ellab

Brand Guidelines

1.0 Introduction.
Purpose & Scope

Building a strong, recognizable brand starts with consistency. This document serves as a foundation for our brand identity, outlining key elements and guidelines that ensure coherence, clarity, and ease of application across all touchpoints. By establishing these fundamental building blocks, we create a framework that is not only easy to reproduce but also scalable as our brand evolves.

This brand book is a work in progress, designed to grow alongside our vision and adapt to future needs.

Purpose

To ensure uniformity across all Ellab visual materials online and offline, as well as guide creators to produce brand-aligned graphics. It defines how we visually present our brand across all platforms.

Scope

These guidelines include best practices regarding how we communicate visually. It contains rules for logo, color, and shape usage. Within it, you'll find core guidelines for designing webpages, blog images, printed materials, etc.

2.0 The Logo:
Our Brand's Signature

Our logo is the most immediate and recognizable representation of our brand. It embodies our identity, values, and vision, serving as a visual anchor across all communications. A well‑crafted logo ensures consistency, professionalism, and memorabilvity, making it essential to use it correctly and consistently.

In this section, we outline the guidelines for using our logo, including its variations, proportions, spacing, and proper applications. By following these standards, we maintain a strong, unified brand presence in every interaction.

Note: Always write the brand name as 'Ellab' with the first letter capitalized when used in text - do not replace it with the logo image.

2.1 Primary Colors: Ensuring Visibility and Consistency

Color plays a crucial role in maintaining brand recognition and visual impact. When possible, the logo should be used in its default color, cyan, as it best represents our brand identity. Alternatively, white may be used when necessary.

Adhering to these guidelines helps maintain a strong and consistent brand presence across all applications.

2.2 Logo Colors: Monochrome Use

For monochromatic designs, the logo should appear in either black or white, depending on the background, to ensure maximum contrast and readability. The logo must always remain clearly visible, standing out from its surroundings without blending into the background.

2.3 Logo Colors:
Use with Tagline

The logo with tagline has the same color rules as the one without on the previous page.

The tagline does not change size relative to the logo - it always keeps the same proportions. For details on when logo with tagline can be used, see the previous section.

Use the logo with the tagline for corporate materials to reinforce brand identity and consistency. In marketing or creativity-driven content, the tagline can be detached or omitted to allow for more flexibility and emphasis on the message.

When the tagline is used separately from the logo, it should be treated like any other text, maintaining the required distance from the logo and following general typography guidelines.

2.4 Clearspace & Size

The logo must be placed with safe, empty space around it – for example, away from borders or images surrounding it. The Ellab 'L' defines this clearspace around the logo, as shown on the following page.

The sizing is different with standalone logo and with tagline – refer to the following page for directions.

Minimal space around the logo

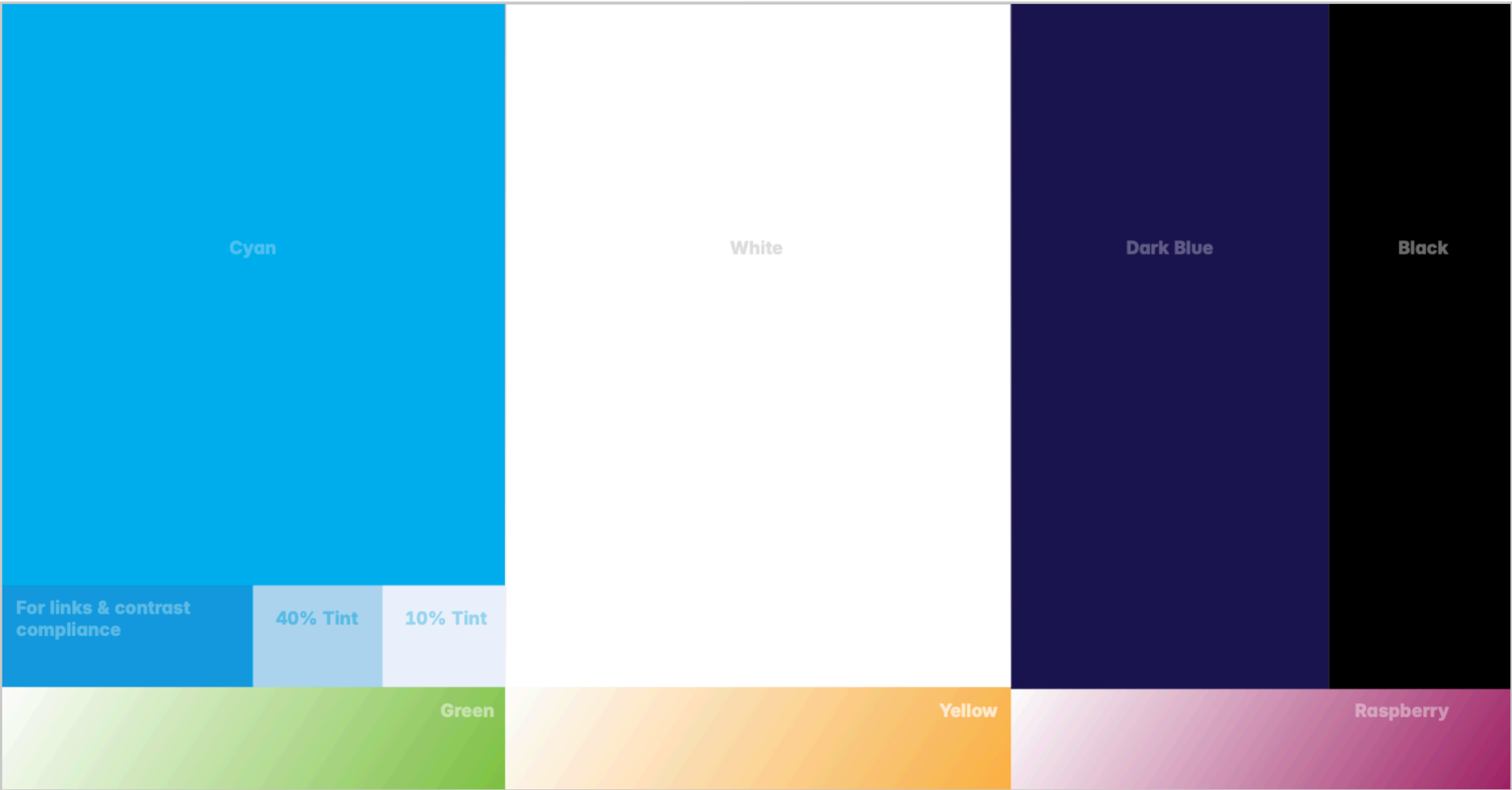Minimal space (with tagline)

