Style Guide

Content

Work the team
We value diversity, individual development, and make space
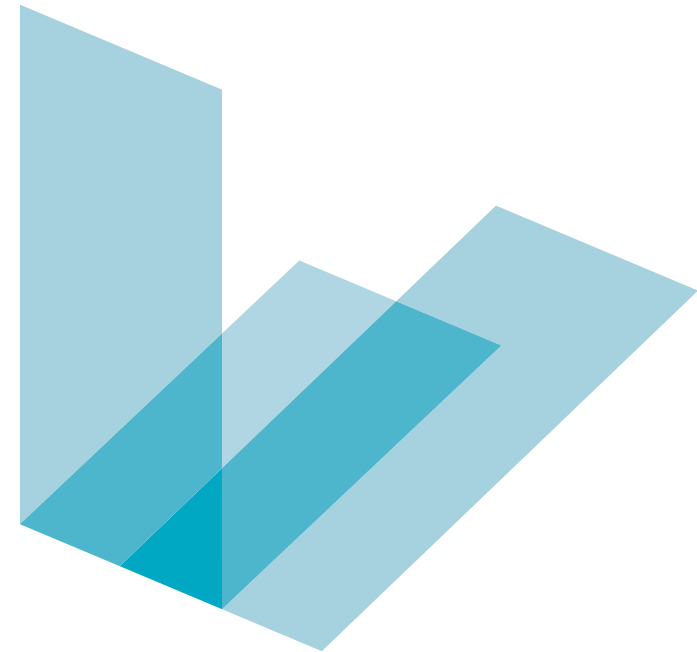for creativity.

Give things time
We grow at a natural pace, recognize the value of making
mistakes, stay calm and figure things out.

Make a good workplace
We have fun together and tune our work-life balance for
sustainable results.

Our logo is derived from the letters L and W, stylized and superimposed on each other, and delineated by denser shade where they converge.

The two letters represent our work mindset by forming concurring planes that depict a three-dimensional coordinate system. As software developers, we strive to design clearly structured systems, and keep complexity at bay.

V1

LAMBDA**WERK**

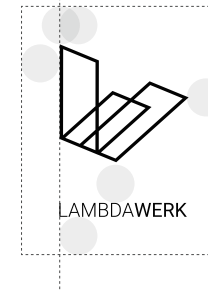V4

LAMBDA**WERK**

V2

LAMBDA**WERK**

V5

LAMBDA**WERK**

V3

LAMBDA**WERK**

V6

LAMBDA**WERK**

V1

V2

V3

V4
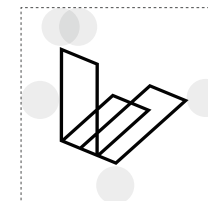
V5

V6

Mood-lifting, clean and cool, a move away from the primary hues, our colors play with the nuance and avoid harsh contrast.
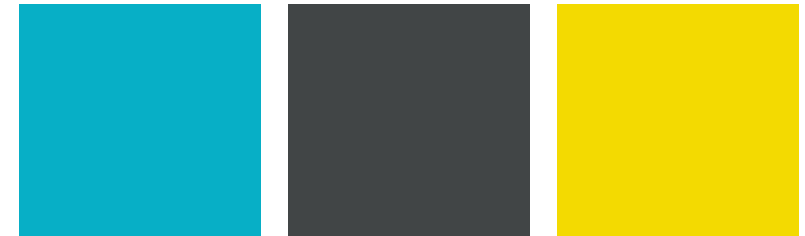
LambdaWerk Tropical Blue
LamdaWerk primary corporate color is the lighter blue with a bit of green: the blue represents confidence and strength, while green stands for health and growth.

LambdaWerk Slate
Our grey stands for balance, impartiality, and calm, and is used in the place of black; any plain text should be set in LW Slate to reduce the eye strain.

LambdaWerk Yellow
Our yellow stands for optimism, inspiration, and sunlight, and is used as an accent color.

