



Lukka®



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Our Logo

Our logo is the foundational visual identification of who we are as a company. Every time our employees, partners and investors see our distinctive brand mark they are reminded of who we are and what we stand for.

The custom symbol to the left of “Lukka” communicates our three key solution categories which are software, data and reporting. The pixel perfect spacing between dots represents our commitment to our customers to provide simplified solutions for complex problems.







Lukka®

The three distinct colors in our logo were not selected at random, they were selected to evoke certain thoughts and emotions when viewed.

- Dark blue represents knowledge, power, integrity and stability.
- Orange represents enthusiasm, determination, creativity, and success.
- Light blue represents tranquility, understanding, trust, and precision.

The word mark “Lukka” is a juxtaposition from very rounded “logo mark” and was designed to showcase a rounded and structured, softer component next to the very rigid and sharp copy. This was done to give the feeling of structure but chaos at the same time. We are showing dots with no corners, a logo mark with soft angles of the hexagon shape of the dots and very sharp 90 degree angles of the font. This represents our ability to solve any type of problem a customer might occur

Product Lockups

New product logo lockups have been built and are to be used when talking about a specific Lukka product or service.

These product lockups follow the same guidelines as our corporate logo.

→ All logos are available to download in multiple sizes and formats at:

Google Shared Drive/Marketing/Approved Logos



Logo Usage



Color Logo on White

The primary application of the Lukka logo in full-color on a white background.



1 Color Logo on White

The PMS 282c blue logo on white should be used only when a single PMS color application is required.



Black Logo on White

The 100% black logo on white should be used only when a black and white application is required.



Reverse Logo on Blue

The reversed color logo should be used when a full color logo is presented on a dark background.



1 Color Logo on Blue

The all white logo should be used only when a single PMS color application is required.



1 Color Logo on Black

The 100% white logo on 100% black may be used when a black and white application is required.

Clear Space

Logo clear space is its personal space; it gives the logo some breathing room and helps it maintain its visibility. The recommended clear space surrounding the logo should always equal the height or width of the “logo mark”. This space should be clear of any content or application boundaries.



Minimum Size 1.25"



Logo Colors

PMS 282

HEX #111A44

C100 M93 Y36 K49

R17 G26 B68

PMS 306

HEX #F89938

C0 M48 Y88 K0

R248 G153 B56

PMS 715

HEX #2AACE2

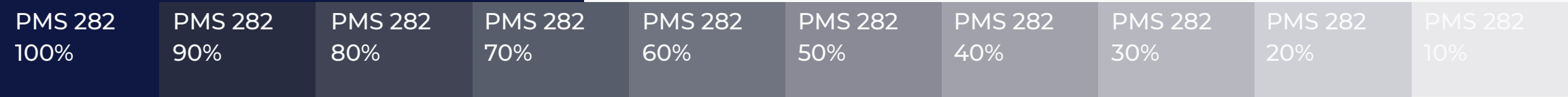
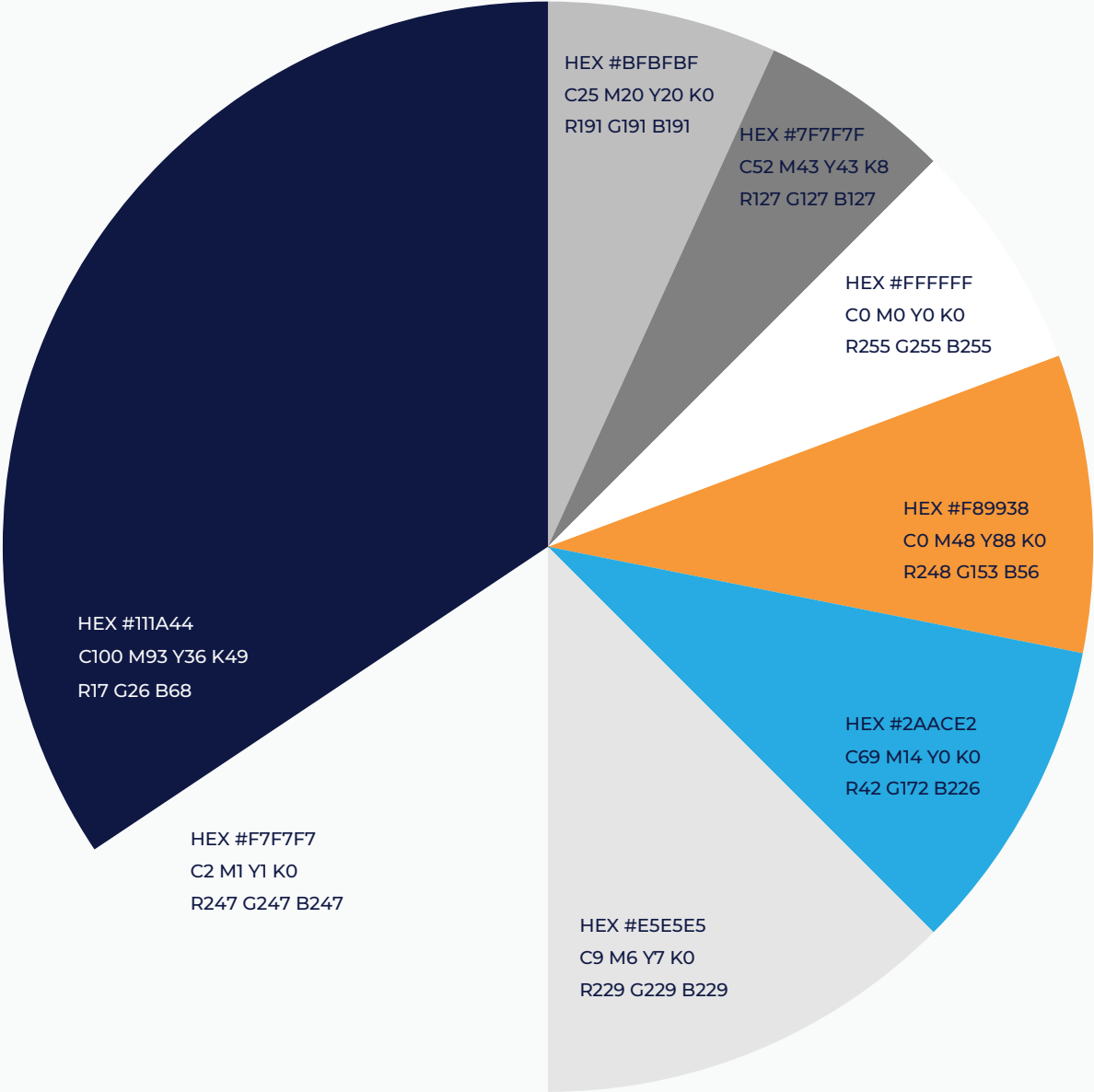
C69 M14 Y0 K0

