Flying Cloud

Ready to *really* protect your data

Brand Identity Guidelines

Flying Cloud Logo

The Flying Cloud logo is the company's signature and primary visual element used to create brand recognition. The logos are provided in AI, PNG, and SVG formats, and include black, white, and 1-color versions.

WITH TAGLINE

WITHOUT TAGLINE

Design Control

The following examples demonstrate some of the possible abuses of the Flying Cloud Brand; all should be avoided.
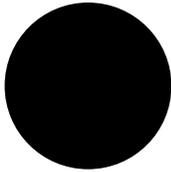

DO NOT enclose the logo in a shape

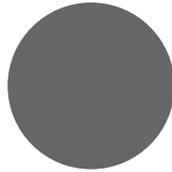DO NOT place the logo on backgrounds that do not provide sufficient contrast, compromising legibility.

DO NOT alter the colors of the logo.
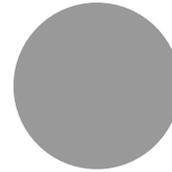
Flying Cloud Color Palette

The Flying Cloud color palette is provided in RGB, and HEX color formats.
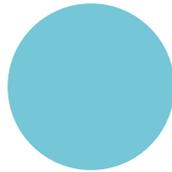
Black
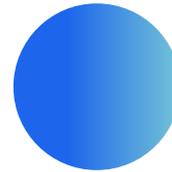0/0/0
#000000

Dark Gray
102/102/102
#666666

Light Gray
153/153/153
#999999

Blue
29/101/226
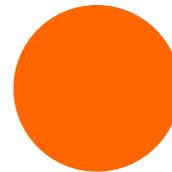#1D65EE

Aqua Blue
117/198/214
#75C6D6

Gradient
#1D65EE
#75C6D6

Blue Gray
214/220/228
#D6DCE4

Background
250/250/250
#FAFAFA

Orange
255/102/0
#FF6600

Flying Cloud Typography System

Poppins bold is used only for hero headlines and Poppins semibold and regular for subheads and body copy.

Poppins Bold
Lorem ipsum dolor sit amet, consectetur tempor incidid labore dolore magna aliqua.

Poppins SemiBold
Lorem ipsum dolor sit amet, consectetur tempor incidid labore dolore magna aliqua.

Poppins Regular
Lorem ipsum dolor sit amet, consectetur tempor incidid labore dolore magna aliqua.

PowerPoint/Google slides typography exception

Arial regular and bold used for subheads and body copy

Arial Regular

Lorem ipsum dolor sit amet, consectetur tempor incidid labore dolore magna aliqua.

Arial Bold

Lorem ipsum dolor sit amet, consectetur tempor incidid labore dolore magna aliqua.

Flying Cloud Icons and Pattern

Icons and pattern can be used individually as graphic elements on collateral, the website, and social media.