

Visual Identity

Isologos & Isotypes

About SVG inline

The inline SVG option keeps the text selectable using the `<text>` tag inside it. We highly recommend this version for SEO and accessibility, but you'll need to link the font to Google Fonts. For a better performance of your site, only select the characters you will use, in this case: `text=Leniolabs`

You can include it in the `<head>` like this:

```
<link href="https://fonts.googleapis.com/css?family=Roboto+Mono:700&text=Leniolabs" rel="stylesheet" type="text/css">
```

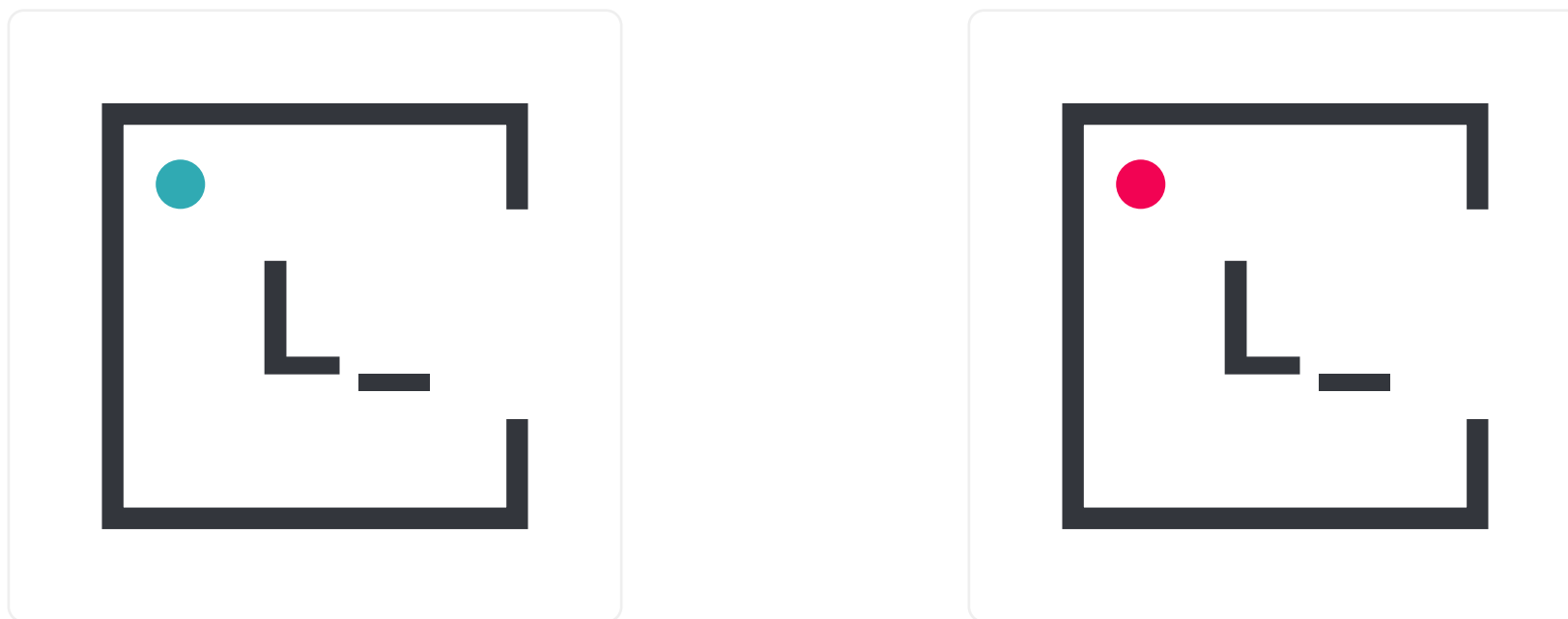
Isologo

This is the main isologo, use it mainly over white or light backgrounds.



