



Brand Presentation

Initial Brand Identity



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PREPARED FOR: LUMINA

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Lumina is a design-driven architectural studio that merges architectural excellence with advanced digital technology to create spaces that are adaptive, sustainable, and deeply human-centric. With a philosophy rooted in conservation, environmental intelligence, and innovation, Lumina uses digital tools not only to visualize architecture, but to preserve and celebrate the history of architectural design.

Contents

Project Name	1	The Lumina Brand	Our Goal	02
			Brand Values	03
			Visual Overview	04
	2	The Wordmark & Icon	Wordmark Breakdown	06
			Visual Breakdown	07
			Icon Breakdown	08
			Visual Breakdown	09
			Icon In Action	10
	3	Colour Selections	Colour Pairing	12
			Colour In Use	13
	4	Typography Choices	Primary Type	15
			Type In Use	16
	5	Brand In Action	Social Media	18
			Website Design	20
			Collateral	22
			Photography Treatment	25
			AR Design	27



The Lumina Brand

- Brand Strategy
- Visual Overview



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Our Goal

Our goal is to create a modern, modular brand identity that positions Lumina as a global leader in tech-integrated, conservation architecture. This identity should visually represent the fusion of design, history, and technology. Support the firm's expansion into international and public-sector markets with a distinctive, adaptable identity

Why Do We Exist?

The Lumina architecture Studio, by utilising cutting-edge technology like AR, AI and real-time rendering, aims to uplift and preserve the urban fabric of a community. Their focus is on using technology combined with traditional architectural techniques to create the buildings of tomorrow while preserving and celebrating the structures of the past.

How Do We Lead?

Founded in 2020 by architects Evelyn Tran and Marcus Leung, Lumina was created in response to a critical gap in the market: the need for truly digital-native architecture practices that harness the power of emerging technologies to solve contemporary design challenges and preserve architecture's history.

Who Do We Serve?

Lumina ensures that clients are an active part of the design process, so their vision is realised. It also aims to serve any community it engages with when designing its structures.

What Sets Us Apart?

Lumina's portfolio focuses on digitally integrated, high-performance environments. Every project is a testbed for innovation, merging algorithmic design, material experimentation, and immersive tech like augmented reality to communicate and iterate with clarity and precision.

What Do We Stand For?

Designing for the future and celebrating the past is Lumina's primary goal. Lumina also values innovation through technology, sustainability as default, immersive communication and cross-disciplinary collaboration.

Where Are We Headed?

Lumina has a mission to blur the lines between architecture, conservation, and immersive experience. Lumina will continue to push the boundaries of technology to create the structures of the future while ensuring the past is preserved.

Visual Overview

Lumina's visual identity is built on the foundations of its core values and primary objectives. Lumina is an architectural studio focused on using cutting-edge technology to create the buildings of the future while preserving those of the past, so it was important to find a way to blend these 2 aspects of the brand.

Some of the primary influences on Lumina's Visual identity include Italian Futurism, brutalist Architecture and Art Deco. The primary goal of visual identity is to tell the story of Lumina's commitment to ensuring the architectural landmarks of the past are preserved.





The Wordmark & Icon

- Wordmark Breakdown
- Visual Breakdown
- Icon Breakdown
- Visual Breakdown
- Icon In Action



The Icon

The primary icon for the Lumina brand has been developed to meet the preferences and objectives outlined in the design brief. This clean mentalist icon is influenced by architectural geometry, most notably a pitched roof. It has also been inspired by number brand nouns the client supplied as part of the initial design brief, such as innovation.

Unlike the majority of architectural firms found in Brisbane and around the world, the brand identity does not rely solely on a basic word mark to represent the brand. By utilising a multifunctional icon as one of the primary brand assets, Lumina will set itself apart from its competitors.

Embracing Luminas’ dedication to serving the past, the icon draws inspiration from retro logo systems, invoking aspects of their designs such as movement, clean lines and simplicity.



