



Brand guidelines

The logo's colors are black, white and **Pantone / PMS 7698** (hex value: #40758B). These are also Lumion's primary colors.

Logo variations

Primary logo / transparent background



*Lumion logo_PMS.eps
Lumion logo_RGB.eps
Lumion logo_CMYK.eps
Lumion logo.png
Lumion logo.svg*

Secondary logo / white background



*Lumion secondary logo_PMS.eps
Lumion secondary logo_RGB.eps
Lumion secondary logo_CMYK.eps
Lumion secondary logo.png
Lumion secondary logo.svg*

Use the primary logo in most digital & print applications. In cases of limited design or readability limitations, then you can use the horizontal secondary logo.

If you have further design web/print limitations, you may use the following alternate logos.

Alternate logos

Logo black & white version



*Lumion logo BW.eps
Lumion logo BW.png
Lumion logo BW.svg*

Logo black version_transparent background



*Lumion BW_transparent_logo.eps
Lumion BW_transparent_logo.png
Lumion BW_transparent_logo.svg*

Logo monochromatic version***

****please use only when monochromatic printing is required*



*Lumion logo_PMS_Monochrome.eps
Lumion logo_RGB_Monochrome.eps
Lumion logo_CMYK_Monochrome.eps
Lumion logo_Monochrome.png
Lumion logo_Monochrome.svg*

Logo white version



The gray background color shown here is for display purposes only. Please do not use it when showing the white version of the logo.

Logo horizontal wordmark version



*Lumion wordmark logo_RGB.eps
Lumion wordmark logo_CMYK.eps
Lumion wordmark logo.png
Lumion wordmark logo.svg*

Logomark version****



*****please use only as a favicon or for very small size printing*

*logomark_128x128_RGB.eps
logomark_128x128_RGB.svg
logomark_128x128.png
logomark_512x512_CMYK.eps
logomark_512x512_PMS.eps
logomark_512x512_RGB.eps*

the **Logo.**

Logo application on solid backgrounds / examples:



When the logo is placed on white or light solid backgrounds, then the Primary logo with transparent background is preferred.



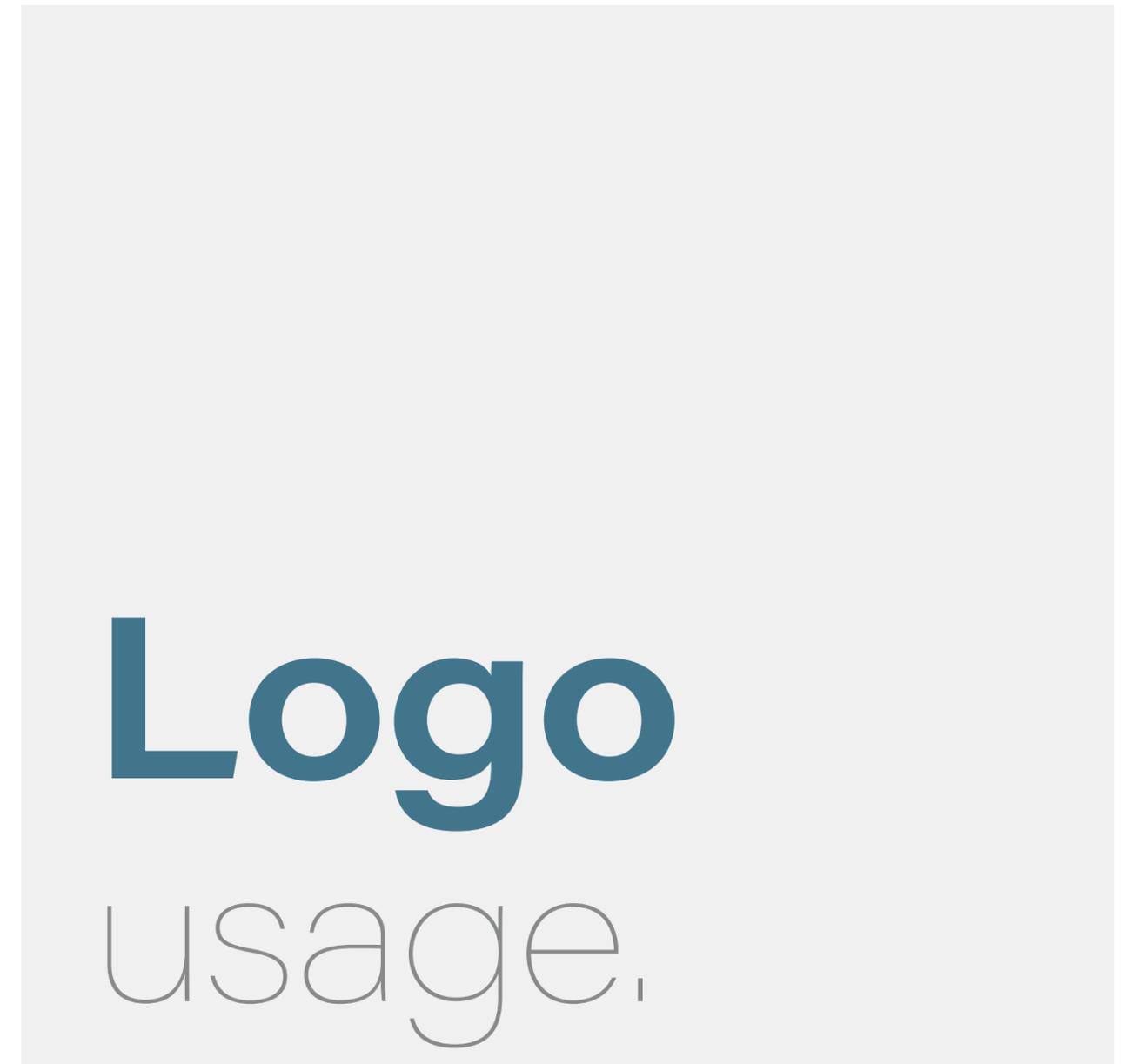
When dark solid backgrounds are used, then the Secondary logo with white background is preferred.



