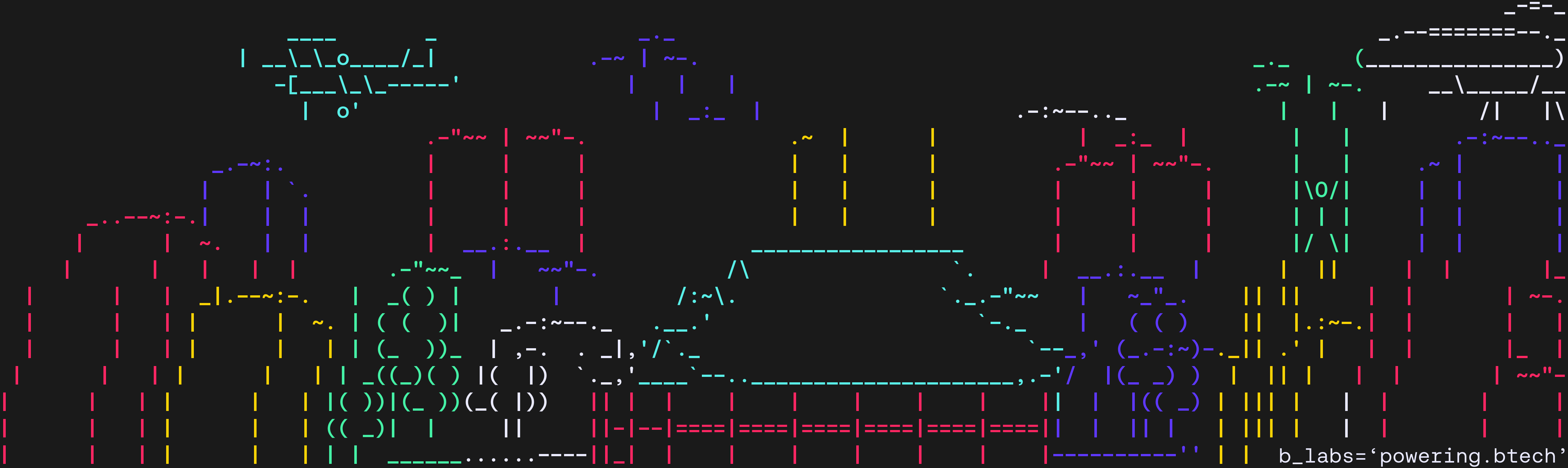


Brand
Identity

AUG | 2022
VOL. 07



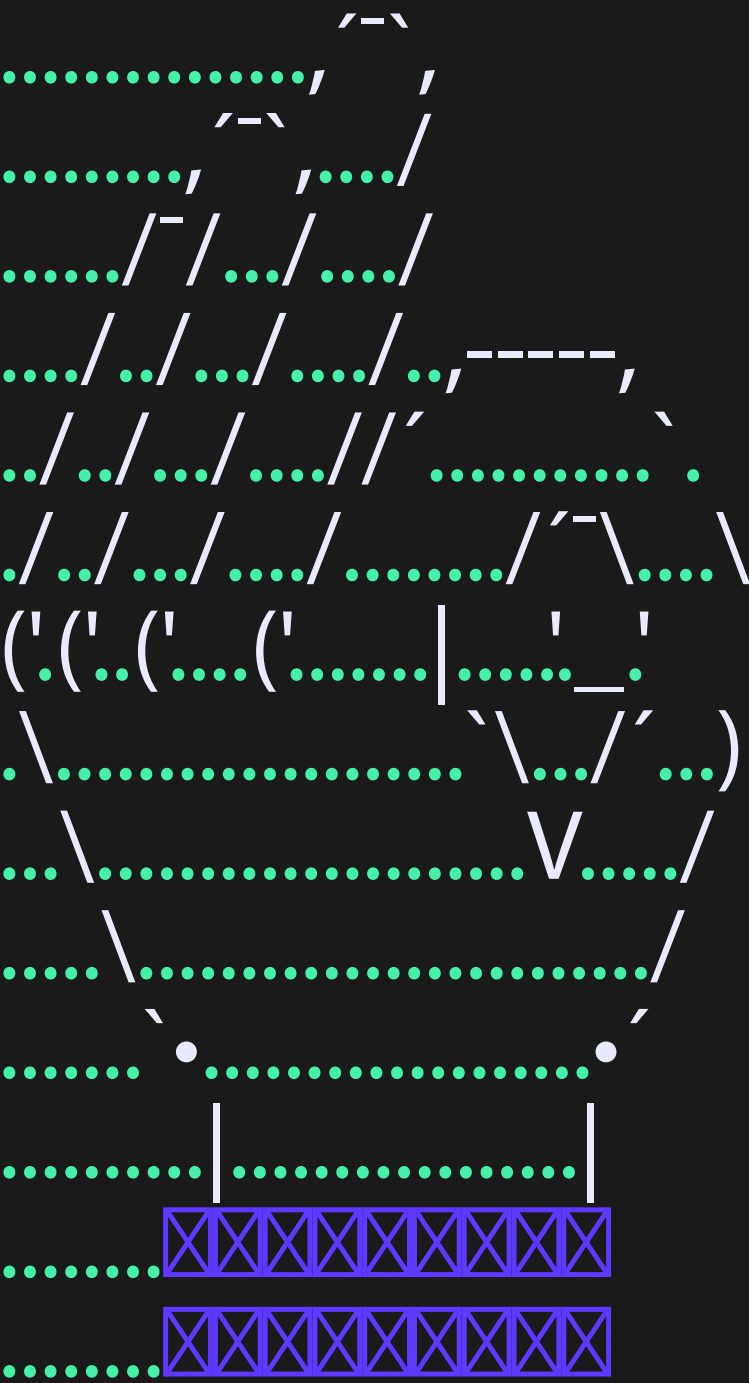
b_l

Brand
Identity

AUG | 2022
VOL. 07

03

CREATED BY THE CREATIVE HANDS
OF DIGITAL CHAMPIONS



Brand
Identity

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03 | Design Tools

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b_l

About b_labs

01

b_labs is the tranfaormation and digitization arm of the B.TECH group that caters to the several business units within the group, creating everything disruptive and transformative from mobile applications to transformative digitized experiences.

Introduction

04

b_1

Brand Mark

The brand's signature colors are one of the main elements that aid in brand recognition when used correctly and consistently.

