



Brand guide

Version 1.1 | June 2016

Symbol

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

It is a symbol that is used to represent the company and its values. It is a symbol that is used to represent the company and its values. 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 should have a consistent color palette. The secondary palette is a collection of colors that are used to complement the primary palette. It is a collection of colors that are used to complement the primary palette. It is a collection of colors that are used to complement the primary 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 the Lumeon logo is used in a restricted space, it should be simplified to maintain its recognizability. The simplified version should be used in all instances where the full logo cannot be used.

Head Images

We're a youthful, open, friendly company.

How To Develop A Brand Guide

David Baud



How To Develop A Brand Guide:

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 *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 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 **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.

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.

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 **How to Create a Brand Guide** Nvisioned LLC,2024-04-22 Nvisioned s How to Create a Brand Guide goes beyond being just a book it provides valuable insights to enrich your comprehension of brand development Within this book you will discover 10 crucial steps to initiate the process of establishing a thriving brand Creating a brand goes beyond just designing a logo or selecting a color scheme It involves forming a distinct identity that connects with your target audience and sets you apart from competitors Here is a detailed guide to assist you in crafting a brand Define Your Purpose and Values Start by outlining why your brand exists and the values it upholds Identify the problem your brand addresses and your core beliefs Your purpose and values will serve as the cornerstone of your brand identity Know Your Audience Understand the demographics interests and challenges of your target audience Tailor your brand message and visuals to resonate with them effectively Research Your Competitors Study your competitors to determine your unique selling points Analyze their branding strategies messaging and visual elements Find ways to differentiate yourself in the market Develop Your Brand Identity Establish your brand name logo color palette typography and imagery Ensure that your brand identity reflects your purpose values and target audience Consider involving 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 **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

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 ULTIMATE GUIDE TO ONLINE WEALTH: Step by Step to Financial Freedom

Odebiyi Kayode,2024-08-07 Unlock the secrets to financial freedom with The Ultimate Guide to Online Wealth Step by Step to Financial Freedom This essential guide penned by the renowned digital entrepreneur Odebiyi Kayode Remi offers a transformative approach to turning your digital presence into a consistent income stream Designed for both beginners and seasoned entrepreneurs this book provides a clear actionable roadmap to generating wealth online You ll discover a plethora of proven strategies and practical tips each meticulously crafted to help you navigate the dynamic world of digital income generation Inside you ll learn how to 1 Identify Profitable Niches Discover how to find and select niches that promise high returns and long term growth 2 Create High Demand Content Master the art of crafting content that attracts and retains your target audience 3 Leverage Digital Platforms Utilize social media blogs and other digital platforms to expand your reach and boost your income 4 Diversify Income Streams Explore various methods such as affiliate marketing e commerce freelancing and digital products to ensure a steady flow of revenue 5 Scale Your Ventures Learn techniques to grow and sustain your online businesses maximizing profitability and efficiency Odebiyi s step by step guidance ensures that even complex concepts are made accessible The book is filled with real life case studies detailed tutorials and insightful advice providing you with everything you need to start and scale your online income streams successfully With The Ultimate Guide to Online Wealth you re not just reading another book you re embarking on a journey toward financial independence This guide empowers you to take control of your financial future offering the tools and confidence needed to transform your digital presence into a powerful money making machine Don t wait to start your journey to financial freedom Dive into The Ultimate Guide to Online Wealth Step by Step to Financial Freedom and begin transforming your digital aspirations into reality today embodied in critical reviews and certain other noncommercial uses permitted by copyright law For permission requests write to the author at the email address provided

