Lumio™
Brand Guidelines

Contents

Welcome to the Lumio™ Brand Guidelines.

This is for the creators behind all Lumio materials and is designed to give you the guidance and tools you need to communicate a consistent Lumio identity across all mediums.

Lumio is the digital learning tool for today's changing teaching and learning environments. Celebrated as a top collaboration software for teachers, our digital learning tool is used by teachers & students worldwide – and they love it. It's engaging. It's easy to use. And it's fun.

Teachers **love** our brand.
Students **love** our brand.
School leaders **love** our brand.
And we love building this brand.

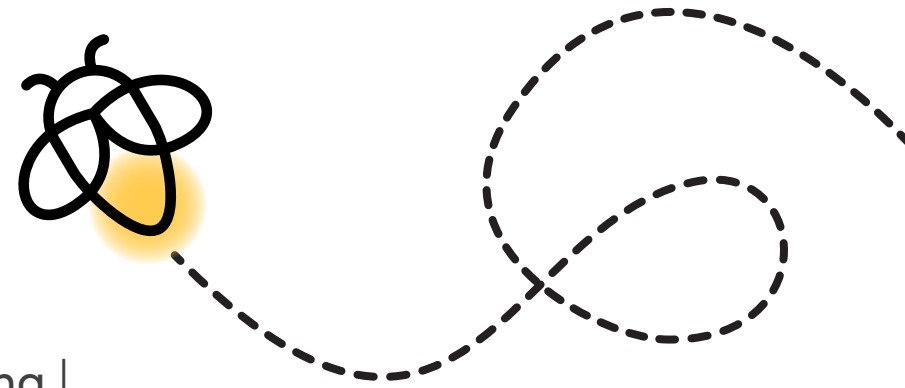Please use these tools to keep the Lumio brand growing strong.

Personality

Fun | Full of life | Friendly | Warm | Welcoming

Ensure communications are:
Engaging | Interactive | Flexible | Active | Free-flowing |
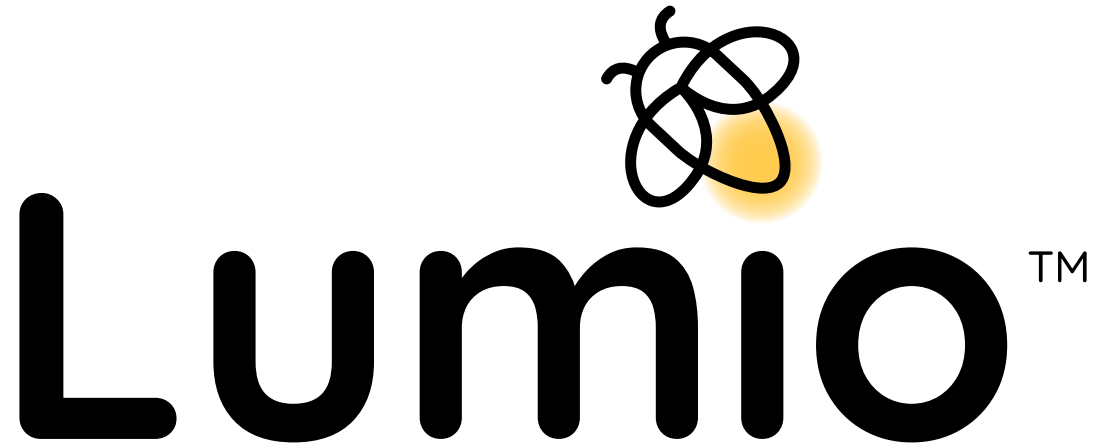Connected | Simple and easy to understand

Overall, Lumio emits **light.**

Logo

The wordmark is punctuated by a firefly, buzzing in and landing on the dot of the i.

