



BRANDING GUIDELINES & DESIGN STANDARDS

THE VERY FIRST EDITION | 2017

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FORWARD

“ When I was asked to do a comprehensive rulebook for the brand of LavaLab, I was incredibly excited. Perhaps it was because of my obsessive personality in being able to make rules, but more than likely it is because my favorite color is Orange. Within the manual I have worked hard to make sure that I have communicated a brand with the same clarity, personality, and heart that I believe defines this organization.

My hope is that this standards manual sets a precedent of continuity in the brand of LavaLab for the future, and that I have provided a specimen that is the basis on which my fellow designers in LavaLab are able to draw inspiration and guidance from as they set out to define the LavaLab brand in their own way after my tenure within the organization has expired. As I write this, I am reminded of the famous words of Massimo Vignelli, the famed designer of the New York Subway system who wrote *the* book on visual systems: “The life of a designer is a life of fight: fight against the ugliness.” The moral? Don't be ugly.

With LavaLove,

BAILEY



WE ARE:

A student-run talent incubator committed to fostering entrepreneurs from the best engineering, business, and design minds at the University of Southern California.



A BRIEF HISTORY LESSON

LAVALAB, USC's first product incubator, was founded in the Spring of 2013 by a group of students led by Eric Pakravan. Now in its fourth year, LavaLab has prided itself upon welcoming diverse cohorts of approximately 25 students from USC's top talent in engineering, business, and design. Each semester, LavaLab conducts a comprehensive and iterative curriculum that culminates in a professional showcase of entirely student-created products to industry leaders.

LOGO SPECIMEN

LAVALAB LOGO (PRIMARY):



PROPER USE OF BRAND MARKS

The LavaLab logo is comprised of two codependent elements: The pictograph and the wordmark. The pictographic element must always be displayed in **Solid Pantone 152C**, and the wordmark may be displayed in *only* white or black, depending on the context of its use. The wordmark may not be recreated in a similar sans serif typeface. In almost all cases, these elements must be used together without any alterations made to their orientation or interaction.

PROPER USE:



EXAMPLES OF IMPROPER USE:



PROPER USE OF TYPEFACE

The official typeface of LavaLab is **Proxima Nova**: an elegant, simple, and utilitarian typeface that includes 8 unique widths created by Font Designer **Mark Simonson** in 2005. All LavaLab branded collateral must include this typeface in accordance with the standards of use presented in this document. Provided below is a breakdown of the standard proper use of the various weights that are offered within the Proxima Nova typeface.



2 **PROXIMA NOVA BOLD**

3 Proxima Nova Semibold **OR** *P. Nova Semibold Italic*

4 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent maximus, ex in tincidunt varius, lorem nunc tempor leo, et lacinia turpis massa vitae lorem. In hac habitasse platea dictumst. Suspendisse venenatis lorem non nisi porta, at tempor neque dignissim. Nulla auctor, nibh vel lobortis interdum, mi dolor vehicula felis, sed aliquet elit turpis non lacus.

1 Proxima Nova Black is only used with the wordmark in the LavaLab logo in a modified form.

2 Proxima Nova Bold is only used in title lines, and must always be capitalized.

3 Proxima Nova Semibold or Semibold Italic can be used in a subheading context if necessary, and must be formatted in titlecase.

4 Proxima Nova Regular is only used in body copy, and must be used in sentence case. In some cases, Proxima Nova Semibold can be embedded within Proxima Nova Regular for the purpose of emphasis

LAVALAB ICONS AND BADGES

By design, Lavalab functions to offer members a semester-long toolbox that exemplifies a conventional path to market for fledging start-ups. These iconographic badges are meant to accompany the curriculum of the semester, and provide a visual system of organization that compliments the participation and achievement of the cohort. These are almost exclusively meant to be utilized as the opening imagery in weekly curriculum decks and for special events.



THANK YOU'S AND ACKNOWLEDGMENTS

SPECIAL THANKS TO:

Drake Rehfeld, *Managing Director of LavaLab*
The LavaLab Advisory Board
The LavaLab Fall 2016 Cohort
USC Viterbi School of Engineering
USC Roski School of Art + Design
USC Marshall School of Business



A BAILEY JAMES DESIGN AND LAVALAB JOINT