

2026



lumenus
Community Services

BRAND GUIDELINES



lumenus
Community Services

BRAND INTRODUCTION

Lumenus is building the future of mental health, developmental, and Autism community services in Toronto, and this **Brand Graphic Guide** helps us express that future with clarity and intention. Consistent application of our visual identity strengthens recognition, reinforces trust, and brings our shared purpose to life.

At the heart of that purpose is a commitment to ensuring individuals and families feel valued, supported, and understood as they define their own path to wellness. By using these guidelines thoughtfully, you help us create more caring experiences and contribute to a brighter, more connected future for everyone we serve.





BRAND IDENTITY

A **brand identity** is the visual and verbal expression of who an organization is—its personality, values, and promise brought to life through design, tone, and consistent communication.

For Lumenus, this identity reflects our role as a guiding light in mental health, developmental, Autism and community services across Toronto. It conveys warmth, clarity, and care, helping people feel acknowledged and supported as they define what wellbeing means for themselves and their families. Every consistent expression of our brand strengthens this promise and reinforces what it means to be Lumenus, a place where everyone can ***Be Seen, Be Heard, and Be Well.***



Brand Positioning

Lumenus delivers connected, compassionate care that guides individuals and families toward brighter wellbeing. We offer clarity, support, and outcomes that help people move through the complex system with confidence.



Brand Personality

Lumenus works to remove barriers that stand between people and the care they deserve. We bridge gaps across programs, providers, and systems so every person can move forward feeling supported.



Brand Promise

By illuminating the path to wellbeing and wrapping coordinated, high-quality services around you, Lumenus makes each step toward support feel easier and more accessible.



LUMENUS FULL COLOUR LOGOS

The full colour logo is the primary representation of the Lumenus brand and should be used whenever possible. The horizontal logo is the preferred version, while the vertical logo provides flexibility for alternative layouts. Both formats are available with and without the tagline for use across a variety of applications.

HORIZONTAL MAIN LOGO



VERTICAL MAIN LOGO



HORIZONTAL MAIN LOGO
WITH TAGLINE



VERTICAL MAIN LOGO
WITH TAGLINE





LUMENUS REVERSE LOGOS

FOR DARK BACKGROUNDS

The reverse logo versions are designed for use on dark or coloured backgrounds where the full colour logo does not provide sufficient contrast. Use these versions to ensure maximum visibility, legibility, and brand consistency across all applications.

HORIZONTAL MAIN LOGO



VERTICAL MAIN LOGO



HORIZONTAL MAIN LOGO
WITH TAGLINE



VERTICAL MAIN LOGO
WITH TAGLINE





ADDITIONAL LUMENUS LOGOS

Additional Lumenus logo assets, including the Pride logo and logo icon, are available to support specific brand applications. The logo icon is ideal for profile images, social media avatars, and other small-format uses, while specialty logos may be used for approved campaigns, initiatives, or community recognition efforts. Always use these assets as provided to maintain brand consistency.

