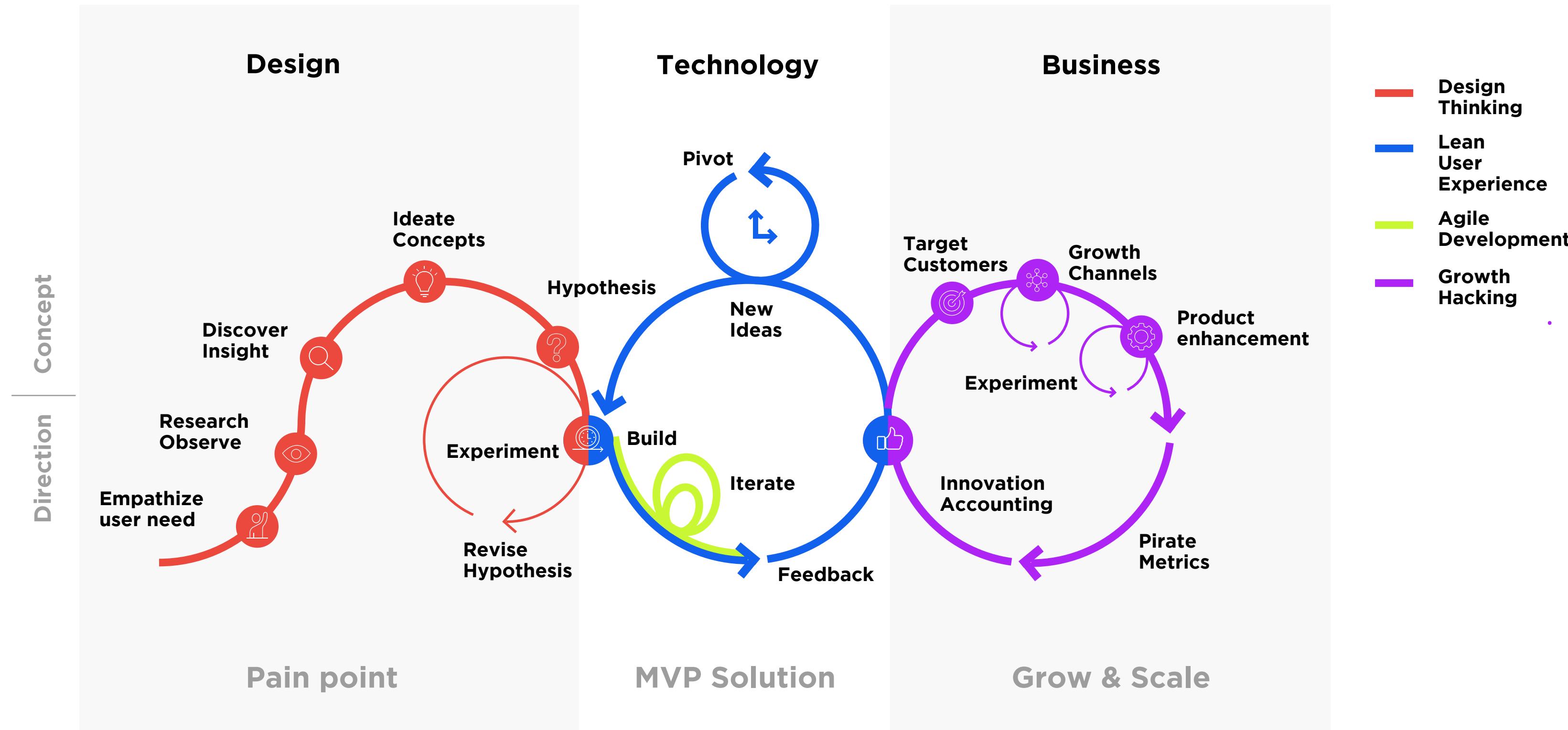
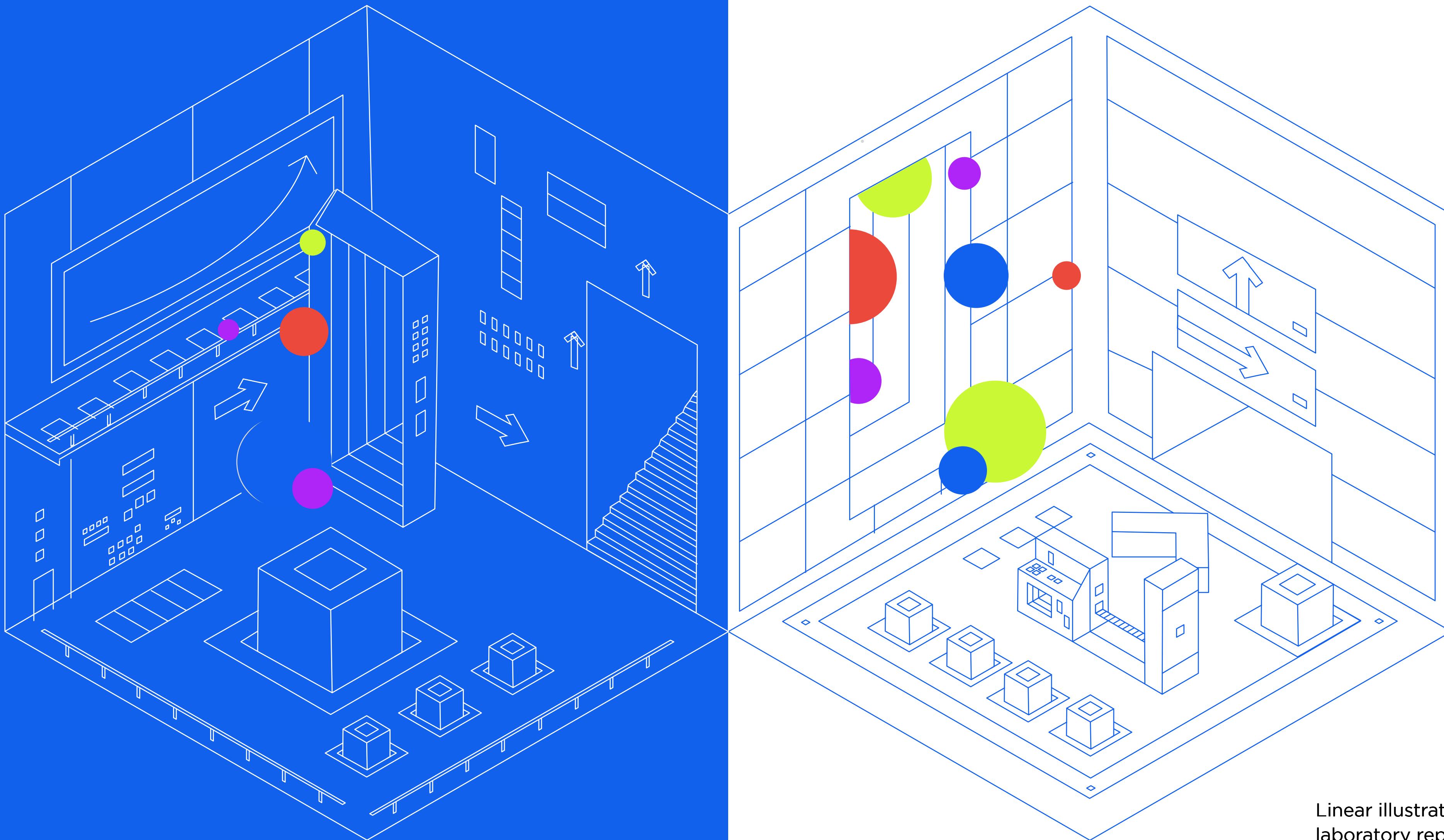


