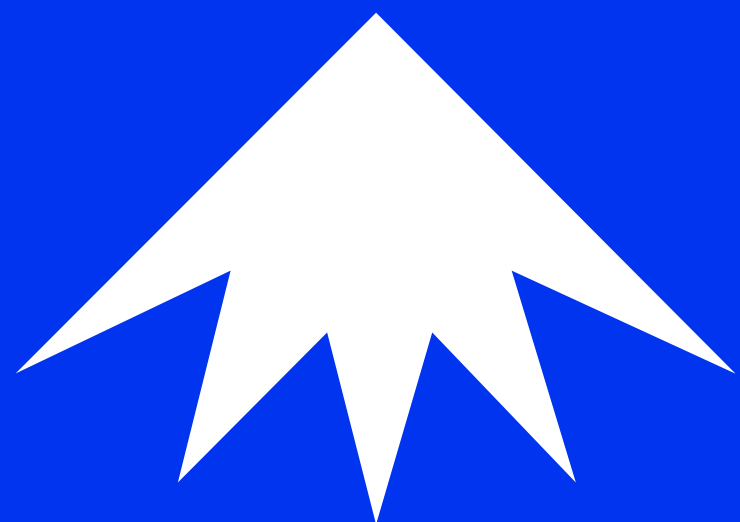




Brand Toolkit

v1.0

August 2026

Celeste Labs



These guidelines help keep the Celeste Labs brand clear, consistent and recognisable.



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Logo



We have four main
variations of our logo



Symbol

Celeste Labs

Workmark



Celeste Labs

Lockup



Stamp



Snow capped summit

Derived from a snow-capped mountain peak, our symbol represents ambition, progress and the drive to reach new heights.

It is used sparingly, primarily for avatars and account images where a compact, recognisable brand mark is needed.





Stamp

The stamp is our primary logo and is available in two versions to ensure clarity across applications. Use the wire version on dark backgrounds and the filled version on light backgrounds.



Stamp (wire)



Stamp (filled)



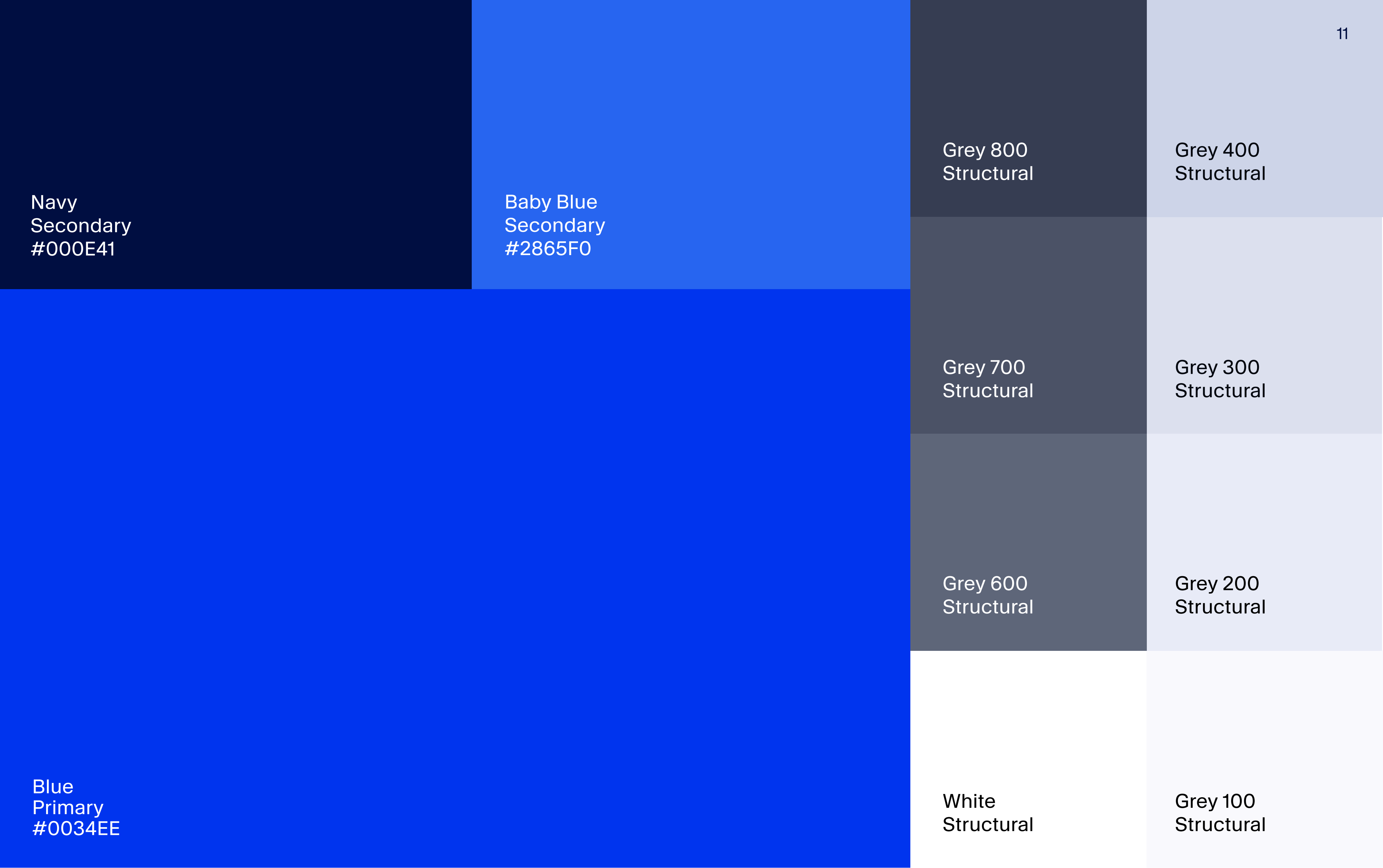
Lockup

The logo lockup combines our stamp and wordmark to provide clear, immediate brand recognition. It is used across public-facing communications, including the website, presentations, proposals, reports, event materials, signage and marketing collateral.





Colour



Navy
Secondary
#000E41

Baby Blue
Secondary
#2865F0

Grey 800
Structural

Grey 400
Structural

Grey 700
Structural

Grey 300
Structural

Grey 600
Structural

Grey 200
Structural

Blue
Primary
#0034EE

White
Structural

Grey 100
Structural



Typography



Typography

Waldenburg is our primary typeface. It is a sophisticated, carefully drawn sans serif typeface, specifically designed to be adaptable for all uses while still remaining a warm and print-like character.

Waldene



Typography

Waldenburg is used exclusively in Regular. Headings feature tight tracking and line spacing, while changes in size and colour create a clear, flexible hierarchy.

