

OpenLab Visual Identity Guidelines

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www.openlabnet.eu

Welcome to the world of modern educational laboratories brought to you by the **OpenLab Network**.

The OpenLab Network provides novel, high quality, job oriented education in life sciences, technologies and other practical skills. The OpenLab Network encourages and supports the development of visitors' knowledge, skills, self-confidence, activity, creativity, innovativeness, and entrepreneurship. The OpenLab Network grows generations of open minded thinkers, innovators, entrepreneurs, researchers, explorers, changemakers, and leaders.

You have just opened the **OpenLab Visual Identity Guidelines**. It is a basic document describing in detail the complex visual identity of the OpenLab Network. It is a living document which will be updated whenever changes arise. The document is available also at <https://visualbook.pro/>

The creation of this document was supported by the Interreg Austria – Czechia 2021-2027, grant number ATCZ00165 AT-CZ OPEN LABS Brno – České Budějovice – Linz – Wien, for which we are very grateful.



Co-funded by the
European Union

SKILLS FOR LIFE. Experience and enjoy OpenLab!

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1 Logos

OpenLab Network Logo

This logo is to be used on the documents and website, and to accompany the activities, of the entire network.



Gray

CMYK 23.0.2.53
RGB 92.120.118
HEX #5c7876
PANTONE 5487 C

White

CMYK 0.0.0.0
RGB 255.255.255
HEX #ffffff
PANTONE White

Black

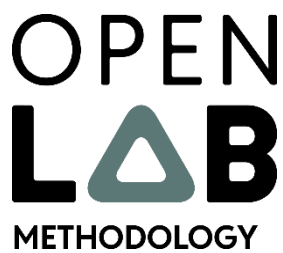
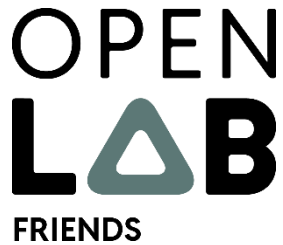
CMYK 0.0.0.100
RGB 0.0.0
HEX #000000
PANTONE Black C

The logo is to be used in several color variants that always have sufficient contrast.



OpenLab Network Logo

Other variants of the basic logo are to be used for individual activities of the entire network, e.g. friends, methodology, newsletter, store, etc.



Gray

CMYK 23.0.2.53
RGB 92.120.118
HEX #5c7876
PANTONE 5487 C

White

CMYK 0.0.0.0
RGB 255.255.255
HEX #ffffff
PANTONE White

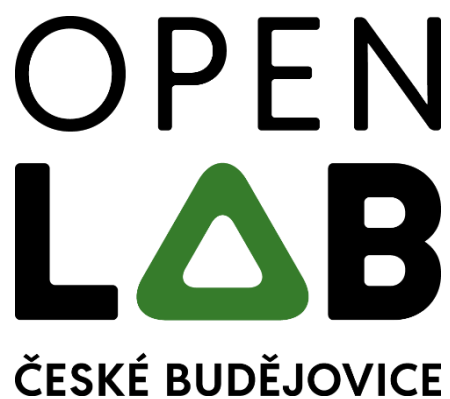
Black

CMYK 0.0.0.100
RGB 0.0.0
HEX #000000
PANTONE Black C



OpenLab České Budějovice Logo

This logo is to be used by OpenLab České Budějovice hosted by the Biology Centre CAS.



Green

CMYK 65.0.100.42
RGB 56.123.43
HEX # 387B2B
PANTONE 363

White

CMYK 0.0.0.0
RGB 255.255.255
HEX #ffffff
PANTONE White

Black

CMYK 0.0.0.100
RGB 0.0.0
HEX #000000
PANTONE Black

The logo is to be used in several color variants that always have sufficient contrast.



Vienna OpenLab Logo

The visual identity of the Vienna OpenLab is based on the Open Science concept. The partnership of the Vienna OpenLab in the OpenLab Network is represented by a rounded triangle in red (see part 2 page 8).

