Lumina Design Guidelines

Version 1.0

Lumina - Design Guidelines

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Introduction

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About LUMINA

LUMINA is an EU-funded research project led by Aalborg University, focused on advancing personalised treatment of lung cancer through artificial intelligence. The project brings together an international consortium of academic and clinical partners to develop AI-based “digital twins” of patients’ lungs.

By combining clinical data, imaging and biological signals, LUMINA aims to predict disease progression and treatment response for each individual patient. The ambition is to enable more precise, proactive and data-driven decision-making in cancer care.

Why this designguide

This design guideline has been developed to ensure a clear, consistent and recognisable visual identity for LUMINA across all platforms and communications.

As a complex, multidisciplinary research project, LUMINA operates across institutions, countries and domains. A strong and unified design framework supports:

- coherent communication of research and results
- a professional and trustworthy visual presence
- alignment across partners and stakeholders

What it means

The guidelines define how LUMINA is visually represented - from colours and typography to imagery and layout principles.

By applying these guidelines, all contributors help:

- strengthen the project’s identity
- increase visibility and recognition
- support clear and accessible communication of complex research

02 The Logo

02

The Logomark

The LUMINA logomark is inspired by the structure of the lungs, translating complex biological forms into a simple and recognisable visual shape.

Beyond its anatomical reference, the mark also represents the transformation of data into insight.

The structured pattern emerging from the form illustrates how patient data is processed and translated into a digital twin – a core concept of the LUMINA project. This duality reflects both the human and technological dimensions of the project, where biology and data are closely interconnected.

The logomark can be used independently as a recognisable symbol of LUMINA. It is particularly suited for applications where space is limited or where a more subtle visual presence is required, such as icons, favicons or graphic elements

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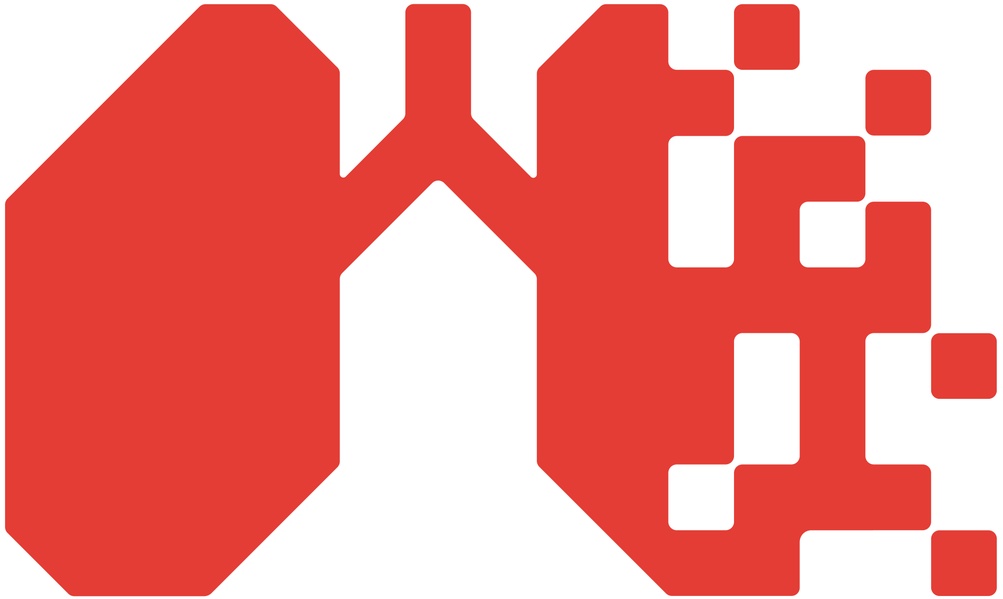
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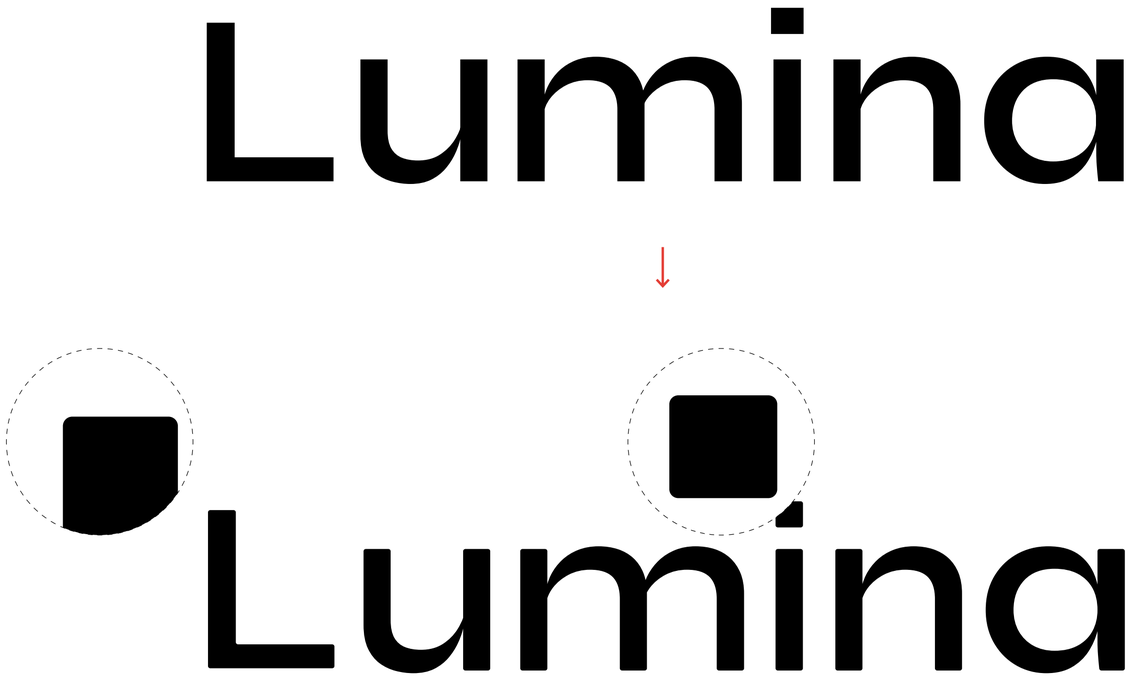


