Products Brand Book
Visual assets

contactlab

Ver.1

Content

contact**lab**

Intro

This guide serves as a resource to bring together all our Products brand underneath the contactlab umbrella and to define their visual and stylistic elements.

In our guide we've included not just where to put the logo, but how far apart things should be spaced, what kind of gridlines and tooltips to use, sizing, color, font and hierarchy guidance.

contact**lab**

Master Brand

Area

How to represent

Products

contact**lab**

Products
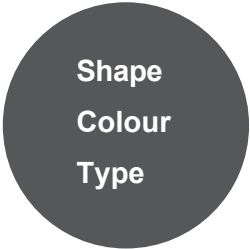
Shape
Colour
Type

contacthub
—
contactsend
—
contactplan

Color

Type

a**b**

Font

Open Sans

Open Sans Light
Open Sans Light Italic

Open Sans Regular
Open Sans Regular

Open Sans Semibold
Open Sans Semibold

Open Sans Bold
Open Sans Bold

Open Sans Light

Open Sans Regular

Open Sans Semibold

Open Sans Bold

Aa Aa **Aa Aa**

Open Sans Light

ABCDEFG HIJKLMNOPQRST UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-;:"/[(!?)]

Open Sans Light Italic

ABCDEFG HIJKLMNOPQRST UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-;:"/[(!?)]

Open Sans Regular

ABCDEFG HIJKLMNOPQRST UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-;:"/[(!?)]

Open Sans Regular Italic

ABCDEFG HIJKLMNOPQRST UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-;:"/[(!?)]

Open Sans Semibold

ABCDEFG HIJKLMNOPQRST UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-;:"/[(!?)]

Open Sans Semibold Italic

ABCDEFG HIJKLMNOPQRST UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-;:"/[(!?)]

Open Sans Bold

ABCDEFG HIJKLMNOPQRST UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-;:"/[(!?)]

Open Sans Bold

ABCDEFG HIJKLMNOPQRST UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-;:"/[(!?)]

Font

no space

Open sans light   Open sans regular

product**name**

tagline

Open sans light

Logo

Our logo is the most distilled
and ubiquitous element
of our identity a universal
signature across all our
communications.

While it is a simple logo,
we must treat it nicely.
This page covers
the correct usage.

1x

x

1/2x

1/2x

productname

tagline

Sign

Logotype

Tagline

Clear space

The clearance area
provides maximum
legibility and allows
the logo lockup
to stand apart from
other elements

x

1x

1x

productname

tagline

Elements

product**name**
tagline

Brand Element
1

Sign

Brand Element
2

Flat

Brand Element
3

Type

a**b**

Logo Size

productname
tagline

—————————————————————————

100 mm

productname
tagline

—————————————————————————

75 mm
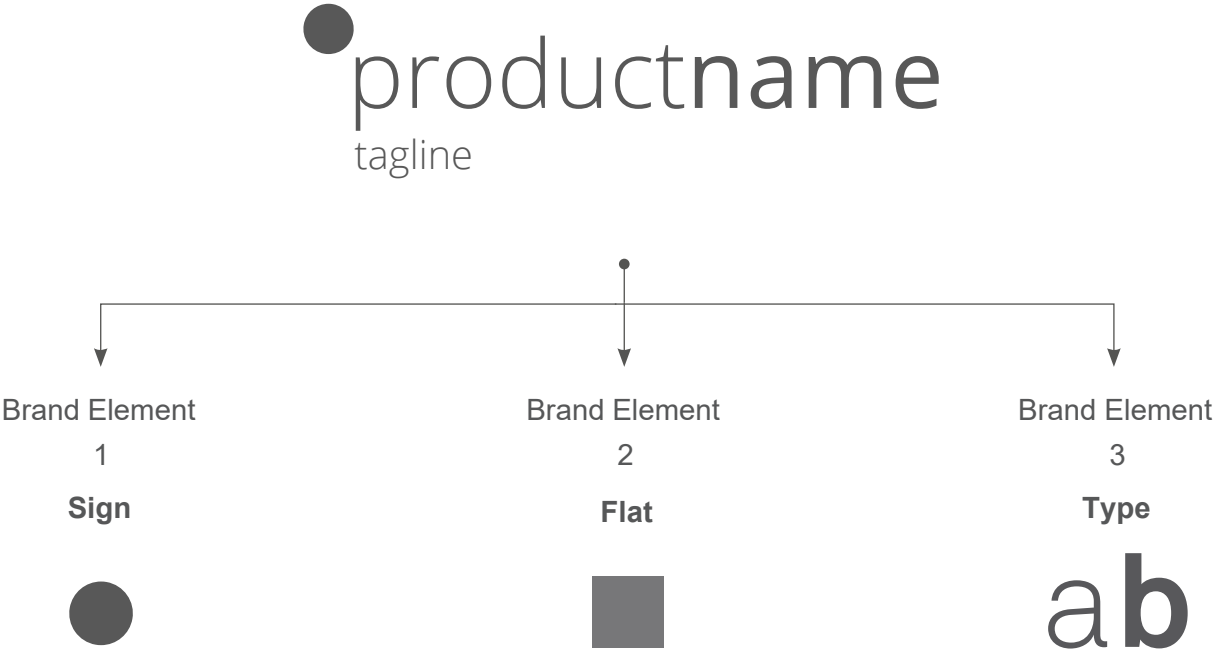
The minimum size
which ensures the reading
the brand is 45 mm in width.

