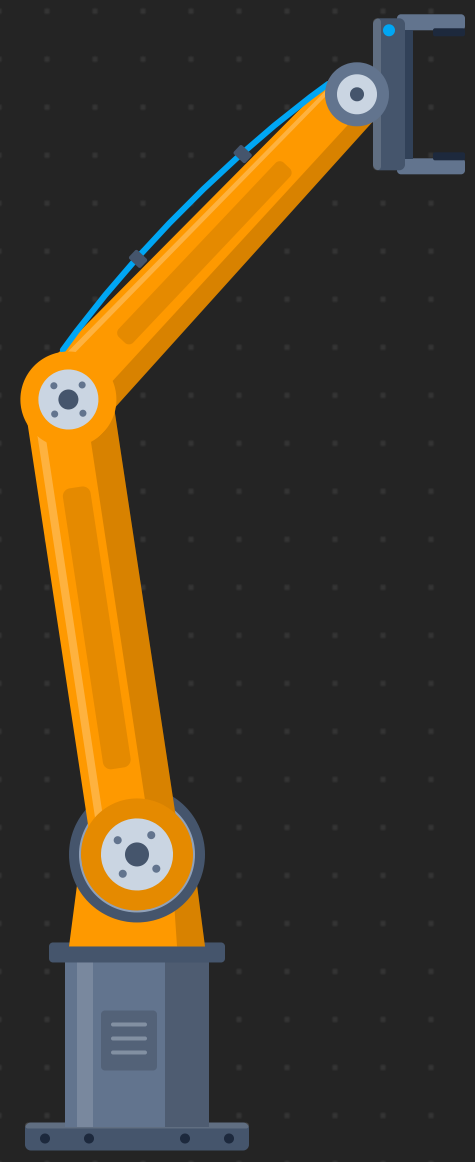
UNTK LABS

BRAND STANDARDS MANUAL

Logo, color, type, parts and motion.
The same system we build for founders.