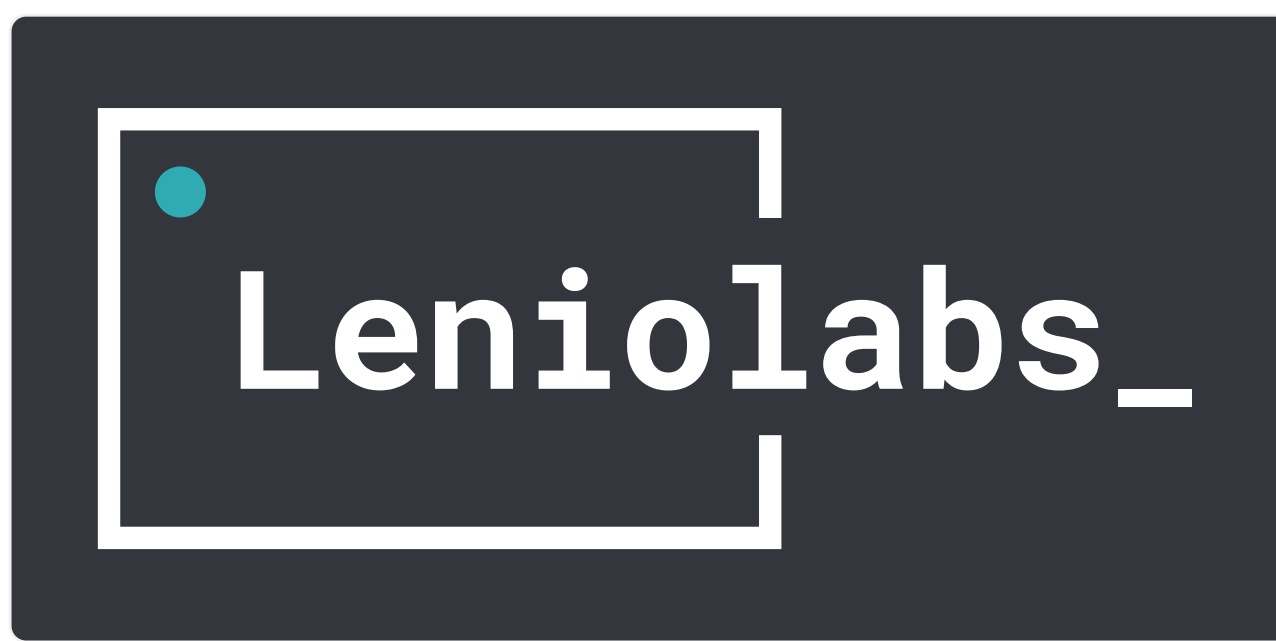
Isotypes

Use isotypes if you need to use the brand as an icon. Red dot version is for offline content, we are using it when the device is in offline mode.



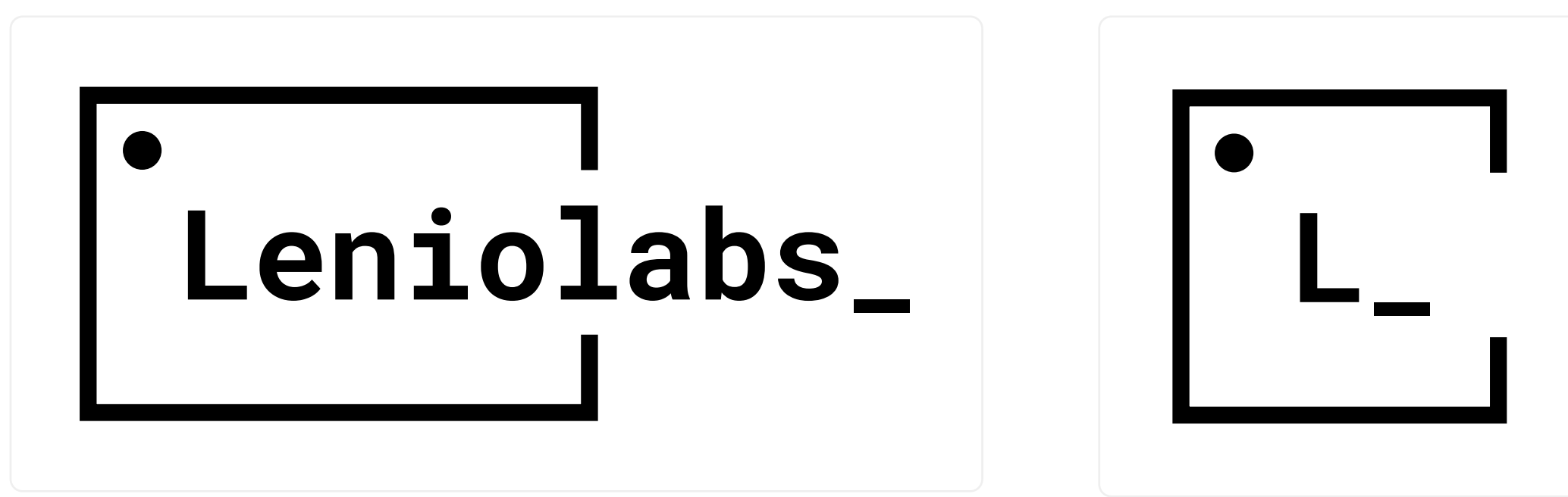
Alternatives for dark background

These are a second alternative for when you have no control of the background color.



Achromatic versions

These versions are only for restricted color options.



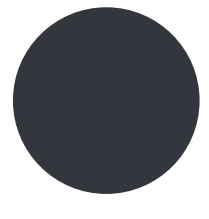
Typography

The brand font is **Roboto Mono Bold (700)**.

