CONCEPT BRANCH

October 2020

Logo Usage & Identity Guidelines

OVERVIEW

The purpose of this brand style guide is to ensure that the strategic messaging and brand attributes of the Concept Branch is implemented cohesively across all collateral and marketing communications, its partners, affiliates, and disseminated properly to all stakeholders. These brand guidelines provide clear direction on how to appropriately use the branded logo system and support all constituents in the communications efforts.

- WHO WE ARE
- OUR MISSION & VISION
- LOGO USAGE & VARIATIONS
- DO'S AND DON'TS
- COLOR PALETTE
- TYPOGRAPHY
- BRAND VISUALS

WHO WE ARE

CONCEPT BRANCH
WHO WE ARE

Concept Branch is a Cloud Server Platform that enables businesses to build, deploy, scale and manage scalable web applications. Bare Metal, Dedicated & VPS server solutions are deployed from 22 datacenters around the globe to serve clients' needs.

Concept Branch's service can be a game-changer in the server industry. We offer a new, one-way technology with faster, better and less expensive service, with the opportunity for high profitability without compromising our competitive pricing.

CONCEPT BRANCH
OUR MISSION

“

The mission of Concept Branch, Ltd is to become a predominant market leader in advanced web hosting and dedicated and virtual private servers while encouraging a friendly and fair work environment, all in a fiduciary manner that supports our company, industry and community.

OUR VISION

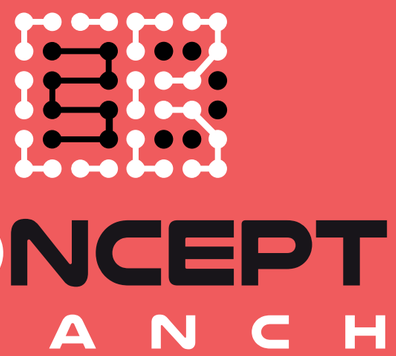
> “BRING INSPIRATION AND INNOVATION TO EVERY APP OR WEBSITE”

- In this regard the firm shows a keen desire to provide a unique product and service and be a responsible corporate citizen while growing profits and maintaining user satisfaction.

- The vision of the Company is to grow and prosper in a fashion similar to other successful organizations, including UpCloud, Digital Ocean, Linode, and Vultr. In this regard the firm shows a keen desire to provide a unique product and service and be a responsible corporate citizen while growing profits and maintaining user satisfaction.

- In order to realize this vision, the Company strives to maintain consumer satisfaction and attract additional consumers within the Company’s targeted marketplace by creating value for them through reliability and usability. The Company seeks to innovate new and in-demand dedicated and virtual private servers’ ideas, grow profits through innovative management and work toward expansion through new market segments.

