

TENBŌ LABS.

BRAND BOOK

How Tenbō Labs looks, sounds and shows up. The system behind every identity, film and post we put into the world.



WHO WE ARE

Tenbō Labs is a premium branding and content agency. We architect visual identities and high-impact content strategies for founders who demand excellence, and turn their vision into market-leading authority.

Everything in this book comes back to one idea: founders deserve a presence as ambitious as their vision.

THE NAME

展望

TENBŌ noun

Japanese for “outlook”, the view from higher ground. We help founders see further, then make sure the market sees them.

01

BRANDING

Visual identities with a point of view, built to be recognised at a glance and remembered long after.

02

CONTENT

Story-led films, design and social, engineered for attention and built to hold it.

03

AUTHORITY

Consistency compounds. We turn presence into trust, and trust into market position.

HOW WE SOUND

Our words carry the same weight as our visuals. Four traits keep every caption, proposal and post on-brand.

PREMIUM, NOT POMPOUS

01

We sound expensive because we are precise, not because we use big words.

WE SAY "We architect premium visual identities."

NOT ~~"Best-in-class, synergistic, world-class solutions."~~

CONFIDENT, NOT LOUD

02

Short, declarative lines. We state it once and let the work back it up.

WE SAY "Elevate your presence."

NOT ~~"THE #1 AGENCY YOU WILL EVER NEED!!!"~~

DIRECT

03

Get to the point. Founders are busy, so every sentence has to earn its place.

WE SAY "Let's build."

NOT ~~"We'd love to explore potential synergies together."~~

FOUNDER-FIRST

04

We write to one ambitious person, not to a market segment.

WE SAY "For founders who demand excellence."

NOT ~~"For businesses of all shapes and sizes."~~

OUR NAME

Tenbō Labs in sentences, macron included. TENBO LABS. only as the Anton wordmark. Never TenboLabs or TBL.

CASE

UPPERCASE for headlines, buttons and labels.
Sentence case for everything people read.

PROOF

Lead with numbers, not adjectives. "465K+ views in 30 days", not "massive reach".

OUR SIGNATURE

A confident geometric wordmark with one detail that matters: the macron over the $\bar{o}$. Never redraw it. Always start from the supplied files.



Tenbō
LABS

Primary. On Cream, white and light imagery.



Tenbō
LABS

Reverse. On Dark Purple and deep imagery.



TENBO LABS.

DIGITAL WORDMARK

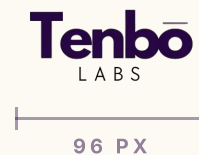
Live Anton text for navigation and footers, where the full logo would be too fine.



Tenbō
LABS

CLEAR SPACE

Keep x, the cap height of LABS, clear on every side. The supplied files already include it.



Tenbō
LABS
96 PX

MINIMUM SIZE

96 px wide on screen, 25 mm in print. Smaller than that, use the kitsune.

USE IT WELL

Four approved versions cover every background. Pick the one with the strongest contrast, then leave it alone.



PRIMARY

Cream and light backgrounds



REVERSE

Dark Purple backgrounds



MONO DARK

Single-colour print, light fills



MONO WHITE

Photography and video

PLEASE DON'T



Stretch or squash it



Rotate or tilt it



Recolour it outside the palette



Add shadows, glows or effects



Place it on busy backgrounds



Crop or cover any part of it

MEET THE KITSUNE



Our mascot and secondary mark. It brings warmth where the wordmark would feel formal: app icons, avatars, stickers and small moments of delight.

In Japanese folklore the kitsune is a fox of uncommon intelligence that grows wiser, and changes form, with age. Ours is the face of Tenbō Labs: sharp, a little playful and always watching the horizon.

- ✓ Use the supplied artwork. Never redraw, restyle or animate it off-model.
- ✓ Keep it upright and whole, ears included.
- ✓ Sit it on Cream or Dark Purple, with room to breathe.
- ✓ It supports the logo. In formal contexts the wordmark leads.



APP ICON



AVATAR



FAVICON

THE PALETTE

Four colours in fixed proportions. Cream leads, Dark Purple anchors, Light Purple and Gold are the spice.

