

Brand Guidelines

Panda Lab

Visual identity guidelines





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01

Presentation

Panda Lab is an online retailer specializing in high-quality gaming accessories.

The brand curates reliable, performance-driven equipment for gamers who demand precision, comfort, and a competitive edge.

With a bold identity and a strong gaming universe, Panda Lab positions itself as a go-to destination for those who take gaming seriously.

02

The Logo

Primary Logo

The Panda Lab logo features a stylized panda head with an aggressive and confident expression, symbolizing strength, control, and competitive mindset.

Controller-inspired eyes reinforce the gaming universe, while the toothpick adds a bold, provocative attitude.

The result is a strong, modern, and memorable visual identity that reflects Panda Lab's gaming DNA and focus on performance.



Panda Lab

Secondary Logo

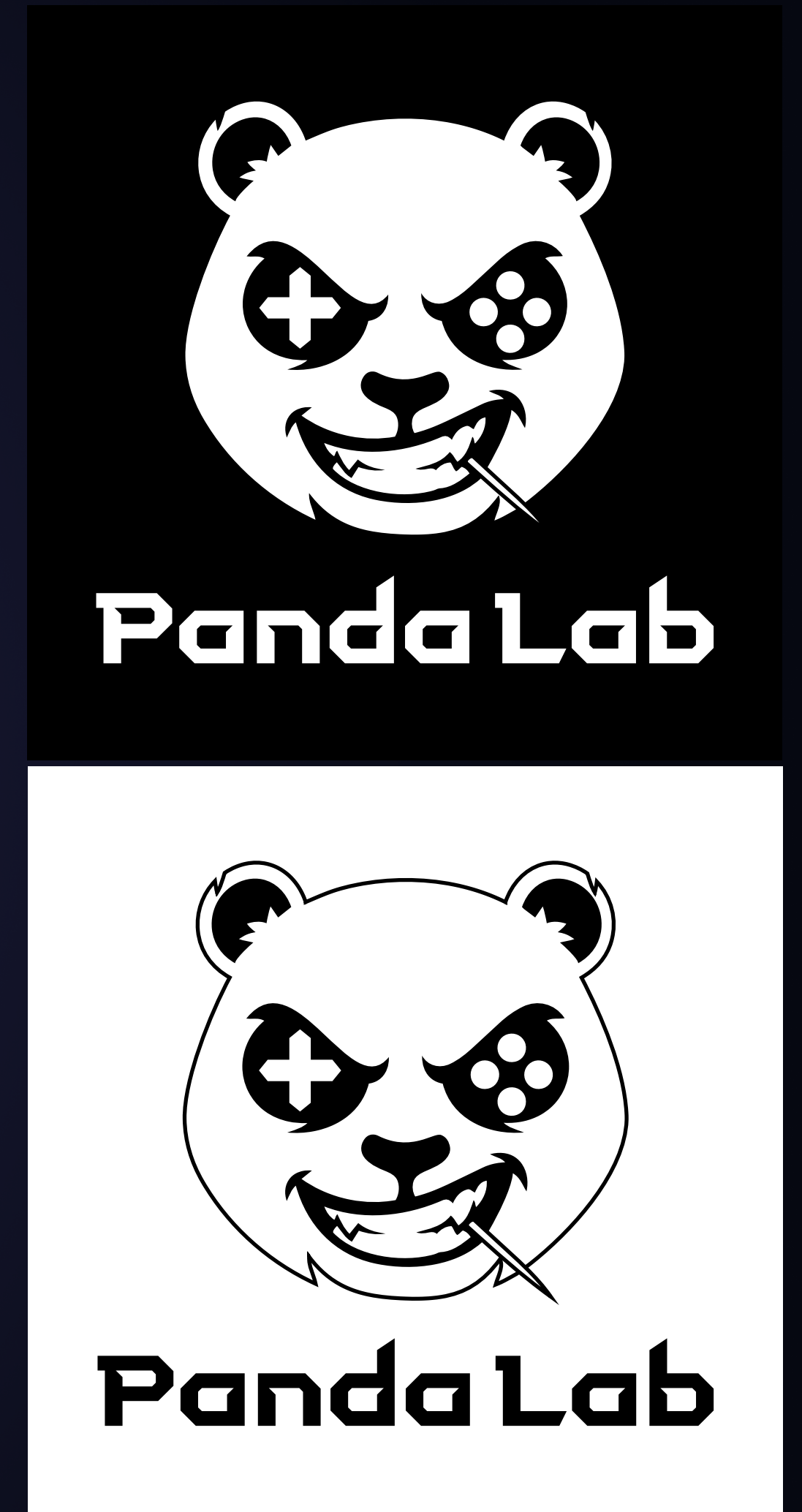
The logo can be adapted into a horizontal format when required however, the vertical format is preferred as it preserves visual balance, brand impact, and optimal recognition.



