

# BIG LAB

## Brand Guidelines

How to use the BIG LAB logo, colours and fonts. Made simple — you don't need to be a designer.

### 1 · THE IDEA IN ONE LINE

Keep it clean and consistent: **black & white do the work, purple is a small accent, and we stick to one font family.** When in doubt — simpler is better.

### 2 · LOGO



Black — on light backgrounds



White — on dark backgrounds / photos



With offices — website, signatures, decks



Icon — avatars, app icons, favicons

- ✓ Leave clear space around the logo — at least the height of the letter “B”.
- ✓ Use the version that has enough contrast with the background.
- ✗ Don’t recolor, stretch, squish, rotate, add shadows or outlines, or place the black logo on a dark/busy image.

All files: folder **BIG LAB Logos** . SVG = best quality (print, big sizes); PNG = quick use (slides, email).

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### 3 · COLOURS



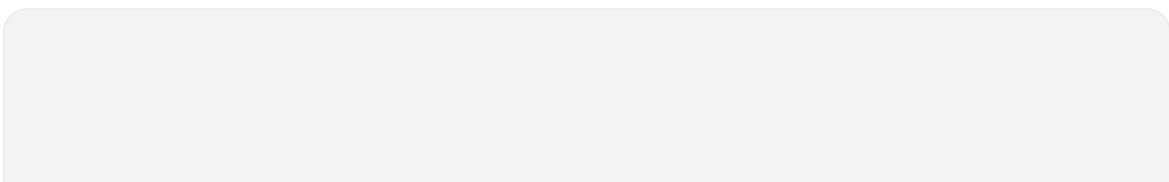
**Black — primary**

HEX #1B1B1C · RGB 27 27 28



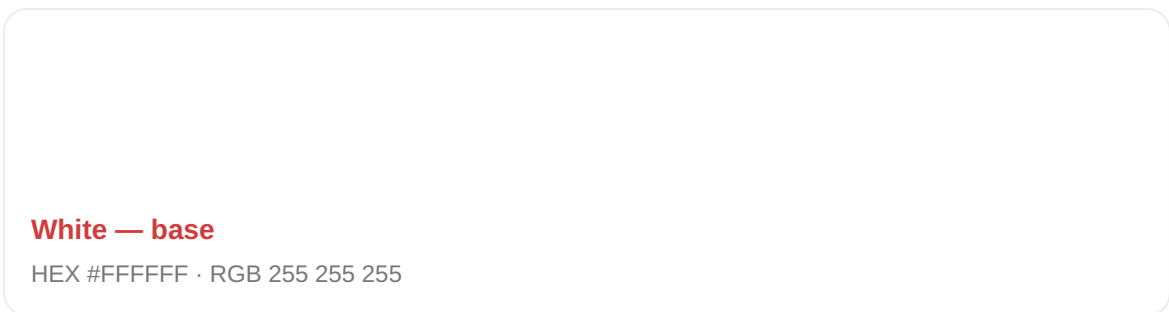
**Purple — accent**

HEX #8E75FF · RGB 142 117 255



**Light grey — surface**

HEX #F4F4F4 · RGB 244 244 244



**White — base**

HEX #FFFFFF · RGB 255 255 255

Text is almost always black on white. Use purple sparingly — links, one highlight, a thin accent. Don't fill big areas with purple.

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#### 4 · FONTS — WHAT TO USE WHERE

Our brand font is **Suisse Intl**. It's a paid font used by designers in Figma/Canva. Most people can't type in it in everyday tools — so here's exactly what to use instead, so everything still looks “on brand”.

## Suisse Intl

Headings: **Book** (medium). Body text: **Regular**. That's the whole system.

WHERE YOU'RE WORKING	FONT TO CHOOSE	IF IT'S MISSING
<b>Design tools</b> Figma, Canva, Illustrator, Photoshop	<b>Suisse Intl</b> (our real brand font)	Inter
<b>Google Docs / Slides</b>	<b>Inter</b> Add it once: Fonts menu → “More fonts” → search <b>Inter</b> → OK	Arial
<b>Microsoft Word / PowerPoint</b>	<b>Arial</b> Always installed, closest to our brand font	Helvetica / Aptos
<b>Email signature / website</b>	<b>Arial, Helvetica, sans-serif</b>	system sans-serif

- ✓ Pick **one** font per document and stick to it. Bold for headings, regular for text.
- ✗ No Times New Roman, Comic Sans, Calibri or decorative fonts in company materials.

Rough sizes: body ~11 pt, sub-headings ~14–16 pt, big titles ~24–32 pt. The logo already uses its own display font — don't retype “BIG LAB”, always use the logo file.

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#### 5 · OFFICES

Dubai · Barcelona · Los Angeles. Website: [biglab.ae](https://biglab.ae)

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## 6 · WHERE EVERYTHING LIVES

NEED	FOLDER / FILE
Any logo (black/white, with offices)	BIG LAB Logos
Icons & app badges	BIG LAB Logos → icon-* files
Website favicons + code	BIG LAB Logos / favicons
Email signatures	Email Signature
This guide	BIG LAB — Brand Guidelines (.pdf / .html)

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BIG LAB — Brand Guidelines · source: official Figma “biglab.ae”. Keep this handy and share it with anyone who designs for us (agencies, freelancers, new hires).