cloudforet

Brand Guideline

Standard Logos

Our logo is combined with symbol and wordmark.
We have various options for a logo; horizontal and vertical versions. The horizontal version is the main version. The vertical version is used for square and vertical layout formats.

For consistent communication, the logo always must be use in the correct way, and never altered or combined with other graphic elements.

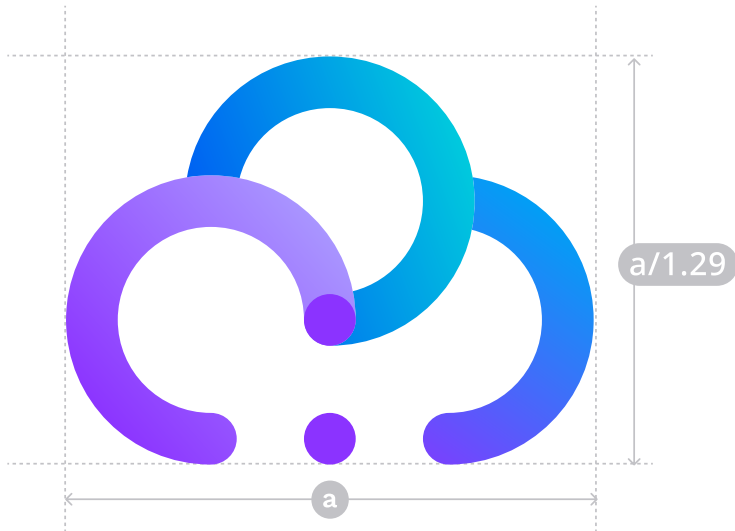Primary Logo

Secondary Logo

Monotone Logos

Use the monotone logo when it is unable to use the Primary logo like the list below,

- When budget is limited for single color print.
- When unable to show the exact color.
- On busy or patterned backgrounds.
- Without enough contrast between the color logo and background colors.

Symbol

a/1.29

a

The symbol and wordmark represent the open-source project Cloudforet.
It is an open-source cloud ecosystem that leads the community, embraces diversity,
and symbolizes the ever-changing forest with its own vitality.

In addition, the symbol and wordmark can be used independently according to the guidelines.

* Symbols ensure perfect readability in both light and dark modes.

Size

When the horizontal and vertical size on the screen should be displayed under 20px.
You can use the symbols provided for smaller sizes. Please use at least 12px.
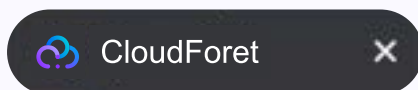
CloudForet ✕

Wordmark

Wordmark (also called logotype) symbolizes the open-source project Cloudforet.

For a consistent communication, the wordmark should be used as it is without modification or combination with other graphics.

Primary Wordmark

cloudforet

Brand Colors

The primary colors for the main Cloudforet brand consist of a rich purple and dark navy.
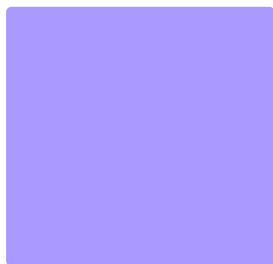A secondary palettes extend the primary brand colors.

Electric violet
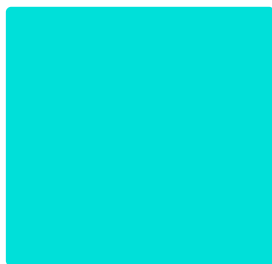RGB 139-51-255
HEX 8B33FF
CMYK 45-80-0-0

Dark navy
RGB 31-22-70
HEX 1F1646
CMYK 56-69-0-73

Pale violet
RGB 170-153-255
HEX AA99FF
CMYK 33-40-0-0

Turqoise
RGB 0-224-217
HEX 00E0D9
CMYK 100-0-3-12

Electric blue
RGB 0-159-245
HEX 009FF5
CMYK 100-35-0-4

Deep blue
RGB 0-89-245
HEX 0059F5
CMYK 100-64-0-4

Logo Misuses

❌ Don't stretch or squeeze it

❌ Don't cut off

❌ Don't change placement or spacing

❌ Don't use with other typeface

❌ Don't rotate it

❌ Don't change the color

❌ Dont use in outline

❌ Don't use busy backgrounds

Questions?

Please send related inquiries to the e-mail address below.

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