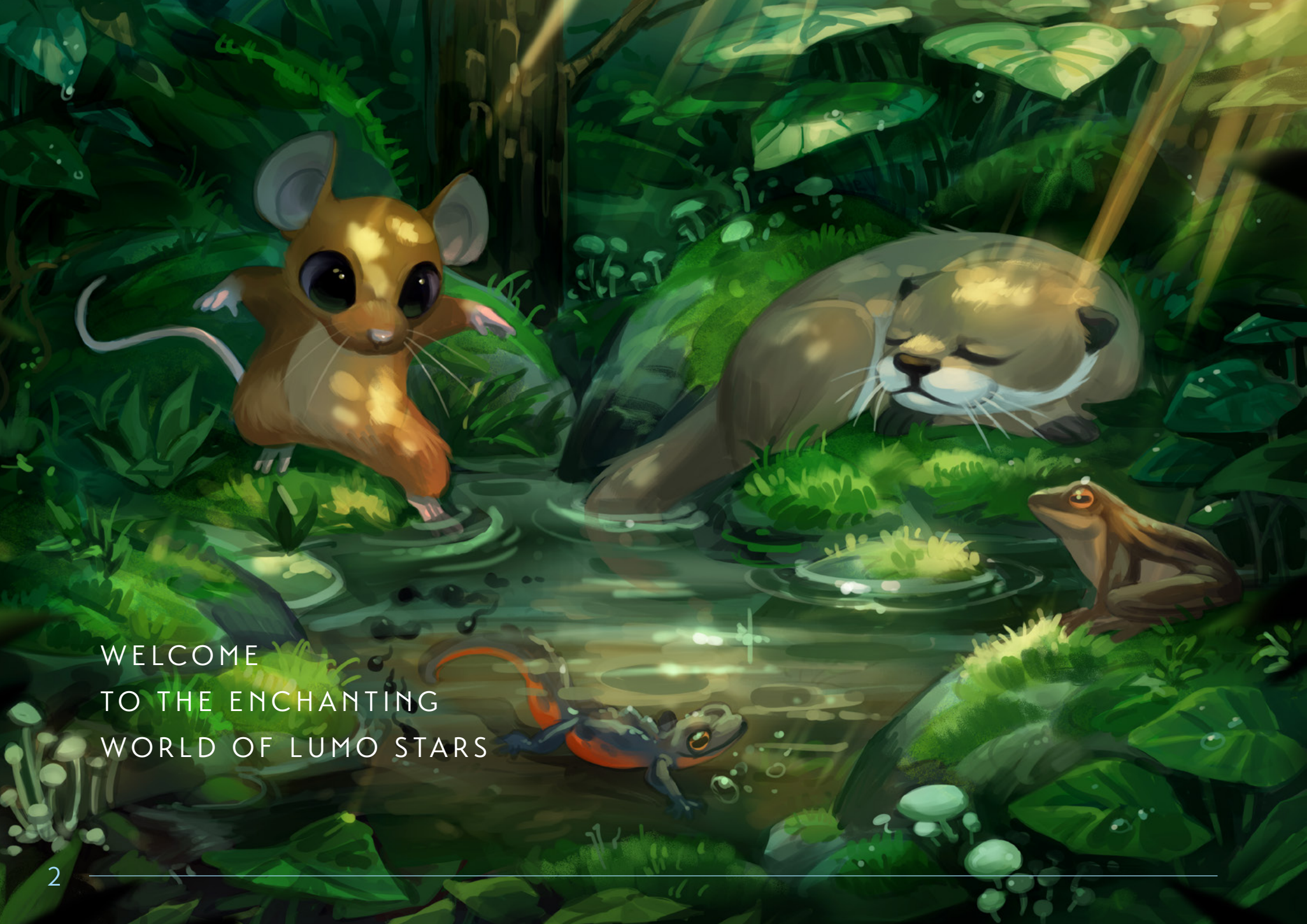




LUMO STARS VISUAL GUIDE





WELCOME
TO THE ENCHANTING
WORLD OF LUMO STARS



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A BRAND NEW STORY BEGINS



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THE ENCHANTING NORDIC NATURE AS INSPIRATION



WHERE IT ALL BEGAN

THE STORYBOOK

A BRAND NEW STORY BEGINS

The story of Lumo Stars began as a fairy tale - a fairy tale created by Kati Heljakka, Doctor of Arts, who is also one of the owners of Tactic Games. The fairy tale Lumo Stars was inspired by Nordic nature and mythologies, such as Kalevala, the wild stories of Vikings as well as Islandic sagas. The first storybook in this series saw daylight in April 2017. Ms. Heljakka continues her writing work with the second instalment of the Lumo Stars series and plans to publish a graphic novel created with awarded illustrators.

