brand
guidelines

illumin   June 2024

illumin

illumin is not just our name and that of our state-of-the-art journey platform — it's our identity. This goes beyond our logo; it is a promise we make to our customers, partners, and employees. illumin is a brand that lets us tell our story — it shows our values, shares our vision, and defines our goals.

illumin is ambitious — big and bold — and it represents our very best.

This brand guide delivers how our identity is shaped, and how best to use it to craft, shape, and embrace this journey together.

For more information on our brand, voice, and other style material, visit **illum.in/brand**.

welcome

Contents

our logo

Primary logo

Our logo defines our identity. It is an essential brand asset that must be protected through consistent and conscientious usage as outlined in these guidelines. The illumin logo is our core visual asset and should always be seen in its entirety.

Note in all cases, illumin is always spelt in full lowercase letters.

This vertical alignment, with the "halo" to the left and the "wordmark" middle aligns is our beacon, and this "lockup" version is to be used the majority of the time.

Stacked logo

Depending on the placement and other assets around it, this "stacked" logo can be used when trying to achieve more of a "boxed" look.

Halo

The illumin halo is our primary signifier, the symbol that most represents our company, our product, our community. The standalone halo is only used in association with another version of our lockup logo, and traditionally only used by the marketing and product team.
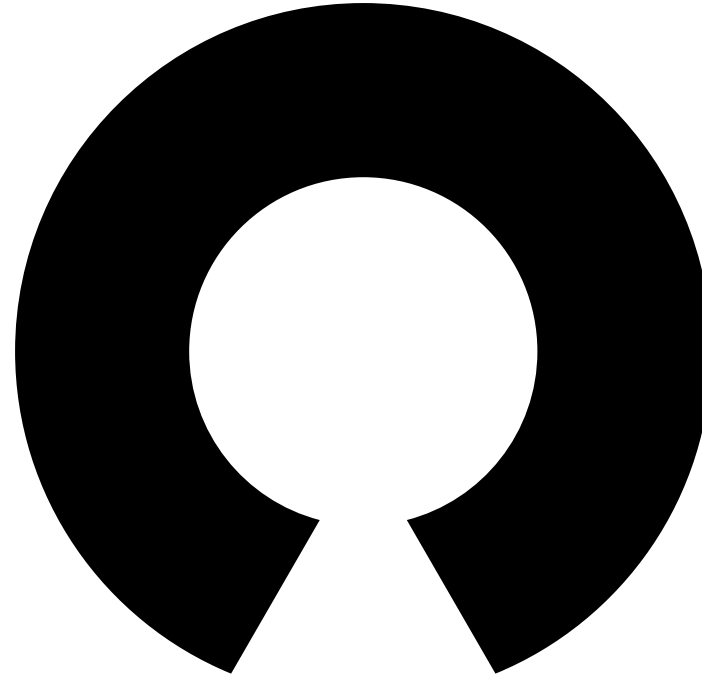
Oversize usage

Sometimes the occasion calls for whimsy or attention-grabbing, and although the wordmark can be used in full oversized-bleed, its usage is reserved for the marketing team.

illumin

Clear space

To ensure prominence of the illumin logo, always surround it with a field of clear space that isolates the logo from competing graphic elements such as text or photography. Any exceptions must be approved by the marketing team.
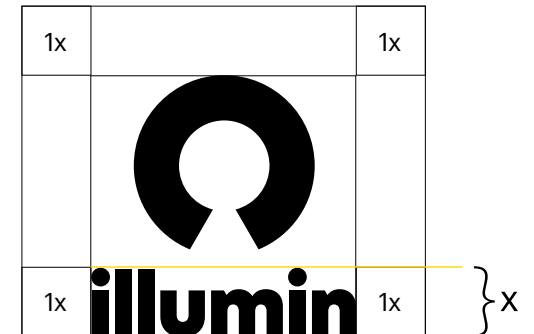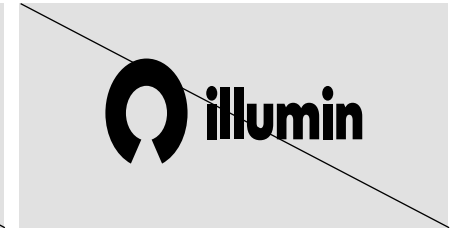
Inappropriate usage

The illumin logo is our core visual asset and should never be altered or distorted in any way. This means keeping the entire logo full-white or full-black, depending on the background. If you're not sure, or if you see the logo used in a questionable manner, please escalate to the marketing team.
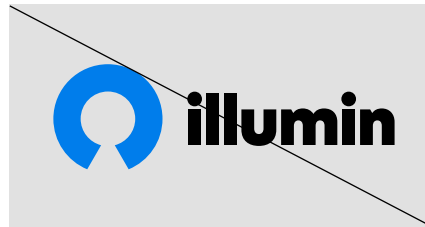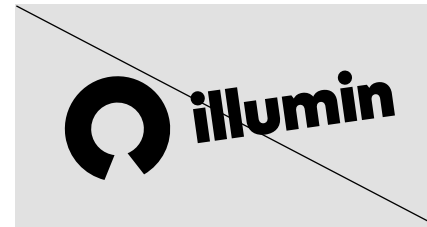

