01. **Logotype**

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**Color Code Quartz**

- CMYK: C1% M0% Y1% K45%
- Pantone: Telegrey 4
- RGB: R138 G139 B138
- Web: #8A8B8A

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**Color Code Carbon**

- CMYK: C0% M0% Y0% K8%
- Pantone: Cool Gray 11
- RGB: R68 G68 B68
- HEX: #444444

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**Definition**

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

**Computation**

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height /2).

**Minimum Size**

Minimum logo size is 16px (.22 in, 5.6 mm) in height. Attention: Please do not use less than this size to make sure that it will be printable without losing design quality.

**Attention**

The “LUNA” logo is a registered trademark and cannot be altered in any way. All communications, both print and electronic, published by “LUNA”, must display an approved logo. Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted.
02. TYPOGRAPHY

PRIMARY FONT
INDLEWILD MEDIUM

SECONDARY FONT
VITESSE BOOK

DETAILS
INDLEWILD MEDIUM

INDLEWILD MEDIUM

INDLEWILD REGULAR

ABCDEFGHJKLMNOPQRSTUVWXYZ

VITESSE REGULAR / ITALIC

VITESSE BOLD / ITALIC

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

VITESSE BOOK

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