



Brand guide

Version 1.1 | June 2016

Lead images



Symbol

The symbol is the primary way of identifying Lumeon in the world.

It is a symbol that is instantly recognizable and should be used consistently across all communications. It should be used in its original form and not be altered or modified in any way.



Secondary palette

Secondary gradients

A series of secondary gradients are available to use in communications. All gradients must be created using a 45 degree angle and a 100% opacity. These colors are used to create a visual hierarchy and to provide a consistent look and feel across all communications. When creating gradients, it is important to ensure that the colors are used in a way that is consistent with the brand's overall aesthetic. The secondary palette provides a range of colors that can be used to create a visual hierarchy and to provide a consistent look and feel across all communications. The secondary palette provides a range of colors that can be used to create a visual hierarchy and to provide a consistent look and feel across all communications.

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 symbol should be used in its original form and not be altered or modified in any way.

We're a youthful, open, friendly company.

How To Develop A Brand Guide

Richard Bailey



How To Develop A Brand Guide:

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

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

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