



BRAND GUIDELINES

LUNAR
INVEST

The logo features the word "LUNAR" in a gold, sans-serif font. A yellow comet-like streak with a four-pointed star tail at its base curves from the bottom left, passing through the letters "A" and "R", and extending towards the top right. Below "LUNAR", the word "INVEST" is written in a white, sans-serif font.

L U N A R
INVEST

The logo features the word "LUNAR" in a large, serif font with a gold-to-brown gradient. A curved line with a starburst at its end starts from the bottom left of the "A" and arcs over the "R". Below "LUNAR", the word "INVEST" is written in a smaller, dark grey, sans-serif font.

LOGO

OUR LOGO



BRAND GUIDELINES



LOGO

LOGO USAGE



ON BLACK BACKGROUND



ON WHITE BACKGROUND

BRAND GUIDELINES



LOGO

LOGO USAGE



ON BLACK BACKGROUND

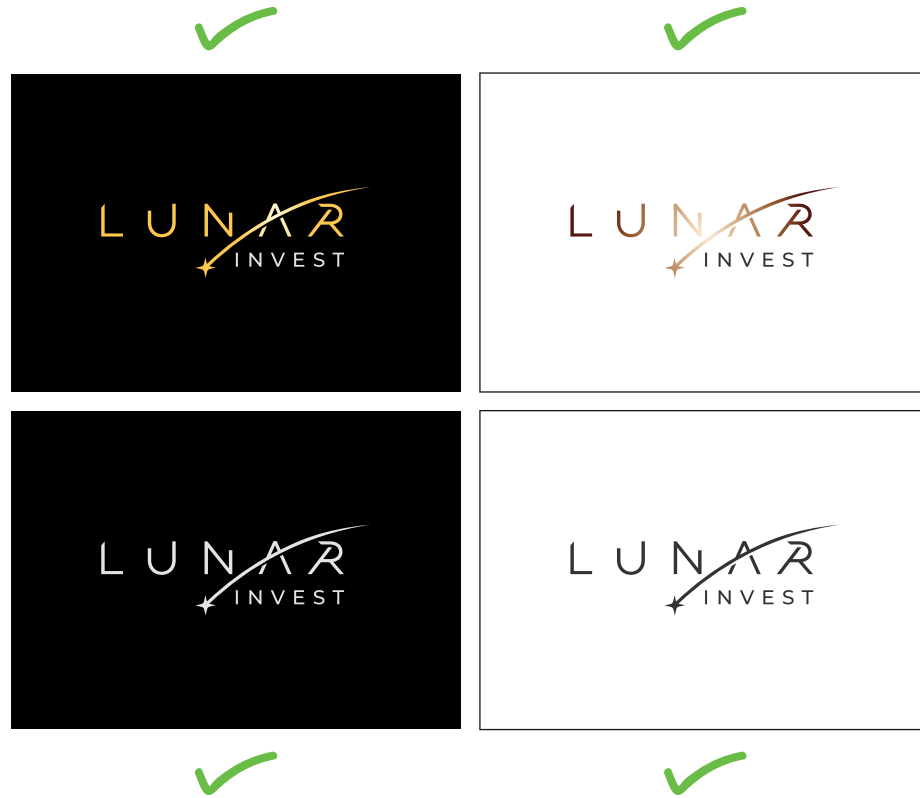


ON WHITE BACKGROUND

LOGO

LOGO USAGE

Use these combinations
ONLY.



LOGO

LOGO USAGE

DO NOT use these combinations.

X



X



X



X



X



X



X



X



BRAND GUIDELINES



LOGO

LOGO USAGE

DO NOT resize width or length.



DO NOT put borders.



DO NOT add colors.



DO NOT resize elements.



DO NOT add treatments.



DO NOT add imagery.

BRAND GUIDELINES



LOGO

LOGO USAGE



BRAND GUIDELINES



LOGO

LOGO USAGE

Printed samples here are A4 size papers.
The logo's preferred positions are upper left corner
or at the center ONLY.

Minimum size of 20mm logo on printed materials.

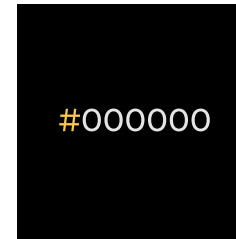


COLOUR

COLOUR USAGE

PRIMARY COLOURS

Primary colours for backgrounds paired with accent colours.



SECONDARY COLOURS

Secondary colours for accent colours. Best pair is #000000 for background, #E4E4E4 for texts, and #FAC754 for colour accent.



