



Introduction

This document will introduce you to the essence of our identity system including logo, color palette and typefaces, and explain how best to use them.

Our visual identity and strategic direction is carefully crafted in order to create a consistent application of visual elements across all communication platforms.

01

LOGO

Primary Logo

The LuminiH2 logo is one of the most visible representations of the project and the unifying element that appears across all of our communications.

It consists of a graphic representation of the wind turbine and solar panels, that are connected to the end of the LuminiH2 wordmark with an arrow.

The logo is a fixed design element that may not be edited or changed in any way. The wordmark may only be reproduced graphically as described in this document.



Color Variations

Every application of the LuminiH2 visual identity should strengthen and reinforce the organisation’s positive image.

Primary logo should be used whenever possible. It can be used on white and light gray backgrounds.

It should NOT be used on backgrounds darker than 30% black. In case of darker backgrounds use the negative version of the logo.



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In case the negative is not clearly visible, Dark blue variant is acceptable - see Pale Turquoise example.



Exclusion Zone

The clear space around the logo guarantees its visibility and effectiveness by keeping it separate from other competing visual elements like text, graphics, and images. The diagram illustrates the appropriate spacing required around the logo. Ensure no other text or logos overlap upon this designated area.

The ‘exclusion zone’ of the lockup is equal to the height of the number 2 from wordmark.



Minimum Size

To make sure our logo is always readable, we have recommended minimum size that will maintain logo integrity and readability.

There is no exact formula to use when choosing what size the logo should be on your piece, just strive for a visual balance between the logo and the overall piece.

The minimum sizes are defined in pixels (px) for the web and video application, and in millimeters (mm) for the print application.

WEB



PRINT



02

COLORS

Primary Colors

Color is an important part of LuminiH2 identity. Using our defined color palette throughout web and printed materials will retain our visual consistency which is essential to a strong brand identity.

Colors will appear differently on each computer monitor, and will vary from monitor to printed piece. To ensure print material color consistency, be sure to use the CMYK color formulas. For web color consistency, use the RGB or HEX formulas.

NAME:

DARK BLUE

HEX:

#1F57B2

RGB:

31 / 87 / 178

CMYK:

90 / 72 / 0 / 0

NAME:

DARK TURQUOISE

HEX:

#17C9B4

RGB:

23 / 201 / 180

CMYK:

68 / 0 / 40 / 0

NAME:

PALE TURQUOISE

HEX:

#96EAE0

RGB:

150 / 234 / 224

CMYK:

36 / 0 / 18 / 0

NAME:

GHOST WHITE

HEX:

#F6FAFD

RGB:

246 / 250 / 253

CMYK:

3 / 1 / 0 / 1

Secondary Colors

Color is an important part of LuminiH2 identity. Using our defined color palette throughout web and printed materials will retain our visual consistency which is essential to a strong brand identity.

Colors will appear differently on each computer monitor, and will vary from monitor to printed piece. To ensure print material color consistency, be sure to use the CMYK color formulas. For web color consistency, use the RGB or HEX formulas.

NAME:

LIGHT BLUE

HEX:

#0082CA

RGB:

0 / 130 / 202

CMYK:

82 / 40 / 0 / 0

NAME:

BLACK

HEX:

#000000

RGB:

0 / 0 / 0

CMYK:

0 / 0 / 0 / 100

NAME:

AZUREISH WHITE

HEX:

#DEEEF8

RGB:

222 / 238 / 248

CMYK:

11 / 4 / 0 / 3

NAME:

WHITE

HEX:

#FFFFFF

RGB:

255 / 255 / 255

CMYK:

0 / 0 / 0 / 0

03

TYPOGRAPHY

Public Sans

Public Sans is LuminiH2 chosen typeface, a modern, geometric sans-serif that exemplifies simplicity and functionality with a friendly aesthetic.

Public Sans is a typeface that is perfectly suited for whatever style of expression is needed. It’s purposeful, elegant plainness allows it to move effortlessly between being a central design element or playing a supporting role in a wide range of projects and applications.

Aa

Public Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
\$ % & / = () ? * + - ! € \ @ : ; [] { } ÷ < > Ć Ć Š Ž Đ
0 1 2 3 4 5 6 7 8 9 0

Weights

Public Sans is primarily utilized in its regular, semi-bold and bold weights. By emphasizing these weights, we convey a sense of minimalism and clarity as well as a friendly and inviting expression.

While regular, semi-bold and bold are our primary weights, additional weights are available for specific cases.

We suggest using bold weight for headlines and semi-bold for smaller headlines and subtitle text. Regular weight is ideal for paragraph text.

Public Sans Regular (36pt)

A B C D E F G H I J K L M N O P Q R S T U W V X Y Z
a b c d e f g h i j k l m n o p q r s t u w v x y z
\$ % & / = () ? * + - ! € \ @ : ; [] { } ÷ < > Ć Ć Š Ž Đ
0 1 2 3 4 5 6 7 8 9 0

Public Sans Semi-Bold (36pt)

A B C D E F G H I J K L M N O P Q R S T U W V X Y Z
a b c d e f g h i j k l m n o p q r s t u w v x y z
\$ % & / = () ? * + - ! € \ @ : ; [] { } ÷ < > Ć Ć Š Ž Đ
0 1 2 3 4 5 6 7 8 9 0

Public Sans Bold (36pt)

A B C D E F G H I J K L M N O P Q R S T U W V X Y Z
a b c d e f g h i j k l m n o p q r s t u w v x y z
\$ % & / = () ? * + - ! € \ @ : ; [] { } ÷ < > Ć Ć Š Ž Đ
0 1 2 3 4 5 6 7 8 9 0

Thank you for reading!