70px

Minimal size (without tagline)

300 px

Minimal size (with tagline)

3.0 Color Palette

Our color palette is a fundamental part of our brand, setting the tone for how we are perceived.

Each color has been carefully chosen to reflect our identity and create visual harmony. This section outlines the primary, secondary, and tertiary colors, their applications, and the balance needed to maintain consistency.

Cyan

For links & contrast compliance

40% Tint

10% Tint

Green

White

Yellow

Dark Blue

Black

Raspberry

3.1 Color Palette:
Main Colors

The dominating colors of the brand are cyan, dark blue, white, and black.
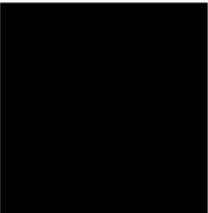
Cyan is our signature color. This blue still conveys the feeling of safety like other blues, but stands out across the industry due to its lightness.
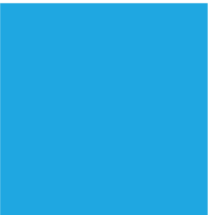
CMYK: 100/0/0/0
RGB: 00/174/239
HEX: #00AEEF
Pantone: Printed as 100% Cyan

CMYK: 100/100/25/40
RGB: 0/0/75
HEX:#00004B
Pantone: 2766C
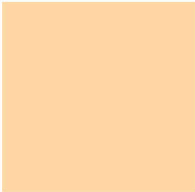
CMYK: 75/68/67/90
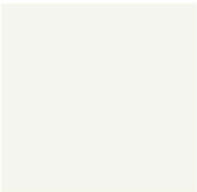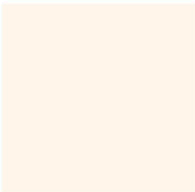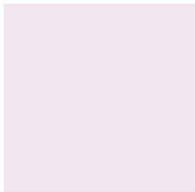RGB: 0/0/0
HEX:#000000

CMYK: 0/0/0/0
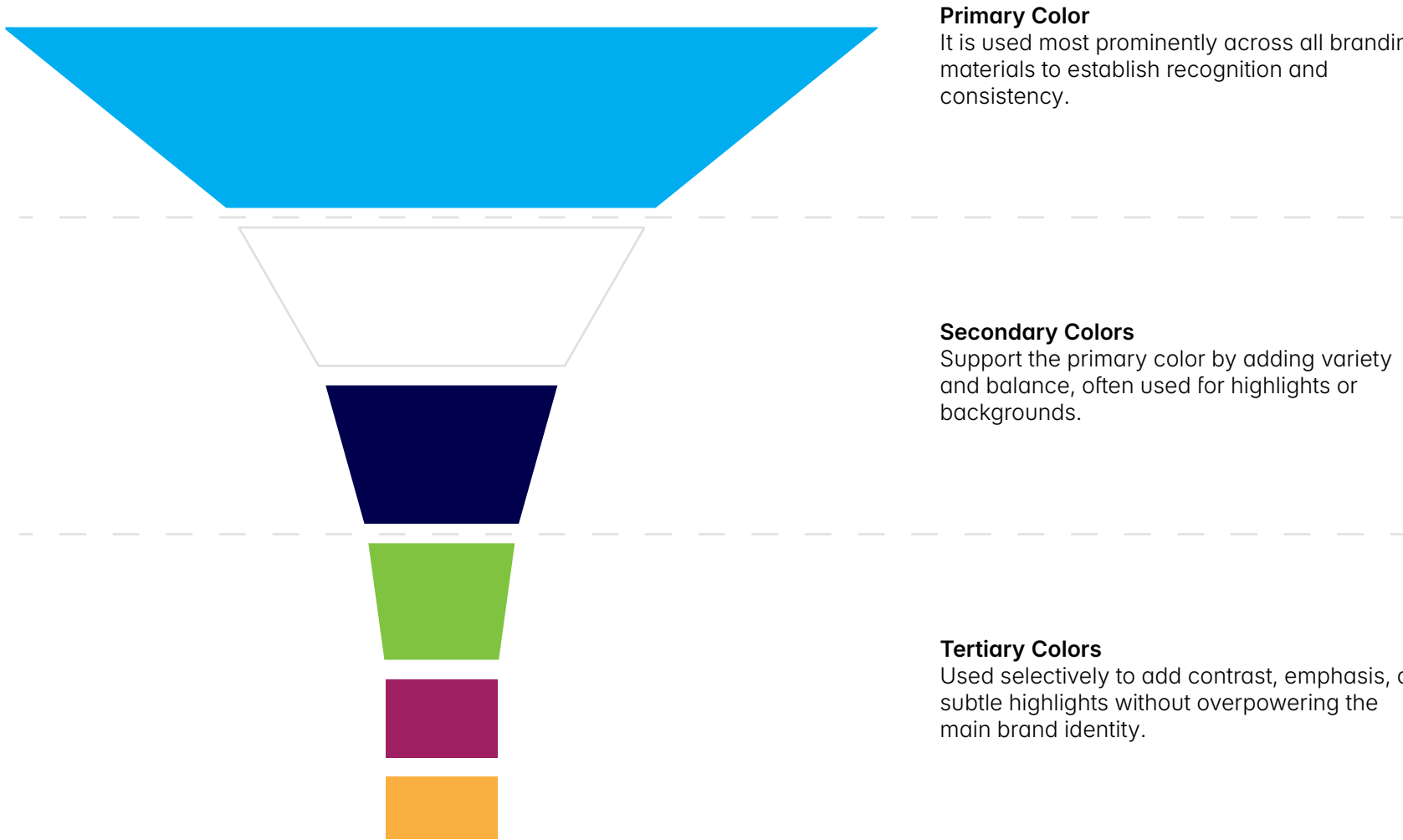RGB: 255/255/255
HEX: #ffffff
Pantone: WhiteC