The first Lumo Stars storybook received very positive feedback, so in June 2017 Tactic decided that our own

product development team would create an extensive Lumo Stars product range. A mobile application based on the story was launched first. Then our product development team designed and created unique plush toys, board games, puzzles and playing cards based on the intriguing Lumo Stars characters. For AW2018 we introduced 'back to school' accessories and colouring, activity and sticker books.





LUMO STARS

TONE OF VOICE

A BRAND NEW STORY BEGINS

It's important for all Lumo Stars material to have a cohesive message and simple communication. The Lumo Stars tone of voice is straightforward, light and playful. Avoid complicated structures, but don't be afraid to play with words! The aim is to provide educational and fun material for children and adults alike.

If you want to create your own phrases they must be approved by Tactic Games first.



EDUCATIONAL, ENTERTAINING AND ENJOYABLE



LUMO STARS LOGO

A BRAND NEW STORY BEGINS



MAIN LOGO

This is the main version of Lumo Stars logo. Use this for most applications.



HIGHLIGHT

This is the highlighted version of Lumo Stars logo. Use this for most applications.



ONE COLOR

If you can't use the multi-coloured Lumo Stars logo, opt for the pink or blue version instead, if possible.



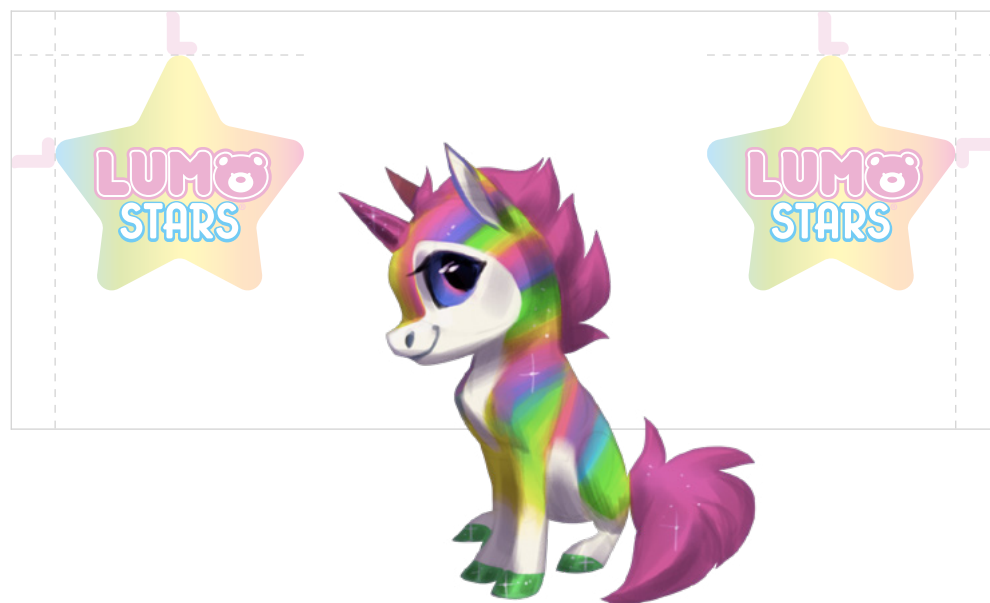
NEGATIVE

If there is only black ink available for your product, use this version.



SPACING

The light pink letter L is a good indicator of how much free space is needed around the logo. This area should be free of other logos, text, characters and other imagery.



PLACEMENT

Use this guideline to determine the proper placement of the logo.