A Project Guide to UX Design Russ Unger,Carolyn

Chandler,2012-03-23 User experience design is the discipline of creating a useful and usable Web site or application that s easily navigated and meets the needs of the site owner and its users There s a lot more to successful UX design than knowing the latest Web technologies or design trends It takes diplomacy management skills and business savvy That s where the updated edition of this important book comes in With new information on design principles mobile and gestural interactions content strategy remote research tools and more you ll learn to Recognize the various roles in UX design identify

stakeholders and enlist their support Obtain consensus from your team on project objectives Understand approaches such as Waterfall Agile and Lean UX Define the scope of your project and avoid mission creep Conduct user research in person or remotely and document your findings Understand and communicate user behavior with personas Design and prototype your application or site Plan for development product rollout and ongoing quality assurance **How to create a successful**

business. Build Your Dream Business: The Ultimate Guide to Entrepreneurial Success Александр

Чичулин, 2023-05-15 This book is a comprehensive guide for aspiring entrepreneurs who want to build a successful business It covers everything from identifying market gaps to building a brand launching marketing campaigns managing finances and more With practical advice and actionable steps this book provides a roadmap for achieving entrepreneurial success

Creating a Digital Empire: A Step-by-Step Guide to Launching and Growing Your Online Business Shu Chen

Hou, In today's fast paced and rapidly evolving world businesses of all types and sizes need a strong online presence to remain competitive and successful The internet has become the go to platform for commerce those that don't have an online presence are missing out on valuable opportunities to expand and develop This is why more and more entrepreneurs and business owners are turning to the digital realm to launch and expand their businesses A digital empire is a company built on the internet with an emphasis on creating an influential online presence that can attract customers from around the globe Building a digital empire offers numerous advantages Notably working remotely and having the right systems in place allow entrepreneurs to create businesses that run themselves is now possible Additionally digital empires have the potential to reach a much broader audience than traditional brick and mortar businesses Through the internet it's possible to connect with people from around the globe and sell products and services to an international customer base But perhaps the most compelling reason to build a digital empire is the opportunity it presents to build something that truly reflects your values and passions When you create something online you have the freedom to craft something that accurately reflects who you are and what your mission is Constructing a digital empire is not without its challenges There is an extensive learning curve to master the tools and technologies behind online businesses plus there is intense competition in this space making it difficult to stand out and develop an impressive brand Nonetheless success is possible With the right guidance and support anyone can build a successful digital empire This book provides that guidance with an easy to follow step by step process for launching and growing your online business Whether you're already established or just starting out this guide will help lay the groundwork necessary to build that foundation so your empire continues to expand for years to come The Ultimate Guide to Starting an Online Business, The Ultimate Guide to Starting an Online Business is your comprehensive blueprint for launching and thriving in the digital marketplace Whether you're a budding entrepreneur or an established business owner looking to pivot online this guide offers practical insights and actionable strategies to turn your vision into reality From pinpointing your niche and crafting a robust business plan to mastering SEO and leveraging social media every chapter is

packed with expert advice to help you build grow and scale your online business effectively Discover how to create a compelling brand identity set up a top notch online storefront and navigate e commerce platforms with confidence Learn to craft engaging content utilize online advertising and handle customer feedback to enhance your business s success Embrace continuous improvement build strong partnerships and stay ahead of market trends to ensure long term prosperity Chapters Include Finding Your Niche in the Digital Market Crafting a Business Plan for Online Success Choosing the Right Business Model for Your Online Venture Building a Strong Brand Identity from Scratch Setting Up Your Online Storefront Essentials and Beyond Navigating E commerce Platforms Which One is Right for You Designing an Engaging and Functional Website Mastering SEO for Online Visibility Crafting Compelling Content That Converts Leveraging Social Media for Business Growth Understanding and Utilizing Online Advertising Legal Considerations Starting Up and Staying Compliant Creating a Customer Service Strategy That Delights Building and Growing Your Email List Using Data and Analytics to Drive Decisions Developing a Mobile Friendly Online Presence Outsourcing and Managing Remote Teams Effectively Implementing Security Measures to Protect Your Business Strategies for Scaling Your Online Business Building Partnerships and Networking in the Digital World Handling Shipping and Fulfillment Logistics Staying Ahead of Online Market Trends Handling Customer Reviews and Feedback Evaluating and Adapting Your Business Strategy for Long Term Success The Need for Continuous Improvement

