

Cumulus

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Brand Style Guide

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Logo

Normal Usage

In normal usage, the logo should be blue (Hex: 07598C) letters on a light background. Alternatively, use white letters on a dark background



Dark logo on light background



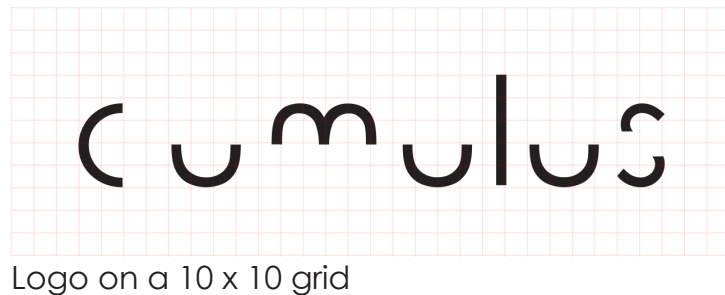
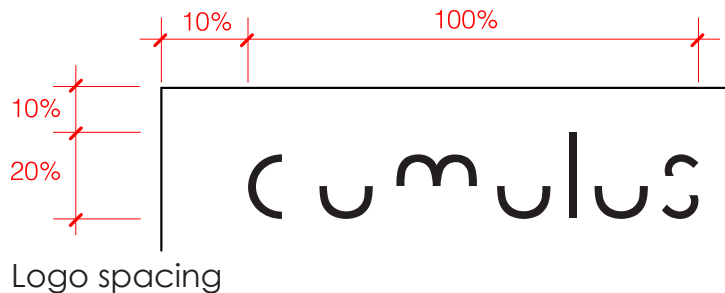
White logo on dark background

Logo

Buffer Space

Use the following minimum buffer space around the logo when placing it into position.

Additional buffer space may be added as required by usage, such as using on apparel or as a tradeshow display.



Incorrect Usage

Do not distort the logo.

Do not use multiple colors for the logo.



Logo

Sizing

The logo size can be reduced using the following guidelines as needed.

Enlarging the Logo

The logo will scale up infinitely for use in posters, backdrops, tradeshow, or other uses as required. Ensure that when scaling the aspect ratio is maintained.

The logo for Cumulus, featuring the word "cumulus" in a lowercase, sans-serif font. The letters are black and have a clean, modern appearance.

1.5" logo (144px) – Letterhead Usage

The logo for Cumulus, featuring the word "cumulus" in a lowercase, sans-serif font. The letters are black and have a clean, modern appearance.

1" (96 px) – Business Cards

The logo for Cumulus, featuring the word "cumulus" in a lowercase, sans-serif font. The letters are black and have a clean, modern appearance.

.75" (72 px) – Smallest size allowed

Color Palette

Primary Colors

The other colors in the Cumulus palette are listed here. The situation will dictate which blue to use but ensure that there is enough contrast between the images, type, and the background.



Hex: 07598C
RGB: 7, 89, 140
PMS: 7462C



Hex: 043959
RGB: 4, 57, 89
PMS: 2955C



Hex: 07668C
RGB: 7, 102, 140
PMS: 7691C



Hex: 5AA3BF
RGB: 90, 163, 191
PMS: 549C



Hex: C4E5F2
RGB: 196, 229, 242
PMS: 545C



Hex: 515353
RGB: 81, 83, 83



Hex: E4E4E4
RGB: 228, 228, 228

Color Palette

Secondary Colors

Secondary colors are standard colors for buttons, icons, and links.



Hex: 157FFB
RGB: 21, 127, 251



Hex: 868E96
RGB: 134, 142, 150



Hex: 30A64A
RGB: 48, 166, 74



Hex: DA3749
RGB: 218, 55, 73



Hex: 30A64A
RGB: 48, 166, 74



Hex: DA3749
RGB: 218, 55, 73

Primary Typeface

Century Gothic

Century Gothic Regular

Century Gothic Italic

Century Gothic Bold

Century Gothic Bold 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 À Á
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 à á é î ã &
1 2 3 4 5 6 7 8 9 0 (\$ £ . , ! ?)

Baskerville

Baskerville Regular

Baskerville Italic

Baskerville SemiBold

Baskerville SemiBold Italic

Baskerville Bold

Baskerville Bold 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 À Á 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 à á é &

1 2 3 4 5 6 7 8 9 0 (\$ £ € . , ! ?)

Common Sizes

In order to maintain a consistent look and feel, use the following guidelines.

Paragraph Style

(16px Century Gothic)

Keeping up with shared items? No problem! Cloud Storage provides you with notifications of file changes and who was the last user to modify.

Heading 1

(Century Gothic Bold 48px)

Heading 2

(Century Gothic Bold 36px)

Heading 3

(Century Gothic Bold 24px)

Heading 4

(Century Gothic Bold 18 px)

Heading 5

(Century Gothic Bold 12px)

Heading 6

(Century Gothic Bold 12px)

Call to Action Buttons & Icons

Call to action buttons and icons follow the following guidelines. Default button size is 140 px x 40px. Hexadecimal colors are indicated.

Light Buttons

Default: White bkgd, blue 043959 border and text (H4)

Hovered: Gray E4E4E4/30% bkgd, blue 043959 border and white text (H4)

Active: Gray E4E4E4/100% bkgd, blue 043959 border and text (H4)

Disabled: E4E4E4/50% bkgd, blue 043959/40% border and text (H4)

Dark Buttons:

Default: Blue 157FFB bkgd, white text (H4)

Hovered: Blue 07598C bkgd, white text (H4)

Active: Blue 043959 bkgd, white text (H4)

Disabled: Blue 157FFB/50% bkgd, white/50% text (H4)

Destructive Buttons:

Default: Red DA3749 bkgd, white text (H4)

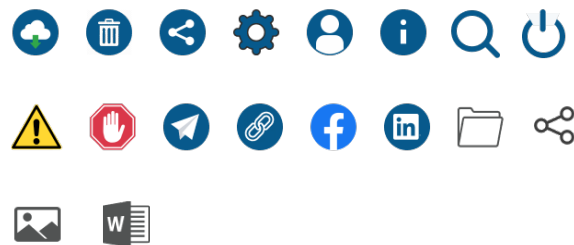
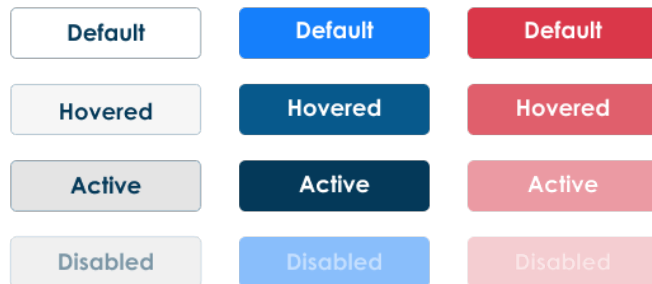
Hovered: Red DA3749/80% bkgd, white text (H4)

Active: Red DA3749/50% bkgd, white text (H4)

Disabled: Red DA3749/25% bkgd, white/50% text (H4)

Icons:

Default bkgd: 07598C with white icon



Sample Usage

Usage Guidelines

- Do not alter, orient, crop, or substitute the logo
- Use the required minimum buffer space
- Use the logo prominently and with pride!

