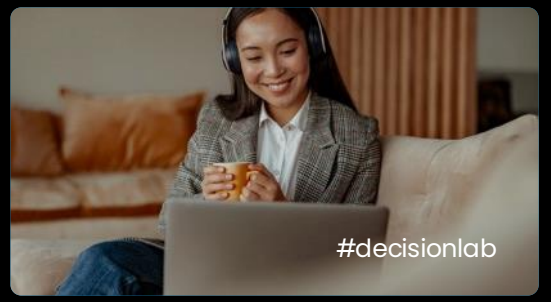
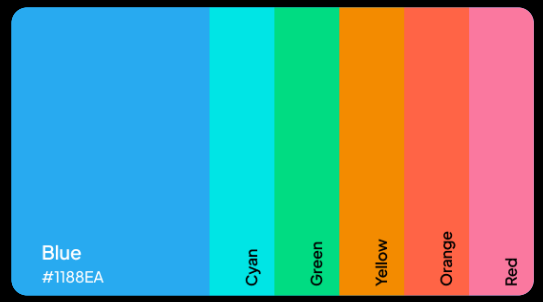
Decision Lab brand guideline

Version 1.0 | Decision Lab | June 2023

Welcome to Decision Lab new visual identity













Design Directions

BOLD

VIVID

DIRECT

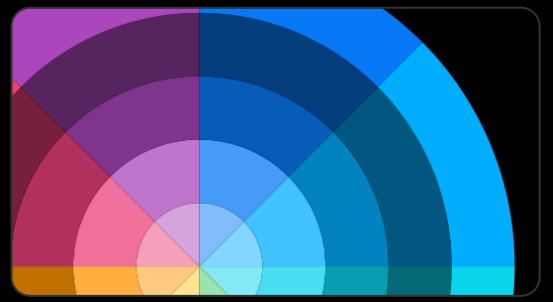
DATA FOCUSED

SIMPLICITY

STRUCTURED

Decision Lab

LOGO



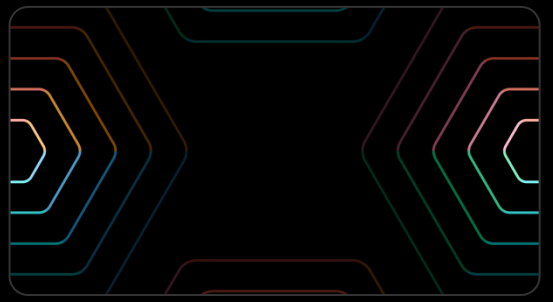
COLOR



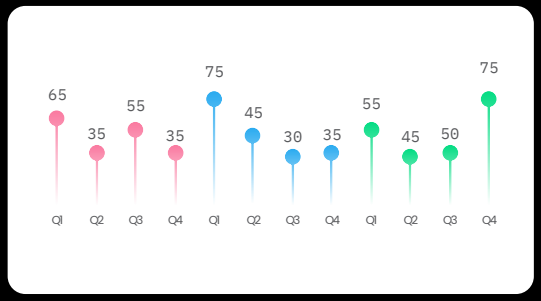
TYPOGRAPHY



IMAGERY



PATTERNS



DATA VISUALIZATION

The logo

Decision Lab’s logo evolves to be bolder, leaner, and more collaborative to amplify an unmistakable identity rather than projecting an immature impression.

The inspiring origin...

THE ORIGINAL

The original Decision Lab logo initially was inspired by the concept of multiple decision points jointed together to become one final decision.



Then came the evolution. Leaner, more modern, and bolder.

THE NEW LOGO

As Decision Lab embarking on the new journey to be the leading consulting agency in Vietnam. It's a clear call to streamline the company identity with a minimal looks.

Decision Lab

LOGO COLOR SPECS

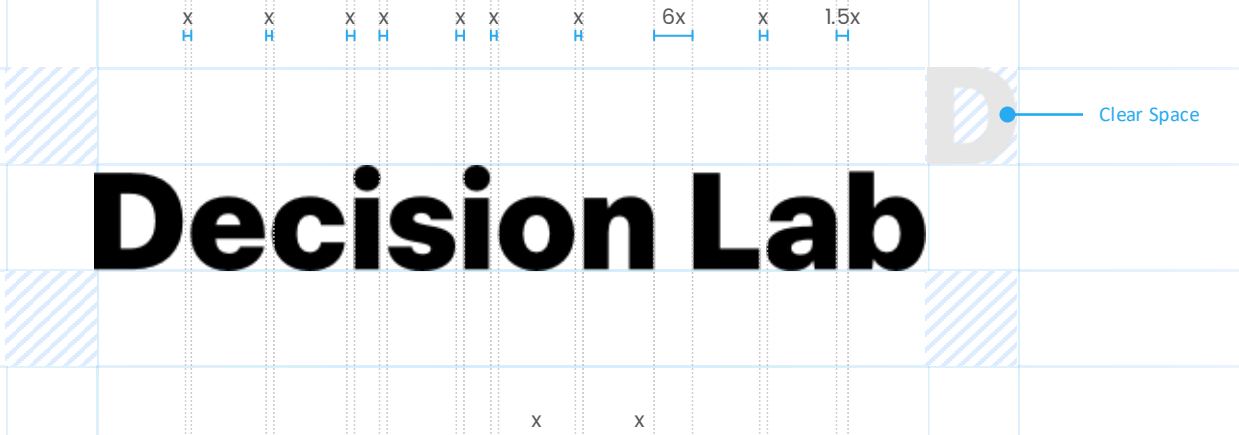
HEX
#00000

CMYK
0, 0, 0, 0

RGB
0, 0, 0

Logo specs clear space

The Decision Lab logo needs to be surrounded by an area of uninterrupted clear space to allow it to remain prominent in all communications. Clear space is the non- print area surrounding the logo.



No other graphic elements (such as photography or typography) should appear within this zone. Wherever possible, apply more clear space than the minimum specified

Logo on background

When using the Decision Lab logo on a background color there are certain accessibility and legibility issues that must be taken into consideration

Whenever the mono reverse logo is placed on top of a photo background, apply darken treatment at minimum 25%. With brighter photo background using the original logo is recommended.

ON LIGHT BACKGROUND

Decision Lab

MONO REVERSE ON DARK BACKGROUND

Decision Lab

ON BRIGHT PHOTO BACKGROUND



ON DARK PHOTO BACKGROUND



Logo scaling and minimum sizes

Care should be taken to ensure clarity and readability of the Decision Lab Logo at small sizes in all applications.

Follow the guidelines at right for the minimum sizing across different media.

LOGO MINIMUM SIZES

Decision Lab

Web: W: 80 - 128px

Decision Lab

Print W: 2 - 28mm

WEB AND APP FAVICONS



Favicon: 32 x 23 px



Webclip: 32 x 23 px



App Icon: 1024 x1024 px

Brand partnership

When Decision Lab partners with other companies and organizations the size of the logo in relation to the other partners will largely depend on the importance of the relationship but where possible should be of equal weighting.

PARTNERSHIP LOGO





PRODUCT PARTNERSHIP LOGO



EXAMPLE COLLABORATION X MARK



The color

Introducing Decision Lab’s future souls — when combined with DL's signature shapes, they reveal unlimited potentials that is uniquely to the firm.

Use colors to express your content

With the right colors, you can grab your audience's attention and express your presentation's core ideas more effectively (this extends beyond the slide deck, but is applicable to all formats).

First, figure out the context and mood of your presentation. Use the Decision Lab color guideline to mix and match colors and pick the right color combo to elevate your content.



Discover the Decision Lab Color System, then learn how to apply color to your context.

The full color spectrum



Digital, Tech, Financial Color Palette

Blue Ocean	HEX #28AAF0	RGB 40, 170, 240	CMYK 83, 29, 0, 6	**Turquoise**	HEX #00E5E5	RGB 0, 229, 229	CMYK 100, 0, 0, 10	**Green Caribbean**	HEX #00DC82	RGB 0, 220, 130	CMYK 100, 0, 41, 14
Blue Ocean 1	HEX #1C77A8	RGB 28, 119, 168	CMYK 83, 29, 0, 34	**Turquoise 1**	HEX #00A0A0	RGB 0, 160, 160	CMYK 100, 0, 0, 37	**Green Caribbean 1**	HEX #009A5B	RGB 0, 154, 91	CMYK 100, 0, 41, 40
Blue Ocean 2	HEX #2291CC	RGB 34, 145, 204	CMYK 83, 29, 0, 20	**Turquoise 2**	HEX #00C3C3	RGB 0, 195, 195	CMYK 100, 0, 0, 24	**Green Caribbean 2**	HEX #00BB6F	RGB 0, 187, 111	CMYK 100, 0, 41, 27
Blue Ocean 3	HEX #5EBFF4	RGB 94, 191, 244	CMYK 61, 22, 0, 4	**Turquoise 3**	HEX #40EBEB	RGB 64, 235, 235	CMYK 73, 0, 0, 8	**Green Caribbean 3**	HEX #40E5A1	RGB 64, 229, 161	CMYK 72, 0, 30, 10
Blue Ocean 4	HEX #94D5F7	RGB 148, 213, 247	CMYK 40, 14, 0, 3	**Turquoise 4**	HEX #80F2F2	RGB 128, 242, 242	CMYK 47, 0, 0, 5	**Green Caribbean 4**	HEX #80EEC0	RGB 128, 238, 192	CMYK 46, 0, 19, 7

Human, Consumer Color Palette

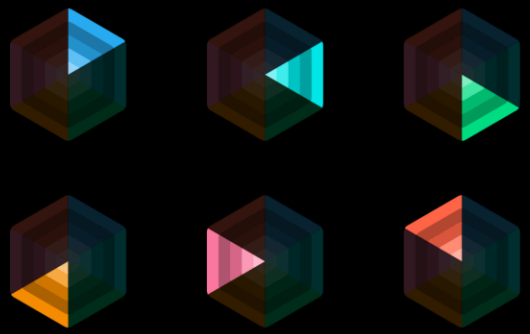
Flamy Red	HEX #FF6446	RGB 255, 100, 70	CMYK 0, 61, 73, 0	**Tangerine Orange**	HEX #F48B00	RGB 244, 139, 0	CMYK 0, 43, 100, 4	**Oriental Pink**	HEX #FA789F	RGB 250, 120, 159	CMYK 0, 52, 36, 2
Flamy Red 1	HEX #B34631	RGB 179, 70, 49	CMYK 0, 61, 73, 30	**Tangerine Orange 1**	HEX #AB6100	RGB 171, 97, 0	CMYK 0, 43, 0, 0	**Oriental Pink 1**	HEX #AF546F	RGB 175, 84, 111	CMYK 83,29,0, 6
Flamy Red 3	HEX #D9553C	RGB 217, 85, 60	CMYK 0, 61, 72, 15	**Tangerine Orange 2**	HEX #CF7600	RGB 207, 118, 0	CMYK 0, 43, 100, 19	**Oriental Pink 2**	HEX #D56687	RGB 213, 102, 135	CMYK 0, 52, 37, 16
Flamy Red 4	HEX #FF8B74	RGB 255, 139, 116	CMYK 0, 45, 55, 0	**Tangerine Orange 3**	HEX #F7A840	RGB 247, 168, 64	CMYK 0, 32, 74, 3	**Oriental Pink 3**	HEX #FB9AB7	RGB 251, 154, 183	CMYK 0, 39, 27, 2
Flamy Red 5	HEX #FFB1A3	RGB 255, 177, 163	CMYK 0, 31, 36, 0	**Tangerine Orange 4**	HEX #F9C580	RGB 249, 197, 128	CMYK 0, 21, 49, 2	**Oriental Pink 4**	HEX #FCBBCF	RGB 252, 187, 207	CMYK 0, 26, 18, 1

