



BRAND GUIDELINES

FOR BUSINESS V.01 - 2025

BRAND CREATIVE GUIDELINES

INDEX

LOGO

04	LOGO
07	LOGO COLOR
08	APP ICON
09	FAVICON
10	DO NOT

COLOR

11	COLOR
14	COLOR USE

TYPOGRAPHY

15	TYPOGRAPHY
17	TYPEFACE
18	DO NOT

BRAND IN USE

19	BRAND IN USE
21	LOGO EXAMPLES
22	LOGO PLACEMENT
23	LANDSCAPE BANNER
24	ANIMATED LOGO

THIS IS YOUR ROADMAP (BRAND GUIDELINES) TO
EVERYTHING YOU NEED TO KNOW ABOUT THE
LUSSA BRAND.

YOU'LL FIND PLENTY OF INFO IN HERE TO HELP
YOU BRING **OUR BRAND** TO LIFE.

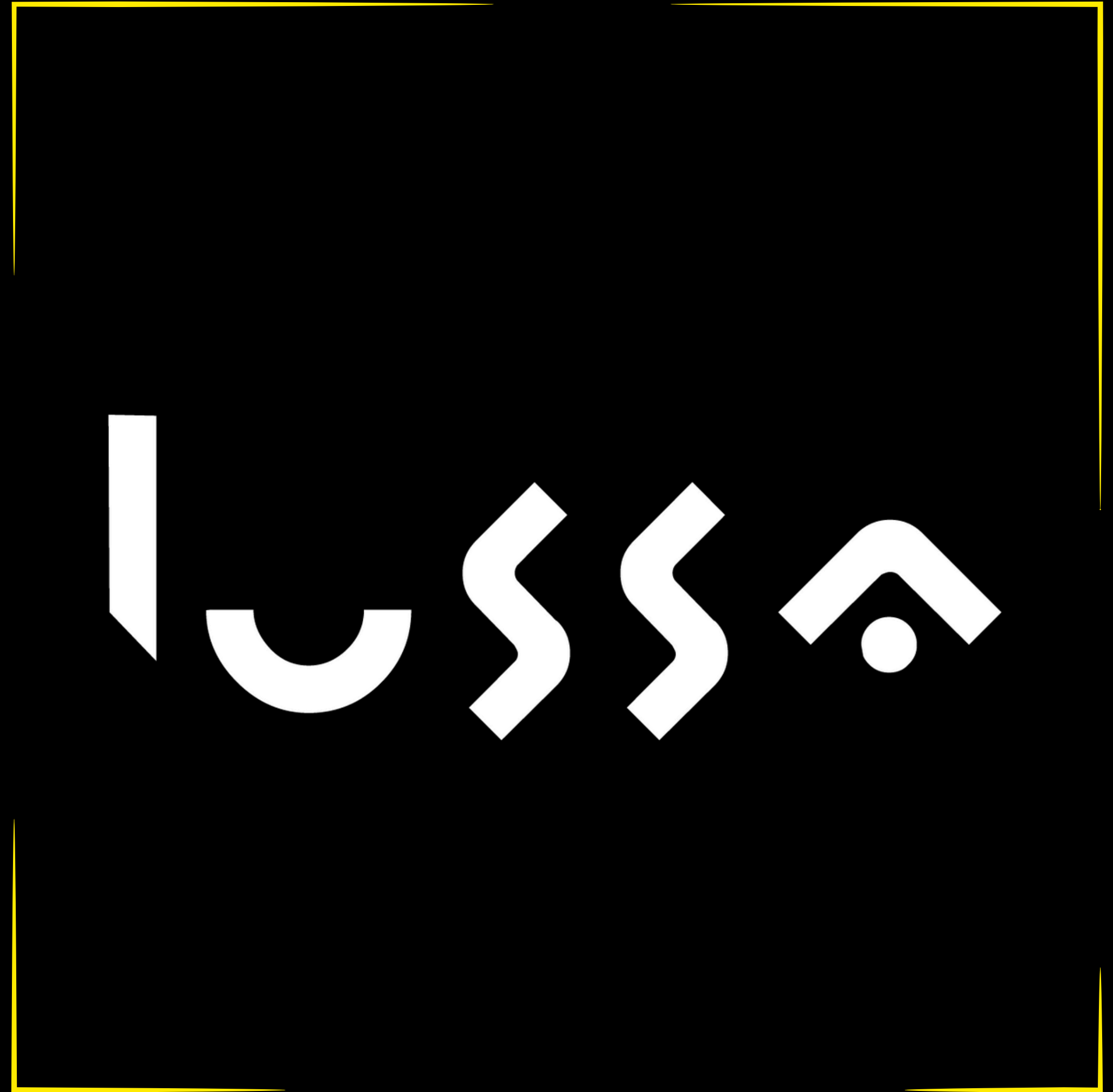
LET'S GO!

