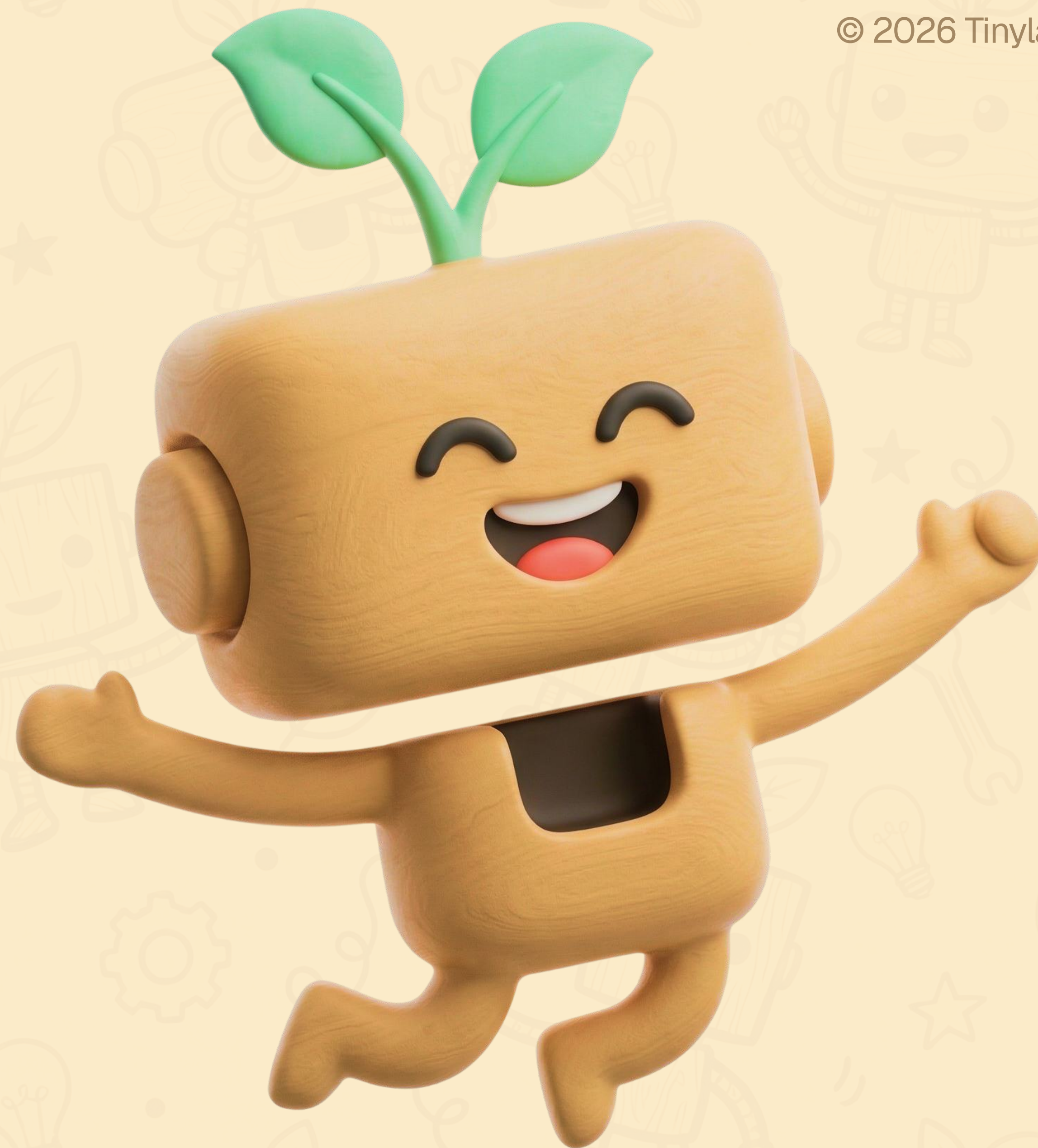




Brand Identity

Guidelines



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Introduction



About

Tinylabs is a creative innovation lab built on curiosity, where we design playful, intelligent experiences that make experimentation simple and exciting. At Tinylabs, small ideas are never just small — they are the beginning of something bigger. We exist to turn curiosity into confidence.