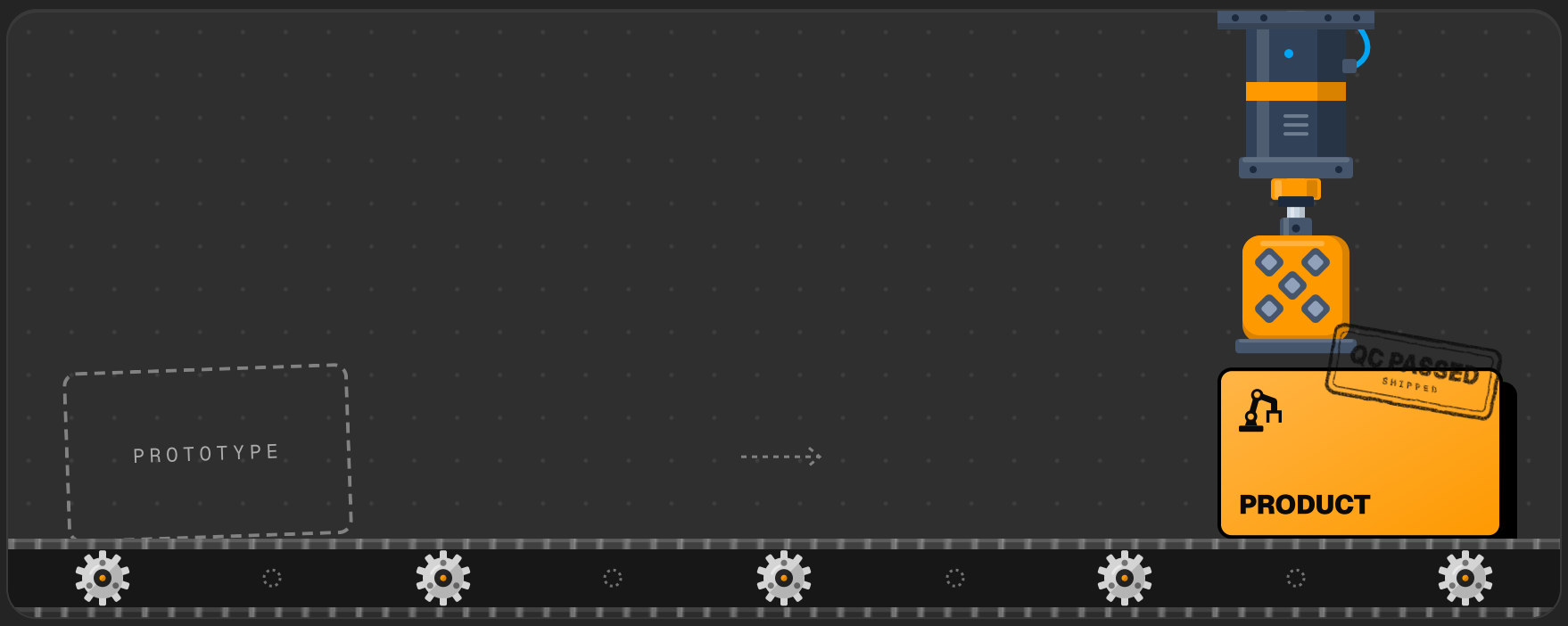


SWIPE →

UNTKLABS.COM/BRAND

STORY & POSITIONING

AI made prototypes cheap. Getting one ready for real customers, with payments, security and reliability, still takes a senior team. That is the job.



POSITIONING	**Technical and design partner for fast-growing startups**
PROMISE	**Go from MVP to Series A without the hiring pain.**
SCOPE	**Development and design, under one roof**
BASE	**Bucharest, Romania · EU and US time zones**

VOICE & TONE

The voice stays the same everywhere. The tone moves: louder in headlines, calmer in answers, warmest from the founder.

HOMEPAGE HERO

Go from MVP to Series A without the hiring pain.

THE PROBLEM

AI writes code. But it’s not responsible for your product.

GUARANTEE

Try us for a week. Don’t like the work? Nothing to pay.

BRANDING

We sketch your logo by hand.



WRITING THE NAME

✓ **UNTK Labs**

× ~~Untk Labs~~ × ~~UNTK labs~~ × ~~UntkLabs~~ × ~~U.N.T.K.~~

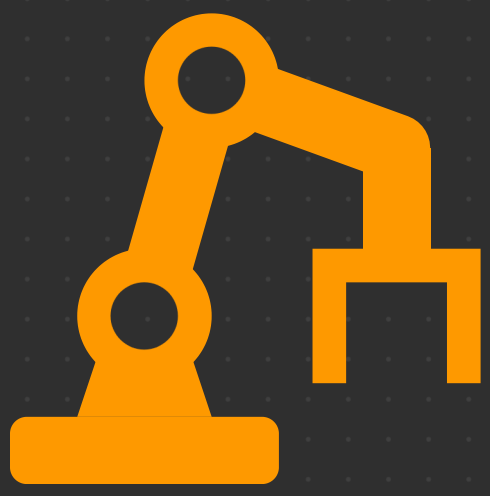
UNTKLABS.COM/BRAND

LOGO

The mark is a factory arm mid-reach, because we build things. It sits beside the hand-drawn UNTK LABS wordmark, side by side or stacked.

