

CORPORATE BRAND GUIDELINES

AMENDED MAY 2010



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INTRODUCTION

These guidelines have been created to ensure that the Cloud brand image is consistently applied across a variety of media. A company's brand is an important asset but brand image is easily diluted by inconsistent application.

LOGO

The Cloud brand identity is primarily embodied by our logo and our strap line "Clearly better sound". Over time a variety of slightly different versions of the logo have been developed. Whilst individually each of these variations had a sound reason behind their introduction the combined result can be confusing.

We have decided that the both the logo and the strap line should be retained in their basic format but the number of variations has been reduced. The rules for selecting the correct style are detailed in these guidelines along with the approved colour palettes.



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PRIMARY LOGO

The primary logo is the version with drop shadow shown below:



COLOURS:

PANTONE 285 (Blue)

Wherever possible the blue version of the logo should be used, against a white background. If it is absolutely necessary to display the logo on a coloured background or over an image, a white version of the logo should be used without drop shadow. The preferred background colour is Pantone 285 (Blue). Examples are shown on the following page.

SIZE:

The minimum size for the logo is 26mm(w) x 9.7mm(h) (Shown below). This size can be increased in strict proportion only.



STRAP LINE:

The strap line "Clearly better sound" should always accompany the logo, other than in the exceptions stated in these guidelines.

APPLICATIONS:

Corporate stationery, marketing literature, website, signage, advertisements and similar

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PRIMARY LOGOS - EXAMPLES



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PRIMARY LOGO - DO'S & DON'TS

This logo size can be increased in strict proportion only.

DO



DON'T



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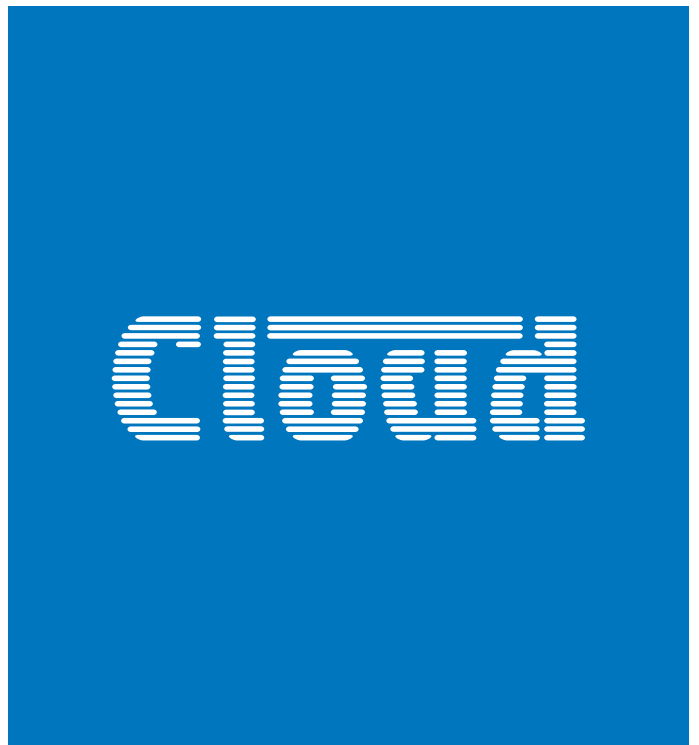
PRODUCT LOGO

Adding our logo to products needs special attention due to the differing print processes used. We have therefore created a second set of logos for this purpose. These simpler versions of the logo should never be used on other print media such as brochures, leaflets and stationery.

The preferred version of the product logo is the "striped" version printed in Pantone 285 (Blue).
On products the logo will not contain the strap line.

Where the logo cannot be printed in blue it can be printed white on a dark background.
The preferred background colour is Pantone 285 (Blue).

