



VIS {LAB}

2024  
BRAND  
SHOWCASE

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# BRAND OVERVIEW

INTRODUCTION

**WHO WE ARE**

VIS[LAB], short for Visual Communication Collaborative Laboratory, is a full service design and visual communication studio based in the Mississippi State University College of Art, Architecture, and Design.

**WHAT WE DO**

We offer a variety of design products and services across our team's expertise and disciplines. Much like the methods of design and visual communication, we are constantly changing, evolving, and expanding our multi-disciplinary abilities.

**OUR MISSION**

Our primary mission is to bridge the gap between design academia and practice; to engage, employ, and collaborate with our design students to promote excellence in design across the state of Mississippi and beyond. We aim to work with community engaged clients and projects, and do so in a wide range of design services. We hope not only to offer value to our employed students, that they may gain knowledge and expertise of studio practice, but also to offer design excellence to our clients, collaborators, and community alike on behalf of our incredible and dedicated team.

# LOGO

LOGO

PRIMARY LOGO MARK

VIS {LAB}

VIS {LAB}

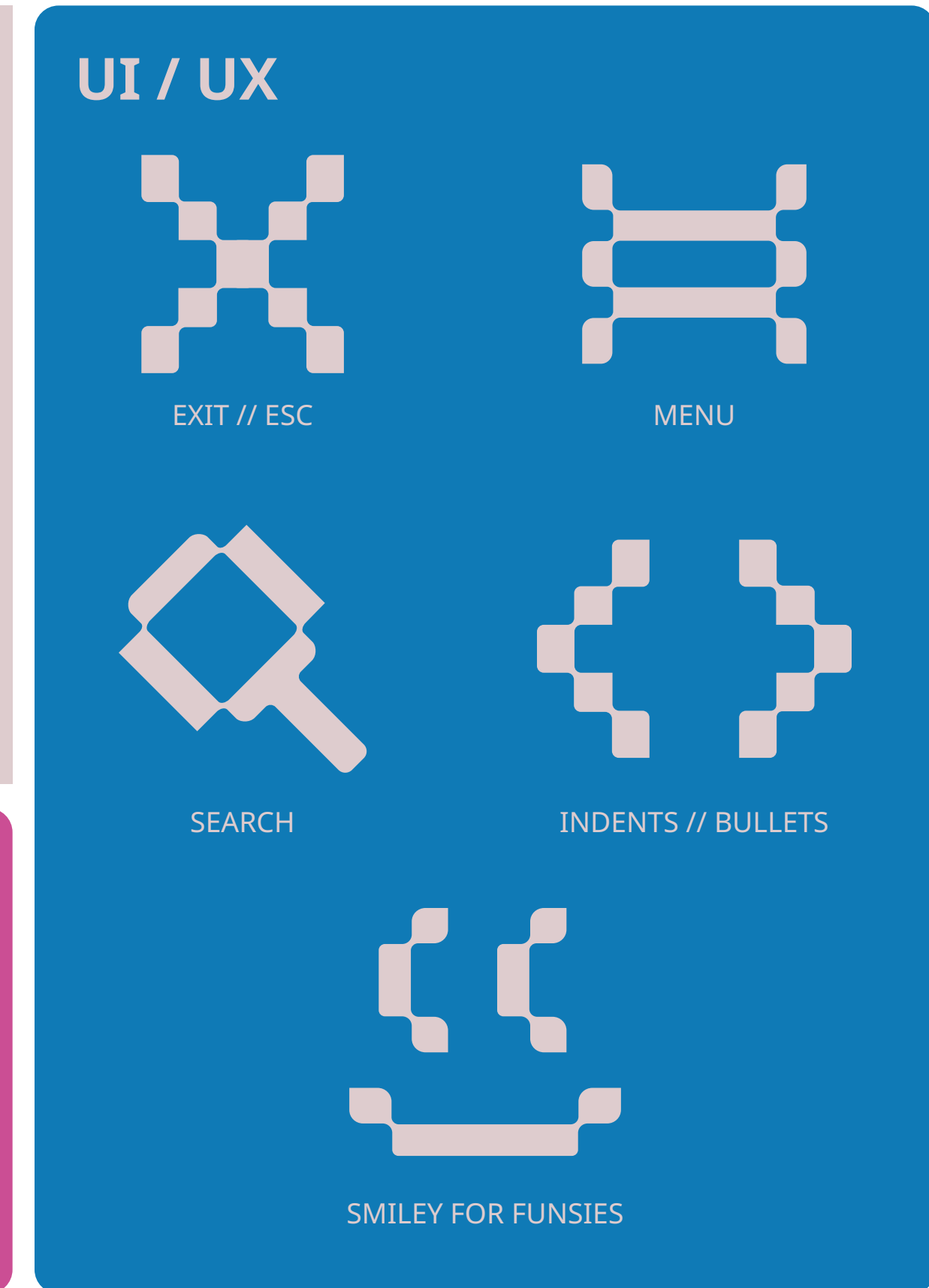
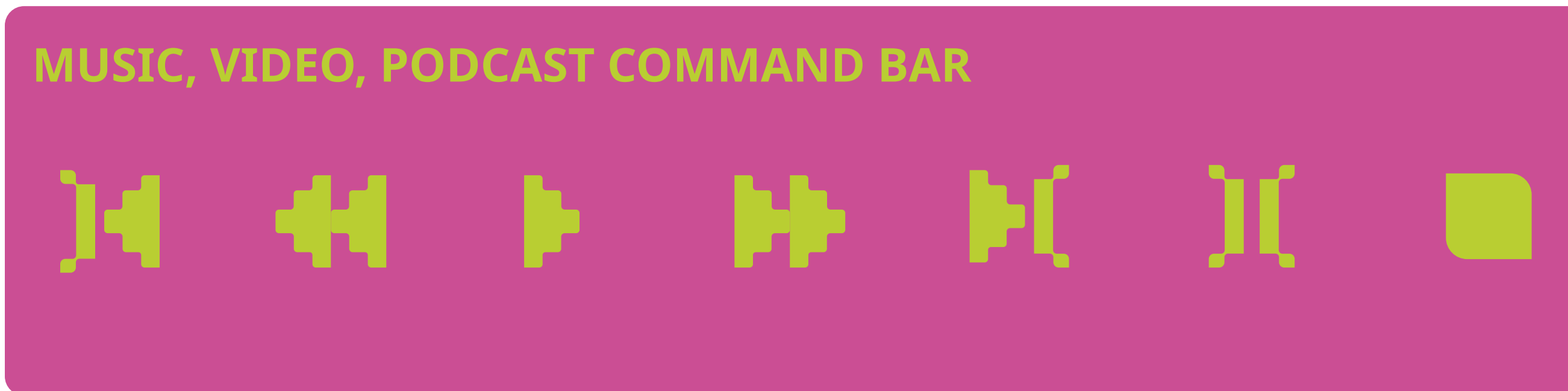
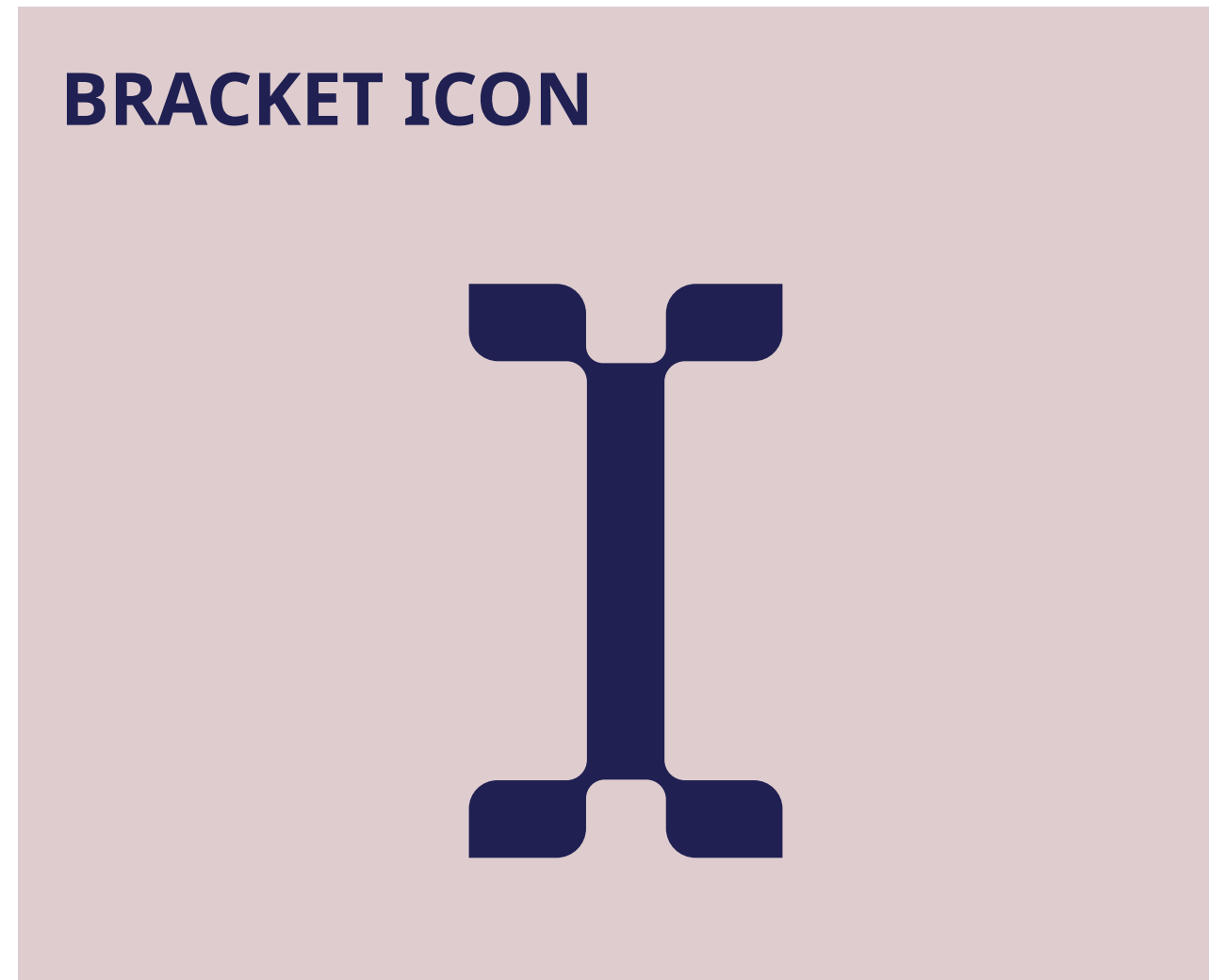
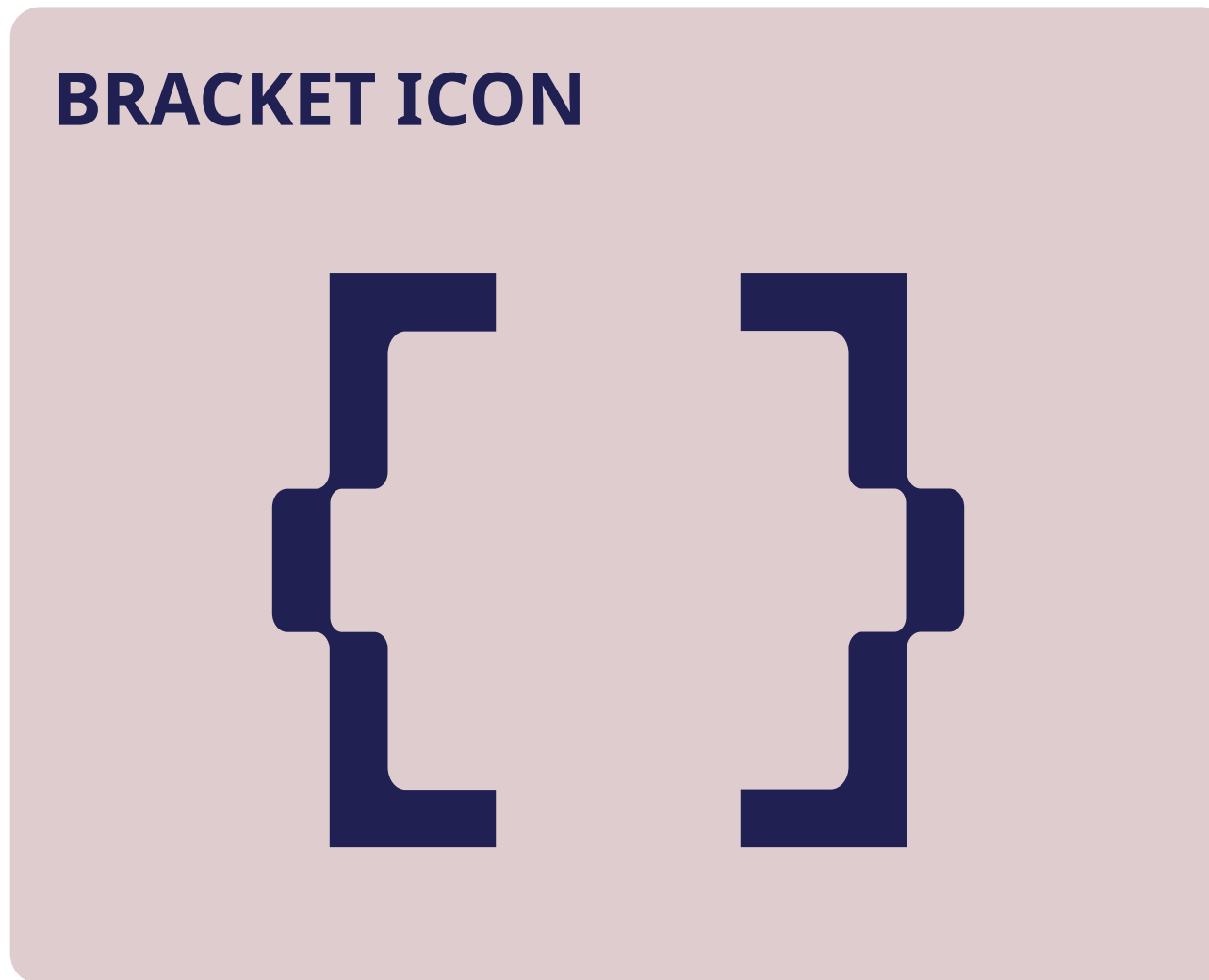
LOGO

