



BRAND GUIDELINES

ABOUT LUMENCI

Lumenci is a full-lifecycle intellectual property platform positioned at the intersection of technology, law, and commercialization. We enable end-to-end patent value creation, from portfolio strategy and monetization to licensing and litigation support. With an integrated approach across the IP lifecycle, Lumenci combines technical depth, legal alignment, and commercial focus to help clients unlock, defend, and maximize the value of their innovations.

Our platform is designed to support portfolios of all sizes, from focused assets to large, complex portfolios, across evolving technology landscapes.

CORE VALUES

Solve for the customer	Practice good judgment	Reward work over words	Value contrarian ideas
Believes that the best perk is working with amazing peers		Favours autonomy	Action-oriented
Strives for long-term impact	Value character more over just skills		Value deep over shallow work

VISION & MISSION



VISION

“Build the global operating platform for IP assets monetization”

MISSION

“Be the one-stop solution for monetizing IP assets”

LOGO
TYPE



LOGO CONSTRUCTION

The Lumenci logo is built around the letter “i,” encircled by subtle flame elements that represent the ignition and amplification of innovation. The form reflects Lumenci’s role in fanning the flame of ideas, helping them grow into meaningful, defensible value. The controlled geometry of the mark balances this sense of energy with precision and discipline, reinforcing the firm’s analytical and technical rigor.



Lumen I
Element

+



Light Source
Flame Element

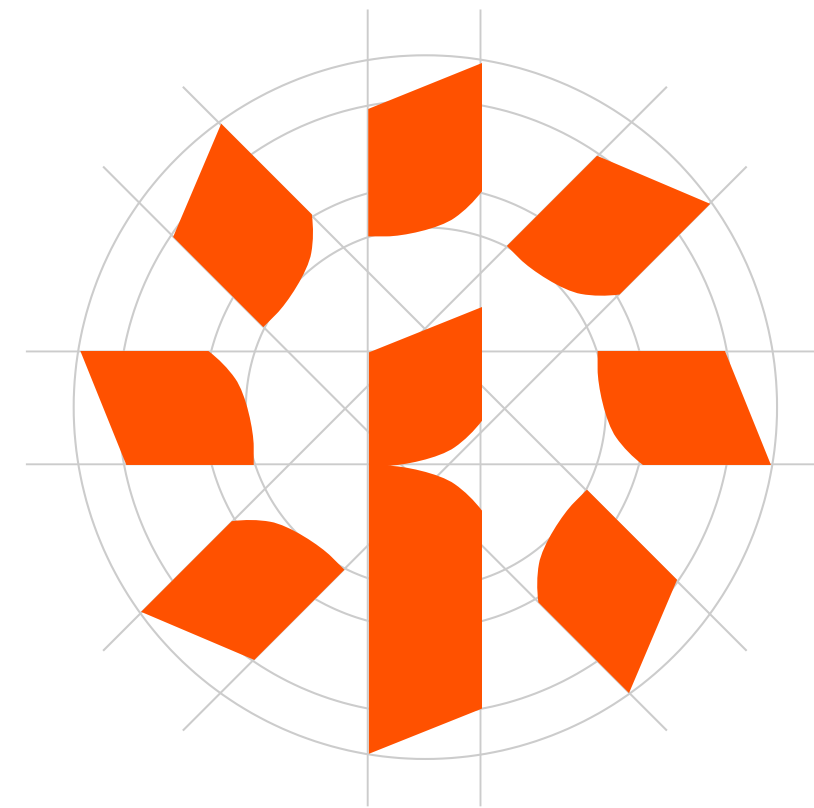
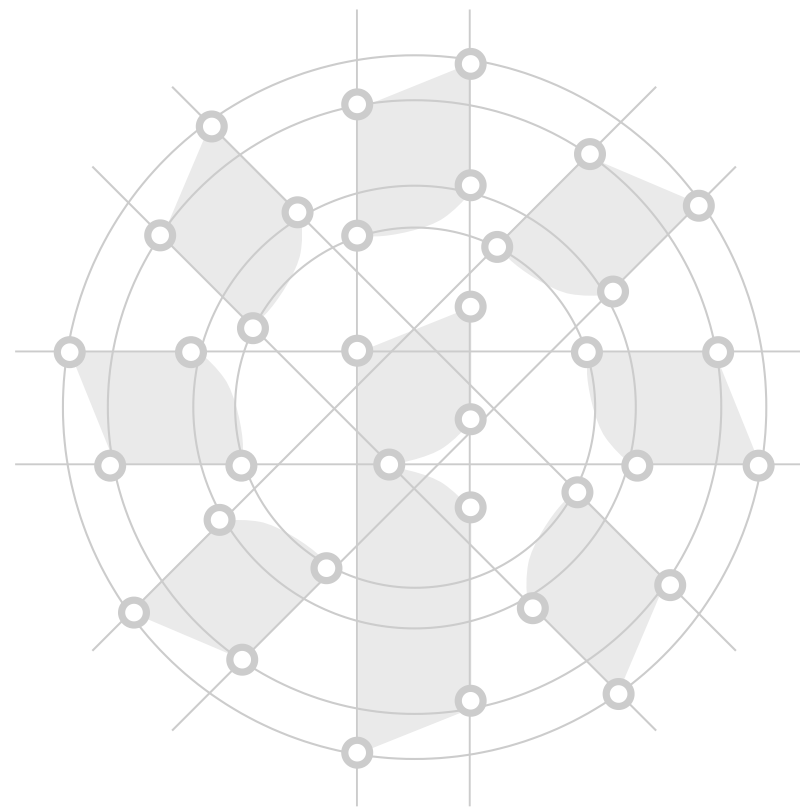
=



