

CLOUD FOUNDRY

Brand Guidelines



Table of Contents

Typography	3
Typefaces	3
Typographic Styles	4
Corporate Mark	5
Colors	5
Scalability	5
Variations	6
Usage	7
Cloud Foundry Foundation	8
Usage	8
Membership Seals	9
Usage	9
Variations	9
Community	10
Usage	10
Variations	10

Meetups	11
Usage	11
Variations	11
Projects	12
Usage	12
Variations	12

Typography

There is a deliberate differentiation between the branding font and the content font. The brand is simple clean and modern utilizing the typeface Nexa which perfectly reflects the values of Cloud Foundry is a limited typeface which does not lend itself well to full content blocks. Proxima Nova is a rich font family with a full suite of weights and variations.

Nexa - Brand Font

Cloud Foundry uses a combination of Light and Bold versions of the Nexa font in the base wordmark of the molten corporate font. In addition to this Nexa is used in all sub-branding applications such as Meetups and Member Badges. Not intended for use as content copy.

Nexa Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
= ~ ! @ # \$ % ^ & * () + [] \ { } | : ; ' : " < > ? , . /

Nexa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
= ~ ! @ # \$ % ^ & * () + [] \ { } | : ; ' : " < > ? , . /

Proxima Nova - Secondary Font

Intended for use in written content and copy across the print and web media channels Cloud Foundry leverages. Only the weights sited below are to be used.

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
= ~ ! @ # \$ % ^ & * () + [] \ { } | : ; ' : " < > ? , . /

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
= ~ ! @ # \$ % ^ & * () + [] \ { } | : ; ' : " < > ? , . /

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Typographic Styles

When writing content in any Cloud Foundry media outlets these guidelines will ensure optimal readability and clean branding across all channels. The font family Proxima Nova is the foundation for which all written copy will be based upon. Depending on the relative size of the text in use the font weight should be altered to properly retain the sleek and approachable look of Cloud Foundry.

Headlines

Light 36px - Line height 42px

Use if over 30px

Regular 30px - Line height 36px

Use this treatment for H1

Regular 24px - Line height 35px

Use this treatment for H2

Regular 22px - Line height 30px

Use this treatment for H3

Regular 20px - Line height 28px

Use this treatment for H4

Bold 18px - Line height 26px

Use this treatment for H5

Regular 16px - Line height 22px

Use this treatment for H6

Plain Text and Page Elements

Regular 16px - Line height 22px

Use this treatment for paragraph text.

Regular 22px - Line height 30px - Padding 5%

“Use this treatment for blockquotes.”

Regular 16px - Line height 22px

- Use this treatment for list text.
- Use this treatment for list text.

Regular 16px - Line height 22px

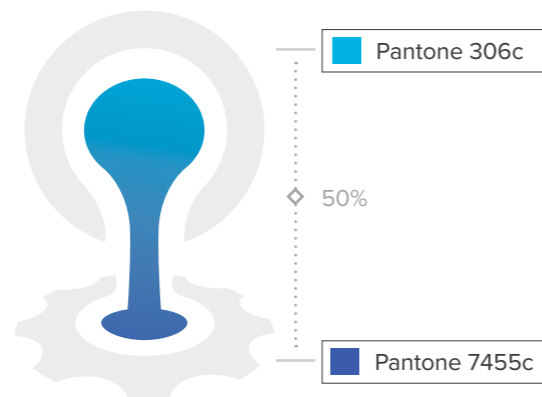
1. Use this treatment for numbered list text.
1. Use this treatment for numbered list text.

Corporate Mark “Molten”

The Molten mark represents the amalgamation of two concepts: creation and movement. The free flow of ideas is the foundation upon which the open source community is built. This fluidity is represented by the molten liquid being poured into the gear. The gear represents continuous innovation, creation and craftsmanship. Pairing these industrial elements with modern typography denotes an approachable community that is proud of its blue-collar philosophy and proud of its developer roots.

