LUSION

VISUAL IDENTITY

About Lusion.

Lusion is not a game. It is a Digital Parallel Reality.

It is a persistent, living social world built on Unreal Engine 5 where people create a second identity, build relationships, own spaces, and live a parallel life. There are no missions, no rankings, no enemies to defeat. The world runs 24/7 whether you are online or not. You enter it the same way you enter a city, on your own terms, at your own pace.

The person who comes to Lusion is not a gamer chasing a win. They are a Social Life Creator, someone who wants to exist in a world, not conquer it. They invest in how they look, where they live, who they know. Their avatar is their identity. Their reputation is built through presence, not performance.

The concept of the logo and its components.

The logo combines a clean word-mark with a distinctive graphic symbol. The symbol is designed in negative space, forming the silhouettes of two people whose gazes are aligned in the same direction—representing shared vision and common interests. Together, these elements create the shape of a planet accented with stars, evoking the expansive and connected world of Lucion.

An interesting fact is that the logo highlights the words "US", which, with their interweaving, directly speaks about the concept of the project.

A graphic symbol can be used both in a wordmark and separately.

Logo variations

Wordmark

Horizontal logo

Symbol

Vertical logo

Primary backgrounds:

Amsterdam Night:
#0C0A0E
(main dark background)

Canal Dark:
#161219
(cards, panels,
alternate sections)

Warm Charcoal:
#1E1A1F
(inputs, subtle surfaces)

Primary text:

Soft Cream:
#F0E8DC
(headings, body text)

Mist:
#9B9197
(secondary text, captions)

Accent colors:

Lusion Gold:
#D4A853
(primary accent, CTAs,
logo mark, links)

Canal Teal:
#2A8A8A
(secondary accent, tags,
secondary buttons)

Warm Glow:
#E8C06A
(hover and focus states
on gold elements)

Amber Light:
#F5C66E
(badges,
highlights, notifications)

Utility colors:

Smoke:
#2A252C
(dividers, borders,
subtle separators)

Soft Rose:
#D4607A
(error states)

Verdant:
#4A9B6E
(success states)

Typography system

main font

Fahkwand

AaBbCcDdEeFf-
GgHhIiJjKkLlMmNn
OoPpQqRrSsTtUu-
VvWwXxYyZz
1234567890~!@£
$%^&*()_+

A A A A

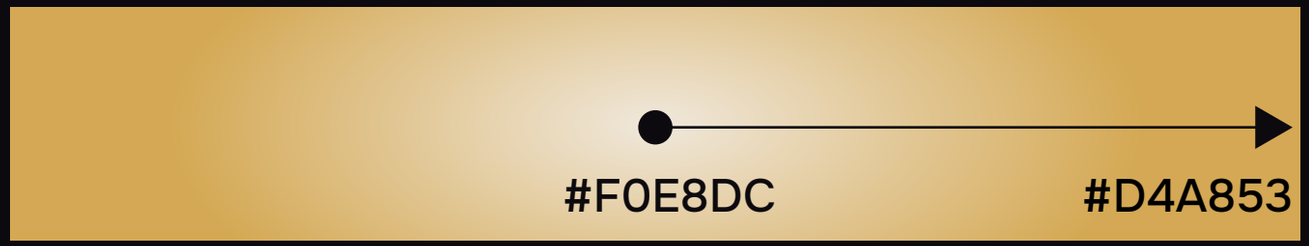
additional font

Onest

AaBbCcDdEeFfGg-
HhIiJjKkLlMmNn
OoPpQqRrSsTtUuV-
vWwXxYyZz
1234567890~!@£$
%^&*()_+

A A A A

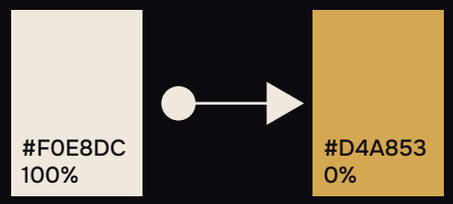
Consistent graphic style



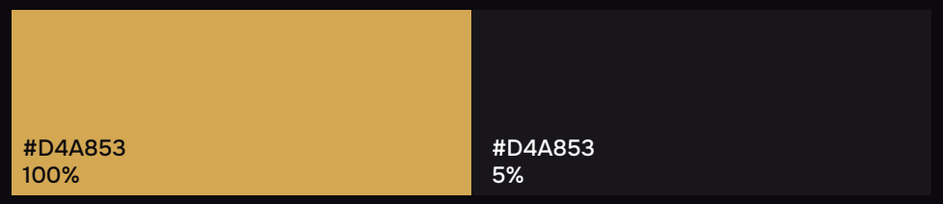
A gradient is created with a transition from
100% #F0E8DC color to 100% #D4A853 color

Gradient start
and end points

The colors are chosen so that they look
good on a black and a white background



Creating a gradient of decorative elements



Decorative elements repeat the style of the
weave in the word mark. #D4A853, 5%.

