



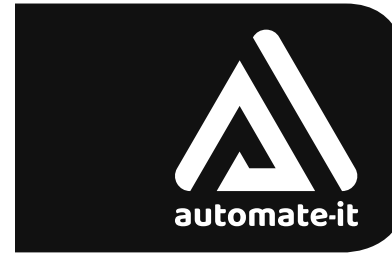
Brand Guidelines.

Automating
The whole Lifecycle
Secure Hybrid Cloud Services

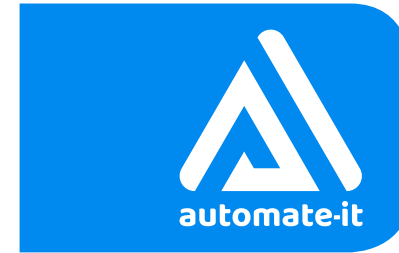
the most efficient and complete solution for an
end-to-end automation of all server related
processes

01

Logo versions



logo light version



logo color version



logo light version



02 Logo usage



logo color version



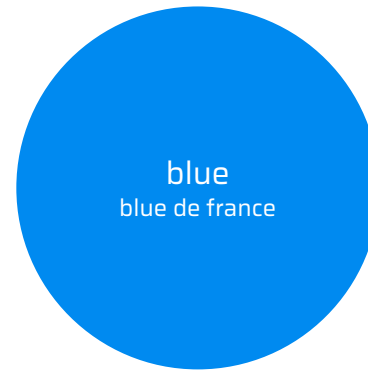
logo dark version

03 Colors

The colors are recommendations for various media. A palette of primary colors has been selected, which comprise the main scheme.

Consistent use of this color will contribute to the cohesive and harmonious look of the designs inc.brand identity across all relevant media.

Primary colors



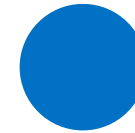
blue
blue de france

WEB : #008AF0
RGB : R0 G138 B240

Color tones - web



#159CFF



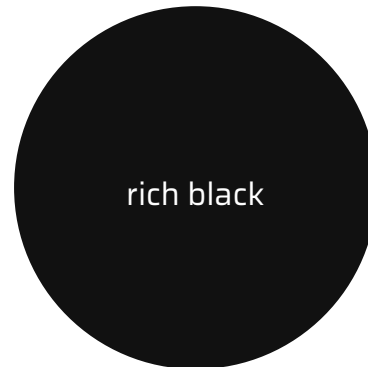
#0071C5

Color gradient - web



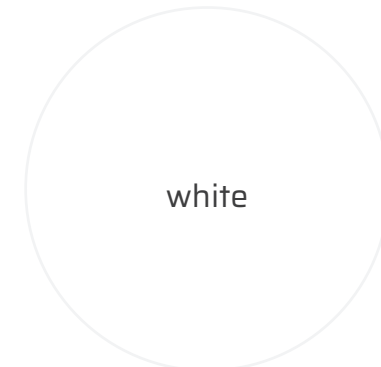
#159CFF

#0071C5



rich black

WEB : #111111
RGB : R17 G17 B17



white

WEB : #FFFFFF
RGB : R255 G255 B255

04 Fonts

Primary font

Barlow

Web / print font - HEADINGS

h1 | 500, lowercase

h2 | 500, lowercase

h3 | 500, lowercase

h4 | 500, lowercase

h5 | 600, lowercase

Web / print font - CONTENT / P

p | 500, lowercase, 1.0 rem (web)