



identity
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strategy

brand character

Our brand as described like a person, exploring how core characteristics are unique to us. Our character captures the most important aspects of our brand to create a cohesive personality and inform our decisions so we can create differentiation from our competitors.

thoughtful

We understand how much your photos mean to you, so we will always treat them with respect. We believe in long-term relationships, so we go out of our way to give more than is expected. That means everyone who touches your photos, everyone who matters to you is also treated with the same respect we give our you, our customer.

synonyms

Honorable
Integrity
Respectful
Attentive
Considerate
Competent

delightful

Photos are a source of joy and fun. We embody that by being a pleasure to use, prompting smiles and fond memories and helping people experience their photos with more enjoyment than they ever have before.

synonyms

Friendly
Welcoming
Fun
Celebrating
Engaging
Magical
Charming
Surprising

reliable

We've got your back. From capture to keepsake and all points in between, it just works. And if something unexpected happens, you can trust us to make it right. We'll always be there for you. And so will your photos.

synonyms

Dependable
Responsible
Safe
Secure
Solid
Trusted
Steadfast

passionate

We are thought-provoking explorers at the leading edge of photography. We are passionate about hotography and photographers. It's what we know and who we are. And more importantly, it's who we want to be.

synonyms

Driven
Committed
Great
Risk-taking
State-of-the-art
Innovative
Fresh
Forward-looking
Evolving

brand behavior

How the brand looks, feels, speaks and acts captured in a series of descriptive words and evocative images. The purpose is to guide work across all platforms.

lively



synonyms

Fun
Playful
Active
Bold
Vibrant
Dynamic

fresh



synonyms

Refreshing
Light
Simple
Uncluttered

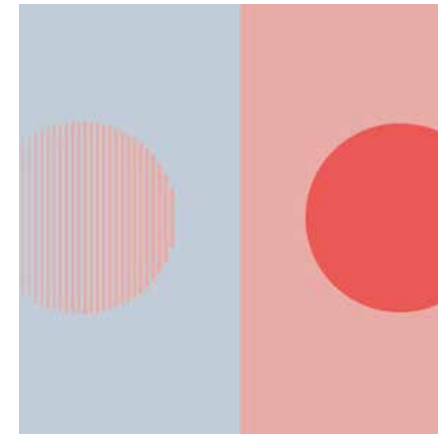
genuine



synonyms

Honest
Real
Authentic
Natural

balanced



synonyms

Even
Consistent
Appropriate
Cohesive
Non-intrusive

engaged



synonyms

Deliberate
Receptive
Focused
Adaptive
Flexible
Interactive

brand narrative

We love photography. In pictures we find meaning—the important details of our lives, moments in time. Pictures create connections between people. It's how we communicate and express ourselves. Pictures can last forever.

Eyefi is more than the leading platform for digital photography, we are the modern photographer's companion. Whatever the subject in front of you or the motivations behind the shot, we're here to help everyone take better photos and take photos better.

No matter the camera—point and shoot, DSLR, smartphone, wearable action-cam, or whatever the future holds—we bring digital cameras and their users into the interconnected digital world.

The magic of the singular experience we enable is that it doesn't end when the shutter closes—that is just the beginning. Ours is an active eco-system where passion for photography thrives and great photographs are engaged and enjoyed whenever and

wherever you want. This is where, from moment to moment, there's no limit to where you take your photos or where your photos take you.

However photography evolves, Eyefi will ensure that photographers never have to compromise on convenience for the sake of how their photos are shared and seen. We're unifying their photo experience. We are taking great photos everywhere.

identity elements

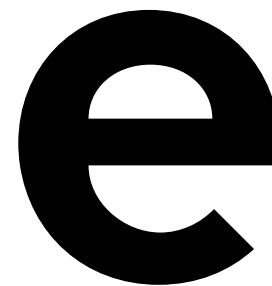
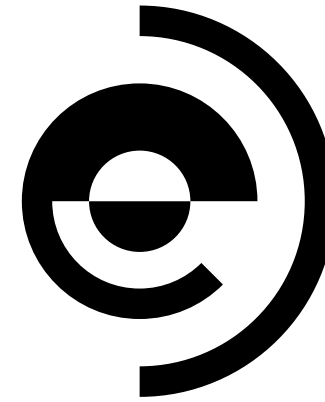
The Eyefi identity system contains all the elements to express the brand. These elements are the building blocks of the visual identity system and are derived from the Brand Character and Brand Behavior. Consistently using a common set of parts enables an integrated look and feel across all platforms.

core elements

concepts built into the Eyefi symbol

The Eyefi symbol has been constructed to reference key concepts of the brand experience.

- photographer's eye
- camera lens
- catzeye focusing tool
- the letter "e"
- ripples
- wifi signal lines



Eyefi at a glance

brandmark



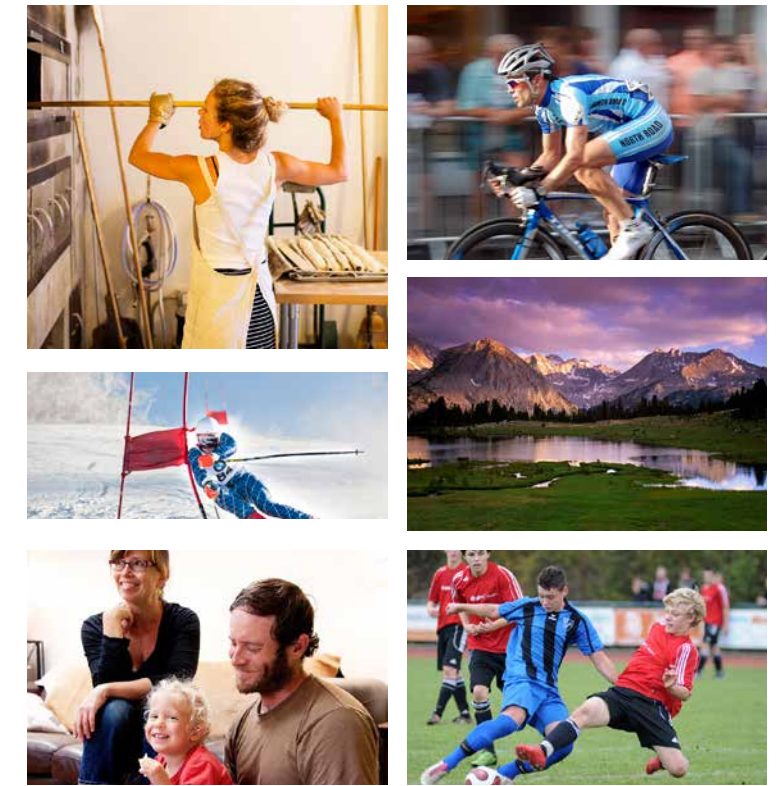
symbol



brand colors



photography style



typography

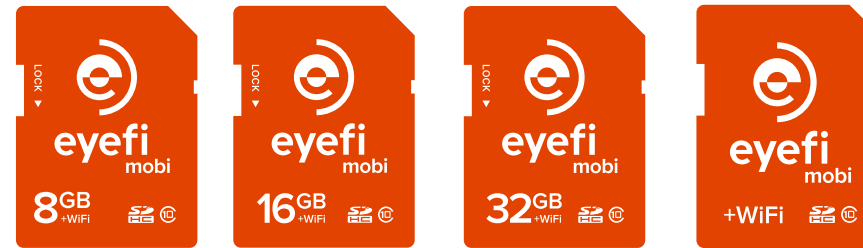
Proxima Nova Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Semibold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

