

## **ADAMS LABS**

Mark: >\_

Tagline: Built, not marketed.

### **What we do**

We build simple, reliable software for everyday people.

### **Overview**

Adams Labs is an independent software studio building tools for daily life. We focus on common problems and solve them with software that is easy to use, hard to break, and calm to interact with. No jargon. No unnecessary features. No learning curve.

### **Who we build for**

People, not companies. Users, not power-users. Real life, not edge cases. Parents, freelancers, shop owners, small teams, and anyone who just wants things to work. If you need training, we've already failed.

### **The problem**

Most everyday software is cluttered, confusing, and designed by technical people for technical people. Simple tasks turn into daily friction. People don't want features. They want relief.

### **Our approach**

We design for clarity first. We ask what the job is, what can be removed, and what could go wrong in real life. We assume users are busy, mistakes will happen, and attention is limited. Then we build software that stays out of the way.

### **What we build**

Simple productivity tools, everyday utilities, and small apps that solve one problem well. We avoid dashboards, over-customisation, technical language, and complexity for its own sake.

### **Design philosophy**

Good design should feel obvious. Calm, readable, predictable. If someone needs instructions, the design needs work.

### **Engineering philosophy**

Strong engineering is invisible. Our systems don't lose data, recover from errors, handle bad input gracefully, and keep working quietly. Users never need to think about the technology underneath.

### **Product principles**

Easy to start. Simple to use. Forgiving of mistakes. Reliable over time. Respectful of attention. If it adds stress, it doesn't ship.

### **Tone & voice**

Human. Plain. Clear. No buzzwords. No tech slang. No fluff.

## **Brand identity**

Logo: >\_

Meaning: Ready to help. Ready to act. Minimal. Friendly. Quietly confident. Black and white only.

## **What we are not**

Not enterprise software. Not tools for developers. Not bloated platforms. Not trend-driven apps.

## **Long-term direction**

A trusted name for simple tools. Known for restraint. Quietly recommended. When asked what to use, the answer should be: "Just use that one. It works."

## **Internal rule**

If it needs explaining, it needs simplifying.