

CORPORATE DESIGN

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 minds of the people. All other corporate design 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 let it breathe.

Possible background colors

1-C Logo: Dark blue

1-C Logo blue: White



https://owncloud.com/ownCloud_logo.zip



CLAIM

The claim sums up concisely the key points of ownCloud. 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.

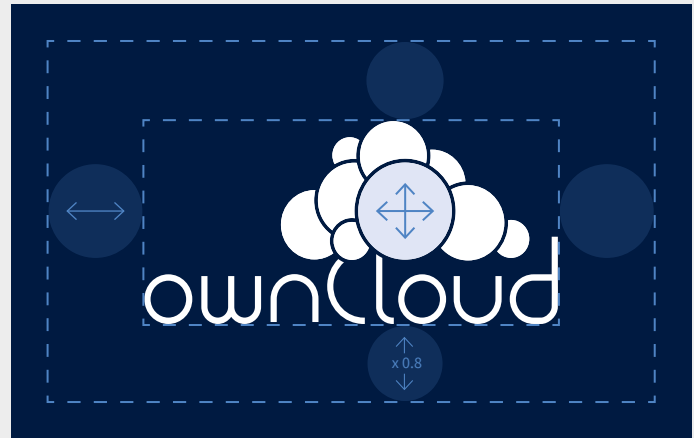


https://owncloud.com/ownCloud_logo.zip



LOGO SPACE

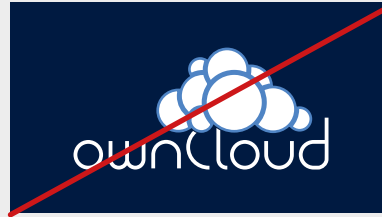
In order to give the logo maximum legibility and exposure, please allow for an area of clearance around the entire logo. The distance of clearance should be the height of the largest logo circle. This gives the logo prominence and ensures that it will not be obscured or diminished by other surrounding elements.



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.

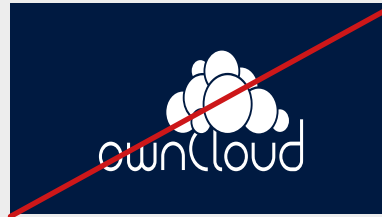
The proportions, shape and colors of the logo must never be changed.



no contours



no effects



no distortion



no blurriness – use a vector source



no colouring



no noisy backgrounds

LOGO INFINITE SCALE

The logo sums up the core concepts of ownCloud Infinite Scale: limitlessness, denoted by the infinity symbol; and scalability, represented by the staircase.

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 let it breathe.

Possible background colors

2-C Logo white: Dark blue

2-C Logo blue: White

1-C Logo white: Dark blue

1-C Logo blue: White



https://owncloud.com/ownCloud_logo.zip



LOGO INFINITE SCALE

In order to give the logo maximum legibility and exposure, please allow for an area of clearance around the entire logo. The distance of clearance should be the height of the largest logo circle. This gives the logo prominence and ensures that it will not be obscured or diminished by other surrounding elements.



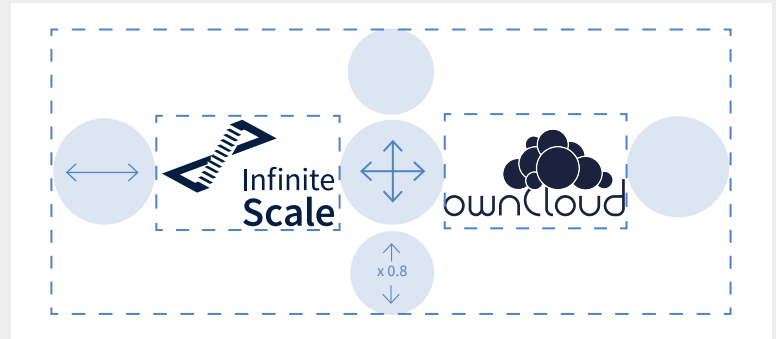
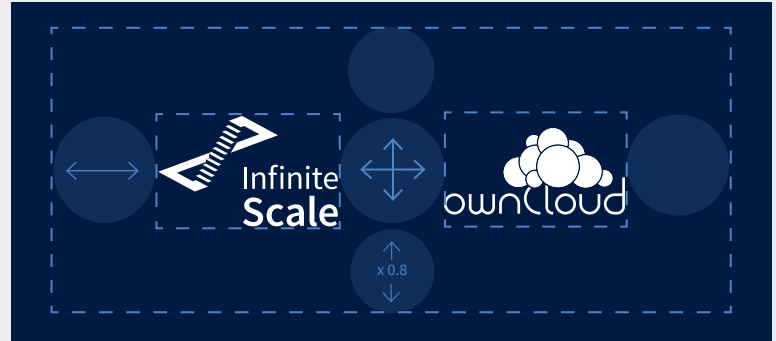
SIMULTANEOUS USAGE

For using both logos, the distance between them should be about two and a half times the width of the largest circle of the ownCloud logo to ensure a balanced view of both logos. This gives both the logos prominence and ensures that they will not be obscured or diminished by other surrounding elements. Modified shapes as well as different sizes of the respective logos are not allowed.

