Labpics

2025

Brandbook

lab.pics

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About us

Who Are We?

We are a multidisciplinary team of specialists united by a single goal — to create and make the world around us more beautiful and convenient.

Since 2017, we have been creating high-class projects, tackling technically challenging tasks, and setting design standards for studios worldwide.

For us, there are no impossible tasks and no insurmountable goals.

Our Clients

04

As a universal studio, we offer solutions for businesses in any niche. Working with market leaders such as Toyota, Hochland, XLASH, Skyeng, T-Bank, Mosfilm, and the Government of Moscow and Khanty-Mansi Autonomous Okrug, Lab.pics creates products that meet global quality standards in synergy with a unique approach to IT process management.

Our clients are businesses that value elegance and beauty.

Concept and Philosophy

05

We practice adhering to the principles of open communication, transparent business processes, and mutual respect, as well as following a pragmatic business concept.

Our philosophy is to combine utility, beauty, and accessibility in design.

Values and Mission

06

The studio sees its mission as making the digital world more beautiful, and our versatility helps us achieve this.

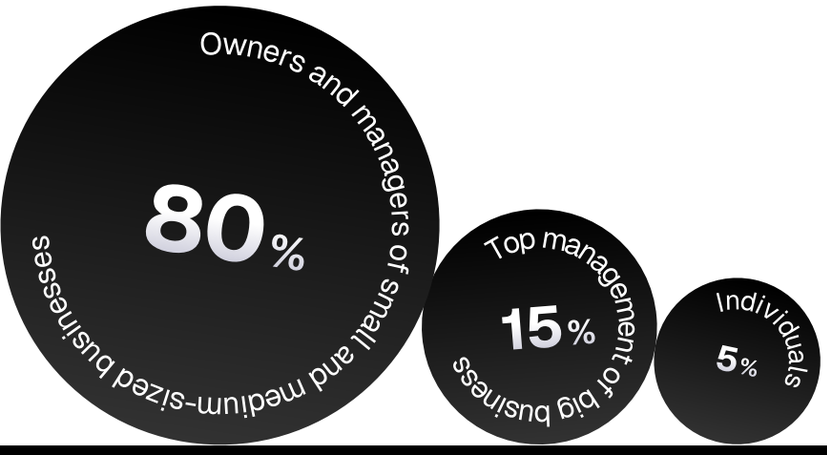
We work across all niches, allowing us to impact the entire spectrum of the digital economy.

We value trust, communication, professionalism, and results.

Target Audience

Our target audience consists of decision-makers in small and medium-sized businesses worldwide.

We do not focus on one niche, which allows us not only to adhere to but also to fulfill our mission.



Branding

09

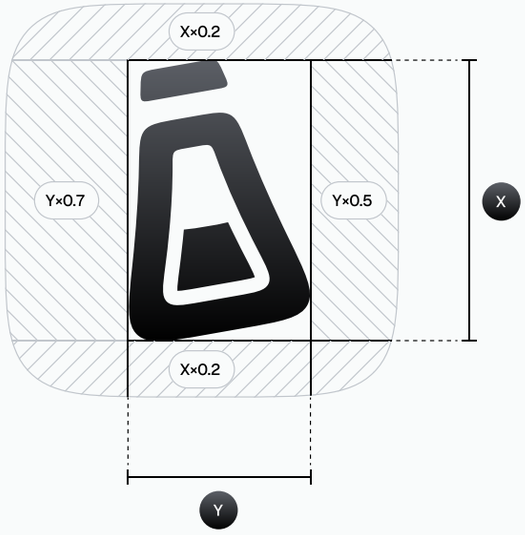
Logo & variations

The symbol is a minimalist flask with "liquid", separated by a counterform at one third of the thickness of the symbol.

The rounding of the symbol is done through a superellipse.

10

Protective fields



The minimum allowable margin from the edge of the symbol should be one fifth of the height of this symbol to maintain "air" and adhere to the "Internal and External" rule.

The margin on the right is 50% of the width of the symbol, while on the left it is 70% for visual compensation.

Colors

Use a blue color on particularly important elements, combined with cool grey, black, and white in a ratio of ~ 90% / 10%.

Blue
#1953FE
H225 S90 B100

Cool grey
#FAFBFC
H210 S1 B99

White
#FFF
H0 S0 B100

Black
#000
H0 S0 B0

Fonts

Use the serif font Shadower for accent headings, and the sans-serif Geist for the main text. In documentation, only Geist is used.

Tracking should be as tight as possible, line spacing should range from 140% to 160% for the main text and from 90% to 110% for headings.

Guidelines

Logo usage

Labpics

1.03 : 1

Contrast <3:1

Labpics

20.26 : 1

Contrast >3:1

Labpics

Roboto

Other font

Labpics

Custom font

Custom font

Labpics

#9E05EA

Non-heroic color

Labpics

#053FEA

Brand blue

Labpics

Progressive shadow

Effects

Labpics

No effects

Without effects

Font usage

Be wizard eye muggle-born giant. Parchment mewing spew half-blood minister juice brass he hungarian jinxes. Clean nearly-headless glass.

Serif in Body

Be wizard eye muggle-born giant. Parchment mewing spew half-blood minister juice brass he hungarian jinxes. Clean nearly-headless glass.

Sans-serif in Body

Hello

Tracking 2%

Tracking > 0%

Hello

Tracking -5%

Tracking ATAP

Be wizard eye muggle-born giant. Parchment mewing spew half-blood minister juice brass he hungarian jinxes. Clean nearly-headless glass.

Line-height 110%

Line spacing <120%

giant. Parchment mewing spew half-blood minister juice brass he hungarian jinxes. Clean nearly-headless glass.

Line-height 160%

Line spacing >120%

Ga0IR

Alternate

With alt. style

GaOIR

Original Geist

Without alt. style

Naming

The name "Labpics" comes from "Laboratory" and is used only in its original form, without declensions. It has localization only for Russian and English languages, other variations do not comply with the current guideline.

Лабпиксе
Лабпиксом
Лабпиксу

Declensions

Лабпикс

Without declensions

研究室

Any languages

Лабпикс
Labpics

Russian and English