



Brand Guidelines

The complete guide

This document defines the identity, purpose, tone, and visual DNA of Valynor Group



FOUNDER'S MESSAGE

“Valynor was born from a conviction that business, at its best, is not transactional but transformational. Our goal is to build an ecosystem where creativity, commerce, and human potential merge seamlessly.”

— Margaret Jemituwi, Founder & CEO

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OUR MISSION

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MISSION STATEMENT

To relentlessly pursue better human experiences and drive progress by connecting people, ideas, and markets through smart design, creative communication, and inclusive education. We uphold a commitment to consistency, creativity, and credibility while operating with global polish, a local heart, and the core values of Integrity, Innovation, and Human-Centeredness.



LOGO

02

BRAND LOGO

FULL LOGO



ICON



WORD MARK





LOGO USAGE

03

LOGO ON BACKGROUND



BRAND ICON



INCORRECT USAGE

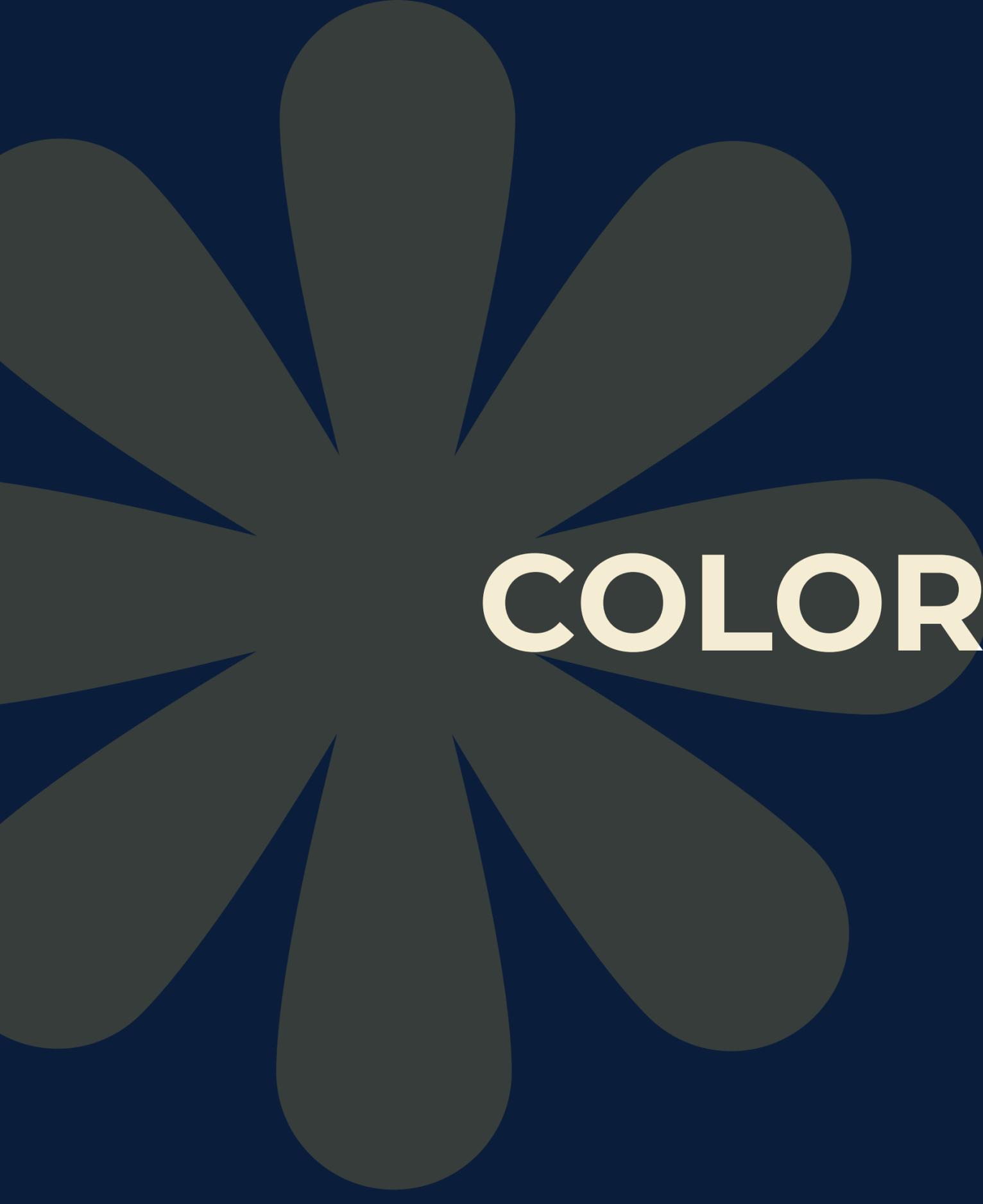


CLEAR SPACE



The LUMA SYNDICATE logo requires a clear space around it to ensure visibility and integrity.

