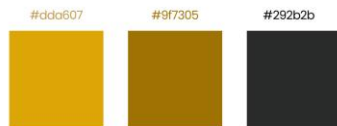
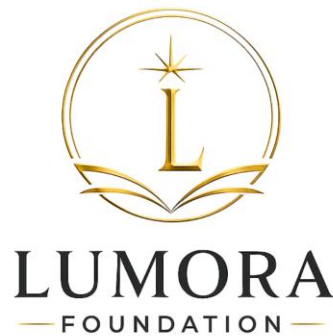


LUMORA
FOUNDATION

LOGO & BRAND USAGE POLICY

Official Visual Identity Control Standard



Document Code	LUM-MEDIA-012
Version	1.1
Status	FINAL / ADOPTED
Document Owner	Management Board
Classification	Public Edition / Authoritative

DOCUMENT CONTROL

Document Title	Logo & Brand Usage Policy
Document Code	LUM-MEDIA-012
Version	1.1
Policy Family	Media & Institutional Communications
Document Owner	Management Board
Approval Authority	Supervisory Board / Management Board as assigned under the Code of Policies
Effective Date	14.09.2026
Review Cycle	Annual and upon material brand change
Classification	Public Edition / Authoritative
Controlling Language	English

1. PURPOSE

This Policy protects the visual identity, reputation and institutional integrity of Sihtasutus Lumora Foundation by establishing mandatory rules for the use, reproduction, placement, approval and protection of the Lumora Foundation name, logo, emblem, wordmark and related brand assets.

This Policy supplements the Code of Policies, including the rules requiring use of approved logos, templates, titles and digital channels and prohibiting altered logos or unauthorised credentials.

2. SCOPE

This Policy applies to governing-body members, employees, volunteers, ambassadors, delegates, consultants, interns, contractors, project teams, partner organisations and any other person or entity authorised to use Lumora Foundation brand assets.

3. CONTROLLED BRAND ASSETS

The official brand kit is a controlled institutional asset. Only files expressly designated by Lumora Foundation as approved master assets may be used. Screenshots, recreated artwork, traced versions, AI-generated approximations, unofficial redrawings and files extracted from social-media posts or documents are not master assets.

For avoidance of doubt, the current kit contains several design explorations. Variants carrying the wording “yels & eduuni” are not treated as the Lumora Foundation institutional logo under this Policy unless the

Management Board separately approves them in writing for a defined purpose. The Foundation institutional mark must use the approved “LUMORA FOUNDATION” identity.

4. APPROVED CORE IDENTITY

The approved institutional identity consists of the Lumora emblem and the LUMORA FOUNDATION wordmark in an approved master configuration. The emblem includes the Lumora “L”, star/light motif, enclosing arch and open-book/leaf form as supplied in the controlled master artwork.

5. OFFICIAL COLOUR PALETTE

The brand kit specifies the following core digital colours. These values shall be used when reproducing the identity in standard digital applications:

Role	HEX	Control
Primary Gold	#DDA607	Approved core colour
Deep Gold	#9F7305	Approved core colour
Charcoal	#292B2B	Approved core colour

The kit also displays alternative gold tones (#C0994D, #936A27 and #5E4717) in exploratory variants. They shall not replace the core institutional palette unless formally designated as approved secondary colours in the controlled Brand Asset Register.

6. PERMITTED USE

- Official Foundation documents, reports, presentations, certificates and approved publications.
- Foundation-controlled websites, social-media accounts and institutional email materials.
- Approved events, programmes, campaigns and project materials.
- Partner or co-branded materials only after the relevant Lumora approval.
- Credentials, identification and representative materials only within the holder’s current written authority.

7. PROHIBITED USE

- Do not alter, redraw, distort, stretch, compress, rotate, crop or rearrange the logo or its components.
- Do not change approved colours, apply unapproved gradients, shadows, outlines, filters, textures or effects.
- Do not substitute fonts or re-typeset the wordmark as a replacement for approved artwork.
- Do not remove, add or replace the words “LUMORA” or “FOUNDATION” in an approved institutional lock-up.
- Do not combine the logo with another symbol, organisation name, slogan or programme mark in a way that creates a new logo without written approval.
- Do not place the logo on a background that materially reduces contrast, legibility or dignity.
- Do not use the logo for personal, commercial, political, religious, fundraising or endorsement purposes outside written institutional authority.
- Do not imply accreditation, sponsorship, partnership, diplomatic status or endorsement merely by displaying the logo.

- Do not transfer editable master artwork to unauthorised third parties or allow third parties to create derivative marks.
- Do not use expired, withdrawn, superseded or unofficial logo files.

8. CLEAR SPACE, SIZE AND LEGIBILITY

The logo shall always be surrounded by sufficient clear space to remain visually independent from text, page edges, photographs and other marks. Until a dimensional grid is issued as part of the master brand guide, users shall not crowd the logo and shall preserve the proportions and visual breathing space of the supplied master artwork.

The logo shall not be reproduced at a size at which the word “FOUNDATION”, the emblem or other essential elements become illegible. Where space is limited, an approved emblem-only asset may be used only if that asset has been formally released by Lumora Foundation for such use.

9. BACKGROUNDS AND MONOCHROME USE

The preferred application is an approved full-colour logo on a clean, high-contrast background. Black, monochrome or reverse applications may be used only where they exist as approved master assets or are specifically authorised. Users shall not independently recolour the logo for dark backgrounds or special campaigns.

10. CO-BRANDING AND PARTNER LOGOS

Use alongside a university, NGO, donor, sponsor, public authority, festival, project or other third-party logo requires an approved relationship and, where appropriate, approval of the final artwork. Placement shall not falsely imply ownership, endorsement, accreditation, exclusivity or a legal relationship beyond the actual written arrangement.