02

Design Tools

05

The image shows a large, dark blue rectangular area. In the center of this area, the text "b_1labs" is displayed in a white, sans-serif font. The text is centered both horizontally and vertically. The "b" is lowercase, followed by an underscore, a "1", another underscore, and then "labs" in lowercase. The "1" is slightly larger than the other characters. A small, solid red horizontal bar is positioned directly beneath the underscore that follows the "1".

b_1labs

b_1

Brand Mark
Variations

02

Design Tools

06

b_1abs

b_1

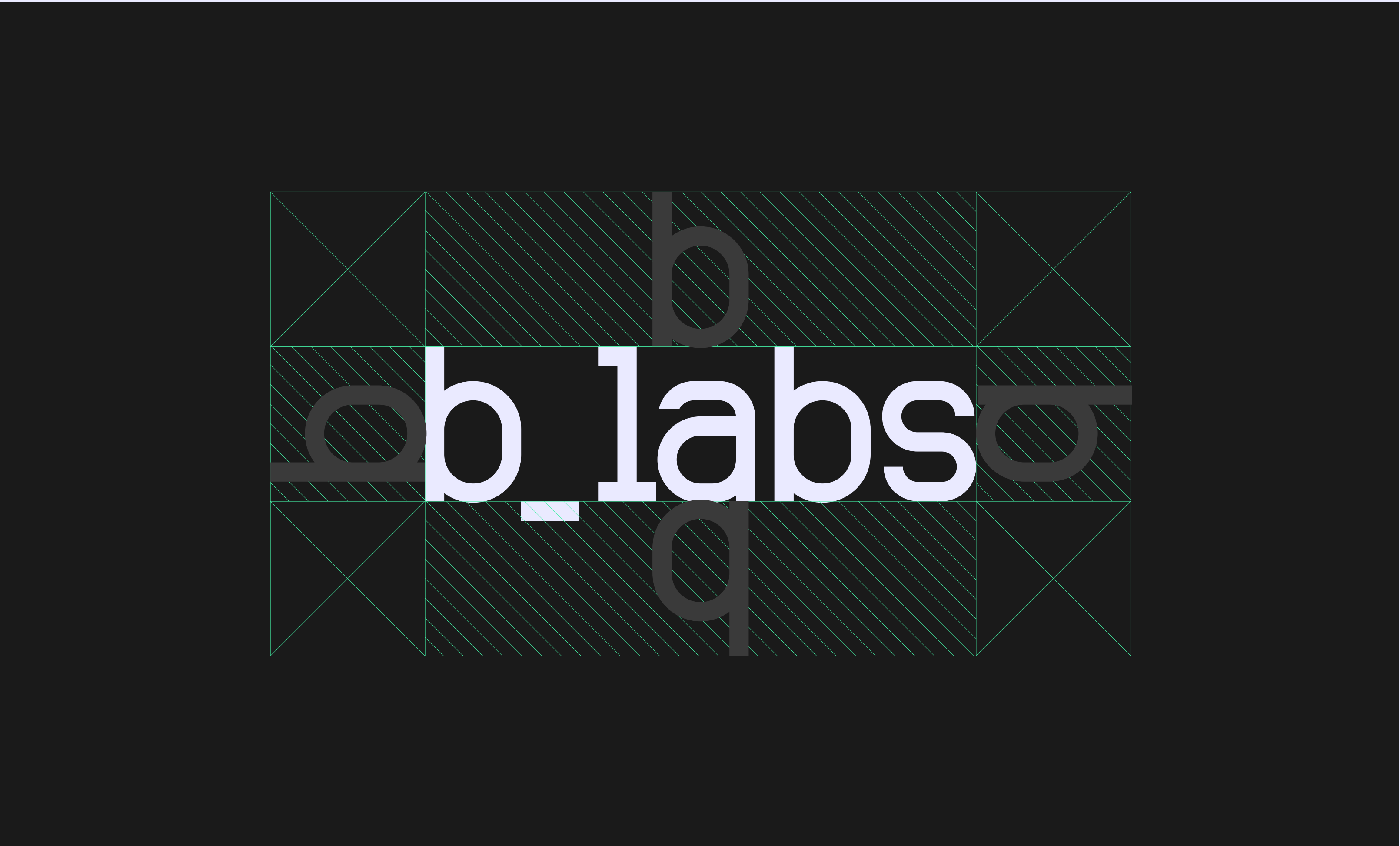
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Safe area

02

Design Tools

07



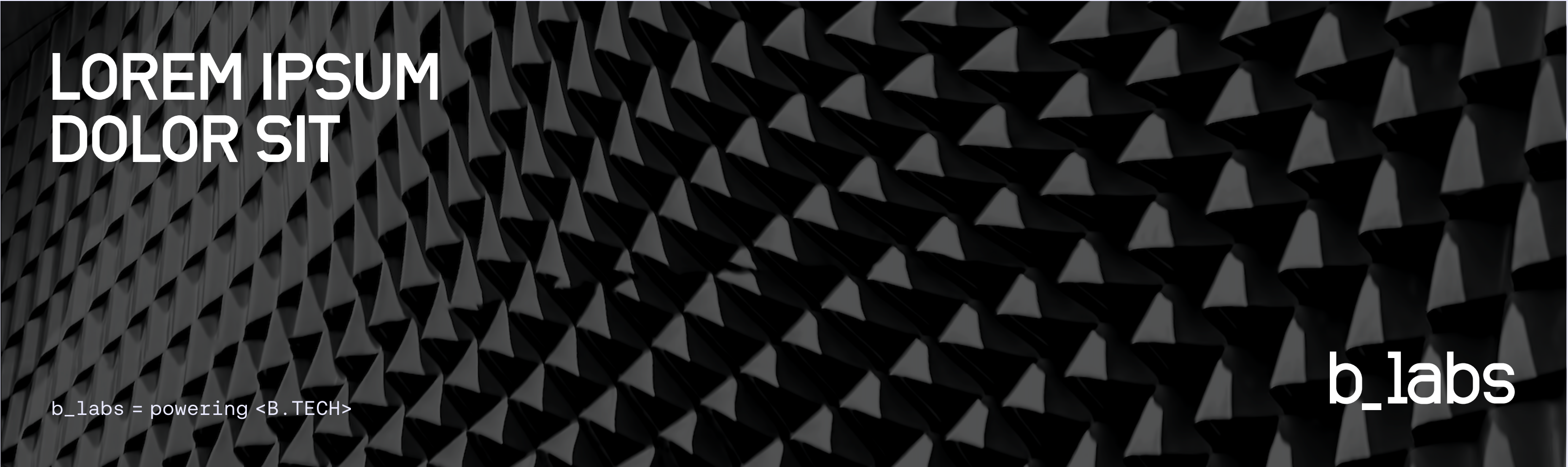
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Powering B.TECH

02

Design Tools

08



b_l

Dont's

02

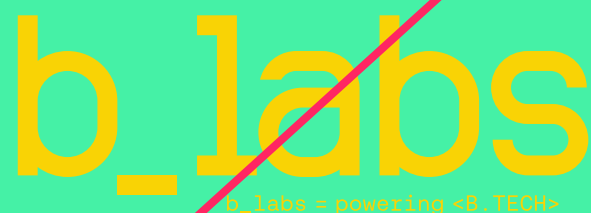
Design Tools

09

Never modify the brand mark.