Panda Lab

Monochrome version

The monochrome version is designed to ensure maximum versatility and clarity across all applications. It is used when color reproduction is limited or when simplicity and contrast are required, such as on single-color prints, engravings, embossing, or technical documents. This version preserves the logo's readability, impact, and identity while maintaining consistency across all mediums.





x

PandaLab

x/3

x/3

x/3

x

Pattern

The pattern is derived from the panda's eyes, used as a repeating graphic element to reinforce the brand's identity.

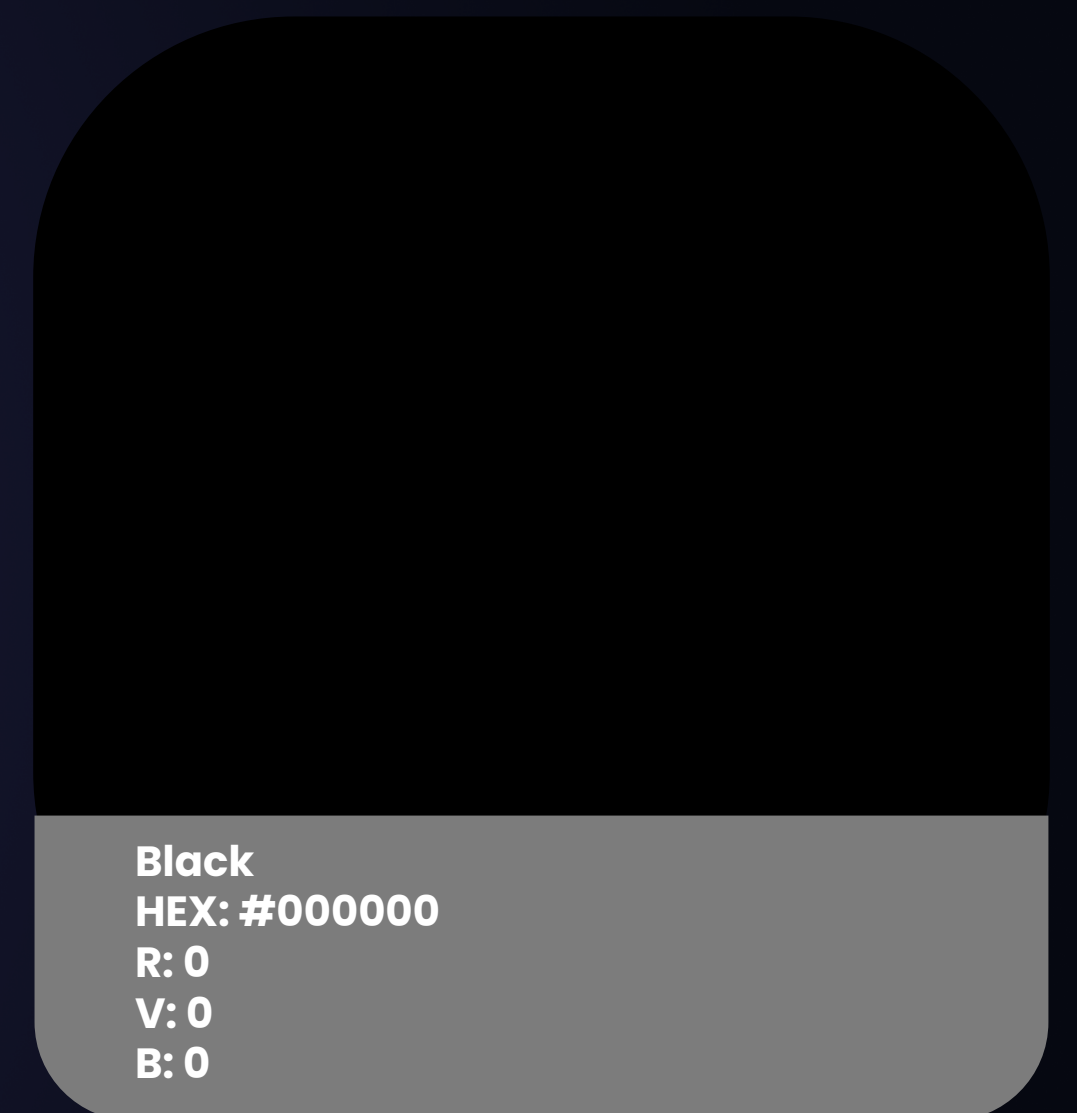
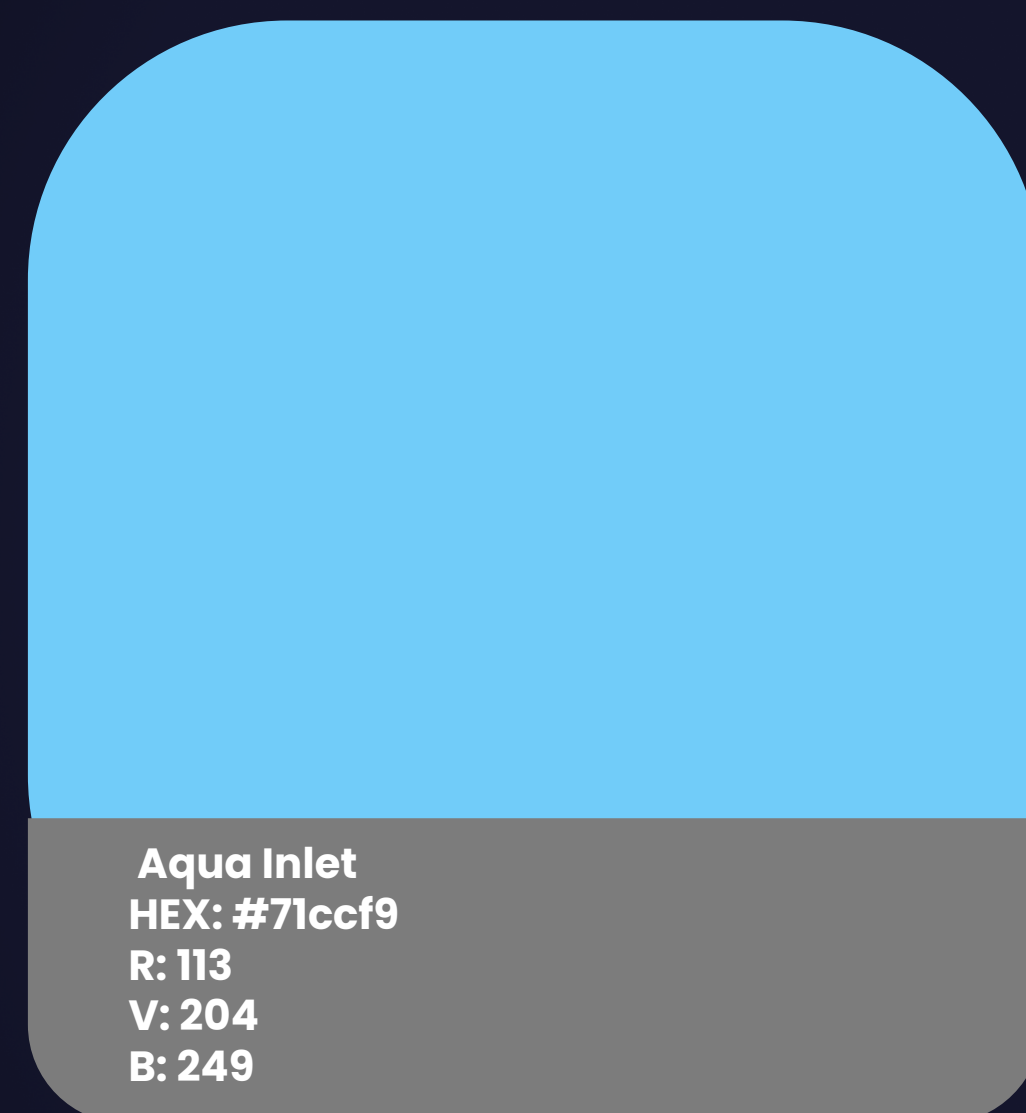
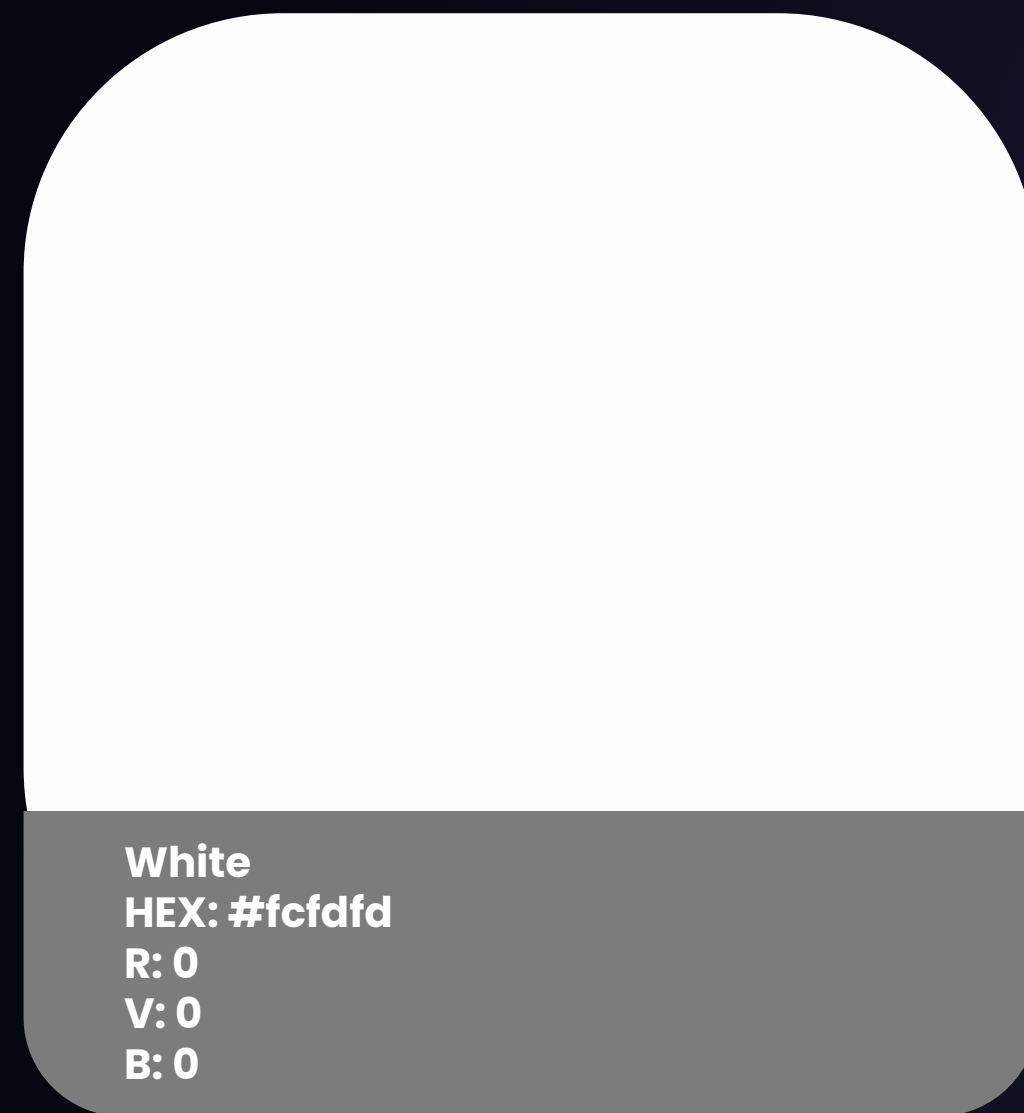
This motif adds visual rhythm and consistency while subtly referencing the gaming universe and the logo's iconic features.



