



# Brand Guidelines

How to Take Care of Our Brand



# Why do we need brand guidelines?

Brand guidelines provide the established official policies and standards for My Cloud Crew's visual identity. It's applied to all materials, whether print or digital. It includes guidelines on the proper use of our logo, colors, fonts, and messaging.

Brand guidelines ensure that all marketing and communications for our company are accurate and stay on-brand.



Brand Guidelines

# Logo Usage

# Logo Variations

Having multiple versions of our logo gives it the flexibility to adapt to different placements. This means we don't have to squish or stretch the logo to make it fit.



## Horizontal

When in doubt, use the horizontal version. Because it's the main visual for our brand, it should always be the first choice.



## Vertical

For compact applications like posters or brochures where there's not a lot of space, this version can optimize brand recognition.



## Icon

The icon or "mark" can be used to literally mark our client touch points without putting our entire logo on everything.



# Proper Use

## Logo Usage Dos & Don'ts



DO NOT change the color.  
Use only the VARSITY,  
BLACK or WHITE colors  
in the official palette.

DO NOT rotate the logo.

DO NOT remove the cloud.  
But you can remove  
the tagline if it doesn't fit.

Brand Guidelines

# Typography

# Poppins

## Heading font

In [extremely rare] instances when the Poppins font family is not available, we use **Arial**



[Download font](#)

# Ad

Poppins Medium (500)

abcdefghijklmnopqrstuvxyz  
abcdefghijklmnopqrstuvxyz

Poppins Semi-Bold (600)

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins Bold (700)

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# Inter

## Body/paragraph font

In [extremely rare] instances when the Inter font family is not available, we use **Arial**



[Download font](#)

# Aa

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 laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



Left-align big blocks of text. Shorter text typically look better center-aligned

Generous line height to allow the page to "breathe"

# Cloud Staff Leasing

## Interview and hire on the same day

Access a wealth of full-time talent—pre-screened, trained and ready to go. All from only 20 hours per month. Pioneering the new era of fractional staff leasing, My Cloud Crew™ allows you to build and scale an entire team for a fraction of the cost of traditional staffing.

