

Products Brand Book

Visual assets



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contact**lab**

engage · digitally · anywhere

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.

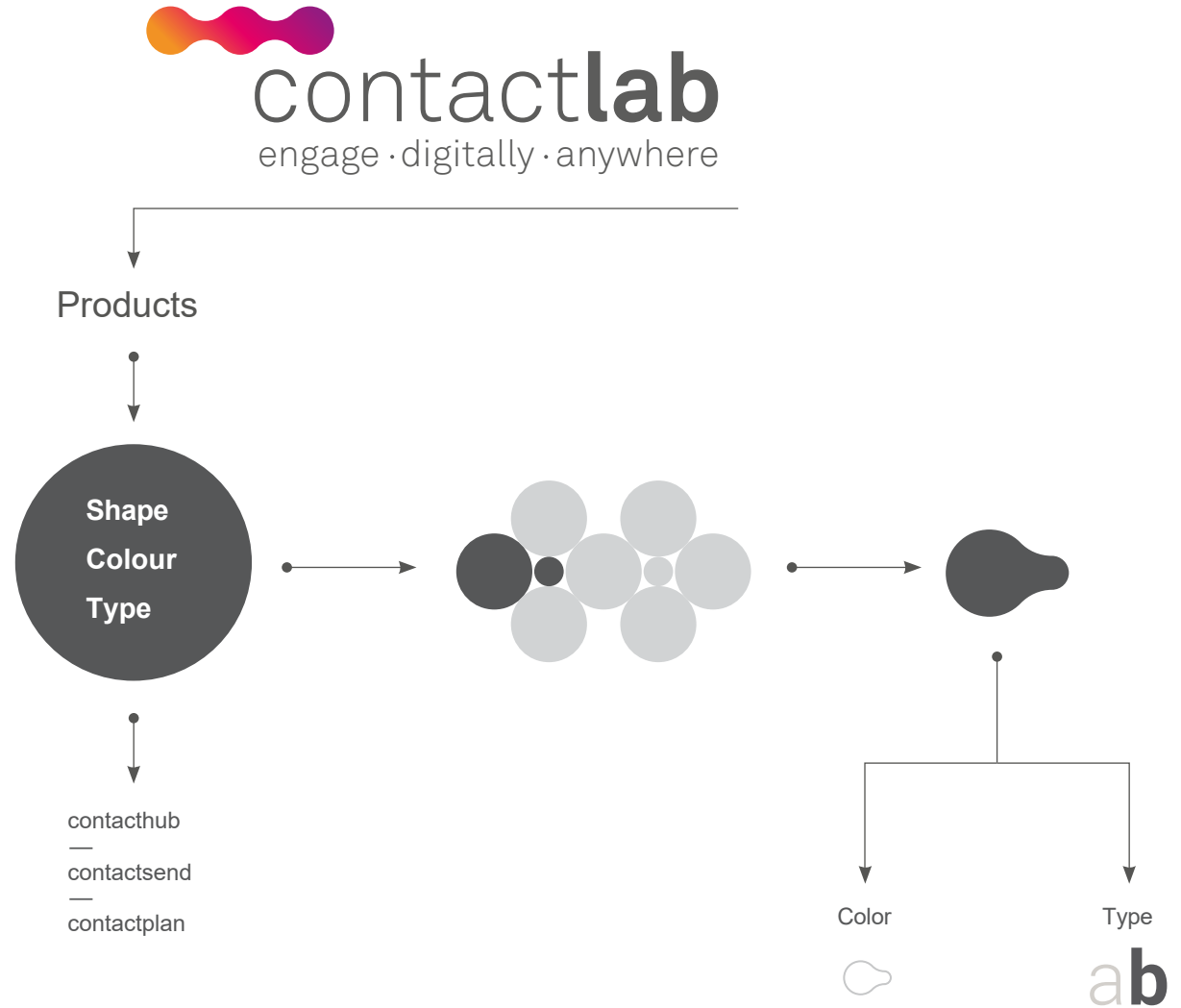


Master Brand

Area

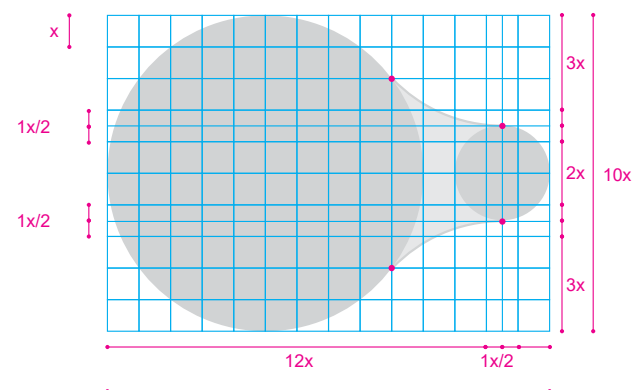
How to represent

Products



Sign

Construction



Sign



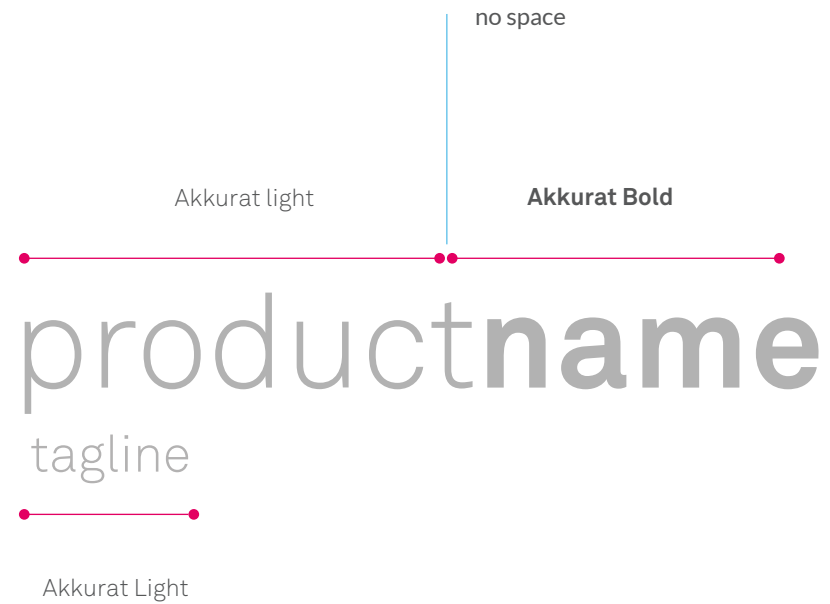


Font

Akkurat

Akkurat Light

Akkurat Regular



