Controllab
Side by side **with you**

Brand Identity
and **Use Manual**

Descriptive Memorial

The Controllab brand has evolved over its more than 40 years of history. In the last decades this brand has highlighted the concept of "sowing quality" and its symbol referred to the quality leaves that are sown. The brand also had in its previous versions the symbology of a drop in reference to biological liquids, chemical processes and aqueous media common to laboratory analyzes.

Following a path of brand rebranding, which began in 2016, in search of something that is modern and that takes care of the care and attention that runs throughout the company's trajectory in its constant search to provide quality, we arrive at the concept presented in this manual.

The earlier symbol that referred to the leaf or the aqueous medium (drop), gives rise to a unique and personal symbol. A symbol built from circles and curves, bringing zeal for quality and care for life. With its smooth and constant curves, combined with the cozy shape, it brings us the feeling of tenderness.
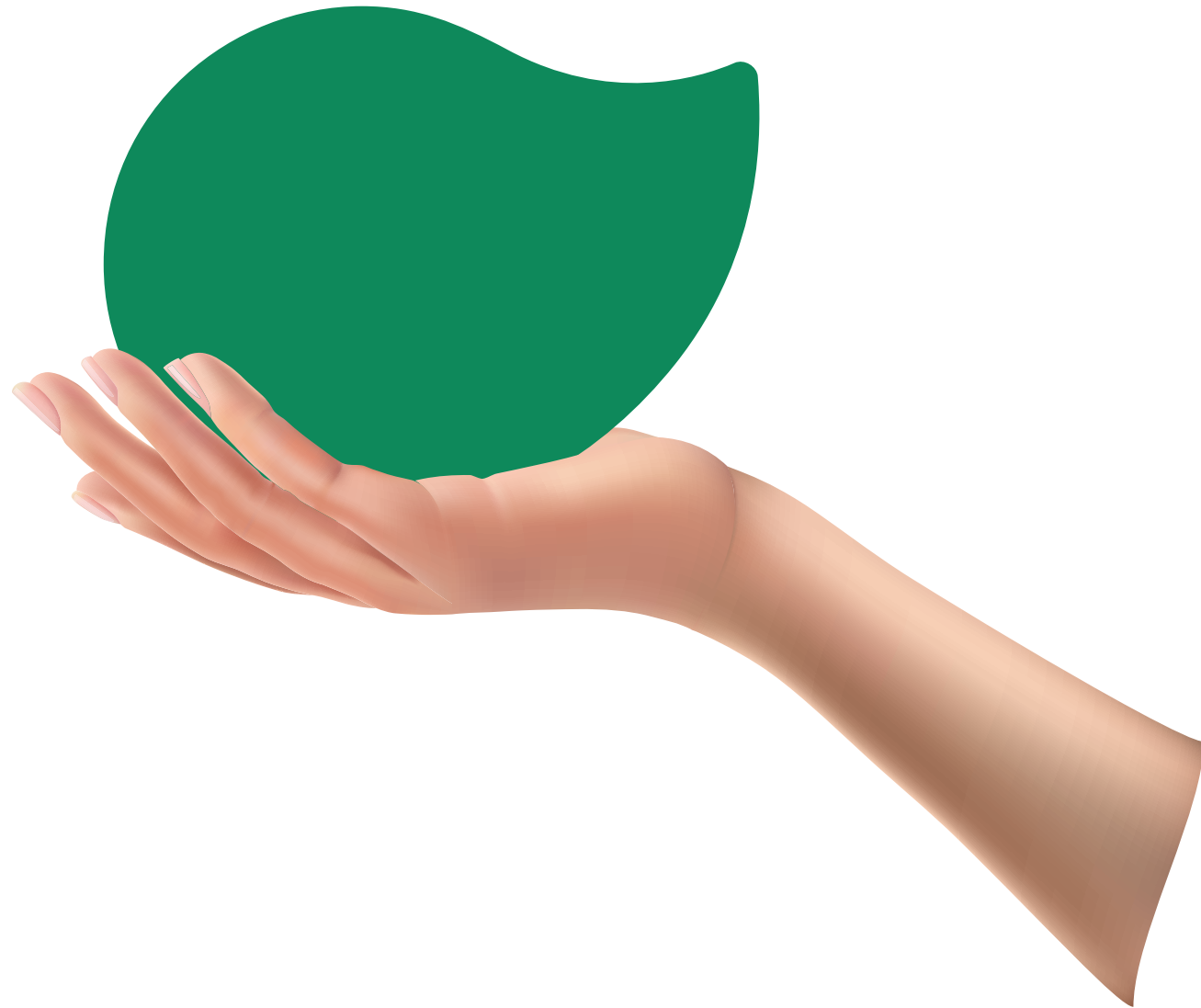
Main brand

