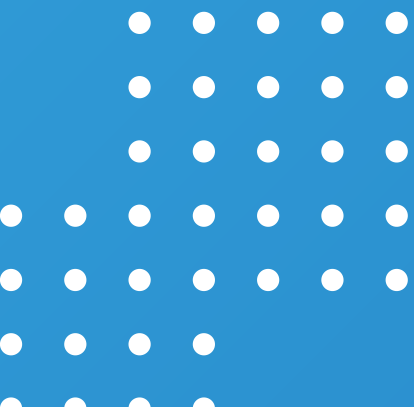


ip.labs - a FUJIFILM company

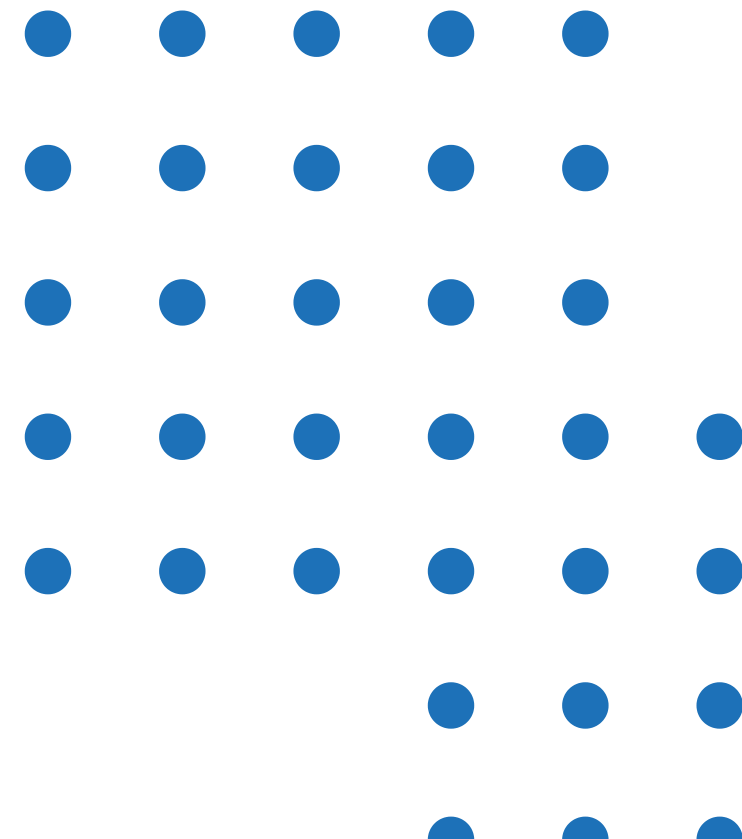
# Taking Care of our Brand

A GUIDE TO CORPORATE BRANDING



# Giving our Brand a Voice

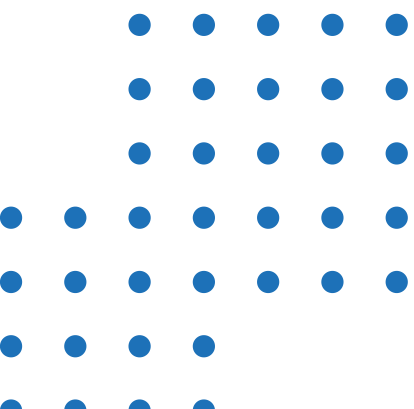
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**NOVEMBER 2024**

**In the following you will learn what ip.labs is all about. Everything we do, we do with our partners in mind.**

**[marketing@iplabs.com](mailto:marketing@iplabs.com)**





## WHAT MAKES A BRAND

*A brand is a living entity, and it is enriched or undermined cumulatively over time, the product of a thousand small gestures.*

