# Lux Abacus

## Brand Identity



# Brand Story



Lux Abacus is built around the symbolism of the abacus — an ancient, extremely precise counting instrument. The name reflects a company that bridges heritage and modernity. Lux Abacus operates today with the same rigor, discipline, and structural logic that defined its work 30–40 years ago.
The philosophy has not changed in decades — only the market environment has evolved.



# Vision

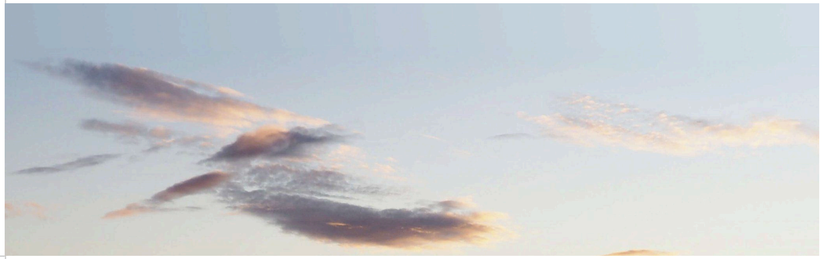
Lux Abacus is built on a long-standing professional concept:
• Delegation of property and capital management;
• Structuring, fine-tuning, and verifying how client capital is deployed;
• Ensuring that money is not only invested, but working correctly.
The company takes responsibility for structuring client capital, applies very strict frameworks and controls, focuses on precision, verification, and long-term profitability

We do not sell listings

We help investors navigate Dubai’s property market

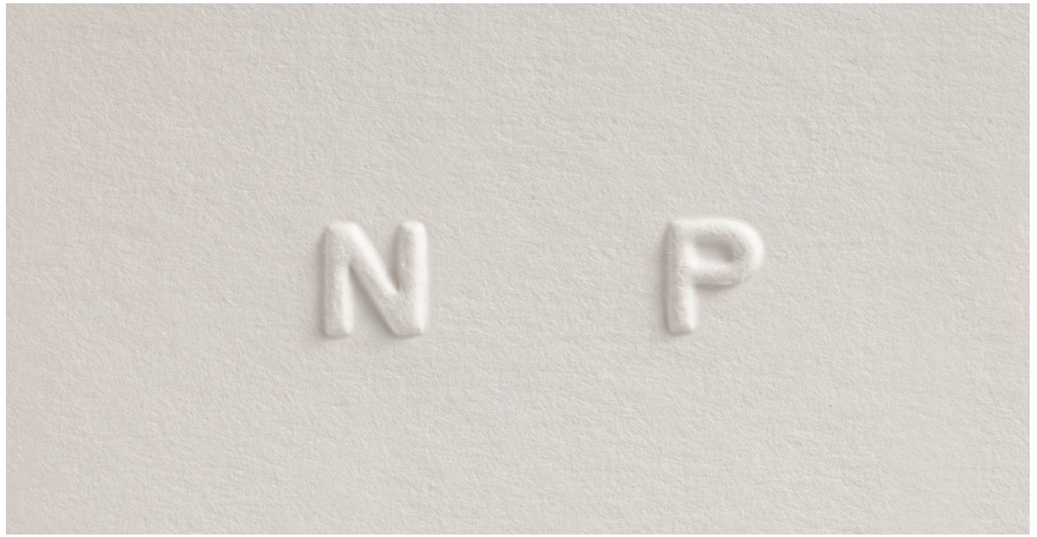

TRANSPARENCY
CLARITY
PRECISION

# References









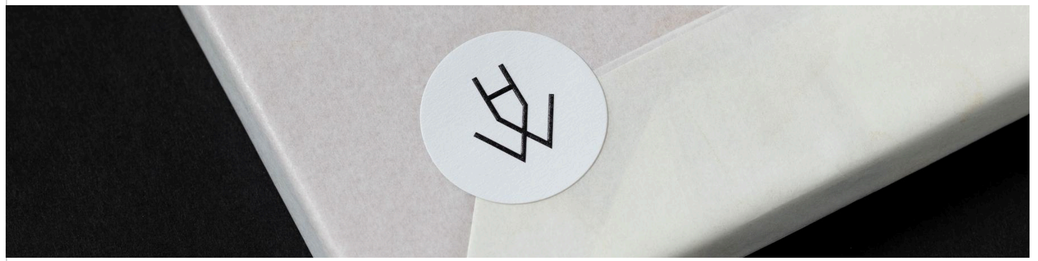


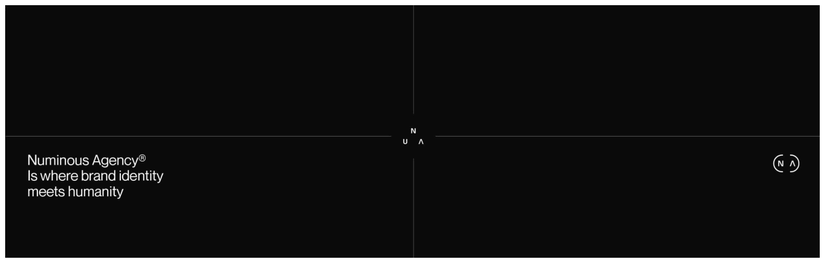



The references reflect a design that feels light yet confident – structured and precise through the use of geometry, and clean thanks to generous negative space.

