



simplify
C L O U D L A B

BRAND GUIDELINES



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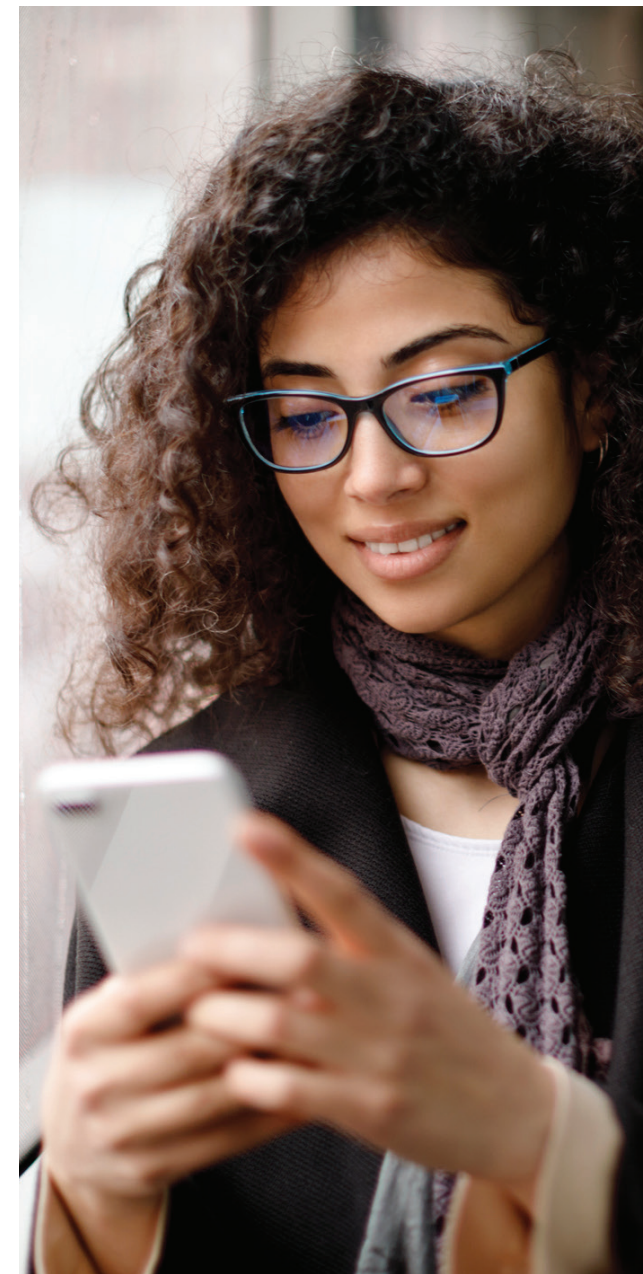
We take pride in our brand, on the following pages you will find our logo specifications when representing Simplify CloudLab.

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INTRO

Simplify CloudLab is a tool that allows you to build, manage, and share your virtual environments quickly and easily for Sales Demos, QA Testing, Internal Training, and more.





SIMPLIFY CLOUDLAB

BRAND QUICK GLANCE

BRAND GUIDELINES

WORDMARK

simplify

STRAPLINE

CLOUDLAB

GILROY | BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()_+

COLORS



LOGO



ICON



GOTHAM | MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()_+



LOGO SAFE ZONE

Always maintain clear space around our logo to protect the logo from obstructing elements such as text, graphics, and other images. At a minimum, the smallest letter should be used as a guide for clear space.

FOR EXAMPLE

The height of the “C” in CloudLab creates the clearance for vertical space, and the width of the “C” for horizontal space.



MASTER CONSTRUCTION &
LOGO SAFE ZONE





SIMPLIFY CLOUDLAB

APPROVED LOGO APPLICATIONS

BRAND GUIDELINES

APPROVED LOGO USE



PREFERRED USE OF LOGO
4-color (4C) logo on white or light colored backgrounds at equal proportions.



SECONDARY USE OF LOGO
2-color (2C) or solid color is the only choice, use our dark blue at equal proportions.

