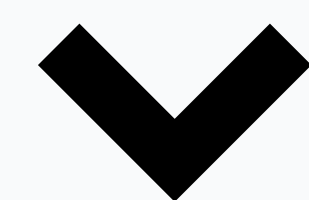
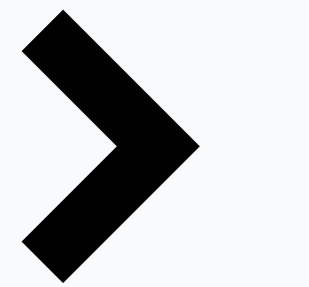


August, 2023

Brand Guidelines



Welcome!

This document is designed for lablab.ai partner and sponsor ecosystem. When communicating together, in various partnership environments, we want to safeguard our brand and assist you in:

- featuring & referencing the lablab.ai brand effectively and correctly
- providing access to the correct lablab.ai brand assets

All partner led creatives must be pre-approved by the lablab.ai Marketing Team

We aim for this Brand Manual to become the primary resource where team members and contributors can align their goals with the brand mission and message of lablab.ai. It encourages them to push the boundaries, innovate on future campaigns, and deliver remarkable work that deserves recognition.

1. Brand Voice & Tone

- Brand Archetypes
- Voice & Tone

2. Logo

- Main Logo
- Clear Space & Minimum Size
- Proportions and Scaling
- Misuse and Alterations
- Clear Background

3. Typography

- Primary Font
- Hierarchy & Call to Action

4. Color Palette

- Main Colors
- Secondary Colors

5. Tutorial Guidelines

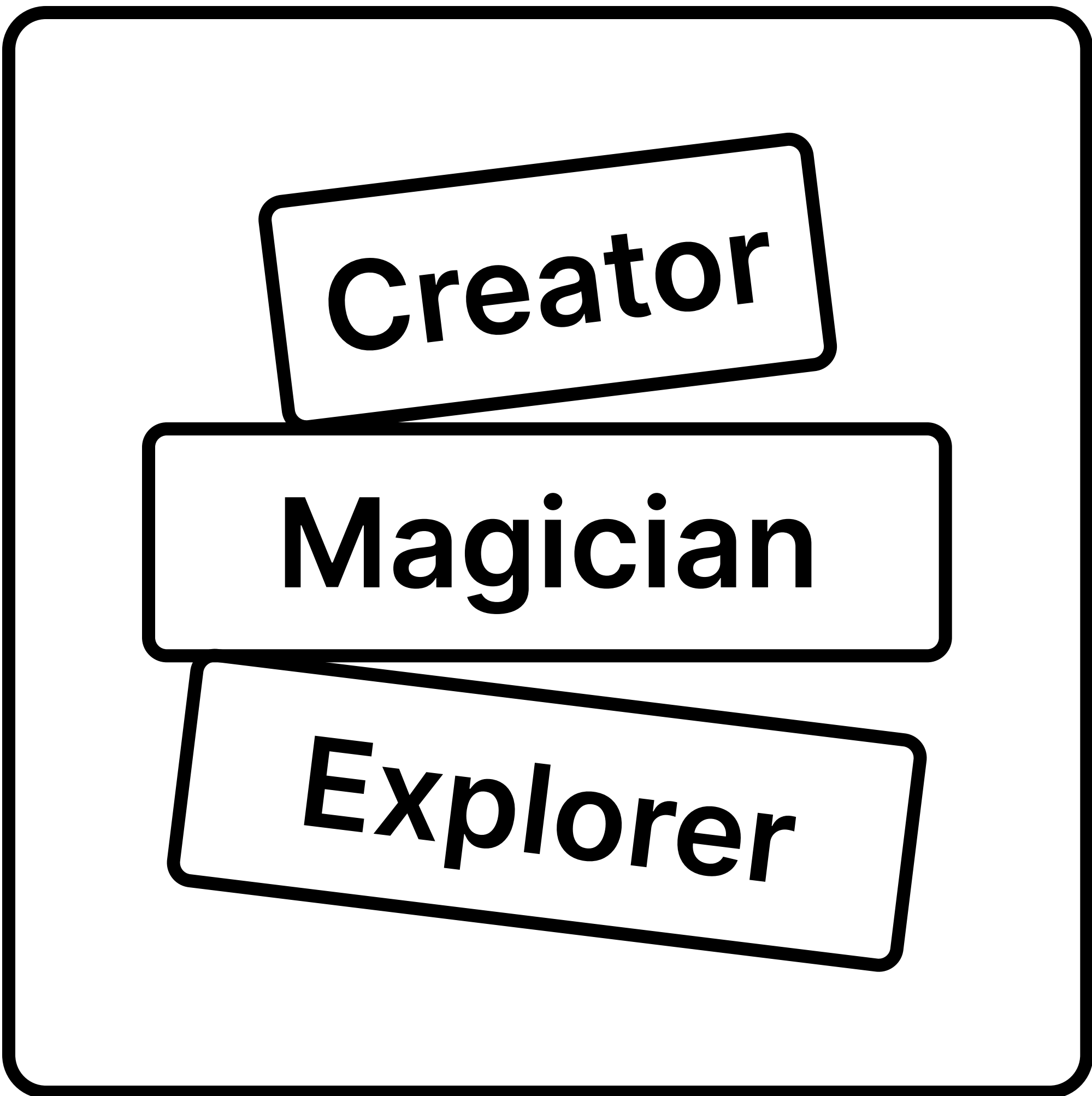
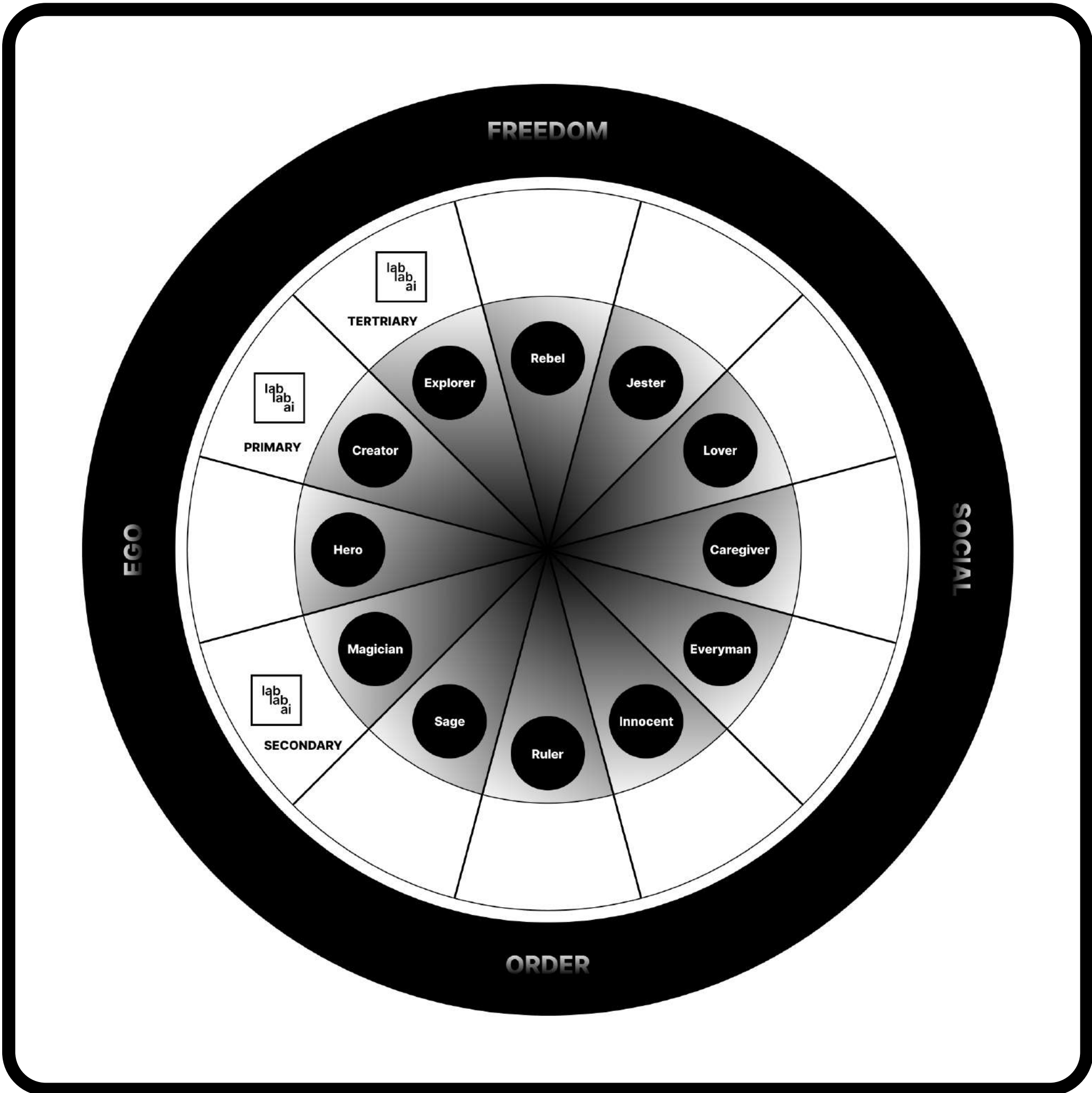
6. The Ads Grid

7. Assets

Brand Voice & Tone

In our greenhouse **lab**, we provide a collaborative space for developers, creators, and innovators to build with the latest technologies. Through immersive AI hackathons, workshops, and events, we inspire and empower talent, aiming to push the boundaries of what's possible with artificial intelligence. Our **lab** offers the tools and guidance needed to experiment with emergent technologies and drive innovation forward by bringing together bright minds in a creative environment.

Our archetypes – **Creator**, **Explorer**, and **Magician** – form the emotional bond that sets lablab.ai apart from the competition, guiding our unique messaging approach.



Be Future-Focused.

As the **Creator archetype**, we're all about fusing technology with new ideas to bring about meaningful change. We use language filled with terms like "innovation," "breakthrough," and "cutting-edge technology." Our tone is dynamic and future-focused.

Be a Life-Changer.

Aligned with the **Magician archetype**, we seek to transform lives through AI by automating tasks and freeing up valuable time for what truly matters—family and friends. Our tone conveys compassion and a genuine willingness to help. We use language that makes complex subjects easily understandable.

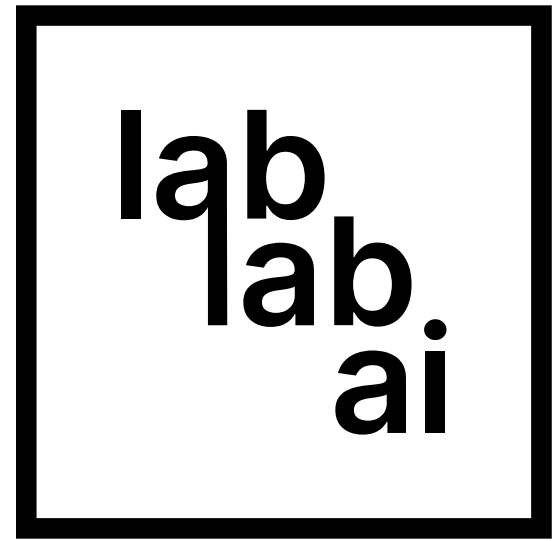
Be a Trailblazer.

As the **Explorer archetype**, our brand champions the relentless quest for the new and the unknown. We employ language that motivates action, exploration, and invention. Our tone is energetic but balanced, highlighting the significance of every innovation step.

lablab.ai Brand

lablab.ai is a place where anyone can build, create, and develop the better future with the help of latest AI technologies.

Fueling Ideas with 



The Logo

Logo

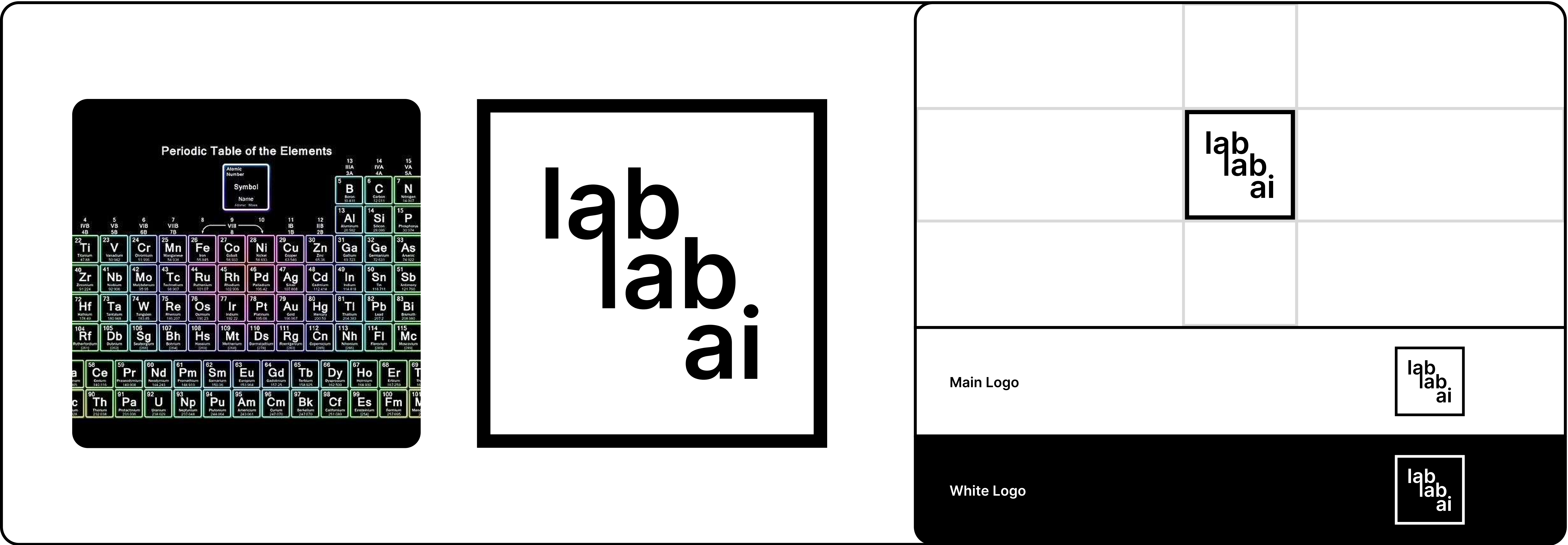
**lablab.ai is a place where
developers can build, combine
and mix technologies to shape
the better future!**

Logo

The lablab.ai logo is a combination of the letters "lab lab ai" arranged within a square. This design was inspired by the periodic table of elements and symbolizes the fusion of various ideas and elements in the realm of innovation.

The logo's structure is symmetric and easily readable, with an emphasis on clean shapes and a balance between its elements. It embodies the clever name and friendly character of the brand, presenting it in a visually appealing form.

Primary Logo



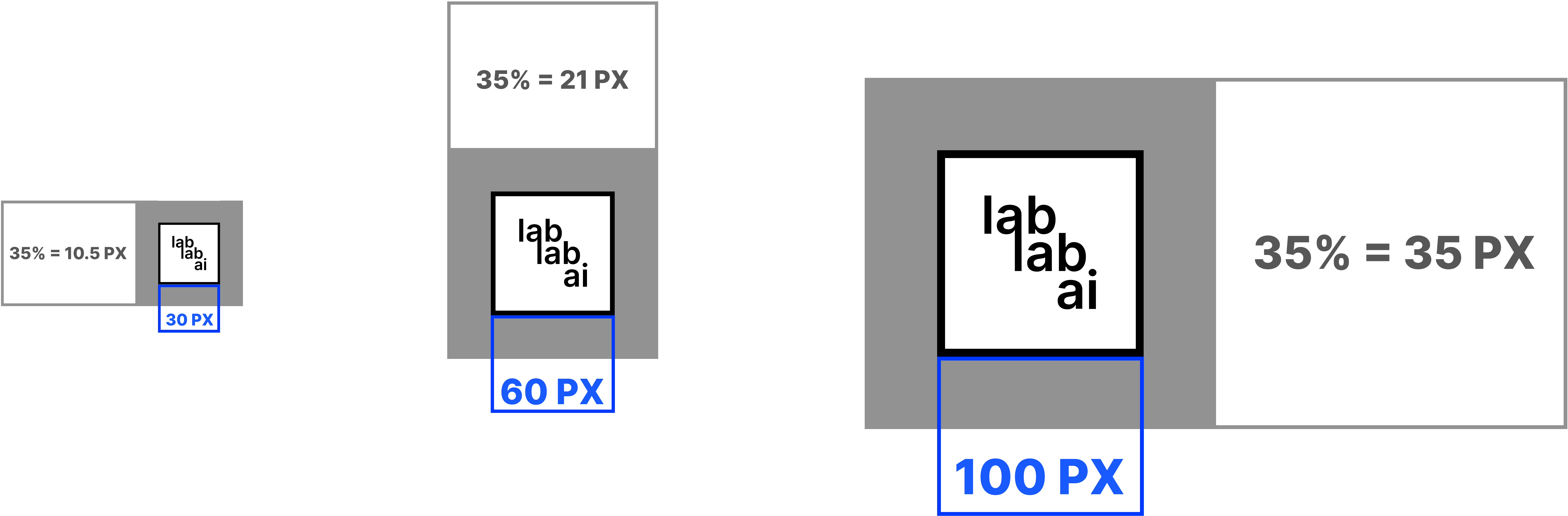
The visual element of the logo, comprised of letters within a square, underscores the importance of connections between elements, implying the idea of unifying research and innovation that stands behind the lablab.ai brand.

Logo

Maintain a clear space around the logo equal to **35%**. No text, no other objects, should encroach upon this clear space. The minimum size for the logo should be **30 px** in height.

When proportioning this logo, it is recommended to use an indentation of about **35%** of the logo's height/width. This will keep the logo recognizable and readable without "squeezing" it into a tight space.

Clearspace and Sizing



We do not specify the indentation around the logo in specific pixels. For example, *we don't write:* leave an indent of 10 pixels. *Instead,* we tie the indentation to a percentage of the logo's size itself.