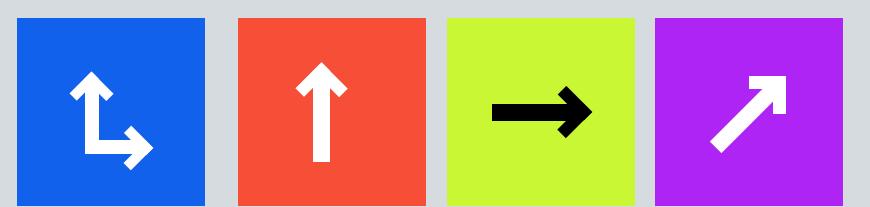
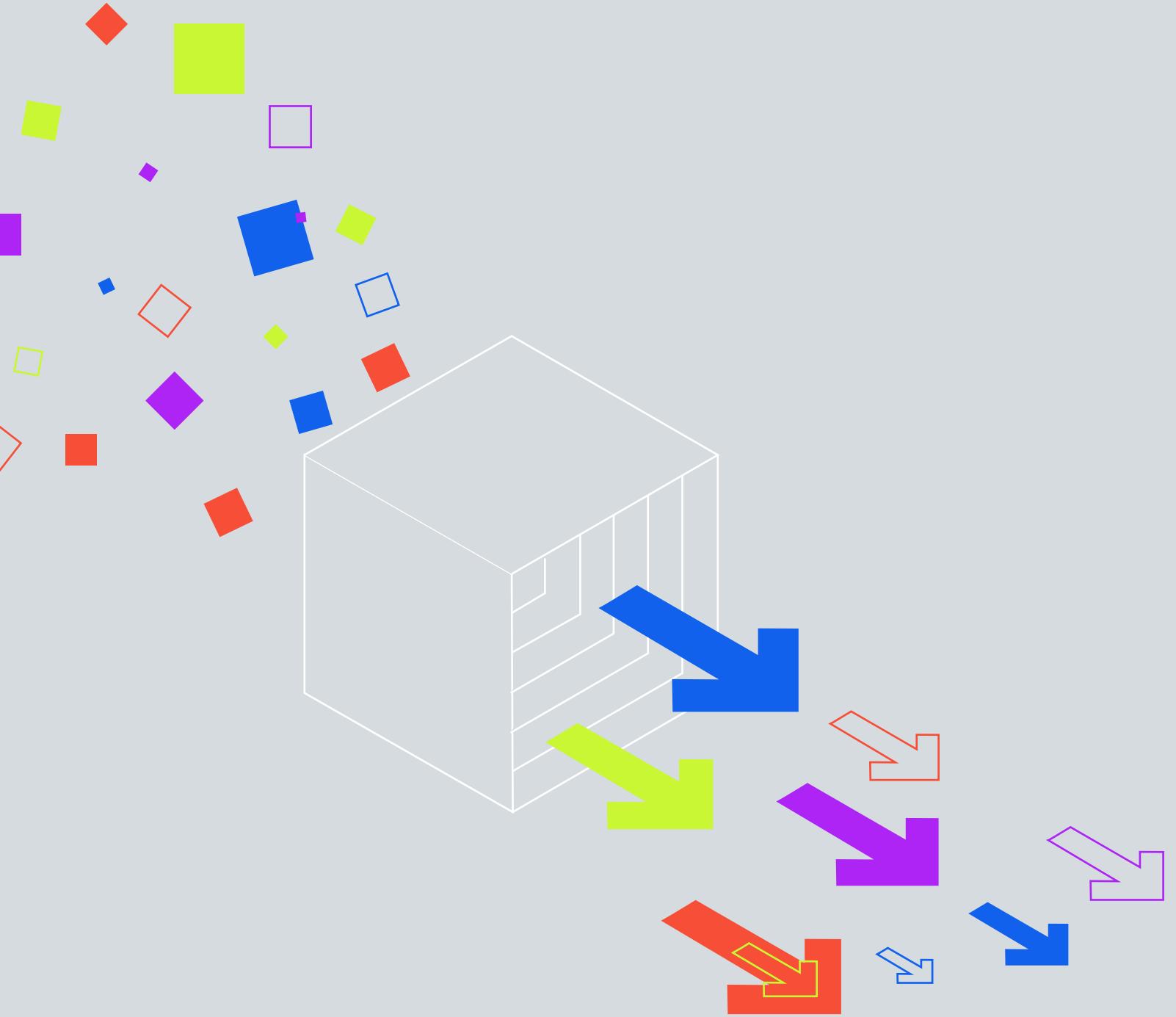
# GrowthLab