MAIN LOGO ICON



MAIN PRIDE LOGO



REVERSE LOGO ICON



REVERSE PRIDE LOGO





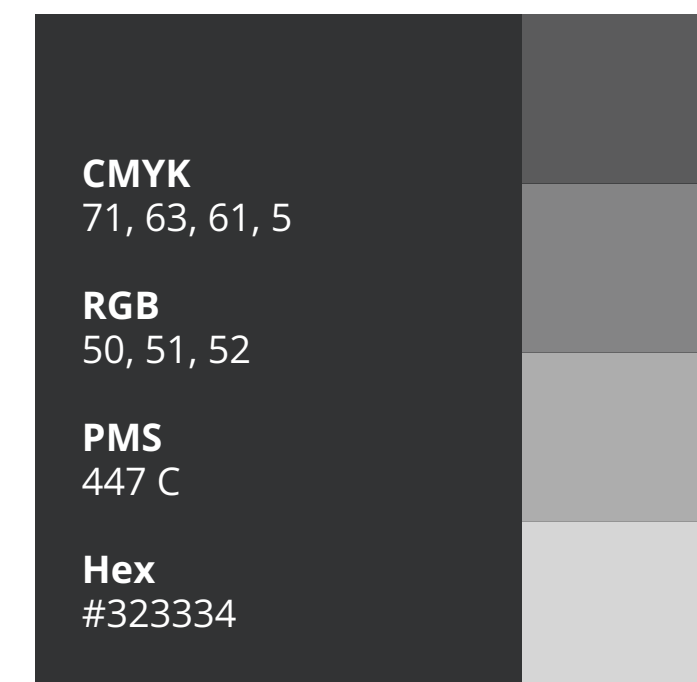
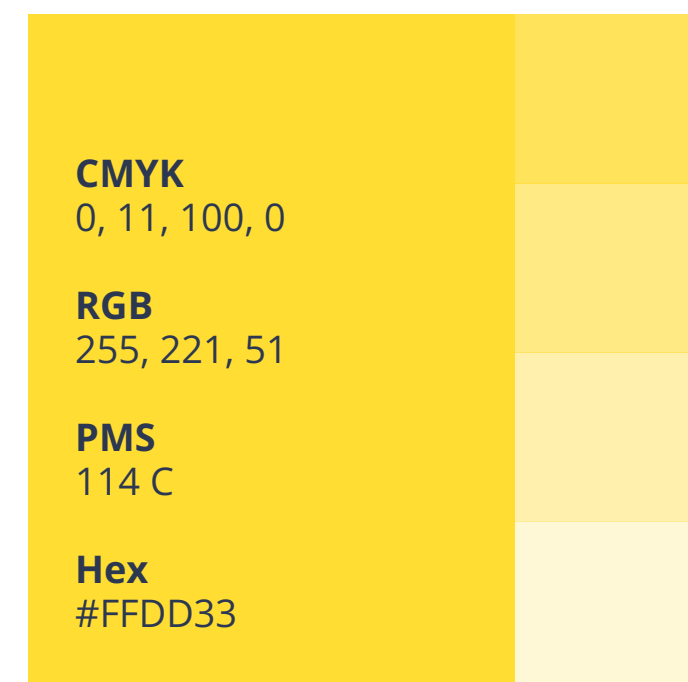
