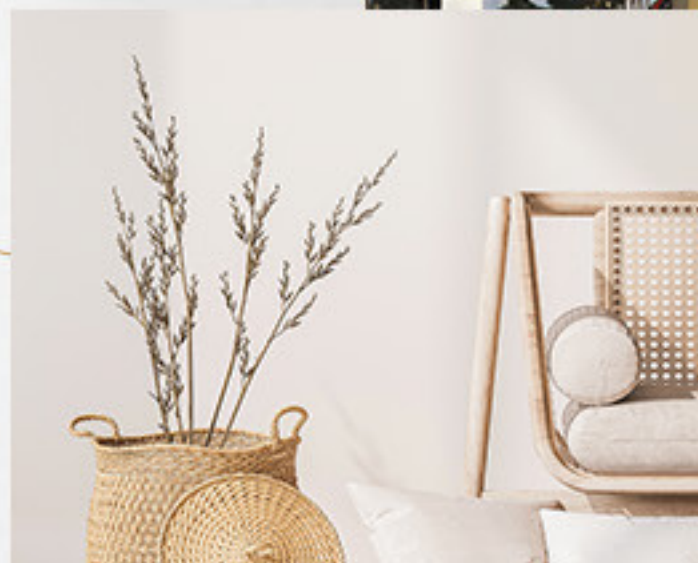




LUMIÈRE

Branding Identity



Version 1.3
2023



Overview

Lumière is a new real estate development brand which focuses on high-end building development. The brand is driven by its desire to create understated but elegant spaces. From its curve architecture and custom interiors, everything is aimed at creating a unique and luxury waterfront lifestyle experience.

