

# Branding Guideline

v20250818



# Lablup builds products that make it easy to operate and scale AI.

We strive to address the challenges of sharing scientific and engineering research through a standardized platform, while also automating the entire process—from preparing research to delivering final code. Our AI infrastructure operating platform, Backend.AI, delivers top-class efficiency and speed with patented fractional GPU scaling, supporting AI workloads of all sizes, across industries such as telecommunications, finance, and healthcare.

# AI Infrastructure Operating Platform built for every scale.

Backend.AI streamlines the entire workflow—from massive distributed model training to inference, supporting multi-node, multi-tenant—through robust pipeline management, ensuring that all processes are executed securely, dynamically, and concurrently in one single software platform.

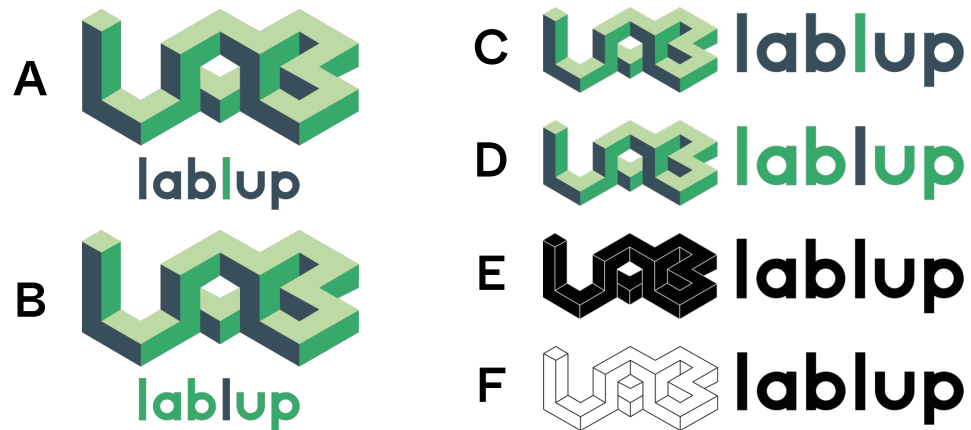
# Company logo – Usage guide

The Lablup logo is our primary logo and is commonly used in partnership materials.

The logos provided must not be modified or altered; if any changes are necessary, permission must be obtained from the Lablup team.

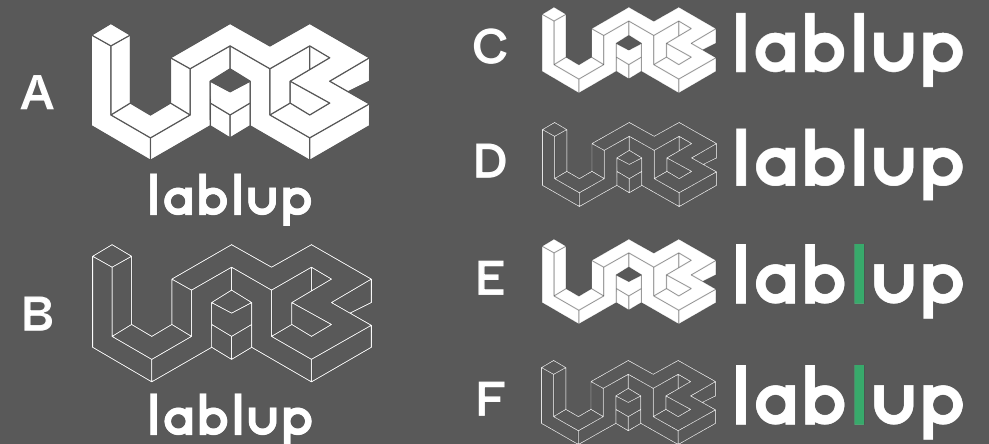
The logotype may be used without the wordmark, but this also requires approval from the Lablup team.

## White (Bright) Background



The A and C types are the primary reference to be used in partnership announcements. The B and D types may be used as alternatives, but only in limited cases where text readability is low. The E and F types are intended for cover pages of solution briefs or co-marketing materials, particularly when a flat, black-and-white design is required for a clean look.

