LABYRINTH Technologies

BRAND BOOK

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LABYRINTH Technologies

LOGO GUIDELINES

LABYRINTH Technologies

PRIMARY

LABYRINTH Technologies

SECONDARY

LABYRINTH Technologies

No matter how you use the logo, make sure it's easy to see. To do this, surround the logo with a buffer of clear space, or area of isolation. Don't let any other graphic penetrate this space. This will keep the logo from getting crowded and hard to see. The size of the area of isolation is .25" from the edges shown above.

Try to never use the logo smaller than .5" wide. If this is unavoidable, use the secondary lockup.

LOGO FONTS

LABYRINTH
Technologies

L

Slicker - All Caps

Niveau Grotesk - Regular

L - Custom Drawn

LOGO USAGE

CORRECT

LABYRINTH Technologies

CORRECT MAIN USAGE

LABYRINTH Technologies

CORRECT 1-COLOR USAGE
May also use Black

LABYRINTH Technologies

CORRECT 2-COLOR USAGE

LABYRINTH Technologies

CORRECT BLACK & WHITE USAGE

LABYRINTH Technologies

CORRECT SECONDARY USAGE
Same rules apply.

INCORRECT

LABYRINTH Technologies

DON'T ADD A COLOR

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DON'T MIX & MATCH

LABYRINTH Technologies

DON'T SWAP THE COLORS

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DON'T PUT ON A BUSY BACKGROUND

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Technologies

CORRECT REVERSED USAGE   DON'T PUT ON SAME COLOR IN LOGO

COLOR PALETTE

MAIN PALETTE

Always use the blue in the largest areas of color. Avoid large coverage areas of black.

SECONDARY PALETTE

Use as liberally as needed.

ACCENT PALETTE

Use sparingly to highlight important information, or brighten collateral if necessary.

Pantone 2727 C

Process Black

Pantone Cool Gray 11 C

Pantone 389 C

Pantone 354 C

Pantone Bright Green C

TYPOGRAPHY

SLICKER : REGULAR
NIVEAU GROTESK : LIGHT - Niveau Grotesk : Light

NIVEAU GROTESK : REGULAR - Niveau Grotesk : Regular

NIVEAU GROTESK : BOLD - Niveau Grotesk : Bold

HEADLINES SHOULD ALWAYS BE IN SLICKER WITH TIGHT TRACKING

SUB-HEADS SHOULD ALSO BE UPPER CASE, PREFERABLY USING A THIN/LIGHT VERSION OF THE NIVEAU FONT.

NEVER USE "&", ALWAYS USE "+".

Body copy should always be in Niveau Grotesk Light/Regular. Body copy should always be in Niveau Grotesk Light/Regular. Body copy should always be in Niveau Grotesk Light/Regular. Body copy should always be in Niveau Grotesk Light/Regular. Body copy should always be in Niveau Grotesk Light/Regular. Body copy should always be in Niveau Grotesk Light/Regular. Body copy should always be in Niveau Grotesk Light/Regular. Body copy should always be in Niveau Grotesk Light/Regular. Body copy should always be in Niveau Grotesk Light/Regular. Body copy should always be in Niveau Grotesk Light/Regular.

Use discretion when placing type of different colored backgrounds.

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ICONS + IMAGERY

ABSTRACT BACKGROUND CONNECTIVITY PATTERN - MAY BE CHANGED TO ANY COLOR NEEDED, PREFERABLY NOT TO BE USED ON A WHITE BACKGROUND AT FULL TINT, AS SHOWN ABOVE. BEST USED ON COLOR BACKGROUND AS SEEN ON LEFT SIDE OF THIS PAGE.

HIGHLIGHT POINTS WITH THESE.
Sometimes you have some cool stats that you really want to make stand out. This is a way to do it.

SOMETHING IMPORTANT

INFO BEAMS USED TO HIGHLIGHT IMPORTANT INFORMATION OR TO SEPARATE INFORMATION.

STAND-ALONE L