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Brand Manual

Table of Contents

1. Introduction

1.1 Welcome

2. Logo

2.1 Copyright Notice

2.2 CloudAccess.net Logo

2.3 Area of Isolation

2.4 Size and Minimum Size

2.5 Color Variations

2.6 Color Variations - Examples in Use

2.7 Logo Misuse

2.8 Logo Misuse

2.9 Logo Placement

2.9 Logo Placement - Web

3. Graphic Elements

3.0 Colors

3.1 Fonts

3.2 Fonts

3.3 Stationery

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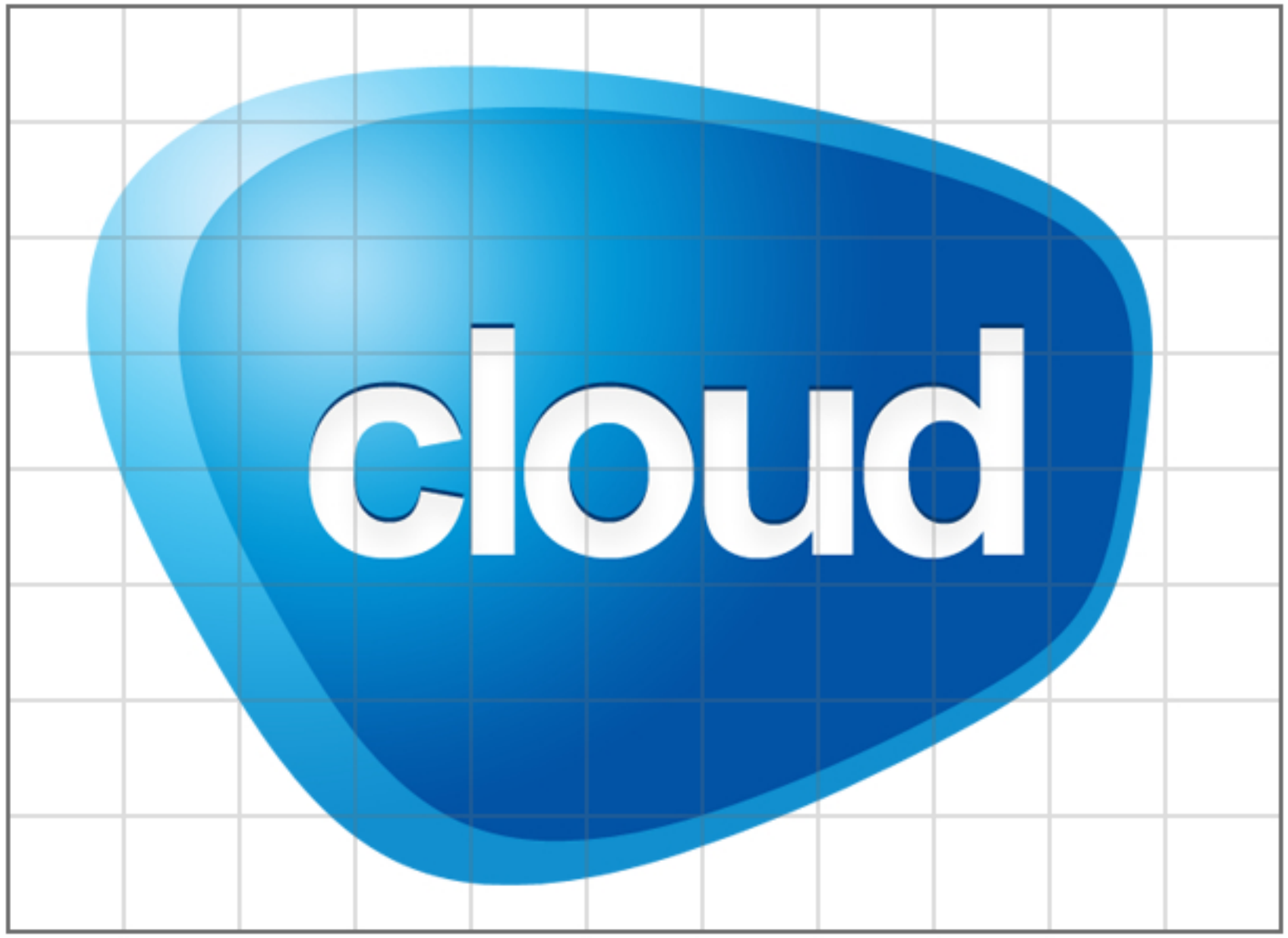
Introduction