Bioskop Masaryk University Logo

Bioskop Masaryk University is using own logo. The partnership of the Bioskop in the OpenLab Network is represented by a rounded triangle in dark blue (see part 2 page 8).

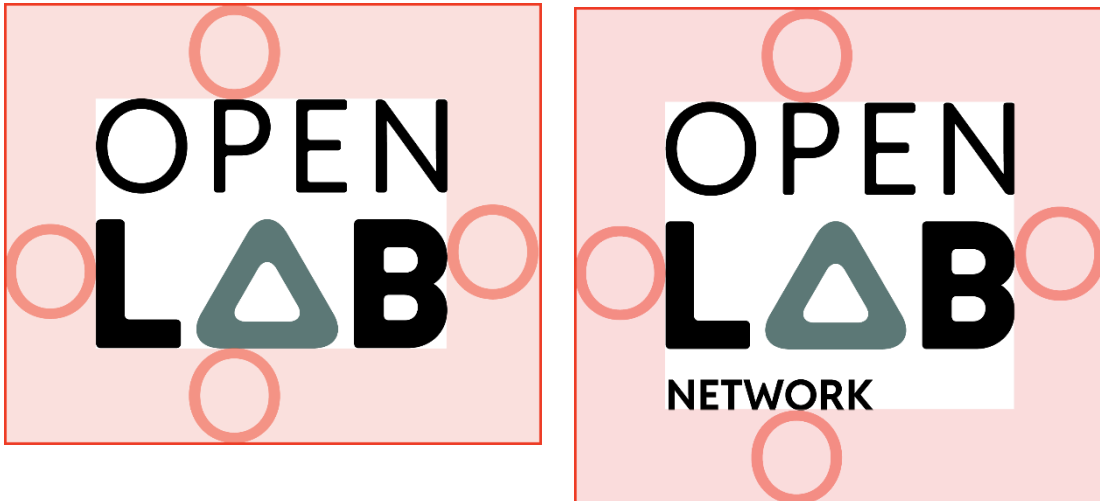
JKU Linz Open Lab logo

JKU Linz Open Lab is using own logo. The partnership of the JKU Linz Open Lab in the OpenLab Network is represented by a rounded triangle in light blue (see part 2 page 8).

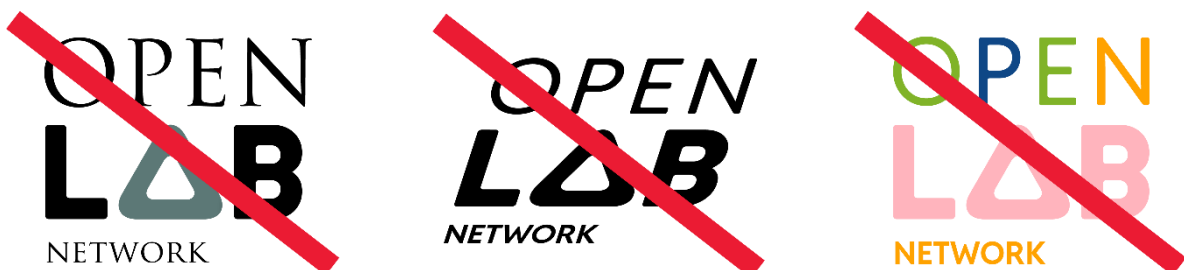


Use of the logo

The protection zone of the logo is defined by the letter "O" of the logo. The logo is to be used with the protection zone in all cases without exception.



