Cloudmore Brand Book

Simple. Powerful. Beautiful.

Our Brand

Simple. Powerful. Beautiful.

Simple. Powerful. Beautiful.

Our mission is to help businesses transform and succeed in the new era of commerce. Our founders have a vision to enable all organisations, independent of size or location, to compete on equal terms. We have developed a solution forever changing how products and services are sold, bought, and consumed.

Our secret ingredient has always been our people. They built the company and make Cloudmore unique. We strive for excellence and innovation in everything we do. Focused by our culture and motto, Simple Powerful Beautiful. We invest in talent to make sure our technology is beyond state of the art solving today s problems with a vision for the future.

We listen to our customers, our ecosystem, and foster a culture of doing things differently. Made in Sweden, but shaped by the world. Working in this way, we create solutions which are simple to use, exceptionally powerful and Beautifully engineered. We are entrepreneurial by design and see our future in your future. Our aim is to liberate your business model to help realise its true potential. Then we are with you on each step of the journey. We are the Future of Commerce.

Visual Identity

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Our brand mark is the visual symbol used to identify our brand. It creates a unique and immediate brand recognition.

There is more to Cloudmore...

Our Brand Mark

The modified Cloudmore brand mark uses a series of three dots in sequence paying homage to our three founders. The dots ascend upwards within the icon visually representing the Cloudmore ethos of continual growth and reaching beyond.

The dots are framed within a cube evoking a sense of place, a central platform hub, a community. The shape has three rounded corners giving the mark a soft approachable demeanour. In contrast to this the bottom left corner has a pointed edge to give the suggestion of a thought bubble, celebrating the brand ethos of innovation and a new way of thinking.

Visual Identity
Our logo

Our logo is used to identify our brand. It's shape communicates our brand values and personality to our audience.

012

Brand Mark

Logo type

Logo

Logo Type

Our brand Mark is paired with our company name which is set in the font Sora Semibold. The typeface is a highly optimised for the digital realm. The font is full of character it evokes confidence without being overpowering. It s contrasting line widths gives the logo type a quirky persona. Paired with a unique brand mark which is centre aligned to the left the logo type for improved clarity.

Our logo colors can be used in a few approved combinations. The brand mark should always remain the same. The text colour will vary depending on the colour of backdrop.

1A Emerald Green   Oxford Blue on White

1B Emerald Green   White on Oxford Blue

1C Oxford Blue on Emerald Green

1B Emerald Green   White on Black

Always use the approved and supplied variations of the logo. The logo should not be manipulated or change.

1A No drop shadows

1B No logo rotation

1C No Colour alterations

1D No composition editing

To ensure our logo's clarity remains consistent throughout communications it must be given adequate space from borders and other elements by using the correct minimum spacing and sizing.

Clear space

Minimum clear space around the logo is determined by the size of the brand mark.

Minimum Space

Minimum width: 300px
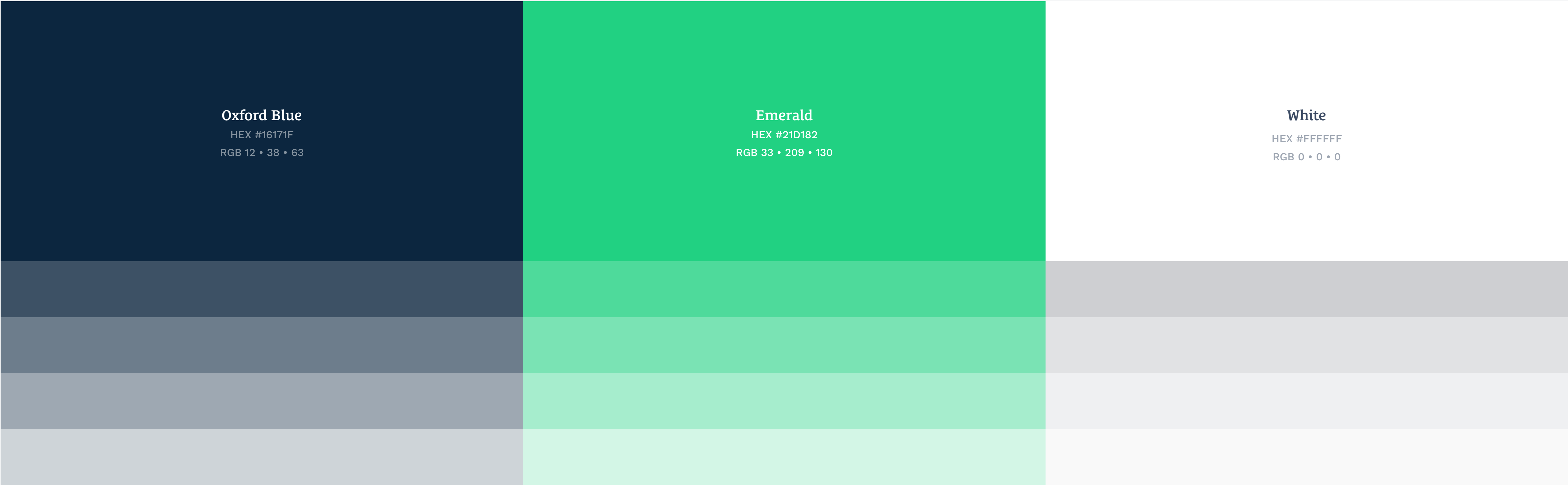Minimum height: 60px