Logo

Maintain the original proportions and aspect ratio when scaling.

Proportions & Scaling

Let's calculate the 35% indentation of the logo size for 3 options:

Minimum size:

- Logo height: 30 pixels
- Logo width: 30 pixels (1:1 ratio)
- Indentation: 35% of 30 pixels = 10.5 pixels

Medium size:

- Logo height: 60 pixels
- Logo width: 60 pixels
- Indentation: 35% of 60 pixels = 21 pixels

Maximum size:

- Logo height: 100 pixels
- Logo width: 100 pixels
- Indentation: 35% of 100 pixels = 35 pixels

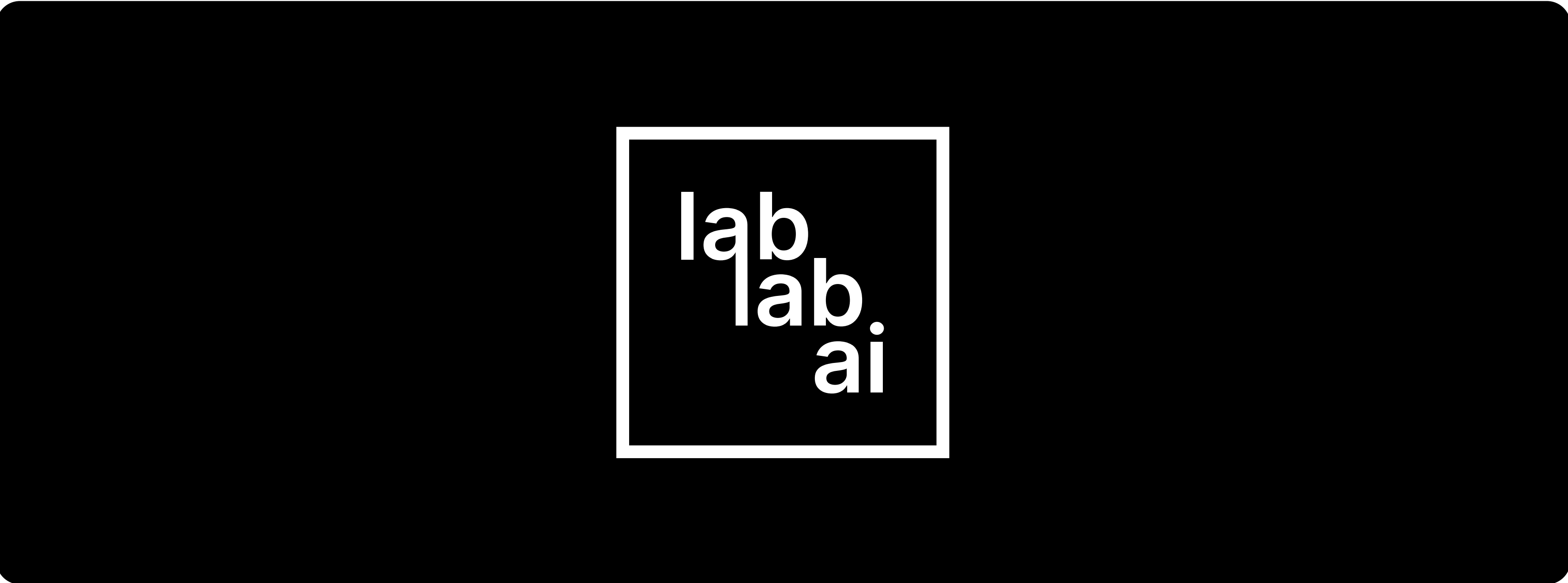
The larger the logo size, the proportionally larger the indentation, while maintaining the 35% percentage.

Logo

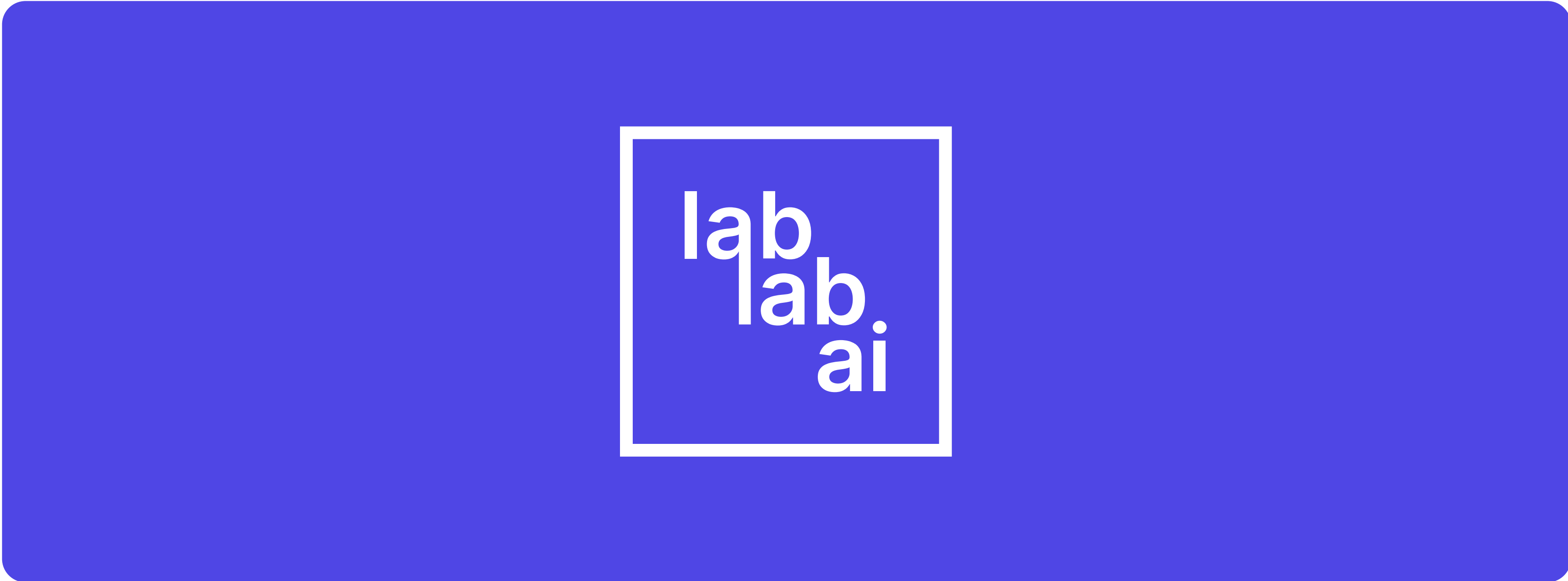
To preserve the integrity of the lablab.ai brand, the logo is permitted to be used only in black or white, depending on the contrast with the background: The white logo should be used on dark backgrounds to ensure maximum contrast and visibility.

The black logo is employed on light backgrounds for the same purpose of achieving maximum contrast and readability. This approach ensures clarity and accessibility when interacting with the logo across various contexts and backgrounds.

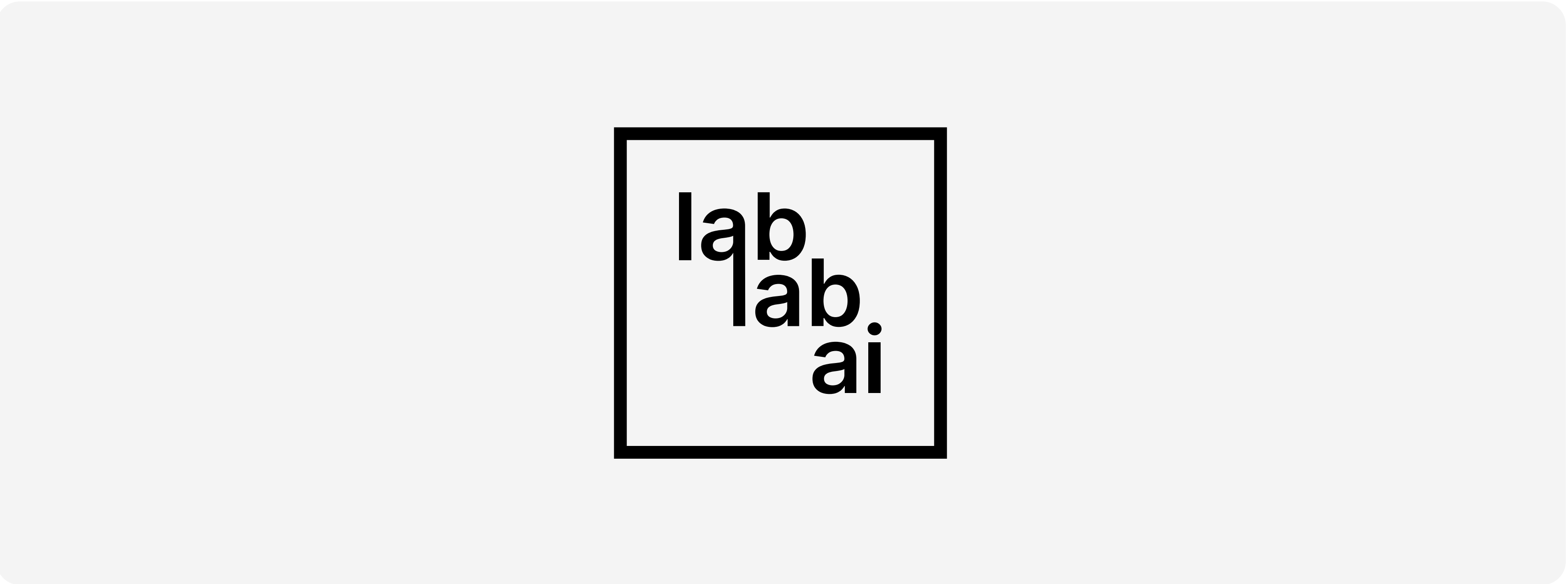
Logo Colorways



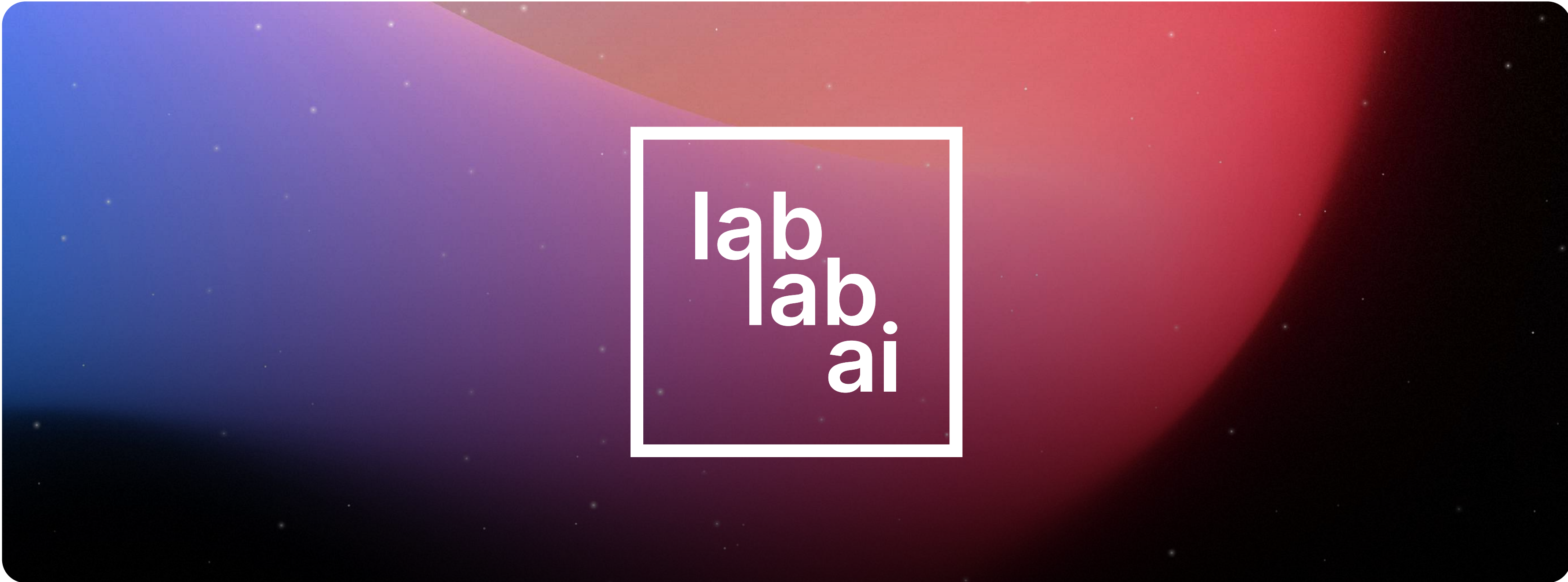
White on Black (or dark colors)



White on Brand Royal Blue



Black on white (or light colors)

