

voxar labs

Brand Guidelines



Our mission is to
**empower human
potential** through
spatial comprehension
and data analysis

This document presents a set of brand foundations for **Voxar Labs**. Obliging these standards will be essential in creating visual materials supporting the brand's presence and future ambitions.

We created this manual to be a guide and inspirational material for the application of the brand and to guarantee the fundamental aspects of the brand, such as logo, typography, and color. As the brand evolves, this document should be updated.

Introduction

Voxar is a research and development lab closely affiliated to CIn and Universidade federal de Pernambuco, Acting as a link between academia and industry, conducting cutting-edge research to create solutions for real world problems.

Our brand values are grounded in our mission to empower people through **Spatial Computing** and **Behavior Analytics**, guiding future innovations in human-centered technology.

Brand Values

Collaboration

Working together with partners towards common goals.

Commitment

Dedication and responsibility to deliver high-quality outcomes and meet expectations.

Flexibility

Embracing change and adapting to new challenges with agility, while maintaining a focus on objectives.

Thoughtfulness

Acting with care and empathy, thoughtfully considering the impact of actions on partners and our team.

Think Beyond

Continuously exploring new possibilities and pushing the boundaries, We go beyond the expected, leveraging innovation and creativity to create transformative solutions.

Visual Design

Introduction

Our logo is the central visual element of the proposed rebranding; it is a clear evolution of the previous proposal, built by the team in 2016, but is now adapted to Voxar's current moment and objective.

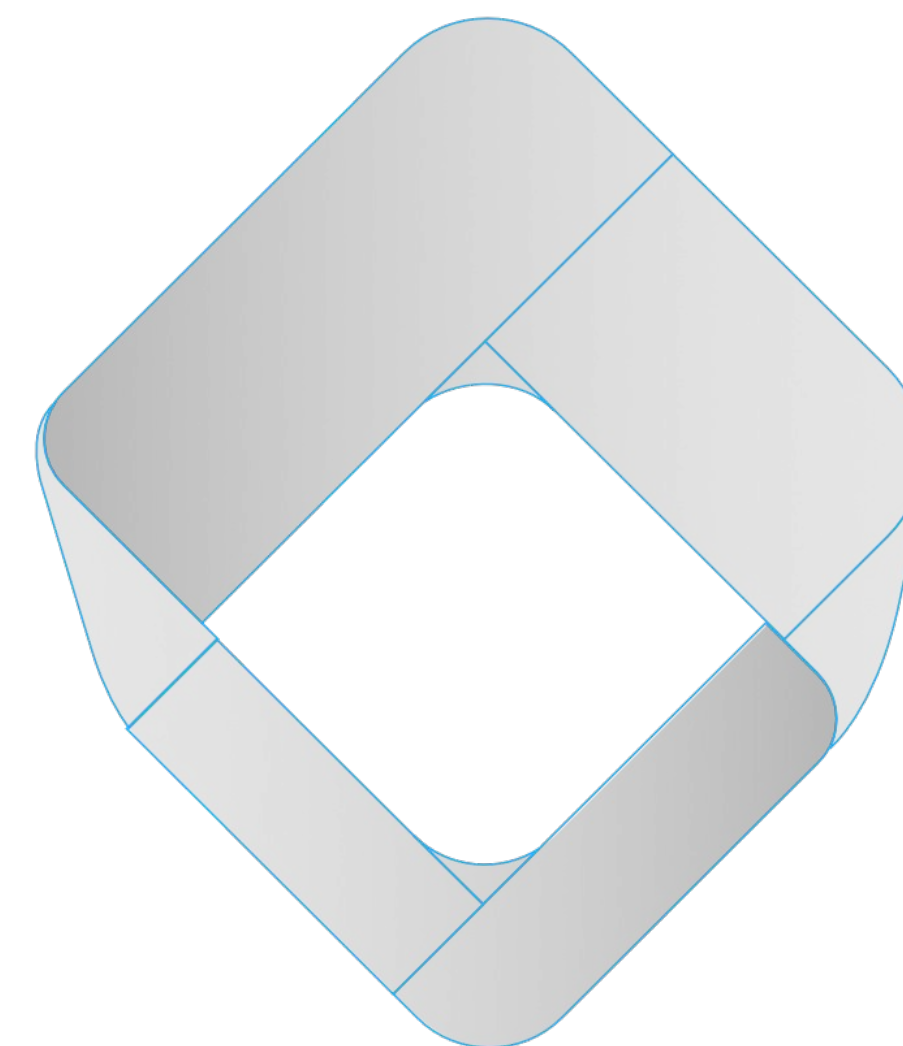
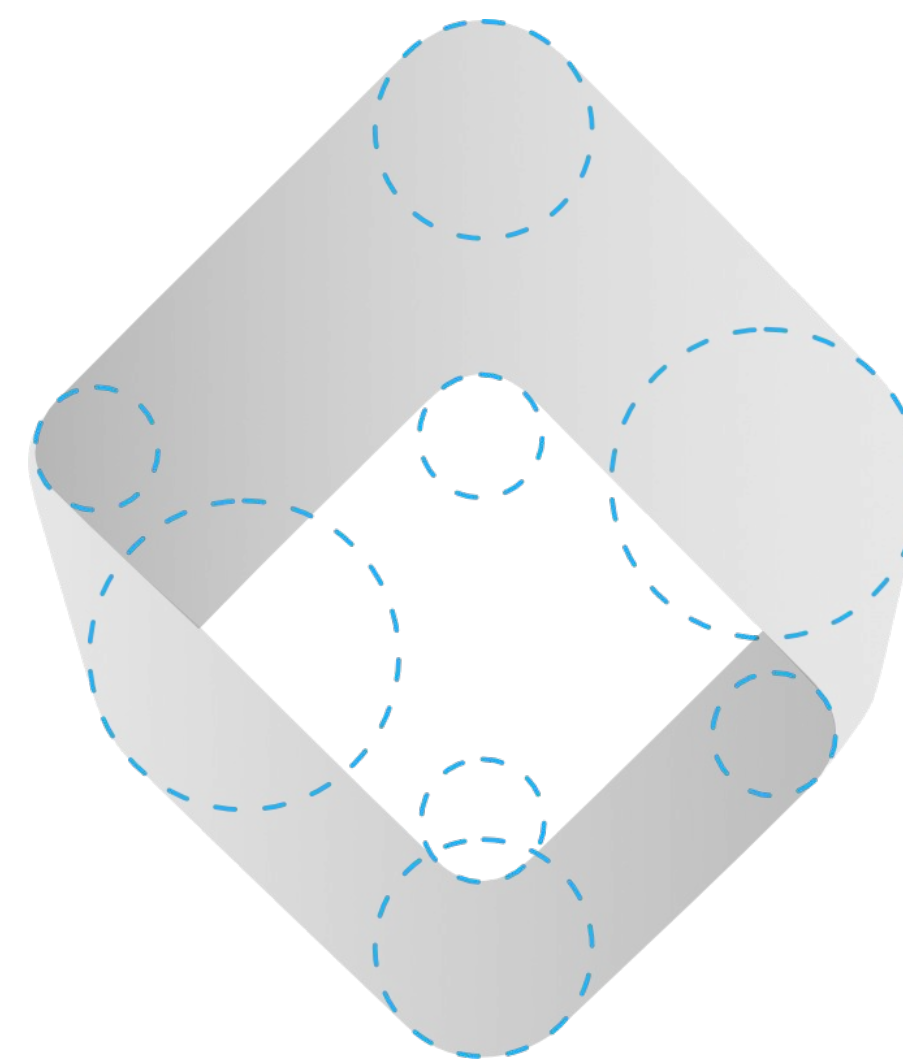
The shape represents an open **voxel** combined with a **Mobius strip** shape; combining the rigid voxel with the visually challenging Mobius strip, we convey the duality of academia and industry that, is one of the core characteristics of Voxar.