Do not use the endorsed logo
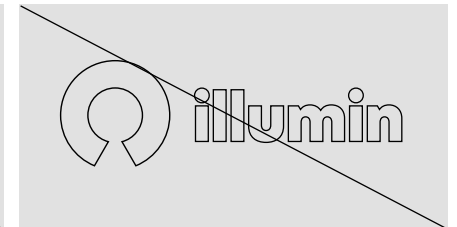

Do not use the Acuity logo

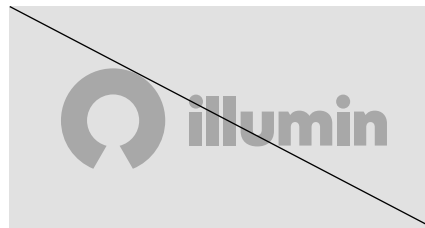Do not stretch or distort the logo
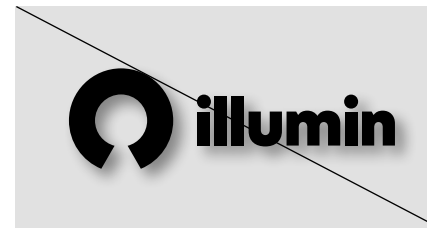

Do not change the halo color

Do not angle the logo

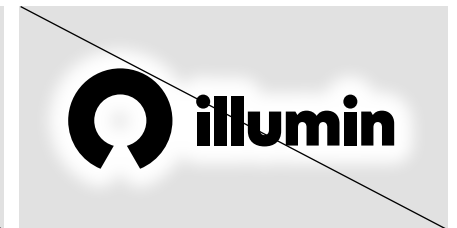Do not outline the logo

Do not make the logo transparent

Do not add a shadow to the logo

Do not add effects to the logo

Industry co-brands

The illumin logo can be coupled with an approved industry co-brand, such as illumin Elect for political, and illumin Health for healthcare. It would typically appear once or twice within a piece of collateral.

Note in these cases, illumin is always spelt in full lowercase letters, followed by a space, and then the industry begins with a capital letter. Also note that this denotes the vertical, not the name of our company or product — that remains in all cases simply: illumin.

illumin Health Blue

RGB 0 | 182 | 205
CMYK 72 | 4 | 20 | 0
HEX #00b6cd

Logos gradient to darker color

illumin Elect Purple

RGB 125 | 0 | 140
CMYK 60 | 100 | 0 | 0
HEX #7d008c

Logos gradient to darker color

Journey brands

The journey brand represents our thought leadership series. They are differentiated from our brand by being tagged with "Journey" instead of "illumin".

Note in these cases, although the logo is in lowercase letters, it is always spelt in title case: Journey Studio, etc.

Journey Studio Green

RGB 0 | 254 | 125
CMYK 73 | 0 | 100 | 0
HEX #00fe7d
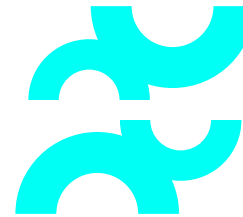
Journey Insider Teal

RGB 0 | 255 | 245
CMYK 65 | 0 | 20 | 0
HEX #00fff5

Journey Summit Blue

RGB 0 | 125 | 235
CMYK 100 | 40 | 0 | 0
HEX #007deb

our colors

Primary palette

illumin's primary colors were chosen to stand out, differentiate from others in our industry, and be forward-thinking.

Our primary blues compliment our primary purple, often working together to create eye-catching assets. They are most often used in marketing material.

illumin Sky is our primary blue, often coupled with lighter assets. illumin Ocean is our secondary blue, often coupled with darker assets. illumin Aubergine is our primary purple, used to often stand out among a "sea" of other tech companies.

illumin Sky

RGB 81 | 41 | 255
CMYK 100 | 90 | 0 | 0
HEX #5129ff

illumin Ocean

RGB 0 | 125 | 235
CMYK 100 | 20 | 0 | 0
HEX #007deb

illumin Aubergine

RGB 130 | 0 | 240
CMYK 80 | 100 | 0 | 0
HEX #8200f0

Secondary palette

illumin's secondary colours are often used with the illumin platform, and in situations where more colors are needed to differentiate information. Our yellow — illumin Sun — should only be used graphically to illustrate the illumin "path", and never on a white background.

illumin Evening

RGB 0 | 57 | 107
CMYK 100 | 85 | 43 | 20
HEX #00396b

illumin Nightfall

RGB 24 | 4 | 128
CMYK 100 | 100 | 0 | 40
HEX #180480

illumin Sun

RGB 255 | 205 | 0
CMYK 0 | 20 | 100 | 0
HEX #ffcd00

Gradient

The proper illumin gradient transitions from our deep blue to our purple hue. It is mostly used going left to right, but can be mixed by the marketing team for individual use cases.

illumin Sky

RGB 52 | 47 | 231
CMYK 100 | 80 | 0 | 0
HEX #342fe7

illumin Aubergine

RGB 130 | 0 | 240
CMYK 80 | 100 | 0 | 0
HEX #8200f0

our font

Graphik font family

Part of our identity and differentiation is the usage of our typefaces. Our primary corporate font is Graphik, used most often in print or stylized pieces.