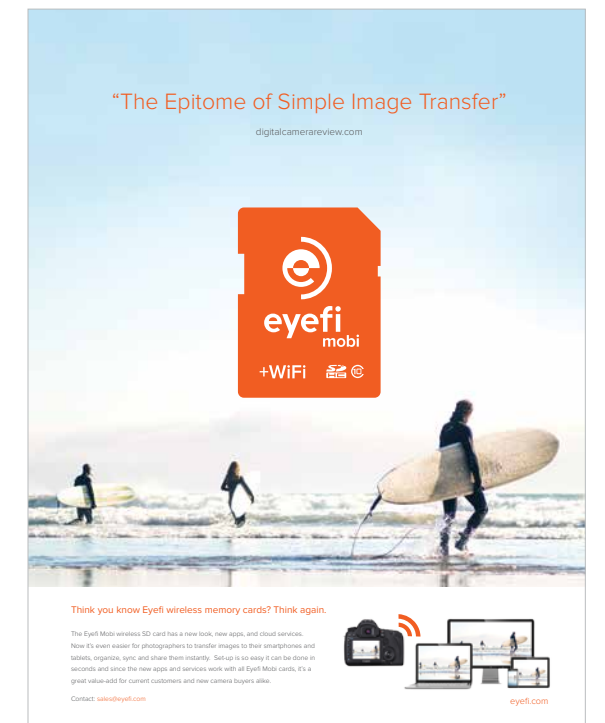
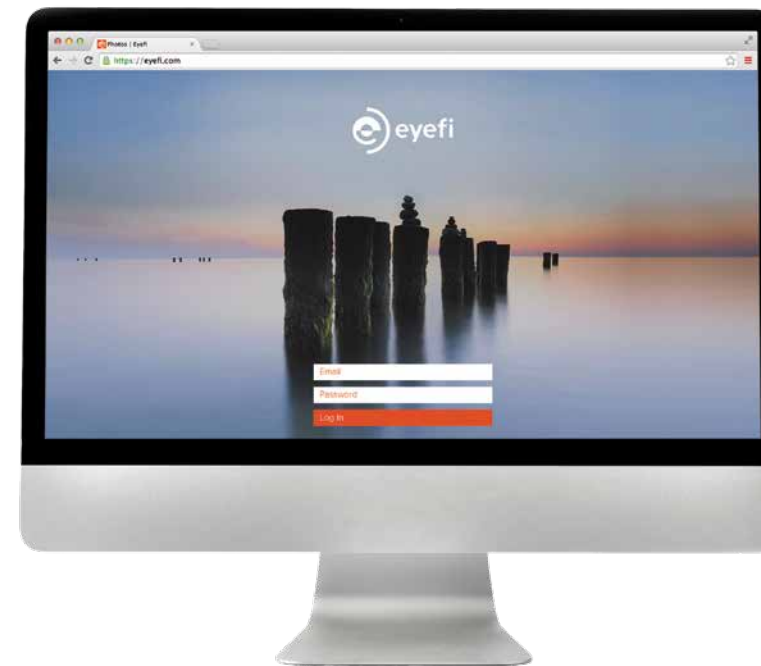
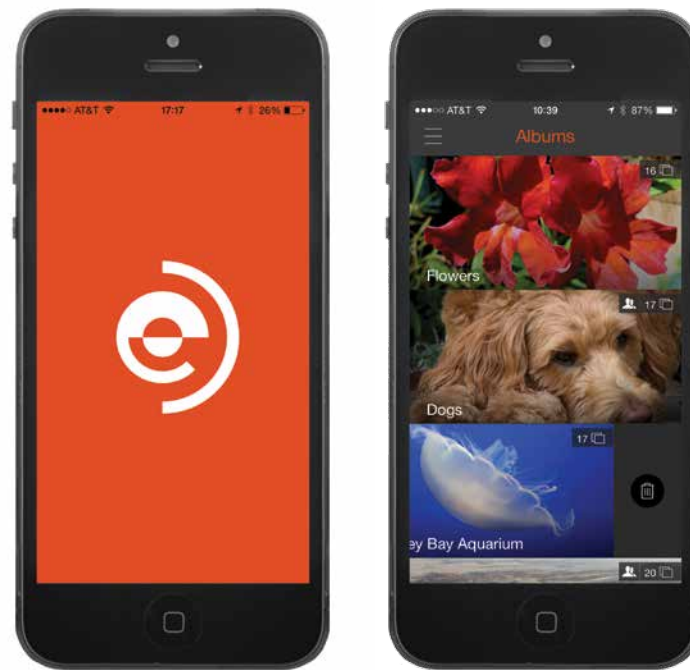
Proxima Nova Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Galaxie Copernicus Book
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

cards



applications



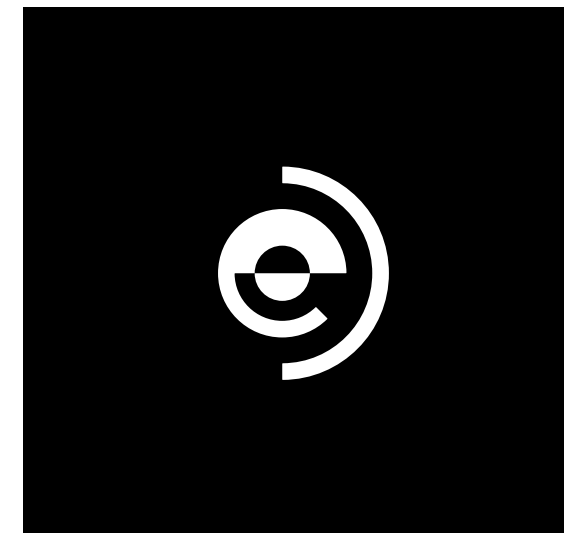
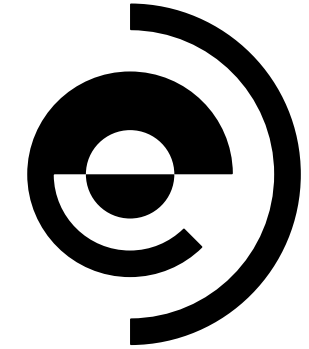
Eyefi symbol

The symbol is used in situations where the brand or name have already been established such as a mobile device screen chicklet.

The symbol should only appear in the colors and combinations shown.

The Eyefi symbol has a geometrically precise construction and relies on very specific elements that have been crafted to work together. These elements include weight, positive / negative space balance, and alignment points. All of which should not be altered from the master artwork.

It should never be redrawn or manipulated in any way.

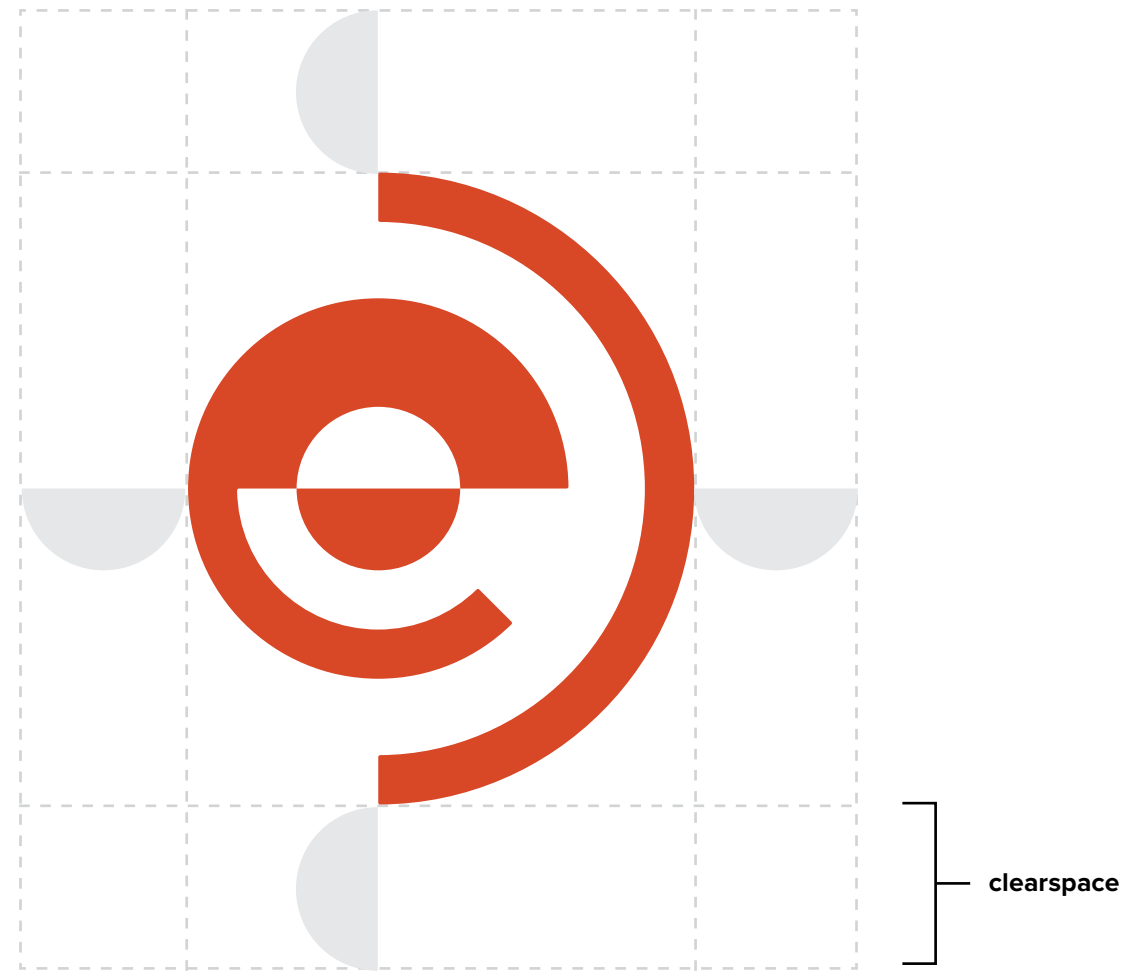


Eyefi symbol clearspace and minimum size

The clearspace of the symbol is based on the inner half circle of the “pupil” and allows for ample breathing room when used.

