



DESERT LAB STUDIO

DESERT LAB STUDIO, LLC | BRAND GUIDELINES AND STYLE RULES

INTRODUCTION

Desert Lab Studio leverages skills and best practices honed by years of providing product design, software development, operational support, and professional services to a growing base of products. We also continue to provide application development, web design, hosting, and internet marketing services to external clients.

Desert Lab Studio LLC employs a creative professional team known for delivering high-end, reliable technology solutions related to Product Design, Application Development, Web Design, Internet Marketing, and Business Consulting.

We incubate products. We incubate companies.

This book is intended to be used as a guide and set rules for the logo, brand and all graphics that encompass Desert Lab Studio.

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MASTER LOGO



5.1 Dark Color Version

The Desert Lab Studio logo has multiple variations, however the "Dark Color Version" is the main logo of the company. Other versions can be found on pages 08-13, with specific usage criteria.



5.2 Maximum Reduction Size

The optimal logo size is determined for individual media, depending on the area of application and printing method. However, the logo can only be reduced on a size that is legible to see all characters in the word.

The logo should never be too small to read. The set minimum size is 75px. If you need a logo version that is more narrow than this, please see pages 08-13 for alternative logo variations.



5.3 Logo Clearance

To ensure the Desert Lab Studio logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo. This distance should, ideally, be equal to or greater than the width of the space between the meeting space between the top bracket and bottom bracket (indicated by "X" below).



MASTER LOGO

COLOR VERSIONS

6.1 Dark Color Version

This version should be used during application when the background color is HEX #ffffff

This version can alternatively also be used on HEX #dbe5e6



7.1 Light Color Version

This version should be used during application when the background color is HEX #08304d

This version can alternatively also be used on HEX #000000



7.2 Black Version

This version should be used during application when the background color is HEX #ffffff

This version can alternatively also be used on HEX #dbe5e6



7.3 White Version

This version should be used during application when the background color is HEX #000000

This version can alternatively also be used on HEX #08304d

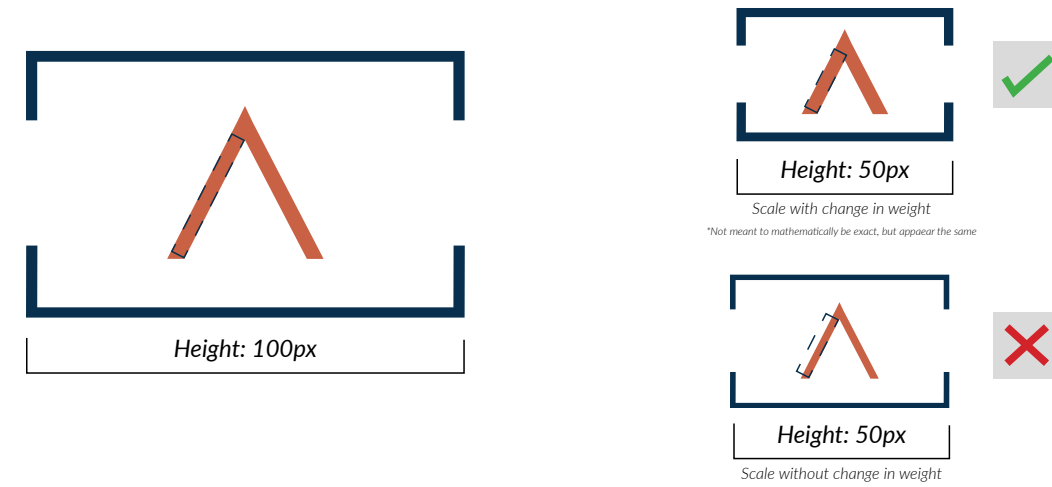


LOGO VARIATIONS | ICON



9.1 Icon Sizing | Weight of Strokes

The Desert Lab Studio logo icon has different weights in line stroke depending on the height of the logo. The strokes of the lines increase in weight when you reach below a 76.25px height.