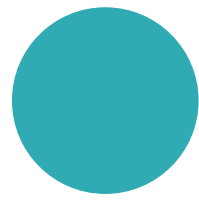
700 Roboto Mono Bold

Colors

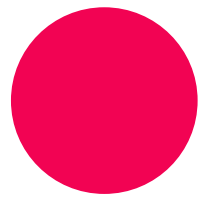
These are the brand colors:



#33363c



#30aab3

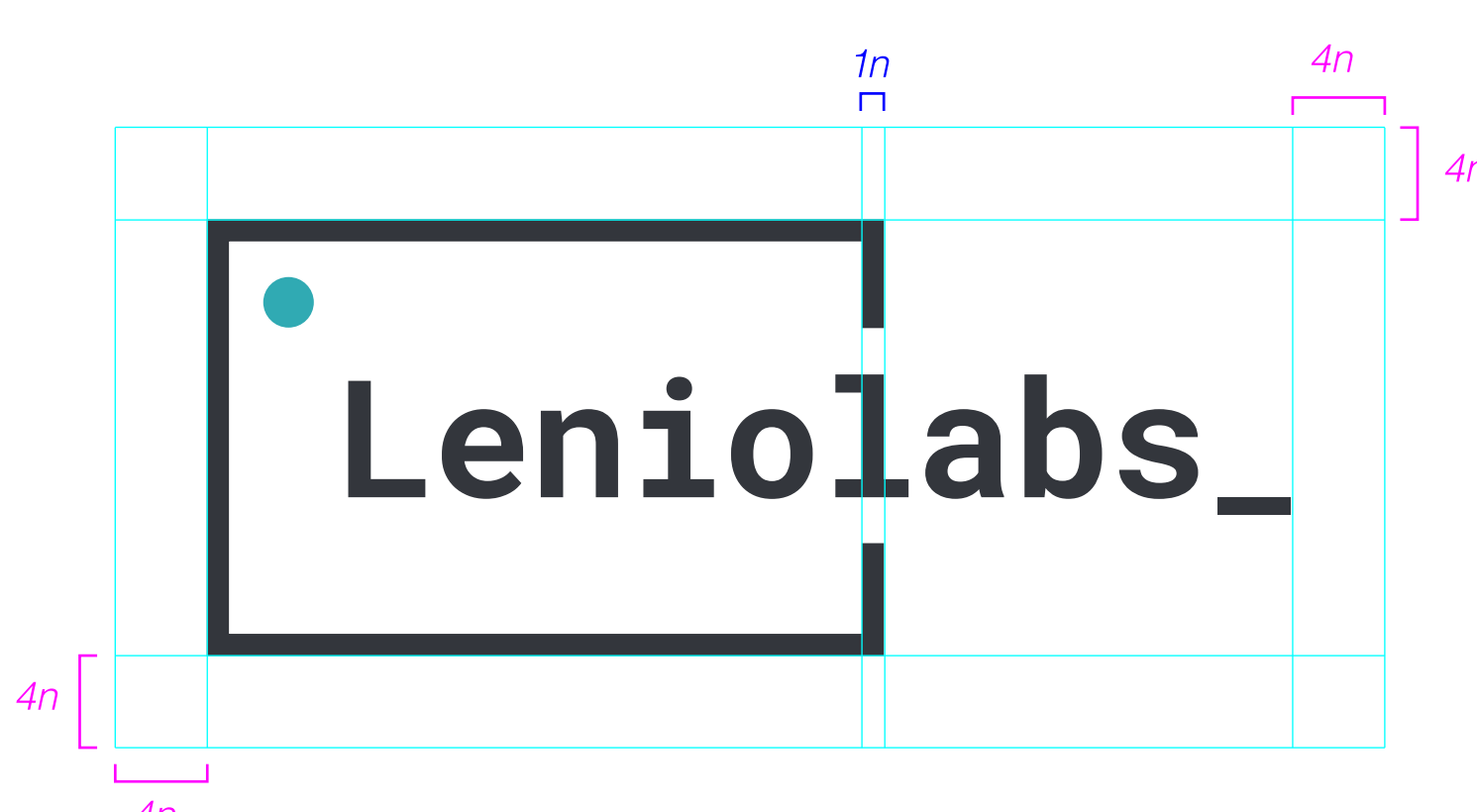


#f20353

Usage

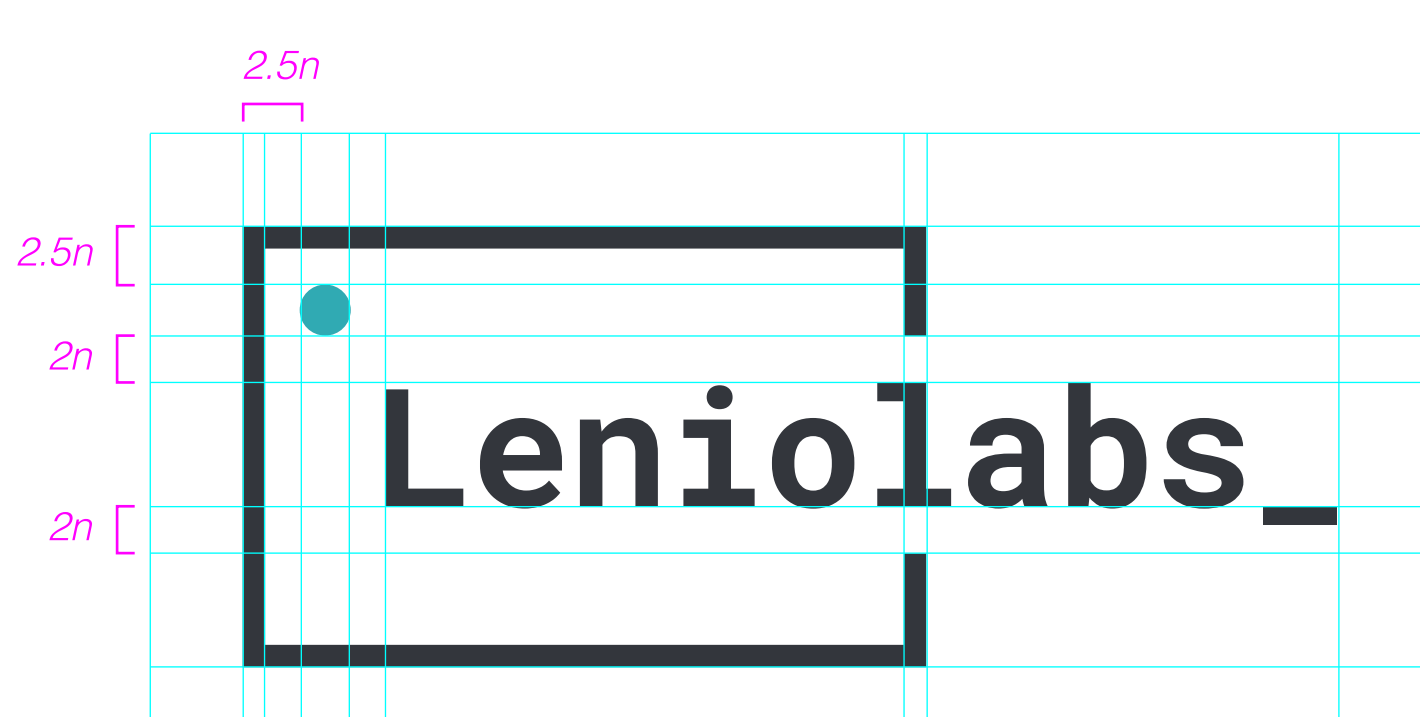