Grayscale Color Palette

	HEX	RGB	CMYK
Grayscale 1	#000000	0, 0, 0	0, 0, 0, 100
Grayscale 2	#1A1A1A	26, 26, 26	0, 0, 0, 90
Grayscale 3	#333333	51, 51, 51	0, 0, 0, 80
Grayscale 4	#4C4C4C	76, 76, 76	0, 0, 0, 70
Grayscale 5	#666666	102, 102, 102	0, 0, 0, 60
Grayscale 6	#808080	128, 128, 128	0, 0, 0, 50
Grayscale 7	#999999	153, 153, 153	0, 0, 0, 40
Grayscale 8	#B3B3B3	179, 179, 179	0, 0, 0, 30
Grayscale 9	#CCCCCC	204, 204, 204	0, 0, 0, 20
Grayscale 10	#E5E5E5	229, 229, 229	0, 0, 0, 10

Colors combination to enhance context

Monochromatic



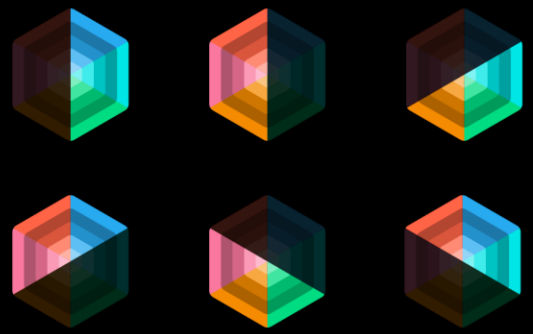
Singular color tone

Complementary



A pair of two opposite color tones

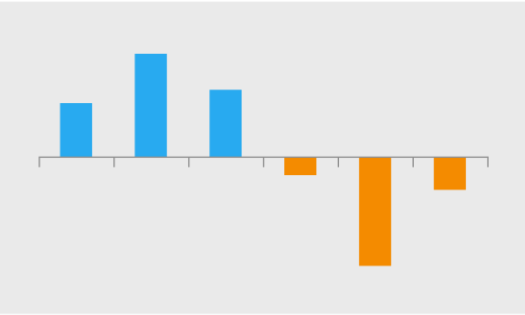
Analogous



A group of three similar color tones next to each other

Colors combination to enhance context

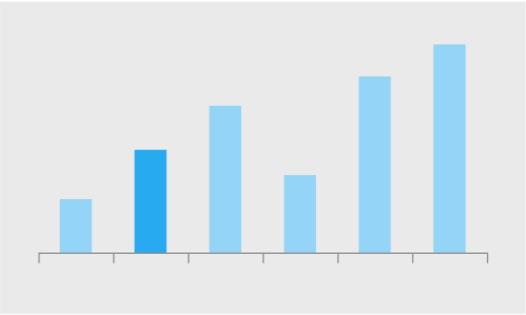
Contrasting



Present two opposite entities by Contrasting

Complementary combination

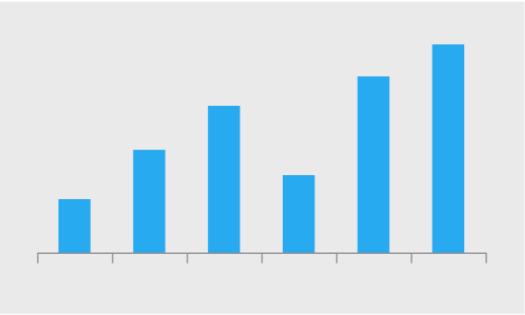
Highlighting



Emphasize an outstanding entity by Monochromatic

Monochromatic combination

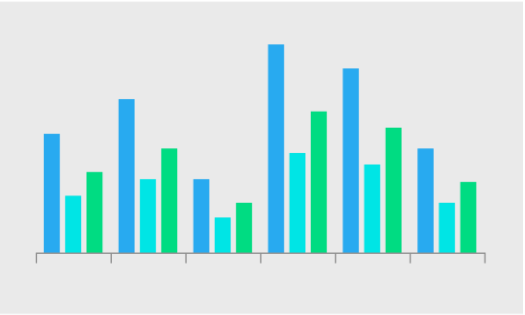
Identical



Use Monochromatic to displays similar entities

Monochromatic combination

Distinctive

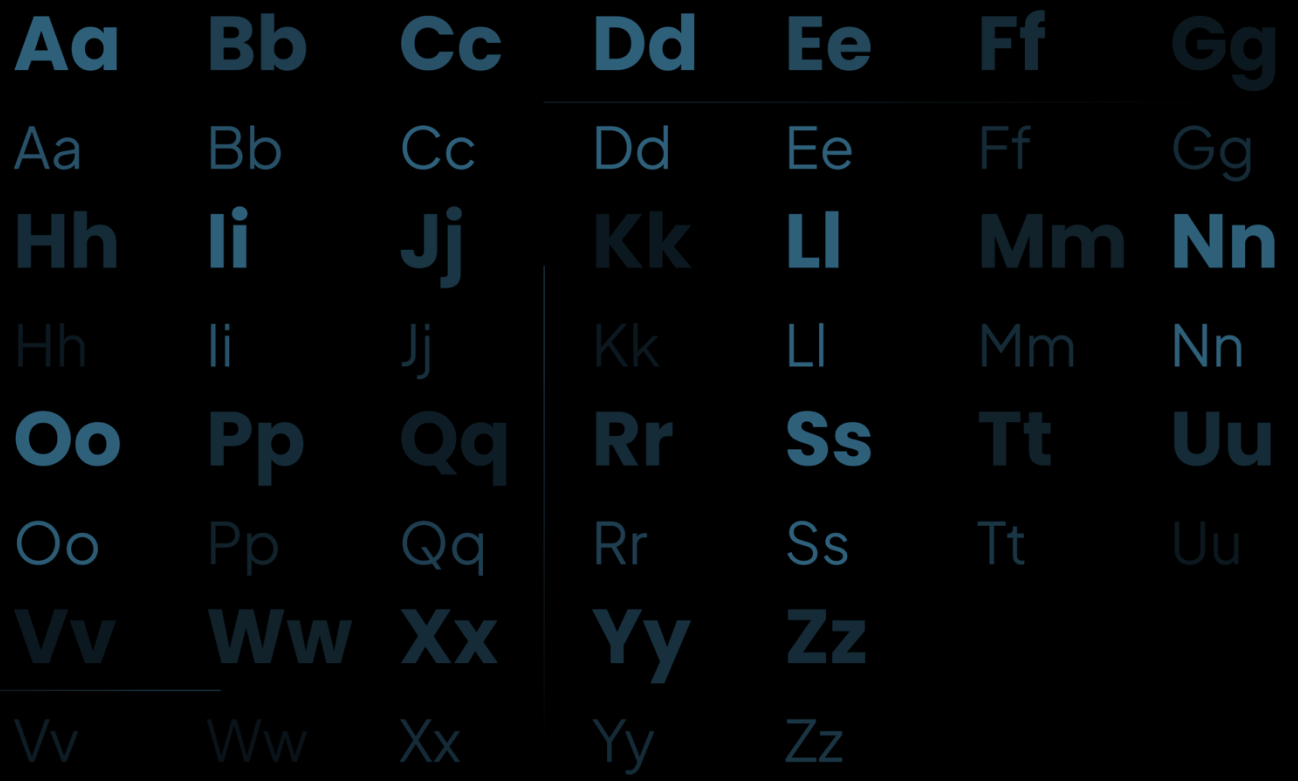


Differentiate distinctive entities by Analogous

Analogous combination

Typography

Decision Lab's typography is bold, simple with sufficient font weights for various marketing purposes.



Decision Lab Typefaces

We have carefully chosen 2 different typefaces, each with its own role in effectively delivering the desired moods and tones to our target audiences in different branding scenarios.

Once used correctly, this combination of typefaces will better reflect Decision Lab 's brand persona and help us connect and resonate with our audiences.

Our new font, Poppins features clear, balanced, and sharp lines, and is easy to read across medium.

FOR ENGLISH DOCUMENTS, CORPORATE BRANDING AND PDF EXPORT

Poppins

Our main branding font is Poppins, which is widely used across various publications, media, and channels.

ENGLISH LETTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^& ()_-+=<>,./? *

FOR VIETNAMESE AND PRODUCTION DOCUMENTS

Helvetica

Helvetica serves as a fallback or substitute font when there is difficulty displaying the main font correctly, when the font is unavailable, or when it has not been installed.

LIGHT - 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REGULAR - 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MEDIUM - 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SEM-BOLD - 600

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD - 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

EXTRABOLD - 800

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Photography

The Decision Lab photography style portrays Asian professionals and consumers in various dynamic contexts with clear focus and distinctive features.

We present the fact as they are

At Decision Lab, we leverage a photojournalistic approach to capture genuine emotional expressions and context. In our business presentations, including proposals and credentials, we showcase people, environments, and landscapes in a clear, uncluttered manner, with thoughtfully angled shots and ample lighting.

Our semi-photojournalistic style ensures that the subjects appear natural yet polished – a balance easily accessible in stock libraries.



