



Brand Guidelines 2024

Introduction

Luthra Group Brand Guidelines is designed to shape the communication and visual language of the Luthra Group across all channels. It serves as a compass for maintaining a cohesive and impactful brand identity.

By adhering to these guidelines, we will ensure consistent and effective communication that resonates with our audience.

Let's work together to uphold the strength, unity and essence of the Luthra Group brand in every interaction.

Our Foundation

Our company values are the cornerstone of our culture, guiding our actions and decisions. They shape how we work together, drive our commitment to excellence, and help us achieve our vision. By embodying these principles, we create an environment where innovation thrives, accountability is upheld, and our shared goals are realized.

Our Values

Trust

Lead with integrity and respect

Accountability

Take ownership to drive results

Innovation

Push boundaries to shape the future

Agility

Embrace change to thrive in transition

Commitment

Cultivate determination to fuel progress

Tagline

Our Tagline "Renewing Hope" embodies our commitment to a sustainable future. It reflects our resilience in overcoming challenges and our dedication to a brighter tomorrow. This tagline positions us as leaders in harmonizing humanity and ecology, inspiring trust and collaboration with our partners. Through "Renewing Hope," we connect with stakeholders, driving our mission for a regenerative future.

Renewing Hope

Tone of Voice

Our tone of voice captures our brand's essence and archetype, guiding consistent and authentic communication across all touchpoints. It ensures our brand identity is clearly expressed and resonates with our audience.

Formal



Conversational

Serious



Cheerful

Respectful



Irreverent

Matter-of-Fact



Energetic

Brand Tone Guardrails

With the tone of voice established, we adhere to the following guardrails to maintain consistency in our communication and effectively reach our audience

Empowering

Informative

Inspirational

Transparent

Witty

Ambitious & Energetic

Brand Tone

Empowering

✓ Who we are

We are supportive, believing in the agency and potential of enterprises and individuals to make a difference.

✗ Who we are not

Controlling or paternalistic – we do not impose our ideas and solutions on others, nor do we undermine agency or autonomy.

Informative

✓ Who we are

We are knowledgeable and educational, committed to providing accurate information about sustainability issues and solutions.

✗ Who we are not

We are not dogmatic or preachy. We do not dictate what our audience should believe, instead we urge critical thinking and independent exploration.

Brand Tone

Inspirational

✓ Who we are

We are optimistic and forward-thinking, inspiring hope for a better, more sustainable future.

✗ Who we are not

Pessimistic, focusing only on problems, without solutions to offer.

Transparent

✓ Who we are

Authentic and genuine, operating with integrity and sharing important aspects of business with honesty.

✗ Who we are not

Deceptive, engaging in greenwashing or making false claims.

Brand Tone

Witty

✓ Who we are

We take our purpose seriously, but with a dash of wit and a sparkle of cheerfulness, making green the new black.

✗ Who we are not

We are not dull or overly serious like the rest of our counterparts when we talk about sustainability.

Ambitious & Energetic

✓ Who we are

We dream big and build our dreams brick by brick with audacious goals and relentless determination fueling our passion for a brighter future.

✗ Who we are not

We are not apathetic and do not approach sustainability with a lackluster attitude, complacency or subdued energy.

02

Visual Identity



Visual Identity

Parent Company Mark

As shown on the right, our identity mark consists of the Icon mark, Word mark, and Tagline.

The Pegasus, as the Icon mark, holds the highest visual hierarchy, symbolizing hope and our drive towards a regenerative future. The dominant red colour reflects our legacy & boldness.

The tagline, "Renewing Hope," underscores our commitment to instilling hope in our partners and the planet, emphasizing our dedication to a regenerative future. Further, these elements are designed to align with our brand architecture while preserving a consistent visual essence.

The horizontal lockup will stand as the primary visual identity, while the vertical lockup should be used when design constraints deter the use of the horizontal lockup.

Horizontal Lockup



Vertical Lockup



Construction & Exclusion Zone

Horizontal Lockup

Construction

The Luthra Group's horizontal identity has been meticulously designed to maintain the balance between the Pegasus mark and the wordmark, ensuring a cohesive and impactful visual presentation. This careful construction preserves the strength of both the Pegasus and the wordmark, while also guaranteeing adaptability across our brand architecture. This approach ensures consistent and effective representation of our brand across all touchpoints.

Exclusion zone

The exclusion zone is the area around the logo that must remain clear of any imagery, text, or other elements. This space ensures the logo maintains its impact and that communication remains effective. The size of the exclusion zone is based on the X height of the wordmark, as illustrated on the right. This guideline applies to both standard and micro sizes of the logo.

Construction



Exclusion Zone



Construction & Exclusion Zone

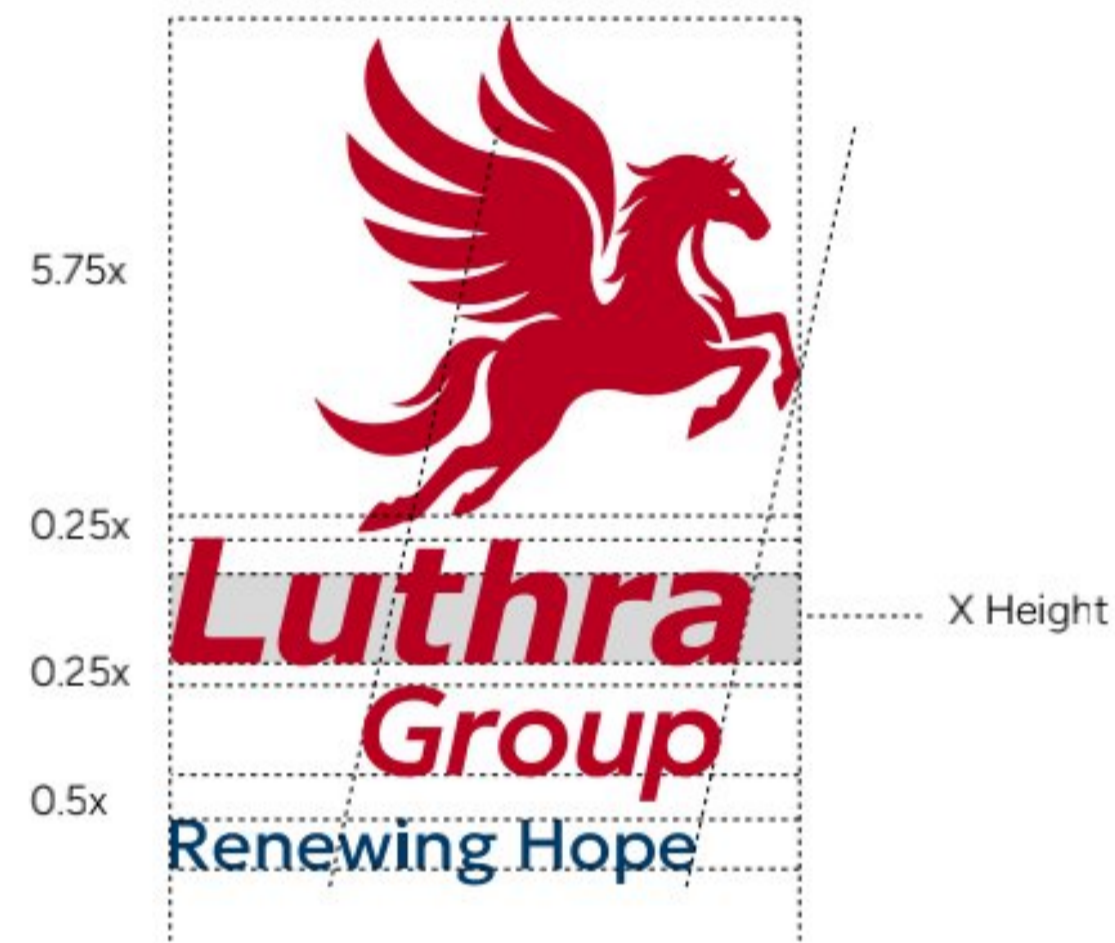
Vertical Lockup

Construction

The Luthra Group's vertical identity lockup has been constructed to maintain the same visual impact as the horizontal lockup. Like its horizontal counterpart, the vertical lockup is designed to adapt seamlessly across our brand architecture, ensuring consistent and effective representation of our brand in all applications.

Exclusion zone

The exclusion zone is the area around the logo that must remain clear of any imagery, text, or other elements. This space ensures the logo maintains its impact and that communication remains effective. The size of the exclusion zone is based on the X height of the wordmark, as illustrated on the right. This guideline applies to both standard and micro sizes of the logo.



Construction



Exclusion Zone

Standard Size

Scaling

To ensure the Pegasus mark retains its impact at smaller sizes, the minimum sizes for both the horizontal and vertical lockups are specified. Beyond these minimum sizes, the micro size version of the identity should be used, as described in the next section.

Horizontal Lockup Minimum Height

Digital Medium - 70 Pixels
Print Medium - 15 mm

Vertical Lockup Minimum Height

Digital Medium - 125 Pixels
Print Medium - 25 mm

Horizontal Lockup

Minimum size
Digital 70 px
Print 15 mm



Vertical Lockup

Minimum size
Digital 125 px
Print 25 mm



Micro Size

The micro size visual identity is meticulously constructed to retain the impact of the Pegasus mark at smaller scales. The form and detailing of the Pegasus are designed to maintain their integrity, ensuring the mark remains recognizable and impactful. In the micro size, the tagline "Renewing Hope" is removed, leaving only the wordmark and the Pegasus brand mark to form the visual identity. This micro size identity is applied consistently across all subsidiary brand identities, as detailed in the following section.

Use the micro size visual identities when the visual identity marks needs to be scaled below the minimum size mentioned on page 18

Horizontal Lockup

Standard Size



Micro Size

★ To be used below 70 px or 15 mm



Vertical Lockup

Standard Size



Micro Size

★ To be used below 125 px or 25 mm



Parent Company Mark

Colour Reproduction

The Parent Company Mark - Primary Colours is our preferred choice for most applications.

When accurate colour reproduction is not feasible, use the greyscale version of the Parent Company Mark. The single colour version is reserved for situations where neither the primary colour nor the greyscale version can be effectively reproduced against a background or medium.

Please refer to the brand kit provided for the colour reproduction guidelines of all logo lockups.

Primary Colour



Greyscale



Single Colour (Black)



Single Colour (White)



Contrast

When placing the parent mark on any background, ensure it is clearly legible with a good contrast ratio between the foreground and background.

Maintain a minimum of 20% contrast against the background.

✓ White



✓ 5% Black



✓ 10% Black



✓ 20% Black



✗ 30% Black



✗ 40% Black



✗ 50% Black



✗ 60% Black



✗ 70% Black



✗ 80% Black



✗ 90% Black



✗ 100% Black



Subsidiary Identity Marks

Luthra Group's brand architecture includes the sub-brands Luthra Energy, Luthra Water, Luthra Realty, Luthra InnoQ and Luthra Foundation. Each of these sub-brands has a distinct visual identity.

To ensure consistency and brand recognition, the Pegasus icon mark is included in all the lockups.