Colour Palette

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Visual Identity

Primary Colour Palette

We have a range of corporate colours that can be used heavily throughout our brands communication. White space should also be considered.

Oxford Blue

HEX #16171F

RGB 12 • 38 • 63

Emerald

HEX #21D182

RGB 33 • 209 • 130

White

HEX #FFFFFF

RGB 0 • 0 • 0

Typography

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Typography
Primary Font

Our primary brand typography
will be used across all text based
communications.

022

Le Monde Courrier

Le Monde is a well rounded slab serif font. It's human centric, humble and honest.

Typography
Hierarchy

The typeface can be used in different
weights which suit different purposes.
The heavier weight can be used to draw
the eye to main headings or important
words or phrases within a body of text.

023

Heading Copy | Le Monde Demi

Transforming Commerce

Subheading Copy | Le Monde Book

One subscription at a time.

Body Copy | Work Sans Regular

We have a vision to enable all organisations, independent of size or location, to compete on equal terms.

The typeface can be used in different weights which suit different purposes. The heavier weight can be used to draw the eye to main headings or important words or phrases within a body of text.

Commerce of the Future.

Heading Copy
Le Monde Courrier Demi

Our mission is to help businesses transform and succeed in the new era of commerce.

Sub Copy
Le Monde Courrier Book

We listen to our customers, our ecosystem, and foster a culture of doing things differently. Made in Sweden, but shaped by the world. Working in this way, we create solutions which are simple to use, exceptionally powerful and Powerfully engineered. We are entrepreneurial by design and see our future in your future.

Body Copy
Work Sans Regular

Not everyone will have access to that same font due to licensing or technology factors, such as in an email. In this case, we use system fonts, which are available on the operating system as standard. These are Helvetica for MacOS and Arial for Windows clients.

Helvetica (Mac)

Helvetica | Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZz0123456789

Helvetica | Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz0123456789

Arial (PC)

Arial | Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZz0123456789

Arial | Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz0123456789

Graphic Devices

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Graphics

Graphic Devices

The basic geometric shapes which form our brand's mark can be used as graphic devices throughout the brands communications. They help to create a consistent link within visual communications.