To ensure legibility the Eyefi symbol should not be reproduced any smaller than the specified minimum sizes.

Note: Only use the master files provided.
Never color or alter the symbol.



**minimum size
print**



**minimum size
web**



Eyefi wordmark

The wordmark is rarely used alone. Only on select collateral items such as a business card or garment should the wordmark not be locked up with the symbol. The symbol should however still be present elsewhere on whatever item the wordmark is applied to.

The wordmark was created by carefully modifying characters from Proxima Nova Semibold. Because it is customized the wordmark should never be redrawn or substituted.

The wordmark should only appear in the colors and combinations shown.

The wordmark "eyefi" is rendered in a bold, lowercase, sans-serif font. The letters are a vibrant orange color. A small "TM" trademark symbol is positioned to the right of the wordmark.The wordmark "eyefi" is rendered in a bold, lowercase, sans-serif font. The letters are black. A small "TM" trademark symbol is positioned to the right of the wordmark.The wordmark "eyefi" is rendered in a bold, lowercase, sans-serif font. The letters are white. A small "TM" trademark symbol is positioned to the right of the wordmark. The wordmark is centered on a solid orange rectangular background.The wordmark "eyefi" is rendered in a bold, lowercase, sans-serif font. The letters are white. A small "TM" trademark symbol is positioned to the right of the wordmark. The wordmark is centered on a solid black rectangular background.

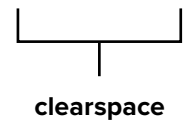
Eyefi wordmark clearspace and minimum size

The clearspace of the symbol is based on the horizontal space of the “e” and allows for ample breathing room when used.

To ensure legibility the Eyefi wordmark should not be reproduced any smaller than the specified minimum sizes shown.

Note: Only use the master files provided.
Never color or alter the wordmark.

Note: Remove TM from small applications
that render it illegible.



minimum size
print

eyefi 0.15 in

minimum size
web

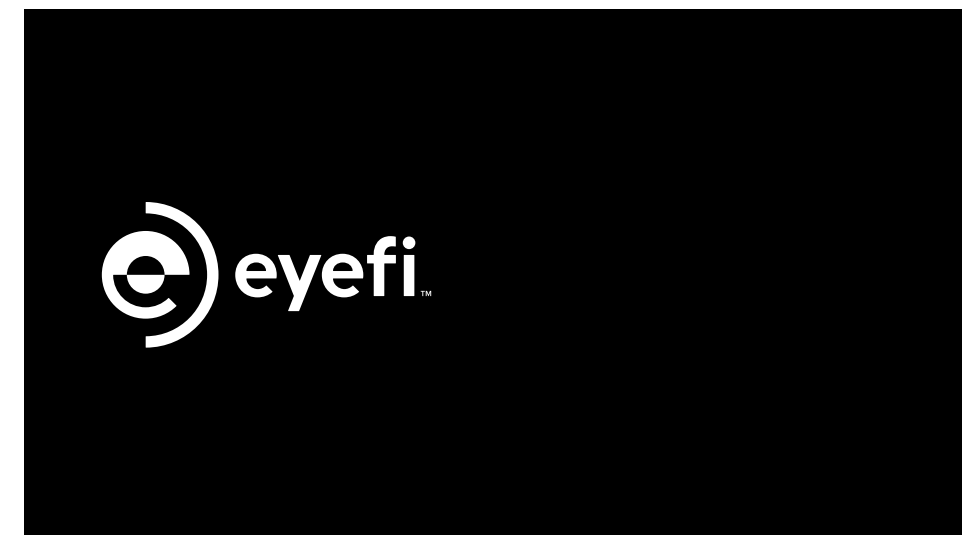
eyefi 18 px

horizontal brandmark

The Eyefi horizontal brandmark is the preferred brandmark and should be used whenever possible.

When used, the symbol and wordmark must always be locked together like this. Their relationship should never be redrawn or manipulated in any way.

The brandmark should only appear in the colors and combinations shown.



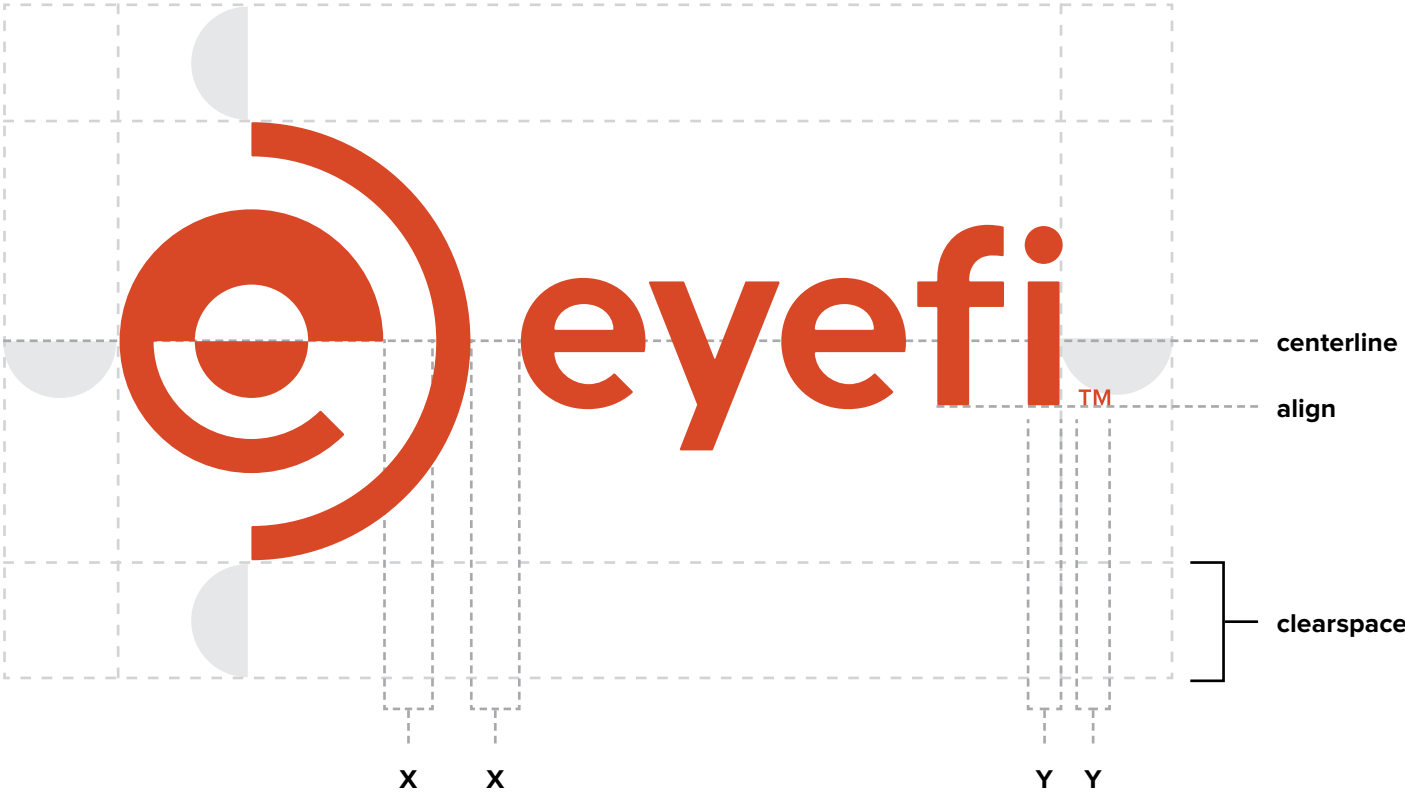
horizontal brandmark clearspace and minimum size

The clearspace of the brandmark is based on the inner half circle of the “pupil” from the symbol and allows for ample breathing room when used.