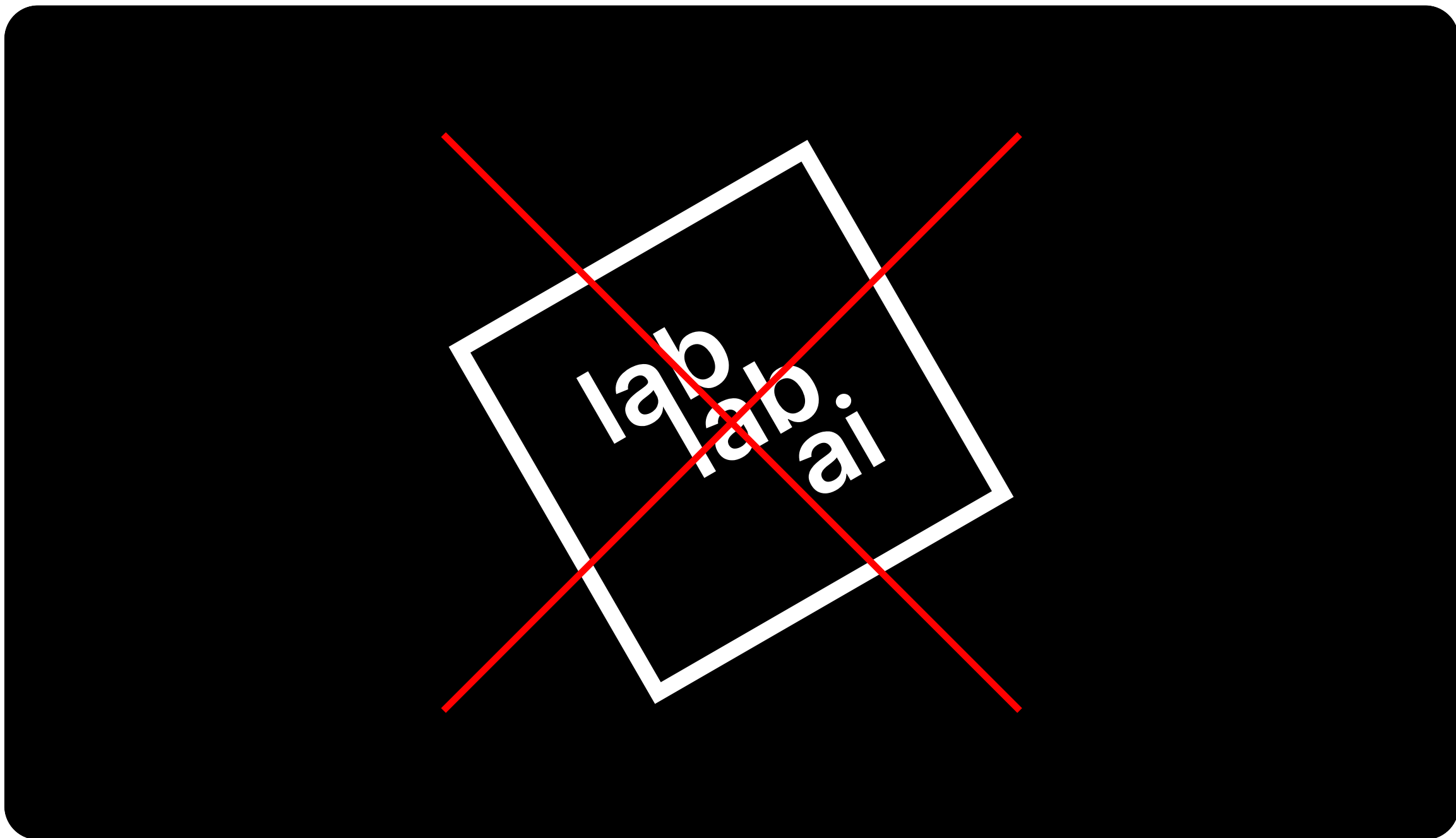


Black or white logotype on gradients or imagery with proper contrast

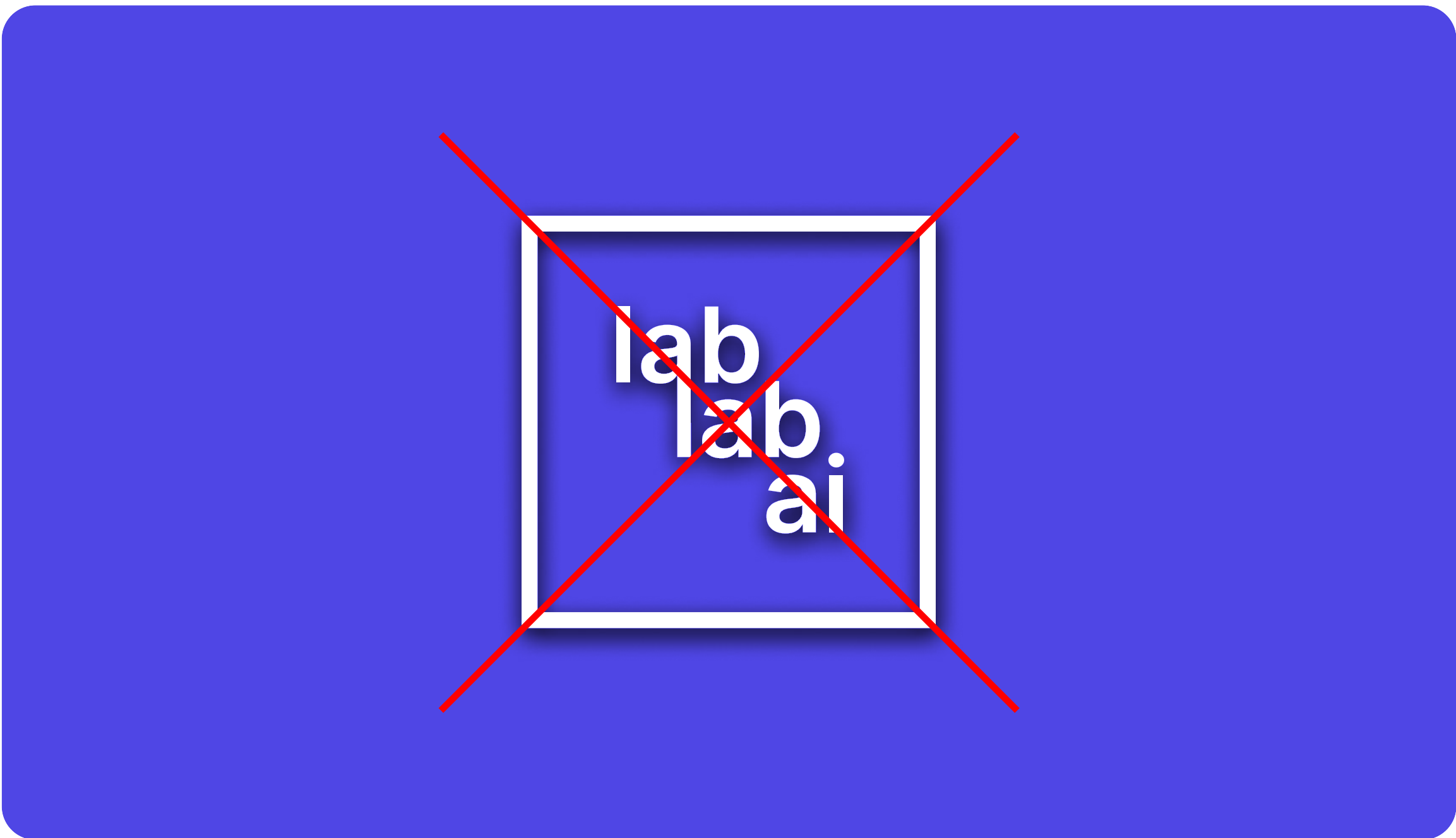
Logo

Respecting the integrity of the lablab.ai signature is crucial, as accuracy and consistency are essential in cultivating and safeguarding the brand's global image. It is important to handle the logo with caution to maintain the unity of our identity. The graphics below serve as illustrations of what should be avoided when using the logo, representing various potential misapplications.

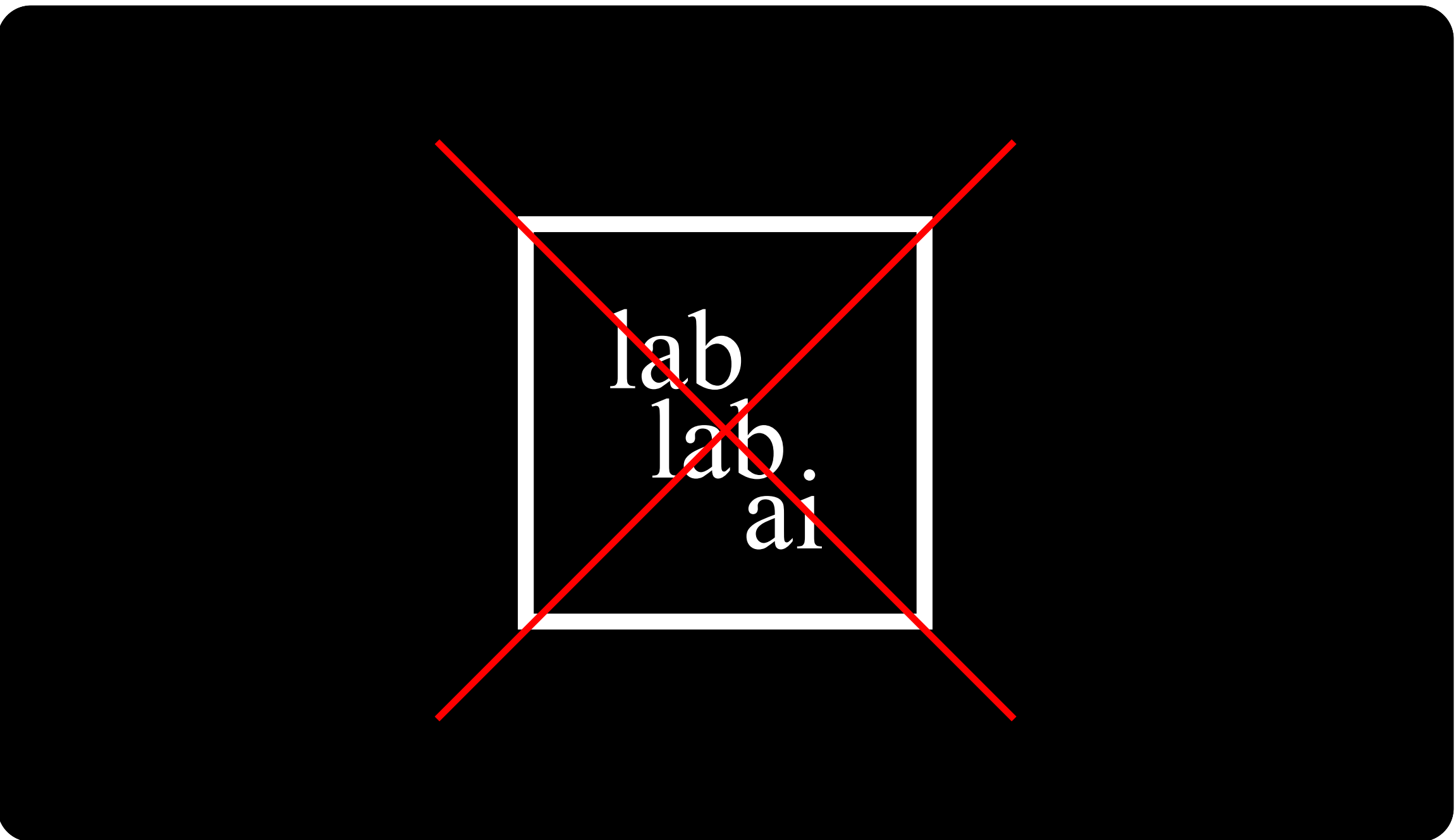
Misuse



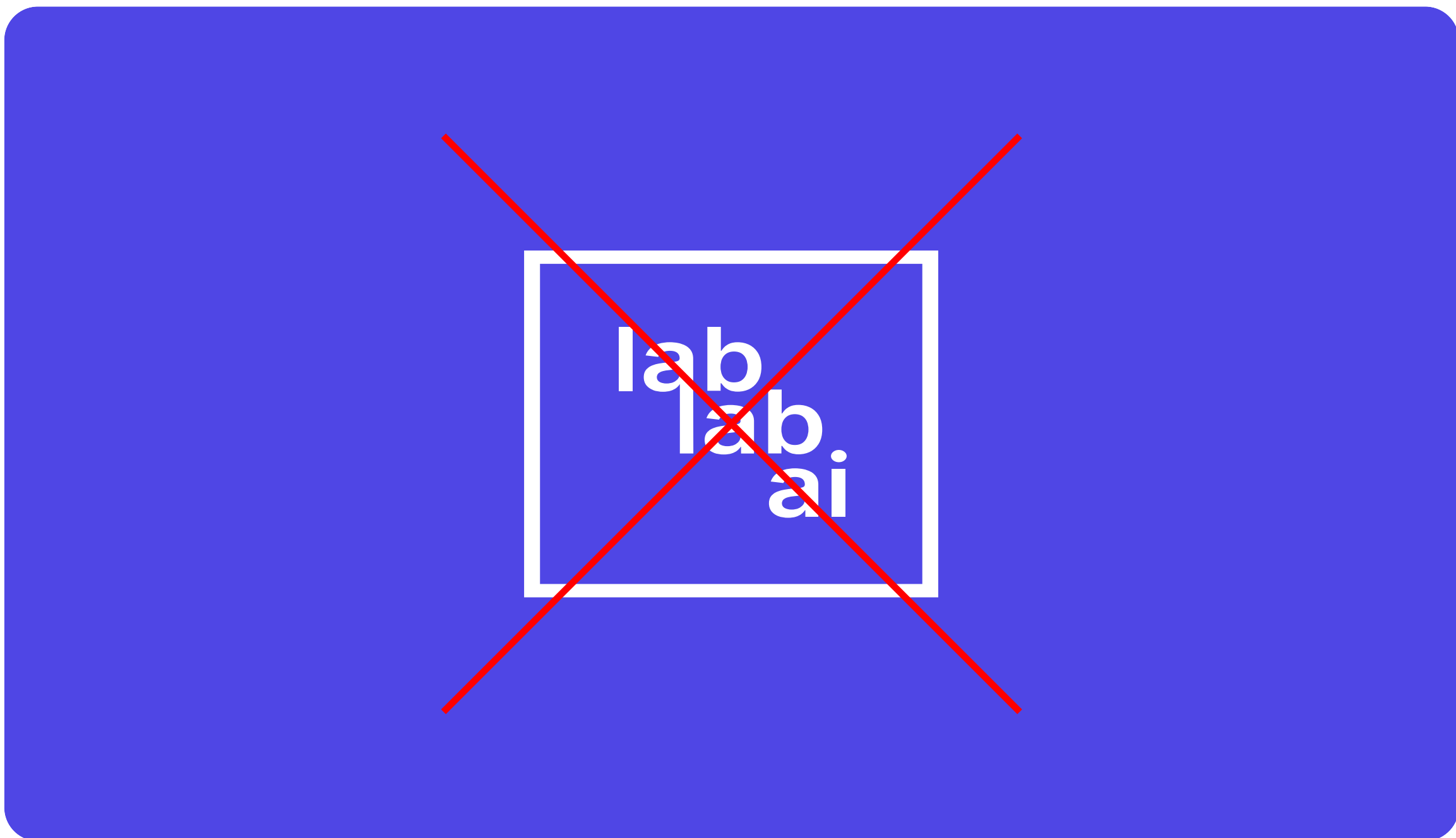
Do not distort or rotate it



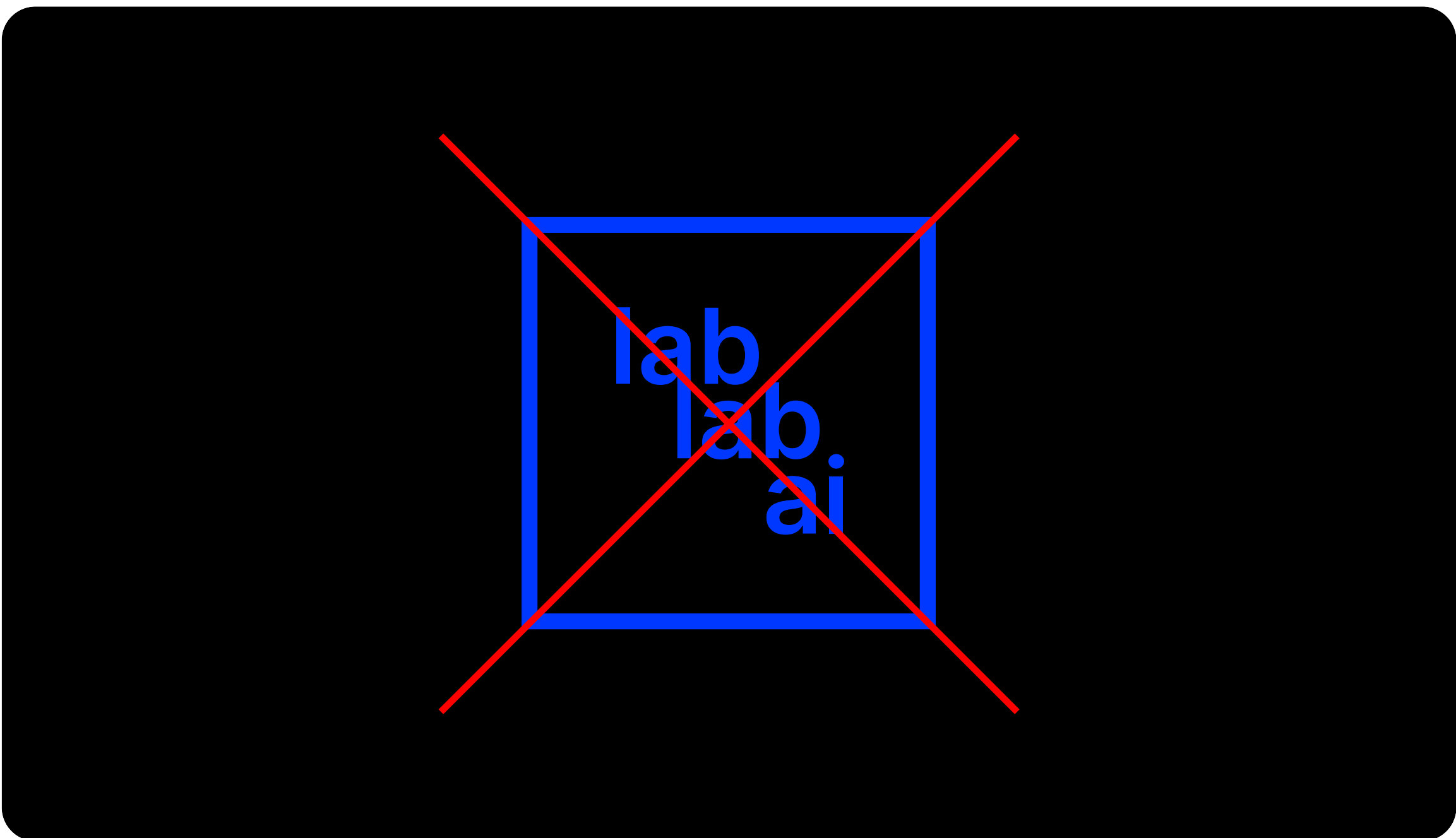
Do not apply hard shadows or effects



Do not use other typefaces to recreate our logo



Do not stretch, squeeze or distort any part of the logo

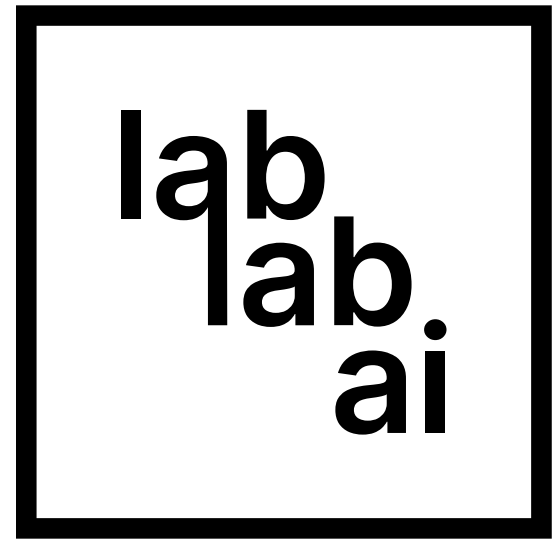


Do not use the color logo on a background.



Do not place logo on busy background





Color Palette

Color Palette

Let our dynamic brand colors - black, white, and royal blue - be your beacon to stand out from the crowd. They symbolize strength, simplicity, and innovation, creating a captivating and inspiring journey with every interaction.

These colors are your trusted companions in crafting a memorable and distinctly unique presence.

Color Palette

Our brand colors embody the essence of lablab.ai—sleek, modern, and forward-thinking. These three carefully chosen colors represent our brand identity and should always be used consistently across all branded materials and assets.