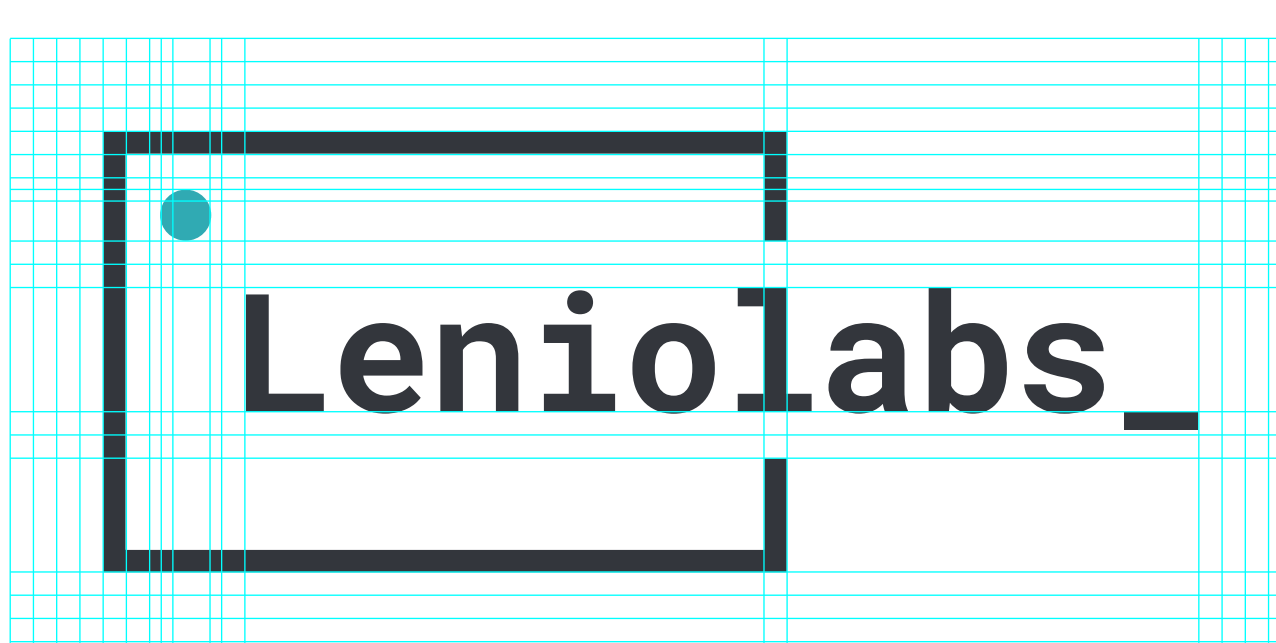
Safe area

The brand must be surrounded by a safe area that should be at least 4 times the border width. Currently all files include this margin.



Grid & construction

To build the grid we are using the border width as a unit.