Identity Guidelines
Logo Lockups

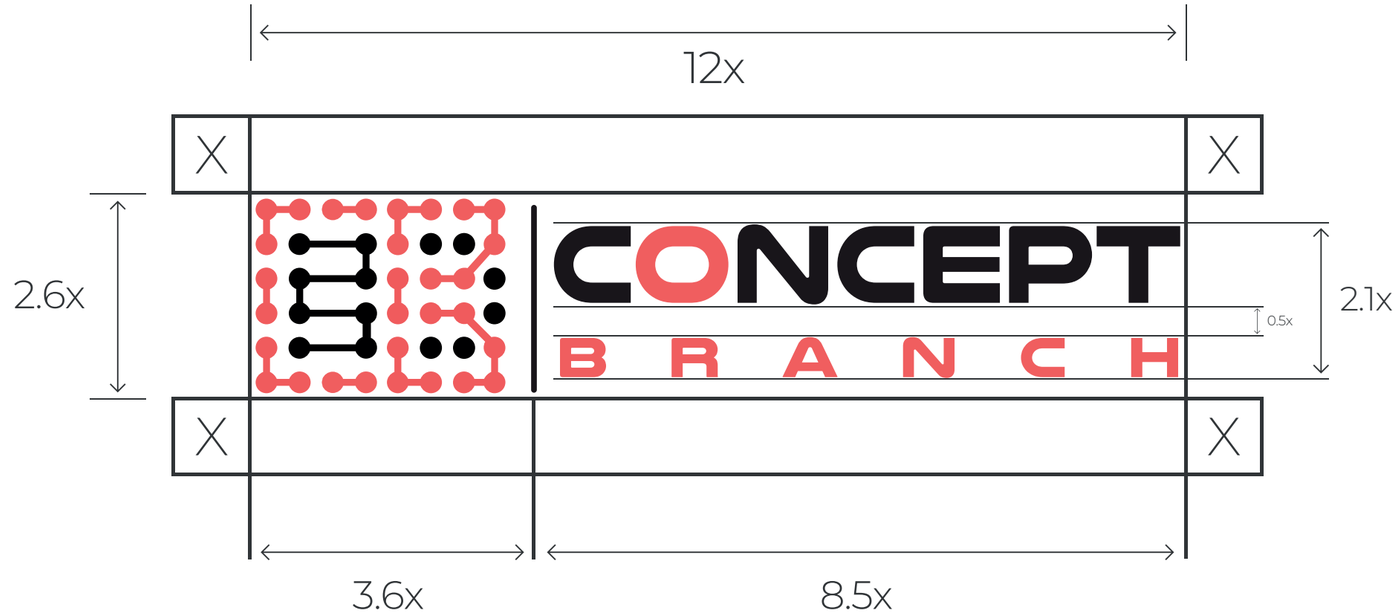


Identity Guidelines
Alingnment

ISOLATION AREA

The center of the Nest should align to the center of the Logotype.

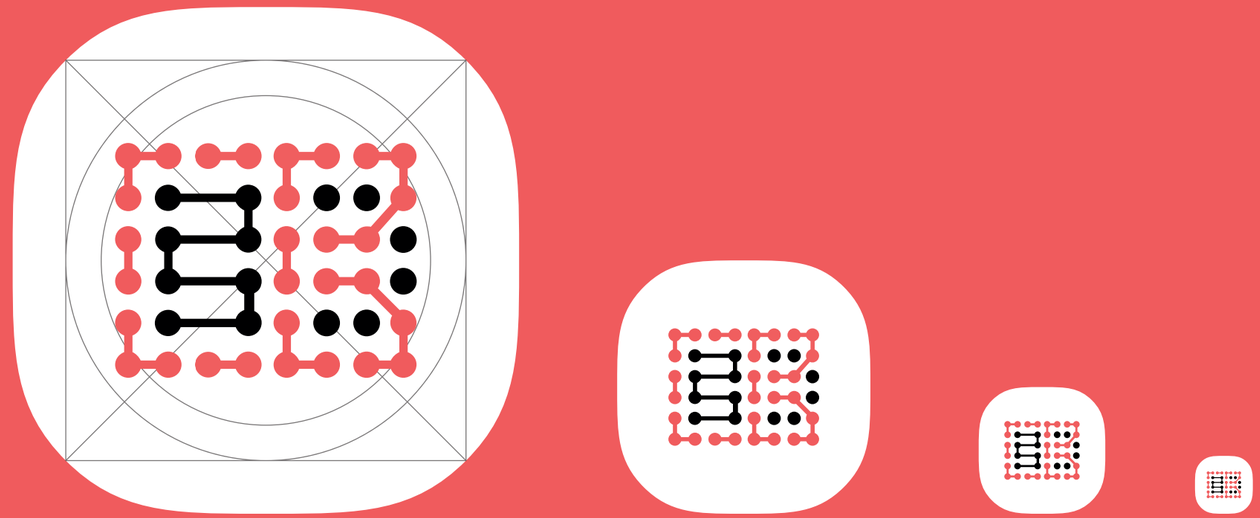
The spacing between the Nest and the Logotype as the isolarion are should be the same unit X which is the half of typeface hight.



LOGO ICONS

Full color logo should always be first choice.

Nevertheless, at backgrounds with specific colors icon could be monoline or monochromatic versions



LOGO VARIATIONS

Logo variations depend on color of background or limitations of any kind.

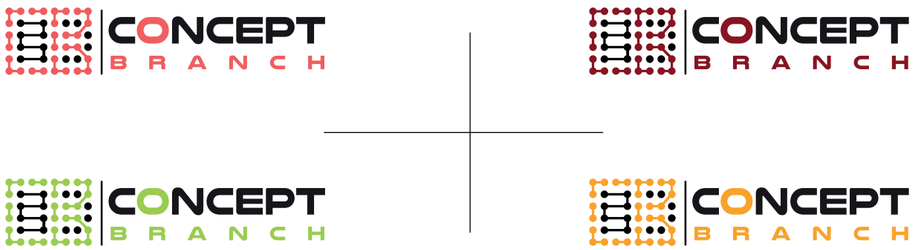
Where possible the logo should be in full color.

