

Working document
V2.3 Feb 23



Brand Guidelines



Contents

These guidelines set out the tools, systems and ideas that make up the Lit Fibre brand. They have been broken down into four distinct sections.

1. The Lit Fibre brand story

2. Logo, colour and typography

3. Key image styles and graphic devices

4. Application examples

5. Tone of voice and messaging



Chapter One

Our Story



Internet done properly

“ If you’re thinking...
**I’ve already got
the internet** “
it’s time to think again.

Internet done properly

On the surface, our mission’s not such a big deal. After all, everyone’s got okay internet haven’t they? How is Lit Fibre going to offer people anything more?

Well, something’s not quite right. People are not always getting a fair deal and, when it comes to internet, all things are not equal.

Too often the speed, quality of service and even the motivations of internet companies that people rely on fall short of what we believe ‘good’ looks like.

The result is that households up and down Britain are overpaying and making do with substandard services which ultimately make their life harder every day.

Some people might say, 'it's not a big deal', but stop. Think about what you're paying for. Then remember all those times your video meeting connection sucks when you can't stream that film, or your game lagged or when you have to crawl behind the sideboard to reset the router yet again.

It all adds up. Then you reach the final straw - which should be enough to break any camel's back - sitting on hold with a hot ear, waiting for someone, anyone, to care enough about you to fix your internet problems.



We just want to make
people's lives a little bit

smooooother

and we've worked out how to do it!

Internet done properly

eat

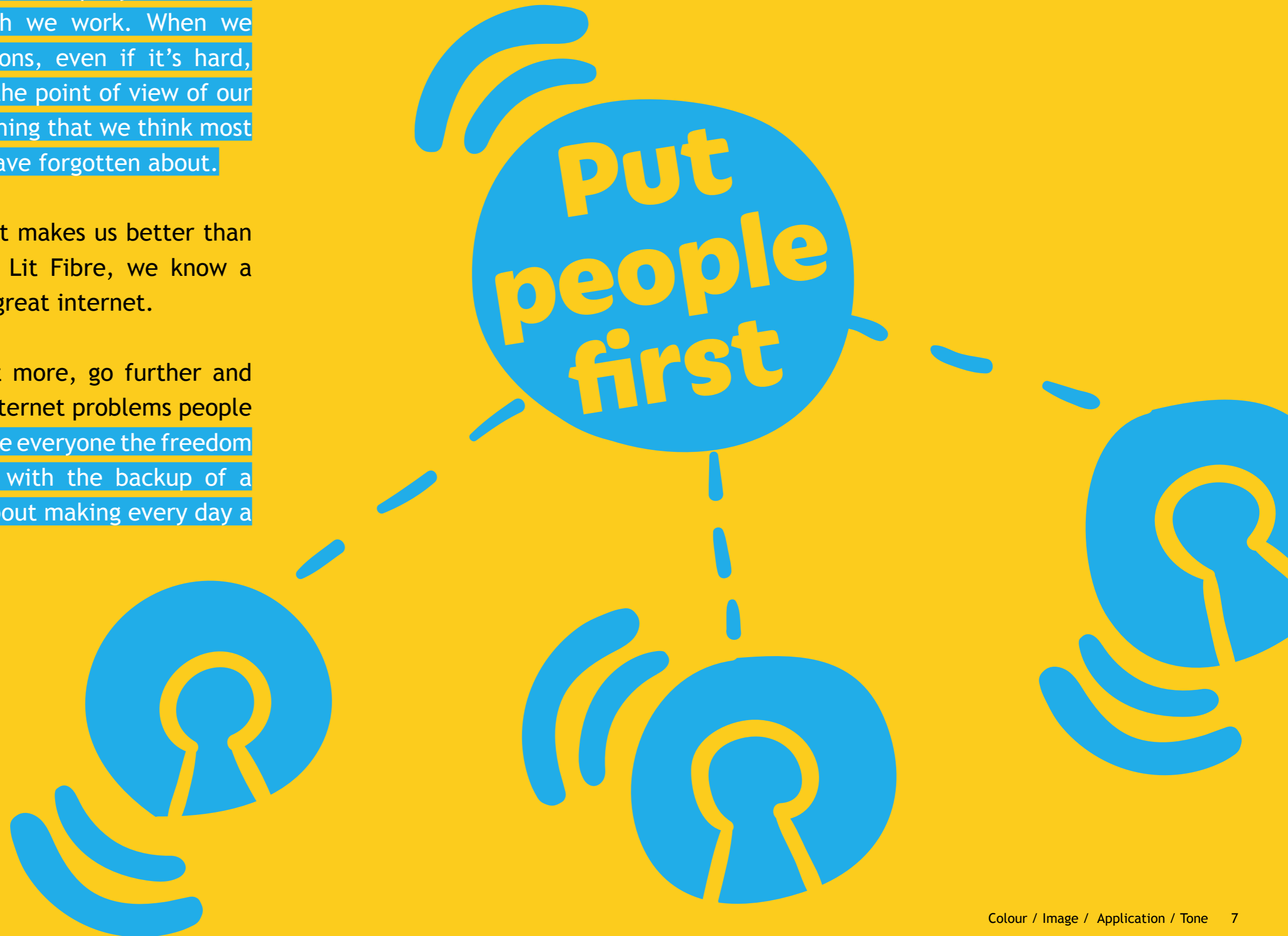
At Lit Fibre, we eat problems for breakfast and commit to cutting out the tech mumbo jumbo, faceless service and being more human. **Our offer is simple; we provide the fastest internet connection with human customer service.**

Internet done properly

People come first in our company and in the communities in which we work. When we make business decisions, even if it's hard, we make them from the point of view of our customers. It's something that we think most internet companies have forgotten about.

It's a rare quality that makes us better than the rest because, at Lit Fibre, we know a secret, people make great internet.

That's why we invest more, go further and work harder on the internet problems people have every day. We give everyone the freedom of full-fibre internet with the backup of a business that cares about making every day a little bit smoother.



How we 'get Lit'

Internet done properly

1

We care about our human connections just as much as our internet connections.

2

We connect around people's internet problems and offer simple solutions and advice.

3

We connect at moments when people need help with our best-in-class support.

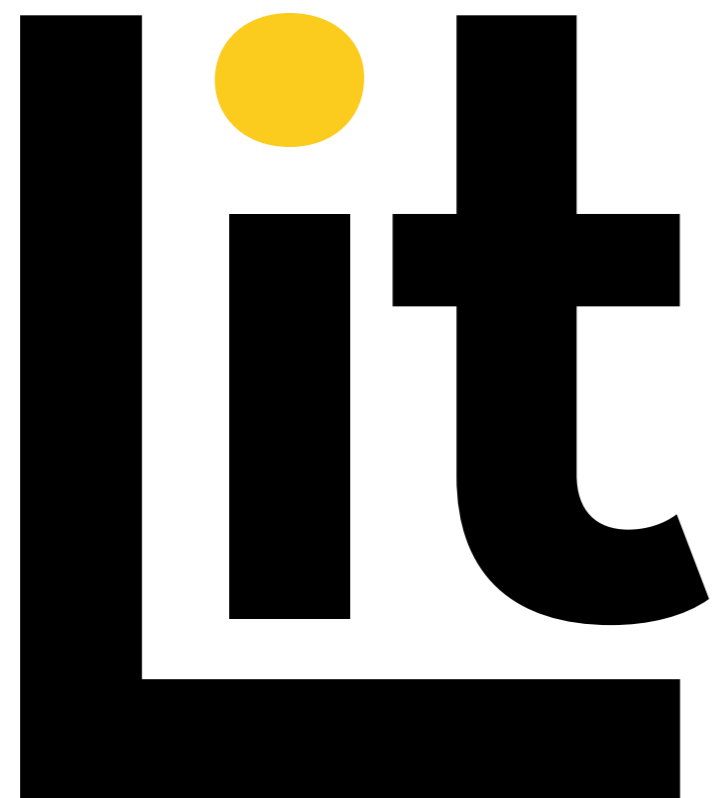
4

We connect in communities, being passionate about making people's lives online better.

