

About Lumitek

Lumitek is a start up technology company, providing online learning software for the education technology market.

Brand associations/positioning

The company wishes to be associated with high-end technology products within the education market, as such, the logo/identity should include elements of both learning and technology, with a strong emphasis on learning using native mobile applications.

Origin of Lumitek







The company name for 'Luminary Technologies' - a definition of 'luminary' can be found below.

lu·mi·nar·y

- 1) a person who inspires or influences others
- 2) an artificial light

Branding examples in the education technology market

Lumitek is not in direct competition with any of the following companies. Please use the identities for illustrative purposes only.

Logo	Web address	USP
	www.edsurge.com	EdSurge is the leading site for educators, entrepreneurs and investors involved in education technology.
	www.edtecheurope.com	EdTech Europe is Europe's leading e-Learning-focused conference platform.
	www.twig-world.co.uk	Twig is an online resource offering thousands of tailor-made, short films that bring subjects to life.
	www.coursera.org	Coursera is an education platform that partners with top universities and organizations worldwide, to offer courses online for anyone to take, for free.
	www.udemy.com	udemy is an education platform that allows users to buy and participate in online courses.
	www.khanacademy.org	Khan Academy is a not-for-profit org. with the goal of changing education for the better by providing a free world-class education for anyone anywhere.