## Dark (Colored) Background



The A and C types are the primary logo references for use on dark backgrounds. B and D types may be used as alternatives, for example when using a medium-sized logo where the color-filled wordmark is barely visible. If the logo needs to stand out in a black-and-white design, the use of the green pipe logo, such as types E and F is recommended.

# Service logo – Usage guide

We recommend placing the Backend.AI logo on white, black, or orange backgrounds in the formats shown below. However, the background color is not strictly limited, and three text color options (White, Backend Blue, or Black) may be used.

## Color types

Black

**backend** <sup>AI</sup>

Backend Blue

**backend** <sup>AI</sup>

White

**backend** <sup>AI</sup>

**backend** <sup>AI</sup>

**backend** <sup>AI</sup>

**backend** <sup>AI</sup>

**backend** <sup>AI</sup>

**backend** <sup>AI</sup>

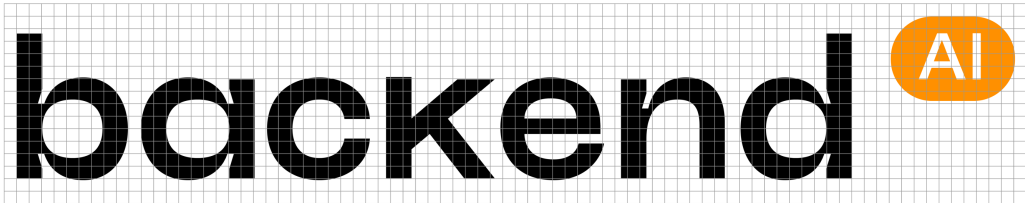
**backend** <sup>AI</sup>

**backend** <sup>AI</sup>

**backend** <sup>AI</sup>

# Logo – Safe area

To avoid interference with other elements, a safe area equivalent to the width of one character must be maintained around the logo. The logo must also adhere to the following grid guidelines.



# Logo – Partnership branding

Lablup logo and partner logo must be aligned in the same size.

If material is from Lablup side, Lablup logo must be in front of partner logo, and vice versa.

We recommend using the same type of logo. (e.g., Vertical Partner logo and Vertical Lablup logo, vice versa.)

## Partnership Basic



## Co-work (Authorization needed before use)



The ‘|’ symbol (pipe) is the most neutral indicator for co-branding.

- The pipe symbol should be used for joint announcements and when announcing support for specific software or hardware.
- When using the pipe symbol in titles or body text, the ‘–’ (en dash) should be used instead.

The ‘x’ mark is reserved for active partnerships that specifically emphasize “collaboration,” and should be used in a limited manner.

- The ‘x’ mark may be used when announcing the initial launch of a partnership with another company.
- To avoid confusion with logo text, the ‘x’ mark should be visually differentiated by using a different font weight or size..
- Prior approval is required before using any of these forms.

# Restrictions Apply

- It is restricted to move or break the position of the graphic part and wordmark.
- It is restricted to distort the logo or change the vertical/horizontal ratio.
- It is restricted to put graphics on the logo or combine the logo with graphics.
- It is restricted to put unauthorized branding endorsement on/nearby logos.
- It is restricted to put a logo on a busy background.
- Partial change of colors of 'AI' element on Backend.AI logo is strictly prohibited.
- Do not use the old version of the logo as you are told to do so.
- The Korean logo does not exist. It is deprecated and not supposed to be used.
- Basic Branding Kit includes SVG and PNG format of logos.
- If additional type of logo format (e.g., .AI file, etc.) is needed, feel free to request.

# Company color – Usage guide

Following information is about key colors of Lablup and Backend.AI.

PRIMARY

Lablup Green  
#28AB6C

Pure Black  
#000000

Backend Blue  
#D6EDF5

Bright Orange  
#FF9D00

SECONDARY

AI Cloud

Deep Violet  
#C54BD2

Open Source

Azure Blue  
#03B5E5

MLOps

Foundational Blue  
#0037FF

# End of Documents

