



BRAND GUIDELINES 2024-25

About us

We empower large enterprises to thrive through seamless, scalable cloud solutions.

Logo Variations

Two Types



Main Logo



Secondary Logo



Ping Logo

1. Always prefer using the main logo.
2. For a colored background, a secondary logo can be used.
3. Do not use any other version of the logo.

Rules of application

MAIN LOGO ELEMENTS



Use the logo mark if the full
logon cannot be used.



DO'S AND DON'TS



DO NOT change the color.
Use colors in the palette.



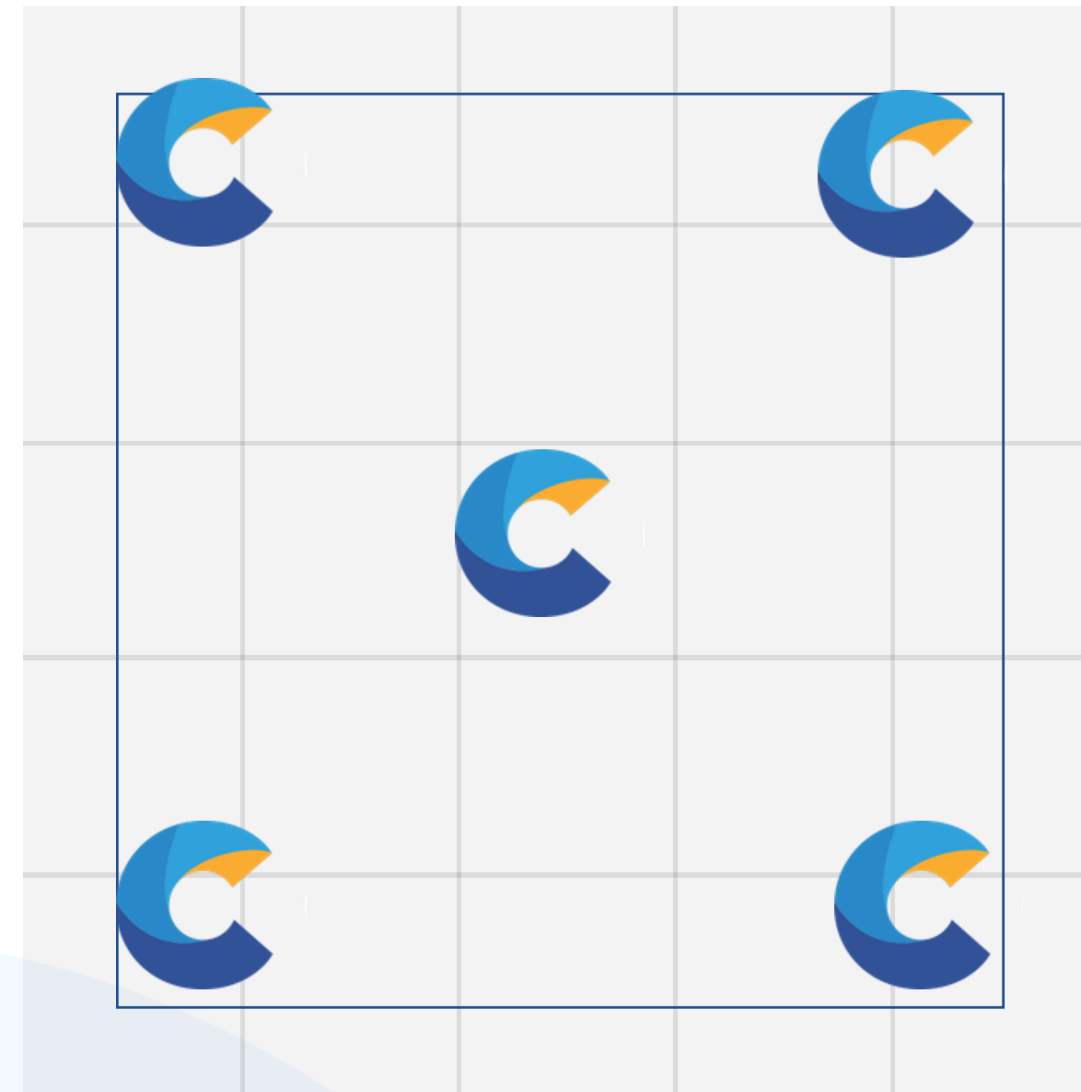
DO NOT crop the logo.