Logomark

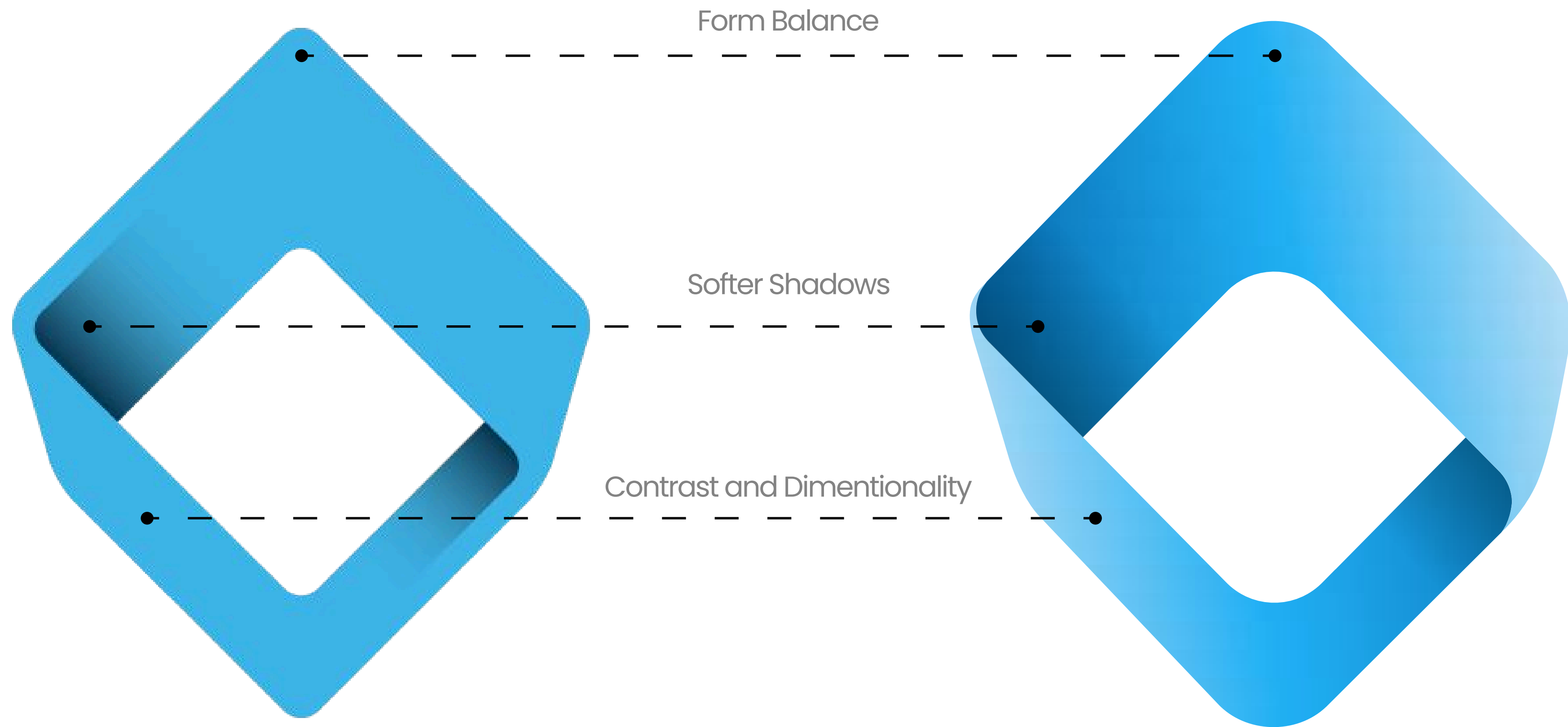
Our logomark has an already recognizable shape that we choose to keep on the branding. It is a shape already established as a Voxar Labs visual element, mainly for the team that identifies and connects with this element.



Composition



Old *vs* New Logomark



Logotype

Our logotype must not be used without the logomark. The relation between the letters and the logomark is essential to the composition of the logo. Is not recommended to use the logotype or variations of it instead of using live text.

The logotype is based on the font Neulis Neue, that is described on the section **typography**.

voxar
labs

Lock-up

The relationship between logotype and logomark is essential to the balance of our logo, the lockup use must be prioritized in external scenarios like banners, publications and presentations.

