



# Brand Book



# Introduction

Welcome to LN Laboratories' Brandbook, a testament to our commitment to innovation and excellence. Within these pages, discover the essence of our brand—the culmination of scientific dedication and a vision for a healthier world.

Crafted with precision, this document unveils the story behind LN Laboratories, its founding principles, and the relentless pursuit of improved healthcare solutions.

As we embark on this journey, the Brandbook serves as a compass, guiding us to consistently uphold the values that define our pharmaceutical legacy.

Join us in exploring the boundless possibilities as we shape the future of healthcare together.

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# Brand Personality

LN Laboratories, personified, is an innovative and growth-oriented healthcare visionary. Rooted in the symbolism of an abstract leaf, the brand exudes vitality and precision, aligning seamlessly with pharmaceutical and wellness values. With a commitment to environmental responsibility, LN Laboratories is a trusted, nature-inspired leader, fostering a culture of innovation and well-being.

# Vision

To establish ourselves as the leading global healthcare company for the research and production of quality pharmaceutical and wellness products while adhering to stringent regulatory requirements as we grow.



# Mission

To develop superior technology that advances the healthcare system through high-quality and safe medications.



Brand Tagline  
Life & Nutrition

# Brand Essence

LN Laboratories epitomizes pharmaceutical excellence, seamlessly blending pioneering innovation with an unyielding commitment to global well-being.

At our core, we harness proprietary technologies to redefine dosage forms, pushing the boundaries of healthcare advancements. Our brand essence resonates with a global infrastructure that ensures quality and precision in every facet of our operations.

We stand as a beacon of progress, where each product mirrors our dedication to shaping the future of healthcare. With a harmonious fusion of science and compassion, LN Laboratories envisions a world where transformative breakthroughs redefine the very fabric of pharmaceutical solutions, elevating the health and happiness of communities worldwide.

# Innovation

LN Laboratories is dedicated to developing superior technology and innovative healthcare products. The brand essence includes a commitment to relentless scientific efforts and cutting-edge drug delivery technology.



# Quality and Trust

The brand is built on a foundation of producing high-quality pharmaceutical and wellness products. LN Laboratories aims to establish trusting relationships with patients and clients through adherence to Good Manufacturing Practice (GMP) and Good Distribution Practice (GDP) guidelines.



# Global Impact

LN Laboratories is positioned as a global healthcare company, committed to meeting the needs of global markets. The brand essence involves pioneering strategic inroads into the commercial pharmaceutical sector while ensuring the best levels of quality, reliability, and price for customers.



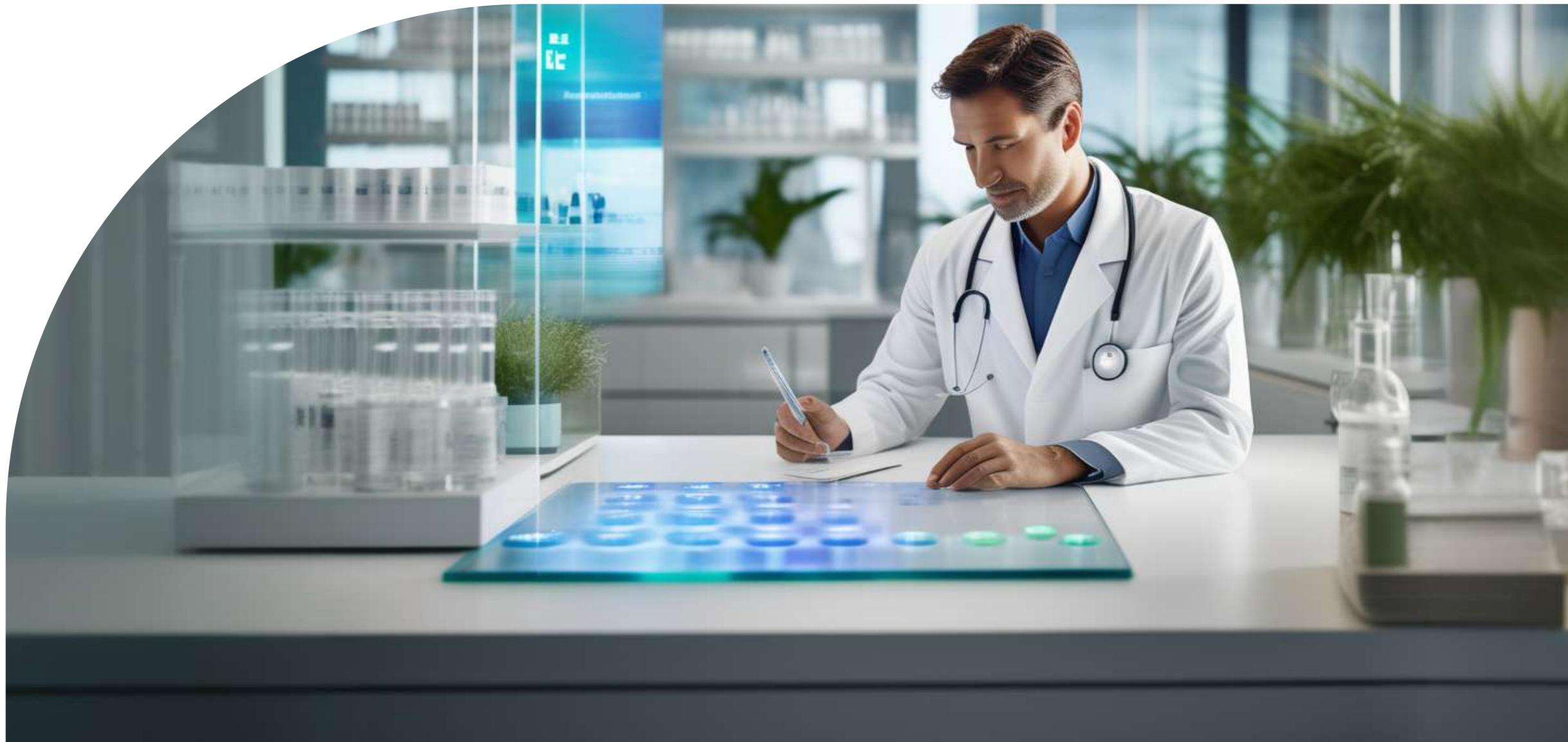
# Health & Well-being

The core mission revolves around advancing the healthcare system and improving people's lives. LN Laboratories focuses on addressing key therapeutic issues and overcoming drug design flaws, especially for bedridden or non-compliant patients.



