MISSION

Robotic vision made simple.

High-resolution cameras with depth vision and on-chip machine learning.

At Luxonis, our mission is to materially improve the engineering efficiency of the world.
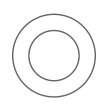
DESIGN SYSTEM

Overview
Our design system is made up of three core elements:

Logo, Color Scheme, and Typography.

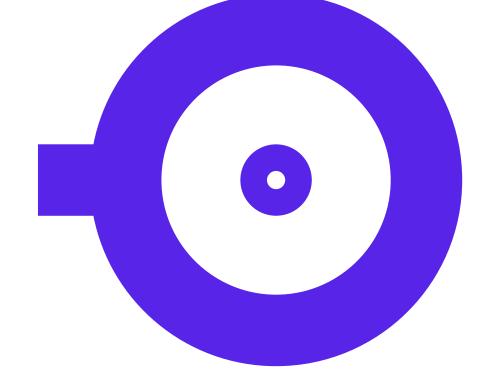| Logo | Color Scheme | Typography |

LOGO

Optical kerning, refined weight, defined clear space, and three lockups help to make our logo instantly recognizable at all sizes and in all contexts.

The Luxonis logo consists of our unique symbol and a clean and modern wordmark set in the typeface **Biennale Bold**. Both elements of the logo have been carefully designed to work together for quick brand recognition and maximum legibility.

Luxonis │ Full-Color Logo

Symbol

Wordmark

LOGO LOCKUPS

Horizontal Lockup
The horizontal lockup option is our primary and preferred option for most applications. This is what will be used across all digital platforms, unless screen size calls for another lockup.

Symbol (Only)
The symbol can be used by itself for social media profile images or future app icons. It can also be used for advertising or marketing purposes.

COLOR VARIATIONS

Full-Color
The full-color logo will be used on a white background.

The full-color logo will have the symbol set in Luxonis violet followed by the wordmark in black.

Full-Color (Reversed)
The full-color (reversed) logo should only be used on a black background.

The reversed logo will have the symbol set in Luxonis violet followed by the wordmark in white.

COLOR VARIATIONS

Monochrome
Monochrome variations exist for when a simpler solution is needed.

One-color, black, or white logos can be used on a white or black background.

If you have questions about a possible color combination not shown, please request approval.
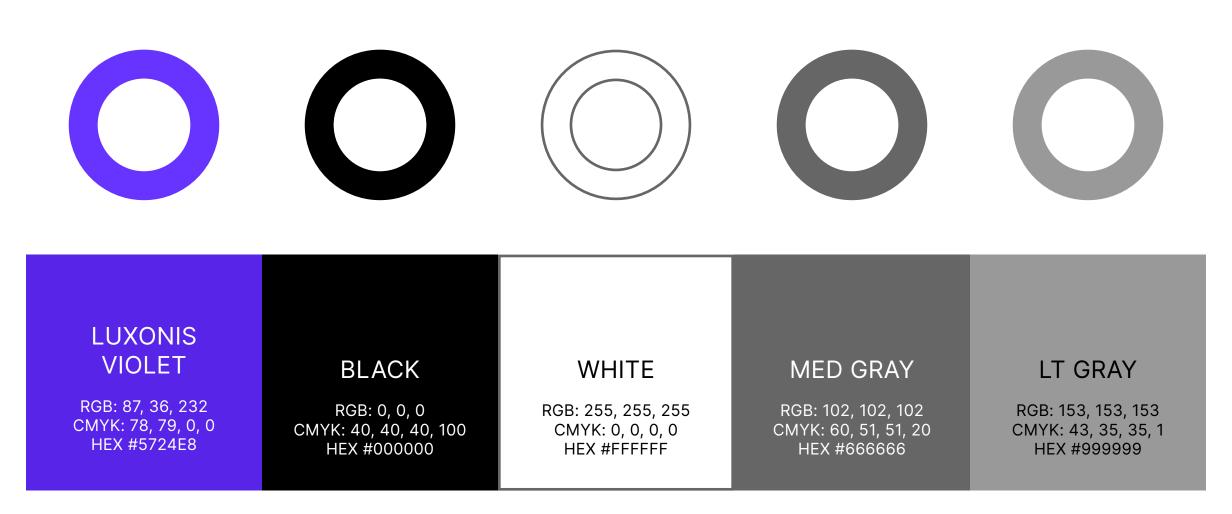
COLOR SCHEME

Our colors reflect the simple, clean, modern, and tech savy direction of the Luxonis brand.

Digital
Use either the RGB or HEX code color values for all digital applications.

Print
Use the CMYK color values for all print applications.

LUXONIS VIOLET	BLACK	WHITE	MED GRAY	LT GRAY
RGB: 87, 36, 232	RGB: 0, 0, 0	RGB: 255, 255, 255	RGB: 102, 102, 102	RGB: 153, 153, 153
CMYK: 78, 79, 0, 0	CMYK: 40, 40, 40, 100	CMYK: 0, 0, 0, 0	CMYK: 60, 51, 51, 20	CMYK: 43, 35, 35, 1
HEX #5724E8	HEX #000000	HEX #FFFFFF	HEX #666666	HEX #999999

*The Medium and light gray are to be used as background colors or accent colors. Never use them as a color variation of the logo.

TYPOGRAPHY

We use two typefaces to support our brand.
- Inter

Our primary typeface, used for headlines, subheads, body copy, and captions.

– Biennale

This typeface is only used for our wordmark.

INTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-_=+

Robotic vision made simple.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-_=+

Robotic vision made simple.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-_=+

Robotic vision made simple.

INTER SUBSTITUTES

In specific instances where our brand typefaces are not available, please opt for native sans-serif typefaces.

– **Helvetica** or **Arial**

Widely available system sans-serif.

– **SF Pro**

Native to Apple devices.

HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-_=+

Robotic vision made simple.

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-_=+

Robotic vision made simple.

SF PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-_=+

Robotic vision made simple.

ROBOTIC VISION MADE SIMPLE

Luxonis