Maintain at least 40px of clear space on all sides of the logo to avoid interference from other design elements. This spacing ensures the logo remains prominent and unobstructed in all applications.

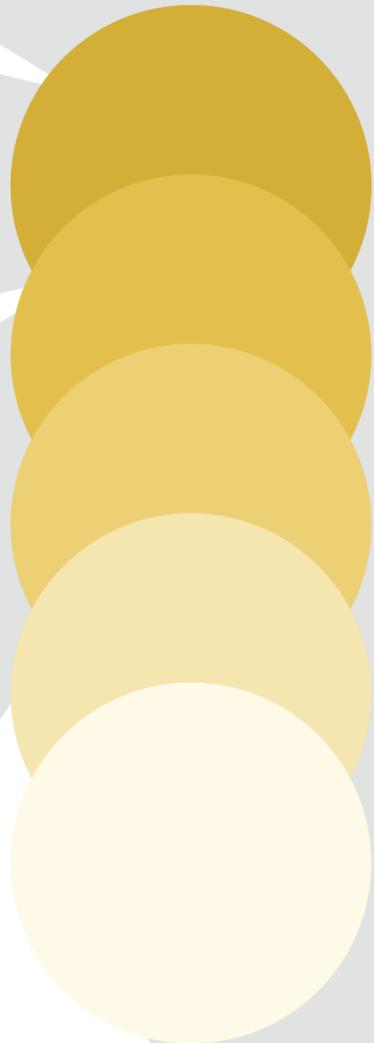


COLOR PALETTE

044

COLOR CODES

#D4AF37



#7A7D7F



#0A1E3C

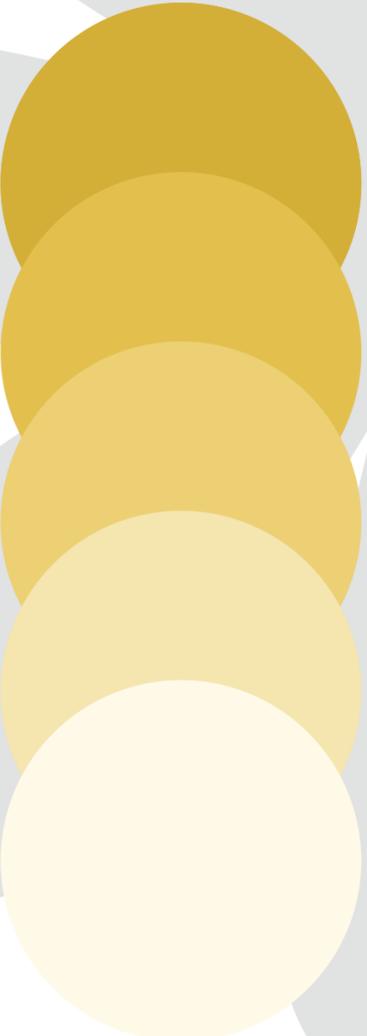


#00A99D



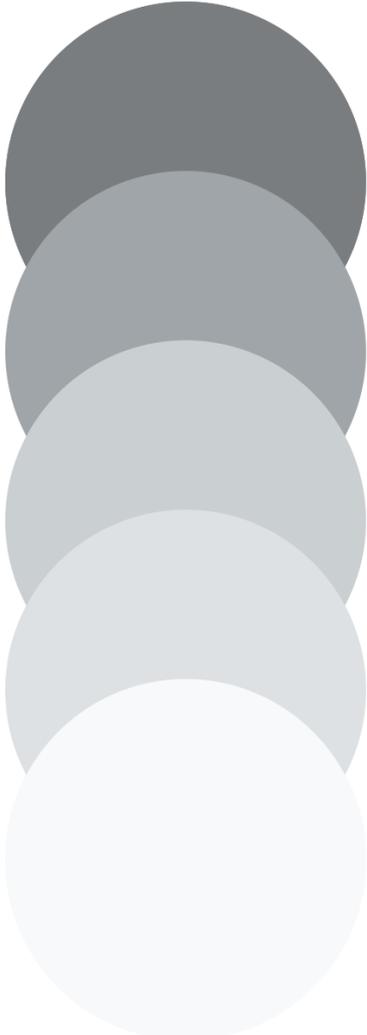
COLOR DESCRIPTION

#D4AF37



The color code #D4AF37 represents a rich gold or deep yellow hue. This color commonly signifies wealth, luxury, prestige, and success, while also conveying optimism, warmth, and joy. It is often used to evoke feelings of illumination, majesty, and elegance.

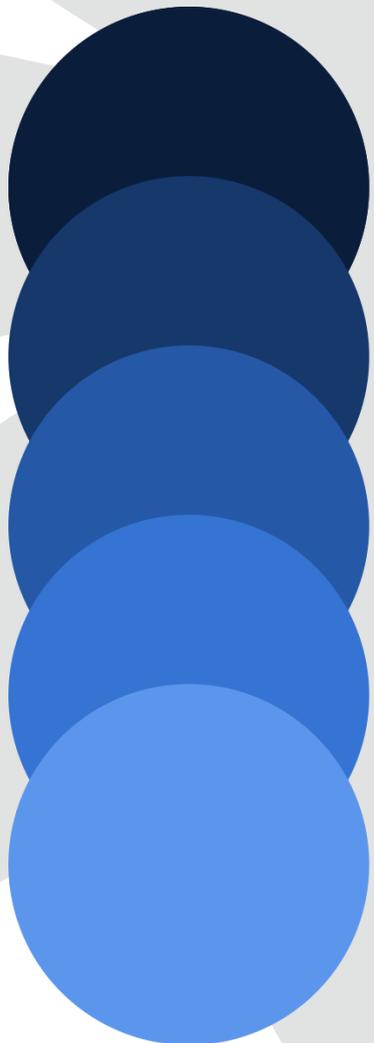
#7A7D7F



#7A7D7F is a neutral medium gray color. It primarily suggests balance, impartiality, and neutrality, sitting between black and white. It also signifies formality, sophistication, and professionalism, serving often as a supporting background color due to its practical and non-distracting nature.

