



# VISUAL BRAND GUIDELINES

PHASE 1 - 2022

wholeheartedly crafted by **VISteam**

# cmlabsguideline

proudly presented to you by **cmlabs**

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## / TABLE OF CONTENTS

# 01

## Color

- 1. Brand Color 02
- 2. Applicable Color 03
- 3. Gradient 04
- 4. Do's & Dont's 06

# 02

## Logo

- 1. Concept 08
- 2. Type 09
- 3. Color 11
- 4. Grid & Whitespace 12
- 5. Usage Rules 13
- 6. Do's & Dont's 23

# 03

## Typography

- 1. Typefaces 27
- 2. Usage Rules 31
- 3. Color Rules 33

# 04

## Illustration

- 1. Value 35
- 2. Supergraphic 36
- 3. Usage Example 40



# 01

# Colors

Roses are red

Violets are blue

Follow these guides

..or you will get fired

# cmlabs Blue

Hex	RGB	HSB	CMYK
#18A0FB	24, 160, 251	203, 90, 98	68, 29, 0, 0

# cmlabs Linear

# White

Hex	RGB
#FFFFFF	255, 255, 255
HSB	CMYK
223, 0, 100	0,0,0,0

## / Brand Colors

Used to represent cmlabs. A consistent and strategic application of brand colors can increase cmlabs’ brand awareness and recognizability.

# / Applicable Colors

Use applicable color to create visual interest and engagement.

<div>cmRed</div> <div>#F76162 RGB: 247, 97, 98 HSB: 358, 60, 96 CMYK: 0, 77, 55, 0</div>	<div>cmGreen</div> <div>#50A06D RGB: 80, 160, 109 HSB: 142, 50, 63 CMYK: 71, 16, 73, 2</div>
<div>cmBlue</div> <div>#1F95F5 RGB: 31, 149, 245 HSB: 207, 87, 96 CMYK: 71, 35, 0, 0</div>	<div>cmYellow</div> <div>#FFBE40 RGB: 255, 190, 64 HSB: 40, 75, 100 CMYK: 0, 28, 85, 0</div>
<div>cmPurple</div> <div>#A159ED RGB: 161, 89, 237 HSB: 268, 62, 92 CMYK: 54, 71, 0, 0</div>	<div>cmDark</div> <div>#252A38 RGB: 37, 42, 56 HSB: 223, 33, 21 CMYK: 82, 73, 53, 57</div>
<div>cmWhite</div> <div>#FFFFFF RGB: 255, 255, 255 HSB: 223, 0, 100 CMYK: 0, 0, 0, 0</div>	<div>cmGray</div> <div>#EEEEEE RGB: 238, 238, 238 HSB: 223, 0, 93 CMYK: 5, 4, 4, 0</div>

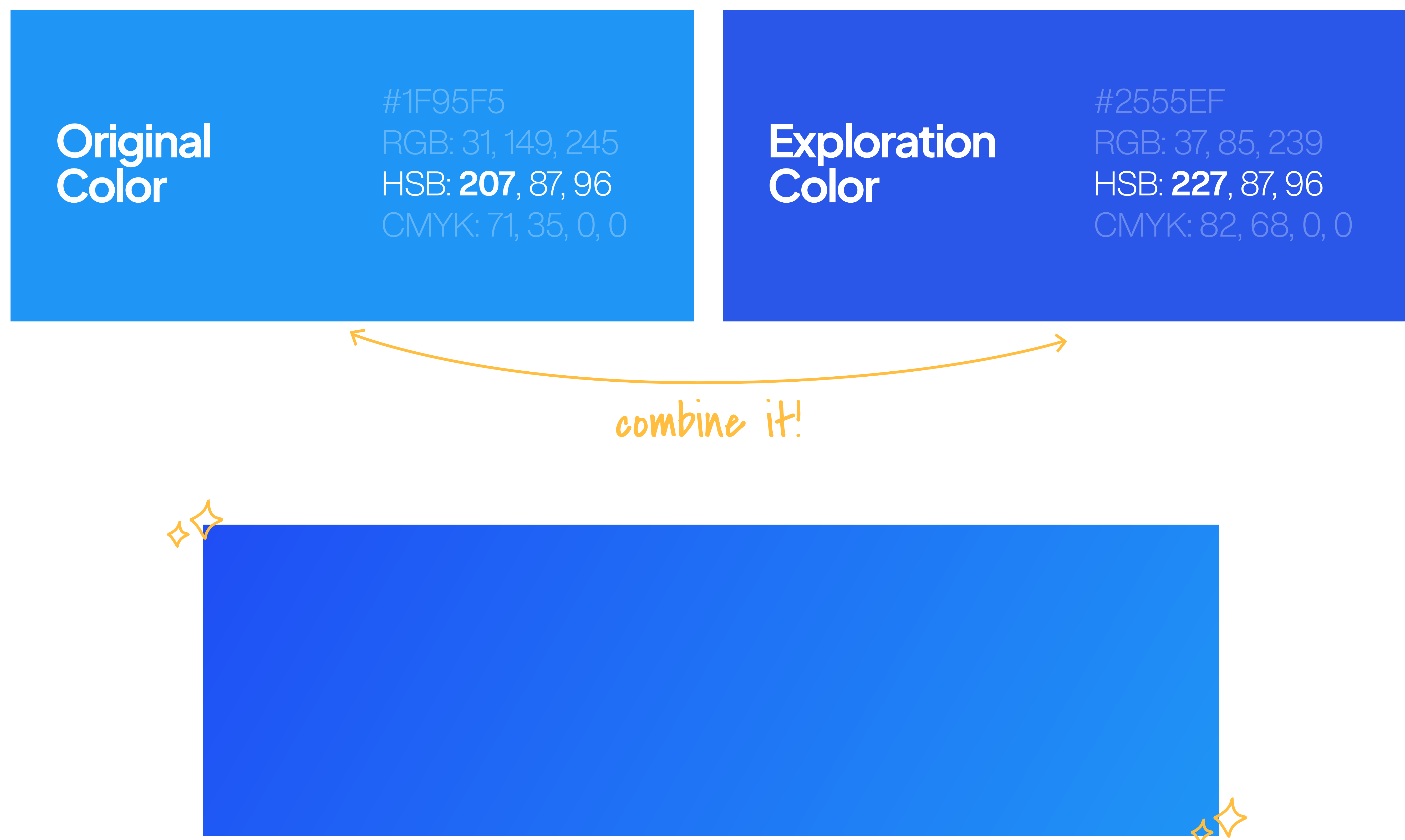
## / Gradient

Here are the gradient colors derived from the existing applicable colors, with some rules applied in each type.

### 1. Analogus Color

Color setup for Analogus Color is based on Hue. You can explore in max. +30 or -30 from the original Hue.

Before you get confused, let's jump to the example. We'll use [Applicable Blue](#) as the Original Color here. Highlight the Hue value.



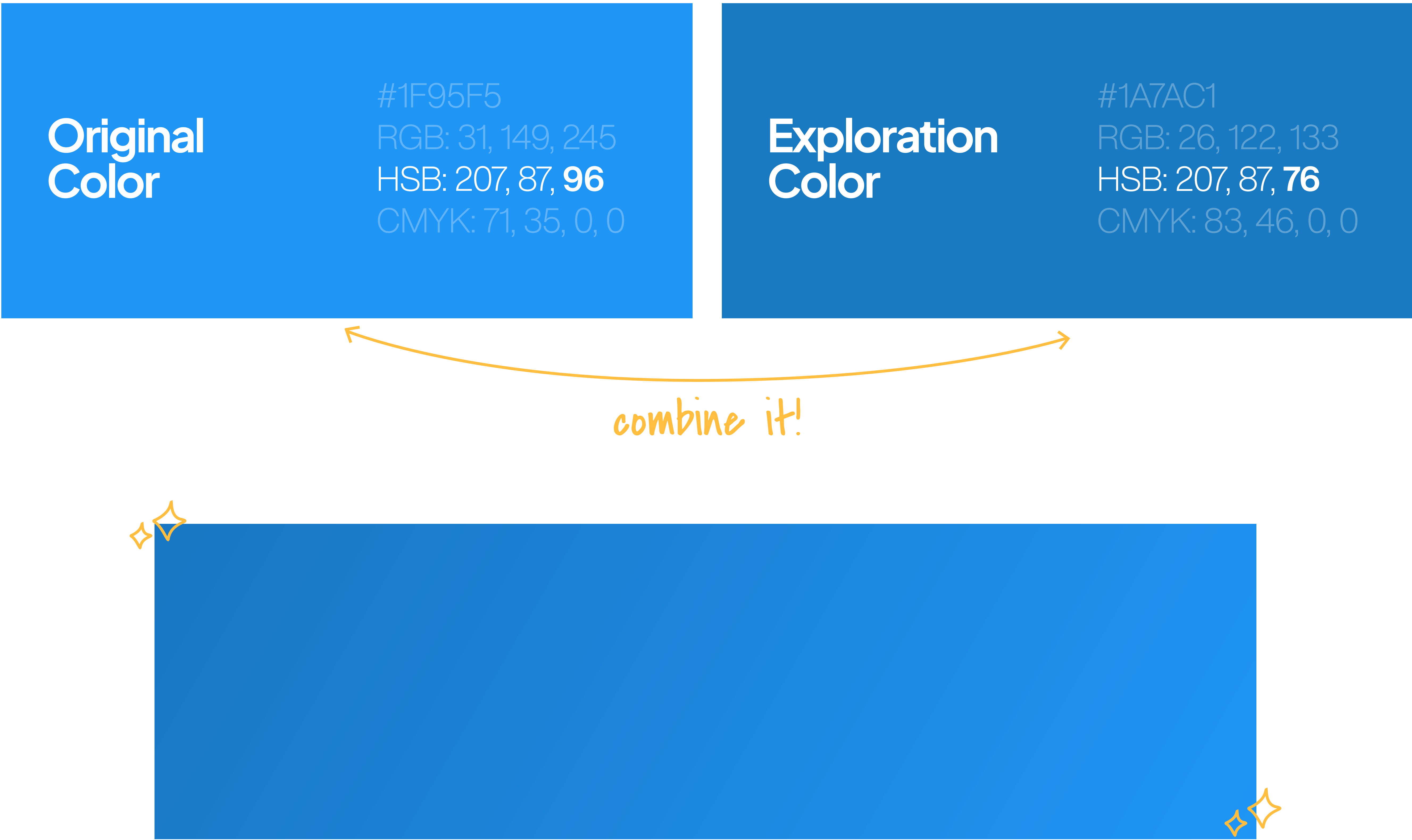
Voila! You made an Analogus Gradient, with a Hue range of +20 from the original Hue.



## 2. Monochrome Color

Color setup for Monochrome Color is based on Brightness or Saturation. You can explore in max. +30 or -30 from the original Brightness or Saturation.

