



Cloudaware visual identity guidelines

Logo

Principal version

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01/Logo

Principal version

The Cloudaware logo brings together our name and the pyramid icon, representing stability, focus, and perspective. It's designed for clarity and recognition, always appearing in one of our brand colors for the best contrast with its background.



01/Logo

Symbol



01/Logo

Color variations

 **cloudaware**



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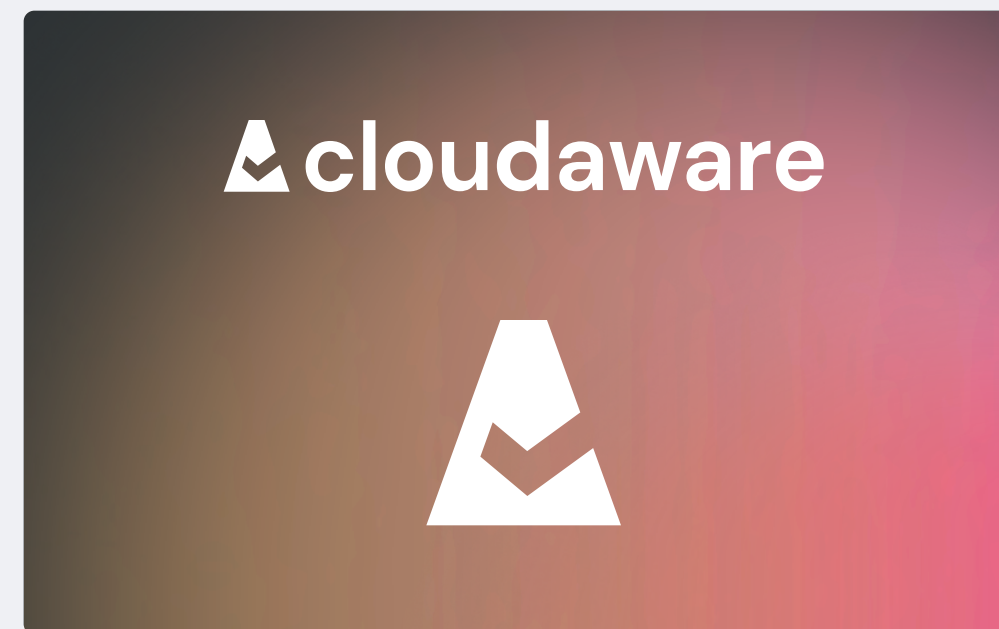
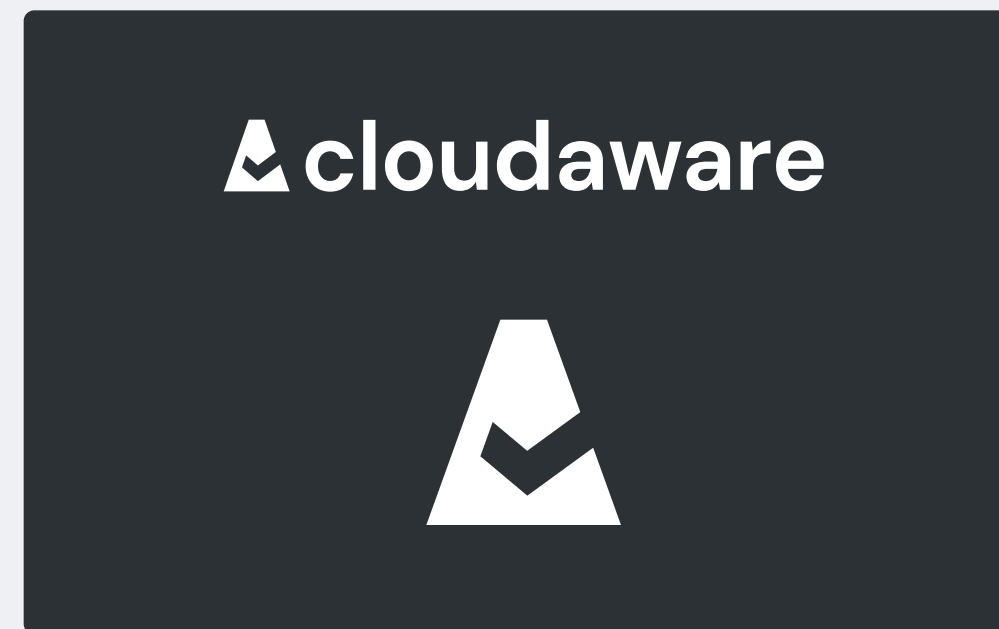
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01/Logo

Logo on backgrounds

We recommend using our brand colors as backgrounds whenever possible. However, we know that's not always practical. When the logo appears on photos, partner materials, or other non-standard images, choose the version that provides the strongest contrast so the logo remains clear and easy to recognize.

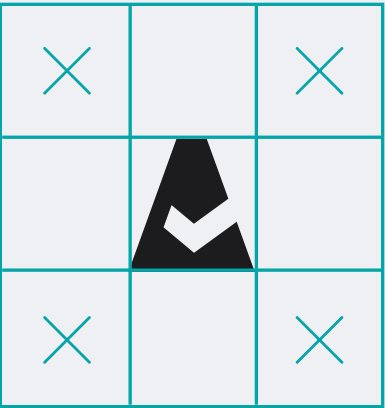


01/Logo

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.

