



Brand Guidelines

THE COMPLETE GUIDE
VERSION 1.0 | 2023





WELCOME

Welcome to the Creative Tech Lab brand guidelines, the central pillar that upholds and communicates our identity. This document is your key to understanding our vision – a unique convergence of technology and creativity that sparks innovation and nurtures an ecosystem teeming with creative thinkers and technologists.

Our guidelines serve as a meticulously crafted blueprint for anyone – from individuals and organizations to entire communities – who are keen on adapting the Creative Tech Lab identity for their unique initiatives. In these pages, you'll discover comprehensive guidance on our logo, color palette, typography, imagery usage and all about our visual brand identity. It's not just a guide, but a pathway to a deeper understanding of our brand and the ethos we embody.

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INTRODUCTION



In the dynamic, constantly evolving realm of technology and artistry, Creative Tech Lab stands as a beacon of harmony, integrating these two diverse fields to tackle the challenges faced by the creative industries and boost the growth of creative enterprises globally. We firmly believe that the future of innovation lies at the intersection of technology and creativity, and our mission is centered around fostering an environment that encourages this blend.


Creative Tech Lab is not just a platform, but a collaborative community that brings together an eclectic mix of individuals – from artists and technologists to entrepreneurs, investors, and influencers. This convergence of unique minds and talents from various disciplines creates an atmosphere that invites experimental thought, encouraging the generation of breakthrough innovations and the exploration of untapped potential.

Adherence to these brand guidelines allows for the consistent representation of our brand, maintaining its integrity while allowing you the opportunity to add your own unique flair.

Every application of our brand identity that aligns with these guidelines not only resonates with our core vision but also reflects the distinct character of the community it represents. The ability to express community individuality within a united identity is a powerful tool that strengthens the connection between different branches of the Creative Tech Lab and reinforces the unity of our shared mission.

Through our collective efforts, we have the potential to continuously strengthen the Creative Tech Lab brand, further the advancement of technology and creativity, and make a lasting impact in communities worldwide.





**Innovation is the
intersection of creativity
and technology.**

ANONYMOUS

01



LOGO & BRANDING

LOGO & BRANDING



The Creative Tech Lab (CTL) logo is not just a mark but a symbol of our ambition to bridge the gap between the technological and creative worlds. This section elucidates the design, application, and guidelines for the use of our logo, ensuring consistency across all platforms and touchpoints.

Our logo encapsulates the ethos of collaboration and innovation at the heart of CTL. It resonates with our objective to inspire technologists and creatives to collaborate, innovate, and produce groundbreaking solutions in the digital landscape.



LOGO SYMBOL

The Creative Tech Lab logo is an ingenious blend of creative and technological symbolism, encapsulating our mission to bridge the worlds of technology and creativity. It features a stylized DJ at a round table, illustrating the harmonious blending of diverse elements. The table, segmented into multi-colored slices detailed with circuit-like lines, symbolizes the diverse fields within technology and creativity that CTL aims to unify. Each vibrant slice signifies a distinct discipline or perspective, and the circuit-inspired lines seamlessly blend these creative practices with technology. Centrally positioned, the stylus or scraper represents our active role in facilitating this collaborative harmony, while the circular form of the table embodies unity and the infinite potential of our combined creative and technological endeavors.



WORDMARK & MODIFICATION GUIDELINES

The Creative Tech Lab logo wordmark, consisting of our platform name, is designed with minimalist yet impactful typography to ensure readability and seamless cohesion with our vibrant logo symbol.

In alignment with CTL's open-source ethos, a space beneath the primary wordmark is allocated for project-specific customization. This allows users to include the name of their individual project, fostering a sense of community and individual ownership while maintaining overall brand consistency.

To maintain this harmony, the following guidelines should be adhered to when modifying this section:

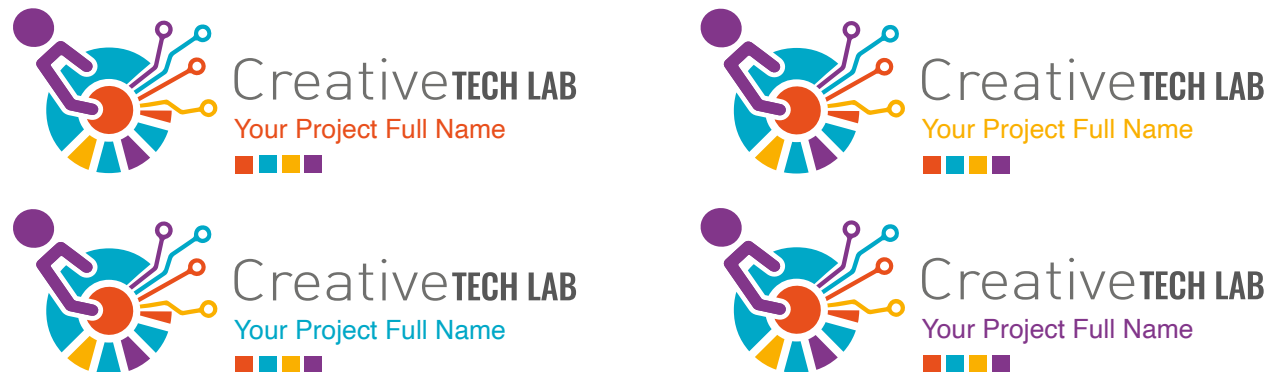
1. Project names must be 24 characters or less for visual balance and legibility.
2. Use 'Helvetica Regular' font at 8.9 pt size to align with our aesthetic.
3. Install the provided fonts before modifying to maintain brand identity.
4. Start each word in multi-word project names with a capital letter for readability and style consistency.



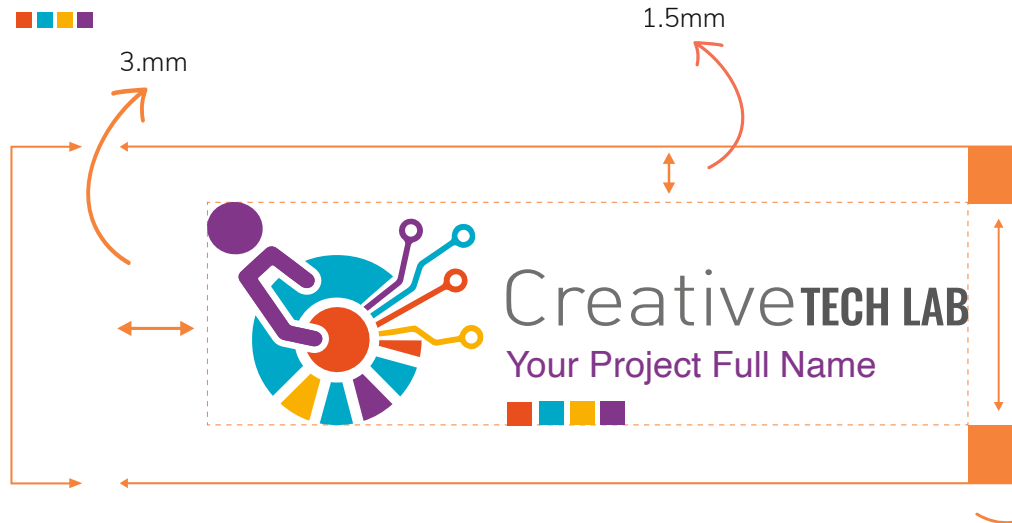
COLOR CUSTOMIZATION FOR PROJECT NAMES

In a further nod to our brand's vibrant identity, the project name included in the logo can be rendered in one of the four primary colors used in the logo - fiery orange (#e84e1b), oceanic blue (#00a8c6), sunny yellow (#f9b100), or regal purple (#81358a). This provides an opportunity to visually tie your project to our overall brand while adding a unique, colorful touch.

The selected color should be in harmony with the environment where the logo will be used, thus enhancing visibility and aesthetic appeal. Be it the bold orange, vibrant blue, striking yellow, or the energetic purple from our logo, your project name can adopt these hues, further personalizing your contribution to the Creative Tech Lab community while maintaining a connection to our collective identity. For better understanding and inspiration, please refer to the examples provided below:

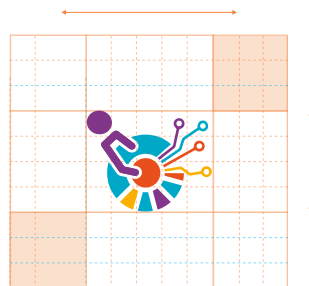


LOGO SPACING GUIDELINE



To ensure the logo stands out and retains its visual impact, it's crucial to adhere to our spacing guidelines. Always maintain a clear space, equivalent to half the height of the logo, on all sides. This 'breathing space' allows the logo to shine in its full glory without any visual interference.

LOGO SYMBOL



FULL LOGO



BACKGROUND VARIATION



The Creative Tech Lab logo is adaptable to various backgrounds. On a sunny yellow (#f9b100) background, the logo is ideally in black or regal purple (#81358a). For the oceanic blue (#00a8c6) background, the logo is in white. On a regal purple

(#81358a) background, an alternative exists where the wordmark and mauve parts of the symbol are white, with remaining elements in original colors. However, we recommend using the full-color logo on a white background for the most vibrant representation of our brand.