To ensure legibility the Eyefi brandmark should not be reproduced any smaller than the specified minimum sizes.

Note: Only use the master files provided.
Never color or alter the brandmark.

Note: Remove TM from small applications
that render it illegible.



minimum size
print



0.7 in

minimum size
web



72 px

vertical landmark

The Eyefi vertical landmark has been created as an alternative to the horizontal lock-up and can be used in situations with limited horizontal space.

When used, the symbol and wordmark must always be locked together like this. Their relationship should never be redrawn or manipulated in any way.

Note: Only use the master files provided.
Never color or alter the landmark.



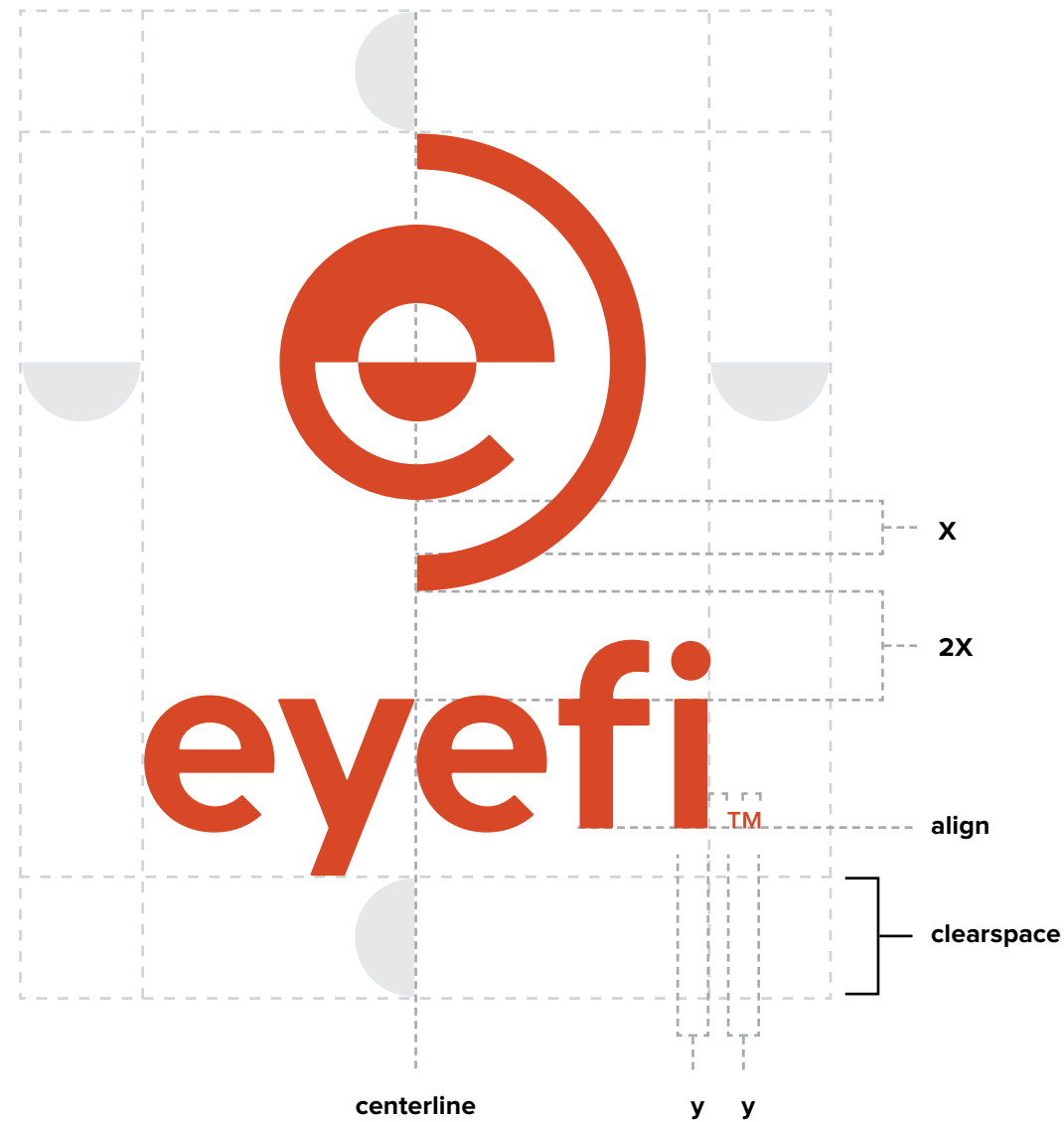
vertical landmark clearspace and minimum size

The clearspace of the landmark is based on the inner half circle of the “pupil” from the symbol and allows for ample breathing room when used.

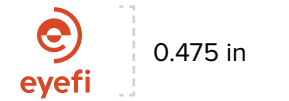
To ensure legibility the Eyefi landmark should not be reproduced any smaller than the specified minimum sizes.

Note: Only use the master files provided.
Never color or alter the symbol.

Note: Remove TM from small applications
that render it illegible.



minimum size
print



minimum size
web



horizontal brandmark with tagline style 1

The horizontal brandmark with tagline style 1 is the default tagline lock-up.

When used, the brandmark and tagline must always be locked together like this. Their relationship should never be redrawn or manipulated in any way.

Note: Only use the master files provided.
Never color or alter the brandmark.



horizontal brandmark with tagline style 1 clearspace and minimum size

The clearspace of the lock-up is based on the inner half circle of the “pupil” from the symbol and allows for ample breathing room when used.

To ensure legibility the Eyefi brandmark with tagline should not be reproduced any smaller than the specified minimum sizes shown.

Note: Only use the master files provided.
Never color or alter the symbol.

Note: Remove TM from small applications that render it illegible.



minimum size
print



1.35 in

clearspace

minimum size
web



170 px

vertical brandmark with tagline style 1

The vertical brandmark with tagline style 1 is the default tagline lock-up for applications with limited horizontal space.

When used, the brandmark and tagline must always be locked together like this. Their relationship should never be redrawn or manipulated in any way.

Note: Only use the master files provided. Never color or alter the brandmark.



vertical landmark with tagline style 1 clearspace and minimum size

The clearspace of the lock-up is based on the inner half circle of the “pupil” from the symbol and allows for ample breathing room when used.

To ensure legibility the Eyefi landmark with tagline should not be reproduced any smaller than the specified minimum sizes.

Note: Only use the master files provided.
Never color or alter the symbol.

Note: Remove TM from small applications
that render it illegible.



minimum size
print



minimum size
web



horizontal brandmark with tagline style 2

The horizontal brandmark with tagline style 2 is intended for especially small applications where the larger tagline type is necessary for legibility. In larger applications the default tagline style 1 should be used.

When used, the brandmark and tagline must always be locked together like this. Their relationship should never be redrawn or manipulated in any way.

Note: Only use the master files provided. Never color or alter the brandmark.



horizontal landmark with tagline style 2 clearspace and minimum size

The clearspace of the lock-up is based on the inner half circle of the “pupil” from the symbol and allows for ample breathing room when used.

To ensure legibility the Eyefi landmark with tagline should not be reproduced any smaller than the specified minimum sizes.

Note: Only use the master files provided.
Never color or alter the symbol.

Note: Remove TM from small applications
that render it illegible.



vertical brandmark with tagline style 2

The vertical brandmark with tagline style 2 is intended for especially small and especially narrow applications where the larger tagline type and vertical arrangement is necessary for legibility. In larger applications it's better to use tagline style 1.

When used, the brandmark and tagline must always be locked together like this. Their relationship should never be redrawn or manipulated in any way.

Note: Only use the master files provided.
Never color or alter the brandmark.



vertical landmark with tagline style 2 clearspace and minimum size

The clearspace of the lock-up is based on the inner half circle of the “pupil” from the symbol and allows for ample breathing room when used.

To ensure legibility the Eyefi landmark with tagline should not be reproduced any smaller than the specified minimum sizes.