3.2 Color Palette: Accent Colors

Accent colors are meant to be used sparingly, with at least a 70-30% ratio to the dominant colours. Tints of those are also allowed as shown above. They are often used in connection with gradients and fades.

100% Opacity

CMYK: 55/0/100/0
RGB: 123/199/15
HEX: #7BC70F
Pantone: 3561C

CMYK: 0/35/85/0
RGB: 251/176/64
HEX: #FBB040
Pantone: 1235C

CMYK: 35/100/35/10
RGB: 160/25/102
HEX: #A01966
Pantone: 234C

40% Opacity

CMYK: 15/0/23/0
RGB: 217/242/208
HEX: #d9ebce
Pantone:

CMYK: 0/15/37/0
RGB: 255/218/167
HEX: #ffdaa7
Pantone: -

CMYK: 18/42/16/0
RGB: 206/157/176
HEX: #ce9db0
Pantone: -

10% Opacity

CMYK: 15/0/23/0
RGB: 245/249/238
HEX: #f5f9ee
Pantone: -

CMYK: 0/2/6/0
RGB: 255/248/237
HEX: #ffdaa7
Pantone: -

CMYK: 2/9/1/0
RGB: 245/231/238
HEX: #f5e7ee
Pantone: -

3.3 Color Palette:
Colors Hierarchy

The funnel below illustrates the hierarchy and predominance of each color in our branding, guiding how we should prioritize them.

Primary Color
It is used most prominently across all branding materials to establish recognition and consistency.

Secondary Colors
Support the primary color by adding variety and balance, often used for highlights or backgrounds.

Tertiary Colors
Used selectively to add contrast, emphasis, or subtle highlights without overpowering the main brand identity.
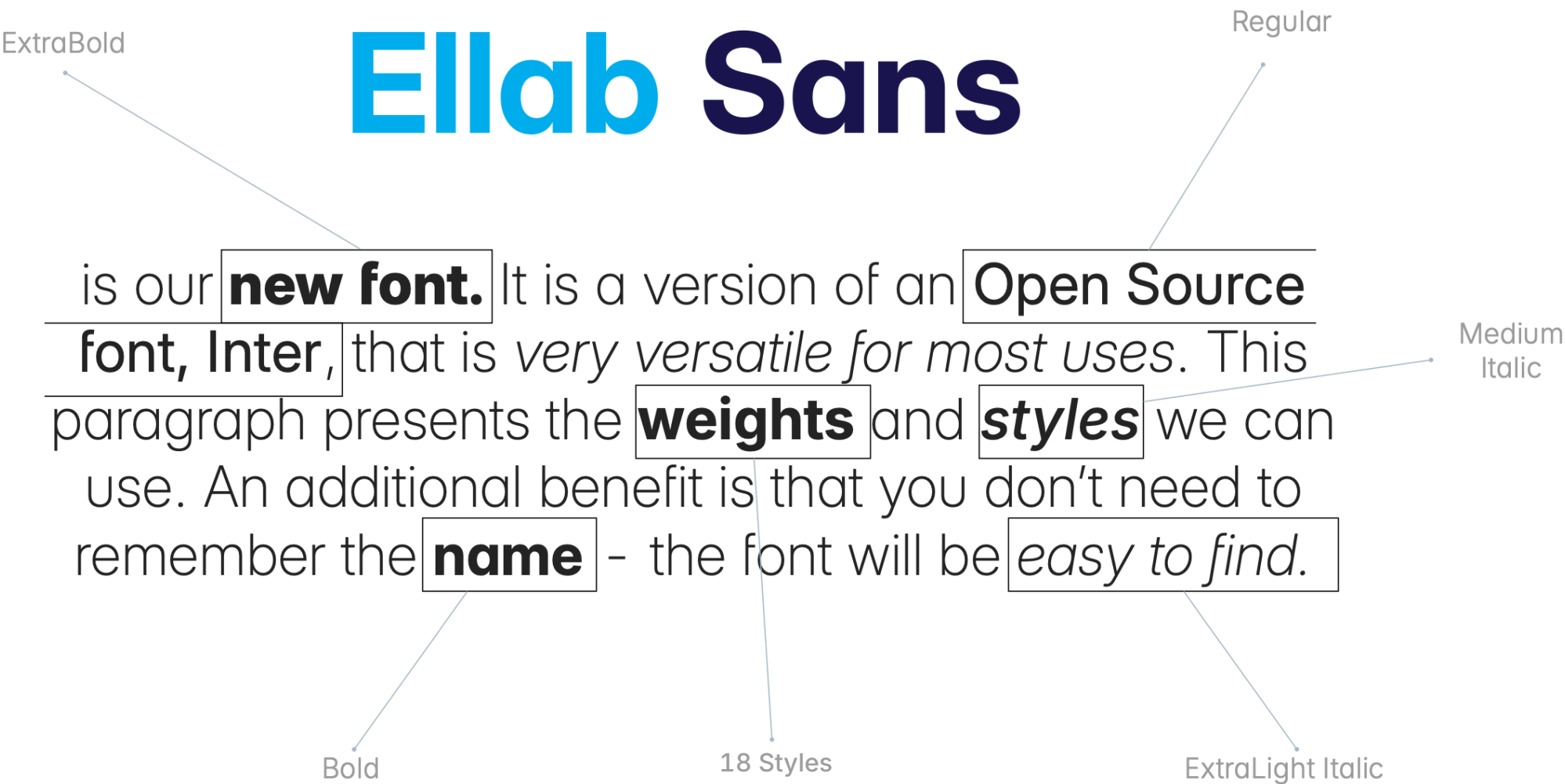
4.0 Typography

