

# HOOLY LAB STUDIOS BRAND GUIDELINES

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# THE LOGO.

The Hooly Lab Studios logo is crucial to increasing brand awareness and perception. It may not be altered in any way other than specified in this style guide.

The consistent use of the logo will develop strong brand recognition and public awareness.

The logo and logotype (text) must be used in its entirety. It must always be produced exactly as shown and in the defined Pantone solid coated colours or CMYK colours.

## Logo Horizontal

**HOOPLY LAB**  
**STUDIOS**

## Symbol



# ALTERNATE VERSION

The reversed logo can effectively be used over an image and is the preferred choice of logo for this application. However, when this is done the underlying image must be simple and not overly detailed. This will ensure that the logo stands out.

**HOOLY LAB**  
**STUDIOS**

# TYPOGRAPHY.

To ensure the integrity of Hooly Lab Studios' brand consistent typography is to be used throughout all communications as specified below.

## MULI BOLD

### Sample Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,.;!()?@#\$\$%&\*

## MULI REGULAR

### Sample Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

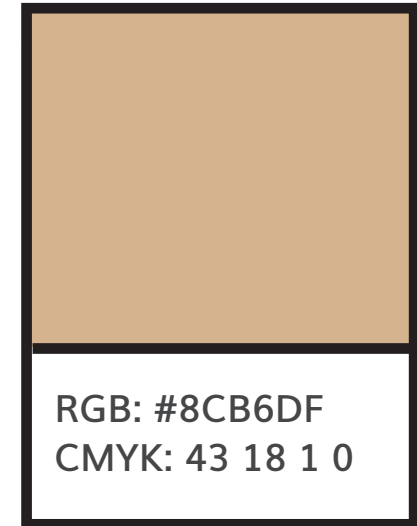
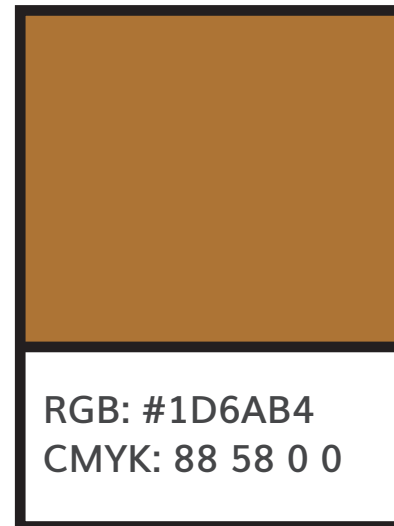
abcdefghijklmnopqrstuvwxyz

0123456789,.;!()?@#\$\$%&\*

# COLOUR PALETTES.

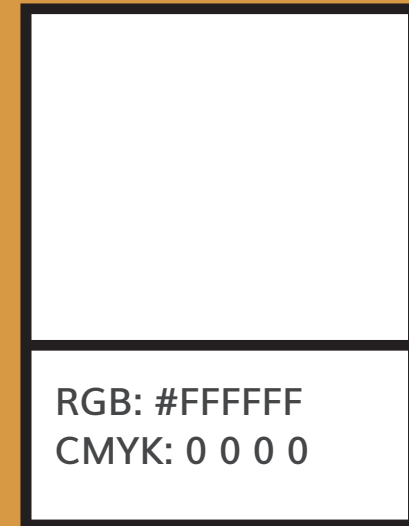
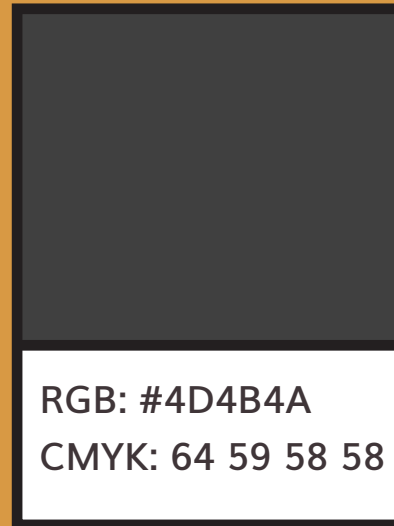
The Hooly Lab Studios colour palette consists of a Primary and a Secondary colour palette.

## PRIMARY COLOURS



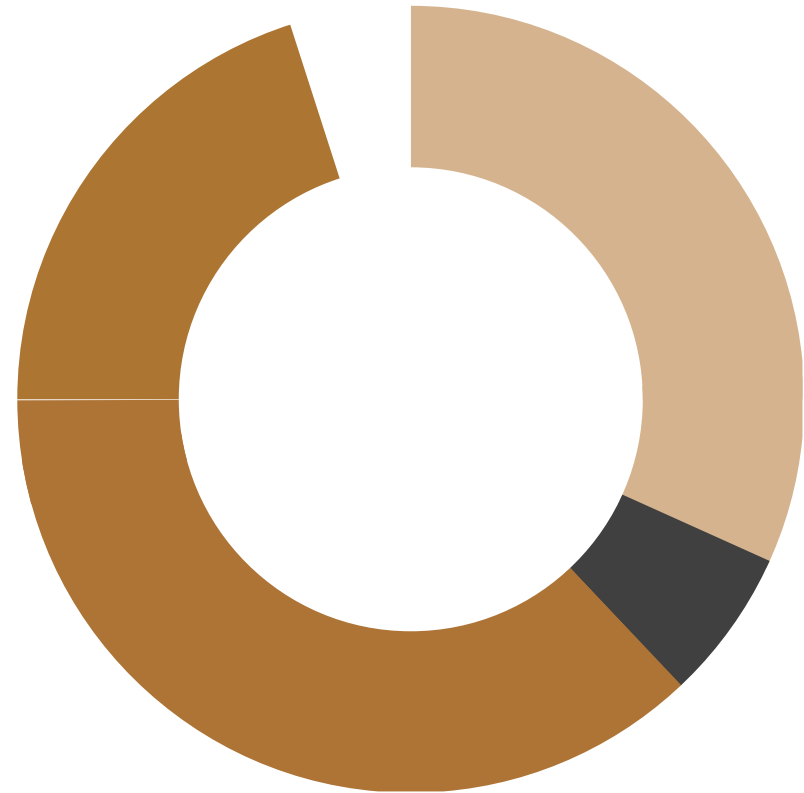
## SECONDARY COLOURS

Secondary colours are neutral and complement the primary colours.



## COLOUR BALANCE

The dominant colour used for the brand should be the primary colours with a small mix of the neutral colours.





**HOOLY LAB**  
**STUDIOS**

[hoolyabstudios.com.au](http://hoolyabstudios.com.au)