Minimum size

Try to keep the width of the brand at least 100px.



Typography

Source Sans Pro

This is the font we are using in the website. Is not necessary to use it for text font in documents but please use it for image compositions like background covers or banners.

200	Source Sans Pro Light	<i>Source Sans Pro Light</i>
300	Source Sans Pro Light	<i>Source Sans Pro Light</i>
400	Source Sans Pro Regular	<i>Source Sans Pro Regular</i>
600	Source Sans Pro Bold	Source Sans Pro Bold
700	Source Sans Pro Bold	Source Sans Pro Bold
900	Source Sans Pro Black	Source Sans Pro Black

Usage

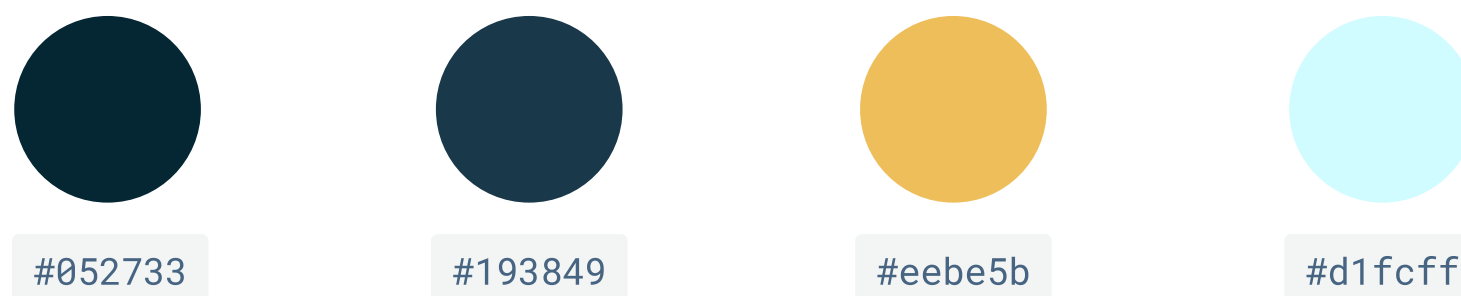
We are currently using Regular and Bold variations in our site. You can include just both of them in the `<head>` like this:

```
<link href="https://fonts.googleapis.com/css?family=Source+Sans+Pro:400,700" rel="stylesheet" type="text/css">
```

Colors

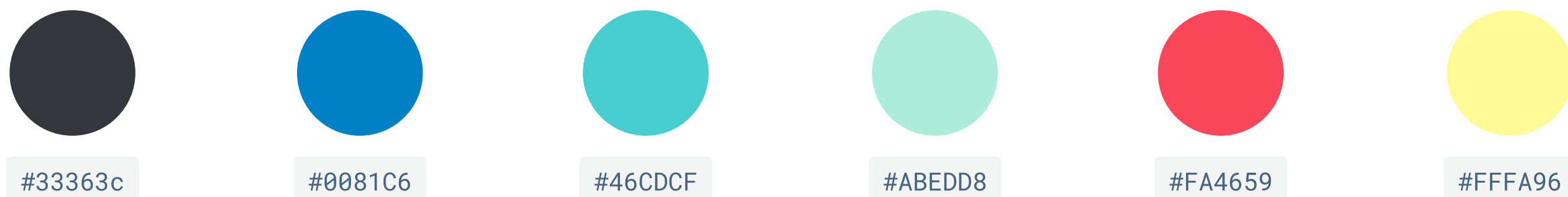
Background colors

We recommend these as background colors.

