



Borlabs Cookie

Brand Guidelines

Contents

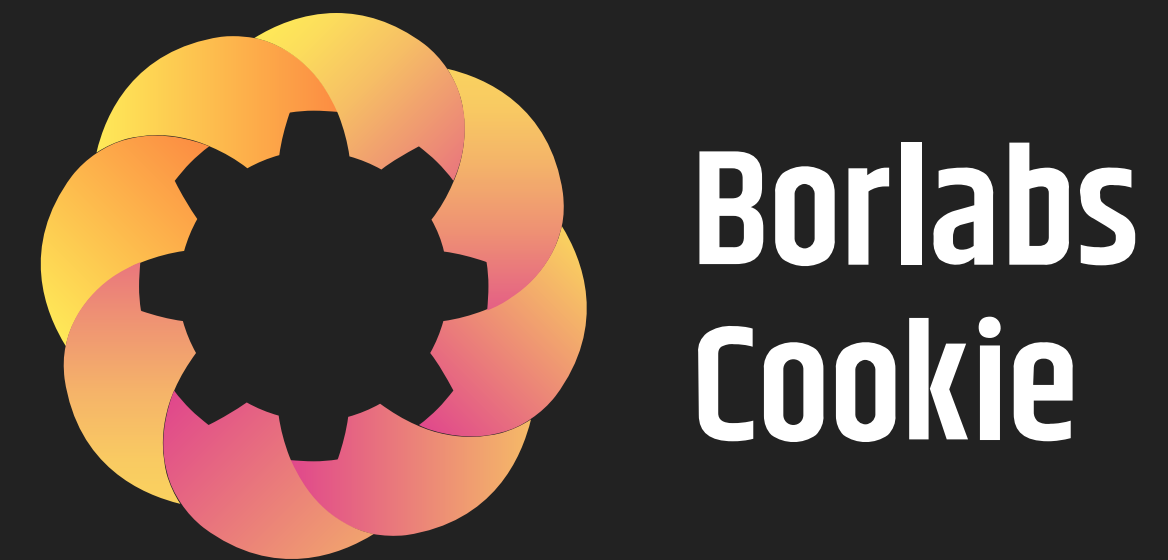
Logo	3	Logo Usage	12
Primary Logos	4	Do's	12
on White	4	Don'ts	13
on Dark	5	Brand Colours	14
Greyscale Logos	6	Primary Colour Scheme	15
on White	6	Background Gradients	16
on Dark	7	Typography	17
Black Logos	8	Primary Typography	18
White Logos	9	Letter Spacing	19
Logo Variations	10		
Logo Safezone	11		