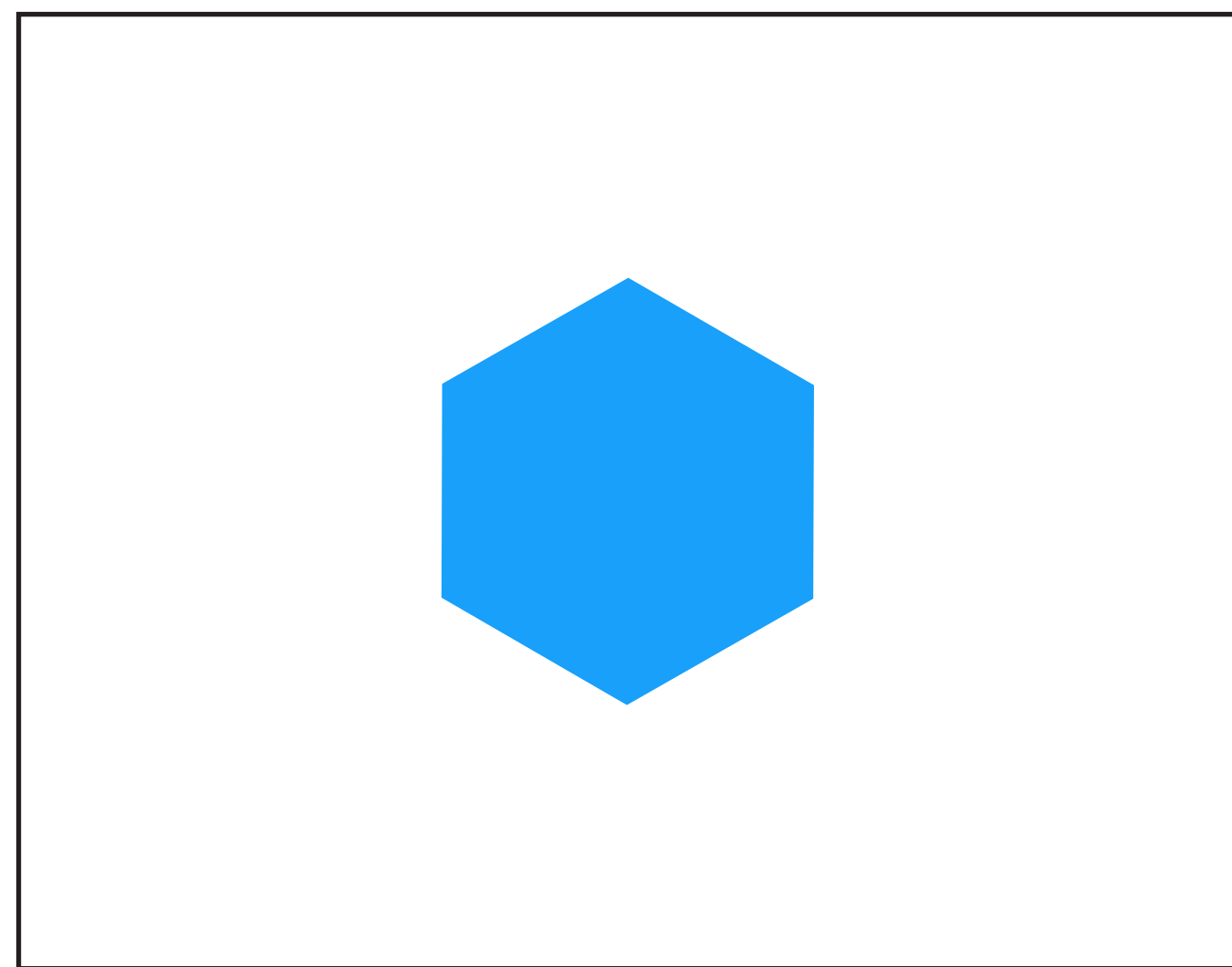
Before you get confused, let's jump to the example. We'll use [Applicable Blue](#) as the Original Color here. Highlight the Brightness value.



Voila! You made an Analogous Gradient, with a Brightness range of +20 from the original Hue.



## / Do's and Dont's



### DO

Any Brand Color or Applicable Color in White background.



### DO

Any Brand Color or Applicable Color in Dark background.



### DO

Any Brand Color or Applicable Color in Gray background.



### DO

Any Brand Color or Applicable Color in cmlabs Linear background.



### DO

Use Gradient as background color.



### DON'T

Any Brand Color or Applicable Color in any Applicable Color background.



### DON'T

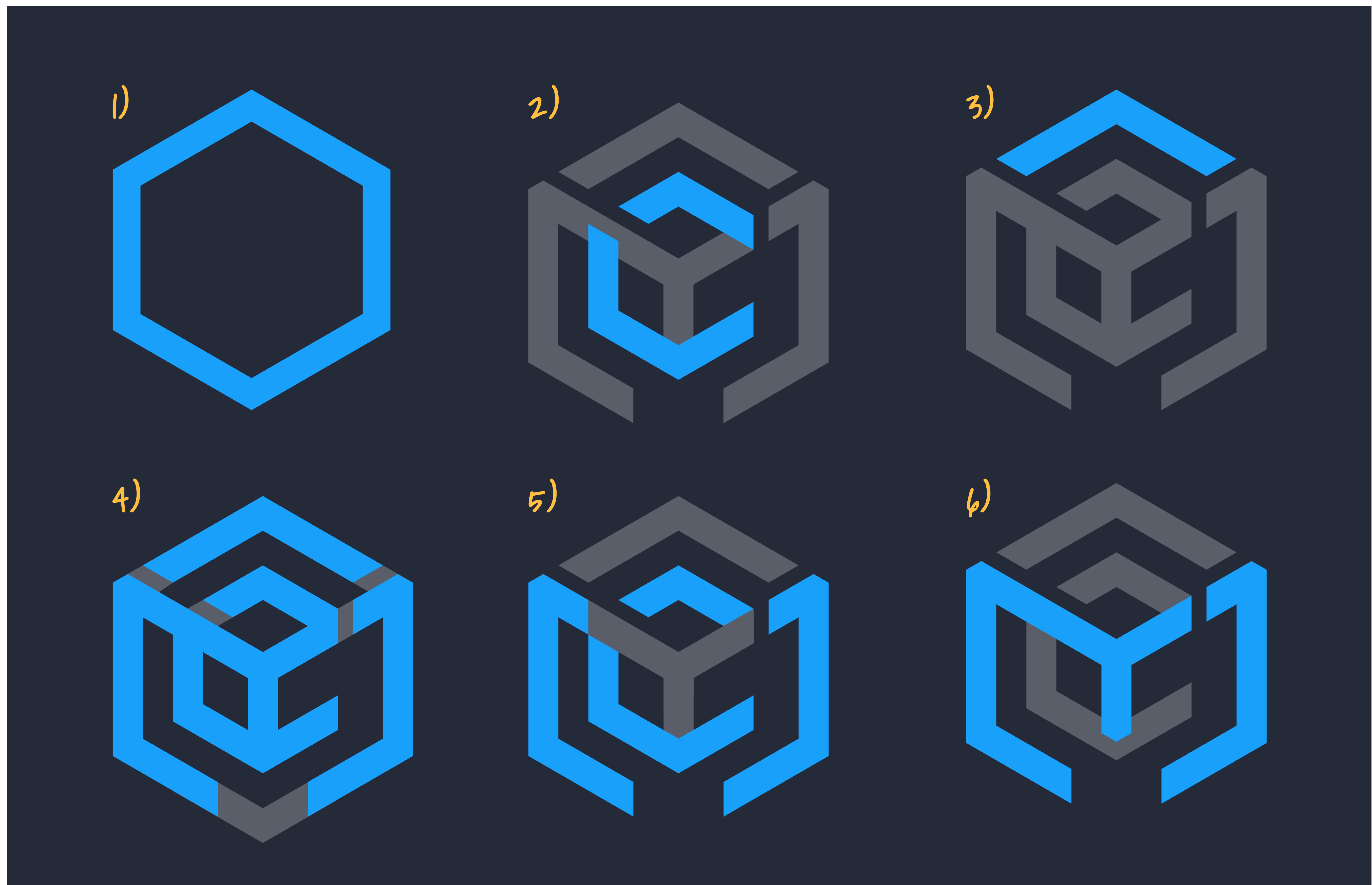
Use Gradient as illustration color.

# 02

## Logo

Anywhere, anytime, a brand logo travel places and media. And ours is a wanderlust!

## / Logo Concept



### 1. Hexagonal

a dimensional space has a philosophy where creative thinkers come together to produce brilliant works.

### 2. cmlabs Initial

the letter "c" represents the first letter of cmlabs.

### 3. Arrow

a mark or sign represent one of cmlabs' intentions, to uplift, elevate and boost business.

### 4. Tesseract Solver

a four-dimensional analogue of the cube, but there are some gaps that represent cmlabs as a comprehensive problem solver that seeking opportunities in every possibilities.

### 5. Keeper

represent cmlabs' reliability and trustworthiness by maintain the proficiency, so every business niches can count on cmlabs.