Elegant sans-serif typography and minimalist monograms form the foundation of the visual concept.

The goal was to avoid anything decorative or trendy and instead create something timeless and trustworthy.





# Logotype

PRIMARY VERSION

LUX ABACUS

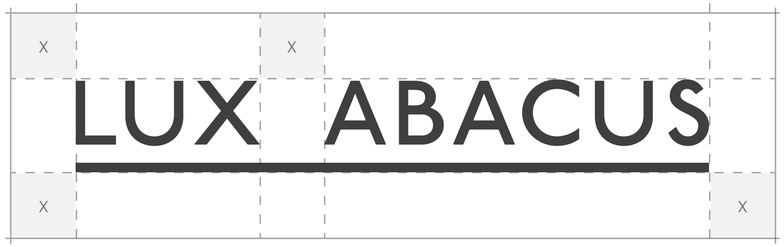
The primary logo is built using a refined sans-serif typeface that balances elegance, premium character and technical precision. The letterforms have a subtle proportion contrast, giving the logo a confident presence and a clear structure.

The tracking is intentionally increased, while the space between the two words is extended even further to symbolize openness and the space needed for thoughtful decision-making.

While learning about the company, the phrase “a company that bridges heritage and modernity” became a key inspiration. This idea is translated into the design through the use of structural lines, which also appear in the logo. These lines create a strong foundation and symbolise a reliable bridge between the client and their investment.

# Logotype

PRIMARY VERSION




This slide demonstrates the logo clear space. The minimum spacing equals the width of the letter X. No other elements should enter this protected area to maintain clarity, balance and legibility across all applications.



X — X




The logo can be used with or without the descriptor.

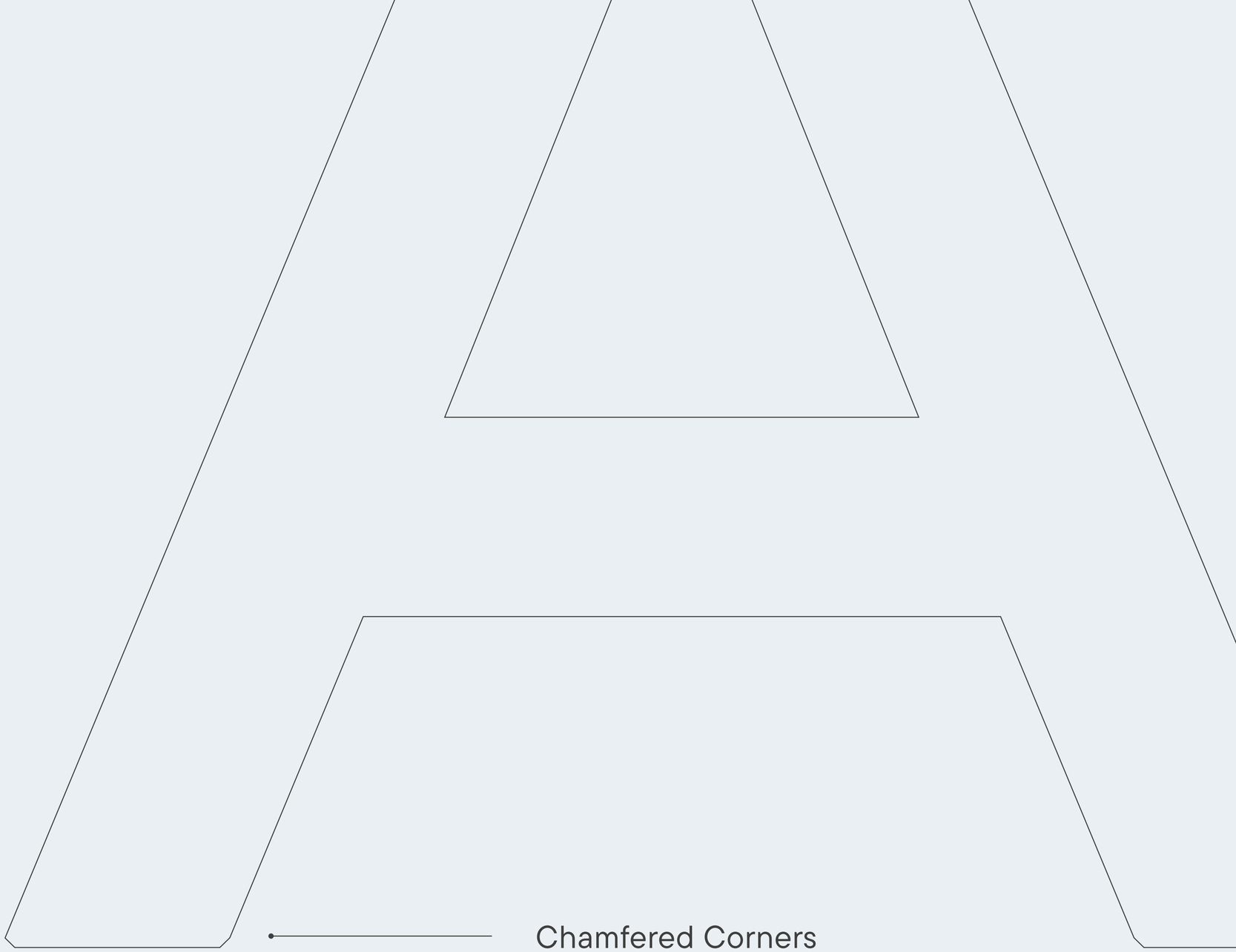
The descriptor is positioned with an intentional side offset. This layout decision subtly references the abacus and the uneven distribution of its counting elements, reinforcing the brand narrative through structure.