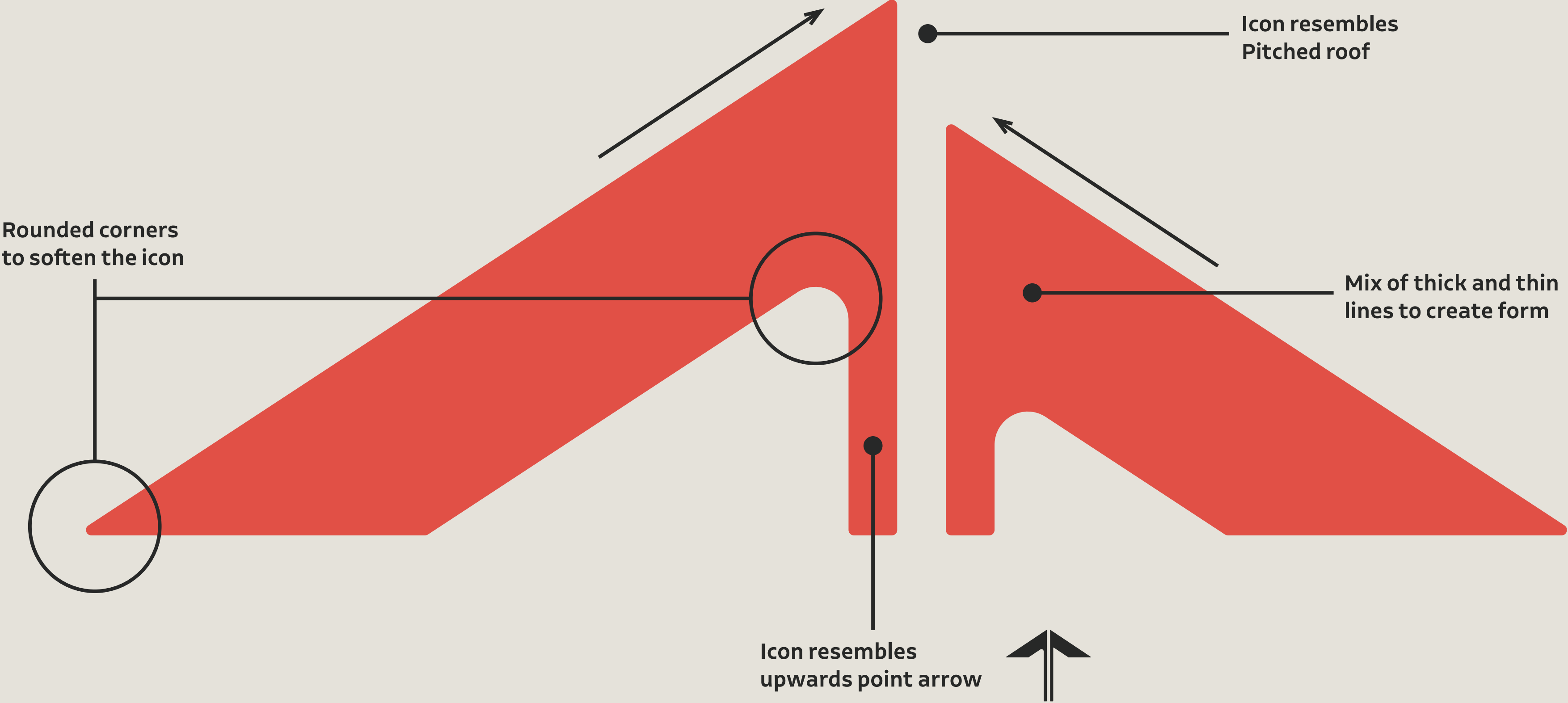
Visual Breakdown

Key Feature 1

The icons' upward slope, while indicative of a roof's pitch, also works in conjunction with the two stems to create a vertical pointing arrow. This creates a direct connection to Lumina's core value of innovation, with the upwards-facing arrow being an age-old symbol of moving forward.

Key Feature 2

The mix of thick and thin lines found within the icon speaks to the brand's links to design philosophy and styles of the past. Specifically, Art Deco forms play a significant role in the icon's shape language.



Icon In Action

Luminous icon is designed to ensure it can be utilised in multiple contexts, From Social to print media. The clean and minimalistic form, in combination with the colour palette, makes it ideal for signage or business cards and ensures it scales well for social media uses where the word mark may not.

