

CHAOS RELOADED LABS BRAND GUIDELINES

“Invention, it must be humbly admitted,
does not consist in creating out of void
but out of chaos.”

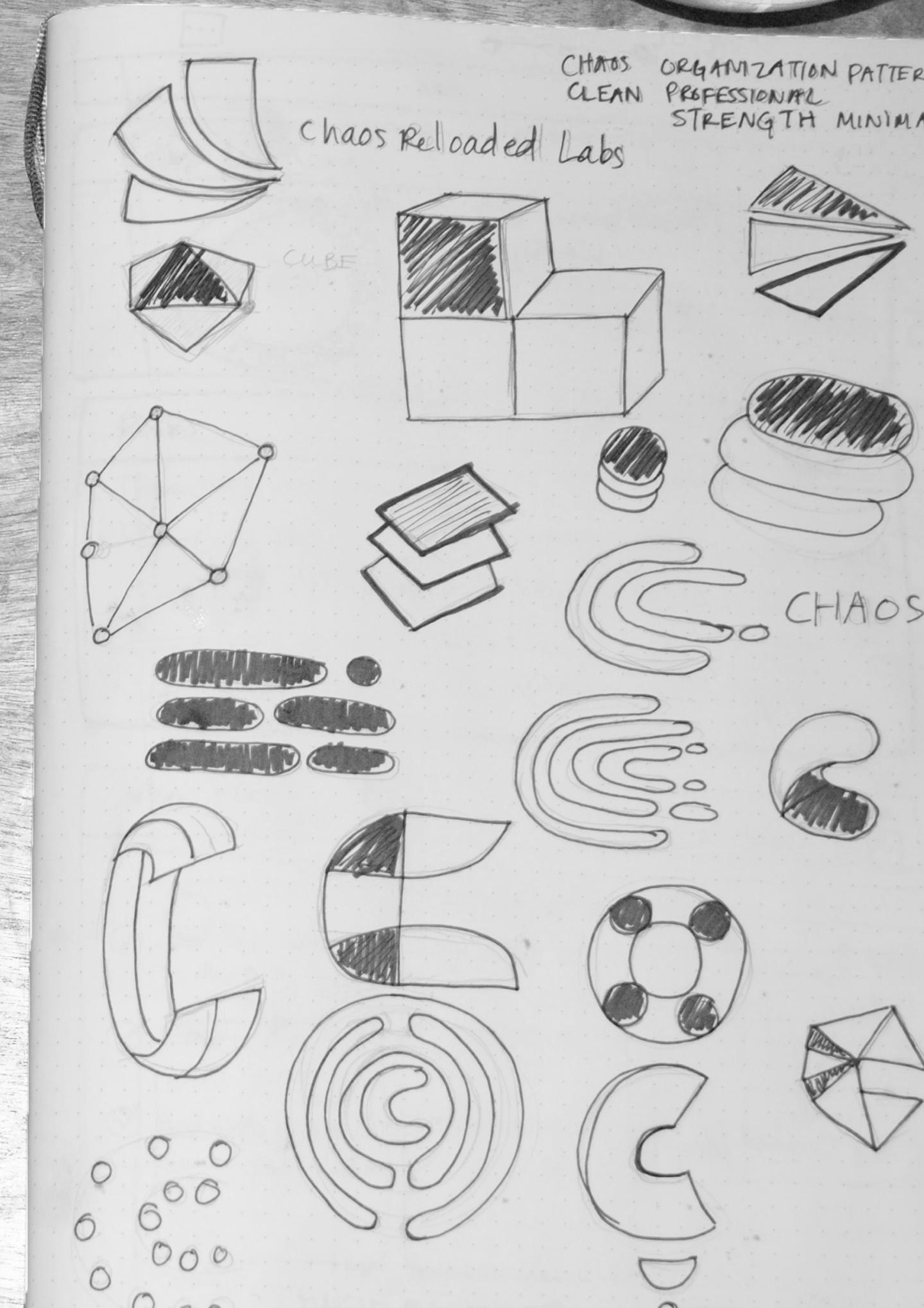
MARY SHELLEY

CREATIVE BRIEF

We created a brand system that captured Chaos Reloaded Labs' core essence—to create organization in chaos. The mission of Chaos Reloaded Labs is to reduce complexity and to provide a delightful and meaningful experience without compromising on functionality. The implicit motion of the mark hints at forward movement, while its minimalism signifies organization. The resulting experience indicates simplicity, professionalism and trustworthiness.