# Responsibility

The brand essence includes a commitment to environmental, health, and safety protection. This reflects a sense of responsibility towards the broader community and the well-being of both individuals and the planet.



# Quality Policy

LN Laboratories is committed to producing high-quality products that build trusting relationships with our patients and clients. As part of our quality policy, we commit to:

Be an effective and responsive provider of quality healthcare goods that meet Good Manufacturing Practice (GMP) and Good Distribution Practice (GDP) guidelines in domestic and global markets.



# Tone of Voice

The tone of voice in this brand book signifies a harmonious blend of authority and empathy, mirroring LN Laboratories' commitment to cutting-edge healthcare solutions with confidence and care. It communicates the brand's expertise and dedication to excellence in a manner that is both sophisticated and accessible.

# Confidently Innovative

Speak with authority, showcasing our expertise and commitment to cutting-edge healthcare solutions.



# Trusted and Caring

Convey reliability and empathy, building relationships with a global audience through clear, accessible language.



# Responsibly Dynamic

Embrace change with a focus on ethical practices and a dynamic approach to healthcare.



# Brand Design

# Logo Mark



The leaf and human symbol is a powerful representation of the brand's commitment to the intersection of nature, health, and innovation. The leaf signifies nature, growth, and the organic foundation of pharmaceuticals, reflecting the company's dedication to environmentally sustainable practices. The human symbol within the leaf embodies the core focus on healthcare, emphasizing the human-centric approach in the development of pharmaceutical solutions. Together, they convey a harmonious balance between cutting-edge technology and the natural essence of healing, symbolizing LN Laboratories' mission to advance global health with compassion, innovation, and a deep-rooted connection to humanity



