



LML STORYLAB CONSULTING

Brand Color Guide





INTRODUCTION

LML STORYLAB is a science communication and storytelling consulting business that transforms your complex science into compelling narratives.

These brand guidelines establish a cohesive visual identity, ensuring consistency across all platforms and reinforcing our unique position in the industry.

BRAND COLORS

Meaning & Usage



BRAND COLORS – MEANING

Primary Colors

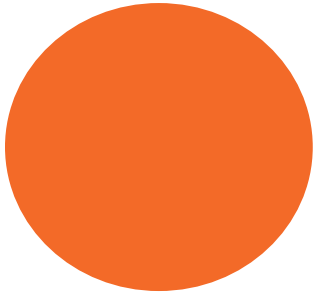
- **Vibrant Orange**– Represents energy, creativity, and storytelling impact.
- **Secondary Orange**– A complementary shade that enhances warmth and engagement.
- **Deep Teal**– Symbolizes trust, clarity, and balance in communication.

BRAND COLORS – MEANING

Secondary & Neutral Colors

- **Charcoal Gray**– A grounding neutral for text, adding professionalism and contrast.
- **Muted Light Blue** – A fresh, clean tone that complements the teal and orange.
- **Deep Navy** – Represents intelligence, depth, and authority.
- **Golden Amber**– Adds vibrancy and highlights storytelling moments.
- **Sky Blue**– A dynamic shade enhancing clarity and engagement.

BRAND COLORS – PRIMARY

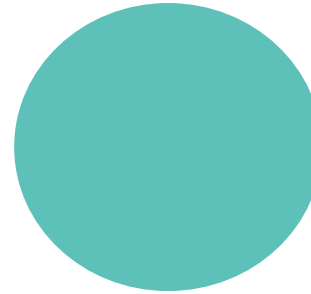


Vibrant Orange

Hex #F58220

RGB (0-255) 245, 130, 32

CMYK (C, M, Y, K) 0, 47, 87, 4

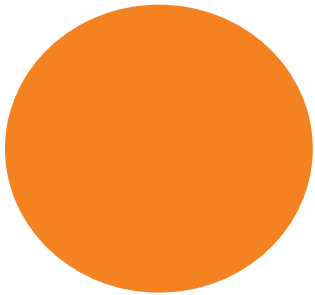


Deep Teal

Hex #5DC1B9

RGB (0-255) 93, 193, 185

CMYK (C, M, Y, K) 52, 0, 4, 24



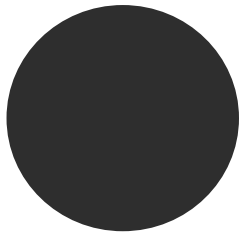
Secondary Orange

Hex #F36A28

RGB (0-255) 243, 106, 40

CMYK (C, M, Y, K) 0, 56, 84, 5

BRAND COLORS – SECONDARY

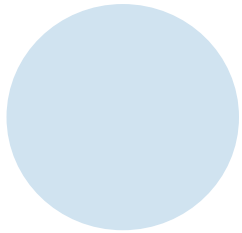


Charcoal Grey

Hex #2E2E2E

RGB (0-255) 46, 46, 46

CMYK (C, M, Y, K) 0, 0, 0, 82

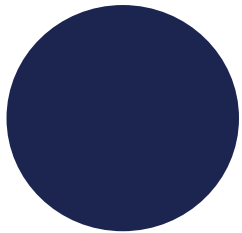


Muted Light Blue

Hex #D0E3F0

RGB (0-255) 208, 227, 240

CMYK (C, M, Y, K) 13, 5, 0, 6

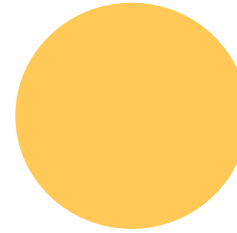


Deep Navy

Hex #1B254F

RGB (0-255) 27, 37, 79

CMYK (C, M, Y, K) 66, 53, 0, 69

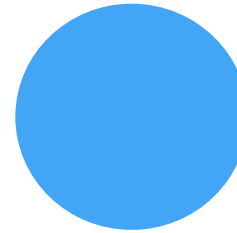


Golden Amber

Hex #FFC857

RGB (0-255) 255, 200, 87

CMYK (C, M, Y, K) 0, 22, 66, 0



Sky Blue

Hex #42A5F5

RGB (0-255) 66, 165, 245

CMYK (C, M, Y, K) 73, 33, 0, 4



BRAND COLORS – BEST USE

- **Primary colors (Orange & Teal)** should be used for major branding elements (logos, headers, key visuals).
- **Charcoal Grey & Deep Navy** should be used for text, backgrounds, and structured layouts.
- **Muted Light Blue, Sky Blue, Golden Amber & Warm Beige** serve as accents for highlights, call-to-action buttons, and design flourishes.



BRAND COLOR APPLICATION

Examples

- **Logo:** The primary colors (Vibrant Orange and Deep Teal) should be used predominantly in the logo. Secondary and neutral colors may be used for variations (e.g., monochrome or background adaptability).
- **Backgrounds:** Deep Navy and Charcoal Grey should be used for structured layouts, while Muted Light Blue and Sky Blue provide softer background options for presentations and digital content.
- **Buttons & Call-to-Actions:** Golden Amber and Vibrant Orange work well for interactive elements such as buttons, ensuring they stand out without overpowering the design.
- **Typography:** Primary text should be Charcoal Grey or Deep Navy for readability, with accents in Sky Blue or Golden Amber for emphasis.



THANK YOU

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