Colors

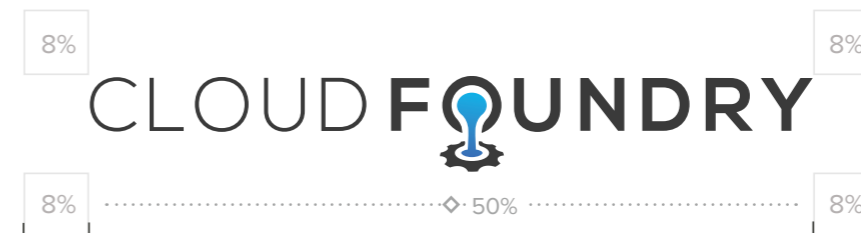
The four color full logo option is required to use the Cloud Foundry Blue Gradient in all applications. The base Cloud Foundry Black can be modified to white if legibility is in question.



Pantone 447c	Pantone 306c	Pantone 7455c	306c 7455c
HEX #454645 CMYK 50, 30, 40, 90	HEX #v CMYK 75, 0, 5, 0	HEX #2D74BA CMYK 90, 66, 0, 0	CF Gradient

Scalability

At no point should the integrity of the mark be compromised at smaller sizes. A minimum width of 1.1 inch has been defined for the full color mark.



Minimum of 8% padding around the mark at all times.



1.1 in / 80 px
Minimum Width

Vertical Mark

Once the vertical spacing is compressed enough to cause legibility issues the vertical mark should be used in order to emphasize the core mark.



Corporate Mark “Molten”

Variations

4 Color

In situations where the background color is too dark for the Pantone 447c use the inverted 4 color mark with White.



1 Color

The pour within the molten mark can be unified as one color.

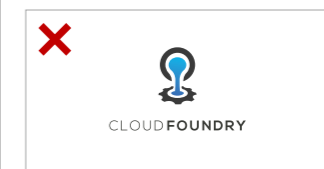
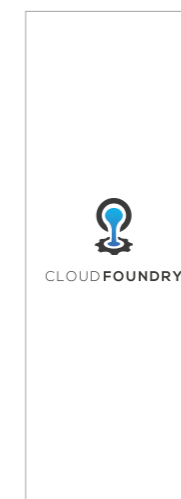


Vertical Mark

Very much the secondary lockup, the vertical mark should only be used in the appropriate context. Namely when dealing with narrow spaces requiring maximum brand exposure.



CLOUD FOUNDRY

















Corporate Mark “Molten”

Usage Guidelines

✗ Incorrect Usage

All of the usages illustrated below are incorrect and should never be used under any circumstance.

1. 	2. 	3. 
4. 	5. 	6. 
7. 	8. 	9. 
10. 	11. 	12. 
13. 	14. 	

Don't's

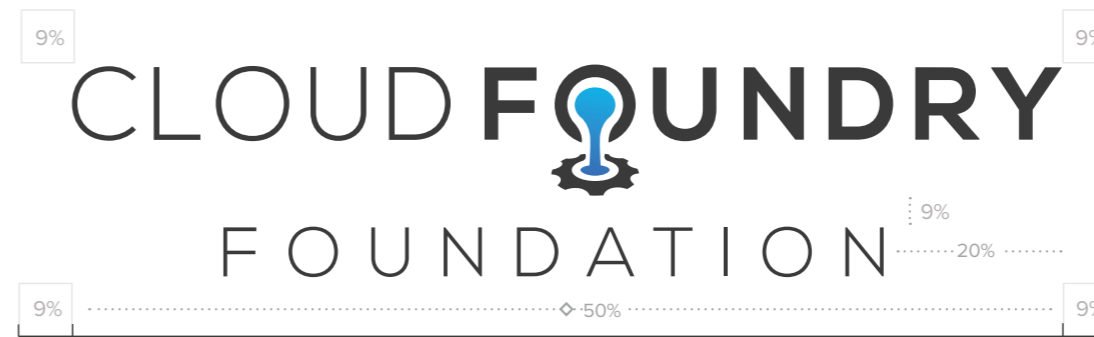
These are some of the ways the brand should not be altered.