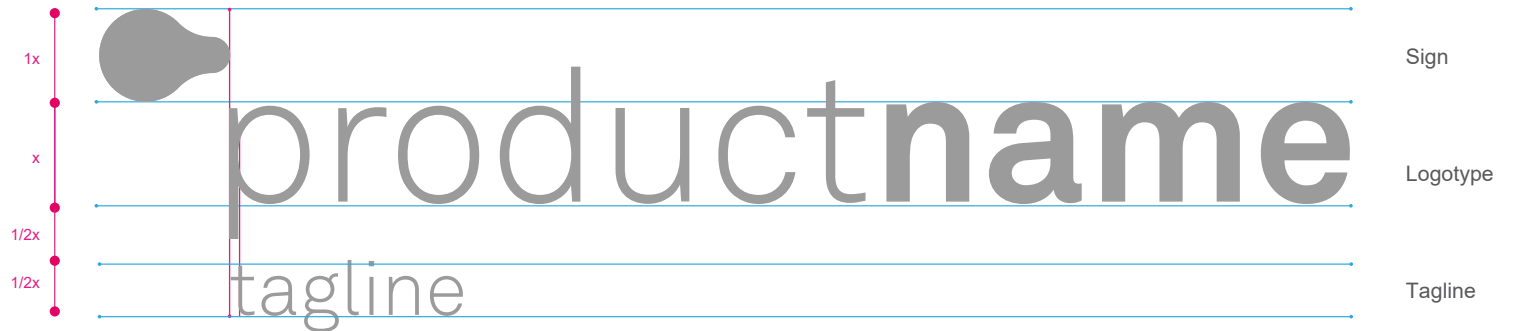


Lockup sign and logotype - Exclusion zone

Logo

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

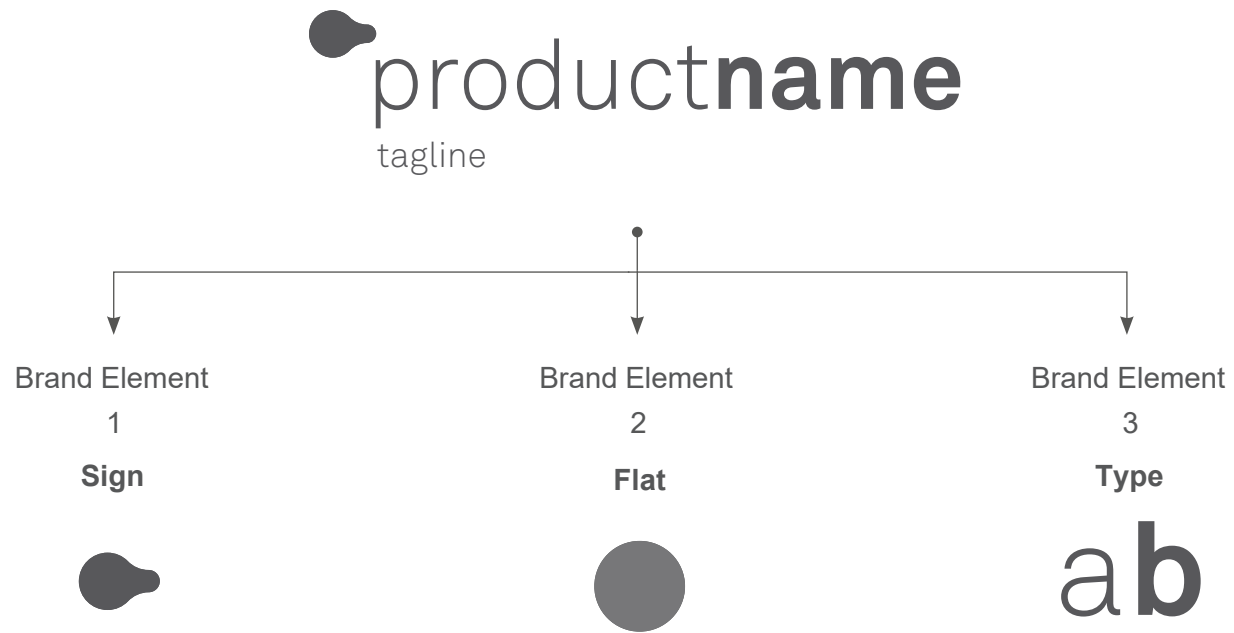
While it is a simple logo, we must treat it nicely. This page covers the correct usage.



Clear space

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







100 mm



75 mm

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

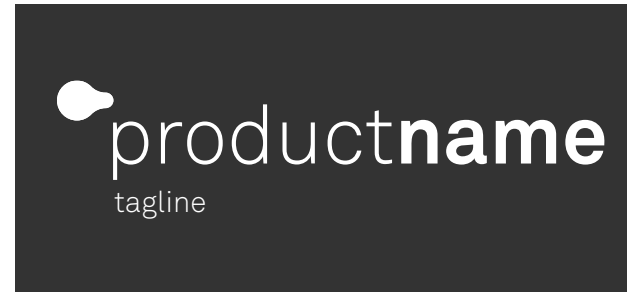


Monochrome



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

White out



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



Use positive version of logo
on clear background.



Use negative version of logo
on medium shade background.



Use negative version of logo
on dark shade background.





Incorrect Logo use

1

2

3

4

5

6

7

8

9

10

11

12



Identity colors



Triadic color scheme

A triadic color scheme uses colors that are evenly spaced around the color wheel.



