



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 Lumeon communications. It is a symbol that is instantly recognizable and should be used consistently across all Lumeon communications.



Secondary palette

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

When creating graphics, it is important to use the secondary color palette to create a cohesive look. The secondary color palette is a collection of colors that are used to complement the primary color palette.

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

Restricted space versions



When using the Lumeon symbol in restricted space, it is important to use the restricted space versions of the symbol.

We're a youthful, open, friendly company.

How To Develop A Brand Guide

AW Rasmussen



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