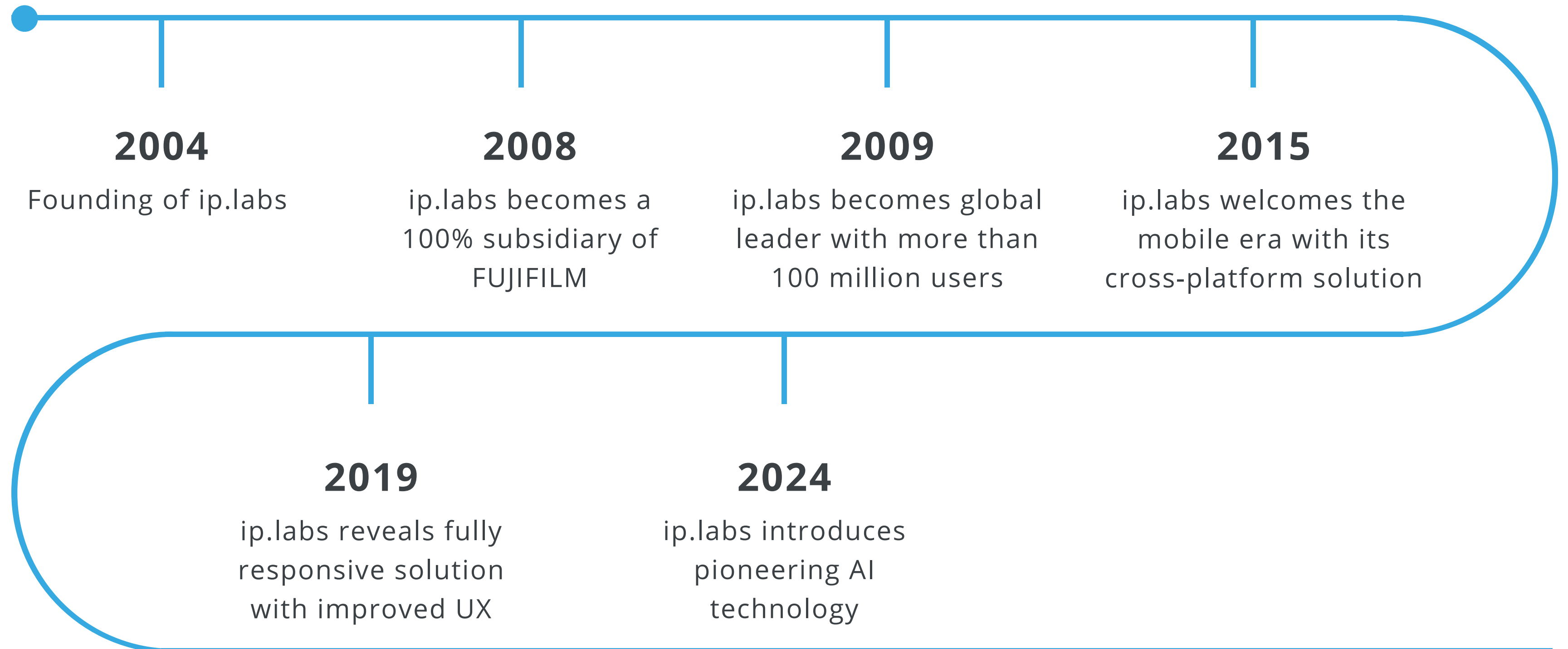
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**MICHAEL EISNER**

Former chairman & CEO of The Walt Disney Company

# ip.labs' Timeline

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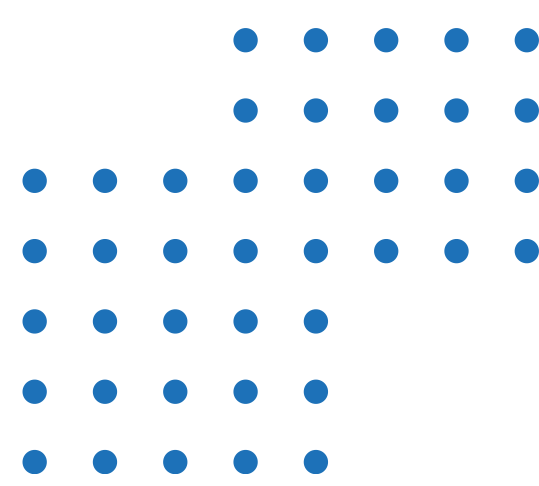
*By providing cutting-edge tools for customizable photo products, we help businesses bring more smiles to the world and fuel the emotional connections that make us all human.*

**Yuji Hara**

CEO ip.labs

# Mission

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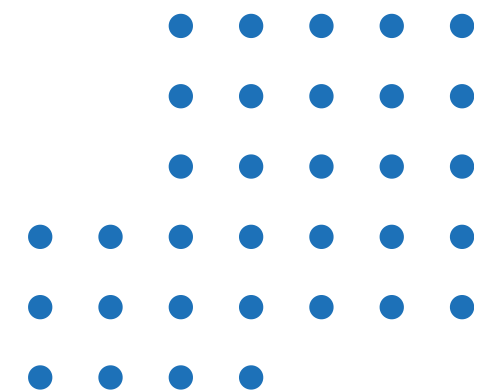


ip.labs' mission is to give our world more smiles  
by making memories last.

