

BRANDING DESIGN
FABLAB SAIGON

MARCH 2016



A Fablab is a small-scale workshop offering personal digital fabrication. It is a creative and social place to empower a local community to test and innovate.

01. Creative Process

The new Fablab Saigon logo can be presented with or without the supporting text, depending on the context for use. This concept has been created to make the Fablab Saigon identity stand out against its peers and competitors.

The logo features 3 primary colors: RED - the color of passion, enthusiasm and warmth; YELLOW - the color of optimism, warmth and adventure and BLUE - the color of peace, solidity and reliability.



#ED1555
R237 | G21 | B85
CO | M100 | Y56 | K0



#FFD600
R255 | G214 | B0
CO | M14 | Y100 | K0



#007DC5
R0 | G125 | B197
C100 | M40 | Y0 | K0



#414042
R65 | G64 | B66
CO | M0 | Y0 | K90



02. Typography

NIFTIT Creative specialize in the subtle art of typography. Considered selection, pairing and application of fonts can serve as the foundation of brand values. Fablab Saigon should be delivering their company communications with a confident sense of style and elegance that compliments their portfolio and clientele.

We propose a full guideline for proper and consistent application of typography across print and digital communication assets.

Font in use

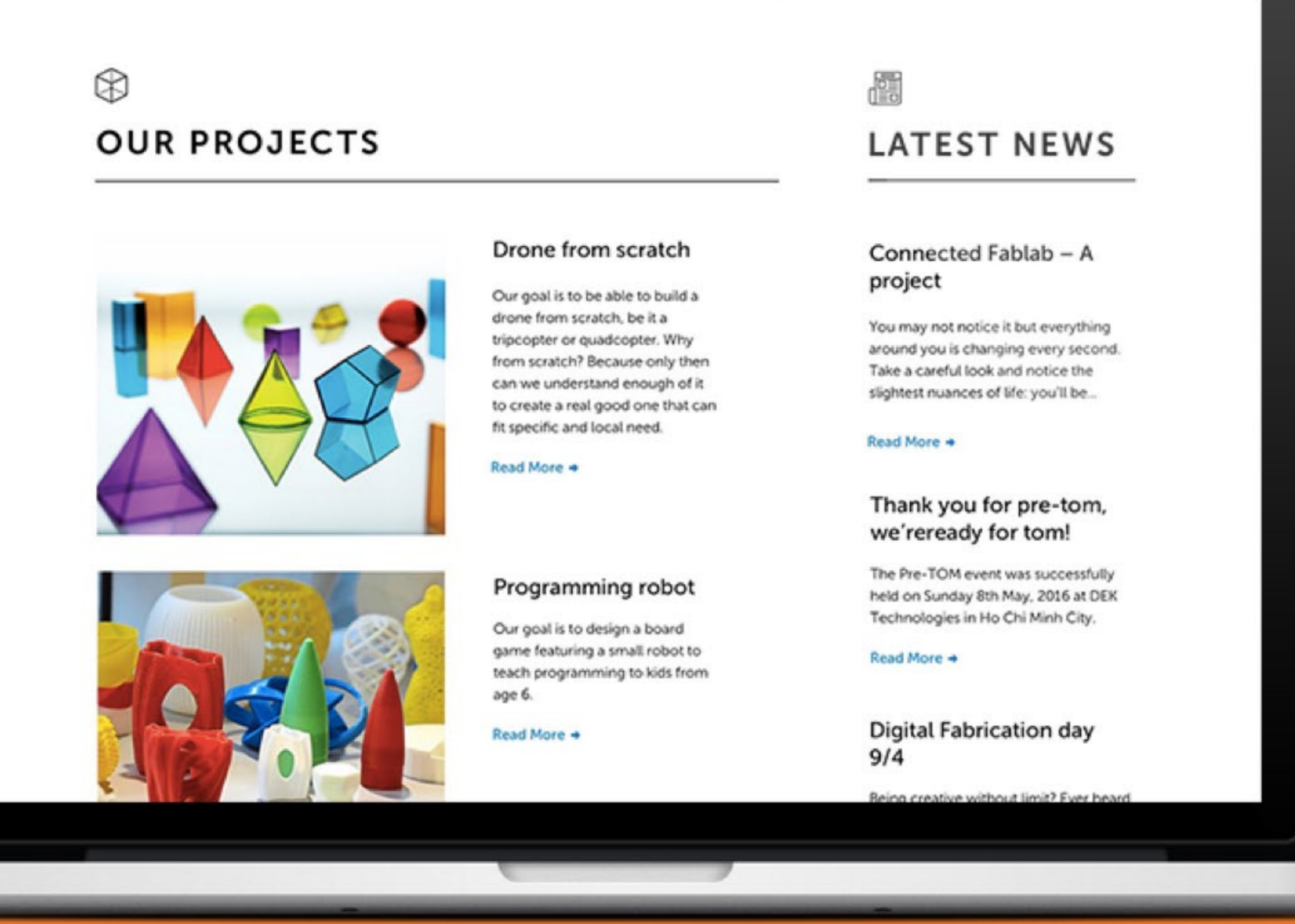
Museo San Font

Museo Sans is a full-featured, highly legible sans serif font family that sports a familiar look and is based on the popular Museo serif typeface.

Museo Sans has a sturdy, low contrast, geometric design style that works well in both text and display sizes.

03. Corporate Identity

Logo devices can be reused across many different mediums and presentations. The distinctive colours and shapes are easily recognizable for promoting the brand.



Fablab Saigon was really glad that NIFTIT took the initiative to lead the revamp of our visual identity. Although this is a pro-bono project, your team professionally and actively followed up with us to ensure a smooth and productive collaboration experience. We are pleased that the new logo has a cool factor to it. We think it conveys our spirit as a youthful and dynamic community very well.

Mai Nguyen
Fablab Master



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