L.A.B.S.
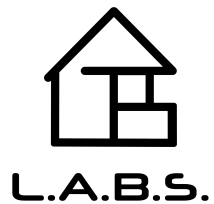
# VISUAL IDENTITY

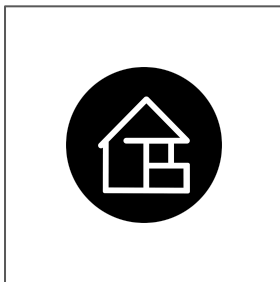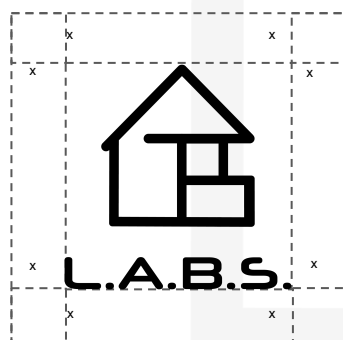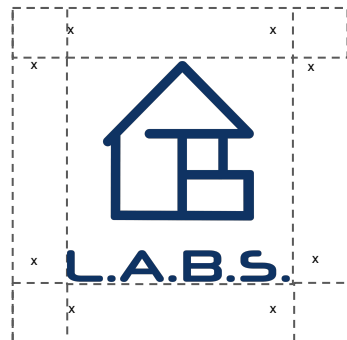LOGO
COLOUR PALETTE
TYPOGRAPHY

# Logo

# Icon

Our icon is a shorter version of our logo. Use the icon on its own only if you do not have enough room for the full logo or in cases when the LABS brand has already been established. While the icon can exist without the wordmark, the wordmark should never exist without the icon.

# Exclusive Zone

# Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo aren't compromised.



The logo should never be smaller than 70px in digital
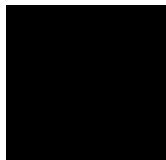


The logo should never be smaller than 40px in digital
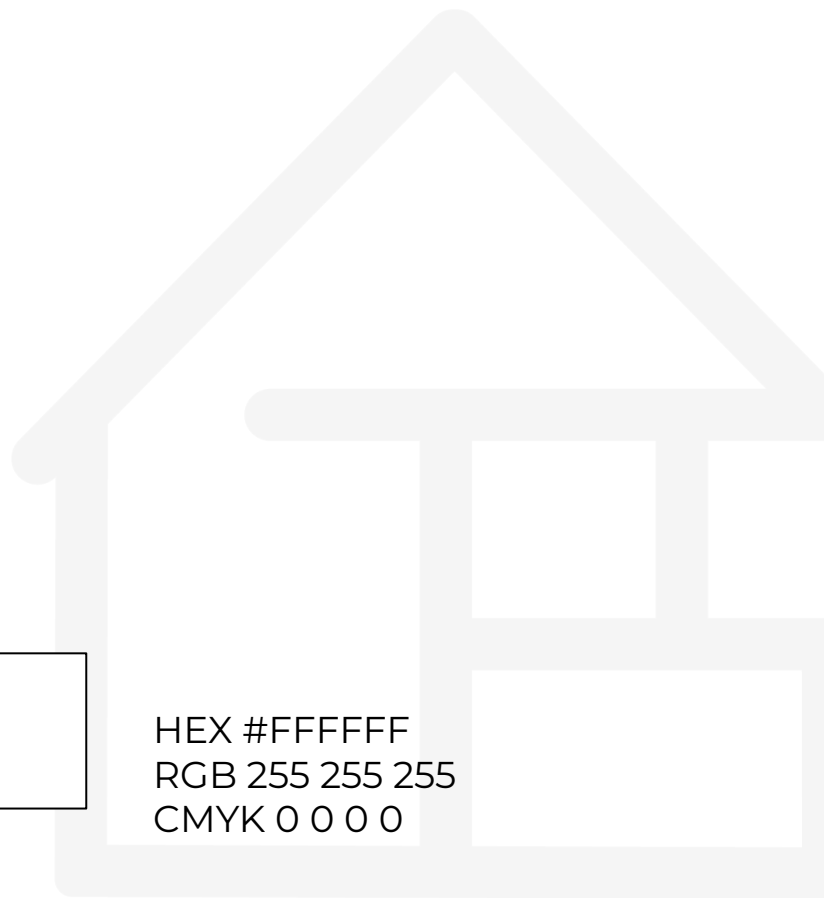
# Colour Palette

