



LUMINA

women rise together

BRAND STANDARDS GUIDE
2022

OUR BRAND

women rise together

Lumina is an immersive Bible experience that inspires women to impact their world by learning, living, and leading in the power of the Word of God. Women who attend Lumina will engage in transformative and substantive lessons, be encouraged by inspiring stories from other women, and feel empowered through their deepened faith.

All facets of our brand must present a unified look to reflect the integrity of our character. Throughout our communications, every link in the chain requires the same diligent guardianship. Accordingly, we have adopted these brand standards guidelines.

ABOUT THIS GUIDE

This manual has been prepared and made available to ensure the success of the Lumina brand and visual identity through consistency of use. Please read the identity standards presented in this manual and adhere to the guidelines.

This identity standards manual contains approved treatments of the Lumina graphic logotype. The guidelines presented here are fundamental yet flexible enough to allow for creative expression.

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LOGO



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ABOUT THE LOGO

The mark in this concept represents both a diamond and a sun, offering a new take on a symbol of “light.” Like humans, every diamond has unique facets and imperfections. But when you shed light on a diamond, it shines. When you let in God’s light, you shine. Diamonds are also formed under tremendous pressure; in this concept, the use of a diamond is a nod to women’s resilience and strength through the pressures that are put upon them.

The color palette uses a warm gold to represent light, knowledge, and empowerment. Pairing it with a soft yet deep grey allows the gold to pop, creating an edgier feel. This palette also pays homage to the Inspire brand.

STANDARDS FOR REPRODUCTION

The Lumina logo may not be reconstructed or altered in any way. The logo is to be reproduced from high-resolution digital files provided by Lumina. The primary iteration should be used as displayed above on white or light background with or without the tagline dependent upon use.

LOGO VARIATIONS / COLOR

Variations of how the logo is presented in multiple combinations on grey and gold.



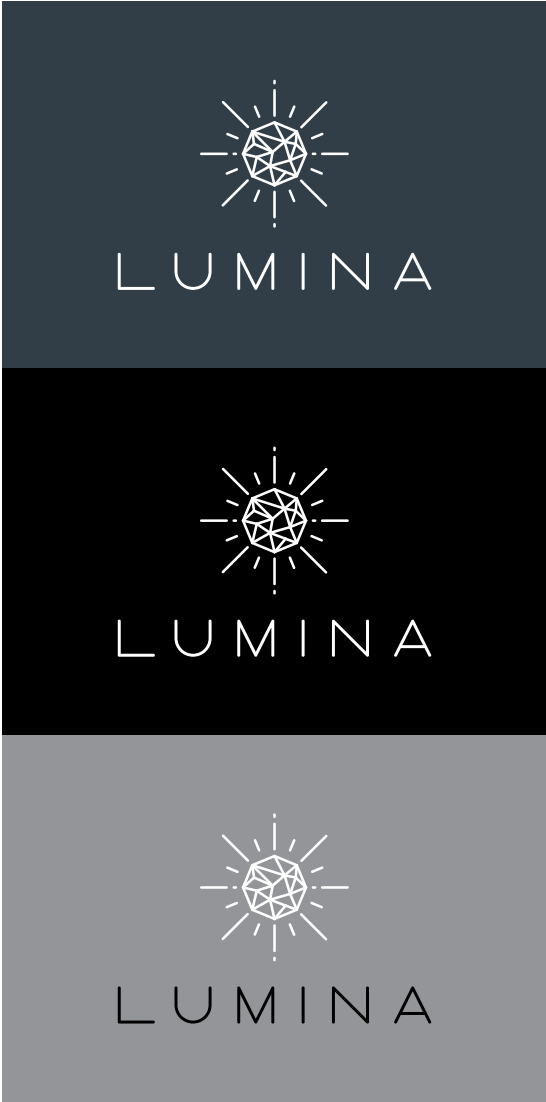
LOGO VARIATIONS / GRAYSCALE

For additional flexibility, variations of how the logo is presented in grayscale formats, on black, and in all white.



