



BRAND BOOK

2014

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BRAND GUIDELINES

BRAND DRIVER

What is the thought that powers the new brand?

Intelligence and simplicity

BRAND MISSION

Why do we exist?

To make intelligent
enterprise-class
solutions available to small
and medium-sized businesses.

BRAND PROMISE

What do we deliver?

Enterprise-level intelligence
for everyone

BRAND VALUES

What do we believe in?

Excellence

Passion

Integrity

Innovation

BRAND PERSONALITY

How do we come across?

Intelligent

Straightforward

Fair

Confident

BRAND LINE

**HOW DO WE EXPRESS
OUR BRAND IN A
SINGLE LINE THAT'S
TRUE TO WHAT WE
ARE AS A BRAND,
AND RELEVANT TO
THE CUSTOMERS WE
WANT TO REACH?**

BRIGHTER THINKING FOR EVERY BUSINESS

WHY “BRIGHTER THINKING FOR EVERY BUSINESS”?

“BRIGHTER THINKING”

Because we're about intelligence and simplicity. Our solutions are smart, easy to understand and easy to buy.

“BRIGHTER THINKING”

By talking about “thinking” instead of, for example, “solutions”, we’re indicating that we’re not just delivering bandwidth and cables. We’re also helping our customers get more out of the technology they’ve invested in.

“FOR EVERY BUSINESS”

Because our brand promise is “enterprise-level intelligence for everyone”. It’s speaking about the fairness that is part of our brand personality.

While we may not literally be able to serve every business in the UK, it’s a claim that says we’re accessible, inclusive and democratic.

**IT ALSO MAKES IT
EXPLICIT THAT
WE'RE HERE FOR
OUR CUSTOMERS
FIRST AND FOREMOST.**

LOGO GUIDELINES

MASTER LOGO

This mark is spontaneous, expressive and speaks of forward progress.

The way the agile line flows through the shape, hints at Luminet's offering of an intelligent managed wrap.



Luminet logo on black background

MASTER LOGO

The solid black on white and white on black variations are to be used in instances where print quality is really low, the media is black and white only or the logo is displayed small.

The word "Luminet" is written in a bold, sans-serif typeface. A thick, black, curved line starts under the 'L', loops under the 'u' and 'm', and ends under the 't', creating a dynamic swoosh effect.The word "Luminet" is written in a bold, sans-serif typeface. A thick, white, curved line starts under the 'L', loops under the 'u' and 'm', and ends under the 't', creating a dynamic swoosh effect.

CLEAR SPACE

The clear space is equal to the character width of the 'm' in the Luminet logo.



LOGO COLOURS

The master logo comprises of two of the primary colours, the following breakdowns are to be used across all marketing media.



Pantone 7463 C
C: 84 M: 43 Y: 0 B: 80
R: 0 G: 39 B: 66



Pantone 375 C
C: 50 M: 0 Y: 100 B: 0
R: 149 G: 193 B: 31

DOS AND DON'TS

Examples of some logo usages.



Correct usage



Do not distort



Do not rotate



Do not modify colours



Do not place full colour logo on coloured background



Do not place over graphics or images

VISUAL THEME & IMAGERY

BRIGHTER THINKING FOR EVERY BUSINESS PROVIDES DIRECTION FOR OUR CAMPAIGNS, MESSAGING AND IMAGERY.

