



BORLABS

Brand Guidelines

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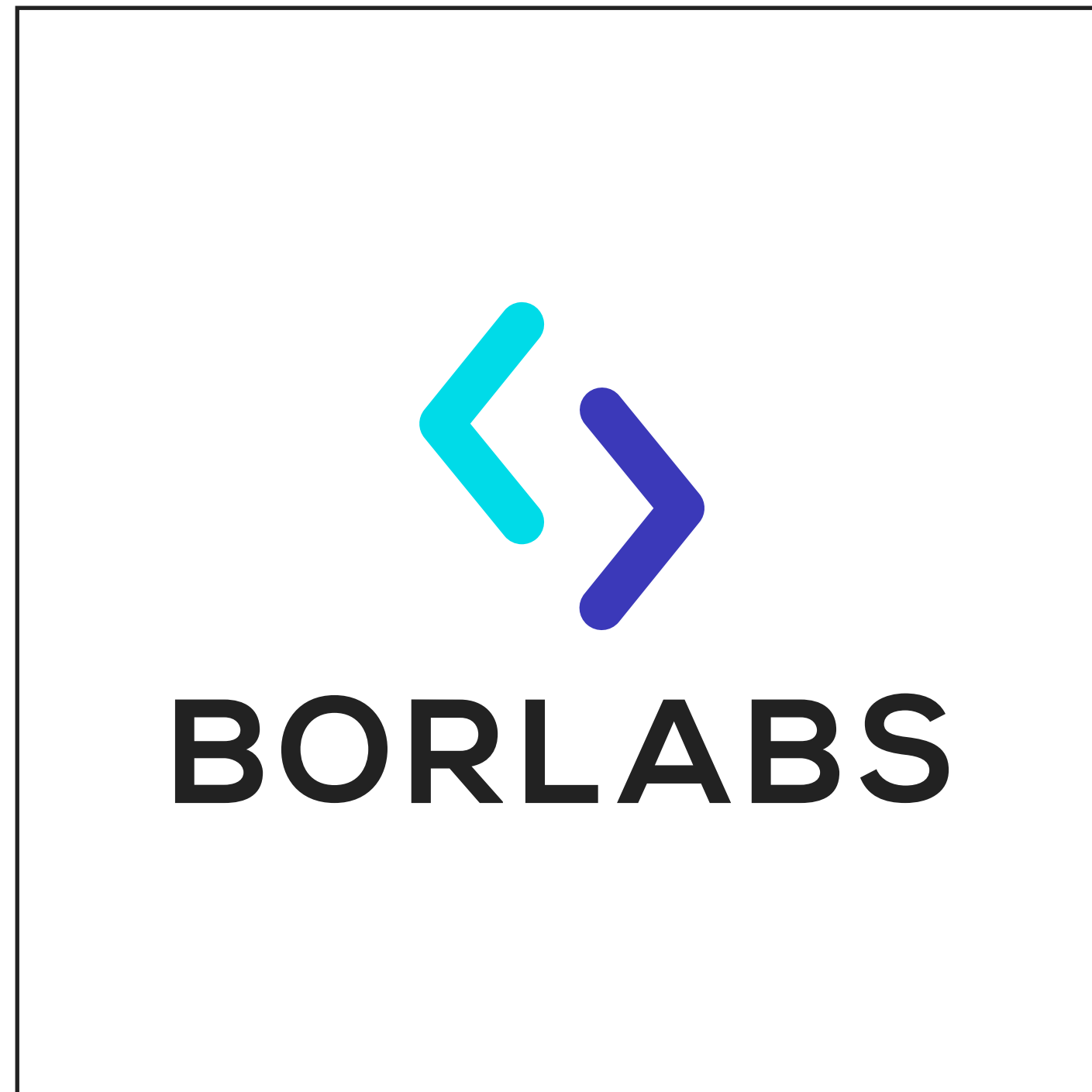
Primary Logos on White