Logo system

1. Primary / Hero logo
Used for website, pitch deck, presentations, institutional materials.

2. Product / System version
Used in product UI, onboarding, interactions. No gradients.

64 pixel icon

32 pixel icon

3. Monochrome essential
Used for favicon, documents, watermarks.

4. App icon / symbol only

5. Simplified micro version
Used for HUD, small UI elements, notifications.

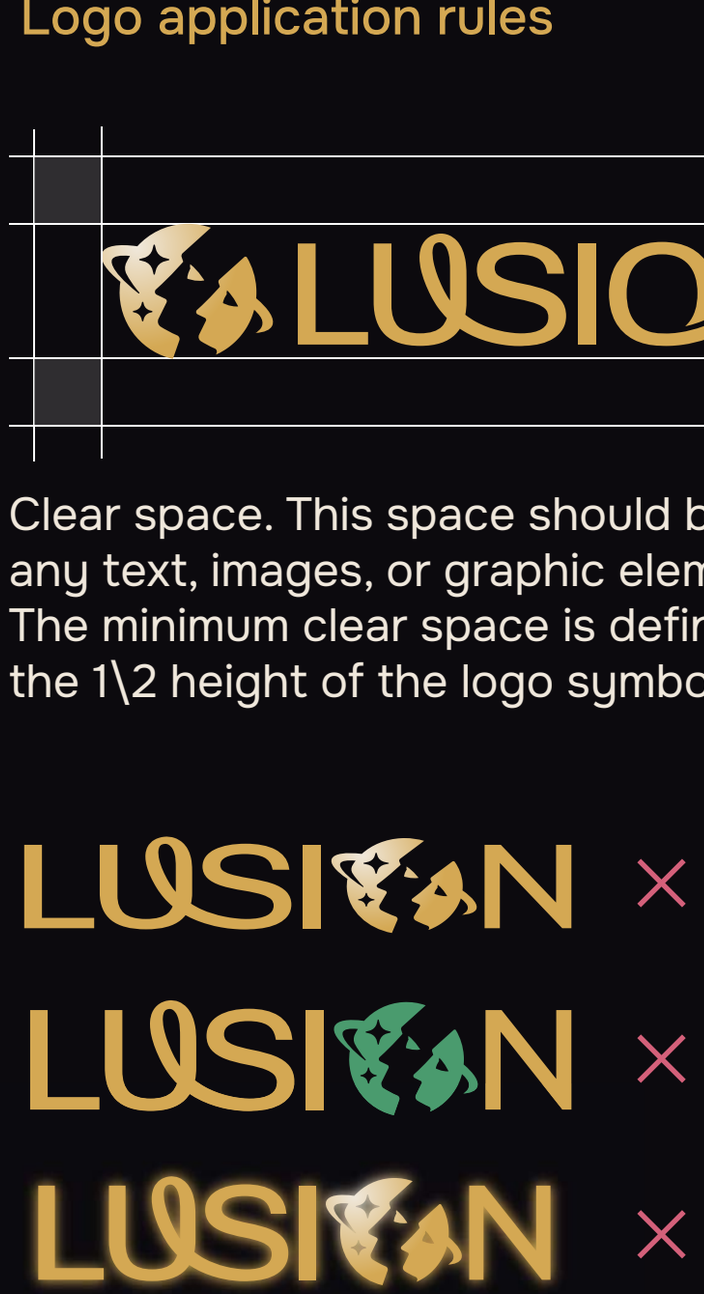
6. Light mode version
Used for dashboards and light UI.

7. Glass UI version
Adapted for translucent / blurred UI contexts.

Logo application rules

Clear space. This space should be free of any text, images, or graphic elements. The minimum clear space is defined by the 1\2 height of the logo symbol

In the vertical and horizontal versions of the logo, the height from the symbol to the text is the same



Incorrect logo usage. Do not stretch, recolor or add effects to the logo

24 pixels is the minimum height of the logo at which it does not lose its readability

LUSION

9:41

Lusion

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6
Calendar

Mail

Notes