The Controllab brand consists of 3 elements: The nominative expression "Controllab", the slogan "Side by side with you" and the symbol. The institutional colors gray and its variations in green work together with the white that highlights the "lab" in Controllab.

The main brand must be accompanied by the slogan "Side by side with you", reinforcing the culture of attention and care with quality and working together with the customer, according to the characteristics of the persona Controllab.

The slogan should only be suppressed in situations where its reading and understanding are impaired, such as reductions in the logo, in certain situations with background interference and others that will be dealt with later in this manual.

The "Controllab" brand must never be worked out of association with the symbol, at the risk of compromising the social and commercial function it proposes. The symbol, when used in isolation, constitutes an independent distinctive sign. Used to designate programs, services and products developed by Controllab*.
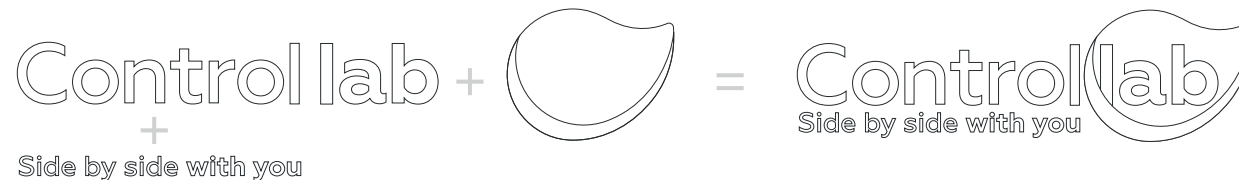
Control lab
Codo con codo **contigo**

Control lab
+
Side by side with you
+ = Controllab
Side by side with you

Secondary brand

The secondary brand of Controllab is made up of only 2 elements: the word expression and the symbol. The slogan is deleted in this version.

This mark should be used on occasions where the reading of the main mark is impaired, such as reductions that do not allow the reading of the slogan or in situations where background interference makes it difficult to read.

Attention! Always give preference to the use of Controllab's main brand.

Monochrome brands

Variations of brands and monochromatic nominative expressions are important for application in spaces where there is great background interference, such as images, backgrounds with strong colors or the need to use only one color in the graphic project.

The Controllab brand has 1 version of the word expression in two colors and 3 versions of monochrome expressions: positive, negative and dash.

The two-color variation has the logo in white instead of the institutional gray and the symbol remains in institutional green. That way, we can use the logo on a dark but colorful background.

It is important to evaluate the project where the logo will be inserted in order to choose the best option that privileges the reading of the brand.

Two colors

Positive

Negative

Dash

C0 M0 Y0 K100
#000000

C0 M0 Y0 K0
#FFFFFF

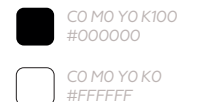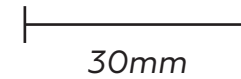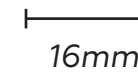# Maximum reduction

If there is a need to use the mark on a small scale, care must be taken that its characteristics and legibility are not impaired.

