



Brand guide

Version 1.1 | June 2016

Symbol

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

It is a symbol that is simple, clear and easy to recognize. It is a symbol that is unique and memorable. It is a symbol that is versatile and adaptable. It is a symbol that is timeless and enduring. It is a symbol that is the heart of the Lumeon brand.



Secondary palette

Secondary gradients

A brand with a strong visual identity needs a consistent color palette. The secondary palette is a collection of colors that complement the primary palette. It is a palette that is versatile and adaptable. It is a palette that is timeless and enduring. It is a palette that is the heart of the Lumeon brand.

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

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

Liyong Dong



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