

# Brand Style Guide





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## Identity.

The logo is one of the most important parts of CloudFix's identity as it creates coherence and brand recognition across CloudFix's platforms. To maintain this consistency, the logo should not be altered or used in any way outside of these guidelines.



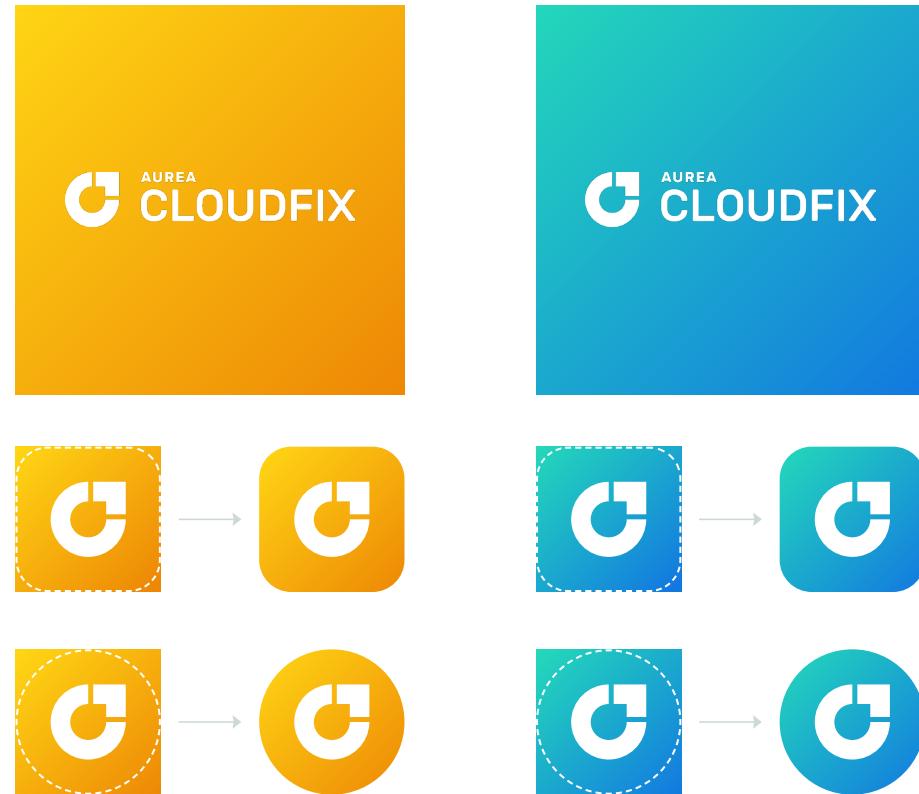


## Logo Colors.

The logo can be set in the cool gradient, dark blue, or white. Color variations are shown to the right. Ensure there is sufficient contrast with the background when using the logo.

## Avatar & Icon.

The CloudFix avatar consists of two elements: the logo and brand color. The background can be set in the warm gradient or the cool gradient. It carries the identity and represents CloudFix on multiple platforms, from the website favicon to the social profile picture. Because of common use at small sizes it omits the lockup.



## Logo Spacing.

To ensure visibility, the logo should be kept clear of competing text, images, and graphics. The logo should be surrounded on all sides by an adequate amount of clear space equal in size to the height of the CloudFix mark. Where possible, allow even more space around the logo.



## Logo Sizing.

Pay close attention to the legibility of "AUREA" when using the logo at small sizes. All logo components must maintain their scale in relation to one another. As one component gets larger, the others get proportionally larger. Do not alter these proportions when reducing or enlarging the logo.

Due to anti-aliasing, some characters may not be legible, for example, at 72px vs 71px.



Full Logo

**Minimum Width**

1" or 72px



Isolated Logo Mark

**Minimum Width**

0.125" or 10px

## Logo Misuse.

When using the logo, it should not be altered in any way that negatively affects the consistency of the brand. Some examples of misuse are listed to the right. Presenting the logo in the correct way ensures that the CloudFix brand appears professional, consistent, and detail-oriented.



