



BRAND IDENTITY STANDARDS

Brand Guidelines

How to present the LUMI™ and LumiOps AI™ names, logo, colors, type and voice the same way everywhere: on the web, in the product, in presentations and with partners.

Version
1.0

Issued
October 2026

Applies to
All LumiOps AI communications

INTRODUCTION

About these guidelines

A consistent brand earns trust. These guidelines give marketing, sales, product and partner teams one reference for presenting LUMI and LumiOps AI.

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Who should use this

- Marketing teams producing web pages, datasheets, campaigns and social posts
- Sales and pre-sales teams building proposals, demos and presentations
- Product and design teams writing UI copy, docs and release notes
- Agencies, partners and resellers presenting LumiOps AI to customers

Source of truth

The logo and the Lumi spectrum colors come from the official LUMI logo artwork. The company description, product names and proof points are taken from lumioptions.ai.

The typography, text-safe color variants and layout rules are recommended standards. Confirm them with LumiOps AI Marketing before treating them as final.

01 · BRAND FOUNDATION

Who we are

LumiOps AI is an enterprise AI platform for autonomous IT operations. LUMI, its flagship product, is backed by UnitedLayer's 25+ years of infrastructure expertise.

The AI engineering team for **all of IT operations.**

Coworker

AI teammates for ITOps engineers that turn up on the tools you already run and handle the daily work end to end.

Orchestrator

Domain-specific automation engines for SRE, Security, FinOps and ITSM, all under the guardrails you set.

Builder

Agent Builder, Skills Builder and Workflow Designer for composing your own agents and workflows.

Our audience

Audience	What they need from us	How we speak to them
Technical buyers SREs, ITOps and platform engineers, NOC and SecOps leads	Integrations, guardrails, accuracy, how agents act on real tools	Precise, specific, evidence-led
Business buyers CIOs, VPs of IT, FinOps and procurement	MTTR, headcount leverage, ticket reduction, cost control	Outcome-first, minimal jargon
Partners Resellers, MSPs, system integrators	A consistent story, correct product names, approved assets	Collaborative and consistent

Proof points

The brand's signature claims. Always use them as written on lumiops.ai.

4,287→12

events collapsed into real incidents each hour

-39%

MTTR against human baseline

4x

more done per ITOps engineer

0 min

human time spent on triage

90%+

ticket reduction

02 · LOGO

The LUMI logo

The logo has two parts: the gradient **LUMI™ wordmark** and the **endorsement line**, with "by" in black and "LUMIOps AI" in the same gradient. The ™ marks are always part of the logo.



Primary stacked logo. Use it on white or very light backgrounds. This is the default for all materials.

Clear space

Keep a clear zone of at least **X** on every side, where X is the height of the endorsement line ("by LUMIOps AI"). No text, images or page edges may enter this zone.



Minimum size

Asset	Print	Digital
Stacked logo	30 mm wide	120 px wide
LUMI wordmark	12 mm wide	48 px wide

LUMI wordmark



Use the wordmark alone only where the full logo won't fit, such as app headers, favicons and social avatars, and only when the LumiOps AI name appears nearby.

03 · LOGO USAGE

Using the logo correctly



LUMI™
by LUMIOps AI™

USE Full-color logo on white. This is preferred.



LUMI™
by LUMIOps AI™

USE Reversed logo (white and gradient) on Graphite #1A1A1A, for dark UI, covers and slides.

Always use the master transparent PNG or vector file. Never screenshot the logo from the website, retype it, or recreate the gradient by hand.

