LUMO
INTERACTIVE

Brand Guide 2022

Contents

Mission & Voice

LUMO Interactive exists to make interactive displays easy, affordable, & sustainable for everyone.

Our voice is helpful, grateful, & patient.

We are polite, curious, and encouraging in all communications.

Fonts – Web & Print

Typography PROXIMA NOVA

LUMO's primary typeface is Proxima Nova. It's modern, friendly and easy to read.

LUMO and headings are bold.

INTERACTIVE / play / product names & paragraph text are regular.

Captions and emphasized notes are italicized.

Usage

Use Proxima Nova for all LUMOplay communications where possible. When use of Proxima Nova is not possible, use the Open Sans font family

Fonts – Software

MONTSERRAT

Regular - Sub-Head / Head / Body Font-weight 300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Medium Bold - Highlight or bold text (active state, contrast title)
Font-weight 500
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Corporate Logo

INTRODUCTION

LUMO's founder, Meg Athavale, had epic buck teeth as a kid. Her nickname, 'Rabbit', inspired the electric rabbit logo. This logo has since become a recognizable symbol of our brand, which is why it's so important to use it consistently and correctly.

Rabbits are social, playful creatures. They appear in the folklore of every culture, often representing a connection to the moon and the spirit world. Like the rabbits in these stories, LUMO bridges the real world and the world of imagination.

Usage: The electric rabbit head can only be used on it's own (without the wordmark) for app and website icons.

It can be placed inside a colored circle, over a variety of colors depending on the context. See Brand Colors.

Primary Corporate Wordmark

HORIZONTAL

LUMO Interactive is our registered business name.

Font(s): Proxima Nova Bold / Regular.

Colors: The logo can be white on black or black on white.

Case: 'LUMO' is always capitalized. 'Interactive' is all-caps in the logo, and written with a capital 'I' in all other cases.

Alignment: The top corner of the L in LUMO lines up with the edge of the rabbit's left ear, & can be no lower than 1/2 the total height of the head. The bottom of the wordmark should line up with the rabbit's chin.

Usage: All communications, including letterhead, signatures, & presentations to any vertical except B2C.

Secondary Corporate Wordmark

VERTICAL

LUMO
INTERACTIVE

Font(s): Proxima Nova Bold and Regular.

Colors: This logo can be white on black or black on white.

Case: 'LUMO' is always capitalized. 'Interactive' is all-caps in the logo, and written with a capital 'I' in all other cases.

Alignment: The size relationship and spacing between the elements must remain consistent.

Usage: The vertical orientation of the logo can be used in white on black or black on white and is intended only for cases where vertical or square logos are preferred (like sponsor logo placement or printed swag) where the horizontally aligned logo will not fit the overall design.

Corporate Wordmark Lockups

Product Wordmarks

LUMOplay is our software platform.

Font(s): Proxima Nova Bold / Regular.

Colors: The logo and wordmark can be white or black. The rabbit head is always shown inside a circle with a gradient made from the following brand colors from the top left to the bottom right:
Pink #C11154, Purple #911C8D, Blue #127CE6

Case: LUMOplay is one word. LUMO is always uppercase bold, and 'play' is always lowercase regular.

Alignment: The wordmark with or without tagline is always centered horizontally with the circle logo.