EARLY SKETCHES

Early sketches of the Chaos Reloaded Labs logo explored different ways to showcase the core principles of lightness, professionalism, organization, and minimalism.

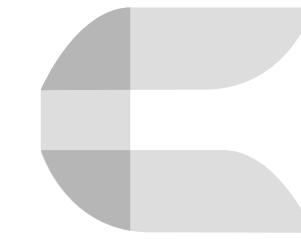
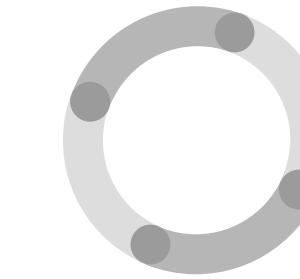
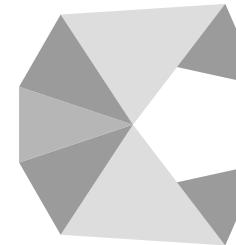
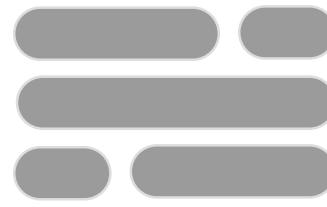
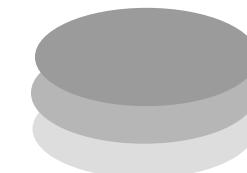
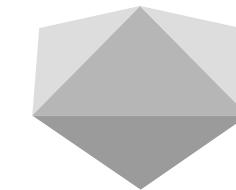
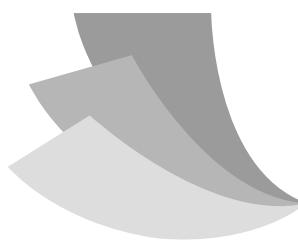
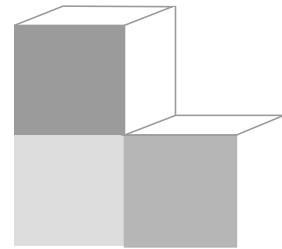


01

BRAND MARK

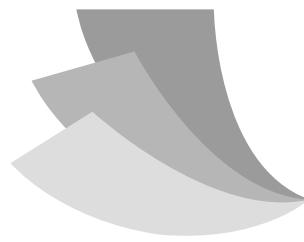
The brand mark is the essence of the product offering.

EARLY IDEAS

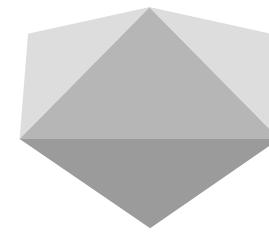


The early ideas for the logo depicted the concept of creating organization in chaos. Concepts of stacking, sorting, cleaning, organization, aligning, combining, and shaping are explored in these initial concepts.