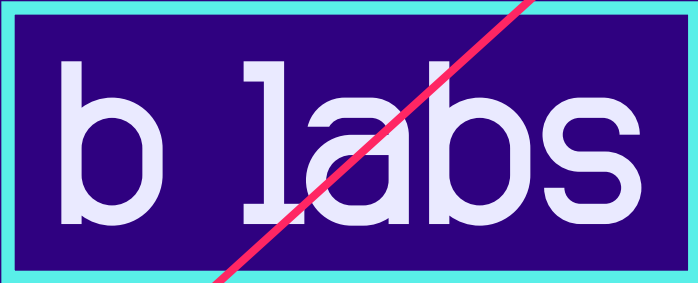
Do not display the brand mark without ensuring sufficient contrast against the background.



Do not add any visual effects on the brand mark.



Do not add any graphics on the brand mark.



Do not add the colored logo on the brand mark.



Do not miscolor or outline the brand mark.



b_1

Typography

03

Design Tools

10

AEONIK
MONO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&? !

SUBTITLES, BODY COPY,
CHART DATA

KEINER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&?!

DISPLAY TYPE,
HEADLINES

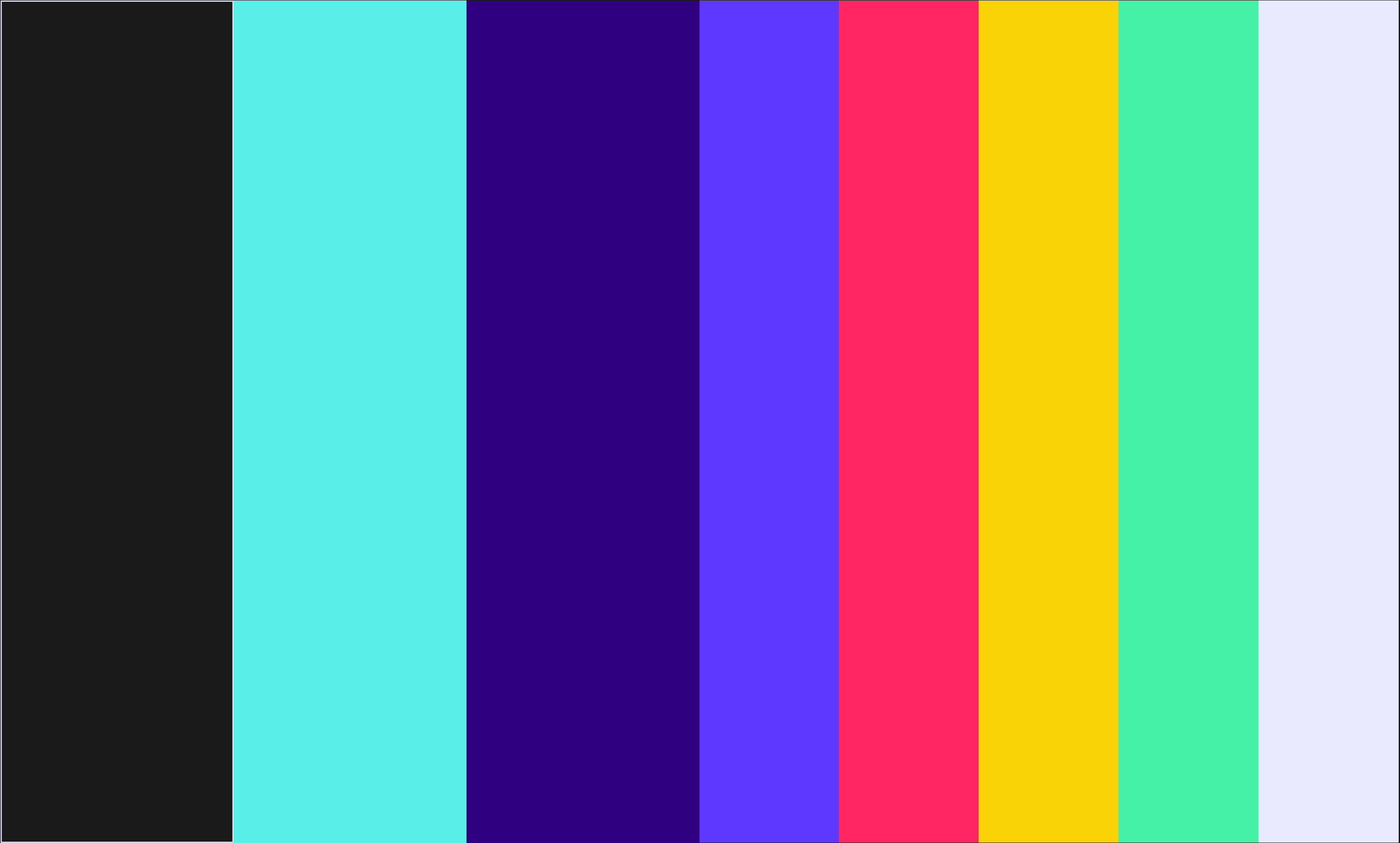
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Color
Oalette

