



PRIMARY WORDMARK

The wordmark is the primary identifier. Use it as supplied — white on dark, black on light.
Never recolour, outline, rotate, stretch or retype it.

luminaverseagency.com/press

Logo *rules.*

CLEAR SPACE

Minimum margin on all four sides equal to the height of the letter “L”. Nothing enters that zone — no type, no image, no edge.

MINIMUM SIZE

120 px wide on screen. 30 mm wide in print. Below either threshold, use the Lumi symbol instead of the wordmark.

CONTRAST

White wordmark on dark, black on light. Never place the logo on a busy image unless contrast stays above 4.5:1.

FILE CHOICE

SVG for print, large format and anything scalable. PNG for screen. Never a screenshot or a re-drawn version.

Never — gradients, drop shadows, outlines, rotation, stretching, or lockups with another logo without written approval.

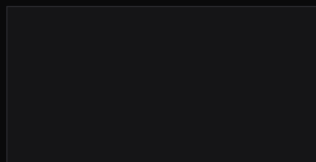
Colour, type & *naming*.

COLOUR



Noir

#0A0A0B



Graphite

#151517



Chrome

#C9CACD



Muted

#8E8E94



Blanc

#FFFFFF

TYPOGRAPHY

High-contrast serif for headlines, with a single italic accent word.
Neutral grotesque for body and interface. Third parties may use their own publication typeface for surrounding editorial text.

NAMING

Always “Luminaverse” — one word, capital L, no space, no hyphen, no camel case. Descriptor: “a Paris-based creative intelligence company”.
Avoid “AI image generator” or “AI tool”.