Primary Logos on Dark



Primary Flat Logos



Primary Flat Logos on Dark



Secondary Logos



Secondary Logos on Dark



Secondary Flat Logos



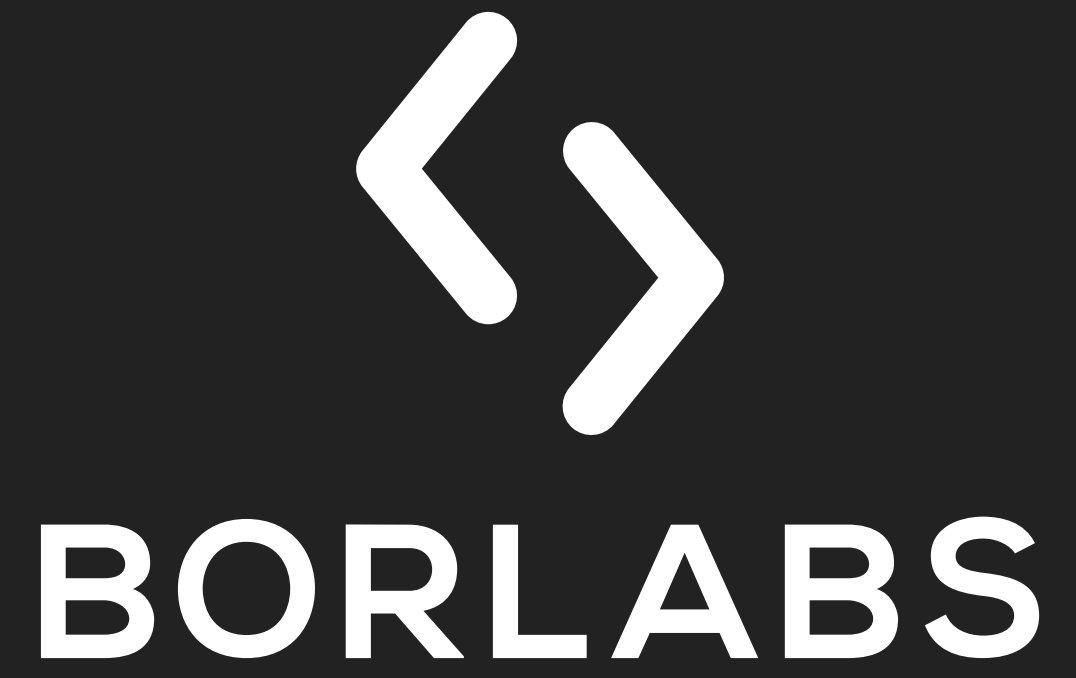
Secondary Flat Logos on Dark



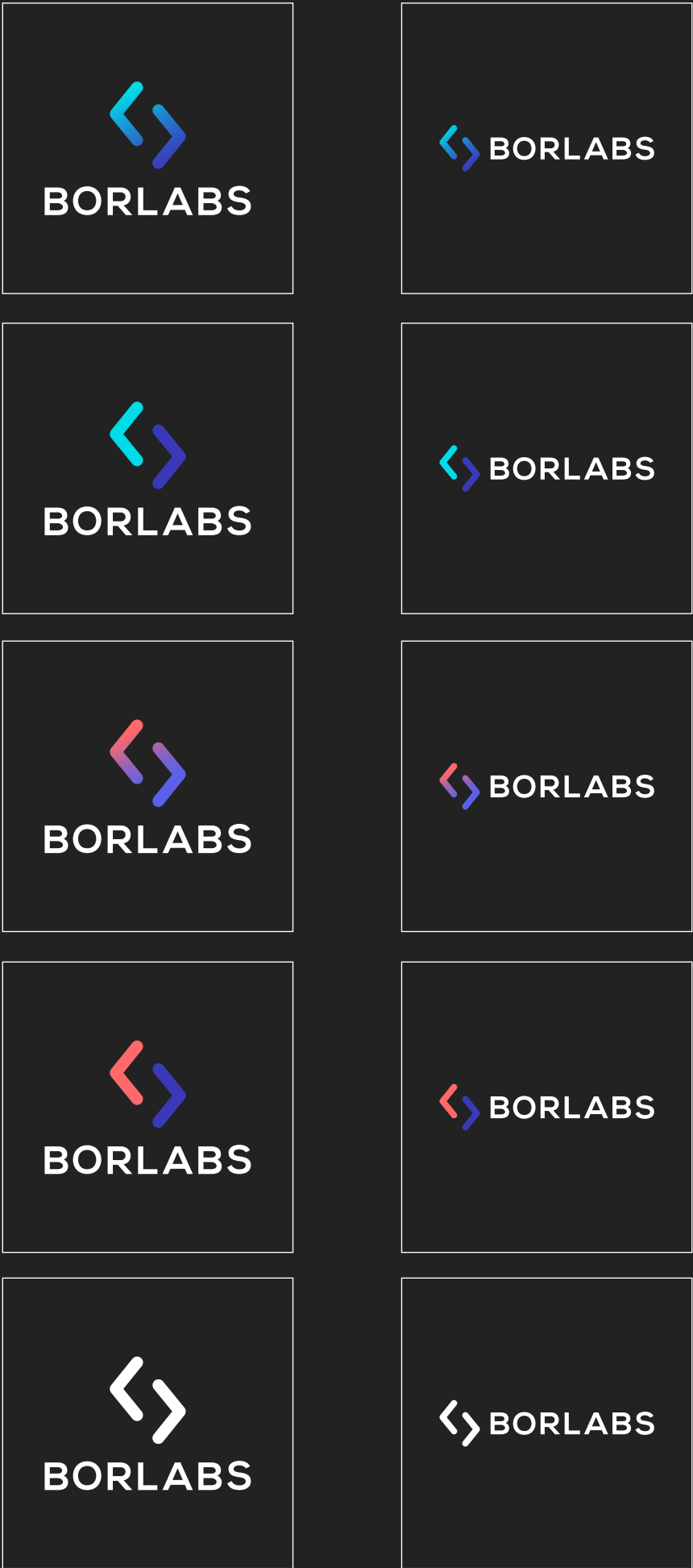
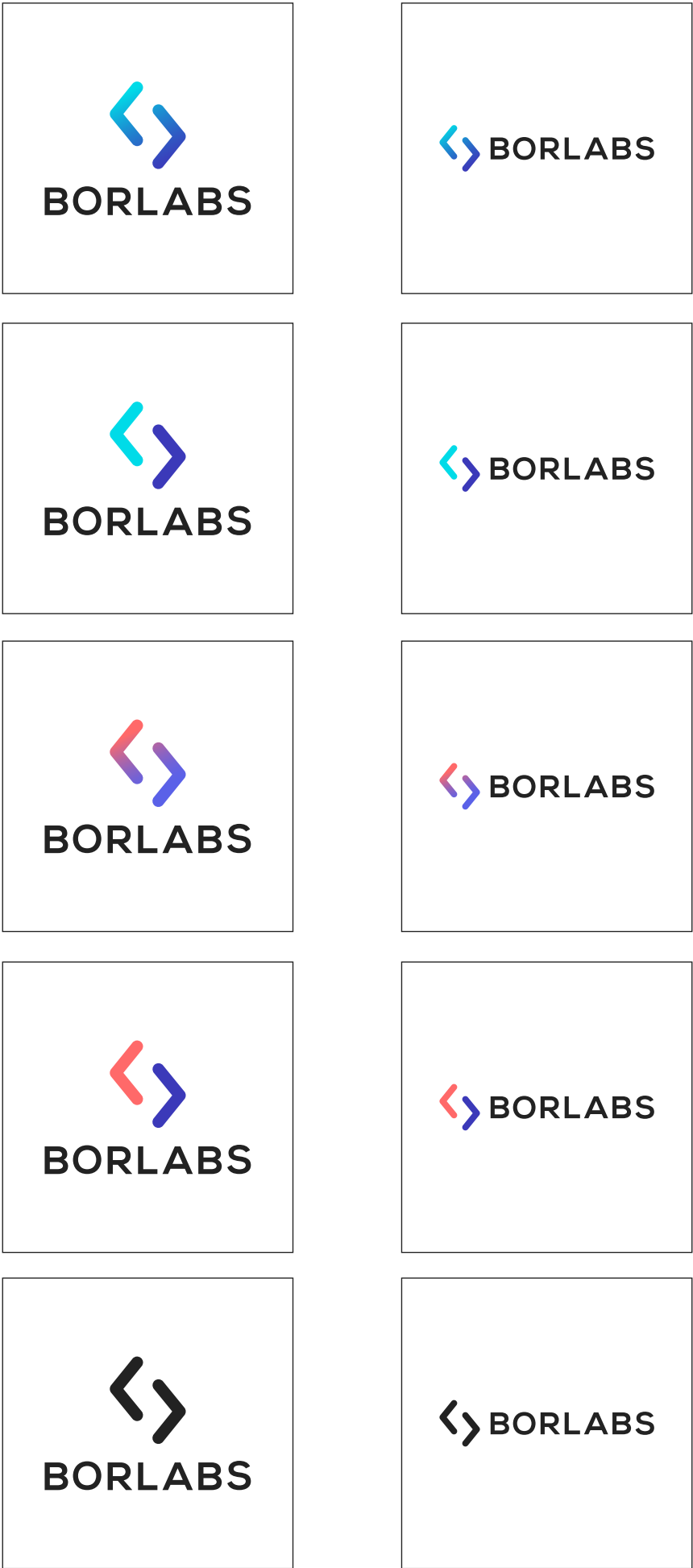
Black Logos