### 6. Book

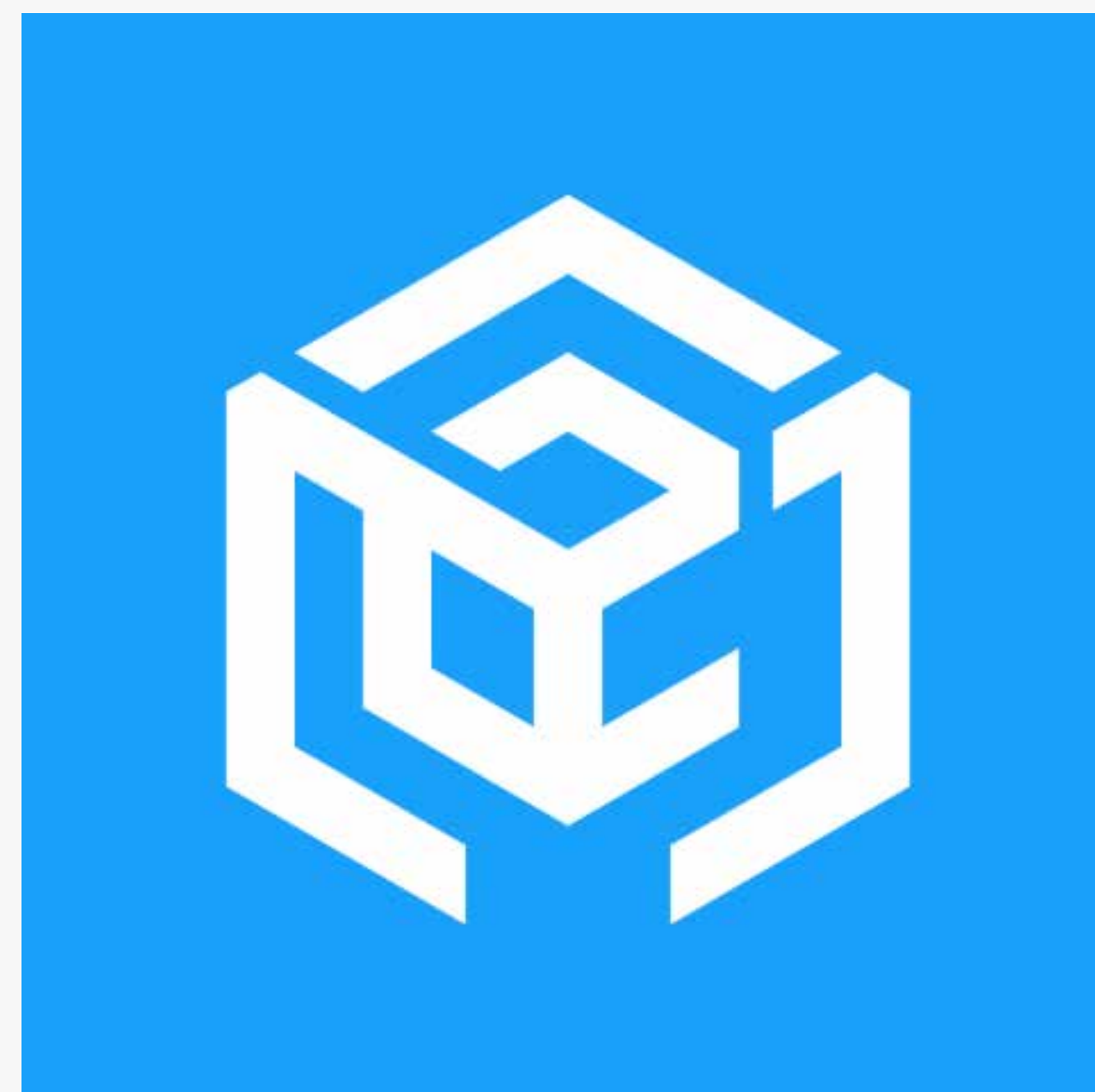
a medium that providing savvy knowledge and wisdom.



## /Type

The signature of our brand, represented as a symbol or other design. Here we defined what logo type we use. Broadly speaking, cmlabs have 3 logo types: 1) **Logotype**, 2) **Wordmark**, 3) **Combination**

### 1. Signature Symbol



#### Signature Symbol Composition

- The cmlabs Signature Symbol is composed of a square shape and the cmlabs symbol. Our symbol represent our brand initials which is a C and an M. The letters were constructed and designed specifically to look like a cube.
- The main variant of the logo use our brand color **cmlabs Blue** as rectangle shape background and use a **Neutral White** color for the symbol. **The colors shall not be change at any circumstances.** If you looking for another color, there will be another section on this document that will modulate the variants of the logo.
- The size of the logo, and the white space was calculated in details. This will be explained more later on **Grid & Whitespace**.

## 2. Wordmark



### Wordmark Rules

- The typeface we use for Word Mark is **Plus Jakarta Sans**. Plus Jakarta Sans is a geometric sans-serif typeface that suits our company goals, the design is so fresh and straightforward, it have a modern and still look profesional, one other thing that make this typeface is so unique that it's also have a distinctive vibe which totally fit our brand.
- There are no modification on the typeface composition, however, typeface's kerning seems too wide, we decided to tighten it a bit.

## 3. Combination

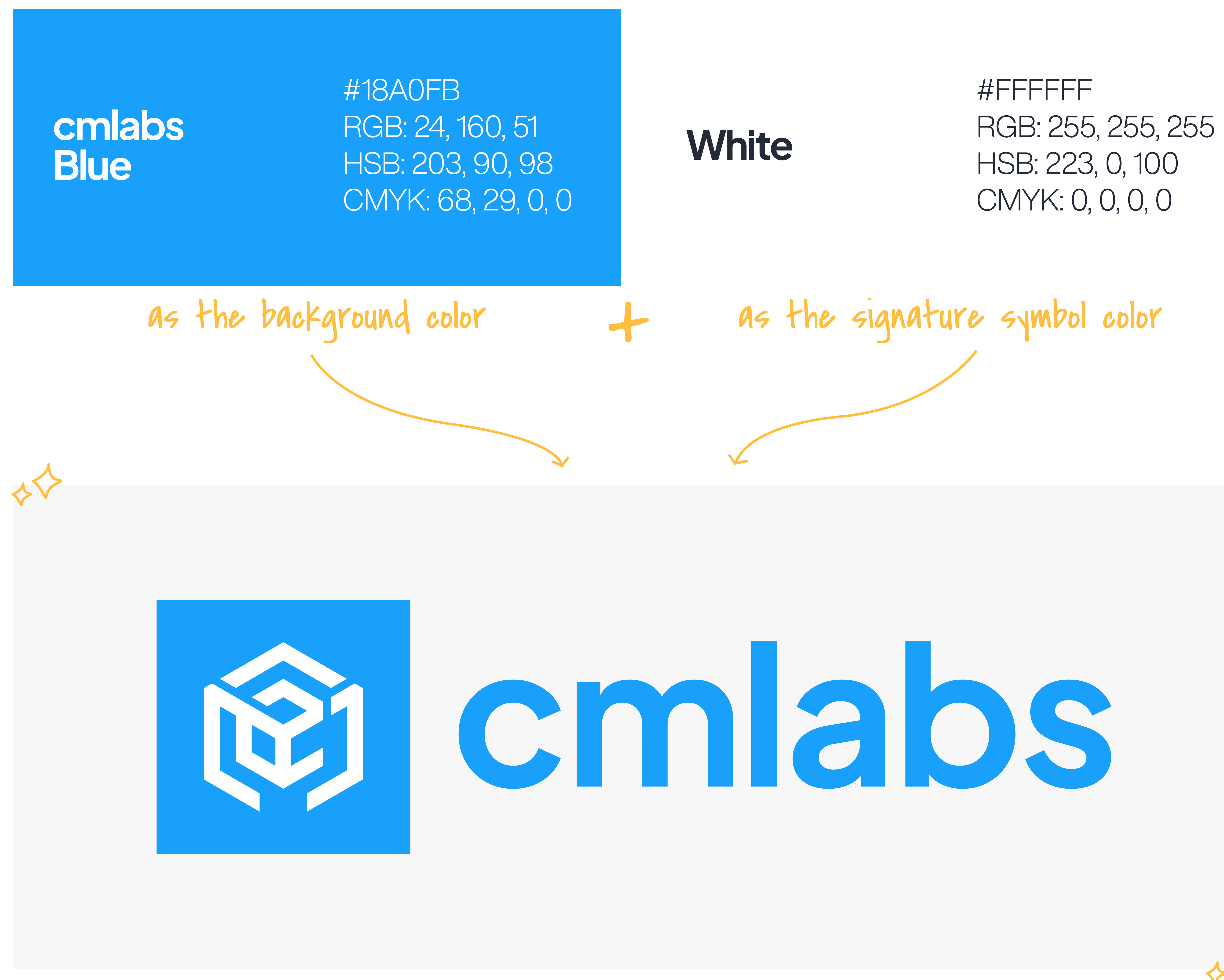


### Combination

- A combination of logotype and wordmark logo.
- The wordmark position should be on the right side of logotype

## / Color

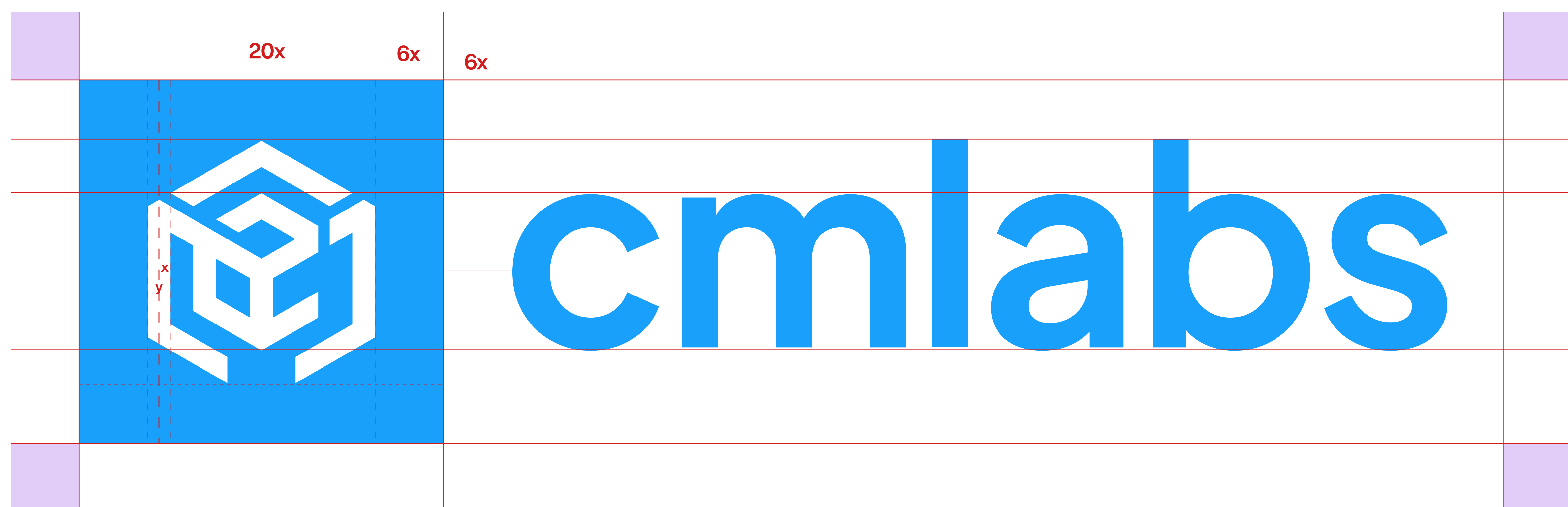
These are the colors that used on cmlabs logo. The color of this logo shall not be change. You can find other color variant of this logo on the next section.





## / Grid & Whitespace

The logo is well structured, precisely measured, and well crafted. Using mandatory grid system, we were able to achieve this look for our logo. White space refers to the space that surrounds the logo elements.