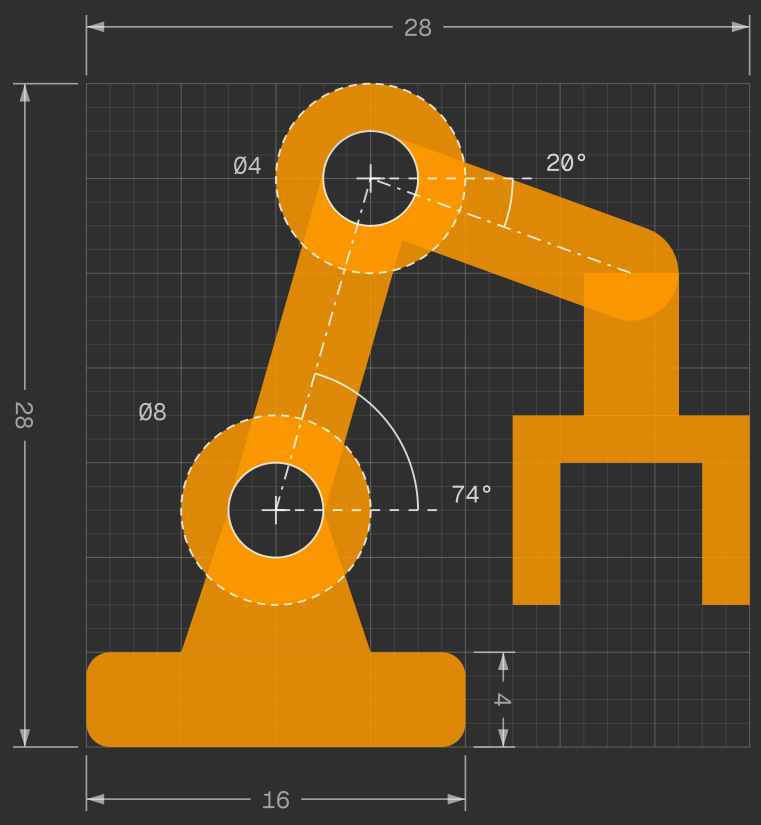
UNTK LABS

UNTK
LABS



UNTK
LABS

LOGO CONSTRUCTION



GRID

28 units square

LINKS

4 units wide, round caps

JOINTS

8 units across, 4-unit bore

UPPER LINK

–74° from level

FOREARM

+20° from level

BASE

16 × 4 units, 1-unit radius



CLEAR SPACE

Keep X clear on every side. X is a joint’s diameter, about two sevenths of the emblem’s height.

COLORS

Charcoal and paper carry the page. Orange marks what matters: the mark, the one highlight, the button to press.

CL-01

UNTK ORANGE
#FE9900

RGB	254 153 0
CMYK	0 40 100 0
PANTONE	1375 C *
TOKEN	--BRAND

CL-02

SPARK
#FFB547

RGB	255 181 71
CMYK	0 29 72 0
PANTONE	1365 C *
TOKEN	--BRAND-LIGHT

CL-03

CHARCOAL
#242424

RGB	36 36 36
CMYK	0 0 0 86
PANTONE	NEUTRAL BLACK C *
TOKEN	--BACKGROUND (DARK)

CL-04

PAPER
#FDFFFC

RGB	253 255 252
CMYK	1 0 1 0
PANTONE	–
TOKEN	--BACKGROUND (LIGHT)

CL-05

PLATE
#2F2F2F

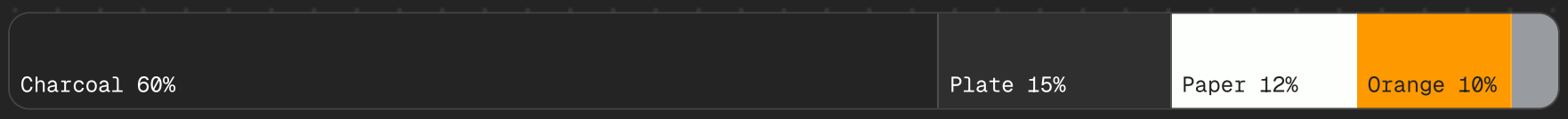
RGB	47 47 47
CMYK	0 0 0 82
PANTONE	–
TOKEN	--CARD (DARK)

CL-06

STEEL
#989B9F

RGB	152 155 159
CMYK	4 3 0 38
PANTONE	–
TOKEN	--PIPE-BODY, --MUTED

COLOR PROPORTIONS



CONTRAST

Aa

Body text on dark

15.44 : 1 AAA

Aa

Highlights, links on dark

7.22 : 1 AAA

Aa

Buttons, the marker

7.22 : 1 AAA

Aa

Small accents on dark

8.84 : 1 AAA

Aa

Labels, captions on dark

5.56 : 1 AA

Aa

Highlights on cards

6.23 : 1 AA

⚠ WARNING CL-X1

Aa

2.14 : 1

REJECTED

DO NOT USE

Never set orange text on paper. Keep orange there for the mark, rules and display-size words.

* CMYK IS A STRAIGHT CONVERSION FROM SCREEN COLOR AND PANTONE IS THE NEAREST MATCH. PROOF BOTH ON PRESS BEFORE A PRINT RUN.

TYPOGRAPHY

Two families do almost everything. Outfit runs the controls, and two handwritten faces appear once each, like notes in a margin.

