



FLC Sub-brands

The FLC has developed sub-brands for its key products to better distinguish the products while reinforcing the parent brand, FLC.

Each sub-brand has its own color to separate it from the other products/services. The colors are a nod to the regions and are used to enhance the sub-brand as follows:

The logo for FLC Labs in Action, featuring the hexagonal icon with an orange arrow pointing up and to the right, followed by "FLC" in dark blue and "Labs in Action" in orange.	Labs in Action: orange is an "active" color to highlight "active" success stories; forward moving technologies; orange is also the secondary color palette in FLC style guide.
The logo for FLC Awards, featuring the hexagonal icon with a yellow arrow pointing up and to the right, followed by "FLC" in dark blue and "Awards" in yellow.	Awards: yellow highlights "gold" in a trophy/medal; precious metal; a special honor for recipients.
The logo for FLC Business, featuring the hexagonal icon with a light blue arrow pointing up and to the right, followed by "FLC" in dark blue and "Business" in light blue.	FLC Business: light blue ties in with the main FLC dark blue color in the style guide; and is the most common color used in business logos.
The logo for FLC LabTech in Your Life, featuring the hexagonal icon with a dark red arrow pointing up and to the right, followed by "FLC" in dark blue, "LabTech" in dark red, and "in Your Life" in dark red.	LabTech in Your Life: the dark red compliments the FLC dark blue navy color, and is a nod to our patriotic red, white and blue of federal innovation in all of these technologies.
The logo for FLC Education, featuring the hexagonal icon with a teal arrow pointing up and to the right, followed by "FLC" in dark blue and "Education" in teal.	Educate: teal is comforting and energetic; used in a lot of tech imagery; and relates well to advancing the tech transfer profession.

Within the hexagon shape, each sub-brand takes its color to highlight the arrow in the logo showing forward movement, dynamic upward motion, action for the sub-brand and the parent brand. This design shows the growth of the FLC stemming from not only the co-operative

partnership with AUTM, but also the many changes that the FLC is undergoing to achieve its vision in the strategic plan to be the "premier Federal technology transfer organization."

In addition, the FLC logo is slightly larger to convey its role as the parent to the sub-brand. Also, because of the length of LabTech in Your Life, we placed it horizontally rather than vertically to create balance not only to the sub-brand, but to all the sub-brands put together.



For additional information and permission to use the sub-brand images, please contact the FLC at info@federallabs.org