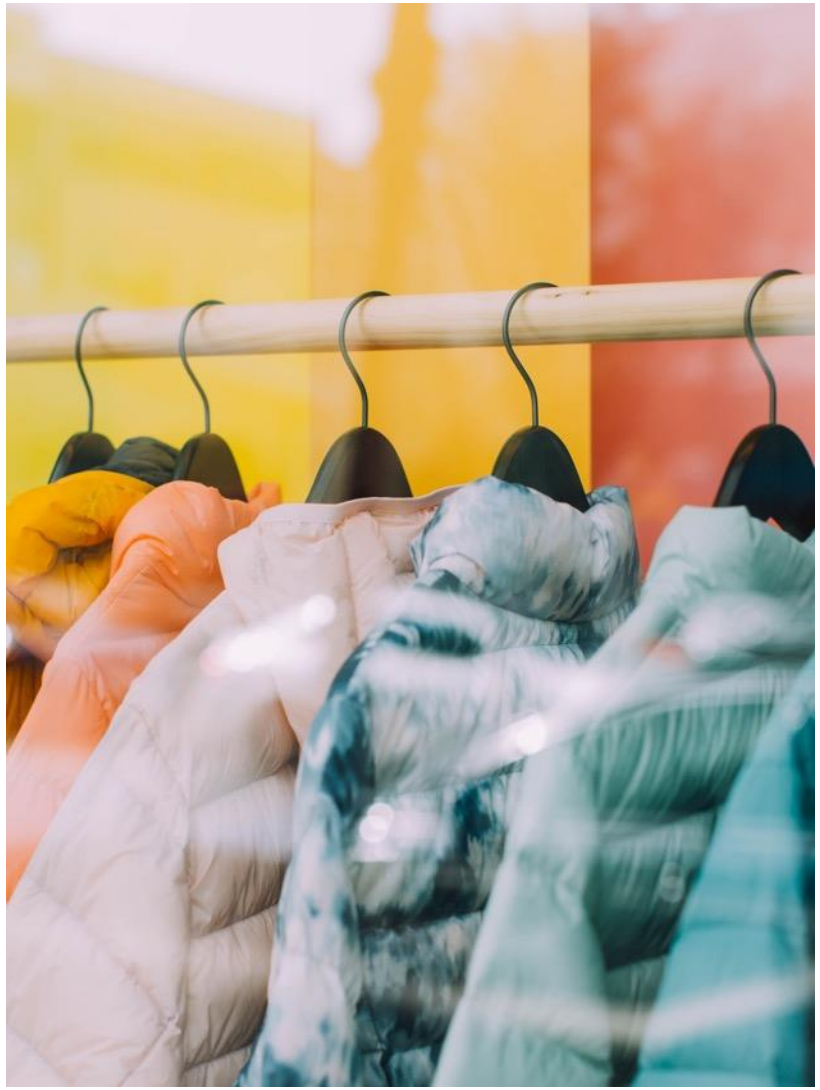




We present the fact as they are

At Decision Lab, we leverage a photojournalistic approach to capture genuine emotional expressions and context. In our business presentations, including proposals and credentials, we showcase people, environments, and landscapes in a clear, uncluttered manner, with thoughtfully angled shots and ample lighting.

Our semi-photojournalistic style ensures that the subjects appear natural yet polished – a balance easily accessible in stock libraries.



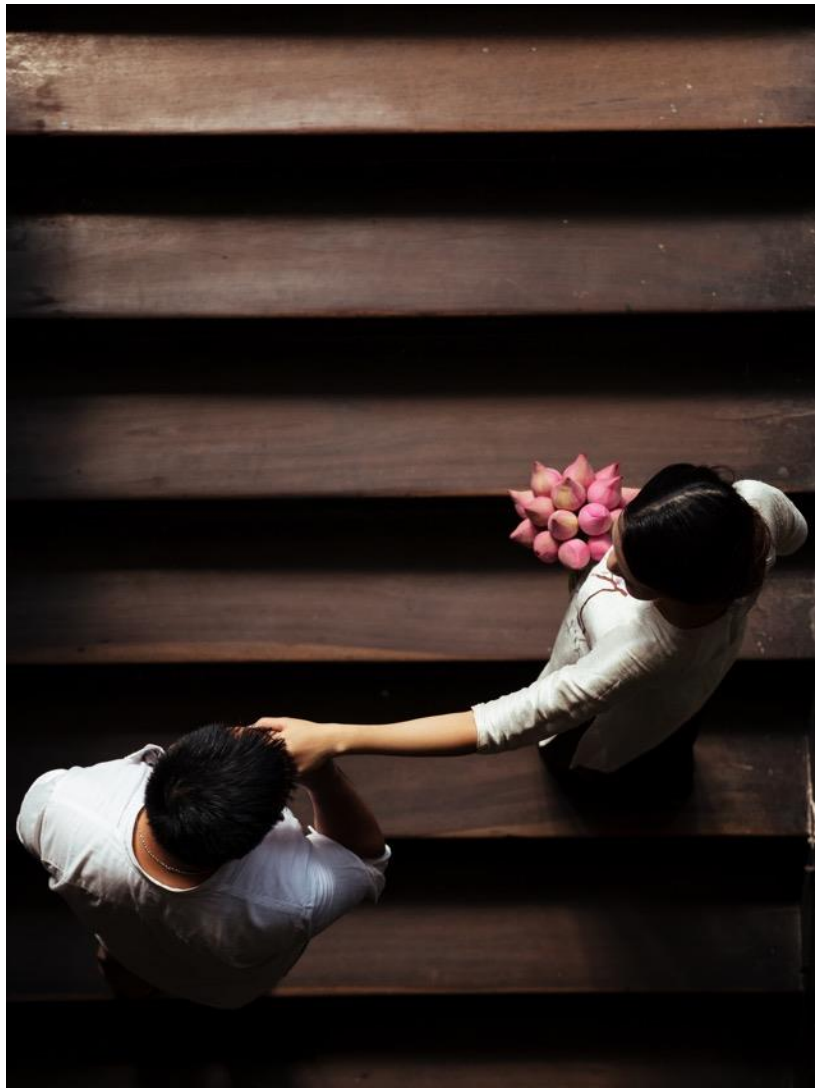




Opinionated photo

Furthermore, we delve into a serious form of photojournalism that portrays real-life perspectives with an opinionated touch, reflecting our insights on consumers, societal fabric, and culture.

This approach is commonly employed in our thought leadership content and reports, enabling us to convey profound insights on consumers, societal structure, and culture through impactful photojournalism.







Opinionated photo

Furthermore, we delve into a serious form of photojournalism that portrays real-life perspectives with an opinionated touch, reflecting our insights on consumers, societal fabric, and culture.

This approach is commonly employed in our thought leadership content and reports, enabling us to convey profound insights on consumers, societal structure, and culture through impactful photojournalism.







Professional Portrait Style

Beyond images for external business and branding purposes, we also suggest a few imagery style used internally, mainly to present the team and the working environment

HALF BODY PORTRAIT

Half-body portraits capture the subject from the waist up, emphasizing their face and upper body.

When the person looks directly at the camera, it creates a strong, engaging connection.







Professional Portrait Style

Beyond images for external business and branding purposes, we also suggest a few imagery style used internally, mainly to present the team and the working environment

HALF BODY PORTRAIT

Half-body portraits capture the subject from the waist up, emphasizing their face and upper body.

When the person looks directly at the camera, it creates a strong, engaging connection.







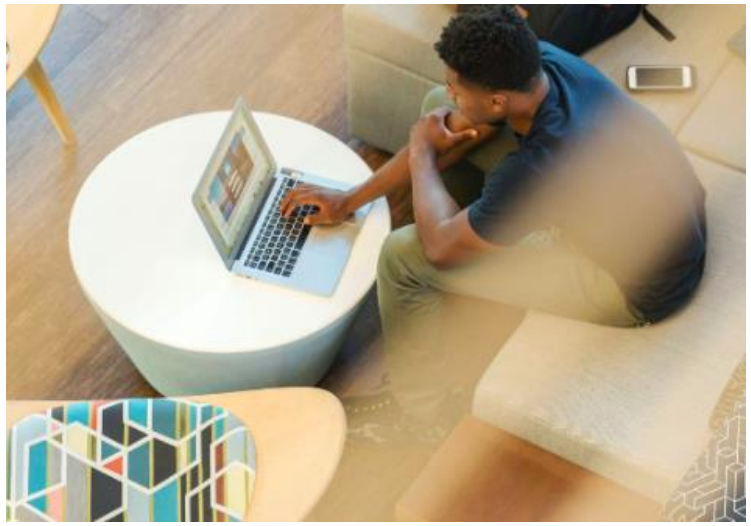
Professional Working Style

INDIVIDAL MOMENT CAPTURE

Capturing subjects engaged in work-related activities, such as reading or working on a laptop, in a natural and unposed manner.

When the person does not look directly at the camera, it creates a candid and natural vibe, conveying authenticity and genuine expressions.







Professional Portrait Style

DAILY WORK LIFE

Capturing authentic group interactions, showcasing emotions and tensions in a natural work environment.

Avoiding direct eye contact maintains authenticity, capturing genuine moments of collaboration and teamwork.








Incorrect image usage

We do not use photos that are artificial and model like or pre-setup, as they are fake looking and not appealing to the audiences.







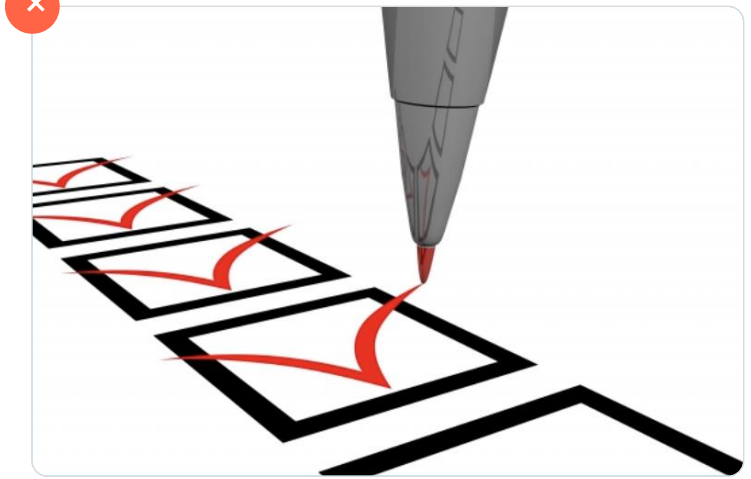




Incorrect image usage

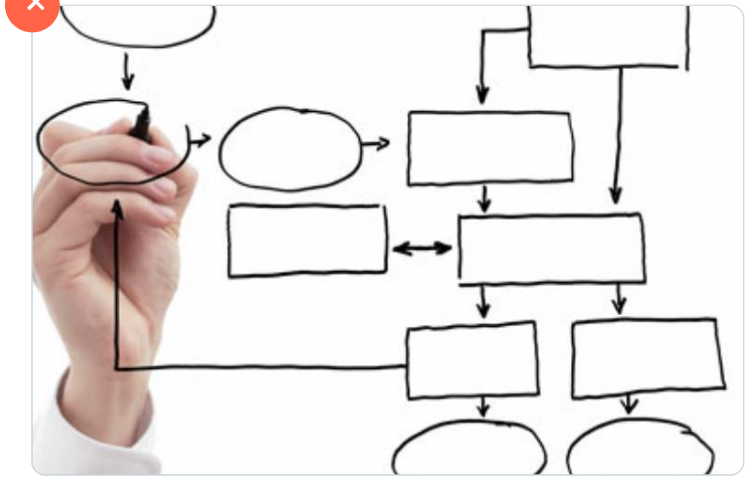
Straight descriptive photos does not give an intelligent look to our brand and indicate a low quality standard.