LOGO

WE USE OUR **LOGO** WITH PRIDE
AND FILL IT WITH MEANING.

LOGO

The Lussa logo is the primary visual icon of our identity. The stylized, mono weight upper case letter form should never be altered or compromised.



LOGO COLOR

The Lussa logo is the primary visual icon of our identity. The stylized, mono weight upper case letter form should never be altered or compromised.

BLACK LOGO

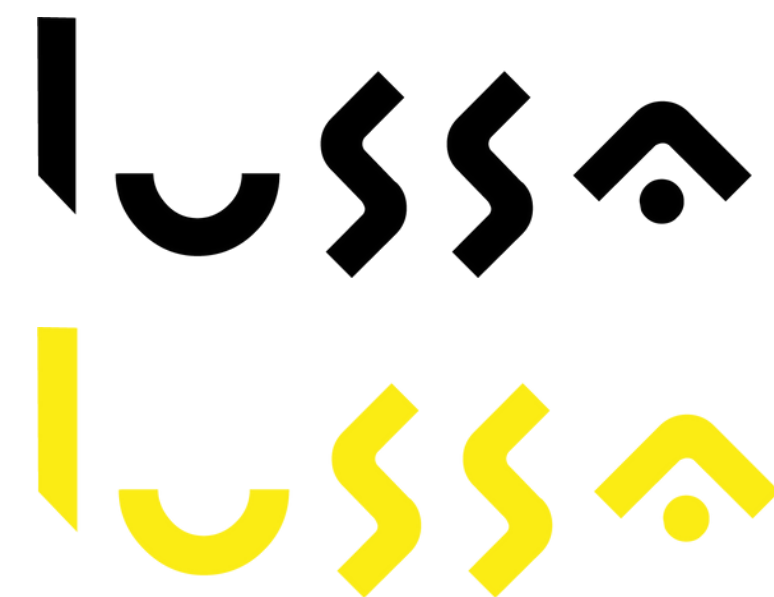
Lussa black logo for use white and **yellow backgrounds**

WHITE LOGO

Lussa white logo for use black backgrounds.

YELLOW LOGO

Lussa yellow logo for use white and black backgrounds.



