

# CORPORATE IDENTITY

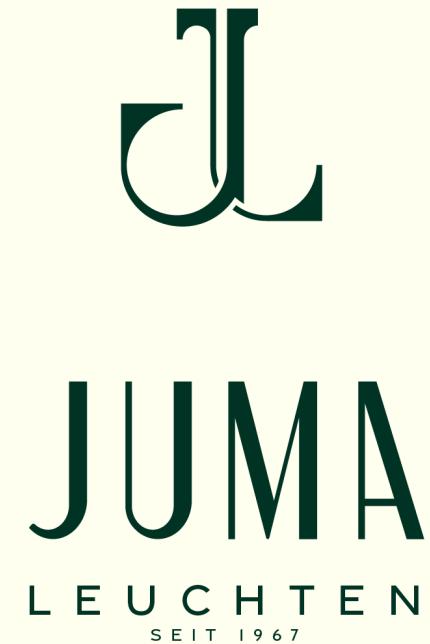
JUMA LEUCHTEN

A **family-owned** business specialized in the design and manufacturing of **chandeliers and lights**. Founded in **1967** in Vienna, **JUMA** strives for **innovation** and keeps **traditions** alive.



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# ABOUT US

With a keen eye on **details** and lots of **patience** we not only deliver high quality products but with it a customer experience. From the planning and designing of custom lighting solutions to installation and maintenance, we **always attend to our clients**. This mentality reflects the family values and the businesses reputation.

More expensive products lead to higher spending customers. This clientele especially wants a more personalized consulting experience.



# COMPANY VISION

## VISION 01

Explore the realms of what is possible in the world of furniture design in terms of presentation and production through the usage of newest technological advantages.

## VISION 02

Connect to international resellers and complete more commercial projects. Streamline the development process as well as production and installation.

# DIGITALIZATION MISSION

## MISSION 01

Increase the reach of the company through digitalization and content management. Improve overall workflow and division of labor.

## MISSION 02

Strengthen the brand identity and visual appearance. Increase presentational material and means of presentation.





#### KEY POINT

Lots of attention and an openminded approach to our clients wishes. Aim is to always deliver the best possible solution with the highest level of quality.

## BRAND PERSONALITY

As a family owned and lead business, we hold a high level of standard in our customer support. Our aim is to always be helpful and only deliver the best quality of products and services to our clients.

- 👉 An always positive and optimistic approach
- 👉 Friendly and openminded demeanor
- 👉 Quality over Quantity



## BRAND VALUE

The importance of light in every setting is as important as the setting itself. The positioning, intensity, color and temperature are only a few important parameters. With over 50 Years of experience, we not only look at the aesthetic behind our models but also the experience they deliver ones illuminated.

### KEY POINT

Importance of light and all of its shapes and colors.

### KEY POINT

Aesthetic of our designs and the experience they deliver.

### KEY POINT

Longevity and quality in our products and services.

# MASTER LOGO

The design reflects timelessness, elegance and simplicity. The German Language is used to resonate with the origin of the company. JUMA as the wordmark can stand by itself and is followed in visual importance by the letterform above or besides.



## MEANING ONE

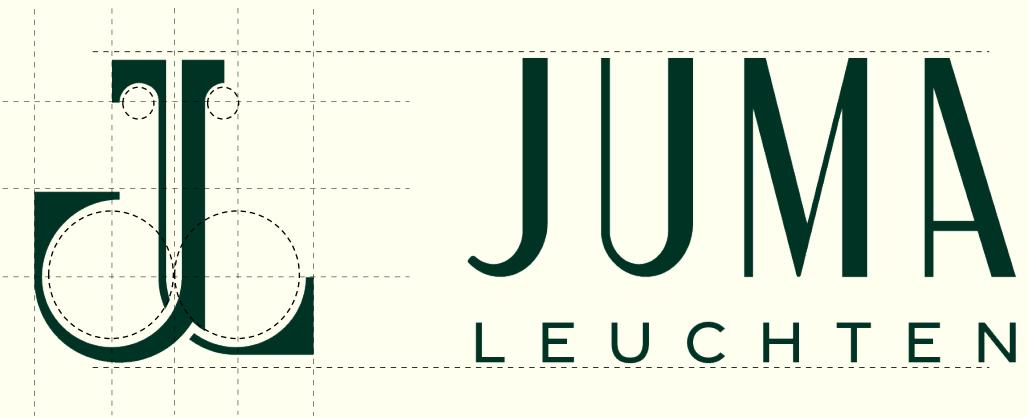
JUMA as the family surname is a short, meaningful and memorable company name. It stands tall and proud.

## MEANING TWO

Out of the letters J for JUMA and L for LEUCHTEN forms a chandelier.



# LOGO CONSTRUCTION



The logo constructs itself out of a square with four circles. The circles diameter is exactly half the length of a side of the square. Two additional cycles with the diameter half of the previous four circles get constructed. These simple geometric shapes, make up the foundation of the letterform.

## KEY POINT

JUMA is a modification of  
Fino Sans Regular

## KEY POINT

LEUCHTEN is Gravesend  
Sans Medium

# SAFE ZONE

To ensure the Logo doesn't get compressed the following minimum distances are required. The distance from the Logo to other elements should never be smaller than the distances in the Logo itself.