Primary Colors

Pure Black

HEX #000000

R 0 G 0 B 0

C 0% M 0% Y 0% K 100%

Pure White

HEX #FFFFFF

R 255 G 255 B 255

C 0% M 0% Y 0% K 0%

1. lightly Off-White:

• HEX: #F2F2F2

• RGB: R 242, G 242, B 242

1. Light Gray:

• HEX: #CCCCCC

• RGB: R 204, G 204, B 204

1. Creamy White:

• HEX: #E5E5E5

• RGB: R 229, G 229, B 229

1. Warm White:

• HEX: #F5F5F5

• RGB: R 245, G 245, B 245

Royal Blue

HEX #352EAE

R 53 G 46 B 174

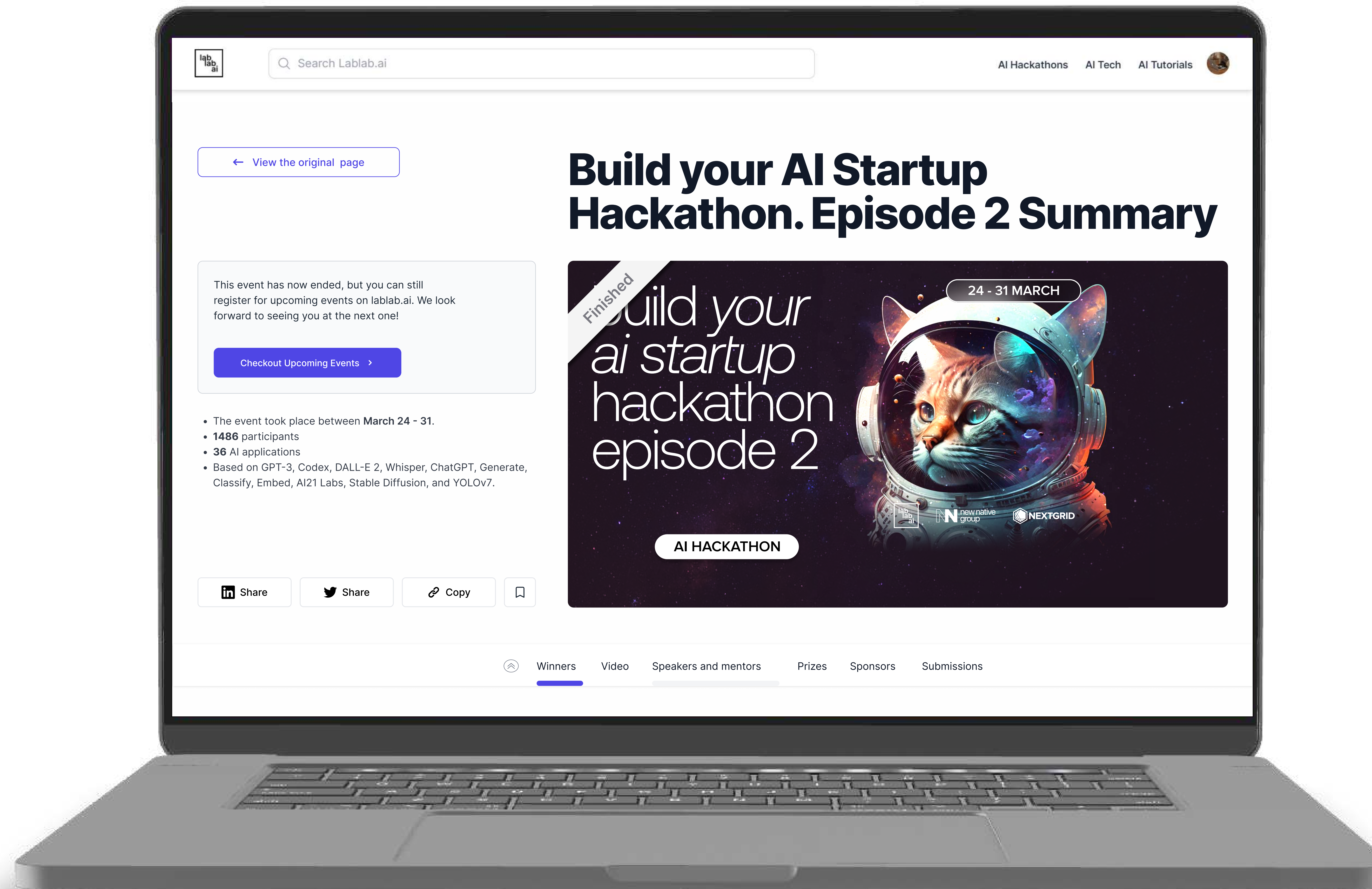
C 69% M 74% Y 0% K 32%

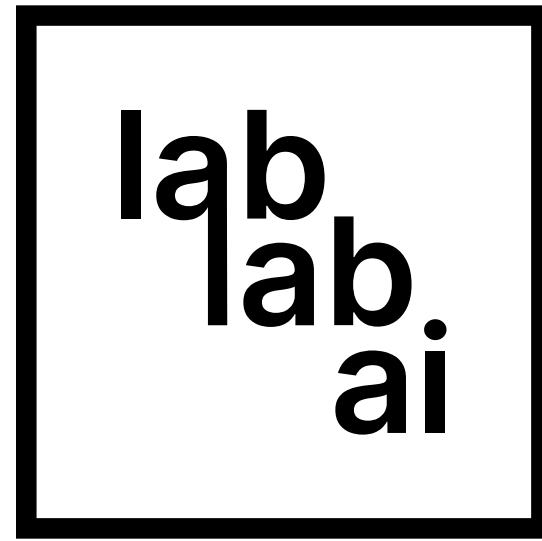
Color Palette

Secondary colors can serve as supplementary color choices, offering highlights or pops of color within the elements, as well as serving as background colors when needed.

Secondary Colors







As

Typography

Typography

We chose **Inter** as our primary brand font for its simplicity, legibility, and optimization for digital interfaces. As an accessible open-source font aligned with our brand values, Inter will enable crystal-clear, user-friendly typography across our visual identity.

Inter is an open-source sans-serif typeface designed by Rasmus Andersson.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*{}()¢¶

Aa

Inter Regular

Aa

Inter Extra Bold

Typography

Hierarchy example

We chose **Inter** as our primary brand font for its simplicity, legibility, and optimization for digital interfaces. As an accessible open-source font aligned with our brand values, Inter will enable crystal-clear, user-friendly typography across our visual identity.

Headline
Inter Extra Bold

Tracking : -3%
Leading : 100% (standard line height)

This headline is
3 lines set in
Extra Bold

Subhead
Inter SemiBold

Tracking : -3%
Leading : 100% (standard line height)

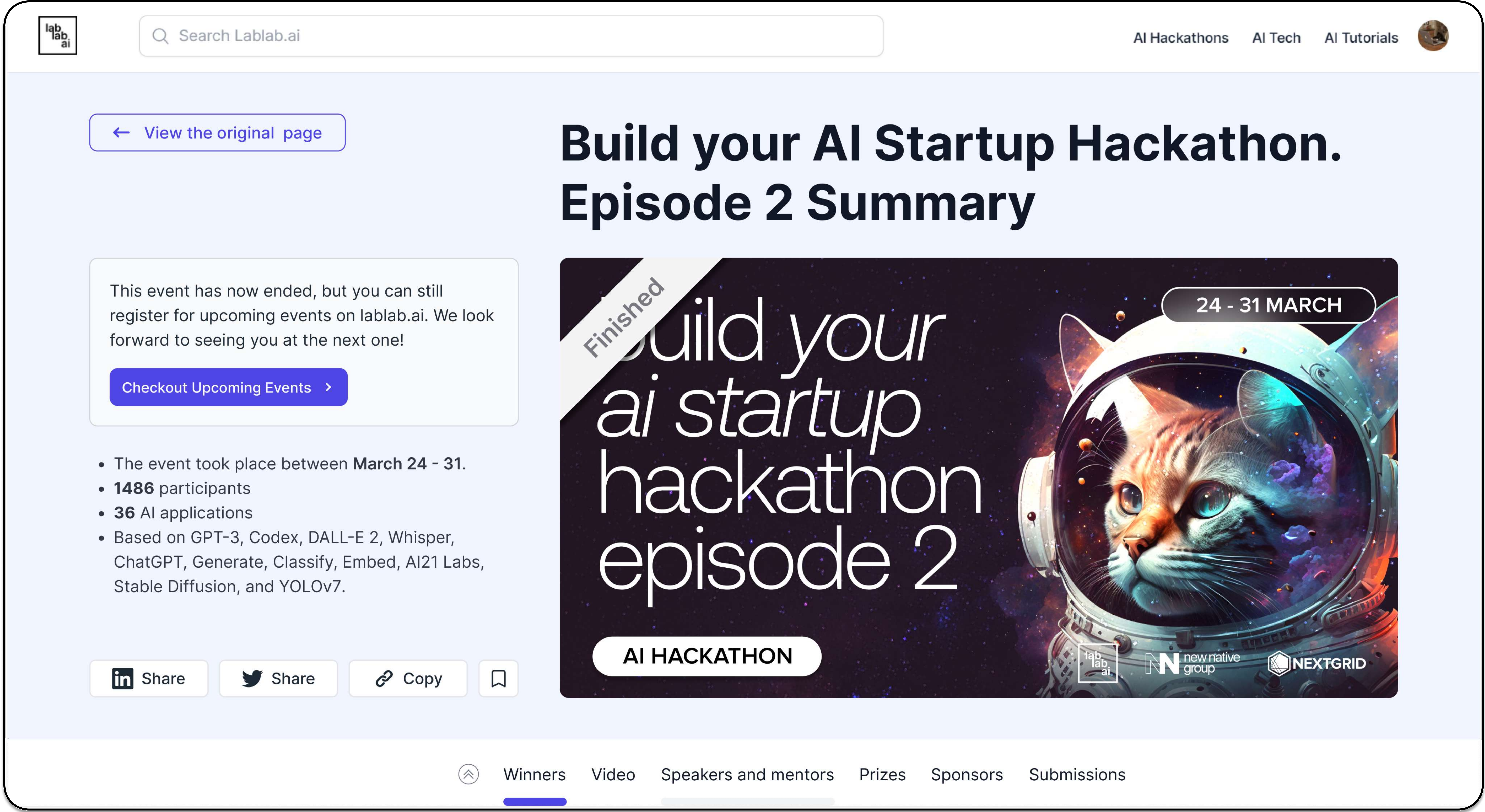
This subhead is 1/2 the point size
of the headline and set to light

Call to action

There are 2 ways to create and identify call-to-actions for brand communications. Use **Inter SemiBold** for Actions and **Inter Bold** for buttons.

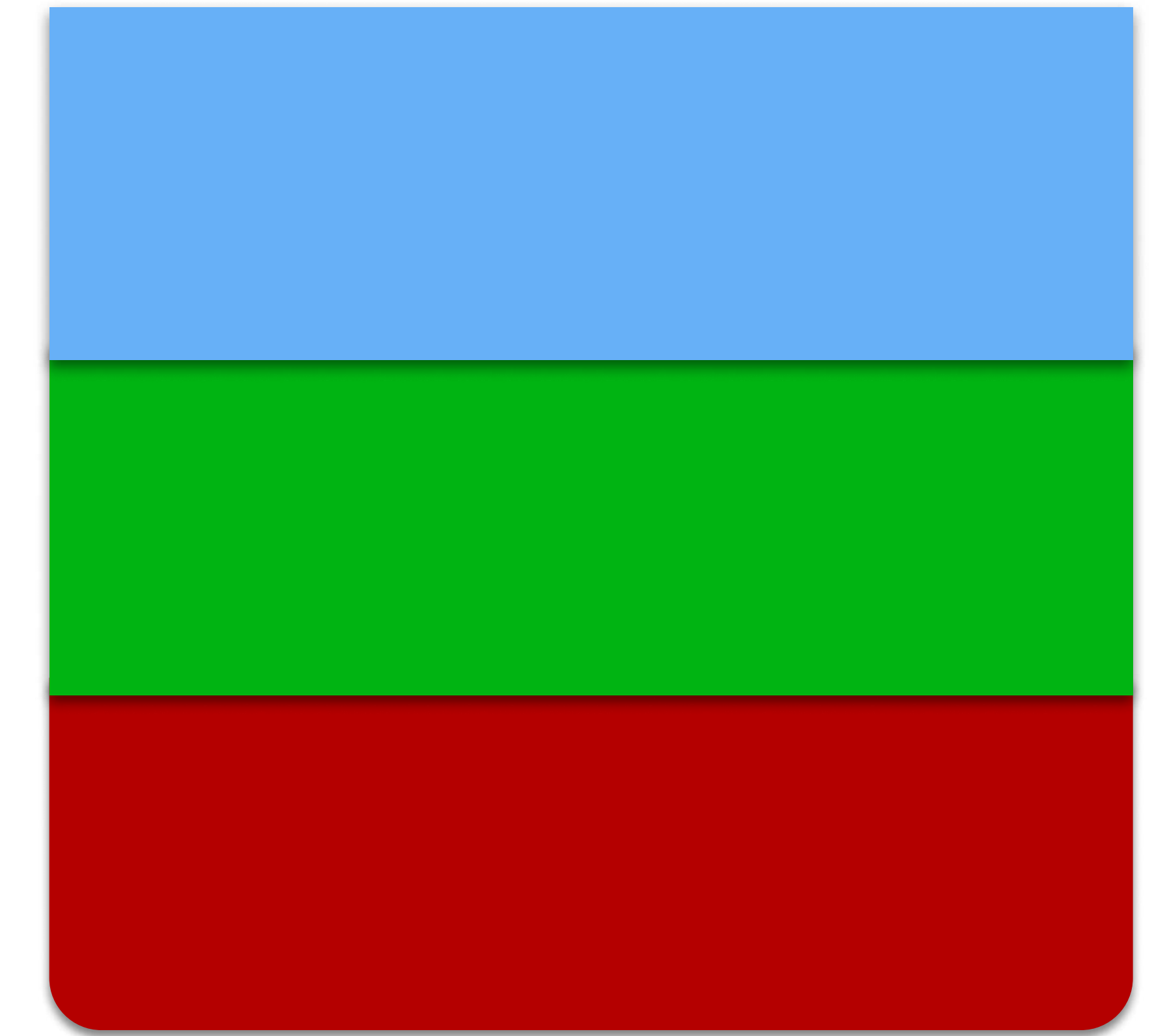
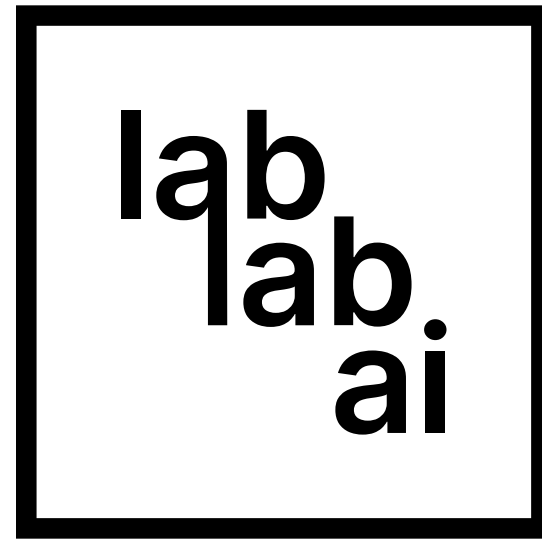
	Action	Button
Inactive	Discover more >	Join the AI Hackathon >
Hover / Active	Discover more >	Join the AI Hackathon >

Typography



H1 - H2 - H3
For our main tittles and highlights we use **Inter** font type

Body type
For our body type we are using **Inter** fonts as well as for **H1-H2-H3**



/ Tutorial Cover Design Mastery:

Tutorial Guidelines

Tutorial Guidelines

Our innovative tutorials arise from lab-like environments of quiet concentration. Our writers seek truths through reduction - stripping away excess to crystallize core insights. Following these rules for tutorial cover design serves a crucial purpose in safeguarding our brand's identity and enhancing the learning experience.

Place lablab.ai logo

Place logo of technology or partner

Partner

Partner

Partner

Pick up the level of tutorial
(choose the appropriate color)

beginner

intermediate

advanced

/ tech title & model's name

What are we going to build today title

Tell the World what we are going to build today!

lablab.ai

IIElevenLabs

beginner

/ ElevenLabs Tutorial:

Building Simple Word Spelling App

lablab.ai Brand Guidelines ■ 2023

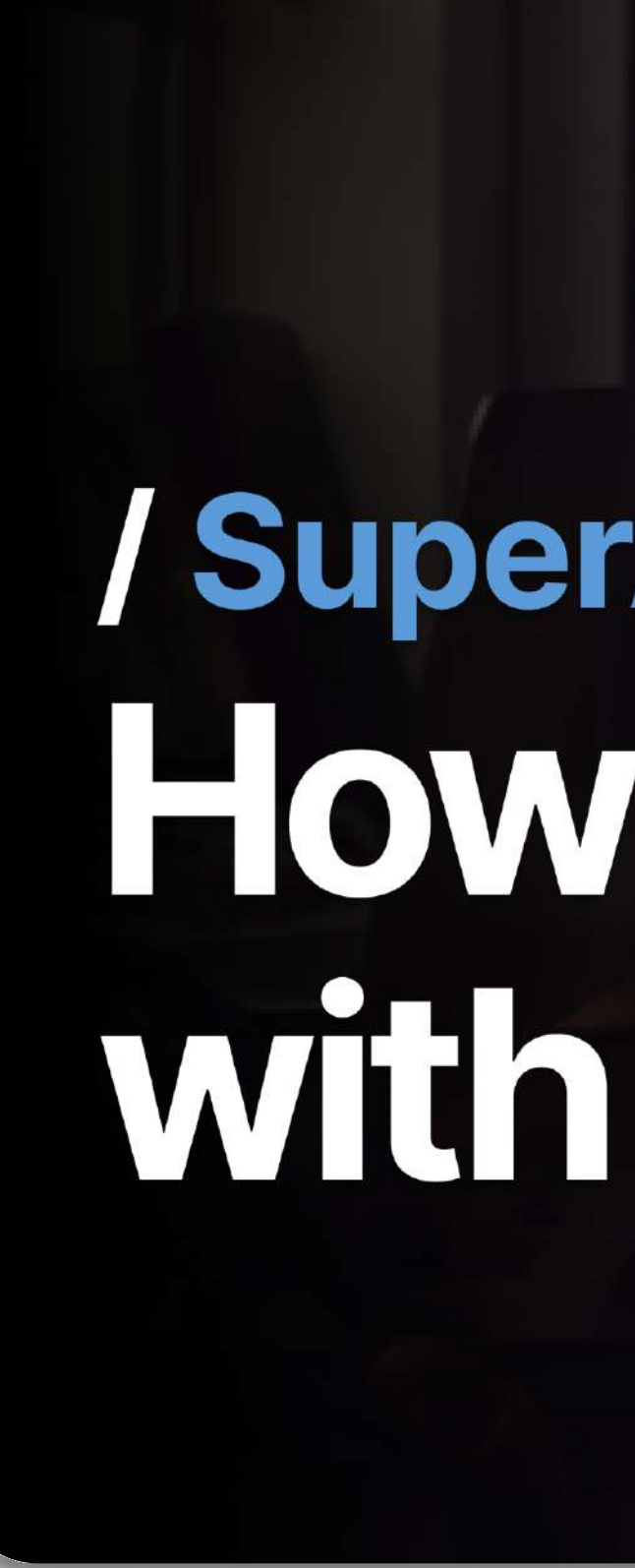
23



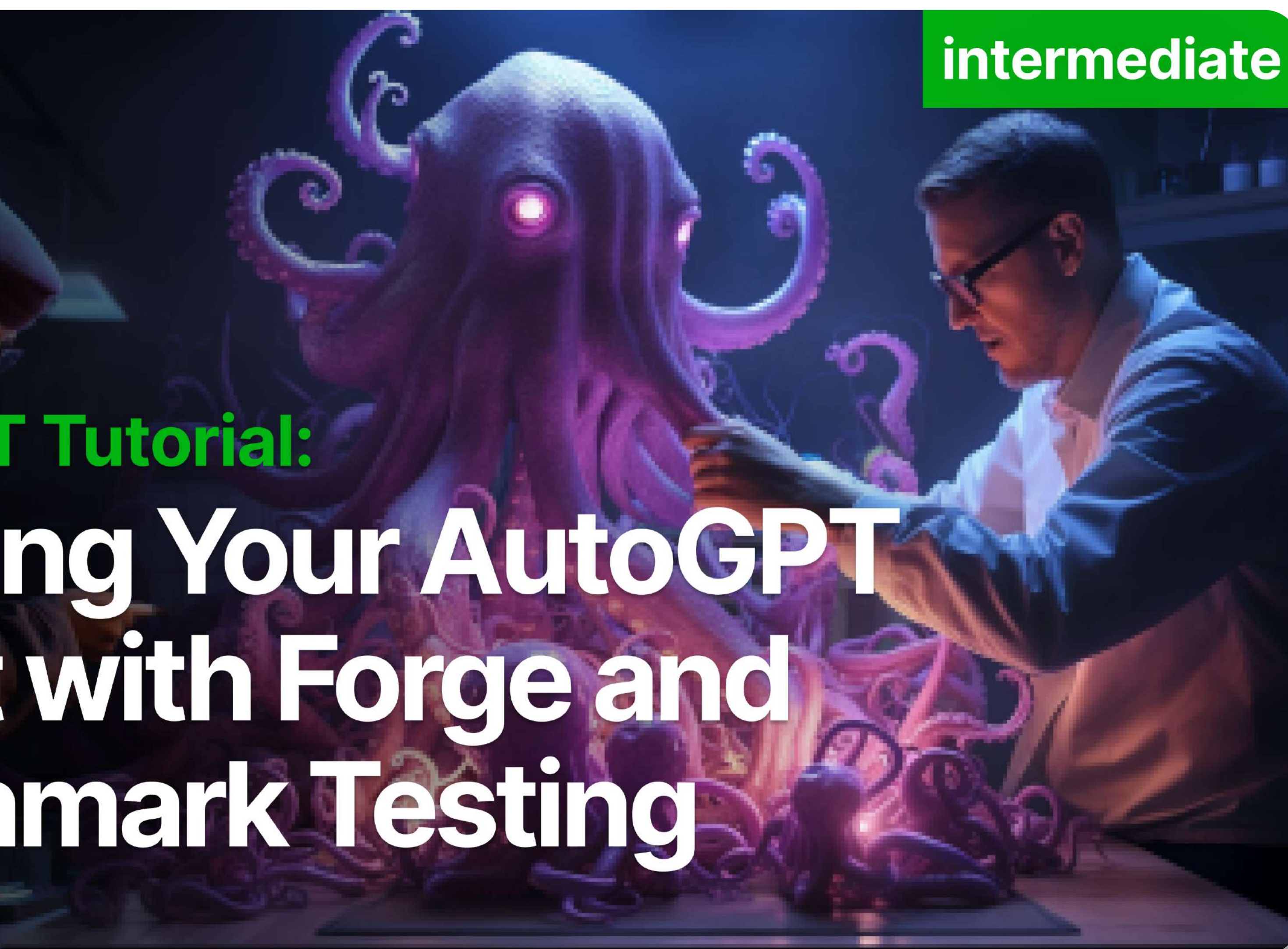
/ **AutoGPT Tutorial:**
AutoGPT advanced
Tool to build a better
content faster



/ **SuperAGI Tutorial:**
Generate a Codebase
& Push it to GitHub

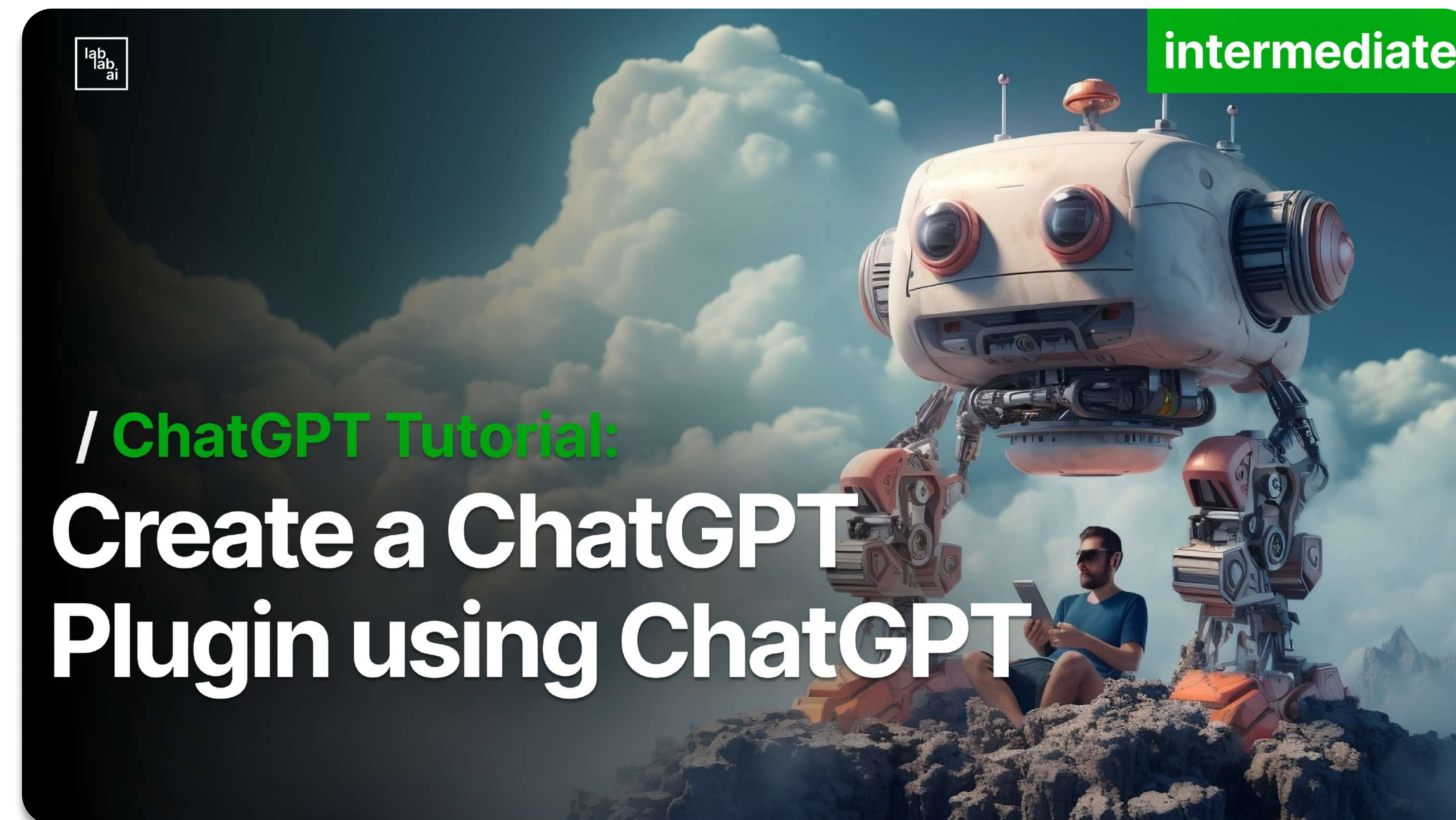


/ **Super**
How
with



intermediate

T Tutorial:
ng Your AutoGPT
t with Forge and
mark Testing



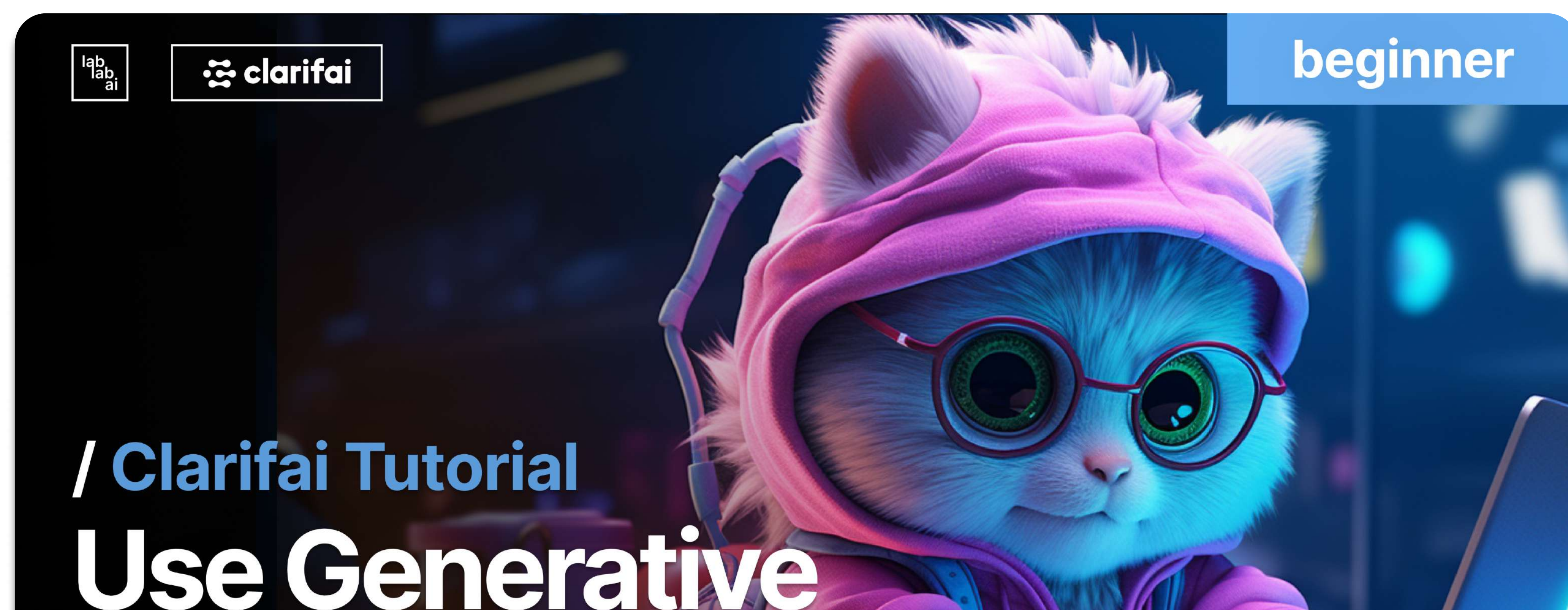
intermediate

/ **ChatGPT Tutorial:**
Create a ChatGPT
Plugin using ChatGPT



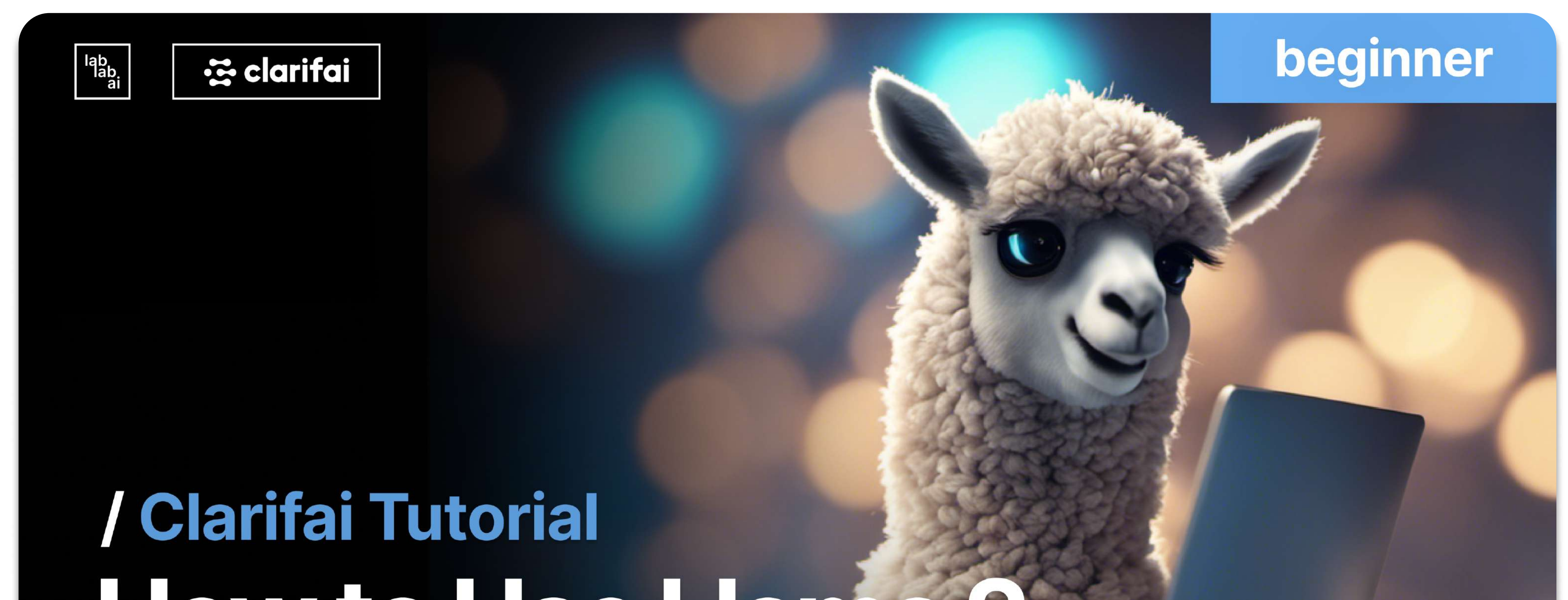
/ **AutoGPT Tutorial:**
How to Create Your
Own AI Agent for
Coding