Horizontal Lockup



Vertical Lockup



Luthra Energy

Construction

The subsidiary brand identity for Luthra Energy, in both horizontal and vertical lockups, is meticulously constructed to mirror the identity of the parent brand. This design ensures consistency and builds equity for the Luthra Group, reinforcing the cohesive and unified brand image across all touchpoints.

Exclusion zone

The exclusion zone is the area around the logo that must remain clear of any imagery, text, or other elements. This space ensures the logo maintains its impact and that communication remains effective. The size of the exclusion zone is based on the X height of the wordmark, as illustrated on the right. This guideline applies to both standard and micro sizes of the logo.

Horizontal Lockup

Construction



Vertical Lockup

Construction



Exclusion zone



Exclusion zone



Luthra Water

Construction

The subsidiary brand identity for Luthra Water, in both horizontal and vertical lockups, is meticulously constructed to mirror the identity of the parent brand. This design ensures consistency and builds equity for the Luthra Group, reinforcing the cohesive and unified brand image across all touchpoints.

Exclusion zone

The exclusion zone is the area around the logo that must remain clear of any imagery, text, or other elements. This space ensures the logo maintains its impact and that communication remains effective. The size of the exclusion zone is based on the X height of the wordmark, as illustrated on the right. This guideline applies to both standard and micro sizes of the logo.

Horizontal Lockup

Construction



Vertical Lockup

Construction



Exclusion zone



Exclusion zone



Luthra Realty

Construction

The subsidiary brand identity for Luthra Realty, in both horizontal and vertical lockups, is meticulously constructed to mirror the identity of the parent brand. This design ensures consistency and builds equity for the Luthra Group, reinforcing the cohesive and unified brand image across all touchpoints.

Exclusion zone

The exclusion zone is the area around the logo that must remain clear of any imagery, text, or other elements. This space ensures the logo maintains its impact and that communication remains effective. The size of the exclusion zone is based on the X height of the wordmark, as illustrated on the right. This guideline applies to both standard and micro sizes of the logo.

Horizontal Lockup

Construction



Vertical Lockup

Construction



Exclusion zone



Exclusion zone



Luthra Foundation

Construction

The subsidiary brand identity for Luthra Foundation, in both horizontal and vertical lockups, is meticulously constructed to mirror the identity of the parent brand. This design ensures consistency and builds equity for the Luthra Group, reinforcing the cohesive and unified brand image across all touchpoints.

Exclusion zone

The exclusion zone is the area around the logo that must remain clear of any imagery, text, or other elements. This space ensures the logo maintains its impact and that communication remains effective. The size of the exclusion zone is based on the X height of the wordmark, as illustrated on the right. This guideline applies to both standard and micro sizes of the logo.

Horizontal Lockup

Construction



Vertical Lockup

Construction



Exclusion zone



Exclusion zone



Luthra InnoQ

Construction

The subsidiary brand identity for Luthra InnoQ, in both horizontal and vertical lockups, is meticulously constructed to mirror the identity of the parent brand. This design ensures consistency and builds equity for the Luthra Group, reinforcing the cohesive and unified brand image across all touchpoints.

Exclusion zone

The exclusion zone is the area around the logo that must remain clear of any imagery, text, or other elements. This space ensures the logo maintains its impact and that communication remains effective. The size of the exclusion zone is based on the X height of the wordmark, as illustrated on the right. This guideline applies to both standard and micro sizes of the logo.

Horizontal Lockup

Construction



Exclusion zone



Vertical Lockup

Construction



Exclusion zone



Parent Company Mark

Colour Reproduction

Primary Colour is our preferred choice for most applications.

When accurate colour reproduction is not feasible, use the greyscale version of the Parent Company Mark. The single colour version is reserved for situations where neither the primary colour nor the greyscale version can be effectively reproduced against a background or medium.

Please refer to the brand kit provided for the colour reproduction guidelines of all logo lockups.

Primary Colour



Greyscale



Single Colour (Black)



Single Colour (White)



Incorrect Usage

To maintain brand recognition, communication and consistency, it is imperative that our Parent Company Mark remains unchanged. Incorrect usage dilutes our brand impact and misrepresents our identity.

Pay close attention to these guidelines to ensure the logo is always presented accurately and effectively.

✘ Do not use the old identity



✘ Do not scale the tagline



✘ Do not scale the pegasus mark



✘ Do not recolour



✘ Do not stretch or contract



✘ Do not tilt



Incorrect Usage

To maintain brand recognition, communication and consistency, it is imperative that our Parent Company Mark remains unchanged. Incorrect usage dilutes our brand impact and misrepresents our identity.

Pay close attention to these guidelines to ensure the logo is always presented accurately and effectively.

✘ Do not use outline for identity mark



✘ Do not alter the wordmark



✘ Do not use background colours which will clash with the brand colours



✘ Do not add elements to the identity



✘ Do not add effects to the identity



✘ Do not transform/reorient the pegasus



Incorrect Usage

To maintain brand recognition, communication and consistency, it is imperative that our Subsidiary identity marks remain unchanged. Incorrect usage dilutes our brand impact and misrepresents our identity.

The misuse of one subsidiary mark is illustrated as an example. This guideline applies to all other subbrand marks.

✘ Do not use the old identity



✘ Do not scale the wordmark



✘ Do not adapt the parent mark to sub brand mark



✘ Do not recolour



✘ Do not stretch or contract



✘ Do not add effects



03

Colour



Primary Colours – Luthra Red

Passion

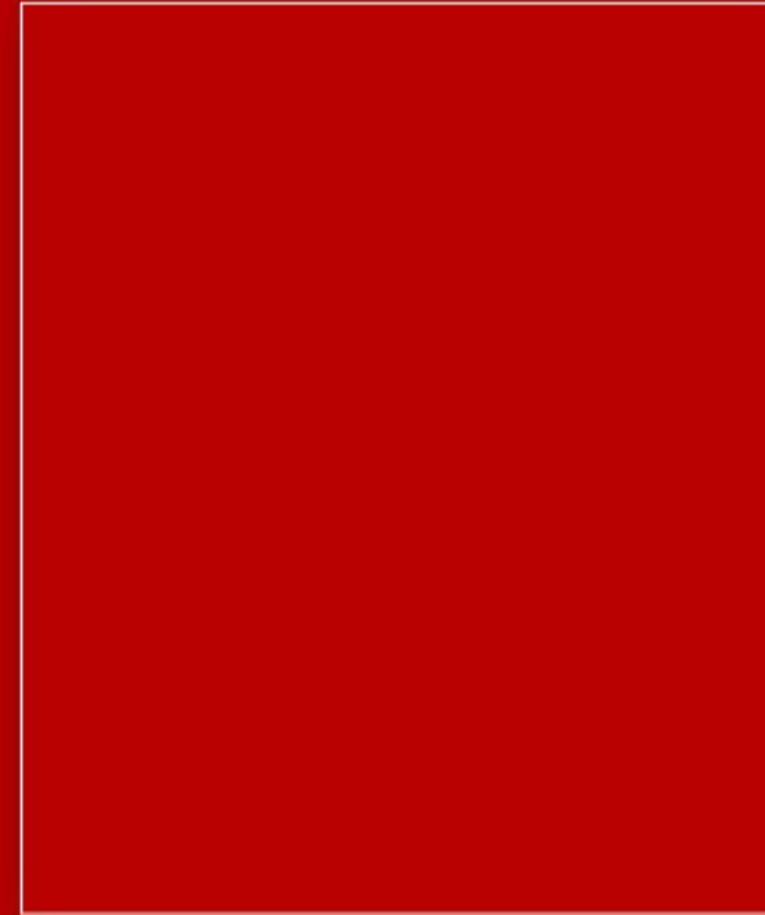
Luthra Red embodies passion, which aligns with our dynamic and energetic brand spirit.

Pioneering Spirit

Luthra Red also represents our commitment to innovation and leadership.

Leadership and Ambition

It signifies strong leadership qualities and ambitious goals, reflecting our brand's drive and vision.



Pantone 3517C

Hex #BA0020

RGB 186-0-32

CMYK 10-100-90-20

Primary Colours – Luthra Blue

Reliability

Luthra Blue conveys a sense of dependability and trustworthiness.

Professionalism

Luthra Blue represents our commitment to professional standards and responsibility.

Trust

Luthra Blue reinforces our brand's image as a reliable and trustworthy partner.



Pantone 2955C

Hex #003a69

RGB 0-58-105

CMYK 100-45-0-60

Secondary Colours

In addition to the primary colour palette, the Luthra Group includes secondary colours. These secondary colours are selected to complement and extend the primary palette.

| | |
|------------------|------------------|
| Hex Code #9c0620 | Hex Code #00263f |
| Hex Code #c8334d | Hex Code #336187 |
| Hex Code #d66679 | Hex Code #6689a5 |
| Hex Code #e399a6 | Hex Code #99b0c3 |

Subsidiary Brand Colours

The subsidiary brand colours are chosen so that the parent brand colour forms the foundation across the subsidiary brands, with a tertiary colour for each brand reflecting their individual character and catering to their market. These subsidiary colours are illustrated individually in the upcoming sections.

Luthra Energy



Luthra Water



Luthra Realty



Luthra InnoQ



Luthra Foundation



Pegasus Club



Subsidiary Brand Colours

Luthra Energy



60%

Luthra Red

Pantone 3517C
Hex #BA0020
RGB 186 - 0 - 32
CMYK 10-100-90-20

30%

Luthra Blue

Pantone 2955C
Hex #003A69
RGB 0 - 58 - 105
CMYK 100 - 45 - 0 - 60

10%

Luthra Orange

Pantone 2018C
Hex #FF7500
RGB 255 - 117 - 0
CMYK 0 - 60 - 100 - 0

Subsidiary Brand Colours

Luthra Water



60%

Luthra Blue

Pantone 2955C

Hex #003A69

RGB 0 - 58 - 105

CMYK 100 - 45 - 0 - 60

30%

Luthra Red

Pantone 3517C

Hex #BA0020

RGB 186 - 0 - 32

CMYK 10-100-90-20

10%

Luthra Aqua Blue

Pantone 2995C

Hex #00A9E0

RGB 0 - 169 - 224

CMYK 80- 0 - 10 - 0

Subsidiary Brand Colours

Luthra Realty



60%

Luthra Red

Pantone 3517C
Hex #BA0020
RGB 186 - 0 - 32
CMYK 10-100-90-20

30%

Luthra Blue

Pantone 2955C
Hex #003A69
RGB 0 - 58 - 105
CMYK 100 - 45 - 0 - 60

10%

Luthra Brown

Pantone 4268C
Hex #B4A08E
RGB 180 - 160 - 142
CMYK 25 - 30 - 30 - 20

Subsidiary Brand Colours

Luthra InnoQ



60%

Luthra Red

Pantone 3517C
Hex #BA0020
RGB 186 - 0 - 32
CMYK 10-100-90-20

30%

Luthra Blue

Pantone 2955C
Hex #003A69
RGB 0 - 58 - 105
CMYK 100 - 45 - 0 - 60

10%

Luthra Teal

Pantone 2399C
Hex #00ACA0
RGB 0 - 172 - 160
CMYK 90 - 0 - 50 - 0

Subsidiary Brand Colours

Luthra Foundation



60%

Luthra Red

Pantone 3517C

Hex #BA0020

RGB 186 - 0 - 32

CMYK 10-100-90-20



40%

Luthra Blue

Pantone 2955C

Hex #003A69

RGB 0 - 58 - 105

CMYK 100 - 45 - 0 - 60

Subsidiary Brand Colours

Pegasus Club



60%

Luthra Red

Pantone 3517C
Hex #BA0020
RGB 186 - 0 - 32
CMYK 10-100-90-20

30%

Luthra Blue

Pantone 2955C
Hex #003A69
RGB 0 - 58 - 105
CMYK 100 - 45 - 0 - 60

10%

Luthra Gold

Pantone 125C
Hex #B58500
RGB 181- 133 - 0
CMYK 0 - 35 - 100 - 30

04

Typography



Primary Typeface

Blinker

Blinker is a modern sans-serif typeface distinguished by its clean lines and geometric shapes. Its contemporary design ensures excellent readability in both print and digital formats.