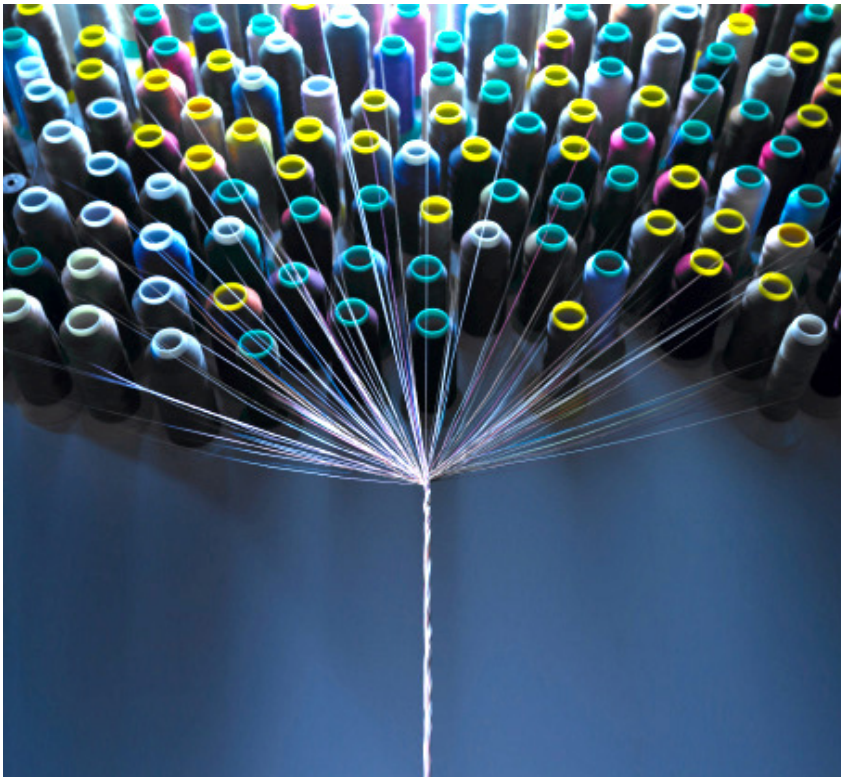
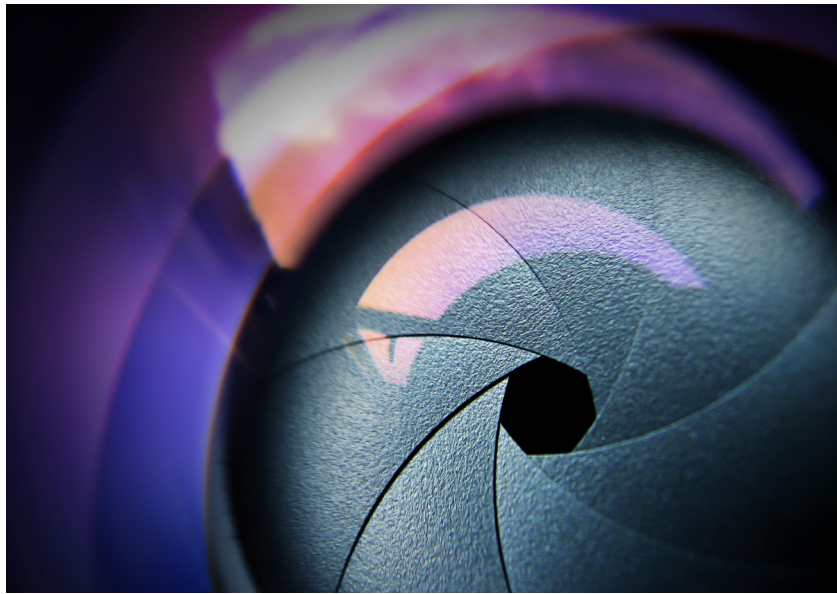
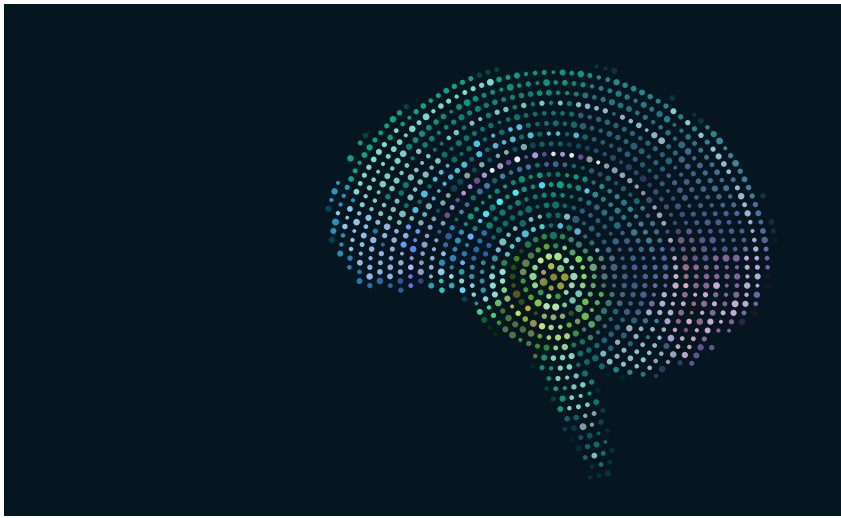
At the essence of this is our brand driver
of intelligence and simplicity.