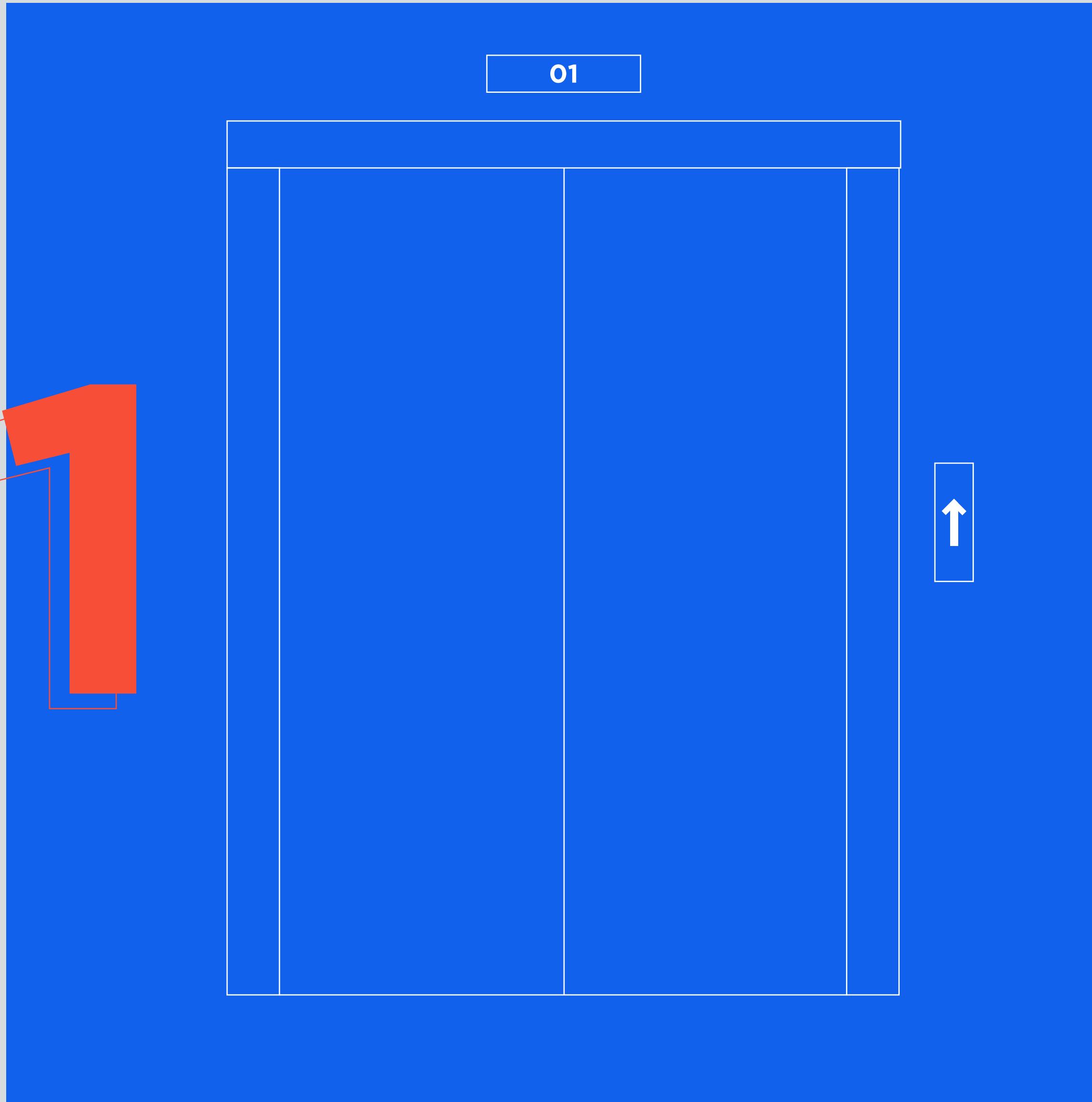


Linear illustration of an abstract laboratory representing how ideas are carried out.



Squares and arrows are important elements that are present in the branding. Ideas go through growth lab, giving them purpose and direction

01



01

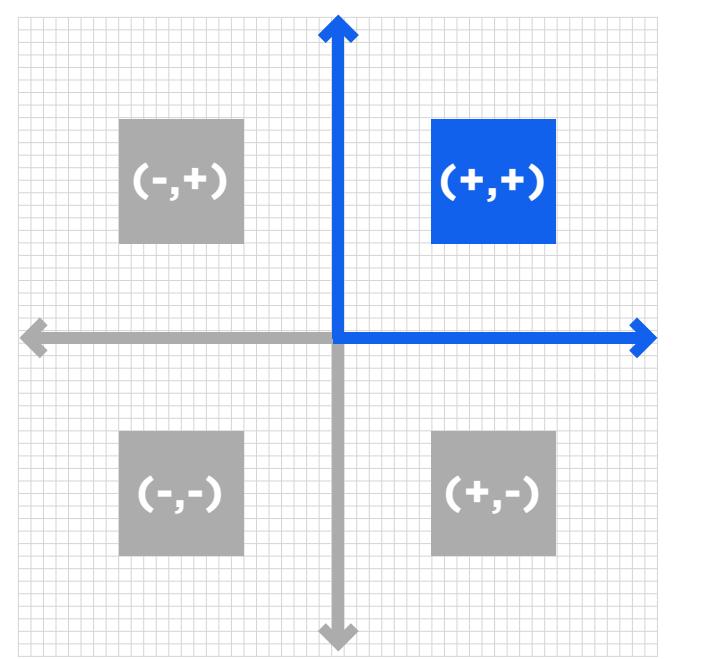
SEMIOTICS

01

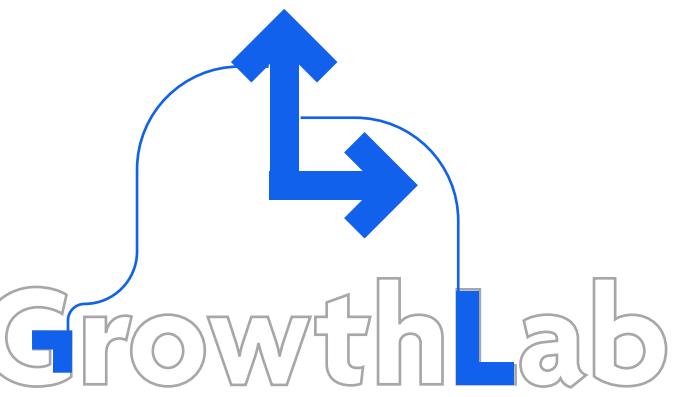


## Keywords

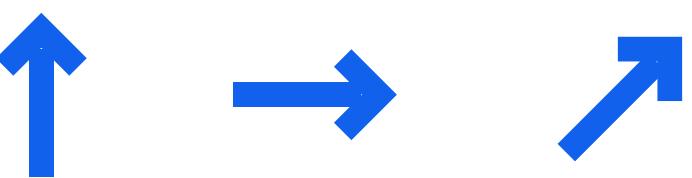
Neat  
Precise  
Sharp  
Minimalist  
Contemporary  
Methodic  
Efficient  
Logical  
Analytical



Arrows indicating  
**growth direction**  
in a positive  
XY displacement



- Parts of the name makes the isotype



Main direction of arrows

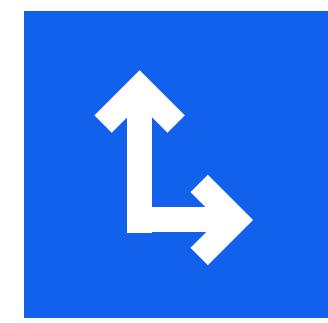
Arrows are never displayed backwards or pointing down

