

LabDAO

Brand Identity Development

Prepared By
Si Maclellan Studio

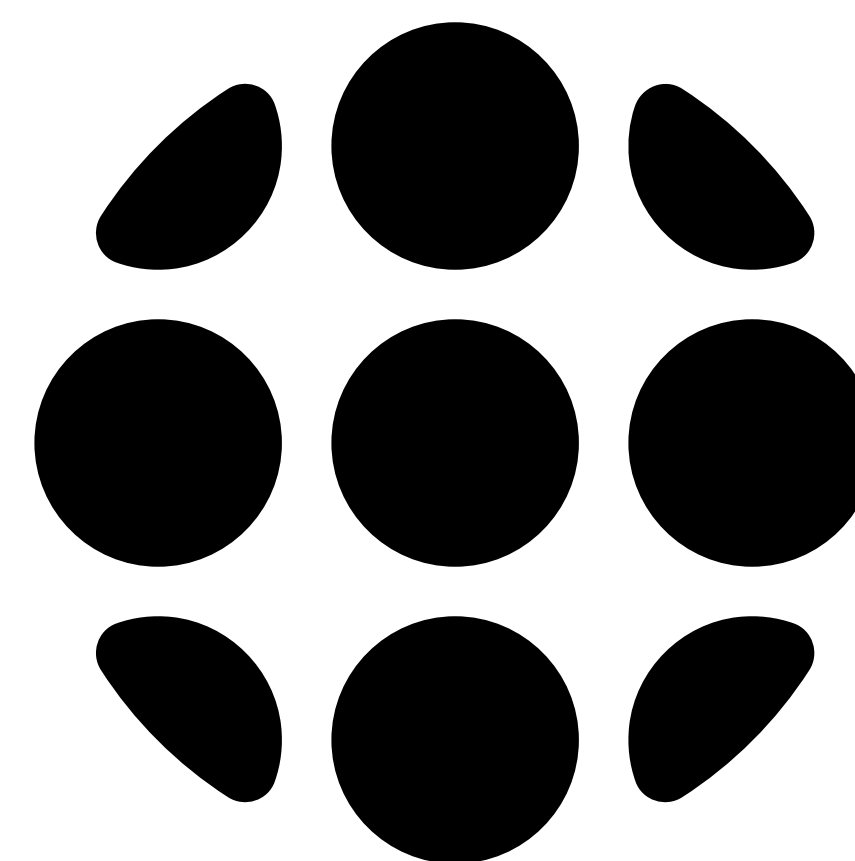
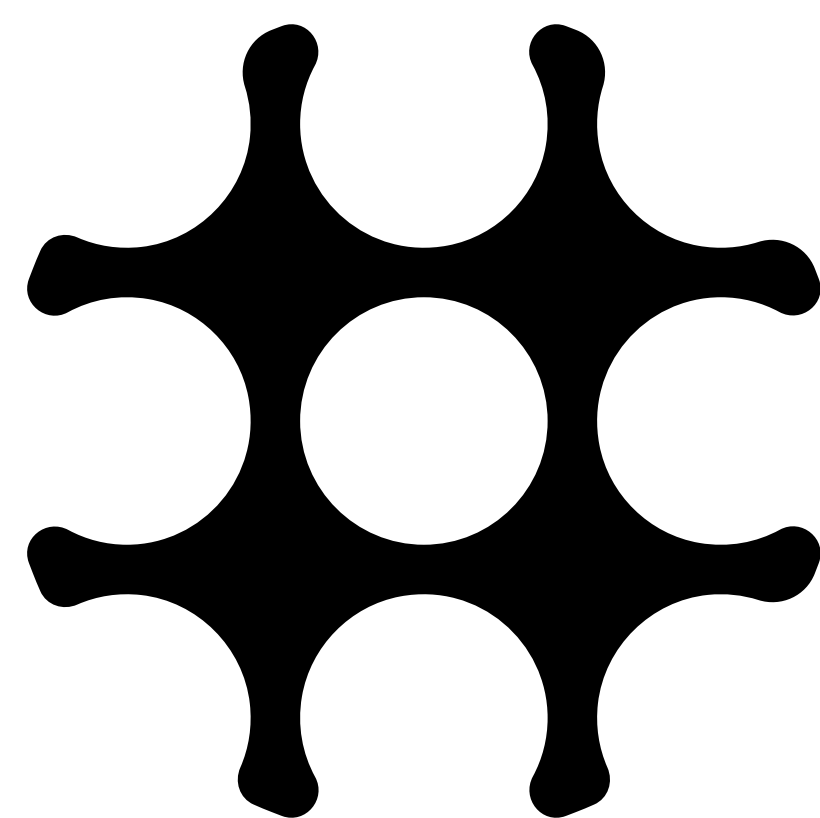