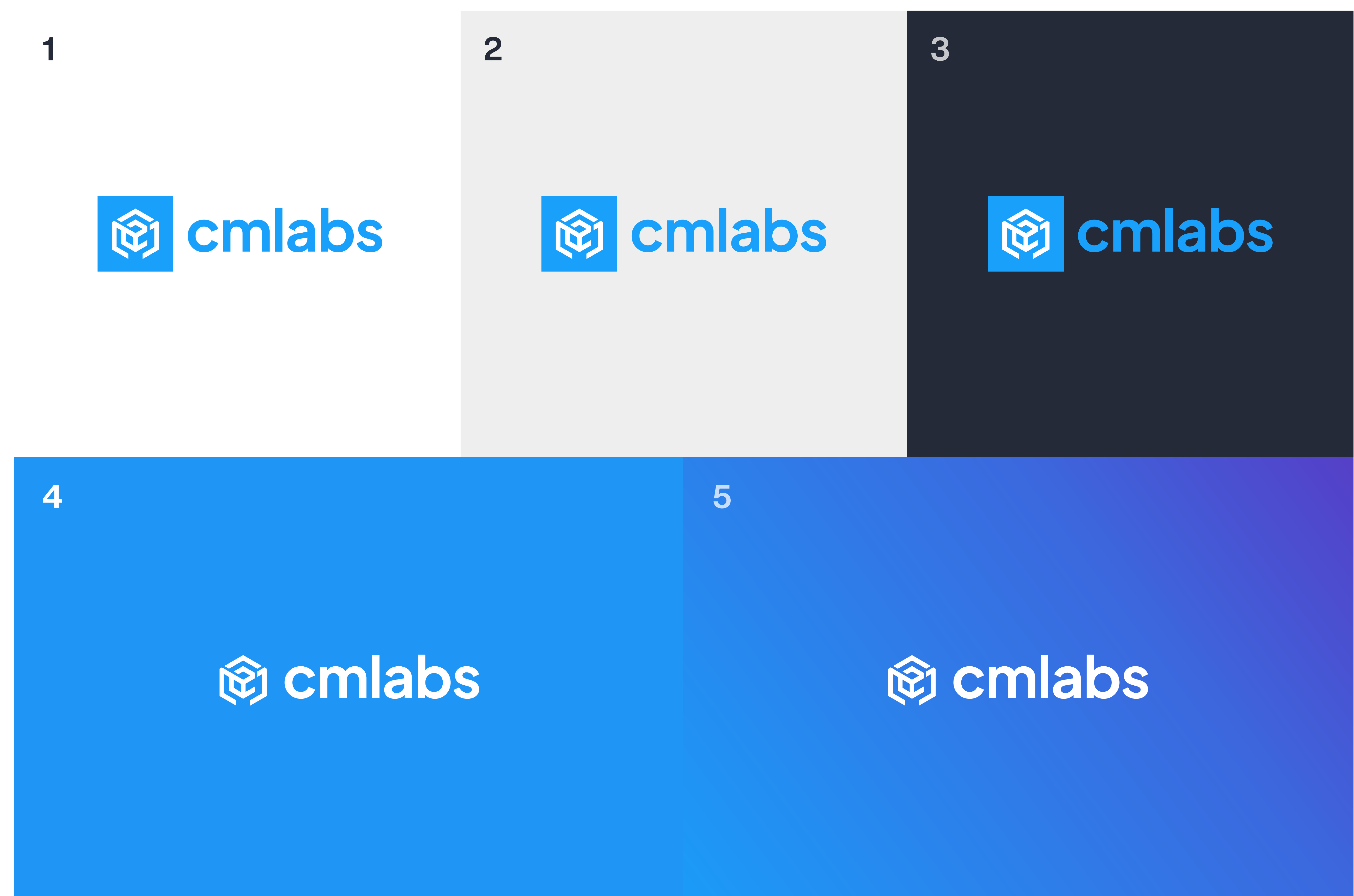
### Grid & Whitespace Units

- We define 1 bar as **y**, but we use a fixed ratio of x which is half of the bar. Meaning **y = 2x**.
- The overall logotype size is **32x**, as for the symbol is **20x**.
- The space between symbol and logotype edge is **6x**. This value also use for the space between logotype and wordmark for the combination mark.
- Wordmark's height should be in line with logotype's "C" mark. As for the wordmark's ascender, inline with top of the symbol.
- Safe space / whitespace for our logo is **6x**.

## **/ Usage Rules**

Here we define how the logo can be used on any conditions.

### **1. Background**



- We defined there are 5 colors that allowed to be logo backgrounds. These colors are:

- 1) Neutral White
- 2) Neutral Gray
- 3) cmlabs Dark
- 4) cmlabs Blue
- 5) cmlabs Linear



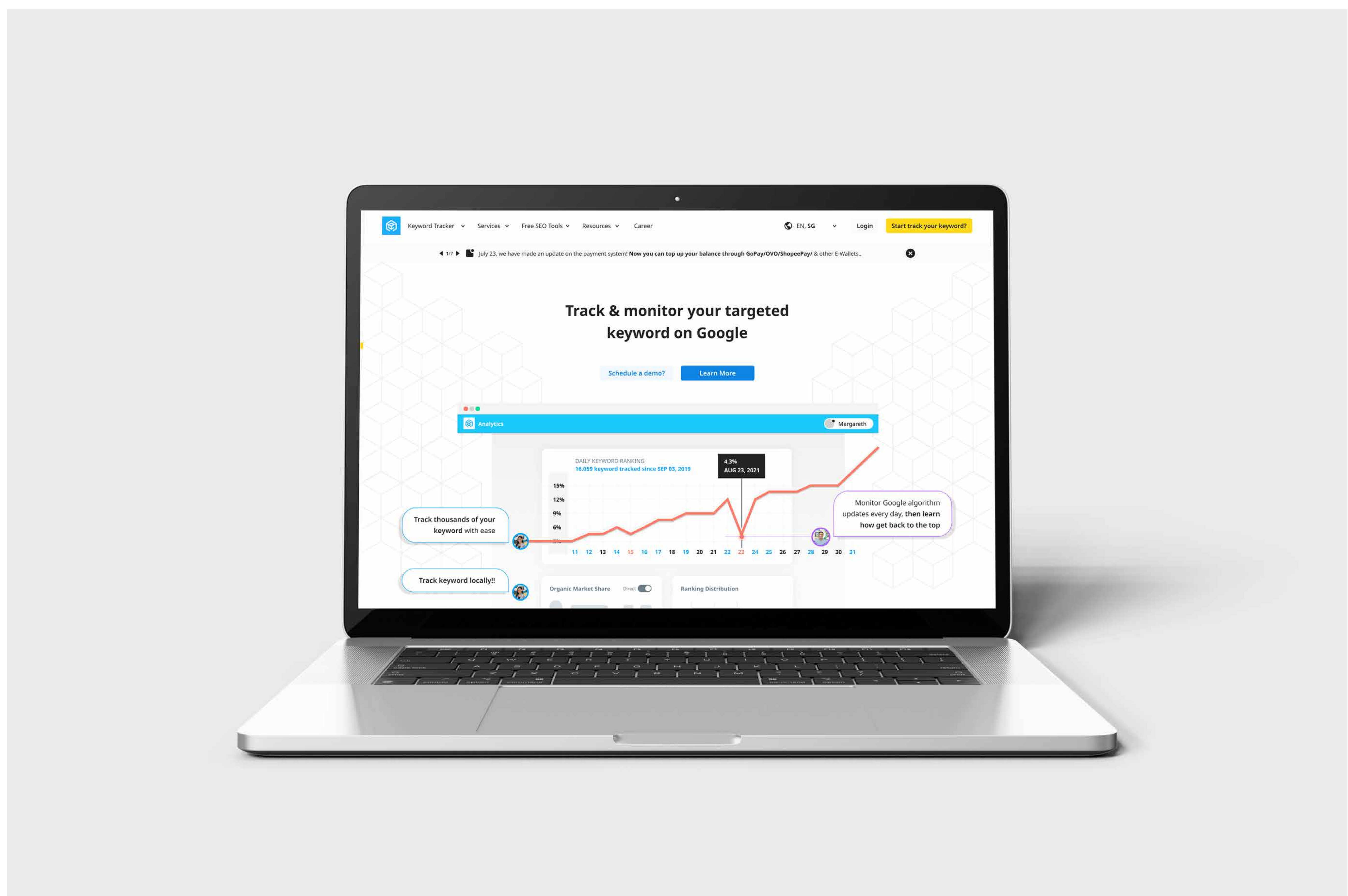
# cmlabsguideline

- Logo type and color for each usage were also defined:

1) When the background is Neutral White, Neutral Gray, and cmlabs Dark colors, use combination logo type without any modification.

2) When the background is within blue family, like cmlabs Blue or cmlabs Linear, use combination logo type but box within the logo should be remove and the space between symbol and wordmark should be tighten a bit.

## 2. cmlabs.co



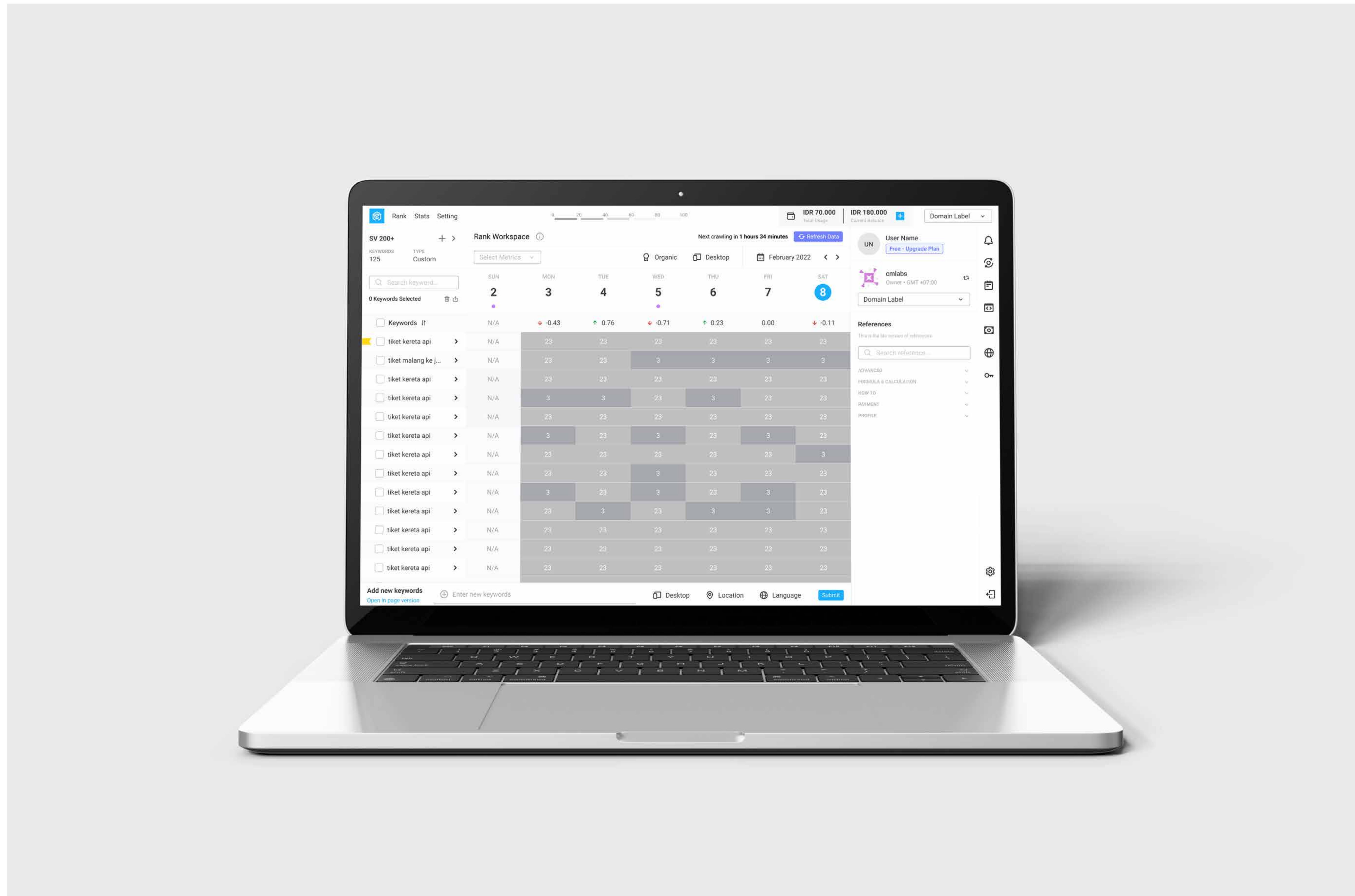
- When used on cmlabs.co (our website) the type of logo that should be use is **Combination**. We want user to associate our logotype and our brand name so we could reinforce our brand.

