The Logo

The Lunit logo is designed for maximum flexibility and strength. It maintains clarity and legibility across both light and dark backgrounds, ensuring consistency in every environment.

Primary:
Use the all black or all white primary logos in situations where the full gradient system is not in use—such as in constrained or minimal layouts.
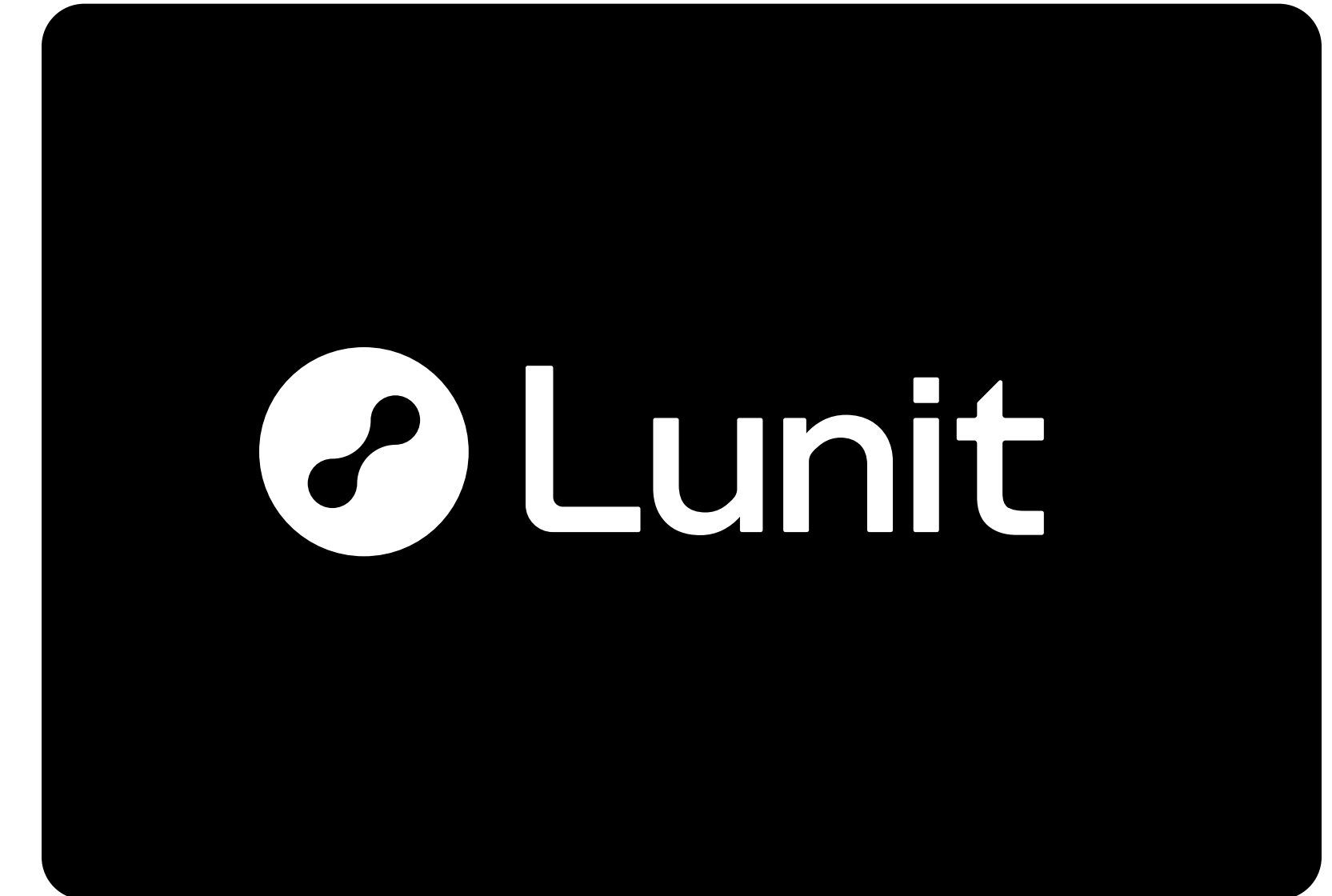
Teal Secondary:
Use the logos with a teal symbol as an alternative to the primary logos. This allows a subtle brand color recognition while maintaining harmony with the broader visual system.

Use the teal version sparingly and only when the gradient cannot be expressed elsewhere in the composition.