What's working?

- the sans serif communicates “tech” nicely, and the serif implies a humanist aspect to the brand.
- the symbolism of a 96 well plate is a great springboard - it's a nice geometric element to play with, and the team already likes this idea.
- the general feeling of the logo is clean enough to attract our target market, but the aesthetic aligns with some of the retro branding references supplied.

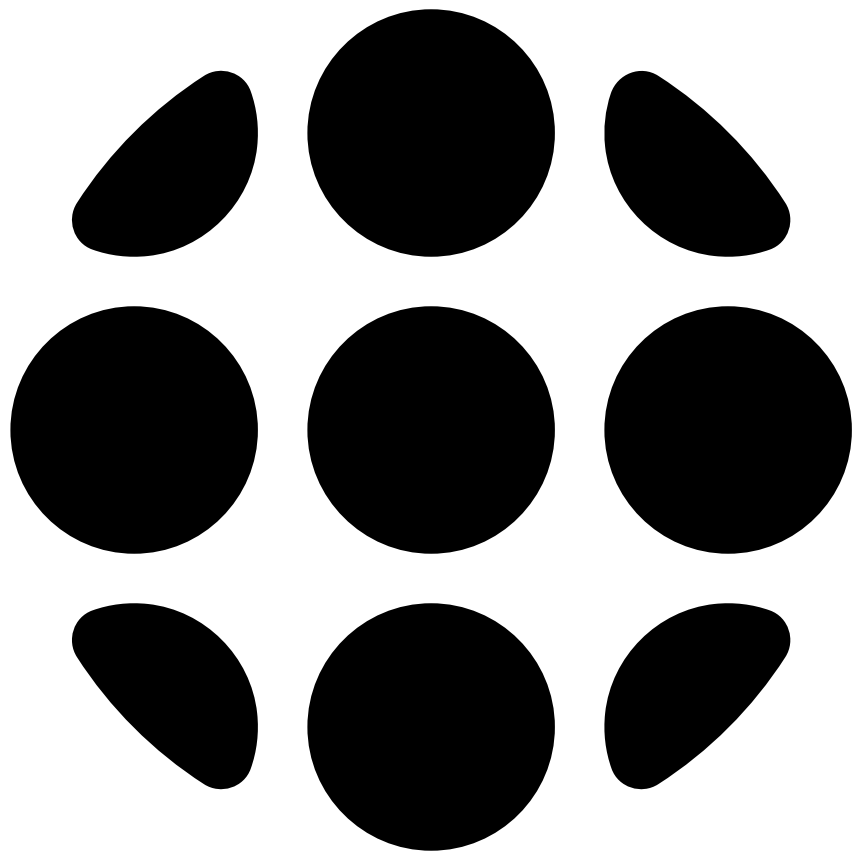
What needs to be fixed?

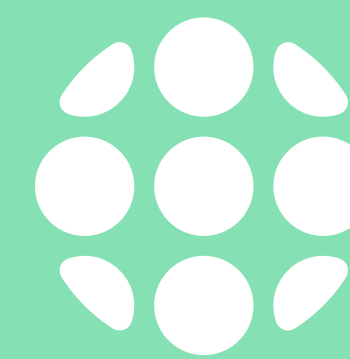
- Colour too similar to VitaDAO purple
- The pairing of sans and serif fonts in the logo like this is difficult to get right in such a short name
- The icon looks a bit like a hashtag
- Lowercase L might be confusing visually.