The firefly works to humanize and bring life to the Lumio logo. It represents the **luminescence** and **glow** of "aha" lightbulb moments, **connecting** and sharing bright ideas and sparks of inspiration.
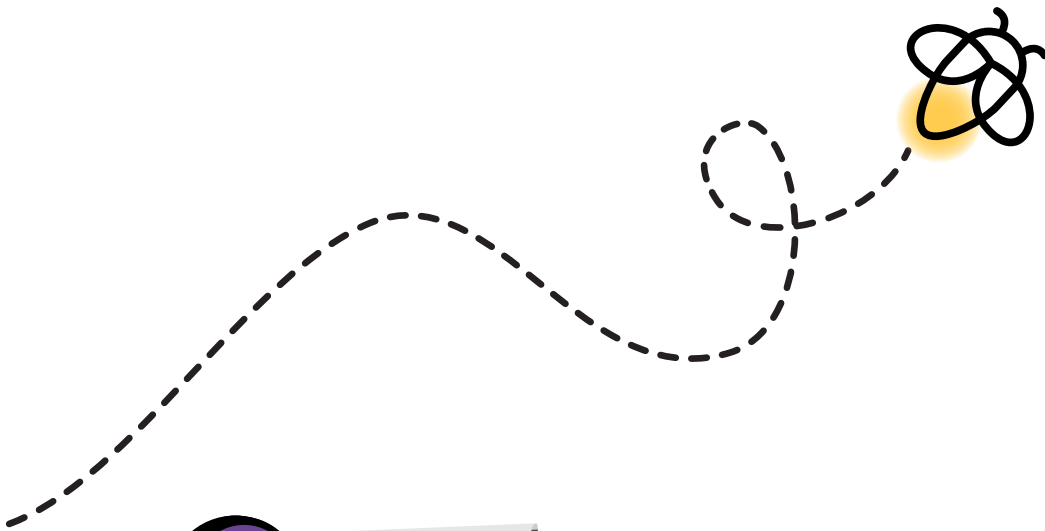
Lumio™

Firefly

The Lumio firefly connotes the sense of wonder e.g. kids catching them in jars, the magic and mystery of the unknown.

The firefly must be present in all Lumio marketing and content materials and can fly in multiple directions.

Ensure that the firefly is represented at 25% when using additional characters in materials.

Example:
Full sized Character
Lumio Logo & Firefly at 25% size of Character

Lumio 25% size of Character

Character at 100%

Colors

Primary:

Yellow = joy, optimism, light

Yellow creates a strong, bold look and feel that distinguishes Lumio in the marketplace.