1. Don't change the “Pour” color.
2. Don't flip the brand colors around.
3. Don't alter the gradient in the “Pour”.
4. Don't break the lockup.
5. Don't put the black mark on a dark color.
6. Don't stretch the “Pour”.
7. Don't apply any effects.
8. Don't remove the “Pour”.
9. Don't change the font weight.
10. Don't duplicate the logo in close proximity.
11. Don't use colors outside of brand.
12. Don't change the letter spacing (kerning).
13. Don't skew it.
14. Don't stretch it.

Cloud Foundry Foundation

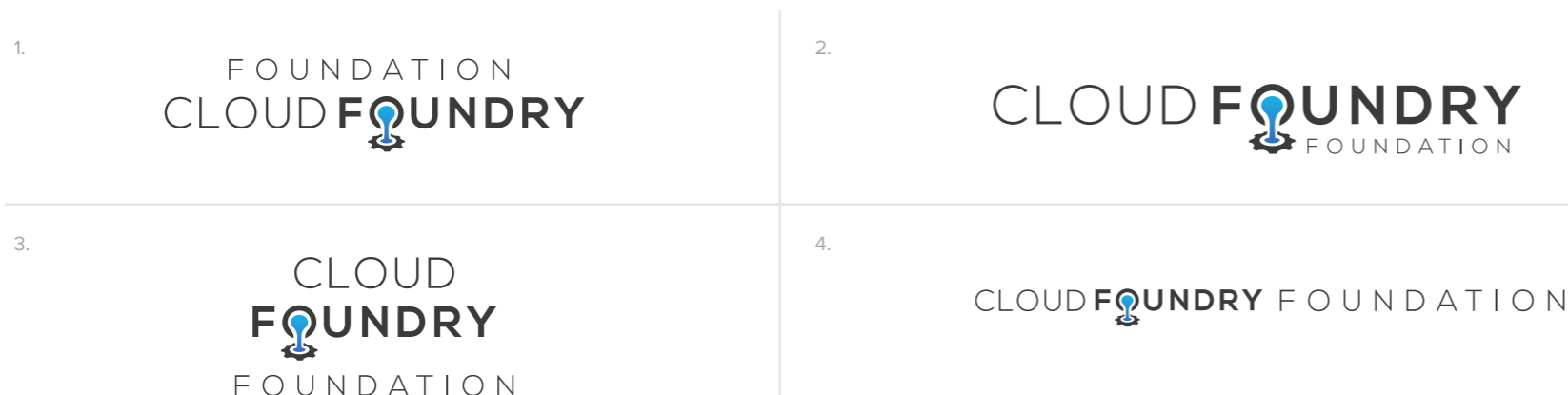
Adding the Foundation

Maximize brand recognition and minimize impact on original wordmark while expanding upon the base corporate mark.



✗ Incorrect Usage

All of the usages illustrated below are incorrect and should never be used under any circumstance.



Don't's

These are some of the ways the brand should not be altered.

1. Don't put Foundation on top.
2. Don't put foundation under the mark.
3. Don't stack the words.
4. Don't put Foundation inline with the mark.

Membership Seals

Membership Levels

Cloud Foundry membership is a tiered system illustrating the level of involvement a member has within the foundation. The mark and titles of the three levels illustrate this with visuals based on rare metals.

Circle Badge

The circular option allows for a tighter horizontal space to be leveraged.



Rectangle Badge

The horizontal layout allows for more subtle representation of membership.



