



Brand Guidelines



Personality

Scientific
Reliable
Friendly
Futuristic
Innovative

Key Words

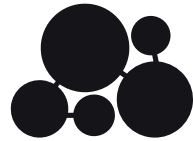
Cloud
Big Data
Connection
Computing
Speed
Movement
Future
Space

Spacious Black:

HEX: 141419

RGB: r 20, g 20, b 25

cmYk: c 75.77, m 69.85, y 62.19, k 78.8



Spacious Dark Blue:

HEX: 141524

RGB: r 20, g 21, b 36

cmYk: c 83.2, m 77.04, y 55.24, k 72.18

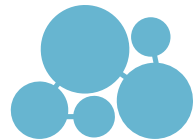


Spacious Blue:

HEX: 67B5D0

RGB: r 103, g 181, b 208

cmYk: c 56.8, m 12.15, y 11.97, k 0



Spacious White:

HEX: EEf2F4

RGB: r 238, g 242, b 244

cmYk: c 5.17, m 1.96, y 2.22, k 0



100% white

100% black

Colors

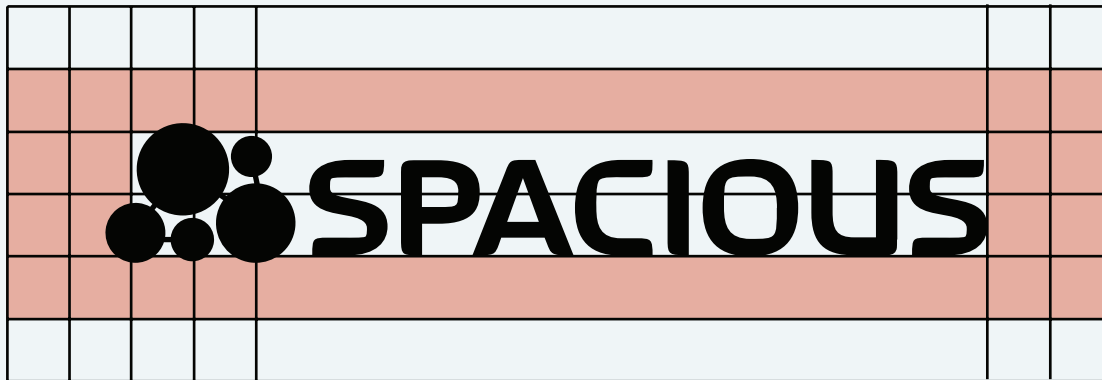
Spacious Black, Spacious Dark Blue, Spacious Blue, Spacious White

Whenever possible, SPACIOUS logo should be blue. Default to Spacious Dark Blue when possible for a dark color to contrast with spacious blue and spacious white.

Additional colors are not permitted for logo design.

Below are preferable color usages:





Logo details

Font used for logo is *SEPTEMBER* from Device Fonts supplied by Adobe Fonts. <https://fonts.adobe.com/fonts/september>

Maintain padding around logo. Use an aspect ratio to create a 1:1 grid.

Avoid placing the logo too small. It is recommended that it be no less than 150 pixels wide.

