



## Brand Guideline



### Brand Story

- Tranquil
- Simplicity
- Community

Connect is a cloud platform that allows users to create and upload files in a secure location. Files ranging from photos, spreadsheets, powerpoints to videos can be stored and synchronized across computers, laptops, and mobile devices. Whether at work or on the road, users have the ability to access files from any device, anywhere.

Through this channel, people are able to share pictures and videos with friends and family members. Co-workers are able to collaborate on a project with ease. More time and energy can now be spent on building a community.

### Logo Variations

#### Primary



#### Secondary

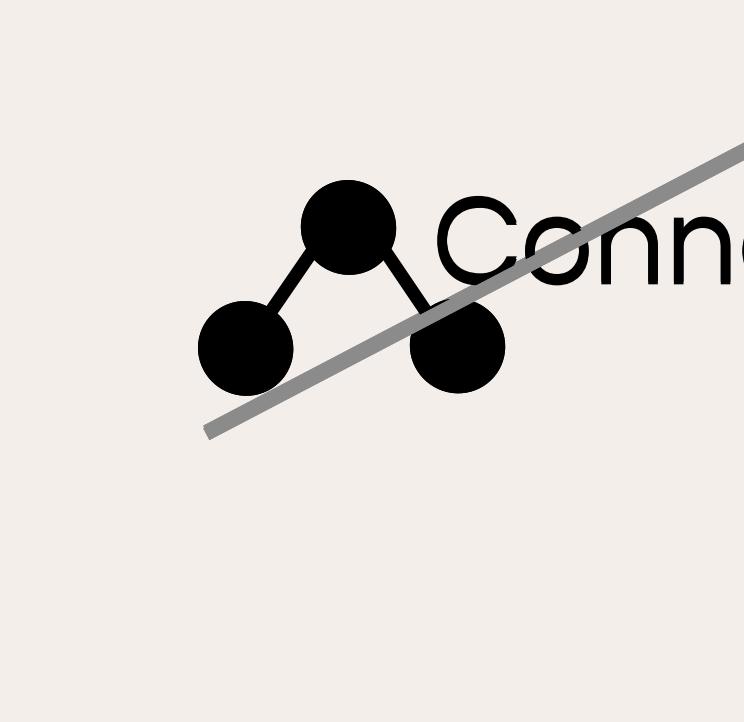
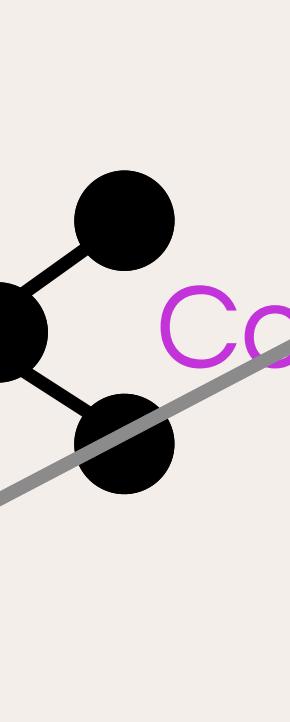