The following is an example of typographic hierarchy:

H1
44px, 105%
-2%

Dependable digital infrastructure
and reliable systems

H2
32px, 110%
-2%

Celeste Labs is a team of engineers, designers, and operators building dependable digital infrastructure

H3
24px, 115%
-1%

Intelligent Document Processing

H4
20px, 120%
-1%

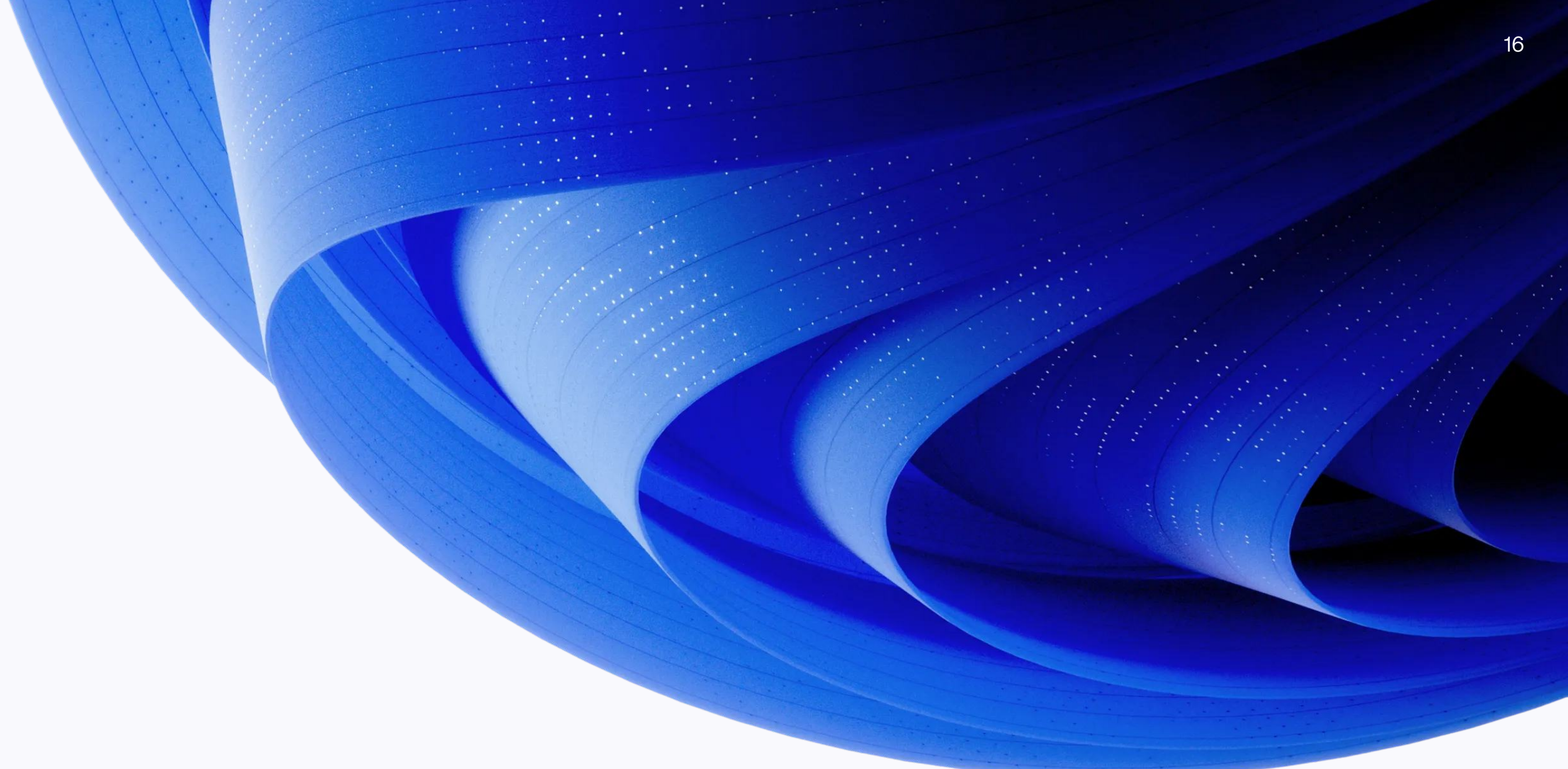
Intelligent Document Processing

P
16px, 150%
0%

AI-powered document processing pipelines that extract, classify, and validate data from PDFs, emails, invoices, and forms automatically.



Graphic Elements

An abstract graphic element consisting of several overlapping, curved, blue bands that create a sense of depth and movement. The bands are rendered with a gradient from light blue to dark blue, and some have a fine, dotted texture. They are set against a white background.