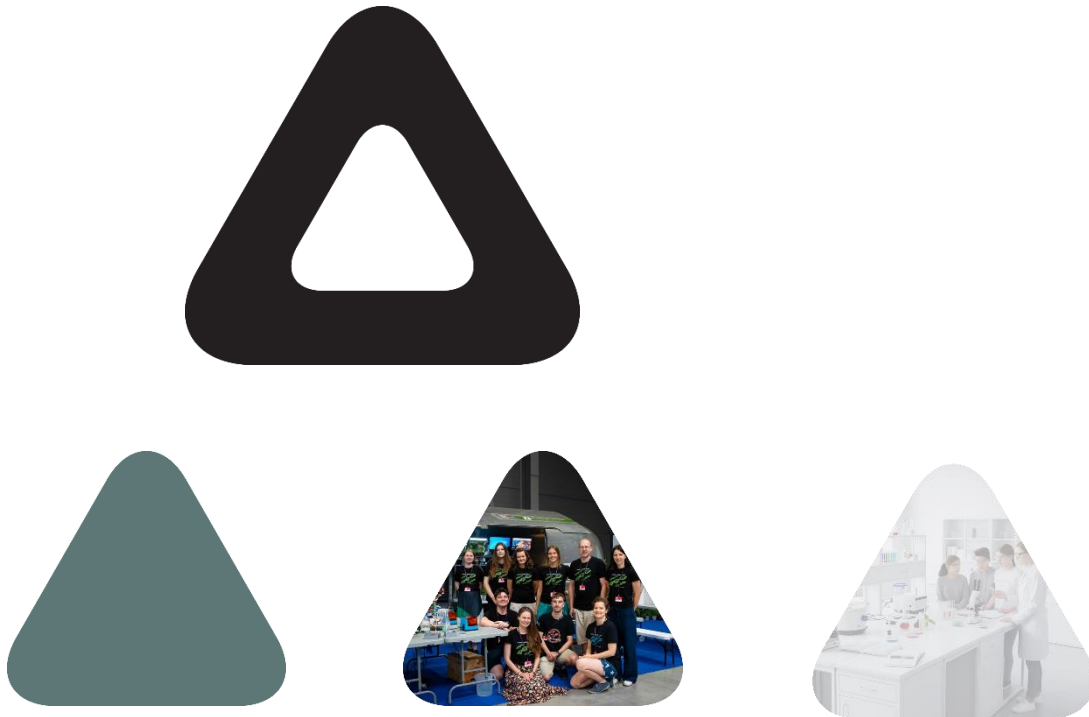
The logo may only be used only with the correct color scheme, correct font, and without any distortion. It may only be used on colored backgrounds or photographs with an emphasis on sufficient contrast.



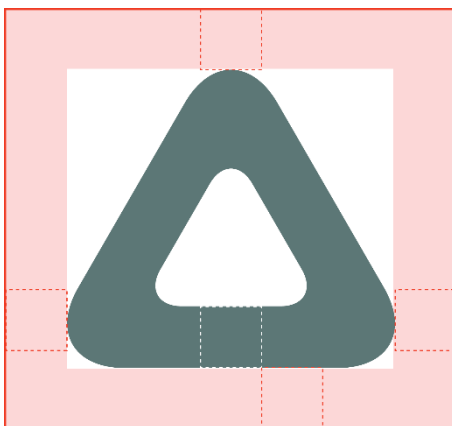
2 Visual Elements

OpenLab Symbol

A rounded triangle which is part of the logo is to be used as the main symbol of the OpenLab concept. The symbol is to be used independently or as a graphic element on printed materials. The full triangle version is to be used with photos or illustrations.



The protection zone of the OpenLab symbol is to be defined by the thickness of the bottom side of the triangle. The symbol is to be used with the protection zone in all cases without exception.



OpenLab Symbol Variants

The OpenLab Network is to be represented by the rounded triangle in grey or black, whereas each specific OpenLab participating in the OpenLab Network is to be represented by the rounded triangle in a specific color reflecting the main color of the hosting institution.



Black

CMYK 0.0.0.100
RGB 0.0.0
HEX #000000
PANTONE Black



Gray

CMYK 23.0.2.53
RGB 92.120.118
HEX #5c7876
PANTONE 5487



Green: České Budějovice

CMYK 65.0.100.42
RGB 68.122.42
HEX #457a1c
PANTONE 364



Dark blue: Brno

CMYK 100.75.0.0
RGB 0.0.220
HEX #0040ff
PANTONE 286



Light blue: Linz

CMYK 81.11.0.15
RGB 41.193.217
HEX #29c1d9
PANTONE 298



Red: Wien

CMYK 10.95.55.0
RGB 200.58.83
HEX #d72650
PANTONE 199



OpenLab Pattern

The OpenLab pattern is to consist of several rounded triangles in a row or in several rows. The pattern is primarily used in grey. Other color variants of OpenLabs may also be used.



