



# TABLE OF CONTENTS

<b>THE NAME</b>	<b>3</b>	<b>ICONS</b>	<b>22</b>
Pronunciation	4	Media Icons	23
<b>THE LOGO</b>	<b>5</b>	Media Icons: Full Set	24
Standard logo: Specifications	6	<b>BRANDED MERCHANDISE</b>	<b>25</b>
Logo usage	7	Branding Samples	26
<b>VISUAL IDENTITY</b>	<b>11</b>	<b>COMPANY CONTACT INFO</b>	<b>26</b>
The Brand Colors	12		
Photography: People	14		
Photography: Textural	15		
Photography: Conceptual	16		
Typography	17		
Typography: Using Opens Sans	18		
Typography: Secondary Typeface	19		
Social Media Designs	20		
HTML Email Templates	21		

**THE NAME**

ill • oom • ear • uh



AUDIO RECORDING



# THE LOGO

STANDARD LOGO:  
SPECIFICATIONS



Primary Logo Specs

## LOGO USAGE



Primary Logo Spacing



### **CLEAR SPACE**

Maintain clear space around the logo to protect the logo from distracting graphics or typography.

Measure clear space by the height and width of the Illumira symbols negative space.

Never allow typography or other elements to "invade" the logo.

### **MINIMUM SIZE**

The logo should never be used on printed materials at a size less than 1".

## LOGO USAGE (CONT.)



**Primary Logo** on dark background



**Reverse Color Logo** on dark background



**Primary Logo** on Navy background



**Primary Logo** on Navy background



**White Logo** on brand color backgrounds

### PRIMARY LOGOS

There will be instances where the Primary Logo and Reverse Color Logo can appear on dark backgrounds and the brand colors. The goal is to always have the maximum amount of contrast between the colors and the background.

To promote a consistent brand image, the logo must remain unaltered. The following examples show correct usage.

### WHITE LOGO

The White Logo can be used in instances where the Primary Logo or Reverse Color Logo will not work.

This logo has been modified to reflect the design of the Primary Logos in that the base of the lightbulb and letters are the same color - with the exception of the dots of the "i's", which should always be the same color or value as the the lightbulb base.

The White Logo should only be used as a last resort and care attention should be paid to its legibility.



## LOGO USAGE (CONT.)



Acceptable usage



Unacceptable usage



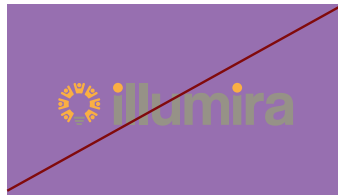
Acceptable usage



Unacceptable usage



Acceptable usage



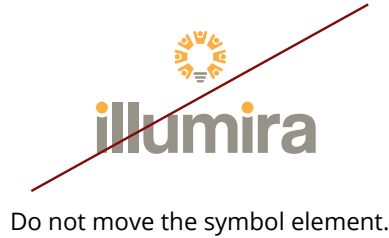
Unacceptable usage



Acceptable usage



Unacceptable usage



Do not move the symbol element.



Do not change the proportions of the logo elements.



The logo may not be used without the Illumira symbol element.



Do not use the logo at an angle.

### LOGO IN USE WITH NON-BRAND COLORS

While the Illumira logo should be placed over the designation brand colors when ever possible, there may be instances where it will need to be used with other colors. The goal is to always have maximum contrast between the logo and the background color.

### MODIFICATION

To promote a consistent brand image, the logo must remain completely unaltered. The following are some examples of incorrect usage.

## LOGO USAGE (CONT.)



Unacceptable usage.  
Background is too busy for logo to appear legible.



Unacceptable usage. Contrast in background is too similar for the logo to appear legible.



Unacceptable usage.  
Background is too busy for logo to appear legible.



Acceptable usage.



Acceptable usage.



Acceptable usage.

### LOGO PLACEMENT ON PHOTOGRAPHY

When placing the Illumira logo on top of photography it should be completely legible.

Do not place over backgrounds that are busy, causing the logo to become lost in the design.

Do not place the logo over photo areas that have a similar value as the full color or white logo.

Please consult the brand department with any questions regarding acceptable usage.