Orange



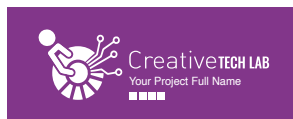
Blue



Yellow



Purple



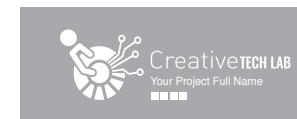
Purple 2



Yellow 2



Black



Gray



LOGO USAGE



DO NOT place the full color logo on top of a dark color.



DO NOT place the logo on a busy background textures



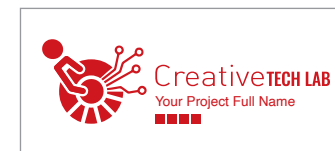
DO NOT rotate the logo and rearrange elements of the logo.



DO NOT apply an effect to the logo (e.g. drop shadow).



DO NOT place the logo on cluttered or low-contrast images that can't clearly support the full-color or white version.



DO NOT change the color of the logo.



DO NOT change the proportions of the elements of the logo.



DO NOT to change the position of the logo elements.

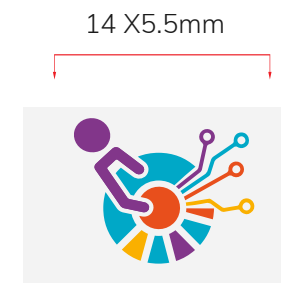
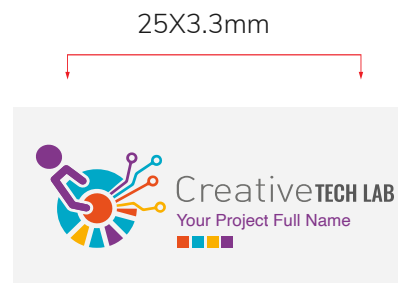
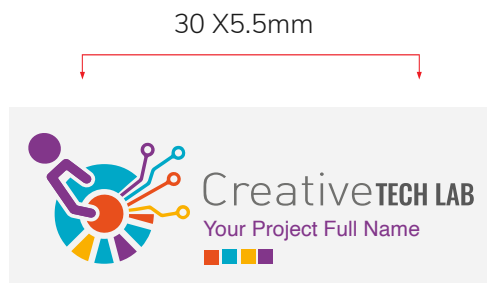



MINIMUM LOGO SIZE



The Creative Tech Lab logo has been crafted to retain its impact and legibility at varying sizes, maintaining the integrity of its design. For the full logo, the minimum size is 30mm wide by 5.5mm high to ensure optimal readability and visual presence. If space constraints demand, the full logo can be reduced to 25mm wide by 3.3mm high, but this should

be the absolute minimum to preserve its distinctiveness. For applications where only the logo symbol is used, without the wordmark, it should never be smaller than 14mm wide by 5.5mm high. This size ensures the intricate details of the logo symbol are clearly visible, maintaining the visual consistency of our brand across all touchpoints.

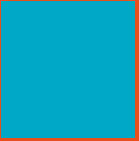




**Technology, like art, is a
soaring exercise of the
human imagination.**

DANIEL BELL

02



TYPO GRAPHY

CORPORATE PRIMARY FONT



HEADLINE 1

MULI BOLD

Muli Bold serves as a crucial element of our brand identity. Muli Bold embodies the fusion of creativity and technology that the Creative Tech Lab represents. It captures the essence of our brand with its sleek, modern aesthetic and bold statement. Muli Bold's geometric form and minimalist appeal align perfectly with our vision, making it ideal for headings, taglines, and other significant textual elements.

ABCDE

Muli Bold

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890?!*+(.,)



CORPORATE PRIMARY FONT



HEADLINE 2

BOXIGEN

Boxigen is a powerful choice for headlines, embodying the forward-thinking and innovative spirit of our brand. With its distinct geometric structure and refined aesthetic, Boxigen exudes a modern and sophisticated personality. Its robust and clear characters ensure high legibility and visual impact, even in complex layouts or large blocks of text.

A B C D E

NULI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(),



CORPORATE SECONDARY FONT



MULI SEMI BOLD

Muli Semi-Bold is employed for subheadlines, offering a touch of weight and emphasis while maintaining the brand's sleek, modern aesthetic. Its slightly bolder character provides a balanced differentiation from the primary headlines without disrupting the overall typography hierarchy.

When it comes to body text, Muli Regular and Muli Light are our typefaces of choice. Their clean, minimalistic design ensures high readability even in extended texts, allowing our message to be conveyed with clarity and precision. Muli Light offers a particularly subtle and elegant option for instances where a softer touch is required.