# Letters’ Geometry

Looking closer at the typography, each letter contains very subtle softened angles.

This detail is almost invisible at first glance — much like the care, responsibility and risk awareness the company provides behind the scenes.

This small typographic gesture removes visual “sharpness” and gives the logo a slightly softer, more human tone while preserving its professional authority.



# Logotype Placement







The logo can be used both horizontally and vertically. This approach references the vertical and horizontal guides of the abacus and reinforces the structured nature of the brand system.

# Logotype

SECONDARY VERSION

A simplified version of the logo was created for smaller applications. The spacing principle remains consistent here as well. This version can also be used with or without the descriptor depending on the context.



# Logotype

SECONDARY VERSION / WITH DESCRIPTOR

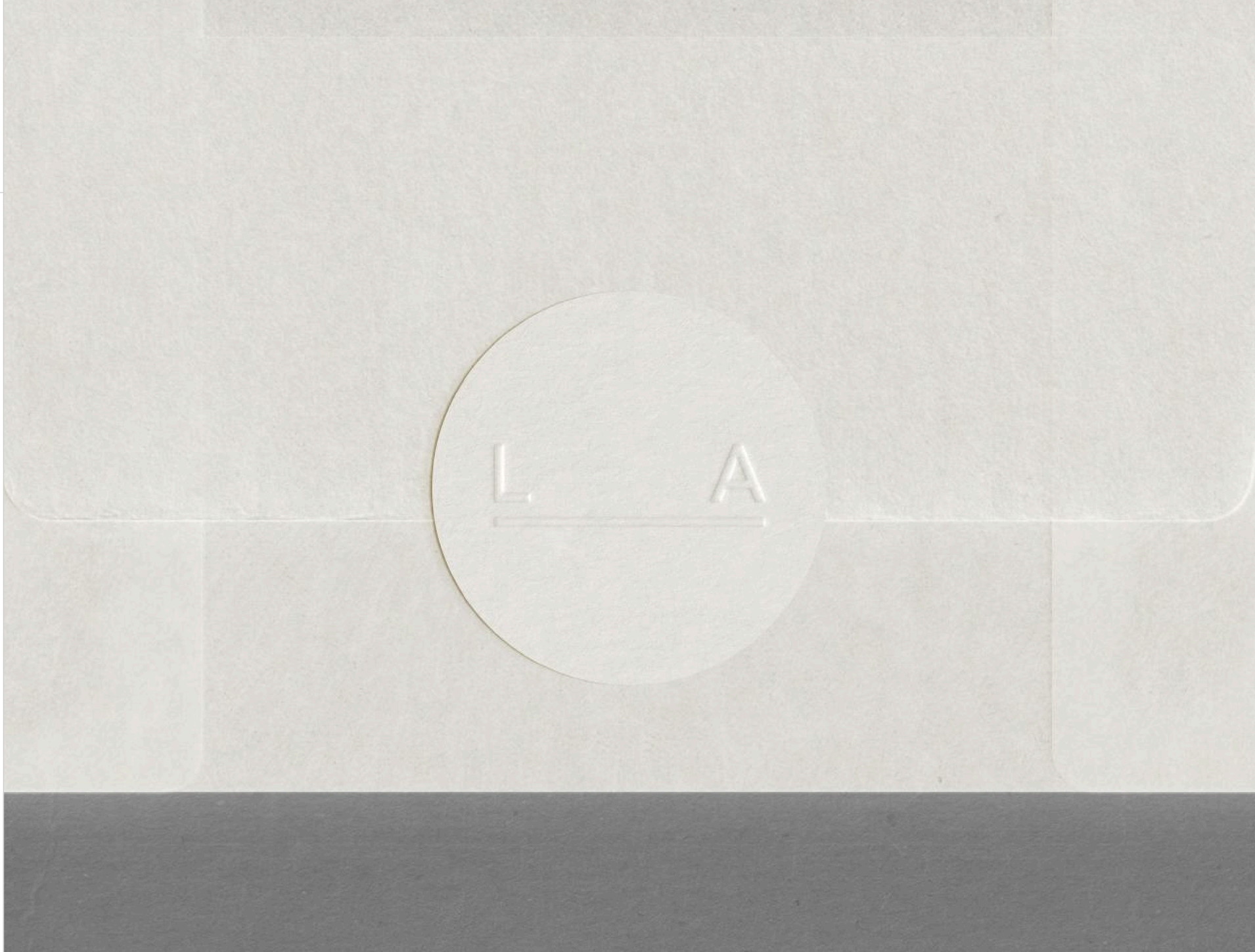



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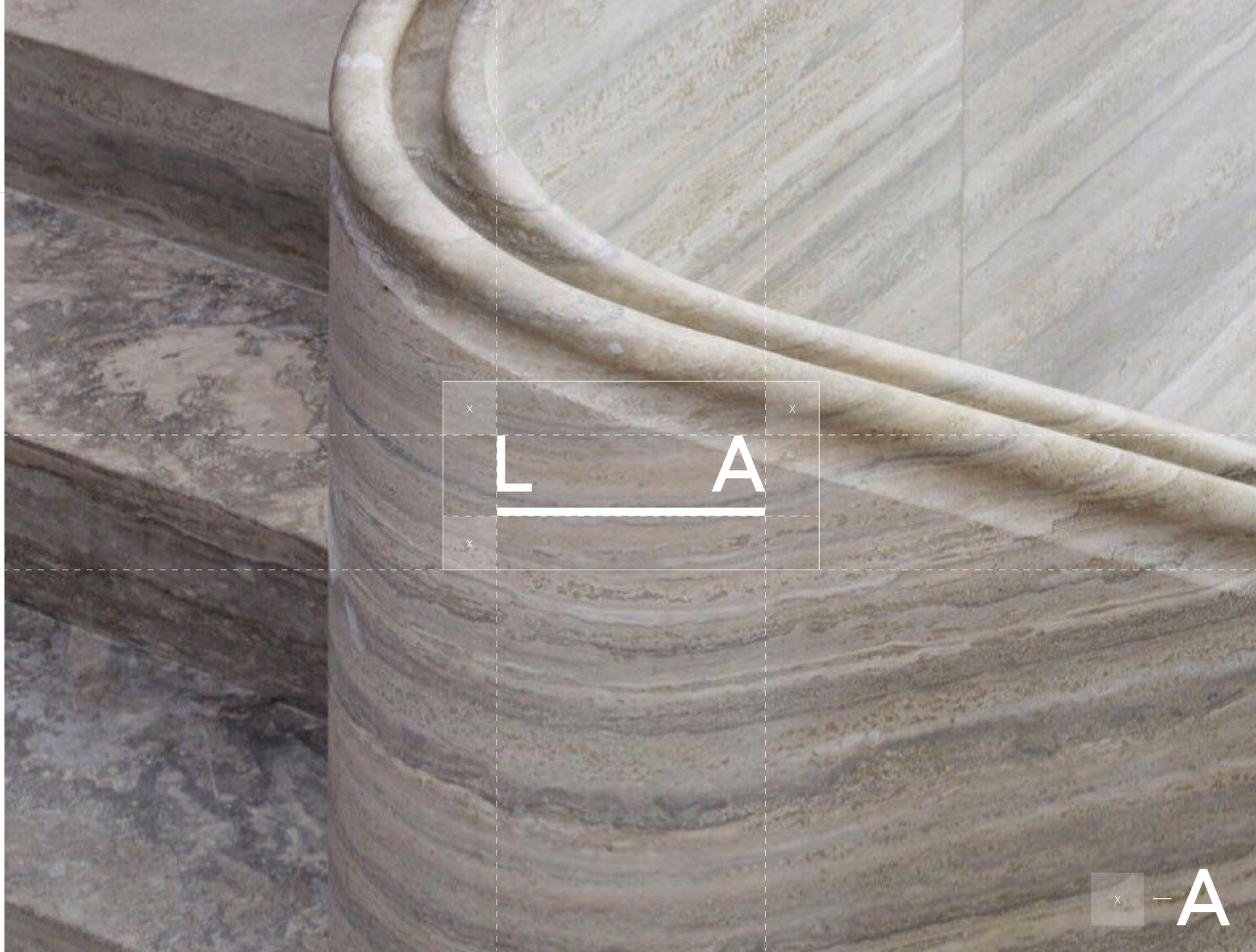


# Brand Monogram

The brand monogram is constructed from the two initials, following the same spacing logic as the main logo.
The generous space between the letters creates a feeling of structure, balance and quiet confidence.



# Brand Monogram




This slide demonstrates the logo clear space. The minimum spacing equals the width of the letter A. No other elements should enter this protected area to maintain clarity, balance and legibility across all applications.

# Brand Logomark

The symbol is built from the letters L and A, intersecting at the crossbar of the A. The minimal construction reflects the company’s disciplined approach, logic, precision and control.



# Brand Logomark

Lux Abacus is a discreet real estate advisory firm that helps investors approach Dubai’s property market with clarity, structure, and informed perspective. In a landscape often shaped by sales incentives and fragmented information, the firm focuses on reducing noise and framing opportunities within a coherent capital allocation context.



# Color Palette

The color palette reflects calmness, stability and trust.

The primary color is a soft light blue, representing clarity, intelligence and transparency – key qualities for building trust in real estate advisory. Blue is naturally associated with sky, water and air, creating a calming psychological effect.

Instead of using pure black, a softer graphite tone is introduced to maintain a more relaxed and premium feeling. Supporting greys add a technological and contemporary character, while an accent blue is used selectively in typography to introduce freshness and hierarchy without overwhelming the design.

