cloudaware

Cloudaware visual identity guidelines

Logo

Principal version

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01/Logo

Principal version

A logo is a conjunction of text and images that identify a business. It allows the brand to stand out from the competition through easy recognition and is meant to convey the company's values, key features and primary business focus.

Symbol

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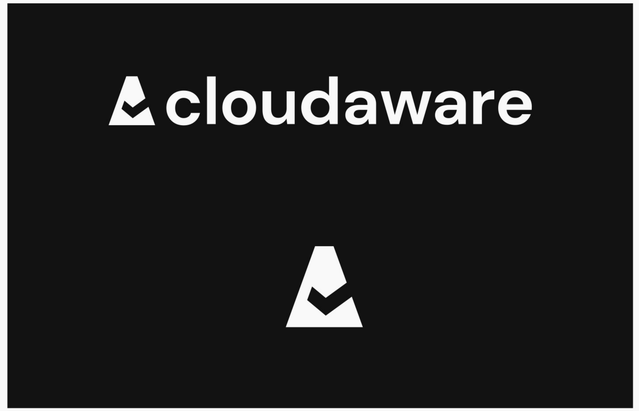
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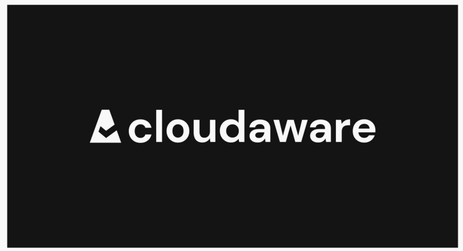
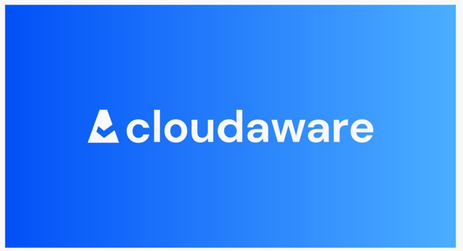
Logo on backgrounds

It is recommended to use the brand color backgrounds, but that is not always easily implementable. When used against photos, partners' brand backgrounds or non-standard images, the logo color should stand out from the background with contrasting colors.

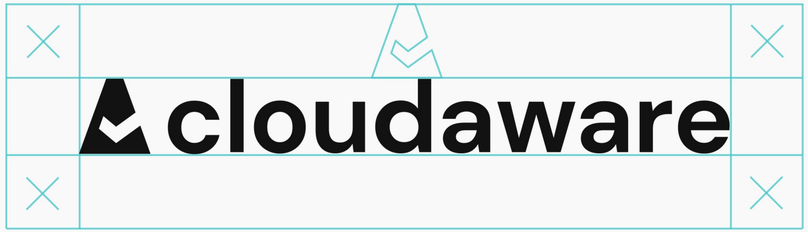


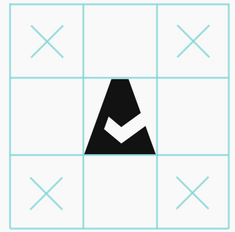


Clear space

Clear spaces around the logo help with its correct placement. There must not be any foreign objects, texts or photos within the clear spaces, otherwise, they will become visually connected with the logo and infringe on its integrity.

The height of a sign is taken as a unit of measure for Cloudaware logo clear space. This gap helps to preserve the clear space and the logo in its entirety.





Logo don'ts

It is imperative that the logo is used correctly in accordance with the guidelines. The following examples illustrate problematic logo placement that must be avoided and, although this is not the exhaustive list of the wrong logo usage, it gives a general idea of what needs to be avoided.