HeatSync Labs

The HeatSync Labs brand conveys the strength and permanence, yet fiery and energetic collaboration of the organization. A brand is more than just a logo -- it extends to the brand name itself, as well as the prose, images, colors, and activities that represent HeatSync Labs.

The "HeatSync colors" are displayed below. When reproducing, attempt to get as close as possible.

When referring to the organization, always write HeatSync Labs, HeatSync, or HSL. Do not alter capitalization or punctuation.

The HeatSync Labs logo consists of a graphic element, which depicts a sun with two arrows pointing towards each other across the face, and logotype, which consists of the words HeatSync Labs. An alternate version with a single-line tagline is also available.

The graphic element and the logotype may be used individually, however it is preferred to use the official logo especially in cases where the graphic and logotype both appear.

The logotype is set in Bitstream Charter Bold, a font that shares HeatSync's values of freedom and modification.

PMS 1375 #F99B0C	PMS Warm Gray 6 #494C49	#AEAEAE	#2C2C29

Normal Logo

0.5x
0.5x
0.5x
3x

The ratios of the logo are defined in terms of the height of the first letter ("H") in HeatSync Labs.

0.5x empty space should be maintained around the entire logo.

The graphic's height should be 3x.

The graphic and logotype should be separated by 0.5x.

The top of the first letter of the logotype, and the top of the first letter of the tagline, should be aligned with the graphic element's rays as shown.

In the tagline version of the logo, the height of the tagline type should be approximately 0.5x.

Logo w/Tagline

0.5x
3x
0.5x

HeatSync Labs
Hacking Arizona Since 2009

Grayscale:

Common Mistakes To Avoid:

Avoid reproducing smaller than 0.75" or 75px.

Never resize bitmaps -- start with vectors.

Avoid altering colors.

Do not stretch, skew, rotate, or box in.

Do not rearrange or break up the logo.

Do not add effects or retype the text portion of the logo.