The following recommendations apply to reductions in print and online.
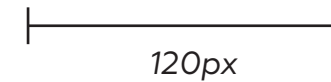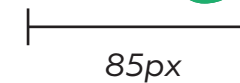
Main Brand in printed reduction

30mm

Secondary Brand in printed reduction

16mm

Main Brand reduced online

120px

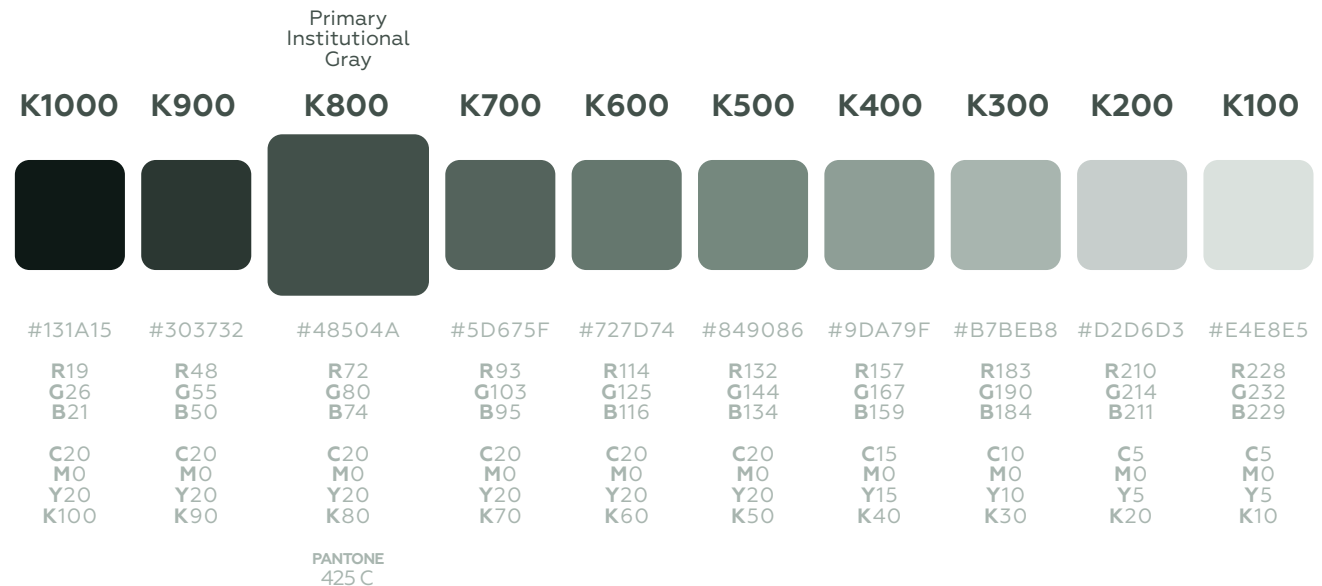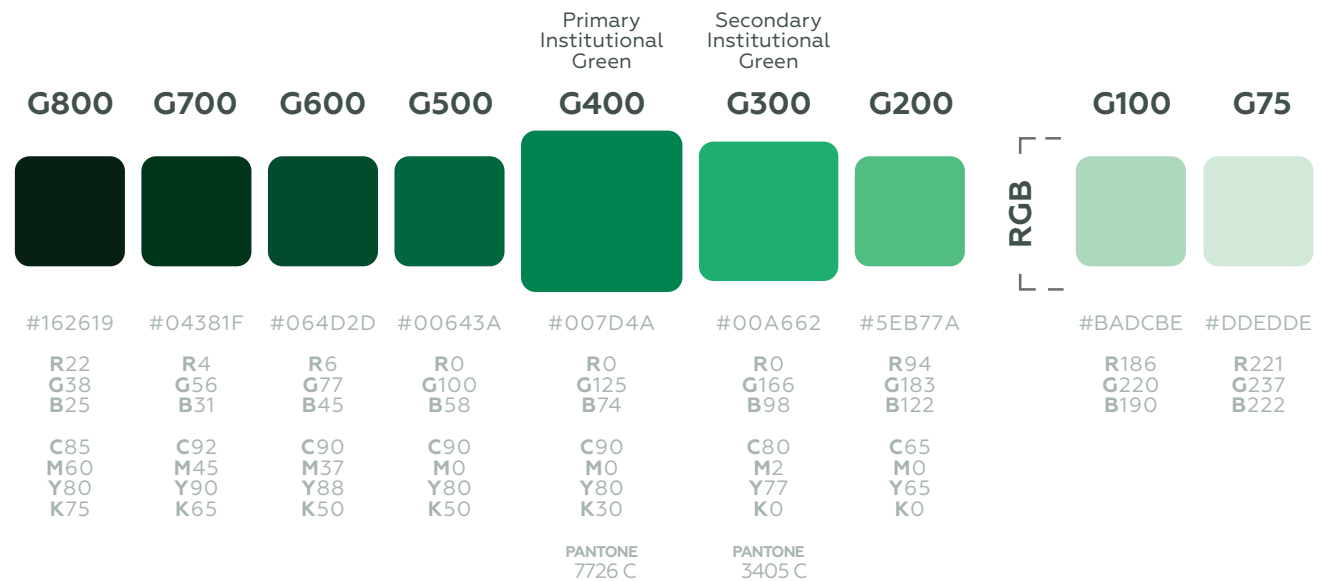**Secondary Brand in reduction online**