# Vision

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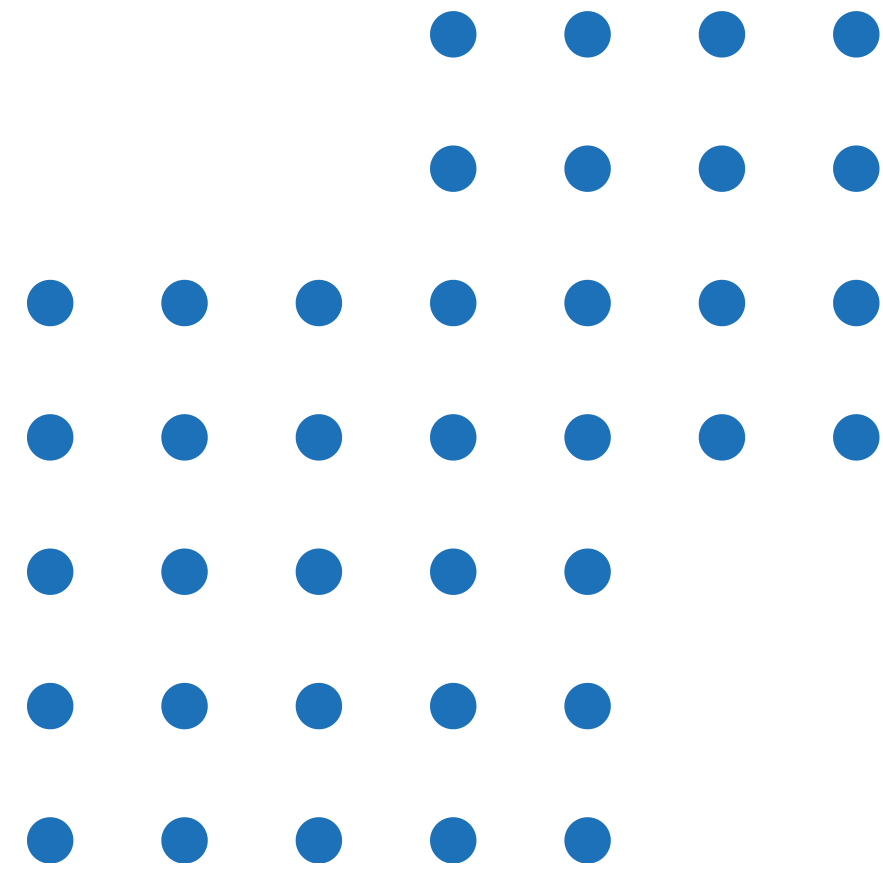
We offer value by providing the best user experience for the personalized product creation to our customers.





# Brand Personality

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A brand is more than a logo.

It sets our partners expectations and states how we want to be perceived by others.



## **MORE THAN JUST A LOGO**

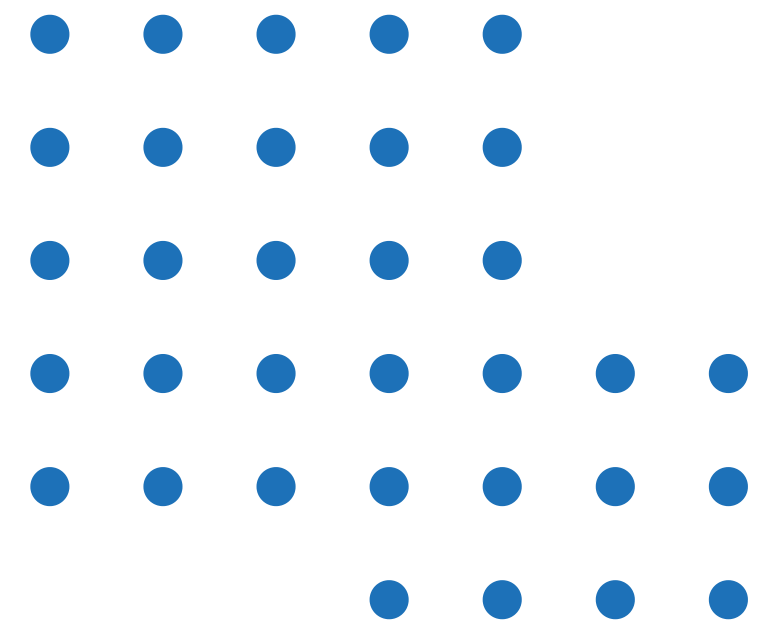
*Branding adds spirit and a soul  
to what would otherwise be a  
robotic, automated, generic  
price-value proposition.*