PRODUCT LOGO - EXAMPLES

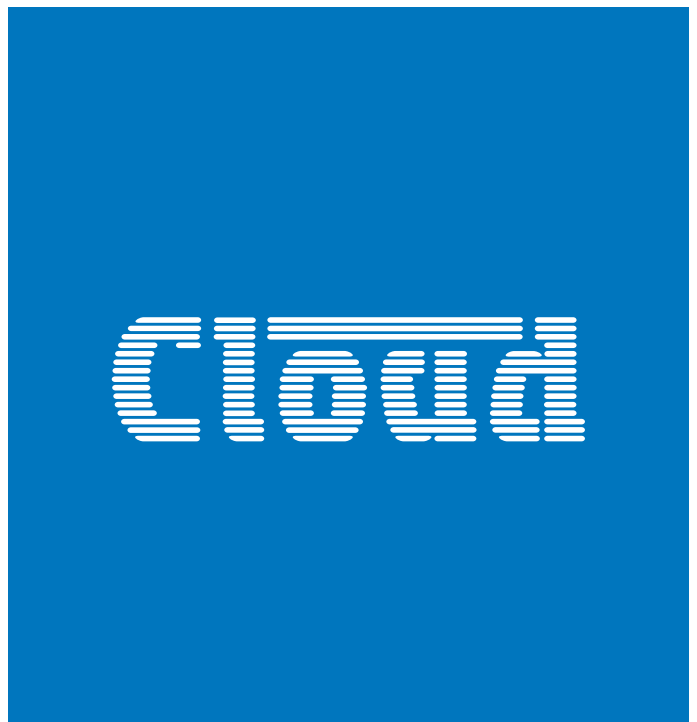


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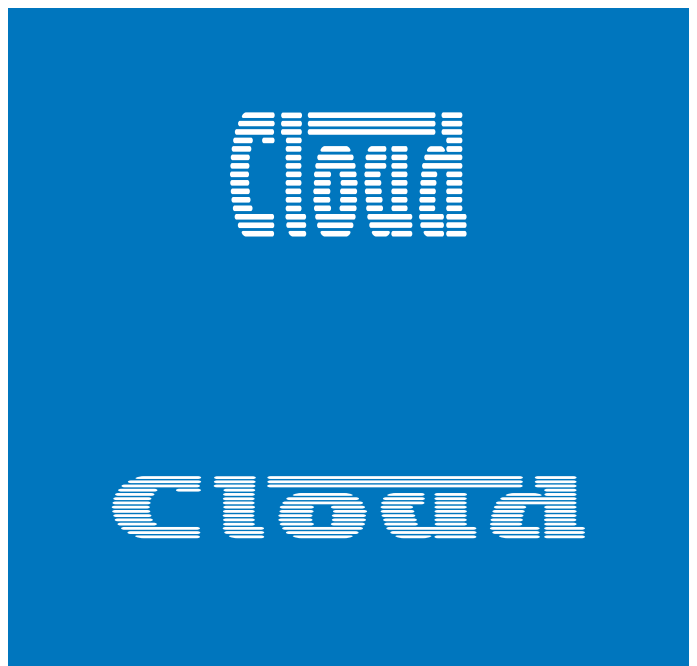
PRODUCT LOGO - DO'S & DON'TS

This logo size can be increased in strict proportion only.

DO



DON'T



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‘COMPONENTS’ LOGO

In certain circumstances it will not be possible to reproduce the “striped” version of the logo. Examples would be screen printing or embossing or printing at a very small size on a circuit board or similar. For these exceptional cases we have developed a solid version of the logo which can be printed blue on white or white on blue/dark backgrounds, or alternatively used for embossing etc.

The solid logo should never be used in any other circumstances than those described in these guidelines.

‘COMPONENTS’ LOGO - EXAMPLES



Cloud



Cloud

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'COMPONENTS' LOGO - DO'S & DON'TS

This logo size can be increased in strict proportion only.

DO



Cloud



Cloud

DON'T



Cloud



Cloud



Cloud



Cloud

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FONTS

We have chosen the fonts illustrated on the adjacent page (Gill Sans family) as our approved fonts. These have been chosen to complement our logo and form part of our overall brand identity. They should be used in all marketing literature and similar applications.

Standard font colour for most text applications will be black. For points of emphasis, such as headlines, use Pantone 285 (Blue). Both standard and light versions of the font can be used to create further emphasis options. For internally produced word processed documents the standard corporate font is Arial in black. Minimum 10 point size should be used.

GILL SANS

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

GILL SANS LIGHT

24 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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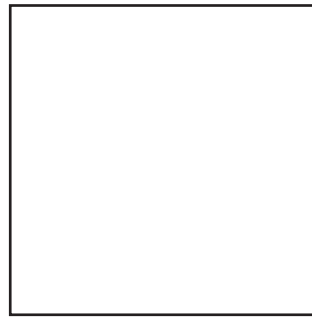
COLOUR USAGE: BRAND COLOURS



Pantone 285
C: 84 M: 51 Y: 0 K: 0
R: 27 G: 113 B: 180



Black
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

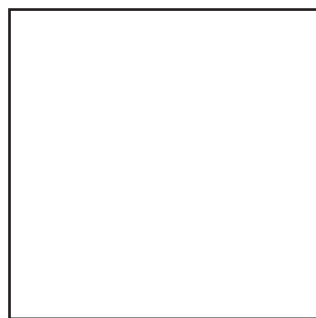


White
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

COLOUR USAGE: SUB BRAND COLOURS



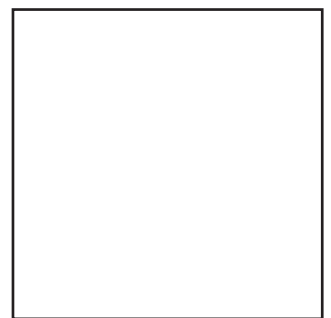
PUMPSTATION: Purple
C: 48 M: 78 Y: 0 K: 0
R: 151 G: 80 B: 150



Unspecified
C: 0 M: 0 Y: 0 K: 0



Unspecified
C: 0 M: 0 Y: 0 K: 0



Unspecified
C: 0 M: 0 Y: 0 K: 0

This page will be updated with all the sub brand colours, once they are known

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BROCHURES

A revised brochure layout is displayed below.

The back of the brochure (to the left) has a solid Pantone 285 background with a 3mm white strip to the bottom. The front cover is taken up with a detailed product shot, made into a Pantone 285 and Black Duotone. A 3mm Blue strip runs along the bottom of the cover, with the Cloud Logo in white to the top right, and the title of the document underlined. The underline should sit 125mm from the top of the page.



The Cloud logo should appear with the 'Clearly better sound' strapline. There should be no deviation from this.

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WEB

FONT FAMILY:

Gill Sans MT, Gill Sans, Arial, Sans-serif

HEADING 1 <h1>

Size 16px
Weight bold
Colour #0e6960



Example Text
(Primary)

Example Text
(Secondary)

HEADING 2 <h2>

Size 12px
Weight normal
Colour #0e6960



Example Text
(Primary)

Example Text
(Secondary)

PARAGRAPH <p>

Size 10px
Weight normal
Colour #888888



Example Text
(Primary)

Example Text
(Secondary)

LOGO:

Approved version with shadow and no strapline top left, in header

FOOTER:

To contain sitemap & terms (legal)

NOTES:

Websites should emulate the corporate style by incorporating the 'tabbed' structure indicated in the image to the right.

There are no prescriptive rules for the content area, however care should be taken to ensure the site feels clean, fresh and high-tech. Care must also be taken to ensure tidiness and consistency across the site.