Monochrome

White out

productname
tagline

productname
tagline

When monochrome is used,
then all elements are to be 80% black.

When white out is used,
the logo type is inverted to white.

contacthub
your unique customer view

Use positive version of logo
on clear background.

contacthub
your unique customer view

contacthub
your unique customer view

Use negative version of logo
on medium shade background.

contacthub
your unique customer view

contacthub
your unique customer view

Use negative version of logo
on dark shade background.
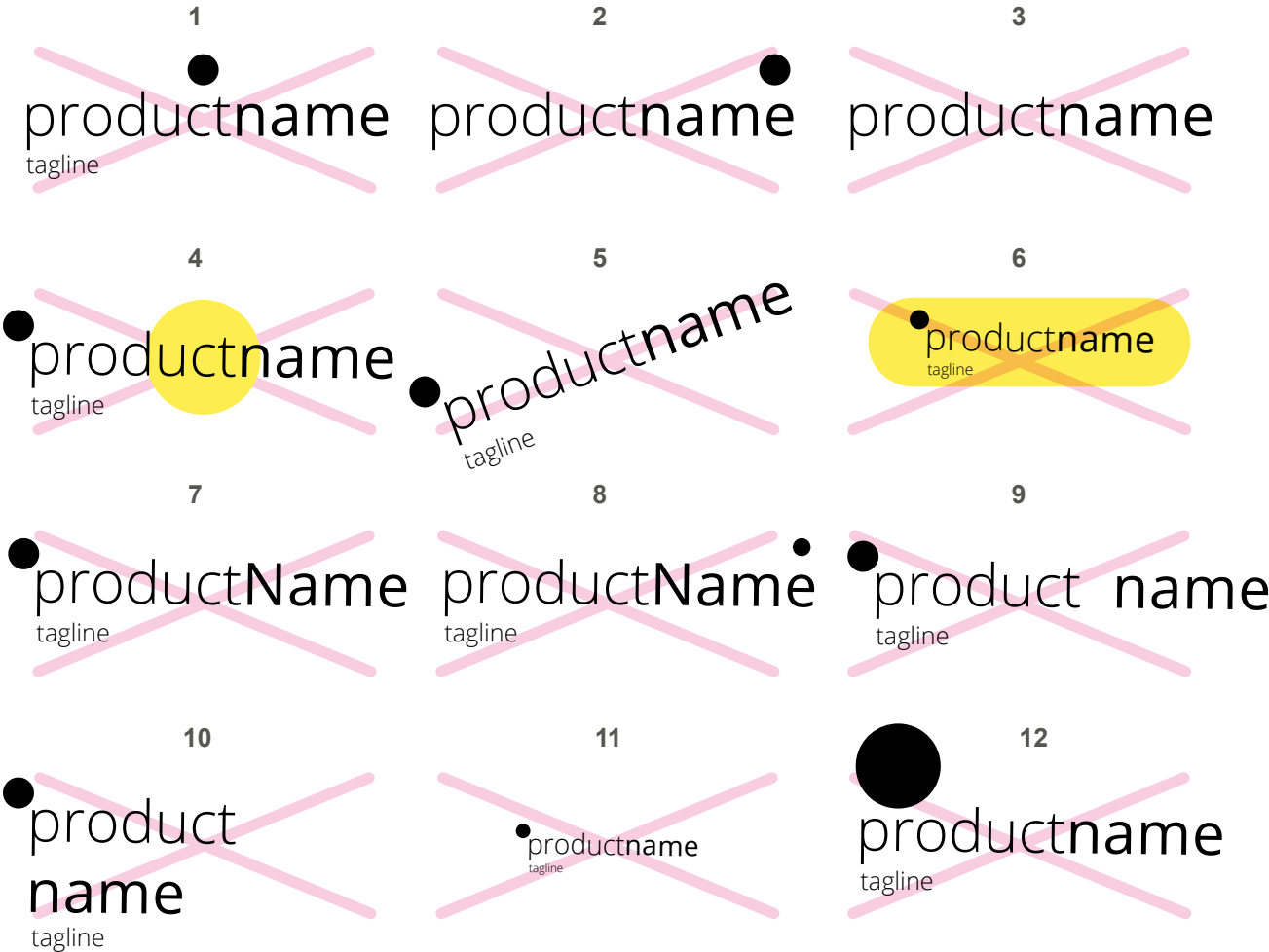
contacthub
your unique customer view

contacthub
your unique customer view

Incorrect Logo use

1

product**name**
tagline

2

product**name**

3

product**name**

4

product**name**
tagline

5

product**name**
tagline

6

product**name**
tagline

7

product**Name**
tagline

8

product**Name**
tagline

9

product **name**
tagline

10

product
name
tagline

11

product**name**
tagline

12

product**name**
tagline

Colour Brand contactlab
(logo / web site)