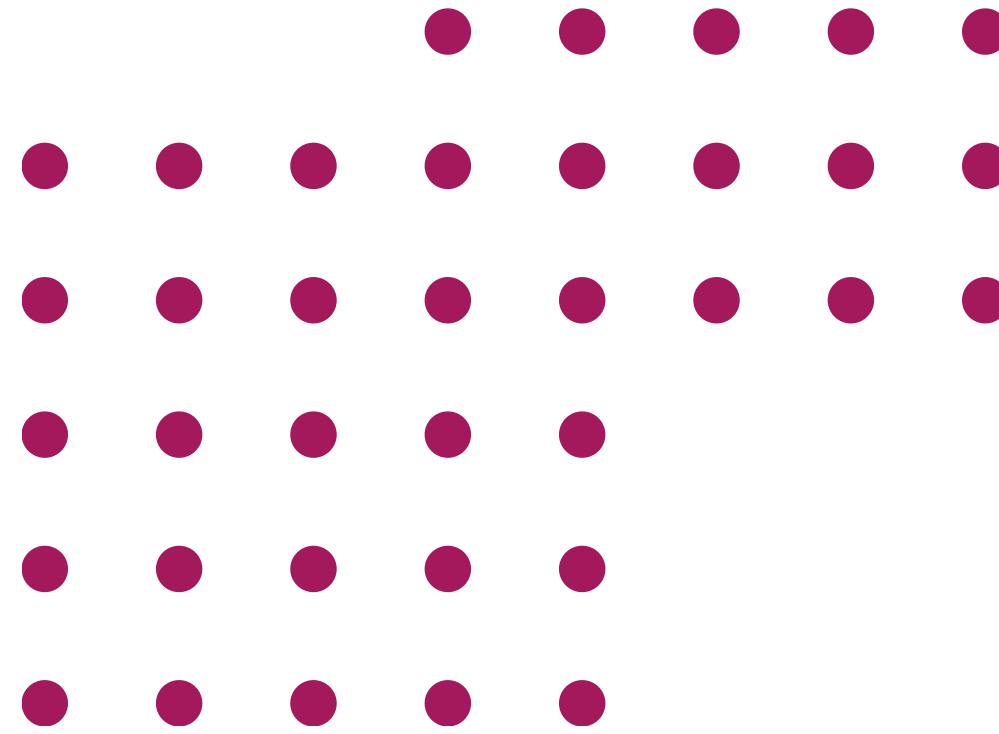
---

**DAVID AAKER**

## WHAT WE DO

**We offer a white label solution for the online sale of personalized photo products across any device and platform.**





## HOW WE DO IT

**We cover all parts from product creation to production so businesses can focus on their customers.**

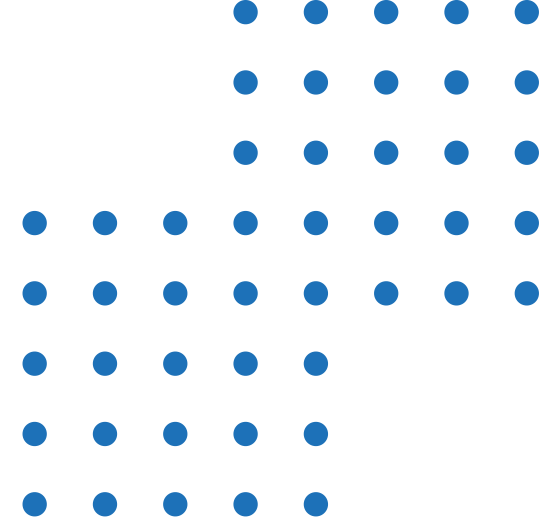


THE REASON WHY

**ip.labs empowers businesses to  
grow by selling emotional photo  
products.**

# BRAND VALUES





## OUR VALUES

We are shaped by our values. They define what we do today as well as our goals for tomorrow.

**ip.labs is innovative, reliable  
and customer centric.**

# Innovative

ip.labs is an innovative company, in everything we do: we strive to provide the best photo product solution for our partners, including the most user-friendly editors on the market. Also, all other departments aim for innovation in continuously improving our workflows, building an ever better working environment.



# Reliable

Our colleagues can rely on each other in the same way as our partners can rely on us. While our team members share a remarkable common sense of caring for each other, our partners can reach out for support 24/7 every day of the year and be certain that we will make sure their business keeps running smoothly.

# Customer Centric

We assist all our partners to accelerate their business by serving their individual needs with a modular full service solution, where they find everything they need to set their course for success. All our departments, from accounting to IT, contribute to this demand.

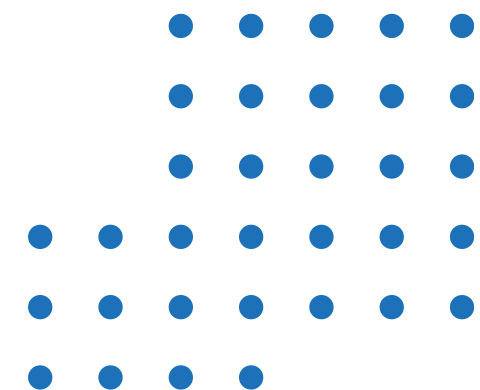
# Tone of Voice



## TONE OF VOICE

Our tone of voice conveys our values and reflects to the world how we are. It helps us picking the right words. The language we use always needs to reflect our brand values.

**chatty, human, approachable,  
serious, professional**



# Creating a Brand Voice

## REFERRING TO PARTNERS



### OUR BRAND

Our brand enables businesses all over the world of different sizes to grow selling personalized photo products.

### COMMUNICATIONS

We communicate to different stakeholders mainly through digital channels like email, social media or our website.

### WRITING STYLE

We address partners in a professional voice and while aiming to humanize the abstract entity 'ip.labs company'.

# Creating a Brand Voice

## REFERRING TO CONSUMERS



### OUR BRAND

Our brand enables consumers of all experience levels to share & save their most cherished memories.

### COMMUNICATIONS

We always keep the consumer in mind when developing our solution, although ip.labs does not engage directly with our partners' customers

### WRITING STYLE

We refer to them as user, customer or shopper – thinking about how his role from our partner's point of view is.

