

CORPORATE BRAND GUIDELINES  
AMENDED JUNE 2020



# 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.



# CORPORATE BRAND GUIDELINES

## CLOUD LOGO

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



### COLOURS:

75% Black (Grey)  
(C:0 M:0Y;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.

# CORPORATE BRAND GUIDELINES

## CLOUD LOGO - EXAMPLES

Cloud



## CLOUD LOGO - DO'S & DON'TS

This logo size can be increased in strict proportion only.

### DO

Cloud



### DON'T

Cloud

Cloud



# CORPORATE BRAND GUIDELINES

## CLOUD CONTRACTOR SERIES LOGO - EXAMPLES



## CLOUD CONTRACTOR SERIES LOGO - DO'S & DON'TS

This logo size can be increased in strict proportion only.

### DO



### DON'T



# CORPORATE BRAND GUIDELINES

## PRINT

### FONT USAGE

We have chosen Calibri as our corporate print font. This has been chosen to complement our logo and form part of our overall brand identity. Calibri 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 Calibri in Black.

Minimum 10 point size should be used.

#### CALIBRI

20 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### CALIBRI LIGHT

20 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

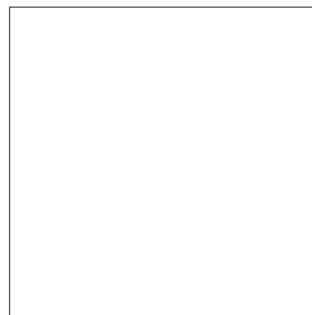
### COLOUR USAGE: BRAND COLOURS



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

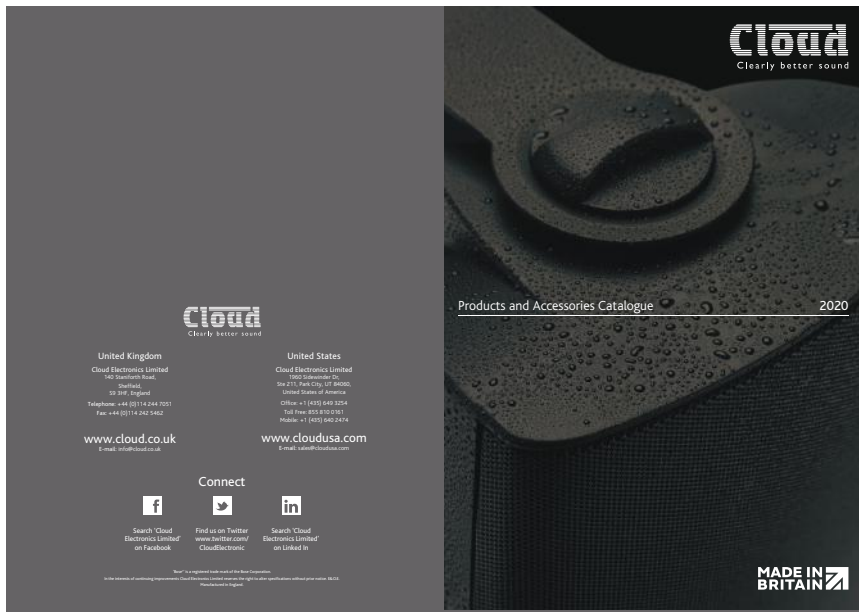
# CORPORATE BRAND GUIDELINES

## 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, the "Made in Britain" logo on the bottom right, and the title of the document underlined in the centre of the cover.

The underline should sit 125mm from the top of the page.



# CORPORATE BRAND GUIDELINES

## WEB

### FONT USAGE

As with the printed materials, Bliss is our corporate web font. This have been chosen to complement our logo and form part of our overall brand identity. Bliss 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).

### CALIBRI

20 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

10 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

### COLOUR USAGE: BRAND COLOURS



Grey  
#333

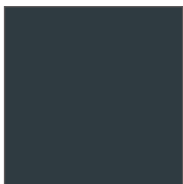


Black  
#000

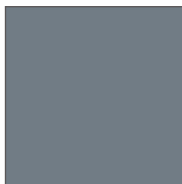


White  
#fff

### COLOUR USAGE: GREY TONES



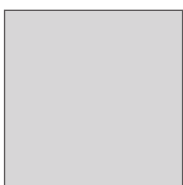
R:54 G:60 B:66  
#363c42



R:120 G:127 B:132  
#787f84



R:37 G:37 B:37  
#252525



R:215 G:215 B:215  
#d7d7d7



R:39 G:44 V:48  
#272c30

