

BRANDING

Guide

WWW.POLARITON.CH



Communication and branding Guide

What is Polariton?

Polariton designs and manufactures the world's fastest and smallest electro-optic modulators, thus creating a solution that overcomes the interconnect bottleneck. Our main competencies lie in plasmonics, nanotechnology and optical communications. Polariton was founded in 2019 as a spin-off of ETH Zurich.

Our Mission

We are revolutionizing our future communication network and contribute to the world through research, scientific accuracy, and our very own set of values that we do not compromise.

We do this by:

- Working with top notch professionals, in a collaborative environment with a positive failure culture.
- Developing honest and truthful communication with the public, our employees and board members
- Constantly improving and innovating our products that help break the interconnect bottleneck.

Our Values

Teamwork and Collaboration

We live by this principle and offer our customers and teammates all our help and advice. This bridge is key to Polariton because we grow with our customer and to us their success is also ours, in a way we form a team that is bonded through the product we make.

We understand the others perspective and try to wear their shoes because empathy is important for us. So, we prioritize the mental and physical wellbeing of our colleagues. Sometimes all you want to hear is "I am here for you" and therefore we always have an open ear for the big and the small issues.

Also, we see the hidden truth requires views from all perspectives that make us better and stronger. That is why our communication is driven by the appreciation we have for all our colleagues and customers.

We communicate Clearly and Effectively.

We make sure we are being understood and we try to minimize misunderstandings by practicing clarity, kindness, and real conversations. This is especially important for Polariton since we have a multinational team and customers all around the world. The way we live by this principle is to encourage everyone, customers, and team members alike, to ask questions and with this improve understanding. We make use of our pragmatic abilities to clarify something difficult in easy terms. The promises we make are based on our experience, and we stand by them.

We are curious by nature.

We are curious and interested, so we pride ourselves in our continuous learning philosophy, every aspect of our work shows that we love to discover and investigate.

Trough continuous learning, we improve our skills. Our positive failure culture allows us to understand that nothing is free from mistakes, however those same mistakes let us deepen our knowledge, so we welcome them with open arms. Without judging outcomes as good or bad, we continuously ask ourselves: "What did we set out to do, what happened, what do we learn, and how can we improve?"

We continuously self-innovate the company and with this our products. We align ourselves with the costumers' ideas, dreams, questions, and possibilities and together create a team capable of everything.

About our customers

Is within our nature to associate with our peers, we believe that our customers share the same values as ours. Curiosity in the way they dare to try new technology, collaboration because that is essential for the success of the projects.

How we speak

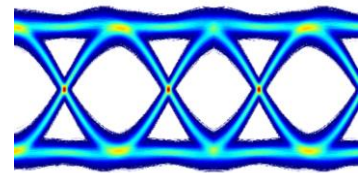
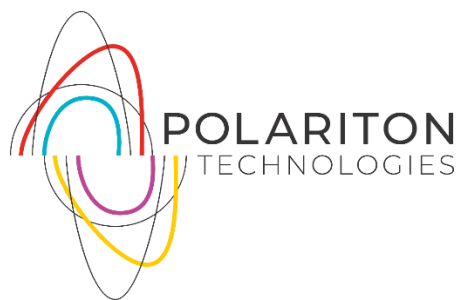
The way we communicate at Polariton is directly in relation with our values. In this way

We use **clear and simple language**, this way all team members understand the message. However in life and human communication nothing is perfect. Therefore, we encourage team members to speak up if they do not get the message across. Team leads and team members make the question (are we clear on this? Did everybody get that?)

We pursue together common goals this is reflected in the way **we help each other** and put collaboration first. This is encouraged by the team leaders and those who dispatch work. The questions are (Can I support you? Can you support me? Are you ok with this amount of work?)

We seek other perspectives, a strong part of Polariton is our team diversity so we make sure to get that other point of view. Maybe that missing part of the puzzle is part of the question of another teammate. We can ask (What is your opinion? Do we have all perspectives on this?)

Logo



Polariton's logo round lines are inviting, organic and friendly, in Polariton's case the movement of the plasmon had directly influence our logo and imprints the sensation of movement waves, in this way Polariton logo invites to think on movement, rapid change and curiosity.

Pictologo or Icon



Our Pictologo conveys in a simpler but strong way movement, curiosity, and change.