Mission

Our mission is to make exploration accessible, engaging, and empowering through thoughtful design and intuitive experiences. We simplify complexity, encourage experimentation, and help ideas grow with clarity and confidence.

Vision

Our vision is that small ideas spark big futures. We believe innovation begins with curiosity, and Tinylabs exists to nurture that first spark into something meaningful and impactful.

Brand Values

Tinylabs is guided by curiosity, clarity, creativity, confidence, and consistency. We explore before we assume, communicate simply and intentionally, build with imagination and purpose, empower experimentation without fear, and create reliable, recognizable experiences across everything we design.



Logo System

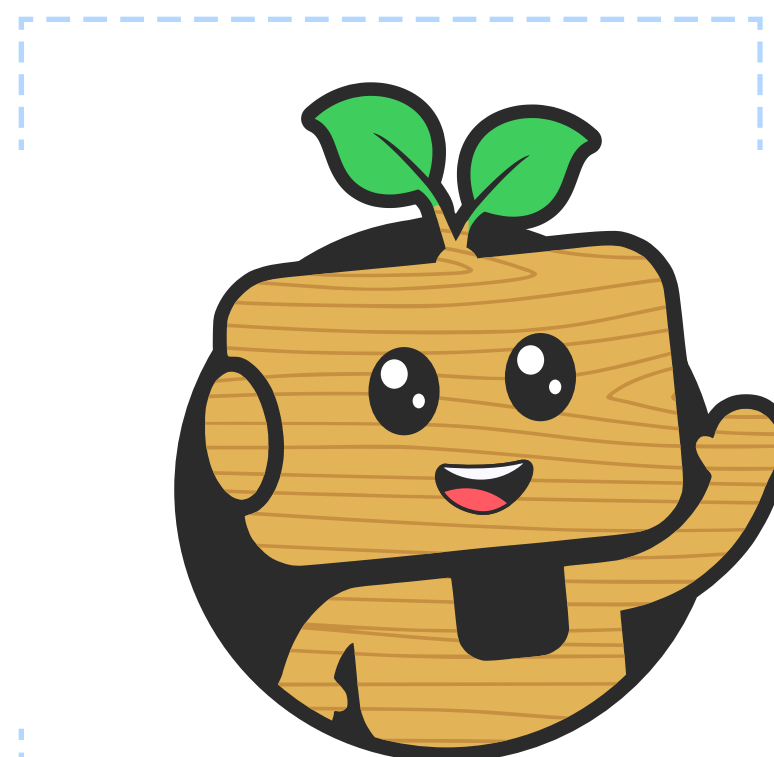


Logo Usage

The Tinylabs logo represents creativity, curiosity, and approachability. Its bold, rounded form reflects playfulness, while its strong outline ensures clarity and recognition across platforms.

The core challenge was to visualize “technology” without the cold, metallic aesthetics typical of the STEM industry. Instead, the identity is built around the narrative “Organic Play for Growing Minds” — blending innovation with warmth, imagination, and human-centered design.

Logo Mark



Word Mark



Full Logo



Logo on Dark Background

When used on dark backgrounds, the approved reversed logo must be applied to maintain clarity and contrast. Always ensure strong visibility and avoid placing the logo on low-contrast or busy surfaces.