- Logo must be use on header as part of website navigational function. By interacting with logo (clicking the logo), the user will be redirected to homepage.

- Logo is suggested to look consistent throughout the website responsiveness. Meaning even on mobile view, the logo placement, and type, should be the same.



## 3. cmlabs 3.0



- Only use **Logotype**. The idea of using only the logotype instead combination is that we need to understand that user who already use the application have known our brand. So we don't really need to show our brand name anymore and we can use that space for more application-related function.
- We can use the logo as a function as well. To redirect user back to default page which in this cmlabs 3.0 case is Rank page

## 4. Social Media



- Use **Logotype** and/or the **Symbol only** for decoration.
- Each segment **should use wordmark**



## 5. Letter Head & Envelope



- Use **Logotype** and place it on the top-left side of the paper. Inline with it, add company address information.
- Use **cmlabs Symbol**, with very low opacity and place it on the top-right side of the paper. It is okay if the symbol is cropped as long as the “C” of the symbol still inside the frame. (Referring to [Decorative usage](#) rule)



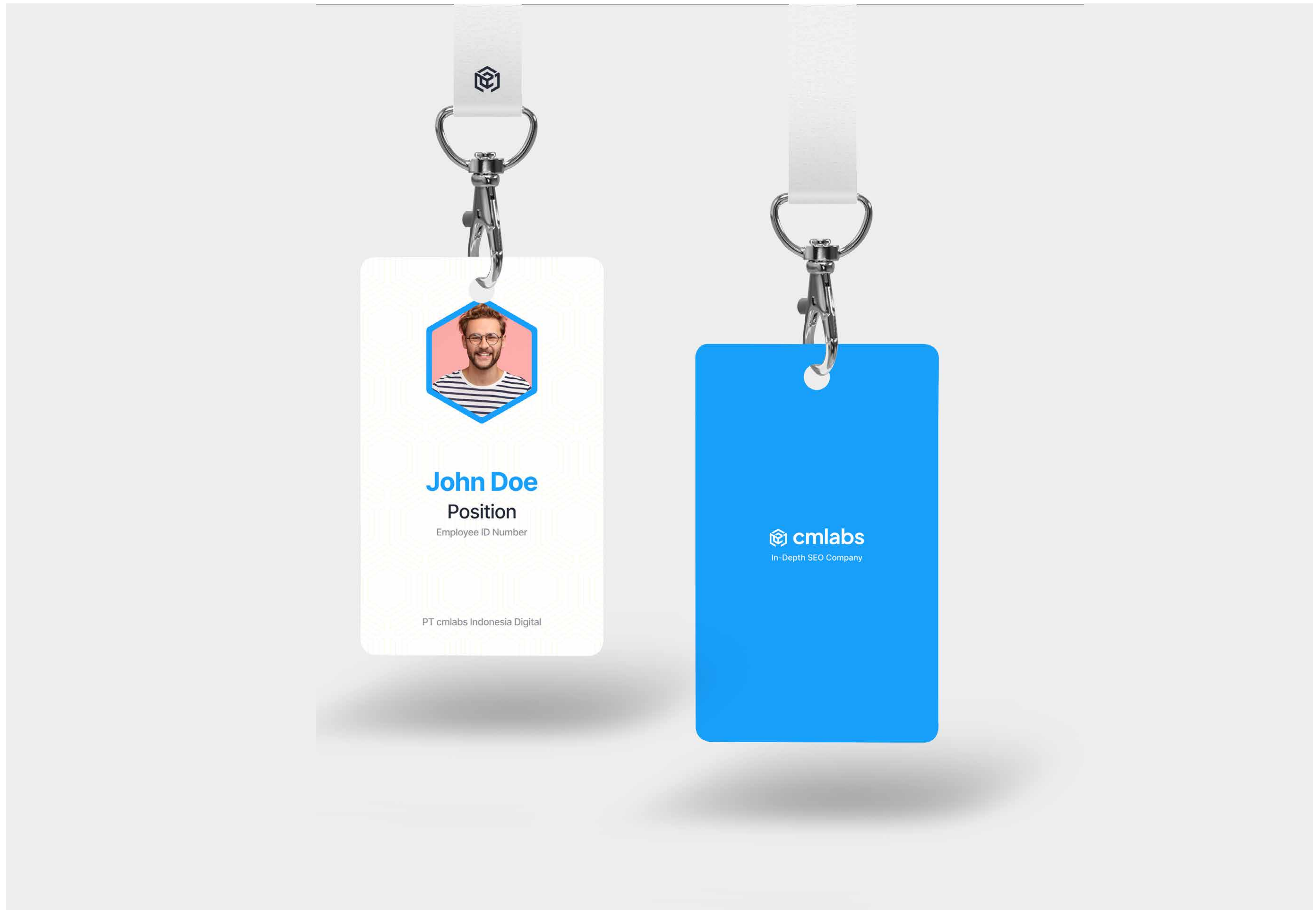
## 6. Business Card



- For the front-side of the card, its allowed to use **Decorative** or **Supergraphic** (will be explained more in Illustration section).
- For the back-side of the card, use cmlabs Dark as background and put combination logo to show our identity. We can put our company legal name below the logo.



## 7. ID Card



- For the front side of the ID card, is allowed to use **Decorative** symbol or **Supergraphic** (will be explained more in Illustration section) as background behind employee picture.
- For the back side of the ID card, use a full **cmlabs Blue** background, and use combination logo type without box around the symbol. This refers to Logo on Backgrounds usage rule.

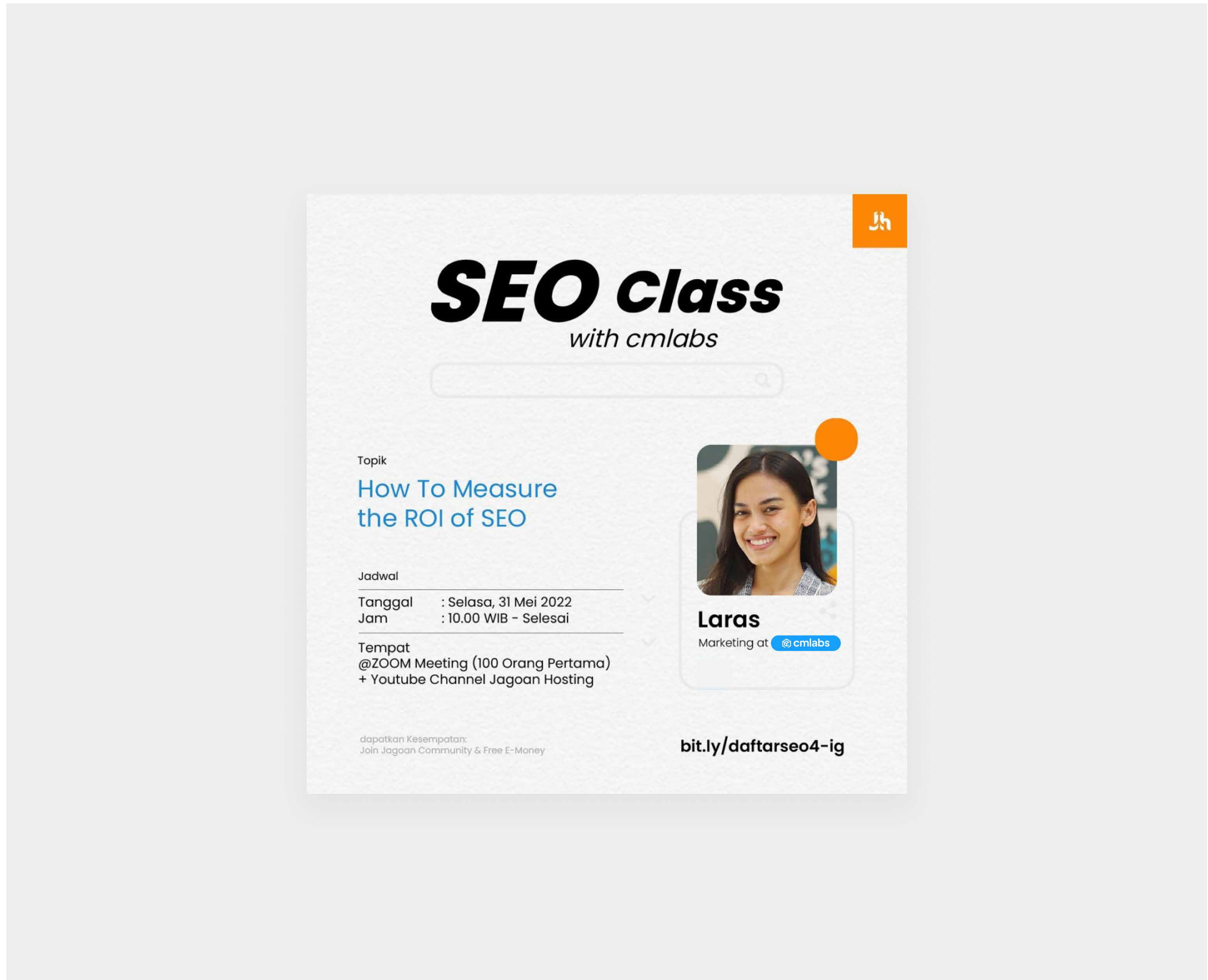
## 8. Decorative



- Only use **cmlabs Symbol**. The color of the symbol should consider color of the background used. If using a white background, then use a cmlabs Blue color for the symbol. Otherwise, use a Neutral White color.
- There are 3 position where you can place the symbol. Top-right side, center-right side, and bottom-right side of the frame. The symbol is allowed to be cropped but the crop still need to show the “C” of the symbol.
- The symbol should be on very low transparency below 10%.