## Main Colors

HEX: #DDE5ED
PANTONE 656 C

HEX: #FFFFFF
PANTONE COOL GRAY 2C

HEX: #3F3F3F
PANTONE 446 C

## Additional Colors

HEX: #D0D0CE
PANTONE COOL GRAY 2C

HEX: #A7A8AA
PANTONE COOL GRAY 6C

HEX: #69B3E7
PANTONE 292 C

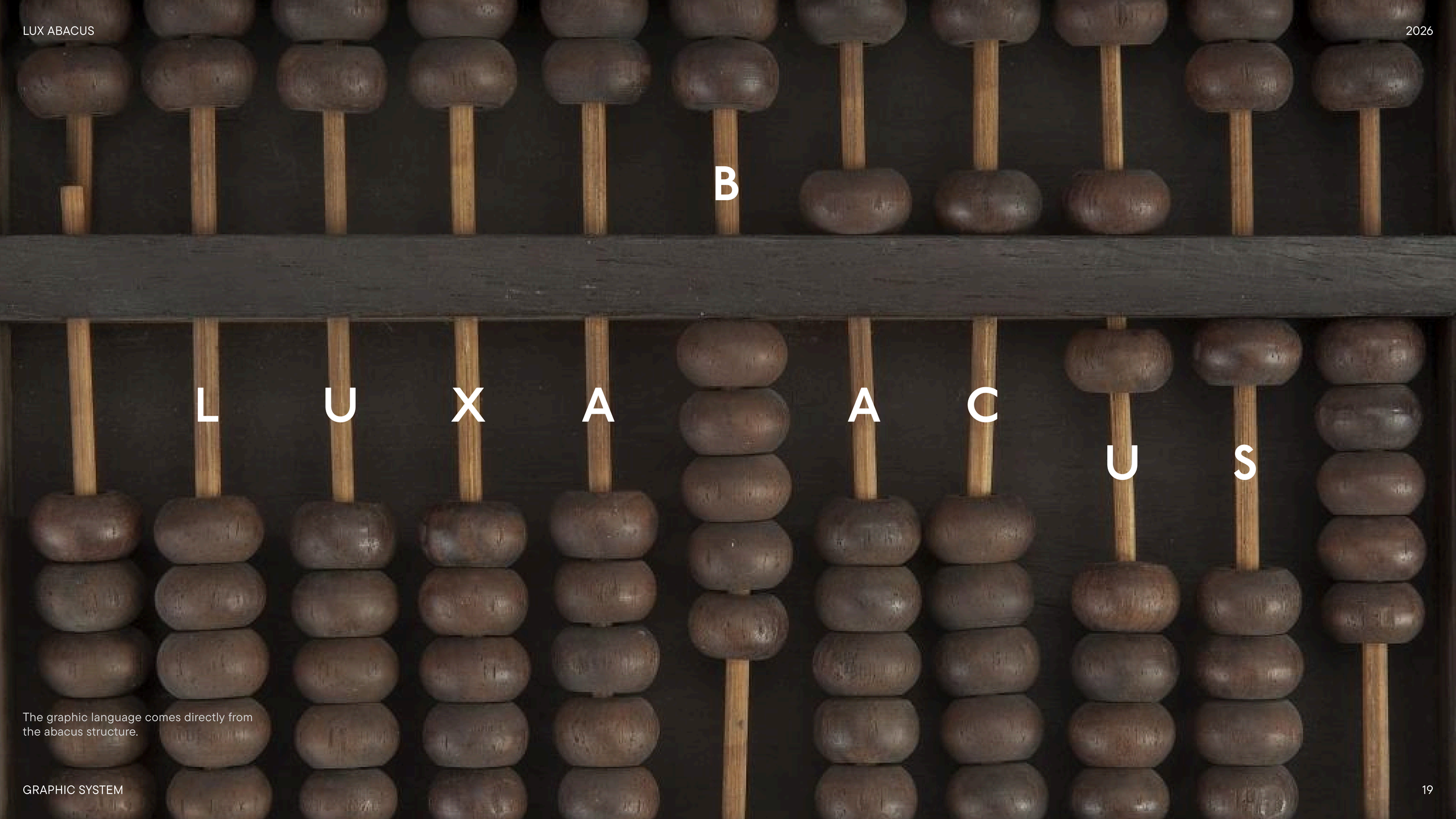
LUX ABACUS

DUBAI
REAL ESTATE
ADVISORY.