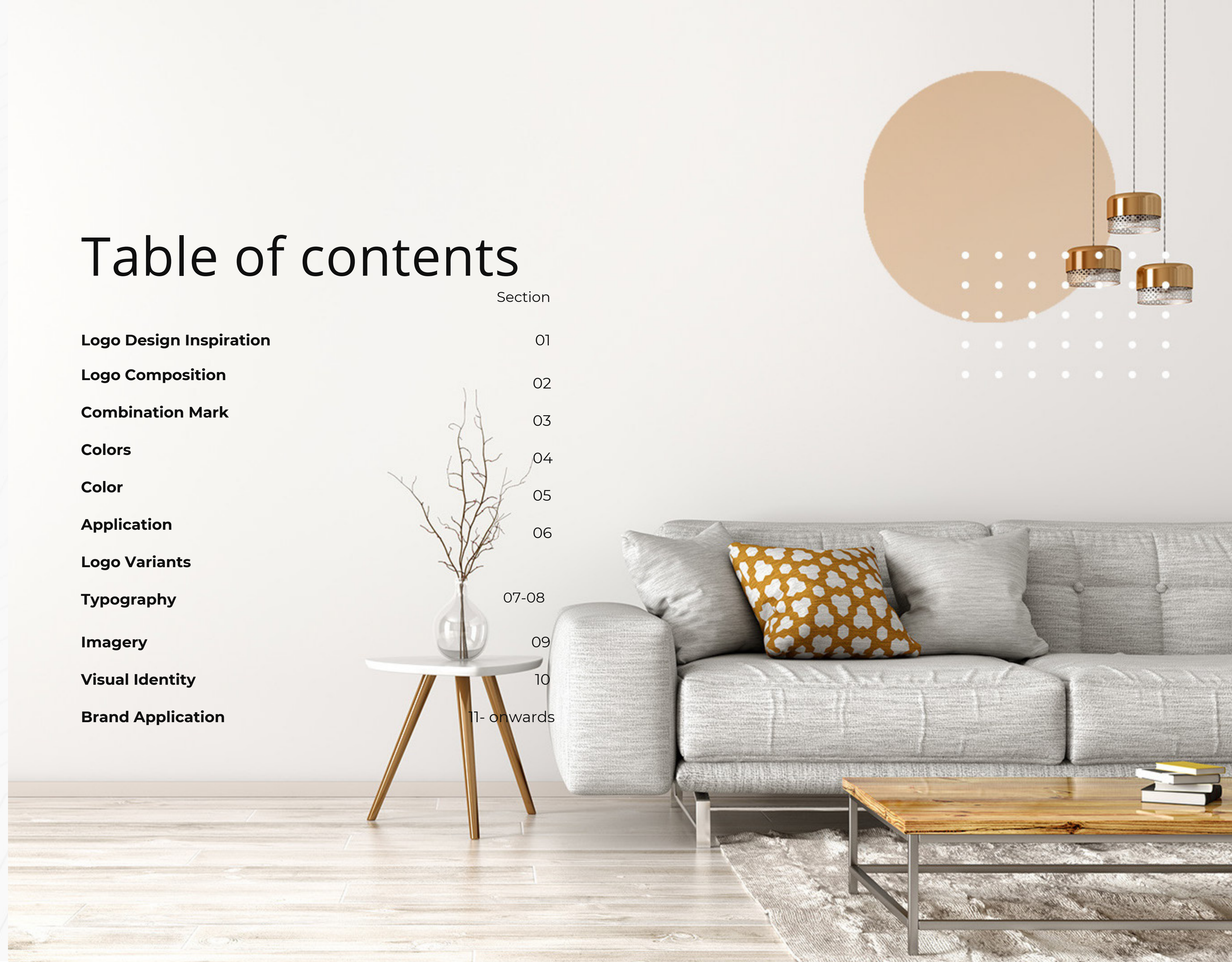
Industry

Real Estate



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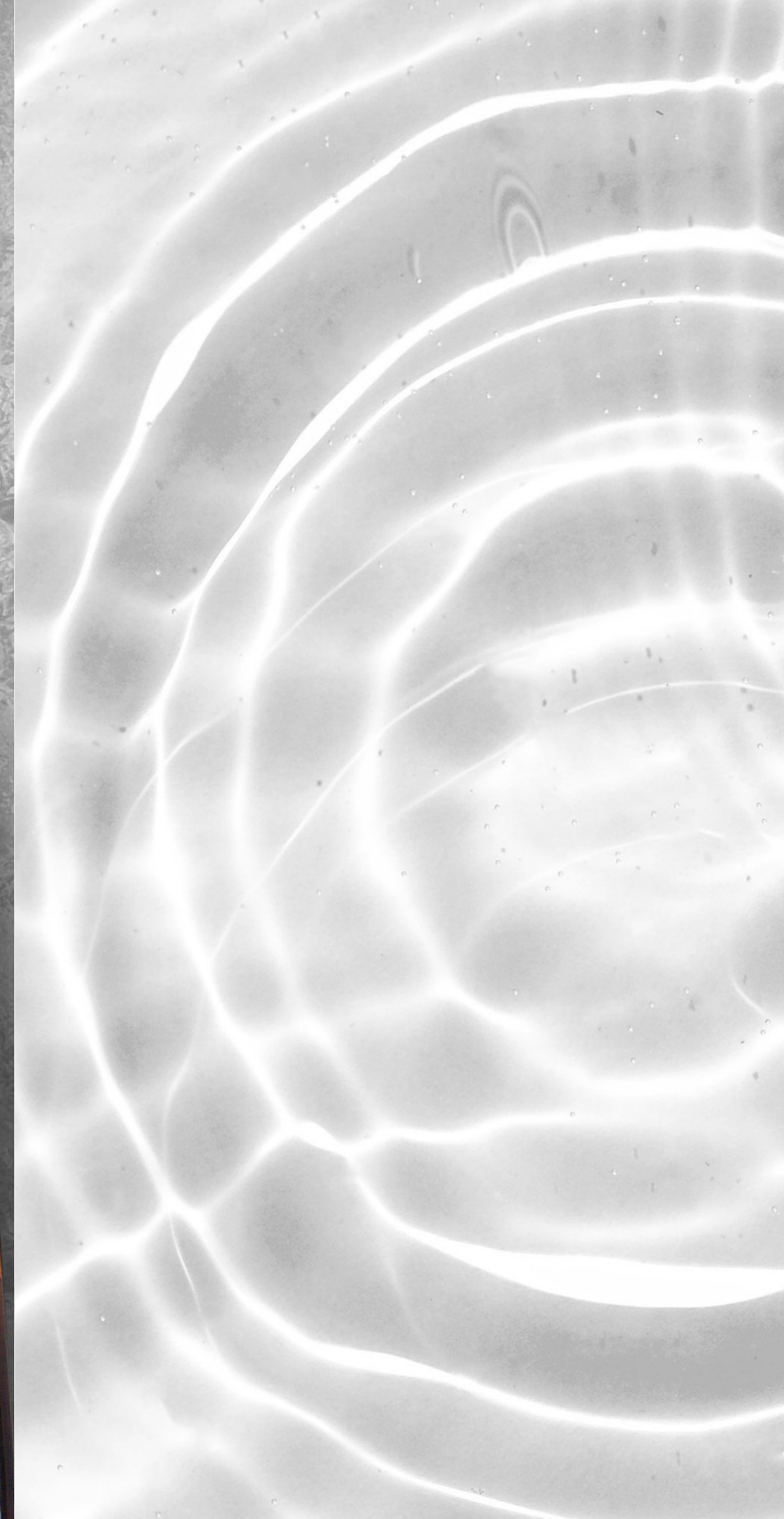
01