# Logo Typography

LN LABORATORIES

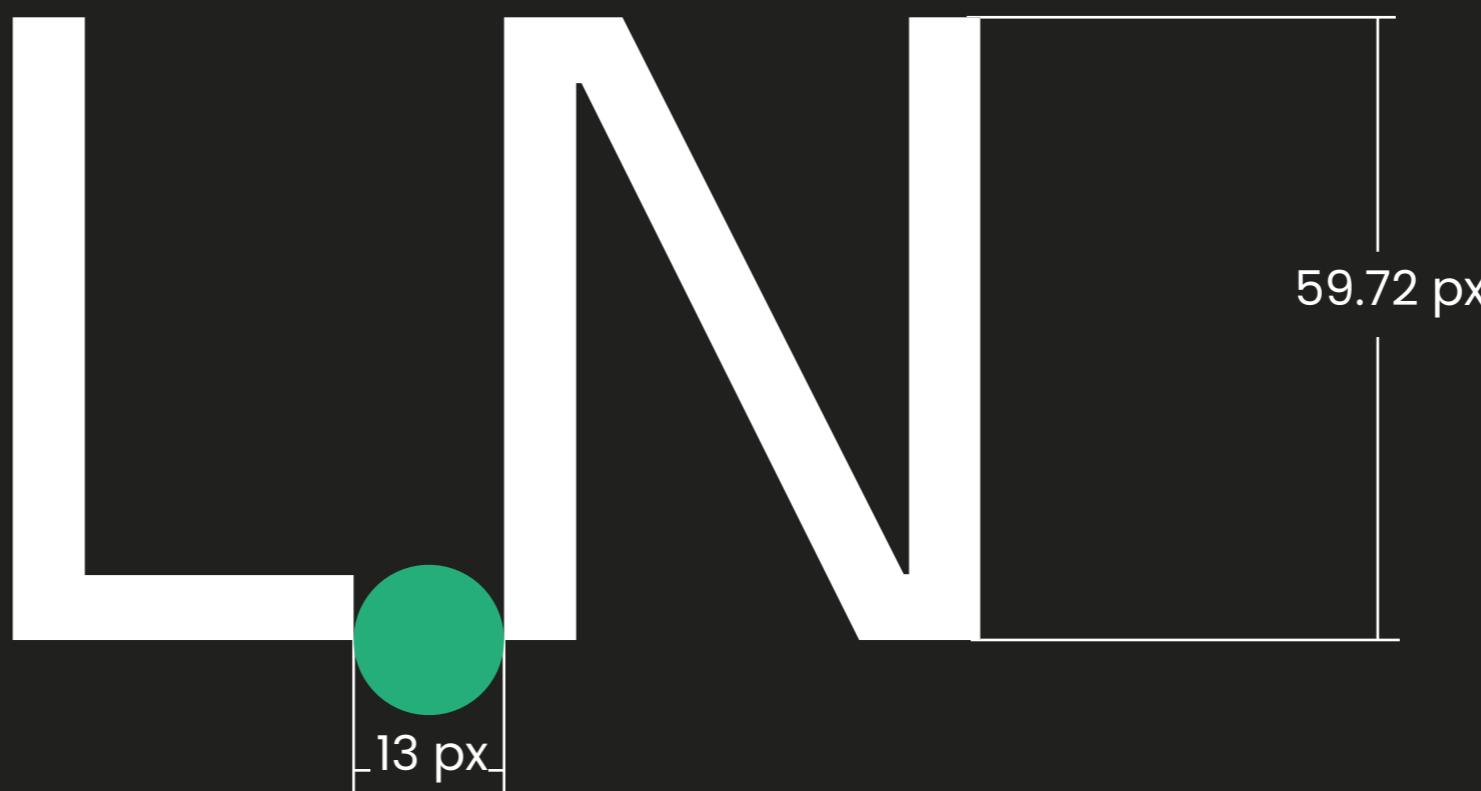
# Typography Spacing

LN LABORATORIES

LA  
N  
LA



WORLDE



LN

13 px

59.72 px

# Logo Design Spacing

Horizontal



Vertical



# Master Logo Variations

Horizontal



Vertical

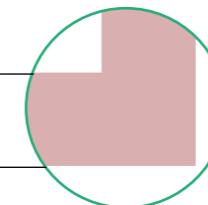


# Exclusion Zone

Horizontal



26 px



Vertical



# Horizontal Use Cases

Do's



Don'ts



# Vertical Use Cases

Do's



Don'ts



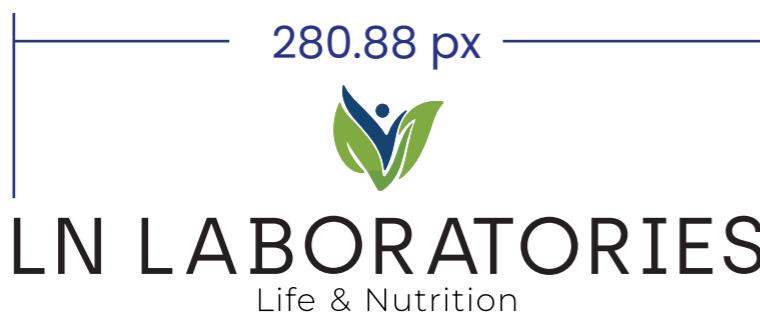
# Horizontal Logo Sizing



# Vertical Logo Sizing



**LN LABORATORIES**  
Life & Nutrition



**LN LABORATORIES**  
Life & Nutrition



**LN LABORATORIES**  
Life & Nutrition

Typeface

# ARCHIA

## REGULAR



The logo consists of the word "Archia" in a large, white, sans-serif font. The letters are bold and have a clean, geometric design. They are positioned against a solid black background. There are three thin, horizontal blue lines: one above the letter "r", one below the letter "a", and one above the letter "b". The "r" has a long, vertical stem on the left side.

The font is to be used for logo only

Archia is designed by atipo. Archia is a sans serif typeface based on geometric shapes and "tech" approach. The result is a modern and unorthodox font

# Rubik

Regular

Light

Test

Rubik is a modern and geometric sans-serif font designed by Philipp Hubert and Sebastian Fischer. This versatile typeface is characterized by its clean lines, balanced proportions, and friendly appearance.

# Colors

C 0 M 0 Y 0 K 0  
R 255 G 255 B 255  
HEX FFFFFF

White

C 99 M 79 Y 30 K 15  
R 21 G 68 B 114  
HEX 154472

Blue

C 64 M 18 Y 98 K 3  
R 107 G 159 B 69  
HEX 6B9F45

Green

C 72 M 65 Y 67 K 74  
R 32 G 33 B 31  
HEX 20211F

Grey

# Color Typography

White on  
Green

Blue on  
white

White on  
Grey

White on  
blue

# Imagery



# Clinical Precision Human-centric Approach Global Impact & Innovation

In this section, every visual element is purposefully chosen. Our images epitomize clinical precision, embodying our meticulous approach to pharmaceutical advancements, while also capturing the essence of global impact and innovation. At the core, our imagery reflects a human-centric approach, highlighting our heartfelt dedication to healthcare. Each image is a testament to the seamless integration of precision, global influence, and a compassionate commitment to enhancing lives worldwide.

# Innovation



# precision



# Graphic Elements

# Primary Graphic element

The abstract leaf shape has been chosen as LN Laboratories' primary graphic element for its symbolic representation of growth, vitality, and alignment with pharmaceutical and wellness values. Its versatility ensures recognizability across collateral, while its harmonious integration with our color palette communicates precision and environmental responsibility. This distinctive emblem encapsulates our commitment to innovation, quality, and the flourishing of health and well-being in a simple yet powerful design



