Created by LumiWave Version 1.0 Brand Guidelines Visual guidelines for LumiWave branding

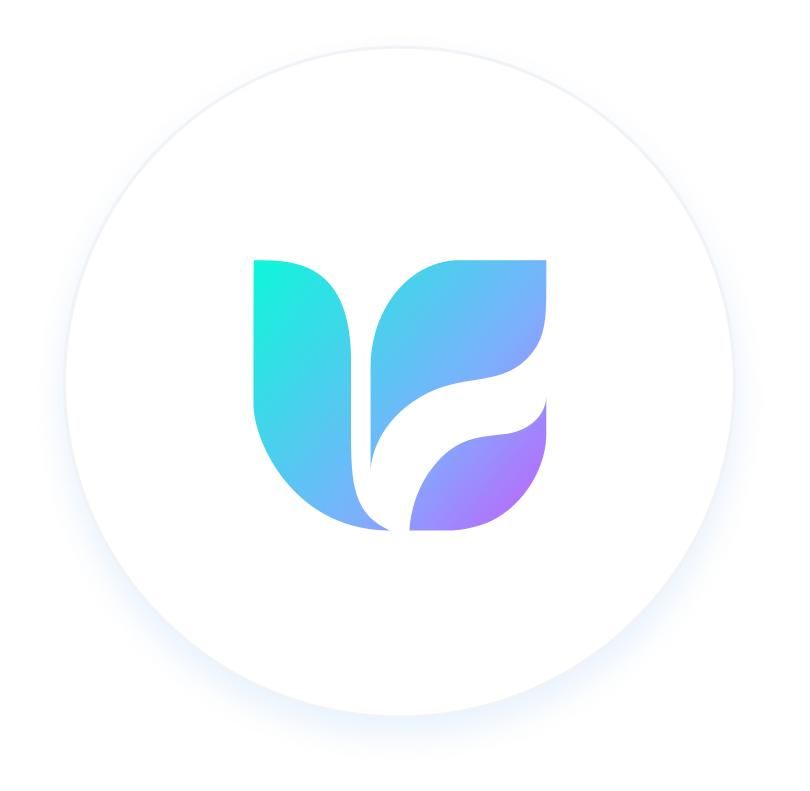
### **About LumiWave**

LumiWave is an innovative project that applies the principles of light and water to the combination of content and blockchain, bringing a new dimension to Web3 experiences.

The token name, LumiWave (LWA), is inspired by water.
LumiWave represents our desire and intention to bring
unprecedented speed and efficiency to our users by enabling
transaction processing that is as fluid and lightning-fast as the
flow of water.



About LumiWave Brand Guidelines



# **Logomark Design**

**Light** - Like light traveling through the universe, LumiWave spreads knowledge and innovation within the gaming industry. We use blockchain to make games more transparent and trustworthy.

**Wave** - Like the properties of water that enable the creation and transformation of the universe, LumiWave creates a fluid connection between game IP and users. It enriches the user's experience with the infinite flow of the game world.

**Space** - Like the boundless exploration of the universe, LumiWave breaks new ground by bringing game IP to the blockchain. It is a journey to explore the infinite value and scalability of game assets.



Logomark Design

Brand Guidelines

# 03 Logo Grid





# **Background Color Usage**



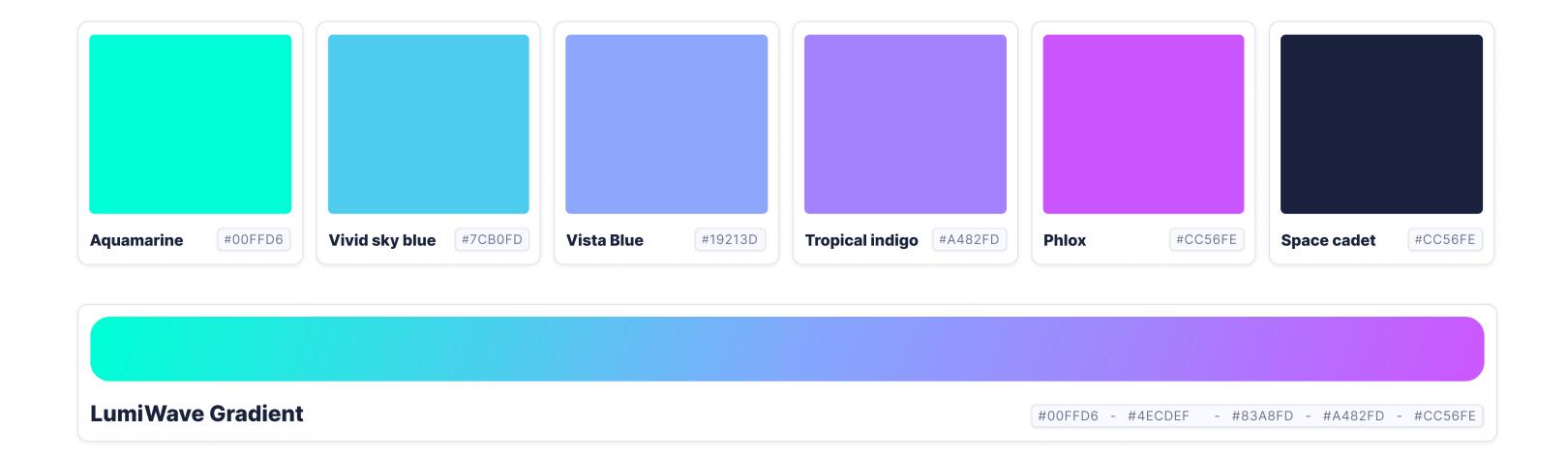






# **Color Palette**







## **Typography**

By using the 'NanumSquareRound' font in the form of de-square, the soft image of the curve was added.

# AaBbccc

#### NanumSquareRound ExtraBold

ABCDEFGHIJKLMNOPQRSTUVW XYZ abcdefghijklmnopqrstvwxyz 0123456789!"#\$%&/()@=?,-