A B C D E

Muli Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)



Muli Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)



TYPOGRAPHY HIERARCHY



HEADLINES: MULI BOLD OR BOXIGEN

For headlines, we recommend using Muli Bold or Boxigen, in a size range of 36-48 points for larger headlines and 24-30 points for smaller headlines. Please note that we will be using these styles individually, and not together in the same headline.

**Lorem Ipsum
Dolor Sit Amet,
Consectetur**

**LOREM IPSUM
DOLOR SIT AMET,
CONSECTETUR**

SUB-HEADLINES : SEMI-BOLD OR MEDIUM

For sub-headlines, we recommend using Muli Semi-Bold in a size range of 18-24 points. These styles provide a balanced contrast to the bold headlines, without overpowering the body text. We suggest using sub-headlines sparingly, only when necessary to break up large blocks of text or to introduce new sections.

**Lorem Ipsum
Dolor Sit Amet,
Consectetur
Adipiscing Elit
Lorem Ipsum
Dolor Sit Amet,
Adipiscing Elit**

BODY TEXT : REGULAR OR LIGHT

For body text, we recommend using Muli Regular or Light, in a size range of 10-18 points. These styles are easy to read and provide a clear contrast to the bolder headlines and sub-headlines. We suggest using regular weight for most body text, and light weight for captions or other secondary text that needs to be more subtle.

**Lorem Ipsum Dolor
Sit Amet, Consectetur
Adipiscing Elit**

**Lorem Ipsum Dolor
Sit Amet, Consectetur
Adipiscing Elit**

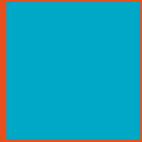




**Creativity is the heart
of innovation, and
technology is the mind.**

ANONYMOUS

03



COLORS & CODES

PRIMARY BRAND COLOR & CODES



FIERY ORANGE

NOTE: RGB is used for screen displays and CMYK is used for print. Always ensure you're using the correct color system for your project.



CMYK : C-4%, M-84%, Y-100%, Y-0%

RGB : R-232%, G-78%, B-27%

CODE : e84e1b

The primary color for the Creative Tech Lab brand is a vibrant Fiery Orange (#e84e1b), symbolizing energy, innovation, and creativity. This color should be predominantly used for headlines and subheadlines, making our messages stand out with clarity and emphasis.

While this fiery orange can also be used as a background color to create a dynamic visual impact, we generally recommend its sparing use in such instances.

Our preferred choice for background color is white, as it offers a clean, minimal canvas that allows the vibrant Fiery Orange, as well as other elements of our visual identity, to shine.



PRIMARY BRAND COLOR & CODES



REGAL PURPLE

NOTE: RGB is used for screen displays and CMYK is used for print. Always ensure you're using the correct color system for your project.



CMYK : C-59%, M-95%, Y-7%, Y-0%

RGB : R-129%, G-53%, B-138%

CODE : 81358a

Adding to our primary color palette, we also feature a Regal Purple (#81358a). This distinct hue captures the essence of our brand's inventive spirit and the merging of creative and technological realms. Like Fiery Orange, Regal Purple should be used prominently for headlines and sub-headlines, allowing our messages to make a strong, dynamic impression.

The use of Regal Purple as a background color can create a rich, impactful backdrop, although we generally recommend its judicious use in this manner.

Our preference for backgrounds remains white, providing a neutral and clean stage for our vibrant primary colors to stand out.



SECONDARY BRAND COLOR & CODES



OCEANIC BLUE

NOTE: RGB is used for screen displays and CMYK is used for print. Always ensure you're using the correct color system for your project.



CMYK : C-76%, M-13%, Y-17%, Y-0%

RGB : R-0%, G-168%, B-198%

CODE : 00a8c6

Expanding our color palette, we introduce the Oceanic Blue (#00a8c6) as a secondary color.

Oceanic Blue brings an extra layer of depth to our design, providing a perfect counterpoint to our primary colors, Fiery Orange and Regal Purple. Although less dominant, it plays a vital role in highlighting key elements, accentuating contrasts, and creating a balanced visual composition.

While our primary colors lead in headlines and subheadlines, Oceanic Blue could be used effectively for highlights, calls-to-action, or to draw attention to secondary information.



SECONDARY BRAND COLOR & CODES



REGAL PURPLE

NOTE: RGB is used for screen displays and CMYK is used for print. Always ensure you're using the correct color system for your project.



CMYK : C-2%, M-33%, Y-100%, Y-0%

RGB : R-249%, G-177%, B-0%

CODE : f9b100

Rounding out our secondary colors, we have the Sunny Yellow (#f9b100). This radiant and energizing color brings an additional dimension to our brand's visual identity. Its vivacity complements the existing primary and secondary colors, creating a palette that's both diverse and cohesive.