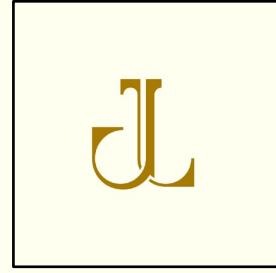
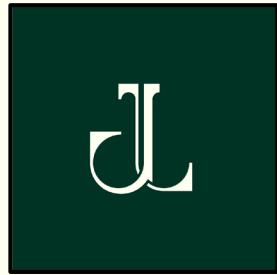
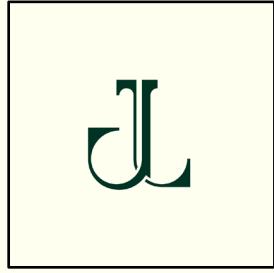
More horizontal spacing for horizontal Layout.



A square layout offers the best scalability.

Adequate spacing is important to keep the logos visual integrity.





## LOGO ICON

As the icon of the brand, a letterform, made from the beginning letters of JUMA and LEUCHTEN, creates a Chandelier. This bridges the name to the product and can be further simplified for smaller formats.



### Key Point

Color variation with at least 3:1 contrast ratio for better readability.

### Key Point

Simplifications must stay in the proportions of the original icon.



JUMA  
LEUCHTEN

# LOGO VARIATION

The wordmark JUMA is the most important name and must reflect the company's identity. The communication through form and color is coherent with the values of the brand.

MODERN

EXCLUSIVE

TRADITIONAL

## KEY POINT

Colors can be adjusted to fit the projects visual appeal and bring variety with different color combinations.

## KEY POINT

Visibility must be guaranteed with a contrast ratio higher than 3:1.

JUMA  
JUMA  
JUMA  
JUMA  
JUMA  
JUMA  
JUMA  
JUMA  
JUMA





Monochromatic colors of  
the same HEX can be used  
as well as other forms of  
expression of color theory.

## ON BACKGROUND

Colors may change but the idea stays  
the same. Each combination can  
communicate different styles and  
categories, but all can be combined and  
still look coherent.

# MINIMUM SIZE

BEAUTY IN MINIMALISM

Through a minimalistic approach we not only convey our message but also improve scalability. The smaller the format the smaller the logo – also test readability in 100% scale.

Always scale proportionately!



SUBTITLE

HEADING 01

HEADING 02

REGULAR TEXT

CATAMARAN

POIRET ONE

ANTONIO

MANROPE

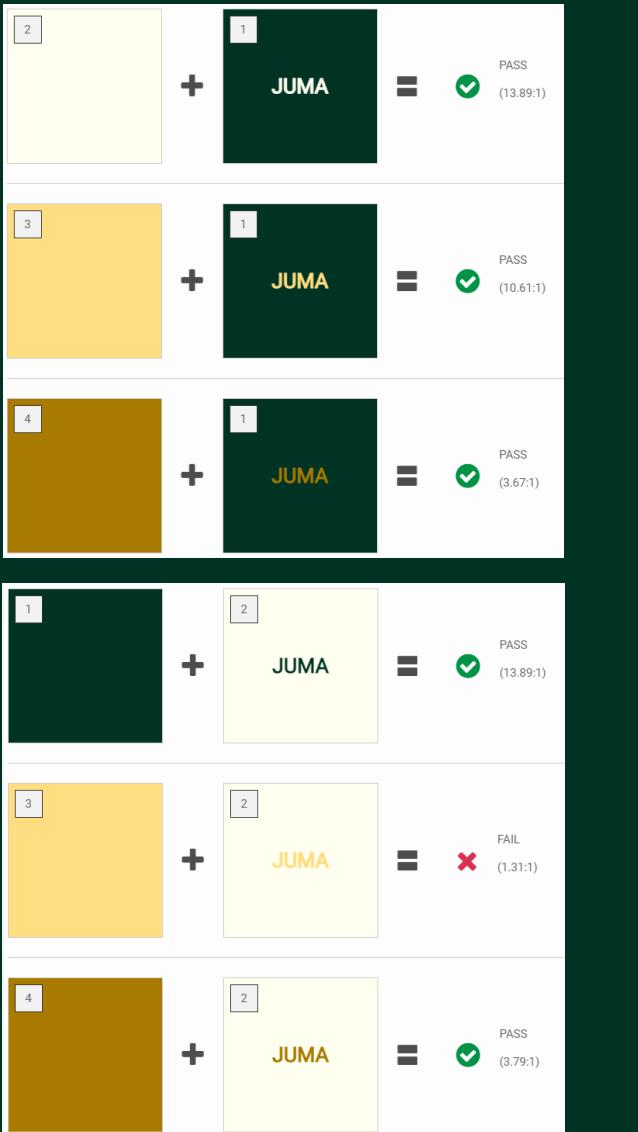
ELEGANCE IN SIMPLICITY

TYPOGRAPHY

## A WAY OF COMMUNICATION

The usage of only san-serif typographies communicates a clean and modern look. Easily readable and translatable in all formats, these type-forms improve overall visual appeal.

Mixing boldness and cursive letterforms or different spacings, makes the text layout feel more alive and responsive.



# COLOR PALETTE

Accent colors can be added to fit the presentation theme.  
Monochromatic variations are possible too.

EMERALD



#003324

EXCLUSIVE  
PRESTIGE  
CONFIDENT

IVORY



#FFFFF0

MODERN  
CALM  
WARM

SCHÖNBRUNN



#FFDD80

MEANING  
ELEGANT  
NEUTRAL

DARK GOLD



#A87B00

EARTH  
TRADITION  
MODEST

# IMAGERY

Symbolic Imagery to present a feeling for the visual identity of the Brand.

Mockups created with Canva.



# LOGO ON IMAGE



RECOGNISABLE  
BRAND PATTERN

A pattern created through the use of a simplified version of the Letterform Logo. Endless scalable grid with minimum 4k resolution. Color variations in the brands color palette allow for even more variety.

Always keep scale in proportion. Higher  
spacing for smaller scale planes.