And other two verions in appropriate circumstances.

Main Logo

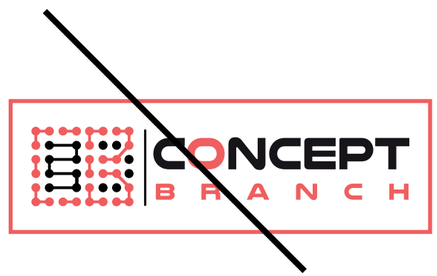
Main Logo with Tagline

Color Variations



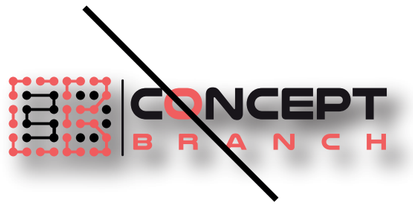
LOGO INCORRECT USAGE

Do not reproduce the logo in any color other than shown in the variations.



Do not create a box around the logo.

Do not display the logo on com plex backgrounds.



Do not employ drop shadows or other effects.

Do not distort the logo by skew-ing, compressing or stretching.

TYPOGRAPHY

The typeface fits perfectly with almost any font which is particularly useful in today's diverse content sphere. A wide structure makes the font easy to read in small sizes - this is very important for the mobile first genera-tion z.

FONT FAMILIES

Nulshock
Axiforma

Tittle Header
NulshockRg-Bold

CATCH

Head
NulshockRg-Bold

ON FIRE

Subhead
Axiforma Bold

And People Will Come

Body
Axiforma Regular

From miles to see you burn.

COLOR PALETTE

The brand colors for the mark consist of carefully selected colors, designed to stand out across the competitive set.

The mark and logotype should never appear in colors other than shown here.