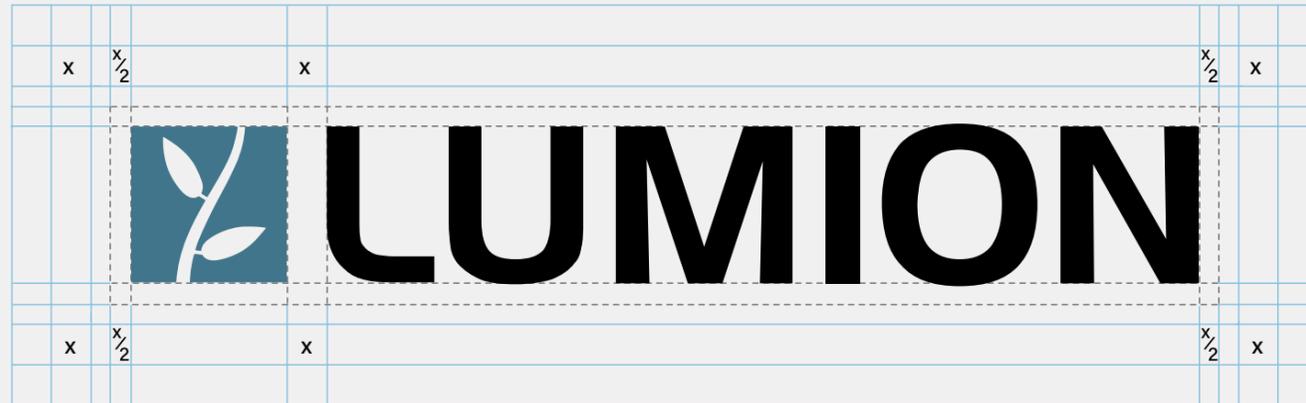
When black solid backgrounds are used, then the Secondary logo with white background is preferred.



Only in case of print production limitations, when only 1 color of ink is allowed, then the white logo version (for black / dark monochromatic backgrounds) or "Lumion BW_transparent_logo" (for white backgrounds) is preferred.



Clearance zone



Logo
usage.

The Lumion logo must stand alone. You must maintain a minimum amount of space between the Lumion logo and other graphic or textual elements.

To preserve the integrity and clarity of the logo, a standard area of "clear space" should be maintained around the logo in all uses.

The minimum clear space is defined as "x" where "x" is measured by the distance between the word Lumion and the icon, as shown above.

Logo minimum sizes

Web:



Print:



Logos maximum sizes

There is no maximum size limitation for the Lumion logo.

The Lumion logos are provided in .png as well as in vector formats.

To ensure the logo resolution and quality are not degraded, the png formatted logos may not be enlarged beyond their native/ maximum size.

Vector logos may be enlarged beyond their native size.

Logo usage.

Logo Do's & Don'ts



In order to maintain the integrity of the logo, please do not alter any of its parts (shape, frame, wordmark).

Never crop, distort, skew or scale the logo elements or change the typeface of the logo.

Never change the color of the elements.

Lumion logo should preferably be placed on white solid backgrounds.

When this is not possible, then other solid colors can be used. Preferably grey/light grey/black.

Depending on the background and web/print limitations, the primary or secondary logo versions can be used.

