

LUSSA

BRAND GUIDELINES

FOR BUSINESS V.01 - 2024

BRAND CREATIVE GUIDELINES

INDEX

LOGO	COLOR	TYPOGRAPHY	BRAND IN USE
04 LOGO	11 COLOR	15 TYPOGRAPHY	19 BRAND IN USE
07 LOGO COLOR	14 COLOR USE	17 TYPEFACE	21 LOGO EXAMPLES
08 APP ICON		18 DO NOT	22 LOGO PLACEMENT
09 FAVICON			23 LANDSCAPE BANNER
10 DO NOT			24 ANIMATED LOGO

THIS IS YOUR ROADMAP (BRAND GUIDELINES) TO
EVERYTHING YOU NEED TO KNOW ABOUT THE
LUSSA BRAND.

YOU'LL FIND PLENTY OF INFO IN HERE TO HELP
YOU BRING **OUR BRAND** TO LIFE.

LET'S GO!

LOGO

LUSSA BRAND CREATIVE GUIDELINES

WE USE OUR LOGO WITH PRIDE
AND FILL IT WITH MEANING.

06

LOGO

The Lussa logo is the primary visual icon of our identity.

The stylized, mono weight upper case letter form should never be altered or compromised.



07

LOGO COLOR

The Lussa logo is the primary visual icon of our identity. The stylized, mono weight upper case letter form should never be altered or compromised.

BLACK LOGO

Lussa black logo for use white and red backgrounds.

WHITE LOGO

Lussa black logo for use black backgrounds.



LUSSA

WHITE
BACKGROUND



LUSSA

RED
BACKGROUND



LUSSA

BLACK
BACKGROUND

App icons are individually designed, based on specifications. They were created using only Lussa corporate colors.