Note: Only use the master files provided.
Never color or alter the symbol.

Note: Remove TM from small applications
that render it illegible.



minimum size
print



minimum size
web



brandmark with alternate text

Alternate lock-ups may be needed in unique applications such as white label product names. In those instances the spacing and sizing of tagline style 1 or style 2 should be directly applied to this alternate.

Note: This is an example design for demonstration purposes only.

style 1

original



alternate



style 2

original



alternate



horizontal Eyefi mobi brandmark

The horizontal Eyefi mobi brandmark is the default sub-brand mark, and should be used in most applications.

The Eyefi mobi brandmark has been specifically drawn as a lockup between the Eyefi brandmark and the sub-brand name.

The arrangement of the symbol, wordmark and sub-brand have a fixed size and position relative to one another, and must not be altered in any way.

Note: Only use the master files provided.
Never color or alter the brandmark.



horizontal Eyefi mobi brandmark clearspace and minimum size

The clearspace of the brandmark is based on the inner half circle of the “pupil” from the symbol and allows for ample breathing room when used.

To ensure legibility the Eyefi mobi brandmark should not be reproduced any smaller than the specified minimum sizes.

Note: Only use the master files provided.
Never color or alter the symbol.

Note: Remove TM from small applications
that render it illegible.



minimum size
print



1.2 in

minimum size
web



119 px

vertical Eyefi mobi brandmark

The vertical Eyefi mobi brandmark is used in applications where horizontal space is limited.

The Eyefi mobi brandmark has been specifically drawn as a lockup between the Eyefi brandmark and the sub-brand name.

The arrangement of the symbol, wordmark and sub-brand have a fixed size and position relative to one another, and must not be altered in any way.

Note: Only use the master files provided.
Never color or alter the brandmark.



eyefi mobi™



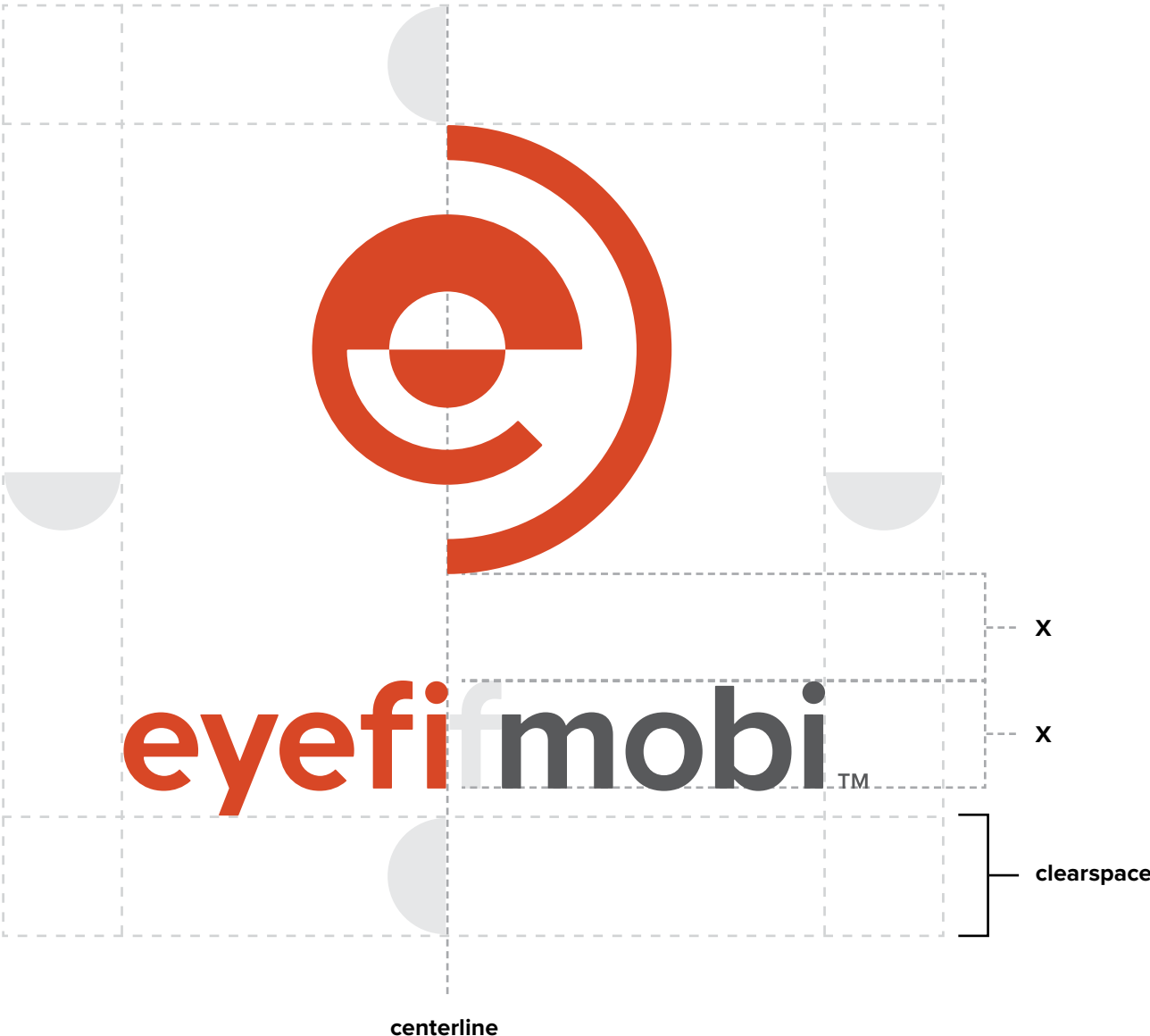
vertical Eyefi mobi brandmark clearspace and minimum size

The clearspace of the brandmark is based on the inner half circle of the “pupil” from the symbol and allows for ample breathing room when used.

To ensure legibility the Eyefi mobi brandmark should not be reproduced any smaller than the specified minimum sizes.

Note: Only use the master files provided.
Never color or alter the symbol.

Note: Remove TM from small applications
that render it illegible.



minimum size
print



minimum size
web



Eyefi sub brand system

As Eyefi grows, the number of sub brands and products will grow with it.

The rules of sizing, customized type forms, weight, color and spacing should remain the same as those set up for Eyefi mobi.

Note: These are example designs for demonstration purposes only.

sub brands

Eyefi mobi



mock sub brands



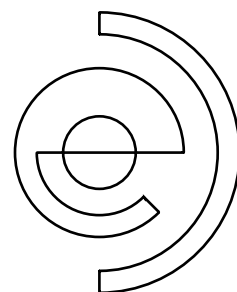
As sub brand names change length the vertical alignment will change as well. Use the nearest alignment point to true center.

For mobi it's the "i" in Eyefi. For telepass it's the center of the first "e" in telepass. For pro it's the "f" in Eyefi.

core elements: please do not

All of the core elements should always be reproduced from the master artwork files. They should never be altered, redrawn or manipulated in any way.

To the right are some examples of what never to do when using these elements. Each example applies to all of the elements outlined in the previous pages.



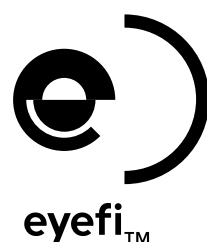
outline



rotate



skew



reorganize
elements



gradient fill



change weight



fill with secondary
color, or create
undocumented
color
combinations

color

color palette

Color plays an important role in our identity. At the core brand level, we primarily use our brand orange which is classic, bold and confident.

The brandmark, wordmark, and symbol should only appear in the default orange, black, or white. 50% Gray is only to be applied to taglines.

The secondary palette was created with software needs in mind. These should be used to highlight functionality in these situations. They should never be applied to the brandmarks, lock-ups, symbol, or wordmark.