Incorrect image usage

We also do not employ 3D animated or artificial photos as they are not cohesive to our photo style and quality standard.











Incorrect image usage

Emoticon and realistic icons are there for casual instant messages or online consumer services not for business research documents. We do however apply a range of our own pictograms as indicators.











How to find proper images

SOURCES OF IMAGES

There are a few free / paid sources for images (put in order) that are highly recommended:

- Brand Image repository on Decision Lab's Google Drive
- Unplash
- Freepick
- Elemento Evanto
- Flickr
- Google image search

SEARCH TERMS

When searching for image, try to imagine the context in relative term, not necessary exactly the one you're looking for. For example:

- Asian people do survey > Asian people using phone
- Team collaboration > Asian team in office

Try not to use abstract keywords like “Market Research” or “Business” and the like would not often yield good photos

Charts and Graphs



Chart Styling

BACKGROUND

The background layer contains elements like tick marks, scales, legends, and grid lines. It provides context, scale, and reference for the data.

DATA

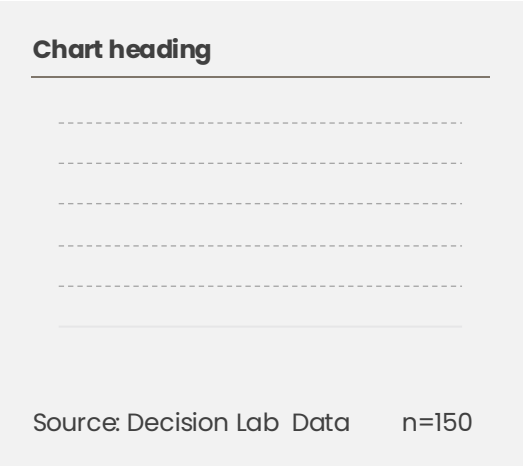
A chart should provide enough contrast to allow the audience to clearly distinguish information at a distance without straining.

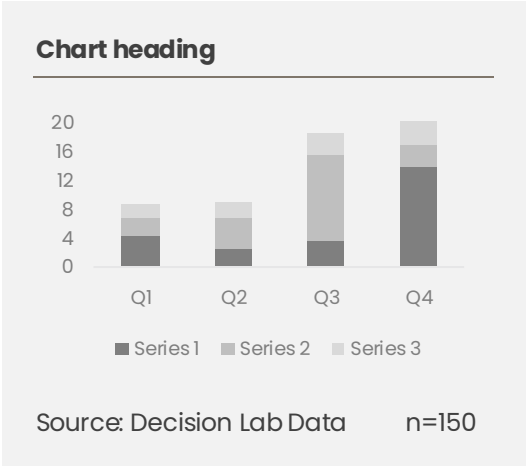
EMPHASIS

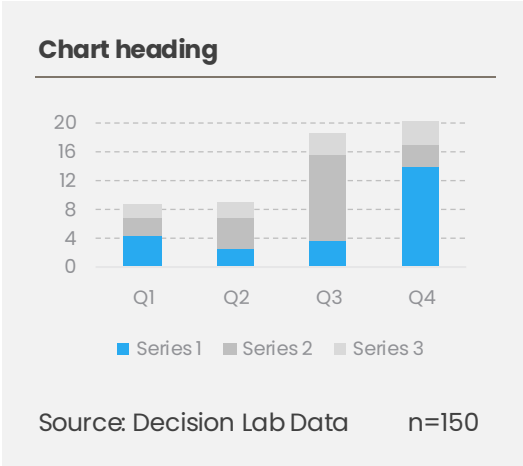
Use Decision Lab's color combination to emphasize the most important message.

RESULT

High contrast helps viewers to focus on the most critical message when the full dataset is presented.







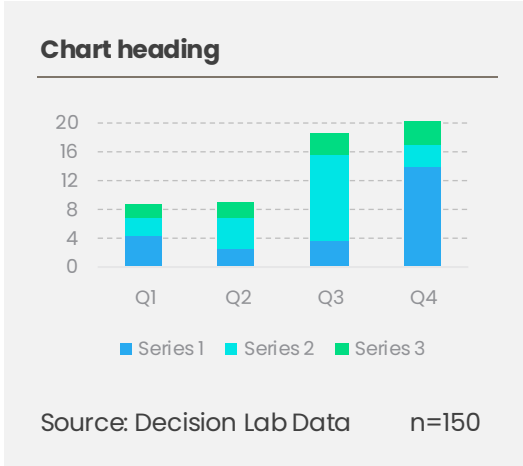


Chart Elements

When drafting a chart, follow these visual recommendations to create a clearer structure that's easier to read the data, especially on reporting.

	Color	Size	Weight
Chart title	#414042	14pt	Bold
Y data scale	#404040	10pt	Regular
X data category	#404040	10pt	Regular
Legend	#404040	10pt	Regular
Source	#404040	8pt	Regular
Sample size	#404040	8pt	Regular
Horizontal grid	#BFBFBF	0.7pt	Dashed
Background	#F2F2F2	-	-

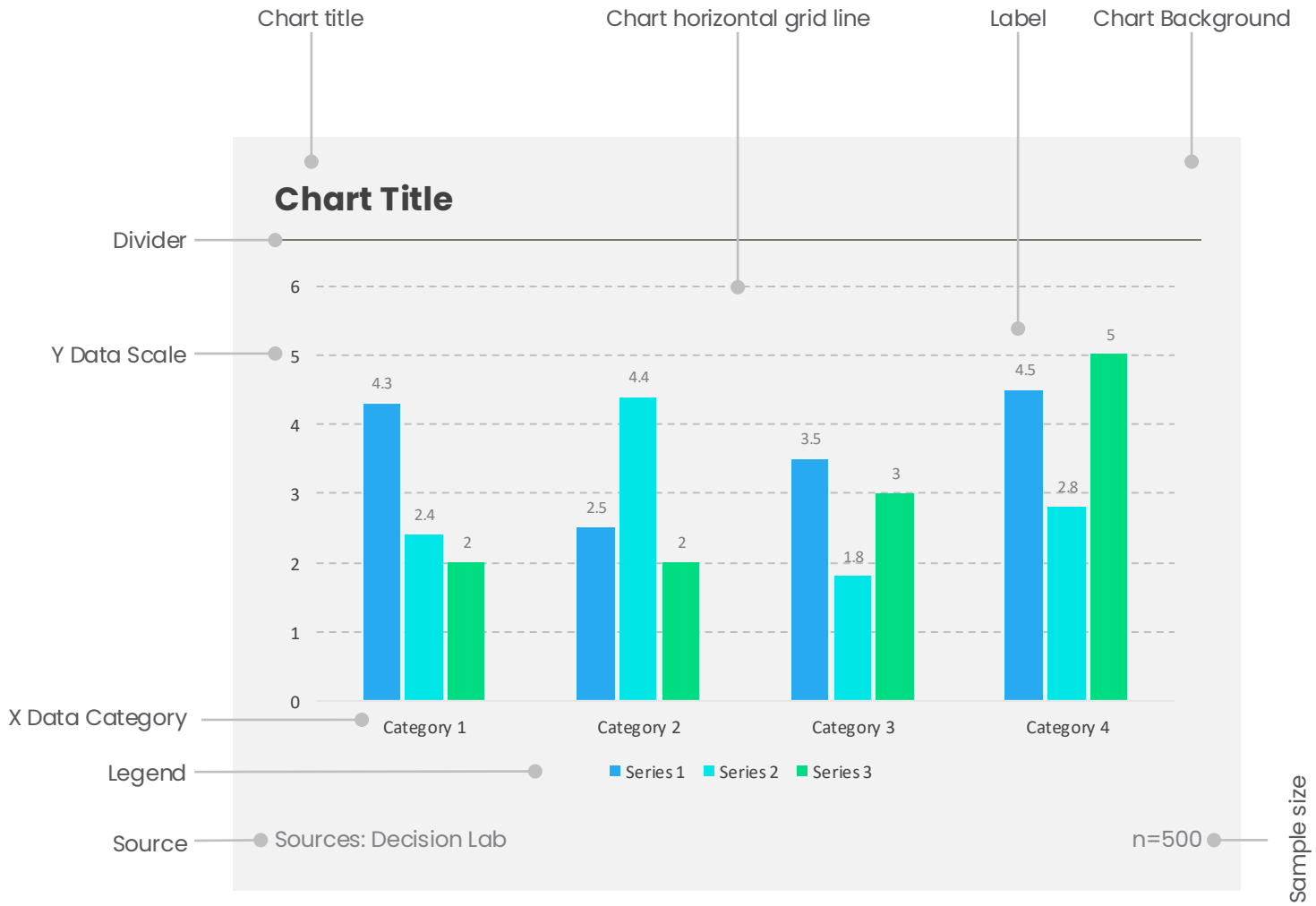


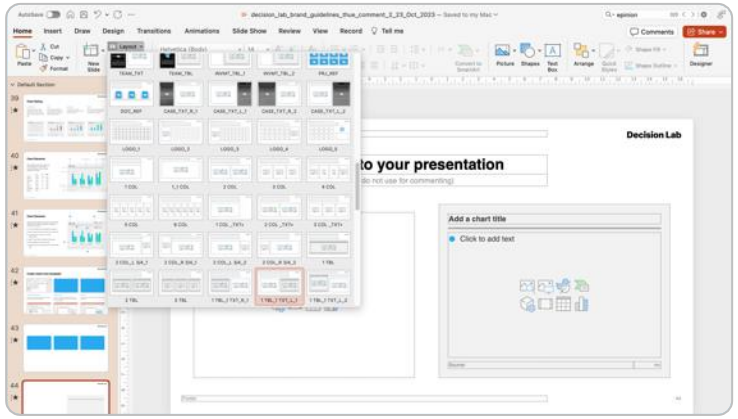
Chart Elements

Following these guidelines will result in clear and visually appealing charts. Utilize the template's formatting for consistency as following:

- Use our template's chart formatting for consistency.
- Remove default chart title; use the built-in custom one.
- If possible, start Y Axis at 0 for accurate representation,
- Adjust Y Data Scale for proper grid line spacing.
- Remove gridlines if it improves clarity.
- State data source and sample size for research-based data.