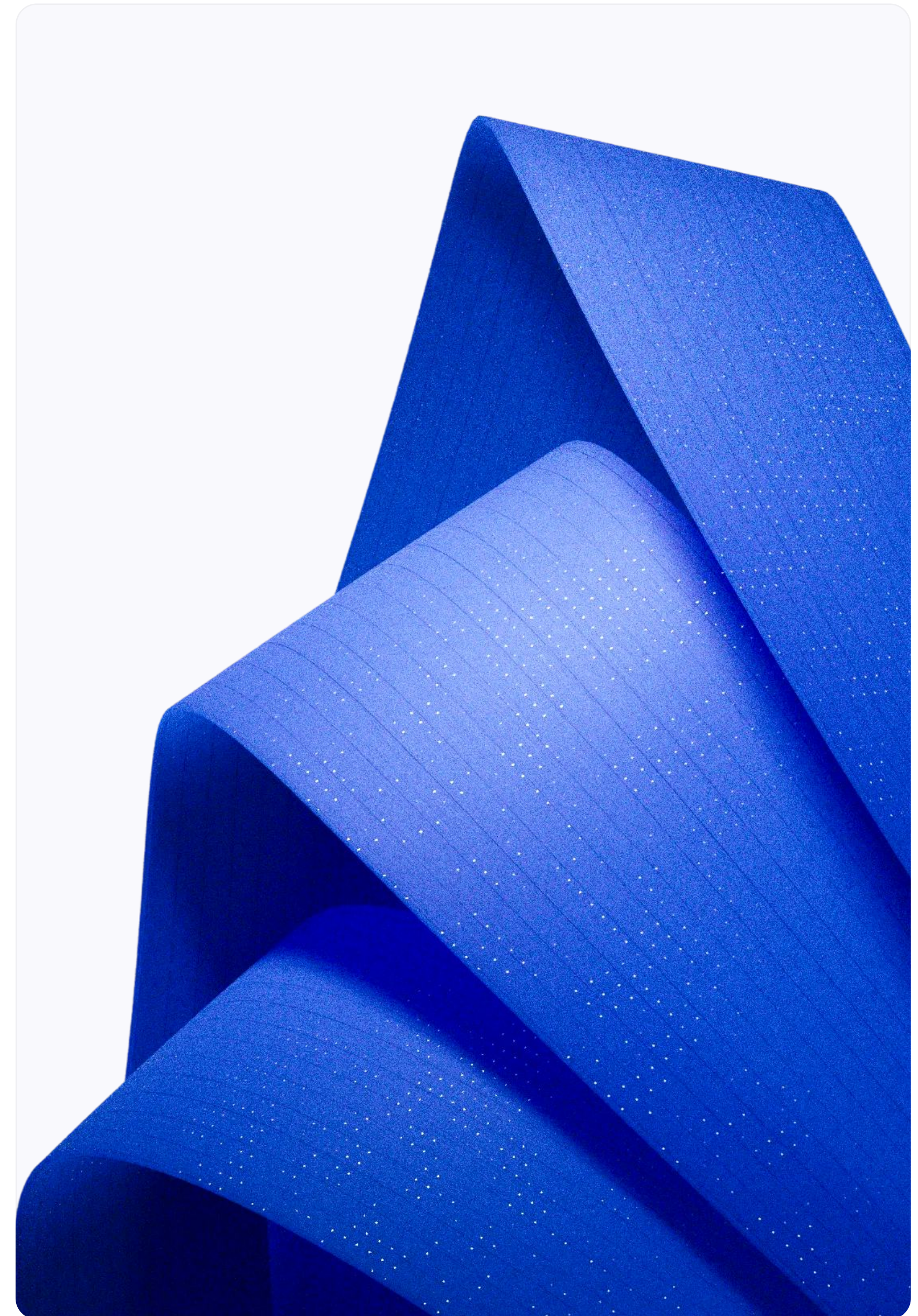
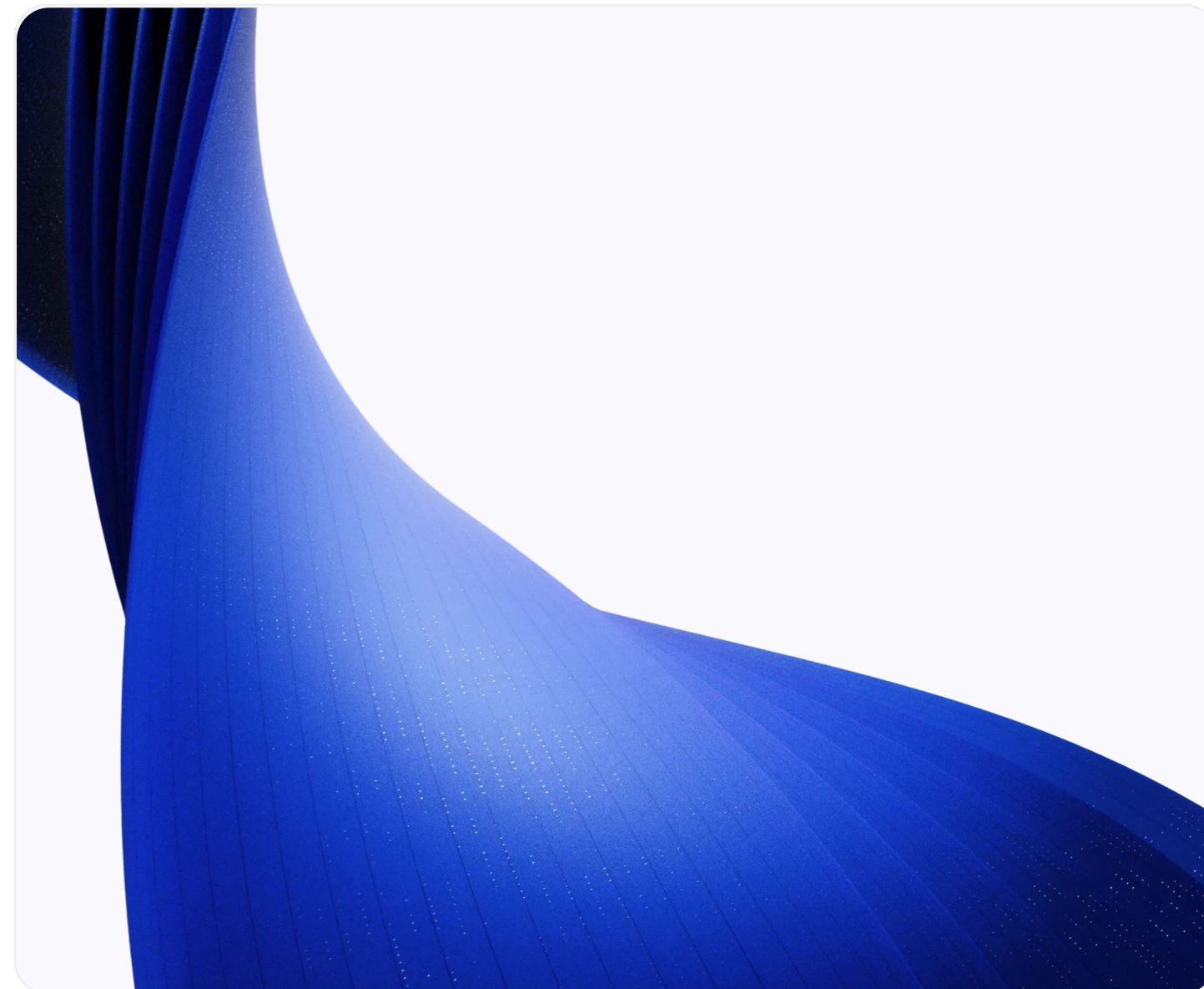
