



Branding Guide



Logo

**Dark
Background**



**Light
Background**



C: 6

M: 38

Y: 61

K: 0



C: 5

M: 5

Y: 21

K: 0



C: 40

M: 1

Y: 14

K: 0



C: 53

M: 47

Y: 47

K: 12

Fonts

Dandeleon Vintage Demo

ZOKHAN REGULAR

Garamond

- The Dandeleon Vintage Demo Font is used in the logo.
- Zokhan Regular is used as another stylish font for promotional materials like business cards.
- The Garamond font is used for formal and informational purposes, such as this document.

Company Description

Lumiere was founded in 2017 and established by a hopeful group of students. Our goal is to provide energy and enlightenment through light therapy, to those in need. Our company is a small business with full-time dedicated employees. We operate with the sole purpose of helping others, and we do that by providing a product that we assure will provide a positive shift in one's energy. Our product is available in five colors, which include white, orange, turquoise, magenta, and gold, as well as different styles.

- Lumiere Administration

Example of Company Letterhead



Business Cards

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Lumiere

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Lumiere

DVD and Case



Company Envelope

Lumiere
1717 North McCauliff St.
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Name Tags

OLIVIA CARTER
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