**WHITE
BACKGROUND**



**YELLOW
BACKGROUND**

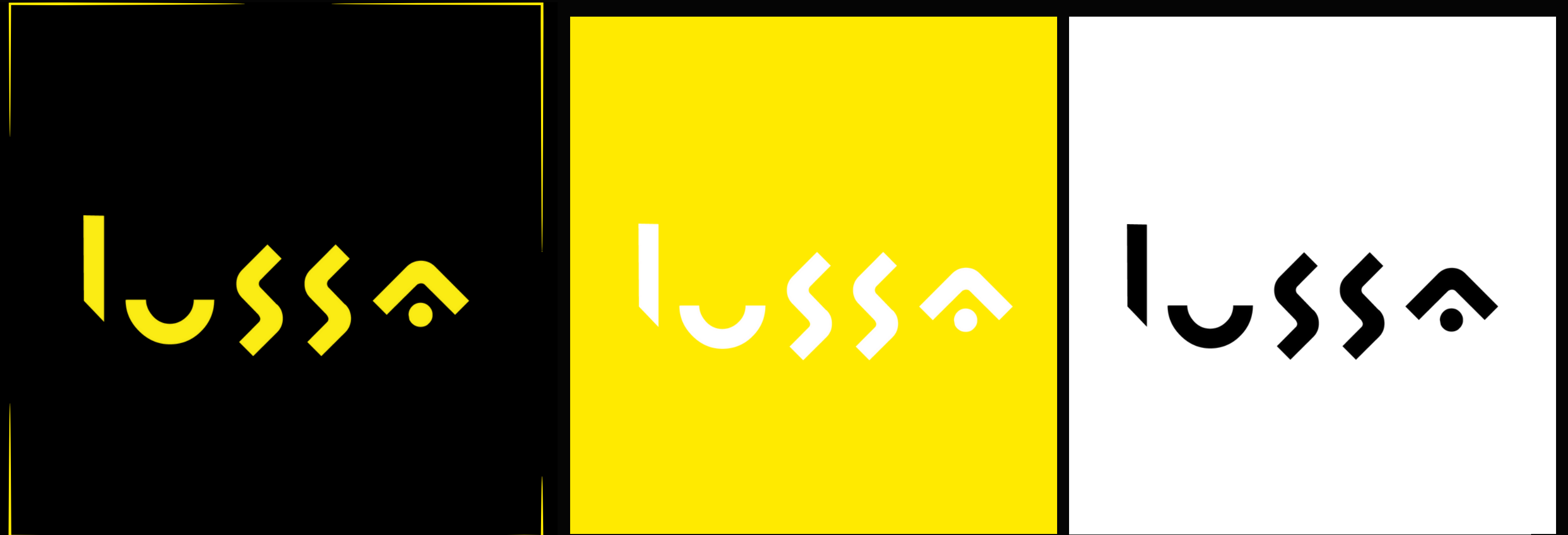


**BLACK
BACKGROUND**

APP ICON

App icons are individually designed, based on specifications. They were created using only Lussa corporate colors.

The following schematic provides guidance on the logo sizing.



FAVICON

In formats with limited space, use the smaller version of our logo (<80x15) to improve legibility. For favicons we prefer to use our symbol only.



