

ADAMS LABS

Brand Identity Guidelines

Version 1.0

The philosophy

Adams Labs isn't trying to change the world. We're making the digital part of your day less irritating. Good software should be like good plumbing: reliable, robust, and invisible until you need it. Our identity is defined by subtraction. If it needs explaining, it needs simplifying.

The logo

>_ ADAMS LABS

Built, not marketed.

The mark (>_) represents readiness to act. The wordmark is sturdy and reliable. The tagline sets expectations immediately. The logo is always black or white. Never add color, effects, or distortion. Maintain generous whitespace.

Typography

Primary typeface: Inter. If unavailable, use the system default sans-serif. Keep hierarchy minimal. Never use all caps for body text. Left-align almost everything. Use generous line spacing.

Color palette

Black (#000000) and White (#FFFFFF). Supporting greys used sparingly for UI structure only.

Voice & tone

Human. Clear. Direct. Respect time. No jargon. Errors state facts and fixes. No apologies, no fluff.

Brand application

Interfaces prioritise whitespace. Single-column layouts. Simple buttons. No decorative UI. Marketing pages look like documentation. Merchandise is minimal: black shirt, small logo, nothing else.