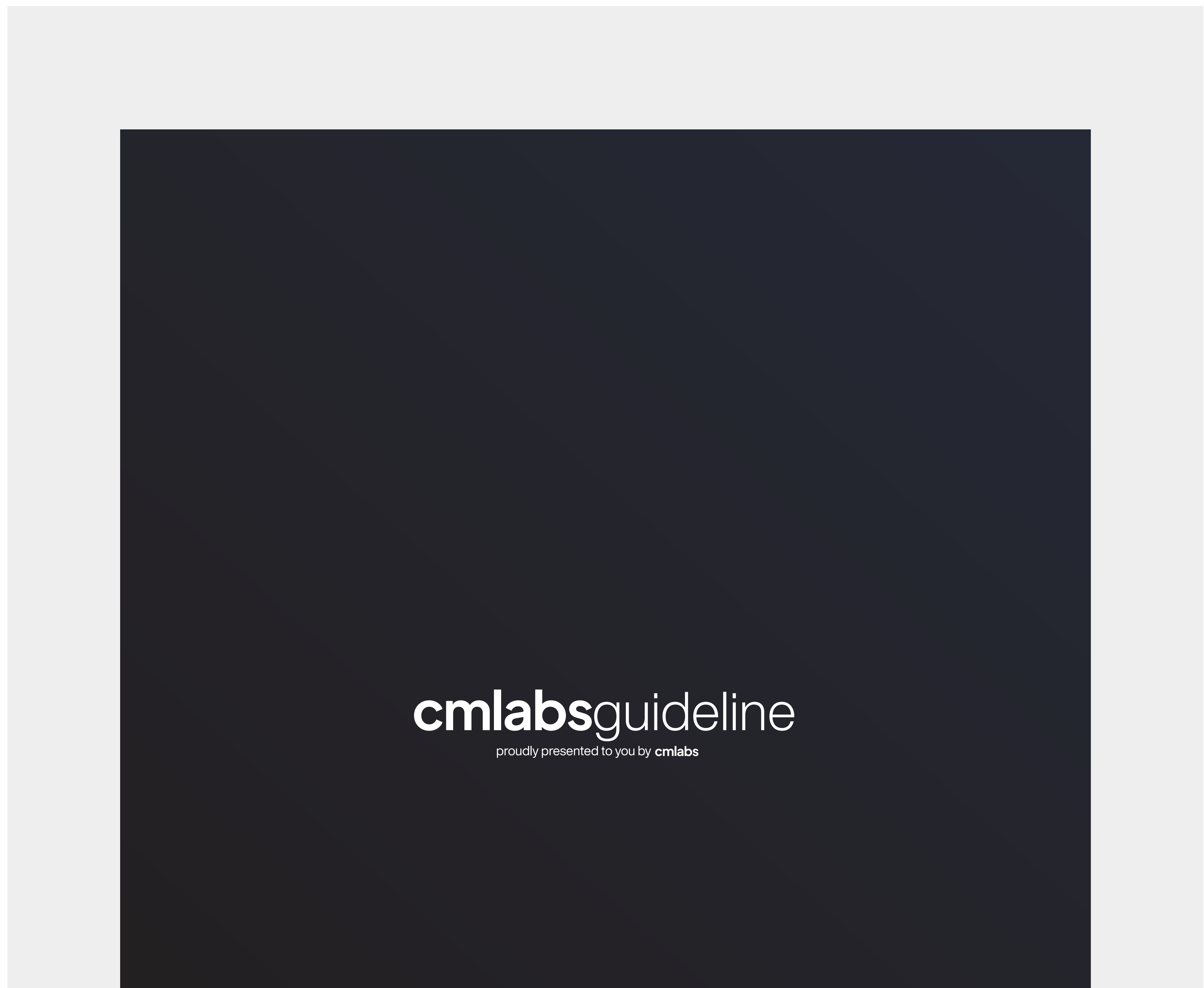


## 9. Collaborative



- When our brand want to be mentioned on other brand / company visual graphic, use a **pill-shaped logo** with cmlabs Blue as object background color.

## 10. When Our Brand Is Within a Sentence



- We can use **wordmark only** logo to emphasize our brand when mention on a simple sentence (not on paragraph or article)

# / Do's and Dont's

This section will show you what you can and can't do with the logo



DO

When the wordmark is used **independently**, it's allowed to use one of these color: 1) **White**, 2) **cmlabs Dark** and 3) **cmlabs Blue**.



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**DON'T**  
Put logo on any color except  
cmlabs Blue, Linear, and Neutral



**DON'T**  
Change any color of symbol  
and box



**DON'T**  
Change wordmark color except  
defined on Logo Usage



**DON'T**  
Reduce logo transparency



**DON'T**  
Alter Wordmark position when  
using Combination mark



**DON'T**  
Skew and distort the logo



**DON'T**  
Rotate the logo



**DON'T**  
Flip or reflect



**DON'T**  
Crop the logo

## cmlabsguideline



### DON'T

Add shadow



### DON'T

Add stroke



### DON'T

Mirror effect



### DON'T

Make the logo into 3D



### DON'T

Put logo on image. If need to put logo on image, put on the clear space of the image.

# 03

# Typography

The essential vehicle that not just helping us to communicate our message, but also spreading our vibes.



# /Typefaces

Our exploration made us found these four typefaces. We decided to use these typefaces to depict cmlabs as a comprehensive, collaborative, and nerdie SEO Company.

## 1. Primary Typeface

# Plus Jakarta Sans

---

Aa

Plus Jakarta Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 0

~ ! @ # \$ % ^ & \* ( ) \_ + ` - = \ |

**Plus Jakarta Sans** should be the default typeface. Its simple, clean, and slightly rounded, a perfect reflection of the overall brand identity. We use the primary typeface in Headlines, Subheads, and Callouts.

## 2. Secondary Typeface

# Helvetica Now

---

Aa

### Helvetica Now Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 0  
~ ! @ # \$ % ^ & \* ( ) \_ + ` - = \ |

Aa

### Helvetica Now Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 0  
~ ! @ # \$ % ^ & \* ( ) \_ + ` - = \ |

Aa

### Helvetica Now ExtraBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 0  
~ ! @ # \$ % ^ & \* ( ) \_ + ` - = \ |

**Helvetica Now** is the preferred secondary typeface. Its clean, firm, and looks professional. This one should complement the primary one, and support the typographic design system. We use this typeface in every body text that we have.

### 3. Alternate of Secondary Typeface

# Inter

---

Aa

#### **Inter** Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 0  
~ ! @ # \$ % ^ & \* ( ) \_ + ` - = \ |

Aa

#### **Inter Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 0  
~ ! @ # \$ % ^ & \* ( ) \_ + ` - = \ |

Aa

#### **Inter ExtraBold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 0  
~ ! @ # \$ % ^ & \* ( ) \_ + ` - = \ |

**Inter** is the alternate version of Helvetica Now, usage rules of this typeface are still the same as Helvetica Now. We decided to add alternate typeface because of its accessibility and availability.



## 4. Decorative Typeface

# Covered by Your Grace

---

Aa

Covered By Your Grace Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 0

~ ! @ # \$ % ^ & \* ( ) \_ + ` - = \ |

**Covered By Your Grace** can be used sparingly to help add visual interest.

## / Usage Rules

To reinforce clarity and consistency in our design, please follow these general guidelines. Below are the example and the brief explanation of each points.

**LOREM IPSUM**

**Dolor saklawase, consectetur adipiscing.**

#|

Can you put "find us on facebook" by the *Facebook* logo? we exceed the clients' expectations can you make it more infographic-y. The hair is just too polarising i know you've made thirty iterations but can we go back to the first one that was the best version I know somebody who can do this for a reasonable cost, in an ideal world can you please change the color theme of the website to pink and purple? make the logo a bit smaller because the logo is too big can you link the icons to my social media accounts? oh and please put pictures of cats everywhere and is there a way we can make the page feel more introductory without being cheesy can you please send the design specs again, dear *VISTeam*?

**Button**

### 1 Headline & 2 Subheadline

- The font should use **Plus Jakarta Sans Bold**.
- Predominantly be lower case apart from the first letter of a phrase (Lorem ipsum) or all-caps (LOREM IPSUM).
- Ensure there is sufficient space around the heading.

### 3 Body Text

- The font preferably use **Helvetica Now Light**. **Inter Light** is used as a secondary alternate typeface.
- Predominantly be lower case apart from the first letter of a phrase (Lorem ipsum).
- The minimum font size for body copy is 10 point to ensure body text is legible.



## 4 Decorative Text

- The font should always use **Covered by Your Grace**.
- Predominantly be lower case apart from the first letter of a phrase (Lorem ipsum) or all-lower case (lorem ipsum).
- The minimum font size for body copy is 10 point to ensure body text is legible.

## 5 Initial Caps (Lorem Ipsum)

- Only use on buttons, marks, and labels.

## 6 Italics (*lorem ipsum*)

- Can only be used where required by style conventions, such as names, titles or quotes.

## # Other Rules

- **Alignment:** Left align is preferred. Center align and Right align and is okay when required by the design.
- **Scaling:** Body text should always smaller sized than the subheads. Same sized is okay.
- **Effect:** Don't use any effect on every text such as shadow, outline, mirror, etc.

## /Typography Color

These are the main sets of colors to use in typography.



### **cmBlue**

Primary font colour across headlines text



### **cmDark**

Primary font colour across subheads and body text.



### **cmGray**

This should be used sparingly and should only be used for subtext or disabled content and body text.



### **cmWhite**

Should only be used for every text when placing text on cmDark, cmGray, cmBlue backgrounds.



### **All cm Color**

These colour can be used for decorative typograph only. Preferably use cmYellow.