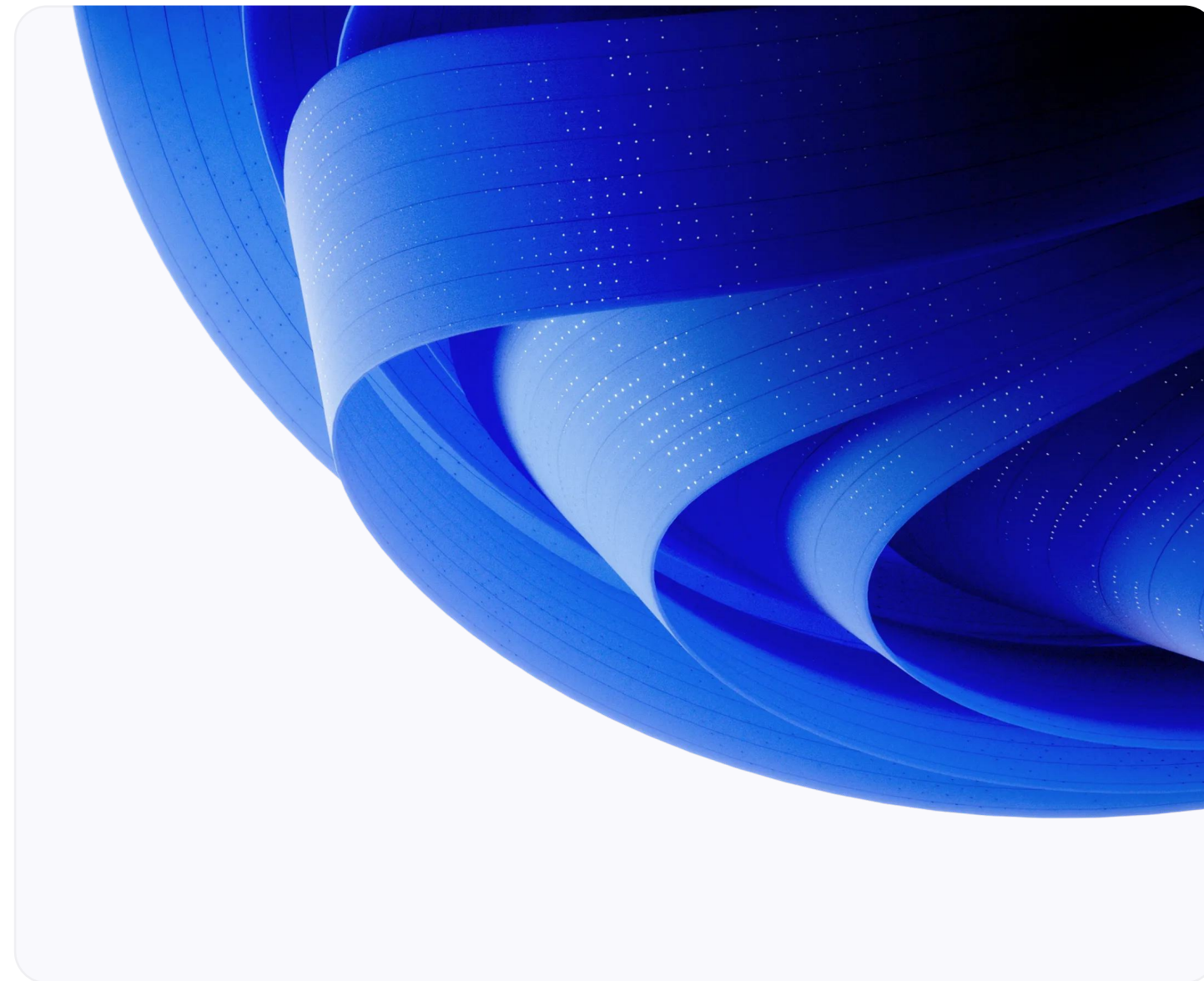
Graphic Elements