mediate



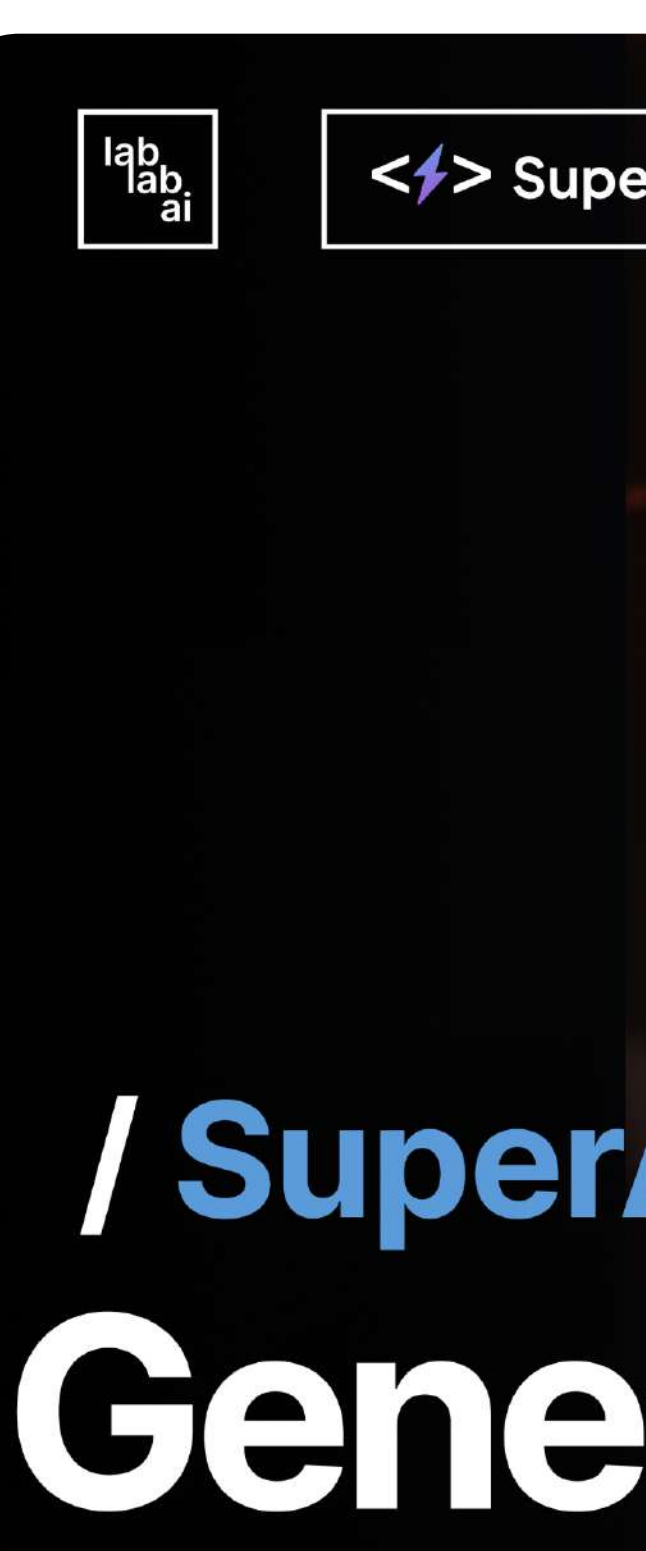
beginner

/ **Clarifai Tutorial**
Use Generative

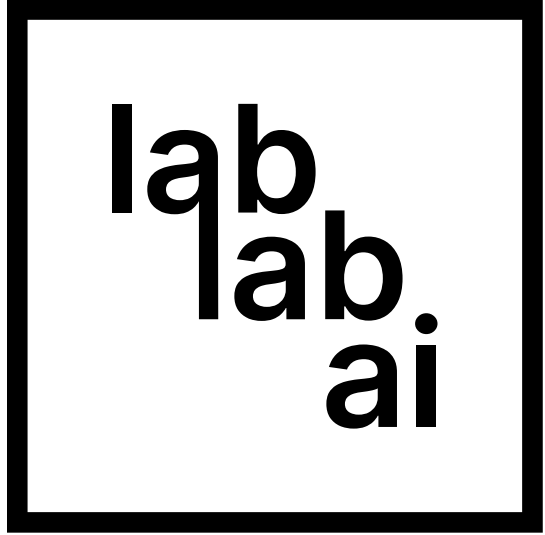


beginner

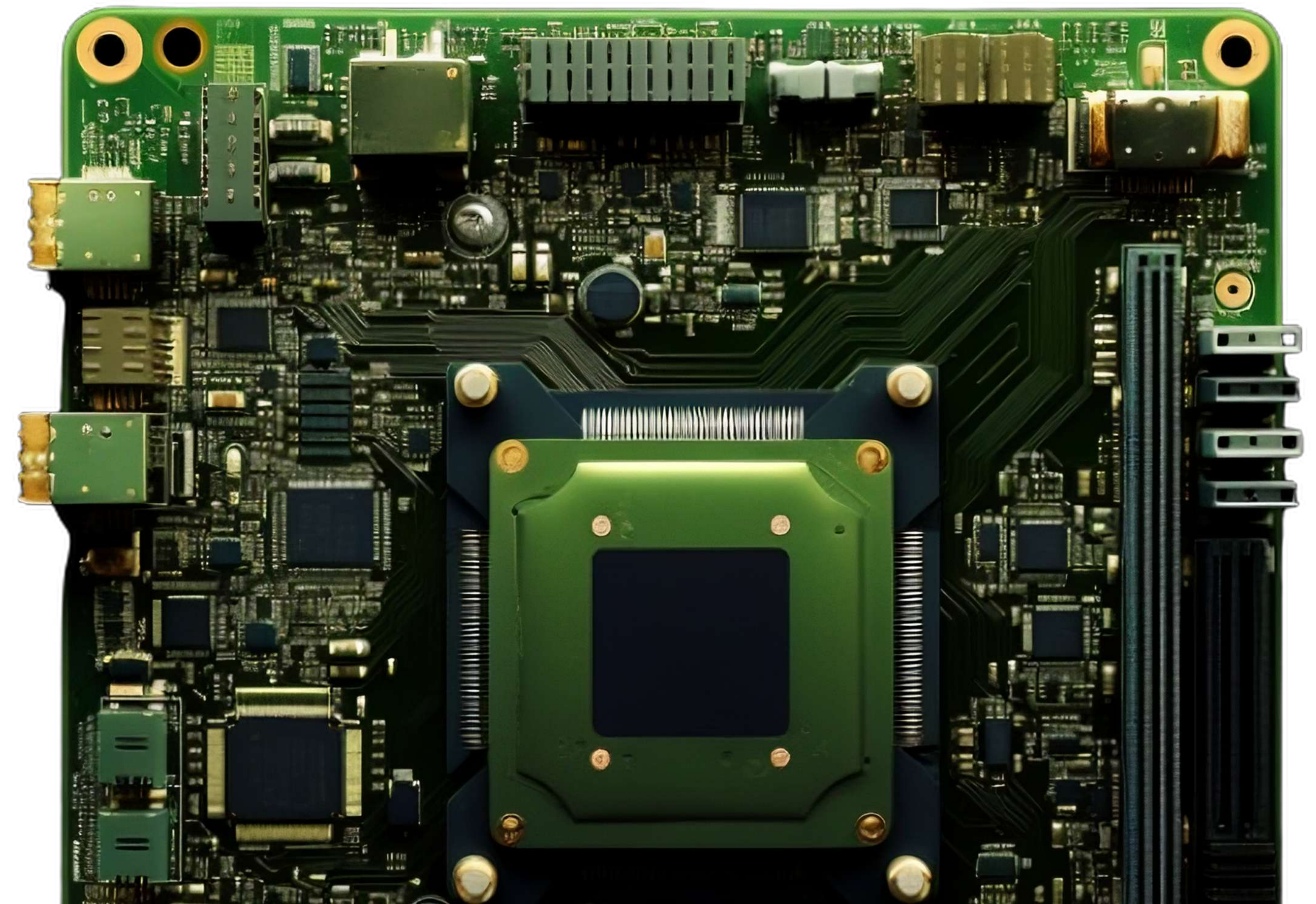
/ **Clarifai Tutorial**
How to Use



/ **Super**
Gene



The Ad Grid



The Ad Grid

In this section, we present our advertising guide, where the grid remains a constant canvas for your creative expression. It embodies simplicity and echoes the lablab.ai brand, with each hackathon receiving its unique design while preserving this same grid.

Advertising comprises an image representing the essence of each hackathon, a key message or hook, along with a description and a button. All design elements adhere to the lablab style, incorporating our brand colors and logos to enhance lablab's recognizability.

Create a compelling Hook-Message

Enhance the CTA button for better contrast and visibility

Include the lablab.ai logo

Include the lablab.ai logo

Create a compelling Hook-Message

You can replace button with a solid description

Incorporate visual elements that align with and represent each specific hackathon

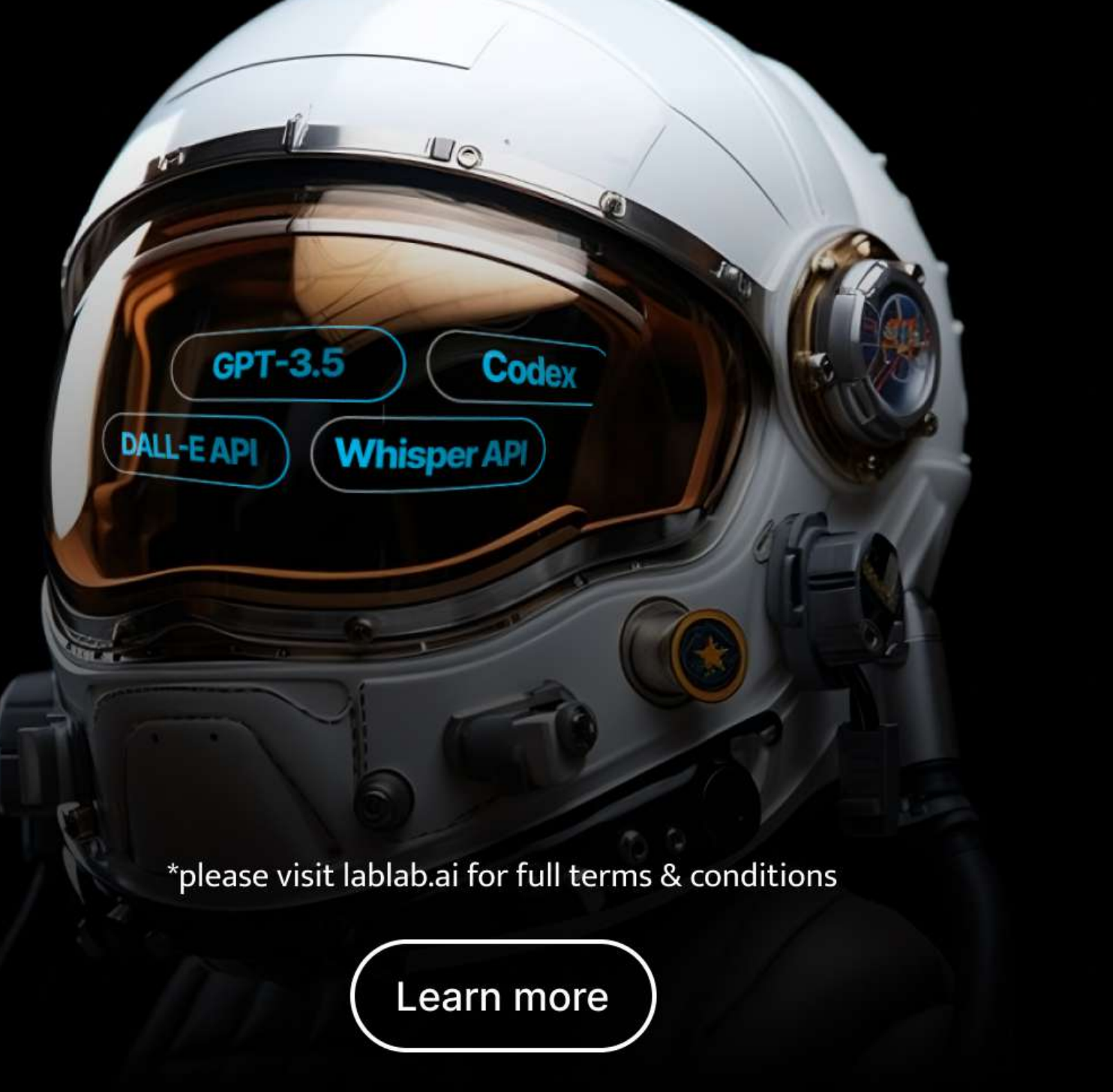
Incorporate visual elements that align with and represent each specific hackathon

Remember to include a legal disclaimer

Remember to keep the safe space, especially when designing for Meta Ads

Remember to include a legal disclaimer

lablab.ai
Sponsored



GPT-3.5
Codex
DALL-E API
Whisper API

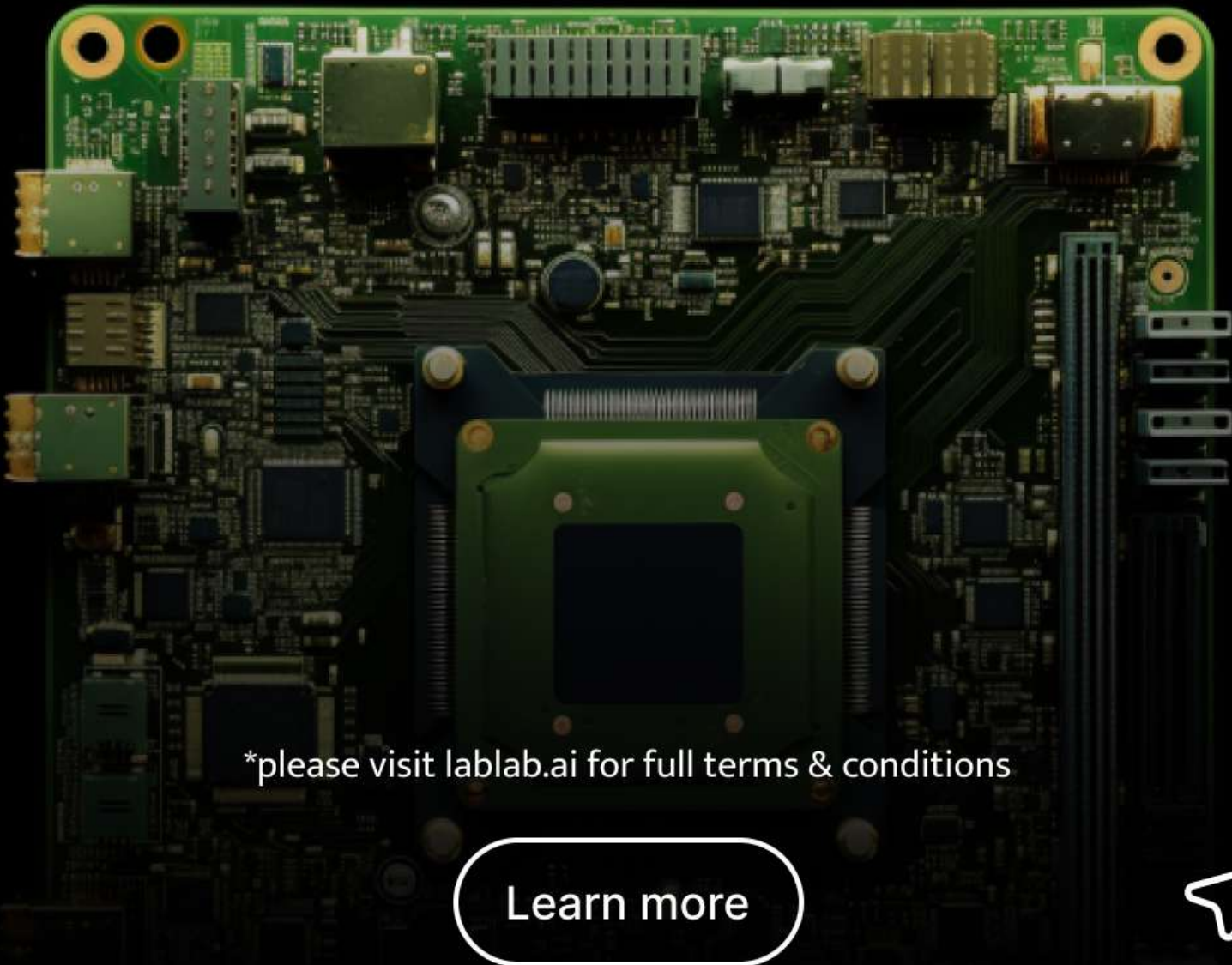
*please visit lablab.ai for full terms & conditions

Learn more

lablab.ai
Sponsored

Build your AI Startup Hackathon.

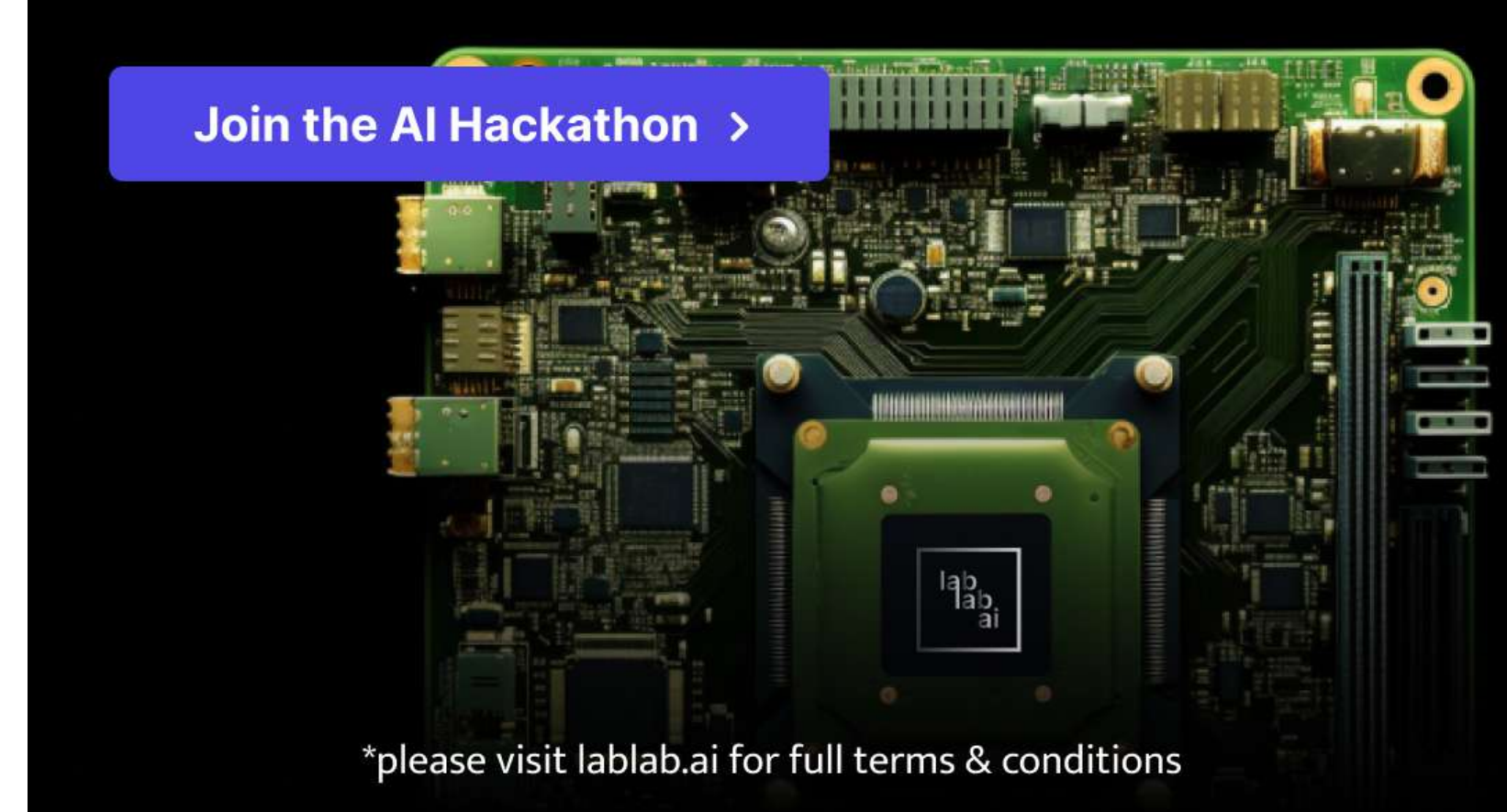
And earn \$3000 in cash
And earn \$3000 in cash