**OCTOBER 2024**

**This guide will help  
you understand  
ip.labs' brand and  
create its visual story**

**[marketing@iplabs.com](mailto:marketing@iplabs.com)**





## BE FUN

*Just because you're a B2B SaaS does not mean you need to be boring, and stale, and wear suits, and only speak in acronyms. People are people! Take that visual identity, have a strong color palette, have a mascot, have a strong entertainment voice.*

---

**BILL MACAITIS,**

Former SVP of Marketing & CMO at Salesforce, Zendesk & Slack



**THIS IS ip.labs**

# How We Want our Brand be Perceived

We want to stay relevant in the dynamic world of photo product creation that we have shaped so many years ago.

The message we send our business partners is that we are no startup, but an established business they can trust. Yet we have, what startups are known for: we are an innovative company that happily embraces new technologies and aims to be a trend setter in the market. To reflect that visually, we use a fresh visual language.

To achieve this, our design assets are composed with a lot of bright white space and striking accents.

Our fonts strengthen our aim to appear as a reliable and experienced yet innovative tech company.

**THIS IS ip.labs**

# **Consistency is Key to being Reliable**

Our international audience is diverse, even within one company, as there are many stakeholders with different requirements. Every request needs to be answered carefully & individually, but our messages are backed up by our strong and established brand.

Our brand assets like logo, fonts, colors and design style are a common language that helps people understand our message across different channels.



# Our Logo

## A FRESH NEW LOOK

Our logo represents ip.labs as a strong and reliable tech company that is a true partner to it's B2B customers.



# Logo Variations

## DIFFERENT TREATMENTS

Different use cases need different logos.

Our logo is one of the main resources to identify ip.labs.

Its consistent use is fundamental to strengthen our brand image.



**Logo Combo - preferred version** | This version shows our combined expertise and power in the imaging sphere.



a **FUJIFILM** company

Full color version



Two color version



One color version (blue or dark grey)



Inverted version



Full color version with claim



The color of the claim is the secondary blue.

Whenever possible, the logo with claim  
is used only in the full-color version.

Vertical version



The gradient in the signet is slightly different. The position of the two shades of blue is reversed in order to connect the signet and the word mark. The darker blue (primary) should always face to "ip.labs".



# Logo Placement

Please make sure that the logo has enough space around it. The distance to other elements should be at least half the width of the signet (x).

To ensure that the logo has a high-quality appearance and can develop its radiance, it is important to ensure that the background on which it is placed is even and calm. The contrast should be at least 70%. Avoid using unsteady backgrounds.






















# Typography

## OUR TYPEFACE: OPEN SANS

By using the same font across all branded materials, we ensure to keep consistent across platforms and deliver our brand message with the same voice every time. That's why it is important to always use the defined font.

*'Open Sans is a humanist sans serif typeface designed by Steve Matteson.*

*Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.'*

CATEGORY	FONT STYLE	CASE	COLOUR
Main Headline	Bold	Mixed	
SECONDARY HEADLINE	Bold	Upper	   
Copy	Regular	Mixed	
Emphasis	Bold	Mixed/Upper	   
<i>"Quotation"</i>	Regular Italic	Mixed	   
a lot of continuous text	Condensed	Mixed	

Note to upper case: ip.labs is always written in lower case.



# Colors

## CORPORATE DESIGN COLORS

A set of vibrant colors enable us to communicate ip.labs dynamic and agile brand personality.

# Colors

---

## Bordeaux

C35 M100 Y35 K10  
#A3195B

## Orange

C0 M35 Y85 K0  
#F9B233

## Blue Primary

C85 M50 Y0 K0  
#1D71B8

## Dark Grey (Black)

C10 M0 Y0 K90  
#3B4044

## Blue Secondary

C70 M15 Y0 K0  
#36A9E1

## Green

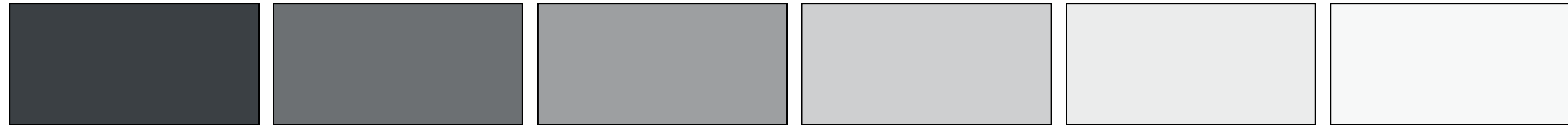
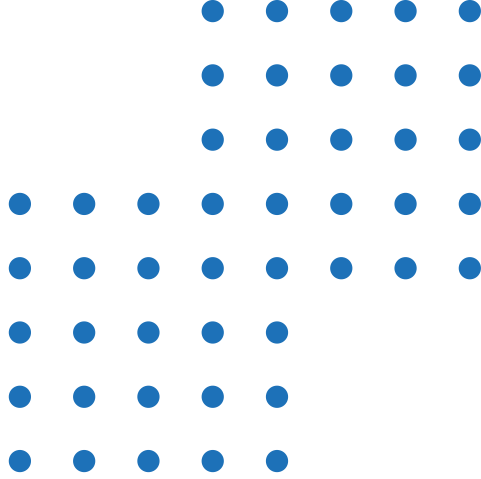
C45 M10 Y80 K0  
#A2BB50