CANVAS

CREAM

60%

HEX #FCFAF2

RGB 252 250 242

HSL 48° 63% 97%

CMYK 0 1 4 1

The default background. Warm, quiet and roomy, so the purple can do the talking.

INK

DARK PURPLE

30%

HEX #280644

RGB 40 6 68

HSL 273° 84% 15%

CMYK 41 91 0 73

Headlines, body copy, primary buttons and full-bleed dark sections.

ACCENT

LIGHT PURPLE

8%

HEX #BA84C9

RGB 186 132 201

HSL 287° 39% 65%

CMYK 7 34 0 21

Accent words in headlines, hover states, highlights and the LABS in our wordmark.

SIGNAL

GOLD

2%

HEX #D4AF37

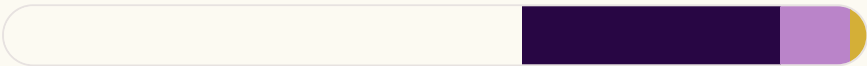
RGB 212 175 55

HSL 46° 65% 52%

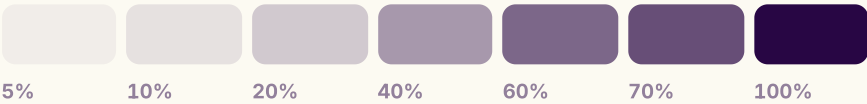
CMYK 0 17 74 17

Rules, dots and small moments of distinction. A little goes a long way.

PROPORTION



DARK PURPLE TINTS



5–10% for borders and fills. 40–70% for secondary text.

CONTRAST

Aa

16.7:1

AAA

Body copy and headlines

Aa

16.7:1

AAA

Reversed text

Aa

6.0:1

AA

Accents on dark

Aa

8.3:1

AAA

Signals on dark

Aa

6.0:1

AA

Text on accent fills

Aa

2.8:1

DECORATIVE ONLY

Oversized display accents only

TYPE WITH PRESENCE

Two families, two jobs. Anton speaks up, Inter does the work. Both are free on Google Fonts.

Aa

Anton

HEADLINES AND NUMBERS

Regular 400. Always uppercase, tracking -0.05em, leading 0.85.

Aa

Inter

BODY AND INTERFACE

400, 500 and 700. Body copy, buttons and the uppercase micro-labels.

GROUND RULES

- ✓ One typeface per heading. Never mix fonts in a line.
- ✓ No italics, anywhere.
- ✓ Emphasis comes from Light Purple or weight, not a second font.

DISPLAY

ELEVATE YOUR PRESENCE

Anton 100 / 0.85, -0.05em

HEADING

AUTHORITY, SCALED

Anton 48-64, uppercase

LEAD

We architect premium identities for founders who demand excellence.

Inter 20 / 1.6, 70% ink

BODY

Consistency compounds. Every post, film and page should look like it came from the same room.

Inter 16 / 1.6

LABEL

PREMIUM BRANDING & CONTENT AGENCY

Inter Bold 10, +0.2em, uppercase

BUILDING BLOCKS

The small, repeatable pieces that make a page feel like ours: pill buttons, quiet labels, big numbers and a hint of gold.



GET STARTED

VIEW WORK

BUTTONS

Full pill, Inter Bold 14, +0.1em, uppercase. Dark Purple fill turns Light Purple on hover.



BRANDING · CONTENT · AUTHORITY

EYEBROW LABEL

Sits above headlines. 20% Dark Purple border on a 5% fill.

465K+

VIEWS IN 30
DAYS

4,700

FOLLOWERS
GAINED

METRICS

Anton numbers over Inter labels. Proof first, always.



Tenbō Labs

GOLD ACCENTS

A 2 px rule at 60% and a 10 px dot. One gold moment per view, no more.

AMBIENT GLOW



Soft radial glows of Light Purple (30%) and Gold (20%).
Backgrounds only, never behind body copy.

