

The Lumenis Logo



Exclusion Zone

The Lumenis logo is composed of one color:

Pantone /solid coated 288C

CMYK 100. 82. 0. 30

RGB 9. 52. 122

HEX 09347a

Preferably, the logo should be displayed on a white background.

Exclusion Zone

The l-height is the minimum white space around the logo as displayed (l-height is the height of the symbol beside the type).

The minimum size that the logo should appear is: 30 mm, or 1.18" across

The sub-brands - SBUs

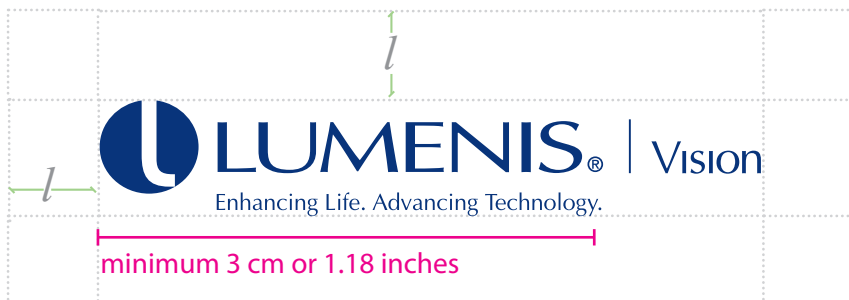
Guidelines relating to each business unit and the SBU sub-brand.
All the rules apply in the same manner to the sub-brands.



Exclusion Zone Example:

The l-height is the minimum white space around the logo as displayed (l-height is the height of the symbol beside the type).

The minimum size for the logo (not including the sub-brand name or the separation line), to appear is:
30 mm or 1.18" across



Color Palette

Primary Palette

Corporate Lumenis Blue Pantone /solid coated 288C CMYK 100. 82. 0. 30 RGB 9. 52. 122 HEX 09347a	Pantone /solid coated 285C CMYK 90. 48. 18. 0 RGB 0. 118. 166 HEX 0076a6	Pantone /solid coated 2925C CMYK 71. 30. 11. 0 RGB 72. 148. 191 HEX 4894bf
Neutral Pantone /solid coated 288C CMYK 0. 0. 0. 10 RGB 231. 231. 231 HEX e7e7e7	Neutral Silver/ metallic Pantone /solid coated 877C	

Primary Color Palette

The primary color palette indicates the Lumenis Corporate Colors. When designing for the corporate brand, these colors can be combined with the neutrals.

The use of silver/metallic neutral is recommended for high level pieces such as the folder, CD cover, giveaway box etc. The silver neutral will have a high impact giving the marketing piece a sophisticated and high-end appearance.