Heading

Subheading

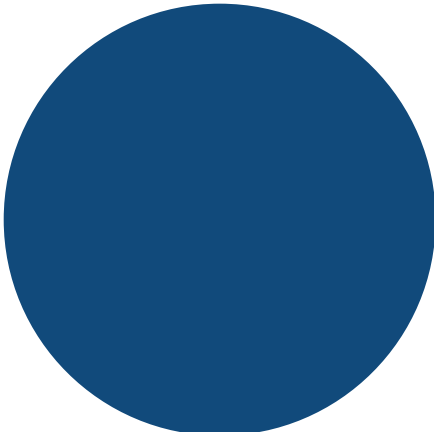
Body



Brand Guidelines

# Colors

# Primary colors



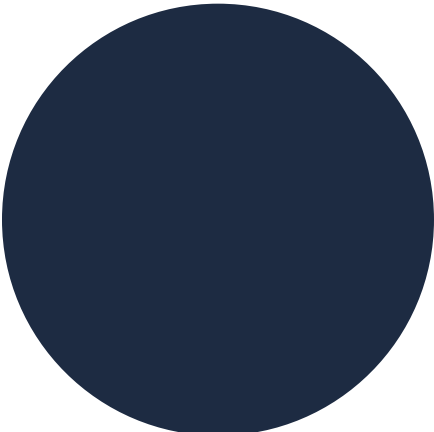
## Varsity

For bold backgrounds

HEX CODE  
#114a7b

CMYK:  
86, 40, 0, 52

RGB:  
17, 74, 123



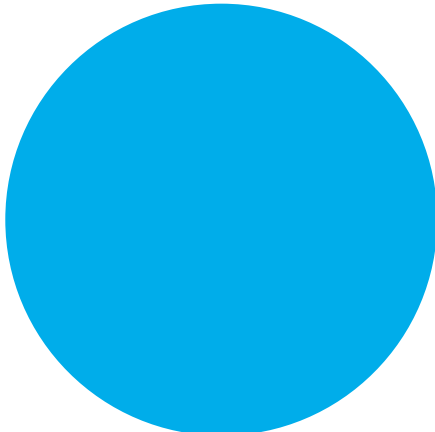
## Dusk

For dark backgrounds

HEX CODE  
#1d2b42

CMYK:  
56, 35, 0, 74

RGB:  
29, 43, 66



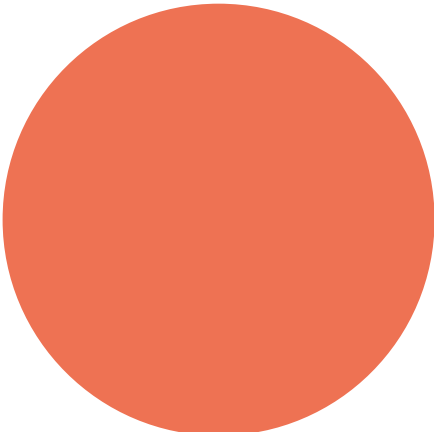
## Sky

For a pop of color, like banners

HEX CODE  
#00adea

CMYK:  
100, 26, 0, 8

RGB:  
0, 173, 234



## Pumpkin

For buttons and other CTAs

HEX CODE  
#ee7253

CMYK:  
0, 52, 65, 7

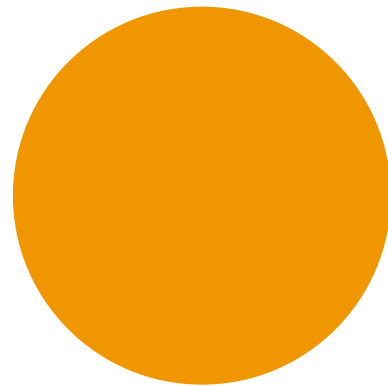
RGB:  
238, 114, 83



# Secondary colors

These are the colors we use when we want to clearly differentiate multiple categories.

(Can be used with *Sky* as a 5th color)

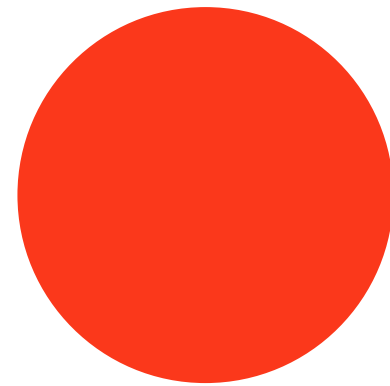


**Honey**

HEX CODE  
#f09600

CMYK:  
0, 37, 100, 6

RGB:  
240, 150, 0

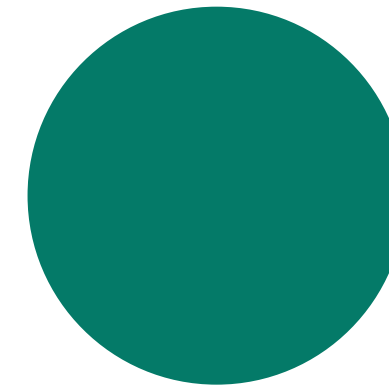


**Chili**

HEX CODE  
#FB381B

CMYK:  
0, 78, 89, 2

RGB:  
251, 56, 27

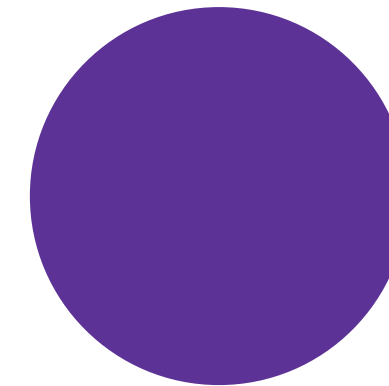


**Salad**

HEX CODE  
#047A68

CMYK:  
99, 0, 43, 36

RGB:  
4, 122, 104



**Grape**

HEX CODE  
#5D3296

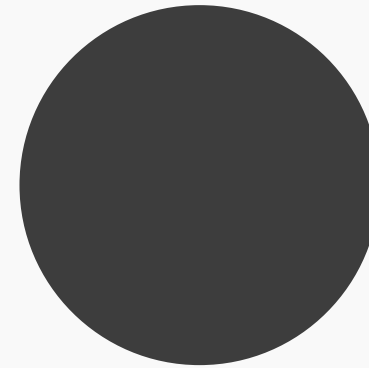
CMYK:  
99, 0, 43, 36

RGB:  
93, 50, 150

# Text

We don't use pure black text on white backgrounds because this can cause eye strain when users read the text over an extended period.

Instead of black text, we use a slightly "less black" text color on a "less white" background (and vice versa), so the change in brightness isn't as drastic. This prevents overstimulating the retina and allows users to read more comfortably.



## Black

Never completely black

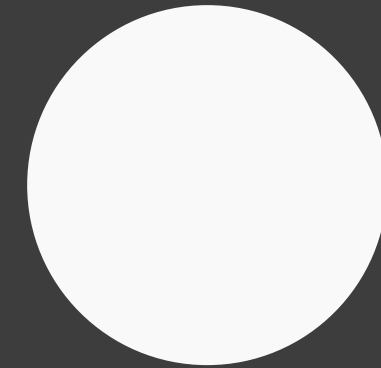
HEX CODE  
#3D3D3D

---

CMYK:  
80 80 80 80

---

RGB:  
100 100 100



## White

Never completely white

HEX CODE  
#F9F9F9

---

CMYK:  
80 80 80 80

---

RGB:  
100 100 100

Brand Guidelines

# Images



# Photos

We will be using mostly stock photos. However, we do NOT want them to look like stock photos.