03

Design Tools

11



b_1

Color
Palette

03

Design Tools

12



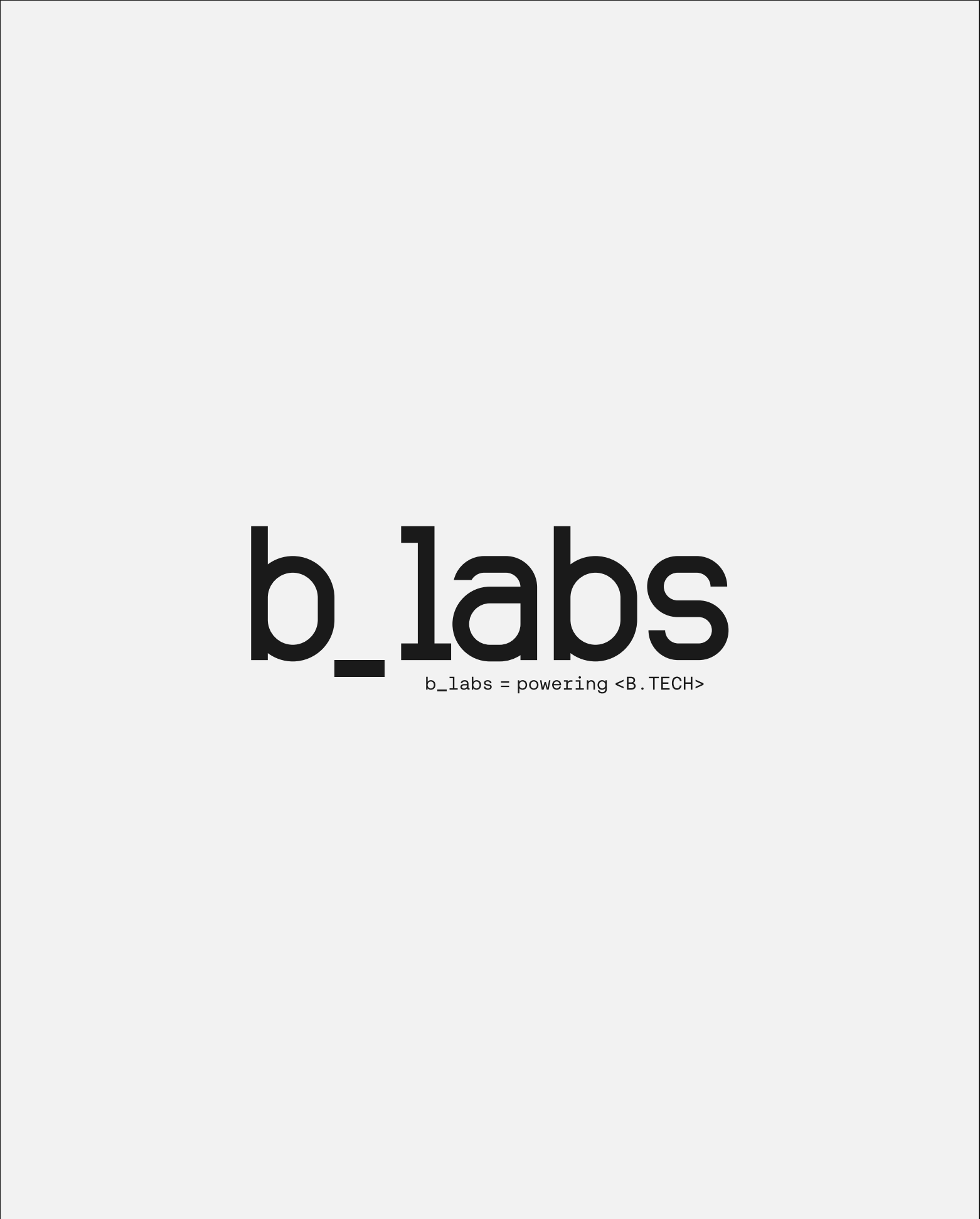
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Color
Oalette

03

Design Tools

13



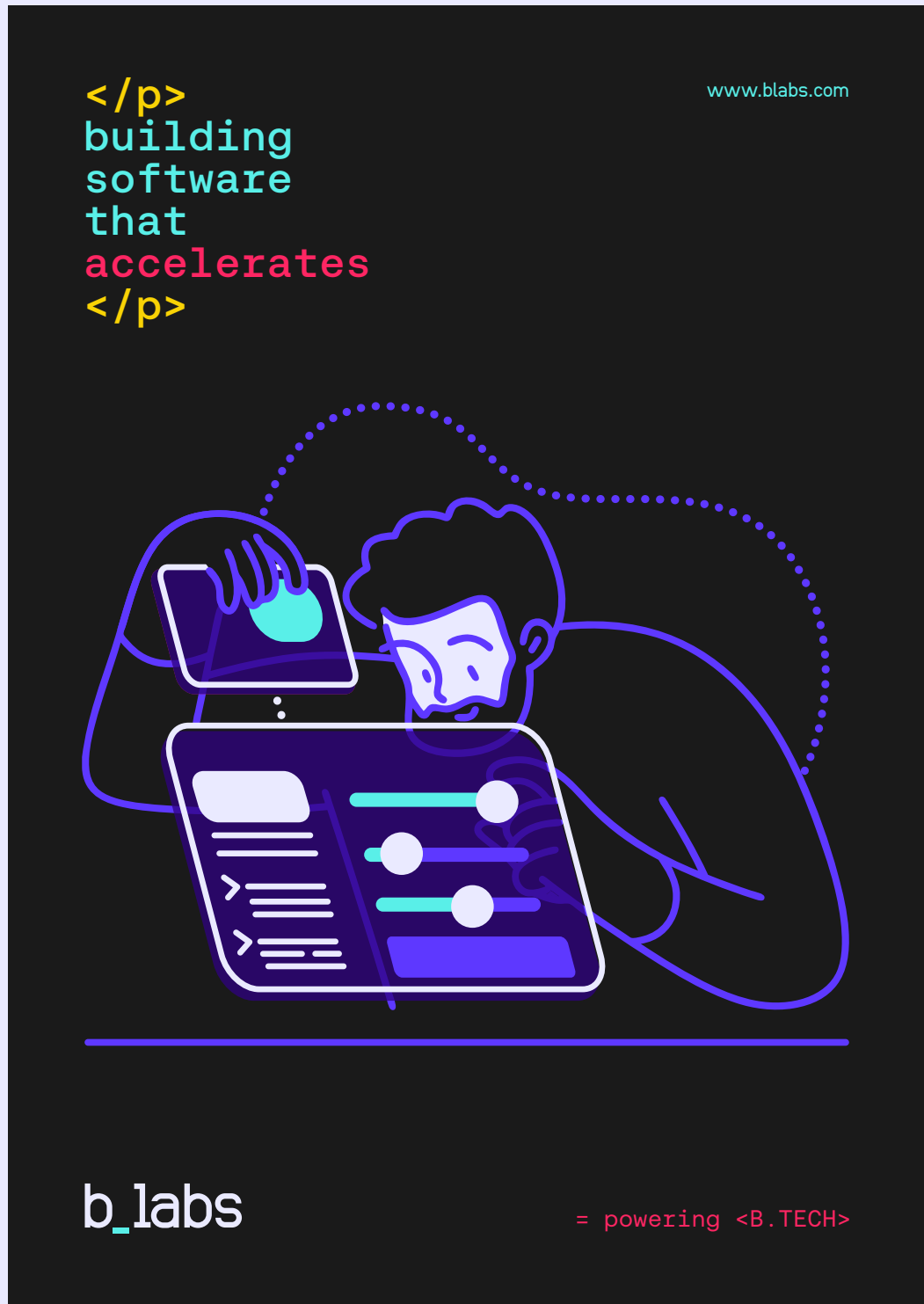
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Poster
Visuals