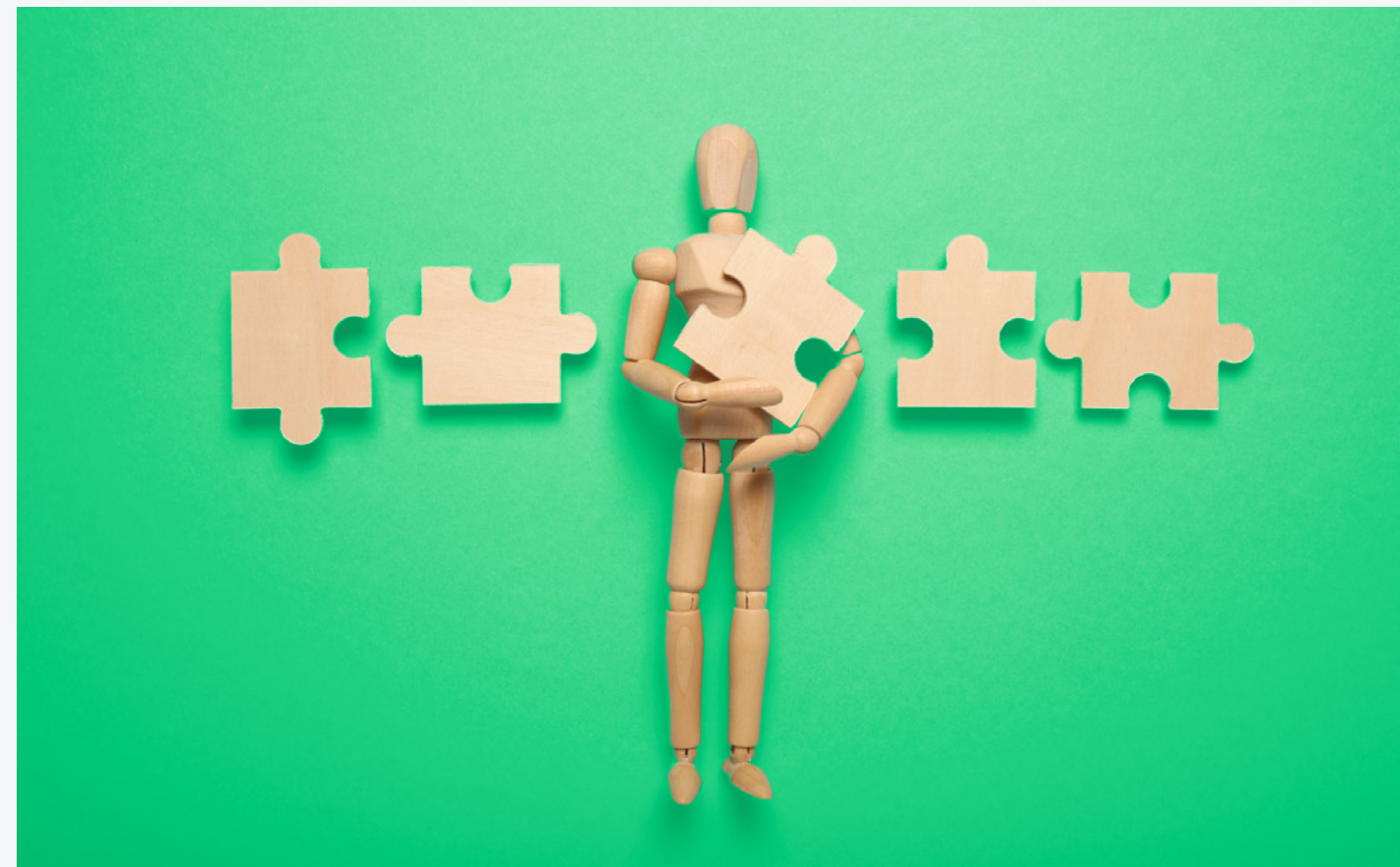Simple. Powerful. Beautiful.

