



Laboratory for Cognitive Psychology of Digital Interfaces User

HSE University

Brandbook

How To Use Visual Identity To Style Your Works

by Anton Angelgardt and Daniil Ivanov

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Lab name

Lab full name

The full name of our Lab is

Laboratory for Cognitive Psychology of Digital Interfaces User

This name must be used to specify a HSE affiliation in scholarly publications and other official documents or presentations.

NB!

HSE University has requirements for specifying an affiliation. To be sure that you use correct option, check HSE Scientometric Center site with [this link](#).

Lab short name

The short name of our Lab is

HSE UX LAB

For the short name of our Lab it is **the only possible option**. If you typed the short name, make sure it matched all of the following:

- **all letters are capitalized**
- there are no spaces between letters in contractions
- there are no double (triple, etc.) spaces between contractions
- one of the following fonts is used (if possible):
 - **Montserrat Bold**
 - **Montserrat SemiBold**

NB!

This name may be used for:

- unofficial and promo presentations
- merch design
- SMM
- business cards
- other promo materials

Logos

Each logo has PNG and SVG formats. The first one is a raster image and the second one is a vector. If you are confused about raster vs vector graphics, look at [our brief overview](#).

[Download an archive with all kinds of logo](#)

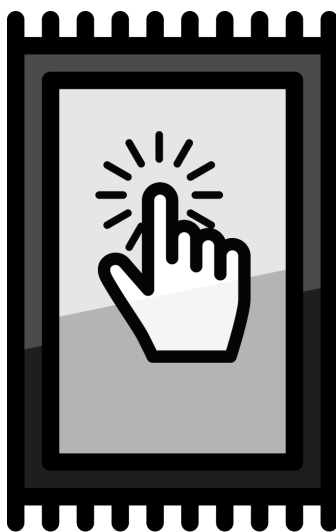
Main logo



This is the main logo of our Lab. If you are frustrated about which logo you have to use, use this one. Main logo is appropriate for all kinds of materials such as academic and promo presentations, merch design and social media.

Download this logo

[PNG](#) [SVG](#)



If you need to place the logo in a small area, this is your choice. It would be better to use this logo for one simple reason: it does not have text layer. So it will look lighter and simpler in a small size.

Download this logo

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Contour logos



This version of logo may be used when your work with minimalist design.

Download dark logo

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Download light logo

[PNG](#) [SVG](#)



This one may be useful when you need a contour logo, but the background is complex or has a texture.

Download dark logo

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Download light logo

[PNG](#) [SVG](#)



Just another contour logo.

Use this version if it is more appropriate for your design.

Download dark logo

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Sign

The sign should be used when you need a small simple mark of our Lab. For example, it may be placed on each slide of your presentation in the upper right corner. Another option is to use it for pin-back button or stickers design or other promo stuff.



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**HSE
UX
LAB**

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Text logos

Text logos were created for special promotion purposes. If you think that they are good for your goals, of course, you may use them. However, if you are not sure, request a brand manager advice.

HSE UX LAB

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**HSE
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Full logos

These logos are the most formal. Use them for official documents, for example, gratitudes and certificates.

NB!

Since the University provides strong regulations for using the corporate style, be careful with this kind of logos. **If you have even the slightest doubt, be sure to consult with Brand manager of the Lab.**

There are two types of full logo: one with the picture and another with the sign. The first one is preferable in most cases. The second one may be used when the area for logo in a template is limited.



**Laboratory
for Cognitive Psychology
of Digital Interfaces User**

HSE University

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**Laboratory for Cognitive Psychology
of Digital Interfaces User**

HSE University

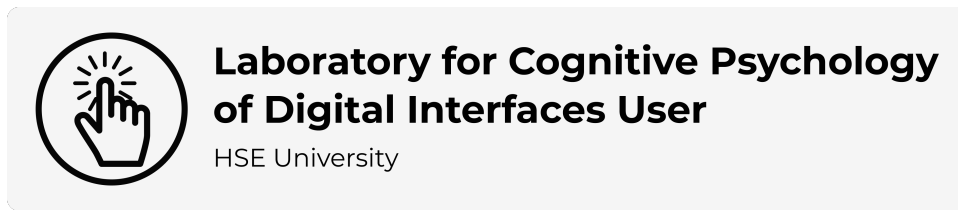
Download dark logo

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If you are sure that you need to use second type of full logo, but a background of your design is complex or has a texture, look at the following options.



Download dark logo








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Download light logo

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Colors

Basic palette

	RGB 0 0 0	HEX #000000	CMYK 0 0 0 100	Pantone Black 6 C
	RGB 5 5 5	HEX #050505	CMYK 0 0 0 98	Pantone Black 6 C
	RGB 30 30 30	HEX #1E1E1E	CMYK 0 0 0 88	Pantone 419 C
	RGB 75 75 75	HEX #4B4B4B	CMYK 0 0 0 71	Pantone 2336 C
	RGB 130 130 130	HEX #828282	CMYK 0 0 0 49	Pantone 4278 C
	RGB 180 180 180	HEX #B4B4B4	CMYK 0 0 0 29	Pantone 421 C
	RGB 230 230 230	HEX #E6E6E6	CMYK 0 0 0 10	Pantone 663 C
	RGB 245 245 245	HEX #F5F5F5	CMYK 0 0 0 4	Pantone 11-0601 TPX
	RGB 255 255 255	HEX #FFFFFF	CMYK 0 0 0 0	Pantone 11-0601 TPX

Accidental colors

We prefer to make an accent on some info using fonts, just to save our black-and-white style. However, one day you may face with a case when you have to use accidental colors.

The palette below contains official colors from HSE Brandbook.

Warm colors



RGB	HEX	CMYK	Pantone
154 38 34	#9A2622	0 90 100 40	484



RGB	HEX	CMYK	Pantone
243 108 42	#F36C2A	0 60 100 0	1505



RGB	HEX	CMYK	Pantone
229 130 36	#E58224	0 40 80 20	131

Cold colors



RGB	HEX	CMYK	Pantone
20 43 80	#142B50	100 60 0 50	654



RGB	HEX	CMYK	Pantone
76 95 171	#4C5FAB	40 55 0 0	265



RGB	HEX	CMYK	Pantone
40 163 72	#28A348	70 0 100 0	361

Fonts

Main font family

The main font family used for all kinds of design is Gotham Pro. We use five typefaces such as Light, Regular, **SemiBold**, **Bold** and **ExtraBold** for different purposes.

NB!

Montserrat fonts are licensed under the [Open Font License](#) and available [here](#).

Montserrat ExtraBold

This typeface is used for Lab name and book titles. It is not recommended to use it for presentations title since it is heavy and requires large font size to look good and readable.

Montserrat Bold

This one is used for presentation and slide titles. Also it may be applied for first heading.

Montserrat SemiBold

Use this typeface for headings and making accents in text, for example, citations.

Montserrat Regular

This is a typeface for text body.

Montserrat Light

This one may be used for introduction, figure annotation, citation or other similar elements.

Other fonts

According to HSE style guide, you may also use Myriad Pro, Pragmatica, Newton and **Futuris Bold** for the purposes specified in HSE Brandbook.