As a general rule, the Lumo Stars logo should be placed on top of the layout or on the right or on the left corner. Please adhere to the proper spacing guidelines. The logo's minimum distance from the corners is demonstrated in the picture on the left. When you move the logo away from the corner, make sure that the distance between the logo and the top and nearest page stays the same.

Please do not bend, skew, rotate or adjust the proportions in any way when placing the logo. Always use a one line version of the logo with no additional outlines or shadows.



SIZE

The Lumo Stars logo can be scaled to various sizes. The minimum height for the logo is 14 mm.

Note that if the logo size is 30 mm or under, the trademark symbol may become unreadable. In that case, the full trademark declaration must always be included elsewhere on the product.



TRADEMARK

Lumo Stars is a registered trademark (or the process is still in progress) in EU, USA, Russia, Canada, Mexico, Norway, Ukraine, Switzerland, Iceland, South Africa and China, to mention a few. We have also design registered in EU, design and copyright registered in USA and design registered in China for the vast majority of our Lumo Stars plush toys and figurines.

The Lumo Stars logo is always used with a registered trademark ® symbol. The symbol should follow the color scheme of the logo. Primarily, use the main logo with light pink ® symbol, on one color logo versions, use a white ® symbol.

LEGAL LINES AND OWNER INFORMATION

LEGAL INFORMATION

The legal line should always be included along with the trademark. Space allowing, use the full legal line elsewhere in the layout. If space is limited, use the short legal line.

The Lumo Stars legal line is the only thing that can be closer to the Lumo Stars logo than specified in the logo spacing guidelines.

FULL LEGAL LINE

Tactic® and Lumo Stars® are registered trademarks owned by Tactic Games Oy, Finland. All rights reserved.
© 2019 Tactic Games Oy

SHORT LEGAL LINE

Tactic® and Lumo Stars®
© 2019 Tactic Games Oy

OWNER OF THE IP

The Tactic Games logo should always be used with the Lumo Stars logo unless otherwise specified. The Tactic logo should always be positioned in the bottom left corner and be smaller than the Lumo Stars logo.





READABLE,
CLEAR AND
APPEALING

LUMO STARS TYPOGRAPHY

A BRAND NEW STORY BEGINS

These are the official Lumo Stars fonts. Please use them carefully and always remember to submit your work to Tactic Games for licensing approval. Rememeber that this guide only concerns the size and spacing proportions.

Headlines can be one or two rows long but should never be hyphenated. Subheadings are usually half the height of the headline text. Body copy and captions are always set flush left amd ragged right, with no indents.

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
?!@”1234567890

abcdefghijklmnopqrstuvwxyzåö
?!@”1234567890

HEADLINES

Transat / Black

BODY

Transat / Black



HEADLINE TEXT 27/32

Subheading text 16/22

Body copy text 12/18 Um idemodit faceper sperundiant etur? Ra volecum se modi sita nonsequi cus, sollacero invendi genduci lignis acerferum autat. Pudae voluptatur rerum experibus exces

Caption text 9/14 Um idemodit faceper sperundiant etur? Ra volecum se modi sita nonsequi cus, sollacero invendi genduci lignis acerferum autat. Pudae voluptatur rerum

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experibus exces earchiciis nulleste vel inissime volorerio. Itatque nim quatiatessed es et qui re sum vollabdoloribus eos nvello odis el ipsa. Usda voluptatur, quam quamet.



LUMO STARS COLOURS

A BRAND NEW STORY BEGINS



PMS P 115-3 U
CMYK 30/0/0/0
RGB 188/228/250
HEX BADFF1



PMS P 157-2 U
CMYK 17/0/40/0
RGB 224/233/177
HEX E3EBB5



PMS 9120 U
CMYK 0/0/35/0
RGB 255/248/189
HEX F9F6BD



PMS 9201 U
CMYK 0/14/26/0
RGB 254/227/197
HEX FEE2C7



PMS 2036 C
CMYK 0/35/0/0
RGB 247/191/217
HEX F8BED6



Gradient Ramp
1 0%
2 25%
3 50%
4 75%
5 100%



THE USE OF COLOURS

These are the official colours for Lumo Stars. Please follow the provided PANTONE®, CMYK, RGB or HEX values. Use them for headlines, graphic elements or as a base colour for Lumo Stars products and create a magical Lumo Stars colour palette!