Do not stretch



Do not add effects



Do not add or remove logo elements



Do not alter logo proportions



Do not alter logo colors outside of guidelines

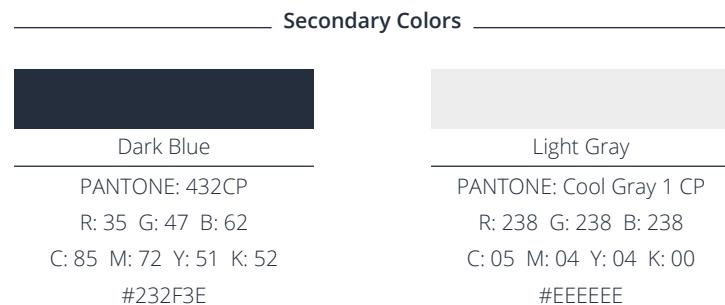
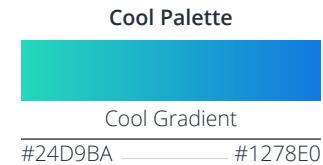
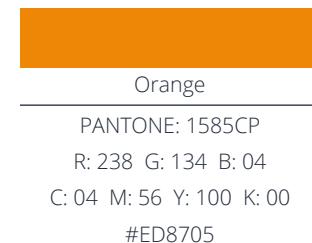
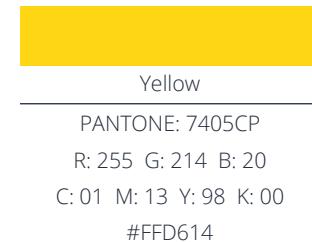
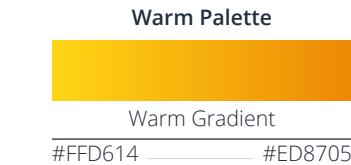


Do not outline the logo

## Color Palette.

Consistent color usage will strengthen brand awareness. The preferred background color for brand materials is the brand Light Gray color, though any brand color can be used in order to ensure proper contrast. The Warm Gradient and Cool Gradient should never be used in the same brand asset.

Tinting examples are shown under swatches.



## Typography.

The CloudFix brand uses two type families: Raleway for headers and subheads, Open Sans for body copy. Raleway is friendly, trustworthy, and reflects the tone of the CloudFix brand. It is balanced and paired with the informational, clean, and highly legible Open Sans.

Both fonts can be found on Google Fonts here: [Raleway](#) & [Open Sans](#)

### Headers - Raleway Extra Bold

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

### *Subhead - Raleway SemiBold 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

### Body - 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

## Photography.

The image of CloudFix is that of an approachable, confident, professional, and easy to understand service.

The brand image builds credibility, innovation, and simplicity.





## Icon Styling.

CloudFix icons are built using 1 line weight accompanied by gradient fades and light gray accents. The strokes provide composition and shape, while the gradients provide movement and approachability.



## Brand Pattern.

The brand pattern consists of a step-and-repeat style using the CloudFix logo mark. Pattern elements must be evenly spaced and used minimally and only as a secondary visual element.



## Website Hero Example.

The screenshot shows the homepage of the CloudFix website. The header features the 'AUREA CLOUDFIX' logo on the left and a navigation menu with 'What Is Cloudfix' (underlined), 'Our Story', 'Pricing', 'Resources', and a three-dot menu icon on the right. The main visual is a large yellow-to-orange gradient graphic on the left. To its right, the headline 'AWS Cost Optimization' is displayed in a large, bold, dark blue font, followed by the tagline 'Made Easy.' in orange. On the right side of the hero area, there are three icons: a laptop with a downward arrow labeled 'INSTALL', a circular progress bar with a percentage symbol labeled 'SAVE', and a line graph labeled 'FIX'. At the bottom left, a callout reads 'Are you still running gp2 instead of gp3? Uh, we're here to help.' with a 'Learn More' button. At the bottom right, the AWS logo is shown with the text 'preferred partnership'.

Are you still running gp2 instead of gp3? Uh, we're here to help.