Sunny Yellow can be used to draw attention to specific details, act as an accent color, or highlight secondary information within our designs.

Despite its secondary role, this color holds immense potential in shaping the visual language of our brand, contributing to an appealing and dynamic color scheme that aligns with Creative Tech Lab's innovative spirit.



GRADIENT USAGE



ORANGE + PURPLE



CODE :82368a + e84e1b

ANGLE: -120°

OPACITY: 100%

LOCATION:0% - 100%

BLUE NAVY + YELLOW



CODE :00a8c6 + f9b100

ANGLE: -120°

OPACITY: 100%

LOCATION:0% - 100%

We offer two distinctive gradients as part of our brand's color scheme. The first blends our primary colors - Regal Purple and Fiery Orange, while the second combines our secondary colors - Navy Blue and Sunny Yellow.

Both gradients can be used as dynamic backgrounds or to emphasize specific elements in our designs.

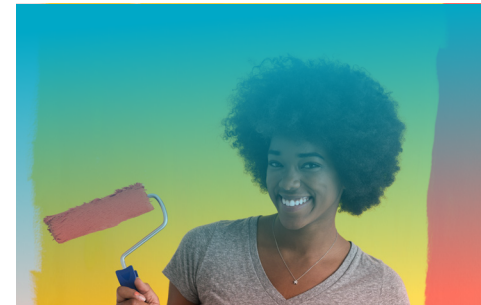


COLOR USAGE IN IMAGERY



Maintaining a cohesive visual identity and clear legibility is essential in our brand communications, hence we've developed guidelines for color usage within imagery. This can be executed in two ways: First, by implementing a filter of one of our brand colors at 50% opacity over the image, adding a layer of brand personality while preserving the image's core details. Second, an overlay can be applied either from the

bottom up or the top down. This gradient overlay starts with full color at one end, transitioning to 0% opacity at the other, creating a 'fade-out' effect. This method allows for clear, unobstructed text, be it captions or headlines, placed over the image. Both techniques help establish a harmonious interplay between images and text, promoting readability while incorporating our distinct brand colors into a broad range of visual mediums.

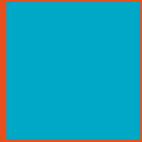




Every once in a while, a
new technology, an old
problem, and a big idea
turn into an innovation.

DEAN KAMEN

04



CORPORATE STATIONARY

CORPORATE LETTERHEAD



Our letterhead represents our brand and should make a positive impression on those who receive it. Let's ensure that it is designed with care and attention to detail.

- Use our brand's color palette and typography consistently on the letterhead.
- Use a clean and professional layout, with appropriate margins and spacing.
- Use high-quality paper and printing for a polished look.

DESIGN AND PRINT

Dimension	8.5x11 Inch
Print	CMYK



CORPORATE BUSINESS CARD



This section provides guidelines on how to design and use our business cards, ensuring consistency and cohesion across all our communications.

- Keep it simple: Avoid cluttering the card with too much information or design elements.
- Use high-quality materials: Choose a sturdy cardstock that feels substantial and professional.
- Reflect our brand: Use our brand colors, logo, and typography to create a consistent look and feel with our other marketing materials.

DESIGN AND PRINT

Dimension

3.5x2 Inch

Print

CMYK



CORPORATE ENVELOPE



Our envelope design should reflect our brand identity, with consistent use of our color palette, typography, and iconography.

- The layout should be clean and simple, with clear information about our organization and contact details.
- We recommend to use high-quality paper stock to create a professional and memorable impression on our recipients.