Typography is an essential part of our brand's visual identity, contributing to readability, tone, and personality. Our selected typefaces ensure a cohesive and professional appearance across all communications.

We'll combine colors, weights, and sizes to highlight textual content. The use of all capital letters is generally unnecessary and, therefore, not allowed. Lowercase and title case should be used instead for a more balanced and readable design.

The only exception is the claim with the logo, which will always appear in capital letters when shown as part of the logo.

ExtraBold

Regular

Ellab Sans

is our **new font.** It is a version of an Open Source font, Inter, that is *very versatile for most uses*. This paragraph presents the **weights** and *styles* we can use. An additional benefit is that you don't need to remember the **name** – the font will be *easy to find*.

Medium Italic

Bold

18 Styles

ExtraLight Italic

4.1 Typography: Font Weights

Ellab Sans ExtraLight

The quick brown fox jumps over the lazy dog 12345

Ellab Sans Regular

The quick brown fox jumps over the lazy dog 12345

Ellab Sans Bold

The quick brown fox jumps over the lazy dog 12345

Ellab Sans ExtraBold

The quick brown fox jumps over the lazy dog 12345

4.2 Typography: Text Colouring

Paragraph/ Body text

This is body text.	This is body text.
This is body text.	This is body text.

Headers/ Title

A A

All of the Paragraph colors plus the following.

Note: Alternating colour in headers is encouraged, but it has to have purpose:

This is a Header

Always ensure there is sufficient contrast between the header and the body in terms of sizing and weight.

This is an Example

Always ensure there is sufficient contrast between the header and the body text in terms of sizing and weight.

This is a Smaller Header
1. **List of important items**
2. **Second item**

4.3 Typography Hierarchy

In this table we see an indicative list of sizes and hierarchies based on the purpose of our typography.

Headline

Experience the Power of Partnership

Caption

We are dedicated to forging strong partnerships that drive innovation and ensure quality.

Paragraph

Nulla cursus nisi in lectus rutrum ornare. Nulla nibh nulla, pellentesque ut sagittis eget, malesuada eleifend urna. Interdum et malesuada fames ac ante ipsum primis in faucibus. **Nullam id congue dui. Fusce nec egestas enim**. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Morbi fringilla massa non dolor dictum accumsan.

Category

Nulla cursus nisi in lectus rutrum ornare

Highlights

25%

Highlights

25%

Legal

Nulla cursus nisi in lectus rutrum ornare. Nulla nibh nulla, pellentesque ut sagittis eget, malesuada eleifend urna. Interdum et malesuada fames ac ante ipsum primis in faucibus. **Nullam id congue dui. Fusce nec egestas enim**. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Morbi fringilla massa non dolor dictum accumsan.

5.0 Color & Typography Environment

The contents can be developed in different scenarios within the ellab's chromatic range.

Experience the Power of Partnership

We are dedicated to forging strong partnerships that drive innovation and ensure quality. Together, we prioritize patient safety and compliance.

Tailored Solutions

Custom strategies designed to fit your unique operational needs.

Proactive Support

Clear guidance at every step of your compliance journey to help you navigate complexities.

Expert Acces

Leverage our teams extensive knowledge and experience.

Cutting-Edge Tech

Innovative solutions that ensure data integrity and efficiency.

5.1 Color & Typography Environment

On cyan backgrounds, only white and dark blue should be used for text.

Experience the Power of **Partnership**

We are dedicated to forging strong partnerships that drive innovation and ensure quality. Together, we prioritize patient safety and compliance.

Tailored Solutions

Custom strategies designed to fit your unique operational needs.

Proactive Support

Clear guidance at every step of your compliance journey to help you navigate complexities.

Expert Acces

Leverage our teams extensive knowledge and experience.

Cutting-Edge Tech

Innovative solutions that ensure data integrity and efficiency.

5.2 Color & Typography Environment

On dark blue backgrounds, only white and cyan should be used for text.

Experience the Power of Partnership

We are dedicated to forging strong partnerships that drive innovation and ensure quality. Together, we prioritize patient safety and compliance.

Tailored Solutions

Custom strategies designed to fit your unique operational needs.

Proactive Support

Clear guidance at every step of your compliance journey to help you navigate complexities.

Expert Acces

Leverage our teams extensive knowledge and experience.

Cutting-Edge Tech

Innovative solutions that ensure data integrity and efficiency.

5.3 Color & Typography Environment

On green backgrounds, only white and dark blue should be used for text.

Experience the
Power of **Partnership**

We are dedicated to forging strong partnerships that drive innovation and ensure quality. Together, we prioritize patient safety and compliance.