DO NOT!**1. DO NOT GO WITH YOUR
CRAZY COLOR MIX**

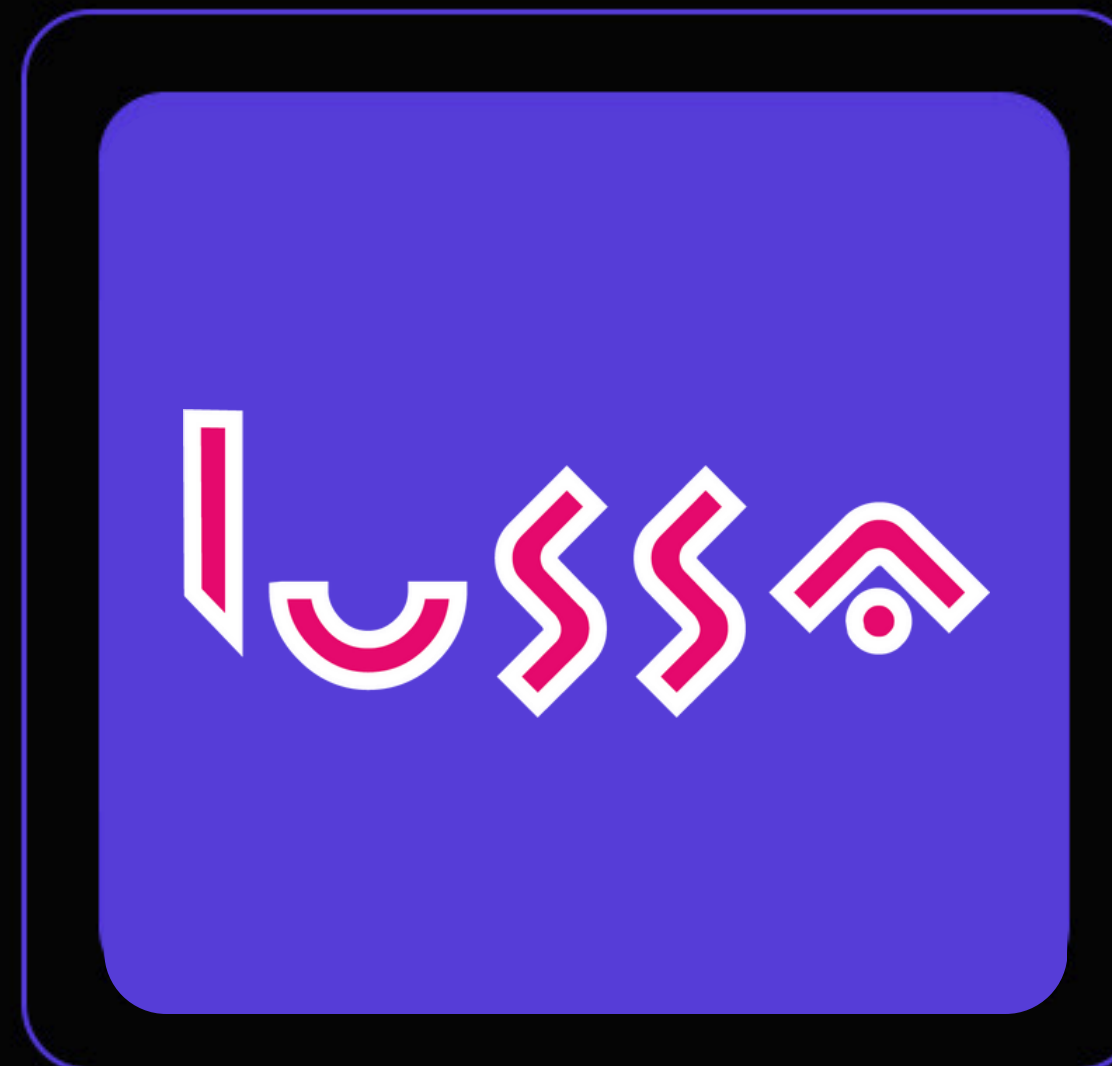
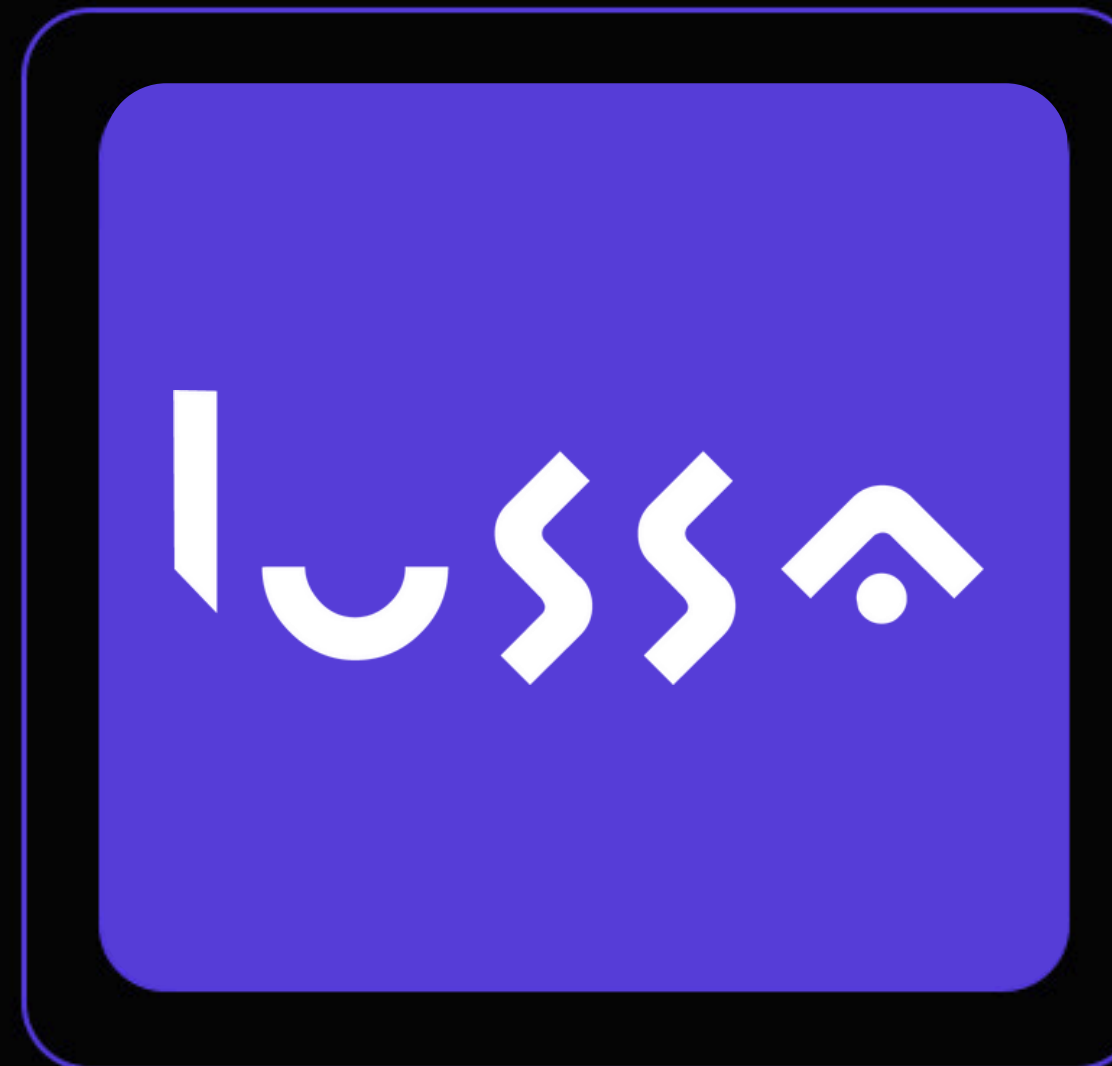
For more guidance around
which colors are allowed,
see page 13.

