



# Brand Style Guidelines

December 2020



Page 3:

**Brandmark**

Page 10:

**Colourways**

Page 12:

**Typography**

Page 15:

**Language**

Page 17:

**Interface**



Section 1:

# Brandmark

Master logo



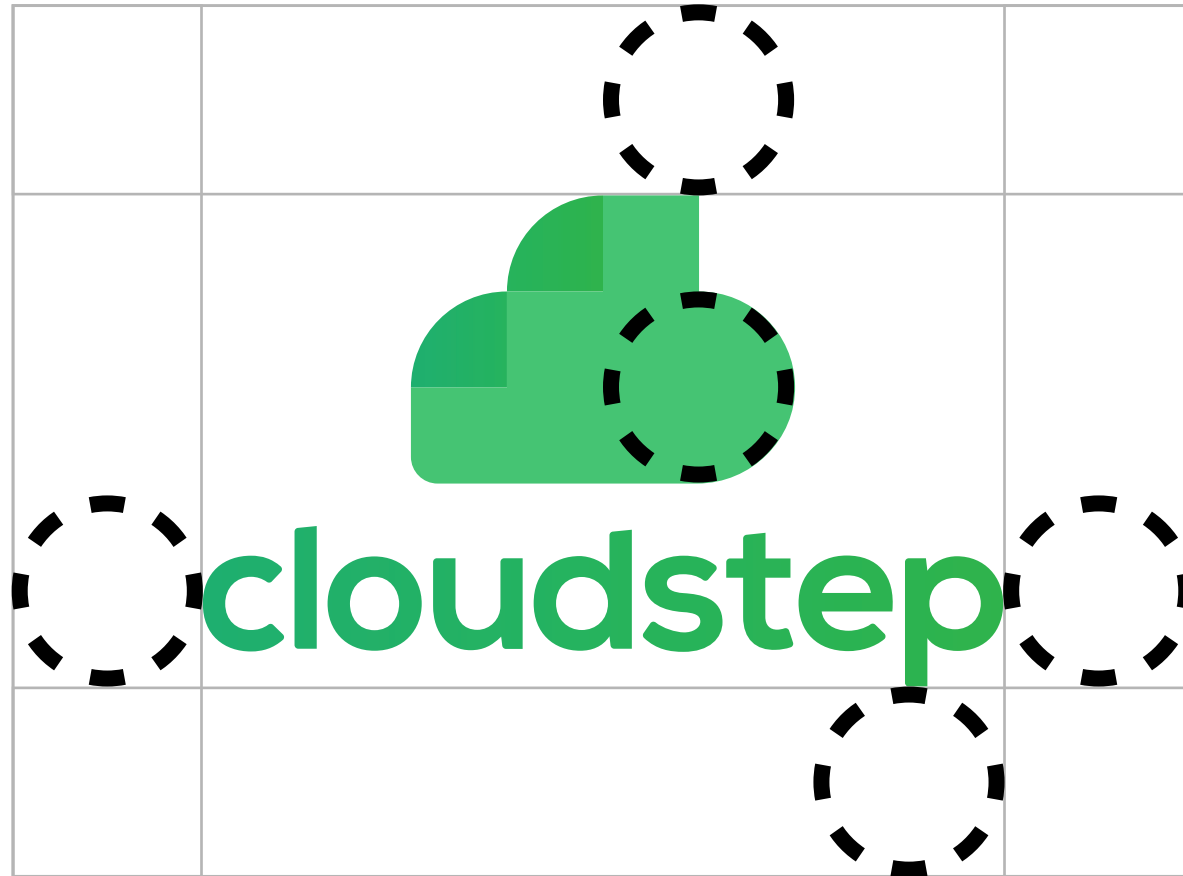
## Master logo white space



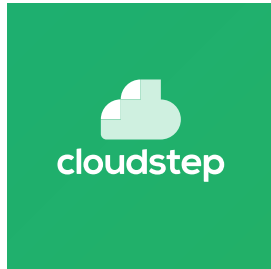
Stacked logo



## Stacked logo white space



## Logo application variations



**Two-tone white**  
For use on brand-colour  
backgrounds



**Two-tone white on black**  
For use on black  
backgrounds



**Two-tone black on white**  
For use on white  
backgrounds



**Mono black on white**  
For use on white in non-  
tonal contexts



**Mono white on black**  
For use on dark in non-  
tonal contexts



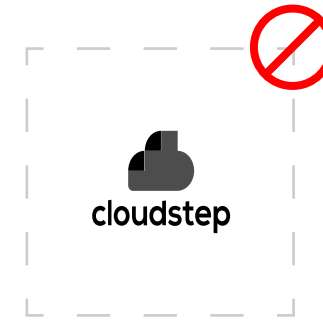
## Invalid uses



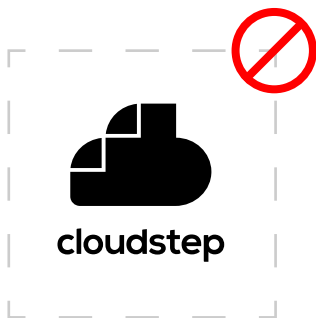
Brand should not be used on backgrounds that are not black, white, or brand



White space padding should be equal or greater than "O" in cloud icon.



Brand should never be stretched vertically or horizontally.



The size of individual elements should not be changed.



Rotation should never be applied to the whole, or any part of, the brand.



Drop shadows and other effects should never be applied to the brand.



## Section 2

# Colourways

## Brand colour specifications



### Brand Green

For use with heading text or as a background colour (white text atop).

HEX #39B54A  
RGB R=57 G=181 B=74  
CMYK C-75 M-0 Y-100 K-0



### Brand Green Compliment

For use with in conjunction with Brand Green for gradients where applicable.

HEX #00AF70  
RGB R=0 G=175 B=112  
CMYK C-80 M-2 Y-77 K-0



### Steel Blue

For use with text on white, and as a background itself.

HEX #37474F  
RGB R=55 G=71 B=79  
CMYK C-78 M-60 Y-52 K-38



### Luminant Green

For use with text on Steel Blue and Green backgrounds, where applicable.

HEX #68FFA0  
RGB R=104 G=255 B=160  
CMYK C-47 M-0 Y-58 K-0



## Section 3

# Typography

Font for web and print copy

**Aa**

Montserrat Bold

**This is a heading exmample**

Aa

Montserrat Light

This is a subheading exmample

Aa

Montserrat Regular

This is a paragraph exmample

Copy example

# Lorem ipsum dolor sit

Vivamus metus erat, luctus a tempor in, pellentesque eget arcu.