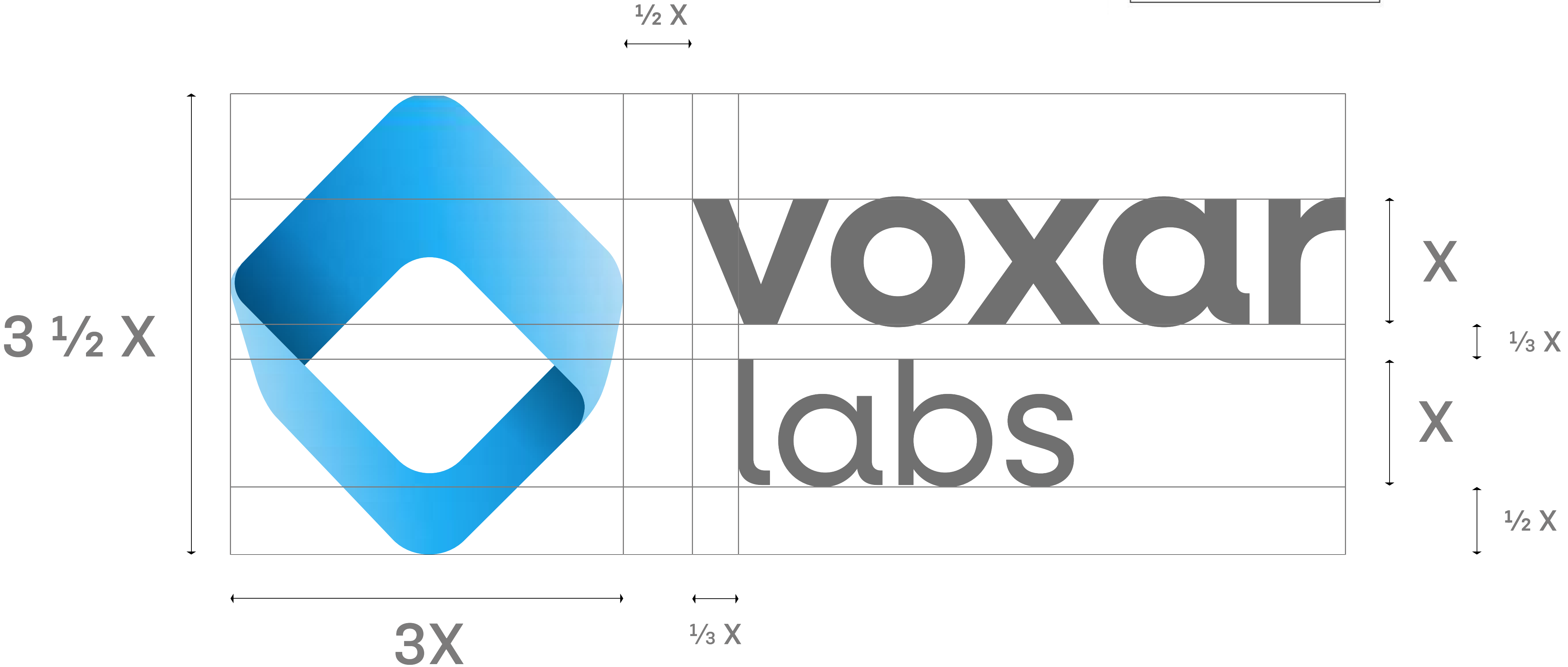


voxar
labs

Lock-up

r

= X



Clearance

We developed the brand clearance area, considering the negative space needed for the visual protection of the elements that compose it. This area uses the letter "r" from the Neulis Neue typeface in the semi-bold variation and the same body as the "voxar" in the logotype.



Sub-brand lock-up

In external material, like shirts, slides, and posters, the logo must be accompanied by the Centro de Informatica (Cin) logo and the Universidade Federal de Pernambuco logo. The designer must respect the hierarchy among them, as it is a global guideline from the university.



Positive *vs* Negative

Our monochromatic alternatives must only be used when the core version is not possible. In case of dark or colored backgrounds. The monochromatic version can be adapted to other colors and backgrounds to fit the application where it is needed.





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Minimum Sizes

Maintaining the minimum size of brand applications in digital and physical media is recommended for uses where the brand can withstand reduction without losing its characteristics.

Minimum size for printing:
45mm X 25mm



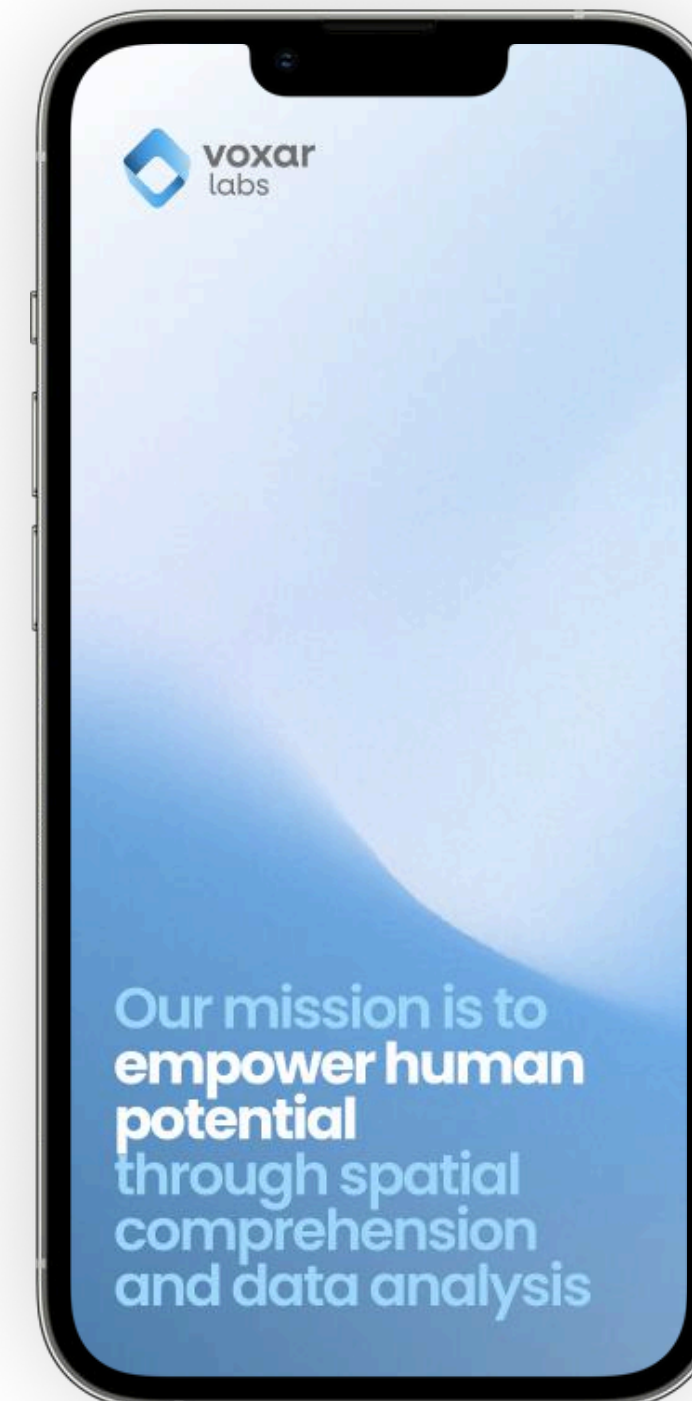
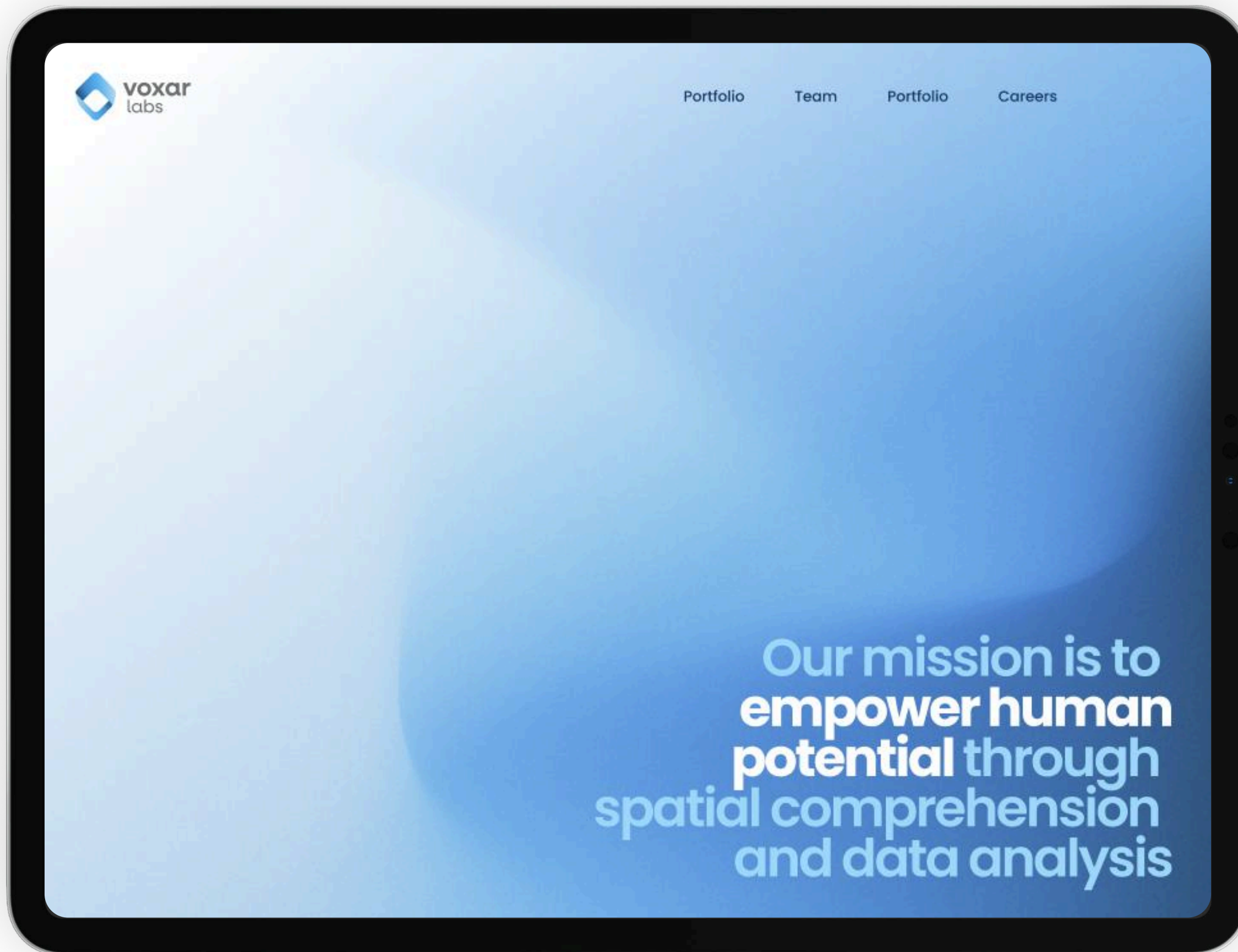
Minimum size for digital
application:
120px X 60px