Note: The CMYK values on this page are approximate values only. Because CMYK values produce different results depending on the printer used, please match all CMYK printing to the Pantone appropriate values.

primary colors



PMS 1665 C	50% Gray	50% Gray	50% Gray	White
C: 0 M: 79 Y: 100 K: 0	C: 0 M: 0 Y: 0 K: 50	C: 0 M: 0 Y: 0 K: 50	C: 0 M: 0 Y: 0 K: 50	C: 0 M: 0 Y: 0 K: 0
R: 226 G: 74 B: 7	R: 128 G: 128 B: 128	R: 128 G: 128 B: 128	R: 128 G: 128 B: 128	R: 255 G: 255 B: 255
#: E24A07	#777777	#777777	#777777	#FFFFFF

secondary palette



PMS 2935 C	PMS 7713 C	PMS 3405 C	PMS 368 C	PMS 390 C	PMS 123 C	grays
C: 100 M: 52 Y: 0 K: 0	C: 100 M: 0 Y: 30 K: 26	C: 88 M: 0 Y: 68 K: 0	C: 65 M: 0 Y: 100 K: 0	C: 27 M: 0 Y: 100 K: 3	C: 0 M: 19 Y: 89 K: 0	
R: 0 G: 87 B: 184	R: 0 G: 125 B: 138	R: 0 G: 175 B: 102	R: 120 G: 190 B: 32	R: 181 G: 189 B: 0	R: 255 G: 199 B: 44	
#0057B8	#007D8A	#00AF66	#78BE20	#B5BD00	#FFC72C	

typography

typefaces

Typography is the vessel that carries our voice. It visually sets the tone before it is even heard.

The primary typeface is Proxima Nova. The Eyefi wordmark uses a customized version of Proxima Nova. The brand hero messaging (used for campaigns or top level headlines) uses Proxima Nova Bold in all lowercase. This communicates the brand messaging in a friendly tone.

Any typography that is placed on top of an image should be in Proxima Nova Bold to ensure legibility.

Proxima Nova Regular is used in longer sections of body copy.

The secondary serif font Galexie Copernicus is used for very long areas of text.

Note: Substituting Proxima Nova with an unspecified typeface should be avoided at all costs as this is a significant indicator of the brand voice. This is especially important for hero messaging and headlines.

primary face

Proxima Nova

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
012345679**

Semibold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
012345679**

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
012345679

secondary serif face

Galexie Copernicus

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
012345679

desktop typeface

In live type applications such as PowerPoint, Word, or in emails a universal font is necessary.

For these applications the font Arial will be used.

**universal desktop
face**

Arial

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
012345679**

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
012345679

typography usage

Proxima Nova Bold

Used for headlines primarily.

This font is also used for small areas of body applied over images.

Headlines should be in title, and the leading should be the same value as the type height.

Proxima Nova Semibold

Used for supporting small areas of body copy.

Proxima Nova Regular

Used for body copy

Headline Text Should Be In Title Case

Bold for short text body over images. Arum eperupt ioritas vollestetur prorro quo arum conem explant voluptas arum volorem qui conemti blam quae.

Headline Text Should Be In Title Case

Semibold for short text body eperupt explant vollestetur prorro blam conem arum qui voluptas arum volorem blam quae.

Regular eperupt ioritas vollestetur atis prorro quo conem explant et re voluptas arum volorem qui blam quae. Catus ere que aliae paribus platur, se iliatur aut et ulpa autemped et qui corum am, sandam la inihitiberum faccatiati con ea comniate re, sunt quo cusam explabore magnihi ligent, od unt faccaep eriaeca ecepercias poremposto occatur, sitiunt, aliquiat latis quo qui doles ulpa vere, sunt et et que qui nus doluptatam est rere, quam erferis doloris maximinvel id eum erum reius, adic temquodit ditia nus sandae. Ro earum ut iducid eritibus ius res doloreium apienisquia solestiisi officit ectat.

photography

photography style

style

An Eyefi user is someone who goes out of their way to create a better image. We want to reflect this type of photography in the communications.

principles

- Stay away from studio lighting and fabricated staging to keep images looking authentic.
- Using regular people instead of models will also improve the genuine feel.
- Use balanced imagery. This can still be asymmetrical, but no image should feel off balance or tense.

Note: For photographs that will receive the katze eye blur effect and ring, it's best if they do not have a blank background. Texture that can be blurred will improve the affect of that type of treatment.

Note: classic photography compositions should be used, avoid forced perspective or wide lenses.



iconography

iconography style

These 6 device icons have been chosen and designed as examples to represent a wide range of icon types.

style

- Flat and geometric to match the brand look and feel.
- Multiple shades of either black or Eyefi orange to create depth and a softer feel.
- Verly slight rounding of corners so that icons do not look sharp.

principles

- Pure geometric shapes to be used; straight lines and circles. No organic shapes

Note: Only use the master files provided.
Never color or alter the illustrations.



camera



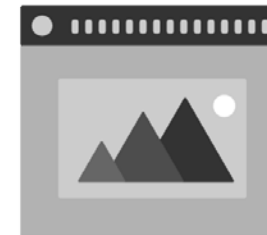
laptop



camera



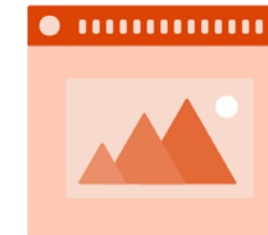
laptop



browser window



monitor



browser window



monitor



mobile device



tablet



mobile device



tablet

icon concepts

Conveying the basic use concepts of Eyefi, these four icon illustrations are used to quickly communicate the core of the product to the user.

Note: Only use the master files provided.
Never color or alter the illustrations.