# Alternative Element

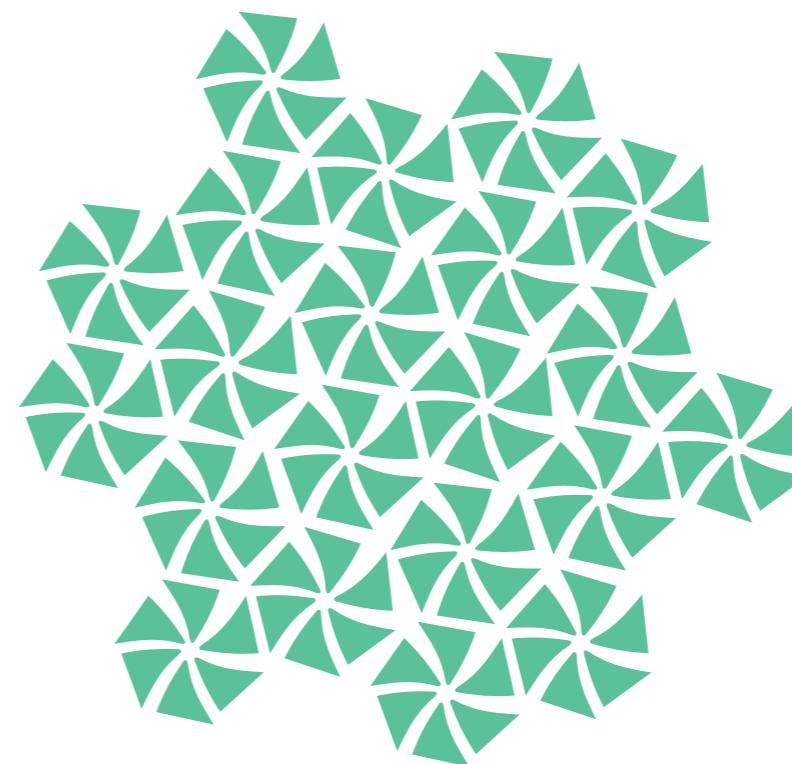
## A slice of life

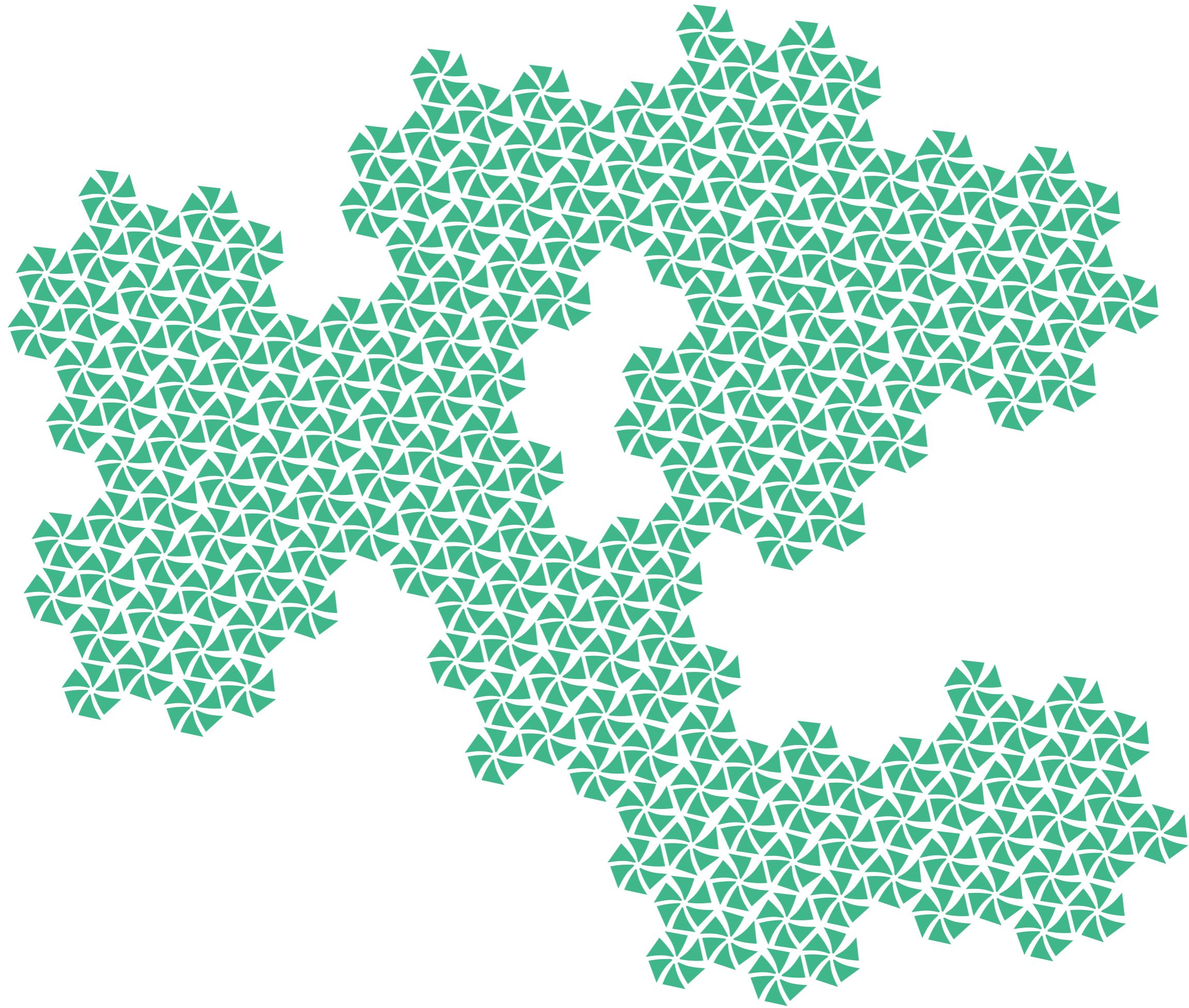
A distinct slice has been extracted from the logo, encapsulating the quintessential graphic element that defines the brand. This chosen graphic element serves as the cornerstone, seamlessly weaving its presence throughout all collateral, materials, and aesthetics associated with the brand. It is from this distinctive segment that the concept of the 'slice of life' was derived, symbolizing the integral and pervasive nature of this graphic element within the overarching identity of the brand

