



Brand Guidelines.

Contents.

Illuminos - Brand Guidelines.

This brand guide shows all elements of the illuminos brand,
correct uses and corporate guidelines

1. - Introduction.

2. - Logo.

3. - Typeface.

4. - Colour Palette.

5. - Visuals.

Introduction.

About illuminos

founded in 2020 by a team of professional designers, developers & creative thinkers

always striving to create inspiring solutions for our clients

Logo.

Minimal, simple, balanced.

The logo represents the company's innovative and forward-thinking approach, using simple elements to create a memorable and recognizable visual identity.

2.1. - Primary.

2.2. - Mark.

2.3. - Zone.

Primary.

2.1.

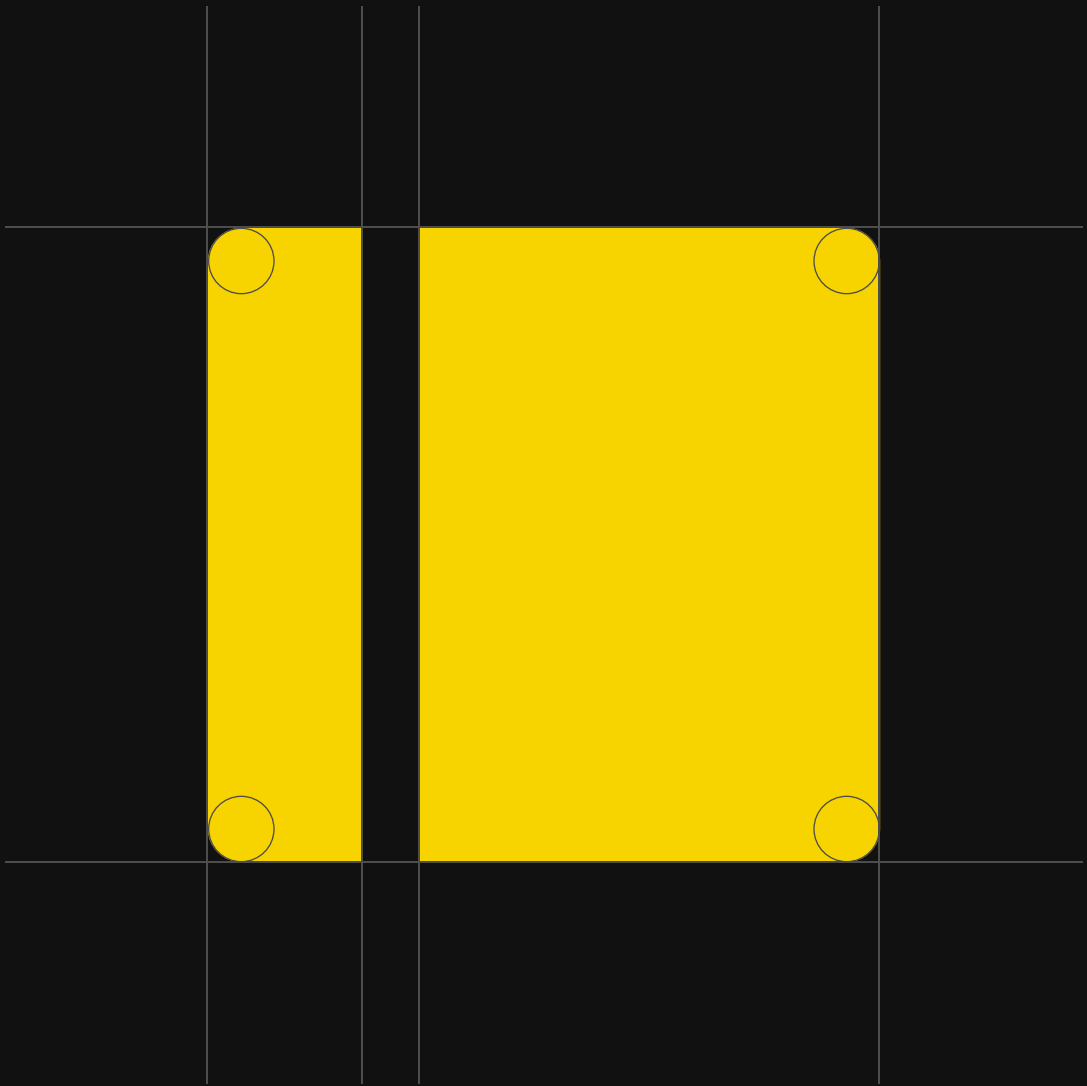
This is the primary logo for illuminos that is to be used on all material, digital and traditional.



Mark.

2.2.

This is our mark that is used in combination with the illuminos logo to represent our identity.



Zone.

2.3.

The exclusion zone is created by using the “O” from the logo, please make sure that no graphic or text elements enter this space.



Typeface.

Illuminos typeface.

The primary typeface that we use is Clash Display and we use it across the whole brand.

3.1. - Primary Type.

3.2. - Secondary Type.

Primary Type.

Use: Headings, Titles

3.1.

Clash Display - Semibold

ABCČĆDDŽĐEFGHIJKLLJMNNJOPRSŠTUVZŽYX

abcčćddžđefghijkljmnjnopršštuvzžyx

Secondary Type.

3.2.