SECONDARY LOGO MARK



# ICONOGRAPHY





# TYPOGRAPHY

**NOTO**

**Aa Bb Cc**

**Visual Communication  
Collaborative Laboratory**

**NOTO SANS**

abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

**NOTO SERIF**

abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

# COLORS

# COLORS

## COLOR PALETTE

<b>COLLAB CREAM</b> #DDCBCF RGB: 222.204.207 CMYK: 11.18.12.0	<b>LAYOUT LIME</b> #BBCF33 RGB: 187.207.51 CMYK: 32.3.99.0	<b>STUDIO CYAN</b> #D61BCDC RGB: 97.189.219 CMYK: 57.7.8.0	<b>PARENTHESIS PINK</b> #CB4F93 RGB: 204.79.149 CMYK: 17.83.7.0	<b>ORGANIZED ORANGE</b> #E55928 RGB: 229.89.61 CMYK: 5.79.98.0	<b>BALANCE BLUE</b> #0E7AB6 RGB: 12.122.181 CMYK: 86.45.7.0	<b>BASELINE BLUE</b> #202254 RGB: 33.33.84 CMYK: 100.98.36
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COLORS

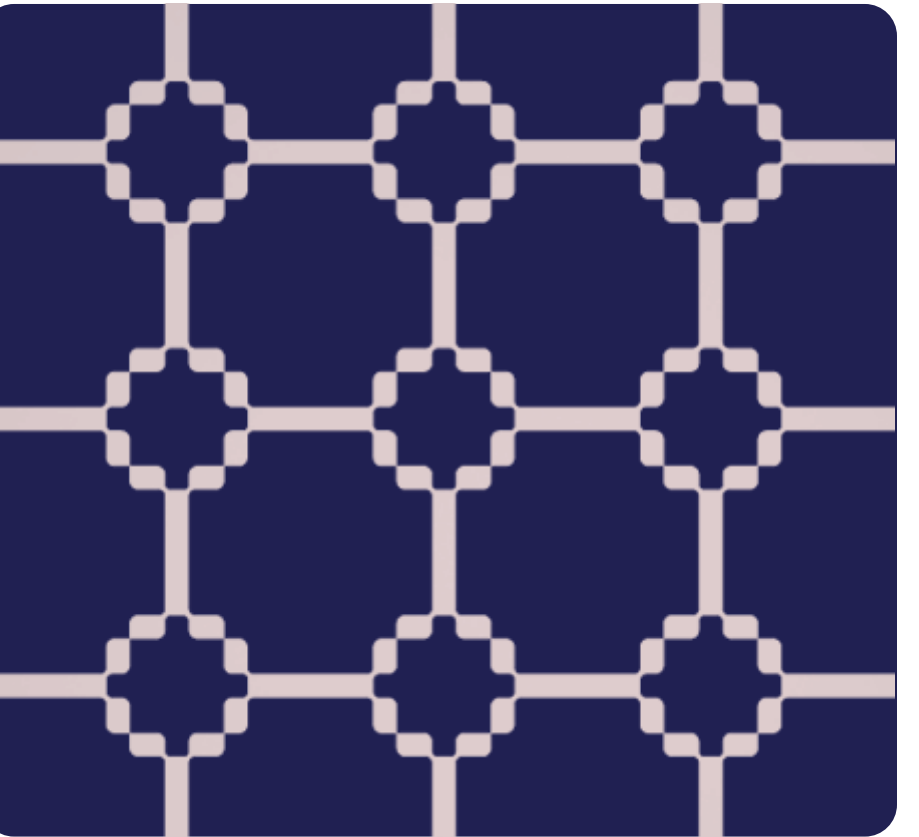
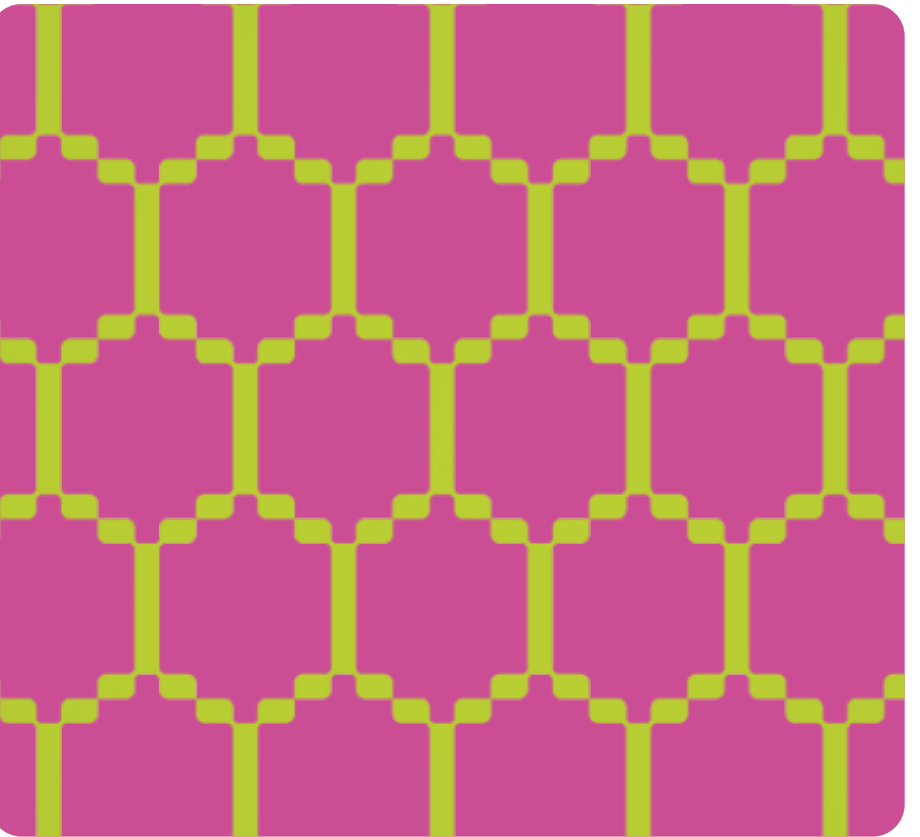
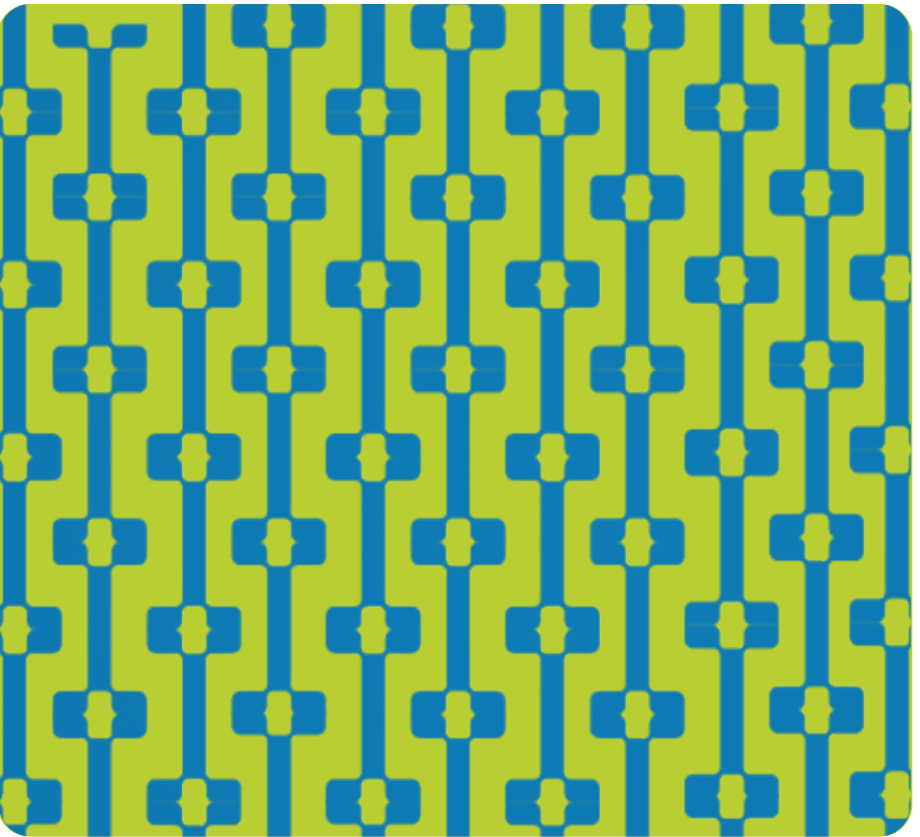
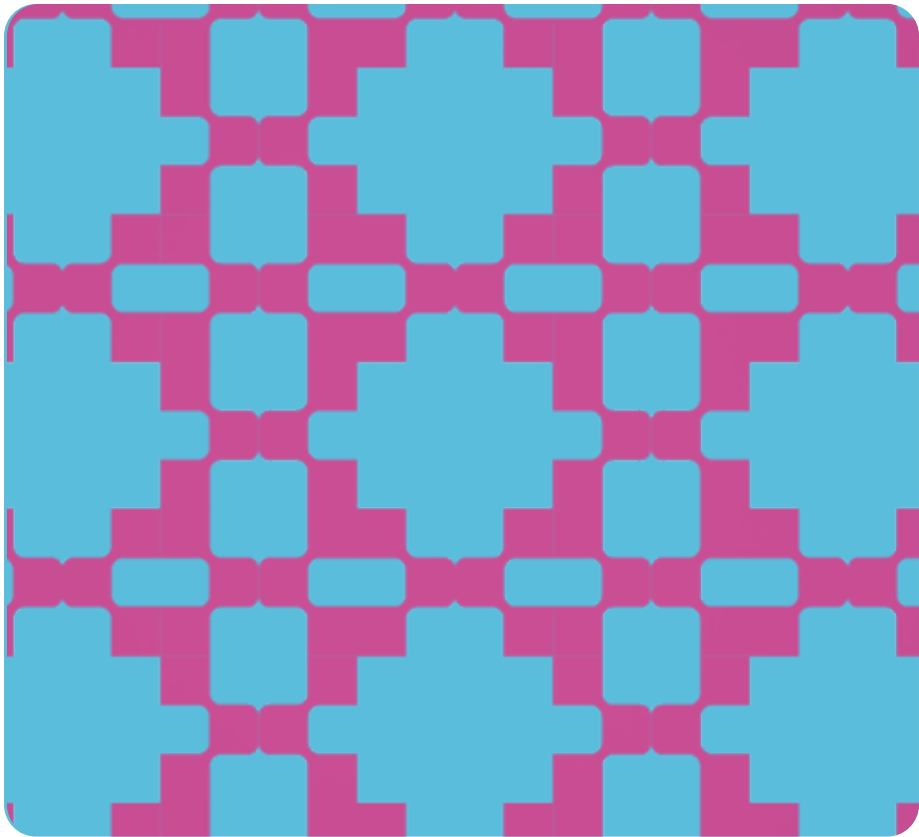
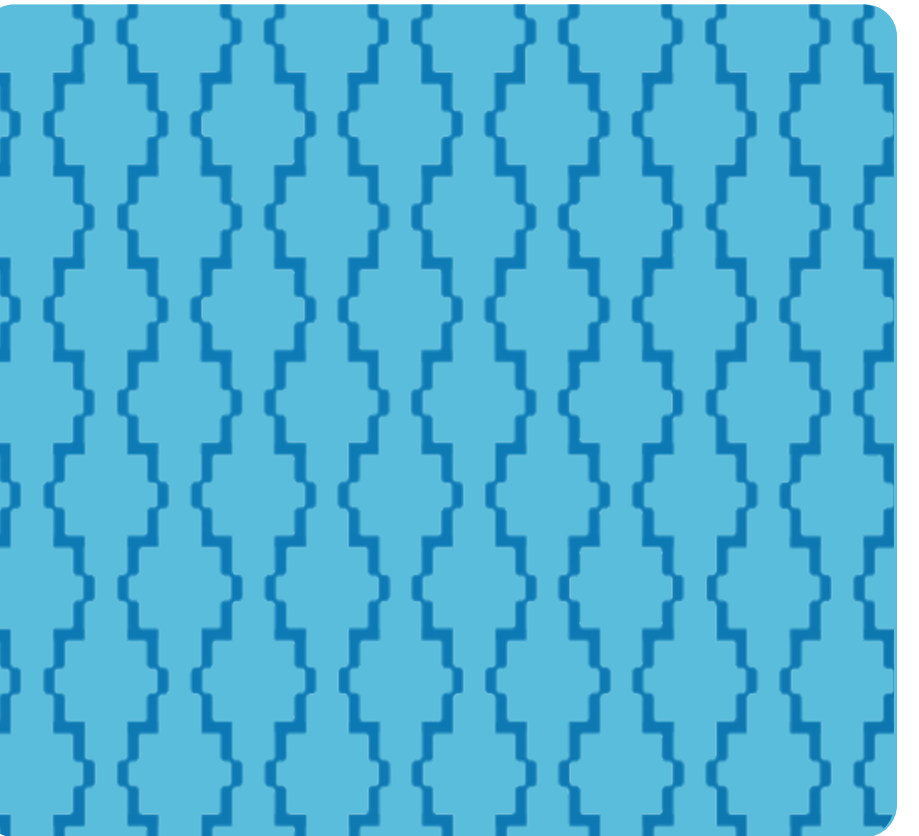