Graphics
Illustrated Icons

A set of illustrated icons that can be used across brand communications to help create breaks and context within content. The circle devices are used to create a consistent link back to the brand.
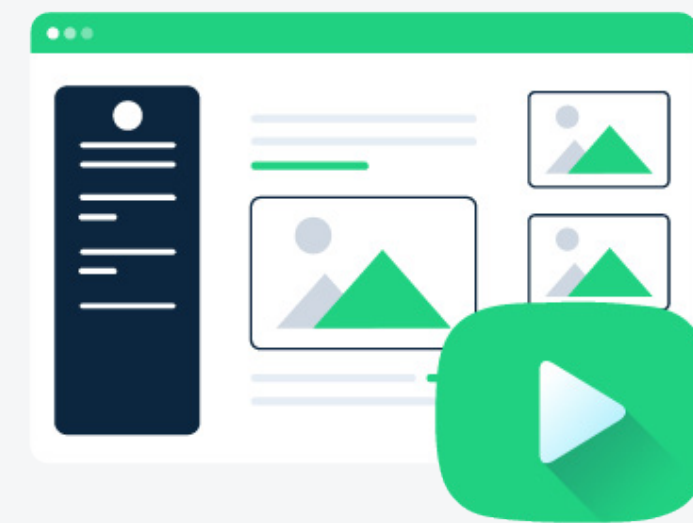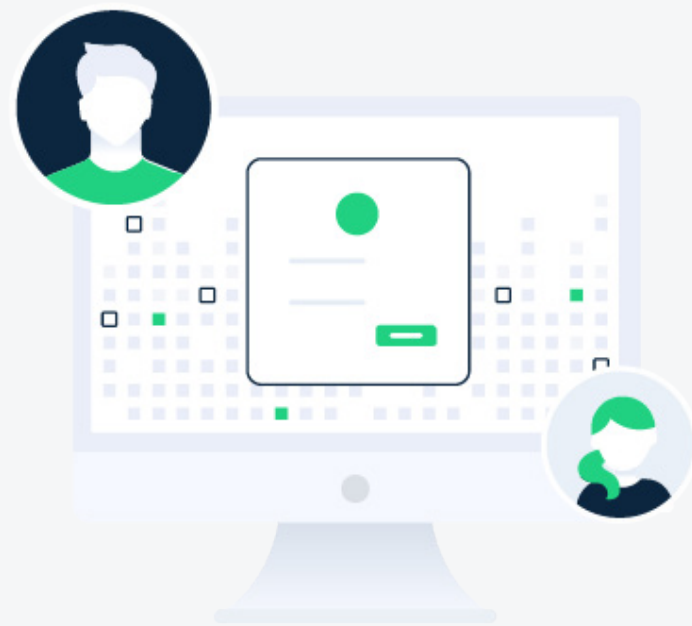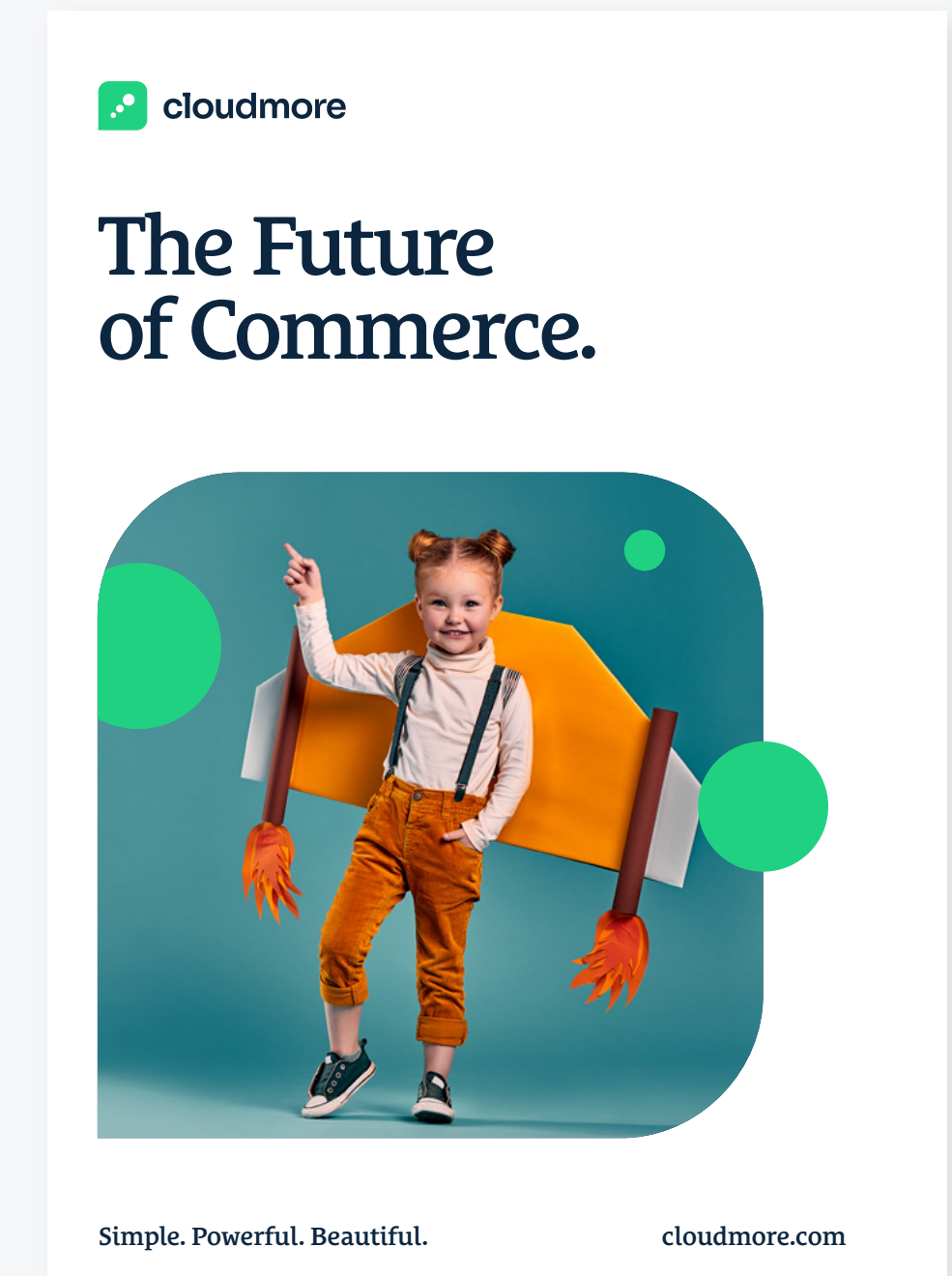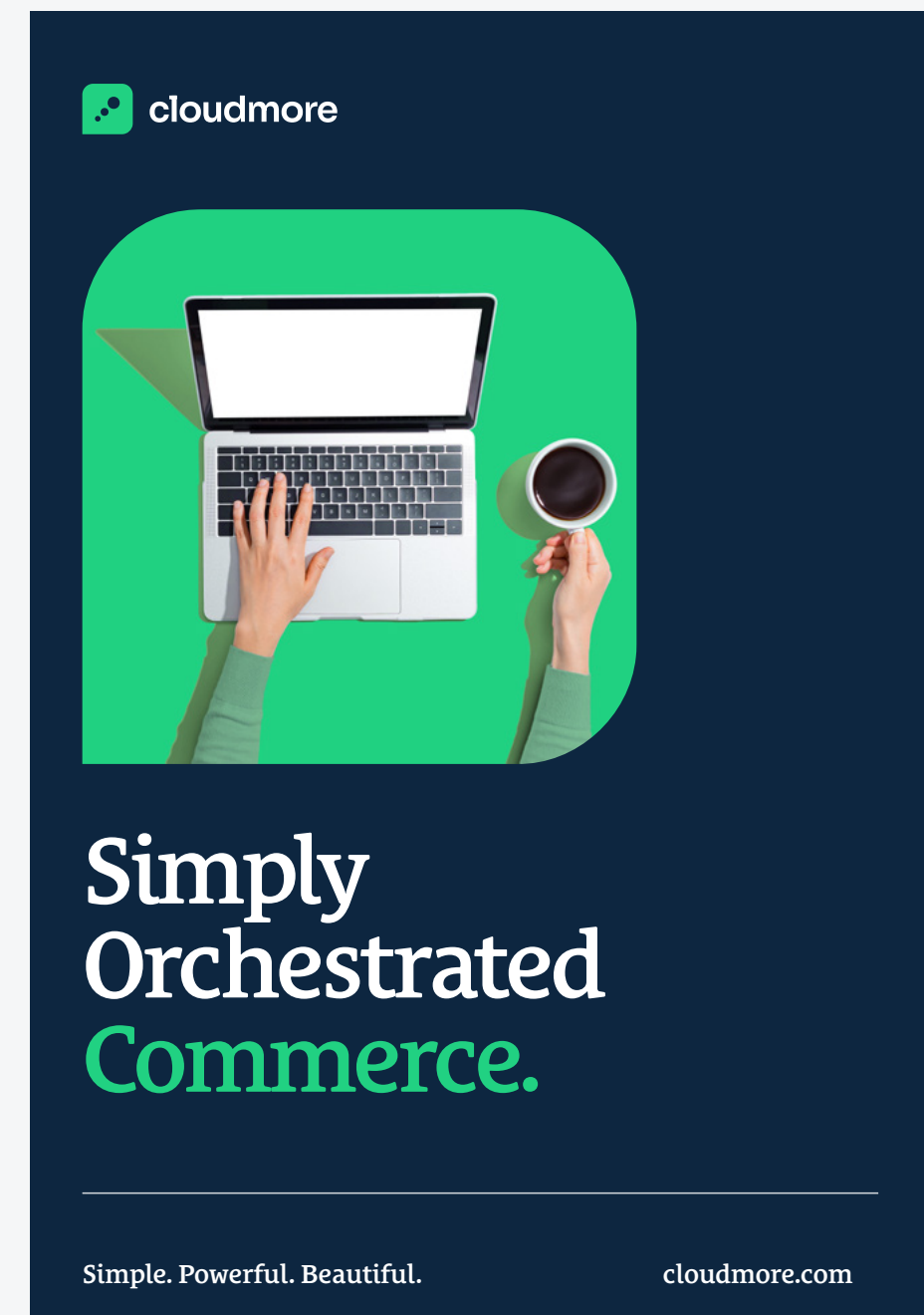
Graphics

