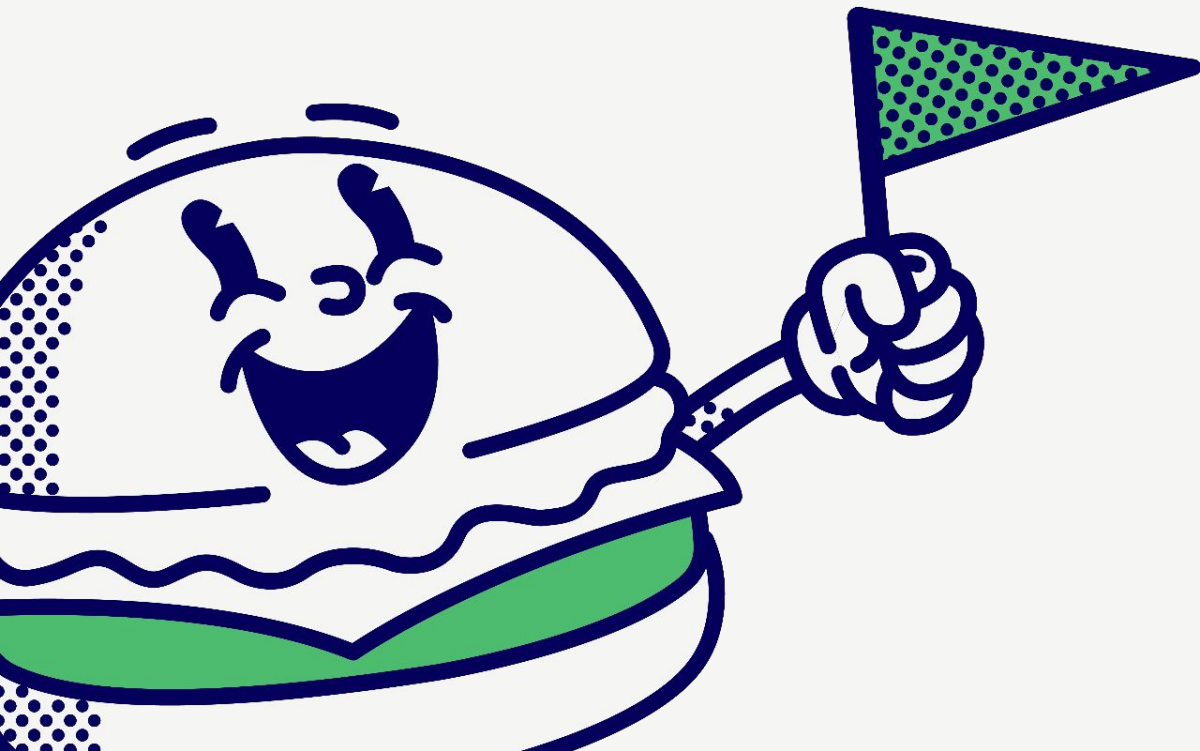


myBurgerLab



BRAND GUIDELINES

Introduction.

The myBurgerLab Identity is more than just a logo; it's the cornerstone of our brand's recognition, trust-building, and long-term confidence. This comprehensive manual is your guide to understanding and consistently applying the key elements of our brand identity system. From our iconic brand mark and architectural framework to the intricacies of typography and graphic elements, this document serves as the compass for maintaining a cohesive brand presence.

Within these pages, we'll unravel the essence of our brand, providing you with clear directives and prescribed boundaries for its application. However, we also understand the importance of creative expression. That's why we encourage you to explore the creative freedom that lies within these guidelines, allowing your unique touch to shine through while preserving the essence of myBurgerLab.



- 1.1 Logo with Tagline
 - 1.1.1 Exclusion Zone & Minimal Space
 - 1.1.2 Logo Misuses
 - 1.1.2 Logo Background Application
- 1.2 Logo without Tagline
 - 1.2.1 Exclusion Zone & Minimal Space
 - 1.2.2 Logo Misuses
 - 1.2.3 Logo Background Application

1.1 LOGO WITH TAGLINE

The official myBurgerLab logo and tagline should always be used together for a unified brand presentation. The tagline should always be displayed in the Barlow font to maintain brand integrity.



1.1.1 EXCLUSION ZONE & MINIMAL SPACE

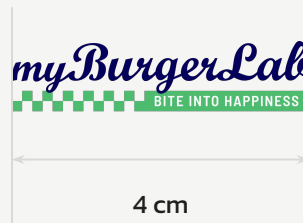
Maintaining clean space around the myBurgerLab logo is essential to provide it with the necessary breathing room. The clear space and minimum size guidelines outlined below are crucial to guarantee the logo's clarity and crispness in all applications.