# 04

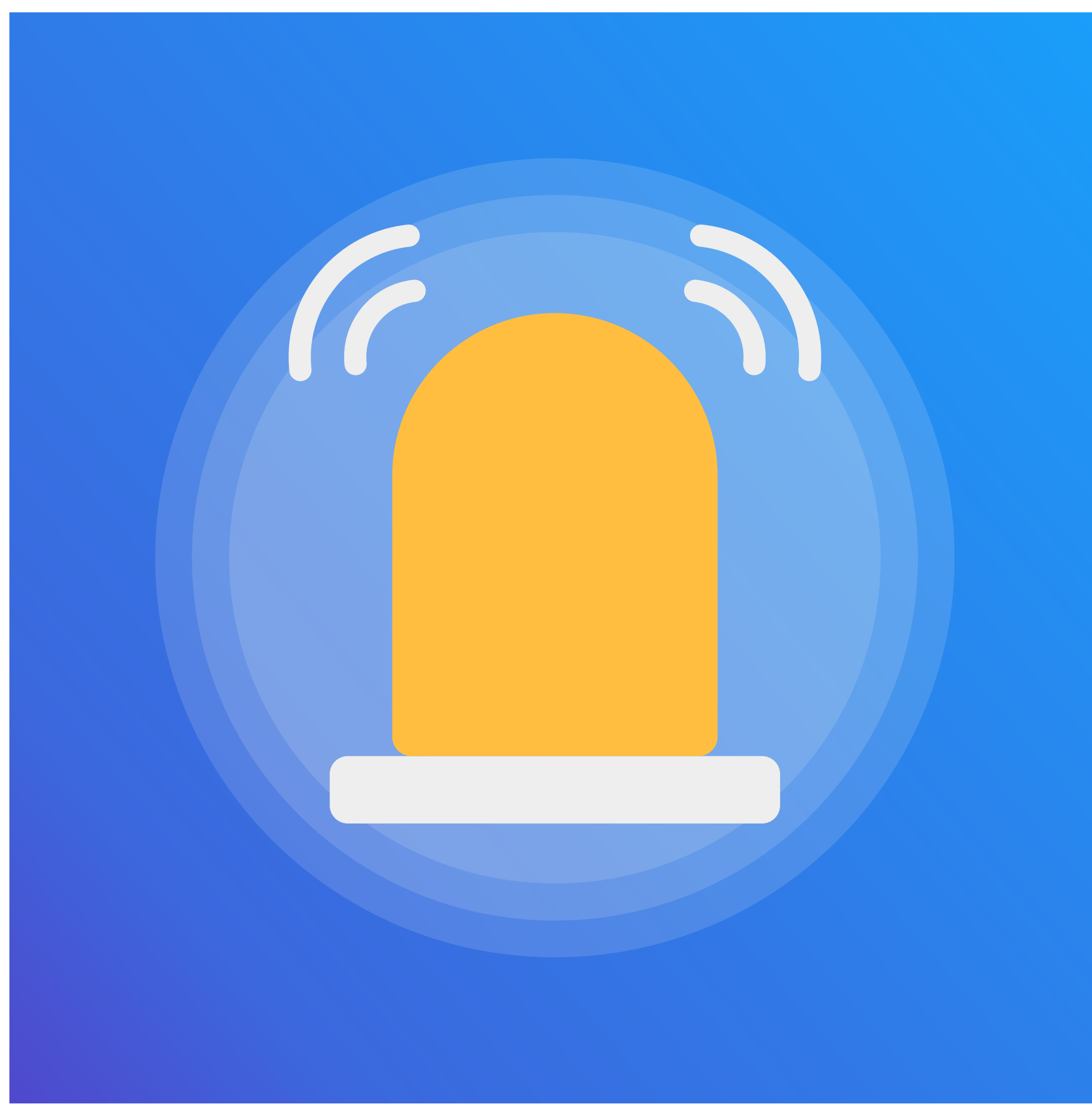
# Illustration

We explore and express stories through authentic, compelling, and expressive illustration



## /Value

Explore yourself with these 3 compelling values.



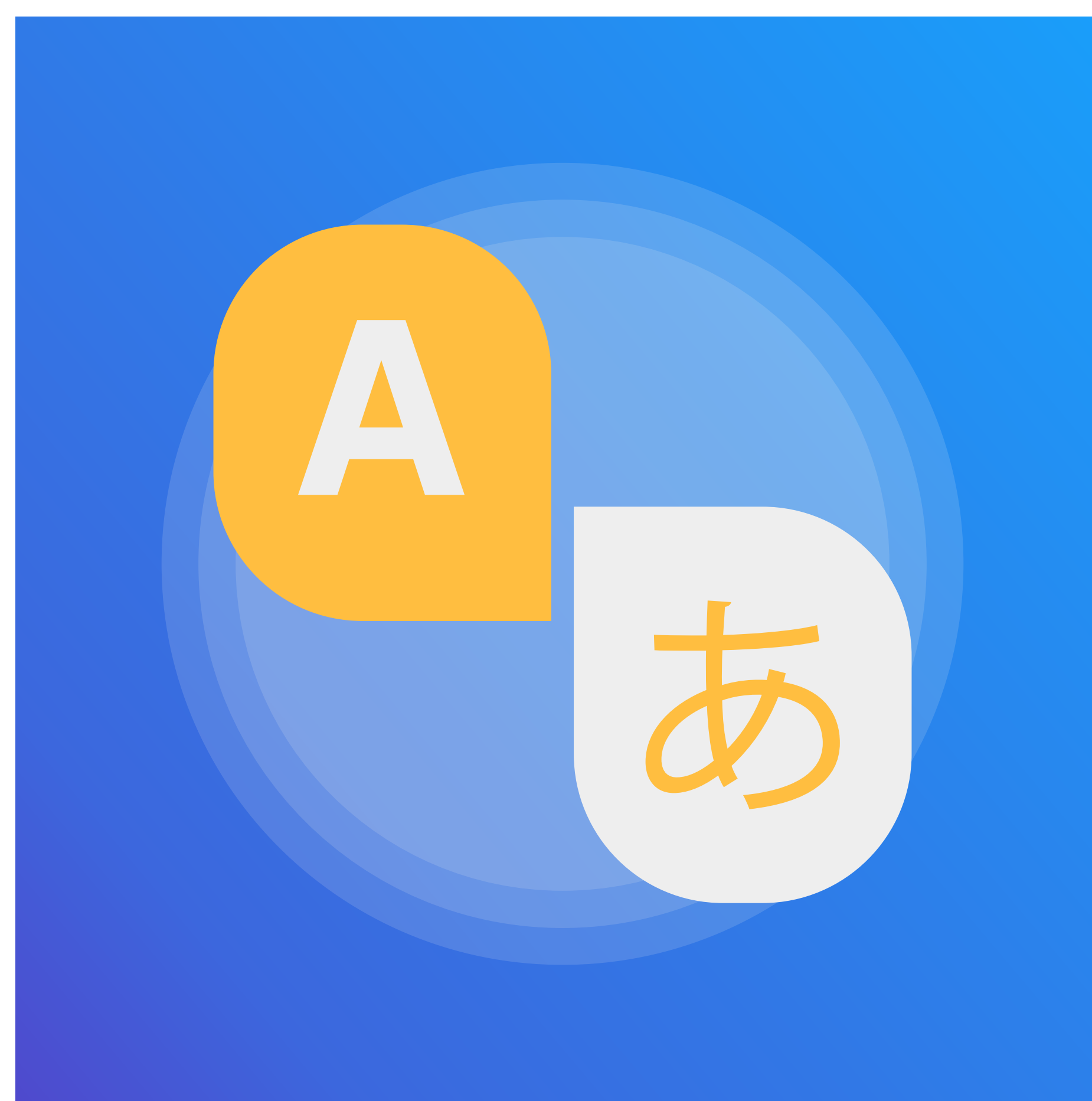
### **Attention Seeker**

Be bold, be noticeable, be the centre of interest



### **Use Metaphors**

Deep-thinking, comprehensive, in-depth



### **Be Translator**

Help user to understand robot language

## **/ Supergraphic**

### **1. Basic Shape**

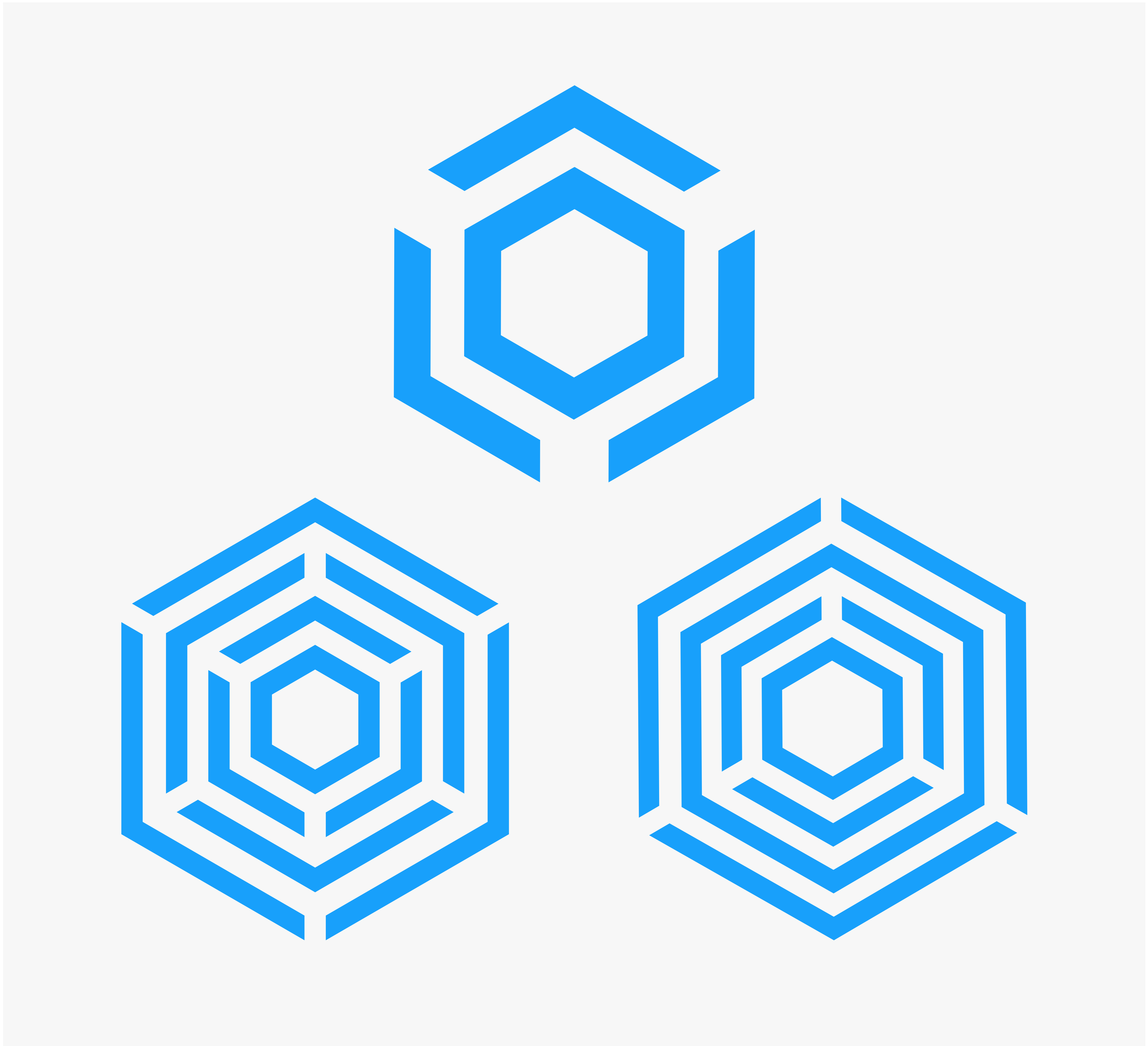


Hexagon is a six-sided-shape that represent a room. A space that used by creative thinkers work together side-by-side to solve a problem by providing a creative-approach solution.