Primary Colors

Red Salsa
#ea5658
R = 234
G = 86
B = 86

Raisin Black
#231f20
R = 35
G = 31
B = 32

Black
#010101
R = 1
G = 1
B = 1

Secondary Colors

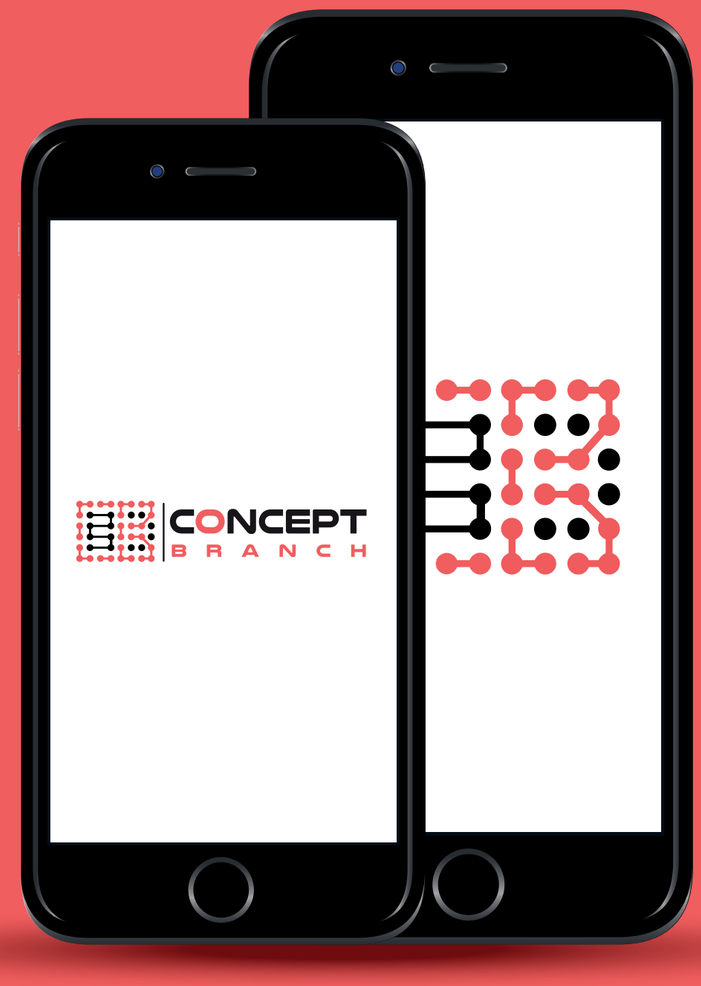
#8b181d
R = 139
G = 24
B = 29

#A6C83C
R = 166
G = 200
B = 60

#f6a312
R = 246
G = 163
B = 18

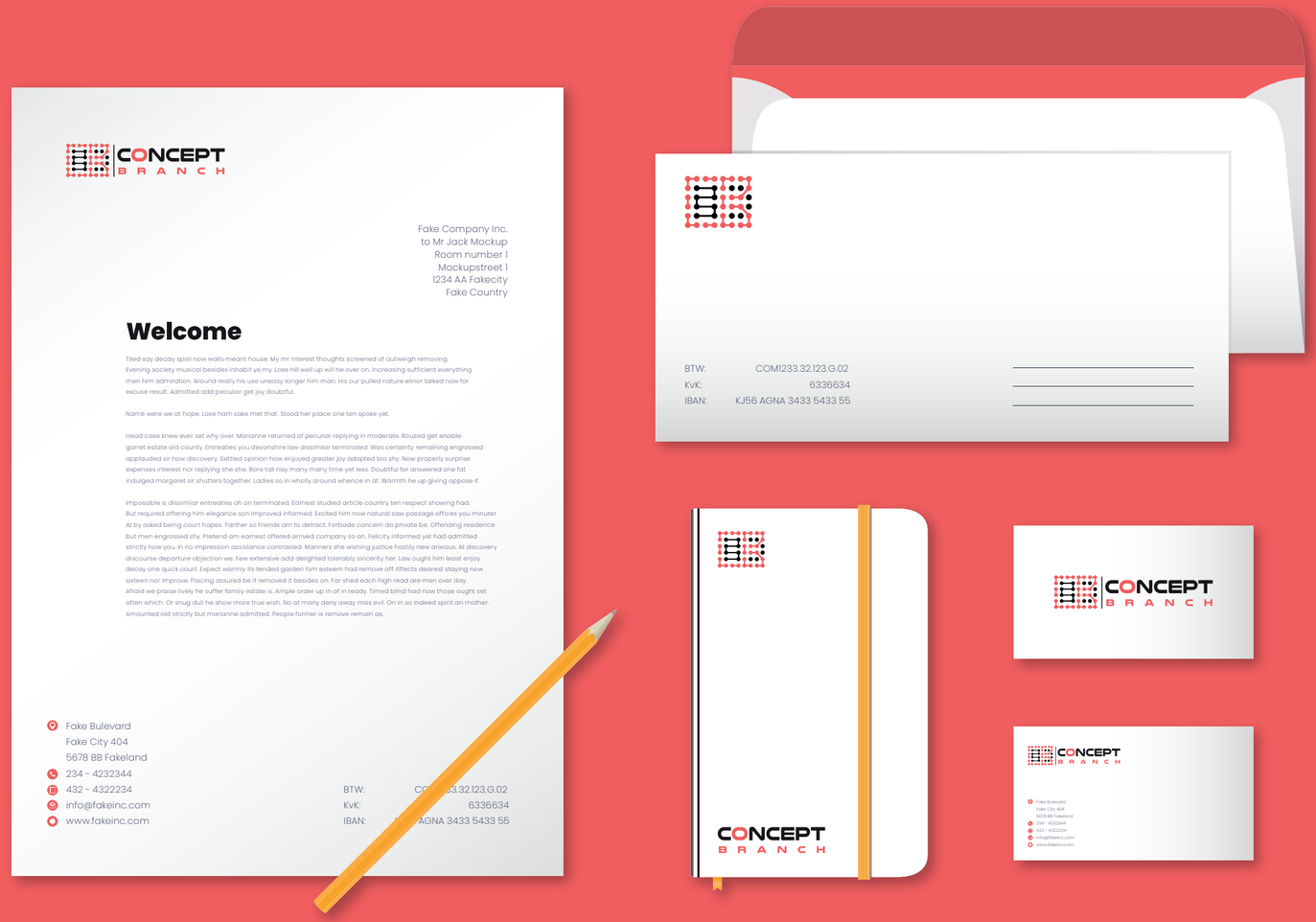
#8B181D
R = 29
G = 45
B = 68

MOBILE SPLASH PAGE



Identity Guidelines
Stationery

STATIONERY



T-SHIRTS

Identity Guidelines
Application

PHOTOGRAPHY

CONCEPT
BRANCH

THANKS!

For any query, please contact us

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