



**LACUNA LAB**

**11 03 2015**

**BRAND  
GUIDELINES**

**Aurelia Friedland  
Thomas Heidtmann  
Jerry Volker  
( *from the Design Subcommittee* )**

**BRAND**

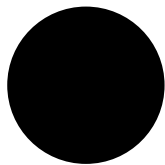
# BRAND\_Logo

## CURRENT BRAND

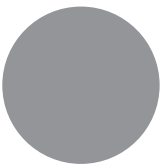
### Logo



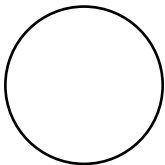
### Color Palettes



Black  
#000000



Gray  
#999999



White  
#FFFFFF

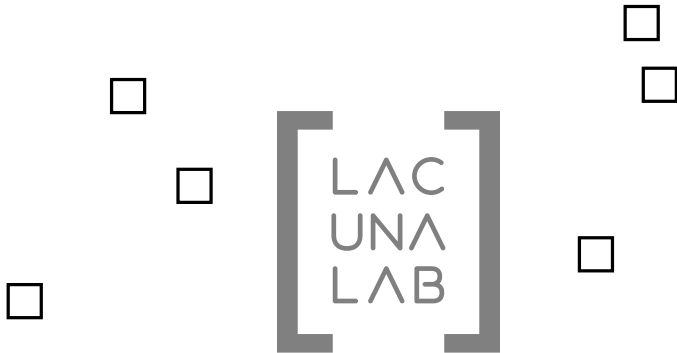
## INTERACTIVE BRAND

Strong, legacy brands communicate clear values and stay true over the long-run. The same is true for interactive brands - anticipating scalable rules and relationships which drive diverse user, system, as well as project needs. As a diverse group united around ongoing exploration, we’ve agreed to try our hand at a dynamic identity in the form of a generative logo: showcasing our expectation that Lacuna will not be static, but rather always evolving.

### Generative Logo (TBD)



### Generative Pattern (TBD)



### Generative Explanation / Data

Lacuna Lab is exploring **molecules**.

FILTER ▲

Jelly Time

Bacteria , experiment , art , science  
[  ]



See pages 3,6, & 10 for more on generative logo possibilities.

# BRAND\_Typography

## PRIMARY FONT

“Alegreya is a typeface originally intended for literature. Among its crowning characteristics, it conveys a dynamic and varied rhythm which facilitates the reading of long texts. Also, it provides freshness to the page while referring to

### Alegreya

*Primary: Regular*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Ww  
Xx Yy Zz 0123456789

*Additional Uses*

Regular, Italic & Bold  
(body text, tags, tagline, etc.)

the calligraphic letter, not as a literal interpretation, but rather in a contemporary typographic language. Not only does Alegreya provide great performance, but also achieves a strong and harmonious text by means of elements designed in an atmosphere of diversity.”  
- *Google Fonts*

Grumpy wizards make  
toxic brew for the evil  
Queen and Jack.

## SECONDARY FONT

“ Montserrat is a geometric sans-serif typeface designed by Argentinian designer Julieta Ulanovsky. The design was inspired by signage from her historical Buenos Aires neighborhood of the same name.

### Montserrat

*Primary: Bold*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Ww  
Xx Yy Zz 0123456789

*Additional Uses*

Regular & Bold  
(titles, posters, buttons/UI, etc.)

Unfortunately Montserrat doesn’t include italics, so it works better for headlines and as a display font .”  
- *Typewolf.com*

Grumpy wizards make  
toxic brew for the evil  
Queen and Jack.

[ > ] See Google Fonts for  
HTML & CSS Guides

# BRAND\_Web & Mobile

## BUTTONS / DROPDOWNS

Simple, flat designs guide web and mobile users to know our main mechanisms for selection and sorting.

### Dropdowns

Sample  
(Content)

FILTER

SCIENCE

SCIENCE

DESIGN

ART

SCIENCE

TECHNOLOGY

GAMES

SOFTWARE

SELECT ALL

MOLECULES

SPACE

BACTERIA

In Stuff Section TBD

Sample  
(Date)

In Events Section TBD

### Buttons

Social

In Menu Bar

## LINKS

A clear hierarchy of link types helps guide user expectations for navigattion and where to access additional content.

### Icons

Event

[>]

Media

[t]

Intro

Get in touch [✉] !

### Text

Menu

EVENTS

Members

[ Name ]

Text

EN DE

Id iudico libris accusamus vim

Tags

Bacteria , Experiment , Art , Science

# BRAND\_Social Media

## EVENTS

Lacuna’s presence across social media outlets presents a valuable opportunity to share our brand as well as our events.Hhow we might design corresponding content to scale across all formats? Two great examples: Science Hackday, and Urban Complexity Lab.