Don't



LUMI™
by LUMIOps AI™

DON'T Stretch or squash it



LUMI™
by LUMIOps AI™

DON'T Change or reverse the gradient



LUMI™
by LUMIOps AI™

DON'T Rotate or tilt it



LUMI™
by LUMIOps AI™

DON'T Place it on mid-tone blue or purple



LUMI™
by LUMIOps AI™

DON'T Add shadows, glows or effects



Lumi
by LumiOps AI

DON'T Retype it in another font

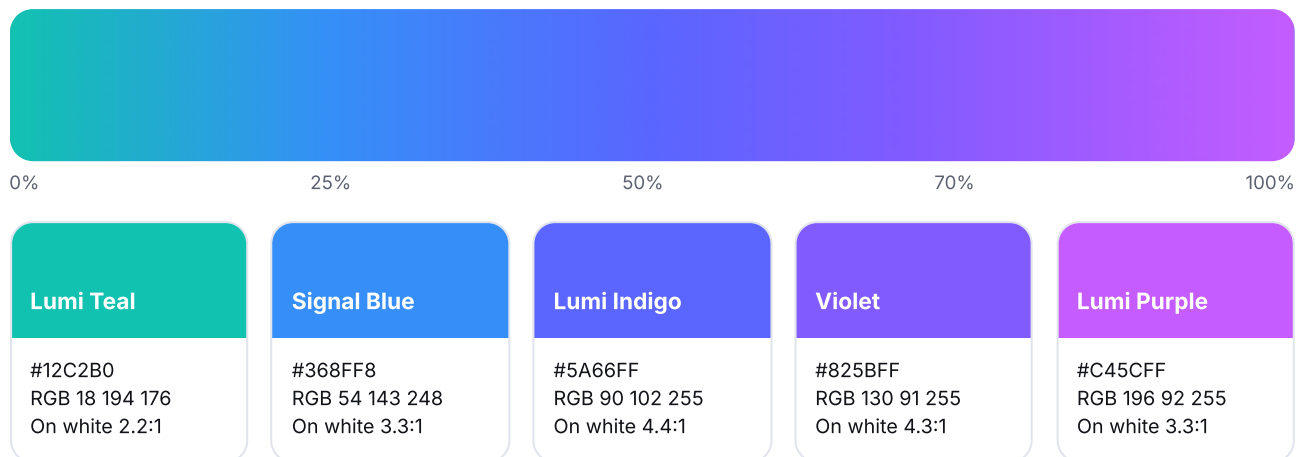
Also don't drop the ™ marks, separate or rearrange the wordmark and endorsement line, outline the letters, or put the logo on a busy photo without a solid backing panel.

04 · COLOR

Color palette

Our palette is mostly white and ink, with the Lumi spectrum as the signature accent. Use the gradient once per screen or page so it stays special, and make sure text always stands out from what's behind it.

The Lumi spectrum (from the logo)



For the logo, gradient headlines (18 pt+), icons, rules and charts. No spectrum color passes AA for body text on white.

```
linear-gradient(90deg, #12C2B0 0%, #368FF8 25%, #5A66FF 50%, #825BFF 70%, #C45CFF 100%)
```

Supporting colors (recommended)

Deep Indigo Text-safe accent #3D47D9 · 6.8:1 Links, buttons, eyebrows	Ink Body text #111318 · 18.6:1 Headings and paragraphs	Graphite Dark surfaces #1A1A1A Dark UI, covers, reversed logo	Slate Secondary text #5B6170 · 6.2:1 Leads, captions, footers
Deep Teal Success state #0B7F74 · 4.9:1 Positive values, healthy	White Page background #FFFFFF Default for every page	Mist Panels #F4F5FA Cards, callouts, table bands	Line Dividers #E1E4EC Rules, borders, grid lines

Spectrum steps for charts and diagrams



Suggested proportions: about 70% white, 20% Ink and Slate text, 10% spectrum accents.

05 · TYPOGRAPHY

Typography

We use two free, open-licensed typefaces. Inter, a neo-grotesque sans, echoes the clean bold shapes of the LUMI wordmark. JetBrains Mono gives commands, logs and live metrics an engineer's voice.

Headings, body and UI · Google Fonts

Inter

Aa Bb Cc 0123456789

Regular 400 · Medium 500 · SemiBold 600 · Bold 700

Code, metrics and CLI · Google Fonts

JetBrains Mono

Aa Bb Cc 0123456789

Regular 400 · Medium 500

Type scale (web)

Display · Inter 700 · 56–72 px
–2% tracking · may use
spectrum

Autonomous IT Ops

H1 · Inter 700 · 40 px

Ten dashboards, retired.

H2 · Inter 600 · 28 px

Works with the tools you already run

H3 · Inter 600 · 20 px

Guardrails by design

Body · Inter 400 · 16 px / 1.6

Lumi's Coworkers triage alerts, open tickets and run the fix, so your engineers can focus on the work that matters.

Eyebrow · Inter 700 · 12 px caps
+14% tracking

SOLUTION BRIEF

Code · JetBrains Mono 400 · 14
px

```
> lumi triage --window 1h 4,287 → 12 incidents
```

Rules

- Use sentence case for headings and buttons, except product names. All caps only for short eyebrow labels.
- Left-align text. Don't justify body copy; keep lines to roughly 60–80 characters.
- Body text is Ink or Slate on white, White on Graphite. Never set paragraphs in the gradient or a spectrum color.
- If the brand fonts aren't available (for example, in Office files you send out), use Arial and Consolas.

