CloudSort
Brand Guidelines

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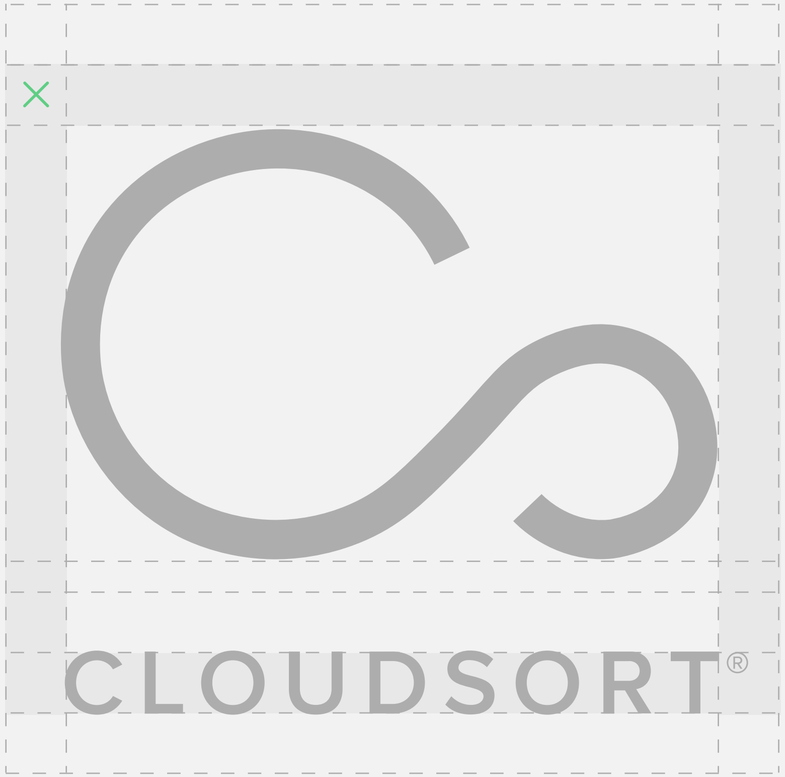
1 Logo

The Cloudsort logo is constructed from two perfect adjoining circles, when connected they create a powerful ‘CS’ icon. The icon not only symbolises the brands initials but also a cloud and an infinity symbol.

CLOUDSORT®



FONT

Proxima Nova Semi Bold, tracking set to 150.

*Proxima Nova Bold & Light may be used in PPT and on other media.

SPACING

Icon distance from wordmark is exactly 1.5x the wordmark height.

CLEARANCE

Absolute minimum clear space is 1x the workmark height.

Primary Logo

Glyph

Horizontal

CLOUDSORT®

Wordmark

Do not flip the order of the wordmark and glyph.

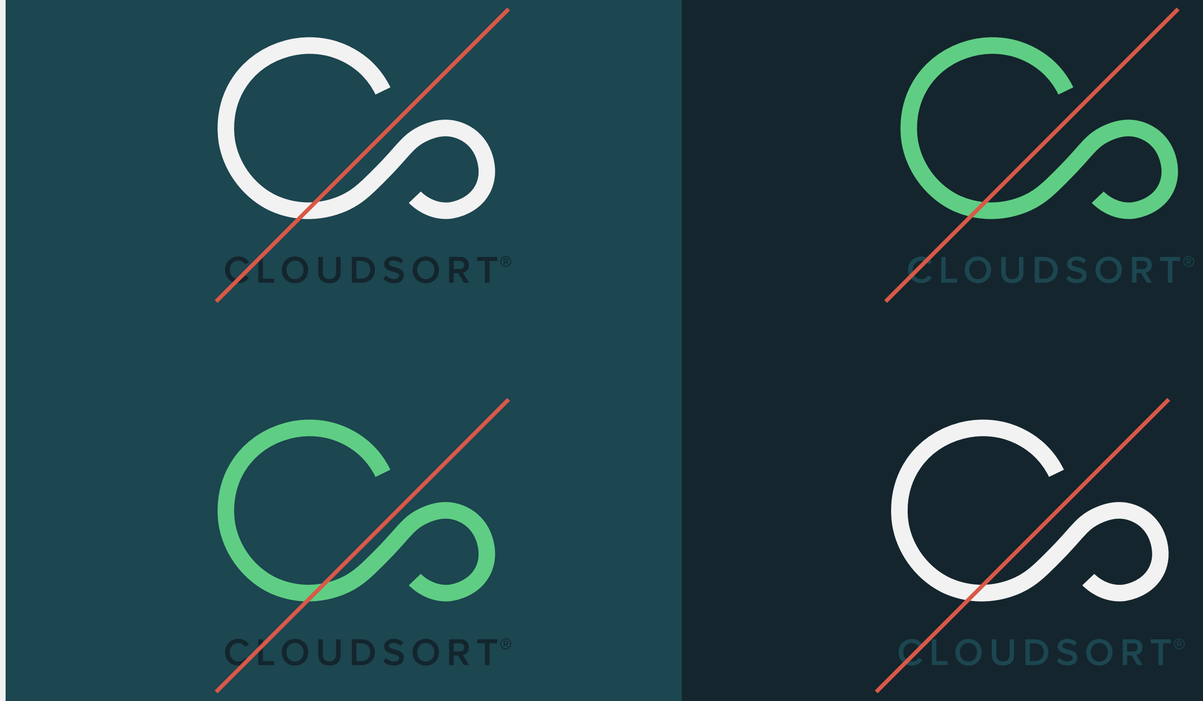
Do not skew the logo in any direction.