2. DO NOT APPLY EFFECT

Glowing edges, drop shadows
and gradients are forbidden.

**3. DO NOT USE THE
COLORS INCORRECTLY**

Also no other color
combinations are allowed
besides the ones provided in
these guidelines.



COLOR

COLOR

COLORS ARE THE MOST POWERFUL
PART, JUST LIKE OUR **YELLOW.**

COLOR

The brand color palatte is meant to bridge marketing communucation and product interface in order to enchance familiarity and visual recognition.

Black and white are compatible and connected with each other. As emotions, they express simplicity and clarity.

LUSSA COLOR

WHITE

#FFFFFF

C:0 - M:0 - Y:0 - K:0

LUSSA COLOR

YELLOW

#FFEA00

C: 2.42 - M: 0.5 - Y: 89.9 - K: 0.15

LUSSA COLOR

BLACK

#060606

C:74 - M:68 - Y:67 - K:88

COLOR USE

The use of our colors creates ownership and tells our story.

BACKGROUND

BLACK

TEXT & GRAPHICS

WHITE

YELLOW

WHERE TO USE

Brand Campaigns,
Lussa brand creative
Web + App



TYPOGRAPHY

TYPOGRAPHY IS OUR VISUAL VOICE.
AS **TYPOGRAPHY** AS WE ARE.

TYPEFACE

This is our everyday expression. Clear hierarchy of information ensures ease of use for more functional moments in our brand.