The wordmark

The wordmark is based on the typography Syne, chosen for its modern, clean, and distinctive expression. The typeface adds personality to the identity while remaining clear and easy to read across all applications.

The typography has been adjusted so it is more aligned with the shapes in the logomark. The sharp cornes has been rounded and the tittle above the “i” has been adjusted to a square.

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The Logo

The LUMINA logo is available in multiple lockups to ensure flexibility across different formats and applications.

A horizontal version is used for layouts with limited vertical space, while a centred version provides a more balanced and formal expression.

This flexibility allows the identity to be applied consistently across a wide range of surfaces, while maintaining clarity and visual integrity.

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The Logo
Appr. colour options

The LUMINA logo is available in a set of approved colour variations to ensure consistent use across different contexts.

The primary version is presented in Vital Red and should be used whenever possible. An alternative version in light blue is available for selected applications requiring a softer or more neutral tone.

White and black versions are intended for use on dark or complex backgrounds where contrast is required.

The black version should only be used in exceptional cases where no other option is suitable.

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The Logo
Min. size

To ensure readability and clarity, the logo must not be reproduced below the specified minimum sizes.

Maintaining sufficient size preserves visibility across both digital and print applications.

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Min. size

Digital
30 px
Print
5 mm





Min. size

Digital
60 px
Print
10 mm

The Logo
Safespace

A clear space must always surround the logo to ensure visibility and impact. No other elements should be placed within this area.

The safe zone protects the logo from visual clutter and maintains its clarity.

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03 Typography

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Primary font

Montserrat is the primary typeface used across all LUMINA communications and visual materials. Its geometric and contemporary design reflects the project's foundation in data, precision and advanced technology, while maintaining a clear and accessible expression.

The font supports a structured and modern visual identity, making it suitable for both headlines and body text in digital and print applications.

Download Montserrat here:
fonts.google.com/specimen/Montserrat

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Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

System font

Arial is the system font used for everyday communication such as Word documents, PowerPoint presentations and emails. It is widely available across platforms and ensures consistency and compatibility when sharing materials between partners.

Arial supports clear and functional communication, while aligning closely with the overall simplicity and readability of the LUMINA visual identity.

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Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

04 Colour Palette

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Colour Palette

The LUMINA colour palette reflects the balance between technology, data and human impact.

The combination of vibrant and natural tones creates a visual language that is both forward-looking and approachable.

Consistent use of colour strengthens recognition and supports clear communication.