The Designer's Guide to Business and Careers Peg Faimon,2009-05-15 Find Your Niche and Be Successful Inside are the tools you need to get your design career off to a strong start and maintain it for the long haul Peg Faimon provides a comprehensive guide to basic business issues in today s competitive marketplace Whether you just graduated from college are building a freelance business or are starting your own firm this book will give you the confidence and knowledge to create a successful and fulfilling career You ll learn how to Research different career paths in design and organize your job search Craft an effective portfolio and master interview techniques Maintain a professional image and network to ensure a consistent stream of paying projects Collaborate effectively with clients other designers and experts in other professions like printers writers marketers and executives Establish a freelance business develop your in house career or kick start your own firm Stay fresh and move forward in the ever changing world of graphic design In addition real world advice from working designers and an interactive format will help you apply your new skills right away The Designer s Guide to Business and Careers will give you everything you need to experience immediate success in your career

Start Dropshipping Today: A Full Beginner Guide to Success with Shopify Dropshipping Store 2025 Gabriel Mensah ,2025-07-18 Launch Your Shopify Dropshipping Business Today Ready to go from zero to launched in one week Start Dropshipping Today is the complete beginner s guide you need to build and grow a Shopify dropshipping store in 2025 no experience or inventory required Why This Guide Works Stress free startup Step by step framework designed for absolute beginners no tech skills needed Fast track to launch Actionable daily tasks to get your store live and earning quickly Up to date for 2025 Fully

aligned with the latest Shopify tools app integrations and trending platforms Real world strategies Based on proven methods used by top dropshippers no guesswork What s Inside Your Roadmap to Success Dropshipping Fundamentals Understand the business model legal setup and mindset essentials Profit Driven Niche Selection Learn to identify trending high demand products using TikTok Shopify Insights and Google Tools Store Creation Made Easy Pick the best Shopify theme write compelling copy and decorate your store for trust and conversions Supplier Automation Toolkit Integrate top rated apps streamline order fulfillment and build a self running operation Marketing Traffic Mastery Drive customers with organic social email marketing and paid ads tailored to 2025 algorithms Optimization Scaling Test analyze and scale proven winners and identify bottlenecks before they hurt profits Benefits You ll Gain Launch without inventory saving your capital and reducing waste Quick turnaround Move from idea to live store in days not months Automated systems Let apps handle fulfillment tracking and reminders Confidence to grow Data driven decisions boost conversions and ROI Future proof approach Stay ahead with strategies built for the evolving e commerce landscape Who This Is For First time entrepreneurs ready to build an online business Side hustlers looking for flexible income streams Busy professionals wanting a lean scalable venture Current store owners aiming to optimize their operations and marketing Ready to Start Earning If you re done dreaming and ready to act this guide delivers everything you need to open and grow a profitable Shopify dropshipping store in 2025 No fluff No fear Just results Add Start Dropshipping Today to your cart and launch your store now success awaits Global Brand

Management Laurence Minsky,Ilan Geva,2019-11-03 In today s hyper connected world any brand with a website or digital presence is global by its very definition yet in practice it takes an enormous amount of strategic planning and adaptability to successfully manage an international brand Global Brand Management explores the increasingly universal scope of brand management In an era when many brand managers will find themselves working for large multinationals operating across varied territories categories and consumer groups developing an understanding of both the opportunities and risks of multinational brands is truly essential Meticulously researched Global Brand Management shows readers how to manage an existing global brand while simultaneously equipping them with the skills to build one from scratch The text uses fascinating case studies including Oreo Harley Davidson and Xiaomi to demonstrate the challenges of maintaining a stable brand identity when operating across territories with different languages cultural values and logistics With helpful pedagogy throughout and built in features to enhance classroom learning Global Brand Management is the perfect springboard for students to appreciate enjoy and embrace the nuances and complexities of brand management on an international scale **Launch**