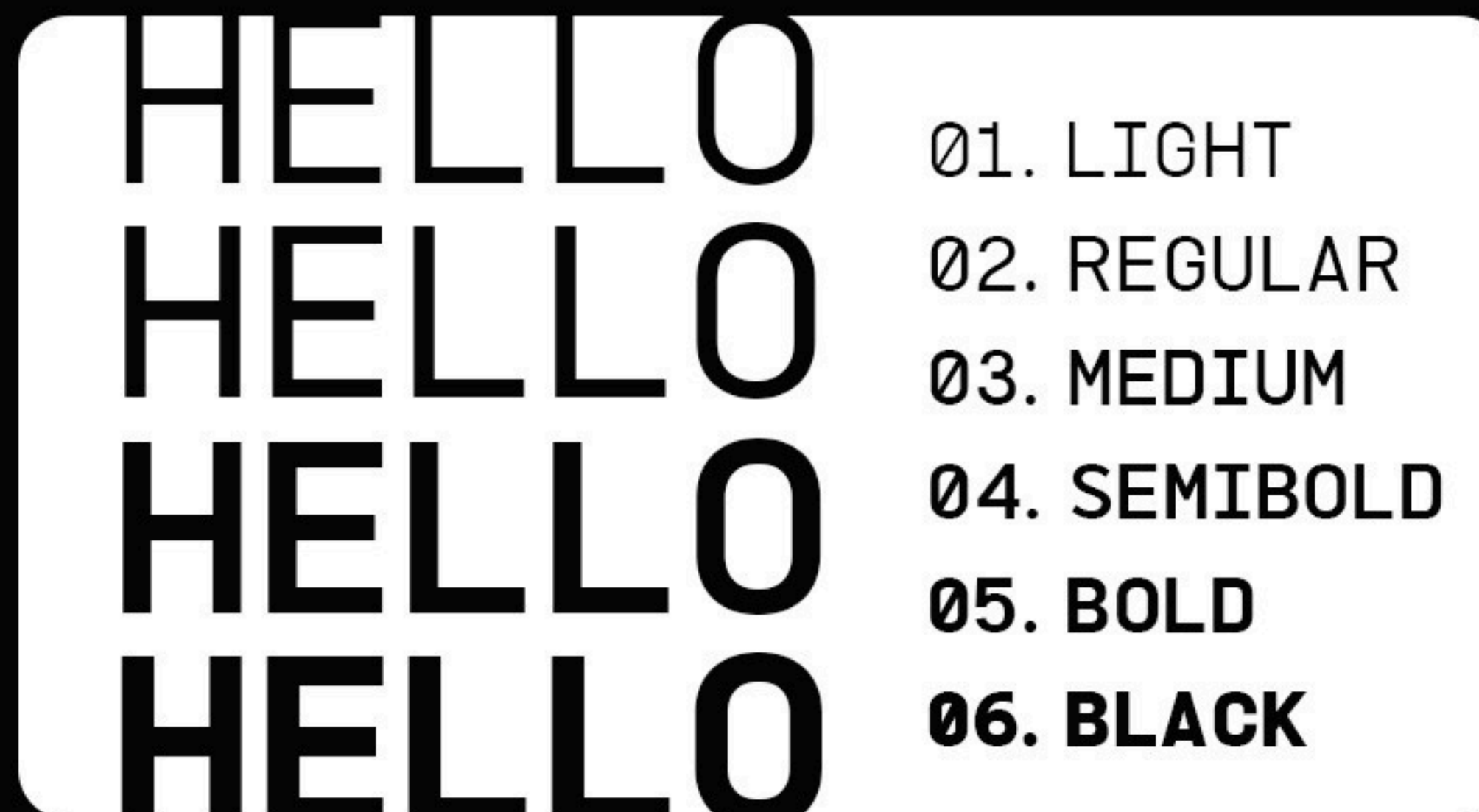
FILAMINT FONT FAMILY

Filamint is a font family with a monospaced shape and style, with angles that are so firm / without indentation, which makes it look more assertive.

WHERE TO USE

Brand Campaigns,
Lussa brand creative
Web + App

MEET OUR TYPEFACE: FILAMINT E001



Presented by
Lussa The Final
Frontier

Explore new planets

Earth is in peril as it is hit by a massive solar storm that threatens to destroy all life on the planet.

