

# Our logo

December, 2016



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# Logo core elements

# Toolkit

Our core elements are the building blocks for the Lumentum identity system.

## Logo



## Color Palette



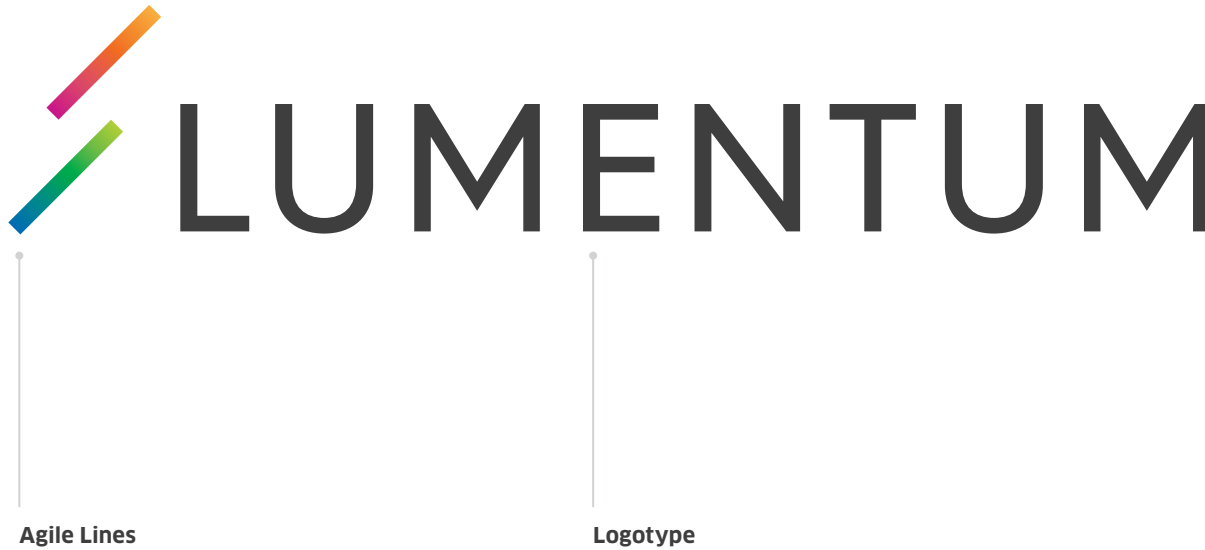
## Typography

Clan Pro

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

## Logo

Our logo tells a story of brilliance and momentum – it points us forward to a bright future. The two Agile Lines work together closely and dynamically, capturing our focus on better solutions through stronger partnerships and expressing our ability to ramp up to scale quickly and nimbly.



## Clear space and minimum sizing

Implementing the logo correctly is critical in maintaining its legibility and impact. Consider the following logo clear space and sizing rules when using the logo on communications.

### Clear space

Logo clear space is its personal space: it gives the logo some breathing room and helps it maintain its visibility. The recommended clear space surrounding the logo should always equal the height of the “L” in the Lumentum logotype. This space should be clear of any content or application boundaries.

### Minimum size

The logo should only be scaled down to 25 mm or 72 px.

### Clear space



### Minimum sizing



25 mm, 72 px



### Note:

The only exception to the minimum size shown here is on product applications where the available space for the logo is less than 25 mm. In these situations it is acceptable to use a solid black, or white logo, to fit.

## Logo color variations

The Lumentum logo can be used in the demonstrated color variations.

Please note that CMYK is for all printed applications and RGB is for any digital/on-screen applications.

### Primary

Full-color positive



### File names

Lumentum\_cmyk.ai  
Lumentum\_rgb.ai  
Lumentum\_rgb.png

Full-color negative



Lumentum\_rev\_cmyk.ai  
Lumentum\_rev\_rgb.ai  
Lumentum\_rev\_rgb.png

### Secondary

Black



Lumentum\_k.ai  
Lumentum\_k.png

White (reversed)



Lumentum\_w.ai  
Lumentum\_w.png










# Backgrounds

To ensure maximum legibility for the logo's appearance, choose the logo color variation most appropriate for the background color or image it is placed on.

When used on imagery, be sure to place the logo in an area with no busy elements affecting its legibility.

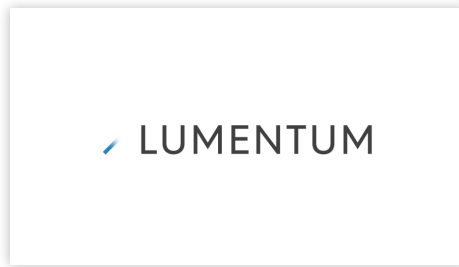
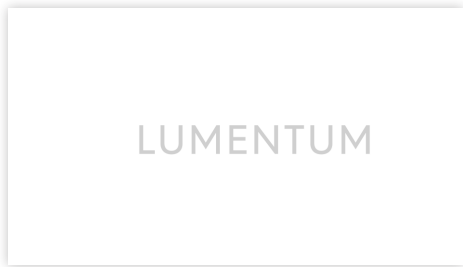
If necessary, the background should be retouched to remove any photographic features that distract from, or diminish visibility of, the logo.