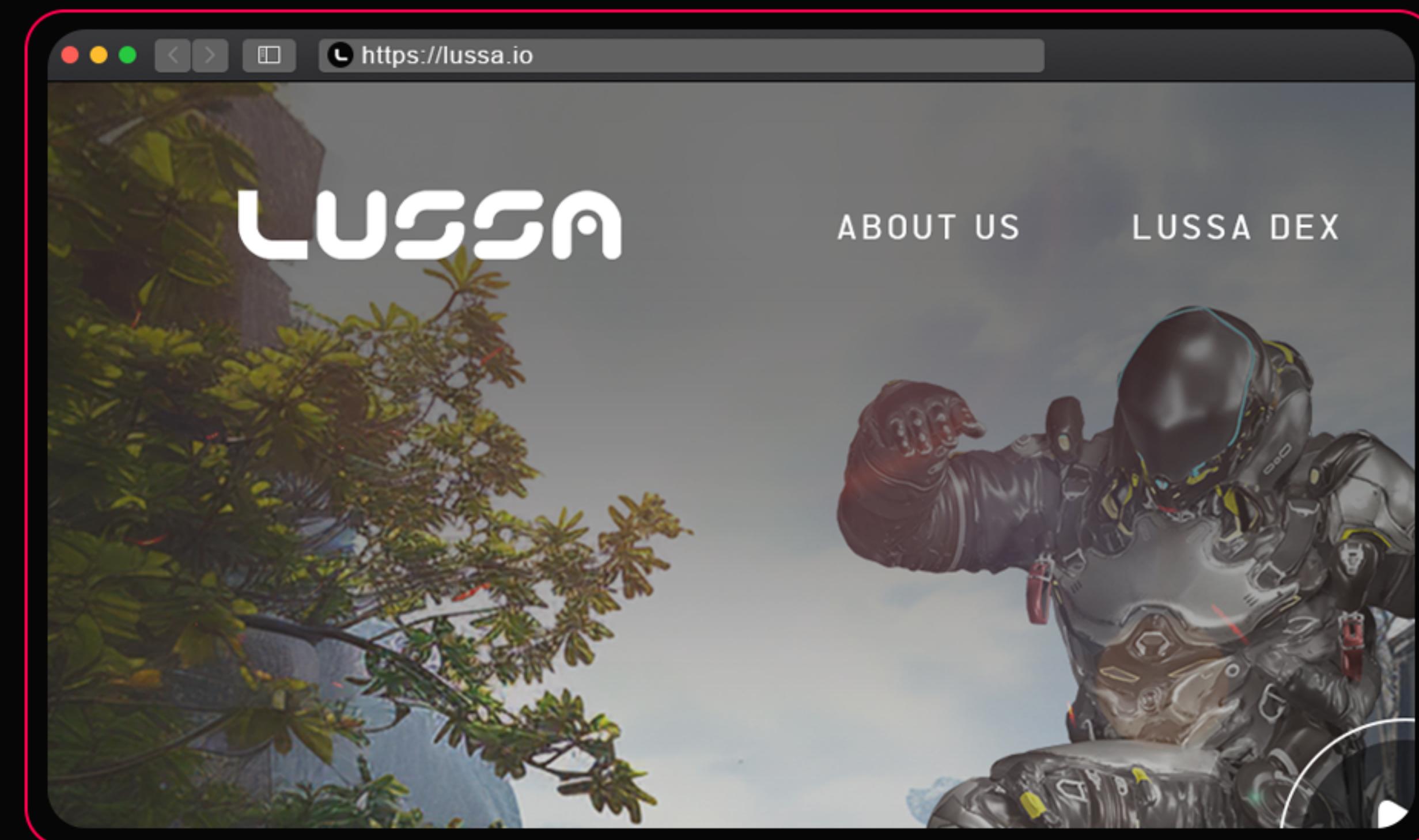
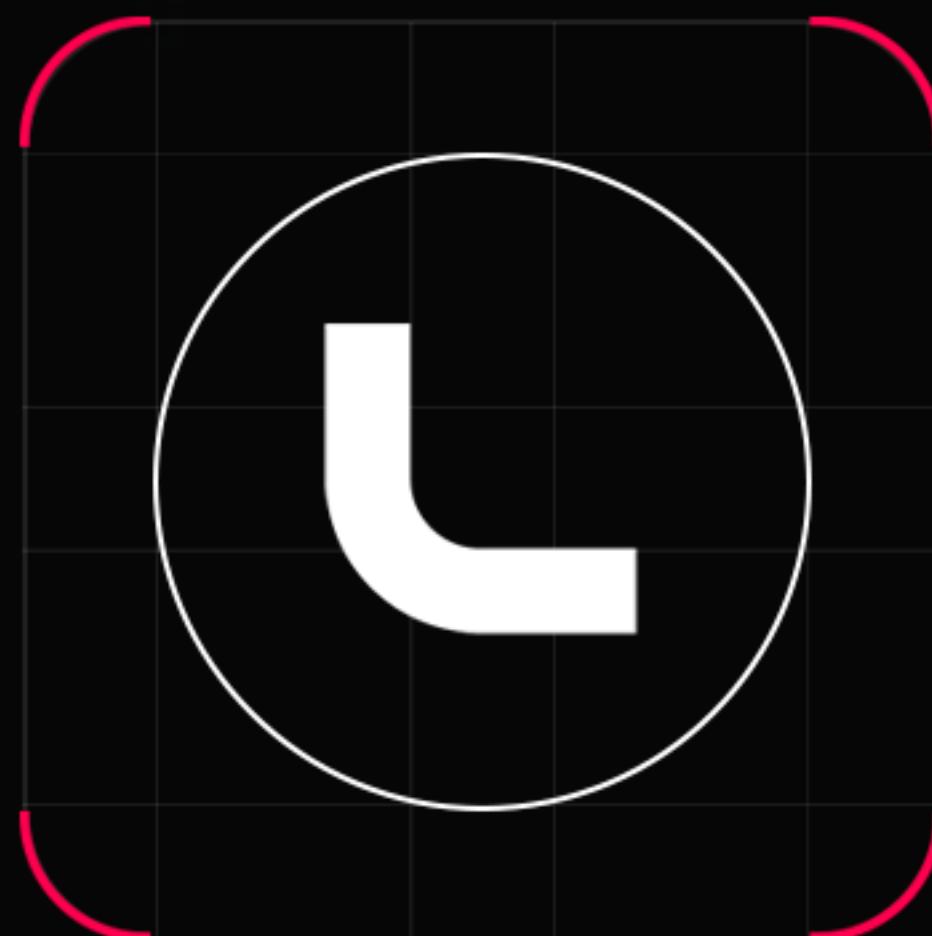
The following schematic provides guidance on the logo sizing.