Logo Application

Logo applications should always consider the best possible contrast and the maintenance of all logotype elements (logomark and typography). The previously established lockup should always be respected in order to properly visualize how the visual identity was designed.

It's okay to overlay the images from gradient set with linear gradients to protect the logo and create new contrast points, but **respecting the guidelines colors**.



Using the original logo **only** in light backgrounds

Logo Application

Where Science
Meets Technology
for Real World
Impact.

Join us



Respect for the lockup space
Within the minimum size
Good contrast ratio

Logo Application



Application for
Instagram's feed



Respect for the lockup space
Within the minimum size
Good contrast ratio

Logo Application

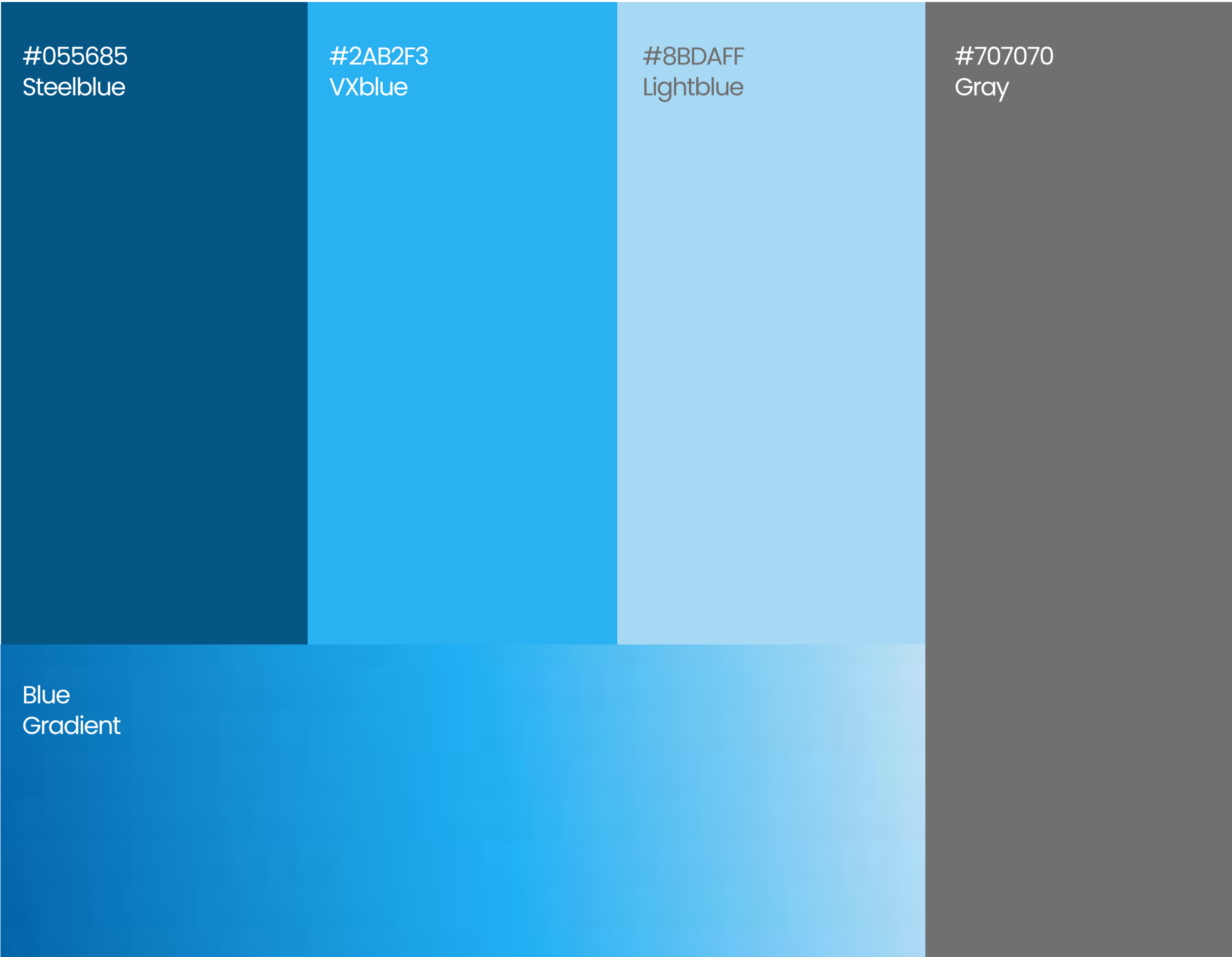


Application for
Instagram's Story



Respect for the lockup space
Within the minimum size
Good contrast ratio

Core Colors



Our blend shades of blue are carefully chosen to no alter the already stablished color tradition from voxar, our intention was to balance it to construct a gradient.