By combining the five colours listed before, using the gradient ramp, you can create a Lumo gradient, which can be used as mentioned before. However, texts are an exception! Please don't use the gradient on texts.

Please remember to submit your works for licensing approval by Tactic.



MAGICAL
AND COLOURFUL

LUMO STARS FAMILY

A BRAND NEW STORY BEGINS

Here are the Lumo Stars characters. Each one has their own name, personality and character trait.

Most of the Lumo Stars characters are based on the Norcid wildlife, but they also have some cousins in the South and East. You can also encounter mythical creatures, like unicorns!



SOMMAR



DREAM



TAIGA



DRAGO



PILKKU



VELVET



KUUTTI



PORO



VASA



RENEE



KATTI



PEACH



FOREST



PING



LUNNI



LUNA



LENNI



SUSI



WOODY



HUKKA



PÖLLÖ



LAPPI



NAPA



NALLE



RASPBERRY



CAMO



OTSO



STRIPE



UGGLA



DEAR



SIKA



PÖRRI



HELGE



KUNG



BLUEBERRY



NOKI



REPO



AURORA



WINTER



LYNX



SAUKKO



ORM



SIILI



SMULTRON



MORTTI



PAN

DAA



MOM



KAKE



WUFF



PINKY



SPOTTY



LEPPIS



SPI



MUS



CARLA



SNOW



REINO



PUPU



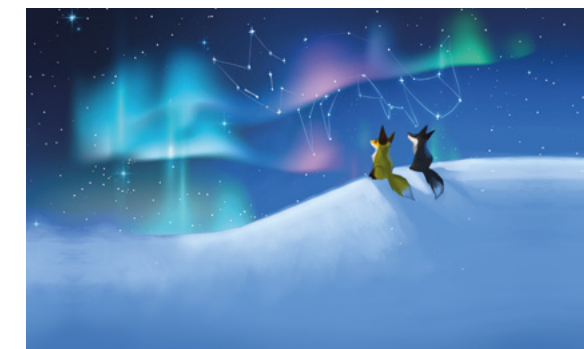
ICE



BUNNY



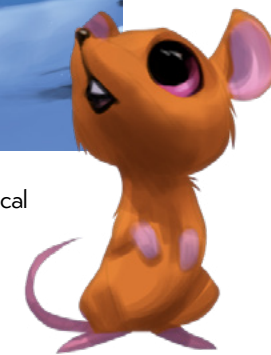
ANTTI



1 NORTHERN LIGHTS ON SNOW- Horizontal



2 NORTHERN LIGHTS ON SNOW - Vertical

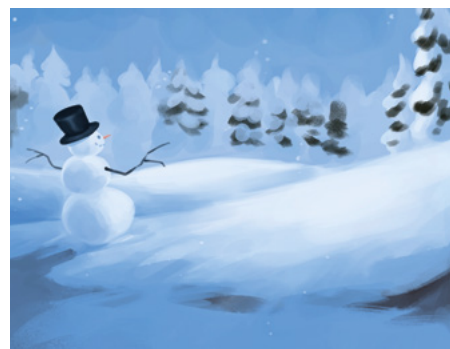




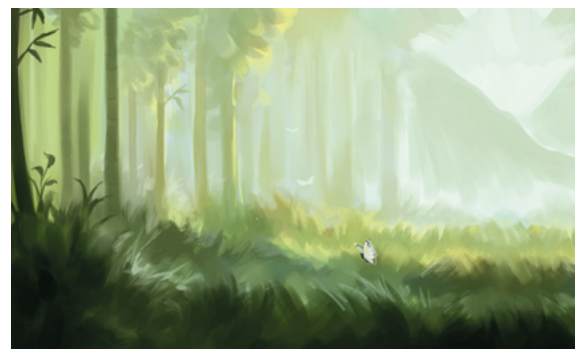
3 NORTHERN LIGHTS SKY – Horizontal



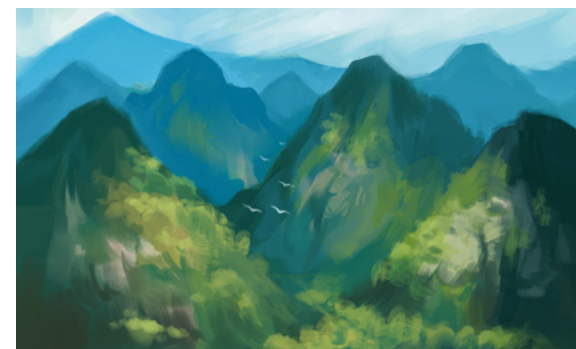
5 BONFIRE – Horizontal



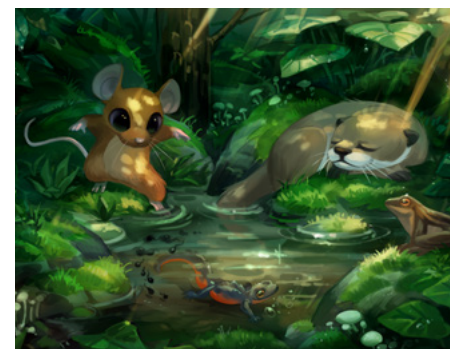
7 SNOWMAN – Horizontal



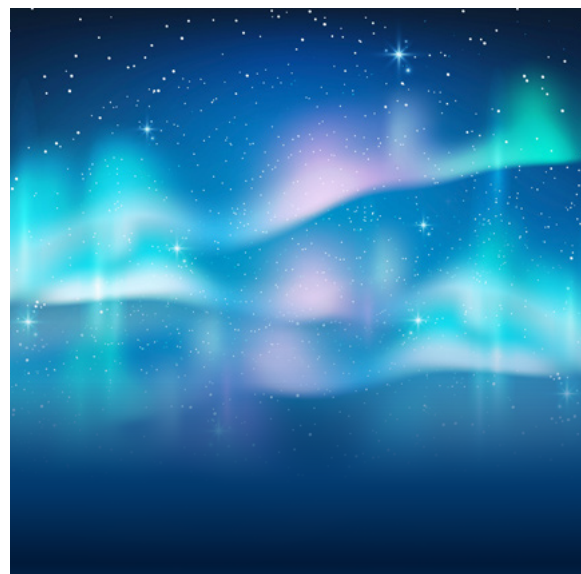