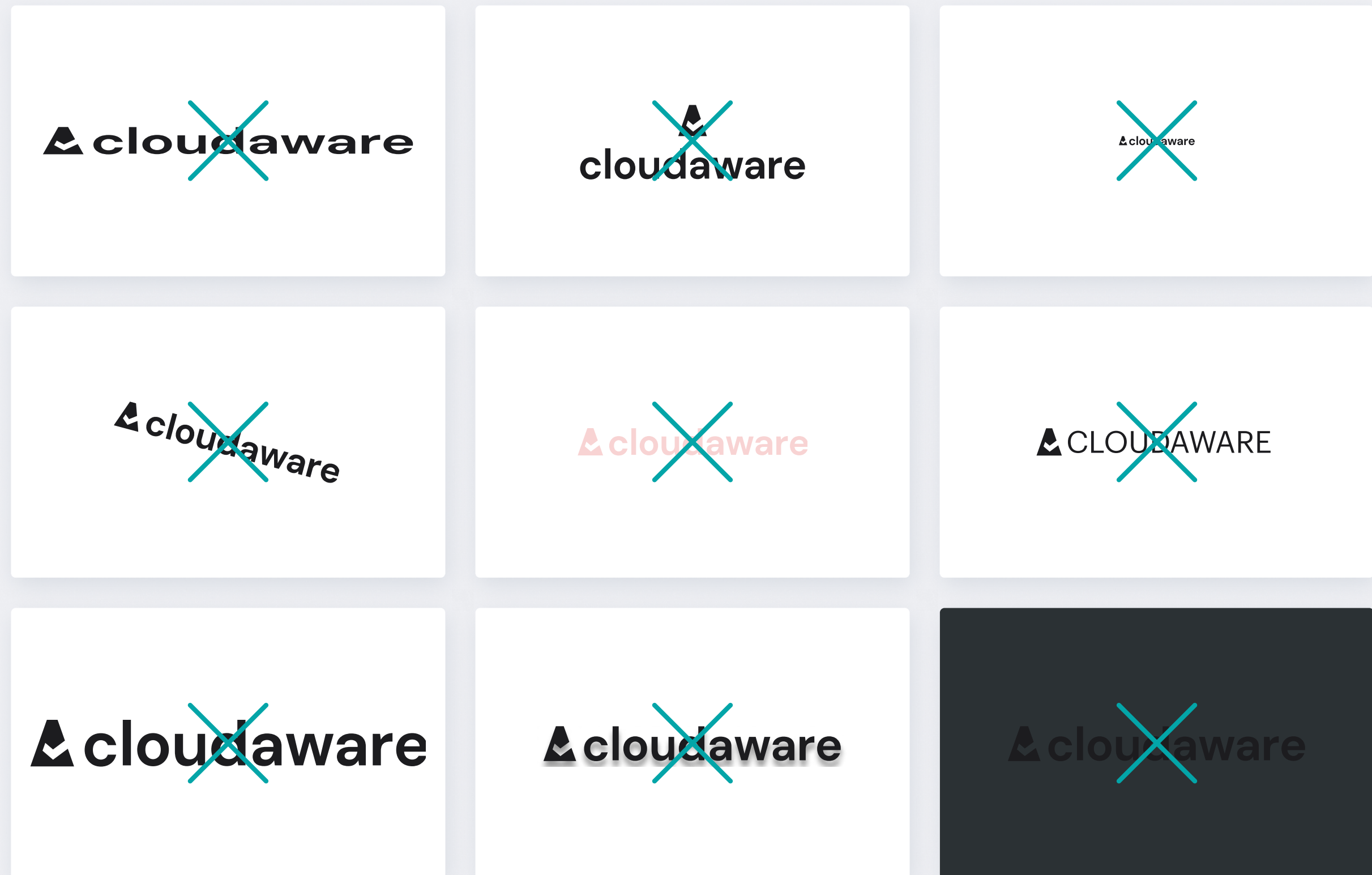
The height of a sign is taken as a unit of measure for Cloudaware logo clear space. This gap helps to preserve the clear space and the logo in its entirety.



01/Logo

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.



Brand elements

Colors

Examples of Brand Identity Application

02/Brand elements

Colors

Brand colors are used in style forming elements.

Here are the main colors for Cloudaware's new visual identity.

Brand

Main brand colors



Wave
#04A6A8

- Main color:
- Used in the logo, interface, and key accents.
 - Suitable for buttons, links, and main UI elements.



Cherry
#D33A73

- Accent color:
- Applied in illustrations, marketing materials, highlights in typography and UI.
 - Used sparingly to add energy and expressiveness.



Black
#161616

- Secondary brand color:
- Suitable for logo, text, icons, and neutral blocks in the product.
 - Can be used in dark theme and for contrast elements.



Aqua
#6AFAFF

- Additional color:
- Used in visual accents: illustrations, web graphics, gradients, background decorative elements.
 - Not applied as a primary UI color, but supports the overall visual style.

03/Showcase

Examples of Brand Identity Application

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