



# Data Application Lab

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*BRAND/IDENTITY GUIDELINES (BRIEF)*

# Official Typefaces

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Data Application Lab's official sans serif typeface is Myriad Pro Font Family

Myriad Pro Light

Data Application Lab

Myriad Pro Light Italic [View details](#)

*Data Application Lab*

Myriad Pro Regular

Data Application Lab

Myriad Pro Italic

*Data Application Lab*

Myriad Pro Semibold

Data Application Lab

Myriad Pro Semibold Italic

*Data Application Lab*

Data Application Lab's official serif typeface is Adobe Caslon Pro Font Family

Adobe Caslon Pro Regular

Data Application Lab

Adobe Caslon Pro Italic

*Data Application Lab*

Adobe Caslon Pro Semibold [View details](#)

Data Application Lab

Adobe Caslon Pro Semibold Italic

*Data Application Lab*

Adobe Caslon Pro Bold

Data Application Lab

Designer can find more fonts details at <https://typekit.com/fonts/>

# Visual identity

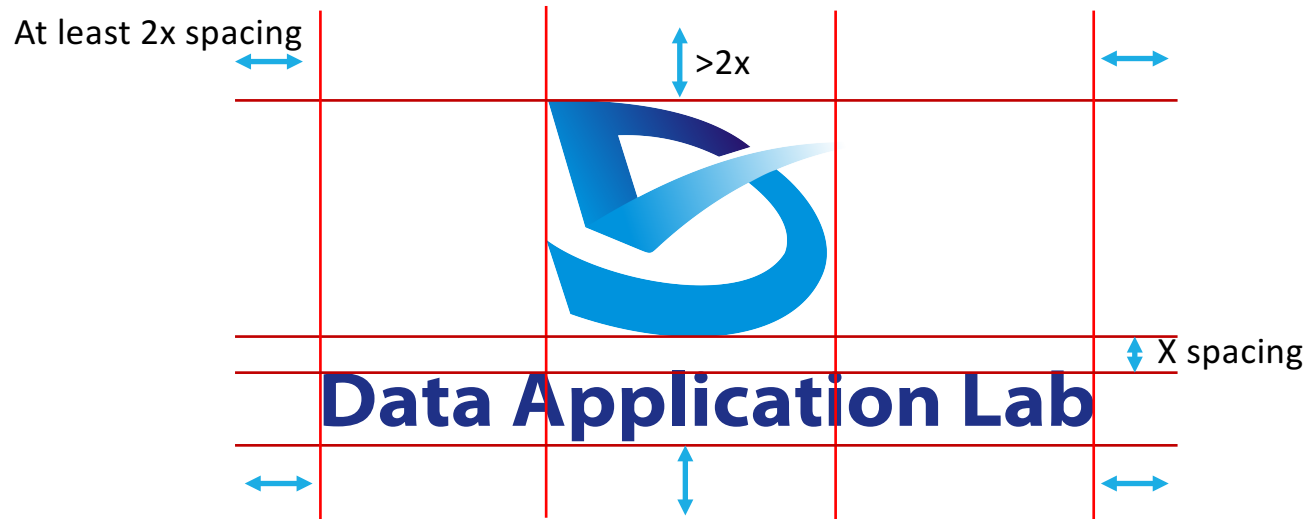
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**Data Application Lab**

# Clear space & sizing

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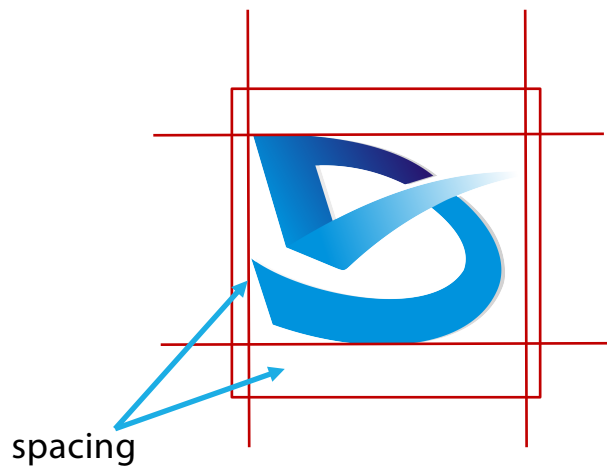
Font: **Myraid Pro Bold SemiExtended**

Color: #1f3187

RGB: 31, 49, 135    PMS: 287 C

# Clear space & sizing

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Square shape logo  
Use it at Social Media.  
Facebook, linkedin, WeChat ...



Minimum display on screen  
Height: 21px

# Attention:

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1. Make sure the logo reads clearly and has sufficient contrast with a background color or photo
2. Don't add effects
3. Don't modify
4. Don't change color

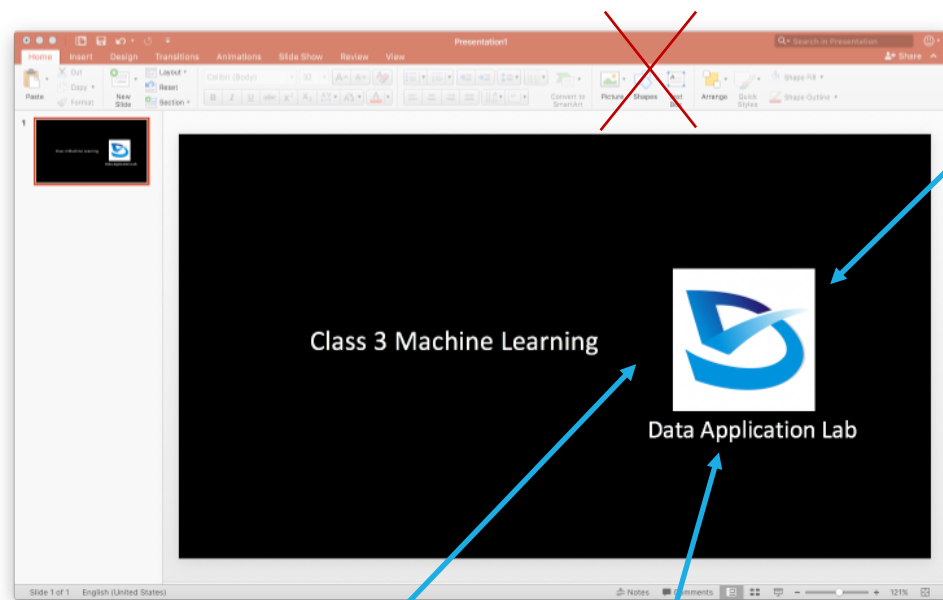
# Logo use in presentations

1. Currently, no strict policy on logo placement.

- Elegant
- Clear

2. Do use logo correctly

- Sizing
- Spacing
- Color
- Contrast



Forget to use transparent logo

Incorrect Logo placement

If this is official presentation, wrong font

# Flat Design/3D Version

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Usually, use the flat design in business letter stationery, merchandise



Only use this version on specific situations  
e.g. Social Media with white background



# Memo

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1. Use logo carefully with full attention
2. With limited resources, the design and identity guideline are preliminary.
3. There will be updates in the future if necessary.