



Brand guide

Version 1.1 | June 2016

Lead images



Symbol

The symbol is the primary way of representing Lumeon 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 in all of our communications and is the primary way of representing Lumeon in the world.



Secondary palette

A brand's color palette is a collection of colors that are used to represent the brand. It is a collection of colors that are used in all of the brand's communications and is the primary way of representing the brand in the world.

The secondary palette is a collection of colors that are used to represent the brand. It is a collection of colors that are used in all of the brand's communications and is the primary way of representing the brand in the world.



Restricted space versions



When the symbol is used in a restricted space, it is important to ensure that it remains clear and legible. This is achieved by using the restricted space versions of the symbol.

We're a youthful, open, friendly company.

How To Develop A Brand Guide

Ahmed Musa



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