Possible background colors

1-C Logo white: Dark blue

1-C Logo blue: White



https://owncloud.com/ownCloud_logo.zip

SPELLING

The wordmark ownCloud must never be changed in its spelling. The only proper spelling is the combination of both wordmark components **own** and **Cloud**, forming the wordmark 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

Source Sans Pro

Light
Regular
Semi-Bold
Bold



[https://fonts.google.com/specimen/
Source+Sans+Pro?query=source+sans+pro](https://fonts.google.com/specimen/Source+Sans+Pro?query=source+sans+pro)

HEADLINES & BODY

To communicate important messages, the headline may be set in capital letters. The colored separation of the lines ensures recognition. The typeface is semi-bold or 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.

As a contrast color **ownCloud** **Bright Blue** can be used for further separation and highlighting.

OWNCLOUD ENTERPRISE FILE SHARING

Lorem ipsum dolor sit amet
consetetur sadipscing elitr, sed
diam nonumy eirmod tempor
invidunt ut labore et dolore
magna aliquyam erat, sed diam
voluptua. At vero eos et accusam
et justo duo dolores et.

Lorem ipsum dolor sit amet
consetetur sadipscing elitr, sed
diam nonumy eirmod tempor
invidunt ut labore et dolore
magna aliquyam erat, sed diam
voluptua. At vero eos et accu-
sam et justo duo dolores et.

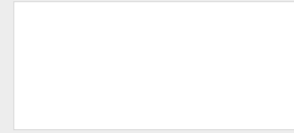
COLORS

The ownCloud color system is mainly composed of the primary colors blue, white and gray with bright blue as the contrast colors. ownCloud Orange can be added for highlighting important things like primary buttons. By using a blue color gradient, a dynamic component can be integrated. There are various levels of blue as well as gray tones to meet different use cases.



Dark Blue

CMYK 100/72/0/73
RGB 4/30/66
HEX #041E42
Pantone 282C



White

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



Bright Blue

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

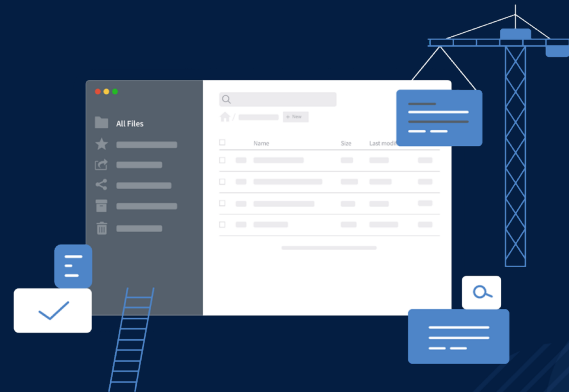
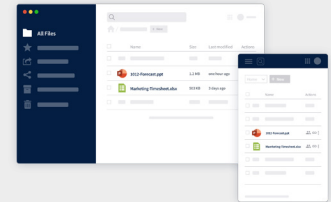
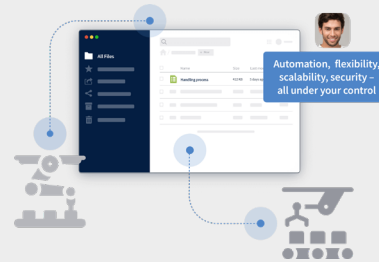


Gray

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

VISUAL LANGUAGE INFOGRAPHICS

The visual world of ownCloud shows technical details through clear illustrations or simplified depictions of the product. Subtle animations support the viewer's quick perception. Complex concepts are reduced to the core message as far as possible.



VISUAL LANGUAGE

BACKGROUNDS

The backgrounds use **ownCloud Dark Blue** to provide a good contrast for the logo and font. Background graphics can use abstracted geometric circles which pick up the shape language of the logo and add a little something extra to the design.

