

# FETlab

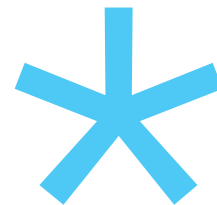
branding guide

# typography

## Junction Regular    Raleway Thin

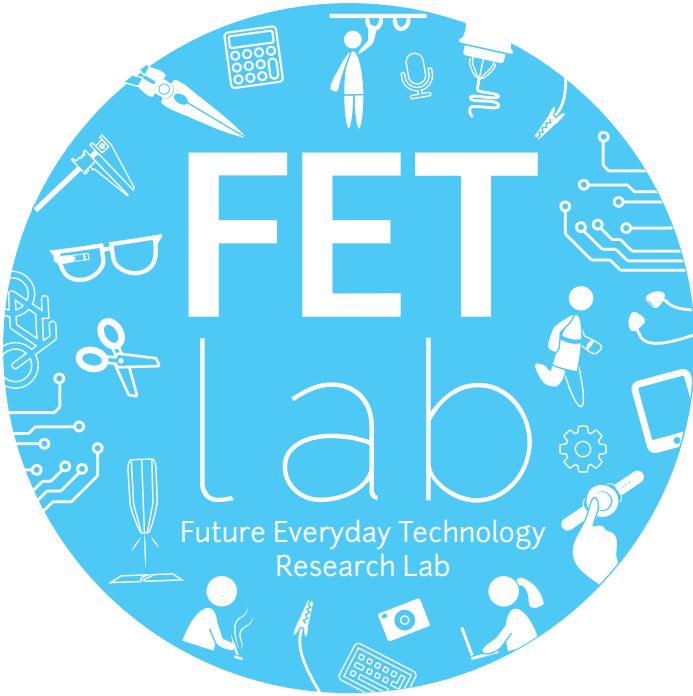
Used for body copy, particularly for longer winded papers. The official typeface for the website for readability.

Can be used for body copy, but for short spouts of text. Mostly used for accent.



While there are no official rules on sizing and leading, please use good design rules such as only using 3 different sizes on a page and adjusting your kerning from automatic.

logotype



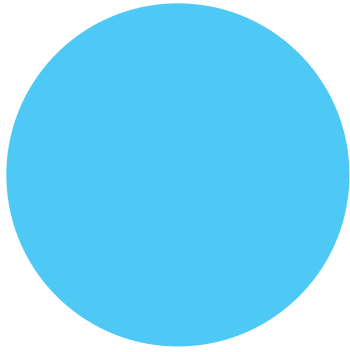
We use this logotype for stickers, resumes or any documentation that may need a more squared logotype for space reasons.

The circle logotype is to remain unchanged, but the linear logotype may be changed to the official blue or white.

# FETlab

This logotype is for presentations, business cards and the like, as well as our website for readability reasoning.

# color



4 Color Process

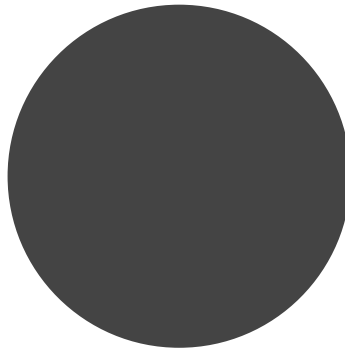
C58 M0 Y0 K0

Hexcode

#4ec9f4

Purpose

Mostly used as a background color or accent text, as well as in the official logotypes.



4 Color Process

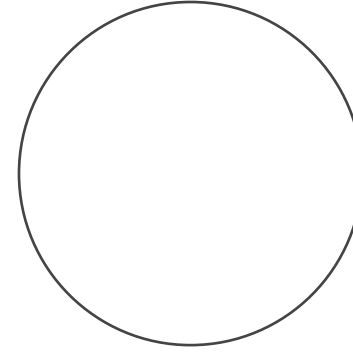
C67 M60 Y59 K44

Hexcode

#434343

Purpose

Used only for text, never for accent or as a background.