Usage: Website, watermark on software promotional material such as videos and photos, B2C marketing deck title slides. The tagline is only used in video bumpers and on title slides and print media where the tagline font is easily legible.
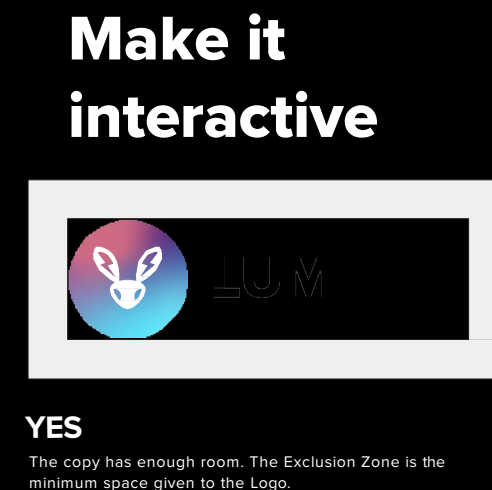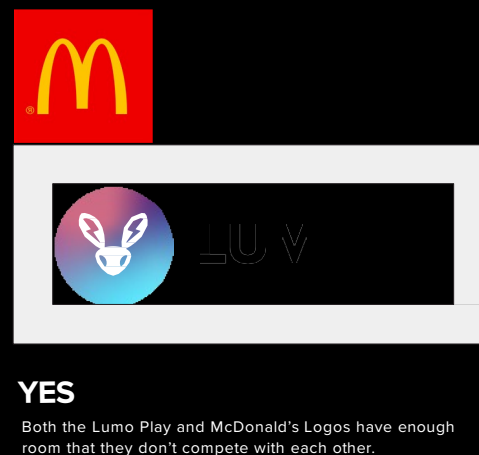
Product Wordmark Lockups
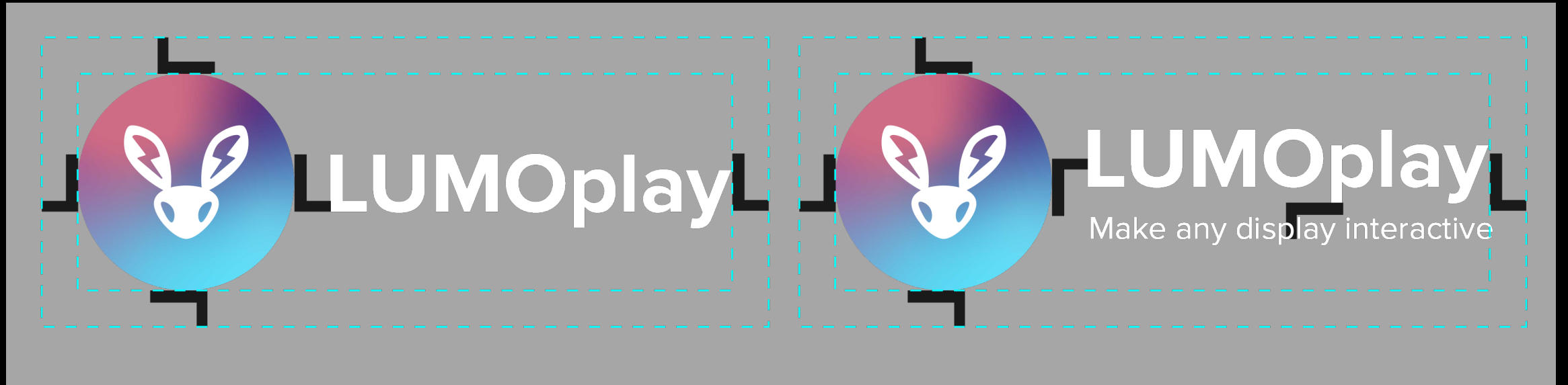
Exclusion Zone

The exclusion zone ensures the legibility and impact of the logo by isolating it from other competing visual elements.

The exclusion zone is considered the absolute minimum safe distance. The logo should be given as much room as possible.

In the top two examples, other elements come too close to the LUMOplay logo, creating a cramped and messy visual.

The bottom two examples show the correct treatment of the logo and the exclusion zone.

NO
Here the McDonald's logo is much too close to the Lumo Play Logo.

Make it interactive

NO
This copy is also much to close to the Lumo Play Logo.

YES
Both the Lumo Play and McDonald's Logos have enough room that they don't compete with each other.

Make it interactive

YES
The copy has enough room. The Exclusion Zone is the minimum space given to the Logo.
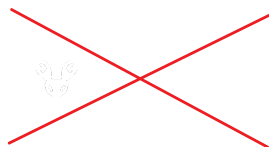
Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to without exception. To illustrate this point, some of the more likely mistakes are shown on this page.

NO

Do not outline or create a keyline around the Logo.

NO

Do not change the Logo colour or tone outside the colours specified in the colour section of this guide.

NO

Do not rotate the Logo.

NO

Do not change the typeface or recreate the Wordmark. Use only the provided files.

NO

Do not manipulate or draw your own Logo.

NO

Do not resize the Rabbit.

NO

Do not use the logo on the same coloured background.

NO

Do not use the Wordmark without the Rabbit.

Colors

Colors are vital to good design and effective communication. Each color in our brand palette is chosen to represent a specific tool or product. Colors should not be modified or used for the wrong product or logo version.

Contrast

Contrast ensures that text is legible. Maintain approved contrast by choosing opposite colors for the background (typically white) and the text (black).