Learn More

**AWS** preferred partnership

## Layout Examples.

**AWS Cost Optimization**  
*Made Easy.*

Easy to Do. Easy to Trust. Easy to Control.

Hello.  
Are you still running gp2 instead of gp3? Uh, we're here to help.

aws | preferred partnership

AUREA CLOUDFIX

We've helped organizations save millions of dollars across tens of thousands of AWS instances.

AUREA CLOUDFIX

We've helped organizations save millions of dollars across tens of thousands of AWS instances.

# White Paper Example.

**C AUREA CLOUDFIX**

Easy to Do.  
Easy to Trust.  
Easy to Control.

## Cover Page Header Pharetra Faucibus

*Tortor Id Aliquet Lectus*

Dignissim convallis aenean et tortor. At volutpat diam ut venenatis tellus in. Tempor id eu nisl nunc mi ipsum faucibus vitae. Pharetra pharetra massa massa ultricies. Viverra orci sagittis eu volutpat odio facilisis mauris sit amet. Lorem sed risus ultricies tristique nulla aliquet enim. Sit amet massa vitae tortor condimentum. Faucibus nisl tincidunt eget nullam non nisi. Telus id interdum velit laoreet id. Vivit egestas dui id ornare. Feugiat scelerisque varius morbi enim. Luctus venenatis lectus magna fringilla urna. Purus non enim praesent elementum facilisis. Lectus vestibulum mattis ullamcorper velit sed.

AWS Optimization Made Easy

**aws** preferred partnership

**C AUREA CLOUDFIX**

Easy to Do.  
Easy to Trust.  
Easy to Control.

## Cover Page Header Pharetra Faucibus

*Tortor Id Aliquet Lectus*

INSTALL

Dignissim convallis aenean et tortor. At volutpat diam ut venenatis tellus in. Tempor id eu nisl nunc mi ipsum faucibus vitae. Pharetra pharetra massa massa ultricies. Viverra orci sagittis eu volutpat odio facilisis mauris sit amet. Lorem sed risus ultricies tristique nulla aliquet enim. Sit amet massa vitae tortor condimentum. Faucibus nisl tincidunt eget nullam non nisi. Telus id interdum velit laoreet id. Vivit egestas dui id ornare. Feugiat scelerisque varius morbi enim. Luctus venenatis lectus magna fringilla urna. Purus non enim praesent elementum facilisis. Lectus vestibulum mattis ullamcorper velit sed.

AWS Optimization Made Easy

**aws** preferred partnership

**C**

## Section Header

Dignissim convallis aenean et tortor. At volutpat diam ut venenatis tellus in. Tempor id eu nisl nunc mi ipsum faucibus vitae. Pharetra pharetra massa massa ultricies. Viverra orci sagittis eu volutpat odio facilisis mauris sit amet. Lorem sed risus ultricies tristique nulla aliquet enim. Sit amet massa vitae tortor condimentum. Faucibus nisl tincidunt eget nullam non nisi. Telus id interdum velit laoreet id. Vivit egestas dui id ornare. Feugiat scelerisque varius morbi enim. Luctus venenatis lectus magna fringilla urna. Purus non enim praesent elementum facilisis. Lectus vestibulum mattis ullamcorper velit sed.