Logo Design Inspiration

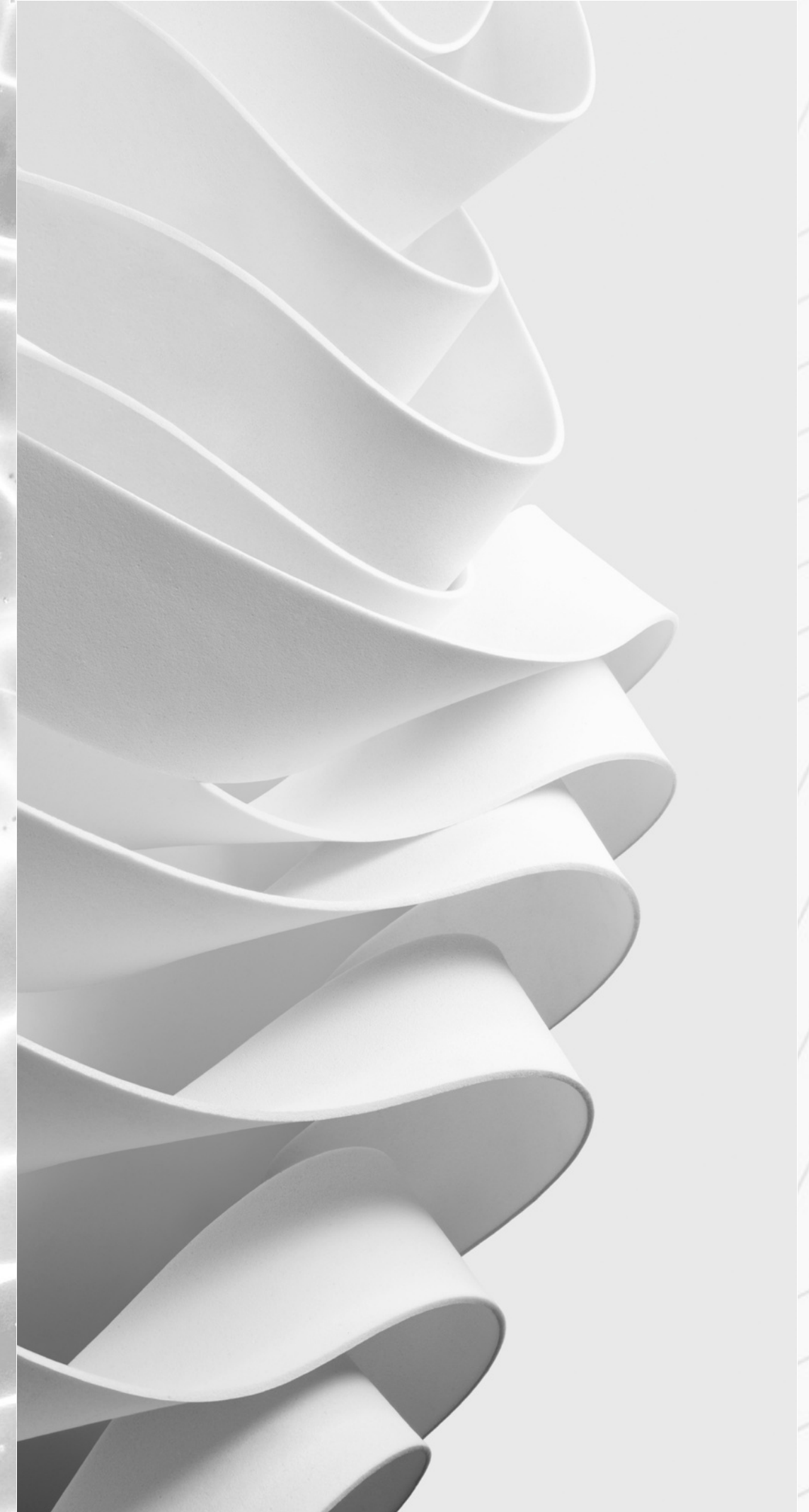
A lot of design inspiration can be taken from our day-to-day lives. With the Lumière Brand, Ship's Bow, Water Ripples, and Curve Architecture are our top spots.



Ship's Bow



Water Ripples



Curve Architecture



Logo Composition & Definition

To understand what a logo is, we first must understand their main purpose. This design process aims to make the logo immediately recognizable, inspiring trust, admiration, loyalty and an implied superiority.

Illustrated on the page are the definition and composition of the **Lumière Brand**.



Curve Architecture

While most architecture is rectilinear – all straight lines and squared angles – curves are often designed to soften a building’s impact and help the structure meld into the surrounding landscape. They reflect a sense of fluidity, which is why curves work particularly well near bodies of water.



Ship's Bow

The bow is the forward part of the hull of a ship or boat, the point that is usually most forward when the vessel is underway. The symbolism behind the icon is part of promoting the elegant lifestyle that the customers want to be a part of.

The brand name '**Lumière**' was carefully chosen to pay tribute to the underappreciated light in our daily lives. The name reflects the project’s vision of awakening a sense of wonder and appreciation for the often-overlooked radiance surrounding us each day. It embraces the poetic tradition of light as a symbol of inspiration and enlightenment, inviting buyers on a journey beyond the ordinary to discover the brilliance found in the simplest moments of existence.

Lumière also honors a spirit of curiosity and the desire to venture into uncharted territories, both geographically and intellectually. By aligning with this spirit, the brand encourages individuals to shed light on the unexplored corners of their own lives and to cherish the little moments that often go unnoticed. In our fast-paced world, Lumière serves as a reminder to pause and savor the light that brightens our experiences, fostering a renewed appreciation for the beauty that eludes our attention.”



03

Combination mark

The combination of the official logo and the logotype allows the **Lumière Brand** for greater freedom to creatively represent the brand, while ensuring the company name is associated with it. This combination mark offers the benefit of a strong brand identity.