02



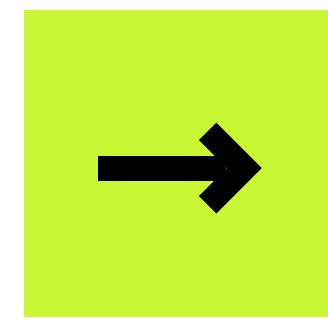
**GRAPHIC ELEMENTS**

02



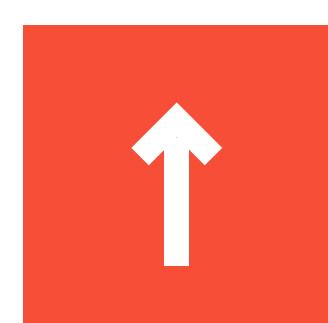
Tech Blue

1161EE



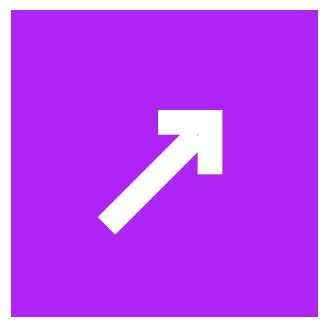
Satisfaction Yellow

CBF834



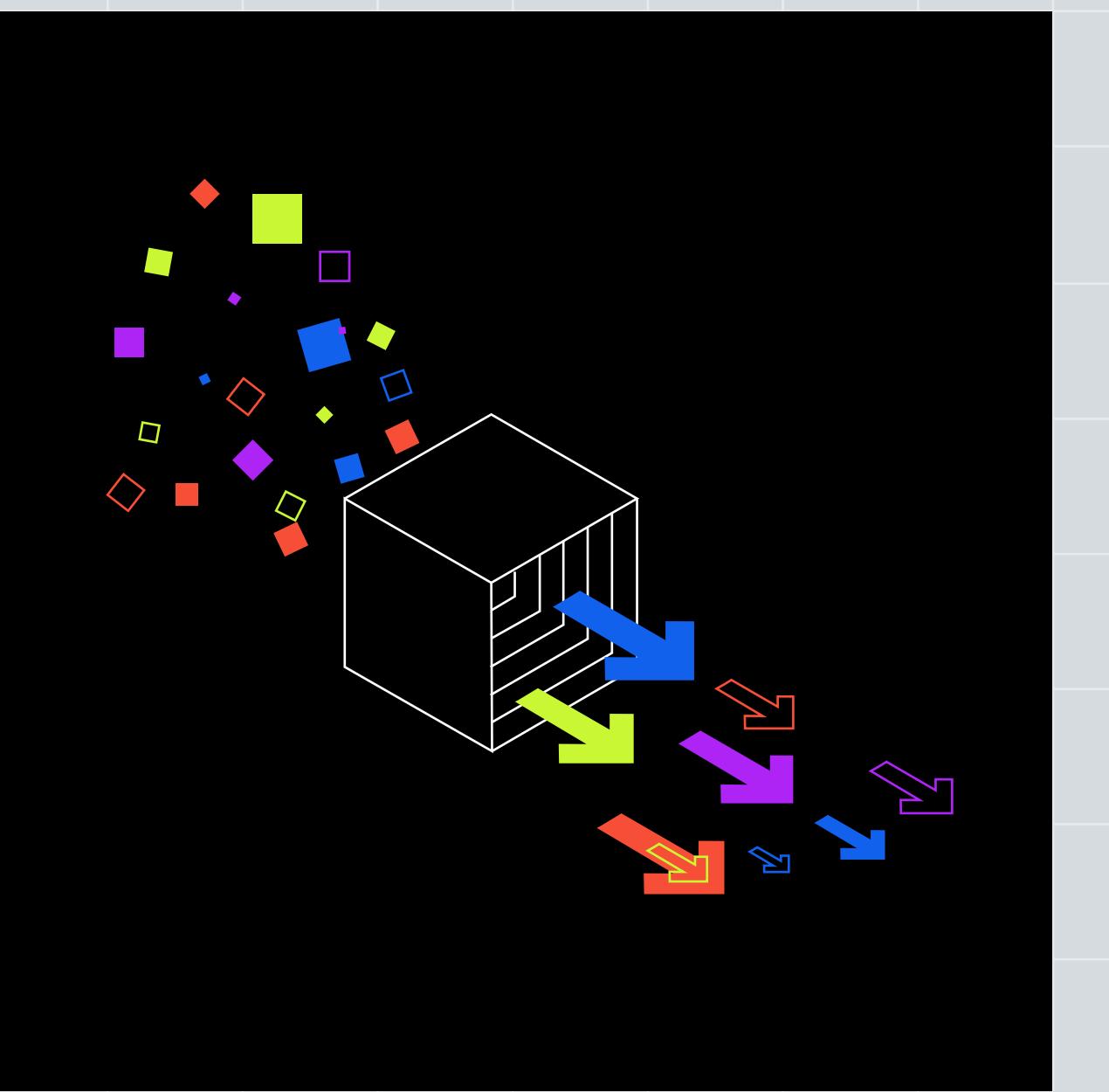
Awareness Red

F84E37



Growth Purple

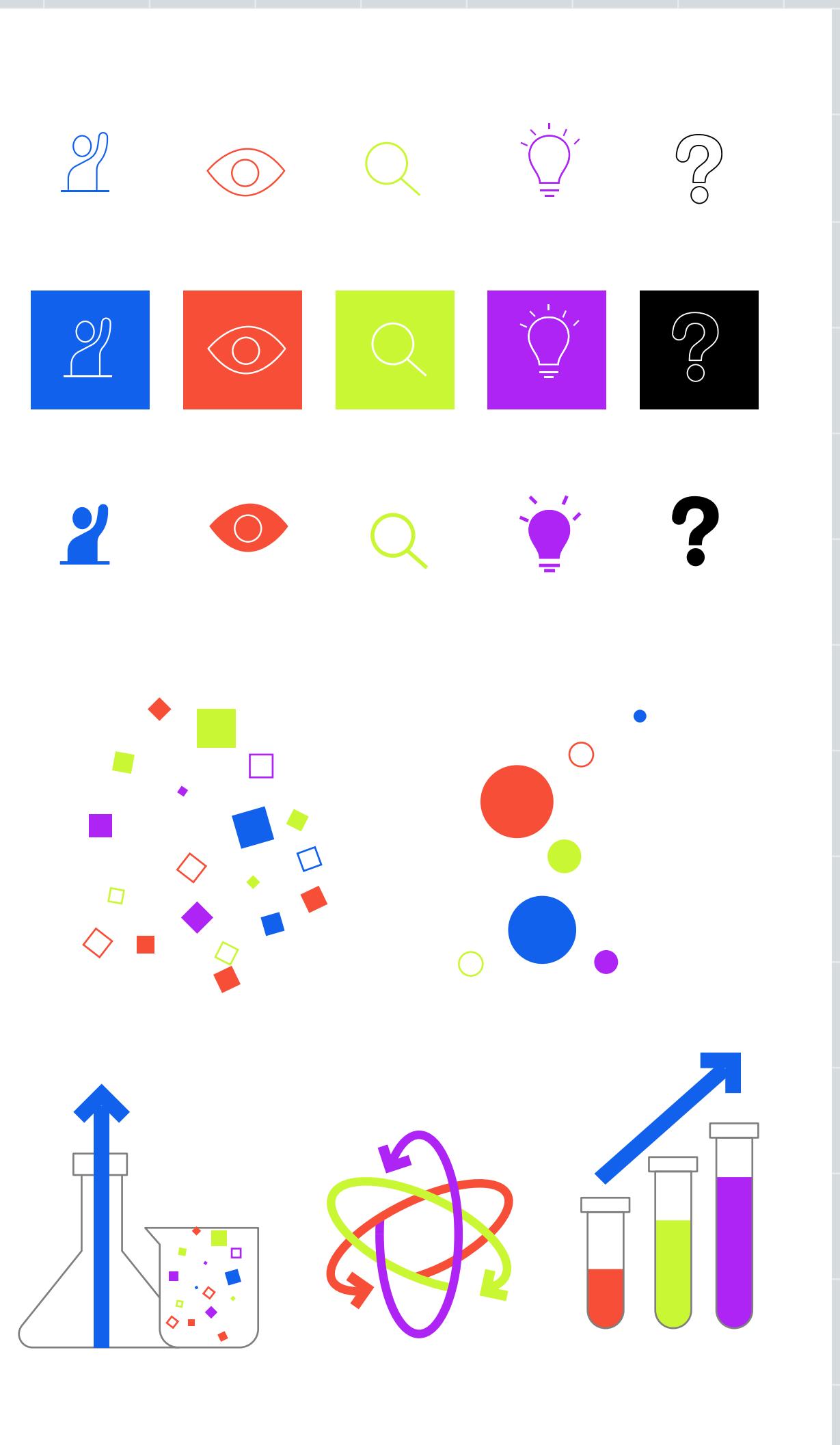
AF24F6



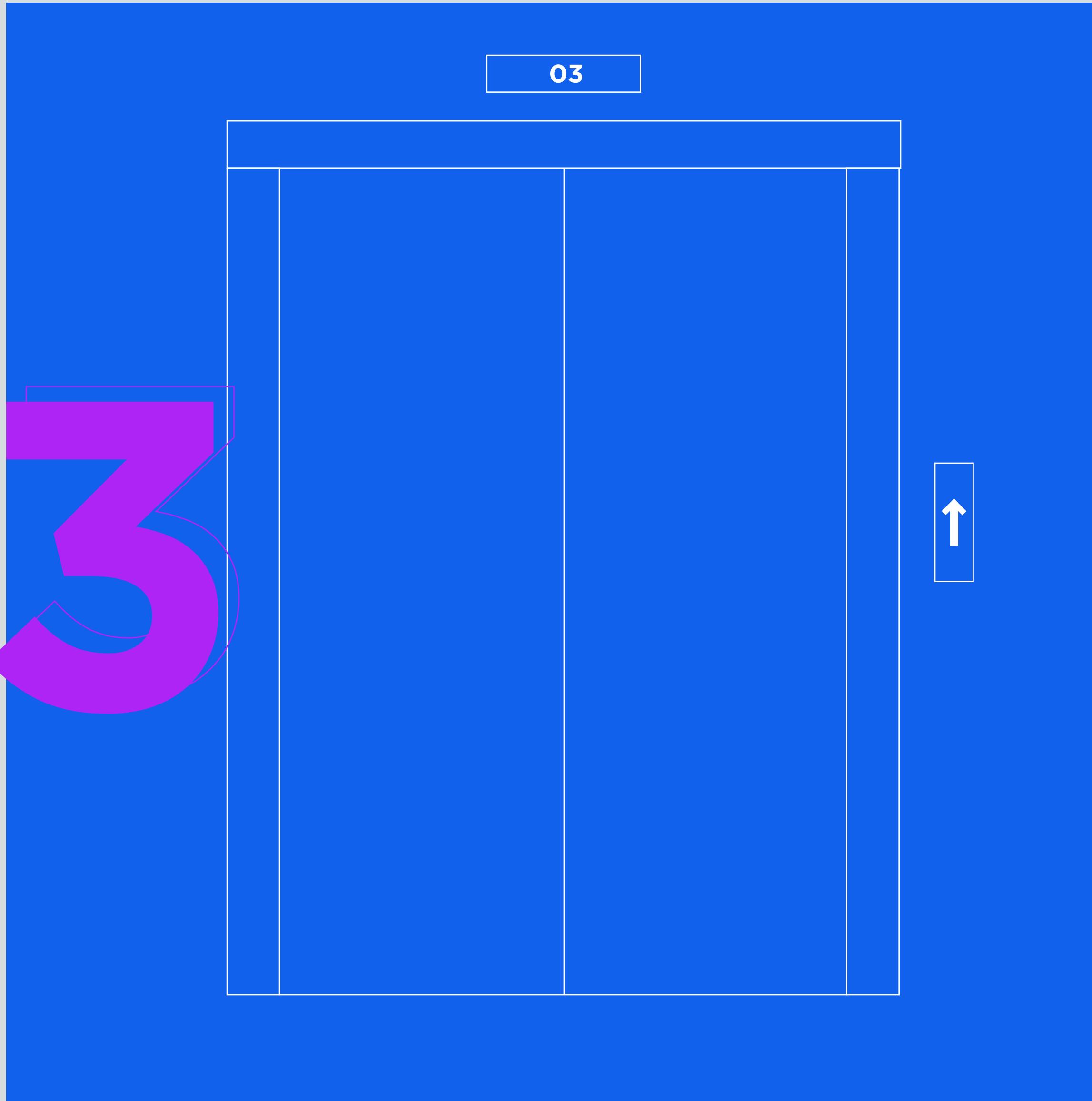