Our colors



HEX	RGB	HSL	
#00b0cb	rgb (0,176,203)	hsl (188, 100%, 40%)	Cerulean
#e5342d	rgb (229,52,45)	hsl (2, 78%, 54%)	Cinnabar
#bc4792	rgb (188,71,146)	hsl(322, 47%, 51%)	Mulberry
#fecc00	rgb (254,204,0)	hsl (48, 100%, 50%)	Supernova



HEX	RGB	HSL	
#60b22c	rgb (96,178,44)	hsl (97, 60%, 44%)	Olive Drab
#e5342d	rgb (229,52,45)	hsl (2, 78%, 54%)	Cinnabar
#472383	rgb (71,35,131)	hsl (263, 58%, 33%)	Meteorite
#fecc00	rgb (254,204,0)	hsl (48, 100%, 50%)	Supernova



HEX	RGB	HSL	
#00b0cb	rgb (0,176,203)	hsl (188, 100%, 40%)	Cerulean
#60b22c	rgb (96,178,44)	hsl (97, 60%, 44%)	Olive Drab
#bc4792	rgb (188,71,146)	hsl (322, 47%, 51%)	Mulberry
#fecc00	rgb (254,204,0)	hsl (48, 100%, 50%)	Supernova

Typefonts

“Montserrat shines for short pieces of all caps and the geometric simplicity of the letters. In lowercase, Montserrat, is still a nice font with a nice large x-height and a lot more character than Arial or Helvetica. Recommended For: It is basically the one that suits all and creates feeling of trust.”

Designed by Julieta Ulanovsky.

<https://fonts.google.com/specimen/Montserrat#about>

Montserrat Thin

Montserrat ExtraLight

Montserrat Light

Montserrat Regular

Montserrat Medium

Montserrat ExtraLight Italic

Montserrat Extrathin Italic

Montserrat Light Italic

Montserrat SemiBold

Montserrat Italic

Montserrat Medium Italic

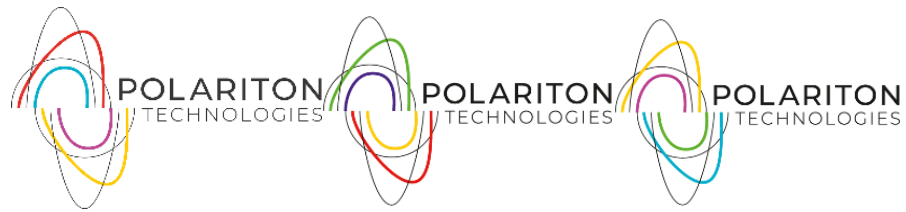
Montserrat ExtraBold

Montserrat SemiBold Italic

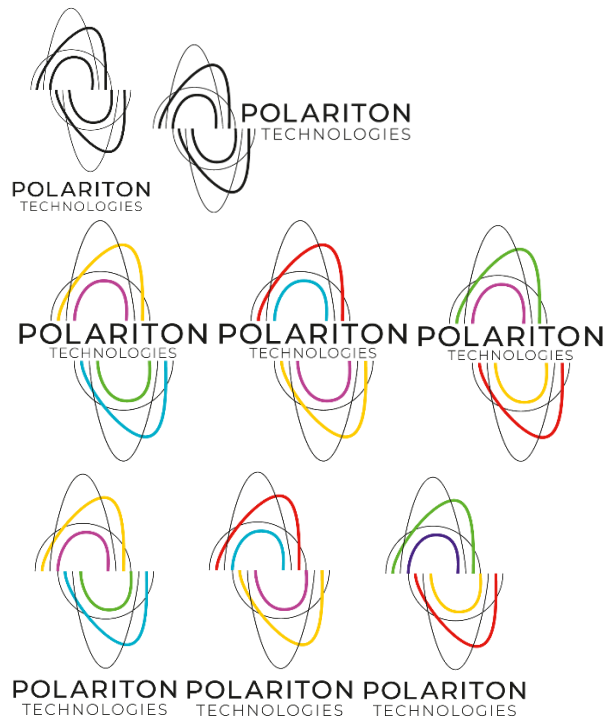
Montserrat Bold Italic

Logo correct uses

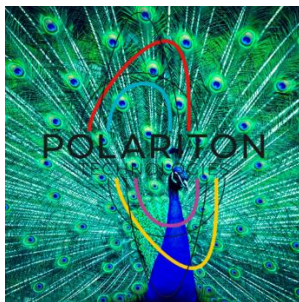
Our Logo



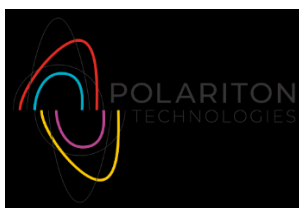
Other variations



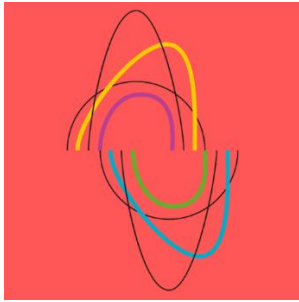
Incorrect uses



Background affects the legibility of the logo (eyes hurt)



Background in dark colors



The logo in other colors than white



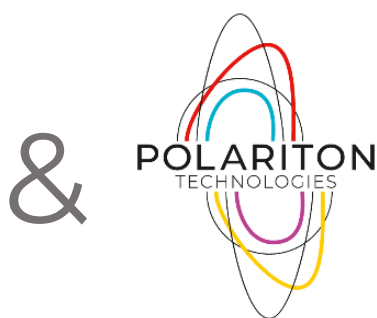
Changing the colors of the logo



Deforming the logo

Partner guidelines plus ampersand

The ampersand helps us bind our logo together with our partners. It can create a relationship that is strong, however relaxed and fluid.





&



&