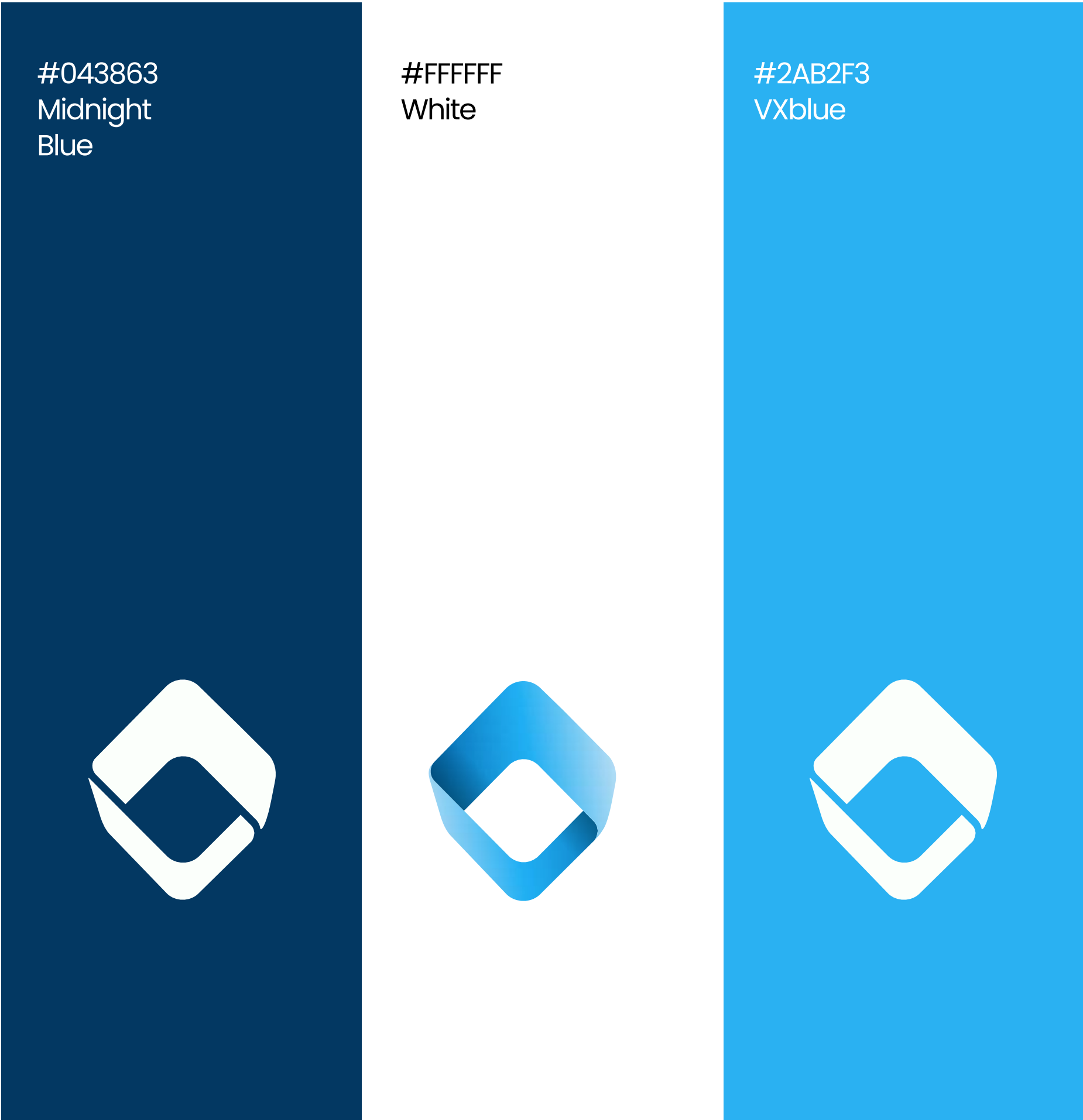
Blues had a rich historical legacy, as Lapis lazuli's profound impact on art history is evident in its transformation into ultramarine pigment, which was highly prized during the renaissance.

By incorporating a gradient of blues, we honor this storied past while creating a modern visual identity that aligns with Voxar's established color tradition.



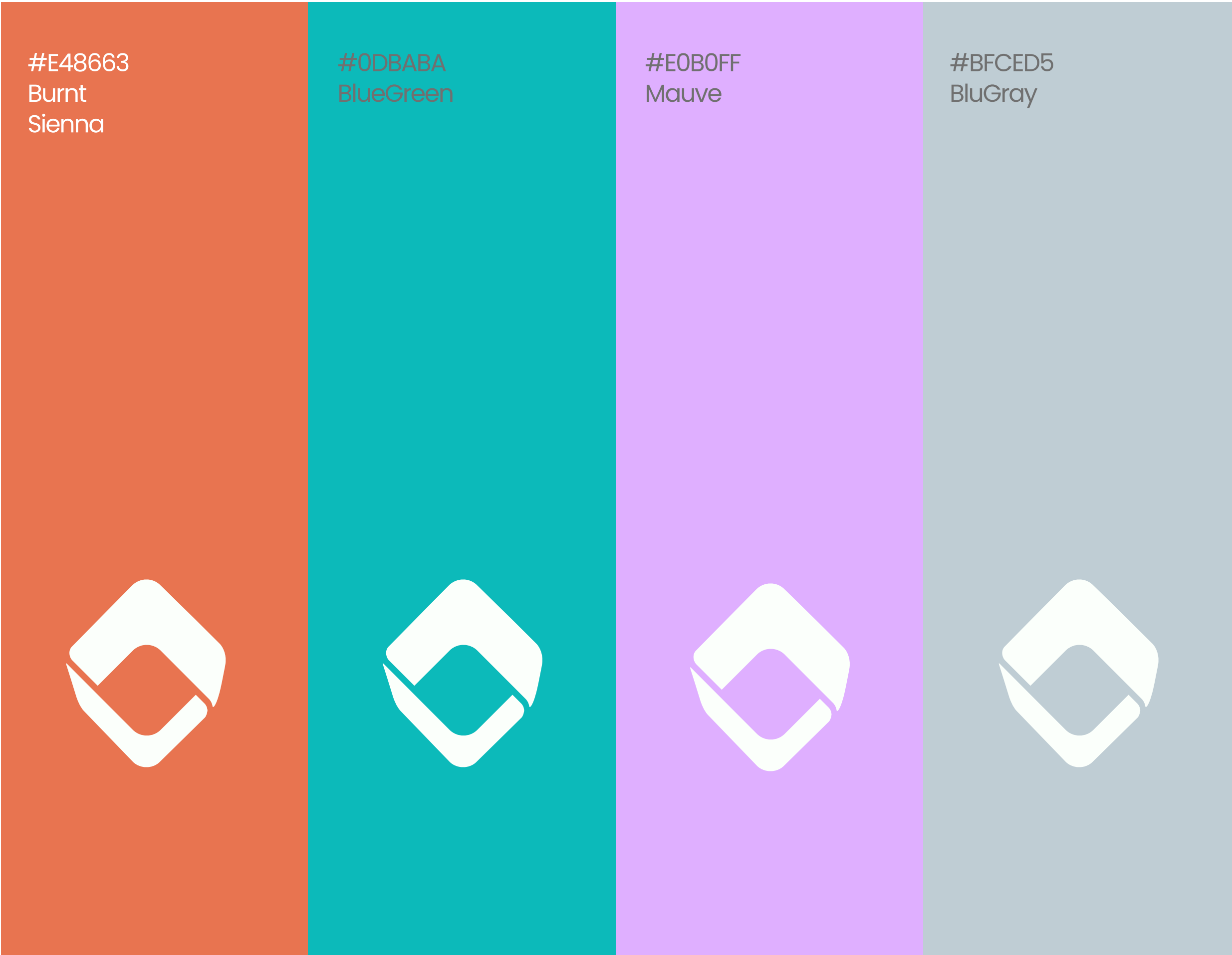
Colors – Primary

We present here the three primary colors, we recommend that you prioritize using this colors with the logo, as these applications reflect our identity and values. It can be applicable in cases that the logo must be more discrete but need to convey our values as Website Header, Business Cards, Slide Front Page and others.