Analogous color scheme

Analogous color schemes use colors that are next to each other on the color wheel. They usually match well and create serene and comfortable designs.



Complementary color scheme

Colors that are opposite each other on the color wheel are considered to be complementary colors (example: blue and orange).



The color palette of the products refer entire color spectrum.

Each product is assigned a color that has two possibilities of application: flat, gradient. Colors can be used both in positive version than negative.



*The colors are too tied to personal or cultural experience to be translated in universal feelings.
But there are more generic messages which may it is identified in color perception.*

GREEN

Freshness, money, stability.

Represent balance and harmony in a design.

Simulates harmony in the brain and encourage balance between body and emotions, leading to decisiveness.

CYAN / BLUE

Tranquility, integrity, trust, intelligence.

Blue represents dependability and security.

Dark blues are excellent for corporate and business.

YELLOW / ORANGE

Bright, intellect, confidence, success, optimism.

To give a friendly and inviting impression.

Simulates logic centre of the brain and promotes enthusiasm.

PURPLE / RED

Determined, power, artistic.

Stimulates the problem solving area of the brain as well as creativity.

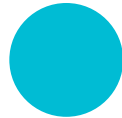
Represents a creative and wise product.

(Data Visualization)





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:
#dcdde



Primary



CMYK: C 74 M 0 Y 85 K 0

RGB: R 20 G 192 B 77

hex: #14C04D



BLACK 90%
hexadecimal:
#414042



BLACK 70%
hexadecimal:
#6d6e71



BLACK 50%
hexadecimal:
#939598



BLACK 30%
hexadecimal:
#bcbec0



BLACK 15%
hexadecimal:
#dcdde



Primary



CMYK: C 92 M 66 Y 18 K 4

RGB: R 0 G 87 B 140

hex: #00578C



BLACK 90%
hexadecimal:
#414042



BLACK 70%
hexadecimal:
#6d6e71



BLACK 50%
hexadecimal:
#939598



BLACK 30%
hexadecimal:
#bcbec0



BLACK 15%
hexadecimal:
#dcdde



 contact**hub**
your unique customer view

 contact**plan**
tagline

 contact**send**
tagline



Font

Akkurat

Akkurat Light
Akkurat Light Italic

Akkurat Regular
Akkurat Regular Italic

Akkurat Bold
Akkurat Bold Italic

Akkurat Light

Aa

Akkurat Regular

Aa

Akkurat Bold

Aa

Akkurat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-;:'"/[(!?)]

Akkurat Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-;:'"/[(!?)]*

Akkurat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-;:'"/[(!?)]

Akkurat Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-;:'"/[(!?)]*

Akkurat Bold

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abcdefghijklmnopqrstuvwxyz
1234567890.,-;:'"/[(!?)]**

Akkurat Bold Italic

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abcdefghijklmnopqrstuvwxyz
1234567890.,-;:'"/[(!?)]***



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

Aa

Open Sans Regular

Aa

Open Sans Semibold

Aa

Open Sans Bold

Aa

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-;"/[(!?)]

Open Sans Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
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1234567890.,-;"/[(!?)]*

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-;"/[(!?)]

Open Sans Regular Italic

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abcdefghijklmnopqrstuvwxyz
1234567890.,-;"/[(!?)]*

Open Sans Semibold

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abcdefghijklmnopqrstuvwxyz
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Open Sans Semibold Italic