R42 G172 B226

Our Colors

Color is one of the most vital ways we express our collective attitude and culture.

The Lukka primary color is the key brand identification colors. When consumers interact with the brand for the first time, the Lukka dark blue should be the lead color. It can be edited for different uses by reducing the opacity in 5% increments.



Typography

The typography of Lukka's brand system conveys personality in the letters and words it expresses. Typography for our system is contemporary and approachable, as well as versatile and practical for various uses and needs.

The exclusive typeface of Lukka is Montserrat, but we use a number of different sub-types and weighting in various ways.

Usage Guide

The following chart summarizes use cases for each font type.

Montserrat

- **Headline - Montserrat SemiBold**
- **Subheads - Montserrat Medium**
- **Body - Montserrat Regular**

Video
Signage
Printed Collateral
Special Type Treatments

Arial

- **Headline - Bold**
- **Subheads - Bold**
- **Body - Regular**

HTML Emails

Montserrat

Our primary typeface, Montserrat, should be used for all text in printed materials, documents and digital properties for headlines, subheads and copy.

A B C 1 2 3

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

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () [] | : ; ' " < , > . ? /

Montserrat SemiBold

A B C 1 2 3

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

0 1 2 3 4 5 6 7 8 9

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Montserrat Medium

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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

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () [] | : ; ' " < , > . ? /

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Montserrat Regular

A B C 1 2 3

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

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () [] | : ; ' " < , > . ? /

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ABC 123

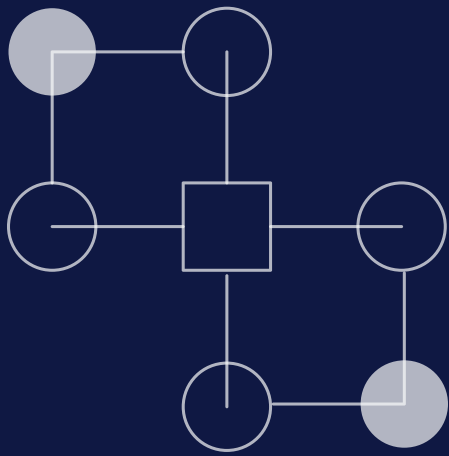
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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Capitalization

Two cases, one goal: **Consistency**

When we are consistent, we communicate our brand fluidly throughout all communications and get our message across.

We refer to title and sentence case in the different rules for digital and print media and marketing collateral. This is a helpful guide as to what those cases are.

Use title case on headlines and either title case or sentence case on subheads depending on the application, design and length of headline.

Title Case

Always capitalize the first and last words. Then, capitalize the first letter of every word except for:

Articles

- A
- An
- The

Prepositions

- To
- From
- Out
- In, etc.

Conjunctions

- And
- But
- Or
- So, etc.

Do this:

- Solving the Most Complex Crypto and Blockchain Data Challenges

Not this:

- Solving the most complex crypto and blockchain data challenges

Sentence Case

For any copy following headlines or subheadlines, use sentence case.

Sentence case:

Always capitalize the first word. After that, only capitalize proper nouns.

Do this:

- Data and software solutions to manage crypto assets on infrastructure built for the future of commerce

Not this:

- Data and Software Solutions to Manage Crypto Assets on Infrastructure built for the Future of Commerce



 @lukka
 @lukkaglobal
 @lukkaglobal
 lukka.tech