LUX ABACUS

DUBAI
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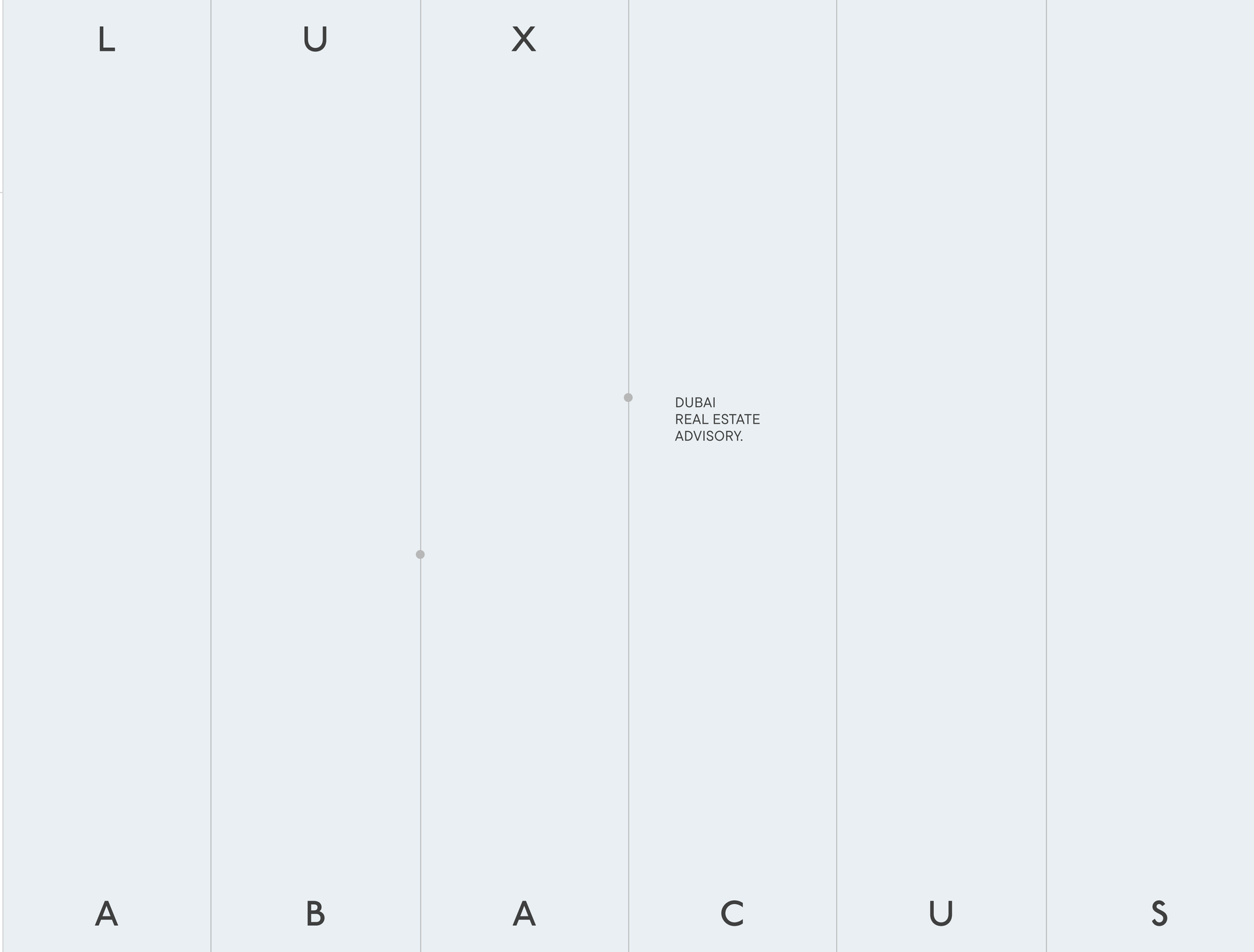



The graphic language comes directly from the abacus structure.

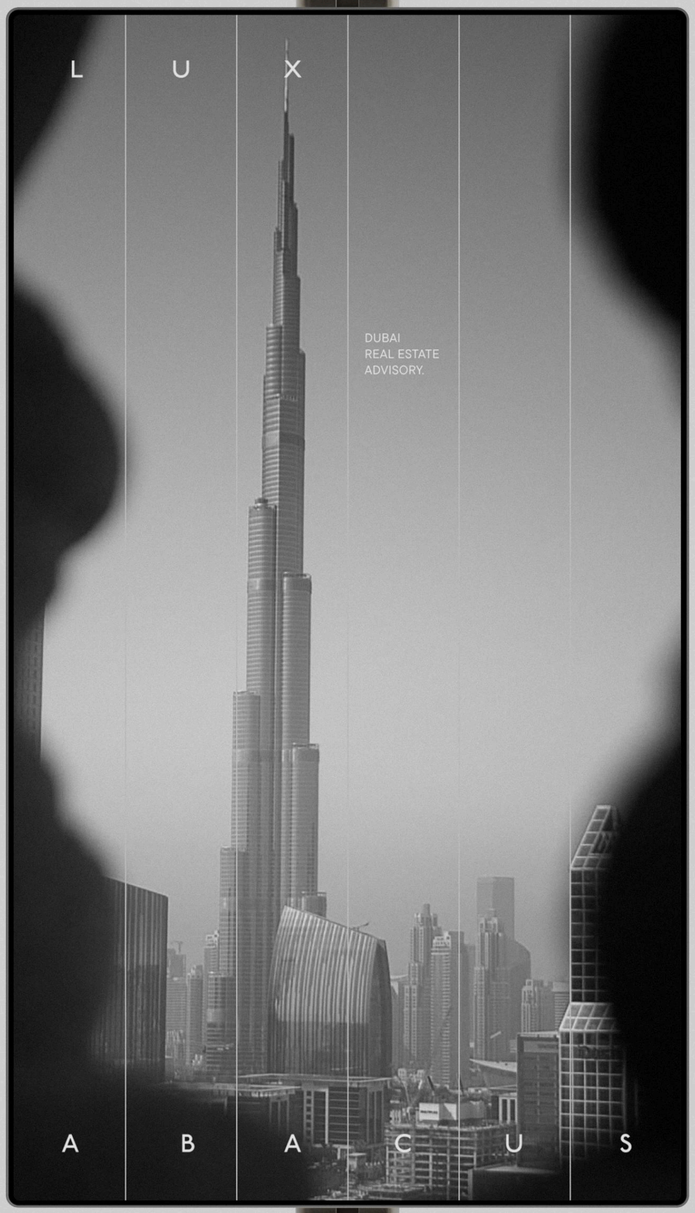
# Graphic Element

The core graphic device is inspired by the structure of the abacus. Its guides appear as light structural lines throughout the layouts, helping to organise space and create visual hierarchy.