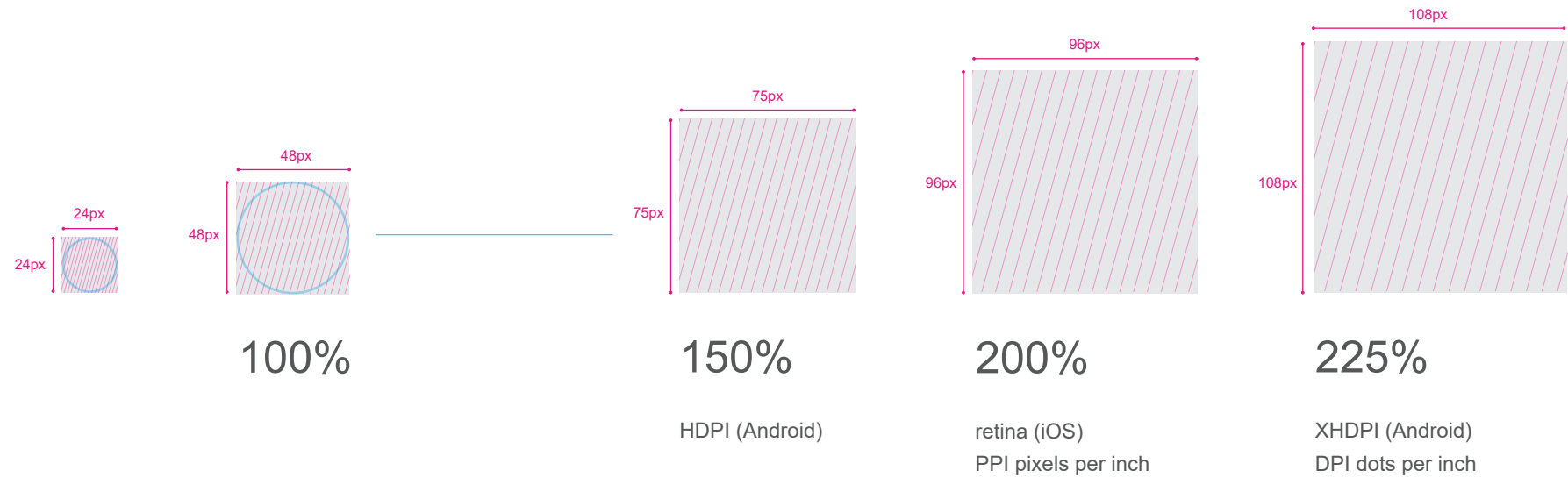
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Open Sans Bold

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abcdefghijklmnopqrstuvwxyz
1234567890.,-;"/[(!?)]