Primary Logos on White



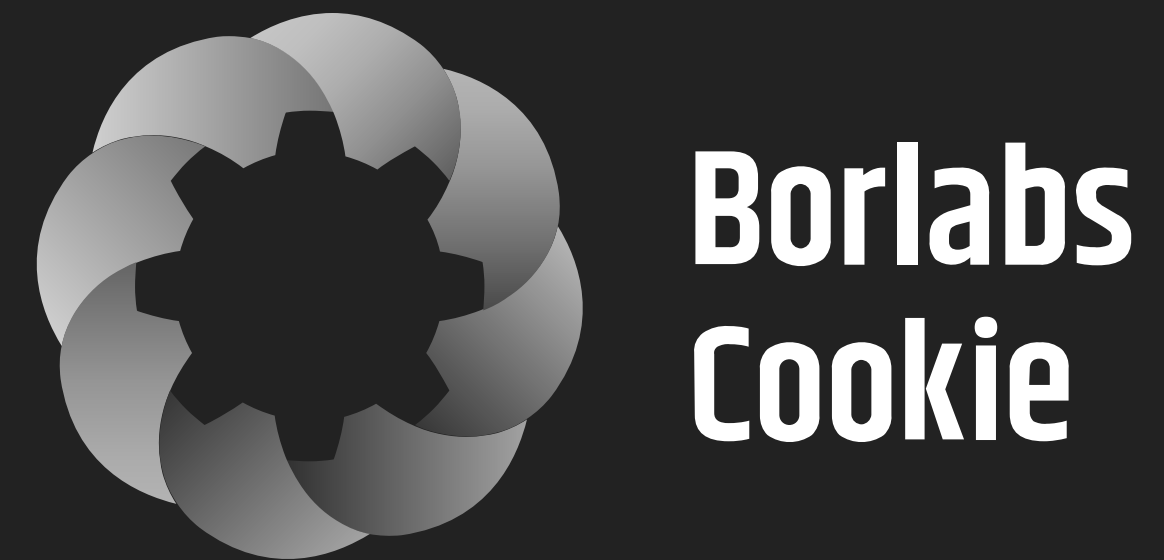
Primary Logos on Dark



Greyscale Logos on White



Greyscale Logos on Dark



Black Logos on White



White Logos on Dark



Logo Variations



Logo Safezone

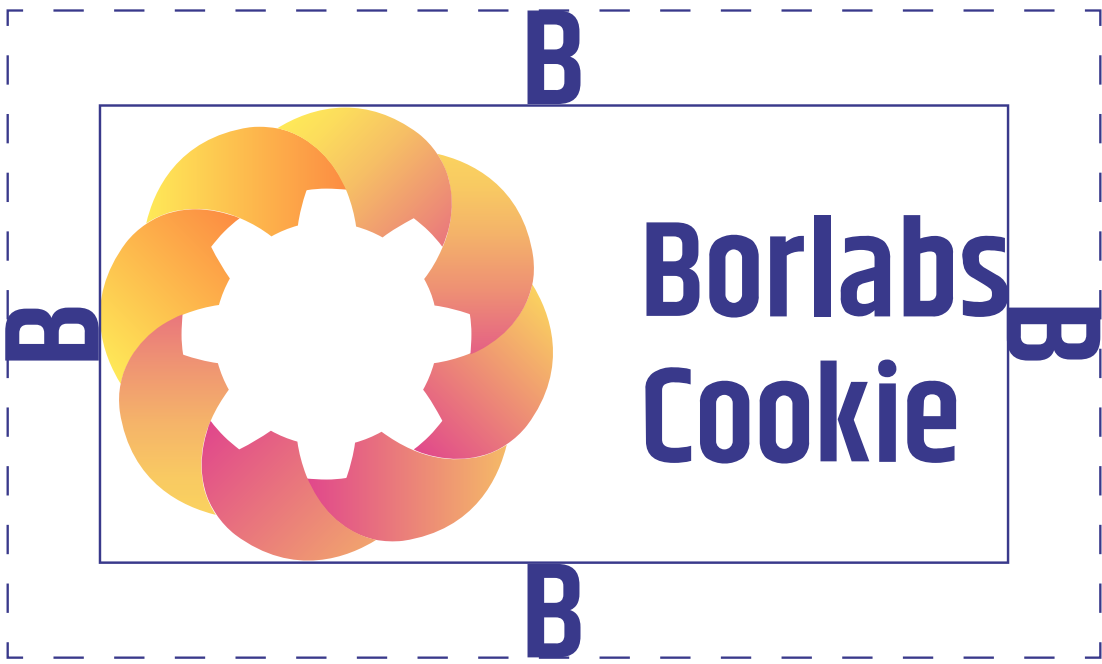
The minimum clear space around the logo is equal to the height of the capital letter "B" in the wordmark.

Whenever you use the logo, simply imagine removing the "B" and use its height as the minimum clear space on all sides.

Borlabs Cookie = B | This height is your safe space (X)



No graphic elements, text, or page edges should encroach upon this area to preserve the logo's clarity and visual impact.



No graphic elements, text, or page edges should encroach upon this area to preserve the logo's clarity and visual impact.

