



THE LABS & CO  
**BRAND GUIDES**  
ESTD  2010



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## ETHOS

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*The rush of excitement to see a concept brought to life.  
The goosebumps of ethereal lighting.  
The tear-threatening image of a one-of-a-kind bond.  
As a member of our pack, those are our gifts to you...*

The heart of The Labs is comprised of three aspects, all three flowing together to breathe life into work that is uniquely ours.

**A love and appreciation for companion animals and their people, to be of service and to give back to our community and to have fun in our professional lives.** These three things, in the end, will become our legacy.

To know we have created meaningful work and given you something to remember, that will be enough for us.

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## BEGINNINGS

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As creatives in the art world and lovers of all beings in the animal kingdom, we knew our true happiness and execution of skill would come alive with animal photography, illustration and design. Combining our extensive education and professional experience, The Labs & Co. was serendipitous if not fate. Through **The Photo Lab**, we **create images that pay tribute to the ideal dog/cat person lifestyle, in breathtaking natural light**, perfectly imperfect and analog, just like life. We work with a range of folks, from commercial clients who understand this bond and cater to these companion animals and the families who love them, to the families themselves.

**The Design Lab** is a blend of our love of animals combined with **small-shop illustration and graphic design**; dedicating all our attention and skill to the industry that caters to the animal kingdom – and the people dedicated to that industry and those animals.

We may be a small team of two, but we are humbly mighty, offering a whole service in a one-stop shop for both small businesses as well as large companies.

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## THE FURRY BRAINCHILD

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The Labs & Co. were born out of the kindness of a caring friend, a passion for photography and the love of a certain black Labrador.

Our love for this dog is in everything, from our branding to the dedication we put into our work, honoring the bond between people and their companion animals through The Photo Lab and The Design Lab, all because of the original Lab.





## PHILOSOPHY

**Our world is one in which art and animals come together in a wonderful way.** To us, an image can evoke emotion the way a scent brings back a memory. **When we photograph animals,** we capture not only their physical beauty, but their individual and very unique personalities.

In **our design work,** we collaborate with people who share our vision, that companion animals are more than just pets, they are a lifestyle and often, an integral part of the human condition. We bring their visions to life and help spread their message.

**We're consumers of this industry. So we get it. We know what it takes to disrupt the status quo and break through the clutter—to be seen, heard and touched.** Our philosophy is simply to live on both sides of the experience in a way that naturally connects with animals, nature and lightness.

Through photography, boutique illustration and design, **our work is for the good of others,** weaving visual stories of the once-wild creatures we now call partners, companions, friends, soul mates... family.

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## THOSE WE LOVE WORKING WITH...

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- Share our core values of: kindness above all else, fun as a key ingredient to creating great work, the words “it’s just a dog/cat” do not apply.
- Acknowledge the powerful and meaningful bond we can develop with animals, recognize and respect them as individuals, and help elevate their place in culture and society.
- Love and enjoy their pets as an integral part of their lifestyle, from outdoor enthusiasts who cannot imagine going hiking/camping/running/road-tripping without their dog (or cat!); to those who love to curl up with a book alongside their favorite companion.
- They are often makers of products they would consciously give to their own pets with as much care for what it is made up, where it came from as well as the aesthetic, design and functionality of the product for a modern lifestyle.
- Appreciate the value of the tangible and hand-made, analog film photography and hand-drawing; placing quality, mastery of craft and soul above all else.
- Are passionate about the wild outdoors, and our place in it. They enjoy it, they protect it, and they want to share as much of it with their dogs (and cats).