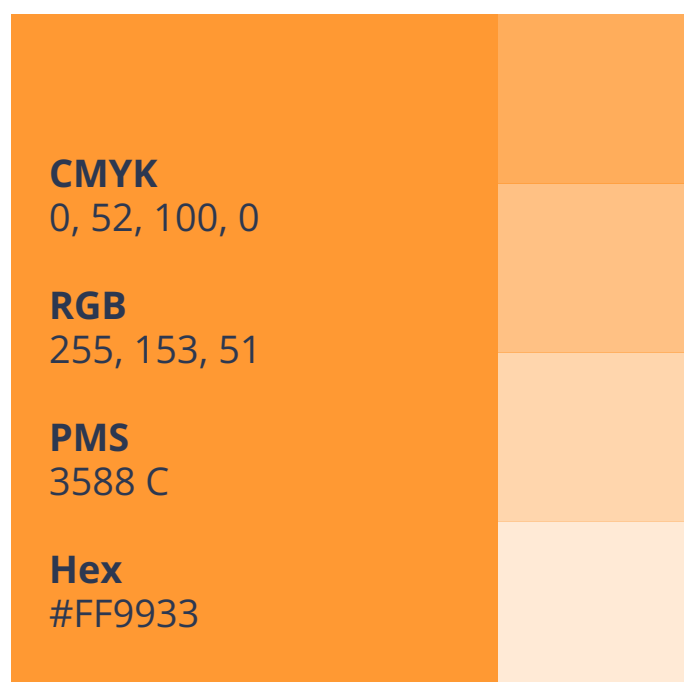
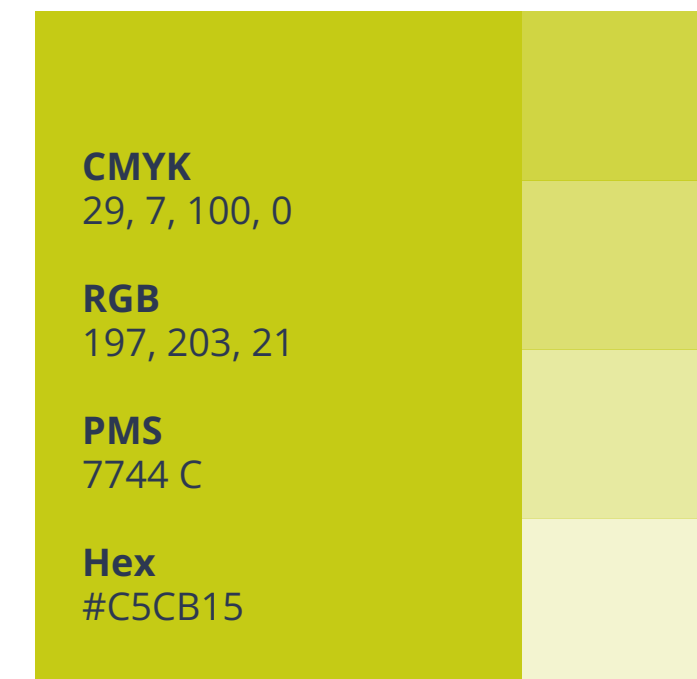
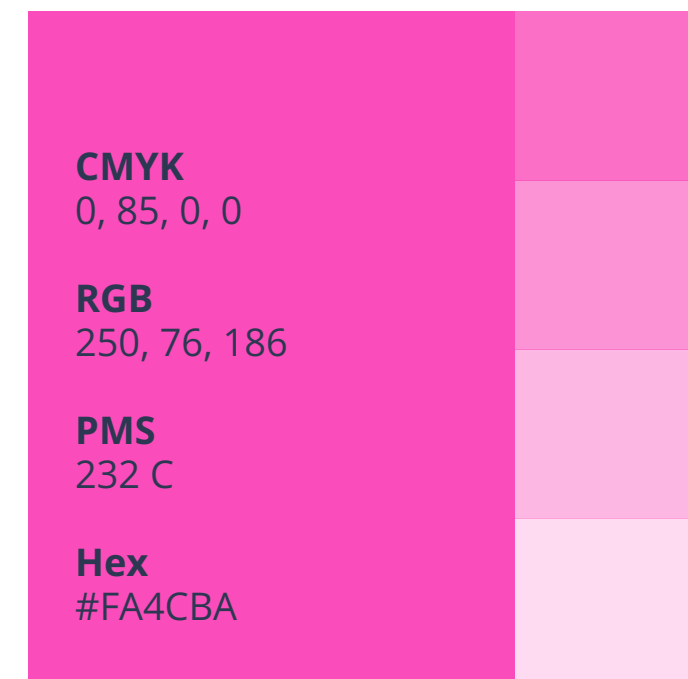
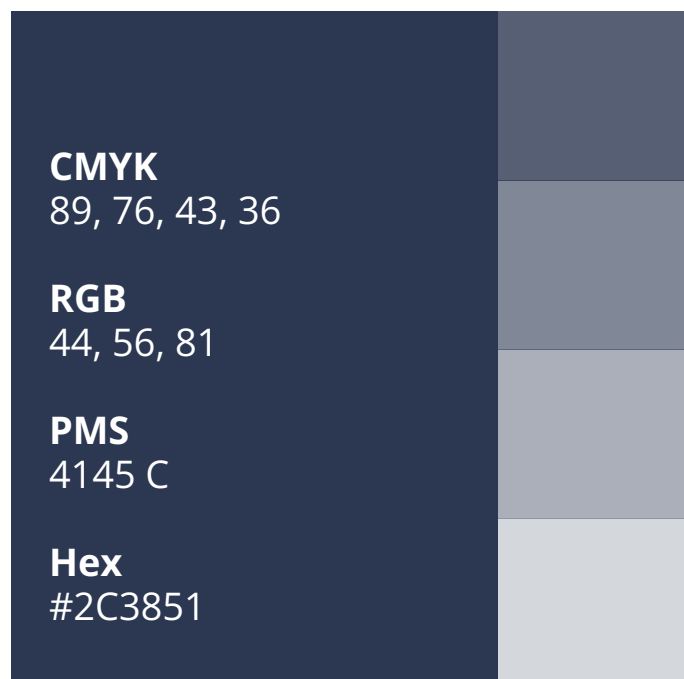
CORPORATE COLOURS

