

Logo Style Guide

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Communicating the Lumera Brand

The Lumera core brand message and attributes are carried through all mediums of communications through the intelligent use of color, typography, photography, and other Lumera brand elements. Proper usage is important to ensure the quality of the experience of every Lumera customer and potential customer.

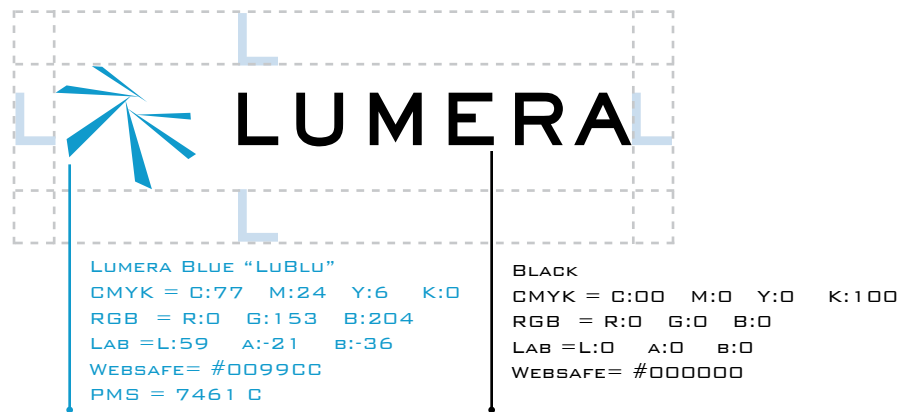
The brand elements include: The Lumera logo, color fields and bars, typefaces, photography and line art.

The Lumera Logo



The logos in this section are the primary graphic elements of the Lumera branding program. Every member has a responsibility to help preserve the integrity of Lumera logo. Consistent usage of the logo in its exactness will define and reinforce the Lumera brand. When the logo is used properly with the other elements of the identification program, a unique and effective visual style can be established.

These guidelines will assist you in helping Lumera establish an easily recognized brand with lasting recognition worldwide. The logo and their treatment described in the following pages are: the official logo and the official logotype and samples of applications.



The Lumera logo is a two color type treatment.

Ideally, the logo will be used on a white background for maximum impact and clarity. The logo will have a minimum of 1 "L- space" around it.

In order to maintain legibility of the Lumera logo, the minimum width is .75 inch, 1.9 centimeters, 4p6 picas, or 54 points.

Example:  LUMERA

Using the Lumera Logo



Color

The color version of the logo ideally is used on a white or light neutral backgrounds for greatest impact.



Dark Backgrounds

For use on darker backgrounds, please use the two color reverse version of the logo.



Grayscale & Mono

For better legibility and clarity, please use the grayscale version of the logo.



Patterned Backgrounds

If the logo must appear on a photo, then use the white or color version on a relatively "clean space", if any exists.



If the background is heavily patterned and no clean space exists, then place the logo in a box on white with "L-space" around all four sides.

Logo Colors



Color values for LuBlu

CMYK = C:77 M:24 Y:6 K:0
RGB = R:0 G:153 B:204
LAB = L:59 A:-21 B:-36
WEBSAFE= #0099CC
PMS = 7461 C

Color values for Black

CMYK = C:00 M:0 Y:0 K:100
RGB = R:0 G:0 B:0
LAB = L:0 A:0 B:0
WEBSAFE= #000000

Grayscale Version



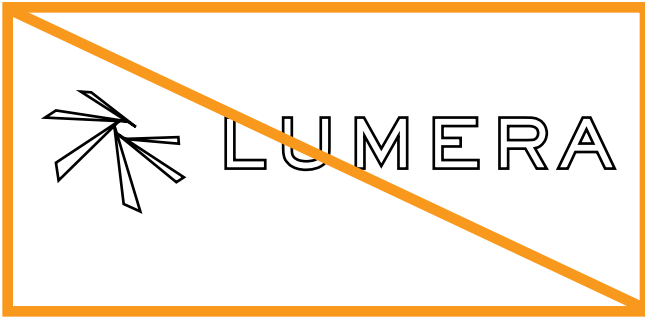
Color values for Gray

CMYK = C:0 M:0 Y:0 K:75
RGB = R:102 G:102 B:102
LAB = L:43 A:0 B:0
WEBSAFE= #666666
PMS = COOL GRAY 11 C

Color values for Black

CMYK = C:00 M:0 Y:0 K:100
RGB = R:0 G:0 B:0
LAB = L:0 A:0 B:0
WEBSAFE= #000000

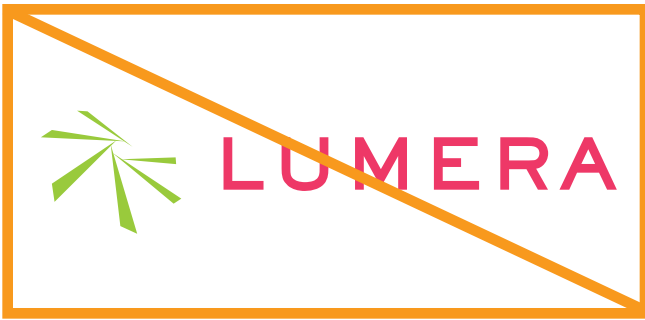
Logo Don'ts



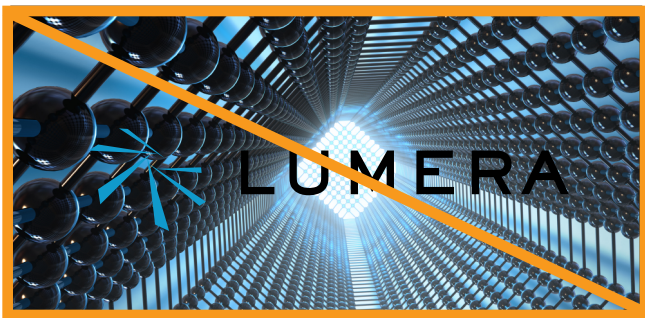
Don't outline the logo.



Don't change the proportion of the logo or re-arrange the logo elements.



Don't alter the colors in the logo.



Don't place the logo on a relevant color or patterned background.

Typography

Sackers Gothic Medium

Font used for the Lumera word mark is Sackers Gothic Medium (Tracking 150, Stroke 1pt)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Trade Gothic

Headline, Subheader, Body Copy (Print)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Bank Gothic

Subheads, Callouts (Print)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Geneva

Headline, Subheader, Body Copy (Web)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Tahoma

Headline, Subheader, Body Copy (Alternate Web Font)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0


Examples



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About Lumera

Lumera develops proprietary polymer materials and products based on these materials for a broad range of applications. We engineer polymer materials at the molecular level - commonly referred to as nanotechnology - to optimize their electrical, optical and/or surface properties. We use these materials to improve the design, performance and functionality of devices used primarily in bioscience and in communications and computing.

Lumera has developed a strong proprietary position based on a combination of our patents, trade secrets and proprietary methods relating to the design and characterization of polymer materials, methods of polymer synthesis, production of polymers in commercial quantities, as well as device design, characterization, fabrication, testing and packaging technology for polymer products. This position is strengthened by strategic relationships with universities, government agencies and corporate partners, which provide us exclusive access to key technology relating to materials and manufacturing methods.

To date our product portfolio includes:

- Biotechnology Disposables:** Lumera's **NanoCapture™** biochip arrays are manufactured with a proprietary polymer coating and process to provide high sample cost density.

