

**LucidSight**

**Brand Guidelines**

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## LucidSight Intro

LucidSight is an interactive multimedia company that designs an establishment-specific educational application. The applications LucidSight creates are iPad specific for easy to carry and hold for the students. The size-ability of these applications also makes it ideal for the size and shape of the iPads. The application focuses on helping special-needs students (those with ADD, ADHD, deaf and hard of hearing, or learning disabilities) that will give them a better learning opportunity by using up to 90% visual learning approaches. LucidSight applications is useful for all students, but because these applications are heavily illustrated with minimal text, it suits the needs of those who learn more adequately from nontraditional educational methods. LucidSight designed the application Octopedia, which is an educational app that assists students in learning more about aquatic life.

# LucidSight

## LucidSight Identity System Usage Guidelines

The purpose of this document is to help you apply the new identity system correctly and consistently when creating advertising and other marketing communication materials. This identity system is a valuable brand asset; it needs to be handled with care and consideration. By following the guidelines provided here, you will help to reinforce the unified visual impression the identity system was designed to produce. Using this identity in the system incorrectly or inconsistently will dilute that impression and lessen its effectiveness.

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# Logo Colors

<b>Primary</b>	<b>CMYK</b>	<b>RGB</b>	<b>HTML</b>
	C90 M30 Y67 K40	R0 G92 B77	005C4D
<b>Secondary</b>	<b>CMYK</b>	<b>RGB</b>	<b>HTML</b>
	C0 M0 Y0 K100	R30 G30 B30	000000

## Typography

Kenya Coffee **A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

## LucidSight Logo Acceptable Usage

We understand that there are many ways symbols need to be applied to other elements. Sometimes the original symbol cannot possibly work. Here are ways that are acceptable usages.

1. Using original design
2. Making entire symbol solid black
3. Using a solid white symbol on black background

1. 

2. 

3. 

## LucidSight Logo Dont's

The integrity of the logo must be respected at all times. We value our logo and the time and effort that was put into the creation of it. It is essential that you become familiar with the correct uses of the logo.

1. Don't distort the type or add additional circuit lines
2. Don't Change color of symbol
3. Don't change font family
4. Don't remove circuit lines

1.



2.



3.



4.



## Minimum Size

It is important that all parts of the logo can be read easily in every application. For this reason, the logo should not be used at size any smaller than that specified in the diagram. Individual logo must be at least .65" height and 2" width.

The logo for LucidSight, featuring the word "LucidSight" in a bold, dark green, sans-serif font. The letters "L", "S", and "t" have thin horizontal lines extending from their bases.

## Clear Space

How much space do I need to leave between the logo lockup and other elements on the page? Minimum clear space is equal to 200% of the height of the dot in the “i” letterform.

