

Lucron
#thinkingahead

Our guidelines outline the rules for using the Lucron brand assets and showcasing Lucron product content. Please help us protect our brand, and present your work in the most appropriate way, by following these guidelines and only using approved brand assets from this site.

Master Logo

Our logo went through an evolutionary redesign to be more clear, sophisticated and to be aligned with our new brand strategy.

Please make sure you are using the current version of the logo.

Please always write the name "Lucron" with a capital L.

lucron.



Lucron.
Thinking ahead

Previous version

Current version

Logo

Standard Logo

Our Master Logo is made of logotype with a special dot.

The master logo is always used with the tagline "Thinking ahead" in vertical form.

All exceptions, regarding the use of form of the logo without a tagline, need to be consulted with the marketing department.

We always use only one variant of the Master Logo without any shortcut version.

Logo

LUCRON.
Thinking ahead

Endorsed version

Lucron logo should be an integral part of any other Lucron projects' logos (except for project Vydrica) as well. Please use "by Lucron" version.

Logo



Use of logo on primary colors

For using logo in monochrome version, we always think about contrast with the background.

In special cases, we can use logo in tint version.



Lucron Black



Lucron Black



Lucron White



Lucron White



Lucron version 40% Black

Logo

Clear Space

To preserve readability and to present trademark consistently, it is necessary to keep protection zone around the entire logotype. The required protection area from all sides of logotype equals the proportions of glyph from logotype.

The minimum width size allowed:

Print: 6 mm

Display: 80 px

Logo



80px / 6 mm

lucron.
Thinking ahead

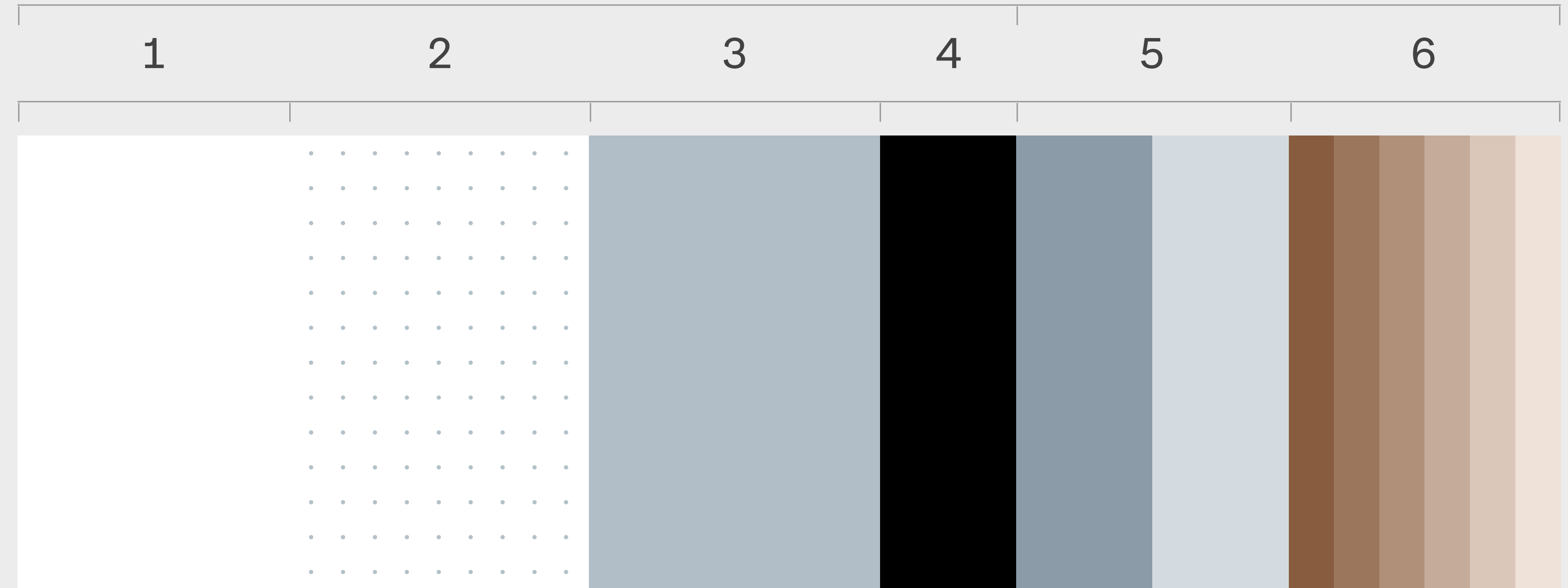
Colors and Typography

The Lucron brand uses black and white as base colours along with shades of grey and complements them with a combination of pastel colours. This allows the Lucron brand to stand out and leaves room for the visual identities of its other projects to stand out as well.