### On the web



[ > ].

Science Hack Day  
Final Presentations

**Fab Lab**  
[ Berlin ]

Lorem ipsum dolor sit amet, illud quando gubergren in cum. Expe- tenda interesset temporibus et eam, ius adhuc periculis an. Id iudico libris accusamus vim, clita nullam usu id

### On Facebook



### On a poster/flier



### On Vimeo



## STUFF & PROJECTS

Our creative “stuff” – projects and surrounding processes / thinking / explorations – are constantly evolving. Here are some ideas of how to differentiate *what* we highlight *where*.



- On Twitter**
- Trending Topics
  - Quotes
  - Recommendation / Links
  - Events Photos



- On Tumblr**
- Process Photos
  - Works in Progress
  - Fun times



- On Facebook**
- Event Info (Pre/Post)
  - Shares from other Media



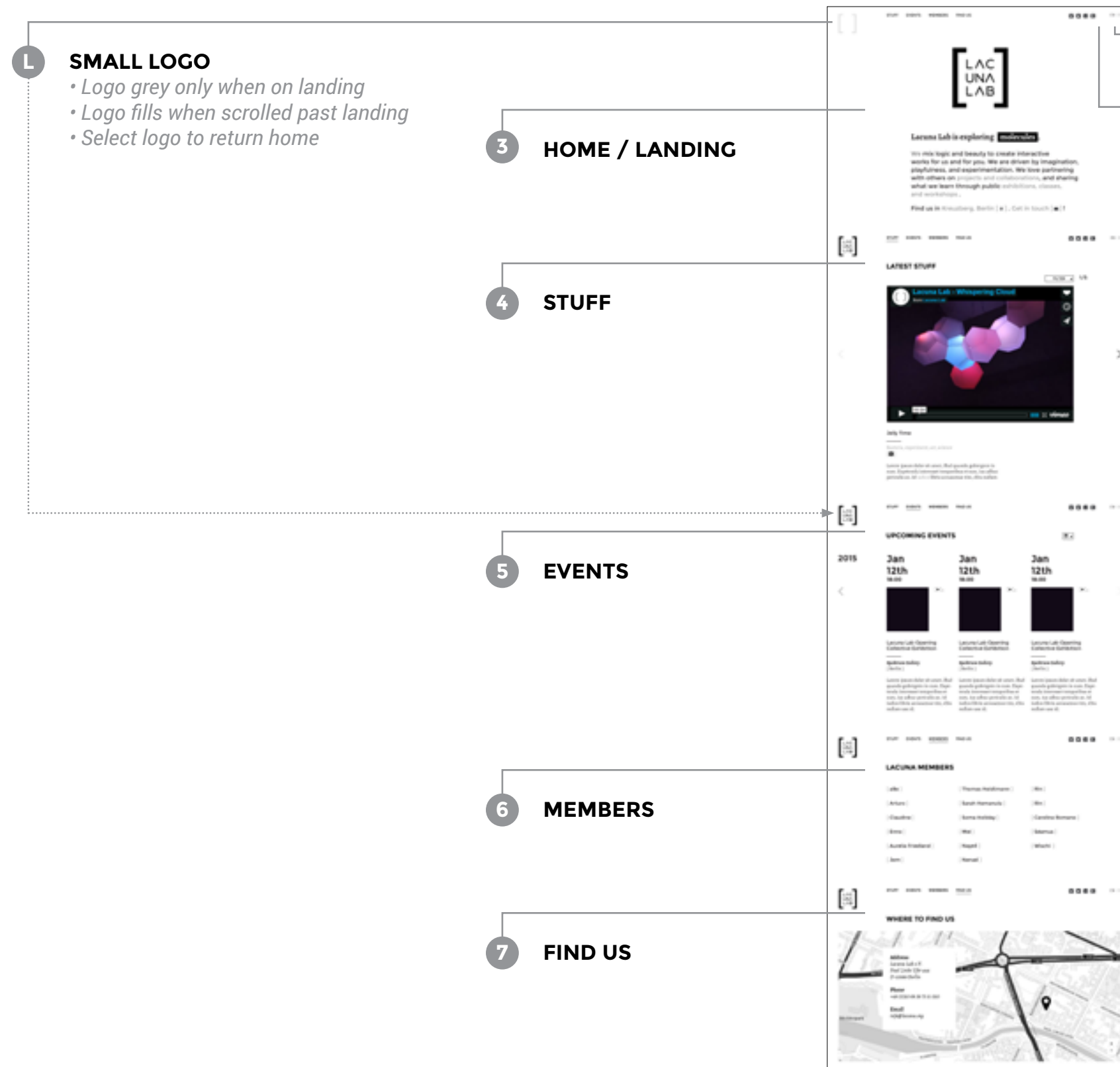
- On Vimeo**
- Filmed Doc
  - Code in Motion



- On LinkedIn**
- LL Brand & Story
  - Members
  - Connections

**WEBSITE**

# WEB\_Overview



## 1 SOCIAL

**2 EN / DE**



generative sentence area (see Options)  
 • this allows opportunity for Lacuna to vote on a generate tagline / which primary changing aspect of Lacuna is most important to highlights, and possibly a way to describe what's generative in the logo above (more to come on outlining this possibility, but example here connects to tags from the Latest Stuff section below.)