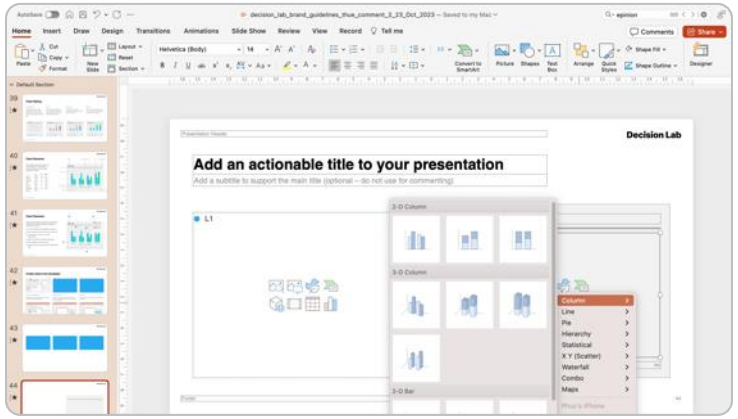


Create charts from temeplate



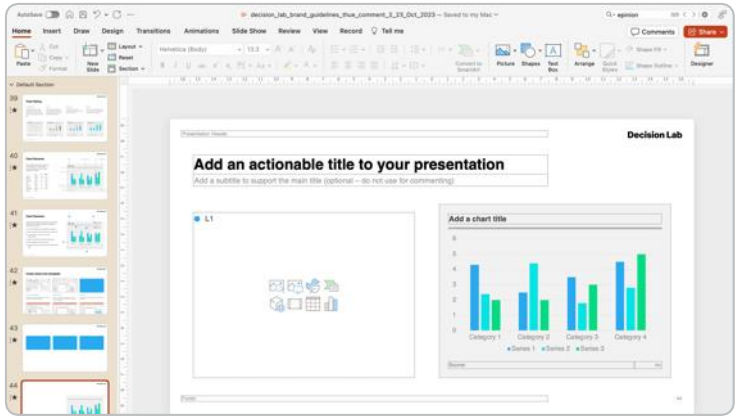
SELECT SLIDE MASTER

Navigate to the button New Slide -> chose one of the thumbnail with gray background



CREATE CHART

Click on the chart icon to create the chart, then select the template folder and chose the Decision Lab chart template.



EDIT TEXT

Remove the default chart title. Use the chart heading of the template, then edit slide header and chart header and fill the data to complete.

Shapes and Diagram

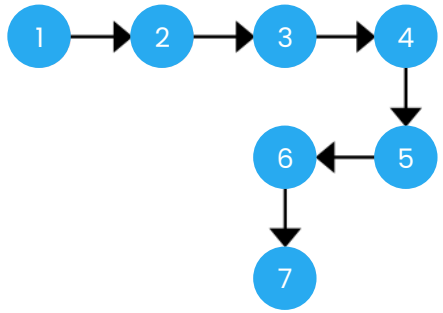
Flowchart

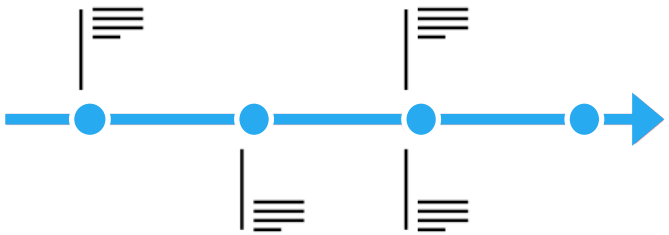
Linear

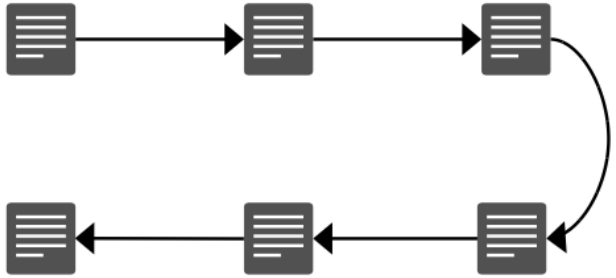
Linear flowcharts are used to illustrate a process with definite start and end points.







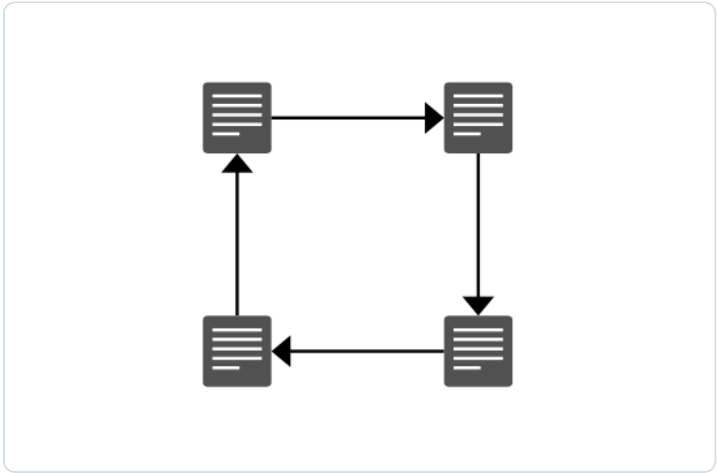


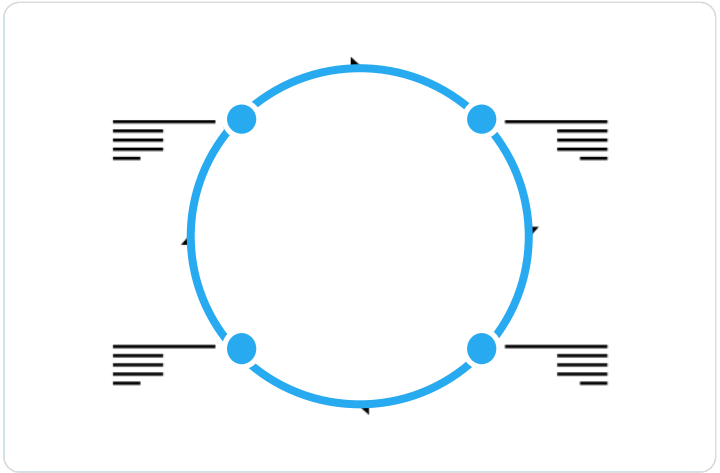


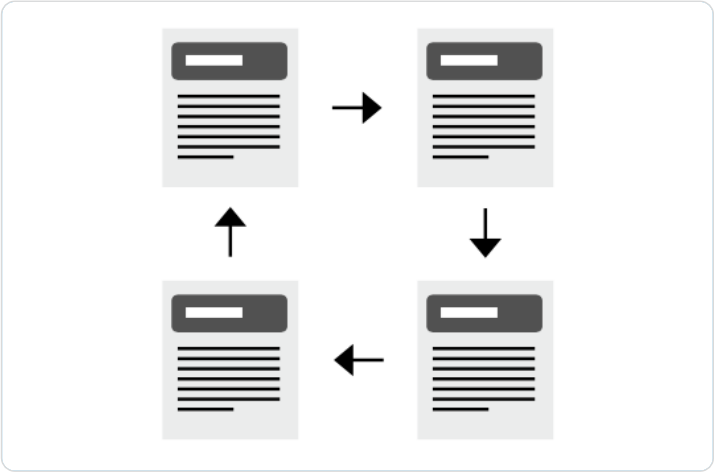
Flowchart

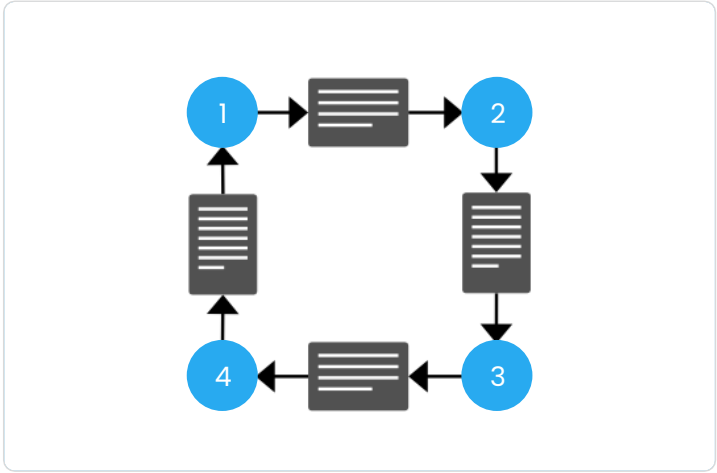
Circular

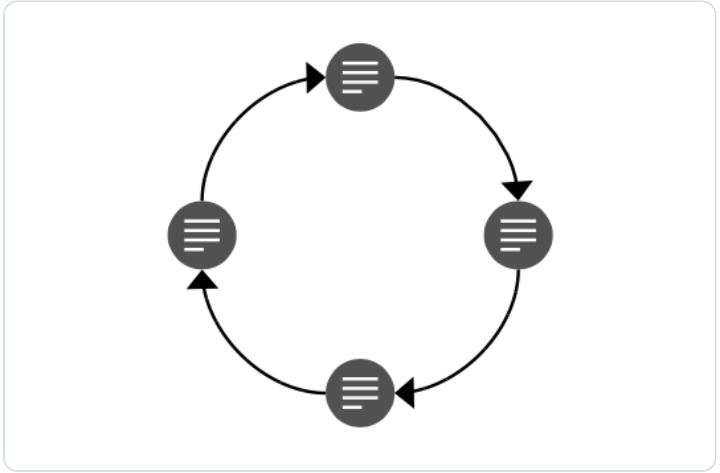
Circular flowcharts are used to present a continuous process.