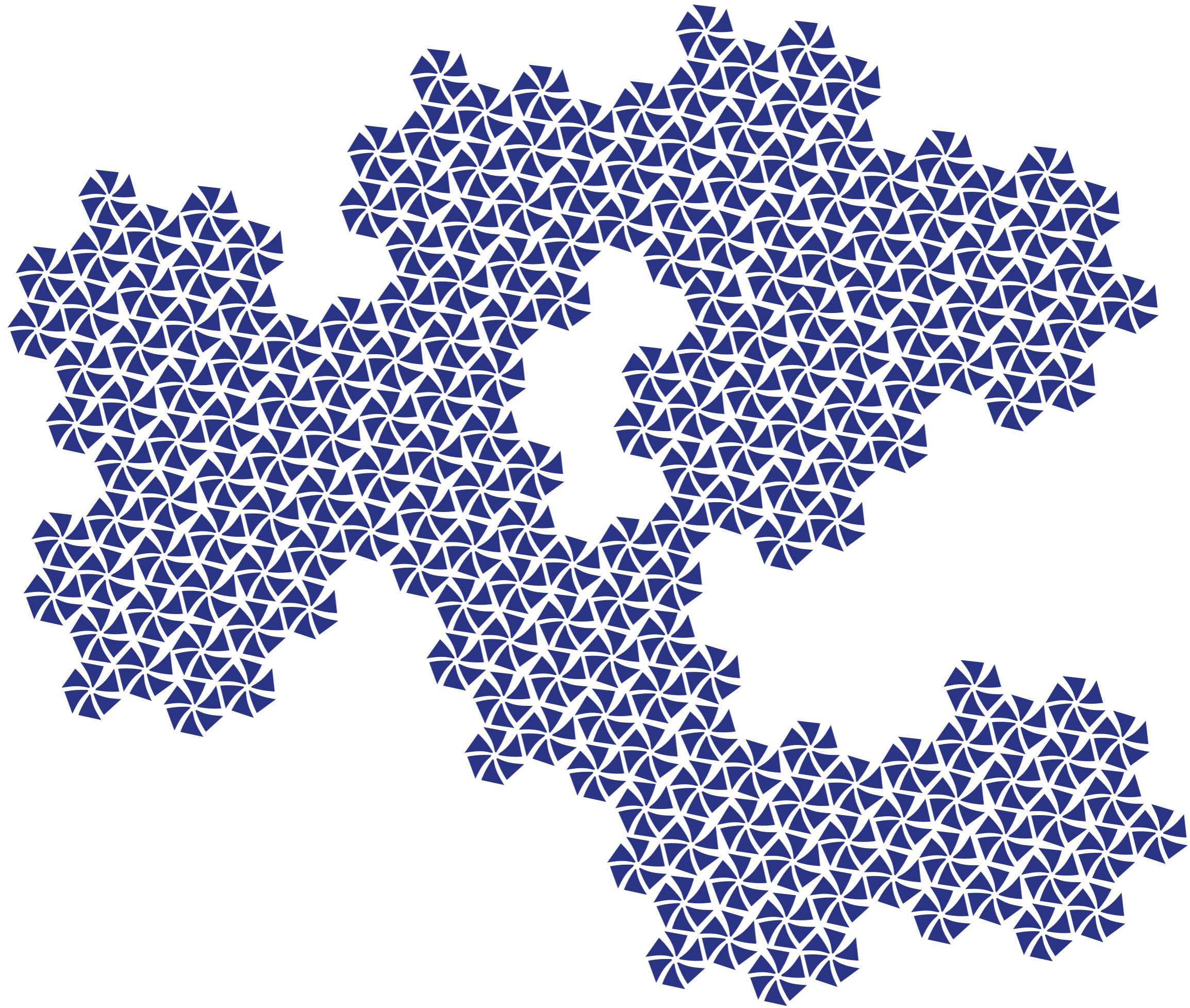


# Graphic element I

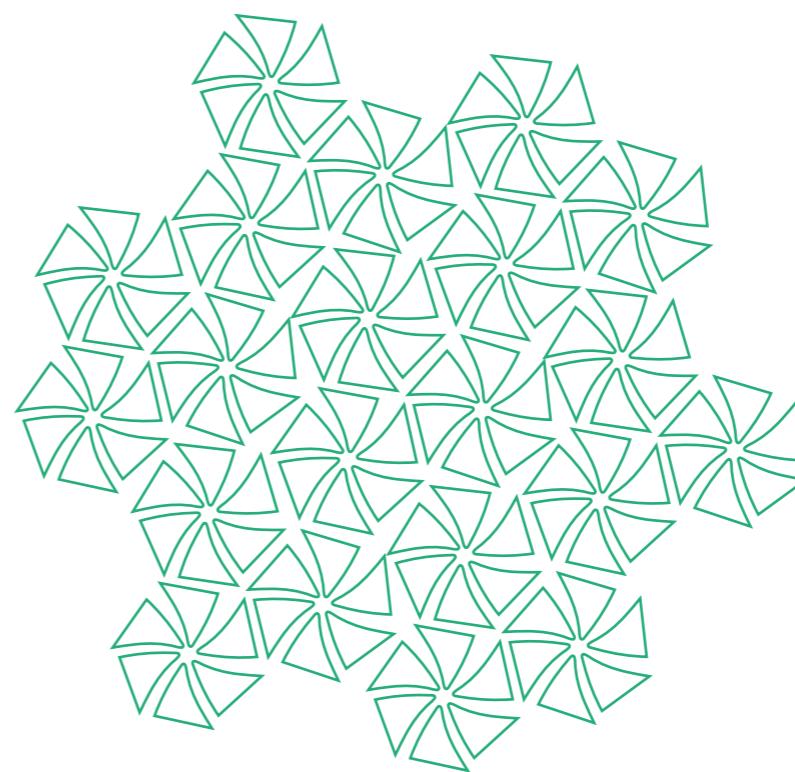
This singular slice, when harmoniously interwoven with others, takes on a form reminiscent of coherent and cohesive life under a microscope, symbolizing the interconnected and vital nature of each element within the brand identity.