Logo symbol

Full Logo

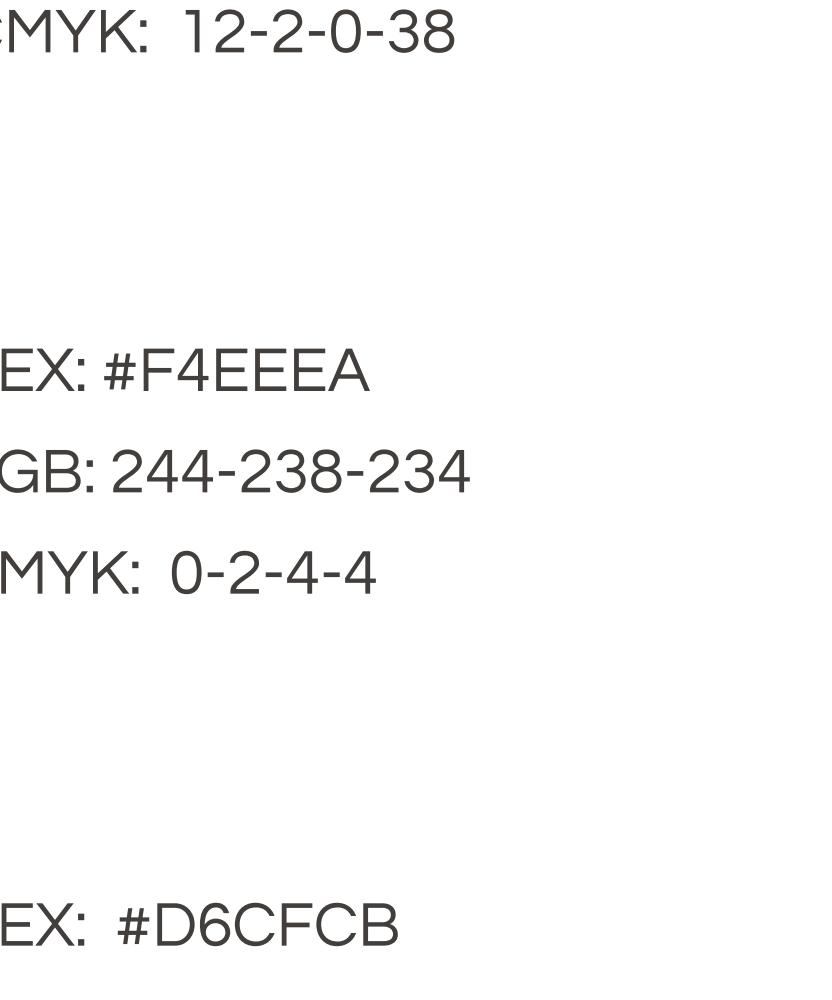
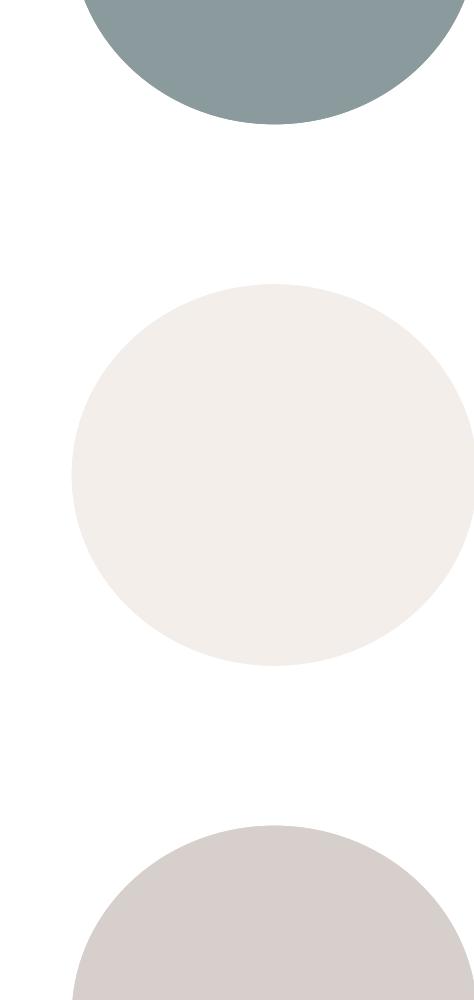
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### Logo Clear Space and Minimum Sizing

#### Clear Space



The whitespace around the Connection logo should always be equal to the circles within the mark. The surrounding area of the logo should be free of other elements.