09

FAVICON

In formats with limited space, use the smaller version of our logo (<80x15) to improve legibility. For favicons we prefer to use our symbol only.



DO NOT!**1. DO NOT GO WITH YOUR CRAZY COLOR MIX**

For more guidance around which colors are allowed, see page 13.

2. DO NOT APPLY EFFECT

Glowing edges, drop shadows and gradients are forbidden.

3. DO NOT USE THE COLORS INCORRECTLY

Also no other color combinations are allowed besides the ones provided in these guidelines.

Note: Use the new color scheme whenever possible for brand consistency. However, the Old Lussa logo color may be used if necessary.

GREEN: #A1FF00



COLOR

LUSSA BRAND CREATIVE GUIDELINES

COLORS ARE THE MOST POWERFUL
PART, JUST LIKE OUR RED.

COLOR

The brand color palette is meant to bridge marketing communication and product interface in order to enhance familiarity and visual recognition.

Black and white are compatible and connected with each other. As emotions, they express simplicity and clarity.

LUSSA COLOR

WHITE

#FFFFFF

C:0 - M:0 - Y:0 - K:0

LUSSA COLOR

GREEN

#A1FF00

C:38 - M:0 - Y:100 - K:0

LUSSA COLOR

RED

#FF004E

C:0 - M:99 - Y:60 - K:0

LUSSA COLOR

BLACK

#060606

C:74 - M:68 - Y:67 - K:88

COLOR USE

The use of our colors creates ownership and tells our story.

BACKGROUND

BLACK

TEXT AND GRAPHICS

WHITE

RED

WHERE TO USE

Brand Campaigns,
Lussa brand creative
Web + App



TYPOGRAPHY

LUSSA BRAND CREATIVE GUIDELINES

TYPOGRAPHY IS OUR VISUAL VOICE.
AS SPECIAL AS WE ARE.

This is our everyday expression. Clear hierarchy of information ensures ease of use for more functional moments in our brand.