85px

Institutional Colors

For the construction of the institutional color palette, which identifies Controllab as a brand and institution, two primary colors were defined: green called **G400** and gray with **K800** nomenclature. In addition to a secondary green **(G300)**. These three colors form the Controllab brand and must always be present in all graphic pieces, whether as a detail, a filter or as a determining element, so that the company's identification by the perception of its colors always occurs.

An extension of the palette was developed from these two primary colors. Thus, we have a range of colors within the institutional spectrum that allows us to develop more interesting graphic pieces, in addition to offering the design team tools to develop their projects.

It is important to note that at no time is it allowed to change the colors of the Controllab logo by other colors presented in the developed palettes. These colors serve as a support for design, but are not a substitute for primary and secondary institutional colors.

				Primary Institutional Green	Secondary Institutional Green				
G800	**G700**	**G600**	**G500**	**G400**	**G300**	**G200**	RGB	**G100**	**G75**
#162619	#04381F	#064D2D	#00643A	#007D4A	#00A662	#5EB77A		#BADCBE	#DDEDDE
R22 G38 B25	R4 G56 B31	R6 G77 B45	R0 G100 B58	R0 G125 B74	R0 G166 B98	R94 G183 B122		R186 G220 B190	R221 G237 B222
C85 M60 Y80 K75	C92 M45 Y90 K65	C90 M37 Y88 K50	C90 M0 Y80 K50	C90 M0 Y80 K30	C80 M2 Y77 K0	C65 M0 Y65 K0			
				PANTONE 7726 C	PANTONE 3405 C				

		Primary Institutional Gray							
K1000	**K900**	**K800**	**K700**	**K600**	**K500**	**K400**	**K300**	**K200**	**K100**
#131A15	#303732	#48504A	#5D675F	#727D74	#849086	#9DA79F	#B7BEB8	#D2D6D3	#E4E8E5
R19 G26 B21	R48 G55 B50	R72 G80 B74	R93 G103 B95	R114 G125 B116	R132 G144 B134	R157 G167 B159	R183 G190 B184	R210 G214 B211	R228 G232 B229
C20 M0 Y20 K100	C20 M0 Y20 K90	C20 M0 Y20 K80	C20 M0 Y20 K70	C20 M0 Y20 K60	C20 M0 Y20 K50	C15 M0 Y15 K40	C10 M0 Y10 K30	C5 M0 Y5 K20	C5 M0 Y5 K10
		PANTONE 425 C							

Security area

To ensure better legibility, every brand must have a protection area (aeration) in order to avoid conflicts with other visual elements in its use.

The protection area establishes a maximum limit of approximation with images, texts, other brands and even its distance in relation to page borders or bleeds.