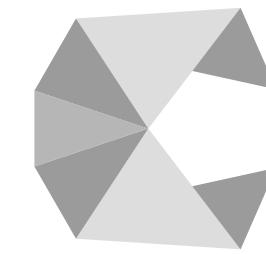
CONCEPT DIRECTION



Organization



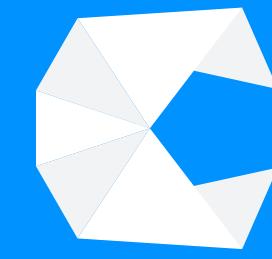
Mobility



Strength



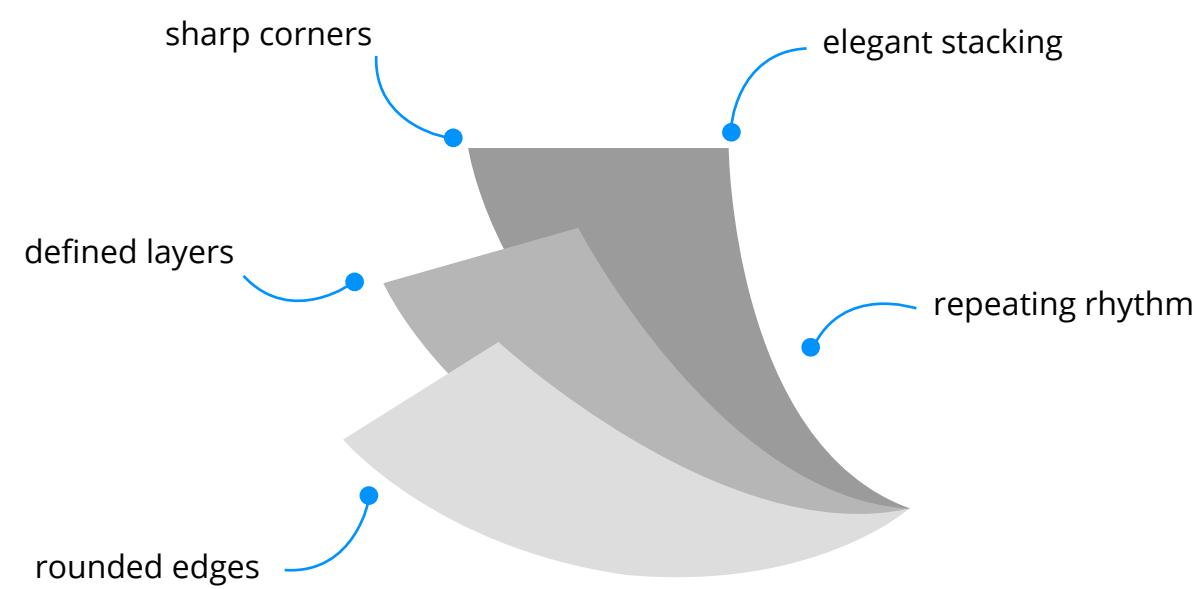
Abstract origami folding



Abstract folded "C"

THE ANATOMY

The mark uses a repeating theme and a combination of sharp edges and a rounded body. The result is an elegant mark that works well at different sizes.





The Chaos Reloaded brand creates order in chaos, and the brand identity reflects this mission.



ORGANIZATION IN CHAOS

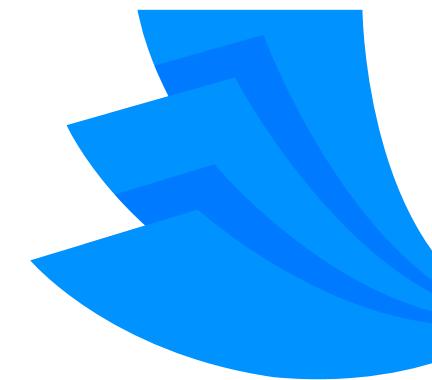
COLLATERAL



VINOD DEVANATHAN
CEO and Founder, Chaos Reloaded Labs

chaos **reloaded** labs®

123 Polk St. San Francisco, CA 94110
+1.123.456.7899



02

LOGOTYPE & TAGLINE

The logotype evolved from the exploration of the theme as well as different explorations of the lockup. The result is a logotype that expresses the strength and unity of creation through chaos.

THE DIRECTION

The typeface used for the logotype is called Quicksand, a rounded sans-serif typeface designed by Andrew Paglinawan. The increased letterspacing and rounded letterforms give the logotype a friendly and warm appearance. The larger space between letterforms adds breathing room and balance to the logo, also allowing for the words to be legible in small sizes.

chaos relic

A

This version alternates the bold lettering for a softer look and for less contrast between words.

chaos **reloaded** labs

B

This lockup uses a stronger initial approach with the first word “Chaos” to add contrast and balance to the logotype.

chaos reloaded labs

C

In this version, the weight balance is maintained throughout the lockup for an even weight and strength.

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D

The weight in the front draws the eye and is then softened by the lighter words at the end of the logotype.

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CUSTOM MODIFICATIONS

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Modifications to the stems of the letters on the "h", "l", "d" and "b" to show more contrast. Decreasing the space between the letters makes the logo more dense and sturdy.

FULL LOCKUP



WITH TAGLINE



REAL WORLD EXAMPLE

chaos **reloaded** labs



03

TYPOGRAPHY

The use of type can be used to convey hierarchy, legibility and an emotional connection to the content. The upright stress, open forms and neutral, yet friendly appearance give this typeface a human and approachable feel.

TYPE PAIRINGS

Heading

OPEN SANS BLACK

Sub Heading

OPEN SANS REGULAR

Body copy

Open Sans

Open Sans is an ideal typeface because it works across different device sizes and is legible for print, web and mobile. It is neutral, adaptable and friendly.

Action items

JOIN NOW

MAIN TYPEFACE

OPEN SANS

Open Sans is a neutral and approachable typeface. It is ideal for Choas Reloaded Labs, since it is optimized for print, web and mobile interfaces and has excellent legibility characteristics in its letterforms.