< LuminaArchi 



LuminaArchi

50
posts

1057
followers

Architectural Studio

Lumina aims to create the structures of the future and celebrate those of the past by utilising cutting-edge technology.

 luminaArchitecture.com

Brisbane QLD AU



The Wordmark

The word mark, much like the primary icon, represents Lumina’s dedication to preserving architectural history. In accordance with the design brief of the word mark also contains clean and minimal lines that represent Lumina’s commitment to utilising emerging technologies.

The word mark, even more than the icon itself, sets the brand apart from other architectural studios. While competitors utilise basic sans-serif typefaces for their word mark, Lumina has a distinct mark that works seamlessly with the icon to create an adhesive brand identity.

The mark itself will be utilised in all aspects of Lumina’s visual identity, ranging from print collateral to web applications. The form itself allows for interesting logo variations as well as Animation opportunities.



Visual Breakdown

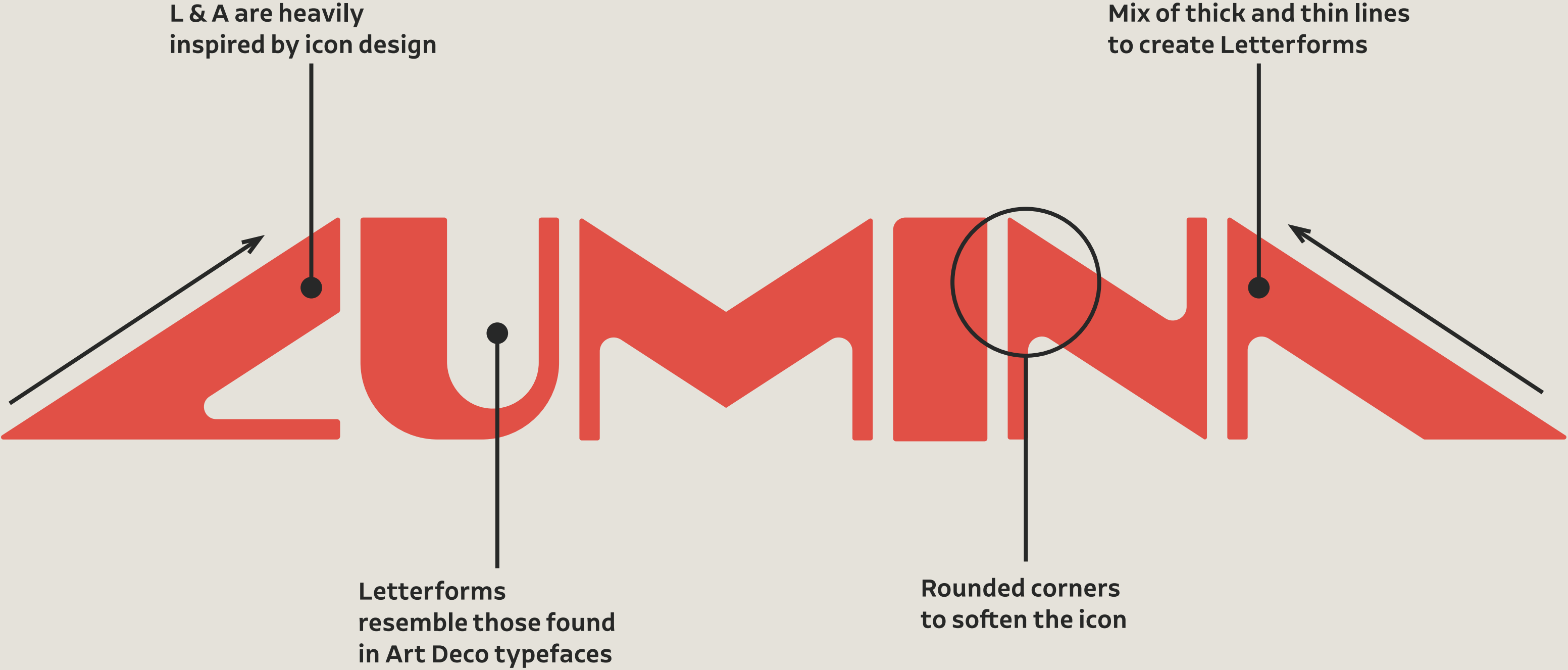
Key Feature 1

Continuing the idea of aspects of Luminas' brand identity being influenced by design movements of the past, the word mark draws heavy inspiration from typefaces found in the early 20th century, specifically art deco and Bauhaus-inspired typefaces. Use of thick and thin line weights in combination with its geometric forms sets it apart from other brands within the industry.