# VISUAL IDENTITY

## THE BRAND COLORS



**PMS**  
C0/M35/Y84/K0  
R250/G175/B67  
HTML fbaf42



**PMS**  
C43/M37/Y45/K3  
R150/G146/B135  
HTML 969287



**PMS**  
C46/M15/Y10/K0  
R136/G185/B210  
HTML 88b8d1



**PMS**  
C95/M69 /Y47/K40  
R120/G190/B32  
HTML 78BE20

Each color in the Illumira color palette represents a unique aspect of the Illumira brand.

For the purpose of keeping the color consistent through all uses, the "PMS Bridge Uncoated" specification is required.

Do not alter the secondary colors. In order to lighten the secondary colors for print backgrounds and watermarks, you may screen the colors at 80, 60, 40 and 20 percent.

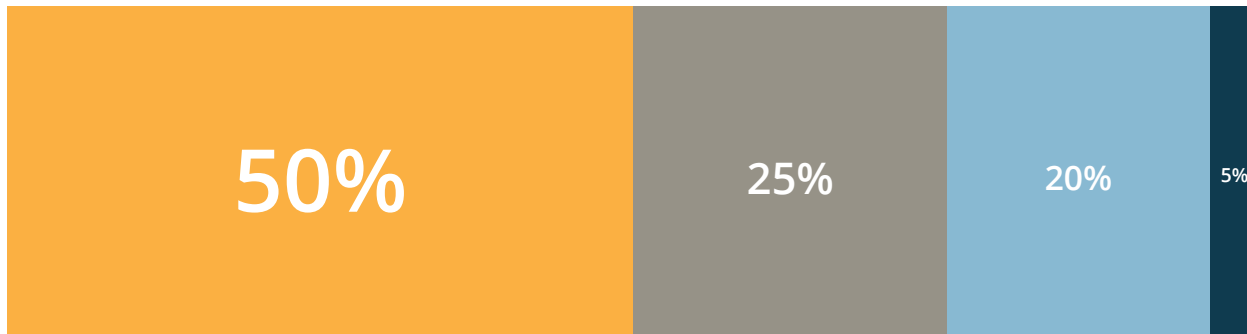
**Foundation Yellow:**  
Security, Trust, Reliability

**Tech Grey:**

**Digital Blue:**

**Data Navy:**

## THE BRAND COLORS (CONT.)



Color Use Percentages for Printed and Online Use



Acceptable Color Gradients

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

## PHOTOGRAPHY: PEOPLE



The corporate photography system contains a mix of atmospheres and details, depersonalized and highly personal photos.

Although your photography selections are determined by the needs of the individual project, generally we recommend images that:

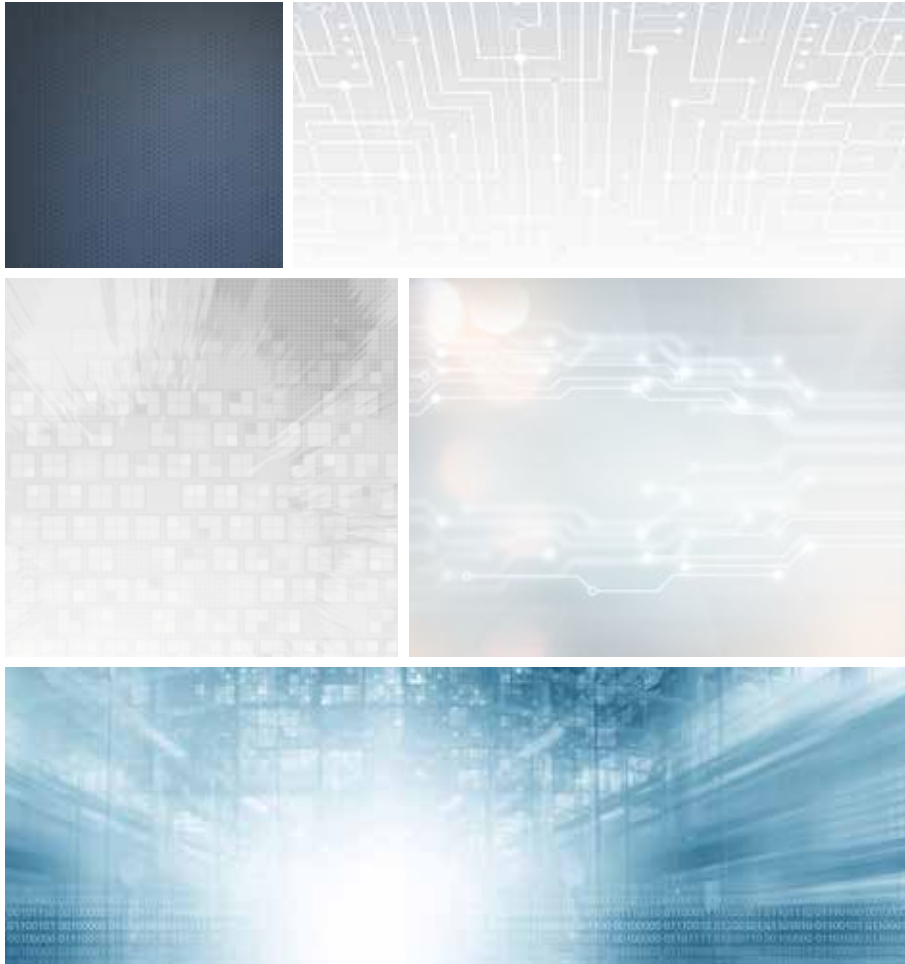
REPRESENT JOURNALISTIC STYLE

APPEAR UNSTAGED AND SPONTANEOUS  
(WITH THE EXCEPTION OF PORTRAITS)

REFLECT THE DYNAMIC URBAN  
ATMOSPHERE OF THE CAMPUSES

MAKE ENOUGH IMPACT TO BE USED BY  
THEMSELVES IN A LARGER SIZE

WORK TOGETHER AS SMALL IMAGES IN  
A GRID FORMAT



**BACKGROUND TEXTURES**

- Subtle
- Non-Descript
- Overlay brand colors

## PHOTOGRAPHY: CONCEPTUAL



### CONCEPTUAL IMAGERY

When copy or traditional photography does not satisfy the unique and comprehensive story of Illumira's offerings, illustration & photo-manipulation is encouraged.

Please consult the brand department with any questions regarding acceptable usage.



# Open Sans is your corporate print and web typeface.

Open Sans Light

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

Open Sans Light

*abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890*

Open Sans Regular

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

Open Sans Italic

*abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890*

Open Sans Semibold

**abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890**

Open Sans Semibold

***abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890***

Open Sans Bold

**abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890**

Open Sans Bold Italic

***abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890***

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter-forms.

**This is the primary print font. It should be used whenever possible to reinforce the brand.**

## TYPOGRAPHY: USING OPEN SANS

### 6pt. | +20 Tracking | 9 Line Spacing

Opens Sans should be used whenever possible, especially in printed materials. As with any font, attention to kerning and line height is important.

### 9pt. | +10 Tracking | 13 Line Spacing

Opens Sans should be used whenever possible, especially in printed materials. As with any font, attention to kerning and line height is important.

### 11pt. | 0 Tracking | 15 Line Spacing

Opens Sans should be used whenever possible, especially in printed materials. As with any font, attention to kerning and line height is important.

### 14pt. | 0 Tracking | 19 Line Spacing

Opens Sans should be used whenever possible, especially in printed materials. As with any font, attention to kerning and line height is important.

### 18pt. | -10 Tracking | 22 Line Spacing

Opens Sans should be used whenever possible, especially in printed materials. As with any font, attention to kerning and line height is important.

### 24pt. | -10 Tracking | 30 Line Spacing

Opens Sans should be used whenever possible, especially in printed materials. As with any font, attention to kerning and line height is important.

Avoid hyphenating whenever possible.

Set all body copy at JUSTIFIED LEFT.  
Never justify left and right.

# Helvetica is your secondary typeface.

Helvetica Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Helvetica Light Oblique

*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*1234567890*

Helvetica Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Helvetica Regular Oblique

*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*1234567890*

Helvetica Bold

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

Helvetica Bold Oblique

***abcdefghijklmnopqrstuvwxyz***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***1234567890***

If Open Sans is not available for use, please default to Helvetica for communication.



## ICON

Because the Illumira logo elements cannot be stacked, its horizontal orientation does not work well for the standard square space allowed for the company logo by most social media platforms.

Because of this, the Illumira solution is to use only the “symbol” of the logo. This will allow for high legibility, even in small thumbnail views.

