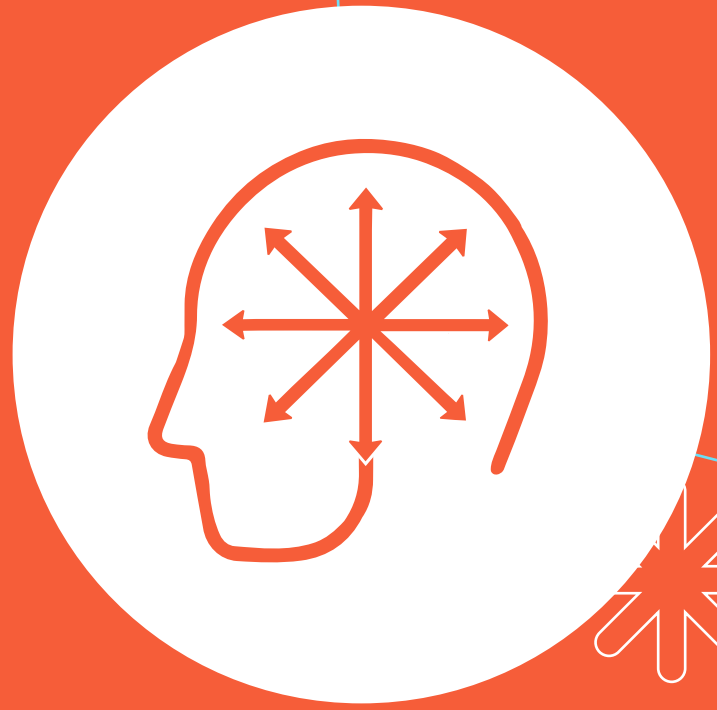
BRAND STYLE GUIDELINES.



The Critical Lab.

The Critical Lab - Logo Concept

The logo for The Critical Lab visually represents the project's mission to enhance critical thinking, scientific inquiry, and civic engagement among youth. The design features a human head outline, symbolizing intellectual exploration and knowledge development. Inside the head, the entropy symbol is integrated, representing complexity, open-mindedness, and the dynamic nature of thought processes.

This symbolizes the idea that critical thinking challenges existing beliefs, fosters curiosity, and encourages the ability to analyze multiple perspectives.

The bold and structured typography reinforces the project's modern, educational, and trustworthy identity, making it approachable and impactful for the youth.

Logo Clear Space Guide

To maintain visual clarity and impact, the logo should always have sufficient clear space around it. This prevents crowding and ensures it remains legible and prominent in any application

Clear Space Calculation:
The minimum clear space around the logo should be equal to the height of the letter "T" in "The Critical Lab."
This space should be maintained on all sides of the logo, including top, bottom, left, and right.

Application Guidelines:
Avoid placing text, images, or other design elements within the clear space.
Ensure the logo is always legible and not too close to the edges of documents, posters, or digital designs.
When used on backgrounds, make sure it maintains strong contrast for readability..
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Brand Color

Primary Color: #F75D39 (Reddish-Orange) – Represents energy, creativity, and passion, aligning with the mission of encouraging active thinking and engagement.
Background: Light Gray/White – Provides a clean, neutral contrast, ensuring clarity and focus on the logo elements.

Usage Guidelines:
Orange & Yellow are used fbranding, highlights, and accents to create a dynamic and engaging look.
Cyan adds a fresh, modern touch, making the brand visually appealing and aligned with its educational focus.
Dark Gray ensures clarity and professionalism in text and secondary elements.

Color 1

#D75D3D

Color Mode

Represents creativity, critical thinking, and enthusiasm. It symbolizes energy and forward-thinking ideas.

Color 2

#97DDF4

Color Mode

Symbolizes clarity, logic, and innovation, complementing the boldness of orange and yellow. It introduces a sense of trust and open-mindedness, reinforcing the brand's intellectual and scientific nature..

Color 3

#EAB631

Color Mode

optimism, knowledge, and curiosity, reinforcing the brand's educational mission.

Color 4

#393939

Color Mode

contrast and sophistication

Typography

POPPINS

For the typography, Poppins was chosen due to its clean, geometric, and highly readable design.
This font conveys a sense of modernity, clarity, and accessibility, aligning with The Critical Lab's goal of engaging and educating youth.
The balanced letterforms and contemporary style reflect a forward-thinking and structured approach to learning and inquiry.

The Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Sub Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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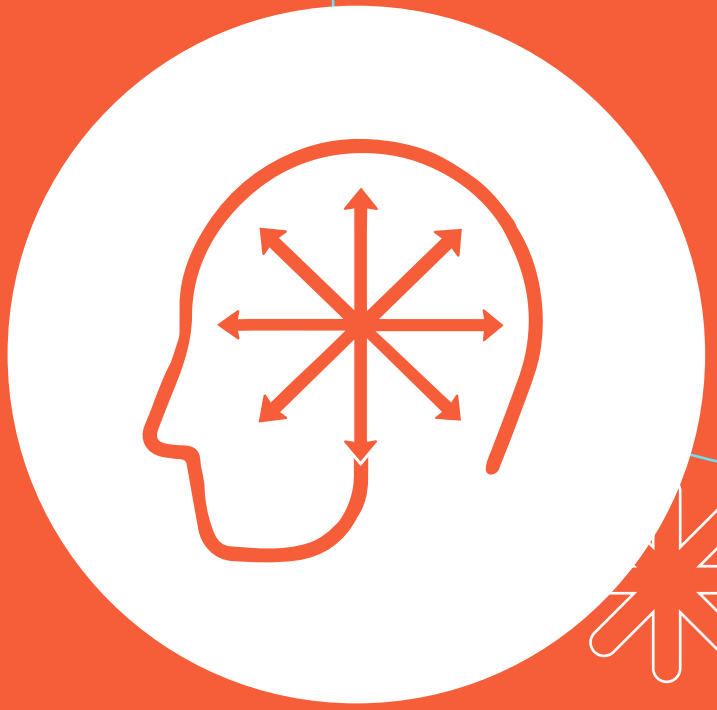
Logo Variations

To ensure flexibility and adaptability, The Critical Lab logo is designed with multiple variations suited for different applications. These variations maintain brand consistency, readability, and usability across different mediums.
Primary Logo – Full-color version for main branding.
Monochrome Logo – Single-color for black-and-white prints.
Inverted Logo – White version for dark backgrounds.
Icon-Only– Good
Horizontal Logo – Wide version for banners and website headers.

Guidelines: Maintain clear space, use the correct version based on background and medium, and avoid distortion or alterations.

Curiosity fuels change.

By Hanine Akika