

01

# Brand Guidelines

SERVER1.GE

## SERVER1 Logo Concept

The SERVER1 icon combines the idea of “Infinity Uptime” (stylized as a cloud) with a monogram.



## Logo Construction



## Logo design Overview

The SERVER1 mark conveys continuous operation, a secure infrastructure, and a priority on speed. The symbol combines a stylized cloud and a monogram, emphasizing uptime and service stability. Minimal geometry, sharp diagonals, and balanced proportions create a modern, technical identity. The color palette - deep dark tones with cool blue accents - delivers strong contrast, high legibility, and a premium impression.

The logo adapts across sizes, maintaining formal clarity and visual impact in both digital and print environments. Clear space is defined by the x-module, and shadows, distortion, incorrect colors, gradients, and low contrast are prohibited.

## Typography

Aa FiraGO

## Hosting Solutions

H1 17pt FiraGO ExtraBold

## Hosting Solutions

H2 15pt FiraGO Bold

## Hosting Solutions

H3 12pt FiraGO SemiBold

Hosting Solutions

Body Text 11pt FiraGO Medium

Hosting Solutions

Description 10pt FiraGO Regular

## Color scheme - Palette



#2a62fe

#03063a

#616a72