Photography Style

Photography should be carefully selected in line with our brand style.

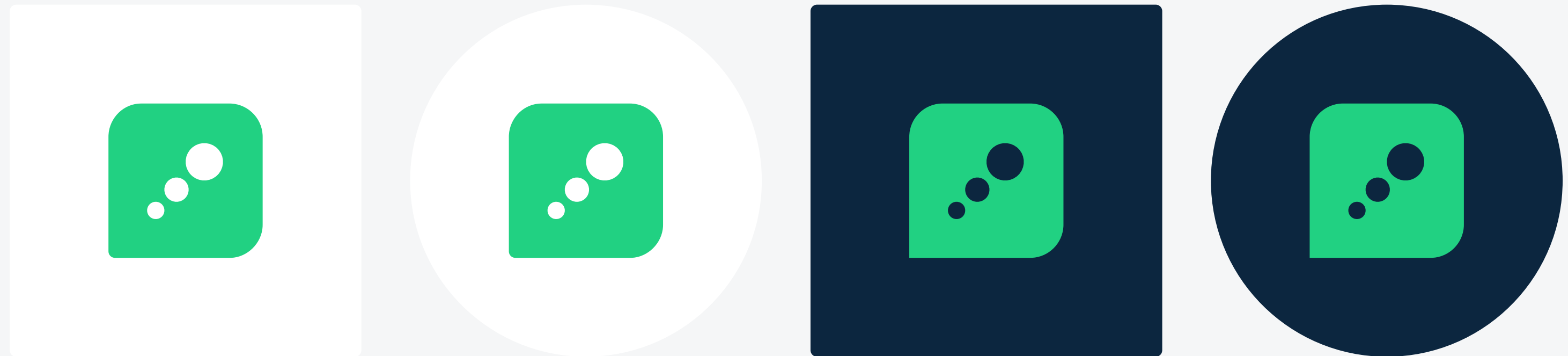Simple. Powerful. Beautiful.