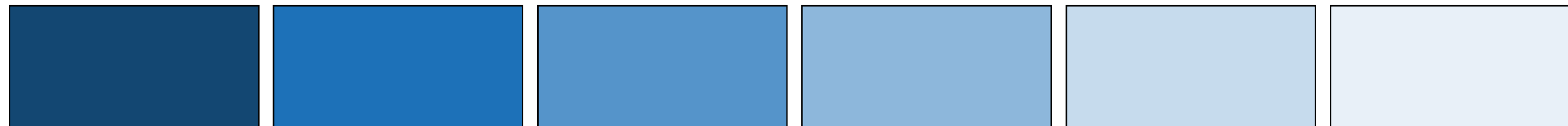
COLOR		HEX	CMYK
	Blue primary	#1D71B8	C85 M50 Y0 K0
	Blue secondary	#36A9E1	C70 M15 Y0 K0
	Bordeaux	#A3195B	C35 M100 Y35 K10
	Orange	#F9B233	C0 M35 Y85 K0
	Green	#A2BB50	C45 M10 Y80 K0
	Dark Grey (Black)	#3B4044	C10 M0 Y0 K90

# Color Shades

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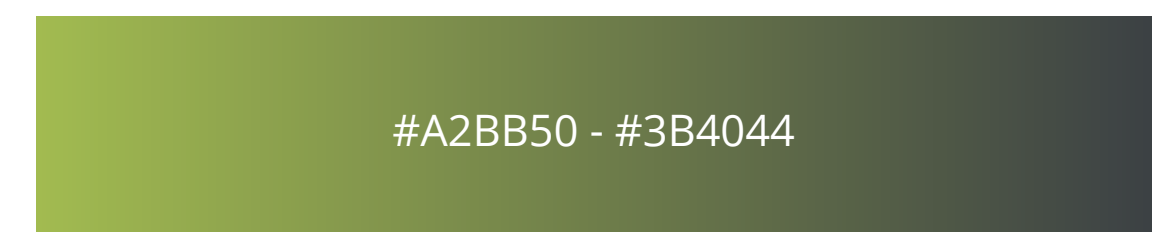
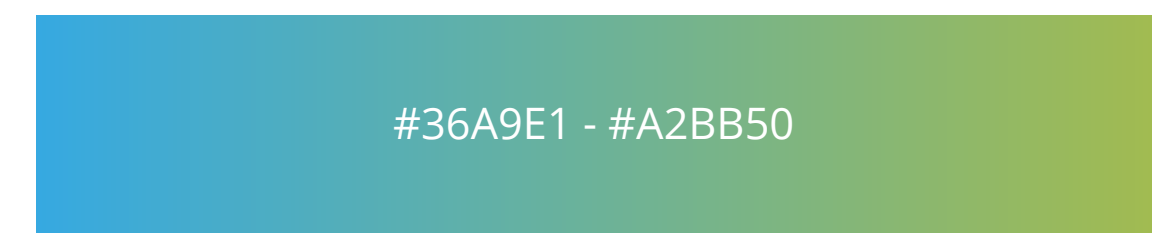
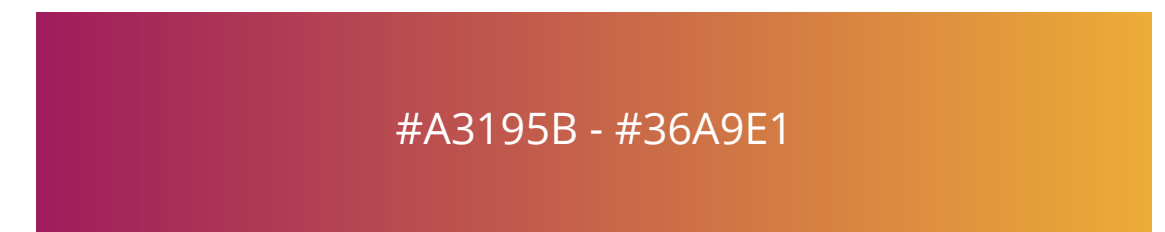
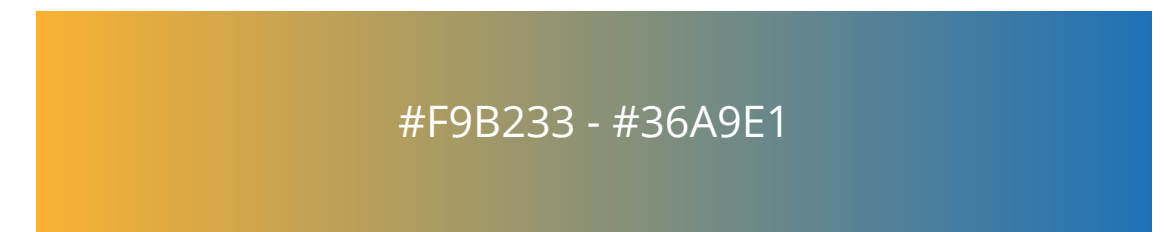
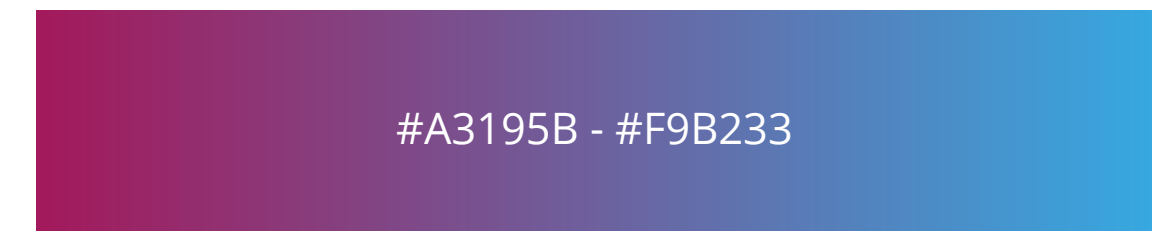
<b>Black</b>	<b>75%</b>	<b>50%</b>	<b>25%</b>	<b>10%</b>	<b>4%</b>
HEX: #3B4044	HEX: #6C7073	HEX: #9D9FA1	HEX: #CECFD0	HEX: #EBECEC	HEX: #F7F8F8