B/W APPROVED APPLICATIONS



Use solid black for white/light background and solid white for dark backgrounds at equal proportions.

APPROVED STACKED LOGO APPLICATIONS

When using Simplify CloudLab logo, if the approved horizontal layout is not available please use our approved alternate stacking.

Only use approved logo applications.

STACKING APPROVED USE



DESCRIPTION OF LOGO USE

VERTICAL STACKING APPLICATION

4-color (4C) logo on white or light colored backgrounds at equal proportions.

ONLY use when horizontal logo application is not available.

ALTERNATE STACKING APPROVED COLORS



UN-APPROVED LOGO APPLICATIONS

When using Simplify CloudLab logo, it is important to stick to our approved logo use formats ONLY.

Un-approved alterations WILL dilute our brand.



DO NOT ALTER LOGO

DESCRIPTION OF LOGO USE



DO NOT
alter logo to be out of
equal proportions.



DO NOT
use un-approved colors,
ONLY use approved logo
colors provided on page 17.



DO NOT
cut off and/or cover logo
when placing in or on any
marketing materials.



SIMPLIFY CLOUDLAB

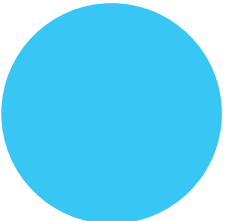
APPROVED LOGO COLORS

BRAND GUIDELINES

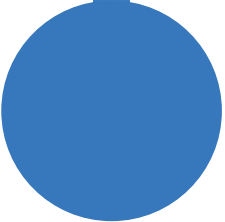
ICON COLORS

GRADIENT —

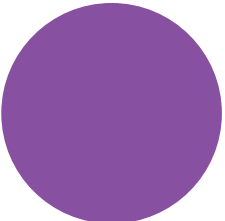
GRADIENT —



PANTONE: 2985 C
R:1 G:207 B:255
C:62.13 M:0 Y:0 K:0
HEX: #01cfff



PANTONE: 660 C
R:1 G:128 B:243
C:77.62 M:48.91 Y:0 K:0
HEX: #0180f3

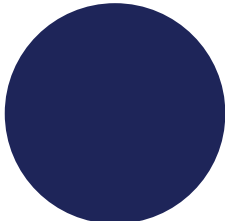


PANTONE: 258 C
R:179 G:0 B:255
C:53.52 M:80.72 Y:0 K:0
HEX: #b300ff

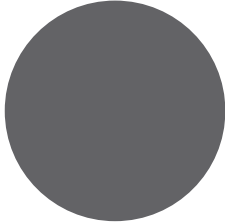


PANTONE: 7678 C
R:99 G:0 B:228
C:75.19 M:82.27 Y:0 K:0
HEX: #6300e4

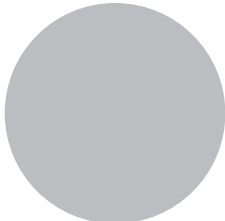
FONT COLORS



PANTONE: 2766 C
R:0 G:28 B:94
C:100 M:94.61 Y:30.71 K:30.79
HEX: #001c5e



PANTONE: Cool Gray 10 C
R:90 G:100 B:102
C:61 M:52 Y:50 K:21
HEX: #636466



PANTONE: Cool Gray 4 C
R:188 G:190 B:192
C:26 M:20 Y:20 K:0
HEX: #bcbec0



PANTONE: 663 C
R:230 G:231 B:232
C:8 M:6 Y:6 K:0
HEX: #e6e7e8

APPROVED FONTS

Simplify CloudLab selected fonts as a way to add personality through the use of our approved type faces.

GILROY | BOLD

Used specifically for “Simplify”, this font is bold in weight and should be used for main headers or sub-headers when creating marketing materials.

GOTHAM | MEDIUM

Used specifically for “CloudLab”, this font should be used for all body copy when creating marketing materials.



GILROY | BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@£\$%^&*()_+

APPROVED USE: HEADERS OR SUB-HEADERS

GOTHAM | MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@£\$%^&*()_+

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