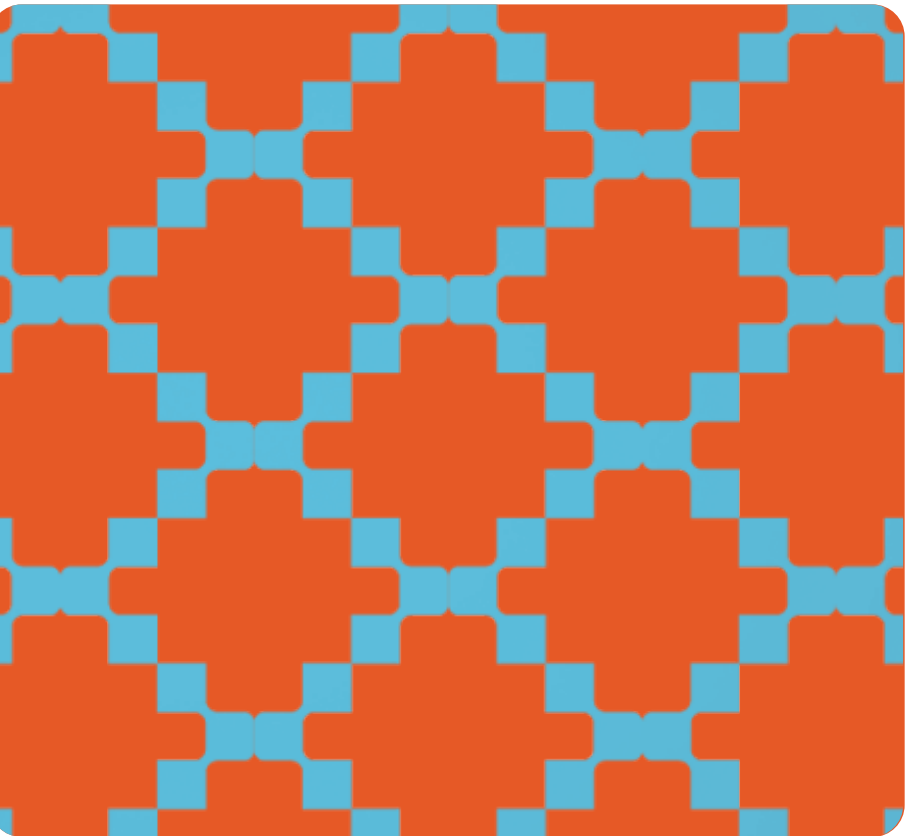
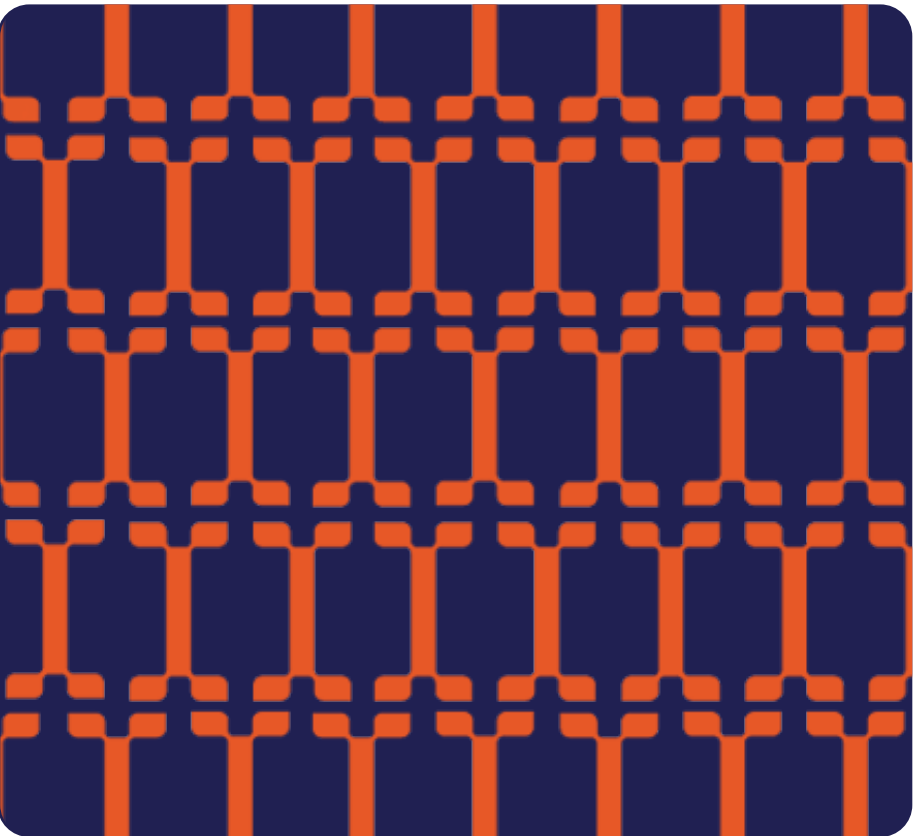
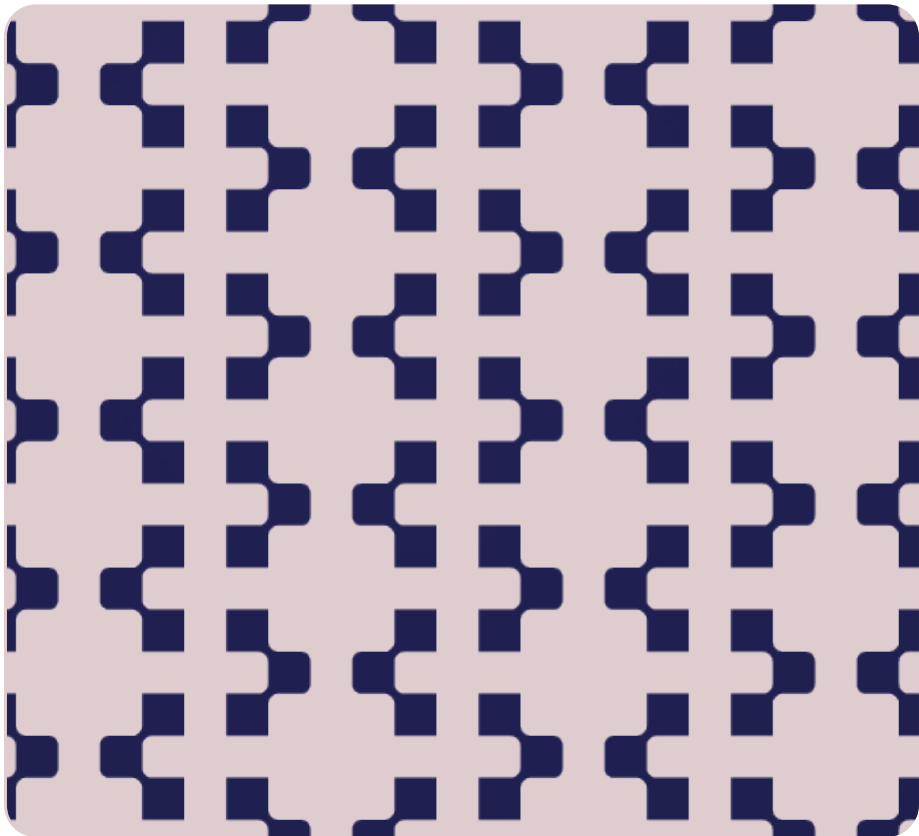
COLOR APPLICATION  
MOST CONTRAST - LEAST CONTRAST



# PATTERN

PATTERN

PATTERN SWATCHES







VIS [LAB]