Use 100% of yellow as the main color backgrounds and within organic shapes.
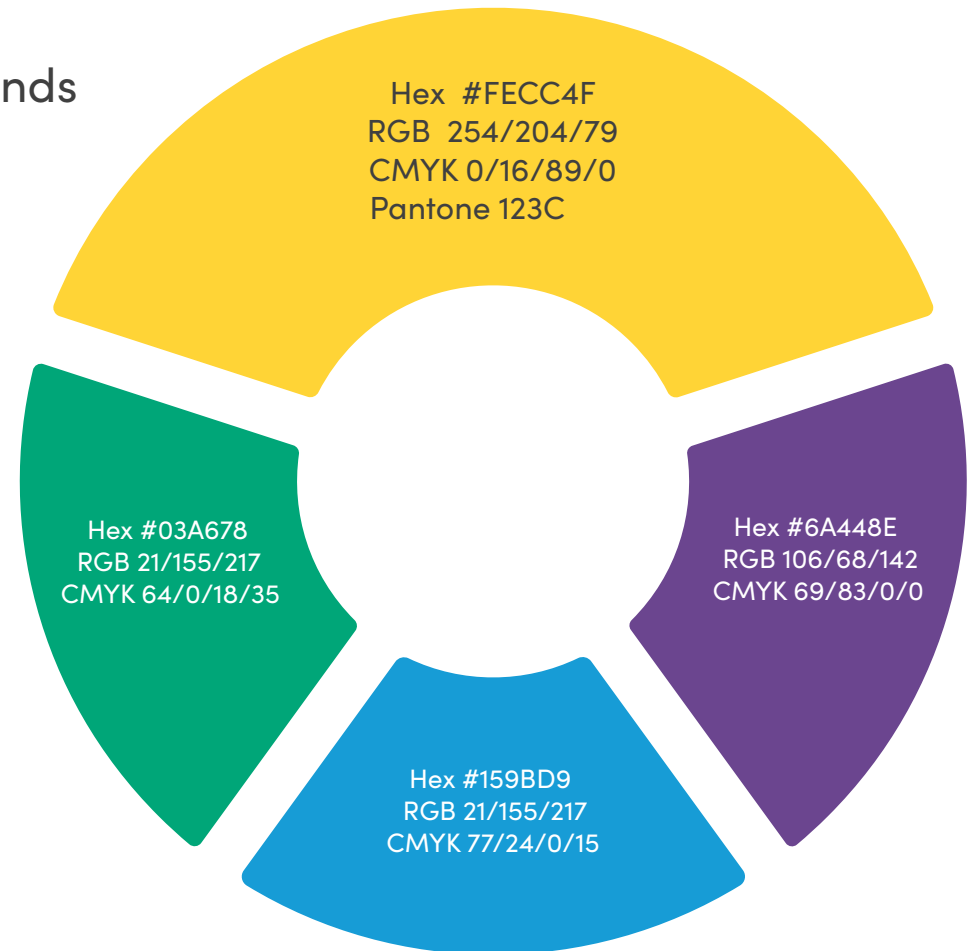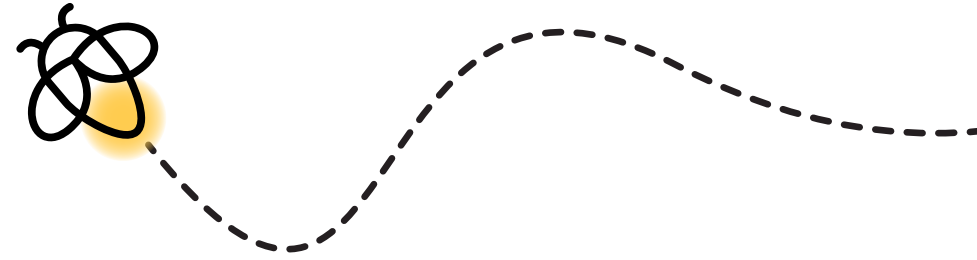
Secondary:

Green = growth, harmony, freshness, energy

Blue = calm, inspiration, reliability

Purple = creativity, wisdom, pride

Colors for CTA buttons:
White, yellow or green

Hex #FECC4F
RGB 254/204/79
CMYK 0/16/89/0
Pantone 123C

Hex #03A678
RGB 21/155/217
CMYK 64/0/18/35

Hex #6A448E
RGB 106/68/142
CMYK 69/83/0/0

Hex #159BD9
RGB 21/155/217
CMYK 77/24/0/15

Backgrounds

Backgrounds should be primarily white with 100% solid yellow color waves and organic shapes in corners work well to create a strong and distinct look and feel.