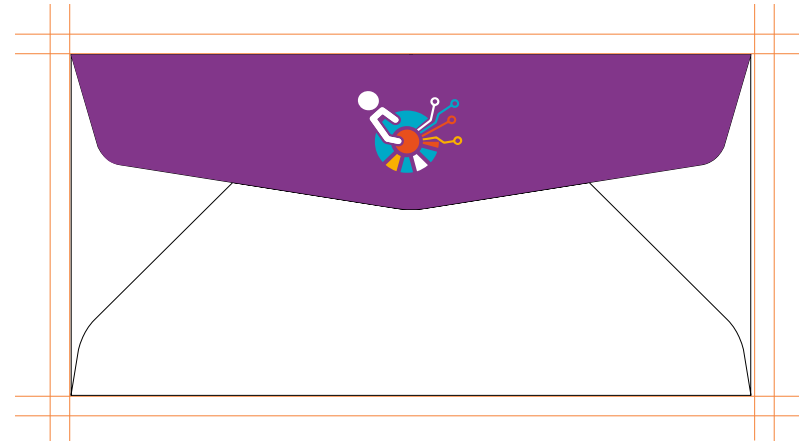
DESIGN AND PRINT

Dimension

9.5x4.5 Inch

Print

CMYK

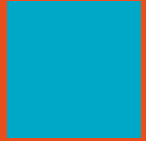




**Creativity and technology
together forge the path to
an innovative and enriching
future.**



05



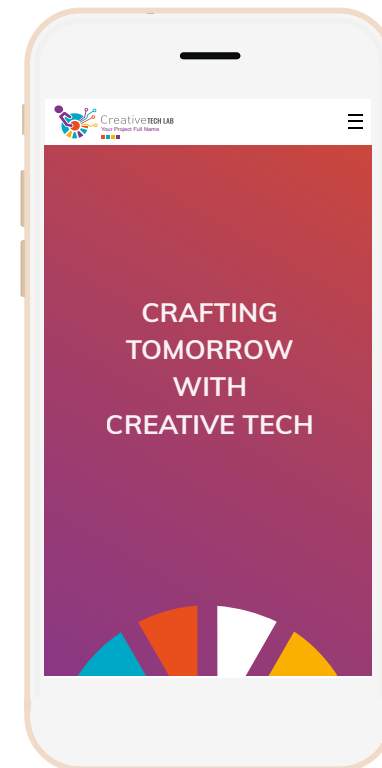
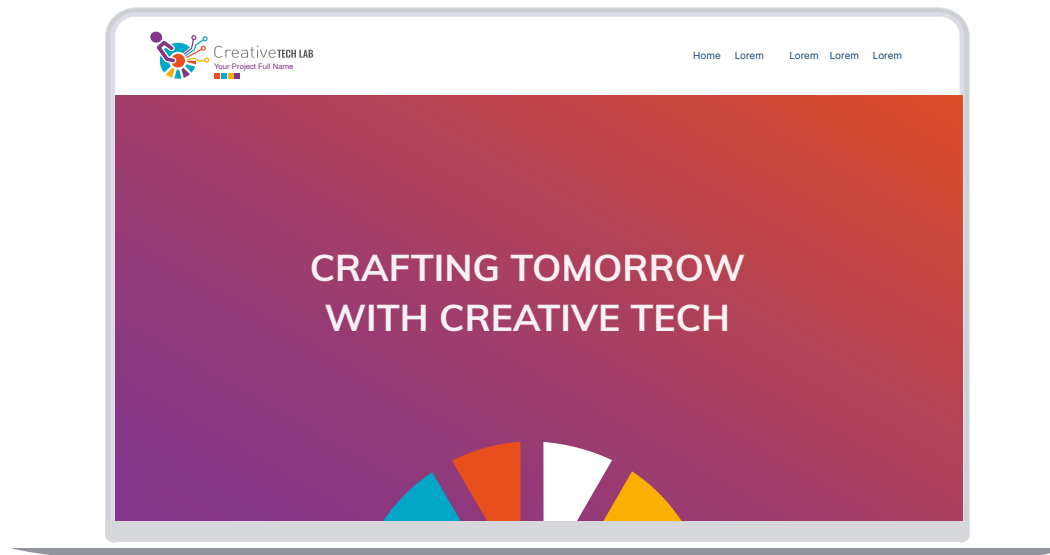
WEB DESIGN & SOCIAL MEDIA

WEB DESIGN



In digital spaces like websites, always position the Creative Tech Lab logo on the upper left for instant recognition. Adjust its size for optimal visibility and balance.

Use our gradients as vibrant backgrounds for web banners, adding visual appeal and brand alignment. Follow our guidelines when using images; they should complement the composition, not interfere with the logo or text. Apply our color overlays on backgrounds for text and logo clarity. Adherence to these guidelines ensures brand consistency and improved user experience.