Lacuna Lab is exploring **molecules**.

We mix logic and beauty to create interactive works for us and for you. We are driven by imagination, playfulness, and experimentation. We love partnering with others on projects and collaborations, and sharing what we learn through public exhibitions, classes, and workshops.

intro text links  
offer another  
entry to sections  
below

Find us in Kreuzberg, Berlin [ 📍 ]. Get in touch [ ✉ ] !

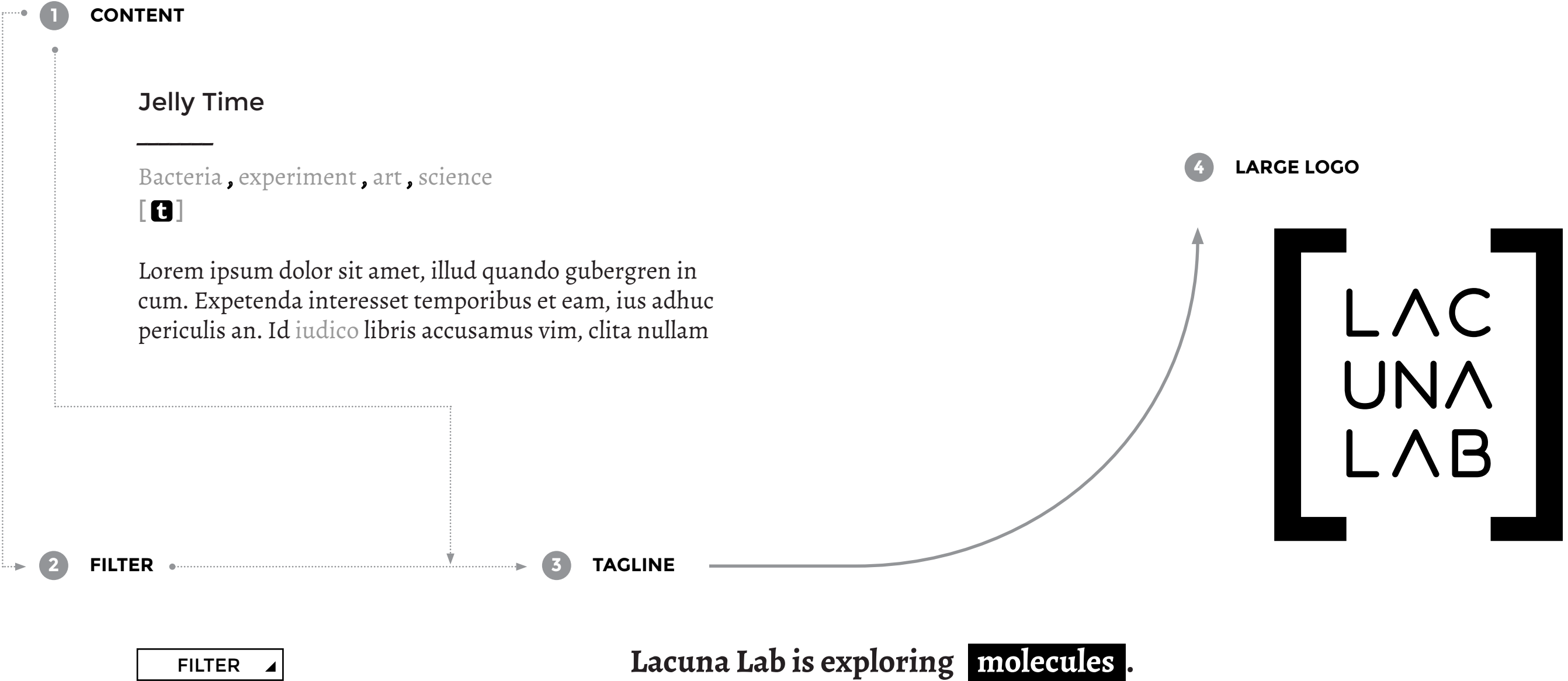
[➤] See *Trello* for full res mockups with notes, grid, and more.



