

BUILD LABS

Brand Design Guidelines

presented by 

**WE SEEK TO DESIGN A CONSISTENT
VISUAL LANGUAGE FOR EVERY
INTERACTION YOUR CUSTOMERS
WILL HAVE WITH YOUR BRAND.**

The following guidelines are issued to help instruct members who may be concerned with the productions of visual elements for Build Labs. This presentation establishes standards which should be followed to preserve the aesthetic of the brand.

ICON.

All necessary files types are available from the up studio at theupstudio.com/brandguide/buildlabs



ICON ON DARK BACKGROUND.

The negative icon is to be used when placed upon any surface / color darker than 50% gray.



TYPOGRAPHIC MARK.

The Build Labs typographic mark is a custom design and should not be altered.

build labs

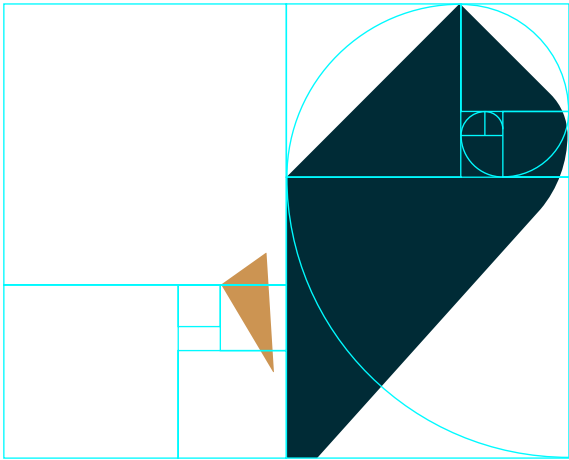
LOCKUPS.

The combination of icon and typographic mark should be displayed using the toolkit files titled "LockUp" to preserve consistency between the spacing and scale.



ICON & TYPE RELATIONSHIP.

The geometry that informs the icon and typographic mark are based on specific geometry and should not be altered in any way.



COLOR PALETTE.

The following palette includes color profiles for web use (RGB & HEX), digital printing (CMYK) and offset print (PMS)



DEEP BLUE

For Web (RGB) : R0 G43 B54

For Web (Hex) : #002B36

For Print (CMYK) : C94 M68 Y56 K59

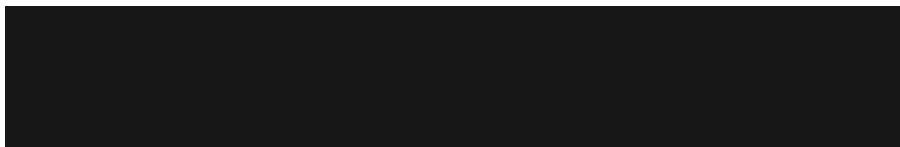


GOLD

For Web (RGB) : R204 G148 B77

For Web (Hex) : #CB944C

For Print (CMYK) : C20 M43 Y81 K02



CHARCOAL

For Web (RGB) : R28 G28 B28

For Web (Hex) : #1C1C1C

For Print (CMYK) : C0 M0 Y0 K94

HEADER TYPOGRAPHY.

Headers are to be set in Josefin Sans, Bold, All Caps.

The entire font family is available via Adobe Typekit and Google Fonts for both web and print use.

JOSEFIN SANS BOLD

**ABCDEFGHIJKLNO PQ
RSTUVWZ abcdefghij
klmnopqrstuvwxyz**

BODY COPY TYPOGRAPHY.

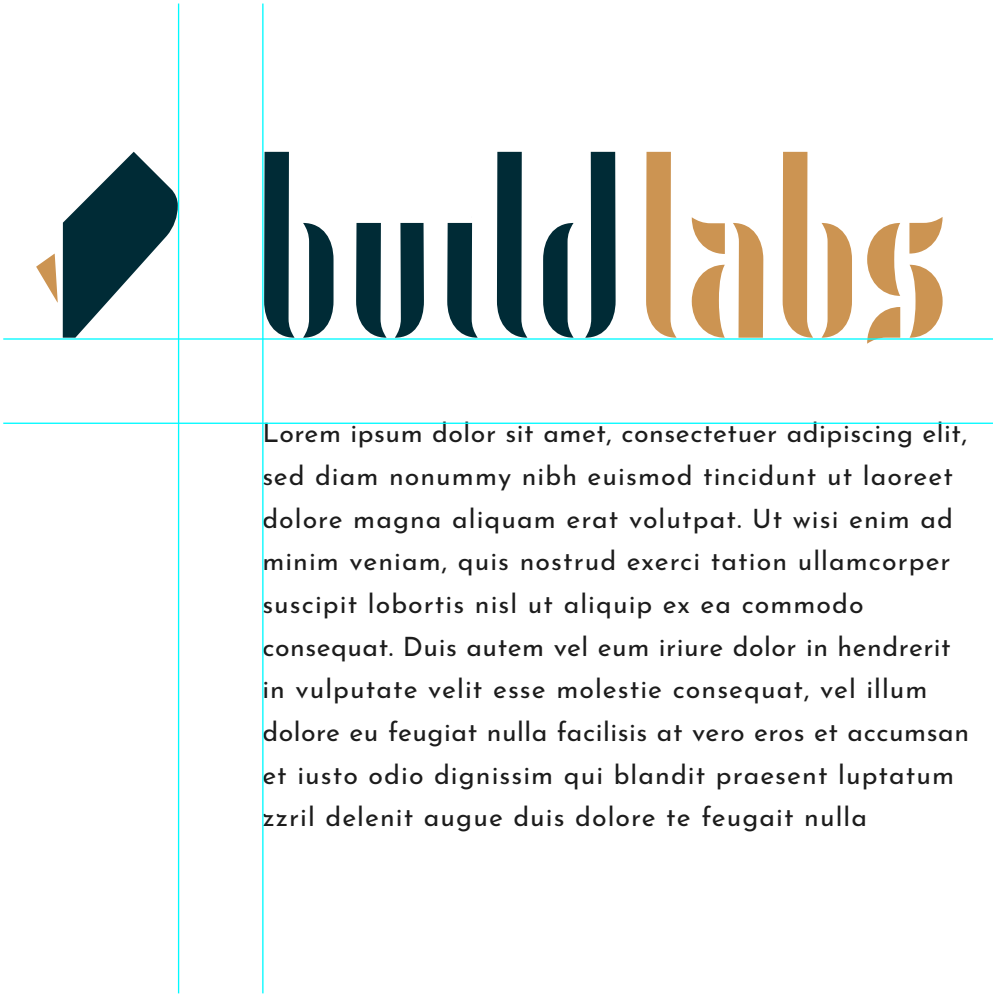
Subtexts and body copy are to be set in Josefin Sans, Regular. The entire font family is available via Adobe Typekit and Google Fonts for both web and print use.

Josefin Sans, Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LOCKUPS WITH SUBTEXT.

When subtext is to be presented along with an icon and type lockup, the subtext should be left justified and align to the left edge of the title.



CONTACT UP.

Feel free to contact The Up Studio for the design of any additional brand elements or if any additional questions arise about the use of these guidelines.

THE UP STUDIO

Architecture, Interior, and Brand Design

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