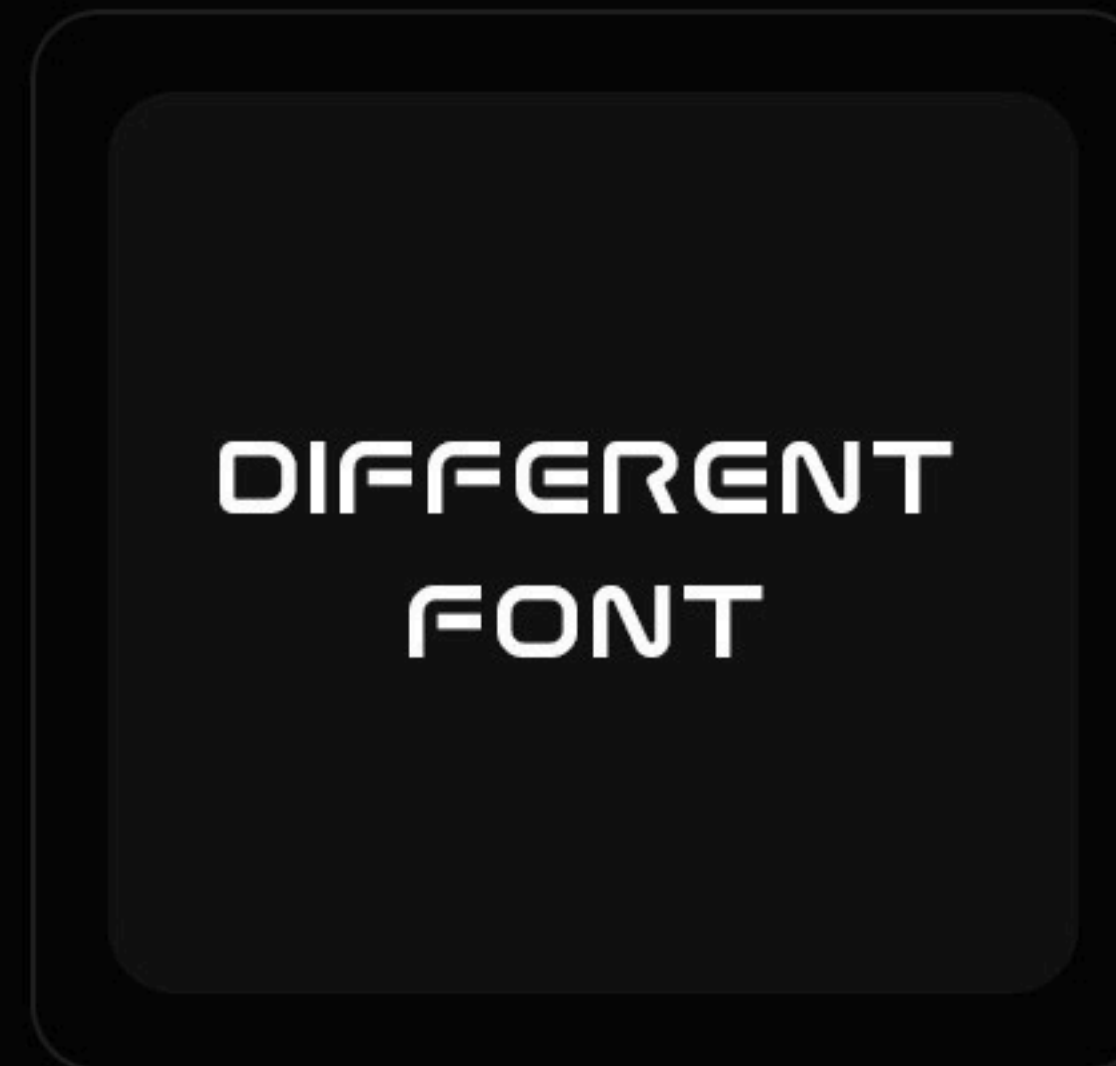
In a desperate attempt to save humanity, the government has launched various missions to explore new planets for possible settlement.

What they didn't know; going into this mission was that each planet has unique challenges and dangers, from scorching sun rays, freezing conditions,

radioactive explosions, insufficient oxygen, supersonic winds and acid rains.

DO NOT!

Please pay attention to the use of typography. Never make the mistakes in the example.

**1. DO NOT ROTATE
TYPOGRAPHY****2. DO NOT USE MULTIPLE
CONTENT COLORS ON
TYPOGRAPHY****3. DO NOT USE A FONT
OTHER THAN LUSSA
CORPORATE FONT****4. DO NOT ADD DIFFERENT
SHAPES OUTSIDE OF
CORPORATE GRAPHICS**

BRAND IN USE

LUSSA BRAND CREATIVE GUIDELINES

DESIGN IS THE SILENT
AMBASSADOR OF BRAND.

LOGO EXAMPLES

Here are some recommended examples of how the Lussa logo should be integrated.

USE THE PREFERRED LOGO

Our logo should always be in the right colors and the right positioning as well.

No element should get in front of the logo. There should be enough space around the logo.



LOGO PLACEMENT

When it comes to logo placement, we have few options listed on this page. Whenever's possible, place the logo centered in bottom of the layout. However, you might sometimes need to give the rest of the content more space, thus move the logo elsewhere. In this scenario, here are a few examples on how to work with it.

PORTRAIT

Our default option would be to place our logo in center-bottom of the layout.



LANDSCAPE BANNER

When working with key visual and text on landscape layouts, we prefer to place our logo in the middle bottom of the layout.



ANIMATED LOGO

When working with animated and masked compositions, our logo should always be positioned in the center.

It should be used in the right proportions in the work area.



THANK YOU