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LOCKUP CLEARANCE

In order to maintain a visual space around the Lumina logo and thereby enhance its legibility, a specific guideline has been established. A minimum distance is established between the lockup and any other graphic element. As demonstrated below, the minimum space is defined by the height of the letter "U" in the wordmark. Maintaining this as the minimum distance from other graphic elements will allow the logo to stand alone, uncluttered by other distracting elements.



AVOIDING COMMON MISTAKES

By following the instructions in this brand standards guide and avoiding these common mistakes, your brand will stay consistent throughout every brand touchpoint.



Do not overlap elements



Do not change the ratio of logo elements



Do not rotate the logo



Do not distort logo proportions



Do not rearrange logo elements



Do not create new logos by adding elements or intrude into the logo's space



Do not modify existing logo colors



Do not place the logo over parts of an image that compromise the legibility of the mark.



COLOR PALETTE

The Lumina brand uses the PANTONE color matching system, which is the preferred printing method to ensure consistent colors across all brand collateral.

The principal slate grey color is paired primarily with gold and white. Secondary colors of tints of the slate grey and gold should be used sparingly as an accent as well as black.

<p>Slate Grey PMS 432 C</p> <table><tbody><tr><td>C 79</td><td>R 49</td></tr><tr><td>M 64</td><td>G 62</td></tr><tr><td>Y 52</td><td>B 72</td></tr><tr><td>K 44</td><td>HEX #333F48</td></tr></tbody></table>	C 79	R 49	M 64	G 62	Y 52	B 72	K 44	HEX #333F48	<p>Gold PMS 1245 C</p> <table><tbody><tr><td>C 22</td><td>R 199</td></tr><tr><td>M 42</td><td>G 147</td></tr><tr><td>Y 100</td><td>B 44</td></tr><tr><td>K 2</td><td>HEX #C69214</td></tr></tbody></table>	C 22	R 199	M 42	G 147	Y 100	B 44	K 2	HEX #C69214
C 79	R 49																
M 64	G 62																
Y 52	B 72																
K 44	HEX #333F48																
C 22	R 199																
M 42	G 147																
Y 100	B 44																
K 2	HEX #C69214																
<p>Slate Grey 50% Tint PMS 432 C</p>	<p>Gold 30% Tint PMS 1245 C</p>	<p>Black</p> <table><tbody><tr><td>C 0</td><td>R 0</td></tr><tr><td>M 0</td><td>G 0</td></tr><tr><td>Y 0</td><td>B 0</td></tr><tr><td>K 0</td><td>HEX #000000</td></tr></tbody></table>	C 0	R 0	M 0	G 0	Y 0	B 0	K 0	HEX #000000							
C 0	R 0																
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TYPOGRAPHY

The Lumina brand uses a combination of Avenir, Avenir Condensed, and Antigua Presidente typeface families. All fonts are supplied in the logo zipped package files.

GIORGINO

MAIN LUMINA TYPEFACE

UPPER + Lower Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Antigua Presidente

ACCENT TYPE USE (SUBTITLES / TAGLINES)

UPPER + Lower Case

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

AVENIR

FOR HEADLINES (ALL-CAPS)
& Content Copy (Upper + Lower Case)

45 BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRAND PATTERN

The mark can be blown up and used as an artistic element and/or pattern dependent on the application.



EXAMPLE USE



MESSAGING



WHAT IS LUMINA?

Lumina is an immersive Bible experience that inspires women to impact their world by learning, living, and leading in the power of the Word of God. Women who attend Lumina will engage in transformative and substantive lessons, be encouraged by inspiring stories from other women, and feel empowered through their deepened faith.

KEY MESSAGING PILLARS

A fresh take on Bible study.

Lumina is a Christian conference like no other. From engaging speakers, to moving musical performances, to exclusive tours of the museum, Lumina is a fully immersive, multi-sensory experience that offers a transformative encounter with God and the Bible.

A place for women to flourish.

Lumina is designed specifically for women. Through meaningful, substantive lessons and inspiring stories, women who come to Lumina will leave feeling stronger in their faith and empowered to live and lead in the power of God's Word.

An unrivaled partnership.

Lumina brings together some of the most iconic Christian organizations in the nation, including Museum of the Bible, Inspire, and New Life Ministries. With these renowned groups at the helm, Lumina is sure to be a raging success.