Aa

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ #(!@%*-)
abcdefghijklmnopqrstuvwxyz 0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ #(!@%*-)
abcdefghijklmnopqrstuvwxyz 0123456789

Extralight

ABCDEFGHIJKLMNOPQRSTUVWXYZ #(!@%*-)
abcdefghijklmnopqrstuvwxyz 0123456789

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ #(!@%*-)
abcdefghijklmnopqrstuvwxyz 0123456789

Secondary Typeface

Figtree

Figtree is a versatile, open-source typeface designed with readability and functionality in mind. It features a clean, sans-serif style with a range of weights and styles, making it suitable for both digital and print media.

Aa

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ #(!@%*-)
abcdefghijklmnopqrstuvwxyz 0123456789

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ #(!@%*-)
abcdefghijklmnopqrstuvwxyz 0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ #(!@%*-)
abcdefghijklmnopqrstuvwxyz 0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ #(!@%*-)
abcdefghijklmnopqrstuvwxyz 0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ #(!@%*-)
abcdefghijklmnopqrstuvwxyz 0123456789

Typographic Hierarchy

Luthra Group leverages the scale of 1.5 to create a harmonious font hierarchy.

Example on the right:

Start by selecting a base font for bodycopy between 16-24 pts to ensure legibility. Each subsequent size can be derived by multiplying the previous size by 1.5 adhering to the perfect fifth typescale, ensuring a harmonious and readable hierarchy.

Example with body copy size 24 pts

| | | | |
|-------------|----------|--------|------------------|
| Display | 81 X 1.5 | 121 Pt | Blinker Semibold |
| Heading | 54 X 1.5 | 81 Pt | Blinker Semibold |
| Sub-heading | 36 X 1.5 | 54 Pt | Figtree Bold |
| Sub-heading | | | Figtree Semibold |
| Sub-heading | | | Blinker Regular |
| Sub-heading | 24 X 1.5 | 36 Pt | Figtree Bold |
| Sub-heading | | | Figtree Semibold |
| Sub-heading | | | Blinker Regular |
| Bodycopy | 24 | 24 Pt | Figtree Semibold |
| Bodycopy | | | Figtree Medium |
| Bodycopy | | | Figtree Regular |
| Footnote | 24 / 1.5 | 16 Pt | Figtree Semibold |
| Footnote | | | Figtree Medium |
| Footnote | | | Figtree Regular |

05

Visual Devices



Visual Devices

Luthra Group's graphic devices embody the concept of driving change and transformation, aligning with our strategic vision. These devices include the Lines of Transformation, Lines of Change, and the Pegasus Mark. Utilize these graphic elements consistently across all touchpoints to effectively showcase and reinforce our brand identity.

Primary Devices

Line of Transformation



Line of Change



Pegasus Mark



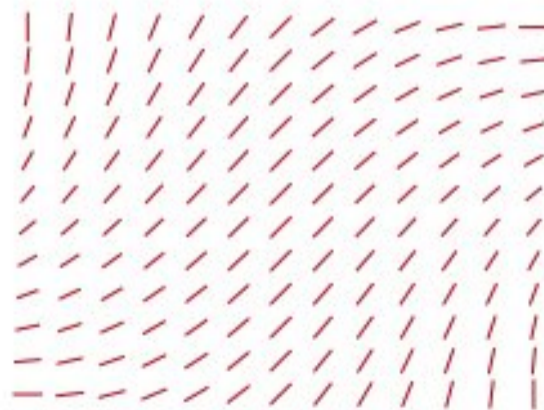
Secondary Devices

Solid Containers



Motion Device

Field of Change



Primary Visual Devices

Line of Transformation



The Line of Transformation is the primary visual element representing our shift toward a regenerative future, symbolizing movement and progress in alignment with our strategic vision. It seamlessly adapts, either forming a dynamic field of change or standing alone as a distinctive mark. This versatility allows it to integrate fluidly into the brand's visual language, effectively embodying transformation across all applications.

Line of Transformation

Colour

The Line of Transformation should be used exclusively in Luthra Red and Luthra Blue. For contrast against the background or for aesthetic purposes, it may also be used in white. This guideline is applicable across all sub-brands. Other colours, such as Luthra Teal, should not be used for the Line of Transformation.

✓ Primary Colour



✓ Primary Colour



✓ White Colour



✗ Sub Brand Colour



Line of Transformation

Scalability

The Line of Transformation can be scaled based on the application. However, ensure that it maintains a size where the essence of transformation is preserved and does not get lost when scaled to smaller sizes.

Extension

The Line of Transformation can be extended on either end caps and does not need to be equally expanded. The lines can also be extended from only one end cap if needed. This should be decided based on the application.

Scalability



Right endcap extended



Left endcap extended



Endcap extensions with distinct lengths



Line of Transformation

Angles

The Line of Transformation should only be used in a horizontal orientation and should not be tilted for any application.

Crop & Reflection

Do not reflect or crop the Line of Transformation in any application.

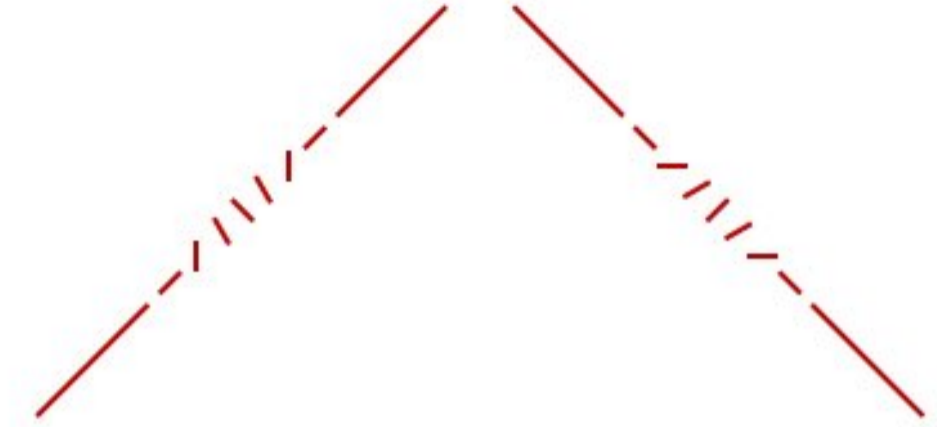
Pattern

Do not create patterns with the Line of Transformation by placing it horizontally next to itself.

✘ Vertical use



✘ Tilt



✘ Reflection



✘ Crop



✘ Pattern



Line of Transformation

With image

Connection with Subject

Carefully adapt the Line of Transformation to connect with the subject in the image.

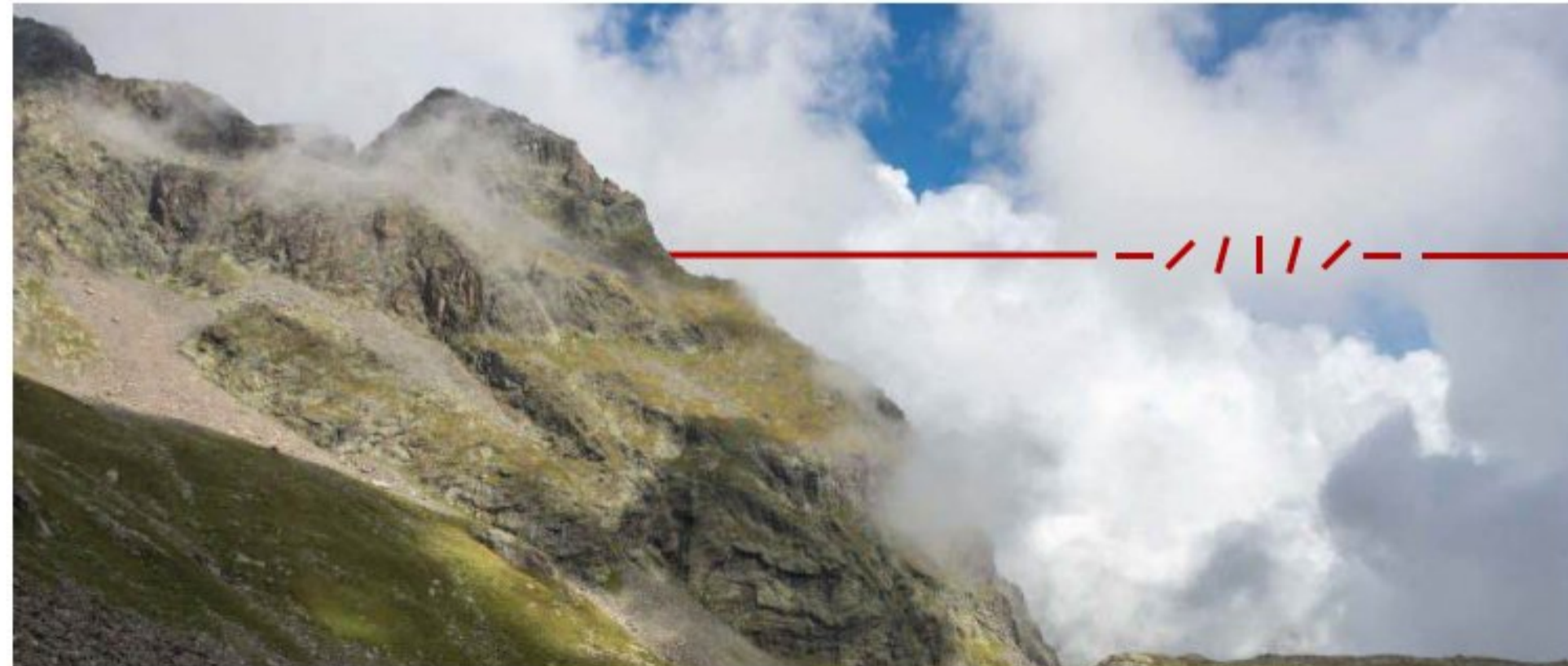
Contrast Considerations

Use white for the Line of Transformation when it is necessary to create contrast against the background.

Connecton with Subject



Contrast



Line of Transformation

With Isolated images

The Line of Transformation can be used as a background element for isolated images. When doing so, consider the subject and effectively place the Line of Transformation behind it to enhance visual impact and maintain clarity.



With Text

The Line of Transformation can be paired with text to enhance its visual impact. Place it before or after the text based on the design needs. Use the Line of Transformation to anchor the text effectively, ensuring it stands out and maintains clarity.

