



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 simple, clear, and easy to remember. It is a symbol that is unique and stands out from the crowd. It is a symbol that is versatile and can be used in a variety of ways. It is a symbol that is timeless and will remain relevant for years to come.



Secondary palette

Secondary gradients

A brand with a strong visual identity needs a consistent color palette. The Lumeon secondary palette is a collection of colors that complement the primary palette and provide a variety of options for use in branding materials. The palette is designed to be versatile and easy to use, with a range of colors that can be used in a variety of ways. The palette is also designed to be consistent across all platforms and devices, ensuring that the Lumeon brand is always represented in the same way.

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

Restricted space versions



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We're a youthful, open, friendly company.

How To Develop A Brand Guide

Brendan G. Carr



How To Develop A Brand Guide:

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a professional designer to create standout visual elements Craft Your Brand Voice Define the tone and personality of your brand s communication Align your brand voice with your identity and connect with your audience How to Create Visual Branding: Rachel Bennett,2025-08-12 How to Create Visual Branding In a world where your brand has just seconds to make an impression how it looks often determines whether it s remembered or forgotten How to Create Visual Branding is your ultimate guide to mastering the art and strategy of building a compelling visual identity that resonates across platforms connects with your audience and stands the test of time Whether you re launching a new business or refining an existing one this book walks you through every essential element of visual branding You ll uncover the building blocks of design that go beyond surface level aesthetics and learn how to align your visuals with the deeper mission message and meaning of your brand This isn t about following fleeting trends it s about crafting a timeless and functional brand image From logos to typography social media design to style guides every chapter gives you the clarity and direction needed to bring your visual identity to life with consistency and purpose Inside This Book You ll Discover Understanding the Power of Visual Branding Defining Your Brand Identity and Mission Choosing the Right Color Palette for Your Brand Typography Crafting a Distinctive Visual Voice Logo Design Your Brand s Signature Creating a Consistent Brand Style Guide Building a Visual Identity for Social Media Every insight strategy and example in this book is designed to give your brand a strong visual voice that reflects not just what you do but who you are Scroll Up and Grab Your Copy Today **Create Unstoppable Brand Authority Fast: How to Build Trust, Influence, and Reach** Simon Schroth,2025-03-31 The modern business landscape is all about influence Whether you re a startup or an established enterprise building brand authority is essential to capturing your audience s attention and turning them into loyal customers In Create Unstoppable Brand Authority Fast you ll discover a powerful blueprint for establishing your brand as a trusted leader in your industry quickly and effectively This book teaches you the step by step process to build a brand that people trust respect and gravitate toward You ll learn how to define your brand voice create high quality content and use social media platforms to increase your visibility and influence The book also covers the psychology of trust showing you how to build authentic connections with your audience and create long lasting relationships With insights from top marketers and successful entrepreneurs you ll uncover practical tips to get your brand in front of the right people faster than you ever thought possible Whether you re looking to grow your personal brand a product based business or a service oriented company this book will provide the exact strategies you need to create an authority brand that people can t ignore The Future of Branding: How to Build an Unstoppable Reputation in a Digital Age Silas Mary,2025-02-20 In the digital age a strong consistent brand is everything The Future of Branding shows you how to build a brand that stands out builds trust and attracts customers in an increasingly crowded online marketplace This book teaches you how to craft your brand s story connect emotionally with your audience and use digital platforms to build a strong online presence Learn how to position your brand as an authority in your field leverage social media and create an unforgettable

brand experience With these strategies you ll build an unstoppable reputation that resonates with your audience and keeps customers coming back for more

Essential Guide to Corporate Identity Design Pasquale De Marco, In today s competitive business environment a strong brand identity is essential for any organization looking to succeed This comprehensive guide provides you with the knowledge and tools you need to create a distinctive and effective brand identity for your company Covering every aspect of corporate identity design from understanding the fundamental principles of branding to developing a unique visual identity this book will help you Establish a clear and consistent brand identity across all channels Create a compelling brand story that resonates with your target audience Communicate your brand s value proposition effectively Manage your brand assets effectively to maintain a strong and consistent brand image Stay ahead of the latest trends in branding and corporate identity design Whether you are a seasoned marketing professional or a business owner just starting to develop your brand this book will provide you with the insights and guidance you need to succeed With its in depth coverage of branding principles practical advice and real world examples this book is an essential resource for anyone looking to create a strong and recognizable brand identity