Colors

Primary Colors

Secondary Colors



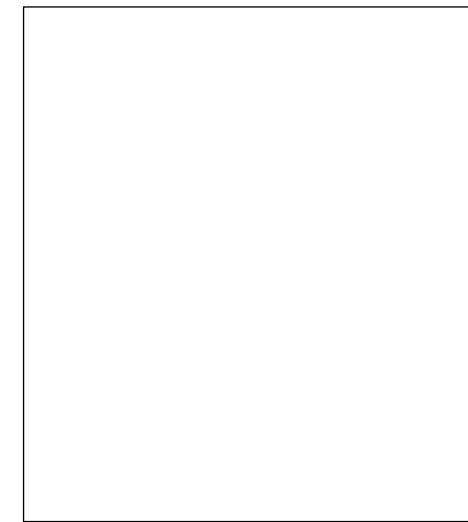
- 1 White
- 2 Dot Pattern
- 3 Brand Color
- 4 Black
- 5 Brand Color Tints
- 6 Secondary Colors

These colours are inseparable parts of Lucron brand and are used in general - in any kind of application. We try to avoid any other colors.

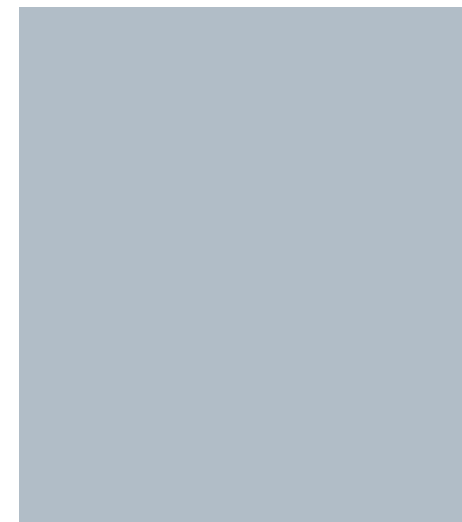
Lucron logo can only be presented in black, white or grey.

Color Palette

Primary Colors



RGB: 255-255-255
HEX: #FFFFFF
CMYK: 0-0-0-0



RGB: 177-189-199
HEX: #BBDC7
CMYK: 28-10-10-15

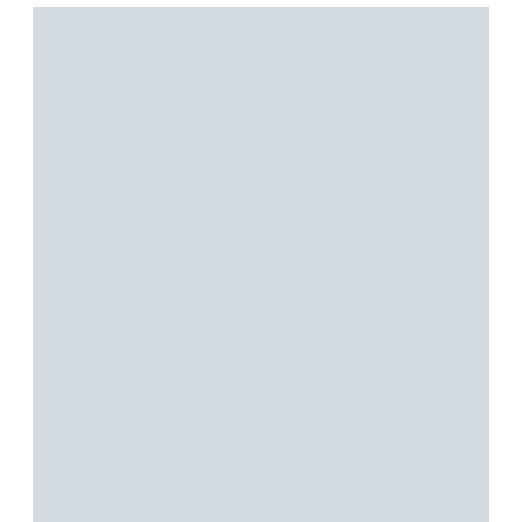


RGB: 0-0-0
HEX: #000000
CMYK: 10-20-30-100

Brand Colors Tints



RGB: 139-155-168
HEX: #8B9BA8
CMYK: 45-22-18-20



RGB: 212-219-224
HEX: #D4DBE0
CMYK: 18-6-6-5

Secondary Colors



RGB: 136-92-63
HEX: #885C3F
CMYK: 30-62-78-26



RGB: 156-118-92
HEX: #9C765C
CMYK: 27-52-62-18



RGB: 177-144-122
HEX: #B1907A
CMYK: 22-44-49-10



RGB: 197-171-154
HEX: #C5AB9A
CMYK: 20-33-36-4



RGB: 218-199-185
HEX: #DAC7B9
CMYK: 12-24-26-2



RGB: 238-226-217
HEX: #DAC7B9
CMYK: 13-14-0

We use our corporate typefaces:
Karbon and Approach.

Use of Karbon bold is forbidden.

Use of Karbon light in small sizes
is forbidden as well.

Typography

Karbon
Light

Something
about us

Approach
Regular
Semibold

The Lucron specialisation is large,
predominantly **residential development**
projects and the creation of integrated
urban units.

We focus on **building entire locales**, with the emphasis being
on modern and welcoming urbanism, the environment, modern
technology and **public spaces**.

We work hand-in-hand with only the **best architects, designers, builders and suppliers** in order to create
modern, elegant and, above all, top-class dwellings. Cooperation with the public and local self-governing
bodies are par for the course. On the Slovak market we utilise a vertically integrated business model.

Where using these typefaces is not possible, we use additional typeface Arial.

Typography

Arial
Regular

Something about us

Arial
Regular
Bold

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Thank You