LUMIEREVR

Press & Media Branding Guide

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Colors*

The colors of the logo can be represented in a variety of ways .

Our logo is regrettably complicated, with 5 colors fading into each other.

*Print colors show up differently due to differences in how colors are created with light and ink. The CMYK colors have therefore been slightly altered to more closely resemble those of the digital counterparts.

LUMIERE**VR**

HEX:	#B3D1C8
RGB:	(179, 209, 200)
CMYK:	(14, 0, 4, 18)

HEX:	#FFFC75
RGB:	(255, 252, 117)
CMYK:	(0, 1, 54, 0)

HEX:	#8EB3E3
RGB:	(142, 179, 227)
CMYK:	(20, 0, 92, 30)

HEX:	#9D5CA7
RGB:	(157, 92, 167)
CMYK:	(6, 45, 0, 35)

HEX:	#FFAF72
RGB:	(255, 175, 114)
CMYK:	(0, 31, 55, 0)

Full Spread

This is a showcase of all available forms and layouts of the logo. The logo should never appear in a form not dipicted here.

Icon

Combination Mark (Horizontal)

LUMIERE**VR**

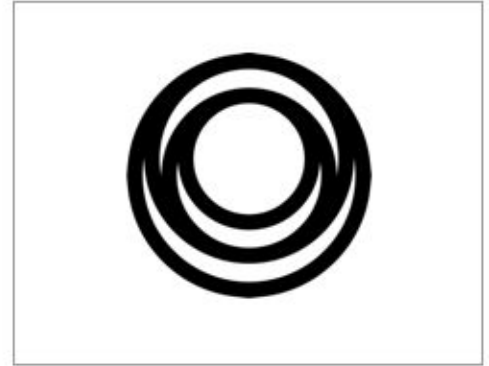## Combination Mark (Vertical)

LUMIERE**VR**

Icons

The icon is simple and versatile; meant to be viewed in situations where a glance is enough to recognize the entity being represented.

Base

Black

White

Grey Scale

Combination Mark: Horizontal

The combination mark is most common for any 3rd party reproductions of the logo. The horizontal version is ideal for saving vertical space.

Black with Sub

White with Sub

Black

White

Combination Mark: Vertical

The combination mark is most common for any 3rd party reproductions of the logo. The vertical version is ideal when height is not restricted.

Black

White

Specifications

The logo is a public representation of the company and should be used in a meaningful and consistent manner.

Improper Use

✓	LUMIERE**VR**	Original Form
✗	LUMIERE**VR**	Do not stretch the logo
✗	LUMIERE**VR**	Do not use single color marks
✗	LUMIERE**VR**	Do not alter the colors
✗	LUMIERE**VR**	Do not drop the icon
✗	Event by LUMIERE**VR**	Do not dangle words over logo

Avatars

LumiereVR's cartoonized characters represent key team members and are used to create more family friendly atmospheres. Do not use without permission.