Open Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-;"/[(!?)]**





Icons

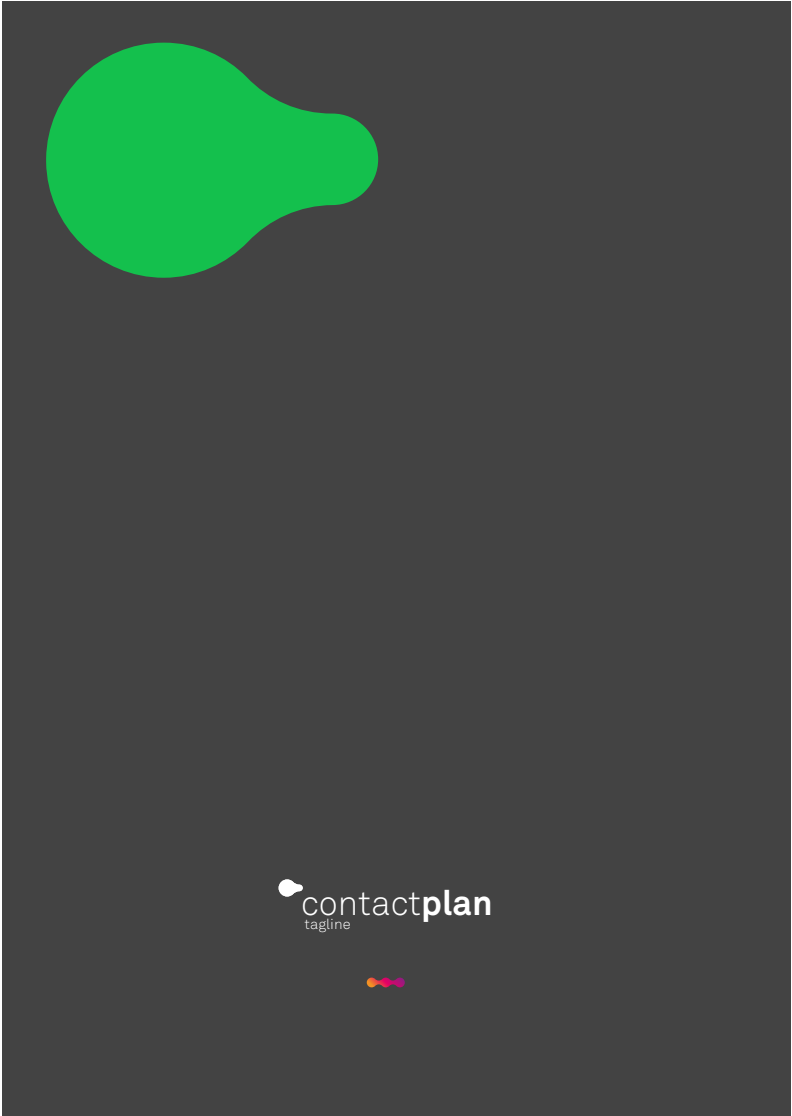




Cover / Front

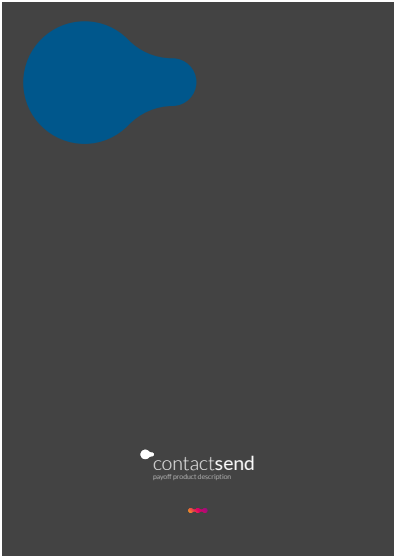
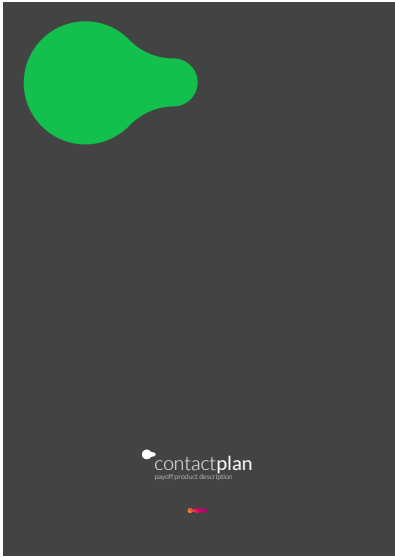
210 mm

297 mm



Back







Template / Product documentation



210 mm



10 mm

210 mm



Version 0.0.1
day month year

Proprietary and Confidential

Arial regular 8pt (10px)

Title
Arial regular 9pt (12px)

Revision History

Date	Version	Description	Author/s
2019-01-01	1.0.0	Initial release	John Doe
2019-02-15	1.0.1	Fixed bug in login function	John Doe
2019-03-10	1.0.2	Added new feature: user profile	John Doe, Jane Smith
2019-04-05	1.0.3	Improved performance of search	John Doe
2019-05-20	1.0.4	Added support for mobile devices	John Doe, Jane Smith
2019-06-15	1.0.5	Fixed security vulnerability	John Doe
2019-07-01	1.0.6	Added new feature: user settings	John Doe, Jane Smith
2019-08-10	1.0.7	Improved user interface	John Doe
2019-09-01	1.0.8	Added new feature: user notifications	John Doe, Jane Smith

Table of contents

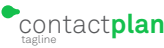
Arial regular 9pt (12px)



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1/10 — Arial regular 9pt (12px)

— Arial regular 8pt (10px)



Version 0.0.1
day month year

Title

Proprietary and Confidential

1. [REDACTED]

[REDACTED]

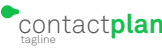
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[REDACTED]