Aim for regular-looking people, the kind you see on your daily commute. If photos are representative of MCC staff, Filipino features are preferable. Avoid artistic or quirky filters. If there are no people in the photo, use clean lines and clear shapes and solid colors. The more negative space, the better!





# Icons

Our icons need to be simple and clear. An overly-detailed icon can often distract users rather than help.

## Use Google font icons

Fill: **0**

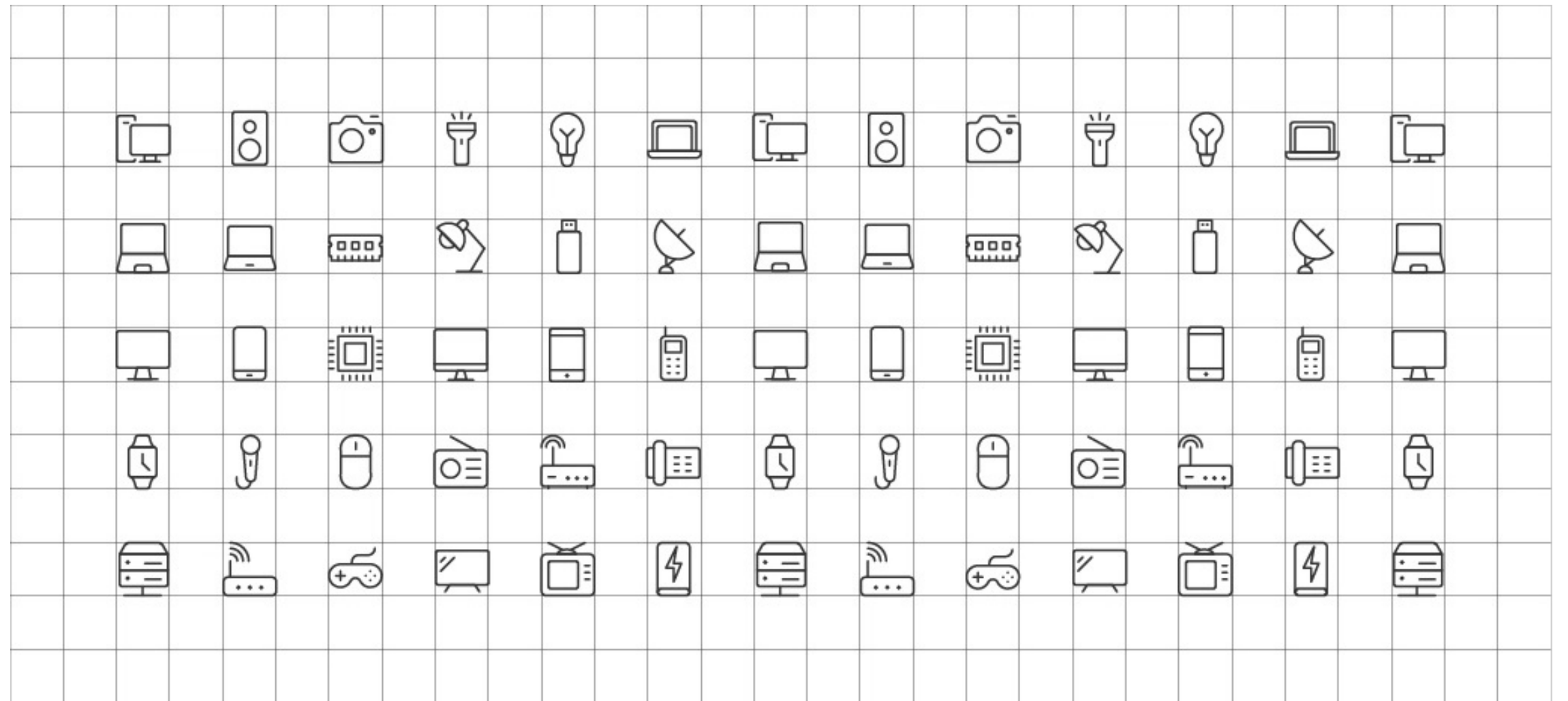
Weight: **300**

Grade: **200**

Optical size: **48**



[Download icons](#)



## Keep the same color palette, stroke width and dimension

Too much variation in our icon sets can affect the overall design and make it look like the icons are mismatched.

## Ensure clarity at all screen sizes

Don't use too-thin lines since many users will see the icons on small devices. Thin lines will disappear when scaled down.



# Custom Graphics

For custom graphics, please get in touch with the Content Team.