IN TERMS OF IMAGERY, BRIGHTER THINKING FOR EVERY BUSINESS MEANS IMAGES THAT ARE:

- Optimistic
- Positive
- Intelligent
- Bright
- Simple
- Accessible
- Surprising

BRIGHTER THINKING FOR EVERY BUSINESS DOESN'T MEAN IMAGES THAT ARE:

- Negative
- Childish
- Dull
- Elite-ist
- Cliché



**USING THESE IMAGES
WILL ALLOW US TO
HELP EXPLAIN WHAT
IT IS WE DO IN A
SIMPLE WAY**

**USING THESE IMAGES
WILL ALLOW US TO
STAND OUT AGAINST
OUR COMPETITORS**

**USING THESE IMAGES
WILL ALLOW US TO
CREATE A STRONG
BRAND IDENTITY**

SUMMARY: USING THESE IMAGES WILL ALLOW US TO:

- Help explain what we do in a simple way
- Stand out against our competitors
- Give a strong brand identity

COLOUR PALETTE

COLOUR PALETTE

Luminet uses a four-tier colour palette to allow for expansive colour definitions across the brand.

Primary Brand Colours



Pantone 7463 C
C: 84 M: 43 Y: 0 B: 80
R: 0 G: 39 B: 66



Pantone 285 C
C: 84 M: 43 Y: 0 B: 0
R: 7 G: 123 B: 192



Pantone 375 C
C: 50 M: 0 Y: 100 B: 0
R: 149 G: 193 B: 31

Accent Colours



Pantone 285 C
C: 84 M: 43 Y: 0 B: 0
R: 7 G: 123 B: 192



Pantone 7670 C
C: 74 M: 72 Y: 0 B: 0
R: 95 G: 84 B: 160



Pantone 3268 C
C: 78 M: 6 Y: 56 B: 0
R: 3 G: 166 B: 137



Pantone 142 C
C: 0 M: 25 Y: 82 B: 0
R: 253 G: 197 B: 61



Pantone 158 C
C: 0 M: 66 Y: 90 B: 0
R: 238 G: 112 B: 38



Pantone Warm Red C
C: 0 M: 85 Y: 85 B: 0
R: 232 G: 65 B: 44

Mid-Range Colours



Pantone 7692 C
C: 84 M: 43 Y: 0 B: 40
R: 13 G: 86 B: 134



Pantone 5265 C
C: 74 M: 72 Y: 0 B: 40
R: 68 G: 59 B: 113



Pantone 3295 C
C: 78 M: 6 Y: 56 B: 40
R: 11 G: 117 B: 97



Pantone 7414 C
C: 16 M: 63 Y: 100 B: 5
R: 204 G: 110 B: 20



Pantone 7622 C
C: 25 M: 100 Y: 100 B: 25
R: 154 G: 25 B: 21



Pantone Cool Gray 2 C
C: 0 M: 0 Y: 0 B: 25
R: 208 G: 208 B: 208

Darker/Background Colours



Pantone 7463 C
C: 84 M: 43 Y: 0 B: 80
R: 0 G: 39 B: 66



Pantone 5255 C
C: 74 M: 72 Y: 0 B: 80
R: 33 G: 23 B: 55



Pantone 3308 C
C: 78 M: 6 Y: 56 B: 80
R: 0 G: 58 B: 46



Pantone 7449 C
C: 65 M: 96 Y: 44 B: 72
R: 52 G: 14 B: 37



White
C: 0 M: 0 Y: 0 B: 0
R: 255 G: 255 B: 255



Black
C: 0 M: 0 Y: 0 B: 100
R: 0 G: 0 B: 0

TYPEFACE

TYPEFACES

Din Next Pro Bold

Din Next Pro Bold is the primary choice for headline copy.

Museo Sans

Museo Sans 500 is the primary font for subheads and 300 is the primary font for body copy. However, there are exceptions for web and internal shared documents whereby a more accessible font will be used such as Arial Regular and Bold.

Arial

To be used only in instances where Museo Sans may not always be available, such as internal documents and for web. Arial Bold is the secondary font for headers, subheads and Arial Regular is the secondary font for body copy.

Din Next

Aa

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Museo Sans 300

Aa