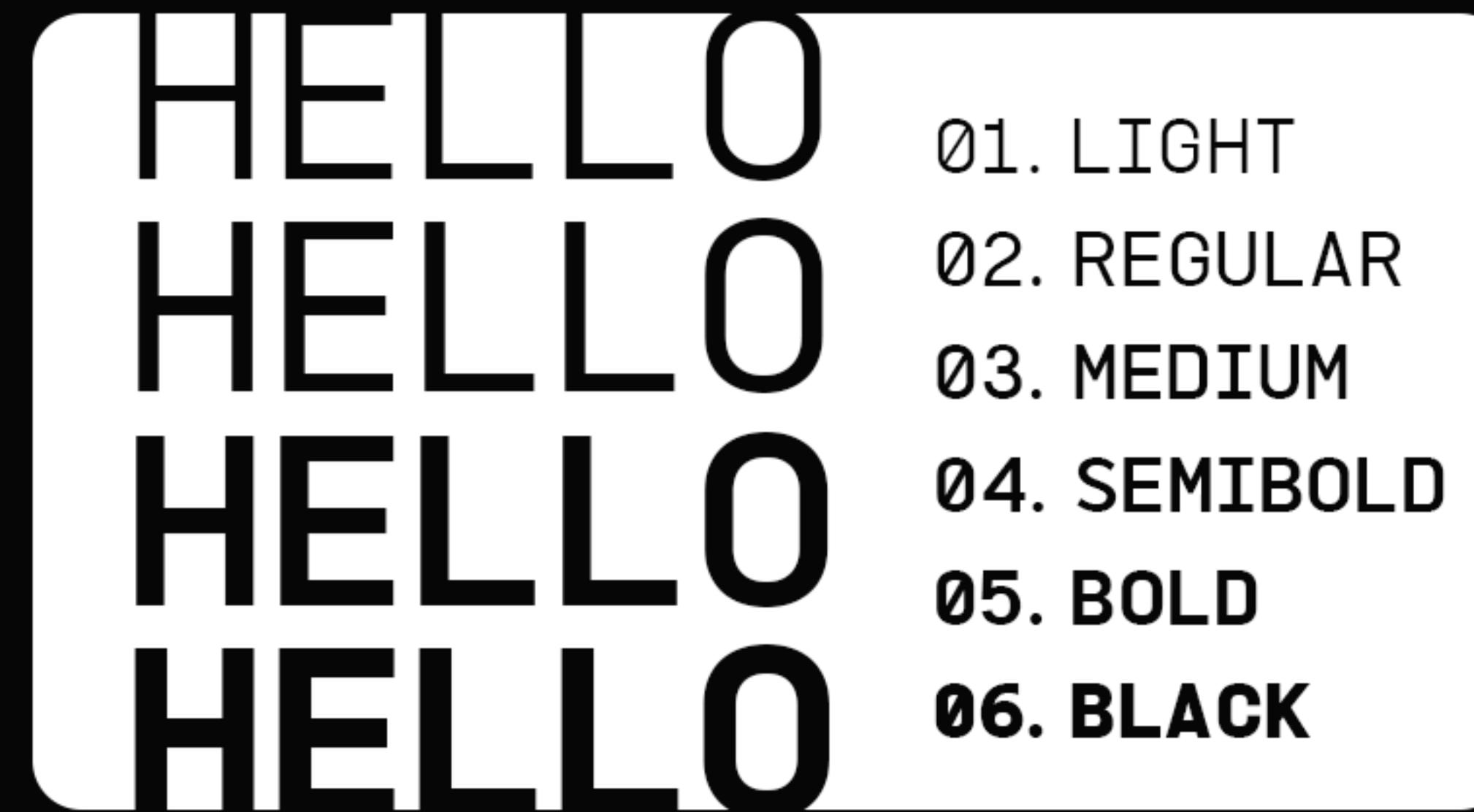
FILAMINT FONT FAMILY

Filamint is a font family with a monospaced shape and style, with angles that are so firm / without indentation, which makes it look more assertive.

WHERE TO USE

Brand Campaigns,
Lussa brand creative
Web + App

MEET OUR TYPEFACE: FILAMINT E001



In a desperate attempt to save humanity, the government has launched various missions to explore new planets for possible settlement.

What they didn't know; going into this mission was that each planet has unique challenges and dangers, from scorching sun rays, freezing conditions,

Presented by
Lussa The Final
Frontier

Explore new planets

Earth is in peril as it is hit by a massive solar storm that threatens to destroy all life on the planet.

radioactive explosions, insufficient oxygen, supersonic winds and acid rains.

DO NOT!

Please pay attention to the use of typography. Never make the mistakes in the example.