Renewing Hope 

Renewing Hope



 Renewing Hope

Line of Transformation

Transformation Mark

The Line of Transformation can be isolated without the extending lines to form the Transformation Mark. The Transformation Mark can stand alone as a visual device in various applications.

Applications

Similar to the Line of Transformation, the Transformation Mark can function with both image and text.

Luthra Red Transformtion Mark



Luthra Blue Transformtion Mark



On Image



With Text

— / / | / / —
Renewing Hope

Renewing Hope
— / / | / / —

Line of Transformation

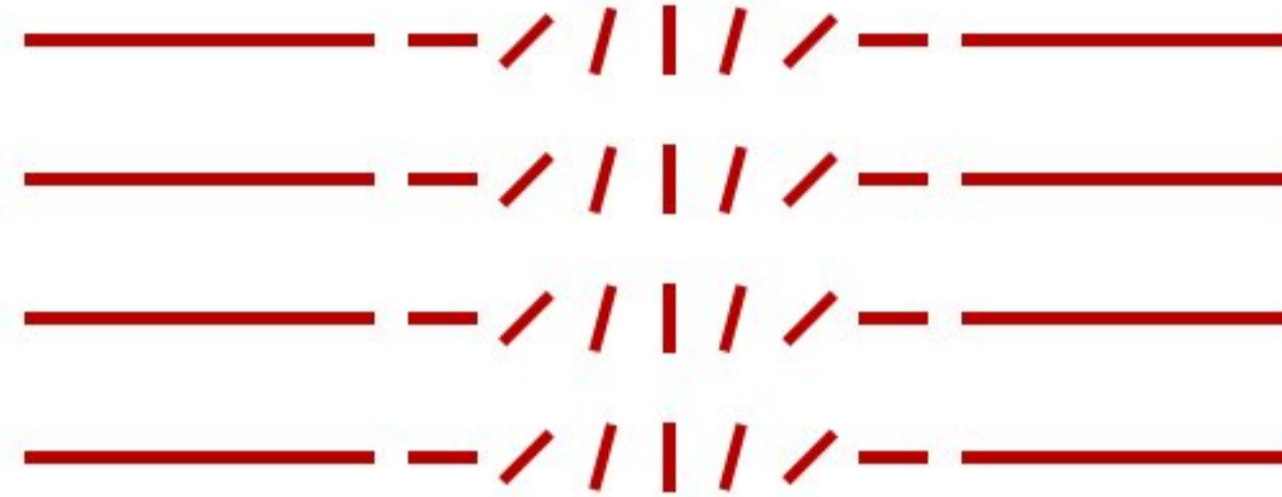
Field of Transformation

The Line of Transformation can be repeated vertically to create the Field of Transformation as illustrated on the right.

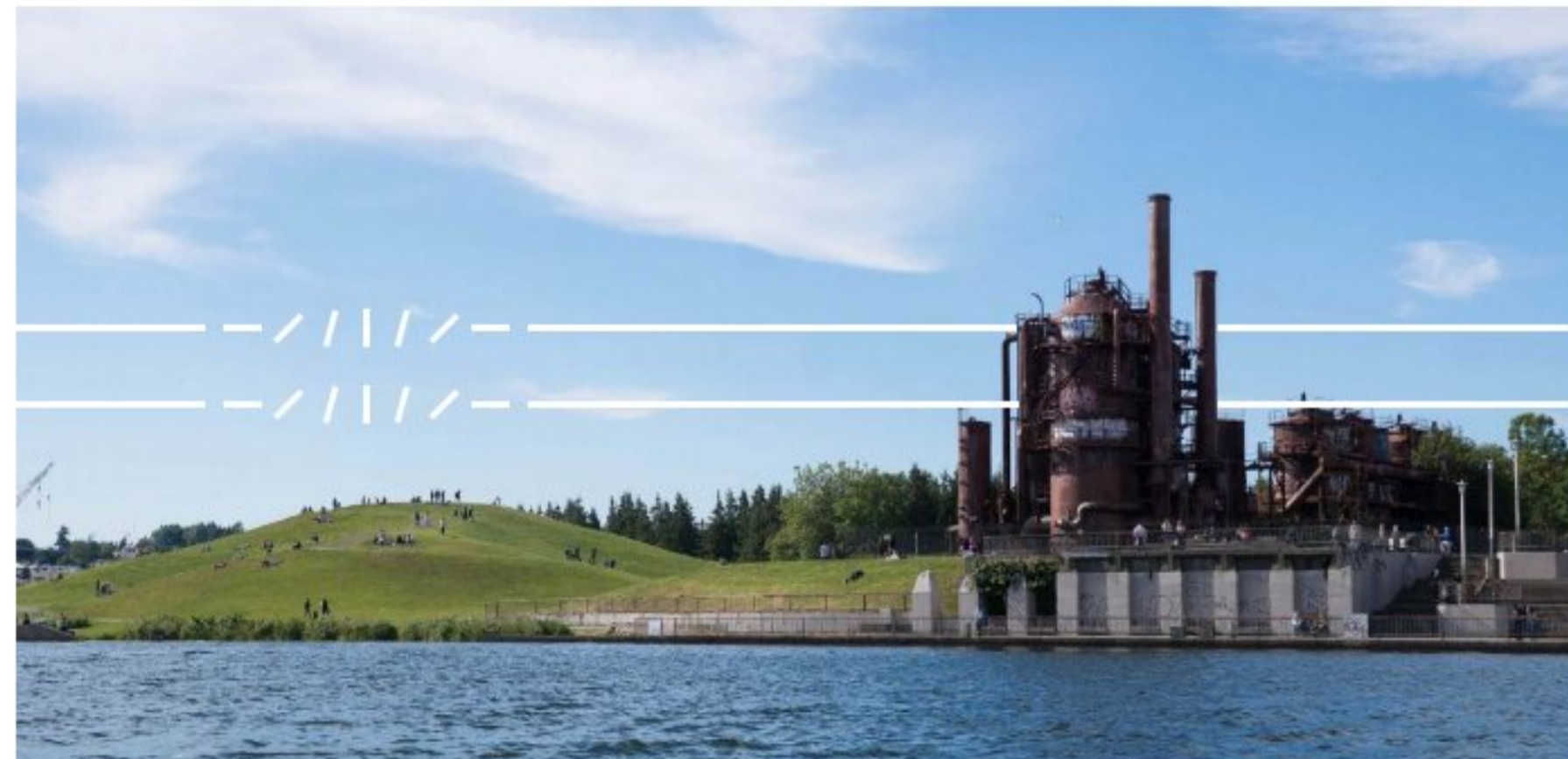
Applications

Similar to the Line of Transformation, the Field of Transformation can adapt for use with images and text, enhancing the brand's visual language.

Field of Transformation Mark



On Image



Line of Change



The Line of Change, as a visual language device, symbolizes our commitment to driving transformation toward a regenerative future. It represents the dynamic process of change, illustrating our proactive approach to fostering sustainability and innovation. This visual element captures our dedication to shaping a better tomorrow and seamlessly integrates into our brand's identity, reinforcing our strategic vision of continual progress and positive impact.

Line of Change

Colour

The Line of Change should be used exclusively in Luthra Red and Luthra Blue. For contrast against the background or for aesthetic purposes, it may also be used in white. This guideline is applicable across all sub-brands. Other colors, such as Luthra Orange or Luthra Teal, should not be used for the Line of Change

✓ Primary Colour



✓ Primary Colour



✓ White Colour



✗ Sub Brand Colour



Line of Change

Expansion

The Line of Change can be expanded with units increased in multiples of 3, ensuring the total units are 6, 9, or 12, and do not exceed 12.

✓ 6 units



✓ 9 units



✓ 12 units



Line of Change

Extension

The left end cap of the Line of Change can be extended.

Extension

When applying the graphic device, ensure there is no line extending from the right side of the Line of Change

Reflection

Do not reflect the Line of Change or use it in a mirrored form.

✓ Left endcap extended



✗ Right end addition



✗ Reflection



Line of Change

Angles

The Line of Transformation should only be used in a horizontal orientation and should not be tilted for any application.

Reflection

Do not reflect the Line of Change in any application.

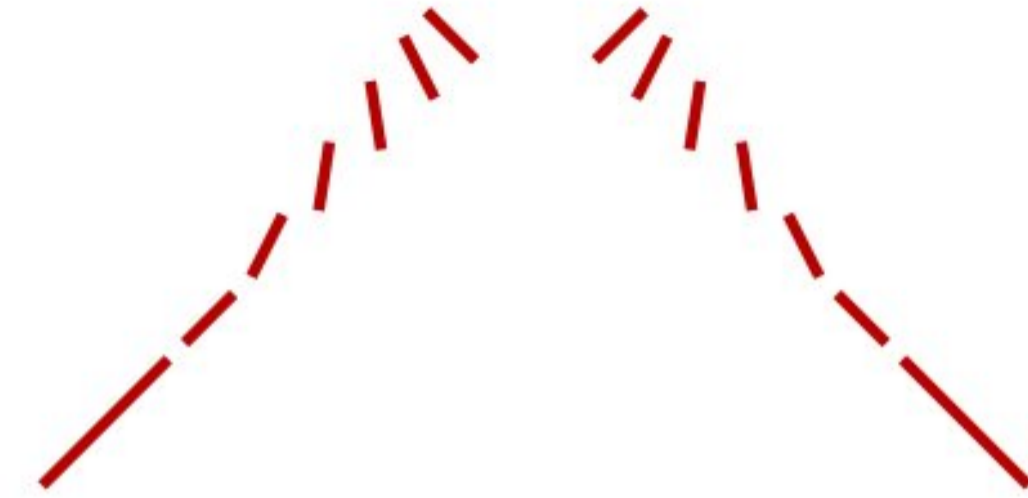
Pattern

Do not create patterns with the Line of Change by placing it horizontally or vertically next to itself.