It all adds up to something we call 'the Lit Feeling', and it's a pretty awesome thing to experience. But don't just take our word for it.

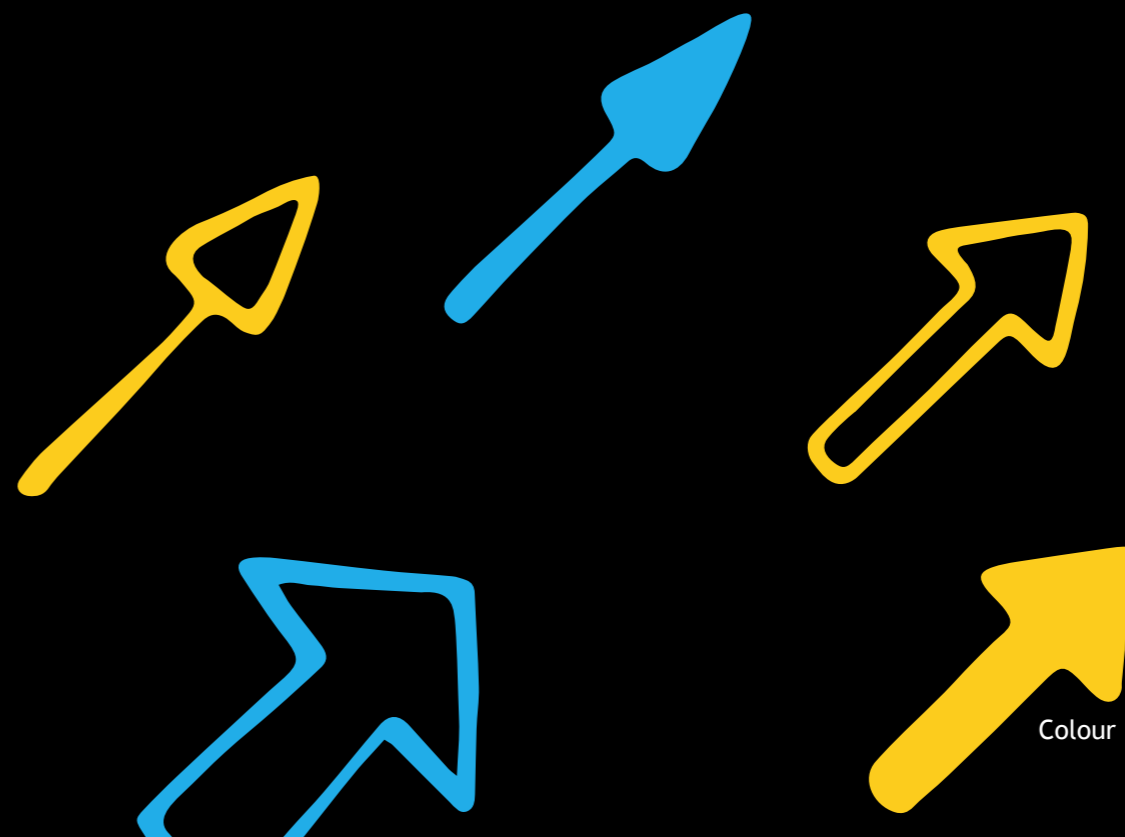
Check out what real customers are saying about us on Trustpilot.





litfibre.com

**Internet
done properly**



Chapter Two

Logo & Colour

Internet done properly

Primary Logo (Negative)

Modern, clear and confident like the company and service.

The primary logo is a version where the text is in white and the dot is yellow.

This should be used as the priority choice (in positive or negative form) as on all our owned channels.

This negative version works best when used on top of a black background.



Primary Logo (Positive)

This version of the primary logo is black with a yellow dot. This works when the logo is used alone to represent the company and also should always be used when on a white background.



Logo with URL lock-up

To help make it clear what Lit is and to direct people towards the website, the logo can be used in lock-up alongside the company's URL where relevant.

This logo should be used on any above-the-line marketing like print advertising, direct mail, out of home advertising, van livery, posters and uniforms. It doesn't need to be used on owned channels or comms with direct links like the website, social and digital adverts.



Alternative/Mono Logo

When the primary logo doesn't work as set out above, and you can use a mono logo either in black or white.

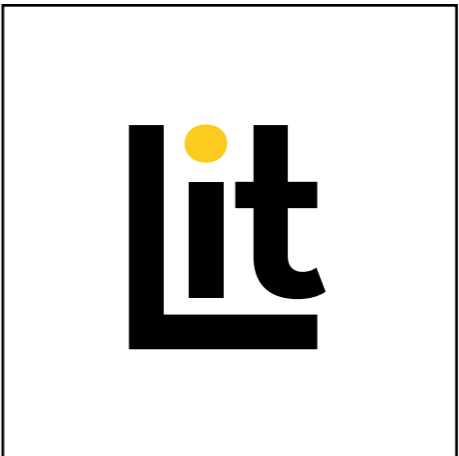
Examples of use could be set the black logo off a yellow background or supplying the mono logo for a black and white print job.



The Lit logo pack

Please ensure you use the logo in its original proportions and form. Mono logos are available but should only be used when necessary, prioritising the use of the logo with the yellow dot.

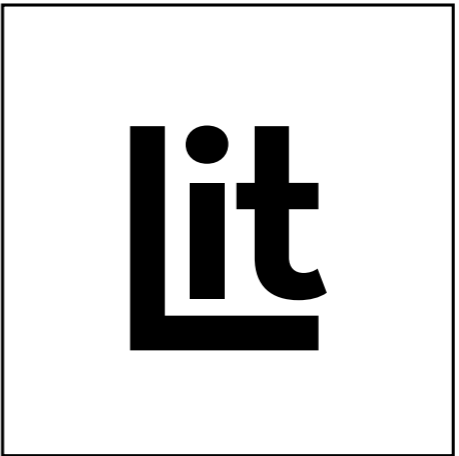
Primary logo



Primary Logo with URL Lock-up



Black / Mono White / Mono



Black / Mono White / Mono with URL Lock-up



Logo rules

When applying our logo, stick to the guidance and avoid altering its form.

