



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 recognize. 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's color palette is a collection of colors that are used to create a visual identity. 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 create a cohesive and unified look.

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

Restricted space versions



When the Lumeon symbol is used in a restricted space, it should be simplified to ensure it remains recognizable. The simplified version should be used in all instances where the full symbol cannot be used.

We're a youthful, open, friendly company.

How To Develop A Brand Guide

Tao Wei



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