Do's:

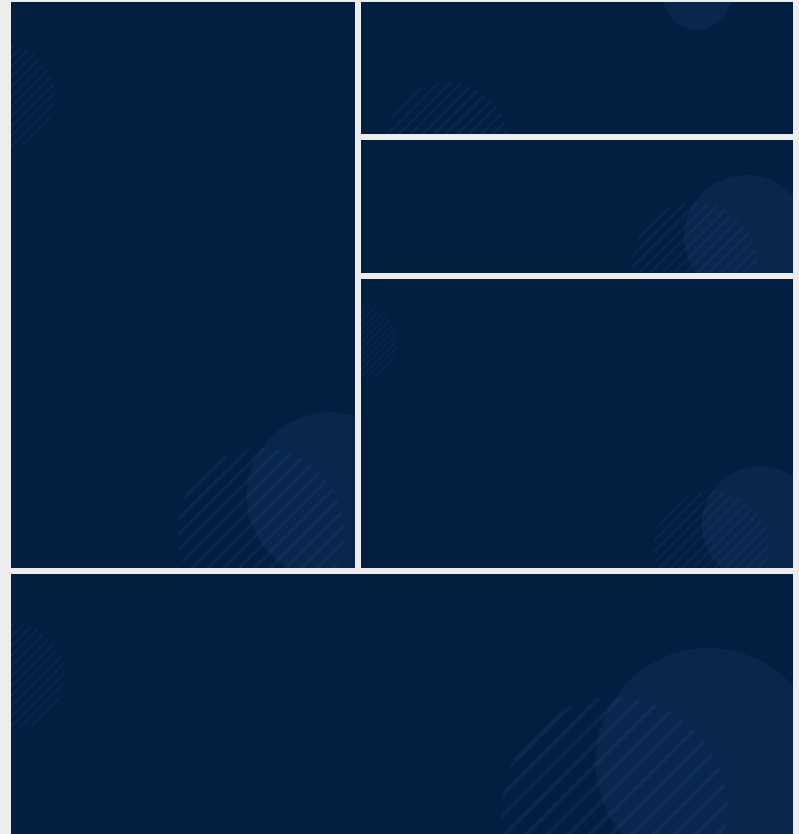
- Circle Color is **ownCloud Bright Blue** with a reduced opacity of 5-10%
- Rotate, expand or shrink to fit your design
- Show the circles **cut** at the edge of the faces or **cut** behind graphics

Dont's:

- Do not overdo it with the use of circles
- Do not scale down too much (no bubbles)



https://owncloud.com/ownCloud_logo.zip



SOCIAL MEDIA

Use our Sketch templates to quickly create Social Media graphics and posts.

Our template library includes templates for Facebook, Instagram, Twitter and LinkedIn.



many more formats available in the resource file



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CO-BRANDING

The joint use of corporate logos and the ownCloud brand requires compliance with the ownCloud brand guidelines. This includes in particular the correct placement of the white ownCloud logo on the dark blue background with defined space. Your corporate company logo may be placed separately in the environment on your corporate color. You can find some examples and templates for correct usage on the next pages.



CO-BRANDING DATASHEETS

Our InDesign template makes it easy to create PDFs that comply with our brand guidelines. You can download the template with link below.



https://owncloud.com/ownCloud_logo.zip

Your
corporate logo

Your corporate
photography

Your corporate
background color

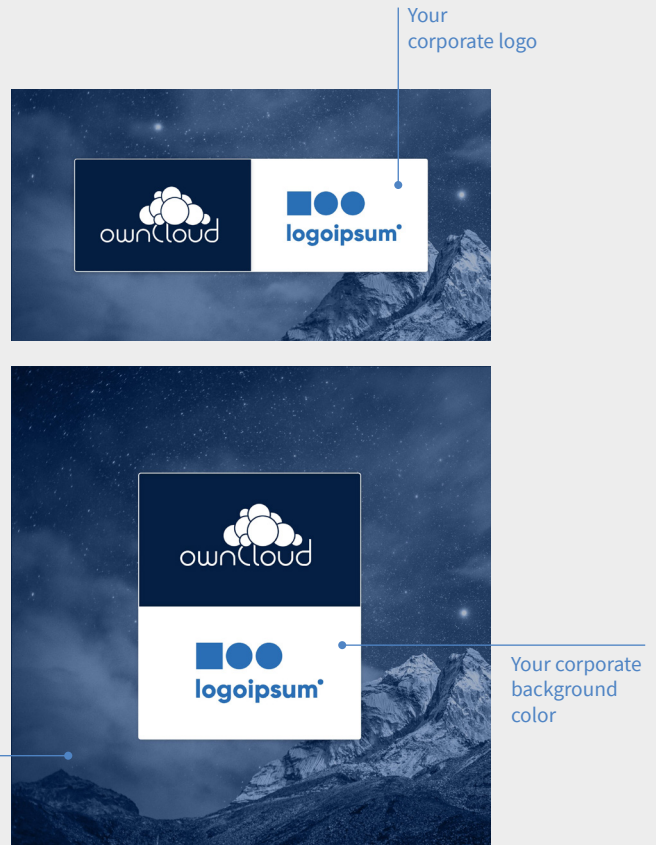


Your content

CO-BRANDING SOCIAL MEDIA

Use our Sketch templates to quickly create Social Media graphics and posts which comply with our brand guidelines.

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many more formats available in the resource file



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