



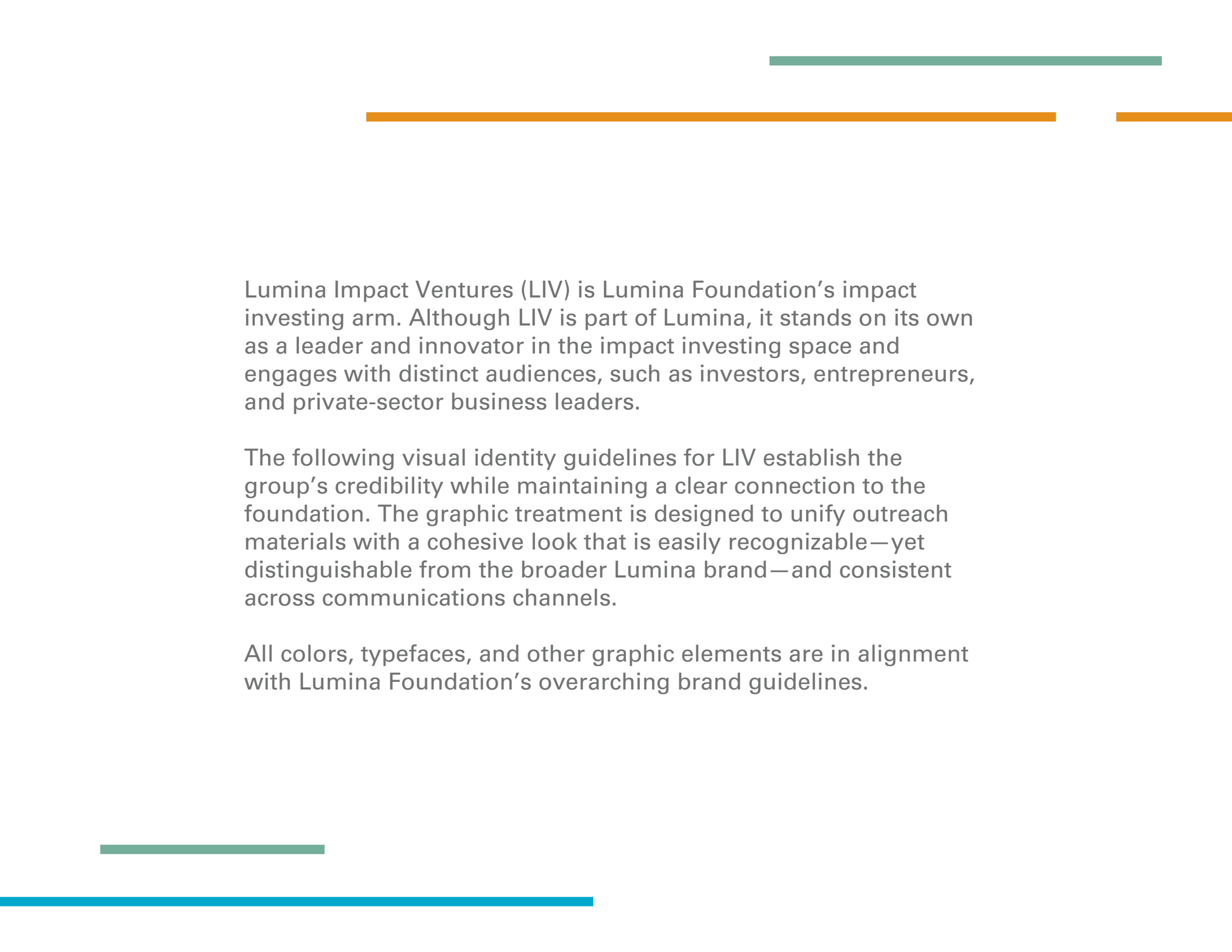
Lumina[™]
Impact
Ventures

BRAND GUIDELINES

“

We are committed to making opportunities for learning beyond high school available to all. We envision a system that is easy to navigate, delivers fair results, and meets the nation's need for talent through a broad range of credentials. Our goal is to prepare people for informed citizenship and for success in a global economy.

Lumina Impact Ventures



Lumina Impact Ventures (LIV) is Lumina Foundation’s impact investing arm. Although LIV is part of Lumina, it stands on its own as a leader and innovator in the impact investing space and engages with distinct audiences, such as investors, entrepreneurs, and private-sector business leaders.

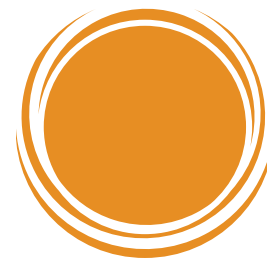
The following visual identity guidelines for LIV establish the group’s credibility while maintaining a clear connection to the foundation. The graphic treatment is designed to unify outreach materials with a cohesive look that is easily recognizable—yet distinguishable from the broader Lumina brand—and consistent across communications channels.

All colors, typefaces, and other graphic elements are in alignment with Lumina Foundation’s overarching brand guidelines.

LOGO

LIV LOGO

The Lumina Impact Ventures logo is a variation of the Lumina Foundation's logo that adheres to the established Lumina Foundation brand guidelines, while establishing LIV as a distinct entity.



Lumina™
Impact
Ventures

CLEAR SPACE

The clear space is a requirement that helps maintain the impact and legibility of the LIV logo by not having other elements placed too closely. The unit of measure "X" equals half the height of the "Lumina sun" (the circle including the swirls). The minimum required clear space is a distance of "X" on each side of the logo.



MINIMUM SIZE

To help protect the legibility of the LIV logo, the smallest size at which it may be used is 1 inch wide.



COLORS

PRIMARY COLORS

Only colors from the primary color palette can be used in LIV branded materials. The three primary colors were selected to represent the three different worlds of LIV: education, impact investing, and philanthropy. They can be used in headings, subheads, graphic patterns, and background color blocks.



Lumina Blue

CMYK: 92C 0M 15Y 5K
RGB: 0R 168G 203B
#00A8CB



Lumina Orange

CMYK: 0C 47M 142Y 8K
RGB: 229R 142G 26B
#E58E1A



Lumina Green

CMYK: 44C 0M 35Y 20K
RGB: 118R 174G 153B
#76AE99

SECONDARY COLOR

The secondary color is used primarily in body copy.



Lumina Grey

CMYK: 56C 48M 47Y 14K
RGB: 114R 115G 115B
#727374

TYPOGRAPHY

HEADLINE TYPEFACE

Futura is used in creation of headlines, subheadlines, quotes, and other attention-grabbing elements for all of LIV's print and digital materials.

FUTURA HEAVY

FUTURA MEDIUM

FUTURA BOOK

BODY TYPEFACE

Univers is used in body copy for all of LIV's print and digital materials.

Univers Bold

Univers Roman

Univers Light

ALTERNATE TYPEFACE

Arial is used in any instance where Futura or Univers are not available.

Arial Black

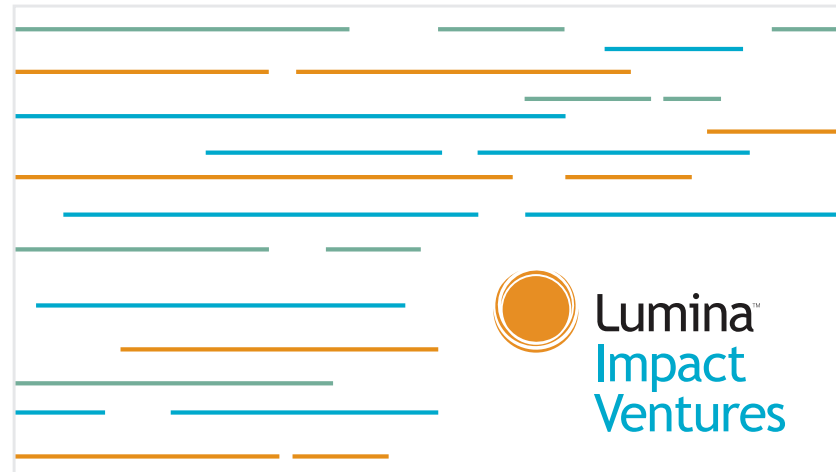
Arial Bold

Arial Regular

GRAPHIC ELEMENTS

LUMINA LINES

The lines are a graphic element that can be used throughout all of LIV's printed and digital materials. The lines represent energy, forward motion, movement, innovation, and technology.



QUOTES

Quotes should be attention-grabbing and impactful. They can be white and placed on any of the bold colors in the primary color palette. Quotes on a colored background like this can be a nice way to break up heavy text on white backgrounds.

“

Quotes are styled like this.

—

Quote Attribution Here