BRAND GUIDELINES

ONELAB PRO®
professional imaging

KEYWORDS

BRAND GUIDELINES

DIGITAL

TECHNOLOGY

PEOPLE

QUALITY

PHOTO LAB

CREATIVE

PRINT

HISTORY

PRODUCTION

EXPERIENCE

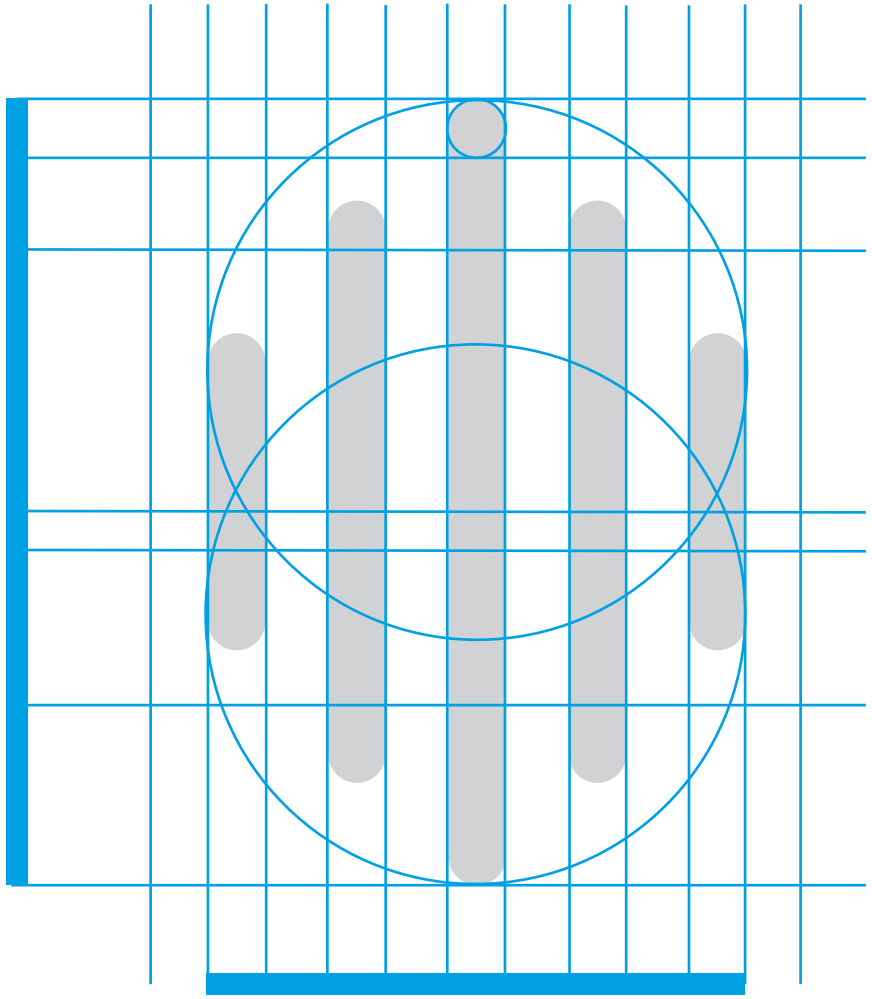
PROFESSIONAL

LOGO CONCEPT

BRAND GUIDELINES

ICON GRID

BRAND GUIDELINES



LOGO

BRAND GUIDELINES

LOGO VERSIONS

BRAND GUIDELINES

PORTRAIT VERSION

LANDSCAPE VERSION

MONOCROMATIC LOGO

BRAND GUIDELINES

LIGHT BACKGROUND

DARK BACKGROUND

ICON FAMILY

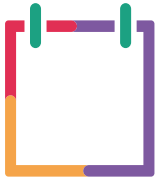
BRAND GUIDELINES

PHOTO

DECOR

FRAMING

PRESENTATION



CALENDAR

GIFTWARE

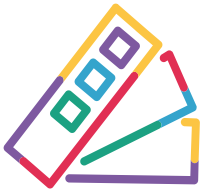
CARDS

PROMOTIONAL

FILM

VIDEO

IMAGE EDITION



SAMPLES

SMALL SIZES

BRAND GUIDELINES

20 MM

15 MM

COLORS

BRAND GUIDELINES

PANTONE 4334 U	CMYK	4% 4% 0% 65%
	RGB	85 85 89
	HEX	#555559

PANTONE 7409 U	CMYK	0% 33% 70% 4%
	RGB	245 164 73
	HEX	#F5A449

COLOR FAMILY: PRINT, CARDS

PANTONE 206 U	CMYK	0% 79% 63%12%
	RGB	225 47 84
	HEX	#12F54

COLOR FAMILY: DECOR, PROMOTIONAL

PANTONE 2597 U	CMYK	21% 44% 0% 37%
	RGB	126 89 160
	HEX	#7E59A0

COLOR FAMILY: FRAMING , REVELATION

PANTONE 7703 U	CMYK	75% 20% 0% 20%
	RGB	52 164 203
	HEX	#34A4CC

COLOR FAMILY: PRESENTATION

PANTONE 2242 U	CMYK	83% 0% 19% 37%
	RGB	28 161 130
	HEX	#1CA182

COLOR FAMILY: GIFTS, VIDEO

TYPOGRAPHY

BRAND GUIDELINES

BRANDING FONT:

GOTHAM - BLACK
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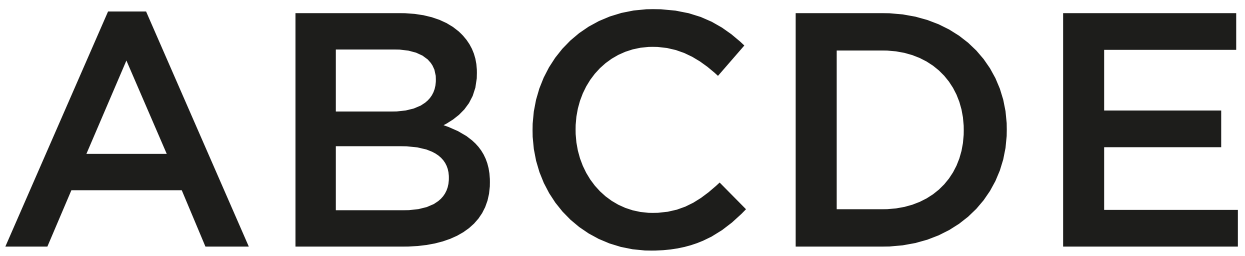
USA

2000



BRANDING FONT:

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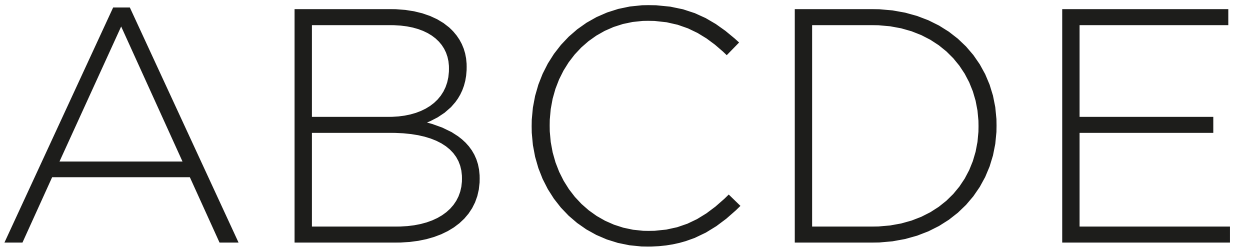

QUOTE FONT:

GOTHAM - LIGHT
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