## AGENDA

Pristine, sleek humanistic sans typography

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



03

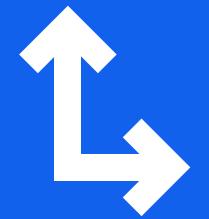


USAGE

03



EFFORT AND  
COURAGE ARE  
NOT ENOUGH  
WITHOUT  
**PURPOSE AND  
DIRECTION**



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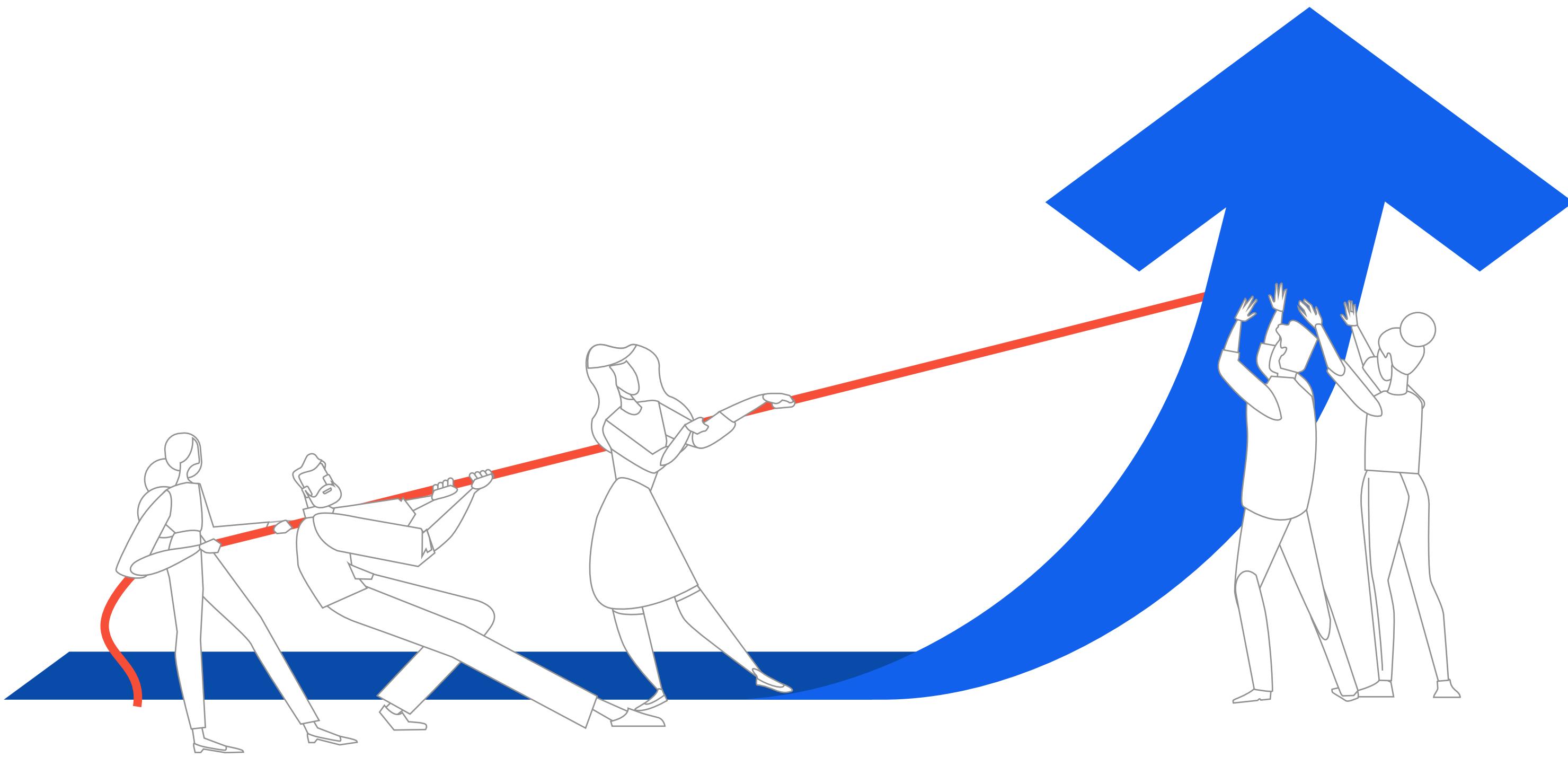
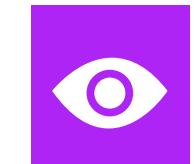