Introduction: Welcome

Welcome

Welcome to the CloudAccess.net Brand Manual. This manual contains the main features of the CloudAccess.net brand and logo. It is a comprehensive presentation of the brand and its promotional potential. The manual covers the configuration of the logo, the typography and color pallette of the CloudAccess.net brand and other tips on how to use the brand and logo correctly.



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Logo

Logo: Using The Logo

Copyright Notice

The CloudAccess.net logo is NOT copyright free. It is important to maintain the integrity of the logo. Therefore, we ask that anyone considering using the logo to keep the following guidelines in mind:

- The logo should use only the “official” logo colors listed in this manual.
- Any scaling must retain the original proportions of the logo.
- Other than the variations listed in this manual, the logo may not be modified in any way.
- Additional text may not be added in such a way where it appears to be part of the logo itself.

Permission is granted for use of the logo (subject to the guidelines listed above) on any website or open source project.
If you would like to use the logo on any commercial product, your use of the logo must be approved. In general, permission will be given providing your usage of the logo is not done in such a way as to imply any form of approval of your product by CloudAccess.net.
Permission is not granted to use the logo on any form of merchandise.

Logo: Using The Logo

CloudAccess.net Logo

The main element of the CloudAccess.net logo is the “Cloud”. The “Cloud” is an indispensable part of the logo. The “Cloud” is more than just a graphical symbol. The “Cloud” is a kind of avatar, which is able to adapt to situational needs. It has also been used as a corporate mascot or a backup icon.

Logo: Using The Logo

Area of Isolation

To maintain readability of the CloudAccess.net logo, always keep a minimum distance around the logo. This clear space isolates it from surrounding graphical elements such as other logos, pictures or backgrounds which can be distracting. The minimal distance that should be kept is very easy to determine. Use the width of the “ou” letters in the “Cloud” symbol. Maintain the minimal distance when the logo is enlarged or reduced.

Logo: Using The Logo

Size and Minimum Size

The size of the CloudAccess.net logo changes depending on the situation in which it is being used. The logo must be resized in such a way to maintain readability. If you use the logo you must adhere to the minimum print size and the minimum web size which are indicated here.

The minimum width of this logo is **2 inch / 50.8 mm.**

Minimum Print Size (300dpi):

2 in / 50.8 mm

Minimum Web Size (72dpi):

144 px

Logo: Using The Logo

Color Variations

The CloudAccess.net logo has been prepared in several color themes to fit possible needs. The best background color for the logo is white. The “Full Color” logo should always be used online. The other versions are really good in print from. The CloudAccess.net logo should be used in the color version whenever possible. The versions of the logo displayed below use a vector graphic form.

Full Color:

3 Color:

1 Color:

Black:

Reversed:

Logo: Using The Logo

Color Variations - Examples in Use

We have used the CloudAccess.net logo below with various bacgrounds. Be sure to maintain an adequate contrast level each time you use the logo.

Full Color:

3 Color:

1 Color:

Black:

Reversed:

Logo: Using The Logo

Logo Misuse

Improper use of the CloudAccess.net logo may change its message and efficiency. To make sure this doesn't happen, we have prepared a couple of examples of how NOT to use the CloudAccess.net logo. If you're still not sure what to avoid while using our logo, be sure to remember these rules:

- do not add or remove anything from the CloudAccess.net logo
- do not change the proportions
- do not remove the ™ sing.

DO NOT CHANGE THE FONT

DO NOT CHANGE THE POSITION OF CLOUD SYMBOL

DO NOT CHANGE THE PROPORTIONS

Logo: Using The Logo

Logo Misuse

Improper use of the CloudAccess.net logo may change its message and efficiency. To make sure this doesn't happen, we have prepared a couple of examples of how NOT to use the CloudAccess.net logo. If you're still not sure what to avoid while using our logo, be sure to remember these rules:

- do not add or remove anything from the CloudAccess.net logo
- do not change the proportions
- do not remove the ™ sing.