AaBbCcDdEeFfGgHhIijjKk
AaBbCcDdEeFfGgHhIijjKk
AaBbCcDdEeFfGgHhIijjKk
AaBbCcDdEeFfGgHhIijjKk
AaBbCcDdEeFfGgHhIijjKk
AaBbCcDdEeFfGgHhIijjKk

Glyphs

Tabular Numerals

0123456789%!@#\$%^&*?+



chaos reloaded labs

HOME ABOUT PRODUCTS BLOG

CONTACT

Create Organization in Chaos

Intuitive and useful tools without compromising on functionality

SEE DEMO

GET IN TOUCH



Create with Speed

Lore ipsum dolor sit amet,
consectetur adipisicing elit, sed do
eiusmod tempor incididunt ut
labore et dolore magna aliqua. Ut
enim ad minim veniam, quis nostrud
exercitation ullamco laboris nisi ut
aliquip ex ea commodo consequat.



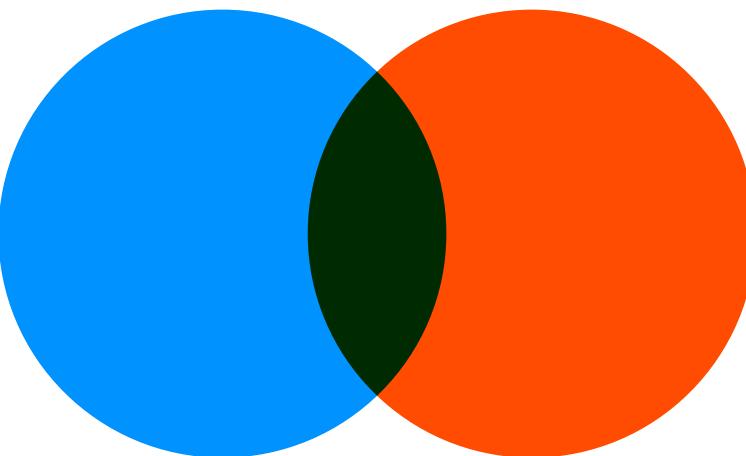
04

COLOR

The color palette is bold, energetic and contrasting and can be used across print, web and mobile. The secondary palette can be used for added contrast, illustrations or product offerings.

U S E O F C O L O R

The color palette uses a triadic color scheme, meaning that the colors are distributed evenly around the color wheel. When colors occupy opposite ends of the color spectrum, it causes the eye to consider a design visually appealing by establishing a happy medium. Rather than straining to accommodate for a particular area of the color spectrum, the eye is provided a balance.



INSPIRATION

We took inspiration from various sources within a similar space. Patterns of light and bright photographs, bold headers, larger glass buttons, long scrolling home pages, product imagery and sticky headers are common throughout these websites. While we used various resources for inspiration and wanted to follow a similar look and feel, we have expanded on these elements and added a unifying theme of vibrancy and pattern to set Chaos Labs apart.

The image shows three separate website screenshots side-by-side. On the left is the Mixpanel interface, featuring a dark background with a colorful gradient overlay. It displays a line chart for 'NET REVENUE' over 12 months, with metrics like 'TOTAL SALES \$6,089' and 'AVERAGE SALE \$37.66'. On the right is the Salesforce Desk homepage, which has a dark header with the brand logo and navigation links. A large, energetic photograph of people cheering is the background. Text on the page includes 'Every interaction is an opportunity' and a call-to-action 'WATCH 2 MIN VIDEO'. Below it is a section titled 'Opportunity is knocking' with a small image of a tablet and a download button. The bottom part of the screenshot shows a night scene of a city street with lights. On the far right is the Hotel Tonight homepage, featuring a purple header and a large image of a modern building at night.

Mixpanel completes the marketing loop. Now, you can take what you learned, take action on it, and then know whether you made the right decision. For example, if you sent a notification about a new coupon for a store nearby to re-engage lost customers, you can find out if it actually increased engagement. Our platform will actually tie the notification to a more meaningful piece of engagement that you already track like someone logging in - things that really matter to your business.