9 FOREST HAZE – Horizontal



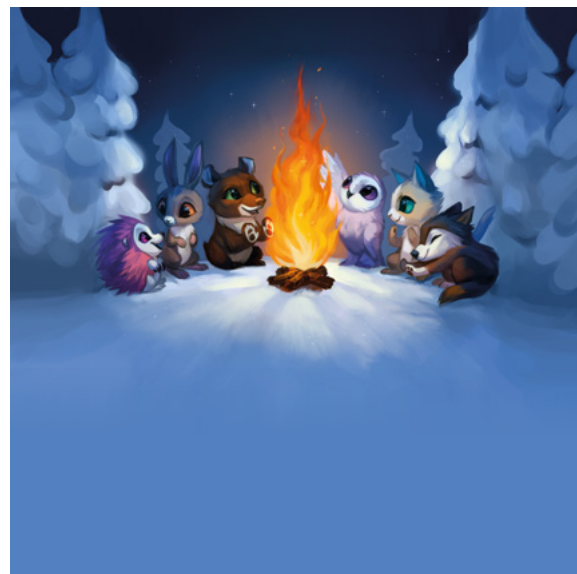
11 FELS – Horizontal



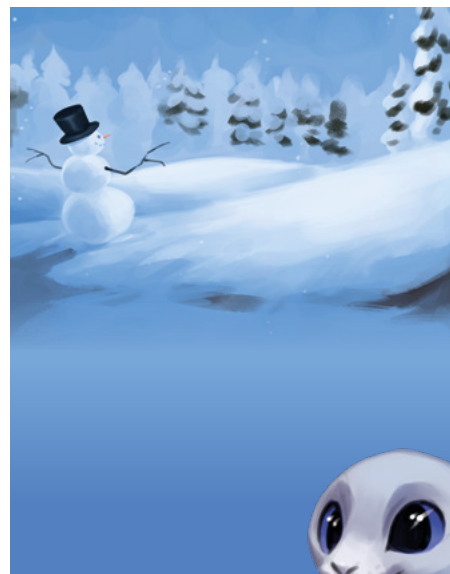
13 STREAM – Horizontal



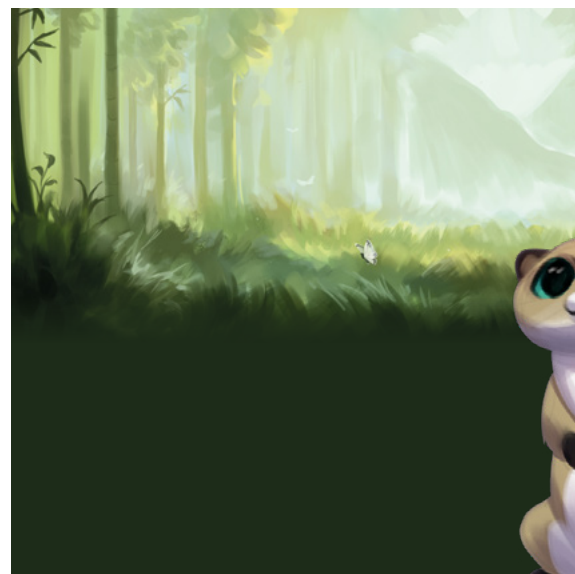
4 NORTHERN LIGHTS SKY – Vertical



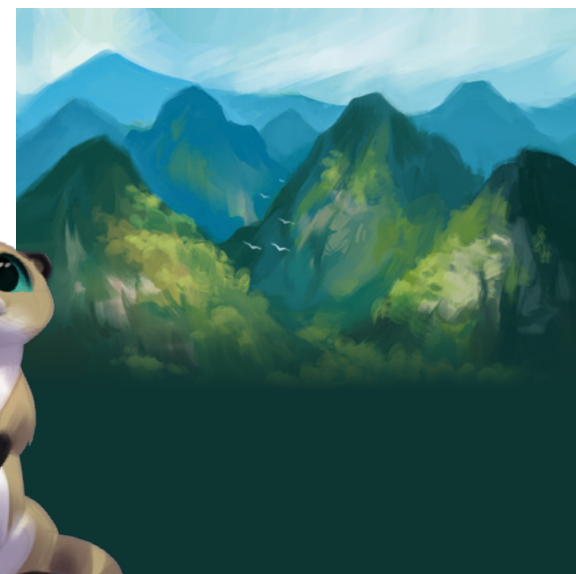
6 BONFIRE – Vertical



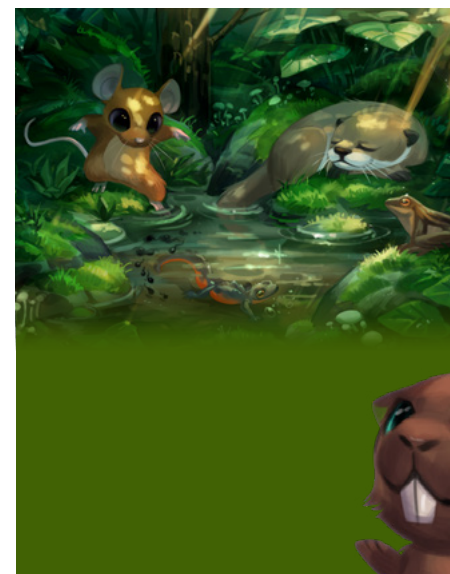
8 SNOWMAN – Vertical



10 FOREST HAZE – Vertical



12 FELS – Vertical



14 STREAM – Vertical



ARTWORK
FOR YOUR
NEEDS

LUMO STARS

BANNER TEMPLATES

A BRAND NEW STORY BEGINS

Here you can see a few Lumo Stars banner examples. Several other options are also available. If you have any specific wishes or needs, please do not hesitate to contact us! The contact information can be found from the last spread of this guide.

Remember to submit your works for licensing approval by Tactic Games.