✘ Vertical use



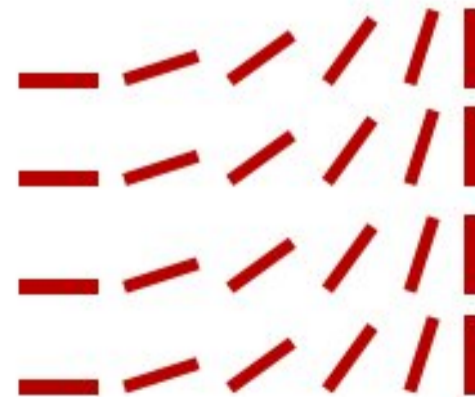
✘ Tilt



✘ Flip Vertical



✘ Vertical Pattern



✘ Vertical Pattern



Line of Change

With image

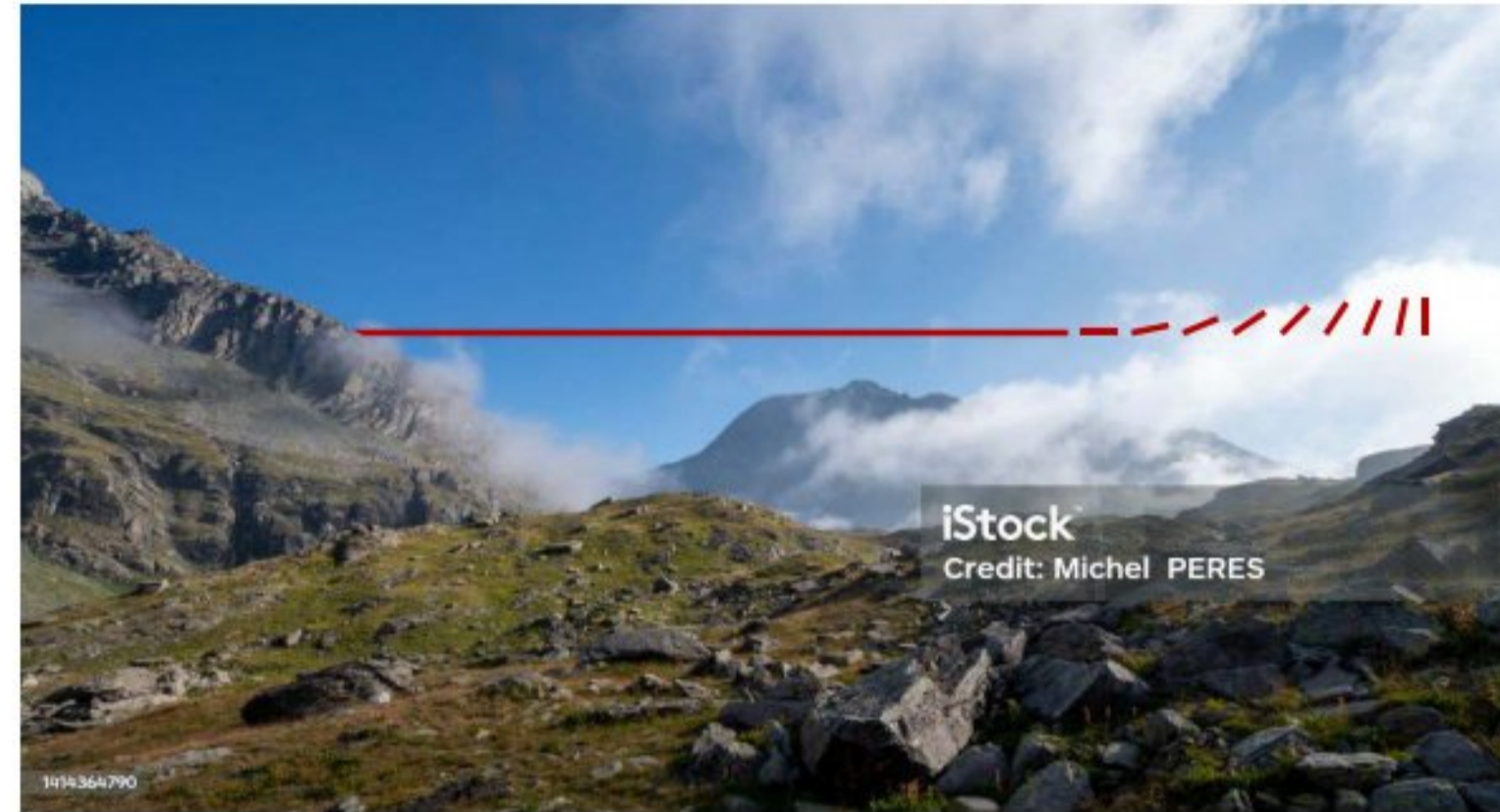
Connection with Subject

Carefully adapt the Line of Transformation to connect with the subject in the image.

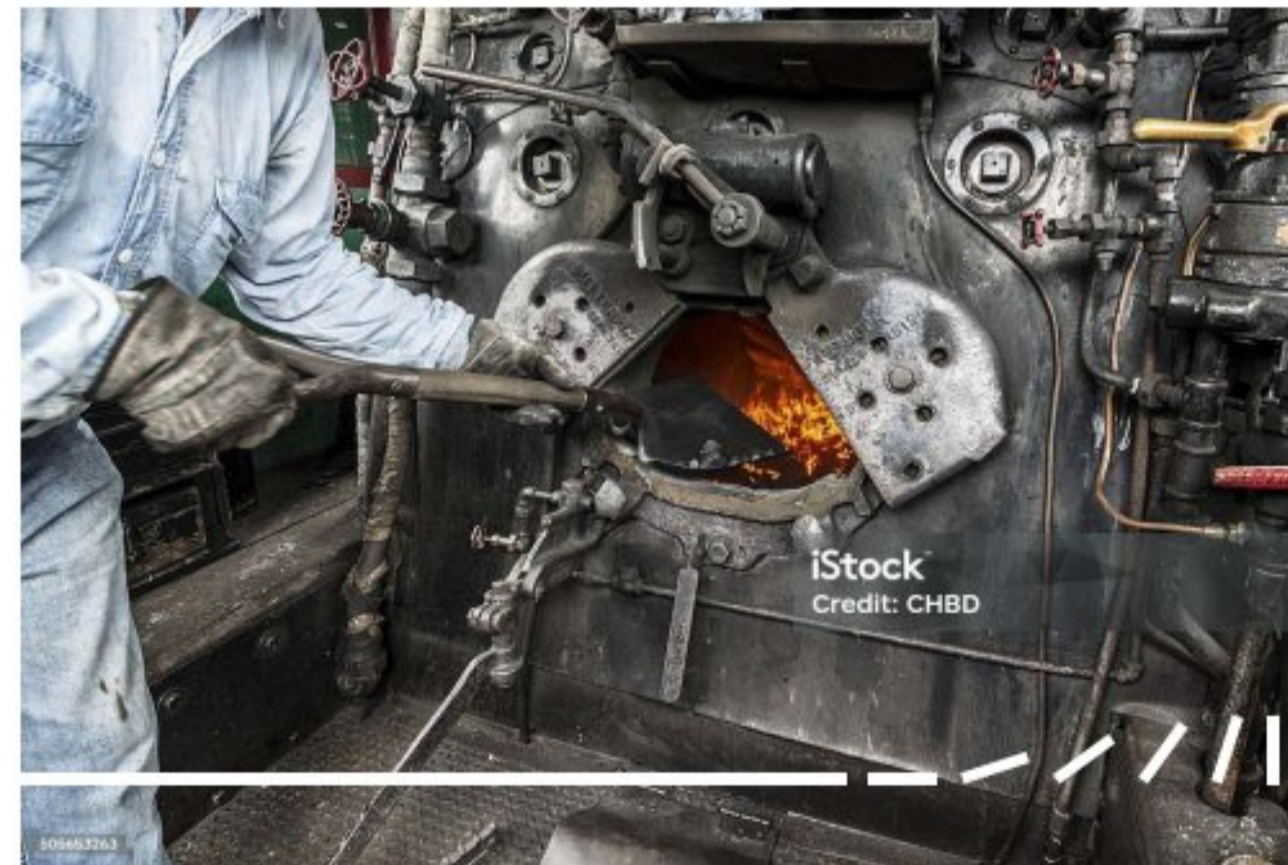
Contrast Considerations

Use white for the Line of Transformation when it is necessary to create contrast against the background.

Connecton with Subject



Contrast



Line of Transformation

With Isolated images

The Line of Change can be used as a background element for isolated images. When doing so, consider the subject and effectively place the Line of Change behind it to enhance visual impact and maintain clarity.



With Text

The Line of Change can be paired with text to enhance its visual impact. Place it before or after or under the text based on the design needs. Use the Line of Change to anchor the text effectively, ensuring it stands out and maintains clarity.

Renewing Hope _____

Renewing Hope

_____ **Renewing Hope**

Pegasus Mark

The Pegasus mark, which is part of the Luthra Group logo, can also be used as a visual language device. Pegasus symbolizes hope and a forward-looking drive towards the future.

This Pegasus mark can be utilized to represent our brand and illustrate our mission of shaping tomorrow, reinforcing our strategic vision of ongoing progress and positive impact.



Pegasus Mark

When using the Pegasus mark as a graphic device, you can utilize it in the following ways

Watermark

Use the transparency feature effectively. Ensure the transparency is always above 30% to maintain visibility and subtlety.

Outline

The pegasus mark stroke should be above 0.25 points and less than 1 point.