LUMIÈRE



LUMIÈRE

Type Specifications

Type Family

MANSORY

Mansory is a truly gorgeous and light sans serif font that will work in a wide range of designs. It's incredibly well balanced and will turn any design idea into an aesthetic masterpiece.

LUMIÈRE

Variant : Regular

Tracking : 100

04

Primary Colors

The primary colors will become a recognizable identifier for the **Lumière Brand**. The brand will have 2 official colors, namely, **Twine and Black**.

It's important to use these colors correctly for their specified purpose.

Secondary Colors

The secondary colors are complementary to our official colors. These colors will be **Mischka, Romance, and White**.

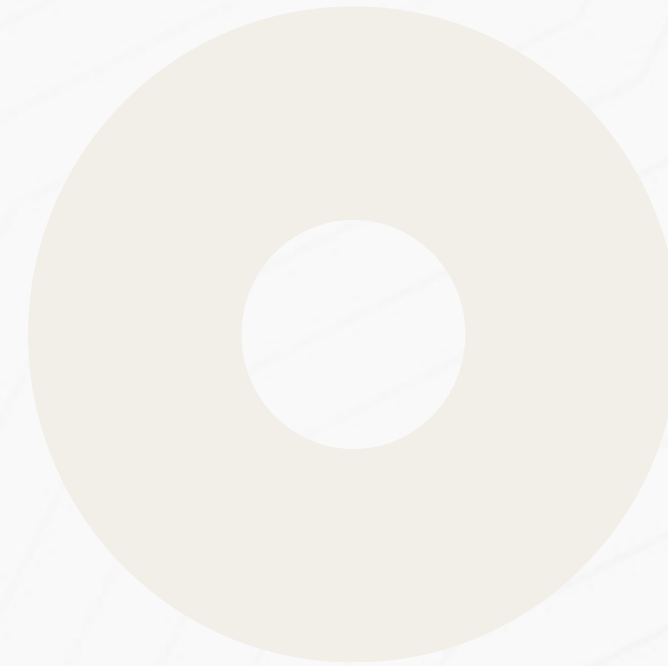
The secondary colors is a collection of bespoke, brand specific colors. Secondary colors are generally used for bespoke brand embellishment.

Primary Colors



Mischka

RGB 178 179 181
CMYK 31 24 24 0
HEX #B2B3B5



Romance

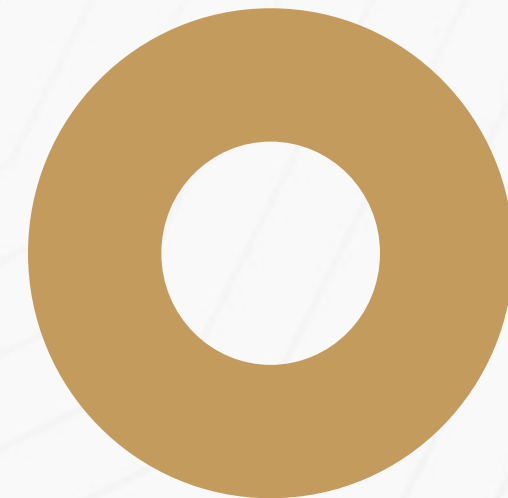
RGB 242 239 232
CMYK 4 4 7 0
HEX #F2EFE8



White

RGB 255 255 255
CMYK 0 0 0 0
HEX #FFFFFF

Secondary Colors



Soapstone

RGB 194 154 92
CMYK 24 38 74 2
HEX #C29A5C



Black

RGB 0 0 0
CMYK 0 0 0 0
HEX #000000

05

Color palette applications

The following configurations display the versatility of the **Lumière Logo** on our official color palette.

Upon using the **Lumière Logo**, one must adhere to the official brand colors to maximize brand recognition.



06

Logo Variants

Illustrated on the page are the different configurations of the official **Lumière Logo**.

The logos should not be changed or altered in any way.

The logos must be positioned on most colored backgrounds or images.

Use the primary logo version whenever you can to achieve maximum stand-out.

Use the standalone mark as an icon in areas where text spaces are very limited.

Example: Website Favicon and App Icons.



LUMIÈRE

Standard Configuration



LUMIÈRE

Horizontal Configuration



Icons



07

Primary Typography

MANSORY

Mansory was designed by Pavel Larin and published by Larin Type Co. Mansory contains 8 styles and family package options. Mansory is a modern contrasting and elegant sans serif font, which is presented in an upright and oblique style and also has 4 weights, this gives more opportunities for your design project. Contrasting lines and balanced forms of these fonts will provide recognition and will be easy to read. The regular style is perfect for text, while the heavier ones are perfect for logos, headings will highlight exactly what you need.

Font weight usage

Regular

Mansory Regular should be used as the primary typeface for Titles, Headlines, and Callouts.



A

a

B

b

Family

Regular

Medium

Semibold

Bold

Numericals

01 02

03 04

05



08

Secondary Typography

Raleway

Font weights

Regular

Raleway Regular should be used as the primary typeface for body paragraphs, descriptive texts and other vital information.