Graphics
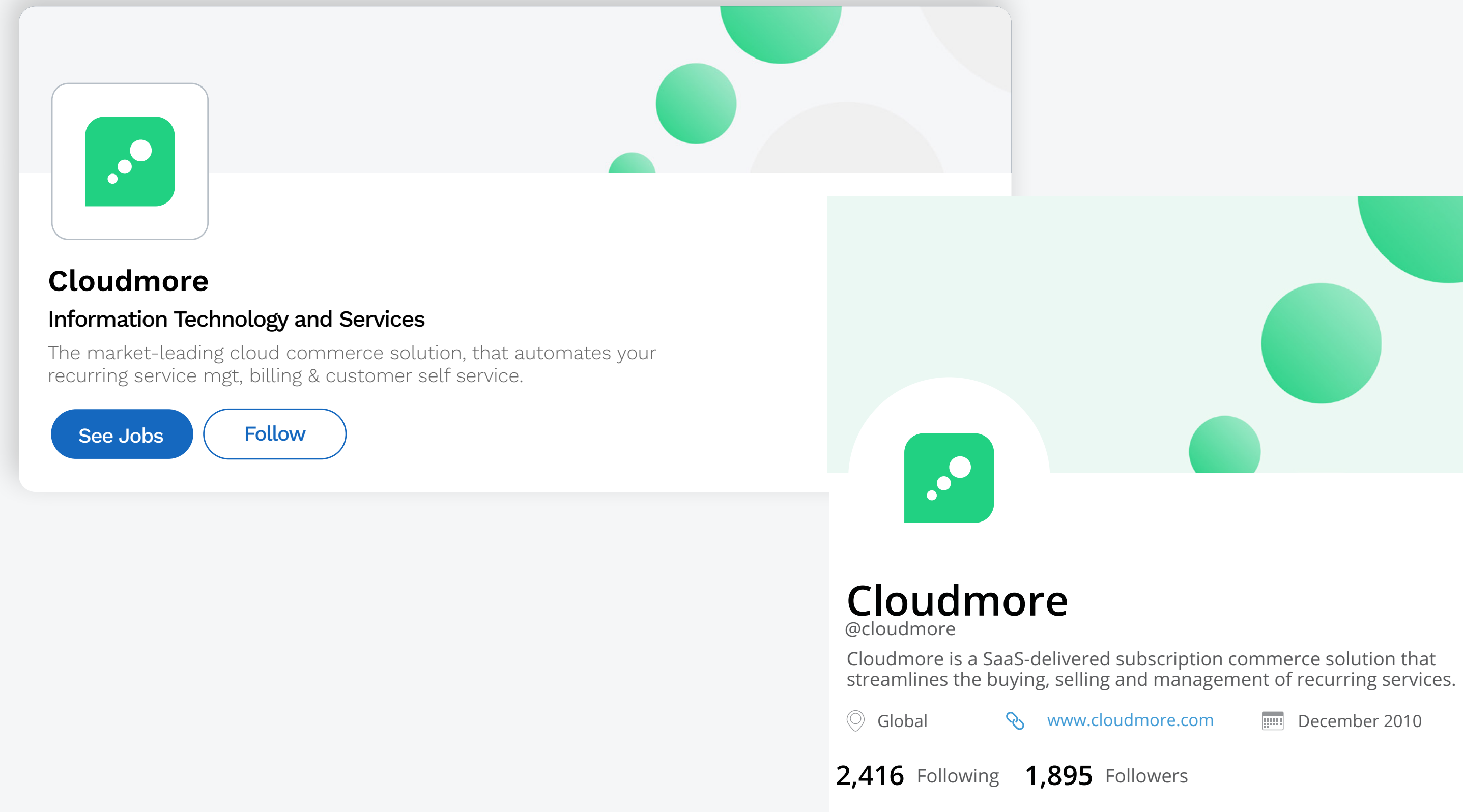
Graphic Devices in use

The color palette, typography, graphic devices, iconography and photography can all be brought together to create designs for our brand.