Colors

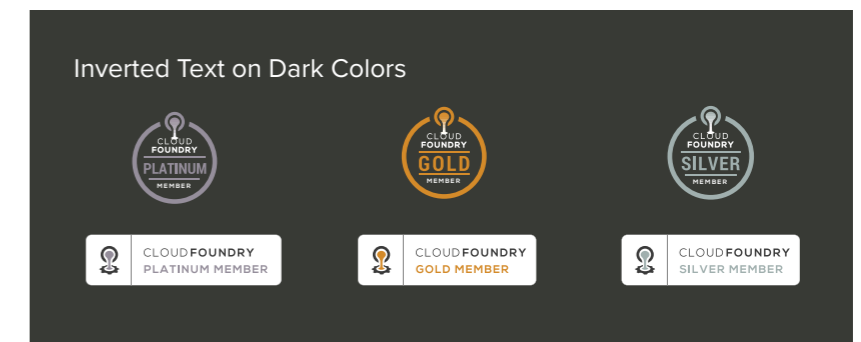
<p>Pantone Metallic 8420c</p> <p>HEX #A39CA4 CMKY 1, 5, 0, 36</p>	<p>Pantone Metallic 8962c</p> <p>HEX #D58A29 CMKY 0, 35, 81, 16</p>	<p>Pantone Metallic 8320c</p> <p>HEX #B3BDBA CMKY 5, 0, 2, 26</p>	<p>Pantone 447c</p> <p>HEX #454645 CMKY 50, 30, 40, 90</p>
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Fonts

Roboto Condensed Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 01234567890
 = ~ ! @ # \$ % ^ & * () + [] \ { } | : ; ' " < > ? , . /

Spacing & Variations

Mind the margins. The texted colored Pantone 447c in the Circle Badge can be inverted to white to allow for placement over dark colors. However the colors illustrating status must remain.



Cloud Foundry Community

The Rabbit mark represents a community of dedicated contributors, continuously honing their skills not only for the sake of the platform, but for personal growth. The Foundry Rabbit personifies the speed and agility of the Cloud Foundry community. Focused and wise, the rabbit meditates and carefully chooses its path, dressed for action and ready to get its hands dirty.

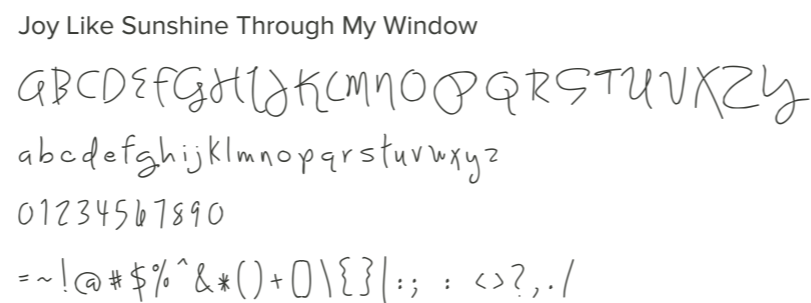
Styles

With the community in mind Cloud Foundry is humanized a bit using the handwritten typeface and creating a softer color palette with the absence of Pantone 447c. “Joy” is a secondary brand font not intended for use in sentence or paragraph form and should only be used in the context of Cloud Foundry Community.

Colors

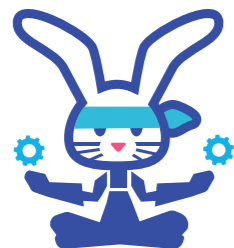


Fonts



The Many Lives of the Ninja Rabbit

An open source creation intended to reflect those it represents, the rabbit can become anyone or anything. The base concept of elevated gears and meditation will always remain, the rest however, is up to the community.



The Creator



The Blacksmith



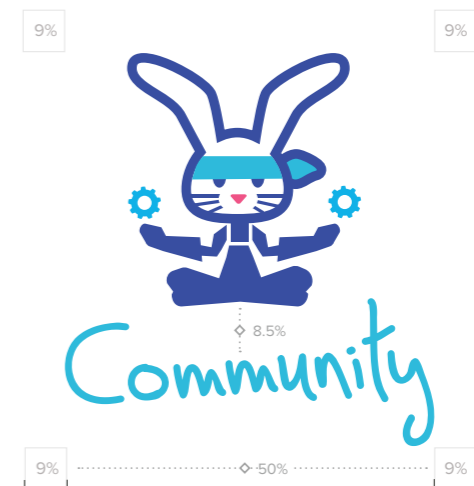
The Sensei



The Ninja

Spacing

The size ratio between the wordmark “Community” and the Rabbit should never be altered.