Do not overlay the wordmark on top of the glyph.

Do not change the color of the logo to colors outside of the guidelines.

The one-color variations of the logo are the primary logo selections. Secondary two-color versions may be used in certain marketing and web uses.

Do not use the color varations to the right. In general, don’t use Lime in the logo in any variation and keep the wordmark lighter than the glyph.



2 Color

The Cloudsort color palette is made of shades of green, with a lime green accent.

Steel

20 | 37 | 45 | 100
#14252D

Lime

95 | 206 | 132 | 100
#5FCE84

Cyprus

28 | 70 | 80 | 100
#1C4650

Cloud

242 | 242 | 242 | 100
#F2F2F2

Lime

95 | 206 | 132 | 100
#5FCE84

Red

218 | 88 | 71 | 100
#DA5847

Yellow

224 | 197 | 53 | 100
#E0C535

Success!

Error

Try Again

Additional color choices are used in system alert colors within the product UI.

3 Type

Apfel Grotezk

Apfel Grotezk

Regular — Apfel Grotezk

Fett — **Apfel Grotezk**

Apfel Grotezk

Apfel Grotezk

PRIMARY TYPEFACE

Apfel Grotezk

Apfel Grotezk is the primary typeface for CloudSort. It can be used across headings and long-form body copy, and should be differentiated according to the type hierarchy outlined to the right.

USES

Primary web font, business cards

Heading 1

SUBHEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.

Heading 2

Nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

SECONDARY TYPEFACE

Proxima Nova

Proxima Nova is used as the secodnary typeface when Apfel Grotezk is not available. Proxima Nova is available for free as a Google Font.

USES

Powerpoint templates, Word documents

Heading 1

SUBHEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.