03

Color Palette

Logo Colors



Background Colors

A rounded rectangular color swatch with a black top half and a dark gray bottom half. The text is located in the bottom half.

Ink Black
HEX: #070912
R: 7
V: 9
B: 18

A rounded rectangular color swatch with a dark blue top half and a dark gray bottom half. The text is located in the bottom half.

Blue Vulcan
HEX: #101224
R: 16
V: 18
B: 36

A rounded rectangular color swatch with a medium blue top half and a dark gray bottom half. The text is located in the bottom half.

Blue Mirage
HEX: #15162d
R: 21
V: 22
B: 45



Color Strategy

The Panda Lab color palette combines pure white and deep black with cool blue tones such as Aqua Inlet and Blue Bayou to create a strong, modern gaming identity.

A subtle gradient applied along the edge of the panda's face enhances depth and volume, while the aqua glow around the contour produces a refined neon effect. This luminous outline separates the mark from its environment and reinforces the tech-driven, electric personality of the brand.

For the background, darker shades — Ink Black, Blue Vulca and Blue Mirage were intentionally selected to maximize contrast and make the logo stand out. The addition of Heavenly Blue within the pattern introduces visual energy, creating an electric, immersive vibe that strengthens the gaming atmosphere while maintaining clarity and focus on the logo.

Restricted Color Applications

To preserve contrast, depth, and the neon contour effect, avoid light tones, bright saturated blues, and warm colors. These reduce visual impact, compete with the glow, or disrupt the cool-toned gaming identity.

Light Colors



Bright Colors



Unrelated Colors



04

Typography

Bruce Forever is a bold, geometric display typeface that reinforces Panda Lab's strong gaming identity. Its sharp angles, structured forms, and futuristic aesthetic convey power, precision, and modern technology. The font's solid construction ensures high impact and strong legibility, making it ideal for headlines, logos, and key brand statements.

Aa Bb Cc Dd Ee Ff Gg

Hh Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv

Xx Yy Zz

01 02 03 04 05 06 07

08 09 10

05

Social Media



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06

Mockups







Digimmon extends its sincere appreciation to Panda Lab for the trust and confidence placed in us during the creation of this brand identity. Building a brand from its foundation is both a responsibility and a privilege. From strategic positioning and visual exploration to the refinement of every detail within this brand book, each element was carefully developed to shape a distinctive, powerful, and future-ready gaming identity.

As Panda Lab begins its journey in the industry, we are confident that this strong visual foundation will support its growth, recognition, and long-term success. Digimmon proudly wishes Panda Lab a bold launch and a remarkable path ahead.