LambdaWerk	Tropical Blue	Slate	Yellow
Pantone	3125 U	10454 C	10454 C
CMYK	C 80% M 3 % Y 21% K 2%	C 58% M 48 % Y 47% K 55%	C 0% M 5 % Y 100% K 6%
RGB	R 0 G 169 B 197	R 74 G 74 B 74	R 245 G 217 B 0
HEX	# 00A9C5	# 4A4A4A	# f4d800

70%	70%	70%
40%	50%	36%
20%	12%	16%
	5%	

Typography
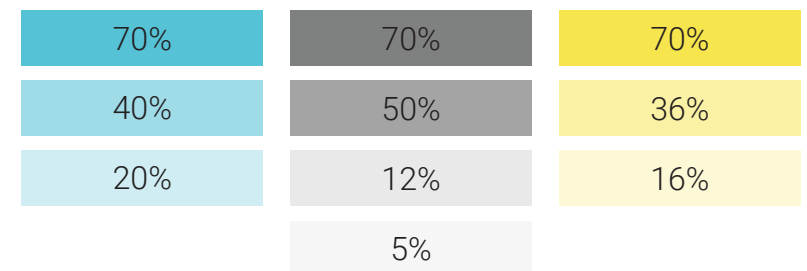
The LambdaWerk brand utilizes three typefaces; all can be employed in the browser as webfonts, hosted by Google.

Roboto
Our corporate typeface: a modern and clear-looking sans serif, available in a variety of weights.

Thin
Thin Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

Roboto Slab
Used exclusively for the names of our software products.

Thin
Light
Regular
Bold

IBM Plex Mono
Used exclusively for code.

Thin
Thin Italic
Extra-Light
Extra-Light Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic

LAMBDA**WERK**

Appreciative
Inviting
Relaxed
Clear
Expert
Witty

When writing for external audiences, make sure your content fits the following considerations for style, spelling, grammar, font, and capitalization:

1. Just make sure you're speaking quietly to the right people.
2. Always highlight the benefits and results, not features.
3. Pronouns: We (LambdaWerk) talk to You (potential colleague) for the website version after 2019
4. Jargon: Spell out which professional terms and phrases LambdaWerk adopts — be sure to use only terms that clarify.
5. Use American English
6. Follow the Chicago Manual of Style
7. Use our corporate font Roboto
8. Use sentence case

Imagery

Employee images are simple, consistently upbeat, background-less, borderless, slightly desaturated, and bright.

All other images are cool, subjective, simple, still life style, slightly de-saturated, and bright.

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LAMBDA**WERK**

LAMBDA**WERK**

NEW ADDRESS — We recently moved to a new office at:
9th floor, Tauentzienstraße 9-12, 10789 Berlin   ✕

Every day, our products ensure that millions of patients in seven U.S. states receive better and more complete oral health care and dental services.

About LambdaWerk

LambdaWerk GmbH is a software development and Web engineering company in Berlin, Germany. We specialize in data interchange and transformation systems for the U.S. managed healthcare sector.

Our solutions are used by MCOs (Managed Care Organizations) contracted to administer publicly-funded dental health care plans. The software we write delivers seamless and secure data interchange with the pool of legacy systems used by providers, clearing houses, authorization and settlement systems.

Our solutions process protected health information in full compliance with the U.S. Health Insurance Portability and Accountability Act (HIPAA).

We love programming!

We endeavor to implement the best development methods, management practices, and techniques. We are programmers by heart, and we choose our tools ourselves. We specialize in the use of Clojure for the development of our software but also have exposure to Common Lisp throughout the full stack of our applications suite.

