



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 to identify our brand across all media. It is a symbol that is used to identify our brand across all media. It is a symbol that is used to identify our brand across all media.



Secondary palette

A brand's color palette is a collection of colors that are used to identify the brand. It is a collection of colors that are used to identify the brand.

A brand's color palette is a collection of colors that are used to identify the brand. It is a collection of colors that are used to identify the brand. A brand's color palette is a collection of colors that are used to identify the brand.

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 space, the Lumeon symbol should be used in its simplified form. This ensures that the symbol is easily recognizable even in small sizes.

We're a youthful, open, friendly company.

How To Develop A Brand Guide

Ahmed Musa



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