°°contact**lab**

Products

Shape
Colour
Type

Colour

Type

a**b**

contacthub
(live)

contactplan

contactsend

contacthub

your unique customer view
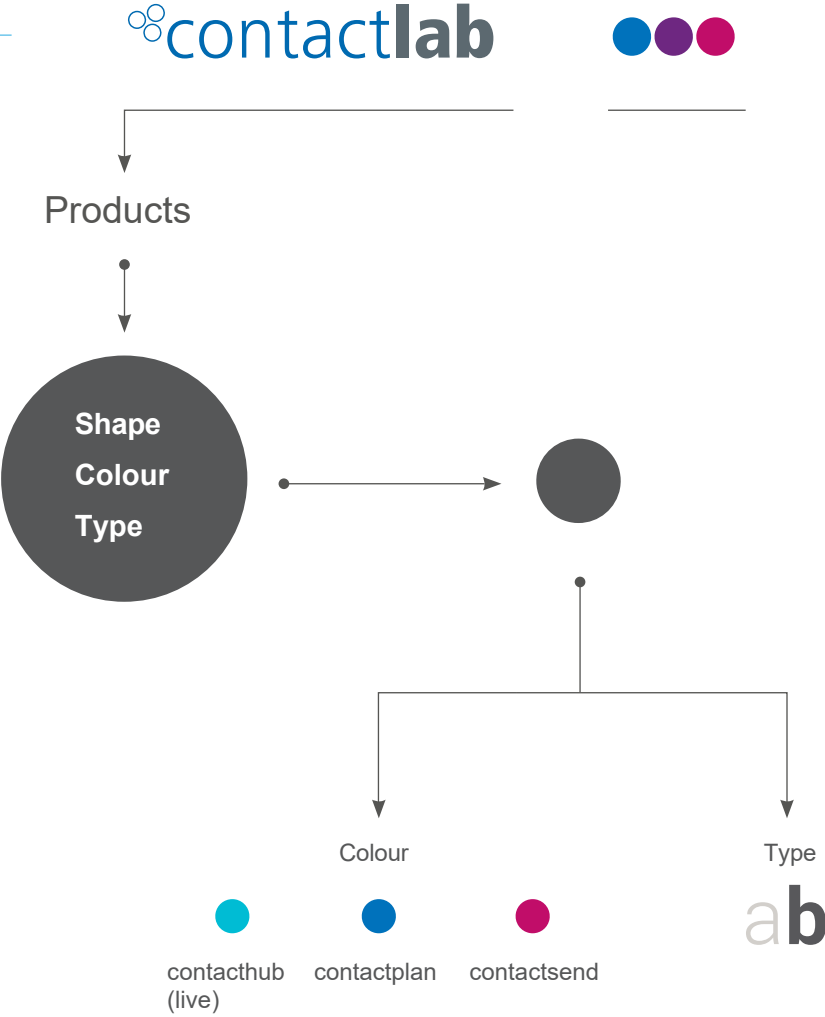
Primary

CMYK: C 72 M 0 Y 16 K 0
RGB: R 000 G 188 B 212
hex: #00BCD4

BLACK 90%
hexadecimal:
#414042

BLACK 70%
hexadecimal:
#6d6e71

BLACK 50%
hexadecimal:
#939598

BLACK 30%
hexadecimal:
#bcbec0

BLACK 15%
hexadecimal:
#dcddde

contact**plan**
tagline

Primary

CMYK: C 85 M 51 Y 0 K 0
RGB: R 000 G 114 B 188
hex: #0072BC

BLACK 90%
hexadecimal:
#414042

BLACK 70%
hexadecimal:
#6d6e71

BLACK 50%
hexadecimal:
#939598

BLACK 30%
hexadecimal:
#bcbec0

BLACK 15%
hexadecimal:
#dcddde

contactsend

tagline

Primary

CMYK: C 23 M 98 Y 25 K 25
RGB: R 193 G 13 B 105
hex: #C10D69

BLACK 90%	BLACK 70%	BLACK 50%	BLACK 30%	BLACK 15%
hexadecimal:	hexadecimal:	hexadecimal:	hexadecimal:	hexadecimal:
#414042	#6d6e71	#939598	#bcbec0	#dcddde

contact**hub**
your unique customer view

contact**plan**
tagline

contact**send**
tagline

Contactlab Product Brand Book / Visual assets

Product Platform layout

USER / PRODUCT ACTIOS BAR

48px

1024px

productname

77px

CONTENT

768px

STEP BAR

Contactlab Product Brand Book / Visual assets

Product Platform layout

48px

1024px

77px

●productname

CONTENT

HISTORY
RECAP

768px

STEP BAR

Contactlab Product Brand Book / Visual assets

Product Platform layout

320px

productname

CONTENT

480px