Your Shopify Dropshipping Business: A Step-by-Step Guide for Beginners to Achieve Success in 2025 Henrik Caruso Storm ,2025-07-18 Launch Your Shopify Dropshipping Business Fast Stress Free Ready to build a profitable online store without inventory headaches or overwhelming startup costs Launch Your Shopify Dropshipping Business is your complete up to date roadmap for launching and scaling success in 2025 designed specifically for beginners who want clarity

speed and results Why This Book Works Proven data backed strategies Based on recent guides from Shopify this handbook walks you through three different dropshipping methods with actionable steps tailored to your experience level Low risk low cost startup Dropshipping allows you to sell products without holding inventory minimizing financial exposure and accelerating launch speed Avoid beginners mistakes Learn how to navigate fierce competition supplier pitfalls and narrow margins key challenges shown in expert analyses What You ll Get Inside Dropshipping Fundamentals Understand the model set up your Shopify account and prepare for tax legal basics Winning Product Niche Discovery Use tools like Google Trends AliExpress TikTok to identify high potential products Seamless Store Launch From theme selection to payment setup design a polished optimized storefront that converts Supplier Fulfillment Setup Integrate top Shopify apps and automate orders reliably Marketing Growth Tactics Use organic traffic social media email flows and paid ads to attract customers and drive sales Scale Optimize Track performance metrics implement A B testing and scale ad budgets smartly Benefits You ll Gain Start with zero inventory Pay when you make a sale Launch in days not months Build and go live quickly with easy to follow blueprints Spend less time on logistics Automate order fulfillment and customer service Grow with confidence Make data driven decisions to increase profitability Build a scalable side hustle friendly business Ideal for flexible income in 2025 Who Should Read This Book Complete beginners wanting a proven path into e commerce Aspiring entrepreneurs seeking a low cost startup Busy individuals looking for flexible income streams Current store owners aiming to upgrade systems and boost revenue Your Action Plan Starts Now If you want to stop guessing and start earning with less risk and more clarity this is the guide you need Ready to take control of your financial future Add Launch Your Shopify Dropshipping Business to your cart today and begin building your dream store 2025 awaits **Building a Brand That Scales** Jed G. Morley, 2025-06-03

Unlock the hidden value in your brand and business In Building a Brand That Scales branding expert Jed G Morley bridges the gap between brand marketing and performance marketing to unlock the hidden value in your business Jed shares proven principles and real world examples for building a brand that grows with you The resulting clarity consistency and momentum drive alignment and fuel profitable growth to maximize your company s value When you re clear about who you are what you do and why it matters your entire team can consistently communicate your value to every audience creating opportunities that convert customers to your brand With Building a Brand That Scales you ll learn how to craft a compelling brand strategy that shapes customer perceptions with the right words images and experiences communicate your value clearly and consistently across all audiences channels and customer touch points align teams with cohesive visual verbal and experiential guidelines accelerate growth with targeted messaging at each stage of the funnel JED G MORLEY is the founder and CEO of Backstory Branding a consultancy dedicated to helping businesses build brands that live up to their promise through consulting coaching and courses With over two decades of experience Jed has led brand breakthroughs for category leaders such as BambooHR Lucidchart Consensus Grow and Vasion His proprietary Backstory Brand Wheel™ Framework has

empowered organizations across industries to clarify their purpose articulate their value and codify their culture

Designing Brand Identity Alina Wheeler, 2012-10-11 A revised new edition of the bestselling toolkit for creating building and maintaining a strong brand From research and analysis through brand strategy design development through application design and identity standards through launch and governance *Designing Brand Identity* Fourth Edition offers brand managers marketers and designers a proven universal five phase process for creating and implementing effective brand identity Enriched by new case studies showcasing successful world class brands this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding including social networks mobile devices global markets apps video and virtual brands Features more than 30 all new case studies showing best practices and world class Updated to include more than 35 percent new material Offers a proven universal five phase process and methodology for creating and implementing effective brand identity

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How To Develop A Brand Guide Introduction

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