

Gild Lab brand guidelines - version 1

Gild Lab.

Using the Gild Lab brand

Hello, this is a kit to help you display our brand.

If you have a question that this kit doesn't cover, feel free to reach out to our team at:

david@gildlab.xyz

Logo

The stark white/black logo is our thing.

Think, that sterile clean white of a science lab, or Neo's white expansive practice space in the Matrix - that's what we went for.

- Only show the logo in black & white like shown above.

- Logo not to go smaller than 30 x 88 pixels.

- Don't rotate, or modify the logo.

- Round version of the logo used:

We don't refer to the round logo version much. Although when we do this is officially what we have used.



Gild Lab.



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H - 30 pixels
W - 88 pixels



GL.

Background colours

Because there's a black border around the logo it can be placed upon a light or dark background with ease.

– Inverted version of the logo not to be used.

The logo consists of the text "Gild Lab." in a bold, sans-serif font, enclosed within a thin black rectangular border. It is centered on a dark, solid background.The logo consists of the text "Gild Lab." in a bold, sans-serif font, enclosed within a thin black rectangular border. It is centered on a light, solid background.The logo consists of the text "Gild Labs." in a bold, sans-serif font, enclosed within a thin white rectangular border. It is centered on a dark background. A large red circle with a diagonal slash (a prohibition sign) is overlaid on the logo, indicating that this inverted version is not to be used.

Fonts

These are the fonts used on our website:

H1 - Courier, Bold, 30pt, #000000 - The cat sat on the mat.

Body - Noto Sans, Regular, 20pt, #000000 - The cat sat on the mat.

Body - Noto Sans, Bold, 20pt, #000000 - **The cat sat on the mat.**

Line Height: 35

Colours

Yes! We're not all black and white.

We have set of **7 colours** used to help guide viewers through our documents and scroll down our website. Where one colour is paired with a section of information.

We prefer them to be in this order starting with blue ending in orange. They can only be up to **57 pixels wide** and any length.



Blue

#A7CACC

Red

#95190C

Green

#9FA074

Yellow

#D9D093

Purple

#8C8790

Cream

#EBEBD3

Orange

#A97F61