4 Color Process

Registration of Paper

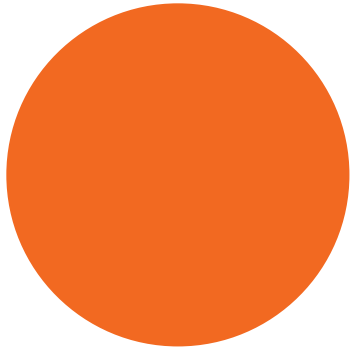
Hexcode

#ffffff

Purpose

Used for accent, type on the blue background and a background color itself.

# additional colors + schemes



4 Color Process

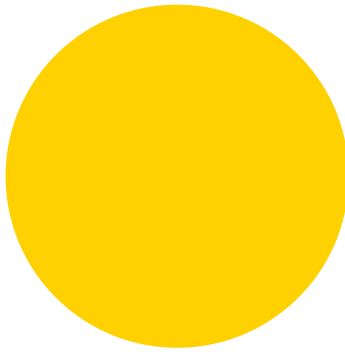
C0 M73 Y100 K0

Hexcode

#f26921

Purpose

Only used as an accent color.



4 Color Process

C1 M17 Y100 K0

Hexcode

#ffd000

Purpose

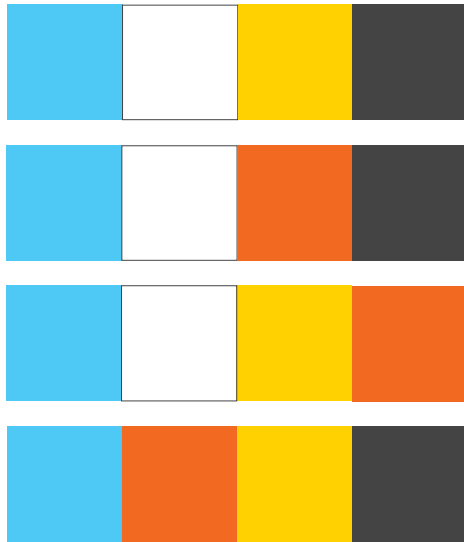
Only used as an accent color.

## Triad Schemes

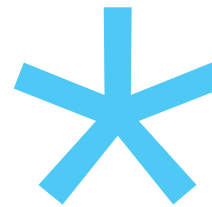


# additional colors + schemes (cont)


Quad Schemes



Quint Scheme

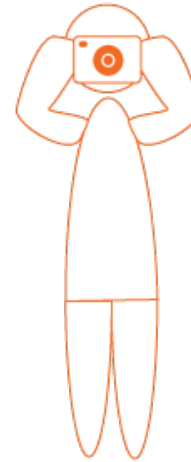
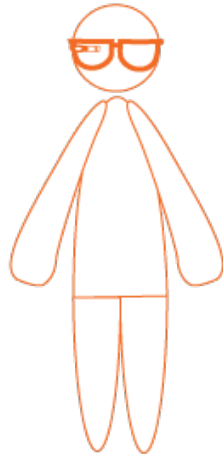
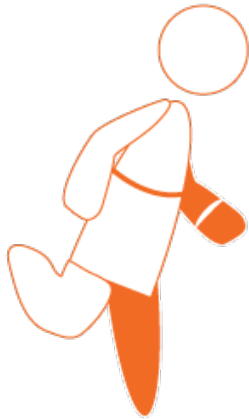


While colors are fun, use discretion when designing official documents and using the secondary colors. They are only meant to be used as accents.



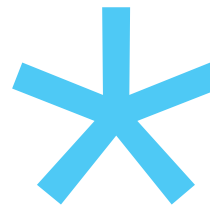
Though we love our pattern, don't abuse it! The pattern should be used as an accent, not the main point of a design.

# “everyday” people icons



The everyday people icons are meant to represent the ideology of the lab of the so called “futuristic” technology and making it into an everyday technology for the everyday person.

The people should remain cartoon like but completely androgynous to allow for anyone to imagine themselves as the person. An .AI file is included in the main files to build a an everyday person icon.



These icons should be used sparingly, remember, they are to accent, not be the main reason for the design.