Key Features Comprehensive coverage of all aspects of corporate identity design Step by step guidance on creating a distinctive and effective brand identity Real world examples and case studies from leading brands In depth exploration of the latest trends in branding and corporate identity design If you like this book write a review

Build an Unstoppable Business from Scratch: The No-Nonsense Guide to Growth Ahmed Musa, 2025-03-11 Building a business from the ground up can feel overwhelming but Build an Unstoppable Business from Scratch offers the no nonsense practical steps you need to take to grow a thriving business even with limited resources This book takes you through each stage of business development from finding your niche and developing your product or service to scaling and creating sustainable growth The strategies outlined in this book are designed to help you avoid the common pitfalls that many entrepreneurs face and fast track your success With a focus on action accountability and a results driven approach you ll learn how to build a strong foundation attract customers and position your business for long term growth Whether you re just starting or looking to reignite your business this guide will give you the confidence and clarity to build an unstoppable business

Branding for Entrepreneurs: How to Create an Irresistible Brand Ahmed Musa , 2024-12-20

In today s competitive market your brand isn t just your logo or website it s the emotional connection that drives customer loyalty and elevates your business above the noise Branding for Entrepreneurs How to Create an Irresistible Brand is your ultimate guide to building a brand that captivates converts and creates lasting impact Whether you re launching a startup rebranding an existing business or simply looking to refine your identity this book offers a step by step blueprint to creating a brand that speaks directly to your ideal audience With 20 years of expertise I ll take you through the psychology of branding why consistency matters and how to infuse your unique values into everything you do Learn how to craft a compelling brand story design a visual identity that resonates and master the art of messaging that keeps customers coming back This isn t just

about logos and color palettes it's about creating a memorable emotional experience that drives trust loyalty and business growth Packed with actionable strategies real world examples and expert insights Branding for Entrepreneurs will help you transform your brand into a powerful asset that fuels your business success Start building an irresistible brand today because a strong brand isn't just noticed it's remembered

Branding Secrets of the World's Most Successful Businesses. How to Build a Brand That People Trust Silas Mary, 2025-02-10 Branding Secrets of the World's Most Successful Businesses How to Build a Brand That People Trust Why do some businesses command loyalty premium pricing and a cult like following while others struggle to stand out The answer is branding but not just any branding The most successful companies in the world have mastered the art of creating a brand that people trust remember and buy from repeatedly This book reveals the insider secrets behind the world's most powerful brands and teaches you how to apply them to your own business You'll learn The psychology of trust and how to make people choose your brand over competitors How to craft a clear compelling brand message that resonates with your audience The branding mistakes that destroy credibility and how to avoid them How to create visual and verbal consistency across all platforms The step by step process to build a brand that lasts decades not just trends Whether you're a startup an established business or a personal brand Branding Secrets of the World's Most Successful Businesses will give you the blueprint to build a brand that attracts converts and keeps customers for life It's time to stop selling products and start building a brand people trust

The Future of Branding: How to build a business that lasts in a changing world Ahmed Musa, 2025-01-14 The Future of Branding explores how brands must evolve to survive and thrive in an ever changing business landscape This book offers a forward thinking approach to branding examining the latest trends in consumer behavior digital marketing and technology It provides actionable strategies for building a brand that resonates with today's consumers while maintaining authenticity and relevance as the world shifts The book highlights how strong brands are built on trust storytelling and emotional connections with customers and how businesses can adapt to changing cultural economic and technological forces The Future of Branding offers practical insights for entrepreneurs and business leaders showing how to craft a brand that can withstand the test of time and continue to grow in an increasingly competitive and dynamic market

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