

Style Guide

While we encourage our members to promote and share TheLab with others, we ask that you stick to the colors and fonts we've chosen to represent our organization. Our logo, colors, and font choices represent who we are, and identifies us as a unique entity!

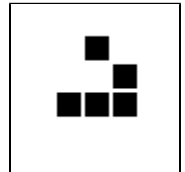
Any questions or requests further regarding usage or additional identity elements can be directed to Leadership.

How do you write "TheLab.ms"?

TheLab.ms is also a website URL! It should be written with NO spaces. The 'T' in 'The' and the 'L' in 'Lab' should remain capitalized. The '.ms' is all lowercase. When saying the name, it should be read as "The Lab dot ms".

About Our Logo

The roots of TheLab are in hacking. One of the symbols of hackerdom is the "glider" from Conway's Game of Life. You can [learn about](#), [play](#) and [get lost in](#) The Game of Life at the links in this very sentence.



Logo Guidelines

TheLab.ms logos are available in several formats. If you have a need beyond what is provided here, check out the [Visual Assets KB!](#) Please do not alter the colors or letter placement in these images when re-using them.

Black and white logo for general use.	 <p>TheLab.ms Everyone's Makerspace</p> <p>.PNG, 600x600px</p>
Color web-suitable logo for general use.	 <p>TheLab.ms Everyone's Makerspace</p> <p>.PNG, 600x600px</p>

Brand Elements

Colors

This chart represents colors used in TheLab's logo, and is generally what is used in the website and print material.

Color Sample	Color Name	Hex Code	CMYK	RGB	Closest Pantone
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	Dull Green	#99CC66	45,0,82,0	153,204,102	367 C
	Artichoke	#8A947F	50,33,54,5	138,148,127	4180 C
	Davy's Grey	#555555	0, 0, 0, 67	85, 85, 85	4294 C
	Jet	#343434	73,67,65,78	52,52,52	Black 2 C
	Platinum	#E5E4E2	9,6,7,0	229, 228, 226	663 C
	White	#FFFFFF	0,0,0,0	255,255,255	Bright White

Typography

Logo – Square 721

Headlines – Open Sans

Subheadings – Open Sans

Text/Paragraphs – Open Sans

Bold/Italics may be used in text as needed.