

moticnlab

BRAND GUIDE

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Colors

In terms of color, our basic brand color is 01 - LOSOS. The dark color we work with, whether in the background or typography, is defined as 02 - DARK. In paragraph and perex or whether fine graphic elements are used, we also use the colors 03 - SIVA and 04 - SIVADARK. We also use the white color #FFFFFF, which is not defined in the preview.

However, within the materials we also work with gradients, which are defined on the following page.

01
LOSOS



HEX #FB8E83
RGB 251 142 131
CMYK 0 56 41 0

Pantone
16-1542 TPX - Fresh Salmon

02
DARK



HEX #120123
RGB 18 1 35
CMYK 83 83 53 73

Pantone
5255 C

03
SIVA



HEX #CCCCCC
RGB 204 204 204
CMYK 19 15 16 0

Pantone
Cool Gray 2 C

04
SIVADARK



HEX #999999
RGB 153 153 153
CMYK 43 35 35 1

Pantone
Cool Gray 7 C

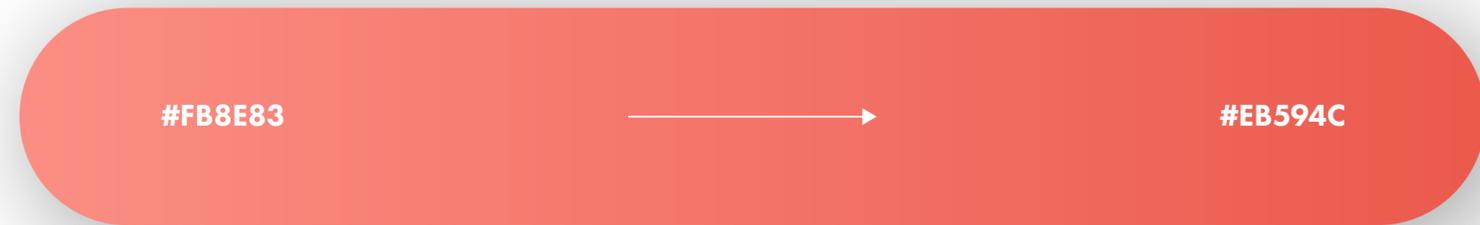


Colors



Gradients

01



02



Colors

The basic 3 colors by which motionlab is defined are colors 01 - SALMON, 02 - DARK, WHITE and their unlimited combination.

Even in the case of the background, it is ok to replace the colors 01 - LOSOS and 02 - DARK for their gradient variants defined on the previous page.



Safe zone



The safe zone is defined by the size of the word lab in the word Motionlab. For the Y axis it is defined by the size of the letter l and for the X axis it is defined by the full horizontal length of the word lab.



Minimum size

The minimum size of the logo for printing use is defined by the vertical dimension of the logo along the Y axis, which must not be less than 4 mm.



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Thank you.

In case of discrepancies and questions, contact the author
of the manual by an email at adam@motionhouse.cz