03

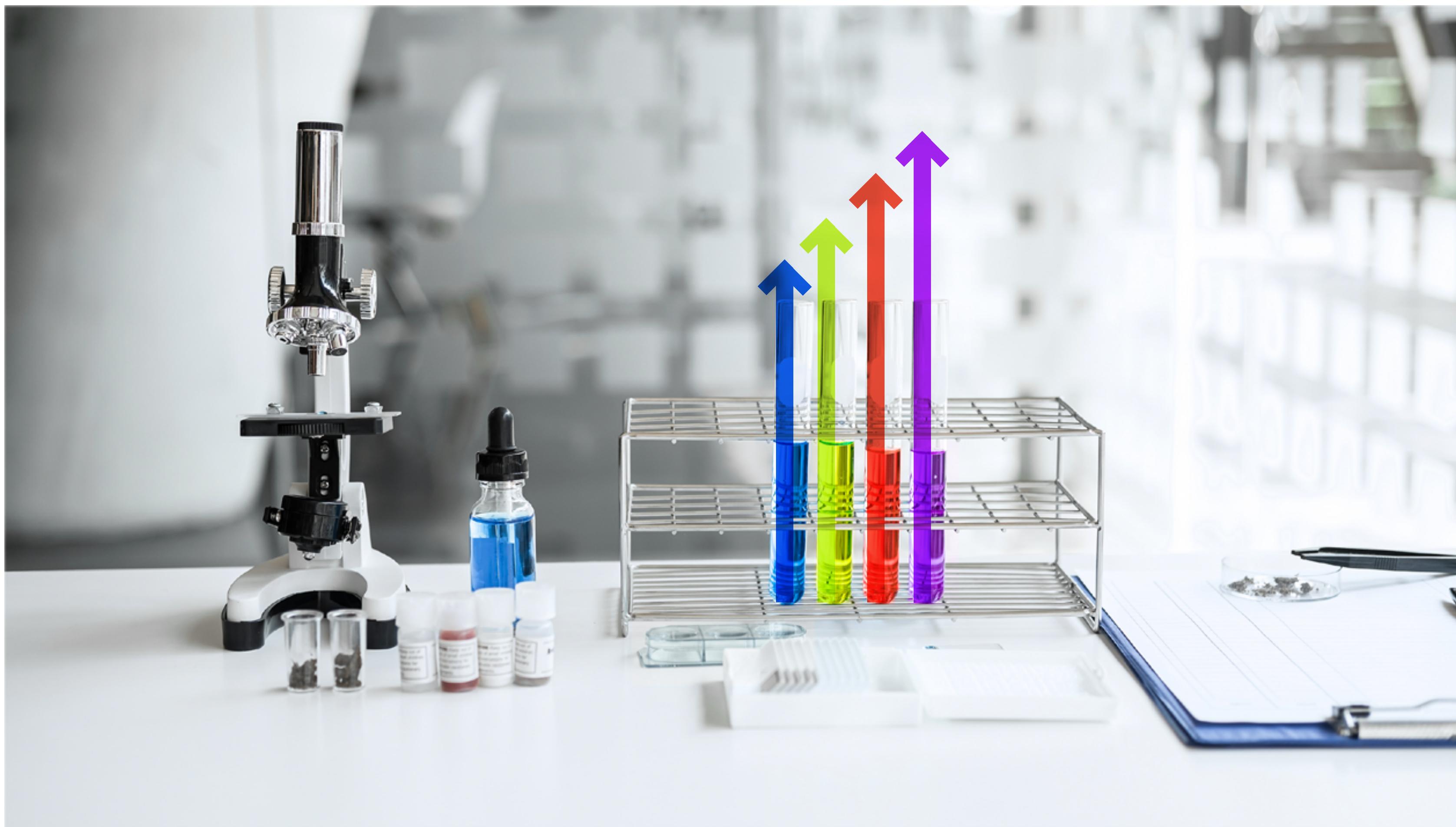


growth.lab

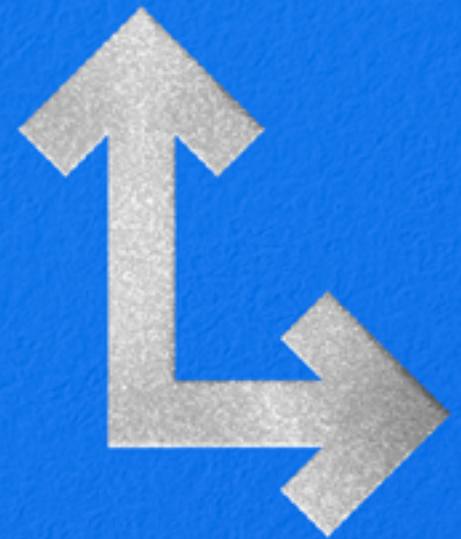
03



03



03



# GrowthLab

**CEO**

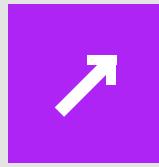
**Jeremi de la Cruz**

**737 757 6520**

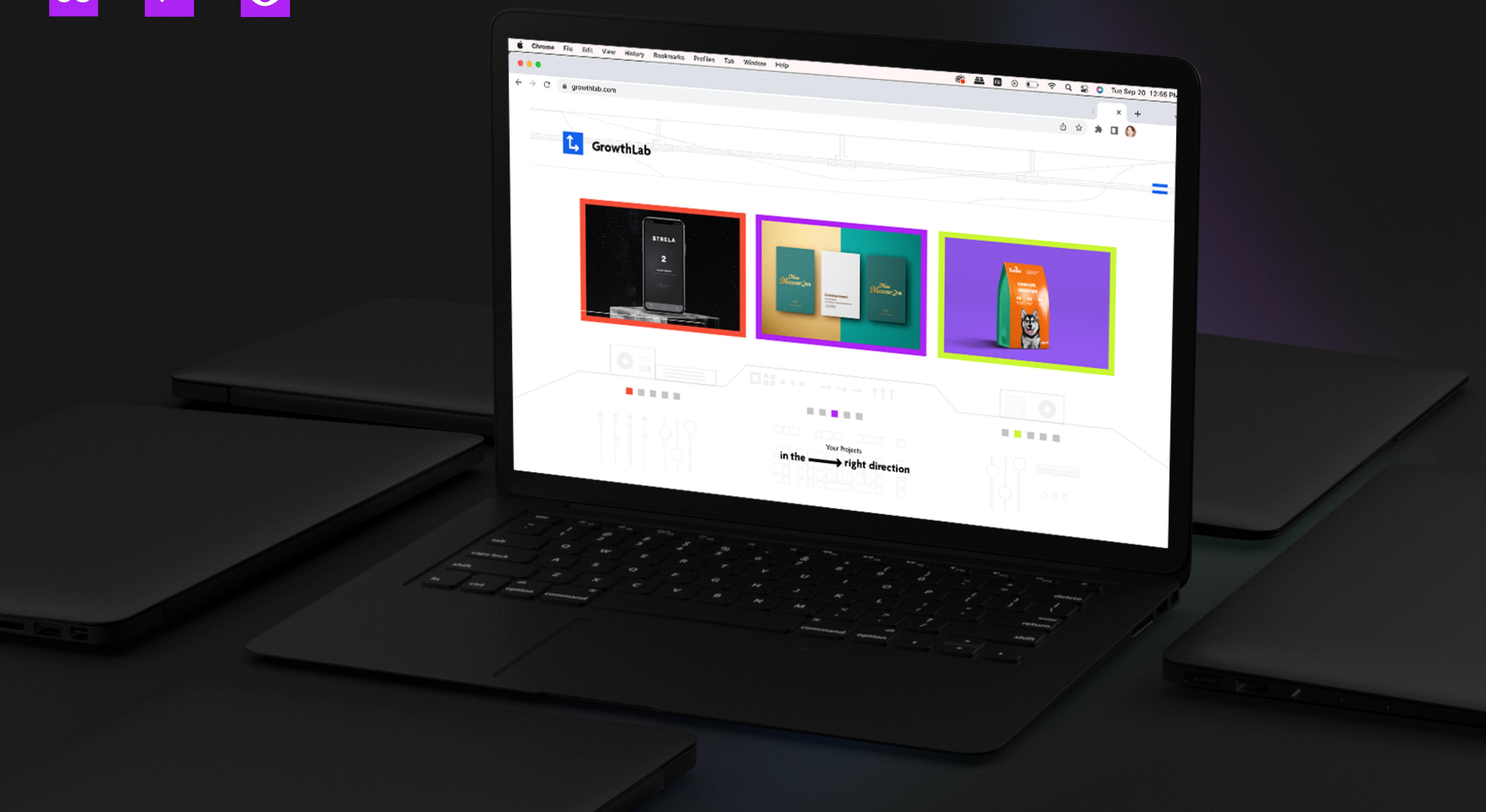
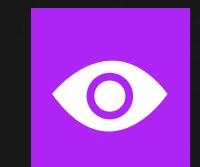
**[jeremi@growthlab.com](mailto:jeremi@growthlab.com)**