In addition to the shapes – the dotted line and yellow line can be added to the layout at the designer's discretion.
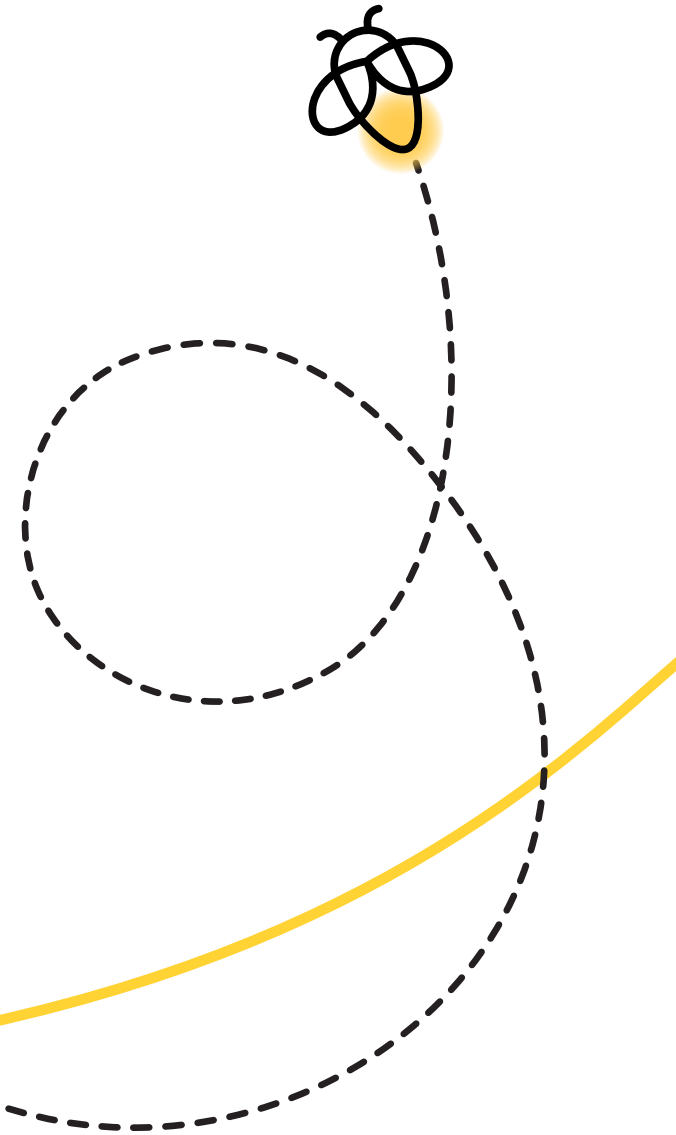
Lines

Lumio lines express engagement, interaction and connection. They bring a distinguished active and free-flowing design option to Lumio materials.

Yellow line is double the weight of the dotted line.

Dotted line stroke should be black and dashes should be rounded with the line double the length of the gap.

Designers may adjust according to layout.

Typography

Aa
Aa

Sofia Rounded – Headlines
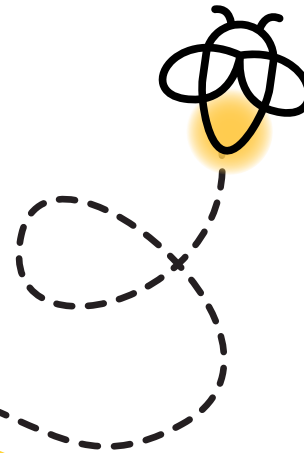
Lumio in logo format is permitted in headlines.

Sofia Rounded – Body Copy

Alternative for Canva: Nunito

Primary: Gray
Hex #404040
RGB 64/64/64
CMYK 0/0/0/74

Secondary: Black
Hex #000000
RGB 0/0/0
CMYK 0/0/0/100

Photos

Photography should be authentic as opposed to stock and include individual student devices.

Lumio's presence on student devices should be the hero in imagery.

The presence of displays in the background is acceptable as they are an important part of today's classrooms. However, displays need to remain part of the backdrop and not the main subject.

- While Lumio works well with interactive displays, it also works well without them. We seek to shift the perception that Lumio is software for SMART interactive displays.

- When displays are in the background, ensure the brand name of the display is unidentifiable – so the audience does not assume that Lumio requires a SMART interactive display.

Do your teachers like Nearpod®?
Then they'll love Lumio
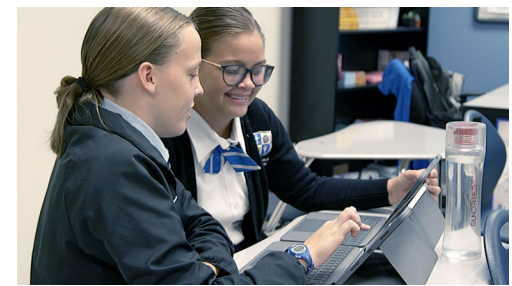
Shapes, Characters and Illustrations

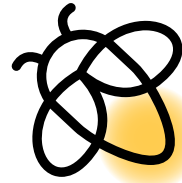Use Lumio shapes to add interest and whimsy.

The thumbnail images for web or ad use should be in circular shapes with organic shapes behind in 100% secondary colors.

Lumio student and teacher characters can be used on white backgrounds or on top of screens of organic shapes.

Stock illustrations can be added to add fun and character to the themes with 100% yellow background

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