✘ The Watermark transparency less than 30%



✔ The Watermark transparency more than 30%



✘ The pegasus mark stroke more than 2 points

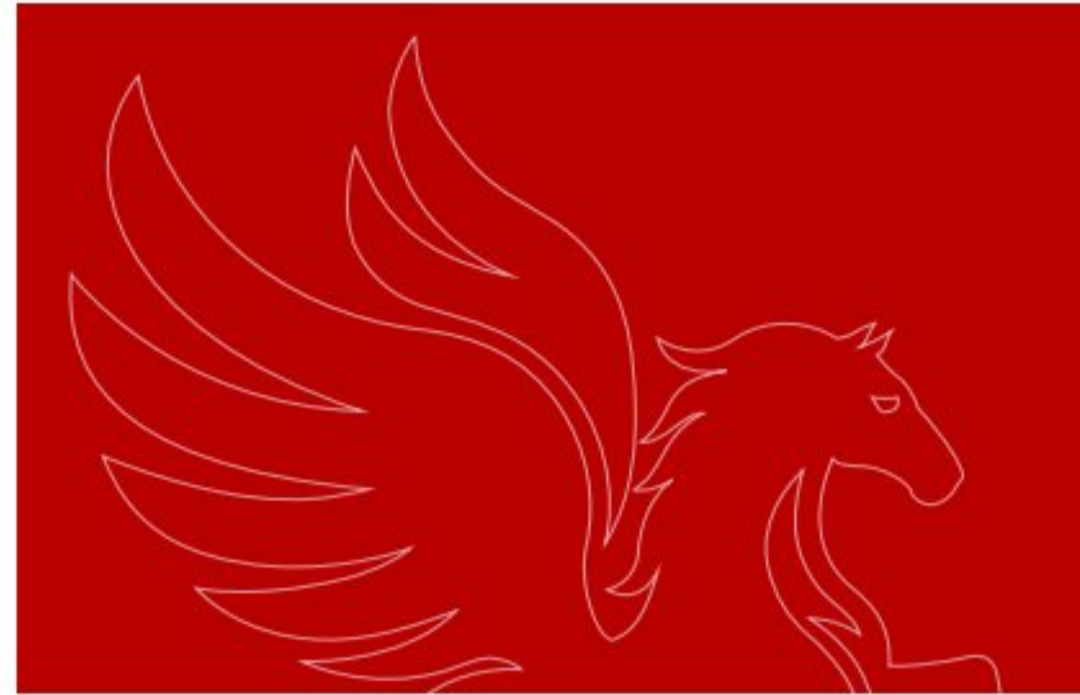


✔ The pegasus mark stroke should be above 0.25 points and less than 1 point

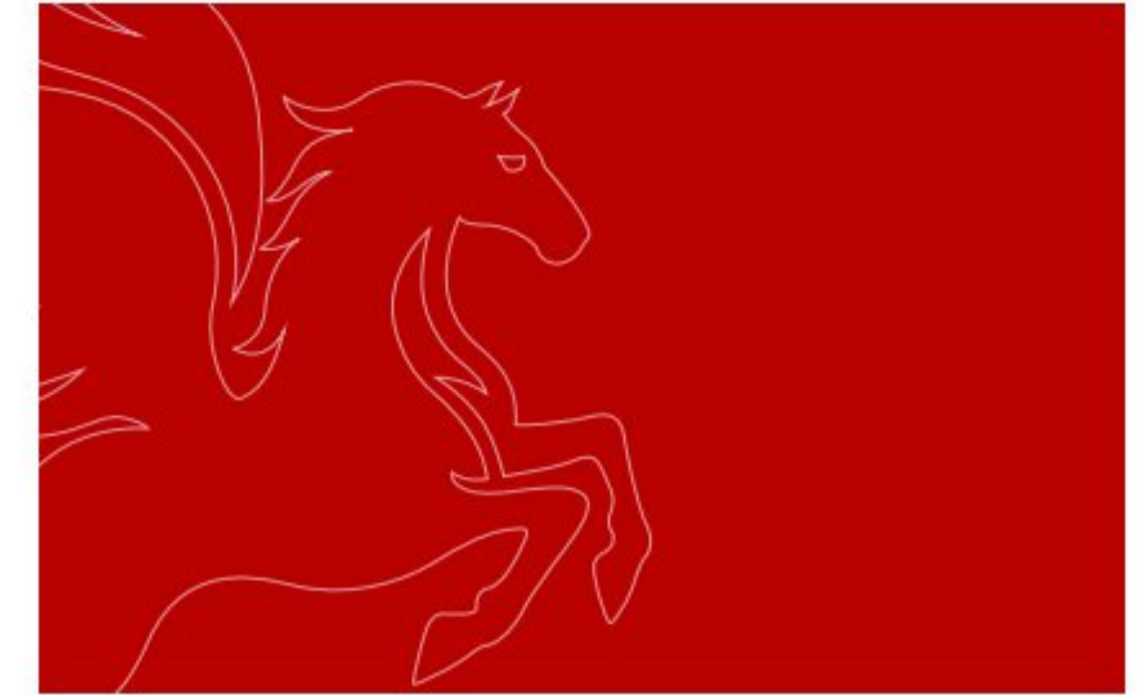
Pegasus Mark

Framing of Pegasus

The framing of the Pegasus should always show the head either with a full wing or with both legs. Any other framing is not permitted.



✓ Pegasus with full wing



✓ Pegasus with full legs



✗ Pegasus without full wing or full legs



✗ Pegasus without full wing or full legs

Secondary Visual Device

Secondary Visual Devices

Solid Containers

Solid containers in Luthra Red and Luthra Blue serve as secondary devices supporting the brand language across all touchpoints. They should be incorporated to enhance the brand by serving as containers for text and images, and by synchronizing with the primary visual devices.

Luthra Red container



Luthra Blue container



Cards with images and text



Cards with text



Motion Device

Motion

On digital applications, creatively use animation to showcase motion in the primary visual devices and enhance the brand language.

Line of Change - Raising animation

Key Frame 1



Key Frame 2



Line of Transformation - Colour and Rotation

Key Frame 1



Key Frame 2

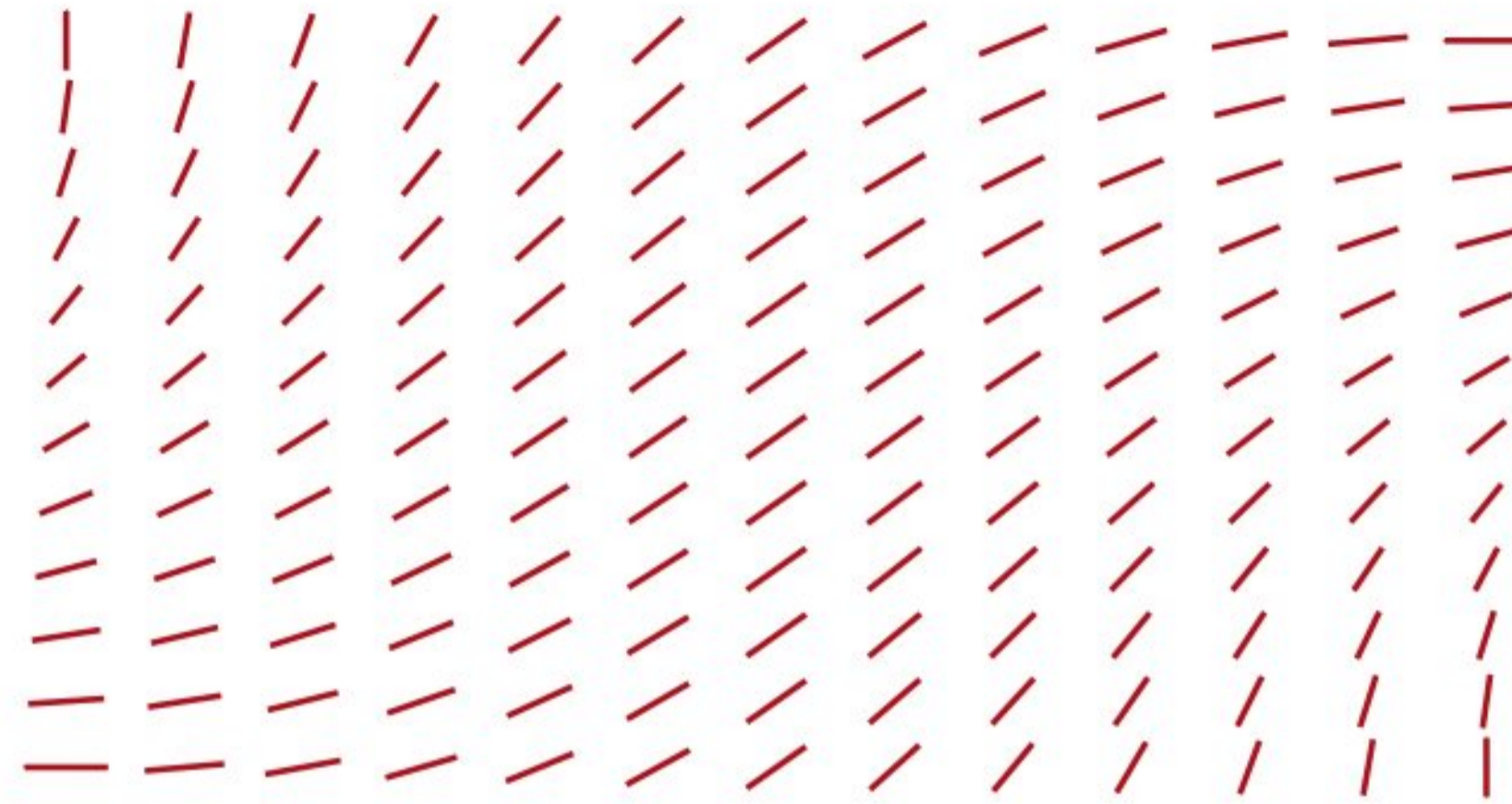


Key Frame 3

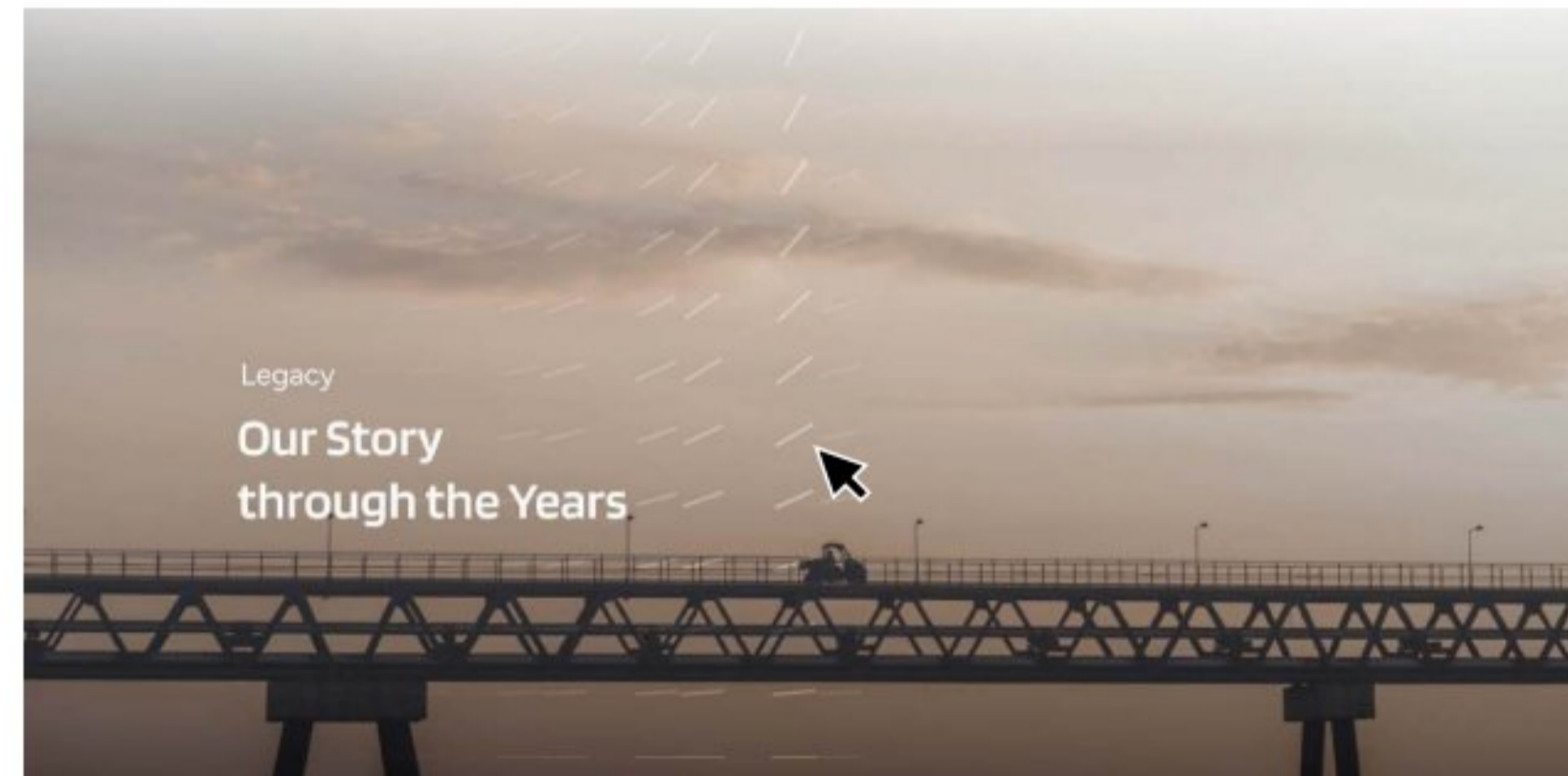
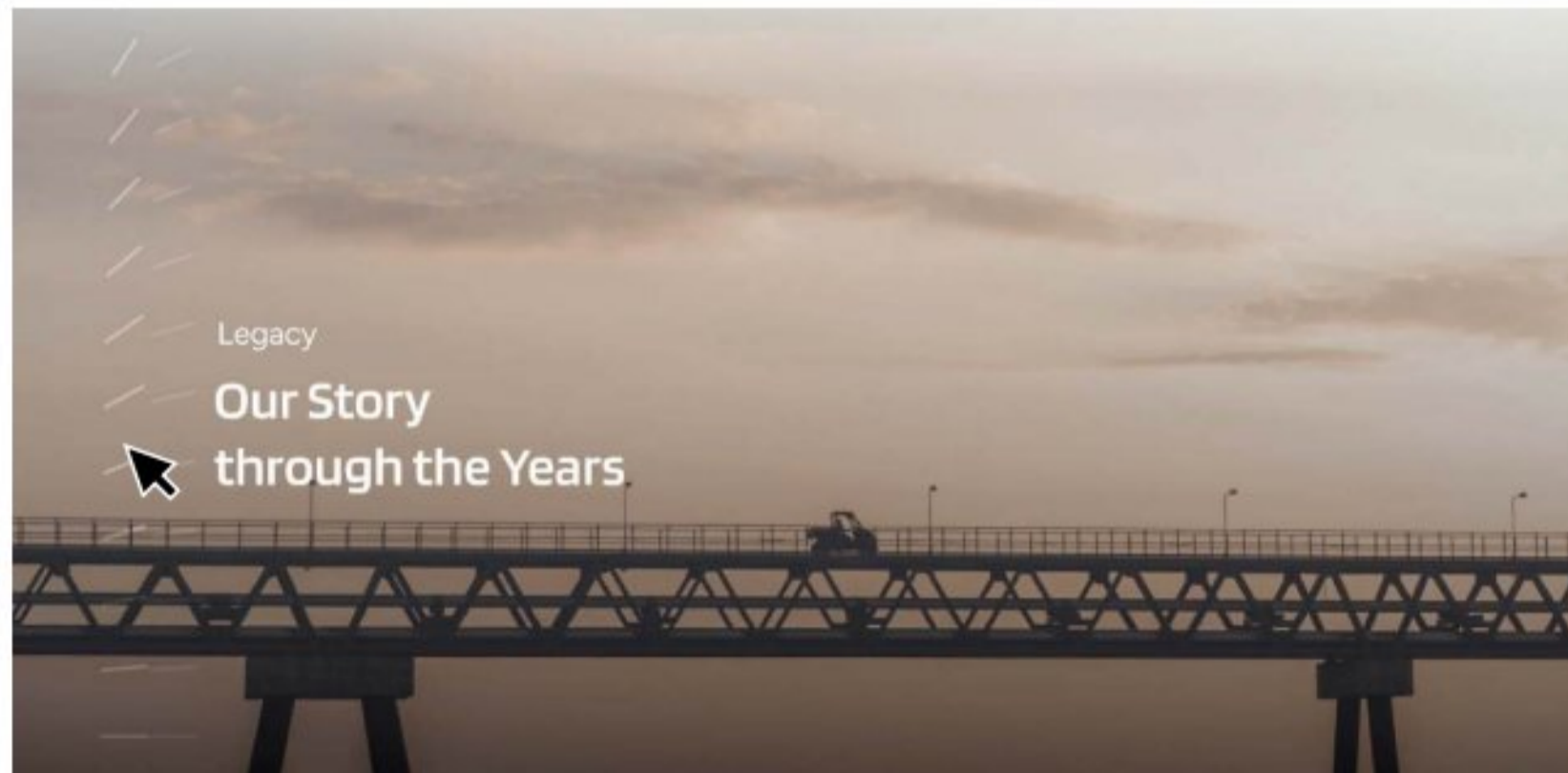


