

cloudvane

BRANDBOOK
2019

logo | introduction

Logo is the key element in building a visual identity and embodiment of any brand and representing its values. It is used throughout all the channels of communication in order to build awareness and brand value.

To preserve brand identity it is important to define constant and variable elements.

Visual standards must be followed exactly in any practical application in order to retain visual recognisability.

The purpose of this book is to make clear guidelines for using the logo, colors, fonts, and other basic graphic elements.



logo | introduction

Cloud Vane logo is composed of a rooster vane popping out from the cloud and typographic part “cloudvane”.

All the elements of the logo should be used exactly as explained in this book.



logo | color +

For the positive colored version of the logo we provided two colors that can be used. Rooster part can be used in two color variations. Radical red or blue.

Typographic part in the positive version should always stay in this dark grey value.



RADICAL RED
HEX: #FF3151
RGB: 255/49/81
CMYK: 0/92/60/0



DARK GREY
HEX: #4D4D4D
RGB: 77/77/77
CMYK: 0/0/0/85



NEON BLUE
HEX: #507DFF
RGB: 80/125/255
CMYK: 68/41/0/0



logo | color -

Negative color version of the logo share the same colors from the positive version except the typographic part which is in this case pure white.



RADICAL RED
HEX: #FF3151
RGB: 255/49/81
CMYK: 0/92/60/0



WHITE
HEX: #FFFFFF
RGB: 255/255/255
CMYK: 0/0/0/0



NEON BLUE
HEX: #507DFF
RGB: 80/125/255
CMYK: 68/41/0/0



logo | mono

Monocolor version can be either black or white. This option should only be used when the color versions are not suitable.



BLACK
WEB: #000000
RGB: 0/0/0
CMYK: 0/0/0/100

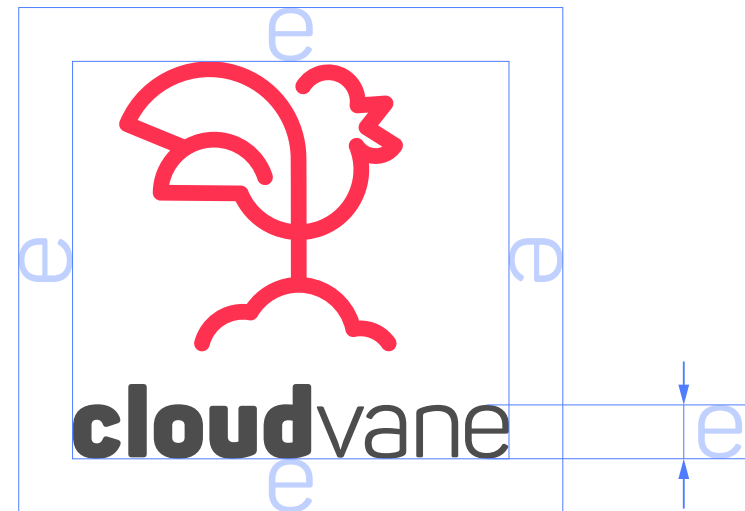


WHITE
WEB: #FFFFFF
RGB: 255/255/255
CMYK: 0/0/0/0



logo | safe space

To protect the logo, a minimum space is defined as height of the last letter “e” in the logo. That distance should always be maintained.



logo | minimum size

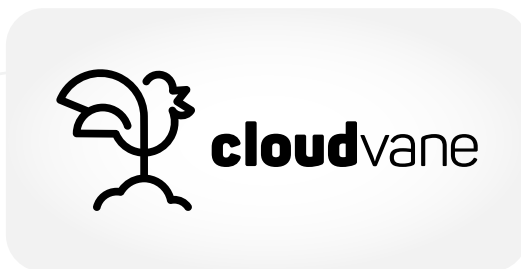
The logos can be reproduced in any size, but typographic part should never smaller than 4,5 mm in height in printed materials and 15 pixels in height in digital materials. Rooster part should be scaled accordingly.



logo | alternative arrangement

Along with each vertical version of the logo we also provided horizontal version.

All the rules for the vertical version must also be followed in the use of the horizontal version.



logo | examples

Do not
use vivid or highly saturated
backgrounds.



Do not
recolor the logo.



Do not
rearrange the logo
in any way.



logo | examples

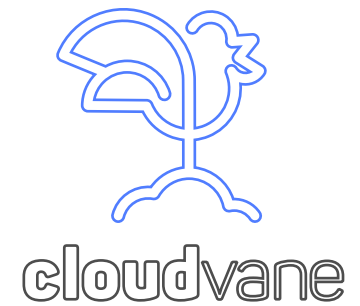
Do not
deform the logo in
any way.



Do not
use shadow to
separate the logo
from backgrounds.



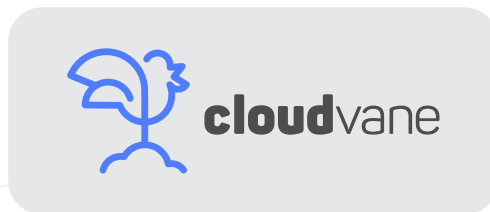
Do not
use any kind of
outline on the logo.



logo | examples

Do

use the logo on uniform and simple backgrounds.



