



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

A brand's color palette is a collection of colors that are used consistently across all of the brand's communications and branding.

The Lumeon secondary palette is a collection of colors that are used consistently across all of the brand's communications and branding. It is a palette that is used to create a cohesive and professional look for the brand.

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

Restricted space versions



When the Lumeon symbol is used in a restricted space, it should be simplified to ensure it remains recognizable and professional.

We're a youthful, open, friendly company.

How To Develop A Brand Guide

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