ART DECO
Art Deco
Bauhaus

Key Feature 2

The Wordmarks form is also heavily inspired by the icon. Most noticeably visible in the L and A at the beginning and end of the mark, the angle mimics the sense of movement found in the sloped icon and allows for them to be seamlessly stacked on one another.





Colour Selections

- Colour Pairing
- Colour In Use

Colour Selections

Luminas’ brand colours take inspiration from posters from the early 20th century and the design movements it held. Primarily inspired by Italian futurism’s use of reds, charcoal and cream colours.

The red acts as a bold accent colour that immediately draws the viewers to any design. This is an important aspect of the brand to possess, especially when it comes to social media. The charcoal and cream colours act as neutral bases that ensure the red can grab attention. By avoiding harsh whites and blacks, it also acts to soften the brand’s visual identity, making the traditional harsh colour palette seem more welcoming.

An equivlant pantone colour has been included as Lumina who is a company that celebrates designs of the past may in the future want to create there collateral using traditional printing methods which requires the pantone colour.

Pantone: #7625 C
RGB: 224, 80, 70
CMYK: 7, 84, 76, 0
HEX: #e05046

Pantone: Warm Gray 1 C (#D7D2CB)
RGB: 230, 227, 218
CMYK: 9, 7, 12, 0
HEX: #e6e3da

Pantone: Neutral Black C (#222223)
RGB: 40, 40, 40
CMYK: 74, 64, 64, 68
HEX: #282828