06 · VOICE AND NAMING

Voice, tone and naming

We sound like a senior SRE who has already fixed the problem: direct, confident and specific, and calm about autonomy because the guardrails are real.

Proof, not hype

Lead with a number or outcome (–39% MTTR, 4× more done), never with superlatives.

Teammate, not tool

Agents are Coworkers that join the team and its tools. Never "replacing your engineers".

Customer in control

Autonomy always comes with the guardrails the customer sets. No black-box AI.

Write it like this

USE

"4,287 alerts became 12 incidents this hour."

"Lumi's Coworkers triage, so your engineers don't have to."

"Runs on the tools you already have: Datadog, ServiceNow, PagerDuty."

AVOID

"Our cutting-edge AI dramatically reduces alert noise."

"Lumi replaces your ops team."

"Seamlessly synergizes with your ecosystem."

CTAs: verb-first, 2–4 words

Talk to us

See the Coworkers

Experience the Playground

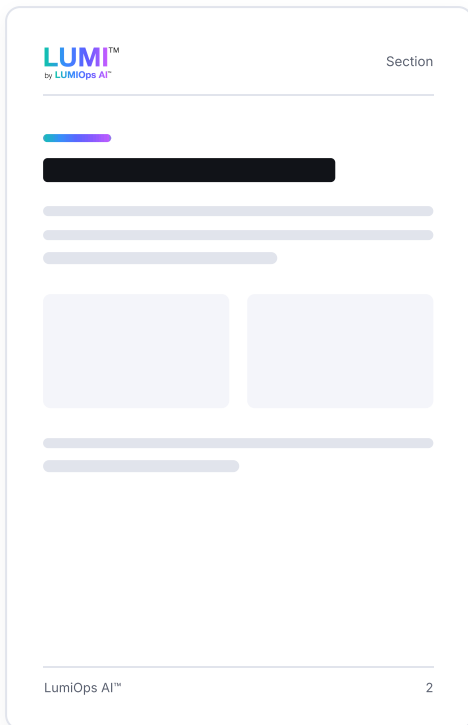
Company and product names

Correct	Notes
LumiOps AI™	One word "LumiOps", capital L and O, then "AI". Use ™ on first mention in each document. Never "Lumi Ops", "Lumiops" or "LUMIOPS" in running text.
LUMI™ / Lumi	LUMI™ in the logo and on first mention; "Lumi" in running copy. Never pluralize it or use it as a verb.
by LUMIOps AI™	This endorsement spelling exists only inside the logo artwork. Don't retype it.
ITOps Coworker · SRE Orchestrator	"Coworkers" when plural. Also Security, FinOps and ITSM Orchestrator. Title case, no ™.
Agent Builder · Lumi Service Desk	Builder tools are Agent Builder, Skills Builder and Workflow Designer. Lumi Service Desk always keeps the "Lumi" prefix.
UnitedLayer®	Parent company: "LumiOps AI, a UnitedLayer company". Use UnitedLayer's own brand assets; don't merge its logo with LUMI.

07 · LAYOUT AND IMAGERY

Layout and imagery

Web pages, datasheets, decks and product screens share one simple structure. This document follows it.



A4 or US Letter · 20 mm margins · white background. Web: 12-column grid, 8 px spacing scale.

Page anatomy

- **Header:** small logo on the left, section name on the right, thin divider underneath
- **Eyebrow and short spectrum rule** with every H1; this is the page's one gradient moment
- **Lead paragraph** in Slate, 11–12 pt, that sums up the page in one or two sentences
- **Content** in one or two columns. Mist (#F4F5FA) panels for callouts and key facts
- **Footer:** "LumiOps AI™" and the page number, above a thin divider

Imagery and icons

- **Product first:** real LUMI screens (Investigation Hub, Workflow Designer, Coworker chat), cropped to the action, 12 px corners
- **Icons:** monoline, 1.5 px stroke, rounded caps, in Ink, White or Deep Indigo
- **Illustration:** node graphs and flows showing many signals becoming few, lines in the spectrum
- **Photography:** sparing; real engineers and data centers, natural light. No robots or staged stock
- **Partner logos:** one-color gray at equal height

Accessibility

- Body text contrast at least 4.5:1 (WCAG AA); large headings at least 3:1
- Never use color alone to tell chart series or states apart; label values directly
- Add alt text to images and give exported PDFs a proper title