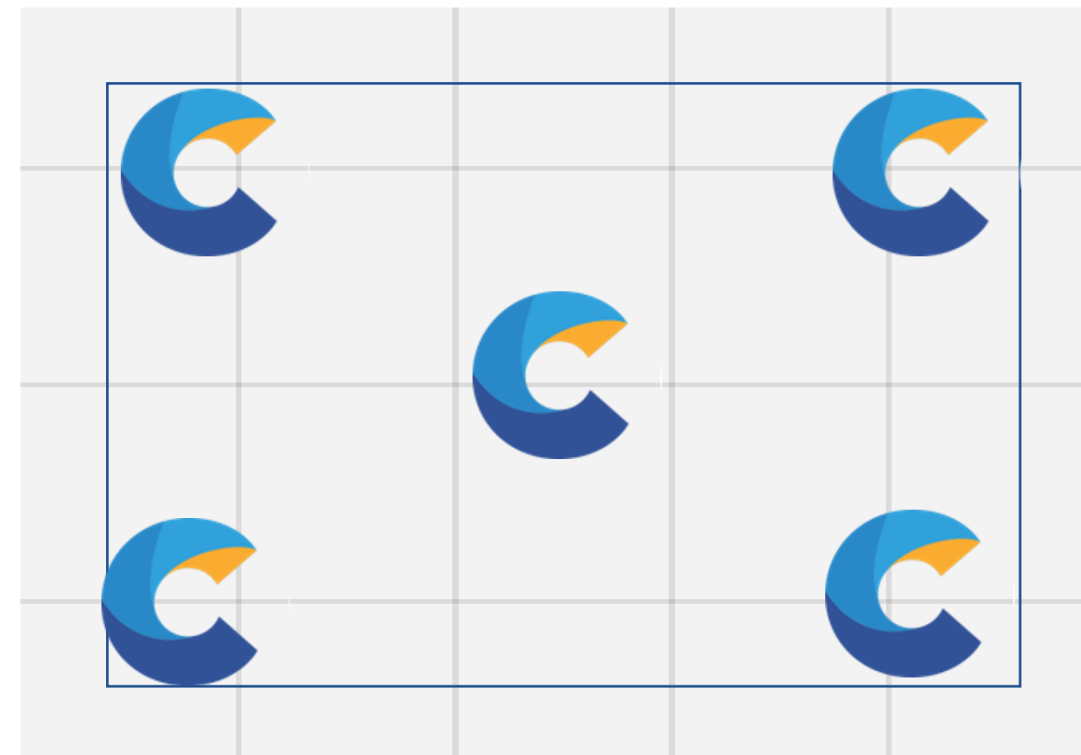
DO NOT rotate the logo.

Usage Example

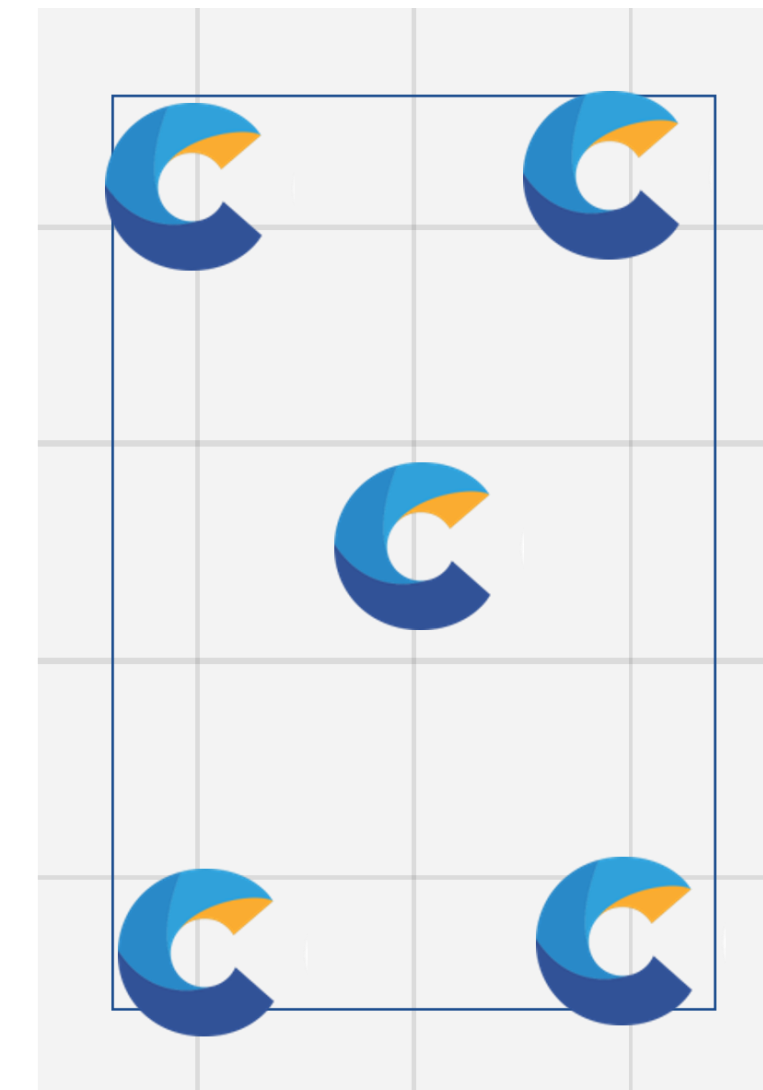
Proper Logo Placement



Physical Assets



Digital Assets



Promotional

Brand Typography

Aa Main Font

Raleway

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	00	01	02	03
04	05	06	07	08	09

FOR HEADERS

Aa Alternative

Clear Sans Regular

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	00	01	02	03
04	05	06	07	08	09

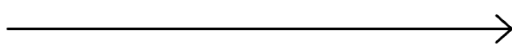
FOR SUBHEADERS

Brand Typography

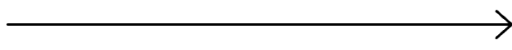
Pairing To Use

SUBTITLE

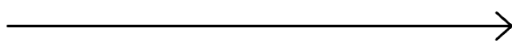
Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.