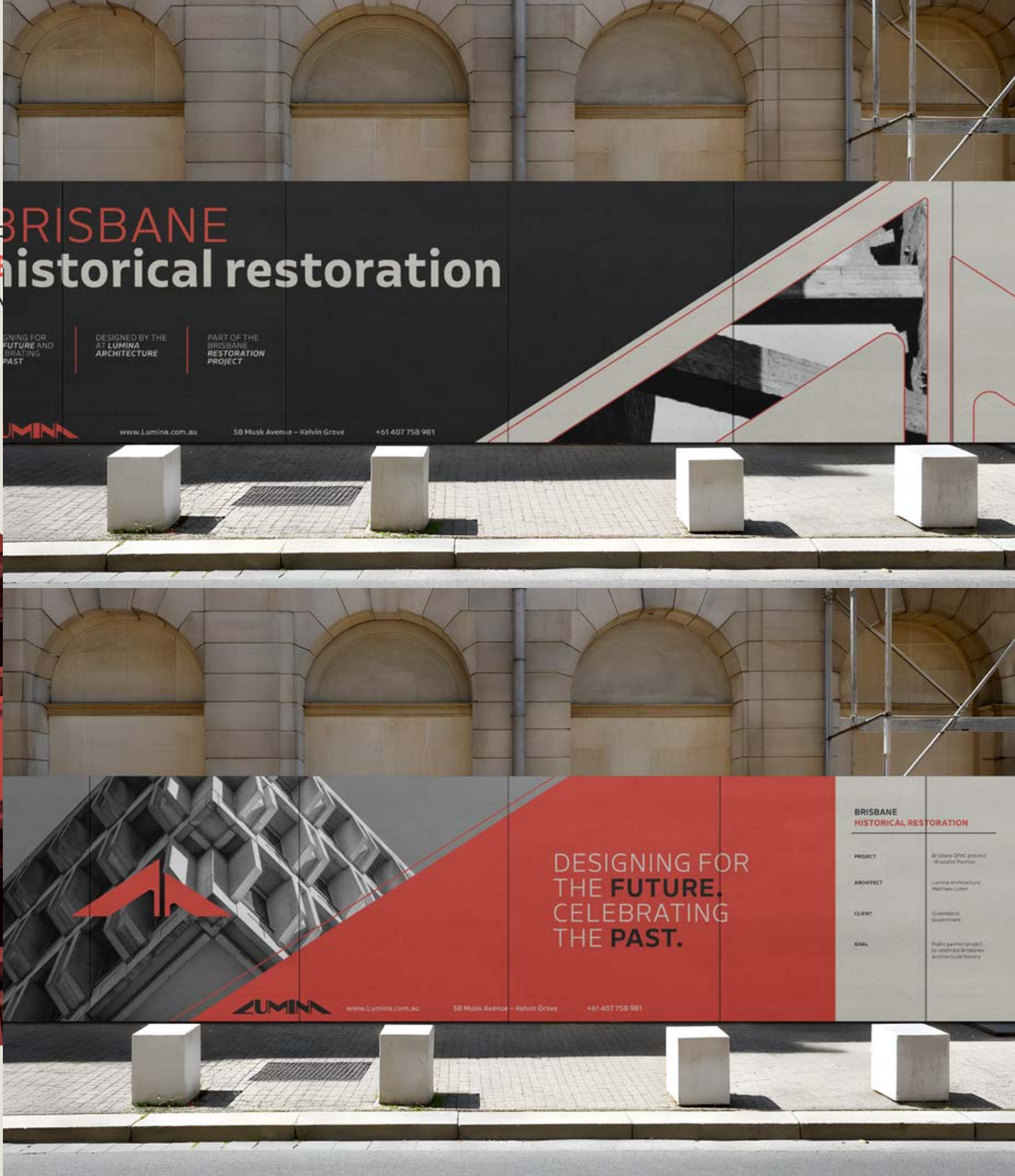
Colour in Action

Here you can see how the colour palette ensures that the brand stands out against any backdrop. One regarding site hoarding used in construction. The charcoal background is a blank canvas in which the red and white become easily illegible to people walking past. Alternatively, the script can be flipped, and the red becomes the main statement piece, instantly catching the viewer's eye against a bland construction site.

The colours can also work to highlight particular aspects of a Composition such as keywords or imagery. By highlighting a keyword in a different colour, it automatically acts as an anchor for the eye, especially when



DESIGNING FOR
THE **FUTURE**
CELEBRATING
THE **PAST.**





Typography Choices

- Primary Type
- Type In Use

Type

The chosen typeface for this project was Brisbane, designed by Troy Leinster. Chosen for its variety of type weights and its connection to the city whose architectural history inspired this project. This humanist typeface was the obvious choice for the project.

Additionally, this typeface face through its humanist and geometric elements, meets the design brief’s criteria as outlined in the preferences section. Brisbane also shares A lot of design elements with the famous type face Gotham which was designed with some of the same values and inspirations lumina has. For example, designer Tobias Frere-Jones was inspired by the typographical history of New York and the architectural Theory that form follows function.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .! ? # / ()

Light

Designing for the future. Celebrating the past.	<i>Designing for the future. Celebrating the past.</i>
--	--

Regular

Designing for the future. Celebrating the past.	<i>Designing for the future. Celebrating the past.</i>
--	--

Medium

Designing for the future. Celebrating the past.	<i>Designing for the future. Celebrating the past.</i>
--	--

Semibold

Designing for the future. Celebrating the past.	<i>Designing for the future. Celebrating the past.</i>
--	--

Bold

Designing for the future. Celebrating the past.	<i>Designing for the future. Celebrating the past.</i>
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Type in Action

Due to its Variety of weights, Brisbane offers the perfect opportunity to utilise those weights to highlight particular aspects of a composition. These weights also mean that a secondary typeface is not needed.

A wide variety of type treatments are utilised within the brand identity. Capital letters with a bold weight are used when attention needs to be grabbed quickly, for example, on social media or billboards. Lowercase only titles which invoke principles found within Bauhaus designs, another way the identity links to traditional design concepts. Finally, italics may be used to highlight certain words within a composition if the opportunity for colour variations is not available.





Brand in Action

- Social Media
- Website
- Collateral
- Photography Treatment
- AR Design





Social Media



Social Media

One of the primary deliverables for this project was to ensure that Lumina's Social media presence stood out from the competition. Black-and-white images combined with accents of luminous signature red create a unique visual impression compared to other architectural studios.





