



Brand guide

Version 1.1 | June 2016

Lead Images



Symbol

The Lumeon symbol is our primary mark of identifying ourselves in the world.

It is a symbol that is instantly recognizable and represents the company's values and mission. It is a symbol that is used consistently across all of our communications and branding.



Secondary palette

Secondary gradients

A brand's color palette is a collection of colors that are used consistently across all of the brand's communications. It is a visual identity that helps to create a sense of unity and professionalism. The secondary palette is a collection of colors that are used to complement the primary palette and to create a sense of depth and dimension.

Blue	Magenta	Red	Orange	Yellow
Purple	Orange	Red	Orange	Yellow
Magenta	Purple	Red	Orange	Yellow
Orange	Magenta	Red	Orange	Yellow

Restricted space versions



When used in restricted spaces, the Lumeon logo should be simplified to ensure it remains clear and legible.

We're a youthful, open, friendly company.

How To Develop A Brand Guide

Raffaela Di Napoli



How To Develop A Brand Guide:

Unveiling the Magic of Words: A Overview of "**How To Develop A Brand Guide**"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their ability to kindle emotions, provoke contemplation, and ignite transformative change is actually awe-inspiring. Enter the realm of "**How To Develop A Brand Guide**," a mesmerizing literary masterpiece penned by way of a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve to the book is central themes, examine its distinctive writing style, and assess its profound impact on the souls of its readers.

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