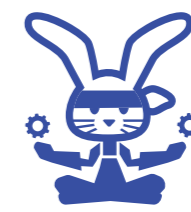


Variations

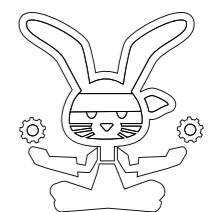
When a dark background compromises legibility please use the outlined mark or a single color variation in white.



Outline



One-Color



Outline

Meetups

Customized For Your City

With such a wide network of participating cities around the world the Meetups mark needs to be easily modified. The font specs are deliberately simple to allow for maximum customization. The city label is only intended for Cloud Foundry Community sanctioned events and should not be used otherwise.



Font: Proxima Nova Regular, Capitalize
Tracking: 0
Color Pantone: 637c

- Berlin, Germany
- Palo Alto
- Minneapolis
- Boston
- New York

Gear Badge



The badge is perfect for avatars, thumbnails, and social media application. It should only be used as a stand alone item when legibility of the primary mark is in question.

Fonts

Roboto Condensed Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

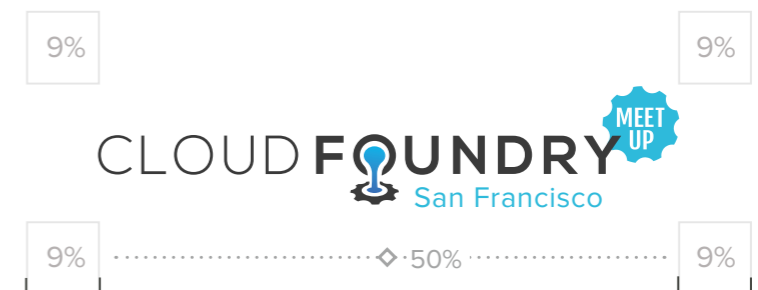
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0

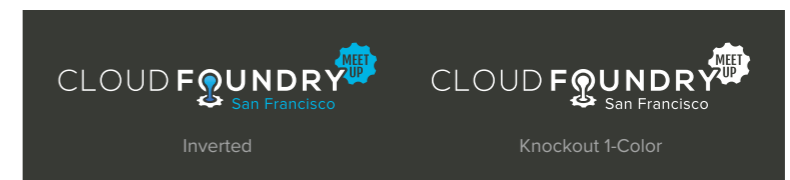
= ~ ! @ # \$ % ^ & * () + [] \ { } | : ; ' " < > ? , . /

Spacing & Variations

Mind your margins. The variations are very simple with the mark to allow for wide spread usage. If legibility is an issue due to size the Gear badge can be used as a stand alone. While color based legibility can be handled by inverting Pantone 447c to White or using a one color knockout of either 447c or White.



On Black



One Color Options



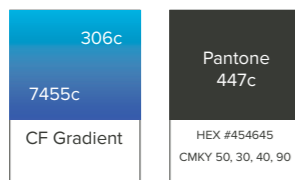
Cloud Foundry Projects

Consistency

Each project is represented with a customized wordmark which will be designed individually as projects are released.

- The Cloud Foundry “Molten” mark is always aligned left with 8% spacing to the right.
- The individual project wordmark is not to exceed the height of the “Molten” mark to the left.
- Regardless of the custom color scheme of the project wordmark the fill is to be the CF gradient.
- Only Pantone 447c or White are to be used as the single color variation of the mark.

Colors



Project Examples



Allowed Variants



Incorrect Usage



Dont's

These are some of the ways the brand should not be altered.

1. Don't change color of wordmark.
2. Don't introduce new colors to wordmark.
3. Don't rotate or skew the mark
4. Don't left align the “Molten” mark.
5. Don't change the color of the “Molten” mark.
6. Don't increase the margin between the marks.
7. Don't stack the marks.
8. Don't let the wordmark's vertical height exceed the “Molten” mark.

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www.cloudfoundry.org