<b>Black</b>	<b>75%</b>	<b>50%</b>	<b>25%</b>	<b>10%</b>	<b>4%</b>
HEX: #134772	HEX: #1D71B8	HEX: #5594CA	HEX: #8DB7DB	HEX: #C6DBED	HEX: #E8F0F8

# Gradients

Gradients between the different main colors are possible.



Blue Primary  
C85 M50 Y0 K0  
#1D71B8

Blue Secondary  
C70 M15 Y0 K0  
#36A9E1

Bordeaux  
C35 M100 Y35 K10  
#A3195B

Dark Grey (Black)  
C10 M0 Y0 K90  
#3B4044

Green  
C45 M10 Y80 K0  
#A2BB50

Orange  
C0 M35 Y85 K0  
#F9B233

# Gradients

---

Also complex gradients between the main colors are allowed (gradient grid).



Blue Primary  
C85 M50 Y0 K0  
#1D71B8

**Blue Secondary**  
C70 M15 Y0 K0  
#36A9E1

**Bordeaux**  
C35 M100 Y35 K10  
#A3195B

**Dark Grey (Black)**  
C10 M0 Y0 K90  
#3B4044

**Green**  
C45 M10 Y80 K0  
#A2BB50

**Orange**  
C0 M35 Y85 K0  
#F9B233



# Additional Colors

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In case you love it colorful, we happily introduce to you 'The ip.labs rainbow', a set of secondary colors that can be used in addition to our 5 main colors.



# Iconography

## ip.labs ICONS

In our design assets like our company website or presentations slides, we use icons to put emphasis on important information.

The consistent use of icons is one factor that ensures a high recognition value for our brand among our (future) partners.

We use duotone icons of font awesome (Pro). This set offers us a wide and growing choice of icons. To create new ones, use the same line width and spacing.

Preferably use duotone icons without an added background on white.



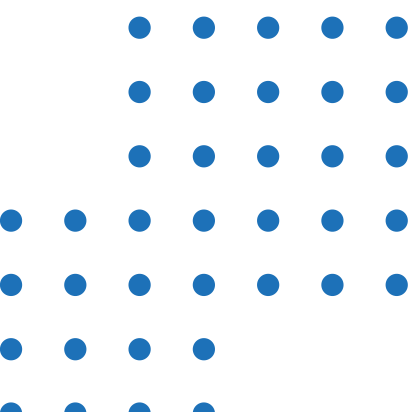
**Where to find the icons** Please check out the Brand Kit Drive on Z: or in Teams.



# Imagery

## USE OF VISUALS

In order to support our brand identity, we use a set of visuals which have a similar look and feel. Since photos are our DNA, we prefer to use bright pictures featuring people.



## IMAGERY ABOUT PARTNERS



When a text is speaking about a business using our solution, we aim to use visuals that show the partner in his business surroundings, which are mostly offices or production sites.

It is important to show bright photos with a natural look that do not seem too artificial (e.g. avoid an unnatural smile).

