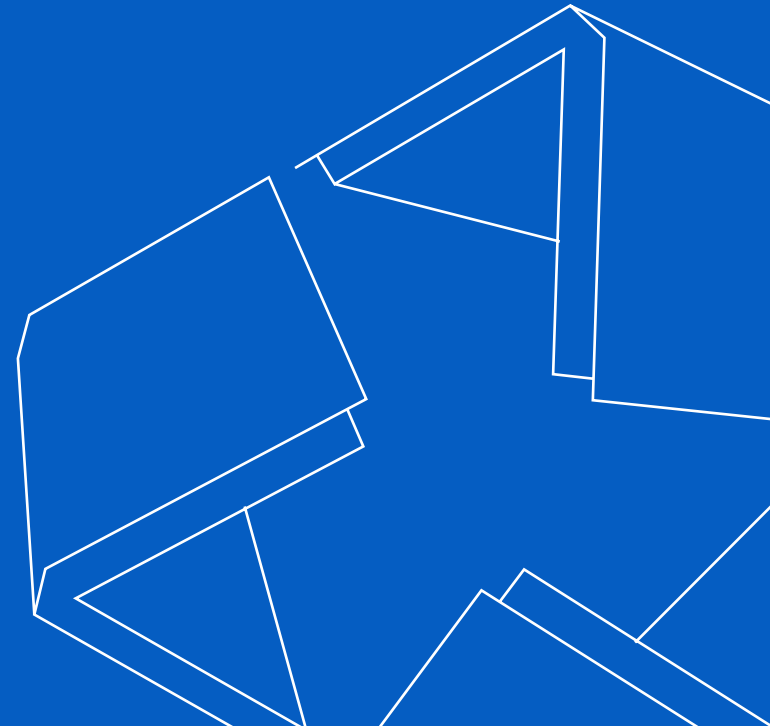




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BRAND GUIDELINES

2024



THIS GUIDE AIMS TO HELP EMPLOYEES, DESIGNERS AND PRINT
HOUSES ADHERE TO CORPORATE STYLE STANDARDS.

Content

BRAND GUIDELINES

1. Logotype Cloudprinter **4**

- 1.1** Safe Area 5
- 1.2** Horizontal Logo 6
- 1.3** Vertical Logo 10
- 1.4** Symbol 14

2. Corporate Colours Palette **15**

- 2.1** Primary Corporate Colours 16
- 2.2** Additional Corporate Colours 17

3. Corporate Fonts **19**

- 3.1** Corporate Font 20
- 3.2** Nunito Sans 21

Logotype Cloudprinter

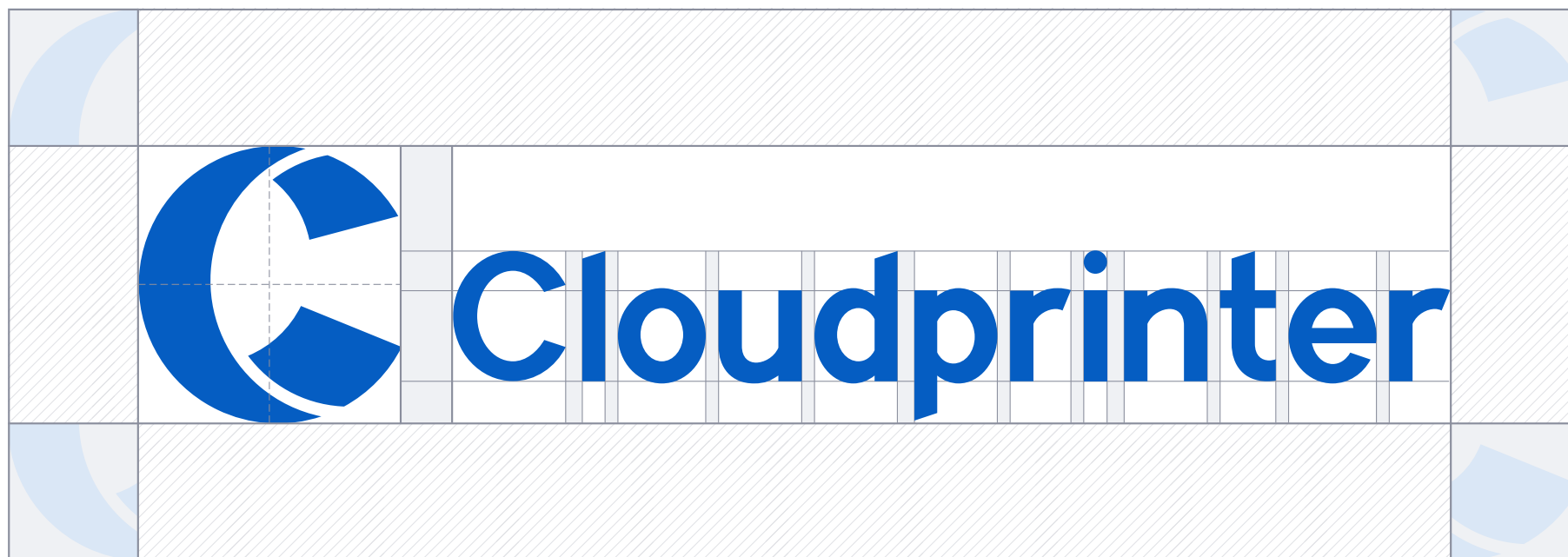
1

Safe Area

1.1

FOR LOGO ALIGNMENT

It is essential to preserve proportions and the safe area, the field that surrounds the logo, to ensure its aesthetic appearance.



