



# CORPORATE DESIGN

02-20

# LOGO

Dominating the corporate design, the logo and slogan are the primary communicators of ownCloud GmbH. They are ambassadors, representing the content and impressions that the brand leaves in the heart and mind of the people. All other CD-Elements are subordinated to the logo.

Make sure the logo is placed in an area where it is clearly distinct from the background and that there is enough space around the logo to breathe.

In enterprise context, the colored logo should always be used.

## Possible background colors

Colored Logo: White, Dark blue

1-C Logo: Dark blue



[https://owncloud.com/ownCloud\\_logo.zip](https://owncloud.com/ownCloud_logo.zip)

# CLAIM

The claim sums up concisely the key points of ownCloud together. The logo version without the claim is the primary logo to use for ownCloud.

Only use the logo with the claim if there is space and if the claim is not presented elsewhere. It is important to ensure that the claim is clearly legible and the contrast is sufficient. Especially for printed promotions, the logo version with the claim can be a good choice.



# LOGO DONT'S

Since color gradients and bright and noisy background images do not provide the sufficient contrast, the logo should not be placed on it. You must adhere to the specific dimensions and colors for the logo.

**The proportions, shape and colors of the logo must never be changed.**



no contours



no effects



no distortion



no blurriness – use a vector source



no colouring



no noisy backgrounds

# SPELLING

The word mark ownCloud must never be changed in its spelling. The only proper spelling is the combination of both word mark components **own** and **Cloud**, forming the word mark ownCloud with a **capitalized C**.

ownCloud

~~OWNCLOUD~~

~~owncloud~~

~~Owncloud~~

~~OwnCloud~~

# TYPO

The Source Sans Pro Family is used for all media applications, such as Business Cards, Brochures, Presentations or Websites. The font is freely available at



<https://fonts.google.com/specimen/Source+Sans+Pro>

# Source Sans Pro

Light

Regular

**Semi-Bold**

**Bold**

# HEADLINES AND BODY

To communicate important messages, the headline can be set in capital letters. The colored separation of the lines creates a concise recognition value. The typeface is semi-bold.

Depending on the amount of content, two font combinations are used. The „light“ typeface is used for longer body text sections. Depending on the typeface of the body text, „**semi-bold**“ or „**bold**“ is used for highlighting.

The two contrast colors **ownCloud Orange** and **Bright Blue** can be used for further separation and highlighting.

# OWNCLOUD ENTERPRISE FILE SHARING

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# COLORS

The ownCloud color system is mainly composed of the primary colors blue, white and gray with orange and a bright blue as contrast colors. By use of a blue color gradient, a dynamic component can be integrated. There are various levels of blue as well as gray tones to meet different uses.



## Dark Blue

**CMYK** 100/90/45/50  
**RGB** 27/34/61  
**HEX** #1b223d  
**Pantone** 533C



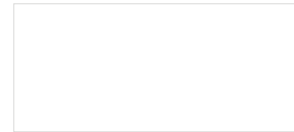
## ownCloud Orange

**CMYK** 4/67/83/0  
**RGB** 229/111/53  
**HEX** #E56F35  
**Pantone** 172C



## Bright Blue

**CMYK** 72/42/0/0  
**RGB** 78/133/200  
**HEX** #4E85C8  
**Pantone** 646C



## White

**CMYK** 0/0/0/0  
**RGB** 255/255/255  
**HEX** #FFFFFF



## Gray

**CMYK** 66/50/41/30  
**RGB** 86/96/106  
**HEX** #55606C