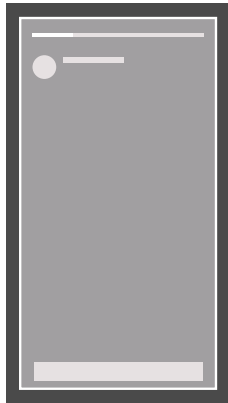
Instagram still scales these photos down to
612 x 612 pixels.

Appear in feed at 510 x 510 pixels.



x : 1080px

Instagram Stories



Size :
1080 px x 1920 px (aspect ratio 9:16)

Gride Size :
960 px X1 x 1570 px Y1

Minimum Size :
600 px x 1067 px



y = 1920 px

x : 1080px

LinkedIn

This size works for LinkedIn posts that share a photo or a link with image to a blog post or article. If you're only sharing a photo, you have a bit more room for the maximum size if you prefer.



Size :
1104 px x 736 px

Gride Size :
964 px X1 x 596 px Y1

Image Types Includes :
JPG, PNG or GIF

The image will appear slightly vertically cropped on mobile, following our recommended sizes here.

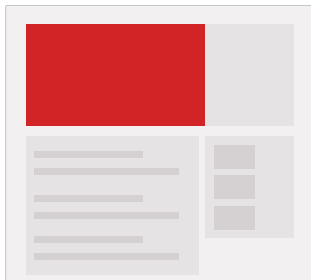


x = 1104px

y = 736 px

YouTube

Uploading our content to YouTube is the one of the most important parts of establishing our presence on the site. Videos can tell viewers something that our business might offer.



Size :

In order to qualify as full HD, dimensions must be at least 1,280 x 720 px.

Videos must maintain a 16:9 aspect ratio

If your video has a different aspect ratio, the player will automatically change to the ideal size to match your video and the viewer's device.

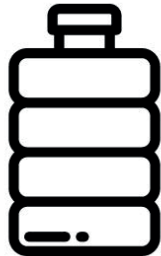
Recommended Resolution :

2160p: 3840x2160
1440p: 2560x1440
1080p: 1920x1080
720p: 1280x720
480p: 854x480
360p: 640x360
240p: 426x240