EXAMPLE USING THE "B"

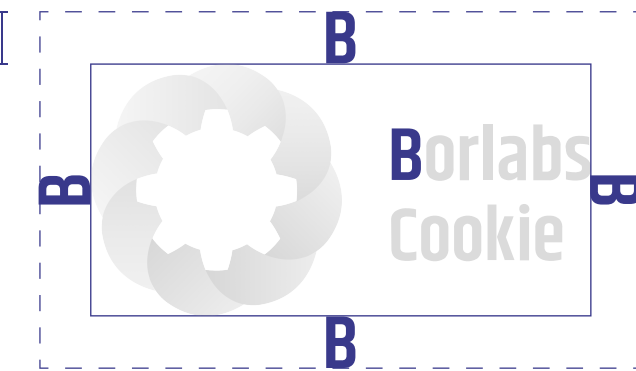
1 Identify the height of the "B"



2 Remove the "B". Use its height as your unit (X).



3 Apply this space on all sides of the logo.



Logo Usage

For the purpose of these guidelines, the primary horizontal logo is used to demonstrate the correct and incorrect applications of the Borlabs Cookie brand identity.

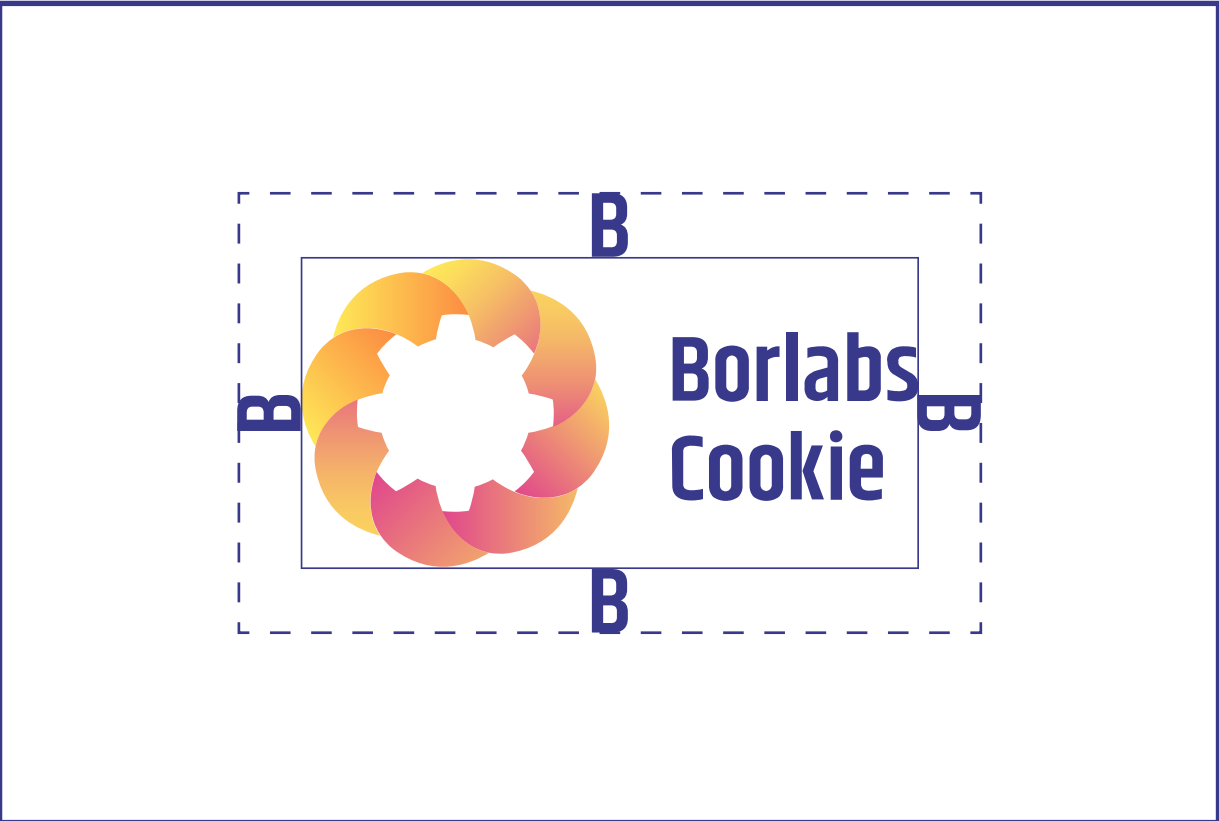
The examples below illustrate how the logo should be positioned, spaced, and reproduced to ensure consistency, legibility, and brand recognition across all media and formats.