03

Design Tools

14



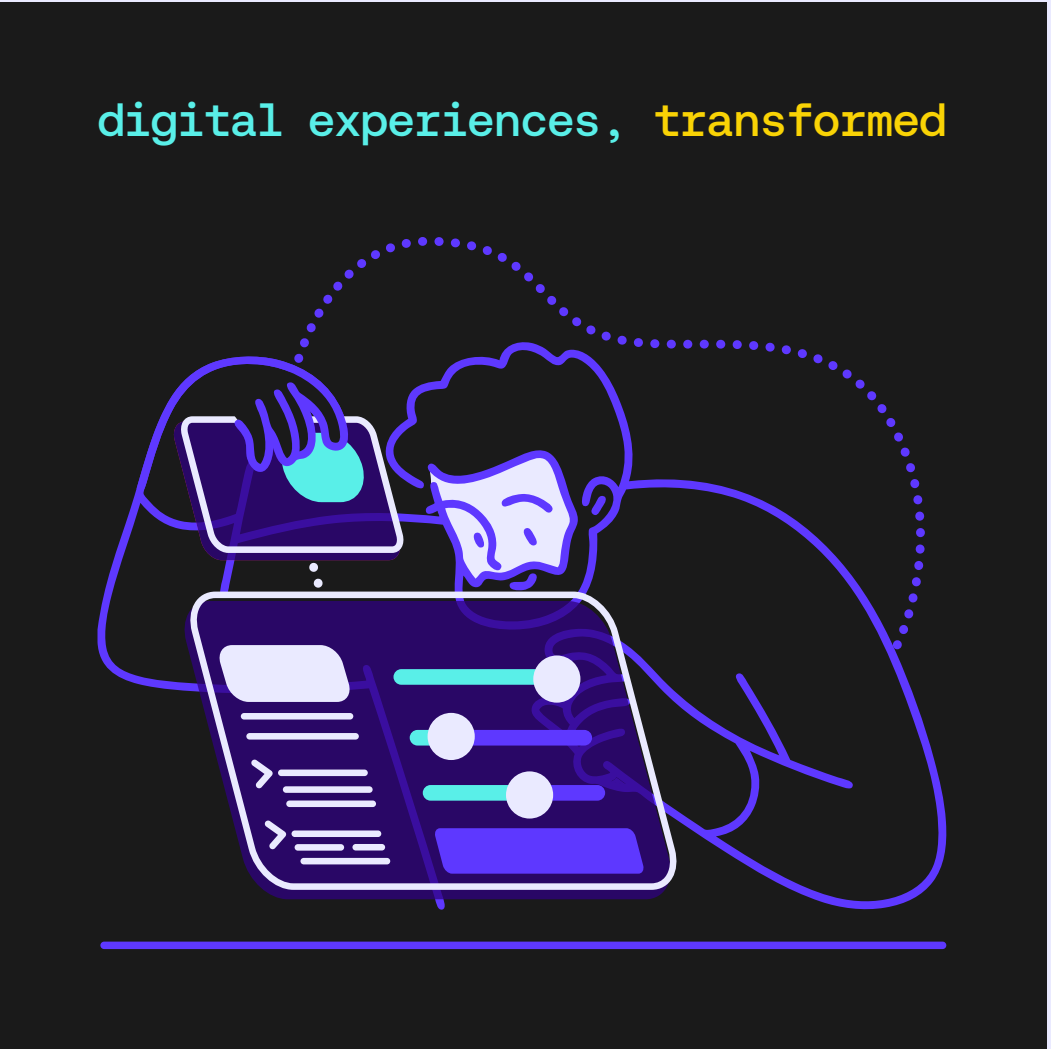
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Social Posts
Visuals