"Lumion logo_PMS_Monochrome.eps" should be used on light backgrounds, when monochromatic printing is required (7698C).

Logo usage.

Act-3D permits its users, partners and the media (“you”) to use its name, trademarks, logos, web pages, screenshots and other brand features only in limited circumstances and as specified in these Guidelines.

By using Act-3D’s Marks, you agree to adhere to these Guidelines and specifically to the Use Requirements and Terms below. If you have a separate agreement with Lumion that addresses use of the Lumion brand, that agreement shall govern your use of the Lumion Marks.

I. Our Trademarks

Lumion® and MyLumion® are registered trademarks of Act-3D® B.V., The Netherlands. You should include this attribution, as applicable, with your other trademark and copyright notices.

II. Use of the “Lumion” Name in Text

Lumion should be written as a single word with capitalized letter “L”. Spaces should separate it between the words before and after.

To keep things simple you are only required to include the trademark symbol (®) after the first instance of the word Lumion. For any subsequent uses of the word Lumion the trademark symbol is optional. The following examples are both acceptable:

Introducing Lumion®

Before Lumion rendering used to be really hard. Setting up and completing a render used to take days. With Lumion you can do it in hours. You can even make last minute changes before a meeting and update your renders in minutes.

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Legal

Info.

III. Lumion Logo

When using the Lumion logo you should always use the latest version, available at the download link below. These logos may not be altered, combined with other marks or used in a misleading manner.

Your use of these logos is subject to your compliance with these Guidelines.

<http://Lumion.com/brand.html>

IV. Books, Printed Materials, Blogs, Videos, Film and TV

Act-3D does allow the use of the name Lumion in the title or otherwise except as a descriptive reference to Lumion.

V. Manufactured Items

Generally, Act-3D does not permit the use of its Marks on manufactured products (T-shirts, packaging, other memorabilia). If you wish to use Lumion's Marks on manufactured items, please submit your request using email and we will consider the request.

VI. Use Requirements and Terms

All permitted uses of the Act-3D Marks must conform to the following guidelines:

No Confusingly Similar Marks: Don't use the Marks in a manner that might create potential confusion as to the owner of the Lumion Marks or imply that Act-3D is the source of your products or services.

No Incorporation:

Don't incorporate the Act-3D Marks into your own product name, service names, trademarks, logos, company names, domain names, website title, publication title, application icon, favicon, or the like. Don't incorporate or use the Lumion logo as part of a word.

No Generic Use:

Don't use the Act-3D Marks in a way that suggests a common, descriptive, or generic meaning.

No Plural or Possessive Use:

Never use the Act-3D Marks in the plural or possessive form.

Legal

Info.

Domain Names:

Don't register the Act-3D Marks as domain names or as any part of a domain name.

Endorsement:

Don't display the Act-3D Marks in any manner that might imply a relationship or affiliation with, sponsorship, or endorsement by Act-3D, or that can be reasonably interpreted to suggest that any content has been authorized by or represents the views or opinions of Act-3D or Act-3D personnel.

Prominence:

Don't display the Act-3D Marks as the primary or most prominent feature on your web page or in any non-Act-3D materials.

Disparagement: Do not use the Act-3D Marks in a manner that would disparage Act-3D BV or its products or services.

Violation of Law:

Don't display the Act-3D Marks on any website that contains or displays adult content, promotes gambling, involves the sale of tobacco or alcohol to persons under twenty-one years of age, or otherwise violates any law or regulation.

Objectionable Use:

Don't display the Act-3D Marks in a manner that is in Act-3D's sole opinion misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to Act-3D.

Termination: Act-3D may ask you to stop using the Marks at any time. You agree to stop using the Marks within a reasonable period of Act-3D's request, but in no situation, more than seven (7) days after Act-3D's request.

Reservation of Rights: Act-3D is the owner of all rights in the Marks and reserves all rights save the limited license granted here. Your use of the Marks pursuant to this license shall not be construed as limiting any of Act-3D's rights in the Marks.

Legal

Info.

ACT-3D DISCLAIMS ANY WARRANTIES THAT MAY BE EXPRESS OR IMPLIED BY LAW REGARDING THE ACT-3D MARKS (TO THE EXTENT PERMITTED BY LAW), INCLUDING WARRANTIES AGAINST INFRINGEMENT.

X. Additional Information

Act-3D requires that you conform to these Guidelines in your use of any Brand Features. We may modify these Guidelines at any time and your continued use of the Brand Features will constitute your consent to such modifications. Act-3D has complete discretion in determining if your use violates any of the Guidelines. If you would like to make use of the Brand Features in a manner not within the following Guidelines, you must seek our prior written permission.

Legal Info.