

01. LOGOTYPE



Color Code Quartz



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

Color Code Carbon



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



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

INDLEWILD MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

INDLEWILD REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

DETAILS
VITESSE BOOK

VITESSE BOOK

VITESSE REGULAR / ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

VITESSEBOLD / ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz