

The logo for LabTech Software features the word "LabTech" in a bold, sans-serif font. "Lab" is white and "Tech" is green. Below it, the word "SOFTWARE" is written in a smaller, white, spaced-out, all-caps font. To the right of the text is a stylized graphic of three overlapping, curved lines in shades of grey and white, resembling a swoosh or a stylized 'L' shape.

**LabTech**<sup>TM</sup>  
SOFTWARE

# Visual Identity and Graphic Standards

A solid green horizontal bar is positioned at the bottom right of the slide, extending from the right edge towards the left, partially overlapping the text area.



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Visual identity is the cornerstone of all marketing, communication and presentational efforts and represents the image and aspirations of company. Most people think that visual identity is usually a symbol or logo, but it is actually much more. A comprehensive visual identity system is the foundation for communicating and presenting information logically, clearly and with consistency. It is essential for the entire company to present a single, clear and consistent message.

A visual identity, properly executed, serves as an external visual representation of an organization. It makes a strong impression to our partners and potential partners and speaks to our standards of quality. It's vital that a consistency of presentation be maintained and that standards be projected as a top level, major company.

In short, visual identity is the sum of all the visual impressions associated with LabTech Software's name.

It is important that all areas of the company project one clear image through a coordinated identification program. A clear message and visual image highlight the fact that LabTech Software is a professional, powerful and unified company.

Embracing and following these standards and guidelines is advantageous to the entire LabTech ecosystem. Adherence to these standards will support LabTech Software's vision and mission, and strengthen its marketing strategy and positioning for communicating with its many partners and affiliates.

Individuals and groups responsible for overseeing execution of marketing materials, public facing collateral, web pages, emails, videos, and other visual representations of LabTech Software will want to be familiar with this Visual Identity and Graphics Standards Guidelines and make it available to their team members.

## LabTech Software Master Logo

The LabTech Software logo serves as a source of identity, brand recognition, and the projection of our master brand. The colors and proportions of the logos must not be altered. Consistent use of the LabTech Software logo builds recognition over time. What follows show all approved colors and orientation of the master logo.

Official LabTech Software Logo on White Background



Official LabTech Software Logo on Black Background



*The LabTech Software logo is trademarked, and must include the TM in all instances.*

## LabTech Software Master Logo - Approved Single Color Designs

Official Logo in solid black  
for use on a white or light backgrounds



Official Logo in solid white  
for use on a black or LabTech green backgrounds



## LabTech Software Reverse Alternate Logo

Correct



This is a specially designed logo for specific cases. It is only for use on a darker gray backgrounds where the rings on the official logo disappear or get lost. See example to the right.

Wrong



On the example above, the rings are barely visible. To correct this, the alternate logo can be used.

## LabTech University Logos

The LabTech University logos were created to help identify and brand the growing university LabTech Software is creating. The logo treatments and variants mirror the master LabTech Software logo, and the same rules of color and placement apply to these as well.

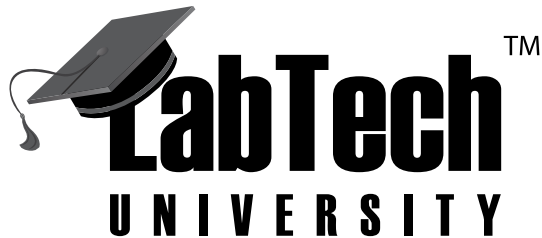
Official LabTech University Logo on White Background



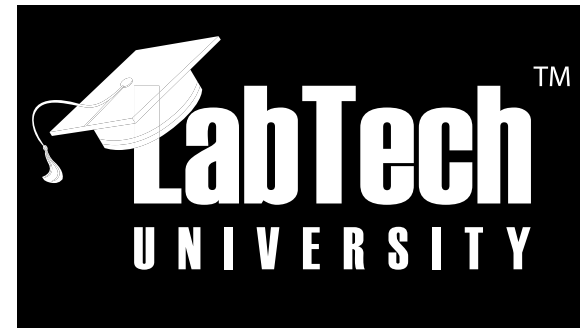
Official LabTech University Logo on Black Background



Official LabTech University Logo in Solid Black  
*for use on a white or light backgrounds*



Official LabTech University Logo in Solid White  
*for use on a black or LabTech green backgrounds*



## LabTech TV Logos

The LabTech TV logos were created to help identify and brand the growing LabTech Software video library. The logo treatments and variants mirror the Master LabTech Software logo, and the same rules of color and placement apply to these as well.

Official LabTech TV Logo on White Background



Official LabTech TV Logo on Black Background



Official LabTech TV Logo in Solid Black  
*for use on a white or light backgrounds*



Official LabTech TV Logo in Solid White  
*for use on a black or LabTech green backgrounds*



Do not change proportion of logo



Do not alter or remove elements of the logo



Do not rotate the logo



Do not use low-resolution images from websites



Do not change any of the colors of the logos



Do not screen the logo



Do not use legacy versions of the LabTech Software logo



Do not use inline with copy

**CORRECT**

Don't miss the LabTech Software webinar on...

**WRONG**

Don't miss the  webinar on....

Don't place the LabTech Software logo over a visually cluttered photographic background. The logo must be displayed clearly. Don't put a white or other colored box around the logo.



Correct



Wrong



Wrong

A clear area of white space should surround the logo. It should not be crowded with type or other graphic elements.

Correct

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Aliquam erat volutpat. Sed quis velit. Nulla facilisi. Nulla libero. Vivamus pharetra posuere sapien.



Wrong

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Aliquam erat volutpat. Sed quis velit. Nulla facilisi. Nulla libero. Vivamus pharetra posuere sapien.



## LabTech Software Master Color Guide

The colors selected for LabTech Software's visual identity were carefully and deliberately chosen. It is imperative for brand consistency that the official color palette is used in all facets of our communications so that our company has a unified look and feel. Below you will find the color and their corresponding numeric values for consistent color representation across all media.

### Primary Colors:



**LabTech Green**  
**Pantone** - PMS7489

**RGB Values**

R: 107  
 G: 166  
 B: 67

**CMYK Values**

C: 64  
 M: 14  
 Y: 100  
 K: 1

**Web Hex Value**

6BA643



**LabTech Gray**  
**Pantone** - Cool Gray 11

**RGB Values**

R: 77  
 G: 78  
 B: 83

**CMYK Values**

C: 67  
 M: 59  
 Y: 53  
 K: 34

**Web Hex Value**

4D4E53



**LabTech Black**  
**Pantone** - Process Black

**RGB Values**

R: 0  
 G: 0  
 B: 0

**CMYK Values (rich black)**

C: 75  
 M: 98  
 Y: 67  
 K: 100

**Web Hex Value**

000000

## LabTech Software Master Secondary (Accent) Colors



LabTech Blue  
Pantone - PMS638

### RGB Values

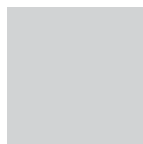
R: 0  
G: 175  
B: 216

### CMYK Values

C: 89  
M: 0  
Y: 7  
K: 0

### Web Hex Value

00AFD8



LabTech Light Gray  
Pantone - PMS427

### RGB Values

R: 209  
G: 212  
B: 211

### CMYK Values

C: 0  
M: 0  
Y: 0  
K: 20

### Web Hex Value

D1D4D3

Please note the distinction between primary and accent colors: There is a hierarchy to these colors; Primary colors should be the focal point, the secondary colors are meant for accents. They should not be over used.

Correct



Wrong



Typography is an important element of the brand identity system. Use of consistent typefaces across communications adds another element that defines the LabTech Software look. The LabTech Software logo is set in Haettenschweiler.

LabTech Software's official font for print is Avenir. It is a very contemporary Sans-Serif typeface that reflects our positioning as a forward-thinking, modern company. In the near future, this font will also be used for our new website.

#### Avenir Family

Avenir 35 Light  
*Avenir 35 Light Oblique*  
 Avenir 45 Book  
*Avenir 45 Book Oblique*  
 Avenir 55 Roman  
*Avenir 55 Oblique*  
 Avenir 65 Medium  
*Avenir 65 Medium Oblique*  
**Avenir 85 Heavy**  
***Avenir 85 Heavy Oblique***  
**Avenir 95 Black**  
***Avenir 95 Black Oblique***

For now, all electronic web and email documents will substitute with Arial or Helvetica. Avenir is available to us. Inquire to the marketing department if you'd like to install a copy for yourself.

The CSS font-stack for all html emails and web projects is:

```
h1, h2, h3, h4, h5, h6, p, a, ul, ol, li, dl, dt
{font-family: Arial, Helvetica, Sans-Serif;}
```

#### Arial Family

Arial  
*Arial Italic*  
**Arial Bold**  
***Arial Bold Italic***

For more information, contact Marketing  
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