replaces

the standard memory card in your camera



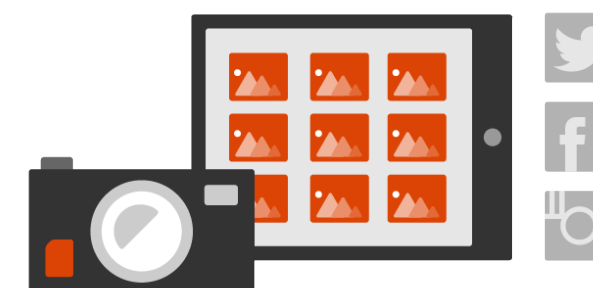
connects

to the eyefi app on your smartphone or tablet



creates

it's own wifi network to automatically upload your content



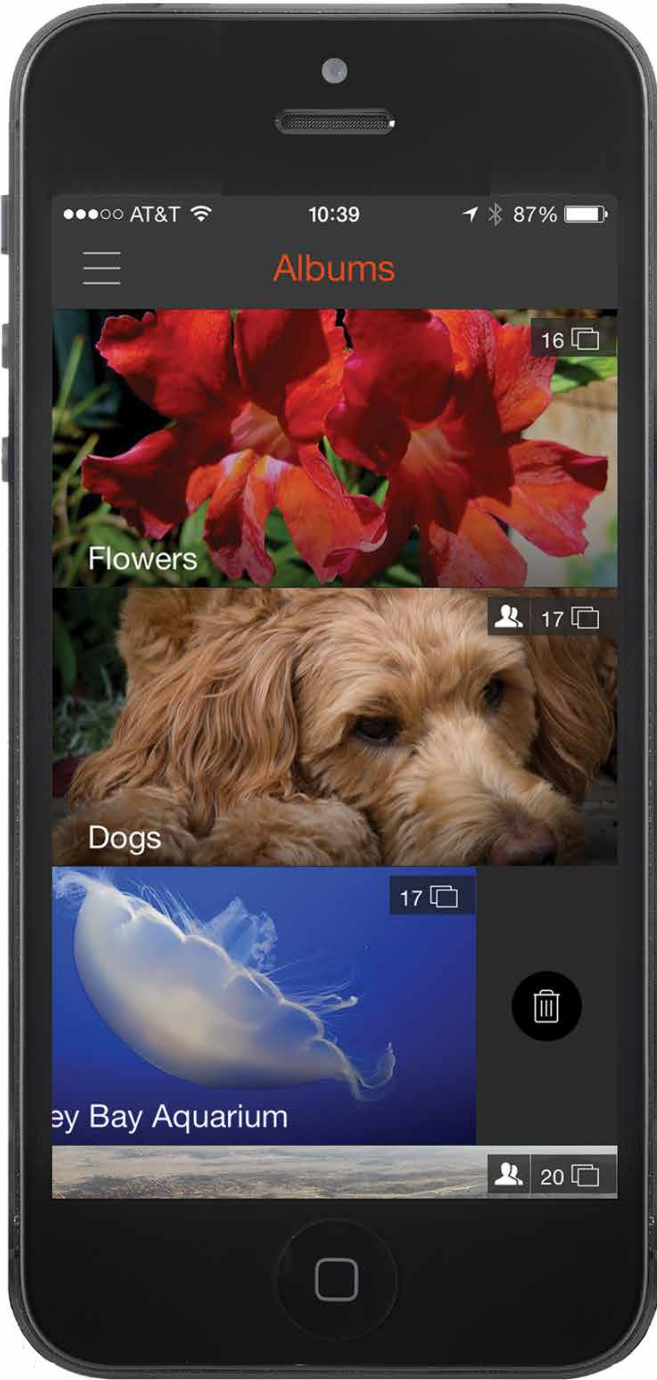
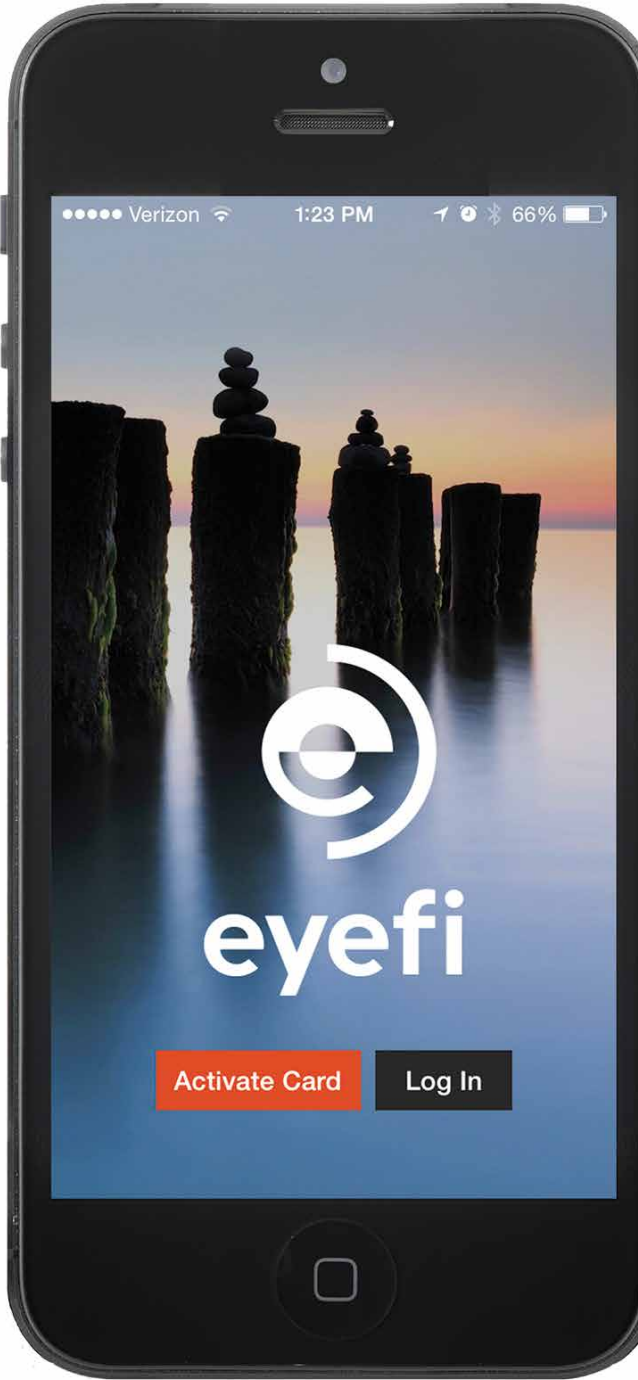
combines

camera quality with mobile convenience

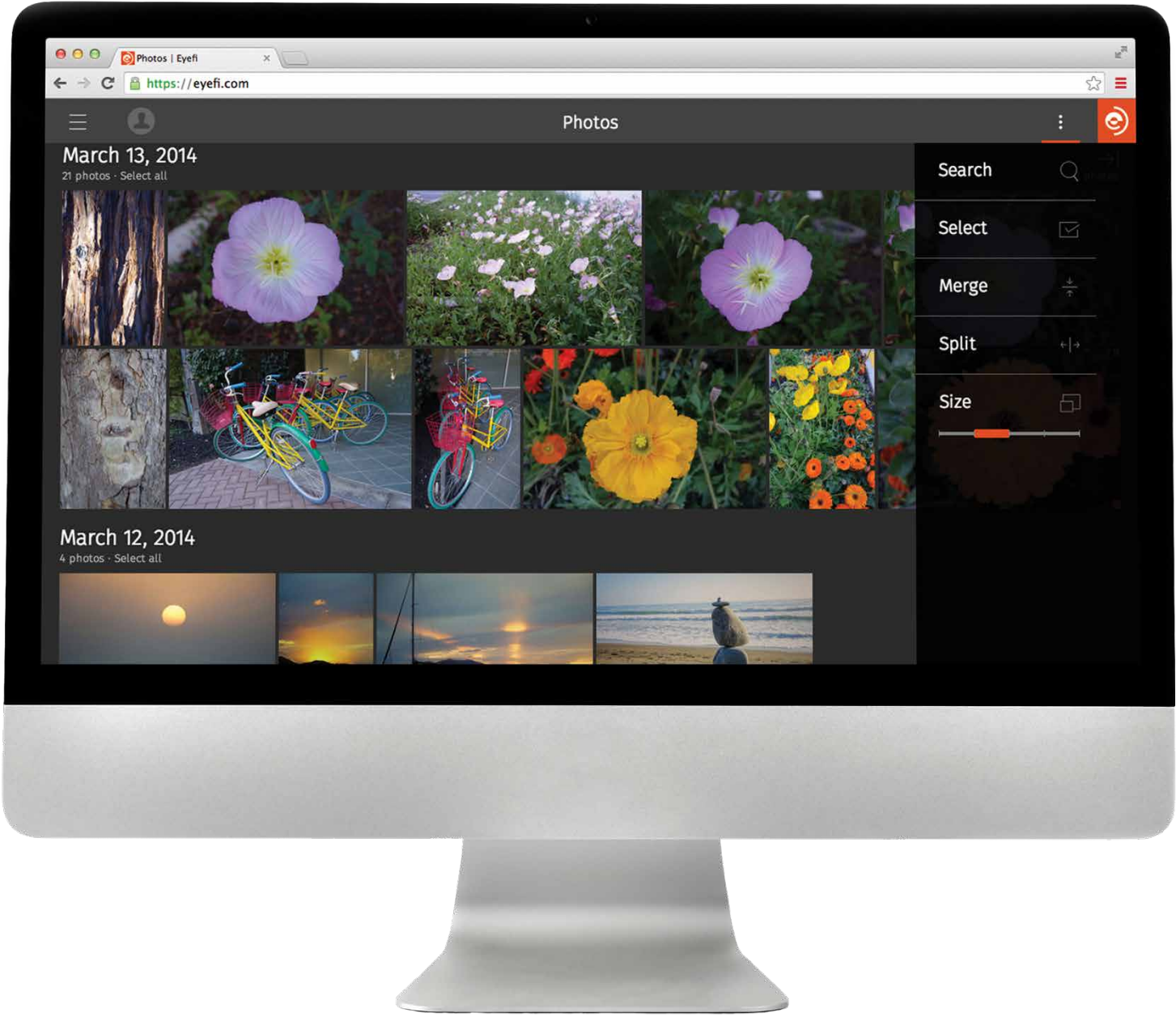
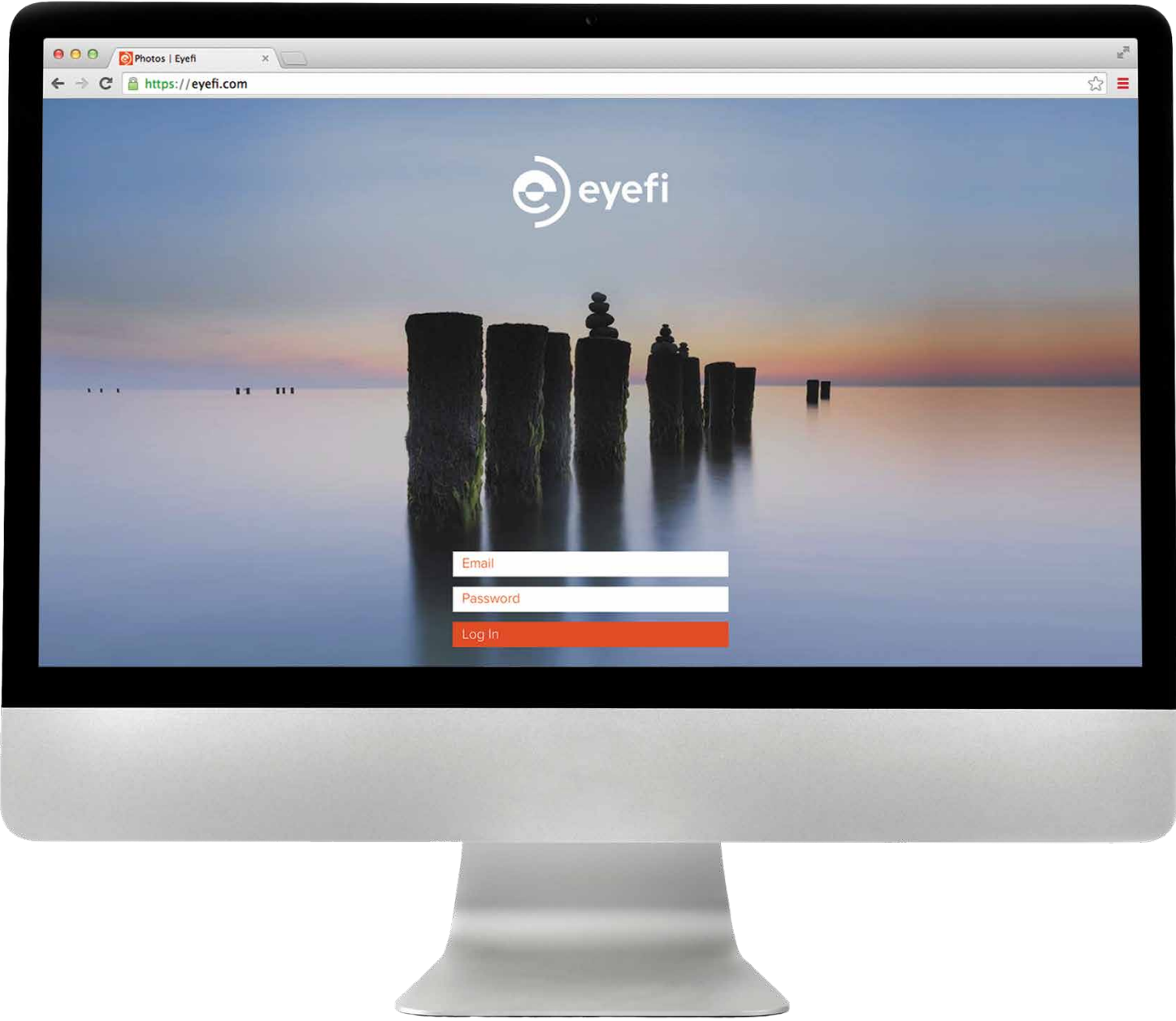
execution examples