Our brand archetype is Sage which associated with knowledge and wisdom. We aspire to nurture others, help them to achieve their goals and dreams.

We believe in giving an equal opportunity for people to grow.

## 2. Pattern Types

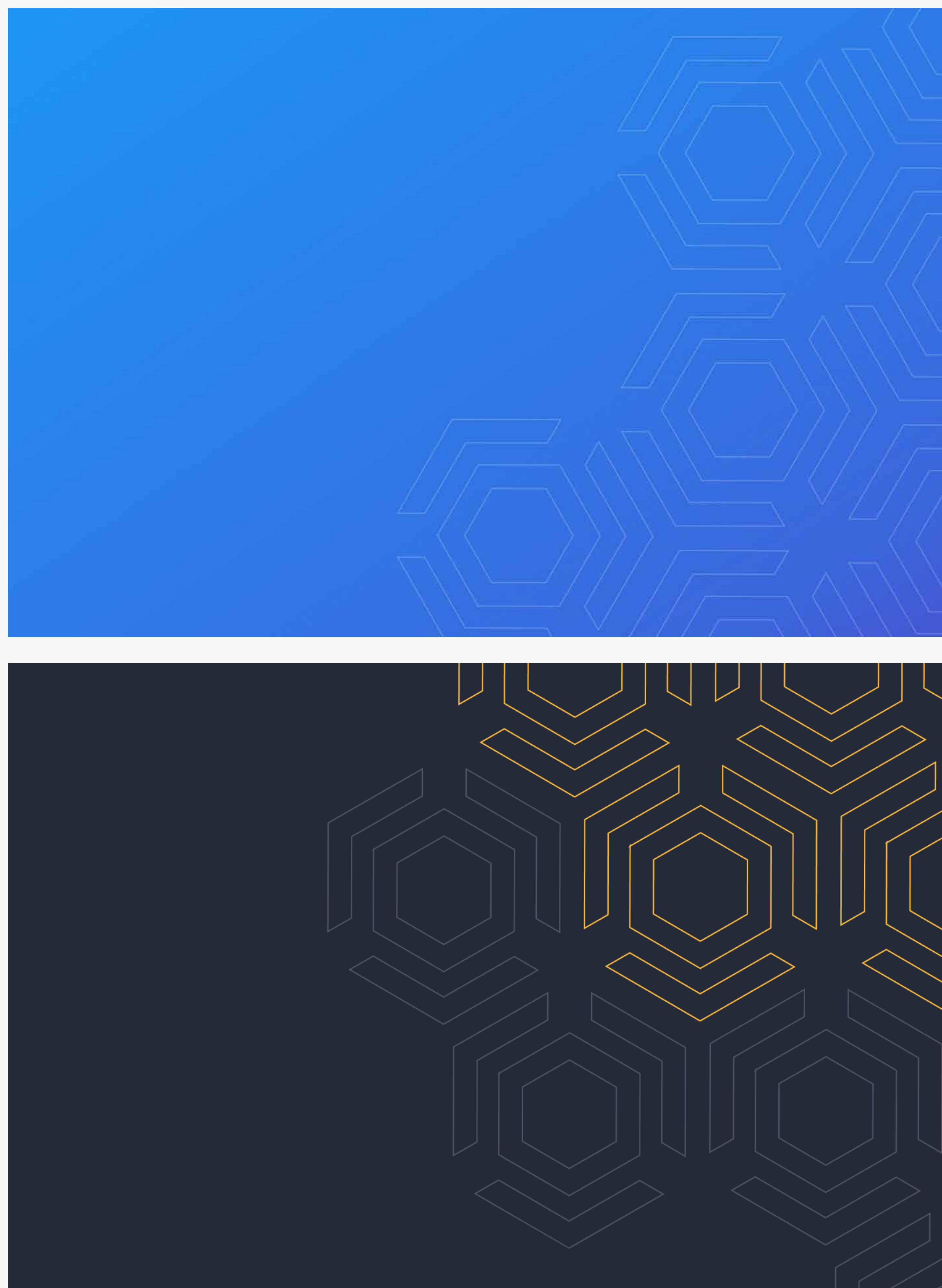


Derived from the basic shapes, we define 3 types of patterns for the supergraphic, which can later be explored based on the type of style in the next section.



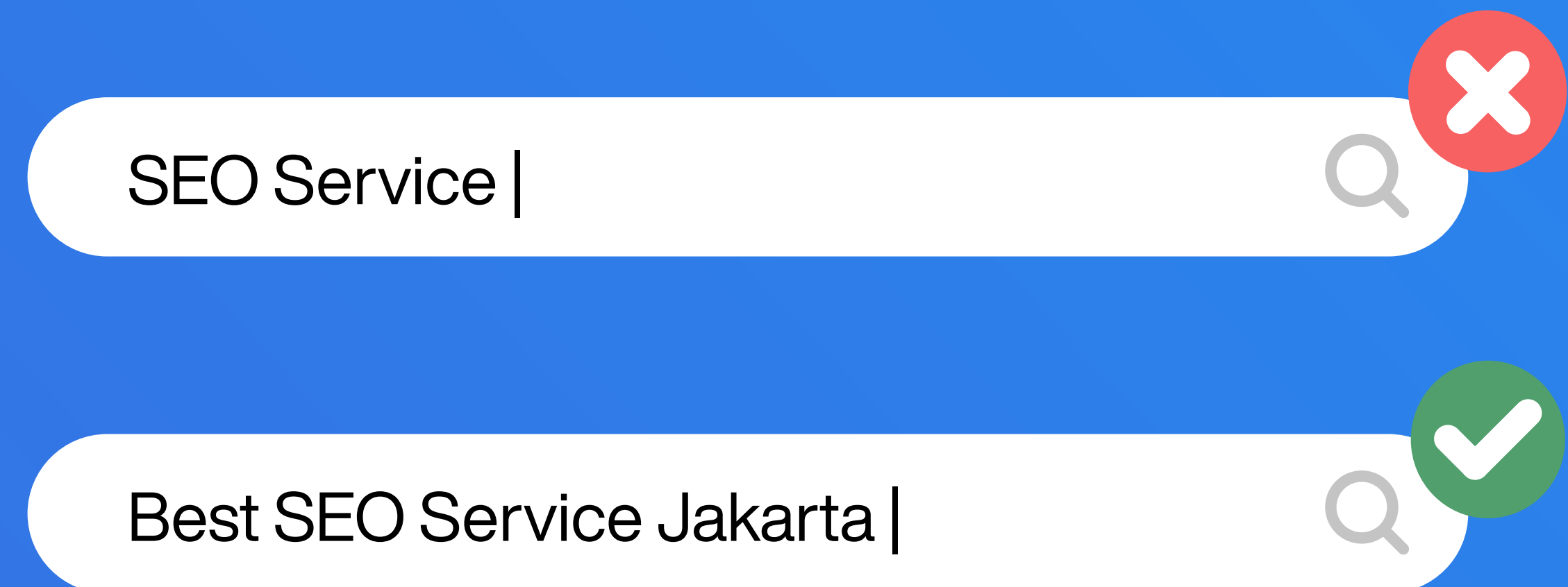
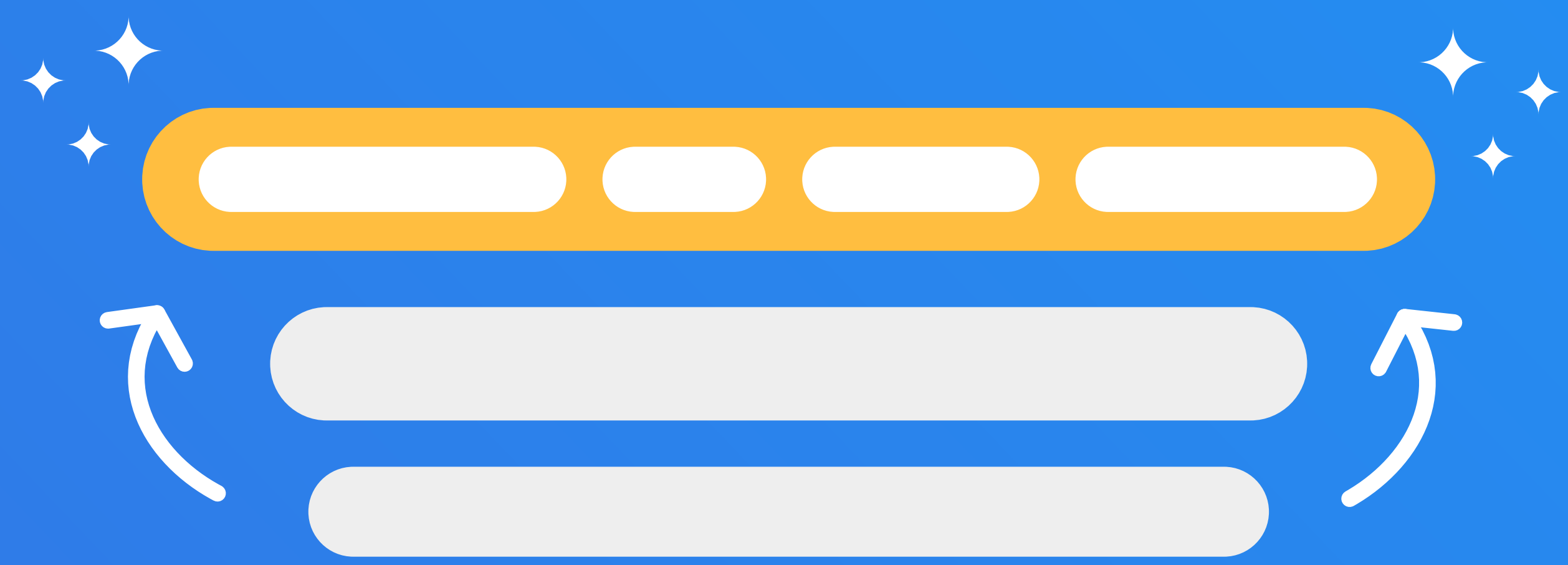
## 3. Usage Rules

### i) Grid



## ii) Echo





## / Usage Example