What's working?

- This icon represents 96 well plate, but also represents concepts of community and global thinking.
- Bezel on corners creates a slightly biological feeling.
- Icon may also feel 3D in some contexts.
- Shape works well in a circle (LAB Token).
- The icon is now optimised for legibility at small resolutions.







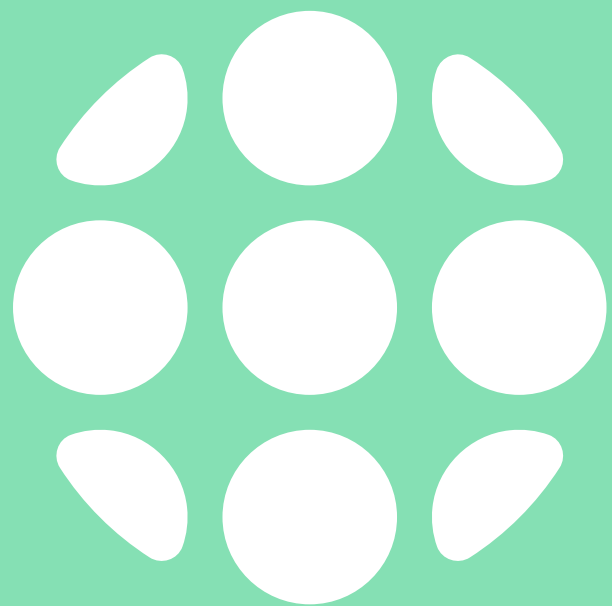
Open tools accelerate progress

Decentralizing bioinformatics
to advance progress in life science.

Lab.Protocol is an open-source, non-profit, community-governed communication protocol that allows dry-lab and wet-lab laboratories around the world to share their research-grade tools with the global scientific community. Get started with our documentation, purchase tokens and explore available services.

```
1 const bountyRes = await fetch(  
2   `/api/v0/bounties/create`,  
3   {  
4     headers: {'Content-Type': 'application/json'},  
5     method: 'POST',  
6     body: JSON.stringify({
```