TY-01

Geist Sans

Headlines and body

WE BUILD SOFTWARE

TY-02

Geist Mono

Eyebrows, labels, specs

WORK ORDER 0042

TY-03

Outfit

Buttons and navigation

BOOK A CALL

TY-04

Mrs Saint Delafield

The founder’s signature, nothing else

Vlad Bibire

TY-05

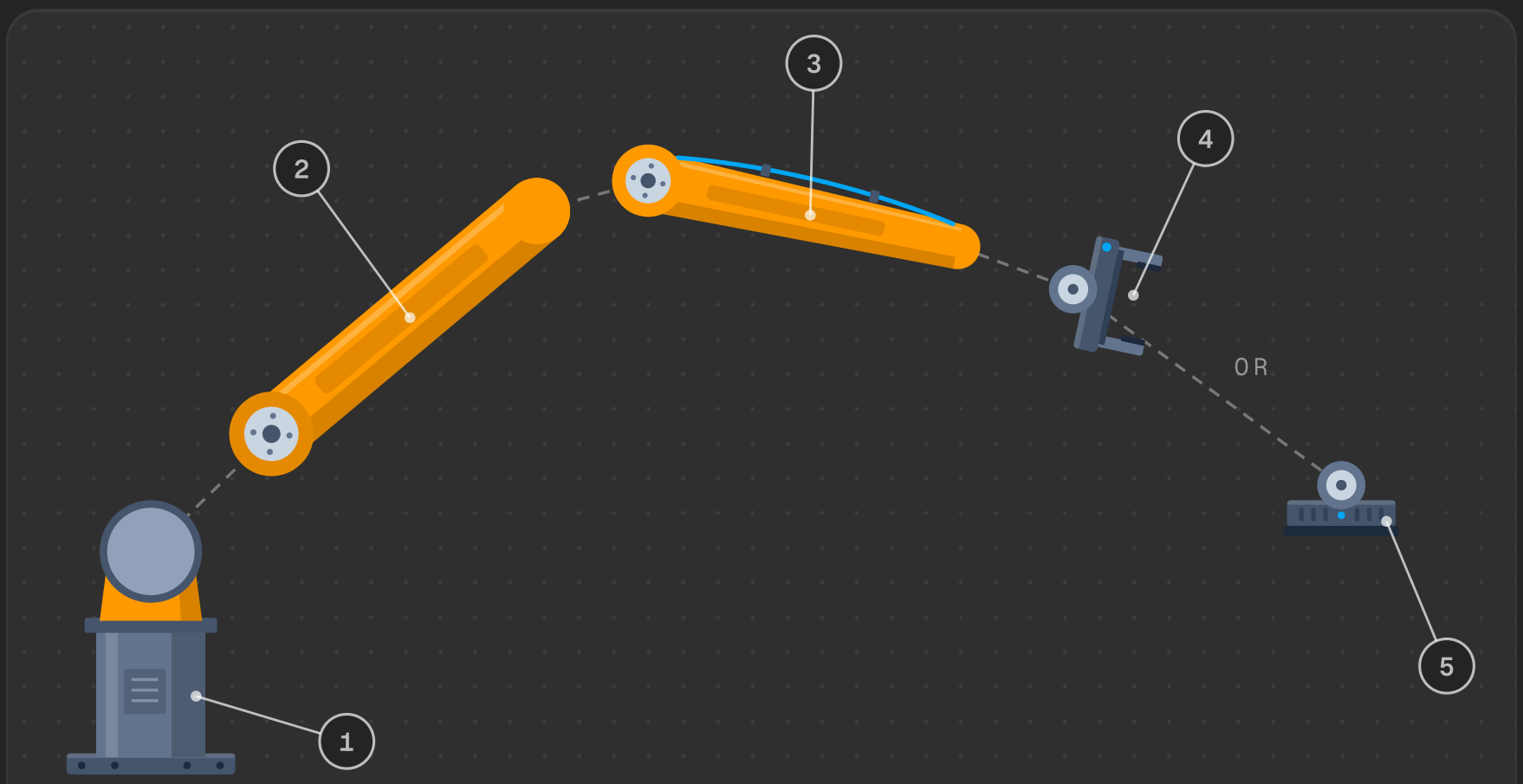
Caveat

A note in the margin

Pick one

FACTORY PARTS KIT

Every illustration is assembled from the same parts, drawn flat with one highlight and one shade. Nothing is redrawn per page.