**01**  
25% Dignissim convallis aenean et tortor.

**02**  
50% Telus id interdum velit laoreet

**03**  
75% Feugiat scelerisque varius morbi

**04**  
100% Viverra orci sagittis eu volutpat odio

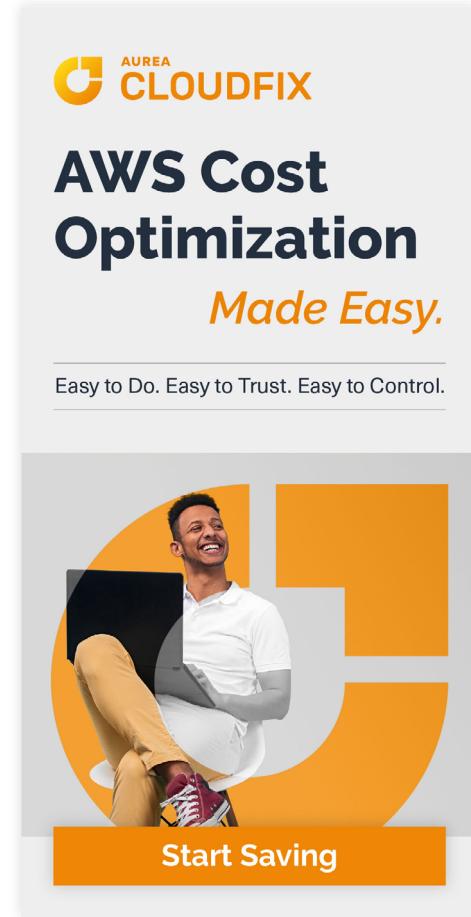
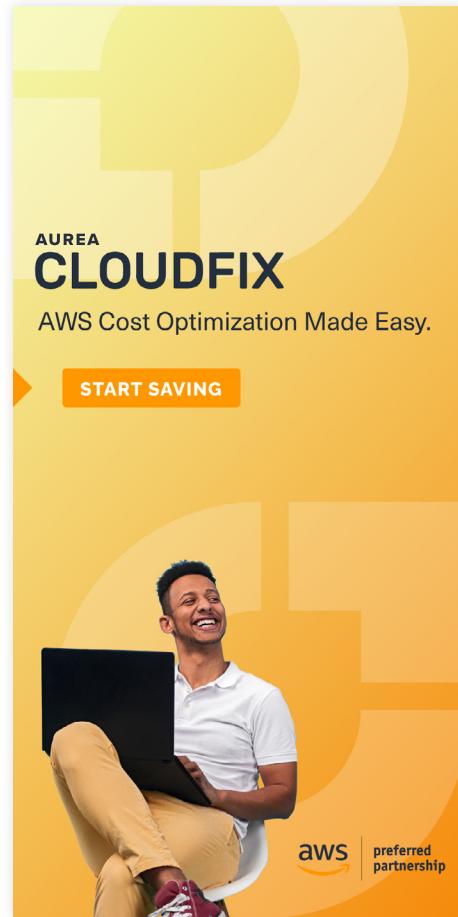
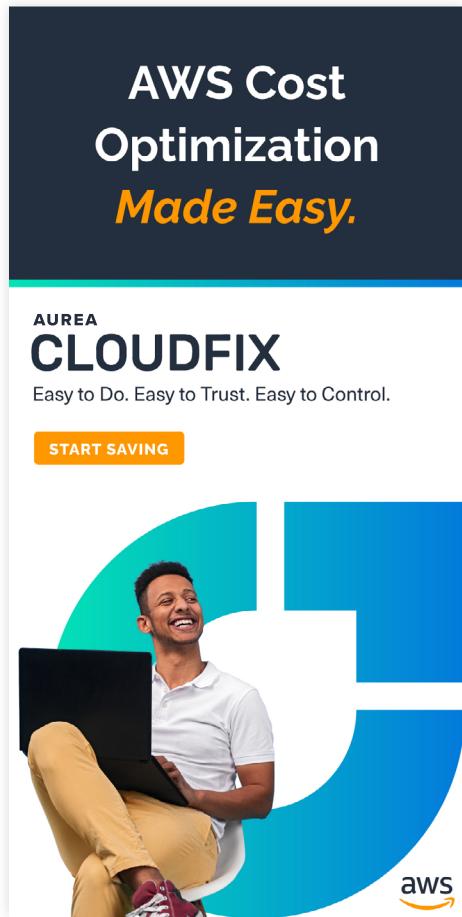
Graph Results