Whitespace

Give the LUMOplay logo and product names enough room to ensure the brand is presented professionally and clearly.

Core Brand Colors

Black and white are the primary colors for B2B corporate logos, titles, and presentations, with white text on a black background preferred.

The following brand colors are to be used as accent colors on marketing and training materials, software UI, and presentations, and should not be used when it makes the legibility of text difficult.

LUMO Playmaker Blue #127CE6
Used as an accent color when referring to LUMOplay software (unless specifically referencing the Free or Playground tier) on the web, marketing materials, software, and in corporate communications and decks.

LUMO Playground Pink #C11154
Used when referring to LUMO Playground on the web, marketing materials, or in the software.

LUMOplay Free Purple #911C8D
Used when referring to free software or to highlight a free app on the web, marketing materials, or in the software.

Product Names & Colors

Products

 Free

 Playground

 Playmaker

 Motion Maker

Colors

Free Purple
CMYK 0-81-3-43
RBG 145,28,141
HEX 911C8D

Playground Pink
CMYK 0-91-56-24
RBG 193-17-84
HEX C11154

Playmaker Blue
CMYK 92-46-0-10
RBG 18-124-230
HEX 127CE6

Motion Maker Blue
CMYK 75-62-0-45
RBG 35-53-141
HEX 23358D

Align
The space between the Icon and the product name is measured by the width of the letter "L" in LUMO. The space between "play" and the product name is measured by the counter-space (the hole) of the letter "p" in play.

Exclusion Zone
The exclusion zone for the icon with the wordmark and product name is measured by the height of the "L" in LUMO.

The exclusion zone for the icon alone is measured by the height of the triangle that makes the rabbit's eye.

Exclusion Zone

Minimum size

Print = 0.4in height
Digital = 30px height

Minimum size

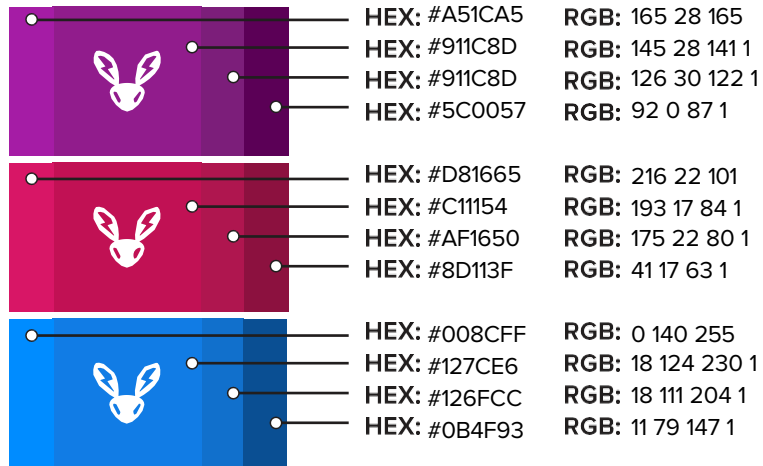Print = 0.4in height
Digital = 30px height

Tiny size

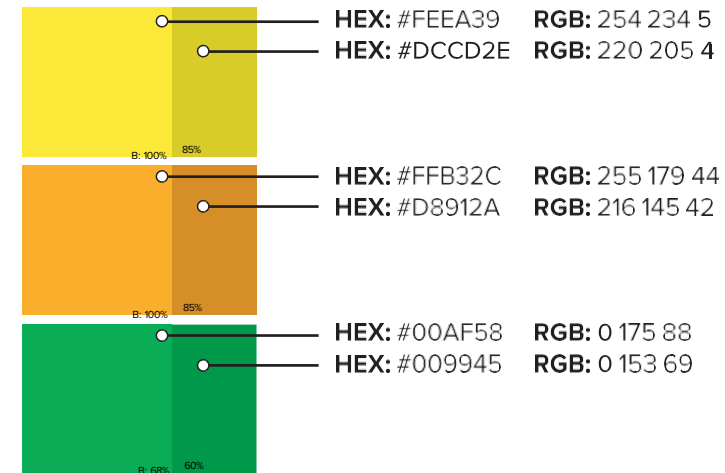Print = less than 0.4in
Digital = less than 30px

Web & Print Colors

LUMOplay's brand colors are bright, saturated, and high contrast. Primary colors are used to represent and differentiate between products. Secondary colors are used for call to action buttons and notifications.