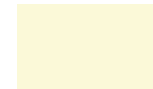
#FAC754



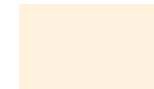
#541513



#333333



#FBF9D8



#FFF1DB



#E4E4E4

TERTIARY COLOURS

Tertiary colours for website buttons and elements.



#3FA9F5



#7AC943



#FF931E



#FF1D25



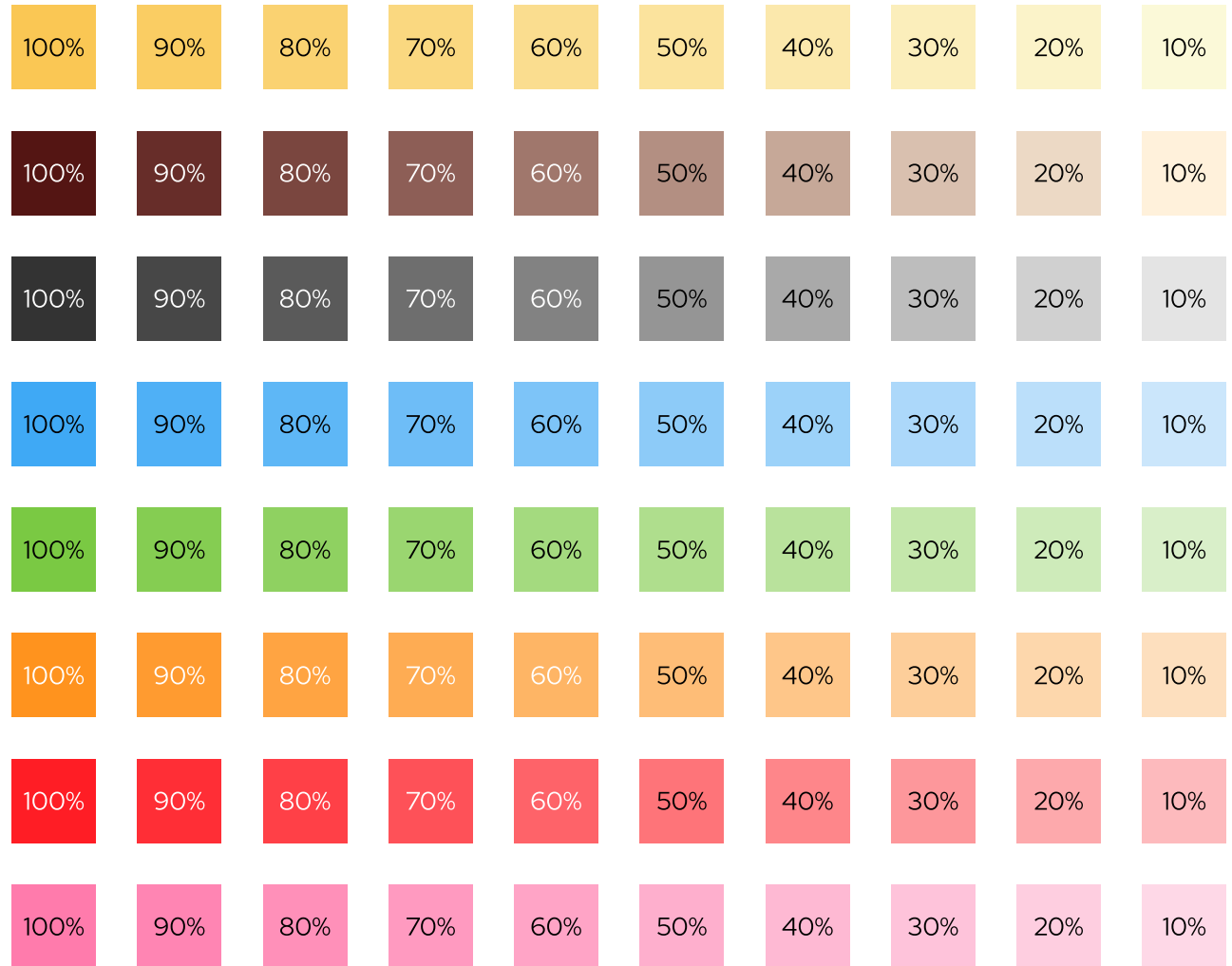
#FF7BAC

COLOUR

TINTS

Tints are for differentiations of web elements, charts, and tables.

Ensure that all texts are legible. Samples are shown here.



TYPOGRAPHY

TYPOGRAPHY USAGE

Our main typeface is Montserrat Medium and to be used on ads, brochures, business cards, flyers, letterheads, postcards, etc.

Used on subtitles with spacing value of 100.

Our secondary typeface is Campton Light Demo and to be used on headlines and titles.

Headlines and titles must have spacing value of 100.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**