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Vital Red
RGB: 228, 61, 53
HEX: #E43D35
CMYK: 0, 73, 77, 11

Air Blue
RGB: 183, 226, 242
HEX: #B7E2F2
CMYK: 24, 7, 0, 5

Core Green
RGB: 23, 59, 55
HEX: #173B37
CMYK: 61, 0, 7, 77

Fresh Green
RGB: 209, 245, 201
HEX: #D1F5C9
CMYK: 15, 0, 18, 4

Warm Grey
RGB: 201, 197, 190
HEX: #C9C5BE
CMYK: 0, 2, 5, 21

Soft Magenta
RGB: 214, 94, 142
HEX: #D65E8E
CMYK: 0, 56, 34, 16

05 Graphic element

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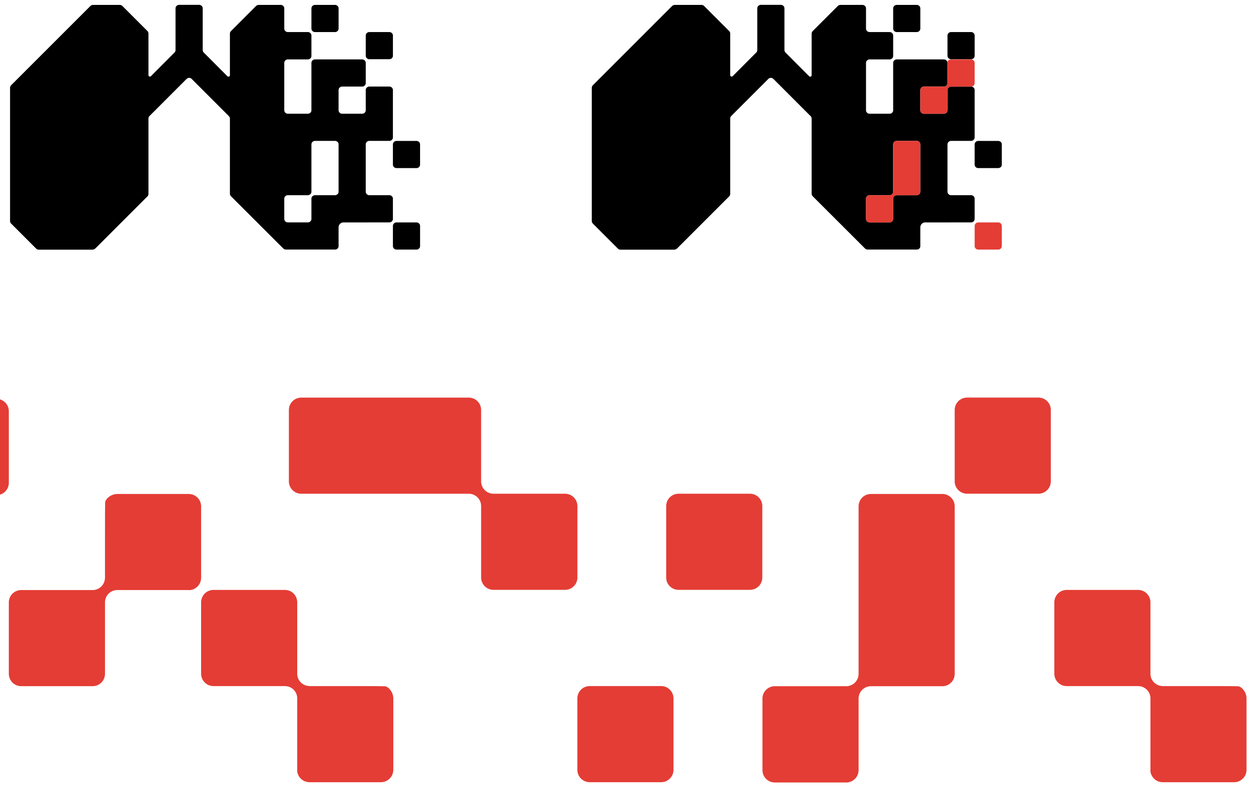
Graphic Element

A visual element derived from the LUMINA logomark, used to create consistency and recognisability across surfaces and formats.

Using the graphic element
The element can be scaled, repeated and adapted to different formats while maintaining consistency.

It should be used with restraint to support the overall design, not dominate it.

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Letterhead & business card

The stationery design reflects a clean and professional expression of the LUMINA identity.