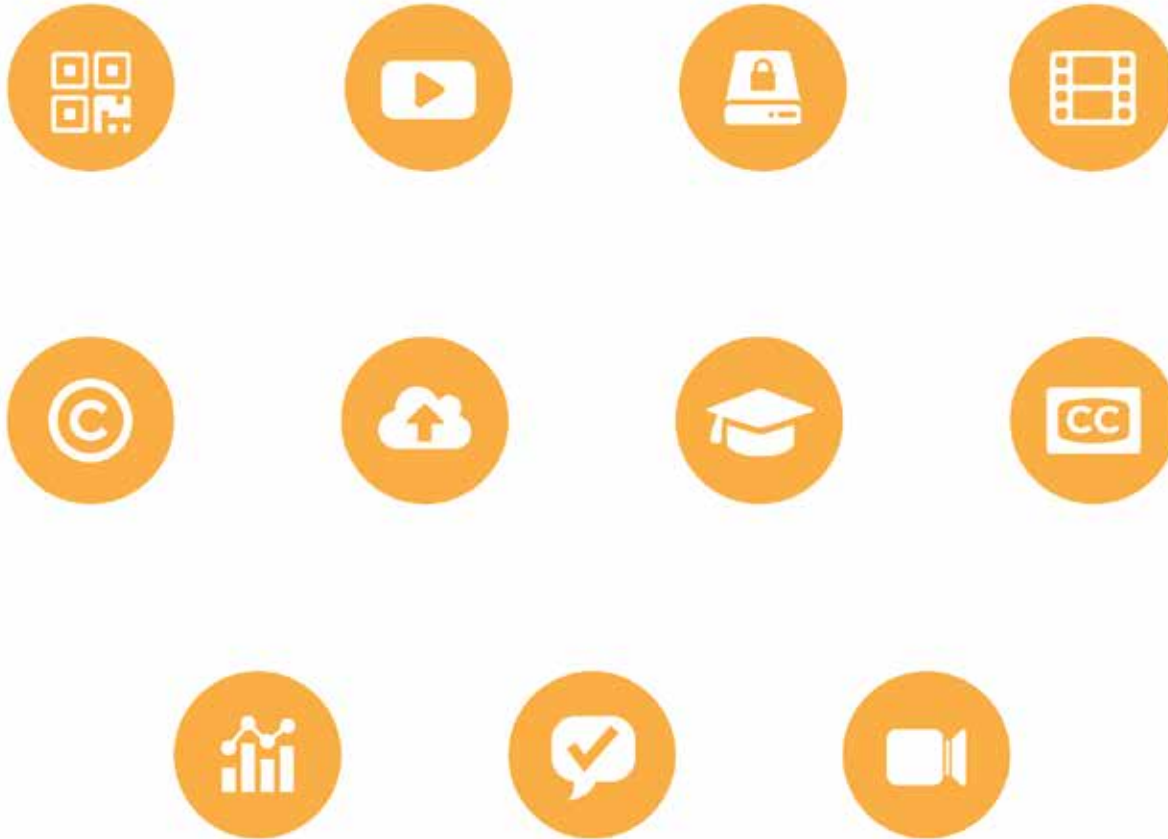
## HEADER IMAGES

The Illumira social media sites should always take advantage of the header space to show interaction with the product. Upon approval - and adhering to photography standards - these images may change over time to reflect a new feature, an event or to simply give new life to a page.