Using the elements shown in the previous pages, we've created examples of how this new system can be applied.

mobile app



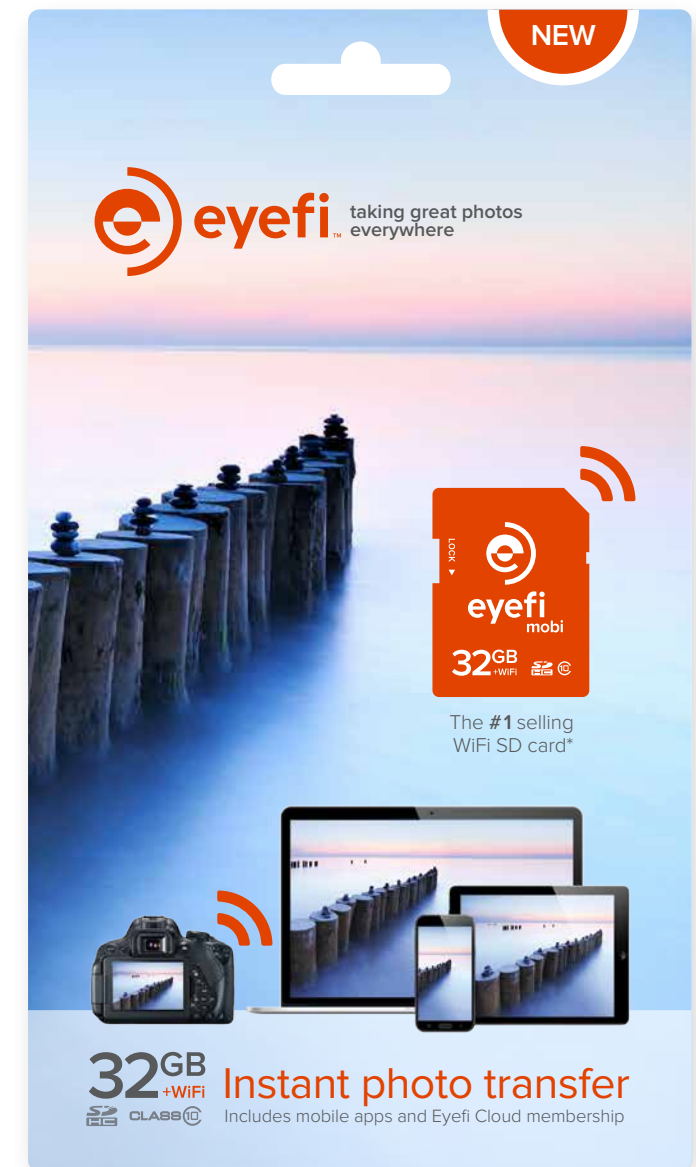
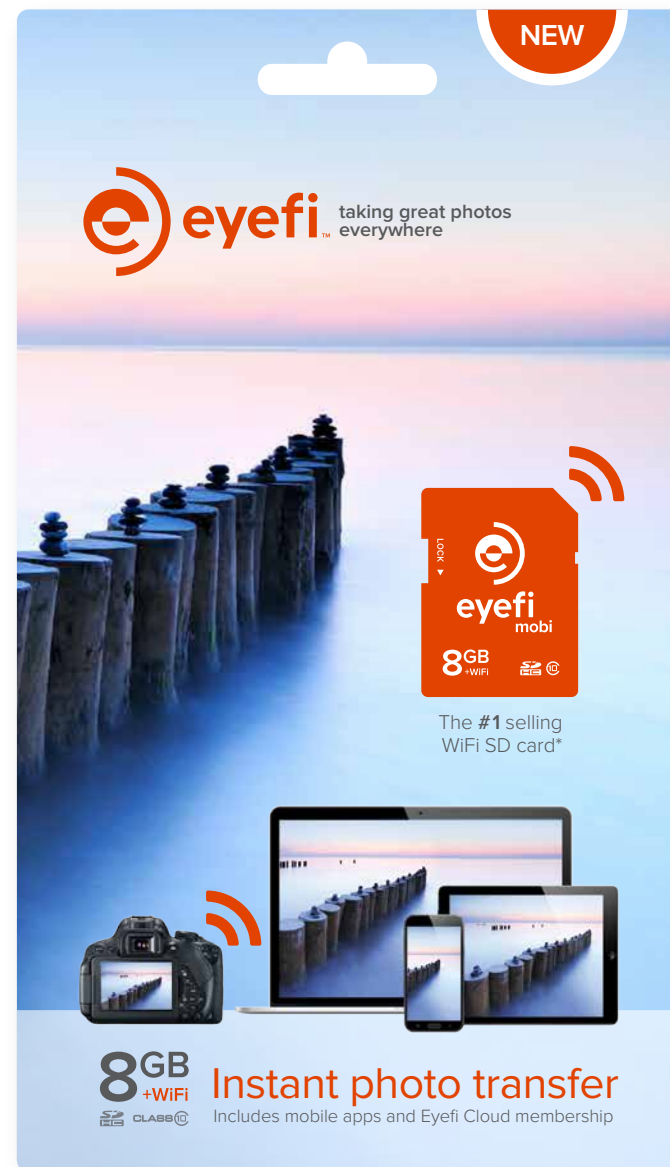
web app



memory cards



packaging



stationary

eyefi

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Dear Eyefi Fans

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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Kind regards,

John Smith
President of Fun

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bags



t-shirts



thank you

You now have all of the tools to bring the Eyefi brand to life—have fun. It's up to you to take this brand into the world and make it as lively, fresh, genuine, balanced and engaged as possible. We've provided everything you need to tell our story.