OpenLab Font

The OpenLab Network is to primarily use the **Reddit Sans** font family that is freely available for download on the Google fonts platform. The **Arial** font is to be the secondary font. Both fonts are to be used as needed in all styles.

ExtraLight 200
OpenLab is my love

Light 300
OpenLab is my love

Regular 400
OpenLab is my love

Medium 500
OpenLab is my love

SemiBold 600
OpenLab is my love

Bold 700
OpenLab is my love

ExtraBold 800
OpenLab is my love

Black 900
OpenLab is my love



4 Workwear

OpenLab lecturers are welcome to wear white OpenLab t-shirts with a logo and graphics as everyday workwear in order to be easily recognised by visitors.



Visitors working in the laboratories are to wear lab coats and other protective equipment (goggles, gloves, etc.). Lecturers and visitors are to use tags displaying their names



5 Posters

Leaflets and posters are to function as graphic invitations to OpenLab events, courses, conferences, workshops, and happenings, etc. Leaflets are to be created according to the OpenLab Visual Identity Guidelines (see parts 1-3 above). Leaflets may be used in electronic and/or printed form. A leaflet template is available for each OpenLab.



AT-CZ OPEN LABS
Brno - České Budějovice - Linz - Wien

INTERREG PROJECT MEETING OPEN LABS

SEP 22–23, 2025
Altenberger Straße 69, Linz
Johannes Kepler University Linz
TN-Tower, Ground Floor

**FIRST
ADVISORY
BOARD MEETING**

OpenLab Linz will host the second meeting of the Interreg AT-CZ OPEN LABS project, combined with the inaugural session of the International Advisory Board. Partners from Austria and the Czech Republic will review project progress, discuss the joint methodology and communication strategy, and outline future visions for the cross-border OpenLab network.

OPEN
LAB
NETWORK

Interreg
Rakousko – Česko

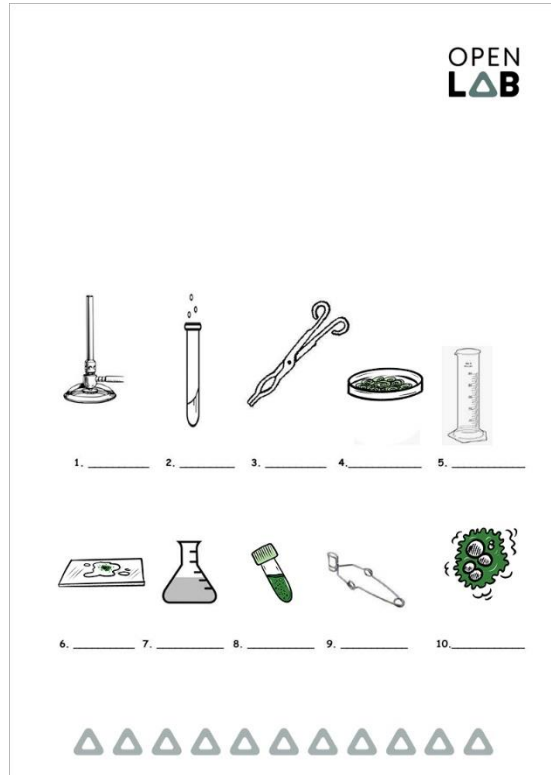
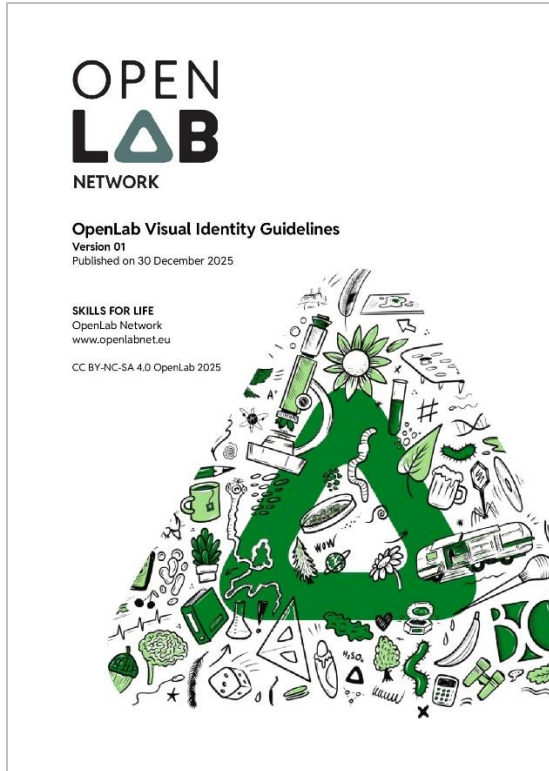