## Variations

	Full-color positive	Full-color negative	Black	White (reversed)
White/light background				
Black/dark background				
Light imagery/light texture				
Dark imagery/dark texture				
Split gradient				

## Logo animation

Do not create new logo animations without prior brand approval.



**File name:**  
[Lumentum\\_animation.mov](#)

## Logo incorrect use



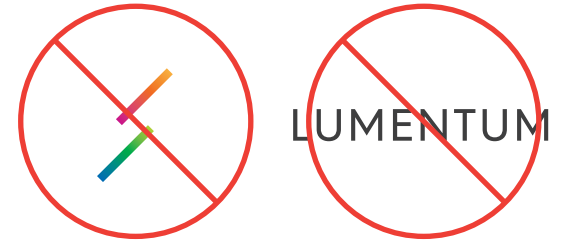
Do not create unapproved logo color/gradient variations.



Do not lock up the logo to events or other names.



Do not skew, distort, or stretch the logo.



Do not separate logo elements and use independently.



Do not alter the proportions between the Agile Lines symbol and the logotype.



Do not alter the type treatment of the logo.



Do not substitute the gradients with solid color or add other effects.



Do not place the logo on patterns or busy backgrounds.

## Name use

Our name is Lumentum™. Derived from the Latin lumen, meaning “light,” in combination with “momentum,” it signals both the business we’re in and the brilliance of our solutions, driving our customers and our industry forward. Like our organization itself, the name Lumentum balances strength and stability with dynamic energy to lead us to a bright tomorrow.

Our name is a core piece of our intellectual property, and as such, it must be fully protected. Always follow the best practices summarized below to protect our brand and other trademarks. Correct use of our trademarks will maintain the strength of our brand and will go a long way toward preventing trademark dilution, infringement or unauthorized use that could damage our reputation.

**Our name should never be:**

- Used in the plural, e.g., all of the Lumentums on display . . .
- Abbreviated, e.g., LMTM (and only use LITE when referring to the stock ticker symbol)
- Set in all caps, e.g., LUMENTUM

Always set Lumentum apart from surrounding text by using an initial cap L, e.g., Lumentum

On communication pieces, Lumentum must appear with the TM or ® symbol (based on registration status) in the most prominent place available or in the first instance the trademark appears, e.g., Lumentum™

Do not alter or modify any Lumentum trademark by combining it with other words, e.g., Lumentumize

**Note:**

[If additional help is needed, check with the Lumentum legal department.](#)

# Color

Color plays a critical part in helping people recognize the Lumentum brand in the marketplace. Our two primary color gradients support and reinforce our logo story.

## Primary palette

Our primary color gradients should be the most prominent colors used in our communications. Whether used in a split gradient field, as a diagonal line surrounded by white space, or in a Metral display headline, they express our drive and passion and unite our brand collateral.

## Supporting palette

Lumentum Soft White backgrounds create the illusion of a 3-dimensional space. Use a Soft White background to create atmosphere and drama on brochure and presentation covers, posters, and other communications. Lumentum Dark Gray is our primary text color. Use Dark Gray for most headlines and supporting copy set in Clan Pro.

## Secondary palette

Our secondary color palette includes additional supporting colors and tints. Their use is minimal but important, as they should accent the primary colors where necessary. Use secondary colors mainly for charts and graphs, and to set apart important calls to action in digital applications.