ABC Diatype
Model Standard Mono



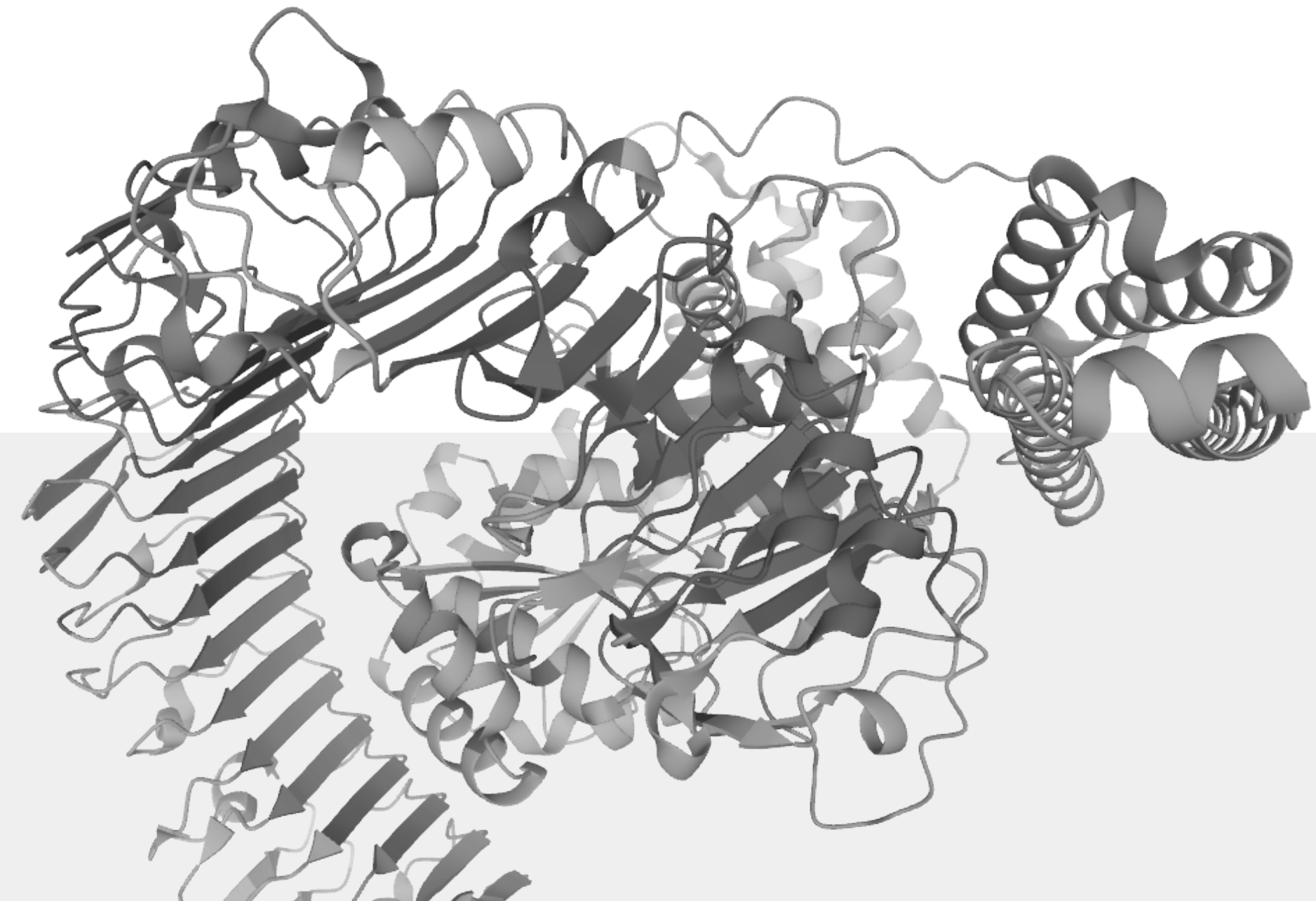
Open tools accelerate progress

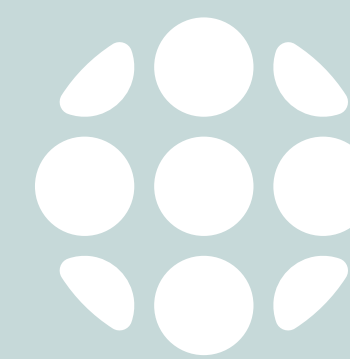
Decentralizing bioinformatics
to advance human progress in science.

[Launch app](#)[Deploy services](#)

TRY ALPHAFOLD PROTEIN FOLDING

```
1 async function createBounty() {  
2   console.log('Creating Bounty')  
3  
4   // post new submission to board  
5   const bountyRes = await fetch(  
6     `/api/v0/bounties/create`,  
   {
```







Open tools accelerate progress

Decentralizing bioinformatics
to advance progress in life science.

Lab.Protocol is an open-source, non-profit, community-governed communication protocol that allows dry-lab and wet-lab laboratories around the world to share their research-grade tools with the global scientific community. Get started with our [documentation](#), purchase [tokens](#) and explore [available services](#).

```
1 const bountyRes = await fetch(  
2   `/api/v0/bounties/create`,  
3   {  
4     headers: {'Content-Type': 'application/json'},  
5     method: 'POST',  
6     body: JSON.stringify({
```

