



OPEN DATA LABS

BRAND GUIDELINES

VERSION 1.1
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SIMPLICITY IS THE
ULTIMATE FORM OF
SOPHISTICATION.

Leonardo da Vinci

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL LET YOU GET TO KNOW US BETTER.

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What is a Brand Identity?

A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and build perceptions of the organization in its chosen marketplace.

Our brand identity is graphically represented and discusses the following elements: logos, color palette, typography and brand assets. Within this guideline are also examples of how to visualize our brand, and how the various assets should be depicted across various different visual media.

Why follow our guidelines?

We manage how our brand is represented across all visual media in various different situations, and would greatly appreciate if our partners and other parties abide by these guidelines.

The identity system in this document has been created to fulfil this purpose and the guidelines herein explain how to correctly depict and embody our brand ethos consistently across different applications and in various settings to maintain the integrity of our organization.

OUR LOGO IS VERY PRECIOUS TO US. WE TOOK OUR TIME DEVELOPING OUR BRAND SO PLEASE BE NICE TO IT.

Rationale

The logo was developed to be modern and future-proof, updating our public persona and realizing the design with new techniques. It is a distinctive mark and brand that seeks to present our regional Labs as a forward-thinking, professional organization.

Construction

The graphic element is constructed using small concentric circles forming 4 bigger circles, refining a strong, bold approach.

The typographic element is designed to complement and enhance the logo graphic. Existing in harmony, it neither dominates nor becomes insignificant.

The supporting typeface and collateral are clean and minimalist to reinforce our identity as a quality, professional organization.

Color Treatment

The preferred full-color options for stacked and landscape variations are shown here. These logos should be used whenever possible.

THE LOGO

01



OPEN DATA LABS

02



OPEN DATA LABS

01

This is the stacked version of the logo and is the preferred version for all printed collateral including all printed publications, advertising, billboards, posters, flyers and product packaging.

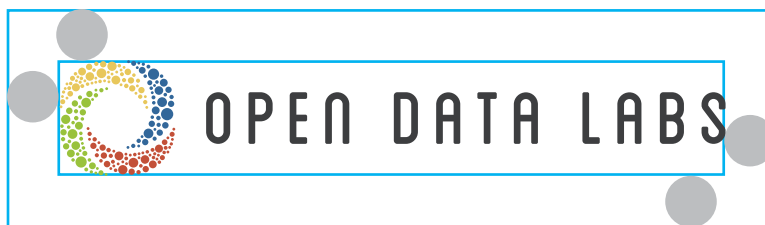
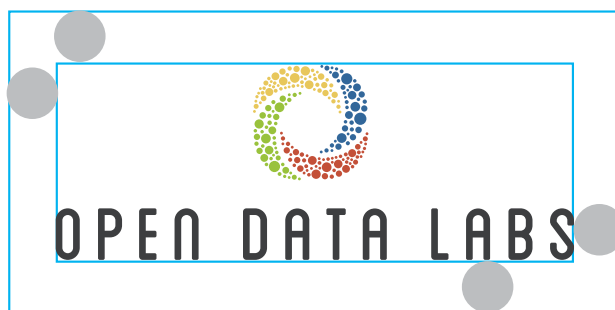
02

This is the landscape version of the logo and is the preferred version when space is vertically limited in a layout, for example, website graphics and banners.

EXCLUSION ZONE, *a little elbow room to help us stand out.*

The minimum exclusion zone margin for all our organization logos is based on the dimensions of the central inverse circle in the logo graphic. With all logos, a clear-space of one circle must be maintained on all sides. When our CD color is used behind the logo it must extend to a minimum of the same dimensions as one circle on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline or Labs label, may encroach on this space.



MINIMUM SIZE,
bigger is better.

Stacked logos must not be reproduced at a size smaller than 19mm in height.

Landscape logos must not be reproduced at a size smaller than 15mm in height.



19mm min.



12mm min.

WE ASPIRE TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

We don't want to come across all doom and gloom, but there is a right way and a wrong way to present our logo.

01 Space around the logo

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

02 If you have to...

If it's unavoidable to sit the logo on a color or a photo, use the negative logo.

03 Not right

Do not rotate the logo.

04 Color clash

Do not place the logo on the wrong colors.

05 Not good

Do not use the negative logo on backgrounds that are too light or cluttered, making it barely visible.

06 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the logo.

01



04



02



05



03



06



**SAY HELLO TO EVERYONE
IN THE FAMILY.** IF YOU CAN'T
FIND IT HERE, WE DON'T
WANT YOU TO USE IT.

Our logo exists in both a stacked and a landscape version. While the stacked option is the preferred logo, use of either the stacked or landscape logos should be determined according to their suitability for the layout.

The use of the circle graphic in isolation should be carefully considered and implemented, and be restricted to supporting promotional materials.

There is one full-color option of our logo for each of the stacked and landscape logos.

Local logo apations are available for each lab. With Open Data Labs expanding to regions all over the world, each Lab has and/or will have its own logo with a specific city name extention.

Sharing is caring. A social media version of the logo is fully achievable, using the circle graphic, for when a square icon is needed for online applications.

Stacked Version



Landscape Version



OUR COLORS DEFINE OUR BRAND. WE'RE BOLD, BRIGHT AND CONFIDENT. SIMPLE AND TO THE POINT.

The corporate color palette includes a color theme and a greyscale theme with supporting tones. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for the CMYK and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the inferrable RGB, and HEX references included when the logo is to be used digitally.

Color Palette // Primary

These are our corporate primary colors for our logo, text and headers.



Color Palette // Secondary

These are secondary colors for backgrounds and supporting graphics.



TYPOGRAPHY IS THE BACKBONE OF DESIGN, GETTING IT RIGHT IS PARAMOUNT.

Typefaces. **Print.**

The standard typeface is Open Sans. This full font family comes in a range of weights to suit a multitude of purposes. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Typefaces. **Online.**

When technology allows for it, Open Sans should be used in web applications. The default fall-back corporate font is Arial or Helvetica Neue which should be utilized to ensure acceptable degradation when Open Sans is unavailable.

Typography. **Style.**

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Capitalization should never be used for body text, but is acceptable for headings.

Headline Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

// *Extrabold*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

// *Bold*

Body Copy Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

// *Light*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

// *Regular*