## Primary Colours

HEX #123467
RGB 18 52 103
CMYK 100 92 43 8

HEX #000000
RGB 18 52 103
CMYK 93 88 89 80

HEX #FFFFFF
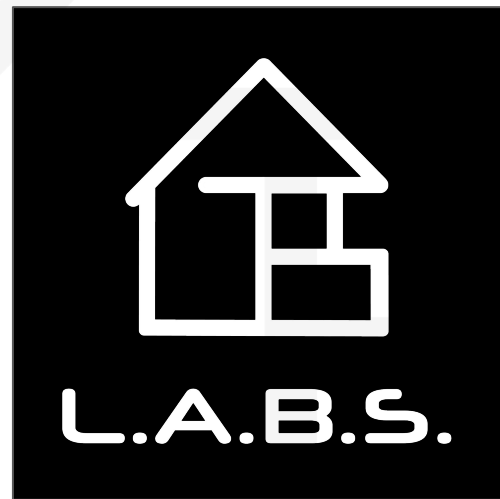RGB 255 255 255
CMYK 0 0 0 0

# Logo Colour

Color Background

White Background

Black Background

# Typography

Neuropol X is a broad futuristic typeface with smooth, plastic letterforms. Truncated, rounded strokes evoke visions of lasers, circuit boards, and oscilloscope vectors.

Typeface 1

**Neuropol X**

### Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

### Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

### Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

### Light Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
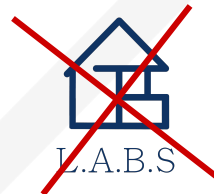Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

### Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

### Bold Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

# Typography

While the Agenda One was designed to be compatible with the original Agenda, Thompson also took the opportunity to improve on some of the unsatisfactory areas, especially in the clean style and italics.

Typeface 2

# Agenda One

Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Bold**
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

*Light Italic*
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

*Italic*
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

***Bold Italic***
***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz***

# Logo misuse



1. Don't rotate the logo
2. Don't recolour elements
3. Don't alter the logo's proportions
4. Don't alter the relationship between the elements

5. Don't alter the typeface
6. Don't use on coloured backgrounds
7. Don't use visual effects (e.g. drop shadow)
8. Don't outline the logo

9. Don't enclose the logo in a holding shape
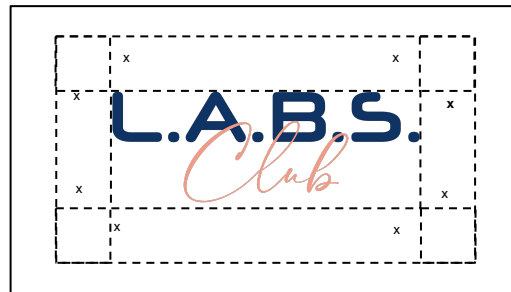10. Don't add text to the logotype
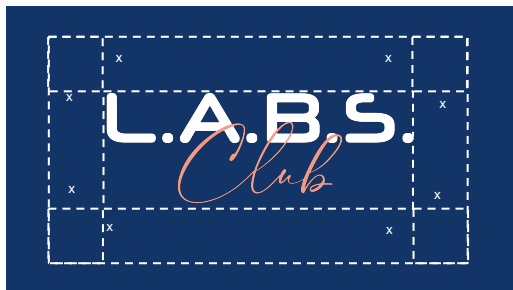
# L.A.B.S.
## Club

# VISUAL IDENTITY

LOGO
COLOUR PALETTE
TYPOGRAPHY

# Logo

# Exclusive Zone

# Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo aren't compromised.

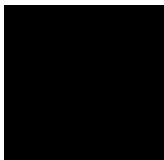The logo should never be smaller than 70px in digital
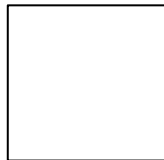
# Colour Palette

## Primary Colours

HEX #123467
RGB 18 52 103
CMYK 100 92 43 8

HEX #F29A87
RGB 242 154 135
CMYK 6 51 41 0

HEX #000000
RGB 18 52 103
CMYK 93 88 89 80

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

# Typography

Neuropol X is a broad futuristic typeface with smooth, plastic letterforms. Truncated, rounded strokes evoke visions of lasers, circuit boards, and oscilloscope vectors.

Typeface 1

## Neuropol X

**Light**
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Regular**
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Bold**
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Light Italic**
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

**Italic**
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

**Bold Italic**
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

# Typography

Clifftrips is a casual signature script font. With ink-is light contrast stroke, fun character with a bit of ligature and alternates.

**Typeface 2**

*Clifftrips*

*Regular*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk*

*Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww*

*Xx Yy Zz*