Intersections are marked with small nodes referencing the counting elements of the abacus. These nodes also resemble structural connection points used in bridge construction, reinforcing the idea of bridging heritage and modernity.



# Graphic Element




These slides demonstrate how the visual system translates into real applications such as facade graphics, business cards and printed brand materials.

The same structured layout principles ensure consistency and recognisability across all touchpoints.

# Envelope




These slides demonstrate how the visual system translates into real applications such as facade graphics, business cards and printed brand materials.

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# Brand Layout

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# Storefront

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# Business Card

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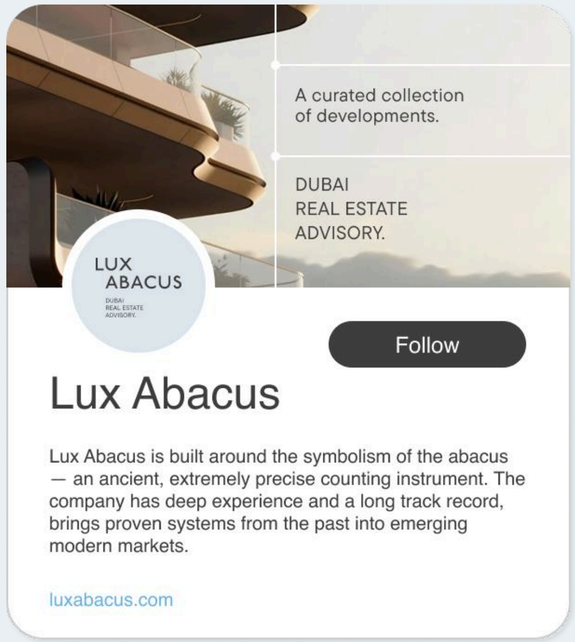
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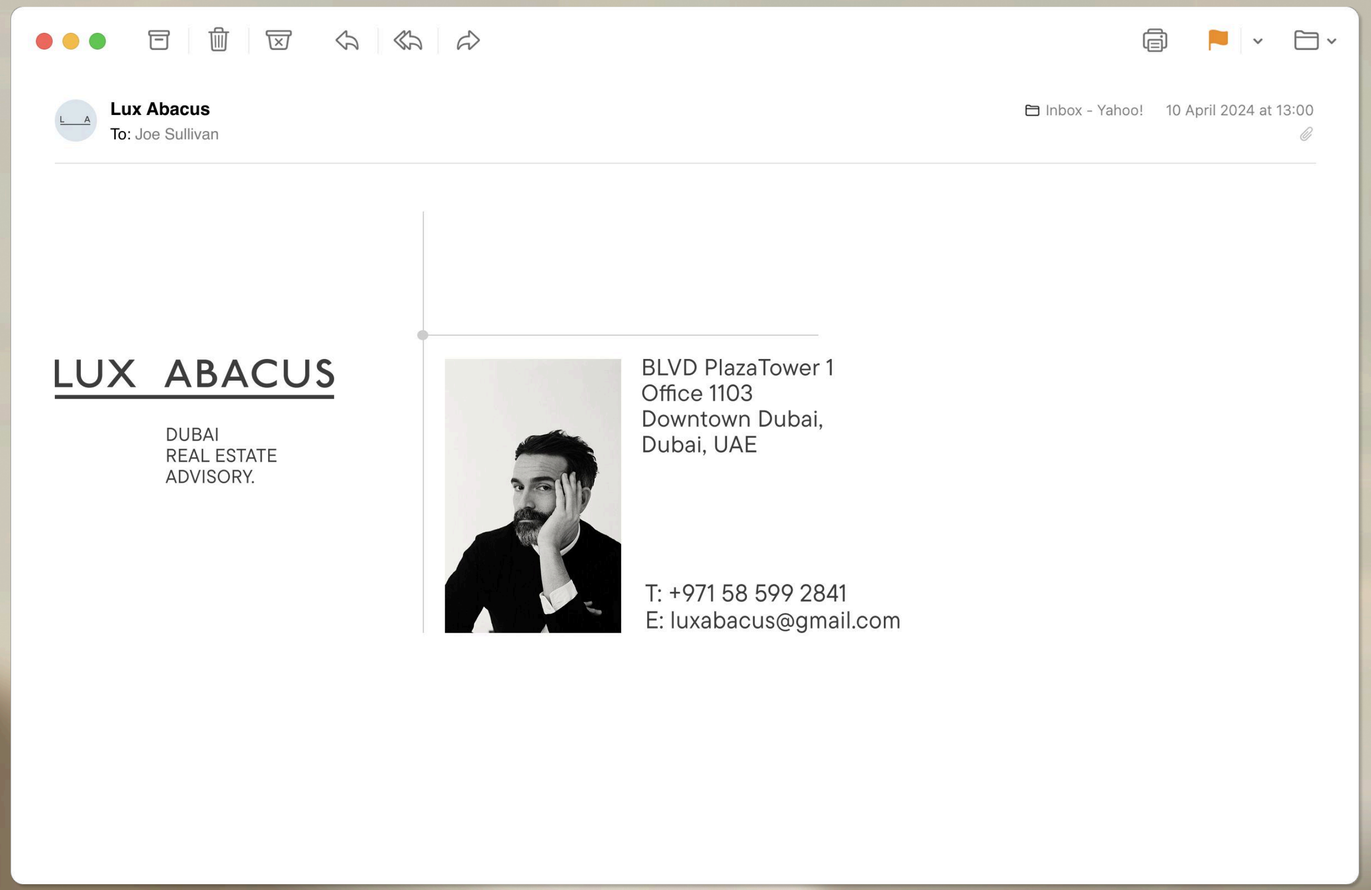
# WhatsApp Design