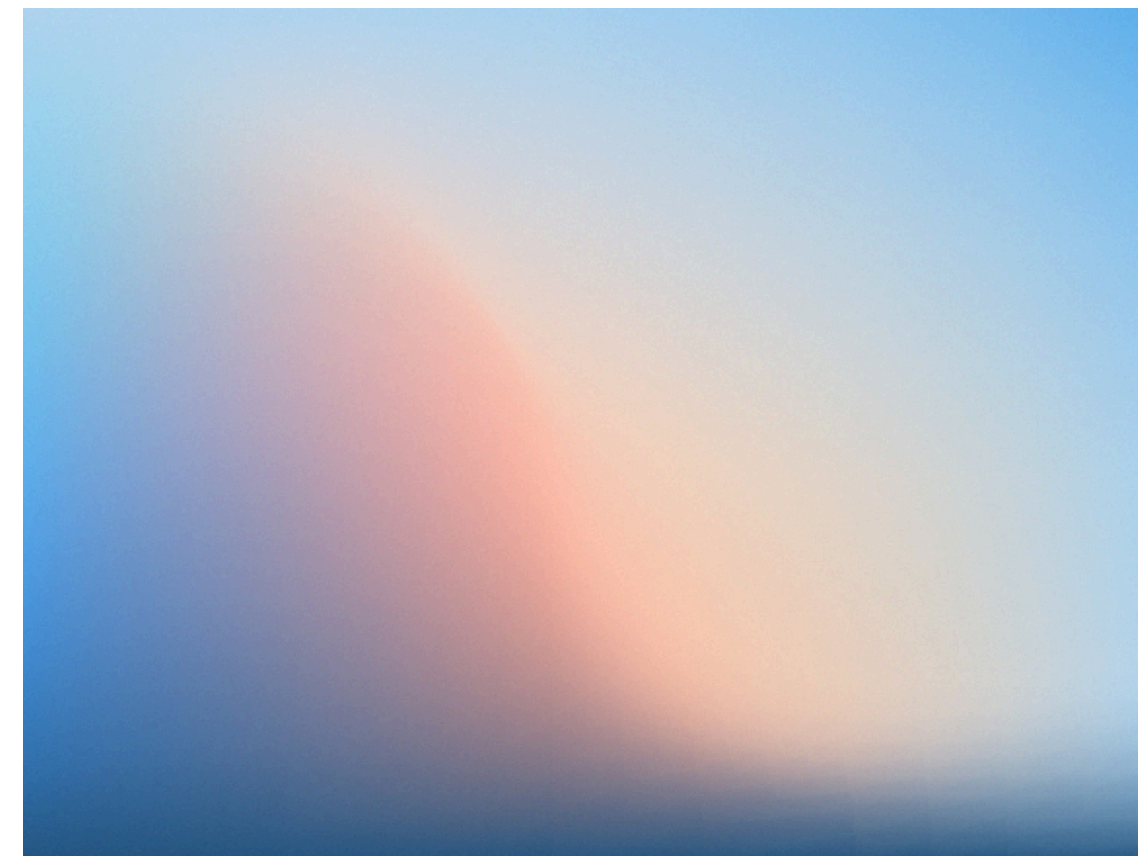
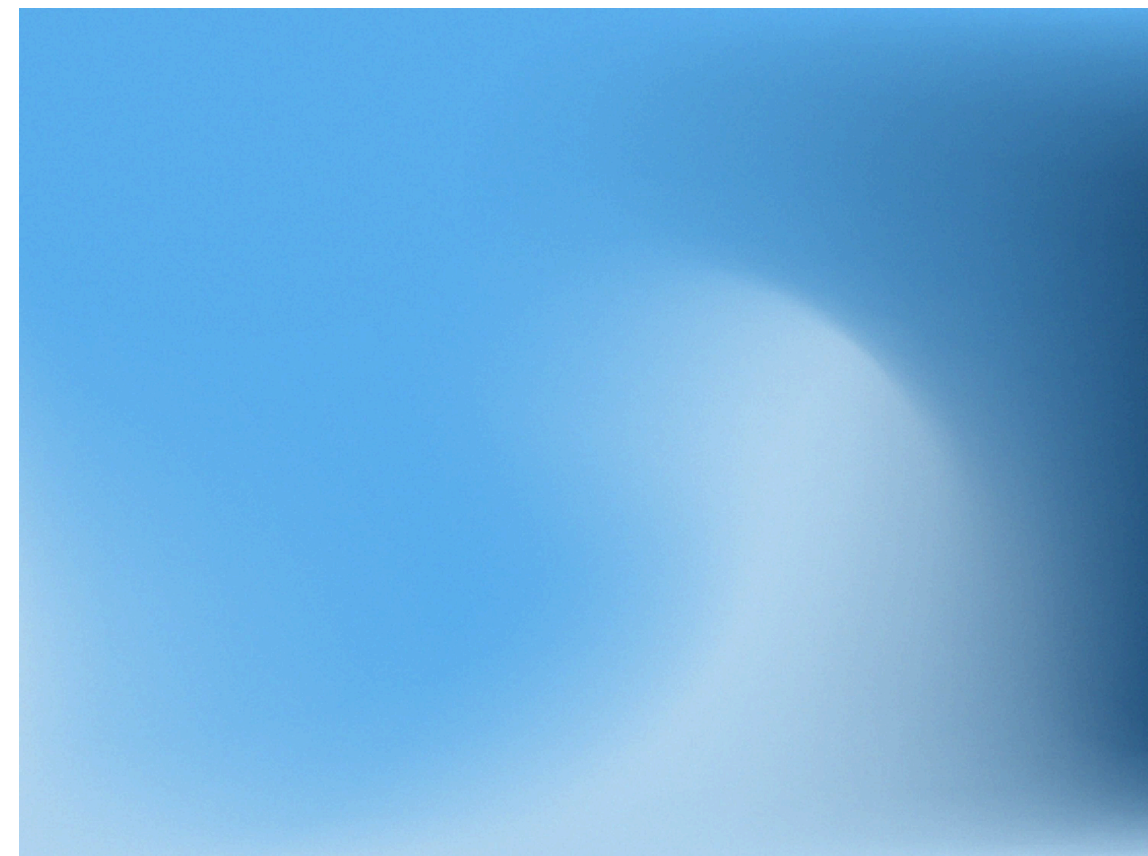
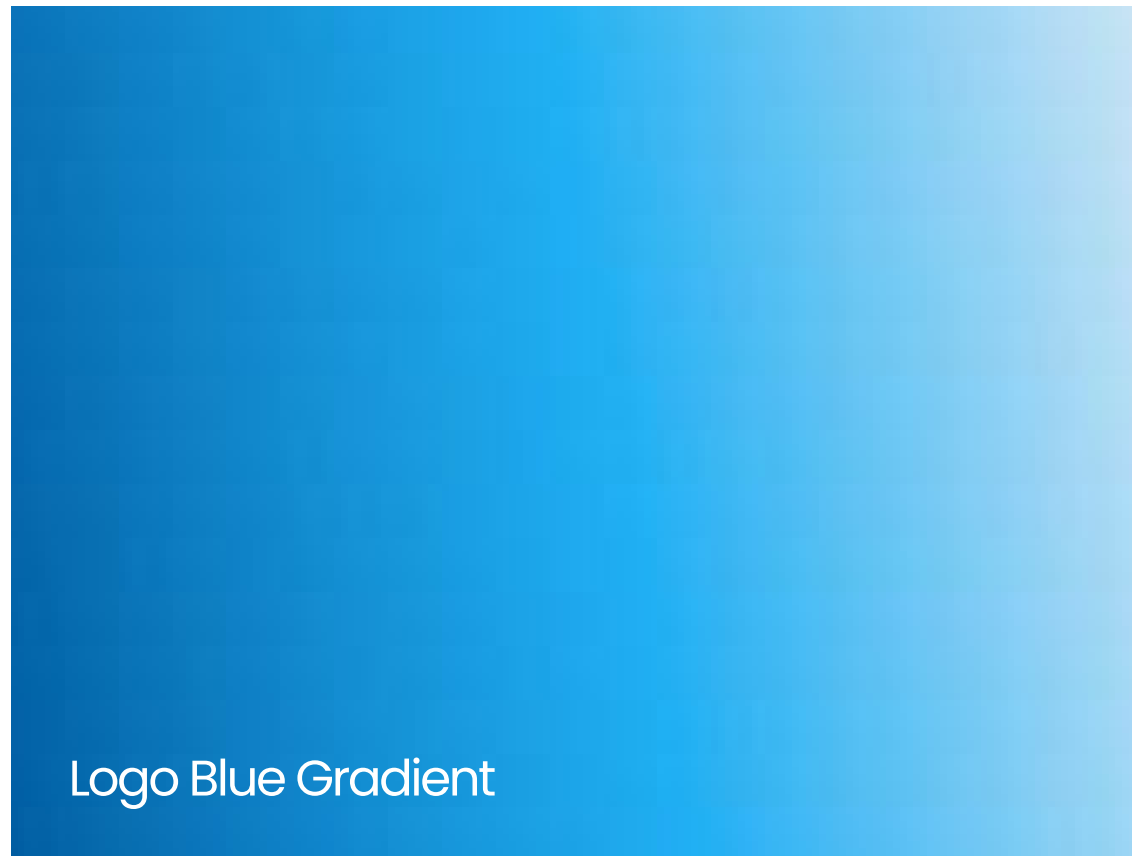