03

Design Tools

15



b_1

Exterior
Design

03

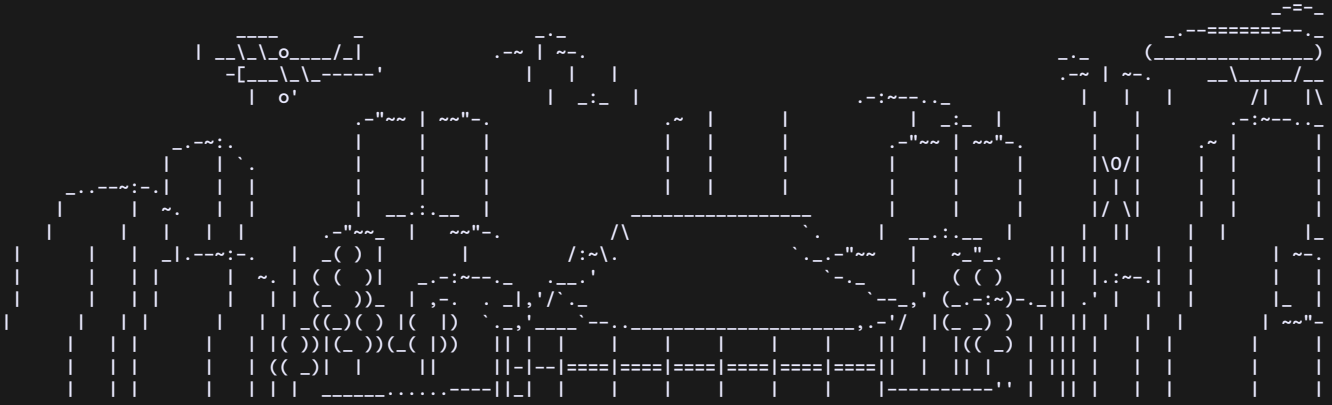
Design Tools

16

www.blabs.com

</p>
building
software
that
accelerates
</p>

b_labs



b_labs = powering <B.TECH>

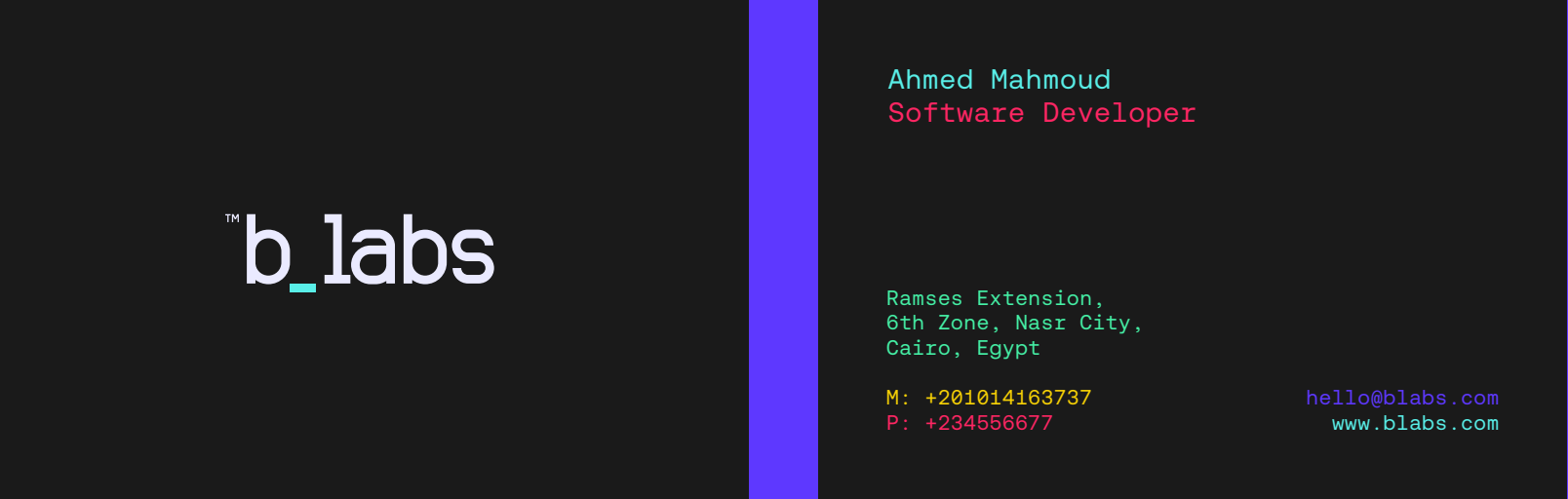
b_1

Business Card

04

Applications

17



b_1

Letterhead

04

Applications

18

b_labs

b_labs = powering <B.TECH>

Page 1/2

Subject
Lorem Ipsum

To
Gary Wilson
118a king's Rd
Chelsea, London
SW3 4TR

Dear Gary,

06 August
2022

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Kind regards,
Ahmed Mahmoud

Ramses Extension,
6th Zone, Nasr City,
Cairo, Egypt

M: +201014163737
P: +234566677

hello@blabs.com
www.blabs.com

b_labs

b_labs = powering <B.TECH>

Page 1/2

Subject
Lorem Ipsum

To
Gary Wilson
118a king's Rd
Chelsea, London
SW3 4TR

Dear Gary,

06 August
2022

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Kind regards,
Ahmed Mahmoud

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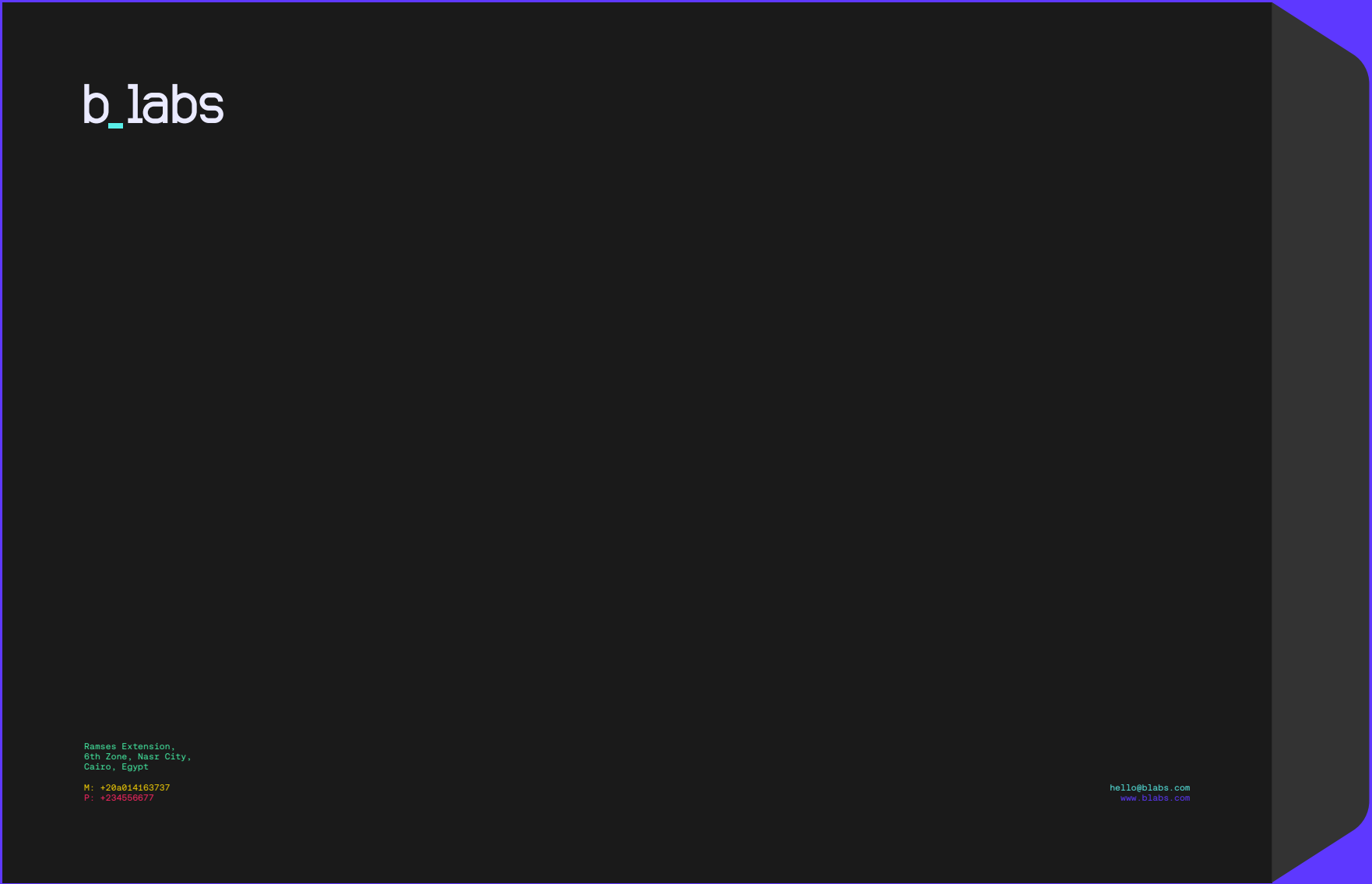
b_1