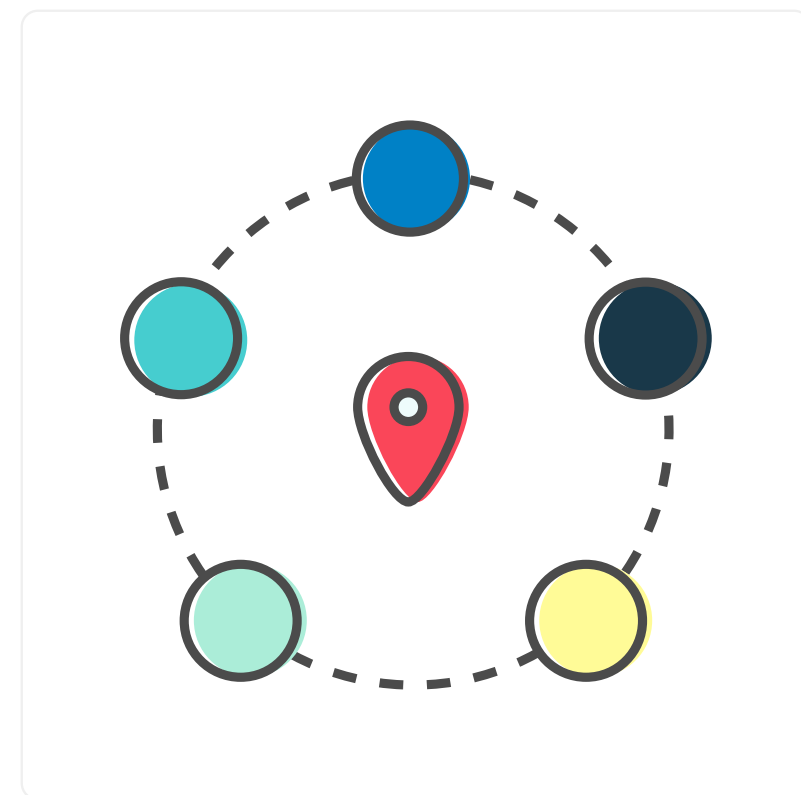
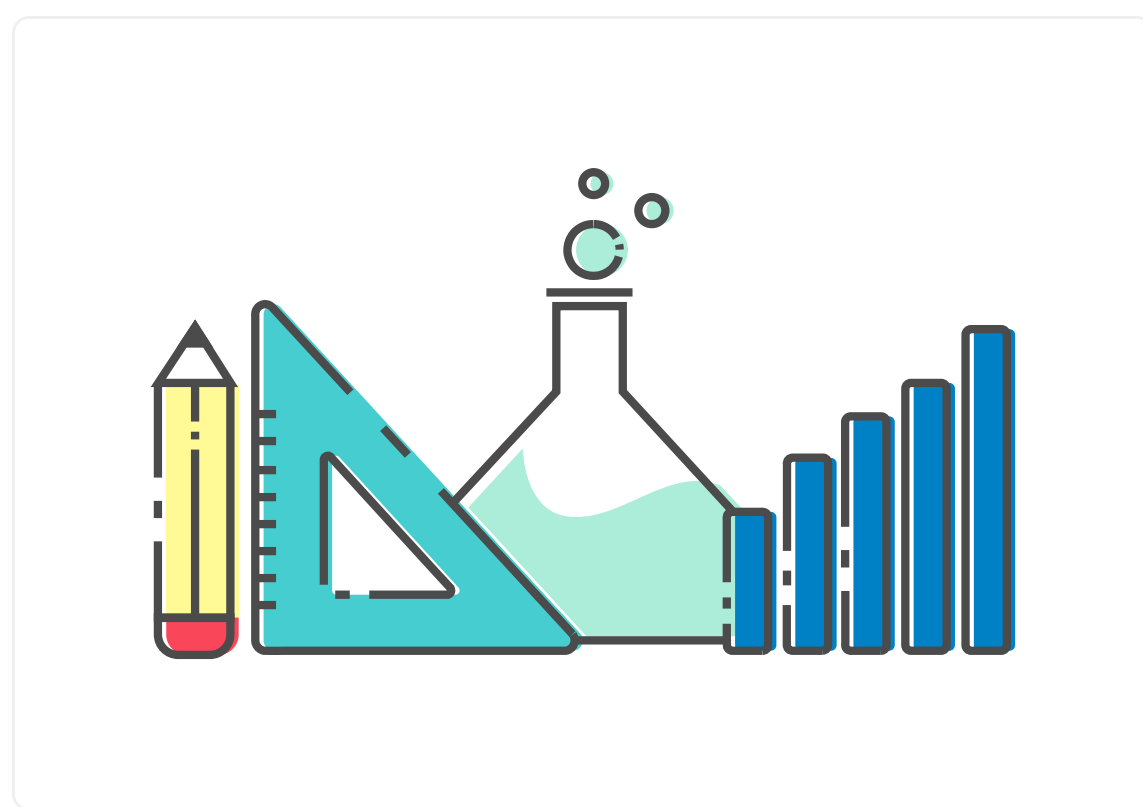
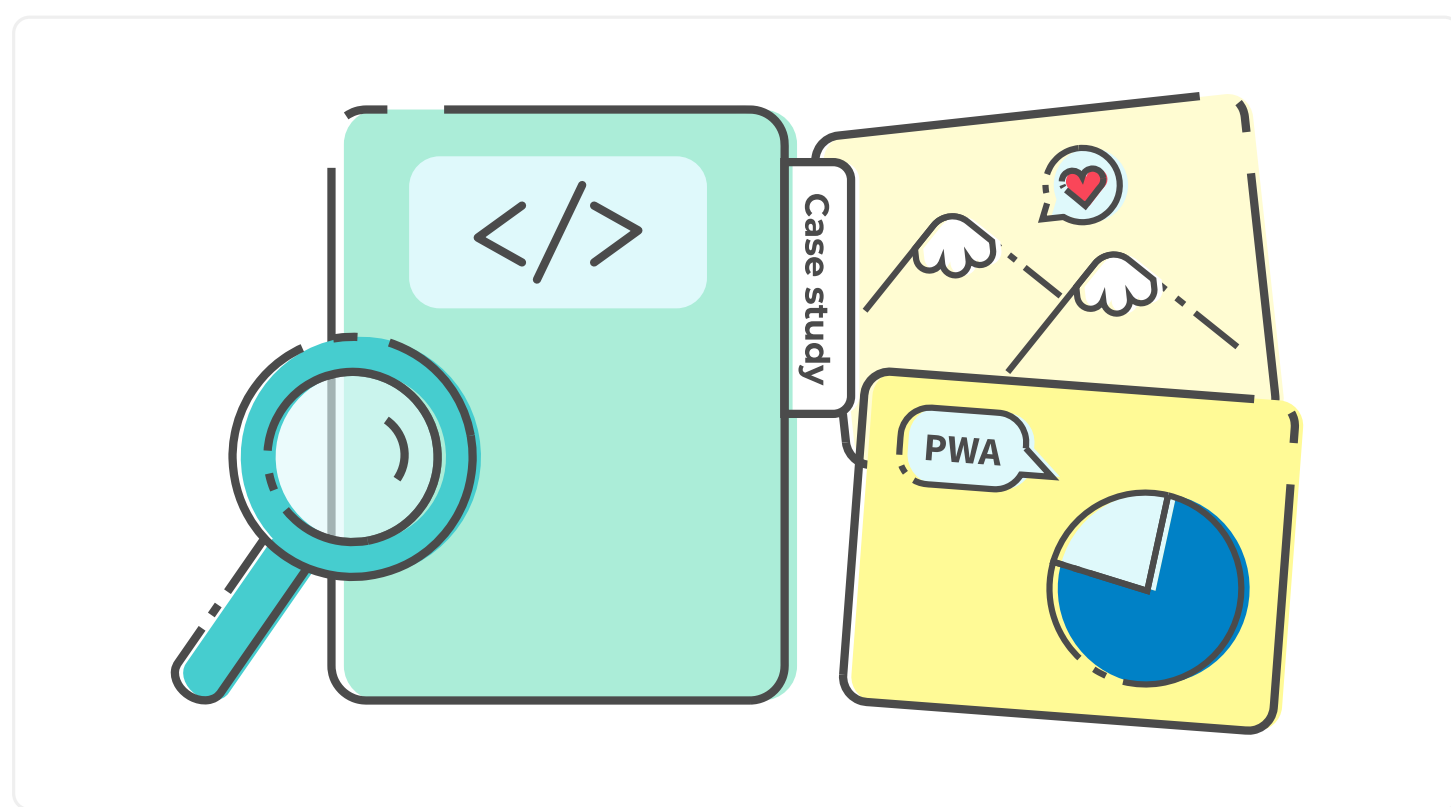