Spolufinancováno
Evropskou unií



6 Documents

Templates for guidelines, worksheets, letters, and other OpenLab documents are to be used.



7 Business Cards

A business card template is available for the OpenLab Network and each OpenLab.

OpenLab Network business card



OpenLab České Budějovice business card



OpenLab Brno business card

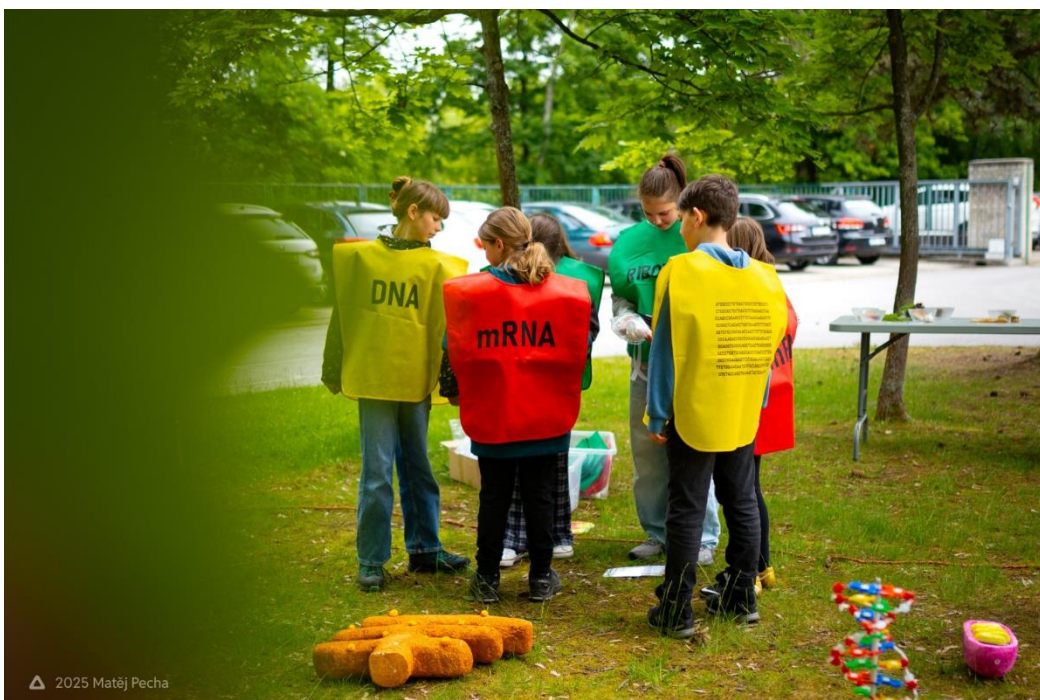


8 Photos & Videos

All OpenLab photos and videos are to be made publicly available under Creative Commons Licence CC BY-NC-SA 4.0:

△ Year Name Surname

△ 2025 Matěj Pecha



9 Merchandise

OpenLab merchandise is to include t-shirts, jackets, caps, bags, tags, games, cups, etc.