The visual system was also adapted for WhatsApp communication and email signatures, using the same structural grid and graphic elements to maintain a consistent brand experience in everyday communication.



# Email Signature




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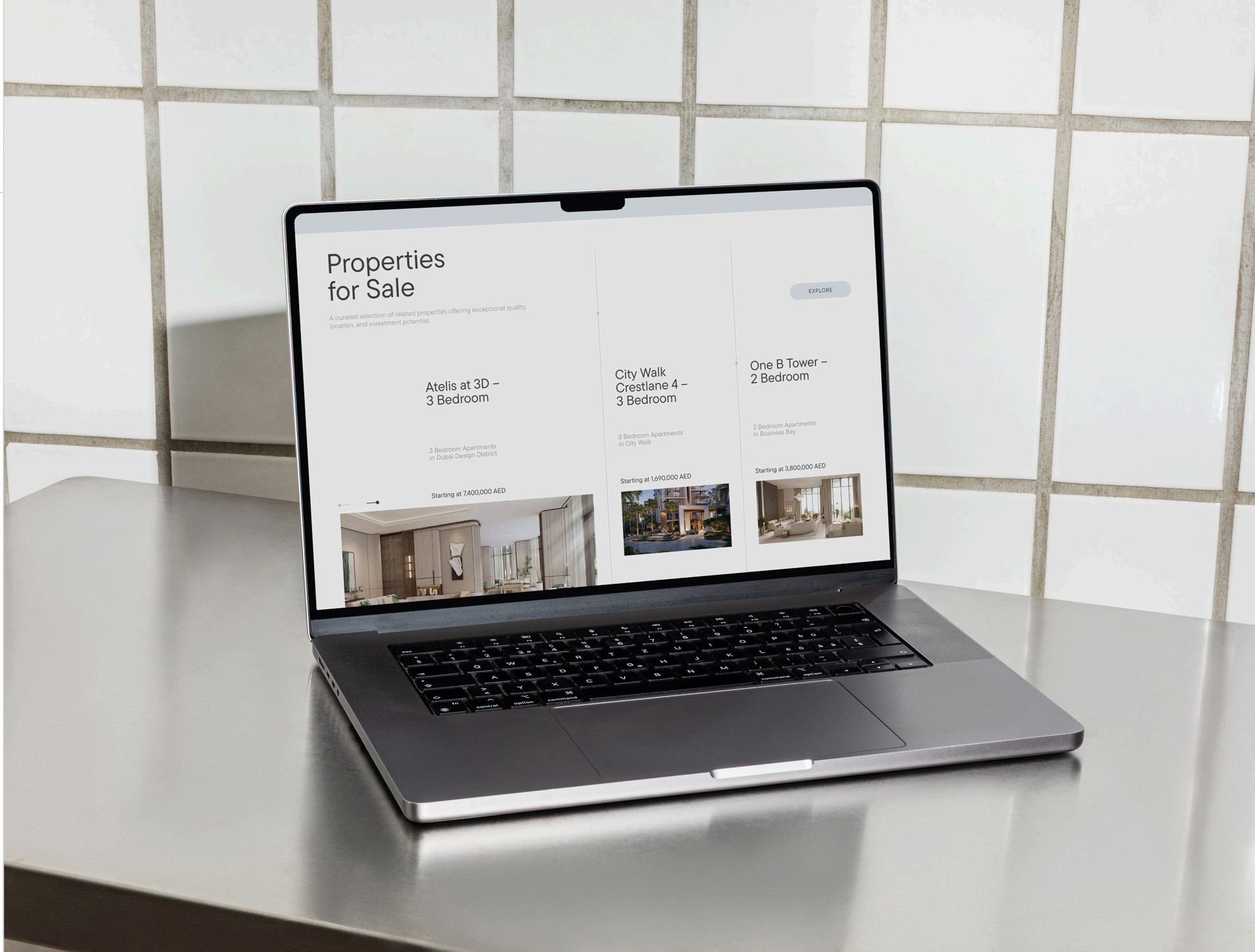
# Website Concept

The website follows the same philosophy: clarity and ease.

Very clean white background, very structured navigation, very calm first impression.

All elements follow the same line system so the experience feels coherent and very easy to scan.





# Thank you!




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