Do

Use colours and logos as shown here



White logo with yellow dot on black



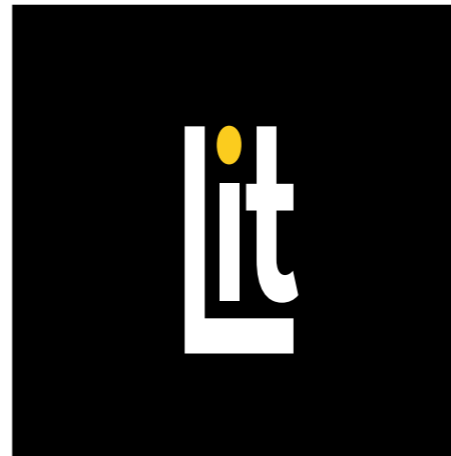
Full black logo on Lit yellow



Black logo with yellow dot on white

Don't

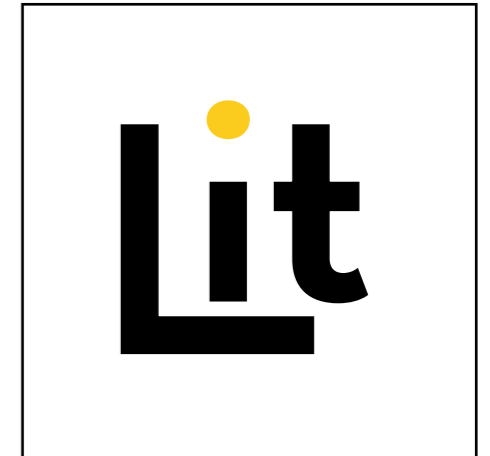
Don't do the following to the Lit logo



Don't squeeze or stretch the identity



Don't rotate the identity



Don't alter the spacing of the letters of the wording

Don't

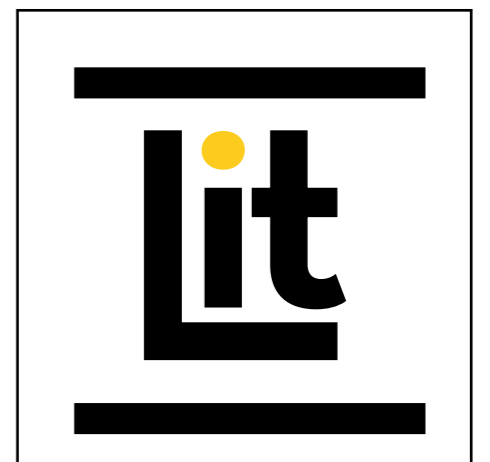
Don't do the following to the Lit logo



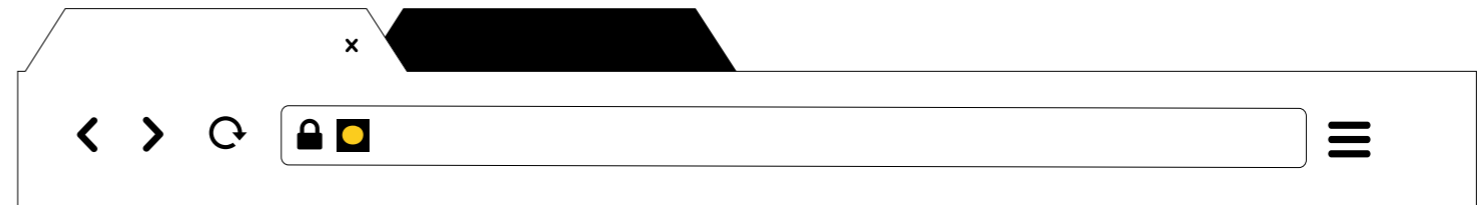
Don't use logo with orange dot



Don't put white logo on the yellow colour

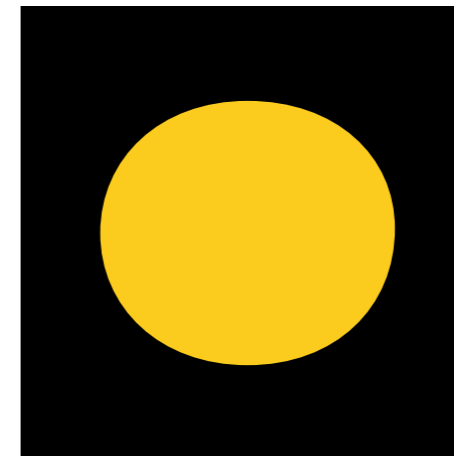


Don't introduce additional graphical elements



Favicon

Using the yellow tittle on its own against the black best.



Social

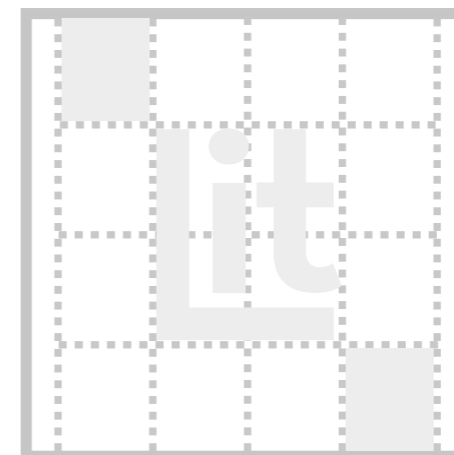
Use any of primary colour palette



Exclusion Zone / Clear Space

The Lit logo should be free of visual clutter to ensure maximum impact and legibility.

Keep a clear minimum space around the logo. This can be defined by using quarter size of the logo space from edges of design and content as shown on the right.



Centre this grid when used in a square space

Favicon and Social

For the Favicon, you can either use the logo placed within a black box or the Tittle shape. This ensures that regardless of the browser window colour used by the customer, the logo maintains a good level of contrast.

Brand colours

Colour use is a key component of the Lit Fibre brand. The main colour we use to represent the brand is Lit Yellow.

This bright, sunny and positive colour ties into the logo. The yellow becomes even more powerful when set off black, as it creates a bold and eye-catching contrast. A bright, energetic Lit Blue is also part of our colour palette, but this should be used as a secondary colour.

LIT YELLOW
HEX: #FCCC1D
CMYK: C:2 M:20 Y:90 K:0
RGB: R:252 G:204 B:29

BLACK
HEX: #000000
CMYK: C:50 M:50 Y:50 K:100

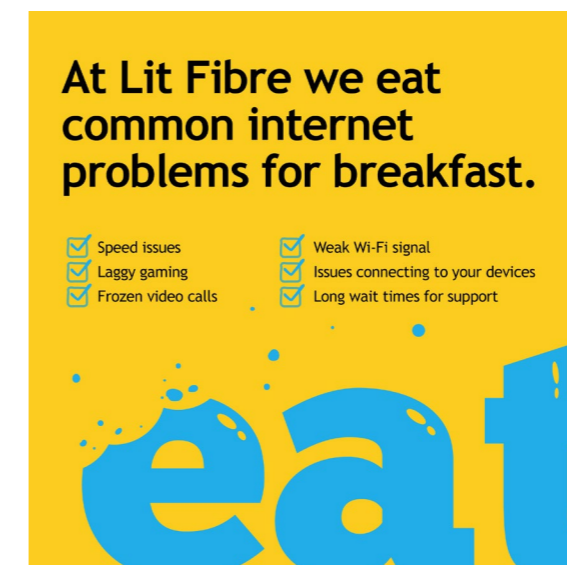
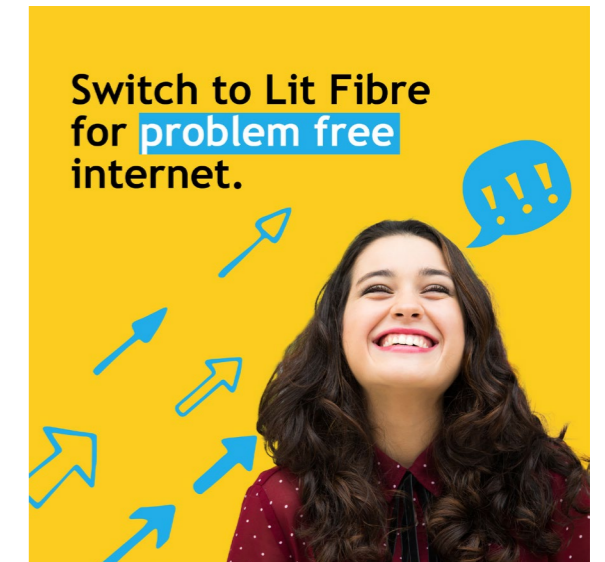
LIT BLUE
HEX: #21ADE8
CMYK: C:71 M:13 Y:0 K:0
RGB: R:33 G:173 B:232

WHITE
HEX: #FFFFFF
CMYK: C:0 M:0 Y:0 K:0
RGB: R:0 G:0 B:0

Combining colours to 'make it Lit'

These example adverts set out how the colours should be used together. Yellow or black should primarily be used as the background, but white may be used if the format dictates. Play with colour combinations to create interesting and consistent layouts for communications. Pick out elements, words or letters in blue to draw the eye and add interest.

Please note: You can find more examples of applications at the back of the document.



Typography

Trebuchet MS is the Lit font for all communications. Trebuchet is a clean contemporary font that's widely available and is packaged with MS Windows, so it can be used by everyone very easily.

Importantly, it is web-safe (so it will display correctly on our website) and is available in regular, bold and italic styles.

On the whole, we favour sentence case presentation of copy and reserve italicisation for quotes.

We never use Italic for CTA, URLs or phone numbers. Pair this font with our display font to create interesting typographic layouts.

Trebuchet MS Bold is great for headings

Size: 60pt
Leading: 60pt
Tracking: -10
Kerning: Metric

Use our Tittle as a full stop to add a unique Lit feeling to headings, more on our Tittle later.