1 NORTHERN LIGHTS ON SNOW – Horizontal banner



3 NORTHERN LIGHTS SKY – Horizontal banner



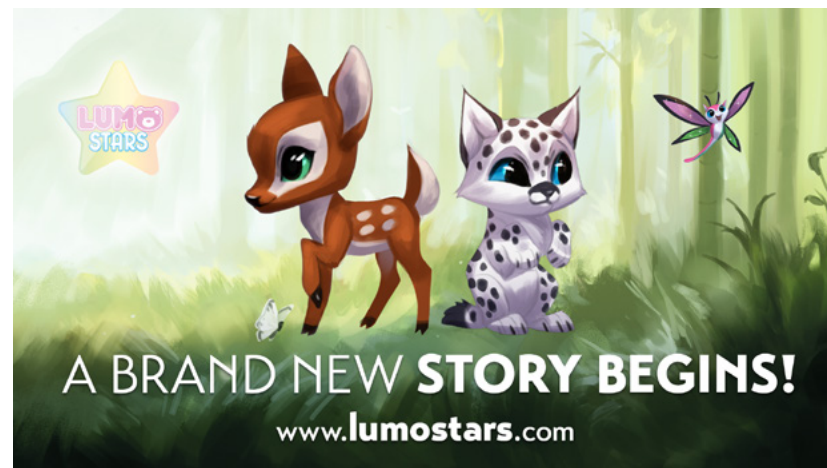
2 BONFIRE – Horizontal banner



4 NORTHERN LIGHTS SKY – Horizontal banner



5 FOREST HAZE – Horizontal banner



7 FOREST HAZE – Horizontal banner



6 FELS – Horizontal banner



8 STREAM – Horizontal banner

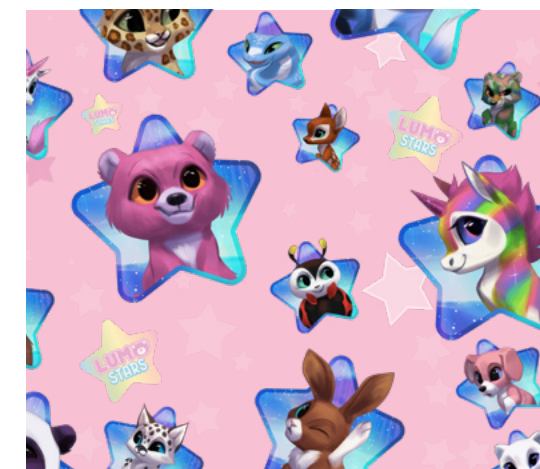


LUMO STARS PATTERNS

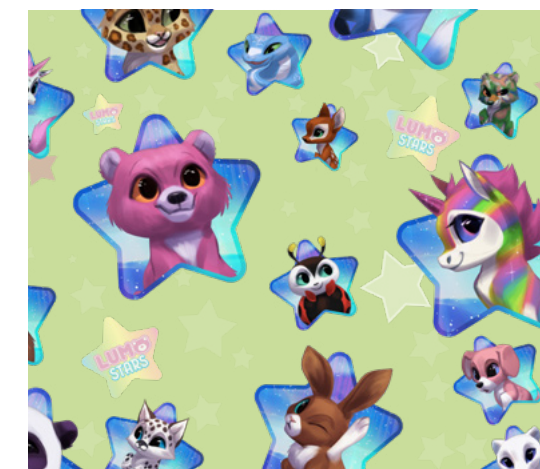
A BRAND NEW STORY BEGINS



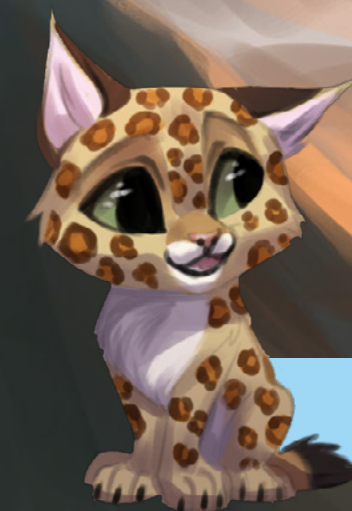
1 STARS – White



2 STARS – Pink



3 STARS – Green



LUMO STARS


CONTACT INFO

A BRAND NEW STORY BEGINS

Always submit all your work to Tactic Games for licensing approval via email.

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www . **lumostars** . com