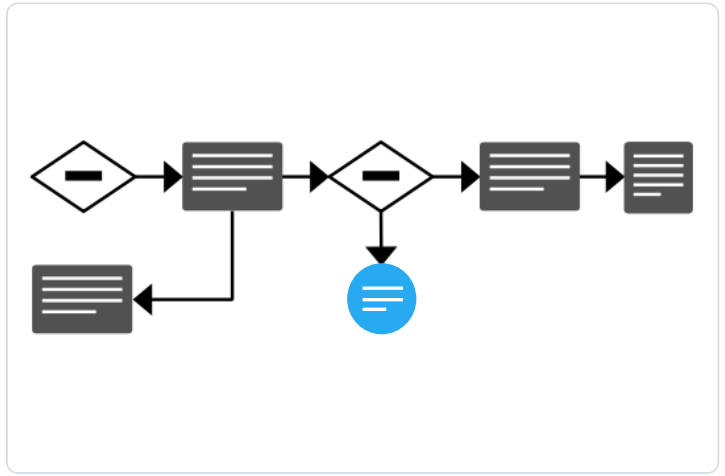


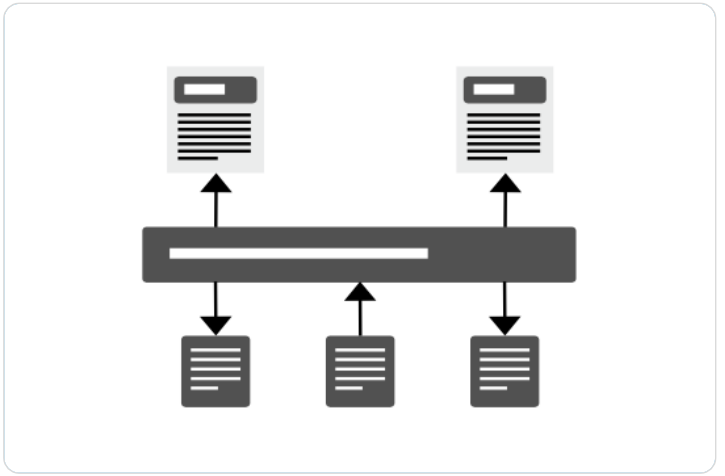


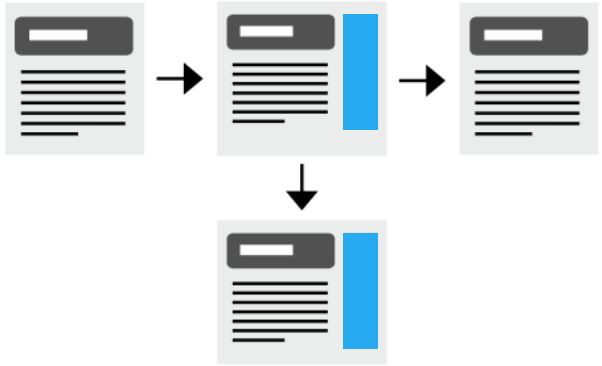
Flowchart

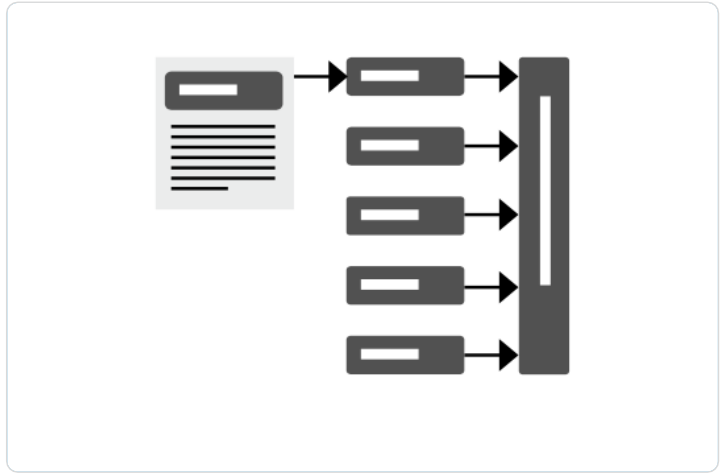
Multidirectional

Multidirectional flowcharts are used to present a process with definite start and end point with multiple steps in each stage.





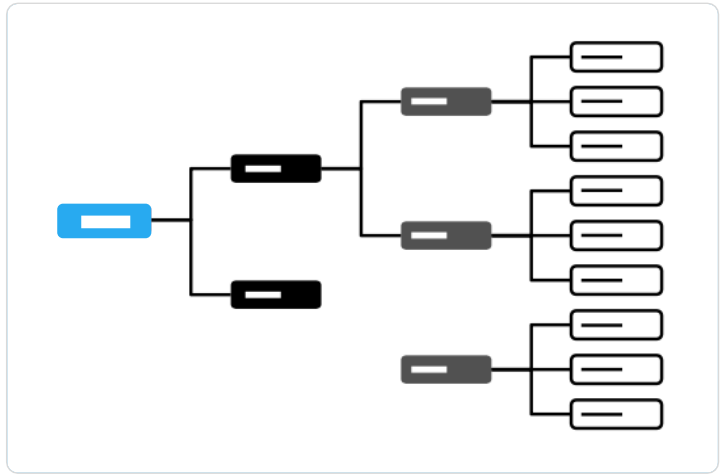


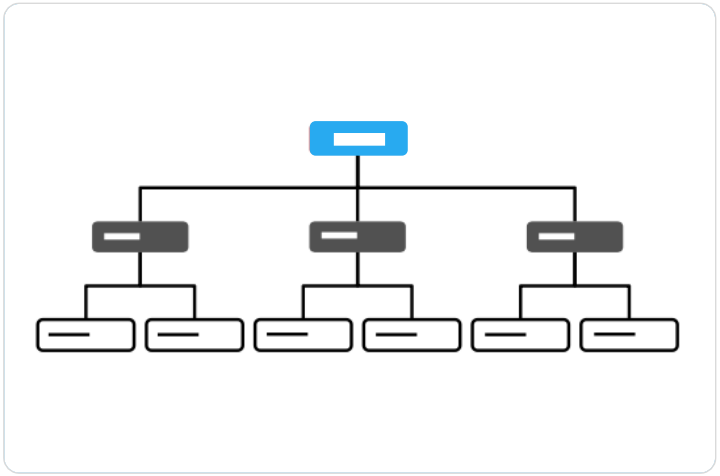


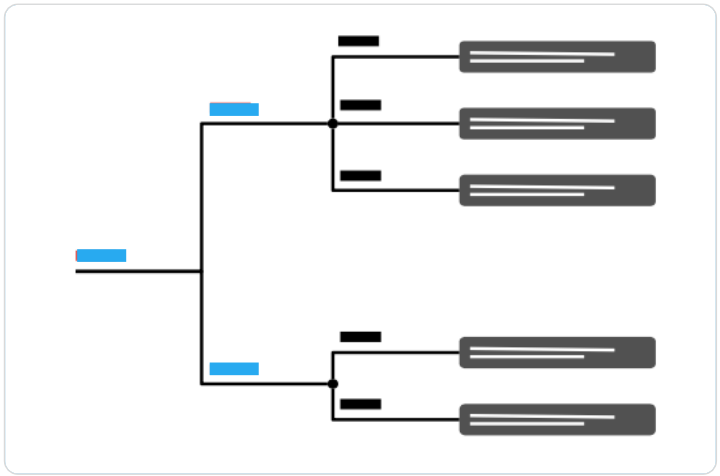
Structure

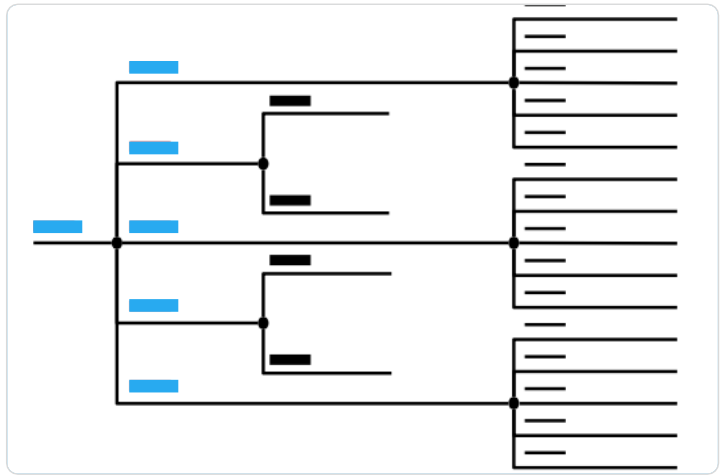
Trees

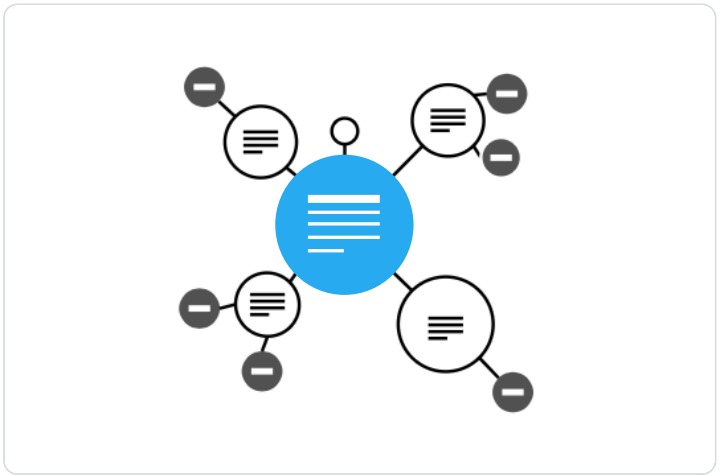
Trees are used to present a hierarchy.







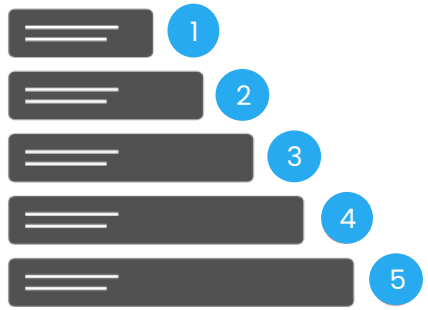


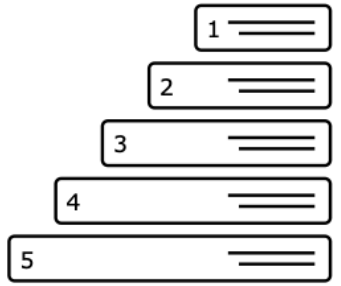


Structure

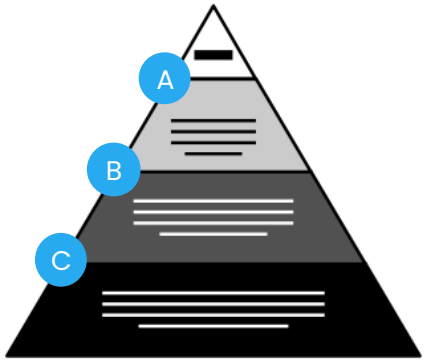
Layers

Layers are used when you want to present a structure with elements stacked or built on each other.









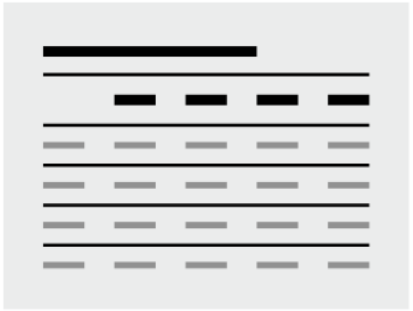


Structure

Tables

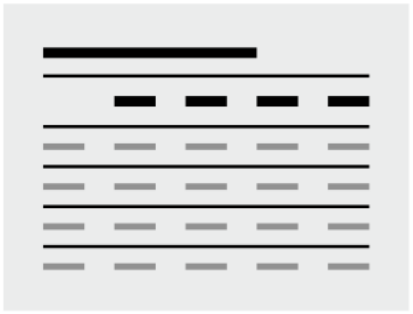
Tables are used when you need to compare at least 2 datasets.