Field of Change

The Field of Change, shown on the right, is a motion device that can be used in digital touchpoints to showcase transformations, such as hover animations and transitions. This aids in emphasizing the theme of transformation and driving change. The Field of Change is a uniform field of lines that can transform into multiple forms, orienting itself to visually represent change.



Hover animation with Field of Change



06

Imagery



Introduction

Through carefully curated photographs, we illustrate our commitment to a balanced future where economy and ecology coexist harmoniously. Our imagery is designed to inspire hope and convey our vision, expertise, and technological prowess. Each image is a testament to our unwavering pursuit of a sustainable and prosperous future for all.

Imagery

Nature

Nature stands at the core of everything we do and is integral to our vision for a regenerative future. Our imagery should be abundant with natural elements such as skies, mountains, and meadows, reflecting the essence of our commitment to the environment.

We emphasize larger, expansive views like wide-angle shots of mountains to showcase the scale of our impact, while close-up shots of insects and flowers are to be limited.

Bright, sunny images are preferred over dark or nighttime scenes. Photographs with bright sunlight, symbolizing a ray of hope, should be included to evoke an optimistic and hopeful atmosphere in our nature imagery.



Imagery

People

Our aim for a regenerative future ultimately helps people enjoy a balanced life between ecology and economy. Our imagery should showcase how people benefit from our activities, such as enjoying a green building or engaging in sustainable practices.

Photographs should capture individuals with a sense of positivity and contentment, reflecting the positive impact of our efforts. Action plays a vital role; people should be depicted in dynamic and authentic scenarios, ensuring that the imagery feels natural and not evidently staged.

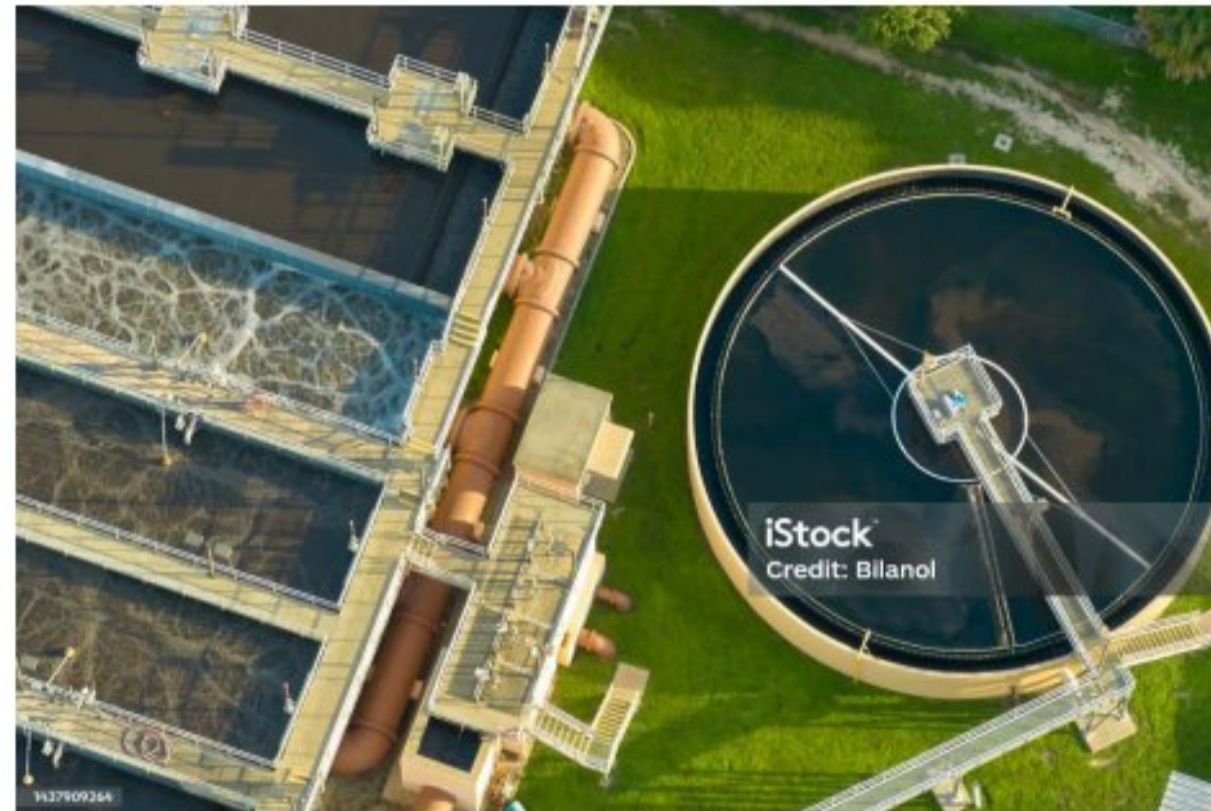


Imagery

Technology & Industries

Our manufacturing units, factories, and facilities are instrumental in achieving our vision. We positively impact a vast number of industries through our sustainable interventions. Our photography should celebrate the scale of our facilities and the breadth of the sectors we serve.

When showcasing our facilities, include people as supporting subjects to add a human element to our imagery. This combination highlights the significance of our technology and infrastructure while emphasizing the human aspect of our work.



Imagery

Our Team

Our people are the driving force propelling Luthra towards a regenerative future. Our imagery should highlight everyone, from management to site workers, emphasizing the collective effort behind our success.

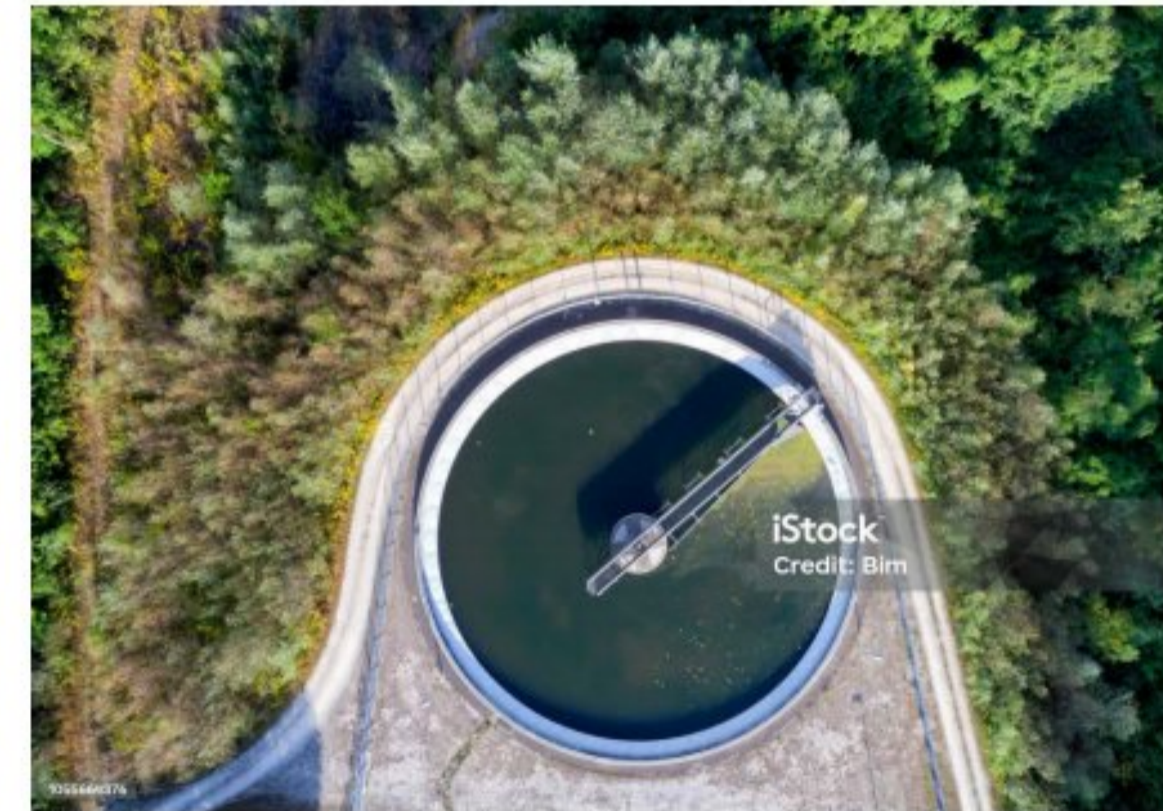
Photographs should capture Luthra staff in their work environments, showcasing their proactive nature and dedication. In individual shots, people should evoke a sense of contentment and expertise, reflecting their integral role in our journey.