PT-06 · PISTON



PT-07 · DRIVE GEAR



PT-08 · BOLT



PT-09 · INK STAMP



PT-10 · PIPE



PT-11 · SPARK

SURFACES & MOTION

Interfaces are built like hardware. Buttons sit on a skirt and sink when pressed, keys rise when active, plates are bolted down.

BOOK A CALL
SEE PRICING

REST

BOOK A CALL
SEE PRICING

HOVER

BOOK A CALL
SEE PRICING

PRESSED

AI Products

REST

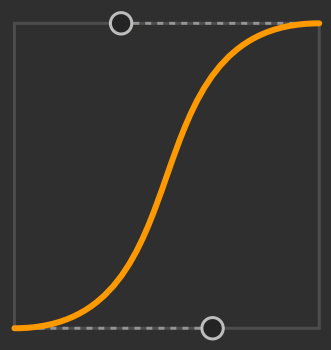
AI Products

ACTIVE

AI Products

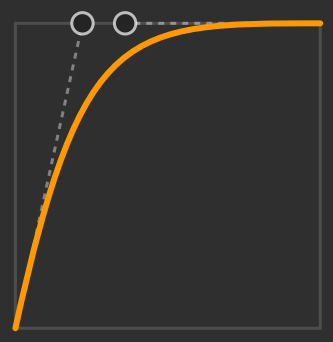
PRESSED

INDUSTRIAL



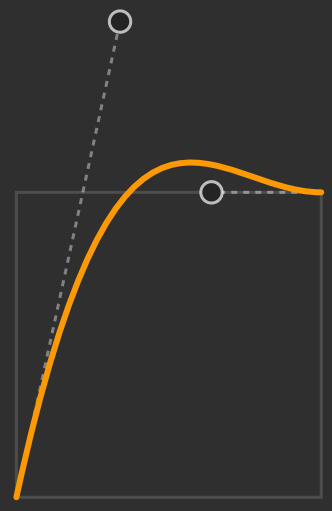
(0.65, 0, 0.35, 1)

SETTLE



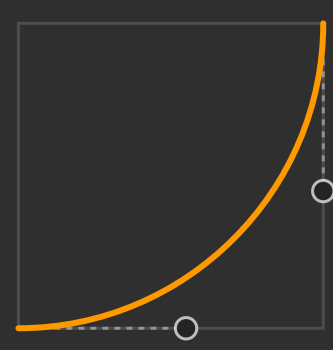
(0.22, 1, 0.36, 1)

SPRING



(0.34, 1.56, 0.64, 1)

DROP

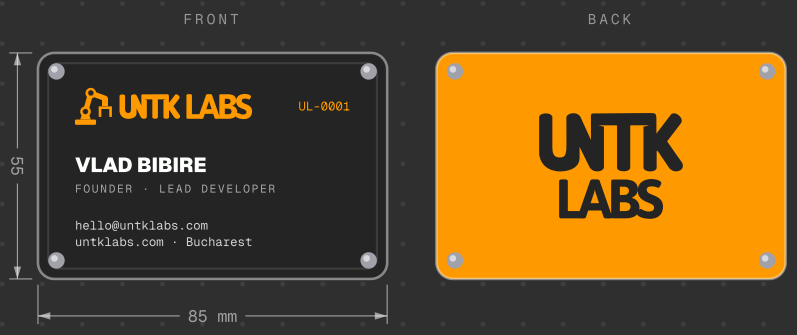


(0.55, 0, 1, 0.45)

Every movement has a job: placing, fastening, stamping, carrying.
Nothing floats for decoration.

