



ILLUMINA

BRAND OVERVIEW



DECONSTRUCTION & ENLIGHTENMENT

The brand concept focuses on two very important representations. The first is visible in the strong, bold, and futuristic wordmark, creating the feeling of confidence and strength. There are spaces and breaks within the letters that represent pieces coming together to form one strong element, paralleling Illumina bringing all the pieces together to provide clear results for consumers.

The second is demonstrated with the use of circular shapes, creating a visual representation of the machines and technology used to enlighten patients by illuminating issues and providing clear results. Using light as a focal point we emulate the concept of a futuristic and modern experience.

THE WORDMARK
COLOUR TREATMENTS

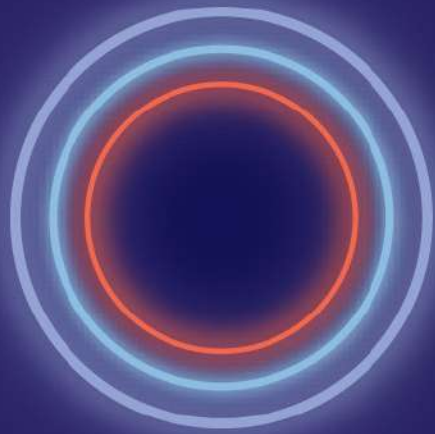
ILLUMINA

ILLUMINA

THE WORDMARK
SYMBOL TREATMENTS

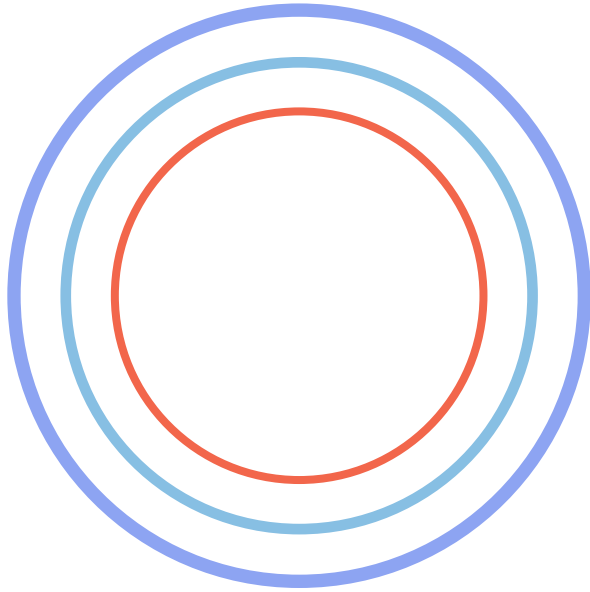


THE WORDMARK
SYMBOL TREATMENTS



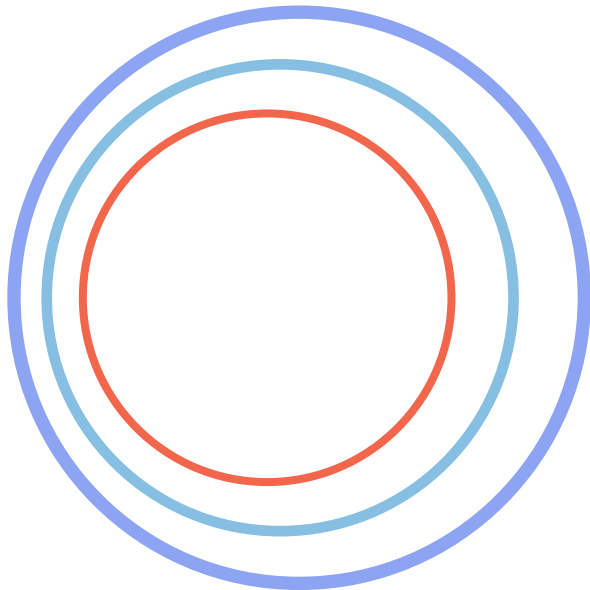
ILLUMINA

THE SYMBOL



LIGHTWAVES & ORIGINS

These designs focus on the concept of illumination and how it parallels the services that are offered by Illumina. The services offered are ones that enlighten consumers by highlighting issues and providing clear results. Using light as a focal point, as well as, circle and wave shapes we create a visual representation of the machines and the technology involved. In these geometric designs we emulate the concept of a futuristic and modern experience.