Do's and Don'ts

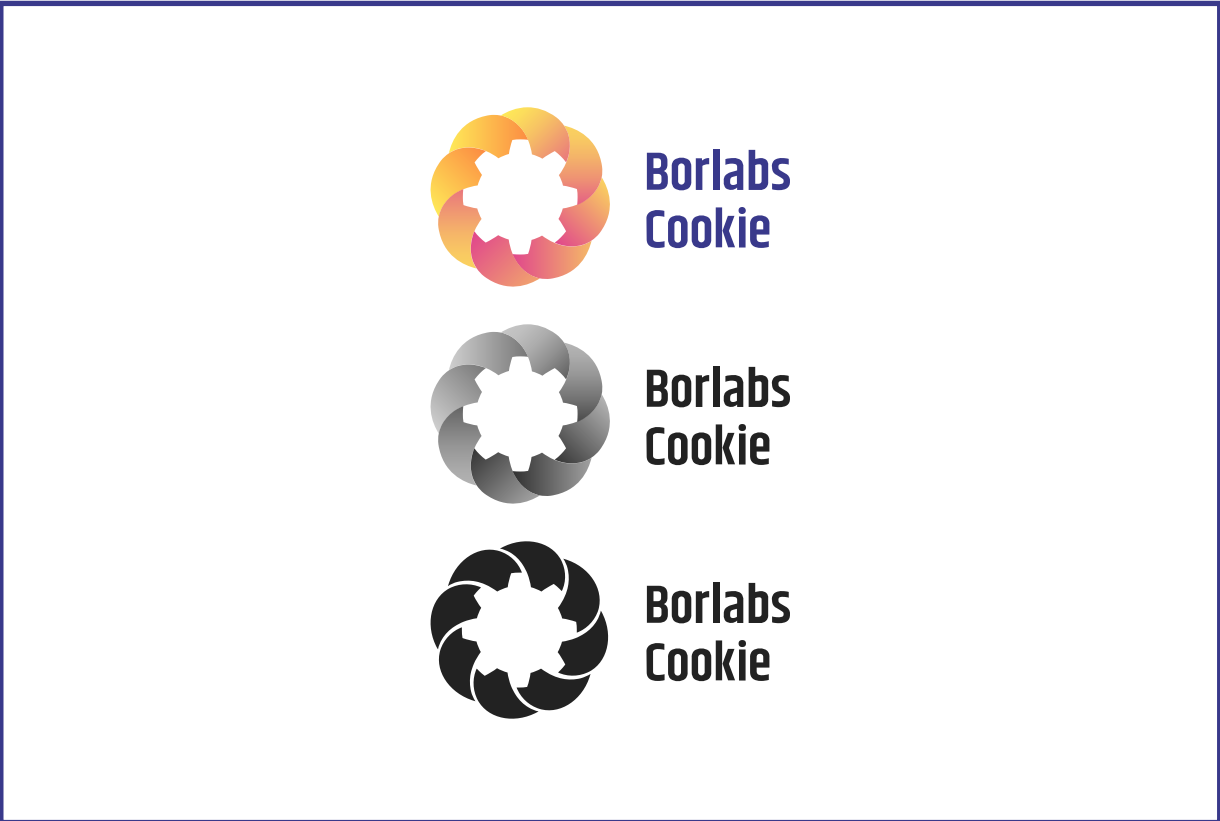
The following examples show approved and prohibited uses of the primary horizontal logo. Always maintain the required clear space, preserve the original proportions, colours, and orientation, and ensure sufficient contrast against the background.

Do not alter, distort, rotate, crop, recolour, or place the logo in a way that compromises its visibility or brand integrity. Consistent application of these rules helps maintain a strong and recognisable visual identity.

Do's



Do ensure the logo has the proposed minimum spacing



Do ensure the logo is only used in the approved colours



Use the logo on high-contrast backgrounds



Scale the logo proportionally

Logo Usage

For the purpose of these guidelines, the primary horizontal logo is used to demonstrate the correct and incorrect applications of the Borlabs Cookie brand identity.