Third-party marks remain subject to their owners’ rules. Lumora Foundation shall not use UNESCO, EU, EAFF, governmental, donor or partner marks merely because a relationship, membership, participation or event is referenced; the relevant permission and usage conditions must be satisfied.

11. AMBASSADORS, VOLUNTEERS AND REPRESENTATIVES

Ambassadors, volunteers and representatives receive only a limited, revocable and non-transferable permission to use approved brand assets for authorised Foundation activities. Appointment to a role does not create ownership of, or independent licensing rights in, the logo. All use must remain within the person’s written mandate and cease immediately upon suspension, expiry, resignation or termination unless otherwise authorised in writing.

12. DIGITAL CHANNELS AND SOCIAL MEDIA

Only authorised institutional accounts may use the logo as an official profile image, account identity or page branding. Personal accounts may not present themselves as official Lumora Foundation channels. Brand files shall be stored in approved institutional systems and access shall follow role-based controls.

13. ARTIFICIAL INTELLIGENCE, GENERATIVE MEDIA & SYNTHETIC BRAND CONTENT

The Lumora Foundation logo, emblem, wordmark and other controlled brand assets shall not be recreated, redrawn, transformed, stylised, extended, animated or otherwise modified by generative artificial intelligence systems or other automated image-generation tools. AI-generated approximations, lookalikes, derivative marks or synthetic variants are not approved institutional assets.

Approved master logo files may be placed into an AI-assisted or AI-generated design only as an unchanged final brand asset after the surrounding visual content has been created. The AI system shall not be permitted to regenerate, reinterpret or alter the logo itself.

Lumora Foundation brand assets shall not be uploaded to third-party AI systems for model training, fine-tuning, embedding, dataset creation, style transfer or similar reuse unless the Management Board has expressly approved the system, purpose, data-handling terms and intellectual-property safeguards in writing.

AI-generated posters, social-media graphics, videos, presentations, mock-ups or campaign materials that display or refer to Lumora Foundation must undergo human review before publication. Review shall confirm brand accuracy, institutional authority, factual accuracy, appropriate disclosures where required, and compliance with LUM-AI-011 and this Policy.

The logo shall not be used in deepfakes, synthetic endorsements, simulated statements, fabricated partnership announcements, false event materials, fake certificates, badges, credentials, identification cards, letterheads, fundraising materials or any other AI-generated content that could imply an unauthorised relationship, approval, accreditation, appointment or institutional position.

AI systems shall not be used to generate a new logo, sub-brand, programme mark, seal, badge, certification mark or visual identity using Lumora Foundation brand elements without a formal written brand decision. Similarity to the official logo does not create permission to use a generated design.

Any suspected AI-enabled misuse, impersonation, synthetic media abuse or unauthorised reproduction of Lumora Foundation brand assets shall be treated as a brand integrity incident and reported promptly to the Management Board or designated communications/integrity channel. The Foundation may require immediate removal, preserve evidence, suspend access and take contractual, disciplinary or legal action where appropriate.

14. PRINT, MERCHANDISE AND PHYSICAL ITEMS

Printing on stationery, banners, ID cards, clothing, gifts, signage, merchandise, certificates or other physical items requires an approved master file and prior approval where the item will be externally distributed, sold, gifted or displayed as an official institutional item. Suppliers shall receive only the files necessary for the approved production and may not retain or reuse them for other purposes.

15. THIRD-PARTY REQUESTS AND LICENSING

External organisations may use the Lumora Foundation logo only for the specific purpose, medium, territory and period authorised by Lumora Foundation. Permission may be withdrawn at any time where use is misleading, non-compliant, reputationally harmful or no longer connected to an authorised activity. Permission to use the logo does not grant ownership or any broader intellectual-property licence.

16. APPROVAL WORKFLOW

Use Case	Minimum Control	Approval
Routine use of approved template	Use current master asset without alteration	Authorised role owner
New external publication/campaign	Final artwork review	Communications / Management Board designee
Co-branding / partner use	Relationship + artwork verification	Management Board or written designee
Merchandise / signage	Production proof review	Management Board or written designee
New logo variant / structural change	Formal brand decision	Management Board; escalate where governance approval is required

17. BRAND ASSET REGISTER AND VERSION CONTROL

The Foundation shall maintain a controlled Brand Asset Register identifying approved logo files, file formats, colour variants, intended uses, version/date, owner and withdrawal status. The register, not possession of an old file, determines whether a brand asset is current and authorised.

18. MISUSE, CORRECTION AND ENFORCEMENT

Suspected misuse shall be reported to the Management Board or designated communications/integrity channel. Lumora Foundation may require immediate correction or removal, suspend brand access, withdraw permission, request destruction or return of files, and take contractual, disciplinary or legal action where appropriate. Material misuse involving fraud, impersonation, fundraising, safeguarding, reputational harm or unauthorised commitments shall be escalated promptly.

19. INTELLECTUAL PROPERTY

All rights in the Lumora Foundation name, logo, emblem, artwork and controlled brand assets remain with Lumora Foundation or the relevant lawful rights holder. Nothing in this Policy constitutes a transfer of ownership. Trademark symbols shall be used only where legally appropriate and institutionally approved.

20. EXCEPTIONS

Any exception must be documented, limited in scope and approved in writing by the Management Board or its formally authorised designee. An exception for one use does not create a precedent or continuing permission.

21. ADOPTION AND REVIEW

This Policy enters into force upon formal adoption under the Lumora Foundation document hierarchy. It shall be reviewed annually and whenever the visual identity, master logo files, intellectual-property position or material communications arrangements change.