



Brand Guide

Graphite Control Surface

Logo system, colour, typography and usage rules
for Humanform Labs — advanced robotics and AI hardware.

Version 1.0

humanformlabs.com

Logo

The mark is an H formed by two vertical bars with a human figure held between them — the human at the centre of the machine. It is the primary identifier and always appears with the wordmark set in Space Grotesk SemiBold, uppercase, 0.22em tracking.



CLEAR SPACE AND SIZING

Clear space on every side equals the height of the mark.

Minimum size: 20 px on screen, 8 mm in print.

Use the stacked lockup when horizontal width is under 180 px.

Use the mark alone for avatars, app icons and favicons.

What not to do

- ✗ Do not recolour the mark outside the palette.
 - ✗ Do not rotate, skew, mirror or distort it.
 - ✗ Do not add glow, drop shadows, bevels or gradients.
 - ✗ Do not place the mark on a busy photograph without a solid plate.
 - ✗ Do not retype the wordmark in another typeface or tracking.
 - ✗ Do not enclose the mark in an extra box, badge or outline.
 - ✗ Do not change the spacing between mark and wordmark.
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BACKGROUNDS

Obsidian or Graphite: use the dark lockup (light artwork).

Paper or white: use the light lockup (dark artwork).

Single-colour print or embroidery: use mark-black or mark-white.

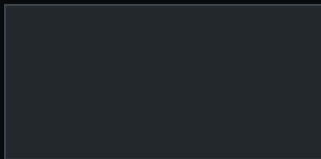
Colour

Four values carry the entire system. Silver is the working text colour; Paper is reserved for headlines and primary actions.



Obsidian

#080A0C · rgb(8 10 12)
oklch(0.135 0.006 240) · Page background



Graphite

#23282D · rgb(35 40 45)
oklch(0.27 0.011 240) · Panels, raised surfaces



Silver

#AEB9C4 · rgb(174 185 196)
oklch(0.77 0.018 240) · Body copy, accents



Paper

#F7F9FA · rgb(247 249 250)
oklch(0.98 0.004 240) · Headlines, primary buttons

CONTRAST

Paper on Obsidian and Silver on Obsidian both pass WCAG AA for body text.
Never set Graphite text on Obsidian; use it for surfaces and hairlines only.

Typography

Space Grotesk SemiBold for headings and the wordmark. DM Sans for body copy, labels and interface text. Nothing else — no serif, no display faces.

DISPLAY / 40

Machines that work

HEADING / 24

Five core capabilities

SUBHEAD / 16

Robotics staffing and deployment

BODY / 11

Humanform Labs builds, fits, resells and repairs advanced robotics hardware.

LABEL / 8 · 0.2EM TRACKING

REQUEST A CONSULTATION

RULES

Headings: tight leading, sentence case, never all-caps except the wordmark.

Eyebrows and labels: uppercase, 0.2em tracking, Silver at 60% opacity.

Body copy: max 62 characters per line for comfortable reading.

Files and voice

INCLUDED IN THIS KIT

Mark · SVG in dark, light, solid black and solid white

Mark · transparent PNG at 32, 64, 128, 256, 512, 1024 and 2048 px

Icons · favicon.svg, favicon.ico, favicon 16/32/48, apple-touch-icon 180

Wordmark · outlined SVG plus PNG at 512, 1024 and 2048 px

Lockups · horizontal and stacked, dark and light, SVG and PNG

This guide · PDF

VOICE

Precise, calm, evidence-led. State capability, then the outcome.

Short sentences. Specific numbers. No hype, no sci-fi vocabulary.

We describe machines as equipment, not as characters.