A4 Folder

04

Applications

19



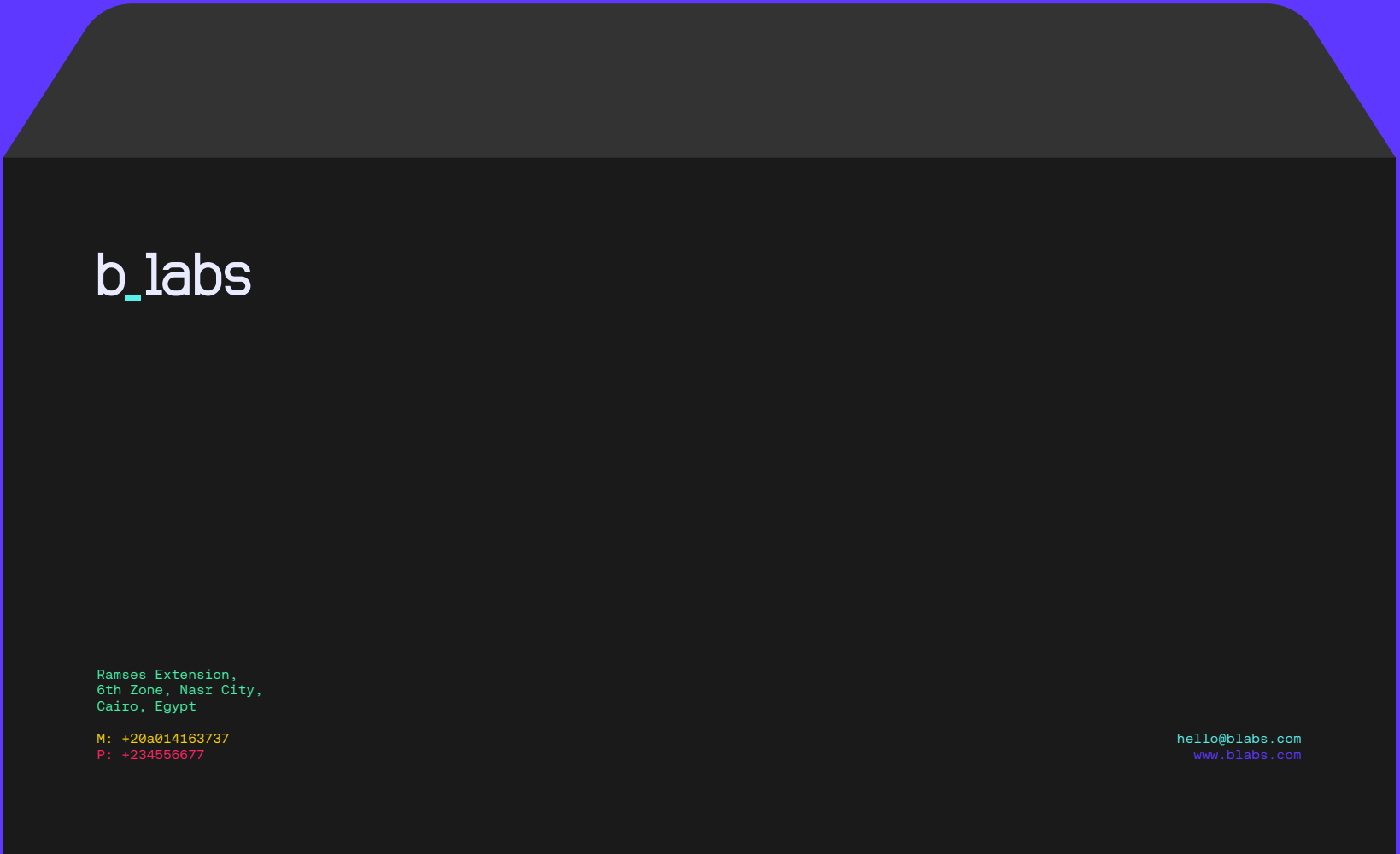
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DL Envelope