2022

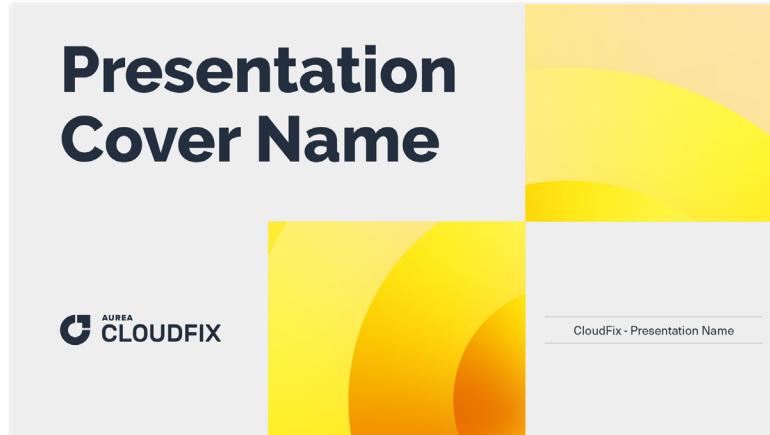
AWS Optimization Made Easy

**aws** preferred partnership

## Digital Ad Examples.



# Presentation Slide Examples.



A team slide titled "Meet Our Team" with four team members listed. Each member has a portrait, name, and job title placeholder. The first member is John Smith (Job Title: Job Title Here). The second is Jane Placeholder (Job Title: Job Title Here). The third is Jackson Placeholder (Job Title: Job Title Here). The fourth is Jackson Placeholder (Job Title: Job Title Here). The slide also includes a small "C" icon in the top right corner and the text "Page 02" at the bottom right.



**OVERARCHING TONE (AUREA)**

# Edge with Purpose

## Edge

We are not afraid to say something that is bold but grounded.

**Example:** AWS has already won the public cloud wars.

We challenge best practices and convey our confidence in being different. We do things differently because it's smarter and we don't make excuses about it.

We inspire people to think beyond the givens and approach problems and opportunities in a unique way.

**✓ WHAT IT IS**

- **Engaging and thought-provoking**  
"By 2030, 100% of enterprises will run on AWS"
- **Unique and differentiated.**  
Whenever possible, we tell the story in a better way than the rest of the pack.

**✗ WHAT IT ISN'T**

- **Wild or full of novelty**  
"We call Bullshit!"
- **Overly fun or familiar**  
"Hey you!", "Pssst," "Howdy," etc.
- **Shocking just to shock / clickbaity**  
"Zoom is dead"

**OVERARCHING TONE (AUREA)**

# Edge with Purpose

## Purpose

We have a clear, unique perspective in everything we write. Every piece has a clear, engaging story. There is no confusion. Our writing is crisp, not wordy.

We establish trust and authenticity through clear, genuine, "real people" language instead of software industry platitudes.

We are visionary but not unrealistic. We make big ideas (like digital transformation and the metaverse) feel approachable and achievable.

**✓ WHAT IT IS**

- Confident, but not cocky
- Concise, but not lacking strong perspective and substance
- Actionable, but not pushy

**✗ WHAT IT ISN'T**

- Pedantic or overly academic
- Dry, stodgy, or bland
- "Cool," hip, playful, witty, or clever

**SUPPORTING TONES (CLOUDFIX SPECIFIC)**

# Actionable & Insightful

## Actionable

Use an active, “can do” tone and attitude. CloudFix saves 20% in a few simple clicks. Our copy should always mirror that level of simplicity and power.

### IN PRACTICE

- Use active voice and clear, declarative sentences.
- Emphasize CTAs and next steps that feel accessible and easy to achieve.
- Inspire action by showing, not just telling. Give examples of how others have taken action to make it real.

**SUPPORTING TONES (CLOUDFIX SPECIFIC)**

# Actionable & Insightful

## Insightful

We are leading experts — always helpful, not light or gimmicky.

### IN PRACTICE

- Ensure we have a unique perspective. We are not “me too” messengers.
- Make the reader feel like they are getting great advice from a friendly expert.
- Make incredibly difficult things (like optimizing thousands of AWS instances) feel easy.
- Use simple, straightforward language whenever you can. Simplify everything. We even make complicated AWS tech bulletins easy to understand.
- Make even our longest papers easy to read.
- Focus on telling stories people want to finish hearing and reading — every word matters.