#### Minimum Size

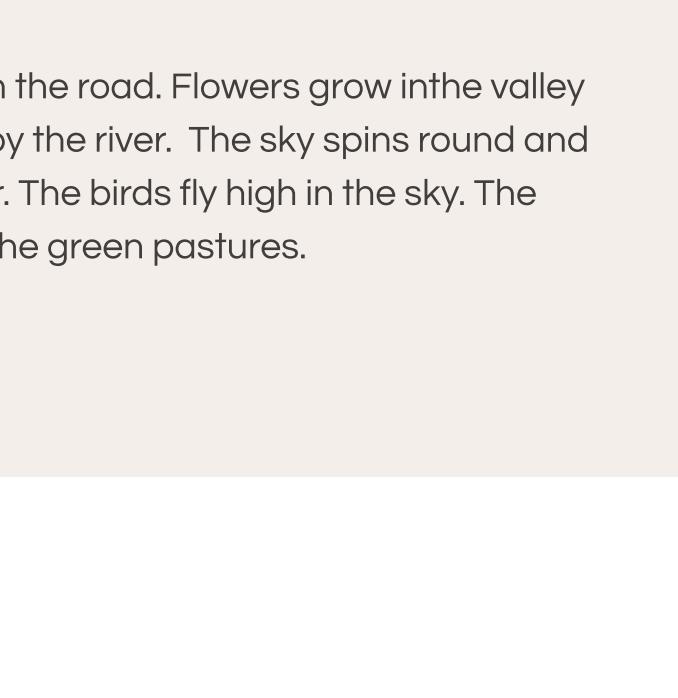
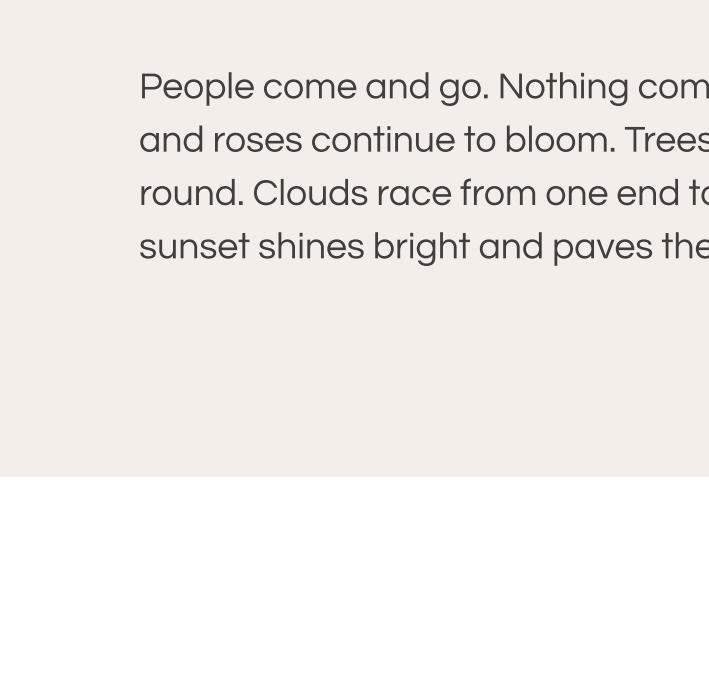
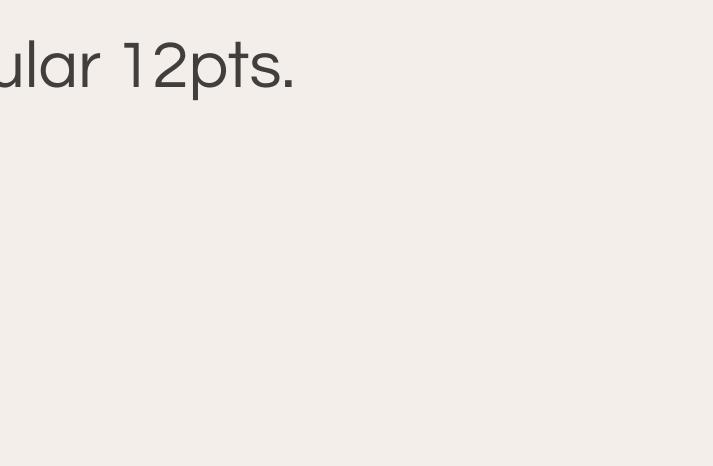
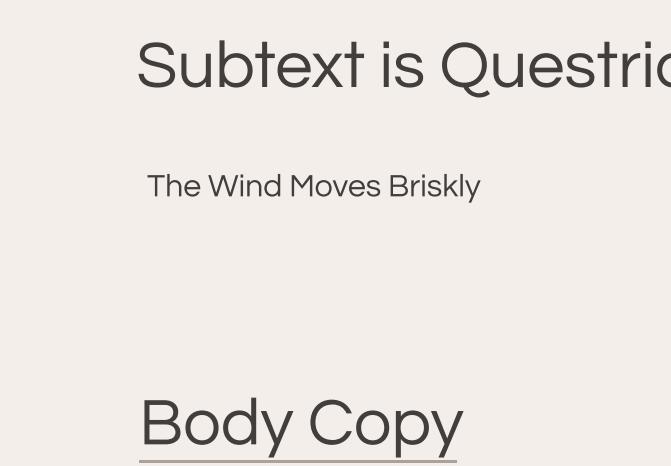


2 in or 96 px

5 in or 480 px

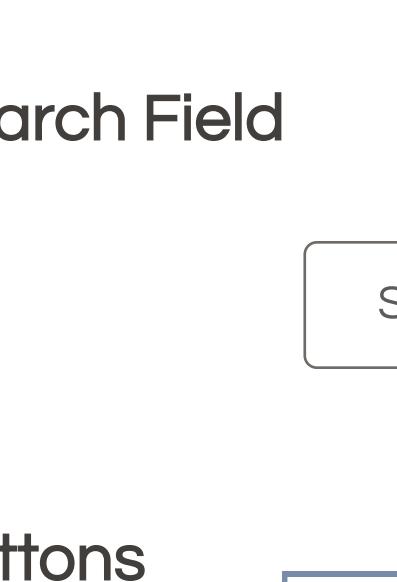
The primary logo should not be scaled below its minimum size of 96 pixels or 2 inches in width.  
The secondary logo should not be scaled below its minimum size of 480 pixels or 5 inches in width.

