

H3 Laboratories

Branding Guidelines

A brand is the visual expression of an organization's identity. It should inform the viewer of the purpose, values, and personality of the organization.

As a small non-profit technology and educational startup, it is critical that our brand is expressed in a consistent manner.

This document is a guide for members and third parties to maintain our brand image. This should be considered a living document: it should be revised and expanded as the organizations grows as as need arises.

Note: the primary focus of this document is print media; electronic media often requires much more detail, which should be based on these print guidelines.

Basic Elements

The basic elements of the brand are the simplest, most often used, and most important. The basic elements of H3 Labs' brand are Organization name, tagline, descriptor, mark, and three logo variations.

Organization Name

Legally, our name is “H3 Laboratories”. This form is considered formal and should be used wherever space allows.

Our name may be shortened to “H3 Labs” for informal usage.

In documents and correspondence, this form may be used after the full name has appeared in the document's body text. For sectioned documents, apply this rule to each section.

Use of the short form is discouraged in document titles (including section titles), headers, captions, or any other element considered important or otherwise semantically elevated.

Abbreviating the name to simply “H3” is considered familiar, and should only occur in internal communications.

Verbally, the short form may be used freely in conversation after one participant has used the

full form.

Deviations, including capitalization and spacing, from the quoted forms given here are not acceptable.

Tagline

Our official tagline is “Hang out, Hack stuff, Help others”. Capitalization, punctuation, and whitespace should not be changed. At this time there is no use case for breaking the tagline into multiple lines, however line breaks should only be used to break the whole into its three grammatical parts, in which case commas and the following spaces are removed. The tagline should never appear in quotes.

Descriptor

As a supplement to the tagline, we have adopted a secondary phrase to describe what we are. The descriptor is “A Workshop For Makers & Hackers”. Capitalization and punctuation should not be changed. Whitespace should not be changed when the descriptor appears as a graphical element, nor should it be quoted. In body copy, the descriptor should be treated as normal text.

Mark

Our mark is a graphical representation of a Tritium atom, and may be referred to simply as “the atom”. It should be used as presented in the appropriate graphic files. It should never be rotated, made transparent, distorted in any way, cropped, partially obscured, or given additional styling/effects (such as glow, drop shadow, etc).

Even though the mark consists of five circles, it should be treated as a single element. The mark has its own internal composition which should never be altered.

The mark is bounded by a square; either width or height (being equal) may be considered X for layout purposes.

When appearing alone, the mark should never be less than 3/8” wide. Its X should be at least 75% the height of the nearest body text. It should have protected area on all sides of

between 15% to 30% of its X.

The inner portion of the circle bisecting the outer ring is neither black nor white, it is *negative space*. Care should be taken that any underlying graphic elements do not compromise the appearance of this circle.

Logo

Logo forms incorporate the mark with a form of the organization name and perhaps other text. At present, we have three logos which have various intended purposes. Each logo is presented on black and white backgrounds, in each of four color depths: full, spot, grayscale, and monochrome.

The preferred color depth is full. The preferred variant at each color depth is “on black”.

Use the color depth most appropriate to the media. However, monochrome is preferred over grayscale.

Grayscale color depth should not be colorized in any way, nor should it be half toned.

When using spot or grayscale color depth, similar colors to those specified should be substituted.

Mono color depth variants are strongly preferred to appear as black on white or white on black, but may be yellow on black and grays up to 40% lightness. Black may be used on yellow. Avoid using other color backgrounds if possible. Do not convert logos to other colors other than yellow. In all cases, the yellow must be one that closely resembles the warm yellow described in this document. For example, when considering garment colors, choose gold (if available) rather than yellow.

Logos “on black” should be used on backgrounds which are primarily 40% lightness or darker.

Logos “on white” should be used on backgrounds which are primarily 60% lightness or lighter.

Optionally, any logo may carry its own background. “On white” uses a solid white, however “on black” may use solid black or the Black Gradient described under Colors.

For backgrounds with lightness between 40% and 60%, use the “on black” variant; the background described above is required.

The master files for each logo have a layer or layers named “background” which define the minimum (and, if present, ideal) dimensions of the background relative to the logo itself. See the notes for each logo for more details about background appearance.

All logos derive their X dimension from the mark. All text in logos uses the signature font (see

Fonts below).

As with the mark alone, no logo should be rotated, made transparent, distorted in any way, cropped, partially obscured, or given additional styling/effects (such as glow, drop shadow, etc) beyond effects described here.

Individual elements of each logo should not be moved in relation to the other elements, nor altered in any way; each logo should be treated as a single element.

Long

The Long logo “on black” in full color is the formal, official logo. It should appear at the top of official documents and printed marketing materials.

The artboard in each master file defines the minimum safe area for the long logo. Alternatively, use a safe area of 0.5 X on all sides.

It is preferable when using a background for the “on black” variant that the Black Gradient be used instead of solid black. The background for the long logo may have a corner radius of 0.3 X and a Warm Yellow stroke of 0.05 X width, oriented inside. The stroke should not be used if the corners are sharp.

The long logo “on black” with a gradient background, corner radius, and stroke is known as the “fancy treatment”. When fancy, the background may be stretched horizontally up to twice the width of the whole logo, which remains centered. If the width limit of the background does not allow it to fill the entire width (left-most margin to right-most margin) of the document, omit the radius and stroke, then optionally set up the background as a full bleed; the logo itself remains centered.