030
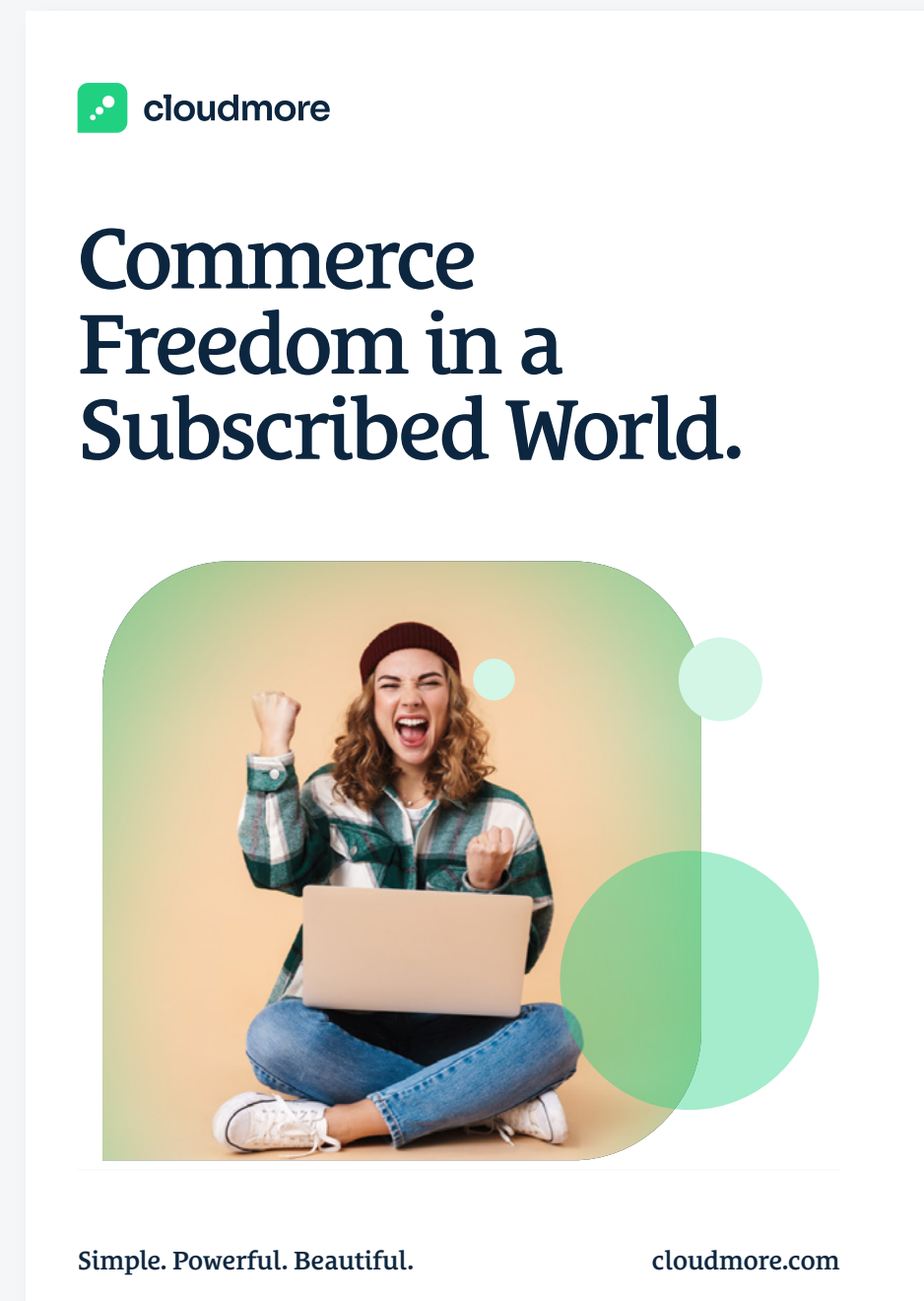
Brand Examples

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How our brand can look across our social channels.

Cloudmore

Information Technology and Services

The market-leading cloud commerce solution, that automates your recurring service mgt, billing & customer self service.

See Jobs   Follow

Cloudmore

@cloudmore

Cloudmore is a SaaS-delivered subscription commerce solution that streamlines the buying, selling and management of recurring services.

Global   www.cloudmore.com   December 2010

2,416 Following   **1,895** Followers

Simple.
Powerful.
Beautiful.