Calluna
Model Sans
Model Standard Mono



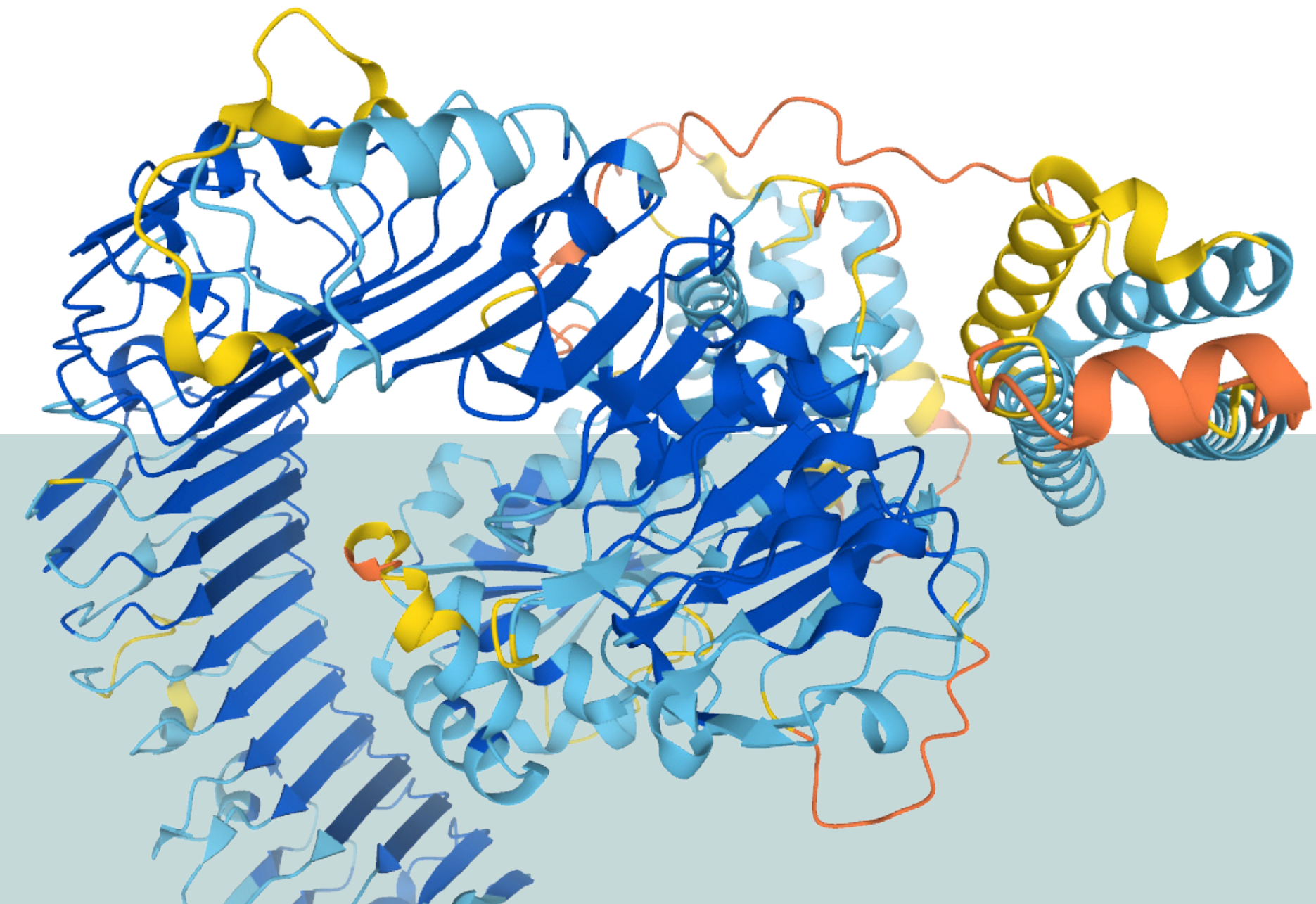
Open tools accelerate progress

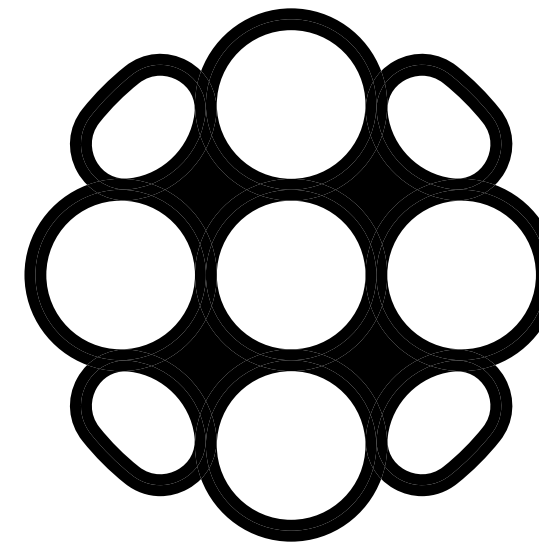
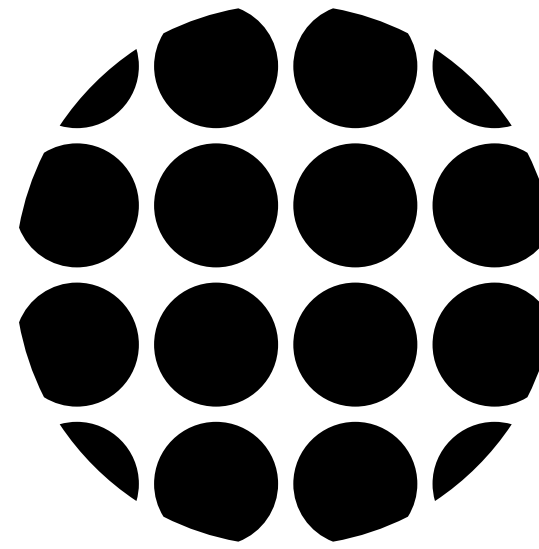
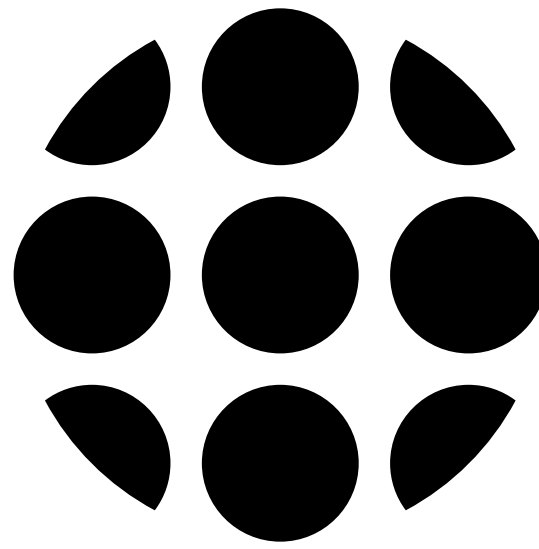
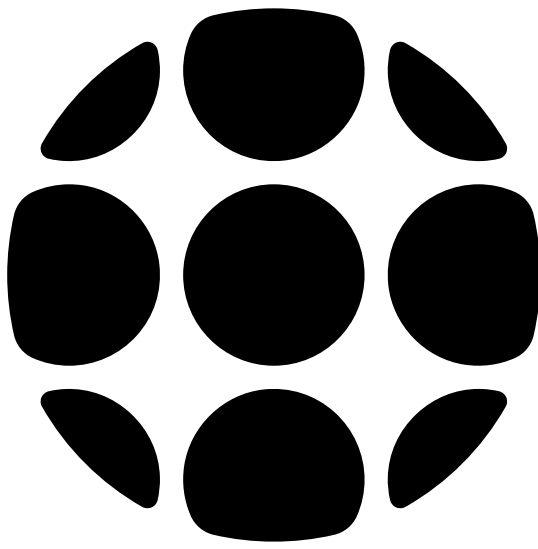
Decentralizing bioinformatics
to advance human progress in science.

[Launch app](#)[Deploy services](#)

TRY ALPHAFOLD PROTEIN FOLDING

```
1 async function createBounty() {  
2   console.log('Creating Bounty')  
3  
4   // post new submission to board  
5   const bountyRes = await fetch(  
6     '/api/v0/bounties/create',  
    {
```





Thanks for watching.

Si MacLennan Studio

simaclennan.com
hello@simaclennan.com
+27 74 137 3471
behance.net/simaclennan

Open tools accelerate progress

Decentralizing bioinformatics
to advance human progress in science.

[Launch app](#)[Deploy services](#)

TRY ALPHAFOLD PROTEIN FOLDING

```
1 async function createBounty() {  
2   console.log('Creating Bounty')  
3  
4   // post new submission to board  
5   const bountyRes = await fetch(  
6     '/api/v0/bounties/create',  
   {
```