Improper use

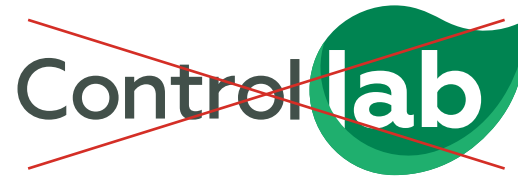To keep the visual unit in all parts, we recommend that the following situations are avoided.

Do not change institutional colors

Do not flatten or stretch the mark outside its proportion

Do not change the ratio between symbol and logo

Do not use on backgrounds that make the mark vibrate

Do not use on backgrounds that project low contrast

Do not use symbols, figures or text that disrespect the safety area

Lorem ipsum dolor sit amet, consectetuer adipiscing elit

Typographic family

For the construction of the "Controllab" logo, the Geometria font was used. A family of fonts that proved to be regular, controlled and versatile. With an extensive variation of weights, excellent legibility and elegant forms that bring the curvilinear shapes that refer to the symbol, its curves and its zeal with quality and care.

This source has also proved to be efficient for use in various offline media and most online media. This way, Geometria becomes the primary source and should always be used in printed materials in general (packaging, stationery, brochures, advertisements, etc.) and in digital media where its rendering does not impair reading (digital advertising pieces, social media posts, websites).

Although the Geometria font is very well designed and has its version for use in an online environment, in some situations the rendering of the font by the media distorts the font or hinders its readability (email marketing, websites). In these situations, the secondary source Open Sans should be used. A specific open source for operation in an online environment.

GEOMETRIA BOLD

QWERTYUIOPASDFGHJKLZXCVBNM qwertyuiopasdfghjklzxcvbnm 1234567890!@#$%&*?

GEOMETRIA MEDIUM

QWERTYUIOPASDFGHJKLZXCVBNM qwertyuiopasdfghjklzxcvbnm 1234567890!@#$%&*?

Primary Source

Geometria Thin
Geometria Thin Italic
Geometria Extra Light
Geometria Extra Light Italic
Geometria Light
Geometria Light Italic
Geometria Regular
Geometria Italic
Geometria Medium
Geometria Medium Italic
Geometria Bold
Geometria Bold Italic
Geometria Extra Bold
Geometria Extra Bold Italic
Geometria Heavy
Geometria Heavy Italic

Secondary Source
just online environment

Open Sans Light 300
Open Sans Light 300 italic
Open Sans Regular 400
Open Sans Regular 400 italic
Open Sans Semi-bold 600
Open Sans Semi-bold 600 italic
Open Sans Bold 700
Open Sans Bold 700 italic

Geometria
Design by Gayaneh Bagdasaryan and Vyacheslav Kirilenko, 2012

Open Sans
Design by Steve Matteson, 2011

Typographic family study conducted by the company Karuana, 2016.

Quality Control Seal (QC)
Guidelines

Exclusive for Controllab proficiency testing participants

1. What is the QC Seal?

The QC Seal confers reliability to the reports. It is used by laboratories to show their investment in quality to their public.

2. Who can use the digital QC Seal?

The license for the digital QC Seal is automatically granted to the laboratory enrolled in the Controllab Proficiency Testing service **after 3 months of active and continuous participation**, provided the laboratory complies with the following rules:

2.1. The digital QC seal is owned by Controllab and can only be used by **laboratories with a signed contract for the Proficiency Testing service while in force and active.**

2.2. The laboratory that uses the digital QC Seal must regularly participate in the Proficiency Testing and present satisfactory performance in the enrolled programs.

2.3. The laboratory must be up to date with tax obligations.

2.4. The digital QC seal does not grant the laboratory the authorization to use, independently and in isolation, the brand, symbol or identities for services that are under the seal of Controllab or its partners. See sections "USE OF THE CONTROLLAB BRAND, SYMBOL AND IDENTITIES" and "USE OF THE CONTROLLAB PARTNER BRAND, SYMBOL AND IDENTITIES".