Reduce by 50% for short sub-headings

Size: 30pt
Leading: 36pt
Tracking: -10
Kerning: Metric

Use Trebuchet MS Regular in sentence case for introduction copy in layouts and documents where you need a longer block of copy.

Size: 22pt
Leading: 29 pt
Tracking: 0
Kerning: Metric

Trebuchet MS Regular should be used for the body copy. You should either Flush left or left justify it to form neat, clean blocks of text. If you need “In-line quotes, you can set them in Trebuchet MS Italic” Another option is for the designer to,

Size: 60pt
Leading: 60pt
tracking: 0
Kerning: Metric

*“Indent quotes in the Trebuchet MS Italic or our display font.
See the following pages for more on this”*

Our highlighting style can be used to draw emphasis on messaging you want the reader to focus on, like this. These guidelines can be scaled to suite your communication needs. The ultimate aim is to create readable, consistent Lit layouts.

Typography

Our display font Iskra Ultra Bold is **only to be used sparingly** as an additional graphic device and to draw attention to a particular word or short phrase or to highlight a quote.

A display typeface is a typeface that is intended for use at large sizes for headings rather than for extended copy.

This text is to be used in a dramatic way for pull-out messaging, statements and as a graphic device.

It is also a great way to bring to life Trustpilot customer quotes, which are important to show the quality of our service.

Iskra Ultra Bold is our display font

**“Pull out quotes look
great in this font”**

! Our display font Iskra Ultra Bold is only to be used sparingly as an additional graphic device and to draw attention to a particular word or short phrase or to highlight a quote.

! You can also use and adapt this font to make headlines and typographic features like this. Add highlights to it to create the bubble text effect.

smoo 

Designers can use a blue offset underline with white text off yellow to draw the eye to a short selection of copy or a CTA.

The Lit highlights

Highlights can be used sparingly to draw the eye to specific, important information in layouts and communications you make.

Examples of this are CTA's, deals and main selling points. Create a character style for this to ensure consistent use. Highlight should start in line with first letter and finish in line with last letter.

Designers can use a yellow offset underline with black text off black to draw the eye to a short selection of copy or a CTA.

magery

Making images

The images we make should be as unique and reflective of Lit's brand - they are fun, bright and energetic, just like our business. We want diverse, relatable and representative images of the communities we serve.

Don't just pick a stock photo. Images should either be shot for Lit Fibre or, as a minimum, be carefully selected stock images that have been adapted using the graphic styles set out in this guide.

1. The Lit feeling
2. Doing it better
3. Community matters
4. Lit moments



The Lit feeling

Working with Lit offers real human value beyond devices and internet speeds. We deliver joy or, as we call it, ‘the Lit feeling’. We show happy, excited and joyful images of individuals or small groups. You can include internet-related technology like smartwatches, gaming or video calls, but this should never be the dominant feature of the image.

As the priority approach, the Lit feeling should be used for brand and campaign design. Images should be edited with graphic elements on the following pages. Where possible, shoot new images. However, if that is not possible, you can select stock photos. When doing so, don’t use ‘high-use’ and try to avoid using images already used by other internet providers.



Doing it better

Images in this category relate directly to Lit Fibre's services and the people that deliver those services. They show technology in the home and are used, to sum up how we solve common internet problems.

We should also represent our installation process's simplicity and human-centric customer service. So we use photos that represent our team in uniform helping our customers.

Please note: Some images shown are suggested for style only.



Community matters

People make great internet, which is why we put the community at the heart of what we do.

This image category represents our customers and the communities they live in. It also shows our staff working in those communities.

We want to capture real people at actual events to show it's the people that matter to Lit.

We should create a range of images of actual Lit Fibre staff and use images captured at community events.

Please note: Images shown are suggested for style only.



Lit moments

‘Lit moments’ is a flexible image category where we showcase brand campaigns and local or national events and holidays.

We use images across our channels to position ourselves alongside big moments throughout the year. We can also select images to reflect major holidays and specific campaigns.

The photography style, however, remains in line with the ‘Lit feeling’, showing joyful, fun, bright and cheerful images.





Graphic styles and treatments make images 'more Lit'

You can use graphic devices, icons
and treatments to add interest and
energy to your images. We will
explore how to best use:

Our Tittle
Photo treatments
Graphic styles
Illustrations & devices

It all begins with the tittle...

We're a bit different and so is our Tittle!

Sometimes, the norm just isn't the right choice.
So our Tittle (taken from the point on the letter 'l' in
Lit) helps us express our unique take on things.

The Tittle can be applied flexibly in many ways when
making layouts or presenting images.

The main thing to remember is we don't do circles.

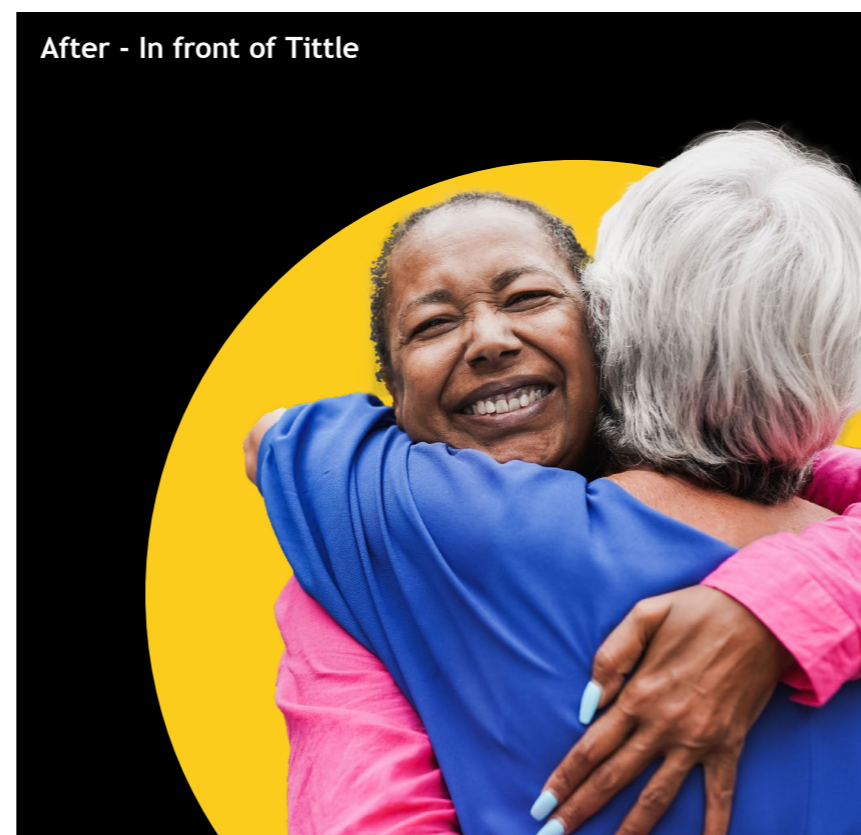
We do Tittles!



The Lit photo treatment

To make images 'Lit', combine them with image treatments, the Tittle and our illustrative devices.

Here are a few examples of how photos can be treated.



Our illustrative devices style

Add more interest, energy and movement to our brand using these other freestyle graphical devices. You can make more of these and expand the selection over time. Make sure they all share a hand-drawn, organic feel, making them 'more Lit'.

Prioritise yellow when using these, and ensure no more than two colours are used for illustrations in one image.

