



# Brand guidelines

## Logo variations

Primary logo / stacked version



Lumion\_logo\_2017\_PMS.eps  
Lumion\_logo\_2017\_RGB.eps  
Lumion\_logo\_2017\_CMYK.eps  
Lumion\_logo\_2017.png  
Lumion\_logo\_2017.svg

Secondary logo / horizontal version



Lumion\_horizontal\_logo\_2017\_PMS.eps  
Lumion\_horizontal\_logo\_2017\_RGB.eps  
Lumion\_horizontal\_logo\_2017\_CMYK.eps  
Lumion\_horizontal\_logo\_2017.png  
Lumion\_horizontal\_logo\_2017.svg

Use the primary vertical logo in most digital & print applications. In cases of limited space or print 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

Primary logo / vertical version  
\_transparent background



Lumion\_logo\_2017\_Transparent\_PMS.eps  
Lumion\_logo\_2017\_Transparent\_RGB.eps  
Lumion\_logo\_2017\_Transparent\_CMYK.eps  
Lumion\_logo\_2017\_Transparent.png  
Lumion\_logo\_2017\_Transparent.svg

Primary logo / vertical  
black & white version



Lumion\_logo\_2017\_BW.eps  
Lumion\_logo\_2017\_BW.png  
Lumion\_logo\_2017\_BW.svg

Primary logo / vertical black  
version\_transparent background



Lumion\_logo\_2017\_Transparent.eps  
Lumion\_logo\_2017\_Transparent.png  
Lumion\_logo\_2017\_Transparent.svg

Primary logo / vertical  
monochromatic version\*\*\*



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

Lumion\_logo\_2017\_Monochrome\_PMS.eps  
Lumion\_logo\_2017\_Monochrome\_RGB.eps  
Lumion\_logo\_2017\_Monochrome\_CMYK.eps  
Lumion\_logo\_2017\_Monochrome.png  
Lumion\_logo\_2017\_Monochrome.svg

Primary logo / vertical  
white version



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

Lumion\_logo\_2017\_White.eps  
Lumion\_logo\_2017\_White.png  
Lumion\_logo\_2017\_White.svg

Secondary logo /  
horizontal wordmark version



\*\*\*please use  
only for very small  
size print/  
web layouts

Lumion\_horizontal\_logo\_wordmark.png  
Lumion\_horizontal\_logo\_wordmark.svg  
Lumion\_horizontal\_logo\_wordmark\_CMYK.eps  
Lumion\_horizontal\_logo\_wordmark\_RGB.eps  
Lumion\_horizontal\_logo\_wordmark\_PMS.eps

Secondary logo /  
logomark version\*\*\*\*



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

small\_logomark\_PMS.eps  
small\_logomark\_RGB.eps  
small\_logomark\_CMYK.eps  
small\_logomark.png  
small\_logomark.ico

the **Logo.**

## Logo application on solid backgrounds / examples:



When the logo is placed on white or light solid backgrounds, then the "Primary logo / stacked version\_transparent background" is preferred.



When dark solid backgrounds are used, then the "Primary logo / stacked version" is preferred.



When black solid backgrounds are used, then the "Primary logo / stacked version" is preferred.



Only in case of print production limitations, when only 1 color of ink is allowed, then "Primary logo / stacked white version" (for black / dark monochromatic backgrounds) or "Primary logo / stacked black version\_transparent background" (for white backgrounds) is preferred.



## Clearance zone

vertical logo



horizontal logo



Logo  
usage.

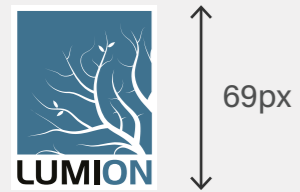
The Lumion logo must stand alone. You must maintain a minimum amount of space between the Lumion logo and other graphic or textual elements.

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

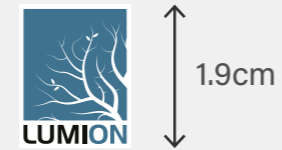
The minimum clear space is defined as "x" where "x" is measured by the distance between the word Lumion and the rest of the logo, as shown on the primary vertical logo version.

## Logos minimum sizes

### Web:



### Print:



## Logos maximum sizes

There are no maximum size limitations for the Lumion logo.

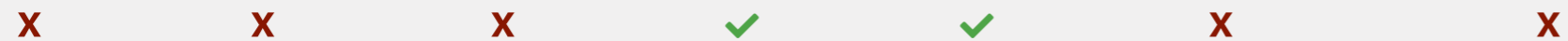
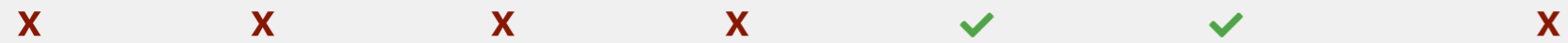
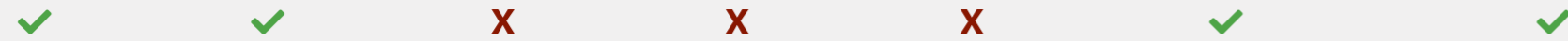
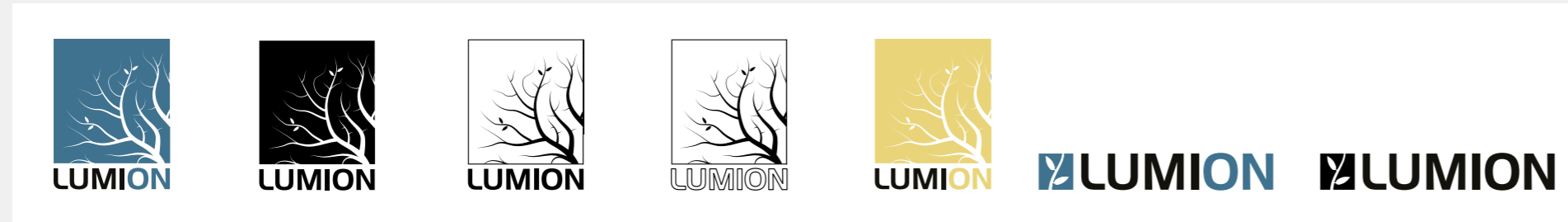
The Lumion logos are provided in .png as well as in vector formats.

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, 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 (please see page 10 for more information on logo placement).

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

"Lumion\_logo\_2017\_Monochrome\_PMS.eps" should be used only in combination with a background of the same color (7698C) or with a white background, in case of monochromatic printing.

# 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.*

#### ***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.*

# 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.