PRIMARY + SECONDARY PAlettes



PRIMARY COLOUR PALETTE

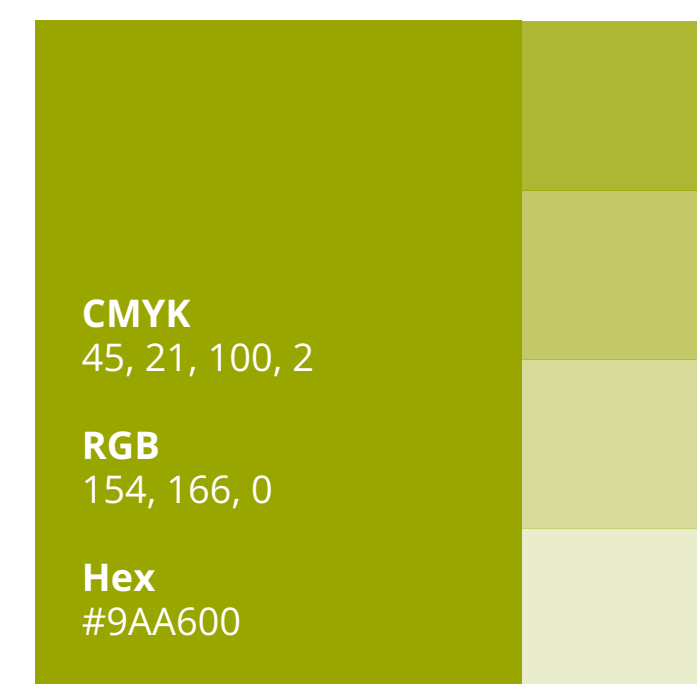
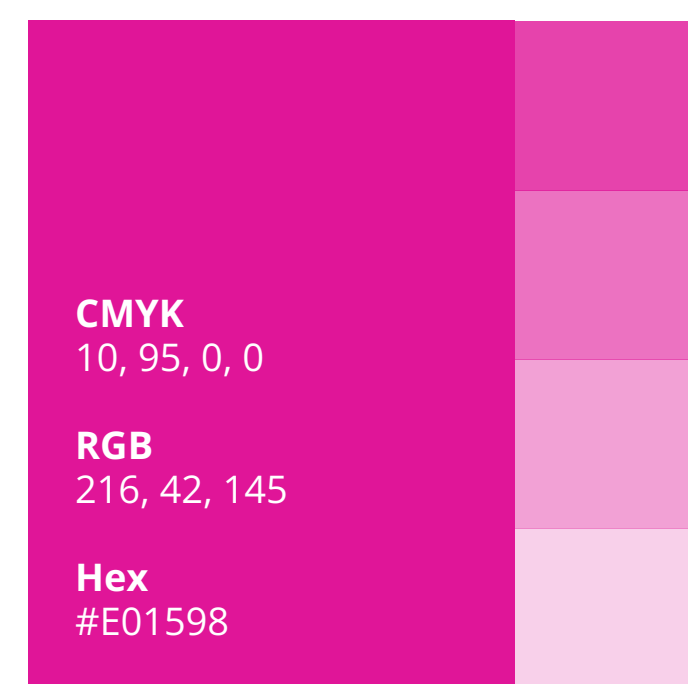
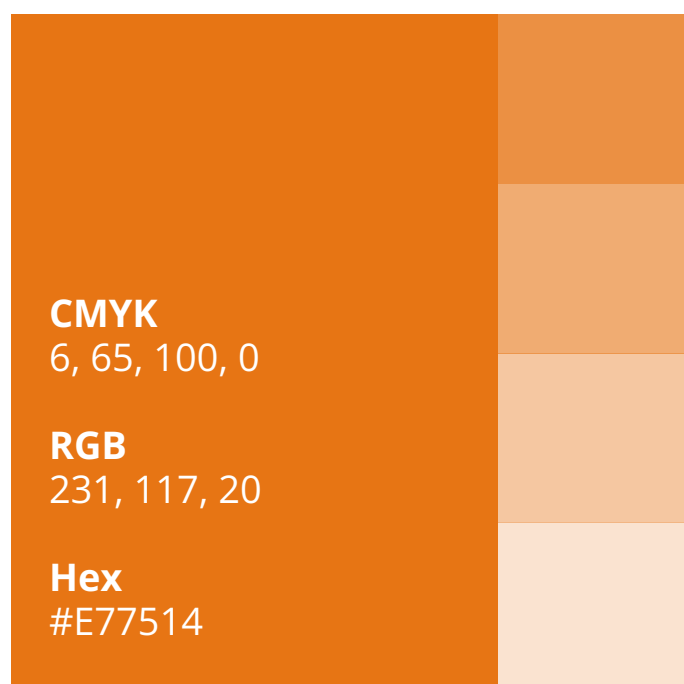
The primary colour palette defines the core look of the brand and should be used consistently across all materials. These colours appear in key elements like logos, backgrounds, and headings, helping create a clear and recognizable Lumemus brand identity.