Our logo has been thoughtfully designed to retain its clarity and distinctiveness even when scaled down. Adhering to the minimum logo size ensures consistent brand recognition and versatility across various platforms and applications. Maintain the proportions of the logo and tagline to preserve their visual integrity, and avoid any distortion or resizing that may compromise the logo's recognisability and impact.

Exclusion zone



Minimal Size



1.1.2 LOGO MISUSES

To maintain brand consistency and visual integrity, it is imperative that the myBurgerLab logo remains unaltered in any form. The following examples illustrate treatments that are strictly prohibited.



Original logo



Do not add any effect on the logo.



Do not tilt or rotate the logo.



Do not distort the logo.



Do not change the colour within the logo.



Do not outline the logo.

1.1.3 LOGO BACKGROUND APPLICATION

Various logo color modes are provided to accommodate different applications. The examples below illustrate the logo's color applications on different background colors. It is essential to ensure that the logo maintains a high level of visual contrast when placed on varying backgrounds.



1.2.1 EXCLUSION ZONE & MINIMAL SPACE

Maintaining clean space around the myBurgerLab logo is essential to provide it with the necessary breathing room. The clear space and minimum size guidelines outlined below are crucial to guarantee the logo's clarity and crispness in all applications.

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Exclusion zone



Minimal Size



1.2.2 LOGO MISUSES

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myBurgerLab



myBurgerLab



myBurgerLab



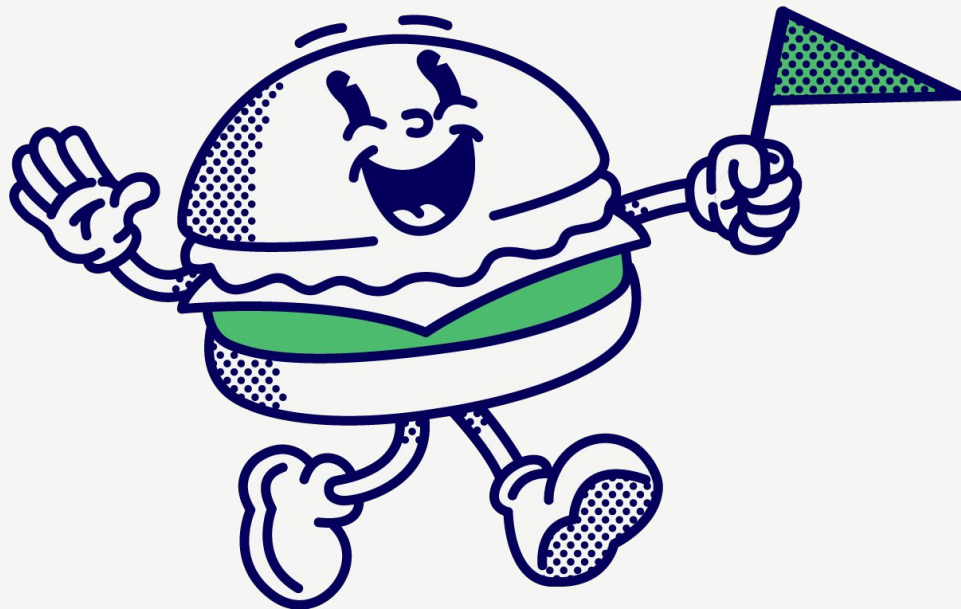
02

MASCOT

- 2.1 Mascot
- 2.2 Expansion of the Mascot
- 2.3 Mascot Misuses

2.1 MASCOT

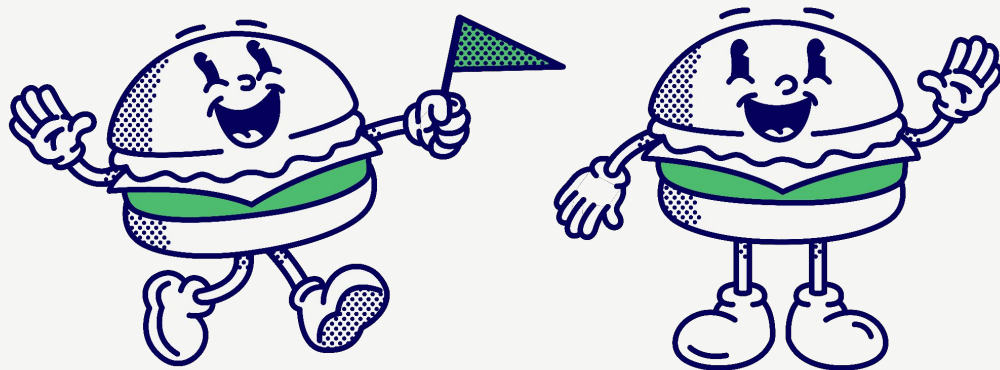
Meet Burgerboi – the cheerful and iconic face of our brand. With an infectious smile and a flag in hand, he embodies the myBurgerlab spirit — fun, flavorful, and wholly committed to delivering mouthwatering burger experiences. Burgerboi exists with a singular mission: to ensure that every burger moment is special, memorable, and instantly recognizable.