White Logos



Logo Variations



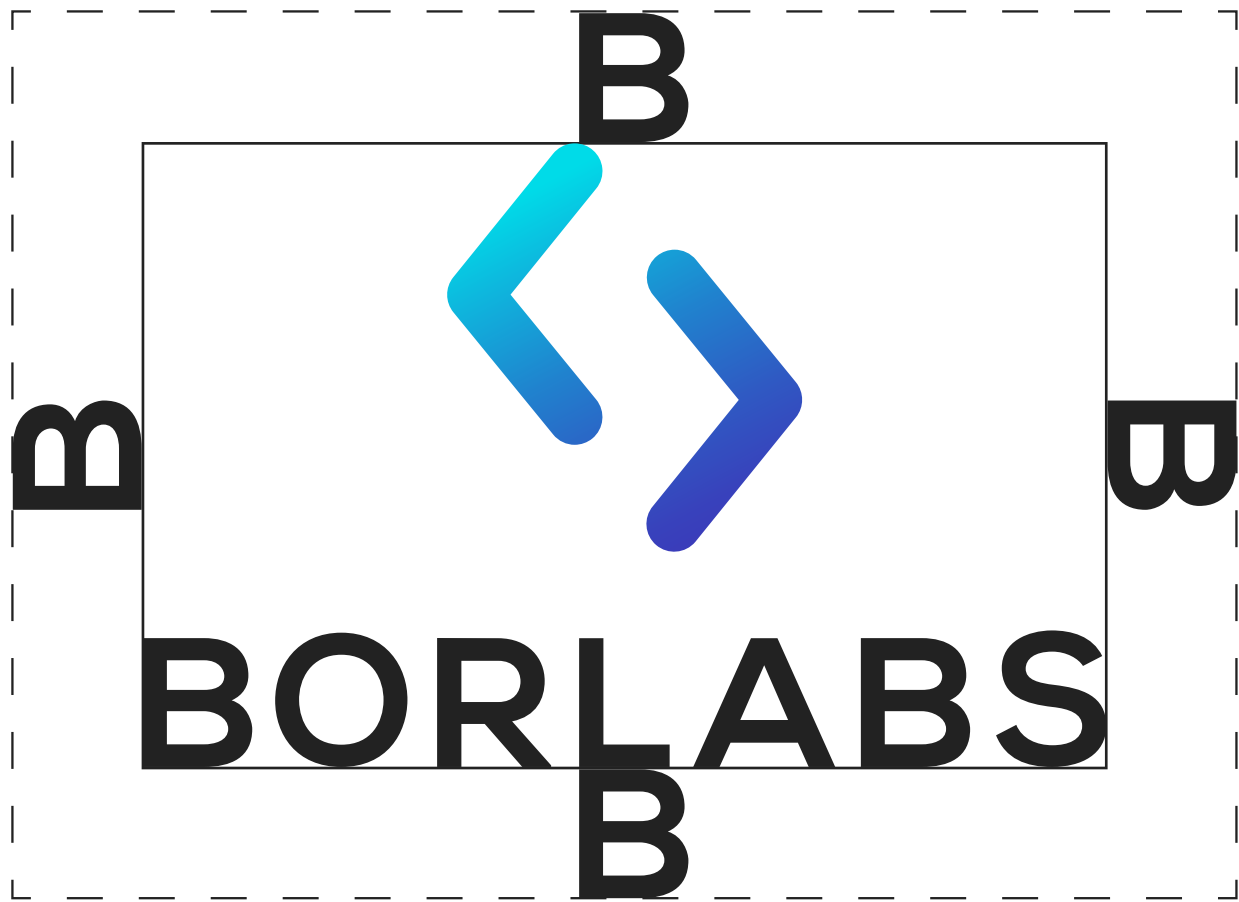
Logo Safezone

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

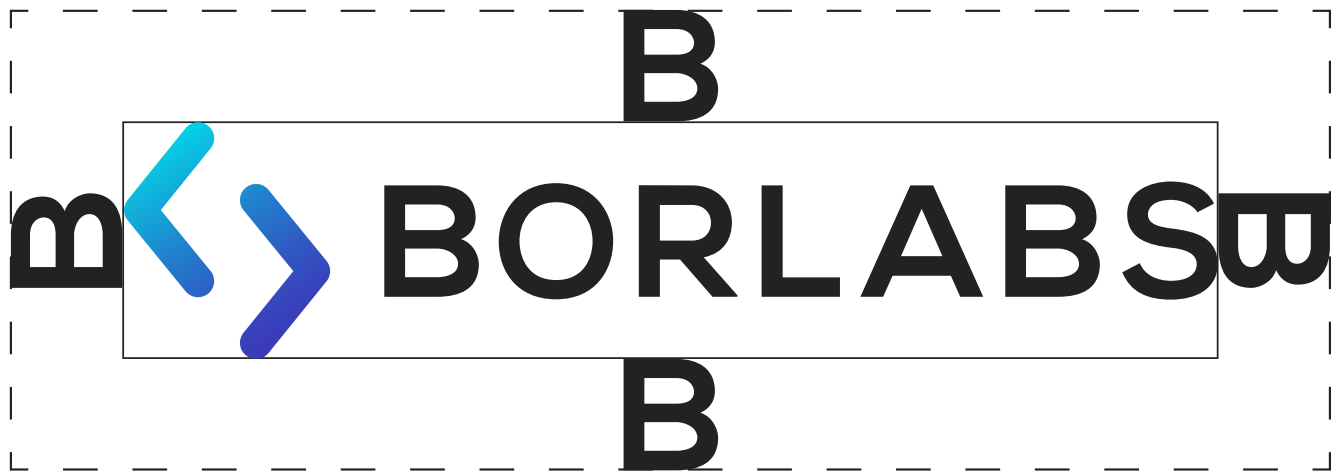
Whenever you use the logo, simply imagine removing the "B" and use its height as the minimum clear space on all sides.

BORLABS = 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.



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EXAMPLE USING THE "B"

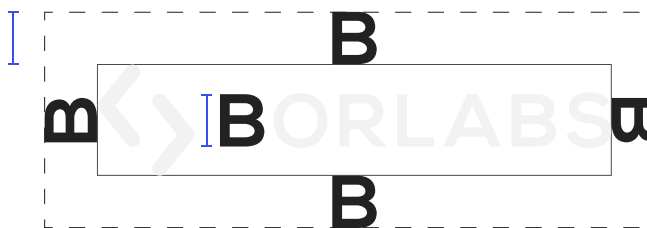
1 Identify the height of the "B"



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 brand identity.