Tailored Solutions

Custom strategies designed to fit your unique operational needs.

Proactive Support

Clear guidance at every step of your compliance journey to help you navigate complexities.

Expert Acces

Leverage our teams extensive knowledge and experience.

Cutting-Edge Tech

Innovative solutions that ensure data integrity and efficiency.

6.0 Elements

The next elements can be integrated into images and play with the subject. It also serves as a decorative element in message based graphics.
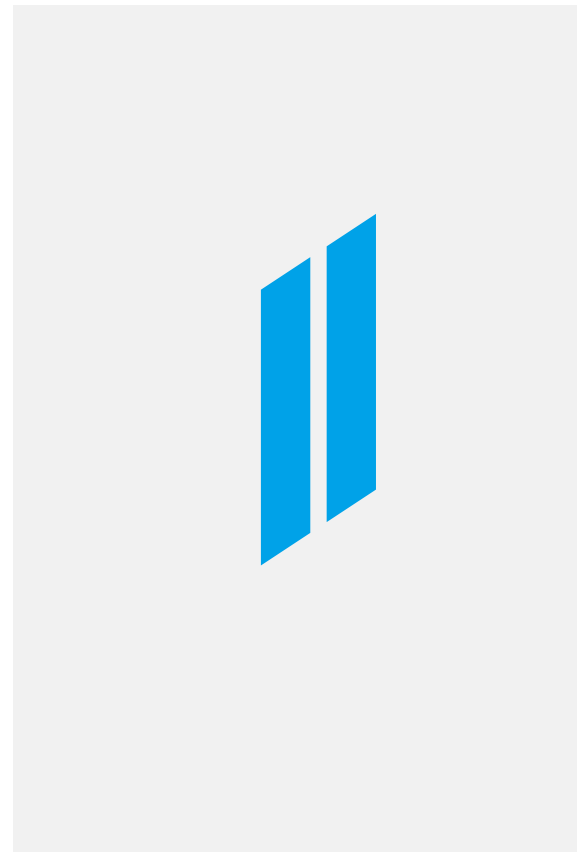
The symbol
Our logo's signature symbol is the double‑L shapei ncorporated in our name, with a 32,5 slant.

Shape
This evolution of the symbol can be further used in creating graphics.

Slant
This slant can be further used in creating graphics,as presented on later pages.

6.1 The symbol: Shape & Slant

Our logo's signature symbol is the double-L shape incorporated in our name, with a 32,5 slant.

This slant can be further used in creating graphics, as presented on later pages.

Using the single L and the 32,5 angle is allowed for the general shape language when designing; examples on the following pages.

32.5°
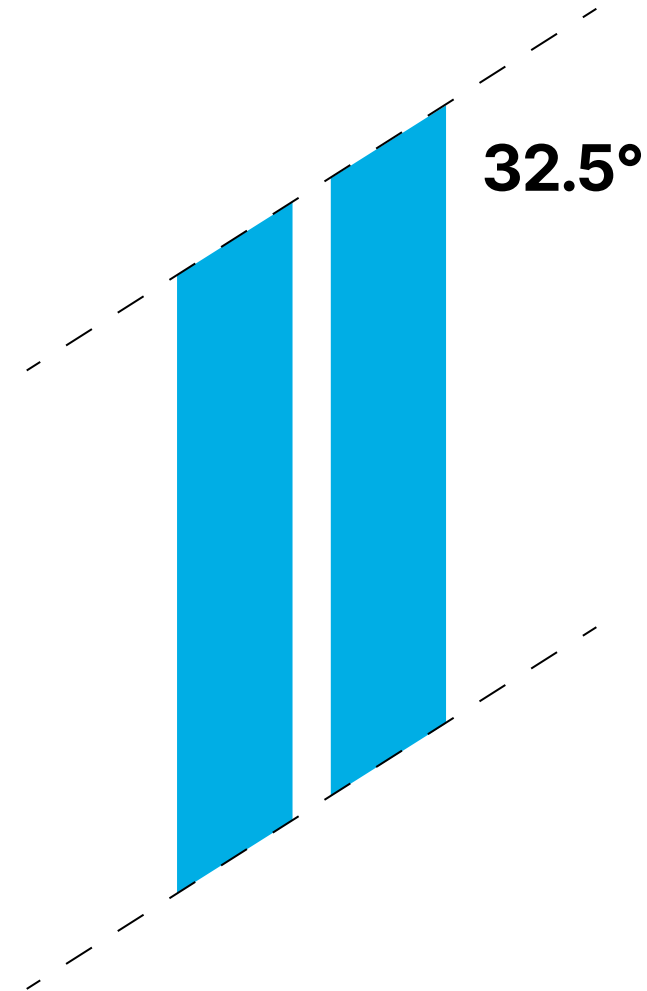
6.2 The symbol: Proper and Improper Use on Creativities

This section outlines the proper applications of the symbol, as well as common mistakes to avoid.