We strive to support and motivate each and every one on our multifaceted and international team. Together, we are transforming the legacy ASC X12 EDI world.
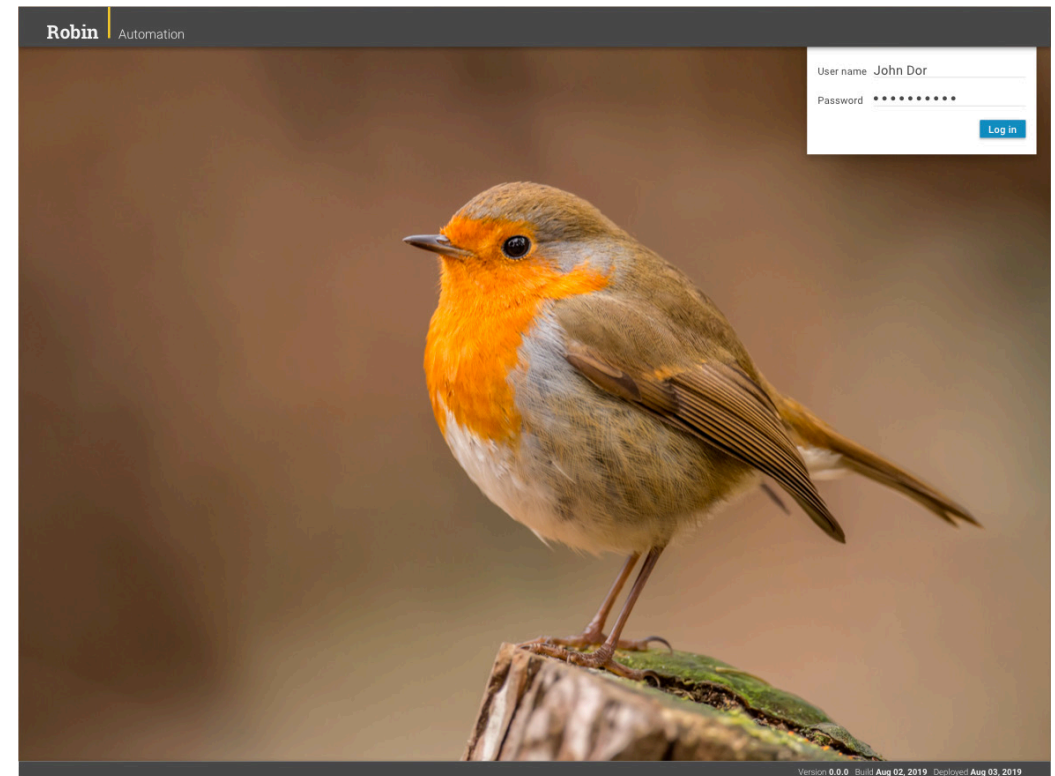
Presentations, (roll-up) banners, postcards, and stickers…

LAMBDA**WERK**

To give our products a distinct visual identity and likeable, easy-to-re-member names, we elected the avians as having the best combination of visual associations and name choices. The birds on the following pages have already been determined to meet the following criteria.

1. Common and familiar English names, no Latin or complex scientific words;
2. Birds that are common to North America;
3. Not the most common birds, such as: Eagle, hawk, owl, duck;
4. No direct symbolic connection to the product;
5. No unintended, adverse, incorrect, or misleading connotations.
6. When the bird's name is Googled, the images returned are mostly of the bird.
7. Short names are preferred, with two syllables being ideal.
8. The bird should, more or less, match the application in size (like a larger bird for the Encounter Submission System, and a smaller bird for PSQS).
9. The bird's name should be somehow phonetically linked with the application name, if possible.
10. The bird's name must have an easy and unambiguous pronunciation.
11. The chosen bird names should be easy to distinguish from the other names already chosen.

Robin | Automation

User name John Dor

Password ●●●●●●●●

Log in

Version **0.0.0** Build **Aug 02, 2019** Deployed **Aug 03, 2019**

LAMBDA**WERK**

The Alpha birds:

Heron | Encounter Submission System

Verdin | Automated Source Verification System

Robin | Business Process Manager

Finch | Eligibility Inquiry and Response

Towhee | File Transfer System

Pintail | Primary Source Query System

LAMBDA**WERK**

The Stand-in birds:

Plover	Primary Source Query System

Puffin	Eligibility Inquiry and Response

Starling	Eligibility Inquiry and Response

Curlew	Primary Source Query System

Sparrow	Automated Sourece Verification System

Tern	Eligibility Inquiry and Response

Catbird	Eligibility Inquiry and Response

Auklet	Automated Spreadsheet Maker

Stilt	Inspection Rules Catalog

LAMBDA**WERK**

Our products' GUIs are inspired by the Google's Material Design, but favoring muted colors and employing far less animation for action elements, such as buttons.

GUIs follow the right-to-left, top-to-bottom reading pattern, are optimized for readability, feature a clear, unobtrusive structure, and consistent layout across the different applications.

Each browser-based app starts with a full-screen image of the representative bird. The apps' responsiveness is restricted to a comfortable display on a tablet PC, smartphone screens are not supported.