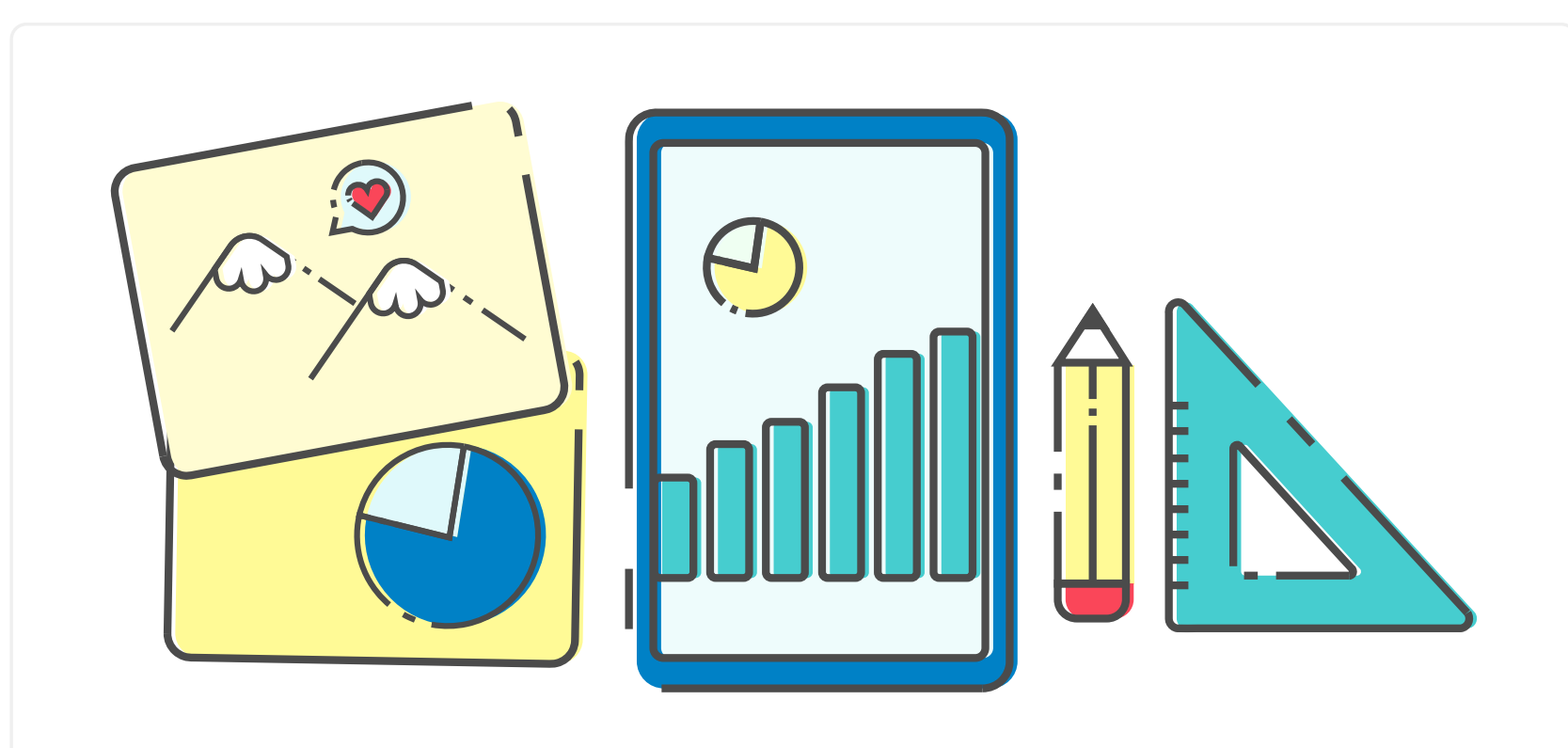
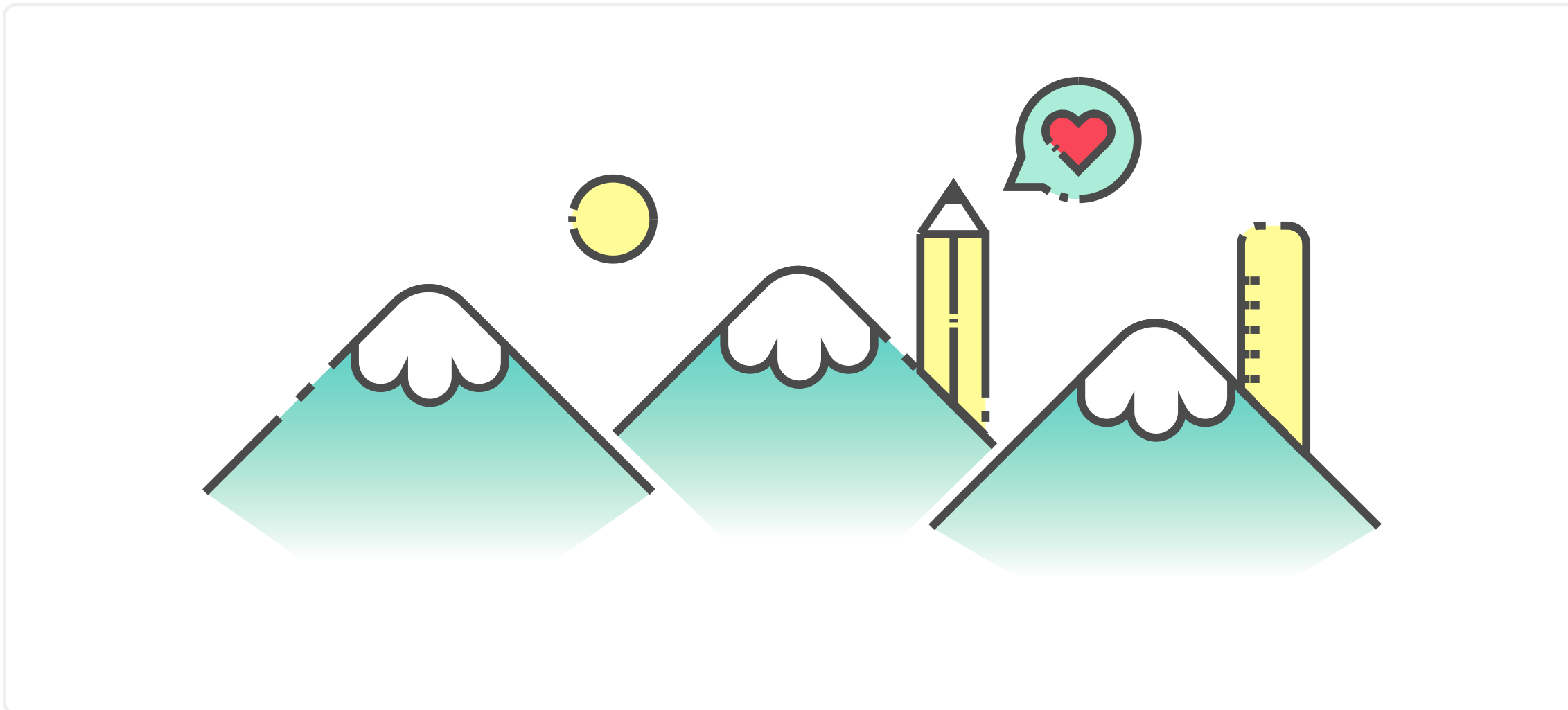


Foreground colors

We recommend these as foreground colors. Dark grey for stroke and text.



Illustrations



Background covers

Background covers

Image size: 840 x 380px.