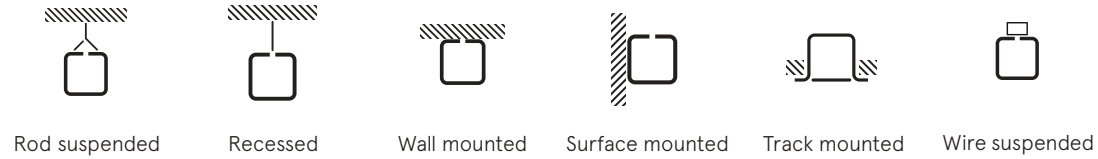


F-3. Icons

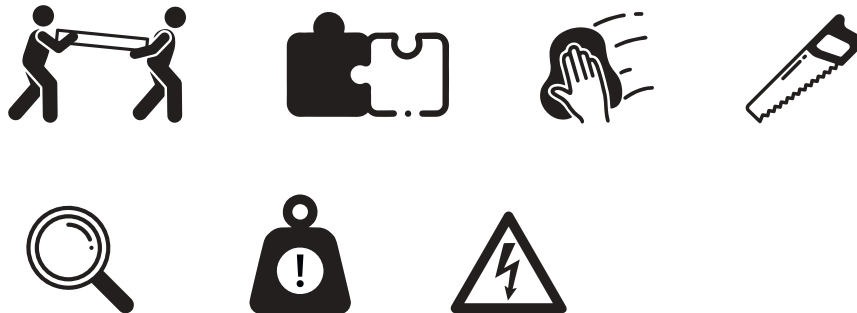
a. Icons style



b. Installation icons



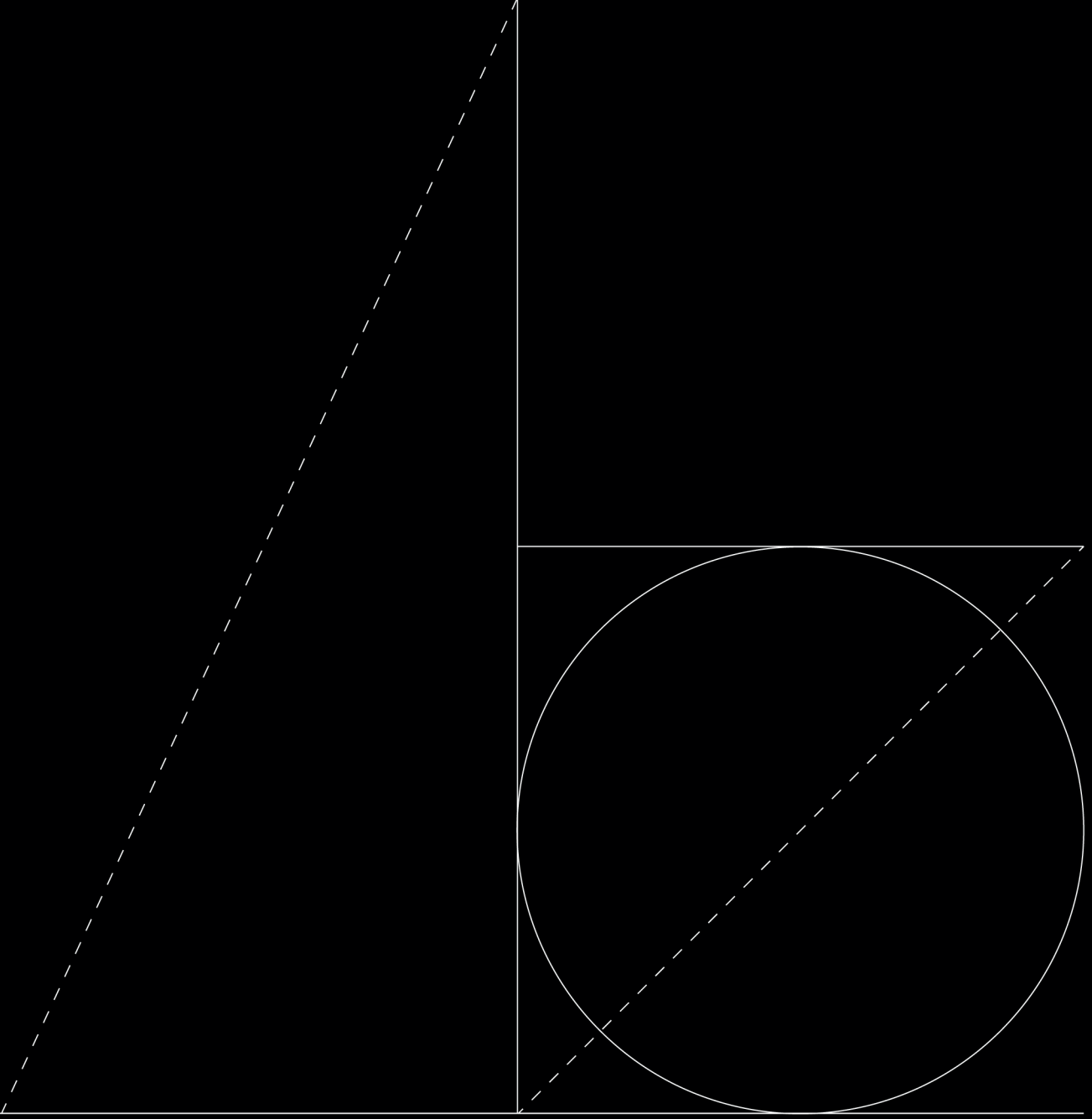
c. Instruction icons



d. Social icons



Document Collateral



A geometric diagram on a black background. It features a circle in the lower right quadrant. A vertical solid line is to the left of the circle, and a horizontal solid line is above it, meeting at a right angle. A dashed line runs diagonally from the bottom left towards the top right, passing through the circle. Another dashed line runs diagonally from the bottom left towards the top right, parallel to the first one but shifted to the right, also passing through the circle. The text 'Document Collateral' is located in the bottom left corner.

G-1. Project Based

A. Presentations

Purpose : For Product Consultants to use when presenting product to clients; extremely visual, minimal content – keynotes (secondary document to presentation) to contain more information and references.

Distribution : Internal.

Location : Server and online drives.

B. Brochures

Purpose : For general purpose visuals, basic product data, and highlights of key features.

Distribution : External.

Location : Server, online drives, website.

C. Datasheets

Purpose : For in-depth product data and configuration options.

Distribution : External.

Location : Server, online drives, website.

G-2. Product Based

A. Spotlights

Purpose : Highlight on smaller projects with good visuals and stakeholders.

Distribution : External.

Location : Server and online drives.

B. Case Studies

Purpose : Provide insightful information on project and services offered by mLight, conduct interviews with stakeholders, and great photography of site.

Distribution : External.

Location : Server, online drives, website.

G-3. Service Based

A. Articles

- Purpose** : Research based information on service mLight is looking to provide, and the general benefits of why this service is needed.
- Distribution** : External.
- Location** : Server and online drives.

B. Info Packets

- Purpose** : Information on what mLight has created in response to research and investigation into new solutions. Use of diagrams, examples, highlight features and benefits.
- Distribution** : External.
- Location** : Server, online drives, website.

G-4. Knowledge Based

A. Lighting Essentials

- Purpose** : Similar to how an article will be written, provide our standpoint on lighting issues, solutions, interesting facts.
- Distribution** : External.
- Location** : Server and online drives.