# WEB\_Dynamic Logo

## EXPLORING GENERATIVE LOGO DESIGN

There are many opportunities for exploring a generative logo, including the fill and area around the home page's large logo (4), the tagline below the logo to explain any generative logic for why it's changing (3), and possibly connections "generative Lacuna information" via options for content tags (1) and/or a content filter (2).



[ \* ] See pages 3,6, & 10 for more on generative logo possibilities.

# WEB\_3 Tagline Options

## GENERATIVE TAGLINE

There are also many opportunities for a short generative tagline, depending on which aspect of Lacuna’s story we’d most like to highlight. See page 9 for opportunities to have this sentence drive the logic of the generative logo above. The copy below the tagline will likely be a work in process, improving as we go.

### 1 OPTION ONE



### 2 OPTION TWO

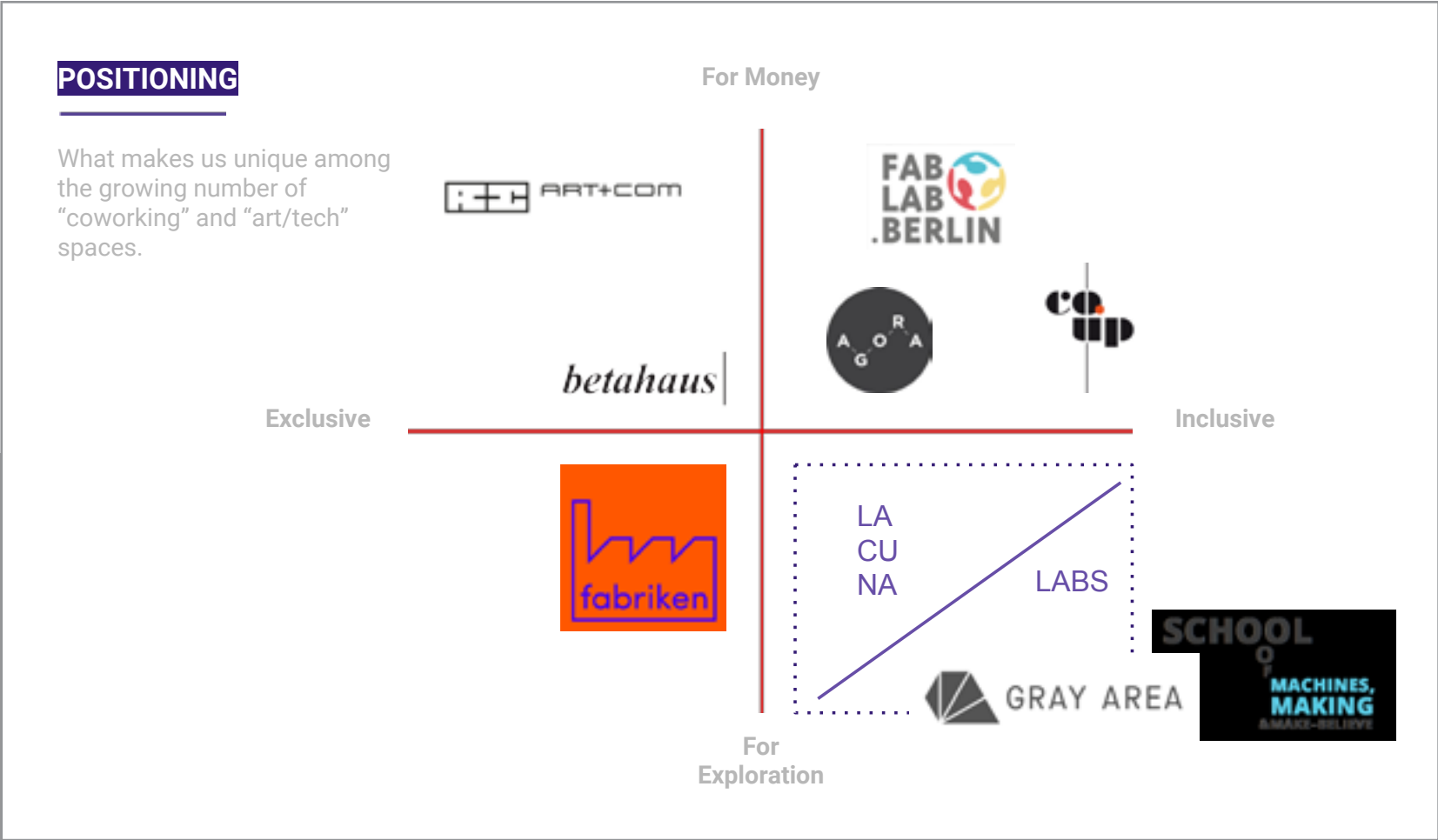


### 3 OPTION THREE



**STRATEGY**

Lacuna Lab  
Branding Exploration  
27/05/2015



Click here to find the Google Pres outlining our initial branding strategy process