2.2 EXPANSION OF THE MASCOT

Ensuring Burgerboi's visual consistency across various platforms is paramount. This involves meticulous attention to details such as his color scheme and stroke thickness to achieve a unified and polished appearance.

Moreover, safeguarding our mascot's unique personality and its unwavering alignment with our brand values is essential. This strategic approach not only reinforces our brand identity but also amplifies recognition within our audience.

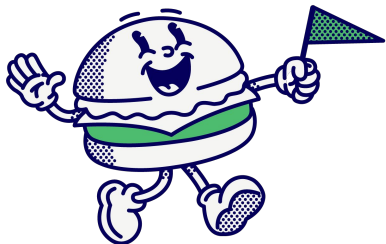


Here is the [link](#) to the mascot library.



2.3 MASCOT MISUSES

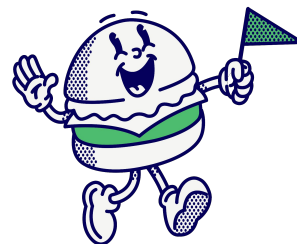
To ensure brand consistency, it is imperative that Burgerboi remains unaltered in any manner. The following examples illustrate treatments that are strictly prohibited.



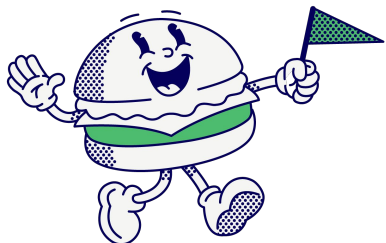
Original mascot



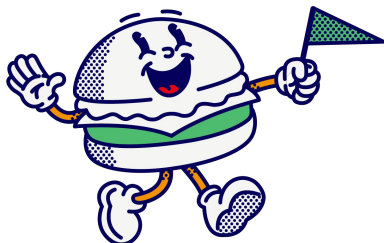
Do not add any effect on the mascot.



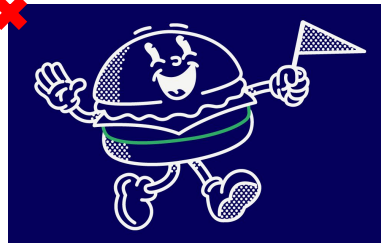
Do not distort the mascot.



Do not manually adjust the stroke weight of the mascot.



Do not add any colour to the mascot.



Do not reverse the mascot colour.



03

TYPOGRAPHY & COLOURS

- 3.1 Primary Typeface
- 3.2 Secondary Typeface
- 3.3 Colours
- 3.4 Imagery

3.1 PRIMARY TYPEFACE

Our primary typeface, Lilita One, strikes the ideal balance between playfulness and sophistication, making it the perfect choice for crafting compelling and unforgettable headlines, titles, and branding elements that effortlessly encapsulate the essence of your distinctive style.

** Please note that this font should be exclusively used in capital letters.*

**BITE INTO
HAPPINESS**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

3.2 SECONDARY TYPEFACE

The secondary typeface we employ is Kanit, exclusively reserved for body texts. Kanit's clean and straightforward design ensures that your content remains easily readable.

Kanit Extra Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Kanit Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Kanit Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Kanit Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

3.3 COLOURS

In our color ratio guidelines, we detail the exact percentage distribution of our brand colors. These ratios are thoughtfully designed to maintain the perfect harmony and equilibrium of our brand's visual identity, ensuring that our colors are consistently represented with precision and impact. To be specific, the color ratios are as follows:

- Off-white : 70%
- Navy blue : 20%
- Green : 10%

OFF WHITE

CMYK
0 0 0 5

RGB
245 245 244

HEX
#f5f5f4

NAVY BLUE

CMYK
100 95 10 10

RGB
4 0 91

HEX
#04005b

GREEN

CMYK
75 0 75 0

RGB
77 188 111

HEX
#4dbc6f

4.0 Assets

Download the assets from the following QR Code / Link.



[Google Drive Link](#)

THANKYOU

