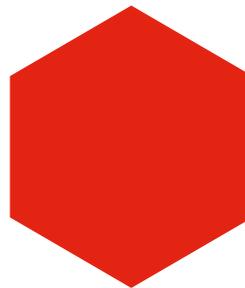
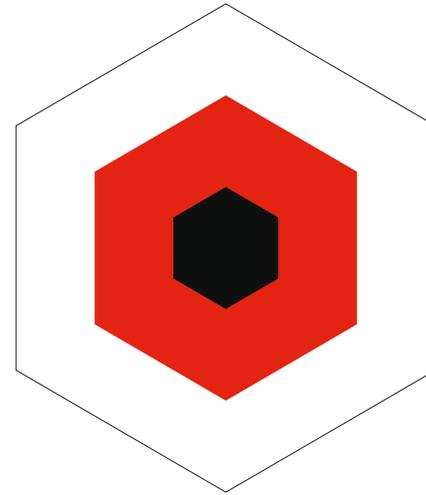




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BRAND IDENTITY MANUAL - v2018.08a

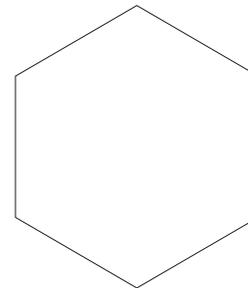
Exoscale is mainly represented by RED and BLACK on WHITE field. Color proportions should reflect this approach.



### **RED**

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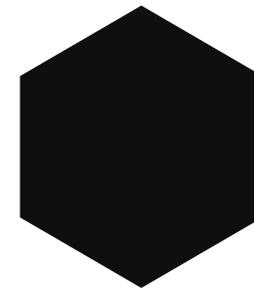
CMYK 0.95.100.0  
RGB 218.41.28  
HEX #DA291C



### **WHITE**

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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

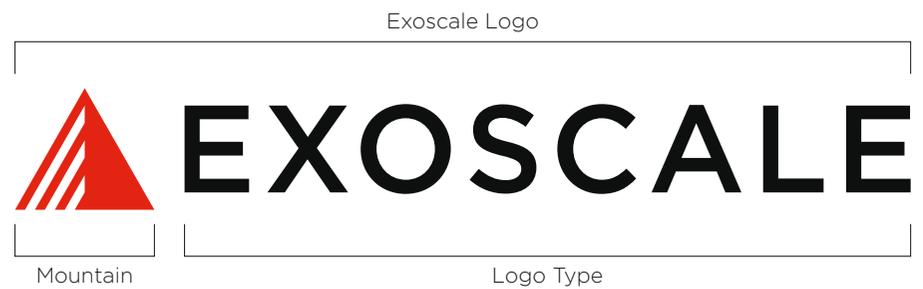
Exoscale main font is GOTHAM.

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.



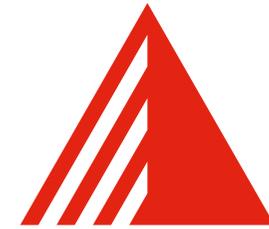
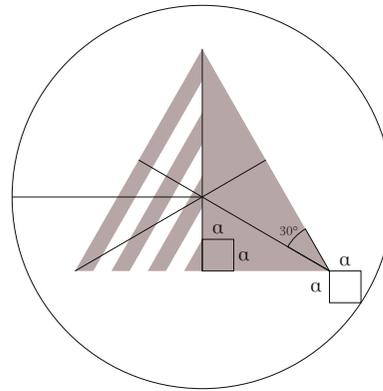
Use preferably the entire logo.  
Never use it smaller than 32 millimeters  
in full length.



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.



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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.

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

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