DON'T PLACE ON ANY COLOR BACKGROUND THAT DOESN'T PROVIDE GOOD CONTRAST

DON'T PLACE ON A BUSY BACKGROUND

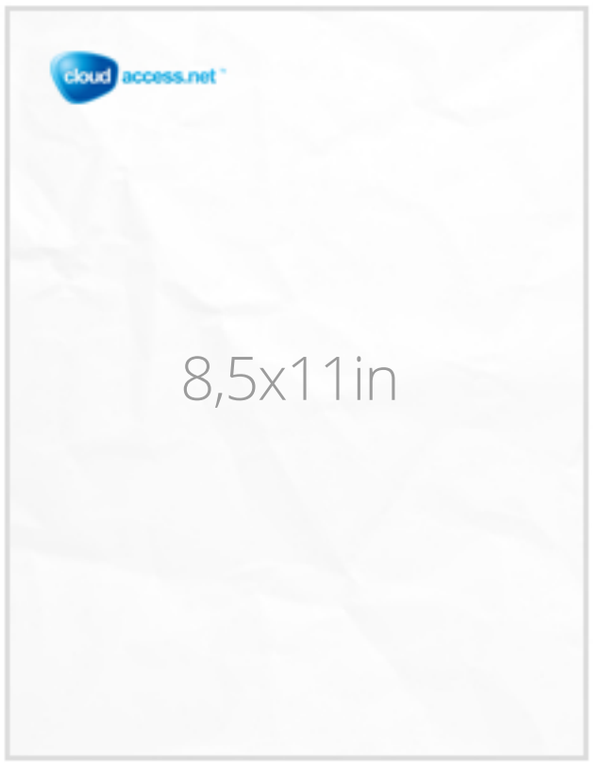
DON'T USE WITHOUT THE TRADEMARK SYMBOL

Logo: Using The Logo

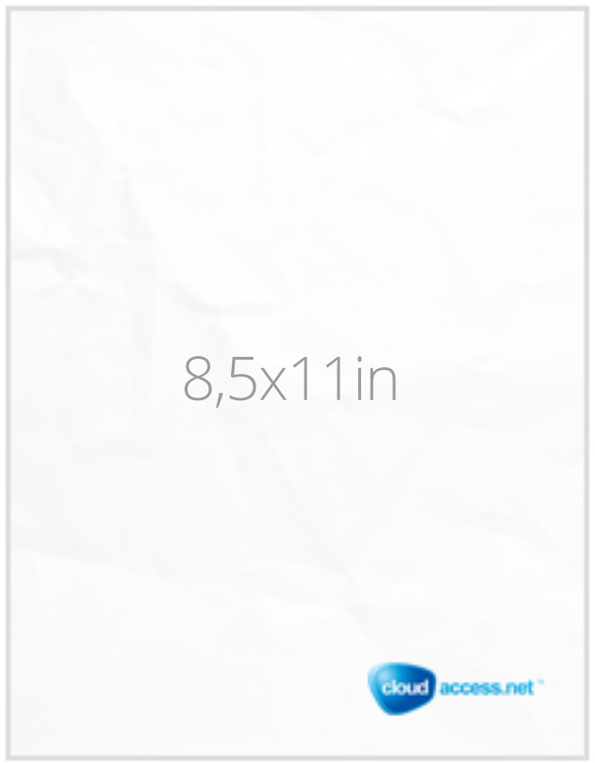
Logo Placement

Whenever possible, the CloudAccess.net logo should be placed in the upper right corner of the webpage/page in full color, on a white background. Logo placement helps build CloudAccess.net brand awareness. On printed material like a letterhead, a business card or an envelope, double the distance of the letters “ou” around the edge. We have created two examples that illustrate this concept.