Website Design



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Website

Designed with framer lumina's website is built to showcase. It's portfolio projects and acts as a touch point for their community, both New and old. Designed with interactive features Such as responsive interactions and project carousels, the website ensures it follows Lumina's constant drive for Excellence.





Collateral & Merchandise



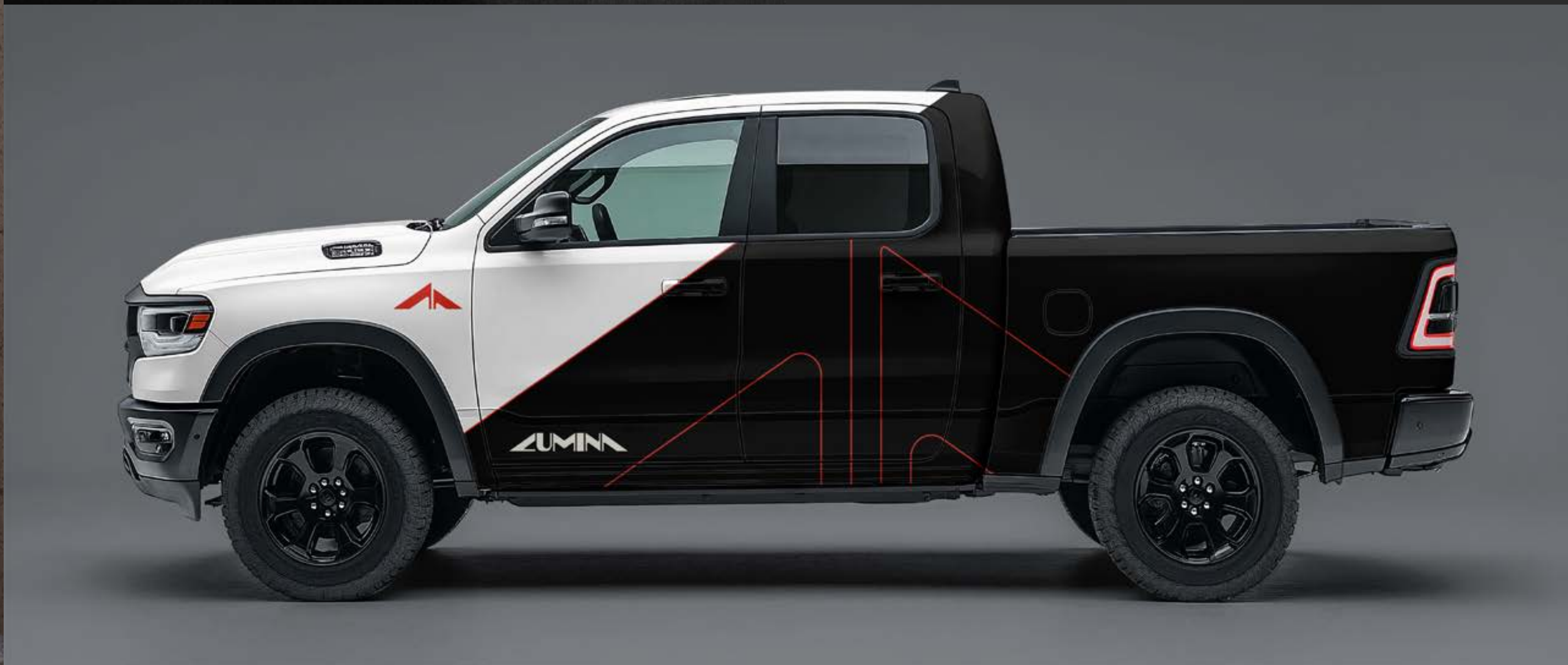






Image Treatment

Image Treatment

To ensure that the brand identity stays consistent throughout each touch point, an image treatment has been developed to reflect Lumina's needs. It was decided that a greyscale treatment was to be applied to each Image to showcase the Materiality of a structure and how it interacts with light, a key design element for brutalist architecture, which Luminas' design philosophy is heavily influenced by. In addition to this, greyscale treatment aspects of the image can be highlighted in Luminas' signature red to draw a viewer's eye towards standout features of a structure.