Repetition
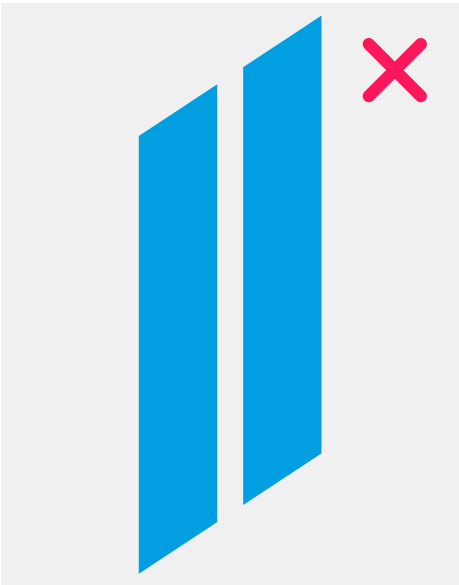
Scale
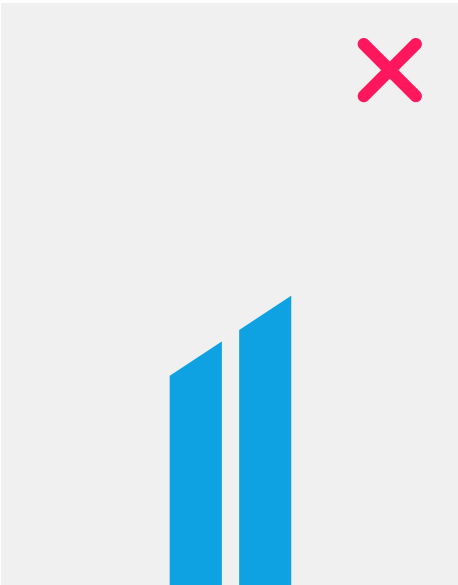
Cropped
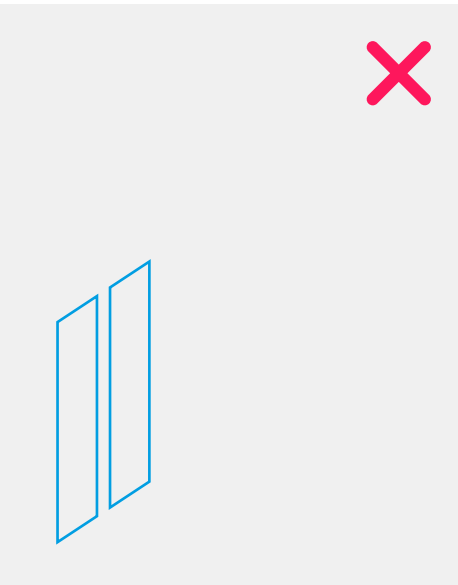
Outline

Rotation

Overlay text

6.3 Shape

Correct and incorrect uses

Position

Scale

Cropped

Outline
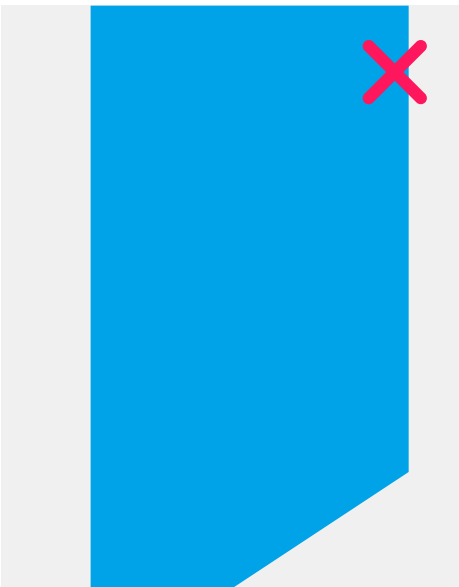
Rotation
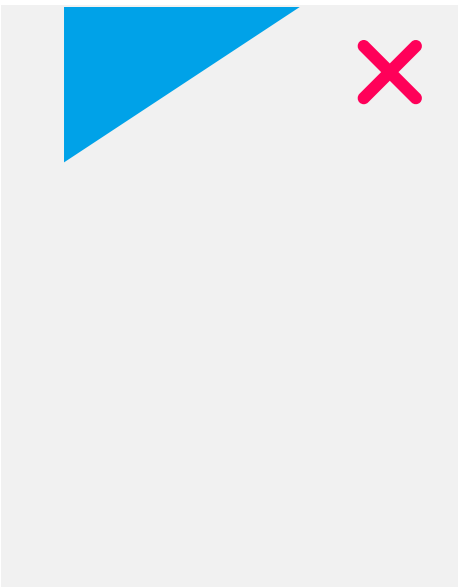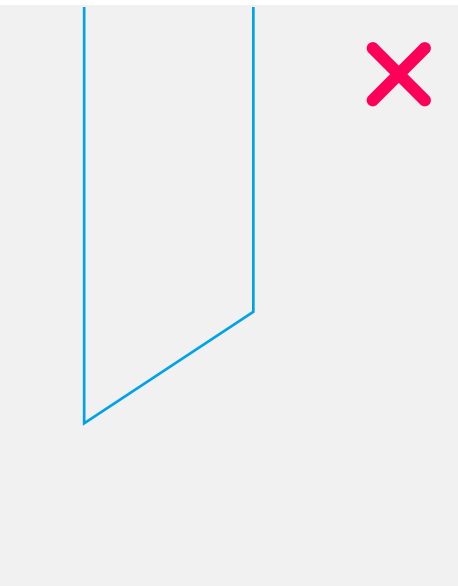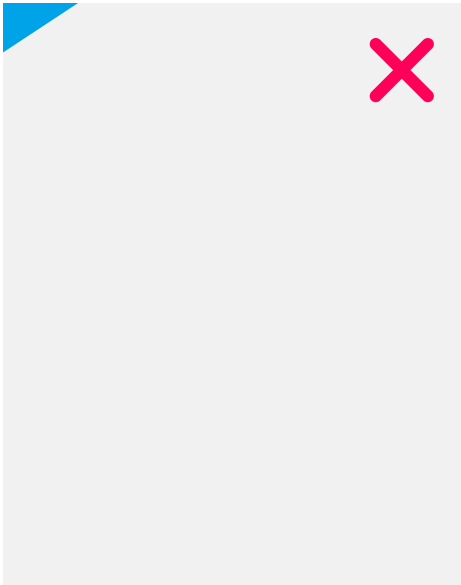
Overlay text
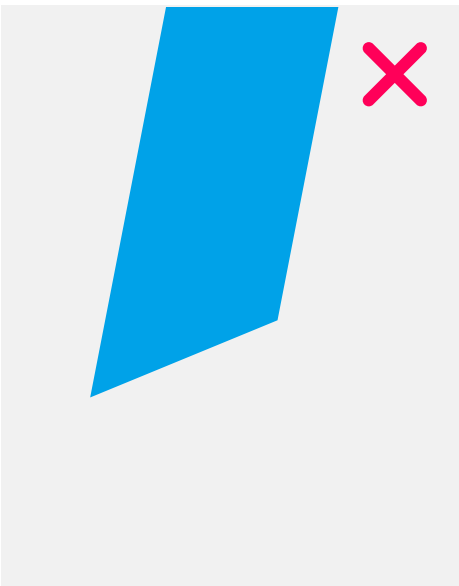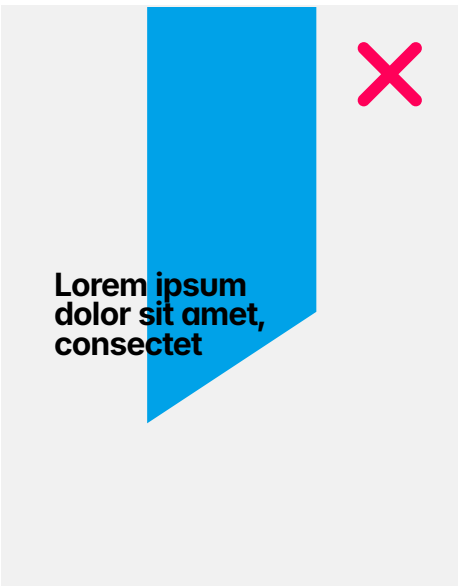
Lorem ipsum dolor sit amet, consectet