Logo Mark

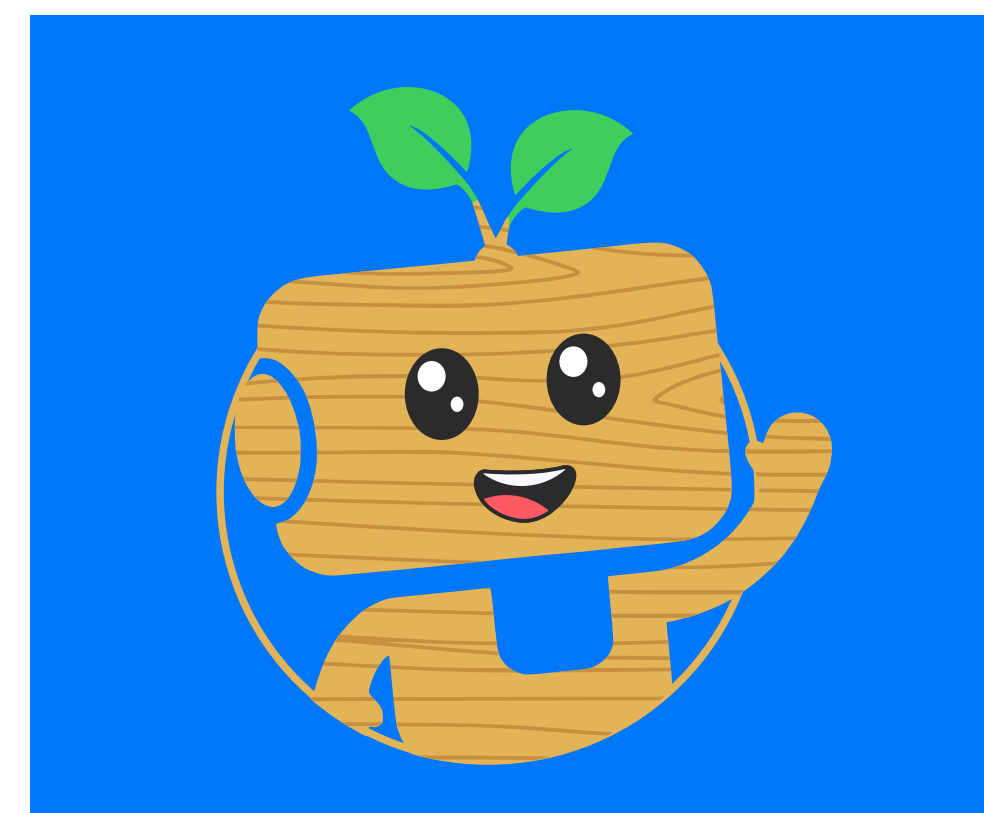
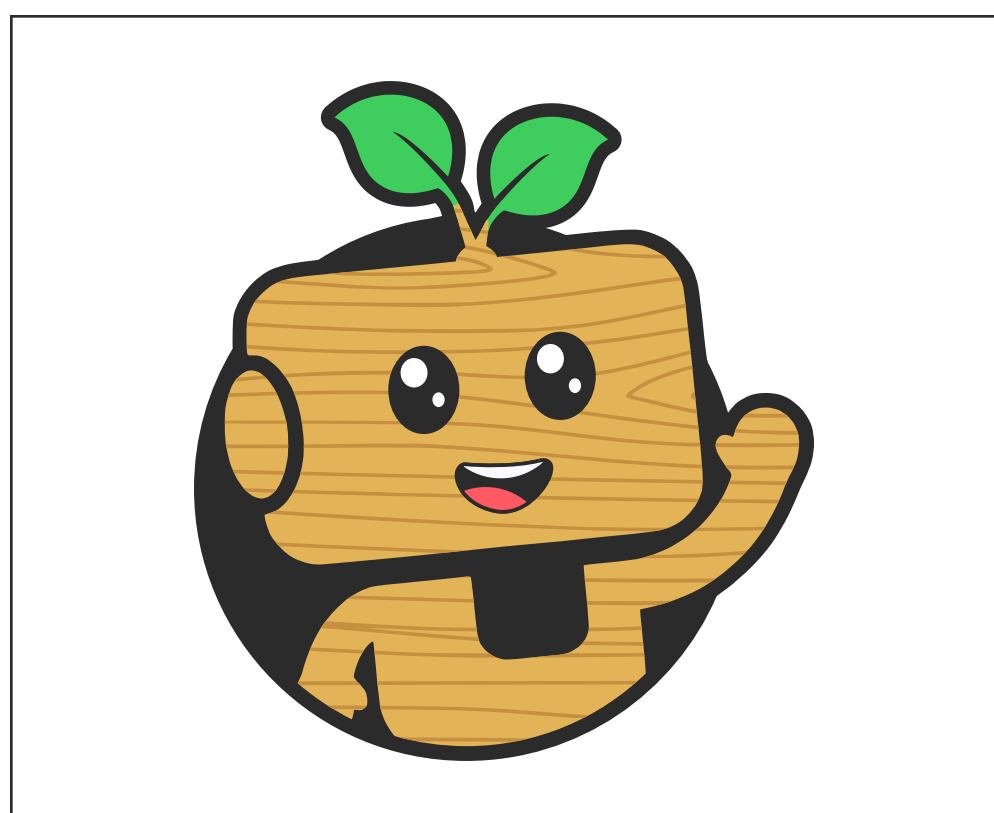
Word Mark