Primary

HEX: #A51CA5   RGB: 165 28 165
HEX: #911C8D   RGB: 145 28 141 1
HEX: #911C8D   RGB: 126 30 122 1
HEX: #5C0057   RGB: 92 0 87 1

HEX: #D81665   RGB: 216 22 101
HEX: #C11154   RGB: 193 17 84 1
HEX: #AF1650   RGB: 175 22 80 1
HEX: #8D113F   RGB: 41 17 63 1

HEX: #008CFF   RGB: 0 140 255
HEX: #127CE6   RGB: 18 124 230 1
HEX: #126FCC   RGB: 18 111 204 1
HEX: #0B4F93   RGB: 11 79 147 1

Secondary

HEX: #FEEA39   RGB: 254 234 5
HEX: #DCCD2E   RGB: 220 205 4

B: 100%   85%

HEX: #FFB32C   RGB: 255 179 44
HEX: #D8912A   RGB: 216 145 42

B: 100%   85%

HEX: #00AF58   RGB: 0 175 88
HEX: #009945   RGB: 0 153 69

B: 68%   60%

Neutrals

HEX: #D1D4D4   RGB: 209 212 212
HEX: #E3E5E5   RGB: 227 229 229
HEX: #F0F2F2   RGB: 240 242 242
HEX: #FDFFFF   RGB: 253 255 255

83%   90%   95%   100%

HEX: #000000   RGB: 0 0 0

Software & UI Colors

This palette is adjusted for software display through a projector, which is the way LUMOplay's desktop application is most frequently viewed. These colors are optimized for accessibility and legibility when being displayed as a projection.

HEX: #911C8D   **RGB:** 145 28 141 1
HEX: #911C8D   **RGB:** 126 30 122 1
HEX: #5C0057   **RGB:** 92 0 87 1

HEX: #C11154   **RGB:** 193 17 84 1
HEX: #AF1650   **RGB:** 175 22 80 1
HEX: #8D113F   **RGB:** 41 17 63 1

HEX: #127CE6   **RGB:** 18 124 230 1
HEX: #126FCC   **RGB:** 18 111 204 1
HEX: #0B4F93   **RGB:** 11 79 147 1

Secondary

Dark Scheme

Light Scheme

HEX: #0D161D   **HEX:** #FFFFFF
HEX: #162734   **HEX:** #162734
HEX: #353D48   **HEX:** #B5B4B4
HEX: #404955   **HEX:** #C4C4C4
HEX: #565F6A   **HEX:** #E2E2E2
HEX: #757D86   **HEX:** #F0F0F0
HEX: #818991   **HEX:** #F8F8F8

HEX: #FFFFFF   **HEX:** #546276
HEX: #BABDC1   **HEX:** #8A97A8
HEX: #5E646D   **HEX:** #B6B9BD

Note   **HEX:** #56BAD8
       HEX: #61CCF5
Done   **HEX:** #37B54B
       HEX: #3ED65B
Error **HEX:** #BC575C
       HEX: #F16D6F
Warning **HEX:** #DCCD2E
       HEX: #FEEA39
Other **HEX:** #D8912A
       HEX: #FFB32C

Neutrals

HEX: #D0D3D2   **RGB:** 208 211 210
HEX: #F0F3F3   **RGB:** 240 243 243
HEX: #FFFFFF   **RGB:** 255 255 255

HEX: #000000   **RGB:** 0 0 0

Color Proportion

Individual designs may vary, but notice that the cumulative effect keeps the overall brand color balance.

Vocabulary

Definitions of commonly used terms.

Community Member – Someone who has visited LUMOplay.com or engaged on social media

Visitor – someone who has visited LUMOplay.com

User – someone who has downloaded LUMOplay software

Account – a registered account on LUMOplay.com with a username (usually email) and password

Subscription – The usage agreement between a User with a LUMOplay Account and LUMO Interactive

Subscription License Fee – The fee for all LUMOplay Subscription Seats in an Account

Subscription Term – The paid term covered by the Subscription License Fee

Subscription Seat – A single installation of LUMOplay software

Sensor – Any type of I/O device conntected to a computer which can be used to control visual elements of a display

Camera – Any camera (RGB, depth, LiDAR, ToF etc.)

Calibration – The process by which the sensor is fine-tuned to track the desired motion, gesture, or touch interaction

LUMO
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