



CLOUDMARK®

Logo Style Guide

# COLOR

THE FOLLOWING PMS COLOR SPECIFICATIONS ARE FOR USE IN SPOT COLOR PRINTING ONLY.

## PRIMARY COLOR PALETTE



Light Blue: Pantone 7461 C  
CMYK: 78C/ 28M/ 0Y/ 0K  
RGB: 60R/ 131G/ 187B  
Hexadecimal: 3399CC



Navy: Pantone 541 C  
CMYK: 100C/ 57M/ 0Y/ 38K  
RGB: 7R/ 43G/ 97B  
Hexadecimal: 003366



Mid Blue: Pantone 7462 C  
CMYK: 100C/ 50M/ 0Y/ 10K  
RGB: 9R/ 72G/ 145B  
Hexadecimal: 003399



Gray: Pantone 431 C  
CMYK: 11C/ 1M/ 0Y/ 64K  
RGB: 82R/ 87G/ 89B  
Hexadecimal: 666666

## SECONDARY PALETTE



Red: Pantone 194 CP  
CMYK: 27C/ 100M/ 78Y/ 25K  
RGB: 145R/ 13G/ 47B  
Hexadecimal: 940D2F



Green: Pantone 5757 CP  
CMYK: 72C/ 31M/ 100Y/ 17K  
RGB: 79R/ 123G/ 39B  
Hexadecimal: 4F7B27



Red: Pantone 152 CP  
CMYK: 7C/ 66M/ 100Y/ 1K  
RGB: 229R/ 114G/ 0B  
Hexadecimal: E57200



Green: Pantone 582C  
CMYK: 40C/ 31M/ 87Y/ 5K  
RGB: 157R/ 151G/ 74B  
Hexadecimal: 9D974A

# LOGOS

## THE CLOUDMARK LOGO

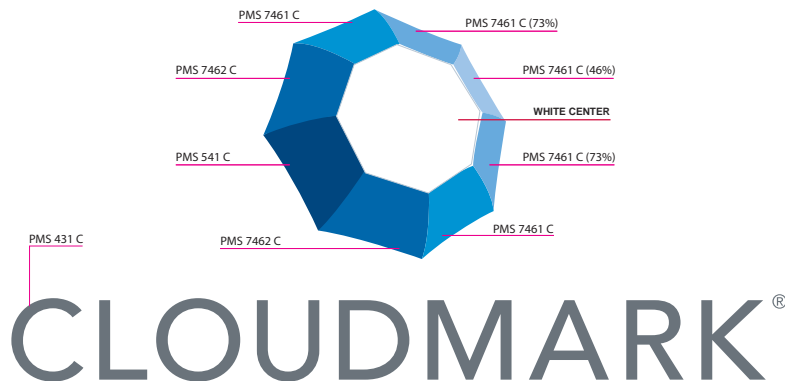
Cloudmark is represented with two logo version — a horizontal version and a vertical version. For consistency, please use the vertical version only when the horizontal logo with not fit.

The logo below shows the color breakdown for the PMS version. These call-outs are for reference only when printing. Do not attempt to recreate the logo.

The white space in the center of the umbrella “bug” should never be transparent. It should be white.

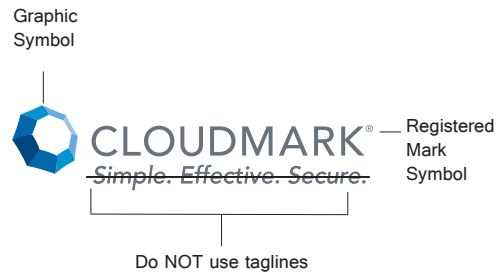
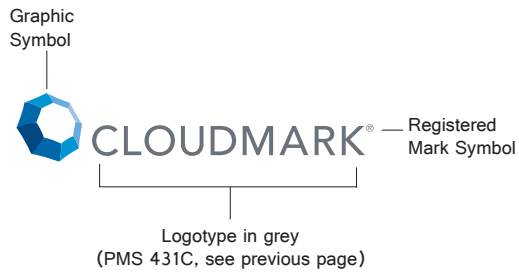
## LOGO COMPONENTS

The logo consists of the umbrella graphic symbol or “bug”, the Logotype, and the Registered Symbol. The Logotype is based on the font Avenir and typeface is the color grey (PMS 431C). Do not attempt to recreate it.



Do NOT use taglines with either version. To maintain consistency, proportions must not be altered. For any alterations, please contact [marketing@cloudmark.com](mailto:marketing@cloudmark.com).