Michael Wicander
Founder and CEO

michael   cloudmore.com
  44 203 535 8600

cloudmore.com

cloudmore

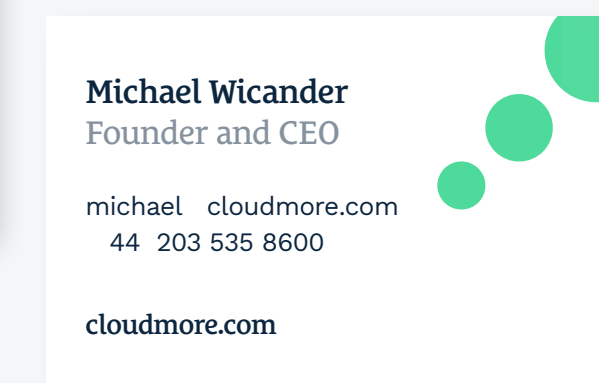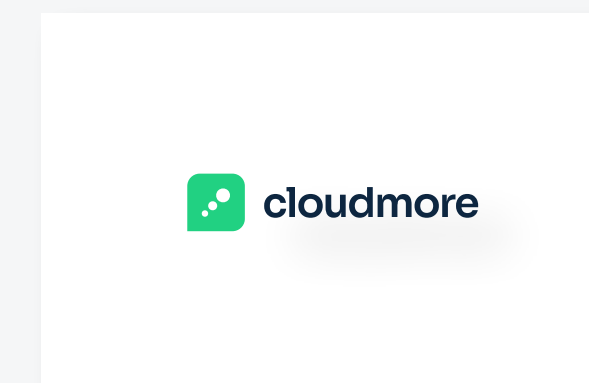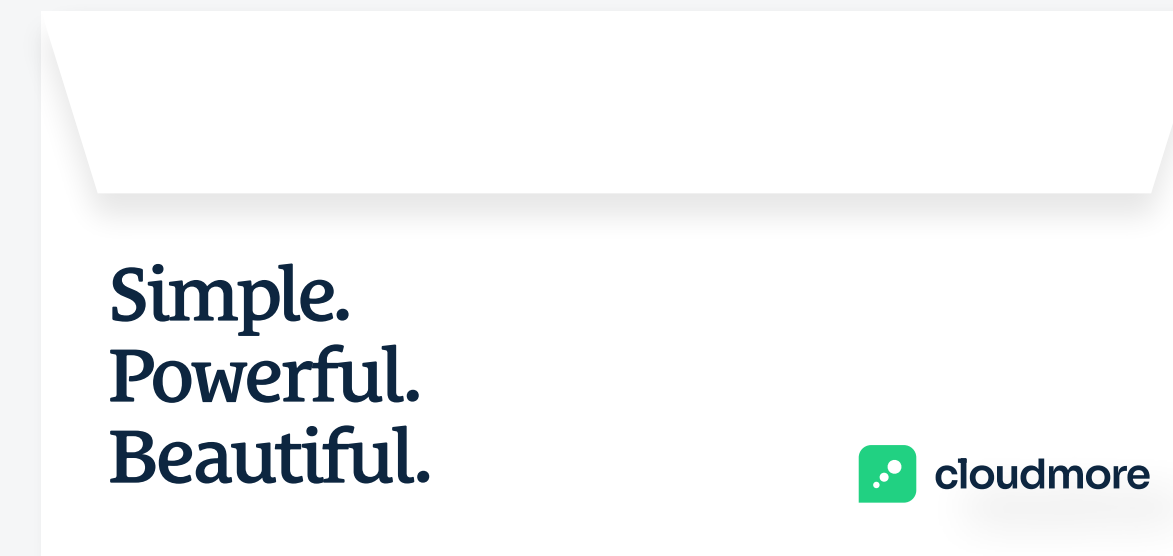**Michael Wicander**
Founder and CEO

michael   cloudmore.com
  44 203 535 8600

cloudmore.com

Brand Examples
Stationery

How our brand looks on printed materials. * Note the gradient will have colour variations in print. Where possible for larger print runs these should be printed using the pantone references as CMYK digital printing will dull the brand colours.

cloudmore

Dear Sir/Madam   24th August 2022

Harum et parum sitiatius.

Ellam rerum volupientus sime cum nestes as eaqui te volupta tustiuntiis etur mod que voluptiorit ero tem quae que et ut et, utem il iligento cus et, nesequunt es et eum quaectur?

Rum faceaquat omnimus que proribu sdamusae. Nam dollab illabo. Nam, voloribus quid moluptate rest magnam nonest lam, te is perum sanditi ditatur simus re re volum quibus quaturiam harcips amusame porum, inis ene pero entus iusa verciist, cum

M. Wicander

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Founder and CEO

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Brand Examples
Merchandise

How our brand looks rolled out across a range of merchandise.

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Michael Wicander
Founder and CEO

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Thank You

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