The image shows the Fleep website homepage. The header features the Salesforce Desk logo and a slogan 'Grow your business, not your support queue.' Below the header is a large image of a wooden desk with a laptop, a purple pen, and a yellow notepad. A potted plant is visible on the right. The main content area includes a 'TRY IT FOR FREE' button and a section titled 'The startup's guide to customer service' with a 'Read More' link. At the bottom are four icons with text: 'Help customers faster.', 'Make better decisions.', 'Help customers help themselves.', and 'Scale as you grow.'

A messenger for your teams and projects

Fleep enables communication within and across organizations, team chats, project communication or 1:1 conversations.

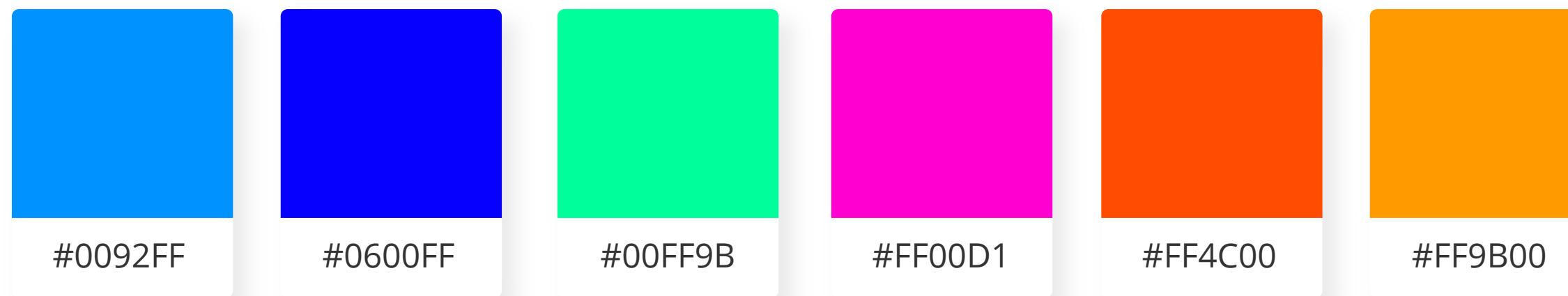
[CREATE FREE ACCOUNT](#)

or Sign up with [Google](#) or [Microsoft](#)

COLOR PALETTE

The main colors are a triadic palette with supplementary colors for contrast, alerts and interactions.

PRIMARY PALETTE



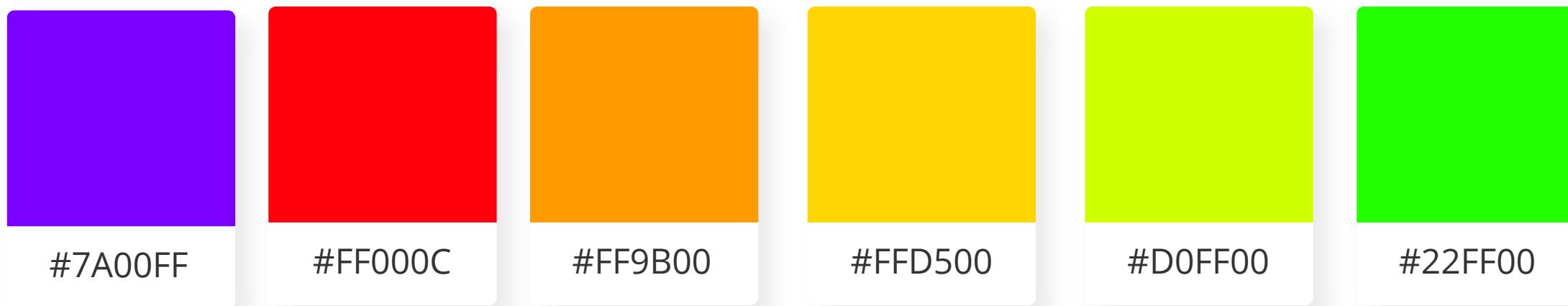
G R E Y S



SECONDARY COLOR PALETTE

The secondary color palette can be used for contrast.

SECONDARY PALETTE PALETTE



THE PATTERN

The brand identity uses a repeating geometric pattern to show organized chaos. The pattern uses the main blue color and alternates different monochromatic shades of the blue.