Our graphic elements combine expressive 3D renders with precise, system-style illustrations. The renders bring depth, movement and energy, while the illustrations communicate complex ideas with clarity. Together, they create a distinctive and flexible visual language across brand and digital applications.



Renders

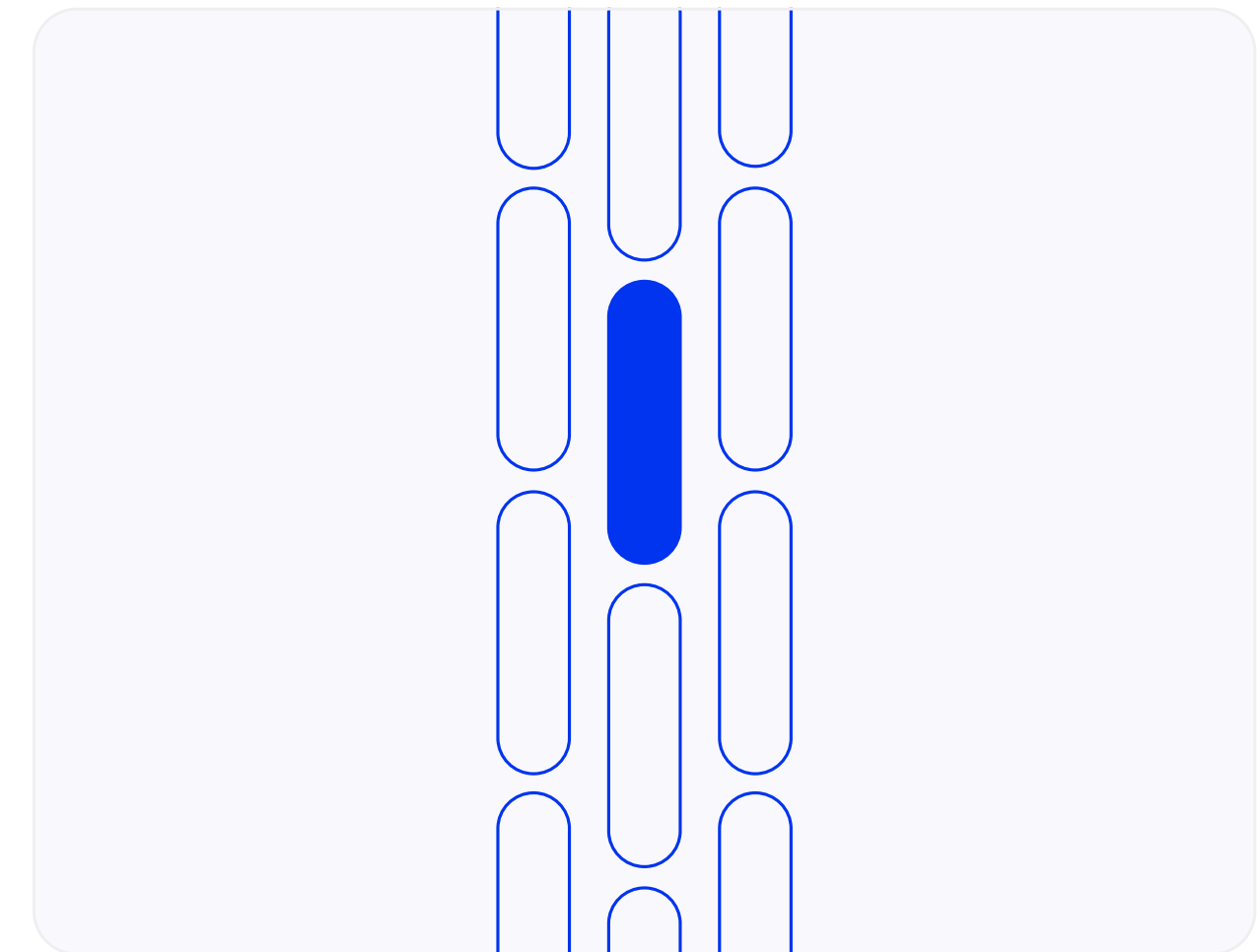