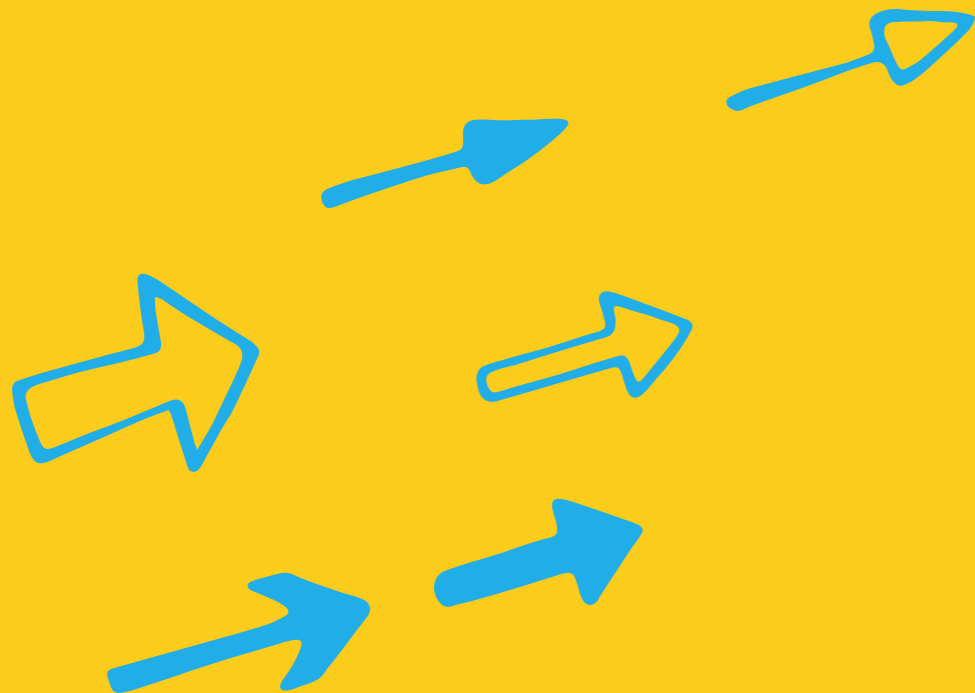


Representing what we do with illustrative devices

When needed, you can use graphic devices to make it clear at a glance that we are selling the internet. An excellent example is our wifi symbol that grows out of our Tittle.



Other examples include our organic ‘cursors’ representing internet flow and computing, the globe and the connectivity symbol.



Illustrative text styles

Our display font can be blown up and used as a graphic device, as below. Add marks on top of the text to give it a puffy, bubble effect, and cut into or embellish it to create unique, eye-catching graphics.



eat



Imagery



smooother

Trustpilot

We are proud of our excellent Trustpilot rating and want to promote it as much as possible. The reviews show that real people benefit from our service and that we care about our customers.

We can show the world how good we are by showing our five-star reviews and using the Trustpilot 5* logo and branding tools available from the trust pilot website or our marketing team.



“**Woouooooow!**
What a service! Why can't
all companies be like Lit!”

Name, Trustpilot



Chapter Four

Put Lit all together



Internet done properly

Think all internet is the same? Think again.

How does your internet shape up?
Tick all that apply:

☒ Speed issues

☐ Laggy gaming

☐ Frozen video calls

☐ Router needs resetting all the time

☐ Long wait times for support

☐ Unhelpful provider

☐ Weak Wi-Fi signal

☐ Slow browsers

litfibre.com

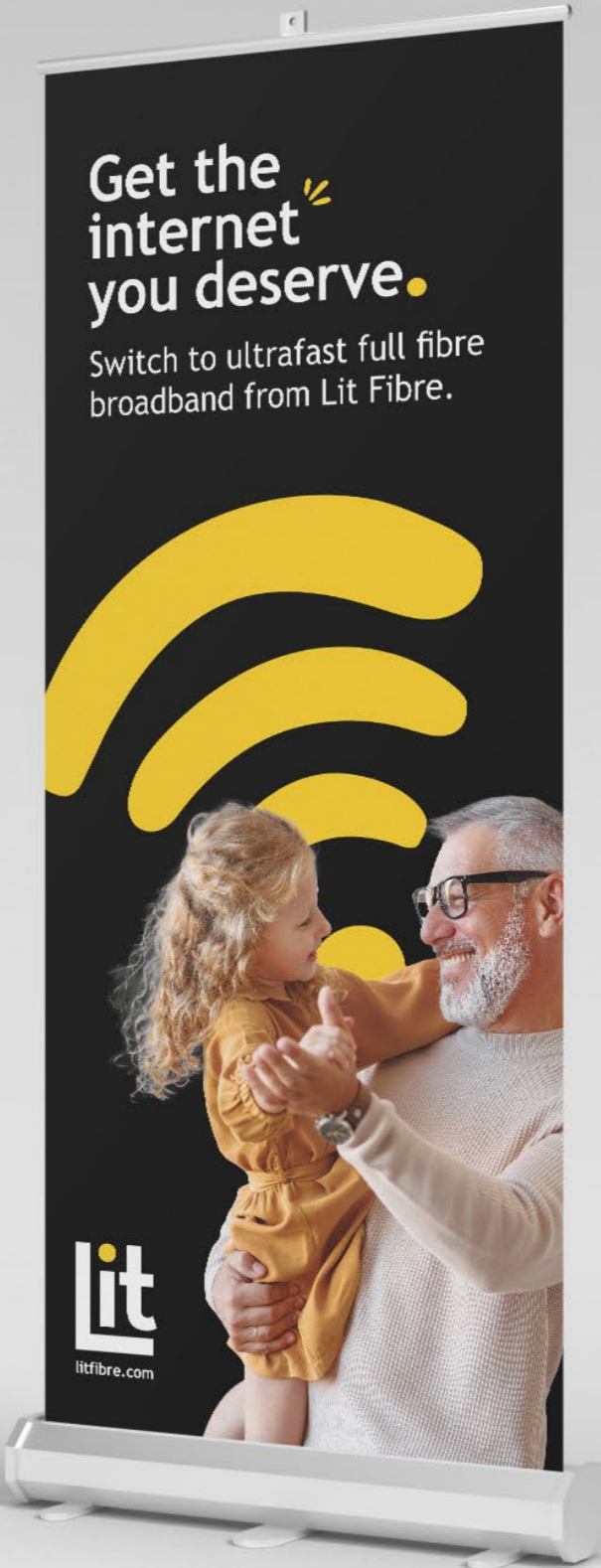
It's time to get the internet you deserve

We're connecting your area to 1Gb full fibre broadband with the best customer support.

Switch to Lit Fibre and enjoy internet done properly.