APPLICATIONS

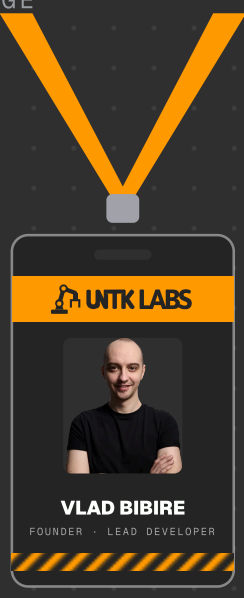
AP-01 · BUSINESS CARD



AP-05 · TEE



AP-08 · TEAM BADGE



AP-10 · SWAG BOX



AP-11 · VAN

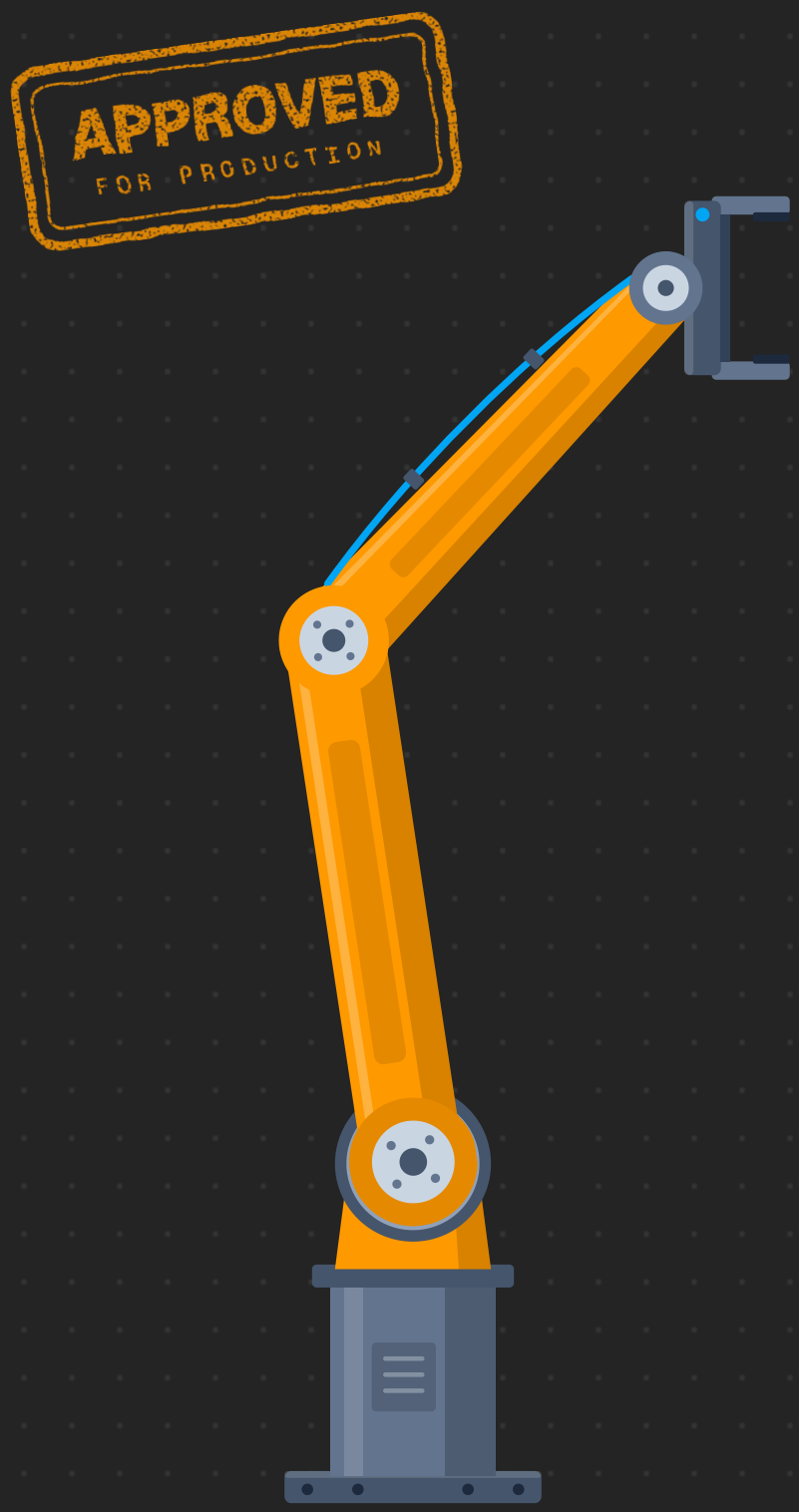


WANT A BRAND LIKE THIS?

We sketch your logo by hand. Then we build the brand piece by piece: colors, fonts, personality, assets, variants.

untklabs.com/book-a-call

The full manual: untklabs.com/brand



BOOK A CALL