Raleway



Clear Sans (All Caps)



Clear Sans

Color Palette

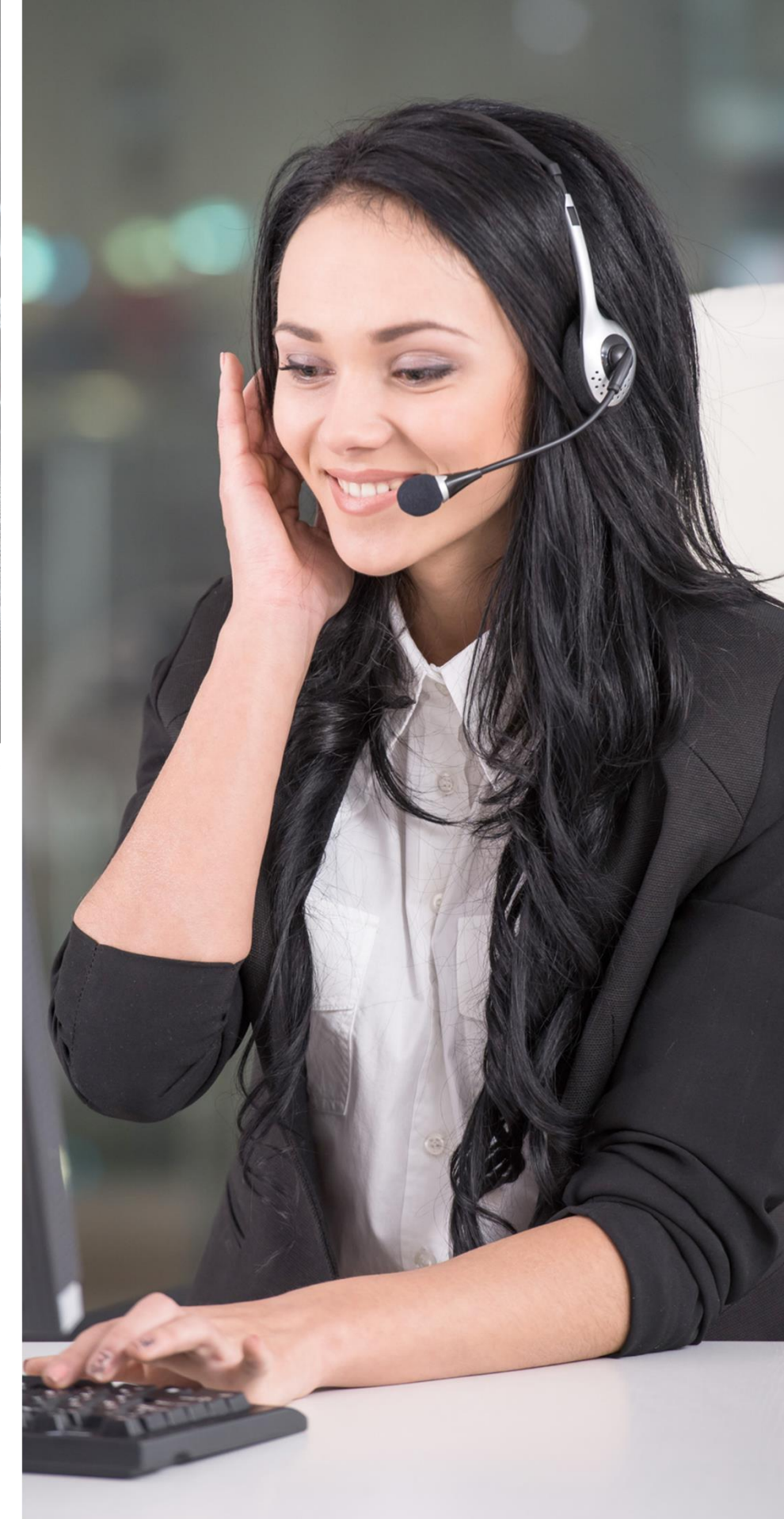
Corporate Colors



HEX CODE #1D4E8F PANTONE 7686C RGB 29,78, 143	HEX CODE #FFB923 PANTONE 7409C RGB 246, 178, 33	HEX CODE #00A0DF PANTONE 299C RGB 0, 160, 223	HEX CODE #0185C9 PANTONE PROCESS BLUE C RGB 0, 133, 202
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Proper Imagery

Connect with audiences





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