



# 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. The Lumeon brand is a brand that is instantly recognizable and is used consistently across all of our communications. It is a brand that is used to represent the company and its values.

|         |         |     |        |        |
|---------|---------|-----|--------|--------|
| Blue    | Magenta | Red | Orange | Yellow |
| Purple  | Orange  | Red | Yellow | Green  |
| Magenta | Purple  | Red | Yellow | Green  |
| Orange  | Magenta | Red | Yellow | Green  |

## Restricted space versions



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.

We're a youthful, open, friendly company.

# How To Develop A Brand Guide

**SA Dillow**



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