2.5. It is not allowed to edit, reissue,

treat, modify, alter, cut or make other changes to the electronic file of the digital QC Seal.

2.6. It is allowed to use the digital QC Seal to reproduce targeted content, the use of which promotions and content in a misleading and irregular manner is prohibited.

2.7. It is allowed to use the digital QC seal for institutional and non-profit purposes.

2.8. Any other use of the digital QC Seal not listed or without authorization from Controllab is prohibited.

3. How to use the digital QC Seal?

3.1. The digital QC seal is limited to digital media only, and its reproduction

or copy in printed media is prohibited, as well as its association with the name or logo of the laboratory.

3.2. The digital QC Seal is available in horizontal and vertical configurations. Use the one that best suits your space requirements.

3.3. When the laboratory applies the digital QC seal on its website, it must contain a link to the website www.controllab.com.

3.4. When the laboratory cites, apply the digital QC Seal or refer to Proficiency Testing services in its social media publications (Facebook, Instagram, LinkedIn and others that may exist), it is recommended to use the hashtag Controllab (#controllab) and the respective digital address as listed in item 5.

Quality Control Seal (QC)
Guidelines

3.5. It is permitted and indicated to evidence the reports and certificates of the current year, which prove the information mentioned when the digital QC seal is used.

3.6. When using the digital QC Seal with other brands that prove quality, display it in size, color and frequency with all logos of comparable products.

3.7. The digital QC seal is updated in the first month of each year, giving confidence and credibility to the laboratory public. The laboratory must use the digital QC seal corresponding to the year of its participation. The updated file is available on the Controllab website.

4. Display correctly Digital QC Seal is as important as taking care of your own logo.

4.1. Violation in the use of the Controllab digital QC Seal and references will subject the laboratory to changes in the content in question. This amendment also applies to the irregular use of the seal.

4.2. If the laboratory or any organization irregularly uses the digital QC Seal, it is the right of Controllab to demand the interruption of use within 48 (forty-eight hours) from the notification of violation of the terms of this authorization. Controllab will be responsible for inspection and sanctions for the organization that continually disregards these instructions.

5. Controllab digital addresses

Follow and mark Controllab in digital media:

Website: controllab.com

LinkedIn: linkedin.com/company/controllab

Facebook: facebook.com/controllab

Instagram: instagram.com/_controllab

For questions about the use and application of the digital QC Seal, contact the Controllab Team:

marketing@controllab.com
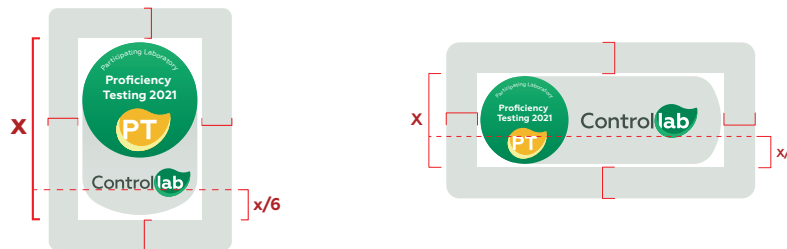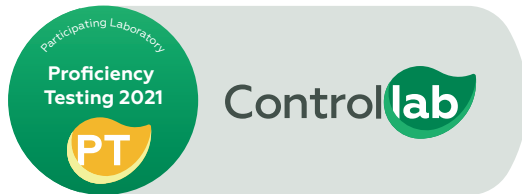
Quality Control Seal (QC)

Applications

Online Version

Maximum Reduction

160px

280px

Interference Zone

x

x/6

x

x/3

Quality Control Seal (QC)

Applications

Colored background	RGB version	POSITIVE version	NEGATIVE version

Download this version by clicking here (RGB version, top)

Download this version by clicking here (RGB version, bottom)

Download this version by clicking here (POSITIVE version, top)

Download this version by clicking here (POSITIVE version, bottom)

Download this version by clicking here (NEGATIVE version, top)