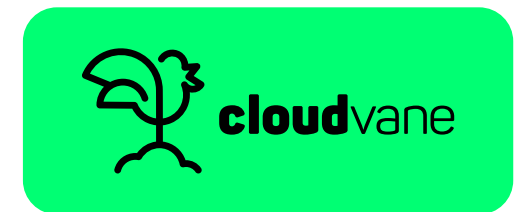
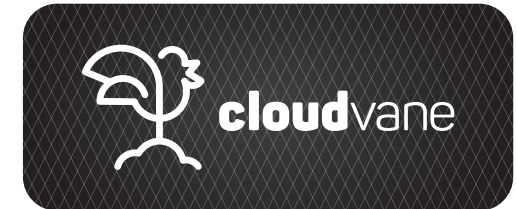
Do

use the logo on images with enough contrast.



Do

use simplified versions on busy or saturated backgrounds if necessary.



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colors | primary

We defined palette of colors that should be used to keep the same visual communication look and feel throughout different platforms.

Colors are divided in two groups, primary and secondary.

Primary colors are to be used as the main color and should dominate overall design.







Primary colors

COLOR:			
HEX:	#FF3151	#507DFF	#4D4D4D
RGB:	255/49/81	80/125/255	77/77/77
CMYK:	0/92/60/0	68/41/0/0	0/0/0/85
PANTONE:	192 C	279 C	425 C

colors | secondary

Secondary colors are used to expand primary palette and to complement primary colors when designing. They can be used as highlights or backgrounds but should not dominate overall design.







Secondary colors

COLOR:						
HEX:	#242E45	#A2BAD7	#5E3D75	#D9CAE9	#68D5C3	#97F3DB
RGB:	36/46/69	162/186/215	94/61/117	217/202/233	104/213/195	151/243/219
CMYK:	88/77/46/46	36/19/5/0	73/87/25/11	13/20/0/0	53/0/32/0	35/0/22/0

colors | secondary greys

Secondary greys palette is provided to expand secondary set with more neutral options. Similar to secondary colors they can be used as highlights or backgrounds but should not dominate overall design.

Primary colors

COLOR:						
HEX:	#000000	#5D6066	#999BA4	#DCDDE6	#F3F4f9	#FFFFFF
RGB:	0/0/0	93/96/102	153/155/164	220/221/231	243/244/249	0/0/0/0
CMYK:	0/0/0/100	0/0/0/75	0/0/0/45	9/8/0/1	3/6/0/2	255/255/255

typography | fonts

To make communication by Cloud Vane unique and independent, we have provided two fonts.

Both fonts should work in harmony and complement each other.

Panton font is primary used for headlines, titles, subtitles and accents.

Axiforma is used for all the other information including: copy text, accents.

Panton

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 !@#
\$%^&*()**

Panton

abcdefghijklmnop
rstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 !@#
\$%^&*()

Panton

abcdefghijklmnop
rstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 !@#
\$%^&*()

Axiforma

abcdefghijklmnop
rstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 !@#
\$%^&*()

typography | examples

Panton font family should be used for main headlines, titles, subtitles, or other accents to make something stand out in overall design.

Axiforma is the main body text font. It can also be used for minor accents, buttons, etc.

example 2

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod **tincidunt ut laoreet** dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel

LOREM IPSUM ▶

example 1

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. **Ut wisi enim ad minim** veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat *nulla facilisis at vero* eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

LOREM IPSUM ▶

example 3

Lorem ipsum dolor sit amet

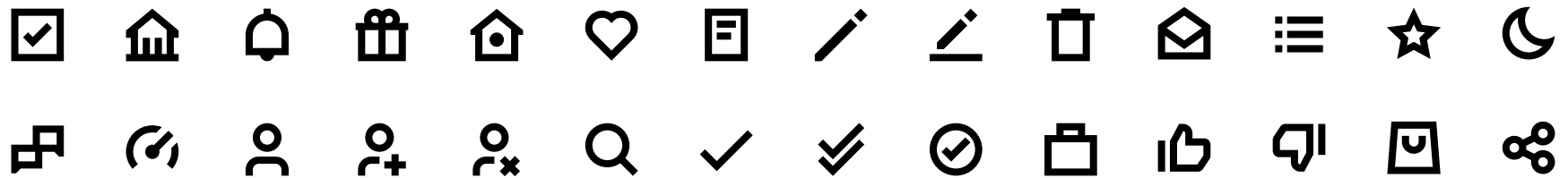
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. **Ut wisi enim ad minim** veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum

LOREM IPSUM ▶

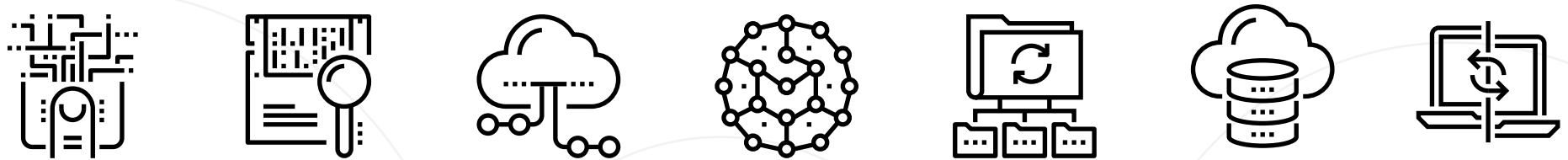
icons | examples

Simple icons for the interface use and complex line icons for more challenging illustrative topics should be primary choices when working with Cloud Vane brand.

Simple icons example



Complex icons example



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