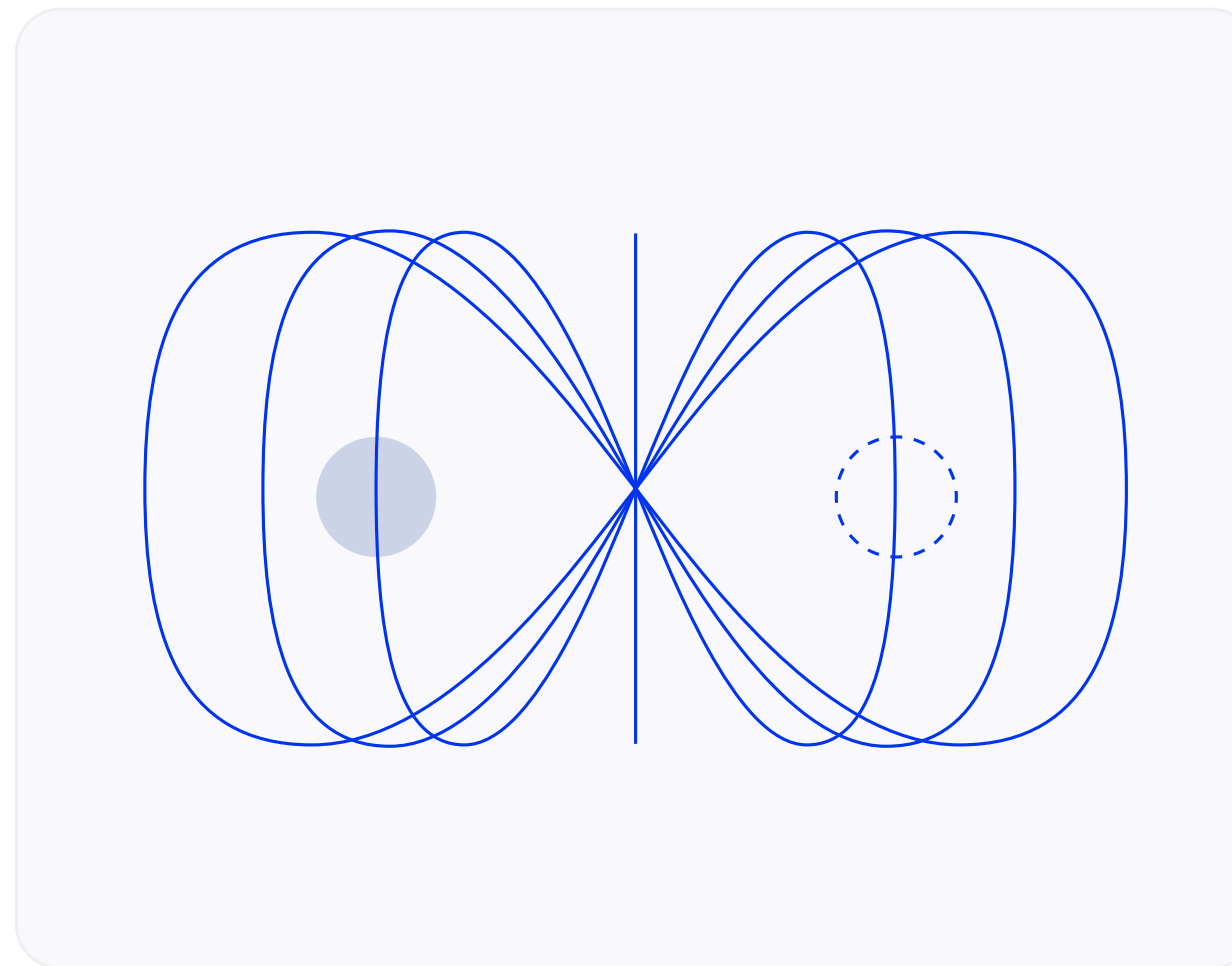
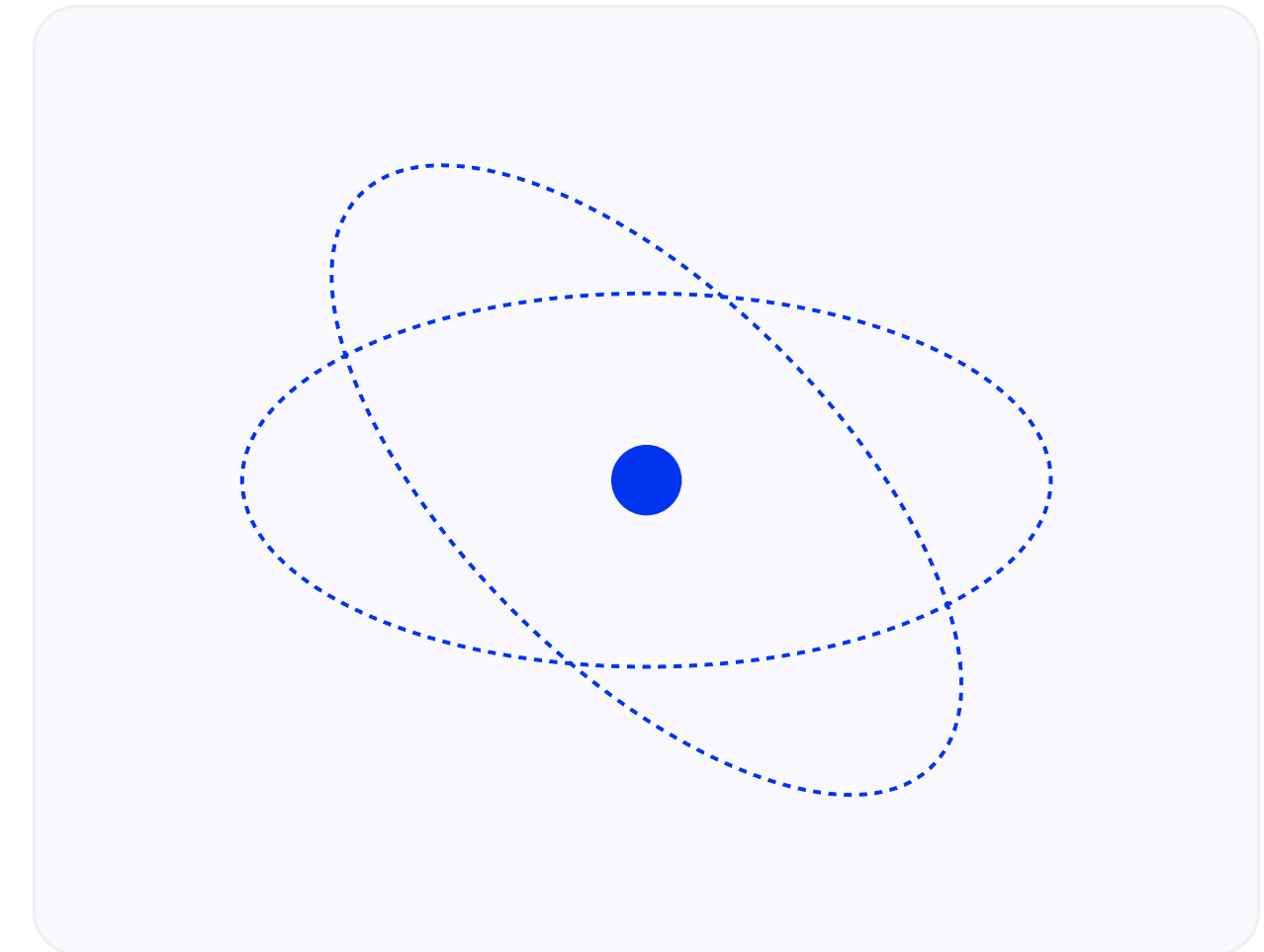
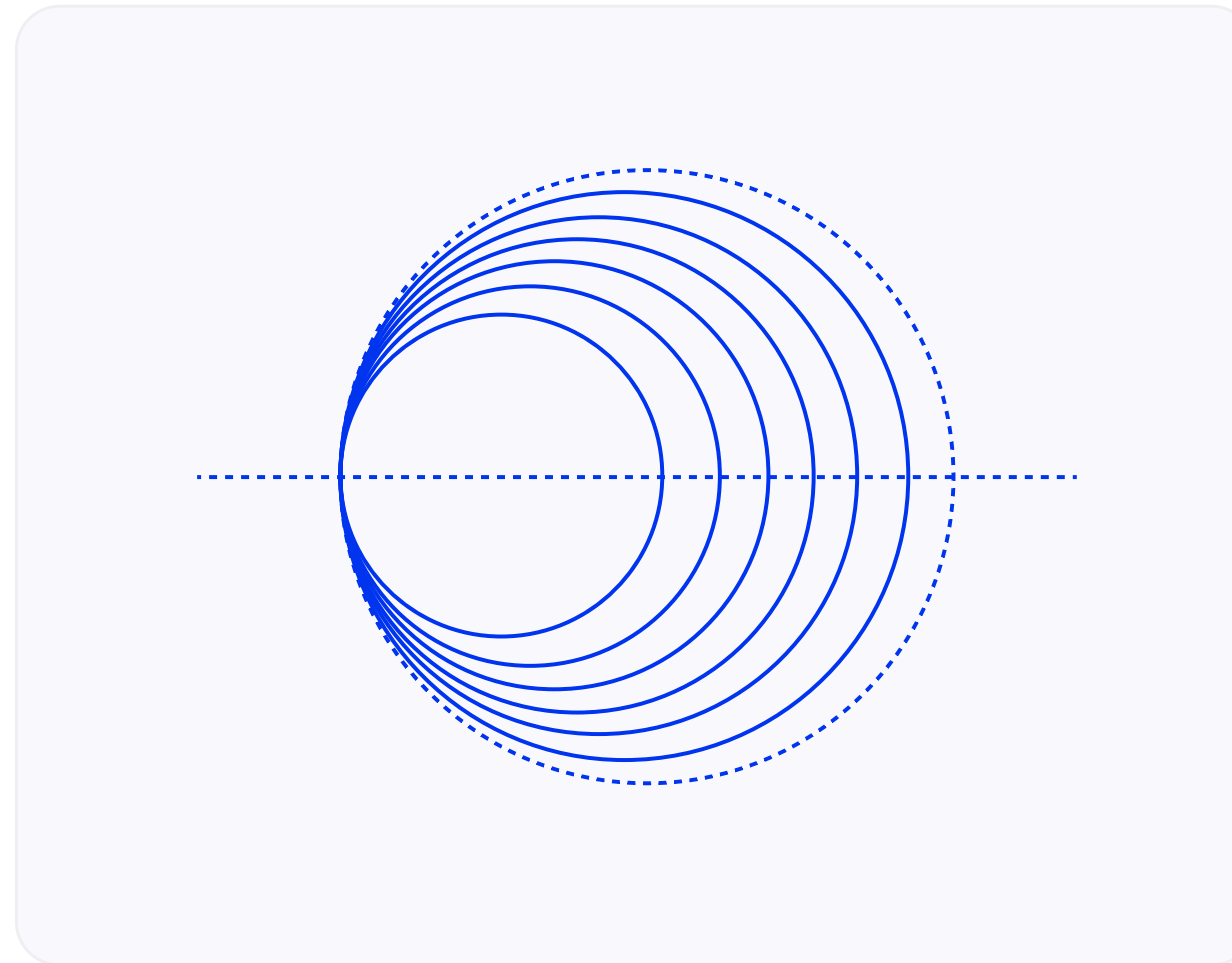
Our 3D renders use soft, flowing forms inspired by movement in the natural world. Their layered surfaces and rising silhouettes offer a subtle nod to mountains, bringing a sense of depth, scale and calm to the brand.





