



Dealabs

BRAND GUIDELINES

BRAND COLOURS

DEALABS
BLUE

HEX	00A2C3			
RGB	0	162	195	
CMYK	77	14	19	0

DEALABS
GREY

HEX	333333			
RGB	51	51	51	
CMYK	69	60	56	66

Our primary palette consist of two core colours:
DEALABS BLUE and DEALABS GREY.

DEALABS GREY is the most representative of our brand and is used as
the main background colour on all our corporate designs.
DEALABS BLUE is used as an eye catcher for small elements.

LOGO

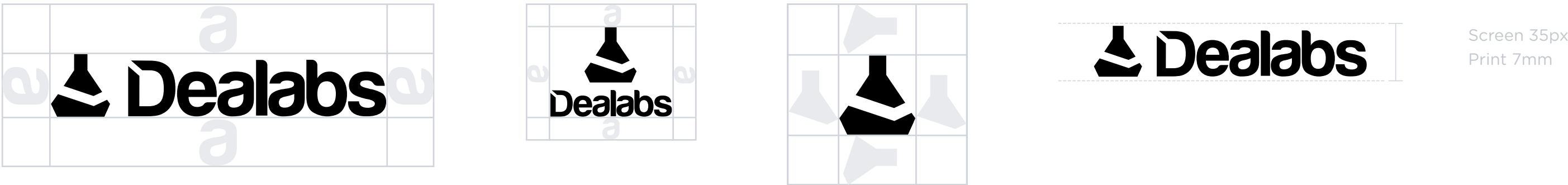
ORIGINAL



BLACK AND WHITE



SPACING



The erlenmeyer is a distinctive element of DEALABS's brand, representing its playful character. Use the logo in its horizontal or vertical original version. When it is not possible any of the two, use the erlenmeyer. Use the black and white versions when it is not possible to display the original versions.

When aligning the logo keep a safe area around it corresponding to the height of letter "A" of DEALABS's wordmark or the height of the erlenmeyer. Display the at a minimum size of 35 pixels on screen and 7 millimeters when printed.

LOGO

MISUSES



APPEREANCE: Do not rotate or modify the position of the elements composing the logo. Do not use the wordmark “dealabs” without the erlenmeyer. Do not use other erlenmeyer’s versions which are not up to date or the official one.

COLOUR: Do not use the original version of logo on coloured backgrounds that are not matching DEALABS’s brand.
Do not use outlines or alter the original colours of the logo.

PROPORTIONS: Do not apply any kind of effect or modify the proportions and orientation of the logo.

TYPEFACES

FAMILY

ROBOTO BLACK ITALIC
ROBOTO BLACK
ROBOTO BOLD ITALIC
ROBOTO BOLD
ROBOTO MEDIUM ITALIC
ROBOTO MEDIUM
ROBOTO REGULAR
ROBOTO LIGHT
ROBOTO LIGHT ITALIC

HELVETICA NEUE BOLD
HELVETICA NEUE ITALIC
HELVETICA NEUE MEDIUM
HELVETICA NEUE MEDIUM ITALIC
HELVETICA NEUE REGULAR
HELVETICA NEUE ITALIC
HELVETICA NEUE LIGHT
HELVETICA NEUE LIGHT ITALIC

DEALABS's primary typeface is Gotham Rounded. It has a warm and friendly feel that matches the playful character of our brand. Use Roboto for DEALABS's communication every time it is possible.

EXAMPLES

Das Kroko jetzt
auch bei
WhatsApp!

iPhone 7
Gewinnspiel

ROBOTO BOLD IS USED TO HIGHLIGHT THE MOST IMPORTANT PART
OF OUR HEADLINES

AMAZON ANGEBOTE

**40€ Amazon-Gutschein bei Flugbuchung über mindestens 500€ bei
Singapore Airlines**



David Admin vor 2 h, 1 m

Wer demnächst mit Singapore Airlines verreisen möchte und dabei über einen Buchungswert von 500€ kommt, kann über die verlinkte Seite noch einen 40€... **Weiterlesen**

Our secondary typeface is Helvetica Neue. Whenever it is not possible to use Roboto use Helvetica Neue.