

LUMA[●]
لوما



The power-on light.

لمبة التشغيل.

Every device has one moment that matters: the small light that tells you it is alive. LUMA turns that light into a brand. A calm, carbon-dark store where nothing shouts — and one lime-green dot marks what matters: the logo, the deal, the product in stock.

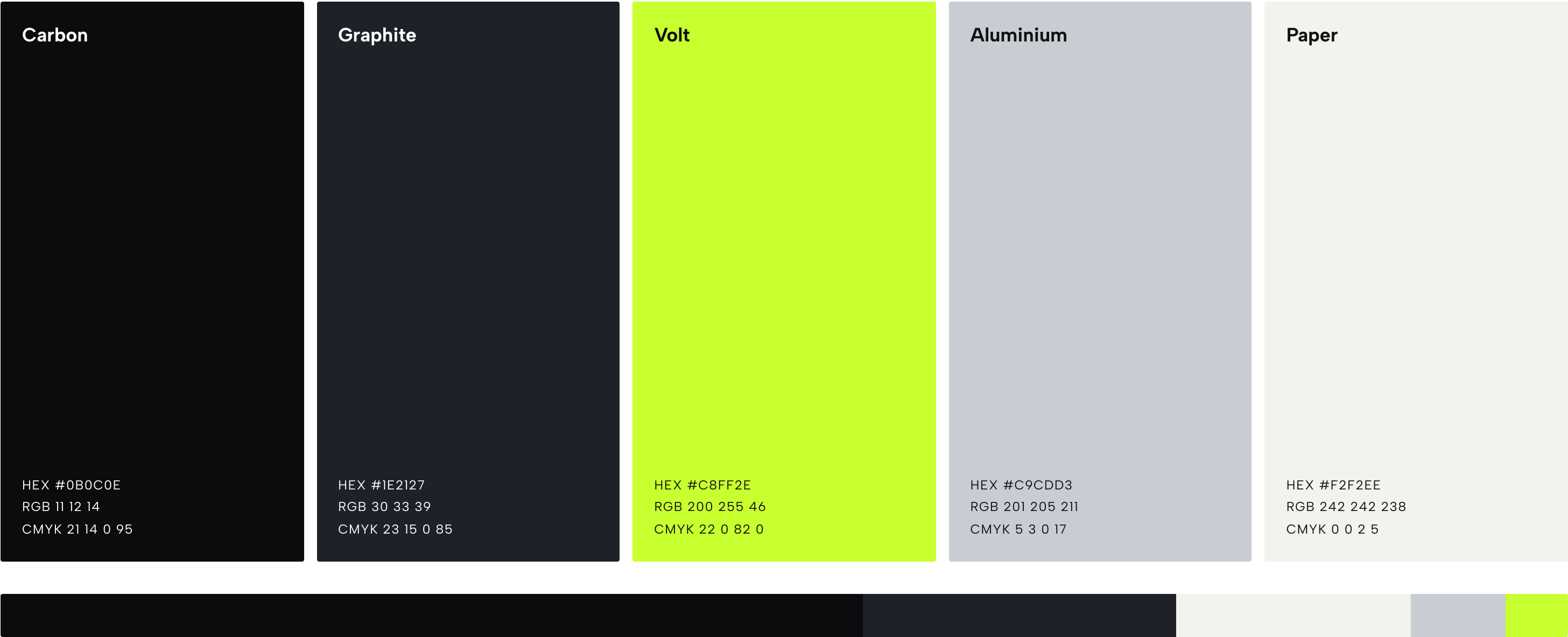
كل جهاز ليه لحظة واحدة مهمة: النور الصغير اللي بيقولك إنه صحي. لوما حوّلت النور ده لبراند. محل هادي غامق مفيهوش حاجة بتزعّق، ونقطة واحدة خضرا بتشاور على المهم: اللوجو، العرض، والمنتج المتوفر.



Clear space = **x**, the height of the Latin capitals. Nothing enters the dashed zone. Minimum size: 24 mm / 120 px wide for the full lockup.



Arabic leads, Latin follows. Never stretch, recolour outside the palette, add effects, or set the logo on busy photography without the dark or light panel.



Proportion of use across all touchpoints. One owned colour, used sparingly, carries the brand.

أ ب ج
لمبة التشغيل.

Arabic display — headlines, signage, packaging

Aa Bb

The power-on light.

Latin display — always set after the Arabic

كل جديد في التكنولوجيا

عنوان / H1 · 48

نص / Body · 18

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Everything new in tech

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Built for the shop floor, not just the screen.

- Fascia: backlit acrylic letters, 4000K, dot in RGB-LED lime #C8FF2E
- Price tag: 1 × 2 grid unit, Noto Sans Arabic width 75 for numerals
- Promo: only inside tiles — never more than 10% of a wall in Volt
- Stand: carbon island + 2.4 m light tower, lime floor line 20 mm

This chapter is where an identity meets fabrication: materials, light temperature, sizes and rules a contractor can build from.



A CONCEPT IDENTITY DESIGNED BY NEXT WAVE MARKETING AGENCY · NEXTWAVE360.NET