

CORPORATE BRAND GUIDELINES
AMENDED FEB 2016



CORPORATE BRAND GUIDELINES

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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CLOUD LOGO

The Cloud logo is shown below. It always appears on its own with no strapline.



COLOURS:

75% Black (Grey)
(C:0 M:0 Y:0 K:75)

Wherever possible the grey 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. The preferred background colour is 75% Black (Grey). Examples are shown on the following page.

SIZE:

The minimum size for the logo is 26mm(w) x 6.8mm(h) (shown below). This size can be increased in strict proportion only.



STRAP LINE:

The strap line "Clearly better sound" can be used elsewhere on the design.

CLEARLY BETTER SOUND

APPLICATIONS:

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

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CLOUD LOGO - EXAMPLES

Cloud

Cloud

Cloud

Cloud

CLOUD LOGO - DO'S & DON'TS

This logo size can be increased in strict proportion only.

DO

Cloud

Cloud

DON'T

Cloud

Cloud

Cloud

Cloud

CORPORATE BRAND GUIDELINES PRINT

FONT USAGE

We have chosen the Gill Sans as our corporate print font. This have been chosen to complement our logo and form part of our overall brand identity. Gill Sans should be used in all printed marketing literature and similar applications.

Standard font colour for most text applications will be Black. For points of emphasis, such as headlines, use Grey (75% Black). 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

20 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS LIGHT

20 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

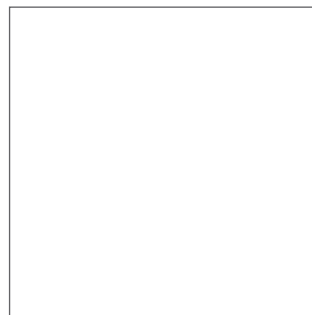
COLOUR USAGE: BRAND COLOURS



Grey
C: 0 M: 0 Y: 0 K: 75
R: 99 G: 100 B: 102



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



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

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BROCHURES

A revised brochure layout is displayed below.

The back of the brochure (to the left) has a solid Grey (75% Black) background.

The front cover is taken up with a detailed product shot, A 3mm Grey (75% Black) 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.



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WEB

FONT USAGE

We have chosen the Myriad Apple as our corporate web font. This have been chosen to complement our logo and form part of our overall brand identity. Myriad Apple should be used on all web based applications.

Standard font colour for most text applications will be Black. For points of emphasis, such as headlines, use Grey (#333).

MYRIAD APPLE

20 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

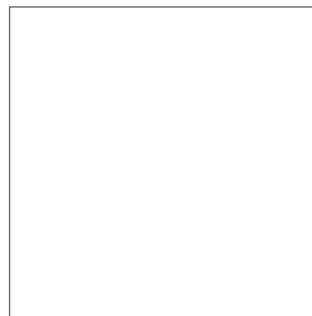
COLOUR USAGE: BRAND COLOURS



Grey
#333



Black
#000



White
#fff



Blue
#447fbf