Aa

Bb

Cc

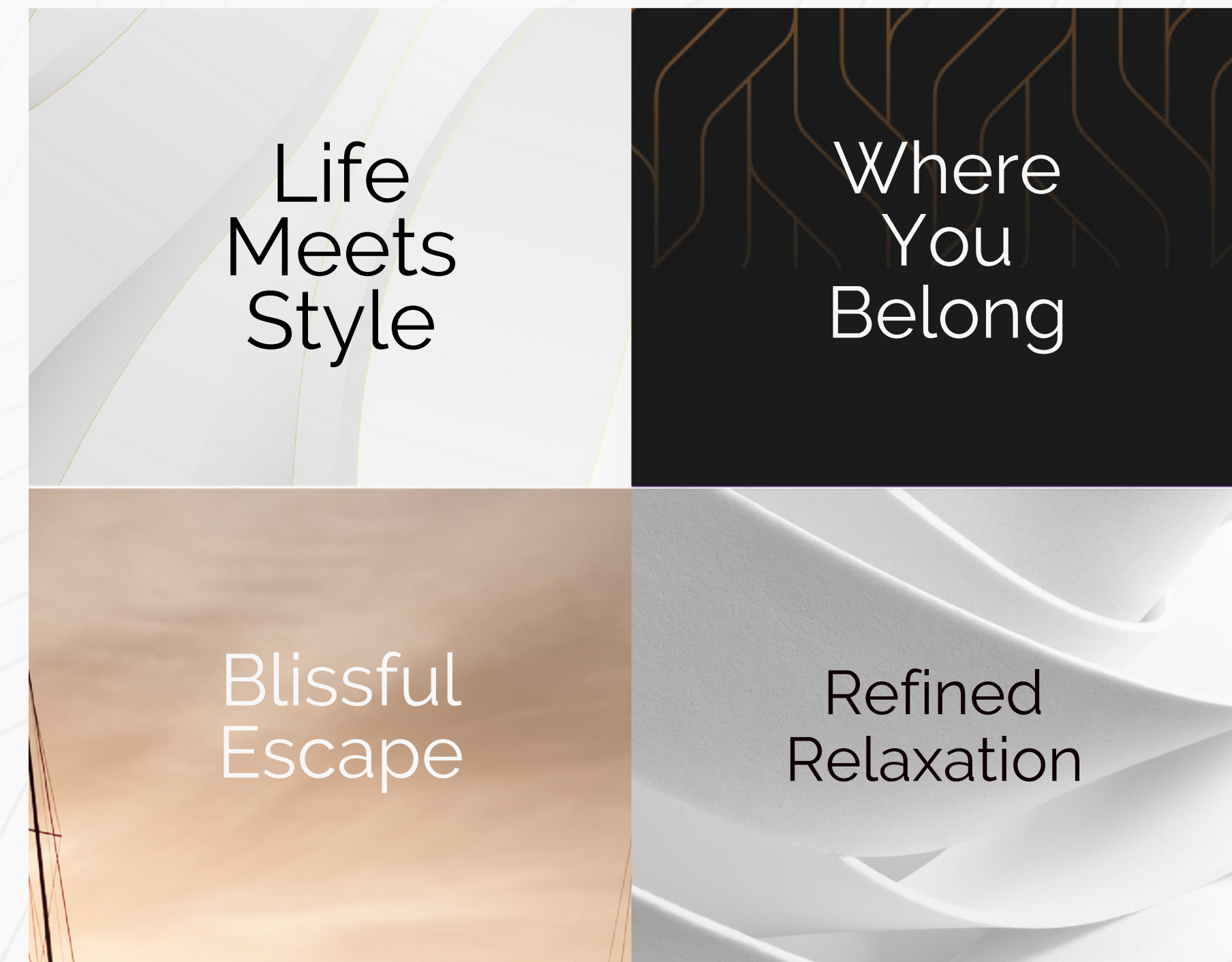
Dd

Mansory

EXPERIENCE THE LIFESTYLE

Raleway

For those who want the spell of Fort Lauderdale at their fingertips but appreciate an idyllic escape, this is your moment.



09

Imagery

These words sum up the look.

**Premium. Creative
Comfort. Thoughtful.**

Key Principles

Across all photography, we should aim for high quality, professionally shot images.

Images should always be sharp and high resolution, and should steer clear of a 'grainy' style.

Images should be well-composed, and show interesting perspectives (where appropriate).

Images should be beautiful, striking scenes and modern in feel.