Full Logo

The Icon

The Tinylabs icon represents the brand independently of the full logo. It may be used for social media avatars, app icons, favicons, and compact applications where the full logo is not practical. The icon must not be altered, recolored, or distorted.



The Word Mark

The Tynylabs wordmark is the typographic representation of the brand name. It may be used independently in controlled applications where the icon is not required. The wordmark must always maintain its original proportions, colors, and spacing.



Unacceptable Use ✗

The Tinylabs logo must always be presented consistently and without alteration.

- 1. Don't Change the approved brand colors
- 2. Don't Distort the logo horizontally
- 3. Don't Distort the logo vertically
- 4. Don't Add shadows or visual effects
- 5. Don't Apply blur or transparency effects
- 6. Don't Modify the typography or replace the font
- 7. Don't Add strokes or outline shapes to the logo
- 8. Don't Place the logo inside an unapproved box or container
- 9. Don't Warp or bend the logo
- 10. Don't Overlap the icon and wordmark

1		2	
3		4	
5		6	
7		8	
9		10	

Clear Space

The gray area surrounding the logo defines the minimum clear space required between the logo and any other elements such as text, illustrations, or borders. This ensures the logo maintains clarity and a strong visual presence in all applications.



Color Palette



The Tinylabs color palette evokes warmth and creativity. Balancing natural tones with vibrant highlights, it creates a modern visual identity. Consistent color use strengthens brand recognition.

Core Palette

Bio-Logic Green
HEX #3FCD5F
RGB 63, 205, 95
CMYK 69, 0, 54, 20
Pantone 7481 C

Sage Green
HEX #70B78D
RGB 112, 183, 141
CMYK 50, 10, 57, 0
Pantone 5645 C

Timber Gold
HEX #E2B358
RGB 226, 179, 88
CMYK 0, 21, 61, 11
Pantone 7408 C

Energy Stream Blue
HEX #0177FB
RGB 1, 119, 251
CMYK 100, 53, 0, 2
Pantone 285 C

Supportive Palette

Bio-Logic Green
HEX #3FCD5F
RGB 63, 205, 95
Pantone 7481 C

HEX #3FCD5F
CMYK 69, 0, 54, 20

White
HEX #FFFFFF
RGB 255, 255, 255
Pantone White

HEX #FFFFFF
CMYK 0, 0, 0, 0

Graphite Black
HEX #2B2B2B
RGB 43, 43, 43
Pantone PMS Black 7 C

HEX #2B2B2B
CMYK 69, 63, 62, 58

Typography



Dyna Puff

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DunaPuff provides the "Nature and Play" half of the equation. Its distinct, character-rich letterforms bring a tactile, approachable, and playful energy that immediately appeals to children and feels right at home on eco-friendly Kraft packaging.

Primary / Display Typeface: **DynaPuff**

Source : Google Fonts

Regular

Medium

Bold

c c

c c

a a

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$
% ^ & * () _ +

Geist

Geist provides the "Technology and Precision" half of the equation. As a highly legible, modern sans-serif tailored for digital interfaces and clear communication, it balances the playful headings with a clean, tech-forward aesthetic. It ensures that the educational STEM aspects of the kits are communicated clearly to parents.

Secondary / Body Typeface: **Geist**

Source : Google Fonts

Extra Light

c

Regular

c

Bold

c

Black

a

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrst
vwxyz
0123456789!@#\$
%^&*()_+

Visual Language