# IDENTITY

## MAIN LOGO



## VARIATION for maximum versatility while staying within brand



## FONTS

### REVOLUTION GOTHIC | BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 | *Main logo font*

### MERCURY TEXT G2

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 | *Body copy + Italics for descriptions and quotes*

### BRANDON GROTESQUE | REGULAR BOLD ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 | *Legible sans serif for general use*

### BRANDON PRINTED | ONE + EXTRAS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 | *For use in logo, titles and ornaments*

# IDENTITY

## STAMPS AND WATERMARKS



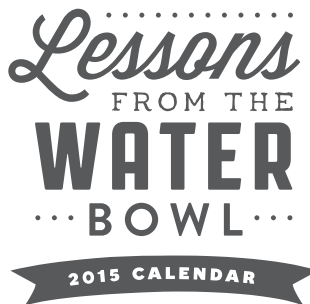
## LAB ICONS



## EXTENSIONS OF THE LABS & CO. BRAND



## PASSION PROJECT BRANDS



# COLOR PALETTE

## MAIN COLORS



*Only two main brand colors for maximum simplicity and accurate translation across all media, both digital and printed. Grey is timeless, elegant and modern. White is clean and comfortable. Together, they make a serene, perfect mix, and allow the color in our photography and design to stand out.*

## SUPPORTIVE DETAIL COLORS | Warm



#995150  
R 153 G 81 B 80  
C 31 M 74 Y 62 K 18



#c1ab9d  
R 193 G 171 B 157  
C 25 M 31 Y 36 K 0

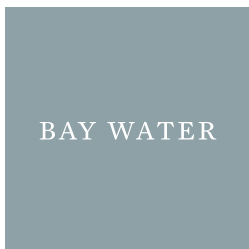


#f5efe4  
R 245 G 239 B 228  
C 3 M 4 Y 9 K 0



#f2d8a5  
R 242 G 216 B 165  
C 4 M 14 Y 39 K 0

## SUPPORTIVE DETAIL COLORS | Cool



#8da0a6  
R 141 G 160 B 166  
C 48 M 29 Y 30 K 0



#595742  
R 89 G 87 B 66  
C 58 M 51 Y 72 K 35



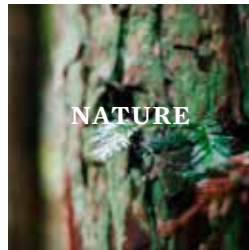
#9e9d95  
R 158 G 157 B 149  
C 40 M 32 Y 39 K 1



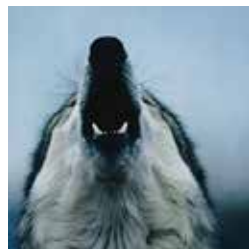
#798a60  
R 121 G 138 B 96  
C 54 M 32 Y 71 K 10

*Supportive colors come in whenever an extra pop of color is needed. Marsala and Bay Water most commonly used.*

# TEXTURES + PATTERNS



## BRAND INSPIRATION | *See, feel, listen, scent, taste*



## BRAND VOICE

PARTNER | *companion* | FRIEND | *soul mate* | FAMILY | *analog* | ADVENTURE | *handmade*  
| THE WILD | *vintage* | CLASSIC | *film* | BOUTIQUE | *soulful* | OUTDOORS | *simple* |  
ACTIVE | *inspired* | FINE ART | *hand-drawn* | BOND | *tribute* | RUGGED | *quiet* | MEMORY |  
*unforgettable* | TANGIBLE | *informative* | FUN | *hard working* | PERSONAL | *timeless* | LIGHT |  
*magic hour* | NATURAL | *unforgettable* | NOSTALGIA | *outbound* | EXPLORE | *passionate* | GIVE BACK

Our voice is warm and approachable. Relaxed, natural and friendly without sounding unprofessional. Sweet without causing toothaches, funny without mocking, poetic without being too elevated. We are not above using an occasional, well-placed pun or humor. We don't exaggerate with exclamation points!!!! (unless we really mean it). No pawz clause. If we can make you feel something deep, help you learn something new as well as make you laugh, then we have done our job right. At the bottom of it all, is honesty and genuine care for what we do.





# FINISHING TOUCHES

We savor every minute of the process of working together with our clients. From getting that call, to preparing for their project, doing the work, and finally, delivering it. We go all the way, and believe presentation is as important as what is inside. A cake without frosting is just pound cake. We live for the details and it shows in every corner of our work.