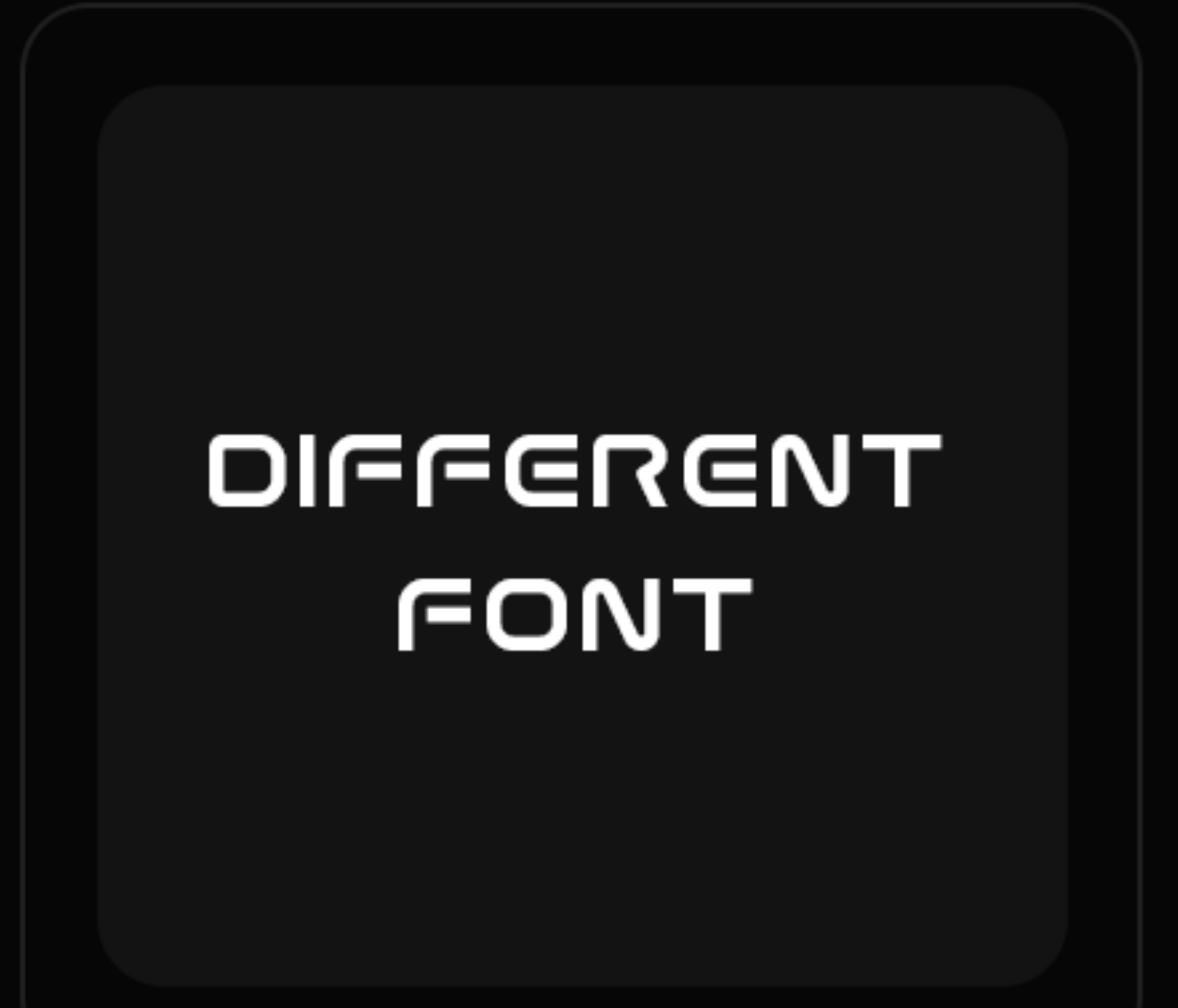
1. DO NOT ROTATE TYPOGRAPHY.
2. DO NOT USE MULTIPLE CONTENT COLORS ON TYPOGRAPHY.
3. DO NOT USE A FONT OTHER THAN LUSSA CORPORATE FONT.
4. DO NOT ADD DIFFERENT SHAPES OUTSIDE OF CORPORATE GRAPHICS.



STORY
OF LUSSA



LUSSA
THE FINAL
FRONTIER



DIFFERENT
FONT



COMING
SOON

BRAND IN USE

LUSSA BRAND CREATIVE GUIDELINES

DESIGN IS THE SILENT
AMBASSADOR OF BRAND.