SOCIAL MEDIA BANNERS

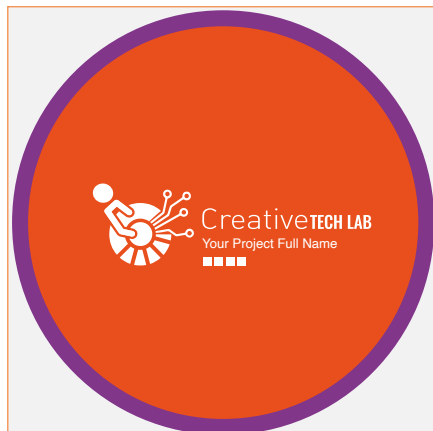
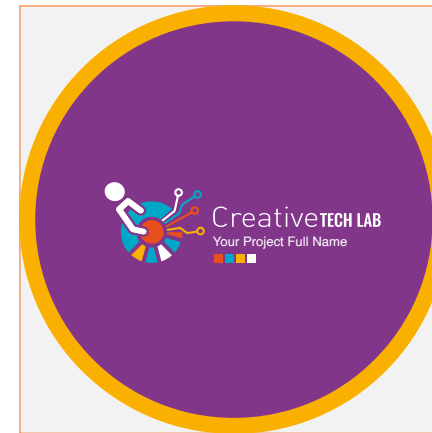
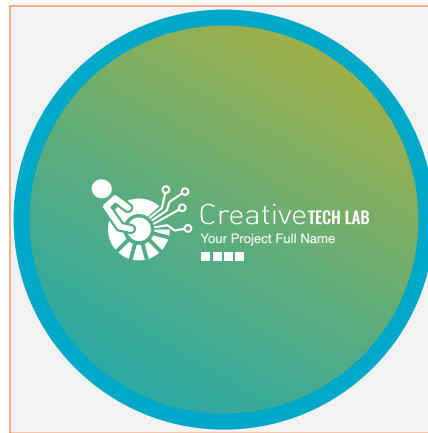


When designing social media banners for Creative Tech Lab, consider using our gradients or solid colors for backgrounds. Images can be incorporated but ensure to apply our color filters for brand consistency. Overlay a clear headline using our primary font for immediate recognition.

Remember to refer to each social media platform's specific guidelines, particularly concerning banner dimensions. Following these guidelines, you'll aid in maintaining a cohesive representation of Creative Tech Lab across all social media channels.



SOCIAL MEDIA PROFILES





**Creativity fuels, and
technology shapes,
our limitless future.**



06



PRINT & DIGITAL COLLATERAL

COFFE MUG & TOTE BAG



HALF SLEEVE & POLO T-SHIRT



ROLLUP BANNERS



Creative Tech Lab roll-up banners offer eight distinctive design directions. You can opt for a clean white background, our vibrant gradients, a solid Regal Purple background, or images enhanced with a top filter of one of our four solid colors, decreasing from 100% to 0% opacity. Regardless of the chosen direction, it's essential to ensure the visibility and legibility of the logo and any accompanying text.

Always maintain balance and adhere to our brand guidelines for a cohesive and captivating representation of our identity.

Size	33x80 Inches	Print	CMYK
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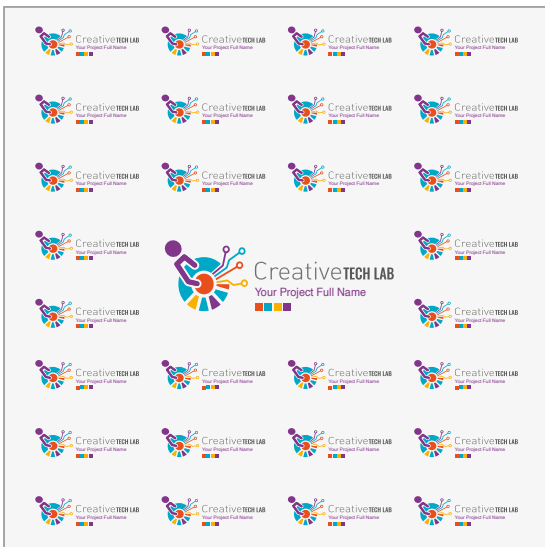
BACKDROPS WITHOUT PARTNERS LOGO



Creative Tech Lab backdrops are essential branding elements for various events. They are always set against a white background with a full-color logo in a step-and-repeat pattern. Our backdrops come in two sizes: 12x12

feet (or 144x144 inches) and 12x8 feet (or 144x96 inches). all sizes, reinforcing our brand's visual presence consistently across diverse contexts.