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    ],
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    "errorCode": "<errorCode_value>",
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  }
}
```

1.2 [REDACTED]

[REDACTED]



Version 0.0.1
day month year

Title

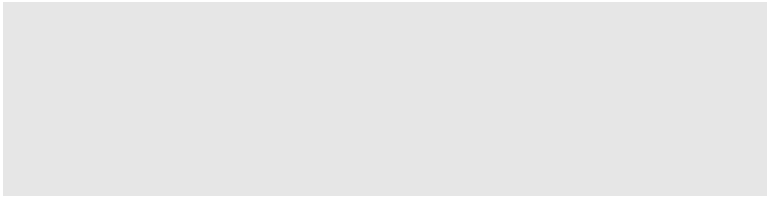
Proprietary and Confidential

2. [REDACTED]

[REDACTED]

2.1 [REDACTED]

[REDACTED]

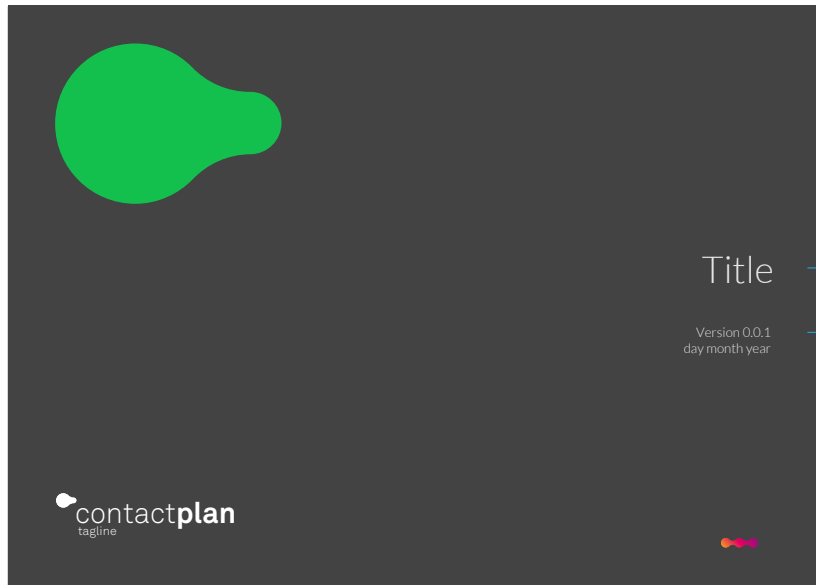


2.1 [REDACTED]

[REDACTED]

[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]





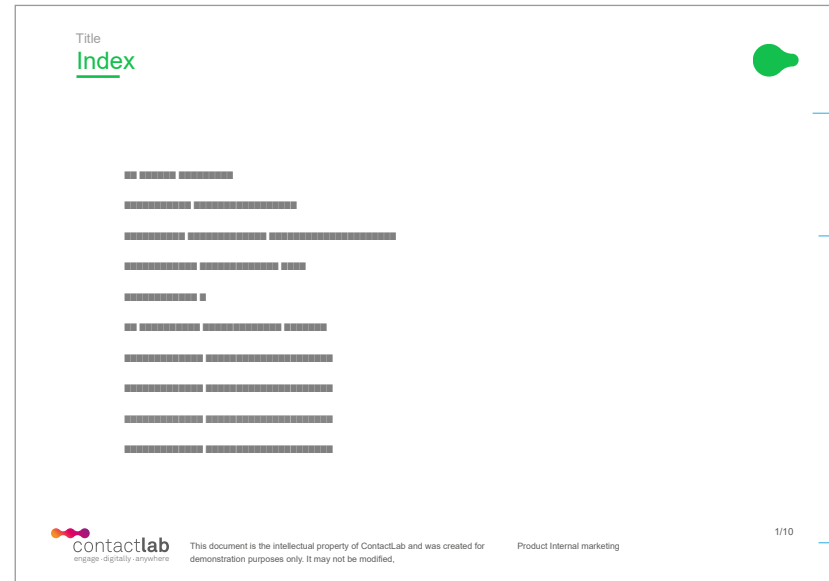
Title

Version 0.0.1
day month year

contactplan
tagline

Lato light
14pt (19px)

Lato light
8pt (11px)



Title
Index

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Product Internal marketing

1/10

Arial regular 12pt (16px)

Arial regular 9pt (12px)

Arial regular 8pt (10px)



Title
Section2



Paragraph of text placeholder.

- Bullet point placeholder
- Bullet point placeholder
- Bullet point placeholder

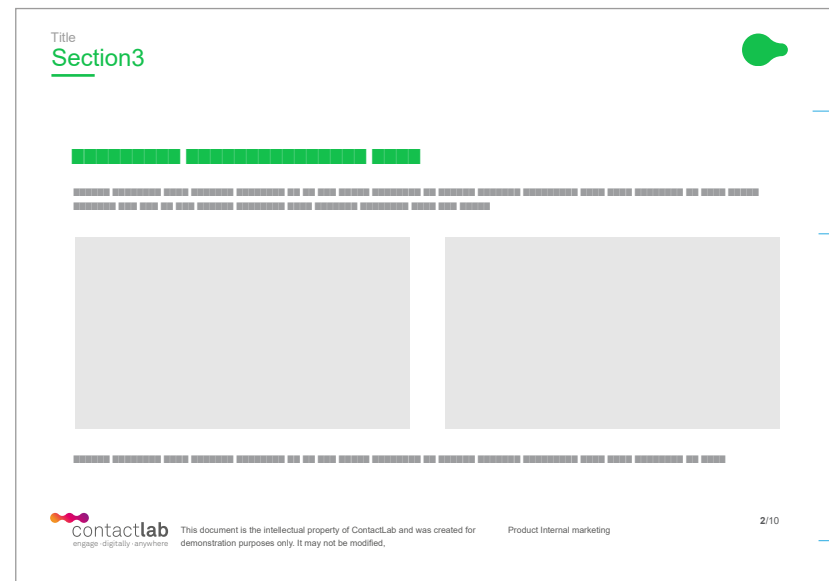
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Product Internal marketing

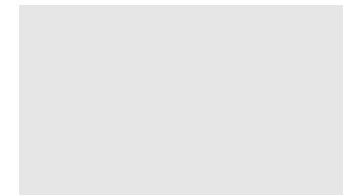