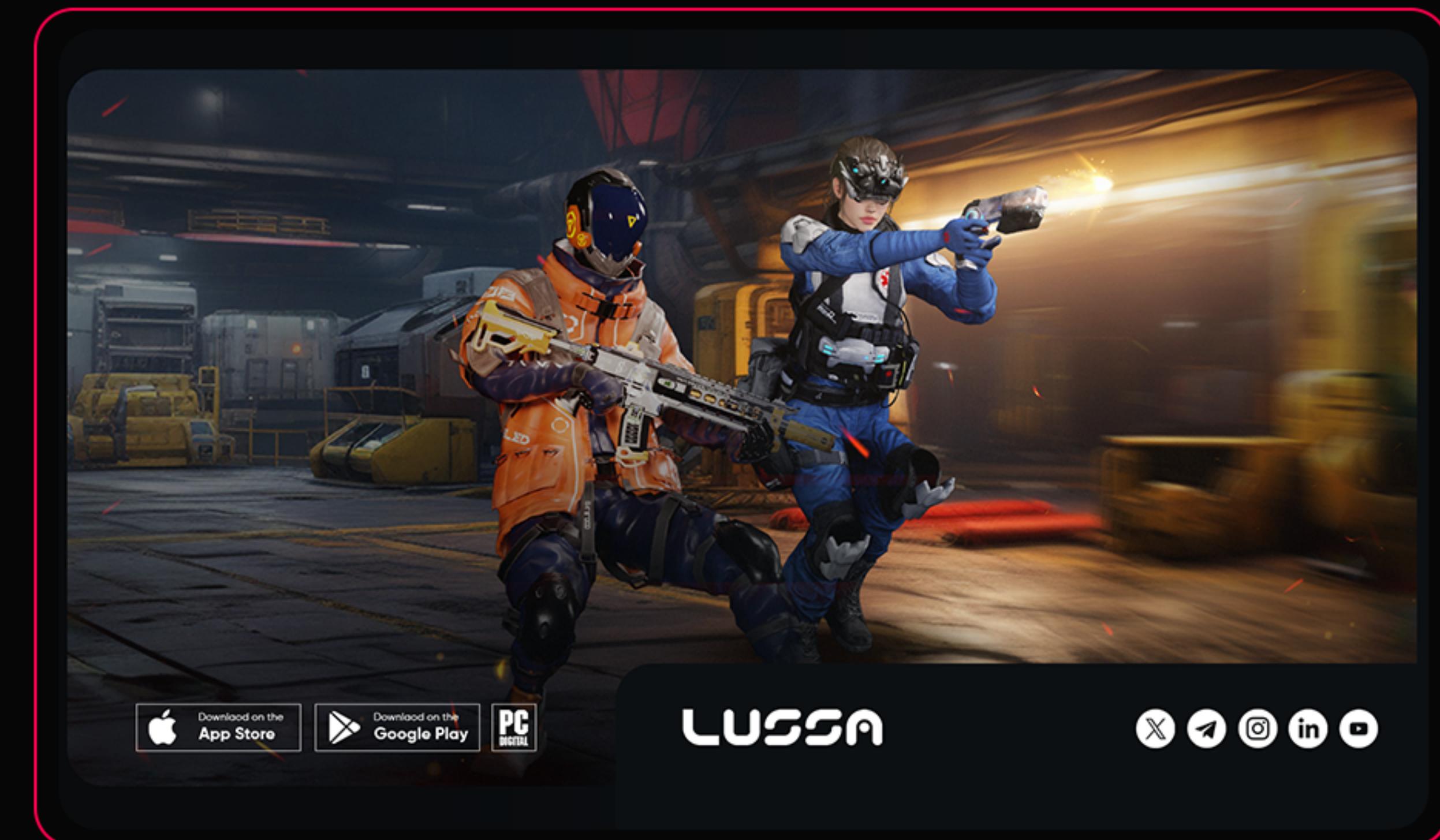
LOGO EXAMPLES

Here are some recommended examples of how the Lussa logo should be integrated.

USE THE PREFERRED LOGO

Our logo should always be in the right colors and the right positioning as well.

No element should get in front of the logo.
There should be enough space around the logo.



LOGO PLACEMENT

When it comes to logo placement, we have few options listed on this page. Whenever's possible, place the logo centered in bottom of the layout. However, you might sometimes need to give the rest of the content more space, thus move the logo elsewhere. In this scenario, here are a few examples on how to work with it.

PORTRAIT

Our default option would be to place our logo in center-bottom of the layout.