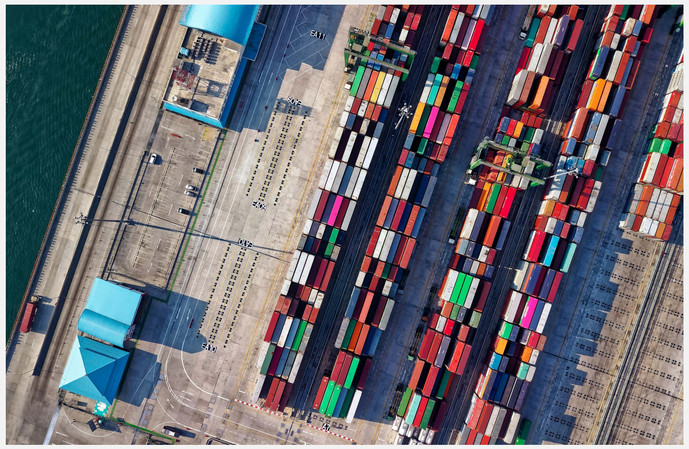
Heading 2

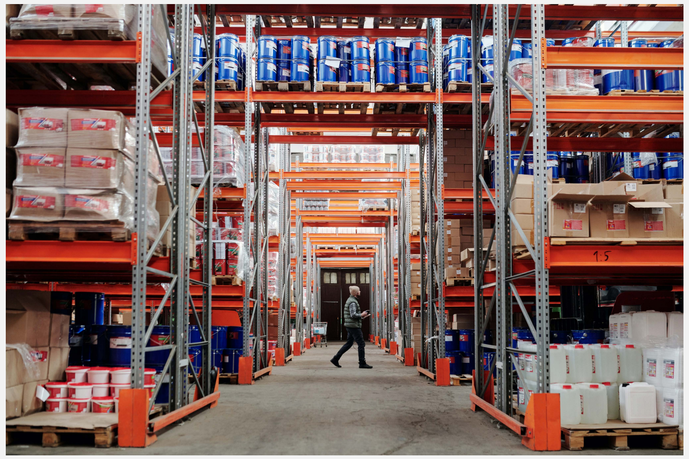
Nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

4 Image

CloudSort's image direction depicts the middle mile—whether that's a large semi-truck or one-person warehouse. Showing the breadth of the middle mile through imagery conveys that with CloudSort, all of these parts work in tandem, which is where the innovation begins.

Image selections should be restrained and include unique angles (aerial or dramatic views) to showcase CloudSort's new perspective on shipping.





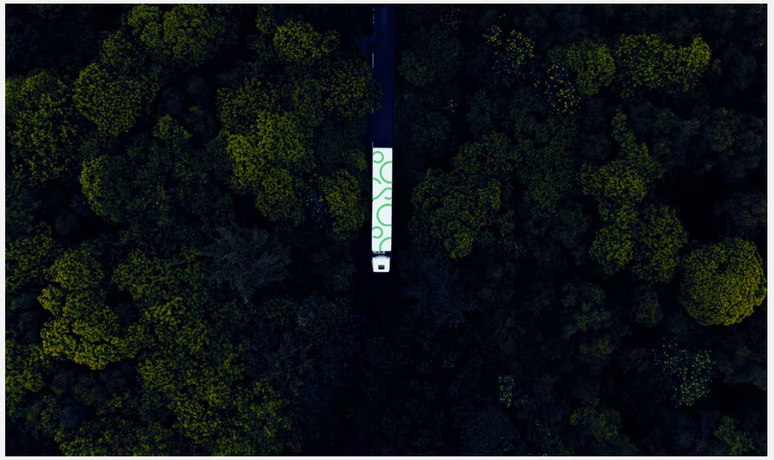


Image treatment follows the same lines of image selection: giving these dramatic angles their moment with a full bleed.

When an image allows it, overlay text and/or graphics onto an image. A subtle gradient or exposure adjustments can also be used to increase legibility.

Another option for image treatment is to use the silhouette of the logo as a holding shape. This allows stock imagery to be tailored to the CloudSort brand.

Larger + full bleed photos can be used with headlines, headlines + body copy, and as the main element in certain web modules.

Smaller masked photos may be used in lieu of an icon to introduce variety.

The mask is used as the main supporting element for a headline.

This is the future of logistics. Agile and unbound.

The mask can be cut to a single circle and bleed off of the page.

Solutions

REVOLUTIONIZE YOUR SHIPPING.

In the cloud and on the ground, CloudSort increases shipping capacity while decreasing costs and transit times. It’s all possible.

LEARN MORE

It can also be used at smaller sizes in lieu of an icon.

Solutions

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LEARN MORE

Custom icons are created using a single weight line with square caps. Each icon is contained by shapes derived from the CloudSort logo.

An icon library in this style can also be used with or without the cloud-shape frames. Libraries and secondary icon treatment is outlined on the next page.

Custom Icon Use Example

Solutions

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LEARN MORE

Iconography Styling Examples

Fulfillment Centers

Online Retailers

Transportation & Carriers

Postal Partnerships

CloudSort offers cost-effective, day-definite delivery as an approved U.S. Postal Service (USPS) shipper. We use the next generation Intelligent Mail barcodes to enhance routing and tracking, and provide sortation and transportation solutions that let retailers connect to the USPS at the local post office or regional hubs. CloudSort's end-to-end solutions partner seamlessly with the USPS, and help you to, as well.

5 Applications

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