AR Design

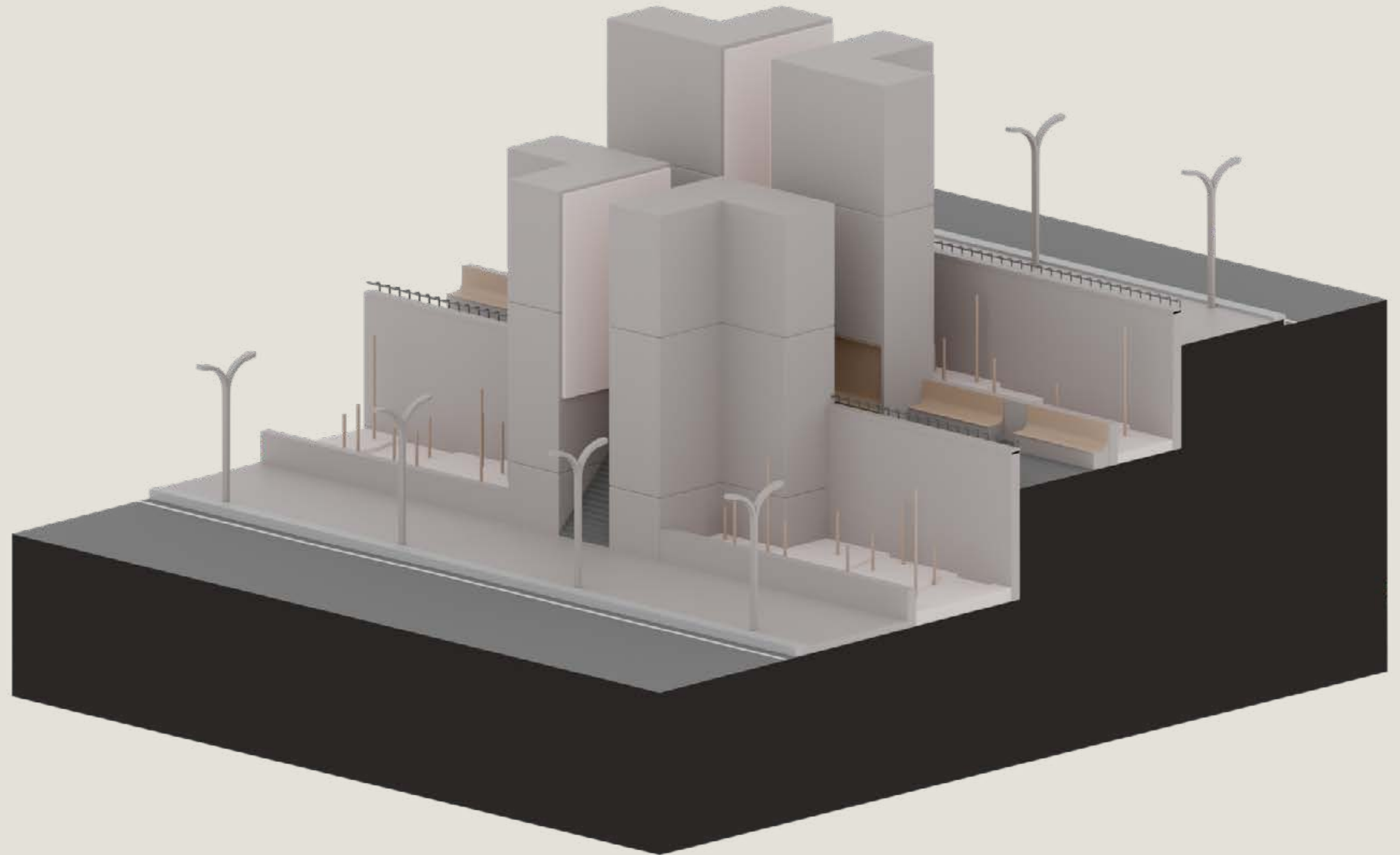


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AR in Action

In addition to their focus on conservation architecture, Lumina also aims to utilise cutting-edge technology to elevate their design practice. One aspect of this is using 3-D and AR to show digital representations of their designs. By using programs like Adobe Aero, Lumina can show clients a digital model of their work in real space and allow them to explore the structure.





Thank You