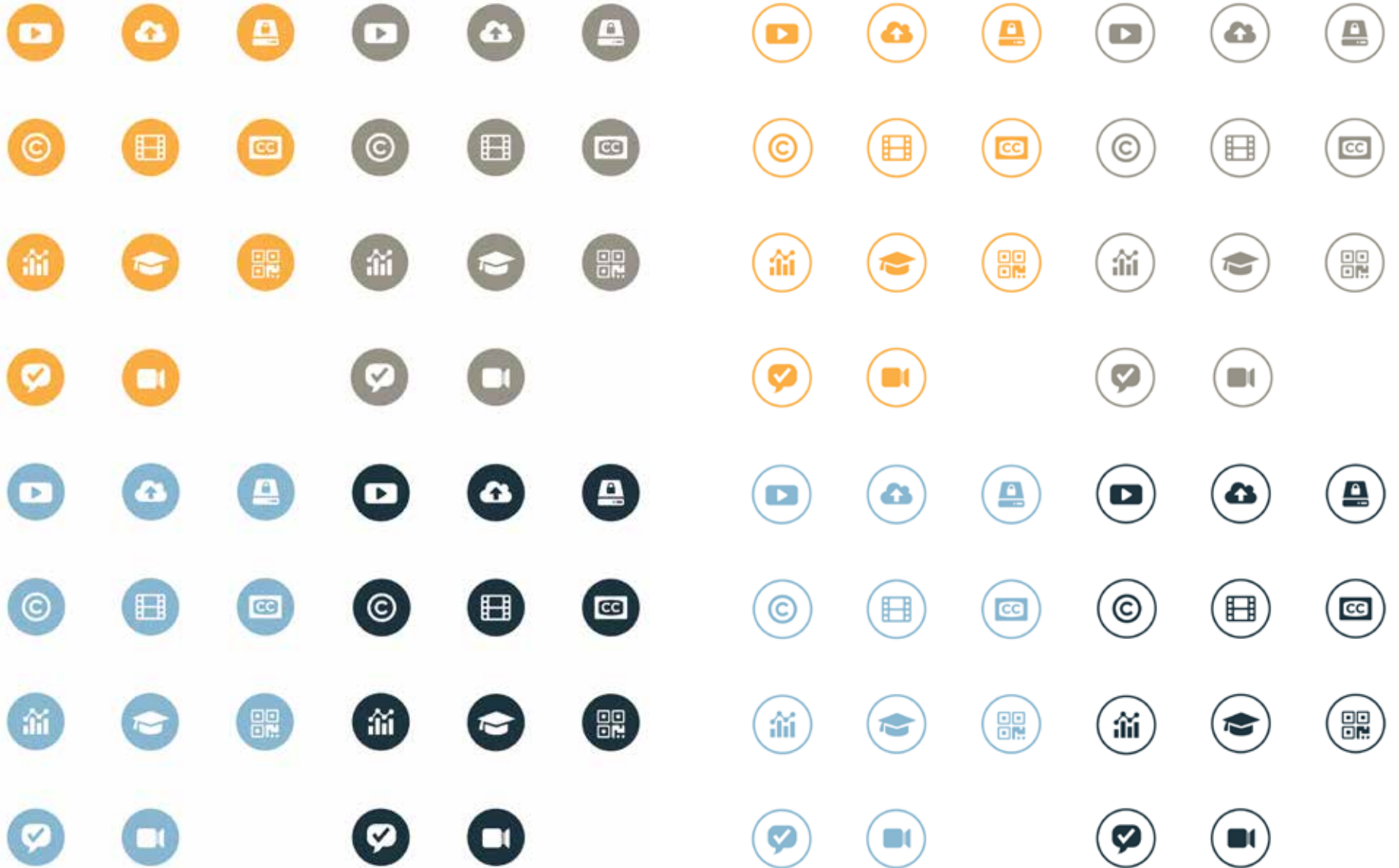


# ICONS

# MEDIA ICONS



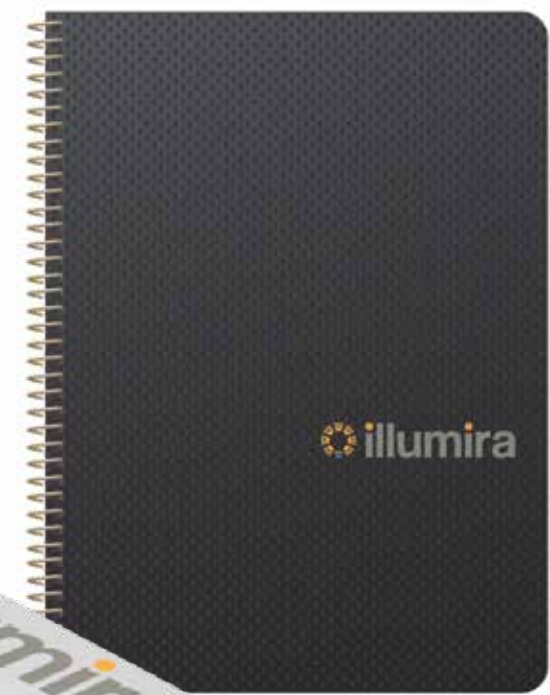
# MEDIA ICONS: FULL SET





# BRANDED MERCHANDISE

BRANDING SAMPLES





218 Central Avenue | GITC Suite 3902 | Newark, NJ 07103



973-596-5421



[support@illumira.com](mailto:support@illumira.com)



[illumira.com](http://illumira.com)



# illumira