*please visit lablab.ai for full terms & conditions

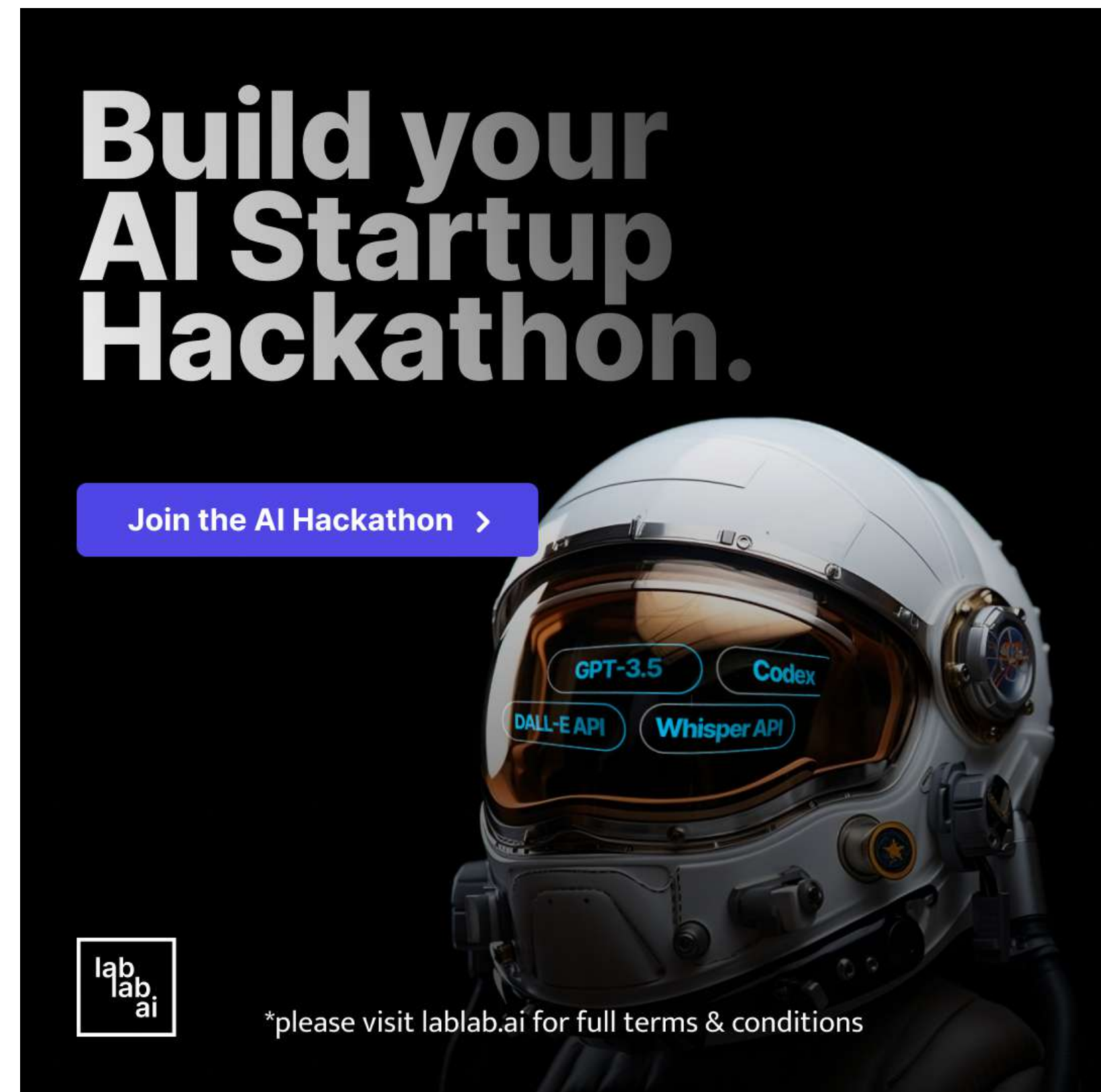
Learn more

Join the AI Hackathon >



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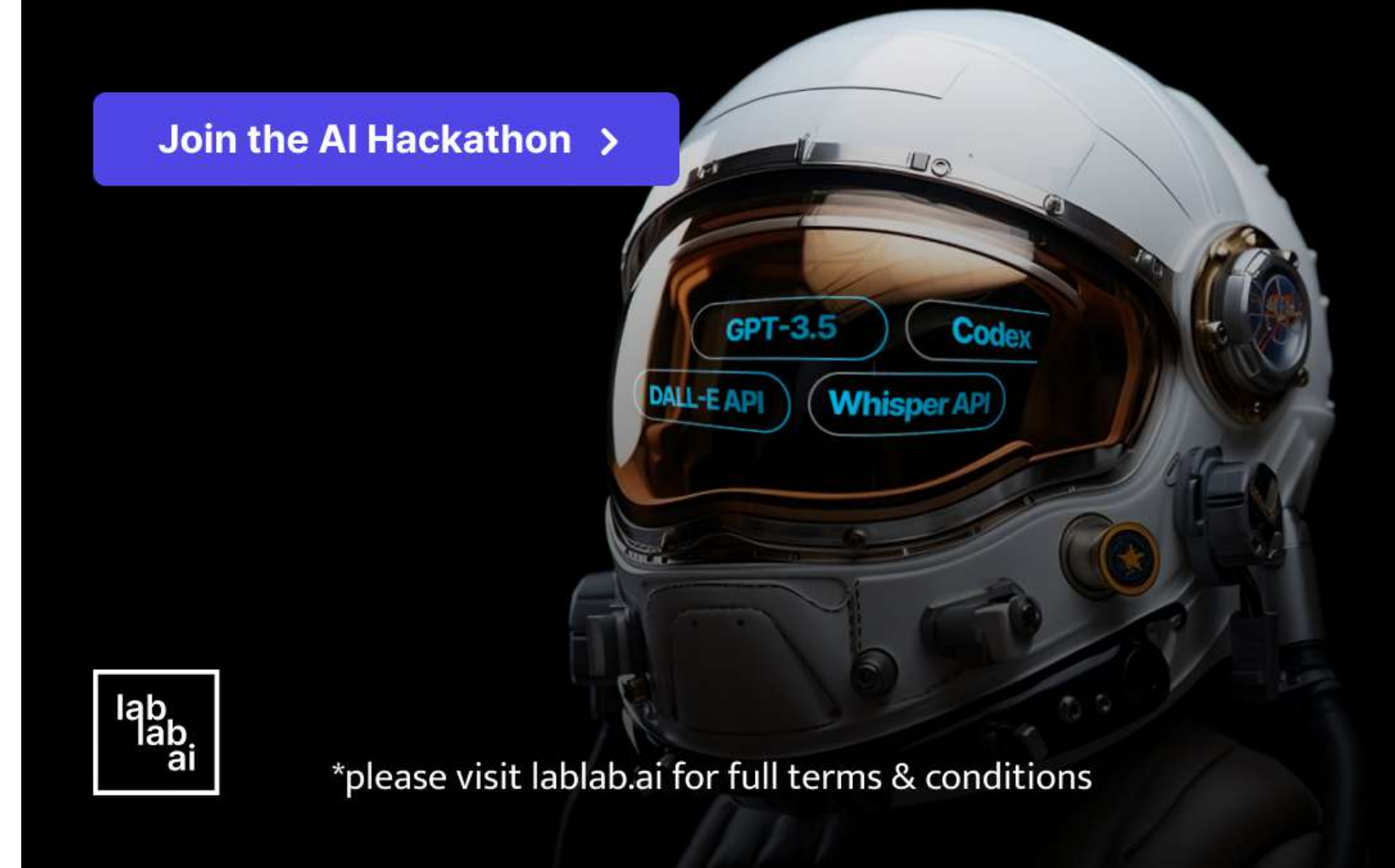
Join the AI Hackathon >



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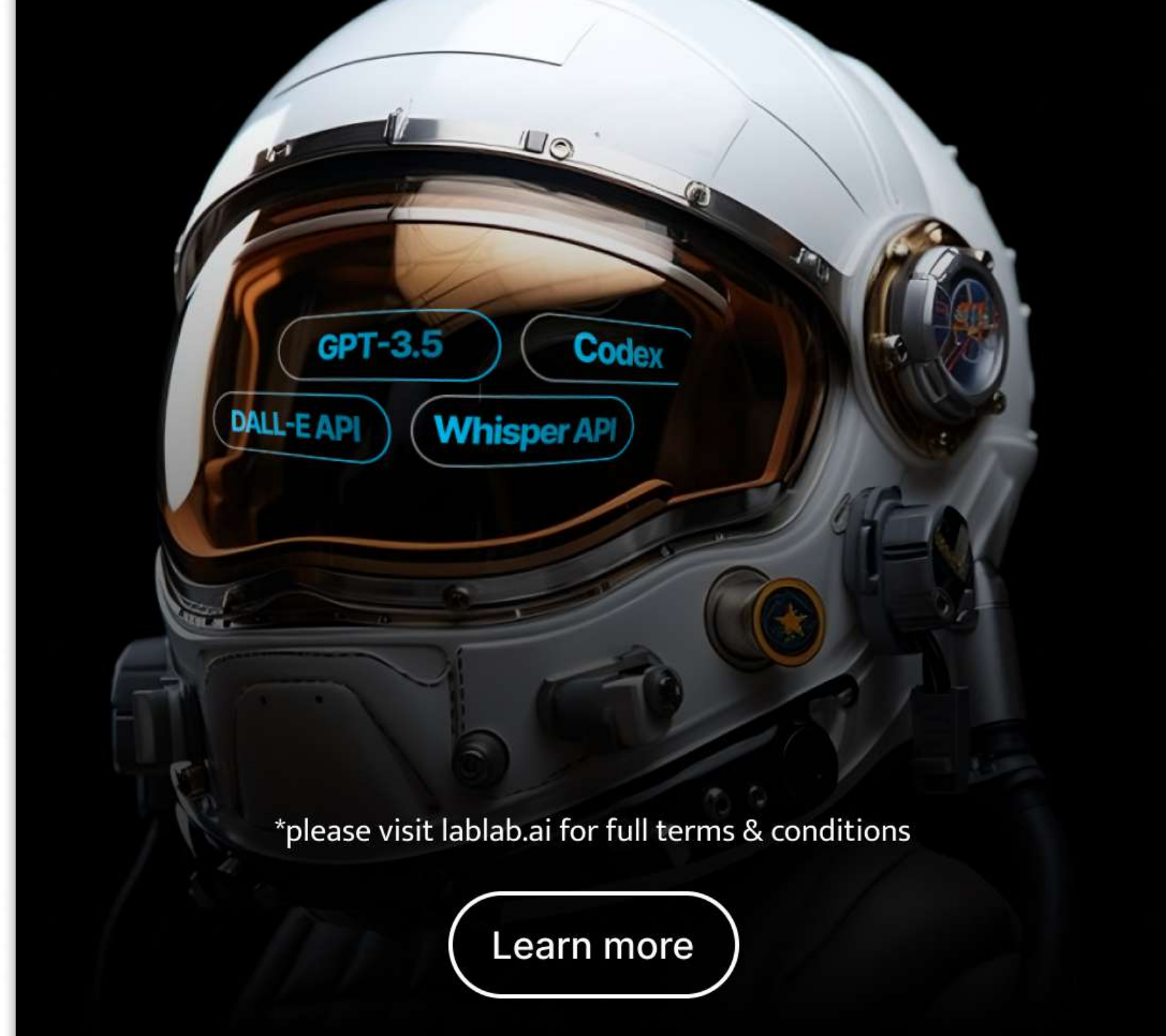
Join the AI Hackathon >

Build your AI Startup Hackathon.



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GPT-3.5
Codex
DALL-E API
Whisper API

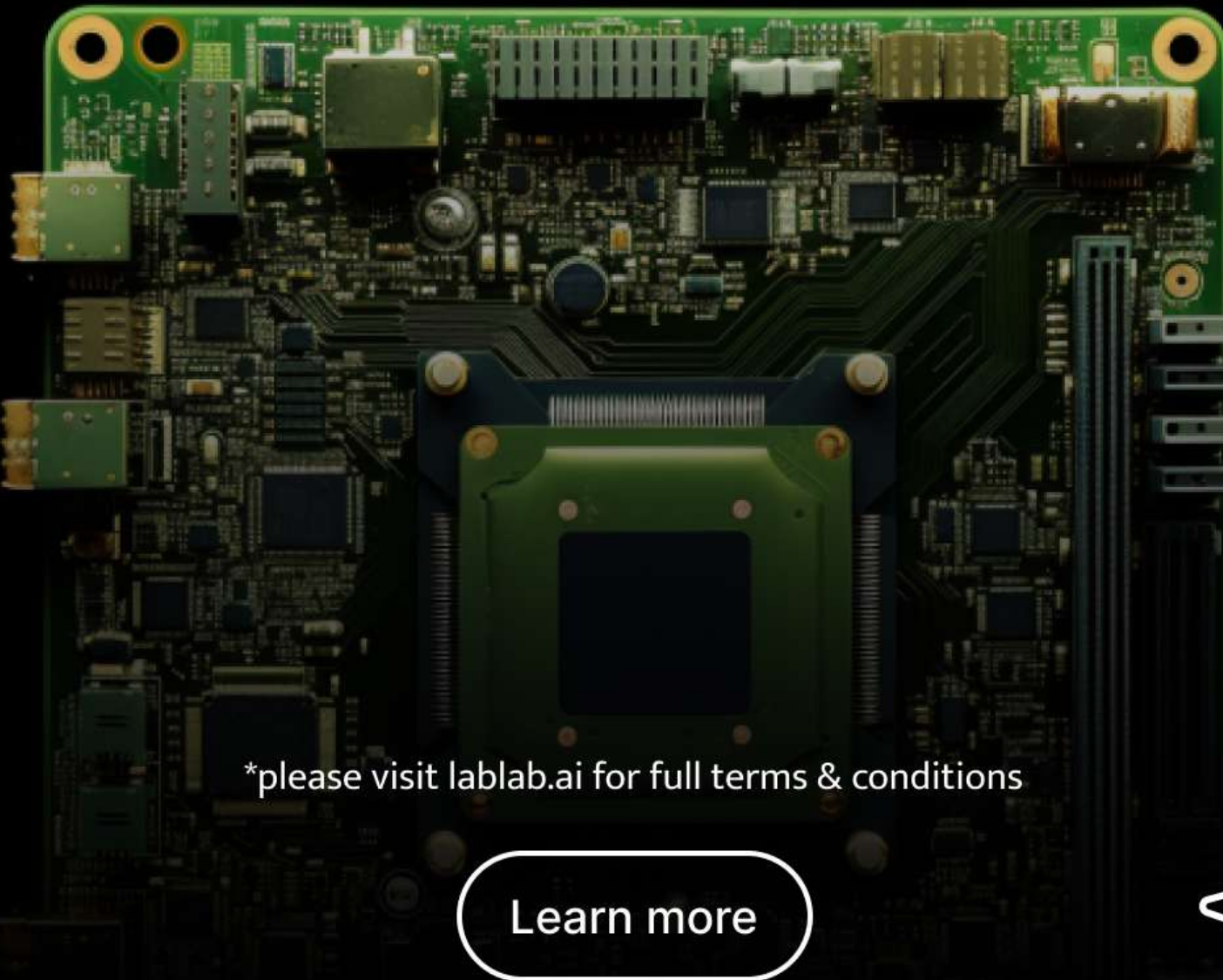
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And earn \$3000 in cash
And earn \$3000 in cash



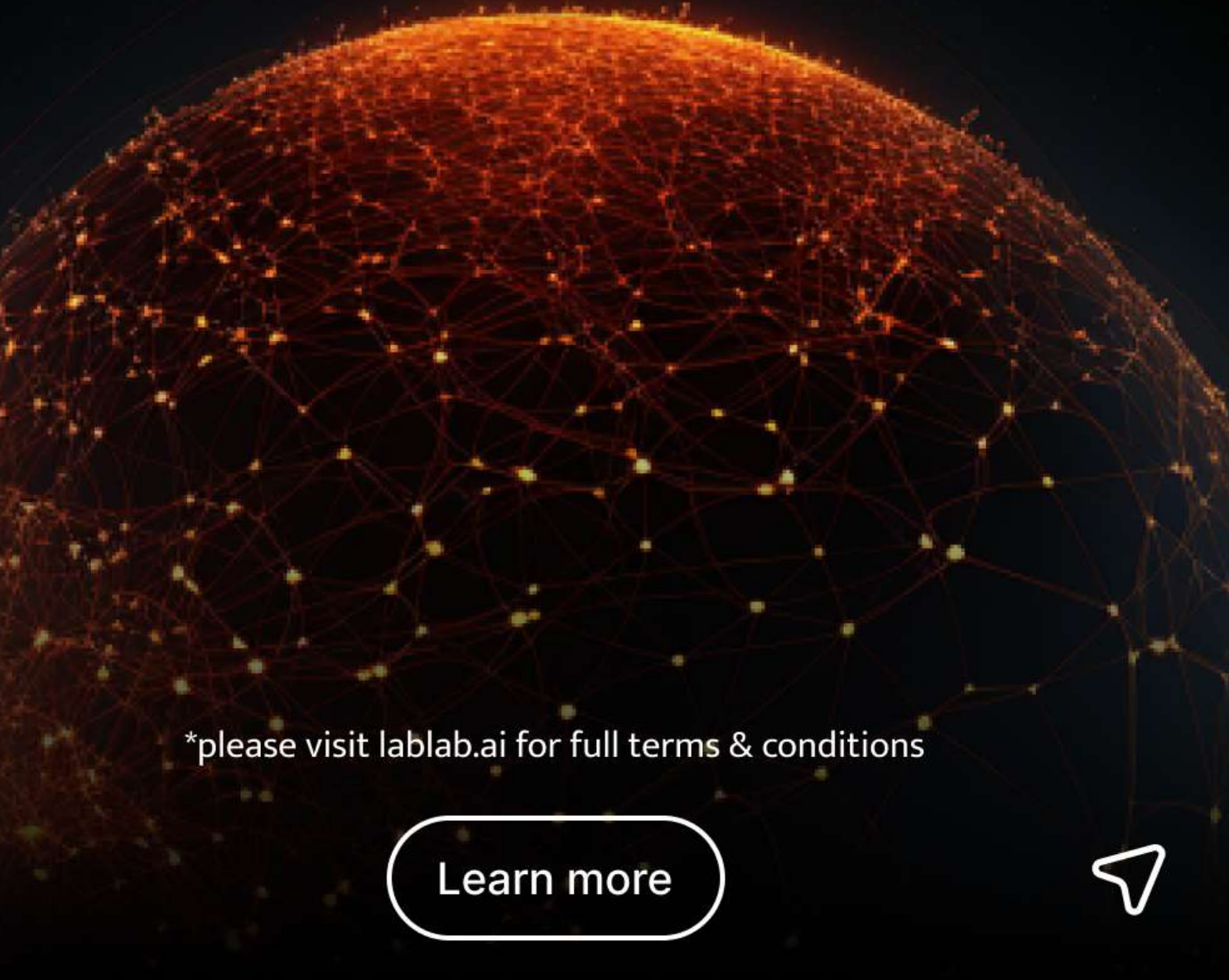
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And earn \$3000 in cash