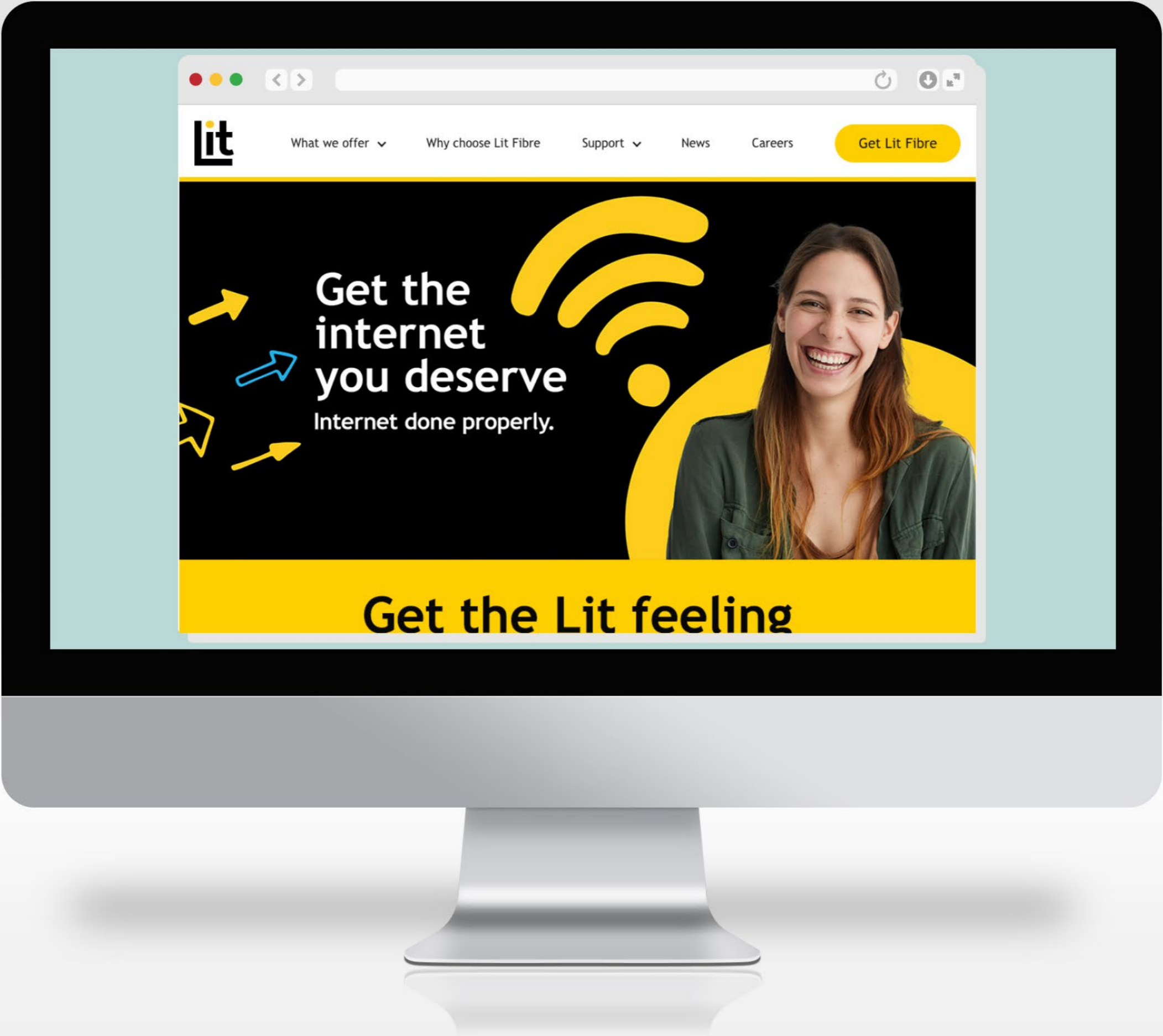
Call now to see how you can get Lit or visit litfibre.com

Pull up banners



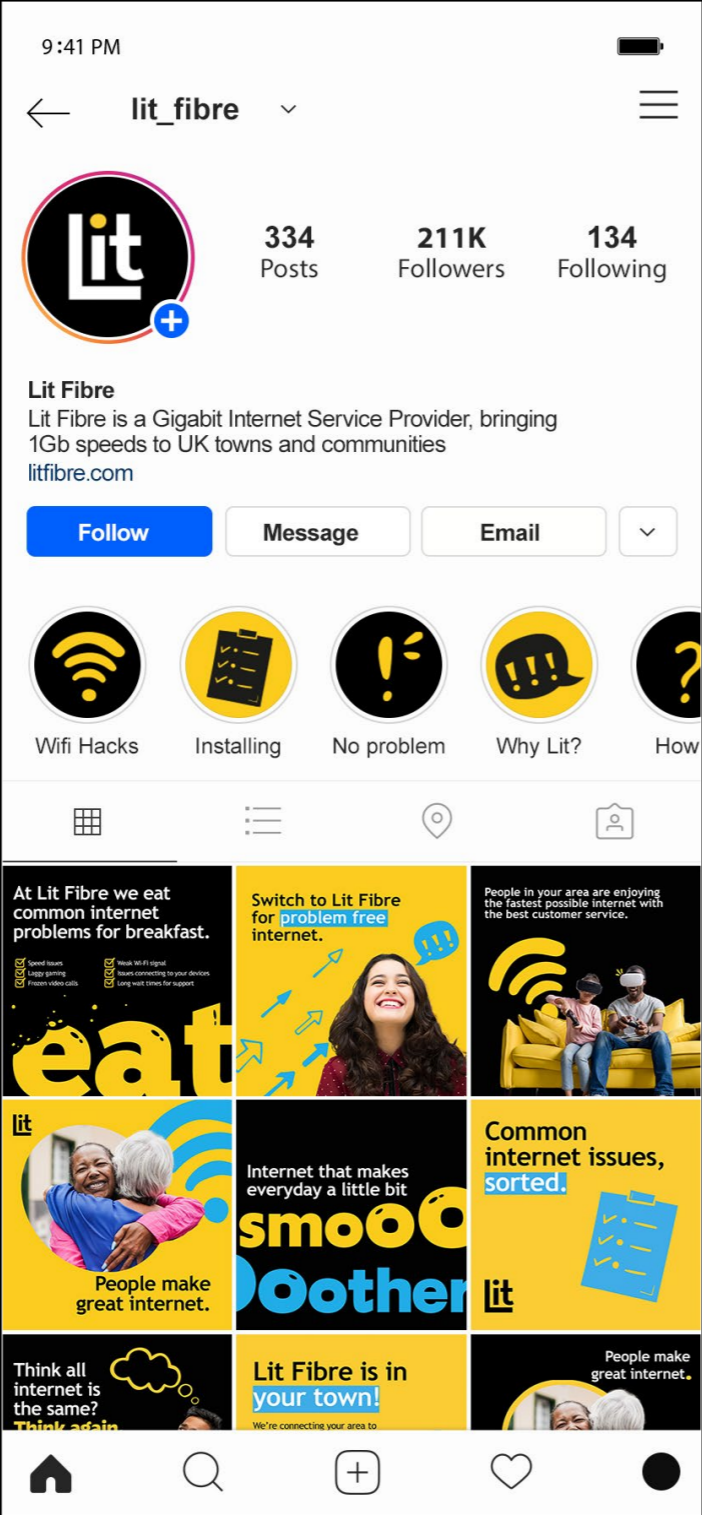


Website





Instagram






Poster

Ultrafast 1Gb fibre
broadband is now
in **your town!**

Visit litfibre.com to find out more



Lit
litfibre.com

lit

Content
marketing
and messaging
guidance



Our content engagement strategy...

Internet done properly

This strategy summarises our approach to using content to engage customers, ultimately to grow and develop this portion of the Lit Fibre customer base over time. We have broken it down into the following sections;

1. Vision
2. Audience
3. Creative strategy
4. Tone & personality
5. In practice

1. Vision

Internet done properly

What it means to be 'Lit'

Lit Fibre is an authentic business. One that's built around its founders' ambition to do the right thing, both for the Lit Fibre team and its customers.