### Primary



Red Gradient



Green Gradient

### Supporting



Soft White Gradient



**Dark Gray**  
C:0 M:0 Y:0 K:90  
R:50 G:49 B:51  
HEX#323133  
PMS: 425C

### Secondary



**Magenta**  
C:18 M:100 Y:2 K:0  
R:202 G:21 B:137  
HEX#CA1589  
PMS: 675C



**Red**  
C:0 M:90 Y:85 K:0  
R:239 G:65 B:54  
HEX#EF4136  
PMS: RED 032C



**Orange**  
C:0 M:72 Y:100 K:0  
R:243 G:108 B:33  
HEX#F36C21  
PMS: 1665C



**Gold**  
C:0 M:35 Y:85 K:0  
R:249 G:161 B:50  
HEX#F9A132  
PMS: 143C



**Light Gray**  
C:0 M:0 Y:0 K:20  
R:209 G:211 B:212  
HEX#D1D3D4  
PMS: COOL GRAY 3



**Violet**  
C:60 M:100 Y:0 K:0  
R:108 G:20 B:125  
HEX#6C147D  
PMS: 2602C



**Blue**  
C:85 M:50 Y:0 K:0  
R:25 G:96 B:174  
HEX#1960AE  
PMS: 285C



**Green**  
C:74 M:0 Y:100 K:0  
R:53 G:171 B:57  
HEX#35AB39  
PMS: 361



**Lime**  
C:31 M:0 Y:100 K:0  
R:176 G:209 B:38  
HEX#B0D126  
PMS: 382



**White**  
C:0 M:0 Y:0 K:0  
R:255 G:255 B:255  
HEX#FFFFFF

# Gradient

## Gradient direction

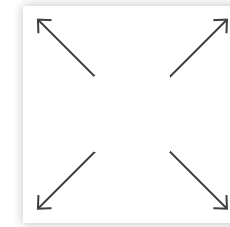
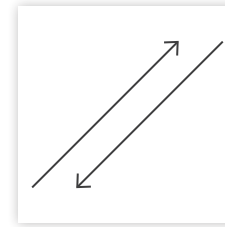
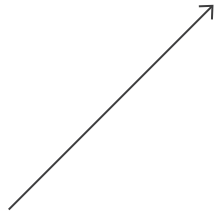
A 45° angle from the bottom left to the top right should be used for all diagonal lines and split gradient fields. Please note that when using the split gradient, the Green Gradient should be at a 45° angle reversed or set to a -135° angle as illustrated on this page.

When using gradients in Metral display type, a 90° angle should be used.

## Soft White backgrounds

Create a Soft White background using a gradient mesh. The lightest tone should be white, and the darkest tone should be Lumentum Light Gray.

### Gradient direction



Diagonal lines

Tailored  
solutions

Metral display type



Split gradient fields



Soft White backgrounds

### Note:

The Green Gradient is at a 45° angle reversed or set to a -135° angle when used in a split gradient background.

## Soft White backgrounds



Darker tone:  
Lumentum Light Gray 50% (corners)

Lightest tone: white  
(Use 1% black if you experience banding when printing.)

Darkest tone:  
Lumentum Light Gray (corners)  
Lumentum Light Gray 50% (center)

## Color use

Embrace our core identity colors to make communications vibrant and engaging. Our primary and secondary color palettes provide a range of visual opportunities through the design system. With these opportunities comes the importance of understanding where and when the palettes should be used.



## Color incorrect use

Never alter the approved color combinations or use our color palette in a manner that conflicts with the principles outlined on the previous pages.

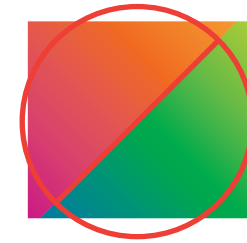
Displayed on the right are several examples of incorrect use of our color palette.



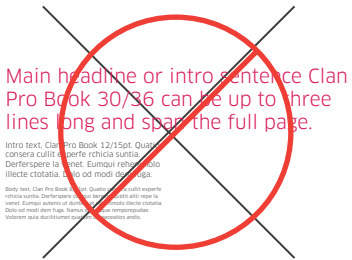
Do not use colored type on a colored background.



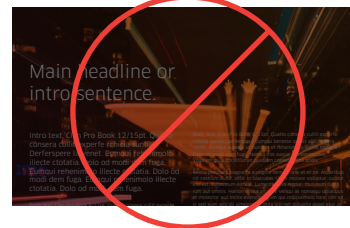
Do not introduce other colors into the system.



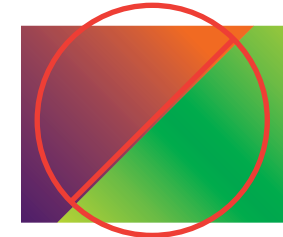
Do not use a split gradient where the gradients are moving in the same direction.



Do not use color for headlines.



Do not use Dark Gray type on dark color backgrounds.



Do not modify gradients or add values to the gradients.



Do not use split edges that are not at a 45° angle.

## Typography

### Primary

Our primary typeface is Clan Pro. Clan Pro reflects our character through its clear, precise, and modern characteristics. It comes in a range of weights that allows us to communicate clearly and consistently across all channels, on-screen and in print. Clan Pro should be used for most internal and external communications including:

- Brochures
- Data sheets and white papers
- Website and other digital formats
- Environmental experiences and tradeshow
- Digital and print advertising
- Internal communications

### Primary

Clan Pro Book and *Book Italic*  
**Clan Pro Medium and *Medium Italic***  
**Clan Pro Bold and *Bold Italic***

# Contact

## Contact

This is a living, breathing document, and our resources are always evolving.

If you're still not 100% sure about anything, our Brand Team is always happy to help. Please contact:

[idthelp@lumentum.com](mailto:idthelp@lumentum.com)