10

Visual Identity

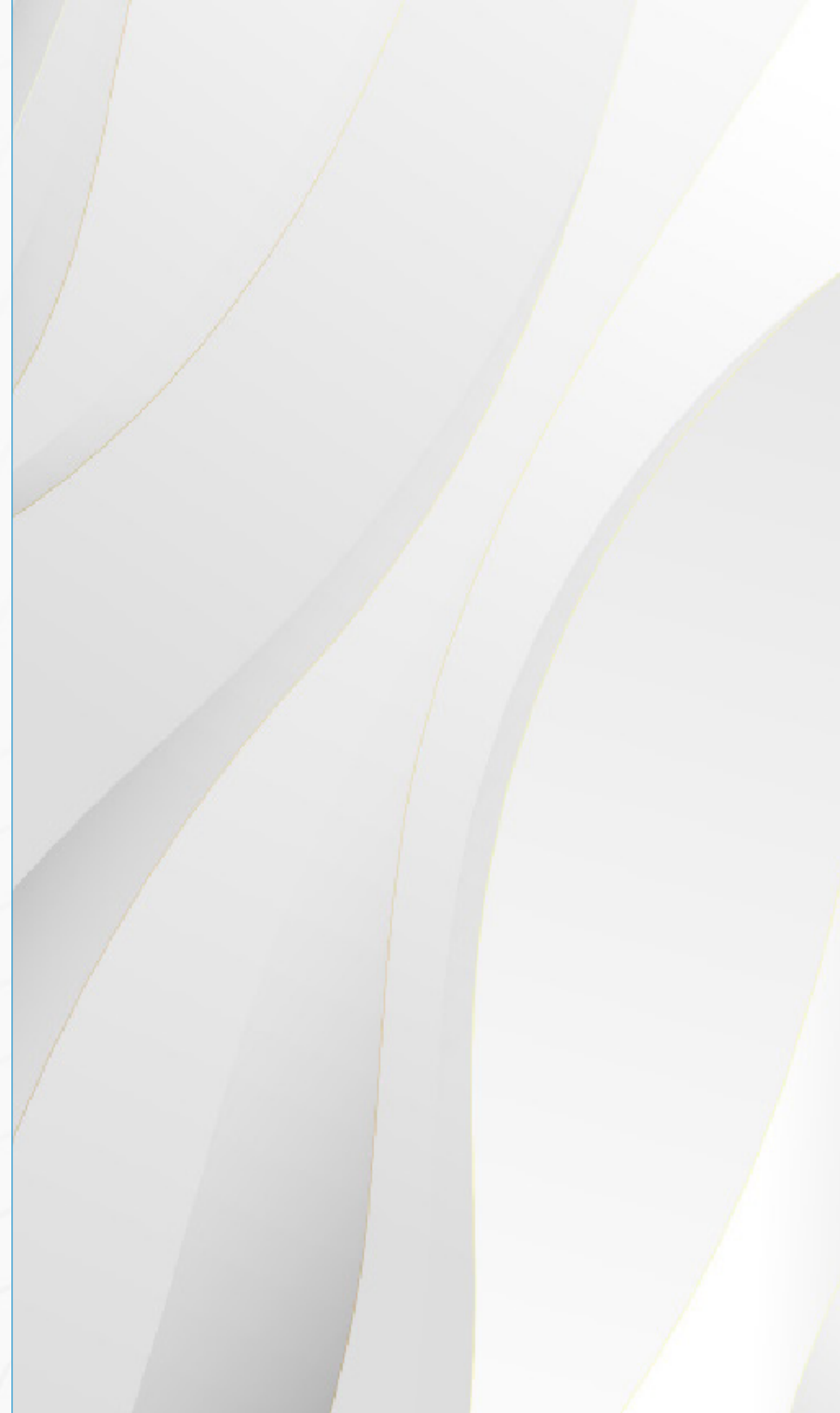
Key Principles

The **Lumière Brand** visual identity includes several design features which can be incorporated into all of our graphics.