SECONDARY COLOUR PALETTE

The secondary colour palette is approved for use as text on white backgrounds and meets AODA / WCAG AA accessibility requirements for large text, with a minimum contrast ratio of 3.0:1. These colours should only be used for text sized 18 pt or larger, or 14 pt and larger when bold, to ensure readability and compliance.





CORPORATE FONTS

MULTIPLE FONT USES



CORPORATE FONT FOR WEBSITE, CANVA & ADOBE CREATIVE SUITE

Noto Sans is the official Lumenus corporate typeface for use across the website, Canva, and Adobe Creative Suite applications. Its clean, modern, and highly legible design supports clear communication while maintaining a consistent brand presence across all digital and print materials. Use Noto Sans for all brand communications unless otherwise specified.

Noto Sans Font Family

Aa

abcdefghijklmnopqrstuvwxyz
12345&%\$#@!~

Italic

abcdefghijklmnopqrstuvwxyz

Reguler

abcdefghijklmnopqrstuvwxyz

Bold

abcdefghijklmnopqrstuvwxyz



FONT FOR EMAIL, POWERPOINTS AND WORD

Aptos is the official Lumenus typeface for use across all Microsoft applications, including Email, PowerPoint, and Word. As Microsoft's default font family, Aptos provides excellent readability and a professional, modern appearance while ensuring consistency across internal and external communications created within the Microsoft ecosystem.

Aptos Font Family

Aa

abcdefghijklmnopqrstuvwxyz
12345&%\$#@!~

Italic

abcdefghijklmnopqrstuvwxyz

Reguler

abcdefghijklmnopqrstuvwxyz

Bold

abcdefghijklmnopqrstuvwxyz



FONT FOR MAILCHIMP

Arial is the approved typeface for use in Mailchimp. As a widely supported web-safe font and a Mailchimp default option, Arial ensures consistent rendering across email clients and devices. Its clean, sans-serif design closely aligns with the appearance and readability of Noto Sans, helping maintain a cohesive brand experience across all digital communications.