CUSTOMIZED ICONS

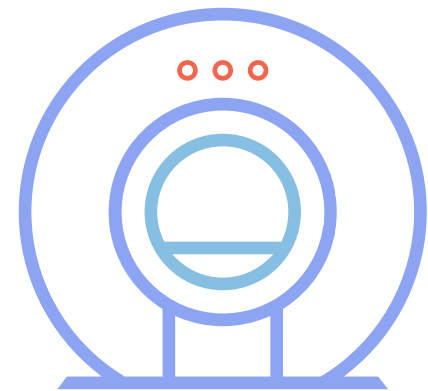
Icons can be customized to reflect the brand essence by integrating small brand elements based on the wordmark and circular shapes. This includes angles, straight edged corners, thinner outlines, circular shapes, and brand colours. The icons below are a few examples that demonstrate the use of brand elements within an icon to tailor it to the identity.



ULTRASOUND



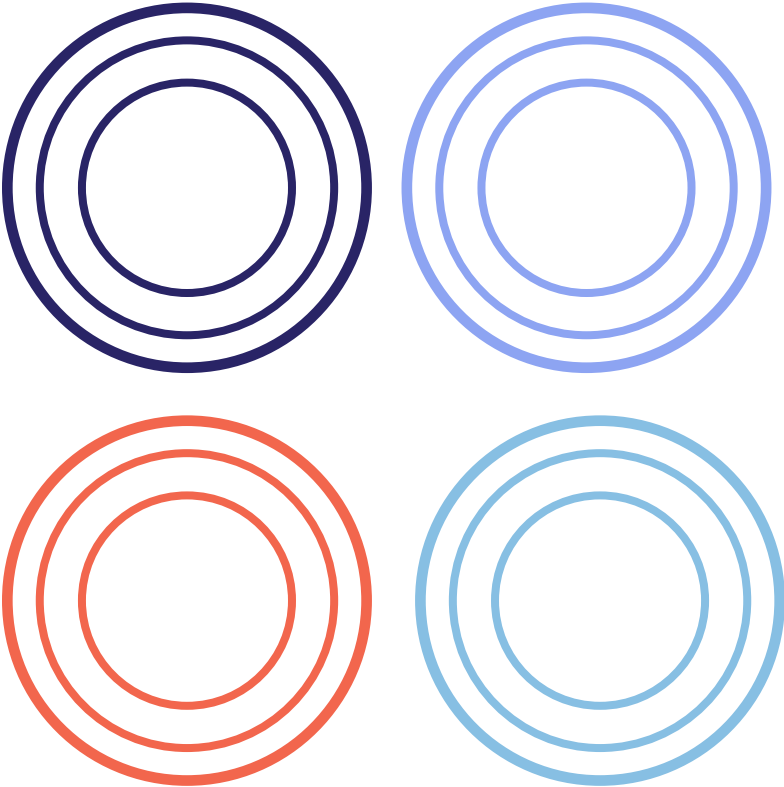
MRI



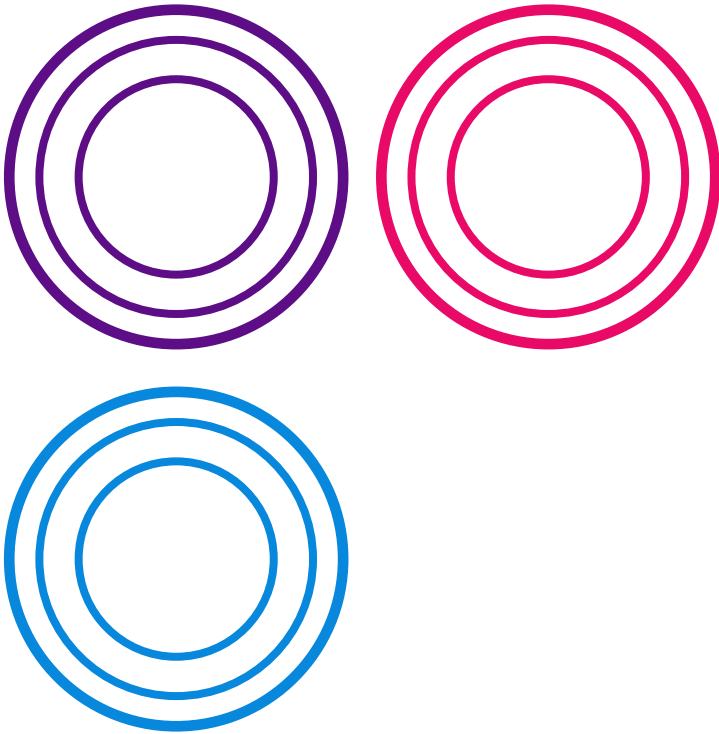
CT SCAN

COLOUR PALETTE: LIGHT

Primary

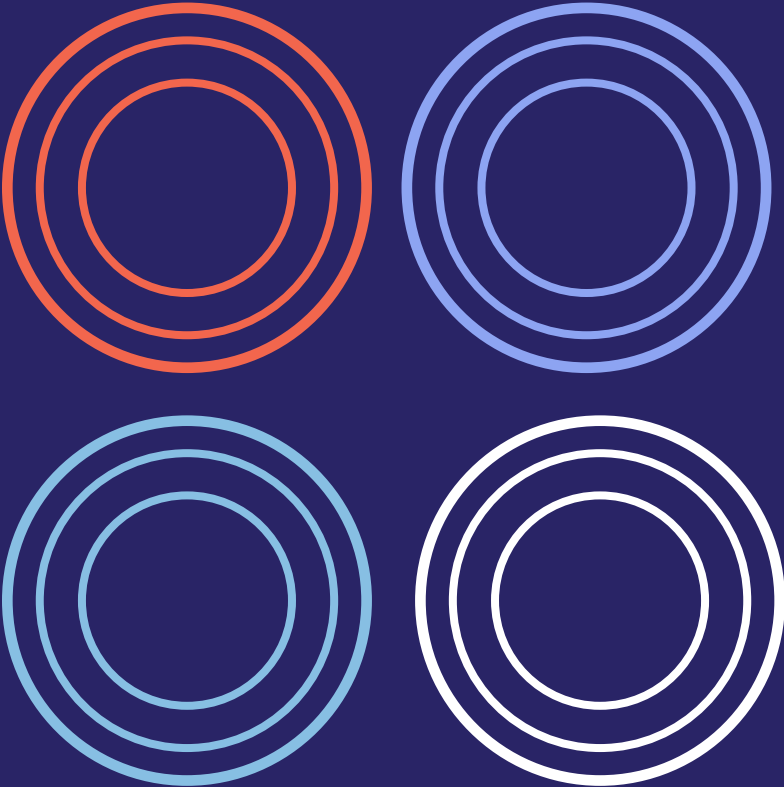


Secondary

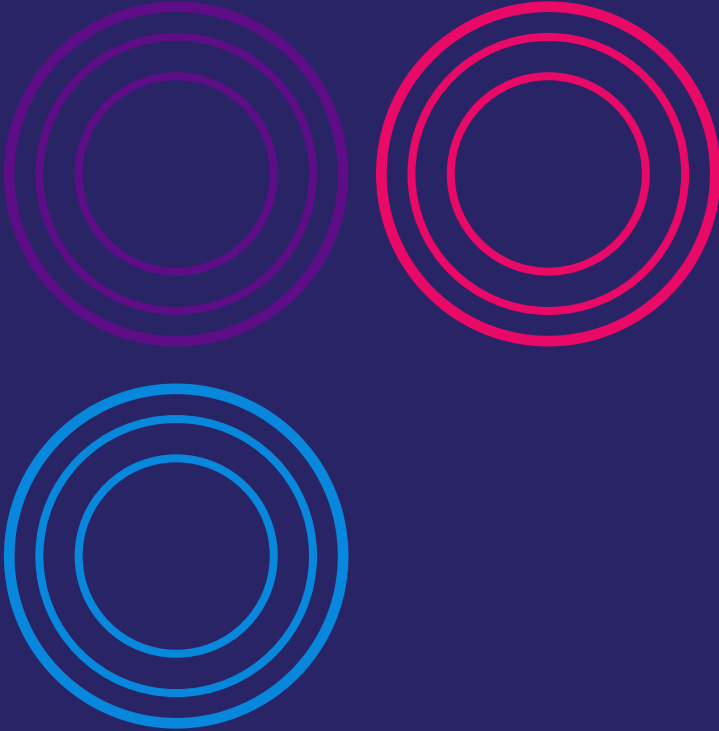


COLOUR PALETTE: DARK

Primary



Secondary



The image features a dark blue background with several glowing circles in light blue and orange. The word "ILLUMINA" is centered in a white, stylized, sans-serif font. The letters are bold and have a modern, geometric feel. The circles are of varying sizes and are scattered around the text, some overlapping each other. The overall aesthetic is clean, modern, and futuristic.

ILLUMINA

THE DECONSTRUCTION



THE DECONSTRUCTION



THE TYPOGRAPHY

Titles

ORBITRON REGULAR
Orbitron Regular

ORBITRON MEDIUM
Orbitron Medium

ORBITRON BOLD
Orbitron Bold

ORBITRON BLACK
Orbitron Black

Body Copy

Avenir Next Light

Avenir Next Regular

Avenir Next Medium

Avenir Next Demi Bold

Avenir Next Bold