



Brand Guidelines



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Logo



Combined Cloud Accounting uses three shades of blue and fonts that aim to create a cloud icon effect. The best use of the logo is the coloured version on a white background.

Colours

The brand colours consist of the three shades of blue with white being the main background or highlight colour and black being for body text.

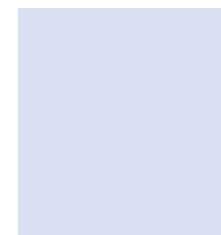
Main Colours



Dark Blue
C : 84 M : 47 Y : 0 K : 0
R : 71 G : 117 B : 183
#4775B7

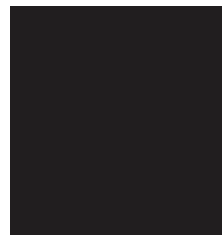


Mid Blue
C : 50 M : 30 Y : 0 K : 0
R : 147 G : 165 B : 212
#93A5D4

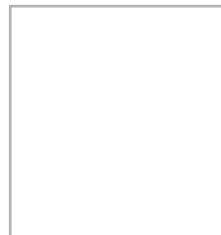


Light Blue
C : 17 M : 10 Y : 0 K : 0
R : 218 G : 223 B : 242
#DADFF2

Secondary Colours



Black
C : 73 M : 67 Y : 59 K : 79
R : 38 G : 36 B : 37
#262425



White
C : 0 M : 0 Y : 0 K : 0
R : 255 G : 255 B : 255
#FFFFFF

Imagery & Elements



Full colour images should be used where possible. Try to include something Blue in the image, whether it be the background or another element



Heading Line



Cloud Icon

The main elements to use are the coloured backgrounds and the cloud element to breakup the coloured sections. Also the line with the circle element under titles.

Typography

Primary Typeface

To be used for headers only and used in one of the brand colours. Headers should be on a white background if possible but can be used on one of the other colours. Usually white on colour.

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+

Aa Bb

Secondary Typeface

For main body text use Gill Sans Regular

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+

Aa Bb