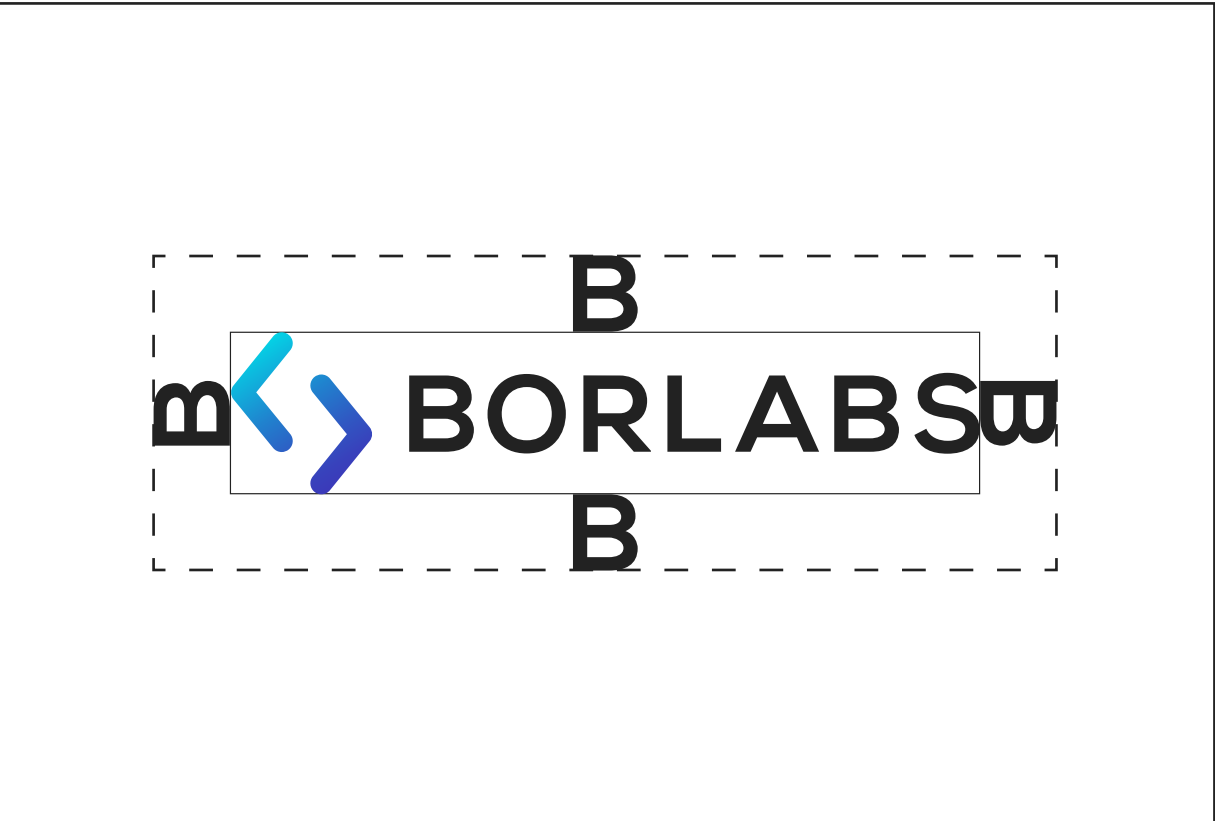
The examples below illustrate how the logo should be positioned, spaced, and reproduced to ensure consistency, legibility, and brand recognition across all media and formats.