# GrowthLab

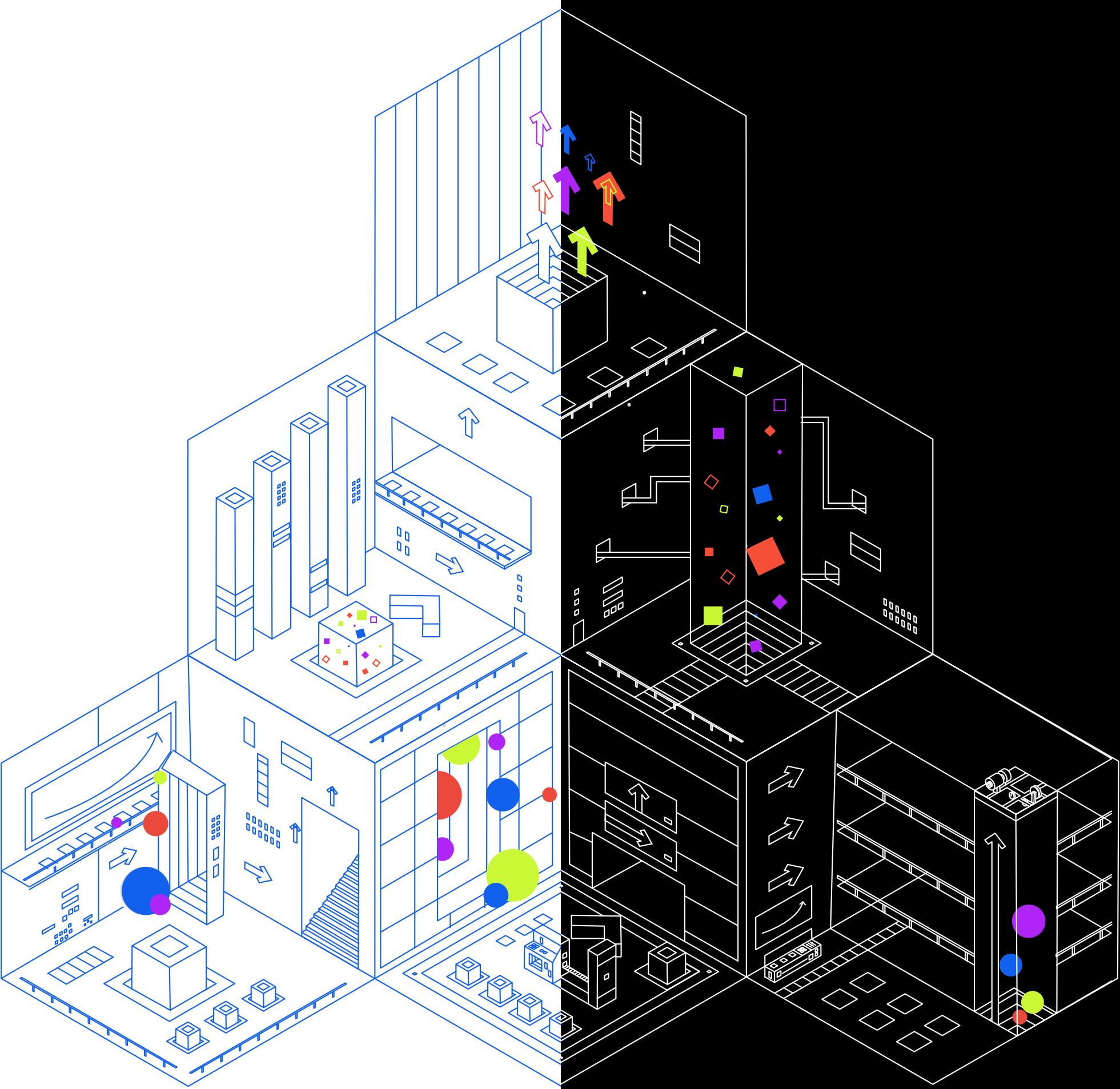
03



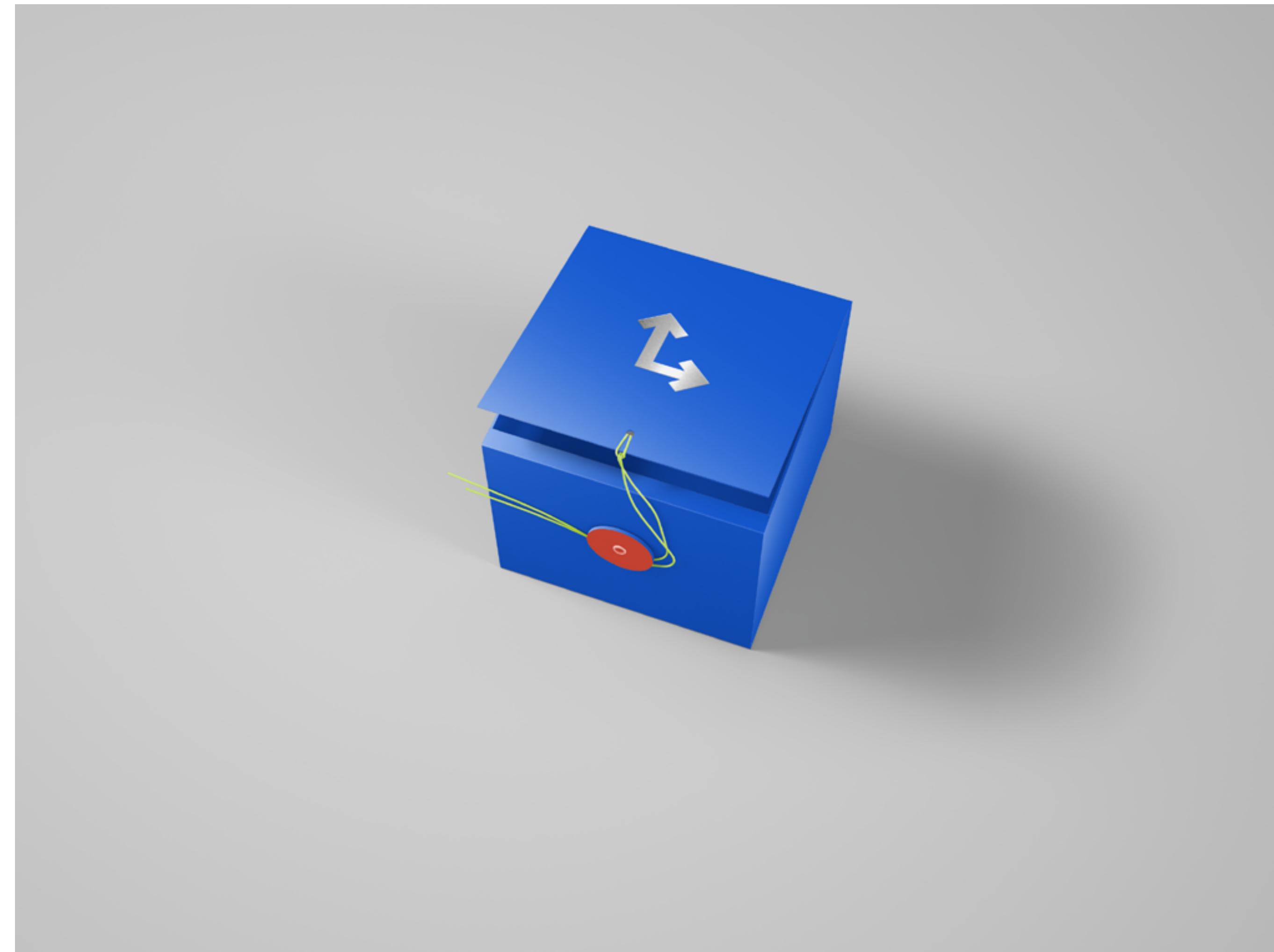
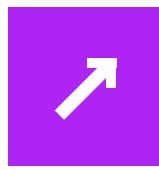
03



03



03



03

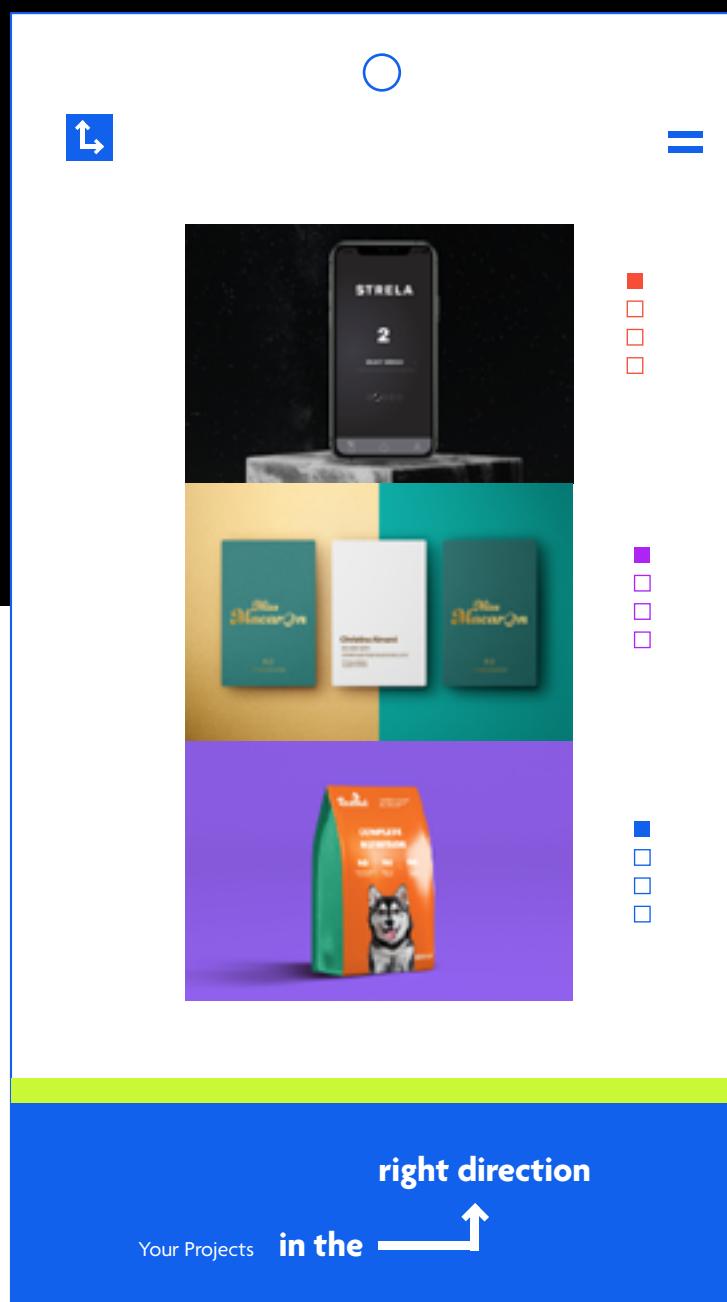


## UI/UX APPROACH

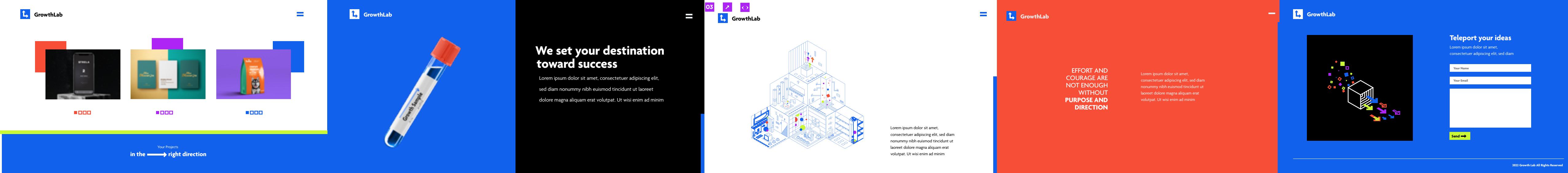
It is intended to have a very minimal and different layout that tells a simple story.

The main goal is to display the best projects and get in touch with the clients.

Following the Growth Lab direction principles, the desktop version scrolls to the right and the mobile version scrolls up.



↑ GrowthLab



Scroll to the right



Menu rolled out

Scrolling progress bar