Colors – Secondary

The secondary colors should be used when you are trying to achieve contrast with a louder brand presence. such as flyers, posters and error messages.



Gradient



Our gradient set must be applied as background in internal materials respecting the guidelines. They can be adapted with transparency and linear gradients on top of them.

When creating new or adapting the gradients we recommend to always use the core colors (except the grays) combined with the secondary colors.

Typography

Neulis Neue

Neulis Neue is contemporary sans-serif typeface created by Adam Ladd, is the main font used on the construction of the logotype and must be used as title for moments where emphasis is necessary.

Available on Adobe Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*;,/{ }[]()?!

Poppings

Poppins is a open font developed by Indian Type Foundry, is the support font for text and must be used for our longform content.

Available on Google Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*;,./[]()?!

Weights

Our system is very open regarding weights, but use it carefully to according to every situation.

Neulis Neue Semi Bold

Neulis Neue Regular

Neulis Neue Thin

Poppings Semi Bold

Poppings Regular

Poppings Light

Sample

As general practice line height should decrease when font sizes increase, we present here possible cases of use in text.

Neulis Neue – Semibold – 48p
Line height 120%
Letter Spacing –2%

Poppings – Medium – 36p
Line height 115%
Letter Spacing –5%

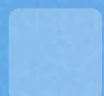
Poppings – Regular – 24p
Line height 130%
Letter Spacing –5%

Where Science Meets Technology for Real-World Impact

Voxar Labs, a research hub based in Recife, Brazil, is at the forefront of innovation in Spatial Computing and Behavior Analytics.

Leveraging state-of-the-art technologies, the lab develops innovative solutions that redefine how humans interact with digital and physical spaces. With a multidisciplinary team and a strong commitment to bridging academia and industry, the lab focuses on creating practical solutions that transform how we interact with technology. By uniting expertise in computing and behavioral science, Voxar Labs is creating transformative technologies that bridge the gap between human needs and digital possibilities.

Communication



Our Communication must always reflect our brand values. Designers must consider them when communicating with people in any medium about Voxar Labs.

This section will discuss those values and how they must be used in our branding actions.

Collaboration

Commitment

Flexibility

Thoughtfulness

Think Beyond

How we Speak

Our Communication must be hands-on, focused on the resolution of **real-world problems** but keeping it simple.

Present results directly, videos of demos, activities and experiences showing people that constructed and have benefited from them.

Present the qualities of our projects without promises, showing confidence and responsibility in delivering what we proposed to do.

Our Communication must be hands-on, **modern but not technical.**

Sample:

voxarlabs: Simple doesn't mean basic. Modern doesn't mean complicated. We believe in the power of straightforward solutions that actually work. While others might get lost in technical complexity, we're busy crafting approaches that feel natural and make sense.

How we Collaborate

We believe that partnerships are essential to innovation and technological development. Collaboration means fostering open communication, sharing ideas, and respecting diverse perspectives.

By working with external stakeholders, we amplify our collective strengths and create solutions that surpass contributions we can build by ourselves.

It is not just about working alongside others but building meaningful partnerships rooted in trust, transparency, and mutual respect.

Our Communication must be **transparent and encouraging for all voices.**

Sample:

voxarlabs: Teamwork makes the dream work! We believe the best solutions come from working together. Whether you're we are working with startups or industry leaders, we're here to turn big ideas into real-world impact.

How we Commit

We are passionately committed to delivering excellence in every aspect of our work, ensuring that we meet our deadlines with precision and reliability.

Our approach is characterized by a strong focus on reliability and accountability, as we believe that these qualities are essential to building trust with our clients and stakeholders. We remain purpose-driven, guided by a clear vision of our goals, and we strive to make meaningful contributions to every project we undertake.