BLACK PRIMARY

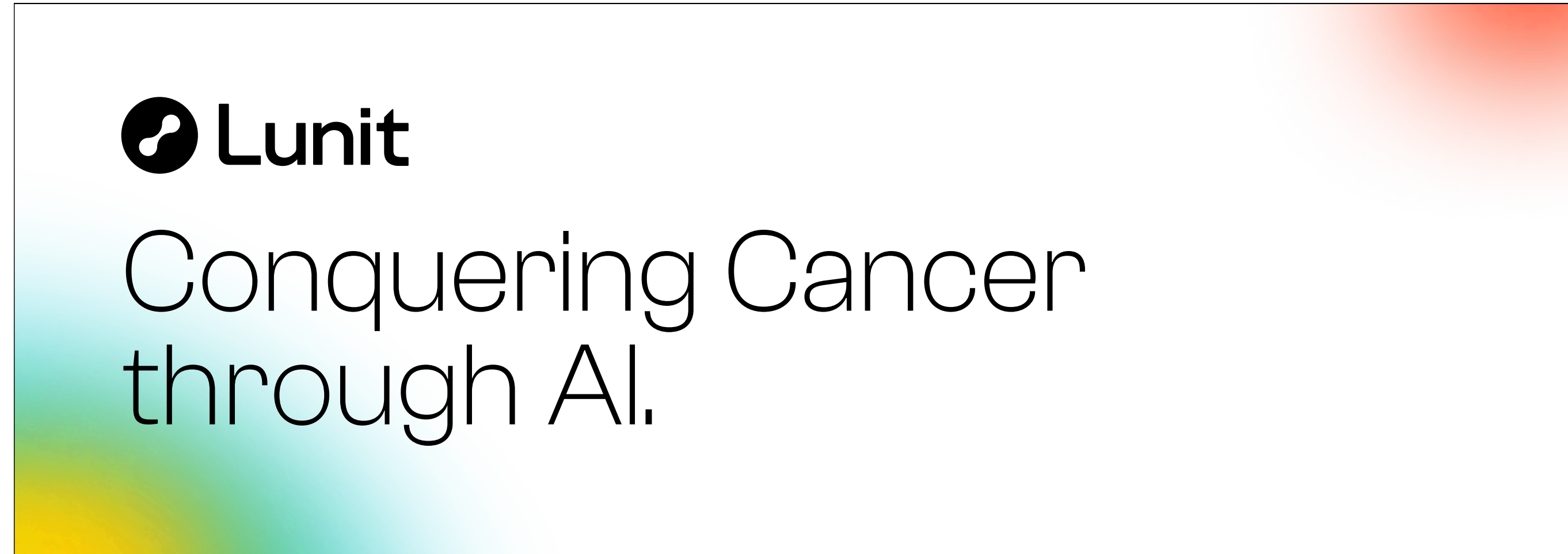**WHITE PRIMARY**

TEAL SECONDARY

TEAL SECONDARY INVERSE
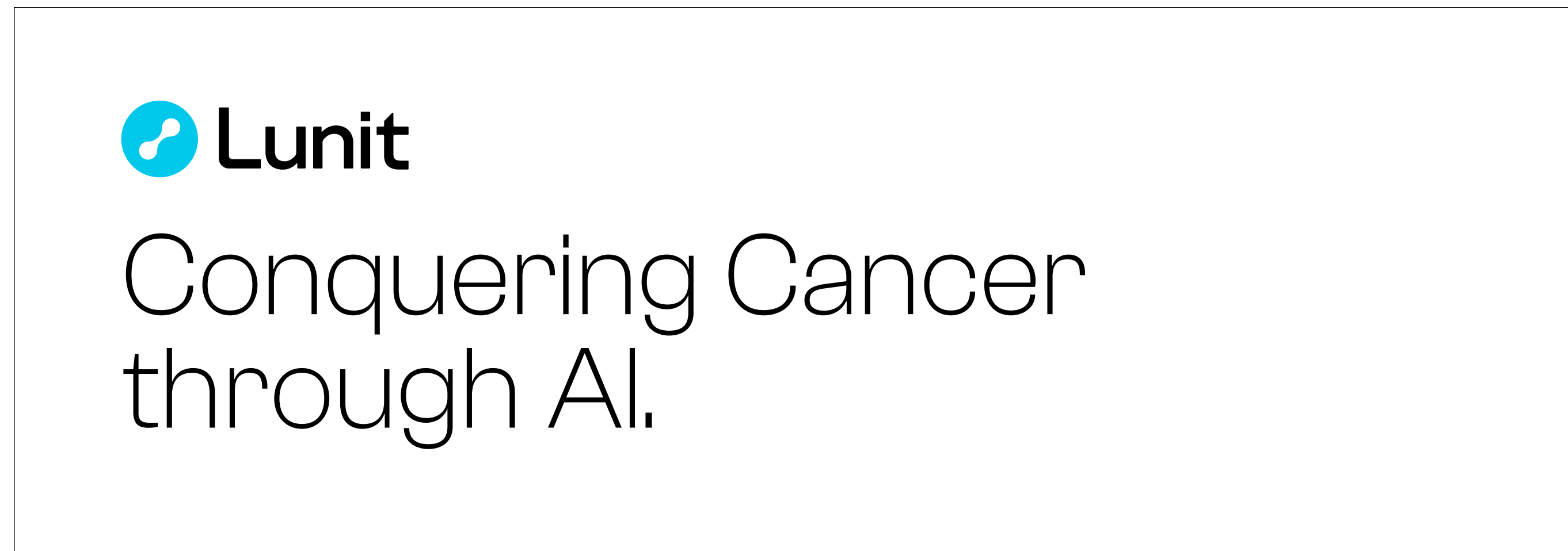
When to Use the Teal Lunit Logo

When paired with the gradient, always use the black or white primary logo for clarity and balance.

When the gradient is not present, the secondary teal logos can be used to represent the brand.

BLACK LOGO WITH GRADIENT USE

SECONDARY TEAL LOGO (NOT USED WITH GRADIENT)

The Logo

To maintain visual impact and legibility, always surround the logo with clear space.

This space is measured using the height of the "Lunit" symbol (denoted as X).

- Leave at least 0.5X of clear space on the top, bottom, and right sides.

- Leave X of clear space to the left of the logo.

Do not crowd the logo with text, graphics, or other elements. The more room it has to breathe, the more confident and effective it will appear.

X

.5X

.5X

.5X

.5X

X