Use: Main text, documents, links

Clash Display - Medium

ABCČĆDDŽǼEFGHIJKLLJMNNJOPRSŠTUVZŽYX
abcčćddžǽefghijkljmnnjoprsštuvzžyx

Clash Display - Regular

ABCČĆDDŽǼEFGHIJKLLJMNNJOPRSŠTUVZŽYX
abcčćddžǽefghijkljmnnjoprsštuvzžyx

Color palette.

Illuminos color palette.

A 3 color palette that represents the illuminos brand.

4. - Color Palette.

Color palette.

4.

These show the colours that we use as a part of the brand.

Illuminos yellow.

HEX: #F7D300
RGB: 247 211 0
CMYK: 0 14 97 3

Dark grey.

HEX: #111111
RGB: 17 17 17
CMYK: 0 0 0 93

Off-white.

HEX: #F2F2F2
RGB: 242 242 242
CMYK: 0 0 0 5

Visuals.

Illuminos visuals.

Illuminos uses a recognizable labyrinth-like pattern as a way of representing the brand apart from the logo itself.

5.1. - Visual identity
element.

5.2. - Mockups.

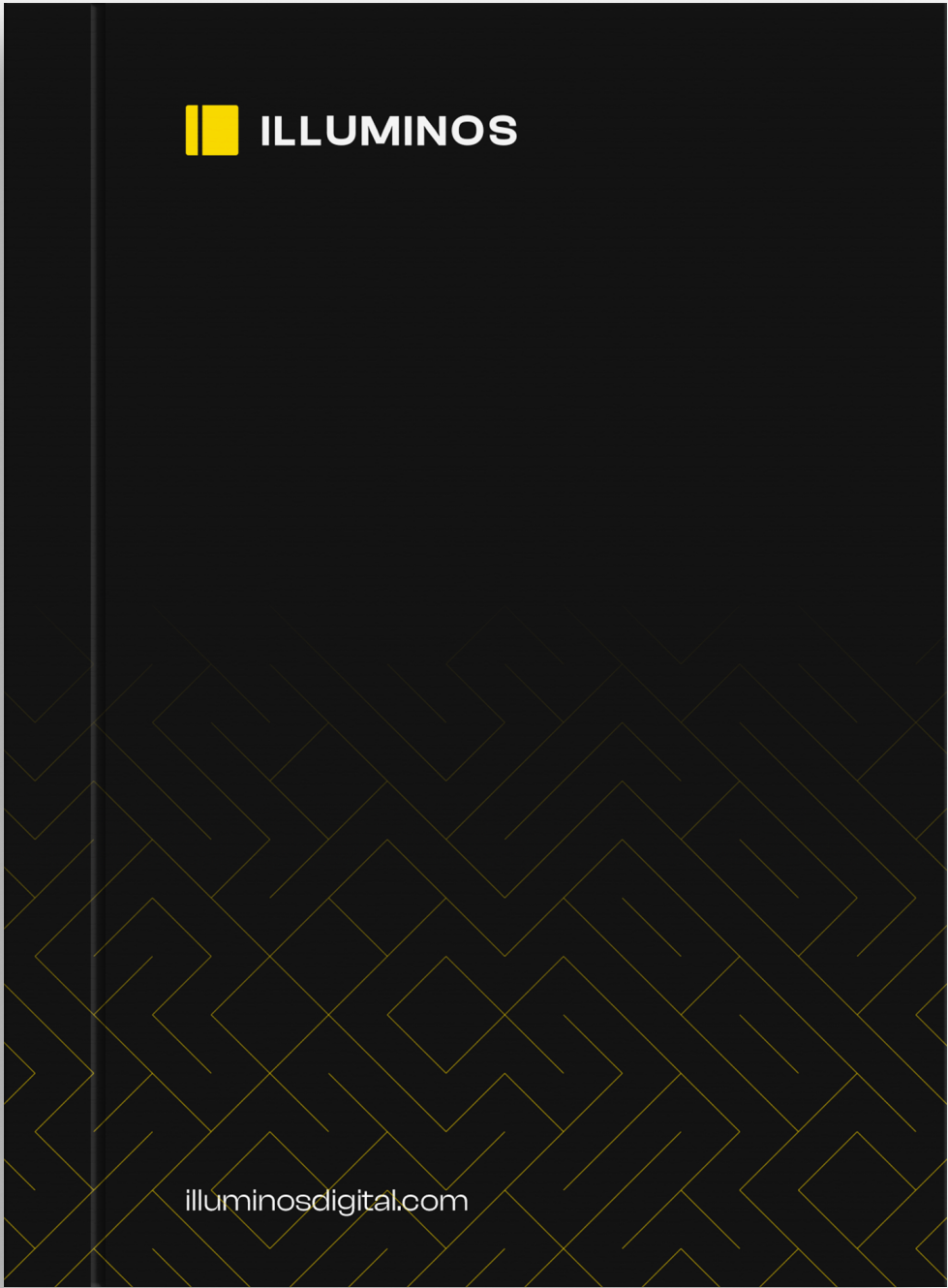
Visual identity element.

5.1.

This seamless pattern is used to represent the illuminos brand across all digital platforms and graphics.

Mockups.

5.2.



Brand Guidelines.



ILLUMINOS

Copyright © Illuminos d.o.o. 2023