



# OUR BRAND

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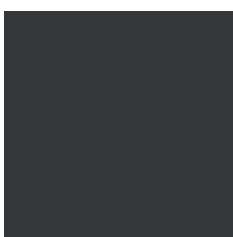
This is a guide to the elements that make up our brand.

This is our identity. Have a read, it will help in getting to know us better.

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# COLORS

Our colors transmit who we are and what we feel. They are a very important part of our identity, so make sure you pick the right one for the job.



**gray**

HEX: #343838  
CMYK: (71, 61, 61, 54)  
use for normal type



**marine**

HEX: #035F6B  
CMYK: (91, 48, 47, 21)  
use for titles or main elements



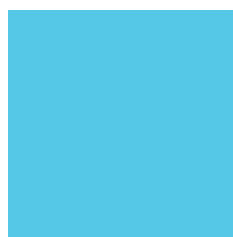
**blue**

HEX: #068C9E  
CMYK: (83, 29, 33, 2)  
use for accents or subtitles



**aqua**

HEX: #0AB3CB  
CMYK: (73, 5, 18, 0)  
use for notices or to attract attention on something



**light blue**

HEX: #55C8E7  
CMYK: (58, 0, 6, 0)  
use for light emphasis or as accent

# OUR LOGO

Our logo is the essence of our brand. Take care in using it, and make sure that you are kind to it. Everyone will appreciate this.

We have two main variations of the logo:

## Full width logo

Use this in print or web materials where there is enough space around it.

INNOVATION LABS 2017

INNOVATION LABS 2017

## Tag logo

Use this when space is limited or when the size of the logo is too small to have all of the elements in the full width version recognizable

2017

2017

# USAGE

These are a few rules regarding the usage of our logo. Please take them into account when creating materials, they ensure that our brand is visible and legible.



## Spacing

**INNOVATION LABS 2017**

Ensure to leave enough space around the logo so that it can breathe. The recommended spacing is one height of the lightbulb around all edges.

In the case of the tag version, use the width of the „2” as the reference.

**INNOVATION LABS 2017**



## Coloring

Choose a color that contrasts well with the background that you intend to use. If the contrast is poor, consider using a solid color as a background for the area containing the logo.

Also consider using the filled variant when the contrast is poor.



## Manipulating

Never rotate the logo to any angle. Never use the logo in multiple colors, and don't use effects such as drop shadow on the logo.

# TYPEFACE

Our typeface of choice is the Nexa family, with its two variants: Nexa Light and Nexa Bold

## Nexa Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,?!€\$&@\*) 1234567890

## Nexa Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,?!€\$&@\*) 1234567890

Our secondary font choice is the Open Sans family. We use three variants of this font - light, regular and extrabold.

## Open Sans Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,?!€\$&@\*) 1234567890

## Open Sans Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,?!€\$&@\*) 1234567890

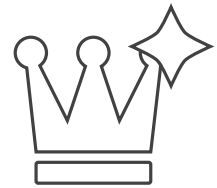
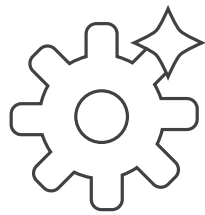
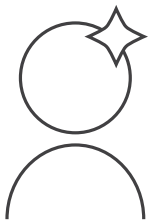
## Open Sans Extrabold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,?!€\$&@\*) 1234567890

# ICONOGRAPHY

We use simple line-art icons to convey our message. These icons should be simple, straight and to the point - without any extra elements if possible.



The spark is an important element in our branding, as it represents the innovation that our work sparks.

Place it over important elements of design (such as on a main icon next to the title of a page) in order to attract attention.



# PHOTOGRAPHY

We make use of photography in order to convey our message. Use dynamic, inspiring photos. Here are some examples.

You can download official stock photos on [www.innovationlabs.ro](http://www.innovationlabs.ro)

