

THE CLOUDBOX BRAND

Visual Identity System

Quick Reference Guide

LOGOTYPE

The CLOUDBOX logo uniquely combines typography and iconic design. The "O" in "Box" has been carefully split and stretched to emulate the shape of a box, visually representing a container that holds URLs within—aligning with the application's core functionality. Additionally, this modification subtly references the loading process, a key element in digital interfaces, further reinforcing CLOUDBOX's visual identity. This design accurately reflects the brand's focus on secure storage and efficient data transfer while maintaining a modern aesthetic consistent with the tech industry.

Primary Logo

CLOUDBOX

Secondary Logo



CLOUDBOX



LOGOTYPE - USAGE INSTRUCTION

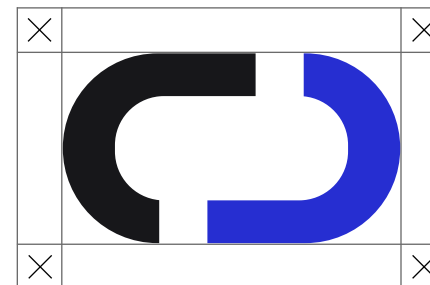
The primary version of the logo is horizontal. A secondary version, which is vertical, has been created for use in branding situations where space constraints require it, such as favicons or other small applications where the primary version cannot be used.

When applying the logo, it is mandatory to leave clear space around it (equal to the height of the "CLOUDBOX" inscription).

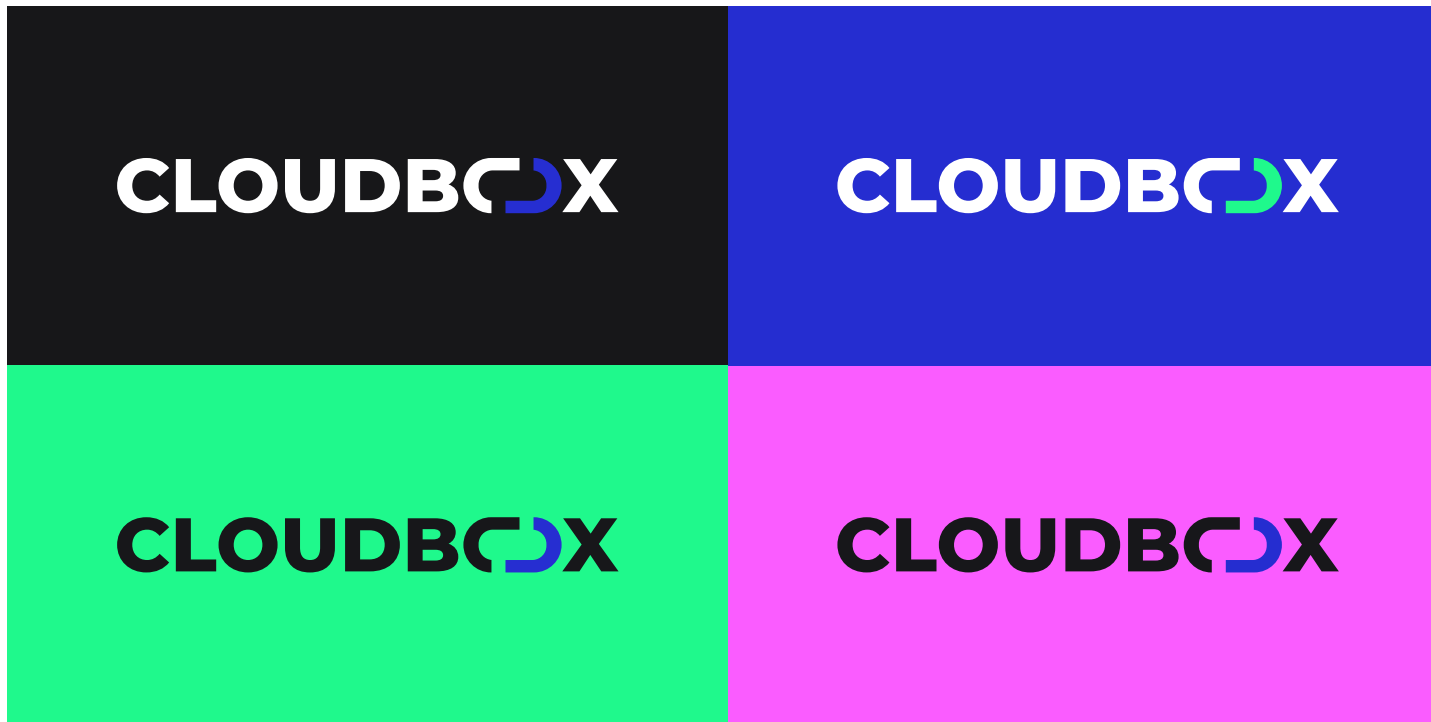
Primary Logo



Secondary Logo



LOGOTYPE - USAGE INSTRUCTION



COLOR PALETTE

Our color palette is composed of two levels: primary and secondary.

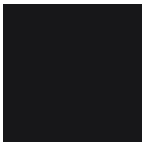
01 Primary Palette

The primary palette defines the essential visual identity of CLOUDBOX. It is used across most of our communicationstoensureconsistency in our brand image. It includes black for text and main elements, and blue for buttons and calls to action.

02 Secondary Palette

The secondary palette adds dynamism and is used sparingly to highlight specific elements, such as icons or graphics. It consists of green and pink, which are used for icons and accent details.

Primary Palette

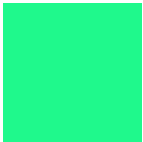


RGB
23 23 25
HEX
#171719
CMYK
80 70 60 83



RGB
37 45 208
HEX
#252DD0
CMYK
92 78 0 0

Secondary Palette



RGB
31 249 140
HEX
#1FF98C
CMYK
61 0 67 0



RGB
250 92 255
HEX
#FA5CFF
CMYK
33 65 0 0

TYPOGRAPHY

CLOUDBOX uses Inter as its primary font for clear and legible text. Inter Regular is used for body text, while Inter SemiBold or Bold highlight important information.

Space Grotesk Medium serves as the secondary font for main titles, adding a modern and distinctive touch to our brand.

Primary Typeface

Inter Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
@#\$%&*()_+|:"<>? 0123456789

Inter SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
@#\$%&*()_+|:"<>? 0123456789

Inter Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
@#\$%&*()_+|:"<>? 0123456789

Secondary Typeface

Space Grotesk Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
@#\$%&*()_+|:"<>? 0123456789

THANK YOU