Download this version by clicking here (NEGATIVE version, bottom)
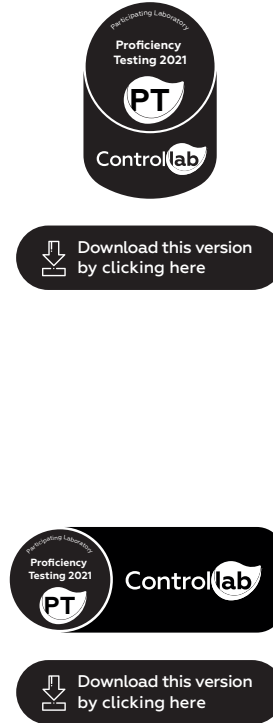
Quality Control Seal (QC)

Applications

Examples of **fair and authorized use** of the digital QC Seal and reference in digital media: "Another certificate proving the investment in quality of Laboratory X. Controllab Proficiency Testing" or "Participation in another round of Controllab Proficiency Testing".

Examples of **irregular use** of the digital QC Seal in digital media: "Exam results in up to 5 hours in Lab X", "Happy Pediatrician's Day!" or "Lab X attendance will work normally in this holiday".

Use of the Controllab brand, symbol and identities

Any use, reproduction or printing, by any legal or physical person, by any means or form, of the Controllab logo, symbol, identities for services and references is prohibited without prior written authorization.

Laboratories participating in the Proficiency Testing, are authorized to use the digital QC Seal, after 3 months of active and continuous participation in the service, provided they comply with the rules described in the section "QC SEAL".

Violations in the use of the Controllab's brand, symbol, service identities and references will subject the laboratory or any organization to changes in the content in question. This amendment also applies to the irregular use of the seal and use of the partners' brand. See section "USE OF THE BRAND, SYMBOL AND IDENTITIES OF CONTROLLAB PARTNERS".

If the laboratory or any organization irregularly uses the Controllab brand or that of its partners associated with quality control services, it is the right of Controllab to demand the interruption of use within 48 hours (forty-eight hours) from the notification of violation the terms of this authorization. Controllab will be responsible for inspection and sanctions for the organization that continually disregards these instructions.

Use of the Controllab Partners' brand, symbol and identities

Brands associated with Controllab's quality control programs

Guidelines

Controllab establishes partnerships or seeks support from different institutions in order to expand scientific knowledge and improve the quality and efficiency of its services, generating better results for users. However, the inclusion of the laboratory in Controllab's quality control programs does not entail the right to use the logo or other distinctive symbols of these institutions.

Within this context, it is considered misleading and irregular to use them when done on an extra contractual basis and associated with the laboratory's participation in Controllab's quality control programs, regardless of the type of material or media in which they are broadcast, whether printed or digital.

Therefore:

1. It is forbidden any application of the brand, symbol, identities for services and references of partners associated with the participation in Controllab's quality control programs in any type of materials for information, promotions, events or advertising, whether in print or digital advertisements or publications.

2. The production of advertising material or institutional product or service campaign where Controllab and partner symbols are combined without agreements previously signed by both is prohibited.

3. Any other internal or external communication document that contains the logo, the symbol, identities for services and references to partner brands associated with participation in Controllab's quality control in a misleading manner is disallowed and irregular.