Logo Element

LOGO CONSTRUCTION

Simple visual component
resembling illumination with
letter i.



LOGO VARIATIONS



Full color with background (Black)



Full color with background (White)



Flat White



Flat Black



Solid (White)



O Element



W Element

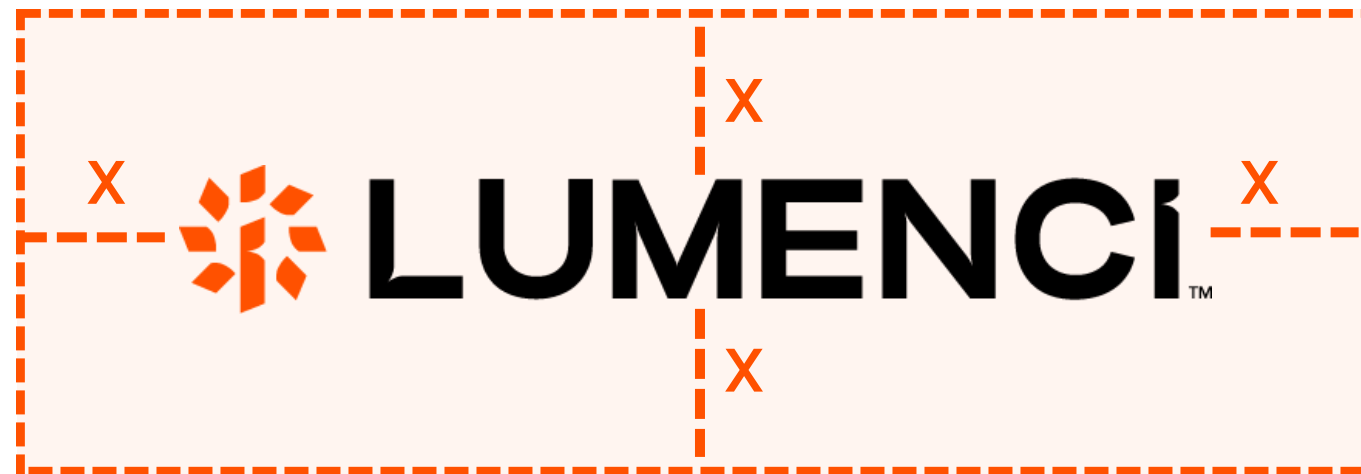


W Element

[Download](#) the logo package

LOGO USAGE

Clear Space



Maintain sufficient spacing around the logo to ensure visibility and impact.

(X = height of icon mark)