6.4 Slant

Correct and incorrect uses

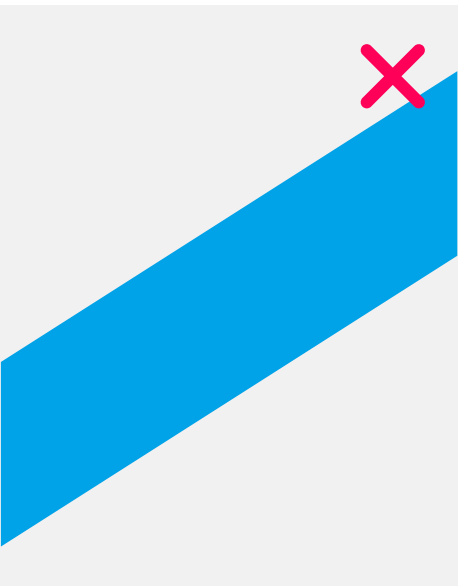Position

Position

Angle

Lorem ipsum dolor sit amet, consectet
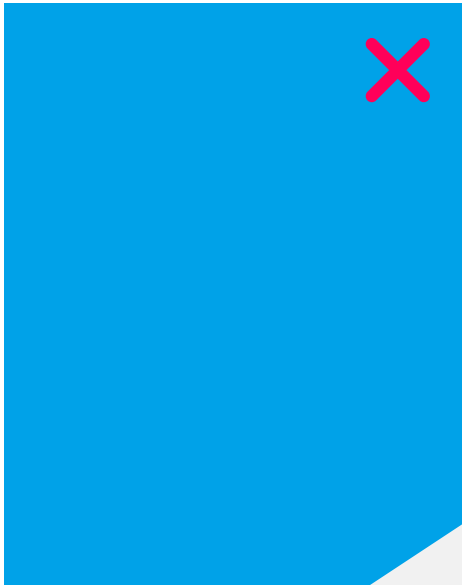
Overlay text

Shape cutoff

6.5 Elements & Images

Below is a sample of how the interaction between images and graphic elements should be handled.
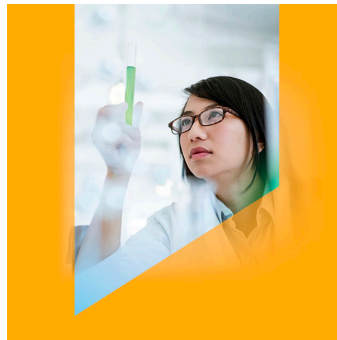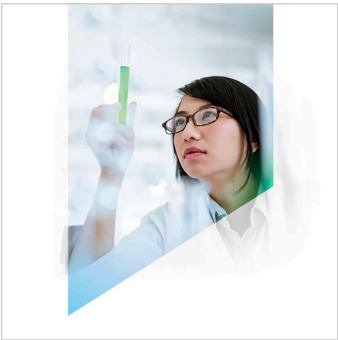