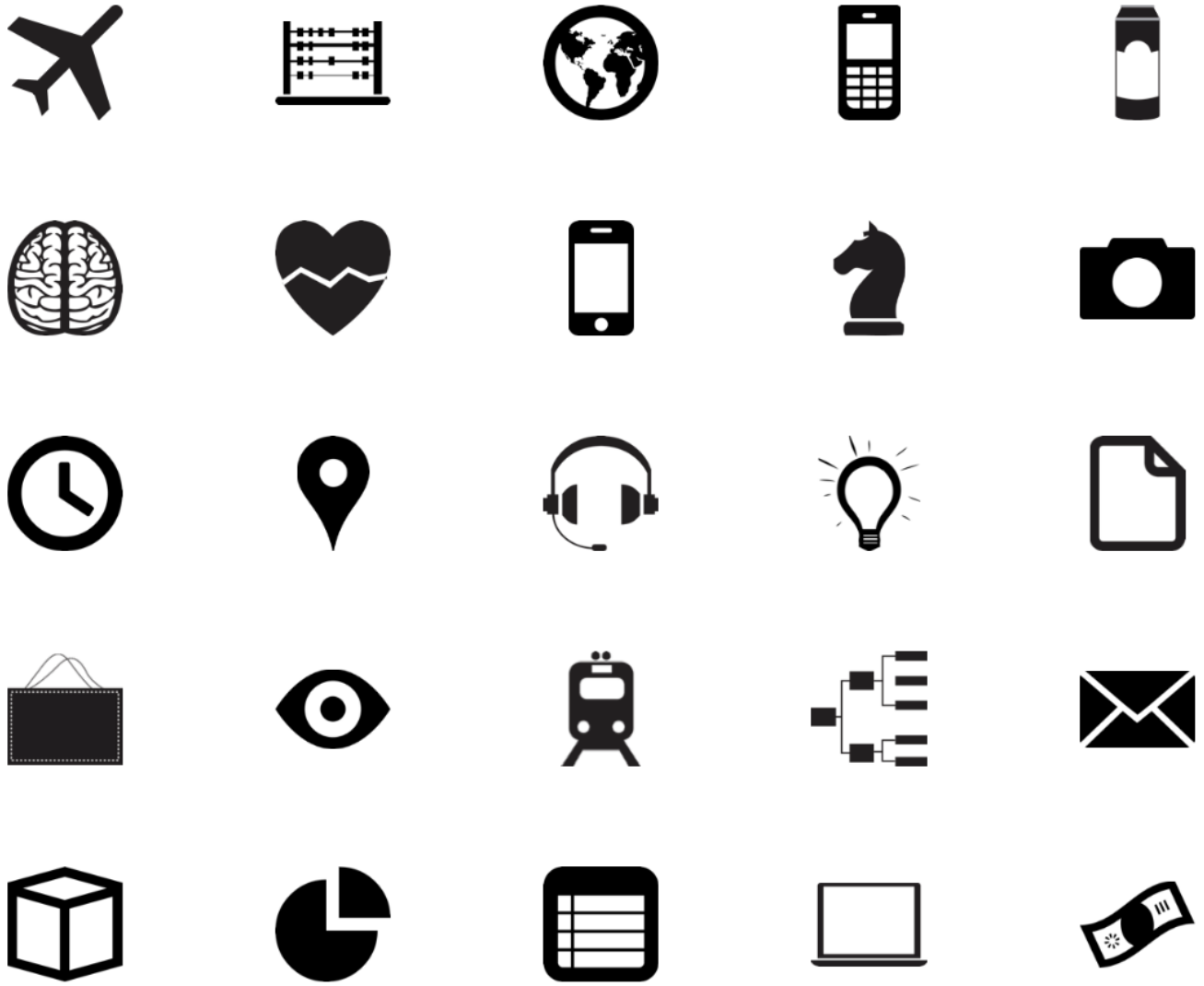




How to use pictogram

We use pictograms to express the processes, objects and people of our business in a realistic and abstract way. All the pictograms are available at the Google Font > Icons.

https://fonts.google.com/icons



Contructing a table

In order to make the tables well presented and easy to read, use the slide layout in the slide master of Decision Lab Presentation Template. (Example shown as figure)

EMPLOYEE PERFORMANCE QUARTERLY

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Performance	3.20	3.53	4.35	2.50
Creativity	4.15	4.35	3.50	4.50
Teamwork	3.20	3.53	4.35	2.50
Productivity	4.15	4.35	3.50	4.50
Collaboration	3.20	3.53	4.35	2.50
Engagement	4.15	4.35	3.50	4.50
Supportive	3.20	3.53	4.35	2.50
Discipline	4.15	4.35	3.50	4.50

Source: Decision Lab Employee Satisfaction Survey 2023

Contructing a table

Table header use Purista Semibold 14pt, 100% black,all capital

Helvetica Bold in the table body header

Line break for header and table header is continuous line, 1pt thickness, 100% black

EMPLOYEE PERFORMANCE QUARTERLY

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Performance	3.20	3.53	4.35	2.50
Creativity	4.15	4.35	3.50	4.50
Teamwork	3.20	3.53	4.35	2.50
Productivity	4.15	4.35	3.50	4.50
Collaboration	3.20	3.53	4.35	2.50
Engagement	4.15	4.35	3.50	4.50
Supportive	3.20	3.53	4.35	2.50
Discipline	4.15	4.35	3.50	4.50

Font for source text is Helvetica 9pt, 75% black

Source: Decision Lab Employee Satisfaction Survey 2023

Highlighting info within table

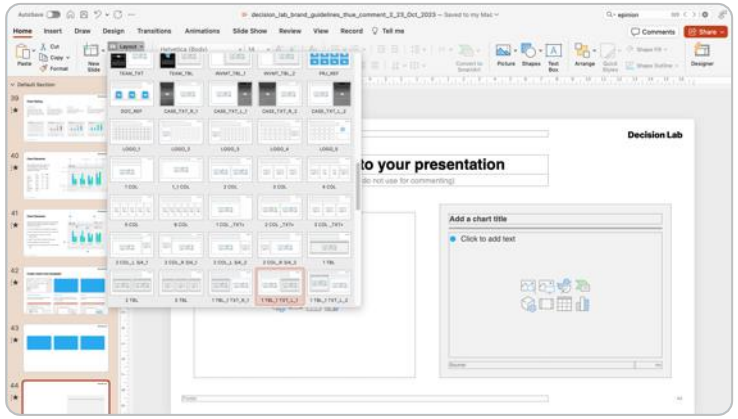
Use Decision Lab Blue background and white text for the part of dataset that you want to highlight.

EMPLOYEE PERFORMANCE QUARTERLY

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Performance	3.20	3.53	4.35	2.50
Creativity	4.15	4.35	3.50	4.50
Teamwork	3.20	3.53	4.35	2.50
Productivity	4.15	4.35	3.50	4.50
Collaboration	3.20	3.53	4.35	2.50
Engagement	4.15	4.35	3.50	4.50
Supportive	3.20	3.53	4.35	2.50
Discipline	4.15	4.35	3.50	4.50

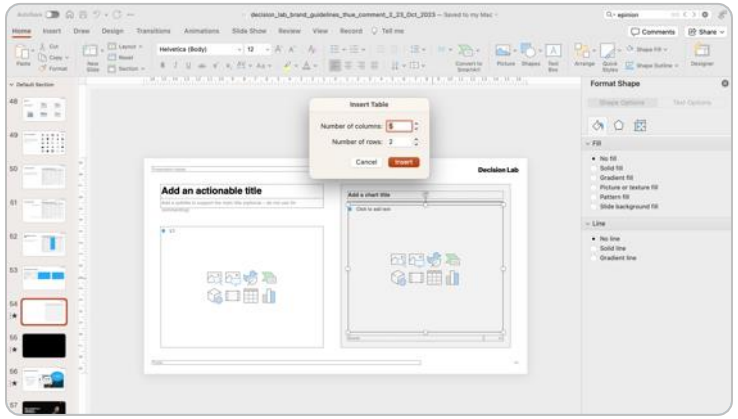
Source: Decision Lab Employee Satisfaction Survey 2023

Create table from template



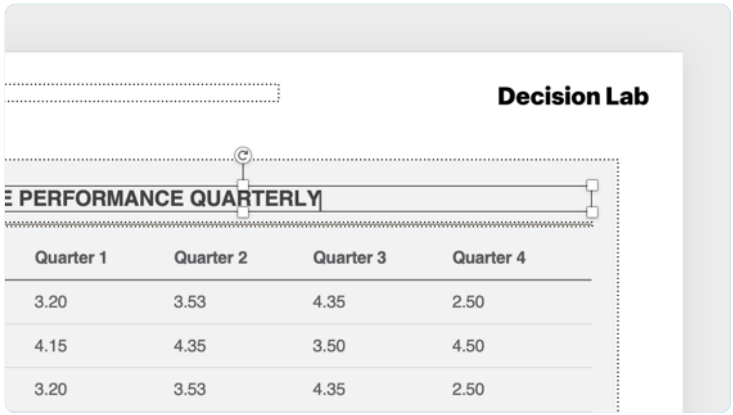
SELECT SLIDE MASTER

Navigate to the button New Slide -> chose one of the thumbnail with gray background, in this case we will use the Standard Master Object



CREATE TABLE

Click on the table icon to create the table. Enter number of columns and cells.