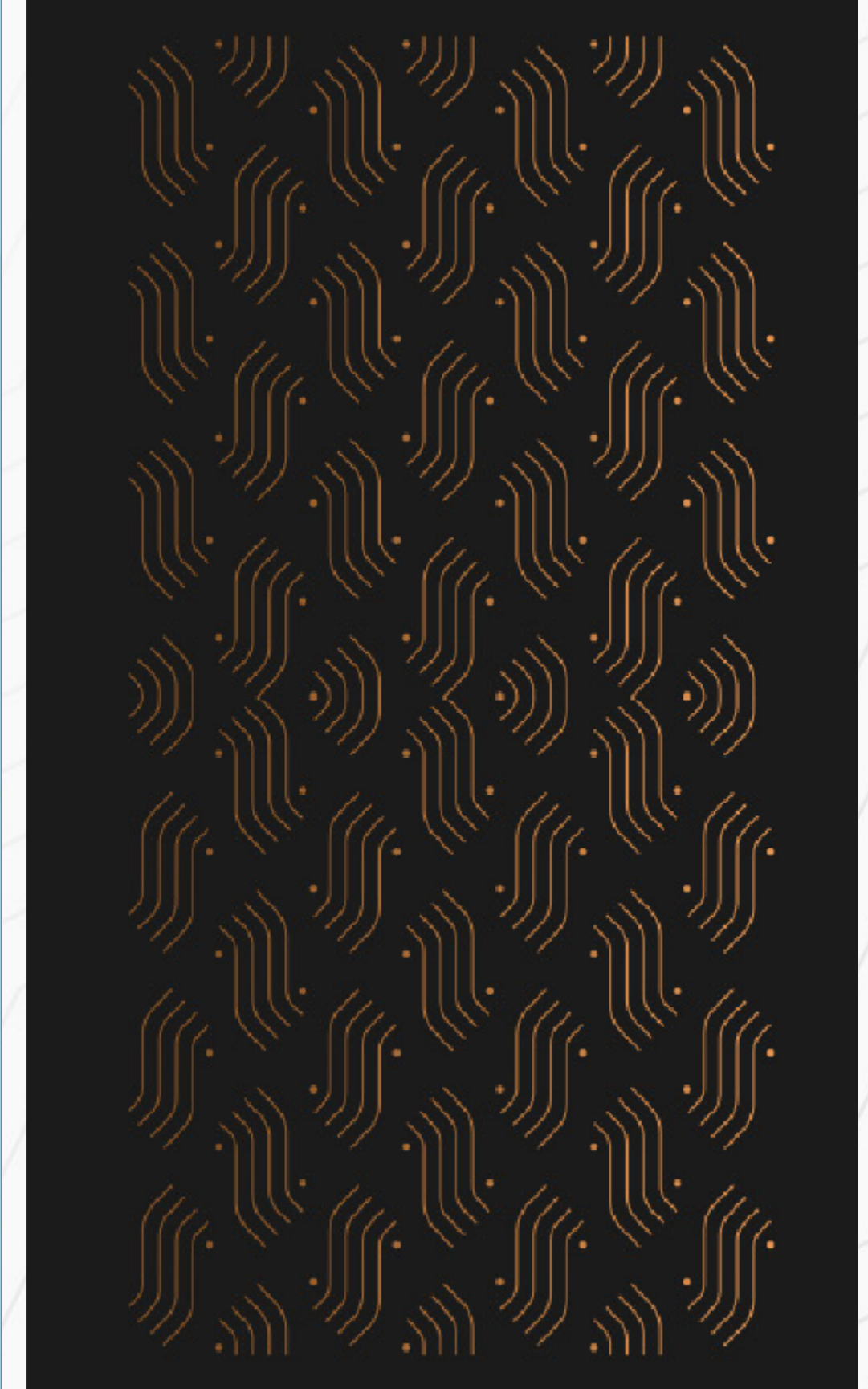
These features are incorporated on this page and include:



Fluid Contours



Gold Line Flows



Elegant Patterns



LUMIÈRE

LUMIÈRE



A WIDE OPEN VIEW

CALL OF THE SEA

500 Hendricks Isle, Fort Lauderdale, FL 33301

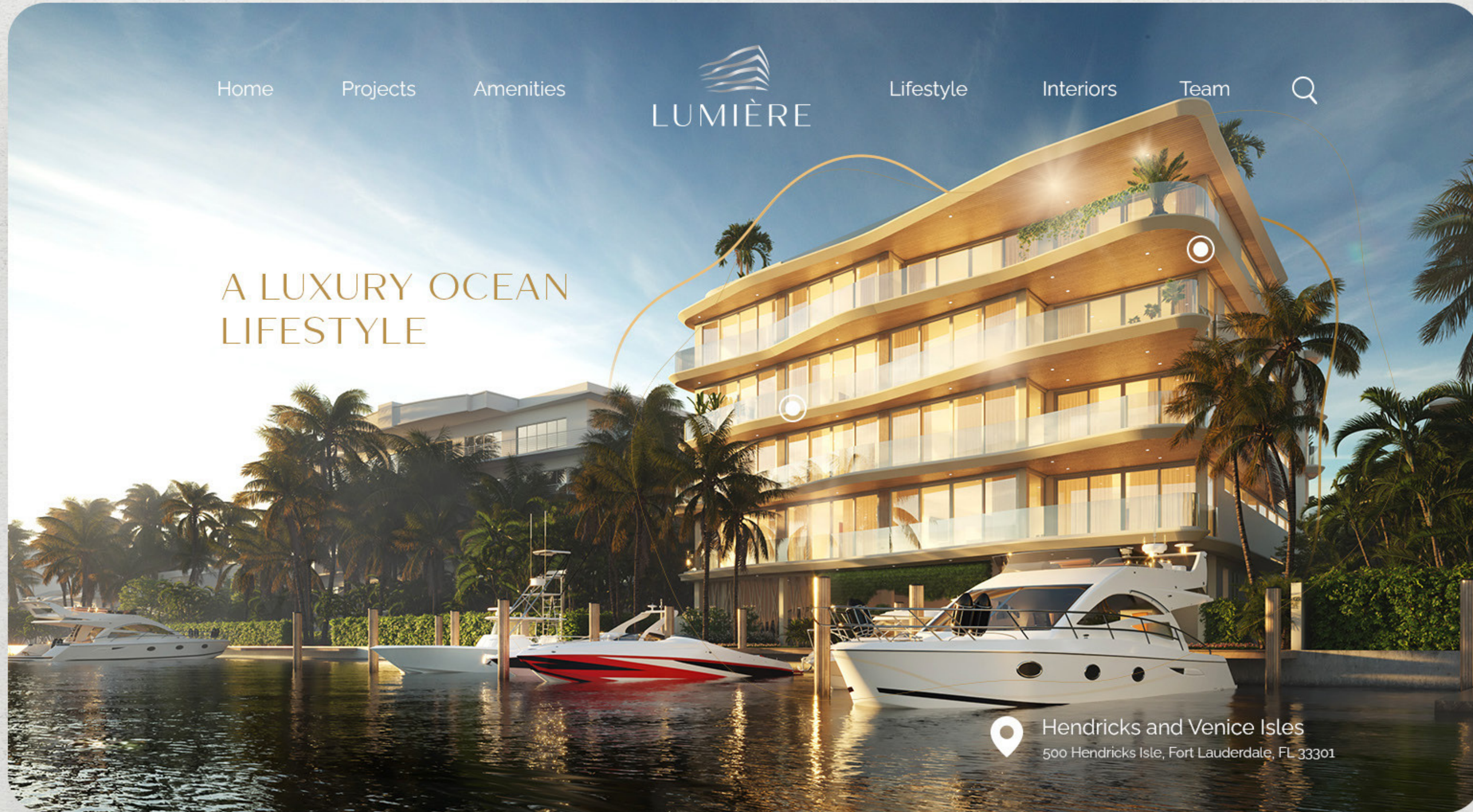
LUMIÈRE

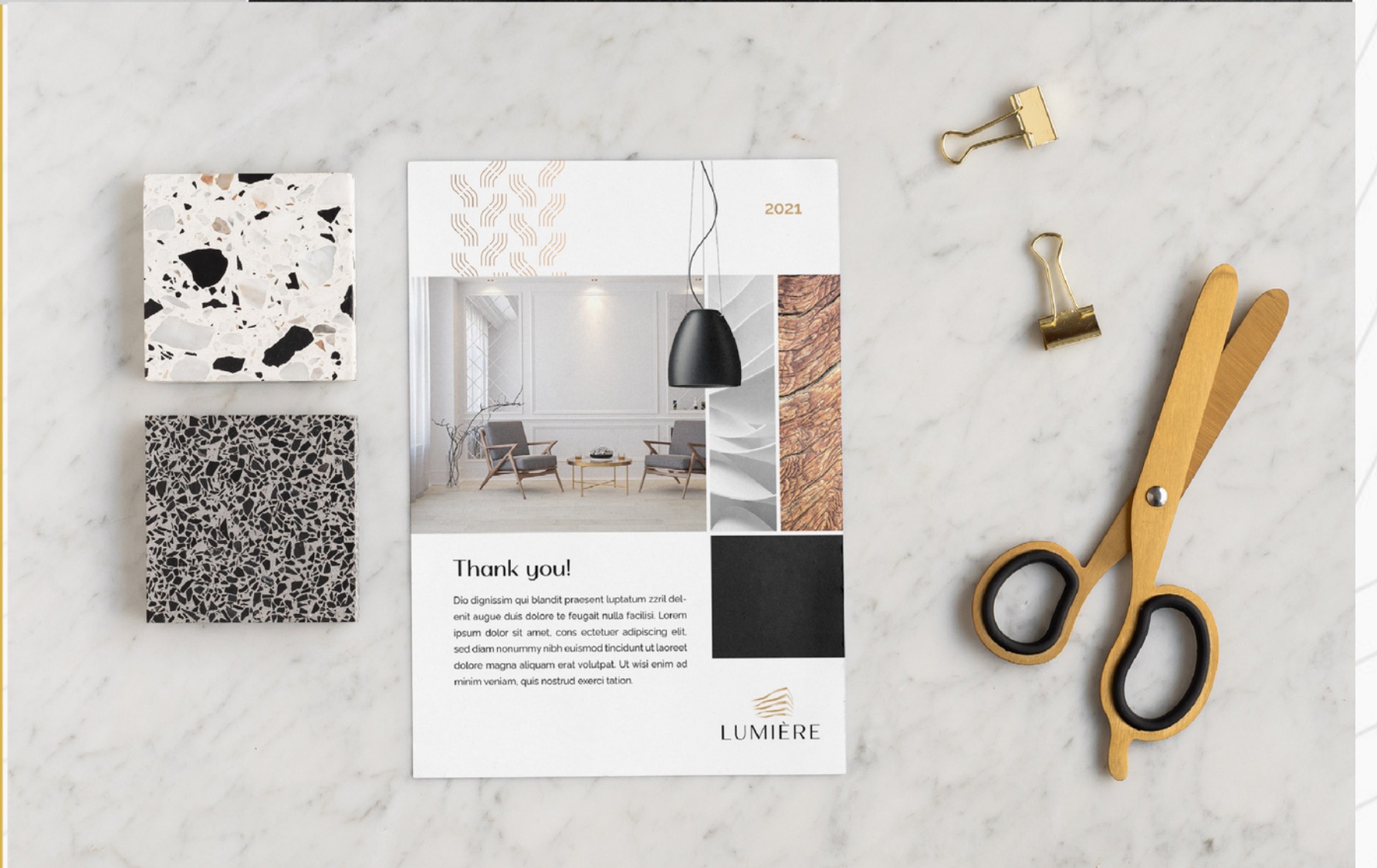


FEEL THE ELEGANCE

LUMIÈRE

Social Media Posts







LUMIÈRE



Thank you.