Primary Placement:



Secondary Placement:



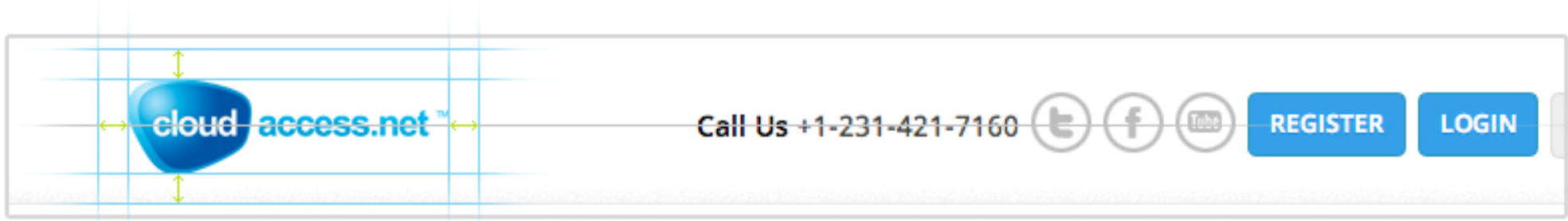
Spacing for Primary Placement:

Spacing for Secondary Placement:

Logo: Using The Logo

Logo Placement - Website

When adding new elements to the header of the site, always remember to keep the margin on each side of the logo (see the blue guidelines below). The gray horizontal lines will help you keep other elements in order.



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Graphic Elements

Color Pallete

Colors

Color is a powerful way to communicate a brand's message and serve as the base for creating a brand. This color pallette is designed to stimulate creativity and to open up new useful possibilities. Thanks to the use of muted colors we can easily maintain harmony and consistency in all elements of the corporate visual identity.

Please note that some minimal color differences may occur when using them with various media (web or print). If you cannot use the PANTONE color, use the date from the table here to find the right equivalent.

Color	BLUE	DARK BLUE	GRAY	BLACK	WHITE	SILVER
Pantone®	2925	313	424	-	-	427
CMYK	68 25 0 0	80 31 11 0	57 49 48 16	0 0 0 100	0 0 0 0	17 13 14 0
RGB	52 160 233	24 142 189	110 110 110	0 0 0	255 255 255	208 208 208
HEX	#34A0E9	#188EBD	#6E6E6E	#000000	#FFFFFF	#D0D0D0

Typography

Fonts

To help provide a consistent, unified look in the CloudAccess.net's use of typography, the Open Sans typeface should be used for headings on all communications for CloudAccess.net products and services. For body text, we recommend using Helvetica Light.

If Helvetica Light is unavailable, we also recommend Arial and Georgia due to its high legibility and universal format. Georgia Italic should be limited to highlight a short quotation.

Georgia Italic should not be used for full paragraphs or entire pages of body text. Therefore, the CloudAccess.net website and comment sections should continue to use Helvetica Light.

Typography

Fonts

Open Sans Semibold

a b c d e f g h i j k l m n o p q r
s t u v w x y z A B C D E F G H I
J K L M N O P Q R S T U V W X Y
Z 1 2 3 4 5 6 7 8 9 0 . , : ; ( ) { } [ ]
? ! @ & / %

Open Sans Light

a b c d e f g h i j k l m n o p q r s t
u v w x y z A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z 1 2
3 4 5 6 7 8 9 0 . , : ; ( ) { } [ ] ? ! @
& / %

Helvetica Light

a b c d e f g h i j k l m n o p q r s
t u v w x y z A B C D E F G H I J
K L M N O P Q R S T U V W X Y
Z 1 2 3 4 5 6 7 8 9 0 . , : ; ( ) { } [
] ? ! @ & / %

Arial Regular

a b c d e f g h i j k l m n o p q r s t
u v w x y z A B C D E F G H I J K
L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 . , : ; ( ) { } [ ] ?
! @ & / %

Georgia Italic

a b c d e f g h i j k l m n o p q r s t
u v w x y z A B C D E F G H I J K
L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 . , : ; ( ) { } [ ] ?
! @ & / %

Stationery

Business Cards

Download Business Card from here:

http://cloudaccess.net/stationery/letterhead.zip

Stationery

Letterhead

Download Letterhead from here:

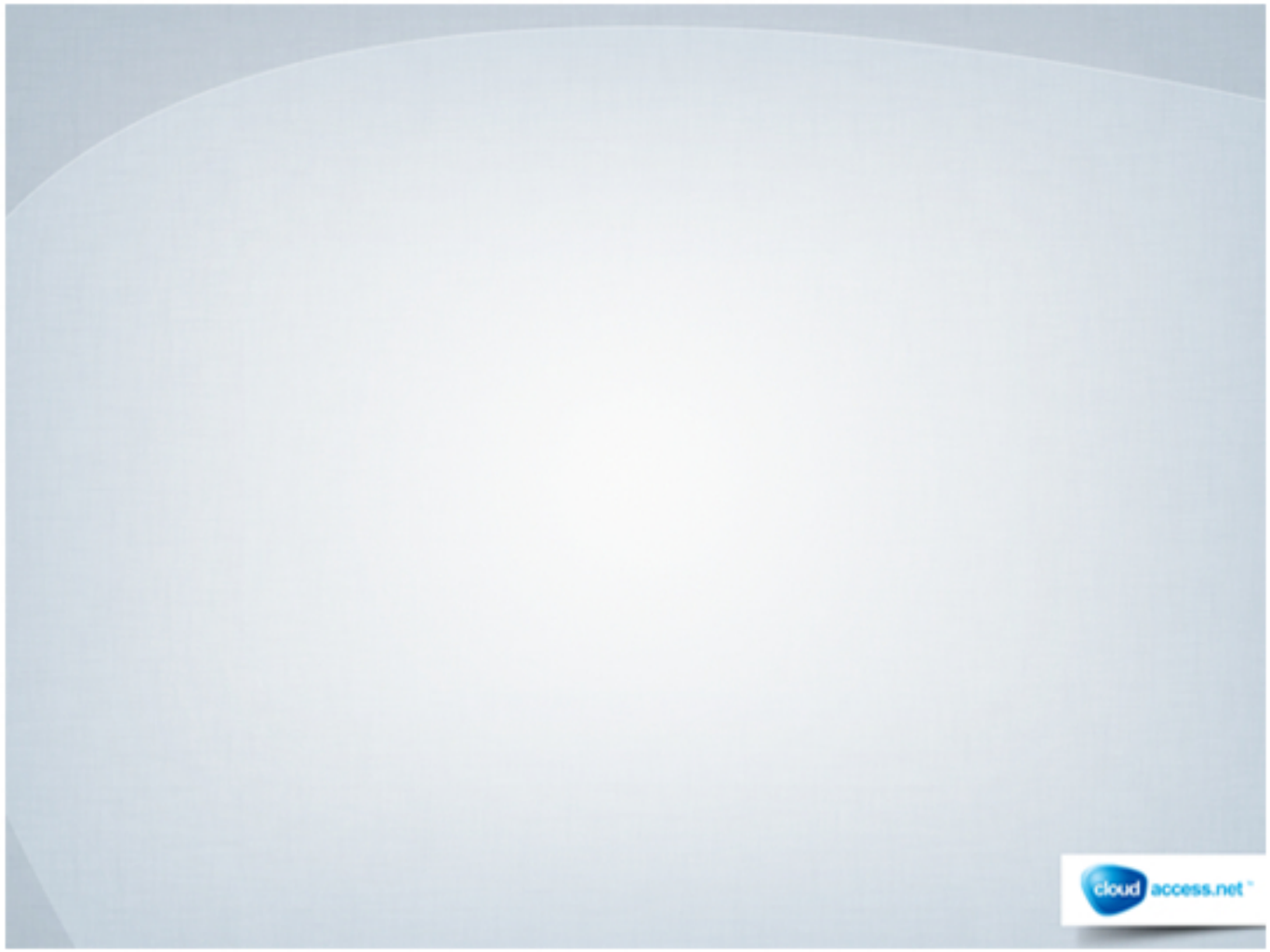
http://cloudaccess.net/stationery/letterhead.zip

Stationery

Power Point Presentation

Download PowerPoint Presentation from here:

http://cloudaccess.net/stationery/letterhead.zip



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For more information visit **cloudaccess.net/brand**