The “on white” variant may also be used as a masthead, however never with a background, radius or stroke. In these cases the logo itself is positioned with the atom's left edge at the left-most document margin. The stationary master file exhibits this usage.

The minimum print size for the long logo (excluding the dimensions of any background prescribed here) is 3” wide.

Short

The short logo is considered casual. It should be used on online profile accounts for the organization, and is preferred on physical promotional items where the long logo cannot be used. The short logo is to be used on all apparel items.

The artboard in each master file defines the minimum safe area for the short logo.

When media allows, the “on black” variant should use the Black Gradient as its background.

The short logo background should never have a corner radius or stroke applied.

Roundel

The roundel logo is considered familiar. Its use is reserved for printed and physical promotional items where the available space is circular, or when the item itself has a circular aspect to its form (such as a coffee cup).

The “background” layer in each master file defines the minimum safe area for the roundel logo.

The roundel should be centered in a circular area and scaled so that the safe area fills the space completely. When placed on a non-circular space on a circular object (coffee cup), center the roundel vertically.

The “on black” variant of the roundel always uses a solid black background.

Fonts

We use sans-serif fonts.

Our signature font is called Ubuntu Condensed. It is to be used exclusively for the organization name, tagline, and descriptor. Document titles should also use this font. It is also suggested that headers, section titles, block quotes, insets, table headers, captions, page headers/footers, and any other elements of elevated significance should use Ubuntu Condensed.

This font is part of the Ubuntu font family; it can be downloaded from <https://font.ubuntu.com>.

In CSS, Arial and Verdana should be declared as fallbacks.

For body text and all other elements, use Arial. In CSS, Verdana should be declared as a fallback.

Colors

The H3 Labs color palette is mostly monochromatic, with a warm yellow as an

accent color.

The foundation colors in RGB are:

- black: 0, 0, 0
- gray_20: 51, 51, 51
- gray_40: 102, 102, 102
- gray_60: 153, 153, 153
- gray_80: 204, 204, 204
- white: 255, 255, 255
- warm yellow: 255, 204, 0

All of these colors are web safe. The gray colors are named for their percentage of lightness. When printing with CMYK, specify that black uses “rich blacks”.

The following gradients are used; all are linear/vertical unless otherwise noted.

Black gradient: optionally used as background for “on black” logos

Stop values are lightness:

- Stop 1 (top/start): 20%, 20%, 20%; position 0%
- Stop 2 (bottom/end): 0%, 0%, 0%; position 100%

Neutron gradient: used on neutrons (radial)

HSL:

- Stop 1 (center): 0, 0, 65, position 0
- Stop 2: 0, 0, 40%, position 50%
- Stop 3 (outside): 0, 0, 20%, position 100%

RGB:

- Stop 1 (center): 165, 165, 165, position 0
- Stop 2: 102, 102, 102, position 50%
- Stop 3 (outside): 51, 51, 51, position 100%

Gray gradient 1: used for title on dark backgrounds

HSL:

- Stop 1 (top/start): 40, 0, 97.25; position 0%
- Stop 2 (bottom/end): 48, 0, 49.8; position 100%

RGB:

- Stop 1 (top/start): 248, 248, 248, position 0%
- Stop 2 (bottom/end): 127, 127, 127, position 100%

Gray Gradient 2: used for title on light backgrounds

HSL:

- Stop 1 (top/start): 48, 0, 84.71, position 0%
- Stop 2 (bottom/end): 180, 0, 38.43, position 100%

RGB:

- Stop 1(top/start): 216, 216, 216, position 0%
- Stop 2: (bottom/end): 98, 98, 98, position 100%

Gold gradient 1: used for proton (radial; all full color variants) and yellow text on dark backgrounds

HSL:

- Stop 1 (top/start/center): 48.16, 59.84, 99.61, position 0%
- Stop 2 (middle): 48, 98.04, 100, position 50%
- Stop 3 (bottom/end/outside): 31.26, 74.84, 62.35, position 100%

RGB:

- Stop 1 (top/start/center): 255, 224, 102, position 0%
- Stop 2 (middle): 255, 204, 0, position 50%
- Stop 3 (bottom/end/outside): 159, 102, 40, position 100%

Gold gradient 2: used for yellow text on light backgrounds

HSL:

- Stop 1 (top/start): 48, 98.04, 100, position 75%
- Stop 2 (bottom/end): 31.26, 74.84, 62.35, position 100%

RGB:

- Stop 1 (top/start): 255, 204, 0, position 75%
- Stop 2 (bottom/end): 160, 102, 40, position 100%

Image Captioning

Wherever possible, images should be captioned with an overlay element.

The overlay has a black background, 50% transparent. It is positioned at the

bottom of the image, utilizing the entire image width.

Text in image overlays is yellow, and uses Ubuntu Condensed. Font size should be between 75% and 200% of the surrounding text. The caption will have padding based on the surrounding text size: vertical 0.2em and horizontal of 0.5em.

In print, text should be aligned left. In digital media, text may be aligned right. Image caption text is never justified or aligned center.

A caption should never be taller than 20% of the image. Use every available technique to avoid line breaks in captions; 1 break is strongly discouraged, 2 breaks is unacceptable.