



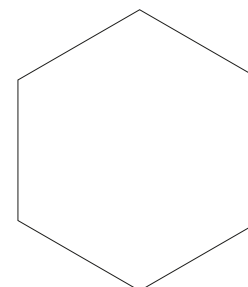
BRAND IDENTITY MANUAL - v2018.08a

Exoscale is mainly represented by RED and BLACK on WHITE field. Color proportions should reflect this approach.



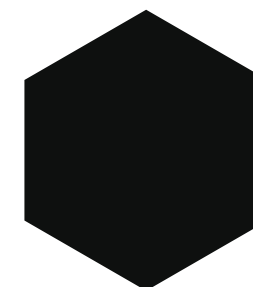
RED

CMYK	0.95.100.0
RGB	218.41.28
HEX	#DA291C



WHITE

CMYK	0.0.0.0
RGB	255.255.255
HEX	#FFFFFF



RICH BLACK

CMYK	40.30.30.100
RGB	0.0.0
HEX	#000000

GOTHAM LIGHT

GOTHAM MEDIUM

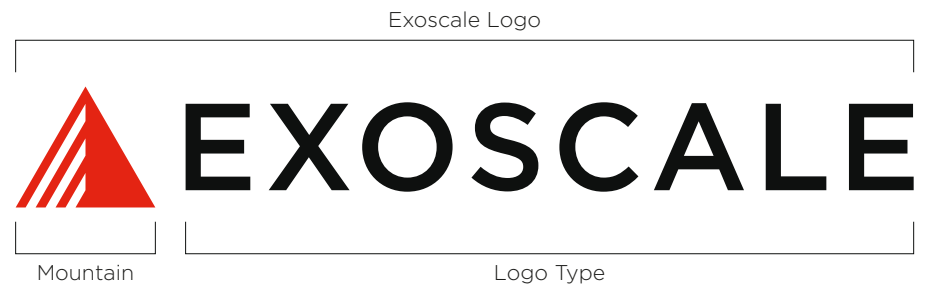
Exoscale main font is GOTHAM.

Every basic variant can be used if needed, but favourite weights are MEDIUM and LIGHT.

Gotham Thin
Gotham Thin Italic
Gotham Extra Light
Gotham Extra Light Italic
Gotham Light
Gotham Light Italic
Gotham Book
Gotham Book Italic

Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Black Italic
Gotham Ultra
Gotham Ultra Italic

Exoscale logo is composed by a type in GOTHAM MEDIUM and a stylized MOUNTAIN symbol.



Mountain and logo type are geometrically aligned and spaced through defined proportions.

A specific clear area around the logo is defined from the same proportions, and prevents any other copy, secondary graphics or illustrative / photographic elements from interfering with its impact.

Provided logos in the kit take in account the clear area.



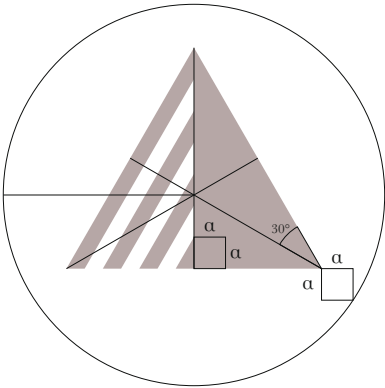
Use preferably the entire logo.
Never use it smaller than 32 millimeters
in full length.



Where a monochromatic application
is needed, or where contrast does not
allow the preferred form to be used,
white or black form can be used.
In those situations use the white form
preferably.



A clear area for the mountain widget is calculated on a circle.



Mountain symbol can be used alone when necessary, with the same rules as the full Exoscale logo.



Never use the mountain symbol in any other color or rotated in any angle. Prefer white application when using it on a color field.



Never use the Exoscale logo inside a shape, in any other color, or without the mountain symbol.



EXOSCALE

In specific sponsorships packages or patronages, upon permission or if required by the agreement, the present forms can be used.

Use the horizontal form whenever possible.

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Digital: minimum width 310px, proportional height
Print: minimum width 48mm, proportional height

Digital: minimum width 220px, proportional height
Print: minimum width 32mm, proportional height