### Things to Avoid

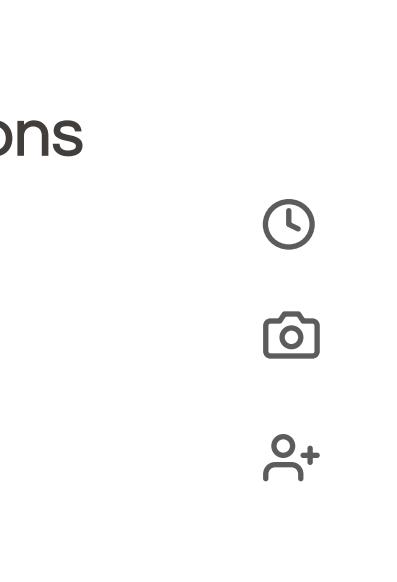


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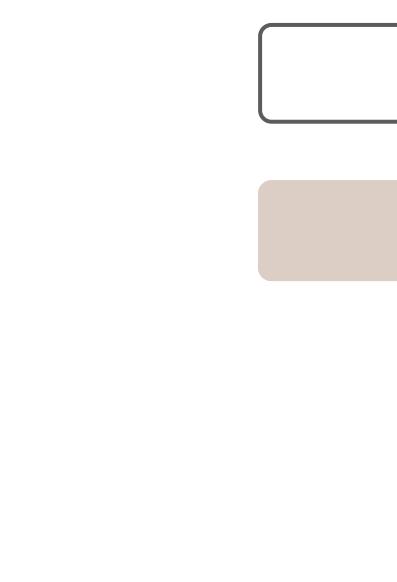
### Color Palette



HEX: #788BA8  
RGB: 120-139-168  
CMYK: 29-17-0-34



HEX: #8A9A9D  
RGB: 138-154-157  
CMYK: 12-2-0-38



HEX: #F4EEEA  
RGB: 244-238-234  
CMYK: 0-2-4-4



HEX: #D6CFCA  
RGB: 214-207-203  
CMYK: 0-3-5-16



HEX: #AEA198  
RGB: 174-161-152  
CMYK: 0-7-13-32



HEX: #706A66  
RGB: 7-6-166  
CMYK: 96-96-0-5

The color palette is comprised of primarily muted colors. These colors help to evoke a sense of calmness and tranquility. The peaceful mood will in turn help to establish an inviting environment where users feel encouraged to connect and create lasting friendships. Through this cloud storage platform users are also encouraged to work together and establish a sense of community.



HEX: #FFFFFF  
RGB: 255-255-255  
CMYK: 0.00-0.00-0.00-0.00



HEX: #BBBBBB  
RGB: 187-187-187  
CMYK: 0-0-0-27



HEX: #5C5C5C  
RGB: 92-92-92  
CMYK: 0-0-0-64



HEX: #413E3C  
RGB: 65-62-60  
CMYK: 0-5-8-75

### Typography

Questrial Regular  
Headlines (30 px)  
HEX #000000

A a

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
.,;?!\$@\*) 1234567890

#### Headings

H1 Oleo Script 50pt

H2 Oleo Script 36pt

H3 Oleo Script 24pt

#### Subtext

Subtext is Questrial Regular 12pts.

The Wind Moves Briskly

#### Body Copy

Paragraph text is set in Questrial Regular. Type, 14px Line-Height, 20px.

People come and go. Nothing coming down the road. Flowers grow in the valley and roses continue to bloom. Trees rooted by the river. The sky spins round and round. Clouds race from one end to another. The birds fly high in the sky. The sunset shines bright and paves the way to the green pastures.

Questrial Regular is the brand's primary typeface. Oleo Script is the complimentary typeface used to create contrast and visual hierarchy.

Questrial is the chosen typeface for the logo. The text is regular- no bold or italic. The first letter ("C") is capitalized and the remaining letters are in lowercase at all times. If the font Questrial is not available on a system of use, please proceed to use Jost.

Questrial is excellent for subtext and body copy because it has a clean and structured form. Oleo Script Regular is to be used for headings only. The differentiation in style from Questrial helps to keep the layouts clear and readable.

### Application Elements

#### Search Field



#### Buttons



#### Icons



#### Dropdown



Application elements are typically in dark gray or one of the muted colors. Some buttons are outlined, while others are filled in. Regardless of the presentation, the important factor is making sure the fonts found within the buttons are legible and easy to read.

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