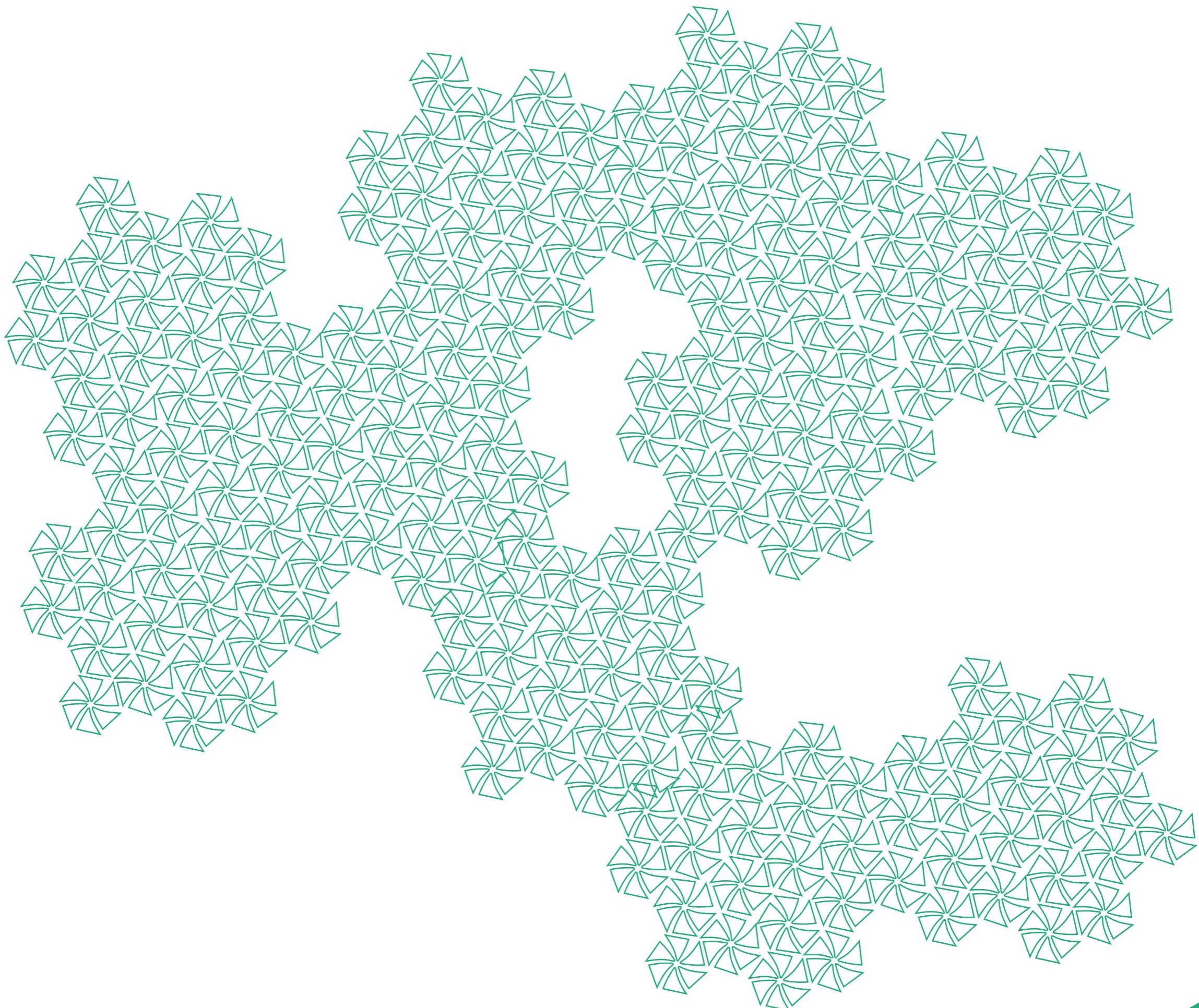




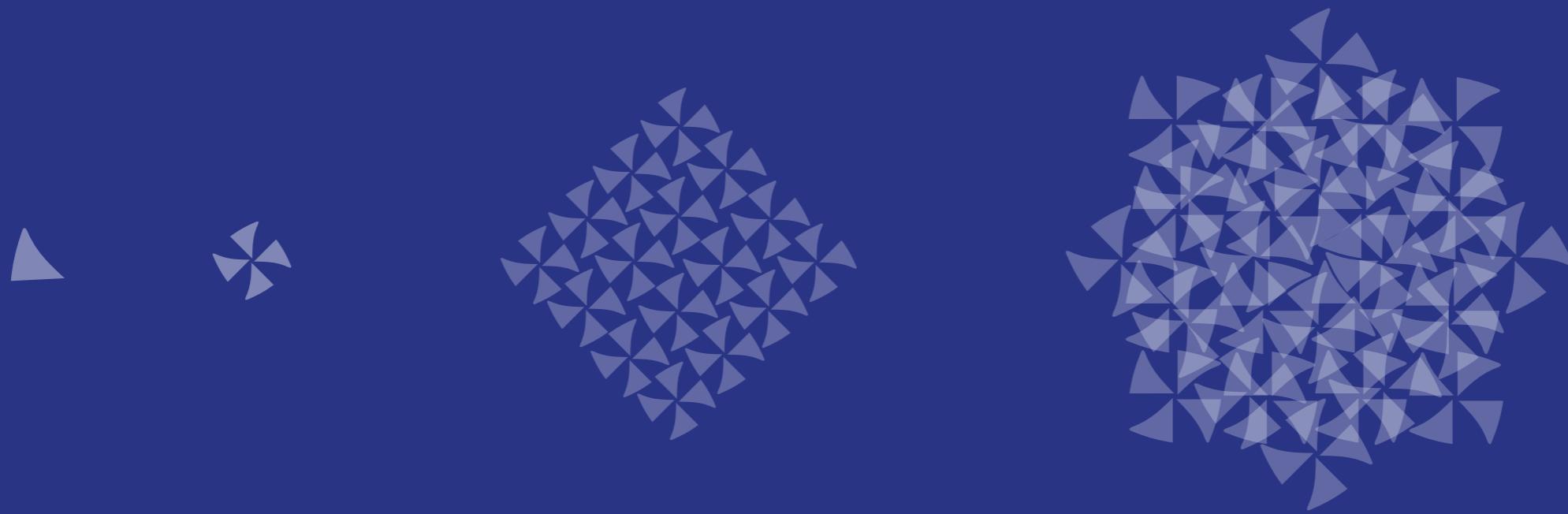


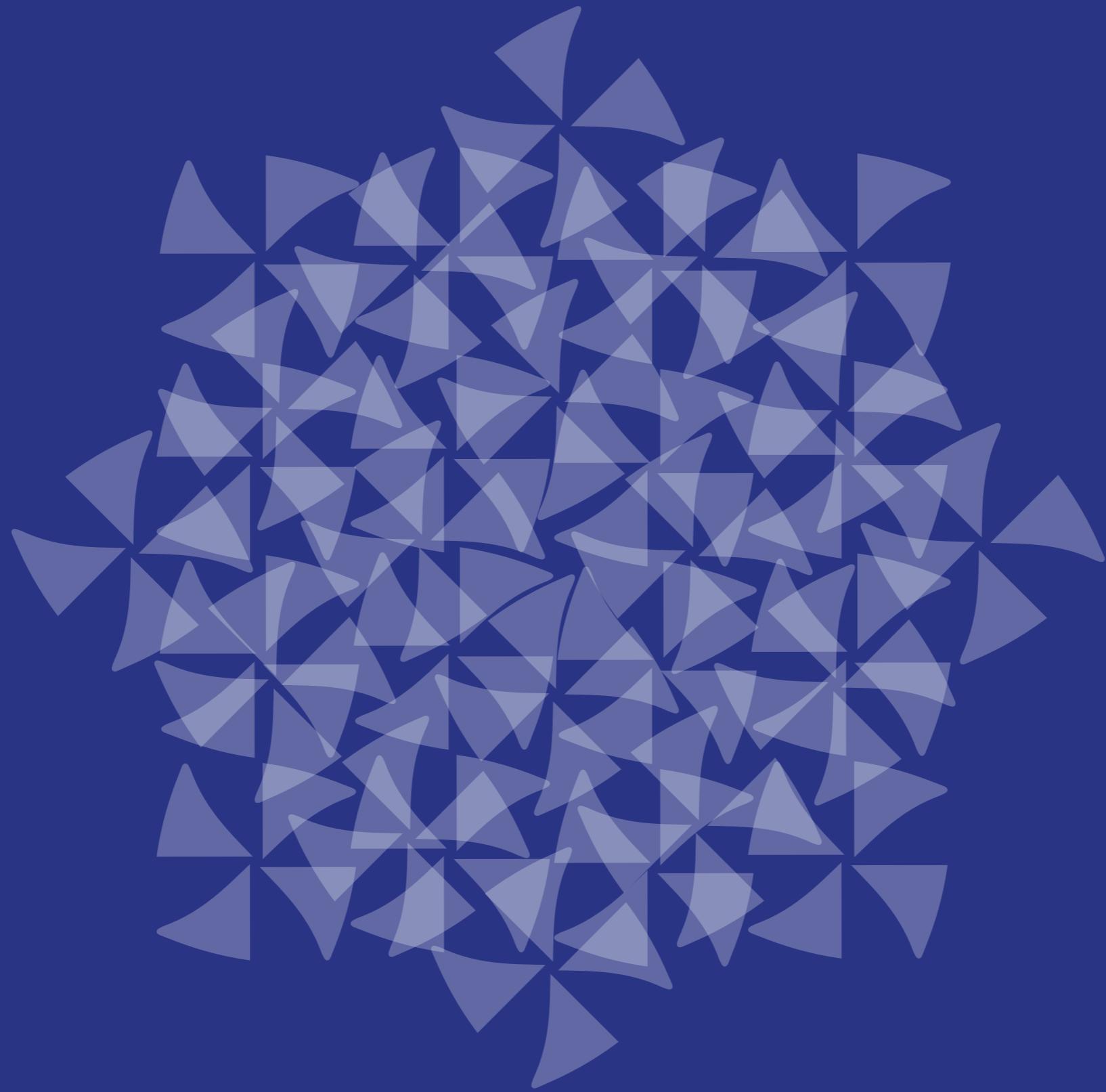
# Graphic element 2



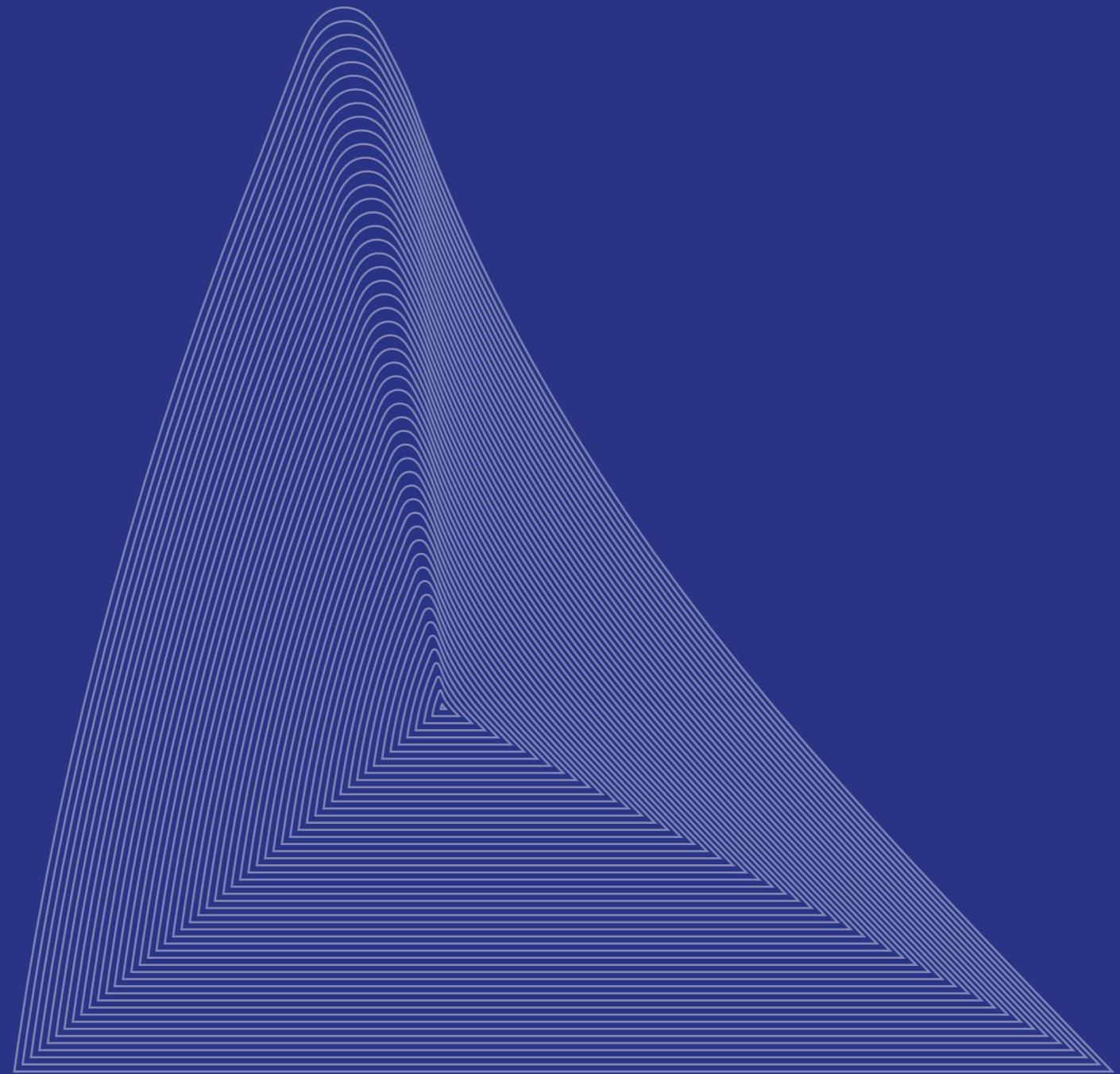


# Graphic Element 3

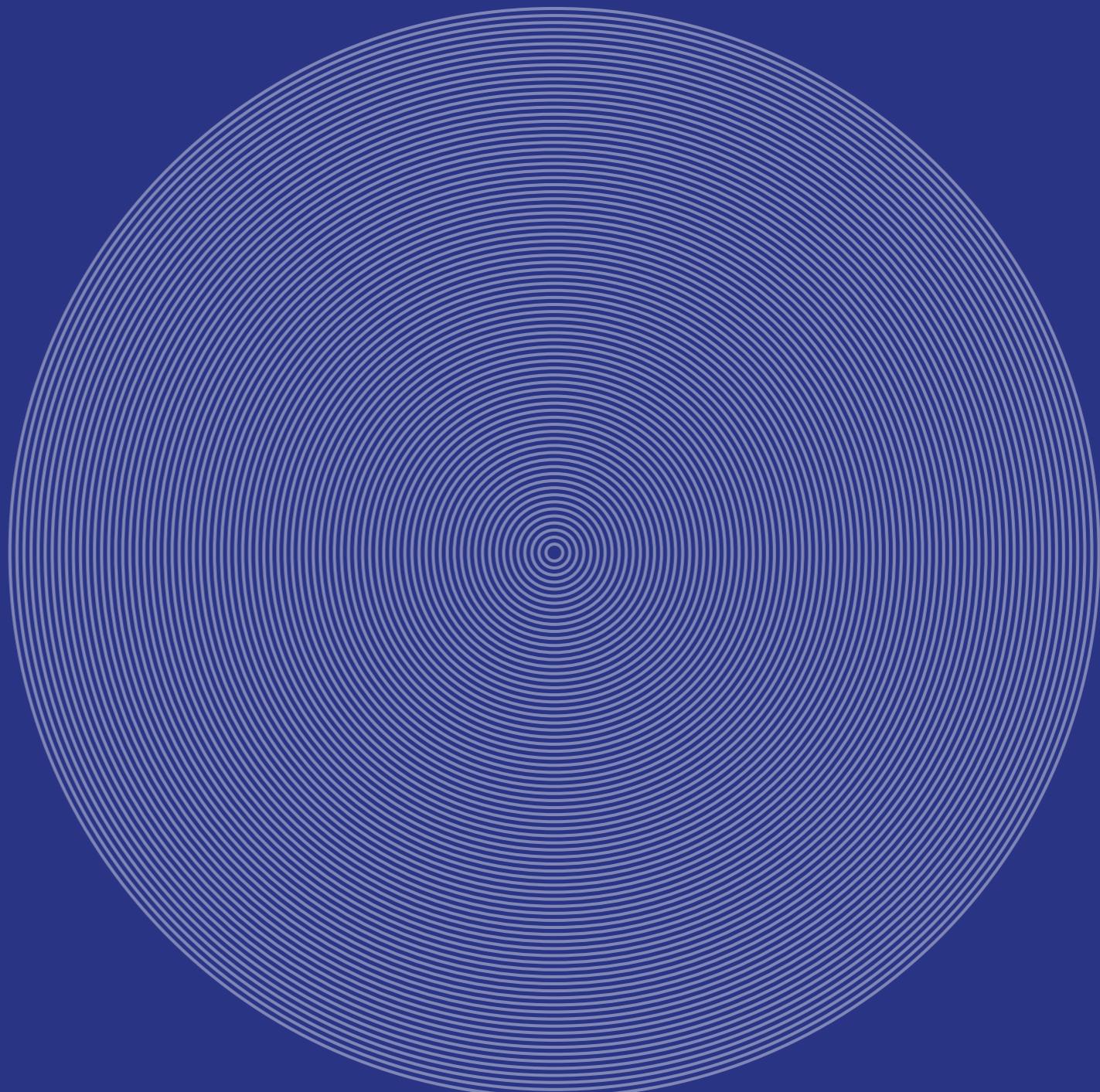