Do's and Don'ts

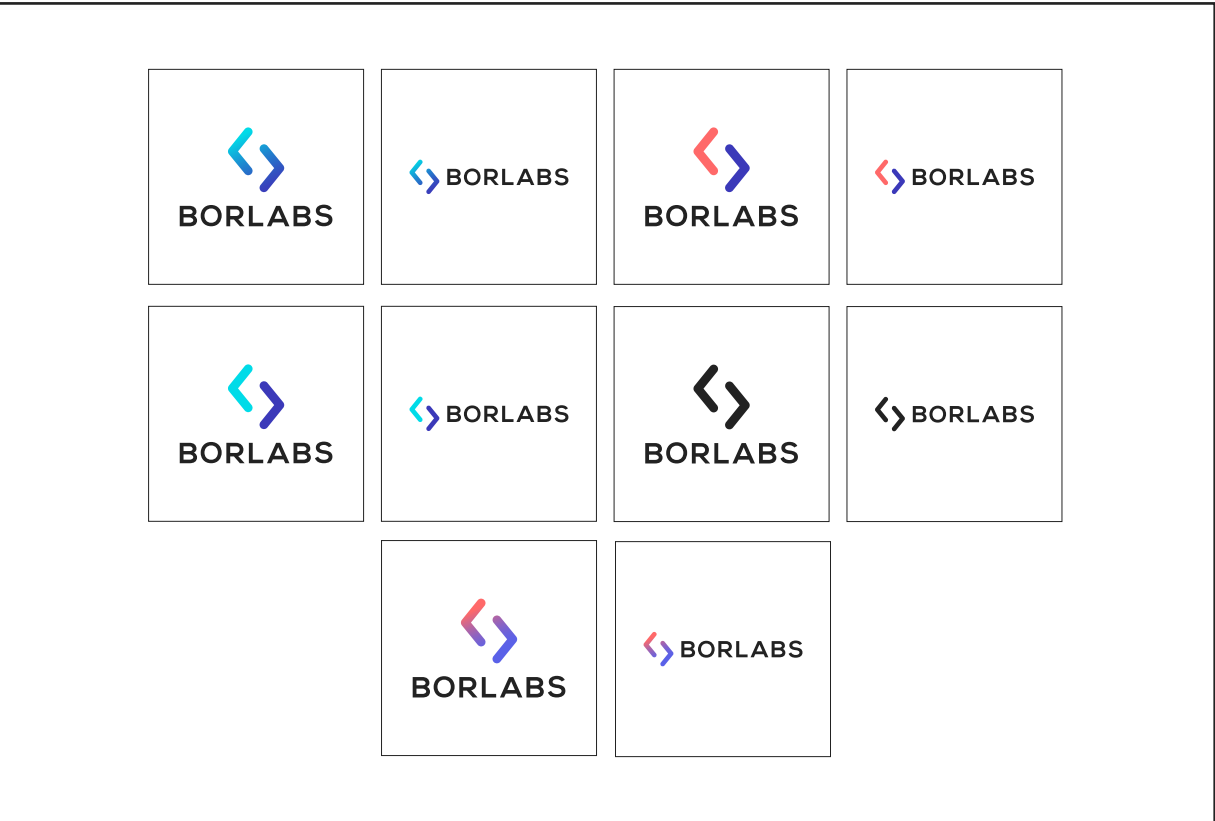
The following examples show approved and prohibited uses of the primary horizontal logo. Always maintain the required clear space, preserve the original proportions, colours, and orientation, and ensure sufficient contrast against the background.

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

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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.

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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

