

Created by
LumiWave

Version 1.0

Brand Guidelines

Visual guidelines for LumiWave branding



01

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.



02

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.



Light

+



Wave

+



Space

03

Logo Grid



04


Background Color Usage




05

Color Palette



					
Aquamarine #00FFD6	Vivid sky blue #7CB0FD	Vista Blue #19213D	Tropical indigo #A482FD	Phlox #CC56FE	Space cadet #CC56FE

LumiWave Gradient



#00FFD6 - #4ECDEF - #83A8FD - #A482FD - #CC56FE



06

Typography

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

AaBbCc

NanumSquareRound
ExtraBold

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