Minimum Size



Digital: 24px height

Print: 15mm height

LOGO DO'S & DON'TS

Do's



Use the logo in approved brand colors & ensure strong contrast on backgrounds



Always keep clear space around logo

Dont's



Do not distort or stretch the logo



Do not alter colors

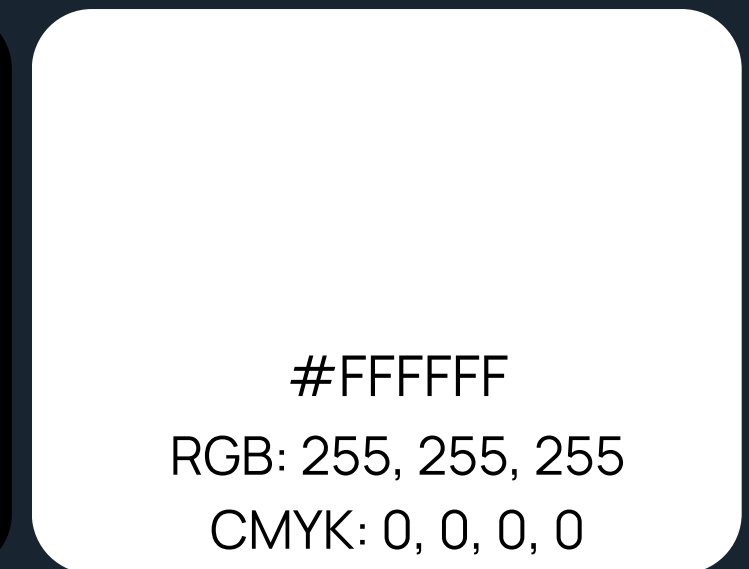
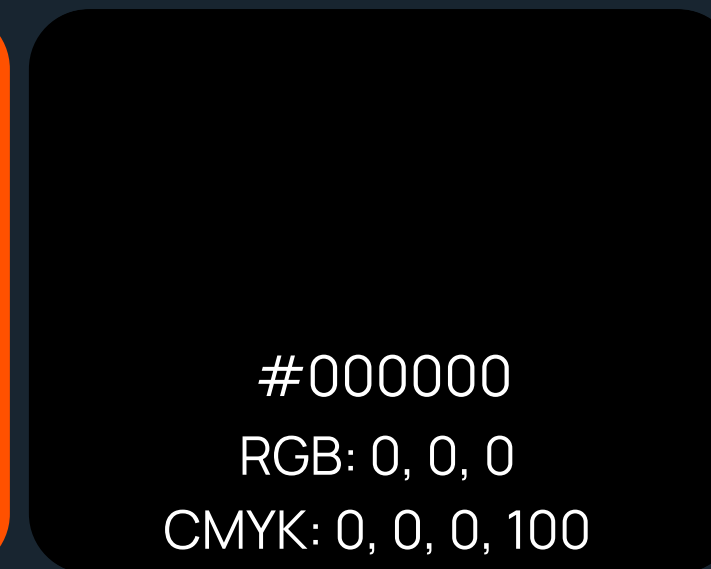


Do not place on cluttered or low-contrast backgrounds

COLOR PALETTE

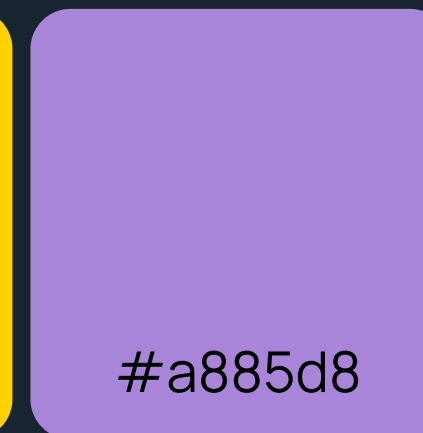
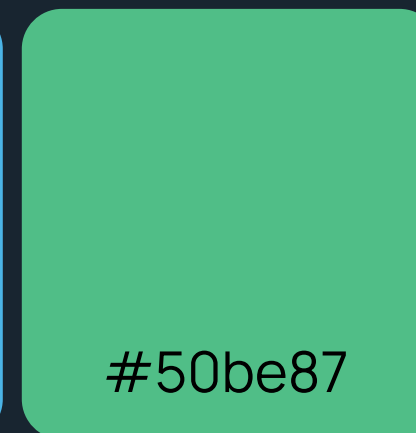
Core colours

Color
Name
Flame
Midnight
White



Supporting colours

Color Name
Picton Blue
Cool Green
Warm Yellow
Lavender Bloom
Orchid Pink



TYPOGRAPHY

Lumenci

Roboto

(All brand touchpoints, except the website)

Manrope

(Website)

Type Foundry

Roboto Font

Style **Semi**

Bold Regular

Extra Light

Aa Bb Cc

Regular

Extra Light

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

Aa Bb Cc

Regular

Extra Light

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

Web Type Foundry

Manrope Font

Style **Semi Bold**

Regular Extra

Light

ASSET ACCESS

[Logo Package](#)

[Leadership Images](#)

[Leadership Profiles](#)

Lumenci 30 Word descriptor

Lumenci is a full-lifecycle intellectual property platform enabling end-to-end patent value creation across strategy, monetization, licensing, and litigation, helping organizations of all sizes unlock and maximize innovation value.

Lumenci 100 Word descriptor

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THANK YOU