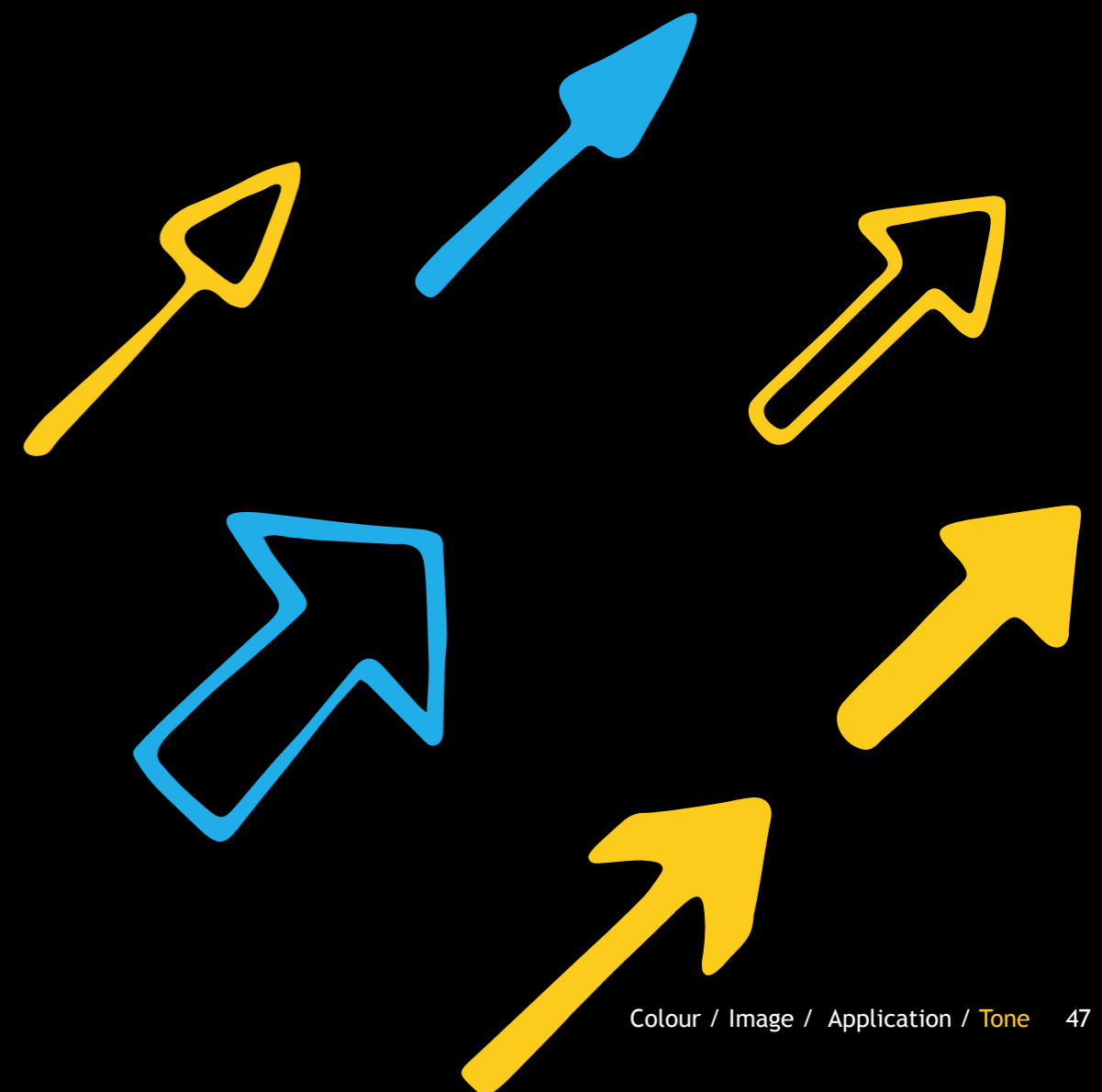
Lit Fibre is passionate about building the best network, with the best customer experience.

It's a business made of a great team, who love their work.

A national company, but one that operates on a community level.

It's not interested in competing with broadband providers on price, but is determined to do things properly and stick to its core beliefs, treating every customer as if they're the only customer - no matter how big the business gets.

The vision for this messaging and content programme is to reflect this sentiment, be creative and ambitious, led by a team who prefer to be challenged and are driven to do something new.



Our content marketing aims to:



**Reach new
customer
audiences**

Getting on the radar of our target audience(s), who may have no awareness of Lit Fibre at all yet.



**Drive
content
engagement**

Content that resonates with our audience and compels them to click, read and return for more.



**Nurture
perception &
preference**

When they need internet support, we want our targets to think of Lit Fibre first.



**Grow
market
share**

Over time, this activity should grow our customer base in each of our chosen towns to a target 30% of the market.

1. Vision / Measuring success

Internet done properly

Goal	Reach new customer audiences	Drive content engagement	Nurture perception & preference	Grow market share
KPIs to measure	Email ORs Unsubscribe rate Click through to completion Data harvested	Email CTRs Dwell time on site Pages on siteForm completion	Clicks from content to ‘services’ pages Customer/ community perception/satisfaction?	Customer acquisition through the website Customer acquisition through direct sales
Measurement methods	Email analytics	Email analytics Website analytics	Website analytics Brand survey/NPS?	Compare programme lead data + new data (CRM)
Frequency	Quarterly, in time to feed results into the next quarter’s content planning			Annually

1. Vision / Who we are talking to

Internet done properly

Our customer is defined as a **home owner.**

Located throughout the UK currently in clusters in Clacton (SE), Chippenham (SW) and Birmingham (Mid) but expanding.

30-50 target age range but can be any age.

60% Families

Heavy users with need for broadband to power games, streaming and video calls from multiple devices simultaneously.

20% Childless couples / singles

Mid range use. Streaming, video calls and some gaming.

20% Empty nesters

Need a good reliable broadband connection. Less heavy use but still some streaming requirements.

“I just need something that works.”

“Why does it keep buffering?”

“I can’t stand it when my video calls freeze”

“How many times do have to reset the router?”

“I am worried about the cost of living and that my broadband bill is likely to go up like everything else.”

2. Creative strategy / The story we need to tell

On the surface our mission's not such a big deal. After all, everyone's got okay internet haven't they? How is Lit Fibre going to offer people anything more?

Well, something not quite right. People are not always getting a fair deal and, when it comes to internet, all things are not equal. Too often the speed, quality of service and even the motivations of internet companies that people rely on fall short of what we believe 'good' looks like.

The result is that households up and down Britain are overpaying and making do with substandard services that ultimately makes their life harder every day.

Some people might say "it's no big deal" but stop, think about what you're paying for. Then remember all those times your meeting connection sucks, you couldn't stream that film, or your game lagged or how about when you have to crawl behind

the sideboard to reset the router...again. It all adds up. Then you reach the final straw - which should be enough to break any camel's back - sitting on hold with a hot ear, waiting for someone, anyone to care enough about you to sort your internet problems. We just want to make people's lives a little bit smoother and we've worked out how to do it!

At Lit Fibre we eat problems for breakfast and commit to cut out the tech mumbo jumbo, faceless service and be more human. Our offer is simple; we provide the fastest internet connection with human customer service.

People come first in our company, and in the communities in which we work. When we make business decisions, even if it's hard, we make them from the point of view of our customer. It's something that we think most internet companies have forgotten about. It's a rare quality that

Internet done properly

makes us better than the rest, because at Lit Fibre we know a secret, people make great internet. That's why we invest more, go further and work harder on the internet problems people have every day. We give everyone the freedom of full-fibre internet with the back-up of a business that cares about making everyday a little bit smoother.

We care about our human connections just as much as your internet connections. We connect around people's internet problems and offer simple solutions and advice. We connect at moments when people need help with our best in class support. We connect in communities, being passionate about making people's lives online better.

It all adds up to something we call it the 'Lit Feeling' and it's a pretty awesome thing to experience. But don't just take our word for it. Check out what real customers are saying about us on Trustpilot.

2. Creative strategy / Our top-line proposition

**Internet
done
properly**

2. Creative strategy / Our editorial pillars

Internet done properly

These are the topics we talk about on our website, social media and other marketing



Problem solved

- Common issues
- Our solutions
- Research
- Agony aunt
- Just ask sessions



The Lit feeling

- Lifestyle content (top of funnel stuff, loosely related)



Community matters

- Our people/ team
- Customer success stories
- Community activations



Lit moments

- Topical content
- Random acts of kindness



Doing it better

- Technical tips
- Surgeries
- Case studies

**Communicate the benefits
of better internet and its
power to help people's
lives run smoother.**

3. Tone and personality / How we sound

Internet done properly

Human	Straightforward	Authentic	Capable	Dynamic
Empathetic/Warm Approachable	Honest/Clear/Frank	Real/Trusted	Confident/ Experienced	Exciting/Growing
We're real people, not a faceless corporation. We're committed to the people and communities we serve and are here to help them get the best from their internet.	We're fair, frank, open and transparent in all that we do. We always treat our customers and team as individuals, and give the best deal or advice for their needs.	We offer a fresh and different approach from many other internet providers. Our products and services are designed to put people ahead of profit.	We have a team that's experienced in the world of fibre and internet. This means we have been there and done it before and can be trusted to do right by our communities and customers.	Full of energy and new ideas we never stand still. We're grow and evolve thinking up new ways we can champion the needs of our customers and the communities we serve.