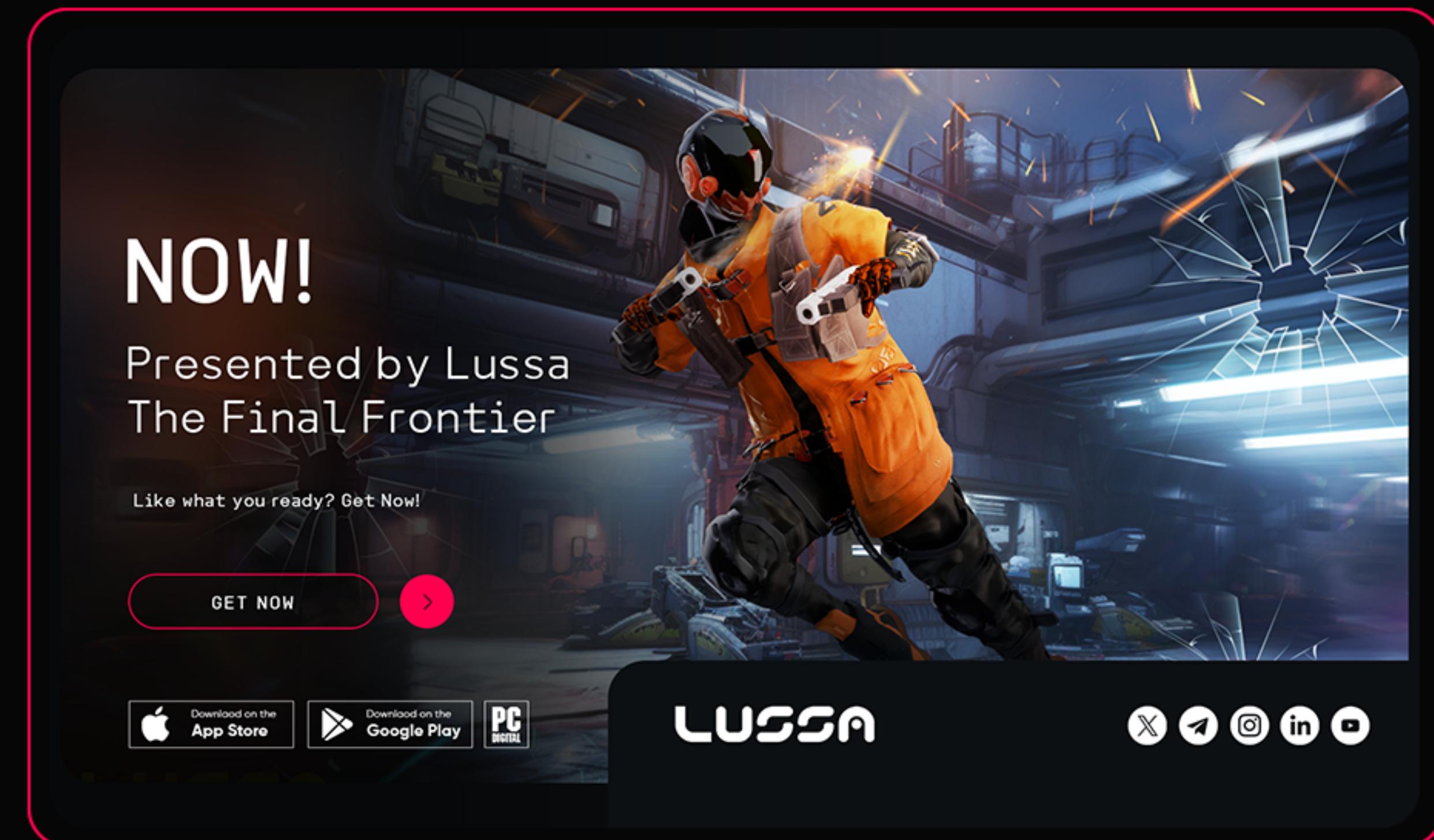
LUSSA



LUSSA

LANDSCAPE BANNER

When working with key visual and text on landscape layouts, we prefer to place our logo in the middle bottom of the layout.



ANIMATED LOGO

When working with animated and masked compositions, our logo should always be positioned in the center.

It should be used in the right proportions in the work area.

LUSSA

www.lussa.io

THANK YOU

LUSSA BRAND CREATIVE GUIDELINES

FREEING THE FUTURE
FROM LIMITATIONS.

LUSSA

LUSSA © 2024 COPYRIGHT

LUSSA: THE FINAL FRONTIER IS A WEB3-ORIENTED
NFT PC / MOBILE / CONSOLE GAME FOR REAL
GAME LOVERS, ENHANCED WITH NEW DYNAMICS
AND REALISTIC GRAPHICS.



BRAND CREATIVE GUIDELINES

BRAND DESIGN >

WHITEPAPER