Illustrations

Our illustrations use precise lines, simple geometry and repeating forms to visualise complex systems and ideas. Inspired by technical diagrams, they bring clarity and structure while giving the brand a distinctive, ownable character.





Application



Celeste Labs

ServicesWorkAbout

Start a project

Dependable digital infrastructure and reliable systems for modern teams

ServicesCybersecurityAutomation

AI

Data ManagementDevOpsInfrastructureOperations



Intelligent Document Processing



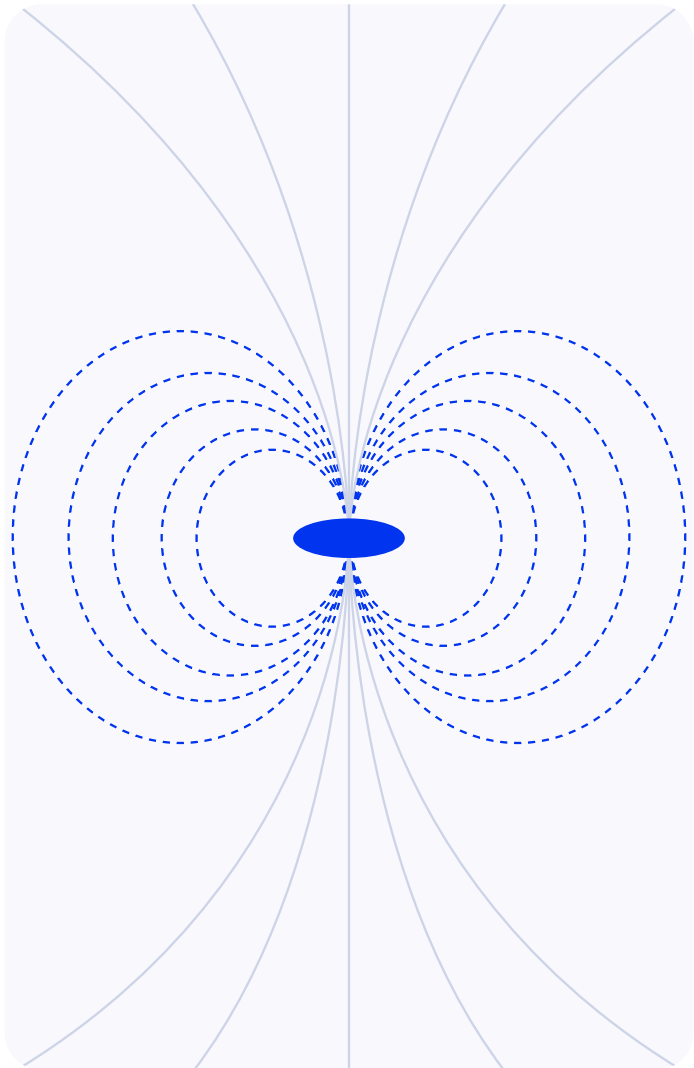
AI-Embedded Applications



AI-Enhanced Business Capabilities



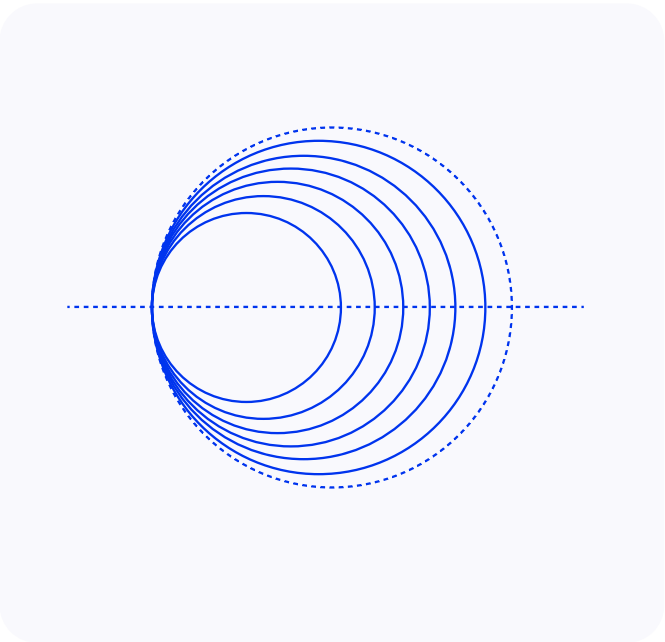
MyIntegra



Successful automation of 6,000 invoices a day



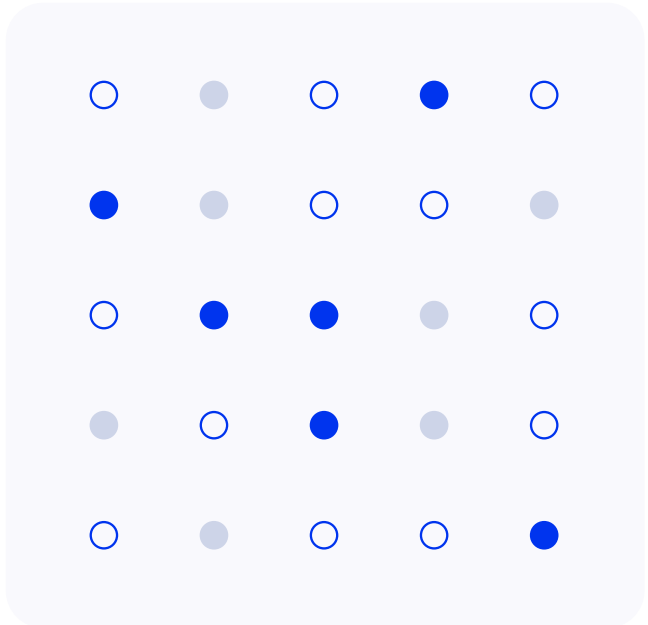