Size 96x96 Inches
Print CMYK



Size 144x96 Inches
Print CMYK



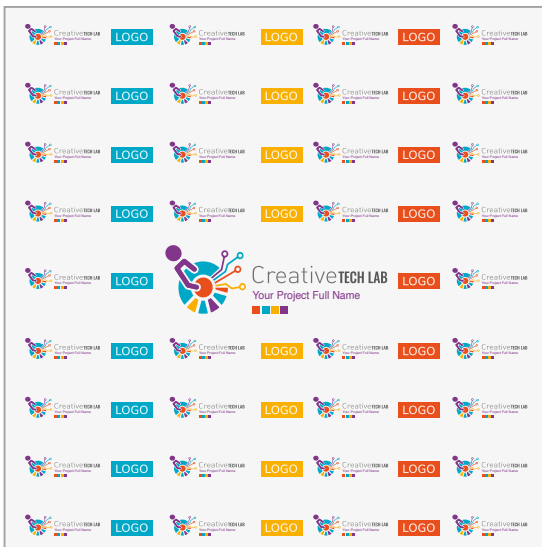
BACKDROPS WITH PARTNERS LOGO



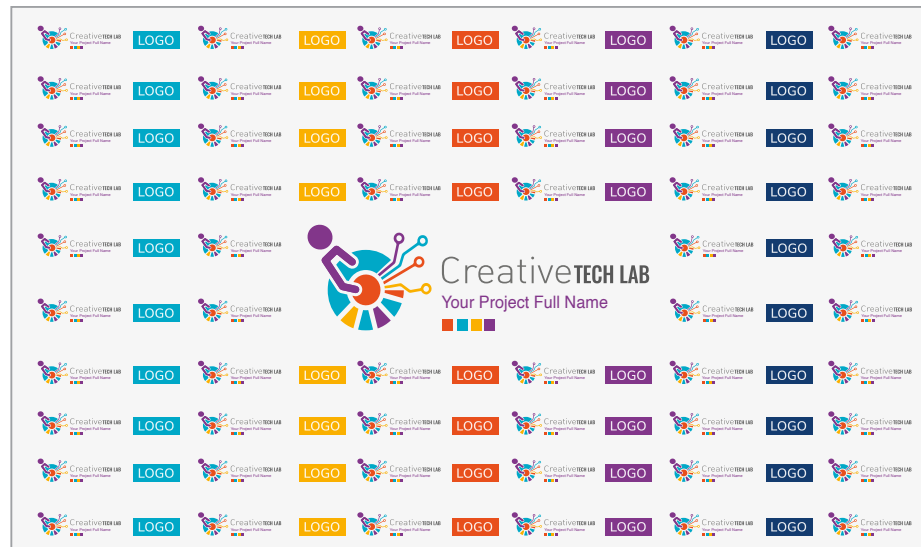
On co-branded backdrops, the Creative Tech Lab logo takes precedence, leading each line followed by partner logos. Presented against a clean, white backdrop in a step-and-repeat pattern, each logo should maintain

proportionate scale and visual harmony. The Creative Tech Lab logo always remains prominent and the starting point of each line, thus ensuring consistency and enhancing our brand's visual dominance in all shared branding endeavors.

Size 96x96 Inches
Print CMYK



Size 144x96 Inches
Print CMYK



ZOOM CONFERENCE BACKGROUNDS



For Zoom conferences, use a Creative Tech Lab approved gradient as your virtual background, embodying our brand's unique identity. The logo should be stationed in the top right corner, offering unobstructed visibility throughout the conference. Ensure there's adequate clear space

around the logo to prevent overlap with the participant's window. Remember, your choice of background should resonate with our brand, add a touch of professionalism, and support a focused meeting environment. This approach effectively blends our brand aesthetic with the virtual meeting experience.

Size

1920x1080 Px

Color

RGB



PHOTOS & VIDEOS FRAMES



Size 1080x1080px



For photo and video frames, our brand employs four standard formats: Square (1080x1080px), suitable for social media; Widescreen (1920x1080px), used for video content and presentations; Portrait (1080x1350px), ideal for detailed images on mobile-first platforms; and Full HD (1920x1080px), perfect for high-definition

digital content. No matter the format, ensure you uphold our brand's visual identity, using our color palette, typography, and logo in alignment with the guidelines in this manual.

Size 1080x1350px



Size 1920x1080px



Size 1080x1920px



DIGITAL LOWERTHIRD



SUMMARY & CONCLUSION



This Brand Identity Guideline provides the necessary instructions and design principles to assist users in creating their own iteration of the Creative Tech Lab in their community. It elucidates our visual language – the logo, color palette, typography, and imagery – and offers guidance on their application across various touchpoints like websites, social media, and physical collateral. Our aim is to harmonize the aesthetics and ethos of the Creative Tech Lab brand across all communities, reinforcing our mission to bring technologists and the creative world closer together.

By adhering to these guidelines, you ensure that the Creative Tech Lab identity remains consistent and powerful in every context, creating an engaging experience that is both recognizable and inspiring. We encourage everyone to explore, innovate and create within these parameters, merging creativity and technology to build a more vibrant future. If you have any questions or need further clarification on any points within these guidelines, our team is always available to assist. We look forward to seeing the unique ways in which you manifest the Creative Tech Lab brand within your community.

CONTACT US :

+213 7800 898
+121 3848 597

info@exampleid.com
custom@example.com

Ipsum lorem dolar sit amet
EXAMPLE HERE