Etiam aliquam sit amet diam a vehicula. Fusce ultrices vehicula elit eget iaculis. Nulla a accumsan metus. Mauris in neque tellus. Suspendisse et aliquam arcu, at congue nulla. Etiam ac mollis sem. Donec congue sed libero vitae lacinia. Curabitur tempor sem commodo consectetur tincidunt.



## Section 4

# Language & Tone

## The voice of Cloudstep

The impact of modern consumer applications in the world of enterprise is far reaching and unrelenting. As BYOC and remote work continues to normalise for white collar workers around the globe, their expectations continue to shift. They demand experiences that meet and exceed those adopted in their personal lives.

As such, any brand wanting to present itself as relevant and worth-using should cautiously adopt a more casual tone of voice, while maintaining respect for the perceptions of decision makers and money spenders in corporate environments.

As such, the Cloudstep brand should be a direct reflection of this evolving professional audience: always politically correct yet without shying away from a cheeky edge; embracing a willingness to have fun with messaging, yet without trivialising serious outputs or outcomes.

**Cloudstep must always consider the perceptions of those making a financial commitment, with critical consideration for what represents a light hearted matter and what does not.**





## Section 5

# Interface

## Calls to action

If it looks the same, it should act the same. All tappable elements; all calls to action, should utilise the Cloudstep Brand Green colourway - albeit, in different forms. E.g. [This is an example of a text link](#). All non-tappable elements should make use of colours such as Steel Blue, including 'step breadcrumbs' not yet arrived at by the user (e.g. future step which cannot be skipped to).

**Primary CTA**

**Secondary CTA**

**Tertiary call to action**

## Notice states

**This is a success notice (Background colour #39AEE6)**

Etiam aliquam sit amet diam a vehicula.

**This is a static notice (Background colour #B3B3B3)**

Etiam aliquam sit amet diam a vehicula.

**This is a caution notice (Background colour #E89F00)**

Etiam aliquam sit amet diam a vehicula.

**This is an alert notice (Background colour #B82800)**

Etiam aliquam sit amet diam a vehicula.