Graphik is clear, legible, and professional. The primary font in most instances should be Regular, with tight kerning (the space between letters).

Graphik Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()[]?+

Graphik Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()[]?+**

Graphik Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()[]?+**

Proxima Nova font family

In online pieces where Graphik isn't available, namely in Google Docs and Slides, our alternative typeface is Proxima Nova. The primary font in most instances should be Normal, and this font is never used in print.

In rare circumstances where Graphik or Proxima Nova cannot be used, the system font can be used in place, which is traditionally Lucida Sans or Helvetica.

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()[]?+

Proxima Nova Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()[]?+**

Proxima Nova Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()[]?+**

our
visual
assets

Photography

To add a personal element to our tech, we use lifestyle photography as our main visual driver. Individuals should be placed on a transparent background, often in combination with another visual asset (eg. shapes or pattern). The individual should either be posing naturally, or interacting with technology. However, avoid individuals using outdated technology (such as a very thick laptop) or talking on their phone.

Iconography

Consistent icons are used to tie our various pieces together, and help illustrate the story in our pros. Our iconography family is Streamline Core. In most marketing material, Core Duo is used, while sometimes Core Solid is used in digital assets such as presentations. Without our platform, Core Line is used.
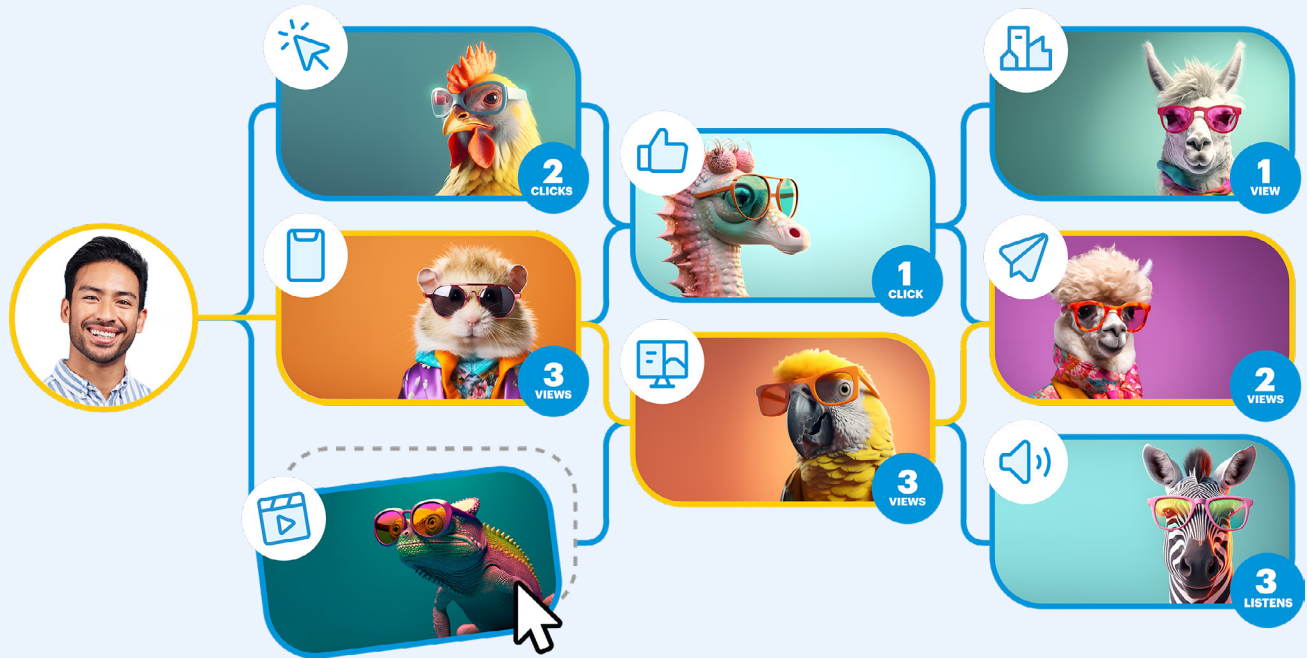
Icon colors

HEX #342fe7
HEX #e9e7f5

Platform representation

The illumin platform is powerful, but a simple screenshot of our material can't tell the full story. As such, we use vector representations of the parts of our platform. These represent the ease of use, features, and power of our platform, without relying on bitmap or overly-detailed screenshots.

The illumin Platform

thank you

illum.in/brand

illumin