Derive



Implemented comprehensive Application Performance Monitoring and SRE practices



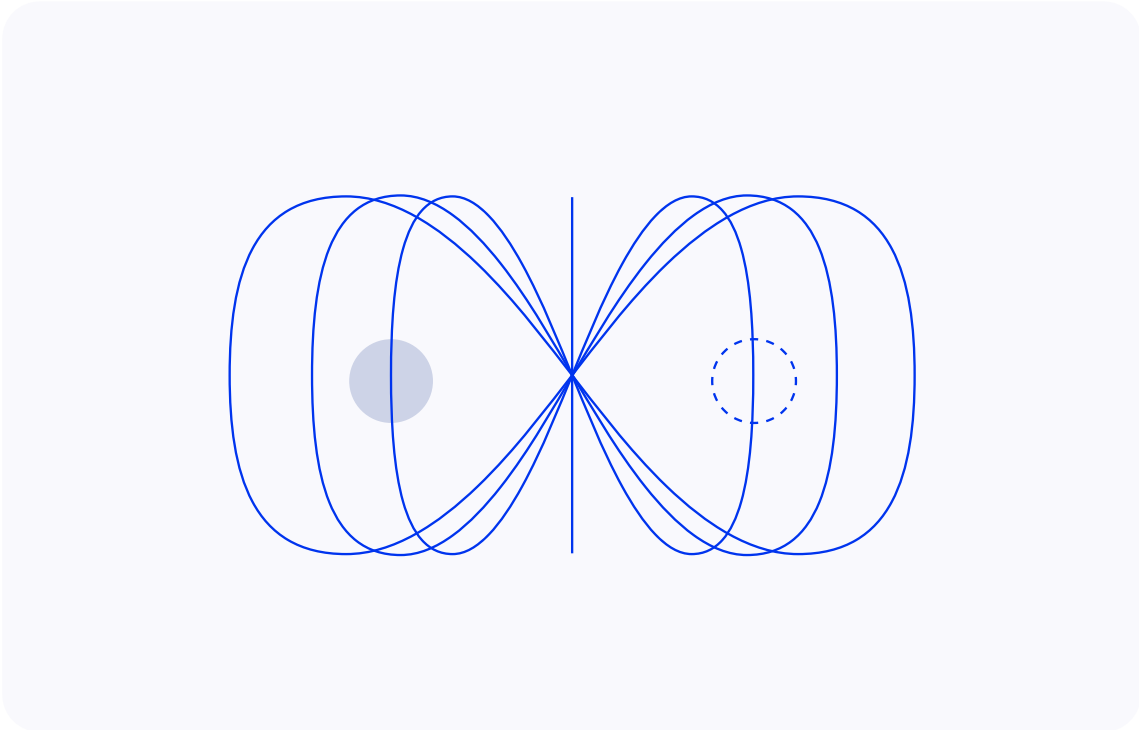
DevMode



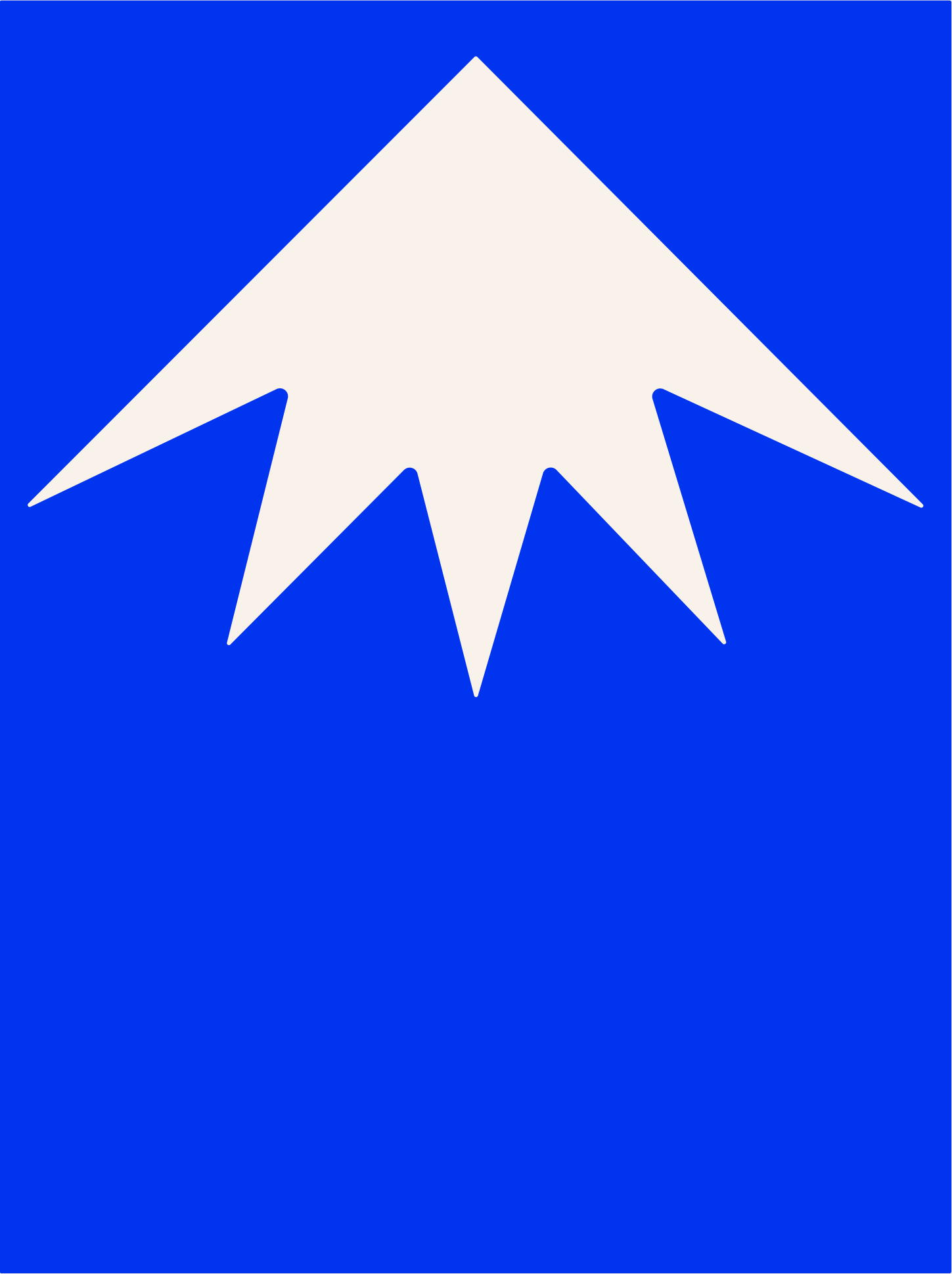
Designed and deployed enterprise AWS landing zone architecture



Dalliance

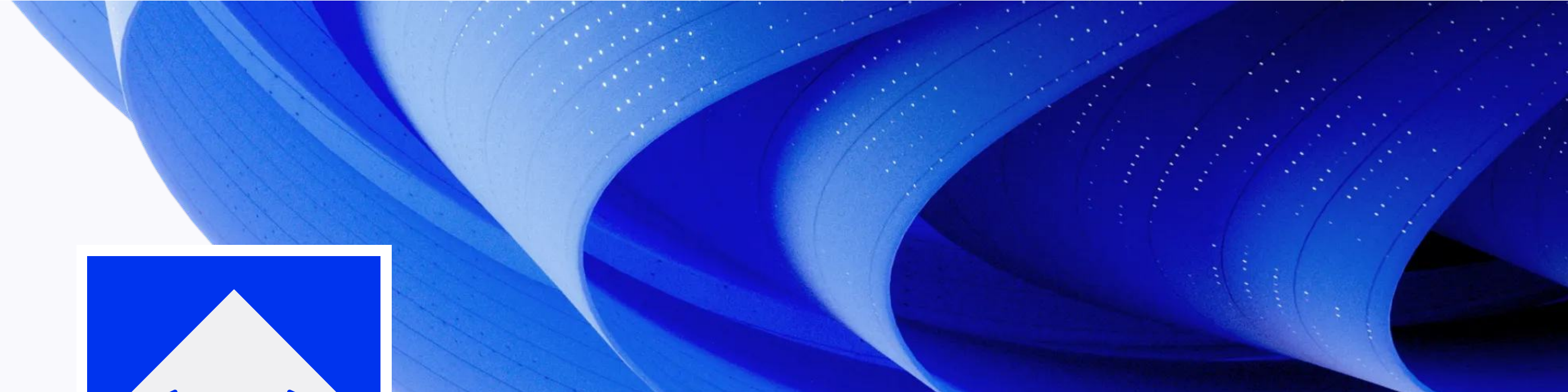


Led MVP transformation and established modern CI/CD practices



 **Celeste Labs**

Dependable digital infrastructure and reliable systems for modern teams





Celeste Labs

Engineering reliable systems that scale

IT Services and IT Consulting Melbourne, VIC 11 followers 2-10 employees

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For further info please contact
Raadad @ raadad@celestelabs.com.au

Thank you