AZURE
#0092FF



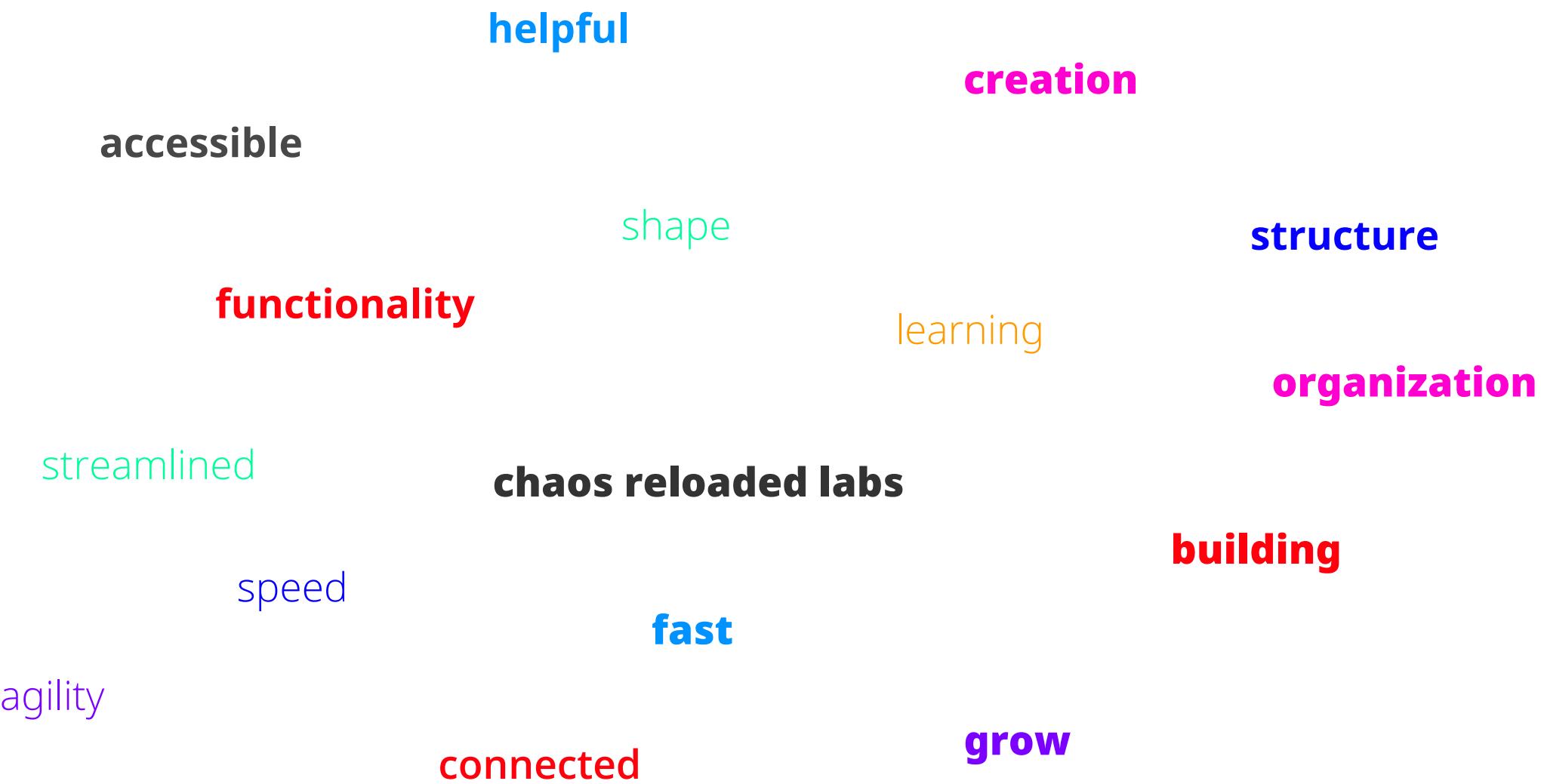
COBALT
#484849



05 OVERVIEW

The new brand system leverages a bright and bold color palette as well as a strong mark. The emphasis on creativity, simplicity and functionality is apparent in the pattern, colors and logotype.

OVERVIEW



Chaos Reloaded Labs create software that helps people streamline their development process. It is functional, easy to use and delightful for its customers. The brand identity reflects its commitment to providing an enjoyable and top-notch product.



chaos **reloaded** labs
create order in chaos

This first round of identity exploration is an overview of the brand style and to initiate a conversation about the Chaos Reloaded Labs look and feel. I am really excited to collaborate on this project and look forward to creating a beautiful brand identity.



EMOTION IN COLOR

Thank you for
stopping by.

