



A<sup>3</sup> Lab  
Art + Artificial Agents

## Brand Guidelines

- Intro
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- Logo Usage
- Color Scheme
- Typography

# Introduction

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.

The spirit of these guidelines is to create a consistent, recognizable brand. By adhering to these guidelines, you create that consistency and keep the brand recognizable. Unless otherwise noted in the logo usage section, you should never alter or adjust the logo, no matter how small your change may seem.

# Logo Design

The logo is a critical element of the brand and must be used consistently and appropriately.

Even minor variations will undermine and compromise the image of the branding.



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Primary Logo - Vertical Lockup

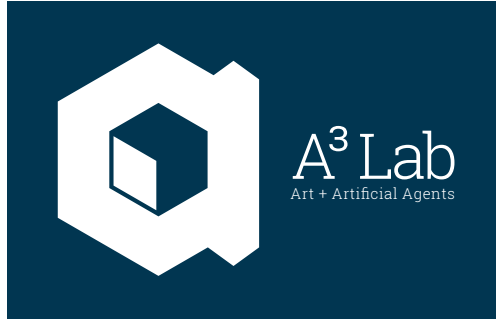


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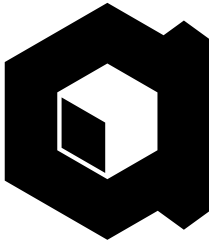
Primary Logo - Horizontal Lockup



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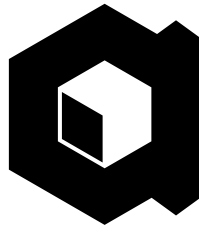
Horizontal Lockup - Alternate Colors



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Vertical Lockup - Alternate Colors

# Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used – logos should not be taken from this document.



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**Do not distort or modify the logo's original proportions.**

Squishing or stretching the logo looks bad, creates inconsistency, and prevents proper readability.



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**Instead try:**

Changing the lockup to a more appropriate version for the space you're working with. Horizontal tends to work well for web and sponsorship applications. Vertical tends to work well for apparel and promotional applications.

Scaling the dimensions of the logo itself to fit the space, keeping the proportion intact.



Cover backgrounds here






**Discourage shrinking elements**

Discourage non-brand colors

# Color Scheme

Accurate reproduction of the brand color scheme is essential in communicating a clear and consistent message of the lab's image.

Use CMYK values for print materials, and RGB or HEX values for online materials. Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

|  | Function  | CMYK               | RGB             | HEX     |
|--|---|--------------------|-----------------|---------|
|   | Primary Brand Color<br>logo / strong elements /<br>business cards     | 0 / 87 / 83 / 0    | 242 / 71 / 76   | #F24738 |
|   | Secondary Brand Colour<br>logo counter / light<br>background / accent | 80 / 11 / 52 / 0   | 3 / 166 / 148   | #03A694 |
|   | Third Brand Colour<br>secondary background /<br>dark accent           | 100 / 75 / 44 / 37 | 2 / 56 / 82     | #023852 |
|   | Text / Content Colour   | 93 / 80 / 52 / 65  | 7 / 25 / 48     | #071930 |
|  | Secondary Logo Text<br>Color / highlight                              | 46 / 38 / 38 / 2   | 145 / 145 / 145 | #919191 |

# Typography

The logo uses Roboto Slab to distinguish the name of the lab. This typeface has been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should not be done under any circumstances. Further, replacing the logo text with any bolded, italic, or other variations is not permitted, as the typeface has been optimized for logo use and certain characteristics of the font have been altered for the best representation and visual balance in the logo.

Open Sans Regular  
Content and Body Copy

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

Brandon Grotesque Medium  
Tagline / Subheadings

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890