



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 is used consistently across all of our communications. It is a symbol that is used to represent the company and its values.



Secondary palette

Secondary gradients

A brand with a strong visual identity is one that is instantly recognizable. The Lumeon brand is no exception. Our secondary palette is a collection of colors that are used to complement the primary palette and create a cohesive visual identity.

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

Restricted space versions



When used in restricted space, the Lumeon symbol should be used in its simplified form, ensuring that the brand identity remains clear and consistent.

We're a youthful, open, friendly company.

How To Develop A Brand Guide

Zhe Xu



How To Develop A Brand Guide:

How To Develop A Brand Guide Book Review: Unveiling the Magic of Language

In an electronic era where connections and knowledge reign supreme, the enchanting power of language has are more apparent than ever. Its power to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**How To Develop A Brand Guide**," written by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we shall delve in to the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

https://staging.conocer.cide.edu/About/detail/Documents/ion_channels_and_disease.pdf

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