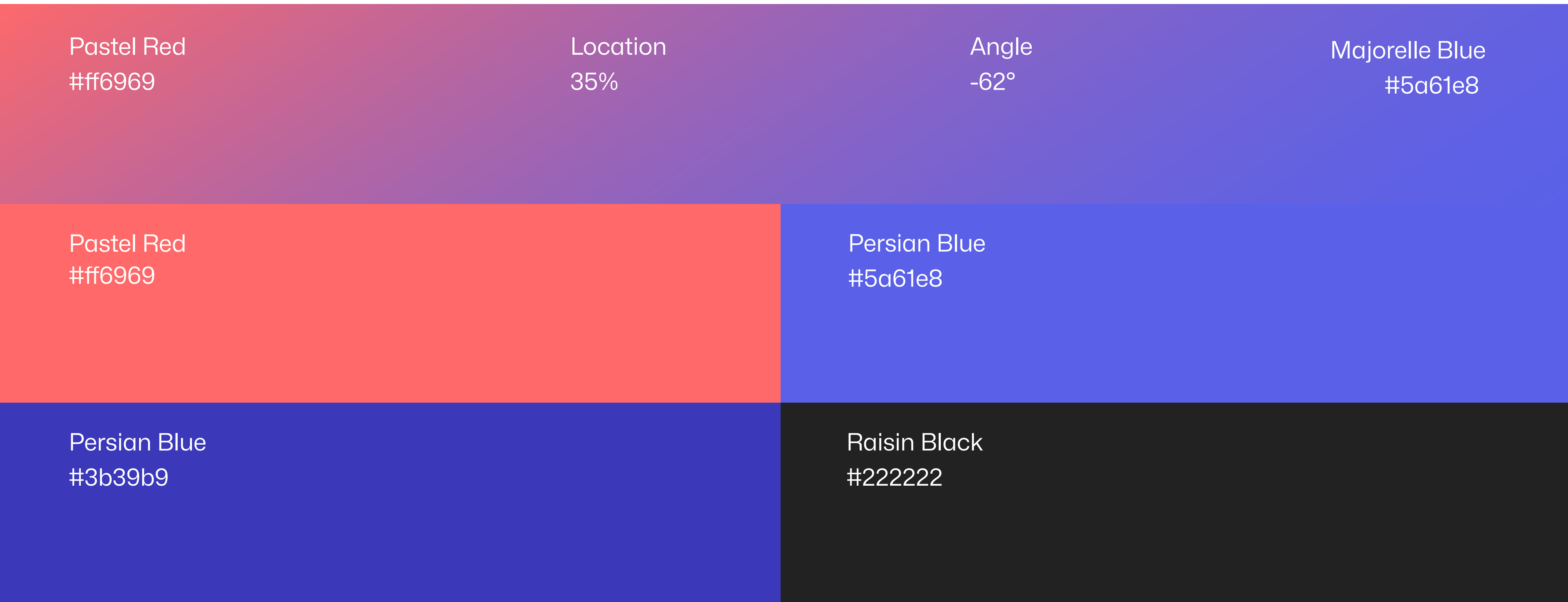
Primary Colour Scheme

Bright Turquoise #00dbe8	Location 40%	Angle -56°	Persian Blue #3b39b9
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Bright Turquoise #00dbe8	Persian Blue #3b39b9
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Majorelle Blue #5a61e8	Raisin Black #222222
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Secondary Colour Scheme



Background Gradients

Outer Space #464746	Location 50%	Angle -45°	Rich Black (Fogra39) #020202
Skobeloff #006c7c	Location 50%	Angle -45°	Middle Red Purple #090939
Violet-Blue #3b39b8	Location 50%	Angle -45°	Raisin Black #222222
Purple (html) #7d0099	Location 50%	Angle -45°	Raisin Black #222222



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.



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



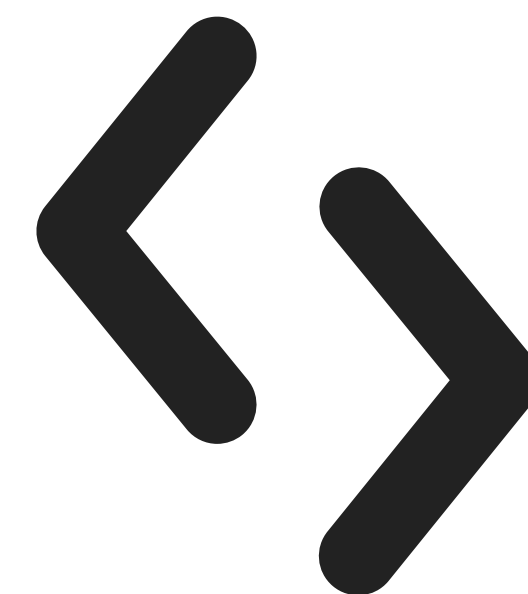
Letter Spacing

-2px



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

200px



Originally created by
the late Sergi Kova