	Service	Product	Enquiry
Too formal	“We are delighted to inform you that your broadband service will commence...”	“This is an evergreen plan with no exit penalties upon contract termination...”	“We have pleasure in enclosing the attached quotation...”
Too informal	“Hey - you’ll be rockin’ our pings and tings in a sec...”	“Woah - super flexy - you can bail anytime, no regrets...”	“Outstanding! Here’s the skinny on that stuff you were checking out...”
Just right	“Great news - your service will switch over to us on...”	“This plan has no tie-ins, so you’re free to switch at any time...”	“Thanks for getting in touch. Here’s the information you asked about...”

3. Tone and personality / Content writing principles

Internet done properly



Keep it simple

We are clear and concise when talking about our service and technology - making it easy for customers to buy from us. We treat our customers as real people. Many will have no understanding about full-fibre and upload speeds, so we help and support, keep it simple and make it easy.



Community focused

Our attention is firmly focused on the towns and villages we serve, bringing them better internet, making their lives run smoother and supporting the things that matter to them.



Accomplished

We may be a relatively new business on the broadband scene, but we are run by an accomplished team of industry professionals. It means that people trust us. The leadership team comprises of a unique group of experts who, combined, have decades of experience in the sector.



Comprehensive

We offer a complete range of fibre services, aimed at bringing customers the very best, at the lowest prices long-term. People can come trust our advice and leave spending less on their internet while enjoying higher speeds and the reliability our service brings.



We're ethical

We care about the communities we serve and our team. We're committed to doing the right thing by them. We're not a faceless corporation, and we're committed to offering stability and trust.

3. Tone and personality / Writing examples

Internet done properly

Keep it simple

Fall in love with your internet again.
Getting the right level of service from your internet provider can sometimes feel like a battle - stop fighting and get the Lit feeling. We make switching easy and we're here to help you every step of the way.
Don't worry, we'll always offer you the best plan for your needs.
We know that choosing the right internet service can be confusing, so we're close at hand and here to help whenever you need us.

Community focused

We're bringing better broadband to xxxx.
We're committed to helping the people of xxxx get the fastest internet speeds at the best possible prices, for the long-term.
People of xxxxx demand more from your internet.
Get ready for ultrafast broadband.

Accomplished

With decades of experience, our top team knows more than a thing or two about delivering a great internet service.
We've travelled the length of Britain to bring together the nation's leading broadband experts.
A passion for people, fast internet and great service.
We're committed to using our expertise to work towards a world where no-one needs to suffer the buffer.
We're committed to helping people get the very best internet service.
We've got a genuine passion for doing it better.

Comprehensive

We love finding ways to help our customers reduce their bills and increase their speeds.
We'll always give the advice you need to

help you choose the best internet solution for your needs, and budget. Get free advice from our broadband experts with no commitment.

We're ethical

At the very heart of our business is the promise to provide low prices, high speeds, reliable connection and do right by the customers and communities we serve.
We'll always be fair and straightforward.
Our door is always open if you have any questions or concerns.
Confusing jargon is not big and not clever. We'll always provide clear and simple communications.
Internet done properly for communities to help them flourish.

3. Tone and personality / Simple writing tips

Internet done properly

Write in tabloid-size packages using a maximum of 25 words per sentence, one sentence per paragraph, four to six words per headline.

Reading off a screen is 25% slower than print. When writing for digital, don't go crazy with bolding, italicising and capitals. Never use underlining to highlight because it will make your text look hyperlinked and confuse your reader.

Searchability. Write to be found. What words would people type into Google to find you? Use those words in your copy. But don't overuse the same phrase to the detriment of your writing or marketing.

Don't lose Lit's brand personality. There is always a way to infuse even the most restrained copy with personality.

Don't unintentionally make content/copy look like spam. This is especially important in subject lines. Avoid words like 'free', 'win'. Avoid text speak abbreviations and acronyms as these are all on the spam filter hit list. Think hard about the words you use and how they'll look sitting in your customer's inbox.

When structuring your content, think of an inverted pyramid. The most important information first, the broader base of detail later.

3. Tone and personality / Summing it all up

Internet done properly

Our name is...

Lit Fibre

Our proposition and tag line is...

Internet done properly

We sell...

Full-fibre broadband

Everything we says aims to...

Communicate the benefits of better internet and its power to help people's lives run smoother.

Our editorial pillars are...

Problem Solved
The Lit Feeling
Community Matters
Lit Moments
Doing it Better

Internet or Broadband?

Use **Internet** when talking directly to customer, e.g. 'You deserve better internet' or 'Struggling with internet issues?'

Broadband should only be used as a description of our service, e.g 'Our ultrafast full-fibre broadband' not 'How is your broadband?'

3. Tone and personality / Approved messaging

Internet done properly

What we offer

The internet you deserve.

The fastest internet you'll ever need with the best customer service.

We make peoples lives a little bit smoother / Internet that makes everyday run a little bit smoother.

We give you the service, tech and support to make your life online the best it can be.

At Lit Fibre we know a secret, people make great internet. So we invest more in making sure you are set up and supported by people you can talk to and trust.

Selling the benefit to customers

Get the Lit Feeling.

Switch to ultrafast, full-fibre broadband with quality customer service.

Get full-fibre broadband that's reliable, fast and amazing value for money.

Full-fibre broadband from Lit Fibre is up to 18x faster than the UK average, so you can stream more, play more and do more.

The common problems we solve

Still in contract? No problem we can help.

You deserve better internet.

At Lit Fibre we eat problems for breakfast and commit to cut out the tech mumbo jumbo, faceless service and be more human.

Wave goodbye to the buffer wheel of doom, frozen video calls and glitchy live streams.

With Lit Fibre, you can work, play and power all your smart devices to your hearts content.

Say goodbye to dodgy internet and hello to super speedy, buffer-free browsing.

We keep things clear, simple, open and honest; no price hikes mid contract and always someone to talk to if you get stuck.

The Lit Fibre nomenclature

The term nomenclature means a system of terms used in a particular science, field of knowledge, or art.

In the case of Lit Fibre this is a set of common terms that you use to describe what we do, our technology and service in a consistent way.

Lit Fibre	Our name, to be used in full when we talk and write
Full-fibre	We install full-fibre all the way from the exchange and into people’s homes
FTTP	Fibre-to-the-premises, where fibre optic cables run from the telephone exchange directly to your home
1Gb	1 Gigabit per second is the fastest package we offer. Also can be 1,000Mb
100Mb	100 Megabits per second is our entry level package Lit Fibre 100
500Mb	500 Megabits per second is our mid-tier package Lit Fibre 500
1,000Mb	is another way of saying 1 Gigabit per second Lit Fibre 1000
Ultrafast	Used to describe speeds of at least 300Mb
Superfast	Used to describe speeds of at least 30Mb
Fibre optic	The type of cables we use to bring service to homes
FTTC	Fibre-to-the-cabinet, where fibre optic cables run from the telephone exchange to street cabinets before using standard copper telephone wires to connect to homes
WiFi	Using the internet wirelessly
Lit Hub	Our router device
Ethernet cable	A network cable that connects your device to the Lit FibreHub
BT	British Telecommunications plc.
ISP	Internet Service Provider
static IP	An add-on available through Customer Support
Customer Support	Our friendly and helpful team, available on 0330 460 4610
litfibre.com	Our website url, we don't need www.
10GB	10 Gigabytes of data. Not to be confused with 10Gb which is the rate of data transfer.
Registration of interest	A lead generated via our website, to signify interest in our services. Shortened internally to RI
Trustpilot	The independent digital platform where our customers share reviews
Home installation	The process of connecting the customer to our network
Installation Engineer	The engineer that carries out the home installation
Lit Fibre 100	Our entry level package, 100Mb upload and download speeds
Lit Fibre 500	Our mid-level package, 500Mb upload and download speeds
Lit Fibre 1000	Our top-level package, 1000Mb upload and download speeds
My Lit Fibre App	The customer app to manage home network
My Lit Fibre	The online customer portal for account management



lit

**Internet
done properly**