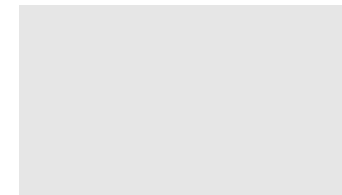
1/10



Title
Section3



Paragraph of text placeholder.



Paragraph of text placeholder.

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Product Internal marketing

2/10

Arial regular 12pt (16px)

Arial regular 9pt (12px)

Arial regular 8pt (10px)



contact**lab**/developers



developers

White out



contact**lab**/developers



developers



CMYK: C 92 M 66 Y 18 K 4

RGB: R 0 G 87 B 140

hex: #00578C



BLACK 90%
hexadecimal:
#414042



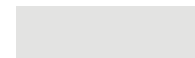
BLACK 70%
hexadecimal:
#6d6e71



BLACK 50%
hexadecimal:
#939598



BLACK 30%
hexadecimal:
#bcbec0



BLACK 15%
hexadecimal:
#dcdde



contact**lab**/support



support

White out



contact**lab**/support



support



CMYK: C 92 M 66 Y 18 K 4

RGB: R 0 G 87 B 140

hex: #00578C



BLACK 90%
hexadecimal:
#414042



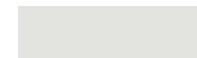
BLACK 70%
hexadecimal:
#6d6e71



BLACK 50%
hexadecimal:
#939598



BLACK 30%
hexadecimal:
#bcbec0



BLACK 15%
hexadecimal:
#dcdde



Texture

Background

CMYK: C 92 M 66 Y 18 K 4

RGB: R 0 G 87 B 140

hex: #00578C



Background

BLACK 80%