9.2 Maximum Reduction Size | Maximum Enlargement Size

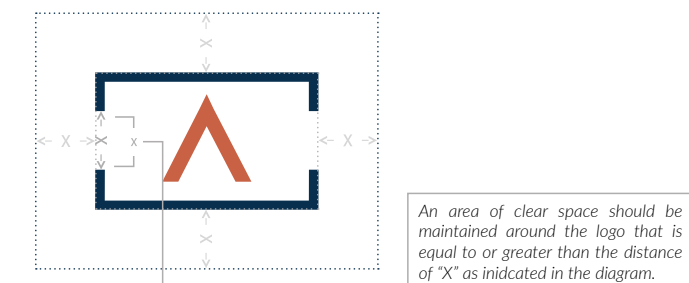
The optimal logo icon size is determined for individual media, depending on the area of application and printing method. However, the logo can only be reduced on a size and enlarge to a certain size.

The logo icon should never be too small to read or too large. Because it is a logo icon it should be used for purposes in which application requires a smaller logo. The set minimum size is 20px. The set maximum size is 600px. If you need a logo version larger than this, please see pages X-X or X-X for alternative logo variations.



9.3 Logo Icon Clearance

To ensure the Desert Lab Studio logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo. This distance should, ideally, be equal to or greater than the width of the space between the meeting space between the top bracket and bottom bracket (indicated by "X" below).



LOGO VARIATIONS | ICON

COLOR VERSIONS

10.1 Dark Color Version

This version should be used during application when the background color is HEX #ffffff

This version can alternatively also be used on HEX #dbe5e6



11.1 Light Color Version

This version should be used during application when the background color is HEX #08304d

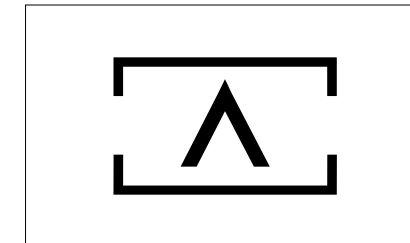
This version can alternatively also be used on HEX #000000



11.2 Black Version

This version should be used during application when the background color is HEX #ffffff

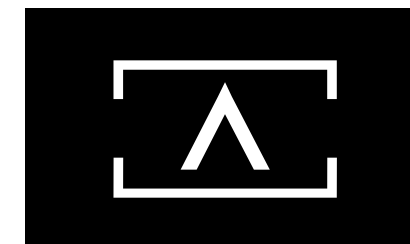
This version can alternatively also be used on HEX #dbe5e6



11.3 White Version

This version should be used during application when the background color is HEX #000000

This version can alternatively also be used on HEX #08304d



LOGO VARIATIONS | STACKED

& COLOR VERSIONS

12.1 Dark Color Version

This version should be used during application when the background color is HEX #ffffff

This version can alternatively also be used on HEX #dbe5e6



13.1 Logo Usage

IMPORTANT: The Desert Lab Studio logo has different variations of the master logo. If you require a logo with a width that is more narrow, please use the stacked version below. Otherwise, please always use the master logo. This stacked version is not to be used for standard purposes, it is only here as an alternative option if you absolutely need it.



13.2 Maximum Reduction Size

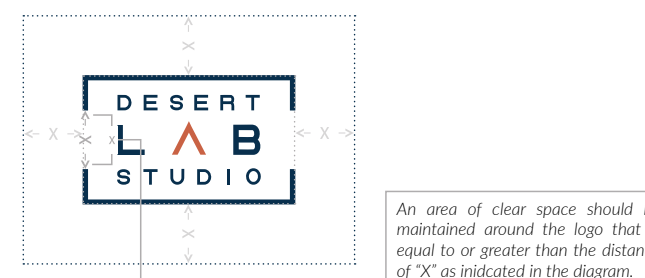
The optimal logo size is determined for individual media, depending on the area of application and printing method. However, the logo can only be reduced on a size that is legible to see all characters in the word.

The logo icon should never be too small to read or too large. The set minimum size is 75px. If you need a logo version wider than this, please see pages 4-7 for alternative logo variations.



13.3 Logo Icon Clearance

To ensure the Desert Lab Studio logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo. This distance should, ideally, be equal to or greater than the width of the space between the meeting space between the top bracket and bottom bracket (indicated by "X" below).



