



barkahlabs

Visual Identity
Guidelines
June 2024

Tone of Voice

Tone of Voice Logo Color Typography

ToV Principles

We capture fresh voice of ideas principles that define the brand of Barkahlabs.

ToV Principle One

Professional
Empathetic

ToV Principle Two

Dynamic
Collaborative

ToV Principle Three

Innovative
Supportive

Logo

Tone of Voice Logo Color Typography

Our Logo

Our logo represents Barkahlabs Agency's commitment to supporting people and brands.

The circle with three wave-colored shapes reflects our core principles, and the vintage letter type symbolizes the timeless quality of our B2B products, designs, and brands.

We're dedicated to helping enterprises, small businesses, and startups seize opportunities nationwide.



barkahlabs

Logo Color

Our logo may be used in our primary colors, dark and light. Use the elements of communication to determine the color of your logo for maximum contrast and clarity.

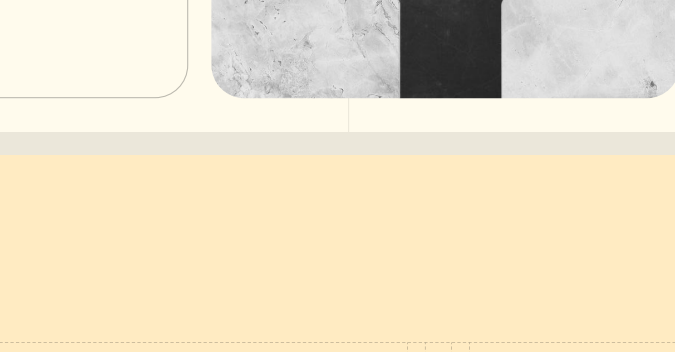
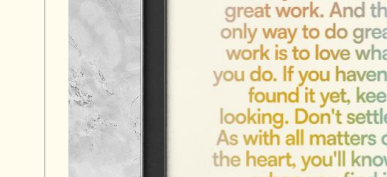
If your background is light, use the logo in dark or primary colors. If your background is dark, use the logo in light or primary colors. Over photography you may use light or primary colors, but be sure it is clear and legible.

Never use the logo in any of the secondary colors.

/01 Barkahlabs primary logo for dark backgrounds.

/02 Barkahlabs Primary logo for light backgrounds.

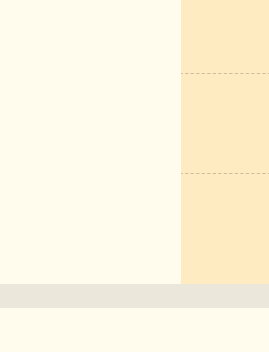
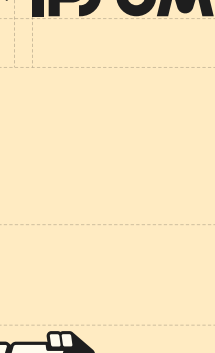
/03 Light logo or primary logo for use on photographs.



Clearspace

Minimum Size: To ensure clarity in both digital and print formats, our logo must not be reproduced smaller than the specified dimensions shown here.

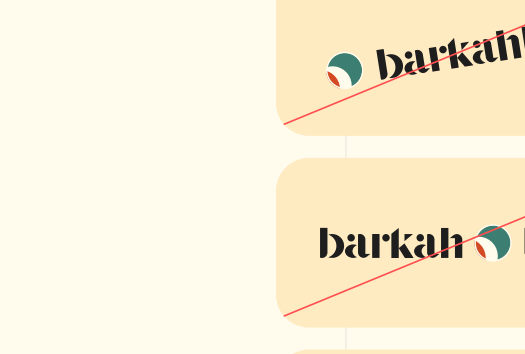
Clear Space: Our logo needs room to shine. We've set clear space guidelines to prevent any elements from encroaching on its visibility and impact.



Logo Usage

Barkahlabs logo can serve as the main focal point in a communication piece or act as a supportive element alongside text or imagery.

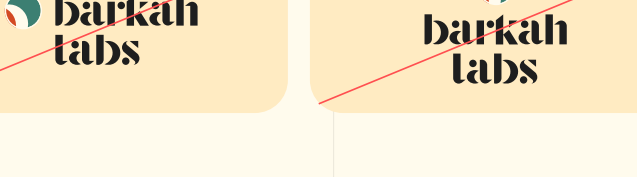
Be mindful of its size and contrast to maintain clear primary or secondary functionality. Ensure the logo and adjacent elements are distinct and not competing for attention.



Co-branding

When collaborating with another brand or partner, we may need to lock up our logo with theirs.

We maintain a distance between our logo and the partner's logo, where 'x' is the width of our logo. The partner's logo should not exceed the height of our symbol, except for minor overhanging elements.



Color

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Primary Color

Our primary color palette features a harmonious blend of natural floral white, bold black, and our carefully curated green. A vibrant red-orange accent also appears in our logo.

These primary colors are carefully used across all Barkahlabs communications, ensuring a cohesive and recognizable brand identity.

Floral White

R 255
G 251
B 237
#FFFED

Viridian Green

R 60
G 127
B 118
#3C7F72

Onyx Black

R 16
G 16
B 16
#0000

Red-Orange

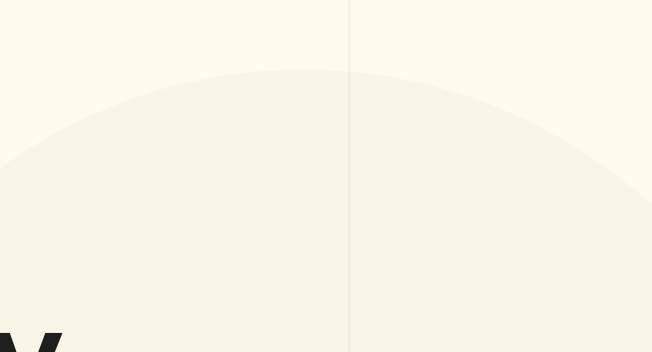
R 211
G 76
B 56
#D35404

Color Representation

Green represents the values of balance, harmony and growth.

Red-Orange represents motivational values, action, warmth and optimism spirit.

Floral White represents an awakening of openness, creativity and refreshing energy.



Typography

Tone of Voice Logo Color Typography

Typeface

Satoshi is a modernist sans serif typeface. Its design combines typographic style influences, with some characters that are subtly geometrically designed. In terms of its appearance, Satoshi was inspired by Modernist and Industrial-era graphic and typographic design. The family has been weights on offer, ranging from light to black with complementary italics. It is an excellent choice for use in branding, editorial, and poster design.

Satoshi was designed by Davi Anggrah for the Indian Type Foundry.

Satoshi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&,#?!

Light

Regular

Medium

Bold

Black



Nath Joe Alindunisy
Barkahlabs - Member Since 2023

Let's connect for collaboration

barkahlabs

collaboration

Let's connect for collaboration