The examples below illustrate how the logo should be positioned, spaced, and reproduced to ensure consistency, legibility, and brand recognition across all media and formats.

Do's and Don'ts

The following examples show approved and prohibited uses of the primary horizontal logo. Always maintain the required clear space, preserve the original proportions, colours, and orientation, and ensure sufficient contrast against the background.

Do not alter, distort, rotate, crop, recolour, or place the logo in a way that compromises its visibility or brand integrity. Consistent application of these rules helps maintain a strong and recognisable visual identity.

Don'ts



Don't add gradient to the whole logo



Don't skew, shear or rotate



Don't pick your own colours



Don't add any effects



Brand Colours

Primary Colour Scheme

Raisin Black
#222222

Dark Slate Blue
#39398b

Purple
#6e0097

Mango Tango
#fc8b42

True Blue
#0063e3

Pink
#e0468c

Maize
#fee958

Background Gradients

Raisin Black
#222222

Granite Gray
#646464

Purple
#6e0097

True Blue
#0063e3

Pink
#e0468c

Sandy Brown
#f1a36e

Dark Slate Blue
#39398b

Brilliant Azure
#3483f9

Mango Tango
#fc8b42

Maize
#fee958



Typography

Primary Typography

Used for Headers
and body text.

Headlines throughout the website use a 900 font weight to create strong visual hierarchy, while bold body text uses a weight of 700.

Mona Sans offers multiple font families and styles that can be mixed and matched to create a flexible and cohesive typographic system.

Bb

Mona Sans Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=[\;',./!@£\$%^&*()_+{}:”<>?

Mona Sans Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=[\;',./!@£\$%^&*()_+{}:”<>?

Letter Spacing

Positive letter spacing must not be used under any circumstances. Typography should maintain a compact and cohesive appearance across all applications.

Headlines should always use negative letter spacing to improve visual balance and readability. As a general rule, use -2px letter spacing for larger headline sizes and -1px for smaller headline sizes.

Body copy should remain at its default letter spacing unless otherwise specified.



Letter Spacing

-50px



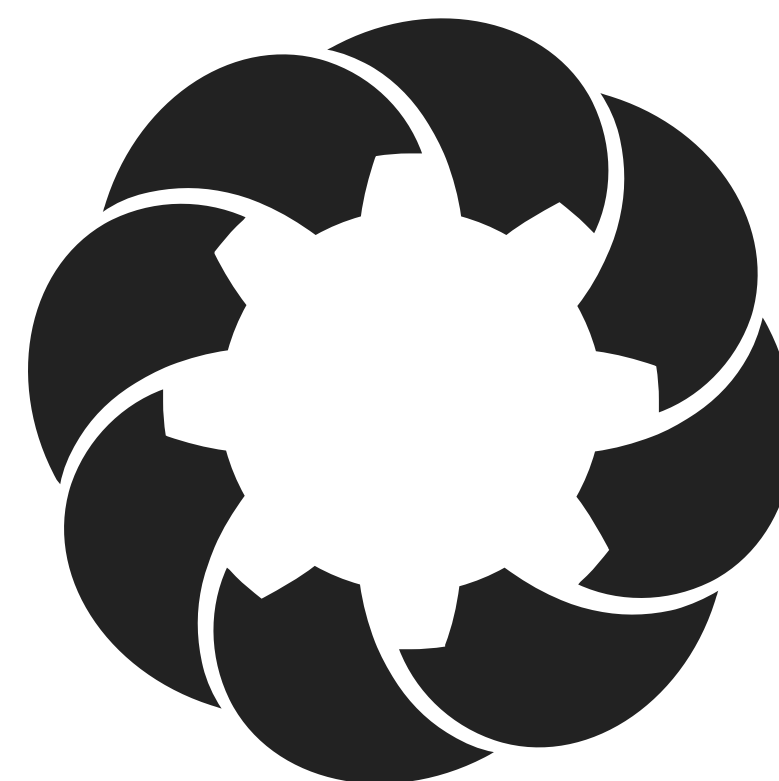
Letter Spacing

-2px



L e t t e r S p a c i n g

200px



Originally created by
the late Sergi Kova