# Graphic Element 4



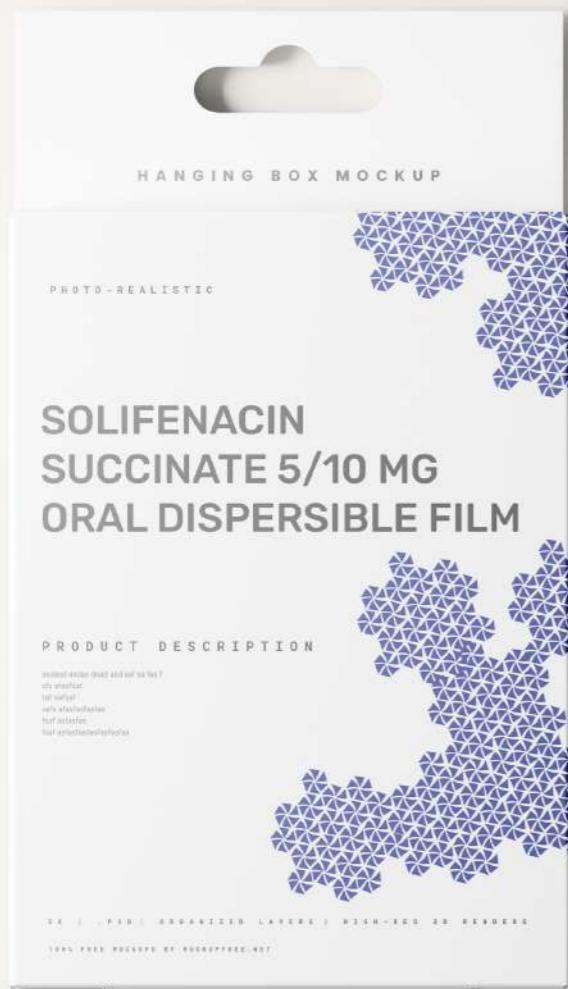
# Graphic Element 5





Collaterals

# Business Card



# Packaging



# Packaging

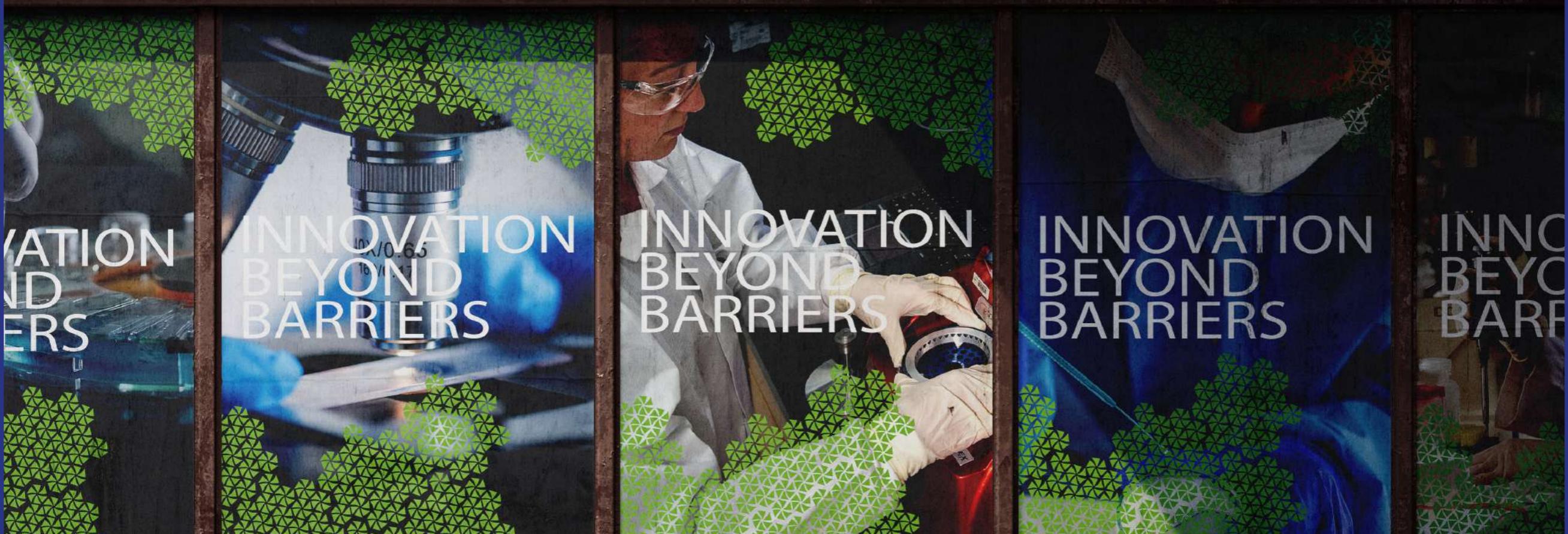


Public Board



**LN LABORATORIES**

public poster





Public poster

# Company signage



Mug



# Stationary



# Lab Manual



# Lab coat



**LN LABORATORIES**  
Life & Nutrition

# Sample collection Kit



# Safety Gloves



# Safety Gogles



Thankyou