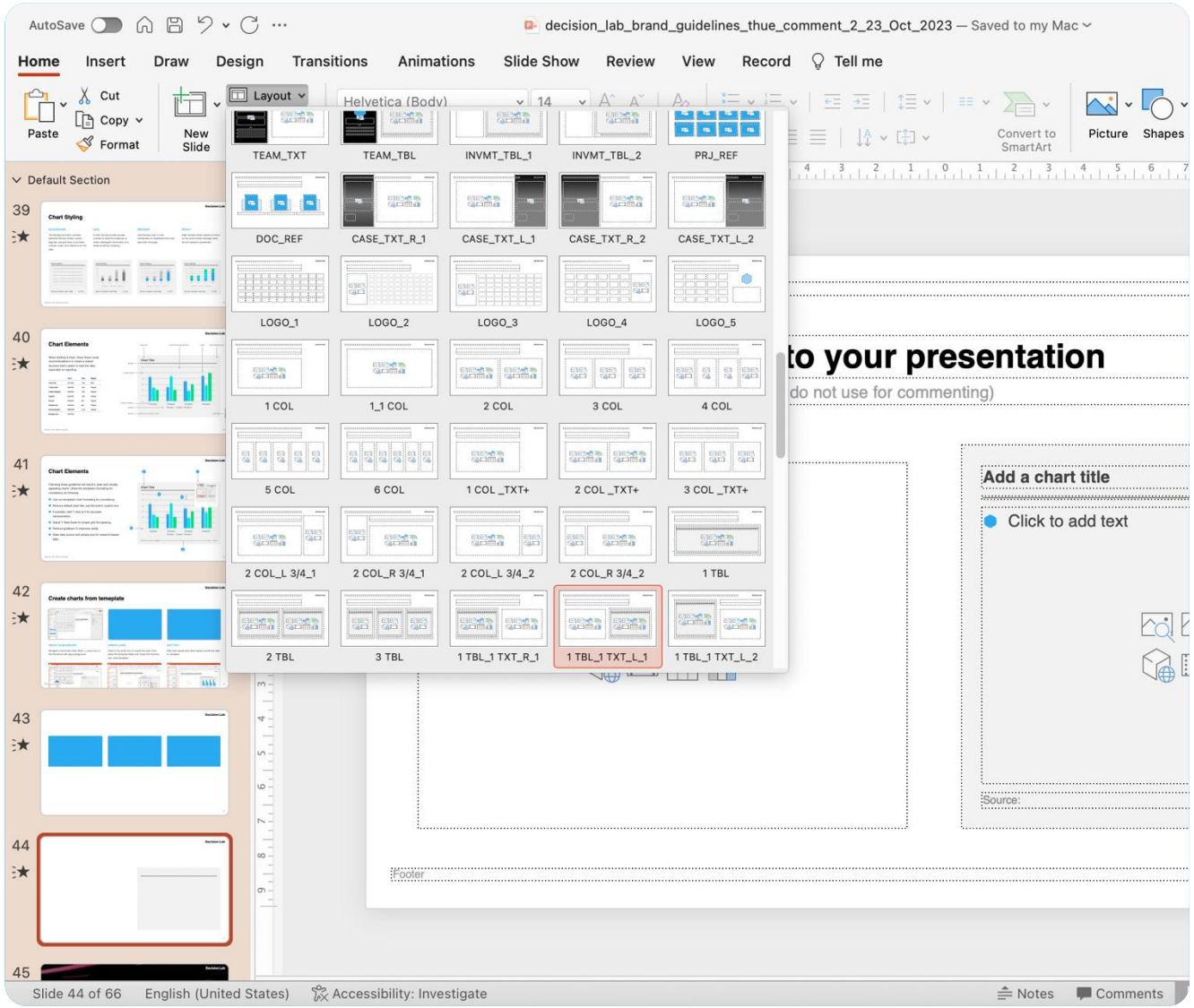
EDIT TEXT

Edit slide header and table header and fill the data to complete.

Tips and tricks on making presentation

Read the layout description

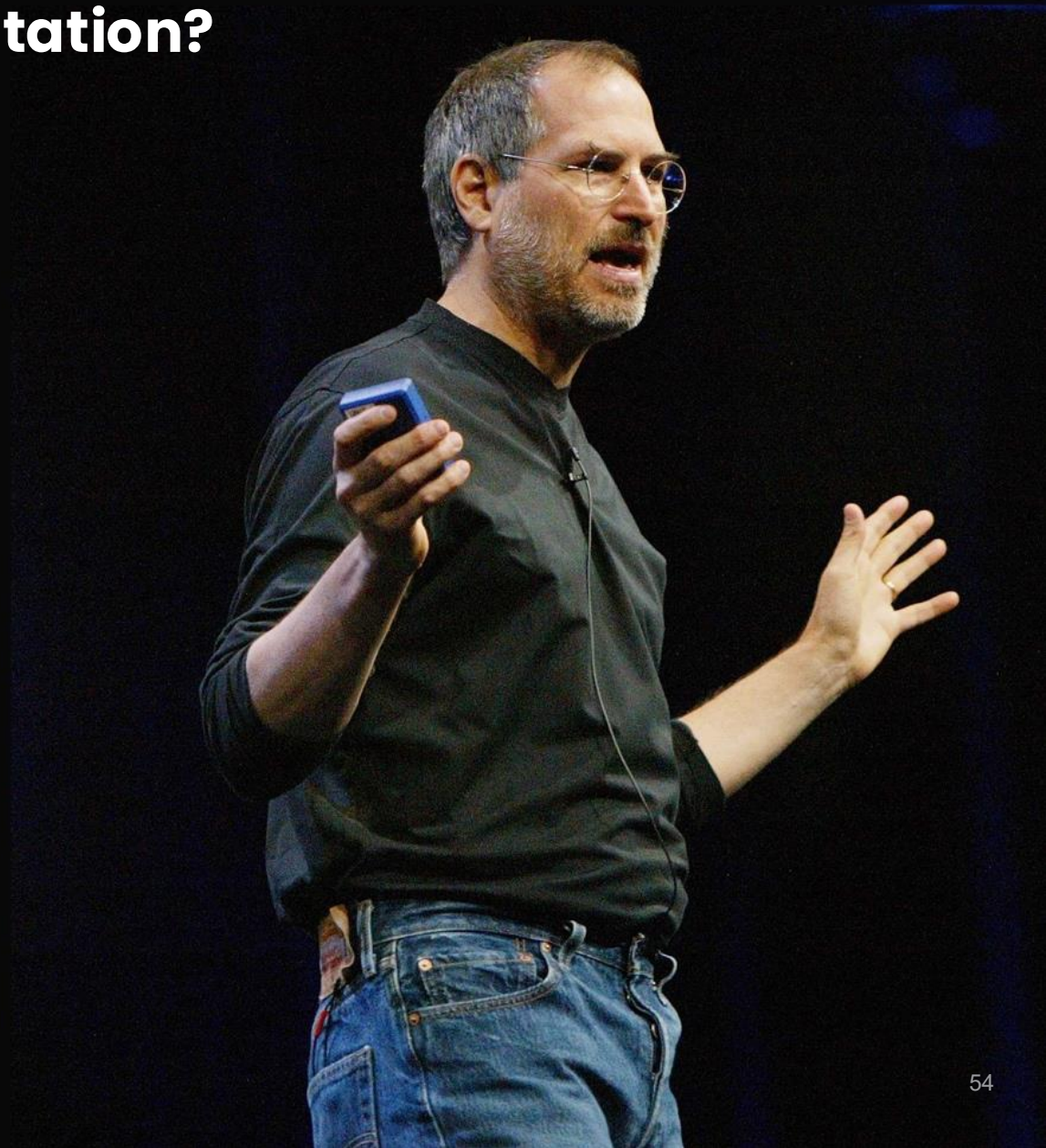
- Go thru the different layout options
- There’re 3 main categories
  - For general purpose
  - Charts and graphs
  - Image galley



Why consistency is important in presentation?

A standardized, consistent and well structured presentation ...

- shows professionalism, therefore building trust
- gets everyone attention
- helps your audience digest your contents quicker
- organizes your thoughts more effectively
- one last thing, increases your chance to win



Structure
Proximity
Alignment
Contrast
Imagery

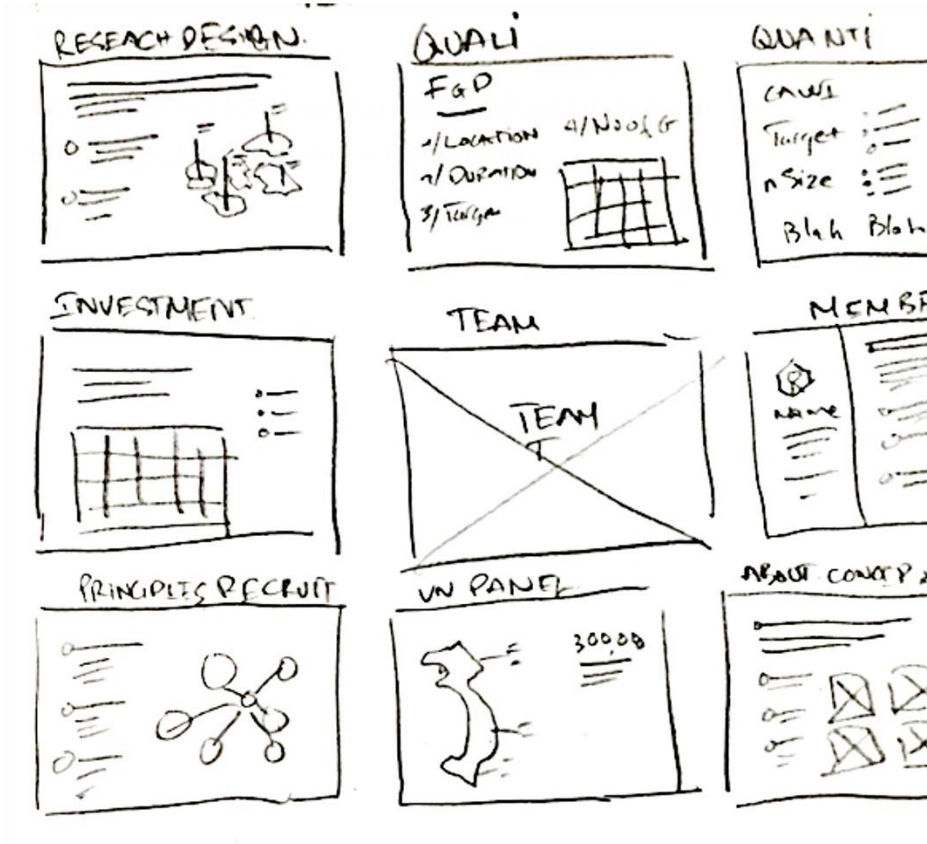
Slide design best practices

DON'T START COMPOSE YOUR PRESENTATION ON YOUR PC FIRST.

- Structure your ideas first with pen and paper
- Do Start out by brainstorming, sketching or listing out your ideas, thoughts and structures with pen and paper

SKETCH OUT THE STRUCTURE BY PEN AND PAPER

- Try not to be caught up with too many details first. The goal is just to get the visual structure, so that you can plan and make adjustment for you content
- Feel free adding details after the whole structure



A few notes on PowerPoint and presentation

- Compress your PowerPoint first when saving, especially with pictures to around 150ppi – 220ppi
- When use an image for slide background > reduce the brightness to (-50%) for better contrast with the white text
- Use colored background to improve contrast or if you want to make emphasis on important slide
- Use indention to adjust typographic hierarchy by default setting
- Only use the corporate colors, don't invent yourself
- When there's heavy text like this slide, divide the text by 2 or more columns can improve readability
- Use the right dedicated slide layout E.g. Figure slides for charts and table, Content slides for general purpose…
- For background image slide, the default logo is not supported, so you need to copy and paste the negative logo from the slide master.
- Last but not least, spelling check (This one doesn't count ☺)

Reach out to us

2nd Floor - Sonatus Building,
15 Le Thanh Ton, District 1,
Ho Chi Minh City, Vietnam

+84 28 7101 0199
decision@decisionlab.co
www.decisionlab.co