Imagery

Sustainability

Sustainability is at the heart of everything we do and is a crucial element in our imagery. Our photographs should discreetly emphasize our commitment to sustainable practices, showcasing the essence of our regenerative vision.



Imagery
Style

Theme

Use action, hope, and boldness as the central themes for the imagery. Capture dynamic scenes that evoke a sense of optimism and strength.



Imagery

Style

Colour

Ensure that images retain their natural color balance and vibrant quality. While minor color adjustments are encouraged to enhance the image, avoid excessive saturation or extreme edits. Aim for a natural look that feels both vibrant and authentic. Do not colourize the imagery.



Light

Opt for bright, uplifting images that convey a sense of hope. Use light strategically to enhance the positive mood, and capture images between morning and evening to make the most of natural daylight.



Style

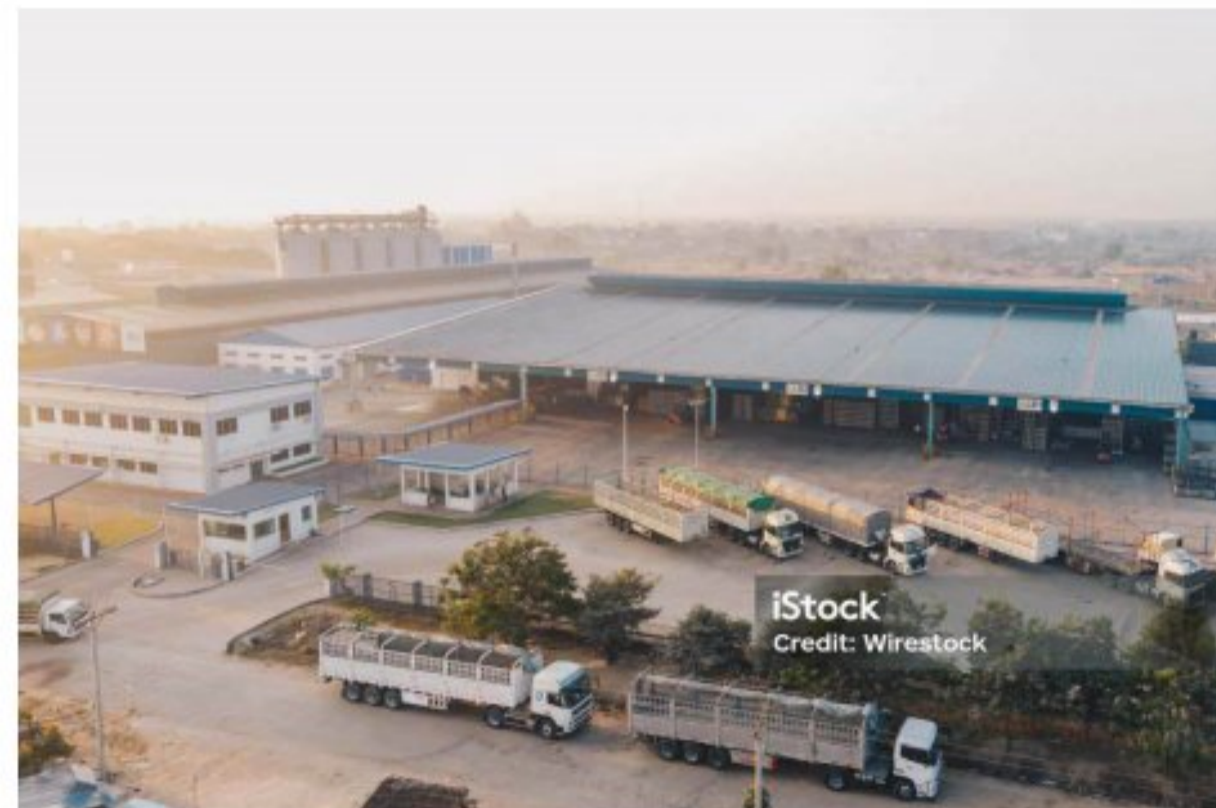
Composition

Choose images with ample negative space around the subject to create a sense of openness and focus. Aim for bold and striking visuals that capture attention and deliver a strong visual impact.



Angle

Incorporate a mix of wide and close-range angles to add variety and depth to your imagery. Use 3/4th postures to convey a sense of grandness. Keep the camera aligned horizontally for a stable and engaging composition. Do not try to capture shots in horizontal tilts such as dutch angles.



Imagery

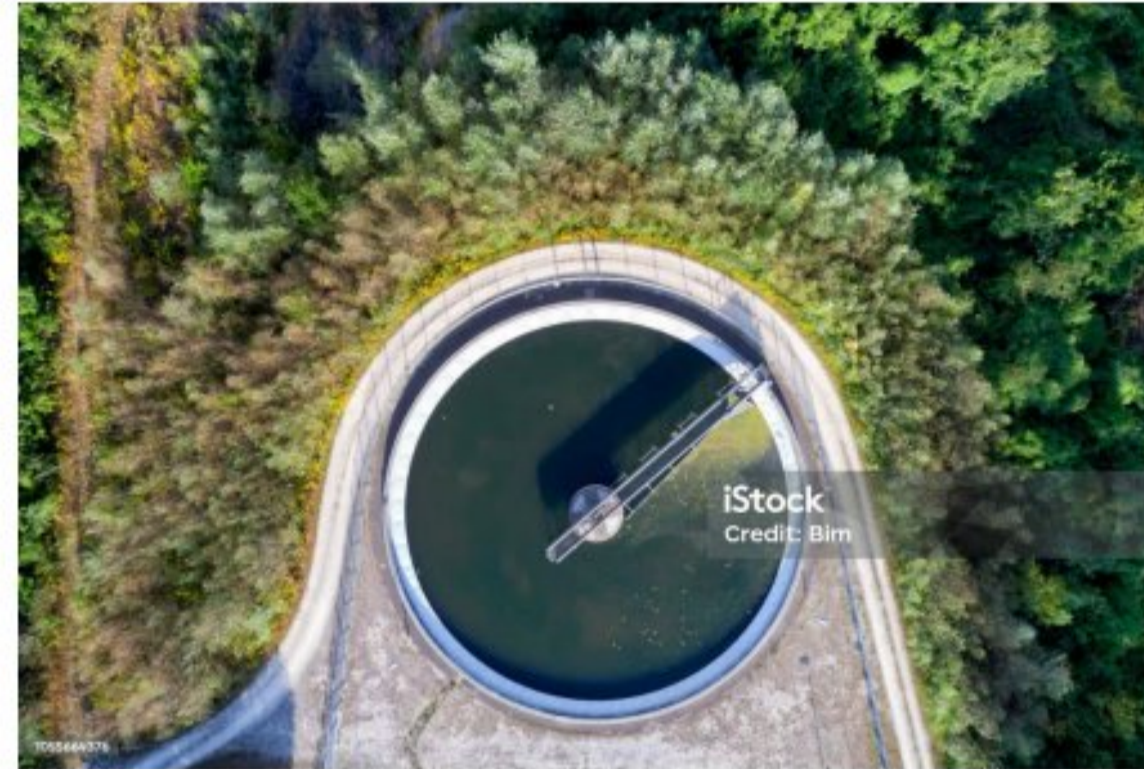
Style

Image Treatment

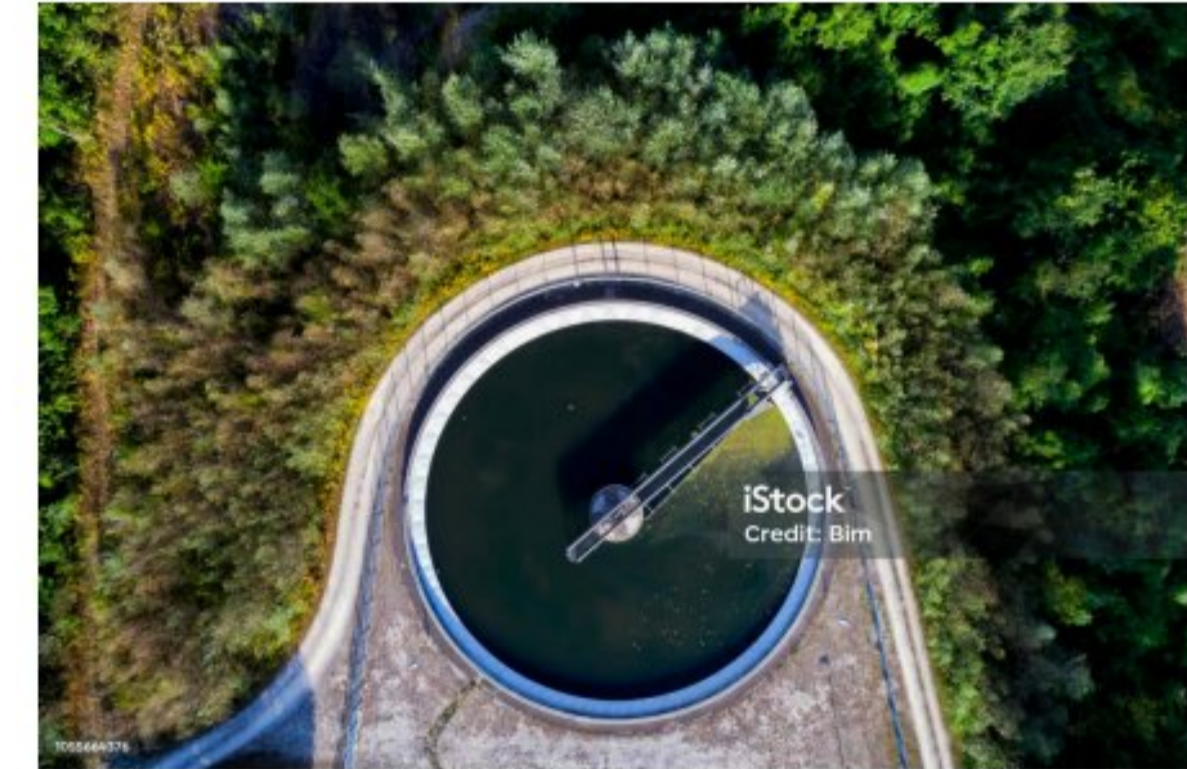
With images, limit edits to basic adjustments and corrections, ensuring they retain their natural form. Avoid over-editing or adding effects that make them look artificial.

Subjects can be isolated from their backgrounds and used effectively, paired with visual language devices to amplify the brand's visual identity.

Raw Image



Treated Image



Isolated subject





Renewing Hope