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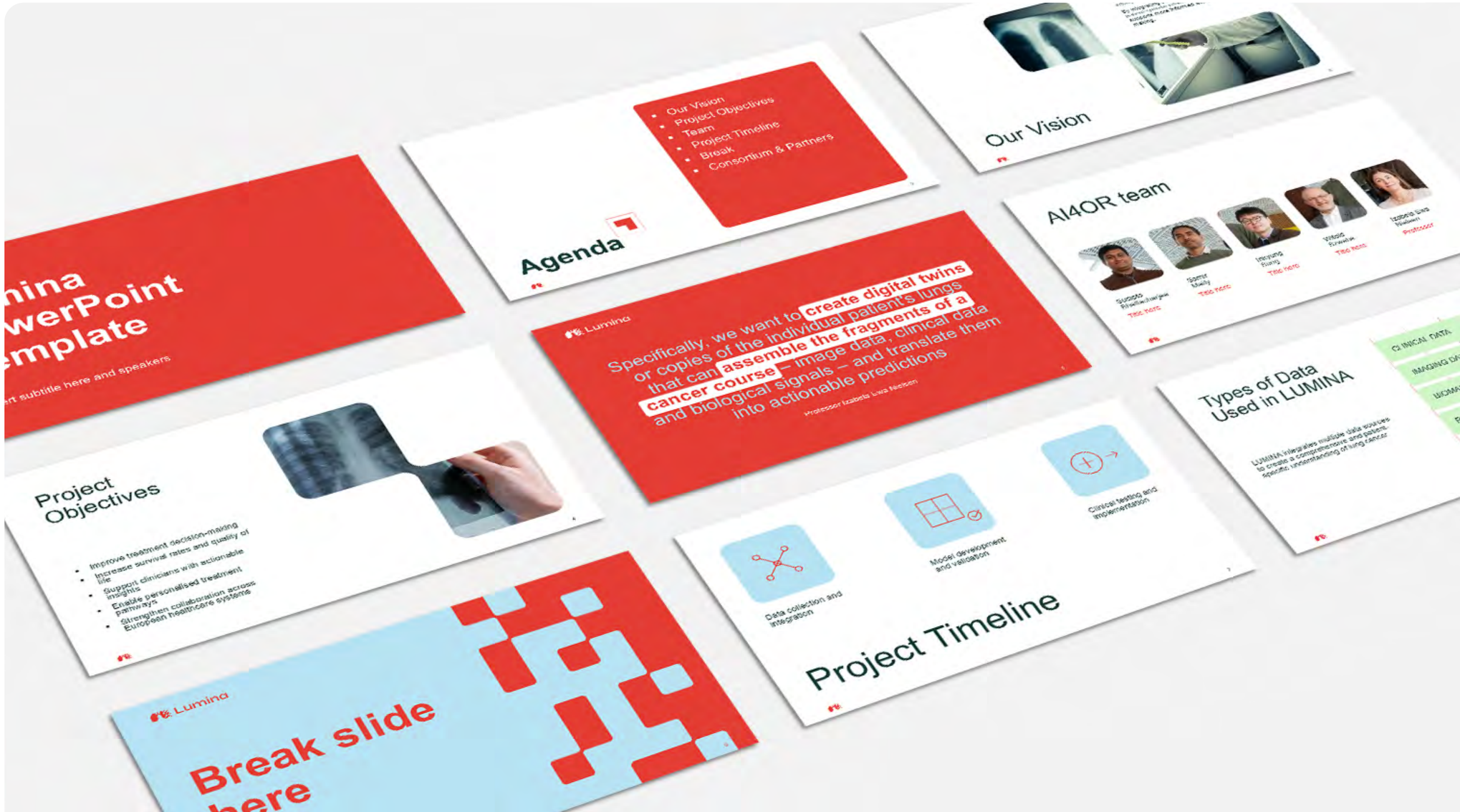
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Powerpoint

Presentation templates are designed to support clear and engaging communication of complex information.

A structured layout and consistent typography help maintain focus and readability.

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Posters

Posters should communicate messages clearly and efficiently, combining strong visual hierarchy with the LUMINA identity.

Use colour, typography and graphic elements to guide attention and emphasise key information.

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Beachflags

Beachflags extend the visual identity into physical environments, supporting visibility and recognition at events.

They should be used with simple layouts and clear messaging to ensure impact at a distance.

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