Our Communication must be **driven by shared responsibility and ownership**

Sample:

voxarlabs: We believe that commitment isn't just about making promises – it's about living them, breathing them, and delivering on them day after day.

How we are Flexible

Adaptability drives our success in the rapidly changing landscape of AI projects. Flexibility allows us to respond to challenges with resilience and adjust our approach to meet the diverse needs of our partners.

Flexibility is directly linked to our openness to innovation and willingness to evolve, a cultural value inherited from our roots in academic research.

Our Communication must be **responsive to evolving team dynamics**

Sample:

voxarlabs: In a business landscape that changes by the minute, we pride ourselves on being as fluid as our projects needs. Yesterday's perfect solution might need tweaking today – and that's exactly how it should be.

How we are Thoughtful

We approach every action and decision with care and intention. Our commitment to understanding the needs of those around us and creating experiences that are meaningful, inclusive, and impactful.

By paying attention to the details, we ensure our work resonates deeply and leaves a positive impression in partners and collaborators.

Our Communication must be **mindful of different perspectives**

Sample:

voxarlabs: Innovation happens at the intersection of different viewpoints. Every challenge has multiple angles, and every solution benefits from diverse perspectives. That's why we actively seek out different viewpoints in everything we do.

How we Think Beyond

We challenge boundaries and envision possibilities that transcend the ordinary. As we are immersed on academic research we culturally embrace curiosity, fostering innovation, and always seeking creative solutions to complex problems.

By daring to imagine a better future, we inspire growth, drive change, and empower our collaborator to do the same.

Our Communication must be **ambitious, aiming for extraordinary outcomes**

Sample:

voxarlabs: Our academic heritage has instilled in us a fundamental truth: the first solution isn't always the best one. Drawing from years of research expertise, we've learned to dig deeper, question further, and explore the unexplored.

Photography and Video

Our media shows **real humans solving real problems**, we must value to show the people involved in building the solutions as main characters in the communication, and the people that can benefit from them.

Desired aspects for media production:

- Dynamic Compositions
- Warm Colors
- Prioritize Natural Lighting
- Be sure to represent a diverse group of people.
- Focus in showing peoples faces.
- Imperfections are welcome but careful to not overdo it.
(grainy video, overexposed shots and bloopers)
- The clothes can be casual, but remaining professional.
- Natural interaction focusing in collaboration.

Photography and Video

Dynamic Composition
Showing Faces
Warm Colors

Natural Lighting
Dynamic Composition
Showing Faces
Warm Colors
Diverse Group



Alexander Suhorucov @ Pexels

Natural Lighting
Showing Faces
Warm Colors



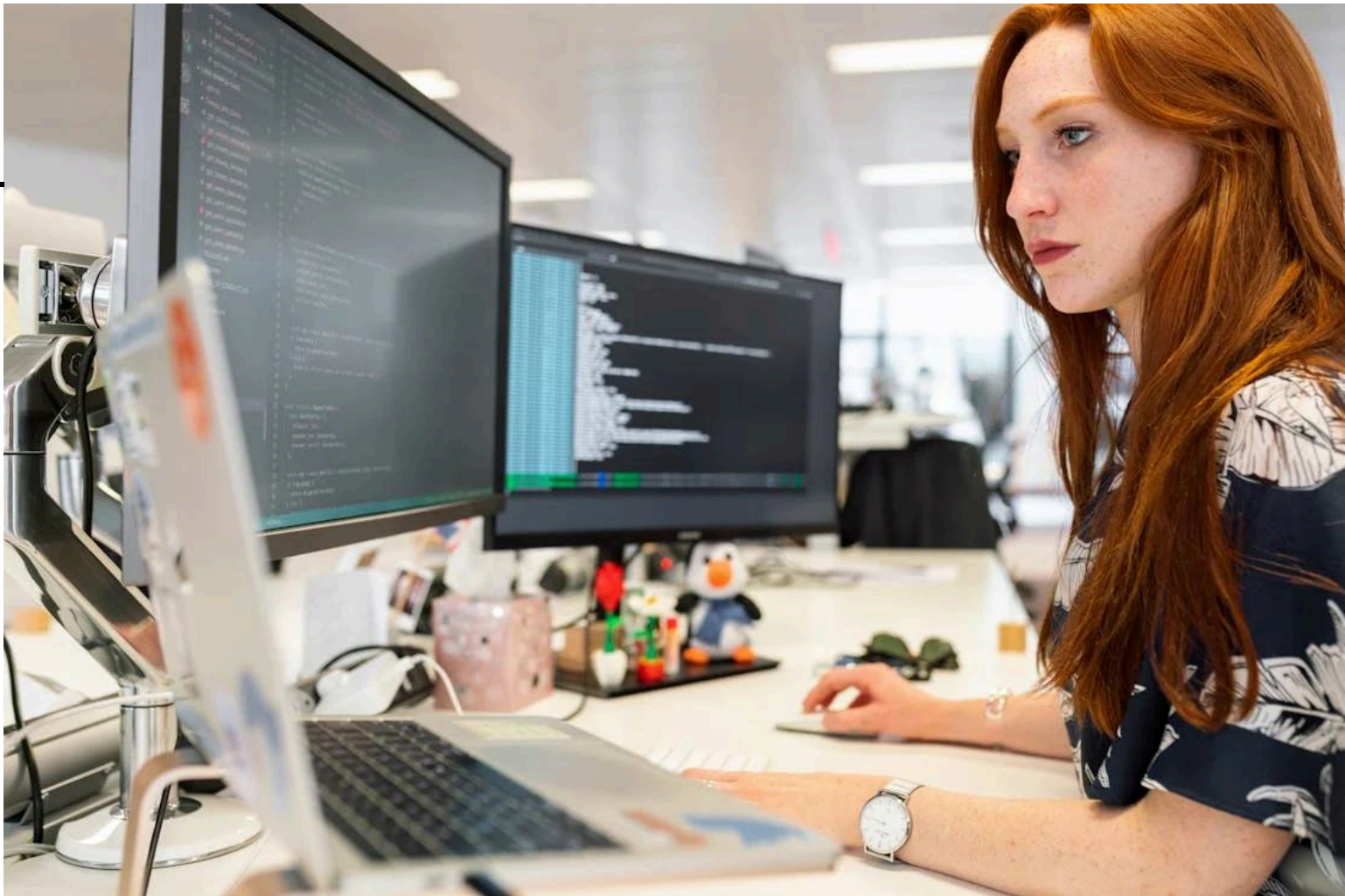
Mikhail Nilov @ Pexels



Darlene Alderson @ Pexels

Photography and Video

Dynamic Composition
Showing Faces
Warm Colors



ThisIsEngineering @ Pexels



Natural Lighting
Dynamic Composition
Showing Faces
Warm Colors

Liliana Drew @ Pexels

Natural Skin Color (partial)
Showing Faces



Anderson Cavallera @ Pexels

Design Team

Arlindo Gomes
Yasmin Enes
Rafaela Amorim