

SEP
LABS BRANDING



SEP LABS LABS LOGO

The SEP Labs logo consists of bold letterforms paired with a beaker icon. The beaker should never appear without the SEP Labs letterforms. However, the tagline “Danger! Experimental” is optional.



The preferred treatment for the SEP labs logo is a two-color positive application (left). When on a solid color other than white, the logo also may be used in a reverse one-color application (right).

SEP LABS COLOR PALETTE

SEP Labs uses the same color palette as normal SEP branding, with the exception of an additional, primary lime green.



SEP LABS ICONOGRAPHY

While normal SEP iconography is precise and follows a geometric foundation, SEP Labs iconography can be more sketch-like and free-form. SEP Labs is where innovative SEPeers go to be creative while developing, researching and exploring new ideas.



TYPOGRAPHY

FONT USAGE

AaBbCc AaBbCc

The font (typeface) used is the same as the rest of the SEP branding. The approved typeface for headings is the Klavika & Klavika Condensed family of fonts. For body copy, SEP uses Proxima Nova.

Klavika Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
%\$&» (*!??,<>+)

Klavika Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
%\$&» (*!??,<>+)

Klavika Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
%\$&» (*!??,<>+)

Klavika Regular Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
%\$&» (*!??,<>+)

Klavika Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
%\$&» (*!??,<>+)

Klavika Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
%\$&» (*!??,<>+)

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
%\$&» (*!??,<>+)

Proxima Nova Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
%\$&» (*!??,<>+)

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
%\$&» (*!??,<>+)

When Klavika or PRIXIMA Nova are unavailable, the substitute font is Arial.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
%\$&» (*!??,<>+)

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
%\$&» (*!??,<>+)