#### HORIZONTAL LOGO



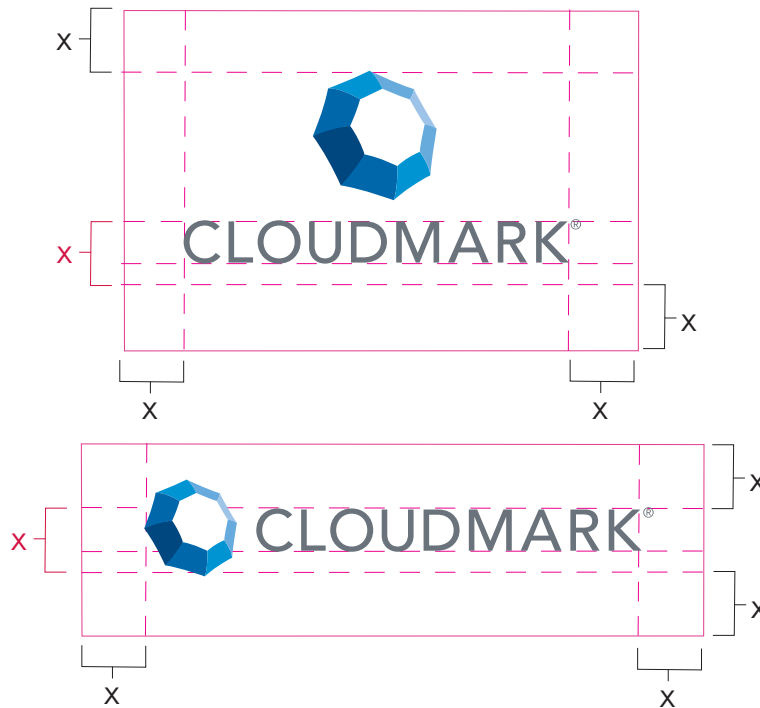
#### VERTICAL LOGO



## CLEAR SPACE

Always leave the recommended amount of clear space around the logo. The minimum clear space is equal to X, which represents one-and-a-half times the height of the Logo-type.

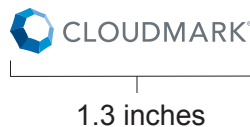
This clear space gives the logo room to “breathe,” and ensures that it won’t be obscured by neighboring elements or typography.



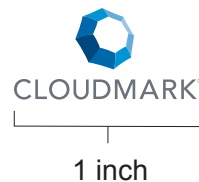
## MINIMUM SIZE

The Cloudmark logos shown below are the smallest size allowed for general use. To ensure the quality of reproduction, refrain from using a smaller version. If you are working on a project where you might need to alter this, contact [marketing@cloudmark.com](mailto:marketing@cloudmark.com).

### HORIZONTAL



### VERTICAL



## ACCEPTABLE LOGO USAGE

- 1] Do use the logo in full color. This is the preferred usage.



- 2] Do use the logo in greyscale (Print only)



- 3] Do use the reversed modified version of the logo if used on a mid to dark background. Instructions for this usage are shown on the next page.

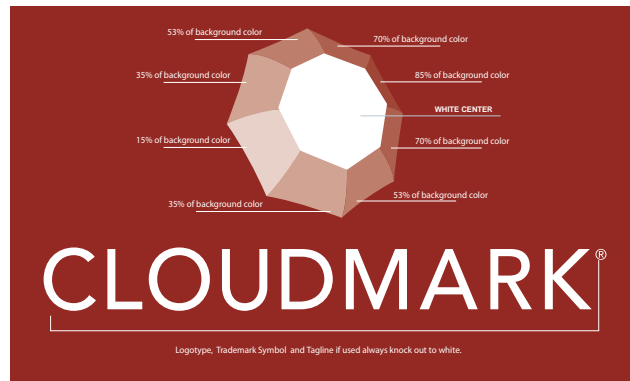


## REVERSED LOGO USAGE WITH SOLID COLORED BACKGROUND

The Cloudmark logo below shows the value breakdown for reversing the logo out of a colored background. These callouts are applicable to any mid to dark color used in the background.

Follow these directions carefully. If you must make alterations outside the scope of these standards, contact [marketing@cloudmark.com](mailto:marketing@cloudmark.com).

1. Choose your background color. Whether it is a PMS, RGB or CMYK color, load the color into the color palette as a single spot color.
2. Follow the percentages of the background color below in order to achieve a true representation of the logo reversal. The center of the logo should NOT appear transparent.



Reversed out of black

## UNACCEPTABLE LOGO USAGE

The following are examples of incorrect usage.

- 1] Don't outline the logo.
- 2] Don't alter the logo colors.
- 3] Don't change the proportion of the logo, or distort it in any way.
- 4] Don't place the logo on a busy photographic or patterned background.
- 5] Don't place a color logo on a background with a similar color value.
- 6] Don't change the lockup.

1]



4]



2]



5]



3]



6]