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Museo Sans 500

Aa

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TONE OF VOICE

tone of voice

AUTHORITATIVE **CLEVER**
CUSTOMER FOCUSED
CONCISE **HELPFUL**
UNEXPECTED ENGAGING
TRUSTWORTHY CONFIDENT

TONE OF VOICE

Our brand personality is intelligent, straightforward, confident, and imbued with a sense of fairness.

tone of voice

We speak in a way that assumes our audience is intelligent too. While we don't automatically assume our audience is tech-savvy, we don't dumb things down.

TONE OF VOICE

This is underpinned by a sense of fairness and justice, which makes us not arrogant, but confident. This is reflected in how we speak and conduct ourselves.

MESASGING FRAMEWORK

LUMINET AUDIENCE PROPOSITIONS

Brand message:

BRIGHTER THINKING FOR EVERY BUSINESS

Audience
key drivers:

CEO	CIO	CFO
<p>Key driver:</p> <p>Growing top-line revenue/Business performance.</p>	<p>Key driver:</p> <p>Improving effectiveness of business processes.</p>	<p>Key driver:</p> <p>Delivering value through innovation.</p>

Services:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



CEO proposition:

Umbrella

**LUMINET OFFERS BRITISH BUSINESSES
ENTERPRISE-CLASS CONNECTIVITY,
COMMUNICATIONS AND CLOUD SERVICES.**

Tier 1:

Our mission is to put advanced and innovative technologies, within reach of a broader market.

Our intelligent managed services and solutions provide a platform for business growth that gives our customers important and sustainable advantages.

CIO proposition:

Umbrella

LUMINET IS PUTTING ENTERPRISE-CLASS CONNECTIVITY, COMMUNICATIONS AND CLOUD SERVICES WITHIN REACH OF EVERY BRITISH BUSINESS, AND EVERY IT BUDGET.

Tier 1:

Ensuring a robust technical environment is one of our top priorities. That's why we only collaborate with the best partners, like Cisco and Sandvine. It's how we deliver intelligent managed services that put powerful innovation directly into your hands.

Partnering with Luminet will enable you to operate from a world-class technology platform that supports tangible business growth, and improves the effectiveness of your IT-processes.

Umbrella

LUMINET DELIVERS THE EFFICIENCY AND VALUE OF ENTERPRISE-CLASS CONNECTIVITY, COMMUNICATIONS AND CLOUD SERVICES TO BUSINESSES OF EVERY SIZE.

Tier 1:

The best technology investments balance innovation, reliability and longevity. Luminet's managed services bring together world-class technologies to create a solution that's specific to your business today, and will grow with you tomorrow.

Every part of our managed service is designed to optimise business productivity. Rather than simply expanding system capacity, and the budget required to sustain it, we enable you to make more efficient use of your available resources.



CONTACT US

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