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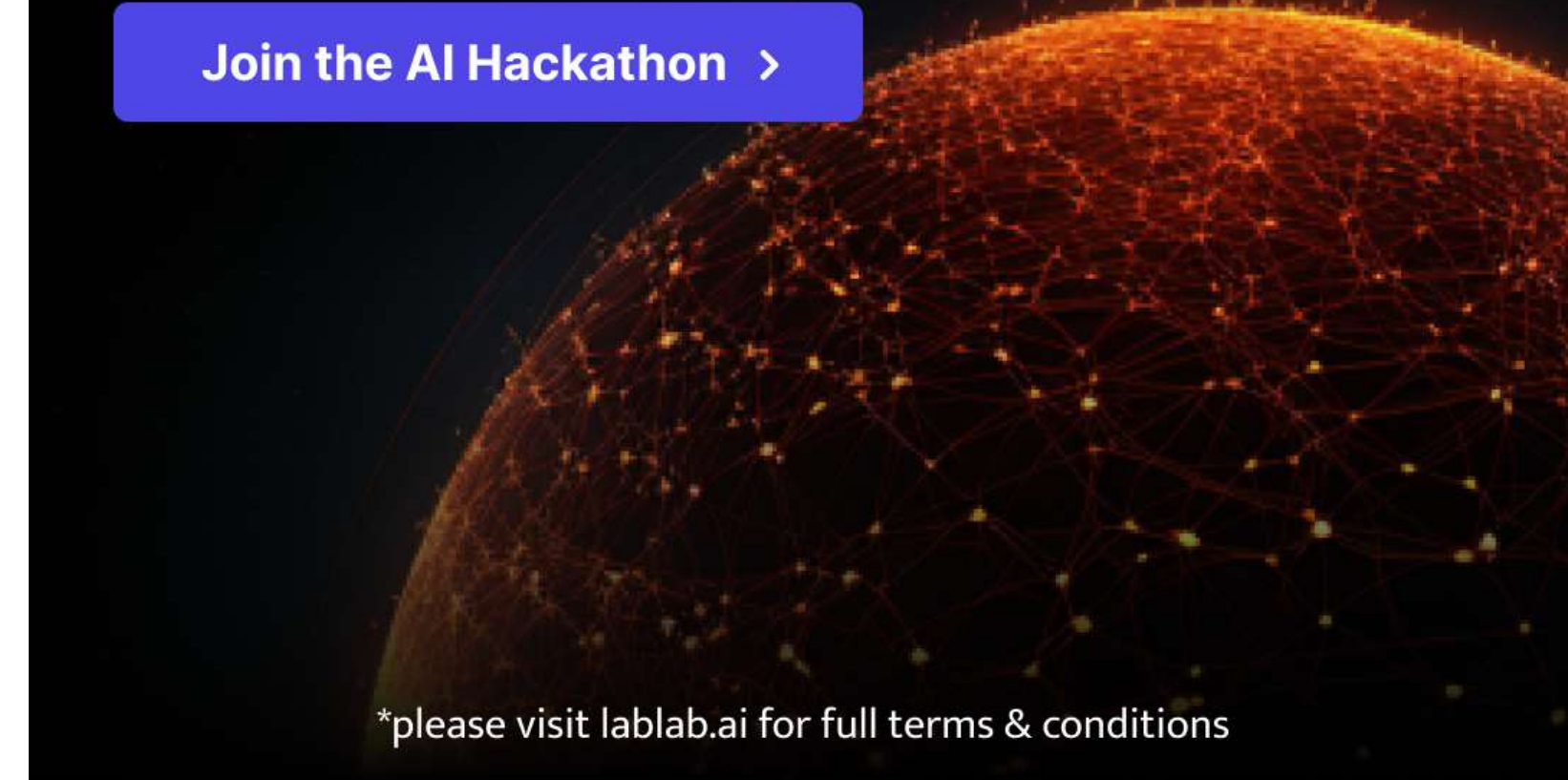
GPT-3.5
Codex
DALL-E API
Whisper API

Build your AI Startup Hackathon.

And earn \$3000 in cash
And earn \$3000 in cash

Join the AI Hackathon >

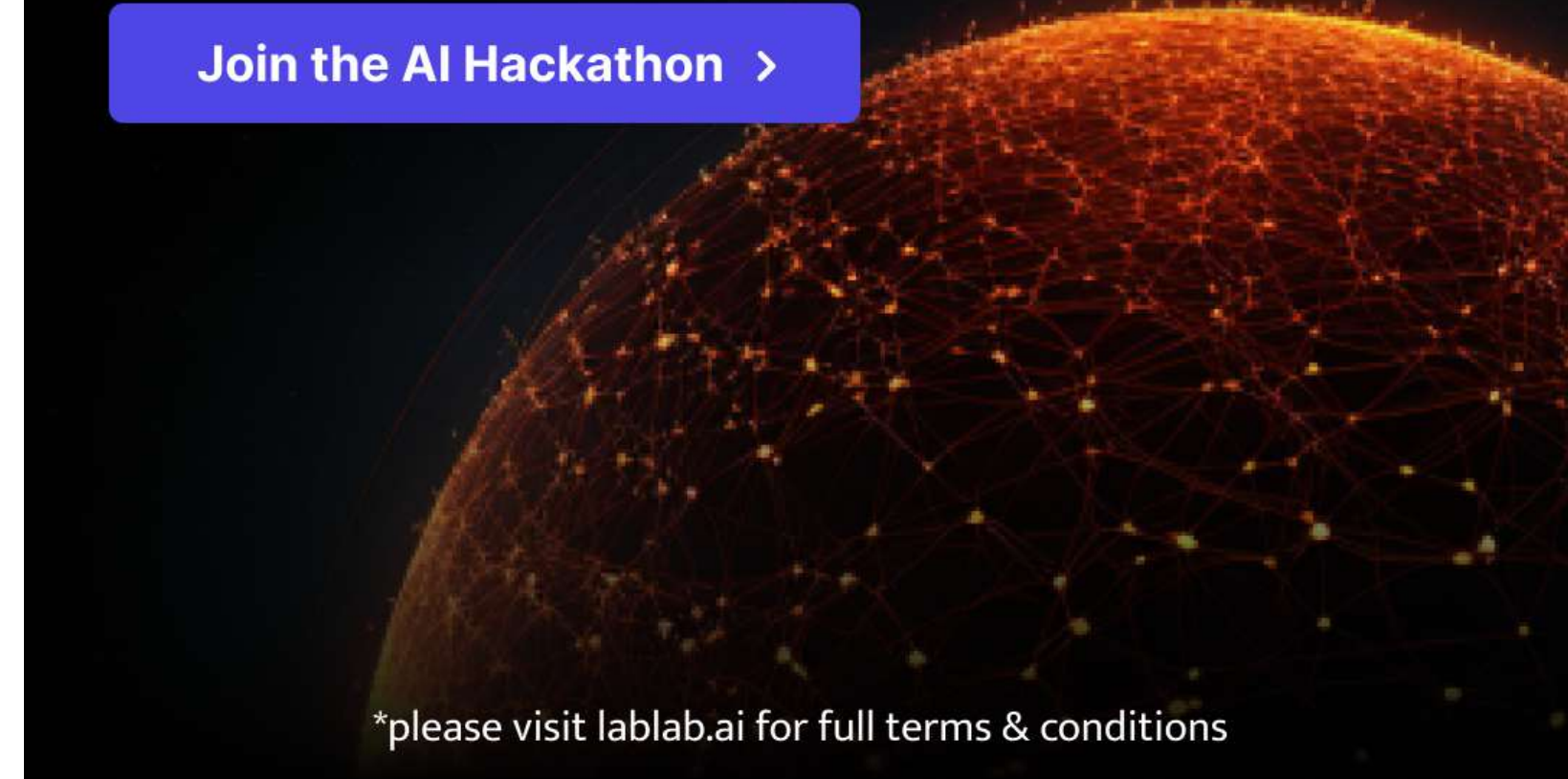
Build your AI Startup Hackathon.



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Join the AI Hackathon >

Build your AI Startup Hackathon.

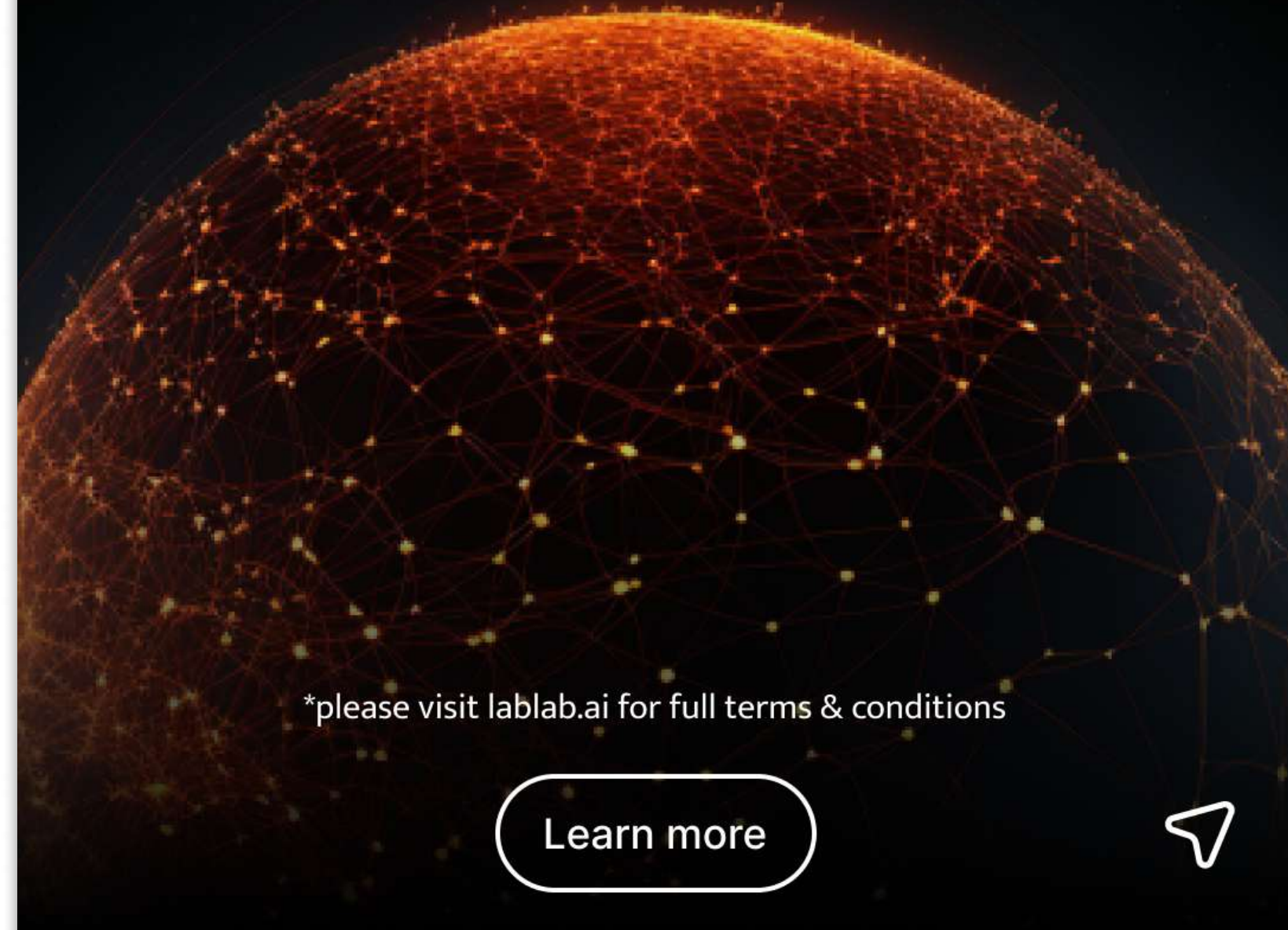


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And earn \$3000 in cash



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GPT-3.5
Codex
DALL-E API
Whisper API

Build your AI Startup Hackathon.


And earn \$3000 in cash
And earn \$3000 in cash

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Sponsored

Build your AI Startup Hackathon.

Join the AI Hackathon >

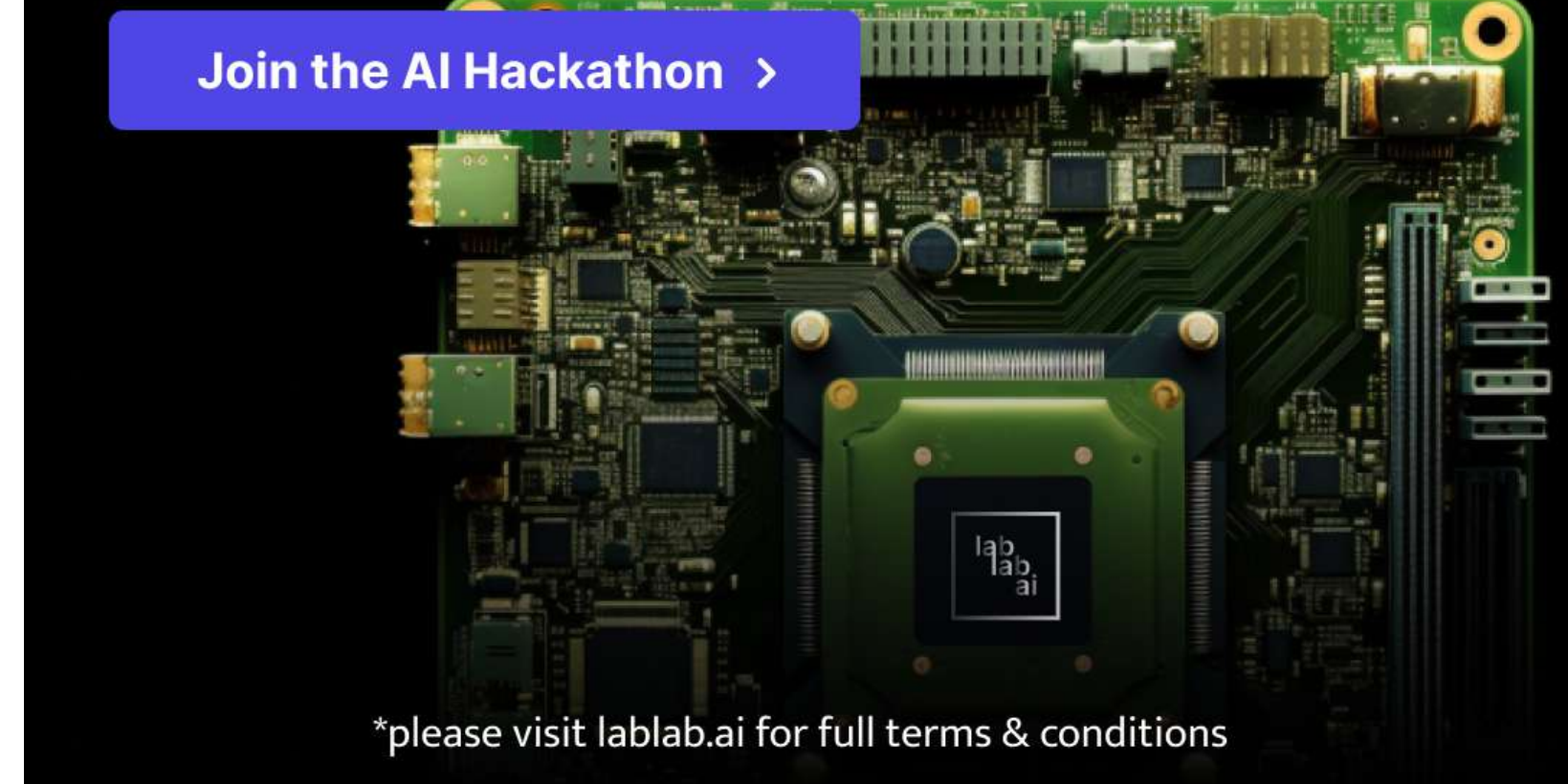
Build your AI Startup Hackathon.



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Join the AI Hackathon >

Build your AI Startup Hackathon.



*please visit lablab.ai for full terms & conditions

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Build your AI Startup Hackathon.

Assets

1. Logo Assets

- <https://drive.google.com/drive/folders/1d7Ofgh9m5la9oyT3EALbQ4mLX1AojUzY>

2. Typography Assets

- <https://drive.google.com/drive/folders/1WivLQmjSZyGHJuNM6d3BuosNO9NBK4EC>

3. Color Palette Assets

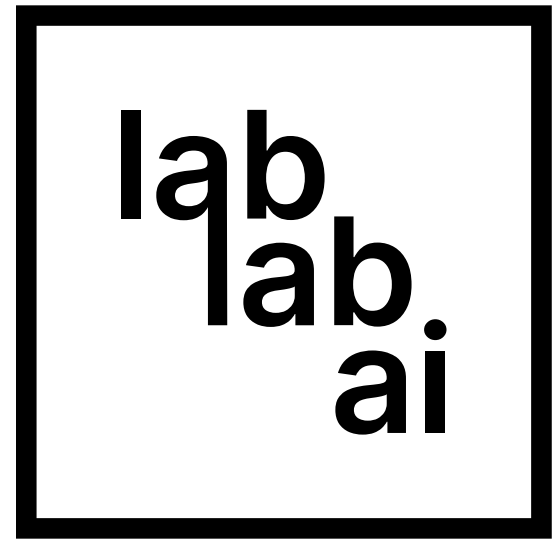
- https://drive.google.com/drive/folders/1P_rlaeB6eZV8aNraz1r7DCGqoK3NehJW

4. Tutorial Guidelines Assets

- <https://www.figma.com/file/MoXBzfdf20AbJQQ4vpol6q/lablab-tutorial-and-certificates-images?type=design&node-id=317%3A2&mode=design&t=htZsS55m6qZiR29o-1>

5. Ad Grid Asset

- <https://www.figma.com/file/Yz8it1uQpPhM1B0BAdCDeY/lablab.ai-%7C-Hackathons-and-SMM-content?type=design&node-id=2%3A3&mode=design&t=h7Zy0BQSIX0tRsbi-1>



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