Symbol

Shape

Slant

Color variants

6.6 Labelling images

The logo should be placed in one of the primary colors (cyan or white) and positioned in any corner, depending on what ensures the best visibility against the background. The chosen color must maximize contrast to keep the logo clear and distinguishable. This approach allows the logo to stand out on backgrounds or images where it might otherwise blend in or become partially invisible.
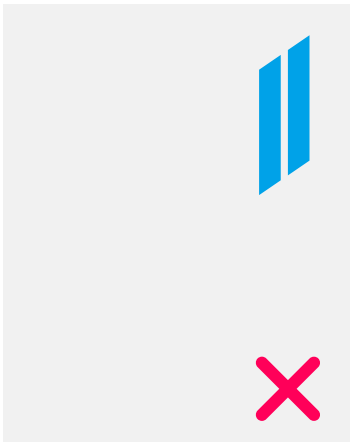
A secondary labeling option includes the use of our slant shape. The corner shape must maintain proportions similar to the example provided. Additionally, the label should have transparency applied for a seamless integration with the image. More details are provided on the next page.
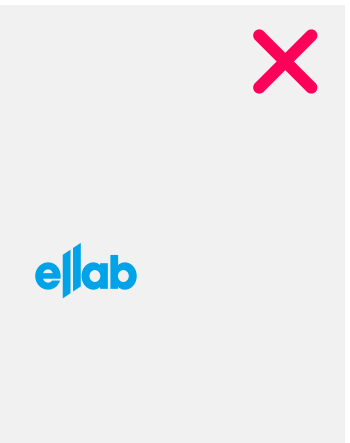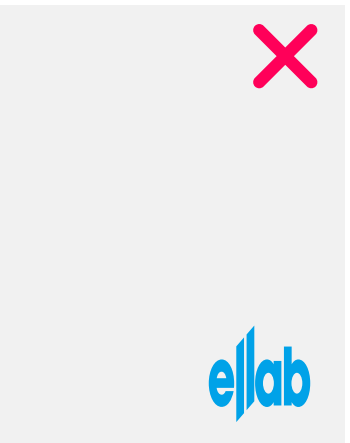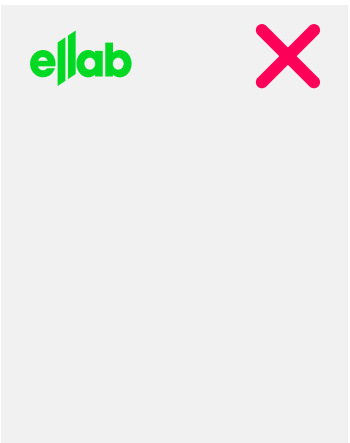

Low contrast

Wrong shape

Wrong use of our symbol

Wrong position

Logo proportions

Not a primary color

6.7 Elements & Images

How to do it

Image

Placing the graphic element and creating negative space

Apply effect

Lorem ipsum dolor sit amet consectet

Content placement

6.8 Image Applications: Slant & Couloring

In applications like the below, where the backdrop is portraying the logo with the tagline (a "first look" at Ellab), the flat diagonal is still allowed and encouraged to be used with our solid main color.

The resultant shape can become slightly transparent when other text (different than the claim) should accompany the logo.

In some specific cases, the colorization of the image can be applied to the design when the logo is the centerpiece and the image has secondary or no relevance.

6.9 Elements & Images: Usage Details

The "LL" symbol and the diagonal can be used in graphic applications such as this, to create negative space, cutouts, and shapes.

Always make sure the fade/ gradient has a very smooth transition so that the shape of it is not visible. Here, for example, the circle from which this was made is still slightly visible. The transition should be even subtler than this.

Your Life Science Compliance Partner

For gradients used on images with several 'borders', it's advised to use the **circular** gradient to achieve the effect. For use with the slant, it can be **linear.**

Grey is not a part of the colour palette - however, treatment of images is sometimes requires black & white, so utilising shades of those sparingly is allowed, especially paired with a B&W image. Example below of the same treatment of images on differently colored backgrounds.

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ellab

7.0 Usage Applications: Combining elements
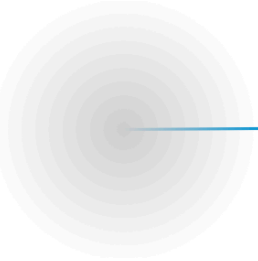
This example showcases practical application of our brand elements working together in real-world applications. By combining our symbol, color gradients, and typography, we create a cohesive and recognizable visual identity.

7.1 Usage Applications: Combining elements

7.2 Usage Applications: Combining elements

Overlay text is allowed in specific cases to enhance visual communication. It should be used strategically to complement the design while ensuring clarity and contrast against the background.

Compliance is more than following rules.

It's leading the way.

Compliance takes more than local support.

It demands global confidence.

Compliance is more than meeting standards.

It's about setting them.

At Ellab we are shaping the future with a strong commitment to accelerate time-to-market while minimizing risk for biotech and pharma companies worldwide.

Your compliance partner leading the charge in consumer safety.

Your Life Science Compliance Partner

Your compliance partner leading the charge in consumer safety.

At Ellab we are shaping the future with a strong commitment to accelerate time-to-market while minimizing risk for biotech and pharma companies worldwide.

Your Life Science Compliance Partner

7.3 Usage Applications: Combining elements

Green applications can be used selectively for specific pieces. While it should not be used as a standalone color, it can serve as an accent or be incorporated into certain creative elements as part of a larger project.

ellab
Validation & Monitoring Solutions
Ensure consumer safety with validation, qualification, and calibration solutions so you always maintain the integrity of your valuable products by reliably monitoring their environment.

Your Life Science Compliance Partner

ellab
Validation & Monitoring Solutions
Ensure consumer safety with validation, qualification, and calibration solutions so you always maintain the integrity of your valuable products by reliably monitoring their environment.

Your Life Science Compliance Partner

ellab
Validation & Monitoring Solutions
Ensure consumer safety with validation, qualification, and calibration solutions so you always maintain the integrity of your valuable products by reliably monitoring their environment.

Your Life Science Compliance Partner

7.4 Usage Applications: Combining elements

White can effectively highlight our branding when combined with key identity elements.

7.5 Usage Applications: Combining elements

While the shape is primarily designed to come from the top, in specific cases, an additional shape may be added from the bottom to accommodate an extra image. However, a standalone shape from the bottom is not allowed on its own, and all other rules defined in **Section 6.3 Shape** still apply.

The shape in a horizontal orientation (coming from the left or right) is not allowed as it does not follow the form of our double "L" symbol.