5

Horizontal Logo

1.2

ON WHITE BACKGROUND

The Cloudprinter.com logo is single-coloured. In the horizontal version of the logo, the symbol is placed to the left of the text inscription. The blue logo can be used on a white and very light background. Use the white logo on corporate blue background.

6 |



Horizontal Logo

ON BLUE BACKGROUND



Horizontal Logo

MONOCHROME ON WHITE BACKGROUND

Use monochrome logos for black and white printing or concise design. Put a white logo on coloured backgrounds or backgrounds with photos. Use the white logo on corporate black background.

8 |



Horizontal Logo

MONOCHROME ON BLACK BACKGROUND



Vertical Logo

1.3

ON WHITE BACKGROUND

In addition to the horizontal version of the logo, there is also a vertical one.
For the vertical version of the logo, the symbol and the text inscription are centered.

10 |



Cloudprinter

Vertical Logo

ON BLUE BACKGROUND



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Vertical Logo

MONOCHROME ON WHITE BACKGROUND

12 |



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Vertical Logo

MONOCHROME ON BLACK BACKGROUND



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Symbol

PART OF THE LOGO

The symbol is a simplified image of our brand. It should fit into a rectangular or circle frame to be recognisable even in a very small size. This symbol will be used as an avatar on social networks in small sizes and for favicon.

14 |



Corporate Colours Palette

2

Primary Corporate Colours

2.1

MAIN COLOURS

The main corporate colour is Blue **#055DC2**.

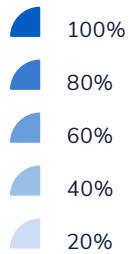
Main Blue

PANTONE 300 C

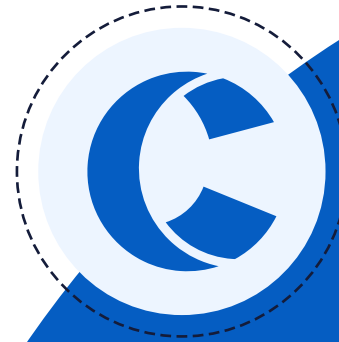
CMYK 92 64 0 0

RGB 5 93 194

#055DC2



16 |



Additional Corporate Colours

SECONDARY BLACK COLOUR

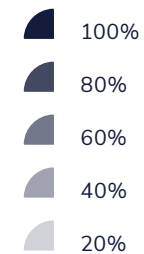
Corporate black **#0141C3A** is most often used for contours of graphic images and font.

Black

PANTONE 296 C
CMYK 91 76 55 68
RGB 20 28 58

#141C3A

17



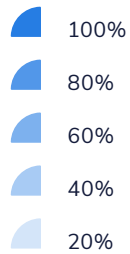
Additional Corporate Colours

SECONDARY COLOURS

Additional colours can be used when creating corporate identity models. These include bright complementary colours.

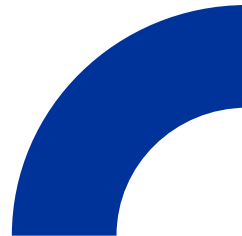
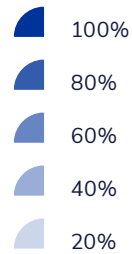
Blue Bright

PANTONE 2727 C
CMYK 77 49 0 0
RGB 37 125 226
#257DE2



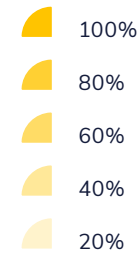
Blue Dark

PANTONE 286 C
CMYK 100 80 8 0
RGB 0 51 153
#003399



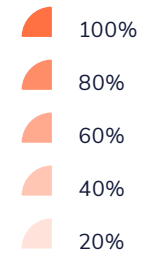
Yellow

PANTONE 7548 C
CMYK 0 20 100 0
RGB 255 196 0
#FFC400



Orange

PANTONE 171 C
CMYK 0 70 90 0
RGB 255 112 67
#FF7043



Corporate Fonts

3

Corporate Font

CORPORATE STYLE

The corporate font is the font used in all corporate style media with a text component. Font along with other elements of the corporate style help to create the brand image.

10 pt Cloudprinter.com

12 pt Cloudprinter.com

14 pt Cloudprinter.com

18 pt Cloudprinter.com

24 pt Cloudprinter.com

30 pt Cloudprinter.com

36 pt Cloudprinter.com

48 pt Cloudprinter.com

60 pt Cloudprinter.com

20 |

Nunito Sans

DESIGN OF TYPEFACE

The typeface of the logo was created manually. Nunito Sans font is used when creating any printed materials or marketing materials.

Nunito Sans Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»,,“:;!@#\$%&*()

Nunito Sans Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»,,“:;!@#\$%&*()

Nunito Sans SemiBold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»,,“:;!@#\$%&*()

Nunito Sans Bold

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»,,“:;!@#\$%&*()**

Nunito Sans ExtraBold

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»,,“:;!@#\$%&*()**

Nunito Sans Black

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»,,“:;!@#\$%&*()**

Nunito Sans

DESIGN OF TYPEFACE

If necessary, Nunito Sans can be replaced by Tahoma.
For example, to create presentations in PowerPoint or structure emails.

22 |

Nunito Sans Light Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890,«»,,“:;?!@#\$%&*()

Nunito Sans Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890,«»,,“:;?!@#\$%&*()

Nunito Sans SemiBold Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890,«»,,“:;?!@#\$%&*()

Nunito Sans Bold Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890,«»,,“:;?!@#\$%&*()

Nunito Sans ExtraBold Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890,«»,,“:;?!@#\$%&*()

Nunito Sans Black Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890,«»,,“:;?!@#\$%&*()



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