Arial Font Family

Aa

abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz12
345&%\$#@!~

Italic

abcdefghijklmnopqrstuvwxyz

Reguler

abcdefghijklmnopqrstuvwxyz

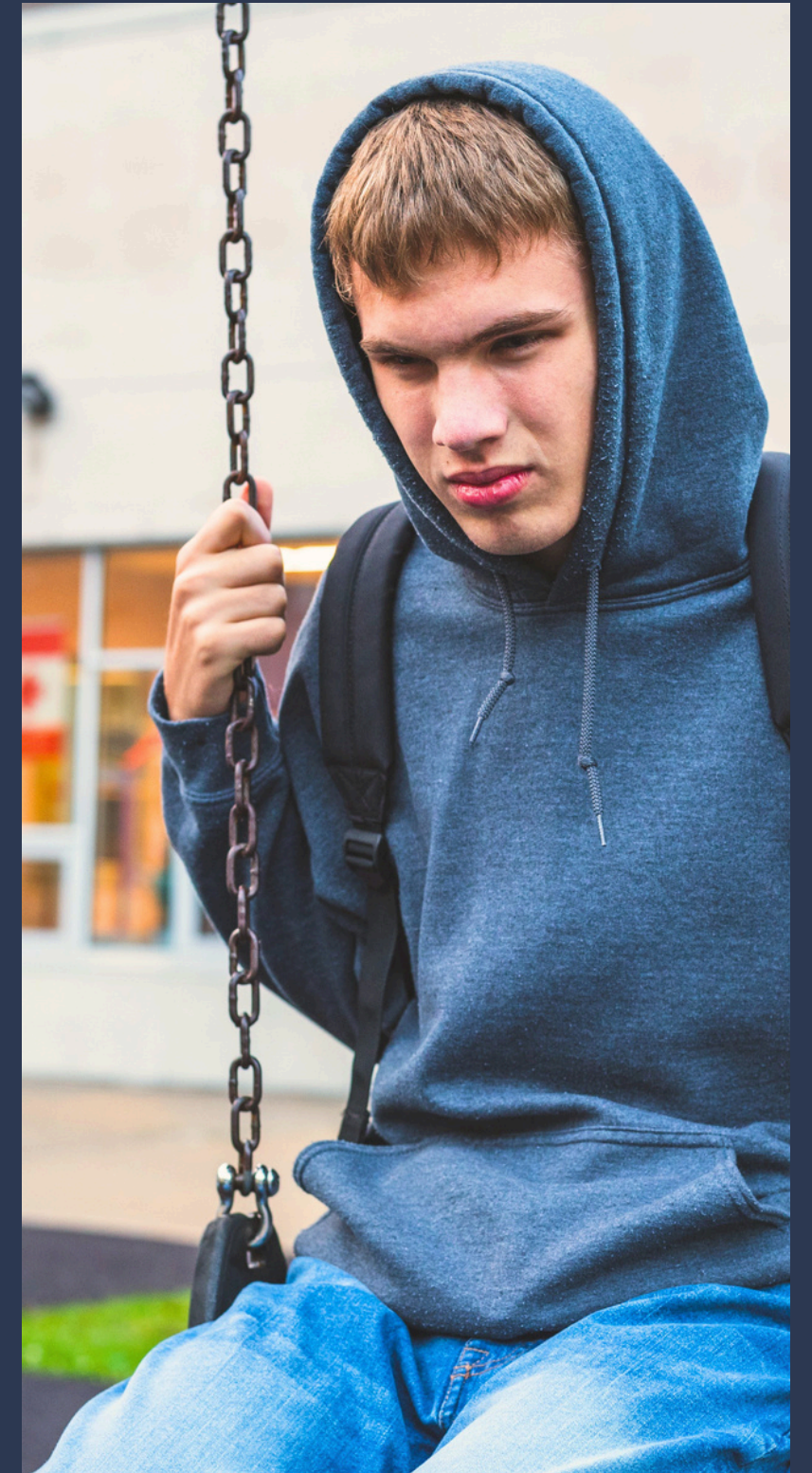
Bold

abcdefghijklmnopqrstuvwxyz



IMAGERY STYLE

Lumenus imagery should feel natural, authentic, and human-centered. Prioritize photography that captures genuine moments, real connections, and diverse experiences in a way that feels approachable and relatable. Images should use natural lighting whenever possible and avoid overly staged, overly polished, or traditional stock photography styles. The overall look should be warm, optimistic, and reflective of the communities Lumenus serves.



DO'S



Use Official Color Palette

Please ensure the utilization of the brand's designated colors in all assets.



Typography Consistency

Make sure all written communication follows brand guidelines for fonts and styles.



Follow Imagery Style

Utilize photography and illustrations that align with the brand's aesthetic.



Consistent Messaging

Ensure that the conveyed message aligns with our brand values.

DON'TS



Modify the Logo

Please avoid changing logo colors without permission.



Misuse Design Elements

Avoid using the brand's graphic elements inconsistently with the guidelines.



Inappropriate Color Usage

Please avoid using colors outside the official brand palette for representation.



Conflicting Messages

Avoid communications that contradict or obscure our brand message.