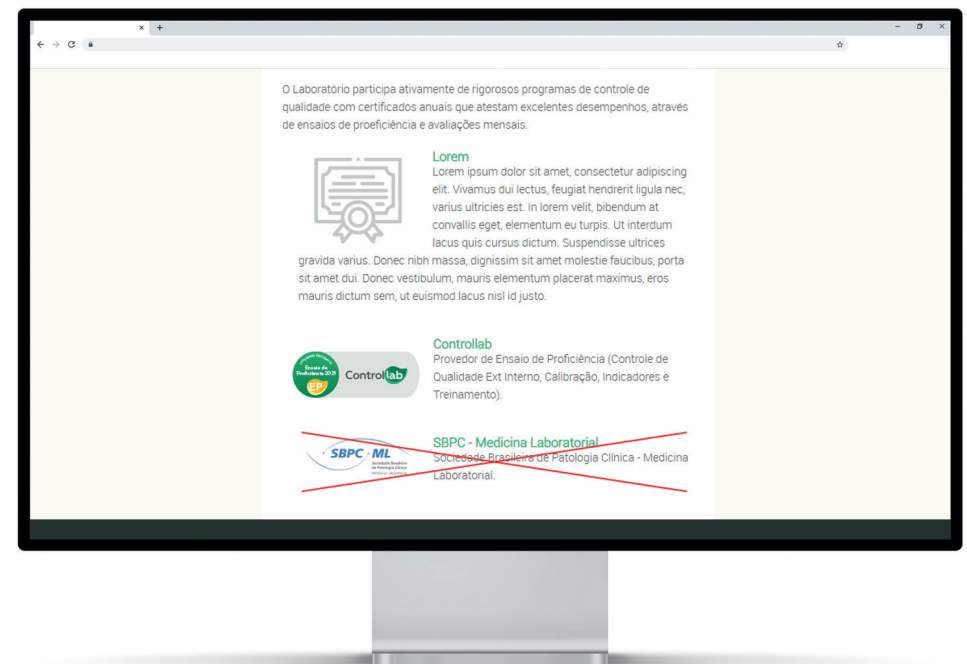# Use of the Controllab Partners' brand, symbol and identities

Brands associated with Controllab's quality control programs

Applications
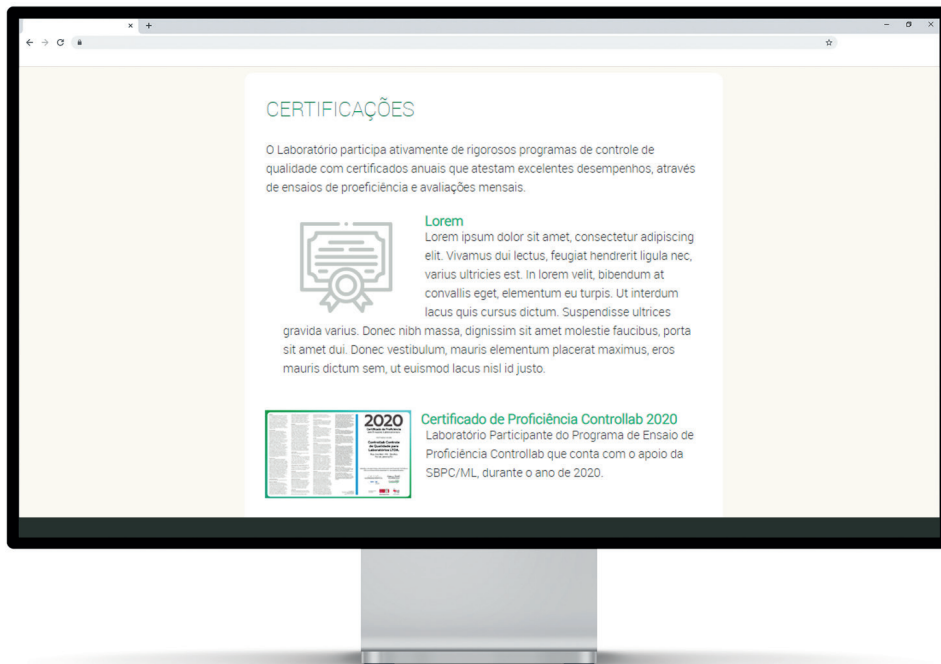
Examples of correct quotes:

Controllab Proficiency Testing Program Participating Laboratory

Laboratory Participating in the Controllab Proficiency Testing Program with the support of SBPC/ML

Examples of incorrect quotes:

Laboratory Participating in the Proficiency Testing Program offered by "SBPC/ML", or "SBPC/ML", or "SBPC/ML and Controllab".