## IMAGERY ABOUT CONSUMERS

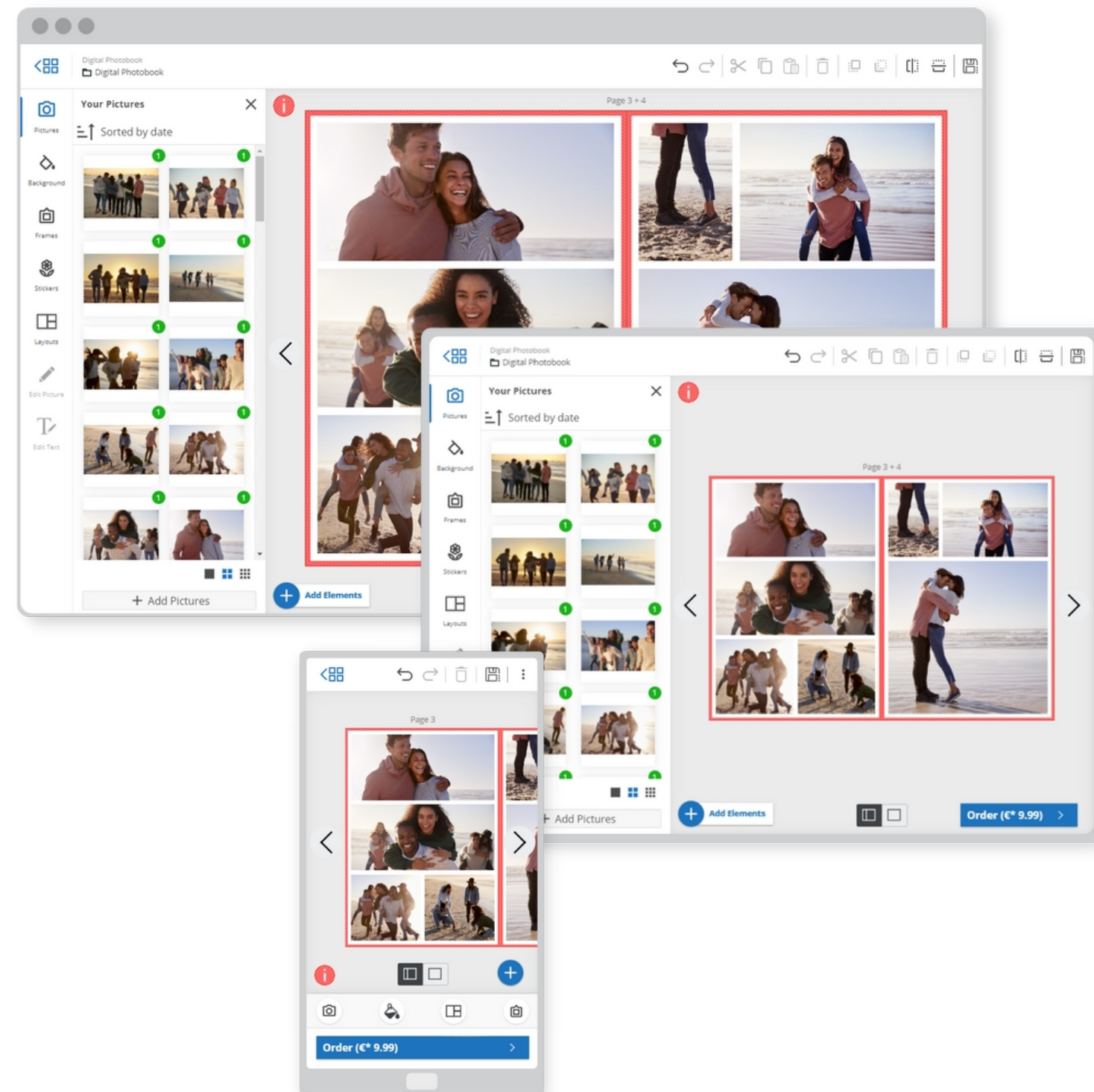


When showing our editors in use, focus on the device. The background should be blurry and suggest the consumers' environment in which he creates a photo product (e.g. living room at home, bus stop in the city, beach during holiday).

The person using the device should partially be seen.



# IMAGERY DEVICE ONLY



To showcase a certain part of our editors or backend, we use a stylized device mock up with a screenshot or screen recording inside. If a background image is needed, we use a bright, blurry background with a neutral, architectural topic for focus on partner and a home and living topic for focus on consumers.



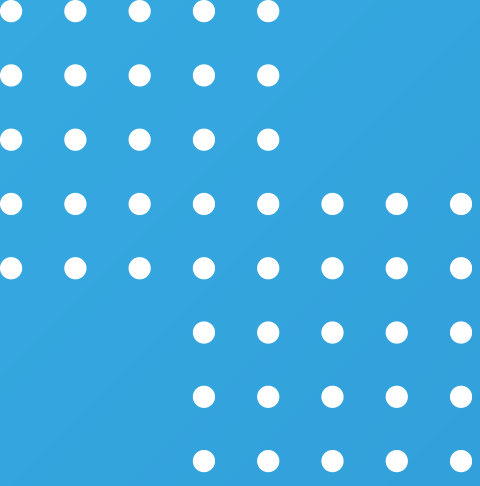
# IMAGERY - SCREENSHOTS ABOUT OUR SOLUTIONS

To showcase our software, we use a neutral, stylized device hiding which model or type it is and a defined set of test photos which matches our visual language with bright images from the same series and photographer, ensuring a consistent look on all visuals.

When creating complex photo products, we aim for telling a story with the images selected. As we believe in all people being born equal, it is important to us to show people of different ethnic groups.







# TALK SOON!

You are welcome to reach out  
for more information.

[marketing@iplabs.com](mailto:marketing@iplabs.com)