13.4 Light Color Version

This version should be used during application when the background color is HEX #000000

This version can alternatively also be used on HEX #08304d



13.5 Black Version

This version should be used during application when the background color is HEX #000000

This version can alternatively also be used on HEX #08304d



13.6 White Version

This version should be used during application when the background color is HEX #000000

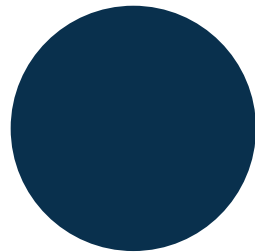
This version can alternatively also be used on HEX #08304d



COLOR PALETTE

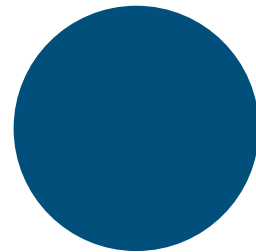
14.1 Primary Colors

Usage: This are the promary colors of Desret Lab Studio. Use them for regualr application.



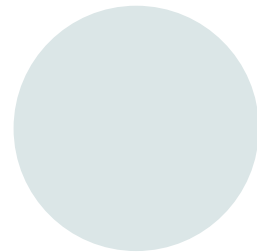
Desert Night Sky

CMYK: 100% 80% 43% 41%
 RGB: 8 48 77
 HEX: #08304d



Monsoon Blue

CMYK: 99% 71% 29% 12%
 RGB: 0 79 123
 HEX: #004f7b

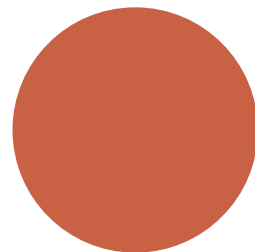


Lab Coat Off White

CMYK: 13% 4% 7% 0%
 RGB: 219 229 230
 HEX: #dbe5e6

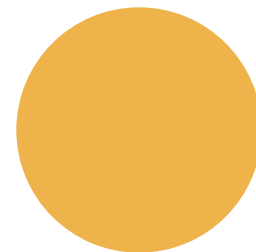
14.2 Secondary "Accent" Colors

Usage: This are the secondary or "accent" colors of Desert Lab Studio. Use them for accented application.



Studio Paint Peachy Orange

CMYK: 16% 73% 79% 4%
 RGB: 202 98 69
 HEX: #ca6245



Warm Sun

CMYK: 6% 31% 82% 0%
 RGB: 238 179 74
 HEX: #efb44b

TYPOGRAPHY

15.1 Heading Font

Usage: These are the two primary weights of the heading font for Desert Lab Studio print and web media.

JOSEFIN SANS REGULAR
 JOSEFIN SANS BOLD

15.2 Body Font

Usage: These are the two primary weights of the body font for Desert Lab Studio print and web media.

Lato Semibold
 Lato Light

LOGO USAGE: DONT'S



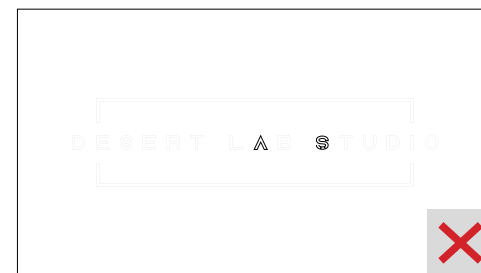
DON'T
Place logo on extremely colorful and/or complex background



DON'T
Use neon colors on the logo, or colors outside of the color scheme



DON'T
Place logo on background with similar value



DON'T
Create outlines for logo



DON'T
Reverse the color scheme in the logo



DON'T
Dim the opacity of the logo



DON'T
Place logo on photos without color palette overlay



DON'T
Distort the logo in anyway

LOGO USAGE: BUSINESS COLLATORAL

17.1 Business Collateral

These are examples of appropriate usage of logos on business collateral



LOGO USAGE: SOCIAL MEDIA

18.1 Circle Photo

Use this logo variation for application when the social media photo representation is a circle



18.2 Square/Rectangular Photo

Use this logo variation for application when the social media photo representation is a square/rectangle



LOGO USAGE: APPRAEL

19.1 Shirts

These are examples of appropriate usage of logos on apparel



