



Brand Assets Guidelines

Structure



Symbol

Luna

Wordmark

Symbol

Luna's symbol is a globally recognized image, associated with the moon and Terra's passionate community.



Wordmark

The Luna Wordmark is concise, distinct, and confident.
The wordmark functions as the symbol's foundation.

Luna

Lock-up

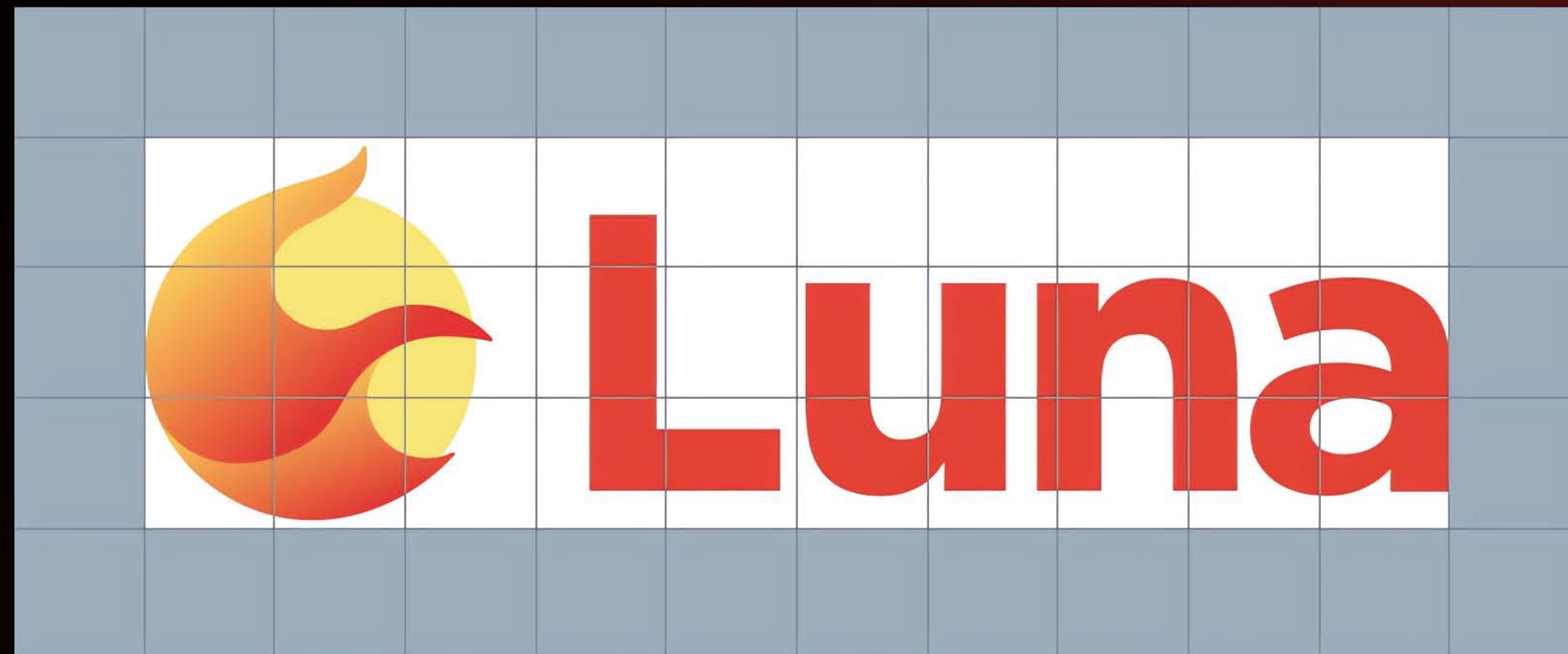
As lock-up, the symbol and the wordmark are used in tandem horizontally.



Luna

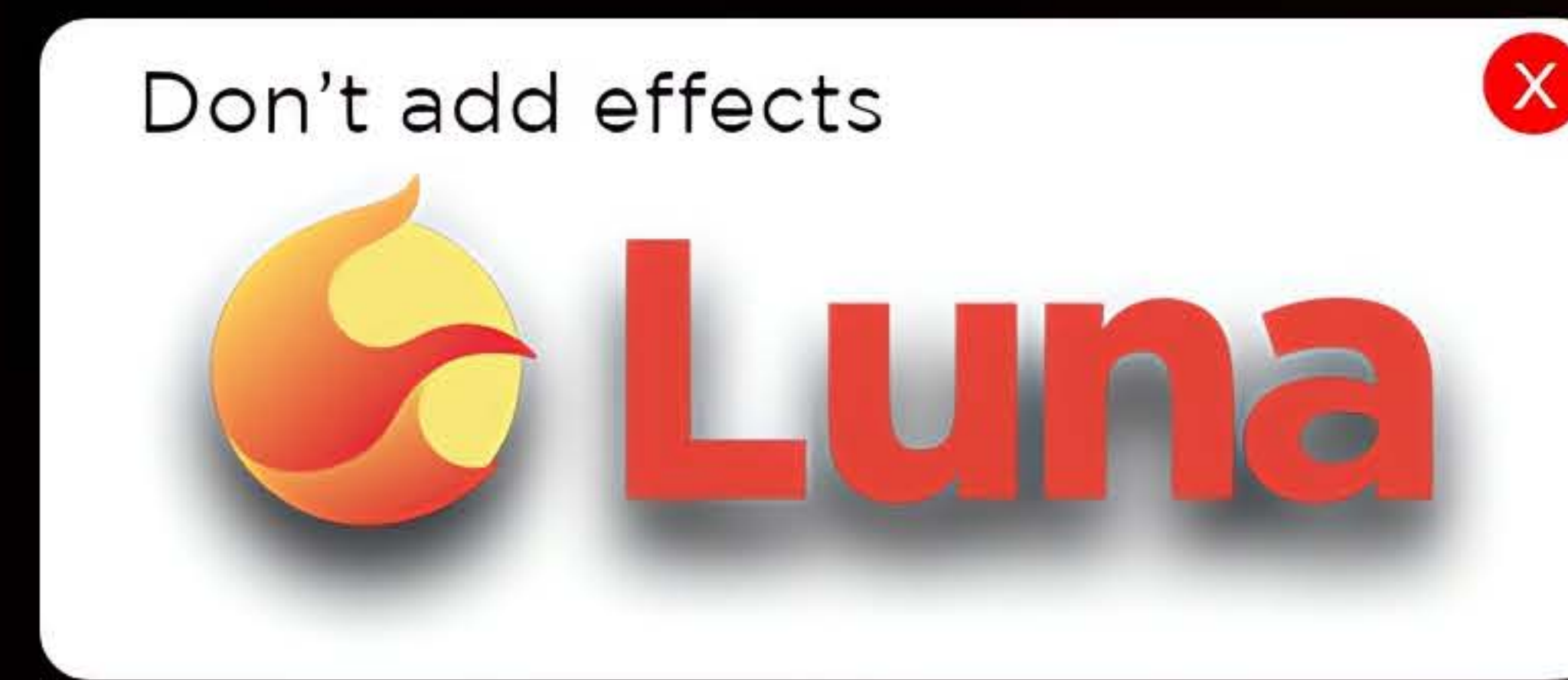
Exclusion Zone

There are defined parameters for the logo's clear space, the area where no graphic elements may be added. Please do NOT add graphic elements within the exclusion zone.



Inappropriate uses

As a global representation, our logo deserves respect.
Please don't misuse our logo or wordmark.



THANK YOU!