



Brand guide

Version 1.1 | June 2016

Lead Images



Symbol

The symbol is the primary visual element of the Lumeon brand.

It is a stylized, 3D geometric shape composed of blue and green blocks. The symbol is the primary visual element of the Lumeon brand.



Secondary palette

A brand's secondary palette is a collection of colors that complement the primary palette.

It is a collection of colors that complement the primary palette. It is a collection of colors that complement the primary palette.



Restricted space versions



When the symbol is used in a restricted space, it should be simplified to maintain its recognizability.

We're a youthful, open, friendly company.

How To Develop A Brand Guide

Marcel A. Müller



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