04

Applications

20



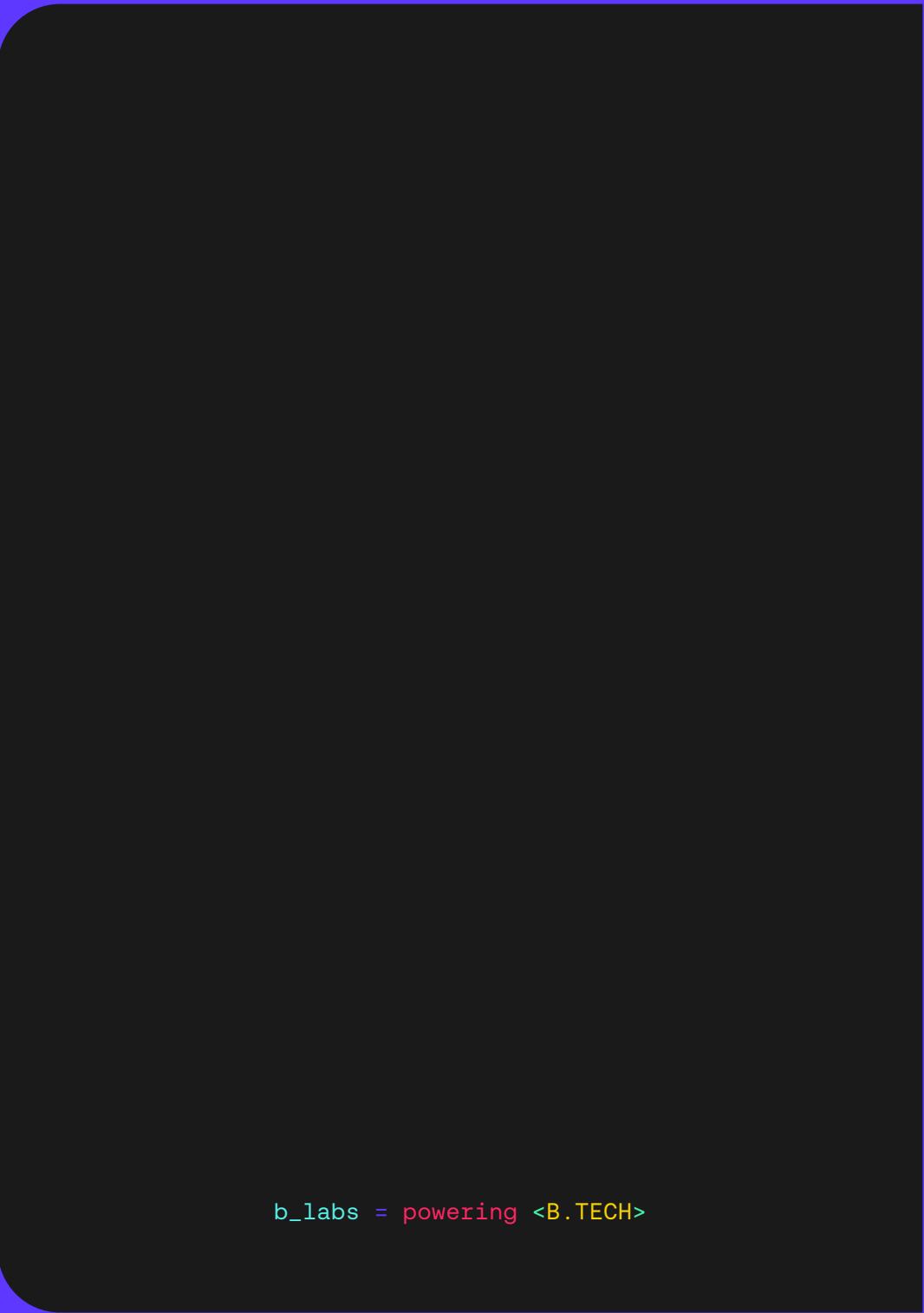
b_1

Notebook

04

Applications

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b_l

Coffee Mug

04

Applications

22



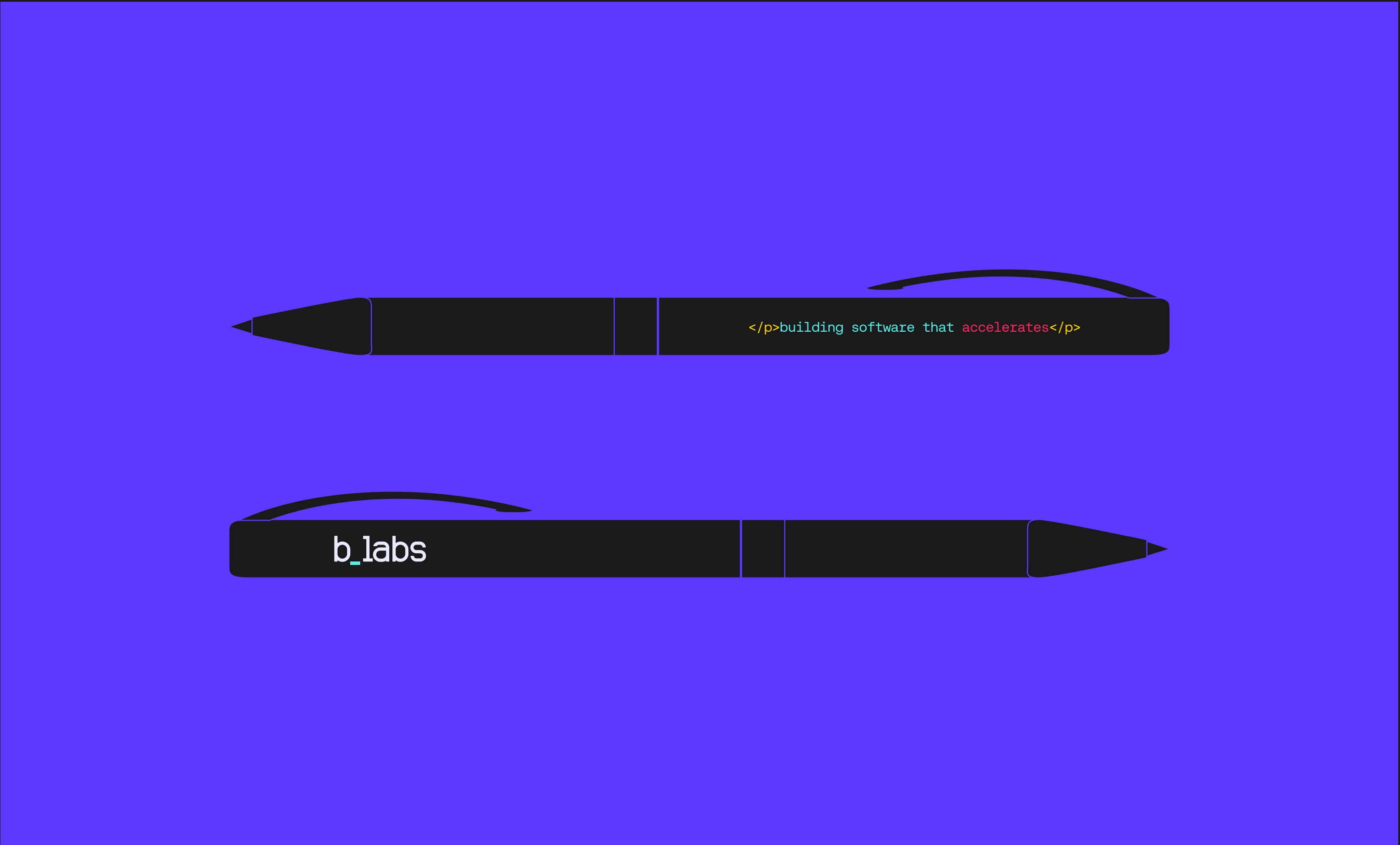
b_1

Pen

04

Applications

23



b_1

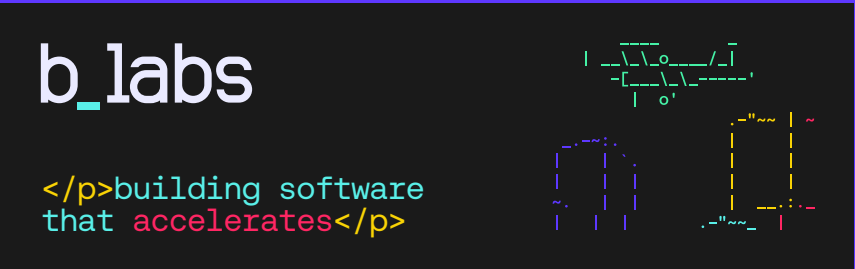
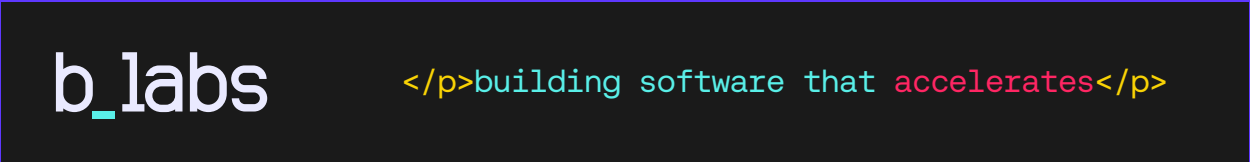
T-Shirt

04

Applications

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b_1

Facebook Cover

04

Applications

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b_1

Nametag holder

04

Applications

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b_l

Word mark
Signage

04

Applications

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b_1

Word mark
Signage

04

Applications

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b_1

Thank
You