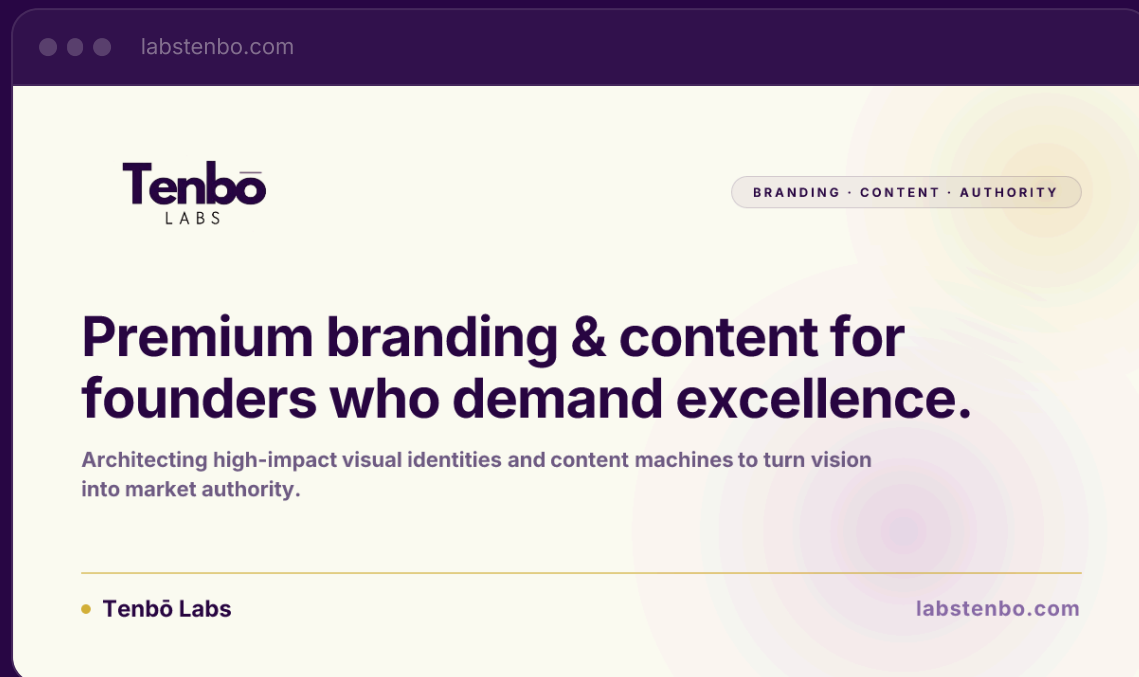
SHAPE



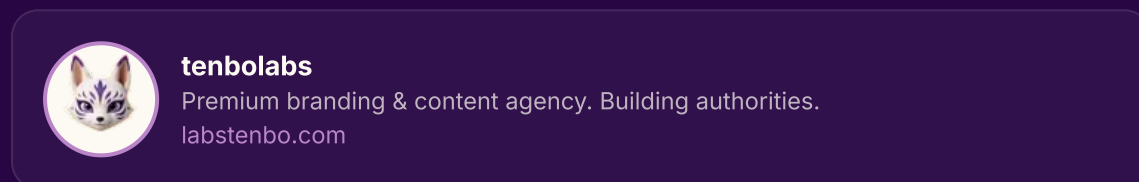
Pills for actions, 16–24 px radius for cards and media, circles for people.

OUT IN THE WORLD

How the system comes together on the surfaces people actually see.



LINK PREVIEW · 1200 × 630



SOCIAL PROFILE



BUSINESS CARD · 85 × 55 MM



SOCIAL POSTS · 1080 × 1080

TAKE IT WITH YOU

Everything you need to build with the brand.
If something is missing, ask us before
you improvise.



BRAND BOOK

This guide as an A4 landscape PDF · 1.6 MB.

labstenbo.com/brand/tenbo-labs-brand-book.pdf



ASSET KIT

Logos, kitsune, colour tokens and this PDF in one folder · 3.0 MB.

labstenbo.com/brand/tenbo-labs-brand-kit.zip

Logo, primary	Cream and light backgrounds	PNG · 27 KB
Logo, reverse	Dark Purple backgrounds	PNG · 8 KB
Logo, mono dark	Single-colour print, light fills	PNG · 8 KB
Logo, mono white	Photography and video	PNG · 8 KB
Kitsune	1024 × 1024, transparent background	PNG · 1.6 MB
Colour tokens	Custom properties for the palette	CSS · 1 KB
Colour tokens	HEX, RGB and CMYK for design tools	JSON · 1 KB

QUESTIONS ABOUT THE BRAND? LET'S TALK

labstenbo.com/contact