

HELLO
WORLD.
CORE
ELEMENTS.

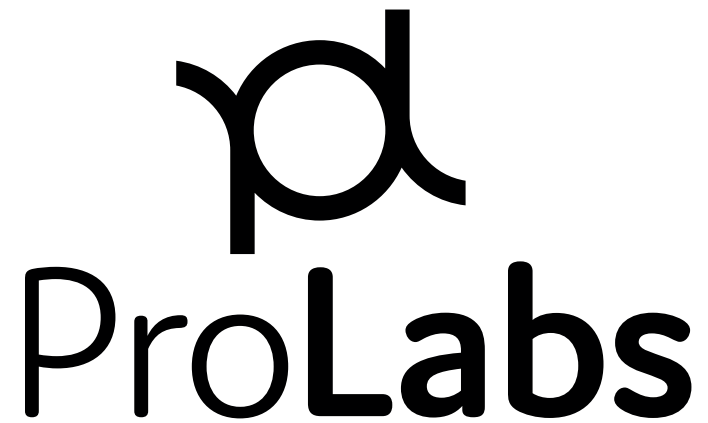


**This is just a short introduction
to our new identity.**

**While it is only the tip of the
brand iceberg, it is a very
important pinnacle reached.**

**You will see your logo as it's
supposed to look.**

You will feel pride.



This is the preferred placement of the logo.

It is referred to as the Stacked option.

Black and white are the primary colours.

Black being the principal option.



The white Stacked version is to be used when placed on a dark background.

The logo for ProLabs features a stylized Greek letter alpha (α) on the left, followed by the text "ProLabs" in a bold, sans-serif font. The alpha symbol is composed of a thick vertical bar on the left, a circular loop in the middle, and a horizontal bar on the right that curves downwards.

α ProLabs

This is the secondary placement of the logo.

It is referred to as the Ranged option.

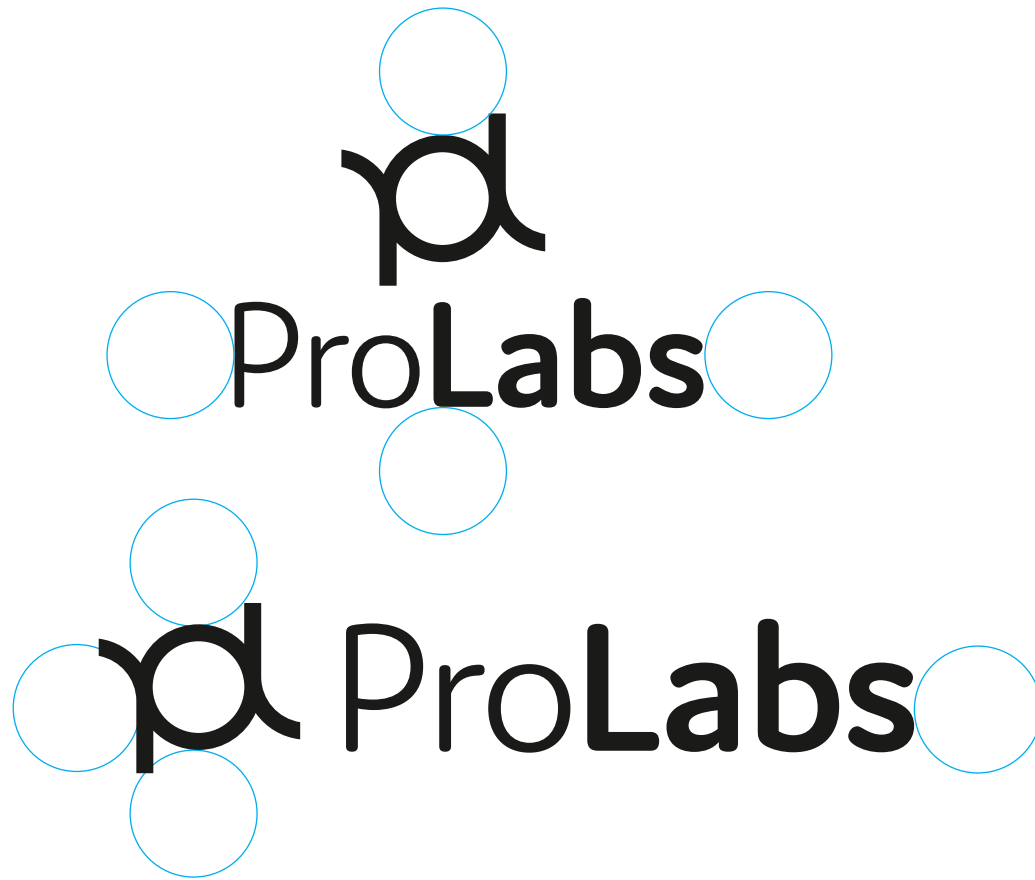
This option is used when height is restricted.

Black and white are the primary colours.

Black being the principal option.

ProLabs

The white Ranged version is to be used when placed on a dark background.



Allow the diameter of the icon circle on all sides for space or clearance of any other material, at any size.

Unlock your connectivity

The new ProLabs strapline showcases the brand promise.

It works on both functional and emotional levels.

It empowers the reader and declares a commitment to enhance and improve.

The strapline will not be “locked” to the logo when minimised.



The 3 elements used in the Stacked option will form the primary usage of the new identity.



The 3 elements used in the Ranged option will form the secondary usage of the new identity.

Domus for headlines

Domus Semibold for body copy

Helvetica Bold for headlines

Helvetica for body copy

The right type.

Domus is to be used in
print advertising.

Helvetica is to be used
in internal
communications,
brochures,
data sheets,
Powerpoint etc.

WHITE
CMYK | 0-0-0-0
RGB | 255-255-255
HEX | FFFFFFFF

RED
CMYK | 0-100-100-0
RGB | 255-0-0
HEX | FF0000

MAGENTA
CMYK | 0-100-0-0
RGB | 255-0-255
HEX | FF00FF

YELLOW
CMYK | 0-0-100-0
RGB | 255-255-0
HEX | FFFF00

KEY BLACK
CMYK | 0-0-0-100
RGB | 0-0-0
HEX | 000000

BLUE
CMYK | 100-100-0-0
RGB | 0-0-255
HEX | 0000FF

GREEN
CMYK | 100-0-100-0
RGB | 0-255-0
HEX | 00FF00

CYAN
CMYK | 100-0-0-0
RGB | 0-255-255
HEX | 00FFFF

Spectrum of Light

The Specrum of Light
is our limit.
But please limit,
less is more!
To be used in graphs,
illustrations etc.

**A more comprehensive
Brand Bible is in development
and will expand on preferred
usage together with
supporting information.**