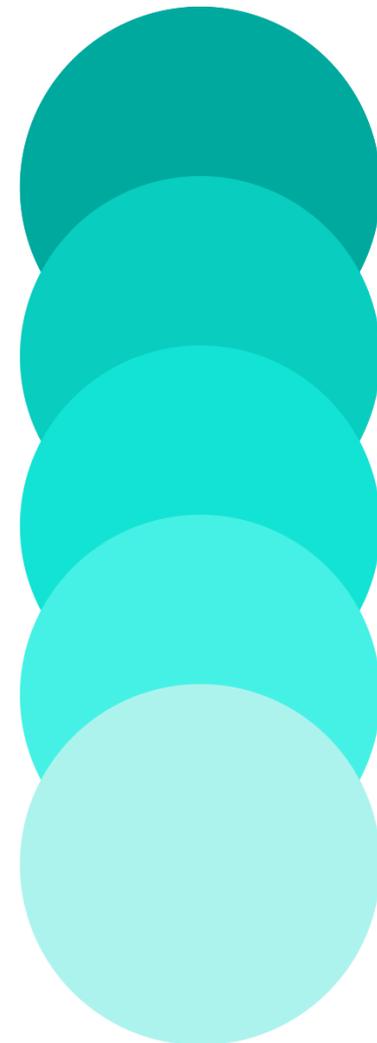
COLOR DESCRIPTION

#0A1E3C

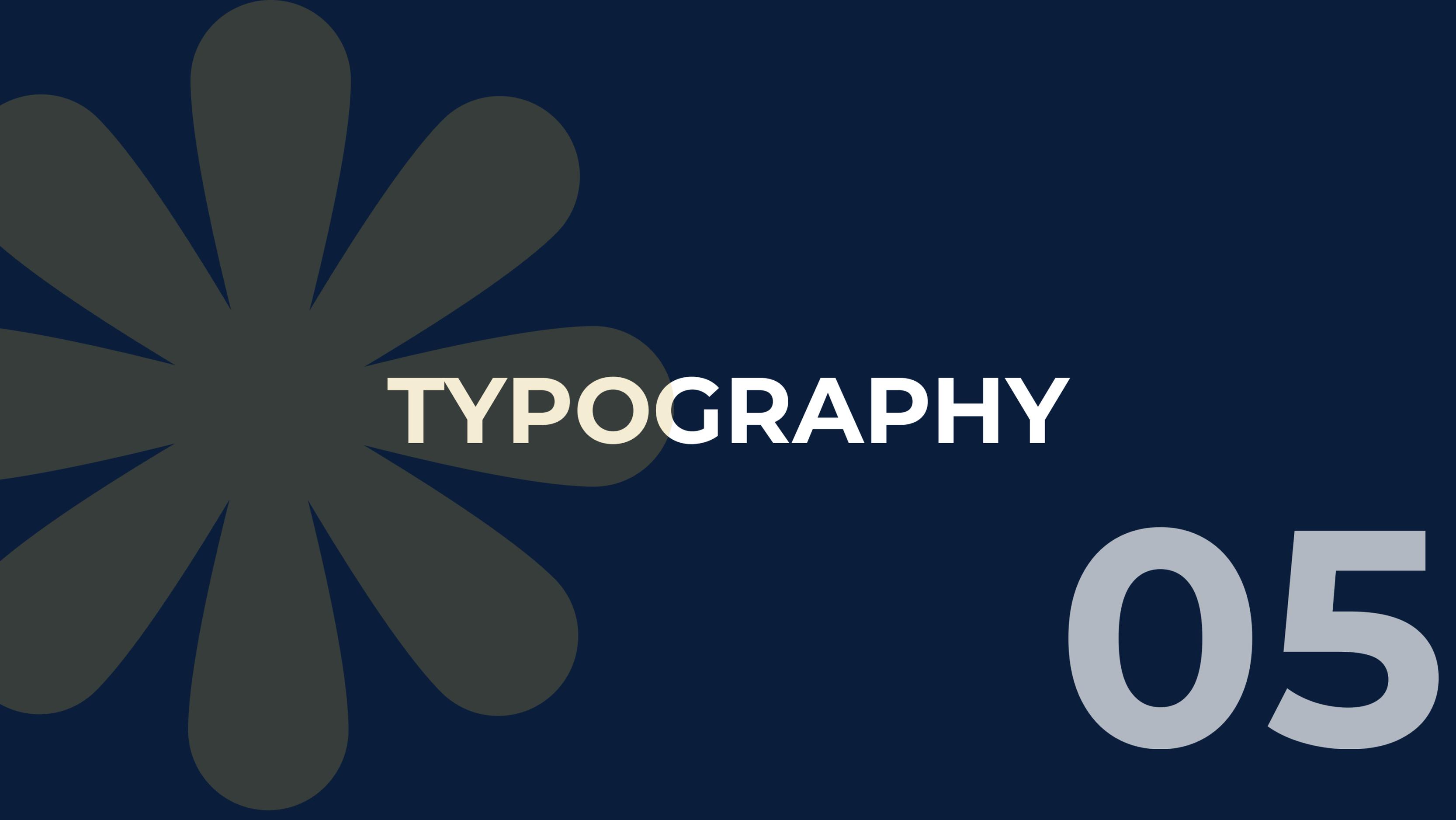


The hex code #0A1E3C denotes a very deep color, typically a Navy Blue. This hue is strongly associated with trust, reliability, and stability, making it a staple for corporate and financial branding. It also conveys authority, intelligence, and a sense of deep security and calmness.

#00A99D



#00A99D represents a vibrant, deep color known as Teal or deep Cyan. This color combines the tranquility of blue with the renewal of green, suggesting mental clarity, sophistication, and wellness. It is often used to convey peace, a connection to nature (water), and a modern, contemporary elegance.



TYPOGRAPHY

05

PRIMARY FONT

MONTSERRAT BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

SECONDARY FONT

LORA REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890



SOCIAL MEDIA

06

PROFILE PIC





BRAND VISUALS

07



A circular sign with a yellow center and a dark wood-grain border is mounted on a light-colored wall. The sign features the Valynor Group logo, which consists of a stylized blue 'V' icon followed by the text 'VALYNOR' in a bold, blue, sans-serif font, and 'GROUP' in a smaller, lighter blue, sans-serif font below it. The sign is attached to the wall with a metal bracket. In the background, there are green leaves of a tree and a brick wall.

VALYNOR
GROUP



