



**CONFIDENTIAL
COMPUTING**
C O N S O R T I U M

Brand Guidelines

February 2025

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Logo Formats

The primary logo format is the horizontal lockup.

The icon can also be used independently in cases where the brand name is already present or otherwise clear.



Logo Color Variations

The primary logo colorway is a gradient colour icon with black text.

The reversed colorway can be used on dark backgrounds.

Where a single-colour version is required, the logo can be used in black or white variations.



Logo Clear Space

Clear space is the minimum amount of space required around the logo to be free of other graphics, text, etc. This also includes the minimum distance between the logo and the edge of a page, screen, or border.

The clearspace required around the logo is equivalent to the height of the opening in the icon's C shape, as shown.



Logo Usage

In order to maintain the integrity of the brand, the logo must never be altered, distorted or recreated.

Always use the official logo files when reproducing the logo.



Do not apply drop shadows or any other 3D effect to the logo.



Do not put the logo on a background that does not provide sufficient contrast to be easily read.



Do not stretch, warp, skew or distort the logo in any way.



Do not rotate the logo unless absolutely required, in which case it can be rotated exactly 90°.



Do not change the proportions or arrangement of the logo.



Do not change the color of the logo.

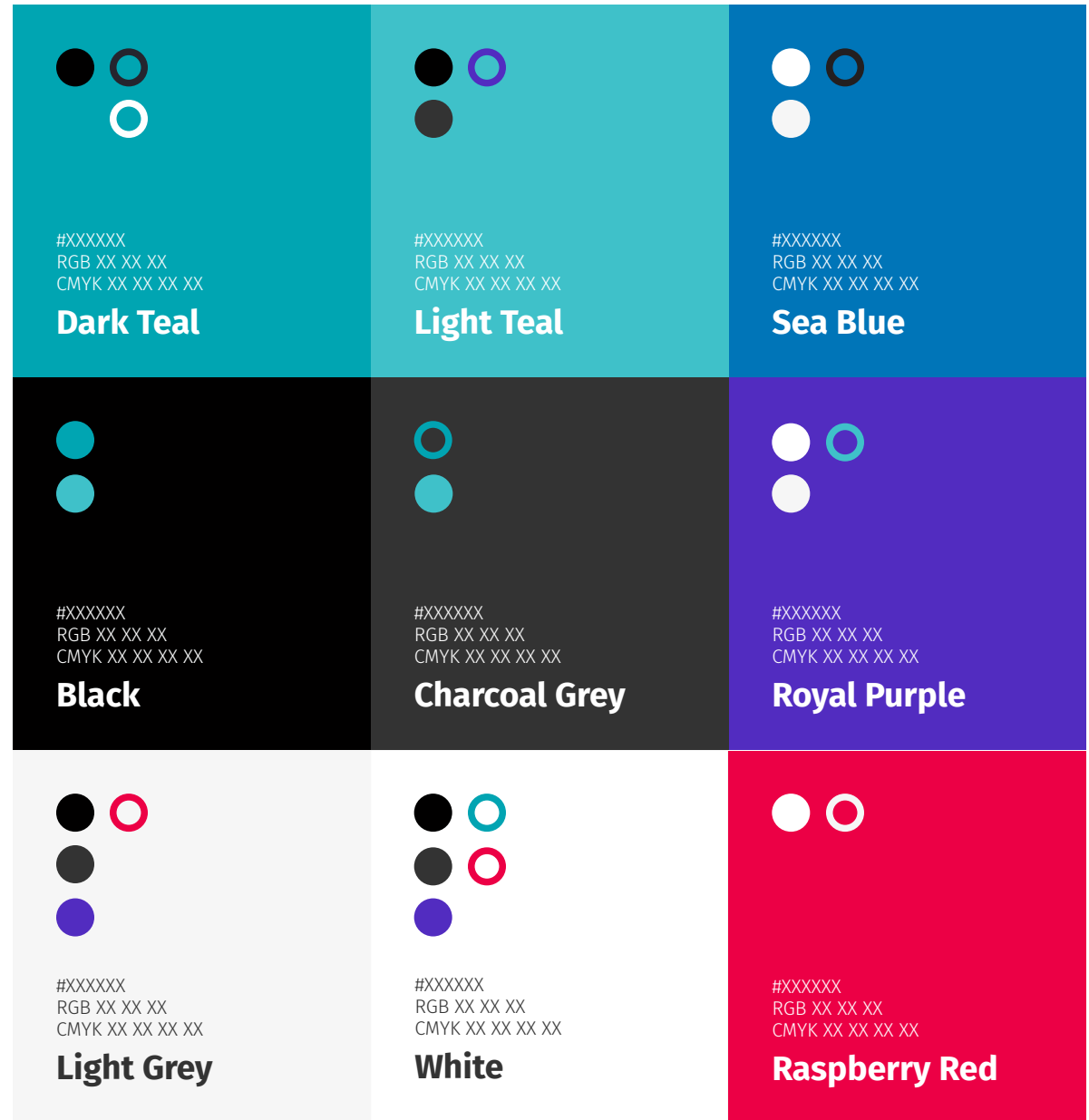
Color Palette & Contrast for Legibility

The primary brand color is Dark Teal.

The secondary colors can be combined to add visual interest and highlight elements as needed, or used as gradients.

Color combinations which pass WCAG 2.1 contrast requirements for AA-level accessibility are indicated on each swatch as follows:

- Passes on all text sizes
- Passes on large text only (18pt / 24px or 14pt / 18.5px if bolded)



Type

The brand typeface is Fira Sans and should be used whenever possible.

In cases where a system default font may be required, Calibri is an acceptable substitute.

Consistent use of the type hierarchy shown here will help ensure clear, readable brand communications.

Headings are to be in Fira Sans Bold.

Body text uses Fira Sans in Light or Regular weight (based on size of text). Here is a sample paragraph of placeholder text. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Vestibulum id ligula porta felis euismod semper.

This typeface also has an italic version available.

Its bold weight can be used as needed for emphasis or additional levels of typographic hierarchy.

Fira Sans is available freely as a **Google Font**.



Thank you!